

Cracking the mobile content code

Study: Today's weather consumers

At what times do you usually check the weather on one of your local stations?



watch local weather prior to **8:00 AM**

As a result, the morning broadcast may be an ideal time to promote a local station's weather app as viewers are more likely to check mobile after 8:00 AM.

What drives consumers to check the weather?

51%

Choosing what clothes to wear

48%

Curiosity about the weather

34%

Planning activities

34%

Deciding when to run errands

Your on-air and digital content should present the weather in context to these factors.

Source: CJ&N Today's Weather Consumers, August 2019



Weather apps are more popular than local TV news for weather information

60% of people check weather on a mobile app.

70% of 18 – 24 year-olds use a mobile app for weather information.

Conversely, 70% of 55 – 64 year-olds rely on local TV news, though their app usage is growing.

56%

of people would use a TV station weather app more often if their trusted local meteorologist personally prepared or presented the information.

Users want push alerts



79% say weather-related alerts are useful information



52% of people who receive a weather push alert click to learn more

62% of people **pay more attention** to mobile push alerts from their **local TV weathercaster**

For a personalized demonstration of how Max Engage with Watson can help increase usage for your mobile app or to ask additional questions, please contact weather@us.ibm.com.