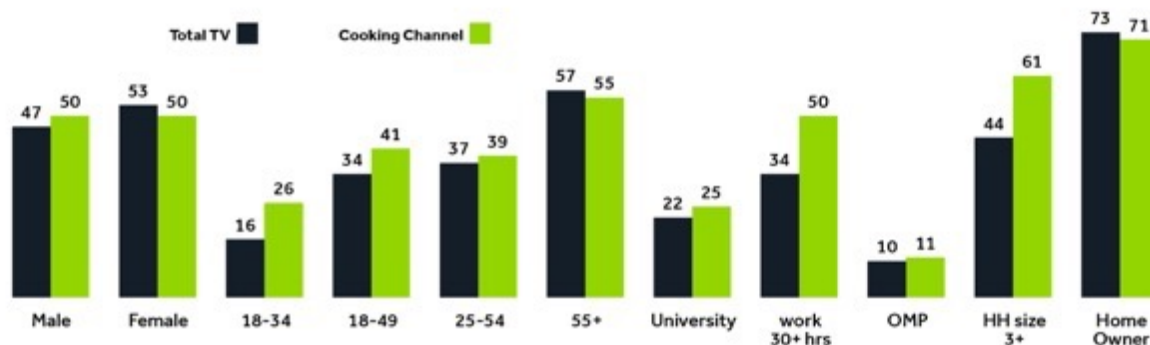


Demographic Profile

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); Mediatats 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*