

# HomeTrend Brief: TV Cooking and Home Show Viewership

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Do you watch cooking shows?	
Why do you watch cooking shows?	
Are you watching more, less or the same number of cooking shows?	
Why are you watching more cooking shows than you did two years ago?	
Why are you watching less cooking shows than you did two years ago?	
Have you ever purchased any food prep product because you saw it advertised on a cooking show?	
Have you ever purchased any food prep product because you saw it used on a cooking show?	
Have you ever purchased any food prep product because it carried the name of a famous chef?	
When you are deciding to purchase cooking products, how influential is each of the following sources of information?	
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Do you watch home renovation/home decorating shows?	
Why do you watch home shows?	
Are you watching more, less or the same number of home shows?	
Why are you watching more home shows than you did two years ago?	
Why are you watching less home shows than you did two years ago?	
Have you ever purchased any home furnishings product because you saw it advertised on a home show?	
Have you ever purchased any home furnishings product because you saw it used on a home show?	
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