OMB Control No. 0648-0342

Expiration Date: 5/31/2018

Rip Current Public Survey

Thank you for logging into this survey. The survey is voluntary and any information you provide will be anonymous.

The purpose of this research is to understand which, among a series of graphics, best helps you understand the likelihood of hazardous rip currents. By doing this research, we hope to learn what will best motivate people to protect themselves from rip currents.

We are asking those who are willing to complete the survey that addresses knowledge of rip currents as well as perceptions of various ways to illustrate rip current potential. The amount of time it will take you to complete this survey is approximately 30 minutes.

If you agree to take part in this survey, you will be asked questions that relate to how often you visit the beach, what you know about rip currents and what aspects of several graphical warning products you like and do not like. In addition, we will be collecting some demographic information.

This research is being conducted by an independent contractor on behalf of the National Weather Service. You are not required to take part in this research, and you can stop at any time.

Thank you for taking the time to participate.

Q1 What is your age?

under 20

20-29

30-39

40-49

50-59

60-69

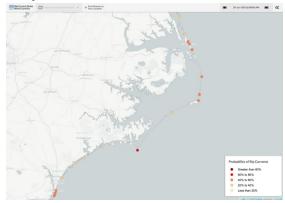
70+

Q2 Do you live in North Carolina? Yes No
Q2: If yes, go to Q3; if no, answer Q2a-c
Q2a In what state do you live?
Q2b Have you vacationed in North Carolina? Yes No
Q2b: If yes, go to Q2c; if no, go to Q3
Q2c In what year did you last vacation in North Carolina?
Q3 On average, how many days do you visit the beach each year?
Q4 When you visit the beach, do you or your family typically go in the water? Yes No
Q5 Where do you get information about the weather? (Please check all that apply) NOAA (National Weather Service) websites Other weather websites TV Radio Smartphone app(s) Twitter Facebook Other (please specify)
Q6 How often do you check the weather forecast? Several times a day Once a day Several times a week Once a week I rarely check the forecast
Q7 Have you ever checked an ocean wave forecast or tide prediction before going to the beach? Yes No

Q8 Have you ever heard of a rip current? Yes No	
Q8: If No Is Selected, Then Skip To End of Survey and a page with "Thank you for you and taking our survey."	r time
Q9 What statement describes what a rip current is? It is an undertow that pulls you under the water It is a tidal movement that can carry you alongshore It is a strong current that carries you through the surf just past the breaking waves Don't know	
Q10 Have you ever been caught in a rip current? Yes No	
Q11 Do you know someone who has been caught in a rip current? Yes No	
Q12 What common advice have you heard or seen about what to do when caught in a current? (Please check all that apply) Swim parallel to the beach Stay afloat Stay calm/don't panic Don't swim against the rip current Have not heard or seen advice about what to do Other (please specify)	rip

Below we provide several visualizations with questions relating to each. For each, please respond to the questions that follow the graphic.





Q13 What does this product tell you?

How strong the rip current is

How strong the rip current is likely to be

The likelihood of a hazardous rip current

Not sure

Q14 What element or elements of this product are most useful in understanding the rip current risk forecast? (Please check all that apply)

Locational information

Use of color

Text explanations

The area shown

Categories used

Other (please specify) _____

Q15 What is your perception of this product with respect to the following qualities or characteristics?

	Very negative	Somewhat negative	Neutral	Somewhat positive	Very positive	Don't know
Information included	O	O	O	0	O	O
Format	O	O	O	O	•	O
Understandability	O	O	O	O	•	O
Graphics/symbols	O	O	O	O	•	O
Text	O	O	O	O	O	O
Use of color	O	O	O	O	•	O

Q16 What does "less than 20%" on thi	is graphic mean to you?
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Rip currents are present all of the time

Rip currents can be present some of the time

Rip currents are not present

Q17 How would each of the following categories affect what you would do?

	Avoid that location	Still go but stay out of the water	Still go but check with a lifeguard before going in the water	Still go but check what other people are doing before going in the water	Nothing different than originally planned
Greater than 80%	0	O .	O .	O	O
40-60%	O	O	O	O	O
Less than 20%	0	0	0	0	O

Q18 Considering all of the information shown above, how likely...

