

Fire Weather Survey

This is a voluntary survey.

Public reporting burden for this collection of information is estimated at 15 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other suggestions for reducing this burden to Jen Hilderbrand, NOAA National Weather Service, SSMC 2, Room 17205, 1325 East West Highway, Silver Spring, MD. 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.

This survey is modeled after the “Hazard Simplification” survey that was recently approved by OMB under this same OMB approval number.

The overall intent of this survey is to assess how the public reacts to potential changes in how NWS conveys fire weather risks. NWS has developed three new prototypes to test in addition to the language that is currently used. A key aspect of the survey will be to test the prototypes using changes in severity over time (upgrades). For example, as conditions related to fire weather develop, NWS currently issues a “Fire Weather Watch,” which may then be later upgraded to a “Red Flag Warning” as the forecasted conditions worsen. NWS has developed two scenarios for this survey:

- Scenario 1 - A warning that is upgraded to an emergency (i.e., the occurrence of a wildfire).
- Scenario 2 - A warning that is repeated (i.e., no wildfire develops)

Since there are four messaging sets to test (the current system plus three new prototypes), respondents will be randomly assigned to one of the four message sets. Within the four message sets being tested, respondents will be further randomly assigned to one of the two scenarios. This version of the instrument provides an example of Scenario 1; the question sequence for Scenario 2, which is similar to the Scenario 1 sequence, appears in Appendix A of the survey.

Each respondent proceeds as follows within the survey:

- All respondents will see questions 1. – 15..
- Questions 16. to 23. are posed to all respondents as well, but involve some skip patterns based on how questions are answered.
- Prior to question 24., respondents are randomly assigned to one of the four message sets (current plus the three new prototypes) and to one of the two scenarios. The outcome of the random assignment determines which set of prompts the respondent will see.
- Questions 24. – 38. contain the prototype- and upgrade-specific prompts. Prototype-specific terms are provided in Appendix B.
- All respondents see questions 39. – 56..

Part I - Key Demographics

1. Using the dropdown list, please select the state where your primary residence is located.
[Dropdown list of the states]

2. Approximately how long have you lived in that state?

- 1 - Less than 1 year
- 2 - 1 to 3 years
- 3 - 3 to 5 years
- 4 - 5 to 10 years
- 5 - More than 10 years

3. Including yourself, how many adults age 18 and older live at your primary residence?
_____ adults aged 18 or older

4. How many children age 17 and younger live at your primary residence?
_____ children aged 17 or younger

5. What type of home is your primary residence?

- 1 - Apartment
- 2 - Single family home
- 3 - Duplex
- 4 - Mobile home
- 5 - Condo or townhouse
- 6 - Other (please specify) [Verbatim]

6. Which of the following categories best describes the location of your primary residence?

- 1 - Urban location in a densely populated area
- 2 - Suburban location in a neighborhood that is near a densely populated area
- 3 - Suburban or urban location near a wooded area
- 4 - Rural location in a sparsely populated area

[For those in eastern states]

7. Have you taken a vacation to states western states of the Mississippi River that involved spending time in wooded or natural areas, such as National Parks, within the last five years?

- 1 - Yes
- 2 - No
- 3 - I don't recall/prefer not to answer

Part II - General Risk and Weather Questions

8. Using a scale from 1 to 10, where 1 means *not at all likely* and 10 means *extremely likely*, how likely is it that wildfires will pose a risk to:

You	1	2	3	4	5	6	7	8	9	10
Your home/apartment	1	2	3	4	5	6	7	8	9	10
Your local community	1	2	3	4	5	6	7	8	9	10

9. Have you or your family members, neighbors, friends, or associates ever experienced property damage, personal injury, or loss of life from a wildfire? *Please select all that apply.*

- 1 - No
- 2 - Yes, for you personally
- 3 - Yes, for family
- 4 - Yes, for neighbors
- 5 - Yes, for close friends or associates

10. Using a scale from 1 to 5, where 1 means *disagree* and 5 means *agree*, how do you rate your agreement or disagreement with the following statements:

	<i>Disagree</i>				<i>Agree</i>
<i>I am prepared for wildfire threats</i>	1	2	3	4	5
<i>I can quickly and easily leave the area where I live</i>	1	2	3	4	5
<i>I have thought about the evacuation route I would take in case of wildfire</i>	1	2	3	4	5
<i>I routinely clear dead brush and leaves from my property</i>	1	2	3	4	5

11. In your view, to what extent do the following weather and environmental characteristics contribute to the risk of a serious wildfire?

