

## VIEWER PROFILE



### TOP THREE TARGET LIFESTYLE GROUPS WATCHING THIS NETWORK BY INDEX\*:

Autumn Years	146 or 46% more likely to watch (than the general population)
Blue Sky Boomers	186 or 86% more likely to watch
Families in Motion	202 or 102% more likely to watch



### GENDER

Male:	42%
Female:	58%



### HOME OWNERSHIP

Own Home:	73%
Rent:	24%



### HOUSEHOLD INCOME

\$100K+:	23%
\$75K - \$99,999:	14%
\$50K - \$74,999:	19%
\$30K - \$49,999:	23%



### AGE

18 – 34:	17%
35 – 54:	30%
55+:	53%



### EDUCATION

Graduated College:	16%
Some College:	35%



### PRESENCE OF CHILDREN

1+ Child in HH:	28%
-----------------	-----



### MARITAL STATUS

Single (Never Married):	19%
Married:	58%

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, Adults 18+, Cable Networks Watched Past 7 Days: CMT. \*Lifestyle Groups are a part of Mosaic USA, a division of Experian that combines lifestyle and interest attributes to create audience groups used by marketers. A high-indexing audience segment for the network does not guarantee that this network will appear on a campaign built using *Audience Intelligence for Local*. Index will vary by geography; metrics shown here represent the US population.

## FEATURED PROGRAMS

- Music City
- Nashville Squares
- Party Down South
- Dallas Cowboys Cheerleaders
- Racing Wives
- CMT Music Awards
- Hot 20 Countdown
- CMT Crossroads

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



CMT is the authority for country music and lifestyle. CMT's programming mix blends hit music franchises, news, live concerts and series that reach the heart of the country audience.