

OMB Control Number: 0690-0030

Expiration Date: XX/XX/20XX, Renewal Pending

Survey Outline

Draft Survey: https://docs.google.com/forms/d/1FaEKQMd6guTSTbb_Jao-G8SJl0tSdWx3Vafoeelo-io/edit

We estimate that completing the Industry Proving Grounds User Engagement survey will take 5-10 minutes on average. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to NOAA, Bridget Smith (bridget.smith@noaa.gov) and/or Maggie Coates (margaret.coates@noaa.gov). This collection has been approved by the Office of Management and Budget (OMB). The eight-digit OMB approval number that appears at the upper left of the form or login screen confirms this approval. If this number were not displayed, we could not conduct this survey.

Section 0. Beginning of Survey

This text will appear at the beginning of the survey when users first navigate to it.

Thank you for taking the time to provide us with feedback about your participation in NOAA's industry partnership program. This survey explores the impact of NOAA's industry engagement since 2024; we anticipate it will take 5-10 minutes to complete. All responses to this survey will remain anonymous unless you choose to provide identifying information in the open response questions.

[OMB approval text]

Section 1. Industry Sector

Users will start the survey here; based on their response to Q1, the survey will branch into slightly different question sets, described below.

#	Question	Response Options
1	What industry do you primarily work in?	<i>Multiple Choice</i> A. Architecture and Engineering [<i>branch to Section 2a</i>] B. Insurance and Reinsurance [<i>branch to Section 2b</i>] C. Retail [<i>branch to Section 2c</i>] D. Other (fill in) [<i>branch to Section 2d</i>]

Section 2a. Architecture and Engineering Branch

If respondents select "A" as the response to Q1, the survey will branch into this question set.

#	Question	Response Options
Demographic Questions (4)		
In this section we will ask some basic demographic questions to better understand the segment of		

#	Question	Response Options
your industry you represent. These data will not be used to identify specific individuals, and all responses will remain anonymous.		
2a	How big is your organization?	<i>Multiple Choice</i> A. 50 people or less B. Between 51 and 100 people C. Between 101 and 500 people D. Between 501 and 1000 people E. Between 1001 and 5000 people F. Greater than 5000 people
3a	Which of the following items do you use environmental data to inform as part of your daily work? Please select all that apply.	<i>Checkboxes (Multiple Selection)</i> • To inform codes and standards for my industry • To gather data for planning and design • To provide data to inform a state or local jurisdiction's policies • To gather data to inform or educate clients or industry colleagues • To include data in a presentation or meeting • To inform a new decision • To justify a decision that was already made • To use in reporting or for business disclosure purposes • Other (please describe)
4a	How frequently do you currently rely on environmental information in your work?	<i>Checkbox Grid</i> <i>Rows</i> • Daily • Weekly • Monthly • Less than Monthly • As Needed <i>Columns</i> • NOAA Data or Tools • Government (Non-NOAA) Data or Tools • "In-House" Data or Tools developed by your own institution • Private Sector, Solution Provider, or "Third-Party" Data or Tools • Other Data or Tools
5a	How critical is weather and climate data to your organization's decision	<i>Likert Scale</i> 1 = Not at all critical—The data has no impact on our

#	Question	Response Options
	making?	core decisions 2 = Slightly critical—Used for background context or general awareness 3 = Moderately critical—Influences some tactical/operational decisions 4 = Highly critical—Essential for key strategic planning and risk management 5 = Foundational/Mission-critical—Vital for core business continuity and long-term viability
Engagement Questions (7) In this section, we ask about your experience with the engagement process. We will ask about your experience with products and outcomes in the following section.		
6a	Please identify how valuable you found each of the following types of engagement conducted under the industry initiative.	<i>Multiple Choice Grid</i> <i>Columns</i> 1 = Not Valuable 2 = Of Little Value 3 = Neutral 4 = Valuable 5 = Very Valuable Did Not Participate <i>Rows</i> ● Brainstorming Sessions ● Regular Working Group Meetings ● Tools Cafes (Virtual or In Person) ● Conference Presentations ● Interviews or Small Focus Groups ● Printed Materials (e.g., Flyers) ● Product Testing ● Product Demos ● Webinars ● Trainings or Lunch and Learns
7a	How has engaging with NOAA helped you in your work? Please select all that apply.	<i>Checkboxes (Multiple Selection)</i> ● It has deepened my understanding of climate and weather data ● It has improved my strategic or operational planning ● It has informed or improved my data analysis ● It has improved my ability to communicate climate and weather information to my stakeholders

