



National Weather Service Annual Study

2013 Final Report



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Introduction

How this Report is Organized

This report is divided into the following sections:

- This introduction discusses the organization of the report, how the information in this report can be used, and provides definitions of key words needed to understand the findings.
- The summary results presents the satisfaction model.
- The detailed results section includes a discussion of the results, selected components, and other survey findings for National Weather Service.
- Three sections appear within the appendix.
 - Attribute tables present a full summary of all component and attribute scores from the National Weather Service survey.
 - Responses to non-modeled questions provide a summary of responses to all “yes/no” and other categorical questions from the National Weather Service survey.
 - The questionnaire used for this study.

How to Interpret and Use the Results

- In general, the results presented in this report serve as a decision tool for use in conjunction with other customer and management information available to National Weather Service. Use the results to assist with:
 - Determining those areas on which to focus quality improvements.
 - Monitoring changes in customer perceptions, attitudes, and behavior over time.
 - Evaluating the success of ongoing quality improvement efforts (long term).
- The Summary Results section provides a snapshot of National Weather Service's overall performance, identifies high-leverage areas where improvements will have significant impact on satisfaction, and provides comparisons against which performance can be gauged.
- Within the Detailed Results section is a review of the components and additional analysis relevant toward understanding the results. This section also pinpoints specific areas for improvement.

Key Words You Will Want to Understand in Reading this Report

Results from this analysis are presented through various discussions, charts, and tables provided in this report. To understand these clearly, some definitions are in order:

Attribute – Attributes reflect different aspects or qualities of a component experienced by customers, which may contribute to satisfaction. Each attribute is captured by a specific scaled question from the questionnaire.

Attribute Rating – An attribute rating is the average of all responses to each question. Each rating has been converted to a 0-100 scale. In general, it indicates how negatively (low ratings) or positively (high ratings) customers perceive specific issues.

Component – Each component is defined by a set of attributes that are conceptually and empirically related to each other. For example, a component entitled “Customer Service” may include the questions “representative’s knowledge of industry practices” and “responsiveness to the needs of your agency.”

Component Score (or simply “score”) – A component score represents that component’s “performance.” In general, they tell how negatively (low scores) or positively (high scores) customers feel about the organization’s performance in general areas. Quantitatively, the score is the weighted average of the attributes that define the component in the CFI Group model. These scores are standardized on a 0-100 scale.

Component Impact (or simply “impact”) – The impact of a component represents its ability to affect customers’ satisfaction and future behavior. Components with higher impacts have greater leverage on measures of satisfaction and behavior than those with lower impacts. Quantitatively, a component’s impact represents the amount of change in overall Satisfaction that would occur if that component’s score were to increase by 5 points.

Customer Satisfaction Index (CSI) – The Customer Satisfaction Index consists of three questions: satisfaction overall, satisfaction compared to expectations, and satisfaction compared to the ideal. Within this report, the Customer Satisfaction Index may be referred to as CSI, Customer Satisfaction, or Satisfaction.

ACSI Methodology

All scores and ratings presented in this report are calculated using the methodology of the American Customer Satisfaction Index (ACSI). The ACSI, established in 1994, is a uniform, cross-industry measure of satisfaction with goods and services available to U.S. consumers, including both the private and public sectors. ACSI has measured more than 100 programs of federal government agencies since 1999. Developed by Dr. Claes Fornell at the University of Michigan, the methodology for the ACSI has become the standard measure for other national indices as well.

CFI Group, a management consulting firm that specializes in the application of the ACSI methodology to individual organizations, uses the ACSI methodology to identify the causes of satisfaction and relates satisfaction to business performance measures such as propensity to recommend a product or service, trust, compliance, etc. The methodology measures quality, satisfaction, and performance, and links them using a structural equation model. By structurally exploring these relationships, the system overcomes the inherent inability of people to report precisely the relative impact of the many factors influencing their satisfaction. Using CFI Group's results, organizations can identify and improve those factors that will improve satisfaction and other measures of business performance.

Program Overview

Key Contacts

- NWS: Doug Young, Sal Romano
- CFI Group: Dave Keen, Paul Klimecki

Project Background

- CFI Group has been working with the National Weather Service since 2002
- Multiple studies have been conducted, including event driven studies, various user groups, and partner studies

Program Objective

- Help NWS achieve its strategic and tactical goals by providing:
 - Feedback on NWS products, services and overall customer satisfaction
 - Recommendations for future focus

Data Collection

- Survey link was made available on NWS web pages September 9th – 30th
- A total of 27,973 surveys were completed and used for analysis

Survey Design

- The survey measured satisfaction with general NWS products and services
- The survey further measured satisfaction with 4 (optional) specific service areas:
 - National Fire Weather Program
 - National Hurricane Center Program
 - National Hydrologic Services Program
 - National Climate Services Program

Key Findings

At 82, NWS CSI is still strong and exceeds key benchmarks

- 14 points higher than the Federal Government ACSI and 5 points above the overall ACSI average
- Future behavior (loyalty and advocacy) scores perform extremely well, as respondents are very likely to use NWS again and recommend NWS to others

Almost 9 in 10 respondents use NWS information for personal reasons (including recreation) and a majority consider themselves Weather Enthusiasts

- Only 1 in 4 use NWS weather information for work related decisions
- The use of mobile devices to obtain information on the weather continues to grow dramatically (up from 37% in 2012 to 48%). While still an important source, commercial radio utilization is receding.
- Virtually all continue to use NWS Web Sources to get weather info, with local/cable TV, NOAA Weather Radio, and Non-NWS Web also important sources.

While already highly rated, the overall score for Hazardous Services improves further in 2013 (up 2 points compared with 2012). It is notable that scores for each specific warning measured have also improved slightly over the past year.

- Hazardous Services scores are up for the Central, Eastern, Southern and Pacific regions.

Dissemination Services – Automated is another CSI driver that exhibits improvement in 2013 (also up 2 points from 2012).

- ‘Ease of locating data on servers’ is driving this increase, improving by 5 points over the past year.

Dissemination Services – Website is not only a highly rated CSI driver, it is also the strongest influence on CSI.

- Information is found to be up-to-date and easy to understand. While performing well, ease of locating information could be improved.

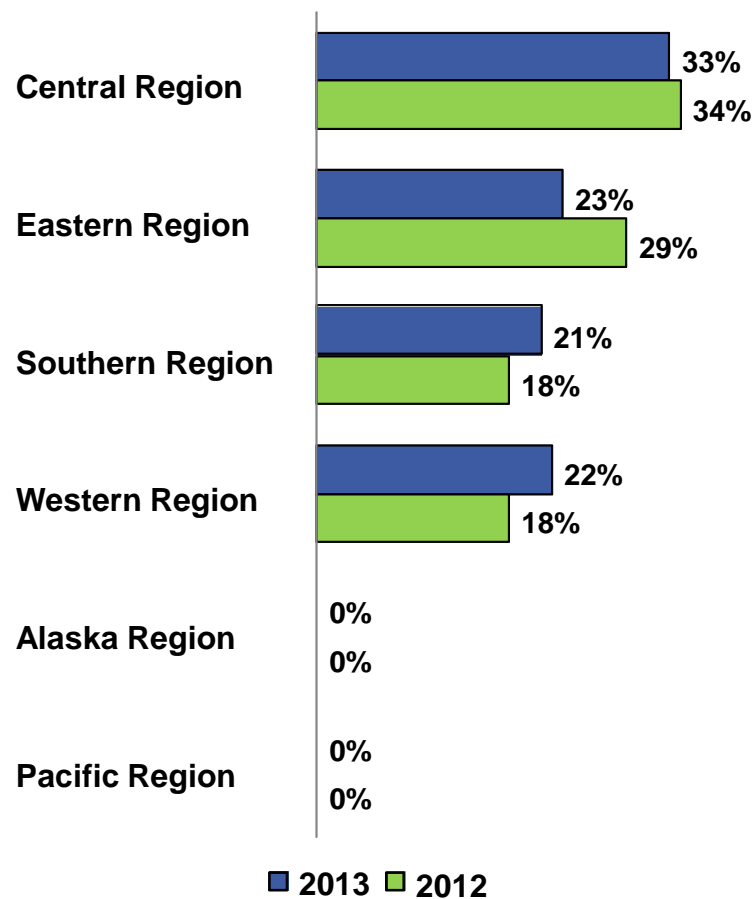
Respondent Profile

General Profile of NWS Respondent

- ❑ Private citizen who resides in the US – a third in the Central region (33%) and the remainder evenly distributed across the Eastern (23%), Southern (21%), and Western Regions (22%)
- ❑ Overwhelmingly uses NWS information for personal use (recreational use to a lesser degree), with a majority describing themselves as Weather Enthusiasts.
- ❑ Is a white male, between the ages of 45 and 64, and has attended at least some college (56% have 4 year or post graduate degrees)
- ❑ Most commonly uses NWS Web Sources, followed by Local or cable TV, Mobile devices (trending up significantly in the past year), NOAA Weather Radio, Non-NWS Web Sources and Commercial radio to gather weather information. Product usage revolves around NOAA forecasts, watches, warnings, alerts, as well as Radar data and Observational data
- ❑ Future plans to obtain NWS information include the use of Desktop/Laptop Computers, Mobile devices, and NOAA Weather Radio All-Hazards
- ❑ Is familiar with a wide variety of Hazardous Services warnings, including Severe Thunderstorm Warnings, Severe Thunderstorm Watches, Winter Storm Warning, and Flash Flood warnings
- ❑ Is even more likely to have a hazardous weather safety plan than in 2012 (may or may not have a hazardous weather emergency preparedness kit)
- ❑ Typically not using NWS information to make job related decisions

A plurality of respondents are in Central Region

As in previous years, the Central Region remains the most strongly represented region (33%) in 2013. Both the Southern (21%) and Western (22%) Regions exhibit increases, while Eastern Region representation (23%) drops this year.



NWS Information is overwhelmingly for personal use; Aviation mostly private

While a majority of respondents in past years have indicated they use NWS information for Personal reasons, almost 9 in 10 respond this way in 2013 (88%). A majority also use NWS information for Recreational purposes (58%) and consider themselves Weather Enthusiasts (54%). Close to 1 in 4 (23%) use NWS information for Work-related decisions.

Uses of NWS information*		
Personal	88%	24,513
Recreation	58%	16,342
Weather Enthusiast	54%	15,149
Work-related decisions	23%	6,478
Agriculture	17%	4,630
NWS Data Provider	9%	2,627
Land Management Decisions	8%	2,217
Education	7%	1,935
Amateur Radio	6%	1,671
Research	6%	1,572
Aviation	5%	1,410
Broadcast/Print Media	3%	780
Health Services	3%	707
Marine	3%	896
Commodities Markets	1%	295
Consulting	1%	397
Other	8%	2,302
Number of Respondents		27,973

For those respondents using NWS information for Aviation purposes, the majority are operating private aircrafts (73%).

Type of Aviation		
Private Aircraft	73%	1,036
Comm Aircraft	19%	271
Dispatcher	4%	54
Air Traffic Controller	3%	49
Number of Respondents		1,410

*Total percentage exceeds 100 due to multiple responses

Respondents are primarily using NWS Web Sources, Local/Cable TV, Mobile devices, and/or NOAA Weather Radio to get their information (particularly the former)

NWS Web Sources easily remains the top weather information source in 2013, while Mobile devices continue to increase (up 11% percentage points this year). Local or cable TV, NOAA Weather Radio/All Hazards, and non-NWS Web Sources all rank in the top five as sources regularly used to obtain weather, water and climate information.

Information sources*	2011	2012	2013
NWS Web	95%	93%	93%
Local or cable TV	52%	52%	54%
Mobile devices	32%	37%	48%
NOAA Weather Radio/All Hazards	42%	41%	43%
Non-NWS Web	31%	33%	32%
Commercial Radio	30%	29%	24%
Cell Phone	--	--	19%
Newspaper	18%	19%	17%
Social Media	9%	11%	14%
Satellite TV	18%	16%	14%
Email	--	16%	11%
Landline Telephone	--	--	5%
NOAA Weather Wire	6%	5%	4%
Emerg Mgrs Weather Info Net	4%	4%	4%
Satellite radio	5%	4%	3%
Flight Services	--	5%	3%
NOAAPort	6%	5%	2%
DUATS	2%	2%	2%
U.S. Coast Guard Broadcasts	6%	6%	2%
Family of Services (FOS)	5%	4%	1%
World Area Forecast System	2%	2%	1%
NAVTEX receiver	1%	1%	0%
Immarsat-C SafetyNET	0%	0%	0%
Radiofacsimile	1%	1%	0%
Other	1%	2%	5%
Number of Respondents	32,532	23,607	27,973

← Mobile device usage has been on the rise since 2011.

*Total percentage exceeds 100 due to multiple responses

Virtually all respondents use NOAA Forecasts, outlooks, watches, warnings and/or alerts

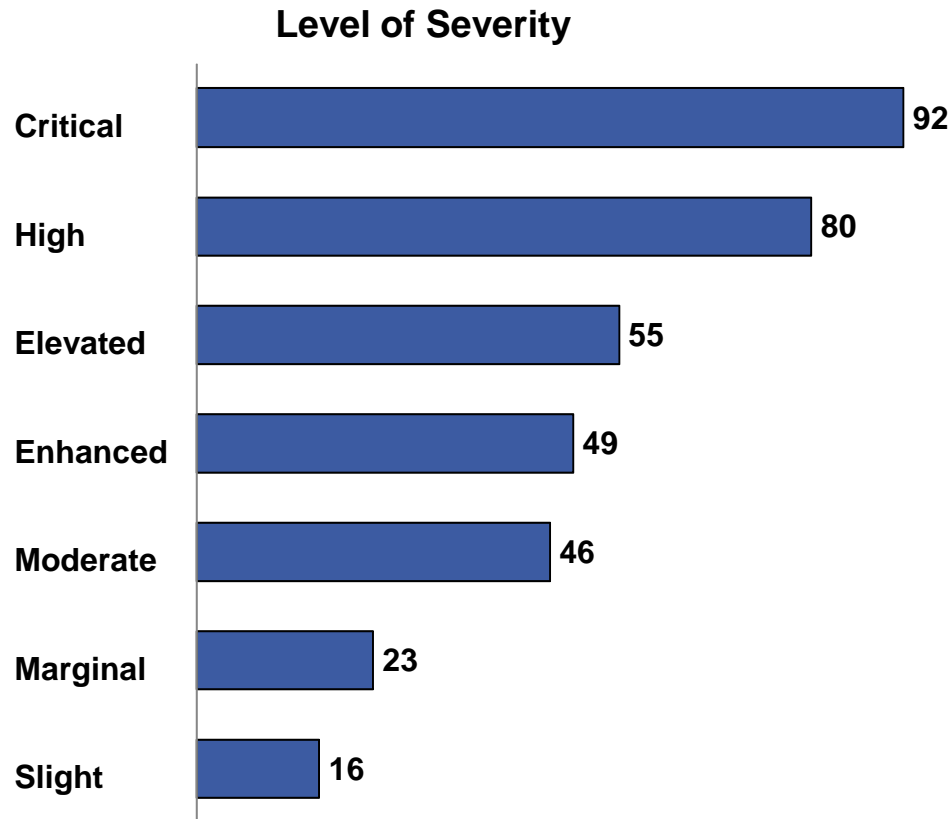
As expected based on past findings, NOAA NWS products used most often are “Forecasts, outlooks, watches, warnings, alerts.” Radar data and Weather observations round out the top three, while Weather outreach/educational materials are the least used (9%).

NOAA-NWS products used most often*		
Forecasts, outlooks, watches, warnings, alerts	97%	26,996
Radar data	80%	22,371
Weather observations	74%	20,604
Satellite data	48%	13,449
Computer weather model output	37%	10,324
Climate observations	33%	9,130
Weather outreach/educational materials	9%	2,387
Other products	5%	1,272
Number of Respondents		27,973

*Total percentage exceeds 100 due to multiple responses

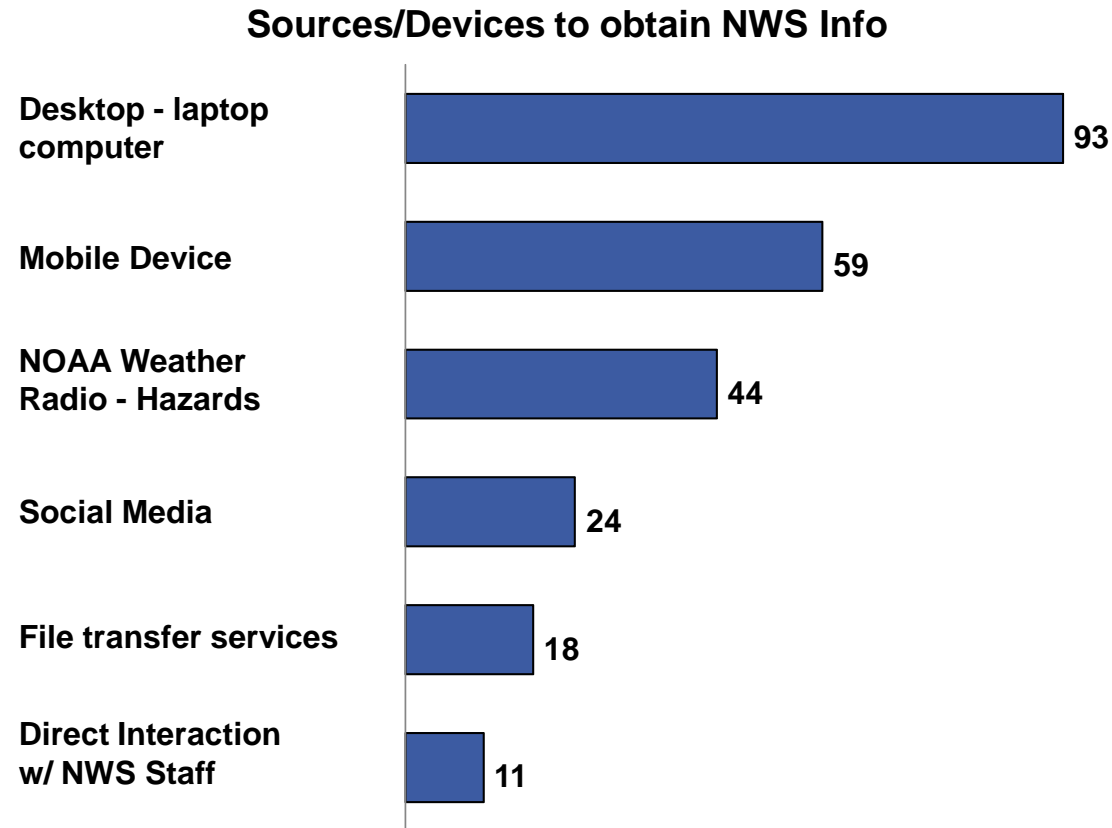
“Critical” best describes the highest level of severity during a severe weather threat

Respondents overwhelmingly feel the term “critical” best communicates the highest level of severity during the threat of severe weather, followed by “high”. Not surprisingly, “elevated”, “enhanced”, and “moderate” are associated with less severe threats.



Computers are the favored device for obtaining NWS information in the next year, followed most closely by mobile devices

Desktops and laptops, followed by mobile devices and NOAA Weather Radio are the clear favorites for obtaining NWS information in the next year.



Summary Results

2013 Customer Satisfaction Model

From left to right are the components, Customer Satisfaction Index, and outcome measures (sometimes referred to as desired behaviors). Components are a weighted average of specific questions (attributes) asked on the survey. Components are general areas of customer experience that drive customer satisfaction. Impacts, in the dark blue boxes, indicate the degree to which each component drives overall customer satisfaction. Impacts on the right side of the customer satisfaction model represent the degree to which customer satisfaction drives each one of the desired behaviors.

Satisfaction Drivers

85	Dissemination Services - Website	2.6
88	Hazardous Services	1.9
79	Dissemination Services - Automated	0.8
89	User Support Services	--



Future Behaviors

91	Likelihood Take Action	2.7
96	Likelihood to Use in Future	1.7
92	Likelihood to Recommend	3.1

*Dissemination Services – Automated is asked among 7% of respondents who require these products



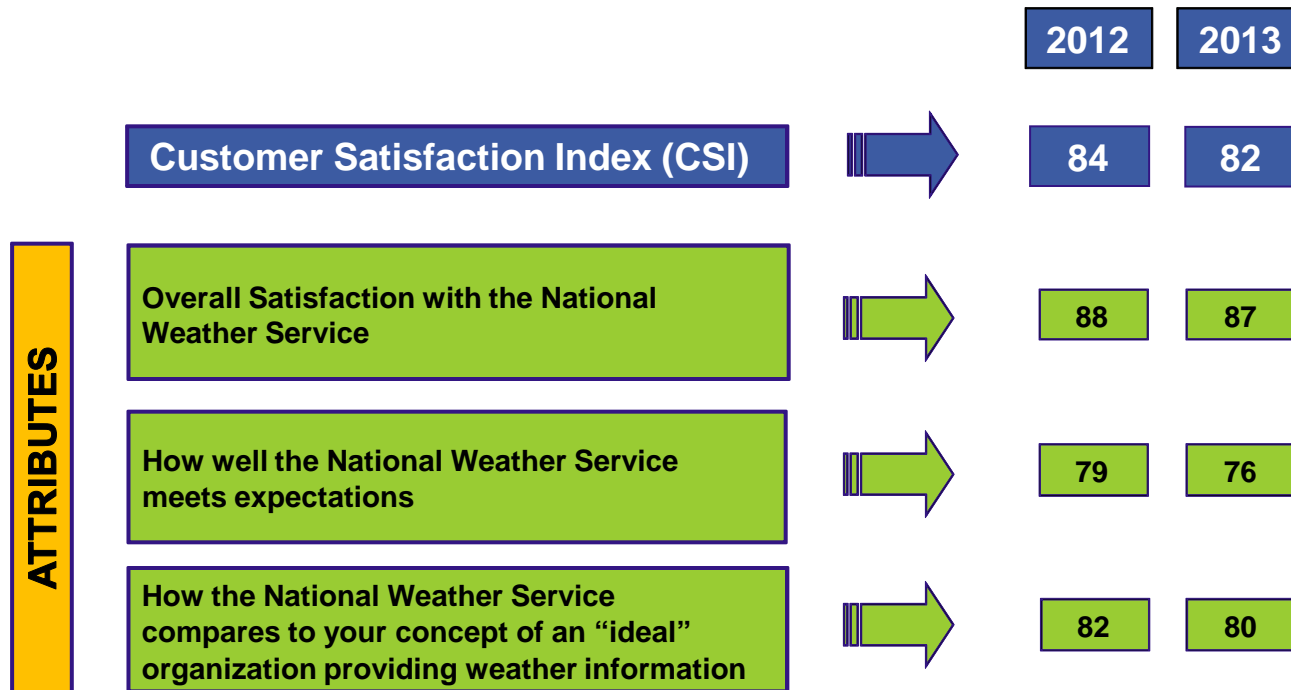
Scores The performance of each component on a 0 to 100 scale. Component scores are made up of the weighted average of the corresponding survey questions.



Impacts The change in CSI or customer behaviors that results from a five point change in the variable to the left.

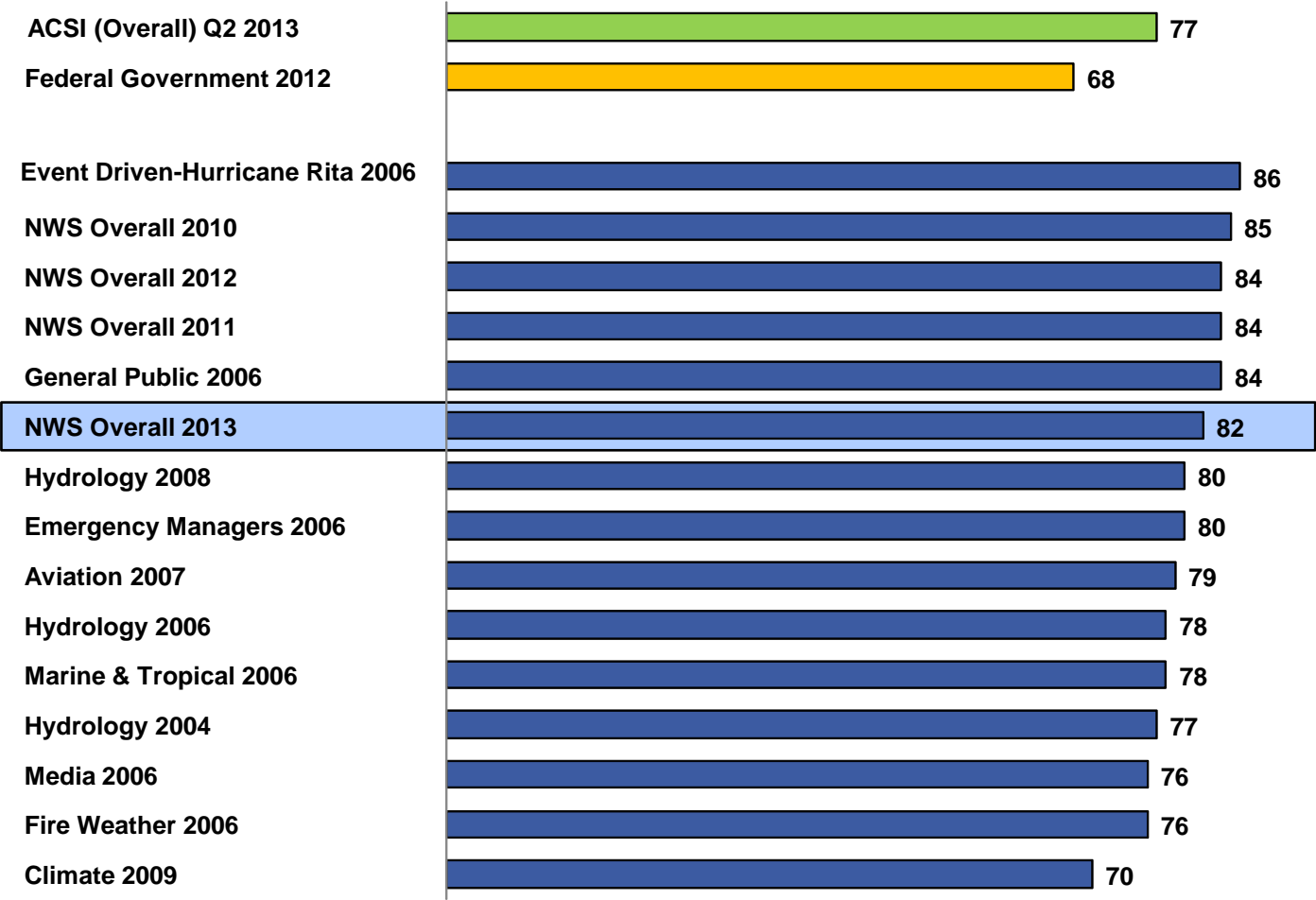
NWS Customer Satisfaction Index

There are three standard questions on every CFI Survey that inquire about overall satisfaction, whether the program meets expectations, and how it compares to your concept of an ideal program – these three questions together create the Customer Satisfaction Index (CSI).



At 82, the NWS Overall CSI Score continues to easily outperform the Federal Government average, also exceeding the ACSI average

The chart below provides CSI scores for previous NWS projects to compare against the 2013 NWS Overall CSI metric. The 2013 Overall NWS CSI is 14 points above the Federal Government average (68), and is comparable to many of the NWS surveys conducted within the past several years (down 2 percentage points from 2012).



Core Survey

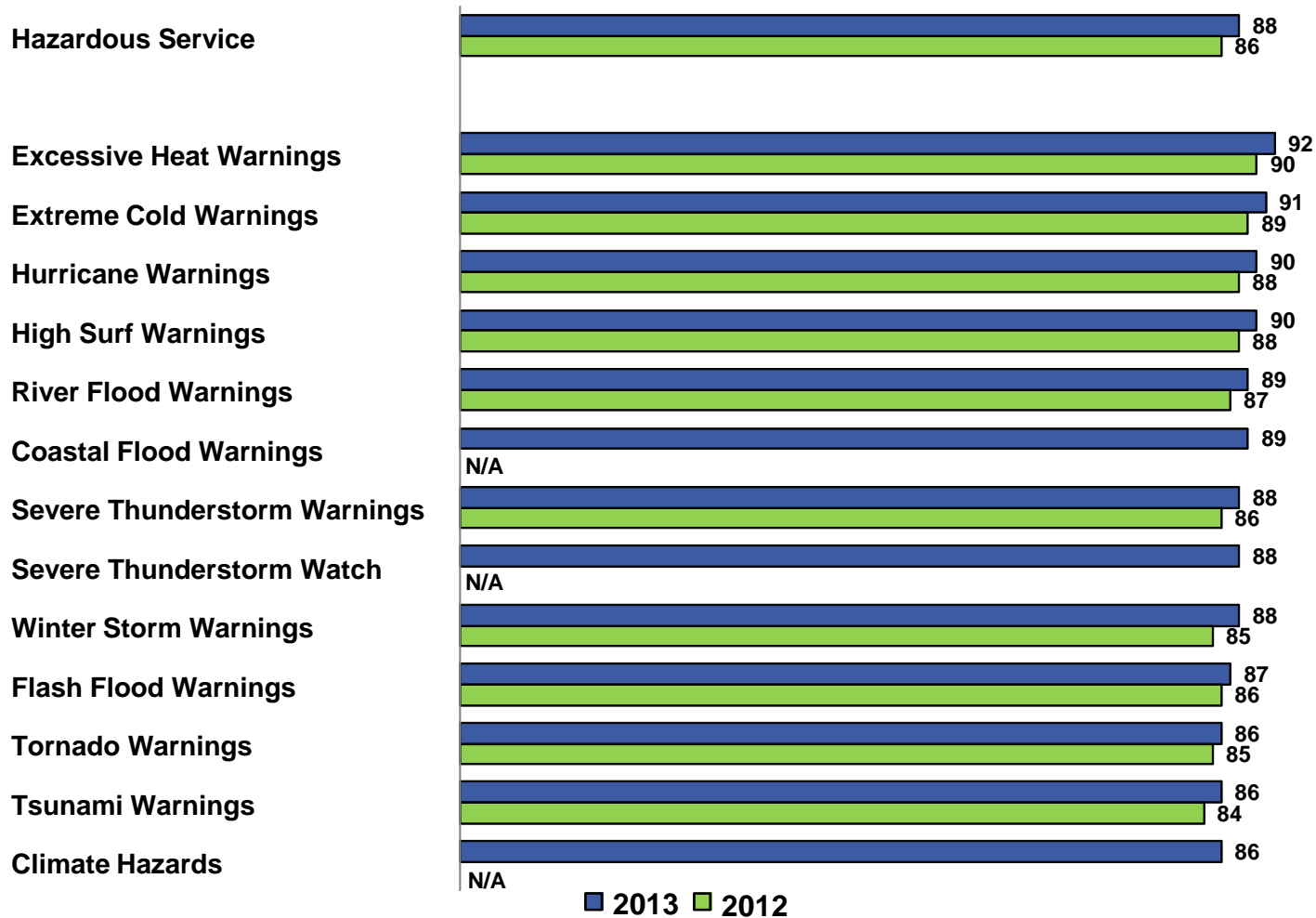
Detailed Findings

Hazardous Services Detailed Results

Hazardous Services scores continue to perform very well and remains a very influential satisfaction driver

Impact: 1.9

The overall Hazardous Services score increases 2 points from last year, with 1 to 2 point increase in each specific area measured. Severe Thunderstorm Watch, Coastal Flood Warnings, and Climate Hazards, added this year, score highly in their debut.



