

Responder Satisfaction Survey Comparison 2008, 2009, 2011, 2012 & 2013

Surveys were carried out via telephone calls during February 2008, 2009 and 2011. 400 surveys took place in 2008 & 2009 and 450 surveys took place in 2011. For all of these surveys the samples was drawn from the National Severe Weather Warning database.

For the 2012 survey the sample was drawn from three databases: the National Severe Weather Warning Service (NSWWS), the Flood Forecasting Centre and Hazard Manager and for 2013 the Environment Agency (EA) and Scottish Environment Protection Agency (SEPA) databases were added. Across the survey 3,012 respondents responded by email to either the weather and/or flood service questions. In total, 2,557 emergency responders completed questions relating to Public Weather Services.

Key findings from the survey undertaken 2013 include:

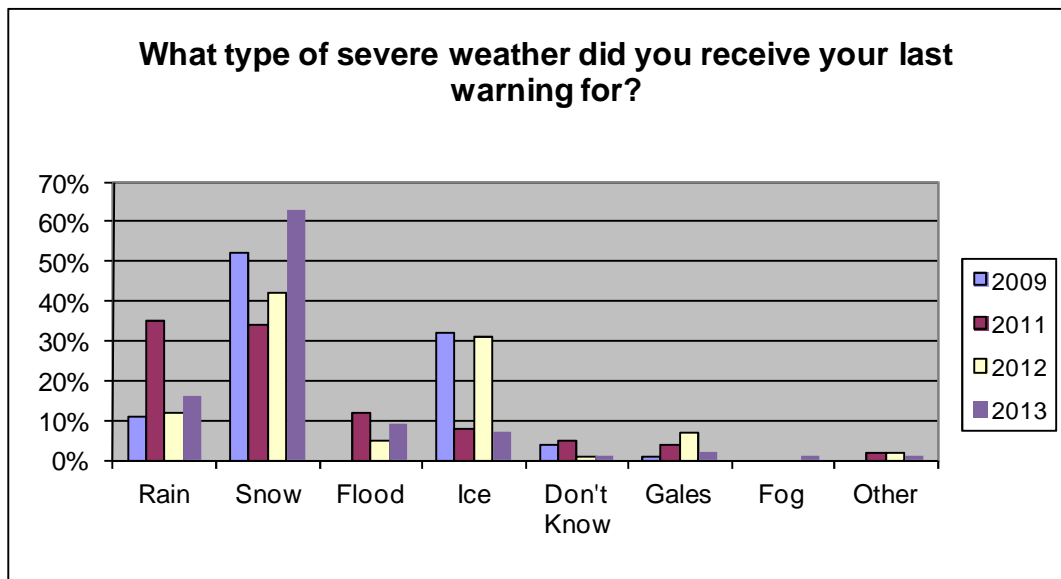
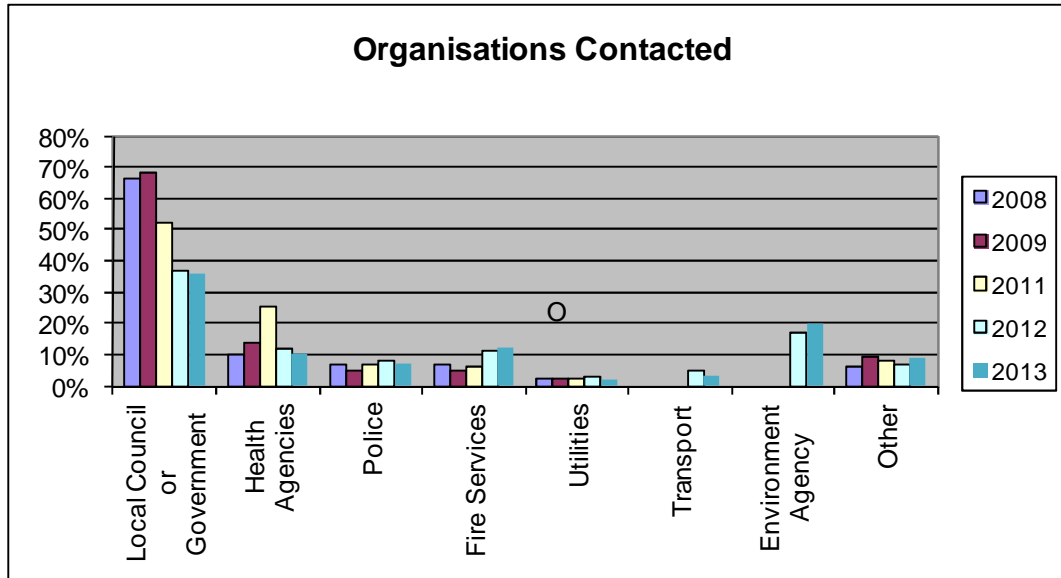
- **Severe Weather Warnings**
 - Overall, respondents were very satisfied with the last weather warning they received. The overall satisfaction levels show nine in ten (91%) are satisfied.
 - 55% of respondents stated that the performance of the National severe Weather Warning service had got better during the last year.
 - Key Drivers Analysis shows that the ease of use of the information is the primary driver of overall satisfaction with the last weather warning. The majority rated the ease of use of their last warning as excellent or very good (77%).
 - While the vast majority (79%) say the number of warnings they receive is about right, one in seven (17%) say they are delivered too frequently.

