YouGov Survey: Weather Forecasts
December 10 - 12, 2025 - 1,100 U.S. adult citizens

1. How often do you read, watch, or listen to the weather forecast for your local area?

Hourly or more often 1%
Multiple times a day 18%
Daily 37%
A few times a week 23%
About once a week 7%
Less often than once a week 8%
Never 4%
Not sure 2%

2. When reading, watching, or listening to a weather forecast, which of the following indicators do you pay attention to? Select all that apply.

Temperature 88%
Precipitation 69%
Feels-like temperature 47%
Wind speed and direction 41%
Humidity 33%
Air quality index 28%
Visibility 14%
UV index 11%
Pressure 9%
Other 2%
None 7%

3. When reading or watching the weather forecast for your local area, how often do you look at a radar map?

Always 11%
Most of the time 18%
Sometimes 38%
Rarely 19%
Never 11%
Not sure 3%

4. Which of the following do you use to get information on the weather forecast in your local area? Select all that apply.

Weather apps 65%
Television 47%
Weather websites 36%
Social media 18%
Radio 15%
Other 4%
None 4%
Not sure 2%

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5. How accurate would you say the weather forecast you get from the following is?
Asked of people who receive weather information from each source

	Very accurate	Somewhat accurate	Not very accurate	Not at all accurate	Not sure
Weather apps	33%	58%	7%	1%	2%
Television	34%	59%	6%	1%	1%
Weather websites	35%	54%	8%	1%	2%
Radio	26%	68%	3%	1%	2%
Social media	18%	67%	11%	2%	3%

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6. Which of the following do you think is more reliable when it comes to accurately forecasting the weather?

Human meteorologists 28%
Algorithms 5%
Both are equally accurate 45%
Not sure 22%

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7. How often does information you receive from a weather forecast affect your daily plans or activities?

Always 4%
Most of the time 17%
Sometimes 51%
Rarely 22%
Never 4%
Not sure 2%

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8. How often do you discuss the weather or weather forecasts with friends, family members, or other people?

Multiple times a day 4%
Daily 16%
A few times a week 31%
About once a week 17%
Less often than once a week 20%
Never 7%
Not sure 4%

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9. How trustworthy do you rate the following?

	Very trustworthy	Trustworthy	Neither trustworthy nor untrustworthy	Untrustworthy	Very untrustworthy	Don't know
The National Oceanic and Atmospheric Administration (NOAA)	27%	33%	20%	1%	1%	17%
The National Weather Service (NWS)	27%	42%	18%	1%	2%	10%

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December 10 - 12, 2025 - 1,100 U.S. adult citizens

Interviewing Dates	December 10 - 12, 2025
Target population	U.S. citizens, aged 18 and over
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, U.S. region, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 6.551, with a mean of one and a standard deviation of 0.877.
Number of respondents	1,100
Margin of error	$\pm$ 3.9 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	71 questions not reported.

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1. Frequency of Reading or Listening to Weather Forecast
How often do you read, watch, or listen to the weather forecast for your local area?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Hourly or more often	1%	1%	1%	1%	1%	0%	0%	0%	1%	2%	*
Multiple times a day	18%	18%	19%	7%	12%	27%	23%	19%	22%	12%	*
Daily	37%	34%	39%	24%	34%	40%	48%	37%	30%	35%	*
A few times a week	23%	25%	21%	30%	27%	19%	18%	23%	20%	22%	*
About once a week	7%	8%	7%	11%	8%	6%	6%	7%	7%	11%	*
Less often than once a week	8%	7%	9%	15%	11%	4%	4%	6%	14%	13%	*
Never	4%	5%	3%	9%	6%	2%	1%	4%	3%	3%	*
Not sure	2%	3%	2%	4%	2%	2%	1%	2%	3%	3%	*
Totals	100%	101%	101%	101%	101%	100%	101%	98%	100%	101%	*
Unweighted N	(1,100)	(515)	(585)	(279)	(300)	(315)	(206)	(708)	(142)	(182)	(68)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Hourly or more often	1%	0%	1%	1%	1%	1%	0%	0%	1%	0%	0%	2%	0%
Multiple times a day	18%	22%	12%	21%	23%	22%	20%	18%	17%	15%	29%	15%	15%
Daily	37%	37%	34%	39%	38%	42%	36%	43%	31%	40%	33%	40%	32%
A few times a week	23%	23%	25%	20%	23%	21%	20%	24%	26%	18%	20%	22%	32%
About once a week	7%	7%	9%	6%	6%	4%	6%	6%	11%	5%	6%	9%	8%
Less often than once a week	8%	6%	11%	7%	5%	6%	9%	7%	8%	12%	6%	7%	8%
Never	4%	3%	4%	4%	1%	3%	6%	1%	4%	5%	6%	3%	2%
Not sure	2%	1%	4%	1%	1%	1%	3%	1%	1%	5%	0%	2%	2%
Totals	100%	99%	100%	99%	98%	100%	100%	100%	99%	100%	100%	100%	99%