NWS warnings/services score well across all regions, generally improving from 2012 levels

Scores are up across the board for the Central, Eastern, Southern, and Pacific regions, residing in the mid to upper 80's and 90's range. Although scores remain strong, the Alaska region experienced slight decreases in most areas. Scores in the Western region are generally stable in comparison with 2012.

Sample Size	Central		Eastern		Southern		Western		Alaska*		Pacific*	
	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013
Hazardous Services	86	89	86	88	87	89	86	86	87	86	80	90
Tornado Warnings	85	87	84	85	86	88	85	85	88	87	76	88
Severe Thunderstorm Warnings	87	89	86	88	87	90	85	86	89	85	79	88
Severe Thunderstorm Watch	--	89	--	88	--	90	--	86	--	87	--	89
Winter Storm Warnings	85	89	85	88	86	89	85	87	87	88	83	89
Hurricane Warnings	88	90	88	90	89	92	88	90	91	87	81	90
Flash Flood Warnings	86	88	85	87	86	89	86	86	89	86	81	91
River Flood Warnings	88	89	87	89	88	90	87	87	87	87	81	89
High Surf Warnings	88	90	88	90	89	91	89	89	89	87	82	94
Tsunami Warnings	84	88	86	87	84	86	86	86	88	84	79	88
Extreme Cold Warnings	90	92	89	91	89	92	88	89	91	90	81	93
Excessive Heat Warnings	90	93	90	92	91	93	89	90	96	88	83	93
Coastal Flood Warnings	--	89	--	88	--	89	--	87	--	86	--	93
Climate Hazards	--	86	--	86	--	87	--	84	--	86	--	85
Sample Size	5,595	9,236	4,747	6,415	2,899	5,796	2,890	6,234	71	99	69	85

*Caution: base sizes are low

Severe Thunderstorm Warnings (94%) and Watches (92%) are most familiar to respondents, followed closely by Winter Storm Warnings (90%)

Additionally, a majority of respondents are also familiar with Flash Flood Warnings, Tornado Warnings, Excessive Heat Warnings, Extreme Cold Warnings, River Flood Warnings and Hurricane Warnings. Coastal Flood, High Surf, and Tsunami Warnings are less familiar (regional issues).

Products familiar with*		
Severe Thunderstorm Warnings	94%	26,265
Severe Thunderstorm Watches	92%	25,726
Winter Storm Warnings	90%	25,056
Flash Flood Warnings	81%	22,585
Tornado Warnings	76%	21,308
Excessive Heat Warnings	76%	21,345
Extreme Cold Warnings	67%	18,615
River Flood Warnings	59%	16,632
Hurricane Warnings	50%	13,905
Climate Hazards	45%	12,615
Coastal Flood Warnings	32%	8,915
High Surf Warnings	25%	6,953
Tsunami Warnings	21%	5,771
Don't know	1%	239
Number of Respondents		27,973

*Total percentage exceeds 100 due to multiple responses

NWS warnings/services familiarity varies from region to region

Familiarity with NWS warnings/services vary in each geographical region. Awareness is high for Thunderstorm Warnings/Watches in Central, Eastern, Southern, and Western regions. Most respondents in the Alaska region are familiar with Winter Storm and River Flood Warnings and a high percentage in the Pacific region recognize Tsunami/Hurricane Warnings.

	Central Region		Eastern Region		Southern Region		Western Region		Alaska Region		Pacific Region	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Products familiar with*												
Tornado Warnings	93%	8,575	80%	5,128	90%	5,239	36%	2,241	30%	30	25%	21
Severe Thunderstorm Warnings	98%	9,010	97%	6,206	97%	5,639	84%	5,215	51%	50	68%	58
Severe Thunderstorm Watches	96%	8,903	96%	6,129	96%	5,563	79%	4,937	47%	47	69%	59
Flash Flood Warnings	83%	7,635	84%	5,410	86%	4,977	70%	4,349	60%	59	91%	77
Tsunami Warnings	14%	1,297	19%	1,189	18%	1,062	33%	2,034	75%	74	98%	83
Hurricane Warnings	31%	2,890	78%	5,011	69%	4,021	29%	1,804	37%	37	96%	82
Winter Storm Warnings	97%	8,953	95%	6,080	75%	4,354	88%	5,462	94%	93	39%	33
River Flood Warnings	64%	5,867	60%	3,831	57%	3,284	56%	3,501	79%	78	25%	21
Excessive Heat Warnings	82%	7,536	77%	4,927	77%	4,440	69%	4,317	31%	31	31%	26
Extreme Cold Warnings	78%	7,176	68%	4,368	54%	3,118	61%	3,802	77%	76	14%	12
High Surf Warnings	14%	1,322	29%	1,861	26%	1,534	34%	2,094	35%	35	89%	76
Coastal Flood Warnings	15%	1,413	47%	2,995	38%	2,180	35%	2,185	52%	51	65%	55
Climate Hazards	49%	4,515	40%	2,541	50%	2,914	41%	2,540	42%	42	32%	27
Don't know	0%	37	1%	51	0%	24	2%	118	1%	1	0%	0
Number of Respondents	9,236		6,415		5,796		6,234		99		85	

*Total percentage exceeds 100 due to multiple responses

The number of warnings issued is ‘Just about right’ for most respondents (70%)

40% of those surveyed indicate a proximity of 5 miles or less to be accurate for a tornado warning, with an additional 37% considering a proximity of 10 miles or less to be accurate. Additionally, most would take the same actions as they did previously if a tornado did not occur (when a warning was issued).

Number of tornado warnings issued		
Just about right	70%	19,444
Too many tornado warnings	6%	1,720
Too few tornado warnings	3%	874
Don't know	21%	5,935
Number of Respondents	27,973	

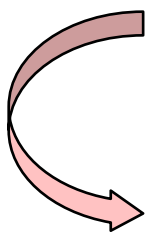
Proximity of tornado before considering warning accurate		
1 mile or less	5%	1,448
5 miles or less	35%	9,749
10 miles or less	37%	10,291
25 miles or less	20%	5,605
Other	3%	880
Number of Respondents	27,973	

Impact of tornado not occurring when warning issued		
Same actions as did previously	81%	22,707
Less likely to take same action	10%	2,791
Don't know	9%	2,475
Number of Respondents	27,973	

Almost all respondents are very (80%) or somewhat likely (14%) to take action when a tornado warning is issued

Among those who were somewhat or very unlikely to take cover, half list the main reason as they have never seen tornado damage in their area or they do not believe they would be directly impacted by a tornado.

Likelihood of taking protective action if tornado warning issued		
Very Likely	80%	22,313
Somewhat Likely	14%	3,865
Somewhat Unlikely	3%	767
Very Unlikely	2%	636
Don't Know	1%	392
Number of Respondents		27,973



Reason for not taking action		
Have never seen tornado damage in my area	29%	406
Do not believe I would be directly impacted by the tornado	21%	288
Need to first see or hear tornado	14%	191
Do not take tornado warnings seriously	5%	66
Other	32%	452
Number of Respondents		1,403

Almost three-fourths of respondents (74%) have a hazardous weather safety plan (up 14 percentage points from 2012)

- Most of those who created a plan did so due to their overall desire to be prepared (also for friends and family and an extreme weather event). Those who do not have a plan are either not sure what to include or don't think its necessary as their main reasons.

	2012		2013	
Have a hazardous weather safety plan				
Have a plan	60%	14,455	74%	20,662
Do not have a plan	40%	9,817	23%	6,473
Don't know	--	--	3%	838
Number of Respondents	24,272		27,973	
Main reason you do not have a plan				
Not sure what to include	36%	3,565	40%	2,572
Don't think it's necessary	45%	4,442	34%	2,172
Takes too much time	2%	230	3%	222
Too expensive	1%	66	3%	199
Other	15%	1,514	20%	1,308
Number of Respondents	9,817		6,473	
Reason plan created*				
General desire to be prepared	83%	11,933	92%	18,939
Friends and family	42%	6,006	52%	10,814
An extreme weather event	43%	6,197	52%	10,807
Weather-Ready Nation initiative	5%	722	4%	779
Be a Force of Nature campaign	1%	164	1%	281
Other	11%	1,611	14%	2,887
Number of Respondents	14,381		20,662	

*Total percentage exceeds 100 due to multiple responses

Almost half of respondents include a kit in their emergency preparedness plan (a consistent level over the past two years)

In 2013, 47% of respondents say their plan includes a emergency preparedness kit. Most say they created a kit due to either their overall desire to be prepared or in case of an extreme weather event. Those who did not include a kit in their plan generally indicate they weren't sure what to include, or they didn't think it was necessary to create one.

	2012		2013	
Plan includes hazardous weather emergency preparedness kit				
Includes kit	48%	11,639	47%	13,129
Does no include kit	52%	12,633	50%	13,958
Don't know	--	--	3%	886
Number of Respondents	24,272		27,973	
Main reason you do not have a kit				
Not sure what to include	34%	4,277	38%	5,257
Don't think it's necessary	36%	4,525	31%	4,355
Too expensive	6%	775	6%	888
Takes too much time	3%	407	3%	468
Other	21%	2,649	21%	2,990
Number of Respondents	12,633		13,958	
Reason kit created*				
General desire to be prepared	85%	9,821	92%	12,136
An extreme weather event	40%	4,651	54%	7,073
Friends and family	33%	3,807	51%	6,631
Weather-Ready Nation initiative	7%	765	4%	509
Be a Force of Nature campaign	1%	152	1%	190
Other	15%	1,756	14%	1,875
Number of Respondents	11,562		13,129	

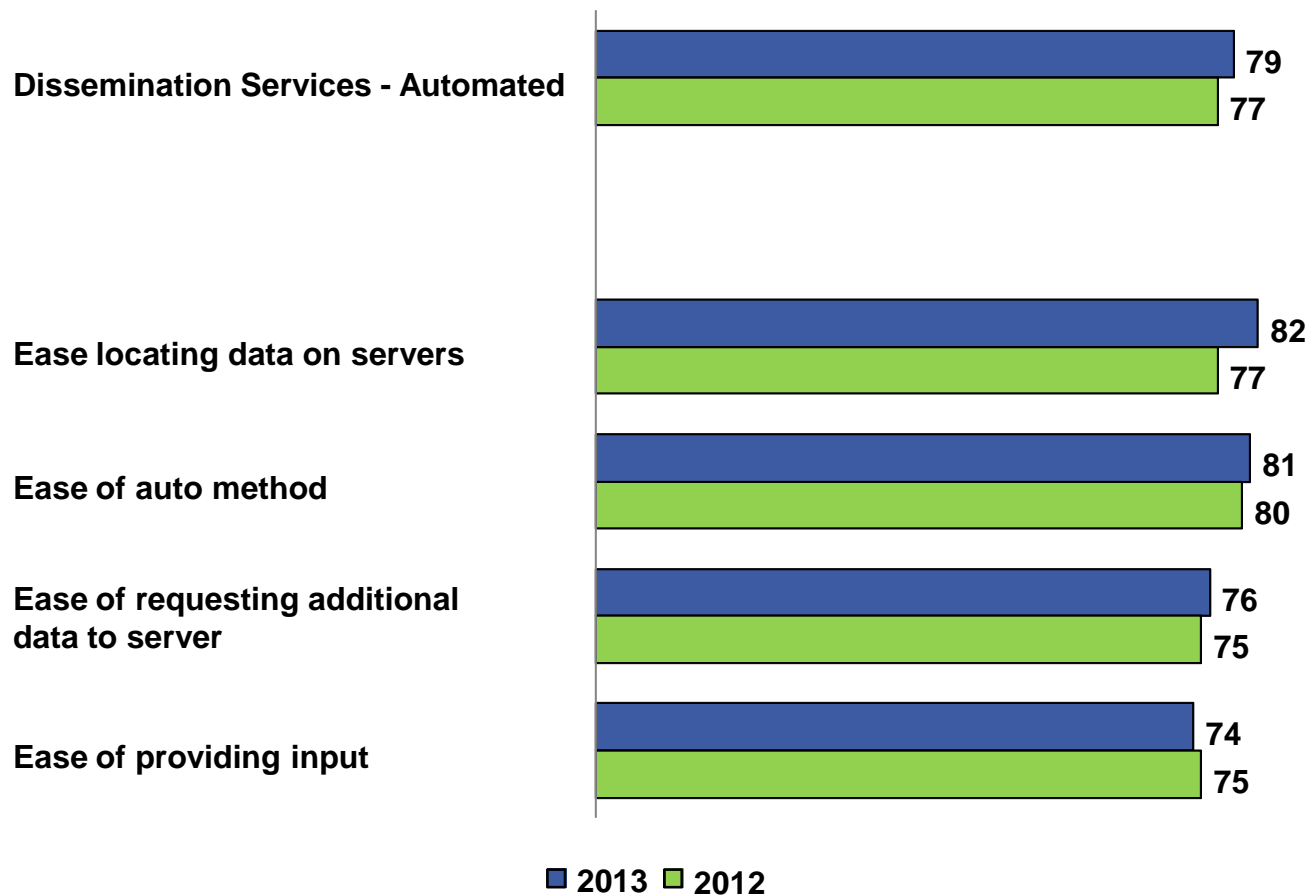
*Total percentage exceeds 100 due to multiple responses

Dissemination Services - Automated Detailed Results

The overall Dissemination Services - Automated score improves by 2 points in 2013 (now at 79)

Impact: 0.8

With this overall improvement, scores for three of four specific attributes also increase, with only 'ease of providing input' showing a slight decline. In particular, respondents seem to be able to 'locate data on servers' more easily as noted by the five point increase in score.



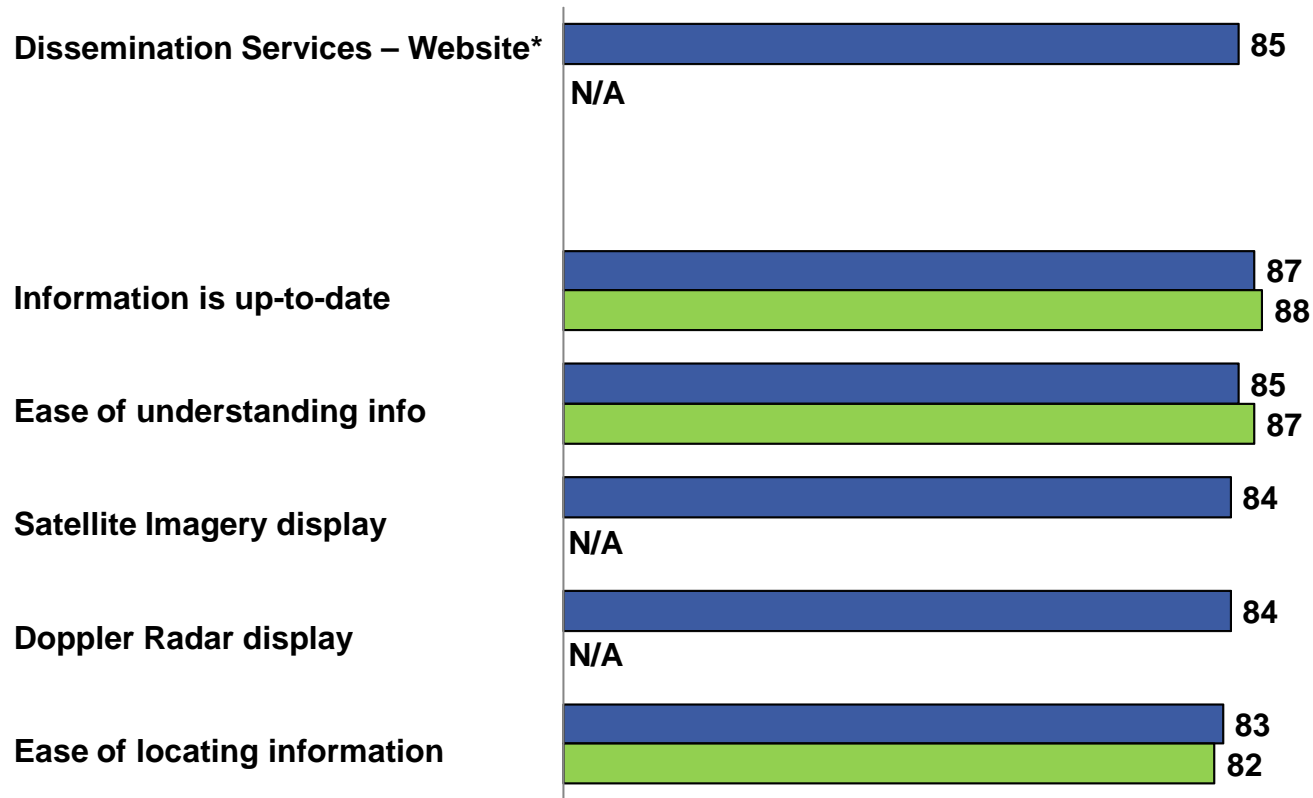
Dissemination Services - Website

Detailed Results

The Dissemination Services – Website driver is both a very strong performer (85) and exerts considerable influence on NWS satisfaction

Impact: 2.6

While all aspects of Dissemination Services – Website are highly rated, respondents provide particularly high ratings when it comes to ‘up-to-date information’ and ‘ease of understanding’. Both Satellite Imagery and Doppler Radar displays debut with strong scores (84 in each case).

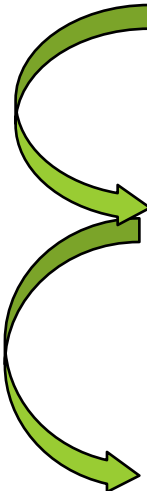


*Due to questionnaire changes, the 2012 Dissemination Services – Website driver score of 87 is not directly comparable.

■ 2013 ■ 2012

Wireless Emergency Alerts (WEA) are received by one quarter (25%) of respondents

Most respondents have not received a WEA message (71%). However, among those who have received one, most (63%) say they are first notified about a weather related event through this medium (and only 15% have trouble deciphering the message).



Received WEA message on cell phone		
Received message	25%	6,992
Did not receive message	71%	19,734
Don't know	4%	1,247
Number of Respondents	27,973	

WEA message was first notification received		
First notification	63%	4,413
Not first notification	28%	1,977
Don't know	9%	602
Number of Respondents	6,992	

Understood WEA message		
Fully understood	85%	5,949
Somewhat understood	14%	983
Did not understand	1%	60
Number of Respondents	6,992	

Most respondents (70%) do not utilize Facebook and Twitter during weather events

However, some do read or comment on what others are posting or tweeting and/or write their own posts or tweets. Moreover, among those who do use Facebook and Twitter during weather events, 46% feel that there is the right amount of social media available from the NWS.

Facebook and Twitter during weather events*		
Do not use Facebook and Twitter for weather events	70%	19,604
Read what others are posting or tweeting	24%	6,807
Write own posts or tweets	18%	4,898
Comment on what others are posting or tweeting	17%	4,696
Number of Respondents		27,973

Amount of social media content available		
Just about right	46%	3,872
Too little	22%	1,802
Too much	1%	107
Don't know	31%	2,588
Number of Respondents		8,369

*Total percentage exceeds 100 due to multiple responses

Graphical images within a WEA are viewed as the most beneficial enhancements

Graphics showing the warning area (60%) and current location with respect to the warning area (58%) are deemed most beneficial by respondents. Sound and color representing the type of warning are seen as less beneficial.

Beneficial enhancements to WEA message*		
Accompanying graphic showing warning area	60%	4,229
Accompanying graphic showing current location	58%	4,056
Sound representing urgency of warning	43%	2,972
More text containing details of warning	40%	2,796
Color representing urgency of warning	38%	2,653
Sound representing type of warning	27%	1,882
Color representing type of warning	25%	1,763
Number of Respondents		6,992

*Total percentage exceeds 100 due to multiple responses

Outreach and Weather Education Detailed Results

Respondents are most likely to have promoted a Severe Weather Safety campaign in their community

Of the weather safety awareness campaigns, Severe Weather (44%), Winter Weather (36%), and Lightning Safety (32%) are the most commonly promoted. Virtually all respondents have visited the National Weather Service website (97%) when looking for weather safety information, with commercial weather vendors a distant second (58%).

Promoted awareness campaigns*		
Severe Weather Safety	44%	4,080
Winter Weather Safety	36%	3,402
Lightning Safety	32%	2,954
Heat Safety	27%	2,540
Flood Safety	26%	2,430
Wildfire Safety	24%	2,246
Hurricane Safety	12%	1,102
Rip Currents Safety	5%	501
Tsunami Safety	3%	311
None of the above	38%	3,539
Number of Respondents		9,345

Websites visited for weather safety*		
National Weather Service	97%	27,011
Commercial weather vendor	58%	16,328
FEMA	15%	4,162
American Red Cross	9%	2,414
Centers for Disease Control and Prevention	5%	1,441
Other	11%	3,077
Number of Respondents		27,973

*Total percentage exceeds 100 due to multiple responses

Primary safety campaigns are generating some positive results

Over half of respondents (53%) seek shelter from lightning when thunder is heard in the distance and 35% say they wait until they see lightning (distant or nearby). For the most part, drivers have a strong understanding of the dangers of water covered roads.

When to seek shelter from lightning		
Distant thunder	53%	14,784
Distant lightning	19%	5,258
Nearby lightning	16%	4,576
Loud thunder	10%	2,914
Starts to rain	2%	441
Number of Respondents		27,973

If you encounter water covering a roadway when driving...	True	False
Safe to drive through water when no Road Closed sign or police barricade	2%	98%
Not safe to drive when water is too deep to see road surface	96%	4%
Safe to drive through water slowly	4%	96%
Safe to drive through water in a large and heavy vehicle	3%	97%
Not safe to drive through swiftly moving water	97%	3%
Number of Respondents		27,973

Future Behaviors

Detailed Results

Based on an exceptional score of 96, users remain very likely to use NWS as a source of weather information in the future

Likelihood to recommend NWS also remains strong (although down 1 point), as does the likelihood to take action on information (also down 1 point).

	2011	2012	2013	
	32,572	24,272	27,973	
	Score	Score	Score	Impacts
Likelihood take action on info	91	90	91	2.7
Likelihood use NWS in future	96	96	96	1.7
Likelihood to recommend	94	93	92	3.1

National Fire Weather Program – Optional Section Detailed Results

The Ease of accessing Fire Weather Information receives a relatively high rating (77)

The National Weather Service is most accessed for wildland fire weather information (81%). Graphical representation on the web is the most used fire weather forecast format (77%), followed by text (54%).

Sample Size	1,885	
Ease of Accessing Fire Weather Info	77	
Wildland fire weather information source*		
National Weather Service	81%	1,520
National Interagency Fire Center	35%	660
Federal Land Management Agency	26%	493
State Land Management Agency	21%	398
Local Land Management Authority	13%	253
Commercial/private provider	13%	253
Don't know	5%	90
Other	17%	318
Number of Respondents	1,885	
Fire weather forecast info format*		
Graphical	77%	1,446
Text	54%	1,010
Audio	38%	717
Video	36%	685
Tabular	8%	144
Raw graphical	8%	146
Raw text	2%	39
Number of Respondents	1,885	

*Total percentage exceeds 100 due to multiple responses

A website (e.g., NWS webpages, Facebook, Twitter) is clearly the most commonly used method to receive information on fires (70%)

After website, the most commonly used methods to receive information on fires are NOAA Weather Radio (38%) and Cell Phone or Smart Phone (35%).

Methods used to receive or disseminate fire weather info*		
Web Site	70%	1,311
NOAA Weather Radio	38%	713
Cell Phone or Smart Phone	35%	656
AM FM Radio	34%	649
Broadcast TV	24%	445
Internet Subscriber Service	21%	401
Cable TV	19%	356
Satellite TV	19%	364
Home or Work Phone	15%	288
Satellite	14%	259
Dedicated Short Range Radio	6%	118
Satellite Radio	6%	110
Pager	4%	83
Voice over Internet Protocol	2%	46
IP Addressing	2%	41
Dedicated Phone Line	2%	38
Number of Respondents		1,885

*Total percentage exceeds 100 due to multiple responses


Red Flag Warnings are understood by the vast majority of respondents

85% of respondents believe they know what a Red Flag Warning means, while just over half (52%) of this group believes that the warning means that fire weather conditions are impending or occurring. 62% believe they know the meaning of a NWS Fire Watch, with 68% of this group indicating it means red flag conditions are possible in 24 to 72 hours.

Know meaning of NWS Red Flag Warning		
Know Red Flag Warning	85%	1,593
Unsure	9%	164
Don't know Red Flag Warning	7%	128
Number of Respondents	1,885	
Understanding of Red Flag Warning		
Fire weather conditions are impending or occurring	52%	921
Fire weather conditions expected next 24 hours	33%	574
Wildfires possible in warning area next 24 hours	11%	191
Wildfires occurring in warning area	4%	71
Number of Respondents	1,757	
Know meaning of NWS Fire Weather Watch		
Know Fire Weather Watch	62%	1,171
Unsure	23%	432
Don't know Fire Weather Watch	15%	282
Number of Respondents	1,885	
Understanding Fire Weather Watch		
Red flag conditions possible in 24 to 72 hours	68%	1,094
Red flag conditions imminent or occurring	15%	248
Wildfires expected in 24 to 72 hours	11%	179
RFW issued in 24 to 72 hours	5%	82
Number of Respondents	1,603	

It is notable that one quarter of respondents (25%) consulted NWS Fire Weather hazard products 10 or more times

Conversely, one third of this group (32%) have consulted NWS Fire Weather hazard products less than 5 times in the past 12 months. About a quarter of respondents (26%) have never used these products. Almost half of these respondents (48%) say they use Fire Weather hazard products to raise awareness, but say they will wait to take action.



Consulted NWS Fire Weather hazard products in past 12 months		
Less than 5 times	32%	596
6 to 10 times	18%	339
10 or more times	25%	463
Never	26%	487
Number of Respondents		1,885

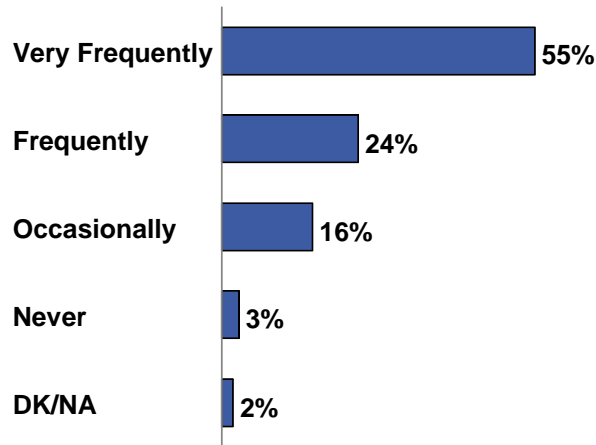
How NWS fire weather hazard products used		
Raise awareness, but will wait to take action	48%	670
Take actions to protect property	23%	322
Take land management or community protection actions	18%	245
Other	12%	161
Number of Respondents		1,398

National Hurricane Center Program – Optional Section Detailed Results

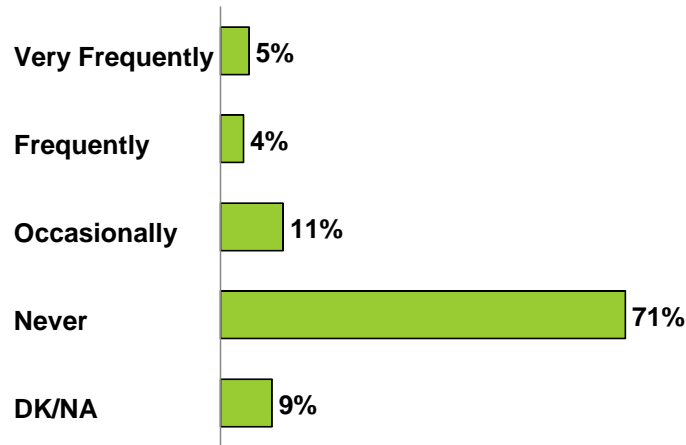
While the NHC website is frequently used; related social media use is low

Over half of these respondents use the NHC website 'very frequently' (55%), while another quarter do so 'frequently' (24%). Most indicate they never view the Facebook (71%) or Twitter (76%) pages.

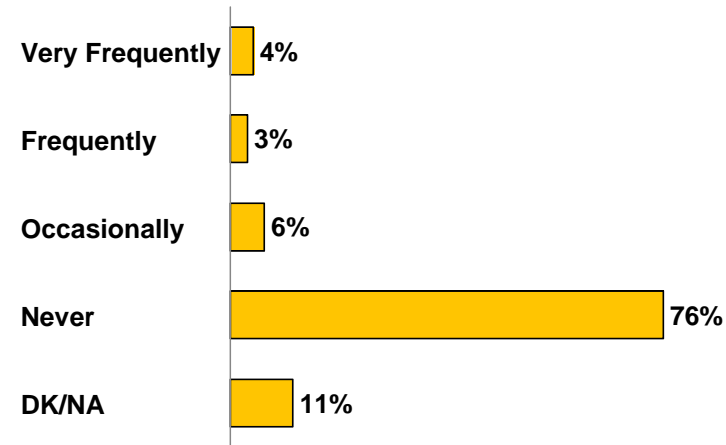
NHC Website



NHC Facebook Page



NHC Twitter Accounts



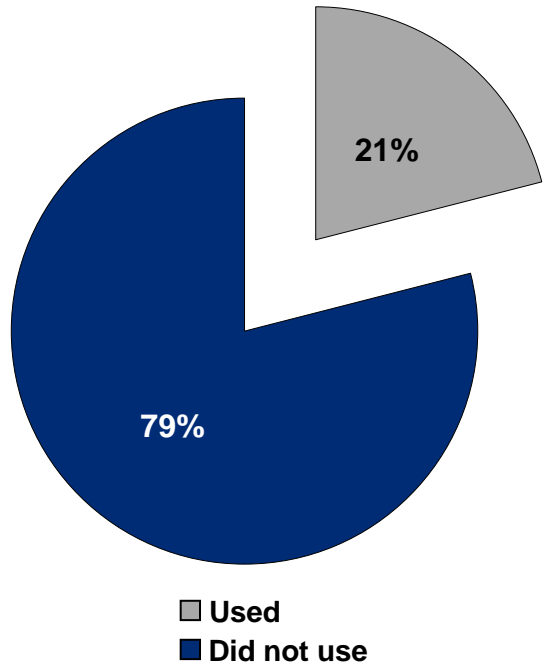
Non-NHC services and tools are used infrequently to not at all

Free commercial services and other government services are used either very frequently or frequently a third (32%) and a quarter (24%) of the time, respectively. A large percentage of respondents say they never use the Hurrevac tool (72%) and or paid commercial services (74%).

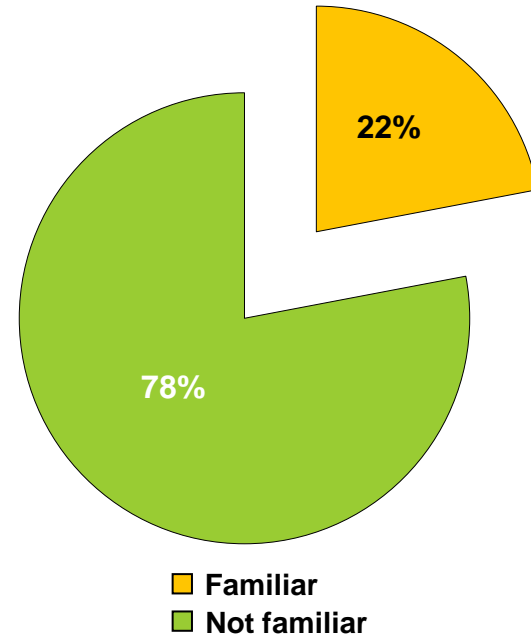
	Hurrevac	Free commercial service	Paid commercial service	Other government services
Very Frequently	2%	16%	4%	12%
Frequently	2%	16%	3%	12%
Occasionally	5%	21%	6%	28%
Never	72%	37%	74%	36%
DK/NA	19%	10%	14%	11%

Only a minority of respondents use Graphical Gridded Forecasts (22%) or are familiar with the Marine Weather Discussion Product (21%)

Marine Weather Discussion Product



Experimental Graphical Gridded Forecasts for Atlantic and Pacific



National Hydrologic Services Program – Optional Section Detailed Results

Overall satisfaction with the Hydrologic Services Program is moderately strong (75)

In terms of the individual attributes that comprise overall satisfaction with the Hydrological Services Program, the comparison to expectations (70) is the lowest performing area.

