

Weather Emergency Survey:

Hurricane Francine

TVB

Local Media
Marketing Solutions



Hurricane Francine

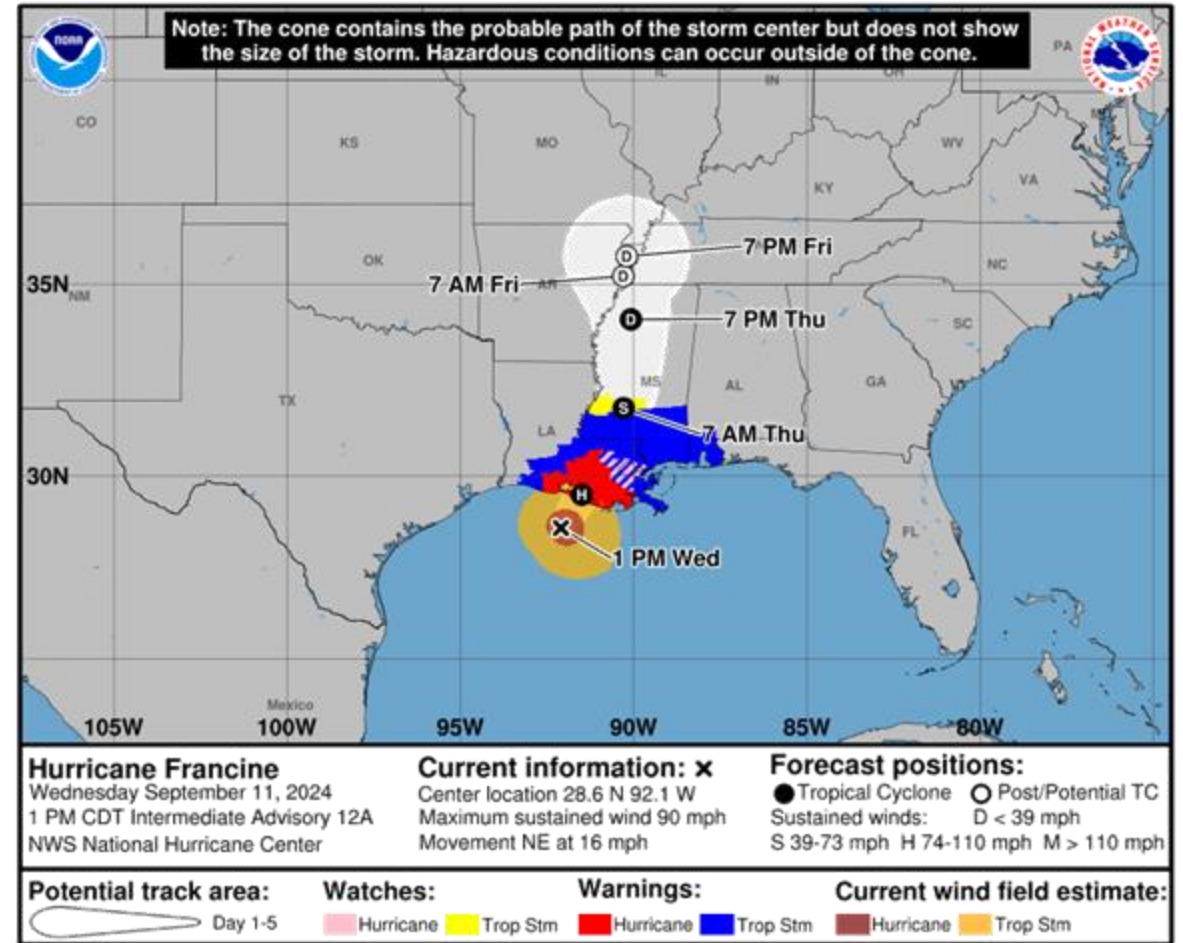
On September 11th, 2024, Hurricane Francine intensified to a **Category 2 storm**, about 40 miles south-southwest of Morgan City, Louisiana. The storm had maximum sustained winds of 100 mph and was moving northeast at 17 mph.

Around 5P.M.CDT on 9/11/24, Hurricane Francine, as a category 2 storm, made landfall in Terrebonne Parish, Louisiana, with maximum sustained winds of 100 mph.

Francine slammed the Louisiana coast, battering a fragile coastal region that hasn't fully recovered from a series of devastating hurricanes in 2020 and 2021. It then moved at a fast clip toward New Orleans, pounding the city with torrential rains.

