



**Description**

From the makers of HGTV and Food Network, DIY Network is the go-to destination for rip-up, knock-out home improvement television. DIY's programs and experts answer the most sought-after questions and offer creative projects for do-it-yourself enthusiasts.

**Format**

Lifestyle

| Gender | Col % | Index |
|--------|-------|-------|
| Male   | 52.2  | 109   |
| Female | 47.8  | 92    |

| Age   | Col % | Index |
|-------|-------|-------|
| 18-34 | 29.9  | 102   |
| 18-49 | 58.9  | 104   |
| 25-54 | 52.0  | 96    |
| 35-64 | 55.1  | 104   |
| 50 +  | 41.1  | 95    |

| Education                | Col % | Index |
|--------------------------|-------|-------|
| High School Grad or Less | 47.6  | 106   |
| Some College (No Degree) | 32.4  | 105   |
| College Graduate         | 14.3  | 109   |
| Beyond College Degree    | 5.7   | 51    |

| Race             | Col % | Index |
|------------------|-------|-------|
| White            | 88.6  | 108   |
| African American | 8.9   | 61    |
| Other            | 2.5   | 77    |

| Household Income    | Col % | Index |
|---------------------|-------|-------|
| 0-\$19,999          | 7.3   | 77    |
| \$20,000-\$29,999   | 7.9   | 73    |
| \$30,000-\$39,999   | 10.4  | 68    |
| \$40,000-\$49,999   | 8.9   | 84    |
| \$50,000-\$74,999   | 26.4  | 141   |
| \$75,000-\$99,999   | 17.6  | 113   |
| \$100,000-\$149,999 | 13.0  | 101   |
| \$150,000-\$249,999 | 5.4   | 110   |
| \$250,000 +         | 3.0   | 191   |

| Children | Col % | Index |
|----------|-------|-------|
| Yes      | 39.5  | 97    |
| No       | 60.5  | 102   |

| Networks Viewed | Col % | Index |
|-----------------|-------|-------|
| HGTV            | 75.2  | 346   |
| Discovery       | 60.9  | 188   |
| A&E             | 48.7  | 175   |
| Comedy Central  | 43.5  | 207   |
| Animal Planet   | 43.2  | 266   |
| History         | 42.6  | 136   |
| National Geo    | 42.2  | 222   |
| USA             | 40.9  | 171   |
| Weather Channel | 40.7  | 135   |
| Fox News        | 36.8  | 145   |

Source: St. Louis Scarborough Aug08-Jul09

