

Weather Emergency Survey:

Hurricane Helene

TVB

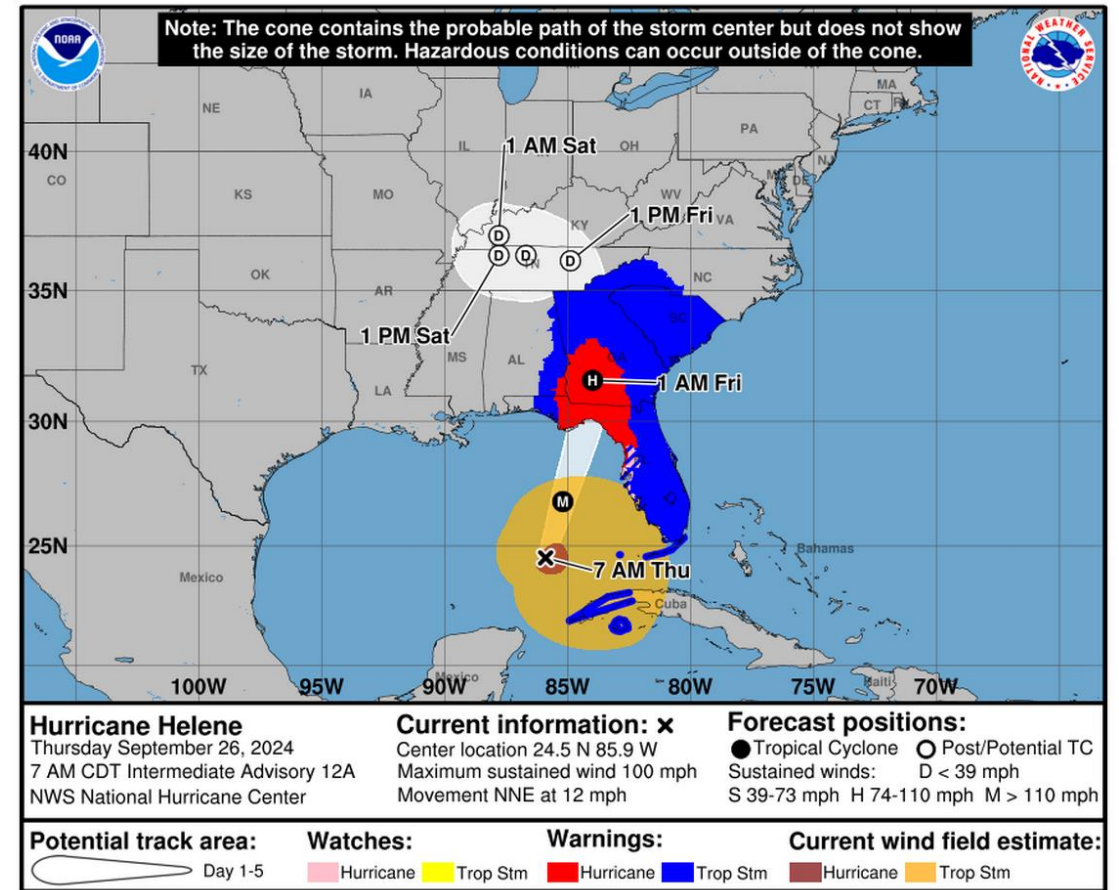
Local Media
Marketing Solutions



Hurricane Helene

Hurricane Helene was a large, deadly, catastrophic, and fast-moving tropical cyclone that was the strongest on record to strike the Big Bend region of Florida. The eighth named storm, fifth hurricane, and second major hurricane of the 2024 Atlantic hurricane season, Helene developed gradually from a mid-September disturbance in the western Caribbean Sea within a broad area of low pressure known as the Central American gyre. By September 24, the disturbance had consolidated enough to become a tropical storm as it approached the Yucatán Peninsula, receiving the name *Helene* from the National Hurricane Center.

