

Network Morning Program Segments
Average Segment Length
January 14, 2002–March 8, 2002

Table No.25: Total

	Interviews						Features					
	Total	One-on-One					Total	Reports				
		Total	Studio	Remote	Multi	Other		Tape	Live	S&T	Rvw	Perf
	mins	mins	mins	mins	mins	mins	mins	mins	mins	mins	mins	mins
Total	4.0	4.4	4.4	3.9	5.1	4.1	3.6	3.4	2.5	4.4	3.1	3.2
In 7:00 half hour	3.3	3.8	3.1	3.7	4.6	3.9	2.6	2.7	1.5	3.3	0.0	0.0
In 7:30 half hour	4.2	4.6	4.4	4.1	5.5	4.2	3.8	3.9	5.2	3.4	3.0	0.0
In 8:00 half hour	4.3	4.8	4.8	4.0	5.3	4.5	3.9	3.8	4.6	4.3	3.7	2.7
In 8:30 half hour	4.2	4.4	4.8	3.9	4.6	3.7	4.1	3.8	4.8	4.7	3.0	3.3
Eight Selected Hard-News Topics	3.6	4.2	4.0	3.8	5.0	3.9	2.8	2.9	1.8	3.4	0.0	0.0
Consumer, Lifestyle and Soft Topics	4.1	4.5	4.6	3.9	5.1	4.1	3.8	3.7	3.6	4.4	3.1	3.2
Inside the Beltway	3.6	4.3	4.5	4.0	5.0	4.1	2.8	2.8	1.8	4.6	0.0	0.0
Politics	3.7	4.2	5.2	3.8	5.0	4.8	2.9	3.0	1.5	0.0	0.0	0.0
Foreign Policy	4.0	4.2	4.2	4.3	0.0	3.6	3.9	3.8	5.4	0.0	0.0	0.0
National Security, Defense, Terrorism	3.5	4.4	4.4	4.0	5.1	3.3	2.4	2.5	1.5	4.6	0.0	0.0
History and Anniversaries	4.6	5.3	5.5	4.4	5.9	0.0	4.1	4.3	0.0	2.8	0.0	0.0
Crime	3.3	3.7	2.9	3.5	4.7	3.5	2.7	2.7	0.0	0.0	0.0	0.0
Healthcare	4.3	4.5	4.2	4.0	5.1	0.0	4.1	3.9	0.0	4.5	0.0	0.0
Delivery System	4.5	4.7	4.1	4.2	5.4	0.0	3.6	3.3	0.0	5.1	0.0	0.0
Specific Diseases	3.9	4.0	3.6	4.1	4.7	0.0	3.8	3.8	0.0	0.0	0.0	0.0
Personal Health & Fitness	4.4	4.7	4.9	3.8	5.0	0.0	4.2	4.1	0.0	4.5	0.0	0.0
Sports	3.8	4.2	4.3	3.7	4.8	4.2	3.4	3.4	1.3	3.8	0.0	3.0
Animals	3.5	3.8	2.7	4.2	4.6	2.5	3.2	2.7	0.0	3.7	0.0	0.0
Money	3.7	4.1	4.0	3.8	4.8	3.9	3.0	3.2	2.0	2.0	0.0	0.0
Entertainment	4.2	4.7	4.8	4.4	5.5	4.1	3.7	3.9	4.8	3.1	3.1	3.3
Current Movies	4.5	5.0	5.0	4.8	5.8	4.8	3.8	4.1	0.0	0.0	3.1	0.0
Music	3.7	4.1	3.9	6.7	4.3	3.9	3.5	3.6	0.0	1.8	0.0	3.9
Novels & Creative Writing	5.2	5.2	5.1	0.0	5.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Television	4.4	4.9	4.3	5.0	6.2	4.1	3.9	3.9	0.0	4.0	0.0	0.0
Miscellaneous	4.0	4.4	5.2	3.6	3.3	3.6	3.5	4.0	4.8	3.2	0.0	2.4
Family	4.2	4.6	4.8	4.1	4.8	4.2	3.6	3.6	4.1	5.3	0.0	2.9
Love, Sex, Marriage, Children	4.2	4.6	5.0	3.9	4.7	4.2	3.6	3.6	4.1	5.3	0.0	0.0
