

Use of Hurricane Forecast Information by the Public

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Data

- Asking people how important specific factors are in their evacuation decisions
- Asking open-ended questions about why people evacuate or don't
- Knowledge of watch and warning
- Responses to hypothetical threat scenarios
- Use of forecast graphics
- Beliefs about forecast accuracy

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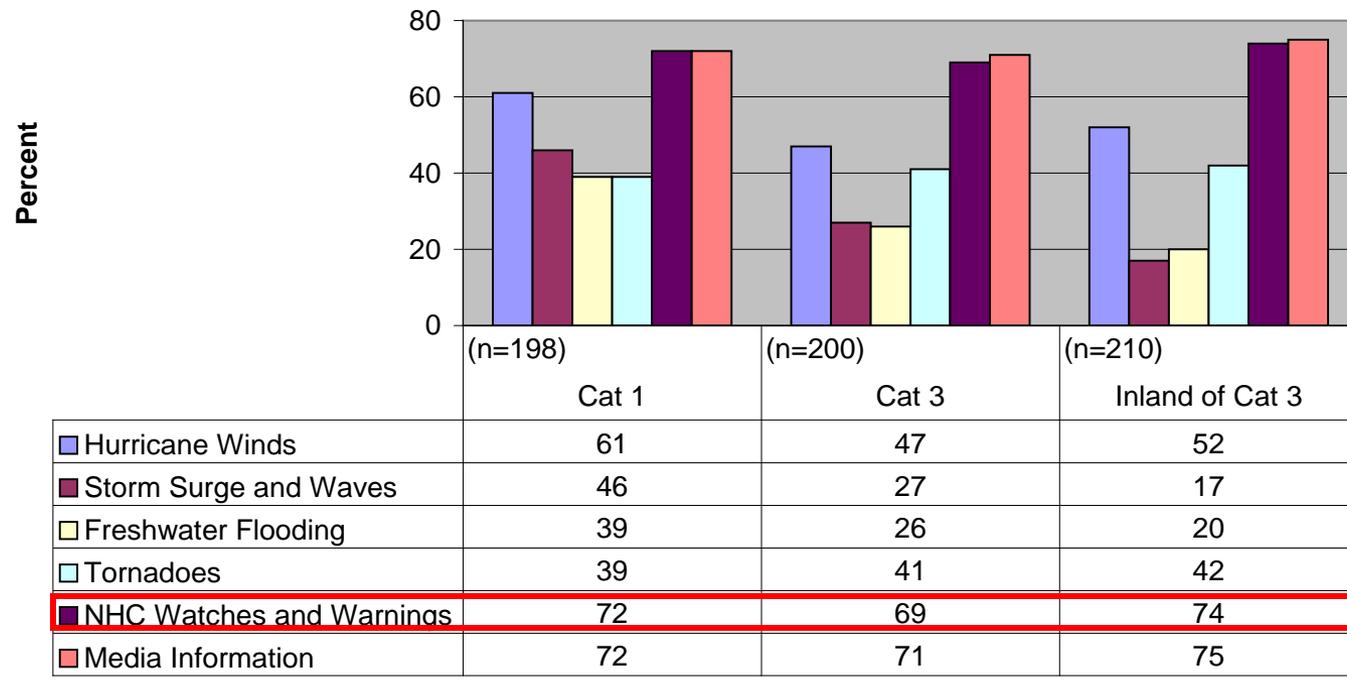
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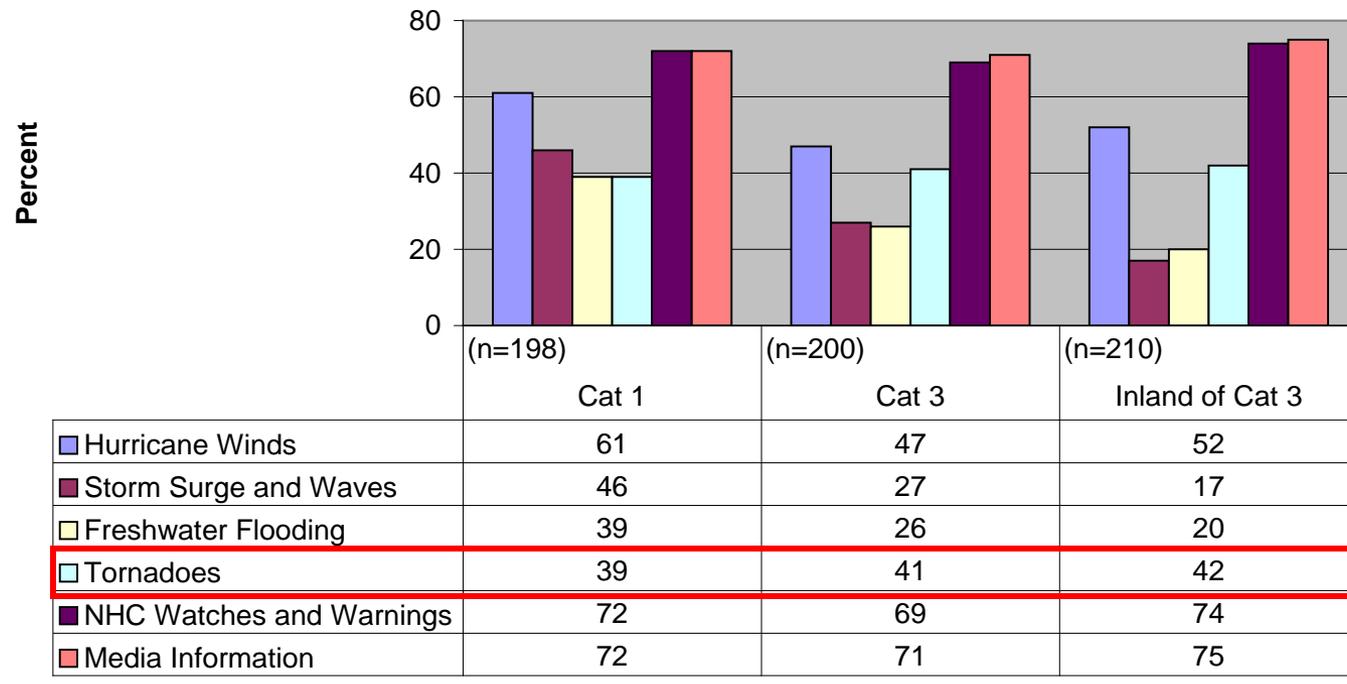
Asked in Frances How Important Specific Factors Were in Evacuation Decisions

