

TABLE 1
PERCENT OF TOTAL MENTIONING UNAIDED
AMONG FIVE FAVORITE CHANNELS

Basic Networks	Total Persons – Systems Carrying Service –			
	2007	2006	2005	2004
DISCOVERY CHANNEL	33%	33%	27%	26%
ESPN.....	30%	28%	24%	26%
HISTORY CHANNEL	24%	26%	20%	23%
FOOD NETWORK.....	18%	19%	17%	14%
FOX NEWS CHANNEL	17%	17%	18%	14%
LIFETIME	16%	16%	17%	16%
TNT	16%	18%	15%	13%
CNN.....	15%	17%	18%	14%
HOME & GARDEN TV	15%	17%	19%	14%
A&E	14%	8%	10%	13%
ANIMAL PLANET	14%	10%	10%	11%
ESPN2.....	13%	10%	9%	10%
NATIONAL GEOGRAPHIC CHANNEL	13%	6%	7%	4%
USA NETWORK.....	12%	12%	11%	13%
TBS	11%	12%	12%	10%
THE HALLMARK CHANNEL.....	11%	11%	8%	6%
THE WEATHER CHANNEL	11%	8%	7%	8%
SCI-FI CHANNEL	9%	9%	9%	9%
TLC.....	9%	12%	13%	11%
TURNER CLASSIC MOVIES	9%	10%	12%	11%
AMC	8%	8%	6%	9%
COMEDY CENTRAL.....	8%	8%	11%	10%
DISNEY CHANNEL.....	8%	7%	6%	6%
MTV.....	8%	8%	9%	9%
SPIKE TV	8%	8%	7%	6%
BRAVO.....	7%	6%	5%	9%
CARTOON NETWORK	7%	7%	5%	7%
COURT TV	7%	5%	6%	6%
MSNBC	7%	8%	7%	6%
ABC FAMILY CHANNEL.....	6%	5%	6%	5%
CMT.....	6%	5%	4%	NA
NICKELODEON/NAN.....	6%	7%	6%	8%
THE TRAVEL CHANNEL	6%	5%	6%	5%
VH1	6%	6%	6%	5%
SPEED	5%	6%	5%	5%
CNBC	4%	5%	3%	4%
DISCOVERY HEALTH CHANNEL.....	4%	3%	4%	NA
E! ENTERTAINMENT.....	4%	5%	4%	4%
ESPN CLASSIC	4%	4%	NA	NA
FX.....	4%	6%	5%	5%
GSN.....	4%	6%	5%	NA
OXYGEN	4%	4%	4%	4%
TV LAND	4%	4%	5%	5%

Only networks mentioned by 4% or more are listed. Most differences of less than three points are not statistically significant.