

# FEBRUARY 2014 TOP 25

## WICHITA DMA

### ADULTS 25-54

Rank	Network and Daypart	Program Name	Rating	Share
1	ESPN-TV M 8p-10p	COLLEGE BASKETBALL	9.6	20.2
2	AMC -TV Su 8p-9p	WALKING DEAD	9.1	16.5
3	AEN -TV W 9p-9:30p	DUCK DYNASTY	6.2	13.4
4	AMC -TV Su 9p-10p	TALKING DEAD	4.0	9.7
5	AEN -TV W 9:30p-10p	WAHLBURGERS	3.2	8.6
6	AEN -TV W 8p-8:30p	DUCK DYNASTY	3.1	6.3
7	AEN -TV W 8:30p-9p	DUCK DYNASTY	2.9	6.4
8	ESP2-TV Tu 6p-8p	COLLEGE BASKETBALL	2.8	7.9
9	ESPN-TV Th 8p-10p	COLLEGE BASKETBALL	2.8	6.0
10	AEN -TV W 7:30p-8p	DUCK DYNASTY	2.6	6.0
11	AEN -TV W 7p-7:30p	DUCK DYNASTY	2.3	5.6
12	TBSC-TV Sa 8:30p-9p	BIG BANG THEORY	2.2	5.0
13	TBSC-TV Tu 8:30p-9p	BIG BANG THEORY	2.2	5.4
14	TBSC-TV Sa 9p-9:30p	BIG BANG THEORY	2.0	5.3
15	TBSC-TV Sa 8p-8:30p	BIG BANG THEORY	2.0	4.5
16	HGTV-TV Th 9:30p-10p	HOUSE HUNTERS	2.0	4.5
17	TBSC-TV Tu 7:30p-8p	BIG BANG THEORY	2.0	5.1
18	AMC -TV Su 7p-8p	WALKING DEAD	1.9	4.5
19	TBSC-TV W 9:30p-10p	BIG BANG THEORY	1.9	5.0
20	TBSC-TV W 8:30p-9p	BIG BANG THEORY	1.9	4.1
21	DISC-TV F 9p-10p	BERING SEA GOLD	1.9	5.3
22	FAM -TV Tu 7p-8p	PRETTY LITTLE LIARS	1.8	4.5
23	ESPN-TV Th 6p-8p	COLLEGE BASKETBALL	1.8	4.8
24	ESPN-TV M 6p-8p	COLLEGE BASKETBALL	1.8	4.9
25	HIST-TV M 8p-9p	SWAMP PEOPLE	1.8	3.5

# FEBRUARY 2014 TOP 25

## WICHITA DMA

### WOMEN 25-54

Rank	Network and Daypart	Program Name	Rating	Share
1	AMC -TV Su 8p-9p	WALKING DEAD	8.2	13.5
2	ESPN-TV M 8p-10p	COLLEGE BASKETBALL	7.8	15.3
3	AEN -TV W 9p-9:30p	DUCK DYNASTY	6.4	12.4
4	AMC -TV Su 9p-10p	TALKING DEAD	3.8	7.9
5	AEN -TV W 8p-8:30p	DUCK DYNASTY	3.6	6.7
6	AEN -TV W 8:30p-9p	DUCK DYNASTY	3.1	6.4
7	AEN -TV W 9:30p-10p	WAHLBURGERS	3.1	7.3
8	ESPN-TV Th 8p-10p	COLLEGE BASKETBALL	2.9	5.4
9	HGTV-TV Th 9:30p-10p	HOUSE HUNTERS	2.8	5.5
10	ESPN-TV Sa 7p-10p	COLLEGE BASKETBALL	2.5	6.1
11	TBSC-TV W 8:30p-9p	BIG BANG THEORY	2.5	5.1
12	TBSC-TV Tu 8:30p-9p	BIG BANG THEORY	2.4	5.1
13	TBSC-TV Sa 8:30p-9p	BIG BANG THEORY	2.4	5.3
14	USA -TV F 8:30p-9p	MODERN FAMILY	2.4	6.5
15	TBSC-TV W 9:30p-10p	BIG BANG THEORY	2.4	5.7
16	USA -TV Th 7p-8p	LAW & ORDER: SVU	2.3	4.7
17	AEN -TV Su 8p-9p	DUCK DYNASTY	2.3	3.9
18	AEN -TV Su 8:30p-9p	DUCK DYNASTY	2.3	3.9
19	TBSC-TV Sa 8p-8:30p	BIG BANG THEORY	2.3	4.9
20	TBSC-TV Sa 9p-9:30p	BIG BANG THEORY	2.3	5.8
21	AEN -TV Su 8p-8:30p	DUCK DYNASTY	2.3	3.8
22	HGTV-TV Th 9p-9:30p	HOUSE HUNTERS	2.2	4.2
23	USA -TV F 9p-9:30p	MODERN FAMILY	2.2	5.3
24	TBSC-TV Tu 9:30p-10p	BIG BANG THEORY	2.2	5.2
25	BRVO-TV Su 7p-8p	REAL HOUSEWIVES OF ATLANTA	2.2	4.8

# FEBRUARY 2014 TOP 25

## WICHITA DMA

### MEN 25-54

Rank	Network and Daypart	Program Name	Rating	Share
1	ESPN-TV M 8p-10p	COLLEGE BASKETBALL	11.4	26.2
2	AMC -TV Su 8p-9p	WALKING DEAD	9.9	20.2
3	AEN -TV W 9p-9:30p	DUCK DYNASTY	5.9	14.7
4	AMC -TV Su 9p-10p	TALKING DEAD	4.2	12.1
5	ESPN-TV Sa 8p-10p	COLLEGE BASKETBALL	4.1	9.5
6	ESPN-TV Sa 6p-8p	COLLEGE BASKETBALL	3.7	15.7
7	ESP2-TV Tu 6p-8p	COLLEGE BASKETBALL	3.5	10.7
8	AEN -TV W 9:30p-10p	WAHLBURGERS	3.3	10.3
9	AEN -TV W 7:30p-8p	DUCK DYNASTY	3.2	8.0
10	AEN -TV W 7p-7:30p	DUCK DYNASTY	2.8	7.8
11	AEN -TV W 8:30p-9p	DUCK DYNASTY	2.7	6.4
12	DISC-TV F 9p-10p	BERING SEA GOLD	2.7	8.1
13	ESPN-TV Th 8p-10p	COLLEGE BASKETBALL	2.7	6.9
14	AEN -TV W 8p-8:30p	DUCK DYNASTY	2.6	5.9
15	ESPN-TV M 6p-8p	COLLEGE BASKETBALL	2.5	7.9
16	ESPN-TV Tu 8p-10p	COLLEGE BASKETBALL	2.2	5.9
17	ESPN-TV Th 6p-8p	COLLEGE BASKETBALL	2.2	6.3
18	DISC-TV F 8p-9p	GOLD RUSH	2.2	7.2
19	TBSC-TV Tu 8:30p-9p	BIG BANG THEORY	2.1	5.7
20	ESP2-TV Sa 7p-9p	COLLEGE BASKETBALL	2.1	5.8
21	TBSC-TV Tu 7p-7:30p	BIG BANG THEORY	2.0	5.2
22	TBSC-TV Sa 8:30p-9p	BIG BANG THEORY	2.0	4.7
23	TBSC-TV Tu 9:30p-10p	BIG BANG THEORY	2.0	5.8
24	HIST-TV Th 9p-10p	APPALACHIAN OUTLAWS	2.0	5.3
25	AMC -TV Su 7p-8p	WALKING DEAD	2.0	5.2