**Treasure Coast Area
Factors Said to be Very Important in
Evacuation Decision**



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Open ended question: What made you decide to go someplace safer?

- Severity of the threat
 - Strength of the storm
 - Likelihood of being hit
- Advice from officials
- Information from media, others
- Other

Mentioned NHC Watches or Warnings as a Reason for Evacuating

Charley	4%
Frances	3%
Ivan	5%
Jeanne	1%

Mentioned Advice from NWS/NHC as a Reason for Evacuating

Charley	11%
Frances	9%
Jeanne	10%

Aware of When Watches and Warning Are Issued

(Post-Ivan, Morrow and Gladwin)

	LA	AL	MS	NW FL	FL Keys	TOTAL
Watch	63	63	64	60	70	62
Warning	40	35	43	40	41	40

Earlier Knowledge of Watch and Warning Definitions

- Mississippi after Camille

- Watch 76%

- Warning 71%

- NW Florida after Eloise

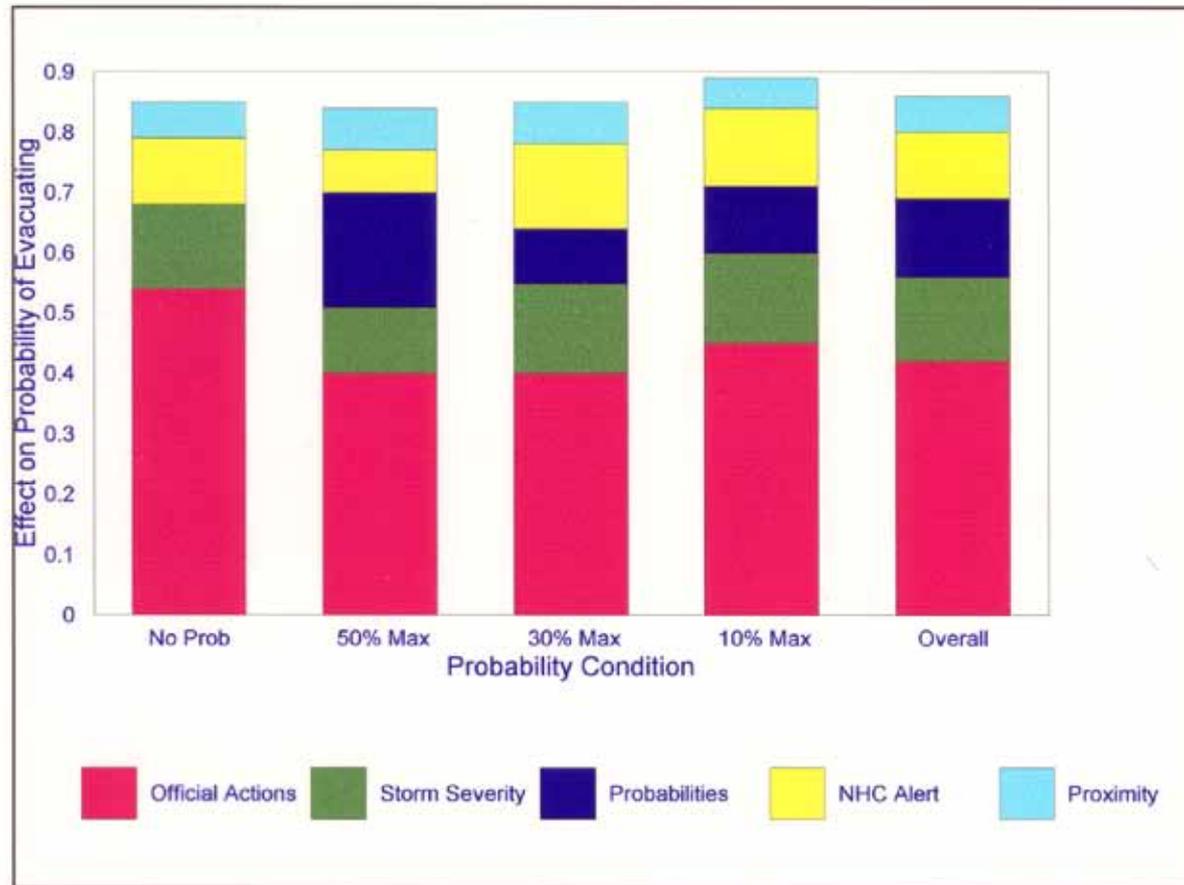
- Watch 87%

- Warning 83%

Threat Factors are Confounded with One Another in Time

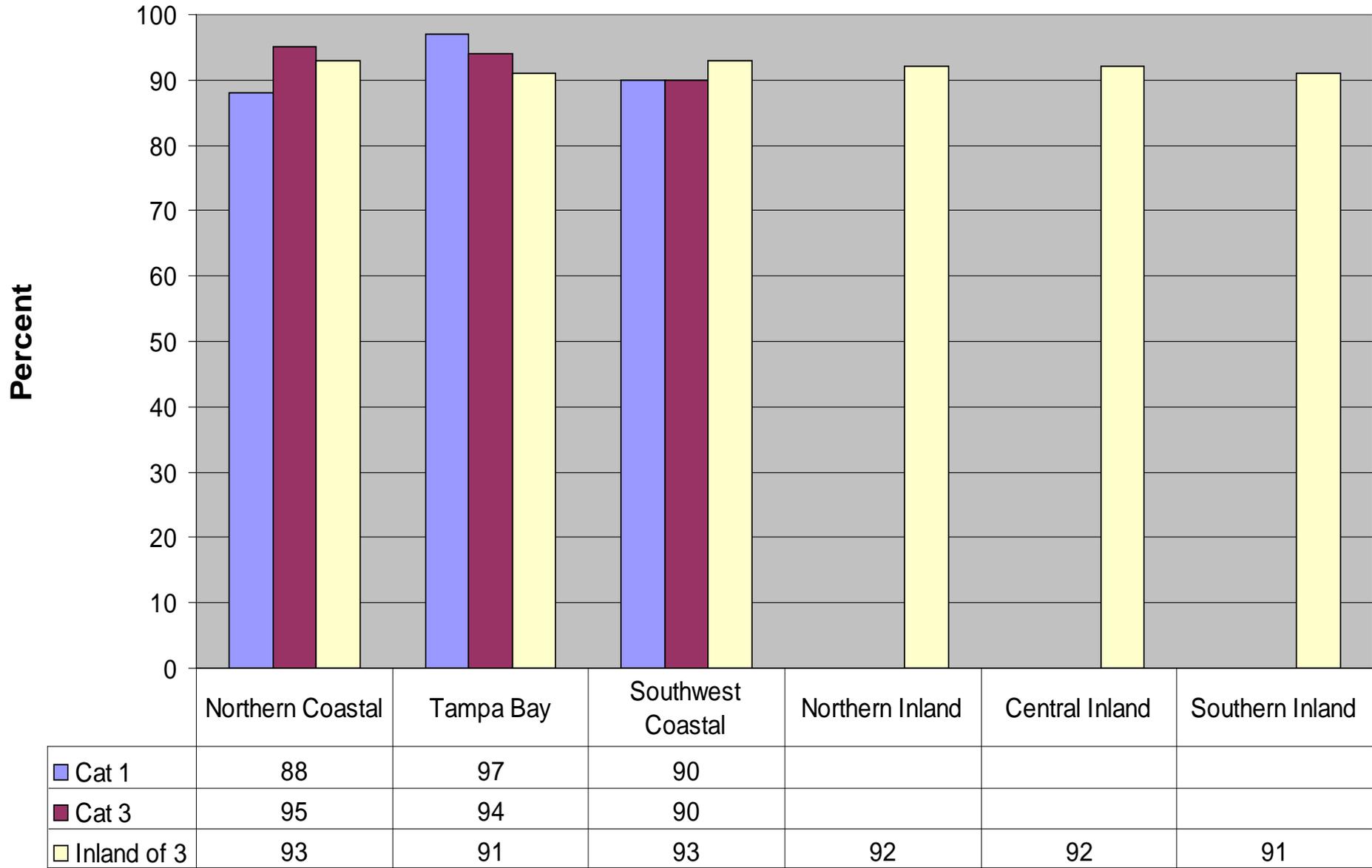
- Proximity
- Track
- Watch/Warning
- Probabilities
- Intensity
- Media Attention
- Evacuation Orders

Importance of Threat Factors in Responses to Hypothetical Hurricane Threats



The Forecast Track and Graphics (the Skinny Black Line)

