

VIEWER PROFILE



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

Significant Singles/Singles and Starters **127 or 27% more likely to watch (than the general population)**
 Cultural Connections **148 or 48% more likely to watch**
 Aspirational Fusion **186 or 86% more likely to watch**



GENDER

Male: **40%**
 Female: **60%**



HOME OWNERSHIP

Own Home: **49%**
 Rent: **46%**



HOUSEHOLD INCOME

\$100K+: **23%**
 \$75K - \$99,999: **14%**
 \$50K - \$74,999: **16%**
 \$30K - \$49,999: **25%**



AGE

18 - 34: **48%**
 35 - 54: **38%**
 55+: **14%**



EDUCATION

Graduated College: **23%**
 Some College: **30%**



PRESENCE OF CHILDREN

1+ Child in HH: **51%**



MARITAL STATUS

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

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, Ja18-My19, 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 Busch Family Brewed
- 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 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 for their DIGITAL PROPERTY



AGE:

18 – 34:	75%
35 – 64:	21%
65+:	2%



GENDER

Male:	47%
Female:	53%



HOUSEHOLD INCOME

\$25K – \$99,999:	10%
\$40K–\$74,999:	20%
\$75K+	56%



CHILDREN

1 or more in HH:	42%
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Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience July 2018

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