

# NWS Winter Weather Survey

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Start of Block: CONSENT

**Q1.1 Winter Weather Response Survey** Please complete the following 5 minute survey regarding the {DATE} rain event. Your participation in this study is voluntary and your identity will remain anonymous. You may skip any question you don't feel comfortable answering. You may withdraw from the study at any time without penalty. All information that you enter will remain confidential, and no information that can be linked to you will be made public. Any results from the survey will talk about groups of people and none of your individual information will be shared with anyone. Your decision to participate will have no bearing on your relationship with any of the organizations that are mentioned here. There are no risks associated with participating in this study. There are no penalties if you choose not to participate. No monetary or other such form of financial compensation will be offered to participants of this study. Results from this study may be shared with local jurisdictions, and results will be made available to the public upon request. This survey is funded by the National Oceanic and Atmospheric Administration. We are working to understand public response to hazardous weather events in order to improve how weather information is delivered to you. This survey should take about 5-10 minutes to complete. If you have any questions about this survey, please contact Brenda Philips at [bphilips@ecs.umass.edu](mailto:bphilips@ecs.umass.edu), or Cedar League at [cedarleague@gmail.com](mailto:cedarleague@gmail.com). Alternatively, if you have any questions about your rights as a participant in this study, you can also contact the University of Massachusetts Institutional Review Board at (413) 545-3428. OMB Approval Date and Statement here... **BEGIN THE SURVEY BY PRESSING >> BELOW**

End of Block: CONSENT

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Start of Block: PANEL

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Start of Block: INTRO

**Q3.1 What is your 5-digit zip code?**

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**Q3.2 How did you get the link to this survey?**

- National Weather Service website/social media
- Local news website/social media
- Public safety email list, website, or social media
- A friend forwarded it to me
- Community group email list, website or social media
- Other \_\_\_\_\_



Page Break \_\_\_\_\_

**Q3.3**

A hazardous winter weather event occurred during {DATES}.

Did you experience this event?

- Yes
- No
- I was out of town
- I don't know \_\_\_\_\_

*Skip To: End of Survey If A hazardous winter weather event occurred during {DATES}. Did you experience this event? = No*

*Skip To: End of Survey If A hazardous winter weather event occurred during {DATES}. Did you experience this event? = I don't know*

*Skip To: End of Survey If A hazardous winter weather event occurred during {DATES}. Did you experience this event? = I was out of town*



Page Break \_\_\_\_\_

Q4.1

**BEFORE the event began, did you know about the POTENTIAL for a winter weather event to occur?**

- Yes
- No
- I don't know

*Skip To: End of Block If BEFORE the event began, did you know about the POTENTIAL for a winter weather event to occur? = No*

*Skip To: End of Block If BEFORE the event began, did you know about the POTENTIAL for a winter weather event to occur? = I don't know*

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Page Break

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**Q4.2 How far in advance were you made aware that hazardous winter weather was possible for your area?**

- Less than an hour before
- Between 1 hour and 6 hours before
- Between 7 hours and 24 hours before
- Between 1 and 2 days before
- Between 3 and 4 days before
- 5 or more days before
- I don't know

Page Break

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**Q4.3 What information source(s) did you use to become aware of this winter weather event BEFORE it occurred? Select UP TO 3 information sources that were the most useful for you.**

- National News/Weather Company (Weather.com, Google, Good Morning America, etc.)
- Local News Media or Weather Person
- National Weather Service (Government)
- Department of Transportation (Government)
- Friends/Family
- Community Leader(s) (ex. Clergy, Mayor, Governor)
- Public Safety Official(s) (Emergency Manager, Police, Fire)
- Observing/experiencing weather conditions near me
- None of the above
- Other (Please state) \_\_\_\_\_

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Page Break \_\_\_\_\_

Display This Question:

If What information source(s) did you use to become aware of this winter weather event BEFORE... = Local News Media or Weather Person

**Q4.4 You selected your local news or weather person as a source of information. BEFORE the event happened, how did you access information from your your local news or weather person? (Select all that apply.)**