Satisfaction	75
Satisfaction with Hydrologic Services Program	79
Hydrologic Services Program compared to expectations	70
Hydrologic Services Program compared to ideal	74

The number of flood warnings are ‘just about right’ according to a majority of respondents (57%) – that said, 16% are not aware of warnings

Almost half of these respondents (48%) of people feel only 0 to 1 occurrences are needed to be considered accurate for flash flood warnings. One quarter of this group (25%) also indicates that it only takes 0-1 flash flood warning misses to not view them as accurate.

Number of flood warnings issued		
Too many	8%	107
Too few	3%	43
Just about right	57%	730
Not concerned with warnings	15%	193
Not aware of warnings	16%	207
Number of Respondents	1,280	

	0	1	2	3	4	5	6	7	8	9	10	No Action
Flash Flood occurrences to consider accurate	23%	25%	7%	6%	3%	11%	5%	7%	3%	1%	2%	7%
Flash Flood misses to no longer consider accurate	21%	4%	3%	8%	5%	13%	4%	5%	6%	6%	16%	8%

Current product names and headlines are preferred in this area

Most respondents (63%) prefer the current product names and headlines.

Two-thirds or respondents (68%) say they are not aware of the Advanced Hydrologic Prediction Service.

Preferred product names and headlines		
Current	63%	808
Proposed	31%	403
Neither	5%	69
Number of Respondents	1,280	

Aware of Advanced Hydrologic Prediction Service AHPS		
Aware of service	32%	410
Not aware of service	68%	870
Number of Respondents	1,280	

National Climate Services Program – Optional Section Detailed Results

A week into the future is generally enough time for heat related decision making

73% of these respondents think three to seven days into the future is appropriate for the usefulness of an Excessive Heat Watch-Warning. Additionally, over half of this group (57%) do not use climate products for information beyond one week, and only one third (33%) use data tools to access past weather information.

Excessive Heat Watch-Warning outlook useful in decision-making		
Days 3-7 into future	73%	1,660
Days 8-14 into future	39%	893
Not useful	12%	263
Number of Respondents		2,285

Use climate products for info beyond one week		
Use products	43%	982
Do not use products	57%	1,303
Number of Respondents		2,285

Use data tools for info on past weather		
Use tools	33%	754
Do not use tools	67%	1,531
Number of Respondents		2,285

Over 90% of these respondents have not contacted NWS offices or Climate Prediction Centers

Most respondents feel a three month precipitation outlook is useful (79%). Less than a quarter of respondents are aware of the new 8-14 day extended range outlooks. 88% would like to see other products using interactive displays.

Requested info from local NWS office		
Contacted	7%	152
Not contacted	93%	2,133
Number of Respondents	2,285	
Contacted Climate Prediction Center		
Contacted	3%	74
Not contacted	97%	2,211
Number of Respondents	2,285	
Usefulness of 3 Month Precipitation Outlook		
Useful	79%	1,815
Not useful	21%	470
Number of Respondents	2,285	
Aware of new 8-14 Day Extended Range Outlooks		
Aware	23%	529
Not aware	77%	1,747
Number of Respondents	2,276	
Would like to see other products using interactive displays		
Other products	88%	464
Not necessary	12%	65
Number of Respondents	529	

Weather (days 1-7) is the most used timeframe for utilizing NWS products and services for health forecasting (38%)

Next most frequently preferred timeframes are Monthly (days 8-31) at 15% and Seasonal at 17%.

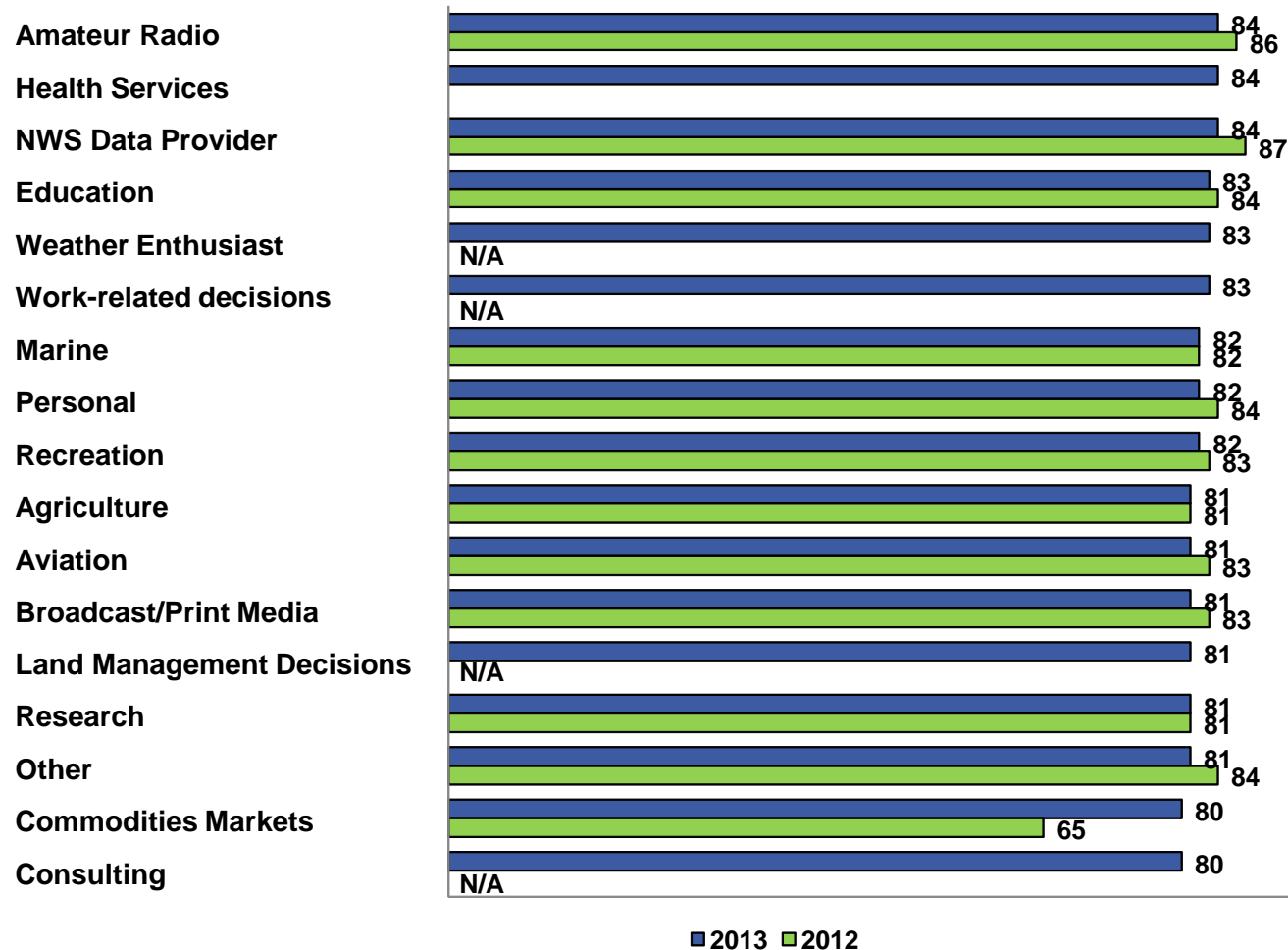
Time frames utilizing NWS products and services for health forecasting*		
Weather (days 1-7)	38%	864
Monthly (days 8-31)	15%	345
Seasonal	17%	397
Annual	6%	128
Inter-annual	1%	19
Not applicable	59%	1,337
Number of Respondents		2,285

*Total percentage exceeds 100 due to multiple responses

Key Segments and Additional Information

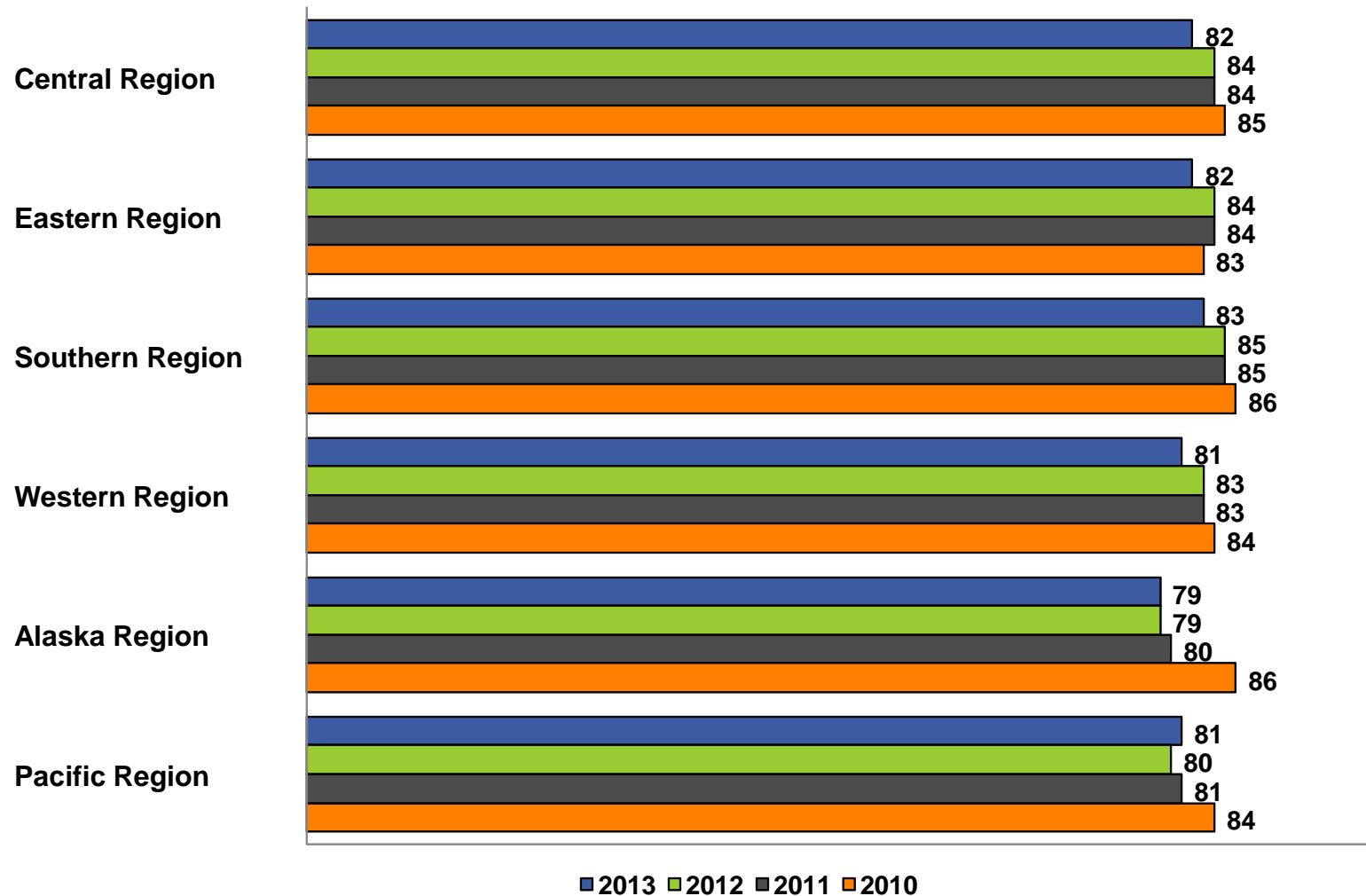
In 2013, CSI is strong across all primary uses of NWS information

Among the primary uses of NWS information, CSI ranges in the low eighties. NWS Data Providers, Health Services, and Amateur Radio remain the highest scoring, while Commodities Markets and Consulting are at the bottom of this narrow range.



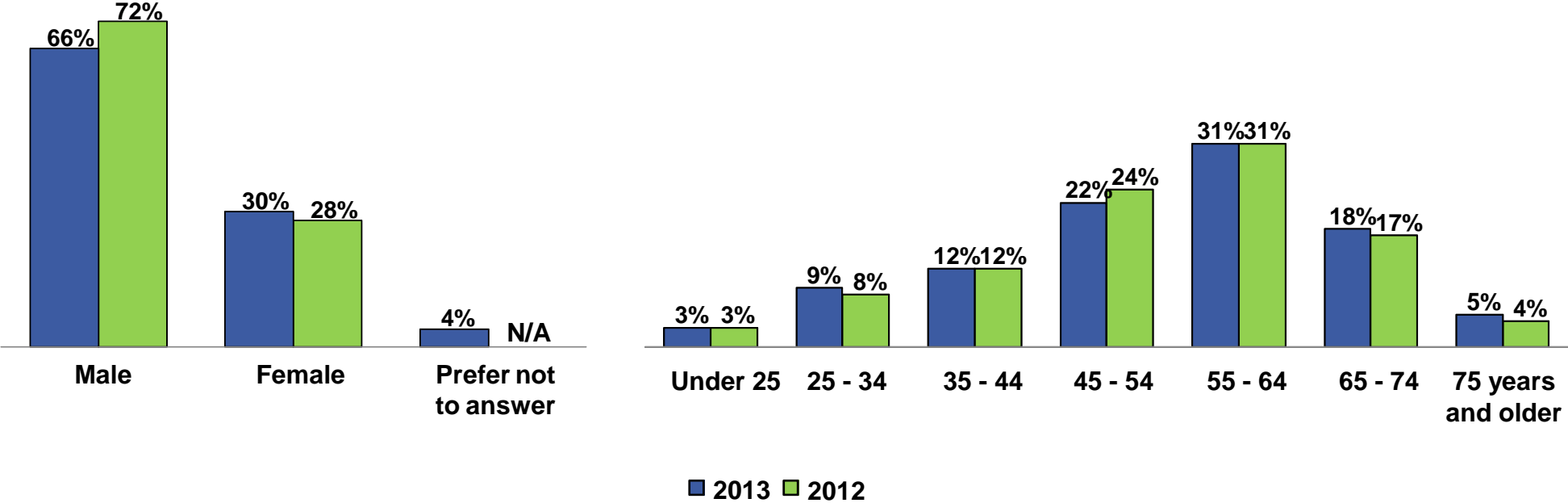
As in past years, the southern region is top scoring (by a narrow margin)

The Southern region (83) remains the highest rated despite a two-point decrease. Central and Eastern regions also drop two points down to 82. Alaska holds at 79 and Pacific rises one point to 81.



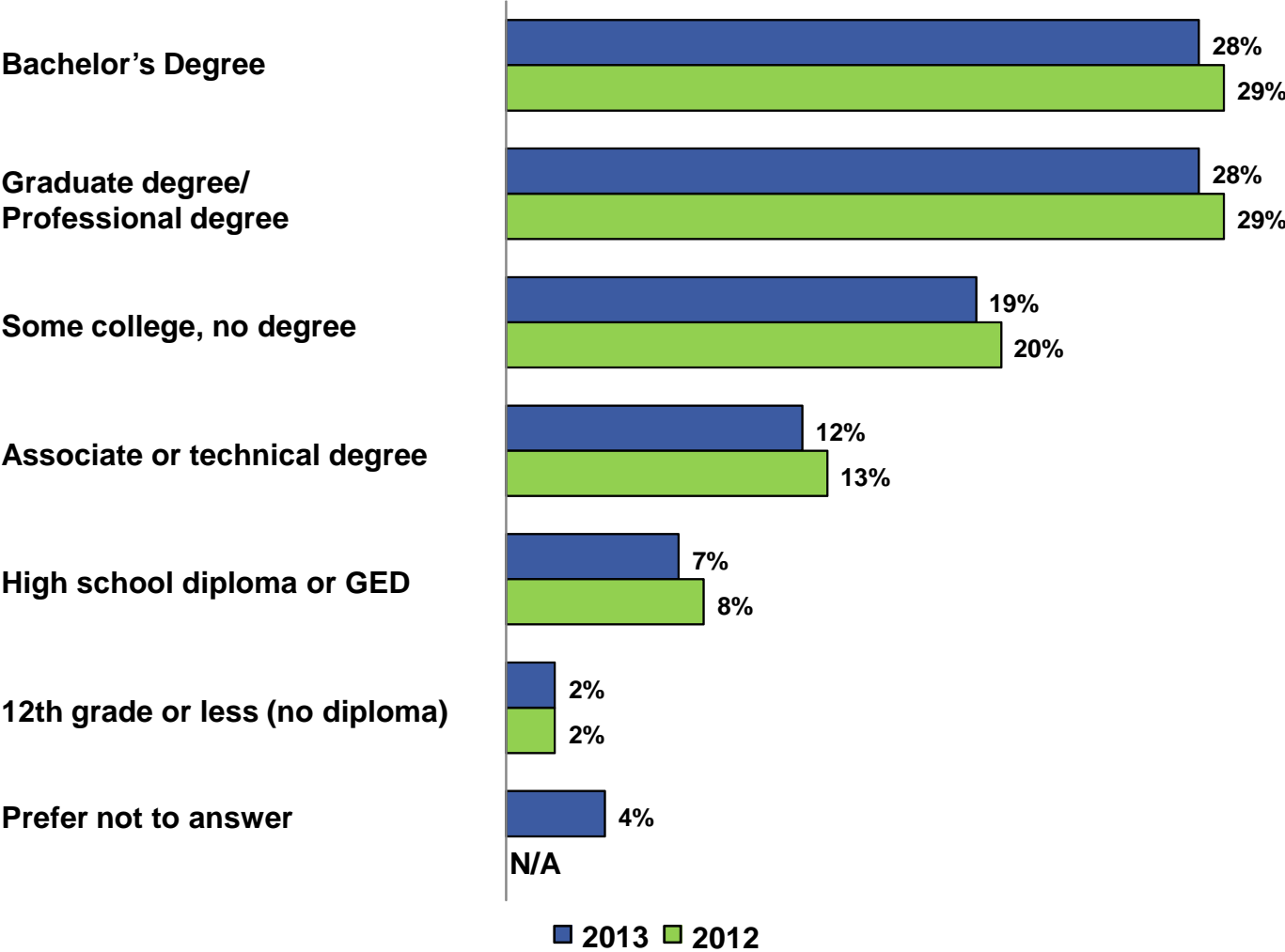
Respondents continue to be predominantly male and between the ages of 45 and 65

Gender and age distributions are comparable between 2012 and 2013, with males once again representing a large portion of responses.



Most respondents are in college or have obtained a degree

Over half of respondents have a bachelor or graduate degree (56%). Education levels are consistent year over year.



Recommendations

Recommendations

Priority Area 1

Key Finding: Dissemination Services – Website continues as the most influential driver of NWS Customer Satisfaction. While specific areas related to the website are highly rated, there is still relatively more opportunity to improve ‘ease of finding information’.

Recommended Action: *While the score for ‘ease of finding information has improved by 1 point over the past year, take further action to facilitate the ability website users to locate the content they are looking for.*

Priority Area 2

Key Finding: The usage of mobile devices to access weather information continues to rise dramatically in 2013 (up to almost 50% of those surveyed). In addition, virtually all respondents still make use of NWS Web Sources for weather related information.

Recommended Action: *Develop mobile applications to fill this significant and rapidly growing need. While a myriad of privately developed applications are available (many using NWS warning and products), can NWS do more to deliver timely weather warning information via the new generation of communication technology.*

Priority Area 3

Key Finding: The proportion of respondents who have a hazardous weather safety plan has increased by 23 percent in the past year (now at 74%). However, the proportion who include an emergency preparedness kit in their plan is generally unchanged (now at 47%).

Recommended Action: *Given most of those who do not have a kit aren’t sure what to include - or don’t think its necessary - promote the benefits of incorporating a kit into any hazardous emergency weather plan, including clear suggestions for appropriate content.*

Appendix

National Weather Service - Overall 2011-2013
Score Table

	2011	2012	2013
Sample Size	32,572	24,272	27,973
Hazardous Services	87	86	88
Tornado Warnings	85	85	86
Severe Thunderstorm Warnings	87	86	88
Severe Thunderstorm Watch	--	--	88
Winter Storm Warnings	86	85	88
Hurricane Warnings	89	88	90
Flash Flood Warnings	87	86	87
River Flood Warnings	88	87	89
High Surf Warnings	89	88	90
Tsunami Warnings	86	84	86
Extreme Cold Warnings	90	89	91
Excessive Heat Warnings	90	90	92
Coastal Flood Warnings	--	--	89
Climate Hazards	--	--	86
Tornado Warnings	86	85	87
Ease of Understanding	89	89	93
Timeliness	86	85	86
Accuracy	82	81	78
Severe Thunderstorm Warnings	87	86	89
Ease of Understanding	90	90	93
Timeliness	87	86	89
Accuracy	84	83	81
Severe Thunderstorm Watch	--	--	89
Ease of Understanding	--	--	93
Timeliness	--	--	91
Accuracy	--	--	80
Flash Flood Warnings	87	86	88
Ease of Understanding	89	88	92
Timeliness	87	86	88
Accuracy	84	82	81
Tsunami Warnings	86	84	87
Ease of Understanding	88	87	91
Timeliness	87	85	86
Accuracy	82	79	77
Hurricane Warnings	89	88	91
Ease of Understanding	91	90	93
Timeliness	90	90	93
Accuracy	86	83	84
Winter Storm Warnings	86	85	89
Ease of Understanding	89	89	93
Timeliness	87	86	91
Accuracy	80	79	79

National Weather Service - Overall 2011-2013
Score Table

	2011	2012	2013
Sample Size	32,572	24,272	27,973
River Flood Warnings	88	87	89
Ease of Understanding	89	88	91
Timeliness	88	87	90
Accuracy	87	86	85
Excessive Heat Warnings	90	90	92
Ease of Understanding	91	91	94
Timeliness	90	90	93
Accuracy	89	89	90
Extreme Cold Warnings	90	89	92
Ease of Understanding	91	91	93
Timeliness	90	89	93
Accuracy	89	87	87
High Surf Warnings	89	88	90
Ease of Understanding	89	89	92
Timeliness	89	88	91
Accuracy	87	87	87
Coastal Flood Warnings	--	--	89
Ease of Understanding	--	--	91
Timeliness	--	--	90
Accuracy	--	--	84
Climate Hazards	--	--	86
Ease of Understanding	--	--	88
Timeliness	--	--	88
Accuracy	--	--	82
Weather-Sensitive Decision Making	--	--	87
Rely on NWS in making weather-sensitive decisions	--	--	87
User Support Services	89	90	89
Accessibility	87	88	87
Responsiveness	87	87	85
Subject-Matter Knowledge	91	92	92
Professionalism	92	93	93
Assisting in interpretation of weather-related information	89	89	89
Saving your organization money	--	--	77
Resolving a complaint	85	85	75
Dissemination Services - Website	--	--	85
Ease of locating information	83	82	83
Ease of understanding info	88	87	85
Information is up-to-date	87	88	87
Satellite Imagery display	--	--	84
Doppler Radar display	--	--	84

National Weather Service - Overall 2011-2013
Score Table

	2011	2012	2013
Sample Size	32,572	24,272	27,973
Dissemination Services - Automated	--	77	79
Ease locating data on servers	77	77	82
Ease of req add data to server	76	75	76
Ease of providing input	76	75	74
Ease of auto method	--	80	81
Usefulness of WEA Message	--	--	80
Usefulness of WEA message	--	--	80
Usefulness of NWS Presence	--	--	69
Usefulness of NWS presence on Facebook	--	--	77
Usefulness of NWS presence on Twitter	--	--	65
Usefulness of NWS presence on YouTube	--	--	45
Usefulness of NWS Graphical Summary	--	--	83
Usefulness of NWS graphical weather summaries on social n	--	--	83
Effectiveness of Safety Campaigns	--	--	75
Effectiveness of Turn Around Don't Drown	--	--	80
Effectiveness of When Thunder Roars, Go Indoors!	--	--	70
Effectiveness of RIP CURRENTS - Break the Grip of the Rip	--	--	74
Customer Satisfaction Index	84	84	82
Overall Satisfaction	88	88	87
Meets expectations	80	79	76
Compared to ideal	82	82	80
Likelihood Take Action	91	90	91
Likelihood take action on info	91	90	91
Likelihood to Use in Future	96	96	96
Likelihood use NWS in future	96	96	96
Likelihood to Recommend	94	93	92
Likelihood to recommend	94	93	92
Desktop-laptop computed - Anticipated Use	--	--	93
Desktop-laptop computer	--	--	93
Mobile Device	--	--	59
Social Media	--	--	24
Direct Interaction w NWS Staff	--	--	11
NOAA Weather Radio All-Hazards	--	--	44
File transfer services	--	--	18
Marginal - Level of Severity	--	--	23
Marginal	--	--	23
Slight	--	--	16
Critical	--	--	92
Enhanced	--	--	49
Elevated	--	--	55
Moderate	--	--	46
High	--	--	80

National Weather Service - Overall
2013
Score Table

	2012	2013	Difference	Significant Difference
Sample Size	24,272	27,973		
Hazardous Services	86	88	2	↑
Tornado Warnings	85	86	1	↑
Severe Thunderstorm Warnings	86	88	2	↑
Severe Thunderstorm Watch	--	88	--	
Winter Storm Warnings	85	88	3	↑
Hurricane Warnings	88	90	2	↑
Flash Flood Warnings	86	87	1	↑
River Flood Warnings	87	89	2	↑
High Surf Warnings	88	90	2	↑
Tsunami Warnings	84	86	2	↑
Extreme Cold Warnings	89	91	2	↑
Excessive Heat Warnings	90	92	2	↑
Coastal Flood Warnings	--	89	--	
Climate Hazards	--	86	--	
Tornado Warnings	85	87	2	↑
Ease of Understanding	89	93	4	↑
Timeliness	85	86	1	↑
Accuracy	81	78	-3	↓
Severe Thunderstorm Warnings	86	89	3	↑
Ease of Understanding	90	93	3	↑
Timeliness	86	89	3	↑
Accuracy	83	81	-2	↓
Severe Thunderstorm Watch	--	89	--	
Ease of Understanding	--	93	--	
Timeliness	--	91	--	
Accuracy	--	80	--	
Flash Flood Warnings	86	88	2	↑
Ease of Understanding	88	92	4	↑
Timeliness	86	88	2	↑
Accuracy	82	81	-1	↓
Tsunami Warnings	84	87	3	↑
Ease of Understanding	87	91	4	↑
Timeliness	85	86	1	↑
Accuracy	79	77	-2	↓
Hurricane Warnings	88	91	3	↑
Ease of Understanding	90	93	3	↑
Timeliness	90	93	3	↑
Accuracy	83	84	1	↑

National Weather Service - Overall
2013
Score Table

	2012	2013	Difference	Significant Difference
Sample Size	24,272	27,973		
Winter Storm Warnings	85	89	4	↑
Ease of Understanding	89	93	4	↑
Timeliness	86	91	5	↑
Accuracy	79	79	0	
River Flood Warnings	87	89	2	↑
Ease of Understanding	88	91	3	↑
Timeliness	87	90	3	↑
Accuracy	86	85	-1	↓
Excessive Heat Warnings	90	92	2	↑
Ease of Understanding	91	94	3	↑
Timeliness	90	93	3	↑
Accuracy	89	90	1	↑
Extreme Cold Warnings	89	92	3	↑
Ease of Understanding	91	93	2	↑
Timeliness	89	93	4	↑
Accuracy	87	87	0	
High Surf Warnings	88	90	2	↑
Ease of Understanding	89	92	3	↑
Timeliness	88	91	3	↑
Accuracy	87	87	0	
Coastal Flood Warnings	--	89	--	
Ease of Understanding	--	91	--	
Timeliness	--	90	--	
Accuracy	--	84	--	
Climate Hazards	--	86	--	
Ease of Understanding	--	88	--	
Timeliness	--	88	--	
Accuracy	--	82	--	
Weather-Sensitive Decision Making	--	87	--	
Rely on NWS in making weather-sensitive decisions	--	87	--	
User Support Services	90	89	-1	↓
Accessibility	88	87	-1	↓
Responsiveness	87	85	-2	↓
Subject-Matter Knowledge	92	92	0	
Professionalism	93	93	0	
Assisting in interpretation of weather-related information	89	89	0	↓
Saving your organization money	--	77	--	
Resolving a complaint	85	75	-10	↓

National Weather Service - Overall
2013
Score Table

	2012	2013	Difference	Significant Difference
Sample Size	24,272	27,973		
Dissemination Services - Website	--	85	--	
Ease of locating information	82	83	1	
Ease of understanding info	87	85	-2	↓
Information is up-to-date	88	87	-1	↓
Satellite Imagery display	--	84	--	
Doppler Radar display	--	84	--	
Dissemination Services - Automated	77	79	2	↑
Ease locating data on servers	77	82	5	↑
Ease of req add data to server	75	76	1	
Ease of providing input	75	74	-1	
Ease of auto method	80	81	1	
Usefulness of WEA Message	--	80	--	
Usefulness of WEA message	--	80	--	
Usefulness of NWS Presence	--	69	--	
Usefulness of NWS presence on Facebook	--	77	--	
Usefulness of NWS presence on Twitter	--	65	--	
Usefulness of NWS presence on YouTube	--	45	--	
Usefulness of NWS Graphical Summary	--	83	--	
Usefulness of NWS graphical weather summaries on social media	--	83	--	
Effectiveness of Safety Campaigns	--	75	--	
Effectiveness of Turn Around Don't Drown	--	80	--	
Effectiveness of When Thunder Roars, Go Indoors!	--	70	--	
Effectiveness of RIP CURRENTS - Break the Grip of the Rip!	--	74	--	
Customer Satisfaction Index	84	82	-2	↓
Overall Satisfaction	88	87	-1	↓
Meets expectations	79	76	-3	↓
Compared to ideal	82	80	-2	↓
Likelihood Take Action	90	91	1	↑
Likelihood take action on info	90	91	1	↑
Likelihood to Use in Future	96	96	0	↑
Likelihood use NWS in future	96	96	0	↑
Likelihood to Recommend	93	92	-1	↓
Likelihood to recommend	93	92	-1	↓

National Weather Service - Overall
2013
Score Table

	2012	2013	Difference	Significant Difference
Sample Size	24,272	27,973		
Anticipated Use Over Next Year				
Desktop-laptop computer	--	93	--	
Mobile Device	--	59	--	
Social Media	--	24	--	
Direct Interaction w NWS Staff	--	11	--	
NOAA Weather Radio All-Hazards	--	44	--	
File transfer services	--	18	--	
Level of Severity				
Marginal	--	23	--	
Slight	--	16	--	
Critical	--	92	--	
Enhanced	--	49	--	
Elevated	--	55	--	
Moderate	--	46	--	
High	--	80	--	

