

OUTLOOK FOR SNOW

...Snow with at times blowing snow expected to start Monday morning and continue through Tuesday...

Alert Level: Outlook

Forecast Confidence - Possible

Potential Impact - Moderate

What: Accumulating snow, with increasing winds and blowing snow, is possible Monday into Tuesday.

Where: Areas west of Any Town.

When: Monday morning through Tuesday.

Actions: Be aware that you may need to make alternative travel arrangements.

Additional Details:

<http://www.nws.noaa.gov/om/winter/index.shtml>

Based on the information provided above:

1. What action are you most likely to take at this time? Please select one.

- Purchase supplies (food, water, etc.).
- Plan for future travel disruptions.
- Allow extra travel time for the day's activities.
- Stay home.
- Nothing needed.

2. How confident are you that there will be at least some snow on Monday?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Not at all confident | Slightly confident | Moderately Confident | Very confident | Extremely confident |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

3. At this time, how concerned are you about this storm causing at least some inconvenience?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Not at all concerned | Slightly concerned | Moderately concerned | Very concerned | Extremely concerned |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

4. At this time, how concerned are you about this storm causing a city-wide shutdown?

Not at all concerned

Slightly concerned

Moderately concerned

Very concerned

Extremely concerned

+ Add a new question

Or simply click or drag a new question from the Builder.

Prev

Next

+ New Page

PAGE 4

Page Logic

More Actions

P4: Prototype 1



Winter Weather Survey - Mild Climate (final)

Prototype 1

Step 2: It is now Sunday afternoon



Urgent - Weather Message
National Weather Service
207 PM EST Sun Feb 12 2017

WATCH FOR SNOW

...Accumulating snow beginning Monday morning through Tuesday afternoon...

Alert Level: Watch - Prepare For Snow

**Forecast Confidence - Likely
Potential Impact - Moderate**

What: Accumulating snow is expected to start Monday morning with increasing winds and the possibility of blowing snow

Where: Areas west of Any Town.

When: Monday morning through Tuesday afternoon.

Actions: Begin planning for alternative travel arrangements; adjust plans as necessary.

Additional Details:

<http://www.nws.noaa.gov/om/winter/index.shtml>

Based on the information provided:

5. What action are you now most likely to take at this time? You may elect to continue doing something you chose before, or you can make another selection.

- Purchase supplies (food, water, etc.).
- Plan for future travel disruptions.
- Allow extra travel time for the day's activities.
- Stay home.
- Nothing needed.
- Other (please specify)

6. How confident are you that there will be at least some snow on Monday?

- Not at all confident Slightly confident Moderately confident Very confident Extremely confident
-

7. Compared to the last forecast, what (if anything) do you think has changed?

- Anticipated Increasing Decreasing Staying the Same
-

impacts are:

Anticipated
amount of
Snowfall is:

Three sets of radio button options for the 'impacts are:' and 'Anticipated amount of Snowfall is:' labels.

8. At this time, how concerned are you about this storm causing at least some inconvenience?

Not at all concerned Slightly concerned Moderately concerned Very concerned Extremely concerned

○ ○ ○ ○ ○

9. At this time, how concerned are you about this storm causing a city-wide shutdown?

Not at all concerned Slightly concerned Moderately concerned Very concerned Extremely concerned

○ ○ ○ ○ ○

+ Add a new question

Or simply click or drag a new question from the Builder.

Prev Next

+ New Page





Step 3: It is now early Monday morning

Urgent - Weather Message
National Weather Service
335 AM EST Mon Feb 13 2017

WINTER WEATHER STATEMENT: SNOW AND BLOWING SNOW

...Expect 4-6 inches of snow Monday with an additional 2-4 inches of snow Tuesday...

Alert Level: Statement - Be Aware of Snow

**Forecast Confidence - Observed
Impact - Moderate**

What: Snow and blowing snow, expect 4-6 inches today and an additional 2-4 inches of snow Tuesday.

Where: Areas west of Any Town.

When: Monday morning through Tuesday afternoon.

Actions: Allow for additional travel time. Roads will become slick and dangerous.

State Road Conditions Link

Additional Details:

<http://www.nws.noaa.gov/om/winter/index.shtml>

Based on the information provided:

10. What action are you now most likely to take at this time? You may elect to continue doing something you chose before, or you can make another selection.

- Purchase supplies (food, water, etc.).
- Plan for travel disruptions.
- Allow extra travel time for the day's activities.
- Stay home.
- Nothing needed.
- Other (please specify)

11. How confident are you that there will be at least some snow on Monday?

Not at all confident	Slightly confident	Moderately confident	Very confident	Extremely confident
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Compared to the last forecast, what (if anything) do you think has changed?

	Increasing	Decreasing	Staying the Same
Anticipated impacts are:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Anticipated amount of Snowfall is:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. At this time, how concerned are you about this storm causing at least some inconvenience?

Not at all concerned	Slightly concerned	Moderately concerned	Very concerned	Extremely concerned
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. At this time, how concerned are you about this storm causing a city-wide shutdown?

Not at all concerned	Slightly concerned	Moderately concerned	Very concerned	Extremely concerned
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[+ Add a new question](#)

Or simply click or drag a new question from the Builder.

Prev

Next

[+ New Page](#)



Winter Weather Survey - Mild Climate (final)

Prototype 1



Step 4: It is now Monday afternoon and the forecast has been updated

Urgent - Weather Message
National Weather Service
301 PM EST Mon Feb 13 2017

WARNING FOR HEAVY SNOW

...Snow and blowing snow with another 6-12 inches through Tuesday...

