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

46% 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 can help increase usage for your mobile app or to ask additional questions, please contact business@weather.com.