National Weather Service - Overall
2011-2013
Demographics

	2011		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency
Region						
Central Region	36%	10,376	34%	5,595	33%	9,236
Eastern Region	29%	8,299	29%	4,747	23%	6,415
Southern Region	18%	5,134	18%	2,899	21%	5,796
Western Region	17%	5,006	18%	2,890	22%	6,234
Alaska Region	0%	53	0%	71	0%	99
Pacific Region	0%	105	0%	69	0%	85
Number of Respondents		28,973		16,271		27,865

Uses of NWS information~						
Agriculture	--	--	--	--	17%	4,630
Aviation	--	--	--	--	5%	1,410
Amateur Radio	--	--	--	--	6%	1,671
Broadcast/Print Media	--	--	--	--	3%	780
Commodities Markets	--	--	--	--	1%	295
Consulting	--	--	--	--	1%	397
Education	--	--	--	--	7%	1,935
Health Services	--	--	--	--	3%	707
Land Management Decisions	--	--	--	--	8%	2,217
Marine	--	--	--	--	3%	896
NWS Data Provider	--	--	--	--	9%	2,627
Personal	--	--	--	--	88%	24,513
Recreation	--	--	--	--	58%	16,342
Research	--	--	--	--	6%	1,572
Weather Enthusiast	--	--	--	--	54%	15,149
Work-related decisions	--	--	--	--	23%	6,478
Other	--	--	--	--	8%	2,302
Number of Respondents		--		--		27,973

Type of Aviation						
Dispatcher	100%	24	100%	21	4%	54
Comm Aircraft	--	--	--	--	19%	271
Private Aircraft	--	--	--	--	73%	1,036
Air Traffic Controller	--	--	--	--	3%	49
Number of Respondents		24		21		1,410

~ Total percentage may exceed 100 due to multiple responses

National Weather Service - Overall
2011-2013
Demographics

	2011		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency
Information sources~						
NWS Web	95%	31,026	93%	21,870	93%	25,997
Non-NWS Web	31%	10,246	33%	7,750	32%	8,863
Mobile devices	32%	10,285	37%	8,794	48%	13,488
Social Media	9%	2,880	11%	2,608	14%	3,985
Email	--	--	16%	3,781	11%	3,126
Landline Telephone	--	--	--	--	5%	1,308
Cell Phone	--	--	--	--	19%	5,278
Local or cable TV	52%	16,971	52%	12,247	54%	15,182
Commercial Radio	30%	9,739	29%	6,897	24%	6,776
Satellite radio	5%	1,495	4%	1,004	3%	925
Satellite TV	18%	5,726	16%	3,853	14%	3,809
Newspaper	18%	5,922	19%	4,500	17%	4,635
NOAA Weather Radio/All Hazards	42%	13,763	41%	9,711	43%	12,006
NOAA Weather Wire	6%	1,907	5%	1,267	4%	1,012
Family of Services (FOS)	5%	1,620	4%	954	1%	373
Emerg Mgrs Weather Info Net	4%	1,202	4%	978	4%	1,208
NOAAPort	6%	1,908	5%	1,087	2%	624
World Area Forecast System	2%	505	2%	374	1%	202
DUATS	2%	735	2%	531	2%	486
Flight Services	4%	1,421	5%	1,072	3%	726
U.S. Coast Guard Broadcasts	6%	1,824	6%	1,503	2%	453
NAVTEX receiver	1%	171	1%	154	0%	55
Immarsat-C SafetyNET	0%	81	0%	68	0%	29
Radiofacsimile	1%	255	1%	216	0%	39
Other	1%	363	2%	420	5%	1,514
Number of Respondents		32,532		23,607		27,973
NOAA-NWS products used most often~						
Forecasts, outlooks, watches, warnings, alerts	--	--	--	--	97%	26,996
Weather observations	--	--	--	--	74%	20,604
Climate observations	--	--	--	--	33%	9,130
Satellite data	--	--	--	--	48%	13,449
Radar data	--	--	--	--	80%	22,371
Computer weather model output	--	--	--	--	37%	10,324
Weather outreach/educational materials	--	--	--	--	9%	2,387
Other products	--	--	--	--	5%	1,272
Number of Respondents		--		--		27,973

~ Total percentage may exceed 100 due to multiple responses

National Weather Service - Overall
2011-2013
Demographics

	2011		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency
Products familiar with~						
Tornado Warnings	--	--	--	--	76%	21,308
Severe Thunderstorm Warnings	--	--	--	--	94%	26,265
Severe Thunderstorm Watches	--	--	--	--	92%	25,726
Flash Flood Warnings	--	--	--	--	81%	22,585
Tsunami Warnings	--	--	--	--	21%	5,771
Hurricane Warnings	--	--	--	--	50%	13,905
Winter Storm Warnings	--	--	--	--	90%	25,056
River Flood Warnings	--	--	--	--	59%	16,632
Excessive Heat Warnings	--	--	--	--	76%	21,345
Extreme Cold Warnings	--	--	--	--	67%	18,615
High Surf Warnings	--	--	--	--	25%	6,953
Coastal Flood Warnings	--	--	--	--	32%	8,915
Climate Hazards	--	--	--	--	45%	12,615
Don't know	--	--	--	--	1%	239
Number of Respondents	--	--	--	--		27,973

Likelihood of taking protective action if tornado warning issued						
Very Unlikely	--	--	--	--	2%	636
Somewhat Unlikely	--	--	--	--	3%	767
Somewhat Likely	--	--	--	--	14%	3,865
Very Likely	--	--	--	--	80%	22,313
Don't Know	--	--	--	--	1%	392
Number of Respondents	--	--	--	--		27,973

Reason for not taking action						
Do not believe I would be directly impacted by the tornado	--	--	--	--	21%	288
Need to first see or hear tornado	--	--	--	--	14%	191
Have never seen tornado damage in my area	--	--	--	--	29%	406
Do not take tornado warnings seriously	--	--	--	--	5%	66
Other	--	--	--	--	32%	452
Number of Respondents	--	--	--	--		1,403

Proximity of tornado before considering warning accurate						
1 mile or less	--	--	--	--	5%	1,448
5 miles or less	--	--	--	--	35%	9,749
10 miles or less	--	--	--	--	37%	10,291
25 miles or less	--	--	--	--	20%	5,605
Other	--	--	--	--	3%	880
Number of Respondents	--	--	--	--		27,973

National Weather Service - Overall
2011-2013
Demographics

	2011		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency
Number of tornado warnings issued						
Too many tornado warnings	--	--	--	--	6%	1,720
Too few tornado warnings	--	--	--	--	3%	874
Just about right	--	--	--	--	70%	19,444
Don't know	--	--	--	--	21%	5,935
Number of Respondents	--	--	--	--		27,973
Impact of tornado not occurring when warning issued						
Same actions as did previously	--	--	--	--	81%	22,707
Less likely to take same action	--	--	--	--	10%	2,791
Don't know	--	--	--	--	9%	2,475
Number of Respondents	--	--	--	--		27,973
Heard the term Weather-Ready Nation						
Heard Weather-Ready Nation	--	--	--	--	17%	4,885
Have not heard Weather-Ready Nation	--	--	--	--	83%	23,088
Number of Respondents	--	--	--	--		27,973
Have a hazardous weather safety plan						
Have a plan	--	--	60%	14,455	74%	20,662
Do not have a plan	--	--	40%	9,817	23%	6,473
Don't know	--	--	--	--	3%	838
Number of Respondents	--	--		24,272		27,973
Reason plan created~						
Friends and family	--	--	42%	6,006	52%	10,814
General desire to be prepared	--	--	83%	11,933	92%	18,939
An extreme weather event	--	--	43%	6,197	52%	10,807
Be a Force of Nature campaign	--	--	1%	164	1%	281
Weather-Ready Nation initiative	--	--	5%	722	4%	779
Other	--	--	11%	1,611	14%	2,887
Number of Respondents	--	--		14,381		20,662
Main reason you do not have a plan						
Takes too much time	--	--	2%	230	3%	222
Too expensive	--	--	1%	66	3%	199
Not sure what to include	--	--	36%	3,565	40%	2,572
Don't think it's necessary	--	--	45%	4,442	34%	2,172
Other	--	--	15%	1,514	20%	1,308
Number of Respondents	--	--		9,817		6,473

National Weather Service - Overall
2011-2013
Demographics

	2011		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency
Plan includes hazardous weather emergency preparedness kit						
Includes kit	--	--	48%	11,639	47%	13,129
Does not include kit	--	--	52%	12,633	50%	13,958
Don't know	--	--	--	--	3%	886
Number of Respondents	--		24,272		27,973	
Reason kit created~						
Friends and family	--	--	33%	3,807	51%	6,631
General desire to be prepared	--	--	85%	9,821	92%	12,136
An extreme weather event	--	--	40%	4,651	54%	7,073
Be a Force of Nature campaign	--	--	1%	152	1%	190
Weather-Ready Nation initiative	--	--	7%	765	4%	509
Other	--	--	15%	1,756	14%	1,875
Number of Respondents	--		11,562		13,129	
Main reason you do not have a kit						
Takes too much time	--	--	3%	407	3%	468
Too expensive	--	--	6%	775	6%	888
Not sure what to include	--	--	34%	4,277	38%	5,257
Don't think it's necessary	--	--	36%	4,525	31%	4,355
Other	--	--	21%	2,649	21%	2,990
Number of Respondents	--		12,633		13,958	
NWS staff on-site at incident						
NWS staff on-site	--	--	--	--	8%	744
No staff on-site	--	--	--	--	59%	5,529
DK/NA	--	--	--	--	33%	3,072
Number of Respondents	--		--		9,345	
Require specific products and have automated methods						
Require specific products with automation	--	--	--	--	8%	2,175
Do not require specific products with automation	--	--	--	--	92%	25,798
Number of Respondents	--		--		27,973	
Received WEA message on cell phone						
Received message	--	--	--	--	25%	6,992
Did not receive message	--	--	--	--	71%	19,734
Don't know	--	--	--	--	4%	1,247
Number of Respondents	--		--		27,973	

~ Total percentage may exceed 100 due to multiple responses

National Weather Service - Overall
2011-2013
Demographics

	2011		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency
WEA message was first notification received						
First notification	--	--	--	--	63%	4,413
Not first notification	--	--	--	--	28%	1,977
Don't know	--	--	--	--	9%	602
Number of Respondents	--	--	--	--		6,992
Understood WEA message						
Fully understood	--	--	--	--	85%	5,949
Somewhat understood	--	--	--	--	14%	983
Did not understand	--	--	--	--	1%	60
Number of Respondents	--	--	--	--		6,992
Beneficial enhancements to WEA message~						
More text containing details of warning	--	--	--	--	40%	2,796
Accompanying graphic showing warning area	--	--	--	--	60%	4,229
Accompanying graphic showing current location	--	--	--	--	58%	4,056
Color representing urgency of warning	--	--	--	--	38%	2,653
Color representing type of warning	--	--	--	--	25%	1,763
Sound representing urgency of warning	--	--	--	--	43%	2,972
Sound representing type of warning	--	--	--	--	27%	1,882
Number of Respondents	--	--	--	--		6,992
Facebook and Twitter during weather events~						
Do not use Facebook and Twitter for weather events	--	--	--	--	70%	19,604
Read what others are posting or tweeting	--	--	--	--	24%	6,807
Comment on what others are posting or tweeting	--	--	--	--	17%	4,696
Write own posts or tweets	--	--	--	--	18%	4,898
Number of Respondents	--	--	--	--		27,973
Amount of social media content available						
Too little	--	--	--	--	22%	1,802
Just about right	--	--	--	--	46%	3,872
Too much	--	--	--	--	1%	107
Don't know	--	--	--	--	31%	2,588
Number of Respondents	--	--	--	--		8,369

~ Total percentage may exceed 100 due to multiple responses

National Weather Service - Overall
2011-2013
Demographics

	2011		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency
Promoted awareness campaigns~						
Heat Safety	--	--	--	--	27%	2,540
Flood Safety	--	--	--	--	26%	2,430
Lightning Safety	--	--	--	--	32%	2,954
Severe Weather Safety	--	--	--	--	44%	4,080
Rip Currents Safety	--	--	--	--	5%	501
Hurricane Safety	--	--	--	--	12%	1,102
Tsunami Safety	--	--	--	--	3%	311
Winter Weather Safety	--	--	--	--	36%	3,402
Wildfire Safety	--	--	--	--	24%	2,246
None of the above	--	--	--	--	38%	3,539
Number of Respondents	--	--	--	--		9,345
Websites visited for weather safety~						
National Weather Service	--	--	--	--	97%	27,011
FEMA	--	--	--	--	15%	4,162
American Red Cross	--	--	--	--	9%	2,414
Centers for Disease Control and Prevention	--	--	--	--	5%	1,441
Commercial weather vendor	--	--	--	--	58%	16,328
Other	--	--	--	--	11%	3,077
Number of Respondents	--	--	--	--		27,973
Safe to drive through water when no Road Closed sign or police barricade						
True	--	--	--	--	2%	549
False	--	--	--	--	98%	27,424
Number of Respondents	--	--	--	--		27,973
Not safe to drive when water is too deep to see road surface						
True	--	--	--	--	96%	26,801
False	--	--	--	--	4%	1,172
Number of Respondents	--	--	--	--		27,973

~ Total percentage may exceed 100 due to multiple responses

National Weather Service - Overall
2011-2013
Demographics

	2011		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency
Safe to drive through water slowly						
True	--	--	--	--	4%	1,213
False	--	--	--	--	96%	26,760
Number of Respondents	--		--			27,973
Safe to drive through water in a large and heavy vehicle						
True	--	--	--	--	3%	967
False	--	--	--	--	97%	27,006
Number of Respondents	--		--			27,973
Not safe to drive through swiftly moving water						
True	--	--	--	--	97%	27,090
False	--	--	--	--	3%	883
Number of Respondents	--		--			27,973
When to seek shelter from lightning						
Distant lightning	--	--	--	--	19%	5,258
Distant thunder	--	--	--	--	53%	14,784
Nearby lightning	--	--	--	--	16%	4,576
Loud thunder	--	--	--	--	10%	2,914
Starts to rain	--	--	--	--	2%	441
Number of Respondents	--		--			27,973
Age						
Under 25 years	5%	1,517	3%	659	3%	626
25 - 34 years	14%	4,290	8%	1,754	9%	2,191
35 - 44 years	17%	5,152	12%	2,564	12%	2,939
45 - 54 years	25%	7,438	24%	4,926	22%	5,393
55 - 64 years	25%	7,494	31%	6,462	31%	7,554
65 - 74 years	11%	3,123	17%	3,657	18%	4,465
75 years and older	2%	607	4%	883	5%	1,099
Number of Respondents		29,621		20,905		24,267
Gender						
Male	72%	23,065	72%	16,927	66%	18,107
Female	28%	8,817	28%	6,703	30%	8,390
Prefer not to answer	--	--	--	--	4%	1,122
Number of Respondents		31,882		23,630		27,619

National Weather Service - Overall
2011-2013
Demographics

	2011		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency
Race						
White, Caucasian	--	--	95%	22,055	85%	23,448
Black, African American	--	--	1%	122	0%	122
Hispanic, Latino, or Spanish	--	--	1%	235	1%	334
Pacific Islander	--	--	0%	50	0%	29
Asian	--	--	1%	144	1%	147
American Indian/Native Indian or Alaska Native	--	--	1%	165	1%	226
Other	--	--	2%	554	2%	656
Prefer not to answer	--	--	0%	0	10%	2,666
Number of Respondents	--			23,325		27,628
School completed						
12th grade or less (no diploma)	3%	428	2%	512	2%	466
High school diploma or GED	20%	2,775	8%	1,829	7%	1,987
Some college, no degree	--	--	20%	4,768	19%	5,201
Associate or technical degree	--	--	13%	3,016	12%	3,442
Bachelor's degree	76%	10,367	29%	6,860	28%	7,721
Graduate degree/Professional degree	--	--	29%	6,874	28%	7,671
Prefer not to answer	--	--	--	--	4%	1,237
Number of Respondents		13,570		23,859		27,725
Interested in other areas~						
National Fire Weather Program	--	--	--	--	7%	1,885
National Hurricane Center Program	--	--	--	--	8%	2,237
National Hydrologic Services Program	--	--	--	--	6%	1,571
National Climate Services Program	--	--	--	--	10%	2,837
Do not wish to continue	--	--	--	--	79%	22,108
Number of Respondents	--		--			27,973

~ Total percentage may exceed 100 due to multiple responses

National Weather Service - National Fire Weather Program
2013
Score Table

	2013
	Scores
Sample Size	1,885
Ease of Accessing Fire Weather Info	77
Ease of accessing fire weather info on NWS website	77

National Weather Service - National Fire Weather Program
2013
Demographics

	2013	
	Percent	Frequency
Wildland fire weather information source~		
National Weather Service	81%	1,520
National Interagency Fire Center	35%	660
Federal Land Management Agency	26%	493
State Land Management Agency	21%	398
Local Land Management Authority	13%	253
Commercial/private provider	13%	253
Don't know	5%	90
Other	17%	318
Number of Respondents	1,885	

Methods used to receive or disseminate fire weather info~		
Internet Subscriber Service	21%	401
Web Site	70%	1,311
Voice over Internet Protocol	2%	46
Satellite	14%	259
IP Addressing	2%	41
Cable TV	19%	356
Broadcast TV	24%	445
Satellite TV	19%	364
Home or Work Phone	15%	288
Dedicated Phone Line	2%	38
Cell Phone or Smart Phone	35%	656
Pager	4%	83
AM FM Radio	34%	649
Dedicated Short Range Radio	6%	118
Satellite Radio	6%	110
NOAA Weather Radio	38%	713
Number of Respondents	1,885	

Fire weather forecast info format~		
Text	54%	1,010
Graphical	77%	1,446
Tabular	8%	144
Raw graphical	8%	146
Audio	38%	717
Video	36%	685
Raw text	2%	39
Number of Respondents	1,885	

National Weather Service - National Fire Weather Program
2013
Demographics

	2013	
	Percent	Frequency
Know meaning of NWS Red Flag Warning		
Know Red Flag Warning	85%	1,593
Don't know Red Flag Warning	7%	128
Unsure	9%	164
Number of Respondents	1,885	
Understanding of Red Flag Warning		
Wildfires occurring in warning area	4%	71
Wildfires possible in warning area next 24 hours	11%	191
Fire weather conditions are impending or occurring	52%	921
Fire weather conditions expected next 24 hours	33%	574
Number of Respondents	1,757	
Know meaning of NWS Fire Weather Watch		
Know Fire Weather Watch	62%	1,171
Don't know Fire Weather Watch	15%	282
Unsure	23%	432
Number of Respondents	1,885	
Understanding Fire Weather Watch		
RFW issued in 24 to 72 hours	5%	82
Red flag conditions possible in 24 to 72 hours	68%	1,094
Red flag conditions imminent or occurring	15%	248
Wildfires expected in 24 to 72 hours	11%	179
Number of Respondents	1,603	
Consulted NWS Fire Weather hazard products in past 12 months		
Never	26%	487
Less than 5 times	32%	596
6 to 10 times	18%	339
10 or more times	25%	463
Number of Respondents	1,885	

National Weather Service - National Fire Weather Program
2013
Demographics

	2013	
	Percent	Frequency
How NWS fire weather hazard products used		
Take actions to protect property	23%	322
Take land management or community protection actions	18%	245
Raise awareness, but will wait to take action	48%	670
Other	12%	161
Number of Respondents		1,398

National Weather Service - National Hurricane Center Program
2013
Score Table

	2013
	Scores
Sample Size	2,237
Ease of Navigating NHC Website	82
Ease of navigating NHC website	82
Frequency of Use	22
How frequently use NHC website	78
How frequently use NHC Facebook page	12
How frequently use NHC Twitter accounts	9
How frequently use Hurrevac	6
How frequently use Free commercial service	38
How frequently use Paid commercial service	9
How frequently use Other government services	33
NHC Text Products	80
Tropical Cyclone Public Advisory (TCP)	82
Tropical Cyclone Forecast/Advisory (TCM)	84
Tropical Cyclone Forecast Discussion (TCD)	81
Tropical Cyclone Wind Speed Probabilities (PWS)	81
Tropical Cyclone Update (TCU)	86
Tropical Cyclone Valid Event Time Code (TCV)	70
Tropical Cyclone Aviation Advisory (TCA)	53
NHC Graphical Products	82
Tropical Cyclone Track/Forecast Cone	92
Tropical Cyclone Surface Wind Field/Coastal Watches and Warnings	88
Maximum 1-Minute Wind Speed Probability	72
Tropical Cyclone Wind Speed Probabilities	83
Tropical Cyclone Cumulative Wind History	67
Tropical Cyclone Storm Surge Probabilities 2-25 ft.	81
Tropical Cyclone Storm Surge Probabilities Exceedence	75
NHC Potential Products	88
Forecasts for systems not yet tropical cyclones	83
Watches/warnings before cyclone forms	75
6 and 7-day cyclone track and intensity forecasts	85
Map of areas at risk	90
Graphic showing potential arrival time of winds of tropical storm force	92
Landfall intensity probabilities	91
Satisfaction with new TCP	83
Overall satisfaction with content of new TCP	84
Overall satisfaction with organization and layout of new TCP	82
Overall satisfaction with length of new TCP	82

National Weather Service - National Hurricane Center Program
2013
Score Table

	2013
	Scores
Sample Size	2,237
Usefulness of NHC/TAFB Text Products	46
Atlantic High Seas forecast	45
East Pacific High Seas forecast	23
Southeast Pacific High Seas forecast	22
Offshore Waters forecasts for the Caribbean and Southwest North Atlantic	47
Offshore Waters for the Gulf of Mexico	47
NAVTEX Marine forecasts from Miami, San Juan, and New Orleans	38
High Frequency Voice Broadcasts (VOBRA)	30
Marine Weather Discussion	45
Atlantic Tropical Weather Discussion	59
East Pacific Tropical Weather Discussion	27
Satellite Tropical Disturbance Rainfall	47
Pan-Am Temperature and Precipitation Table	31
NHC/TAFB Graphical Products	76
Unified Surface Analysis (USA)	64
24, 48, and 72-hour Wind/Wave forecasts	75
24, 48, and 72-hour Surface forecasts	75
Tropical Cyclone Danger Area	80
48-hour High Wind	75
NHC/TAFB Experimental and Potential Products	70
EDSS Graphicast	65
Satellite Derived QPE/QPF page	68
Wind Speed Probabilities-based Tropical Cyclone Danger Graphic	78
Gridded Marine Forecasts on the National Digital Forecast Database (NDFD)	67
Spot EDSS Marine Forecasts for the Atlantic and East Pacific	63
96, 120, and 144-hour marine forecast graphics	68
Marine Forecast Matrices	63
5-Day High Seas Forecasts	68
Graphical/polygonal depiction of High Seas warnings	66
Offshore Waters Forecasts for the Northeast Pacific	43
Satisfaction with NHC Tropical Weather Discussions	83
Satisfaction with Tropical Weather Discussions for Atlantic and Pacific Oceans	83

National Weather Service - National Hurricane Center Program
2013
Demographics

	2013	
	Percent	Frequency
How frequently use NHC website		
Very Frequently	55%	1,166
Frequently	24%	506
Occasionally	16%	348
Never	3%	57
DK/NA	2%	47
Number of Respondents	2,124	

How frequently use NHC Facebook page		
Very Frequently	5%	105
Frequently	4%	90
Occasionally	11%	224
Never	71%	1,511
DK/NA	9%	194
Number of Respondents	2,124	

How frequently use NHC Twitter accounts		
Very Frequently	4%	80
Frequently	3%	59
Occasionally	6%	136
Never	76%	1,616
DK/NA	11%	233
Number of Respondents	2,124	

How frequently use Hurrevac		
Very Frequently	2%	42
Frequently	2%	38
Occasionally	5%	111
Never	72%	1,533
DK/NA	19%	400
Number of Respondents	2,124	

How frequently use Free commercial service		
Very Frequently	16%	344
Frequently	16%	336
Occasionally	21%	450
Never	37%	780
DK/NA	10%	214
Number of Respondents	2,124	

National Weather Service - National Hurricane Center Program
2013
Demographics

	2013	
	Percent	Frequency
How frequently use Paid commercial service		
Very Frequently	4%	78
Frequently	3%	60
Occasionally	6%	118
Never	74%	1,575
DK/NA	14%	293
Number of Respondents	2,124	
How frequently use Other government services		
Very Frequently	12%	248
Frequently	12%	260
Occasionally	28%	604
Never	36%	772
DK/NA	11%	240
Number of Respondents	2,124	
Familiar with experimental graphical gridded forecasts for Atlantic and Pacific		
Familiar with forecasts	22%	458
Not familiar with forecasts	78%	1,666
Number of Respondents	2,124	
Use Marine Weather Discussion product		
Use product	21%	448
Do not use product	79%	1,676
Number of Respondents	2,124	

National Weather Service - National Hydrologic Services Program
2013
Score Table

	2013
	Scores
Sample Size	1,571
Flood Inundation Mapping	86
Usefulness of flood inundation mapping libraries	86
Experimental Long-Range River Flood Risk	74
Visual appeal	73
Ease of understanding	74
Tells me what I need to know	74
Water Resources Decision Support Page	82
Visual appeal	83
Ease of understanding	79
Tells me what I need to know	82
Improves my ability to make decisions	83
River Forecast Center Quantitative Precipitation Forecasts	84
Visual appeal	85
Ease of understanding	83
Tells me what I need to know	82
Short-Term Probabilistic Forecasts	79
Visual appeal	81
Ease of understanding	77
Tells me what I need to know	80
Satisfaction with Advanced Hydrologic Prediction Service	83
Satisfaction with AHPS	83
Satisfaction with NWS Hydrologic Services Program	75
Satisfaction with Hydrologic Services Program	79
Hydrologic Services Program compared to expectations	70
Hydrologic Services Program compared to ideal	74

National Weather Service - National Hydrologic Services Program
2013
Demographics

	2013	
	Percent	Frequency
Action taken when flood warnings are issued~		
Evacuate	12%	148
Move personal property	29%	374
Choose not to travel	33%	421
Travel but use alternative route	31%	393
Move to higher ground	21%	275
Seek additional info before taking action	57%	726
Wait until flooding occurs before taking action	4%	50
No action - location not in danger	30%	383
No action - do not trust accuracy of info	1%	12
Number of Respondents	1,280	

Number of flash flood occurrences to consider accurate		
0 or none	23%	296
1	25%	322
2	7%	93
3	6%	79
4	3%	44
5	11%	142
6	5%	58
7	7%	86
8	3%	41
9	1%	9
10	2%	21
No action	7%	89
Number of Respondents	1,280	

National Weather Service - National Hydrologic Services Program
2013
Demographics

	2013	
	Percent	Frequency
Number of flash flood misses to no longer consider accurate		
0 or none	21%	272
1	4%	54
2	3%	43
3	8%	101
4	5%	70
5	13%	172
6	4%	51
7	5%	67
8	6%	76
9	6%	74
10	16%	204
No action	8%	96
Number of Respondents	1,280	
Number of flood warnings issued		
Too many	8%	107
Too few	3%	43
Just about right	57%	730
Not concerned with warnings	15%	193
Not aware of warnings	16%	207
Number of Respondents	1,280	

National Weather Service - National Hydrologic Services Program
2013
Demographics

	2013	
	Percent	Frequency
Ability to overlay River Forecast Mapping Interface~		
Current river level	83%	1,063
Forecasted river level	78%	999
Observed precipitation	79%	1,011
Forecast precipitation	77%	990
Hazards	64%	816
Radar	69%	886
Satellite	41%	524
Flash flood guidance	36%	463
Climate outlooks	23%	294
Flood outlooks	48%	612
Severe weather outlooks	53%	683
Storm reports	48%	612
National Hurricane Center products	21%	263
Geographic overlays	66%	847
Federal agency overlays	27%	351
Snow depth	57%	730
Snow water equivalent	48%	614
River ice	31%	393
Soil moisture	45%	571
Evapotranspiration	22%	286
Water quality	27%	341
Runoff	42%	543
Groundwater	33%	419
Drought conditions	53%	673
Number of Respondents	1,280	
Preferred product names and headlines		
Current	63%	808
Proposed	31%	403
Neither	5%	69
Number of Respondents	1,280	
Aware of Advanced Hydrologic Prediction Service AHPS		
Aware of service	32%	410
Not aware of service	68%	870
Number of Respondents	1,280	

~ Total percentage may exceed 100 due to multiple responses

National Weather Service - National Climate Services Program
2013
Score Table

	2013
	Scores
Sample Size	2,837
New Interactive Display of 8-14 Day Extended Range Outlooks	83
Easy to understand	86
Easy to use	86
Eye-appealing	83
Timeliness	84
Usefulness	82
Organization of information	84
Location selection	82
Ability to select variables	81
Length of data record	82
Meets my needs	82

National Weather Service - National Climate Services Program
2013
Demographics

	2013	
	Percent	Frequency
Excessive Heat Watch-Warning outlook useful in decision-making~		
Days 3-7 into future	73%	1,660
Days 8-14 into future	39%	893
Not useful	12%	263
Number of Respondents	2,285	
Use climate products for info beyond one week		
Use products	43%	982
Do not use products	57%	1,303
Number of Respondents	2,285	
Use data tools for info on past weather		
Use tools	33%	754
Do not use tools	67%	1,531
Number of Respondents	2,285	
Usefulness of 3 Month Precipitation Outlook		
Useful	79%	1,815
Not useful	21%	470
Number of Respondents	2,285	
Aware of new 8-14 Day Extended Range Outlooks		
Aware	23%	529
Not aware	77%	1,747
Number of Respondents	2,276	
Would like to see other products using interactive displays		
Other products	88%	464
Not necessary	12%	65
Number of Respondents	529	
Requested info from local NWS office		
Contacted	7%	152
Not contacted	93%	2,133
Number of Respondents	2,285	

~ Total percentage may exceed 100 due to multiple responses

National Weather Service - National Climate Services Program
2013
Demographics

	2013	
	Percent	Frequency
Contacted Climate Prediction Center		
Contacted	3%	74
Not contacted	97%	2,211
Number of Respondents	2,285	
Time frames utilizing NWS products and services for health forecasting~		
Weather days 1-7	38%	864
Monthly days 8-31	15%	345
Seasonal	17%	397
Annual	6%	128
Inter-annual	1%	19
Not applicable	59%	1,337
Number of Respondents	2,285	

National Weather Service - Overall
2013
Region
Score Table

	Central Region		Eastern Region		Southern Region	
	2012	2013	2012	2013	2012	2013
Sample Size	5,595	9,236	4,747	6,415	2,899	5,796
Hazardous Services	86	89	86	88	87	89
Tornado Warnings	85	87	84	85	86	88
Severe Thunderstorm Warnings	87	89	86	88	87	90
Severe Thunderstorm Watch	--	89	--	88	--	90
Winter Storm Warnings	85	89	85	88	86	89
Hurricane Warnings	88	90	88	90	89	92
Flash Flood Warnings	86	88	85	87	86	89
River Flood Warnings	88	89	87	89	88	90
High Surf Warnings	88	90	88	90	89	91
Tsunami Warnings	84	88	86	87	84	86
Extreme Cold Warnings	90	92	89	91	89	92
Excessive Heat Warnings	90	93	90	92	91	93
Coastal Flood Warnings	--	89	--	88	--	89
Climate Hazards	--	86	--	86	--	87
Tornado Warnings	86	88	84	86	86	88
Ease of Understanding	89	94	88	92	89	94
Timeliness	85	87	85	85	86	86
Accuracy	81	77	79	75	82	80
Severe Thunderstorm Warnings	87	89	86	89	87	90
Ease of Understanding	90	94	90	93	90	95
Timeliness	87	90	86	89	87	90
Accuracy	83	81	82	81	84	84
Severe Thunderstorm Watch	--	90	--	89	--	91
Ease of Understanding	--	94	--	93	--	94
Timeliness	--	91	--	90	--	91
Accuracy	--	80	--	80	--	83
Flash Flood Warnings	86	88	85	88	86	89
Ease of Understanding	88	92	88	92	89	93
Timeliness	86	89	86	88	86	89
Accuracy	83	82	81	80	83	84
Tsunami Warnings	84	88	86	87	84	86
Ease of Understanding	86	92	88	91	86	90
Timeliness	85	88	85	86	84	86
Accuracy	79	77	81	76	78	78

