

Burlington

Boston

Baltimore

Hurricane Irene Survey

Boston-Baltimore-Burlington

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LEARN HURRICANE IRENE APPROACHING

Where did you first learn Hurricane Irene was approaching your area?

	Total Adults	Boston	Baltimore	Burlington-Plattsburgh
TELEVISION	50%	52%	45%	43%
Local Television News	39%	41%	36%	31%
Internet	16%	15%	17%	16%
Friends/Relatives	11%	11%	10%	9%
The Weather Channel	10%	7%	13%	21%
Cable news network	7%	7%	7%	6%
Radio	5%	5%	6%	6%
Network News	4%	4%	3%	6%
Social Media	1%	1%	2%	1%
Smart Phone	1%	1%	1%	1%
Other	1%	1%	0%	3%
Don't know	5%	6%	3%	1%

Note: TELEVISION=Combination of Local TV, Weather Channel, Cable News Networks and Broadcast Network News

LEARN HURRICANE IRENE APPROACHING - BOSTON

Where did you first learn Hurricane Irene was approaching your area?

	Boston Total
WCVB Ch. 5	15%
Internet	15%
Friends/Relatives	11%
WHDH ch.7	9%
WBZ Ch. 4	7%
The Weather Channel	7%
Cable news network	7%
WMUR ch. 9	6%
Radio	5%
WFXT ch.25	5%
Network News	4%
Smart Phone	1%
Social Media	1%
Newspaper	1%

LEARN HURRICANE IRENE APPROACHING - BALTIMORE

Where did you first learn Hurricane Irene was approaching your area?

	Baltimore Total
WBAL Ch. 11 NBC	18%
Internet	17%
The Weather Channel	13%
WJZ Ch. 13 CBS	12%
Friends/Relatives	10%
Cable news network	7%
Radio	6%
WBFF Ch. 45 FOX	3%
Newspaper	3%
Network News such as ABC/NBC/CBS	3%
WMAR Ch. 2 ABC	2%
Social Media	2%
Smart Phone	1%
Don't know	3%

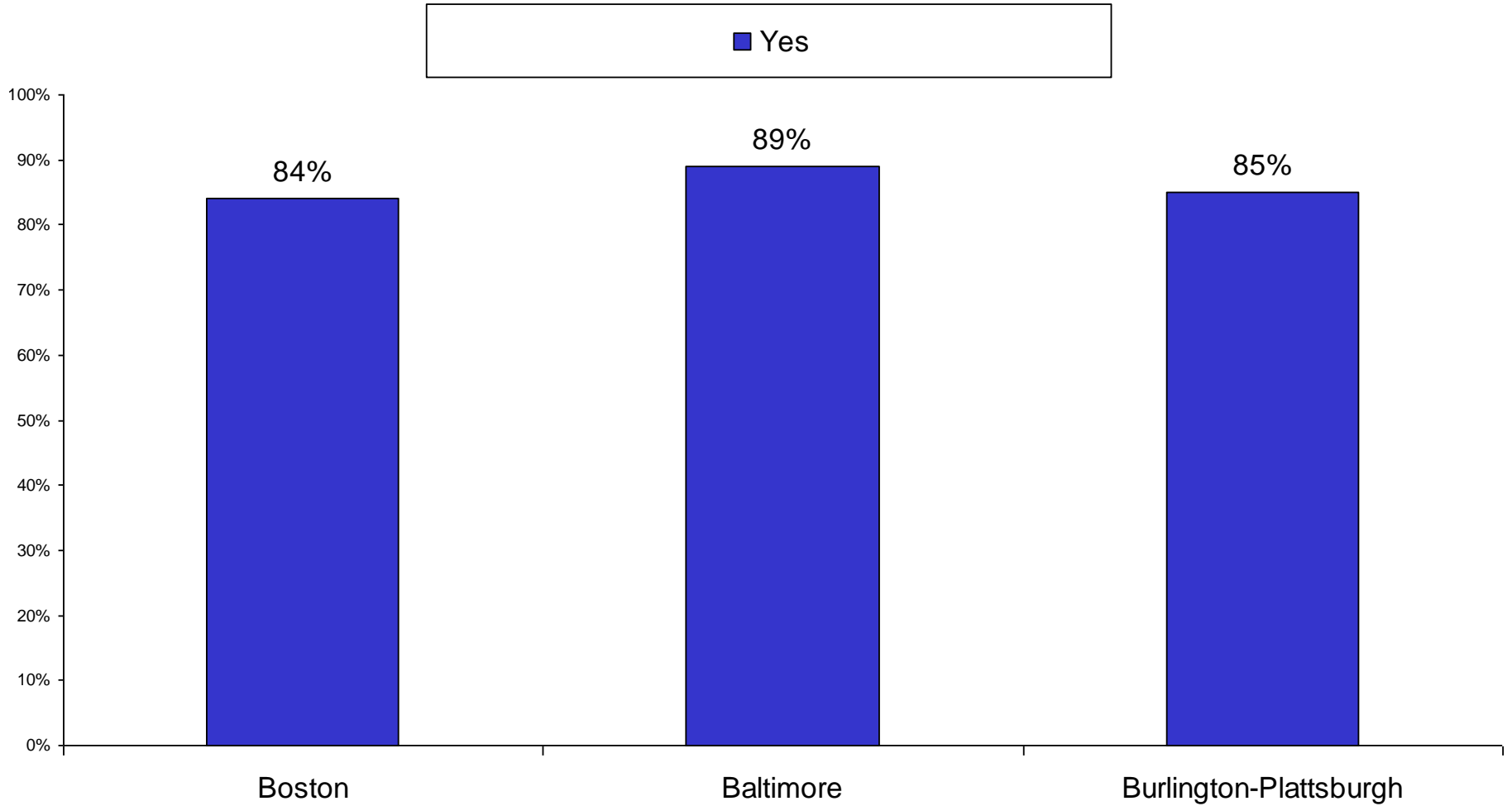
TRACKING HURRICANE IRENE

Were you tracking Hurricane Irene as it impacted your area?

