

NWS Winter Weather Survey

Start of Block: Consent

Q1.1 WINTER WEATHER RESPONSE SURVEY

Thank you for helping us understand how people respond to hazardous weather!

This brief survey asks about your experience during the {DATE} weather event in your area. Your responses will help improve how weather alerts and information are delivered to the public. It should take 5–10 minutes to complete.

Your participation is:

- Voluntary – You can skip any question or stop at any time.
- Anonymous – We will not collect your name or contact information.
- Confidential – We will not reveal any personally identifiable information.

There is no risk or penalty if you choose not to take part. We are not offering any payment for participation. Results may be shared with local officials and made publicly available, but without any identifying details.

Questions?

- Contact Brenda Philips at bphilips@ecs.umass.edu or Cedar League at cedarleague@gmail.com
- For questions about your rights as a research participant, contact the UMass Amherst IRB at (413) 545-3428.

This study is approved under OMB Control Number: 0648-0805.

You can read more about your rights under the Paperwork Reduction Act here (with link)

BEGIN THE SURVEY BY PRESSING >> BELOW

Link

PRA Burden Statement

This survey is funded by the National Oceanic and Atmospheric Administration.

A Federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with an information collection subject

to the requirements of the Paperwork Reduction Act of 1995 unless the information collection has a currently valid OMB Control Number. The approved OMB Control Number for this information collection is 0648-0805. Without this approval, we could not conduct this survey collection. Public reporting for this information collection is estimated to be approximately 5-10 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the information collection. All responses to this information collection are voluntary. Send comments regarding this burden estimate or any other aspect of this information collection, including suggestions for reducing this burden to Ji Sun Lee, DOC/NOAA/NWS/OSTI, 1325 East West Highway, Silver Spring, MD 20910, (301) 349-6175, jisun.lee@noaa.gov.

End of Block: Consent

Start of Block: Panel Questions

Start of Block: INTRO

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

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

- ☐ National Weather Service website/social media (1)
- ☐ Local news website/social media (2)
- ☐ Public safety email list, website, or social media (3)
- ☐ A friend forwarded it to me (4)
- ☐ Community group email list, website or social media (5)
- ☐ Other (6) _____

3.31 Hazardous winter weather recently occurred in your area. Please select the event date that impacted you the most.

Display this choice:

If BEGIN_DATE_1 Is Not Empty

☐ \${e://Field/BEGIN_DATE_1} (1)

Display this choice:

If BEGIN_DATE_2 Is Not Empty

☐ \${e://Field/BEGIN_DATE_2} (2)

Display this choice:

If BEGIN_DATE_3 Is Not Empty

☐ \${e://Field/BEGIN_DATE_3} (3)

Display this choice:

If BEGIN_DATE_4 Is Not Empty

☐ \${e://Field/BEGIN_DATE_4} (4)

☐ Other date (enter date mm/dd/yyyy) (7)

☐ I was out of town (5)

☐ I don't remember any event(s) on the above date(s) (6)

Skip To: End of Survey If Q3.31 = 5

Skip To: End of Survey If Q3.31 = 6

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Break

End of Block: INTRO

Start of Block: PRE-EVENT PHASE



Q4.1

Please answer the rest of the survey based on what you experienced on the date you selected.

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

- ☐ Yes (1)
- ☐ No (2)
- ☐ I don't know (3)

Skip To: End of Block If Q4.1 = 2

Skip To: End of Block If Q4.1 = 3

Q4.1.2 How far in advance were you made aware that winter weather was POSSIBLE for your area?

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

Q4.3 People get their weather information in many ways. BEFORE the event happened, how did you access or receive information about possible winter weather? (Select all that apply.)

