

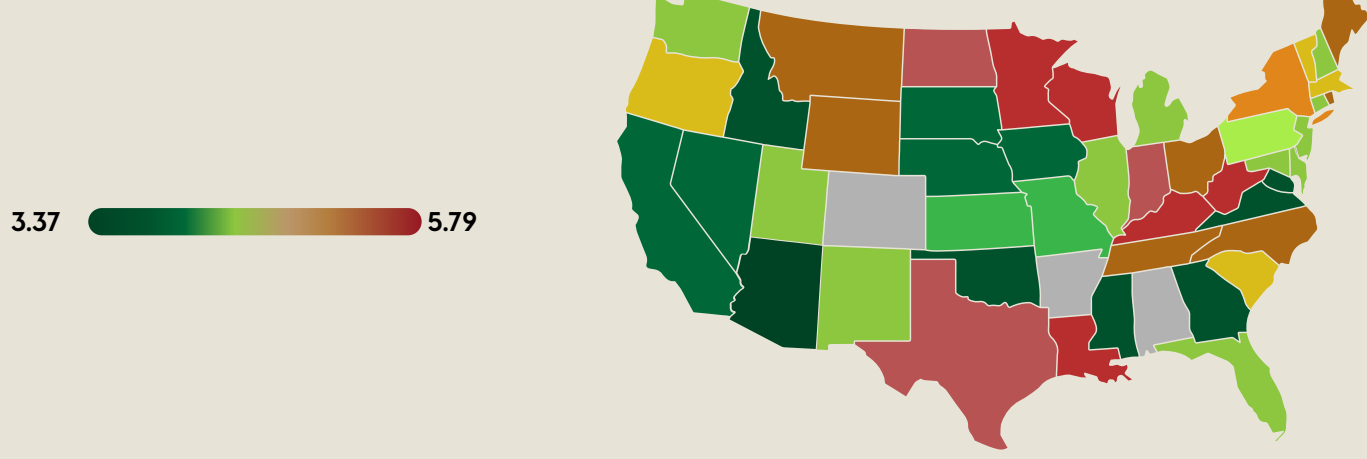
# Outdoor Enthusiasts

## Skydeo Audience Report

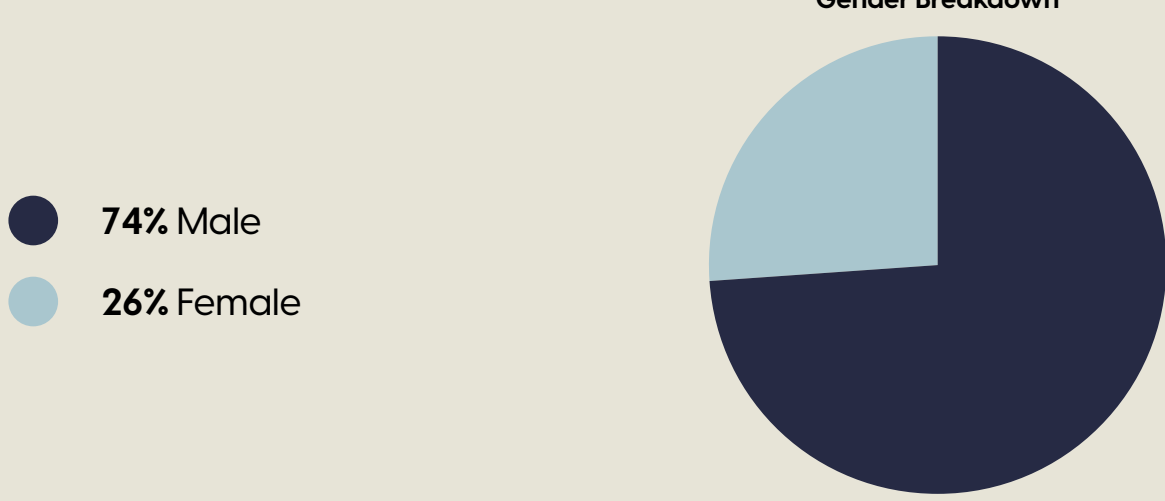
Meet the Hardcore Outdoor Enthusiasts—embodiments of resilience and an unquenchable thirst for exploration. These daring adventurers venture into uncharted territories, embracing nature's raw beauty in all its glory. Hailing from different backgrounds, each enthusiast infuses their expeditions with distinctive interests and passions. United by a spirit of curiosity and the thrill of conquering nature's fiercest trials, they are the true epitome of adventure.



