

WEATHER SERVICES RESEARCH REPORT

**FOR SOUTH-EASTERN BRITISH COLUMBIA,
TORONTO, NOVA SCOTIA**

SOUTH-EASTERN BRITISH COLUMBIA REPORT

Prepared for:

**ATMOSPHERIC ENVIRONMENT SERVICE
OF ENVIRONMENT CANADA**

By:

**MARKET FACTS OF CANADA LIMITED
TORONTO MONTREAL VANCOUVER EDMONTON**

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#B367/JdeB

The Atmospheric Environment Service of Environment Canada commissioned Market Facts of Canada Limited to conduct a benchmark mail survey to determine the level of awareness of the A.E.S., and in particular the facilities and services it provides; in general, what people want from weather services; and the level of satisfaction with weather services.

Three surveys were conducted, one in each of south-eastern British Columbia, Toronto, and the province of Nova Scotia. The questionnaires had some components, common to all of them, however, there were unique questions within each area survey catering to local circumstances.

Data for these surveys were collected using a self-completed mail questionnaire sent to members of Market Facts' Consumer Mail Panel. The CMP comprises about 35,000 people nationally, who have agreed to, on occasion, answer questionnaires for Market Facts exclusively.

This report contains the analysis of the British Columbia survey. This area is defined by the boundaries bordered by the longitudinal line at 100 Mile House, the United States, the province of Alberta and the Fraser River.

Nine hundred and thirty-seven questionnaires were mailed out from January 20, 1989 to January 23, 1989. Six hundred and sixty-five questionnaires were completed and returned by March 17, 1989.

WEATHER AND THE REASONS FOR ITS IMPORTANCE

The first question of the questionnaire bore the statements as shown in the table below. Respondents were asked to indicate which statements described their feelings about the weather.

TABLE 1

REASONS FOR IMPORTANCE OF WEATHER

	Total	Male	Female
Total respondents (100%)	658	213	443
	%	%	%
Important as it affects:			
- my livelihood	24	35	19
- my recreational activities	59	69	54
- my travel	52	58	49
- my health and/or safety	39	34	42
- other things I do	42	39	45
Not important to me	6	7	6

Among the 94 per cent of the sample who said that weather is important to them, the average number of reasons for its importance is 2.3. Over half the sample mentioned its effect on recreational and travel activities. Forty per cent responded with its effect on health and/or safety, and for a quarter their livelihood is affected in some way by the weather.

Comparing the answers of males and females, we see the former making higher mention of recreational activities, travel and, not surprisingly, their livelihood.

A look at the figures comparing people living in different densities of population shows that as the density increases, those saying the weather affects their livelihood decrease from 32% in truly rural areas to 18% in towns of 30 thousand to 99.9 thousand inhabitants.

As the age of the respondent increases, so does the number saying that the weather affects their health and/or safety. It rises from one in four of the youngest group to one in two of the eldest (65 plus) group. ✓

Although overall one in four said the weather affects their livelihood, we see that among those who work for a living, those engaged in labouring say it affects their livelihood to the tune of 40%; in a professional/managerial position to 33%, and in a sales or clerical position to 20%. Recreational activities perhaps take up more time among those who work for a living - certainly more of them say the weather affects these activities than of the full-time homemakers or those who are retired.

HOW USUALLY GO ABOUT FINDING OUT ABOUT THE WEATHER

A long list of 13 possible ways of finding out about weather was presented, as well as a space for 'other', and respondents were asked 'X' those that applied to them. The average number of ways given was 3.1.

TABLE 2

HOW USUALLY GO ABOUT FIND OUT ABOUT THE WEATHER

	Total	Age of Respondent			
		Under 35	35-44	45-64	65+
Total respondents (100%)	664 %	135 %	167 %	227 %	133 %
Listen to CBC radio	20	10	11	21	39
Listen to other radio station	66	69	75	65	56
Listen to weather person being interviewed on radio	26	18	25	25	35
Watch weather segment on T.V. news	82	82	71	86	88
Watch Weather Now on national cable	12	11	11	13	13
Watch Kamloops local cable channel	9	8	7	9	12
Look in newspaper	15	19	10	15	20
Call local weather office	10	7	8	12	9
Call long distance to nearest weather office	3	2	4	3	2
Telephone or ask other people	7	9	10	4	4
Call a radio station	4	5	4	4	2
Go to a weather office	1	1	1	1	-
Just look outside	60	64	62	58	54
Look at barometer/thermometer	1	1	1	1	2
Call highway department	1	2	-	-	1

Eighty per cent of this British Columbia sample turn the television on and watch the weather segment on the news when they want to know about the weather. Nearly 70% listen to a radio station other than CBC, which has a 20% following. Listening to a weather person being interviewed on radio is practised by 25%. 'Weather Now' on national cable can claim only about a 10% following, about the same as the Kamloops local cable channel and the local weather office. Of all the things people do to find out about the weather, listening to the radio accounts for one third, as does watching television. Just looking outside accounts for one sixth. Although they gave other answers, showing that they did something, 44 respondents told us that they don't actively seek out weather information.

Looking at the data by age of respondent one sees that as age increases, so does the percentage who listen to CBC radio and to the weather person being interviewed on radio.

An examination of the tables by density of population elicits the fact that those living in centres of 30,000 to 99,999 inhabitants watch the Kamloops cable channel and 'Weather Now', also on cable, to a greater extent than do their compatriots in areas of lower population density (22% versus under 10%). The occupation and education statuses have little bearing on how people find out about the weather.

PARTS OF WEATHER FORECAST NORMALLY SEEN/HEARD EVERY DAY

The list presented to respondents to allow them to answer the question on this subject is 19 items long, so it is hardly surprising that the average number of answers was 11 of them - obviously weather, which surrounds us all daily, is important to people.

TABLE 3

PARTS OF WEATHER FORECAST NORMALLY SEEN OR HEARD ON A DAILY BASIS

	<u>Total</u>
Total respondents (100%)	658 %
TODAY	
- high and low temperatures	93
- amount of cloud cover	38
- type of precipitation	81
- probability of precipitation	80
- wind conditions	51
TOMORROW	
- high and low temperatures	89
- amount of cloud cover	32
- type of precipitation	80
- probability of precipitation	78
- wind conditions	39
TODAY AND TOMORROW	
- Description of what is going to happen	82
FROM DAY 3 TO DAY 5	
- high and low temperatures	52
- amount of cloud cover	17
- type of precipitation	53
- probability of precipitation	64
Drying index	20
Freezing level in winter	42
Thunderstorm alert statement in summer	29
Frost warnings in spring and fall	56

The pictures for today's and tomorrow's weather almost mirror each other, with only a slight reduction in interest for the latter. To 90% the high and low temperatures seem to be of interest, not too far ahead of the precipitation, about which 80% learn about each of the probability and the type. Wind conditions received a 50% and a 40% mention for today and tomorrow respectively. Only the amount of cloud cover was below the 50% level for both days.

Four out of five learn about what is going to happen today and tomorrow. Interest seems to wane in what is going to happen beyond that, with only news of the probability of precipitation being noted by as many as 60%.

Spring and fall frost warnings are seen or heard by over half this B.C. sample, as is the winter freezing level by some 40%. The summer thunderstorm alert statement manages a 30% figure, while the drying index stands at 20%. Not surprisingly, however, this last figure rises to 30% among those living in rural areas.

As the age of the respondent increases, so seems the interest in today's and tomorrow's wind conditions and what is likely to happen after that. The same can be said about the freezing level in winter and the drying index.

SATISFACTION WITH QUALITY OF WEATHER FORECASTS AND INFORMATION

A four-point scale of degrees of satisfaction resulted in Table 4 below.

TABLE 4

DEGREE OF SATISFACTION WITH THE QUALITY OF WEATHER FORECASTS AND INFORMATION RECEIVED

		<u>Total</u>
Total respondents (100%)		662 %
Very satisfied (x + 3)		24
Quite satisfied (x + 1)		68
Not very satisfied (x - 1)		7
Not at all satisfied (x - 3)		1
Mean degree of satisfaction		<u>+ 1.3</u>

Over 90% told us they are satisfied to one degree or another with the quality - and a quarter of the sample told us they were very satisfied. Many manufacturers of products would be singing to see such figures for their products! Above average mean degrees of satisfaction come from those in rural areas, and the elderly/retired.

THE FREQUENCY OF GETTING WEATHER INFORMATION WANTED

Six statements were presented for respondents to tell us how often they can normally get the weather information they want, as shown below.

TABLE 5

HOW OFTEN CAN NORMALLY GET WEATHER INFORMATION WANTED

	<u>Total</u>
Total respondents (100%)	656 %
More often than I want it	6
Always	36
Most of the time	51
About half the time	4
Less than half the time	4
Rarely	*
Never	-
Never try to get any	1

* - less than 0.5%

Here we see one in three **always** being able to get weather information when he or she wants it. A further one in two can do so **most of the time**. Six per cent get too much of it, and only 6% can get it half the time or less.

There are no differences worthy of mention among the various sub-groups.

THE ACCURACY OF WEATHER INFORMATION

Not one person thought that the information on weather is accurate 100% of the time - that would be a forecaster's heaven! Looking at the table below, however, shows us just how accurate people in the south-east of British Columbia think the information is.

TABLE 6

PERCEIVED DEGREE OF ACCURACY OF WEATHER INFORMATION RECEIVED

		<u>Total</u>
Total respondents (100%)		656 %
100% of the time	(x 100)	-
90% of the time	(x 90)	13
80% of the time	(x 80)	40
70% of the time	(x 70)	24
60% of the time	(x 60)	9
50% of the time	(x 50)	10
under 50% of the time	(x 25)	1
Don't know how accurate		3
Don't care how accurate		1
<u>Mean degree of accuracy</u>		<u>73.4%</u>

It seems as though almost everyone has a perception of just how accurate weather forecasts etc. are! A mere 3% said they didn't know how accurate they are, and all of 6 respondents said they couldn't care less!

Over half of the sample think the information received is accurate 80% or more of the time, and we suggest that the resultant mean degree of accuracy of 73% is a very plausible figure.

As a little aside - all of those who claimed not to know the accuracy are female, as are 5 of the 6 in the "don't care" group!

THE SOURCE OF THE OFFICIAL WEATHER FORECASTS AND WARNINGS

Nine possible sources were presented, and apart from those who told us they do not know the source, a few gave us more than one answer.

TABLE 7

THE SOURCE OF THE OFFICIAL CANADIAN WEATHER FORECASTS AND WARNINGS

	<u>Total</u>
Total respondents (100%)	645 %
'Accu-weather'	*
Atmospheric Environment Service	11
Canadian Weather Service	20
The media (radio, T.V., papers etc.)	20
Environment Canada	30
Provincial Ministries of the Environment	1
Transport Canada	4
Canadian Coast Guard	1
Don't know	21

* - less than 0.5%

Environment Canada wins, but not hands down, with a 30% mention. The Atmospheric Environment Service has an 11% mention, with the Canadian Weather Service and the media each being accredited by 20%. Twenty per cent told us they have no idea to whom to give credit for the weather information they receive.

More males than females mentioned Environment Canada and AES. The reverse was the case for the "don't know" category. There is an indication that the more educated the respondent is, the higher the mention of AES, but this is not statistically significant.

THE PROXIMITY OF A WEATHER OFFICE

Respondents were asked whether there is a local weather office 'near to where you live'. Here we do see some differences among those living in areas of different population density.

TABLE 8

WHETHER THERE IS LOCAL WEATHER OFFICE

	Total	Population Density			
		Rural	< 10 M	10M - 29.9M	30M - 99.9M
Total respondents (100%)	650	149	160	158	183
	%	%	%	%	%
Yes	61	46	48	66	80
No	22	38	39	11	3
Don't know	17	17	13	23	17

One in six overall was unable to answer this question. Among those in areas of population density over thirty thousand, (and there is no area of 100,000 or more in this part of British Columbia), 80% said that there is a local weather office. Under half of those in sparsely populated areas claim to be near a weather office.

Those who answered 'Yes' to the above question were asked what the staff at the local weather office do.

TABLE 9

WHAT EMPLOYEES AT LOCAL WEATHER OFFICE DO

	<u>Total</u>
Total having local weather office (100%)	390 %
Release weather balloons	17
Take official weather observations	60
Prepare weather forecasts/warnings	55
Answer telephone requests for weather information	46
Broadcast weather reports on the radio	66
Do scientific research into the weather	15
Give weather information to airplane pilots	52
Don't know	16

The average number of things done exceeds 3 - and that excludes the one comic, or cynic, who told us they look out of the window! Sixty-six per cent attribute the employees with broadcasting weather reports on the radio, while 60% and 55% respectively say they take official weather observations and (presumably then) prepare weather forecasts or warnings. Half of the sample believe that airplane pilots benefit from the weather information given to them, and that the members of the public who 'phone in do the same. The releasing of weather balloons and the concomitant scientific research into the weather received little mention. One in six of those living near a weather office just does not know what goes on within it.

THE PREPARATION OF LOCAL WEATHER FORECASTS AND WARNINGS

The ten locations listed in the table below were listed for respondents to tell us where they thought the weather information for their area is prepared.

TABLE 10

WHERE OFFICIAL LOCAL WEATHER FORECASTS/WARNINGS ARE PREPARED

	<u>Total</u>	Population Density			
		<u>Rural</u>	<u>< 10 M</u>	<u>10M - 29.9M</u>	<u>30M - 99.9M</u>
Total respondents (100%)	665 %	151 %	161 %	161 %	192 %
Calgary weather office	4	5	7	2	1
Canadian meteorological centre in Montreal	2	2	1	1	2
Castlegar weather office	10	10	24	6	1
Kamloops weather office	26	33	18	8	43
Kelowna weather office	36	32	29	41	41
Local radio/television station	8	8	12	4	7
Lytton weather station	1	-	-	1	1
Pacific Weather Centre (Vancouver)	24	23	25	27	23
Penticton weather station	15	13	18	25	5
Vernon weather station	9	9	6	19	3
Elsewhere	3	5	3	2	3
Don't know	13	11	13	12	14

For this south-east part of B.C. in toto, the Kelowna weather office is thought to be responsible for official local weather information by one third. The Kamloops weather office and the somewhat distant Pacific Weather Centre in Vancouver can each take the credit or the blame from 25%.

Those in truly rural areas - or a third of them in each case - think that the Kamloops and Kelowna weather offices serve their needs. We must point out, however, that the average number of official sources given was 1.5.

