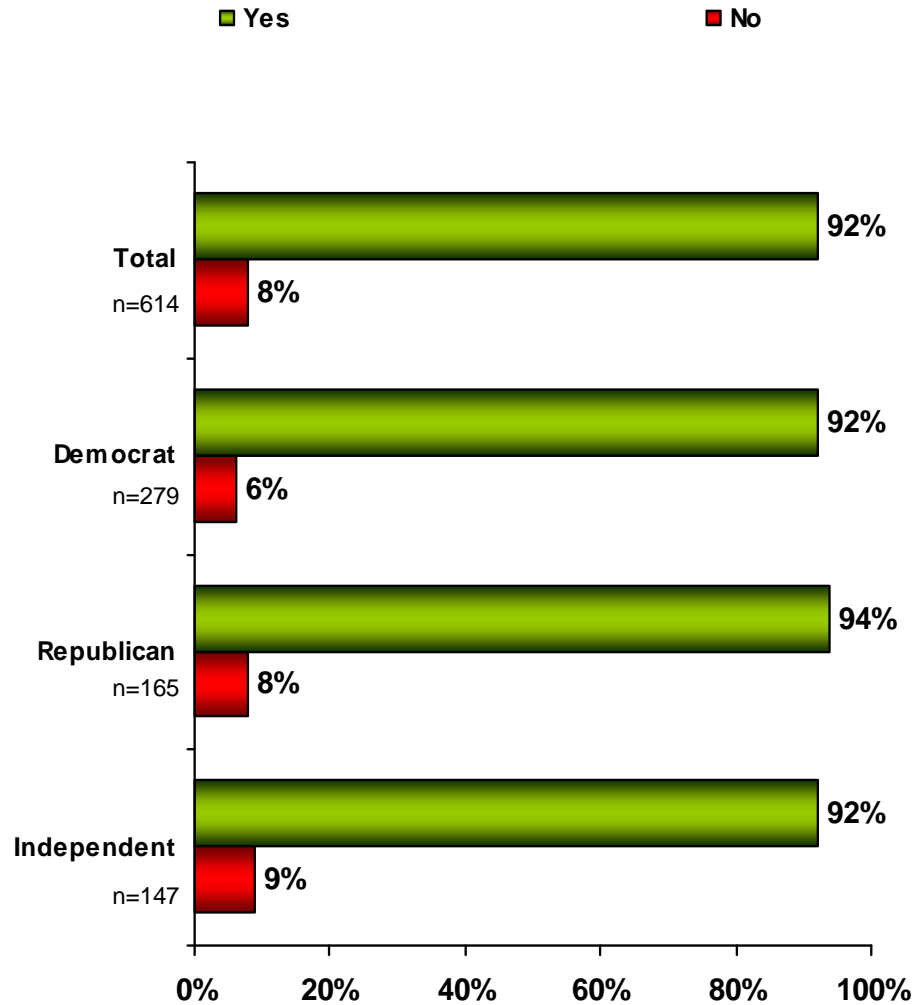


“Are you aware of the recent incident involving South Carolina Governor, Mark Sanford, and his admission of an extramarital affair?”