Favorable conditions led to the cyclone's gradual intensification, and it became a hurricane early on September 25. More pronounced and eventually rapid intensification ensued as Helene traversed the Gulf of Mexico the following day, reaching Category 4 intensity on the evening of September 26. Late on September 26, Helene made landfall at peak intensity in the Big Bend region of Florida, near the city of Perry, with maximum sustained winds of 140 mph. Helene would weaken as it moved quickly inland before degenerating to a post-tropical cyclone over Tennessee on September 27. The storm then stalled over the state before dissipating on September 29.



Research Overview: Methodology

WHO:

- 1,002 interviews were collected via opt-in sample.
- To qualify respondents needed to be age 18+ and:
 - Reside in the following DMAs: Gainesville, FL, Panama City, Tallahassee, FL-Thomasville, GA, Tampa-St. Petersburg (Sarasota).
 - 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 26th and concluded September 30th, 2024.

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

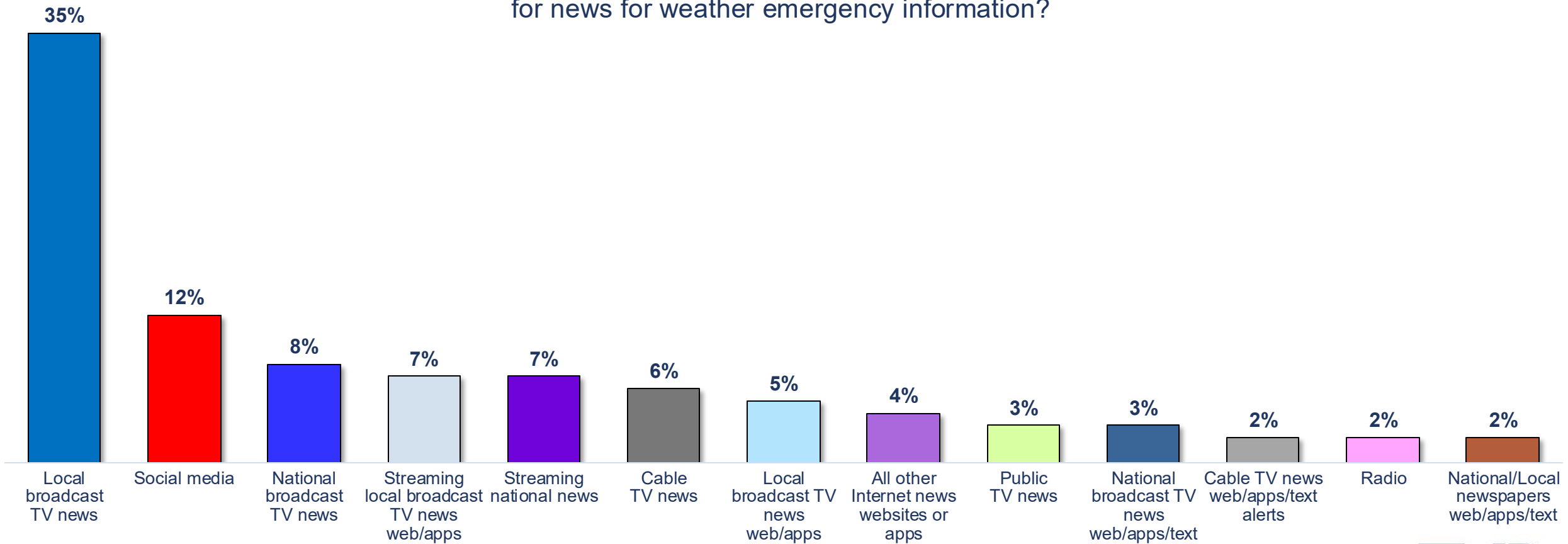
TVB and Dynata

The results of this survey mirror the findings of previous severe weather-related surveys, including Hurricanes Dorian, Harvey, Irma, and most recently, Francine.

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?

