

VIEWER
PROFILE



GENDER

Male:	45.8%
Female:	54.2%



HOUSEHOLD INCOME

\$100K+:	11.1%
\$75K - \$99,999:	11.2%
\$50K - \$74,999:	14.7%
\$30K - \$49,999:	31.5%



EDUCATION

Graduated College:	16.5%
Some College:	29.0%



HOME OWNERSHIP

Own Home:	38.4%
Rent:	55.5%



AGE

18 – 34:	54.4%
35 – 54:	34.9%
55+:	10.7%



PRESENCE OF CHILDREN

1+ Child in HH:	52.7%
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MARITAL STATUS

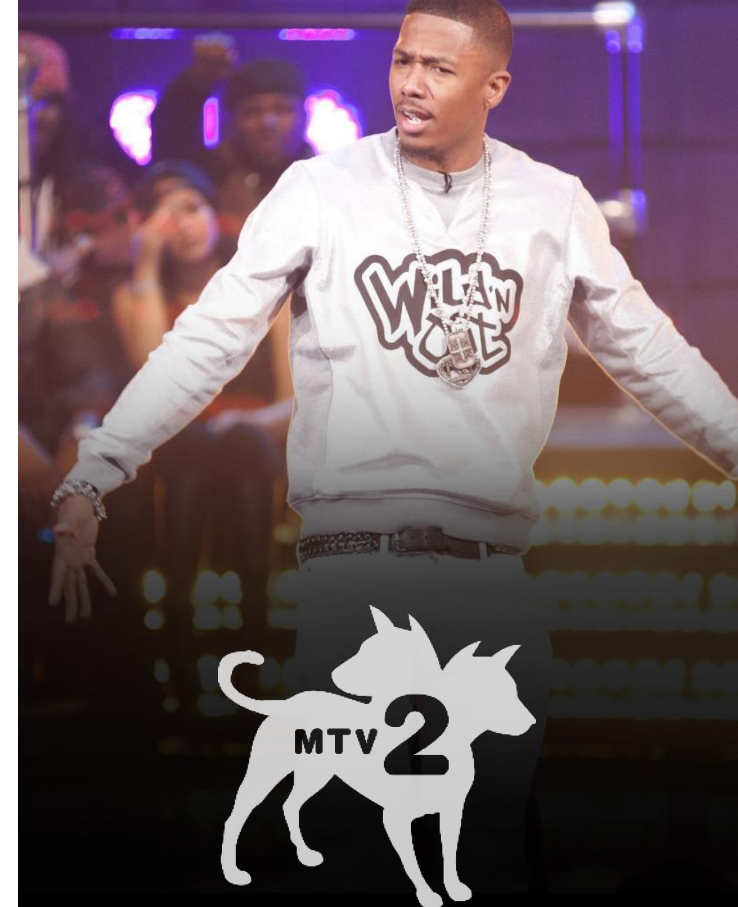
Single (Never Married):	52.2%
Married:	35.1%

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, De15-Apr17, Adults 18+, Cable Networks Watched Past 7 Days: MTV2.

FEATURED
PROGRAMS

- Wild 'N Out
- Not Exactly News
- Shinedown
- Guy Code
- Uncommon Sense Live
- Nitro Circus Live
- World Star TV
- Mac Miller and the Most Dope Family

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. MTV2 drives culture by creating comedy, music and lifestyle entertainment for the millennial guy.