YouGov Survey: Weather Forecasts
December 10 - 12, 2025 - 1,100 U.S. adult citizens

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,100)	(380)	(426)	(294)	(430)	(389)	(448)	(313)	(235)	(196)	(227)	(422)	(255)

YouGov Survey: Weather Forecasts
December 10 - 12, 2025 - 1,100 U.S. adult citizens

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2. Weather Metrics Attention
When reading, watching, or listening to a weather forecast, which of the following indicators do you pay attention to? Select all that apply.

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Temperature	88%	86%	89%	77%	86%	92%	94%	89%	84%	81%	*
Precipitation	69%	70%	69%	53%	57%	82%	79%	77%	53%	43%	*
Feels-like temperature	47%	44%	50%	43%	46%	53%	43%	49%	50%	39%	*
Wind speed and direction	41%	43%	40%	36%	37%	41%	51%	45%	39%	31%	*
Humidity	33%	34%	32%	27%	35%	33%	34%	33%	32%	34%	*
Air quality index	28%	28%	28%	28%	33%	21%	32%	26%	31%	25%	*
Visibility	14%	15%	13%	14%	16%	12%	13%	12%	21%	19%	*
UV index	11%	11%	12%	10%	15%	9%	12%	9%	13%	14%	*
Pressure	9%	11%	7%	8%	10%	11%	7%	8%	12%	16%	*
Other	2%	2%	2%	1%	2%	2%	3%	2%	2%	1%	*
None	7%	8%	7%	14%	8%	5%	3%	7%	9%	9%	*
Unweighted N	(1,100)	(515)	(585)	(279)	(300)	(315)	(206)	(708)	(142)	(182)	(68)

| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Temperature	88%	91%	84%	89%	92%	90%	83%	94%	90%	86%	86%	89%	88%
Precipitation	69%	72%	64%	72%	76%	74%	64%	74%	73%	67%	80%	67%	64%
Feels-like temperature	47%	53%	42%	47%	58%	43%	48%	52%	43%	42%	62%	51%	31%
Wind speed and direction	41%	46%	36%	43%	46%	46%	35%	42%	49%	41%	50%	37%	40%
Humidity	33%	39%	29%	30%	41%	34%	32%	35%	30%	33%	34%	37%	24%
Air quality index	28%	40%	23%	22%	36%	21%	26%	29%	24%	23%	29%	25%	35%
Visibility	14%	16%	10%	17%	16%	18%	12%	16%	14%	12%	17%	15%	11%
UV index	11%	16%	9%	9%	16%	9%	11%	11%	12%	13%	9%	12%	10%
Pressure	9%	12%	10%	6%	12%	8%	8%	9%	10%	12%	9%	7%	10%

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3

YouGov Survey: Weather Forecasts
December 10 - 12, 2025 - 1,100 U.S. adult citizens

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Other	2%	3%	1%	2%	4%	1%	1%	2%	2%	2%	1%	1%	3%
None	7%	5%	11%	5%	2%	4%	12%	3%	5%	8%	9%	7%	6%
Unweighted N	(1,100)	(380)	(426)	(294)	(430)	(389)	(448)	(313)	(235)	(196)	(227)	(422)	(255)

YouGov Survey: Weather Forecasts
December 10 - 12, 2025 - 1,100 U.S. adult citizens