The Castlegar weather office comes into the picture among those in not truly rural but in centres of under ten thousand population to the tune of 24%, close to the figure for the Kelowna weather office. Kelowna seems to be the top source (among 40%) for those in towns of 10,000 to 29,999, and for those in the largest centres in this part of B.C., Kamloops and Kelowna share the honours. It is interesting to note that, regardless of the community size, the Pacific Weather Centre achieves a 25% or so mention.

THE LAST WEATHER WARNING FOR SEVERE OR DANGEROUS LOCAL CONDITIONS

When examining the results of the question on this subject one must keep in mind that the data were collected in early 1989.

TABLE 11

THE LAST WARNING REMEMBERED FOR SEVERE/DANGEROUS LOCAL CONDITIONS

	Total	Population Density			
		Rural	< 10 M	10M - 29.9M	30M - 99.9M
Total respondents (100%)	654 %	149 %	161 %	160 %	184 %
Damaging frost	23	24	24	21	23
Strong winds	51	49	52	49	52
Thunderstorms	8	5	12	7	7
Heavy rain	11	12	14	8	9
Heavy snow	44	48	48	44	36
Extremely cold or hot weather	39	36	39	42	40
Something else	3	3	3	4	3
Can't remember what it was for	4	3	4	4	5
Can't remember hearing any warnings	14	13	16	14	14

Strong winds is the last warning remembered by 50% of the sample and of those in all sizes of community.

Virtually sharing second place are heavy snow and extremes of temperature, each at about 40%. At 25% or so stands a warning of damaging frost. Heavy rain and thunderstorms have little mention - the winter season? About one in seven has no memory of any warning whatsoever.

One respondent remembered a warning of heavy snow, but added on the questionnaire 'but it never came'!

THE PARTS OF A WEATHER FORECAST VERY IMPORTANT IN SUMMER AND IN WINTER

For each of the two extreme seasons, respondents were asked to put an 'X' beside those listed forecast components they deem to be very important, taking into account where they live.

TABLE 12

IMPORTANT PARTS OF WEATHER FORECAST - SUMMER AND WINTER

	<u>Summer</u>	<u>Winter</u>
Total respondents (100%)	659 %	663 %
Start and stop times of precipitation	23	44
Amount of precipitation ✓	35	71
Probability of precipitation ✓	69	77
Maximum temperatures ✓	71	59
Minimum temperatures	39	71
Amount of sunshine ✓	45	25
Amount of cloud cover	19	14
Wind speed ✓	30	32
Wind direction	13	12
Pollution index	12	8
Drying index	21	N/A
Weather conditions in high areas such as mountain passes	N/A	43✓
None of these	4	2

We ask the reader to keep in mind when reading the word 'precipitation' in the above table, that this word was qualified as 'rain or showers' in the 'summer' question, and 'snow or rain or freezing rain' in the 'winter' question.

It is interesting, but not surprising, to note that 71% find the maximum temperatures important in summer, and 71% find the minimum temperatures important in winter. Maximum winter temperatures, however, seem to be more important than minimum summer temperatures. Precipitation of the appropriate seasonal type is more important to be known in

winter, particularly the amount thereof and when it will occur. Summer sunshine is more important to know about than is winter sunshine, and although 30% find wind speed important in either season, its direction is not regarded as important by many. The pollution index is of little importance, however the drying index in summer has importance to 20%. Winter weather conditions in such areas as mountain passes are important to 40% or so of these British Columbians, regardless of the density of population.

The importance of knowing the probability of precipitation, in both seasons, decreases with the ages of the respondent, as do maximum temperature and amount of sunshine information in summer.

To those living in rural areas and small villages or towns, drying index information in summer seems to be more important than to those in larger communities. The same can be said for the start and stop times of snow etc. in winter. Those who are retired find the pollution index to be more important in both seasons than do those in the workplace or who are full-time homemakers.

USEFULNESS OF AVAILABLE LOCAL WEATHER INFORMATION AND WEATHER SERVICES

On a four-point scale, ranging from 'very useful' down to 'not at all useful', respondents were asked to give their opinion about the weather information and services available in their area.

TABLE 13

PERCEIVED DEGREE OF USEFULNESS OF LOCAL WEATHER INFORMATION AND SERVICES

		Age of Respondent			
	Total	<35	35-44	45-64	65+
Total respondents (100%)	663 %	151 %	161 %	161 %	190 %
Very useful (x + 3)	40	25	39	44	49
Quite useful (x + 1)	52	64	54	49	45
Not very useful (x -1)	6	8	7	4	4
Not at all useful (x -3)	1	-	-	1	-
Don't know	2	2	-	2	2
<u>Mean degree of usefulness</u>	<u>+ 1.7</u>	<u>+ 1.4</u>	<u>+ 1.6</u>	<u>+ 1.8</u>	<u>+ 1.9</u>

With 40% finding the information and services to be **very** useful, and a further 50% to be **quite** useful, there seems to be relative contentment with the status quo.

Comparing responses from people of different ages one sees the 'very' useful percentage doubling from the youngest to the oldest respondents, which latter group stands at 50% giving top marks.

The mean degrees show females rating the services more highly than do males; those in rural areas more so than the rest; those retired more highly than do homemakers who in turn do so more highly than do those employed outside the home. Respondents who did not finish high school perceive a higher degree of usefulness than do the more educated.

			POPULATION DENSITY....						*....AGE OF RESPONDENT....*			
		TOTAL		MALE	FEMALE	RURAL	< 10M	10M - 30M	30M -	< 35	35-44	45-64	65 +
24 YRS. AND UNDER		56-1	13	3	10	1	6	3	3	13	-	-	-
			2.0%	1.4%	2.2%	.7%	3.7%	1.9%	1.6%	9.6%	-	-	-
25-34 YRS.		56-2	122	27	95	35	24	25	38	122	-	-	-
			18.4%	12.6%	21.2%	23.2%	14.9%	15.5%	20.0%	90.4%	-	-	-
35-44 YRS.		56-3	167	52	115	29	43	43	52	-	167	-	-
			25.2%	24.3%	25.6%	19.2%	26.7%	26.7%	27.4%	-	100.0%	-	-
45-64 YRS.		56-4	228	85	143	62	54	52	60	-	-	228	-
			34.4%	39.7%	31.8%	41.1%	33.5%	32.3%	31.6%	-	-	100.0%	-
65 YRS. & OVER		56-5	133	47	86	24	34	38	37	-	-	-	133
			20.1%	22.0%	19.2%	15.9%	21.1%	23.6%	19.5%	-	-	-	100.0%
ANALYZED RESPONDENTS			663	214	449	151	161	161	190	135	167	228	133
			100.1%	100.0%	100.0%	100.1%	99.9%	100.0%	100.1%	100.0%	100.0%	100.0%	100.0%

	OCCUPATION OF RESPONDENT.....					*...EDUCATION OF RESPONDENT...*					
		TOTAL	PROF./ MANAG.	SALES/ CLER.	LABOUR	HOME- MAKER	RETIRED	SOME SCHOOL	HIGH SCHOOL	HIGH SCHOOL	COLL./ UNIV.	OTHER POST SCHOOL
24 YRS. AND UNDER	56-1	13 2.0%	3 2.8%	4 4.0%	1 1.3%	4 2.4%	-	.9%	2.1%	3.1%	5	2
25-34 YRS.	56-2	122 18.4%	23 21.1%	20 20.0%	36 24.0%	43 25.9%	-	16	50	46	10	0
35-44 YRS.	56-3	167 25.2%	31 28.4%	40 40.0%	48 32.0%	47 28.3%	1 .7%	7.5%	26.3%	28.9%	10.0%	0
45-64 YRS.	56-4	228 34.4%	48 44.0%	32 32.0%	63 42.0%	48 28.9%	36 26.7%	18.4%	39	53	44	31
65 YRS. & OVER	56-5	133 20.1%	4 3.7%	4 4.0%	1 .7%	24 14.5%	98 72.6%	93	56	43	36	0
ANALYZED RESPONDENTS		663 100.1%	109 100.0%	100 100.0%	166 100.0%	135 100.0%	212 99.9%	190 100.0%	159 99.9%	100 100.0%		

OCCUPATION OF RESPONDENT

		TOTAL	MALE		FEMALE		POPULATION DENSITY.....*		*...AGE OF RESPONDENT.....*			
			< 10M -		10M - 30M -		< 35		35-44		45-64	
			RURAL	10M	29.9M	99.9M	12	22	20	18	14.8%	10.8%
PROFESSIONAL	57-1	63 9.5%	30 14.2%	33 7.3%	6.6%	11.9%	7.5%	11.6%	20	18	24	1
MANAGERIAL/EXECUTIVE	57-2	46 7.0%	24 11.3%	22 4.9%	9 6.0%	10.0%	6.9%	5.3%	6	13	24	.8%
SALES	57-3	34 5.1%	9 4.2%	25 5.6%	6.0%	3.1%	5.6%	5.8%	4.4%	7.8%	10.5%	3
CLERICAL	57-4	66 10.0%	1 .5%	65 14.5%	12 7.9%	13 8.1%	14 8.8%	27 14.2%	10	12	10	2
LABOUR (WITH TECHNICAL TRAINING)	57-5	91 13.8%	66 31.1%	25 5.6%	18 11.9%	23 14.4%	24 15.0%	26 13.7%	14	28	22	2
LABOUR (NO TECHNICAL TRAINING)	57-6	51 7.7%	18 8.5%	33 7.3%	11.9%	6.3%	5.0%	7.9%	10.4%	16.8%	9.6%	1.5%
FARMER (SELF-EMPLOYED)	57-7	8 1.2%	4 1.9%	4 .9%	8 5.3%	-	-	-	11.9%	19.2%	18.9%	-
STUDENT	57-8	1 .2%	-	1 .2%	-	-	-	-	20	16	15	-
FULL-TIME HOMEMAKER	57-9	166 25.1%	4 1.9%	162 36.1%	25.8%	25.6%	27.5%	22.1%	1.5%	-	5	1
RETIRED	57-0	135 20.4%	56 26.4%	79 17.6%	28 18.5%	33 20.6%	37 23.1%	37 19.5%	34.8%	28.1%	21.1%	18.3%
ANALYZED RESPONDENTS		661 100.0%	212 100.0%	449 100.0%	151 99.9%	160 100.0%	190 100.0%	135 100.0%	135 100.0%	167 100.1%	228 100.0%	131 100.0%

OCCUPATION OF RESPONDENT

	TOTAL	*.....OCCUPATION OF RESPONDENT.....*				*...EDUCATION OF RESPONDENT....*					
		PROF./ MANAG.	SALES/ CLER.	LABOUR	HOME- MAKER	RETIRED	SCHOOL	SOME HIGH SCHOOL	COMP. HIGH SCHOOL	OTHER COLL./ UNIV.	POST SCHOOL
PROFESSIONAL	57-1 9.5%	63 57.8%	63 57.8%	-	-	-	-	3.3%	3.7%	25.2%	9.0%
MANAGERIAL/EXECUTIVE	57-2 7.0%	46 42.2%	46 42.2%	-	-	-	-	11 5.2%	8 4.2%	12 7.5%	15 15.0%
SALES	57-3 5.1%	34 34.0%	-	34 34.0%	-	-	-	5 2.4%	14 7.4%	8 5.0%	7 7.0%
CLERICAL	57-4 10.0%	66 66.0%	-	66 66.0%	-	-	-	9 4.2%	29 15.3%	14 8.8%	14 14.0%
LABOUR (WITH TECHNICAL TRAINING)	57-5 13.8%	91 13.8%	-	91 13.8%	-	-	-	32 15.1%	25 13.2%	17 10.7%	17 17.0%
LABOUR (NO TECHNICAL TRAINING)	57-6 7.7%	51 7.7%	-	51 7.7%	-	-	-	24 11.3%	14 7.4%	9 5.7%	4 4.0%
FARMER (SELF-EMPLOYED)	57-7 1.2%	8 1.2%	-	8 1.2%	-	-	-	3 1.4%	3 1.6%	2 1.3%	-
STUDENT	57-8 .2%	1 .2%	-	1 .2%	-	-	-	-	1 .5%	-	-
FULL-TIME HOMEMAKER	57-9 25.1%	166 25.1%	-	-	166 25.1%	-	-	56 26.4%	58 30.5%	36 22.6%	16 16.0%
RETIRED	57-0 20.4%	135 20.4%	-	-	-	135 20.4%	100.0%	65 30.7%	31 16.3%	21 13.2%	18 18.0%
ANALYZED RESPONDENTS	661 100.0%	109 100.0%	100 100.0%	150 100.0%	166 100.0%	135 100.0%	100 100.0%	212 100.1%	190 100.0%	159 100.0%	100 100.0%

				...POPULATION DENSITY....								
				RURAL	< 10M -	10M -	30M -	35M -	45-64	45-64	65 +	
GRADE SCHOOL	73-1	41	19	22	14	10	8	9	-	1	18	22
		6.2%	9.0%	4.9%	9.3%	6.3%	5.0%	4.7%		.6%	7.9%	16.8%
SOME HIGH SCHOOL	73-2	171	71	100	38	48	38	47	18	38	75	40
		25.9%	33.5%	22.3%	25.2%	30.0%	23.8%	24.7%	13.3%	22.8%	32.9%	30.5%
COMPLETED HIGH SCHOOL	73-3	190	46	144	50	38	53	49	54	53	56	27
		28.7%	21.7%	32.1%	33.1%	25.8%	33.1%	25.8%	40.0%	31.7%	24.6%	20.6%
ATTENDED COLLEGE/UNIVR	73-4	88	15	73	18	18	18	34	35	21	23	9
		13.3%	7.1%	16.3%	11.9%	11.3%	11.3%	17.9%	25.9%	12.6%	10.1%	6.9%
COLL./UNIVR. GRADUATE	73-5	71	31	40	20	17	16	18	16	23	20	12
		10.7%	14.6%	8.9%	13.2%	10.6%	10.0%	9.5%	11.9%	13.8%	8.8%	9.2%
OTHER POST HIGH SCHOOL	73-6	100	30	70	11	29	27	33	12	31	36	21
		15.1%	14.2%	15.6%	7.3%	18.1%	16.9%	17.4%	8.9%	18.6%	15.8%	16.0%
ANALYZED RESPONDENTS		661	212	449	151	160	160	190	135	167	228	131
		99.9%	100.1%	100.1%	100.0%	100.1%	100.1%	100.0%	100.0%	100.1%	100.1%	100.0%

