



Description

The Weather Channel delivers unparalleled live coverage of weather 24 hours a day, 365 days a year. The Weather Channel is the premier source for local, regional, national and international weather. A team of expert forecasters clearly illustrates the where, when and whys of weather, interpreting its course and how it impacts the lives of the viewers.

Format

Informative

Gender	Col %	Index
Male	59.6	124
Female	40.4	78

Age	Col %	Index
18-34	24.4	83
18-49	53.4	94
25-54	55.2	101
35-64	53.4	101
50 +	46.6	108

Education	Col %	Index
High School Grad or Less	42.2	94
Some College (No Degree)	31.5	102
College Graduate	14.9	114
Beyond College Degree	11.4	101

Race	Col %	Index
White	83.7	102
African American	13.5	92
Other	2.8	88

Household Income	Col %	Index
0-\$19,999	9.0	95
\$20,000-\$29,999	13.6	125
\$30,000-\$39,999	14.6	95
\$40,000-\$49,999	9.7	92
\$50,000-\$74,999	19.3	103
\$75,000-\$99,999	13.8	88
\$100,000-\$149,999	12.7	99
\$150,000-\$249,999	5.3	108
\$250,000 +	2.0	129

Children	Col %	Index
Yes	37.8	93
No	62.2	105

Networks Viewed	Col %	Index
Discovery	51.8	160
ESPN	49.4	167
History	44.8	143
TNT	42.3	142
TBS	41.4	147
A&E	38.6	139
CNN	38.5	178
Fox News	38.0	150
FOOD	35.6	166
National Geo	35.5	187

Source: St. Louis Scarborough Aug08-Jul09