Alert Level: Warning - Take Action

**Forecast Confidence - Observed
Impact - Moderate**

What: An additional 8-12 inches will accumulate through Tuesday; blowing snow also expected

Where: Areas west of Any Town.

When: Now through Tuesday afternoon

Actions: **STAY HOME!** Roads will become treacherous for traveling

****State Road Conditions Link****

Additional Details:

<http://www.nws.noaa.gov/om/winter/index.shtml>

Based on the information provided:

15. What action are you now most likely to take at this time? You may elect to continue doing something you chose before, or you can make another selection.

- Purchase supplies (food, water, etc.).
- Allow extra travel time for the day's activities.
- Stay home.
- Nothing needed.
- Other (please specify)

16. How confident are you that there will be at least some snow on Monday?

- | Not at all confident | Slightly confident | Moderately confident | Very confident | Extremely confident |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

17. Compared to the last forecast, what (if anything) do you think has changed?

- | | Increasing | Decreasing | Staying the Same |
|------------------------------------|-----------------------|-----------------------|-----------------------|
| Anticipated impacts are: | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Anticipated amount of Snowfall is: | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

18. At this time, how concerned are you about this storm causing at least some inconvenience?

- | Not at all concerned | Slightly concerned | Moderately concerned | Very concerned | Extremely concerned |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

19. At this time, how concerned are you about this storm causing a city-wide shutdown?

- | Not at all concerned | Slightly concerned | Moderately concerned | Very concerned | Extremely concerned |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

[+ Add a new question](#)

Or simply click or drag a new question from the Builder.

Prev

Next

+ New Page

PAGE 7

Page Logic

More Actions

P7: Prototype 1



Winter Weather Survey - Mild Climate (final)

Prototype 1

Step 5: It is now late in the evening on Tuesday



Urgent - Weather Message
National Weather Service
1155 PM EST Tues Feb 14 2017

**WARNING FOR SNOW AND BLOWING SNOW
CANCELLED**

**...Snow and Blowing Snow event is winding down;
light snow with little additional accumulation.
Snowfall of 8-12 inches has left roads snow covered
and slippery...**

**Forecast Confidence - Observed
Impact - Moderate**

What: Snow will come to an end this evening; expect light snow with little additional accumulation. Snowfall of 6-12 inches has left roads snow covered and treacherous.

Where: Areas west of Any Town.

When: Conditions will continue to improve overnight

Actions: Continued caution while traveling is advised

****State Road Conditions Link****

Additional Details:

<http://www.nws.noaa.gov/om/winter/index.shtml>

20. Based on the information provided above, what action are you now most likely to take at this time? You may elect to continue doing something you chose before, or you can make another selection.

- Purchase supplies (food, water, etc.).
- Allow extra travel time for the day's activities.
- Stay home.
- Nothing needed.
- Other (please specify)

21. At this time, how concerned are you that the storm will continue to cause adverse impacts?

Not at all
concerned

Slightly concerned

Moderately
concerned

Very concerned

Extremely
concerned

[+ Add a new question](#)

Or simply click or drag a new question from the Builder.

Prev

Next

+ New Page

PAGE 8

Page Logic

More Actions

P8: Prototype 1



Winter Weather Survey - Mild Climate (final)

Prototype 1



Thank you! This concludes the event. Please answer the following questions about this prototype.

22. The prototype used colors to highlight certain parts of the text. How helpful did you feel the colors were for describing:

	Not at all helpful	Slightly helpful	Moderately helpful	Very helpful	Extremely helpful
The likelihood of snow?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The potential impacts of the snow?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. How easy was it for you to understand this prototype?



Not at all easy Somewhat easy Moderately easy Very easy Extremely easy

[+ Add a new question](#)

Or simply click or drag a new question from the Builder.

[Prev](#) [Next](#)

[+ New Page](#)

PAGE 9

[Page Logic](#) [More Actions](#)

P9: Prototype II [◀](#) [▶](#)



Winter Weather Survey - Mild Climate (final)

Prototype II



Step 1: It is Friday evening, and the forecast below is for the following Monday.

Outlook: Be Aware. Possibility of Snow Monday and Tuesday

**Forecast Confidence - Possible
Potential Impact - Moderate**

What: Accumulating snow, with increasing winds and blowing snow, is possible Monday into Tuesday.

Where: Areas west of Any Town.

When: Monday morning through Tuesday.

Actions: Be aware that you may need to make alternative travel arrangements.

Additional Details:

<http://www.nws.noaa.gov/om/winter/index.shtml>

Based on the information provided above:

24. What action are you most likely to take at this time? Please select one.

- Purchase supplies (food, water, etc.).
- Plan for future travel disruptions.
- Allow extra travel time for the day's activities.
- Stay home.
- Nothing needed.
- Other (please specify)

25. How confident are you that there will be at least some snow on Monday?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Not at all confident | Slightly confident | Moderately confident | Very confident | Extremely confident |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

26. At this time, how concerned are you about this storm causing at least some inconvenience?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Not at all concerned | Slightly concerned | Moderately concerned | Very concerned | Extremely concerned |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

27. At this time, how concerned are you about this storm causing a city-wide shutdown?

Not at all concerned

Slightly concerned

Moderately concerned

Very concerned

Extremely concerned

+ Add a new question

Or simply click or drag a new question from the Builder.

