

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>
CUBA GOODING, JR.	24	24	20	6	75	33	8
MICHAEL JORDAN	29	24	22	13	88	33	14
SAM WATERSTON	15	12	14	5	46	33	10
JENNIFER ANISTON	26	22	21	11	81	32	14
DICK VAN DYKE	26	23	20	10	80	32	13
DORIEN WILSON	5	4	4	3	16	32	20
DAVID JAMES ELLIOTT	13	10	12	5	40	32	12
WHOOPI GOLDBERG	28	22	20	17	88	32	20
JAMES GARNER	21	19	18	8	66	32	11
JOHN WALSH	22	18	22	8	70	32	12
RAY ROMANO	26	20	19	15	80	32	19
MEGAN MULLALLY	16	11	15	8	50	32	15
BENJAMIN MCKENZIE	6	4	5	3	19	32	18
WILMER VALDERRAMA	12	8	12	5	38	31	13
JOHNNY DEPP	26	21	22	15	83	31	18
BILL MURRAY	26	26	23	8	83	31	10
MIKE MYERS	24	19	19	14	76	31	19
TOM WELLING	9	6	10	5	30	31	15
DAMON WAYANS	19	15	18	9	60	31	15
OPRAH WINFREY	28	19	20	24	90	31	26
HENRY WINKLER	23	23	22	7	75	30	9
TIGER WOODS	27	22	22	18	89	30	20
MAURA TIERNEY	12	11	11	5	39	30	12
KURT RUSSELL	24	22	24	10	81	30	12
MO'NIQUE	7	5	7	6	24	30	24
TONY SHALHOUB	14	11	13	9	46	30	20
PATRICIA HEATON	18	18	16	9	62	30	14
SHIA LABEOUF	8	5	8	5	25	30	20
TY PENNINGTON	10	9	9	6	35	30	19
TIM ALLEN	27	29	25	11	93	30	12
MATTHEW PERRY	21	18	21	11	71	29	16
MATT LEBLANC	20	17	19	12	67	29	18
ADAM RODRIGUEZ	11	12	12	3	39	29	8
EMERIL LAGASSE	17	14	16	10	57	29	18
DOLLY PARTON	26	21	24	17	87	29	19
GORAN VISNJIC	11	9	11	6	36	29	15
GEORGE CLOONEY	24	27	22	10	83	29	12
GEORGE STRAIT	20	15	20	13	68	29	19
JACKIE CHAN	25	22	24	15	86	29	17
TINA TURNER	24	17	24	18	83	29	22
VINCENT D'ONOFRIO	11	10	12	5	39	29	14
LAURA PREPON	11	9	12	5	37	29	13