



Executive summary on the survey "The DWD and Severe Weather Warnings"

Background information

In 2006, the Deutscher Wetterdienst initiated the survey with the aim of investigating - and optimising – public perception, user behaviour and its own position / image in public opinion in the area of severe weather warning in order to be able to become itself more public, more communicative, and present itself in a more autonomous way.

A particular focus was given to the current (communicative) status and to the new concept (current vs. planned Internet presence) so that concrete suggestions for an optimisation of the DWD's future presentation and its role and activities could be derived.

The survey was aimed at the "general public", excluding "commercial users" and the "media".

Three components were involved:

1. 'Public perception / relevance of severe weather forecasts and the DWD in public opinion' (quantitative aspects): statistically representative telephone survey into the general public (1,004 people) over 18 years; carried out by forsa.
2. 'Deeper perception and motives' (qualitative aspects): private people who take a (deep) interest in weather issues, do perceive related information, pay particular attention to it, use it and attach great importance to the good quality of (severe) weather forecasts.
3. 'DWD website / perception and use'

Key findings

- Perception and relevance of severe weather warnings are high. Two thirds of the population over 18 always or mostly see or listen to severe weather warnings through weather reports.
- Over the years, there has been a steady increase in the attention given to the weather issue due to the confirmed climate changes, more powerful presence in the media, and last but not least personal experience.
- In the field of severe weather warnings, television and radio rank far ahead of the other (general) media. However, one in four persons over 18 also uses the Internet, estimating it especially for the more detailed and more individual views with regionally more refined, timely and thus more accurate information.
- The Internet market is dominated by lay-friendly weather websites publishing weather and severe weather information (e.g. Wetter.de; wetter.com).
- Despite the fact that the DWD is most known and has the best image, access rates to the corresponding webpages are very unproportional.
- An 'ideal severe weather warning' could be reached if media information via TV and radio were interlinked with individual deepening of information on the Internet. The warning should be made in close proximity of time to avoid blunting due to false alarms, but it



should be issued timely enough (3 to 6 hours) to be able to take all necessary precautionary measures.

- Except for the DWD, companies or institutions in the market remain nameless, faceless and without any clear profile. The DWD as a public authority and independent institution is considered to be the basis for the data, although processing of 'satellite data' is also ascribed to the media and assumed to be done by them on their own account.
- On the professional expert knowledge and natural sciences levels, the DWD – and with it its image - has grown into a mature authority, the competence and credibility of which is beyond questioning and which, due to continued technical development, is always up-to-date, meeting the latest state of the art.
- This image, however, which at first sight appears very positive and worth aspiring for, causes a competence and relevance gap between the DWD and the general public. The said very-well functioning 'black box' may deliver the data, but their presentation (i.e. 'translation' for lays) is (better) done by others – as some people may think.
- There are two barriers that still hinder communication between the general public and the DWD, barriers which the DWD's current web presence could not yet break although perception of severe weather pages on the Internet and their usage by the general public are intensifying:
 1. The popularity barrier:
Hardly anyone knows the website and rarely do severe weather warnings broadcast on TV or radio refer to the DWD's severe weather pages.
 2. The image and transparency barrier:
A high degree of scientificity causes the 'relevance for lays' to decrease and make them assume that their own knowledge is insufficient to understand this website 'made by professionals for professionals'.
- If numerous new features aimed for professionals appear on the website, 'normal' people will be frightened off.
- For this reason, the future development of the DWD's web presence should follow the maxim: 'less is more', i.e. 'symbols instead of text', 'lays first', 'easy-to-understand and self-explanatory texts instead of cryptic or lacking information', 'headlines instead of long reports', 'individual, regional and precise descriptions and recommendations instead of scientific style'.

Annex: Severe Weather Warnings - Tables



Severe Weather Warnings

Tables

30. Oktober 2006
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Survey Report - Data

Topic: Severe weather warnings

On behalf of: BolzConsumerInsight

Provided by: forsa.

