

PROGRAM	WOMEN	US HH'S	P18+	US HH'S	W55+	W55+ HH	M55+	M55+ HH
60 MINUTES	20.3	19,637,408	18	33,294,960	33.1	12,036,716	32.5	9,415,348
PRIMETIME LIVE	14.2	13,736,512	11.7	21,641,724	22.8	8,291,152	18.1	5,243,624
TURNING POINT	12.5	12,092,000	17	31,445,240	17.5	6,363,823	15.6	4,519,367
20/20	12	11,608,320	12.4	22,936,528	15.2	5,527,434	13.8	3,997,901
48 HOURS	10.5	10,157,280	8.4	15,537,648	15.9	5,781,987	14.8	4,287,604
NOW	10.1	9,770,336	9.6	17,757,312	16.3	5,927,446	11.8	3,418,495
EYE TO EYE	9.8	9,480,128	8.2	15,167,704	15.1	5,491,070	13.7	3,968,931
DAY ONE	9.6	9,286,656	8.4	15,537,648	14.3	5,200,152	13.0	3,766,139
DATELINE	7.1	6,868,256	7.8	14,427,816	7.1	2,581,894	6.5	1,883,070

AUDIENCE ANALYSIS

REGIS & KATHIE LEE

-5.16% OF ALL A18+ WATCH REGIS & KATHIE.

-32.18% ARE MEN

-67.82% ARE WOMEN

-% OF REGIS & KATHIE LEE VIEWERS BY DEMO:

		INDEX
A18-49	57.86%	88
A25-54	56.28%	96
A25-49	49.33%	94
A18-34	32.89%	90
A65+	21.30%	129

-% OF REGIS & KATHIE VIEWERS BY EDUCATION LEVEL:

-45.62% GRADUATED HIGH SCHOOL

-20.62% ATTENDED COLLEGE

-20.32% DID NOT GRADUATE FROM HIGH SCHOOL

-7.98% GRADUATED COLLEGE

-% OF REGIS & KATHIE VIEWERS BY HOUSEHOLD INCOME:

\$30,000+	53.42%
\$40,000+	37.25%
\$50,000+	26.85%
\$60,000+	17.53%
\$75,000+	11.63%

-35.16% WORK FULL TIME

-12.45% WORK PART-TIME

-52.39% DO NOT WORK

-4.61% ARE PROFESSIONALS

-15.70 ARE IN CLERICAL/SALES

-87.30% ARE WHITE

-10.40% ARE BLACK

-2.30% OTHER

-16.45% ARE SINGLE

-64.79% ARE MARRIED

AUDIENCE ANALYSIS

20/20

-23.17% OF ALL A18+ WATCH 20/20.

-44.73% ARE MEN

-55.26% ARE WOMEN

-% OF 20/20 VIEWERS BY DEMO:

		INDEX
A18-49	59.87%	91
A25-54	59.47%	102
A25-49	51.88%	99
A18-34	26.63%	78
A65+	17.07%	104

-% OF 20/20 VIEWERS BY EDUCATION LEVEL:

-41.31% GRADUATED HIGH SCHOOL

-20.02% ATTENDED COLLEGE

-19.22% DID NOT GRADUATE FROM HIGH SCHOOL

-11.85% GRADUATED COLLEGE

-% OF 20/20 VIEWERS BY HOUSEHOLD INCOME:

\$30,000+	59.58%
\$40,000+	44.48%
\$50,000+	31.54%
\$60,000+	22.14%
\$75,000+	12.46%

-51.68% WORK FULL TIME

-8.72% WORK PART-TIME

-39.59% DO NOT WORK

-8.44% ARE PROFESSIONALS

-8.21% ARE IN CLERICAL/SALES

-85.64% ARE WHITE

-11.54% ARE BLACK

-2.08% OTHER

-16.95% ARE SINGLE

-64.03% ARE MARRIED

AUDIENCE ANALYSIS

TURNING POINT (BASED ON PRIMETIME LIVE FIGURES)

-11.77% OF ALL A18+ WATCH PRIMETIME LIVE.

-44.49% ARE MEN

-55.51% ARE WOMEN

-% OF PRIMETIME LIVE VIEWERS BY DEMO:

		INDEX
A18-49	57.05%	87
A25-54	56.97%	97
A25-49	49.42%	95
A18-34	27.58%	75
A65+	19.75%	120

-% OF PRIMETIME VIEWERS BY EDUCATION LEVEL:

-43.32% GRADUATED HIGH SCHOOL

-20.08% ATTENDED COLLEGE

-18.48% DID NOT GRADUATE FROM HIGH SCHOOL

-10.84% GRADUATED COLLEGE

-% OF PRIMETIME LIVE VIEWERS BY HOUSEHOLD INCOME:

\$30,000+	57.74%
\$40,000+	41.62%
\$50,000+	27.59%
\$60,000+	18.03%
\$75,000+	9.66%

-48.70% WORK FULL TIME

-7.47% WORK PART-TIME

-43.83% DO NOT WORK

-7.78% ARE PROFESSIONALS

-18.29% ARE IN CLERICAL/SALES

-85.87% ARE WHITE

-11.71% ARE BLACK

-2.42% OTHER

-16.95% ARE SINGLE

-64.03% ARE MARRIED