

VIEWER PROFILE



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

Power Elite	138 or 38% more likely to watch (than the general population)
Flourishing Families	130 or 30% more likely to watch
Booming With Confidence	136 or 36% more likely to watch



GENDER

Male:	38%
Female:	62%



HOME OWNERSHIP

Own Home:	78%
Rent:	19%



HOUSEHOLD INCOME

\$100K+:	36%
\$75K - \$99,999:	17%
\$50K - \$74,999:	17%
\$30K - \$49,999:	18%



AGE

18 – 34:	18%
35 – 54:	33%
55+:	49%



EDUCATION

Graduated College:	32%
Some College:	35%



PRESENCE OF CHILDREN

1+ Child in HH:	29%
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MARITAL STATUS

Single (Never Married):	19%
Married:	62%

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, Adults 18+, Cable Networks Watched Past 7 Days: HGTV. *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

- Property Brothers
- My Lottery Dream Home
- Christina on the Coast
- Love It or List It
- Flip or Flop
- Beachfront Bargain Hunt
- House Hunters
- Good Bones
- Home Town

Program list is a sample from the network. Shows may change or be cancelled without notice. Cancelled shows may still air in repeats.



Whether they want to reinvent and transform their own spaces or sneak a peek inside the homes of their neighbors, viewers who are passionate about home will find a plethora of programming options on HGTV. HGTV delivers the superstar experts, fascinating families, compelling renovations and stunning transformations that make all things home fun.