Gesellschaft für Sozialforschung und statistische Analysen mbH

Period of survey: 23 to 25 October 2006

Sample group: German speaking people above 18 years living in private households in Germany

Selection method: Systematic random sampling (multilevel sample)

Basis for sample selection: ADM telephone sample / status: 2006

Size of sample: 1.004 respondents

Survey method: The survey was carried out by means of computer-aided telephone interviews (CATI) (in forsa.omniTel®)

Weighting: Weighted according to: region, age, gender and education

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Servere weather warnings

Question No. 1: Thinking of severe weather warnings how much attention do you pay to severe weather warnings which refer to the German territory?

Basis (100%)

I always pay attention.
 I mostly pay attention.
 I occasionally pay attention.
 I rarely pay attention.
 I never pay attention.
 I don't know.
 not specified

Total	Region		Gender		Age				Working Status							Education			Income			
	West	East	Male	Female	18-29 Years	30-44 Years	45-59 Years	over 60 years	Working	Blue collar	Employee	Civil servant	Self- employed	Housewife	Retired	Student / pupil	Basic secondary education	General secondary education	University/ Higher secondary education	less than 1,500 €	1,500 to 3,000 €	above 3,000 €
1004	834	170	486	518	173	285	241	305	493	64	280	45	84	81	275	73	231	314	415	270	351	202
36%	35%	39%	37%	35%	8%	34%	36%	53%	33%	39%	33%	28%	36%	25%	53%	4%	50%	35%	30%	33%	40%	35%
28%	27%	32%	27%	29%	23%	33%	33%	22%	30%	36%	29%	33%	29%	46%	21%	18%	23%	30%	30%	25%	29%	36%
18%	19%	14%	15%	21%	32%	16%	16%	13%	18%	9%	20%	15%	18%	16%	12%	39%	17%	15%	20%	19%	18%	12%
12%	12%	10%	13%	10%	22%	10%	10%	8%	11%	10%	10%	15%	11%	11%	11%	26%	6%	12%	14%	14%	9%	12%
5%	5%	4%	8%	3%	12%	5%	5%	1%	6%	3%	7%	9%	5%	3%	2%	11%	4%	5%	5%	6%	4%	6%
1%	1%	*	1%	1%	1%	1%	*	2%	1%	1%	1%	-	-	-	2%	1%	1%	1%	3%	*	-	-
*	*	-	-	*	1%	*	-	-	*	-	1%	-	-	-	-	1%	-	*	*	1%	-	-

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Severe weather warnings

Question No. 2: Which of the following means do you usually use to obtain information about severe weather situations in Germany?

	Total	Region		Gender		Age				Working Status							Education			Income			
		West	East	Male	Female	18-29 Years	30-44 Years	45-59 Years	over 60 years	Working	Blue collar	Employee	Civil servant	Self-employed	Housewife	Retired	Student / pupil	Basic secondary education	General secondary education	University/ Higher secondary education	less than 1,500 €	1,500 to 3,000 €	above 3,000 €
Basis (100%)	938	777	162	444	495	148	267	229	295	455	61	257	41	80	79	265	63	220	293	387	244	337	190
Television	69%	68%	70%	66%	71%	58%	61%	71%	78%	65%	61%	66%	71%	58%	70%	77%	56%	76%	69%	62%	72%	68%	63%
Radio	58%	58%	58%	56%	60%	56%	64%	59%	53%	64%	71%	59%	66%	73%	67%	47%	53%	54%	62%	58%	51%	64%	58%
Daily newspapers	29%	28%	35%	28%	30%	29%	27%	30%	30%	30%	31%	28%	38%	31%	27%	30%	19%	33%	30%	27%	25%	33%	30%
Internet	25%	25%	24%	35%	16%	37%	31%	26%	12%	31%	30%	29%	30%	40%	20%	12%	51%	16%	21%	33%	17%	25%	36%
Videotext	19%	17%	26%	20%	18%	13%	21%	20%	18%	20%	19%	21%	23%	21%	20%	19%	8%	20%	21%	16%	16%	23%	18%
Other	2%	3%	1%	2%	3%	1%	3%	2%	3%	3%	2%	2%	5%	6%	3%	1%	3%	1%	2%	4%	1%	3%	4%
I don't know.	*	*	-	1%	-	*	*	1%	-	*	-	1%	-	-	-	-	1%	-	*	1%	*	1%	*
not specified	*	*	-	*	*	-	-	*	1%	*	-	-	3%	-	-	1%	-	1%	-	*	1%	-	1%