	<i>Low Risk</i>			<i>High Risk</i>	
<i>Low humidity</i>	1	2	3	4	5
<i>High winds</i>	1	2	3	4	5
<i>High temperatures</i>	1	2	3	4	5
<i>Dry vegetation</i>	1	2	3	4	5
<i>Lightning strikes</i>	1	2	3	4	5
<i>Drought</i>	1	2	3	4	5
<i>Dead wood</i>	1	2	3	4	5

12. To what extent do the following activities pose a risk for a wildfire?

	Low Risk				High Risk
<i>Running an engine with a catalytic converter</i>	1	2	3	4	5
<i>Burning leaves, trash, or other materials outside</i>	1	2	3	4	5
<i>Dragging trailer chains on the road</i>	1	2	3	4	5
<i>Grilling food outside</i>	1	2	3	4	5
<i>Smoking outdoors</i>	1	2	3	4	5
<i>Striking a match outdoors</i>	1	2	3	4	5
<i>Using a camp cook stove</i>	1	2	3	4	5
<i>Putting out a campfire</i>	1	2	3	4	5
<i>Throwing cigarettes on the ground</i>	1	2	3	4	5
<i>Starting campfires</i>	1	2	3	4	5
<i>Setting off fireworks</i>	1	2	3	4	5
<i>Recreational shooting</i>	1	2	3	4	5
<i>Parking a vehicle on dry vegetation</i>	1	2	3	4	5
<i>Using motorized lawn equipment</i>	1	2	3	4	5

13. To what extent do you think the following characteristics of your home or yard pose a risk of a wildfire around your house?

	Low Risk				High Risk
<i>Having a cedar plank roof</i>	1	2	3	4	5
<i>Not keeping your yard vegetation watered</i>	1	2	3	4	5
<i>Keeping firewood near your house</i>	1	2	3	4	5
<i>Leaving combustibles on your patio</i>	1	2	3	4	5
<i>Keeping a (propane) gas supply on at all times</i>	1	2	3	4	5
<i>Not keeping yard brush and other vegetation trimmed</i>	1	2	3	4	5

14. Using a scale from 1 to 5, where 1 means *disagree* and 5 means *agree*, please rate your agreement or disagreement with the following statements.

	Disagree				Agree
<i>I can't make sense of information about wildfires</i>	1	2	3	4	5
<i>When it comes to information about wildfires, I don't know how to separate facts from fiction.</i>	1	2	3	4	5
<i>Most information about wildfires is too technical for me to understand.</i>	1	2	3	4	5
<i>I can't understand information about wildfires even if I make an effort.</i>	1	2	3	4	5

15. Using a scale from 1 to 5, where 1 means *disagree* and 5 means *agree*, please rate your agreement or disagreement with the following statements.

	<i>Disagree</i>				<i>Agree</i>
	1	2	3	4	5
<i>My friends expect me to know something about wildfires.</i>	1	2	3	4	5
<i>Most people who are important to me think I should know something about wildfires.</i>	1	2	3	4	5
<i>My family expects me to know something about wildfires.</i>	1	2	3	4	5

Part III – Fire Weather Messaging Treatments

16. Have you ever heard the term “Red Flag Warning?”

- 1 – Yes
- 2 – No
- 3 – Not sure

If Q16. = “No” or “Not sure”, then go to Q18.

