

MARKETING EVALUATIONS, INC.  
DEAD Q STUDY

Q SCORE RANKING FOR TARGET DEMO

<u>PERSONALITY NAMES</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>
NAT KING COLE	29	29	26	11	95	30	12
DEAN MARTIN	27	25	29	12	92	30	12
ROY ROGERS	26	23	27	13	89	29	14
HENRY FONDA	26	27	25	11	88	29	12
LEE MARVIN	21	20	23	7	71	29	10
SPENCER TRACY	24	20	28	10	81	29	13
BING CROSBY	27	28	26	13	94	29	14
CHRISTOPHER REEVE	28	28	29	12	97	29	12
STEVE MCQUEEN	24	23	26	10	83	29	12
RAYMOND BURR	23	22	26	10	82	28	12
JOHNNY CASH	28	25	30	15	97	28	15
JOHN BELUSHI	26	28	25	14	93	28	15
CLARK GABLE	25	25	29	10	90	28	11
RODNEY DANGERFIELD	27	24	28	16	95	28	17
JUDY GARLAND	26	28	28	11	93	28	12
SAMMY DAVIS, JR.	26	30	28	11	95	27	12
FRED ASTAIRE	24	29	26	11	89	27	12
ROBERT YOUNG	20	18	26	10	75	27	13
CHARLES BRONSON	23	26	26	14	90	26	15
FRED ROGERS	24	25	28	16	92	25	17
WALTER PAYTON	18	19	24	10	71	25	14
BOB KEESHAN	21	23	25	14	83	25	17
BRUCE LEE	22	20	28	19	90	25	22
JACKIE ROBINSON	21	21	29	13	84	25	15
FRED GWYNNE	21	23	31	12	86	25	13
MILTON BERLE	21	24	28	14	86	24	16
BURT LANCASTER	20	22	30	10	82	24	13
GROUCHO MARX	21	21	28	16	86	24	19
JOHN LENNON	23	28	27	17	95	24	18
JAMES CAGNEY	20	24	28	12	84	24	14
BARRY WHITE	19	21	30	12	82	24	14
LOUIS ARMSTRONG	21	31	27	11	89	24	12
EDWARD G. ROBINSON	15	17	23	9	64	23	14
ANTHONY QUINN	18	20	30	10	79	23	12
MARVIN GAYE	20	23	29	13	85	23	16
TONY RANDALL	20	27	29	11	86	23	12
NATALIE WOOD	19	21	33	9	82	23	11
GILDA RADNER	17	21	26	11	74	23	14
ELLA FITZGERALD	19	20	30	13	82	23	16
JACQUES COUSTEAU	19	24	25	15	83	23	18
CHRIS FARLEY	19	17	25	21	83	23	26
DANNY KAYE	17	20	25	11	73	23	16