



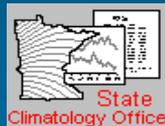
Matt Taraldsen
Saint Cloud State University
Meteorology-Communications Student

Dr. Suzanne Stangl-Erkens
Communication Studies, SCSU

Dr. Anthony Hansen
Earth and Atmospheric Sciences, SCSU

Amanda Graning
Meteorologist/Forecaster

Pete Boulay
MN State Climatologist





Test Season Survey Results

- Data went into an interactive web based interface
- Analyzed by Matt Taraldsen
- Presented Test Season Results:
 - Partners and Faculty at SCSU
 - Presented at Northern Plains Winter Storm Conference 2008
- Will be some minor adjustments to questions for 2008-2009 season





The Questions





Questions



Post Storm Survey

1. Default Section

1. Where do you get weather information on a regular basis? (Select all that apply).

- | | |
|--|---|
| <input type="checkbox"/> Telephone | <input type="checkbox"/> Friends |
| <input type="checkbox"/> Cell Phone | <input type="checkbox"/> Newspaper |
| <input type="checkbox"/> NOAA Weather Radio | <input type="checkbox"/> Public/Commercial |
| <input type="checkbox"/> National Weather Service webpages | <input type="checkbox"/> Radio Cable Television |
| <input type="checkbox"/> Other internet webpages | <input type="checkbox"/> Local Television |
| <input type="checkbox"/> Other | |

2. During this storm, where did you get your weather information? (Select all that apply).

- | | |
|--|--|
| <input type="checkbox"/> Telephone | <input type="checkbox"/> Friends |
| <input type="checkbox"/> Cell Phone | <input type="checkbox"/> Newspaper |
| <input checked="" type="checkbox"/> NOAA Weather Radio | <input type="checkbox"/> Public/Commercial Radio |
| <input type="checkbox"/> National Weather Service webpages | <input type="checkbox"/> Cable Television (e. g. The Weather Channel, CNN, Weather Plus) |
| <input type="checkbox"/> Other internet webpages | <input type="checkbox"/> Local Television |
| <input type="checkbox"/> Other | |



Questions



Post Storm Survey

1. Default Section

5. Based on the forecast, what special preparations did you take for this storm? (Select as many as apply).

- | | |
|---|--|
| <input type="checkbox"/> Purchased/created/updated an emergency survival kit. | <input type="checkbox"/> Purchased salt/shovel. |
| <input type="checkbox"/> Purchased extra water/food. | <input type="checkbox"/> Purchased a generator. |
| <input type="checkbox"/> Filled prescription. | <input type="checkbox"/> Increased communication with friends/relatives. |
| <input type="checkbox"/> Filled vehicle with a full tank of gas. | <input type="checkbox"/> None. |
| <input type="checkbox"/> Other | |

6. How did you alter your daily routine during this storm? (Select as many that apply.)

- | | |
|--|---|
| <input type="checkbox"/> Left work/school early/late. | <input type="checkbox"/> Made special arrangements (such as carpooling, |
| <input type="checkbox"/> Cancelled scheduled plans, appointments, and/or activities. | <input type="checkbox"/> Postponed or cancelled travel plans. |
| <input type="checkbox"/> Did not attend work/school. | <input type="checkbox"/> I did not alter my regular routine. |



Survey Responses and Results

Blizzard of April 11th	303 Respondents
Winter Storm of April 6 th	103 Respondents
Snow Event of March 18 th	100 Respondents

