



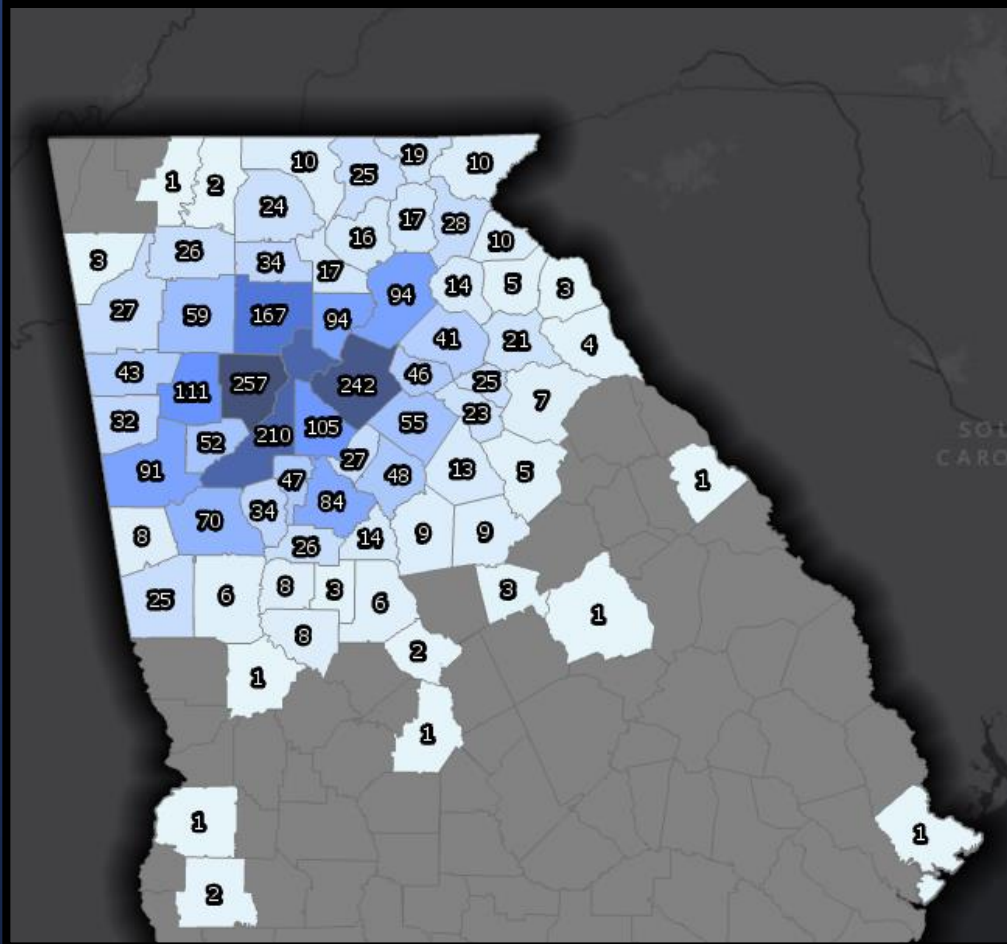
Public Survey



Purpose of Public Survey

- More than 4,000 responses!

Special THANKS to our TV
media partners in Atlanta,
Columbus and Macon!