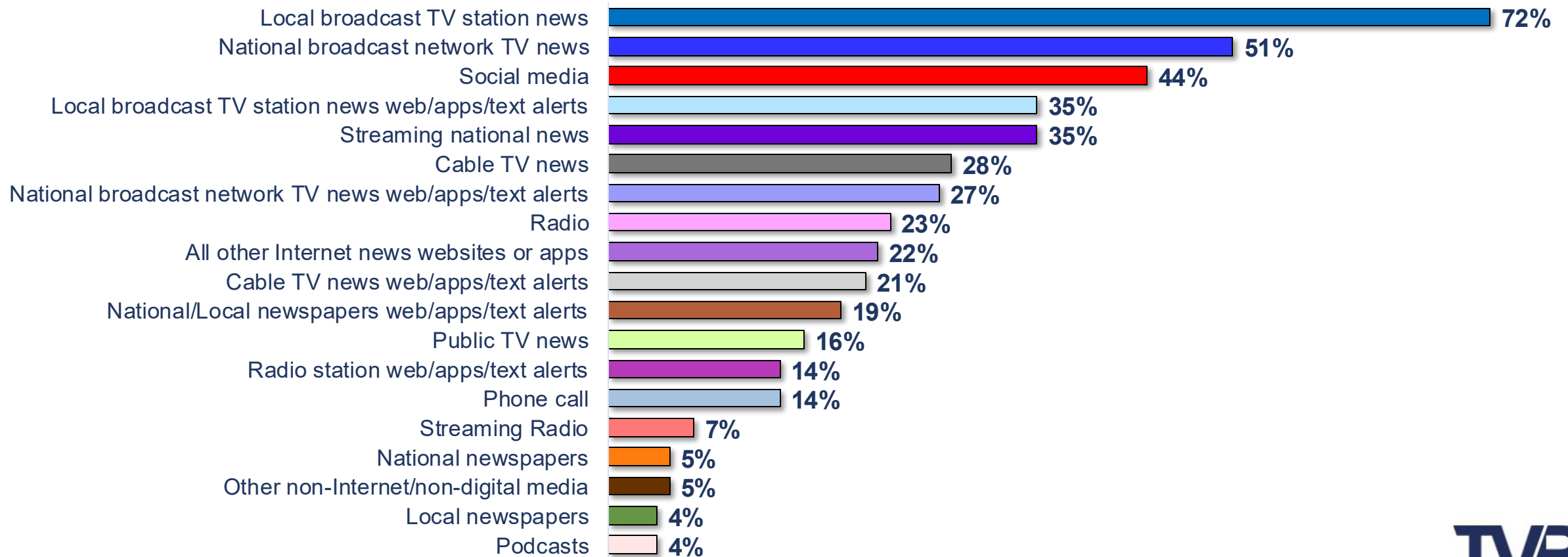


5 Source: Dynata Hurricane Helene Weather Survey. 9/26-9/30/24 Adults 18+. Q5: Which one of the following sources, if any, would you say is your primary source for news for weather emergency information? Under 2% not shown. Only those with a primary source for news included. N = 978