Prev

Next

+ New Page

PAGE 10

Page Logic

More Actions

P10: Prototype II



Winter Weather Survey - Mild Climate (final)

Prototype II

Step 2: It is now Sunday afternoon



Urgent - Weather Message
National Weather Service
207 PM EST Sun Feb 12 2017

Outlook: Get Prepared.
Significant Snowfall Likely Monday

Forecast Confidence - Likely
Potential Impact - Moderate

What: Accumulating snow is expected to start Monday morning with increasing winds and the possibility of blowing snow

Where: Areas west of Any Town.

When: Monday morning through Tuesday afternoon.

Actions: Begin planning for alternative travel arrangements; adjust plans as necessary.

Additional Details:

<http://www.nws.noaa.gov/om/winter/index.shtml>

Based on the information provided:

28. What action are you now most likely to take at this time? You may elect to continue doing something you chose before, or you can make another selection.

- Purchase supplies (food, water, etc.).
- Plan for future travel disruptions.
- Allow extra travel time for the day's activities.
- Stay home.
- Nothing needed.
- Other (please specify)

29. How confident are you that there will be at least some snow on Monday?

- Not at all confident Slightly confident Moderately confident Very confident Extremely confident
-

30. Compared to the last forecast, what (if anything) do you think has changed?

- Increasing Decreasing Staying the Same
- Anticipated impacts are:
- Anticipated amount of

Snowfall is:

31. At this time, how concerned are you about this storm causing at least some inconvenience?

Not at all concerned

Slightly concerned

Moderately concerned

Very concerned

Extremely concerned

32. At this time, how concerned are you about this storm causing a city-wide shutdown?

Not at all concerned

Slightly concerned

Moderately concerned

Very concerned

Extremely concerned

[+ Add a new question](#)

Or simply click or drag a new question from the Builder.

Prev

Next

[+ New Page](#)

PAGE 11

Page Logic

More Actions

P11: Prototype II



Winter Weather Survey - Mild Climate (final)

Prototype II



Step 3: It is now early Monday morning

Urgent - Weather Message
National Weather Service
335 AM EST Mon Feb 13 2017

**Orange Warning: Moderate Snowfall Today,
Take Action**

**Forecast Confidence - Observed
Impact - Moderate**

What: Snow and blowing snow, expect 4-6 inches today and an additional 2-4 inches of snow Tuesday.

Where: Areas west of Any Town.

When: Monday morning through Tuesday afternoon.

Actions: Allow for additional travel time. Roads will become slick and dangerous.

****State Road Conditions Link****

Additional Details:

<http://www.nws.noaa.gov/om/winter/index.shtml>

Based on the information provided:

33. What action are you now most likely to take at this time? You may elect to continue doing something you chose before, or you can make another selection.

- Purchase supplies (food, water, etc.).
- Plan for future travel disruptions.
- Allow extra travel time for the day's activities.
- Stay home.
- Nothing needed.
- Other (please specify)

34. How confident are you that there will be at least some snow on Monday?

- Not at all confident Slightly confident Moderately confident Very confident Extremely confident
-

35. Compared to the last forecast, what (if anything) do you think has changed?

	Increasing	Decreasing	Staying the Same
Anticipated impacts are:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Anticipated amount of Snowfall is:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

36. At this time, how concerned are you about this storm causing at least some inconvenience?

Not at all concerned	Slightly concerned	Moderately concerned	Very concerned	Extremely concerned
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

37. At this time, how concerned are you about this storm causing a city-wide shutdown?

Not at all concerned	Slightly concerned	Moderately concerned	Very concerned	Extremely concerned
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[+ Add a new question](#)

Or simply click or drag a new question from the Builder.

Prev

Next

[+ New Page](#)



Winter Weather Survey - Mild Climate (final)

Prototype II



Step 4: It is now Monday afternoon and the forecast has been updated

Urgent - Weather Message
National Weather Service
301 PM EST Mon Feb 13 2017

**Red Warning: Heavy Snow Now Expected.
Take Action**

**Forecast Confidence - Observed
Impact - Moderate**

What: An additional 8-12 inches will accumulate through Tuesday; blowing snow also expected

Where: Areas west of Any Town.

When: Now through Tuesday afternoon

Actions: **STAY HOME!** Roads will become treacherous for traveling

****State Road Conditions Link****

Additional Details:

<http://www.nws.noaa.gov/om/winter/index.shtml>

Based on the information provided:

38. What action are you now most likely to take at this time? You may elect to continue doing something you chose before, or you can make another selection.

- Purchase supplies (food, water, etc.).
- Allow extra travel time for the day's activities.
- Stay home.
- Nothing needed.
- Other (please specify)

39. How confident are you that there will be at least some snow on Monday?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Not at all confident | Slightly confident | Moderately confident | Very confident | Extremely confident |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

40. Compared to the last forecast, what (if anything) do you think has changed?

- | | | | |
|------------------------------------|-----------------------|-----------------------|-----------------------|
| | Increasing | Decreasing | Staying the Same |
| Anticipated impacts are: | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Anticipated amount of Snowfall is: | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

41. At this time, how concerned are you about this storm causing at least some inconvenience?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Not at all concerned | Slightly concerned | Moderately concerned | Very concerned | Extremely concerned |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

42. At this time, how concerned are you about this storm causing a city-wide shutdown?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Not at all concerned | Slightly concerned | Moderately concerned | Very concerned | Extremely concerned |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

[+ Add a new question](#)

Or simply click or drag a new question from the Builder.