85% of the Total Adults in these markets were tracking Hurricane Irene as it impacted their area!

TRACKING HURRICANE

Were you tracking Hurricane Irene as it impacted your area?



STATION WATCH MOST OFTEN HURRICANE IRENE - BOSTON

Which local television station did you watch most often for Hurricane Irene coverage?

	Boston Total
WCVB ch. 5 <i>The Hearst station was the leading source of information</i>	29%
WHDH ch.7	23%
WBZ ch.4	20%
WMUR ch. 9	12%
WFXT ch.25	11%
NECN	2%



STATION WATCH MOST OFTEN HURRICANE IRENE - BALTIMORE

Which local television station did you watch most often for Hurricane Irene coverage?

	Baltimore Total
WBAL Ch. 11 NBC <i>The Hearst station was the leading source of information</i>	49%
WJZ Ch. 13 CBS	28%
WBFF Ch. 45 FOX	10%
WMAR Ch. 2 ABC	7%
The Weather Channel	3%
Other	2%

STATION WATCH MOST OFTEN HURRICANE IRENE - BURLINGTON

Which local television station did you watch most often for Hurricane Irene coverage?

		Burlington - Plattsburgh Total
WPTZ Ch. 5 NBC/WNNE Ch. 31	<i>The Hearst station was the leading source of information</i>	44%
WCAX Ch. 3 CBS		38%
WMUR Ch. 9		8%
WFFF Ch. 44 FOX		3%
WVNY Ch. 22 ABC		2%

HURRICANE INFORMATION - BOSTON

While tracking Hurricane Irene, which local TV station were you getting key or critical information about the storm or weather?

	Boston Total
WCVB Ch. 5	30%
WHDH ch.7	24%
WBZ Ch. 4	23%
WMUR ch. 9	11%
WFXT ch.25	9%

HURRICANE INFORMATION - BALTIMORE

While tracking Hurricane Irene, which local TV station were you getting key or critical information about the storm or weather?

	Baltimore Total
WBAL Ch. 11 NBC	43%
WJZ Ch. 13 CBS	33%
WMAR Ch. 2 ABC	11%
WBFF Ch. 45 FOX	9%

HURRICANE INFORMATION - BURLINGTON

While tracking Hurricane Irene, which local TV station were you getting key or critical information about the storm or weather?

