

Paperwork Reduction Act Statement

Public reporting burden for this collection of information is estimated to average 7 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 Chris Ellis, NOAA National Ocean Service, at Chris.Ellis@noaa.gov, or contact him at 843-740-1195.

Respondents are not identified on their questionnaires, and any reports will present data in aggregate form only. Notwithstanding any other provisions of the law, no person is required to respond to, nor shall any person be subjected to a penalty for failure to comply with, a collection of information subject to the requirements of the Paperwork Reduction Act, unless that collection of information displays a currently valid OMB Control Number.

Dust Storm Survey Questions

There was a dust storm event that occurred in your area on the (morning, afternoon, evening) of (month) (date), (year). The National Weather Service is looking to receive feedback on the weather information you may have received during this event. We would appreciate it if you answered the following questions regarding that specific dust storm event. Feedback collected from this survey will help the NWS improve products and services with future events in your area.

The following questions have to deal with the information you may have received **before the dust storm event** and the actions you may have taken.

1. People rely on various sources of information when making a decision to prepare for hazardous weather events. Please indicate how the following sources influenced your decisions on how to prepare **before this dust storm event occurred**.

| Source Type | No Influence At All | Very Little Influence | Some Influence | A Lot of Influence | I Have No Access |
|--|---------------------|-----------------------|----------------|--------------------|------------------|
| Local Television Broadcast (e.g., ABC, NBC, CBS, FOX, etc.) | o | o | o | o | o |
| National Television Broadcast (e.g., Weather Channel, CNN, FoxNews, MSNBC, etc.) | o | o | o | o | o |
| NOAA Weather Radio Broadcast | o | o | o | o | o |
| Commercial Radio Broadcast (e.g., AM, FM, HD, Satellite Radio, etc.) | o | o | o | o | o |
| Print Media (e.g., local newspapers) | o | o | o | o | o |
| National Weather Service Website (i.e., Weather.gov) | o | o | o | o | o |
| Other Websites / Social Media (e.g., Weather.com, Facebook, Twitter, etc.) | o | o | o | o | o |
| Word of Mouth from Friends/Family | o | o | o | o | o |

| | | | | | |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Word of mouth from Government Officials (e.g., Mayor, Governor, President, etc.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Word of mouth from Emergency Management (e.g., police, fire department, emergency managers, etc.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Word of mouth from Faith Leaders (e.g., Pastors, Priest Imam, etc.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

2. How far in advance were you made aware that a dust storm event would be possible for your area?
 - Less than an hour before
 - Between 1 hour and 6 hours before
 - Between 7 hours and 24 hours before
 - Between 1 and 2 days before
 - Between 3 or more days before
 - I was not aware a dust storm event would be possible for my area

3. What, if any, special preparations did you take in the days and hours before the dust storm event? (Please select all that apply)
 - Cancelled or adjusted scheduled plans, appointments, and/or activities
 - Adjusted travel plans
 - Slowed down when driving
 - I did not take any special preparations
 - Other (please specify)

4. If you altered your routine prior to or during the dust storm event, please answer Part A. If you did not alter your routine prior to or during the dust storm advisory, please answer Part B.
 - a. What led to your decision to alter your routine during the dust storm advisory? (Please choose the answer that best applies to your situation.)
 - I typically alter my routine after receiving a dust storm advisory issued for my area.
 - Other information source(s) (e.g., TV, Radio, Internet, Friends/Family, etc.) confirmed that a dust storm event would impact my area
 - Friends and family urged me to alter my routine
 - Previous experiences I had with dust storm events led me to believe I could be in danger.
 - Other (Please state why)
 - b. What led to your decision to not alter your routine during the dust storm advisory? (Please choose the answer that best applies to your situation.)

- I typically do not modify my routine after receiving a dust storm advisory issued for my area
- I did not believe I would be impacted by the dust storm event (Please state why)
- Previous experiences I had with dust storm events led me to believe I was not in danger.
- I did not trust the accuracy of the advisory
- Other (Please state why)

The following question pertains to the information you may have received **during the dust storm advisory** and the actions that you may have taken.

