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## **Network Profile**

truTV is television's destination for real-life stories told from an exciting and dramatic, first-person perspective. The network has been enjoying its best deliveries ever in key demographics. truTV features high-stakes, action-packed originals that give viewers access to places and situations they can't normally experience. truTV targets an audience known as "real engagers," viewers who are eager for thrills, excitement and suspense, with a strong interest in compelling stories and characters.

### **Age Groups**

A 18-34	36%
A 35-54	41%
A 55+	23%
Median Age	41

### **Household Income**

\$75K+	37%
\$50K - \$74,999	16%
\$30K - \$49,999	18%
Median Income	\$54K

### **Education**

Attended College	41%
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### **Presence of Children**

1+ child HH	49%
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### **Home Ownership**

Own Home	59%
Rent Home	35%

### **Gender**

Male	55%
Female	45%