

David Letterman's Apologizes for
Joke About Sarah Palin's Daughter.

Please indicate how **likeable** you think David Letterman is on a scale of 1-7 where 1 represents “Not at all likeable” and 7 represents “Extremely likeable.”

BEFORE Viewing “Joke” Video

	Total
MEAN	4.8

AFTER Viewing “Joke” Video

	Total
MEAN	4.2

AFTER Viewing Apology Video

	Total
MEAN	4.5

Please indicate how **believable** you think David Letterman is on a scale of 1-7 where 1 represents “Not at all believable” and 7 represents “Extremely believable.”

BEFORE Viewing “Joke” Video

	Total
MEAN	4.5

AFTER Viewing “Joke” Video

	Total
MEAN	4.0

AFTER Viewing Apology Video

	Total
MEAN	4.3

Please indicate how **sincere** you think David Letterman is on a scale of 1-7 where 1 represents “Not at all sincere” and 7 represents “Extremely sincere.”

BEFORE Viewing “Joke” Video

	Total
MEAN	4.3

AFTER Viewing “Joke” Video

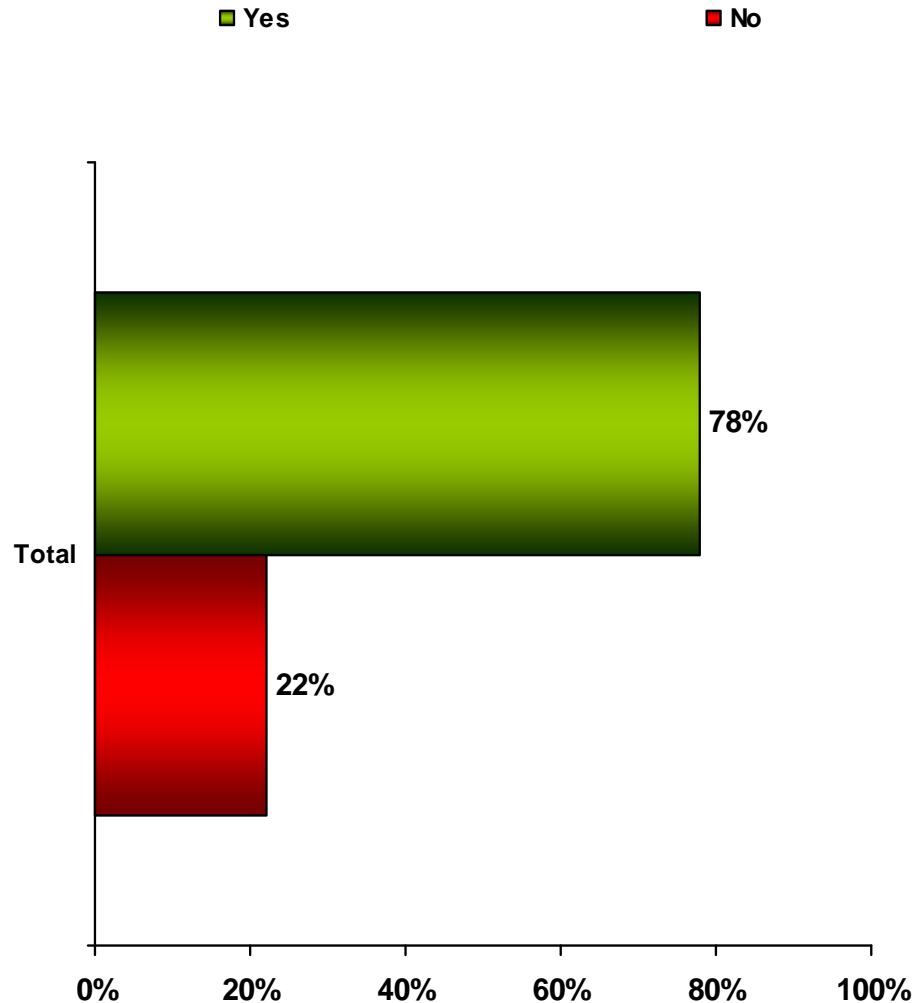
	Total
MEAN	3.8

AFTER Viewing Apology Video

Total	Total
MEAN	4.2

“Are you familiar with the recent incident involving talk show host, David Letterman, and specific comments he made about Sarah Palin’s daughter on his show?”

