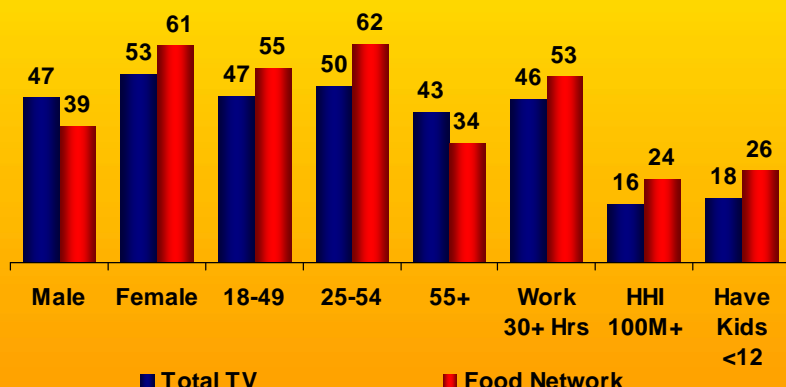




## Who's watching Food?

**Demographic Profile**  
% of A18+ vs. TV Population

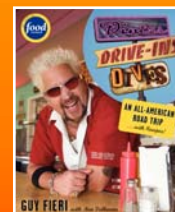


### Demographic Profile

- Food skews to the female viewer
- 62% of viewers are 25-54
- Work full-time with higher household incomes
- Have kids under 12

### Other Viewer Highlights:

- **Food Network viewers are considered leaders in fashion & style and try to lead a healthy lifestyle! They are more likely to:**
  - Own cell phones, use Bluetooth, camera phones and download games/ring tones
  - Have digital cable, 3+ TV sets and are heavy internet users
  - Have rewards cards
  - Visit a spa/salon
  - Use allergy, cough and/or headache medications
  - Use or consider cosmetic surgery/dentistry/laser eye surgery
- **As they have young families, they are more likely to:**
  - Own/use a cottage or recreation property
  - Go to a specialty movie theatre/IMAX theatre
  - Visit a theme park or water park. They might also go to an exhibition, carnival or fair
- **5.4 million households subscribe to Food Network**



**Food viewers enjoy the food and cooking experience!**



### Food Viewer Consumer Profile

% of A25-54 English Canada Indexed to Population  
PMB 2009 Spring 2 Year Study



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