Local Broadcast News Go to Source Overall for Information On Hurricane Helene

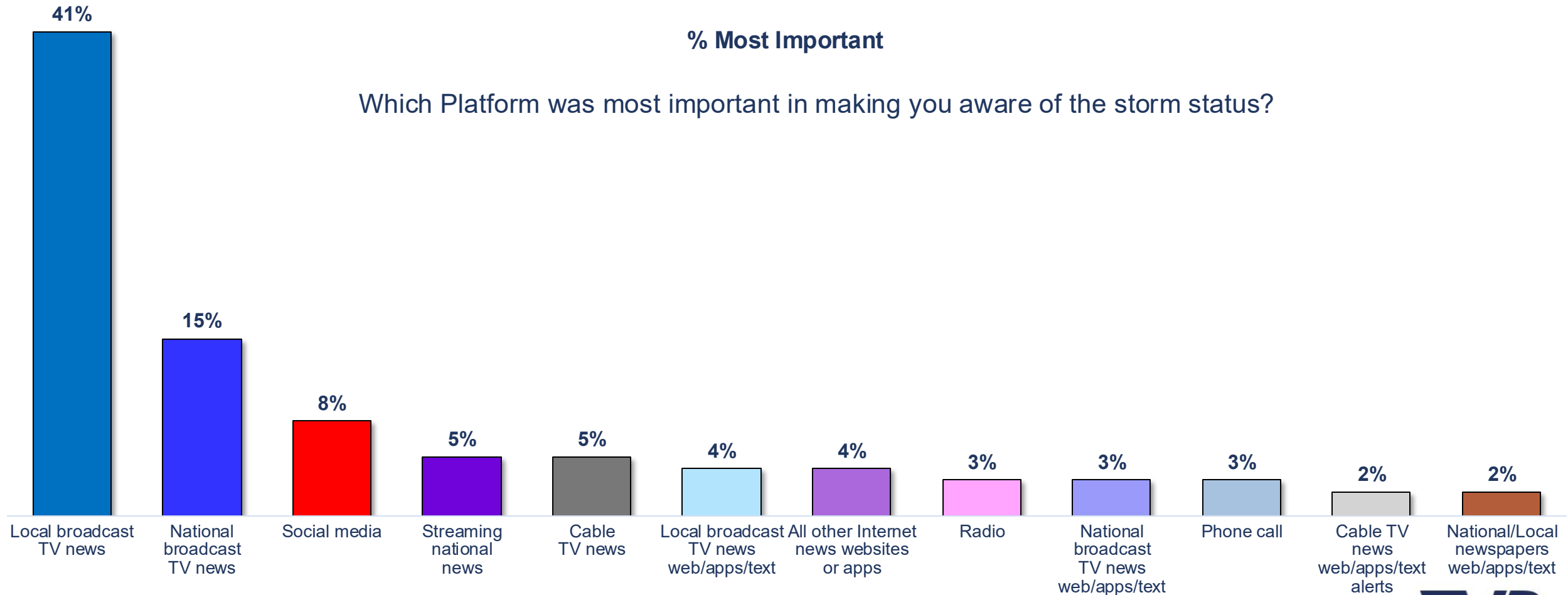
When the area you live in was threatened with the possibility of a weather emergency, and during and after the weather emergency, did you seek information/news about the weather emergency from any of these sources?



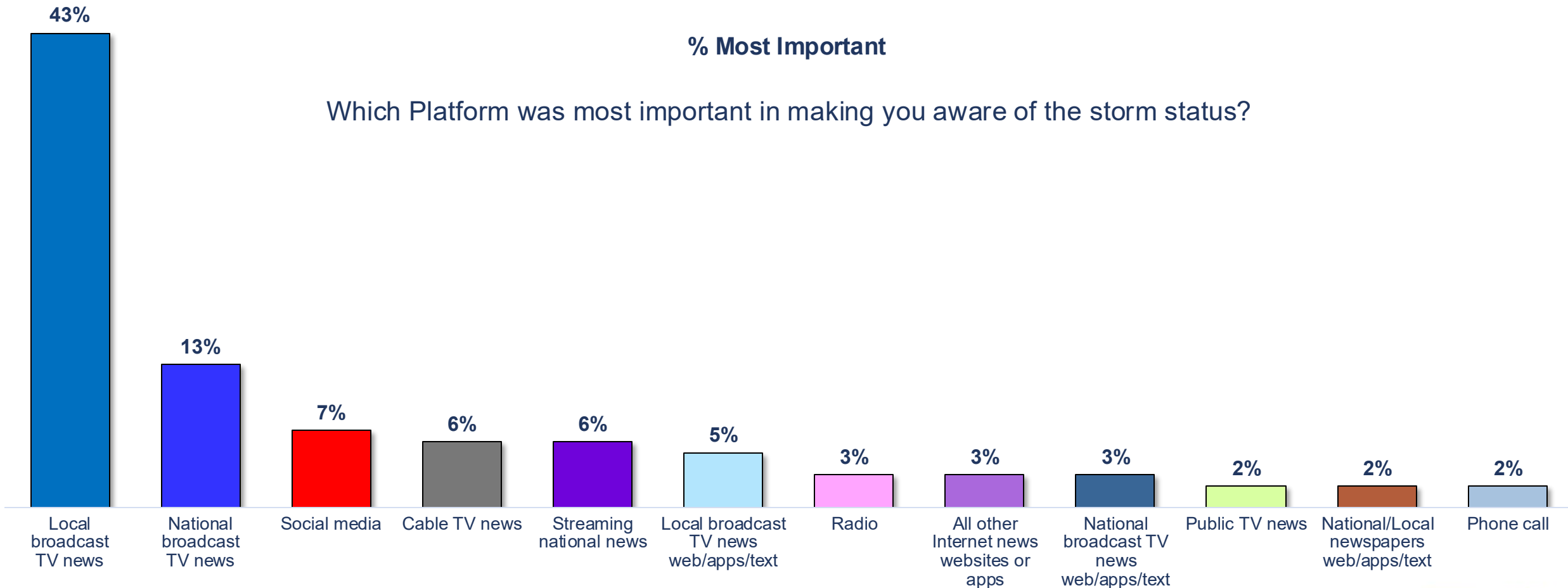
Which Platform was most important in making you aware of the storm status?