BEFORE Viewing “Joke” Video



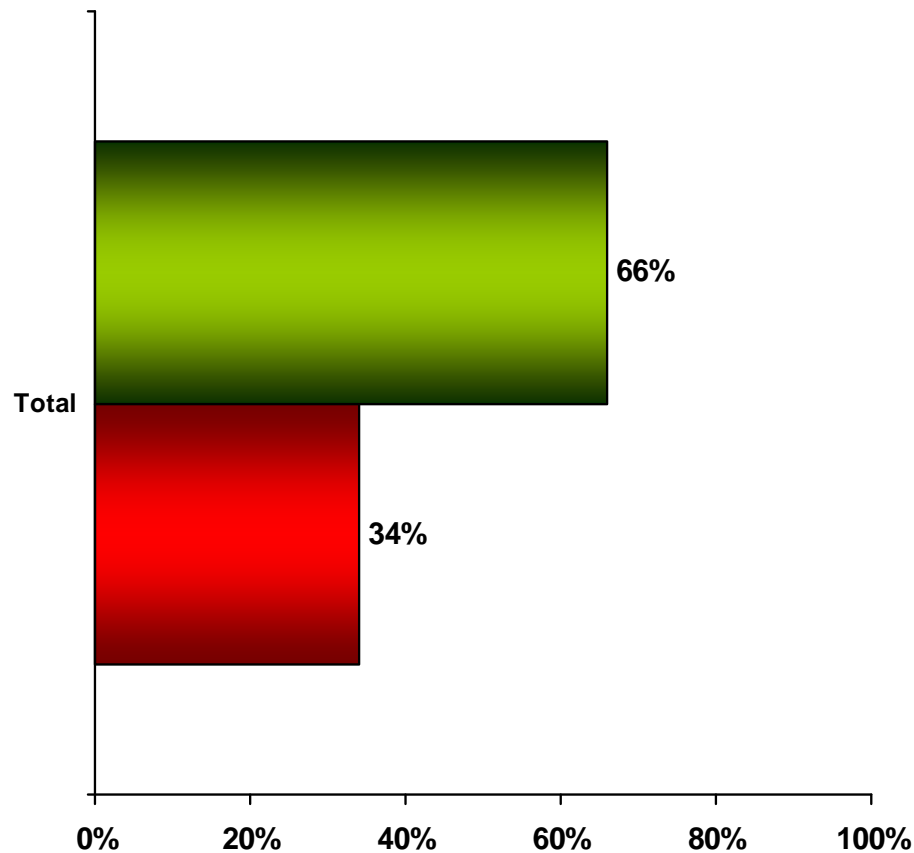
Percentages may not equal 100 due to rounding

“Do you feel that David Letterman went too far with his remarks about Sarah Palin’s daughter?”