Francine weakened to a tropical depression the morning of 9/12. The wind risk is lessening, but up to 8 inches of rain doused the entire region through 9/13.

The TVB through Dynata measured the media usage of the markets in the areas impacted in Louisiana.



Research Overview: Methodology

WHO:

- 1,016 interviews were collected via opt-in sample.
- To qualify respondents needed to be age 18+ and:
 - Reside in the following DMAs: Beaumont-Port Arthur, Lake Charles, Lafayette, LA, Baton Rouge, New Orleans.
 - Had to have been impacted and/or kept apprised of the news of the severe weather.
 - Had seen or heard any information or coverage of the severe weather on any media platform.

WHEN: Interviews began September 12th and concluded September 16th, 2024.

WHAT: A short online survey about respondents' news media habits before, during, and after the severe weather hits their location.

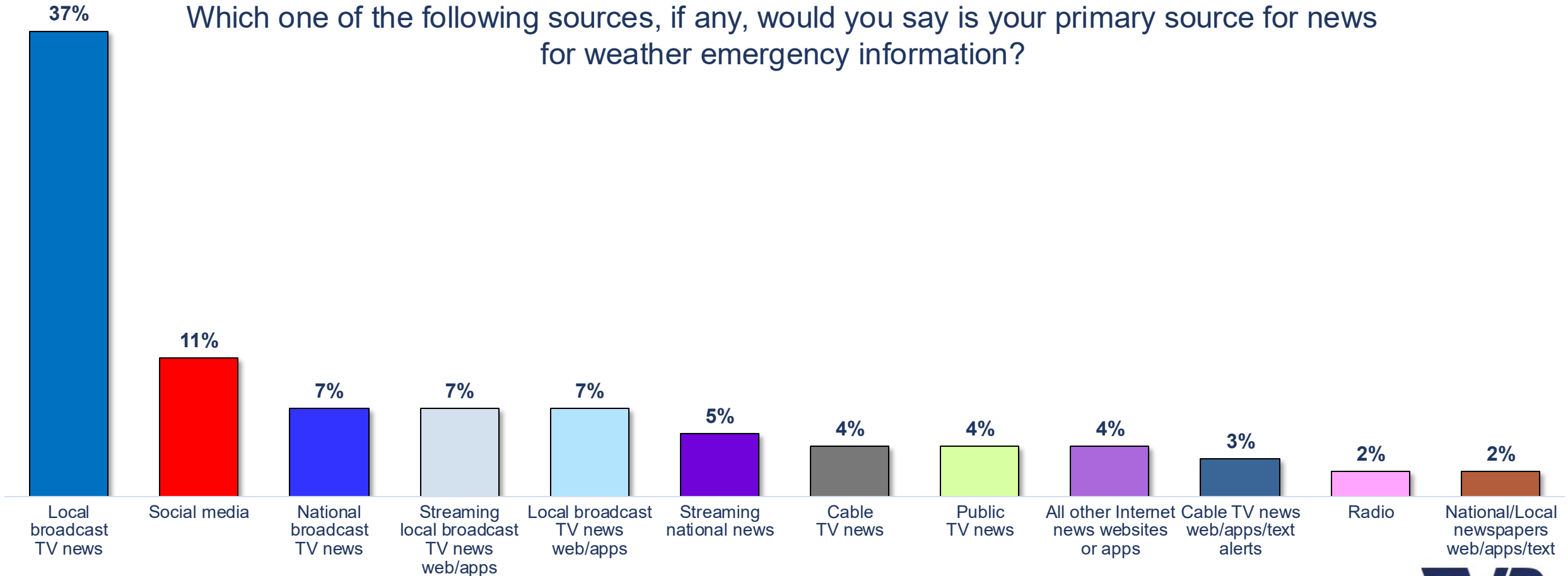
TVB and Dynata

The results of this survey mirror the findings of previous severe weather-related surveys, including Hurricanes Dorian, Harvey & Irma, as well as the California Wildfires and the Boston Bomb Cyclone.

The main information source for residents in a time of crisis – and the most trusted – is their local broadcast television station assets.

