OMB Control No, 0648-0342

Expiration Date: 05/31/2018

**Script:**

**Hello, my name’s \_\_\_\_\_\_\_\_\_\_ and I’m from the National Oceanic and Atmospheric Administration (NOAA). We’re hoping to gather some information about beach safety. Would you be willing to chat with us for about *5 minutes* regarding thoughts on dangers you may encounter while at the beach?**

**[If they are hesitant] - It will only take a few minutes of your time and it will help us at NOAA improve our services and work to provide safer beaches.**

**[If they say yes] - Thank you very much for your willingness to participate. I want to let you know that responses to this survey are completely voluntary and you do not need to supply any identifiable information.**

**Before we begin, are you over 18 years old?**

[If yes, continue]

[If no, politely decline]

**Background Questions**

1) Are you comfortable providing your age in the form of a range?

* 18-24
* 25-34
* 35-44
* 45-54
* 55-64
* 65+

2) On average how many times do you visit the beach per year?

* Number: \_\_\_\_\_

3) When you visit the beach do you or your family typically go in the water?

[If yes, continue]

* Occasionally
* Frequently

[If no, politely decline]

* Never

**Survey Questions**

**1)** Do you gather any information on the dangers you may encounter while at the beach before you arrive?

* [If yes, probe] - What type of information and where are you getting it from?
* Types:
  + Weather
  + Sun exposure
  + Waves
  + Rip currents
  + Marine life
  + Other: \_\_\_\_\_\_\_\_\_\_\_\_
* Sources:
  + TV
  + Radio
  + Internet
  + Phone
  + Family/friends
  + Other: \_\_\_\_\_\_\_\_\_\_\_\_

**2)** Do you gather any information while at the beach?

* [If yes, probe] - What type of information and where are you getting it from?
* Types:
  + Weather
  + Sun exposure
  + Waves
  + Rip currents
  + Marine life
  + Other: \_\_\_\_\_\_\_\_\_\_\_\_
* Sources:
  + Phone
  + Lifeguard
  + Other beach goers
  + Signs
  + Flags
  + Other: \_\_\_\_\_\_\_\_\_\_\_\_

**3)** Does any of this information impact the decisions you make for you or your family that day?

* [If yes, probe] - How so?
  + Wouldn’t change plans at all
  + Choose not to go to the beach that day
  + Find more information once at the beach
  + Sit near lifeguard
  + Wear a life jacket
  + Stay out of water
  + Swim, but cautiously
  + Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**4)** What is a rip current?

* [If they don’t know, skip to question 7]
* [If , continue with remainder of survey]

**5)** If you can spot a rip current in this picture, please point to it? (Present 3 photographs one by one)

**6)** What would you do if you were caught in a rip current?

**7)** Have you heard the 'Break the Grip of the Rip®’ campaign?

* [If yes, probe] - Do you feel that it’s helped you in any way?

**8)** If this forecast said *low* risk for rip currents, would it change any decisions you made for you or your family that day?

* [If yes, probe] - How so?
  + Wouldn’t change plans at all
  + Choose not to go to the beach that day
  + Find more information once at the beach
  + Sit near lifeguard
  + Wear a life jacket
  + Stay out of water
  + Swim, but cautiously
  + Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**9)** If you were to receive a forecast telling you that there was a *high* risk for rip currents at the beach you were heading to, would it change any decisions you made for you or your family that day?

* [If yes, probe] - How so?
  + Wouldn’t change plans at all
  + Choose not to go to the beach that day
  + Find more information once at the beach
  + Sit near lifeguard
  + Wear a life jacket
  + Stay out of water
  + Swim, but cautiously
  + Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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