



Description

truTV is the one network where the world of actuality comes alive and the real stories would happen even if the cameras weren't rolling. With high-stakes, action-packed originals in primetime, truTV attracts desirable viewers and gives them unique access to places not typically seen or known.

Format

Entertainment

Gender	Col %	Index
Male	43.8	91
Female	56.2	108

Age	Col %	Index
18-34	43.4	148
18-49	65.8	116
25-54	54.0	99
35-64	46.6	88
50 +	34.2	79

Education	Col %	Index
High School Grad or Less	55.6	124
Some College (No Degree)	28.8	93
College Graduate	8.9	68
Beyond College Degree	6.7	60

Race	Col %	Index
White	79.9	97
African American	19.1	131
Other	0.9	29

Household Income	Col %	Index
0-\$19,999	8.3	87
\$20,000-\$29,999	14.1	130
\$30,000-\$39,999	12.0	78
\$40,000-\$49,999	7.8	74
\$50,000-\$74,999	19.6	105
\$75,000-\$99,999	11.8	76
\$100,000-\$149,999	20.8	162
\$150,000-\$249,999	4.6	94
\$250,000 +	0.9	59

Children	Col %	Index
Yes	60.5	148
No	39.5	67

Networks Viewed	Col %	Index
A&E	69.0	249
History	64.8	207
Discovery	64.3	199
TBS	55.6	197
TNT	53.6	180
Spike	51.8	340
Animal Planet	49.8	306
USA	48.7	204
Oxygen	44.6	309
Syfy	44.2	250

Source: St. Louis Scarborough Aug08-Jul09