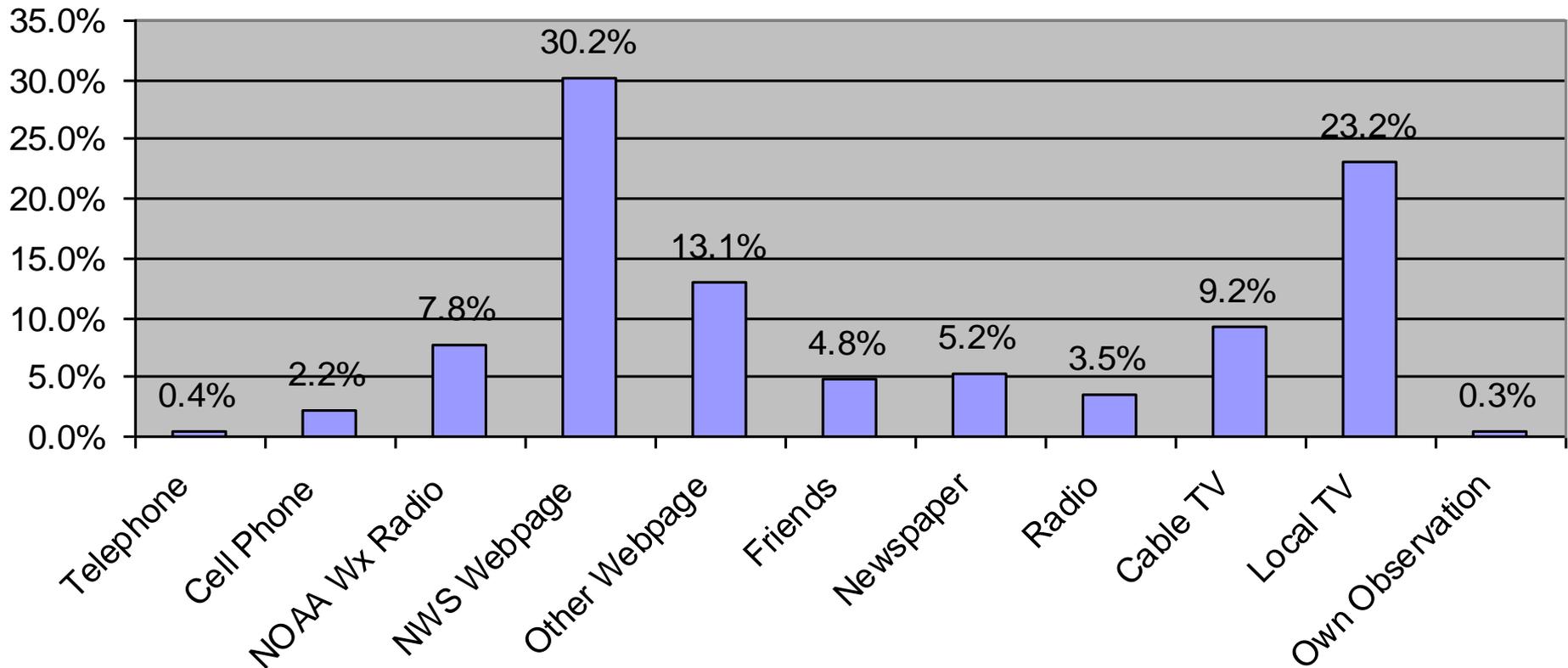
	503 total respondents



Responses



Where do you get your weather information on a regular basis? (Select all that apply)
(Combined responses from all 3 events)