National Weather Service - Overall
2013
Region
Score Table

	Central Region		Eastern Region		Southern Region	
	2012	2013	2012	2013	2012	2013
Sample Size	5,595	9,236	4,747	6,415	2,899	5,796
Hurricane Warnings	89	91	88	90	89	92
Ease of Understanding	90	93	90	93	91	95
Timeliness	90	93	89	93	91	94
Accuracy	85	84	83	83	84	85
Winter Storm Warnings	85	90	85	89	86	90
Ease of Understanding	89	94	89	93	89	93
Timeliness	86	92	86	92	87	92
Accuracy	78	78	79	78	80	81
River Flood Warnings	88	89	87	89	88	91
Ease of Understanding	89	92	89	91	89	93
Timeliness	88	90	87	90	88	91
Accuracy	86	86	85	85	87	87
Excessive Heat Warnings	90	93	90	92	91	93
Ease of Understanding	91	94	91	94	92	94
Timeliness	90	94	90	93	91	93
Accuracy	89	90	89	90	90	91
Extreme Cold Warnings	90	92	89	92	90	92
Ease of Understanding	91	94	91	94	91	94
Timeliness	90	93	90	93	90	93
Accuracy	88	88	87	88	88	88
High Surf Warnings	88	91	88	91	89	91
Ease of Understanding	88	92	89	92	90	93
Timeliness	88	91	88	91	89	92
Accuracy	87	87	86	87	88	88
Coastal Flood Warnings	--	89	--	89	--	90
Ease of Understanding	--	91	--	91	--	92
Timeliness	--	90	--	90	--	91
Accuracy	--	85	--	84	--	86
Climate Hazards	--	86	--	87	--	88
Ease of Understanding	--	88	--	89	--	90
Timeliness	--	88	--	89	--	89
Accuracy	--	82	--	83	--	84

National Weather Service - Overall
2013
Region
Score Table

	Central Region		Eastern Region		Southern Region	
	2012	2013	2012	2013	2012	2013
Sample Size	5,595	9,236	4,747	6,415	2,899	5,796
Weather-Sensitive Decision Making	--	87	--	88	--	88
Rely on NWS in making weather-sensitive decisions	--	87	--	88	--	88
User Support Services	90	88	90	89	91	90
Accessibility	88	86	88	88	90	87
Responsiveness	88	85	86	86	89	87
Subject-Matter Knowledge	92	92	92	93	92	93
Professionalism	92	92	93	93	93	94
Assisting in interpretation of weather-related information	89	88	89	90	91	90
Saving your organization money	--	75	--	78	--	79
Resolving a complaint	86	75	84	77	86	77
Dissemination Services - Website	--	84	--	85	--	86
Ease of locating information	82	83	83	83	84	83
Ease of understanding info	87	85	87	85	89	86
Information is up-to-date	87	86	89	88	89	88
Satellite Imagery display	--	83	--	84	--	85
Doppler Radar display	--	84	--	84	--	85
Dissemination Services - Automated	76	79	75	79	80	81
Ease locating data on servers	76	82	74	82	80	84
Ease of req add data to server	74	76	70	77	78	78
Ease of providing input	75	74	73	75	77	74
Ease of auto method	79	80	76	80	82	82
Usefulness of WEA Message	--	80	--	80	--	82
Usefulness of WEA message	--	80	--	80	--	82
Usefulness of NWS Presence	--	68	--	68	--	72
Usefulness of NWS presence on Facebook	--	77	--	76	--	79
Usefulness of NWS presence on Twitter	--	62	--	66	--	71
Usefulness of NWS presence on YouTube	--	44	--	41	--	49
Usefulness of NWS Graphical Summary	--	82	--	81	--	86
Usefulness of NWS graphical weather summaries on social media	--	82	--	81	--	86

National Weather Service - Overall
2013
Region
Score Table

	Central Region		Eastern Region		Southern Region	
	2012	2013	2012	2013	2012	2013
Sample Size	5,595	9,236	4,747	6,415	2,899	5,796
Effectiveness of Safety Campaigns	--	74	--	76	--	77
Effectiveness of Turn Around Don't Drown	--	80	--	81	--	83
Effectiveness of When Thunder Roars, Go Indoors!	--	69	--	71	--	71
Effectiveness of RIP CURRENTS - Break the Grip of the Rip!	--	72	--	75	--	75
Customer Satisfaction Index	84	82	84	82	85	83
Overall Satisfaction	88	87	88	88	89	88
Meets expectations	79	75	79	76	81	78
Compared to ideal	82	80	82	80	82	81
Likelihood Take Action	90	90	91	91	91	92
Likelihood take action on info	90	90	91	91	91	92
Likelihood to Use in Future	96	96	96	97	96	97
Likelihood use NWS in future	96	96	96	97	96	97
Likelihood to Recommend	93	92	93	92	94	93
Likelihood to recommend	93	92	93	92	94	93
Anticipated Use Over Next Year	--	93	--	93	--	93
Desktop-laptop computer	--	93	--	93	--	93
Mobile Device	--	60	--	58	--	64
Social Media	--	24	--	24	--	29
Direct Interaction w NWS Staff	--	11	--	11	--	14
NOAA Weather Radio All-Hazards	--	50	--	43	--	51
File transfer services	--	18	--	17	--	21
Level of Severity	--	24	--	22	--	25
Marginal	--	24	--	22	--	25
Slight	--	18	--	16	--	17
Critical	--	92	--	92	--	92
Enhanced	--	49	--	49	--	52
Elevated	--	55	--	55	--	56
Moderate	--	47	--	46	--	47
High	--	81	--	80	--	81

National Weather Service - Overall
2013
Region
Score Table

	Western Region		Alaska Region		Pacific Region	
	2012	2013	2012	2013	2012	2013
Sample Size	2,890	6,234	71	99	69	85
Hazardous Services	86	86	87	86	80	90
Tornado Warnings	85	85	88	87	76	88
Severe Thunderstorm Warnings	85	86	89	85	79	88
Severe Thunderstorm Watch	--	86	--	87	--	89
Winter Storm Warnings	85	87	87	88	83	89
Hurricane Warnings	88	90	91	87	81	90
Flash Flood Warnings	86	86	89	86	81	91
River Flood Warnings	87	87	87	87	81	89
High Surf Warnings	89	89	89	87	82	94
Tsunami Warnings	86	86	88	84	79	88
Extreme Cold Warnings	88	89	91	90	81	93
Excessive Heat Warnings	89	90	96	88	83	93
Coastal Flood Warnings	--	87	--	86	--	93
Climate Hazards	--	84	--	86	--	85
Tornado Warnings	85	86	88	87	76	88
Ease of Understanding	88	91	93	90	82	93
Timeliness	85	83	88	88	75	83
Accuracy	81	78	82	80	73	79
Severe Thunderstorm Warnings	85	87	89	86	79	89
Ease of Understanding	88	91	93	88	80	95
Timeliness	85	88	87	86	79	88
Accuracy	81	78	86	80	76	81
Severe Thunderstorm Watch	--	87	--	88	--	90
Ease of Understanding	--	91	--	89	--	94
Timeliness	--	88	--	89	--	90
Accuracy	--	78	--	81	--	82
Flash Flood Warnings	86	86	89	86	82	91
Ease of Understanding	89	91	90	89	84	96
Timeliness	86	87	87	88	82	93
Accuracy	81	78	88	80	78	83
Tsunami Warnings	86	86	88	85	79	89
Ease of Understanding	88	90	90	90	85	95
Timeliness	87	86	88	87	80	92
Accuracy	80	77	84	73	75	74

National Weather Service - Overall
2013
Region
Score Table

	Western Region		Alaska Region		Pacific Region	
	2012	2013	2012	2013	2012	2013
Sample Size	2,890	6,234	71	99	69	85
Hurricane Warnings	88	90	92	88	81	91
Ease of Understanding	90	92	95	90	82	95
Timeliness	89	91	90	90	83	95
Accuracy	85	84	86	77	78	80
Winter Storm Warnings	85	88	87	89	83	89
Ease of Understanding	89	91	92	93	86	93
Timeliness	86	90	87	92	83	89
Accuracy	80	79	81	78	80	81
River Flood Warnings	87	88	87	87	81	90
Ease of Understanding	88	90	90	90	83	94
Timeliness	87	89	86	88	80	89
Accuracy	85	82	86	83	81	81
Excessive Heat Warnings	89	90	96	88	83	93
Ease of Understanding	90	92	98	90	85	95
Timeliness	89	92	97	90	83	94
Accuracy	87	87	94	84	82	88
Extreme Cold Warnings	88	90	91	90	81	93
Ease of Understanding	90	92	93	93	83	97
Timeliness	88	91	90	93	81	93
Accuracy	86	84	89	82	80	87
High Surf Warnings	89	89	89	87	82	94
Ease of Understanding	91	91	91	88	82	95
Timeliness	89	91	88	88	83	96
Accuracy	87	85	91	86	80	89
Coastal Flood Warnings	--	88	--	86	--	93
Ease of Understanding	--	90	--	88	--	97
Timeliness	--	89	--	88	--	96
Accuracy	--	83	--	80	--	85
Climate Hazards	--	84	--	87	--	85
Ease of Understanding	--	86	--	91	--	88
Timeliness	--	86	--	90	--	86
Accuracy	--	79	--	76	--	76

National Weather Service - Overall
2013
Region
Score Table

	Western Region		Alaska Region		Pacific Region	
	2012	2013	2012	2013	2012	2013
Sample Size	2,890	6,234	71	99	69	85
Weather-Sensitive Decision Making	--	84	--	86	--	93
Rely on NWS in making weather-sensitive decisions	--	84	--	86	--	93
User Support Services	88	87	84	86	83	83
Accessibility	87	86	81	85	79	83
Responsiveness	86	84	86	81	74	78
Subject-Matter Knowledge	90	91	86	90	86	90
Professionalism	92	92	93	91	81	92
Assisting in interpretation of weather-related information	88	87	85	84	80	85
Saving your organization money	--	76	--	71	--	87
Resolving a complaint	81	70	81	43	71	81
Dissemination Services - Website	--	84	--	84	--	87
Ease of locating information	80	82	76	82	76	84
Ease of understanding info	87	84	86	87	81	87
Information is up-to-date	87	87	84	86	82	86
Satellite Imagery display	--	84	--	81	--	92
Doppler Radar display	--	83	--	78	--	89
Dissemination Services - Automated	74	76	100	68	73	72
Ease locating data on servers	73	79	--	68	78	64
Ease of req add data to server	72	73	--	56	81	78
Ease of providing input	72	70	--	61	52	72
Ease of auto method	77	78	100	76	78	84
Usefulness of WEA Message	--	77	--	81	--	80
Usefulness of WEA message	--	77	--	81	--	80
Usefulness of NWS Presence	--	67	--	62	--	88
Usefulness of NWS presence on Facebook	--	75	--	70	--	87
Usefulness of NWS presence on Twitter	--	60	--	59	--	92
Usefulness of NWS presence on YouTube	--	46	--	33	--	85
Usefulness of NWS Graphical Summary	--	81	--	75	--	84
Usefulness of NWS graphical weather summaries on social media	--	81	--	75	--	84

National Weather Service - Overall
2013
Region
Score Table

	Western Region		Alaska Region		Pacific Region	
	2012	2013	2012	2013	2012	2013
Sample Size	2,890	6,234	71	99	69	85
Effectiveness of Safety Campaigns	--	75	--	75	--	82
Effectiveness of Turn Around Don't Drown	--	78	--	78	--	87
Effectiveness of When Thunder Roars, Go Indoors!	--	71	--	70	--	72
Effectiveness of RIP CURRENTS - Break the Grip of the Rip!	--	74	--	76	--	81
Customer Satisfaction Index	83	81	79	79	80	81
Overall Satisfaction	88	86	85	85	84	87
Meets expectations	78	75	74	73	77	74
Compared to ideal	81	79	75	77	77	81
Likelihood Take Action	90	90	88	91	87	92
Likelihood take action on info	90	90	88	91	87	92
Likelihood to Use in Future	96	96	95	97	93	97
Likelihood use NWS in future	96	96	95	97	93	97
Likelihood to Recommend	93	92	90	94	88	92
Likelihood to recommend	93	92	90	94	88	92
Anticipated Use Over Next Year	--	93	--	93	--	95
Desktop-laptop computer	--	93	--	93	--	95
Mobile Device	--	54	--	54	--	49
Social Media	--	17	--	18	--	19
Direct Interaction w NWS Staff	--	9	--	13	--	7
NOAA Weather Radio All-Hazards	--	30	--	46	--	33
File transfer services	--	17	--	24	--	19
Level of Severity	--	21	--	23	--	20
Marginal	--	21	--	23	--	20
Slight	--	14	--	12	--	12
Critical	--	92	--	93	--	95
Enhanced	--	47	--	44	--	45
Elevated	--	53	--	55	--	55
Moderate	--	44	--	44	--	43
High	--	79	--	78	--	82

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	Central Region				Eastern Region			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Uses of NWS information~								
Agriculture	0%	0	18%	1,682	0%	0	14%	909
Aviation	0%	0	5%	436	0%	0	4%	274
Amateur Radio	0%	0	6%	560	0%	0	6%	375
Broadcast/Print Media	0%	0	3%	273	0%	0	3%	161
Commodities Markets	0%	0	2%	160	0%	0	1%	40
Consulting	0%	0	1%	120	0%	0	2%	98
Education	0%	0	7%	641	0%	0	7%	421
Health Services	0%	0	3%	245	0%	0	3%	172
Land Management Decisions	0%	0	8%	702	0%	0	5%	317
Marine	0%	0	2%	198	0%	0	4%	250
NWS Data Provider	0%	0	12%	1,097	0%	0	8%	543
Personal	0%	0	88%	8,153	0%	0	87%	5,605
Recreation	0%	0	58%	5,314	0%	0	58%	3,718
Research	0%	0	5%	463	0%	0	6%	366
Weather Enthusiast	0%	0	55%	5,050	0%	0	53%	3,384
Work-related decisions	0%	0	24%	2,174	0%	0	24%	1,541
Other	0%	0	7%	688	0%	0	8%	515
Number of Respondents		0		9,236		0		6,415
Type of Aviation								
Dispatcher	100%	4	4%	18	100%	4	5%	13
Comm Aircraft	0%	0	15%	65	0%	0	22%	61
Private Aircraft	0%	0	78%	339	0%	0	69%	188
Air Traffic Controller	0%	0	3%	14	0%	0	4%	12
Number of Respondents		4		436		4		274

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	Central Region				Eastern Region			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Information sources~								
NWS Web	93%	5,080	94%	8,686	93%	4,333	92%	5,927
Non-NWS Web	34%	1,869	31%	2,837	36%	1,657	35%	2,219
Mobile devices	42%	2,283	50%	4,594	37%	1,711	47%	3,017
Social Media	14%	745	14%	1,308	10%	481	15%	958
Email	17%	930	11%	979	16%	724	13%	812
Landline Telephone	0%	0	5%	434	0%	0	4%	287
Cell Phone	0%	0	20%	1,890	0%	0	17%	1,083
Local or cable TV	57%	3,111	58%	5,399	52%	2,415	56%	3,577
Commercial Radio	35%	1,885	28%	2,561	31%	1,449	26%	1,640
Satellite radio	4%	213	3%	269	4%	185	4%	238
Satellite TV	18%	970	14%	1,309	12%	574	10%	630
Newspaper	19%	1,055	16%	1,470	20%	910	18%	1,140
NOAA Weather Radio/All Hazards	50%	2,728	49%	4,548	39%	1,797	43%	2,735
NOAA Weather Wire	5%	283	3%	317	5%	215	3%	211
Family of Services (FOS)	3%	186	1%	104	4%	164	1%	74
Emerg Mgrs Weather Info Net	4%	243	4%	383	4%	173	5%	317
NOAAPort	4%	218	2%	182	4%	202	2%	137
World Area Forecast System	1%	80	1%	61	1%	66	1%	55
DUATS	2%	133	2%	156	2%	88	2%	109
Flight Services	4%	234	2%	216	4%	188	2%	159
U.S. Coast Guard Broadcasts	4%	228	1%	95	7%	338	2%	146
NAVTEX receiver	1%	30	0%	8	1%	32	0%	19
Immarsat-C SafetyNET	0%	9	0%	5	0%	10	0%	10
Radiofacsimile	1%	41	0%	5	1%	43	0%	9
Other	1%	62	4%	380	2%	85	6%	377
Number of Respondents		5,455		9,236		4,653		6,415
NOAANWS products used most often~								
Forecasts, outlooks, watches, warnings, alerts	0%	0	97%	8,959	0%	0	97%	6,195
Weather observations	0%	0	75%	6,909	0%	0	72%	4,644
Climate observations	0%	0	32%	2,963	0%	0	30%	1,956
Satellite data	0%	0	44%	4,031	0%	0	45%	2,857
Radar data	0%	0	86%	7,971	0%	0	79%	5,055
Computer weather model output	0%	0	36%	3,299	0%	0	37%	2,396
Weather outreach/educational materials	0%	0	8%	746	0%	0	9%	554
Other products	0%	0	4%	343	0%	0	5%	307
Number of Respondents		0		9,236		0		6,415

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	Central Region				Eastern Region			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Products familiar with~								
Tornado Warnings	0%	0	93%	8,575	0%	0	80%	5,128
Severe Thunderstorm Warnings	0%	0	98%	9,010	0%	0	97%	6,206
Severe Thunderstorm Watches	0%	0	96%	8,903	0%	0	96%	6,129
Flash Flood Warnings	0%	0	83%	7,635	0%	0	84%	5,410
Tsunami Warnings	0%	0	14%	1,297	0%	0	19%	1,189
Hurricane Warnings	0%	0	31%	2,890	0%	0	78%	5,011
Winter Storm Warnings	0%	0	97%	8,953	0%	0	95%	6,080
River Flood Warnings	0%	0	64%	5,867	0%	0	60%	3,831
Excessive Heat Warnings	0%	0	82%	7,536	0%	0	77%	4,927
Extreme Cold Warnings	0%	0	78%	7,176	0%	0	68%	4,368
High Surf Warnings	0%	0	14%	1,322	0%	0	29%	1,861
Coastal Flood Warnings	0%	0	15%	1,413	0%	0	47%	2,995
Climate Hazards	0%	0	49%	4,515	0%	0	40%	2,541
Don't know	0%	0	0%	37	0%	0	1%	51
Number of Respondents	0		9,236		0		6,415	
Likelihood of taking protective action if tornado warning issued								
Very Unlikely	0%	0	2%	184	0%	0	2%	123
Somewhat Unlikely	0%	0	3%	233	0%	0	3%	198
Somewhat Likely	0%	0	15%	1,349	0%	0	16%	1,024
Very Likely	0%	0	80%	7,414	0%	0	78%	5,008
Don't Know	0%	0	1%	56	0%	0	1%	62
Number of Respondents	0		9,236		0		6,415	
Reason for not taking action								
Do not believe I would be directly impacted by the tornado	0%	0	23%	94	0%	0	24%	77
Need to first see or hear tornado	0%	0	22%	91	0%	0	11%	36
Have never seen tornado damage in my area	0%	0	14%	57	0%	0	32%	102
Do not take tornado warnings seriously	0%	0	7%	30	0%	0	5%	17
Other	0%	0	35%	145	0%	0	28%	89
Number of Respondents	0		417		0		321	
Proximity of tornado before considering warning accurate								
1 mile or less	0%	0	5%	418	0%	0	6%	365
5 miles or less	0%	0	36%	3,332	0%	0	35%	2,255
10 miles or less	0%	0	39%	3,567	0%	0	37%	2,345
25 miles or less	0%	0	19%	1,709	0%	0	20%	1,279
Other	0%	0	2%	210	0%	0	3%	171
Number of Respondents	0		9,236		0		6,415	
Number of tornado warnings issued								
Too many tornado warnings	0%	0	9%	828	0%	0	6%	389
Too few tornado warnings	0%	0	4%	342	0%	0	3%	192
Just about right	0%	0	75%	6,965	0%	0	71%	4,538
Don't know	0%	0	12%	1,101	0%	0	20%	1,296
Number of Respondents	0		9,236		0		6,415	

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	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Impact of tornado not occurring when warning issued								
Same actions as did previously	0%	0	84%	7,727	0%	0	82%	5,268
Less likely to take same action	0%	0	11%	1,049	0%	0	11%	675
Don't know	0%	0	5%	460	0%	0	7%	472
Number of Respondents	0		9,236		0		6,415	
Heard the term Weather-Ready Nation								
Heard Weather-Ready Nation	0%	0	20%	1,851	0%	0	19%	1,218
Have not heard Weather-Ready Nation	0%	0	80%	7,385	0%	0	81%	5,197
Number of Respondents	0		9,236		0		6,415	
Have a hazardous weather safety plan								
Have a plan	66%	3,683	76%	7,009	52%	2,491	72%	4,610
Do not have a plan	34%	1,912	21%	1,954	48%	2,256	25%	1,583
Don't know	0%	0	3%	273	0%	0	3%	222
Number of Respondents	5,595		9,236		4,747		6,415	
Reason plan created~								
Friends and family	45%	1,664	54%	3,772	40%	985	50%	2,317
General desire to be prepared	83%	3,060	92%	6,426	83%	2,058	91%	4,218
An extreme weather event	40%	1,471	50%	3,480	47%	1,154	57%	2,614
Be a Force of Nature campaign	1%	39	2%	113	1%	19	1%	64
Weather-Ready Nation initiative	6%	232	4%	305	5%	130	4%	174
Other	10%	376	12%	837	12%	294	15%	682
Number of Respondents	3,673		7,009		2,474		4,610	
Main reason you do not have a plan								
Takes too much time	3%	64	4%	79	2%	44	3%	47
Too expensive	1%	16	3%	62	0%	11	3%	43
Not sure what to include	41%	778	44%	867	35%	795	40%	641
Don't think it's necessary	41%	781	30%	583	47%	1,051	36%	566
Other	14%	273	19%	363	16%	355	18%	286
Number of Respondents	1,912		1,954		2,256		1,583	
Plan includes hazardous weather emergency preparedness kit								
Includes kit	45%	2,524	41%	3,821	44%	2,095	47%	3,013
Does not include kit	55%	3,071	56%	5,151	56%	2,652	49%	3,172
Don't know	0%	0	3%	264	0%	0	4%	230
Number of Respondents	5,595		9,236		4,747		6,415	

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	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Reason kit created~								
Friends and family	37%	920	53%	2,018	31%	638	49%	1,479
General desire to be prepared	86%	2,150	93%	3,539	85%	1,767	92%	2,765
An extreme weather event	38%	943	51%	1,952	44%	925	60%	1,811
Be a Force of Nature campaign	2%	38	2%	69	1%	18	1%	42
Weather-Ready Nation initiative	8%	212	5%	181	7%	142	4%	129
Other	13%	338	13%	478	14%	300	14%	417
Number of Respondents		2,508		3,821		2,082		3,013
Main reason you do not have a kit								
Takes too much time	4%	122	4%	190	3%	86	3%	108
Too expensive	6%	188	6%	310	5%	136	6%	188
Not sure what to include	39%	1,184	41%	2,107	32%	836	36%	1,130
Don't think it's necessary	32%	977	30%	1,526	38%	1,008	31%	984
Other	20%	600	20%	1,018	22%	586	24%	762
Number of Respondents		3,071		5,151		2,652		3,172
NWS staff on-site at incident								
NWS staff on-site	0%	0	6%	184	0%	0	8%	158
No staff on-site	0%	0	62%	1,883	0%	0	62%	1,294
DK/NA	0%	0	32%	982	0%	0	31%	642
Number of Respondents		0		3,049		0		2,094
Require specific products and have automated methods								
Require specific products with automation	0%	0	8%	736	0%	0	7%	464
Do not require specific products with automation	0%	0	92%	8,500	0%	0	93%	5,951
Number of Respondents		0		9,236		0		6,415
Received WEA message on cell phone								
Received message	0%	0	25%	2,354	0%	0	30%	1,896
Did not receive message	0%	0	70%	6,479	0%	0	66%	4,217
Don't know	0%	0	4%	403	0%	0	5%	302
Number of Respondents		0		9,236		0		6,415
WEA message was first notification received								
First notification	0%	0	61%	1,434	0%	0	64%	1,215
Not first notification	0%	0	31%	721	0%	0	27%	515
Don't know	0%	0	8%	199	0%	0	9%	166
Number of Respondents		0		2,354		0		1,896
Understood WEA message								
Fully understood	0%	0	85%	1,993	0%	0	85%	1,618
Somewhat understood	0%	0	14%	340	0%	0	14%	268
Did not understand	0%	0	1%	21	0%	0	1%	10
Number of Respondents		0		2,354		0		1,896

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	Central Region				Eastern Region			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Beneficial enhancements to WEA message~								
More text containing details of warning	0%	0	41%	968	0%	0	40%	766
Accompanying graphic showing warning area	0%	0	60%	1,411	0%	0	60%	1,138
Accompanying graphic showing current location	0%	0	57%	1,346	0%	0	58%	1,098
Color representing urgency of warning	0%	0	37%	866	0%	0	42%	789
Color representing type of warning	0%	0	27%	643	0%	0	24%	453
Sound representing urgency of warning	0%	0	41%	961	0%	0	45%	850
Sound representing type of warning	0%	0	30%	702	0%	0	24%	454
Number of Respondents	0		2,354		0		1,896	
Facebook and Twitter during weather events~								
Do not use Facebook and Twitter for weather events	0%	0	71%	6,542	0%	0	69%	4,405
Read what others are posting or tweeting	0%	0	24%	2,182	0%	0	26%	1,679
Comment on what others are posting or tweeting	0%	0	16%	1,486	0%	0	17%	1,117
Write own posts or tweets	0%	0	17%	1,609	0%	0	18%	1,139
Number of Respondents	0		9,236		0		6,415	
Amount of social media content available								
Too little	0%	0	23%	616	0%	0	20%	410
Just about right	0%	0	48%	1,286	0%	0	45%	913
Too much	0%	0	1%	35	0%	0	1%	30
Don't know	0%	0	28%	757	0%	0	33%	657
Number of Respondents	0		2,694		0		2,010	
Promoted awareness campaigns~								
Heat Safety	0%	0	27%	811	0%	0	23%	478
Flood Safety	0%	0	23%	709	0%	0	28%	592
Lightning Safety	0%	0	32%	968	0%	0	30%	619
Severe Weather Safety	0%	0	49%	1,487	0%	0	42%	886
Rip Currents Safety	0%	0	3%	84	0%	0	6%	128
Hurricane Safety	0%	0	1%	38	0%	0	25%	526
Tsunami Safety	0%	0	0%	12	0%	0	2%	37
Winter Weather Safety	0%	0	42%	1,287	0%	0	39%	825
Wildfire Safety	0%	0	17%	524	0%	0	12%	243
None of the above	0%	0	41%	1,250	0%	0	43%	890
Number of Respondents	0		3,049		0		2,094	
Websites visited for weather safety~								
National Weather Service	0%	0	97%	8,913	0%	0	97%	6,221
FEMA	0%	0	12%	1,152	0%	0	18%	1,169
American Red Cross	0%	0	8%	731	0%	0	10%	613
Centers for Disease Control and Prevention	0%	0	4%	407	0%	0	6%	359
Commercial weather vendor	0%	0	58%	5,390	0%	0	61%	3,905
Other	0%	0	10%	900	0%	0	10%	653
Number of Respondents	0		9,236		0		6,415	

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	Central Region				Eastern Region			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Safe to drive through water when no Road Closed sign or police barricade								
True	0%	0	2%	170	0%	0	2%	127
False	0%	0	98%	9,066	0%	0	98%	6,288
Number of Respondents	0		9,236		0		6,415	
Not safe to drive when water is too deep to see road surface								
True	0%	0	96%	8,877	0%	0	96%	6,160
False	0%	0	4%	359	0%	0	4%	255
Number of Respondents	0		9,236		0		6,415	
Safe to drive through water slowly								
True	0%	0	4%	347	0%	0	4%	270
False	0%	0	96%	8,889	0%	0	96%	6,145
Number of Respondents	0		9,236		0		6,415	
Safe to drive through water in a large and heavy vehicle								
True	0%	0	3%	256	0%	0	3%	215
False	0%	0	97%	8,980	0%	0	97%	6,200
Number of Respondents	0		9,236		0		6,415	
Not safe to drive through swiftly moving water								
True	0%	0	97%	8,947	0%	0	97%	6,231
False	0%	0	3%	289	0%	0	3%	184
Number of Respondents	0		9,236		0		6,415	
When to seek shelter from lightning								
Distant lightning	0%	0	21%	1,897	0%	0	17%	1,084
Distant thunder	0%	0	53%	4,900	0%	0	60%	3,864
Nearby lightning	0%	0	16%	1,498	0%	0	12%	785
Loud thunder	0%	0	9%	786	0%	0	9%	586
Starts to rain	0%	0	2%	155	0%	0	1%	96
Number of Respondents	0		9,236		0		6,415	
Age								
Under 25 years	4%	221	3%	240	4%	174	3%	177
25 - 34 years	12%	598	11%	890	9%	400	9%	499
35 - 44 years	15%	774	13%	1,043	13%	544	12%	658
45 - 54 years	25%	1,281	23%	1,865	25%	1,052	23%	1,271
55 - 64 years	28%	1,410	30%	2,430	30%	1,294	30%	1,683
65 - 74 years	13%	647	16%	1,243	15%	629	18%	974
75 years and older	3%	169	4%	306	4%	164	5%	267
Number of Respondents	5,100		8,017		4,257		5,529	

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	Central Region				Eastern Region			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Gender								
Male	70%	3,854	66%	6,030	68%	3,145	65%	4,149
Female	30%	1,622	30%	2,741	32%	1,466	31%	1,944
Prefer not to answer	0%	0	4%	351	0%	0	4%	246
Number of Respondents	5,476		9,122		4,611		6,339	
Race								
White, Caucasian	96%	5,217	88%	7,993	95%	4,314	86%	5,457
Black, African American	0%	13	0%	25	1%	40	1%	43
Hispanic, Latino, or Spanish	1%	35	1%	52	1%	31	1%	47
Pacific Islander	0%	5	0%	6	0%	5	0%	3
Asian	0%	27	0%	33	1%	30	1%	42
American Indian/Native Indian or Alaska Native	0%	20	1%	52	1%	26	0%	20
Other	2%	104	2%	161	2%	98	2%	126
Prefer not to answer	0%	0	9%	804	0%	0	9%	594
Number of Respondents	5,421		9,126		4,544		6,332	
School completed								
12th grade or less (no diploma)	2%	122	2%	161	3%	123	2%	123
High school diploma or GED	9%	510	8%	769	8%	365	8%	478
Some college, no degree	21%	1,136	20%	1,799	18%	824	16%	1,013
Associate or technical degree	15%	810	14%	1,277	11%	523	11%	668
Bachelor's degree	29%	1,617	28%	2,555	28%	1,312	27%	1,722
Graduate degree/Professional degree	24%	1,307	24%	2,202	32%	1,503	32%	2,057
Prefer not to answer	0%	0	4%	392	0%	0	5%	292
Number of Respondents	5,502		9,155		4,650		6,353	
Interested in other areas~								
National Fire Weather Program	0%	0	5%	492	0%	0	3%	201
National Hurricane Center Program	0%	0	2%	177	0%	0	14%	879
National Hydrologic Services Program	0%	0	5%	499	0%	0	5%	329
National Climate Services Program	0%	0	10%	965	0%	0	9%	573
Do not wish to continue	0%	0	84%	7,739	0%	0	79%	5,048
Number of Respondents	0		9,236		0		6,415	

