

VIEWER
PROFILE



GENDER

Male: 69.9%
Female: 30.1%



HOUSEHOLD INCOME

\$100K+: 19.1%
\$75K - \$99,999: 13.3%
\$50K - \$74,999: 17.6%
\$30K - \$49,999: 26.8%



EDUCATION

Graduated College: 16.0%
Some College: 31.7%



HOME OWNERSHIP

Own Home: 73.9%
Rent: 23.1%



AGE

18 – 34: 17.3%
35 – 54: 34.1%
55+: 48.5%



PRESENCE OF CHILDREN

1+ Child in HH: 29.3%



MARITAL STATUS

Single (Never Married): 21.2%
Married: 59.5%

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, De15-Apr17, Adults 18+, Cable Networks Watched Past 7 Days: Outdoor Channel.

FEATURED
PROGRAMS

- Jim Shockey's Hunting Adventures
- Wild Ops
- Guntucky
- Crush with Lee & Tiffany
- Ultimate Match Fishing
- Ridge Reaper
- Limitless with Theresa Vail
- Addicted to the Outdoors

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.