Prev

Next



Winter Weather Survey - Mild Climate (final)

Prototype II

Step 5: It is now late in the evening on Tuesday



Urgent - Weather Message
National Weather Service
1155 PM EST Tues Feb 14 2017

Stay Ready: Roads Remain Hazardous

**Forecast Confidence - Observed
Impact - Moderate**

What: Snow will come to an end this evening; expect light snow with little additional accumulation. Snowfall of 6-12 inches has left roads snow covered and treacherous.

Where: Areas west of Any Town.

When: Conditions will continue to improve overnight

Actions: Continued caution while traveling is advised

****State Road Conditions Link****

Additional Details:

<http://www.nws.noaa.gov/om/winter/index.shtml>

43. Based on the information provided above, what action are you now most likely to take at this time? You may elect to continue doing something you chose before, or you can make another selection.

- Purchase supplies (food, water, etc.).
- Allow extra travel time for the day's activities.
- Stay home.
- Nothing needed.
- Other (please specify)

44. At this time, how concerned are you that the storm will continue to cause adverse impacts?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Not at all concerned | Slightly concerned | Moderately concerned | Very concerned | Extremely concerned |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

[+ Add a new question](#)

Or simply click or drag a new question from the Builder.

Prev

Next

+ New Page

PAGE 14

Page Logic

More Actions

P14: Prototype II



Winter Weather Survey - Mild Climate (final)

Prototype II



Thank you! This concludes the event. Please answer the following questions about this prototype.

45. The prototype used colors to highlight certain parts of the text. How helpful did you feel the colors were for describing:

	Not at all helpful	Slightly helpful	Moderately helpful	Very helpful	Extremely helpful
The likelihood of snow?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The potential impacts of the snow?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

46. How easy was it for you to understand this prototype?

Not at all easy Somewhat easy Moderately easy Very easy Extremely easy

[+ Add a new question](#)

Or simply click or drag a new question from the Builder.

[Prev](#) [Next](#)

[+ New Page](#)

PAGE 15

Page Logic

More Actions

P15: Prototype III



Winter Weather Survey - Mild Climate (final)

Prototype III



Step 1: It is Friday evening, and the forecast below is for the following Monday.

Significant Snow Possible Monday: Be Aware

**Forecast Confidence - Possible
Potential Impact - Moderate**

What: Accumulating snow, with increasing winds and blowing snow, is possible Monday into Tuesday.

Where: Areas west of Happy Town.

When: Monday morning through Tuesday.

Actions: Be aware that you may need to make alternative travel arrangements.

Additional Details:

<http://www.nws.noaa.gov/om/winter/index.shtml>

Based on the information provided above:

47. What action are you most likely to take at this time? Please select one.

- Purchase supplies (food, water, etc.).
- Plan for future travel disruptions.
- Allow extra travel time for the day's activities.
- Stay home.
- Nothing needed.
- Other (please specify)

48. How confident are you that there will be at least some snow on Monday?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Not at all confident | Slightly confident | Moderately confident | Very confident | Extremely confident |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

49. At this time, how concerned are you about this storm causing at least some inconvenience?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Not at all concerned | Slightly concerned | Moderately concerned | Very concerned | Extremely concerned |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

50. At this time, how concerned are you about this storm causing a city-wide shutdown?

Not at all concerned

Slightly concerned

Moderately concerned

Very concerned

Extremely concerned

+ Add a new question

Or simply click or drag a new question from the Builder.

Prev

Next

+ New Page

PAGE 16

Page Logic

More Actions

P16: Prototype III



Winter Weather Survey - Mild Climate (final)

Prototype III

Step 2: It is now Sunday afternoon



Urgent - Weather Message
National Weather Service
207 PM EST Sun Feb 12 2017

Significant Snowfall Likely Monday: Get Prepared

Forecast Confidence - Likely
Potential Impact - Moderate

What: Accumulating snow is expected to start Monday morning with increasing winds and the possibility of blowing snow

Where: Areas west of Any Town.

When: Monday morning through Tuesday afternoon.

Actions: Begin planning for alternative travel arrangements; adjust plans as necessary.

Additional Details:

<http://www.nws.noaa.gov/om/winter/index.shtml>

Based on the information provided:

51. What action are you now most likely to take at this time? You may elect to continue doing something you chose before, or you can make another selection.

- Purchase supplies (food, water, etc.).
- Plan for future travel disruptions.
- Allow extra travel time for the day's activities.
- Stay home.
- Nothing needed.
- Other (please specify)

52. How confident are you that there will be at least some snow on Monday?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | | Moderately | | |
| Not at all confident | Slightly confident | confident | Very confident | Extremely confident |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

53. Compared to the last forecast, what (if anything) do you think has changed?

- | | | | |
|--------------------------|-----------------------|-----------------------|-----------------------|
| | Increasing | Decreasing | Staying the Same |
| Anticipated impacts are: | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Anticipated | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

amount of
Snowfall is:



54. At this time, how concerned are you about this storm causing at least some inconvenience?

Not at all
concerned



Slightly concerned



Moderately
concerned



Very concerned



Extremely
concerned



55. At this time, how concerned are you about this storm causing a city-wide shutdown?

Not at all
concerned



Slightly concerned



Moderately
concerned



Very concerned



Extremely
concerned



[+ Add a new question](#)

Or simply click or drag a new question from the Builder.