- ☐ Social media (ex. Facebook, Twitter/X) (1)
- ☐ TV or cable news (2)
- ☐ Website (ex. weather.com, news website, NWS) (3)
- ☐ Wireless Emergency Alert (NWS mobile phone alert) (4)
- ☐ City or county notification (ex. Reverse 911, Code Red, Everbridge) (5)
- ☐ Smartphone app (ex. weather app, news app, neighborhood app) (7)
- ☐ Text message (ex. SMS, WhatsApp, App notification) (8)
- ☐ Phone call (9)
- ☐ Radio (10)
- ☐ NOAA weather radio (11)
- ☐ Sirens (12)
- ☐ Talking in-person with someone (14)
- ☐ Going outdoors or looking out a window (15)
- ☐ Voice assistant (ex. Alexa, Google Home, Siri, Security System) (17)
- ☐ Other (please specify): _____ (19)

4.2 Thinking about the information you received before the event, which people, organizations, or groups provided you with the most useful information about a possible winter weather event? (Select up to 3 that were the most useful for you.)

- ☐ Commercial national weather or media organization (ex. Weather Channel, AccuWeather, Google Weather, Good Morning America) (1)
- ☐ Local TV station or local weather broadcaster (ex. local meteorologist or anchor) (2)
- ☐ National Weather Service (NWS) (3)
- ☐ Other federal agency (ex. FEMA, Department of Transportation) (4)
- ☐ Friends or family (5)
- ☐ Community leader (ex. school official, mayor, clergy, governor) (6)
- ☐ Local public safety official (ex. emergency manager, police, firefighter) (7)
- ☐ Local weather blogger or independent streamer (ex. updates on Facebook, YouTube, or Twitter/X) (8)
- ☐ Other (please specify) (9): _____

Q4.4 Based on the information you had BEFORE the event began, what was your level of concern about how the winter weather might impact you or your family?

- ☐ No concern (1)
 - ☐ Slightly concerned (2)
 - ☐ Moderately concerned (3)
 - ☐ Very Concerned (4)
 - ☐ Extremely concerned (5)
-

Q4.5 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 (1)

☐ Dangerous wind chills (2)

☐ Extreme cold (3)

☐ Freezing rain / ice storm (4)

☐ Sleet (5)

☐ Snow (6)

☐ High winds (7)

☐ White-out conditions (8)

☐ Lake-effect snow (9)

☒ No weather threats (10)

☐ Other (please specify) (11)



Q4.6 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 to daily activities (work/school/life) (1)
- ☐ Road closures (2)
- ☐ Power outages (3)
- ☐ Frozen pipes (4)
- ☐ Food/water shortages (5)
- ☐ Personal economic impacts (loss of wages) (6)
- ☐ Personal injury (7)
- ☐ Property loss/damage (home, car, business) (8)
- ☒ No personal impacts (9)
- ☐ Other (please state) (10) _____

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Q4.7 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 (1)
- ☐ Shared information with someone else (2)
- ☐ Changed travel plans, activities or appointments that might be impacted by the weather (3)
- ☐ Purchased emergency supplies (survival kit, salt/shovel, generator, prescriptions, extra food/water, or gas) (4)
- ☐ Planned to use mass transit (6)
- ☐ Protected my property or belongings (ex. move car, secure property) (7)
- ☐ Made a sheltering/evacuation plan (8)
- ☐ Took steps to care for pets or livestock (ex. moving animals, securing supplies)
- ☐ Checked in on family or others who might need help (ex. making sure everyone was safe, in the same place, or had a plan)
- ☐ No action taken (9)
- ☐ Other (please specify) (10)

End of Block: PRE-EVENT PHASE

Start of Block: EXPERIENCE/INFO/LOCATION DURING EVENT

Q5.3 Where were you when you experienced the most impactful part of the event? (Select all that apply.)

- ☐ In a vehicle (1)
- ☐ At home or in a building (2)
- ☐ On-foot or outside(4)
- ☐ Using public transportation (5)
- ☐ I did not experience any winter weather (3)

Skip To: Impacts Section Q9.1 if Q5.3=3 (I did not experience any winter weather event) is selected

Q5.2 DURING the event, when you were [pipe in response from Q5.3 location during event] how did you access or receive information about the winter weather event? (Select all that apply.)