- Social media (ex. Facebook, Twitter)
- TV/Cable
- Website
- Wireless Emergency Alert (WEA cell phone alert)
- City notification system (ex. Reverse 911, Code Red, Everbridge)
- E-mail
- Smart phone app
- Text
- Phone call
- Radio
- NOAA weather radio
- Siren
- Newspaper
- Talking in-person with someone
- Other \_\_\_\_\_

Page Break

Display This Question:

*If What information source(s) did you use to become aware of this winter weather event BEFORE... = National Weather Service (Government)*



**Q4.5 You selected the National Weather Service as an information source. BEFORE the event happened, how did you access information from the National Weather Service? (Select all that apply.)**

- Social media (ex. Facebook, Twitter)
- TV/Cable
- Website
- Wireless Emergency Alert (WEA cell phone alert)

City notification system (ex. Reverse 911, Code Red, Everbridge)

E-mail

Smart phone app

Text

Phone call

NOAA weather radio

Radio

Siren

Newspaper

Talking in-person with someone

Other \_\_\_\_\_

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Page Break

*Display This Question:*

*If What information source(s) did you use to become aware of this winter weather event event BEFORE... = Community Leader(s) (ex. Clergy, Mayor, Governor)*



Q4.6 You selected your community leaders as an **information** source. BEFORE the event happened, how did you get information from community leaders (clergy, mayor, governor, school officials)? (Select all that apply.)

Social media (ex. Facebook, Twitter)

- TV/Cable
- Website
- Wireless Emergency Alert (WEA cell phone alert)
- City notification system (ex. Reverse 911, Code Red, Everbridge)
- E-mail
- Smart phone app
- Text
- Phone call
- Radio
- NOAA weather radio
- Siren
- Newspaper
- Talking in-person with someone
- Other \_\_\_\_\_

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Page Break

*Display This Question:*

*If What information source(s) did you use to become aware of this winter weather event event BEFORE... = Friends/Family*





**Q4.7 You selected family or friends as an information source. BEFORE the event happened, how did you get information from family or friends? (Select all that apply.)**

Social media (ex. Facebook, Twitter)

E-mail

Smart phone app

Text

Phone call

Talking in-person with someone

Other \_\_\_\_\_

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Page Break \_\_\_\_\_

*Display This Question:*  
*If What information source(s) did you use to become aware of this winter weather event BEFORE... = Public Safety Official(s) (Emergency Manager, Police, Fire)*



**Q4.8 You selected public safety officials as an information source. BEFORE the event happened, how did you get information from public safety officials? (Select all that apply.)**

- Social media (ex. Facebook, Twitter)
- TV/Cable
- Website
- Wireless Emergency Alert (WEA cell phone alert)
- City notification system (ex. Reverse 911, Code Red, Everbridge)
- E-mail
- Smart phone app
- Text
- Phone call
- Radio
- NOAA weather radio
- Siren
- Newspaper
- Talking in-person with someone
- Other \_\_\_\_\_

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Page Break

Display This Question:

If What information source(s) did you use to become aware of this winter weather event BEFORE... = Other (Please state)



**Q4.9 You selected other information sources. BEFORE the event happened, how did you access information from  $\{Q4.3/ChoiceTextEntryValue/11\}$ ?**

- Social media (ex. Facebook, Twitter)
- TV/Cable
- Website
- Wireless Emergency Alert (WEA cell phone alert)
- City notification system (ex. Reverse 911, Code Red, Everbridge)
- E-mail
- Smart phone app
- Text
- Phone call
- Radio
- NOAA weather radio
- Siren
- Newspaper
- Talking in-person with someone
- Other \_\_\_\_\_

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Page Break

Display This Question:

*If What information source(s) did you use to become aware of this winter weather event event BEFORE... = Observing/experiencing weather conditions near me*



**Q4.10 BEFORE the event happened, how did you observe or experience weather conditions near you?**

Social media (ex. Facebook, Twitter)

TV/Cable

Website

Smart Phone

Going or being outdoors

Looking out my window

Being in a vehicle

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Page Break

Display This Question:

If What information source(s) did you use to become aware of this winter weather event event BEFORE... = National News/Weather Company (Weather.com, Google, Good Morning America, etc.)



