

Paperwork Reduction Act Statement

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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.

Winter Weather Survey Questions

There was a hazardous winter weather event that began in your area on the (morning, afternoon, evening) of (month) (date), (year) and ended 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 you answered the following questions regarding that specific winter weather 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 winter weather 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 winter weather 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.)	<input type="radio"/>	<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"/>	<input type="radio"/>
NOAA Weather Radio Broadcast	<input type="radio"/>	<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"/>	<input type="radio"/>
Print Media (e.g., local newspapers)	<input type="radio"/>	<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"/>	<input type="radio"/>
Other Websites / Social Media (e.g., Weather.com, Facebook, Twitter, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Wireless Emergency Alerts (WEA) via cellphone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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 hazardous winter weather 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 hazardous winter weather would be possible for my area

3. Based on the information you were given, what did you feel the threat(s) from the winter weather event would be? (Please select all that apply)

- Blowing and/or drifting snow
- Dangerous wind chills
- Extreme cold
- Freezing rain / ice storm
- Heavy sleet
- Heavy snow
- High winds
- Lake-effect snow
- White-out conditions
- Other (please specify)

4. What, if any, special preparations did you take in the days and hours before the winter weather event? (Please select all that apply)

- Purchased extra water/food
- Filled prescription(s)

- Filled vehicle(s) with gas
- Purchased salt/shovel
- Got extra cash
- Purchased/borrowed a generator
- Increased communication with friends/relatives
- Allowed more time for travel
- Cancelled or adjusted scheduled plans, appointments, and/or activities
- Purchased/created/updated an emergency survival kit
- I did not take any special preparations
- Other (please specify)

The following questions pertain to the actions you took **once the (insert winter weather product here) 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 (insert winter weather product here)?

Action	Yes	No	I Do Not Remember
Did you make plans to alter your routine?	<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 (winter weather product)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Did you secure your property?	<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 (insert winter weather product here)?

Action	My First Action
Made plans to alter my routine	<input type="radio"/>
Sought additional information via various media outlets (e.g., TV, Radio, Internet)	<input type="radio"/>
Tried to drive out of the winter weather threat area	<input type="radio"/>
Tried to figure out if my specific location was in the warning	<input type="radio"/>
Secured my property (e.g., put outdoor items in storage)	<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 altered your routine prior to the winter weather event, please answer Part A. If you did not alter your routine prior to the winter weather event, please answer Part B.

- a. What led to your decision to alter your daily routine? (Please choose the answer that best applies to your situation.)
- Road conditions
 - School/business closings
 - Consistency/urgency of forecast
 - I typically alter my routine after receiving a (insert winter weather product here) 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 alter my routine
 - Previous experiences I had with winter weather events led me to believe I could be in danger.
 - Other (Please state why)
- b. What led to your decision to not seek shelter during the (insert winter weather product here)? (Please choose the answer that best applies to your situation.)
- I typically do not take action immediately after receiving a (insert winter weather product here) issued for my area
 - I did not believe I would be impacted by the winter weather event (Please state why)
 - I could not see threatening weather outside
 - Previous experiences I had with winter weather 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 winter weather event** 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 winter weather 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,	o	o	o	o

HD, Satellite Radio, etc.)				
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"/>
Wireless Emergency Alerts (WEA) via cellphone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Siren / Community Alerting (e.g., sirens, Reverse 911, vehicle messaging signs, etc.)	<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 #10.

- Please rate your level of satisfaction with the information and services you received from the National Weather Service during this particular hazardous winter weather 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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

received explained the winter storm threat and expected impacts					
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"/>

10. In a few short words, please explain your understanding of a Winter Weather Advisory.
11. In a few short words, please explain your understanding of a (enter appropriate winter weather event type) Watch.
12. In a few short words, please explain your understanding of a (enter appropriate winter weather event type) Warning.
13. Based on your understanding of the National Weather Service's winter storm watches, advisories and warnings, how likely are you to take protective action based on these products?

Product	Not Likely At All	Somewhat Likely	Likely	Very Likely	Unsure
Winter Weather Advisory	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Winter Storm Watch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Winter Storm Warning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. When the National Weather Service issues a winter storm watch, advisory and warning for your area, how likely do you think it is that you will experience hazardous winter weather near you location?

Product	Not Likely At All	Somewhat Likely	Likely	Very Likely	Unsure
Winter Weather Advisory	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Winter Storm Watch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Winter Storm Warning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. What is your gender?
 - a. Male

- b. Female

16. 11. What is your age?

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

17. What is your race?

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

18. 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

19. 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.