



Viewer Profile

Age

18 – 34	27%
35 – 54	39%
55+	34%

Gender

Male	35%
Female	65%

Education

Attended College	47%
------------------	-----

Household Income

\$75K+	39%
\$50K - \$74,999	17%
\$30K - \$49,999	19%

Home Ownership

Own Home	71%
Rent Home	27%

Presence of Children

1+ Child in HH	38%
----------------	-----

Median Age 45.8

Median of Household Income 58.7

Food Network viewers experience a life made richer through the power of food. Whether it's whipping up a great meal, cheering for a spirited competition or getting to know our stars, Food Network viewers are loyal and engaged. For marketers and the media community who are looking to break through and connect, Food Network offers authority, depth of programming, quality of audience and cross-platform reach that is unique and unsurpassed

Programming Highlights

- Iron Chef America
- Worst Cooks in America
- Diners, Drive Ins & Dives
- Chopped
- Ultimate Recipe Showdown
- Dear Food Network
- Guys Big Bite
- Cupcake Wars
- Outrageous Food
- Kid in a Candy Store



Iron Chef America



Worst Cooks in America



Source: The Nielsen Co., National TV Toolbox. Live+SD HH ratings, Cable, 1/1/10-12/31/10. Simmons OneView as of 6/6/11. Base: Adults 18+ Index of 100 = National Norm.