Severe weather warnings

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Question No. 3: Which of the following television programmes do you usually use to obtain information about severe weather situations in Germany?

	Total	Region		Gender		Age				Working Status							Education			Income			
		West	East	Male	Female	18-29 Years	30-44 Years	45-59 Years	over 60 years	Working	Blue collar	Employee	Civil servant	Self-employed	Housewife	Retired	Student / pupil	Basic secondary education	General secondary education	University/ Higher secondary education	less than 1,500 €	1,500 to 3,000 €	above 3,000 €
Basis (100%)	644	530	114	294	350	86	164	163	232	296	37	171	29	47	55	203	35	168	203	241	175	230	120
ARD/ Das Erste	58%	60%	52%	58%	59%	57%	52%	56%	65%	54%	43%	56%	70%	44%	60%	65%	69%	59%	51%	64%	58%	55%	66%
ZDF	43%	44%	36%	43%	42%	28%	33%	42%	56%	38%	24%	41%	46%	34%	43%	55%	31%	44%	36%	49%	36%	42%	51%
Regional stations, e.g. Bayerischer Rundfunk, Mitteldeutscher Rundfunk	34%	32%	43%	36%	33%	16%	29%	40%	40%	35%	24%	32%	58%	39%	20%	44%	14%	34%	30%	41%	33%	38%	34%
RTL	17%	15%	28%	15%	19%	31%	23%	15%	9%	17%	25%	16%	7%	17%	26%	11%	22%	17%	27%	9%	17%	18%	18%
SAT1	8%	8%	8%	5%	11%	15%	11%	4%	7%	9%	11%	9%	-	14%	8%	6%	5%	9%	11%	6%	8%	9%	5%
N24	7%	7%	5%	12%	3%	11%	8%	9%	3%	9%	18%	8%	11%	8%	5%	3%	6%	8%	7%	5%	7%	7%	8%
PRO7	5%	5%	4%	5%	5%	16%	8%	2%	1%	6%	19%	3%	3%	5%	6%	1%	17%	4%	7%	4%	5%	6%	3%
n-tv	4%	5%	3%	6%	3%	7%	6%	6%	1%	7%	10%	5%	10%	10%	3%	*	4%	3%	5%	5%	3%	4%	9%
RTL2	4%	4%	4%	3%	4%	11%	2%	2%	3%	3%	8%	1%	-	5%	3%	3%	9%	3%	4%	2%	4%	4%	2%
VOX	2%	3%	2%	2%	3%	5%	5%	*	1%	4%	-	3%	3%	5%	1%	1%	-	4%	3%	2%	2%	3%	4%
KABEL	2%	2%	1%	2%	2%	3%	3%	1%	1%	2%	4%	1%	-	5%	2%	2%	-	2%	1%	2%	1%	3%	-
Other	2%	2%	1%	2%	2%	1%	2%	2%	2%	2%	-	2%	4%	-	-	2%	2%	1%	2%	1%	*	2%	1%
I don't know.	5%	6%	2%	6%	5%	4%	6%	9%	3%	8%	13%	7%	3%	10%	5%	3%	2%	7%	4%	4%	6%	5%	4%
not specified	2%	1%	4%	1%	2%	2%	2%	2%	2%	2%	-	3%	-	2%	3%	1%	-	-	3%	2%	3%	1%	2%

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Question No. 4: Which website do you usually use to obtain information about severe weather situations in Germany?