3. Frequency of Looking at Weather Radar Map
When reading or watching the weather forecast for your local area, how often do you look at a radar map?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	11%	13%	9%	7%	7%	14%	14%	13%	8%	5%	*
Most of the time	18%	19%	17%	16%	15%	21%	19%	20%	10%	15%	*
Sometimes	38%	43%	34%	33%	37%	43%	39%	40%	33%	38%	*
Rarely	19%	13%	24%	23%	26%	13%	17%	16%	23%	27%	*
Never	11%	10%	12%	14%	12%	9%	9%	8%	22%	14%	*
Not sure	3%	2%	3%	8%	3%	1%	1%	2%	5%	1%	*
Totals	100%	100%	99%	101%	100%	101%	99%	99%	101%	100%	*
Unweighted N	(1,099)	(514)	(585)	(279)	(299)	(315)	(206)	(707)	(142)	(182)	(68)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Always	11%	9%	12%	12%	12%	15%	11%	10%	13%	7%	16%	14%	4%
Most of the time	18%	16%	17%	21%	21%	24%	15%	23%	19%	15%	22%	20%	14%
Sometimes	38%	39%	36%	40%	40%	39%	34%	39%	46%	38%	39%	37%	40%
Rarely	19%	22%	21%	13%	17%	14%	21%	17%	13%	22%	13%	16%	27%
Never	11%	12%	9%	13%	9%	8%	15%	8%	7%	16%	9%	11%	9%
Not sure	3%	2%	5%	1%	2%	1%	3%	2%	1%	1%	0%	3%	6%
Totals	100%	100%	100%	100%	101%	101%	99%	99%	99%	99%	99%	101%	100%
Unweighted N	(1,099)	(380)	(425)	(294)	(430)	(388)	(447)	(313)	(235)	(196)	(227)	(422)	(254)

YouGov Survey: Weather Forecasts
December 10 - 12, 2025 - 1,100 U.S. adult citizens

4. Sources for Weather Forecast
Which of the following do you use to get information on the weather forecast in your local area? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Weather apps	65%	64%	66%	63%	64%	68%	62%	67%	54%	62%	*
Television	47%	48%	46%	32%	36%	50%	69%	49%	57%	43%	*
Weather websites	36%	39%	34%	30%	40%	35%	41%	38%	29%	38%	*
Social media	18%	15%	20%	25%	24%	12%	12%	17%	15%	26%	*
Radio	15%	15%	15%	13%	13%	19%	13%	15%	16%	13%	*
Other	4%	3%	4%	2%	3%	4%	6%	4%	3%	2%	*
None	4%	5%	3%	9%	6%	2%	1%	4%	3%	3%	*
Not sure	2%	2%	3%	5%	1%	3%	0%	2%	7%	1%	*
Unweighted N	(1,100)	(515)	(585)	(279)	(300)	(315)	(206)	(708)	(142)	(182)	(68)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Weather apps	65%	65%	62%	68%	67%	70%	59%	64%	78%	58%	69%	68%	62%
Television	47%	52%	40%	51%	57%	54%	48%	46%	50%	41%	51%	46%	50%
Weather websites	36%	35%	36%	38%	42%	43%	31%	39%	40%	36%	36%	37%	37%
Social media	18%	17%	18%	18%	17%	22%	16%	18%	20%	17%	20%	18%	15%
Radio	15%	13%	14%	19%	15%	19%	12%	18%	19%	13%	23%	14%	11%
Other	4%	2%	5%	4%	4%	4%	5%	4%	1%	2%	8%	2%	4%
None	4%	3%	4%	4%	1%	3%	6%	1%	4%	5%	6%	3%	2%
Not sure	2%	2%	3%	2%	2%	1%	5%	1%	0%	5%	0%	3%	3%
Unweighted N	(1,100)	(380)	(426)	(294)	(430)	(389)	(448)	(313)	(235)	(196)	(227)	(422)	(255)

YouGov Survey: Weather Forecasts
December 10 - 12, 2025 - 1,100 U.S. adult citizens

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5A. Accuracy of Weather Sources — Weather apps
How accurate would you say the weather forecast you get from the following is?
Asked of people who receive weather information from each source

