**TELEVISION PROFILE**

1.6 MILLION WEEKLY VIEWERS

- 54% female
- 46% male
- 96% own homes
- $76,800 median income

25TH Season
2 Daytime Emmy nominations

AIRING IN 91% OF THE U.S.

STREAMING TO AN AUDIENCE OF 132+ MILLION ACROSS MULTIPLE PLATFORMS & FAST CHANNELS

- Take action after watching Today’s Homeowner TV. (81% conduct at least one project and 57% go online to search about a featured product or brand.)
- 98%
- Have bought a product featured on Today’s Homeowner.
- 45%
- Consider buying a product featured on Today’s Homeowner.
- 52%
- Spend more time investing in their home than 5 years ago.
- 79%

Sources: Feb 2022 + May 2022 Nielsen Sweeps & Today’s Homeowner Audience Survey by Research Solutions Inc.