#	Question	Response Options
		• It has helped me develop standards and/or policies • It has helped me validate or justify decisions that my organization makes • No impact
8a	Please identify how strongly you agree with the following statements describing the benefits you have experienced (or expect to experience) by engaging with NOAA in the last three years (2024 - 2026).	<i>Multiple Choice Grid</i> <i>Rows</i> • It has helped me do my job more effectively or efficiently • It has helped me better communicate environmental information to stakeholders • It has helped me learn about NOAA datasets, tools, events, and resources • It has helped me build my professional network • It has helped me improve my professional expertise • It has helped me learn about how other businesses or industries use NOAA data • It has reduced my organization or clients' climate risk • No impact • Other (fill in) <i>Columns</i> 1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree Not Applicable
9a	How would you rate the frequency of engagement you participated in through the industry initiative?	<i>Likert Scale</i> 1 = Too Infrequent 2 = Appropriate Frequency 3 = Too Frequent
10a	Overall, how well did NOAA's industry engagement activities since 2024 meet your expectations?	<i>Likert Scale</i> 1 = Did Not Meet Expectations 2 = Slightly Met Expectations 3 = Met Expectations 4 = Exceeded Expectations 5 = Greatly Exceeded Expectations

#	Question	Response Options
11a	Please indicate how satisfied you are overall with the results (outcomes) from industry engagement since 2024 on a scale of 1 to 5.	<i>Likert Scale</i> 1 = Very Unsatisfied 2 = Unsatisfied 3 = Neutral 4 = Satisfied 5 = Very Satisfied
12a	OPTIONAL: What, if anything, would you change about the approach NOAA has taken to industry engagement since 2024?	<i>Open Response</i>
Product Questions (8) In this section, we are interested in your feedback on specific NOAA data tools and products. Some questions ask about any NOAA data tools and products, while others focus specifically on data tools and products developed through NOAA's industry engagement since 2024. For the purposes of this survey, there are two types of NOAA data tools and products we are seeking your input on. • NOAA Data Products are new or improved data tools, like Storm Events Database or Typical Meteorological Year, that enable users to interface with different types of environmental information to obtain insights. • NOAA Supplementary Resources are materials like case studies, websites, user manuals, Jupyter notebooks, and StoryMaps that help users learn to apply data products and tools.		
13a	How familiar were you with <u>any</u> NOAA data and tools before participating with NOAA's industry engagement?	<i>Likert Scale</i> 1 = Not at all familiar 2 = Slightly familiar 3 = Moderately familiar 4 = Very familiar 5 = Extremely familiar
14a	After engaging with NOAA over the past three years (2024 - 2026), how much as your comfort and familiarity with <u>any</u> NOAA data and tools increased?	<i>Likert Scale</i> 1 = No Change 2 = Small Improvement 3 = Moderate Improvement 4 = Significant Improvement
15a	What level of support do you want from NOAA in identifying and accessing its data, products, and tools?	<i>Checkboxes (Multiple Selection)</i> • Support Finding Tools (e.g., website that centralizes relevant industry tools and data, a GitHub repository) • Individualized Customer Service (e.g., a Help Desk or point of contact for specific data questions) • Trainings or Webinars (e.g., learning how to use NOAA data tools and/or products)

#	Question	Response Options
		● Guidance on Applying NOAA Data (e.g., example use cases or case studies showing how data could be applied) ● Technical Assistance (e.g., individualized help to integrate NOAA data tools and/or products into business process or systems) ● No support needed ● Other (fill in)
16a	How much do you anticipate each of the data products listed below improving your operations?	<i>Multiple Choice Grid</i> <i>Columns</i> ● No Improvement ● Minor Improvement ● Moderate Improvement ● Significant Improvement ● Not Applicable <i>Rows</i> ● ADT-HURSAT ● Climate Atlas ● Event Footprint Catalog (EFC) ● Storm Events Database (SED) ● Typical Meteorological Year (TMY) ● U.S. Precipitation Time Series Explorer (PTE)
17a	How useful do you find (or anticipate finding) the supplementary NOAA resources listed below?	<i>Multiple Choice Grid</i> <i>Columns</i> ● I Do Not Anticipate Using This Resource ● Slightly Useful ● Moderately Useful ● Very Useful ● Extremely Useful <i>Rows</i> ● User Manuals ● Jupyter Notebooks ● Training Videos ● StoryMaps ● Case Studies ● Architecture and Engineering NCEI Web Page ● Other (describe below)

