

VIEWER  
**PROFILE**



**GENDER**

Male: **41.5%**  
Female: **58.5%**



**HOUSEHOLD INCOME**

\$100K+: **16.1%**  
\$75K - \$99,999: **11.6%**  
\$50K - \$74,999: **15.5%**  
\$30K - \$49,999: **29.9%**



**EDUCATION**

Graduated College: **19.6%**  
Some College: **32.5%**



**HOME OWNERSHIP**

Own Home: **45.4%**  
Rent: **49.0%**



**AGE**

18 – 34: **51.5%**  
35 – 54: **34.9%**  
55+: **13.7%**



**PRESENCE OF CHILDREN**

1+ Child in HH: **51.2%**



**MARITAL STATUS**

Single (Never Married): **48.3%**  
Married: **38.0%**

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, De15-Apr17, Adults 18+, Cable Networks Watched Past 7 Days: MTV.

FEATURED  
**PROGRAMS**

- Total Request Live
- Fear Factor
- Ridiculousness
- Teen Mom
- Catfish: The TV Show
- MTV Video Music Awards
- Are You The One?
- Real World

Program list is a sample from the network. Shows may change or be cancelled without notice. Cancelled shows may still air in repeats.



MTV is the world's premier youth entertainment brand for P12-34. MTV is the cultural home of the millennial generation, music fans and artists, and a pioneer in creating innovative programming for young people. MTV reflects and creates pop culture with its Emmy, Grammy and Peabody award-winning content built around compelling storytelling, music discovery and activism across TV, online and mobile.

## VIEWER PROFILE



### AGE

18 – 34: .....	<b>64.3%</b>
35 – 64: .....	<b>31.0%</b>
65+: .....	<b>2.1%</b>



### HOUSEHOLD INCOME

\$25K - \$39,999: .....	<b>11.9%</b>
\$40K - \$74,999: .....	<b>22.3%</b>
\$75K+: .....	<b>55.7%</b>



### GENDER

Male: .....	<b>38.2%</b>
Female: .....	<b>61.8%</b>



### PRESENCE OF CHILDREN

1 or more in HH: .....	<b>47.6%</b>
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Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience March 2018

## FEATURED

## PROGRAMS

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