	Total	Region		Gender		Age				Working Status							Education			Income			
		West	East	Male	Female	18-29 Years	30-44 Years	45-59 Years	over 60 years	Working	Blue collar	Employee	Civil servant	Self- employed	Housewife	Retired	Student / pupil	Basic secondary education	General secondary education	University/ Higher secondary education	less than 1,500 €	1,500 to 3,000 €	above 3,000 €
Basis (100%)	233	195	39	153	80	55	83	59	37	141	18	76	12	32	16	31	32	35	60	128	42	84	68
wetter.de/wetter.com	43%	44%	37%	46%	36%	61%	40%	42%	21%	45%	43%	55%	6%	36%	14%	27%	58%	46%	47%	39%	36%	51%	38%
google.de / Google /Search engines in general	8%	9%	5%	9%	7%	7%	7%	7%	14%	10%	17%	5%	6%	19%	-	7%	7%	9%	4%	10%	11%	6%	11%
wetter-online.de	8%	8%	5%	9%	5%	4%	10%	9%	4%	9%	5%	13%	15%	2%	6%	5%	5%	2%	3%	11%	8%	5%	16%
Regional websites, e.g. meinestadt.de, berlin.de, köln.de	5%	5%	5%	5%	7%	3%	4%	10%	5%	5%	12%	3%	-	10%	14%	-	2%	11%	7%	3%	9%	2%	6%
unwetterzentrale.de	5%	3%	12%	5%	4%	3%	5%	6%	2%	4%	5%	5%	-	5%	6%	7%	2%	-	7%	5%	8%	6%	2%
Deutscher Wetterdienst/ deutscherwetterdienst.de/ .dwd.de	4%	5%	-	7%	-	3%	6%	6%	-	3%	4%	3%	18%	-	-	4%	10%	3%	3%	6%	6%	2%	8%
Online services of news programmes, e.g. NTV, N24, Tagesschau	3%	3%	7%	4%	3%	7%	4%	1%	-	3%	-	3%	9%	2%	4%	-	7%	3%	1%	4%	4%	4%	2%
web.de	3%	4%	-	3%	3%	5%	3%	-	5%	2%	-	4%	-	-	-	-	9%	-	4%	3%	7%	2%	2%
t-online.de/T-Online	3%	4%	-	3%	3%	4%	3%	2%	4%	2%	-	-	11%	7%	-	4%	8%	-	-	5%	2%	2%	4%
spiegel.de/spiegel-online.de/ Spiegel	2%	3%	-	2%	3%	3%	3%	1%	-	2%	-	4%	-	-	11%	-	-	-	-	4%	-	1%	3%
AOL.de	2%	1%	5%	1%	3%	1%	4%	-	4%	2%	5%	3%	-	-	9%	-	-	-	3%	2%	2%	1%	4%
unwetter.de	1%	1%	5%	2%	-	-	3%	-	3%	2%	-	2%	15%	-	-	-	-	-	1%	2%	-	1%	3%
freenet.de/ Freenet	1%	*	6%	2%	-	2%	1%	2%	-	2%	-	2%	-	2%	-	-	-	-	4%	-	-	1%	1%
Other	9%	9%	10%	5%	16%	2%	6%	11%	23%	7%	-	6%	7%	12%	19%	20%	3%	5%	14%	9%	4%	12%	10%
I don't know.	10%	11%	6%	6%	18%	-	9%	16%	20%	8%	10%	5%	14%	14%	24%	25%	-	16%	9%	9%	9%	8%	9%
not specified	4%	4%	4%	2%	6%	3%	4%	3%	5%	3%	6%	3%	-	3%	12%	6%	2%	8%	6%	2%	6%	3%	2%

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Severe weather warnings

Question No. 5: I would like to ask whether you know who is responsible for delivering severe weather warnings in Germany? Please name all companies and institutions you can think of.

