

VIEWER PROFILE



GENDER

Male:	55.0%
Female:	45.0%



HOUSEHOLD INCOME

\$100K+:	19.5%
\$75K - \$99,999:	12.0%
\$50K - \$74,999:	15.9%
\$30K - \$49,999:	27.9%



EDUCATION

Graduated College:	18.3%
Some College:	32.2%



HOME OWNERSHIP

Own Home:	57.8%
Rent:	37.4%



AGE

18 – 34:	33.6%
35 – 54:	39.0%
55+:	27.3%



PRESENCE OF CHILDREN

1+ Child in HH:	43.3%
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MARITAL STATUS

Single (Never Married):	36.9%
Married:	44.8%

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, De15-Apr17, Adults 18+, Cable Networks Watched Past 7 Days: TruTV.

FEATURED PROGRAMS

- Impractical Jokers
- The Carbonaro Effect
- Hack My Life
- Adam Ruins Everything
- Talk Show the Game Show
- Jon Glaser Loves Gear
- Those Who Can't
- Late Night Snack
- 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. truTV has also recently partnered with Top Rank to exclusively televise the network's first ever boxing series.