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very accurate	33%	36%	29%	31%	31%	37%	30%	29%	*	39%	*
Somewhat accurate	58%	54%	61%	65%	60%	51%	59%	63%	*	46%	*
Not very accurate	7%	7%	8%	4%	5%	10%	8%	7%	*	13%	*
Not at all accurate	1%	1%	1%	0%	0%	1%	1%	1%	*	0%	*
Not sure	2%	2%	1%	0%	4%	1%	2%	1%	*	1%	*
Totals	101%	100%	100%	100%	100%	100%	100%	101%	*	99%	*
Unweighted N	(711)	(325)	(386)	(171)	(196)	(217)	(127)	(465)	(83)	(118)	(45)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very accurate	33%	44%	22%	33%	43%	27%	38%	26%	34%	38%	27%	31%	37%
Somewhat accurate	58%	49%	63%	60%	50%	65%	51%	66%	55%	48%	67%	59%	54%
Not very accurate	7%	5%	10%	6%	5%	6%	7%	7%	10%	12%	2%	8%	7%
Not at all accurate	1%	0%	1%	1%	0%	2%	1%	1%	0%	0%	2%	0%	0%
Not sure	2%	1%	3%	0%	3%	1%	4%	0%	1%	2%	1%	2%	1%
Totals	101%	99%	99%	100%	101%	101%	101%	100%	100%	100%	99%	100%	99%
Unweighted N	(711)	(244)	(268)	(199)	(291)	(272)	(267)	(206)	(174)	(116)	(149)	(288)	(158)

YouGov Survey: Weather Forecasts
December 10 - 12, 2025 - 1,100 U.S. adult citizens

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5B. Accuracy of Weather Sources — Television

How accurate would you say the weather forecast you get from the following is?

Asked of people who receive weather information from each source

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very accurate	34%	35%	33%	39%	31%	32%	35%	29%	*	*	*
Somewhat accurate	59%	59%	59%	59%	56%	60%	60%	64%	*	*	*
Not very accurate	6%	5%	6%	2%	9%	6%	5%	5%	*	*	*
Not at all accurate	1%	1%	1%	0%	0%	2%	1%	1%	*	*	*
Not sure	1%	0%	1%	0%	4%	0%	0%	0%	*	*	*
Totals	101%	100%	100%	100%	100%	100%	101%	99%	*	*	*
Unweighted N	(520)	(246)	(274)	(101)	(109)	(165)	(145)	(342)	(83)	(73)	(22)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very accurate	34%	44%	23%	33%	41%	29%	39%	29%	34%	*	33%	35%	42%
Somewhat accurate	59%	52%	68%	57%	55%	62%	52%	62%	62%	*	62%	57%	52%
Not very accurate	6%	3%	7%	7%	4%	7%	6%	8%	4%	*	4%	6%	4%
Not at all accurate	1%	1%	0%	2%	0%	2%	1%	1%	0%	*	2%	1%	0%
Not sure	1%	0%	2%	0%	1%	0%	1%	1%	0%	*	0%	1%	1%
Totals	101%	100%	100%	99%	101%	100%	99%	101%	100%	*	101%	100%	99%
Unweighted N	(520)	(199)	(166)	(155)	(221)	(200)	(219)	(143)	(118)	(94)	(107)	(196)	(123)

YouGov Survey: Weather Forecasts
December 10 - 12, 2025 - 1,100 U.S. adult citizens

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5C. Accuracy of Weather Sources — Weather websites
How accurate would you say the weather forecast you get from the following is?

Asked of people who receive weather information from each source

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very accurate	35%	32%	38%	*	37%	32%	*	33%	*	*	*
Somewhat accurate	54%	53%	56%	*	53%	53%	*	58%	*	*	*
Not very accurate	8%	12%	5%	*	5%	14%	*	8%	*	*	*
Not at all accurate	1%	1%	0%	*	0%	1%	*	1%	*	*	*
Not sure	2%	2%	1%	*	5%	0%	*	1%	*	*	*
Totals	100%	100%	100%	*	100%	100%	*	101%	*	*	*
Unweighted N	(428)	(214)	(214)	(95)	(126)	(116)	(91)	(287)	(43)	(71)	(27)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very accurate	35%	41%	27%	39%	41%	32%	44%	31%	*	*	*	38%	39%
Somewhat accurate	54%	53%	56%	53%	51%	59%	43%	58%	*	*	*	57%	45%
Not very accurate	8%	6%	12%	6%	5%	7%	9%	8%	*	*	*	3%	13%
Not at all accurate	1%	0%	1%	0%	0%	1%	0%	2%	*	*	*	0%	0%
Not sure	2%	0%	4%	2%	2%	1%	4%	1%	*	*	*	2%	2%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	*	*	*	100%	99%
Unweighted N	(428)	(152)	(162)	(114)	(181)	(165)	(151)	(135)	(97)	(82)	(93)	(152)	(101)

YouGov Survey: Weather Forecasts
December 10 - 12, 2025 - 1,100 U.S. adult citizens

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5D. Accuracy of Weather Sources — Radio
How accurate would you say the weather forecast you get from the following is?

