

**Beach Risk Messaging
Intercept Survey**

Interviewer Script:

Hi, do you have a few minutes to participate in a survey about beach hazards?

Thank you! My name is [interviewer name] and I work for Eastern Research Group, Inc. We are assisting the NWS by developing new ways to let the public know about hazardous beach conditions in Lake Michigan, such as dangerous currents. The survey takes about 15 minutes, it is anonymous and voluntary, and you may end the survey at any time. Do you have any questions before we begin? [If yes, refer to Frequently Asked Questions.]

1. What is your age?

Under 18

Thank you for your participation, but we can only collect answers from people who are at least 18. [End Survey.]

18 - 24

25 - 34

35 - 44

45 - 55

Over 55

2. Where do you live?

[Interviewer record zip code]

3. Who are you visiting the beach with?

I'm here by myself.

I'm here with my friends.

I'm here with my spouse/partner.

I'm here with my spouse/partner and kids.

4. When you visit a Lake Michigan beach, how often do you go into the water?

Never

Rarely

Sometimes

Often

Always

5. On a scale from 0 – 5, where 5 is “very strong”, how strong a swimmer are you?

I don't swim	Not very strong swimmer		Somewhat strong swimmer		Very Strong swimmer
0	1	2	3	4	5
o	o	o	o	o	o

6. Where do you like to get local news and information about the weather? (Check all that apply)

Newspaper

TV

Internet

Local National Weather Service office (such as NWS—Marquette or NWS—Grand Rapids)

Radio

Mobile App

Facebook, Twitter, or other social media

Other? Please describe: _____

7. Did you check beach conditions before coming to the beach today?

Yes.

No.

I'm not sure/don't remember

8. [If yes to Q7] What information sources did you check? (Check all that apply)

Newspaper weather forecast

National Weather Service Website (e.g., SurfZone Forecast)

TV weather forecast

Internet weather forecast

Radio weather forecasts

Beach website

Mobile Weather App

Facebook, Twitter, or other social media

Other? Please describe _____

9. Did you check on beach conditions after arriving at the beach?

Yes.

No.

I'm not sure/don't remember

10. [If yes to Q9] What information sources did you check?

- ___Flags on the beach
- ___Signs
- ___Mobile Weather App
- ___Facebook, Twitter, or other social media
- ___Talked to lifeguard or park service personnel
- ___ Looked at the water
- ___Observed other beachgoers
- ___Brochure

- ___Other? Please describe _____

11. [If no to Q7/8/9] When you arrive at the beach, how do you decide if it is safe for you (and any children or young adults with you) to enter the water?

[open ended]

Response to Messaging

[Note: questions 12-16 are repeated for each message that will be tested.]

12. If you checked on conditions before coming to the beach and saw this message [show respondent test message #1] how likely would you be to change your plans to visit the beach?

Not sure/not applicable	Very unlikely	Unlikely	Neither likely nor unlikely	Likely	Very Likely
NA	1	2	3	4	5

13. (continued from test message #1) How understandable is the message?

Not sure/not applicable	Not at all understandable	Slightly understandable	Moderately understandable	Very understandable	Extremely understandable
NA	1	2	3	4	5

14. [If Q13. is 1, 2, or 3] Which parts of the message are the least understandable? Are there any words or phrases that are not clear?

[Open response. Interviewer circle words and phrases indicated by respondent and make note of other comments.]

15. (continued from test message #1) How likely would you be to plan to enter the water?

Not sure/not applicable	Very unlikely	Unlikely	Neither likely nor unlikely	Likely	Very Likely
NA	1	2	3	4	5

16. (continued from test message #1, if with kids) How likely would you be to take your children to the beach?

Not sure/not applicable	Very unlikely	Unlikely	Neither likely nor unlikely	Likely	Very Likely
NA	1	2	3	4	5

[Note: questions 17-22 are repeated for each message that will be tested.]

17. If you saw this message [show respondent test beach posting #1] on the beach, how comfortable would you be entering the water?

Not sure/not applicable	Very uncomfortable	Uncomfortable	Neither comfortable nor uncomfortable	Comfortable	Very Comfortable
NA	1	2	3	4	5

18. [beach posting #1, if with kids] How comfortable would you be letting your children enter the water?

Not sure/not applicable	Very uncomfortable	Uncomfortable	Neither comfortable nor uncomfortable	Comfortable	Very Comfortable
NA	1	2	3	4	5

19. (continued from test message #1) How understandable is the message?

Not sure/not applicable	Not at all understandable	Slightly understandable	Moderately understandable	Very understandable	Extremely understandable
NA	1	2	3	4	5

20. [If Q13. is 1, 2, or 3] Which parts of the message are the least understandable? Are there any words or phrases that are not clear?

[Open response. Interviewer circle words and phrases indicated by respondent and make note of other comments.]

21. Overall, how well has this message has prepared to you to avoid entering the water near dangerous currents and waves?

Not sure/not applicable	Very unprepared	Unprepared	Neither prepared nor unprepared	Prepared	Very Prepared
NA	1	2	3	4	5

22. How well has this message prepared you to escape from a strong current if you are caught in one while swimming?

Not sure/not applicable	Very unprepared	Unprepared	Neither prepared nor unprepared	Prepared	Very Prepared
NA	1	2	3	4	5

Demographics

23. Interviewer record gender.

24. What is the highest level of education that you have completed?

- High School or GED
- Associate degree
- Trade, technical, or vocational education
- Bachelor's degree
- Master's degree
- Ph.D.
- Prefer not to answer

25. Are you, yourself, of Hispanic or Latino origin or descent, such as Mexican, Puerto Rican, Cuban, or other Spanish background?

- Yes, I am of Hispanic or Latino origin or descent.
- No, I am not of Hispanic or Latino origin or descent.

26. What is your race? (Please select one or more.)

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White

You have completed the survey! Thank you for your participation!

OMB Control Number: 0648-0342

Public reporting burden for this collection of information is estimated to average 15 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 Brent Schleck, Brent.Schleck@noaa.gov.

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Frequently Asked Questions

Who is Eastern Research Group?

ERG is a private consulting firm (website: www.erg.com) hired by the National Oceanic and Atmospheric Administration's (NOAA) National Weather Service to conduct this survey. ERG will keep all information provided in this survey anonymous. No names will be collected and no other identifying information will ever be provided to anyone.

Do you have approval to conduct this survey?

Yes. This survey has been approved by the Office of Management and Budget, the approval (OMB control) number is 0648-0342. Without this approval we would not be able to conduct this survey.

Who is conducting this study?

The study is being conducted by the National Oceanic and Atmospheric Administration. The National Oceanic and Atmospheric Administration hired Eastern Research Group of Lexington, MA to conduct this survey to provide information for the study.

What happens if I don't participate in the survey?

Your participation is completely voluntary and you have the right to decide not to participate. If you choose to participate, your answers will help the National Oceanic and Atmospheric Administration improve the information about beach risks provided to the public. There are no right or wrong answers: we are interested in your experiences and opinions.

I'm not interested in participating.

Let me reassure you that we are not selling anything. The questions are designed to help the National Oceanic and Atmospheric Administration improve the information they provide to the public about beach risks. There are no right or wrong answers: we are interested in your experiences and opinions. If you participate, your answers will be combined with those of others and your name will never be included in any report.

How long will this take?

It varies, but it usually takes around 10 minutes.