Survey Results from the Colorado Avalanche Information Center

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The Colorado Avalanche Information Center conducted a user survey of people who utilize our avalanche forecast products. The survey was conducted on the CAIC webpage with daily announcements on the telephone hotlines and Friends Group email bulletins during March of 2006. The objectives of the survey were:
1. To determine how users obtain the daily forecast, so that the CAIC can concentrate and improve on that medium.
2. To understand the demographics of the user group, in order to reach more people with the forecast and to focus fundraising efforts.
3. To determine how the CAIC forecast affects users decisions in the backcountry.
4. To determine the level of avalanche knowledge of the user group to help focus our education efforts.
5. To determine what time the forecast should be disseminated in order to combine the numerous products we currently issue.

2683 people replied to the survey, all but a few via the webpage. Results will be displayed in a graphical format on the poster. Survey techniques and implementation are discussed in order to assist other forecast centers to conduct their own surveys.

Keywords:
1. Survey
2. Avalanche forecast
3. Demographics
4. Colorado