

CABLE PROGRAM NAME

	ONE OF MY FAVORITES	VERY GOOD	GOOD	FAIR/ POOR	TOTAL FAMILIAR	TOTAL NETWORK VIEWERS	
						POSITIVE Q RATING	NEGATIVE Q RATING
TOTAL SAMPLE (13+)	3	5	9	4	23	14	23
13 - 17	7	6	15	2	33	23	15
18 AND OVER	2	5	8	4	21	12	26
18 - 34	3	6	12	7	30	11	27
35 - 49	2	7	7	4	22	10	25
50 AND OVER	2	3	5	3	13	15	25
18 - 49	3	7	10	5	26	10	26
25 - 54	3	6	7	4	20	13	22
TOTAL MALES (13+)	2	6	7	3	20	11	24
13 - 17	3	4	15	1	24	11	9
18 AND OVER	2	6	6	4	19	11	28
18 - 34	4	7	8	5	24	15	25
35 - 49	2	8	6	5	23	10	29
50 AND OVER	1	4	3	2	12	8	31
18 - 49	3	7	7	5	23	12	27
25 - 54	3	8	6	3	21	13	22
TOTAL FEMALES (13+)	4	5	11	5	26	16	23
13 - 17	11	7	15	3	40	28	18
18 AND OVER	3	5	10	5	23	12	25
18 - 34	3	6	16	8	34	8	29
35 - 49	2	6	9	4	22	10	21
50 AND OVER	3	3	6	3	14	20	21
18 - 49	3	6	12	6	28	9	26
25 - 54	2	4	8	4	19	13	22
HOUSEHOLD INCOME							
UNDER \$20,000	5	7	7	5	25	21	24
\$20,000 - \$39,999	1	4	10	3	19	7	21
\$40,000 - \$59,999	3	5	10	6	26	10	31
\$60,000 AND OVER	4	6	9	4	24	17	20
\$75,000 AND OVER	5	5	9	4	24	20	21
EDUCATION							
HIGH SCHOOL GRADUATE/LESS	1	4	6	4	17	9	31
SOME COLLEGE/DEGREE	3	6	10	5	26	13	23
OCCUPATION							
WHITE COLLAR	4	8	11	3	27	16	15
BLUE COLLAR	2	5	9	4	20	12	21
REGION							
NORTHEAST	2	5	10	3	23	8	23
NORTH CENTRAL	3	4	10	3	21	15	22
SOUTH	3	6	7	5	23	13	29
WEST	5	6	11	3	27	21	16
NIELSEN COUNTY SIZE							
A	3	6	10	5	25	13	22
B	4	6	8	3	22	16	20
C & D	3	5	8	4	22	15	29
RACE							
NON BLACK	4	6	9	4	23	15	22
BLACK	2	3	11	5	23	8	30
ETHNICITY							
HISPANIC	5	8	9	3	26	20	14