- Before/Approaching
- During
- After

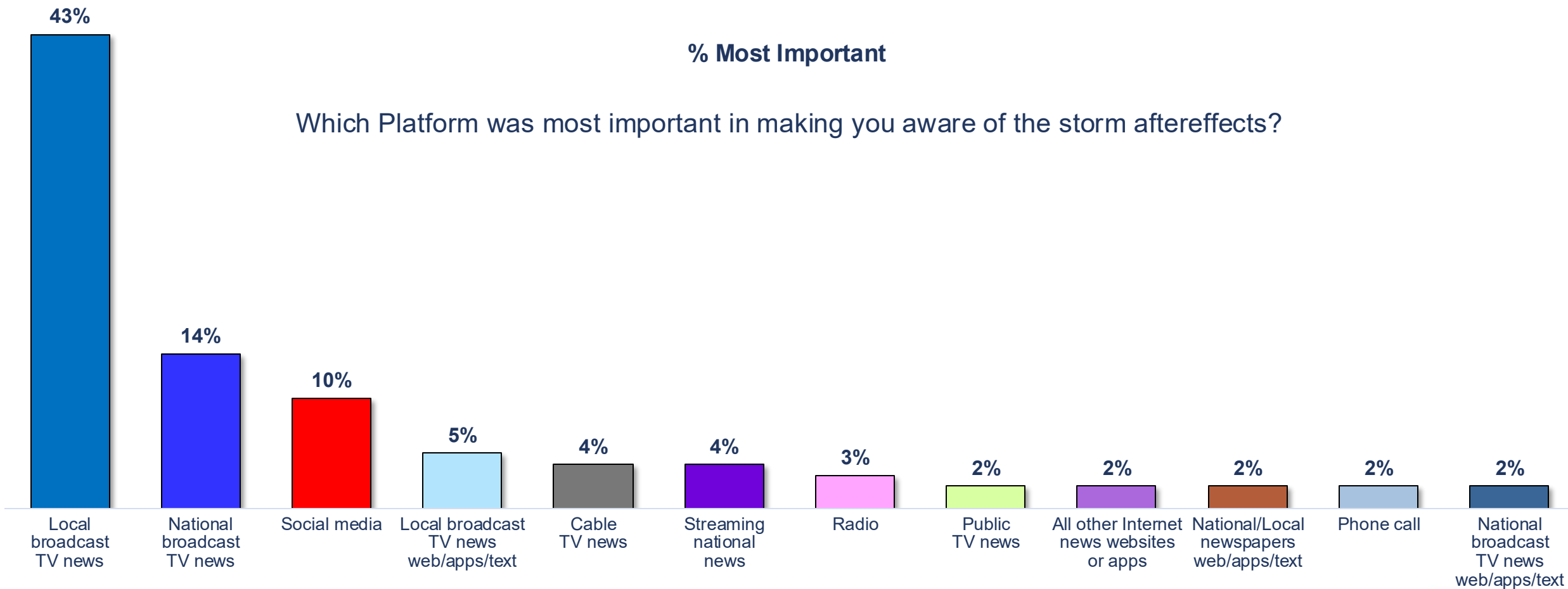
Local Broadcast News Was The Most Important Platform For Making Respondents Aware of Hurricane Helene's **Potential** Impact



