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**MAGNOLIA  
NETWORK**

## **Network Profile**

Magnolia Network broadcasts personality-based lifestyle programs related to topics such as home construction, renovation, and cuisine. Enjoy a collection of inspiring original series curated by Chip and Joanna Gaines featuring some of the country's most trusted experts from home and design, food and gardening, the arts, and more.

### **Age Groups**

A 18-49	14%
A 25-54	21%
A 54+	76%
Median Age	64

### **Household Income**

\$75K+	76%
\$100k+	55%
\$125k+	40%
Median Income	\$97.7k

### **Household**

4+ Years College	35%
HH w/Children	40%
A/B Countries	67%
Prof/Managerial	36%
Owns Home	85%

### **Diversity/Inclusion**

Black	10%
Hispanic	9%
Asian	2%
LGBTQ+	2%

### **Gender**

Male	36%
Female	64%

### **Featured Programs**

Maine Cabin Masters	In With The Old	Restoration Road
Fixer Upper: Welcome Home	The Lost Kitchen	Family Dinner
The Craftsman	Inn The Works	Van Go