

Viewer Profile

Age

18 – 34	28%
35 – 54	40%
55+	32%

Gender

Male	28%
Female	72%

Education

Attended College	39%
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Household Income

\$75K+	32%
\$50K - \$74,999	18%
\$30K - \$49,999	16%

Home Ownership

Own Home	68%
Rent Home	30%

Presence of Children

1+ Child in HH	41%
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Median Age 47.7

Median of Household Income 50.4



Oxygen Media is a multiplatform lifestyle brand that delivers relevant and entertaining content to young women, wherever they are. Oxygen is rewriting the rulebook for women's media, with a vast array of unconventional and original content including Bad Girls Club, "Pretty Wicked" and "Tori & Dean: Home Sweet Hollywood."

Programming Highlights

- Bad Girls Club
- Hair Battle Spectacular
- Running Russell Simmons
- Law & Order: Criminal Intent
- Snapped
- America's Next Top Model
- Tori & Dean
- Dance Your Ass Off
- House of Glam
- Love Games



The Bad Girls Club



Tori & Dean: Home Sweet Hollywood



Source: The Nielsen Co., National TV Toolbox. Live+SD HH ratings, Cable, 1/1/10-12/31/10. Simmons OneView as of 6/6/11. Base: Adults 18+ Index of 100 = National Norm.