

VIEWER PROFILE



TOP THREE TARGET LIFESTYLE GROUPS WATCHING THIS NETWORK BY INDEX*:

Families in Motion	157 or 57% more likely to watch (than the general population)
Aspirational Fusion	156 or 56% more likely to watch
Thrifty Habits	145 or 45% more likely to watch



GENDER

Male:	55%
Female:	45%



HOME OWNERSHIP

Own Home:	59%
Rent:	37%



HOUSEHOLD INCOME

\$100K+:	26%
\$75K - \$99,999:	16%
\$50K - \$74,999:	15%
\$30K - \$49,999:	23%



AGE

18 – 34:	32%
35 – 54:	40%
55+:	28%



EDUCATION

Graduated College:	21%
Some College:	32%



PRESENCE OF CHILDREN

1+ Child in HH:	41%
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MARITAL STATUS

Single (Never Married):	33%
Married:	50%

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, Adults 18+, Cable Networks Watched Past 7 Days: truTV. *Lifestyle Groups are a part of Mosaic USA, a division of Experian that combines lifestyle and interest attributes to create audience groups used by marketers. A high-indexing audience segment for the network does not guarantee that this network will appear on a campaign built using *Audience Intelligence for Local*. Index will vary by geography; metrics shown here represent the US population.

FEATURED PROGRAMS

- Impractical Jokers
- The Carbonaro Effect
- Tacoma FD
- Adam Ruins Everything
- Hot Ones: The Game Show
- It's Personal with Amy Hogart
- Big Trick Energy
- Fast Foodies
- Top Secret Videos

Program list is a sample from the network. Shows may change or be cancelled without notice. Cancelled shows may still air in repeats.



truTV

truTV takes viewers on a fun ride that surprises and entertains. It delivers a dynamic mix of action, comedy and competition, featuring engaging characters and compelling new worlds that pull you in and leave you wanting more. truTV features popular original series and is a partner in airing the NCAA® Division I Men's Basketball Championship Tournament.