

## VIEWER PROFILE



### GENDER

Male:	47.0%
Female:	53.0%



### HOUSEHOLD INCOME

\$100K+:	24.2%
\$75K - \$99,999:	14.9%
\$50K - \$74,999:	17.8%
\$30K - \$49,999:	23.1%



### EDUCATION

Graduated College:	24.7%
Some College:	32.5%



### HOME OWNERSHIP

Own Home:	74.7%
Rent:	22.2%



### AGE

18 – 34:	21.3%
35 – 54:	39.2%
55+:	39.5%



### PRESENCE OF CHILDREN

1+ Child in HH:	37.7%
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### MARITAL STATUS

Single (Never Married):	22.3%
Married:	60.1%

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, De15-Apr17, Adults 18+, Cable Networks Watched Past 7 Days: DIY Network.

## FEATURED PROGRAMS

- Rehab Addict
- Garage Gold
- Holmes & Holmes
- Yard Crashers
- Restored
- The Vanilla Ice Project
- Renovation Realities
- Texas Flip N Move

Program list is a sample from the network. Shows may change or be cancelled without notice. Cancelled shows may still air in repeats.



DIY Network, from the makers of HGTV and Food Network, is the go-to destination for rip-up, knock-out home improvement television. DIY Network's programming covers a broad range of categories, including home improvement and landscaping.

## VIEWER PROFILE



### AGE

18 – 34: .....	27.9%
35 – 64: .....	61.9%
65+: .....	10.0%



### GENDER

Male: .....	35.8%
Female: .....	64.2%



### HOUSEHOLD INCOME

\$25K - \$39,999: .....	7.4%
\$40K - \$74,999: .....	23.6%
\$75K+: .....	63.5%



### PRESENCE OF CHILDREN

1 or more in HH: .....	51.9%
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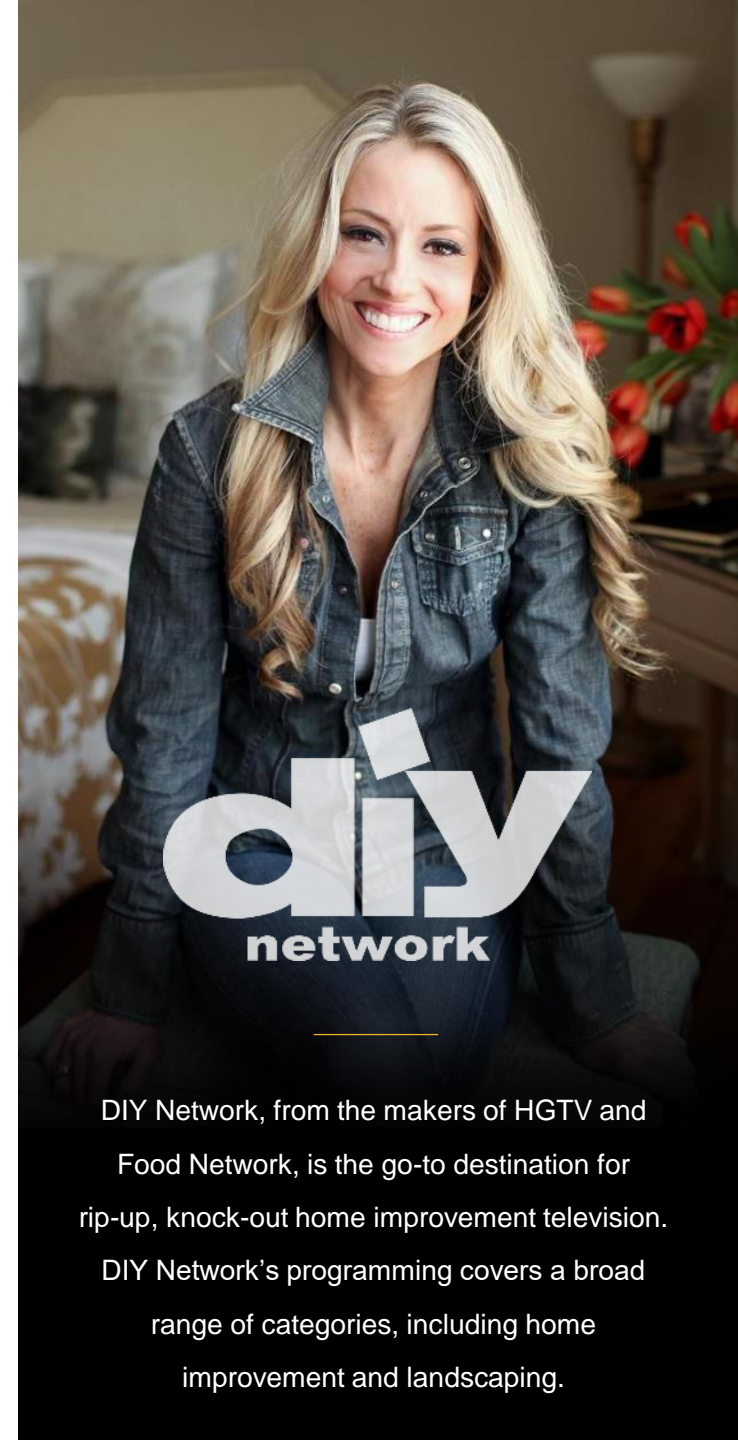
Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience March 2018

## FEATURED

## PROGRAMS

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Program list is a sample from the network. Shows may change or be cancelled without notice. Cancelled shows may still air in repeats. Ability to view these or any shows may be limited to specific time frames as determined by the network and may be contingent on user having a cable provider login.



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