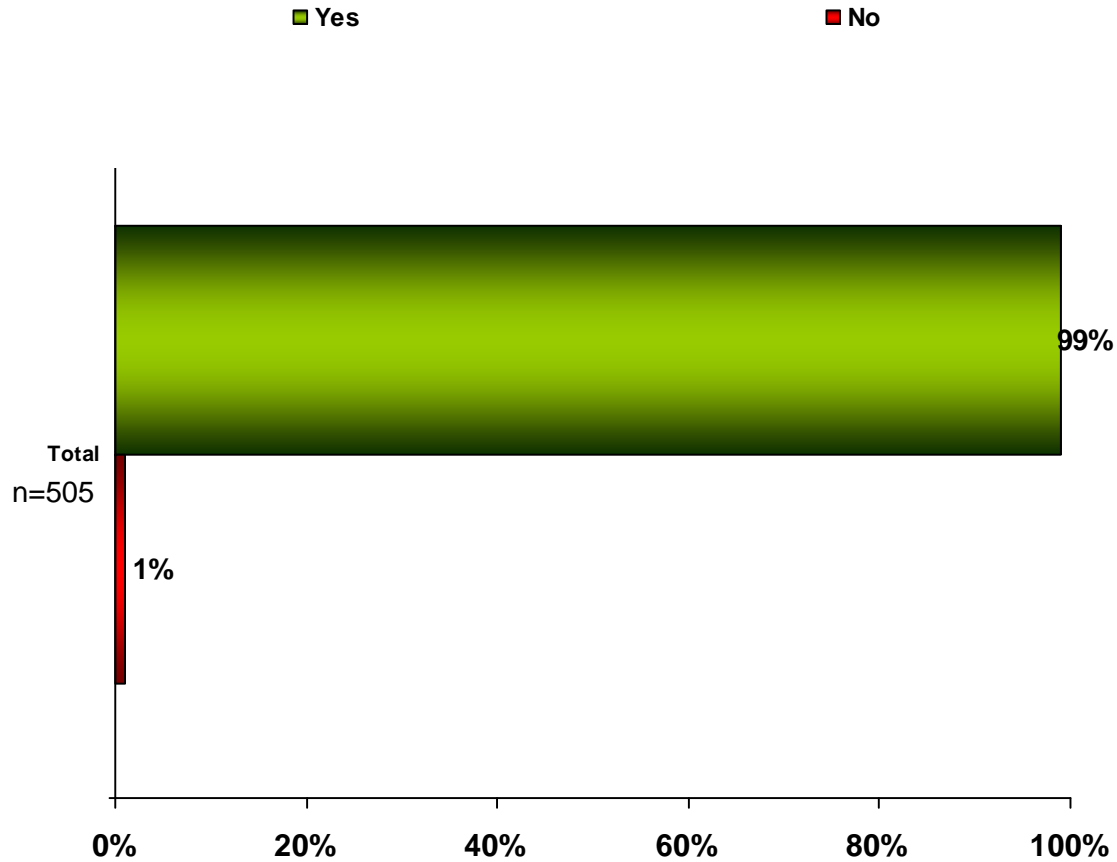


# Are you familiar with late night talk show host, David Letterman?

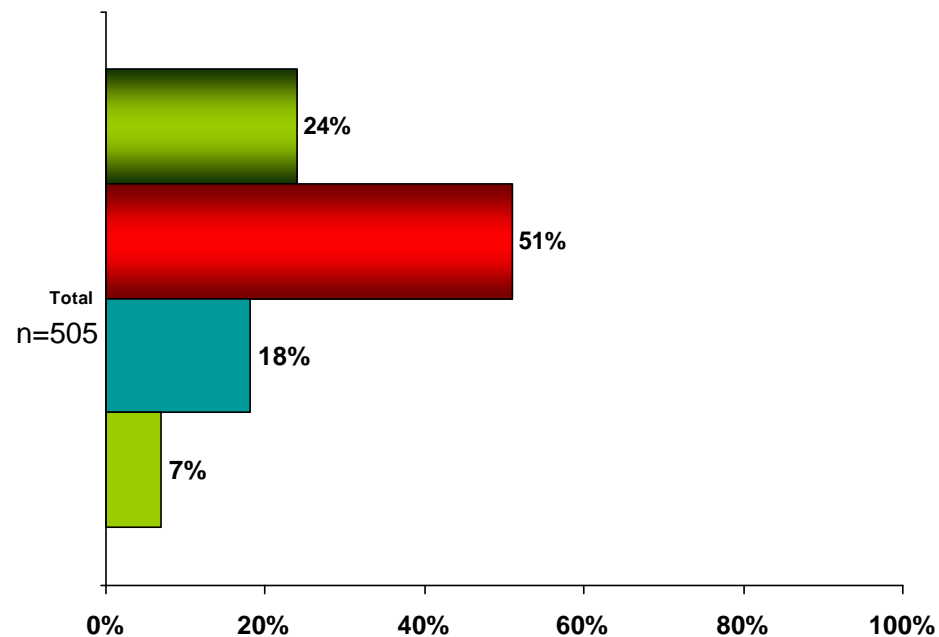
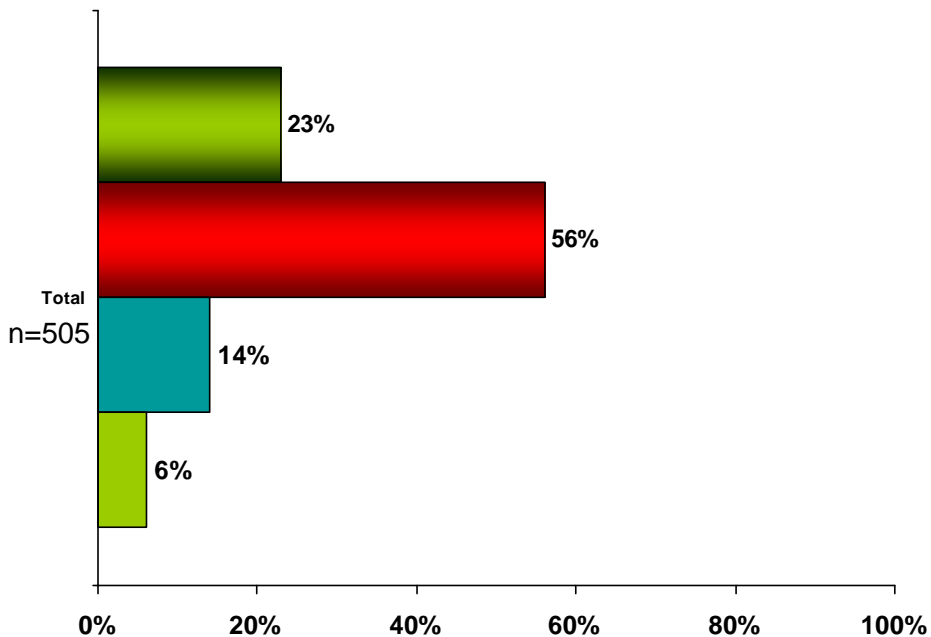


Percentages may not equal 100 due to rounding

