

# Outdoor Channel Viewer Demographic Profile

|                               | OUTD Viewers      |
|-------------------------------|-------------------|
| Male                          | 79%               |
| Median Age                    | 48                |
| Married                       | 68% (Index = 121) |
| Median HHI (Household Income) | \$59,302          |
| Home Ownership                | 77% (Index = 111) |
| Home Lot Size 3+ acres        | Index = 199       |

Source: 2008 MRI Doublebase, OUTD Viewers are those who "watched Outdoor Channel in the last 7 days."

