



**Description**

Cartoon Network is an outrageous environment that celebrates all kinds of youth-targeted entertainment, from original animated series and shorts to the best in action-adventure and anim . Cartoon Network presents branded content that includes premier fantasy-adventure series as well as award-winning comedies.

**Format**

Children, Entertainment

Gender	Col %	Index
Male	60.8	127
Female	39.2	75

Age	Col %	Index
18-34	47.0	160
18-49	82.1	145
25-54	63.0	116
35-64	47.7	90
50 +	17.9	41

Education	Col %	Index
High School Grad or Less	55.7	124
Some College (No Degree)	25.7	83
College Graduate	11.7	89
Beyond College Degree	6.9	62

Race	Col %	Index
White	72.2	88
African American	25.5	174
Other	2.3	72

Household Income	Col %	Index
0-\$19,999	13.1	137
\$20,000-\$29,999	12.6	116
\$30,000-\$39,999	17.5	114
\$40,000-\$49,999	13.2	125
\$50,000-\$74,999	23.6	126
\$75,000-\$99,999	7.5	48
\$100,000-\$149,999	9.8	77
\$150,000-\$249,999	1.9	39
\$250,000 +	0.8	54

Children	Col %	Index
Yes	56.2	138
No	43.8	74

Networks Viewed	Col %	Index
Discovery	70.3	217
Comedy Central	57.5	274
Weather Channel	56.4	188
TNT	56.3	189
History	55.9	178
TBS	54.0	192
Nickelodeon	53.6	370
ESPN	53.0	179
ABC Family	52.5	326
A&E	50.1	181

Source: St. Louis Scarborough Aug08-Jul09