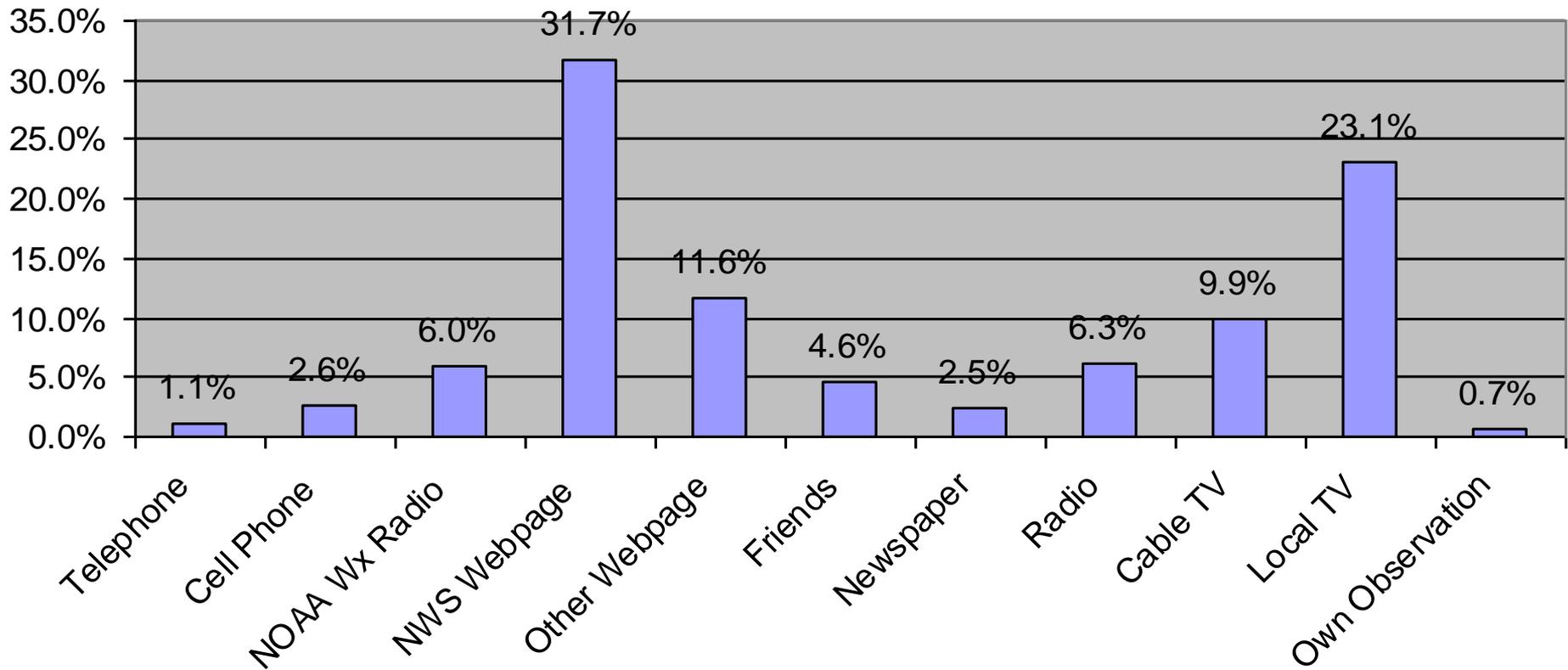




Responses

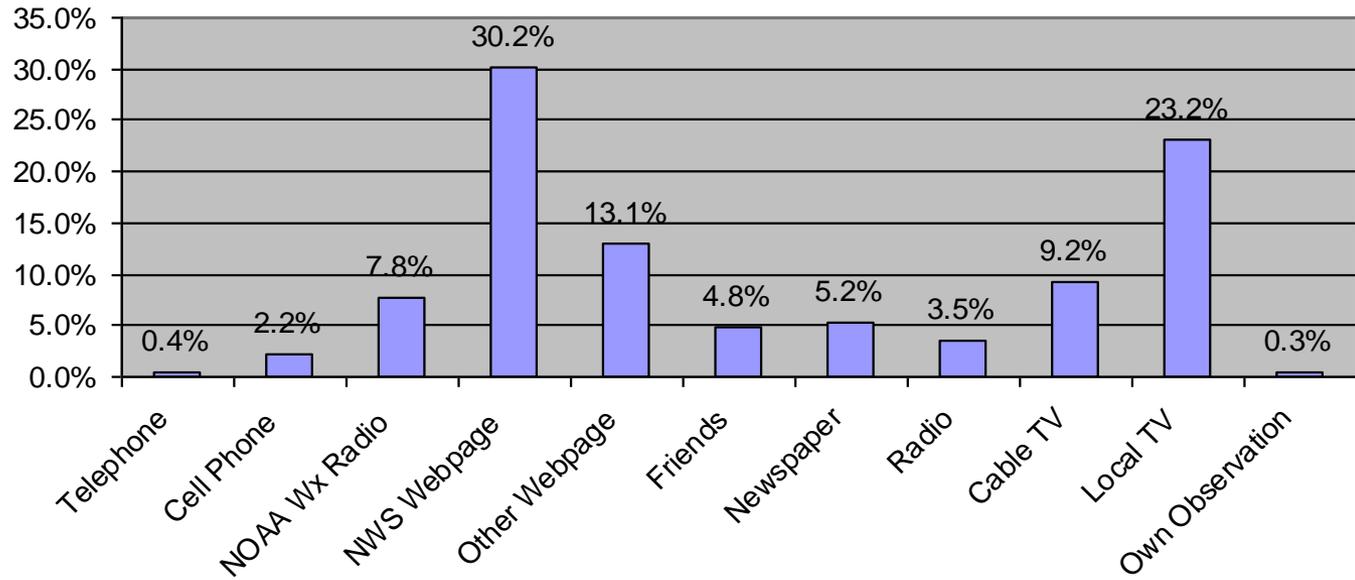


*During this storm, where did you get your weather information? (Select All that Apply)
(Combined responses from all 3 events)*

