

# BobVila.com By The Numbers

## About our Web site

Launched in 1996, BobVila.com is one of the original home improvement destinations on the Internet.

In March 2007, BobVila.com recorded:

- 2.76 million visitors
- 14 million-plus page views
- Over 1200 video highlights from *Bob Vila's Home Again* & *Bob Vila*
- 315,000-plus video downloads
- Average page views per visitor is 5
- Visitor sessions averaged 23 minutes, 12 seconds

## Users Demographics

BobVila.com site users represent a valuable segment of internet users:

- 57.3 percent are male
- 42.9 percent are female
- 78 percent are between the ages of 25 and 54 years old
- 43 percent of BobVila.com users have a HH income over \$50,000
- BobVila.com users are 59% more likely than other internet users to have HH incomes between \$75,000 and \$99,000.

## BobVila.com Users are Homeowners and Remodelers

- 63 percent own their own homes
- 34 percent completed a remodeling project either on their own or with a contractor within the last 12 months

## Home Improvement Project Spending

Kitchen Remodeling	(\$2,500 or greater)	123	percent above average
Bathroom Remodeling	(\$2,500 or greater)	28	percent above average
Added Deck or Patio	(\$2,500 or greater)	75	percent above average

## BobVila.com Users are Serious About Doing It Themselves

In the past 12 months BobVila.com users are far more likely to have undertaken home improvement projects on a DIY basis than the general internet user population

- 183 percent more likely to have added a room (exterior addition)
- 176 percent more likely to have remodeled a kitchen
- 94 percent more likely to have installed hardwood flooring, carpet or tile
- 100 percent more likely to have replaced siding or windows
- 107 percent more likely to have painted their home's exterior
- 44 percent likely to have painted their home's interior

## BobVila.com Users Actively Research and purchase Online

When compared to the US adult internet population, BobVila.com users are more likely to have researched and/or purchase online

Hand Tools researched online:	50	percent above average
Power Tools researched online:	44	percent above average
Hand Tools purchased online:	167	percent above average
Power Tools purchased online:	97	percent above average

Data attribution:  
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