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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.

**Heat / Excessive Heat Survey Questions**

There was a (heat/extreme heat) 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 (heat/extreme heat) 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 (heat/extreme heat) 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 (heat/extreme heat) 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 |
| Wireless Emergency Alerts (WEA) via cellphone | o | o | o | o | o |
| Siren / Community Alerting (e.g., sirens, Reverse 911, vehicle messaging signs, 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.) | o | o | o | o | o |
| Word of mouth from Emergency Management (e.g., police, fire department, emergency managers, etc.) | o | o | o | o | o |
| Word of mouth from Faith Leaders (e.g., Pastors, Priest Imam, etc.) | o | o | o | o | o |

1. How far in advance were you made aware that a (heat/extreme heat) 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 and 4 days before
* 5 or more days before
* I was not aware a (heat/extreme heat) would be possible for my area

1. Based on the information you were given, what did you feel the threat(s) from the (heat/extreme heat) event would be? (Please select all that apply)

* Health concerns (e.g., respiratory, headaches, etc.)
* Heat stress / heat stoke / dehydration
* Loss of power (e.g., blackouts)
* Death to livestock/pets
* Other (please specify)

1. What, if any, special preparations did you take in the days and hours before the (heat/extreme heat) event? (Please select all that apply)

* Found shelter for livestock/pets
* Remained indoors
* Purchased extra water
* Purchased air conditioners/fans
* Increased communication with friends/relatives
* Cancelled or adjusted scheduled plans, appointments, and/or activities
* I did not take any special preparations
* Other (please specify)

The following questions pertain to the actions you took ***once the (heat/extreme heat) (advisory/warning) was issued for your area***. If you feel you were unwarned, please skip to question #8.

1. Did you take any of the following actions when you received the (heat/extreme heat) (advisory/warning)?

|  |  |  |  |
| --- | --- | --- | --- |
| **Action** | **Yes** | **No** | **I Do Not Remember** |
| Did you remain indoors? | o | o | o |
| Did you shelter livestock/pets? | o | o | o |
| Did you seek additional information via various media outlets (e.g., TV, Radio, Internet)? | o | o | o |
| Did you attempt to figure out if your specific location was in the warning? | o | o | o |
| Did you continue previous activities? | o | o | o |

1. Which of the following actions was the ***first*** action you took when you received the (heat/extreme heat) warning?

|  |  |
| --- | --- |
| **Action** | **My First Action** |
| Remained indoors | o |
| Found shelter for livestock/pets | o |
| Sought additional information via various media outlets (e.g., TV, Radio, Internet) | o |
| Tried to figure out if my specific location was in the (advisory/warning) | o |
| Continued previous activities | o |
| Other (Please state action) | o |
| I did nothing | o |

1. If you remained indoors during the (heat/extreme heat) (advisory/warning), please answer Part A. If you did not remain indoors during the (heat/extreme heat) (advisory/warning), please answer Part B.
   1. What led to your decision to remain indoors during the (heat/extreme heat) (advisory/warning)? (Please choose the answer that best applies to your situation.)

* I typically remain indoors after receiving a (heat/extreme heat) (advisory/warning) issued for my area.
* Other information source(s) (e.g., TV, Radio, Internet, Friends/Family, etc.) confirmed that threatening weather was approaching my area
* Friends and family urged me to remain indoors
* Previous experiences I had with (heat/extreme heat) events led me to believe I could be in danger.
* Other (Please state why)
  1. What led to your decision to not remain indoors during the (heat/extreme heat) (advisory/warning)? (Please choose the answer that best applies to your situation.)
* I typically do not take action immediately after receiving a (heat/extreme heat) (advisory/warning) issued for my area
* I did not believe I would be impacted by the (heat/extreme heat) (Please state why)
* Previous experiences I had with (heat/extreme heat) events led me to believe I was not in danger.
* I did not trust the accuracy of the warning
* Other (Please state why)

The following question pertains to the information you may have received ***during the (heat/extreme heat) event*** and the actions that you may have taken.

1. People rely on various sources for information during hazardous weather events. Please indicate how the following sources influenced your ***decisions as this (heat/extreme heat) event 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.) | o | o | o | o |
| National Television Broadcast (e.g., Weather Channel, CNN, FoxNews, MSNBC, etc.) | o | o | o | o |
| NOAA Weather Radio Broadcast | o | o | o | o |
| Commercial Radio Broadcast (e.g., AM, FM, HD, Satellite Radio, etc.) | o | o | o | o |
| Print Media (e.g., local newspapers) | o | o | o | o |
| Websites / Social Media (e.g., Weather.com, Facebook, Twitter, etc.) | o | o | o | o |
| National Weather Service Website (i.e., Weather.gov) | o | o | o | o |
| Word of Mouth from Friends/Family | o | o | o | o |
| Wireless Emergency Alerts (WEA) via cellphone | o | o | o | o |
| Siren / Community Alerting (e.g., sirens, Reverse 911, vehicle messaging signs, etc.) | o | o | o | o |
| Government Officials (e.g., Mayor, Governor, President, etc.) | o | o | o | o |
| Emergency Management (e.g., police, fire department, emergency managers, etc.) | o | o | o | o |
| Faith Leaders (e.g., Pastors, Priest Imam, etc.) | o | o | o | o |

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 #10.

1. Please rate your level of satisfaction with the information and services you received from the National Weather Service during this particular (heat/extreme heat) event.

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

1. In a few short words, please explain your understanding of a Heat Advisory.
2. In a few short words, please explain your understanding of an Extreme Heat Watch.
3. In a few short words, please explain your understanding of an Extreme Heat Warning.
4. Based on your understanding of the National Weather Service’s heat advisory, extreme heat watch and extreme heat warning products, how likely are you to take protective action?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Product** | **Not Likely At All** | **Somewhat Likely** | **Likely** | **Very Likely** | **Unsure** |
| Heat Advisory | o | o | o | o | o |
| Extreme Heat Watch | o | o | o | o | o |
| Extreme Heat Warning | o | o | o | o | o |

1. When the National Weather Service issues a heat advisory, extreme heat watch or extreme heat warning for your area, how likely do you think it is that you will experience a heat or extreme heat event near you location?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Product** | **Not Likely At All** | **Somewhat Likely** | **Likely** | **Very Likely** | **Unsure** |
| Heat Advisory | o | o | o | o | o |
| Extreme Heat Watch | o | o | o | o | o |
| Extreme Heat Warning | o | o | o | o | o |

1. What is your gender?
   1. Male
   2. Female
2. What is your age?
   1. 18 - 29
   2. 30 - 39
   3. 40 - 49
   4. 50 - 59
   5. 60 - 69
   6. 70+
3. What is your race?
   1. African American
   2. Asian
   3. Caucasian
   4. Hispanic
   5. Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. What is your education level?
   1. Elementary School Only
   2. Some High School, but Did Not Finish
   3. Completed High School
   4. Some College, but Did Not Finish
   5. Two Year College Degree/A.A./A.S. or equivalent
   6. Four Year College Degree/B.A./B.S. or equivalent
   7. Some Graduate Work
   8. Completed Masters or Professional Degree
   9. Advanced Graduate Work/Ph.D
5. What is your household income?
   1. Under $25,000
   2. $25,000 - $39,999
   3. $40,000 - $49,999
   4. $50,000 - $74,999
   5. $75,000 - $99,999
   6. $100,000 - $124,999
   7. $125,000 - $149,999
   8. 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.