#	Question	Response Options
18a	OPTIONAL: If you selected "Other" for the preceding question, please describe what you are thinking of in this space.	<i>Open Response</i>
19a	What do you plan to use <u>new or improved</u> NOAA data products or supplementary resources for, if anything?	<i>Checkboxes (Multiple Selection)</i> • To inform codes and standards for my industry • To gather data for planning and design • To provide data to inform a state or local jurisdiction's policies • To gather data to inform or educate clients or industry colleagues • To include data in a presentation or meeting • To inform a new decision • To justify a decision that was already made • To use in reporting or for business disclosure purposes • Other (please describe)
20a	Please indicate your level of agreement with the following statements on a scale of 1 to 5.	<i>Multiple Choice Grid</i> <i>Rows</i> • NOAA's data products make my job easier • The new or improved products NOAA has designed are responsive to my needs • It was easy to collaborate with NOAA to inform the development of new or improved data products • NOAA's data products will help me explain weather information to others • NOAA's supplementary resources are helpful to me • NOAA's supplementary resources make it easier to use its data products • NOAA's supplementary resources could help support or validate my decision to use NOAA

#	Question	Response Options
		data or products <i>Columns</i> 1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree Not Applicable

Section 2b. Insurance and Reinsurance

If respondents select "B" as the response to Q1, the survey will branch into this question set.

#	Question	Response Options
Demographic Questions (4) In this section we will ask some basic demographic questions to better understand the segment of your industry you represent. These data will not be used to identify specific individuals, and all responses will remain anonymous.		
2b	How big is your organization?	<i>Multiple Choice</i> G. 50 people or less H. Between 51 and 100 people I. Between 101 and 500 people J. Between 501 and 1000 people K. Between 1001 and 5000 people L. Greater than 5000 people
3b	Which of the following items do you use environmental data to inform as part of your daily work? Please select all that apply.	<i>Checkboxes (Multiple Selection)</i> • To assess risk to my company or clients • To inform my organization's policies • To gather data for long term planning • To gather data to inform or educate my organization's clients • To support real-time response to a weather event • To support recovery after a weather event • To include data in a presentation or meeting • To inform a new decision • To justify a decision that was already made • To use in reporting or for business disclosure purposes • Other (please describe)

#	Question	Response Options
4b	How frequently do you currently rely on environmental information in your work?	<i>Checkbox Grid</i> <i>Rows</i> • Daily • Weekly • Monthly • Less than Monthly • As Needed <i>Columns</i> • NOAA Data or Tools • Government (Non-NOAA) Data or Tools • “In-House” Data or Tools developed by your own institution • Private Sector, Solution Provider, or “Third-Party” Data or Tools • Other Data or Tools
5b	How critical is weather and climate data to your organization’s decision making?	<i>Likert Scale</i> 1 = Not at all critical—The data has no impact on our core decisions 2 = Slightly critical—Used for background context or general awareness 3 = Moderately critical—Influences some tactical/operational decisions 4 = Highly critical—Essential for key strategic planning and risk management 5 = Foundational/Mission-critical—Vital for core business continuity and long-term viability
Engagement Questions (7) In this section, we ask about your experience with the engagement process. We will ask about your experience with products and outcomes in the following section.		
6b	Please identify how valuable you found each of the following types of engagement conducted under the industry initiative.	<i>Multiple Choice Grid</i> <i>Columns</i> 1 = Not Valuable 2 = Of Little Value 3 = Neutral 4 = Valuable 5 = Very Valuable Did Not Participate <i>Rows</i>

#	Question	Response Options
		● Brainstorming Sessions ● Regular Working Group Meetings ● Tools Cafes (Virtual or In Person) ● Conference Presentations ● Interviews or Small Focus Groups ● Printed Materials (e.g., Flyers) ● Product Testing ● Product Demos ● Webinars ● Trainings or Lunch and Learns
7b	How has engaging with NOAA helped you in your work? Please select all that apply.	<i>Checkboxes (Multiple Selection)</i> ● It has deepened my understanding of climate and weather data ● It has improved my strategic or operational planning ● It has informed or improved my data analysis ● It has improved my ability to communicate climate and weather information to my stakeholders ● It has helped me develop standards and/or policies ● It has helped me validate or justify decisions that my organization makes ● No impact ● Other (fill in)
8b	Please identify how strongly you agree with the following statements describing the benefits you have experienced (or expect to experience) by engaging with NOAA in the last three years (2024 - 2026).	<i>Multiple Choice Grid</i> <i>Rows</i> ● It has helped me do my job more effectively or efficiently ● It has helped me better communicate environmental information to stakeholders ● It has helped me learn about NOAA datasets, tools, events, and resources ● It has helped me build my professional network ● It has helped me improve my professional expertise ● It has helped me learn about how other businesses or industries use NOAA data ● It has reduced my organization or clients' climate risk ● No impact ● Other (fill in)