	Total	Region		Gender		Age				Working Status							Education			Income			
		West	East	Male	Female	18-29 Years	30-44 Years	45-59 Years	over 60 years	Working	Blue collar	Employee	Civil servant	Self-employed	Housewife	Retired	Student / pupil	Basic secondary education	General secondary education	University/ Higher secondary education	less than 1,500 €	1,500 to 3,000 €	above 3,000 €
Basis (100%)	1004	834	170	486	518	173	285	241	305	493	64	280	45	84	81	275	73	231	314	415	270	351	202
Deutscher Wetterdienst/DWD	26%	26%	25%	32%	20%	21%	34%	32%	15%	32%	23%	33%	42%	36%	28%	13%	31%	15%	20%	38%	18%	26%	40%
Weather stations / Meteorological watch offices / Weather institutes	8%	7%	11%	8%	8%	7%	7%	6%	10%	6%	-	7%	10%	7%	7%	11%	8%	9%	7%	8%	7%	8%	7%
Weather service	7%	7%	7%	7%	7%	4%	8%	8%	7%	8%	7%	6%	14%	11%	5%	6%	5%	7%	6%	8%	6%	9%	7%
Deutsches Wetteramt/Wetteramt ((German Weather Office)	6%	7%	4%	8%	5%	4%	7%	7%	6%	6%	5%	7%	6%	5%	8%	5%	5%	5%	7%	7%	6%	5%	10%
Kachelmann/Kachelmann's weather	6%	5%	8%	7%	5%	2%	4%	9%	8%	6%	3%	7%	5%	9%	3%	7%	2%	6%	4%	8%	5%	7%	7%
Regional weather services	5%	5%	4%	6%	4%	1%	3%	5%	9%	4%	5%	4%	8%	3%	2%	8%	2%	6%	5%	5%	2%	7%	3%
Media, television, television stations, radio, ARD, ZDF	3%	3%	4%	4%	3%	1%	3%	3%	4%	3%	-	3%	3%	5%	4%	4%	2%	2%	3%	4%	3%	2%	5%
Meteorologists in general	2%	2%	4%	2%	3%	5%	3%	2%	1%	2%	1%	2%	-	3%	1%	1%	5%	1%	4%	2%	3%	3%	1%
Deutsches meteorologisches Institut (German meteorological institute) / Meteorologischer Dienst (Meteorological Service of the former GDR)	2%	1%	4%	2%	2%	1%	2%	3%	2%	3%	1%	2%	3%	5%	1%	1%	2%	1%	1%	2%	2%	2%	1%
Government / Ministry of the Interior	2%	2%	1%	2%	2%	1%	1%	1%	3%	1%	-	1%	2%	2%	1%	3%	3%	1%	*	3%	1%	2%	1%
Unwetterzentrale (Severe weather centre)	1%	1%	1%	1%	1%	2%	2%	1%	-	1%	-	1%	2%	1%	2%	-	4%	-	1%	2%	1%	1%	1%
Disaster management authority	*	*	1%	1%	*	*	-	*	1%	*	-	*	3%	-	-	*	1%	*	*	1%	*	*	-
Deutsche Wetterzentrale/Wetterzentrale ((German) weather centre)	*	*	*	*	*	*	-	*	1%	*	1%	-	2%	-	-	1%	-	*	-	1%	-	1%	*
Other	5%	5%	4%	7%	4%	3%	4%	6%	6%	6%	6%	6%	13%	7%	7%	5%	1%	6%	4%	6%	4%	5%	8%
I don't know.	40%	40%	39%	31%	47%	52%	33%	32%	45%	34%	55%	31%	19%	29%	41%	47%	38%	50%	45%	27%	49%	35%	26%
not specified	2%	2%	1%	1%	2%	4%	2%	1%	1%	2%	-	3%	2%	-	4%	2%	3%	2%	2%	2%	2%	2%	2%

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Severe weather warnings

Question No. 6: One can never think of everything right away. I will now read a list of various companies and institutions which deliver severe weather warnings in Germany. Please tell me for every company or institution whether you know it or not, even if you know it only by name.

