

CMT

Get country.

Viewer Profile

Age

18 – 34	26%
35 – 54	40%
55+	33%

Gender

Male	46%
Female	54%

Education

Attended College	36%
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Household Income

\$75K+	32%
\$50K - \$74,999	15%
\$30K - \$49,999	19%

Home Ownership

Own Home	74%
Rent Home	22%

Presence of Children

1+ Child in HH	34%
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Median Age 47.0

Median of Household Income 47.6

CMT is the #1 destination for country music fans with the latest in contemporary country music. CMT's programming mix reflects its audience's diverse passions, blending hit music franchises with family, adventure and comedy-oriented series that reach the heart of the country audience. CMT's lineup includes such original series as top-rated *The Singing Bee* and *World's Strictest Parents*, and the network delivers stars like no other on critically-acclaimed shows, including *CMT Crossroads*, *CMT Music Awards* and the concert series *Invitation Only*.

Programming Highlights

- CMT Music Awards
- Smarter than a Fifth Grader
- Dukes of Hazzard
- CMT Crossroads
- Cribs
- The Singing Bee
- Southern Fried Flicks
- Extreme Makeover Home Ed.
- My Big Redneck Wedding



Are You Smarter than a Fifth Grader?



The Singing Bee



Source: The Nielsen Co., National TV Toolbox. Live+SD HH ratings, Cable, 1/1/10-12/31/10. Simmons OneView as of 6/6/11. Base: Adults 18+ Index of 100 = National Norm.