



# LPM *Update*

*People Meter technology in local markets, providing continuous daily demographic viewing information.*

## Nielsen Releases First Local Demographic Ratings for New Broadcast Series Premiering this Fall

Nielsen Media Research today reported that among viewers age 25-54, "Invasion" was the highest rated new television show premiering this season in four of seven television markets measured with Local People Meters (Boston, Chicago, Los Angeles, and Philadelphia.) Among this same demographic group, "My Name is Earl" was the highest rated premiering new show in New York, while "Commander in Chief" was the highest rated new premiere in Washington and "Criminal Minds" was the highest rated in San Francisco.

This is the first time that local demographic ratings have been widely available day-by-day for new shows premiering during the fall television season. These LPM ratings provide previously unobtainable overnight data on who watched the first episodes of original broadcast prime time series airing in September. Nielsen had earlier reported on new cable television series that premiered during the summer.

Nielsen's data also shows that among adult women, the initial episode of "Commander in Chief" was the highest rated new program in six of the seven LPM markets, including Boston, Chicago, Los Angeles, New York, Philadelphia and Washington, DC. In San Francisco "Criminal Minds" was the number one show among women.

Among adult men, the first episode of "Invasion" was the highest rated new premiere in three LPM markets (Boston, Chicago and Los Angeles), while "My Name is Earl" was the number one premiere in Washington, DC and San Francisco, "Commander in Chief" was number one in New York and "Criminal Minds" was number one in Philadelphia.

Comparing these local ratings to the national ratings during the same period, "Invasion" was the highest rated new premiere nationwide among both viewers age 25-54 and adult men, while "Commander in Chief" was first among adult women and "My Name is Earl" was the highest rated new premiere among viewers age 18-34.

By local market, highlights of LPM ratings among premieres of new series included the following (see tables for more details):

**Boston** – Several new shows had their best premiers in Boston, including "The Apprentice: Martha Stewart," which finished first among viewers age 18-34; "Ghost Whisperer," which finished third among women and fifth among men; and "Out of Practice" which finished fourth among viewers 25-54 and fifth among women.

Chicago – “Invasion” was easily the most popular new premiere, finishing first among men and viewers 25-54 and 18-34. “E-Ring” had its strongest showing in Chicago, finishing sixth among viewers 25-54 and fifth among women.

Los Angeles – “Criminal Minds” performed well in Los Angeles, finishing third among women and fourth among viewers age 25-54. “Supernatural” finished sixth among viewers 25-54, its strongest showing in any market.

Philadelphia – A number of shows had their highest demographic ratings among all seven LPM markets in Philadelphia, including: “Invasion,” with a 10.0 rating among viewers 25-54; “War at Home,” with a 10.4 rating among viewers 18-34; “Commander in Chief,” with a rating of 12.9 among women; “Criminal Minds,” which garnered a 9.1 rating among men.

New York – “Everybody Loves Chris” which was the number one show among viewers 18-34, and “Love, Inc.,” which finished fifth among this demographic, both had their best performance in New York.

San Francisco – “Bones” finished second among both viewers age 25-54 and adult women. “Prison Break” finished first among viewers age 18-34, its strongest showing in any market.

Washington, DC – “Commander in Chief” finished first among adult women and viewers 25-54, while “My Name is Earl” finished first among men and viewers 18-34. In Washington, DC, “Prison Break” finished in the top ten for all four demographics, the only market where it did so.

**Top Ten Local Ratings for Premiere Episodes of  
New Programs This Season**

**Boston**

<b>Viewers Age 25-54</b>			<b>Viewers Age 18-34</b>		
		<b>Rating</b>			<b>Rating</b>
<b>1</b>	Invasion-ABC	8.3	<b>1</b>	Aprntice: Martha Stewart-NBC	6.2
<b>2</b>	Criminal Minds-CBS	8.0	<b>2</b>	Prison Break-FOX	5.6
<b>3</b>	How I Met Your Mother-CBS	7.3	<b>3</b>	The War at Home-FOX	5.5
<b>4</b>	Out of Practice-CBS	7.2	<b>4</b>	Invasion-ABC	5.3
<b>4</b>	Commander in Chief-ABC	7.2	<b>5</b>	Reunion-FOX	4.9
<b>6</b>	Prison Break-FOX	6.7	<b>6</b>	Bones-FOX	3.9
<b>7</b>	Bones-FOX	6.5	<b>6</b>	Kitchen Confidential-FOX	3.9
<b>8</b>	Ghost Whisperer-CBS	6.4	<b>8</b>	Head Cases-FOX	3.8
<b>9</b>	Aprntice: Martha Stewart-NBC	6.1	<b>9</b>	My Name is Earl-NBC	3.6
<b>10</b>	My Name is Earl-NBC	6.0	<b>10</b>	How I Met Your Mother-CBS	3.5