Note: graphic shows responses just from Atlanta media stations



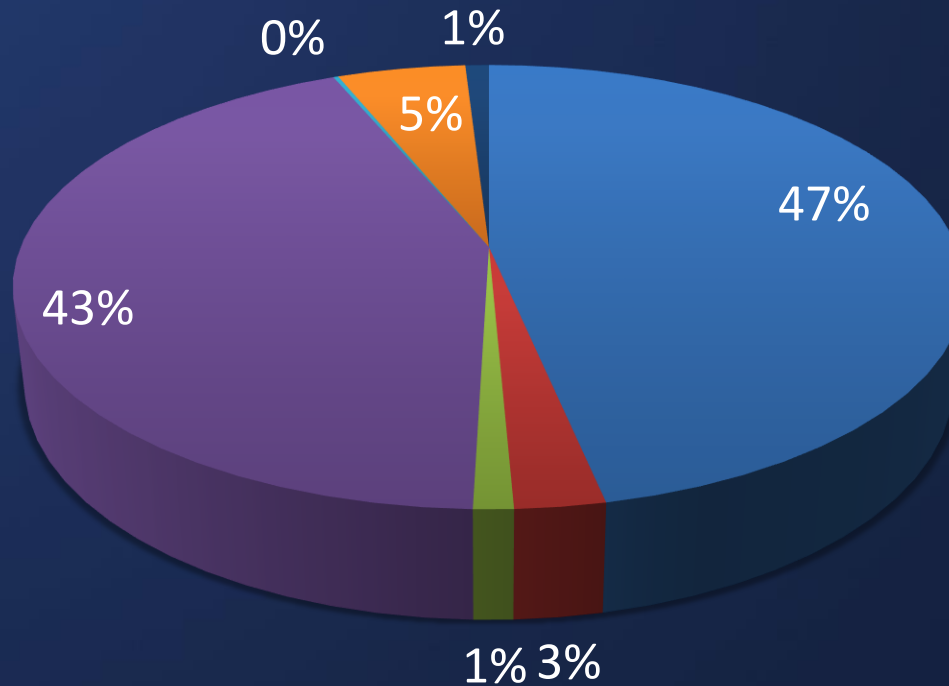
Purpose of Public Survey

- More than 4,000 responses!
- Better understanding of PUBLIC perception & response to weather information, especially leading up to higher-impact events
- Sample vulnerable populations (urban & rural)



Question 1 --

What is your **primary way** of receiving weather information, including warnings, etc.?



Local news (TV, Radio, etc.)

National Weather Service

National media

Mobile device (weather app)

From a friend or relative

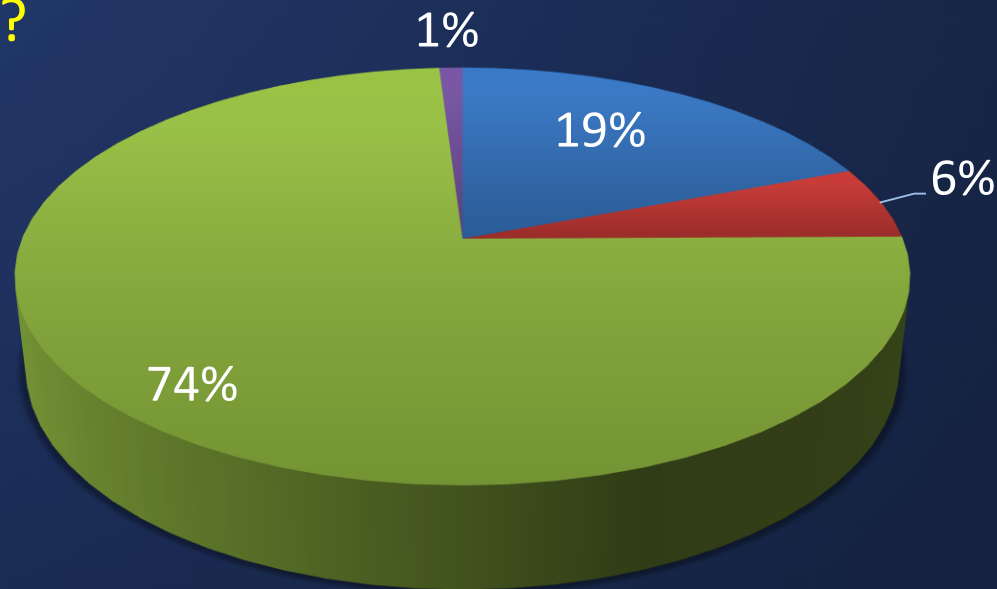
Social media

Weather radio



Question 2 --

You hear about a potential severe weather outbreak (or winter storm) that might affect your area in the next 5 days and it could be significant. **How often do you check back for updates on this potential event?**