EDUCATION OF RESPONDENT

	OCCUPATION OF RESPONDENT.....					*...EDUCATION OF RESPONDENT....*				
		TOTAL	PROF. / MANAG.	SALES/ CLER.	HOME- MAKER	LABOUR	RETIRED	SOME HIGH SCHOOL	HIGH SCHOOL	COLL./ UNIV.	OTHER SCHOOL
GRADE SCHOOL	73-1	41	2	1.8%	-	10	8	21	41	-	-
SOME HIGH SCHOOL	73-2	171	16	14	49	48	44	19.3%	-	-	-
COMPLETED HIGH SCHOOL	73-3	190	15	43	42	58	31	-	171	-	-
ATTENDED COLLEGE/UNIVR 73-4	88	16	13	23	28	8	-	-	80.7%	-	-
COLL./UNIVR. GRADUATE 73-5	71	36	9	5	8	13	-	-	-	55.3%	-
OTHER POST HIGH SCHOOL 73-6	100	24	21	21	16	18	-	-	-	71	-
ANALYZED RESPONDENTS	661	109	100	150	166	135	212	190	159	100	100.0%
	99.9%	100.0%	100.0%	100.0%	99.9%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

SURVEY REGION

		... OCCUPATION OF RESPONDENT.....						*... EDUCATION OF RESPONDENT....*					
		PROF./ SALES/ MANAG.	CLER.	LABOUR	HOME- MAKER	RETIRED	SOME COMP. HIGH SCHOOL	HIGH SCHOOL	COLL./ UNIV.	POST SCHOOL	OTHER SCHOOL	POST SCHOOL	
	TOTAL												
BRITISH COLUMBIA	15-1	665 100.0%	109 100.0%	100 100.0%	150 100.0%	166 100.0%	135 100.0%	212 100.0%	190 100.0%	159 100.0%	-	-	-
NOVA SCOTIA	15-2	-	-	-	-	-	-	-	-	-	-	-	-
TORONTO	15-3	-	-	-	-	-	-	-	-	-	-	-	-
ANALYZED RESPONDENTS		665 100.0%	109 100.0%	100 100.0%	150 100.0%	166 100.0%	135 100.0%	212 100.0%	190 100.0%	159 100.0%	-	-	-

REASONS FOR IMPORTANCE OF WEATHER TO RESPONDENT

QUESTION 1

	 OCCUPATION OF RESPONDENT.....				*... EDUCATION OF RESPONDENT ...*					
	TOTAL	PROF./ MANAG.	SALES/ CLER.	HOME- MAKER	RETIRER	SCHOOL	HIGH SCHOOL	HIGH SCHOOL	COLL./ UNIV.	POST SCHOOL	OTHER
IMPORTANT-AFFECTS MY 16-1 LIVELIHOOD	157 23.9%	36 33.3%	21 21.2%	61 40.7%	24 14.8%	13 9.7%	53 25.5%	62 22.3%	36 22.6%	24 24.2%	24
-AFFECTS RE 16-2 CREATIONAL ACTIVITIES	385 58.5%	68 63.0%	69 69.7%	93 62.0%	82 50.6%	69 51.5%	105 50.5%	106 56.4%	110 69.2%	110 61	61
-AFFECTS MY 16-3 TRAVEL	342 52.0%	58 53.7%	53 53.5%	81 54.0%	75 46.3%	72 53.7%	106 51.0%	89 47.3%	93 58.5%	93 51	51
-AFFECTS MY 16-4 HEALTH/SAFETY	256 38.9%	32 29.6%	37 37.4%	54 36.0%	65 40.1%	68 50.7%	80 38.5%	67 35.6%	65 40.9%	65 44.4%	44
-AFFECTS 16-5 OTHER THINGS I DO	279 42.4%	32 29.6%	41 41.4%	63 42.0%	80 49.4%	61 45.5%	89 42.8%	81 43.1%	65 40.9%	65 42.4%	42
NOT IMPORTANT TO ME 16-6	41 6.2%	7 6.5%	4 4.0%	8 5.3%	9 5.6%	13 9.7%	20 9.6%	9 4.8%	7 4.4%	7 5.1%	5
ANALYZED RESPONDENTS	658 221.9%	108 215.7%	99 227.2%	150 240.0%	162 206.8%	134 220.8%	208 217.9%	188 209.5%	159 236.5%	159 229.2%	99

REASONS FOR IMPORTANCE OF WEATHER TO RESPONDENT

QUESTION 1

	TOTAL	MALE	FEMALE	RURAL	POPULATION DENSITY.....*		AGE OF RESPONDENT.....*				
					< 10M	10M - 30M	> 30M	< 35	35-44	45-64	65 +
IMPORTANT-AFFECTS MY LIVELIHOOD	157 23.9%	74 34.7%	82 18.5%	47 32.2%	43 26.7%	32 20.1%	35 18.2%	44 32.6%	45 26.9%	56 25.0%	11 8.5%
-AFFECTS RE CREATIONAL ACTIVITIES	385 58.5%	147 69.0%	237 53.5%	84 57.5%	90 55.9%	101 63.5%	110 57.3%	89 65.9%	114 68.3%	119 53.1%	62 47.7%
-AFFECTS MY TRAVEL	342 52.0%	123 57.7%	218 49.2%	83 56.8%	87 54.0%	83 52.2%	89 46.4%	66 48.9%	85 50.9%	121 54.0%	69 53.1%
-AFFECTS MY HEALTH/SAFETY	256 38.9%	72 33.8%	184 41.5%	63 43.2%	59 36.6%	58 36.5%	76 39.6%	38 28.1%	59 35.3%	95 42.4%	64 49.2%
-AFFECTS OTHER THINGS I DO	279 42.4%	82 38.5%	197 44.5%	62 42.5%	69 42.9%	70 44.0%	78 40.6%	62 45.9%	64 38.3%	89 39.7%	64 49.2%
NOT IMPORTANT TO ME	41 6.2%	14 6.6%	27 6.1%	6 4.1%	9 5.6%	11 6.9%	15 7.8%	3 2.2%	10 6.0%	16 7.1%	12 9.2%
ANALYZED RESPONDENTS	658 221.9%	213 240.3%	443 213.3%	146 221.7%	161 223.2%	159 209.9%	192 209.9%	135 223.6%	167 225.7%	224 221.3%	130 216.9%

WHEN NEED TO KNOW ABOUT WEATHER, WHAT USUALLY DOES

QUESTION 2

	OCCUPATION OF RESPONDENT.....				*...EDUCATION OF RESPONDENT....*				
		PROF./ MANAG.	SALES/ CLER.	HOME- MAKER	RETIRER	SCHOOL	HIGH SCHOOL	HIGH SCHOOL	COLL./ UNIV.	OTHER SCHOOL
LISTEN TO RADIO - CBC	17-1 19.9%	20 18.3%	13 13.0%	20 18.2%	30 35.6%	48	43 20.3%	31 16.4%	37 23.3%	20 20.0%
LISTEN TO RADIO - OTHER	17-2 66.4%	72 66.1%	74 74.0%	107 71.3%	111 67.3%	74 54.8%	146 68.9%	125 66.1%	103 64.8%	64 64.0%
LISTEN TO RADIO - INTER 17-3 -VIEW WEATHER PERSON	169 25.5%	21 19.3%	22 22.0%	42 28.0%	38 23.0%	45 33.3%	58 27.4%	43 22.8%	43 27.0%	24 24.0%
WATCH WEATHER PART OF T.V. NEWS	543 81.8%	92 84.4%	72 72.0%	81 81.3%	80 80.6%	88 88.1%	177 83.5%	149 78.8%	132 83.0%	81 81.0%
WATCH "WEATHER NOW" ON CABLE TV	81 12.2%	9 8.3%	13 13.0%	20 13.3%	19 11.5%	19 14.1%	33 15.6%	16 8.5%	18 11.3%	13 13.0%
WATCH KANLOOPS CABLE CHANNEL	61 9.2%	7 6.4%	11 11.0%	9 6.0%	19 11.5%	19 9.6%	23 10.8%	11 5.8%	14 8.8%	11 11.0%
LOOK IN NEWSPAPER	102 15.4%	15 13.8%	15 15.0%	16 10.7%	25 15.2%	28 20.7%	29 15.7%	32 16.9%	26 16.4%	13 13.0%
CALL LOCAL WEATHER OFFICE	63 9.5%	11 10.1%	11 11.0%	13 8.7%	11 6.7%	15 11.1%	21 9.9%	11 5.8%	15 9.4%	14 14.0%
CALL L.D. TO NEAREST WEATHER OFFICE	19 2.9%	1 .9%	3 3.0%	4 4.0%	6 4.2%	7 1.5%	8 3.8%	5 2.6%	5 1.9%	3 3.0%
TELEPHONE/ASK OTHER PEOPLE	44 6.6%	5 4.6%	10 10.0%	10 7.3%	11 8.5%	4 3.0%	11 5.2%	13 6.9%	13 8.2%	7 7.0%
CALL A RADIO STATION	25 3.8%	3 2.8%	5 5.0%	8 5.3%	6 3.6%	3 2.2%	7 3.3%	4 2.1%	4 4.4%	7 7.0%
GO TO WEATHER OFFICE	4 .6%	-	1 1.0%	2 1.3%	-	.7%	1 .9%	2 .5%	1 .6%	-
JUST LOOK OUTSIDE	395 59.5%	61 56.0%	61 61.0%	95 63.3%	104 63.0%	72 53.3%	119 56.1%	111 58.7%	100 62.9%	63 63.0%
LOOK AT BAROMETER/ THERMOMETER	7 1.1%	1 .9%	-	-	4 2.4%	2 1.5%	4 1.9%	2 1.1%	1 .6%	-
CALL HIGHWAY DEPARTMENT	3 .5%	-	1 1.0%	-	1 .6%	1 .7%	-	-	2 1.3%	1 1.0%

CONTINUED

WHEN NEED TO KNOW ABOUT WEATHER, WHAT USUALLY DOES

QUESTION 2

		...POPULATION DENSITY...				*...AGE OF RESPONDENT...*					
		MALE	FEMALE	RURAL	10M - 29.9M	10M - 30M -	30M -	< 35	35-44	45-64	65 +
LISTEN TO RADIO - CBC	17-1	132	40	91	24.0%	22.4%	16.1%	17.7%	34	13	19
		19.9%	18.7%	20.3%					9.6%	11.4%	20.7%
LISTEN TO RADIO - OTHER	17-2	441	149	291	65.3%	69.6%	67.7%	63.5%	122	93	126
-VIEW WEATHER PERSON		66.4%	69.6%	65.0%					68.9%	75.4%	64.8%
WATCH WEATHER PART OF	17-4	169	64	104	31	39	40	59	24	41	57
T.V. NEWS		25.5%	29.9%	23.2%	20.7%	24.2%	24.8%	30.7%	17.8%	24.6%	25.1%
WATCH "WEATHER NOW" ON	17-5	81	34	47	6	15	16	44	141	110	118
CABLE TV		81.8%	85.5%	79.9%	84.0%	85.7%	85.7%	73.4%	81.5%	70.7%	86.3%
WATCH KAMLOOPS CABLE	17-6	61	12	47	8	7	3	43	11	11	19
CHANNEL		9.2%	5.6%	10.5%	5.3%	4.3%	1.9%	22.4%	8.1%	6.6%	13.2%
LOOK IN NEWSPAPER	18-1	102	37	64	22	25	31	24	25	17	33
		15.4%	17.3%	14.3%	14.7%	15.5%	19.3%	12.5%	18.5%	10.2%	14.5%
CALL LOCAL WEATHER	18-2	63	24	38	8	18	13	24	9	14	27
OFFICE		9.5%	11.2%	8.5%	5.3%	11.2%	8.1%	12.5%	6.7%	8.4%	11.9%
CALL L.D. TO NEAREST	18-3	19	8	11	10	6	2	1	3	7	7
WEATHER OFFICE		2.9%	3.7%	2.5%	6.7%	3.7%	1.2%	.5%	2.2%	4.2%	3.1%
TELEPHONE/ASK OTHER	18-4	44	9	35	14	14	10	6	12	17	10
PEOPLE		6.6%	4.2%	7.8%	9.3%	8.7%	6.2%	3.1%	8.9%	10.2%	4.4%
CALL A RADIO STATION	18-5	25	7	18	5	6	9	5	7	7	8
		3.8%	3.3%	4.0%	3.3%	3.7%	5.6%	2.6%	5.2%	4.2%	3.5%
GO TO WEATHER OFFICE	18-6	4	2	2	3	1	-	-	1	1	2
		.6%	.9%	.4%	2.0%	.6%			.7%	.6%	.9%
JUST LOOK OUTSIDE	18-7	395	121	273	83	94	94	124	87	104	131
		59.5%	56.5%	60.9%	55.3%	58.4%	58.4%	64.6%	64.4%	62.3%	57.7%
LOOK AT BAROMETER/	18-8	7	2	5	2	2	1	2	1	1	2
THERMOMETER		1.1%	.9%	1.1%	1.3%	1.2%	.6%	1.0%	.7%	.6%	.9%
CALL HIGHWAY	18-9	3	-	3	-	1	1	1	2	-	1
DEPARTMENT		.5%	.7%	.7%	.6%	.6%	.5%	1.5%	.8%		

CONTINUED

WHEN NEED TO KNOW ABOUT WEATHER, WHAT USUALLY DOES

QUESTION 2

.....OCCUPATION OF RESPONDENT.....

	TOTAL	PROF./ MANAG.	SALES/ CLER.	HOME- MAKER	LABOUR	RETIRED	SOME HIGH SCHOOL	COMP. HIGH SCHOOL	OTHER COLL./ UNIV.	POST SCHOOL
DON'T SEEK WEATHER INFORMATION	18-0	-	-	-	-	-	-	-	-	-
OTHER	18-X	-	-	-	-	-	-	-	-	-
ANALYZED RESPONDENTS	664 314.9%	109 291.9%	100 312.0%	150 313.8%	165 316.3%	135 330.2%	321.3%	293.0%	159 323.9%	100 321.0%

...EDUCATION OF RESPONDENT....

