

A full-page background image showing a sunset over a body of water. The sky is filled with wispy clouds, transitioning from a deep blue at the top to a bright orange and yellow near the horizon where the sun is setting. The sun is a bright, glowing orb just above the horizon line. In the foreground, the dark silhouettes of masts and rigging of boats are visible against the water and the bright horizon.

# Know your audience

Tanja Cegnar  
Dublin, 6 September 2017



For many NHMSs operational weather forecasting for general public is still one of the main tasks

Competing for attention of general public with many other providers

How well we know our users (in this presentation the focus is only on general public)?

WMO strategy for service delivery -> develop products in partnership with end-users

Be aware of needs, requirements, understanding, use, collect feedback, improve

Collecting opinions via E-mail, phone, mail, in person, from the mass media, on social media

Is this enough to know the needs of general public?

We mostly get only the most positive and negative feedbacks

Difficult to spot the trends

# What to do?

Professional company to conduct a professional sounding among population

Extensive, focused, and representative

Reveals changes in perception, preferences, habits, benchmarking with other providers

Identify the most efficient communication channels

# Why?

Results can be used to set priorities

Identifies weak and strong points

Indicates changes in use of information

Identifies preferences and daily demand flow

Identifies the most popular media channels

# **National survey 2017 main findings**

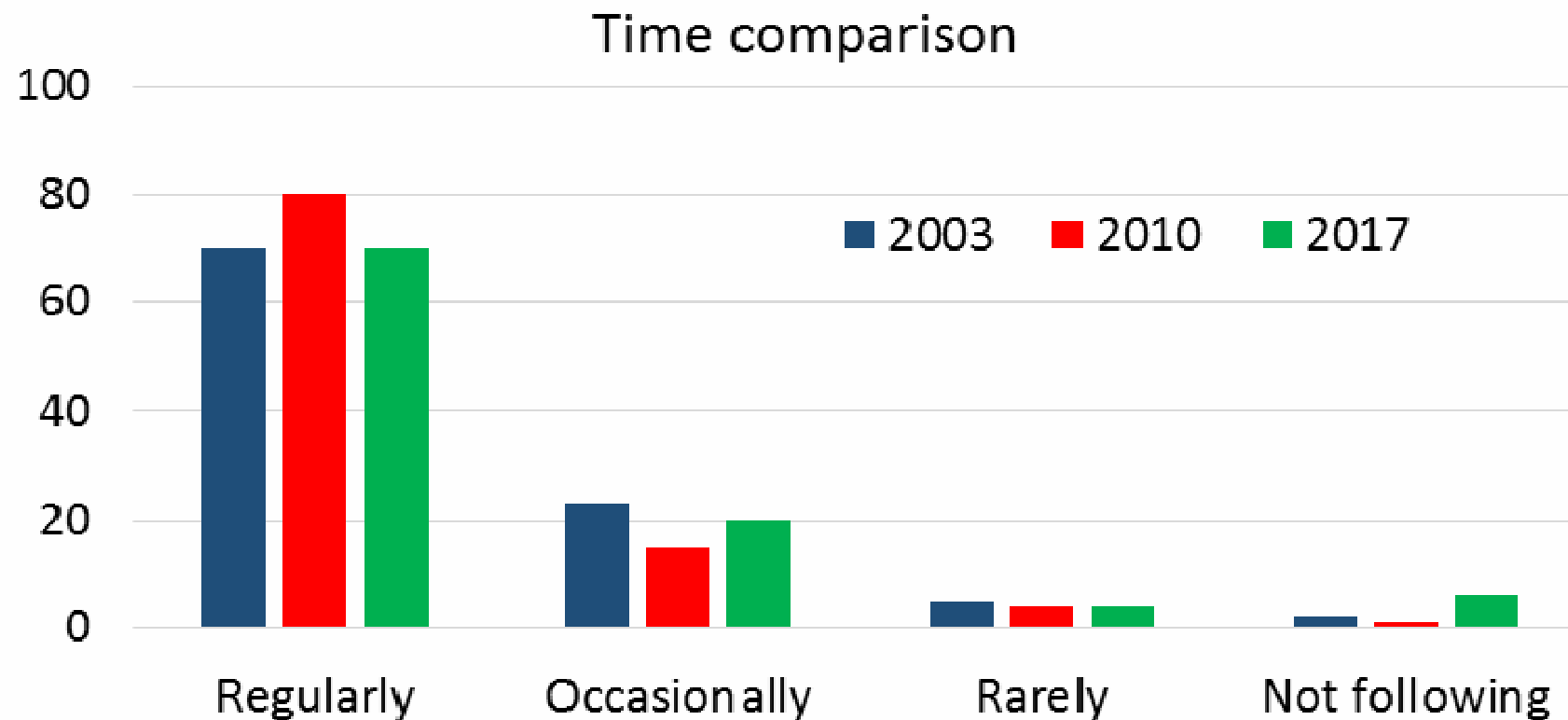
90 % follow weather information at least occasionally

