

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.

## Frost / Freeze Survey Questions

There was a (frost/freeze) 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 (frost/freeze) 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 (frost/freeze) 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 (frost/freeze) 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 (frost/freeze) 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 and 4 days before
  - 5 or more days before
  - I was not aware a (frost/freeze) would be possible for my area
  
3. Based on the information you were given, what did you feel the threat(s) from the (frost/freeze) would be? (Please select all that apply)
  - Damage to plants and crops
  - Damage to exposed pipes
  - Other (please specify)
  
4. What, if any, special preparations did you take in the days and hours before the (frost/freeze) event? (Please select all that apply)
  - Brought plants indoors
  - Prepared crop protection (e.g., fans, spray, heat source, etc.)
  - Insulated exposed pipes
  - I did not take any special preparations
  - Other (please specify)
  
5. Please rate your level of satisfaction with the information and services you received from the National Weather Service during this particular (frost/freeze).

	<b>Very Dissatisfied</b>	<b>Dissatisfied</b>	<b>Neither Dissatisfied nor Satisfied</b>	<b>Satisfied</b>	<b>Very Satisfied</b>
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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

or services received					
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 (frost/freeze) 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"/>

6. In a few short words, please explain your understanding of a Frost Advisory.
7. In a few short words, please explain your understanding of a Freeze Watch.
8. In a few short words, please explain your understanding of a Freeze Warning.
9. In a few short words, please explain your understanding of a Hard Freeze Warning.
10. Based on your understanding of the National Weather Service's Frost Advisories, Freeze Watches, Freeze Warnings, and Hard Freeze Warnings, how likely are you to take protective action?

<b>Product</b>	<b>Not Likely At All</b>	<b>Somewhat Likely</b>	<b>Likely</b>	<b>Very Likely</b>	<b>Unsure</b>
Frost Advisory	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Freeze Watch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Freeze Warning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hard Freeze Warning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. When the National Weather Service issues a Frost Advisory, Freeze Watch, Freeze Warning, and Hard Freeze Warning for your area, how likely do you think it is that you will experience a frost or freeze event near you location?

Product	Not Likely At All	Somewhat Likely	Likely	Very Likely	Unsure
Frost Advisory	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Freeze Watch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Freeze Warning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hard Freeze Warning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. What is your gender?

- a. Male
- b. Female

13. What is your age?

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

14. What is your race?

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

15. 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

16. 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.