Q 10 Ochlorae	Very likely	Somewhat	Undecided	Somewhat	Very	Don't know
	very likely	likely	Ondecided	unlikely	unlikely	Don't know
would this		micry -		armicity	Grifficery	
product						
affect your						
decision to	O	O	O	O .	O	O
go to the						
beach?						
would this						
product						
affect your						
decision on	0	O	O	O	O	O
which						
beach to go						
to?						
would this						
product						
affect your						
decision to						
go in the	O	O	O	O	O	O
water if you						
were						
already at						
the beach?						
would this						
product						
affect your						
decision to	O	O	O	O	O	O
swim in an						
area with						
lifeguards?						
is it that						
you would						
use this						
product in						
the future	O	O	O	O	O	O
to						
understand						
rip current						
risk?						
would this						
product						
lead you to						
learn more						
about rip	•	O	O	O	O	O
currents						
and what to						
do if caught						
in one?						

Q19 If you were to use this product, when would you look at it?

Prior to going to the beach

While at the beach

Both

I wouldn't use it

Graphic B



Q20 What does this product tell you?

How strong the rip current is

How strong the rip current is likely to be

The likelihood of a hazardous rip current

Not sure

Q21 What element or elements of this product are most useful in understanding the rip current risk forecast? (Please check all that apply)

Locational information

Use of color

Text explanations

The area shown

Categories used

Other (please specify)

Q22 What is your perception of this product with respect to the following qualities or characteristics?

	Very negative	Somewhat negative	Neutral (3)	Somewhat positive	Very positive	Don't know
Information included	O	0	•	0	O	O
Format	O	O	O	O	O	O
Understandability	O	O	O	O	O	O
Graphics/Symbols	O	O	O	O	O	O
Text	O	O	O	O	O	O
Use of color	O	O	O	O	O	O

Q23 What does "low" on this graphic suggest to you?
Rip currents are present all of the time
Rip currents can be present some of the time
Rip currents are not present
Other (please specify)

Q24 How would each of the categories shown below affect what you would do?

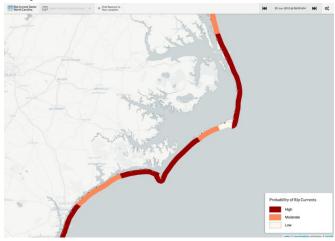
	Avoid that location	Still go but stay out of the water	Still go but check with a lifeguard before going in the water	Still go but check what other people are doing before going in the water	Nothing different than originally planned
High	O	O	O	O	O
Moderate	O	O	O	O	O
Low	O	O	O	O	O

Q25 Considering all of the information shown above, how likely

Q20 Conside		Somewhat	Undecided	Somewhat	Vory	Don't know
	Very likely	likely	Ondecided	unlikely	Very unlikely	Don't know
would this		ПКСТУ		drinkery	urinkery	
product						
affect your						
decision to	•	O	O	O	O	O
go to the						
beach?						
would this						
product						
affect your						
decision on	0	O	•	O	O	•
which						
beach to go						
to?						
would this						
product						
affect your decision to						
	O	O	O	O	O	O
go in the water if you						
water if you were						
already at the beach?						
would this						
product						
affect your decision to	O	O	O	O	O	O
swim in an)					
area with lifeguards?						
is it that						
you would						
use this						
product in						
the future	O	O	O	O	O	•
to						
understand						
rip current						
risk?						
would this						
product						
lead you to learn more						
about rip	O	O	O	O	O	•
•						
currents and what to						
do if caught						
in one?						

Q26 If you were to use this product, when would you look at it?
Prior to going to the beach
While at the beach
Both
I wouldn't use it

Graphic C



Q27 What does this product tell you?

How strong the rip current is

How strong the rip current is likely to be

The likelihood of a hazardous rip current

Not sure

Q28 What element or elements of this product are most useful in understanding the rip current risk forecast? (Please check all that apply)

Locational information

Use of color

Text explanations

The area shown

Categories used

Q29 What is your perception of this product with respect to the following qualities or characteristics?