	Total	Region		Gender		Age				Working Status							Education			Income			
		West	East	Male	Female	18-29 Years	30-44 Years	45-59 Years	over 60 years	Working	Blue collar	Employee	Civil servant	Self- employed	Housewife	Retired	Student / pupil	Basic secondary education	General secondary education	University/ Higher secondary education	less than 1,500 €	1,500 to 3,000 €	above 3,000 €
Basis (100%)	1004	834	170	486	518	173	285	241	305	493	64	280	45	84	81	275	73	231	314	415	270	351	202
Deutscher Wetterdienst	92%	92%	93%	91%	92%	88%	96%	93%	89%	93%	90%	93%	95%	95%	94%	89%	93%	89%	92%	93%	89%	94%	94%
Unwetterzentrale (Severe weather centre)	35%	34%	38%	34%	36%	27%	33%	38%	39%	30%	20%	31%	36%	31%	50%	41%	31%	40%	34%	33%	35%	32%	39%
None	4%	4%	5%	5%	4%	8%	2%	3%	6%	4%	7%	3%	2%	2%	3%	6%	3%	6%	5%	3%	7%	3%	4%
I don't know.	2%	2%	*	2%	2%	3%	1%	2%	3%	2%	-	2%	-	2%	1%	3%	4%	2%	2%	2%	4%	1%	*
not specified	*	*	-	*	-	-	-	*	-	*	2%	-	-	-	-	-	-	*	-	-	-	-	*

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Servere weather warnings

Question No. 7: What comes first into your mind when you think of the "Deutscher Wetterdienst"? Please tell me anything you are thinking of.

	Total	Region		Gender		Age				Working Status							Education			Income			
		West	East	Male	Female	18-29 Years	30-44 Years	45-59 Years	over 60 years	Working	Blue collar	Employee	Civil servant	Self-employed	Housewife	Retired	Student / pupil	Basic secondary education	General secondary education	University/ Higher secondary education	less than 1,500 €	1,500 to 3,000 €	above 3,000 €
Basis (100%)	921	764	157	444	477	151	275	223	272	456	57	259	43	80	76	245	68	206	289	387	240	329	190
Neutral associations	64%	64%	66%	69%	61%	64%	68%	62%	63%	66%	61%	68%	78%	57%	65%	60%	71%	64%	63%	68%	63%	68%	67%
Weather	48%	47%	52%	48%	47%	51%	49%	45%	47%	47%	54%	47%	52%	41%	51%	44%	53%	54%	51%	44%	50%	51%	44%
Weather report, weather forecast, weather situation, weather news, predictions	31%	30%	37%	34%	28%	31%	32%	32%	30%	32%	29%	33%	44%	24%	30%	29%	33%	28%	33%	33%	30%	36%	29%
Warnings, severe weather warnings, storm warnings; inform about severe weather warnings	10%	10%	11%	10%	10%	6%	13%	8%	11%	9%	8%	9%	16%	9%	11%	11%	8%	14%	10%	8%	12%	11%	9%
Weather, anything that has to do with weather	6%	5%	8%	6%	6%	9%	8%	6%	2%	7%	13%	8%	-	6%	7%	1%	9%	7%	8%	4%	6%	6%	5%
Description of the weather situation: rain, sunshine, summer, winter, thunderstorm, wind storm...	5%	5%	5%	5%	6%	6%	5%	3%	7%	5%	11%	5%	4%	3%	3%	6%	6%	8%	6%	3%	8%	5%	4%
Weather observation, observation of the weather situation, observation of the climate, weather statistics	5%	5%	4%	5%	4%	5%	3%	3%	7%	4%	3%	4%	6%	6%	7%	4%	5%	5%	4%	5%	4%	6%	4%
Weather terms: high, low, temperatures, air pressure, wind force, ozone, wind direction	4%	4%	4%	3%	5%	5%	3%	3%	5%	4%	9%	3%	6%	1%	6%	4%	3%	4%	4%	4%	5%	2%	6%
Severe weather, disasters in general	3%	3%	3%	3%	4%	2%	3%	4%	4%	3%	2%	2%	7%	4%	3%	4%	1%	7%	4%	1%	3%	5%	1%
Holiday weather, travel weather forecasts	2%	1%	2%	2%	1%	-	2%	1%	2%	1%	1%	2%	-	1%	3%	2%	-	1%	1%	2%	*	3%	-
Media	13%	13%	12%	14%	12%	11%	16%	11%	13%	15%	5%	16%	31%	10%	10%	13%	16%	7%	11%	17%	10%	14%	17%
Weather news on television (ARD, ZDF), television weather reports	6%	6%	5%	7%	4%	5%	7%	5%	6%	6%	-	8%	8%	3%	4%	6%	10%	3%	6%	7%	3%	8%	7%
Kachelmann, Jörg Kachelmann (a television weather presenter)	5%	5%	7%	5%	6%	3%	6%	4%	7%	6%	3%	6%	14%	4%	5%	7%	2%	4%	4%	8%	6%	5%	7%
News in general, Tagesschau, heute-journal (German TV news programmes)	2%	2%	1%	2%	2%	3%	4%	2%	1%	3%	1%	3%	10%	-	2%	1%	5%	*	2%	3%	1%	2%	3%
Weather reports on the radio, radio weather reports	2%	2%	1%	1%	2%	2%	2%	1%	1%	2%	-	2%	4%	2%	-	1%	3%	1%	1%	2%	1%	2%	2%
Uwe Wesp (former German television weather presenter and press officer of the DWD)	1%	1%	-	*	1%	-	2%	-	-	1%	-	1%	2%	3%	-	-	-	-	-	1%	1%	*	1%
Technical equipment / infrastructure	10%	10%	8%	11%	9%	8%	12%	12%	7%	11%	6%	12%	18%	7%	9%	7%	12%	7%	8%	13%	8%	12%	12%

