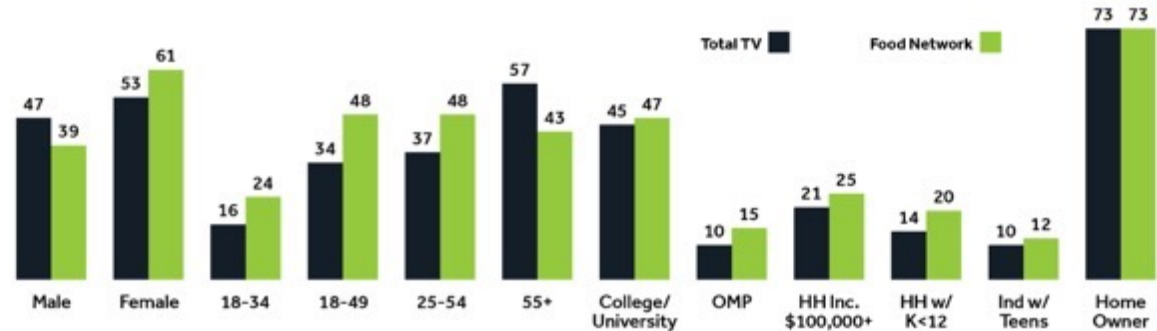


## Demographic Profile

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



## Audience Profile

Source:  
Vividata 2017 Q2 Product Database, English Canada,  
Index based on Comp% of A18-54 vs. population

### Food Network viewers appreciate a variety of food and enjoy cooking. They are more likely than the population to:

- Spend more than \$250 on food every week (Index 113) and use chocolate milk (119), fruit juices & drinks (114), tea (116), coffee (112), cream cheese (117), frozen vegetables (119), soup (111), flavoured & seasoned rice (113) and crackers (116) in the household
- Fuel up with quick breakfast foods including instant hot cereals (119), rolled oats (116), toaster products (117), cold cereals (110), instant breakfast shakes (131) and granola bars (116)
- Visit food/recipe websites daily (162), enjoy gourmet cooking (112) and used baking ingredients (114) and organic foods (119) in the past 6 months
- Reward themselves with snacks including pretzels (124)
- Visit high quality restaurants 3+ times per month (114) and drink 3+ glasses of wine weekly (109)

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

- Take pleasure in looking after their appearance (107), have bought face & body skincare annually (123), used hand/body cream (135) and facial cleansers (137) 6+ times weekly

- Have spent \$99+ on cosmetics (112, monthly), used blush in the past 6 months (133) and lipstick (130) or mascara 6+ times a week (116)
- Enjoy fashion and have spent \$500+ on women's clothing (124), footwear (110) or jewellery (131) annually and visit beauty/fashion websites monthly (136)

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

- Exercise at home (107), participate in jogging (109), walking/hiking (106) and enjoy yoga or pilates (111)
- Visit museums (110), attend live theatre (109) and enjoy popular music (106) and jazz concerts (118)

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

- Have spent \$2,000+ on a trip outside Canada in the last year (117)
- Popular destinations for these viewers outside of Canada are Mexico/Caribbean (109) and Central/South America (121) and within Canada, British Columbia (111) and Alberta (112)
- Have rented a car or truck in the last year 3+ times (117)

## 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+: **4,409**

# of Subscribers: **4,749,525**

Programming Genre: **Lifestyle**

Rank among Canadian Specialty Stations: **12**

Key Programs: *Halloween Wars, Halloween Baking Champions, Chopped Junior Champions, Chopped: Alton's Challenge, Guy's Grocery Games: Superstar Tournament*