17. To what extent do you agree or disagree with how to interpret the term “Red Flag Warning”?

	Strongly Disagree			Strongly Agree	
<i>You need to be careful with your outdoor activities</i>	1	2	3	4	5
<i>Conditions are developing that could lead to a fire</i>	1	2	3	4	5
<i>Conditions have developed that could lead to a fire</i>	1	2	3	4	5
<i>A fire is currently occurring somewhere near me</i>	1	2	3	4	5
<i>A fire is threatening my current location</i>	1	2	3	4	5

18. Have you ever heard the term “Fire Weather Watch?”

- 1 – Yes
- 2 – No
- 3 – Not sure

If Q18. = “No” or “Not sure”, then go to Q20.

19. To what extent do you agree or disagree with how to interpret the term “Fire Weather Watch”?

	Strongly Disagree			Strongly Agree	
<i>You need to be careful with your outdoor activities</i>	1	2	3	4	5
<i>Conditions are developing that could lead to a fire</i>	1	2	3	4	5
<i>Conditions have developed that could lead to a fire</i>	1	2	3	4	5
<i>A fire is currently occurring somewhere near me</i>	1	2	3	4	5
<i>A fire is threatening my current location</i>	1	2	3	4	5

20. Are you familiar with the National Weather Service’s (NWS’s) “Fire Weather Outlook” that provides up to an eight-day forecast of where and when potential fire weather conditions may occur?

- 1 – Yes
- 2 – No
- 3 – Not sure

If Q20. = “No” or “Not sure” then go to Q22.

21. Have you ever used the NWS “Fire Weather Outlook” to plan your activities?

- 1 - Yes
- 2 - No
- 3 - Not sure

22. Are you familiar with the U.S. Forest Service’s Fire Danger Rating System, which provides a color-coded assessment of fire risk?

- 1 - Yes
- 2 - No
- 3 - Not sure

If Q22. = “No” or “Not sure” then skip Q23..

23. Have you ever used the U.S. Forest Service’s Fire Danger Rating System to plan your activities?

- 1 - Yes
- 2 - No
- 3 - Not sure

Now, we have a few questions about FIRE WEATHER MESSAGES and how you might respond to them in the future. In this section of the survey, it is important that you are realistic and honest about how you might respond to the different scenarios. Government officials may consider your responses when making decisions about how to issue messages in the future.

Note: Respondents would only see one of the two scenarios: either Scenario 1 or Scenario 2. In what follows, we present the sequence of questions for Scenario 1; Scenario 2 appears in Appendix A. The words inserted into each prompt in place of “[TERM]” will be taken from the table in Appendix B and depend on the prototype assigned to the respondent.

[Scenario 1: Warning upgraded to emergency]

[Prompt 1: Base information]

24. While you are at home on a Tuesday morning, if you were to learn that the NWS is forecasting the potential for hazardous fire weather conditions during the upcoming week, which of the following most accurately describes what you would do?

- 1 - Nothing – I would continue my current activities as usual.
- 2 - Monitor – I would monitor weather information sources such as TV news, websites, NOAA weather radio, etc.
- 3 - Prepare – I would start preparing for a potential wildfire by doing things such as making sure I have reliable transportation and packing essentials.
- 4 - Take action – I would cancel activities and remain in a safe place, ready to leave if needed.
- 5 - Evacuate – I would leave the area as soon as possible.

25. Given the forecast information provided, how likely are you to do the following:

	Very Unlikely					Very Likely
	1	2	3	4	5	
<i>Monitor forecasts closely</i>	1	2	3	4	5	
<i>Prepare for a potential wildfire by doing things such as making sure I have reliable transportation and packing essentials</i>	1	2	3	4	5	
<i>Take protective action such as canceling activities</i>	1	2	3	4	5	
<i>Evacuate; I would leave the area as soon as possible</i>	1	2	3	4	5	

26. To what extent do you agree with the following statements

	Strongly Disagree				Strongly Agree
	1	2	3	4	5
<i>The information provided in the forecast was useful</i>	1	2	3	4	5
<i>The information provided in the forecast was understandable</i>	1	2	3	4	5

[Prompt 2: Watch-Level Prompt.]

