

2008 Mendelsohn Affluent Survey

Television Viewing

Heads of House With Household Income \$100,000+

	Total Audience (000)			Median Age			Median Household Income (\$000)		
	HoH	MHoH	FHoH	HoH	MHoH	FHoH	HoH	MHoH	FHoH
Total Affluent Heads of House	42,000	21,164	20,836	48.1	49.1	47.1	138.8	140.8	136.6
Viewed in Past Week:									
Cable Networks:									
A&E (Arts & Entertainment Network)	20,829	10,747	10,082	48.8	49.4	48.2	138.2	140.2	136.2
AMC (American Movie Classics)	15,569	8,494	7,075	50.7	51.4	50.0	137.2	138.5	135.7
APL (Animal Planet)	14,267	7,172	7,095	47.7	48.3	47.0	135.9	138.1	133.7
BBC America	6,645	3,747	2,897	50.1	49.9	50.3	141.6	142.1	141.0
BET (Black Entertainment Television)	3,087	1,662	1,426	47.1	48.1	45.9	136.9	136.5	137.3
Biography Channel	10,610	5,637	4,973	49.4	50.2	48.6	139.0	139.6	138.3
Bloomberg Television	3,554	2,476	1,078	49.4	49.2	49.9	148.7	150.3	145.1
BRV (Bravo)	10,862	5,288	5,574	47.8	48.8	46.8	137.5	138.4	136.7
CMT (Country Music Television)	9,272	4,754	4,518	47.1	48.2	46.0	133.5	134.7	132.3
CNBC	18,947	10,381	8,565	49.5	50.5	48.4	141.8	144.4	138.6
CNN	26,267	13,858	12,409	49.2	50.0	48.3	140.9	142.3	139.2
Comedy Central	17,293	9,936	7,357	46.5	47.0	45.9	137.2	138.1	136.1
CSTV (College Sports TV)	5,138	3,136	2,002	48.1	48.5	47.6	140.5	140.3	140.7
DISC (The Discovery Channel)	25,414	13,659	11,755	47.7	48.3	46.9	137.3	139.5	134.5
DIY Network	7,217	3,567	3,650	46.7	47.2	46.2	135.4	137.5	133.3
DSNY (Disney Channel)	12,936	5,826	7,110	44.2	45.7	43.1	136.4	139.1	134.1
E! Entertainment TV	15,766	7,202	8,565	46.1	46.8	45.6	137.3	138.6	136.2
ESPN	22,069	13,918	8,152	48.5	49.0	47.6	140.6	141.3	139.4
ESPN Classic	9,833	6,515	3,319	48.3	48.8	47.3	140.6	141.1	139.6
ESPN2	15,901	10,704	5,197	48.2	48.6	47.3	141.1	141.9	139.5
ESPNEWS	10,285	6,655	3,630	47.3	47.7	46.5	140.9	140.3	142.0
FAM (ABC Family Channel)	13,477	5,542	7,935	47.2	48.7	46.1	134.2	136.5	132.4
Food Network	19,827	8,948	10,879	47.8	48.4	47.3	138.3	140.2	136.6
Fox Sports Net	15,321	9,992	5,329	48.9	49.3	48.2	140.7	141.4	139.3
FOXNC (Fox News Channel)	17,235	9,467	7,768	49.9	50.3	49.4	140.4	141.8	138.5
FX	12,819	7,367	5,452	46.9	47.5	46.0	136.5	136.8	136.0
GOLF (The Golf Channel)	7,043	4,734	2,309	52.0	52.0	52.0	146.0	145.9	146.4
HGTV (Home and Garden TV)	18,182	7,852	10,329	47.6	48.1	47.2	137.3	139.8	135.3
HIST (The History Channel)	21,942	12,737	9,205	49.4	49.7	49.1	137.9	139.4	135.8
HLN (Headline News)	10,546	5,929	4,618	48.3	48.9	47.5	141.7	142.3	140.8
Lifetime Television	13,480	4,717	8,764	48.6	50.2	47.7	134.5	137.5	132.8
MSNBC	15,856	8,507	7,348	49.5	50.2	48.8	140.7	141.5	139.7
MTV	7,552	3,679	3,873	42.3	43.3	41.3	136.5	138.1	135.0
National Geographic Channel	14,707	8,672	6,035	49.3	50.1	48.3	138.5	140.9	135.0
Nickelodeon/Nick at Nite	8,949	3,804	5,145	42.8	44.1	42.0	134.7	137.9	132.0
Oxygen	6,121	2,289	3,831	47.9	49.7	46.8	134.8	138.4	133.1
Sci-Fi Channel	9,471	5,718	3,753	48.3	48.9	47.4	134.2	136.5	131.1
Science Channel	6,180	3,985	2,195	49.0	49.5	48.1	137.2	138.3	135.1
SPEED Channel	4,812	3,677	1,135	47.3	47.7	45.7	136.2	136.1	136.5
Spike TV	8,638	5,842	2,796	46.5	46.7	46.0	134.0	135.1	131.9
Style Network	2,900	938	1,962	46.1	47.6	45.1	138.3	132.4	140.6
TBS (TBS Superstation)	16,894	9,205	7,689	47.4	48.7	45.9	136.7	138.4	134.7
TLC (The Learning Channel)	15,875	7,774	8,101	46.3	47.4	45.1	135.6	137.6	133.7
TNT (Turner Network TV)	16,136	9,148	6,989	49.1	49.6	48.6	137.5	138.6	136.1
TRAV (The Travel Channel)	10,814	6,032	4,782	49.3	49.6	48.9	138.3	138.8	137.6
TruTV	4,819	2,550	2,269	48.7	48.9	48.4	134.1	135.0	133.2
TV Land	6,640	3,377	3,264	48.5	49.3	47.7	132.4	133.4	131.4
USA Network	16,205	8,668	7,537	48.1	49.1	46.9	135.5	136.9	133.8
VH-1	6,710	3,443	3,267	42.6	43.4	41.8	137.8	137.4	138.3
WE (Women's Entertainment)	4,764	1,423	3,340	47.9	49.2	47.2	134.8	135.2	134.7
The Weather Channel	20,933	10,874	10,059	49.8	50.9	48.6	138.0	140.1	135.8
WGNC (WGN Cable)	4,660	2,765	1,895	50.1	50.6	49.4	136.3	137.0	135.3
Broadcast Networks :									
ABC	32,518	16,193	16,325	47.9	48.8	47.1	138.6	141.0	136.0
CBS	31,684	16,071	15,614	48.2	49.0	47.4	137.9	140.2	135.5
Fox	31,985	16,724	15,261	47.9	48.7	47.0	137.9	140.5	134.9
NBC	32,395	16,328	16,067	48.2	48.9	47.4	139.0	141.2	136.6
PBS	17,991	9,548	8,443	50.6	51.2	50.0	139.0	140.7	136.9