# Please indicate how favorable you are of David Letterman's show, "The Late Show."

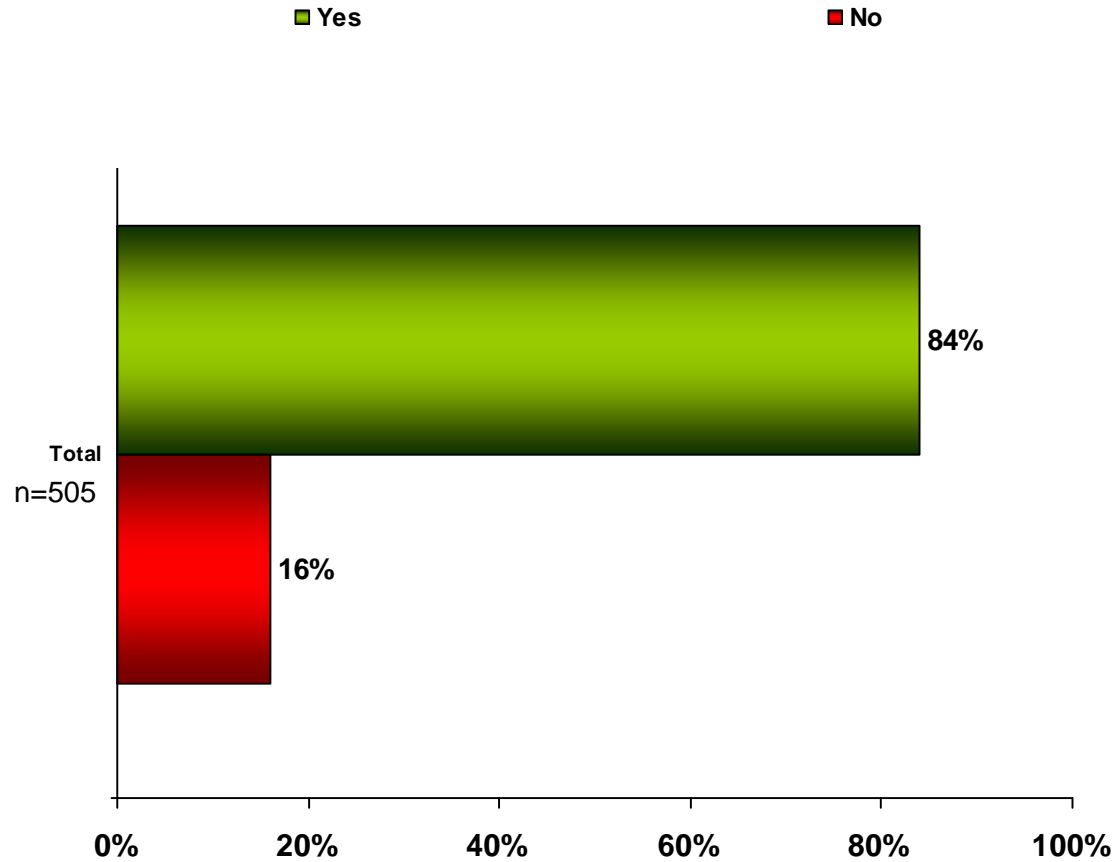
- Extremely favorable
- Somewhat favorable
- Somewhat unfavorable
- Extremely unfavorable

