

YouGov Survey: Weather Forecasts



Sample 1000 U.S. Adult Citizens
Conducted April 14 - 20, 2023
Margin of Error ±3.4%

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

Hourly or more often	2%
Multiple times a day	18%
Daily	40%
A few times a week	18%
About once a week	7%
Less often than once a week	7%
Never	4%
Not sure	3%

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	75%
Feels-like temperature	35%
Precipitation	60%
Wind speed and direction	36%
Humidity	37%
UV index	14%
Air quality index	22%
Visibility	18%
Pressure	13%
Other	3%
None	3%

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

Always	13%
Most of the time	23%
Sometimes	35%
Rarely	16%
Never	10%
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	53%
Weather websites	34%
Social media	18%
Radio	16%
Local TV news	43%
TV weather stations	27%
Other	2%
None	4%
Not sure	2%

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	34%	61%	4%	1%	1%
Weather websites	28%	64%	5%	2%	1%
Social media	26%	54%	16%	1%	3%
Radio	28%	62%	6%	4%	0%
Local TV news	35%	57%	6%	0%	1%
TV weather stations	39%	48%	9%	1%	3%

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

Human meteorologists	25%
Algorithms	10%
Both are equally accurate	37%
Not sure	28%

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

Always	5%
Most of the time	20%
Sometimes	49%
Rarely	18%
Never	4%
Not sure	4%

8. How often do you prepare for weather events — for example, by dressing appropriately, bringing an umbrella, or preparing your home — based on the weather forecast?

Always	13%
Most of the time	40%
Sometimes	31%
Rarely	8%
Never	3%
Not sure	4%

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

Multiple times a day	3%
Daily	21%
A few times a week	32%
About once a week	16%
Less often than once a week	17%
Never	5%
Not sure	6%

10. If you see "Precipitation: 80%" for tomorrow's forecast in your area, which of the following comes closest to your interpretation of what that means?

There is an 80% probability that it will rain tomorrow in your area	63%
80% of your area will receive rainfall tomorrow	15%
Your area will receive 80% of its usual rainfall amount tomorrow	7%
It will rain for 80% of the day tomorrow in your area	7%
Not sure	8%

Interviewing Dates	April 14 - 20, 2023
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.166 to 3.25, with a mean of 1 and a standard deviation of 0.408.
Number of respondents	1000
Margin of error	± 3.4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	76 questions not reported.

YouGov Survey: Weather Forecasts

April 14 - 20, 2023 - 1000 U.S. adult citizens



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?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Hourly or more often	2%	3%	2%	5%	4%	1%	1%	1%	5%	6%	*
Multiple times a day	18%	18%	18%	9%	13%	19%	30%	19%	15%	17%	*
Daily	40%	38%	42%	29%	32%	45%	54%	44%	31%	24%	*
A few times a week	18%	19%	17%	21%	23%	18%	10%	17%	21%	25%	*
About once a week	7%	8%	7%	14%	11%	5%	1%	6%	10%	13%	*
Less often than once a week	7%	8%	7%	12%	8%	7%	3%	8%	7%	6%	*
Never	4%	4%	4%	5%	6%	4%	1%	4%	6%	5%	*
Not sure	3%	3%	2%	5%	4%	2%	0%	2%	4%	4%	*
Totals	99%	101%	99%	100%	101%	101%	100%	101%	99%	100%	*
Unweighted N	(993)	(463)	(530)	(199)	(241)	(337)	(216)	(661)	(134)	(141)	(57)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Hourly or more often	2%	2%	3%	2%	2%	1%	3%	3%	1%	1%	2%	2%	4%
Multiple times a day	18%	19%	18%	16%	21%	19%	20%	16%	20%	19%	19%	20%	13%
Daily	40%	40%	37%	47%	41%	47%	38%	44%	41%	42%	44%	38%	39%
A few times a week	18%	18%	19%	16%	16%	18%	17%	18%	17%	17%	14%	19%	21%
About once a week	7%	10%	6%	5%	7%	4%	7%	8%	7%	8%	7%	6%	10%
Less often than once a week	7%	7%	7%	8%	7%	8%	9%	6%	8%	7%	9%	8%	7%
Never	4%	3%	5%	4%	4%	2%	4%	3%	4%	3%	3%	5%	5%
Not sure	3%	1%	4%	3%	2%	2%	3%	2%	2%	3%	2%	3%	2%
Totals	99%	100%	99%	101%	100%	101%	101%	100%	100%	100%	100%	101%	101%