	TOTAL	PROF./ MANAG.	SALES/ CLER.	HOME- MAKER	LABOUR	RETIRED	SOME HIGH SCHOOL	COMP. HIGH SCHOOL	OTHER COLL./ UNIV.	POST SCHOOL
DON'T SEEK WEATHER INFORMATION	18-0	-	-	-	-	-	-	-	-	-
OTHER	18-X	-	-	-	-	-	-	-	-	-
ANALYZED RESPONDENTS	664 314.9%	109 291.9%	100 312.0%	150 313.8%	165 316.3%	135 330.2%	321.3%	293.0%	159 323.9%	100 321.0%

WHEN NEED TO KNOW ABOUT WEATHER, WHAT USUALLY DOES

QUESTION 2

	POPULATION DENSITY....						*....AGE OF RESPONDENT....*					
		TOTAL	MALE	FEMALE	RURAL	< 10M	10M - 30M	30M - 99.9M	< 35	35-44	45-64	65 +	
DON'T SEEK WEATHER INFORMATION	18-0	-	-	-	-	-	-	-	-	-	-	-	
OTHER	18-X	-	-	-	-	-	-	-	-	-	-	-	
ANALYZED RESPONDENTS	664	214	448	323.2%	309.6%	301.2%	319.1%	306.1%	192	161	161	192	
	314.9%								135	167	227	133	
									305.8%	300.8%	316.3%	335.4%	

PARTS OF THE WEATHER FORECAST NORMALLY SEEN /HEARD ON DAILY BASIS

QUESTION 3

	OCCUPATION OF RESPONDENT.....				*...EDUCATION OF RESPONDENT....*					
		PROF./ MANAG.	SALES/ CLER.	HOME- MAKER	RETIRED	SOME HIGH SCHOOL	HIGH SCHOOL	COLL./ UNIV.	OTHER SCHOOL		
TODAY'S- HIGH & LOW TEMPS.	19-1	612 93.0%	102 93.6%	92 93.9%	139 93.3%	150 90.9%	125 94.7%	191 90.1%	173 93.5%	149 94.5%	95 96.0%
- AMOUNT OF CLOUD COVER	19-2	251 38.1%	41 37.6%	39 39.8%	53 35.6%	58 35.2%	56 42.4%	78 36.8%	65 35.1%	63 39.9%	41 41.4%
- TYPE OF PRECIPITATION	19-3	533 81.0%	91 83.5%	77 78.6%	121 81.2%	134 81.2%	105 79.5%	167 78.8%	143 77.3%	134 84.8%	85 85.9%
- PROBABILITY OF PRECIPITATION	19-4	528 80.2%	88 80.7%	83 84.7%	118 79.2%	125 75.8%	109 82.6%	157 74.1%	145 78.4%	132 83.5%	90 90.9%
- WIND CONDITIONS	19-5	332 50.5%	51 46.8%	46 46.9%	75 50.3%	79 47.9%	78 59.1%	117 55.2%	88 47.6%	75 47.5%	49 49.5%
TOMORROW'S- HIGH & LOW TEMPS.	19-6	588 89.4%	99 90.8%	92 93.9%	132 88.6%	145 87.9%	115 87.1%	184 86.8%	164 88.6%	145 91.8%	91 91.9%
-AMOUNT OF CLOUD COVER	19-7	212 32.2%	34 31.2%	30 30.6%	50 33.6%	46 27.9%	49 37.1%	71 33.5%	53 28.6%	50 31.6%	35 35.4%
-TYPE OF PRECIPITATION	19-8	528 80.2%	92 84.4%	74 75.5%	117 78.5%	134 81.2%	107 81.1%	170 80.2%	140 75.7%	131 75.7%	84 82.9%
-PROBABILITY OR PRECIPITATION	19-9	513 78.0%	92 84.4%	72 73.5%	116 77.9%	123 74.5%	105 79.5%	153 72.2%	139 75.1%	130 82.3%	87 87.9%
-WIND CONDITIONS	19-0	254 38.6%	41 37.6%	35 35.7%	54 36.2%	55 33.3%	66 50.0%	100 47.2%	61 33.0%	56 35.4%	34 34.3%
TODAY AND TOMORROW - WHAT WILL HAPPEN	20-1	542 82.4%	89 81.7%	83 84.7%	124 83.2%	130 78.8%	112 84.8%	176 83.0%	151 81.6%	130 82.3%	81 81.8%
DAY 3 - DAY 5-HIGH & LOW TEMPS.	20-2	345 52.4%	44 40.4%	55 56.1%	86 57.7%	27 52.7%	69 52.3%	113 47.2%	95 47.2%	78 33.0%	55 34.3%
-AMOUNT OF CLOUD COVER	20-3	110 16.7%	13 11.9%	15 15.3%	18 18.1%	27 16.4%	26 19.7%	41 19.3%	51.4% 53.3%	49.4% 51.4%	55 55.6%
-TYPE OF PRECIPITATION	20-4	347 52.7%	60 55.0%	46 46.9%	85 57.0%	51 51.5%	67 50.8%	114 53.8%	90 48.6%	90 57.0%	50 50.5%
-PROBABILITY OF PRECIPITATION	20-5	421 64.0%	63 57.8%	63 64.3%	97 65.1%	110 66.7%	83 62.9%	130 61.3%	120 64.9%	100 63.3%	67 67.7%

CONTINUED

PARTS OF THE WEATHER FORECAST NORMALLY SEEN /HEARD ON DAILY BASIS

QUESTION 3

		...POPULATION DENSITY....				*...AGE OF RESPONDENT.....*						
		MALE	FEMALE	RURAL	10M - 30M -	< 10M	29.9M	99.9M	< 35	35-44	45-64	65 +
TODAY'S- HIGH & LOW TEMPS.	19-1	612	409	132	143	156	181	94.8%	90.4%	92.7%	93.3%	95.4%
- AMOUNT OF CLOUD COVER	19-2	251	91	158	60	73	52	66	42	67	84	56
- TYPE OF PRECIPITATION	19-3	533	178	353	40.3%	46.5%	32.3%	34.6%	31.1%	40.6%	37.3%	42.7%
- PROBABILITY OF PRECIPITATION	19-4	528	183	343	120	139	129	145	105	137	186	103
- WIND CONDITIONS	19-5	332	122	208	68	85	82	97	77.8%	83.0%	82.7%	78.6%
TOMORROW'S- HIGH & LOW TEMPS.	19-6	588	192	394	128	139	147	174	108	136	176	106
-AMOUNT OF CLOUD COVER	19-7	212	77	134	49	64	43	56	42.2%	44.2%	54.7%	58.8%
-TYPE OF PRECIPITATION	19-8	528	177	350	115	136	133	144	57	73	123	77
-PROBABILITY OR PRECIPITATION	19-9	513	183	328	115	125	132	141	88.1%	89.1%	90.7%	88.5%
-WIND CONDITIONS	19-0	254	98	154	55	68	57	74	36	51	75	49
TODAY AND TOMORROW - WHAT WILL HAPPEN	20-1	542	186	354	125	128	133	156	26.7%	30.9%	33.3%	37.4%
DAY 3 - DAY 5-HIGH & LOW TEMPS.	20-2	345	114	229	69	77	87	112	77.8%	77.6%	78.7%	77.1%
-AMOUNT OF CLOUD COVER	20-3	110	41	68	29	31	21	29	105	128	177	101
-TYPE OF PRECIPITATION	20-4	347	127	219	80	87	85	95	48.1%	47.3%	58.2%	52.7%
-PROBABILITY OF PRECIPITATION	20-5	421	141	278	63.1%	63.1%	67.1%	62.8%	67	85	122	72
LITIY OF PRECIPITATION		64.0%	66.2%	62.8%	63.1%	63.1%	67.1%	62.8%	76	103	157	83

CONTINUED

PARTS OF THE WEATHER FORECAST NORMALLY SEEN /HEARD ON DAILY BASIS

QUESTION 3

.....OCCUPATION OF RESPONDENT.....

EDUCATION OF RESPONDENT

SOME COMP. OTHER

	TOTAL	PROF./ MANAG.	SALES/ CLER.	HOME- MAKER	RETIRED	SCHOOL	HIGH SCHOOL	HIGH SCHOOL	COLL./ UNIV.	POST SCHOOL	
DRYING INDEX	20-6	132 20.1%	16 14.7%	17 17.3%	31 20.8%	31 18.8%	36 27.3%	57 26.9%	33 17.8%	22 13.9%	19 19.2%
FREEZING LEVEL (WINTER)	20-7	274 41.6%	38 34.9%	37 37.8%	56 37.6%	69 41.8%	70 53.0%	100 47.2%	65 35.1%	62 39.2%	44 44.4%
THUNDERSTORM ALERT (SUMMER)	20-8	188 28.6%	23 21.1%	25 25.5%	45 30.2%	48 29.1%	45 34.1%	75 35.4%	39 21.1%	40 25.3%	32 32.3%
FROST WARNINGS (SPRING, FALL)	20-9	366 55.6%	53 48.6%	47 48.0%	83 55.7%	97 58.8%	82 62.1%	128 60.4%	95 51.4%	80 50.6%	60 60.6%
OTHER	20-0	-	-	-	-	-	-	-	-	-	-
DON'T KNOW	20-X	-	-	-	-	-	-	-	-	-	-
ANALYZED RESPONDENTS	658	109	98	149	165	132	212	185	158	99	1129.3%
	1075.3%	1036.7%	1049.0%	1079.8%	1050.4%	1140.1%	1095.5%	1018.9%	1068.9%	1129.3%	

ANALYZED RESPONDENTS	658	109	98	149	165	132	212	185	158	99
	1975.3%	1036.7%	1049.0%	1079.8%	1050.4%	1140.1%	1095.5%	1018.9%	1068.9%	1129.3%

PARTS OF THE WEATHER FORECAST NORMALLY SEEN /HEARD ON DAILY BASIS

QUESTION 3

	...POPULATION DENSITY....						*...AGE OF RESPONDENT....*				
	TOTAL	MALE	FEMALE	RURAL	< 10M	10M - 30M	30M -	< 35	35-44	45-64	65 +
DRYING INDEX	20-6	132	43	88	43	31	22	36	19	28	47
	20.1%	20.2%	19.9%	28.9%	19.7%	13.7%	18.8%	14.1%	17.0%	20.9%	28.2%
FREEZING LEVEL (WINTER)	20-7	274	95	178	67	73	64	70	40	56	107
	41.6%	44.6%	40.2%	45.0%	46.5%	39.8%	36.6%	29.6%	33.9%	47.6%	53.4%
THUNDERSTORM ALERT (SUMMER)	20-8	188	55	132	47	54	41	46	36	40	71
	28.6%	25.8%	29.8%	31.5%	34.4%	25.5%	24.1%	26.7%	24.2%	31.6%	30.5%
FROST WARNINGS (SPRING,FALL)	20-9	366	117	247	93	80	89	104	58	83	142
	55.6%	54.9%	55.8%	62.4%	51.0%	55.3%	54.5%	43.0%	50.3%	63.1%	61.8%
OTHER	20-0	-	-	-	-	-	-	-	-	-	-
DON'T KNOW	20-X	-	-	-	-	-	-	-	-	-	-
ANALYZED RESPONDENTS	658	213	443	149	157	161	191	135	165	225	131
	1075.3%	1136.5%	1043.8%	1080.6%	1121.5%	1063.4%	1043.4%	963.0%	1043.4%	1121.8%	1144.1%

DEGREE OF SATISFACTION WITH QUALITY OF WEATH. FORECAST/INFO RECEIVED

QUESTION 4

	OCCUPATION OF RESPONDENT.....				*...EDUCATION OF RESPONDENT....*					
		TOTAL	PROF. / MANAG.	SALES/ CLER.	LABOUR	HOME- MAKER	RETIRED	SOME HIGH SCHOOL	HIGH SCHOOL	COLL./ UNIV.	OTHER SCHOOL
VERY SATISFIED	(X+3) 21-1	160 24.2%	19 17.4%	28 28.0%	30 20.0%	40 24.1%	42 31.8%	56 25.7%	51 27.0%	34 21.4%	20 20.0%
QUITE SATISFIED	(X+1) 21-2	449 67.8%	78 71.6%	66 66.0%	108 72.0%	110 66.3%	83 62.9%	145 69.0%	120 63.5%	109 68.6%	72 72.0%
NOT VERY SATISFIED	21-3	45 6.8%	11 10.1%	4 4.0%	10 6.7%	14 8.4%	6 4.5%	10 4.8%	14 7.4%	15 9.4%	6 6.0%
NOT AT ALL SATISFIED	21-4	5 .8%	1 .9%	2 2.0%	1 .7%	1 .6%	1 -.6%	-	1 .5%	2 1.1%	- - 2.0%
NEVER GET ANY INFORMATION	21-0	3 .5%	-	-	1 .7%	1 .6%	1 .8%	-	2 1.1%	1 .6%	- - .6%
ANALYZED RESPONDENTS		662 100.1%	109 100.0%	100 100.0%	150 100.1%	166 100.0%	132 100.0%	210 100.0%	189 100.1%	159 100.0%	100 100.0%
MEAN		1.32	1.11	1.40	1.24	1.29	1.55	1.40	1.35	1.24	1.20
STD DEV		1.1243	1.1115	1.1999	1.0596	1.1495	1.0786	1.0654	1.1987	1.0875	1.1489
STD ERROR		.0437	.1064	.1199	.0868	.0894	.0942	.0735	.0876	.0865	.1148

DEGREE OF SATISFACTION WITH QUALITY OF WEATH. FORECAST/INFO RECEIVED

QUESTION 4

			POPULATION DENSITY....		*....AGE OF RESPONDENT....*	
				RURAL	< 10M - 30M -	< 35	35-44 45-64 65 +
	TOTAL	MALE	FEMALE				
VERY SATISFIED (X+3)	21-1	160	45	115	21.0%	25.8%	43 28.7% 20.6% 21.9% 25.5%
QUITE SATISFIED (X+1)	21-2	449	147	300	68.7%	67.3%	95 63.3% 71.9% 69.4% 66.7%
NOT VERY SATISFIED (X-1)	21-3	45	19	26	8.9%	5.8%	10 6.7% 6.9% 7.5% 6.3%
NOT AT ALL SATISFIED (X-3)	21-4	5	2	3	.8%	.9%	- .7% - -
NEVER GET ANY INFORMATION	21-0	3	1	2	.5%	.4%	2 1.3% 1 .6%
ANALYZED RESPONDENTS		662	214	446	100.0%	100.0%	150 100.0% 100.0% 100.0% 192
MEAN		1.32	1.21	1.37			1.45 1.45 1.28 1.24 1.32
STD DEV		1.1243	1.1443	1.1129			1.1106 1.0150 1.1483 1.1901 1.0666
STD ERROR		.0437	.0784	.0528			.0912 .0804 .0907 .0858 .0918