- Extremely favorable
- Somewhat favorable
- Somewhat unfavorable
- Extremely unfavorable



Percentages may not equal 100 due to rounding

# Are you aware of the recent incident involving David Letterman and the blackmail scandal he was connected to?



Percentages may not equal 100 due to rounding

Please rate David Letterman on the following attributes using a scale from 1-7 where 1 represents “Not at all strong in this attribute” and 7 represents “Extremely strong in this attribute.”

## BEFORE Video

	<b>Total</b> (n=505)
<b>Likeability</b>	5.0
<b>Believability</b>	4.9
<b>Sincerity</b>	4.7

## AFTER Video

	<b>Total</b> (n=505)
<b>Likeability</b>	4.9
<b>Believability</b>	5.0
<b>Sincerity</b>	4.9

Which of the following emotions did you feel while viewing the video?  
Please check all that apply.

	Total (n=505)
Anger	15%
Inspiration	11%
Sadness	35%
Skepticism	29%
Confusion	18%
Disturbing	41%
Embarrassment	24%
Pride	12%
Happiness	3%

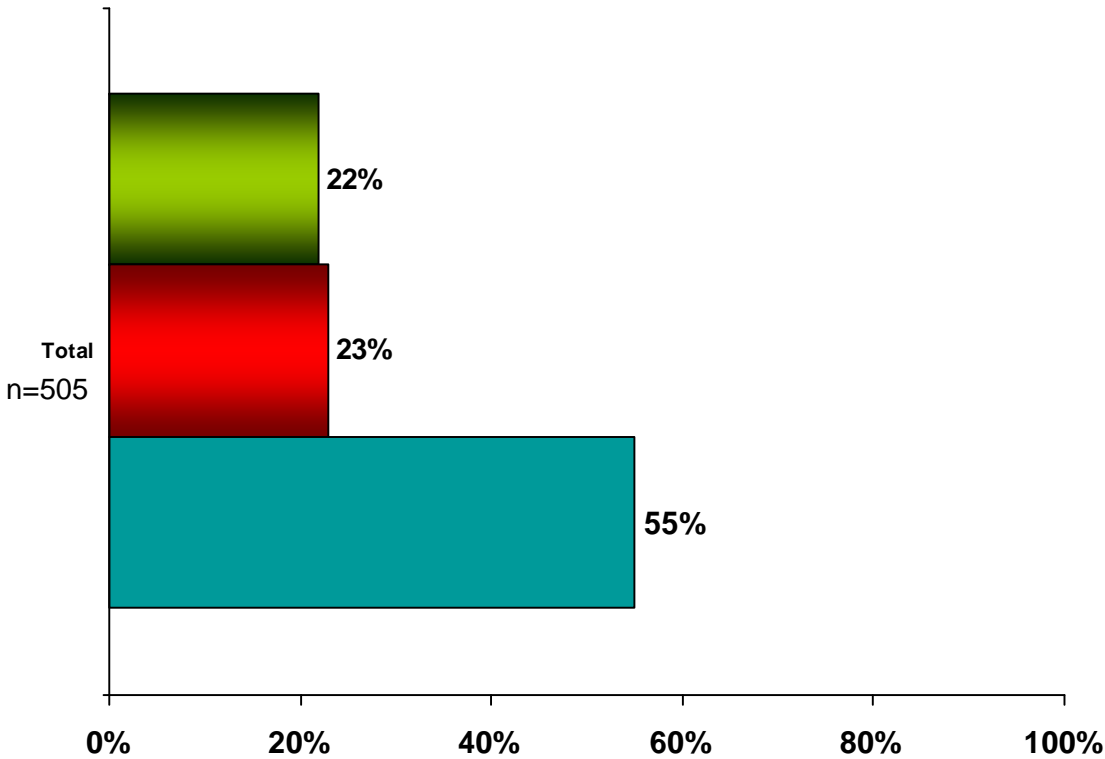
Which of the following emotions did you feel the most while viewing the video?

