

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.

Wind Chill / Extreme Cold Survey Questions

There was a (wind chill/extreme cold) 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 (wind chill/extreme cold) 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 (wind chill/extreme cold) 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 (wind chill/extreme cold) 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	o	o	o	o	o

cellphone					
Siren / Community Alerting (e.g., sirens, Reverse 911, vehicle messaging signs, etc.)	<input type="radio"/>	<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"/>	<input type="radio"/>
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 (wind chill/extreme cold) 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 (wind chill/extreme cold) would be possible for my area

3. Based on the information you were given, what did you feel the threat(s) from the (wind chill/extreme cold) would be? (Please select all that apply)
 - Health concerns (e.g., respiratory, headaches, etc.)
 - Damage to exposed pipes
 - Transportation delays
 - Loss of power
 - Death to livestock/pets
 - Other (please specify)

4. What, if any, special preparations did you take in the days and hours before the (wind chill/extreme cold) event? (Please select all that apply)
 - Found shelter for livestock/pets
 - Accessed cold appropriate clothing
 - Remained indoors
 - Purchased fuel for heating home
 - Insulated exposed pipes
 - Made sure vehicle is winterized
 - 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 (wind chill/extreme cold) (advisory/warning) was issued for your area**. If you feel you were unwarned, please skip to question #8.

5. Did you take any of the following actions when you received the (wind chill/extreme cold) (advisory/warning)?

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

6. Which of the following actions was the **first** action you took when you received the (wind chill/extreme cold) warning?

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

7. If you remained indoors during the (wind chill/extreme cold) (advisory/warning), please answer Part A. If you did not remain indoors during the (wind chill/extreme cold) (advisory/warning), please answer Part B.

- a. What led to your decision to remain indoors during the (wind chill/extreme cold) (advisory/warning)? (Please choose the answer that best applies to your situation.)
- I typically remain indoors after receiving a (wind chill/extreme cold) (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 (wind chill/extreme cold) events led me to believe I could be in danger.
 - Other (Please state why)
- b. What led to your decision to not remain indoors during the (wind chill/extreme cold) (advisory/warning)? (Please choose the answer that best applies to your situation.)
- I typically do not take action immediately after receiving a (wind chill/extreme cold) (advisory/warning) issued for my area
 - I did not believe I would be impacted by the (wind chill/extreme cold) (Please state why)
 - Previous experiences I had with (wind chill/extreme cold) 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 (wind chill/extreme cold) (advisory/warning)** and the actions that you may have taken.

8. People rely on various sources for information during hazardous weather events. Please indicate how the following sources influenced your **decisions as this (wind chill/extreme cold) (advisory/warning) 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.)	<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 #10.

- Please rate your level of satisfaction with the information and services you received from the National Weather Service during this particular (wind chill/extreme cold).

	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 (wind chill/extreme cold) 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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

companies, etc.)					
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10. In a few short words, please explain your understanding of an Extreme Cold Watch.
11. In a few short words, please explain your understanding of an Extreme Cold Warning.
12. In a few short words, please explain your understanding of a Wind Chill Advisory.
13. In a few short words, please explain your understanding of a Wind Chill Watch.
14. In a few short words, please explain your understanding of a Wind Chill Warning.
15. Based on your understanding of the National Weather Service's Extreme Cold and Wind Chill advisory, watch and warning products, how likely are you to take protective action?

Product	Not Likely At All	Somewhat Likely	Likely	Very Likely	Unsure
Extreme Cold Watch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extreme Cold Warning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wind Chill Advisory	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wind Chill Watch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wind Chill Warning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. When the National Weather Service issues an Extreme Cold and Wind Chill advisory, watch or warning for your area, how likely do you think it is that you will experience an extreme cold or wind chill event near you location?

Product	Not Likely At All	Somewhat Likely	Likely	Very Likely	Unsure
Extreme Cold Watch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extreme Cold Warning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wind Chill Advisory	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wind Chill Watch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wind Chill Warning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. What is your gender?

- a. Male
- b. Female

18. What is your age?

- a. 18 - 29
- b. 30 - 39

- c. 40 - 49
- d. 50 - 59
- e. 60 - 69
- f. 70+

19. What is your race?

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

20. 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

21. 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.