National Weather Service - Overall 2010
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	Southern Region				Western Region			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Uses of NWS information~								
Agriculture	0%	0	16%	934	0%	0	17%	1,060
Aviation	0%	0	6%	328	0%	0	5%	335
Amateur Radio	0%	0	8%	474	0%	0	4%	245
Broadcast/Print Media	0%	0	4%	211	0%	0	2%	126
Commodities Markets	0%	0	1%	54	0%	0	1%	38
Consulting	0%	0	1%	85	0%	0	1%	91
Education	0%	0	8%	458	0%	0	6%	396
Health Services	0%	0	3%	153	0%	0	2%	128
Land Management Decisions	0%	0	8%	486	0%	0	11%	682
Marine	0%	0	3%	188	0%	0	4%	227
NWS Data Provider	0%	0	11%	648	0%	0	5%	313
Personal	0%	0	87%	5,053	0%	0	88%	5,459
Recreation	0%	0	54%	3,118	0%	0	64%	4,005
Research	0%	0	6%	372	0%	0	6%	347
Weather Enthusiast	0%	0	57%	3,306	0%	0	52%	3,258
Work-related decisions	0%	0	24%	1,402	0%	0	21%	1,291
Other	0%	0	8%	457	0%	0	10%	607
Number of Respondents		0		5,796		0		6,234
Type of Aviation								
Dispatcher	100%	7	4%	13	100%	2	3%	9
Comm Aircraft	0%	0	23%	75	0%	0	18%	60
Private Aircraft	0%	0	69%	226	0%	0	77%	258
Air Traffic Controller	0%	0	4%	14	0%	0	2%	8
Number of Respondents		7		328		2		335

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	Southern Region				Western Region			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Information sources~								
NWS Web	92%	2,606	92%	5,342	94%	2,647	93%	5,778
Non-NWS Web	36%	1,015	33%	1,935	30%	844	29%	1,788
Mobile devices	44%	1,263	54%	3,126	32%	902	42%	2,631
Social Media	17%	469	20%	1,131	7%	184	9%	562
Email	21%	599	13%	769	10%	269	9%	534
Landline Telephone	0%	0	5%	295	0%	0	4%	264
Cell Phone	0%	0	24%	1,383	0%	0	14%	876
Local or cable TV	56%	1,590	59%	3,423	39%	1,109	43%	2,652
Commercial Radio	28%	795	22%	1,282	24%	665	20%	1,227
Satellite radio	5%	150	4%	223	4%	111	3%	185
Satellite TV	21%	583	18%	1,028	14%	405	13%	818
Newspaper	16%	462	14%	787	22%	629	19%	1,180
NOAA Weather Radio/All Hazards	46%	1,294	50%	2,902	24%	662	27%	1,708
NOAA Weather Wire	5%	148	4%	214	6%	157	4%	254
Family of Services (FOS)	5%	143	2%	94	4%	103	1%	93
Emerg Mgrs Weather Info Net	6%	165	6%	339	3%	79	3%	158
NOAAPort	4%	114	3%	153	5%	145	2%	146
World Area Forecast System	2%	50	1%	40	1%	39	1%	43
DUATS	2%	70	2%	103	2%	62	2%	110
Flight Services	5%	138	3%	173	4%	125	3%	159
U.S. Coast Guard Broadcasts	6%	169	2%	89	6%	172	2%	102
NAVTEX receiver	1%	24	0%	14	1%	22	0%	10
Immarsat-C SafetyNET	0%	14	0%	7	0%	7	0%	6
Radiofacsimile	1%	25	0%	9	1%	24	0%	13
Other	2%	51	6%	320	2%	65	7%	407
Number of Respondents		2,842		5,796		2,811		6,234
NOAANWS products used most often~								
Forecasts, outlooks, watches, warnings, alerts	0%	0	96%	5,545	0%	0	97%	6,016
Weather observations	0%	0	72%	4,190	0%	0	74%	4,637
Climate observations	0%	0	32%	1,862	0%	0	36%	2,241
Satellite data	0%	0	54%	3,126	0%	0	52%	3,266
Radar data	0%	0	88%	5,092	0%	0	65%	4,060
Computer weather model output	0%	0	43%	2,509	0%	0	32%	2,004
Weather outreach/educational materials	0%	0	11%	624	0%	0	7%	430
Other products	0%	0	5%	277	0%	0	5%	317
Number of Respondents		0		5,796		0		6,234

~ Total percentage may exceed 100 due to multiple responses

National Weather Service - Overall 2010
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	Southern Region				Western Region			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Products familiar with~								
Tornado Warnings	0%	0	90%	5,239	0%	0	36%	2,241
Severe Thunderstorm Warnings	0%	0	97%	5,639	0%	0	84%	5,215
Severe Thunderstorm Watches	0%	0	96%	5,563	0%	0	79%	4,937
Flash Flood Warnings	0%	0	86%	4,977	0%	0	70%	4,349
Tsunami Warnings	0%	0	18%	1,062	0%	0	33%	2,034
Hurricane Warnings	0%	0	69%	4,021	0%	0	29%	1,804
Winter Storm Warnings	0%	0	75%	4,354	0%	0	88%	5,462
River Flood Warnings	0%	0	57%	3,284	0%	0	56%	3,501
Excessive Heat Warnings	0%	0	77%	4,440	0%	0	69%	4,317
Extreme Cold Warnings	0%	0	54%	3,118	0%	0	61%	3,802
High Surf Warnings	0%	0	26%	1,534	0%	0	34%	2,094
Coastal Flood Warnings	0%	0	38%	2,180	0%	0	35%	2,185
Climate Hazards	0%	0	50%	2,914	0%	0	41%	2,540
Don't know	0%	0	0%	24	0%	0	2%	118
Number of Respondents	0		5,796		0		6,234	
Likelihood of taking protective action if tornado warning issued								
Very Unlikely	0%	0	2%	106	0%	0	3%	214
Somewhat Unlikely	0%	0	3%	152	0%	0	3%	175
Somewhat Likely	0%	0	12%	721	0%	0	12%	739
Very Likely	0%	0	82%	4,761	0%	0	79%	4,905
Don't Know	0%	0	1%	56	0%	0	3%	201
Number of Respondents	0		5,796		0		6,234	
Reason for not taking action								
Do not believe I would be directly impacted by the tornado	0%	0	21%	55	0%	0	15%	59
Need to first see or hear tornado	0%	0	16%	41	0%	0	6%	22
Have never seen tornado damage in my area	0%	0	18%	47	0%	0	50%	195
Do not take tornado warnings seriously	0%	0	5%	14	0%	0	1%	5
Other	0%	0	39%	101	0%	0	28%	108
Number of Respondents	0		258		0		389	
Proximity of tornado before considering warning accurate								
1 mile or less	0%	0	6%	361	0%	0	5%	293
5 miles or less	0%	0	38%	2,203	0%	0	30%	1,868
10 miles or less	0%	0	35%	2,039	0%	0	36%	2,247
25 miles or less	0%	0	18%	1,060	0%	0	24%	1,494
Other	0%	0	2%	133	0%	0	5%	332
Number of Respondents	0		5,796		0		6,234	
Number of tornado warnings issued								
Too many tornado warnings	0%	0	8%	441	0%	0	1%	52
Too few tornado warnings	0%	0	4%	235	0%	0	2%	98
Just about right	0%	0	76%	4,401	0%	0	54%	3,392
Don't know	0%	0	12%	719	0%	0	43%	2,692
Number of Respondents	0		5,796		0		6,234	

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National Weather Service - Overall 2010
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	Southern Region				Western Region			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Impact of tornado not occurring when warning issued								
Same actions as did previously	0%	0	87%	5,060	0%	0	71%	4,449
Less likely to take same action	0%	0	8%	474	0%	0	9%	569
Don't know	0%	0	5%	262	0%	0	20%	1,216
Number of Respondents		0		5,796		0		6,234
Heard the term Weather-Ready Nation								
Heard Weather-Ready Nation	0%	0	19%	1,128	0%	0	10%	638
Have not heard Weather-Ready Nation	0%	0	81%	4,668	0%	0	90%	5,596
Number of Respondents		0		5,796		0		6,234
Have a hazardous weather safety plan								
Have a plan	70%	2,042	82%	4,767	45%	1,309	65%	4,065
Do not have a plan	30%	857	16%	908	55%	1,581	31%	1,957
Don't know	0%	0	2%	121	0%	0	3%	212
Number of Respondents		2,899		5,796		2,890		6,234
Reason plan created~								
Friends and family	44%	895	56%	2,654	37%	484	48%	1,961
General desire to be prepared	82%	1,669	91%	4,334	84%	1,096	93%	3,765
An extreme weather event	51%	1,028	59%	2,802	36%	465	44%	1,798
Be a Force of Nature campaign	1%	17	1%	56	2%	24	1%	45
Weather-Ready Nation initiative	4%	90	4%	180	3%	40	3%	113
Other	13%	256	14%	674	14%	179	16%	659
Number of Respondents		2,033		4,767		1,301		4,065
Main reason you do not have a plan								
Takes too much time	3%	23	4%	33	2%	35	3%	62
Too expensive	1%	10	5%	49	0%	2	2%	45
Not sure what to include	38%	325	43%	391	34%	539	33%	642
Don't think it's necessary	42%	360	26%	238	48%	757	39%	758
Other	16%	139	22%	197	16%	248	23%	450
Number of Respondents		857		908		1,581		1,957
Plan includes hazardous weather emergency preparedness kit								
Includes kit	52%	1,518	52%	3,016	50%	1,444	50%	3,123
Does not include kit	48%	1,381	46%	2,644	50%	1,446	46%	2,871
Don't know	0%	0	2%	136	0%	0	4%	240
Number of Respondents		2,899		5,796		2,890		6,234

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	Southern Region				Western Region			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Reason kit created~								
Friends and family	33%	503	52%	1,576	32%	451	47%	1,477
General desire to be prepared	84%	1,265	92%	2,783	86%	1,233	93%	2,903
An extreme weather event	48%	732	62%	1,870	30%	426	43%	1,345
Be a Force of Nature campaign	1%	18	1%	38	1%	20	1%	39
Weather-Ready Nation initiative	7%	111	4%	125	3%	45	2%	69
Other	17%	254	14%	427	21%	294	17%	524
Number of Respondents		1,511		3,016		1,430		3,123
Main reason you do not have a kit								
Takes too much time	3%	44	3%	84	4%	55	3%	83
Too expensive	9%	120	9%	226	6%	91	5%	155
Not sure what to include	35%	481	39%	1,033	28%	409	33%	944
Don't think it's necessary	31%	427	28%	752	38%	553	37%	1,054
Other	22%	309	21%	549	23%	338	22%	635
Number of Respondents		1,381		2,644		1,446		2,871
NWS staff on-site at incident								
NWS staff on-site	0%	0	9%	179	0%	0	11%	214
No staff on-site	0%	0	57%	1,170	0%	0	55%	1,116
DK/NA	0%	0	34%	710	0%	0	34%	698
Number of Respondents		0		2,059		0		2,028
Require specific products and have automated methods								
Require specific products with automation	0%	0	10%	582	0%	0	6%	372
Do not require specific products with automation	0%	0	90%	5,214	0%	0	94%	5,862
Number of Respondents		0		5,796		0		6,234
Received WEA message on cell phone								
Received message	0%	0	27%	1,579	0%	0	18%	1,117
Did not receive message	0%	0	68%	3,944	0%	0	78%	4,859
Don't know	0%	0	5%	273	0%	0	4%	258
Number of Respondents		0		5,796		0		6,234
WEA message was first notification received								
First notification	0%	0	59%	932	0%	0	72%	803
Not first notification	0%	0	32%	505	0%	0	20%	223
Don't know	0%	0	9%	142	0%	0	8%	91
Number of Respondents		0		1,579		0		1,117
Understood WEA message								
Fully understood	0%	0	87%	1,369	0%	0	83%	931
Somewhat understood	0%	0	13%	204	0%	0	15%	165
Did not understand	0%	0	0%	6	0%	0	2%	21
Number of Respondents		0		1,579		0		1,117

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	Southern Region				Western Region			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Beneficial enhancements to WEA message~								
More text containing details of warning	0%	0	39%	621	0%	0	38%	420
Accompanying graphic showing warning area	0%	0	63%	997	0%	0	59%	656
Accompanying graphic showing current location	0%	0	61%	963	0%	0	56%	626
Color representing urgency of warning	0%	0	37%	586	0%	0	36%	397
Color representing type of warning	0%	0	29%	465	0%	0	17%	190
Sound representing urgency of warning	0%	0	46%	720	0%	0	38%	422
Sound representing type of warning	0%	0	33%	519	0%	0	17%	192
Number of Respondents	0		1,579		0		1,117	
Facebook and Twitter during weather events~								
Do not use Facebook and Twitter for weather events	0%	0	66%	3,818	0%	0	74%	4,620
Read what others are posting or tweeting	0%	0	27%	1,589	0%	0	21%	1,302
Comment on what others are posting or tweeting	0%	0	19%	1,126	0%	0	15%	928
Write own posts or tweets	0%	0	20%	1,186	0%	0	15%	924
Number of Respondents	0		5,796		0		6,234	
Amount of social media content available								
Too little	0%	0	24%	466	0%	0	18%	292
Just about right	0%	0	51%	999	0%	0	40%	645
Too much	0%	0	1%	24	0%	0	1%	15
Don't know	0%	0	25%	489	0%	0	41%	662
Number of Respondents	0		1,978		0		1,614	
Promoted awareness campaigns~								
Heat Safety	0%	0	34%	692	0%	0	27%	546
Flood Safety	0%	0	29%	600	0%	0	25%	499
Lightning Safety	0%	0	39%	798	0%	0	27%	546
Severe Weather Safety	0%	0	54%	1,114	0%	0	27%	555
Rip Currents Safety	0%	0	7%	136	0%	0	7%	139
Hurricane Safety	0%	0	22%	463	0%	0	2%	50
Tsunami Safety	0%	0	1%	30	0%	0	9%	188
Winter Weather Safety	0%	0	24%	502	0%	0	37%	750
Wildfire Safety	0%	0	25%	513	0%	0	46%	932
None of the above	0%	0	32%	657	0%	0	35%	705
Number of Respondents	0		2,059		0		2,028	
Websites visited for weather safety~								
National Weather Service	0%	0	97%	5,595	0%	0	96%	6,001
FEMA	0%	0	16%	939	0%	0	14%	858
American Red Cross	0%	0	9%	532	0%	0	8%	511
Centers for Disease Control and Prevention	0%	0	5%	312	0%	0	6%	343
Commercial weather vendor	0%	0	62%	3,588	0%	0	53%	3,306
Other	0%	0	13%	757	0%	0	12%	724
Number of Respondents	0		5,796		0		6,234	

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	Southern Region				Western Region			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Safe to drive through water when no Road Closed sign or police barricade								
True	0%	0	2%	101	0%	0	2%	137
False	0%	0	98%	5,695	0%	0	98%	6,097
Number of Respondents		0		5,796		0		6,234
Not safe to drive when water is too deep to see road surface								
True	0%	0	95%	5,535	0%	0	96%	5,956
False	0%	0	5%	261	0%	0	4%	278
Number of Respondents		0		5,796		0		6,234
Safe to drive through water slowly								
True	0%	0	4%	241	0%	0	5%	333
False	0%	0	96%	5,555	0%	0	95%	5,901
Number of Respondents		0		5,796		0		6,234
Safe to drive through water in a large and heavy vehicle								
True	0%	0	3%	193	0%	0	5%	292
False	0%	0	97%	5,603	0%	0	95%	5,942
Number of Respondents		0		5,796		0		6,234
Not safe to drive through swiftly moving water								
True	0%	0	97%	5,618	0%	0	97%	6,017
False	0%	0	3%	178	0%	0	3%	217
Number of Respondents		0		5,796		0		6,234
When to seek shelter from lightning								
Distant lightning	0%	0	18%	1,022	0%	0	19%	1,199
Distant thunder	0%	0	57%	3,322	0%	0	41%	2,572
Nearby lightning	0%	0	14%	793	0%	0	23%	1,439
Loud thunder	0%	0	10%	560	0%	0	15%	944
Starts to rain	0%	0	2%	99	0%	0	1%	80
Number of Respondents		0		5,796		0		6,234
Age								
Under 25 years	3%	87	2%	124	2%	46	1%	80
25 - 34 years	9%	227	9%	461	7%	172	6%	323
35 - 44 years	14%	366	12%	631	10%	259	11%	590
45 - 54 years	24%	635	22%	1,145	23%	586	20%	1,068
55 - 64 years	29%	764	30%	1,546	33%	861	34%	1,810
65 - 74 years	17%	439	19%	957	22%	563	23%	1,239
75 years and older	4%	109	4%	228	4%	106	5%	287
Number of Respondents		2,627		5,092		2,593		5,397

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	Southern Region				Western Region			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Gender								
Male	71%	1,998	69%	3,948	66%	1,852	62%	3,799
Female	29%	832	27%	1,569	34%	961	33%	2,052
Prefer not to answer	0%	0	4%	212	0%	0	5%	292
Number of Respondents	2,830		5,729		2,813		6,143	
Race								
White, Caucasian	93%	2,601	84%	4,800	92%	2,551	81%	4,990
Black, African American	1%	24	1%	40	0%	7	0%	13
Hispanic, Latino, or Spanish	2%	66	3%	163	1%	37	1%	67
Pacific Islander	0%	2	0%	4	0%	9	0%	14
Asian	0%	7	0%	22	1%	36	1%	42
American Indian/Native Indian or Alaska Native	1%	31	2%	90	1%	27	1%	60
Other	2%	55	2%	139	3%	94	4%	220
Prefer not to answer	0%	0	8%	469	0%	0	12%	749
Number of Respondents	2,786		5,727		2,761		6,155	
School completed								
12th grade or less (no diploma)	2%	66	2%	107	1%	26	1%	64
High school diploma or GED	8%	224	7%	420	4%	116	5%	303
Some college, no degree	22%	622	20%	1,162	19%	547	19%	1,185
Associate or technical degree	12%	353	13%	729	11%	323	12%	736
Bachelor's degree	30%	868	28%	1,627	32%	897	28%	1,745
Graduate degree/Professional degree	25%	719	25%	1,466	33%	932	30%	1,853
Prefer not to answer	0%	0	4%	244	0%	0	5%	288
Number of Respondents	2,852		5,755		2,841		6,174	
Interested in other areas~								
National Fire Weather Program	0%	0	5%	308	0%	0	14%	865
National Hurricane Center Program	0%	0	17%	977	0%	0	2%	154
National Hydrologic Services Program	0%	0	5%	311	0%	0	7%	412
National Climate Services Program	0%	0	9%	534	0%	0	12%	728
Do not wish to continue	0%	0	75%	4,330	0%	0	77%	4,785
Number of Respondents	0		5,796		0		6,234	

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	Alaska Region			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Uses of NWS information~				
Agriculture	0%	0	19%	19
Aviation	0%	0	25%	25
Amateur Radio	0%	0	6%	6
Broadcast/Print Media	0%	0	2%	2
Commodities Markets	0%	0	0%	0
Consulting	0%	0	1%	1
Education	0%	0	3%	3
Health Services	0%	0	2%	2
Land Management Decisions	0%	0	14%	14
Marine	0%	0	22%	22
NWS Data Provider	0%	0	8%	8
Personal	0%	0	86%	85
Recreation	0%	0	83%	82
Research	0%	0	6%	6
Weather Enthusiast	0%	0	46%	46
Work-related decisions	0%	0	32%	32
Other	0%	0	10%	10
Number of Respondents		0		99
Type of Aviation				
Dispatcher	0%	0	4%	1
Comm Aircraft	0%	0	28%	7
Private Aircraft	0%	0	68%	17
Air Traffic Controller	0%	0	0%	0
Number of Respondents		0		25

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	Alaska Region			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Information sources~				
NWS Web	86%	60	92%	91
Non-NWS Web	39%	27	22%	22
Mobile devices	46%	32	38%	38
Social Media	30%	21	6%	6
Email	7%	5	7%	7
Landline Telephone	0%	0	18%	18
Cell Phone	0%	0	24%	24
Local or cable TV	41%	29	32%	32
Commercial Radio	37%	26	25%	25
Satellite radio	1%	1	0%	0
Satellite TV	16%	11	6%	6
Newspaper	24%	17	19%	19
NOAA Weather Radio/All Hazards	30%	21	45%	45
NOAA Weather Wire	4%	3	4%	4
Family of Services (FOS)	1%	1	1%	1
Emerg Mgrs Weather Info Net	0%	0	0%	0
NOAAPort	3%	2	2%	2
World Area Forecast System	0%	0	1%	1
DUATS	0%	0	3%	3
Flight Services	9%	6	13%	13
U.S. Coast Guard Broadcasts	17%	12	15%	15
NAVTEX receiver	3%	2	1%	1
Immarsat-C SafetyNET	1%	1	0%	0
Radiofacsimile	1%	1	1%	1
Other	6%	4	14%	14
Number of Respondents		70		99
NOAANWS products used most often~				
Forecasts, outlooks, watches, warnings, alerts	0%	0	100%	99
Weather observations	0%	0	88%	87
Climate observations	0%	0	49%	49
Satellite data	0%	0	55%	54
Radar data	0%	0	59%	58
Computer weather model output	0%	0	34%	34
Weather outreach/educational materials	0%	0	7%	7
Other products	0%	0	14%	14
Number of Respondents		0		99

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	Alaska Region			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Products familiar with~				
Tornado Warnings	0%	0	30%	30
Severe Thunderstorm Warnings	0%	0	51%	50
Severe Thunderstorm Watches	0%	0	47%	47
Flash Flood Warnings	0%	0	60%	59
Tsunami Warnings	0%	0	75%	74
Hurricane Warnings	0%	0	37%	37
Winter Storm Warnings	0%	0	94%	93
River Flood Warnings	0%	0	79%	78
Excessive Heat Warnings	0%	0	31%	31
Extreme Cold Warnings	0%	0	77%	76
High Surf Warnings	0%	0	35%	35
Coastal Flood Warnings	0%	0	52%	51
Climate Hazards	0%	0	42%	42
Don't know	0%	0	1%	1
Number of Respondents	0		99	
Likelihood of taking protective action if tornado warning issued				
Very Unlikely	0%	0	8%	8
Somewhat Unlikely	0%	0	7%	7
Somewhat Likely	0%	0	11%	11
Very Likely	0%	0	68%	67
Don't Know	0%	0	6%	6
Number of Respondents	0		99	
Reason for not taking action				
Do not believe I would be directly impacted by the tornado	0%	0	20%	3
Need to first see or hear tornado	0%	0	0%	0
Have never seen tornado damage in my area	0%	0	33%	5
Do not take tornado warnings seriously	0%	0	0%	0
Other	0%	0	47%	7
Number of Respondents	0		15	
Proximity of tornado before considering warning accurate				
1 mile or less	0%	0	3%	3
5 miles or less	0%	0	20%	20
10 miles or less	0%	0	34%	34
25 miles or less	0%	0	24%	24
Other	0%	0	18%	18
Number of Respondents	0		99	
Number of tornado warnings issued				
Too many tornado warnings	0%	0	1%	1
Too few tornado warnings	0%	0	1%	1
Just about right	0%	0	53%	52
Don't know	0%	0	45%	45
Number of Respondents	0		99	

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	Alaska Region			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Impact of tornado not occurring when warning issued				
Same actions as did previously	0%	0	70%	69
Less likely to take same action	0%	0	3%	3
Don't know	0%	0	27%	27
Number of Respondents	0		99	
Heard the term Weather-Ready Nation				
Heard Weather-Ready Nation	0%	0	16%	16
Have not heard Weather-Ready Nation	0%	0	84%	83
Number of Respondents	0		99	
Have a hazardous weather safety plan				
Have a plan	52%	37	77%	76
Do not have a plan	48%	34	22%	22
Don't know	0%	0	1%	1
Number of Respondents	71		99	
Reason plan created~				
Friends and family	42%	15	49%	37
General desire to be prepared	92%	33	99%	75
An extreme weather event	44%	16	55%	42
Be a Force of Nature campaign	0%	0	3%	2
Weather-Ready Nation initiative	0%	0	3%	2
Other	25%	9	22%	17
Number of Respondents	36		76	
Main reason you do not have a plan				
Takes too much time	6%	2	5%	1
Too expensive	0%	0	0%	0
Not sure what to include	50%	17	45%	10
Don't think it's necessary	26%	9	36%	8
Other	18%	6	14%	3
Number of Respondents	34		22	
Plan includes hazardous weather emergency preparedness kit				
Includes kit	61%	43	61%	60
Does not include kit	39%	28	37%	37
Don't know	0%	0	2%	2
Number of Respondents	71		99	

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	Alaska Region			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Reason kit created-				
Friends and family	47%	20	45%	27
General desire to be prepared	91%	39	95%	57
An extreme weather event	42%	18	63%	38
Be a Force of Nature campaign	0%	0	3%	2
Weather-Ready Nation initiative	2%	1	0%	0
Other	21%	9	23%	14
Number of Respondents	43		60	
Main reason you do not have a kit				
Takes too much time	7%	2	3%	1
Too expensive	4%	1	11%	4
Not sure what to include	43%	12	35%	13
Don't think it's necessary	25%	7	27%	10
Other	21%	6	24%	9
Number of Respondents	28		37	
NWS staff on-site at incident				
NWS staff on-site	0%	0	8%	4
No staff on-site	0%	0	60%	31
DK/NA	0%	0	33%	17
Number of Respondents	0		52	
Require specific products and have automated methods				
Require specific products with automation	0%	0	7%	7
Do not require specific products with automation	0%	0	93%	92
Number of Respondents	0		99	
Received WEA message on cell phone				
Received message	0%	0	6%	6
Did not receive message	0%	0	91%	90
Don't know	0%	0	3%	3
Number of Respondents	0		99	
WEA message was first notification received				
First notification	0%	0	83%	5
Not first notification	0%	0	17%	1
Don't know	0%	0	0%	0
Number of Respondents	0		6	
Understood WEA message				
Fully understood	0%	0	83%	5
Somewhat understood	0%	0	17%	1
Did not understand	0%	0	0%	0
Number of Respondents	0		6	

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	Alaska Region			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Beneficial enhancements to WEA message~				
More text containing details of warning	0%	0	67%	4
Accompanying graphic showing warning area	0%	0	50%	3
Accompanying graphic showing current location	0%	0	17%	1
Color representing urgency of warning	0%	0	17%	1
Color representing type of warning	0%	0	33%	2
Sound representing urgency of warning	0%	0	33%	2
Sound representing type of warning	0%	0	33%	2
Number of Respondents		0		6
Facebook and Twitter during weather events~				
Do not use Facebook and Twitter for weather events	0%	0	75%	74
Read what others are posting or tweeting	0%	0	21%	21
Comment on what others are posting or tweeting	0%	0	13%	13
Write own posts or tweets	0%	0	11%	11
Number of Respondents		0		99
Amount of social media content available				
Too little	0%	0	20%	5
Just about right	0%	0	40%	10
Too much	0%	0	4%	1
Don't know	0%	0	36%	9
Number of Respondents		0		25
Promoted awareness campaigns~				
Heat Safety	0%	0	10%	5
Flood Safety	0%	0	21%	11
Lightning Safety	0%	0	12%	6
Severe Weather Safety	0%	0	31%	16
Rip Currents Safety	0%	0	4%	2
Hurricane Safety	0%	0	6%	3
Tsunami Safety	0%	0	31%	16
Winter Weather Safety	0%	0	50%	26
Wildfire Safety	0%	0	40%	21
None of the above	0%	0	38%	20
Number of Respondents		0		52
Websites visited for weather safety~				
National Weather Service	0%	0	96%	95
FEMA	0%	0	11%	11
American Red Cross	0%	0	8%	8
Centers for Disease Control and Prevention	0%	0	6%	6
Commercial weather vendor	0%	0	42%	42
Other	0%	0	14%	14
Number of Respondents		0		99

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	Alaska Region			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Safe to drive through water when no Road Closed sign or police barricade				
True	0%	0	2%	2
False	0%	0	98%	97
Number of Respondents	0		99	
Not safe to drive when water is too deep to see road surface				
True	0%	0	92%	91
False	0%	0	8%	8
Number of Respondents	0		99	
Safe to drive through water slowly				
True	0%	0	6%	6
False	0%	0	94%	93
Number of Respondents	0		99	
Safe to drive through water in a large and heavy vehicle				
True	0%	0	3%	3
False	0%	0	97%	96
Number of Respondents	0		99	
Not safe to drive through swiftly moving water				
True	0%	0	96%	95
False	0%	0	4%	4
Number of Respondents	0		99	
When to seek shelter from lightning				
Distant lightning	0%	0	17%	17
Distant thunder	0%	0	42%	42
Nearby lightning	0%	0	22%	22
Loud thunder	0%	0	18%	18
Starts to rain	0%	0	0%	0
Number of Respondents	0		99	
Age				
Under 25 years	2%	1	1%	1
25 - 34 years	11%	7	10%	9
35 - 44 years	12%	8	7%	6
45 - 54 years	24%	16	20%	17
55 - 64 years	36%	24	40%	34
65 - 74 years	15%	10	21%	18
75 years and older	0%	0	1%	1
Number of Respondents	66		86	

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	Alaska Region			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Gender				
Male	58%	40	63%	62
Female	42%	29	31%	30
Prefer not to answer	0%	0	6%	6
Number of Respondents	69		98	
Race				
White, Caucasian	91%	61	76%	75
Black, African American	1%	1	1%	1
Hispanic, Latino, or Spanish	0%	0	0%	0
Pacific Islander	0%	0	0%	0
Asian	0%	0	0%	0
American Indian/Native Indian or Alaska Native	3%	2	2%	2
Other	4%	3	7%	7
Prefer not to answer	0%	0	14%	14
Number of Respondents	67		99	
School completed				
12th grade or less (no diploma)	4%	3	2%	2
High school diploma or GED	4%	3	9%	9
Some college, no degree	18%	12	14%	14
Associate or technical degree	9%	6	13%	13
Bachelor's degree	32%	22	26%	26
Graduate degree/Professional degree	32%	22	30%	30
Prefer not to answer	0%	0	5%	5
Number of Respondents	68		99	
Interested in other areas~				
National Fire Weather Program	0%	0	8%	8
National Hurricane Center Program	0%	0	4%	4
National Hydrologic Services Program	0%	0	12%	12
National Climate Services Program	0%	0	15%	15
Do not wish to continue	0%	0	79%	78
Number of Respondents	0		99	