#	Question	Response Options
		<i>Columns</i> 1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree Not Applicable
9b	How would you rate the frequency of engagement you participated in through the industry initiative?	<i>Likert Scale</i> 1 = Too Infrequent 2 = Appropriate Frequency 3 = Too Frequent
10b	Overall, how well did NOAA's industry engagement activities since 2024 meet your expectations?	<i>Likert Scale</i> 1 = Did Not Meet Expectations 2 = Slightly Met Expectations 3 = Met Expectations 4 = Exceeded Expectations 5 = Greatly Exceeded Expectations
11b	Please indicate how satisfied you are overall with the results (outcomes) from industry engagement since 2024 on a scale of 1 to 5.	<i>Likert Scale</i> 1 = Very Unsatisfied 2 = Unsatisfied 3 = Neutral 4 = Satisfied 5 = Very Satisfied
12b	OPTIONAL: What, if anything, would you change about the approach NOAA has taken to industry engagement since 2024?	<i>Open Response</i>
Product Questions (8) In this section, we are interested in your feedback on specific NOAA data tools and products. Some questions ask about any NOAA data tools and products, while others focus specifically on data tools and products developed through NOAA's industry engagement since 2024. For the purposes of this survey, there are two types of NOAA data tools and products we are seeking your input on. • NOAA Data Products are new or improved data tools, like Storm Events Database or Typical Meteorological Year, that enable users to interface with different types of environmental information to obtain insights. • NOAA Supplementary Resources are materials like case studies, websites, user manuals, Jupyter notebooks, and StoryMaps that help users learn to apply data products and tools.		
13b	How familiar were you with <u>any</u>	<i>Likert Scale</i>

#	Question	Response Options
	NOAA data and tools before participating with NOAA's industry engagement?	1 = Not at all familiar 2 = Slightly familiar 3 = Moderately familiar 4 = Very familiar 5 = Extremely familiar
14b	After engaging with NOAA over the past three years (2024 - 2026), how much as your comfort and familiarity with <u>any</u> NOAA data and tools increased?	<i>Likert Scale</i> 1 = No Change 2 = Small Improvement 3 = Moderate Improvement 4 = Significant Improvement
15b	What level of support do you want from NOAA in identifying and accessing its data, products, and tools?	<i>Checkboxes (Multiple Selection)</i> • Support Finding Tools (e.g., website that centralizes relevant industry tools and data, a GitHub repository) • Individualized Customer Service (e.g., a Help Desk or point of contact for specific data questions) • Trainings or Webinars (e.g., learning how to use NOAA data tools and/or products) • Guidance on Applying NOAA Data (e.g., example use cases or case studies showing how data could be applied) • Technical Assistance (e.g., individualized help to integrate NOAA data tools and/or products into business process or systems) • No support needed • Other (fill in)
16b	How much do you anticipate each of the data products listed below improving your operations?	<i>Multiple Choice Grid</i> <i>Columns</i> • No Improvement • Minor Improvement • Moderate Improvement • Significant Improvement • Not Applicable <i>Rows</i> • ADT-HURSAT • Climate Atlas • Event Footprint Catalog (EFC) • Storm Events Database (SED) • Typical Meteorological Year (TMY)

#	Question	Response Options
		U.S. Precipitation Time Series Explorer (PTE)
17b	How useful do you find (or anticipate finding) the supplementary NOAA resources listed below?	<i>Multiple Choice Grid</i> <i>Columns</i> - I Do Not Anticipate Using This Resource - Slightly Useful - Moderately Useful - Very Useful - Extremely Useful <i>Rows</i> - User Manuals - Jupyter Notebooks - Training Videos - StoryMaps - Case Studies - Insurance and Reinsurance NCEI Web Page - Data Reference Guides - Other (describe below)
18b	OPTIONAL: If you selected "Other" for the preceding question, please describe what you are thinking of in this space.	<i>Open Response</i>
19b	What do you plan to use <u>new or improved</u> NOAA data products or supplementary resources for, if anything?	<i>Checkboxes (Multiple Selection)</i> - To assess risk to my company or clients - To inform my organization's policies - To gather data for long term planning - To gather data to inform or educate my organization's clients - To support real-time response to a weather event - To support recovery after a weather event - To include data in a presentation or meeting - To inform a new decision - To justify a decision that was already made - To use in reporting or for business disclosure purposes - Other (please describe)
20b	Please indicate your level of agreement with the following statements on a scale of 1 to 5.	<i>Multiple Choice Grid</i> <i>Rows</i>

#	Question	Response Options
		• NOAA's data products make my job easier • The new or improved products NOAA has designed are responsive to my needs • It was easy to collaborate with NOAA to inform the development of new or improved data products • NOAA's data products will help me explain weather information to others • NOAA's supplementary resources are helpful to me • NOAA's supplementary resources make it easier to use its data products • NOAA's supplementary resources could help support or validate my decision to use NOAA data or products <i>Columns</i> 1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree Not Applicable

Section 2c. Retail

If respondents select "C" as the response to Q1, the survey will branch into this question set.