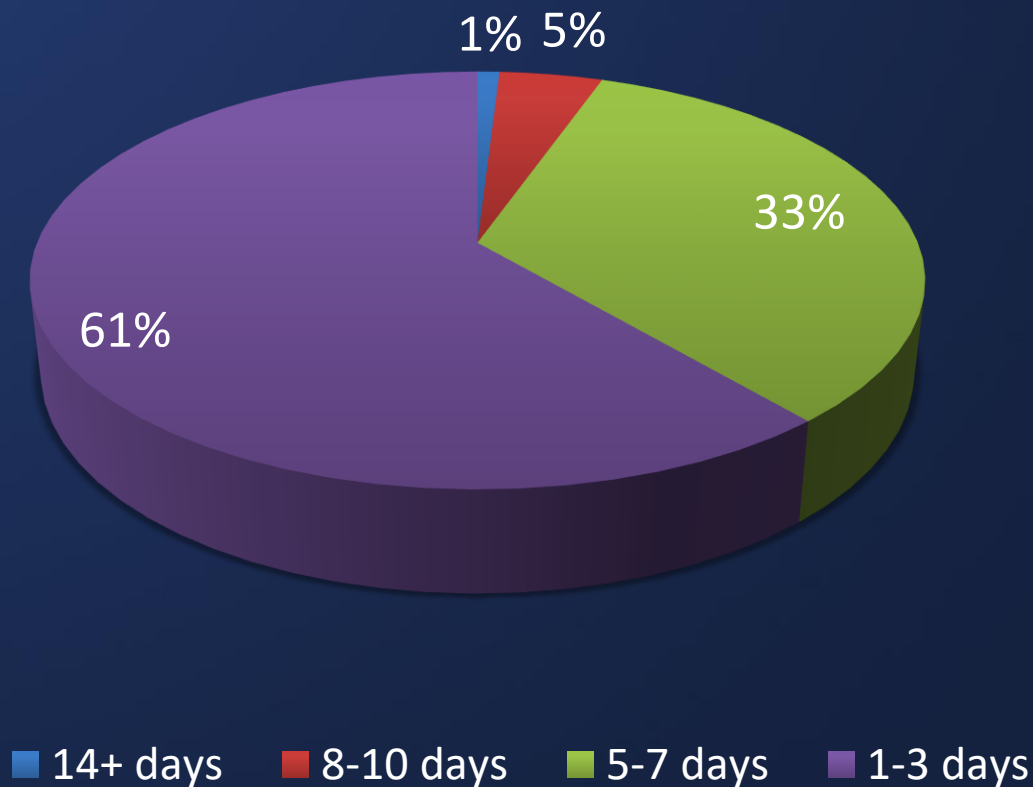


- The next day
- 2 to 3 days later
- Multiple times a day, every day
- Don't really care until happens



Question 3 --

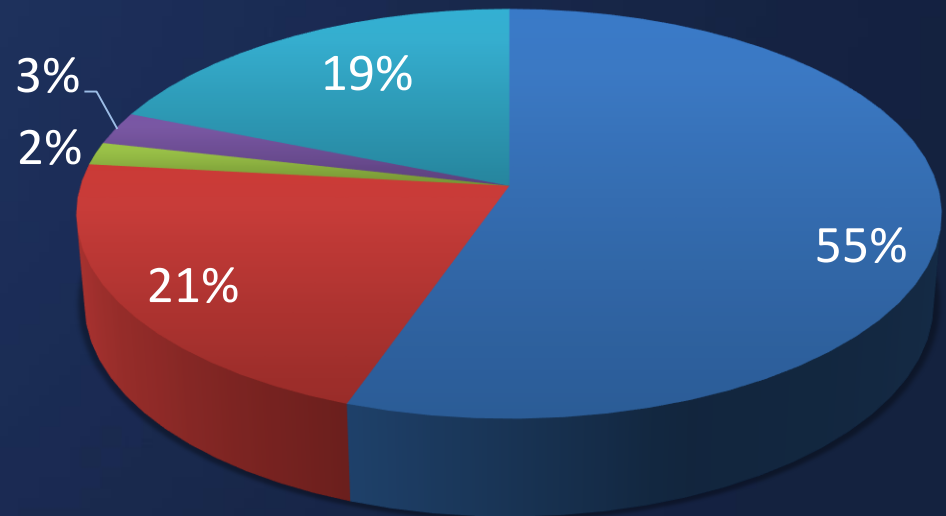
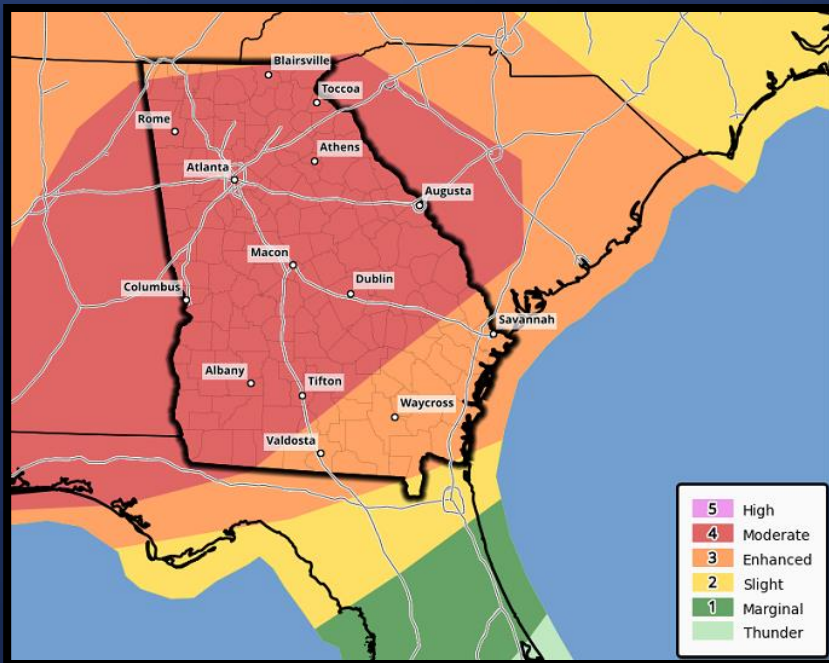
For weather forecasts/models, how far out in time do you feel they are reliable and can be taken seriously?





