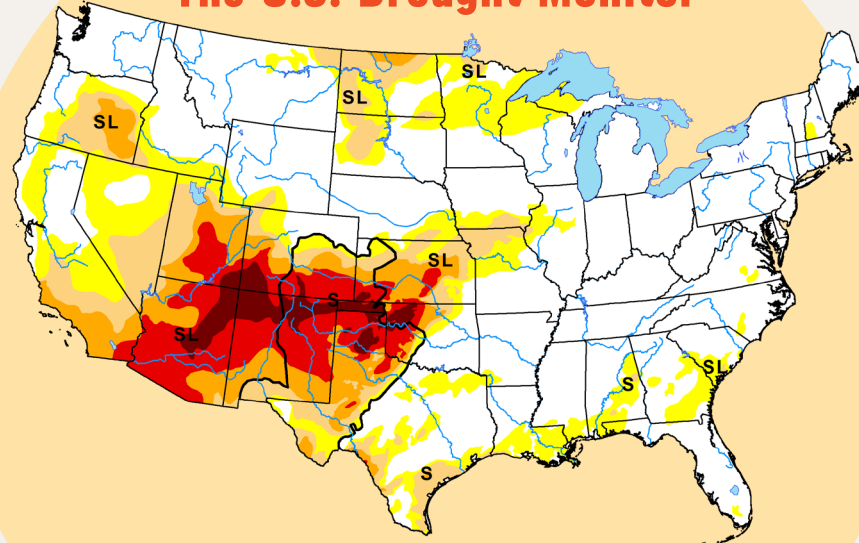


WHO USES THE U.S. DROUGHT MONITOR?

Based on a 2017 survey of the USDM Network, 2018 end-user interviews, Google Analytics, and Meltwater media tracking services



The U.S. Drought Monitor



Local, state, federal & tribal agencies

- Water & sanitation
- Public lands
- Public health
- Parks
- Natural resources & conservation districts
- Natural hazards
- Fire management
- Extension
- Environment
- Emergency management
- Fish & wildlife
- Agriculture

Individuals

- Water managers
- Students
- Planners
- Consultants
- Agricultural producers
- Academics

Organizations, businesses & industries

- Water suppliers
- Sports & wildlife organizations
- River associations
- Private businesses
- Navigation industry
- Intertribal associations
- Irrigation associations
- Forestry
- Engineering companies
- Dam & energy operations
- Conservation groups
- Agricultural trade organizations

Policymakers & task forces

- Governors & state offices
- State drought task forces
- State forestry commission
- Legislative & congressional offices
- Other elected officials
- Water congress

What do they use it for?

Decision-makers use the U.S. Drought Monitor to support:

- Public health advisories
- State, local, tribal or basin-level drought response triggers
- Marketing decisions
- Efficient water supply monitoring
- Fire precaution levels
- Grazing allotments
- Federal agricultural disaster relief, loans, and tax deferral
- and more

Where do they find it?

Media

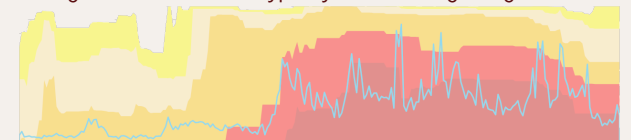
About 2,000 newspapers, broadcasters and trade publications use the U.S. Drought Monitor in any given year. The map also has 20,000-plus mentions each year on social media.

droughtmonitor.unl.edu and drought.gov

From 8 to 10 million people a year find the U.S. Drought Monitor map on its homepage, droughtmonitor.unl.edu, and 1 to 2 million view it on the U.S. Drought Portal, drought.gov.

When do they use it?

While some users track drought on a weekly basis seasonally or throughout the year, others find the U.S. Drought Monitor a go-to resource particularly when they are worried about drought. U.S. Drought Monitor web visits typically double during drought transitions.



This chart shows the proportion of California in each category of drought and the number of U.S. Drought Monitor page views from January 2012 to August 2016.