27. While you are at home on a Tuesday morning, the NWS issues a [TERM] for the next 48 hours indicating conditions could develop for potentially severe fire weather. Which of the following most accurately describes what you would do?

- 1 - Nothing – I would continue my current activities as usual.
- 2 - Monitor – I would monitor weather information sources such as TV news, websites, NOAA weather radio, etc.
- 3 - Prepare – I would start preparing for a potential wildfire by doing things such as making sure I have reliable transportation and packing essentials.
- 4 - Take action – I would cancel activities and remain in a safe place, ready to leave if needed.
- 5 - Evacuate – I would leave the area as soon as possible.

28. Given the forecast information provided, how likely are you to do the following:

	Very Unlikely			Very Likely	
	1	2	3	4	5
<i>Monitor forecasts closely</i>	1	2	3	4	5
<i>Prepare for a potential wildfire by doing things such as making sure I have reliable transportation and packing essentials</i>	1	2	3	4	5
<i>Take protective action such as canceling activities</i>	1	2	3	4	5
<i>Evacuate; I would leave the area as soon as possible</i>	1	2	3	4	5

29. To what extent do you agree with the following statements:

	Strongly Disagree			Strongly Agree	
	1	2	3	4	5
<i>The information provided in the forecast was useful</i>	1	2	3	4	5
<i>The information provided in the forecast was understandable</i>	1	2	3	4	5

[Prompt 3: Warning-Level Prompt.]

30. Now imagine that it is Wednesday afternoon and the NWS has issued a [TERM] for the next 24 hours indicating conditions have developed that make wildfires possible. Which of the following most accurately describes what you would do?

- 1 - Nothing – I would continue my current activities as usual.
- 2 - Monitor – I would monitor weather information sources such as TV news, websites, NOAA weather radio, etc.
- 3 - Prepare – I would start preparing for a potential wildfire by doing things such as making sure I have reliable transportation and packing essentials.
- 4 - Take action – I would cancel activities and remain in a safe place, ready to leave if needed.
- 5 - Evacuate – I would leave the area as soon as possible.

31. Given the forecast information provided, how likely are you to do the following:

	Very Unlikely			Very Likely	
	1	2	3	4	5
<i>Monitor forecasts closely</i>	1	2	3	4	5
<i>Prepare for a potential wildfire by doing things such as making sure I have reliable transportation and packing essentials</i>	1	2	3	4	5
<i>Take protective action such as canceling activities</i>	1	2	3	4	5
<i>Evacuate; I would leave the area as soon as possible</i>	1	2	3	4	5

32. To what extent do you agree with the following statements:

	Strongly Disagree			Strongly Agree	
	1	2	3	4	5
<i>The information provided in the forecast was useful</i>	1	2	3	4	5
<i>The information provided in the forecast was understandable</i>	1	2	3	4	5

[Prompt 4: Observed-Level Prompt.]

33. Now imagine that it is Wednesday evening and the NWS has issued a [TERM] indicating that fire has been observed on the ground and weather conditions could push the fire toward your area in the next 24 hours. Which of the following most accurately describes what you would do?

- 1 - Nothing – I would continue my current activities as usual.
- 2 - Monitor – I would monitor weather information sources such as TV news, websites, NOAA weather radio, etc.
- 3 - Prepare – I would start preparing for a potential wildfire by doing things such as making sure I have reliable transportation and packing essentials.
- 4 - Take action – I would cancel activities and remain in a safe place, ready to leave if needed.
- 5 - Evacuate – I would leave the area as soon as possible.