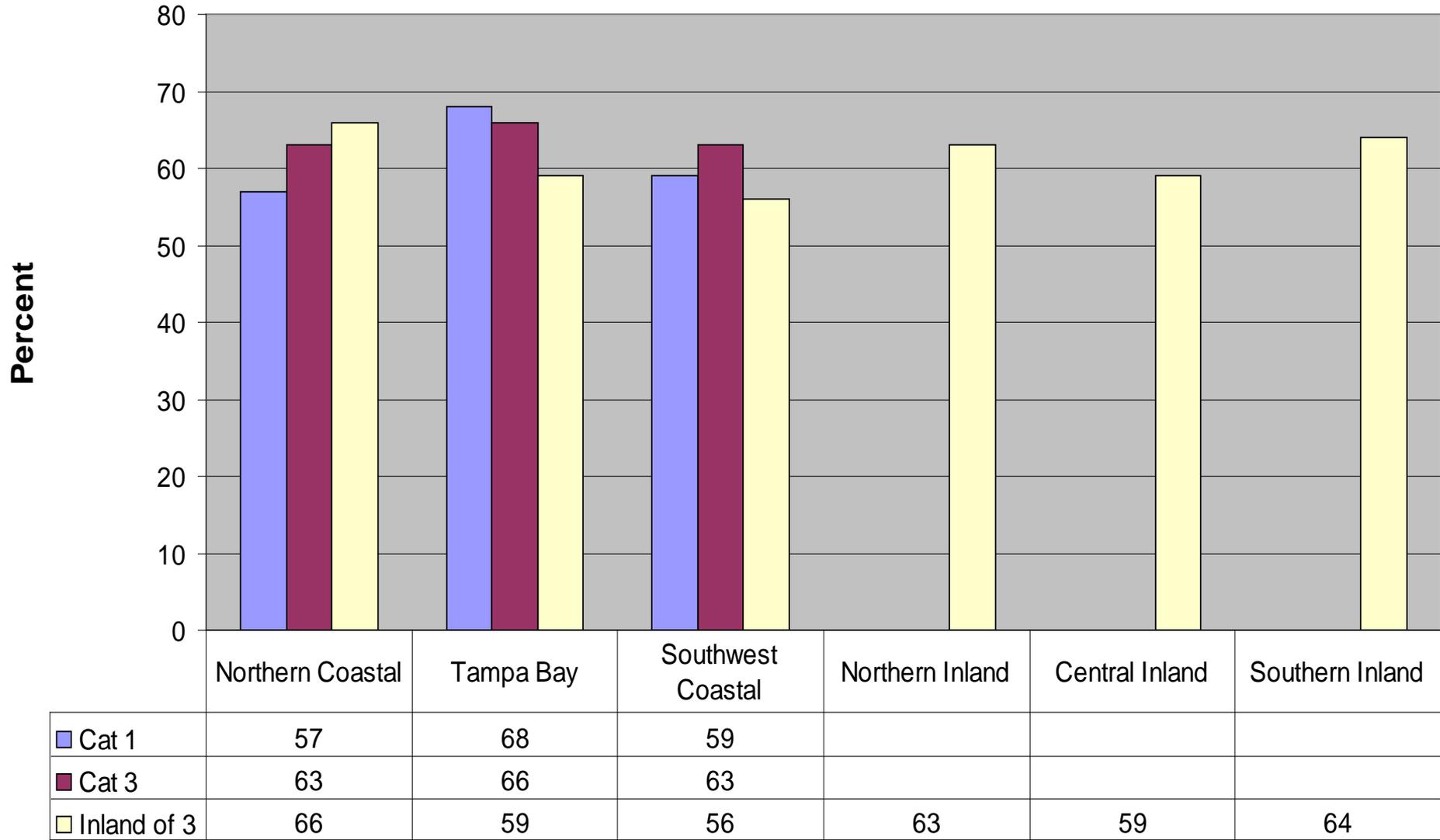
Saw Graphic of Forecast Track



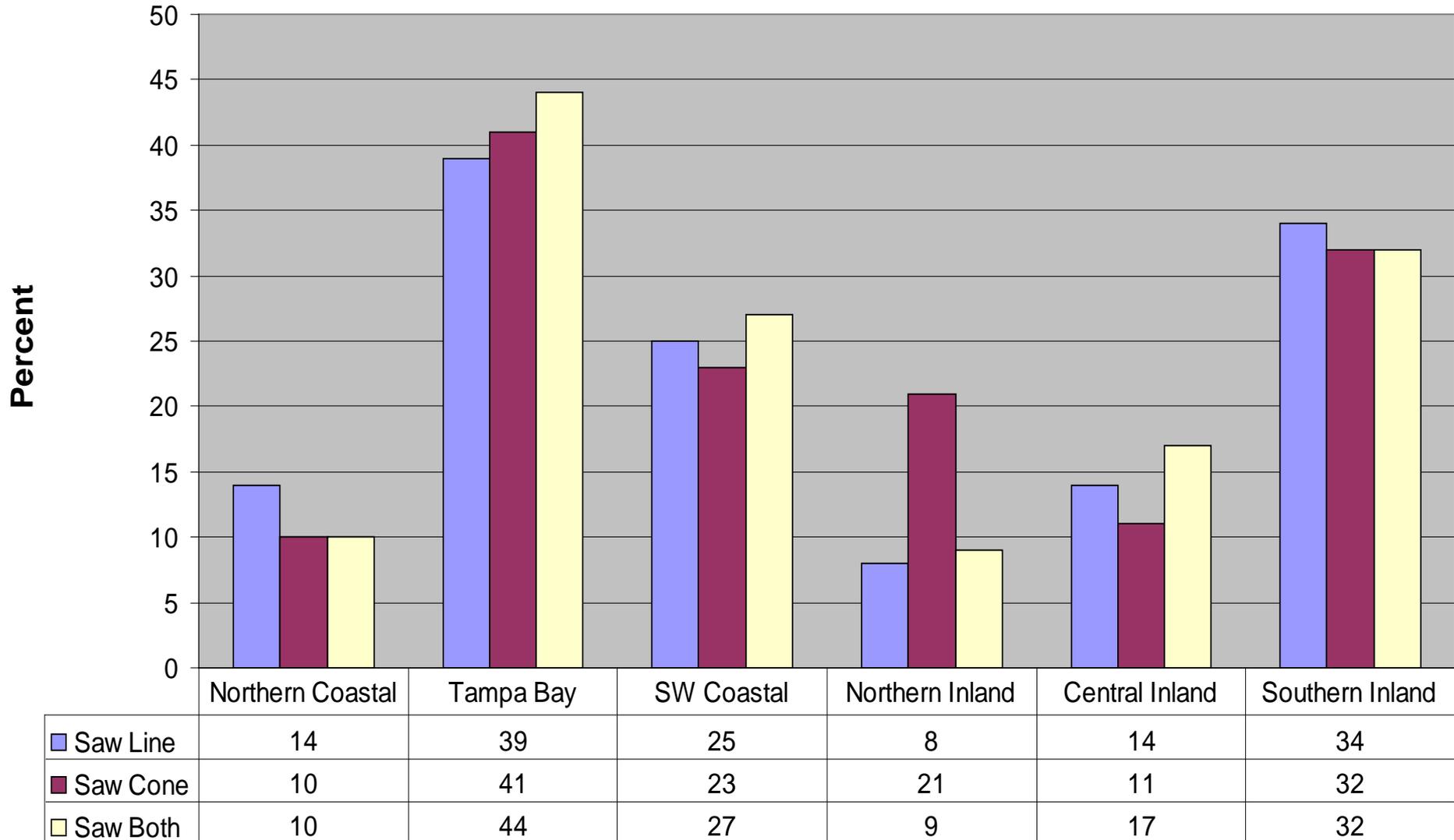
Type of Graphic Seen



