



**Description**

MTV is the dynamic, vibrant experiment at the intersection of music, creativity and youth culture. For over 26 years, MTV has evolved, challenged the norm, and detonated boundaries giving each new generation a creative outlet and voice that entertains, informs and unites.

**Format**

Music, Entertainment

Gender	Col %	Index
Male	49.4	103
Female	50.6	97

Age	Col %	Index
18-34	59.3	202
18-49	86.6	153
25-54	63.8	117
35-64	37.9	72
50 +	13.4	31

Education	Col %	Index
High School Grad or Less	57.9	129
Some College (No Degree)	21.6	70
College Graduate	12.1	92
Beyond College Degree	8.4	75

Race	Col %	Index
White	63.4	77
African American	34.5	236
Other	2.1	65

Household Income	Col %	Index
0-\$19,999	9.9	104
\$20,000-\$29,999	12.5	115
\$30,000-\$39,999	15.9	103
\$40,000-\$49,999	4.4	41
\$50,000-\$74,999	23.8	127
\$75,000-\$99,999	13.7	88
\$100,000-\$149,999	13.4	105
\$150,000-\$249,999	5.3	107
\$250,000 +	1.1	70

Children	Col %	Index
Yes	63.0	155
No	37.0	62

Networks Viewed	Col %	Index
VH1	58.3	547
TBS	57.9	205
A&E	57.3	207
Comedy Central	56.7	270
Discovery	56.4	174
MTV2	53.2	701
TNT	49.0	165
History	48.4	155
Nickelodeon	46.0	318
FOOD	45.8	214

Source: St. Louis Scarborough Aug08-Jul09

