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Network Profile

As the country's leading destination for quality, feel-good entertainment, Hallmark Channel delivers on the 100-year legacy of the Hallmark brand. The network's lineup of signature original content includes movies, primetime scripted series, and specials. Dedicated to helping viewers celebrate holidays, seasons, and life's special moments, Hallmark Channel is home to a host of annual programming events, including the highly successful Countdown to Christmas, which has become a pop culture phenomenon and a beloved holiday tradition for millions of viewers.

Age Groups

P 2-17	21%
A 18-34	3%
A 35-44	5%
A 45-54	10%
A 55-64	21%
A 65+	60%
Median Age	67

Household Income

HHI \$75K+	39%
HHI \$100K+	28%
HHI \$125K+	19%
Median HHI	\$59k

Gender

Male	24%
Female	76%

Household

w/Children	12%
A/B Counties	66%
4+ Years College	28%
Professional/Managerial	27%
Own Home	79%

Race/Ethnicity/Diversity

Black	14%
Hispanic	5%
Asian	2%
LGBTQ+	1%

Featured Programs

Journey To You	The Chicken Sisters	Reba
Hearts Around The Table	The Golden Girls	Frasier
The Way Home	When Calls The Heart	Cheers