Prev

Next

[+ New Page](#)

PAGE 17

Page Logic

More Actions

P17: Prototype III



Winter Weather Survey - Mild Climate (final)

Prototype III



Step 3: It is now early Monday morning

Urgent - Weather Message
National Weather Service
335 AM EST Mon Feb 13 2017

Moderate Snowfall Today

**Forecast Confidence - Observed
Impact - Moderate**

What: Snow and blowing snow, expect 4-6 inches today and an additional 2-4 inches of snow Tuesday.

Where: Areas west of Happy Town.

When: Monday morning through Tuesday afternoon.

Actions: Allow for additional travel time. Roads will become slick and dangerous.

State Road Conditions Link

Additional Details:

<http://www.nws.noaa.gov/om/winter/index.shtml>

Based on the information provided:

56. What action are you now most likely to take at this time? You may elect to continue doing something you chose before, or you can make another selection.

- Purchase supplies (food, water, etc.).
- Plan for future travel disruptions.
- Allow extra travel time for the day's activities.
- Stay home.
- Nothing needed.
- Other (please specify)

57. How confident are you that there will be at least some snow on Monday?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Not at all confident | Slightly confident | Moderately confident | Very confident | Extremely confident |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

58. Compared to the last forecast, what (if anything) do you think has changed?

	Increasing	Decreasing	Staying the Same
Anticipated impacts are:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Anticipated amount of Snowfall is:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

59. At this time, how concerned are you about this storm causing at least some inconvenience?

Not at all concerned	Slightly concerned	Moderately concerned	Very concerned	Extremely concerned
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

60. At this time, how concerned are you about this storm causing a city-wide shutdown?

Not at all concerned	Slightly concerned	Moderately concerned	Very concerned	Extremely concerned
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[+ Add a new question](#)

Or simply click or drag a new question from the Builder.

Prev

Next

[+ New Page](#)



Winter Weather Survey - Mild Climate (final)

Prototype III



Step 4: It is now Monday afternoon and the forecast has been updated

Urgent - Weather Message
National Weather Service
301 PM EST Mon Feb 13 2017

Heavy Snow Now Expected: Take Action

Forecast Confidence - Observed
Impact - Moderate

What: An additional 8-12 inches will accumulate through Tuesday; blowing snow also expected

Where: Areas west of Happy Town.

When: Now through Tuesday afternoon

Actions: **STAY HOME!** Roads will become treacherous for traveling

****State Road Conditions Link****

Additional Details:

<http://www.nws.noaa.gov/om/winter/index.shtml>

Based on the information provided:

61. What action are you now most likely to take at this time? You may elect to continue doing something you chose before, or you can make another selection.

- Purchase supplies (food, water, etc.).
- Allow extra travel time for the day's activities.
- Stay home.
- Nothing needed.
- Other (please specify)

62. How confident are you that there will be at least some snow on Monday?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Not at all confident | Slightly confident | Moderately confident | Very confident | Extremely confident |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

63. Compared to the last forecast, what (if anything) do you think has changed?

- | | | | |
|------------------------------------|-----------------------|-----------------------|-----------------------|
| | Increasing | Decreasing | Staying the Same |
| Anticipated impacts are: | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Anticipated amount of Snowfall is: | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

64. At this time, how concerned are you about this storm causing at least some inconvenience?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Not at all concerned | Slightly concerned | Moderately concerned | Very concerned | Extremely concerned |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

65. At this time, how concerned are you about this storm causing a city-wide shutdown?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Not at all concerned | Slightly concerned | Moderately concerned | Very concerned | Extremely concerned |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

[+ Add a new question](#)

Or simply click or drag a new question from the Builder.

Prev

Next



Winter Weather Survey - Mild Climate (final)

Prototype III

Step 5: It is now late in the evening on Tuesday



Urgent - Weather Message
National Weather Service
1155 PM EST Tues Feb 14 2017

Stay Ready: Roads Will Remain Hazardous

**Forecast Confidence - Observed
Impact - Moderate**

What: Snow will come to an end this evening; expect light snow with little additional accumulation. Snowfall of 6-12 inches has left roads snow covered and treacherous.

Where: Areas west of Happy Town.

When: Conditions will continue to improve overnight

Actions: Continued caution while traveling is advised

****State Road Conditions Link****

Additional Details:

<http://www.nws.noaa.gov/om/winter/index.shtml>

66. Based on the information provided above, what action are you now most likely to take at this time? You may elect to continue doing something you chose before, or you can make another selection.

- Purchase supplies (food, water, etc.).
- Allow extra travel time for the day's activities.
- Stay home.
- Nothing needed.
- Other (please specify)

67. At this time, how concerned are you that the storm will continue to cause adverse impacts?

- | | | | | |
|-------------------------|-----------------------|-------------------------|-----------------------|------------------------|
| Not at all
concerned | Slightly concerned | Moderately
concerned | Very concerned | Extremely
concerned |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

[+ Add a new question](#)

Or simply click or drag a new question from the Builder.

Prev

Next



Winter Weather Survey - Mild Climate (final)

Prototype III



Thank you! This concludes the event. Please answer the following questions about this prototype.