Asked of people who receive weather information from each source

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very accurate	26%	*	*	*	*	*	*	24%	*	*	*
Somewhat accurate	68%	*	*	*	*	*	*	68%	*	*	*
Not very accurate	3%	*	*	*	*	*	*	5%	*	*	*
Not at all accurate	1%	*	*	*	*	*	*	1%	*	*	*
Not sure	2%	*	*	*	*	*	*	2%	*	*	*
Totals	100%	*	*	*	*	*	*	100%	*	*	*
Unweighted N	(166)	(76)	(90)	(35)	(44)	(56)	(31)	(106)	(26)	(23)	(11)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very accurate	26%	*	*	*	*	*	*	*	*	*	*	*	*
Somewhat accurate	68%	*	*	*	*	*	*	*	*	*	*	*	*
Not very accurate	3%	*	*	*	*	*	*	*	*	*	*	*	*
Not at all accurate	1%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	2%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(166)	(56)	(56)	(54)	(65)	(68)	(65)	(49)	(42)	(27)	(44)	(64)	(31)

YouGov Survey: Weather Forecasts
December 10 - 12, 2025 - 1,100 U.S. adult citizens

5E. Accuracy of Weather Sources — Social media
How accurate would you say the weather forecast you get from the following is?

Asked of people who receive weather information from each source

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very accurate	18%	*	22%	*	*	*	*	14%	*	*	*
Somewhat accurate	67%	*	61%	*	*	*	*	73%	*	*	*
Not very accurate	11%	*	10%	*	*	*	*	8%	*	*	*
Not at all accurate	2%	*	3%	*	*	*	*	1%	*	*	*
Not sure	3%	*	4%	*	*	*	*	4%	*	*	*
Totals	101%	*	100%	*	*	*	*	100%	*	*	*
Unweighted N	(212)	(87)	(125)	(72)	(75)	(42)	(23)	(133)	(27)	(44)	(8)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very accurate	18%	*	*	*	*	*	*	*	*	*	*	*	*
Somewhat accurate	67%	*	*	*	*	*	*	*	*	*	*	*	*
Not very accurate	11%	*	*	*	*	*	*	*	*	*	*	*	*
Not at all accurate	2%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	3%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	101%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(212)	(78)	(78)	(56)	(83)	(83)	(74)	(59)	(56)	(46)	(40)	(83)	(43)

YouGov Survey: Weather Forecasts
December 10 - 12, 2025 - 1,100 U.S. adult citizens

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6. Accuracy of Meteorologists vs. Algorithms

Which of the following do you think is more reliable when it comes to accurately forecasting the weather?

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Human meteorologists	28%	28%	27%	27%	22%	27%	34%	31%	20%	19%	*
Algorithms	5%	5%	6%	5%	9%	5%	2%	5%	4%	6%	*
Both are equally accurate	45%	43%	47%	50%	45%	43%	42%	41%	65%	49%	*
Not sure	22%	24%	21%	18%	23%	24%	23%	23%	11%	26%	*
Totals	100%	100%	101%	100%	99%	99%	101%	100%	100%	100%	*
Unweighted N	(1,087)	(513)	(574)	(277)	(296)	(313)	(201)	(702)	(139)	(180)	(66)

| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Human meteorologists	28%	30%	23%	30%	34%	29%	29%	31%	21%	27%	36%	26%	22%
Algorithms	5%	3%	5%	7%	4%	6%	2%	8%	8%	4%	6%	7%	3%
Both are equally accurate	45%	53%	41%	42%	45%	44%	43%	43%	52%	45%	38%	46%	49%
Not sure	22%	14%	31%	21%	16%	21%	25%	18%	20%	24%	20%	21%	25%
Totals	100%	100%	100%	100%	99%	100%	99%	100%	101%	100%	100%	100%	99%
Unweighted N	(1,087)	(377)	(420)	(290)	(428)	(384)	(443)	(309)	(233)	(194)	(226)	(413)	(254)

