

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.

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. If you have any questions, please contact Michael Churma, National

Weather Service, michael.churma@noaa.gov.

We are asking you to take a short survey using the clickers provided. Following the survey we will all look at the results and discuss the findings with an emphasis on understanding your needs.

Demographic Information

What is your age? under 20 20-29 30-39 40-49 50-59 60-69
 70+

What is your gender? Male Female

What is your current position?

- Emergency Manager
- Public official
- Emergency services
- Broadcast Meteorologist
- Other (please specify) _____

How long have you been in your current position?

- Less than 5 years
- 5-10 years
- 10-15 years
- More than 15 years

How long have you lived in coastal North Carolina?

- Less than 5 years
- 5-10 years
- 10-15 years
- More than 15 years

To what extent do you think the public pays attention to current rip current warnings?

- Not at all
- Somewhat
- To a great extent

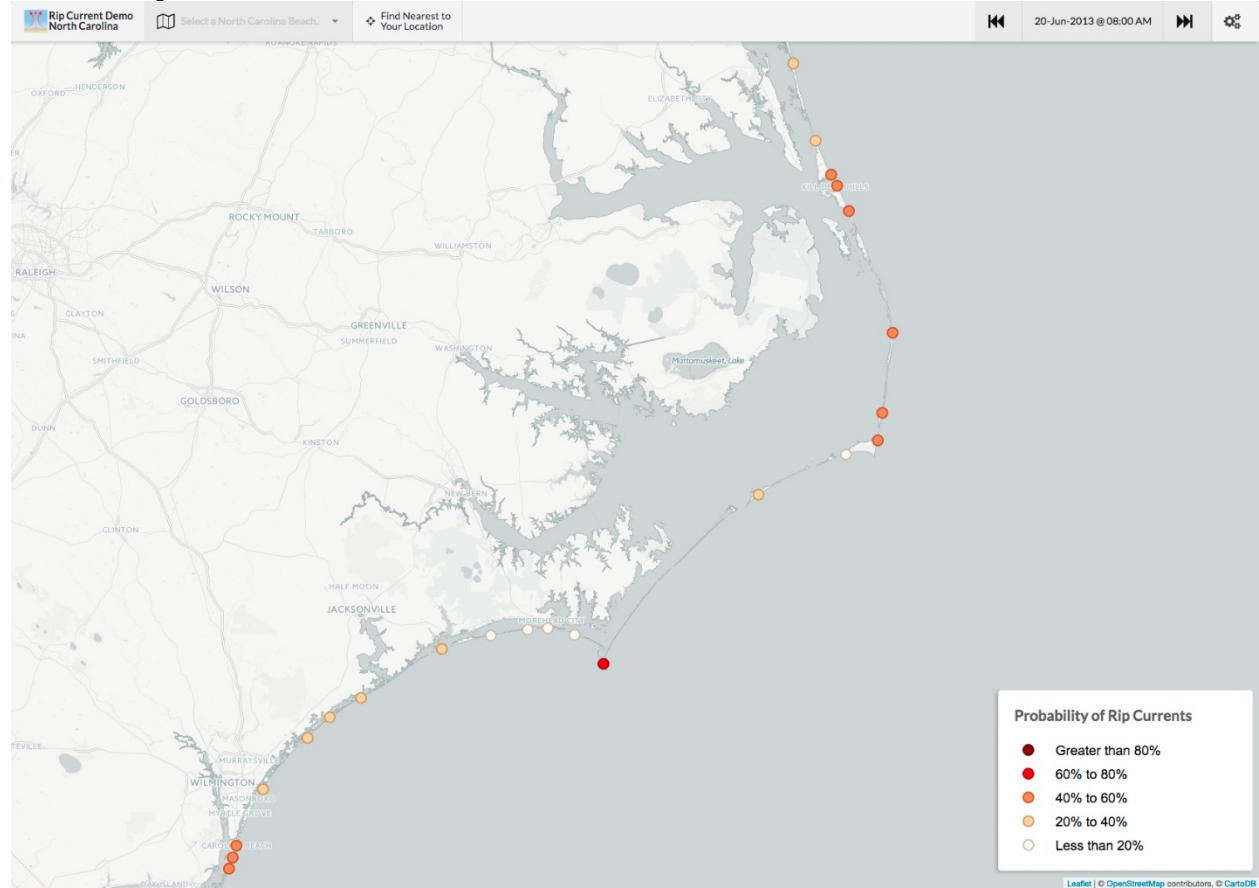
How would you characterize the public's understanding of rip currents?