AFTER Viewing Apology Video

■ Yes

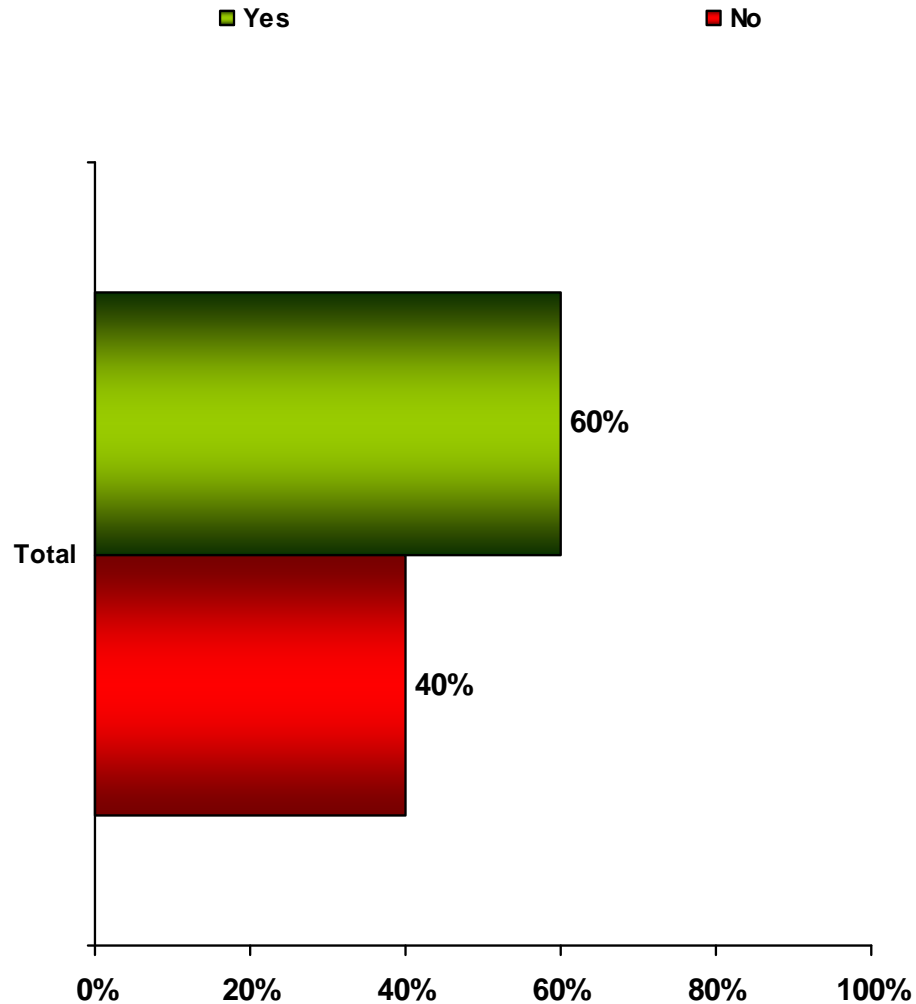
■ No



Percentages may not equal 100 due to rounding

“Do you think David Letterman’s response and apology was sincere?”