68. The prototype used colors to highlight certain parts of the text. How helpful did you feel the colors were for describing:

	Not at all helpful	Slightly helpful	Moderately helpful	Very helpful	Extremely helpful
The likelihood of snow?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The potential impacts of the snow?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

69. How easy was it for you to understand this prototype?

Not at all easy Somewhat easy Moderately easy Very easy Extremely easy

+ Add a new question

Or simply click or drag a new question from the Builder.

Prev

Next

+ New Page

PAGE 21

Page Logic

More Actions

P21: WWA



Winter Weather Survey - Mild Climate (final)

WWA



Step 1: It is Friday evening, and the forecast below is for the following Monday.

Hazardous Weather Outlook
National Weather Service
729 PM EST Friday Feb 10 2017

The National Weather Service has issued a Hazardous Weather Outlook for your area.

A significant lake enhanced snowfall is expected Monday evening into Wednesday morning. Areas near you could see significant snowfall during this time. Expect gusty winds to cause blowing and drifting snow.

Based on the information provided above:

70. What action are you most likely to take at this time? Please select one.

- Purchase supplies (food, water, etc.).
- Plan for future travel disruptions.
- Allow extra travel time for the day's activities.
- Stay home.
- Nothing needed.
- Other (please specify)

71. How confident are you that there will be at least some snow on Monday?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Not at all confident | Slightly confident | Moderately confident | Very confident | Extremely confident |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

72. At this time, how concerned are you about this storm causing at least some inconvenience?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Not at all concerned | Slightly concerned | Moderately concerned | Very concerned | Extremely concerned |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

73. At this time, how concerned are you about this storm causing a city-wide shutdown?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Not at all concerned | Slightly concerned | Moderately concerned | Very concerned | Extremely concerned |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

+ Add a new question

Or simply click or drag a new question from the Builder.

Prev

Next

+ New Page



Winter Weather Survey - Mild Climate (final)

WWA

Step 2: It is now Sunday afternoon



Urgent - Weather Message
National Weather Service
207 PM EST Sun Feb 12 2017

...A Winter Storm Watch is in effect from late tonight into Tuesday afternoon...

The National Weather Service has issued a Winter Storm Watch... Which is in effect from late tonight into Tuesday afternoon...

Affected Area... Area near and West of your area
Snow Accumulations... Storm totals of 6 to 8 inches with locally higher amounts possible.

Snow will develop Monday morning and continue through Monday evening. Snow is then expected to continue...Heavy at times with occasional whiteout conditions... Through Tuesday afternoon before tapering off.

Impacts...Reduced visibilities to less than a mile will create hazardous travel. Increasing wind Tuesday may cause brief whiteouts.North South Roads will be prone to drifting

Precautionary/Preparedness Actions...

A Winter Storm Watch means that there is a potential for significant snow..sleet... or ice accumulations that may impact travel.Continue to monitor for the latest forecasts.

Based on the information provided:

74. What action are you now most likely to take at this time? You may elect to continue doing something you chose before, or you can make another selection.

- Purchase supplies (food, water, etc.).
- Plan for future travel disruptions.
- Allow extra travel time for the day's activities.
- Stay home.
- Nothing needed.
- Other (please specify)

75. How confident are you that there will be at least some snow on Monday?

- Not at all confident Slightly confident Moderately confident Very confident Extremely confident
-

76. Compared to the last forecast, what (if anything) do you think has changed?

- Anticipated Increasing Decreasing Staying the Same
-

impacts are:

Anticipated
amount of
Snowfall is:

Three sets of radio button options for the 'impacts are:' and 'Anticipated amount of Snowfall is:' labels.

77. At this time, how concerned are you about this storm causing at least some inconvenience?

Not at all concerned Slightly concerned Moderately concerned Very concerned Extremely concerned

○ ○ ○ ○ ○

78. At this time, how concerned are you about this storm causing a city-wide shutdown?

Not at all concerned Slightly concerned Moderately concerned Very concerned Extremely concerned

○ ○ ○ ○ ○

[+ Add a new question](#)

Or simply click or drag a new question from the Builder.

Prev Next

[+ New Page](#)





Step 3: It is now early Monday morning

Urgent - Weather Message
National Weather Service
335 AM EST Mon Feb 13 2017

...A Winter Weather Advisory is in effect from 7 PM this evening to 7 PM Tuesday.

The National Weather Service has issued a Winter Weather Advisory... Which is in effect from 7 PM this evening to 7 PM Tuesday.

Hazardous Weather...

Snow accumulations 4 to 6 inches tonight and 2 to 4 inches Tuesday.

Increasing winds Tuesday will create blowing and drifting snow.

Impacts...Reduced visibilities to less than a mile will create hazardous travel. Increasing wind Tuesday may cause brief whiteouts. North South Roads will be prone to drifting

Based on the information provided:

79. What action are you now most likely to take at this time? You may elect to continue doing something you chose before, or you can make another selection.

- Purchase supplies (food, water, etc.).
- Plan for future travel disruptions.
- Allow extra travel time for the day's activities.
- Stay home.
- Nothing needed.
- Other (please specify)

80. How confident are you that there will be at least some snow on Monday?

Not at all confident Slightly confident Moderately confident Very confident Extremely confident

81. Compared to the last forecast, what (if anything) do you think has changed?

Increasing Decreasing Staying the Same

Anticipated impacts are:

Anticipated amount of Snowfall is:

82. At this time, how concerned are you about this storm causing at least some inconvenience?

Not at all concerned Slightly concerned Moderately concerned Very concerned Extremely concerned

83. At this time, how concerned are you about this storm causing a city-wide shutdown?

Not at all concerned Slightly concerned Moderately concerned Very concerned Extremely concerned

[+ Add a new question](#)

Or simply click or drag a new question from the Builder.