Education	4.1	4.5	3.6	4.5	5.0	0.0	3.5	3.6	0.0	0.0	0.0	2.9
Teenagers	4.4	4.8	4.9	4.8	5.9	4.1	3.5	3.5	0.0	0.0	0.0	0.0
Household	4.7	4.8	3.7	3.4	6.4	5.0	4.7	3.9	6.0	4.9	0.0	0.0
Food, Cooking & Diets	5.0	5.7	4.4	3.1	7.1	5.6	4.8	4.0	6.0	5.0	0.0	0.0
Consumer Tips	4.4	3.6	3.2	3.5	4.8	2.7	4.5	4.0	0.0	4.8	0.0	0.0
Handy Tips	4.5	0.0	0.0	0.0	0.0	0.0	4.5	2.6	0.0	4.9	0.0	0.0
Outdoors	3.6	3.8	2.5	3.5	6.0	1.6	3.5	3.5	0.0	3.3	0.0	0.0
Weather	2.4	3.2	0.0	3.2	0.0	0.0	1.6	1.6	0.0	0.0	0.0	0.0
Travel, Tourism, Adventure	3.6	3.8	2.5	3.9	6.0	1.6	3.6	3.6	0.0	3.3	0.0	0.0
Transportation	3.7	4.0	0.0	2.2	5.9	0.0	3.4	3.4	0.0	0.0	0.0	0.0
Miscellaneous	3.6	3.7	3.9	3.0	4.1	0.0	3.6	3.5	0.0	3.8	0.0	0.0
Total Interviews	4.4	4.4	4.4	3.9	5.1	4.1	0.0	0.0	0.0	0.0	0.0	0.0
Single Anchor Segment: One-on-One in Studio	4.4	4.4	4.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Single Anchor Segment: One-on-One Remote	3.9	3.9	0.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Single Anchor Segment: Multi-Respondent	5.1	5.1	0.0	0.0	5.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Special format: Field/Multi-Part/Non-Anchor	4.1	4.1	0.0	0.0	0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0
Total Features	3.6	0.0	0.0	0.0	0.0	0.0	3.6	3.4	2.5	4.4	3.1	3.2
Taped Reports	3.4	0.0	0.0	0.0	0.0	0.0	3.4	3.4	0.0	0.0	0.0	0.0
Live Reports	2.5	0.0	0.0	0.0	0.0	0.0	2.5	0.0	2.5	0.0	0.0	0.0
Reviews	3.1	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.0	3.1	0.0
Show & Tells	4.4	0.0	0.0	0.0	0.0	0.0	4.4	0.0	0.0	4.4	0.0	0.0
Performances	3.2	0.0	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0	3.2

Network Morning Program Segments
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January 14, 2002–March 8, 2002

Table No.25: GMA

	Interviews						Features					
	Total	One-on-One					Total	Reports				
		Total	Studio	Remote	Multi	Other		Tape	Live	S&T	Rvw	Perf
	mins	mins	mins	mins	mins	mins	mins	mins	mins	mins	mins	mins
Total	3.6	4.0	3.9	3.6	4.8	3.5	3.3	3.3	1.7	4.2	4.2	2.9
In 7:00 half hour	2.7	3.2	2.4	3.2	4.6	2.5	2.3	2.5	1.5	2.7	0.0	0.0
In 7:30 half hour	3.9	4.0	3.3	3.9	5.2	3.6	3.7	3.8	0.0	3.1	5.2	0.0