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



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



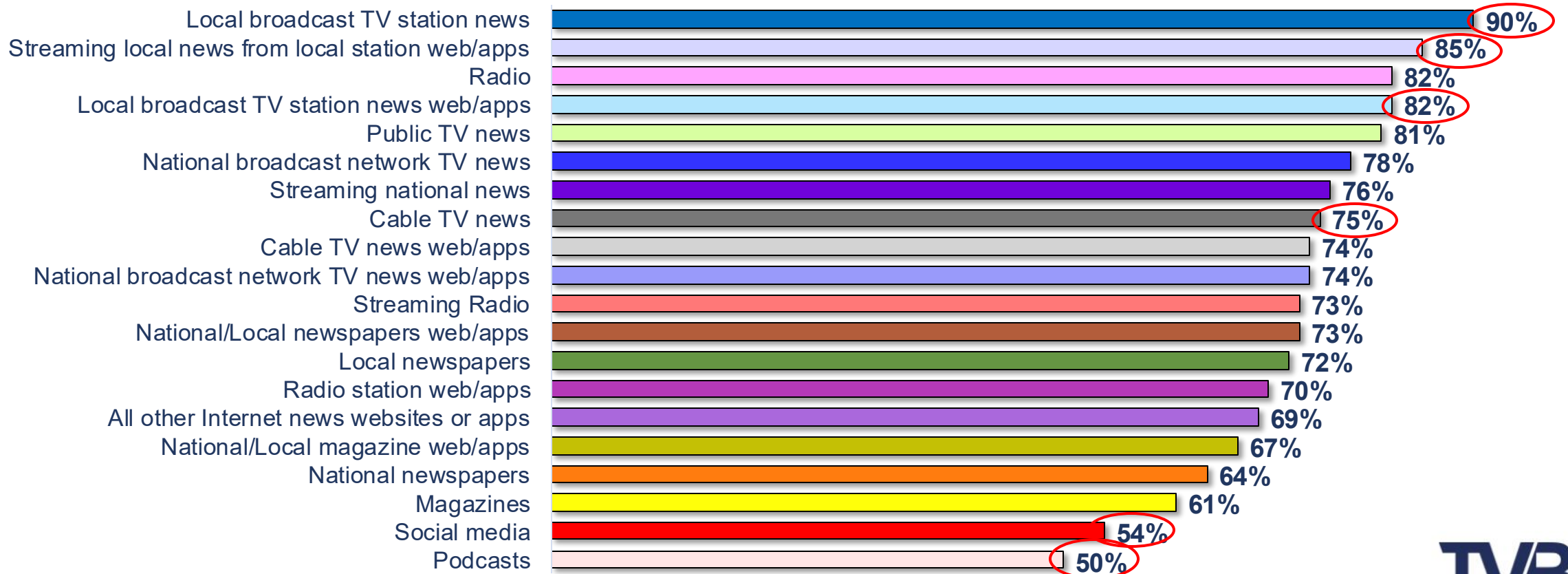
Source: Dynata Hurricane Helene Weather Survey. 9/26-9/30/24 Adults 18+. QA7: Thinking about after the weather emergency hit your area and you were looking for information on its impacts on services in your area (road closures, schools etc.) which platform was most important in making you aware of the d of the aftereffects of the storm and its impact on your area. Please select the most important, second most important, and third most important media in keeping you apprised of the situaton. Under 2% not shown. N = 1002



