

VIEWER PROFILE



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

Cultural Connections	171 or 71% more likely to watch (than the general population)
Aspirational Fusion	232 or 132% more likely to watch
Thrifty Habits	243 or 143% more likely to watch



GENDER

Male:	44%
Female:	56%



HOME OWNERSHIP

Own Home:	43%
Rent:	51%



HOUSEHOLD INCOME

\$100K+:	16%
\$75K - \$99,999:	15%
\$50K - \$74,999:	14%
\$30K - \$49,999:	29%



AGE

18 – 34:	47%
35 – 54:	39%
55+:	14%



EDUCATION

Graduated College:	14%
Some College:	31%



PRESENCE OF CHILDREN

1+ Child in HH:	53%
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MARITAL STATUS

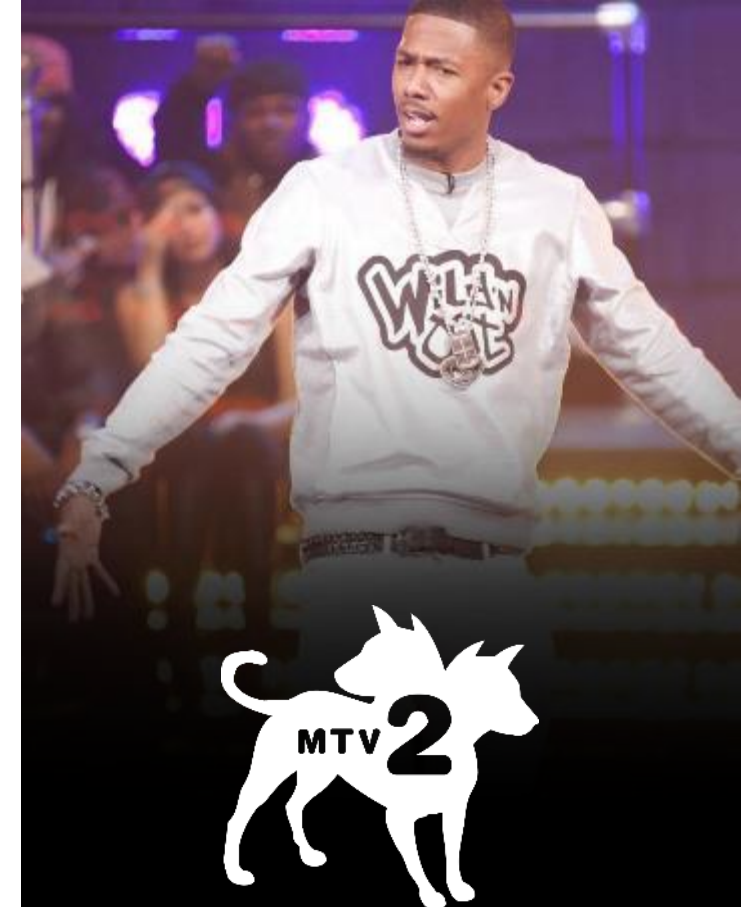
Single (Never Married):	46%
Married:	40%

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, Adults 18+, Cable Networks Watched Past 7 Days: MTV2. *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

- Key & Peele
- Tosh.0
- Movies
- The Jamie Foxx Show
- Cheaters
- Fear Factor
- Crank Yankers
- Reno 911
- Catfish: The TV Show

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



MTV2 showcases youth-oriented programming with classic sitcoms, comedy shows, music-based programming and reality series geared towards keeping Millennial guys entertained.