

# Smart Buy Analysis for Democrat Northeast - 2008

## Spot Cable Network Performance Index

Spot Cable NET	P35+ & Democrat or Independent But Feel Closer to Democrat	P35+ & Political Outlook - Usually Think Of Yourself As: Somewhat Liberal or Very Liberal	P35+ & Registered to Vote in Area of Residence	P35+ & Sometimes or Always Vote in Statewide Election	P 35+ : TERRITORY NORTHEAST	M35+ Composition	W35+ Composition
Source	Scarborough USA+	MRI	Scarborough USA+ Index to Pop	Scarborough USA+	Nielsen	Nielsen	Nielsen
AEN	112	115	110	113	112	40.7%	59.3%
AMC	114	105	114	117	123	58.5%	41.5%
BRVO	123	138	103	106	148	37.5%	62.5%
CNBC	121	111	119	125	172	66.7%	33.3%
CNN	129	113	114	117	157	51.5%	48.5%
FOOD	106	108	108	109	150	31.0%	69.0%
HQTV	107	110	116	120	129	22.5%	77.5%
HIST	102	112	112	116	135	69.9%	30.1%
HLN	125	120	115	118	124	45.0%	55.0%
MSNBC	129	118	120	125	188	48.9%	51.1%
TNT	106	100	101	102	103	50.7%	49.3%
TRAV	109	110	113	116	111	53.3%	46.7%
TWC	108	101	114	116	123	49.9%	50.1%
COURT	115	96	101	99	120	41.7%	58.3%
ESPN	101	100	107	111	97	74.3%	25.7%
ESPN2	96	101	106	111	101	73.1%	26.9%
HALL	122	89	124	125	98	32.3%	67.7%
TVL	112	89	106	105	126	47.0%	53.0%
USA	102	102	98	100	114	41.4%	58.6%
LIF	117	94	98	95	122	23.5%	76.5%
SCIFI	103	101	95	95	122	57.2%	42.8%
WE	104	104	99	99	113	34.5%	65.5%
ADSM					32	52.9%	47.1%
AFL	98	102	96	98	105	42.2%	57.8%
BET	124	88	70	64	57	41.4%	58.6%
CMDY	92	114	83	84	80	57.5%	42.5%
CMT	83	88	93	92	49	46.9%	53.1%
DISC	97	105	103	105	89	63.8%	36.2%
ENT	87	112	80	81	76	36.3%	63.7%
ESPCL	94	92	96	100	115	72.7%	27.3%
FAM	93	91	91	91	60	37.2%	62.8%
FOXNC	89	91	118	120	149	51.2%	48.8%
FX	90	101	89	90	88	55.0%	45.0%
GOLF	106	91	126	131	93	74.4%	25.6%
MTV	63	106	51	49	29	40.6%	59.4%
NAN	92	88	84	82	60	33.3%	66.7%
NICK	83	90	77	75	29	36.5%	63.5%
OXYG	111	112	97	95	72	31.2%	68.8%
SC	78	90	97	99	89	72.1%	27.9%
SPIKE	87	91	87	88	108	57.0%	43.0%
TBSC	99	105	95	96	100	48.4%	51.6%
TLC	91	105	96	98	93	31.7%	68.3%
TOON	75	95	68	67	24	46.4%	53.6%
VH1	73	105	61	60	55	41.0%	59.0%
VS	85	85	105	109	165	72.8%	27.2%
						>66.7% MALE	>66.7% FEMALE

LEGEND	
Clear Choices	Red
Good Alternatives	Green
Daypart Value	Purple
Index 100+	Yellow
Network Unreportable	0