

VIEWER PROFILE



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

| | |
|-------------------------------------|---|
| Families in Motion | 129 or 29% more likely to watch (than the general population) |
| Pastoral Pride/Singles and Starters | 117 or 17% more likely to watch |
| Aspirational Fusion | 185 or 85% more likely to watch |



GENDER

| | |
|---------|-----|
| Male: | 56% |
| Female: | 44% |



HOME OWNERSHIP

| | |
|-----------|-----|
| Own Home: | 56% |
| Rent: | 40% |



HOUSEHOLD INCOME

| | |
|-------------------|-----|
| \$100K+: | 24% |
| \$75K - \$99,999: | 13% |
| \$50K - \$74,999: | 15% |
| \$30K - \$49,999: | 25% |



AGE

| | |
|----------|-----|
| 18 - 34: | 35% |
| 35 - 54: | 38% |
| 55+: | 27% |



EDUCATION

| | |
|--------------------|-----|
| Graduated College: | 20% |
| Some College: | 32% |



PRESENCE OF CHILDREN

| | |
|-----------------|-----|
| 1+ Child in HH: | 42% |
|-----------------|-----|



MARITAL STATUS

| | |
|-------------------------|-----|
| Single (Never Married): | 36% |
| Married: | 46% |

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, Ja18-My19, 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
- I'm Sorry
- Those Who Can't
- At Home with Amy Sedaris

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



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.

VIEWER PROFILE for their DIGITAL PROPERTY



AGE:

| | |
|----------|-----|
| 18 – 34: | 50% |
| 35 – 64: | 43% |
| 65+: | 3% |



GENDER

| | |
|---------|-----|
| Male: | 62% |
| Female: | 38% |



HOUSEHOLD INCOME

| | |
|-------------------|-----|
| \$25K – \$99,999: | 9% |
| \$40K–\$74,999: | 25% |
| \$75K+ | 61% |



CHILDREN

| | |
|------------------|-----|
| 1 or more in HH: | 51% |
|------------------|-----|

Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience July 2018

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