

VIEWER PROFILE



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

Suburban Style	123 or 23% more likely to watch (than the general population)
Booming With Confidence	117 or 17% more likely to watch
Promising Families	115 or 15% more likely to watch



GENDER

Male:	42%
Female:	58%



HOME OWNERSHIP

Own Home:	70%
Rent:	27%



HOUSEHOLD INCOME

\$100K+:	32%
\$75K - \$99,999:	16%
\$50K - \$74,999:	16%
\$30K - \$49,999:	20%



AGE

18 – 34:	20%
35 – 54:	36%
55+:	44%



EDUCATION

Graduated College:	28%
Some College:	34%



PRESENCE OF CHILDREN

1+ Child in HH:	32%
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MARITAL STATUS

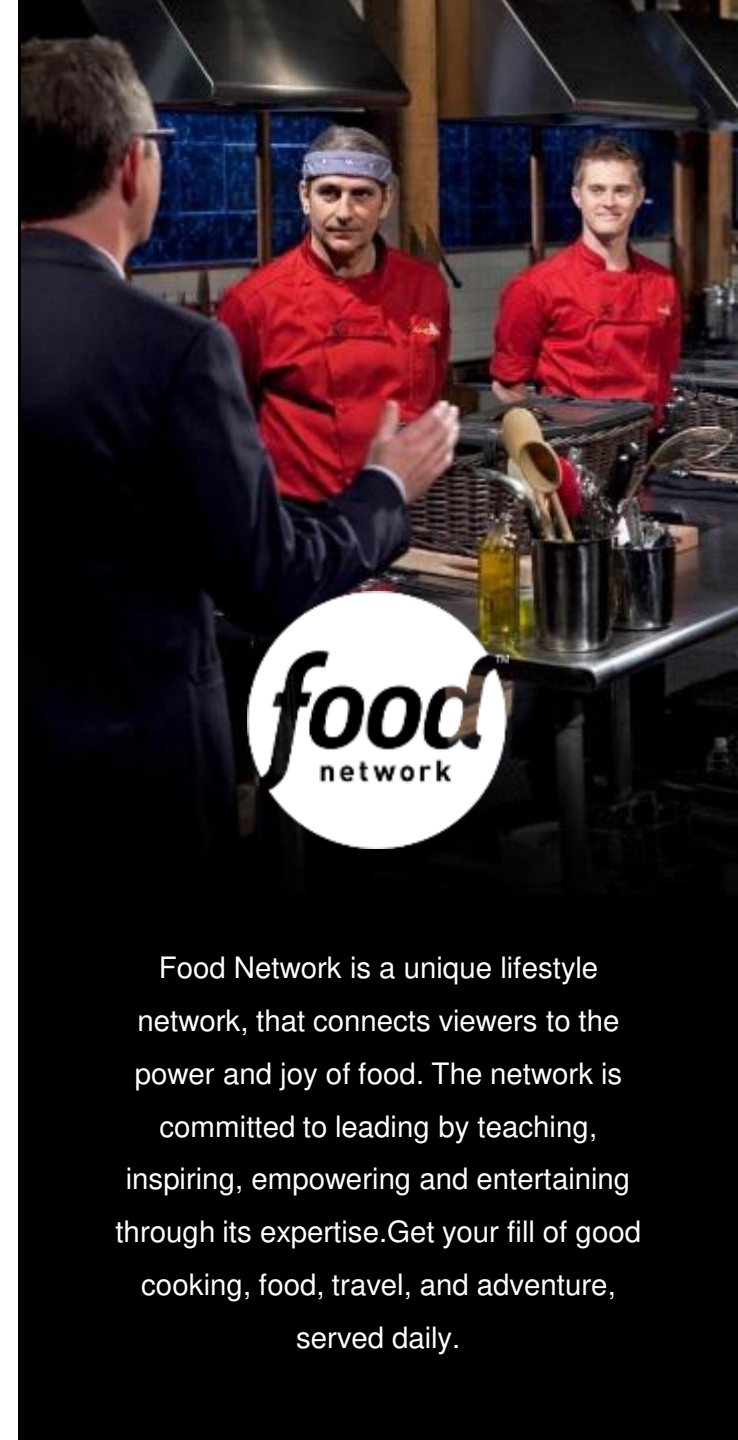
Single (Never Married):	25%
Married:	56%

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, Adults 18+, Cable Networks Watched Past 7 Days: Food Network. *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

- Chopped/Chopped Sweets
- Buddy vs Duff
- The Kitchen
- Diners, Drive-Ins & Dives
- Beat Bobby Flay
- Worst Bakers/Cooks in America
- Kids Baking Championship
- Guy's Grocery Games
- The Great Food Truck Race

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 connects viewers to the power and joy of food. The network is committed to leading by teaching, inspiring, empowering and entertaining through its expertise. Get your fill of good cooking, food, travel, and adventure, served daily.