



National Media Spots Inc.

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Network Profile

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.

Age Groups

A 25-54	34%
A 18-49	25%
A 35-64	54%
Median Age	60

Household Income

\$75K+	70%
\$100K+	61%
\$125K+	49%
Average HHI	\$99K

Education/Occupation

4+ Years College	47%
White Collar Workers	29%
Blue Collar Workers	7%
Professional/Managerial	41%

Home & Family

HH w/Children	40%
HH Size 4+	38%
Home Owner	74%
Pet Owner	71%

Gender

Male	44%
Female	56%

Race & Ethnicity

White	72%
African American	12%
Hispanic	7%

Featured Programs

Chopped	Diners, Drive-Ins & Dives	Spring Baking Championship
The Pioneer Woman	Beat Bobby Flay	Guy's Grocery Games
Be My Guest	Tournament of Champions	The Kitchen