**Q4.11 You selected the national news or a weather company as a sources of information. BEFORE the event happened, how did you access information from the national news or the weather company?**

- Social media (ex. Facebook, Twitter)
- TV/Cable
- Website
- Wireless Emergency Alert (WEA cell phone alert)
- City notification system (ex. Reverse 911, Code Red, Everbridge)
- E-mail
- Smart phone app
- Text
- Phone call
- Radio
- NOAA weather radio
- Siren
- Newspaper
- Talking in-person with someone
- Other \_\_\_\_\_

Page Break

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**Q4.12 BEFORE the event began, what was your level of concern based on the information you were given?**

- No concern
- Slightly concerned
- Moderately concerned
- Very Concerned
- Extremely concerned

**Q4.13 Based on the information you were given BEFORE the event, what did you think the possible WEATHER THREAT(S) from this event might be? (Please select all that apply.)**

Blowing and/or drifting snow

Dangerous wind chills

Extreme cold

Freezing rain / ice storm

Heavy sleet

Heavy snow

High winds

White-out conditions

Lake-effect snow

No weather threats

Other (please specify) \_\_\_\_\_

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Page Break

Q4.14 Based on the information you were given BEFORE the event, did you think any of the below personal impacts might affect you or your family? (Select all that apply.)

- Disruption related to work/school routine
- Disruption related to transportation
- Power outages
- Frozen pipes
- Food/water shortages
- Personal economic impacts
- Personal injury
- Property loss/damage
- No personal impacts
- Other (please state) \_\_\_\_\_

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Page Break



Q4.15 **What, if any, special preparations did you take in the days and hours BEFORE the winter weather event occurred? (Please select all that apply.)**



- Looked for additional weather information
- Purchased extra water/food
- Filled prescription(s)
- Filled vehicle(s) with gas
- Packed vehicle with emergency items (ex. blanket, shovel, rope, sandbag)
- Purchased salt/shovel
- Got extra cash
- Purchased/borrowed a generator
- Contacted friends/family
- Allowed more time for travel
- Planned to use mass transit
- Cancelled or adjusted work/plans
- Created/updated an emergency survival kit
- Secured property
- Sought alternate shelter
- Evacuated the winter weather threat area
- I did not take any special preparations
- Other (please specify) \_\_\_\_\_

End of Block: PRE-EVENT PHASE

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Start of Block: LOCATION/EXPERIENCE

**Q5.1 Where were you when you experienced the most impactful part of the event? We are interested in learning more about your experience at this location.**

- I was a passenger or driver in a vehicle
- I was at home or in a building
- I did not experience the intense part of this storm

End of Block: LOCATION/EXPERIENCE

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Start of Block: EVENT PHASE - INFO & ACTIONS



**Q6.1 Now, think about the time period DURING the event. What information source(s) did you use to become aware of the winter weather event underway? Select UP TO 3 information sources that were the most useful for you.**

- National News/Weather Company (Weather.com, Google, Good Morning America, etc.)
- Local TV News Channel or Weather Person
- National Weather Service (Government)
- Department of Transportation (Government)
- Friends/Family
- Community Leader(s) (ex. Clergy, Mayor, Governor)
- Public Safety Official(s) (Emergency Manager, Police, Fire)
- Observing/experiencing weather conditions near me

None of the above

Other (Please state) \_\_\_\_\_

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*Display This Question:*

*If Sources DURING winter = Local TV News Channel or Weather Person*



**Q6.2 You selected your local news or weather person as a source of information. DURING the event, how did you access information from your your local news or weather person? (Select all that apply.)**

Social media (ex. Facebook, Twitter)

TV/Cable

Website

Wireless Emergency Alert (WEA cell phone alert)

City notification system (ex. Reverse 911, Code Red, Everbridge)