80 % do not require additional products

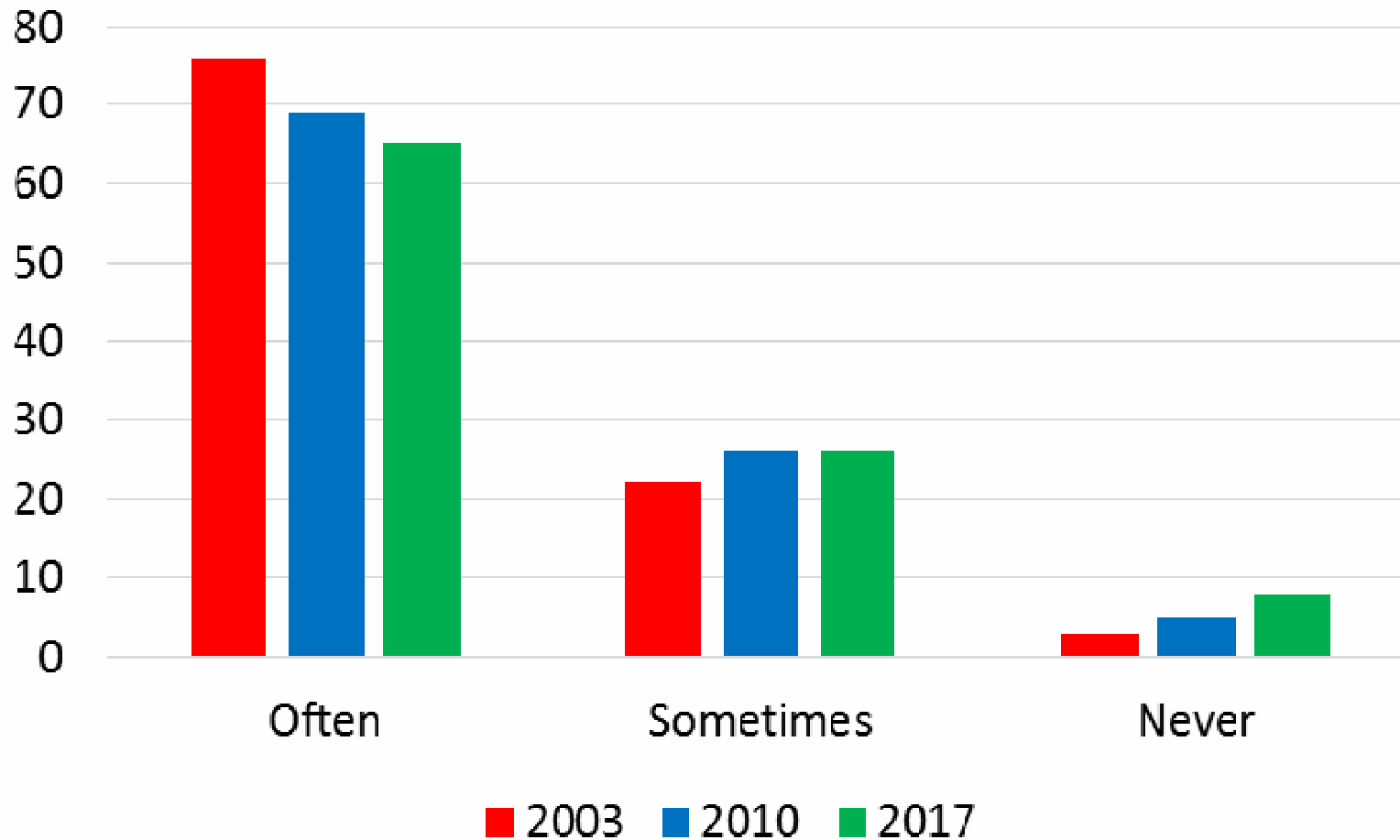
TV is still the most relevant media

Preference for combined text, picture and video

