



QUESTION 1

Which of these programs have you watched in the last 4 weeks on FOOD NETWORK?

Watched Last 4 Weeks

- PROGRAMS: \$40 a Day, 30 Minute Meals, Ace of Cakes, Barefoot Contessa, Diners, Drive-ins, and Dives, Dinner: Impossible, Everyday Italian, Food Network Challenge, Good Eats, Iron Chef America, Paula's Home Cooking, Paula's Party, Throwdown with Bobby Flay, Unwrapped, Did Not Watch Food Network

QUESTION 2

(For each watched in last 4 weeks.) Did you watch this program in the last 7 days?

Watched Last 7 Days

- 14-1, -2, -3, -4, -5, -6, -7, 15-1, -2, -3, -4, -5, -6, -7

QUESTION 3

5-1 Eastern/Pacific 7-1 A 8-1 6-6

(For each watched in last 7 days.) How much attention were you paying to this program the last time you watched it?

Full Most Some

- (-3) (-2) (-1) (19) (-3) (-2) (-1) (32) (33-62Z)

4. During which of the time periods listed below did you watch Food Network in the last 7 days?

- Monday-Friday, Saturday, Sunday time slots: 9:30 am - 3:00 pm, 3:00 pm - 6:00 pm, 6:00 pm - 8:00 pm, 8:00 pm - 12 Midnight, 12 Midnight - 4:00 am

Did not watch Food Network in the last 7 days.....

5. Did you watch any of these specials when they were shown on Food Network in the last 12 months?

- Food Network All Star Thanksgiving, Next Food Network Star, Chefography, The Next Iron Chef America

6. I am more likely to purchase products advertised on Food Network. Yes No

7. Have you visited FoodNetwork.com in the last 30 days? Yes No in the last 3 months? Yes No

8. Have you visited FoodNetwork.com as a result of watching something on the Food Network? Yes No



QUESTION 1

Which of these programs have you watched in the last 4 weeks on HGTV?

Watched Last 4 Weeks

- PROGRAMS: Designed To Sell, Color Splash, House Hunters, Living with Ed, Spice Up My Kitchen, My House is Worth What?, Deserving Design, Design on a Dime, Carter Can, Divine Design, Color Correction, Did Not Watch HGTV

QUESTION 2

(For each watched in last 4 weeks.) Did you watch this program in the last 7 days?

Watched Last 7 Days

- 14-1, -2, -3, -4, -5, -6, -7, 15-1, -2, -3, -4

QUESTION 3

5-1 Eastern/Pacific 7-1 A 8-1 6-7

(For each watched in last 7 days.) How much attention were you paying to this program the last time you watched it?

Full Most Some

- (-3) (-2) (-1) (19) (-3) (-2) (-1) (29) (-3) (-2) (-1) (30-62Z)

4. During which of the time periods listed below did you watch HGTV in the last 7 days?

- Monday-Friday, Saturday, Sunday time slots: 9:00 am - 3:00 pm, 3:00 pm - 6:00 pm, 6:00 pm - 8:00 pm, 8:00 pm - 12 Midnight, 12 Midnight - 4:00 am

Did not watch HGTV in the last 7 days.....

5. Did you watch any of these specials when they were shown on HGTV in the last 12 months?

- Design Star, HGTV Dream Home, White House Christmas Special, 2007 Tournament of Roses Parade

6. I am more likely to purchase products advertised on HGTV. Yes No

7. Have you visited HGTV.com in the last 30 days? Yes No in the last 3 months? Yes No

8. Have you visited HGTV.com as a result of watching something on HGTV? Yes No