



Description

G4 offers the last word on gaming, technology, animation, interactivity, and Internet culture. G4 has embraced the male 18-34 audience becoming the cultural filter and ambassador to all things relevant to young guys today.

Format

Entertainment, Lifestyle

Gender	Col %	Index
Male	79.4	166
Female	20.6	40

Age	Col %	Index
18-34	41.4	141
18-49	77.6	137
25-54	61.3	113
35-64	55.9	106
50 +	22.4	52

Education	Col %	Index
High School Grad or Less	56.9	127
Some College (No Degree)	26.7	86
College Graduate	9.1	70
Beyond College Degree	7.3	65

Race	Col %	Index
White	74.2	90
African American	22.0	150
Other	3.8	120

Household Income	Col %	Index
0-\$19,999	12.8	134
\$20,000-\$29,999	9.8	90
\$30,000-\$39,999	6.2	40
\$40,000-\$49,999	5.2	49
\$50,000-\$74,999	23.1	123
\$75,000-\$99,999	13.9	90
\$100,000-\$149,999	25.1	196
\$150,000-\$249,999	3.9	78
\$250,000 +	0.0	0

Children	Col %	Index
Yes	49.1	120
No	50.9	86

Networks Viewed	Col %	Index
Discovery	70.0	216
Spike	69.1	454
TBS	66.5	236
Animal Planet	62.6	384
TNT	59.3	200
Comedy Central	57.9	276
History	57.3	183
AMC	56.5	384
Weather Channel	56.3	187
ABC Family	54.3	337

Source: St. Louis Scarborough Aug08-Jul09

