

MARKETING EVALUATIONS, INC.  
 CABLE Q PROGRAM RATINGS

Q SCORE RANKING AMONG TARGET DEMO

<u>CABLE PROGRAMS</u>	<u>NETWORK</u>	<u>ONE OF MY FAVORITES</u>	<u>VERY GOOD</u>	<u>GOOD</u>	<u>FAIR/ POOR</u>	<u>TOTAL FAMILIAR</u>	<u>POSITIVE Q SCORE</u>	<u>NEGATIVE Q SCORE</u>
UNWRAPPED	FOOD	12	14	15	4	45	27	8
WITHOUT A TRACE ON TNT	TNT	12	13	15	4	43	27	9
MEDIUM ON LIFETIME	LIF	6	6	7	2	22	27	12
ROME	HBO	9	8	10	4	31	27	15
REBA ON LIFETIME	LIF	11	9	13	5	40	27	16
TNA WRESTLING: IMPACT!	SPK	5	5	6	2	19	27	16
GOOD EATS	FOOD	13	14	18	4	49	26	9
ENTOURAGE	HBO	7	6	10	3	27	26	15
SOUTH PARK	COM	16	13	18	9	63	26	26
COLD CASE ON TNT	TNT	11	15	14	3	43	25	8
DEADLIEST CATCH	DSC	11	13	14	4	43	25	12
NBA ON TNT	TNT	7	7	10	3	27	25	13
DIRTY JOBS	DSC	17	19	21	7	66	25	14
THE WIRE ON BET	BET	5	6	7	2	21	25	16
THE 4400	USA	6	6	8	4	25	25	17
STARGATE SG-1	SCI	10	9	14	6	40	25	18
REAL TIME WITH BILL MAHER	HBO	7	7	9	5	31	25	22
INSIDE THE NFL	HBO	9	13	12	4	39	24	11
NFL LIVE	ESPN	12	14	19	5	51	24	11
COPS ON G4	G4	8	10	13	3	35	23	10
COLD CASE FILES	A&E	14	20	22	6	64	23	11
HBO BOXING	HBO	9	11	14	3	38	23	12
FRIENDS ON TBS	TBS	11	13	18	6	49	23	13
NBA ON ESPN	ESPN	8	9	14	5	36	23	14
THE COLBERT REPORT	COM	7	9	10	4	31	23	15
SPORTSCENTER	ESPN	12	14	19	8	54	23	16
DA ALI G SHOW	HBO	5	6	6	3	20	23	19
I LOVE NEW YORK	VH1	7	7	9	5	31	23	28
NBA COAST TO COAST	ESP2	5	6	9	1	22	22	8
BODY OF EVIDENCE	CRT	7	11	11	3	32	22	9
THE HILLS	MTV	6	5	8	4	25	22	24
THE INVESTIGATORS	CRT	7	10	13	2	32	21	8
COPS ON COURT TV	CRT	11	15	19	7	53	21	14
THE DEAD ZONE	USA	6	9	10	4	30	21	15
BEST WEEK EVER	VH1	6	7	10	4	28	21	18
THE O'REILLY FACTOR	FNC	9	11	14	7	42	21	22
WHAT NOT TO WEAR	TLC	8	9	13	7	39	21	23
THE L WORD	SHO	5	5	6	5	22	21	28
THE FIRST 48	A&E	7	12	12	3	34	20	10
FLIP THAT HOUSE	TLC	9	12	18	6	46	20	14
INSIDE THE ACTORS STUDIO	BRV	6	9	10	4	30	20	15
CURB YOUR ENTHUSIASM	HBO	6	8	9	5	30	20	23