

# NWS 2015 Quarterly Customer Satisfaction Survey

## 02/27/15

Note: Section headers will not be included in online survey. Items in **BOLD AND CAPS** are programmer instructions. Response options will be randomized, except when sequential. All rated questions include will include a “Don’t Know” and/or “NA” option. When a “RANDOMIZE” instruction is provided, any “Other,” “Don’t Know,” or “None” style of response will be forced to the bottom of the response set.

### **Introduction**

The National Oceanic and Atmospheric Administration’s (NOAA) National Weather Service (NWS) is committed to serving the needs of all of its users. The NWS is undertaking research on how satisfied users are and would appreciate your feedback. The purpose of this research, conducted in partnership with the federal government as part of the American Customer Satisfaction Index, is to help the NWS improve its services for you and others like you.

Your answers are voluntary, but your opinions are very important for this research. Your responses will be kept anonymous, and you will never be identified by name. CFI Group, a third party research and consulting firm, is administering this survey via a secure server. The time required to complete this survey will depend on how certain questions are answered, but will likely take about 10 minutes, and is authorized by Office of Management and Budget Control No. 1090-0007 which expires on March 31, 2015.

Please click on the “Next” button below to begin the survey.

### **Use of NWS Information**

1. How do you use information provided by the NWS? (Select all that apply)
  - 1-1 Agriculture
  - 1-2 Commercial Aviation
  - 1-3 Amateur Radio
  - 1-4 Broadcast/Print Media
  - 1-5 Commodities Markets
  - 1-6 Consulting/Added Value Customer Forecast Services
  - 1-7 Education (e.g., formal education or training of children and adults)
  - 1-8 Health Services
  - 1-9 Land Management Decisions (e.g., fire weather)
  - 1-10 Commercial Marine (e.g., commercial transport, commercial fishing, harbor management, search and rescue)
  - 1-11 NWS Data Provider (e.g., storm spotter, co-op observer)
  - 1-12 Personal (e.g., how to dress for the day)
  - 1-13 Outdoor Recreation (e.g., snow shoeing, flying, fishing and hunting, skiing, etc.)
  - 1-14 Research (applied and basic)
  - 1-15 Weather Enthusiast

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- 1-16 Decision Support (e.g., emergency response, community service program, school closures)
- 1-17 Other (please specify) **(CAPTURE)**

### Hazardous Services for Winter Weather

- 2. Using a 1 to 10 scale, where 1 means “Not at all Satisfied” and 10 means “Very Satisfied,” please rate your level of satisfaction with the accuracy of information, for winter weather events, you received from the National Weather Service during the most recent season.
- 3. Using a 1 to 10 scale, where 1 means “Not at all Satisfied” and 10 means “Very Satisfied,” please rate your level of satisfaction with NWS information in helping you make decisions (e.g., go to supermarket, take public transportation instead of driving) concerning winter weather hazards.
- 4. **(If less than 7)** Please indicate what the NWS should change to better help you in making decisions when hazardous winter weather is forecasted. **(CAPTURE)**

### Outreach/Weather Education/Weather-Ready Nation

(Questions 5 and 6 go together. The first asks people to rate how knowledgeable they are and the second asks whether the information provided by NWS has improved their knowledge. The idea is to determine to what extent NWS has improved the knowledge of those who are in the lower categories of current knowledge.)

- 5. How would you rate your current knowledge of winter weather-related events on a scale of 1 to 10, where 1 means “very low knowledge” and 10 means “very high knowledge” (i.e., an expert)?
- 6. How would you rate the extent to which the information provided by NWS has contributed to your understanding of the dangers of winter weather-related events on a scale of 1 to 10, where 1 means “not at all” and 10 means “significantly”?
- 7. Do you have a safety plan for coping with hazardous winter weather? (Yes/No)
- 8. (If Q7 = Yes) Does your safety plan include a winter weather emergency preparedness kit for your vehicle? (Yes/No)

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9. (If Q8 = Yes) Which of the following items are included in your winter weather emergency preparedness kit for your vehicle? (Check all that apply)
- Windshield scraper and brush or small broom
  - Sack of sand or cat litter for traction
  - Shovel
  - Tow rope or chain
  - Battery booster cables
  - Mobile phone charger
  - Blankets or sleeping bag
  - Flashlight
  - First aid kit
  - Water
  - High-calorie, non-perishable food
  - Extra clothing to keep dry

### Customer Satisfaction Index

Now, based on your knowledge of the National Weather Service, please think about your overall satisfaction with the NWS.

10. First, please consider all of your experiences with the NWS. Using a 10-point scale on which 1 means “Very Dissatisfied” and 10 means “Very Satisfied,” how satisfied are you with the NWS?
11. **(If less than 7)** Please indicate what the NWS should change to improve your satisfaction. **(CAPTURE)**
12. Using a 10-point scale on which 1 now means “Falls Short of your Expectations” and 10 means “Exceeds your Expectations,” to what extent has the NWS fallen short of, or exceeded your expectations?
13. **(If less than 7)** How has the NWS fallen short of your expectations? **(CAPTURE)**
14. Now, imagine what an ideal organization providing weather information would be like. How well do you think the NWS compares with that ideal organization you just imagined? Please use a 10-point scale on which 1 means “Not Very Close to the Ideal,” and 10 means “Very Close to the Ideal.”

### Desired Outcomes

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15. Using a 10-point scale on which 1 means “Not at all Likely” and 10 means “Very Likely,” how likely would you be to take action based on the information you receive from the NWS?
16. Using a 10-point scale, on which 1 means “Not at all Likely” and 10 means “Very Likely,” how likely are you to use the NWS as a source of weather information in the future?
17. Using a 10-point scale on which 1 means “Not at all Likely” and 10 means “Very Likely,” how likely are you to recommend the NWS to a colleague or friend?
18. Please share with us any final thoughts you have about the ways NWS could improve our services to you.

### Demographics

19. Please enter your zip code **(CAPTURE)**
20. What is your age?
  - 12 – 14
  - 15-24
  - 25-34
  - 35-44
  - 45-54
  - 55-64
  - 65+
21. What is your gender?
  - Male
  - Female
22. What is your race or origin?
  - White, Caucasian
  - Black, African American
  - Hispanic, Latino, or Spanish
  - Pacific Islander
  - Asian
  - American Indian/Native Indian or Alaska Native
  - Other (please specify) **(CAPTURE)**
23. What is the highest degree or level of school you have completed?

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- 12<sup>th</sup> grade or less (no diploma)
- High school diploma or GED
- Some college, no degree
- Associate or technical degree
- Bachelor's degree
- Graduate degree/Professional degree