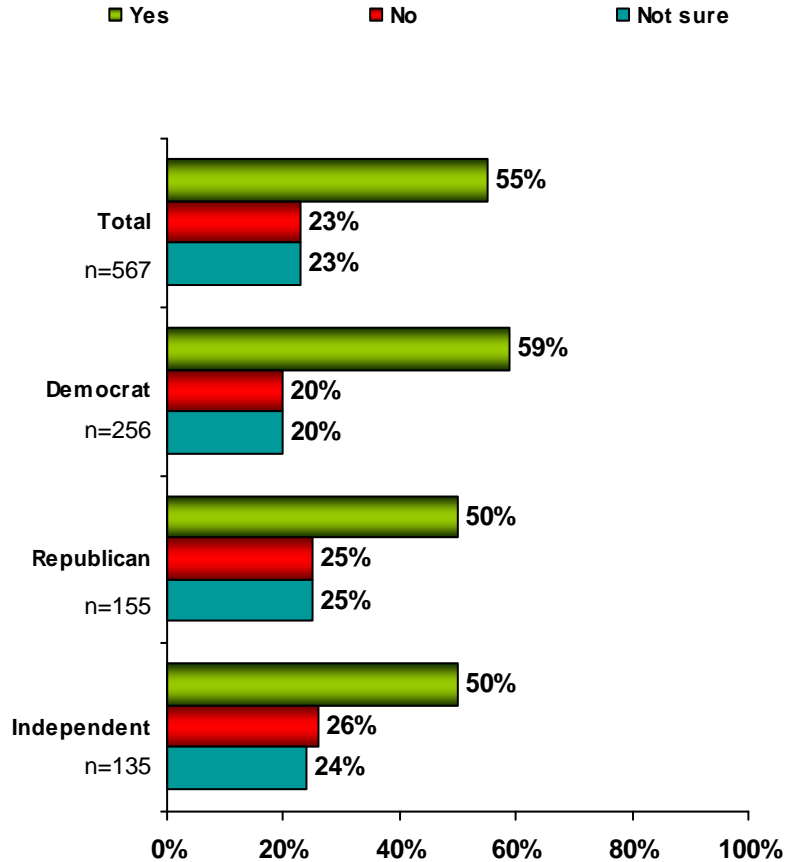


Percentages may not equal 100 due to rounding

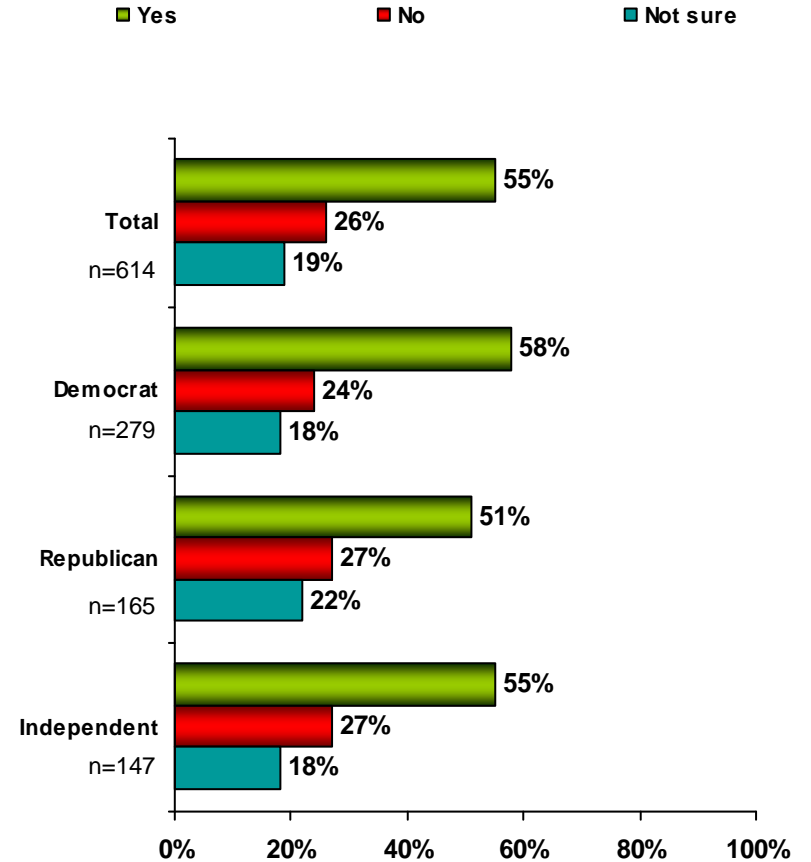
# “Do you think South Carolina Governor Mark Sanford should resign?”

## BEFORE viewing apology

(Respondents were only asked question before viewing the apology if they were already aware of the incident)



## AFTER viewing apology



Percentages may not equal 100 due to rounding

“Please rate South Carolina Governor, Mark Sanford, on the following attributes where 1 represents ‘Not at all strong in this attribute’ and 7 represents ‘Extremely strong in this attribute’”

### BEFORE viewing apology

*(Respondents were only asked scales before viewing the apology if they were already aware of the incident)*

#### Likeability

	Total (n=567)	Democrats (n=256)	Republicans (n=155)	Independents (n=135)
MEAN	3.2	3.0	3.4	3.4

#### Believability

	Total (n=567)	Democrats (n=256)	Republicans (n=155)	Independents (n=135)
MEAN	3.1	3.0	3.2	3.2

#### Sincerity

	Total (n=567)	Democrats (n=256)	Republicans (n=155)	Independents (n=135)
MEAN	3.1	3.0	3.2	3.1

### AFTER viewing apology

#### Likeability

	Total (n=614)	Democrats (n=279)	Republicans (n=165)	Independents (n=147)
MEAN	3.1	3.0	3.4	3.2

#### Believability

	Total (n=614)	Democrats (n=279)	Republicans (n=165)	Independents (n=147)
MEAN	3.2	3.0	3.4	3.2

#### Sincerity

	Total (n=614)	Democrats (n=279)	Republicans (n=165)	Independents (n=147)
MEAN	3.2	3.1	3.4	3.3

“Please indicate how sincere you think Governor Mark Sanford’s apology was on a scale of 1-7 where 1 represents ‘Not at all sincere’ and 7 represents ‘Extremely sincere.’”

	Total (n=614)	Democrats (n=279)	Republicans (n=165)	Independents (n=147)
MEAN	3.6	3.5	3.9	3.7