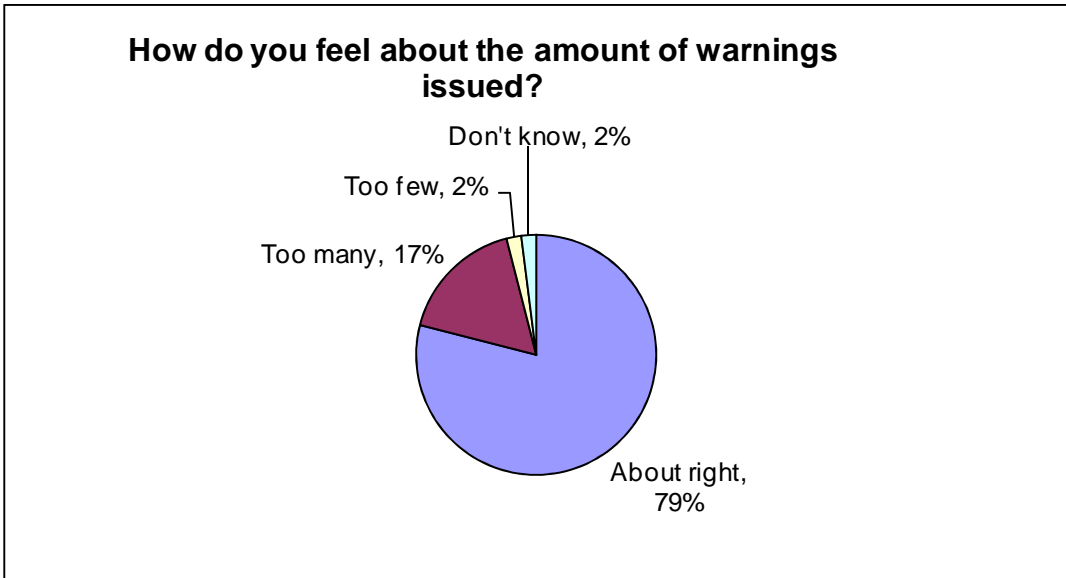
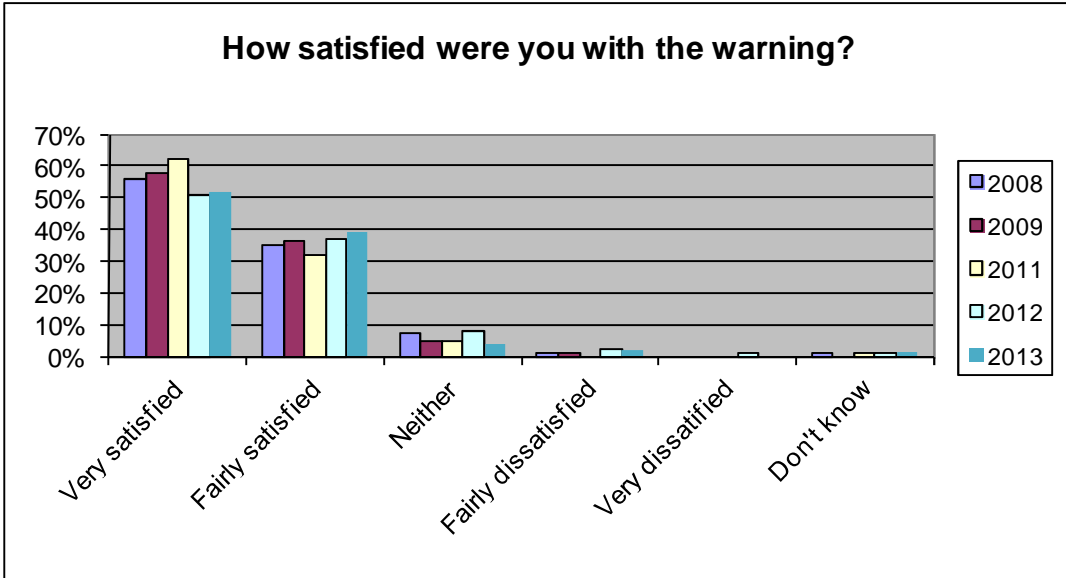
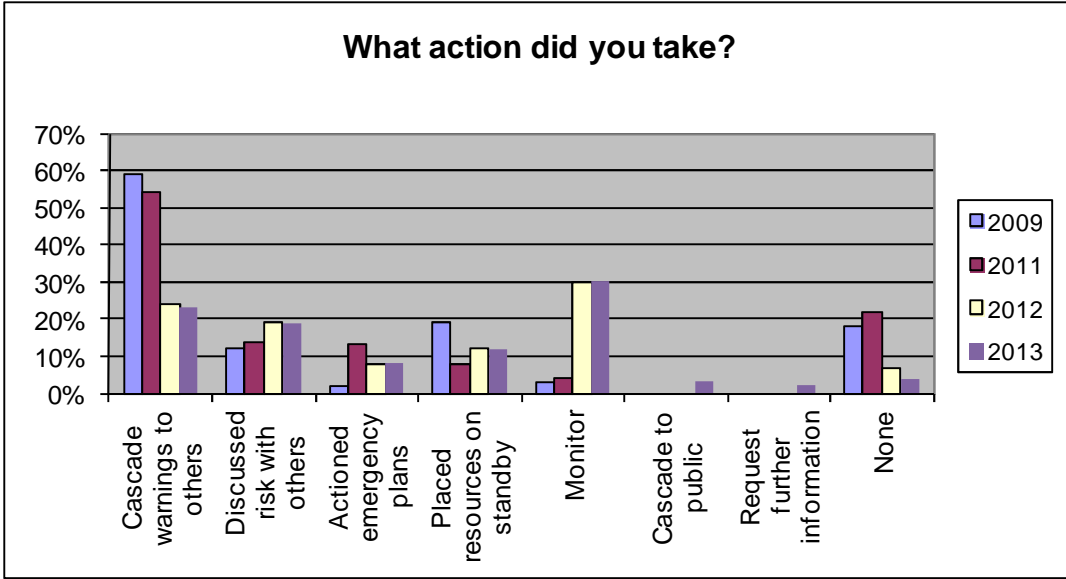
- **Public Weather Service Advisors**
 - The majority of respondents (86%) were satisfied with the service provided by Advisors over the past year, with over six in ten (63%) saying they are 'very' satisfied.
 - The most important service aspects for the respondents include the quality of advice given, the knowledge of the Advisor, the ability to add value to the severe weather warning, the timeliness of any response to questions and the ability of the Advisor to add value to the service.

