



**'UGLIEST HOUSE IN AMERICA' STARRING ACTRESS AND COMEDIAN RETTA  
DELIVERS POWERFUL RATINGS PERFORMANCE FOR HGTV**

**New York [January 13, 2022]** *Ugliest House in America*, HGTV's five-part event series following actress, comedian and design enthusiast [Retta](#) on a cross-country tour to find the nation's "ugliest house," delivered a .67 live plus three-day rating among P25-54 and a .86 live plus three-day rating among W25-54 in its 10 p.m. time slot from Monday, January 3, through Friday, January 7. Series ratings among both P25-54 and W25-54 reflected more than an 84 percent increase over the prior six weeks. And, among upscale W25-54, the series saw a 90 percent increase over the prior six weeks, delivering a .93 L3 rating in its time slot.

Close to 11 million viewers watched *Ugliest House in America* during its run, with the January 7 finale ranking as the #1 cable program among P25-54, W25-54, HH, P2+, upscale P25-54, upscale W25-54, upscale M25-54, upscale HH, and upscale P2+ in the time period. In addition to Retta, the finale episode also featured HGTV star [Alison Victoria](#) as she spearheaded the \$150,000 renovation for the "ugliest house in America."

Throughout its run, the series was a Top 3 cable program among several key demos, including P25-54, W25-54, M25-54, HH, P2+, upscale P25-54, upscale W25-54, upscale M25-54, and #1 among upscale HH, and upscale P2+.

"The impressive ratings performance for *Ugliest House in America* is an affirmation of the fun, gee whiz, gawker programming that audiences want now," said Jane Latman. "Retta struck the light-hearted, humorous tone that we hoped to achieve during every house tour — perfectly channeling viewer eye rolls, jaw drops and unspoken expletives. We haven't laughed that much in a long time."

*Ugliest House in America*, which is available to stream on [discovery+](#), featured tours of 12 properties that were nominated by homeowners who believe their design-challenged home is one of the worst in the country. During the series, Retta shared her hilarious reviews of each unsightly home and commented on failed flips, gaudy designs and heinous hodge-podge horrors. Based on its ugly appearance, poor functionality and surprising design choices, one house was deemed the "ugliest house in America" by HGTV and the network awarded its owners a full home renovation.

The series also performed well on HGTV's digital platforms. On social media, videos promoting the episode generated 1.2 million views across HGTV's [Facebook](#), [Instagram](#) and [Twitter](#) accounts.

*Ugliest House in America* is produced by Big Fish Entertainment.

## **ABOUT HGTV**

HGTV delivers families with relatable stories, superstar real estate and renovation experts and amazing home transformations that inspire a passionate audience. For anyone seeking entertaining and aspirational home and lifestyle content, HGTV is the place to be. HGTV offers: a top 10 cable network that is distributed to 81.5 million U.S. households; a website, [HGTV.com](https://www.hgtv.com), that attracts an average of 9.7 million people each month; a social footprint of 27 million; HGTV Magazine, a monthly publication that reaches more than one million readers; and exclusive collections of home-oriented products through the HGTV Home® consumer products line. HGTV content also is available on [discovery+](https://www.discovery.com/discovery-plus), the definitive non-fiction, real life subscription streaming service. discovery+ is available on a variety of platforms and devices, including ones from Amazon, Apple, Google, Microsoft, Roku and Samsung.

Viewers can become fans of HGTV and interact with other home improvement enthusiasts through [Facebook](https://www.facebook.com/hgtv), [Twitter](https://twitter.com/hgtv), [Pinterest](https://www.pinterest.com/hgtv), [Instagram](https://www.instagram.com/hgtv) and [TikTok](https://www.tiktok.com/@hgtv). HGTV is owned by Discovery, Inc., a global leader in real life entertainment spanning 220 countries and territories, whose portfolio also includes Discovery Channel, Food Network, TLC, Investigation Discovery, Travel Channel, MotorTrend, Animal Planet, Science Channel, and the multi-platform JV with Chip and Joanna Gaines, Magnolia Network, as well as OWN: Oprah Winfrey Network.###

### Media Contacts:

Amy Hammontree / [amy\\_hammontree@discovery.com](mailto:amy_hammontree@discovery.com) / 8655-560-4639

Kelly Rivezzi / [kelly\\_rivezzi@discovery.com](mailto:kelly_rivezzi@discovery.com) / 908-531-5935