



Daytime's Most Trustworthy Face: Alex That's Judge Alex Ferrer of the 'Judge Alex' show

By Toni Fitzgerald

Ellen DeGeneres may be the most down-to-earth talk show host and Oprah Winfrey is certainly the most influential. But when it comes to the most trustworthy daytime host, Judge Alex Ferrer bests them both.

Judge who?

Ferrer, who sits on the bench in Miami, is no Judge Judy in name recognition, and he hasn't been on TV all that long--just three years--which is why media buyers would know far less about him.

But viewers get him, and they get his show, "Judge Alex," especially daytime's key demo, women 25-54.

On the trait of trustworthiness, Ferrer rates higher than any other daytime personality in that demo, according to Syndicated Network Television Association's new analysis of E-Poll Market Research E-Score Data.

The survey indexed daytime hosts according to their trustworthiness across three demographics, and judges dominated the top 10 rankings. Three of the top five and four of the top six most-trustworthy hosts among women 25-54 were judges. Overall, seven judges made the top 20 (see charts, below). That in itself is no surprise: The appeal of TV judges is the authority they represent and their impartiality in resolving conflicts. But it's how they rule that makes the difference. Their individual personalities make a real impression on viewers. When they hand down the judgments, they put a lot of themselves in the delivery.

Judge Marilyn Milian of "People's Court," also of Cuban background, is a sassy former prosecutor, while "Divorce Court's" Judge Lynn Toler has published a book on parenting and her mother's struggles in dealing with a bipolar husband.

What may be surprising is that Ferrer ranked highest, ahead of all of them, and it all has to do with courtroom style. If less colorful than many, he is no-nonsense, which fits in with his background as a Cuban immigrant who was a Miami police officer before going into law.

In trustworthiness, Ferrer ranked first, followed by Winfrey, Milian, "Who Wants to be a Millionaire's" Meredith Vieira, Judge Joe Brown and Toler. Judge Greg Mathis ranked ninth and Judge Judy Sheindin was 11th.

Interestingly, judges also ranked high in trustworthiness among adults 18-49 and 18-34, led by Toler and Christina Perez. Winfrey ranked first overall in 18-34s and 18-49s.

But, alas, trustworthiness doesn't translate into influence.

Judges didn't rank nearly as high when it came to rating the most influential daytime hosts. In that category, trendsetters like Winfrey and Tyra Banks ranked higher.

Meanwhile, in other daypart ratings for the week ended Oct. 12, NBC's "Meet the Press" was first among the Sunday morning shows in total viewers with 3.89 million and among viewers 25-54 with a 1.1 rating. ABC's "This Week with George Stephanopoulos" was second in viewers with 3.13 million but third among 25-54s with a 0.9, with CBS's "Face the Nation" pulling 3.1 million viewers and a 1.0 among 25-54s. "Fox News Sunday" averaged 1.52 million viewers and a 0.4 rating among 25-54s.

In late night, NBC's "Tonight Show with Jay Leno" was first for the week, averaging 4.7 million total viewers and a 1.3 rating among adults 18-49. CBS's "The Late Show with David Letterman" had 3.7 million viewers and a 1.2 rating in the demo, with ABC's "Nightline" pulling 3.5 million viewers and a 1.0. In late-late night, NBC's "Late Night with Conan O'Brien" had 1.8 million total viewers and a 0.7 in 18-49s, tying with CBS's "The Late Late Show with Craig Ferguson." ABC's "Jimmy Kimmel Live" averaged 1.6 million viewers and a 0.5 (in encore episodes), and NBC's "Last Call with Carson Daly" brought in 1.1 million viewers and a 0.5 among 18-49s (with a Friday repeat).

In morning shows, NBC's "Today" was first with 4.91 million total viewers and a 3.7 household rating and 14 share, followed by ABC's "Good Morning America" with 4.25 million viewers and a 3.2/12. CBS's "Early Show" was third with 2.66 million total viewers and a 2.0/7.

CBS had the largest full daytime audience during the week, averaging 3.47 million viewers, and tied for second among women 18-49 with a 1.2 rating. ABC had the second-largest audience, averaging 2.95 million viewers, and also tied for second among women 18-49 with a 1.2 rating. NBC had a full daytime audience of 2.5 million but was first among women 18-49 with a 1.3 rating.

In evening network news for the week ended Oct. 19, NBC's "Nightly News with Brian Williams" was first among total viewers, averaging 7.83 million, and tied for first among 25-54s with a 2.0 average rating. ABC's "World News with Charles Gibson" was second in viewers, averaging 7.61 million, and tied for first in 25-54s with a 2.0 rating, while CBS's "Evening News with Katie Couric" was third for the week with 5.9 million total viewers and a 1.4 25-54 rating.

Syndication's Hosts Are Trustworthy



Personality

Judge Alex Ferrer
 Oprah Winfrey
 Judge Marilyn Milán
 Meredith Vieira
 Judge Joe Brown
 Judge Lynn Toler
 Ellen DeGeneres
 Alex Trebek
 Judge Greg Mathis
 Rachael Ray
 Judge Judy Sheindlin
 Dr. Phil McGraw
 Regis Philbin
 Steve Wilkos
 Deborah Norville
 Howie Mandel
 Maury Povich
 Bonnie Hunt
 Judge Cristina Perez
 Chris Matthews

Trustworthy

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Source: E-Pol Market Research E-Score Analysis, 2006
 Index of Average Female/Male Host: Trustworthy, W25-54

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They're Influential



Personality

Oprah Winfrey
 Judge Lynn Toler
 Dr. Phil McGraw
 Chris Matthews
 Ellen DeGeneres
 Judge Judy Sheindlin
 Judge Marilyn Milán
 Rachael Ray
 Judge Cristina Perez
 Tyra Banks
 Judge Joe Brown
 Judge Alex Ferrer
 Regis Philbin
 Judge Greg Mathis
 Meredith Vieira
 Alex Trebek
 Steve Wilkos
 Maury Povich
 Mary Hart
 Kelly Ripa

Influential

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