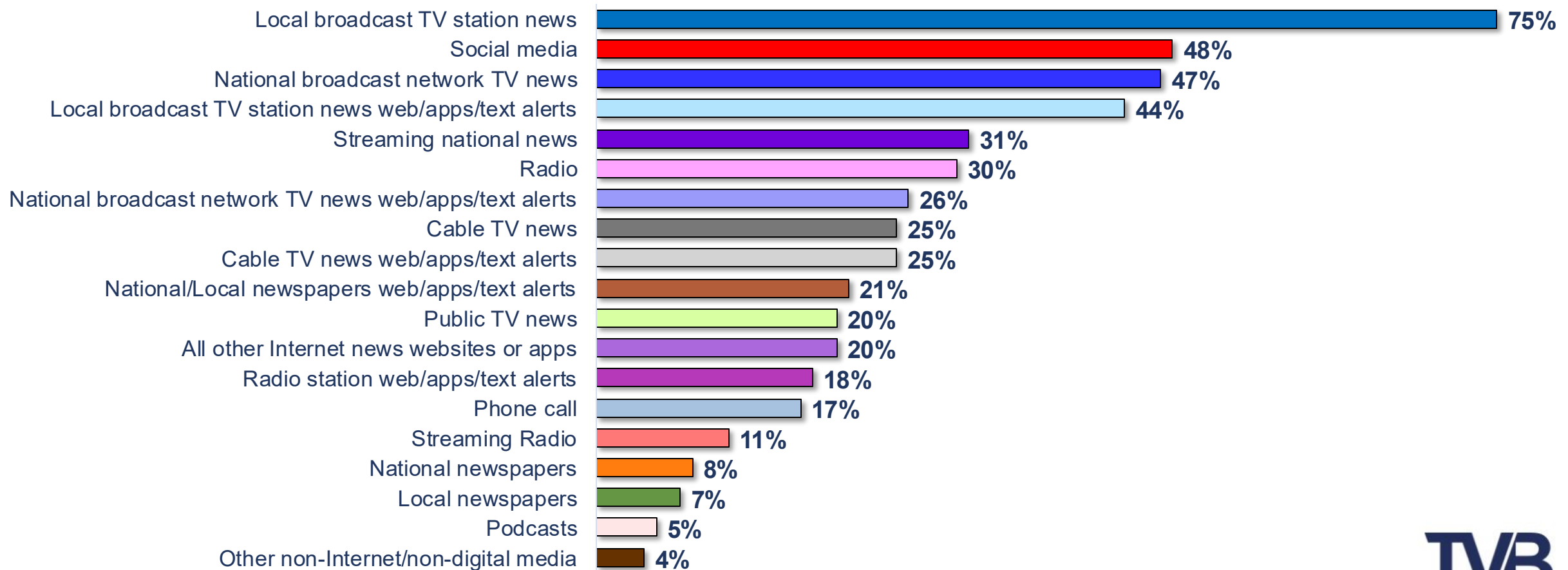
Local TV Station News Tops For Severe Weather Information

Which one of the following sources, if any, would you say is your primary source for news for weather emergency information?