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YouGov Survey: Weather Forecasts
 April 14 - 20, 2023 - 1000 U.S. adult citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(993)	(374)	(361)	(258)	(384)	(320)	(386)	(277)	(224)	(188)	(202)	(368)	(235)

YouGov Survey: Weather Forecasts

April 14 - 20, 2023 - 1000 U.S. adult citizens



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.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Temperature	75%	73%	78%	58%	63%	82%	95%	80%	64%	61%	*
Feels-like temperature	35%	29%	41%	21%	34%	42%	40%	35%	32%	37%	*
Precipitation	60%	58%	62%	28%	52%	69%	86%	67%	43%	33%	*
Wind speed and direction	36%	34%	38%	23%	30%	40%	48%	39%	27%	32%	*
Humidity	37%	35%	39%	33%	35%	36%	45%	36%	40%	39%	*
UV index	14%	15%	13%	21%	15%	13%	9%	14%	6%	22%	*
Air quality index	22%	18%	25%	19%	25%	16%	29%	21%	18%	30%	*
Visibility	18%	18%	17%	26%	18%	15%	13%	15%	27%	23%	*
Pressure	13%	15%	10%	22%	13%	8%	9%	9%	18%	18%	*
Other	3%	4%	3%	0%	1%	5%	7%	4%	0%	1%	*
None	3%	3%	3%	5%	4%	2%	0%	2%	6%	3%	*
Unweighted N	(993)	(463)	(530)	(199)	(241)	(337)	(216)	(661)	(134)	(141)	(57)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Temperature	75%	75%	74%	77%	79%	84%	79%	76%	70%	75%	80%	72%	76%
Feels-like temperature	35%	35%	34%	37%	38%	36%	39%	35%	31%	35%	44%	35%	27%
Precipitation	60%	54%	62%	63%	62%	72%	62%	63%	54%	55%	70%	60%	54%
Wind speed and direction	36%	34%	35%	40%	39%	44%	35%	42%	31%	34%	37%	34%	39%
Humidity	37%	41%	33%	39%	41%	39%	39%	40%	29%	46%	40%	38%	26%
UV index	14%	19%	12%	11%	15%	11%	11%	18%	16%	18%	12%	15%	11%
Air quality index	22%	31%	18%	16%	31%	16%	21%	23%	19%	24%	19%	21%	24%
Visibility	18%	19%	16%	18%	20%	15%	17%	17%	17%	22%	14%	19%	16%
Pressure	13%	15%	11%	12%	14%	11%	12%	14%	11%	11%	11%	13%	15%

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YouGov Survey: Weather Forecasts
 April 14 - 20, 2023 - 1000 U.S. adult citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Other	3%	2%	4%	3%	2%	5%	4%	4%	1%	3%	3%	4%	2%
None	3%	1%	5%	1%	1%	1%	3%	2%	1%	3%	2%	3%	3%
Unweighted N	(993)	(374)	(361)	(258)	(384)	(320)	(386)	(277)	(224)	(188)	(202)	(368)	(235)

YouGov Survey: Weather Forecasts

April 14 - 20, 2023 - 1000 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?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	13%	15%	11%	5%	8%	18%	17%	13%	8%	12%	*
Most of the time	23%	24%	22%	22%	20%	20%	30%	25%	21%	15%	*
Sometimes	35%	35%	35%	42%	38%	32%	30%	35%	36%	38%	*
Rarely	16%	14%	18%	16%	20%	15%	13%	15%	13%	20%	*
Never	10%	9%	11%	11%	10%	11%	8%	9%	14%	13%	*
Not sure	3%	3%	3%	4%	3%	4%	2%	3%	8%	2%	*
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	*
Unweighted N	(993)	(463)	(530)	(199)	(241)	(337)	(216)	(661)	(134)	(141)	(57)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always	13%	11%	13%	13%	11%	15%	12%	17%	9%	8%	16%	16%	7%
Most of the time	23%	23%	23%	23%	22%	25%	23%	20%	26%	24%	27%	22%	20%
Sometimes	35%	37%	35%	33%	41%	34%	34%	35%	35%	37%	34%	35%	34%
Rarely	16%	16%	15%	18%	14%	18%	16%	17%	19%	16%	15%	14%	21%
Never	10%	11%	9%	10%	9%	7%	10%	9%	10%	9%	6%	9%	16%
Not sure	3%	2%	5%	2%	3%	2%	5%	1%	1%	5%	2%	4%	2%
Totals	100%	100%	100%	99%	100%	101%	100%	99%	100%	99%	100%	100%	100%
Unweighted N	(993)	(374)	(361)	(258)	(384)	(320)	(386)	(277)	(224)	(188)	(202)	(368)	(235)