Forecast Graphic Said to Be Very Important in Evacuation Decision



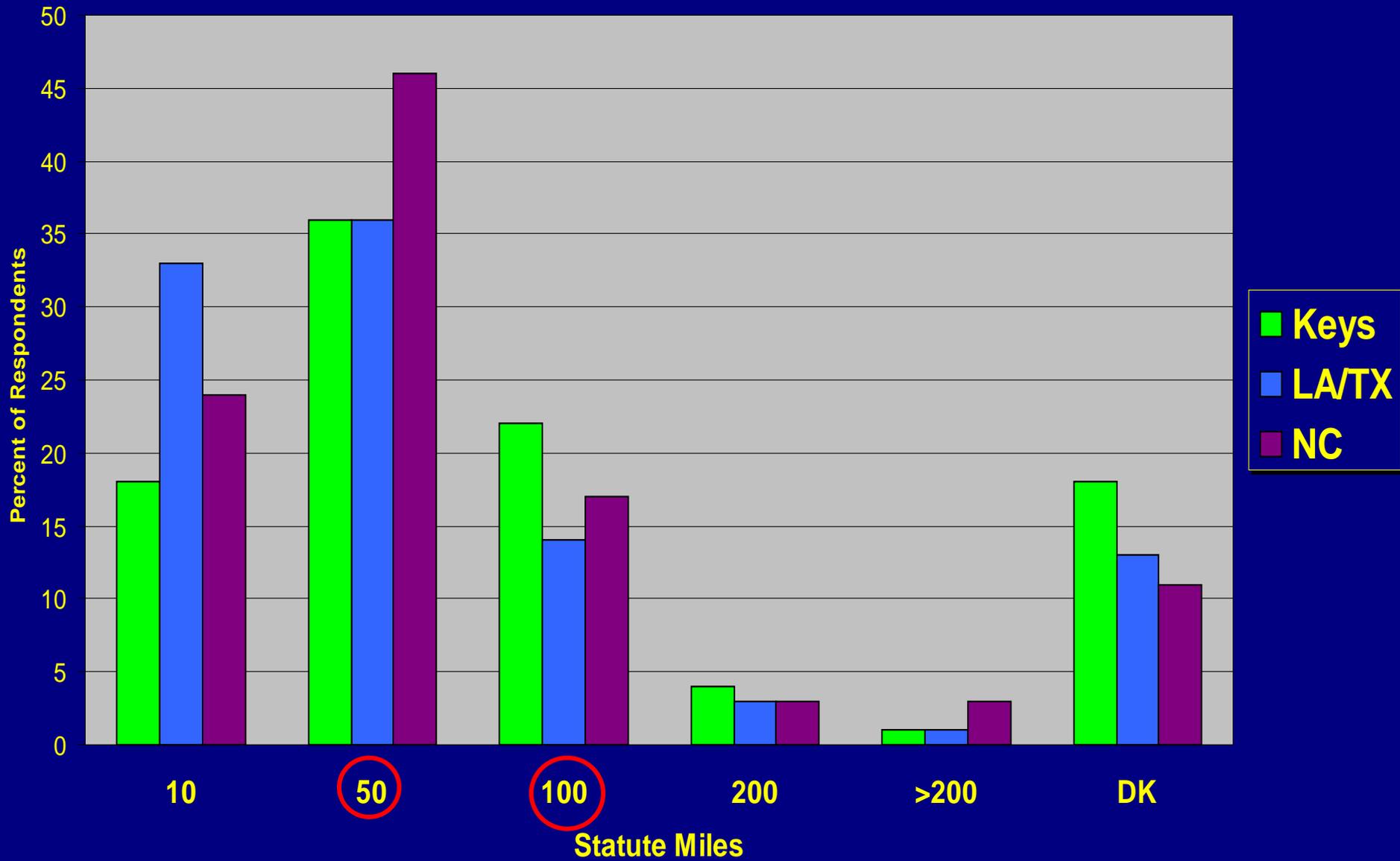
Evacuation in Charley by Type of Forcast Graphic Seen