Burlington - Plattsburgh Total

WPTZ Ch. 5 NBC/WNNE Ch. 31

35%

WCAX Ch. 3 CBS

28%

WFFF Ch. 44 FOX

7%

WMUR

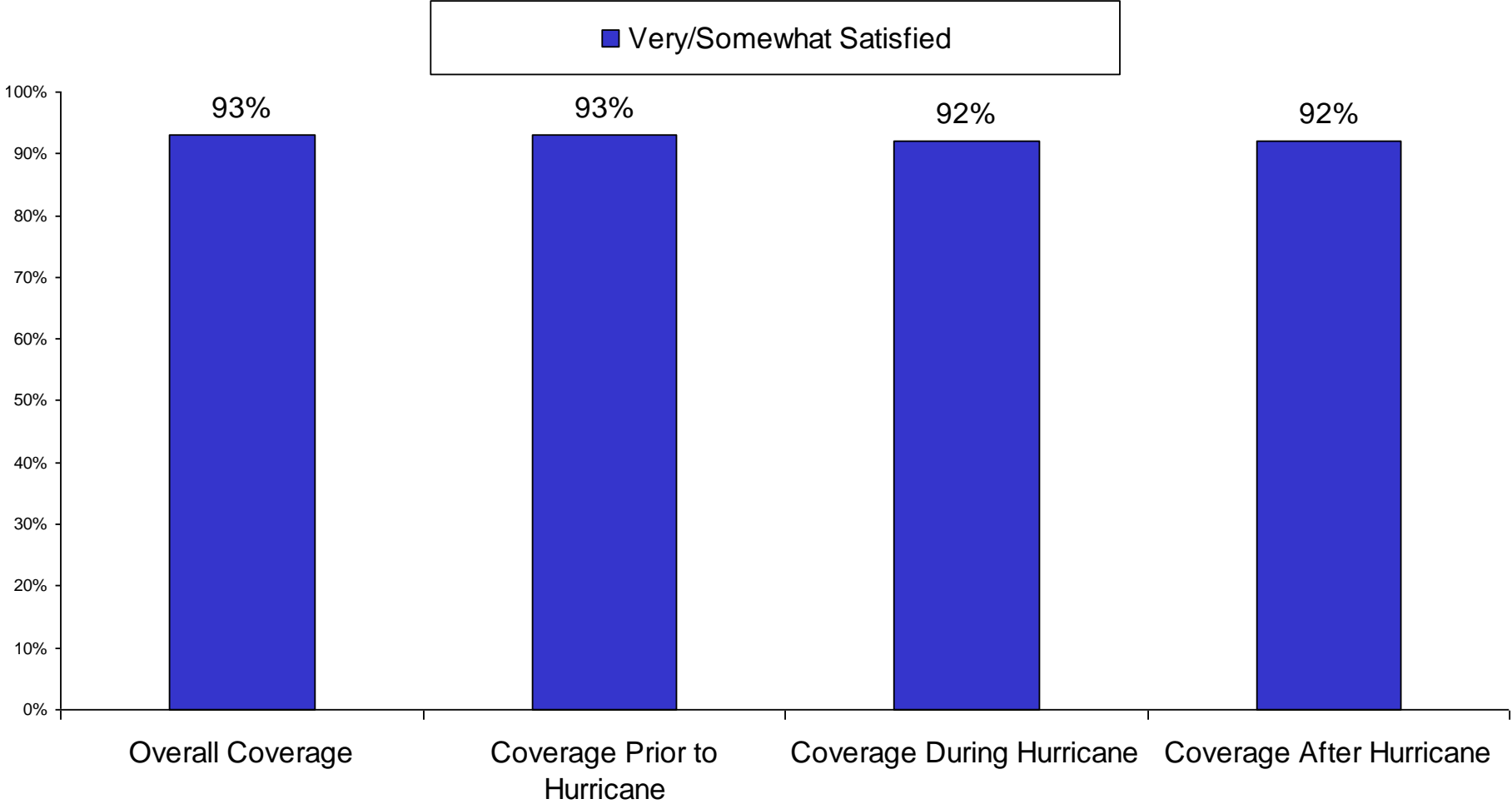
3%

WVNY Ch. 22 ABC

1%

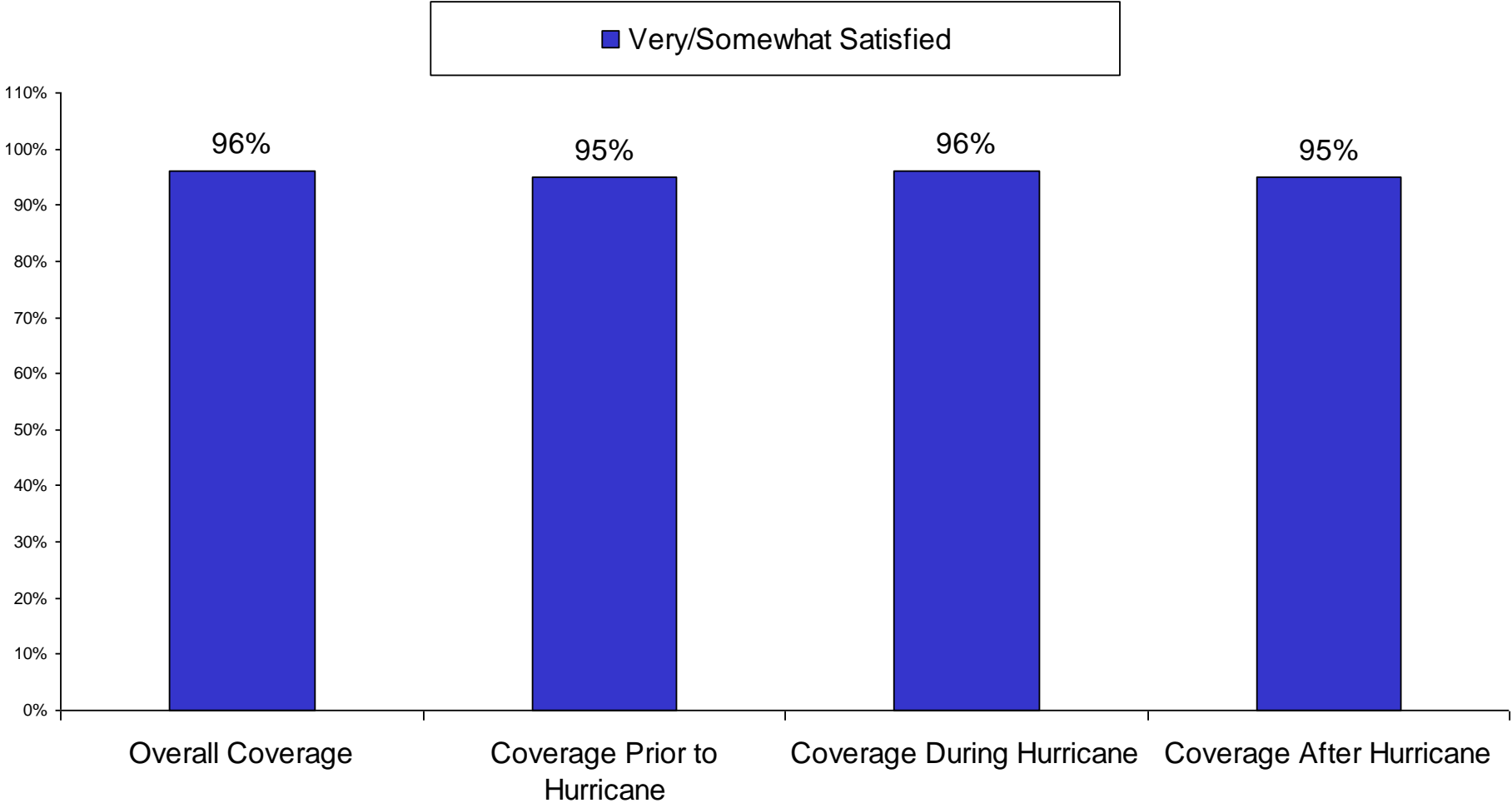
SATISFACTION WITH WCVB COVERAGE - BOSTON

How satisfied were you with WCVB's coverage of Hurricane Irene?