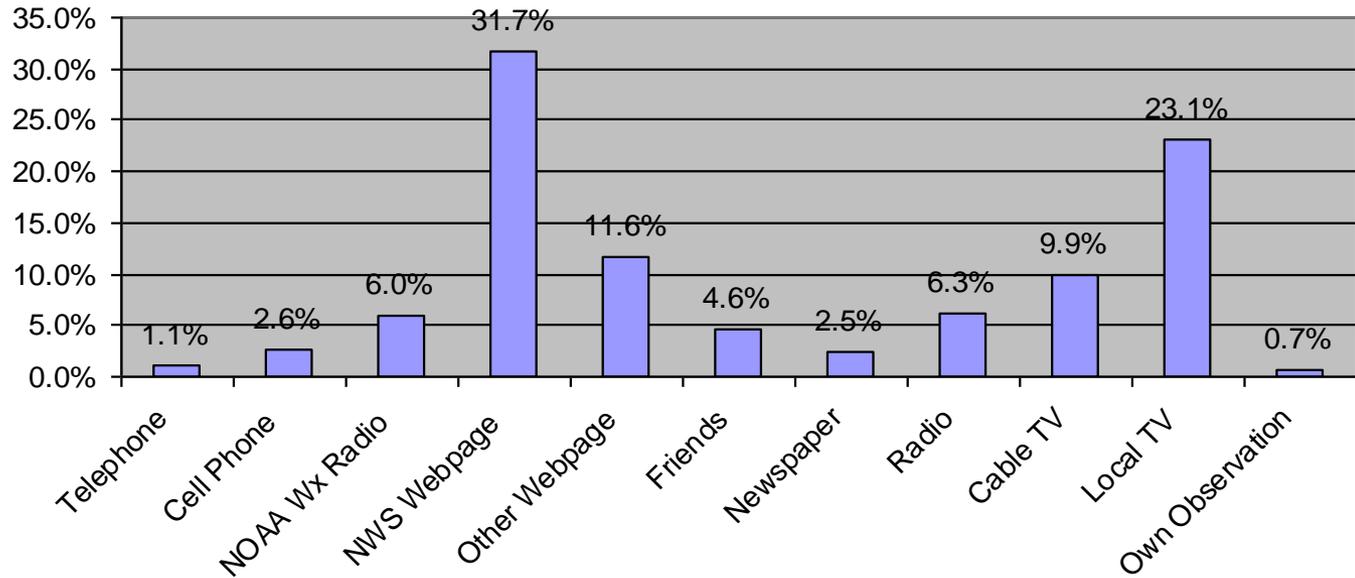




Normally



During Storm



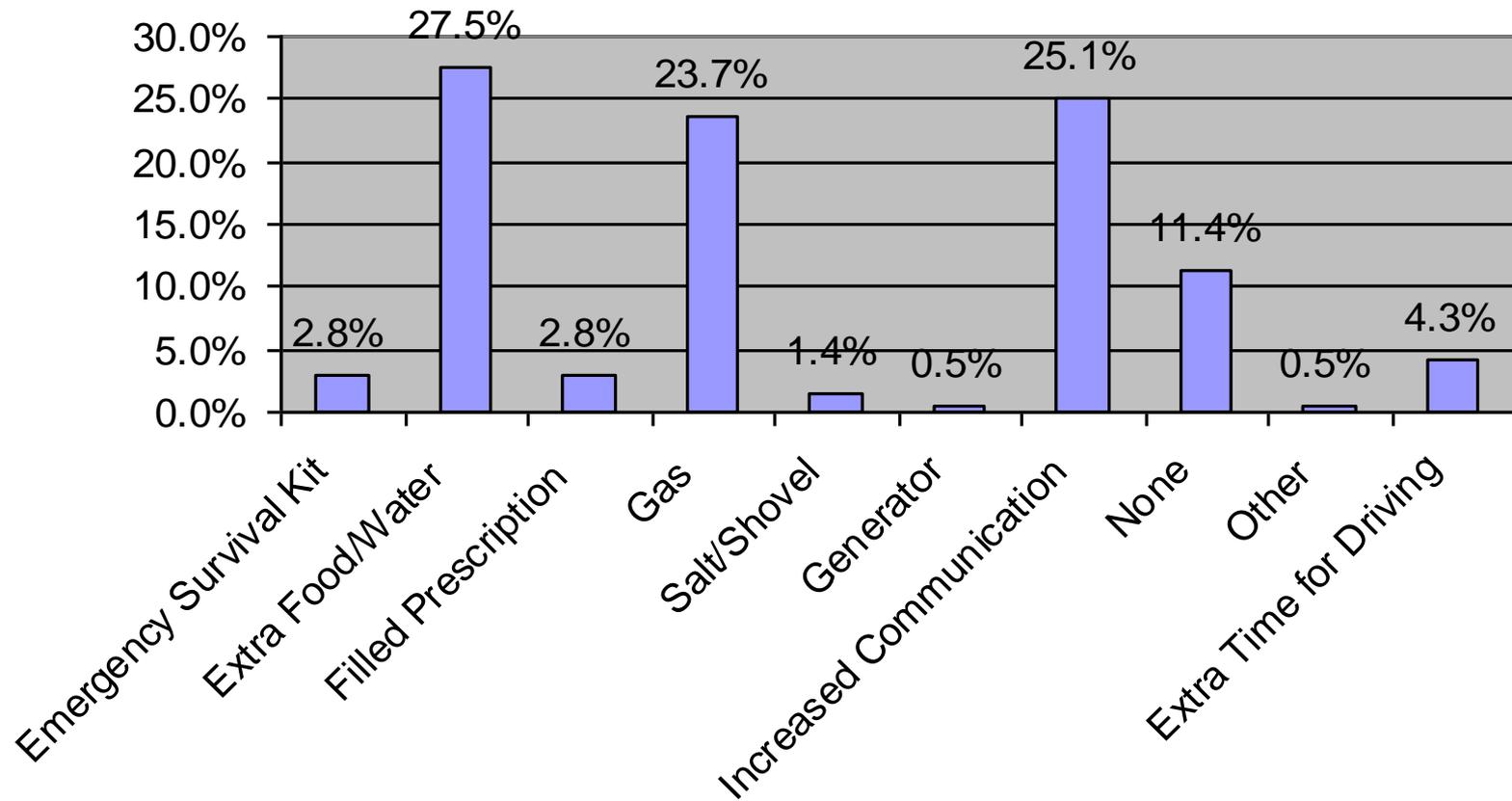


Blizzard

2008 April 11th



Based on the forecast, what special preparations did you take for this storm? (select all that apply)