# Following weather information



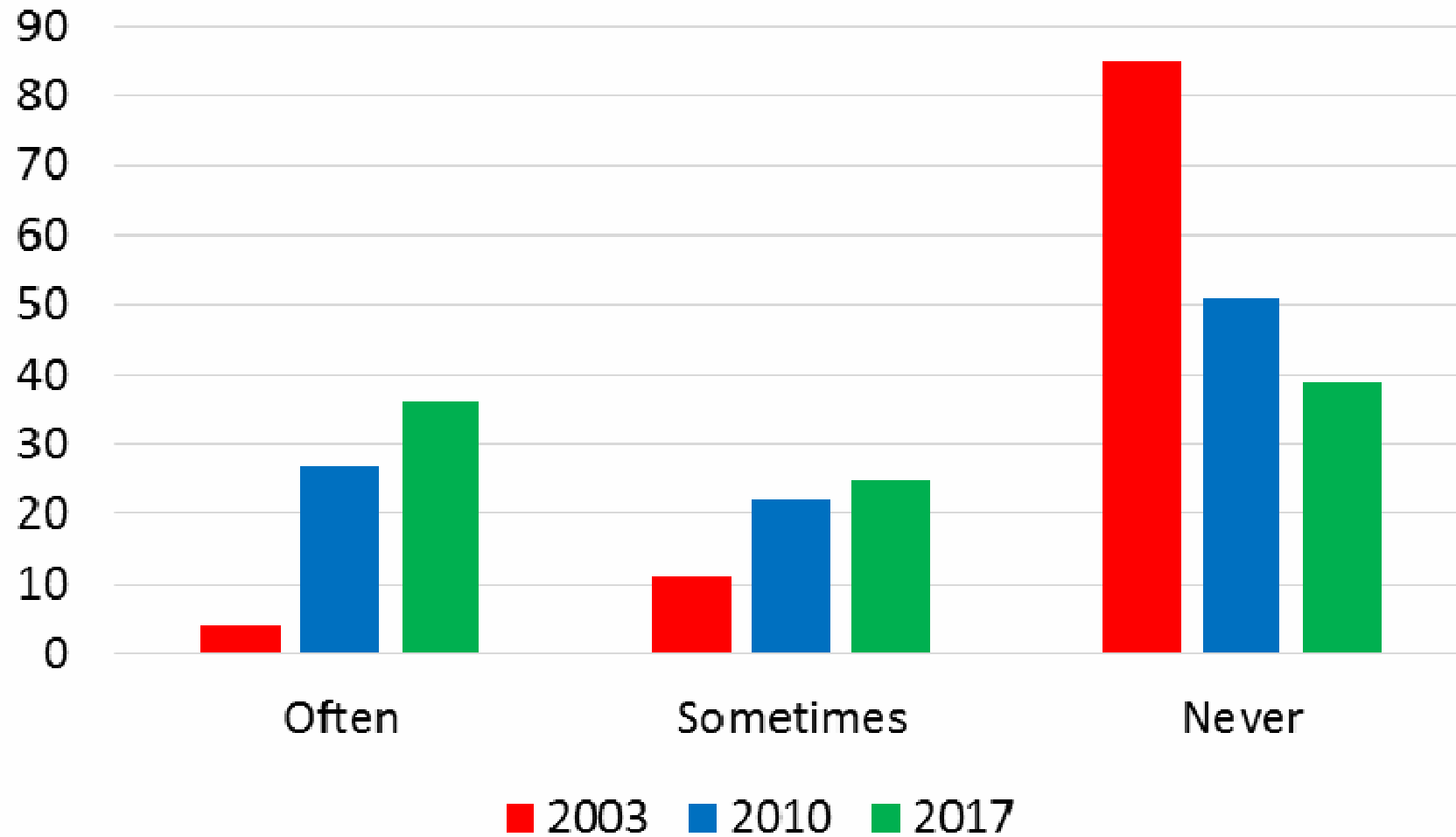
# Following weather information on TV – comparing results obtained in 2003, 2010 and 2017