- No Understanding
- Very little understanding
- Some understanding
- Great understanding

Rank the following based on your sense of what aspects of rip currents the public **least** understands, with 1 being the factor they understand least and 4 what they understand the most.

- What a rip current is
- How dangerous a rip current can be
- Their ability to get out of a rip current's pull
- How to spot a rip current

Below, we provide several visualizations



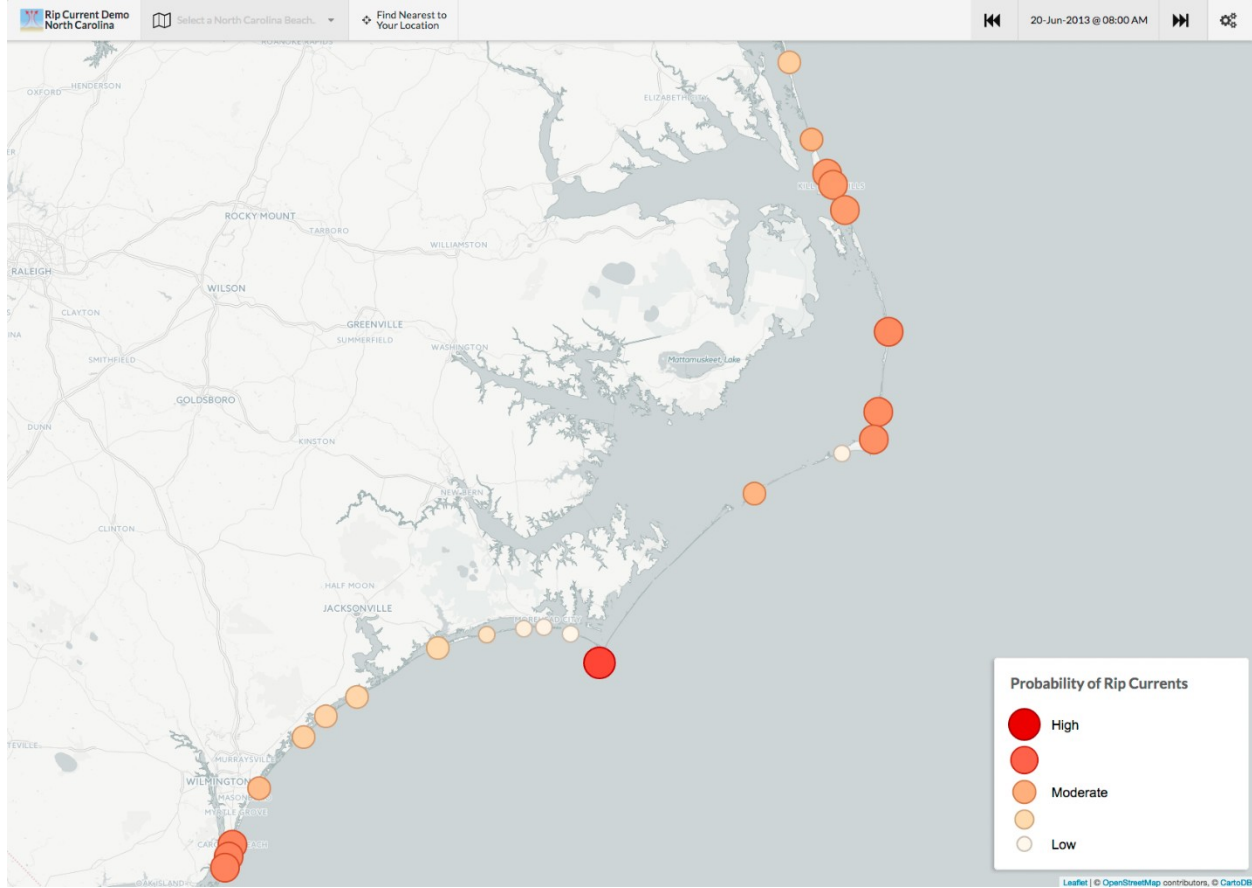
What is your perception of this product with respect to the following qualities or characteristics?