34. Given the forecast information provided, how likely are you to do the following:

	Very Unlikely			Very Likely	
	1	2	3	4	5
<i>Monitor forecasts closely</i>	1	2	3	4	5
<i>Prepare for a potential wildfire by doing things such as making sure I have reliable transportation and packing essentials</i>	1	2	3	4	5
<i>Take protective action such as canceling activities</i>	1	2	3	4	5
<i>Evacuate; I would leave the area as soon as possible</i>	1	2	3	4	5

35. To what extent do you agree with the following statements:

	Strongly Disagree			Strongly Agree	
	1	2	3	4	5
<i>The information provided in the forecast was useful</i>	1	2	3	4	5
<i>The information provided in the forecast was understandable</i>	1	2	3	4	5

[Prompt 5: Observed-Level Prompt.]

36. Now imagine that it is Thursday morning and the NWS has issued a [TERM] indicating that a wildfire has intensified and is threatening your area. Which of the following most accurately describes what you would do?

- 1 - Nothing – I would continue my current activities as usual.
- 2 - Monitor – I would monitor weather information sources such as TV news, websites, NOAA weather radio, etc.
- 3 - Prepare – I would start preparing for a potential wildfire by doing things such as making sure I have reliable transportation and packing essentials.
- 4 - Take action – I would cancel activities and remain in a safe place, ready to leave if needed.
- 5 - Evacuate – I would leave the area as soon as possible.

37. Given the forecast information provided, how likely are you to do the following:

	Very Unlikely			Very Likely	
	1	2	3	4	5
<i>Monitor forecasts closely</i>	1	2	3	4	5
<i>Prepare for a potential wildfire by doing things such as making sure I have reliable transportation and packing essentials</i>	1	2	3	4	5
<i>Take protective action such as canceling activities</i>	1	2	3	4	5
<i>Evacuate; I would leave the area as soon as possible</i>	1	2	3	4	5

38. To what extent do you agree with the following statements:

	Strongly Disagree			Strongly Agree	
	1	2	3	4	5
<i>The information provided in the forecast was useful</i>	1	2	3	4	5
<i>The information provided in the forecast was understandable</i>	1	2	3	4	5

Part IV - Call to Action Statements

We are now going to ask you about five messages that that NWS is considering using to convey information. After each message, we ask you to agree or disagree with five statements about the message.

First message: A very dangerous and potentially life-threatening fire weather situation exists. High winds, very low relative humidity, and recent record warm temperatures will create weather conditions favorable for a wildfire. A regional outbreak of dangerous wind-driven wildfires is possible.

39. To what extent do you agree with the following statements about this message? The statement...

	<i>Strongly disagree</i>			<i>Strongly agree</i>	
<i>Makes me want to track the situation</i>	1	2	3	4	5
<i>Indicates an immediate threat to me</i>	1	2	3	4	5
<i>Is understandable</i>	1	2	3	4	5
<i>Scares me</i>	1	2	3	4	5
<i>Is believable</i>	1	2	3	4	5

Second message: Critical fire weather conditions are occurring now or will occur shortly. A combination of strong winds, low relative humidity, and warm temperatures can result in a wildfire at any time. Pay attention to the latest weather updates for your area. You should...

- Remove dead vegetation and other flammable materials from within 30 feet of your home, and do not use lawn equipment.
- Do not throw cigarettes out of vehicle windows or park on dry grass. Make sure that trailer chains are not dragging.
- Do not burn, shoot, or set off fireworks outdoors. Make sure all campfires are fully extinguished.

40. The statement...

	<i>Strongly disagree</i>			<i>Strongly agree</i>	
<i>Makes me want to track the situation</i>	1	2	3	4	5
<i>Indicates an immediate threat to me</i>	1	2	3	4	5
<i>Is understandable</i>	1	2	3	4	5
<i>Scares me</i>	1	2	3	4	5
<i>Is believable</i>	1	2	3	4	5

Third message: A wind-driven wildfire is on the ground and could be blown toward your area in the next 12-24 hours. Stay aware of the latest weather updates and emergency instructions for your area. Make sure your vehicle is fueled and that your family and pets are prepared to evacuate.

