



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%

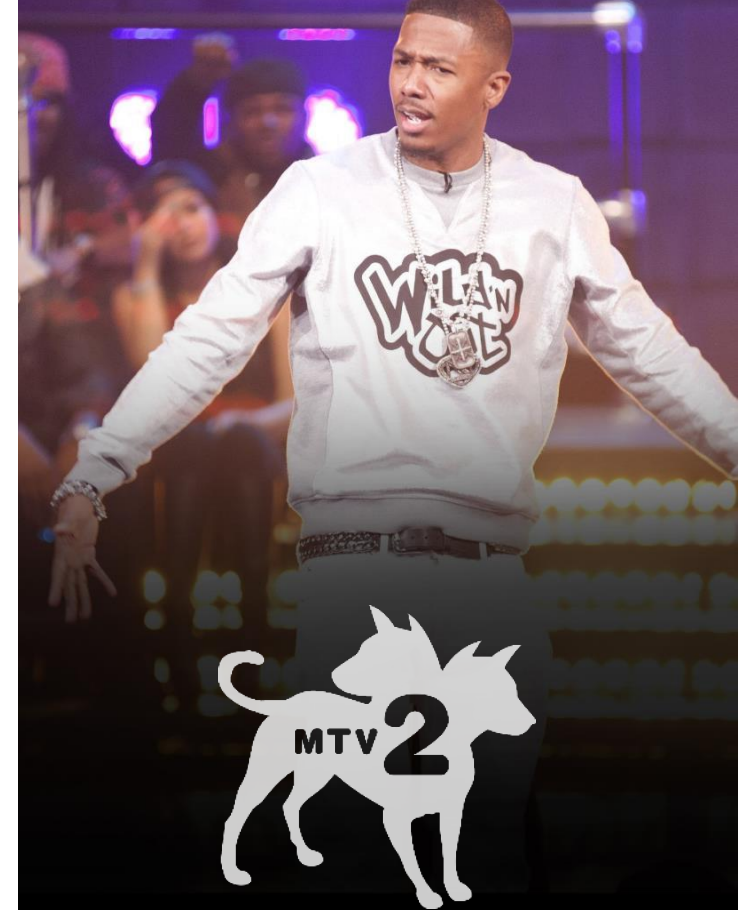
	MARITAL STATUS	
	Single (Never Married):	52.2%
	Married:	35.1%

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.