

Step 2: NOAA Awareness and Positioning Development

INVITATION TO STEP 2

Kelton Research, a leading national independent research firm, is conducting a brief survey on behalf of NOAA. We would like to ask you a few questions for this national opinion study. This effort is in no way related to any sales promotion.

Using the link below, please take a few minutes to fill out this survey and share your opinions with us. The answers you submit will be protected. Survey results are analyzed at the aggregate level and your answers will be used for this study only.

Thank you for your time.

Thank you for taking the time to share your opinions with us. Let's start with a few general questions.

SCREENER QUESTIONS

1. To begin with, what is your age? OPEN END NUMERIC, TERMINATE UNDER 18
2. For classification purposes, what is your gender?
 - 1) Male (QUOTA FOR GENERAL POPULATION = ~48%)
 - 2) Female (QUOTA FOR GENERAL POPULATION = ~52%)

GENERAL POPULATION ATTITUDES & AWARENESS QUESTIONS (ASK ONLY AMONG THOSE CODED AS #1 IN Q2)

3. How important is it to study and conduct research on the earth's environment?
 - 1) Very important
 - 2) Somewhat important
 - 3) Not very important
 - 4) Not at all important
4. What do you see as the most important area of research on the earth's environment? Please be as specific as possible. OPEN END
5. In general, would you say the earth's environment is...to your day-to-day life?
 - 1) Very important
 - 2) Somewhat important
 - 3) Not very important
 - 4) Not at all important

6. What issues today do you feel are **more** important than the earth's environment? OPEN END
7. What issues today do you feel are **less** important than the earth's environment? OPEN END
- 8a. What government agencies are involved in the research and study of the earth's environment?
OPEN END
- 8b. What about the weather?
- 8c. And what government agencies are involved with understanding and tracking hurricanes?
- 8d. And what government agencies are involved in protecting and conserving marine life?
- 8e. And what government agencies are involved in protecting and managing the coastlines?
- 8f. And what government agencies are involved in maintaining an Earth-observing satellite system?

BEGIN SERIES, ROTATE AGENCIES BELOW

9. How reliable do you think information about these kinds of issues would be coming from each of the following agencies? Please use the scale below for your answers.

- 1) Very reliable
- 2) Somewhat reliable
- 3) Not very reliable
- 4) Not at all reliable

- 9a. NASA – the National Aeronautics and Space Administration
- 9b. EPA – the Environmental Protection Agency
- 9c. USGS – the US Geological Survey
- 9d. DOE – the Department of Energy
- 9e. NOAA – the National Oceanic and Atmospheric Administration

10. Now I would like to know the first thing that comes to mind when you see a few words. There are no right or wrong answers, I just want you to tell me the very first word or phrase that comes to mind when you see _____.

(ROTATE FROM LIST)

- a. Weather
- b. Oceans
- c. Climate
- d. Marine life
- e. Coastlines
- f. hurricanes

11. Overall, how interested are you in knowing about _____. (Rotate FROM LIST) Would you say you are

- a. Very interested
- b. Somewhat interested
- c. Not to interested
- d. Not at all interested

12. How important is it to you that a government agency be involved in research and the study of _____? (ROTATE FROM LIST) Would you say it is essential, desirable, or not really important?

- a. Fisheries
- b. Oceans
- c. Weather
- d. Coastal Management
- e. Severe weather forecasting
- f. Climate change
- g. Floods
- h. Hurricane warnings

13. What is the first word or phrase that comes to mind when you think of NOAA, the National Oceanic and Atmospheric Administration?

14. As you think about NOAA, what one word or phrase would you use to describe your feelings or emotion?

15a. How familiar are you with the National Weather Service?

- 1) Very familiar
- 2) Somewhat familiar
- 3) Not very familiar
- 4) Not at all familiar

15b. How familiar are you with the National Hurricane Center?

- 1) Very familiar
- 2) Somewhat familiar
- 3) Not very familiar
- 4) Not at all familiar

16a. How familiar are you with the National Disease Center ?

- 1) Very familiar
- 2) Somewhat familiar
- 3) Not very familiar
- 4) Not at all familiar

16b. How familiar are you with the National Environmental Satellite, Data, and Information Service?

- 1) Very familiar
- 2) Somewhat familiar
- 3) Not very familiar
- 4) Not at all familiar

16c. How familiar are you with the National Marine Fisheries Service?

- 1) Very familiar
- 2) Somewhat familiar
- 3) Not very familiar
- 4) Not at all familiar

16d. How familiar are you with the National Forestry Service?