Question 4 --

What does this Storm Prediction Center (SPC) graphic mean to you, if you live anywhere in north or central Georgia?



■ Widespread severe weather anticipated

■ High chance for thunderstorms

■ Normal summer day

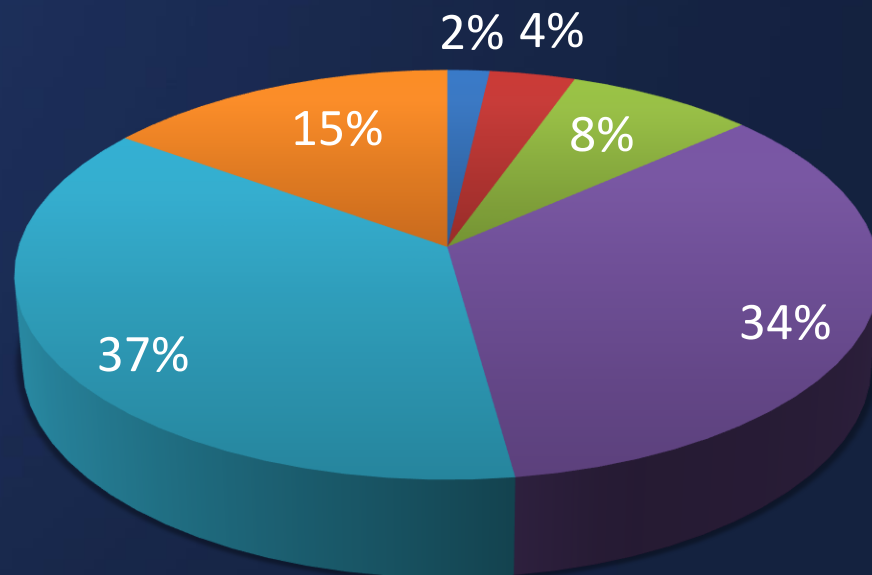
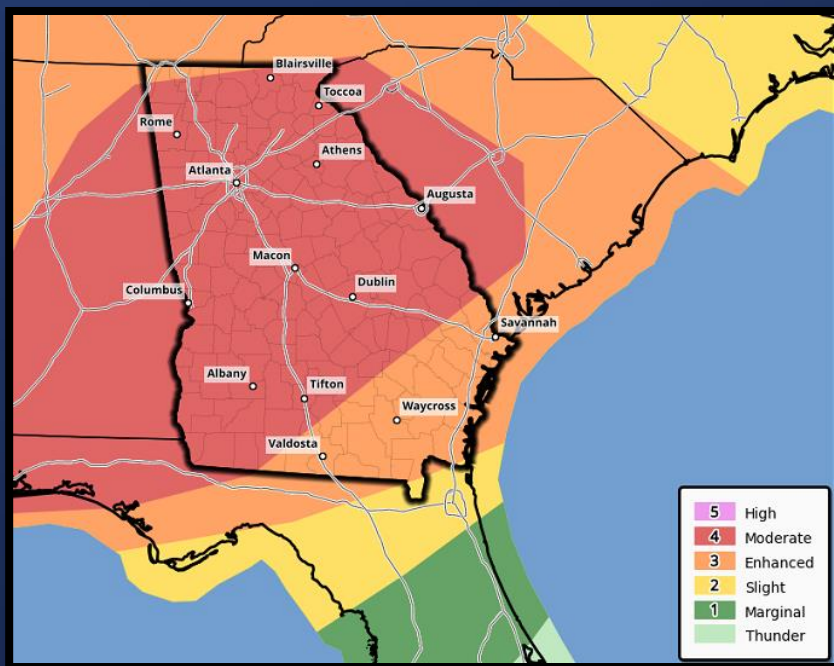
Note: 93% of those surveyed in Columbus area said “widespread severe weather anticipated”