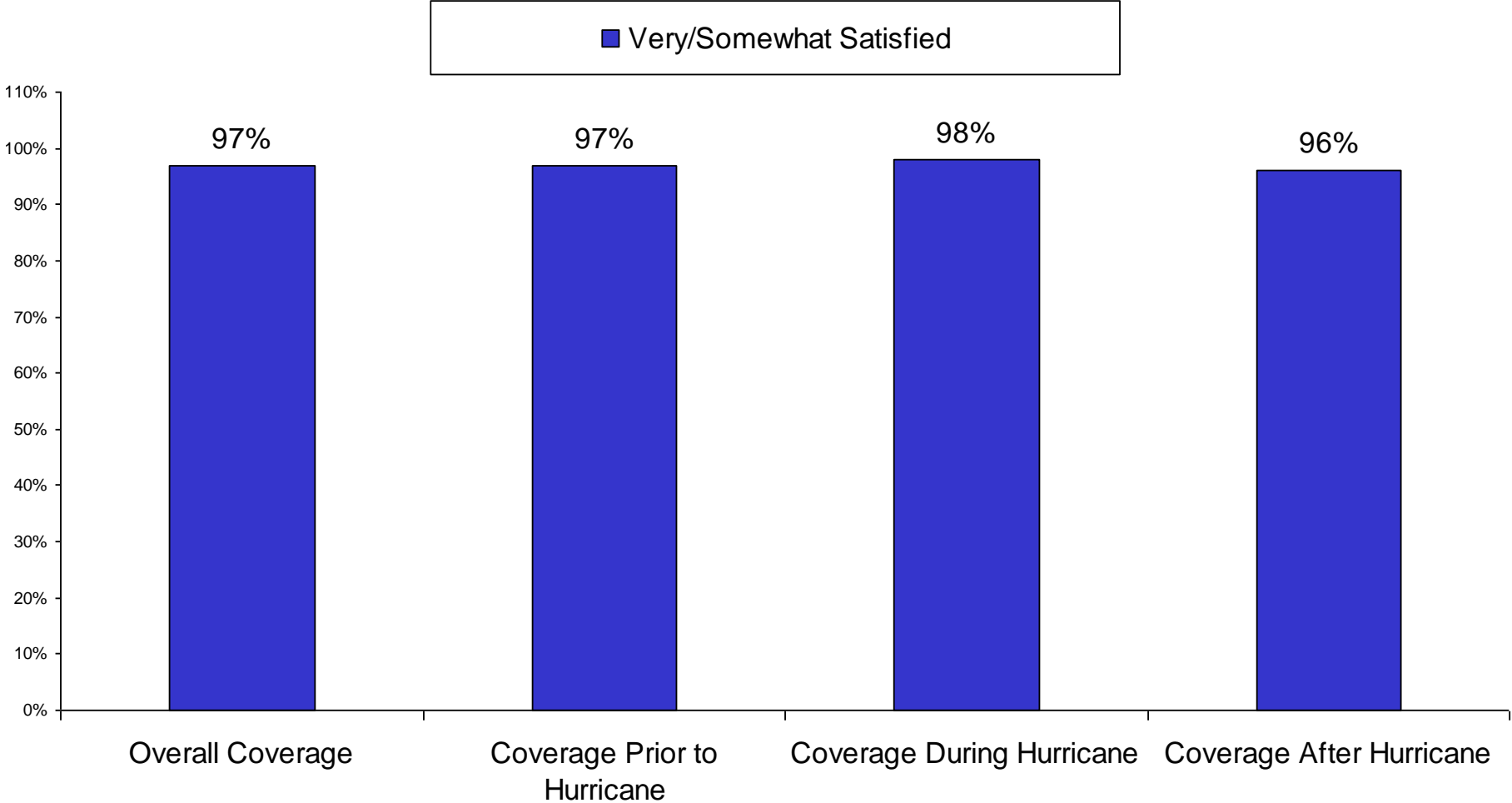
SATISFACTION WITH WBAL-TV COVERAGE - BALTIMORE

How satisfied were you with WBAL-TV's coverage of Hurricane Irene?



SATISFACTION WITH WPTZ/WNNE COVERAGE - BURLINGTON

How satisfied were you with WPTZ/WNNE's coverage of Hurricane Irene?



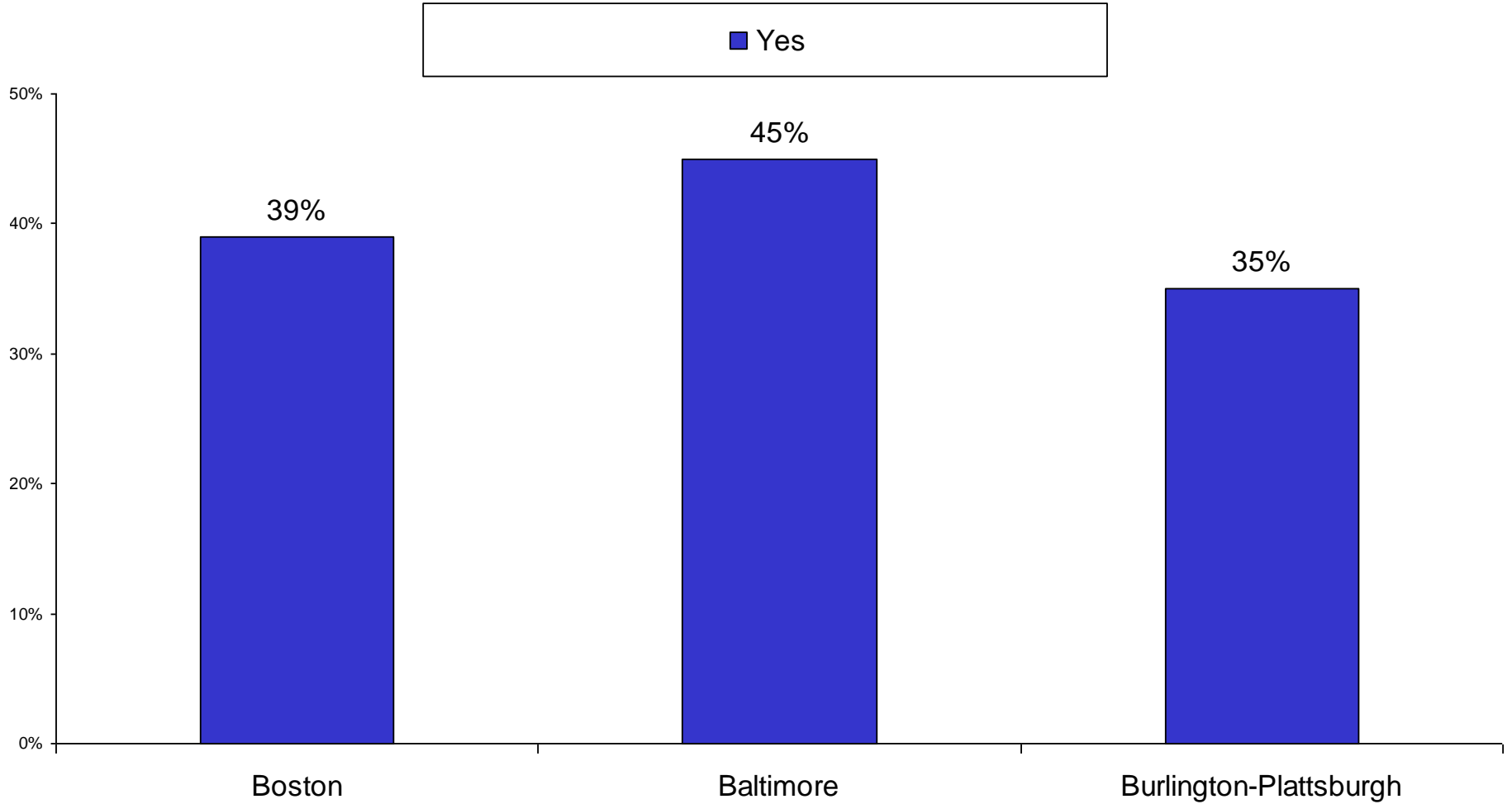
LOST POWER DURING HURRICANE IRENE

Did you lose power during Hurricane Irene?