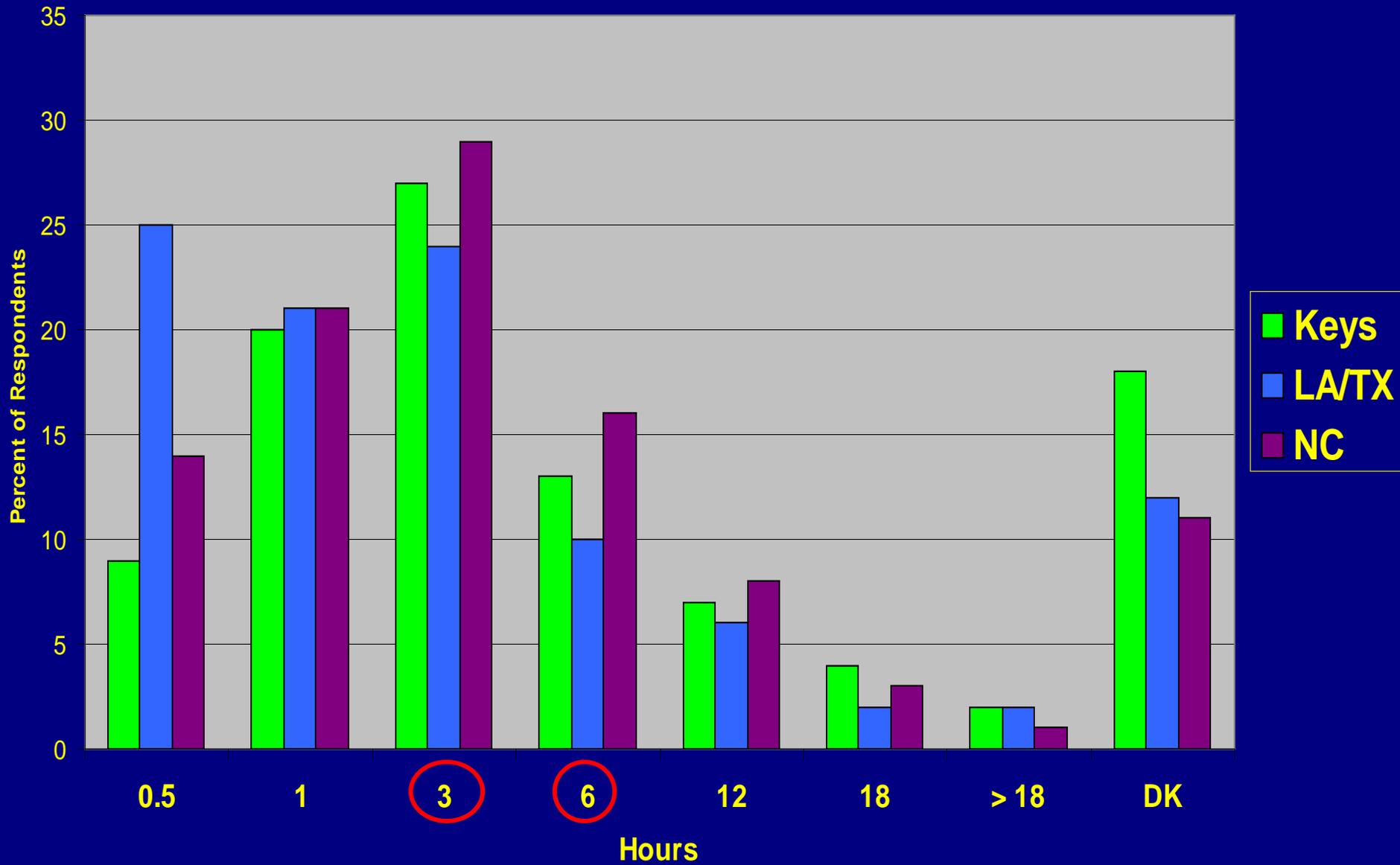
Perceived Accuracy of NHC Forecasts

- 24-hr Position Error
- 24-hr Arrival Time Error
- 24-hr Intensity Error
- Florida Keys after Michelle
- Texas and Louisiana after Lili
- Eastern North Carolina after Isabel

