

Q SCORE RANKING AMONG TARGET DEMO

| BROADCAST PROGRAMS                         | NETWORK | ONE OF MY<br>FAVORITES | VERY<br>GOOD | GOOD | FAIR/<br>POOR | TOTAL<br>FAMILIAR | POSITIVE<br>Q SCORE | NEGATIVE<br>Q SCORE | WATCHED 1+ EPISODES<br>PAST FOUR WEEKS |                     |
|--|---------|------------------------|--------------|------|---------------|-------------------|---------------------|---------------------|--|---------------------|
|  |         |                        |              |      |               |                   |                     |                     | POSITIVE<br>Q SCORE                    | NEGATIVE<br>Q SCORE |
| MEDIUM                                     | NBC     | 9                      | 7            | 10   | 4             | 31                | 30                  | 16                  | 48                                     | 5                   |
| COLD CASE                                  | CBS     | 17                     | 18           | 16   | 4             | 56                | 30                  | 10                  | 40                                     | 3                   |
| K-VILLE                                    | FOX     | 5                      | 4            | 3    | 2             | 15                | 30                  | 19                  | 31                                     | 15                  |
| FAMILY GUY                                 | FOX     | 16                     | 9            | 12   | 10            | 52                | 30                  | 30                  | 46                                     | 9                   |
| SATURDAY NIGHT COLLEGE FOOTBALL ON ABC     | ABC     | 8                      | 7            | 9    | 3             | 27                | 30                  | 11                  | 36                                     | 6                   |
| TWO AND A HALF MEN                         | CBS     | 15                     | 12           | 15   | 8             | 52                | 29                  | 19                  | 40                                     | 9                   |
| SHARK                                      | CBS     | 8                      | 8            | 6    | 3             | 27                | 29                  | 16                  | 37                                     | 7                   |
| JERICHO                                    | CBS     | 7                      | 6            | 6    | 4             | 23                | 29                  | 20                  | 34                                     | 14                  |
| FOOTBALL NIGHT IN AMERICA ON NBC           | NBC     | 8                      | 10           | 8    | 2             | 27                | 28                  | 8                   | 33                                     | 5                   |
| THE OFFICE                                 | NBC     | 8                      | 6            | 9    | 5             | 30                | 28                  | 24                  | 48                                     | 9                   |
| PRISON BREAK                               | FOX     | 8                      | 7            | 9    | 4             | 29                | 28                  | 17                  | 39                                     | 7                   |
| SMALLVILLE                                 | CW      | 9                      | 9            | 10   | 5             | 35                | 27                  | 19                  | 45                                     | 7                   |
| AMERICA'S MOST WANTED: AMERICA FIGHTS BACK | FOX     | 13                     | 14           | 16   | 5             | 49                | 27                  | 12                  | 42                                     | 5                   |
| PRIVATE PRACTICE                           | ABC     | 4                      | 5            | 4    | 2             | 16                | 26                  | 12                  | 28                                     | 12                  |
| LIFE                                       | NBC     | 3                      | 5            | 2    | 2             | 12                | 26                  | 19                  | 28                                     | 10                  |
| MEN IN TREES                               | ABC     | 5                      | 4            | 6    | 3             | 18                | 26                  | 20                  | 39                                     | 11                  |
| ER   | NBC     | 14                     | 15           | 18   | 7             | 56                | 26                  | 16                  | 48                                     | 4                   |
| DANCING WITH THE STARS                     | ABC     | 14                     | 12           | 15   | 11            | 55                | 25                  | 26                  | 37                                     | 11                  |
| SCRUBS                                     | NBC     | 11                     | 10           | 12   | 8             | 45                | 25                  | 26                  | 40                                     | 7                   |
| BOSTON LEGAL                               | ABC     | 8                      | 9            | 7    | 5             | 30                | 25                  | 20                  | 39                                     | 10                  |
| MY NAME IS EARL                            | NBC     | 10                     | 8            | 12   | 6             | 39                | 25                  | 22                  | 43                                     | 10                  |
| AMERICA'S NEXT TOP MODEL 9                 | CW      | 6                      | 6            | 6    | 4             | 22                | 25                  | 23                  | 33                                     | 13                  |
| EXTREME MAKEOVER: HOME EDITION             | ABC     | 15                     | 16           | 17   | 12            | 63                | 24                  | 24                  | 37                                     | 7                   |
| JUST FOR LAUGHS                            | ABC     | 4                      | 4            | 5    | 2             | 16                | 23                  | 18                  | 26                                     | 16                  |
| THE BIGGEST LOSER 4                        | NBC     | 6                      | 5            | 9    | 5             | 26                | 23                  | 23                  | 31                                     | 10                  |
| LAS VEGAS                                  | NBC     | 8                      | 10           | 10   | 4             | 33                | 23                  | 17                  | 34                                     | 7                   |
| DEAL OR NO DEAL                            | NBC     | 15                     | 17           | 19   | 11            | 66                | 23                  | 21                  | 37                                     | 8                   |
| ACCORDING TO JIM                           | ABC     | 10                     | 12           | 14   | 7             | 44                | 23                  | 19                  | 34                                     | 9                   |
| EVERYBODY HATES CHRIS                      | CW      | 6                      | 7            | 9    | 3             | 26                | 22                  | 18                  | 31                                     | 6                   |
| THE SIMPSONS                               | FOX     | 15                     | 14           | 19   | 14            | 72                | 21                  | 33                  | 37                                     | 9                   |
| 30 ROCK                                    | NBC     | 4                      | 6            | 5    | 2             | 18                | 20                  | 19                  | 28                                     | 4                   |
| COPS                                       | FOX     | 12                     | 15           | 21   | 11            | 62                | 20                  | 21                  | 32                                     | 6                   |
| AMERICA'S FUNNIEST HOME VIDEOS             | ABC     | 14                     | 18           | 24   | 12            | 72                | 20                  | 22                  | 32                                     | 8                   |
| BEAUTY AND THE GEEK 4                      | CW      | 4                      | 5            | 4    | 4             | 18                | 19                  | 30                  | 25                                     | 12                  |
| 20/20                                      | ABC     | 12                     | 22           | 21   | 7             | 63                | 19                  | 13                  | 33                                     | 4                   |
| ARE YOU SMARTER THAN A 5TH. GRADER?        | FOX     | 10                     | 16           | 16   | 9             | 54                | 19                  | 21                  | 26                                     | 10                  |
| 1 VS. 100                                  | NBC     | 6                      | 9            | 11   | 5             | 32                | 17                  | 19                  | 24                                     | 9                   |
| HOW I MET YOUR MOTHER                      | CBS     | 5                      | 9            | 10   | 6             | 32                | 17                  | 25                  | 25                                     | 10                  |
| KING OF THE HILL                           | FOX     | 9                      | 12           | 16   | 11            | 57                | 17                  | 33                  | 30                                     | 9                   |
| 60 MINUTES                                 | CBS     | 11                     | 23           | 23   | 12            | 71                | 16                  | 20                  | 27                                     | 8                   |
| WIFE SWAP                                  | ABC     | 6                      | 6            | 12   | 13            | 44                | 13                  | 45                  | 27                                     | 20                  |
| THE BACHELOR                               | ABC     | 4                      | 4            | 8    | 10            | 33                | 13                  | 51                  | 27                                     | 17                  |