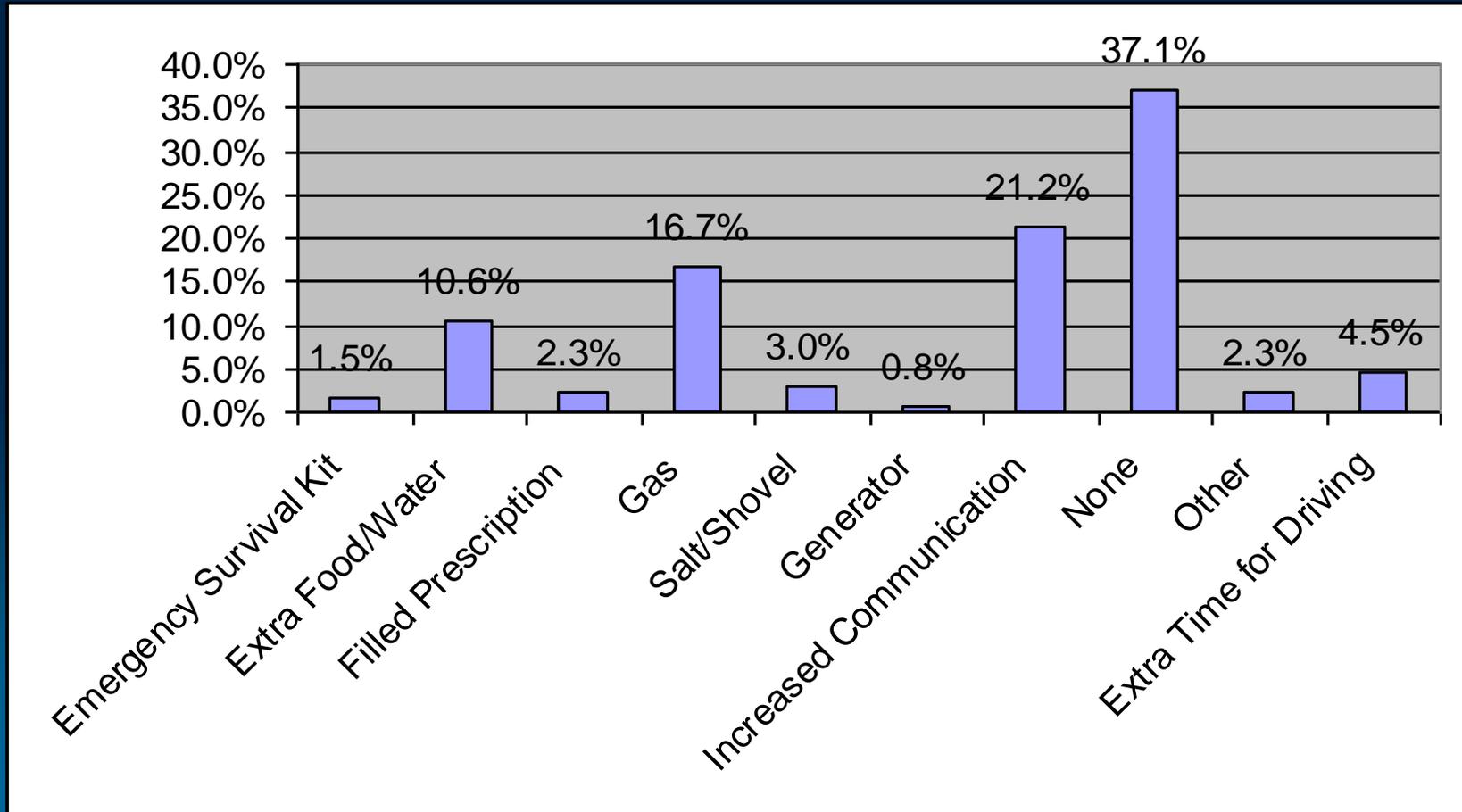




Winter Storm 2008 April 6th



Based on the forecast, what special preparations did you take for this storm? (select all that apply)