41. The statement...

	<i>Strongly disagree</i>			<i>Strongly agree</i>	
<i>Makes me want to track the situation</i>	1	2	3	4	5
<i>Indicates an immediate threat to me</i>	1	2	3	4	5
<i>Is understandable</i>	1	2	3	4	5
<i>Scares me</i>	1	2	3	4	5
<i>Is believable</i>	1	2	3	4	5

Fourth statement: An extremely dangerous and life-threatening fire weather event is occurring. Numerous wind-driven wildfires are ongoing across the warned area. Do not wait until you see or smell the wildfire. Evacuate your family and pets now.

42. The statement...

	<i>Strongly disagree</i>			<i>Strongly agree</i>	
<i>Makes me want to track the situation</i>	1	2	3	4	5
<i>Indicates an immediate threat to me</i>	1	2	3	4	5
<i>Is understandable</i>	1	2	3	4	5
<i>Scares me</i>	1	2	3	4	5
<i>Is believable</i>	1	2	3	4	5

Last statement: An extremely dangerous and life-threatening fire weather event is occurring. Numerous wind-driven wildfires are ongoing across the warned area. If you do smell smoke, observe a wildfire in your immediate area, or if local authorities advise you to evacuate, leave the premises immediately and go to a safe location.

43. The statement...

	<i>Strongly disagree</i>			<i>Strongly agree</i>	
<i>Makes me want to track the situation</i>	1	2	3	4	5
<i>Indicates an immediate threat to me</i>	1	2	3	4	5
<i>Is understandable</i>	1	2	3	4	5
<i>Scares me</i>	1	2	3	4	5
<i>Is believable</i>	1	2	3	4	5

Part V - Sources

44. How closely do you follow ...

<i>Your local weather</i>	Very closely	Somewhat closely	Not very closely	Not at all closely	No Answer
<i>The weather where your friends or family live</i>	Very closely	Somewhat closely	Not very closely	Not at all closely	No Answer
<i>Weather around the U.S.</i>	Very closely	Somewhat closely	Not very closely	Not at all closely	No Answer

45. Thinking about the weather, how often do you get weather information...

<i>a. On a desktop or laptop computer</i>	Often	Sometimes	Hardly Ever	Never	No Answer
<i>b. On a mobile device (such as a smartphone or tablet)</i>	Often	Sometimes	Hardly Ever	Never	No Answer

If 45.a = "often," "sometimes," or "hardly ever" AND 45.b = "often," "sometimes," or "hardly ever"; then go to 46., else skip to 47..

46. How do you prefer to get your weather information?

- 1 - On a desktop or laptop
- 2 - On a mobile device (such as a smartphone or tablet)

47. How often do you...

<i>Read weather in print?</i>	Often	Sometimes	Hardly Ever	Never	No Answer
<i>Listen to weather on the radio?</i>	Often	Sometimes	Hardly Ever	Never	No Answer
<i>Watch local television weather?</i>	Often	Sometimes	Hardly Ever	Never	No Answer
<i>Watch national evening network television weather?</i>	Often	Sometimes	Hardly Ever	Never	No Answer
<i>Watch cable television weather (such as The Weather Channel, WeatherNation, or AccuWeather)?</i>	Often	Sometimes	Hardly Ever	Never	No Answer
<i>Get weather from a social networking site (such as Facebook or Twitter)?</i>	Often	Sometimes	Hardly Ever	Never	No Answer
<i>Get weather from a website or application?</i>	Often	Sometimes	Hardly Ever	Never	No Answer

48. Which of the following would you say you prefer for getting *daily* weather information? (choose one)

- 1 - Reading weather in a print newspaper
- 2 - Listening to weather on the radio
- 3 - Watching weather on television
- 4 - Getting weather from a social networking site (such as Facebook or Twitter)
- 5 - Getting weather from a website or app

49. Which of the following would you say you prefer for getting *fire weather* information? (choose one)

- 1 - Reading weather in a print newspaper
- 2 - Listening to weather on the radio
- 3 - Watching weather on television
- 4 - Getting weather from a social networking site (such as Facebook or Twitter)
- 5 - Getting weather from a website or app