In 8:00 half hour	4.5	4.9	5.3	4.0	4.8	5.6	4.1	3.9	0.0	4.7	3.7	2.9
In 8:30 half hour	4.0	4.4	4.5	5.4	4.6	3.6	3.8	3.5	5.2	4.4	4.0	2.9
Eight Selected Hard-News Topics	3.1	3.7	3.2	3.4	4.6	3.7	2.5	2.7	1.5	1.6	0.0	0.0
Consumer, Lifestyle and Soft Topics	4.0	4.3	4.2	4.0	4.8	3.4	3.8	3.7	2.3	4.3	4.2	2.9
Inside the Beltway	3.1	3.9	4.0	3.5	4.8	3.8	2.4	2.6	1.4	0.0	0.0	0.0
Politics	2.9	3.4	2.8	3.4	3.2	4.4	2.3	2.4	1.4	0.0	0.0	0.0
Foreign Policy	3.2	3.5	0.0	3.4	0.0	3.6	3.1	3.1	0.0	0.0	0.0	0.0
National Security, Defense, Terrorism	3.0	4.1	4.6	3.5	5.1	3.0	2.3	2.5	1.4	0.0	0.0	0.0
History and Anniversaries	3.5	3.9	3.9	0.0	0.0	0.0	3.5	3.7	0.0	2.8	0.0	0.0
Crime	2.8	3.1	1.9	2.8	4.3	3.5	2.6	2.6	0.0	0.0	0.0	0.0
Healthcare	4.6	4.9	5.0	4.6	5.0	0.0	3.9	3.7	0.0	6.5	0.0	0.0
Delivery System	4.5	4.9	5.1	5.0	4.9	0.0	1.6	1.6	0.0	0.0	0.0	0.0
Specific Diseases	4.2	4.3	2.1	0.0	5.0	0.0	4.0	4.0	0.0	0.0	0.0	0.0
Personal Health & Fitness	4.7	5.1	5.9	4.4	5.1	0.0	4.1	3.9	0.0	6.5	0.0	0.0
Sports	3.2	3.6	3.7	4.4	5.4	2.7	2.8	3.1	1.3	2.8	0.0	2.6
Animals	2.8	3.1	2.4	4.0	3.8	2.5	2.6	2.1	0.0	3.5	0.0	0.0
Money	3.0	3.7	3.5	3.5	4.5	0.0	2.5	2.7	2.0	1.6	0.0	0.0
Entertainment	4.1	4.6	4.6	5.0	5.2	4.2	3.8	4.0	5.2	3.2	4.2	3.0
Current Movies	4.4	4.7	4.6	0.0	5.2	4.4	4.3	4.3	0.0	0.0	4.2	0.0
Music	4.0	4.4	3.9	0.0	0.0	5.4	3.9	4.5	0.0	0.0	0.0	3.4
Novels & Creative Writing	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Television	4.5	4.7	4.3	5.0	5.5	4.3	4.3	4.3	0.0	0.0	0.0	0.0
Miscellaneous	3.8	4.6	4.9	0.0	4.6	3.8	3.3	3.4	5.2	3.2	0.0	2.5
Family	4.0	4.2	3.7	3.7	4.5	5.1	3.8	3.8	0.0	0.0	0.0	2.9
Love, Sex, Marriage, Children	3.7	3.6	2.6	2.9	3.9	5.1	3.8	3.8	0.0	0.0	0.0	0.0
Education	4.6	5.3	2.2	6.1	5.9	0.0	3.7	3.9	0.0	0.0	0.0	2.9
Teenagers	4.7	5.3	4.9	5.7	5.9	0.0	3.3	3.3	0.0	0.0	0.0	0.0
Household	4.8	4.6	5.4	0.0	4.1	0.0	4.8	4.4	0.0	5.0	0.0	0.0
Food, Cooking & Diets	4.6	3.1	0.0	0.0	3.1	0.0	4.7	5.0	0.0	4.6	0.0	0.0
Consumer Tips	5.1	5.3	5.4	0.0	5.1	0.0	5.1	4.8	0.0	5.2	0.0	0.0
Handy Tips	4.4	0.0	0.0	0.0	0.0	0.0	4.4	2.6	0.0	5.3	0.0	0.0
Outdoors	3.7	4.4	2.3	4.0	6.4	1.5	3.5	3.6	0.0	3.1	0.0	0.0
Weather	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel, Tourism, Adventure	3.6	4.4	2.3	4.0	6.4	1.5	3.3	3.4	0.0	3.1	0.0	0.0