#	Question	Response Options
Demographic Questions (4) In this section we will ask some basic demographic questions to better understand the segment of your industry you represent. These data will not be used to identify specific individuals, and all responses will remain anonymous.		
2c	How big is your organization?	<i>Multiple Choice</i> M. 50 people or less N. Between 51 and 100 people O. Between 101 and 500 people P. Between 501 and 1000 people Q. Between 1001 and 5000 people R. Greater than 5000 people
3c	Which of the following items do you use environmental data to inform as	<i>Checkboxes (Multiple Selection)</i> • To assess risk to my company or clients

#	Question	Response Options
	part of your daily work? Please select all that apply.	• To inform inventory planning for my company • To support long term planning for my company • To support real-time response to a weather event • To support recovery after a weather event • To gather data to inform or educate stakeholders or industry colleagues • To include data in a presentation or meeting • To inform a new decision • To justify a decision that was already made • To use in reporting or for business disclosure purposes • Other (please describe)
4c	How frequently do you currently rely on environmental information in your work?	<i>Checkbox Grid</i> <i>Rows</i> • Daily • Weekly • Monthly • Less than Monthly • As Needed <i>Columns</i> • NOAA Data or Tools • Government (Non-NOAA) Data or Tools • “In-House” Data or Tools developed by your own institution • Private Sector, Solution Provider, or “Third-Party” Data or Tools • Other Data or Tools
5c	How critical is weather and climate data to your organization’s decision making?	<i>Likert Scale</i> 1 = Not at all critical—The data has no impact on our core decisions 2 = Slightly critical—Used for background context or general awareness 3 = Moderately critical—Influences some tactical/operational decisions 4 = Highly critical—Essential for key strategic planning and risk management 5 = Foundational/Mission-critical—Vital for core business continuity and long-term viability
Engagement Questions (7)		

#	Question	Response Options
In this section, we ask about your experience with the engagement process. We will ask about your experience with products and outcomes in the following section.		
6c	Please identify how valuable you found each of the following types of engagement conducted under the industry initiative.	<i>Multiple Choice Grid</i> <i>Columns</i> 1 = Not Valuable 2 = Of Little Value 3 = Neutral 4 = Valuable 5 = Very Valuable Did Not Participate <i>Rows</i> • Brainstorming Sessions • Regular Working Group Meetings • Tools Cafes (Virtual or In Person) • Conference Presentations • Interviews or Small Focus Groups • Printed Materials (e.g., Flyers) • Product Testing • Product Demos • Webinars • Trainings or Lunch and Learns
7c	How has engaging with NOAA helped you in your work? Please select all that apply.	<i>Checkboxes (Multiple Selection)</i> • It has deepened my understanding of climate and weather data • It has improved my strategic or operational planning • It has informed or improved my data analysis • It has improved my ability to communicate climate and weather information to my stakeholders • It has helped me develop standards and/or policies • It has helped me validate or justify decisions that my organization makes • No impact • Other (fill in)
8c	Please identify how strongly you agree with the following statements describing the benefits you have experienced (or expect to	<i>Multiple Choice Grid</i> <i>Rows</i> • It has helped me do my job more effectively or

#	Question	Response Options
	experience) by engaging with NOAA in the last three years (2024 - 2026).	efficiently • It has helped me better communicate environmental information to stakeholders • It has helped me learn about NOAA datasets, tools, events, and resources • It has helped me build my professional network • It has helped me improve my professional expertise • It has helped me learn about how other businesses or industries use NOAA data • It has reduced my organization or clients' climate risk • No impact • Other (fill in) <i>Columns</i> 1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree Not Applicable
9c	How would you rate the frequency of engagement you participated in through the industry initiative?	<i>Likert Scale</i> 1 = Too Infrequent 2 = Appropriate Frequency 3 = Too Frequent
10c	Overall, how well did NOAA's industry engagement activities since 2024 meet your expectations?	<i>Likert Scale</i> 1 = Did Not Meet Expectations 2 = Slightly Met Expectations 3 = Met Expectations 4 = Exceeded Expectations 5 = Greatly Exceeded Expectations
11c	Please indicate how satisfied you are overall with the results (outcomes) from industry engagement since 2024 on a scale of 1 to 5.	<i>Likert Scale</i> 1 = Very Unsatisfied 2 = Unsatisfied 3 = Neutral 4 = Satisfied 5 = Very Satisfied
12c	OPTIONAL: What, if anything, would you change about the approach NOAA has taken to industry	<i>Open Response</i>