50. How reliable is your cell phone coverage in the area where you live and work?

- 1 - Not at all reliable
- 2 - Low reliability
- 3 - Somewhat reliable
- 4 - Very reliable
- 5 - I don't own a cell phone

Part VI – Final Demographics

51. What is your age?

- 1 - 18 to 24 years
- 2 - 25 to 34 years
- 3 - 35 to 44 years
- 4 - 45 to 54 years
- 5 - 55 to 64 years
- 6 - Age 65 or older

52. What is the highest level of education you have completed?

- 1 - Elementary, junior high or some high school
- 2 - High school graduate/GED
- 3 - Some college/vocational school
- 4 - College graduate
- 5 - Some graduate work
- 6 - Master's degree
- 7 - Doctorate (of any type)
- 8 - Other degree [Verbatim]

53. Are you male or female?

- 0 - Female
- 1 - Male

54. Are you, yourself, of Hispanic or Latino origin or descent, such as Mexican, Puerto Rican, Cuban, or other Spanish background?

- 0 - No, I am not of Hispanic or Latino origin or descent.
- 1 - Yes, I am of Hispanic or Latino origin or descent.

55. Which of the following best describes your race?

- 1 - White
- 2 - Black or African American
- 3 - American Indian or Alaska Native
- 4 - Asian
- 5 - Native Hawaiian or Pacific Islander

56. Thinking specifically about the past 12 months, what was your annual household income from all sources?

- 1 - Less than \$24,999
- 2 - \$25,000 – \$49,999
- 3 - \$50,000 – \$99,999
- 4 - \$100,000 – \$199,999
- 5 - \$200,000 or more

Appendix A
Scenario 2: Warning repeated

[Prompt 1: Base information]

24. While you are at home on a Tuesday morning if you were to learn that the NWS is forecasting the potential for hazardous fire weather conditions during the upcoming week, which of the following most accurately describes what you would do?

- 1 - Nothing – I would continue my current activities as usual.
- 2 - Monitor – I would monitor weather information sources such as TV news, websites, NOAA weather radio, etc.
- 3 - Prepare – I would start preparing for a potential wildfire by doing things such as making sure I have reliable transportation and packing essentials.
- 4 - Take action – I would cancel activities and remain in a safe place, ready to leave if needed.
- 5 - Evacuate – I would leave the area as soon as possible.

25. Given the forecast information provided, how likely are you to do the following:

	Very Unlikely				Very Likely
	1	2	3	4	5
<i>Monitor forecasts closely</i>	1	2	3	4	5
<i>Prepare for a potential wildfire by doing things such as making sure I have reliable transportation and packing essentials</i>	1	2	3	4	5
<i>Take protective action such as canceling activities</i>	1	2	3	4	5
<i>Evacuate; I would leave the area as soon as possible</i>	1	2	3	4	5

26. To what extent do you agree with the following statements:

	Strongly Disagree				Strongly Agree
	1	2	3	4	5
<i>The information provided in the forecast was useful</i>	1	2	3	4	5
<i>The information provided in the forecast was understandable</i>	1	2	3	4	5

[Prompt 2: Watch-Level Prompt.]

27. While you are at home on a Tuesday morning the NWS issues a [TERM] for the next 48 hours indicating conditions could develop for potentially severe fire weather. Which of the following most accurately describes what you would do?

- 1 - Nothing – I would continue my current activities as usual.
- 2 - Monitor – I would monitor weather information sources such as TV news, websites, NOAA weather radio, etc.
- 3 - Prepare – I would start preparing for a potential wildfire by doing things such as making sure I have reliable transportation and packing essentials.
- 4 - Take action – I would cancel activities and remain in a safe place, ready to leave if needed.
- 5 - Evacuate – I would leave the area as soon as possible.

