



Description

MTV2 is fast-paced, multi-tasked, and inspired by music, the internet and the world of video games. MTV2 is the premiere destination for audiences to find the hottest mix of music videos, long form music programs, exclusive access to their favorite bands, and ground breaking music before it hits mainstream while combining their other passions through a compelling line-up of creative lifestyle and cross platform programming.

Format

Music, Entertainment

Gender	Col %	Index
Male	50.8	106
Female	49.2	95

Age	Col %	Index
18-34	65.5	223
18-49	87.0	153
25-54	57.7	106
35-64	33.0	62
50 +	13.0	30

Education	Col %	Index
High School Grad or Less	63.6	142
Some College (No Degree)	23.3	75
College Graduate	7.9	60
Beyond College Degree	5.1	46

Race	Col %	Index
White	54.7	67
African American	43.6	298
Other	1.7	52

Household Income	Col %	Index
0-\$19,999	12.9	135
\$20,000-\$29,999	12.3	114
\$30,000-\$39,999	15.7	102
\$40,000-\$49,999	4.7	45
\$50,000-\$74,999	15.4	82
\$75,000-\$99,999	7.9	51
\$100,000-\$149,999	20.3	158
\$150,000-\$249,999	9.2	187
\$250,000 +	1.5	95

Children	Col %	Index
Yes	55.9	137
No	44.1	74

Networks Viewed	Col %	Index
MTV	90.2	701
TNT	68.0	229
VH1	66.7	626
TBS	64.8	230
A&E	63.4	229
Comedy Central	60.5	288
FOOD	55.7	260
Discovery	53.8	166
Oxygen	51.5	357
ABC Family	50.3	313

Source: St. Louis Scarborough Aug08-Jul09