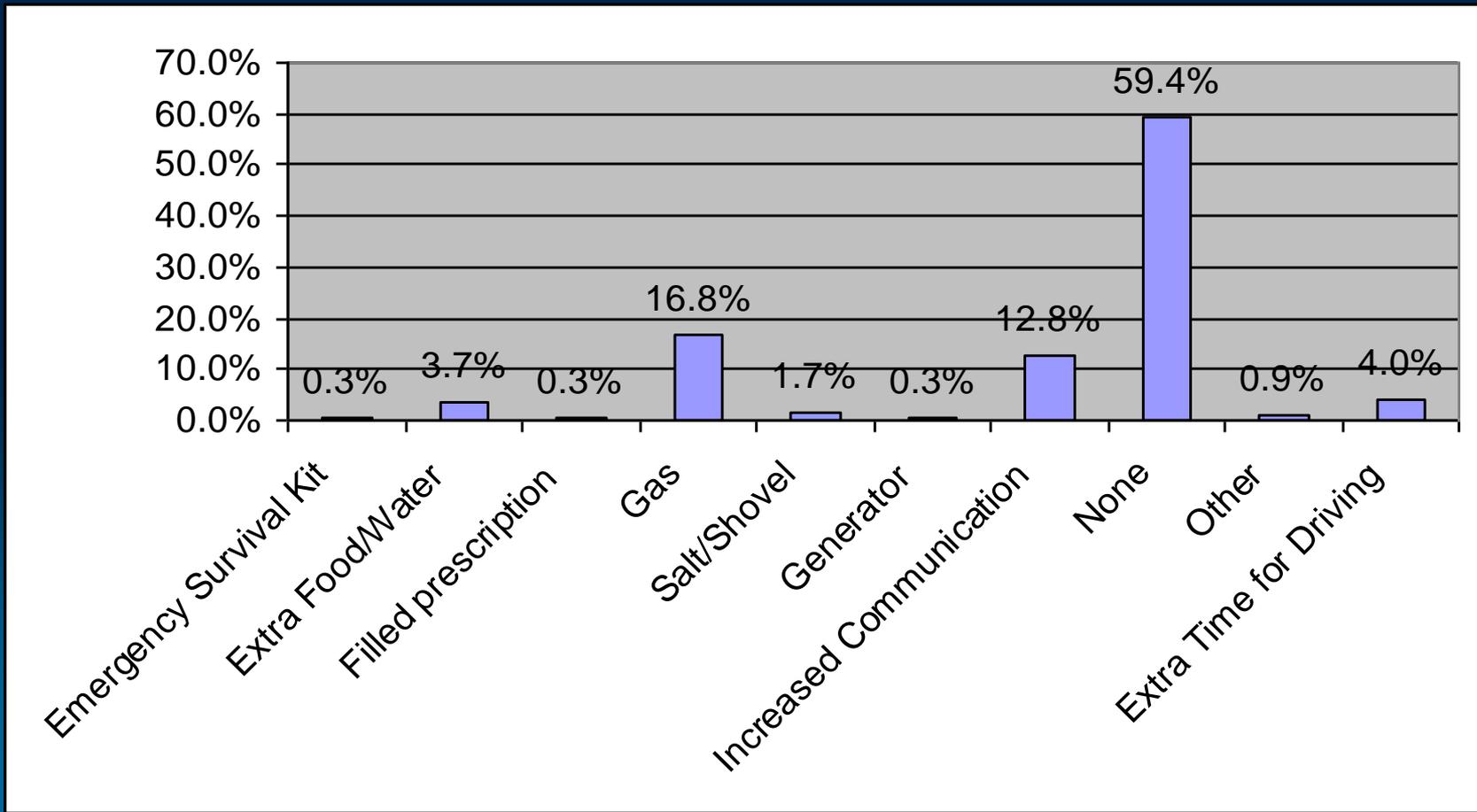




Snow Event 2008 March 18th



Based on the forecast, what special preparations did you take for this storm? (select all that apply)





Results



Based on the forecast, what special preparations did you take for this storm?

Blizzard

Food and Water: **28%**
Gas: 24%
Increased Communication: **25%**
Nothing: 11%
Extra Driving Time: **4%**

Winter Storm

Food and Water: **11%**
Gas: 17%
Increased Communication: **21%**
Nothing: 37%
Extra Driving Time: **4%**

Snow Event

Food and Water: **4%**
Gas: 17%
Increased Communication: **12%**
Nothing: 59%
Extra Driving Time: **4%**