#	Question	Response Options
	engagement since 2024?	
Product Questions (8) In this section, we are interested in your feedback on specific NOAA data tools and products. Some questions ask about any NOAA data tools and products, while others focus specifically on data tools and products developed through NOAA's industry engagement since 2024. For the purposes of this survey, there are two types of NOAA data tools and products we are seeking your input on. • NOAA Data Products are new or improved data tools, like Storm Events Database or Typical Meteorological Year, that enable users to interface with different types of environmental information to obtain insights. • NOAA Supplementary Resources are materials like case studies, websites, user manuals, Jupyter notebooks, and StoryMaps that help users learn to apply data products and tools.		
13c	How familiar were you with <u>any</u> NOAA data and tools before participating with NOAA's industry engagement?	<i>Likert Scale</i> 1 = Not at all familiar 2 = Slightly familiar 3 = Moderately familiar 4 = Very familiar 5 = Extremely familiar
14c	After engaging with NOAA over the past three years (2024 - 2026), how much as your comfort and familiarity with <u>any</u> NOAA data and tools increased?	<i>Likert Scale</i> 1 = No Change 2 = Small Improvement 3 = Moderate Improvement 4 = Significant Improvement
15c	What level of support do you want from NOAA in identifying and accessing its data, products, and tools?	<i>Checkboxes (Multiple Selection)</i> • Support Finding Tools (e.g., website that centralizes relevant industry tools and data, a GitHub repository) • Individualized Customer Service (e.g., a Help Desk or point of contact for specific data questions) • Trainings or Webinars (e.g., learning how to use NOAA data tools and/or products) • Guidance on Applying NOAA Data (e.g., example use cases or case studies showing how data could be applied) • Technical Assistance (e.g., individualized help to integrate NOAA data tools and/or products into business process or systems) • No support needed • Other (fill in)
16c	How much do you anticipate each of	<i>Multiple Choice Grid</i>

#	Question	Response Options
	the data products listed below improving your operations?	<i>Columns</i> • No Improvement • Minor Improvement • Moderate Improvement • Significant Improvement • Not Applicable <i>Rows</i> • ADT-HURSAT • Climate Atlas • Event Footprint Catalog (EFC) • Storm Events Database (SED) • Typical Meteorological Year (TMY) • U.S. Precipitation Time Series Explorer (PTE)
17c	How useful do you find (or anticipate finding) the supplementary NOAA resources listed below?	<i>Multiple Choice Grid</i> <i>Columns</i> • I Do Not Anticipate Using This Resource • Slightly Useful • Moderately Useful • Very Useful • Extremely Useful <i>Rows</i> • User Manuals • Jupyter Notebooks • Training Videos • StoryMaps • Case Studies • Retail NCEI Web Page • Other (describe below)
18c	OPTIONAL: If you selected "Other" for the preceding question, please describe what you are thinking of in this space.	<i>Open Response</i>
19c	What do you plan to use <u>new or improved</u> NOAA data products or supplementary resources for, if anything?	<i>Checkboxes (Multiple Selection)</i> • To assess risk to my company or clients • To inform inventory planning for my company • To support long term planning for my company • To support real-time response to a weather event

#	Question	Response Options
		• To support recovery after a weather event • To gather data to inform or educate stakeholders or industry colleagues • To include data in a presentation or meeting • To inform a new decision • To justify a decision that was already made • To use in reporting or for business disclosure purposes • Other (please describe)
20c	Please indicate your level of agreement with the following statements on a scale of 1 to 5.	<i>Multiple Choice Grid</i> <i>Rows</i> • NOAA's data products make my job easier • The new or improved products NOAA has designed are responsive to my needs • It was easy to collaborate with NOAA to inform the development of new or improved data products • NOAA's data products will help me explain weather information to others • NOAA's supplementary resources are helpful to me • NOAA's supplementary resources make it easier to use its data products • NOAA's supplementary resources could help support or validate my decision to use NOAA data or products <i>Columns</i> 1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree Not Applicable

Section 2d. Other Industry

If respondents select "D" as the response to Q1, the survey will branch into this question set.