Local Broadcast News Goto Source Overall for Information On Hurricane Francine

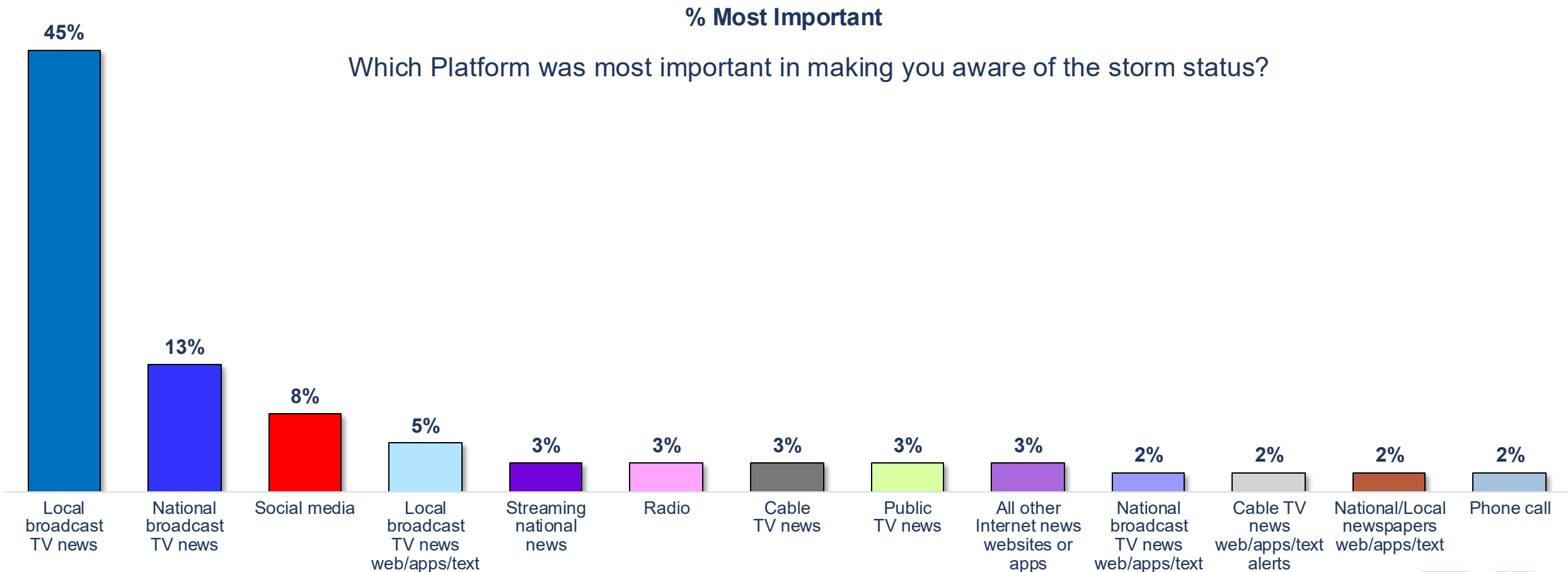
When the area you live in was threatened with the possibility of a weather emergency, and during and after the weather emergency, did you seek information/news about the weather emergency from any of these sources?



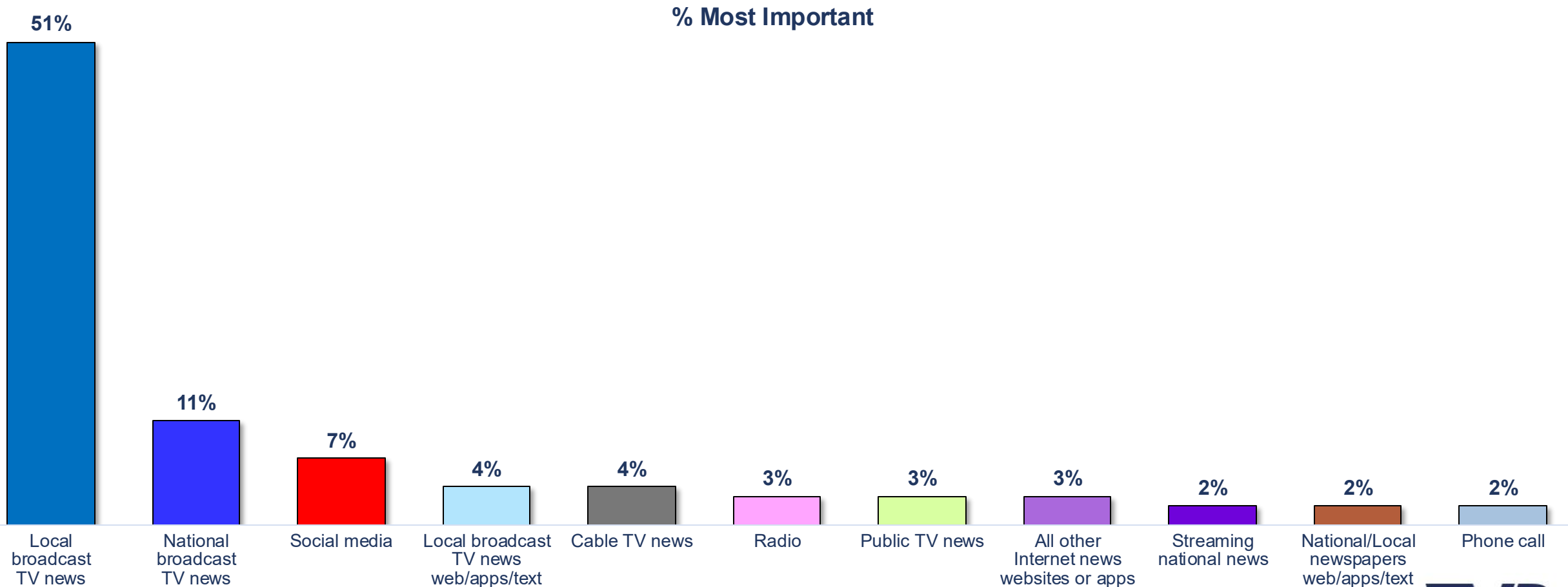
Which Platform was most important in making you aware of the storm status?

