

VIEWER PROFILE



TOP THREE TARGET LIFESTYLE GROUPS WATCHING THIS NETWORK BY INDEX*:

Suburban Style/Thrifty Habits	123 or 23% more likely to watch (than the general population)
Golden Year Guardians	117 or 17% more likely to watch
Autumn Years	113 or 13% more likely to watch



GENDER

Male:	39%
Female:	61%



HOME OWNERSHIP

Own Home:	67%
Rent:	30%



HOUSEHOLD INCOME

\$100K+:	27%
\$75K - \$99,999:	15%
\$50K - \$74,999:	16%
\$30K - \$49,999:	22%



AGE

18 – 34:	18%
35 – 54:	33%
55+:	49%



EDUCATION

Graduated College:	22%
Some College:	35%



PRESENCE OF CHILDREN

1+ Child in HH:	31%
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MARITAL STATUS

Single (Never Married):	24%
Married:	54%

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, Adults 18+, Cable Networks Watched Past 7 Days: Cooking Channel. *Lifestyle Groups are a part of Mosaic USA, a division of Experian that combines lifestyle and interest attributes to create audience groups used by marketers. A high-indexing audience segment for the network does not guarantee that this network will appear on a campaign built using *Audience Intelligence for Local*. Index will vary by geography; metrics shown here represent the US population.

FEATURED PROGRAMS

- Man v Food
- Fire Masters
- Delicious Destinations
- Best Thing I Ever Ate
- Burgers, Brew & 'Que
- Carnival Eats
- Good Eats: Reloaded
- 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!