

## VIEWER PROFILE



### TOP THREE TARGET LIFESTYLE GROUPS WATCHING THIS NETWORK BY INDEX\*:

Suburban Style	<b>144 or 44% more likely to watch (than the general population)</b>
Blue Sky Boomers/Thriving Boomers	<b>130 or 30% more likely to watch</b>
Autumn Years/Golden Year Guardians	<b>135 or 35% more likely to watch</b>



### GENDER

Male:	<b>48%</b>
Female:	<b>52%</b>



### HOME OWNERSHIP

Own Home:	<b>78%</b>
Rent:	<b>20%</b>



### HOUSEHOLD INCOME

\$100K+:	<b>30%</b>
\$75K - \$99,999:	<b>16%</b>
\$50K - \$74,999:	<b>17%</b>
\$30K - \$49,999:	<b>23%</b>



### AGE

18 – 34:	<b>13%</b>
35 – 54:	<b>35%</b>
55+:	<b>52%</b>



### EDUCATION

Graduated College:	<b>24%</b>
Some College:	<b>35%</b>



### PRESENCE OF CHILDREN

1+ Child in HH:	<b>29%</b>
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### MARITAL STATUS

Single (Never Married):	<b>19%</b>
Married:	<b>63%</b>

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, Adults 18+, Cable Networks Watched Past 7 Days: **DIY Network**. \*Lifestyle Groups are a part of Mosaic USA, a division of Experian that combines lifestyle and interest attributes to create audience groups used by marketers. A high-indexing audience segment for the network does not guarantee that this network will appear on a campaign built using *Audience Intelligence for Local*. Index will vary by geography; metrics shown here represent the US population.

## FEATURED PROGRAMS

- Fixer Upper: Welcome Home
- The Lost Kitchen
- Homegrown
- Home Work
- For the Love of Kitchens
- Restoration Road
- Magnolia Table
- Bargain Mansions
- Restoring Galveston

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



Magnolia Network, a media joint venture between Chip and Joanna Gaines and Discovery, Inc., features a collection of inspiring original series from some of the country's most talented makers, artisans, chefs, and entrepreneurs across home and design, food and gardening, the arts, and more, and also includes many DIY favorites.