

TOP 25

OVERALL

1. KOPB (10)
2. KGW (8)
3. A&E
4. KATU (2)
5. KPDX (49)
6. Discovery
7. ESPN
8. CNN
9. KOIN (6)
10. KPTV (12)
11. MTV
12. History Channel
13. Learning Channel
14. American Movie Classics
15. Comedy Central
16. Home & Garden TV
17. HBO
18. Nickelodeon
19. CNBC
20. CNN Headline News
21. Lifetime
22. TNT
23. ESPN2
24. Cartoon Network
25. Sci-Fi Channel

LOCAL CHANNELS

RANKING

1. KOPB (10)
2. KGW (8)
4. KATU (2)
5. KPDX (49)
9. KOIN (6)
10. KPTV (12)
31. KWBP (32)

TOP 10 BY SEX

MEN

1. ESPN
2. KOPB (10)
3. KGW (8)
4. KPDX (49)
5. A&E
6. Discovery Channel
7. KATU (2)
8. History Channel
9. CNN
10. KPTV (12)

WOMEN

1. KOPB (10)
2. KGW (8)
3. A&E
4. KATU (2)
5. KPDX (49)
6. KOIN (6)
7. Discovery Channel
8. CNN
9. MTV
10. Home & Garden TV

Readers vote: I want my OPB!

The public broadcasting station takes top place in our readers' poll

The voters have spoken with their fingers and their eyeballs.

And their message is as blunt as an Oregon Public Broadcasting pledge break.

Final results from The Oregonian's Inside Line poll on your favorite channels show KOPB (10) taking first place, followed closely by NBC affiliate KGW (8) and cable's A&E Network.

In the land of Birkenstocks and Powell's, OPB has a loyal following among viewers who would seem more likely to slap one of those "Kill Your TV" bumper stickers on their rear window than settle in for an evening of "The Drew Carey Show" and the 11 o'clock news.



While KOPB wins among women, the top spot among men goes to ESPN, an all-sports cable channel.

But just to show that guys can relate to something that doesn't have timeouts, KOPB finished a strong second among men.

If there's a trend here, it's that younger viewers want those daffy sitcoms and edgy dramas that the network affiliates offer, but they often turn to the niche-oriented cable channels for their music, news and, yes, history.

Then again, among men in their 20s, Playboy TV came in a robust fourth. And among teen-age women, MTV was first, followed by KGW and all those sitcoms starring women.

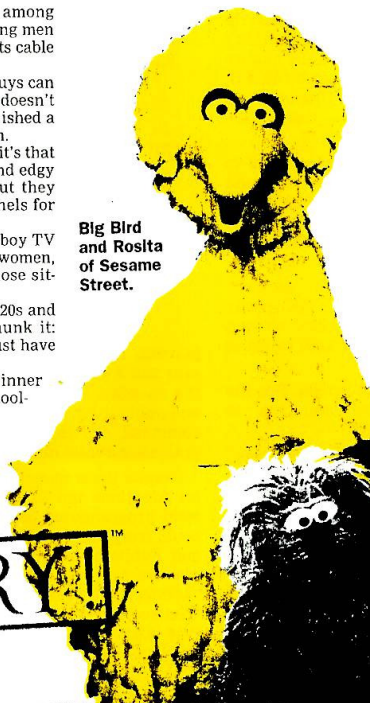
MTV's popularity among viewers in their 20s and 30s was confirmed, but who would have thunk it: There are three men out there over 60 who just have to have their MTV.

Yes, shock waves are being felt from the inner sanctum of OPB to the halls of KGW to the toolsheds of Home and Garden TV.

Hey, nesting is in — hence, Home and



NOVA



Big Bird and Rosita of Sesame Street.

