

MARKETING EVALUATIONS, INC.
 CARTOON Q STUDY

Q SCORE RANKING FOR TARGET DEMO

<u>PROPERTY/CHARACTER 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>
THE GEICO GECKO	40	16	16	9	81	50	11
LILO & STITCH (MOVIE)	46	19	16	12	93	50	13
AMERICAN IDOL	34	8	12	16	70	49	23
M&M'S 'CRISPY' CHARACTER	42	16	18	9	86	49	11
COSMO	40	18	15	9	82	49	11
STITCH (MOVIE CHARACTER)	46	19	19	10	94	49	11
XBOX LIVE	14	5	6	4	29	49	15
TIMON (MOVIE CHARACTER)	44	19	18	9	90	49	10
SONY PSP	16	7	7	3	34	48	10
PAC-MAN	40	17	17	8	82	48	10
CHUCK E. CHEESE	46	21	13	15	94	48	15
TOY STORY 2	45	22	17	9	93	48	10
THAT'S SO RAVEN	36	12	10	17	75	48	22
MONOPOLY	39	19	16	8	82	48	10
THE SUITE LIFE OF ZACK & CODY	21	7	8	7	44	48	17
MICKEY MOUSE (CARTOON CHARACTER)	46	20	20	10	96	48	11
TAILS	15	8	5	4	32	47	12
WOLVERINE (MOVIE CHARACTER)	21	8	9	7	45	47	15
THE LORD OF THE RINGS MOVIES	30	8	11	15	64	47	24
CODY	22	8	9	8	48	47	17
JURASSIC PARK MOVIES	31	13	13	9	66	46	14
ROBIN (TEEN TITANS)	28	10	11	12	60	46	19
RON WEASLEY (BOOK CHARACTER)	30	14	10	12	66	46	18
PUMBAA (MOVIE CHARACTER)	41	23	16	9	89	46	10
CODENAME: KIDS NEXT DOOR	31	11	12	13	68	46	19
HALO	11	4	4	5	24	46	21
MR. CRAB	40	21	16	11	87	46	12
HOGWARTS	31	14	10	13	69	46	20
RONALD MCDONALD	43	19	17	15	94	46	17
ZACK	20	8	9	8	45	45	17
TEEN TITANS	31	11	11	15	68	45	22
SONIC THE HEDGEHOG	28	13	13	7	62	45	12
DISNEY'S LILO & STITCH (CARTOON)	42	19	18	13	92	45	14
DRAKE & JOSH	27	12	11	10	60	45	17
WILLY WONKA (CANDY CHARACTER)	35	13	17	13	78	45	17
ZOEY 101	24	8	8	14	53	44	26
CHESTER CHEETAH	35	20	16	8	80	44	10
SCRAPPY	40	20	16	15	90	44	16
THE SIMPSONS (TV PROGRAM)	31	10	11	19	72	44	27
QUIDDITCH	27	12	12	12	62	44	19
LOONEY TUNES (CARTOON)	38	19	19	11	87	44	13
LEGOS	38	20	16	14	87	43	16