

Network Details



Oxygen is the first and only network to unite the core energies of advocacy, technology, news and entertainment for female audiences, both on TV and online. Oxygen connects women to their whole world with shows that are funny, wise, provocative, clever, and that reflect the best that women see in themselves such as their passion for life.

Age

18-34 33%
35-54 44%
55+ 23%

Gender

Men 29%
Women 71%

Education

College Grad + 26%
Attended College 33%

Household Income

\$75K + 31%
\$50K – \$74,999 24%
\$30K – \$49,999 22%

Home Ownership

Own Home 72%
Rent Home 27%

Presence of Children

1 + Child in Household 42%

Median Age 42

Median Household Income \$55,000