



Outdoor Channel Product Usage

Automotive

Description	OUTD Index
Drive a heavy duty truck	239
Most Recent Purchase/Lease is a Truck (4 door)	206
Own a Full Size Pickup	171
Drove 50,000+ miles in the last 12 months	161
Intent to Purchase a Truck in the Next 12 months: Very Likely	133
Own or Lease 3+ Vehicles	130
Own a Full Size Sport/Utility	129

Do-It-Yourself Automotive

Description	OUTD Index
Heavy Users of Tire Care Products: 9+/Last 12 Months	187
Heavy Users of Oil Filters: 9+/Last 12 Months	184
Heavy Users of Gasoline Additives: 9+ Cans/Last 12 Months	182
Heavy Users of Tires: 5+/Last 12 Months	173
Heavy Users of Motor Oil Additives: 7+ Cans/Last 12 Months	162
Heavy Users of Motor Oil: 17+ Quarts/Last 12 Months	161
Heavy Users of Anti-Freeze/Coolant: 3+ Gallons/Last 12 Months	153
Heavy Users of Air Filters: 3+ in Last 12 Months	146
Heavy Users of Leather And Vinyl Protectants: 9+ Times/Last 12 Months	133

Beverages - Alcoholic

Description	OUTD Index
Heavy users of Popular Domestic Beer/Ale: 9+ glasses/Last 7 days	248
Heavy users of Bourbon: 9+ Drinks/Last 7 Days	205
Heavy users of Low-Calorie Domestic Beer: 9+ Drinks/Last 7 Days	205
Heavy users of Regular Domestic Beer/Ale: 9+ glasses/Last 7 days	178
Heavy Users of Total Beer/Ale: 8+ Drinks/Last 7 Days	162
Drinks Any Whiskey	141
Heavy users of Imported Beer/Ale: 4+ Drinks/Last 7 Days	123

Beverages - Non-Alcoholic

Description	OUTD Index
Heavy Users of Energy Drinks: 15+ Drinks/Last 30 Days	144
Heavy Users of Diet Soft Drinks, Not Colas: 6+ Drinks/Last 7 Days	144
Heavy Users of Regular Cola Drinks, Not Diet: 8+ Drinks/Last 7 Days	143
Heavy Users of Tomato/Vegetable Juice: 6+ Glasses/Average Day	134
Heavy Users of Regular Carbonated Soft Drinks: 6+ Drinks/Last 7 Days	132
Heavy Users of Sports Drinks/Thirst Quenchers: 8+ Drinks/Last 7 Days	130
Heavy Users of Diet Cola Drinks: 8+ Drinks/Last 7 Days	128



Outdoor Channel Product Usage

Camping

Description	OUTD Index
Number Of Overnight Camping Trips: 9+	197
Own Outdoor / Pocket Knife	194
Amount Spent on Camping Equipment: \$200+	177
Own Gas Lantern	175
Own Camp Stove	167
Own Waterproof/Breathable Apparel	165
Bought Hiking/Backpacking Boots in last 12 months	163
Own Camp Cookware	159
Bought Any Camping Equipment in last 12 months	148
Own Cooler or Ice Chest	143
Own Sleeping Bag	136
Own Tent	135

Convenience Food

Description	OUTD Index
Heavy Users of Ground Coffee: 9+ Cups/Average Day	149
Heavy Users of Chili: 3+ Packages/Last 30 Days	147
Heavy Users of Sausage: 7+ Pounds/Last 30 Days	146
Heavy Users of Snack Cakes: 4+ Boxes/Last 30 Days	143
Heavy Users of Bottled Barbecue & Seasoning Sauces: 9+ Bottles/Last 3 Months	141
Heavy Users of Pizza Mixes & Sauces: 4+ Packages/Last 30 Days	141
Heavy Users of Meat Snacks: 4+ Packages/Last 30 Days	139
Heavy Users of Spread Cheese/Cheese Sauce: 2+ Containers/Last 30 Days	139
Heavy Users of Canned Meat: 4+ Cans/Last 30 Days	137
Heavy Users of Ready To Eat Doughnuts: 9+ Packages/Last 30 Days	132
Heavy Users of Canned Beans w/ Sauce: 4+ Cans/Last 30 Days	131
Heavy Users of Individual King Size Candy Bar: 2+ Bars/Last 7 Days	128
Heavy Users of Potato Chips: 4+ Packages/Last 30 Days	122
Heavy Users of Frozen Pizza: 6+ Packages/Last 30 Days	122
Heavy Users of Salsa Or Picante Sauce: 2+ Jars/Last 30 Days	121
Heavy Users of Corn & Tortilla Chips & Cheese Snacks: 4+ Packages/Last 30 Days	116



Outdoor Channel Product Usage

Convenience Stores

Description	OUTD Index
Bought Beer at Convenience Store in last 30 days	164
Bought Breakfast Sandwich at Convenience Store in last 30 days	158
Bought Non Prescription Drugs at Convenience Store in last 30 days	153
Bought Lunch Sandwich at Convenience Store in last 30 days	144
Bought Hot Dogs at Convenience Store in last 30 days	140
Bought Bread at Convenience Store in last 30 days	138
Spent \$100+ at Convenience Store in last 30 days	138
Bought Soft Drink at Convenience Store in last 30 days	130
Bought Coffee at Convenience Store in last 30 days	126
Bought Cigarettes at Convenience Store in last 30 days	125
Bought Lottery Tickets at Convenience Store in last 30 days	125
Bought Gas at Convenience Store in last 30 days	122
Bought Candy at Convenience Store in last 30 days	117