HOW OFTEN CAN NORMALLY GET WEATHER INFORMATION WANTED

QUESTION 5

	OCCUPATION OF RESPONDENT.....					*...EDUCATION OF RESPONDENT....*						
		TOTAL	PROF./ MANAG.	SALES/ CLER.	HOME- LABOUR	MAKER	RETIRED	SOME HIGH SCHOOL	HIGH SCHOOL	HIGH SCHOOL	COLL./ UNIV.	POST SCHOOL	OTHER
MORE OFTEN THAN I WANT IT	22-1	42 6.4%	3 2.8%	2 2.0%	11 7.4%	13 9%	10.1%	5.8%	8.0%	9	5.7%	6.0%	6
ALWAYS	22-2	239 36.4%	34 31.2%	45 45.0%	49 32.9%	65 39.6%	42 32.6%	76 36.7%	77 41.2%	54 34.2%	29 29.0%	29	
MOST OF THE TIME	22-3	333 50.8%	65 59.6%	46 46.0%	80 53.7%	75 45.7%	66 51.2%	110 53.1%	81 43.3%	83 52.5%	58 58.0%	58	
ABOUT HALF THE TIME	22-4	25 3.8%	4 3.7%	3 3.0%	5 3.4%	9 5.5%	4 3.1%	4 1.9%	8 4.3%	9 5.7%	4 5.7%	4 4.0%	
LESS THAN HALF THE TIME	22-5	10 1.5%	2 1.8%	2 2.0%	2 1.3%	2 1.2%	2 1.6%	3 1.4%	4 2.1%	2 1.3%	1 1.0%	1 1.0%	
RARELY	22-6	2 .3%	-	1 1.0%	1 .7%	-	-	-	.5%	-	1 1.0%	-	
NEVER	22-7	-	-	-	-	-	-	-	-	-	-	-	
NEVER TRY TO GET ANY	22-0	5 .8%	.9%	1 1.0%	1 .7%	-	2 1.6%	2 1.0%	1 .5%	1 .6%	1 1.0%		
ANALYZED RESPONDENTS		656 100.0%	109 100.0%	100 100.1%	149 99.9%	164 100.2%	129 99.9%	207 99.9%	187 99.9%	158 100.0%	100 100.0%	100 100.0%	

HOW OFTEN CAN NORMALLY GET WEATHER INFORMATION WANTED

QUESTION 5

			... POPULATION DENSITY...			*...AGE OF RESPONDENT....*		
			RURAL	< 10M	10M - 30M	< 35	35-44	45-64
MORE OFTEN THAN I WANT IT	22-1	42	12	30	10	9	14	10
		6.4%	5.6%	6.8%	6.8%	5.7%	5.6%	7.3%
ALWAYS	22-2	239	66	171	53	57	54	75
		36.4%	31.0%	38.8%	36.1%	36.3%	33.8%	39.1%
MOST OF THE TIME	22-3	333	120	213	81	82	82	88
		50.8%	56.3%	48.3%	55.1%	52.2%	51.3%	45.8%
ABOUT HALF THE TIME	22-4	25	8	17	3	5	7	10
		3.8%	3.8%	3.9%	2.0%	3.2%	4.4%	5.2%
LESS THAN HALF THE TIME	22-5	10	4	6	-	2	6	2
		1.5%	1.9%	1.4%		1.3%	3.8%	1.0%
RARELY	22-6	2	1	1	-	-	1	1
		.3%	.5%	.2%			.6%	.5%
NEVER	22-7	-	-	-	-	-	-	-
NEVER TRY TO GET ANY	22-0	5	2	3	-	2	1	1
		.8%	.9%	.7%		1.3%	.6%	1.0%
ANALYZED RESPONDENTS		656	213	461	147	157	160	192
		100.0%	100.1%	100.0%	100.0%	100.1%	100.1%	99.9%

PERCEIVED DEGREE OF ACCURACY OF WEATHER INFORMATION RECEIVED

QUESTION 6

.....OCCUPATION OF RESPONDENT.....

		TOTAL	PROF./ MANAG.	SALES/ CLER.	LABOUR	HOME- MAKER	RETIRED	SOME SCHOOL	HIGH SCHOOL	HIGH SCHOOL	OTHER POST SCHOOL	COLL./ UNIV.	SCHOOL
100% OF THE TIME (X100) 23-1	-	-	-	-	-	-	-	-	-	-	-	-	-
90% OF THE TIME (X90) 23-2	87	13	17	17	18	21	-	33	25	15	13	-	-
13.3%	11.9%	11.7.0%	11.4%	11.0%	16.3%	-	15.9%	13.4%	9.5%	13.0%	-	-	-
80% OF THE TIME (X80) 23-3	261	42	36	58	64	58	-	91	66	66	36	-	-
39.8%	38.5%	36.0%	38.9%	39.0%	45.0%	-	44.0%	35.3%	41.8%	36.0%	-	-	-
70% OF THE TIME (X70) 23-4	156	30	26	36	40	23	-	35	57	41	22	-	-
23.8%	27.5%	26.0%	24.2%	26.4%	17.8%	-	16.9%	30.5%	25.9%	22.0%	-	-	-
60% OF THE TIME (X60) 23-5	56	8	6	14	19	9	-	19	15	9	13	-	-
8.5%	7.3%	6.0%	9.4%	11.6%	7.0%	-	9.2%	8.0%	5.7%	13.0%	-	-	-
50% OF THE TIME (X50) 23-6	63	11	9	20	15	8	-	17	16	17	15	-	-
9.6%	10.1%	9.0%	13.4%	9.1%	6.2%	-	8.2%	8.6%	10.8%	13.0%	-	-	-
UNDER 50% OF THE TIME (X25)	8	2	1	2	-	3	-	4	3	-	1	-	-
1.2%	1.8%	1.0%	1.3%	-	2.3%	-	1.9%	1.6%	-	1.0%	-	-	-
DON'T KNOW HOW ACCURATE	23-0	19	2	4	1	5	7	5	4	8	2	-	-
2.9%	1.8%	4.0%	.7%	3.0%	5.4%	-	2.4%	2.1%	5.1%	2.0%	-	-	-
DON'T CARE HOW ACCURATE	23-X	6	1	1	1	3	-	3	1	2	-	-	-
.9%	.9%	1.0%	.7%	1.8%	-	-	1.4%	.5%	1.3%	-	-	-	-
ANALYZED RESPONDENTS	656	109	100	149	164	129	-	207	187	158	100	-	-
	100.0%	99.8%	100.0%	100.0%	99.9%	100.0%	-	99.9%	100.0%	100.1%	100.0%	-	-
MEAN	73.44	72.74	74.37	71.97	73.27	75.04	-	74.32	73.05	73.58	71.89	-	-
STD DEV	12.6163	12.9791	12.4866	13.1650	11.2753	13.2054	-	13.3343	12.5974	11.1506	13.1613	-	-
STD ERROR	.5022	1.2606	1.2811	1.0858	.9027	1.1955	-	.9452	.9337	.9165	1.3295	-	-

PERCEIVED DEGREE OF ACCURACY OF WEATHER INFORMATION RECEIVED

QUESTION 6

		...POPULATION DENSITY....						*...AGE OF RESPONDENT....*				
		TOTAL	MALE	FEMALE	RURAL	< 10M -	10M -	30M -	< 35	35-44	45-64	65 +
100% OF THE TIME (X100)	23-1	-	-	-	-	-	-	-	-	-	-	-
90% OF THE TIME (X90)	23-2	87	26	61	21	23	18	25	13	25	30	19
80% OF THE TIME (X80)	23-3	13.3%	12.2%	13.8%	14.3%	14.6%	11.3%	13.0%	9.6%	15.0%	13.4%	14.8%
70% OF THE TIME (X70)	23-4	156	89	171	58	55	71	77	52	53	96	59
60% OF THE TIME (X60)	23-5	56	52	103	41	42	30	43	38	38	42.9%	46.1%
50% OF THE TIME (X50)	23-6	63	17	39	27.9%	26.8%	18.8%	22.4%	28.1%	22.8%	25.0%	18.0%
UNDER 50% OF THE TIME (X25)	23-7	8	21	42	12	14	12	16	10	23	13	10
DON'T KNOW HOW ACCURATE	23-0	19	-	19	8.2%	8.9%	11.3%	9.9%	7.4%	13.8%	5.8%	7.8%
DON'T CARE HOW ACCURATE	23-X	6	1	5	1	1	3	2	1	1	4	2
ANALYZED RESPONDENTS		656	213	441	147	157	160	192	135	167	224	128
MEAN		73.44	72.38	73.97	74.10	72.84	73.31	73.52	72.42	72.22	73.99	75.12
STD DEV		12.6163	14.1374	11.7586	11.6806	13.2196	12.8913	12.5574	12.1090	12.9511	12.6939	12.3893
STD ERROR		.5022	.9709	.5758	.9700	1.0687	1.0490	.9308	1.0620	1.0238	.8597	1.1263

SOURCE OF OFFICIAL WEATHER FORECASTS/ WARNINGS IN CANADA IS.

QUESTION 7

* * * * * OCCUPATION OF RESPONDENT

		RESPONDENT						EDUCATION				OTHER	
		TOTAL	PROF./ MANAG.	SALES/ CLER.	LABOUR	HOME- MAKER	RETIRED	SOME HIGH SCHOOL	HIGH SCHOOL	COMP. HIGH SCHOOL	COLL./ UNIV.	POST SCHOOL	
"ACCU-WEATHER"	24-1	2	-	-	-	2	-	1	-	-	-	-	1.0%
ATMOSPHERIC ENVIRONMENT SERVICE	24-2	72	9	13	17	19	14	15	22	26	9	9.2%	
CANADIAN WEATHER SERVICE	24-3	131	19	19	28	33	30	43	30	38	19	19.4%	
MEDIA (RADIO, TV, PAPERS, ETC.)	24-4	126	19	13	29	27	35	54	31	20	18		
ENVIRONMENT CANADA	24-5	191	37	35	49	40	29	62	52	42	34		
PROV. MINISTRIES OF ENVIRONMENT	24-6	5	-	-	1	4	1	2	1	-	-	2.0%	
TRANSPORT CANADA	24-7	24	2	3	6	6	7	9	9	2	4		
CANADIAN COAST GUARD	24-8	3	-	1	-	2	-	-	-	2	1		
OTHER	24-9	-	-	-	-	-	-	-	-	-	-		
DON'T KNOW	24-X	135	25	18	29	40	23	36	43	38	18		
ANALYZED RESPONDENTS		645	23.1%	18.8%	20.0%	24.7%	17.8%	17.7%	23.8%	23.9%	18.4%		
		106.8%	102.8%	106.2%	108.9%	104.9%	110.1%	203	181	159	98		
		109.3%	104.0%	105.8%	104.0%	105.8%	108.2%	109.3%	104.0%	105.8%	108.2%		

SOURCE OF OFFICIAL WEATHER FORECASTS/ WARNINGS IN CANADA IS.

QUESTION 7

		...POPULATION DENSITY....						*...AGE OF RESPONDENT.....*				
		TOTAL	MALE	FEMALE	RURAL	< 10M	10M - 30M	> 30M	< 35	35-44	45-64	65 +
"ACCU-WEATHER"	24-1	2 .3%	-	2 .5%	.7%	1	-	1	1	-	-	1 .8%
ATMOSPHERIC ENVIRONMENT SERVICE	24-2	72 11.2%	32 15.5%	40 9.2%	13 8.8%	24 15.2%	23 16.6%	12 6.6%	12 9.2%	21 12.7%	25 11.5%	14 10.9%
CANADIAN WEATHER SERVICE	24-3	131 20.3%	35 16.9%	96 22.0%	34 23.1%	29 18.4%	35 22.2%	33 18.1%	23 17.6%	31 18.8%	43 19.7%	34 26.4%
MEDIA (RADIO, TV, PAPERS, ETC.)	24-4	126 19.5%	43 20.8%	81 18.6%	24 16.3%	36 22.8%	31 19.6%	35 19.2%	21 16.0%	25 15.2%	39 17.9%	39 30.2%
ENVIRONMENT CANADA	24-5	191 29.6%	75 36.2%	115 26.4%	52 35.4%	47 29.7%	33 20.9%	59 32.4%	40 30.5%	48 29.1%	78 35.8%	24 18.6%
PROV. MINISTRIES OF ENVIRONMENT	24-6	5 .8%	3 1.4%	2 .5%	-	-	2 1.3%	3 1.6%	-	-	-	2 .9%
TRANSPORT CANADA	24-7	24 3.7%	12 5.8%	12 2.8%	7 4.8%	2 1.3%	4 2.5%	11 6.0%	3 2.3%	4 2.4%	12 5.5%	5 3.9%
CANADIAN COAST GUARD	24-8	3 .5%	-	3 .7%	2 1.4%	1 .6%	1 -.6%	-	-	-	1 .6%	1 .5%
OTHER	24-9	-	-	-	-	-	-	-	-	-	-	-
DON'T KNOW	24-X	135 20.9%	29 14.0%	106 24.3%	29 19.7%	31 19.6%	35 22.2%	40 22.0%	35 26.7%	38 23.0%	37 17.0%	25 19.4%
ANALYZED RESPONDENTS		645 106.8%	207 110.6%	436 105.0%	147 110.2%	158 107.6%	158 103.9%	182 105.9%	131 103.1%	165 101.8%	218 108.8%	129 113.3%

WHETHER THERE IS LOCAL WEATHER OFFICE NEAR TO WHERE LIVE

QUESTION 8

.....OCCUPATION OF RESPONDENT.....