	Total (n=505)
<b>Anger</b>	5%
<b>Inspiration</b>	7%
<b>Sadness</b>	20%
<b>Skepticism</b>	17%
<b>Confusion</b>	8%
<b>Disturbing</b>	21%
<b>Embarrassment</b>	13%
<b>Pride</b>	7%
<b>Happiness</b>	2%

*Percentages may not equal 100 due to rounding*

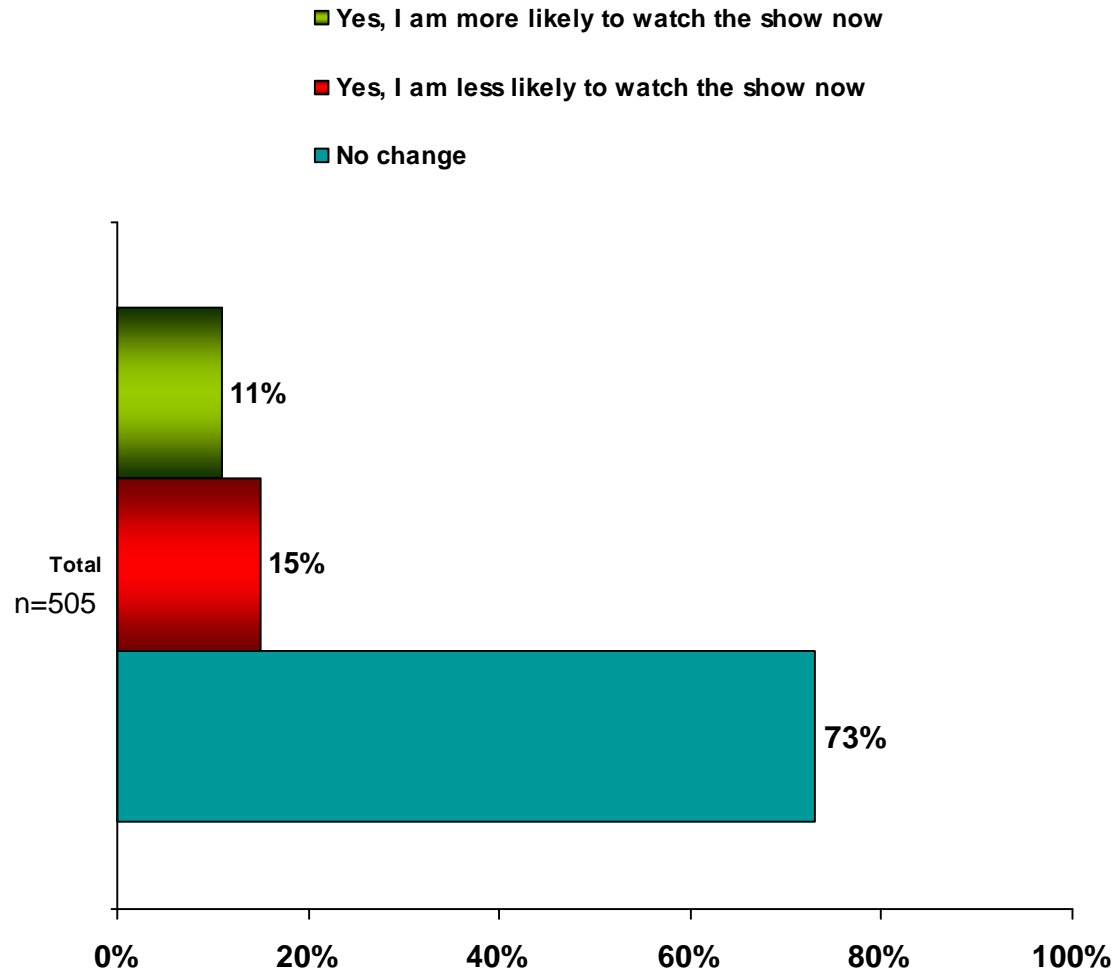
# Has this incident changed your perception of David Letterman?

- Yes, I have a more negative perception of David Letterman now
- Yes, I have a more positive perception of David Letterman now
- No change



Percentages may not equal 100 due to rounding

# Has this incident changed your likelihood to watch David Letterman's, "The Late Show?"



Percentages may not equal 100 due to rounding