

Index Cable TV Channel Survey 11/08

(180 responses of 250 customers = 72% return rate)

Channel	Never	Occasionally	Often	O+O
4 KOMO	18	52	113	165
5 KING	20	37	128	165
7 KIRO	16	54	109	163
14 CNN	26	64	95	159
9 KCTS	21	59	100	159
21 History	28	79	78	157
27 Discovery	27	73	81	154
54 Nat'l Geographic	41	78	60	138
25 A & E	44	78	59	137
32 NW Cable News	45	80	56	136
35 ESPN	58	61	61	122
41 AMC	60	62	58	120
16 KONG	65	72	47	119
26 TBS	66	72	45	117
34 Fox News	66	59	58	117
37 Animal Planet	62	79	38	117
28 TNT	63	58	58	116
31 Fox Sports NW	61	47	68	115
48 MSNBC	64	61	54	115
18 USA	72	64	50	114
36 ESPN2	70	56	54	110
13 KCPQ	74	36	73	109
55 Fox Movie	72	55	54	109
15 Headline News	74	59	49	108
47 Hallmark	73	69	37	106
39 CNBC	72	67	38	105
42 Comedy Central	76	58	47	105
40 Lifetime	83	66	32	98
11 KSTW	85	64	31	95
45 Food	85	48	47	95
30 TLC	86	55	39	94
12 KVOS	89	62	30	92
50 FX	94	60	28	88
24 C-SPAN	92	59	27	86
49 Bravo	92	60	26	86
2 CBUT	100	60	24	84
43 HGTV	98	35	42	77
8 E! TV	110	52	22	74
29 ABC Family	103	52	21	73
6 CHEK	109	54	15	69
56 Fox Sports World	117	39	26	65
23 Spike	116	38	26	64
3 TVLAND	119	46	14	60
22 KTWB	122	48	9	57
58 Bloomberg	131	32	20	52
17 HBO	125	29	22	51
19 WGN Chicago	133	42	7	49
10 CHUM	137	37	8	45
20 TBN	134	34	11	45
46 ion	133	33	9	42
57 TWC	134	32	10	42
59 Outdoor	139	29	10	39
33 Court TV	144	26	10	36
53 Speed	151	25	9	34
51 GAC	161	13	7	20
52 BET	162	18	1	19
44 QVC	163	11	5	16