

VIEWER  
**PROFILE**



**GENDER**

Male: **27.8%**  
Female: **72.2%**



**HOUSEHOLD INCOME**

\$100K+: **12.8%**  
\$75K - \$99,999: **10.1%**  
\$50K - \$74,999: **14.6%**  
\$30K - \$49,999: **31.8%**



**EDUCATION**

Graduated College: **16.9%**  
Some College: **33.9%**



**HOME OWNERSHIP**

Own Home: **50.7%**  
Rent: **44.9%**



**AGE**

18 – 34: **29.5%**  
35 – 54: **35.4%**  
55+: **35.2%**



**PRESENCE OF CHILDREN**

1+ Child in HH: **39.7%**



**MARITAL STATUS**

Single (Never Married): **38.8%**  
Married: **37.3%**

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

FEATURED  
**PROGRAMS**

- It Takes a Killer
- Criminal Confessions
- Killision Course
- Cold Justice
- Snapped
- Three Days to Live
- Policewomen Files
- Final Appeal

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



Oxygen Media is a multiplatform crime destination brand for women. Having announced the full-time shift to crime programming in 2017, Oxygen has become the fastest growing cable entertainment network featuring popular unscripted original programming.

## VIEWER PROFILE



### AGE

18 – 34: .....	<b>45.8%</b>
35 – 64: .....	<b>48.5%</b>
65+: .....	<b>5.2%</b>



### GENDER

Male: .....	<b>28.4%</b>
Female: .....	<b>71.6%</b>



### HOUSEHOLD INCOME

\$25K - \$39,999: .....	<b>12.2%</b>
\$40K - \$74,999: .....	<b>25.2%</b>
\$75K+: .....	<b>50.4%</b>



### PRESENCE OF CHILDREN

1 or more in HH: .....	<b>54.2%</b>
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Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience March 2018

## FEATURED

## PROGRAMS

- It Takes a Killer
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Program list is a sample from the network. Shows may change or be cancelled without notice. Cancelled shows may still air in repeats. Ability to view these or any shows may be limited to specific time frames as determined by the network and may be contingent on user having a cable provider login.



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