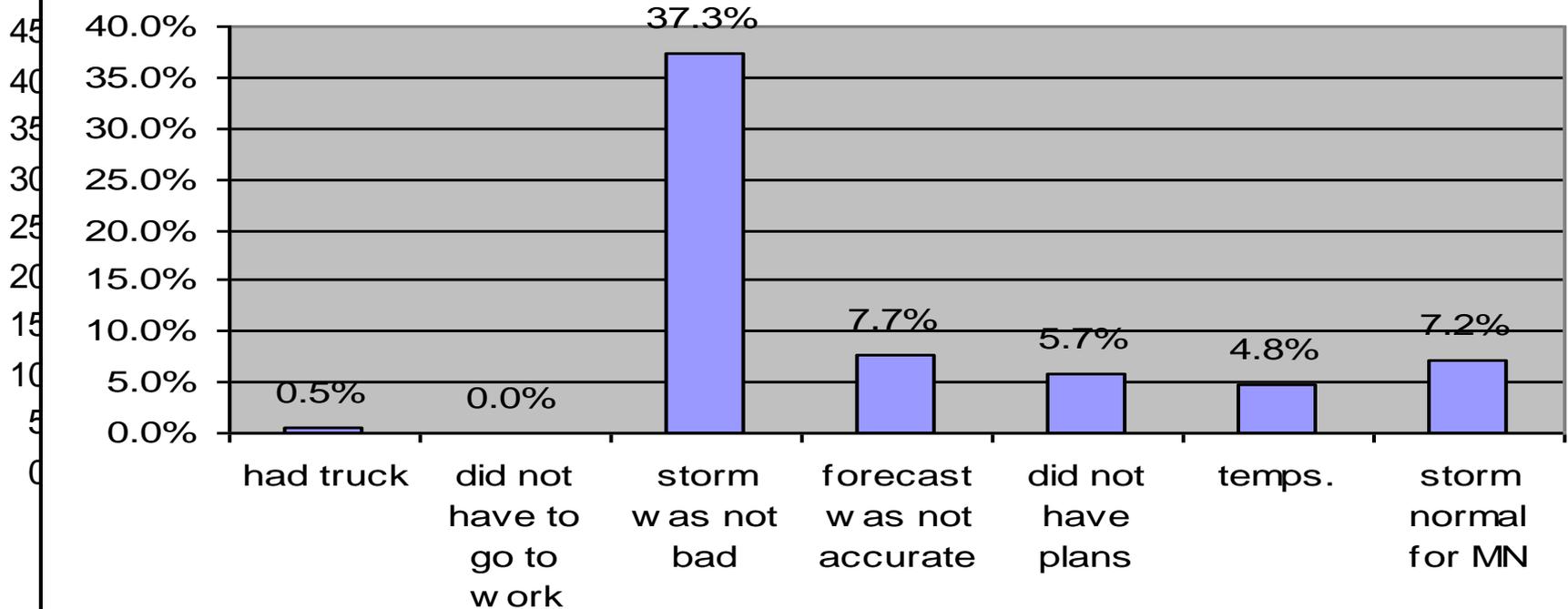


Snow Advisory

2008 March 18th

(Open Response)

Why did you NOT Alter Your Routine?



