

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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