- Before/Approaching
- During
- After

Local Broadcast News Was The Most Important Platform For Making Respondents Aware of Hurricane Francine's Potential Impact



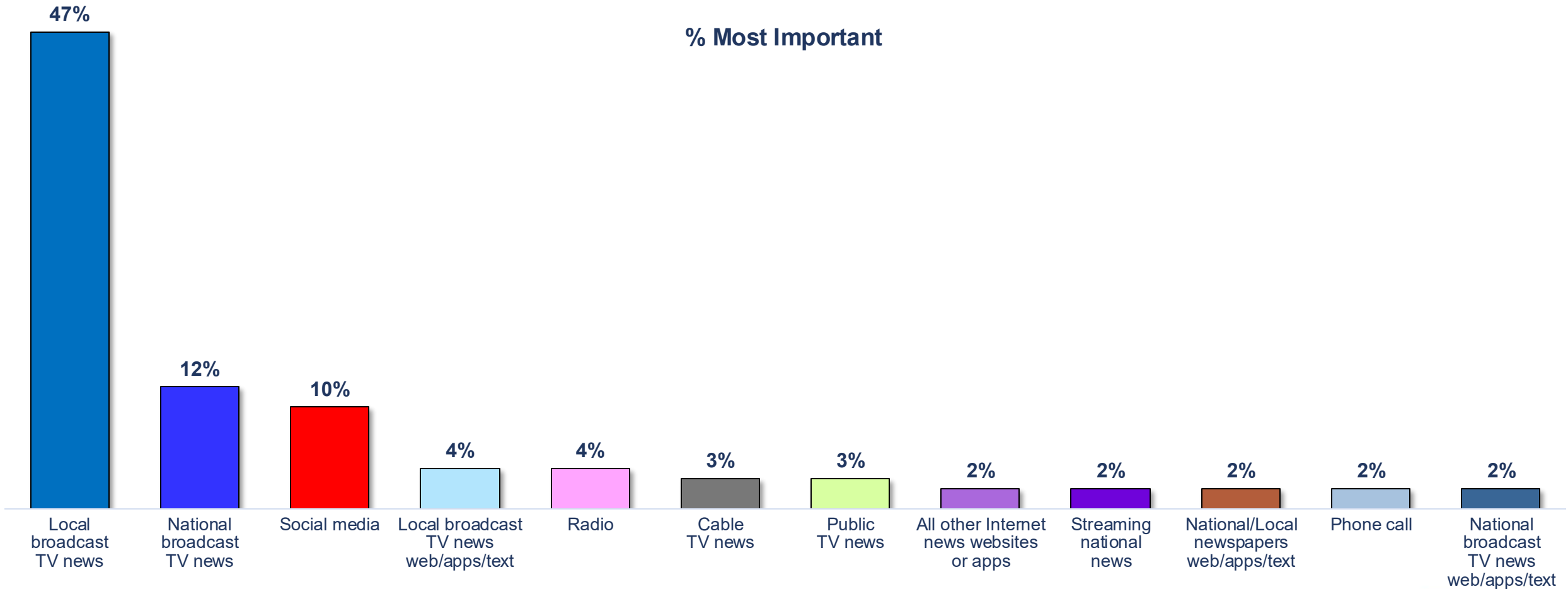
Local Broadcast News Was The Most Important Platform For Informing Respondents of Hurricane Francine's Impact During The Storm



9 Source: Dynata Hurricane Francine Weather Survey. 9/12/24-9/16/24 Adults 18+. QA6b: Thinking about a weather emergency while it hit your area but did not require you to evacuate and while you still had electricity, which platform was most important in making you aware of the status of the storm, details of how it was impacting your area and when it might be over. Please select the most important media in keeping you apprised of the situation. Under 2% not shown.



