

VIEWER
PROFILE



GENDER

Male: **26.8%**
Female: **73.2%**



HOUSEHOLD INCOME

\$100K+: **16.8%**
\$75K - \$99,999: **11.6%**
\$50K - \$74,999: **16.1%**
\$30K - \$49,999: **28.5%**



EDUCATION

Graduated College: **19.1%**
Some College: **33.3%**



HOME OWNERSHIP

Own Home: **62.6%**
Rent: **33.8%**



AGE

18 – 34: **22.4%**
35 – 54: **34.5%**
55+: **43.1%**



PRESENCE OF CHILDREN

1+ Child in HH: **34.9%**



MARITAL STATUS

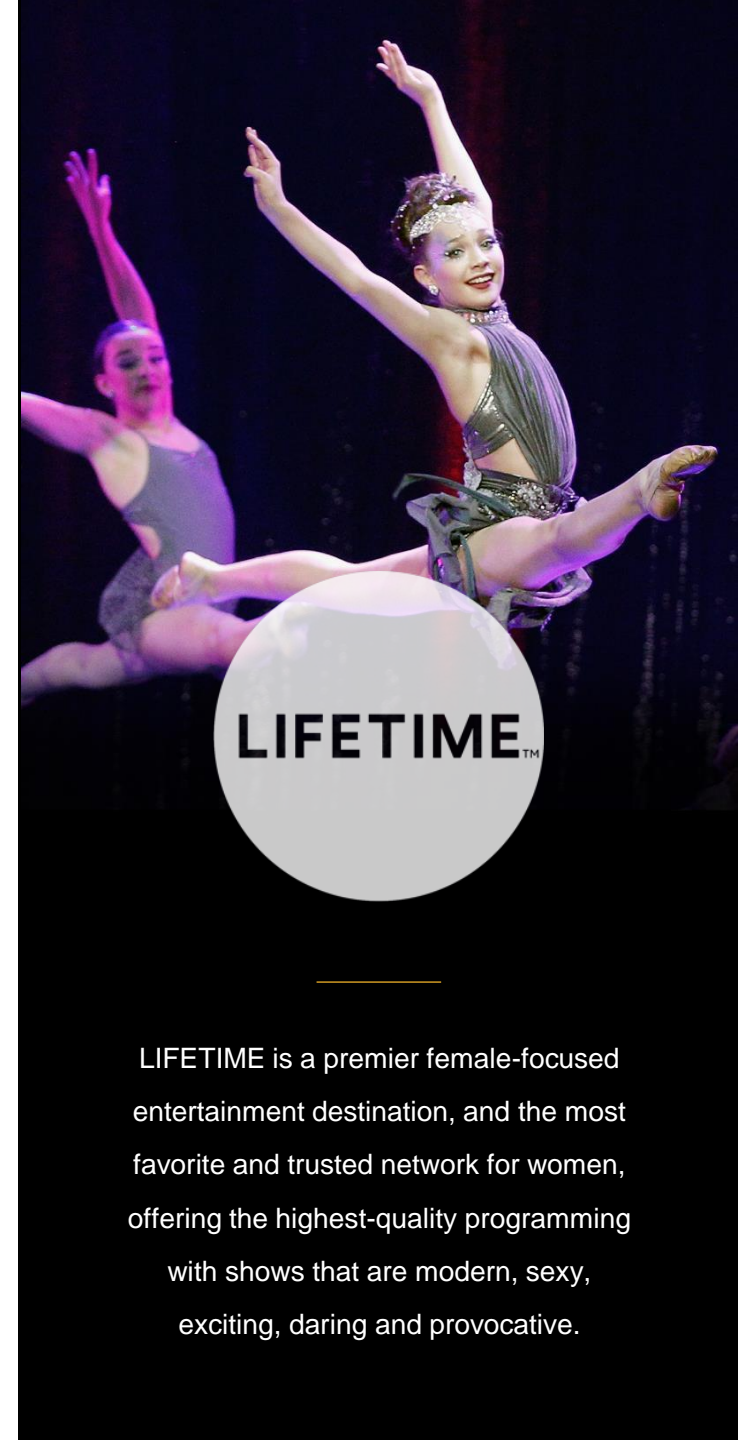
Single (Never Married): **28.7%**
Married: **46.7%**

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, De15-Apr17, Adults 18+, Cable Networks Watched Past 7 Days: Lifetime.