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

How helpful is this product for your day-to-day operations?

- Entirely unhelpful
- Somewhat unhelpful

- Neither helpful nor unhelpful
- A little helpful
- Very helpful

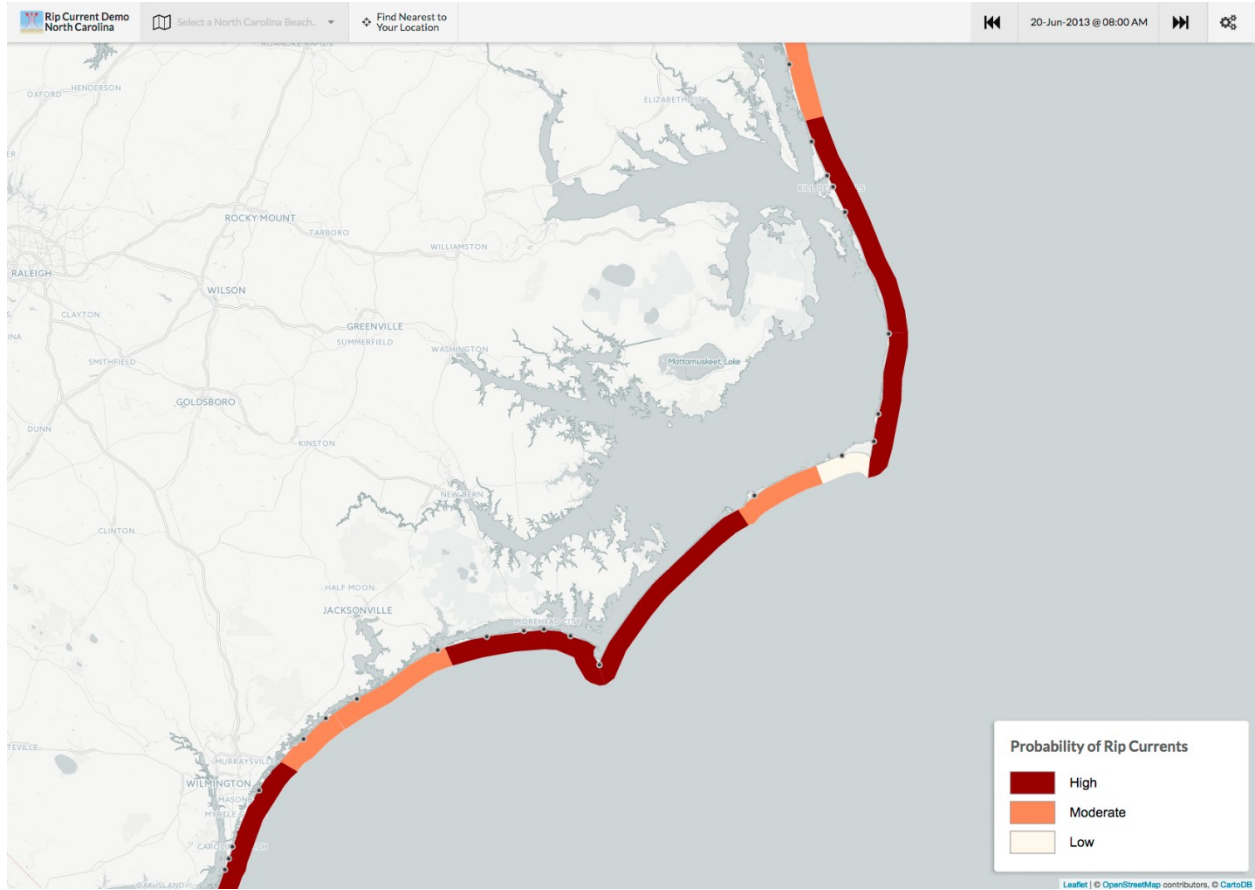


What is your perception of this product with respect to the following qualities or characteristics?

