

## VIEWER PROFILE



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

Blue Sky Boomers	161 or 61% more likely to watch (than the general population)
Families in Motion	205 or 105% more likely to watch
Golden Year Guardians	137 or 37% more likely to watch



### GENDER

Male:	69%
Female:	31%



### HOME OWNERSHIP

Own Home:	70%
Rent:	26%



### HOUSEHOLD INCOME

\$100K+:	25%
\$75K - \$99,999:	12%
\$50K - \$74,999:	20%
\$30K - \$49,999:	25%



### AGE

18 - 34:	17%
35 - 54:	30%
55+:	53%



### EDUCATION

Graduated College:	16%
Some College:	34%



### PRESENCE OF CHILDREN

1+ Child in HH:	27%
-----------------	-----



### MARITAL STATUS

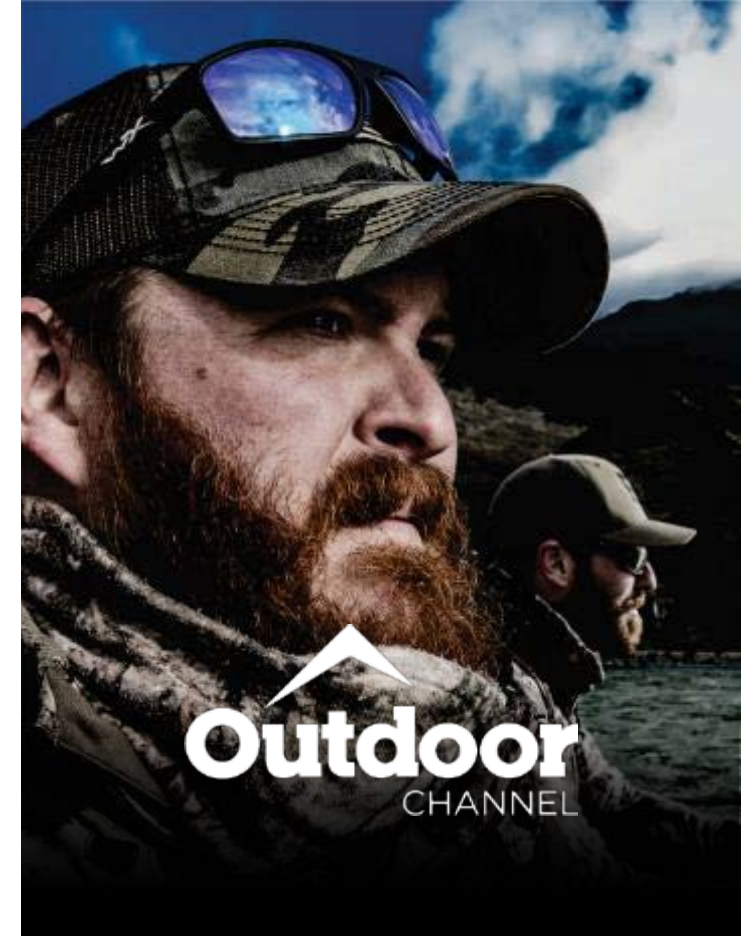
Single (Never Married):	20%
Married:	60%

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, Ja18-My19, Adults 18+, Cable Networks Watched Past 7 Days: Outdoor Channel. \*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

- Jim Shockey's Hunting Adventures
- Crush with Lee & Tiffany
- Live to Hunt
- Hunt Masters
- Ultimate Match Fishing
- Addicted to the Outdoors
- Guns & Ammo
- Buckmasters
- BigWater Adventures

Program list is a sample from the network. Shows may change or be cancelled without notice. Cancelled shows may still air in repeats.



Outdoor Channel is America's premier on-air and online destination for people with a passion for the outdoor lifestyle. Outdoor enthusiasts make us their choice for programs that reflect both their way of life and their varied interests. Outdoor Channel offers a unique blend of programs that are as educational as they are entertaining.