	Very negative	Somewhat negative	Neutral	Somewhat positive	Very positive	Don't know
Information included	0	O	0	O	O	O
Format	O	O	O	O	O	O
Understandability	O	O	O	O	O	O
Graphics/Symbols	O	O	O	O	O	O
Text	O	O	O	O	O	O
Use of color	O	O	O	O	O	O

Q30 How would each of the categories shown below affect what you would do?

•		•		•	
	Avoid that location	Still go but stay out of the water	Still go but check with a lifeguard before going in the water	Still go but check what other people are doing before going in the water	Nothing different than originally planned
High	O	O	O	O .	O
Moderate	O	O	O	O .	O
Low	O	O	O	O	O

Q31 Considering all of the information shown above, how likely...

QUI CONSIGO	Very likely	Somewhat	Undecided	Somewhat	Very	Don't know
	very likely	likely	Ondecided	unlikely	unlikely	DOITE KNOW
would this		micry -		armicity	Grifficery	
product						
affect your						
decision to	O	O	O	O	O	O
go to the						
beach?						
would this						
product						
affect your						
decision on	•	O	O	O	O	O
which	_	_	_	_	_	_
beach to go						
to?						
would this						
product						
affect your						
decision to						
go in the	O	O	O	O	O	O
water if you						
were						
already at						
the beach?						
would this						
product						
affect your						
decision to	O	O	O	O	O	O
swim in an						
area with						
lifeguards?						
is it that						
you would						
use this						
product in						
the future	•	O	O	O	O	O
to						
understand						
rip current						
risk?						
would this						
product						
lead you to						
learn more						
about rip	O	O	O	O	O	O
currents						
and what to						
do if caught						
in one?						

Q32 If you were to use this product, when would you look at it?

Prior to going to the beach

While at the beach

Both

I wouldn't use it

Graphic D



Q33 What does this product tell you?

How strong the rip current is

How strong the rip current is likely to be

The likelihood of a hazardous rip current

Not sure

Q34 What element or elements of this product are most useful in understanding the rip current risk forecast? (Please check all that apply)

Locational information

Use of color

Text explanations (3)

The area shown

Categories used

Q35 What is your perception of this product with respect to the following qualities or characteristics?

	Very negative	Somewhat negative	Neutral	Somewhat positive	Very positive	Don't know
Information included	O	O	O	O	O	O
Format	O	O	O	O	O	O
Understandability	O	O	O	O	O	O
Graphics/Symbols	O	O	O	O	O	O
Text	O	O	O	O	O	O
Use of color	O	O	O	O	O	O

Q36 How would each of the categories below affect what you would do?

•		0	,		
	Avoid that location	Still go but stay out of the water	Still go but check with a lifeguard before going in the water	Still go but check what other people are doing before going in the water	Nothing different than originally planned
Greater than 80%	O	O	O	O .	O
40-60%	O	O	O	O	O
Less than 20%	0	0	0	O	O

Q37 Considering all of the information above, how likely...

QUI GONGIGO	Very likely)	Somewhat	Undecided	Somewhat	Very	Don't know
	very intery)	likely	Onacciaca	unlikely	unlikely	Don't know
would this product affect your						
decision to go to the beach? would this product	0	O	0	0	O	O
affect your decision on which beach to go to?	0	0	0	0	0	0
would this product affect your decision to go in the water if you were already at the beach?	O	O	0	O	0	0
would this product affect your decision to swim in an area with lifeguards? is it that	•	•	•	•	•	•
you would use this product in the future to understand rip current risk?	•	•	•	•	•	•
would this product lead you to learn more about rip currents and what to do if caught in one?	0	0	0	0	0	0

Q38 If you were to use this product, when would you look at it?

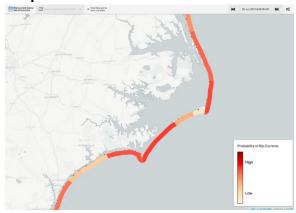
Prior to going to the beach

While at the beach

Both

I wouldn't use it

Graphic E



Q39 What does this product tell you?

