



QUESTION 1

Which of these programs have you watched in the last 4 weeks on HALLMARK CHANNEL?

QUESTION 2

(For each watched in last 4 weeks.) Did you watch this program in the last 7 days?

QUESTION 3

5-3 6-4

Eastern/Pacific 7-1 A 8-1

(For each watched in last 7 days.) How much attention were you paying to this program the last time you watched it?

PROGRAMS:

Watched Last 4 Weeks

Watched Last 7 Days

Full (-3) Most (-2) Some (-1)

Table with 3 columns: Program Name, Watched Last 4 Weeks, Watched Last 7 Days, and Attention Level (Full, Most, Some).

4. During which of the time periods listed below did you watch Hallmark Channel in the last 7 days?

Table with 3 columns: Monday-Friday, Saturday, and Sunday, listing time slots and frequency options.

Did not watch Hallmark Channel in the last 7 days.....

- 5. Is Hallmark Channel on your short list of networks that you tune into regularly?
6. Do you feel more positive about a company, product and/or service because it advertises on Hallmark Channel?
7. Do you pay more attention to commercials on Hallmark Channel than those on other networks?
8. Please tell me how well each of the following words and phrases describes Hallmark Channel.

Table for question 8 with columns: Very Well, Somewhat, Not At All, DON'T KNOW and rows for Unique, High quality, Appropriate for viewers of all ages, Channel with the best holiday movies and specials.

74-80Z



QUESTION 1

Which of these programs have you watched in the last 4 weeks on SUPERSTATION WGN?

QUESTION 2

(For each watched in last 4 weeks.) Did you watch this program in the last 7 days?

QUESTION 3

5-3 6-5

Eastern 7-1 A 8-1

(For each watched in last 7 days.) How much attention were you paying to this program the last time you watched it?

PROGRAMS:

Watched Last 4 Weeks

Watched Last 7 Days

Full (-3) Most (-2) Some (-1)

Table with 3 columns: Program Name, Watched Last 4 Weeks, Watched Last 7 Days, and Attention Level (Full, Most, Some).

4. During which of the time periods listed below did you watch Superstation WGN in the last 7 days?

Table with 3 columns: Monday-Friday, Saturday, and Sunday, listing time slots and frequency options.

Did not watch Superstation WGN in the last 7 days.....

- 5. Did you watch baseball on Superstation WGN in the last 12 months?
6. Have you visited SuperstationWGN.com in the last 12 months?
7. Have you watched Superstation WGN with your child or teen in the last 4 weeks?
8. Did you watch Superstation WGN outside your home in the last 12 months?

71-80Z