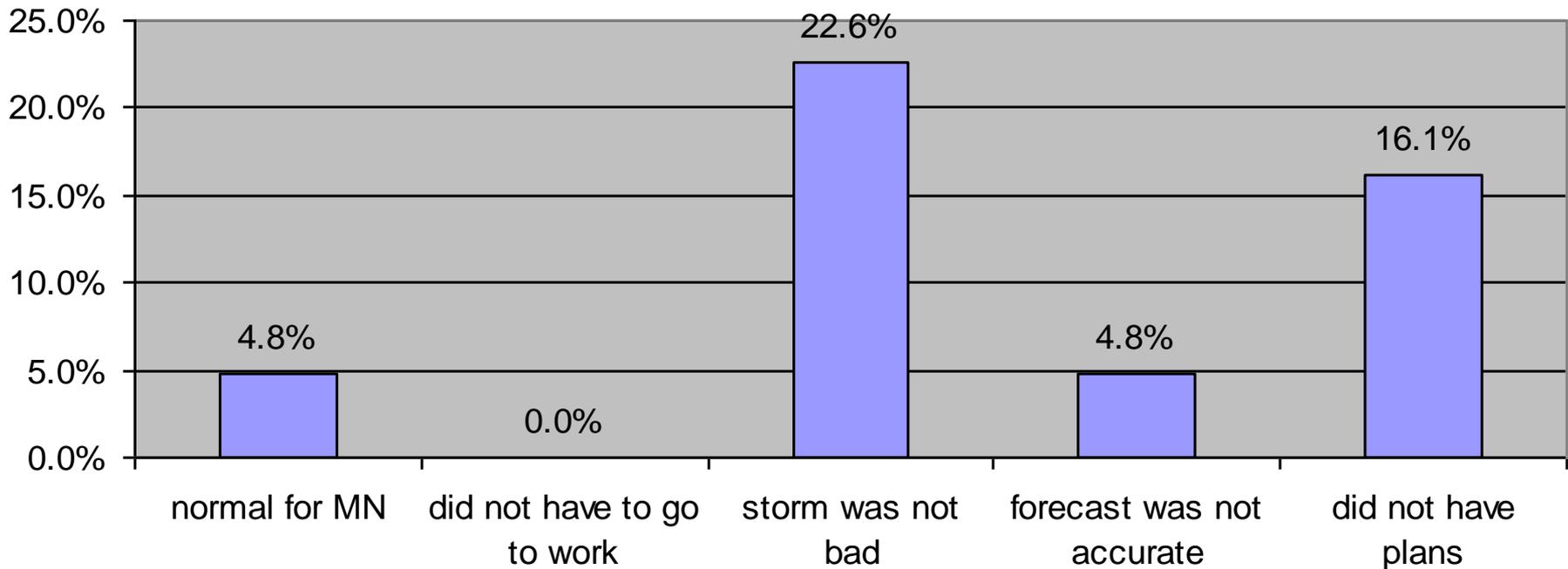


Winter Storm

2008 April 6th

(Open Response)

Why Did You NOT Alter Your Routine?



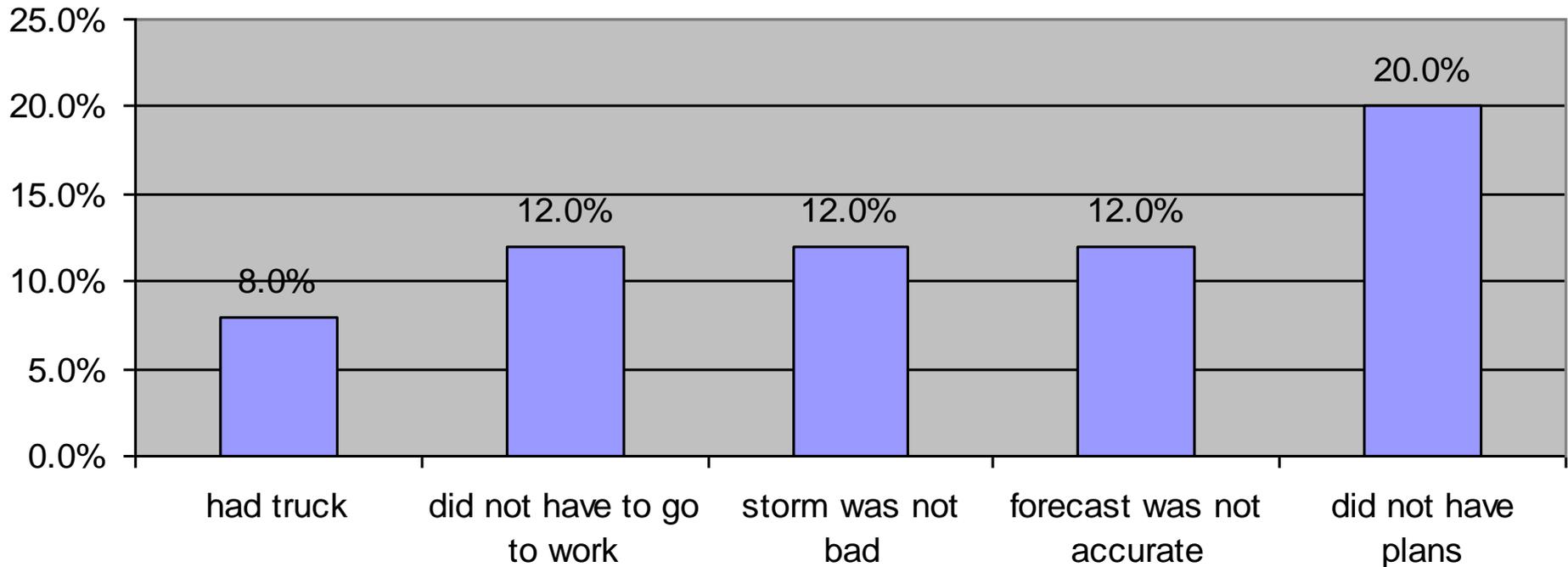


Blizzard

2008 April 11th

(Open Response)

Why Did You NOT Alter Your Routine?





Interesting perception...

“I live in Northern MN, a snow storm with 25” is not a big deal.”





Conclusions



- Significant number of respondents stated they altered their routine because concerned about **road conditions/travel**.
- People did not react as much to meteorologic terminology such as sleet and freezing rain; *not a direct impact?*
- There was an increase in preparedness (gas, food water, communication) with highly anticipated blizzard versus low end snow event
- Climatology plays major factor....what is viewed as “normal Minnesota”?
 - A new question?



How to get involved?

- Survey results will be updated as new cases are explored.
- If you are interested in becoming a partner, and hosting a link to the Post Storm Survey on your website,
- please send an email to

poststormsurvey@gmail.com

Thank You!



Matt Taraldsen
Saint Cloud State University
Meteorology-Communications Student

poststormsurvey@gmail.com