5. People rely on various sources for information during hazardous weather events. Please indicate how the following sources influenced your **decisions as this dust storm advisory was ongoing**.

| Source Type | No Influence At All | Very Little Influence | Some Influence | A Lot of Influence |
|--|-----------------------|-----------------------|-----------------------|-----------------------|
| Local Television Broadcast (e.g., ABC, NBC, CBS, FOX, etc.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| National Television Broadcast (e.g., Weather Channel, CNN, FoxNews, MSNBC, etc.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| NOAA Weather Radio Broadcast | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Commercial Radio Broadcast (e.g., AM, FM, HD, Satellite Radio, etc.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Print Media (e.g., local newspapers) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Websites / Social Media (e.g., Weather.com, Facebook, Twitter, etc.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| National Weather Service Website (i.e., Weather.gov) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Word of Mouth from Friends/Family | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Government Officials (e.g., Mayor, Governor, President, etc.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Emergency Management (e.g., police, fire department, emergency managers, etc.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Faith Leaders (e.g., Pastors, Priest Imam, etc.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

The following question pertains to the information and services you received from the National Weather Service and whether you understood the information and services. For instance, if you visited a National Weather Service website (e.g., Weather.gov) or used a NOAA Weather Radio, then please answer the

following questions. If you feel did not receive your information from the National Weather Service, please skip to question #7.

- Please rate your level of satisfaction with the information and services you received from the National Weather Service during this particular dust storm event.

| | Very Dissatisfied | Dissatisfied | Neither Dissatisfied nor Satisfied | Satisfied | Very Satisfied |
|--|--------------------------|-----------------------|---|-----------------------|-----------------------|
| Quality of the information or service received | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Timeliness of the information or services received | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Accuracy of information or services received | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Format of the information or services received | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Degree to which the information or services received helped you in decision making | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Degree in which the information or services received explained the dust storm threat and expected impacts | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Overall satisfaction with information or services received | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Overall satisfaction compared with services/data obtained from other weather information industries (e.g., media, private weather companies, etc.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

- In a few short words, please explain your understanding of a Dust storm Advisory.
- Based on your understanding of the National Weather Service's Dust storm Advisories, how likely are you to take protective action?

| Product | Not Likely At All | Somewhat Likely | Likely | Very Likely | Unsure |
|---------------------|--------------------------|------------------------|-----------------------|-----------------------|-----------------------|
| Dust storm Advisory | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

9. When the National Weather Service issues a Dust storm Advisory for your area, how likely do you think it is that you will experience a dust storm event near you location?

| Product | Not Likely At All | Somewhat Likely | Likely | Very Likely | Unsure |
|---------------------|--------------------------|------------------------|-----------------------|-----------------------|-----------------------|
| Dust storm Advisory | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

10. What is your gender?

- a. Male
- b. Female

11. What is your age?

- a. 18 - 29
- b. 30 - 39
- c. 40 - 49
- d. 50 - 59
- e. 60 - 69
- f. 70+

12. What is your race?

- a. African American
- b. Asian
- c. Caucasian
- d. Hispanic
- e. Other (please specify) _____

13. What is your education level?

- a. Elementary School Only
- b. Some High School, but Did Not Finish
- c. Completed High School
- d. Some College, but Did Not Finish
- e. Two Year College Degree/A.A./A.S. or equivalent
- f. Four Year College Degree/B.A./B.S. or equivalent

- g. Some Graduate Work
- h. Completed Masters or Professional Degree
- i. Advanced Graduate Work/Ph.D

14. What is your household income?

- a. Under \$25,000
- b. \$25,000 - \$39,999
- c. \$40,000 - \$49,999
- d. \$50,000 - \$74,999
- e. \$75,000 - \$99,999
- f. \$100,000 - \$124,999
- g. \$125,000 - \$149,999
- h. Over \$150,000

The National Weather Service sincerely thanks you for your participation in this survey. We will be sure to use your feedback in our continued efforts to improve our products and services that help protect lives and property. Thank you for your time.