E-mail

Smart phone app

Text

Phone call

Radio

NOAA weather radio

Siren

- Newspaper
  - Talking in-person with someone
  - Other \_\_\_\_\_
- 

*Display This Question:*

*If Sources DURING winter = National Weather Service (Government)*



**Q6.3 You selected the National Weather Service as an information source. DURING the event, how did you access information from the National Weather Service? (Select all that apply.)**

- Social media (ex. Facebook, Twitter)
- TV/Cable
- Website
- Wireless Emergency Alert (WEA cell phone alert)
- City notification system (ex. Reverse 911, Code Red, Everbridge)
- E-mail
- Smart phone app
- Text
- Phone call
- NOAA weather radio
- Radio

Siren

Newspaper

Talking in-person with someone

Other \_\_\_\_\_

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Page Break

*Display This Question:*

*If Sources DURING winter = Community Leader(s) (ex. Clergy, Mayor, Governor)*



**Q6.4 You selected your community leaders as an information source. DURING the event, how did you get information from community leaders (clergy, mayor, governor, school officials)? (Select all that apply.)**

Social media (ex. Facebook, Twitter)

TV/Cable

Website

Wireless Emergency Alert (WEA cell phone alert)

City notification system (ex. Reverse 911, Code Red, Everbridge)

E-mail

Smart phone app

Text

- Phone call
- Radio
- NOAA weather radio
- Siren
- Newspaper
- Talking in-person with someone
- Other \_\_\_\_\_

Page Break \_\_\_\_\_

*Display This Question:*  
*If Sources DURING winter = Friends/Family*



**Q6.5 You selected family or friends as an information source. DURING the event, how did you get information from family or friends? (Select all that apply.)**

- Social media (ex. Facebook, Twitter)
- E-mail
- Smart phone app
- Text
- Phone call

Talking in-person with someone

Other \_\_\_\_\_

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Page Break

*Display This Question:*

*If Sources DURING winter = Public Safety Official(s) (Emergency Manager, Police, Fire)*



**Q6.6 You selected public safety officials as an information source. DURING the event, how did you get information from public safety officials? (Select all that apply.)**

- Social media (ex. Facebook, Twitter)
- TV/Cable
- Website
- Wireless Emergency Alert (WEA cell phone alert)
- City notification system (ex. Reverse 911, Code Red, Everbridge)
- E-mail
- Smart phone app
- Text
- Phone call
- Radio
- NOAA weather radio
- Siren
- Newspaper
- Talking in-person with someone
- Other \_\_\_\_\_

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Page Break



Display This Question:

If Sources DURING winter = Department of Transportation (Government)



**Q6.7 You selected Department of Transportation as an information source. DURING the event, how did you get information from the Department of Transportation? (Select all that apply.)**

- Social media (ex. Facebook, Twitter)
- TV/Cable
- Website
- Wireless Emergency Alert (WEA cell phone alert)
- City notification system (ex. Reverse 911, Code Red, Everbridge)
- E-mail
- Smart phone app
- Text
- Phone call
- Radio
- NOAA weather radio
- Siren
- Newspaper
- Talking in-person with someone
- Other \_\_\_\_\_

Display This Question:

If Sources DURING winter = Other (Please state)



**Q6.8 You selected other information sources. DURING the event, how did you access information from `{Q67/ChoiceTextEntryValue/11}`?**

- Social media (ex. Facebook, Twitter)
- TV/Cable
- Website
- Wireless Emergency Alert (WEA cell phone alert)
- City notification system (ex. Reverse 911, Code Red, Everbridge)
- E-mail
- Smart phone app
- Text
- Phone call
- Radio
- NOAA weather radio

- Siren
- Newspaper
- Talking in-person with someone
- Other \_\_\_\_\_

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Page Break

Display This Question:

*If Sources DURING winter = Observing/experiencing weather conditions near me*



**Q6.9 BEFORE the heavy rain/ flash flooding happened, how did you observe or experience weather conditions near you?**

- Social media (ex. Facebook, Twitter)
- TV/Cable
- Website
- Smart Phone
- Going or being outdoors
- Looking out my window
- Being in a vehicle

