

## VIEWER PROFILE



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

Autumn Years	<b>184 or 84% more likely to watch (than the general population)</b>
Families in Motion	<b>197 or 97% more likely to watch</b>
Golden Year Guardians	<b>153 or 53% more likely to watch</b>



### GENDER

Male:	<b>68%</b>
Female:	<b>32%</b>



### HOME OWNERSHIP

Own Home:	<b>74%</b>
Rent:	<b>23%</b>



### HOUSEHOLD INCOME

\$100K+:	<b>22%</b>
\$75K - \$99,999:	<b>17%</b>
\$50K - \$74,999:	<b>17%</b>
\$30K - \$49,999:	<b>24%</b>



### AGE

18 – 34:	<b>16%</b>
35 – 54:	<b>26%</b>
55+:	<b>58%</b>



### EDUCATION

Graduated College:	<b>18%</b>
Some College:	<b>34%</b>



### PRESENCE OF CHILDREN

1+ Child in HH:	<b>24%</b>
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### MARITAL STATUS

Single (Never Married):	<b>20%</b>
Married:	<b>61%</b>

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, 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.