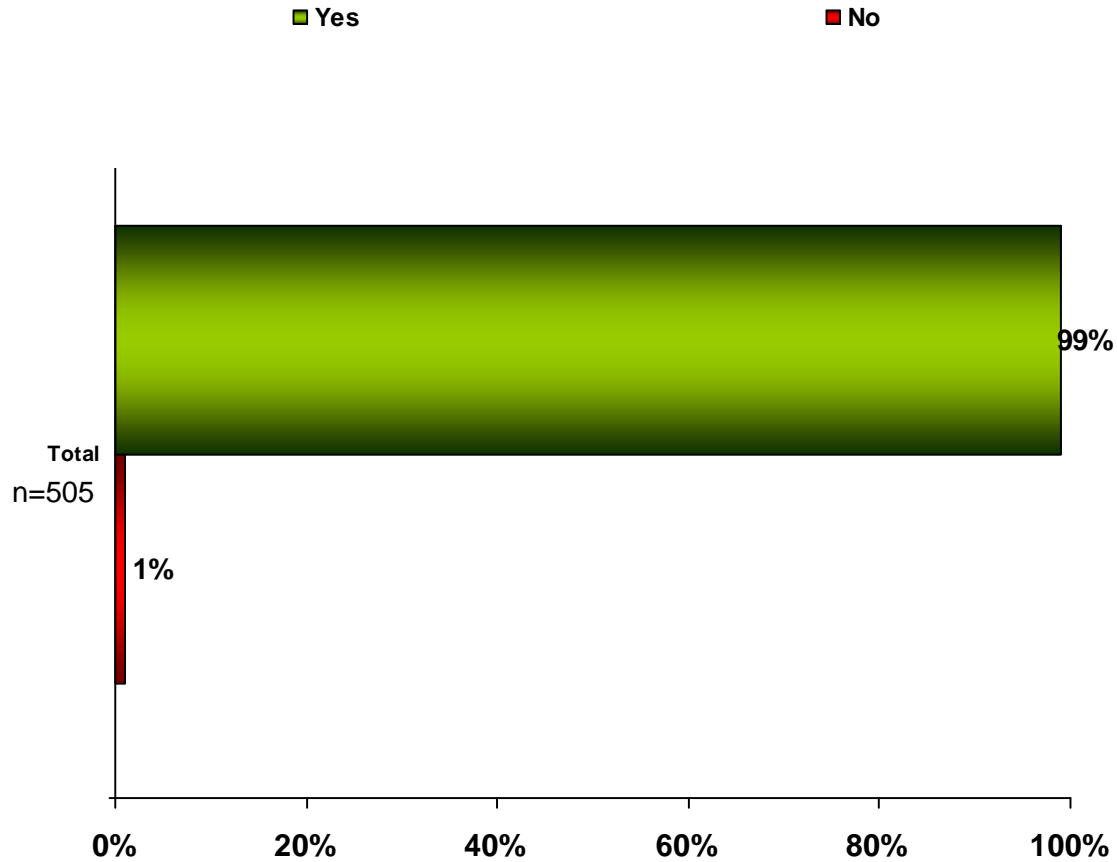
AFTER Viewing Apology Video



Percentages may not equal 100 due to rounding

David Letterman's Confession Surrounding Blackmail Scandal

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

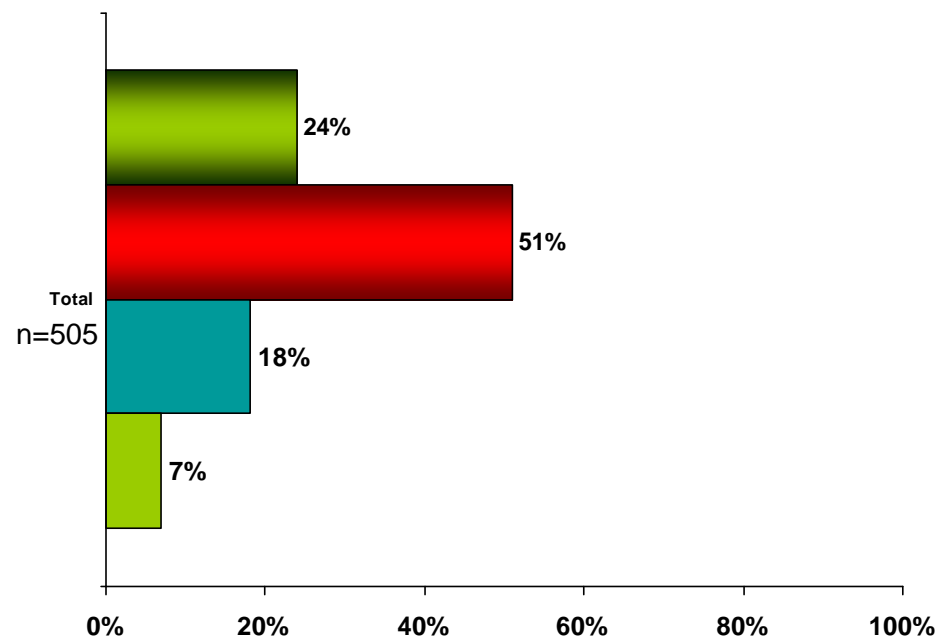
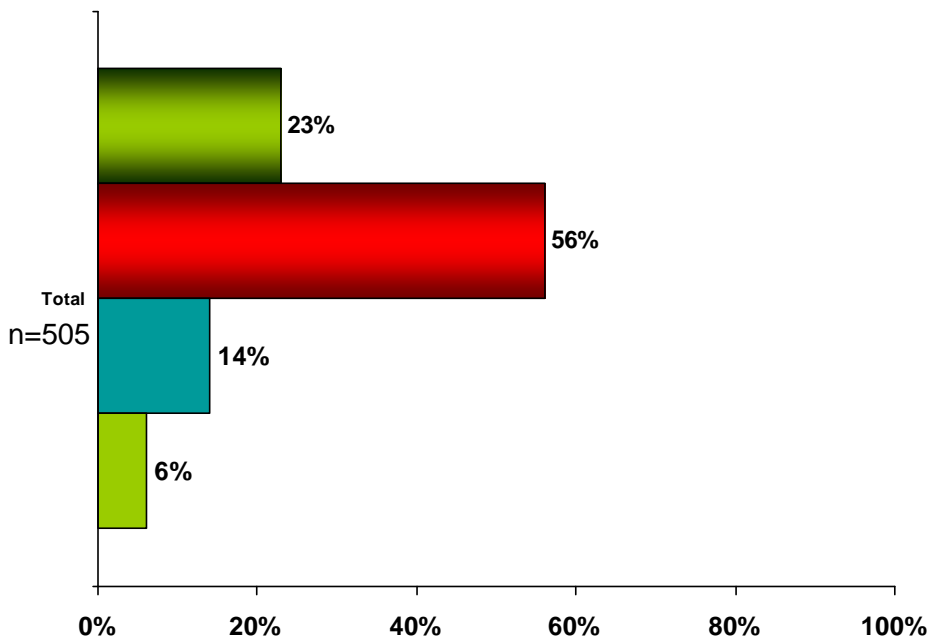


