



**Food Network Canada** brings iconic characters together through inspiring food stories. From engaging, passionate chefs to dramatic culinary competitions and behind the scenes access to the food industry, Food Network Canada serves up an appetizing schedule of programs from Canada and around the world.

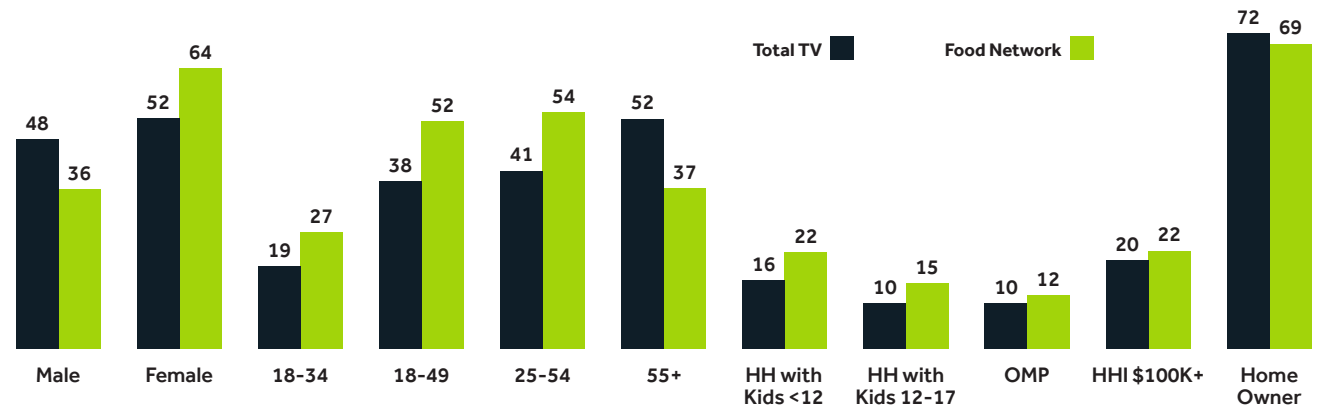


# Demographic Profile

% A18+ AMA/English Canada

Source:

Numeris PPM data, %A18+ AMA, English Canada, M-Su 2a-2a (Aug 29 – Dec 18/16)



# Audience Profile

Source:

Vividata 2016 Q2 Product Database, English Canada, Index based on Comp% of A18-54 vs. population

## Food Network viewers appreciate food and culture and are more likely than the population to:

- Spend \$250+ on food each week (Index 130) and visit food/recipe websites daily (161)
- Enjoy gourmet cooking (107) and are prepared to pay more for good quality wine (113)
- Reward themselves with snacks (111) including pretzels (113), snack/party mix (111) and rice cakes/corn cakes/potato crisps (117)
- Eat at high quality restaurants 3+ times a month (107) and enjoy going to art galleries (108)

## It's important for Food Network viewers to look and feel good so they are more likely to:

- Spend \$50+ on skincare products (113) and use facial cleansers (122) as well as facial moisturizers (121) 6+ times a week
- Use hair styling products 3+ times a week (123) and spend \$50+ on perfume & cologne (130)
- Have spent \$50+ on make-up in the past month (131) and use blush (140), lipstick/lip liner/lip gloss (131) and mascara (136) 6+ times a week
- Try to keep up with changes in style & fashion (110) and visit beauty/fashion websites weekly (124)

## Food Network viewers believe in staying active and social and are more likely to:

- Feel that regular exercise is an important part of their lives (108) and enjoy activities like jogging (111), tennis (117), basketball (118) and baseball/softball (122)
- Enjoy entertaining at home (106) and visit the liquor store 2+ times a month (116)

## Travel is a high priority for Food Network viewers so they are more likely to:

- Have traveled 3+ times for vacation in the past year (112)
- Use general travel websites to book trips (156) and have flown on 3+ round trips in the past year (117)

## Food Network viewers spend on their home/household and are more likely to:

- Own at least one cat (110) or dog (116)
- Have purchased packaged dry cat food (107) or dog food (117) in the past 6 months
- Use spray cleaners (118), bathroom cleaners (117) and air freshener/carpet & room deodorizers (112)
- Have made improvements to their home in the past 2 years including remodeling (111) and decorating (118) and spent \$500+ on home accessories in the past year (115)

# Key Research Findings

Source:

Numeris PPM data, (Aug 29/16 – Jan 1/17), Total Canada, M-Su 2a-2a, profile stats based on English Canada, station rank based CDN SPEC DIG ENG A25-54 AMA(000); Mediastats November 2016

Average age - Ind. 2+: **41 years old**

Comp% of A25-54: **54%**

Average Weekly Reach (000) - Ind. 2+: **5577**

# of Subscribers: **4.9 million**

Programming genre: **Lifestyle**

Rank among Canadian specialty stations: **7**

Key Programs: **Chopped Canada, Top Chef Canada, Cutthroat Kitchen, Diners, Drive-Ins and Dives, You Gotta Eat Here!**

