**PBS Affluents rank #1 in personal travel, entertainment, dining & leisure, home & garden and vehicle purchases!**

PBS Affluents have a median household income of $148K and 40% have a post-graduate degree!

- 53% spend on Travel
- 49% spend on Entertainment, Dining & Leisure
- 38% spend on Home & Garden
- 40% spend on cars & trucks, leasing vehicles & hybrid vehicles.

2015 IPSOS Affluent Survey USA

**SCC PRIMETIME**

**WEEKDAYS 8pm-11pm**
- Tue: Making It Grow
- Tue: Expeditions with Patrick McMillan
- Tue: Travels with Darley
- Tue: New Environmentalists - The Series
- Tue: Rick Steves’ Europe
- Tue: Growing A Greener World
- Wed: A Chef’s Life
- Wed: Family Ingredients
- Thu: Start Up

**SCC FRINGE**

**WEEKENDS 5-7pm:** (Varies)
- Sat: Making it Grow
- Sat: Fishing Behind the Lines
- Sat: Expeditions with Patrick McMillan

**ETVW FRINGE**

**WEEKENDS 5-6pm:** (Varies)
- Sat: Ask This Old House
- Sat: Motorweek
- Sun: Nigella: at My Table
- Sun: Martha Bakes

**ETVW DAYTIME**

M-F: 9:30am - Sit and Be Fit
M-F: 3:30pm - Classical Stretch: The Esmond Technique
Thu: 10am Ecosense for Living
Thu: 10:30am Natural Heroes
Sat: 10am Samantha Brown’s Places to Love
Sat: 10:30am Rick Steves’ Europe

**WEEKENDS 6-8pm:** (Varies)
- Sat: Woodwright’s Shop
- Sat: Chef’s Life
- Sat: Martha Stewart’s Cooking School
- Sat: Martha Bakes
- Sun: Chef’s Life
- Sun: Mind of a Chef
- Sun: Great British Baking Show Seasons 4 & 5

**How-to Programming**

Travel - Cook - Home Improvement - Crafts - Garden - Lifestyle...

All schedules subject to change without notice.

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2015 IPSOS Affluent Survey USA

**ETV PRIMETIME**

**WEEKDAYS 9pm-11pm**
- Fri: Great British Baking Show Season 5 (Jun 22)
- Fri: Food Flirts (Jul 6)

**ETV FRINGE**

**WEEKDAYS 7pm-8pm**
- Mon: Globe Trekker
- Tue: Making It Grow!
- Wed: Travels with Darley
- Wed: Visionkeepers
- Wed: Expeditions with Patrick McMillan
- Thu: Rick Steves’ Europe
- Fri: Samantha Brown’s Places to Love

**ETV DAYTIME**

Saturday 8am-6pm: (Varies)
- Sewing & Quilting
- Home Improvement
- Woodworking
- Gardening & Landscaping
- Cooking & Baking
- Home Decor & Crafting

**HOW-TO PROGRAMMING**

FOR INFORMATION ON BECOMING A SPONSOR:

MIDLANDS: Angela Wingard | 803.737.3404 | awingard@sctv.org
LOWCOUNTRY: Heather Parker Pound | 843.729.5297 | hpound@sctv.org

MAY 21, 2018
Programming Summary for Create
Each month the Create schedule draws upon up to a total of 77 series, not including the special Saturday and Sunday marathons which utilize additional programming resources. The schedule contains the following genres: cooking, travel, home improvement (including woodworking) gardening and crafting (including sewing, quilting, painting, scrapbooking and home décor). The schedule contains at least 29 cooking series; 25 travel series; 2 home improvement series; 5 woodworking series; 3 gardening series; and 13 arts and crafts series. Schedule may vary each month.

@create : DAYTIME
Create TV weekday programs on SCC air in repeating 6 hour blocks. Asterisk (*) indicates the number of 30 minute programs within each time block per day.

WEEKDAYS 6am-8pm
6am - Sewing
6:30am - Painting
7-9am - Cooking
9-10am - Travel
10-11am - Woodworking
11am-12pm - Home Décor/Crafting/Lifestyle
(12pm-6pm is a repeat of 6am-12pm except 4pm & Sundays)
4pm - Rick Steves' Europe

WEEKENDS 6am-5pm:
Saturday
6am-12pm - Weekly Themed Create Marathons
12pm-5pm - Variety of miscellaneous repeats of weekday programming
Sunday
12pm-5pm - Create Marathon repeats
Detailed Marathon schedule provided upon request.

@create : OVERNIGHT
MON-SUN Midnight to-6am:
All through the night on SC Channel viewers can watch repeats of Create TV’s primetime schedule (only available during the overnight on SCC) with a variety of miscellaneous repeats of Saturday Marathon programs

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