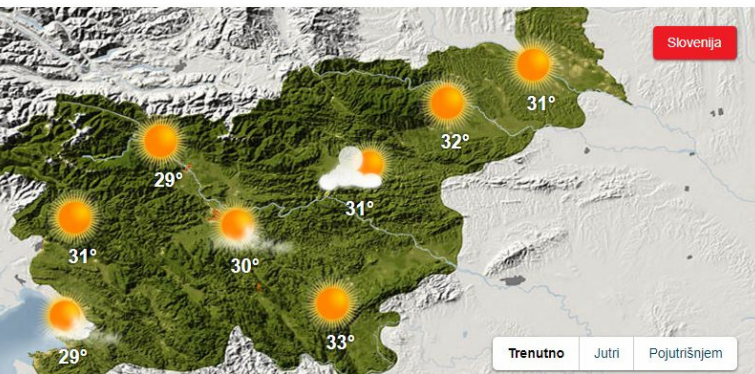
# TV weather still very popular



# Following weather information on internet



 **30°** | 
  **Ljubljana**
 **Pet**  
 15° do 32°
  **Sob**  
 17° do 26°

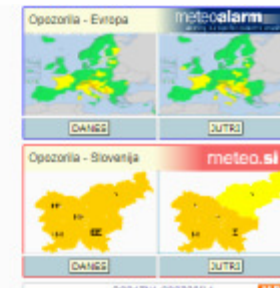
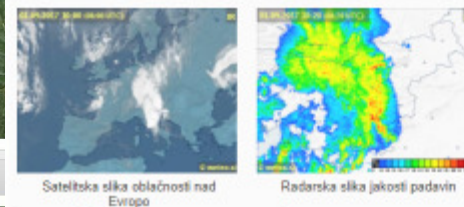


Ponoči se bo v zahodnih in osrednjih krajih postopno pooblačilo, proti jutru se bodo na zahodu začele pojavljati krajevne plohe in nevihte. Na vzhodu bo ponekod še delno jasno. Najnižje jutranje temperature bodo od 14 do 18, ob morju okoli 20 stopinj Celzija. Jutri se bo pooblačilo tudi na vzhodu