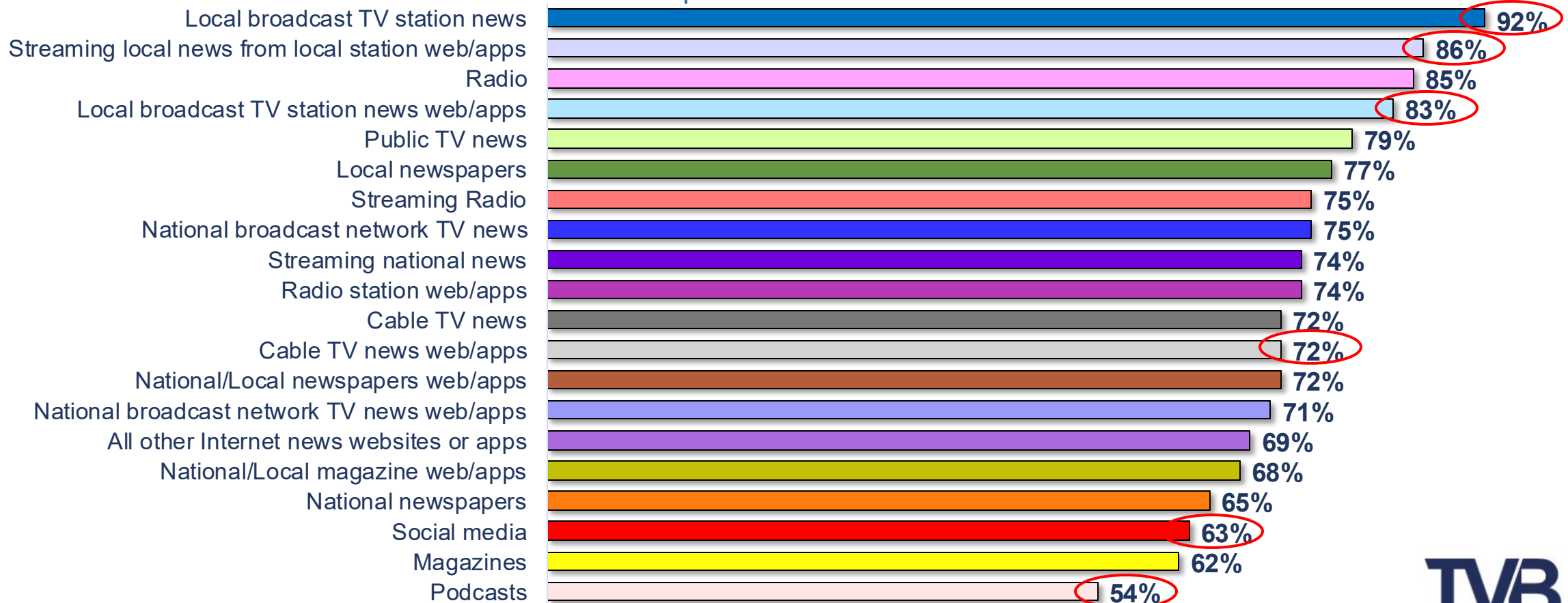
Local Broadcast News Was The Most Important Platform For Making Respondents Aware of Hurricane Francine's Aftereffects