Percentages may not equal 100 due to rounding

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

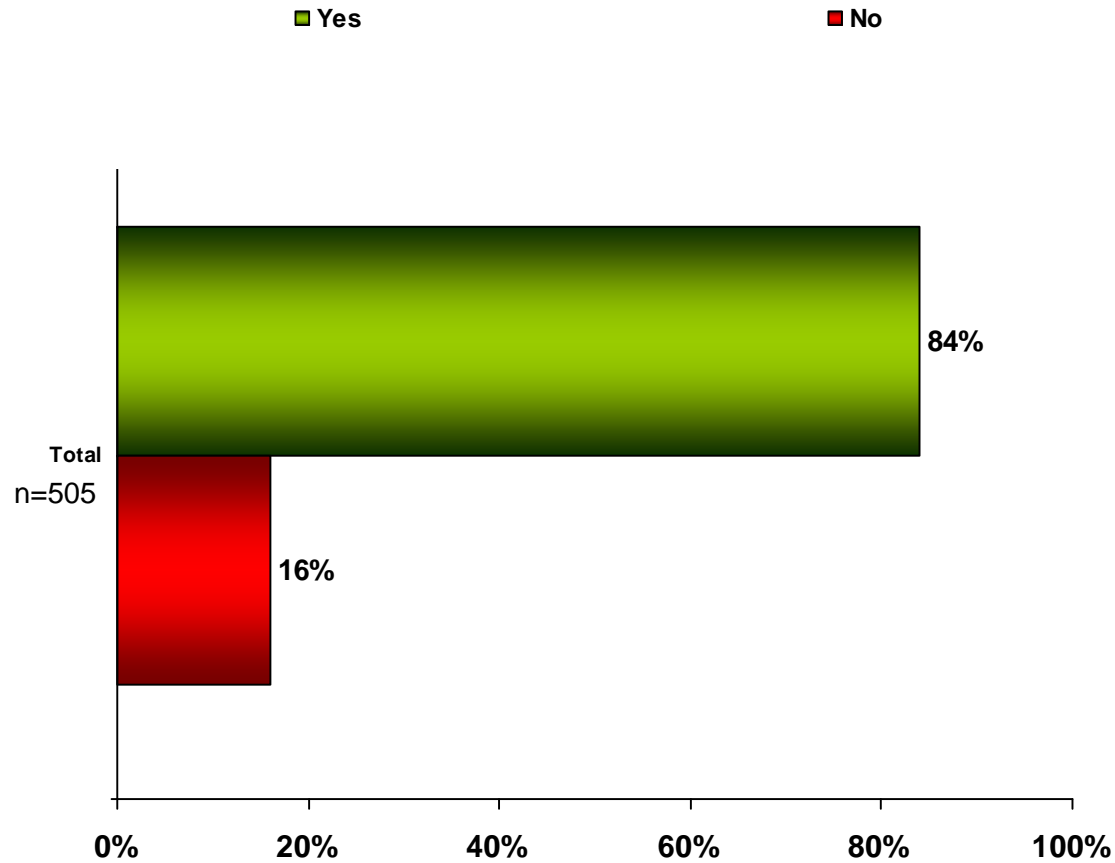
- Extremely favorable
- Somewhat favorable
- Somewhat unfavorable
- Extremely unfavorable

