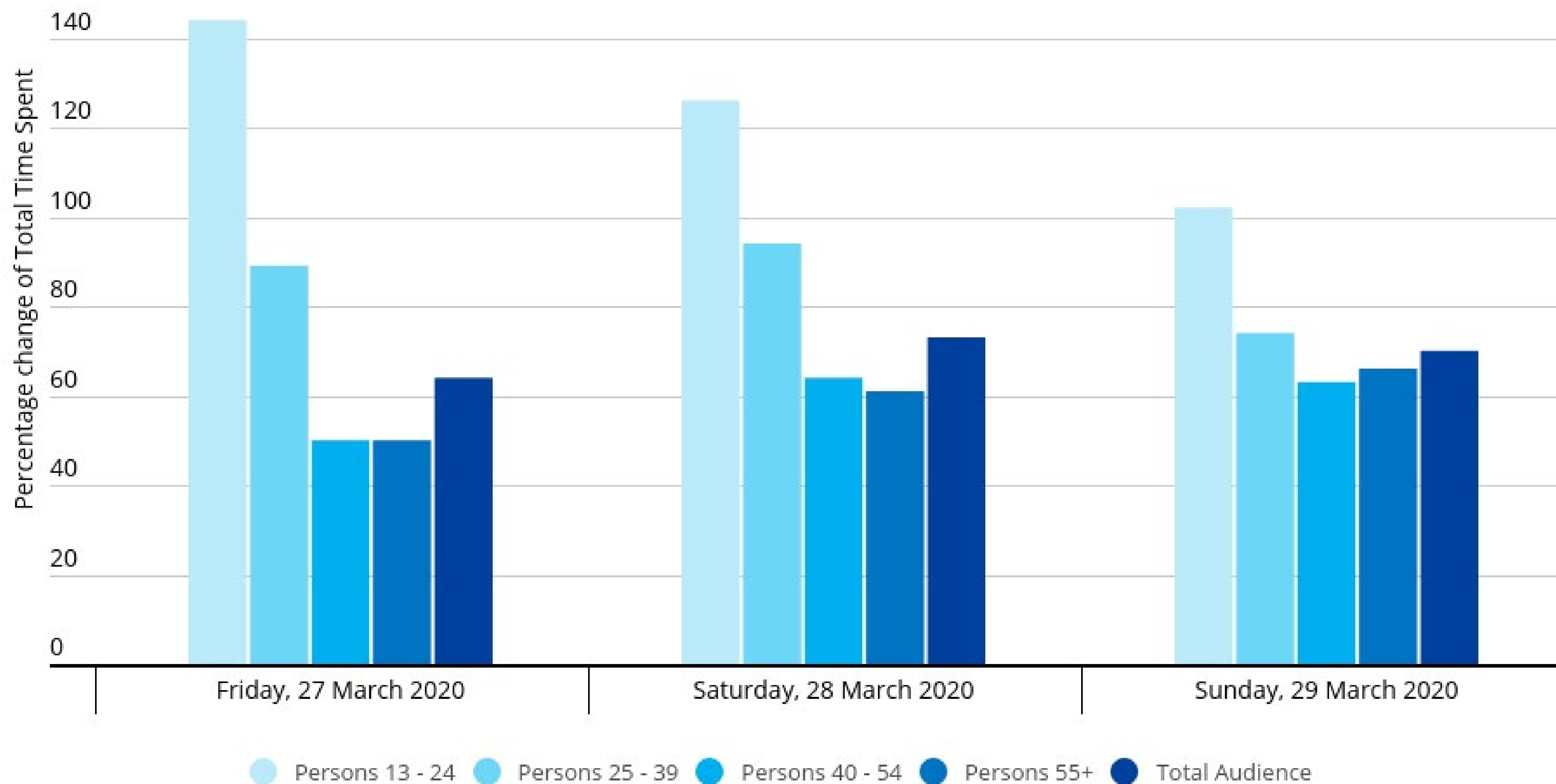


**CHANGING  
CONSUMPTION  
PATTERNS**

**FOOD & COOKING CONTENT**

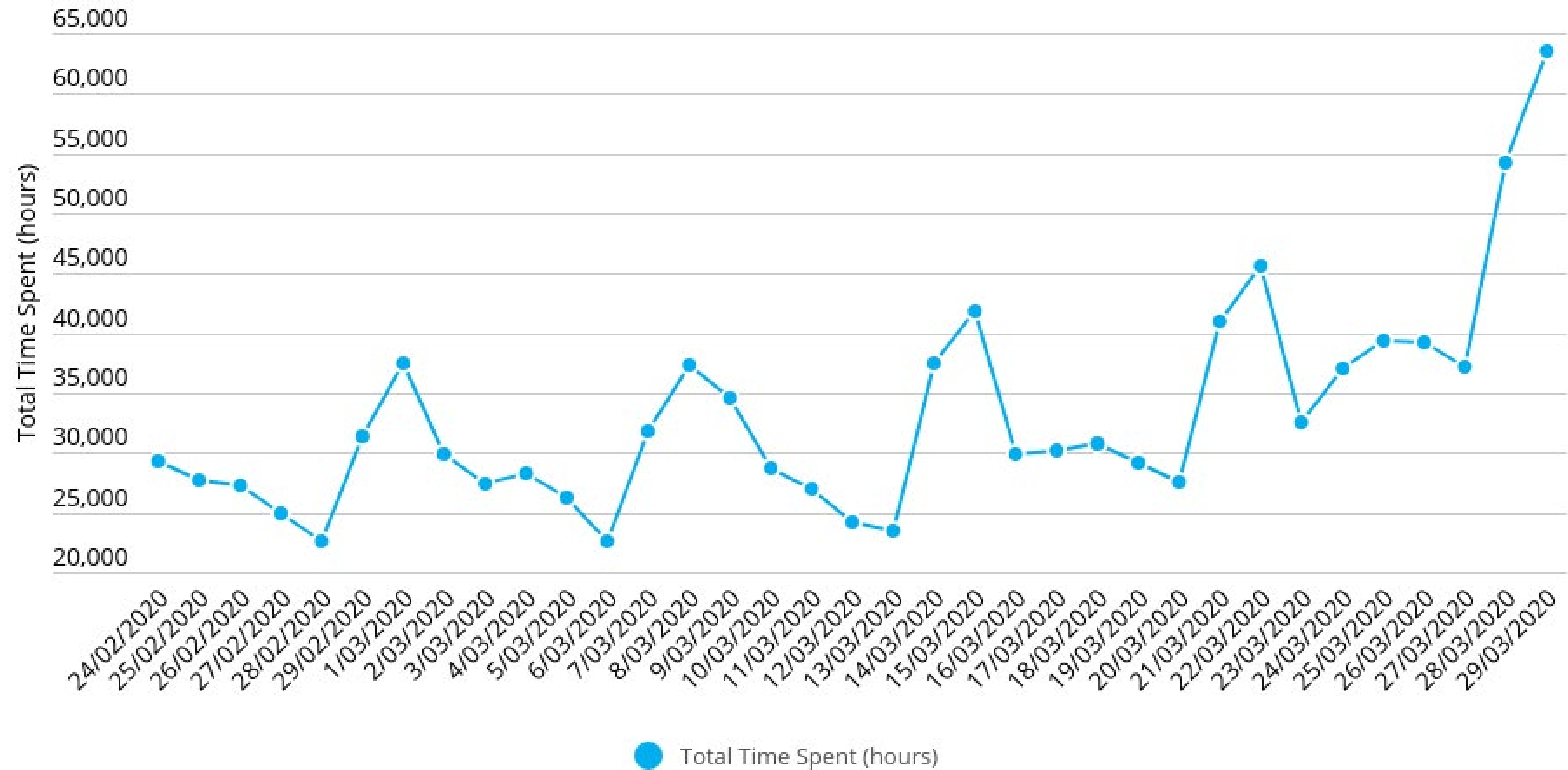
APRIL 2020

# GROWTH PERCENTAGE BY DEMOGRAPHIC



**Source:** Digital Content Ratings, Daily Tagged, 27/03/20 vs 28/02/20, 28/03/20 vs 29/02/20, 01/03/20 vs 29/03/20, Digital (C/M), Persons 2+, Persons 13-24, Persons 25-39, Persons 40-54, Persons 55+, Total Time Spent, Text, Food and Cooking sub-category.

# DAILY TIME SPENT SHOWING WEEKEND PEAKS



Source: Digital Content Ratings, Daily Tagged, 23/02/20 - 29/03/20, Food and Cooking sub-category, Digital (C/M), People 2+, Total Time Spent, Text.