<b>Male Viewers 18+</b>			<b>Female Viewers 18+</b>		
		<b>Rating</b>			<b>Rating</b>
<b>1</b>	Invasion-ABC	7.0	<b>1</b>	Commander in Chief-ABC	10.2
<b>2</b>	Criminal Minds-CBS	6.7	<b>2</b>	Criminal Minds-CBS	9.5
<b>3</b>	Bones-FOX	5.7	<b>2</b>	Ghost Whisperer-CBS	9.5
<b>4</b>	Prison Break-FOX	5.4	<b>4</b>	How I Met Your Mother-CBS	8.8
<b>5</b>	Ghost Whisperer-CBS	5.3	<b>5</b>	Out of Practice-CBS	8.6
<b>6</b>	My Name is Earl-NBC	5.1	<b>6</b>	Invasion-ABC	8.3
<b>7</b>	Out of Practice-CBS	4.6	<b>7</b>	Bones-FOX	6.8
<b>7</b>	Threshold-CBS	4.6	<b>7</b>	Aprntice: Martha Stewart-NBC	6.8
<b>9</b>	How I Met Your Mother-CBS	4.3	<b>9</b>	My Name is Earl-NBC	6.6
<b>10</b>	Commander in Chief-ABC	4.2	<b>10</b>	Three Wishes-NBC	5.2

**Chicago**

<b>Viewers Age 25-54</b>			<b>Viewers Age 18-34</b>		
		<b>Rating</b>			<b>Rating</b>
<b>1</b>	Invasion-ABC	8.8	<b>1</b>	Invasion-ABC	7.3
<b>2</b>	Commander in Chief-ABC	7.3	<b>2</b>	My Name is Earl-NBC	6.9
<b>3</b>	My Name is Earl-NBC	6.4	<b>3</b>	The War at Home-FOX	5.4
<b>4</b>	Criminal Minds-CBS	6.2	<b>4</b>	Everybody Hates Chris-UPN	4.7
<b>5</b>	How I Met Your Mother-CBS	4.6	<b>5</b>	Kitchen Confidential-FOX	4.0
<b>6</b>	E-Ring-NBC	4.5	<b>6</b>	Aprntice: Martha Stewart-NBC	3.7
<b>7</b>	The War at Home-FOX	4.0	<b>7</b>	Prison Break-FOX	3.6
<b>8</b>	Supernatural-WB	3.9	<b>8</b>	Supernatural-WB	3.4
<b>8</b>	Bones-FOX	3.9	<b>9</b>	Bones-FOX	3.3
<b>10</b>	Threshold-CBS	3.8	<b>10</b>	E-Ring-NBC	3.2

<b>Male Viewers 18+</b>			<b>Female Viewers 18+</b>		
		<b>Rating</b>			<b>Rating</b>
<b>1</b>	Invasion-ABC	8.4	<b>1</b>	Commander in Chief-ABC	11.4
<b>2</b>	Commander in Chief-ABC	7.6	<b>2</b>	Invasion-ABC	9.0
<b>3</b>	My Name is Earl-NBC	6.2	<b>3</b>	Criminal Minds-CBS	7.8
<b>4</b>	Criminal Minds-CBS	5.6	<b>4</b>	My Name is Earl-NBC	6.6
<b>5</b>	The War at Home-FOX	4.7	<b>5</b>	E-Ring-NBC	6.0
<b>6</b>	How I Met Your Mother-CBS	4.5	<b>6</b>	Ghost Whisperer-CBS	5.8
<b>7</b>	Out of Practice-CBS	4.3	<b>7</b>	Aprntice: Martha Stewart-NBC	5.1
<b>8</b>	Prison Break-FOX	4.2	<b>8</b>	How I Met Your Mother-CBS	5.0
<b>9</b>	E-Ring-NBC	4.1	<b>8</b>	Out of Practice-CBS	5.0
<b>10</b>	Surface-NBC	3.7	<b>10</b>	Prison Break-FOX	4.6
			<b>10</b>	Bones-FOX	4.6

