

## 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

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

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Winter Weather Survey - Mild Climate (final)

Prototype 1

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Step 2: It is now Sunday afternoon

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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.

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**Step 3: It is now early Monday morning**

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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"/>

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

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Winter Weather Survey - Mild Climate (final)

Prototype 1



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

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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"/> |

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Winter Weather Survey - Mild Climate (final)

Prototype 1

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

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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

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

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### Winter Weather Survey - Mild Climate (final)

Prototype 1



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

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**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

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Winter Weather Survey - Mild Climate (final)

**Prototype II**



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

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**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

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

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Winter Weather Survey - Mild Climate (final)

Prototype II

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Step 2: It is now Sunday afternoon

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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   |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**30. 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    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

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

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

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Winter Weather Survey - Mild Climate (final)

Prototype II





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**Step 3: It is now early Monday morning**

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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"/>

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

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Winter Weather Survey - Mild Climate (final)

Prototype II



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

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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"/> |

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

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Winter Weather Survey - Mild Climate (final)

Prototype II



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

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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<br>concerned | Slightly concerned    | Moderately<br>concerned | Very concerned        | Extremely<br>concerned |
| <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>  |

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

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P14: Prototype II



### Winter Weather Survey - Mild Climate (final)

Prototype II



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

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**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

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

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### Winter Weather Survey - Mild Climate (final)

Prototype III



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

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**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.

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P16: Prototype III



Winter Weather Survey - Mild Climate (final)

Prototype III

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Step 2: It is now Sunday afternoon

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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



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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"/>

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

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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"/> |

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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<br>concerned | Slightly concerned    | Moderately<br>concerned | Very concerned        | Extremely<br>concerned |
| <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>  |

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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

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P21: WWA



Winter Weather Survey - Mild Climate (final)

WWA



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**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"/> |

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Winter Weather Survey - Mild Climate (final)

WWA

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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   |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

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

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

impacts are:

Anticipated  
amount of  
Snowfall is:

Three sets of radio buttons for selecting anticipated snowfall amounts.

**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

Five radio buttons corresponding to the concern levels.

**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

Five radio buttons corresponding to the concern levels.

+ Add a new question

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

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**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:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Anticipated amount of Snowfall is:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**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
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**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
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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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"/> |

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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"/> |

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

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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.

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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>
<b>Hazardous Weather Outlook</b>	<b>Outlook for Snow</b>	<b>Outlook: Be Aware. Possibility of Snow Monday and Tuesday</b>	<b>Significant Snow Possible Monday: Be Aware</b>



**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>
<b>Winter Storm Watch</b>	<b>Watch for Snow</b>	<b>Outlook: Get Prepared. Increasing Chance of Significant Snow Tomorrow</b>	<b>Significant Snowfall Likely Monday: Get Prepared</b>

**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>
<b>Winter Weather Advisory</b>	<b>Winter Weather Statement: Snow and Blowing Snow</b>	<b>Warning: Moderate Snowfall Today. Take Action</b>	<b>Moderate Snowfall Today</b>

**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>
<b>Winter Storm Warning</b>	<b>Warning for Heavy Snow</b>	<b>Warning: Heavy Snow Now Expected. Take Action</b>	<b>Heavy Snow Now Expected: Take Action</b>

**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>
<b>Winter Storm Warning: Cancelled</b>	<b>Warning for Snow and Blowing Snow Cancelled</b>	<b>Warning: Snow and Blowing Snow Ending; Travel Remains Hazardous</b>	<b>Snow and Blowing Snow Ending</b>

**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.

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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)

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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!

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