



Public awareness of forecasted high risk areas and warnings during Hurricane Ian

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The weather research community is constantly looking for ways to improve the forecast and warning process. A crucial step in this process involves people receiving the forecast and warning messages the National Weather Service (NWS) creates and disseminates and understanding what the messages mean for them. Without this step, any improvements made to the accuracy of the forecasts or improvements to product design will not be realized by the public. In this study, we use repeated surveys of the public (i.e., longitudinal surveys) collected during the 5 days leading up to a real world TC landfall event (Hurricane Ian, 2022) to estimate the public's awareness of being in one or more of the following TC risk areas (TCRAs): NHC Track Forecast Cone, tropical storm or hurricane watch or warning, or storm surge watch or warning. In this talk, I'll share our findings on how many people were aware (and unaware) of being in various TCRAs as Hurricane Ian approached landfall. I'll also describe what we learned about the subgroup of respondents who were in a TCRA but unaware, including who and where they were, what information they were using, and how they perceived their risk to the hazards the TCRA was warning them about...[Link to Full Abstract & Bio](#)

Thursday, 2 July 2026, 2:00PM

Refreshments 1:45PM

Please also join colleagues for refreshments and informal discussion after the seminar until 3:30PM

NCAR-Foothills Laboratory, 3450 Mitchell Lane

FL2-1022, Large Seminar

Seminar will also be live webcast

<https://sundog.ucar.edu/public/page/MMM>

Participants may ask questions during the seminar via Slido.



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