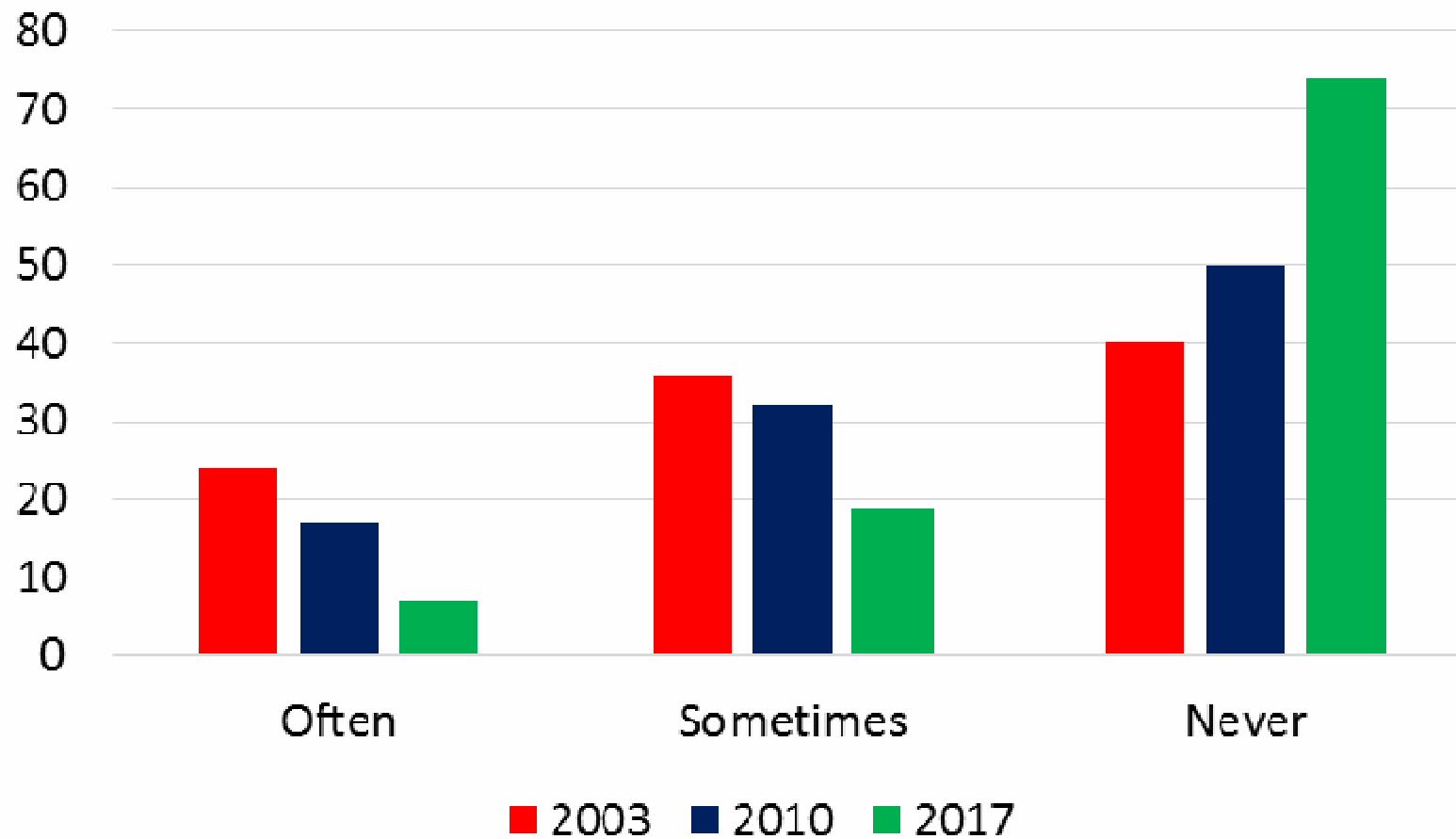
V soboto bo pretežno oblačno. Predvsem sredi dneva in popoldne bodo občasno krajevne padavine, deloma nevihte. Hladneje bo. V nedeljo bo dež postopno ponehal, čez dan se bodo oblaki trgali. Zapihal bo severovzhodni veter, na Primorskem burja. Od 4. do 9. septembra 2017 Od