	Very negative	Somewhat negative	Neutral	Somewhat positive	Very positive	Don't know
Information included						
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- Neither helpful nor unhelpful
- A little helpful
- Very helpful

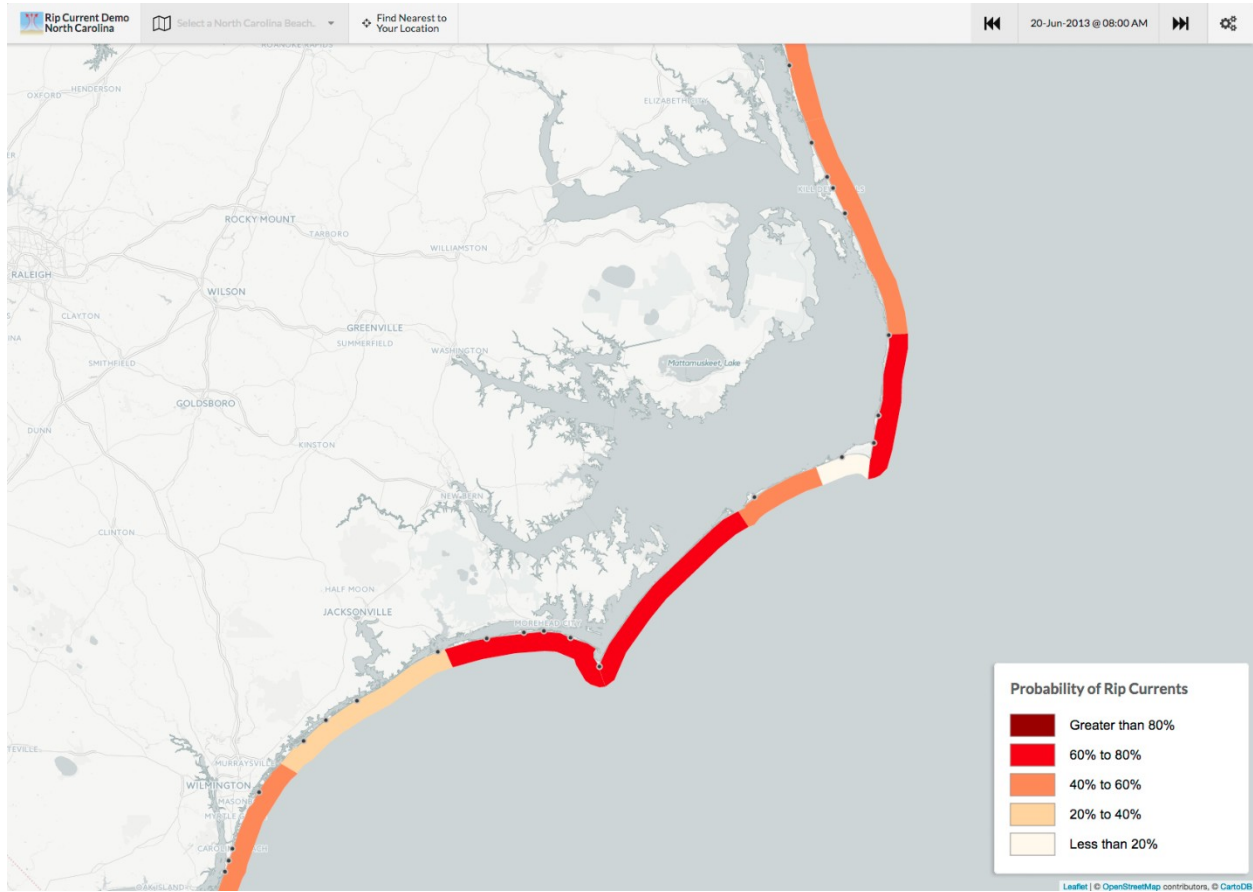


What is your perception of this product with respect to the following qualities or characteristics?