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Page Break

Display This Question:

*If Sources DURING winter = National News/Weather Company (Weather.com, Google, Good Morning America, etc.)*



**Q6.10 You selected the national news or a weather company as a sources of information. BEFORE the heavy rain/ flash flooding happened, how did you access information from the national news or the weather company?**

- Social media (ex. Facebook, Twitter)
- TV/Cable
- Website
- Wireless Emergency Alert (WEA cell phone alert)
- City notification system (ex. Reverse 911, Code Red, Everbridge)
- E-mail
- Smart phone app
- Text
- Phone call
- Radio
- NOAA weather radio
- Siren
- Newspaper
- Talking in-person with someone
- Other \_\_\_\_\_

Q6.11 **DURING the event, do you recall receiving any of the following? (Select all that apply.)**

- Winter Weather Advisory
- Wind Chill Advisory
- Winter Storm Watch
- Winter Storm Warning
- Ice Storm Warning
- Blizzard Warning
- Wind Chill Warning
- Other \_\_\_\_\_
- I did not receive any of these
- I don't know

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Page Break \_\_\_\_\_

Q6.12 **DURING the event, what was your level of concern based on the information you were given?**

- Not concerned
- Slightly concerned
- Moderately concerned
- Very Concerned
- Extremely concerned

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\_\_\_\_\_

*Display This Question:*

*If Where were you when you experienced the most impactful part of the event? We are interested in le... = I was a passenger or driver in a vehicle*



**Q6.13 While in a vehicle, which of the following actions did you take once the winter weather event BEGAN? (Select all that apply.)**

- Looked for additional weather information
- Shared information with somebody
- Purchased extra water/food
- Filled prescription(s)
- Filled vehicle with gas
- Got extra cash
- Used emergency survival kit
- Cancelled or rescheduled my trip
- Rerouted my trip
- Continued my trip
- Assisted others during event
- Sought alternate shelter
- Evacuated from my location
- Abandoned my vehicle
- No action taken
- Other (please specify) \_\_\_\_\_

Display This Question:

If Where were you when you experienced the most impactful part of the event? We are interested in le... = I was at home or in a building



**Q6.14 While at home or inside a building, which of the following actions did you take once the winter weather event BEGAN? (Select all that apply.)**

- Looked for additional weather information
- Shared information with somebody
- Used emergency survival kit
- Packed vehicle with emergency items (ex. blanket, shovel, rope, sandbag)
- Shoveled/Salted driveway/sidewalks
- Used a generator
- Cancelled or rescheduled plans
- Protected my belongings
- Protected my family/pets
- Assisted others during event
- Sought alternate shelter
- Evacuated from my location
- Remained indoors until safe
- No action taken
- Other (please specify) \_\_\_\_\_

Display This Question:

If Where were you when you experienced the most impactful part of the event? We are interested in le... =



**Q6.15 While outdoors, which of the following actions did you take once the winter weather event BEGAN? (Select all that apply.)**

- Looked for additional weather information
- Shared information with somebody
- Used emergency survival kit
- Used mass transit
- Cancelled or rescheduled plans
- Protected my belongings
- Protected my family/pets
- Assisted others during event
- Sought shelter
- Evacuated from my location
- No action taken
- Other (please specify) \_\_\_\_\_

End of Block: EVENT PHASE - INFO & ACTIONS

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Start of Block: EVENT PHASE/VEHICLE

Q7.1

Were you the driver or the passenger in the vehicle?

I was the driver

I was the passenger

I don't know

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Page Break

Q7.2 Was anyone in the vehicle with you? (Select all that apply.)