cant



Question 5 --

At what threat/risk level would you **first become concerned** about the prospects for severe weather?



General Thunder

Marginal Risk

Slight Risk

Enhanced Risk

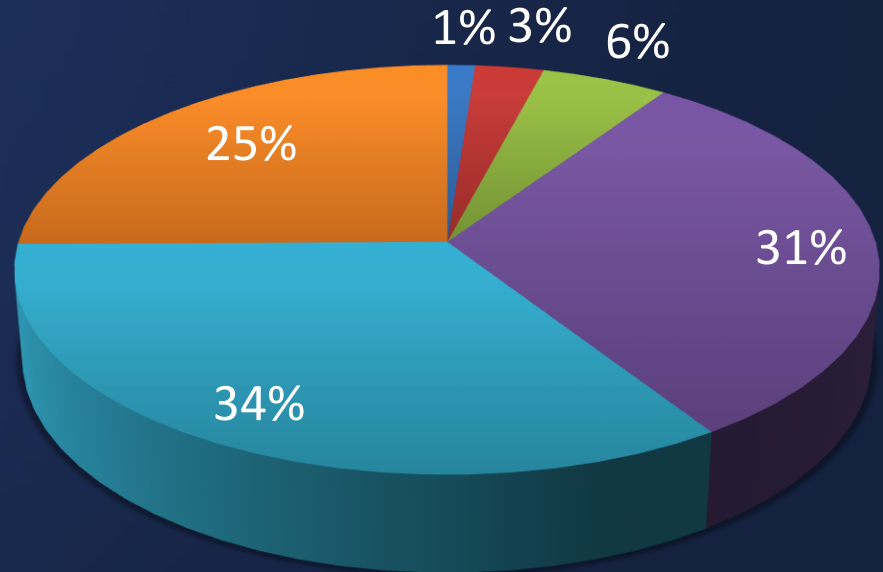
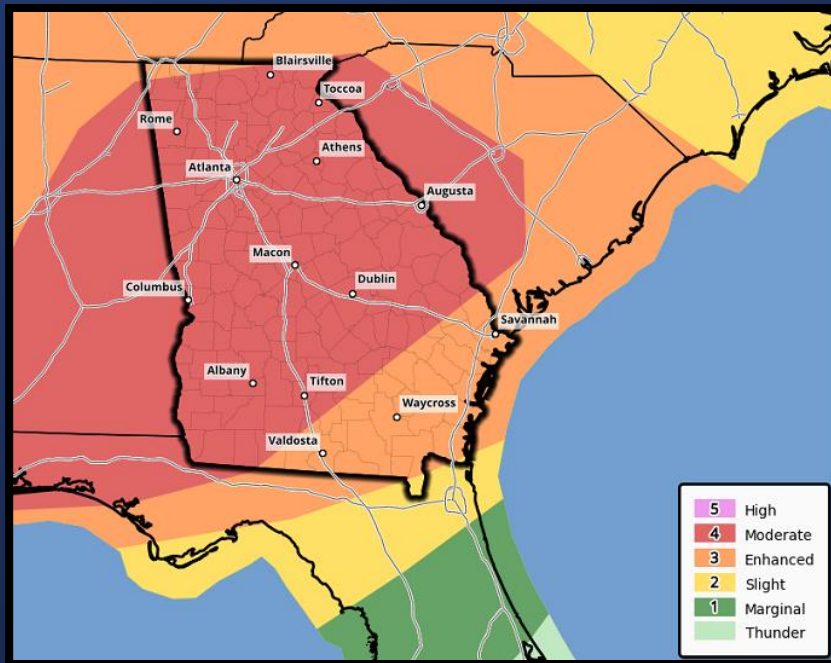
Moderate Risk

High Risk



Question 6 --

At what threat/risk level would you **first take action or change your plans** for severe weather?



