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Network Profile

Whether they want to reinvent and transform their own spaces or sneak peek inside homes of their neighbors, viewers who are passionate about home will find a plethora of programming options on HGTV. The network is producing more than 800 hours of series and specials that focus on fun, entertaining stories and authentic homeowner experiences.

Age Groups

A 18-49	15%
A 25-54	20%
A 35-64	41%
Median Age	65

Household Income

\$75K+	81%
\$100K+	69%
\$125K+	56%
Median Income	\$118K

Education/Occupation

4+ Years College	46%
White Collar Workers	30%
Blue Collar Workers	7%
Professional/Managerial	41%

Home & Family

HH w/Children	39%
HH Size 4+	38%
Home Owner	80%
Pet Owner	69%

Gender

Male	32%
Female	68%

Race & Ethnicity

White	72%
African American	15%
Hispanic	6%

Featured Programs

Fixer To Fabulous	Home Town Takeover	House Hunters
Married to Real Estate	Help! I Wrecked My House!	No Demo Reno
Maine Cabin Masters	My Lottery Dream Home	Hometown