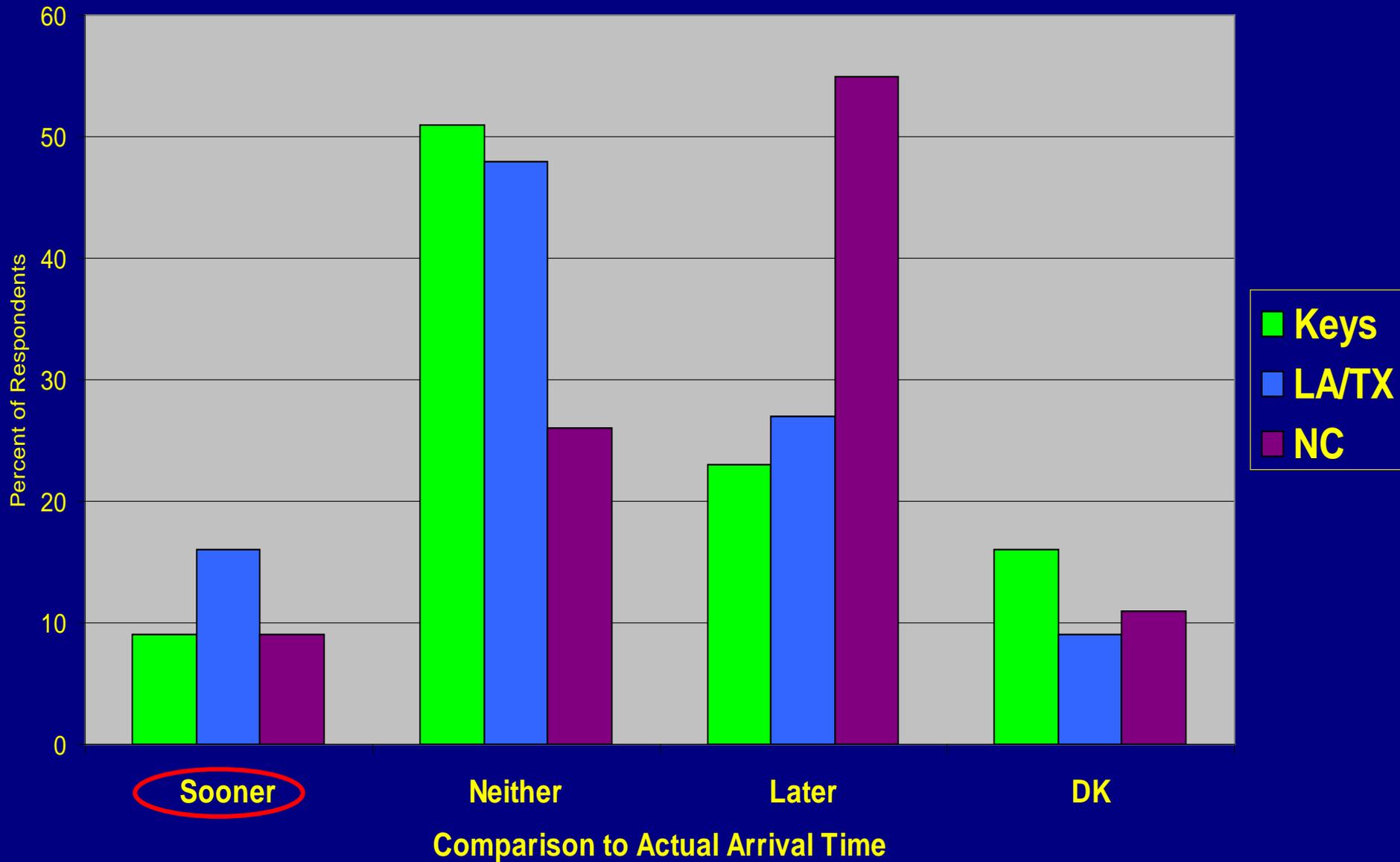
Perceived 24-Hour Landfall Position Error



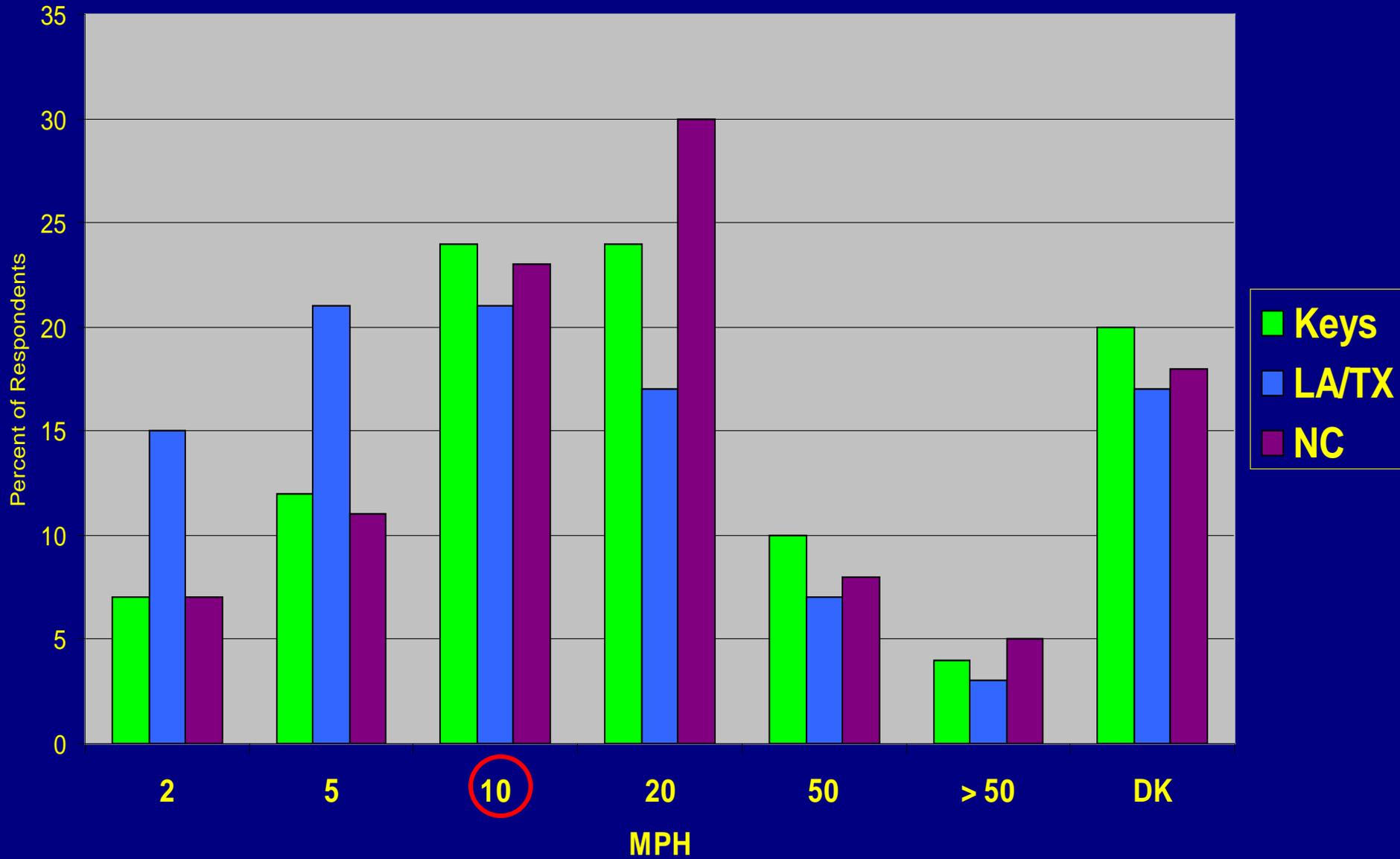
Perceived 24-Hr Landfall Arrival Time Error



