

MARKETING EVALUATIONS, INC.  
PERFORMER Q STUDY

PERSONALITY NAME

|                           | ONE OF MY<br>FAVORITES | VERY<br>GOOD | GOOD | FAIR/<br>POOR | TOTAL<br>FAMILIAR | POSITIVE<br>Q SCORE | NEGATIVE<br>Q SCORE |
|---------------------------|------------------------|--------------|------|---------------|-------------------|---------------------|---------------------|
| TOTAL SAMPLE              | 9                      | 18           | 30   | 25            | 83                | 11                  | 31                  |
| 6 - 11 YEARS              | 16                     | 12           | 18   | 9             | 56                | 29                  | 17                  |
| 12 - 17 YEARS             | 11                     | 21           | 30   | 23            | 86                | 13                  | 27                  |
| 18 - 34 YEARS             | 11                     | 22           | 33   | 29            | 95                | 11                  | 31                  |
| 35 - 49 YEARS             | 11                     | 20           | 34   | 26            | 90                | 12                  | 29                  |
| 50 AND OVER               | 4                      | 13           | 28   | 27            | 72                | 6                   | 37                  |
| 18 - 49 YEARS             | 11                     | 21           | 34   | 28            | 93                | 11                  | 30                  |
| 18 YEARS AND OVER         | 8                      | 18           | 32   | 27            | 85                | 10                  | 32                  |
| 25 - 54 YEARS             | 11                     | 20           | 32   | 28            | 91                | 12                  | 31                  |
| TOTAL MALES               |                        |              |      |               |                   |                     |                     |
| 6 AND OVER                | 9                      | 16           | 31   | 25            | 81                | 11                  | 31                  |
| 18 - 34 YEARS             | 10                     | 21           | 33   | 29            | 94                | 10                  | 31                  |
| 35 - 49 YEARS             | 13                     | 18           | 33   | 25            | 89                | 15                  | 28                  |
| 50 AND OVER               | 4                      | 11           | 28   | 25            | 67                | 5                   | 36                  |
| 18 - 49 YEARS             | 11                     | 20           | 33   | 27            | 91                | 13                  | 30                  |
| 18 YEARS AND OVER         | 9                      | 17           | 31   | 26            | 83                | 11                  | 32                  |
| 25 - 54 YEARS             | 12                     | 21           | 30   | 27            | 90                | 13                  | 30                  |
| TOTAL FEMALES             |                        |              |      |               |                   |                     |                     |
| 6 AND OVER                | 10                     | 19           | 30   | 26            | 84                | 12                  | 31                  |
| 18 - 34 YEARS             | 12                     | 22           | 33   | 30            | 97                | 12                  | 31                  |
| 35 - 49 YEARS             | 8                      | 21           | 35   | 27            | 91                | 9                   | 30                  |
| 50 AND OVER               | 5                      | 15           | 28   | 29            | 76                | 7                   | 38                  |
| 18 - 49 YEARS             | 10                     | 22           | 34   | 28            | 94                | 10                  | 30                  |
| 18 YEARS AND OVER         | 8                      | 19           | 32   | 29            | 87                | 9                   | 33                  |
| 25 - 54 YEARS             | 10                     | 20           | 34   | 29            | 92                | 11                  | 31                  |
| HOUSEHOLD INCOME          |                        |              |      |               |                   |                     |                     |
| UNDER \$20,000            | 8                      | 13           | 30   | 20            | 71                | 11                  | 28                  |
| \$20,000 - \$39,999       | 9                      | 18           | 31   | 26            | 85                | 11                  | 31                  |
| \$40,000 - \$59,999       | 11                     | 14           | 34   | 27            | 86                | 13                  | 31                  |
| \$60,000 AND OVER         | 9                      | 21           | 28   | 27            | 85                | 11                  | 31                  |
| \$75,000 AND OVER         | 9                      | 19           | 29   | 28            | 85                | 11                  | 32                  |
| EDUCATION (ADULT)         |                        |              |      |               |                   |                     |                     |
| HIGH SCHOOL GRADUATE/LESS | 10                     | 19           | 30   | 23            | 80                | 12                  | 28                  |
| SOME COLLEGE/DEGREE       | 7                      | 17           | 34   | 32            | 90                | 8                   | 36                  |
| OCCUPATION (ADULT)        |                        |              |      |               |                   |                     |                     |
| WHITE COLLAR              | 7                      | 21           | 35   | 29            | 91                | 7                   | 32                  |
| BLUE COLLAR               | 10                     | 16           | 32   | 28            | 85                | 12                  | 32                  |
| RACE                      |                        |              |      |               |                   |                     |                     |
| NON BLACK                 | 7                      | 17           | 31   | 27            | 81                | 9                   | 33                  |
| BLACK                     | 26                     | 25           | 23   | 16            | 90                | 29                  | 17                  |
| ETHNICITY                 |                        |              |      |               |                   |                     |                     |
| HISPANIC                  | 12                     | 17           | 37   | 23            | 89                | 13                  | 26                  |
| NIELSEN COUNTY SIZE       |                        |              |      |               |                   |                     |                     |
| A                         | 11                     | 18           | 32   | 26            | 87                | 12                  | 30                  |
| B                         | 9                      | 19           | 30   | 25            | 83                | 11                  | 30                  |
| C & D                     | 8                      | 16           | 28   | 24            | 75                | 10                  | 32                  |
| REGION                    |                        |              |      |               |                   |                     |                     |
| NORTHEAST                 | 10                     | 21           | 25   | 30            | 85                | 12                  | 35                  |
| NORTH CENTRAL             | 9                      | 19           | 32   | 24            | 83                | 11                  | 28                  |
| SOUTH                     | 11                     | 18           | 32   | 21            | 82                | 13                  | 26                  |
| WEST                      | 7                      | 13           | 30   | 30            | 80                | 9                   | 38                  |