#	Question	Response Options
Demographic Questions (4) In this section we will ask some basic demographic questions to better understand the segment of		

#	Question	Response Options
your industry you represent. These data will not be used to identify specific individuals, and all responses will remain anonymous.		
2d	How big is your organization?	<i>Multiple Choice</i> S. 50 people or less T. Between 51 and 100 people U. Between 101 and 500 people V. Between 501 and 1000 people W. Between 1001 and 5000 people X. Greater than 5000 people
3d	Which of the following items do you use environmental data to inform as part of your daily work? Please select all that apply.	<i>Checkboxes (Multiple Selection)</i> ● To assess risk to my company or clients ● To inform long term planning for my company ● To inform my organization's policies ● To support real-time response to a weather event ● To support recovery after a weather event ● To inform codes and standards for my industry ● To gather data for planning and design ● To provide data to inform a state or local jurisdiction's policies ● To gather data to inform or educate stakeholders or industry colleagues ● To include data in a presentation or meeting ● To inform a new decision ● To justify a decision that was already made ● To use in reporting or for business disclosure purposes ● Other (please describe)
4d	How frequently do you currently rely on environmental information in your work?	<i>Checkbox Grid</i> <i>Rows</i> ● Daily ● Weekly ● Monthly ● Less than Monthly ● As Needed <i>Columns</i> ● NOAA Data or Tools ● Government (Non-NOAA) Data or Tools ● "In-House" Data or Tools developed by your own institution

#	Question	Response Options
		- Private Sector, Solution Provider, or “Third-Party” Data or Tools - Other Data or Tools
5d	How critical is weather and climate data to your organization’s decision making?	<i>Likert Scale</i> 1 = Not at all critical—The data has no impact on our core decisions 2 = Slightly critical—Used for background context or general awareness 3 = Moderately critical—Influences some tactical/operational decisions 4 = Highly critical—Essential for key strategic planning and risk management 5 = Foundational/Mission-critical—Vital for core business continuity and long-term viability
Engagement Questions (7) In this section, we ask about your experience with the engagement process. We will ask about your experience with products and outcomes in the following section.		
6d	Please identify how valuable you found each of the following types of engagement conducted under the industry initiative.	<i>Multiple Choice Grid</i> <i>Columns</i> 1 = Not Valuable 2 = Of Little Value 3 = Neutral 4 = Valuable 5 = Very Valuable Did Not Participate <i>Rows</i> - Brainstorming Sessions - Regular Working Group Meetings - Tools Cafes (Virtual or In Person) - Conference Presentations - Interviews or Small Focus Groups - Printed Materials (e.g., Flyers) - Product Testing - Product Demos - Webinars - Trainings or Lunch and Learns
7d	How has engaging with NOAA helped you in your work? Please select all that apply.	<i>Checkboxes (Multiple Selection)</i> It has deepened my understanding of climate and weather data

#	Question	Response Options
		• It has improved my strategic or operational planning • It has informed or improved my data analysis • It has improved my ability to communicate climate and weather information to my stakeholders • It has helped me develop standards and/or policies • It has helped me validate or justify decisions that my organization makes • No impact • Other (fill in)
8d	Please identify how strongly you agree with the following statements describing the benefits you have experienced (or expect to experience) by engaging with NOAA in the last three years (2024 - 2026).	<i>Multiple Choice Grid</i> <i>Rows</i> • It has helped me do my job more effectively or efficiently • It has helped me better communicate environmental information to stakeholders • It has helped me learn about NOAA datasets, tools, events, and resources • It has helped me build my professional network • It has helped me improve my professional expertise • It has helped me learn about how other businesses or industries use NOAA data • It has reduced my organization or clients' climate risk • No impact • Other (fill in) <i>Columns</i> 1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree Not Applicable
9d	How would you rate the frequency of engagement you participated in through the industry initiative?	<i>Likert Scale</i> 1 = Too Infrequent 2 = Appropriate Frequency 3 = Too Frequent