- 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

	Total (n=505)
Likeability	5.0
Believability	4.9
Sincerity	4.7

AFTER Video

	Total (n=505)
Likeability	4.9
Believability	5.0
Sincerity	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%

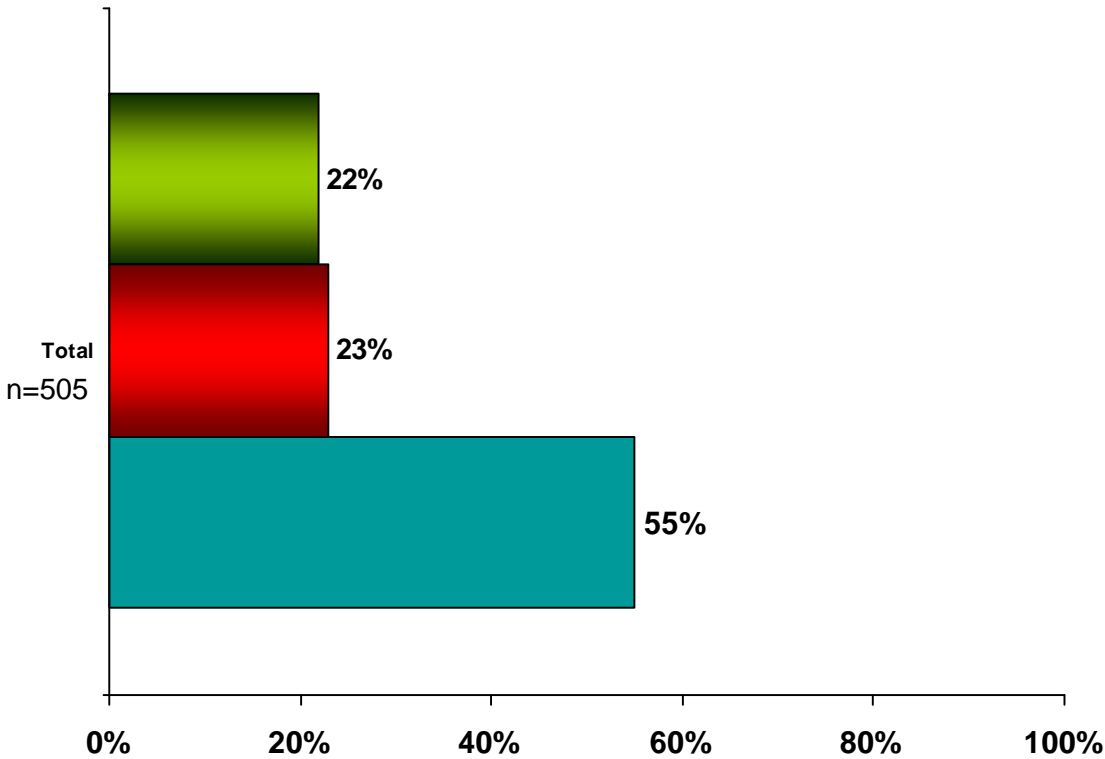
Which of the following emotions did you feel the most while viewing the video?

