

Network Details



No other network covers everything related to the home and its surrounding gardens better than Home and Garden Television. With a line-up that consists of almost 100% original programming, HGTV features an array of series that inform, inspire and entertain. In addition to do-it-yourself projects and more complex design ideas, there are also shows dedicated to gardening, antiques and collectibles, cooking and crafts. Whether it's tips on the latest trends in interior decorating or useful information on the perfect gift, HGTV is there with high quality series and specials.

Age

18-34 24%
35-54 48%
55+ 28%

Gender

Men 35%
Women 65%

Education

College Grad + 30%
Attended College 31%

Household Income

\$75K + 41%
\$50K – \$74,999 23%
\$30K – \$49,999 19%

Home Ownership

Own Home 85%
Rent Home 14%

Presence of Children

1 + Child in Household 42%

Median Age 46

Median Household Income \$66,000