- 1) Very familiar
- 2) Somewhat familiar
- 3) Not very familiar
- 4) Not at all familiar

16e. How familiar are you with the National Ocean Service?

- 1) Very familiar
- 2) Somewhat familiar
- 3) Not very familiar
- 4) Not at all familiar

17. Is _____ a part of NOAA? ROTATE AGENCIES BELOW

- 1)Yes
- 2)No

- 17a. National Weather Service
- 17b. National Hurricane Center
- 17c. National Disease Center
- 17d. National Environmental Satellite, Data, and Information Service
- 17e. National Marine Fisheries Service
- 17f. National Forestry Service
- 17g. National Ocean Service

18. Considering all of the things NOAA does, overall how would you say they rate on _____?
(ROTATE FROM LIST USED IN Q12) Even though you might not be very familiar with NOAA and some of their services, we would like to know what you think. Would you say they definitely do a good job, do an okay job, or really don't do a good job in this area?

Now we would like to look specifically at the National Weather Service:

19. What is the first word or phrase that comes to mind when you think of the National Weather Service?
20. As you think about the NWS, what one word or phrase would you use to describe your feelings or emotions?
21. What do you feel is the single most important thing they do? PROBE What else do they do?

22. And what, if any, problems do you associate with the NWS? PROBE Any others?
23. How important is _____ to you? Would you say that it is essential, desirable, or not really important?

NOTE: SPECIFIC LIST OF 8-10 BENEFITS TO COME FROM STEP ONE AND WORDING OF QUESTION ADJUSTED TO SUIT BENEFITS. THE SCALE WILL NOT CHANGE.

24. Thinking about all the things the NWS does, overall how would you say they rate on _____? Would you say they definitely deliver, do an okay job, or really don't do a good job?

NOTE: SPECIFIC LIST OF 8-10 BENEFITS TO COME FROM STEP ONE AND WORDING OF QUESTION ADJUSTED TO SUIT BENEFITS. THE SCALE WILL NOT CHANGE.

25. A. Finally, how important do you feel the work the NWS does is to you personally in your life? Would you say it is
- a. Very important
 - b. Somewhat important
 - c. Not too important
 - d. Not at all important

B. IF VERY OR SOMEWHAT ASK: Why is that?

26. A. And what about NOAA? How important do you feel the work NOAA is doing to you personally in your life? Would you say it is
- a. Very important
 - b. Somewhat important
 - c. Not to important
 - d. Not at all important

B. IF VERY OR SOMEWHAT ASK: Why is that?

DEMOGRAPHIC QUESTIONS

27. Do you have any children who live in your home currently?
- 1) Yes
 - 2) No

28. What is your current marital status? Are you married or living as married, single, widowed, separated, or divorced?
- 1) Married or living as married
 - 2) Single
 - 3) Widowed
 - 4) Separated
 - 5) Divorced
29. In which state do you live? DROP DOWN MENU WITH 50 STATES PLUS DC, ARRANGE ALPHABETICALLY
30. Do you live in the city, the suburbs, or in a rural area?
- 1) City / urban area
 - 2) Suburbs
 - 3) Rural area
31. What was your last level of formal education?
- 1) Grade school
 - 2) Some high school
 - 3) Graduated from high school
 - 4) Some college
 - 5) Graduated from college
 - 6) Graduate or post-graduate work
 - 7) Technical or vocational school
32. Are you Hispanic or Latino?
- 1) Yes
 - 2) No
33. What is your race? SELECT ALL THAT APPLY
- American Indian or Alaska Native
 - Asian
 - Black or African American
 - Native Hawaiian or Other Pacific Islander
 - White
34. Which of the following categories includes your total household income for last year?
- 1) Less than \$20,000
 - 2) \$20,000- \$29,999

- 3) \$30,000-\$39,999
- 4) \$40,000-\$49,999
- 5) \$50,000-\$59,999
- 6) \$60,000-\$69,999
- 7) \$70,000-\$79,999
- 8) \$80,000-\$89,999
- 9) \$90,000-\$99,999
- 10) \$100,000 or more
- 11) Prefer not to say

Thank you very much for your time. We appreciate you sharing your opinions with us.

Paperwork Reduction Act Statement

Response to this survey is voluntary. Public reporting burden for this collection of information is estimated to average 20 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other suggestions for reducing this burden to Patricia Huff, NESDIS: patricia.huff@noaa.gov, PH: 30-1-713-1127.

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