

## VIEWER PROFILE



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

Pastoral Pride	127 or 27% more likely to watch (than the general population)
Cultural Connections	144 or 44% more likely to watch
Aspirational Fusion	233 or 133% more likely to watch



### GENDER

Male:	26%
Female:	74%



### HOME OWNERSHIP

Own Home:	51%
Rent:	45%



### HOUSEHOLD INCOME

\$100K+:	16%
\$75K - \$99,999:	13%
\$50K - \$74,999:	15%
\$30K - \$49,999:	29%



### AGE

18 - 34:	24%
35 - 54:	34%
55+:	42%



### EDUCATION

Graduated College:	17%
Some College:	33%



### PRESENCE OF CHILDREN

1+ Child in HH:	38%
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### MARITAL STATUS

Single (Never Married):	33%
Married:	43%

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, Ja18-My19, Adults 18+, Cable Networks Watched Past 7 Days: Oxygen. \*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

- In Ice Cold Blood
- Criminal Confessions
- The Witnesses
- Cold Justice
- Snapped
- Mark of a Killer
- Up and Vanished
- The DNA of Murder with Paul Holes
- The Disappearance of...

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 for their DIGITAL PROPERTY



### AGE:

18 – 34:	23%
35 – 64:	69%
65+:	8%



### GENDER

Male:	24%
Female:	76%



### HOUSEHOLD INCOME

\$25K – \$99,999:	18%
\$40K–\$74,999:	12%
\$75K+	64%



### CHILDREN

1 or more in HH:	53%
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Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience July 2018

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