[Prev](#) [Next](#)

[+ New Page](#)



Winter Weather Survey - Mild Climate (final)

WWA



Step 4: It is now Monday afternoon and the forecast has been updated

Urgent - Weather Message
National Weather Service
301 PM EST Mon Feb 13 2017

...A Winter Storm Warning is in effect from 7 PM this evening to 7 PM Tuesday...

The National Weather Service has issued a Winter Storm Warning... which is in effect from 7 PM this evening to 7 PM Tuesday. The Winter Weather Advisory is no longer in effect.

Hazardous Weather...

Snow will increase in intensity this evening.

Accumulations 3 to 6 inches tonight and 3 to 6 inches Tuesday. Locally higher amounts possible where the bands persist. Snowfall rates could top two inches per hour in the stronger bands. |

Increasing winds tuesday will create blowing and drifting snow

Impacts...Near whiteout visibilities possible. North South Roads will be prone to drifting

Based on the information provided:

84. What action are you now most likely to take at this time? You may elect to continue doing something you chose before, or you can make another selection.

- Purchase supplies (food, water, etc.).
- Allow extra travel time for the day's activities.
- Stay home.
- Nothing needed.
- Other (please specify)

85. How confident are you that there will be at least some snow on Monday?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Not at all confident | Slightly confident | Moderately confident | Very confident | Extremely confident |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

86. Compared to the last forecast, what (if anything) do you think has changed?

- | | | | |
|------------------------------------|-----------------------|-----------------------|-----------------------|
| | Increasing | Decreasing | Staying the Same |
| Anticipated impacts are: | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Anticipated amount of Snowfall is: | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

87. At this time, how concerned are you about this storm causing at least some inconvenience?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Not at all concerned | Slightly concerned | Moderately concerned | Very concerned | Extremely concerned |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

88. At this time, how concerned are you about this storm causing a city-wide shutdown?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Not at all concerned | Slightly concerned | Moderately concerned | Very concerned | Extremely concerned |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

[+ Add a new question](#)

Or simply click or drag a new question from the Builder.

Prev

Next

+ New Page

PAGE 25

Page Logic

More Actions

P25: WWA



Winter Weather Survey - Mild Climate (final)

WWA

Step 5: It is now late in the evening on Tuesday



Urgent - Weather Message
National Weather Service
1155 PM EST Tues Feb 14 2017

...Winter Storm Warning is Cancelled...

The National Weather Service has cancelled the Winter Storm Warning...

Hazardous Weather...

Light snow showers gradually tapering off overnight.

Additional snow accumulation less than two inches

Winds will continue to diminish this evening and overnight.

Impacts...Numerous slideoffs and accidents were reported earlier today

89. Based on the information provided above, what action are you now most likely to take at this time? You may elect to continue doing something you chose before, or you can make another selection.

- Purchase supplies (food, water, etc.).
- Allow extra travel time for the day's activities.
- Stay home.
- Nothing needed.
- Other (please specify)

90. At this time, how concerned are you that the storm will continue to cause adverse impacts?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Not at all concerned | Slightly concerned | Moderately concerned | Very concerned | Extremely concerned |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

[+ Add a new question](#)

Or simply click or drag a new question from the Builder.

Prev

Next



Winter Weather Survey - Mild Climate (final)

WWA



Thank you! This concludes the event. Please answer the following questions about this prototype.

91. How helpful did you feel the information was for describing:

	Not at all helpful	Slightly helpful	Moderately helpful	Very helpful	Extremely helpful
The likelihood of snow?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The potential impacts of the snow?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

92. How easy was it for you to understand this information?

Not at all easy Somewhat easy Moderately easy Very easy Extremely easy

Or simply click or drag a new question from the Builder.

Prev

Next

+ New Page

PAGE 27

Page Logic ▾

More Actions ▾

P27: Hazard Hea... ▾



Winter Weather Survey - Mild Climate (final)

Hazard Headline Language - Text Only

Now that you've gone through the event with one kind of forecast guidance, we would like you to compare a part of the information contained in that guidance - the headline - with potential alternate headlines. Given the increasing importance of mobile technologies and social media for disseminating hazard information, headlines are increasingly important in hazard messaging.

In the questions that follow, we'll walk you through the five time steps of the event, showing you the headline you saw - without color (if your information had it) - along with the other options. For these questions, assume that the headline is something you would see when scrolling through Twitter, or when receiving a text message on your mobile phone; more information could be embedded in a link, so the headline is important for capturing your attention and quickly helping you decide if you want to learn more about what's going on.