**40% of the Households in
these markets lost power!**

LOST POWER DURING HURRICANE IRENE

Did you lose power during Hurricane Irene?



MEDIUM SWITCHED TO FOR UPDATES

Due to losing power, what medium or mediums did you switch to for updates on Hurricane Irene?

	Boston	Baltimore	Burlington-Plattsburgh
Radio	31%	38%	35%
Smart Phone	34%	34%	15%
Friends/Relatives	31%	33%	32%
Internet	12%	17%	18%
Newspaper	6%	8%	9%
Social Media	2%	4%	2%
TV (Had Generator)	1%	4%	5%
None	13%	3%	10%

RADIO STATION LEARNED OF IRENE - BALTIMORE

From which radio station did you first learn that Hurricane Irene was approaching your area?

	Baltimore Total
WBAL AM 1090 <i>The Hearst station was the leading source of information</i>	42%
WTOP FM 103.5	16%
WAMU FM 88.5	12%
WCBM AM 680	5%
WIHT FM 99.5	5%
WYPR FM 88.1	5%
WETH FM 89.1	4%
WIYY FM 97.9	4%
WERQ FM 92.3	3%
WRBS FM 95.1	3%
WZBA FM 100.7	3%

RADIO KEY INFORMATION-BALTIMORE

From which radio station were you getting key or critical information about the storm or weather?

	Baltimore Total
WBAL AM 1090 <i>The Hearst station was the leading source of information</i>	35%
WTOP FM 103.5	18%
WAMU FM 88.5	5%
WIYY FM 97.9	5%
WRBS FM 95.1	5%
WPOC FM 93.1	4%
WYPR FM 88.1	3%
WZBA FM 100.7	3%
Satellite Radio (XM/Sirius)	3%
WCEI FM 96.7	3%
WASH FM 97.1	2%
WBJC FM 91.5	2%
WEAA FM 88.9	2%
WFRE FM 99.9	2%
WMZQ FM 98.7	2%
WRNR FM 103.1	2%

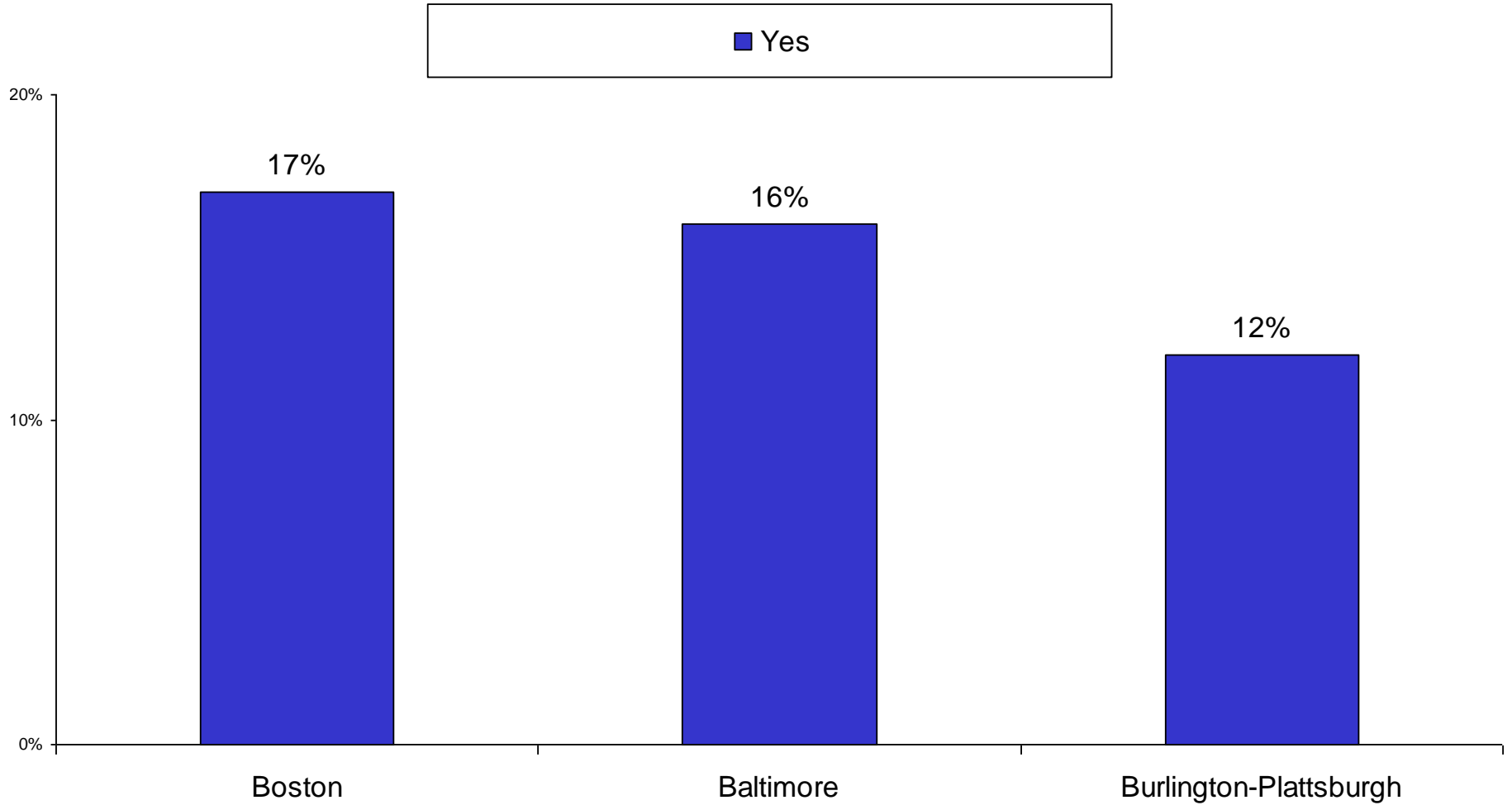
LISTEN TO TV BROADCAST ON RADIO

Throughout Hurricane Irene did you ever listen to a broadcast of a local television station on the radio?