## Los Angeles

<b>Viewers Age 25-54</b>		<b>Rating</b>	<b>Viewers Age 18-34</b>		<b>Rating</b>
1	Invasion-ABC	8.2	1	Invasion-ABC	7.6
2	Commander in Chief-ABC	6.1	2	Commander in Chief-ABC	4.6
3	My Name is Earl-NBC	5.4	3	The War at Home-FOX	4.4
4	Criminal Minds-CBS	4.7	4	Prison Break-FOX	4.2
5	Prison Break-FOX	4.0	5	My Name is Earl-NBC	3.8
6	Supernatural-WB	3.6	6	Reunion-FOX	3.3
7	Bones-FOX	3.2	7	Everybody Hates Chris-UPN	2.7
8	Everybody Hates Chris-UPN	2.9	8	Criminal Minds-CBS	2.6
8	Surface-NBC	2.9	9	Supernatural-WB	2.5
10	Threshold-CBS	2.8	10	Bones-FOX	2.2

<b>Male Viewers 18+</b>		<b>Rating</b>	<b>Female Viewers 18+</b>		<b>Rating</b>
1	Invasion-ABC	7.9	1	Commander in Chief-ABC	10.5
2	Commander in Chief-ABC	6.3	2	Invasion-ABC	8.9
3	My Name is Earl-NBC	4.9	3	Criminal Minds-CBS	8.8
4	Prison Break-FOX	4.5	4	Out of Practice-CBS	5.5
5	E-Ring-NBC	3.4	5	E-Ring-NBC	4.7
5	Criminal Minds-CBS	3.4	6	Bones-FOX	4.5
7	Bones-FOX	3.3	7	Aprntice: Martha Stewart-NBC	4.4
8	Surface-NBC	3.0	7	My Name is Earl-NBC	4.4
9	Threshold-CBS	2.8	7	Prison Break-FOX	4.4
10	How I Met Your Mother-CBS	2.7	10	Surface-NBC	4.0
10	The War at Home-FOX	2.7			

## New York

<b>Viewers Age 25-54</b>		<b>Rating</b>	<b>Viewers Age 18-34</b>		<b>Rating</b>
1	My Name is Earl-NBC	7.8	1	Everybody Hates Chris-UPN	6.1
2	Invasion-ABC	7.4	2	Invasion-ABC	5.4
3	Commander in Chief-ABC	7.1	2	Prison Break-FOX	5.4
4	Everybody Hates Chris-UPN	5.9	4	My Name is Earl-NBC	5.3
5	Prison Break-FOX	5.4	5	Love, Inc.-UPN	4.7
6	Criminal Minds-CBS	4.9	6	Commander in Chief-ABC	4.0
7	Out of Practice-CBS	4.6	7	The War at Home-FOX	3.8
8	The War at Home-FOX	4.3	8	Just Legal-WB	3.4
9	Aprntice: Martha Stewart-NBC	4.2	9	Aprntice: Martha Stewart-NBC	3.2
10	Threshold-CBS	4.1	9	Reunion-FOX	3.2

<b>Male Viewers 18+</b>		<b>Rating</b>	<b>Female Viewers 18+</b>		<b>Rating</b>
1	Commander in Chief-ABC	6.2	1	Commander in Chief-ABC	10.4
2	Criminal Minds-CBS	5.9	2	Invasion-ABC	8.6
3	My Name is Earl-NBC	5.6	3	Out of Practice-CBS	7.5
4	Prison Break-FOX	5.4	4	Criminal Minds-CBS	7.4
5	Everybody Hates Chris-UPN	5.3	5	My Name is Earl-NBC	6.8
6	Invasion-ABC	5.1	6	Bones-FOX	6.4
7	The War at Home-FOX	4.6	7	Everybody Hates Chris-UPN	6.1
8	Threshold-CBS	4.3	8	Aprntice: Martha Stewart-NBC	6.0
9	Bones-FOX	3.8	9	Ghost Whisperer-CBS	5.4
10	E-Ring-NBC	3.7	10	Prison Break-FOX	5.0

