



Description

Oxygen was launched in 2000 to fill a void in the television landscape, creating a network targeted to younger women. Oxygen is rewriting the rule book for women's television, with a vast array of unconventional and original programming including "The Bad Girls Club," and "Tori & Dean: Home Sweet Hollywood."

Format

Entertainment, Lifestyle

Gender	Col %	Index
Male	30.9	64
Female	69.1	133

Age	Col %	Index
18-34	36.6	125
18-49	62.0	109
25-54	61.2	112
35-64	49.6	94
50 +	38.0	88

Education	Col %	Index
High School Grad or Less	51.5	115
Some College (No Degree)	29.4	95
College Graduate	11.6	89
Beyond College Degree	7.5	67

Race	Col %	Index
White	67.0	82
African American	29.6	202
Other	3.4	107

Household Income	Col %	Index
0-\$19,999	9.6	101
\$20,000-\$29,999	14.5	134
\$30,000-\$39,999	16.8	110
\$40,000-\$49,999	7.2	68
\$50,000-\$74,999	21.1	112
\$75,000-\$99,999	13.2	85
\$100,000-\$149,999	12.7	99
\$150,000-\$249,999	4.3	88
\$250,000 +	0.6	40

Children	Col %	Index
Yes	44.2	108
No	55.8	94

Networks Viewed	Col %	Index
TNT	63.9	215
TBS	62.0	220
A&E	56.9	205
Lifetime Movie	56.9	324
Lifetime	51.5	284
History	51.3	164
Discovery	47.2	146
ABC Family	44.0	273
Syfy	42.1	238
Weather Channel	41.8	139

Source: St. Louis Scarborough Aug08-Jul09