- **Public Weather Services Overall**
 - The majority of respondents (87%) are satisfied with the Public Weather Services provided to their organisation over the past year. This figure rises to over nine in ten (92%) when looking at satisfaction amongst respondents drawn from the NSWWS database.

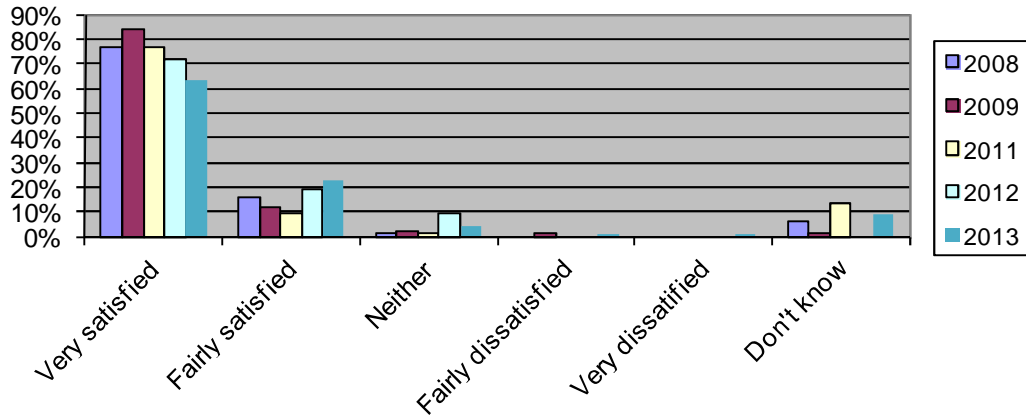
- **Hazard Manager**
 - There is a relatively high level of awareness of Hazard Manager (80%). Among those who have heard of it, 80% have used it in the last year.
 - Hazard Manager is rated most favourably on the relevance of the information it displays and the ease of understanding this information (96% agree this is the case).

- Only a minority of respondents suggest any improvements to Hazard Manager in order to better meet the needs of their organisation. Amongst those who do, the most commonly suggested improvement is to make it faster by loading quicker (28%).
- Other suggested improvements are for better presentation, with better graphics, maps, colours and overlays.

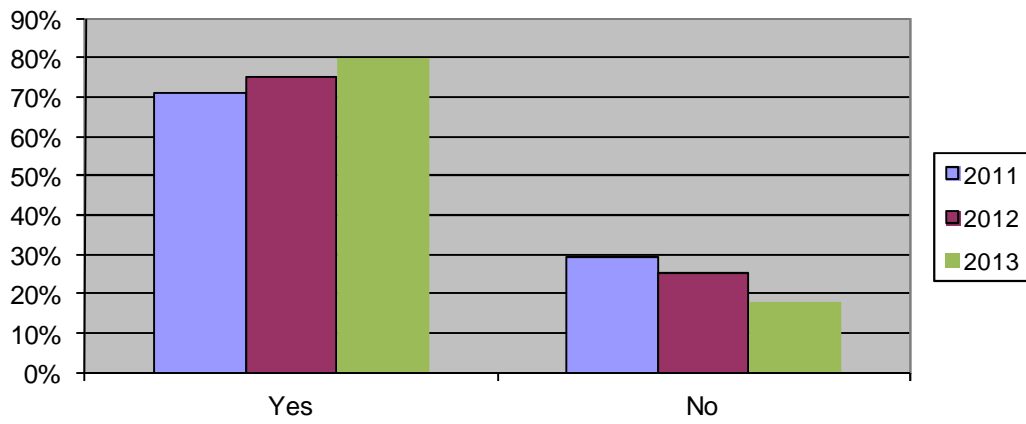




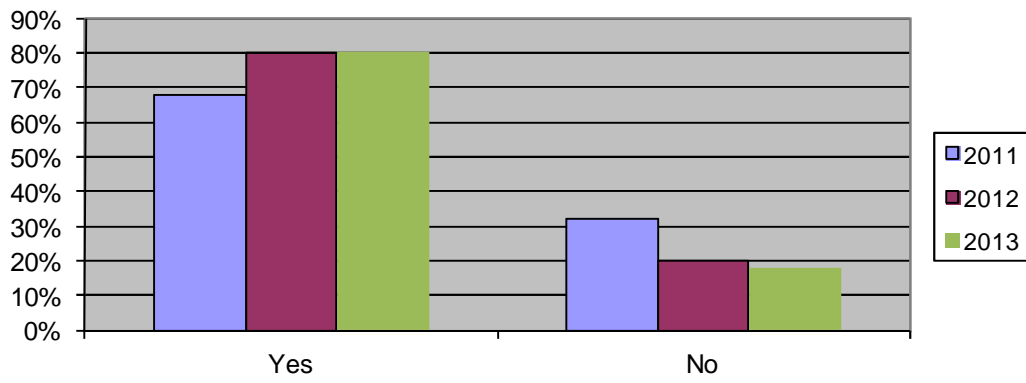
How satisfied are you with the PWS Advisors?



Have you heard of Hazard Manager?



Have you used Hazard Manager in the past 12 months?



How satisfied are you with Hazard Manager?

