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## Network Profile

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.

### Age Groups

A 18-49	25%
A 25-54	18%
A 35-64	48%
Median Age	63

### Education

Graduated College	29%
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### Home Ownership

Own Home	71%
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### Featured Programs

America's Morning Headquarters  
 Wake Up Al  
 Weather Center Live

### Household Income

\$75K+	44%
Median Income	\$60.7K

### Household Info

A/B County	47%
White Collar	71%
1+ child HH	32%

### Gender

Male	56%
Female	41%

Weather Geeks  
 Prospectors  
 3 Scientists Walk Into A Bar  
 American Supernatural  
 Weekend Recharge