



Description

As the premier television for games, GSN encourages its viewers to play every day by putting winning within reach for everyone by inviting them to participate and play along through popular original game shows, free downloadable games and skill cash game tournaments.

Format

Entertainment

Gender	Col %	Index
Male	49.5	103
Female	50.5	97

Age	Col %	Index
18-34	31.1	106
18-49	52.1	92
25-54	49.9	92
35-64	48.7	92
50 +	47.9	111

Education	Col %	Index
High School Grad or Less	44.0	98
Some College (No Degree)	36.2	117
College Graduate	14.0	107
Beyond College Degree	5.8	52

Race	Col %	Index
White	74.5	91
African American	25.2	172
Other	0.3	10

Household Income	Col %	Index
0-\$19,999	10.6	111
\$20,000-\$29,999	11.6	107
\$30,000-\$39,999	21.5	140
\$40,000-\$49,999	6.8	64
\$50,000-\$74,999	18.9	101
\$75,000-\$99,999	8.6	56
\$100,000-\$149,999	12.1	94
\$150,000-\$249,999	9.3	188
\$250,000 +	0.6	37

Children	Col %	Index
Yes	37.3	92
No	62.7	106

Networks Viewed	Col %	Index
TBS	65.3	232
Discovery	60.1	186
TNT	59.4	200
Fox News	56.0	221
Weather Channel	55.2	183
History	53.5	171
USA	52.9	222
Comedy Central	51.7	246
FOOD	50.8	237
A&E	49.3	177

Source: St. Louis Scarborough Aug08-Jul09

