

## Network Detail



DIY Network is cable television's best source for step-by-step information for do-it-yourself projects and one of the fastest growing digital networks, offering more than 90 percent original programming. Created by Scripps Networks, the people who bring you HGTV and Food Network, DIY is the category leader on air and online at [DIYnetwork.com](http://DIYnetwork.com) for the know-how and how-to, providing detailed and comprehensive do-it-yourself information on nearly 15,000 projects seen on the network. A 24/7 resources for those seeking project ideas and solutions, DIY provides advertisers with an ideal environment to reach America's active adults who enjoy an interest in Home Improvement & Remodeling, Home Building, Gardening & Landscaping, Automotive & Boating, Crafts, Hobbies, Woodworking and Living (Household Activities).

### Age

18-34	27.4%
35-54	48.2%
55+	24.4%

### Gender

Men	52%
Women	48%

### Education

Attended College	32.7%
College Grad +	21.7%

### Household Income

\$30-49,999	25.6%
\$50-74,999	22.3%
\$75,000+	34.9%

### Home Ownership

Own Home	77.5%
Rent Home	19.6%

### Presence of Children

1 + Child in Household	43.7%
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