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Servere weather warnings

Question No. 7: What comes first into your mind when you think of "Deutscher Wetterdienst"? Please let tell me anything you are thinking of.

	Total	Region		Gender		Age				Working Status							Education			Income			
		West	East	Male	Female	18-29 Years	30-44 Years	45-59 Years	over 60 years	Working	Blue collar	Employee	Civil servant	Self-employed	Housewife	Retired	Student / pupil	Basic secondary education	General secondary education	University/ Higher secondary education	less than 1,500 €	1,500 to 3,000 €	above 3,000 €
Basis (100%)	921	764	157	444	477	151	275	223	272	456	57	259	43	80	76	245	68	206	289	387	240	329	190
Satellite images, weather maps, weather charts, images, television images	4%	4%	2%	4%	4%	2%	6%	5%	3%	4%	-	4%	6%	5%	6%	3%	2%	2%	4%	5%	4%	4%	6%
Weather stations / measuring stations in Germany, everywhere in Germany, many stations in Germany	3%	3%	3%	3%	4%	4%	3%	4%	2%	4%	2%	4%	11%	2%	1%	2%	6%	1%	3%	4%	4%	2%	5%
Satellites in general	3%	3%	2%	4%	2%	2%	3%	4%	2%	4%	6%	4%	2%	1%	3%	2%	1%	5%	2%	3%	*	6%	2%
Large computers, computing centres	1%	1%	*	1%	*	2%	1%	-	-	1%	-	1%	-	-	-	-	4%	-	*	1%	*	1%	1%
Institution	6%	7%	*	7%	4%	5%	5%	6%	6%	5%	3%	5%	9%	6%	9%	4%	9%	5%	2%	9%	5%	5%	9%
Offenbach, headquarters in Offenbach	2%	3%	-	3%	1%	1%	2%	1%	3%	1%	2%	1%	5%	-	4%	2%	3%	4%	-	3%	2%	1%	3%
Meteorologists, meteorological service	2%	2%	-	2%	2%	4%	2%	1%	1%	2%	1%	1%	1%	4%	3%	1%	5%	1%	1%	3%	3%	2%	2%
State-owned, public authority, civil servants	2%	2%	*	3%	1%	1%	2%	3%	2%	3%	1%	3%	3%	3%	4%	1%	3%	*	1%	4%	1%	2%	4%