YouGov Survey: Weather Forecasts
December 10 - 12, 2025 - 1,100 U.S. adult citizens

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7. Frequency of Weather Impact on Plans
How often does information you receive from a weather forecast affect your daily plans or activities?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	4%	3%	4%	3%	7%	3%	3%	3%	5%	5%	*
Most of the time	17%	18%	16%	12%	19%	20%	17%	17%	28%	12%	*
Sometimes	51%	47%	55%	50%	46%	52%	56%	52%	46%	51%	*
Rarely	22%	23%	20%	24%	20%	22%	22%	22%	15%	22%	*
Never	4%	5%	3%	6%	6%	2%	2%	3%	5%	7%	*
Not sure	2%	2%	2%	6%	2%	1%	0%	2%	1%	3%	*
Totals	100%	98%	100%	101%	100%	100%	100%	99%	100%	100%	*
Unweighted N	(1,099)	(515)	(584)	(279)	(300)	(315)	(205)	(707)	(142)	(182)	(68)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Always	4%	4%	3%	4%	4%	4%	5%	4%	3%	3%	3%	5%	3%
Most of the time	17%	23%	12%	17%	21%	21%	19%	18%	15%	18%	18%	18%	15%
Sometimes	51%	52%	50%	52%	55%	54%	48%	55%	51%	47%	56%	51%	51%
Rarely	22%	16%	27%	21%	16%	15%	21%	19%	26%	24%	17%	22%	23%
Never	4%	2%	5%	4%	2%	4%	5%	3%	4%	6%	3%	2%	5%
Not sure	2%	2%	2%	2%	1%	2%	2%	2%	1%	1%	2%	1%	3%
Totals	100%	99%	99%	100%	99%	100%	100%	101%	100%	99%	99%	99%	100%
Unweighted N	(1,099)	(379)	(426)	(294)	(429)	(389)	(448)	(313)	(235)	(196)	(227)	(421)	(255)

YouGov Survey: Weather Forecasts
December 10 - 12, 2025 - 1,100 U.S. adult citizens

8. Frequency of Weather-Related Conversations
How often do you discuss the weather or weather forecasts with friends, family members, or other people?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Multiple times a day	4%	3%	4%	2%	4%	5%	4%	3%	7%	3%	*
Daily	16%	17%	16%	8%	11%	23%	22%	17%	21%	12%	*
A few times a week	31%	30%	33%	34%	31%	28%	33%	33%	23%	33%	*
About once a week	17%	16%	19%	18%	20%	20%	10%	17%	11%	21%	*
Less often than once a week	20%	19%	20%	19%	23%	16%	23%	20%	23%	18%	*
Never	7%	9%	6%	13%	10%	5%	3%	6%	12%	8%	*
Not sure	4%	6%	2%	5%	3%	4%	5%	4%	2%	5%	*
Totals	99%	100%	100%	99%	102%	101%	100%	100%	99%	100%	*
Unweighted N	(1,099)	(514)	(585)	(279)	(299)	(315)	(206)	(708)	(142)	(182)	(67)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Multiple times a day	4%	5%	4%	3%	4%	4%	5%	4%	3%	2%	8%	2%	4%
Daily	16%	17%	12%	21%	18%	22%	18%	16%	15%	16%	19%	18%	12%
A few times a week	31%	35%	29%	31%	38%	33%	28%	35%	33%	32%	37%	32%	25%
About once a week	17%	19%	19%	14%	17%	14%	14%	23%	19%	12%	17%	17%	22%
Less often than once a week	20%	16%	24%	19%	18%	18%	20%	15%	24%	19%	12%	20%	27%
Never	7%	6%	8%	8%	4%	5%	10%	5%	4%	15%	4%	6%	6%
Not sure	4%	2%	5%	5%	2%	4%	5%	2%	2%	3%	3%	5%	3%
Totals	99%	100%	101%	101%	101%	100%	100%	100%	100%	99%	100%	100%	99%
Unweighted N	(1,099)	(380)	(426)	(293)	(430)	(389)	(447)	(313)	(235)	(195)	(227)	(422)	(255)