FEATURED
PROGRAMS

- Dance Moms
- Project Runway
- Bring It!
- The Rap Game
- UnREAL
- This Time Next Year
- Little Women
- Married at First Sight
- Glam Masters

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 female-focused entertainment destination, and the most favorite and trusted network for women, offering the highest-quality programming with shows that are modern, sexy, exciting, daring and provocative.

VIEWER PROFILE



AGE

18 – 34:	33.4%
35 – 64:	59.0%
65+:	4.5%



GENDER

Male:	14.0%
Female:	86.0%



HOUSEHOLD INCOME

\$25K - \$39,999:	12.0%
\$40K - \$74,999:	22.6%
\$75K+:	55.9%



PRESENCE OF CHILDREN

1 or more in HH:	40.1%
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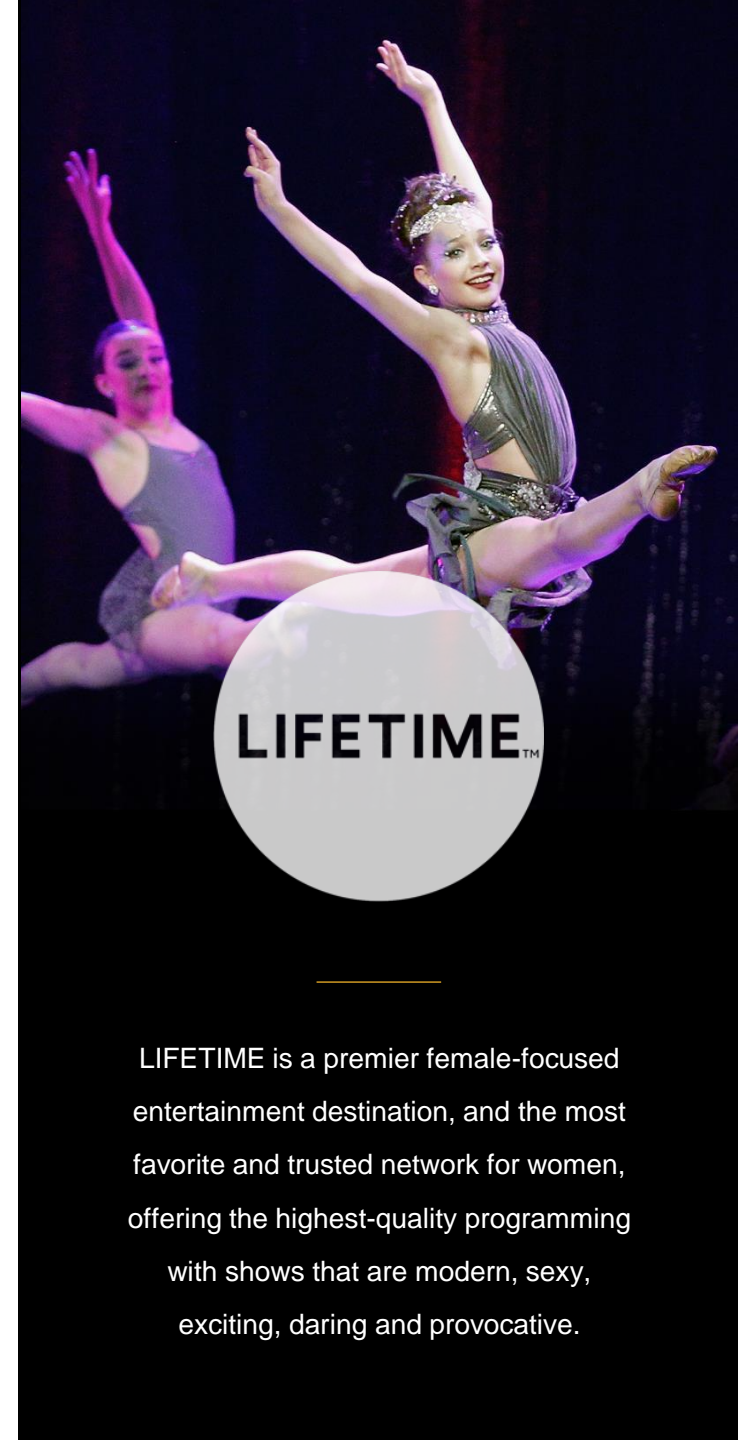
Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience March 2018

FEATURED

PROGRAMS

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