

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%



HOME OWNERSHIP

Own Home:	74%
Rent:	23%



HOUSEHOLD INCOME

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



AGE

18 – 34:	11%
35 – 54:	26%
55+:	63%



EDUCATION

Graduated College:	23%
Some College:	34%



PRESENCE OF CHILDREN

1+ Child in HH:	21%
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MARITAL STATUS

Single (Never Married):	18%
Married:	56%

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, Adults 18+, Cable Networks Watched Past 7 Days: The Weather Channel. *Lifestyle Groups are a part of Mosaic USA, a division of Experian that combines lifestyle and interest attributes to create audience groups used by marketers. A high-indexing audience segment for the network does not guarantee that this network will appear on a campaign built using *Audience Intelligence for Local*. Index will vary by geography; metrics shown here represent the US population.

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.



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.