## Philadelphia

<b>Viewers Age 25-54</b>		<b>Rating</b>	<b>Viewers Age 18-34</b>		<b>Rating</b>
1	Invasion-ABC	10.0	1	The War at Home-FOX	10.4
2	Commander in Chief-ABC	9.5	2	Invasion-ABC	8.6
3	Criminal Minds-CBS	9.3	3	Criminal Minds-CBS	7.2
4	My Name is Earl-NBC	8.0	4	Prison Break-FOX	5.6
5	Out of Practice-CBS	7.4	5	Everybody Hates Chris-UPN	5.5
6	How I Met Your Mother-CBS	6.7	6	Bones-FOX	5.2
7	Everybody Hates Chris-UPN	6.2	6	My Name is Earl-NBC	5.2
8	The War at Home-FOX	6.0	8	Reunion-FOX	4.3
8	Prison Break-FOX	5.5	9	Aprntice: Martha Stewart-NBC	4.0
10	Bones-FOX	4.5	10	How I Met Your Mother-CBS	3.7
10	Reunion-FOX	4.5			

<b>Male Viewers 18+</b>		<b>Rating</b>	<b>Female Viewers 18+</b>		<b>Rating</b>
1	Criminal Minds-CBS	9.1	1	Commander in Chief-ABC	12.9
2	Invasion-ABC	8.9	2	Criminal Minds-CBS	11.8
3	Commander in Chief-ABC	8.7	3	Invasion-ABC	10.5
4	My Name is Earl-NBC	6.4	4	Out of Practice-CBS	8.5
5	The War at Home-FOX	5.3	5	How I Met Your Mother-CBS	7.3
6	Out of Practice-CBS	4.9	6	Ghost Whisperer-CBS	7.0
7	Prison Break-FOX	4.6	7	My Name is Earl-NBC	6.8
8	Threshold-CBS	4.4	8	Everybody Hates Chris-UPN	6.4
8	How I Met Your Mother-CBS	4.4	9	Bones-FOX	6.1
10	Surface-NBC	4.2	10	Prison Break-FOX	5.6

## San Francisco

<b>Viewers Age 25-54</b>		<b>Rating</b>	<b>Viewers Age 18-34</b>		<b>Rating</b>
1	Criminal Minds-CBS	6.2	1	Prison Break-FOX	5.7
2	Bones-FOX	6.1	2	My Name is Earl-NBC	5.4
3	My Name is Earl-NBC	6.0	3	Criminal Minds-CBS	4.8
4	Invasion-ABC	5.7	4	Everybody Hates Chris-UPN	4.5
5	Prison Break-FOX	5.0	5	Invasion-ABC	4.3
5	Commander in Chief-ABC	5.0	6	Bones-FOX	4.0
7	Everybody Hates Chris-UPN	4.7	7	Surface-NBC	3.3
8	Surface-NBC	4.4	7	The War at Home-FOX	3.3
9	Out of Practice-CBS	3.8	9	Head Cases-FOX	3.0
10	How I Met Your Mother-CBS	3.7	10	Aprntice: Martha Stewart-NBC	2.9

<b>Male Viewers 18+</b>		<b>Rating</b>	<b>Female Viewers 18+</b>		<b>Rating</b>
1	My Name is Earl-NBC	5.8	1	Criminal Minds-CBS	9.4
2	Commander in Chief-ABC	5.6	2	Bones-FOX	7.8
3	Invasion-ABC	5.4	3	Commander in Chief-ABC	7.3
4	Criminal Minds-CBS	5.3	4	Invasion-ABC	6.2
5	Bones-FOX	5.2	5	Out of Practice-CBS	5.3
6	Prison Break-FOX	4.9	5	Ghost Whisperer-CBS	5.3
7	E-Ring-NBC	3.9	7	How I Met Your Mother-CBS	4.7
8	Everybody Hates Chris-UPN	3.8	7	Head Cases-FOX	4.7
9	Surface-NBC	3.7	9	E-Ring-NBC	4.6
10	Ghost Whisperer-CBS	2.9	10	Reunion-FOX	4.4
10	Head Cases-FOX	2.9			
10	Threshold-CBS	2.9			

## Washington DC

<b>Viewers Age 25-54</b>		<b>Rating</b>
1	Commander in Chief-ABC	7.3
2	Invasion-ABC	6.4
3	My Name is Earl-NBC	6.1
4	Criminal Minds-CBS	6.0
5	The War at Home-FOX	5.5
6	Everybody Hates Chris-UPN	5.1
7	Aprntice: Martha Stewart-NBC	5.0
7	Bones-FOX	5.0
9	Prison Break-FOX	4.7
10	Surface-NBC	4.2