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	Pacific Region			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Uses of NWS information~				
Agriculture	0%	0	16%	14
Aviation	0%	0	6%	5
Amateur Radio	0%	0	4%	3
Broadcast/Print Media	0%	0	1%	1
Commodities Markets	0%	0	1%	1
Consulting	0%	0	0%	0
Education	0%	0	8%	7
Health Services	0%	0	1%	1
Land Management Decisions	0%	0	9%	8
Marine	0%	0	8%	7
NWS Data Provider	0%	0	6%	5
Personal	0%	0	87%	74
Recreation	0%	0	62%	53
Research	0%	0	11%	9
Weather Enthusiast	0%	0	53%	45
Work-related decisions	0%	0	22%	19
Other	0%	0	13%	11
Number of Respondents		0		85
Type of Aviation				
Dispatcher	0%	0	0%	0
Comm Aircraft	0%	0	20%	1
Private Aircraft	0%	0	60%	3
Air Traffic Controller	0%	0	20%	1
Number of Respondents		0		5

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	Pacific Region			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Information sources~				
NWS Web	93%	62	94%	80
Non-NWS Web	30%	20	33%	28
Mobile devices	37%	25	40%	34
Social Media	13%	9	7%	6
Email	18%	12	13%	11
Landline Telephone	0%	0	5%	4
Cell Phone	0%	0	11%	9
Local or cable TV	52%	35	51%	43
Commercial Radio	28%	19	16%	14
Satellite radio	0%	0	4%	3
Satellite TV	4%	3	4%	3
Newspaper	24%	16	16%	14
NOAA Weather Radio/All Hazards	25%	17	26%	22
NOAA Weather Wire	6%	4	5%	4
Family of Services (FOS)	3%	2	2%	2
Emerg Mgrs Weather Info Net	4%	3	2%	2
NOAAPort	7%	5	1%	1
World Area Forecast System	3%	2	0%	0
DUATS	3%	2	2%	2
Flight Services	3%	2	0%	0
U.S. Coast Guard Broadcasts	9%	6	4%	3
NAVTEX receiver	1%	1	0%	0
Immarsat-C SafetyNET	0%	0	0%	0
Radiofacsimile	0%	0	0%	0
Other	6%	4	8%	7
Number of Respondents		67		85
NOAANWS products used most often~				
Forecasts, outlooks, watches, warnings, alerts	0%	0	98%	83
Weather observations	0%	0	71%	60
Climate observations	0%	0	33%	28
Satellite data	0%	0	68%	58
Radar data	0%	0	72%	61
Computer weather model output	0%	0	48%	41
Weather outreach/educational materials	0%	0	14%	12
Other products	0%	0	2%	2
Number of Respondents		0		85

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	Pacific Region			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Products familiar with~				
Tornado Warnings	0%	0	25%	21
Severe Thunderstorm Warnings	0%	0	68%	58
Severe Thunderstorm Watches	0%	0	69%	59
Flash Flood Warnings	0%	0	91%	77
Tsunami Warnings	0%	0	98%	83
Hurricane Warnings	0%	0	96%	82
Winter Storm Warnings	0%	0	39%	33
River Flood Warnings	0%	0	25%	21
Excessive Heat Warnings	0%	0	31%	26
Extreme Cold Warnings	0%	0	14%	12
High Surf Warnings	0%	0	89%	76
Coastal Flood Warnings	0%	0	65%	55
Climate Hazards	0%	0	32%	27
Don't know	0%	0	0%	0
Number of Respondents	0		85	
Likelihood of taking protective action if tornado warning issued				
Very Unlikely	0%	0	0%	0
Somewhat Unlikely	0%	0	1%	1
Somewhat Likely	0%	0	6%	5
Very Likely	0%	0	89%	76
Don't Know	0%	0	4%	3
Number of Respondents	0		85	
Reason for not taking action				
Do not believe I would be directly impacted by the tornado	0%	0	0%	0
Need to first see or hear tornado	0%	0	0%	0
Have never seen tornado damage in my area	0%	0	0%	0
Do not take tornado warnings seriously	0%	0	0%	0
Other	0%	0	100%	1
Number of Respondents	0		1	
Proximity of tornado before considering warning accurate				
1 mile or less	0%	0	1%	1
5 miles or less	0%	0	39%	33
10 miles or less	0%	0	32%	27
25 miles or less	0%	0	21%	18
Other	0%	0	7%	6
Number of Respondents	0		85	
Number of tornado warnings issued				
Too many tornado warnings	0%	0	0%	0
Too few tornado warnings	0%	0	1%	1
Just about right	0%	0	49%	42
Don't know	0%	0	49%	42
Number of Respondents	0		85	

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	Pacific Region			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Impact of tornado not occurring when warning issued				
Same actions as did previously	0%	0	68%	58
Less likely to take same action	0%	0	11%	9
Don't know	0%	0	21%	18
Number of Respondents	0		85	
Heard the term Weather-Ready Nation				
Heard Weather-Ready Nation	0%	0	12%	10
Have not heard Weather-Ready Nation	0%	0	88%	75
Number of Respondents	0		85	
Have a hazardous weather safety plan				
Have a plan	65%	45	80%	68
Do not have a plan	35%	24	20%	17
Don't know	0%	0	0%	0
Number of Respondents	69		85	
Reason plan created~				
Friends and family	38%	17	51%	35
General desire to be prepared	87%	39	91%	62
An extreme weather event	40%	18	54%	37
Be a Force of Nature campaign	0%	0	1%	1
Weather-Ready Nation initiative	0%	0	3%	2
Other	18%	8	12%	8
Number of Respondents	45		68	
Main reason you do not have a plan				
Takes too much time	0%	0	0%	0
Too expensive	0%	0	0%	0
Not sure what to include	42%	10	47%	8
Don't think it's necessary	29%	7	47%	8
Other	29%	7	6%	1
Number of Respondents	24		17	
Plan includes hazardous weather emergency preparedness kit				
Includes kit	72%	50	65%	55
Does not include kit	28%	19	32%	27
Don't know	0%	0	4%	3
Number of Respondents	69		85	

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	Pacific Region			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Reason kit created~				
Friends and family	32%	16	55%	30
General desire to be prepared	86%	43	98%	54
An extreme weather event	34%	17	62%	34
Be a Force of Nature campaign	0%	0	0%	0
Weather-Ready Nation initiative	8%	4	7%	4
Other	24%	12	15%	8
Number of Respondents	50		55	
Main reason you do not have a kit				
Takes too much time	0%	0	0%	0
Too expensive	16%	3	7%	2
Not sure what to include	26%	5	30%	8
Don't think it's necessary	32%	6	33%	9
Other	26%	5	30%	8
Number of Respondents	19		27	
NWS staff on-site at incident				
NWS staff on-site	0%	0	13%	4
No staff on-site	0%	0	53%	16
DK/NA	0%	0	33%	10
Number of Respondents	0		30	
Require specific products and have automated methods				
Require specific products with automation	0%	0	6%	5
Do not require specific products with automation	0%	0	94%	80
Number of Respondents	0		85	
Received WEA message on cell phone				
Received message	0%	0	21%	18
Did not receive message	0%	0	76%	65
Don't know	0%	0	2%	2
Number of Respondents	0		85	
WEA message was first notification received				
First notification	0%	0	50%	9
Not first notification	0%	0	44%	8
Don't know	0%	0	6%	1
Number of Respondents	0		18	
Understood WEA message				
Fully understood	0%	0	94%	17
Somewhat understood	0%	0	6%	1
Did not understand	0%	0	0%	0
Number of Respondents	0		18	

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	Pacific Region			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Beneficial enhancements to WEA message~				
More text containing details of warning	0%	0	44%	8
Accompanying graphic showing warning area	0%	0	61%	11
Accompanying graphic showing current location	0%	0	56%	10
Color representing urgency of warning	0%	0	33%	6
Color representing type of warning	0%	0	17%	3
Sound representing urgency of warning	0%	0	61%	11
Sound representing type of warning	0%	0	28%	5
Number of Respondents	0		18	
Facebook and Twitter during weather events~				
Do not use Facebook and Twitter for weather events	0%	0	79%	67
Read what others are posting or tweeting	0%	0	16%	14
Comment on what others are posting or tweeting	0%	0	8%	7
Write own posts or tweets	0%	0	11%	9
Number of Respondents	0		85	
Amount of social media content available				
Too little	0%	0	22%	4
Just about right	0%	0	56%	10
Too much	0%	0	0%	0
Don't know	0%	0	22%	4
Number of Respondents	0		18	
Promoted awareness campaigns~				
Heat Safety	0%	0	3%	1
Flood Safety	0%	0	40%	12
Lightning Safety	0%	0	23%	7
Severe Weather Safety	0%	0	33%	10
Rip Currents Safety	0%	0	30%	9
Hurricane Safety	0%	0	60%	18
Tsunami Safety	0%	0	73%	22
Winter Weather Safety	0%	0	7%	2
Wildfire Safety	0%	0	13%	4
None of the above	0%	0	27%	8
Number of Respondents	0		30	
Websites visited for weather safety~				
National Weather Service	0%	0	98%	83
FEMA	0%	0	18%	15
American Red Cross	0%	0	14%	12
Centers for Disease Control and Prevention	0%	0	5%	4
Commercial weather vendor	0%	0	46%	39
Other	0%	0	21%	18
Number of Respondents	0		85	

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	Pacific Region			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Safe to drive through water when no Road Closed sign or police barricade				
True	0%	0	2%	2
False	0%	0	98%	83
Number of Respondents	0		85	
Not safe to drive when water is too deep to see road surface				
True	0%	0	95%	81
False	0%	0	5%	4
Number of Respondents	0		85	
Safe to drive through water slowly				
True	0%	0	7%	6
False	0%	0	93%	79
Number of Respondents	0		85	
Safe to drive through water in a large and heavy vehicle				
True	0%	0	4%	3
False	0%	0	96%	82
Number of Respondents	0		85	
Not safe to drive through swiftly moving water				
True	0%	0	99%	84
False	0%	0	1%	1
Number of Respondents	0		85	
When to seek shelter from lightning				
Distant lightning	0%	0	27%	23
Distant thunder	0%	0	41%	35
Nearby lightning	0%	0	21%	18
Loud thunder	0%	0	7%	6
Starts to rain	0%	0	4%	3
Number of Respondents	0		85	
Age				
Under 25 years	2%	1	0%	0
25 - 34 years	6%	4	5%	4
35 - 44 years	14%	9	8%	6
45 - 54 years	25%	16	20%	15
55 - 64 years	34%	22	36%	27
65 - 74 years	14%	9	26%	19
75 years and older	6%	4	4%	3
Number of Respondents	65		74	

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	Pacific Region			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Gender				
Male	66%	45	62%	53
Female	34%	23	34%	29
Prefer not to answer	0%	0	4%	3
Number of Respondents	68		85	
Race				
White, Caucasian	62%	43	71%	60
Black, African American	0%	0	0%	0
Hispanic, Latino, or Spanish	3%	2	1%	1
Pacific Islander	12%	8	2%	2
Asian	19%	13	7%	6
American Indian/Native Indian or Alaska Native	1%	1	0%	0
Other	3%	2	1%	1
Prefer not to answer	0%	0	18%	15
Number of Respondents	69		85	
School completed				
12th grade or less (no diploma)	0%	0	1%	1
High school diploma or GED	4%	3	4%	3
Some college, no degree	19%	13	18%	15
Associate or technical degree	4%	3	9%	8
Bachelor's degree	41%	28	27%	23
Graduate degree/Professional degree	32%	22	38%	32
Prefer not to answer	0%	0	4%	3
Number of Respondents	69		85	
Interested in other areas~				
National Fire Weather Program	0%	0	1%	1
National Hurricane Center Program	0%	0	31%	26
National Hydrologic Services Program	0%	0	5%	4
National Climate Services Program	0%	0	11%	9
Do not wish to continue	0%	0	66%	56
Number of Respondents	0		85	

National Weather Service - Overall
2013
Uses of NWS information-
Score Table

	Agriculture	Aviation	Amateur Radio	Broadcast/Print Media	Commodities Markets	Consulting	Education	Health Services
	2013	2013	2013	2013	2013	2013	2013	2013
Sample Size	4,630	1,410	1,671	780	295	397	1,935	707
Hazardous Services	87	87	90	87	86	86	89	89
Tornado Warnings	85	86	88	87	84	85	87	87
Severe Thunderstorm Warnings	87	88	90	88	87	87	89	89
Severe Thunderstorm Watch	88	88	90	89	87	87	90	89
Winter Storm Warnings	88	88	90	88	87	87	89	89
Hurricane Warnings	90	90	92	89	88	89	90	89
Flash Flood Warnings	87	86	89	87	84	85	88	88
River Flood Warnings	88	87	90	87	87	86	89	88
High Surf Warnings	90	88	91	88	88	89	89	90
Tsunami Warnings	85	85	87	83	82	83	86	85
Extreme Cold Warnings	90	90	91	90	88	88	91	91
Excessive Heat Warnings	91	91	93	91	91	91	93	92
Coastal Flood Warnings	88	87	90	86	85	86	89	88
Climate Hazards	85	84	88	86	84	83	87	85
Tornado Warnings	86	87	89	87	85	86	88	87
Ease of Understanding	93	93	95	94	92	93	94	93
Timeliness	84	85	88	86	84	84	86	86
Accuracy	76	77	79	79	73	78	79	79
Severe Thunderstorm Warnings	88	88	90	89	87	87	90	90
Ease of Understanding	94	93	95	93	93	92	94	94
Timeliness	88	88	90	89	88	87	89	89
Accuracy	79	80	83	82	79	80	83	83
Severe Thunderstorm Watch	88	88	91	89	88	88	90	90
Ease of Understanding	93	93	95	94	93	92	94	94
Timeliness	89	89	92	90	89	89	91	90
Accuracy	79	80	83	81	78	80	82	82
Flash Flood Warnings	88	87	90	88	85	86	89	88
Ease of Understanding	92	92	94	92	90	91	93	92
Timeliness	88	87	90	87	85	85	88	88
Accuracy	80	79	84	82	77	80	82	83
Tsunami Warnings	86	85	87	83	83	83	86	86
Ease of Understanding	91	90	91	87	87	88	90	90
Timeliness	85	84	86	82	83	84	85	84
Accuracy	76	76	80	77	76	76	76	77
Hurricane Warnings	91	90	92	90	89	90	91	90
Ease of Understanding	93	93	95	92	92	92	93	93
Timeliness	92	92	94	92	90	91	92	91
Accuracy	83	82	86	83	82	83	84	83

National Weather Service - Overall
2013
Uses of NWS information-
Score Table

	Agriculture	Aviation	Amateur Radio	Broadcast/Print Media	Commodities Markets	Consulting	Education	Health Services
	2013	2013	2013	2013	2013	2013	2013	2013
Sample Size	4,630	1,410	1,671	780	295	397	1,935	707
Winter Storm Warnings	89	88	90	88	88	88	90	90
Ease of Understanding	93	93	94	92	92	92	94	94
Timeliness	91	91	92	90	90	89	92	92
Accuracy	78	77	80	79	77	80	81	81
River Flood Warnings	89	87	90	88	87	87	90	88
Ease of Understanding	92	90	93	89	89	89	92	91
Timeliness	89	88	91	88	88	87	90	89
Accuracy	84	83	86	85	84	84	85	85
Excessive Heat Warnings	92	91	93	91	91	91	93	92
Ease of Understanding	94	93	94	92	93	92	94	94
Timeliness	92	91	93	92	90	91	93	93
Accuracy	88	88	90	88	88	89	91	90
Extreme Cold Warnings	91	91	92	90	89	89	92	91
Ease of Understanding	93	93	94	91	91	90	93	93
Timeliness	92	92	93	91	89	89	92	92
Accuracy	86	86	88	87	84	85	88	87
High Surf Warnings	90	89	91	89	88	89	90	91
Ease of Understanding	92	91	94	91	90	91	91	92
Timeliness	91	90	91	90	88	90	89	91
Accuracy	86	85	87	85	85	87	86	87
Coastal Flood Warnings	89	87	90	86	86	86	89	88
Ease of Understanding	91	90	92	88	88	88	91	90
Timeliness	89	89	90	87	86	87	90	88
Accuracy	83	82	86	82	81	81	84	84
Climate Hazards	85	85	89	86	84	84	87	86
Ease of Understanding	88	88	91	89	87	86	89	88
Timeliness	87	87	90	87	85	85	89	87
Accuracy	80	79	83	82	79	79	83	82
Weather-Sensitive Decision Making	86	86	90	87	86	85	87	88
Rely on NWS in making weather-sensitive decisions	86	86	90	87	86	85	87	88
User Support Services	87	87	90	89	84	87	89	88
Accessibility	85	84	87	88	82	85	87	87
Responsiveness	83	84	87	86	80	84	86	86
Subject-Matter Knowledge	91	91	94	92	87	92	93	92
Professionalism	92	92	94	93	89	91	93	92
Assisting in interpretation of weather-related information	87	87	91	89	83	88	89	88
Saving your organization money	73	75	81	80	70	76	77	75
Resolving a complaint	71	74	79	78	70	73	77	77

National Weather Service - Overall
2013
Uses of NWS information-
Score Table

	Agriculture	Aviation	Amateur Radio	Broadcast/Print Media	Commodities Markets	Consulting	Education	Health Services
	2013	2013	2013	2013	2013	2013	2013	2013
Sample Size	4,630	1,410	1,671	780	295	397	1,935	707
Dissemination Services - Website	85	84	86	84	84	85	86	87
Ease of locating information	83	82	84	81	82	81	84	86
Ease of understanding info	86	85	87	85	85	85	87	87
Information is up-to-date	87	86	88	86	85	87	89	89
Satellite Imagery display	84	84	87	82	84	84	85	86
Doppler Radar display	84	84	86	83	83	85	85	87
Dissemination Services - Automated	79	76	80	78	75	76	82	86
Ease locating data on servers	83	80	81	81	76	81	83	88
Ease of req add data to server	76	74	77	77	74	71	79	83
Ease of providing input	71	68	73	73	68	67	77	82
Ease of auto method	81	79	83	82	75	78	84	88
Usefulness of WEA Message	80	82	81	82	80	84	85	83
Usefulness of WEA message	80	82	81	82	80	84	85	83
Usefulness of NWS Presence	65	70	74	72	64	71	73	74
Usefulness of NWS presence on Facebook	74	76	80	80	68	77	81	80
Usefulness of NWS presence on Twitter	56	69	75	76	66	71	69	71
Usefulness of NWS presence on YouTube	44	52	56	51	47	57	51	58
Usefulness of NWS Graphical Summary	81	82	86	84	80	82	85	85
Usefulness of NWS graphical weather summaries on social media	81	82	86	84	80	82	85	85
Effectiveness of Safety Campaigns	75	73	78	78	73	74	78	79
Effectiveness of Turn Around Don't Drown	80	78	83	83	79	80	82	83
Effectiveness of When Thunder Roars, Go Indoors!	69	66	74	74	67	69	73	76
Effectiveness of RIP CURRENTS - Break the Grip of the Rip	74	74	74	71	72	73	76	77
Customer Satisfaction Index	81	81	84	81	80	80	83	84
Overall Satisfaction	87	87	89	86	85	86	88	89
Meets expectations	75	75	78	75	74	75	77	78
Compared to ideal	79	78	81	78	78	77	81	82
Likelihood Take Action	90	90	92	90	89	90	92	92
Likelihood take action on info	90	90	92	90	89	90	92	92
Likelihood to Use in Future	96	96	97	96	96	96	96	96
Likelihood use NWS in future	96	96	97	96	96	96	96	96
Likelihood to Recommend	92	93	94	92	91	93	94	94
Likelihood to recommend	92	93	94	92	91	93	94	94
Anticipated Use Over Next Year								
Desktop-laptop computer	93	95	95	92	92	92	95	93
Mobile Device	55	67	68	67	58	67	66	66
Social Media	19	21	36	51	20	33	34	33
Direct Interaction w NWS Staff	11	21	30	37	14	25	21	22
NOAA Weather Radio All-Hazards	49	53	74	58	57	52	55	61
File transfer services	21	28	32	33	27	38	29	31
Level of Severity								
Marginal	23	25	26	28	27	29	25	30
Slight	16	18	19	24	20	23	19	23
Critical	92	90	91	90	91	91	92	92
Enhanced	49	48	52	53	51	54	52	52
Elevated	55	54	54	56	55	57	56	58
Moderate	46	48	49	51	47	50	48	50
High	80	79	81	81	81	80	80	82

National Weather Service - Overall
2013
Uses of NWS information~
Score Table

	Land Management	Marine	NWS Data Provider	Personal	Recreation	Research	Weather Enthusiast	Work-related decisions	Other
	2013	2013	2013	2013	2013	2013	2013	2013	2013
Sample Size	2,217	896	2,627	24,513	16,342	1,572	15,149	6,478	2,302
Hazardous Services	87	87	90	88	88	88	89	88	88
Tornado Warnings	85	85	88	86	86	86	87	86	86
Severe Thunderstorm Warnings	87	88	90	88	88	88	89	88	88
Severe Thunderstorm Watch	87	88	90	89	88	89	89	89	88
Winter Storm Warnings	88	88	90	89	88	88	89	88	89
Hurricane Warnings	90	90	91	91	90	90	91	90	90
Flash Flood Warnings	86	87	89	87	87	87	88	87	87
River Flood Warnings	88	88	90	89	89	88	90	88	88
High Surf Warnings	89	88	91	90	90	89	91	90	91
Tsunami Warnings	86	84	87	86	86	85	87	85	87
Extreme Cold Warnings	90	90	92	91	91	91	92	91	91
Excessive Heat Warnings	91	90	93	92	92	92	93	92	92
Coastal Flood Warnings	88	88	90	89	89	88	89	88	89
Climate Hazards	84	84	87	86	85	85	86	85	86
Tornado Warnings	86	86	89	87	87	87	88	87	87
Ease of Understanding	93	92	96	94	93	94	95	93	93
Timeliness	84	84	87	86	86	85	87	85	86
Accuracy	77	78	79	77	77	77	78	78	78
Severe Thunderstorm Warnings	88	88	90	89	89	89	90	89	89
Ease of Understanding	93	93	96	93	93	94	95	94	93
Timeliness	87	88	90	89	89	88	90	89	89
Accuracy	79	81	82	81	80	81	82	81	81
Severe Thunderstorm Watch	88	89	91	89	89	89	90	89	89
Ease of Understanding	93	93	96	93	93	94	94	93	93
Timeliness	89	89	92	91	90	91	92	90	90
Accuracy	79	81	82	80	80	81	81	81	80
Flash Flood Warnings	87	87	90	88	88	88	89	88	88
Ease of Understanding	92	92	94	92	92	92	93	92	92
Timeliness	87	88	89	89	88	87	89	88	88
Accuracy	79	80	84	81	81	81	82	81	81
Tsunami Warnings	86	85	88	87	87	86	87	86	87
Ease of Understanding	91	89	91	91	91	90	91	90	92
Timeliness	86	85	87	86	86	85	87	86	86
Accuracy	76	75	79	77	76	77	77	76	76
Hurricane Warnings	90	90	92	91	91	90	92	91	90
Ease of Understanding	94	94	94	93	94	93	94	93	93
Timeliness	92	92	93	93	93	92	94	93	92
Accuracy	83	83	85	84	83	83	84	84	83

National Weather Service - Overall
2013
Uses of NWS information-
Score Table

	Land Management	Marine	NWS Data Provider	Personal	Recreation	Research	Weather Enthusiast	Work-related decisions	Other
	2013	2013	2013	2013	2013	2013	2013	2013	2013
Sample Size	2,217	896	2,627	24,513	16,342	1,572	15,149	6,478	2,302
Winter Storm Warnings	88	89	91	89	89	89	90	89	90
Ease of Understanding	93	92	94	93	93	93	94	93	93
Timeliness	90	91	93	92	92	91	92	91	91
Accuracy	78	79	81	79	78	79	79	79	80
River Flood Warnings	88	88	90	89	89	89	90	89	89
Ease of Understanding	91	91	92	92	92	91	92	91	91
Timeliness	88	89	91	90	90	89	91	89	89
Accuracy	83	84	87	85	85	85	86	85	84
Excessive Heat Warnings	91	90	93	92	92	92	93	92	92
Ease of Understanding	93	93	95	94	94	93	94	94	94
Timeliness	92	91	94	93	93	92	94	93	93
Accuracy	88	87	91	90	89	89	90	90	89
Extreme Cold Warnings	91	90	92	92	92	91	92	91	91
Ease of Understanding	93	93	94	94	94	93	94	93	94
Timeliness	91	91	93	93	93	92	93	92	93
Accuracy	86	85	89	87	87	87	88	87	86
High Surf Warnings	89	89	91	91	90	89	91	90	91
Ease of Understanding	91	91	93	92	92	91	92	92	93
Timeliness	90	90	92	91	91	91	92	91	92
Accuracy	85	84	87	87	87	86	87	87	88
Coastal Flood Warnings	88	88	90	89	89	88	89	88	89
Ease of Understanding	91	91	92	91	91	90	91	91	92
Timeliness	88	89	91	90	90	89	91	89	90
Accuracy	83	82	86	84	84	84	85	84	84
Climate Hazards	85	84	88	86	86	86	87	85	86
Ease of Understanding	88	87	90	88	88	88	89	88	88
Timeliness	86	86	90	88	88	88	89	87	88
Accuracy	79	79	84	82	81	81	82	81	82
Weather-Sensitive Decision Making	86	86	89	87	87	87	88	87	88
Rely on NWS in making weather-sensitive decisions	86	86	89	87	87	87	88	87	88
User Support Services	87	87	90	89	88	88	89	89	88
Accessibility	85	86	87	87	86	87	87	87	87
Responsiveness	83	85	86	85	85	84	85	86	86
Subject-Matter Knowledge	91	91	93	92	92	91	93	93	92
Professionalism	92	92	94	93	93	92	93	93	93
Assisting in interpretation of weather-related information	87	88	90	89	88	88	89	89	88
Saving your organization money	76	76	80	77	76	79	78	78	75
Resolving a complaint	71	73	78	74	74	74	76	77	72

National Weather Service - Overall
2013
Uses of NWS information-
Score Table

	Land Management	Marine	NWS Data Provider	Personal	Recreation	Research	Weather Enthusiast	Work-related decisions	Other
	2013	2013	2013	2013	2013	2013	2013	2013	2013
Sample Size	2,217	896	2,627	24,513	16,342	1,572	15,149	6,478	2,302
Dissemination Services - Website	85	86	86	85	85	84	85	85	84
Ease of locating information	83	85	84	83	82	80	83	84	82
Ease of understanding info	86	87	87	85	85	85	86	86	85
Information is up-to-date	87	87	88	87	87	86	88	88	87
Satellite Imagery display	85	87	85	84	84	83	85	84	84
Doppler Radar display	84	86	85	84	84	82	85	84	84
Dissemination Services - Automated	79	80	81	79	79	77	80	80	77
Ease locating data on servers	82	82	83	82	82	79	83	82	79
Ease of req add data to server	76	77	78	76	76	73	77	78	73
Ease of providing input	73	74	76	74	72	71	75	76	72
Ease of auto method	82	83	83	81	80	80	82	82	80
Usefulness of WEA Message	81	84	84	80	80	81	81	82	80
Usefulness of WEA message	81	84	84	80	80	81	81	82	80
Usefulness of NWS Presence	69	70	75	69	68	72	71	72	69
Usefulness of NWS presence on Facebook	76	78	82	77	76	78	79	80	79
Usefulness of NWS presence on Twitter	61	65	75	65	64	72	69	70	62
Usefulness of NWS presence on YouTube	48	53	56	45	44	55	48	50	47
Usefulness of NWS Graphical Summary	82	82	86	83	82	84	84	84	82
Usefulness of NWS graphical weather summaries on social media	82	82	86	83	82	84	84	84	82
Effectiveness of Safety Campaigns	75	76	79	75	75	75	77	76	75
Effectiveness of Turn Around Don't Drown	80	78	84	80	79	80	82	80	80
Effectiveness of When Thunder Roars, Go Indoors!	69	70	75	70	69	70	72	70	70
Effectiveness of RIP CURRENTS - Break the Grip of the Rip	74	79	75	74	75	74	75	75	73
Customer Satisfaction Index	81	82	84	82	82	81	83	83	81
Overall Satisfaction	87	87	89	87	87	86	88	88	87
Meets expectations	75	76	78	76	76	75	77	77	75
Compared to ideal	79	79	82	80	80	78	81	80	79
Likelihood Take Action	90	90	93	91	91	90	92	91	91
Likelihood take action on info	90	90	93	91	91	90	92	91	91
Likelihood to Use in Future	97	96	97	97	97	96	97	97	96
Likelihood use NWS in future	97	96	97	97	97	96	97	97	96
Likelihood to Recommend	93	93	95	92	93	94	94	94	92
Likelihood to recommend	93	93	95	92	93	94	94	94	92
Anticipated Use Over Next Year									
Desktop-laptop computer	94	94	94	93	94	95	94	94	93
Mobile Device	57	65	71	59	61	64	62	67	54
Social Media	20	22	45	23	22	33	28	28	21
Direct Interaction w NWS Staff	17	18	33	9	9	22	12	19	12
NOAA Weather Radio All-Hazards	51	62	67	44	44	51	49	53	45
File transfer services	26	29	32	17	18	34	20	24	20
Level of Severity									
Marginal	23	27	27	22	22	24	23	24	23
Slight	16	19	21	16	15	17	17	17	16
Critical	92	90	92	92	92	92	92	92	92
Enhanced	49	50	53	49	48	52	50	49	49
Elevated	55	56	55	55	54	55	55	54	55
Moderate	46	47	51	46	45	47	47	47	46
High	79	80	81	80	80	79	80	80	81

National Weather Service - Overall
2013
Uses of NWS information~
Demographics

	2013				2013			
	Agriculture		Aviation		Amateur Radio		Broadcast/Print Media	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Region								
Central Region	36%	1,682	31%	436	34%	560	35%	273
Eastern Region	20%	909	20%	274	23%	375	21%	161
Southern Region	20%	934	23%	328	29%	474	27%	211
Western Region	23%	1,060	24%	335	15%	245	16%	126
Alaska Region	0%	19	2%	25	0%	6	0%	2
Pacific Region	0%	14	0%	5	0%	3	0%	1
Number of Respondents		4,618		1,403		1,663		774
Type of Aviation								
Dispatcher	3%	12	4%	54	5%	10	13%	9
Comm Aircraft	20%	72	19%	271	11%	23	18%	13
Private Aircraft	74%	264	73%	1,036	79%	166	64%	46
Air Traffic Controller	2%	7	3%	49	5%	10	6%	4
Number of Respondents		355		1,410		209		72
Likelihood of taking protective action if tornado warning issued								
Very Unlikely	3%	123	3%	41	3%	43	2%	15
Somewhat Unlikely	3%	129	3%	42	2%	32	2%	14
Somewhat Likely	13%	616	14%	201	10%	174	13%	102
Very Likely	80%	3,702	79%	1,118	84%	1,409	82%	640
Don't Know	1%	60	1%	8	1%	13	1%	9
Number of Respondents		4,630		1,410		1,671		780
Reason for not taking action								
Do not believe I would be directly impacted by the tornado	17%	44	16%	13	17%	13	21%	6
Need to first see or hear tornado	20%	50	16%	13	15%	11	7%	2
Have never seen tornado damage in my area	28%	70	24%	20	20%	15	28%	8
Do not take tornado warnings seriously	7%	18	7%	6	7%	5	3%	1
Other	28%	70	37%	31	41%	31	41%	12
Number of Respondents		252		83		75		29
Proximity of tornado before considering warning accurate								
1 mile or less	5%	243	5%	77	4%	72	7%	52
5 miles or less	32%	1,465	34%	482	36%	594	32%	247
10 miles or less	37%	1,725	38%	536	38%	632	33%	258
25 miles or less	22%	1,035	19%	268	19%	317	26%	199
Other	3%	162	3%	47	3%	56	3%	24
Number of Respondents		4,630		1,410		1,671		780