	TOTAL	PROF./ MANAG.	SALES/ CLER.	HOME- MAKER	LABOUR	RETIRER	SOME HIGH SCHOOL	COMP. HIGH SCHOOL	OTHER POST SCHOOL
YES	25-1 60.6%	394 55.6%	60 55.6%	56 57.7%	77 52.4%	106 64.6%	90 69.8%	130 62.8%	114 62.0%
NO	25-2 22.0%	143 25.9%	28 20.6%	20 26.5%	39 18.9%	31 19.4%	25 19.4%	46 22.2%	39 21.2%
DON'T KNOW	25-3 17.4%	113 18.5%	20 21.6%	21 21.1%	31 16.5%	27 10.9%	14 10.9%	31 15.0%	31 16.8%
ANALYZED RESPONDENTS	650 100.0%	108 100.0%	97 99.9%	147 100.0%	164 100.0%	129 100.1%	207 100.0%	184 100.0%	158 100.0%

	...EDUCATION OF RESPONDENT...					
	TOTAL	SOME HIGH SCHOOL	COMP. HIGH SCHOOL	HIGH SCHOOL	COLL./ UNIV.	OTHER POST SCHOOL
YES	130 62.8%	114 62.0%	89 56.3%	89 56.3%	57 58.8%	
NO	46 22.2%	39 21.2%	36 22.8%	36 22.8%	22 22.7%	
DON'T KNOW	31 15.0%	31 16.8%	33 20.9%	33 20.9%	18 18.6%	
ANALYZED RESPONDENTS	207 100.0%	184 100.0%	158 100.0%	158 100.0%	97 100.1%	

WHETHER THERE IS LOCAL WEATHER OFFICE NEAR TO WHERE LIVE

QUESTION 8

		* . . . AGE OF RESPONDENT . . . *							
		* . . . POPULATION DENSITY . . . *							
		MALE	FEMALE	RURAL	10M - 30M	< 35	35-44	45-64	65 +
YES	TOTAL	132	260	68	76	104	146	73	94
		62.9%	59.4%	45.6%	47.5%	65.8%	79.8%	55.3%	56.6%
NO	25-1	143	49	94	56	63	18	6	73
		22.0%	23.3%	21.5%	37.6%	39.4%	11.4%	3.3%	62.9%
DON'T KNOW	25-3	113	29	84	25	21	36	31	27
		17.4%	13.8%	19.2%	16.8%	13.1%	22.8%	16.9%	21.1%
ANALYZED RESPONDENTS		650	210	438	149	160	158	183	132
		100.0%	100.0%	100.1%	100.0%	100.0%	100.0%	100.0%	100.0%

WHAT EMPLOYEES AT LOCAL OFFICE DO

QUESTION 9

	TOTAL	*.....OCCUPATION OF RESPONDENT.....*				*EDUCATION OF RESPONDENT.....*				
		PROF./ MANAG.	SALES/ CLER.	LABOUR	HOME- MAKER RETIRED	SOME COMP.	HIGH SCHOOL	HIGH SCHOOL	COLL./ UNIV.	POST SCHOOL
RELEASE WEATHER BALLOONS	67 17.2%	14 23.5%	9 16.1%	18 23.7%	16 15.4%	8 9.0%	11.1%	15.8%	20.2%	26.3%
TAKE OFFICIAL WEATHER OBSERVATIONS	235 60.3%	43 71.7%	53 53.6%	59 69.7%	45 56.7%	50.6%	71 56.3%	70 61.4%	52 58.4%	38 66.7%
PREPARE WEATHER FORECASTS/WARNINGS	215 55.1%	38 63.3%	27 48.2%	48 63.2%	58 55.8%	42 47.2%	64 50.8%	65 57.0%	50 56.2%	34 59.6%
ANSWER PHONE REQUESTS FOR WEATHER INFO.	174 44.6%	33 55.0%	23 41.1%	40 52.6%	36 38.5%	36 40.4%	58 46.0%	47 41.2%	40 44.9%	27 47.4%
BROADCAST WEATHER REPORTS ON RADIO	259 66.4%	39 65.0%	35 62.5%	56 73.7%	71 68.3%	56 62.9%	83 65.9%	74 64.9%	61 68.5%	39 68.4%
DO SCIENTIFIC RESEARCH INTO WEATHER	58 14.9%	8 13.3%	10 17.9%	7 9.2%	15 14.4%	16 18.0%	16 12.7%	21 18.4%	14 15.7%	6 10.5%
GIVE WEATHER INFO. TO AIRPLANE PILOTS	203 52.1%	35 58.3%	31 55.4%	42 55.3%	52 50.0%	41 46.1%	58 46.0%	61 53.5%	50 56.2%	32 56.1%
OTHER(S)	26-8	-	-	-	-	-	-	-	-	-
DON'T KNOW	26-X 16.4%	9 15.0%	11 19.6%	8 10.5%	20 19.2%	16 18.0%	21 16.7%	18 15.8%	16 18.0%	9 15.8%
ANALYZED RESPONDENTS	390 327.0%	60 364.9%	56 314.4%	76 337.9%	104 318.3%	89 292.2%	126 305.5%	114 328.0%	89 338.1%	57 350.8%

WHAT EMPLOYEES AT LOCAL OFFICE DO

QUESTION 9

			...POPULATION DENSITY....*				...AGE OF RESPONDENT....*			
			TOTAL	MALE	FEMALE	RURAL	< 10M	10M - 30M	30M - 60M	> 60M
RELEASE WEATHER BALLOONS	26-1	67	31	35	3	4.5%	15.8%	35.3%	11.0%	15.1%
TAKE OFFICIAL WEATHER OBSERVATIONS	26-2	235	80	153	42	43	62	88	60.7%	54.8%
PREPARE WEATHER FORECASTS/WARNINGS	26-3	215	75	139	39	40	52	84	57.9%	46.6%
ANSWER PHONE REQUESTS FOR WEATHER INFO.	26-4	174	63	110	34	35	41	64	40.2%	38.4%
BROADCAST WEATHER REPORTS ON RADIO	26-5	259	88	170	42	51	64	102	62.7%	44.1%
DO SCIENTIFIC RESEARCH INTO WEATHER	26-6	58	14	44	14	4	23	17	20.9%	10.7%
GIVE WEATHER INFO. TO AIRPLANE PILOTS	26-7	203	69	133	33	33	54	83	22.5%	20.9%
OTHER(S)	26-8	-	-	-	-	-	-	-	-	-
DON'T KNOW	26-X	64	20	44	10	15	12	27	11.8%	14.9%
ANALYZED RESPONDENTS		390	131	257	67	76	102	145	337.2%	323.9%
		327.0X	336.1X	322.1X	330.6X	337.2X	331.5X	300.1X	339.3X	282.2X

WHERE THINK OFFICIAL LOCAL WEATHER FORECAST /WARNINGS ARE PREPARED

QUESTION 10

	OCCUPATION OF RESPONDENT.....				*...EDUCATION OF RESPONDENT.....*					
	TOTAL	PROF./ MANAG.	SALES/ CLER.	LABOUR	HOME- MAKER	RETIRED	SOME HIGH SCHOOL	HIGH SCHOOL	HIGH SCHOOL	COLL./ UNIV.	OTHER SCHOOL
CALGARY WEATHER OFFICE	27-1	23	6	5	4	3	9	3	7	4	4
	3.5%	5.5%	5.0%	3.3%	2.4%	2.2%	4.2%	1.6%	4.4%	4.0%	
CANADIAN MET. CENTRE IN MONTREAL	27-2	10	-	5	4	1	4	2	3	1	
	1.5%			3.3%	2.4%	.7%	1.9%	1.1%	1.9%	1.0%	
CASTLEGAR WEATHER OFFICE	27-3	64	9	12	22	12	9	22	17	14	11
	9.6%	8.3%	12.0%	14.7%	7.2%	6.7%	10.4%	8.9%	8.8%	11.0%	
KAMLOOPS WEATHER OFFICE	27-4	172	26	27	40	45	32	58	46	37	29
	25.9%	23.9%	27.0%	26.7%	27.1%	23.7%	27.4%	24.2%	23.3%	29.0%	
KELOWNA WEATHER OFFICE	27-5	240	33	29	52	64	60	70	75	57	37
	36.1%	30.3%	29.0%	34.7%	38.6%	44.4%	33.0%	39.5%	35.8%	37.0%	
LOCAL RADIO/TELEVISION STATION	27-6	51	4	8	9	10	20	24	9	10	8
	7.7%	3.7%	8.0%	6.0%	6.0%	14.8%	11.3%	4.7%	6.3%	8.0%	
LYTTON WEATHER STATION	27-7	3	-	-	1	1	1	2	1	-	-
	.5%				.7%	.6%	.7%	.9%	.5%		
PACIFIC WEATHER CENTRE (VANCOUVER)	27-8	162	31	25	38	38	38	56	41	35	28
	24.4%	28.4%	25.0%	25.3%	16.9%	28.1%	26.4%	21.6%	22.0%	28.0%	
PENTICTON WEATHER OFFICE	27-9	98	14	11	19	24	28	34	22	20	20
	14.7%	12.8%	11.0%	12.7%	14.5%	20.7%	16.0%	11.6%	12.6%	20.0%	
VERNON WEATHER STATION	27-0	59	7	7	14	18	12	22	16	10	11
	8.9%	6.4%	7.0%	9.3%	10.8%	8.9%	10.4%	8.4%	6.3%	11.0%	
ELSEWHERE	27-X	21	4	2	5	6	3	8	4	5	3
	3.2%	3.7%	2.0%	3.3%	3.6%	2.2%	3.8%	2.1%	3.1%	3.0%	
DON'T KNOW	27-R	85	15	12	20	22	16	28	26	23	8
	12.8%	13.8%	12.0%	13.3%	13.3%	11.9%	13.2%	13.7%	14.5%	8.0%	
ANALYZED RESPONDENTS		665	109	100	150	166	135	212	190	159	100
		148.8%	136.8%	138.0%	153.3%	143.4%	165.0%	158.9%	137.9%	139.0%	160.0%

WHERE THINK OFFICIAL LOCAL WEATHER FORECAST /WARNINGS ARE PREPARED

QUESTION 10

	POPULATION DENSITY....				*....AGE OF RESPONDENT.....*			
		MALE FEMALE		RURAL	< 10M - 10M - 30M - 30M -	< 35	35-44	45-64	65 +
CALGARY WEATHER OFFICE	27-1	23	8	15	7	11	3	2	5
CALGARY WEATHER OFFICE	27-1	3.5%	3.7%	3.3%	4.6%	6.8%	1.9%	1.0%	3.7%
CANADIAN MET. CENTRE IN MONTREAL	27-2	10	5	5	3	2	2	3	5
CANADIAN MET. CENTRE IN MONTREAL	27-2	1.5%	2.3%	1.1%	2.0%	1.2%	1.2%	1.6%	1.5%
CASTLEGAR WEATHER OFFICE	27-3	64	29	35	16	38	9	1	2
CASTLEGAR WEATHER OFFICE	27-3	9.6%	13.6%	7.8%	10.6%	23.6%	5.6%	.5%	1.8%
KAMLOOPS WEATHER OFFICE	27-4	172	61	109	49	29	12	82	13
KAMLOOPS WEATHER OFFICE	27-4	25.9%	28.5%	24.3%	32.5%	18.0%	7.5%	42.7%	24.8%
KELOWNA WEATHER OFFICE	27-5	240	81	159	48	47	66	79	24
KELOWNA WEATHER OFFICE	27-5	36.1%	37.9%	35.4%	31.8%	29.2%	41.0%	41.1%	16
LOCAL RADIO/TELEVISION STATION	27-6	51	17	34	12	19	7	13	14
LOCAL RADIO/TELEVISION STATION	27-6	7.7%	7.9%	7.6%	7.9%	11.8%	4.3%	6.8%	8.3%
LYTTON WEATHER STATION	27-7	3	1	2	-	-	1	2	4
LYTTON WEATHER STATION	27-7	.5%	.5%	.4%			.6%	1.0%	.8%
PACIFIC WEATHER CENTRE (VANCOUVER)	27-8	162	63	98	35	40	43	44	16
PACIFIC WEATHER CENTRE (VANCOUVER)	27-8	24.4%	29.4%	21.8%	23.2%	24.8%	26.7%	22.9%	23.6%
PENTICTON WEATHER OFFICE	27-9	98	33	64	20	29	40	9	10
PENTICTON WEATHER OFFICE	27-9	14.7%	15.4%	14.3%	13.2%	18.0%	24.8%	4.7%	13.8%
VERNON WEATHER STATION	27-0	59	18	41	14	9	30	6	7
VERNON WEATHER STATION	27-0	8.9%	8.4%	9.1%	9.3%	5.6%	18.6%	3.1%	5.2%
ELSEWHERE	27-X	21	7	14	8	5	3	5	4
ELSEWHERE	27-X	3.2%	3.3%	3.1%	5.3%	3.1%	1.9%	2.6%	3.0%
DON'T KNOW	27-R	85	18	67	17	21	20	27	22
DON'T KNOW	27-R	12.8%	8.4%	14.9%	11.3%	13.0%	12.4%	14.1%	16.3%
ANALYZED RESPONDENTS		665	214	449	151	161	161	192	135
ANALYZED RESPONDENTS		148.8%	159.3%	143.1%	151.7%	155.1%	146.5%	142.1%	128.9%

LAST WARNING REMEMBER FOR SEVERE LOCAL CONDITIONS WARNED ABOUT...

QUESTION 11

	TOTAL	*...OCCUPATION OF RESPONDENT.....*				*...EDUCATION OF RESPONDENT....*					
		PROF./ MANAG.	SALES/ CLER.	HOME- MAKER	RETIRED	SCHOOL	HIGH SCHOOL	COMP. HIGH	OTHER COLL./ UNIV.		
DAMAGING FROST	28-1	150 22.9%	16 14.8%	27 17.3%	42 18.5%	48 25.3%	36.6%	60 28.7%	37 20.0%	35 22.2%	18 18.4%
STRONG WINDS	28-2	331 50.6%	55 50.9%	42 42.9%	67 45.9%	91 54.8%	75 57.3%	109 52.2%	90 48.6%	81 51.3%	50 51.0%
THUNDERSTORMS	28-3	52 8.0%	7 6.5%	5 5.1%	8 5.5%	16 9.6%	15 11.5%	20 9.6%	11 5.9%	10 6.3%	10 10.2%
HEAVY RAIN	28-4	69 10.6%	11 10.2%	6 6.1%	9 6.2%	17 10.2%	25 19.1%	23 11.0%	20 10.8%	13 8.2%	12 12.2%
HEAVY SNOW	28-5	285 43.6%	51 47.2%	54 55.1%	71 48.6%	55 33.1%	52 39.7%	83 39.7%	92 49.7%	60 38.0%	49 50.0%
EXTREMELY COLD OR HOT WEATHER	28-6	256 39.1%	41 38.0%	33 33.7%	55 37.7%	69 41.6%	55 42.0%	84 40.2%	75 40.5%	56 35.4%	38 38.8%
SOMETHING ELSE	28-7	20 3.1%	1 .9%	3 3.1%	5 3.4%	7 4.2%	4 3.1%	9 4.3%	3 1.6%	3 1.9%	5 5.1%
BUT CAN'T REMEMBER WHAT IS WAS	28-8	26 4.0%	2 1.9%	2 2.0%	6 4.1%	9 5.4%	7 5.3%	16 7.7%	3 1.6%	5 3.2%	2 2.0%
CAN'T REMEMBER HEARING ANY WARNINGS	28-0	91 13.9%	18 16.7%	11 11.2%	20 13.7%	21 12.0%	21 16.0%	29 13.9%	25 13.5%	22 13.9%	14 14.5%
ANALYZED RESPONDENTS		654 195.8%	108 187.1%	98 176.5%	146 183.6%	166 196.2%	131 230.6%	209 207.3%	185 192.2%	158 180.4%	98 202.0%

LAST WARNING REMEMBER FOR SEVERE LOCAL CONDITIONS WARNED ABOUT...