Home & Garden

Description	OUTD Index
Own Welder	213
Number Of Home Remodeling Jobs Done Personally: 4+	204
DIY: Roofing	187
Own Lawn or garden tractor	180
DIY: Add deck/porch/patio	175
Own Riding Lawn Mower	174
Own Chain saw	171
Own Outdoor blower	165
Own Pneumatic tools	164
Own Table Saw	161
Own Jig/Sabre saw	156
DIY: Kitchen Counter Tops	154
Heavy Users of Insect Repellents: 9+ Times/Last 30 Days	153
Bought Gas Grill in last 12 months	148
Own Circular saw	148
Number Of Home Improvements Done Personally: 4+	144
Own Paint sprayer	142
Own Wet-dry shop vacuum	140
DIY: Remodel kitchen	138
DIY: Concrete or masonry work	136
Bought Any Lawn insecticides	134
DIY: Exterior painting	128
DIY: Remodel bathroom	126



Outdoor Channel Product Usage

Electronics

Description	OUTD Index
Own Wideangle Lens	160
Rented 4+ Video Games in the last 30 days	139
Own Telephoto/Zoom Lens	131
Has 2+ working cellular phones	124
Own Camera Tripod	120
Heavy User of Batteries: 12+ Batteries in last 6 months	119
Spent \$500+ on Home Computer Software in last 12 months	118
Own Home Theater / Entertainment System	118
Own Recordable DVD Player	114

Entertainment

Description	OUTD Index
Bowl one or more times a month	191
Attend Auto Racing Event one or more times a month	171
Attend Monday Night Football Event one or more times a month	147
Attend Professional Wrestling Event in the last 12 months	140
Attend Motorcycle Racing event in the last 12 months	139
Attend Rodeo/Bull Riding event in the last 12 months	138
Used on-line gambling site in the last 12 months	137
Attend College Football games one or more times a month	136
Attend High School Sports events one or more times a month	134
Attend Truck and tractor pull/mud racing event in the last 12 months	134
Attend Golf event in the last 12 months	133
Attend Boxing event in the last 12 months	129
Attend Baseball event one or more times a month	125
Attend country music performance in last 12 months	124
Gambled 3+ times at a Casino in the last 12 months	119



Outdoor Channel Product Usage

Health & Personal Care

Description	OUTD Index
Used a branded prescription remedy for Sexual/Erectile Dysfunction In last 12 months	235
Heavy Users of Aftershave Lotion & Cologne: 8+ times/Last 7 Days	194
Used branded prescription remedy for Prostate	186
Used a branded prescription remedy for Diabetes in last 12 months	181
Heavy Users of Shaving Creams Or Gels: 9+ Times/Last 7 Days	164
Used a branded prescription remedy for Backache In last 12 months	163
Used a branded prescription remedy for Muscle Strain/Pain In last 12 months	158
Number Of Prescriptions Filled: 7+/Last 30 Days	150
Used a branded prescription remedy for High Cholesterol In last 12 months	136
Heavy Users of Heavy Duty Hand Cleaners: 11+ Times/Last 30 Days	135
Used Headache Remedies & Pain Relievers for Heart Attack Prevention	132
Heavy Users of Dental Rinse: 9+ Times/Last 7 Days	120
Heavy Users of Cold, Sinus And Allergy Remedies: 7+ Times/Last 30 Days	116
Use Athlete's Foot/Foot Care Products 6+ times in last 30 days	114

Insurance/Finance

Description	OUTD Index
Number of Life Insurance Policies Carried: 4+	176
Have Home Improvement Loan (unsecured)	163
Own Farm estate	158
Number Of Vehicles In Household Covered: 3+	134
Acquired or added to Mutual Funds (bonds and / or stocks) in last 12 months	124
Sought advice or price quote from Full Service Brokerage Firm in last 12 months	117
Total Value of Life Insurance: \$250,000+	110

Pet Products

Description	OUTD Index
Number Of Pets in household: 9+	187
Number Of Dogs in household: 4+	160
Heavy Users of Packaged Dry Dog Food: 25+ Pounds/Last 30 Days	155
Heavy Users of Dog Biscuits/Treats: 4+ Packages/Last 30 Days	149
Heavy Users of Flea & Tick Care Products: 8+ Containers/Last 12 Months	138
Heavy Users of Canned Dog Food: 9+ Cans/Last 7 Days	132
Number Of Veterinarian Trips: 4+	118
Heavy Users of Cat Litter: 26 Pounds/Last 30 Days	116



Outdoor Channel Product Usage

Recreation Items/Vehicles

Description	OUTD Index
Own Outboard motor	280
Own Bass/Fishing boat	273
Own Boat trailer	249
Own 3+ ATV's	238
Own Towable trailer camper	230
Own Power boat	205
Own Motor Home	195
Spent \$250+ on High Ticket Sport/Recreation Equipment in last 12 months	161
Own 2+ Motorcycles	133

Travel & Leisure

Description	OUTD Index
Hunted on vacation or honeymoon	398
Used Motorhome / RV for vacation	234
Fished on vacation or honeymoon	228
Spent \$500+ on Travelers Checks	123
Domestic Trips (Business Only): 2+	121
Spent \$3,000+ on Domestic Vacations	116

Source: 2008 MRI Doublebase, Base = A 18+, OUTD viewers are defined as those who "watched in the last 7 days"