Transportation	4.9	0.0	0.0	0.0	0.0	0.0	4.9	4.9	0.0	0.0	0.0	0.0
Miscellaneous	3.5	3.7	4.1	2.7	4.3	0.0	3.4	3.5	0.0	3.2	0.0	0.0
Total Interviews	4.0	4.0	3.9	3.6	4.8	3.5	0.0	0.0	0.0	0.0	0.0	0.0
Single Anchor Segment: One-on-One in Studio	3.9	3.9	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Single Anchor Segment: One-on-One Remote	3.6	3.6	0.0	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Single Anchor Segment: Multi-Respondent	4.8	4.8	0.0	0.0	4.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Special format: Field/Multi-Part/Non-Anchor	3.5	3.5	0.0	0.0	0.0	3.5	0.0	0.0	0.0	0.0	0.0	0.0
Total Features	3.3	0.0	0.0	0.0	0.0	0.0	3.3	3.3	1.7	4.2	4.2	2.9
Taped Reports	3.3	0.0	0.0	0.0	0.0	0.0	3.3	3.3	0.0	0.0	0.0	0.0
Live Reports	1.7	0.0	0.0	0.0	0.0	0.0	1.7	0.0	1.7	0.0	0.0	0.0
Reviews	4.2	0.0	0.0	0.0	0.0	0.0	4.2	0.0	0.0	0.0	4.2	0.0
Show & Tells	4.2	0.0	0.0	0.0	0.0	0.0	4.2	0.0	0.0	4.2	0.0	0.0
Performances	2.9	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	2.9

Network Morning Program Segments
Average Segment Length
January 14, 2002–March 8, 2002

Table No.25: Early Show

	Interviews						Features					
	Total	One-on-One					Total	Reports				
		Total	Studio	Remote	Multi	Other		Tape	Live	S&T	Rvw	Perf
	mins	mins	mins	mins	mins	mins	mins	mins	mins	mins	mins	mins
Total	3.9	4.1	4.2	3.8	4.7	3.8	3.6	3.3	3.5	4.4	0.0	3.6
In 7:00 half hour	3.3	3.9	3.4	3.7	4.4	5.6	2.6	2.6	1.6	0.0	0.0	0.0
In 7:30 half hour	4.1	4.3	4.2	3.9	5.1	3.8	3.7	3.7	5.2	3.6	0.0	0.0
In 8:00 half hour	3.9	4.2	4.2	3.7	5.0	3.6	3.6	3.7	3.2	3.5	0.0	2.4
In 8:30 half hour	4.2	4.2	4.6	3.5	4.0	3.7	4.3	3.7	4.6	4.9	0.0	3.7
Eight Selected Hard-News Topics	3.7	4.2	4.1	3.9	4.7	5.1	2.9	2.8	2.8	4.3	0.0	0.0
Consumer, Lifestyle and Soft Topics	4.0	4.1	4.2	3.6	4.6	3.6	3.8	3.5	4.3	4.4	0.0	3.6
Inside the Beltway	3.8	4.4	5.0	4.2	4.7	5.1	3.0	2.9	2.8	4.6	0.0	0.0
Politics	3.7	4.2	0.0	3.9	4.7	5.1	2.9	3.0	1.5	0.0	0.0	0.0
Foreign Policy	4.9	5.2	5.6	5.0	0.0	0.0	4.6	4.5	5.4	0.0	0.0	0.0
National Security, Defense, Terrorism	3.6	4.4	4.4	4.2	4.7	0.0	2.4	2.2	1.6	4.6	0.0	0.0