YouGov Survey: Weather Forecasts

April 14 - 20, 2023 - 1000 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.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Weather apps	53%	46%	60%	40%	51%	58%	61%	56%	43%	49%	*
Weather websites	34%	38%	30%	30%	36%	31%	40%	36%	24%	33%	*
Social media	18%	20%	16%	41%	23%	9%	3%	16%	25%	26%	*
Radio	16%	18%	13%	16%	17%	15%	16%	15%	19%	20%	*
Local TV news	43%	42%	44%	23%	34%	52%	58%	43%	41%	48%	*
TV weather stations	27%	30%	23%	27%	32%	21%	28%	24%	32%	32%	*
Other	2%	2%	2%	0%	0%	3%	5%	2%	0%	1%	*
None	4%	4%	4%	5%	6%	4%	1%	4%	6%	5%	*
Not sure	2%	3%	2%	4%	3%	2%	0%	2%	5%	0%	*
Unweighted N	(993)	(463)	(530)	(199)	(241)	(337)	(216)	(661)	(134)	(141)	(57)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Weather apps	53%	55%	51%	54%	58%	60%	50%	57%	55%	50%	61%	52%	50%
Weather websites	34%	37%	32%	33%	39%	35%	29%	42%	32%	39%	33%	36%	28%
Social media	18%	24%	12%	18%	19%	15%	13%	23%	23%	22%	12%	18%	20%
Radio	16%	18%	13%	17%	19%	19%	14%	17%	17%	21%	12%	12%	20%
Local TV news	43%	47%	38%	46%	51%	45%	48%	42%	36%	47%	44%	44%	36%
TV weather stations	27%	33%	21%	27%	29%	26%	23%	29%	29%	30%	22%	29%	24%
Other	2%	2%	2%	3%	2%	4%	2%	3%	1%	1%	3%	3%	1%
None	4%	3%	5%	4%	4%	2%	4%	3%	4%	3%	3%	5%	5%
Not sure	2%	2%	4%	0%	1%	0%	2%	0%	2%	2%	2%	2%	3%
Unweighted N	(993)	(374)	(361)	(258)	(384)	(320)	(386)	(277)	(224)	(188)	(202)	(368)	(235)

YouGov Survey: Weather Forecasts

April 14 - 20, 2023 - 1000 U.S. adult citizens



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	34%	33%	34%	*	33%	32%	34%	32%	*	*	*
Somewhat accurate	61%	61%	60%	*	57%	64%	62%	63%	*	*	*
Not very accurate	4%	3%	4%	*	5%	2%	5%	3%	*	*	*
Not at all accurate	1%	0%	1%	*	1%	1%	0%	1%	*	*	*
Not sure	1%	2%	1%	*	3%	1%	0%	2%	*	*	*
Totals	101%	99%	100%	*	99%	100%	101%	101%	*	*	*
Unweighted N	(536)	(216)	(320)	(81)	(122)	(204)	(129)	(368)	(62)	(74)	(32)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very accurate	34%	39%	30%	31%	36%	25%	38%	29%	36%	*	34%	34%	35%
Somewhat accurate	61%	58%	62%	62%	57%	69%	57%	65%	58%	*	63%	59%	61%
Not very accurate	4%	3%	6%	2%	6%	3%	3%	4%	4%	*	1%	4%	3%
Not at all accurate	1%	0%	2%	1%	1%	1%	1%	1%	0%	*	1%	0%	1%
Not sure	1%	0%	1%	4%	0%	1%	1%	1%	2%	*	1%	3%	0%
Totals	101%	100%	101%	100%	100%	99%	100%	100%	100%	*	100%	100%	100%
Unweighted N	(536)	(209)	(188)	(139)	(222)	(188)	(198)	(158)	(125)	(99)	(121)	(194)	(122)

