

VIEWER
PROFILE



GENDER

Male: 37.3%
Female: 62.7%



HOUSEHOLD INCOME

\$100K+: 20.0%
\$75K - \$99,999: 12.7%
\$50K - \$74,999: 16.1%
\$30K - \$49,999: 26.7%



EDUCATION

Graduated College: 21.7%
Some College: 32.4%



HOME OWNERSHIP

Own Home: 65.5%
Rent: 31.0%



AGE

18 – 34: 21.5%
35 – 54: 33.3%
55+: 45.2%



PRESENCE OF CHILDREN

1+ Child in HH: 33.8%



MARITAL STATUS

Single (Never Married): 26.3%
Married: 51.1%

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, De15-Apr17, Adults 18+, Cable Networks Watched Past 7 Days: Cooking Channel.

FEATURED
PROGRAMS

- Dinner at Tiffani's
- Extra Virgin
- Unique Sweets
- Unwrapped 2.0
- Rev Run's Sunday Suppers
- Donut Showdown
- Late Night Eats
- Man Fire Food

Program list is a sample from the network. Shows may change or be cancelled without notice. Cancelled shows may still air in repeats.



COOKING CHANNEL is an entertainment brand dedicated to today's passionate food lover. From the creators of Food Network, it's for food people, by food people and sparks the conversations that fuel people's passion for food and cooking, both on TV and online. Dynamic experts offer in-depth and detailed information including unconventional how-to, global cuisine, food history, hidden gems and more!