History and Anniversaries	4.5	5.2	6.0	4.4	0.0	0.0	3.2	3.2	0.0	0.0	0.0	0.0
Crime	3.5	3.9	4.4	3.6	4.8	0.0	2.6	2.6	0.0	0.0	0.0	0.0
Healthcare	4.0	4.0	3.7	3.4	5.1	0.0	4.1	4.0	0.0	4.2	0.0	0.0
Delivery System	4.3	4.4	3.8	3.6	5.7	0.0	4.2	3.9	0.0	5.1	0.0	0.0
Specific Diseases	3.7	3.7	3.7	3.8	3.9	0.0	3.7	3.7	0.0	0.0	0.0	0.0
Personal Health & Fitness	4.0	3.6	3.7	2.5	4.6	0.0	4.2	4.3	0.0	4.1	0.0	0.0
Sports	3.6	3.6	0.0	3.2	4.2	3.7	3.4	3.4	0.0	0.0	0.0	0.0
Animals	4.0	4.2	3.5	4.0	4.5	0.0	3.8	3.3	0.0	4.1	0.0	0.0
Money	3.5	3.9	3.8	3.8	4.0	0.0	2.7	2.7	0.0	2.9	0.0	0.0
Entertainment	3.9	4.3	4.4	3.7	5.0	3.7	3.5	3.7	4.6	2.6	0.0	3.6
Current Movies	4.4	4.6	4.3	4.8	6.2	4.8	3.9	3.9	0.0	0.0	0.0	0.0
Music	3.2	2.6	2.6	0.0	4.3	2.3	3.4	3.5	0.0	1.8	0.0	3.9
Novels & Creative Writing	4.9	4.9	4.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Television	4.4	5.0	4.6	0.0	5.8	4.3	3.5	3.3	0.0	5.3	0.0	0.0
Miscellaneous	3.6	3.5	5.4	3.0	2.9	1.5	3.6	4.3	4.6	2.5	0.0	2.4
Family	4.0	4.4	4.5	3.7	4.7	2.3	3.3	3.2	4.1	4.6	0.0	0.0
Love, Sex, Marriage, Children	4.0	4.3	4.6	3.3	4.7	2.3	3.2	2.9	4.1	4.6	0.0	0.0
Education	4.1	4.5	4.2	5.0	4.6	0.0	3.5	3.5	0.0	0.0	0.0	0.0
Teenagers	3.9	3.8	0.0	3.8	0.0	0.0	3.9	3.9	0.0	0.0	0.0	0.0
Household	4.4	3.2	2.9	0.0	4.5	0.0	4.6	3.6	0.0	4.9	0.0	0.0
Food, Cooking & Diets	4.9	3.6	3.6	0.0	0.0	0.0	5.0	4.0	0.0	5.2	0.0	0.0
Consumer Tips	3.7	3.0	2.5	0.0	4.5	0.0	4.0	3.5	0.0	4.4	0.0	0.0
Handy Tips	4.8	0.0	0.0	0.0	0.0	0.0	4.8	0.0	0.0	4.8	0.0	0.0
Outdoors	3.5	3.8	0.0	3.4	5.4	0.0	3.2	3.1	0.0	3.7	0.0	0.0
Weather	2.4	3.2	0.0	3.2	0.0	0.0	1.6	1.6	0.0	0.0	0.0	0.0
Travel, Tourism, Adventure	3.8	4.4	0.0	4.0	5.4	0.0	3.4	3.3	0.0	3.7	0.0	0.0
Transportation	2.2	2.2	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Miscellaneous	3.8	3.7	0.0	3.2	4.1	0.0	3.8	3.2	0.0	5.5	0.0	0.0
Total Interviews	4.1	4.1	4.2	3.8	4.7	3.8	0.0	0.0	0.0	0.0	0.0	0.0
Single Anchor Segment: One-on-One in Studio	4.2	4.2	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Single Anchor Segment: One-on-One Remote	3.8	3.8	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Single Anchor Segment: Multi-Respondent	4.7	4.7	0.0	0.0	4.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Special format: Field/Multi-Part/Non-Anchor	3.8	3.8	0.0	0.0	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0
