

VIEWER PROFILE



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

Suburban Style	136 or 36% more likely to watch (than the general population)
Aspirational Fusion	228 or 128% more likely to watch
Thrifty Habits	171 or 71% more likely to watch



GENDER

Male:	26%
Female:	74%



HOME OWNERSHIP

Own Home:	57%
Rent:	40%



HOUSEHOLD INCOME

\$100K+:	19%
\$75K - \$99,999:	14%
\$50K - \$74,999:	17%
\$30K - \$49,999:	25%



AGE

18 – 34:	20%
35 – 54:	34%
55+:	46%



EDUCATION

Graduated College:	36%
Some College:	18%



PRESENCE OF CHILDREN

1+ Child in HH:	34%
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MARITAL STATUS

Single (Never Married):	30%
Married:	43%

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