General Thunder

Marginal Risk

Slight Risk

Enhanced Risk

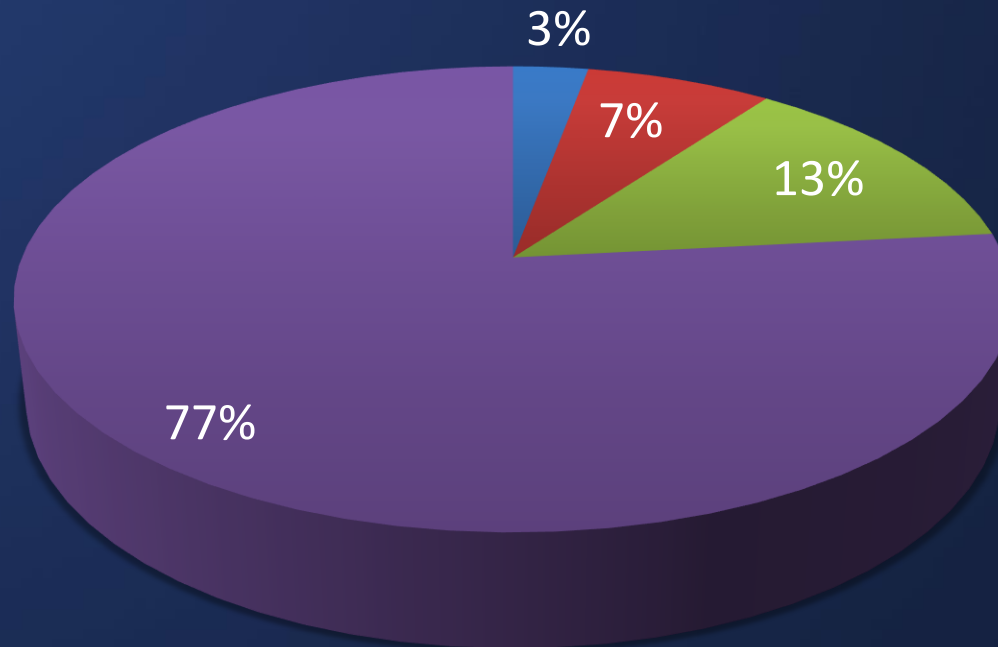
Moderate Risk

High Risk



Question 7 --

[Two-part question] For winter weather events, what information is most important to you and your decision making?

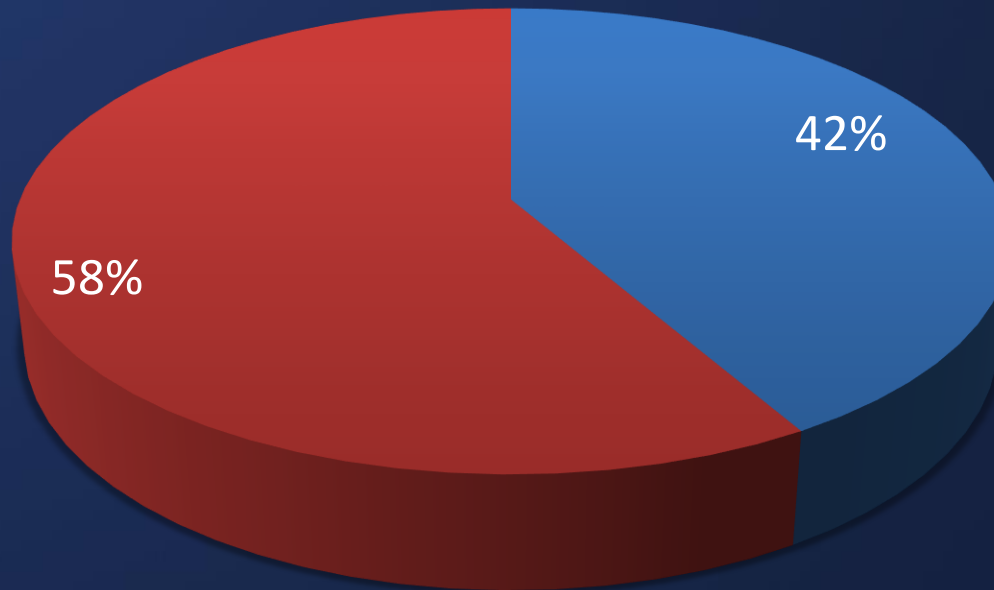


- The start time of any wintry precipitation
- Timing for when hazards/conditions will improve
- The "total" snow/ice accumulation for entire event
- They are all equally important



Question 8 --

[Two-part question] In preparing for potential winter storms, do you have a stronger preference for amounts such as “1-2 inches of snow possible” or impact statements like “roads will likely become icy overnight”?