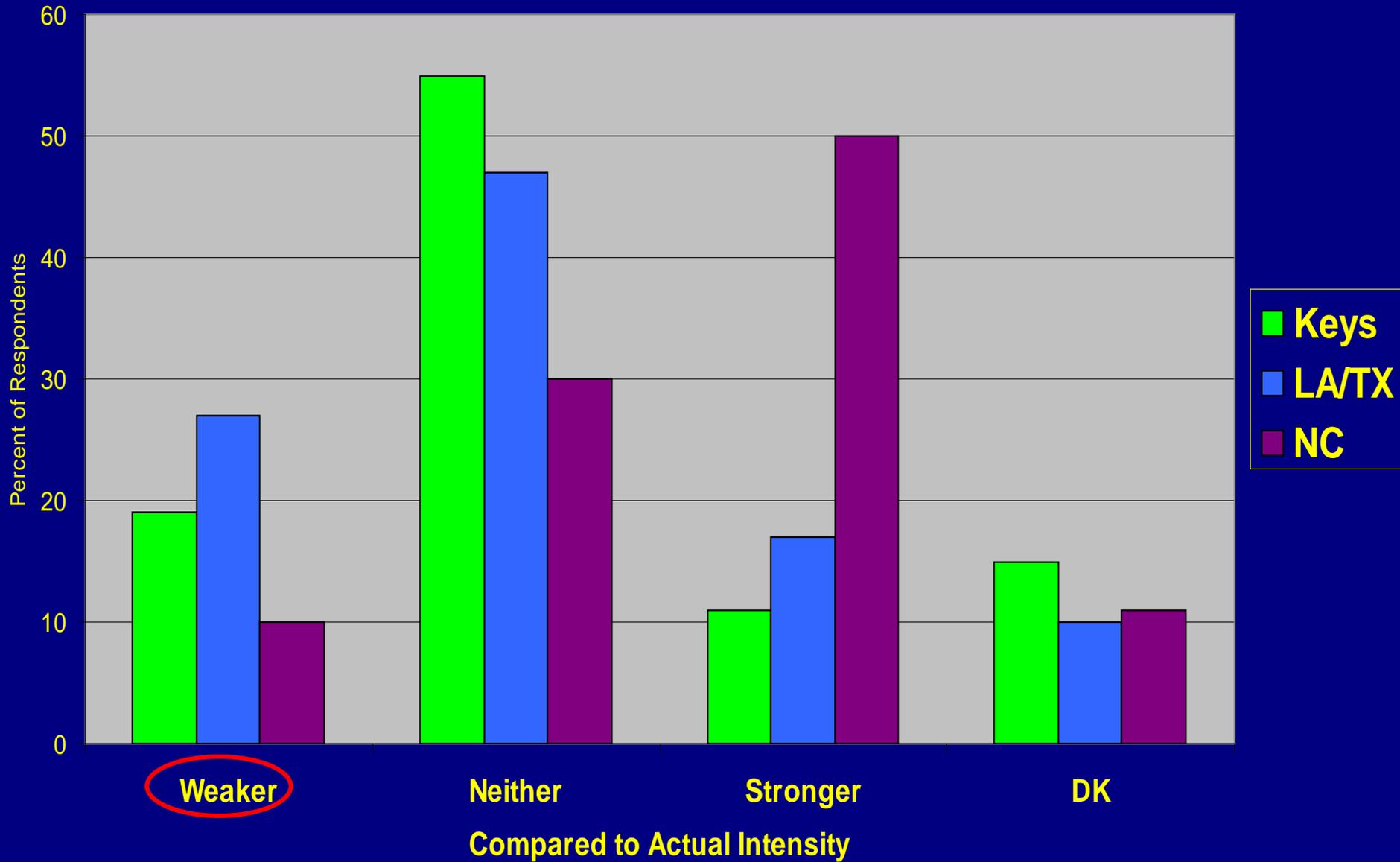
Perceived Bias in 24- Hour Arrival Time Error



Perceived 24-Hour Intensity Forecast Error



Perceived Bias in 24-Hour Intensity Error



Perceived Accuracy of NHC Forecast vs. Local TV

