

VIEWER PROFILE



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

Cultural Connections	144 or 44% more likely to watch (than the general population)
Aspirational Fusion	198 or 98% more likely to watch
Thrifty Habits	150 or 50% more likely to watch



GENDER

Male:	43%
Female:	57%



HOME OWNERSHIP

Own Home:	50%
Rent:	45%



HOUSEHOLD INCOME

\$100K+:	24%
\$75K - \$99,999:	16%
\$50K - \$74,999:	14%
\$30K - \$49,999:	23%



AGE

18 – 34:	43%
35 – 54:	40%
55+:	17%



EDUCATION

Graduated College:	22%
Some College:	32%



PRESENCE OF CHILDREN

1+ Child in HH:	47%
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MARITAL STATUS

Single (Never Married):	42%
Married:	43%

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, Adults 18+, Cable Networks Watched Past 7 Days: MTV. *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

- Jersey Shore Family Vacation
- Floribama Shore
- Ex on the Beach
- Teen Mom
- Catfish: The TV Show
- MTV Video Music Awards
- The Hills: New Beginnings
- Are You The One?
- Ridiculousness

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 premiere youth entertainment brand and cultural home of the millennial generation, music fans, and musical artists. The channel reflects and creates pop culture with programming built around compelling storytelling, music discovery, and activism for TV, online, mobile, and more.