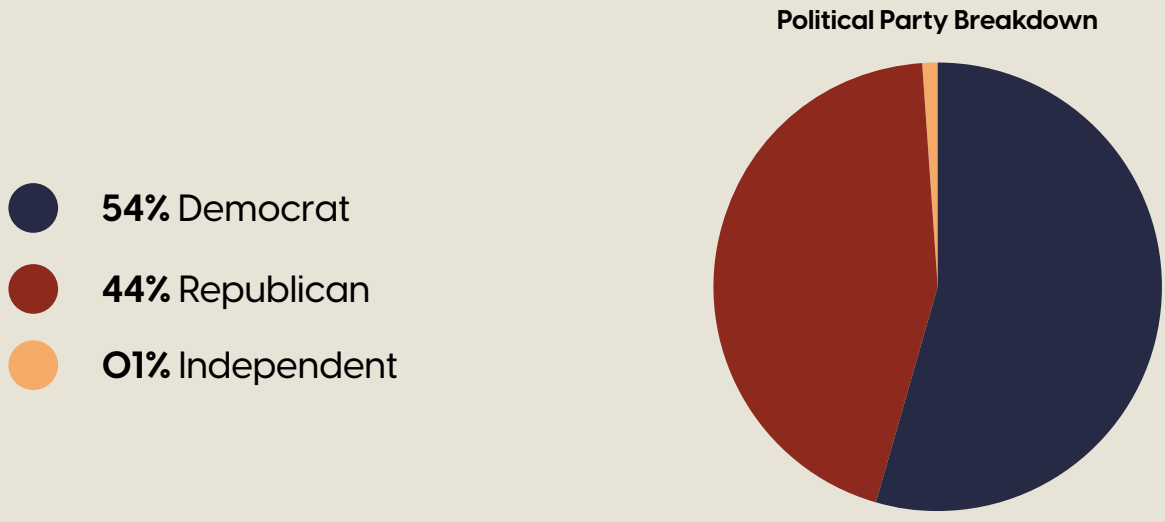
Outdoor enthusiasts are spread evenly across the country.



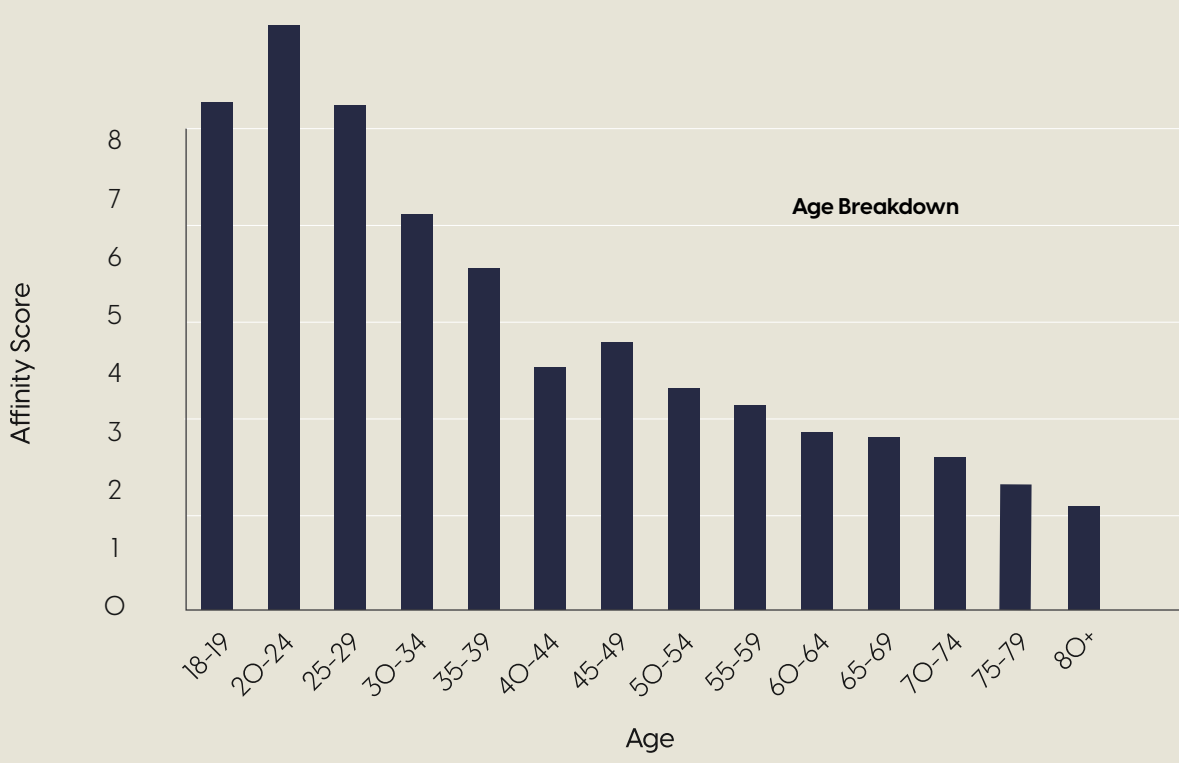
They grossly over index male.