Total Features	3.6	0.0	0.0	0.0	0.0	0.0	3.6	3.3	3.5	4.4	0.0	3.6
Taped Reports	3.3	0.0	0.0	0.0	0.0	0.0	3.3	3.3	0.0	0.0	0.0	0.0
Live Reports	3.5	0.0	0.0	0.0	0.0	0.0	3.5	0.0	3.5	0.0	0.0	0.0
Reviews	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Show & Tells	4.4	0.0	0.0	0.0	0.0	0.0	4.4	0.0	0.0	4.4	0.0	0.0
Performances	3.6	0.0	0.0	0.0	0.0	0.0	3.6	0.0	0.0	0.0	0.0	3.6

Network Morning Program Segments
Average Segment Length
January 14, 2002–March 8, 2002

Table No.25: Today

	Interviews						Features					
	Total	One-on-One					Total	Reports				
		Total	Studio	Remote	Multi	Other		Tape	Live	S&T	Rvw	Perf
	mins	mins	mins	mins	mins	mins	mins	mins	mins	mins	mins	mins
Total	4.4	4.9	5.1	4.4	6.3	4.4	3.9	3.8	5.3	4.5	2.2	3.3
In 7:00 half hour	4.0	4.4	3.8	4.2	5.2	4.5	3.3	3.3	0.0	3.9	0.0	0.0
In 7:30 half hour	4.8	5.4	5.8	5.7	6.5	4.4	3.9	4.2	0.0	3.6	2.3	0.0
In 8:00 half hour	4.7	5.4	5.2	4.6	6.9	4.8	4.1	3.5	6.0	4.6	0.0	0.0
In 8:30 half hour	4.4	4.7	5.4	3.6	6.3	3.7	4.1	4.1	4.6	4.7	2.0	3.3
Eight Selected Hard-News Topics	4.4	4.7	4.6	4.3	6.0	3.8	3.6	3.6	0.0	0.0	0.0	0.0
Consumer, Lifestyle and Soft Topics	4.4	4.9	5.4	4.6	6.5	4.4	3.9	3.8	5.3	4.5	2.2	3.3
Inside the Beltway	4.4	4.8	4.7	4.4	5.9	3.6	3.5	3.5	0.0	0.0	0.0	0.0
Politics	4.5	5.1	7.6	4.1	9.1	0.0	3.5	3.5	0.0	0.0	0.0	0.0
Foreign Policy	4.0	3.5	1.4	4.2	0.0	0.0	5.7	5.7	0.0	0.0	0.0	0.0
National Security, Defense, Terrorism	4.4	4.8	4.3	4.8	5.5	3.6	3.2	3.2	0.0	0.0	0.0	0.0
History and Anniversaries	5.9	6.0	6.0	0.0	5.9	0.0	5.9	5.9	0.0	0.0	0.0	0.0
Crime	4.1	4.4	3.9	4.2	5.8	0.0	3.3	3.3	0.0	0.0	0.0	0.0
Healthcare	4.8	5.3	5.2	4.5	6.4	0.0	4.4	4.0	0.0	4.5	0.0	0.0
Delivery System	6.4	6.4	0.0	0.0	6.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Specific Diseases	4.6	4.6	4.6	4.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Personal Health & Fitness	4.6	5.7	5.7	0.0	0.0	0.0	4.4	4.0	0.0	4.5	0.0	0.0
Sports	4.1	4.6	4.9	5.8	5.6	4.5	3.7	3.6	0.0	4.1	0.0	3.4
Animals	4.2	5.4	0.0	4.4	7.2	0.0	3.3	3.5	0.0	2.8	0.0	0.0
Money	4.7	4.6	4.7	3.9	6.3	3.9	5.0	5.0	0.0	0.0	0.0	0.0
