

June severe weather warning Omnibus results

At the beginning of July a weather question on the TNS Omnibus Survey was asked about people's response to the warnings of severe weather which were issued during the last two weeks of June (23/24th June & 30th/1st July).

The research found that national awareness of the warnings had been high with 91% of the UK aware of the severe weather warnings. Respondents in London were least aware (85%) whilst those in regions most severely effected by the weather; North East, Yorks & Humberside and East Midlands, were the most aware (96%).

In regions most severely effected by the weather (North East, Yorks & Humberside and East Midlands), over half said the warnings had not applied to their specific area. Of those to whom the warnings did apply 43% said they paid more attention to weather forecasts, 22% stayed at home or changed their plans, while 29% heard the warning but took no notice.

TNS CAPI Omnibus, 2034 face to face interviews across the UK 6/07/07-10/07/07. [London: 264 interviews, North East, Yorks & Humberside and East Midlands 415 interviews]

Question: Over the last two weekends the Met Office gave severe weather warnings to some areas of the Country, warning of heavy downpours and persistent rain that could lead to localised flooding. Which of the following applied to how the severe weather warning affected you?

