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**SCARBOROUGH RESEARCH RELEASES ANALYSIS OF THE POLITICAL
AFFILIATIONS OF CABLE NETWORK VIEWERS**

***Democrats more likely to watch BET, SoapNet and Lifetime/Lifetime Movie Network
Republicans more likely to watch FOX News, The Golf Channel, Speed Channel
Independents more likely to watch The N, G4 and Fuse***

NEW YORK (May 8, 2007) – Scarborough Research, the leading local media and market research firm for identifying the shopping, media and lifestyle patterns of adults in the United States, released an analysis of the political affiliation of viewers of various cable television networks. The analysis, which ranks cable networks based on the concentration of self-identified Democrats, Republicans, and Independents among their viewers, was released today as part of *The Cable Show* taking place at Mandalay Bay, Las Vegas. This type of analysis is also available to other media measured by Scarborough.

The analysis found that the networks with the highest percentage of Democrats among their viewers include BET (Democrats are 78 percent more likely than the average consumer to watch this cable channel), SoapNet (29 percent more likely to watch) and Lifetime/Lifetime Movie Channel (27 percent more likely to watch). As for cable news networks, CNN is heavily skewed Democratic, as Democrats are 23 percent more likely to watch this channel. In contrast, the networks that skewed most heavily Republican are FOX News (Republicans are 42 percent more likely than the average consumer to watch FOX News), The Golf Channel (31 percent more likely to watch) and Speed Channel (22 percent more likely to watch). The highest concentration of Independents were found among viewers of The N (Independents are 44 percent more likely than the average consumer to watch The N), G4 (38 percent more likely to watch) and Fuse (28 percent more likely to watch). In the cable news category, MSNBC is most heavily skewed Independent, as Independents are 22 percent more likely to watch this channel.

“In the cable industry, major cable networks – or those that are common to the majority of basic cable systems – will reach a high percentage of adults regardless of political affiliation. However, the political make-up of a network’s viewership creates unique opportunities to target

Democrats, Republicans and Independents,” said Carol Edwards, vice president, cable services, Scarborough Research and Arbitron Inc. “Additionally, networks should consider their *whole* political story – from appeal across political parties to voter behaviors. As the 2008 campaigns heat up, this type of analysis is useful for anyone involved in the planning, buying and selling of cable advertising.”

The demographic and lifestyle profiles of each political party are aligned with the profile of each network. For example, Democrats are 70 percent more likely than the average consumer to be African-American and 12 percent more likely to be female. Therefore, it makes sense that Democrats would be more likely to watch BET, which is an African-American focused network, and Lifetime/Lifetime Movie Network, which are women-oriented. Similarly, Republicans are five percent more likely than the average consumer to be male, 43 percent more likely to enjoy golf as a leisure activity, and 19 percent more likely to be NASCAR fans – hence why The Golf Channel, and Speed Channel may have high concentrations of Republicans. Independents are five percent more likely to be ages 18-34 and seven percent more likely to be single. Similarly, viewers of The N are 78 percent more likely to be single; G4 viewers are 64 percent more likely to be ages 18-34, and Fuse viewers are more than twice as likely to be in this age range.

SOURCE: The data in this report is from Scarborough USA+ Release 2 2006, a study of national consumer shopping patterns, media behaviors, demographics and lifestyles. Political party affiliation is based on those parties consumers “consider themselves.” Independents are defined as consumers who consider themselves Independent, Independent but closer to Democrat, or Independent but closer to Republican.

Scarborough Analysis: Political Party Leanings of Cable Network Viewers

CABLE NETWORKS SKEWED HEAVILY REPUBLICAN

Network	Index for Republicans
FOX News Channel	142 (How to Read: Republicans are 42% more likely than the average consumer to be FOX News Channel Viewers)
The Golf Channel	131
Speed Channel	122
CMT	120
FSN (FOX Sports Net)	116
HGTV	115
The Weather Channel	113
The History Channel	112
ESPN2	112
ESPN	112
Hallmark Channel	110

CABLE NETWORKS SKEWED HEAVILY DEMOCRATIC

Network	Index for Democrats
BET	178 (How to read: Democrats are 78% more likely than the average consumer to be BET viewers)
SoapNet	129
Lifetime Television	127
Lifetime Movie Network	127
Court TV	126
Oxygen	125
Music Choice	125
Bravo	123
CNN	123
TV Guide Network	120

CABLE NETWORKS SKEWED HEAVILY INDEPENDENT

Network	Index for Independents
The N	144 (How to Read: Independents are 44% more likely than the average consumer to be The N viewers)
G4	138
Fuse	128
Comedy Central	122
MSNBC	119
SCI-FI	119
Speed Channel	117
FX	115
National Geographic Channel	115
E!	114

About Scarborough Research

Scarborough Research, a Media Rating Council (MRC) accredited media and marketing service, (www.scarborough.com, info@scarborough.com) measures the lifestyle and shopping patterns, media behaviors, and demographics of American consumers. Products and services include consumer insight studies in 81 Top-Tier Markets and several Mid-Tier Markets, Scarborough USA+ (a national database), Hispanic studies, and custom research solutions. With more than 30 years of experience, Scarborough measures 2,000 consumer categories and serves a broad client base that includes marketers, advertising agencies, print and electronic media (broadcast and cable television, radio stations) sports teams and leagues, and out-of-home media companies. Surveying more than 220,000 adults annually, Scarborough is a joint venture between Arbitron Inc. (www.arbitron.com) and The Nielsen Company (www.nielsen.com).