



Broadcast, Syndicated and Cable Programs

Sample Data: Demographic Profile - "Program A"

Our Client's Objective

To determine if this program ("Program A") developed a loyal following with adults 18-49, and if it is strong enough to anchor the Wednesday night lineup.

What Q Scores Revealed

This program's overall likeability (Positive Q Score) index is significantly above the prime time average and its negative perception is very low among adults 18-49. Additionally, this program registers an exceptional Emotional Bonding Q score with adults 18-49, demonstrating strong devotion and commitment from this key audience segment and the potential to be a powerful anchor for Wednesday night.

	POSITIVE Q SCORE %	PRIME TIME AVERAGE %	INDEX TO CATEGORY AVERAGE	NEGATIVE Q SCORE %	PRIME TIME AVERAGE %	INDEX TO CATEGORY AVERAGE	EMOTIONAL BONDING EBQ SCORE %	PRIME TIME AVERAGE %	INDEX TO CATEGORY AVERAGE
TOTAL SAMPLE	45	25	180	9	24	38	47	40	118
TEENS 12-17	39	25	156	13	33	39	15	30	50
ADULTS 18-34	60	26	231	6	24	25	65	45	144
ADULTS 35-49	60	21	286	10	23	43	68	47	145
ADULTS 50+	35	23	152	10	22	45	40	38	105
ADULTS 18-49	60	24	250	8	23	35	67	46	146
ADULTS 18+	52	24	217	9	23	39	58	43	

OTHER DEMOGRAPHICS INCLUDED:

ADULT AGE GROUPS BY SEX • OCCUPATION (ADULTS) • EDUCATION (ADULTS) • HOUSEHOLD INCOME • RACE •
HISPANIC ETHNICITY • NIELSEN COUNTY SIZE • GEOGRAPHIC REGIONS

www.qscores.com

516-365-7979

1615 Northern Boulevard
Manhasset, NY 11030

Evaluating familiarity and emotional attachments consumers have towards performers, characters, licensed properties, programs, and brands



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Sample Data: Target Demographic Ranking - Prime Time Programs Among Men 18-34

Our Client's Objective

To determine if the appeal strength of this new program is above average, and if it has developed significant viewing commitment among "the elusive" men 18-34 audience.

What Q Scores Revealed

This new program's overall likeability (Positive Q Score) is in the top 10 for all prime time shows among men 18-34. It also has an extremely strong Emotional Bonding Q score which indicates that it has a unique advertiser value for attracting this hard-to-reach demographic.

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RANK	PROGRAM	POSTIVE Q SCORE %	EMOTIONAL BONDING (EBQ SCORE) %
1	PROGRAM NAME	61	65
2	PROGRAM NAME	58	63
3	PROGRAM NAME	58	62
4	PROGRAM NAME	57	60
5	PROGRAM NAME	54	58
6	PROGRAM NAME	54	56
7	PROGRAM NAME	54	55
8	PROGRAM NAME	54	54
9	"NEW PROGRAM"	53	52
10	PROGRAM NAME	53	50
11	PROGRAM NAME	52	48
12	PROGRAM NAME	51	47
13	PROGRAM NAME	51	46
14	PROGRAM NAME	51	44
15	PROGRAM NAME	50	42
16	PROGRAM NAME	50	40
17	PROGRAM NAME	50	39
18	PROGRAM NAME	50	38
19	PROGRAM NAME	49	37
20	PROGRAM NAME	49	35
↓	↓	↓	↓
99	PROGRAM NAME	2	8
100	PROGRAM NAME	1	4
	PRIME TIME AVERAGE	23	35