



Description

Outdoor Channel is THE home for hunting and fishing programming on television. With additional programming from the worlds of Off-Road Motorsports, Western Lifestyle, and Adventure, the channel covers the entire Outdoors Genre.

Format

Entertainment, Lifestyle

Gender	Col %	Index
Male	84.3	174
Female	15.7	31

Age	Col %	Index
18-34	30.2	100
18-49	69.2	120
25-54	61.3	111
35-64	58.8	112
50 +	30.8	73

Education	Col %	Index
High School Grad or Less	26.3	59
Some College (No Degree)	26.8	90
College Graduate	24.7	173
Beyond College Degree	22.2	196

Race	Col %	Index
White	94.2	114
African American	4.2	36
Other	1.6	29

Household Income	Col %	Index
0-\$19,999	0.1	1
\$20,000-\$29,999	5.7	46
\$30,000-\$39,999	13.9	99
\$40,000-\$49,999	11.9	105
\$50,000-\$74,999	21.3	122
\$75,000-\$99,999	19.0	128
\$100,000-\$149,999	15.2	124
\$150,000-\$249,999	6.8	122
\$250,000 +	6.0	211

Children	Col %	Index
Yes	57.5	139
No	42.5	73

Networks Viewed	Col %	Index
ESPN	76.4	288
ESPN2	75.6	480
The Discovery Channel	74.4	218
A&E	64.3	262
TNT	61.3	217
USA Network	58.2	242
History	56.3	204
TBS	50.1	215
FSN (FOX Sports Net)	48.0	739
Spike TV	44.3	337