- ☐ Social media (ex. Facebook, Twitter/X, YouTube) (1)
- ☐ TV or cable news (2)
- ☐ Website (ex. weather.com, news website, NWS) (3)
- ☐ Wireless Emergency Alert (NWS mobile phone alert) (4)
- ☐ City or county notification (ex. Reverse 911, Code Red, Everbridge) (5)
- ☐ Smartphone app (ex. weather app, news app, neighborhood app) (7)
- ☐ Text message (ex. SMS, WhatsApp, App notification) (8)
- ☐ Phone call (9)
- ☐ Radio (10)
- ☐ NOAA weather radio (11)
- ☐ Sirens (12)
- ☐ Talking in-person with someone (14)
- ☐ Going outdoors or looking out a window (15)
- ☐ Voice assistant (ex. Alexa, Google Home, Siri,)) (17)
- ☐ Other (please specify): _____ (19)

5.1 DURING the event when you were [pipe in response from Q5.3], which people, organizations, or groups provided you with the most useful information about the winter weather event? (Select up to 3 that were the most useful for you.)

- ☐ Commercial national weather or media organization (ex. Weather Channel, AccuWeather, Google Weather, Good Morning America) (1)
- ☐ Local TV news or local weather broadcaster (ex. local meteorologist or anchor) (2)
- ☐ National Weather Service (NWS) (3)
- ☐ Other federal agency (ex. FEMA, Department of Transportation) (4)
- ☐ Friends or family (5)
- ☐ Community leader (ex. school official, mayor, clergy, governor) (6)
- ☐ Local public safety official (ex. emergency manager, police, firefighter) (7)
- ☐ Local weather blogger or independent streamer (ex. updates on Facebook, YouTube, or Twitter/X) (8)
- ☐ Other (please specify) (9): _____

End of Block: EXPERIENCE/INFO/LOCATION DURING EVENT

Start of Block: EVENT PHASE/VEHICLE



Display if Q5.3 =1 Vehicle is selected as any of the locations most impactful during the event

Q7.1

Were you the driver or the passenger in the vehicle?

- ☐ I was the driver (1)
- ☐ I was the passenger (2)

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

- ☐ Kid(s) 12 and under (1)
- ☐ Teen(s) 13-17 (8)
- ☐ Adult(s) 18+ (2)
- ☐ Senior citizen(s) (3)
- ☐ Person(s) with a disability (4)
- ☐ Pet(s) (5)
- ☐ I was alone (6)
- ☐ Other (7) _____
-



Q7.3 What type of vehicle you were in?

- ☐ Vehicle WITH 4-Wheel Drive (1)
- ☐ Vehicle WITHOUT 4-Wheel Drive (2)
- ☐ Other (3) _____



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

- ☐ Travel to work or school (1)
- ☐ Travel from work or school (2)
- ☐ Picking up/dropping off kids and/or family (3)
- ☐ Appointment (medical, children's event) (4)
- ☐ Errands / leisure (shopping, dining, recreation) (5)
- ☐ Work-related driving (8)
- ☐ Other (7) _____

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Q7.5 What did you see when you encountered the winter weather conditions while driving? (Select all that apply.)

- ☐ Heavy traffic (1)
- ☐ Traffic accident(s) (2)
- ☐ Public safety officials (3)
- ☐ Road closures (4)
- ☐ Messaging signs warning of hazardous road conditions (5)
- ☐ Flashing lights (6)
- ☐ Cautious drivers (7)
- ☐ Reckless drivers (8)
- ☐ I did not see anything (9)
- ☐ Other (10) _____

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Break



Q7.6 How deep would you say the snow was?

- ☐ No snow or ice (1)
 - ☐ Icy roads (2)
 - ☐ Less than 3 inches of snow (3)
 - ☐ Between 3 to 6 inches of snow (4)
 - ☐ Between 6 to 12 inches of snow (5)
 - ☐ Between 12 to 24 inches of snow (6)
 - ☐ 24+ inches of snow (7)
 - ☐ I don't know (8) _____
-

Q6.11 DURING the event, what was your level of concern about how the winter weather might impact you?

