

BROADCAST PROGRAM NAME

	ONE OF MY FAVORITES	VERY GOOD	GOOD	FAIR/ POOR	TOTAL FAMILIAR	POSITIVE Q RATING	NEGATIVE Q RATING	WATCHED 1+ EPISODES PAST FOUR WEEKS	
								POSITIVE Q RATING	NEGATIVE Q RATING
TOTAL SAMPLE	10	12	14	7	44	23	19	34	9
13 - 17	5	13	7	6	31	17	20	20	12
18 AND OVER	10	11	15	8	45	23	19	36	9
18 - 34	6	13	11	6	37	17	20	21	13
35 - 49	12	11	16	9	49	25	21	39	7
50 AND OVER	12	11	16	8	47	25	17	41	9
18 - 49	10	12	14	8	44	22	20	32	9
25 - 54	11	12	16	8	48	23	19	36	9
TOTAL MALES	11	12	12	7	42	25	19	33	10
13 - 17	4	14	4	3	26	17	17	13	15
18 AND OVER	11	11	14	7	45	26	19	36	9
18 - 34	8	15	8	6	39	21	19	22	15
35 - 49	13	13	14	9	50	26	21	38	5
50 AND OVER	12	7	18	7	44	28	16	47	9
18 - 49	11	13	11	8	45	24	20	31	9
25 - 54	12	12	15	8	48	25	20	37	9
TOTAL FEMALES	9	12	15	8	45	20	20	34	9
13 - 17	7	11	11	9	37	18	24	26	10
18 AND OVER	9	12	16	8	46	21	19	35	9
18 - 34	4	10	14	6	36	11	22	19	8
35 - 49	11	9	18	10	49	23	20	42	9
50 AND OVER	11	15	15	9	50	22	18	37	9
18 - 49	8	9	17	8	43	19	21	34	9
25 - 54	10	13	17	8	49	20	18	35	9
HOUSEHOLD INCOME									
UNDER \$20,000	10	8	11	7	37	28	20	49	8
\$20,000 - \$39,999	9	14	14	7	45	20	17	28	9
\$40,000 - \$59,999	14	13	13	8	49	28	18	45	6
\$60,000 AND OVER	8	11	15	8	44	19	20	26	12
\$75,000 AND OVER	8	12	14	7	43	20	21	24	11
EDUCATION									
HIGH SCHOOL GRADUATE/LES	13	11	17	6	48	27	14	43	7
SOME COLLEGE/DEGREE	8	12	13	9	42	18	25	27	11
OCCUPATION									
WHITE COLLAR	8	12	14	7	43	19	22	31	9
BLUE COLLAR	13	10	15	9	48	28	20	41	8
REGION									
NORTHEAST	10	10	13	9	42	23	22	33	9
NORTH CENTRAL	12	15	13	8	49	25	19	36	14
SOUTH	8	10	16	6	41	20	16	33	7
WEST	10	12	13	9	44	23	21	34	8
NIELSEN COUNTY SIZE									
A	8	12	12	7	40	20	21	31	10
B	13	11	15	9	48	26	19	35	12
C & D	10	12	16	7	45	22	17	36	6
RACE									
NON BLACK	10	11	14	8	44	23	19	36	10
BLACK	7	15	11	7	42	16	21	24	8
ETHNICITY									
HISPANIC	14	13	7	4	38	37	10	39	14