

## Viewer Profile

### Age

18 – 34	63%
35 – 54	28%
55+	9%

### Gender

Male	42%
Female	58%

### Education

Attended College	46%
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### Household Income

\$75K+	40%
\$50K - \$74,999	20%
\$30K - \$49,999	18%

### Home Ownership

Own Home	59%
Rent Home	38%

### Presence of Children

1+ Child in HH	51%
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Median Age . . . . . 30.5

Median of Household Income . . . . 61.2



MTV is the world's premier youth entertainment brand. With a global reach of more than a half-billion households, 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.

## Programming Highlights

- Jersey Shore
- 16 and Pregnant
- Teen Mom
- I Used to be Fat
- Bully Beatdown
- MTV Cribs
- True Life
- R. Dyrdek's Fantasy Factory
- When I was 17
- Silent Library



MTV Cribs



Jersey Shore