**16% of the Total Adults in
these markets
Listened to a TV Broadcast
on the Radio!**

LISTEN TO TV BROADCAST ON RADIO

Throughout Hurricane Irene did you ever listen to a broadcast of a local television station on the radio?



TV STATION LISTEN TO ON RADIO - BALTIMORE

What local TV stations did you listen to?

	Baltimore Total
WBAL Ch. 11 NBC	60%
WJZ Ch. 13 CBS	27%
WMAR Ch. 2 ABC	17%
WBFF Ch. 45 FOX	16%
Other	8%
Don't know	19%

MEDIA KEY SOURCE FOR INFORMATION

Once power and utilities were restored, what media was your key source for information?

	Boston	Baltimore	Burlington-Plattsburgh
TELEVISION	75%	66%	56%
Local Television News	54%	46%	41%
Internet	11%	19%	24%
The Weather Channel	10%	12%	10%
Cable news network	8%	6%	2%
Radio	4%	5%	5%
Friends/Relatives	4%	3%	5%
Network News	4%	2%	2%
Social Media	2%	1%	1%
Newspaper	1%	2%	4%
Smart Phone	0%	2%	3%
Don't know	5%	2%	1%

Note: TELEVISION=Combination of Local TV, Weather Channel, Cable News Networks and Broadcast Network News

MEDIA KEY SOURCE-INFORMATION - BOSTON

Once power and utilities were restored, what media was your key source for information?

	Boston Total Adults
WCVB Ch. 5 <i>The Hearst station was the leading source of information</i>	15%
WHDH ch.7	14%
Internet	11%
WMUR ch. 9	10%
The Weather Channel	10%
WBZ Ch. 4	9%
Cable news network	8%
WFXT ch.25	4%
Network News	4%
Friends/Relatives	4%
Radio	4%
Social Media	2%
Newspaper	1%
Don't know	5%

MEDIA KEY SOURCE-INFORMATION - BALTIMORE

Once power and utilities were restored, what media was your key source for information?

	Baltimore Total Adults
WBAL Ch. 11 NBC <i>The Hearst station was the leading source of information</i>	26%
Internet	19%
WJZ Ch. 13 CBS	15%
The Weather Channel	12%
Cable news network	6%
Radio	5%
WMAR Ch. 2 ABC	3%
Friends/Relatives	3%
Network News	2%
Smart Phone	2%
Newspaper	2%
WBFF Ch. 45 FOX	1%
Social Media	1%
Other	1%
Don't know	2%

MEDIA KEY SOURCE-INFORMATION - BURLINGTON

Once power and utilities were restored, what media was your key source for information?

		Burlington – Plattsburgh Total Adults
WPTZ Ch. 5 NBC/WNNE Ch. 31	<i>The Hearst station was the leading source of information</i>	24%
Internet		24%
WCAX Ch. 3 CBS		14%
The Weather Channel		10%
Friends/Relatives		5%
Radio		5%
Newspaper		4%
Smart Phone		3%
Network News such as ABC/NBC/CBS		2%
Cable news network		2%
WFFF Ch. 44 FOX		1%
VNY Ch. 22 ABC		1%
Social Media		1%
Other		1%
Don't know		1%

INFORMATION RECEIVED ON MOBILE DEVICE

Which of the following alerts or other information did you receive on a mobile device such as a Smart Phone, iPad or tablet?

**30% of the Total Adults in
these markets
Received an alert
on a Mobile Device!**

INFORMATION RECEIVED ON MOBILE DEVICE

Which of the following alerts or other information did you receive on a mobile device such as a Smart Phone, iPad or tablet?

	Boston	Baltimore	Burlington-Plattsburgh
Info on a weather app	19%	25%	15%
Email alert	12%	9%	6%
Text alert	8%	7%	4%
Did not receive any alerts	70%	68%	79%

TV STATION RECEIVED ALERT - BOSTON

If you received an alert from a local TV station, which station was it?

	Boston Total
WCVB ch. 5	13%
WHDH ch.7	11%
WMUR ch. 9	11%
WBZ ch.4	7%
None	5%
WFXT ch.25	4%
NECN	2%
Other	7%
Received alert but not from a station	50%

TV STATION RECEIVED ALERT - BALTIMORE

If you received an alert from a local TV station, which station was it?

	Baltimore Total
WBAL Ch. 11 NBC	21%
WJZ Ch. 13 CBS	9%
WMAR Ch. 2 ABC	6%
WBFF Ch. 45 FOX	4%
The Weather Channel	4%
Other	5%
Received alert but not from a station	61%

TV STATION RECEIVED ALERT - BURLINGTON

If you received an alert from a local TV station, which station was it?

	Burlington - Plattsburgh Total
WPTZ Ch. 5 NBC/WNNE Ch. 31	23%
WCAX Ch. 3 CBS	13%
WFFF Ch. 44 FOX	4%
The Weather Channel	4%
WVNY Ch. 22 ABC	2%
Other	8%
Received alert but not from a station	52%

WEB SITE PROVIDED MOST INFORMATION - BOSTON

Which local TV internet site provided you with most of the information you needed during the storm?

	Boston Total
Boston channel.com	9%
WMUR.com	3%
WBZTV.com	3%
MyFOXBoston.com	3%
WHDHTV.com	2%

WEB SITE PROVIDED MOST INFORMATION - BALTIMORE

Which local TV internet site provided you with most of the information you needed during the storm?

