

## Viewer Profile

### Age

18 – 34	55%
35 – 54	36%
55+	9%

### Gender

Male	40%
Female	60%

### Education

Attended College	47%
------------------	-----

### Household Income

\$75K+	40%
\$50K - \$74,999	15%
\$30K - \$49,999	19%

### Home Ownership

Own Home	63%
Rent Home	35%

### Presence of Children

1+ Child in HH	47%
----------------	-----

Median Age . . . . . 32.5

Median of Household Income . . . . 56.0



VH1 connects viewers to the music, artists, pop culture and nostalgia they love. Hit franchises like Tough Love, Celebrity Rehab and For the Love of Ray J, along with marquee awards shows like Divas, Hip Hop Honors and Critics' Choice Movie Awards, not only reflect what's important to music and pop culture - they define it - which is why VH1 is the right source for adults in more than 90 million homes nationwide.

## Programming Highlights

- I Want to Work for Diddy
- Video Music Awards
- For the Love of Ray J
- Celebrity Fit Club
- Tough Love
- Let's Talk about Pep
- Celebrity Rehab
- What Chilli Wants
- Fantasia For Real
- Basketball Wives



For the Love of Ray J



Celebrity Fit Club



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.