#	Question	Response Options
10d	Overall, how well did NOAA's industry engagement activities since 2024 meet your expectations?	<i>Likert Scale</i> 1 = Did Not Meet Expectations 2 = Slightly Met Expectations 3 = Met Expectations 4 = Exceeded Expectations 5 = Greatly Exceeded Expectations
11d	Please indicate how satisfied you are overall with the results (outcomes) from industry engagement since 2024 on a scale of 1 to 5.	<i>Likert Scale</i> 1 = Very Unsatisfied 2 = Unsatisfied 3 = Neutral 4 = Satisfied 5 = Very Satisfied
12d	OPTIONAL: What, if anything, would you change about the approach NOAA has taken to industry engagement since 2024?	<i>Open Response</i>
Product Questions (8) In this section, we are interested in your feedback on specific NOAA data tools and products. Some questions ask about any NOAA data tools and products, while others focus specifically on data tools and products developed through NOAA's industry engagement since 2024. For the purposes of this survey, there are two types of NOAA data tools and products we are seeking your input on. • NOAA Data Products are new or improved data tools, like Storm Events Database or Typical Meteorological Year, that enable users to interface with different types of environmental information to obtain insights. • NOAA Supplementary Resources are materials like case studies, websites, user manuals, Jupyter notebooks, and StoryMaps that help users learn to apply data products and tools.		
13d	How familiar were you with <u>any</u> NOAA data and tools before participating with NOAA's industry engagement?	<i>Likert Scale</i> 1 = Not at all familiar 2 = Slightly familiar 3 = Moderately familiar 4 = Very familiar 5 = Extremely familiar
14d	After engaging with NOAA over the past three years (2024 - 2026), how much as your comfort and familiarity with <u>any</u> NOAA data and tools increased?	<i>Likert Scale</i> 1 = No Change 2 = Small Improvement 3 = Moderate Improvement 4 = Significant Improvement
15d	What level of support do you want from NOAA in identifying and	<i>Checkboxes (Multiple Selection)</i> • Support Finding Tools (e.g., website that

#	Question	Response Options
	accessing its data, products, and tools?	centralizes relevant industry tools and data, a GitHub repository) • Individualized Customer Service (e.g., a Help Desk or point of contact for specific data questions) • Trainings or Webinars (e.g., learning how to use NOAA data tools and/or products) • Guidance on Applying NOAA Data (e.g., example use cases or case studies showing how data could be applied) • Technical Assistance (e.g., individualized help to integrate NOAA data tools and/or products into business process or systems) • No support needed • Other (fill in)
16d	How much do you anticipate each of the data products listed below improving your operations?	<i>Multiple Choice Grid</i> <i>Columns</i> • No Improvement • Minor Improvement • Moderate Improvement • Significant Improvement • Not Applicable <i>Rows</i> • ADT-HURSAT • Climate Atlas • Event Footprint Catalog (EFC) • Storm Events Database (SED) • Typical Meteorological Year (TMY) • U.S. Precipitation Time Series Explorer (PTE)
17d	How useful do you find (or anticipate finding) the supplementary NOAA resources listed below?	<i>Multiple Choice Grid</i> <i>Columns</i> • I Do Not Anticipate Using This Resource • Slightly Useful • Moderately Useful • Very Useful • Extremely Useful <i>Rows</i> • User Manuals • Jupyter Notebooks

#	Question	Response Options
		• Training Videos • StoryMaps • Case Studies • Industry-Specific NCEI Web Pages • Other (describe below)
18d	OPTIONAL: If you selected "Other" for the preceding question, please describe what you are thinking of in this space.	<i>Open Response</i>
19d	What do you plan to use <u>new or improved</u> NOAA data products or supplementary resources for, if anything?	<i>Checkboxes (Multiple Selection)</i> • To assess risk to my company or clients • To inform long term planning for my company • To inform my organization's policies • To support real-time response to a weather event • To support recovery after a weather event • To inform codes and standards for my industry • To gather data for planning and design • To provide data to inform a state or local jurisdiction's policies • To gather data to inform or educate stakeholders or industry colleagues • To include data in a presentation or meeting • To inform a new decision • To justify a decision that was already made • To use in reporting or for business disclosure purposes • Other (please describe)
20d	Please indicate your level of agreement with the following statements on a scale of 1 to 5.	<i>Multiple Choice Grid</i> <i>Rows</i> • NOAA's data products make my job easier • The new or improved products NOAA has designed are responsive to my needs • It was easy to collaborate with NOAA to inform the development of new or improved data products • NOAA's data products will help me explain weather information to others • NOAA's supplementary resources are helpful to me • NOAA's supplementary resources make it

#	Question	Response Options
		easier to use its data products • NOAA's supplementary resources could help support or validate my decision to use NOAA data or products <i>Columns</i> 1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree Not Applicable

Section 3. Closing

After completing their sector-specific branch, users will be funneled to this question prior to submission.

#	Question	Response Options
21	OPTIONAL: If there is anything else you would like to share with the research team, please use this space to do so.	<i>Open Response</i>

Section 4. End of Survey

This text will appear at the end of the survey when users submit it.

Thank you very much for taking the time to complete this survey! We greatly appreciate you sharing this information to inform our evaluation of the success of this program. If you have any questions or would like to further discuss your answers, please contact Bridget Smith (bridget.smith@noaa.gov) and/or Maggie Coates (margaret.coates@noaa.gov).