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

Percentages may not equal 100 due to rounding

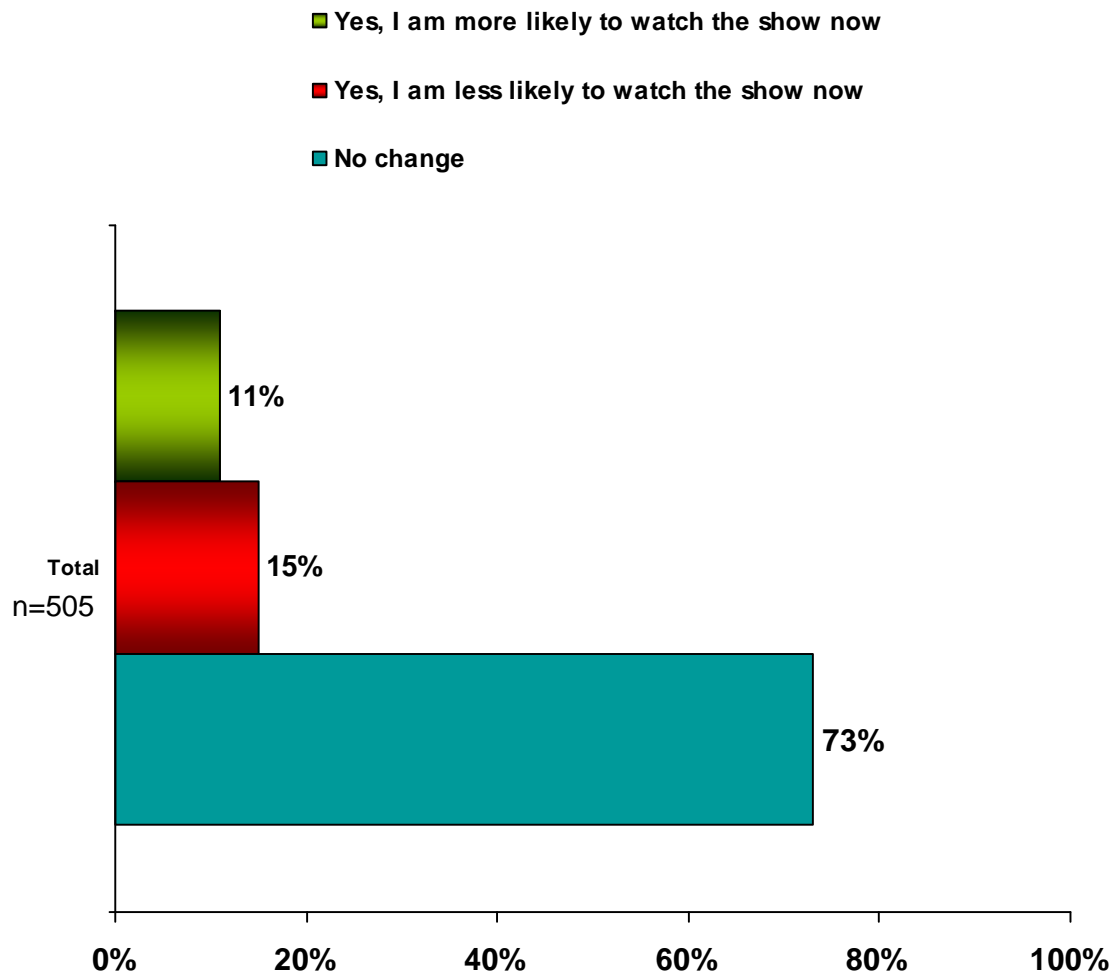
Has this incident changed your perception of David Letterman?

- 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