YouGov Survey: Weather Forecasts
December 10 - 12, 2025 - 1,100 U.S. adult citizens

9A. Trust in Weather Agencies — The National Oceanic and Atmospheric Administration (NOAA)
How trustworthy do you rate the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very trustworthy	27%	27%	26%	25%	23%	29%	28%	28%	22%	28%	*
Trustworthy	33%	34%	32%	27%	29%	39%	36%	34%	33%	27%	*
Neither trustworthy nor untrustworthy	20%	21%	19%	26%	22%	16%	18%	18%	24%	31%	*
Untrustworthy	1%	2%	0%	0%	1%	2%	1%	2%	1%	1%	*
Very untrustworthy	1%	2%	1%	0%	2%	2%	1%	1%	1%	2%	*
Don't know	17%	14%	21%	23%	22%	11%	16%	18%	19%	11%	*
Totals	99%	100%	99%	101%	99%	99%	100%	101%	100%	100%	*
Unweighted N	(1,094)	(514)	(580)	(279)	(299)	(313)	(203)	(703)	(142)	(181)	(68)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very trustworthy	27%	42%	20%	18%	45%	19%	27%	26%	30%	21%	25%	24%	35%
Trustworthy	33%	32%	31%	37%	35%	41%	26%	41%	39%	31%	36%	33%	33%
Neither trustworthy nor untrustworthy	20%	11%	25%	24%	9%	21%	22%	16%	20%	33%	17%	20%	12%
Untrustworthy	1%	0%	1%	2%	0%	3%	1%	2%	1%	1%	3%	0%	1%
Very untrustworthy	1%	0%	3%	1%	0%	2%	1%	0%	3%	1%	0%	1%	3%
Don't know	17%	14%	20%	18%	10%	14%	23%	15%	8%	13%	19%	20%	16%
Totals	99%	99%	100%	100%	99%	100%	100%	100%	101%	100%	100%	98%	100%
Unweighted N	(1,094)	(380)	(424)	(290)	(430)	(385)	(445)	(311)	(234)	(195)	(225)	(420)	(254)

9B. Trust in Weather Agencies — The National Weather Service (NWS)
How trustworthy do you rate the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very trustworthy	27%	27%	27%	26%	27%	27%	30%	29%	23%	28%	*
Trustworthy	42%	40%	43%	32%	36%	49%	47%	43%	46%	34%	*
Neither trustworthy nor untrustworthy	18%	19%	18%	23%	21%	15%	15%	16%	18%	31%	*
Untrustworthy	1%	1%	1%	0%	2%	1%	1%	1%	0%	1%	*
Very untrustworthy	2%	3%	1%	2%	2%	2%	1%	2%	2%	1%	*
Don't know	10%	9%	10%	17%	12%	6%	6%	9%	11%	6%	*
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	101%	*
Unweighted N	(1,099)	(515)	(584)	(279)	(300)	(314)	(206)	(708)	(142)	(181)	(68)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very trustworthy	27%	44%	18%	22%	47%	21%	27%	28%	30%	19%	26%	28%	34%
Trustworthy	42%	39%	38%	49%	40%	49%	39%	45%	41%	45%	47%	41%	36%
Neither trustworthy nor untrustworthy	18%	10%	24%	19%	7%	21%	19%	17%	17%	25%	17%	17%	15%
Untrustworthy	1%	0%	1%	2%	0%	2%	2%	1%	1%	2%	0%	2%	0%
Very untrustworthy	2%	1%	3%	1%	1%	1%	2%	0%	3%	0%	1%	2%	4%
Don't know	10%	5%	15%	8%	5%	7%	11%	9%	8%	9%	8%	11%	11%
Totals	100%	99%	99%	101%	100%	101%	100%	100%	100%	100%	99%	101%	100%
Unweighted N	(1,099)	(380)	(426)	(293)	(430)	(388)	(448)	(312)	(235)	(196)	(227)	(422)	(254)

YouGov Survey: Weather Forecasts
December 10 - 12, 2025 - 1,100 U.S. adult citizens

Interviewing Dates	December 10 - 12, 2025
Target population	U.S. citizens, aged 18 and over
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, U.S. region, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 6.551, with a mean of one and a standard deviation of 0.877.
Number of respondents	1,100
Margin of error	$\pm$ 3.9 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	71 questions not reported.