- ☐ Not concerned (1)
- ☐ Slightly concerned (2)
- ☐ Moderately concerned (3)
- ☐ Very concerned (4)
- ☐ Extremely concerned (5)

Q7.8 Did you experience any of the following while driving in the winter weather conditions? (Select all that apply).

- ☐ Heavy traffic
- ☐ Severe delays
- ☐ I got stuck or stranded
- ☐ I was in an accident
- ☐ I did not experience any problems
- ☐ Other, describe _____

**Q7.7 While in a vehicle, which of the following actions did you take during the event?
(Select all that apply.)**

- ☐ Looked for additional weather information (1)
 - ☐ Shared information with someone (2)
 - ☐ Used emergency supplies (emergency kit, blanket, shovel/salt, extra gas) (3)
 - ☐ Cancelled /postponed/ rescheduled my trip (4)
 - ☐ Rerouted my trip (5)
 - ☐ Slowed down/drove cautiously
 - ☐ Stopped driving/pulled the car over
 - ☐ Assisted others during event (6)
 - ☐ Sought shelter (7)
 - ☐ Continued trip/did not change my driving (8)
 - ☐ Other (please specify) (9)
-

Q7.9 Did you call anyone for help?

- ☐ No (1)
 - ☐ Yes (please explain) (2) _____
-



Q7.10 This next set of questions asks about different factors that may have influenced your driving decision(s) during this event.

How much did the following warning and environmental 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 (1)	2. Slightly influential (2)	3. Somewhat influential (3)	4. Very influential (4)	5. Extremely influential (5)	Not a factor (11)
Poor road conditions	0	0	0	0	0	0
Receipt of an NWS warning	0	0	0	0	0	0
Intense snowfall/ice	0	0	0	0	0	0
Presence of messaging signs	0	0	0	0	0	0
Presence of safety officials						



Q7.11 How much did the following social 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 (1)	2. Slightly influential (2)	3. Somewhat influential (3)	4. Very influential (4)	5. Extremely influential (5)	Not a factor (11)
Seeing other vehicle(s) drive safely	0	0	0	0	0	0
Seeing other vehicles sliding	0	0	0	0	0	0
Previous negative experience with winter weather	0	0	0	0	0	0
High confidence in my vehicle/winter weather driving ability	0	0	0	0	0	0
Friends/family urged me to be cautious	0	0	0	0	0	0
Fear for self, family, friends	0	0	0	0	0	0

Q7.12 How much did the following situational 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 (1)	2. Slightly influential (2)	3. Somewhat influential (3)	4. Very influential (4)	5. Extremely influential (5)	Not a factor (11)
Needing to get to work/family/kids/pets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inconvenience of taking a detour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Event timing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This event caught me by surprise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heavy traffic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: EVENT PHASE/VEHICLE

Start of Block: EVENT PHASE HOME/BUILDING

Display if Q5.3 =2 At home or in a building is selected as location most impactful during the event

Q8.1

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

- ☐ Free standing home/residence (1)
- ☐ Multi-residential unit (Apartment/townhouse/condo) (2)
- ☐ Mobile home (3)
- ☐ Work place building (4)
- ☐ Retail building (5)
- ☐ Other (6) _____



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

- ☐ Kid(s) 12 and under (1)
- ☐ Teen(s) 13-17 (8)
- ☐ Adult(s) 18+ (2)
- ☐ Senior Citizen(s) (3)
- ☐ Person(s) with a disability (4)
- ☐ Pet(s) (5)
- ☐ I was alone (6)
- ☐ Other (7) _____

Q8.3 How deep would you say the snow was at that location?

- ☐ No snow or ice (1)
- ☐ Icy conditions (2)
- ☐ Less than 3 inches of snow (3)
- ☐ Between 3 to 6 inches of snow (4)
- ☐ Between 6 to 12 inches of snow (5)
- ☐ Between 12 to 24 inches of snow (6)
- ☐ 24+ inches of snow (7)
- ☐ I don't know (8) _____

Q6.11 DURING the event, what was your level of concern about how the winter weather might impact you?

