

Network Details



MTV is the #1 most-recognized network among young adults. Viewers turn to MTV to find out what is happening and what is next in music and pop-culture. Due to its unpredictable and irreverent on-air environment MTV cultivates an audience of fiercely loyal viewers who don't disconnect. MTV gives young adults everything they are passionate about, from fashion, lifestyle and sports, to attitude, politics, and creativity, all through the prism of music.

Age

18-34	72.2%
35-54	24.7%
55+	3.0%

Gender

Men	61.5%
Women	38.5%

Education

Attended College	34.5%
College Grad +	23.8%

Household Income

\$30-49,999	23.0%
\$50-74,999	21.3%
\$75,000+	33.1%

Home Ownership

Own Home	62.6%
Rent Home	36.5%

Presence of Children

1 + Child in Household	52.2%
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Median Age 27 years

Median Household Income \$55K