Entertainment	4.6	5.3	5.3	5.9	6.9	4.5	3.7	4.1	4.6	3.8	2.2	3.3
Current Movies	4.8	5.8	6.0	0.0	6.8	5.2	3.1	4.2	0.0	0.0	2.2	0.0
Music	4.5	5.2	5.0	6.7	0.0	5.1	3.6	2.9	0.0	0.0	0.0	4.7
Novels & Creative Writing	5.9	5.9	5.9	0.0	5.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Television	4.4	5.0	4.2	0.0	7.2	3.2	4.0	4.0	0.0	3.6	0.0	0.0
Miscellaneous	4.5	4.9	5.5	5.1	0.0	3.9	3.9	5.3	4.6	4.0	0.0	2.3
Family	5.1	5.5	6.2	4.9	5.9	4.5	3.7	3.3	0.0	6.0	0.0	0.0
Love, Sex, Marriage, Children	5.6	6.1	6.8	5.4	6.3	5.3	3.8	3.4	0.0	6.0	0.0	0.0
Education	3.2	3.3	3.0	3.2	3.7	0.0	2.9	2.9	0.0	0.0	0.0	0.0
Teenagers	4.1	4.1	0.0	0.0	0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0
Household	4.8	5.5	6.1	3.4	8.1	5.0	4.6	3.4	6.0	4.9	0.0	0.0
Food, Cooking & Diets	5.3	6.4	6.1	3.1	8.1	5.6	4.8	3.0	6.0	5.2	0.0	0.0
Consumer Tips	4.2	3.3	0.0	3.5	0.0	2.7	4.4	3.8	0.0	4.6	0.0	0.0
Handy Tips	3.6	0.0	0.0	0.0	0.0	0.0	3.6	0.0	0.0	3.6	0.0	0.0
Outdoors	3.6	3.3	2.7	3.4	5.9	1.6	3.7	3.7	0.0	3.6	0.0	0.0
Weather	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel, Tourism, Adventure	3.5	2.4	2.7	3.4	0.0	1.6	4.0	4.0	0.0	3.6	0.0	0.0
Transportation	3.8	5.9	0.0	0.0	5.9	0.0	2.5	2.5	0.0	0.0	0.0	0.0
Miscellaneous	3.8	3.7	3.7	0.0	0.0	0.0	3.8	3.8	0.0	0.0	0.0	0.0
Total Interviews	4.9	4.9	5.1	4.4	6.3	4.4	0.0	0.0	0.0	0.0	0.0	0.0
Single Anchor Segment: One-on-One in Studio	5.1	5.1	5.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Single Anchor Segment: One-on-One Remote	4.4	4.4	0.0	4.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Single Anchor Segment: Multi-Respondent	6.3	6.3	0.0	0.0	6.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Special format: Field/Multi-Part/Non-Anchor	4.4	4.4	0.0	0.0	0.0	4.4	0.0	0.0	0.0	0.0	0.0	0.0
Total Features	3.9	0.0	0.0	0.0	0.0	0.0	3.9	3.8	5.3	4.5	2.2	3.3
Taped Reports	3.8	0.0	0.0	0.0	0.0	0.0	3.8	3.8	0.0	0.0	0.0	0.0
Live Reports	5.3	0.0	0.0	0.0	0.0	0.0	5.3	0.0	5.3	0.0	0.0	0.0
Reviews	2.2	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	2.2	0.0
Show & Tells	4.5	0.0	0.0	0.0	0.0	0.0	4.5	0.0	0.0	4.5	0.0	0.0
Performances	3.3	0.0	0.0	0.0	0.0	0.0	3.3	0.0	0.0	0.0	0.0	3.3