

## VIEWER PROFILE



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

Pastoral Pride	163 or 63% more likely to watch (than the general population)
Aspirational Fusion	159 or 59% more likely to watch
Thrifty Habits	170 or 70% more likely to watch



### GENDER

Male:	29%
Female:	71%



### HOME OWNERSHIP

Own Home:	63%
Rent:	34%



### HOUSEHOLD INCOME

\$100K+:	20%
\$75K - \$99,999:	14%
\$50K - \$74,999:	17%
\$30K - \$49,999:	25%



### AGE

18 – 34:	19%
35 – 54:	34%
55+:	47%



### EDUCATION

Graduated College:	19%
Some College:	34%



### PRESENCE OF CHILDREN

1+ Child in HH:	32%
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### MARITAL STATUS

Single (Never Married):	26%
Married:	49%

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, 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

- Little Women: Atlanta
- Married at First Sight
- Dance It Out
- Marrying Millions
- Supernanny
- Bride & Prejudice
- Original Movies
- Cellmate Secrets
- It's A Wonderful Lifetime

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



# Lifetime.

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.