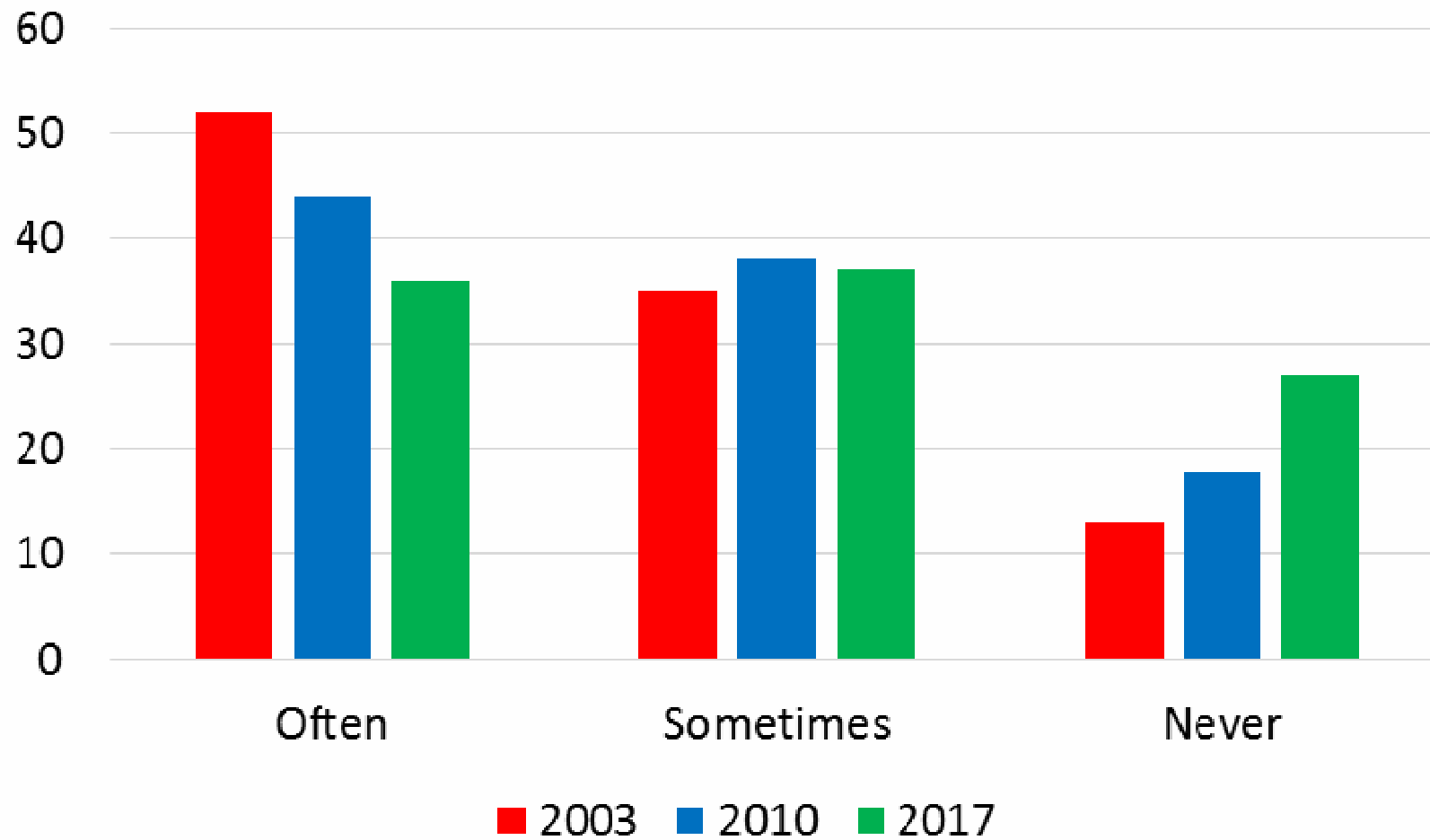
Slike spletnih kamer  
Koper | Ljubljana | Triglav-Krदारिका



# Following weather information in newspaper



# Following weather information on radio



# Twitter and FB are popular and efficient channels to disseminate weather information



# **Use of mobile apps is increasing rapidly**

**Will this become the main channel of dissemination of weather information in future?**

**Data used in this presentation are from the survey conducted by Parsifal SC for the Slovenian Environment Agency - Slovenian meteorological office in March 2017**