

## Product Research for Best Hunting Binoculars

Sl	Pick	Product Name	Number of Positive Features	Rating Freq. (Latest 10)	Rating Freq. (Recent 11-20)	Rating Freq. (Recent 21-30)	Price on Amazon	Average Rating	Total Reviews	Color	Porro Prism	Microfiber Carry Bag	Optics	Field View	Lens	Ultra Wide Band	Instafocus	Non-slip	Auto Focus	Lens Diameter	Eye Relief	Magnification	HD	Rain Guard	Waterproof & Dog Proof	Night Vision	Light Transmission	ED Glass	View Angle
1	Our Pick	Bushnell Falcon 133410 Binoculars with Case (Black, 7x35 mm)	12	13 Days	17 Days	14 Days	\$31.47	4.5	2,007	Black	Yes	Yes				Yes	Yes	Yes	Yes	7x							35 mm		
2	Budget Pick	G4Free 12x25 Waterproof Binoculars(BAK4,Green Lens),Large Eyepiece Super High-Powered Field Surveillance Binoculars	8	34 Days	17 Days	12 Days	\$24.99	4.3	408	Black	Yes			25 mm						12x	Yes	Yes	Yes	Yes					
3	Advanced Pick	Bushnell Legend Ultra HD Roof Prism Binocular	13	80 Days	112 Days	39 Days	\$222.45	4.6	807	Black	Yes	Yes	Yes		Yes	Yes	Yes	Yes	Yes	10x	Yes	Yes	Yes		Yes				
4	Beginners Pick	Bushnell Powerview Compact Folding Roof Prism Binocular	11	18 Days	20 Days	17 Days	16.2-119.2	4.1	2,786	Camo	Multicoated		Yes	42mm objective lens binoculars	Yes		Yes					Yes	Yes						
5	5 <sup>th</sup>	Bushnell 133450 Falcon 10x50 Wide Angle Binoculars (Black)	11	23 Days	19 Days	12 Days	\$34.99	4.4	1,261	Black	Yes	Yes						Yes	Yes	10x	Yes								
6	6 <sup>th</sup>	Bushnell PowerView Super High-Powered Surveillance Binoculars	11	11 Days	26 Days	11 Days	\$50.00	4.1	1,113	Black		Yes	Yes			Yes	Yes	Yes		20x				Yes					
7	7 <sup>th</sup>	Vortex Optics New 2016 Diamondback 10x42 Roof Prism Binoculars	5	14 Days	20 Days	14 Days	\$139.00	4.7	450	Black		Multy Layer							16mm	10x			Yes			42mm			
8	8 <sup>th</sup>	Bushnell H2O Waterproof/Fogproof Roof Prism Binocular	12	23 Days	14 Days	32 Days	\$96.94	4.5	967	Black	Yes	Yes			Yes	Yes	Yes	Yes	Yes	20x	Yes								
9	9 <sup>th</sup>	Nikon 7576 MONARCH 5 8x42 Binocular (Black)	7	18 Days	34 Days	28 Days	\$327.82	4.7	514	Black			Yes	Eco-Glass									Yes	Yes	Yes		Yes		
10	10 <sup>th</sup>	Aurosports 30x60 Folding Binoculars Telescope with Low Light Night Vision for outdoor birding, travelling, sightseeing, hunting, etc	5	12 Days	22 Days	18 Days	\$12.99	3.5	974	Black		Yes								30x		Yes		yes					
11		Vanguard Endeavor ED 8320 Binocular, 8x32	10	102 Days	107 Days	79 Days	\$249.99	4.6	571	Black	Yes	Bak-4			Yes	Yes				7x	Yes	Yes	Yes		Yes	Yes	32mm	7.2	
12		Barska 10x25 Waterproof Binocular	3	163 Days	130 Days	134 Days	\$27.97	3.6	365	Yellow	Yes	BK 7		Blue lenes 25mm						10x			Yes						
13		Carson 3D Series High Definition Waterproof Binoculars with ED Glass	5	101 Days	52 Days	39 Days	\$264.00	4.7	324	Black	Yes									8x	Yes		Yes		Yes	42 mm			
14		Bushnell Binocular Bundle: Trophy XLT Roof Prism Binoculars, 10x42mm, Green	6	45 Days	39 Days	155 Days	\$108.00	4.5	116	Green	Yes	BaK-4 Roof		Ef-glass	Yes		Yes	Yes											
15		Celestron 71345 Outland X 10x42 Binocular (Green)	2	183 Days	201 Days	N/A	\$67.95	4.2	29	Green		42mm roof pris	Yes							10x									

### Color Hints:

	Our Pick		Budget Pick		Advanced Pick		Beginners Pick		Positive Feature		Negative Feature
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### Elaboration:

**Number of positive features :** This value equals to the sum of all the green marked features for an item. For every product, there are some positive(marked green) and negative(marked red) features. We summed up all the green marked features to calculate this value.

**Rating frequency:** This value indicates how frequently a product is receiving every 10 ratings on Amazon.com. This gives an idea of how frequently a product is getting sold on Amazon. Usually one of every 10 persons that purchases a product rates it. A lower value here means the product is getting sold at a faster rate. All these data were collected on 12<sup>th</sup> March, 2018.

**Blank/white Boxes :** The boxes that are white indicate that we didn't find mention of those features anywhere on the internet for those products when we conducted our research. We couldn't come to a conclusion about those features when we personally tested them as well. So we left them blank/white.

**Price :** Price on Amazon.com on 12<sup>th</sup> March, 2018.

**Average Rating :** The average rating it has out of 5 on Amazon.com till 12<sup>th</sup> March, 2018.

**Total reviews :** The total number of ratings/reviews it received on Amazon.com till 12<sup>th</sup> March, 2018.

**P.S.** For some points where positive or negative cant be determined easily (for example rating frequency, price etc.), we took an average value and made everything that is equal or above that value green and anything lower than that red.