

VIEWER PROFILE



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

Blue Sky Boomers	114 or 14% more likely to watch (than the general population)
Pastoral Pride	149 or 49% more likely to watch
Aspirational Fusion	170 or 70% more likely to watch



GENDER

Male:	27%
Female:	73%



HOME OWNERSHIP

Own Home:	61%
Rent:	36%



HOUSEHOLD INCOME

\$100K+:	19%
\$75K - \$99,999:	12%
\$50K - \$74,999:	17%
\$30K - \$49,999:	28%



AGE

18 - 34:	20%
35 - 54:	33%
55+:	47%



EDUCATION

Graduated College:	18%
Some College:	33%



PRESENCE OF CHILDREN

1+ Child in HH:	34%
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MARITAL STATUS

Single (Never Married):	28%
Married:	47%

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, Ja18-My19, Adults 18+, Cable Networks Watched Past 7 Days: Lifetime. *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

- Dance Moms
- Married at First Sight
- Little Women
- Bride & Prejudice
- The Rap Game
- Marrying Millions
- Bring It!
- Supernanny
- Original Movies

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



Lifetime is a premier entertainment destination for women dedicated to offering the highest quality original programming spanning award-winning movies, high-quality scripted series and breakout non-fiction series. Lifetime has an impressive legacy in public affairs, bringing attention to social issues that women care about.

VIEWER PROFILE for their DIGITAL PROPERTY



AGE:

18 – 34:	45%
35 – 64:	51%
65+:	3%



GENDER

Male:	24%
Female:	76%



HOUSEHOLD INCOME

\$25K – \$99,999:	9%
\$40K–\$74,999:	25%
\$75K+	52%



CHILDREN

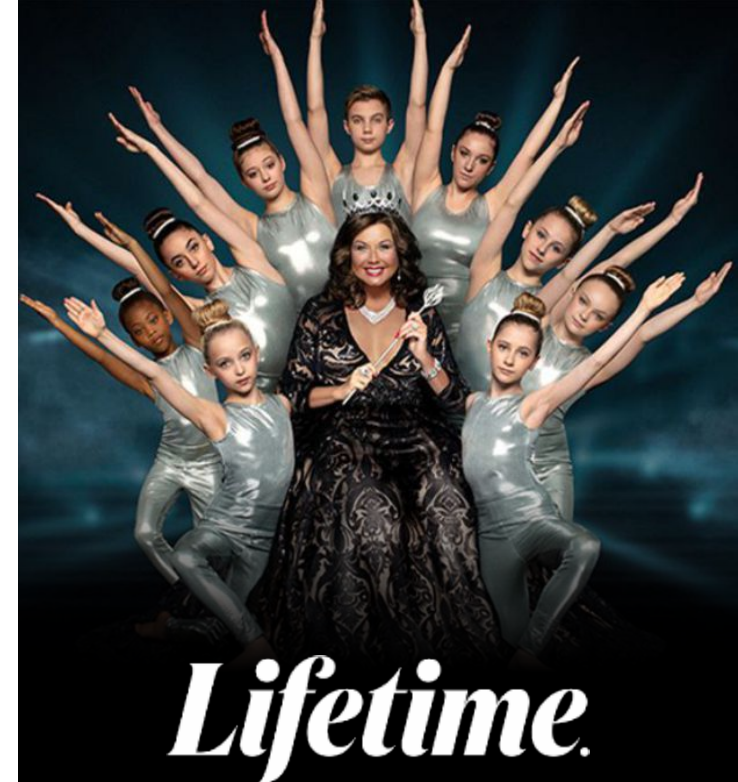
1 or more in HH:	44%
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Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience July 2018

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