YouGov Survey: Weather Forecasts

April 14 - 20, 2023 - 1000 U.S. adult citizens



5B. 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	28%	27%	28%	*	*	29%	*	28%	*	*	*
Somewhat accurate	64%	62%	66%	*	*	66%	*	65%	*	*	*
Not very accurate	5%	8%	3%	*	*	4%	*	4%	*	*	*
Not at all accurate	2%	2%	2%	*	*	1%	*	1%	*	*	*
Not sure	1%	1%	1%	*	*	0%	*	1%	*	*	*
Totals	100%	100%	100%	*	*	100%	*	99%	*	*	*
Unweighted N	(339)	(181)	(158)	(60)	(96)	(100)	(83)	(239)	(32)	(45)	(23)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very accurate	28%	33%	21%	*	32%	23%	33%	28%	*	*	*	29%	*
Somewhat accurate	64%	55%	69%	*	60%	73%	59%	65%	*	*	*	64%	*
Not very accurate	5%	8%	6%	*	6%	3%	6%	6%	*	*	*	6%	*
Not at all accurate	2%	2%	3%	*	2%	1%	2%	1%	*	*	*	0%	*
Not sure	1%	2%	1%	*	0%	1%	0%	1%	*	*	*	1%	*
Totals	100%	100%	100%	*	100%	101%	100%	101%	*	*	*	100%	*
Unweighted N	(339)	(137)	(117)	(85)	(150)	(113)	(118)	(110)	(77)	(67)	(69)	(131)	(72)

YouGov Survey: Weather Forecasts

April 14 - 20, 2023 - 1000 U.S. adult citizens



5C. 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	26%	*	*	*	*	*	*	28%	*	*	*
Somewhat accurate	54%	*	*	*	*	*	*	55%	*	*	*
Not very accurate	16%	*	*	*	*	*	*	13%	*	*	*
Not at all accurate	1%	*	*	*	*	*	*	1%	*	*	*
Not sure	3%	*	*	*	*	*	*	4%	*	*	*
Totals	100%	*	*	*	*	*	*	101%	*	*	*
Unweighted N	(175)	(90)	(85)	(82)	(58)	(29)	(6)	(101)	(31)	(37)	(6)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very accurate	26%	*	*	*	*	*	*	*	*	*	*	*	*
Somewhat accurate	54%	*	*	*	*	*	*	*	*	*	*	*	*
Not very accurate	16%	*	*	*	*	*	*	*	*	*	*	*	*
Not at all accurate	1%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	3%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(175)	(86)	(43)	(46)	(71)	(51)	(49)	(61)	(53)	(39)	(23)	(66)	(47)

YouGov Survey: Weather Forecasts

April 14 - 20, 2023 - 1000 U.S. adult citizens



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	28%	*	*	*	*	*	*	29%	*	*	*
Somewhat accurate	62%	*	*	*	*	*	*	65%	*	*	*
Not very accurate	6%	*	*	*	*	*	*	4%	*	*	*
Not at all accurate	4%	*	*	*	*	*	*	2%	*	*	*
Not sure	0%	*	*	*	*	*	*	1%	*	*	*
Totals	100%	*	*	*	*	*	*	101%	*	*	*
Unweighted N	(165)	(92)	(73)	(34)	(42)	(52)	(37)	(105)	(24)	(28)	(8)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very accurate	28%	*	*	*	*	*	*	*	*	*	*	*	*
Somewhat accurate	62%	*	*	*	*	*	*	*	*	*	*	*	*
Not very accurate	6%	*	*	*	*	*	*	*	*	*	*	*	*
Not at all accurate	4%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	0%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(165)	(74)	(50)	(41)	(76)	(61)	(57)	(50)	(41)	(40)	(27)	(50)	(48)