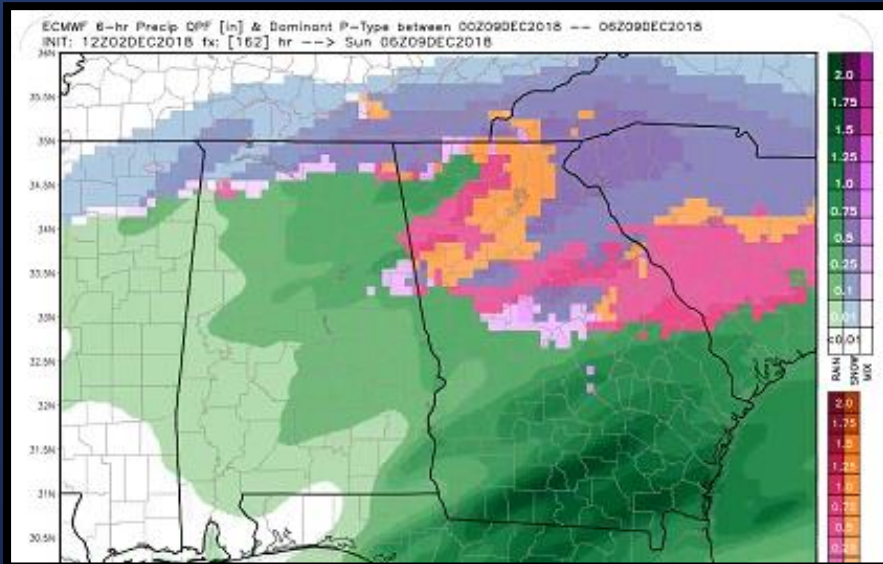


■ Snow or ice amounts ■ Impacts from those amounts such as possible road conditions, etc.



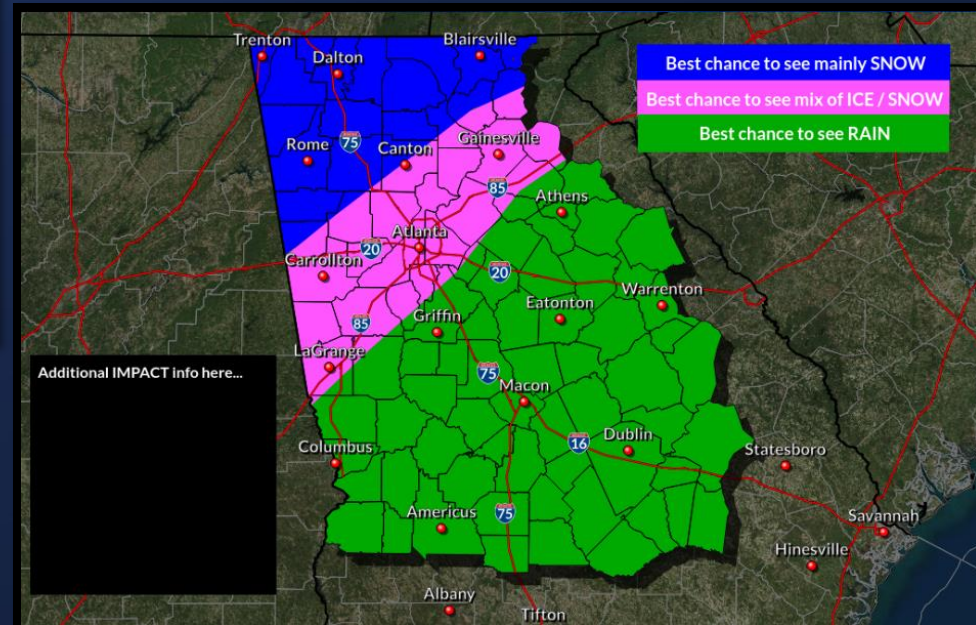
Question 9 --

When planning for a potential winter storm, which graphic would you prefer seeing? *NOTE: assume we are still > 48 hours from the potential event beginning*