Local TV News Assets: #1 For Trust

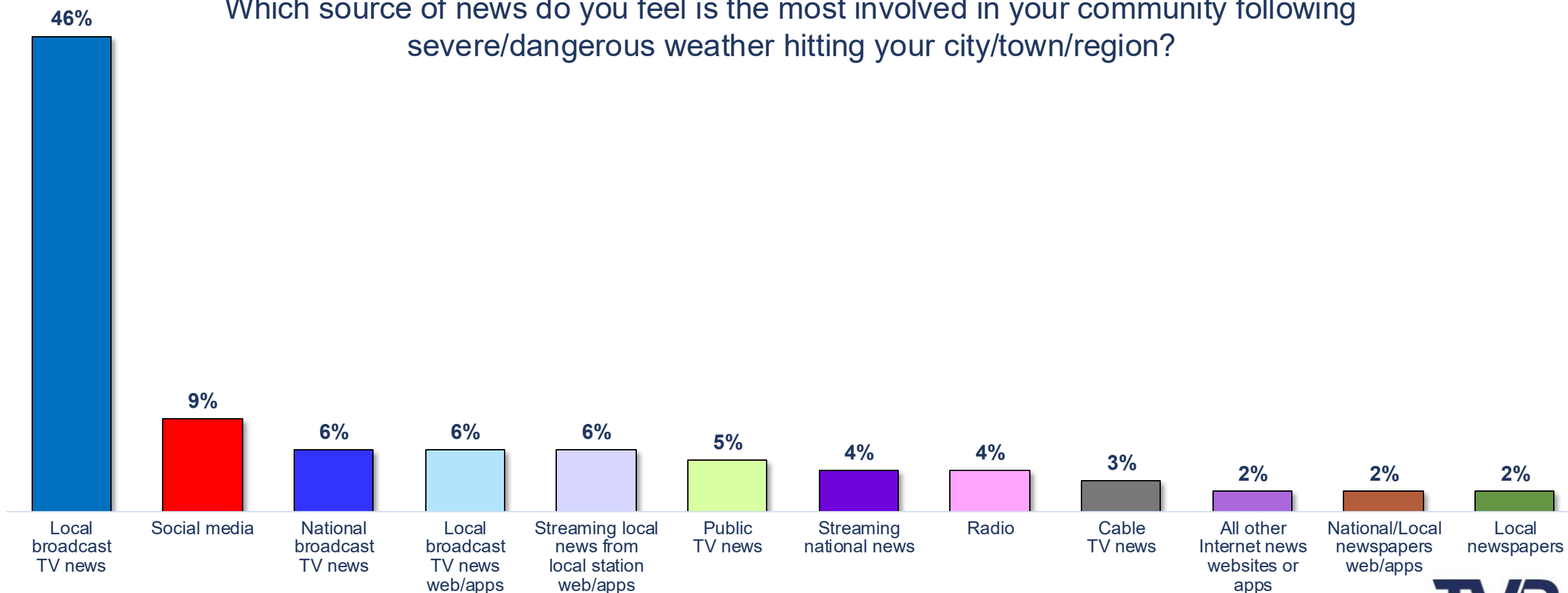
For each source, please indicate the extent to which you agree or disagree with the following statement: I trust the news that I see/hear on this media source

Top 2 Boxes



Local TV Station News Is The Most Involved In Their Community Following Severe Weather Hitting Their Area

Which source of news do you feel is the most involved in your community following severe/dangerous weather hitting your city/town/region?



Why Local TV?

What are your reasons for watching local broadcast TV news during severe/dangerous weather times?

Reasons for watching local broadcast TV news	% Adults 18+
I want information that pertains to the area I live in	71%
I trust the news from my local broadcast station	70%
I feel my local broadcast station is looking out for what I need to know and will keep me safe	53%
I want to know the status of public services e.g. school closing, road conditions, public transit, shelters	53%
I like that they are constantly updating and giving me the latest information	51%
I like that they visually show areas affected	43%
I like that they are reporting from different neighborhoods in my area	41%
I share information I get from my station with friends/family	31%



Why Local TV News Website/Apps?

What are your reasons for using local broadcast TV news websites/apps during severe/dangerous weather times?

Reasons for watching local broadcast TV news websites/apps	% Adults 18+
I want information that pertains to the area I live in	70%
I trust the news from my local broadcast stations and their website/app	65%
I want to know the status of public services e.g. school closing, road conditions, public transit, shelters	52%
I like that they are constantly updating and giving me the latest information	48%
I like that I can get at the information I need on my timetable	44%
I like getting the alerts on the latest local news	43%
I downloaded the app from my local broadcast TV station specifically to get immediate/updated information on severe/dangerous weather	42%
I feel my local broadcast station is looking out for what I need to know	41%
I like that I can access it wherever I am	41%
I like that I can still access the news even if I had to evacuate or my home doesn't have power	37%
I share information I get from my broadcast station's website/app with friends/family	34%
I like streaming video clips from my local TV station	21%



Hurricane Francine Key Points

- Local broadcast TV news was the top source for news for weather emergency information in general.
- 75% of respondents used local TV news for information about Hurricane Francine.
- Local broadcast news was the most important platform for making respondents aware of Hurricane Francine's impact before, during and after the storm.
- Local TV news assets were the most trusted source for coverage and information. 92% of respondents agreed that Local TV News was the most trusted, while streaming local TV news from websites and apps were the second most trusted source at 86%. Podcasts were the lowest at 54%.
- The top reasons cited for both watching local TV news and using local TV news websites and apps were that respondents wanted information that pertained to their area, and they trust it.

Donate to Hurricane Francine Relief Funds

Here are websites to provide support for Hurricane Helene Relief Funds:

- [National Voluntary Organizations Active in Disaster](#)
- [American Red Cross](#)
- [The Salvation Army](#)

Thank You!

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