



National Media Spots Inc.

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Network Profile

OWN is a connected global community of viewers, informed by Oprah Winfrey's heart and creative instincts. OWN is depth with edge. Heart. Star power. Connection. And endless possibilities.

Age Groups

A 25-54	24%
A 18-49	16%
A 35-64	46%
Median Age	64

Household Income

\$75K+	57%
\$100K	46%
\$125K	36%
Median Income	\$83K

Education/Occupation

4 + Years College	35%
White Collar Workers	25%
Blue Collar Workers	7%
Professional/Managerial	37%

Home & Family

HH w/Children	32%
HH Size 4+	33%
Home Owner	67%
Per Owner	47%

Gender

Male	28%
Female	72%

Race & Ethnicity

White	48%
African American	42%
Hispanic	4%

Featured Programs

Family or Fiance	The Never Ever Mets	#Somebody's Son
Love & Marriage: Detroit	Ready to Love	Belle Collective
First Time Buyers Club	Super Soul Sunday	All The Single Ladies