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Question No. 7: What comes first into your mind when you think of "Deutscher Wetterdienst"? Please tell me anything you are thinking of.

	Total	Region		Gender		Age				Working Status							Education			Income			
		West	East	Male	Female	18-29 Years	30-44 Years	45-59 Years	over 60 years	Working	Blue collar	Employee	Civil servant	Self-employed	Housewife	Retired	Student / pupil	Basic secondary education	General secondary education	University/ Higher secondary education	less than 1,500 €	1,500 to 3,000 €	above 3,000 €
Basis (100%)	921	764	157	444	477	151	275	223	272	456	57	259	43	80	76	245	68	206	289	387	240	329	190
Positive associations	15%	15%	13%	15%	15%	9%	12%	16%	20%	14%	2%	12%	18%	25%	19%	18%	11%	16%	13%	16%	11%	13%	21%
Reliable, accurate, do a good job, good quality, food forecasts	9%	9%	6%	9%	8%	7%	6%	9%	12%	7%	2%	5%	12%	11%	14%	11%	11%	8%	7%	10%	5%	9%	12%
Quite accurate, most of the time correct	2%	2%	3%	3%	2%	1%	2%	2%	3%	2%	-	3%	-	2%	3%	4%	-	5%	2%	1%	2%	2%	3%
Informative, detailed information, keep one always well informed	2%	2%	2%	1%	2%	*	1%	4%	2%	2%	-	1%	-	6%	3%	1%	-	*	2%	2%	2%	1%	3%
Good thing, sensible, important	1%	2%	*	2%	1%	1%	1%	*	3%	1%	-	1%	3%	3%	-	3%	1%	3%	1%	1%	2%	2%	-
Up-to-date, provides information every day	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	-	2%	-	1%	1%	1%	3%	*	1%	1%	*	*	4%
Measurements every day, new every day	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	-	2%	-	2%	-	1%	-	1%	2%	1%	1%	1%	*
Competent	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	-	2%	-	1%	-	-	1%	-	1%	1%	1%	*	2%
Reputable	1%	1%	*	1%	1%	*	1%	1%	-	1%	-	1%	3%	2%	-	-	-	-	-	1%	*	*	2%
Negative associations	9%	8%	12%	8%	9%	7%	8%	9%	10%	7%	10%	7%	11%	5%	7%	11%	7%	9%	10%	7%	9%	9%	9%
Inaccurate, often wrong, has often erred	6%	5%	8%	5%	7%	4%	5%	5%	8%	6%	10%	5%	11%	1%	5%	9%	2%	8%	7%	4%	6%	7%	3%
Unreliable	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	-	1%	-	1%	1%	1%	2%	*	1%	2%	2%	1%	2%
Wrong information, not true	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	2%	2%	-	2%	1%	1%	1%	*	2%	1%	*	1%	2%
Not up-to-date	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	-	-	1%	2%	1%	1%	1%	1%	1%	2%
Other	7%	7%	5%	7%	7%	6%	7%	7%	7%	7%	5%	7%	3%	10%	5%	8%	6%	3%	5%	10%	4%	8%	7%
I don't know.	16%	16%	14%	14%	18%	20%	15%	19%	12%	16%	23%	15%	7%	17%	19%	14%	13%	15%	18%	13%	18%	15%	9%
not specified	2%	2%	1%	1%	2%	2%	2%	*	2%	2%	4%	1%	-	1%	1%	2%	1%	2%	2%	1%	2%	2%	1%