

VIEWER
PROFILE



GENDER

Male: **40.2%**
Female: **59.8%**



HOUSEHOLD INCOME

\$100K+: **23.9%**
\$75K - \$99,999: **14.4%**
\$50K - \$74,999: **17.1%**
\$30K - \$49,999: **24.6%**



EDUCATION

Graduated College: **26.7%**
Some College: **32.8%**



HOME OWNERSHIP

Own Home: **66.0%**
Rent: **30.1%**



AGE

18 – 34: **25.3%**
35 – 54: **35.5%**
55+: **39.2%**



PRESENCE OF CHILDREN

1+ Child in HH: **35.7%**



MARITAL STATUS

Single (Never Married): **27.2%**
Married: **53.6%**

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

FEATURED
PROGRAMS

- Chopped
- Cake Wars
- Cutthroat Kitchen
- Diners, Drive-Ins & Dives
- Beat Bobby Flay
- Worst Cooks in America
- Kids Baking Championship
- Guy's Grocery Games

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



Food Network is a unique lifestyle network that is committed to exploring new and different ways to approach food – through pop culture, competition, adventure, and travel – while also expanding its repertoire of technique-based information. Get your fill of good cooking, food, travel, and adventure, served daily.

DIGITAL PROPERTY
VIEWER PROFILE



AGE

18 – 34:	28.9%
35 – 64:	60.8%
65+:	9.7%



GENDER

Male:	27.4%
Female:	72.6%



HOUSEHOLD INCOME

\$25K - \$39,999:	9.3%
\$40K - \$74,999:	21.5%
\$75K+:	62.3%



PRESENCE OF CHILDREN

1 or more in HH:	38.0%
------------------------	--------------

Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience March 2018

FEATURED
PROGRAMS

- Chopped
- Cake Wars
- Cutthroat Kitchen
- Diners, Drive-Ins & Dives
- Beat Bobby Flay
- Worst Cooks in America
- Kids Baking Championship
- Guy's Grocery Games

Program list is a sample from the network. Shows may change or be cancelled without notice. Cancelled shows may still air in repeats.
Ability to view these or any shows may be limited to specific time frames as determined by the network and may be contingent on user having a cable provider login.



Food Network is a unique lifestyle network that is committed to exploring new and different ways to approach food – through pop culture, competition, adventure, and travel – while also expanding its repertoire of technique-based information. Get your fill of good cooking, food, travel, and adventure, served daily.