	Baltimore Total
WBALTV.com	10%
CBSBaltimore.com	4%
FoxBaltimore.com	1%
ABC2NEWS.com	1%

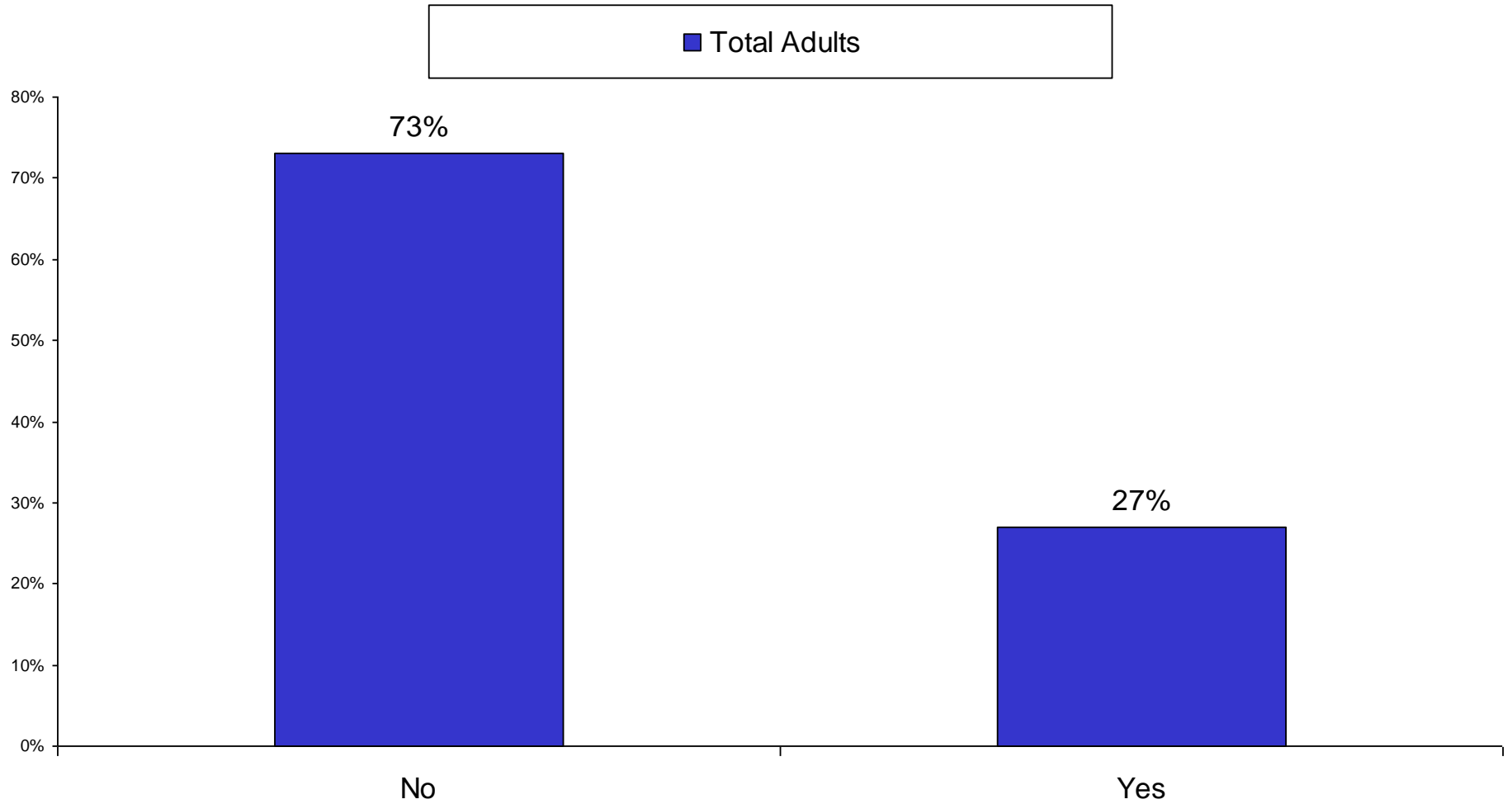
WEB SITE PROVIDED MOST INFORMATION - BURLINGTON

Which local TV internet site provided you with most of the information you needed during the storm?

