



## Viewer Profile

### Age

18 – 34	19%
35 – 54	43%
55+	38%

### Gender

Male	31%
Female	69%

### Education

Attended College	52%
------------------	-----

### Household Income

\$75K+	45%
\$50K - \$74,999	18%
\$30K - \$49,999	19%

### Home Ownership

Own Home	80%
Rent Home	17%

### Presence of Children

1+ Child in HH	34%
----------------	-----

Median Age . . . . . 49.9

Median of Household Income . . . . . 68.0

HGTV makes everyone feel at home everywhere - no matter where they live, work or play. Providing a wide range of lifestyle entertainment that showcases practical advice and fresh ideas from diverse experts in design, architecture, building/remodeling, real estate and more, HGTV inspires viewers to reinvent and transform their own communities, workplaces and shared spaces. Through programming that highlights the authentic stories and relevant situations that impact the design, remodeling, landscaping, buying or selling of a home, HGTV gives viewers a peek into the lives, relationships and creative passions of the human family.

## Programming Highlights

- Design Star
- All-American Handyman
- Holmes: Lien On Me
- House Hunters
- Tough as Nails
- Property Virgins
- Selling New York
- Divine Design
- My First Place
- For Rent



House Hunters



Design Star



Source: The Nielsen Co., National TV Toolbox. Live+SD HH ratings, Cable, 1/1/10-12/31/10. Simmons OneView as of 6/6/11. Base: Adults 18+ Index of 100 = National Norm.