28. Given the forecast information provided, how likely are you to do the following:

	Very Unlikely			Very Likely	
	1	2	3	4	5
<i>Monitor forecasts closely</i>	1	2	3	4	5
<i>Prepare for a potential wildfire by doing things such as making sure I have reliable transportation and packing essentials</i>	1	2	3	4	5
<i>Take protective action such as canceling activities</i>	1	2	3	4	5
<i>Evacuate; I would leave the area as soon as possible</i>	1	2	3	4	5

29. To what extent do you agree with the following statements:

	Strongly Disagree			Strongly Agree	
	1	2	3	4	5
<i>The information provided in the forecast was useful</i>	1	2	3	4	5
<i>The information provided in the forecast was understandable</i>	1	2	3	4	5

[Prompt 3: Warning-Level Prompt.]

30. Now imagine that it is Wednesday afternoon and the NWS has issued a [TERM] for the next 24 hours indicating conditions have developed that make wildfires possible. Which of the following most accurately describes what you would do?

- 1 - Nothing – I would continue my current activities as usual.
- 2 - Monitor – I would monitor weather information sources such as TV news, websites, NOAA weather radio, etc.
- 3 - Prepare – I would start preparing for a potential wildfire by doing things such as making sure I have reliable transportation and packing essentials.
- 4 - Take action – I would cancel activities and remain in a safe place, ready to leave if needed.
- 5 - Evacuate – I would leave the area as soon as possible.

31. Given the forecast information provided, how likely are you to do the following:

	Very Unlikely			Very Likely	
	1	2	3	4	5
<i>Monitor forecasts closely</i>	1	2	3	4	5
<i>Prepare for a potential wildfire by doing things such as making sure I have reliable transportation and packing essentials</i>	1	2	3	4	5
<i>Take protective action such as canceling activities</i>	1	2	3	4	5
<i>Evacuate; I would leave the area as soon as possible</i>	1	2	3	4	5

32. To what extent do you agree with the following statements:

	Strongly Disagree			Strongly Agree	
	1	2	3	4	5
<i>The information provided in the forecast was useful</i>	1	2	3	4	5
<i>The information provided in the forecast was understandable</i>	1	2	3	4	5

[Prompt 4: Second Warning-Level Prompt.]

33. Now imagine that it is Thursday morning and the NWS has issued a second [TERM] for the next 12 hours indicating conditions still exist that make wildfires possible. Which of the following most accurately describes what you would do?

- 1 - Nothing – I would continue my current activities as usual.
- 2 - Monitor – I would monitor weather information sources such as TV news, websites, NOAA weather radio, etc.
- 3 - Prepare – I would start preparing for a potential wildfire by doing things such as making sure I have reliable transportation and packing essentials.
- 4 - Take action – I would cancel activities and remain in a safe place, ready to leave if needed.
- 5 - Evacuate – I would leave the area as soon as possible.

34. Given the forecast information provided, how likely are you to do the following:

	Very Unlikely			Very Likely	
	1	2	3	4	5
<i>Monitor forecasts closely</i>	1	2	3	4	5
<i>Prepare for a potential wildfire by doing things such as making sure I have reliable transportation and packing essentials</i>	1	2	3	4	5
<i>Take protective action such as canceling activities</i>	1	2	3	4	5
<i>Evacuate; I would leave the area as soon as possible</i>	1	2	3	4	5

35. To what extent do you agree with the following statements:

	Strongly Disagree			Strongly Agree	
	1	2	3	4	5
<i>The information provided in the forecast was useful</i>	1	2	3	4	5
<i>The information provided in the forecast was understandable</i>	1	2	3	4	5

**Appendix B
Prototype Terms**

Prompt Level	Current	Prototype A	Prototype B	Prototype C
Watch	Fire Weather Watch	Fire Weather Alert	Moderate Fire Weather Warning	Level Yellow Fire Weather Warning
Warning	Red Flag Warning	Fire Weather Watch	High Fire Weather Warning	Level Orange Fire Weather Warning
Observed	NA [a]	Wildfire Warning	Severe Wildfire Warning	Level Red Wildfire Warning
Emergency	NA [a]	Wildfire Emergency	Fire Storm Warning	Level Purple Wildfire Warning

[a] The current system does not have prompts at these levels and thus will not be included in the survey.