YouGov Survey: Weather Forecasts

April 14 - 20, 2023 - 1000 U.S. adult citizens



5E. Accuracy of Weather Sources — Local TV news

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%	30%	40%	*	*	35%	43%	35%	*	*	*
Somewhat accurate	57%	62%	54%	*	*	58%	54%	59%	*	*	*
Not very accurate	6%	8%	4%	*	*	6%	3%	5%	*	*	*
Not at all accurate	0%	0%	0%	*	*	0%	0%	0%	*	*	*
Not sure	1%	1%	1%	*	*	1%	0%	1%	*	*	*
Totals	99%	101%	99%	*	*	100%	100%	100%	*	*	*
Unweighted N	(426)	(196)	(230)	(47)	(83)	(173)	(123)	(286)	(54)	(65)	(21)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very accurate	35%	39%	31%	37%	39%	32%	42%	33%	*	*	*	36%	*
Somewhat accurate	57%	56%	59%	57%	56%	60%	53%	59%	*	*	*	60%	*
Not very accurate	6%	5%	10%	3%	4%	5%	5%	8%	*	*	*	3%	*
Not at all accurate	0%	0%	0%	0%	0%	0%	0%	0%	*	*	*	0%	*
Not sure	1%	1%	0%	2%	1%	2%	0%	0%	*	*	*	1%	*
Totals	99%	101%	100%	99%	100%	99%	100%	100%	*	*	*	100%	*
Unweighted N	(426)	(174)	(141)	(111)	(195)	(138)	(182)	(117)	(81)	(86)	(88)	(165)	(87)

YouGov Survey: Weather Forecasts

April 14 - 20, 2023 - 1000 U.S. adult citizens



5F. Accuracy of Weather Sources — TV weather stations

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	39%	39%	39%	*	*	*	*	37%	*	*	*
Somewhat accurate	48%	44%	54%	*	*	*	*	50%	*	*	*
Not very accurate	9%	12%	5%	*	*	*	*	9%	*	*	*
Not at all accurate	1%	2%	1%	*	*	*	*	1%	*	*	*
Not sure	3%	4%	2%	*	*	*	*	3%	*	*	*
Totals	100%	101%	101%	*	*	*	*	100%	*	*	*
Unweighted N	(263)	(140)	(123)	(56)	(77)	(69)	(61)	(158)	(46)	(43)	(16)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very accurate	39%	42%	*	*	34%	*	*	*	*	*	*	36%	*
Somewhat accurate	48%	45%	*	*	55%	*	*	*	*	*	*	50%	*
Not very accurate	9%	11%	*	*	6%	*	*	*	*	*	*	9%	*
Not at all accurate	1%	1%	*	*	2%	*	*	*	*	*	*	2%	*
Not sure	3%	1%	*	*	3%	*	*	*	*	*	*	4%	*
Totals	100%	100%	*	*	100%	*	*	*	*	*	*	101%	*
Unweighted N	(263)	(119)	(70)	(74)	(112)	(84)	(83)	(83)	(67)	(56)	(47)	(105)	(55)

YouGov Survey: Weather Forecasts

April 14 - 20, 2023 - 1000 U.S. adult citizens



6. Accuracy of Meteorologists Vs. Algorithms

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Human meteorologists	25%	26%	25%	26%	20%	27%	27%	28%	19%	23%	*
Algorithms	10%	13%	7%	18%	16%	5%	5%	8%	14%	20%	*
Both are equally accurate	37%	37%	36%	38%	39%	37%	32%	34%	43%	39%	*
Not sure	28%	25%	31%	18%	26%	30%	36%	31%	25%	19%	*
Totals	100%	101%	99%	100%	101%	99%	100%	101%	101%	101%	*
Unweighted N	(980)	(458)	(522)	(196)	(237)	(332)	(215)	(651)	(132)	(142)	(55)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Human meteorologists	25%	29%	20%	28%	25%	30%	24%	30%	28%	23%	23%	27%	24%
Algorithms	10%	13%	6%	13%	12%	9%	5%	13%	15%	15%	10%	9%	9%
Both are equally accurate	37%	38%	36%	36%	36%	33%	38%	36%	38%	35%	35%	35%	41%
Not sure	28%	21%	37%	24%	27%	29%	32%	21%	19%	26%	32%	29%	25%
Totals	100%	101%	99%	101%	100%	101%	99%	100%	100%	99%	100%	100%	99%
Unweighted N	(980)	(370)	(356)	(254)	(381)	(316)	(383)	(272)	(219)	(184)	(202)	(360)	(234)

