



## **'LOVE IT OR LIST IT' RETURNS WITH STRONG RATINGS FOR HGTV ON MONDAY, SEPT. 5**

**New York [Sept. 12, 2022]** The Sept. 5 season opener of HGTV's smash hit series [Love It or List It](#), starring designer [Hilary Farr](#) and real estate expert [David Visentin](#), garnered a .56 live plus three-day rating among P25-54 and a .85 live plus three-day rating among W25-54. This strong season premiere performance reflected impressive double-digit ratings gains of 60 percent among P25-54 and 77 percent among W25-54 over the prior six weeks. The episode, which attracted more than 3.4 million total viewers, also delivered a .64 L3 rating among upscale P25-54 and a .96 L3 rating among upscale W25-54, gains of 49 percent and 72 percent respectively over the previous six weeks. And, in its 9-10 p.m. timeslot, *Love It or List It* ranked as a top 5 non-news/sports cable premiere among P25-54, W25-54, upscale P25-54 and upscale W25-54.

"Hilary and David have a competitive, quick-witted and humorous work relationship that draws us in and is beyond entertaining to watch," said Loren Ruch, group senior vice president, programming & development, HGTV. "*Love It or List It* also appeals to everyone who loves both home renovation and real estate, and this magic formula is why the series is appointment viewing for millions of fans."

*Love It or List It* also delivered strong engagement across HGTV's digital platforms, with content promoting the Sept. 5 episode generating more than 203K video views across the net's [Facebook](#), [Twitter](#) and [Instagram](#) accounts and more than 93K page views on [HGTV.com](#). In addition, *Love It or List It* is the #1 most-watched series on HGTV GO since the Sept. 5 premiere.

New episodes of *Love It or List It* air Mondays at 9 p.m. ET/PT on HGTV and are available to stream every Monday on [discovery+](#). Fans also can stream all past seasons on [discovery+](#). On Sept. 12, a special 90-minute episode will spotlight Hilary's renovation of a quaint North Carolina cottage into her dream home, while David will take on the challenge of convincing her to trade in the fixer-upper for a move-in ready house.

*Love It or List It* is produced by Big Coat Media.

### **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 77 million U.S. households; a website, [HGTV.com](#), that attracts an average of 9.6 million people each month; a social footprint of 28 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+](#), the definitive non-fiction, real life subscription streaming service available on most mobile and connected TV devices.

Viewers can become fans of HGTV and interact with other home improvement enthusiasts through [Facebook](#), [Twitter](#), [Pinterest](#), [Instagram](#) and [TikTok](#). HGTV is owned by Warner Bros. Discovery, a leading global media and entertainment company available in more than 220 countries and territories and 50 languages whose portfolio also includes Discovery Channel, CNN, DC, Eurosport, HBO, HBO Max, Food Network, OWN, Investigation Discovery, TLC, Magnolia Network, TNT, TBS, truTV, Travel Channel, MotorTrend, Animal Planet, Science Channel, Warner Bros. Pictures, Warner Bros. Television, Warner Bros. Games, New Line Cinema, Cartoon Network, Adult Swim, Turner Classic Movies, Discovery en Español, Hogar de HGTV and others. For more information, please visit [www.wbd.com](http://www.wbd.com).

###

Media Contacts:

Lynne Davis Adeyemi / [lynne\\_davis@discovery.com](mailto:lynne_davis@discovery.com) / 917-446-7719  
Chelsey Riemann / [chelsey\\_riemann@discovery.com](mailto:chelsey_riemann@discovery.com) / 865-607-4188