

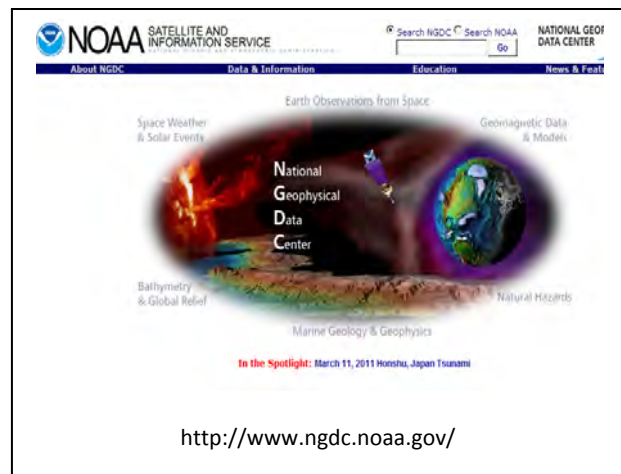


Increasing Public Demand for NOAA's Climate-related Data and Services

Between 2009 and 2010 alone, NOAA experienced significant growth in demand for climate-related data, information and services. For example:

FACT: NOAA saw an 86% increase in climate related data provided from data centers in FY 2010 compared to FY 2009 – from 806 terabytes to 1500 terabytes (or 1.5 petabytes), respectively. To put this in context, your favorite Kindle electronic book download averages about 800,000 bytes. So, in calendar year 2010, NOAA served up a total of at least 1.9 billion Kindle books worth of climate data, roughly 867 million more Kindle-book equivalents than in 2009.

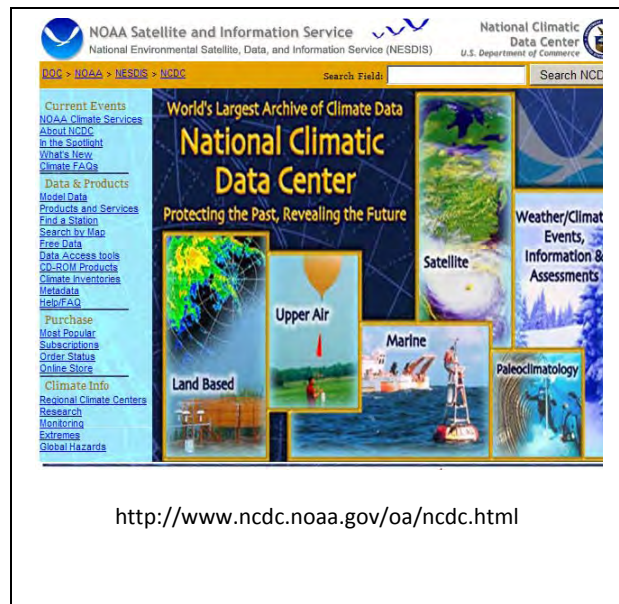
Background: Terabytes are 1 trillion bytes (10^{12}). Petabytes are 1000 terabytes, or 1 quadrillion bytes (10^{15}). A Kindle book might average around 800kb (800 thousand bytes), so 1 TB = 1.25 million Kindle books.



FACT: In calendar year 2010, the NCDC Comprehensive Large Array data Stewardship System site served over 5 times as much climate related data as in calendar year 2009 – from 43 terabytes to 253 terabytes

FACT: In fiscal year 2010, NOAA saw an 11% increase in individual customer requests for climate information over FY09 - from roughly 26,000 to about 29,000 individual customer requests via phone calls, emails and other direct correspondence.

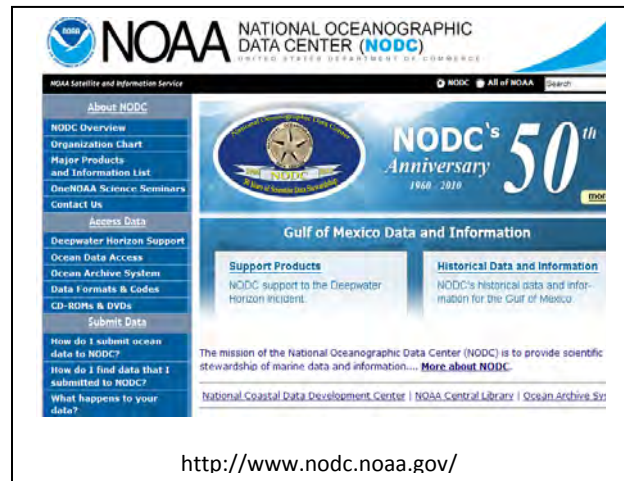
FACT: From FY 2009 to FY 2010, NOAA experienced a 57% increase in climate related data and information website hits -- from 906 million to 1.4 billion hits. This does not include hits to our new Climate Portal that launched in February 2010 and currently hosts over 27,000 visitors every month.



Background: The 57% refers to a combination of the CPC, NODC, NCDL and NGDC websites. This does not include the Portal. The numbers on the portal would likely be dominated by the centers when added in, though, and of course they went up from FY09, since the portal was not yet launched in FY09.

FACT: NOAA provides climate related data to a range of users, who use them to provide the Nation with significant benefits. Climate data is being used every day by:

- water resources managers controlling the Nation's water supplies and hydroelectric facilities;
- energy companies planning for energy demand based on degree days;
- emergency managers planning for, and responding to, extreme weather and climate events like hurricanes, heavy precipitation and heat waves;
- insurance companies updating their risk indices and premiums; and
- farmers deciding what and when to plant, and how much water and fertilizer to use.



As individuals and decision-makers across all sectors ask how they can best adapt to prepare their lives, communities and businesses for the impacts of a changing climate, NOAA, working with its partners, is providing reliable, easily accessible climate information to inform state, regional and national policy decisions.

From promoting more resilient communities and supporting energy, manufacturing and planting decisions, to envisioning a future with early warnings about sea level rise, infectious disease outbreaks and food quality, NOAA's climate information is essential to making informed choices in an uncertain world. For more information visit www.climate.gov or www.noaa.gov/climate.