YouGov Survey: Weather Forecasts

April 14 - 20, 2023 - 1000 U.S. adult citizens



7. Frequency of Weather Impact on Plans

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	5%	6%	4%	7%	6%	6%	1%	4%	10%	11%	*
Most of the time	20%	22%	19%	21%	20%	20%	21%	21%	18%	20%	*
Sometimes	49%	45%	53%	44%	45%	45%	64%	50%	43%	44%	*
Rarely	18%	18%	17%	19%	18%	20%	11%	17%	17%	20%	*
Never	4%	4%	3%	3%	4%	5%	2%	4%	4%	3%	*
Not sure	4%	5%	4%	6%	7%	4%	0%	3%	8%	2%	*
Totals	100%	100%	100%	100%	100%	100%	99%	99%	100%	100%	*
Unweighted N	(993)	(464)	(529)	(200)	(240)	(337)	(216)	(659)	(134)	(143)	(57)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always	5%	5%	5%	6%	5%	5%	6%	8%	4%	5%	8%	4%	6%
Most of the time	20%	22%	19%	21%	23%	20%	19%	21%	22%	28%	18%	20%	17%
Sometimes	49%	51%	51%	44%	53%	47%	48%	50%	49%	44%	51%	51%	47%
Rarely	18%	17%	15%	21%	14%	22%	16%	18%	20%	17%	20%	14%	21%
Never	4%	3%	3%	5%	1%	5%	6%	2%	3%	2%	1%	5%	5%
Not sure	4%	2%	7%	2%	4%	2%	5%	2%	2%	4%	3%	5%	4%
Totals	100%	100%	100%	99%	100%	101%	100%	101%	100%	100%	101%	99%	100%
Unweighted N	(993)	(372)	(363)	(258)	(384)	(320)	(387)	(276)	(223)	(188)	(202)	(367)	(236)

YouGov Survey: Weather Forecasts

April 14 - 20, 2023 - 1000 U.S. adult citizens



8. Frequency of Weather-Related Preparations

How often do you prepare for weather events — for example, by dressing appropriately, bringing an umbrella, or preparing your home — based on the weather forecast?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	13%	9%	17%	13%	9%	16%	15%	14%	14%	12%	*
Most of the time	40%	39%	42%	34%	33%	39%	57%	43%	32%	38%	*
Sometimes	31%	35%	28%	34%	37%	30%	26%	31%	32%	32%	*
Rarely	8%	8%	7%	11%	12%	6%	2%	7%	10%	12%	*
Never	3%	3%	3%	3%	3%	5%	0%	2%	4%	3%	*
Not sure	4%	6%	3%	5%	7%	4%	1%	4%	8%	3%	*
Totals	99%	100%	100%	100%	101%	100%	101%	101%	100%	100%	*
Unweighted N	(993)	(463)	(530)	(200)	(241)	(336)	(216)	(660)	(134)	(142)	(57)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always	13%	16%	10%	16%	16%	12%	15%	14%	13%	16%	15%	12%	11%
Most of the time	40%	44%	38%	40%	47%	42%	37%	43%	42%	48%	44%	36%	39%
Sometimes	31%	29%	33%	32%	28%	35%	30%	35%	31%	27%	30%	33%	34%
Rarely	8%	6%	9%	8%	4%	7%	11%	5%	7%	5%	5%	9%	9%
Never	3%	2%	4%	2%	1%	3%	4%	1%	3%	1%	3%	4%	3%
Not sure	4%	3%	7%	2%	5%	1%	5%	2%	3%	4%	3%	5%	4%
Totals	99%	100%	101%	100%	101%	100%	102%	100%	99%	101%	100%	99%	100%
Unweighted N	(993)	(374)	(363)	(256)	(384)	(320)	(386)	(277)	(223)	(188)	(203)	(366)	(236)