<b>Viewers Age 18-34</b>		<b>Rating</b>
1	My Name is Earl-NBC	6.1
2	The War at Home-FOX	5.0
3	Everybody Hates Chris-UPN	4.3
4	Commander in Chief-ABC	3.9
5	Invasion-ABC	3.5
6	Head Cases-FOX	2.9
7	Love, Inc.-UPN	2.6
8	Prison Break-FOX	2.5
9	Bones-FOX	2.4
9	Kitchen Confidential-FOX	2.4
9	Reunion-FOX	2.4

<b>Male Viewers 18+</b>		<b>Rating</b>
1	My Name is Earl-NBC	6.6
2	The War at Home-FOX	6.0
3	Commander in Chief-ABC	5.3
4	Invasion-ABC	5.0
5	Criminal Minds-CBS	4.7
5	Bones-FOX	4.7
7	Head Cases-FOX	3.6
8	Prison Break-FOX	3.4
9	Threshold-CBS	3.1
10	E-Ring-NBC	3.0

<b>Female Viewers 18+</b>		<b>Rating</b>
1	Commander in Chief-ABC	9.4
2	Criminal Minds-CBS	8.1
3	Invasion-ABC	7.3
4	Aprntice: Martha Stewart-NBC	5.7
5	Prison Break-FOX	5.6
6	Everybody Hates Chris-UPN	5.2
6	Out of Practice-CBS	5.2
6	Bones-FOX	5.2
9	Head Cases-FOX	4.9
10	Surface-NBC	4.6

## National Ratings

<b>Viewers Age 25-54</b>		<b>Rating</b>
1	Invasion-ABC	8.0
2	My Name is Earl-NBC	7.5
3	Commander in Chief-ABC	5.8
4	Out of Practice-CBS	5.4
5	Prison Break-FOX	4.6
6	How I Met Your Mother-CBS	4.5
6	Surface-NBC	4.5
8	Bones-FOX	4.4
9	Criminal Minds-CBS	4.1
9	Ghost Whisperer-CBS	4.1

<b>Viewers Age 18-34</b>		<b>Rating</b>
1	My Name is Earl-NBC	6.2
2	Invasion-ABC	5.8
3	Prison Break-FOX	4.8
3	The War at Home-FOX	4.8
5	Reunion-FOX	3.5
6	Bones-FOX	3.1
7	Everybody Hates Chris-UPN	3.0
7	Surface-NBC	3.0
9	Out of Practice-CBS	2.9
10	How I Met Your Mother-CBS	2.8

<b>Male Viewers 18+</b>		<b>Rating</b>
1	Invasion-ABC	6.5
2	My Name is Earl-NBC	6.1
3	Commander in Chief-ABC	5.7
4	Prison Break-FOX	4.4
5	Surface-NBC	4.3
6	Bones-FOX	4.0
6	Out of Practice-CBS	4.0
8	The War at Home-FOX	3.9
9	E-Ring-NBC	3.5
9	Ghost Whisperer-CBS	3.5
9	How I Met Your Mother-CBS	3.5

<b>Female Viewers 18+</b>		<b>Rating</b>
1	Commander in Chief-ABC	8.7
2	Invasion-ABC	7.6
3	Out of Practice-CBS	7.4
4	My Name is Earl-NBC	6.8
5	Ghost Whisperer-CBS	6.1
6	Criminal Minds-CBS	5.8
7	How I Met Your Mother-CBS	5.7
8	Surface-NBC	5.3
9	Three Wishes-NBC	5.1
10	Bones-FOX	4.9

## Premiere Dates for New Programs This Season

<b>Program</b>	<b>Network</b>	<b>Premiere Date</b>
Bones	FOX	9-13-05
Commander In Chief	ABC	9-27-05
Criminal Minds	CBS	9-22-05
E-Ring	NBC	9-21-05
Everybody Hates Chris	UPN	9-22-05
Ghost Whisperer	CBS	9-23-05
Head Cases	FOX	9-14-05
How I Met Your Mother	CBS	9-19-05
Invasion	ABC	9-21-05
Just Legal	WB	9-19-05
Kitchen Confidential	FOX	9-19-05
Love, Inc.	UPN	9-22-05
My Name Is Earl	NBC	9-20-05
Out of Practice	CBS	9-19-05
Prison Break	FOX	8-29-05
Reunion	FOX	9-8-05
Supernatural	WB	9-13-05
Surface	NBC	9-19-05
The Apprentice: Martha Stewart	NBC	9-21-05
The War at Home	FOX	9-11-05
Three Wishes	NBC	9-23-05
Threshold	CBS	9-16-05