

VIEWER PROFILE



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

Pastoral Pride	151 or 51% more likely to watch (than the general population)
Aspirational Fusion	166 or 66% more likely to watch
Thrifty Habits	188 or 88% more likely to watch



GENDER

Male:	27%
Female:	73%



HOME OWNERSHIP

Own Home:	62%
Rent:	35%



HOUSEHOLD INCOME

\$100K+:	18%
\$75K - \$99,999:	14%
\$50K - \$74,999:	17%
\$30K - \$49,999:	26%



AGE

18 – 34:	17%
35 – 54:	31%
55+:	52%



EDUCATION

Graduated College:	16%
Some College:	35%



PRESENCE OF CHILDREN

1+ Child in HH:	32%
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MARITAL STATUS

Single (Never Married):	25%
Married:	49%

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, Adults 18+, Cable Networks Watched Past 7 Days:Lifetime Movie Network. *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

- Don't Mess with Mommy
- Unhappily Ever After
- Wrong Summer Family Vacation
- Stranger Danger
- Homecoming Week
- Shocktober
- Hateful and Grateful
- Slaybells
- Deadly Resolutions

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



LMN is a top entertainment destination for women, featuring a diverse mix of original movies and themed programming inspired by sister network Lifetime's iconic movie heritage. LMN's unique brand of storytelling serves a passionate and loyal audience with a continuous slate of movie genres they've grown to love.