

Viewer Profile

Age

18 – 34	17%
35 – 54	36%
55+	47%

Gender

Male	48%
Female	52%

Education

Attended College	42%
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Household Income

\$75K+	34%
\$50K - \$74,999	16%
\$30K - \$49,999	21%

Home Ownership

Own Home	74%
Rent Home	23%

Presence of Children

1+ Child in HH	31%
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Median Age 53.4

Median of Household Income 51.6



weather.com

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.

Programming Highlights

- When Weather Changed History
- Storm Stories
- Full Force Nature
- It Could Happen Tomorrow
- Cantore Stories
- Weather Proof
- Weather Center
- Storm Riders



When Weather Changed History



Cantore Stories



Source: The Nielsen Co., National TV Toolbox. Live+SD HH ratings, Cable, 1/1/10-12/31/10. Simmons OneView as of 6/6/11. Base: Adults 18+ Index of 100 = National Norm.