

VIEWER
PROFILE



GENDER

Male: **49.3%**
Female: **50.7%**



HOUSEHOLD INCOME

\$100K+: **19.1%**
\$75K - \$99,999: **12.7%**
\$50K - \$74,999: **17.3%**
\$30K - \$49,999: **27.7%**



EDUCATION

Graduated College: **21.6%**
Some College: **33.6%**



HOME OWNERSHIP

Own Home: **72.9%**
Rent: **24.0%**



AGE

18 – 34: **12.6%**
35 – 54: **28.9%**
55+: **58.6%**



PRESENCE OF CHILDREN

1+ Child in HH: **23.1%**



MARITAL STATUS

Single (Never Married): **20.5%**
Married: **54.3%**

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, De15-Ap17, Adults 18+, Cable Networks Watched Past 7 Days: The Weather Channel.

FEATURED
PROGRAMS

- America’s Morning Headquarters
- Weather Geeks
- Weather Gone Viral
- Wake Up with AI
- Prospectors
- Weekend Recharge
- Weather Center Live
- 3 Scientists Walk Into a Bar

Program list is a sample from the network. Shows may change or be cancelled without notice. Cancelled shows may still air in repeats.



From live coverage and alerts about severe weather to productions that capture the awe and wonder of nature, The Weather Channel (TWC) is the leader in “all things weather” on television. TWC continues to introduce new original programming that generates buzz with a focus on the power of weather. As always, the Weather Channel is the trusted, valuable and compelling source of weather-related programming that focuses on the forecasting, impact and science behind weather.

VIEWER PROFILE



AGE

18 – 34:	34.1%
35 – 64:	57.2%
65+:	7.7%



GENDER

Male:	45.7%
Female:	54.3%



HOUSEHOLD INCOME

\$25K - \$39,999:	9.1%
\$40K - \$74,999:	21.0%
\$75K+:	61.2%



PRESENCE OF CHILDREN

1 or more in HH:	39.2%
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Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience March 2018

FEATURED

PROGRAMS

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