- ☐ Not concerned (1)
- ☐ Slightly concerned (2)
- ☐ Moderately concerned (3)
- ☐ Very concerned (4)
- ☐ Extremely concerned (5)

Q8.4 While at home or inside a building, which of the following actions did you take during the winter weather event? (Select all that apply.)

- ☐ Looked for additional weather information (1)
 - ☐ Shared information with someone (2)
 - ☐ Used emergency supplies (emergency kit, generator, extra food/water) (3)
 - ☐ Shoveled/salted driveway/sidewalks (4)
 - ☐ Cancelled or rescheduled plans (5)
 - ☐ Protected my belongings (6)
 - ☐ Protected my family/pets (7)
 - ☐ Assisted others during event (8)
 - ☐ I stayed where I was and waited out the storm (9)
 - ☐ Evacuated from my location (10)
 - ☐ No action taken (11)
 - ☐ Other (please specify) (12)
-

Q8.6 Did you contact anyone for help?

☐ No (1)

☐ Yes (please explain) (2) _____

Q8.7

This next set of questions asks about different factors that may have influenced your decision(s) during this event.

How much did the following warning and environmental 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 (1)	2. Slightly influential (2)	3. Somewhat influential (3)	4. Very influential (4)	5. Extremely influential (5)	Not a factor (11)
Poor road and weather conditions (Poor road conditions)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Receipt of an NWS warning (NWS warning)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Intense snowfall/ice (Intense snowfall)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Break



Q8.8 How much did the following social 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 (1)	2. Slightly influential (2)	3. Somewhat influential (3)	4. Very influential (4)	5. Extremely influential (5)	Not a factor (11)
Friends / family urged me to take protective action (Friends Fam urged me to take action)	0	0	0	0	0	0
Previous negative experience with winter weather (Prev Neg Experience)	0	0	0	0	0	0
Fear for self, family, friends (Concern/Fear)	0	0	0	0	0	0



Q8.9 How much did the following situational 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 (1)	2. Slightly influential (2)	3. Somewhat influential (3)	4. Very influential (4)	5. Extremely influential (5)	Not a factor (11)
Event timing (rush hour, evening, weekend) (Timing)	0	0	0	0	0	0
Needing to take care of family/friends/pets (Care for Family)	0	0	0	0	0	0
I was trapped in the building (Trapped)	0	0	0	0	0	0
School/business closures (Closures)	0	0	0	0	0	0
Having a car to use for evacuation (Having a car)	0	0	0	0	0	0
This event caught me by surprise (Caught by surprise)	0	0	0	0	0	0

End of Block: EVENT PHASE HOME/BUILDING

Start of Block: EVENT PHASE OUTDOORS/PUBLIC TRANSIT

Display if Q5.3 =4 or 5 On-foot or outdoors or public transportation is selected as location most impactful during the event

Q7.4 What was the primary purpose of your outing?

- ☐ Travel to work or school (1)
- ☐ Travel from work or school (2)
- ☐ Picking up/dropping off kids and/or family (3)
- ☐ Appointment (medical, children's event) (4)
- ☐ Errands / leisure (shopping, dining, recreation) (5)
- ☐ Other (7) _____

Q8.2 Was anyone in with you while you were outdoors or on public transit? (Select all that apply.)

- ☐ Kid(s) 12 and under (1)
- ☐ Teen(s) 13-17 (8)
- ☐ Adult(s) 18+ (2)
- ☐ Senior citizen(s) (3)
- ☐ Person(s) with a disability (4)
- ☐ Pet(s) (5)
- ☐ I was alone (6)
- ☐ Other (7) _____



Q8.3 How deep would you say the snow was at that location?

- ☐ No snow or ice (1)
 - ☐ Icy conditions (2)
 - ☐ Less than 3 inches of snow (3)
 - ☐ Between 3 to 6 inches of snow (4)
 - ☐ Between 6 to 12 inches of snow (5)
 - ☐ Between 12 to 24 inches of snow (6)
 - ☐ 24+ inches of snow (7)
 - ☐ I don't know (8) _____
-

Q6.11 DURING the event, what was your level of concern about how the winter weather might impact you?