YouGov Survey: Weather Forecasts

April 14 - 20, 2023 - 1000 U.S. adult citizens



9. 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	3%	3%	3%	4%	3%	4%	2%	2%	7%	4%	*
Daily	21%	20%	21%	20%	21%	19%	23%	22%	15%	25%	*
A few times a week	32%	30%	33%	31%	33%	30%	33%	34%	30%	27%	*
About once a week	16%	18%	15%	16%	19%	15%	15%	16%	13%	19%	*
Less often than once a week	17%	16%	18%	17%	11%	18%	23%	17%	17%	13%	*
Never	5%	5%	5%	6%	4%	6%	2%	4%	5%	9%	*
Not sure	6%	8%	5%	5%	8%	8%	4%	5%	14%	3%	*
Totals	100%	100%	100%	99%	99%	100%	102%	100%	101%	100%	*
Unweighted N	(993)	(465)	(528)	(200)	(240)	(337)	(216)	(660)	(134)	(142)	(57)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Multiple times a day	3%	4%	2%	4%	4%	3%	4%	3%	4%	3%	3%	4%	1%
Daily	21%	21%	19%	23%	21%	23%	16%	29%	22%	23%	23%	19%	18%
A few times a week	32%	37%	28%	31%	34%	35%	30%	32%	34%	32%	32%	32%	30%
About once a week	16%	18%	16%	15%	17%	14%	17%	14%	17%	17%	15%	13%	22%
Less often than once a week	17%	13%	18%	21%	17%	19%	19%	16%	18%	15%	17%	17%	20%
Never	5%	4%	6%	5%	2%	4%	7%	3%	3%	3%	5%	6%	5%
Not sure	6%	4%	12%	1%	6%	3%	8%	3%	3%	6%	5%	9%	4%
Totals	100%	101%	101%	100%	101%	101%	101%	100%	101%	99%	100%	100%	100%
Unweighted N	(993)	(373)	(362)	(258)	(384)	(320)	(387)	(276)	(224)	(188)	(202)	(367)	(236)

YouGov Survey: Weather Forecasts

April 14 - 20, 2023 - 1000 U.S. adult citizens



10. Understanding of Rain Chances

If you see "Precipitation: 80%" for tomorrow's forecast in your area, which of the following comes closest to your interpretation of what that means?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
There is an 80% probability that it will rain tomorrow in your area	63%	59%	66%	41%	47%	70%	88%	68%	53%	50%	*
80% of your area will receive rainfall tomorrow	15%	15%	14%	23%	16%	13%	9%	14%	14%	23%	*
Your area will receive 80% of its usual rainfall amount tomorrow	7%	7%	8%	14%	12%	3%	1%	5%	9%	10%	*
It will rain for 80% of the day tomorrow in your area	7%	9%	6%	11%	11%	6%	2%	6%	13%	9%	*
Not sure	8%	10%	6%	11%	13%	7%	0%	7%	11%	8%	*
Totals	100%	100%	100%	100%	99%	99%	100%	100%	100%	100%	*
Unweighted N	(992)	(465)	(527)	(199)	(240)	(337)	(216)	(658)	(134)	(143)	(57)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
There is an 80% probability that it will rain tomorrow in your area	63%	63%	60%	67%	69%	70%	65%	63%	58%	62%	70%	63%	56%
80% of your area will receive rainfall tomorrow	15%	13%	16%	16%	14%	15%	15%	15%	16%	13%	15%	15%	15%

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YouGov Survey: Weather Forecasts
 April 14 - 20, 2023 - 1000 U.S. adult citizens



	continued from previous page												
	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Your area will receive 80% of its usual rainfall amount tomorrow	7%	9%	6%	6%	7%	5%	5%	7%	12%	11%	2%	6%	12%
It will rain for 80% of the day tomorrow in your area	7%	8%	8%	6%	5%	5%	7%	8%	8%	8%	8%	6%	9%
Not sure	8%	6%	11%	5%	6%	4%	8%	6%	5%	5%	4%	10%	9%
Totals	100%	99%	101%	100%	101%	99%	100%	99%	99%	99%	99%	100%	101%
Unweighted N	(992)	(374)	(360)	(258)	(384)	(320)	(386)	(277)	(224)	(188)	(201)	(367)	(236)

YouGov Survey: Weather Forecasts

April 14 - 20, 2023 - 1000 U.S. adult citizens



Interviewing Dates	April 14 - 20, 2023
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.166 to 3.25, with a mean of 1 and a standard deviation of 0.408.
Number of respondents	1000
Margin of error	± 3.4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	76 questions not reported.