QUESTION 11

		POPULATION DENSITY....				*....AGE OF RESPONDENT....*						
			TOTAL	MALE	FEMALE	RURAL	< 10M -	10M - 29.9M	30M - 99.9M	< 35	35-44	45-64	65 +
DAMAGING FROST	28-1	150	52	98	35	39	34	42	14	27	60	49	49
		22.9%	24.8%	22.2%	23.5%	24.2%	21.3%	22.8%	10.6%	16.3%	26.9%	37.4%	
STRONG WINDS	28-2	331	109	222	73	84	78	96	66	75	112	78	78
		50.6%	51.9%	50.2%	49.0%	52.2%	48.8%	52.2%	50.0%	45.2%	50.2%	59.5%	
THUNDERSTORMS	28-3	52	15	37	8	20	11	13	8	9	18	17	17
		8.0%	7.1%	8.4%	5.4%	12.4%	6.9%	7.1%	6.1%	5.4%	8.1%	13.0%	
HEAVY RAIN	28-4	69	20	49	18	23	12	16	9	13	19	28	28
		10.6%	9.5%	11.1%	12.1%	14.3%	7.5%	8.7%	6.8%	7.8%	8.5%	21.4%	
HEAVY SNOW	28-5	285	108	177	71	78	70	66	55	75	106	49	49
		43.6%	51.4%	40.0%	47.7%	48.4%	43.8%	35.9%	41.7%	45.2%	47.5%	37.4%	
EXTREMELY COLD OR HOT WEATHER	28-6	256	80	174	53	63	67	73	53	66	79	56	56
		39.1%	38.1%	39.4%	35.6%	39.1%	41.9%	39.7%	40.2%	39.8%	35.4%	42.7%	
SOMETHING ELSE	28-7	20	7	13	4	4	7	5	2	9	6	3	3
		3.1%	3.3%	2.9%	2.7%	2.5%	4.4%	2.7%	1.5%	5.4%	2.7%	2.3%	
BUT CAN'T REMEMBER WHAT IS WAS	28-8	26	6	20	4	6	7	9	5	3	8	10	10
CAN'T REMEMBER HEARING ANY WARNINGS	28-0	91	28	63	19	25	22	25	18	23	30	20	20
ANALYZED RESPONDENTS		654	210	442	149	161	160	184	132	166	223	131	
		195.8%	202.3%	193.0%	191.5%	212.3%	192.8%	187.6%	174.5%	180.8%	196.4%	236.6%	

PARTS OF FORECAST VERY IMPORTANT TO RESPOND. FOR WHERE LIVE-SUMMER

QUESTION 12

	OCCUPATION OF RESPONDENT.....						*...EDUCATION OF RESPONDENT....*					
		TOTAL	PROF./ MANAG.	SALES/ CLER.	HOME- MAKER	RETIRED	SCHOOL	HIGH SCHOOL	HIGH SCHOOL	COLL./ UNIV.	POST SCHOOL	OTHER SCHOOL	
START & STOP TIMES OF RAIN OR SHOWERS	29-1	151 22.9%	21 19.3%	16 16.0%	38 25.3%	41 25.4%	34	26.2%	18.6%	35	44	16	
AMOUNT OF RAIN OR SHOWERS	29-2	229 34.7%	39 35.8%	31 31.0%	58 38.7%	50 30.7%	50 37.3%	88	57	56	28	28	
PROBABILITY OF RAIN OR SHOWERS	29-3	455 69.0%	81 74.3%	77 77.0%	107 71.3%	108 66.3%	79 59.0%	41.9%	30.3%	35.2%	28.0%	28.0%	
MAXIMUM TEMPERATURES	29-4	466 70.7%	80 73.4%	77 77.0%	108 72.0%	113 69.3%	85 63.4%	129	126	125	73	73	
MINIMUM TEMPERATURES	29-5	256 38.8%	41 37.6%	40 40.0%	58 38.7%	54 33.1%	62 46.5%	61.4%	67.0%	78.6%	73.0%	73.0%	
AMOUNT OF SUNSHINE	29-6	297 45.1%	52 47.7%	51 51.0%	68 45.3%	75 46.0%	50 37.3%	143	125	119	77	77	
AMOUNT OF CLOUD COVER	29-7	127 19.3%	20 18.3%	22 22.0%	32 21.3%	27 16.6%	24 17.9%	107	71	70	48	48	
WIND SPEED	29-8	198 30.0%	29 26.6%	33 33.0%	42 28.0%	43 26.4%	49 36.6%	51.0%	37.8%	44.0%	48.0%	48.0%	
WIND DIRECTION	29-9	87 13.2%	11 10.1%	13 13.0%	13 13.3%	11 11.0%	18 18.7%	45	31	31	18	18	
POLLUTION INDEX	29-0	77 11.7%	10 9.2%	8 8.0%	16 10.7%	18 11.0%	24 17.9%	21.4%	16.5%	19.5%	18.0%	18.0%	
DRYING INDEX	29-X	135 20.5%	18 16.5%	20 20.0%	34 22.7%	37 22.7%	25 18.7%	65	53	46	33	33	
NONE OF THESE	29-R	28 4.2%	6 5.5%	2 2.0%	6 4.0%	6 3.7%	8 6.0%	29	19	20	19	19	
ANALYZED RESPONDENTS		659 380.1%	109 374.3%	100 390.0%	150 391.3%	163 362.0%	134 384.5%	210	188	159	100	100	
								401.5%	336.7%	390.4%	399.0%		

PARTS OF FORECAST VERY IMPORTANT TO RESPOND. FOR WHERE LIVE-SUMMER

QUESTION 12

	TOTAL	MALE	FEMALE	RURAL	10M <	10M -	30M -	< 35	35-44	45-64	65 +	*...AGE OF RESPONDENT....*
START & STOP TIMES OF RAIN OR SHOWERS	29-1 151 22.9%	52 24.3%	99 22.2%	41 27.5%	42 26.1%	21.1%	18.1%	34 24.4%	36 21.7%	49 21.5%	33 25.4%	
AMOUNT OF RAIN OR SHOWERS	29-2 229 34.7%	86 40.2%	143 32.1%	71 47.7%	49 30.4%	54 33.5%	55 29.3%	41 30.4%	53 31.9%	87 38.2%	48 36.9%	
PROBABILITY OF RAIN OR SHOWERS	29-3 455 69.0%	158 73.8%	297 66.7%	101 67.8%	119 73.9%	111 68.9%	124 66.0%	105 77.8%	126 75.9%	147 64.5%	77 59.2%	
MAXIMUM TEMPERATURES	29-4 466 70.7%	150 70.1%	316 71.0%	99 66.4%	110 68.3%	115 71.4%	142 75.5%	103 76.3%	124 74.7%	158 69.3%	81 62.3%	
MINIMUM TEMPERATURES	29-5 256 38.8%	84 39.3%	172 38.7%	57 38.3%	72 44.7%	59 36.6%	68 36.2%	44 32.6%	61 36.7%	92 40.4%	59 45.4%	
AMOUNT OF SUNSHINE	29-6 297 45.1%	95 44.4%	202 45.4%	63 42.3%	80 49.7%	71 44.1%	83 44.1%	74 54.8%	73 44.0%	101 44.3%	49 37.7%	
AMOUNT OF CLOUD COVER	29-7 127 19.3%	45 21.0%	82 18.4%	31 20.8%	40 24.8%	24 14.9%	32 17.0%	27 20.0%	35 21.1%	39 17.1%	26 20.0%	
WIND SPEED	29-8 198 30.0%	68 31.8%	130 29.2%	32 21.5%	52 32.3%	49 30.4%	65 34.6%	37 27.4%	43 25.9%	77 33.8%	41 31.5%	
WIND DIRECTION	29-9 87 13.2%	33 15.4%	54 12.1%	20 13.4%	24 14.9%	19 11.8%	24 12.8%	11 8.1%	17 10.2%	17 17.1%	20 15.4%	
POLLUTION INDEX	29-0 77 11.7%	22 10.3%	55 12.4%	13 8.7%	22 13.7%	16 9.9%	26 13.8%	11 8.1%	12 7.2%	31 13.6%	23 17.7%	
DRYING INDEX	29-X 135 20.5%	42 19.6%	93 20.9%	45 30.2%	35 21.7%	26 16.1%	29 15.4%	26 19.3%	31 18.7%	55 24.1%	23 17.7%	
NONE OF THESE	29-R 28 4.2%	7 3.3%	21 4.7%	5 3.4%	7 4.3%	9 5.6%	7 3.7%	4 3.0%	6 3.6%	10 4.4%	8 6.2%	
ANALYZED RESPONDENTS	659 380.1%	214 393.5%	445 373.8%	149 388.0%	161 404.8%	161 364.3%	188 366.5%	135 382.2%	166 371.6%	228 388.3%	130 375.4%	

PARTS OF FORECAST VERY IMPORTANT TO RESPOND. FOR WHERE LIVE-WINTER

QUESTION 13

	TOTAL	*...OCCUPATION OF RESPONDENT.....*			*...EDUCATION OF RESPONDENT.....*					
		PROF./ MANAG.	SALES/ CLER.	HOME- MAKER RETIRED	SCHOOL	HIGH SCHOOL	COLL./ UNIV.	POST SCHOOL	OTHER SCHOOL	
START & STOP TIMES OF SNOW/(FREEZING) RAIN	289 43.6%	38 34.9%	34 34.0%	69 46.0%	73 44.0%	54.1%	98 46.2%	74 38.9%	66 41.5%	49 49.0%
AMOUNT OF SNOW/(FREEZING) RAIN	470 70.9%	80 73.4%	77 77.0%	106 70.7%	120 72.5%	84 62.2%	146 68.9%	130 68.4%	120 75.5%	72 72.0%
PROBABILITY OF SNOW/(FREEZING) RAIN	509 76.8%	90 82.6%	84 84.0%	118 78.7%	130 78.5%	84 62.2%	156 73.6%	138 72.6%	133 83.6%	80 80.0%
MAXIMUM TEMPERATURES	388 58.5%	60 55.0%	60 60.0%	85 56.7%	103 62.0%	77 57.0%	137 64.6%	105 55.3%	86 54.1%	58 58.0%
MINIMUM TEMPERATURES	30-5 70.6%	83 76.1%	72 72.0%	102 68.0%	116 68.7%	94 69.6%	133 62.7%	131 68.9%	121 76.1%	81 81.0%
AMOUNT OF SUNSHINE	30-6 25.3%	16 14.7%	31 31.0%	34 22.7%	42 25.3%	44 32.6%	62 29.2%	39 20.5%	40 25.2%	26 26.0%
AMOUNT OF CLOUD COVER	30-7 14.2%	8 7.3%	14 14.0%	27 18.0%	24 14.5%	21 15.6%	37 17.5%	27 14.2%	18 11.3%	12 12.0%
WIND SPEED	30-8 32.0%	33 30.3%	33 33.0%	50 33.3%	46 27.7%	49 36.3%	71 33.5%	58 30.5%	51 32.1%	31 31.0%
WIND DIRECTION	30-9 12.1%	8 7.3%	14 14.0%	19 12.7%	16 9.6%	22 16.3%	31 16.6%	14 12.7%	18 11.3%	16 16.0%
POLLUTION INDEX	30-0 8.3%	5 4.6%	6 6.0%	13 8.7%	11 6.6%	20 14.8%	27 12.7%	11 5.8%	6 3.8%	11 11.0%
WEATHER CONDITIONS IN HIGH AREAS	285 43.0%	53 48.6%	41 41.0%	60 40.0%	76 45.8%	54 40.0%	91 42.9%	72 37.9%	70 44.0%	51 51.0%
NONE OF THESE	30-R 2.4%	2 1.8%	2 2.0%	1 1.3%	1 .6%	1 6.7%	5 2.4%	7 3.7%	2 1.3%	2 2.0%
ANALYZED RESPONDENTS	663 436.6%	109 436.6%	100 468.0%	150 456.8%	166 455.4%	135 467.4%	212 468.8%	190 424.1%	159 459.8%	100 489.0%

