VIEWER PROFILE

TOP THREE TARGET LIFESTYLE GROUPS WATCHING THIS NETWORK BY INDEX*:

Autumn Years	**148 or 48% more likely to watch (than the general population)**
Blue Sky Boomers	**139 or 39% more likely to watch**
Golden Year Guardians	**165 or 65% more likely to watch**

GENDER
Male:	**52%**
Female:	**48%**

HOUSEHOLD INCOME
$100K+:	**24%**
$75K - $99,999:	**15%**
$50K - $74,999:	**17%**
$30K - $49,999:	**24%**

EDUCATION
Graduated College:	**23%**
Some College:	**34%**

HOME OWNERSHIP
Own Home:	**74%**
Rent:	**23%**

AGE
18 – 34:	**11%**
35 – 54:	**26%**
55+:	**63%**

PRESENCE OF CHILDREN
1+ Child in HH:	**21%**

MARITAL STATUS
Single (Never Married):	**18%**
Married:	**56%**

FEATURED PROGRAMS

- AMHQ
- Weather Underground
- Weather Center Live
- Weekend Recharge
- SOS: How to Survive
- Top Ten
- American Super/Natural
- Deep Water Salvage
- Highway Thru Hell

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

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The Weather Channel

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. 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.