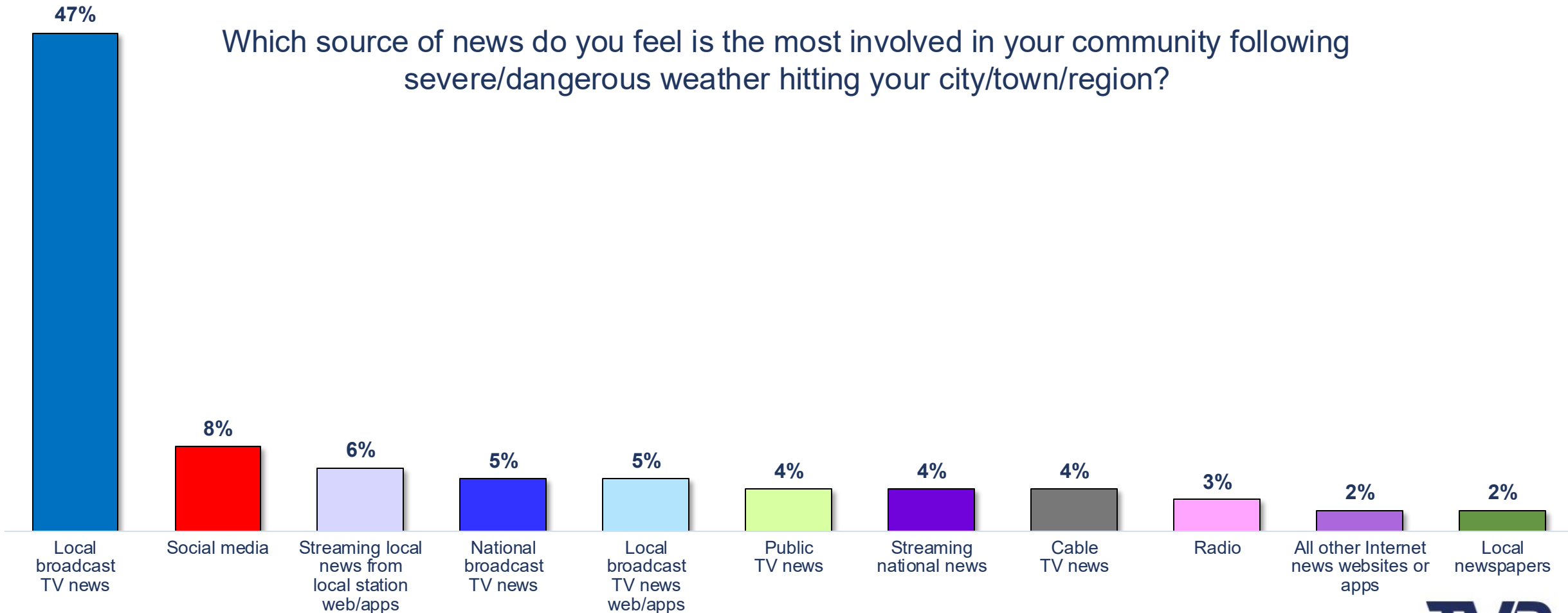
Local TV News Assets: #1 For Trust

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



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	74%
I trust the news from my local broadcast station	64%
I like that they are constantly updating and giving me the latest information	51%
I feel my local broadcast station is looking out for what I need to know and will keep me safe	50%
I want to know the status of public services e.g. school closing, road conditions, public transit, shelters	47%
I like that they are reporting from different neighborhoods in my area	44%
I like that they visually show areas affected	41%
I share information I get from my station with friends/family	27%

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	74%
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	43%
I like that they are constantly updating and giving me the latest information	43%
I like getting the alerts on the latest local news	42%
I like that I can get at the information I need on my timetable	37%
I feel my local broadcast station is looking out for what I need to know	37%
I like that I can access it wherever I am	36%
I like that I can still access the news even if I had to evacuate or my home doesn't have power	33%
I downloaded the app from my local broadcast TV station specifically to get immediate/updated information on severe/dangerous weather	32%
I share information I get from my broadcast station's website/app with friends/family	26%

Hurricane Helene Key Points

- Local broadcast TV news was the top source for news for weather emergency information in general.
- 72% of respondents used local TV news for information about Hurricane Helene.
- Local broadcast news was the most important platform for making respondents aware of Hurricane Helene's impact before, during and after the storm.
- Local TV news assets were the most trusted source for coverage and information. 90% 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 85%. Podcasts were the lowest at 50%.
- 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 Helene 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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