PARTS OF FORECAST VERY IMPORTANT TO RESPOND. FOR WHERE LIVE-WINTER

QUESTION 13

		...POPULATION DENSITY...						*...AGE OF RESPONDENT....*			
	TOTAL	MALE	FEMALE	RURAL	< 10M	10M - 30M	> 30M	< 35	35-44	45-64	65 +
START & STOP TIMES OF SNOW/(FREEZING) RAIN	30-1 289 43.6%	97 45.3%	192 42.8%	73 48.3%	76 47.2%	66 41.0%	74 38.9%	53 39.3%	63 37.7%	108 47.4%	65 48.9%
AMOUNT OF SNOW/(FREEZING) RAIN	30-2 470 70.9%	155 72.4%	315 70.2%	110 72.8%	119 73.9%	108 67.1%	133 70.0%	110 81.5%	111 66.5%	163 71.5%	86 64.7%
PROBABILITY OF SNOW/(FREEZING) RAIN	30-3 509 76.8%	166 77.6%	343 76.4%	118 78.1%	131 81.4%	122 75.8%	138 72.6%	108 80.0%	141 84.4%	181 79.4%	79 59.4%
MAXIMUM TEMPERATURES	30-4 588 58.5%	122 57.0%	266 59.2%	82 54.3%	94 58.4%	95 59.0%	117 61.6%	79 58.5%	93 55.7%	135 59.2%	81 60.9%
MINIMUM TEMPERATURES	30-5 468 70.6%	165 77.1%	303 67.5%	91 60.3%	112 69.6%	126 78.3%	139 73.2%	108 80.0%	122 73.1%	148 64.9%	90 67.7%
AMOUNT OF SUNSHINE	30-6 168 25.3%	53 24.8%	115 25.6%	35 23.2%	43 26.7%	37 23.0%	53 27.9%	31 23.0%	36 21.6%	58 25.4%	43 32.3%
AMOUNT OF CLOUD COVER	30-7 94 14.2%	31 14.5%	63 14.0%	21 13.9%	25 15.5%	21 13.0%	27 14.2%	12 8.9%	25 15.0%	37 16.2%	20 15.0%
WIND SPEED	30-8 212 32.0%	73 34.1%	139 31.0%	43 28.5%	52 32.3%	59 36.6%	58 30.5%	40 29.6%	41 24.6%	87 38.2%	44 33.1%
WIND DIRECTION	30-9 80 12.1%	32 15.0%	48 10.7%	16 10.6%	26 16.1%	19 11.8%	19 10.0%	5 3.7%	17 10.2%	38 16.7%	20 15.0%
POLLUTION INDEX	30-0 55 8.3%	18 8.4%	37 8.2%	10 6.6%	17 10.6%	10 6.2%	18 9.5%	4 3.0%	9 5.4%	22 9.6%	20 15.0%
WEATHER CONDITIONS IN HIGH AREAS	30-X 285 43.0%	95 44.4%	190 42.3%	68 45.0%	77 47.8%	68 42.2%	72 37.9%	50 37.0%	75 44.9%	111 48.7%	49 36.8%
NONE OF THESE	30-R 16 2.4%	2 .9%	14 3.1%	3 2.0%	14 1.2%	2 4.3%	7 2.1%	4 .7%	3 1.8%	5 2.2%	7 5.3%
ANALYZED RESPONDENTS	663 457.7%	214 471.5%	449 451.0%	151 443.6%	161 480.7%	161 458.3%	190 448.4%	135 445.2%	167 440.9%	228 479.4%	133 454.1%

PERCEIVED DEGREE OF USEFULNESS OF WEATHER SERVICES FOR LOCAL AREA

QUESTION 14

.....OCCUPATION OF RESPONDENT.....

		TOTAL	PROF./ MANAG.	SALES/ CLER.	HOME- MAKER	LABOUR	RETIRED	SOME HIGH SCHOOL	HIGH SCHOOL	OTHER COLL./ UNIV.	POST SCHOOL
VERY USEFUL	(X+5)	31-1	265	33	37	57	70	66	99	73	58
		40.0%	50.3%	37.0%	38.0%	42.2%	49.3%	46.7%	38.4%	36.5%	33.3%
QUITE USEFUL	(X+1)	31-2	347	65	55	80	85	61	99	101	88
		52.4%	59.6%	55.0%	53.3%	51.2%	45.5%	46.7%	53.2%	55.3%	59.6%
NOT VERY USEFUL	(X-1)	31-3	37	9	6	10	8	4	9	12	11
		5.6%	8.3%	6.0%	6.7%	4.8%	3.0%	4.2%	6.3%	6.9%	5.1%
NOT AT ALL USEFUL(X-3)	31-4	3	1	1	1	-	-	1	1	1	-
		.5%	.9%	1.0%	.7%			.5%	.5%	.6%	
DON'T KNOW	31-X	10	1	1	2	3	3	4	3	1	2
		1.5%	.9%	1.0%	1.3%	1.8%	2.2%	1.9%	1.6%	.6%	2.0%
ANALYZED RESPONDENTS		662	109	100	150	166	134	212	190	159	99
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.9%	100.0%
MEAN		1.68	1.41	1.59	1.61	1.76	1.95	1.85	1.63	1.57	1.58
STD DEV		1.2093	1.2400	1.2473	1.2446	1.1555	1.1141	1.1991	1.2270	1.2343	1.1107
STD ERROR		.0473	.1193	.1253	.1023	.0905	.0973	.0831	.0897	.0982	.1127

PERCEIVED DEGREE OF USEFULNESS OF WEATHER SERVICES FOR LOCAL AREA

QUESTION 14

	POPULATION DENSITY....						*....AGE OF RESPONDENT.....*				
		TOTAL	MALE	FEMALE	RURAL	< 10M -	10M - 30M -	30M - 99.9M	< 35	35-44	45-64	65 +
VERY USEFUL (X+3) 31-1		265	84	181	67	64	60	74	34	65	101	65
QUITE USEFUL (X+1) 31-2		347	111	236	44.4%	39.8%	37.3%	39.2%	25.2%	38.9%	44.3%	49.2%
NOT VERY USEFUL (X-1) 31-3		37	16	21	7.3%	82	89	103	87	90	111	59
NOT AT ALL USEFUL(X-3) 31-4		3	2	1	1	1	1	1	-	-	-	5
DON'T KNOW 31-X		10	1	9	.7%	.6%	.6%	.5%	-	-	-	1.3%
ANALYZED RESPONDENTS		662	214	448	151	161	161	189	3	2.2%	4	3
MEAN		1.68	1.60	1.72	1.77	1.63	1.65	1.69	1.35	1.63	1.77	1.93
STD DEV		1.2093	1.2911	1.1656	1.2391	1.2716	1.1532	1.1729	1.1145	1.2005	1.2605	1.1424
STD ERROR		.0473	.0884	.0556	.1015	.1008	.0917	.0860	.0970	.0929	.0842	.1005

QUESTIONNAIRE COMPLETED BY

QUESTION 15

	POPULATION DENSITY.....						*....AGE OF RESPONDENT.....*					
		TOTAL	MALE	FEMALE	< 10M -	10M - 30M -	30M -	< 35	35-44	45-64	65 +		
THE MALE HEAD OF HOUSEHOLD	32-1	214	214	-	45	56	55	58	30	52	85	47	
THE FEMALE HEAD OF HEAD	32-2	449	-	449	29.8%	34.8%	34.2%	30.5%	22.2%	31.1%	37.3%	35.3%	
ANALYZED RESPONDENTS		663	214	449	106	105	106	132	105	115	143	86	
					70.2%	65.2%	65.8%	69.5%	77.8%	68.9%	62.7%	64.7%	
					151	161	161	190	135	167	228	133	
					100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	



CONSUMER MAIL PANEL

Market Facts of Canada Limited

77 Bloor Street West, 12th Floor, Toronto, Ontario M5S 3A4
1200 McGill College, Suite 1660, Montreal, Quebec H3B 4G7

STUDY #B367FT-BC

January, 1989

Dear Panel Member,

As I sit here looking at the sun shining and knowing that the temperature outside is minus 7°C., it is appropriate that I am sending you a questionnaire about weather. I've never done a study on weather before, so I'm anxious to receive the completed questionnaire and learn about weather in different parts of the country.

As I need to hear from both males and females, in your household I should like it to be completed by -

- THE MALE HEAD OF THE FAMILY, IF THERE IS ONE, OTHERWISE THE FEMALE HEAD. 14-1

Please have the questionnaire completed as soon as possible, and sent to me in the enclosed postage paid envelope.

Yours sincerely,

15-1

Marie Brighton

1. The weather is important to some people and not to others. Please 'X' the box(es) below to show me how you feel about the weather. ('X' AS MANY AS APPLY)

The weather is important to me because ...

- it affects my livelihood ----- ()¹⁶1
- it affects my recreational activities ----- ()2
- it affects my travel ----- ()3
- it affects my health and/or safety -- ()4
- it affects other things I do ----- ()5

The weather is not important to me ----- ()6

2. When you need to know something about the weather, how do you usually go about finding it out? ('X' AS MANY AS APPLY)

Listen to CBC radio ----- ()¹⁷1

Listen to other radio station ----- ()2

Listen to weather person being interviewed on radio ----- ()3

Watch weather segment on television news ----- ()4

Watch 'Weather Now' on national cable ----- ()5

Watch Kamloops local cable channel ----- ()6

Look in newspaper ----- ()¹⁸1

Call local weather office ----- ()2

Call long distance to nearest weather office - ()3

Telephone or ask other people ----- ()4

Call a radio station ----- ()5

Go to a weather office ----- ()6

Just look outside ----- ()7

Other (PLEASE DESCRIBE) _____

I don't actively seek out weather information ()0

3. Which parts of weather forecast do you normally see or hear on a daily basis? ('X' AS MANY AS APPLY)

For today, - the high and low temperatures ()¹⁻¹⁹
- the amount of cloud cover ---- ()²
- the type of precipitation
 (showers, rain, snow) ----- ()³
- the probability of
 precipitation ----- ()⁴
- the wind conditions ----- ()⁵

For tomorrow, - the high and low temperatures ()⁶
- the amount of cloud cover ---- ()⁷
- the type of precipitation
 (showers, rain, snow) ----- ()⁸
- the probability of
 precipitation ----- ()⁹
- the wind conditions ----- ()⁰

For today and tomorrow,
- the description of what is
 going to happen ----- ()¹⁻²⁰

For the period after tomorrow and out to the
fifth day - the high and low temperatures ()²
- the amount of cloud cover ---- ()³
- the type of precipitation
 (showers, rain, snow) ----- ()⁴
- the probability of
 precipitation ----- ()⁵

The drying index for farming and/or forestry
in the summer ----- ()⁶

The freezing level in the winter ----- ()⁷

The severe thunderstorm alert statement
in the summer ----- ()⁸

Frost warnings in the spring and fall ----- ()⁹

Other (PLEASE DESCRIBE)

4. How satisfied are you with the quality of the weather forecasts and information you receive? ('X' ONE BOX)

Very satisfied ----- ()¹⁻²¹
Quite satisfied ----- ()²
Not very satisfied ----- ()³
Not at all satisfied ----- ()⁴

Never get any information ----- ()⁰ → SKIP TO QU. 7.

5. How often can you normally get the weather information you want? ('X' ONE BOX)

More often than I want it ----- ()¹⁻²²
Always ----- ()²
Most of the time ----- ()³
About half the time ----- ()⁴
Less than half the time ----- ()⁵
Rarely ----- ()⁶
Never ----- ()⁷

Never try to get weather information ----- ()⁰

6. How accurate do you think the weather information you receive is? ('X' ONE BOX)

Accurate - 100% of the time ----- ()¹⁻²³
- 90% of the time ----- ()²
- 80% of the time ----- ()³
- 70% of the time ----- ()⁴
- 60% of the time ----- ()⁵
- 50% of the time ----- ()⁶
- less than 50% of the time ----- ()⁷

- Don't know how accurate ----- ()⁰
- Don't care how accurate ----- ()^X

7. To the best of your knowledge, is the source of the official weather forecasts and weather warnings in Canada ... ('X' ONE BOX)

"Accu-weather"	()1	-24
Atmospheric Environment Service	()2	
Canadian Weather Service	()3	
Media (radio, T.V., newspapers, etc.)	()4	
Environment Canada	()5	
Provincial Ministries of the Environment	()6	
Transport Canada	()7	
Canadian Coast Guard	()8	
Other (PLEASE DESCRIBE)		

Don't know ----- ()X

8. Is there a local weather office near to where you live, or not?

Yes	()1	-25
No	()2	
Don't know	()3	→ SKIP TO QU. 10

9. What do the people who work at your local weather office do? ('X' AS MANY AS APPLY)

Release weather balloons	()1	-26
Take official weather observations	()2	
Prepare weather forecasts and weather warnings	()3	
Answer telephone requests for weather information	()4	
Broadcast weather reports on the radio	()5	
Do scientific research into the weather	()6	
Give weather information to airplane pilots	()7	
Other (please describe)		

Don't know ----- ()X

10. Where do you think the official weather forecasts and weather warnings for your area are prepared? ('X' AS MANY AS APPLY)

Calgary weather office	()1	-27
Canadian Meteorological Centre in Montreal	()2	
Castlegar weather office	()3	
Kamloops weather office	()4	
Kelowna weather office	()5	
Local radio or television station	()6	
Lytton weather station	()7	
Pacific weather centre in Vancouver	()8	
Penticton weather office	()9	
Vernon weather station	()0	
Elsewhere	()X	

Don't know ----- ()V

11. Can you remember the last time you heard a weather warning for severe or dangerous conditions in your area? ('X' AS MANY AS APPLY)

Yes; and it warned about:

- damaging frost	()1	-28
- strong winds	()2	
- thunderstorms	()3	
- heavy rain	()4	
- heavy snow	()5	
- extremely cold or hot weather	()6	
- something else	()7	
- but can't remember what it was	()8	

No, can't remember hearing any warnings ----- ()0

- 4 -
12. Thinking just of the **summer time**, which parts of a weather forecast would be very important to you for where you live? ('X' AS MANY AS APPLY)

Times of start and stop of rain or showers --- ()1-29
Amount of rain or showers ----- ()2
Probability of rain or showers ----- ()3
Maximum temperatures ----- ()4
Minimum temperatures ----- ()5
Amount of sunshine ----- ()6
Amount of cloud cover ----- ()7
Wind speed ----- ()8
Wind direction ----- ()9
Pollution index ----- ()0
Drying index for farming and/or forestry ----- ()X
None of these ----- ()V

13. Now, just thinking of the **winter time**, which parts of a weather forecast would be very important to you for where you live? ('X' AS MANY AS APPLY)

Times of start and stop of snow or rain
or freezing rain ----- ()1-30
Amount of snow or rain or freezing rain ----- ()2
Probability of snow or rain or freezing rain - ()3
Maximum temperatures ----- ()4
Minimum temperatures ----- ()5
Amount of sunshine ----- ()6
Amount of cloud cover ----- ()7
Wind speed ----- ()8
Wind direction ----- ()9
Pollution index ----- ()0
Weather conditions in high areas such as
mountain passes ----- ()X

None of these ----- ()V

14. How useful do you think the weather information and weather services available to you in your area are? ('X' ONE BOX)

Very useful ----- ()1-31
Quite useful ----- ()2
Not very useful ----- ()3
Not at all useful ----- ()4
Don't know ----- ()X

15. This questionnaire was completed by ... ('X' ONE BOX)

- the male head ----- ()1-32
- the female head ----- ()2

THANK YOU VERY MUCH FOR YOUR HELP