Please turn to
CHANNELS, Page C3

MYSTERY

TOP 5 - BY AGE GROUP

under 19	19 - 29	30 - 39	40 - 49	50 - 59	60-plus
OVERALL					
1. KPDX (49)	1. KGW (8)	1. KGW (8)	1. KOPB (10)	1. KOPB (10)	1. KOPB (10)
2. MTV	2. KPDX (49)	2. KOPB (10)	2. A&E	2. A&E	2. A&E
3. KGW (8)	3. ESPN	3. A&E	3. KGW (8)	3. KGW (8)	3. KATU (2)
4. KATU (2)	4. MTV	4. ESPN	4. Discovery Channel	4. Discovery Channel	4. KOIN (6)
5. KOPB (10)	5. Comedy Central	5. KPDX (49)	5. KATU (2)	5. KATU (2)	5. KGW (8)
MEN					
1. KPDX (49)	1. ESPN	1. ESPN	1. ESPN	1. KOPB (10)	1. KOPB (10)
2. ESPN	2. KGW (8)	2. KGW (8)	2. KOPB (10)	2. A&E	2. A&E
3. MTV	3. KPDX (49)	3. Discovery Channel	3. A&E	3. Discovery Channel	3. KATU (2)
4. KGW (8)	4. Playboy Channel	4. KOPB (10)	4. Discovery Channel	4. History Channel	4. History Channel
5. KOPB (10)	5. Comedy Central	5. KPDX (49)	5. CNN	5. ESPN	5. KOIN (6)
WOMEN					
1. MTV	1. KGW (8)	1. KGW (8)	1. KOPB (10)	1. KOPB (10)	1. KOPB (10)
2. KGW (8)	2. KPDX (49)	2. KOPB (10)	2. A&E	2. A&E	2. A&E
3. KPDX (49)	3. KATU (2)	3. A&E	3. KGW (8)	3. KGW (8)	3. KATU (2)
4. KATU (2)	4. MTV	4. KATU (2)	4. KATU (2)	4. KATU (2)	4. KOIN (6)
5. KOPB (10)	5. A&E	5. KPDX (49)	5. Discovery Channel	5. Discovery Channel	5. KGW (8)

Graphic information compiled by Michael McAlpine/Inside Line

THE OREGONIAN, WEDNESDAY, NOVEMBER 5, 1997

LIVING

Channels: 5,000 readers responded

Continued from Page C1

Garden TV, which isn't carried on most cable systems, ranked in the top 20.

But when viewers are asked to name the channels they couldn't bear to live without, it's the quality stuff — the kind you see on KOPB, A&E, the Discovery Channel and The History Channel — that consistently finishes in the top 10.

On Monday, we asked viewers to select the three channels they would insist on having if they found themselves stranded on a desert island with a clearly inferior cable system — one that gets only three channels.

Readers responded in unprecedented numbers. (Well, OK, partly because we've never polled viewers on this before.) About 5,000 called in with picks.

Unscientific? You betcha. But the data are relevant and fun to channel-surf through.

The results show that while most viewers have 40 or so choices on their TV, a handful of channels keep popping up at the top of the heap. Despite the overall strength of cable, the network affiliates — especially KGW, thanks to the strength of NBC's top-rated prime-time programs — demonstrate their staying power.

No one channel can claim a landslide. KOPB's winning share was 9

OVERALL RANKING

Here are several types of channels, ordered by their ranking among all programs in the poll.

SPORTS CHANNELS

RANK	CHANNEL
7.	ESPN
23.	ESPN2
29.	Golf Channel
32.	Fox Sports Northwest
61.	Speedvision
77.	CNN Sports/SI
82.	Classic Sports Network
84.	ESPNNews

MUSIC CHANNELS

RANK	CHANNEL
11.	MTV
26.	VH1
38.	Country Music TV
48.	The Nashville Network

NEWS CHANNELS

RANK	CHANNEL
8.	CNN
19.	CNBC
20.	CNN Headline News
33.	Weather Channel
34.	C-Span
36.	MSNBC
40.	Fox News Channel
53.	Northwest Cable News
85.	CNN Financial

The Oregonian

percent, followed by KGW's 8 percent and A&E's 7 percent. But given the massive amount of promotion and publicity the Big Four networks command, it's clear that PBS programs are a solid must-have choice.

Despite those monotonous pitches for donations and OPB's tiny diet of local programming (something that could truly put the "Oregon" in Oregon Public Broadcasting), Portland viewers are passionate about their "Mystery!," "Nova," "Nature" and "Sesame Street." It's a phenomenon that is envied in the national public television arena.

Year after year, OPB consistently

garners the highest prime-time ratings of any PBS system in the country. The Oregonian's poll reflects that.

KOPB is clearly the king among the 40s, 50s and 60s crowd that cast votes. But the station shows strength even among the thirty-somethings and viewers in their 20s (sixth place).

OPB is, after all, a safe haven for children. Unlike the commercial networks, you can plop kids down in front of a PBS station knowing that they won't be seeing people getting shot or getting scared out of their wits by murder and mayhem.

"It's really a way that people see us as being different," OPB spokeswoman Susan Thomas said. "That's something that has come up time and time again when we've done focus-group research."

Surprisingly, Nickelodeon just barely made it into the top 20. With its dual emphasis on children's programming and prime-time reruns, I would have expected it to be in the top 10.

I would have predicted that USA Network, CNN, The Weather Channel and even TNT would have ranked higher than they did. Perhaps the people watching those mainstays were too busy viewing to vote. In the Nielsen ratings (the survey of record), USA, WTBS and TNT usually are measured as the most-watched cable channels.

And the most serious group of viewers? How about those men between the ages of 50 and 59? There isn't a network affiliate in the top four, with ESPN coming in fifth.

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