Headlines for Time 1: Friday evening

<i>Current Message: WWA</i>	<i>Prototype One</i>	<i>Prototype Two</i>	<i>Prototype Three</i>
Hazardous Weather Outlook	Outlook for Snow	Outlook: Be Aware. Possibility of Snow Monday and Tuesday	Significant Snow Possible Monday: Be Aware

93. At this time, when it is still a few days before the event, which headline do you prefer?

- Current Message: WWA
 Prototype One
 Prototype Two
 Prototype Three

94. Why did you select this particular headline? Select all that apply.

- It had the most relevant information
 It caught my attention the most
 It was the easiest to understand
 It used terms that are familiar and I know what they mean
 Other (please specify)

Headlines for Time 2: Sunday, the day before the storm

<i>Current Message: WWA</i>	<i>Prototype One</i>	<i>Prototype Two</i>	<i>Prototype Three</i>
Winter Storm Watch	Watch for Snow	Outlook: Get Prepared. Increasing Chance of Significant Snow Tomorrow	Significant Snowfall Likely Monday: Get Prepared

95. At this time, when it is one day before the event, which headline do you prefer?

- Current Message: WWA
 Prototype One
 Prototype Two
 Prototype Three

96. Why did you select this particular headline? Select all that apply.

- It had the most relevant information
 It caught my attention the most
 It was the easiest to understand
 It used terms that are familiar and I know what they mean
 Other (please specify)

Headlines for Time 3: Monday morning, the day of the storm

<i>Current Message: WWA</i>	<i>Prototype One</i>	<i>Prototype Two</i>	<i>Prototype Three</i>
Winter Weather Advisory	Winter Weather Statement: Snow and Blowing Snow	Warning: Moderate Snowfall Today. Take Action	Moderate Snowfall Today

97. At this time, when the event is imminent, which headline do you prefer?

- Current Message: WWA
 Prototype One
 Prototype Two
 Prototype Three

98. Why did you select this particular headline? Select all that apply.

- It had the most relevant information
 It caught my attention the most
 It was the easiest to understand
 It used terms that are familiar and I know what they mean
 Other (please specify)

Headlines for Time 4: Monday afternoon, the day of the storm

<i>Current Message: WWA</i>	<i>Prototype One</i>	<i>Prototype Two</i>	<i>Prototype Three</i>
Winter Storm Warning	Warning for Heavy Snow	Warning: Heavy Snow Now Expected. Take Action	Heavy Snow Now Expected: Take Action

99. At this time, when the event is ongoing, which headline do you prefer?

- Current Message: WWA
 Prototype One
 Prototype Two
 Prototype Three

100. Why did you select this particular headline? Select all that apply.

- It had the most relevant information
 It caught my attention the most
 It was the easiest to understand
 It used terms that are familiar and I know what they mean
 Other (please specify)

Headlines for Time 5: Tuesday, the day after the most significant snowfall

<i>Current Message: WWA</i>	<i>Prototype One</i>	<i>Prototype Two</i>	<i>Prototype Three</i>
Winter Storm Warning: Cancelled	Warning for Snow and Blowing Snow Cancelled	Warning: Snow and Blowing Snow Ending; Travel Remains Hazardous	Snow and Blowing Snow Ending

101. At this time, when the event is concluding, which headline do you prefer?

- Current Message: WWA
 Prototype One
 Prototype Two
 Prototype Three

102. Why did you select this particular headline? Select all that apply.

- It had the most relevant information
 It caught my attention the most
 It was the easiest to understand
 It used terms that are familiar and I know what they mean
 Other (please specify)

103. If you have any additional feedback you'd like to provide on the headlines, please share those thoughts below.

+ Add a new question

Or simply click or drag a new question from the Builder.

Prev

Next

+ New Page

PAGE 28

Page Logic

More Actions

P28: Optional So...



Winter Weather Survey - Mild Climate (final)

Optional Socio-Demographic and Location Questions

Thank you for completing the survey! We'd now like to ask you a few questions about yourself. Your answers will only be used to help us understand some of the general characteristics of the people who have responded to this survey. These answers will help us assure that we capture the perspectives of a broad range of people from different backgrounds, which is critical to help us build a Weather Ready Nation. If you feel uncomfortable about answering a question, you may skip it.

104. What is your age?

18 to 24

- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 or older

105. What is your race/ethnicity? (Please select all that apply.)

- American Indian or Alaskan Native
- Asian or Pacific Islander
- Black or African American
- Hispanic or Latino
- White / Caucasian
- Other (please specify)

106. What is your sex?

- Female
- Male

107. What is your approximate average household income?

- \$0-\$24,999
- \$25,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$124,999
- \$125,000-\$149,999
- \$150,000-\$174,999
- \$175,000-\$199,999
- \$200,000 and up

108. Which category best describes your education level?

- Some high school
- High school graduate
- Some college
- College graduate
- Post graduate

109. In which region of the United States do you live?

- 1. New England (Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut)
- 2. Middle Atlantic (New York, New Jersey, Pennsylvania)
- 3. East North Central (Ohio, Indiana, Illinois, Michigan, Wisconsin)
- 4. West North Central (Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas)
- 5. South Atlantic (Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida)
- 6. East South Central (Kentucky, Tennessee, Alabama, Mississippi)
- 7. West South Central (Arkansas, Louisiana, Oklahoma, Texas)
- 8. Mountain (Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada)
- 9. Pacific (Washington, Oregon, California, Alaska, Hawaii)

[+ Add a new question](#)

Or simply click or drag a new question from the Builder.

Prev

Next

[+ New Page](#)

PAGE 29

Page Logic ▾

More Actions ▾

P29: Thank you! ▾



Winter Weather Survey - Mild Climate (final)

Thank you!

Thank you for taking the time to complete this survey. Your feedback is greatly appreciated!

[+ Add a new question](#)

Or simply click or drag a new question from the Builder.

[Prev](#)

[Done](#)

[+ New Page](#)

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