- ☐ Not concerned (1)
- ☐ Slightly concerned (2)
- ☐ Moderately concerned (3)
- ☐ Very concerned (4)
- ☐ Extremely concerned (5)



Q8.4 While at outside or on public transit, which of the following actions did you take during the winter weather event? (Select all that apply.)

- ☐ Looked for additional weather information (1)
 - ☐ Shared information with someone (2)
 - ☐ Used emergency supplies (emergency kit, blanket, extra food/water) (3)
 - ☐ Cancelled or rescheduled plans (5)
 - ☐ Delayed or rerouted trip (13)
 - ☐ Protected my belongings (6)
 - ☐ Protected my family/pets (7)
 - ☐ Assisted others during event (8)
 - ☐ Sought shelter/evacuated from my location (13)
 - ☐ I stayed where I was and waited out the storm (9)
 - ☐ No action taken (11)
 - ☐ Other (please specify) (12)
-

Q8.6 Did you contact anyone for help?

- ☐ No (1)
- ☐ Yes (please explain) (2) _____

Q8.7

This next set of questions asks about different factors that may have influenced your decision(s) during this event.

How much did the following warning and environmental 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 (1)	2. Slightly influential (2)	3. Somewhat influential (3)	4. Very influential (4)	5. Extremely influential (5)	Not a factor (11)
Poor weather conditions	0	0	0	0	0	0
Receipt of a NWS warning	0	0	0	0	0	0
Intense snowfall/ice	0	0	0	0	0	0

Q8.8 How much did the following social 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 (1)	2. Slightly influential (2)	3. Somewhat influential (3)	4. Very influential (4)	5. Extremely influential (5)	Not a factor (11)
Friends / family urged me to take action	0	0	0	0	0	0
Previous negative experience with winter weather	0	0	0	0	0	0
Fear for self, family, friends	0	0	0	0	0	0

Q8.9 How much did the following situational 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 (1)	2. Slightly influential (2)	3. Somewhat influential (3)	4. Very influential (4)	5. Extremely influential (5)	Not a factor (11)
Event timing (rush hour, evening, weekend)	0	0	0	0	0	0
Needing to take care of family/friends/pets	0	0	0	0	0	0
Limited access to transportation	0	0	0	0	0	0
School/business closures	0	0	0	0	0	0
There wasn't a safe place to go	0	0	0	0	0	0
This event caught me by surprise	0	0	0	0	0	
Knowledge of the area						

End of Block: OUTSIDE OR PUBLIC TRANSPORTATION

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 (1)
- ☐ Dangerous wind chills (2)
- ☐ Extreme cold (3)
- ☐ Freezing rain / ice storm (4)
- ☐ Sleet (5)
- ☐ Snow (6)
- ☐ High winds (7)
- ☐ White-out conditions (8)
- ☐ Lake-effect snow (9)
- ☒ No weather impacts (10)
- ☐ Other (please specify) (11)

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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 (1)
- ☐ Disruption related to transportation (2)
- ☐ Became stranded (3)
- ☐ Power outage (4)
- ☐ Frozen pipes (5)
- ☐ Food/water shortages (6)
- ☐ Public health impacts (boil water) (7)
- ☐ Personal economic impacts (loss of wages) (8)
- ☐ Injury (myself/friend/family) (9)
- ☐ Property loss/damage (home/car/business) (10)
- ☐ Death of a friend/relative (11)
- ☒ No impacts (12)
- ☐ Other (please state) (13) _____

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**Q9.3 Do you recall receiving any of the following National Weather Service Products?
(Select all that apply.)**

- ☐ Winter Storm Watch (3)
- ☐ Winter Storm Warning (4)
- ☐ Ice Storm Warning (5)
- ☐ Blizzard Warning (6)
- ☐ Extreme Cold Warning (7)
- ☐ Snow Squall Warning (11)
- ☐ Other (8) _____
- ☐ I did not receive any of these (9)
- ☐ I don't remember (10)

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Display this question:

