Harnessing the Power of Severe
The 2017 Atlantic hurricane season is now among the top 10 all-time most active seasons on record, thanks to a frenetic stretch of long-lived, destructive hurricanes from mid-August through September.¹

With weather becoming increasingly volatile, people are paying more attention to the weather than ever before.² And even more importantly, they are using this information to make decisions about what to buy, eat, wear and do.³

As the most trusted news brand in America⁴ and the most downloaded weather app in the world⁵, we are bringing you actionable insights from the most recent string of severe weather so that you can better understand how and when to engage your customers when the storm strikes.

Sources:
2: Watson Advertising Hurricane Survey 2017
3: Watson Advertising + Consumer Mindset, November 2014. 12,205 Respondents, 9 NOAA Regions, In Memory and in Moment
4: Harris Poll 2016, US centric
5: App Annie, March 2017
More weather!
More often!

More than 1 out of every 3 consumers are checking the weather more often than before.

84% at least once a day!

Source: Watson Advertising Hurricane Survey September 2017
QA1. How frequently do you check the weather?
QC13. Would you say you check the weather than before?
Regardless of Impact, People Paid Attention...and Did So Early On

99% of all respondents followed weather reports about the hurricanes

57%

Followed ALL five hurricanes closely

Of those that followed ALL five hurricanes, more than half were not impacted directly

People monitored the storms multiple times each day, regardless of whether they were impacted

Respondents who monitored the storms everyday or 2-3 times a day:

- Irma: 76%
- Harvey: 75%
- Maria: 61%
- Nate: 54%
- Jose: 55%

Source: Watson Advertising Hurricane Survey September 2017

QA7. Did you follow the weather reports about Hurricanes Harvey, Irma, Jose, Maria, and Nate?
QA9. You indicated that you followed ___________ closely. Why?
QA10. How often did you monitor the hurricane(s)? Please select one for each hurricane.
Awareness Started Early

People who were aware of the hurricanes a week or more before landfall:

- Irma: 72%
- Harvey: 68%
- Maria: 62%
- Nate: 58%
- Jose: 55%

Preparedness was High

91% were somewhat-to-fully prepared before the hurricane - with 65% preparing a week or more in advance before landfall.

Source: Watson Advertising Hurricane Survey September 2017
QA11. When did you first hear about the hurricane(s)? Please select one for each hurricane.
QB6. How prepared were you before the hurricane(s) hit your area?
QB7. How long in advance did you prepare before the hurricane(s) hit your area?
People were somewhat to very likely to purchase these products:

- **55%** First aid supplies
- **31%** Auto insurance
- **38%** Generators
- **37%** Home insurance
- **60%** Batteries or flashlights
- **27%** Life insurance
- **29%** Tools such as ax, tree limb trimmer, chainsaw, etc.

Source: Watson Advertising Hurricane Survey September 2017
QC11. Have recent weather conditions influenced your likelihood to purchase the following types of insurances? Includes those impacted and not impacted.
People prepared by

- 68% Stocking up on groceries/supplies
- 65% Filling up their cars with gas
- 46% Taking out money from the ATM
- 46% Making sure they had enough medication

Purchases & Behaviors were Altered

Source: Watson Advertising Hurricane Survey September 2017
Severe Weather Checklist

☐ Be sure activate your marketing strategy in advance of a severe weather event as preparedness happens a week or more before landfall

☐ Don’t limit your media to affected areas - the storm’s impacts are broadly felt

☐ Promote relevant products - such as first aid supplies, insurance, banking services, groceries and more - as customers will be primed for your message

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