

## THE OPRAH WINFREY NETWORK DEMOGRAPHICS

# A DESIRABLE AUDIENCE

Women Worth Talking To

TOTAL AUDIENCE: 10,959,000 | FEMALE/MALE: 88%/12%

	AUD (000)	COMP (%)
18 - 34	2,216	20%
35 - 44	1,923	18%
45 - 54	2,545	23%
18 - 49	5,345	49%
25 - 54	5,773	53%
55+	4,275	39%
Median Age	50.5	
HHI \$75K+	4,903	45%
HHI \$100K+	3,451	32%
Median HHI	\$66,797	
Any College	7,793	71%
Employed	6,596	60%
Professional/Managerial	3,113	28%
Children in Household	4,122	38%

Source: GfK MRI Doublebase 2015; Print & Tablet Readers