If Q9.3 != 9

And Q9.3 != 10

Or Q4.2 = 3

Or Q5.1 = 3



Q9.4 Now consider the information you received from the National Weather Service before and during this winter weather 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) (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	8 (8)	9 (9)	10 (excellent) (10)	Don't know/ NA (11)
Ease of finding hazardous winter weather forecast information specific to your geographic area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accuracy of information for this hazardous winter weather event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Explaining the threat and expected impacts of this hazardous winter weather event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing information to help you make decisions relative to this hazardous winter weather event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall satisfaction with information or services received by the NWS (NWSSatisfaction)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

☐ Yes (please describe) (1)

☐ No (2)

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.

	Yes (1)	No (0)	I don't know (2)
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, injury)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have previously driven in severe winter weather conditions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q10.2 I have an emergency survival kit at home.

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ I don't know (3)
-

Q10.2 I have a family emergency plan in place.

- ☐ Yes (1)
- ☐ No (2)
- ☐ I don't know (3)



Q10.3 Please select how much you agree or disagree with the following statements.

	1. Strongly disagree (1)	2. Disagree (2)	3. Neutral (3)	4. Agree (4)	5. Strongly agree (5)
I am fearful of winter weather	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I follow the weather very closely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I take winter weather warnings seriously	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that I am completely capable to keep myself safe during winter weather	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q10.4 In what year were you born?

▼ 2005 (1) ... 1922 (84)



Q10.5 What is your sex?

☐ Male (1)

☐ Female (2)

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Q198 What is your race and/or ethnicity? Select all that apply.

☐

American Indian or Alaska Native

For example, Navajo Nation, Blackfeet Tribe of the Blackfeet Indian Reservation of Montana, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, Aztec, Maya, etc.

☐

Asian

For example, Chinese, Asian Indian, Filipino, Vietnamese, Korean, Japanese, etc.

☐

Black or African American

For example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.

☐

Hispanic or Latino

For example, Mexican, Puerto Rican, Salvadoran, Cuban, Dominican, Guatemalan, etc.

☐

Middle Eastern or North African

For example, Lebanese, Iranian, Egyptian, Syrian, Iraqi, Israeli, etc.

☐

Native Hawaiian or Pacific Islander

For example, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc.

☐

White

For example, English, German, Irish, Italian, Polish, Scottish, etc.

Q10.8 Please tell us who lives in your household. (Select all that apply.)

- ☐ Adult(s) 18-64 years old (1)
- ☐ Adult(s) 65+ years old (2)
- ☐ Child(ren) 17 years old or younger (3)
- ☐ Pets (4)
- ☐ Person(s) with disabilities (5)
- ☐ I prefer not to answer (6)



Q10.9 Please select the range that best describes your annual household income from all sources before taxes and other deductions.

- ☐ \$0-\$25,000 (1)
- ☐ \$25,000 - \$50,000 (2)
- ☐ \$50,000 - \$100,000 (3)
- ☐ \$100,000 - \$150,000 (4)
- ☐ \$150,000 + (5)
- ☐ I prefer not to answer (6)



Q10.11 For your primary job, do you have the flexibility to change your working schedule or location on short notice?

- ☐ Yes (1)
- ☐ No (2)
- ☐ Not Applicable (3)

Q10.12 What is the highest level of school you have completed or the highest degree you have received?

- ☐ Less than high school degree (1)
- ☐ High school graduate (high school diploma or equivalent including GED) (2)
- ☐ Some college but no degree (3)
- ☐ Associate degree in college (2-year) (4)
- ☐ Bachelor's degree in college (4-year) (5)
- ☐ Master's degree (6)
- ☐ Doctoral degree (7)
- ☐ Professional degree (JD, MD) (8)
- ☐ I prefer not to answer (9)

Q10.13 In which type of housing do you currently live?

- ☐ Apartment (1)
- ☐ Townhouse, condo, duplex (2)
- ☐ House with a basement (4)
- ☐ House without a basement (8)
- ☐ Manufactured/mobile home (5)

End of Block: DEMOGRAPHICS