Kid(s)

Adult(s)

Senior citizen(s)

Person(s) with a disability

Pet(s)

I was alone

Other \_\_\_\_\_

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Page Break

**Q7.3 What type of vehicle you were in?**

- Vehicle with 4-Wheel Drive / All Wheel Drive
  - Vehicle without 4-Wheel Drive / All Wheel Drive
  - Other \_\_\_\_\_
- 

Page Break \_\_\_\_\_

**Q7.4 What was the primary purpose of your trip?**

- Commute to work or school
  - Commute from work or school
  - Picking up/dropping off kids and/or family
  - Appointment
  - Errands / leisure (shopping, dining, recreation)
  - Worship
  - Other \_\_\_\_\_
- 

Page Break \_\_\_\_\_

**Q7.5 Did you experience snow and/or ice conditions while driving?**

- Yes
- No
- I don't know

Skip To: End of Block If Did you experience snow and/or ice conditions while driving? = No

Skip To: End of Block If Did you experience snow and/or ice conditions while driving? = I don't know

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Page Break

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**Q7.6 What did you see when you encountered the winter weather conditions? (Select all that apply.)**

- Congestion
  - Traffic accident(s)
  - Public safety officials
  - Road closures
  - Messaging signs warning of hazardous road conditions
  - Flashing lights
  - Cautious drivers
  - Reckless drivers
  - I did not see anything
  - Other \_\_\_\_\_
- 

Page Break

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**Q7.7 How deep would you say the snow was at that location?**

- No snow
- Layer of ice
- Less than 3 inches
- Between 3 to 6 inches
- Between 6 to 12 inches
- Between 12 to 24 inches
- 24+ inches
- I don't know \_\_\_\_\_

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Page Break \_\_\_\_\_

**Q7.8 What did you do when you were driving in the winter weather conditions?**

- I stopped driving and pulled my car over
- I turned around and/or rerouted my trip
- I continued driving and made it to my destination
- I continued driving and got stuck
- I continued driving and got into an accident
- I was in a parking lot
- Other, describe \_\_\_\_\_

Page Break

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**Q7.9 How much did the following factors influence the decision(s) you took DURING this event? Select "Not a Factor" if the factor was not relevant to your decision.**

	1. Not influential at all	2. Slightly influential	3. Somewhat influential	4. Very influential	5. Extremely influential	Not a factor
Consistency/urgency of forecast	0	0	0	0	0	0
NWS warning	0	0	0	0	0	0
Presence of messaging signs	0	0	0	0	0	0
Seeing other vehicle(s) drive safely through	0	0	0	0	0	0
Seeing other vehicles stuck	0	0	0	0	0	0
Previous experience with winter weather led me to believe I was in danger	0	0	0	0	0	0
Concern/fear for self, family, friends	0	0	0	0	0	0
Confidence in my vehicle to make it	0	0	0	0	0	0
Confidence in my winter weather driving ability	0	0	0	0	0	0
Needing to get to work/family/kids/pets	0	0	0	0	0	0
Intense snowfall/ice	0	0	0	0	0	0
Minor snowfall/ice	0	0	0	0	0	0
Poor road conditions	0	0	0	0	0	0
Not able to turn around due to traffic or the road layout	0	0	0	0	0	0
Event timing (hour/day of week)	0	0	0	0	0	0
This event caught me off guard	0	0	0	0	0	0
I didn't believe the forecasts and warnings were accurate	0	0	0	0	0	0
I didn't think the event would impact my location	0	0	0	0	0	0

I didn't see any threatening weather	0	0	0	0	0	0
Other (Please state)	0	0	0	0	0	0

End of Block: EVENT PHASE/VEHICLE

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Start of Block: EVENT PHASE HOME/BUILDING

Q8.1

**What type of building were you in during the winter weather event?**

- Free standing home/residence
- Multi-residential unit (Apartment/townhouse/condo)
- Mobile home
- Work place building
- Retail building
- Other \_\_\_\_\_

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Page Break \_\_\_\_\_

**Q8.2 Was anyone in the home/building with you? (Select all that apply.)**

Kid(s)

Adult(s)

Senior Citizen(s)

Person(s) with a disability

Pet(s)

I was alone

Other \_\_\_\_\_

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Page Break

**Q8.3 Did you experience winter weather conditions outdoors at your home/building location?**

Yes

No

I don't know

*Skip To: End of Block If Did you experience winter weather conditions outdoors at your home/building location? = No*  
*Skip To: End of Block If Did you experience winter weather conditions outdoors at your home/building location? = I don't know*