Option A – Raw model output

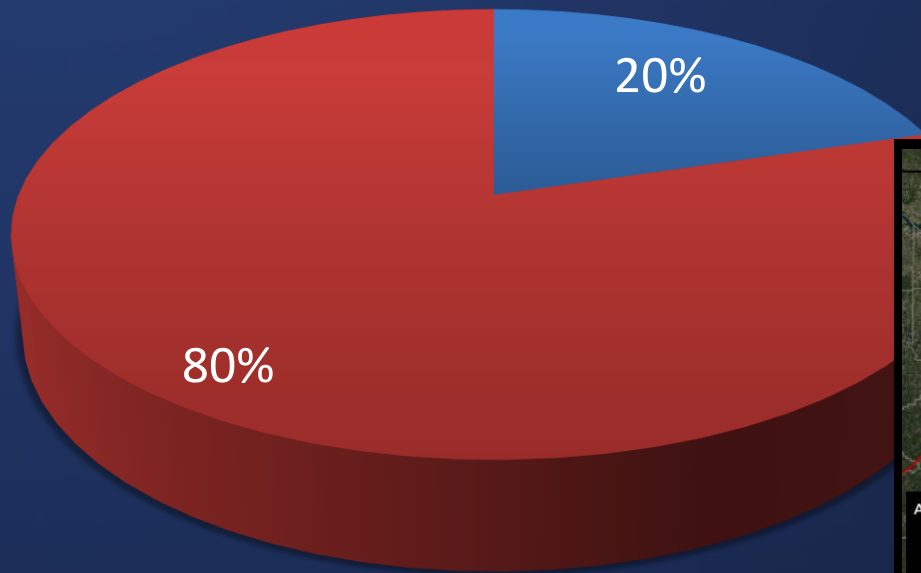
Option B – Forecaster drawn graphic





Question 9 --

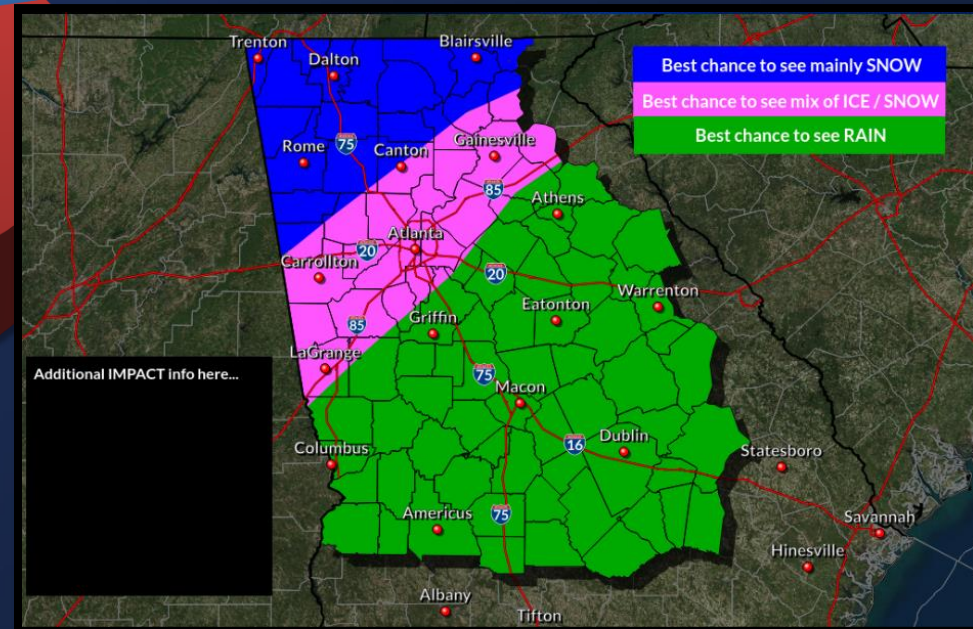
When planning for a potential winter storm, which graphic would you prefer seeing? *NOTE: assume we are still > 48 hours from the potential event beginning*



■ Weather model output

■ Forecaster-drawn graphics that depict "areas of concern" for rain/ice/snow, etc. (< 50% confidence)

Option B – Forecaster drawn graphic





Discussion...



Summary & Key Take-Aways