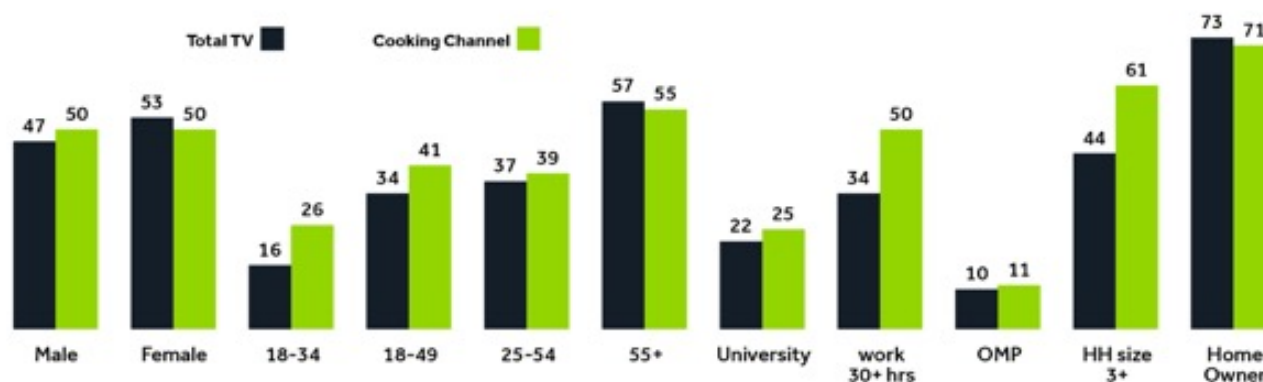


## Demographic Profile

Source:  
Numeris PPM data, %A18+ AMA, English Canada, M-Su 2a-2a (Aug 28 – Dec 24/17)



## Audience Profile

Source:  
Numeris PPM data, (Aug 28 – Dec 24/17), English Canada, M-Su 2a-2a. Index based on Comp% of A18-54 vs. Total TV

**Viewers of the Cooking Channel like to take care of themselves and their homes. They are more likely than the population to:**

- Spend \$500+ on women's clothing (Index 113) and cosmetics & fragrances (211) yearly and enjoy yoga/pilates (120)
- Have spent between \$2,500 and \$10,000 on home improvements in the last 2 years (142)
- Purchase large appliances (202) and spend \$500+ on furniture annually (137)

**Viewers of the Cooking Channel like a wide variety of food and drink. They are more likely to:**

- Have eaten fast food (111) and dined at a casual/family dining (118) or fine dining (106) restaurant annually
- Spend more than \$150 on groceries every week (142)
- Drink up to 6 bottles of water (140), regular soft drinks (132), sports drinks (136), energy drinks (193), tea (117), coffee (136) and milk (119) per week

**Cooking Channel viewers are tech savvy and are more likely to:**

- Spend \$500+ on computer equipment (196), software (200), video games (273) and home electronics(134) annually
- Own a smartphone (116) or tablet (117)
- Use their mobile device for banking (150), listening to subscription music services (189) and researching products/ services (123) weekly

**Cooking Channel viewers take care of their automobiles. They are more likely to:**

- Drive a domestic make of vehicle (107), have purchased a used vehicle (139) in the last 2 years and spend \$30,000+ on their most recent vehicle purchase (186)
- Trust auto dealerships for tune-ups (154), tire changes (117), brake replacements (111) and muffler replacements (119)

## Key Research Facts

Source:  
Numeris PPM Data, (Aug 28 – Dec 31/17), Total Canada, Mo-Su 2a-2a; station rank based on CDN SPEC COM ENG/CDN DIG ENG – excludes non-commercial stations, A25-54 AMA(000); Mediastats November 2017

Average Weekly Reach (000) - Ind. 2+: **665**

# of Subscribers: **1,531,116**

Programming Genre: **General Entertainment**

Rank among Canadian Specialty Stations: **55**

Key Programs: *Guy's Big Bite, Trisha's Southern Kitchen, Carnival Eats, Good Eats, Cake Hunters*