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Page Break

**Q8.4 How deep would you say the snow was at that location?**

- No snow
- Layer of ice
- Less than 3 inches
- Between 3 to 6 inches
- Between 6 to 12 inches
- Between 12 to 24 inches
- 24+ inches
- I don't know \_\_\_\_\_

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Page Break \_\_\_\_\_



**Q8.5 While at home or inside a building, which of the following actions did you take once the winter weather event BEGAN? (Select all that apply.)**

- I stayed where I was and monitored the situation
- I stayed and protected my property (shovel, run generator, prevent frozen pipes, etc.)
- I stayed where I was because it was not safe to leave
- I evacuated the building on foot
- I evacuated building by car
- I lost power and had to evacuate
- Other (please specify) \_\_\_\_\_

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Page Break \_\_\_\_\_

**Q8.6 Did you call or contact anyone for help?**

- 911
- Neighbor or friend
- Stormwater/city utility
- Other \_\_\_\_\_

\_\_\_\_\_

**Q8.7 How much did the following factors influence the action(s) you took DURING this event? Select "Not a Factor" if the factor was not relevant to your decision.**

	1. Not influential at all	2. Slightly influential	3. Somewhat influential	4. Very influential	5. Extremely influential	Not a factor
Consistency/urgency of forecast	0	0	0	0	0	0
Receipt of a NWS warning	0	0	0	0	0	0
Friends / family urged me to take action	0	0	0	0	0	0
I saw other people taking action	0	0	0	0	0	0
Previous experience with winter weather led me to believe I could be in danger	0	0	0	0	0	0
Concern/fear for self, family, friends	0	0	0	0	0	0
Intense snowfall/ice	0	0	0	0	0	0
Minor snowfall/ice	0	0	0	0	0	0
Road and weather conditions	0	0	0	0	0	0
Event timing (hour/day of week)	0	0	0	0	0	0
Needing to take care of family/friends/pets	0	0	0	0	0	0
I was trapped in the building	0	0	0	0	0	0
School/business closures	0	0	0	0	0	0
Having a car to use for evacuation	0	0	0	0	0	0
This event caught me off guard	0	0	0	0	0	0
I didn't believe the forecasts and warnings were accurate	0	0	0	0	0	0
I didn't think the event would impact my location	0	0	0	0	0	0
I didn't see any threatening weather outside	0	0	0	0	0	0

Other (Please state)

0

0

0

0

0

0

End of Block: EVENT PHASE HOME/BUILDING

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Start of Block: IMPACTS

**Q9.1 Which, if any, of the weather impacts below occurred in your area? (Select all that apply.)**

Blowing and/or drifting snow

Dangerous wind chills

Extreme cold

Freezing rain / ice storm

Heavy sleet

Heavy snow

High winds

White-out conditions

Lake-effect snow

Other (please specify) \_\_\_\_\_

No weather impacts

**Q9.2 Which of the following impacts did you personally experience from this hazardous winter weather event? (Select all that apply.)**

- Disruption to work/school/life
- Disruption related to transportation
- Became stranded
- Power outage
- Frozen pipes
- Food/water shortages
- Public health impacts (boil water, etc.)
- Personal economic impacts
- I was injured
- A friend/family member was injured
- Property loss/damage
- Death of a friend/relative
- No impacts
- Other (please state) \_\_\_\_\_

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Page Break \_\_\_\_\_



**Q9.3 Overall, how severe would you say this event was?**

Not severe at all

Slightly severe

Moderately severe

Very severe

Extremely severe

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Page Break

Display This Question:

If Sources DURING winter = National Weather Service (Government)

Q9.4 Now consider the information you received from the National Weather Service DURING this hazardous flooding event. Using a scale from 1 to 10 where 1 is “Poor,” and 10 is “Excellent,” please rate the NWS on the following:

	1 (poor)	2	3	4	5	6	7	8	9	10 (excellent)	Don't know/ NA
Ease of finding hazardous winter weather forecast information specific to your geographic area	0	0	0	0	0	0	0	0	0	0	0
Accuracy of information for this hazardous winter weather event	0	0	0	0	0	0	0	0	0	0	0
Explaining the threat and expected impacts of this hazardous winter weather event	0	0	0	0	0	0	0	0	0	0	0
Providing information to help you make decisions relative to this hazardous winter weather event	0	0	0	0	0	0	0	0	0	0	0

Overall satisfaction with information or services received by the NWS

0 0 0 0 0 0 0 0 0 0 0

Page Break

**Q9.5 Is there anything else you would like to share about your experience this day?**

Yes (please describe) \_\_\_\_\_

No

End of Block: IMPACTS

Start of Block: DEMOGRAPHICS

**Q10.1 We are interested in learning about your previous experience with winter weather. Please answer the following statements with a Yes or No.**

	Yes	No	I don't know
I have previously experienced a severe winter storm event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have experienced a personal loss due to winter weather (ex. financial, belongings)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My home has previously been damaged due to winter weather	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have an emergency survival kit at home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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**Q10.2 Please select how much you agree or disagree with the following statements. Select N/A if the statement does not apply to you.**

	1. Strongly disagree	2. Disagree	3. Neutral	4. Agree	5. Strongly agree	N/A
I am fearful of winter weather	0	0	0	0	0	0
I follow the weather very closely	0	0	0	0	0	0
I consider myself a good judge of whether winter weather conditions are dangerous	0	0	0	0	0	0
I take winter weather warnings seriously	0	0	0	0	0	0
I consider myself prepared for what comes my way	0	0	0	0	0	0
I feel that I am completely capable to keep myself safe during winter weather	0	0	0	0	0	0



**Q10.3 In what year were you born?**

Year

▼ 1900 ... 2005

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**Q10.4 What is your gender?**

- Male
- Female
- I prefer not to answer
- Other \_\_\_\_\_

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Page Break

**Q10.5 Select the category that best describes you.**

- White
- Black or African American
- Hispanic, Latino or Spanish origin
- American Indian or Alaska Native
- Asian
- Native Hawaiian or Pacific Islander
- Multi-racial \_\_\_\_\_
- Other \_\_\_\_\_
- I prefer not to answer

**Q10.6 Please tell us who lives in your household. (Select all that apply.)**

Adult(s) 18-64 years old

Adult(s) 65+ years old

Child(ren) 17 years old or younger

Pets

Person(s) with disabilities

I prefer not to answer

**Q10.7 Please select the range that best describes your annual household income from all sources before taxes and other deductions.**

- \$0-\$14,999
- \$15,000 - \$34,999
- \$35,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 - \$250,000
- \$250,000 +
- I prefer not to answer

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Page Break

**Q10.8 At your primary job, do you generally have flexibility in your work schedule and/or location?**

- Yes, I can work from home on short notice
- Yes, I can reschedule/delay arrival on short notice
- No, I do not have flexibility

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Page Break

**Q10.9 Which occupational category best matches your primary job?**

▼ Management ... Other

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Page Break

**Q10.10 What is the highest level of school you have completed or the highest degree you have received?**

- Less than high school degree
- High school graduate (high school diploma or equivalent including GED)
- Some college but no degree
- Associate degree in college (2-year)
- Bachelor's degree in college (4-year)
- Master's degree
- Doctoral degree
- Professional degree (JD, MD)
- I prefer not to answer

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Page Break



**Q10.11 In which type of housing do you currently live?**

- Apartment
  - Townhouse
  - Duplex
  - House
  - Manufactured/mobile home
  - Condominium
  - Other \_\_\_\_\_
- 

Page Break \_\_\_\_\_

**Q10.12 Do you own or rent your home?**

- Own
  - Rent
  - Other \_\_\_\_\_
- 

Page Break \_\_\_\_\_

**Q10.13 Which of the following best describes where you live?**

- a large city
- a suburb near a large city
- a small city or town
- a rural area