	Burlington - Plattsburgh Total
WPTZ.com	9%
WCAX.com	7%
WMUR.com	2%
Fox44.net	2%

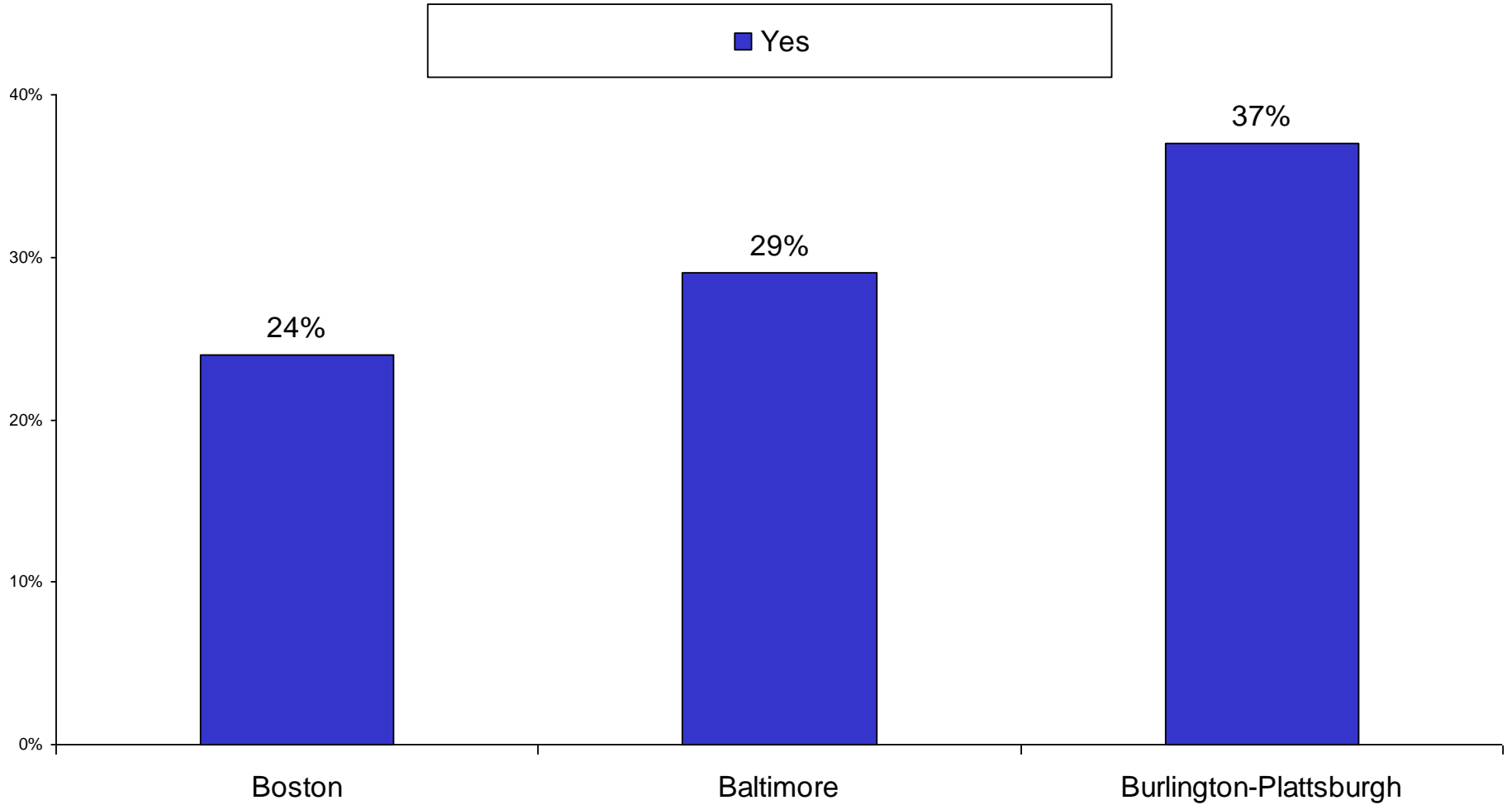
WATCH VIDEO COVERAGE ON TV WEBSITE

Did you watch video coverage of the storm on a local TV station's website?



WATCH VIDEO COVERAGE ON TV WEBSITE

Did you watch video coverage of the storm on a local TV station's website?



STATION WEBSITE WATCH VIDEO-BOSTON

On which station's website did you watch video coverage?

	Boston Total
Boston channel.com	34%
MyFOXBoston.com	22%
WBZTV.com	19%
WHDHTV.com	18%
WMUR.com	14%
NECN	4%
Other	6%
Don't know	8%

STATION WEBSITE WATCH VIDEO - BALTIMORE

On which station's website did you watch video coverage?

	Baltimore Total
WBALTV.com	54%
CBSBaltimore.com	30%
Weather.com	30%
ABC2NEWS.com	17%
FoxBaltimore.com	11%
Other	4%
Don't know	8%

STATION WEBSITE WATCH VIDEO - BURLINGTON

On which station's website did you watch video coverage?

	Burlington - Plattsburgh Total
WPTZ.com	45%
WCAX.com	45%
Weather.com	21%
Fox44.net	12%
WMUR.com	10%
ABC22.com	6%

Appendix 1 – Additional Findings

HOW PREPARED FOR HURRICANE IRENE

How prepared do you think you and your family were to deal with hurricane Irene?

	Total Adults	Boston	Baltimore	Burlington-Plattsburgh
Very prepared	54%	56%	51%	55%
Somewhat prepared	42%	40%	46%	41%
Not prepared at all	2%	2%	2%	4%
Don't know	1%	1%	1%	1%

DO DIFFERENT NEXT HURRICANE

What would you do differently the next time a hurricane or storms are headed for your area?

	Total Adults
Make sure I have batteries in the house	24%
Will be more prepared	22%
Make sure I have a battery powered radio	19%
Take warning seriously	9%
Watch the news more	7%
Make sure I have a battery powered TV	6%
Buy a Generator	5%
Store more water	2%
Evacuate quicker	1%
Nothing	44%

Appendix 2 - Sample and Methodology

Interview Methodology

Online Interviews

Distributed Proportionately by Gender & Age

Distributed Proportionately by County within each Market

Markets & In-Tab

Boston DMA 500 interviews

Baltimore DMA 500 interviews

Burlington/Plattsburgh DMA 400 interviews

(Results were weighted by market to represent a Total proportionate distribution)

Dates of Interviewing

September 19 - 22, 2011

Sample Distribution

Boston Counties	%	In-Tab
Middlesex	24%	120
Suffolk	13%	63
Worcester	12%	62
Essex	12%	58
Norfolk	10%	52
Plymouth	8%	28
Hillsborough	6%	32
Rockingham	5%	24
Barnstable	4%	18
Merrimack	2%	12
Strafford	2%	10
Cheshire	1%	6
Belknap	1%	5
Totals	100%	500

Baltimore Counties	%	In-Tab
Baltimore County	28%	139
Baltimore City	22%	111
Anne Arundel	18%	91
Howard	10%	48
Harford	8%	42
Carroll	6%	29
Cecil	3%	17
Queen Annes	2%	8
Talbot	1%	7
Caroline	1%	6
Kent	1%	4
Totals	100%	500

Sample Distribution

Burlington-Plattsburgh	%	In-Tab
Chittenden, VT	18%	72
Grafton, NH	11%	42
Clinton, NY	10%	39
Rutland, VT	8%	30
Washington, VT	7%	28
Windsor, VT	7%	27
Franklin, NY	6%	24
Franklin, VT	6%	22
Sullivan, NH	5%	20
Essex, NY	5%	18
Addison, VT	4%	17
Caledonia, VT	4%	14
Orange, VT	4%	14
Lamoille, VT	3%	13
Orleans, VT	3%	13
Grand Isle, VT	1%	4
Essex, BT	1%	3
Totals	100%	400

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