How strong the rip current is

How strong the rip current is likely to be

The likelihood of a hazardous rip current

Not sure

Q40 What element or elements of this product are most useful in understanding the rip current risk forecast? (Please check all that apply)

Locational information

Use of color

Text explanations

The area shown

Categories used

Q41 What is your perception of this product with respect to the following qualities or characteristics?

	Very negative	Somewhat negative	Neutral	Somewhat positive	Very positive	Don't know
Information included	O	0	O	•	O	O
Format	O .	O	O	O	O .	O
Understandability	O .	O	O	O	O .	O
Graphics/symbols	O	O	O	O	O	O
Text	O .	O	O	O	O .	O
Use of color	O	O	O	O	O	O

Q42 How would each of the categories shown below affect what you would do?

•		•		•	
	Avoid that location	Still go but stay out of the water	Still go but check with a lifeguard before going in the water	Still go but check what other people are doing before going in the water	Nothing different than originally planned
High	O	O	O .	O .	O
Low	O	O	O .	O .	O

Q43 Considering all of the information shown above, how likely...

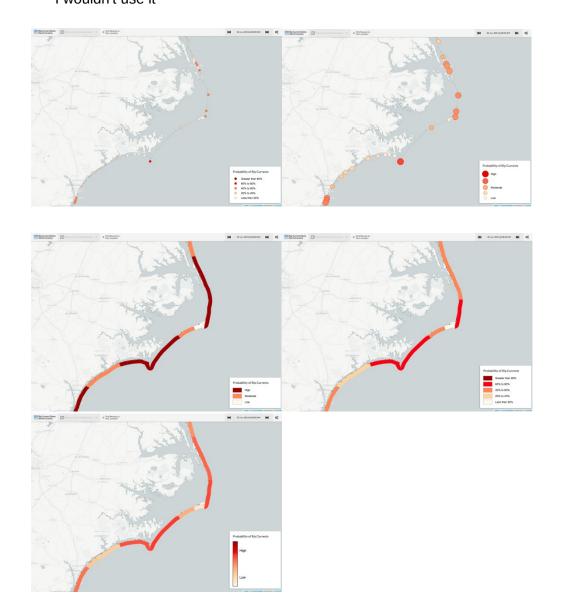
Q 10 Corloide	Very likely	Somewhat	Undecided	Somewhat	Very	Don't know
	very likely	likely	Ondecided	unlikely	unlikely	Don't know
would this		micry -		armicity	Grifficery	
product						
affect your						
decision to	O	O	O	O .	O	O
go to the						
beach?						
would this						
product						
affect your						
decision on	0	O	O	O	O	O
which						
beach to go						
to?						
would this						
product						
affect your						
decision to						
go in the	•	O	O	O	O	O
water if you						
were						
already at						
the beach?						
would this						
product						
affect your						
decision to	O	O	O	O	O	O
swim in an						
area with						
lifeguards?						
is it that						
you would						
use this						
product in						
the future	•	O	O	O	O	O
to						
understand						
rip current						
risk?						
would this						
product						
lead you to						
learn more	_	_	_	_	_	_
about rip	•	O .	O	O .	O	O
currents						
and what to						
do if caught						
in one?						

Q44 If you were to use this product, when would you look at it?

Prior to going to the beach

While at the beach

Both
I wouldn't use it



Q45 Which of the five graphics do you think is MOST effective? A B C D E None
Q46 Why? (Please check all that apply) The categories make sense to me The colors make sense to me The symbols make sense to me It is easy to find the situation at a particular beach I can see what the risk is at a number of places It is easy to interpret Other (please specify)
Q47 Which of the graphics do you think is LEAST effective? A B C D E None
Q48 Why? (Please check all that apply) The categories do not help me understand the risk The colors are not helpful The symbols do not make sense to me It is difficult to find the situation at a particular beach It is difficult to distinguish risk at one location from another It is difficult to interpret Other (please specify)

Q49 Please provide any additional comments about any of the products or other information you would like concerning rip currents.