	Very negative	Somewhat negative	Neutral	Somewhat positive	Very positive	Don't know
Information included						
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- Very helpful



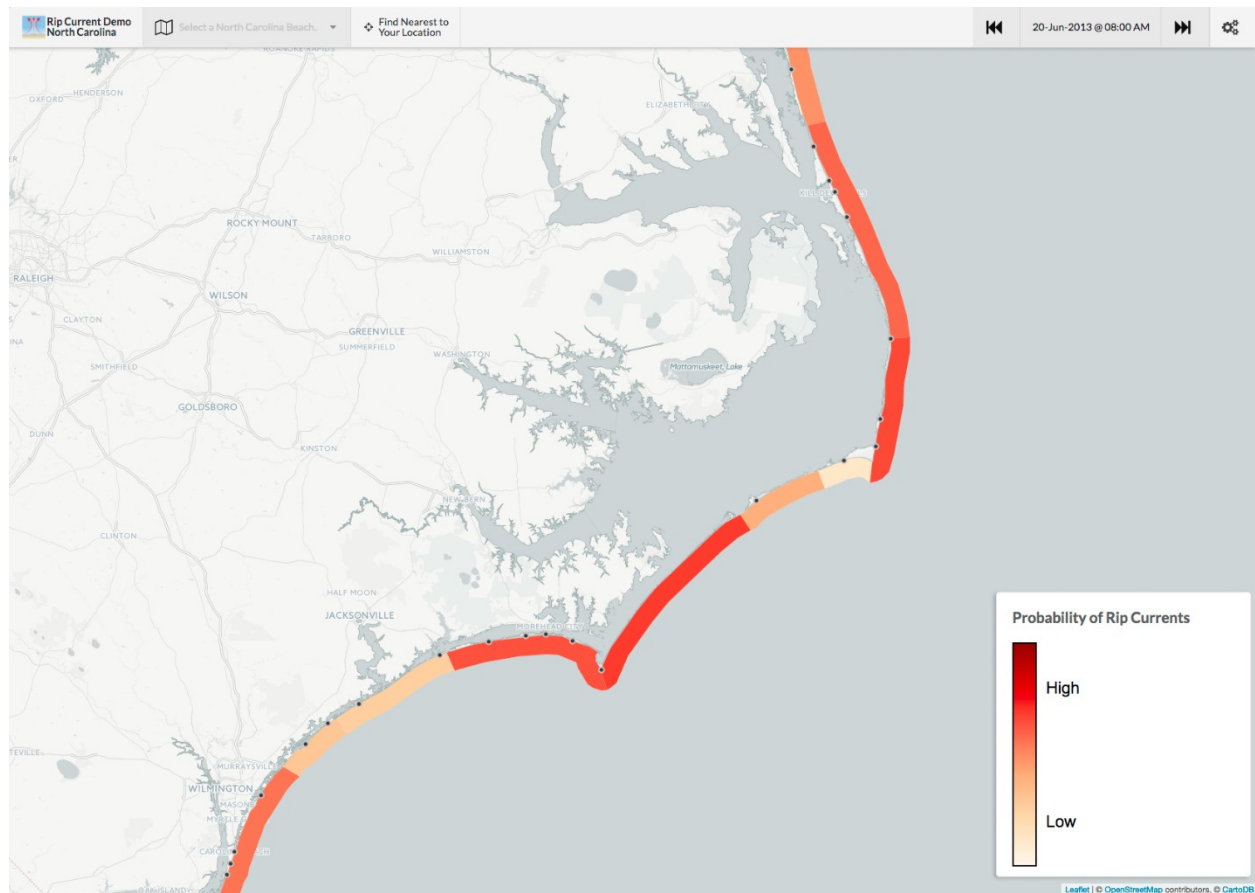
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Rank the graphics based on your order of preference, with 1 being most preferred and 4 (or whatever number of graphics we end up with) being the least preferred

Then based on responses... discuss each graphic, going through the results for each question.

For those who said “very negative” or “somewhat negative” why? Same for “very positive” and “somewhat positive.”

Same for preferred graphics

Other comments on graphics?