

# NOAA Earth System Research Laboratory and NCAR Societal Impacts Program *Seminar Series*

## NCAR Societal Impacts Program (SIP) and Weather and Society Integrated Studies (WAS\*IS)

David Skaggs Research Center (DSRC - NOAA Building)  
325 Broadway  
Boulder, Colorado 80305-3328  
Room GC402 (Multipurpose Room)

Monday, October 20, 2008 2:00 - 3:00pm  
discussion following / refreshments will be served

### *Exploring People's Attitudes and Behaviors for Weather Forecast Information*

**Julie Demuth**

National Center for Atmospheric Research (NCAR) Societal Impacts Program  
Institute for the Study of Society and Environment  
Research Applications Laboratory (RAL)

#### Abstract

Every day, the U.S. weather enterprise collectively provides multiple weather forecasts to a broad public audience. Although the weather community has a general and often experientially-based sense of the public arena of weather forecasting, empirical research in this area can improve our understanding of people's attitudes and behaviors regarding weather forecast information and how these vary among individuals.

To begin exploring these topics, we conducted a nationwide, controlled-access Internet survey of the general public with 1465 completed responses. The survey included questions to assess people's sources, perceptions, uses, and values for weather forecast information and their perceptions and interpretations of forecast uncertainty information. The socio-demographic characteristics of the sample are comparable to the U.S. population, and there is good geographic distribution with responses from every U.S. state. Respondents were matched with climatological data and forecast verification measures based on their reported locations.

Using regression analysis, this presentation will explore how people's attitudes and behaviors for weather forecast information vary based on their socio-demographic characteristics and their experiences with weather based on where they live.



#### Off-Site Guests Attending

Mention the **WAS\*IS Seminar**  
when checking in through  
DSRC security.

#### Questions/Problems

Contact Annie Reiser  
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**WAS\*IS**

CULTURE CHANGE

weather & society \* integrated studies

[www.sip.ucar.edu/wasis/](http://www.sip.ucar.edu/wasis/)



Sponsored by the NCAR Societal Impacts Program

Changing from what **WAS** to what **IS**  
the future of integrated weather studies