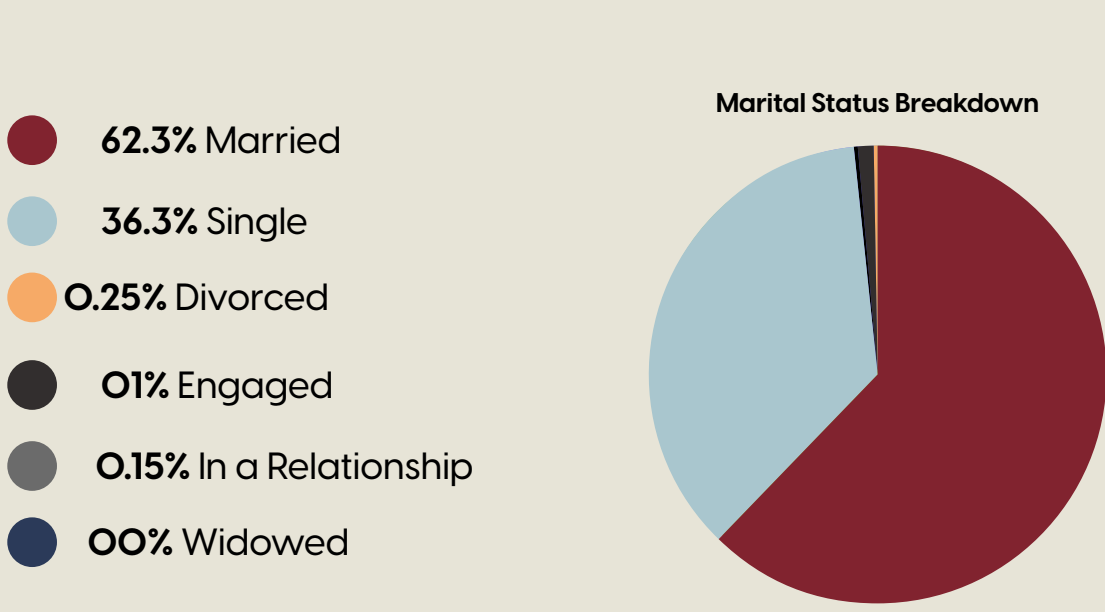
Independents need not apply.



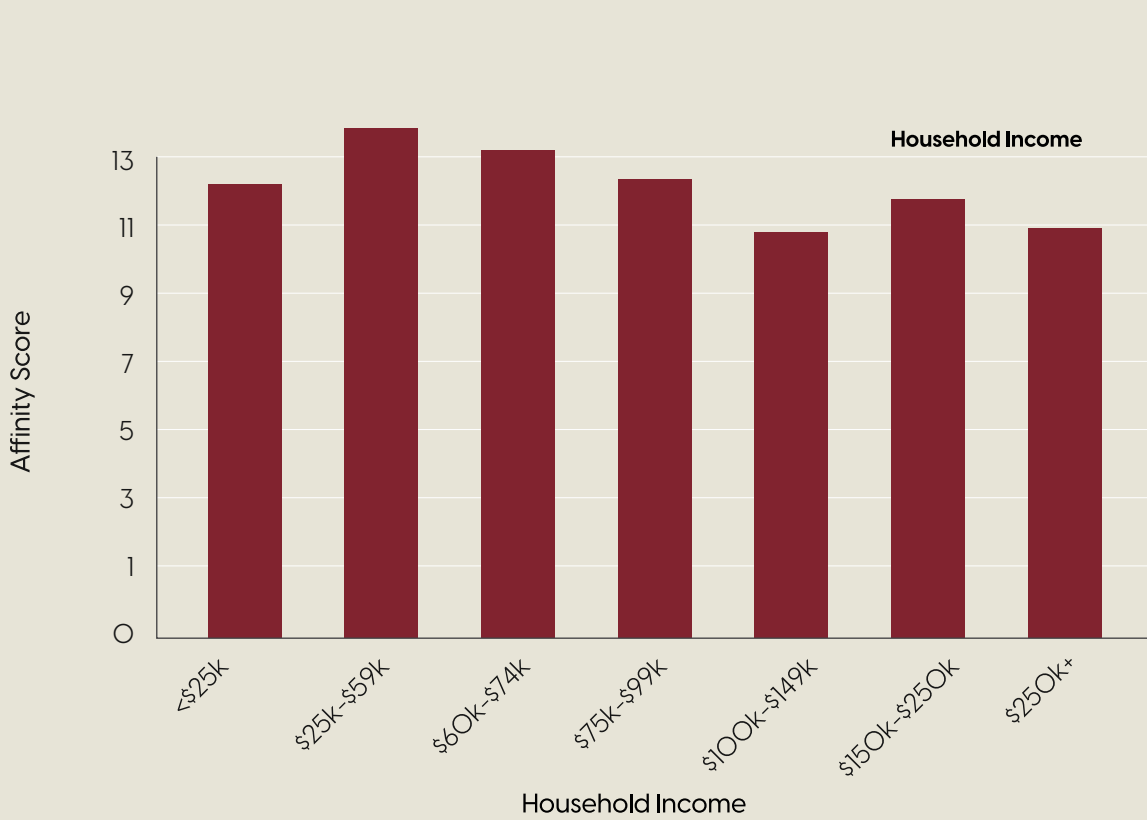
They take advantage of their youth by spending it outdoors.



Most are married.



Does not discriminate by household income.



And they enjoy diverse interests that keep them fit.



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