National Weather Service - Overall
2013
Uses of NWS information~
Demographics

	2013				2013			
	Agriculture		Aviation		Amateur Radio		Broadcast/Print Media	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Number of tornado warnings issued								
Too many tornado warnings	6%	285	7%	100	8%	138	9%	73
Too few tornado warnings	4%	167	5%	64	5%	82	8%	64
Just about right	71%	3,272	70%	986	73%	1,216	69%	539
Don't know	20%	906	18%	260	14%	235	13%	104
Number of Respondents	4,630		1,410		1,671		780	
Impact of tornado not occurring when warning issued								
Same actions as did previously	82%	3,816	82%	1,163	87%	1,455	84%	654
Less likely to take same action	9%	428	10%	141	9%	152	11%	88
Don't know	8%	386	8%	106	4%	64	5%	38
Number of Respondents	4,630		1,410		1,671		780	
Heard the term Weather-Ready Nation								
Heard Weather-Ready Nation	16%	737	22%	307	35%	581	41%	323
Have not heard Weather-Ready Nation	84%	3,893	78%	1,103	65%	1,090	59%	457
Number of Respondents	4,630		1,410		1,671		780	
Have a hazardous weather safety plan								
Have a plan	80%	3,712	80%	1,133	86%	1,443	81%	630
Do not have a plan	18%	812	17%	244	12%	203	17%	130
Don't know	2%	106	2%	33	1%	25	3%	20
Number of Respondents	4,630		1,410		1,671		780	
Main reason you do not have a plan								
Takes too much time	3%	26	2%	4	2%	5	4%	5
Too expensive	3%	22	3%	8	4%	8	2%	2
Not sure what to include	44%	357	41%	101	43%	87	46%	60
Don't think it's necessary	32%	263	38%	92	29%	59	26%	34
Other	18%	144	16%	39	22%	44	22%	29
Number of Respondents	812		244		203		130	
Plan includes hazardous weather emergency preparedness kit								
Includes kit	53%	2,477	59%	831	65%	1,090	56%	433
Does not include kit	43%	2,008	39%	550	33%	550	41%	319
Don't know	3%	145	2%	29	2%	31	4%	28
Number of Respondents	4,630		1,410		1,671		780	
Main reason you do not have a kit								
Takes too much time	3%	65	6%	31	6%	31	4%	13
Too expensive	5%	110	5%	28	8%	42	13%	41
Not sure what to include	38%	773	31%	171	39%	217	35%	112
Don't think it's necessary	31%	624	39%	215	26%	144	28%	89
Other	22%	436	19%	105	21%	116	20%	64
Number of Respondents	2,008		550		550		319	

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	2013				2013			
	Agriculture		Aviation		Amateur Radio		Broadcast/Print Media	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
NWS staff on-site at incident								
NWS staff on-site	7%	170	12%	81	13%	106	15%	63
No staff on-site	59%	1,421	57%	397	57%	467	58%	248
DK/NA	34%	812	31%	219	30%	248	28%	118
Number of Respondents	2,403		697		821		429	
Require specific products and have automated methods								
Require specific products with automation	9%	402	15%	207	18%	299	29%	227
Do not require specific products with automation	91%	4,228	85%	1,203	82%	1,372	71%	553
Number of Respondents	4,630		1,410		1,671		780	
Received WEA message on cell phone								
Received message	22%	1,023	29%	415	34%	576	38%	297
Did not receive message	74%	3,435	66%	924	62%	1,028	56%	439
Don't know	4%	172	5%	71	4%	67	6%	44
Number of Respondents	4,630		1,410		1,671		780	
WEA message was first notification received								
First notification	62%	638	61%	252	53%	303	56%	166
Not first notification	28%	287	33%	136	41%	237	34%	100
Don't know	10%	98	7%	27	6%	36	10%	31
Number of Respondents	1,023		415		576		297	
Understood WEA message								
Fully understood	82%	842	88%	364	88%	504	82%	243
Somewhat understood	16%	167	11%	47	12%	67	18%	52
Did not understand	1%	14	1%	4	1%	5	1%	2
Number of Respondents	1,023		415		576		297	
Amount of social media content available								
Too little	23%	247	24%	81	25%	158	31%	146
Just about right	43%	472	48%	165	56%	358	51%	245
Too much	1%	11	2%	6	1%	5	2%	9
Don't know	33%	366	26%	89	18%	115	16%	76
Number of Respondents	1,096		341		636		476	
Safe to drive through water when no Road Closed sign or police barricade								
True	2%	91	2%	25	2%	28	3%	25
False	98%	4,539	98%	1,385	98%	1,643	97%	755
Number of Respondents	4,630		1,410		1,671		780	
Not safe to drive when water is too deep to see road surface								
True	95%	4,396	95%	1,345	96%	1,607	96%	746
False	5%	234	5%	65	4%	64	4%	34
Number of Respondents	4,630		1,410		1,671		780	
Safe to drive through water slowly								
True	4%	207	4%	61	3%	56	5%	38
False	96%	4,423	96%	1,349	97%	1,615	95%	742
Number of Respondents	4,630		1,410		1,671		780	
Safe to drive through water in a large and heavy vehicle								
True	3%	157	3%	40	2%	35	3%	22
False	97%	4,473	97%	1,370	98%	1,636	97%	758
Number of Respondents	4,630		1,410		1,671		780	

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	2013				2013			
	Agriculture		Aviation		Amateur Radio		Broadcast/Print Media	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Not safe to drive through swiftly moving water								
True	96%	4,461	97%	1,368	97%	1,626	96%	748
False	4%	169	3%	42	3%	45	4%	32
Number of Respondents	4,630		1,410		1,671		780	
When to seek shelter from lightning								
Distant lightning	18%	816	19%	269	15%	244	19%	150
Distant thunder	53%	2,443	50%	701	64%	1,073	55%	430
Nearby lightning	18%	825	19%	265	11%	191	14%	109
Loud thunder	10%	481	11%	151	8%	137	9%	74
Starts to rain	1%	65	2%	24	2%	26	2%	17
Number of Respondents	4,630		1,410		1,671		780	
Age								
Under 25 years	1%	55	3%	38	2%	28	7%	44
25 - 34 years	6%	258	9%	111	8%	120	17%	110
35 - 44 years	10%	402	12%	143	12%	181	15%	96
45 - 54 years	23%	909	22%	267	23%	335	21%	134
55 - 64 years	35%	1,423	30%	369	32%	471	27%	173
65 - 74 years	20%	788	19%	238	18%	258	11%	71
75 years and older	5%	186	5%	57	4%	60	2%	14
Number of Respondents	4,021		1,223		1,453		642	
Gender								
Male	66%	3,007	83%	1,158	87%	1,437	70%	543
Female	29%	1,346	12%	169	9%	154	23%	178
Prefer not to answer	5%	212	5%	69	4%	66	6%	50
Number of Respondents	4,565		1,396		1,657		771	
Race								
White, Caucasian	83%	3,776	82%	1,142	87%	1,442	84%	646
Black, African American	0%	9	1%	9	0%	8	1%	9
Hispanic, Latino, or Spanish	1%	25	1%	13	1%	14	1%	11
Pacific Islander	0%	6	0%	2	0%	2	0%	0
Asian	0%	18	1%	8	0%	5	1%	6
American Indian/Native Indian or Alaska Native	1%	57	1%	16	1%	17	2%	13
Other	4%	167	3%	42	2%	32	1%	11
Prefer not to answer	11%	507	12%	162	8%	138	10%	74
Number of Respondents	4,565		1,394		1,658		770	
School completed								
12th grade or less (no diploma)	1%	66	1%	11	2%	29	3%	26
High school diploma or GED	7%	330	5%	64	8%	132	8%	63
Some college, no degree	19%	891	17%	239	23%	381	18%	142
Associate or technical degree	14%	663	14%	193	18%	291	14%	107
Bachelor's degree	26%	1,210	30%	422	26%	424	32%	244
Graduate degree/Professional degree	26%	1,183	29%	401	19%	321	19%	144
Prefer not to answer	5%	236	5%	74	5%	80	6%	48
Number of Respondents	4,579		1,404		1,658		774	

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	2013				2013			
	Commodities Markets		Consulting		Education		Health Services	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Region								
Central Region	55%	160	30%	120	33%	641	35%	245
Eastern Region	14%	40	25%	98	22%	421	25%	172
Southern Region	18%	54	22%	85	24%	458	22%	153
Western Region	13%	38	23%	91	21%	396	18%	128
Alaska Region	0%	0	0%	1	0%	3	0%	2
Pacific Region	0%	1	0%	0	0%	7	0%	1
Number of Respondents		293		395		1,926		701
Type of Aviation								
Dispatcher	12%	7	10%	7	6%	11	11%	8
Comm Aircraft	23%	13	26%	18	20%	40	26%	19
Private Aircraft	63%	36	57%	40	70%	138	59%	43
Air Traffic Controller	2%	1	7%	5	5%	9	4%	3
Number of Respondents		57		70		198		73
Likelihood of taking protective action if tornado warning issued								
Very Unlikely	4%	12	4%	15	2%	39	3%	24
Somewhat Unlikely	2%	6	2%	9	1%	27	1%	8
Somewhat Likely	17%	50	13%	51	12%	231	10%	71
Very Likely	76%	223	80%	319	84%	1,620	84%	593
Don't Know	1%	4	1%	3	1%	18	2%	11
Number of Respondents		295		397		1,935		707
Reason for not taking action								
Do not believe I would be directly impacted by the tornado	11%	2	13%	3	21%	14	31%	10
Need to first see or hear tornado	22%	4	13%	3	12%	8	19%	6
Have never seen tornado damage in my area	22%	4	17%	4	21%	14	22%	7
Do not take tornado warnings seriously	11%	2	0%	0	5%	3	3%	1
Other	33%	6	58%	14	41%	27	25%	8
Number of Respondents		18		24		66		32
Proximity of tornado before considering warning accurate								
1 mile or less	8%	25	6%	23	4%	83	5%	38
5 miles or less	32%	94	34%	133	31%	606	29%	206
10 miles or less	36%	106	34%	134	37%	711	37%	260
25 miles or less	20%	59	23%	91	24%	461	25%	177
Other	4%	11	4%	16	4%	74	4%	26
Number of Respondents		295		397		1,935		707

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	2013				2013			
	Commodities Markets		Consulting		Education		Health Services	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Number of tornado warnings issued								
Too many tornado warnings	9%	28	7%	28	6%	108	6%	39
Too few tornado warnings	6%	17	7%	26	6%	113	7%	53
Just about right	72%	211	71%	280	73%	1,411	70%	497
Don't know	13%	39	16%	63	16%	303	17%	118
Number of Respondents	295		397		1,935		707	
Impact of tornado not occurring when warning issued								
Same actions as did previously	88%	259	84%	333	84%	1,628	84%	596
Less likely to take same action	7%	22	9%	35	9%	176	10%	70
Don't know	5%	14	7%	29	7%	131	6%	41
Number of Respondents	295		397		1,935		707	
Heard the term Weather-Ready Nation								
Heard Weather-Ready Nation	24%	71	35%	139	28%	550	28%	197
Have not heard Weather-Ready Nation	76%	224	65%	258	72%	1,385	72%	510
Number of Respondents	295		397		1,935		707	
Have a hazardous weather safety plan								
Have a plan	76%	225	81%	320	83%	1,609	85%	602
Do not have a plan	21%	63	16%	65	15%	284	13%	89
Don't know	2%	7	3%	12	2%	42	2%	16
Number of Respondents	295		397		1,935		707	
Main reason you do not have a plan								
Takes too much time	6%	4	3%	2	5%	15	2%	2
Too expensive	6%	4	3%	2	4%	10	10%	9
Not sure what to include	43%	27	38%	25	44%	124	52%	46
Don't think it's necessary	37%	23	32%	21	23%	65	19%	17
Other	8%	5	23%	15	25%	70	17%	15
Number of Respondents	63		65		284		89	
Plan includes hazardous weather emergency preparedness kit								
Includes kit	46%	137	60%	238	60%	1,153	64%	450
Does not include kit	51%	149	36%	143	38%	731	34%	237
Don't know	3%	9	4%	16	3%	51	3%	20
Number of Respondents	295		397		1,935		707	
Main reason you do not have a kit								
Takes too much time	3%	5	4%	6	5%	33	2%	5
Too expensive	5%	8	8%	12	11%	80	11%	27
Not sure what to include	42%	62	36%	51	39%	282	49%	115
Don't think it's necessary	36%	53	20%	29	23%	169	20%	47
Other	14%	21	31%	45	23%	167	18%	43
Number of Respondents	149		143		731		237	

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	2013				2013			
	Commodities Markets		Consulting		Education		Health Services	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
NWS staff on-site at incident								
NWS staff on-site	5%	9	10%	29	7%	138	9%	65
No staff on-site	64%	117	67%	187	57%	1,102	55%	390
DK/NA	31%	57	23%	63	36%	695	36%	252
Number of Respondents	183		279		1,935		707	
Require specific products and have automated methods								
Require specific products with automation	13%	37	28%	112	15%	299	15%	103
Do not require specific products with automation	87%	258	72%	285	85%	1,636	85%	604
Number of Respondents	295		397		1,935		707	
Received WEA message on cell phone								
Received message	26%	77	36%	144	30%	590	32%	229
Did not receive message	66%	195	59%	236	64%	1,247	61%	431
Don't know	8%	23	4%	17	5%	98	7%	47
Number of Respondents	295		397		1,935		707	
WEA message was first notification received								
First notification	53%	41	62%	89	63%	369	63%	145
Not first notification	39%	30	25%	36	31%	184	31%	71
Don't know	8%	6	13%	19	6%	37	6%	13
Number of Respondents	77		144		590		229	
Understood WEA message								
Fully understood	78%	60	83%	120	88%	518	86%	197
Somewhat understood	22%	17	16%	23	12%	69	13%	29
Did not understand	0%	0	1%	1	1%	3	1%	3
Number of Respondents	77		144		590		229	
Amount of social media content available								
Too little	18%	13	29%	45	25%	196	20%	52
Just about right	53%	38	47%	74	50%	394	55%	140
Too much	6%	4	3%	4	1%	11	2%	5
Don't know	24%	17	21%	33	24%	185	22%	57
Number of Respondents	72		156		786		254	
Safe to drive through water when no Road Closed sign or police barricade								
True	4%	12	4%	16	2%	39	2%	17
False	96%	283	96%	381	98%	1,896	98%	690
Number of Respondents	295		397		1,935		707	
Not safe to drive when water is too deep to see road surface								
True	93%	274	95%	376	96%	1,859	94%	666
False	7%	21	5%	21	4%	76	6%	41
Number of Respondents	295		397		1,935		707	
Safe to drive through water slowly								
True	6%	19	7%	28	4%	79	4%	30
False	94%	276	93%	369	96%	1,856	96%	677
Number of Respondents	295		397		1,935		707	
Safe to drive through water in a large and heavy vehicle								
True	5%	14	4%	14	2%	40	3%	19
False	95%	281	96%	383	98%	1,895	97%	688
Number of Respondents	295		397		1,935		707	

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	2013				2013			
	Commodities Markets		Consulting		Education		Health Services	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Not safe to drive through swiftly moving water								
True	95%	281	94%	375	97%	1,868	95%	673
False	5%	14	6%	22	3%	67	5%	34
Number of Respondents	295		397		1,935		707	
When to seek shelter from lightning								
Distant lightning	23%	68	19%	77	18%	344	19%	132
Distant thunder	50%	147	54%	216	58%	1,128	55%	391
Nearby lightning	17%	49	15%	60	13%	251	13%	93
Loud thunder	8%	24	8%	32	9%	172	10%	73
Starts to rain	2%	7	3%	12	2%	40	3%	18
Number of Respondents	295		397		1,935		707	
Age								
Under 25 years	1%	2	3%	11	5%	77	2%	13
25 - 34 years	9%	22	14%	48	12%	198	8%	48
35 - 44 years	7%	18	16%	52	17%	282	10%	60
45 - 54 years	26%	64	19%	64	25%	409	25%	151
55 - 64 years	35%	86	28%	94	29%	476	32%	193
65 - 74 years	14%	35	14%	48	10%	175	14%	87
75 years and older	7%	18	5%	15	3%	52	9%	52
Number of Respondents	245		332		1,669		604	
Gender								
Male	82%	235	72%	286	64%	1,221	60%	422
Female	13%	38	21%	83	32%	610	34%	241
Prefer not to answer	5%	15	7%	26	5%	88	6%	39
Number of Respondents	288		395		1,919		702	
Race								
White, Caucasian	83%	241	79%	309	82%	1,576	82%	577
Black, African American	0%	0	1%	2	1%	11	1%	6
Hispanic, Latino, or Spanish	1%	3	3%	11	2%	32	1%	10
Pacific Islander	0%	0	0%	0	0%	4	0%	1
Asian	0%	1	2%	7	0%	9	0%	2
American Indian/Native Indian or Alaska Native	1%	2	0%	1	1%	24	3%	19
Other	3%	9	3%	11	3%	63	4%	31
Prefer not to answer	12%	34	13%	52	10%	196	8%	56
Number of Respondents	290		393		1,915		702	
School completed								
12th grade or less (no diploma)	3%	8	2%	9	2%	38	2%	14
High school diploma or GED	9%	27	5%	20	4%	84	7%	52
Some college, no degree	19%	57	15%	58	14%	267	16%	115
Associate or technical degree	10%	30	12%	48	11%	204	17%	116
Bachelor's degree	33%	96	31%	122	25%	488	25%	174
Graduate degree/Professional degree	20%	58	28%	112	40%	764	29%	201
Prefer not to answer	6%	18	7%	27	4%	83	4%	31
Number of Respondents	294		396		1,928		703	

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	2013				2013			
	Land Management		Marine		NWS Data Provider		Personal	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Region								
Central Region	32%	702	22%	198	42%	1,097	33%	8,153
Eastern Region	14%	317	28%	250	21%	543	23%	5,605
Southern Region	22%	486	21%	188	25%	648	21%	5,053
Western Region	31%	682	25%	227	12%	313	22%	5,459
Alaska Region	1%	14	2%	22	0%	8	0%	85
Pacific Region	0%	8	1%	7	0%	5	0%	74
Number of Respondents		2,209		892		2,614		24,429
Type of Aviation								
Dispatcher	7%	16	6%	12	10%	20	3%	39
Comm Aircraft	19%	41	16%	29	15%	32	18%	214
Private Aircraft	71%	156	74%	137	70%	147	75%	873
Air Traffic Controller	3%	7	4%	7	5%	10	4%	42
Number of Respondents		220		185		209		1,168
Likelihood of taking protective action if tornado warning issued								
Very Unlikely	3%	66	3%	31	2%	55	2%	515
Somewhat Unlikely	2%	53	3%	25	2%	41	3%	648
Somewhat Likely	13%	286	15%	131	11%	290	14%	3,398
Very Likely	80%	1,780	78%	696	85%	2,220	80%	19,617
Don't Know	1%	32	1%	13	1%	21	1%	335
Number of Respondents		2,217		896		2,627		24,513
Reason for not taking action								
Do not believe I would be directly impacted by the tornado	17%	20	16%	9	23%	22	20%	232
Need to first see or hear tornado	14%	17	16%	9	8%	8	14%	158
Have never seen tornado damage in my area	29%	35	25%	14	13%	12	29%	341
Do not take tornado warnings seriously	4%	5	2%	1	3%	3	5%	56
Other	35%	42	41%	23	53%	51	32%	376
Number of Respondents		119		56		96		1,163
Proximity of tornado before considering warning accurate								
1 mile or less	5%	110	7%	64	4%	109	5%	1,256
5 miles or less	31%	683	31%	275	34%	882	35%	8,540
10 miles or less	37%	810	36%	320	39%	1,026	37%	9,088
25 miles or less	24%	527	22%	201	20%	513	20%	4,882
Other	4%	87	4%	36	4%	97	3%	747
Number of Respondents		2,217		896		2,627		24,513

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	2013				2013			
	Land Management		Marine		NWS Data Provider		Personal	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Number of tornado warnings issued								
Too many tornado warnings	4%	99	6%	55	8%	215	6%	1,465
Too few tornado warnings	5%	100	4%	39	7%	177	3%	714
Just about right	69%	1,522	65%	580	75%	1,971	70%	17,135
Don't know	22%	496	25%	222	10%	264	21%	5,199
Number of Respondents		2,217		896		2,627		24,513
Impact of tornado not occurring when warning issued								
Same actions as did previously	81%	1,806	79%	709	88%	2,321	81%	19,969
Less likely to take same action	10%	213	10%	90	8%	205	10%	2,410
Don't know	9%	198	11%	97	4%	101	9%	2,134
Number of Respondents		2,217		896		2,627		24,513
Heard the term Weather-Ready Nation								
Heard Weather-Ready Nation	18%	402	20%	178	44%	1,144	17%	4,070
Have not heard Weather-Ready Nation	82%	1,815	80%	718	56%	1,483	83%	20,443
Number of Respondents		2,217		896		2,627		24,513
Have a hazardous weather safety plan								
Have a plan	84%	1,853	82%	736	86%	2,266	74%	18,027
Do not have a plan	14%	310	16%	140	12%	306	23%	5,732
Don't know	2%	54	2%	20	2%	55	3%	754
Number of Respondents		2,217		896		2,627		24,513
Main reason you do not have a plan								
Takes too much time	4%	11	3%	4	6%	17	3%	194
Too expensive	5%	16	2%	3	4%	13	3%	175
Not sure what to include	39%	120	34%	47	39%	119	40%	2,301
Don't think it's necessary	31%	97	37%	52	28%	87	33%	1,894
Other	21%	66	24%	34	23%	70	20%	1,168
Number of Respondents		310		140		306		5,732
Plan includes hazardous weather emergency preparedness kit								
Includes kit	59%	1,313	65%	584	61%	1,612	46%	11,291
Does not include kit	38%	832	32%	283	36%	948	51%	12,458
Don't know	3%	72	3%	29	3%	67	3%	764
Number of Respondents		2,217		896		2,627		24,513
Main reason you do not have a kit								
Takes too much time	3%	22	3%	8	4%	36	3%	413
Too expensive	6%	54	7%	20	11%	108	6%	797
Not sure what to include	36%	299	34%	97	37%	348	38%	4,720
Don't think it's necessary	31%	262	35%	99	24%	225	31%	3,819
Other	23%	195	21%	59	24%	231	22%	2,709
Number of Respondents		832		283		948		12,458

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	2013				2013			
	Land Management		Marine		NWS Data Provider		Personal	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
NWS staff on-site at incident								
NWS staff on-site	13%	287	9%	77	13%	188	7%	528
No staff on-site	55%	1,215	57%	511	57%	815	58%	4,599
DK/NA	32%	715	34%	308	30%	435	35%	2,755
Number of Respondents	2,217		896		1,438		7,882	
Require specific products and have automated methods								
Require specific products with automation	11%	247	16%	145	19%	508	7%	1,626
Do not require specific products with automation	89%	1,970	84%	751	81%	2,119	93%	22,887
Number of Respondents	2,217		896		2,627		24,513	
Received WEA message on cell phone								
Received message	25%	549	29%	262	39%	1,017	24%	5,930
Did not receive message	71%	1,575	65%	586	57%	1,496	71%	17,465
Don't know	4%	93	5%	48	4%	114	5%	1,118
Number of Respondents	2,217		896		2,627		24,513	
WEA message was first notification received								
First notification	64%	354	59%	155	54%	547	64%	3,773
Not first notification	26%	145	35%	91	38%	390	28%	1,650
Don't know	9%	50	6%	16	8%	80	9%	507
Number of Respondents	549		262		1,017		5,930	
Understood WEA message								
Fully understood	84%	459	87%	228	89%	906	85%	5,039
Somewhat understood	15%	85	13%	33	10%	100	14%	842
Did not understand	1%	5	0%	1	1%	11	1%	49
Number of Respondents	549		262		1,017		5,930	
Amount of social media content available								
Too little	25%	138	26%	56	29%	382	22%	1,571
Just about right	46%	248	47%	104	59%	786	45%	3,286
Too much	1%	7	0%	1	1%	13	1%	84
Don't know	28%	152	26%	58	11%	150	32%	2,340
Number of Respondents	545		219		1,331		7,281	
Safe to drive through water when no Road Closed sign or police barricade								
True	2%	37	3%	26	2%	48	2%	446
False	98%	2,180	97%	870	98%	2,579	98%	24,067
Number of Respondents	2,217		896		2,627		24,513	
Not safe to drive when water is too deep to see road surface								
True	95%	2,099	95%	847	96%	2,531	96%	23,518
False	5%	118	5%	49	4%	96	4%	995
Number of Respondents	2,217		896		2,627		24,513	
Safe to drive through water slowly								
True	5%	112	6%	54	3%	86	4%	1,036
False	95%	2,105	94%	842	97%	2,541	96%	23,477
Number of Respondents	2,217		896		2,627		24,513	
Safe to drive through water in a large and heavy vehicle								
True	4%	79	5%	43	3%	66	3%	827
False	96%	2,138	95%	853	97%	2,561	97%	23,686
Number of Respondents	2,217		896		2,627		24,513	

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	2013				2013			
	Land Management		Marine		NWS Data Provider		Personal	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Not safe to drive through swiftly moving water								
True	96%	2,138	97%	865	97%	2,541	97%	23,770
False	4%	79	3%	31	3%	86	3%	743
Number of Respondents	2,217		896		2,627		24,513	
When to seek shelter from lightning								
Distant lightning	17%	385	20%	178	17%	434	19%	4,612
Distant thunder	53%	1,167	50%	449	66%	1,739	53%	13,003
Nearby lightning	18%	390	17%	151	9%	231	16%	4,003
Loud thunder	11%	240	11%	98	7%	188	10%	2,524
Starts to rain	2%	35	2%	20	1%	35	2%	371
Number of Respondents	2,217		896		2,627		24,513	
Age								
Under 25 years	1%	24	2%	14	6%	149	3%	553
25 - 34 years	8%	148	7%	56	14%	317	9%	1,906
35 - 44 years	11%	216	11%	89	17%	385	12%	2,572
45 - 54 years	24%	462	25%	193	23%	534	22%	4,644
55 - 64 years	34%	655	34%	267	25%	570	31%	6,643
65 - 74 years	19%	373	18%	141	12%	285	19%	3,994
75 years and older	4%	72	3%	25	2%	57	5%	1,009
Number of Respondents	1,950		785		2,297		21,321	
Gender								
Male	71%	1,556	81%	724	77%	2,008	64%	15,538
Female	24%	527	13%	117	20%	513	32%	7,688
Prefer not to answer	5%	106	5%	48	3%	83	4%	988
Number of Respondents	2,189		889		2,604		24,214	
Race								
White, Caucasian	80%	1,752	81%	714	88%	2,291	85%	20,584
Black, African American	0%	7	0%	3	0%	13	0%	95
Hispanic, Latino, or Spanish	1%	13	1%	9	1%	29	1%	281
Pacific Islander	0%	5	0%	1	0%	4	0%	26
Asian	0%	7	1%	5	0%	12	1%	131
American Indian/Native Indian or Alaska Native	2%	42	1%	12	1%	29	1%	184
Other	4%	86	4%	39	2%	47	2%	568
Prefer not to answer	12%	269	12%	103	7%	181	10%	2,350
Number of Respondents	2,181		886		2,606		24,219	
School completed								
12th grade or less (no diploma)	1%	28	2%	14	3%	81	2%	373
High school diploma or GED	6%	131	6%	57	10%	250	7%	1,673
Some college, no degree	19%	411	16%	143	23%	601	19%	4,525
Associate or technical degree	13%	287	17%	153	18%	470	12%	2,985
Bachelor's degree	28%	619	27%	238	26%	675	28%	6,810
Graduate degree/Professional degree	28%	603	28%	246	16%	429	28%	6,882
Prefer not to answer	5%	113	5%	41	4%	102	4%	1,060
Number of Respondents	2,192		892		2,608		24,308	

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	2013				2013			
	Recreation		Research		Weather Enthusiast		Work-related decisions	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Region								
Central Region	33%	5,314	30%	463	33%	5,050	34%	2,174
Eastern Region	23%	3,718	23%	366	22%	3,384	24%	1,541
Southern Region	19%	3,118	24%	372	22%	3,306	22%	1,402
Western Region	25%	4,005	22%	347	22%	3,258	20%	1,291
Alaska Region	1%	82	0%	6	0%	46	0%	32
Pacific Region	0%	53	1%	9	0%	45	0%	19
Number of Respondents		16,290		1,563		15,089		6,459
Type of Aviation								
Dispatcher	3%	27	6%	10	4%	34	7%	32
Comm Aircraft	19%	184	23%	36	19%	169	25%	110
Private Aircraft	75%	745	67%	106	73%	633	64%	284
Air Traffic Controller	3%	33	4%	7	4%	34	4%	17
Number of Respondents		989		159		870		443
Likelihood of taking protective action if tornado warning issued								
Very Unlikely	2%	320	3%	43	2%	308	2%	124
Somewhat Unlikely	3%	451	2%	36	2%	336	3%	181
Somewhat Likely	14%	2,281	14%	221	12%	1,844	14%	886
Very Likely	80%	13,091	80%	1,254	82%	12,496	81%	5,224
Don't Know	1%	199	1%	18	1%	165	1%	63
Number of Respondents		16,342		1,572		15,149		6,478
Reason for not taking action								
Do not believe I would be directly impacted by the tornado	18%	142	22%	17	20%	132	20%	62
Need to first see or hear tornado	13%	101	14%	11	14%	88	15%	45
Have never seen tornado damage in my area	30%	232	22%	17	25%	164	23%	70
Do not take tornado warnings seriously	5%	40	5%	4	5%	34	5%	14
Other	33%	256	38%	30	35%	226	37%	114
Number of Respondents		771		79		644		305
Proximity of tornado before considering warning accurate								
1 mile or less	4%	732	5%	73	5%	701	5%	301
5 miles or less	35%	5,677	32%	509	35%	5,347	33%	2,160
10 miles or less	38%	6,192	38%	591	38%	5,691	38%	2,491
25 miles or less	20%	3,253	21%	334	19%	2,940	21%	1,339
Other	3%	488	4%	65	3%	470	3%	187
Number of Respondents		16,342		1,572		15,149		6,478

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	2013				2013			
	Recreation		Research		Weather Enthusiast		Work-related decisions	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Number of tornado warnings issued								
Too many tornado warnings	6%	938	6%	102	6%	971	6%	405
Too few tornado warnings	3%	436	6%	95	4%	548	4%	259
Just about right	70%	11,448	71%	1,120	72%	10,963	72%	4,686
Don't know	22%	3,520	16%	255	18%	2,667	17%	1,128
Number of Respondents	16,342		1,572		15,149		6,478	
Impact of tornado not occurring when warning issued								
Same actions as did previously	81%	13,195	84%	1,313	84%	12,718	82%	5,321
Less likely to take same action	10%	1,635	9%	144	9%	1,311	10%	670
Don't know	9%	1,512	7%	115	7%	1,120	8%	487
Number of Respondents	16,342		1,572		15,149		6,478	
Heard the term Weather-Ready Nation								
Heard Weather-Ready Nation	16%	2,547	35%	553	22%	3,384	24%	1,550
Have not heard Weather-Ready Nation	84%	13,795	65%	1,019	78%	11,765	76%	4,928
Number of Respondents	16,342		1,572		15,149		6,478	
Have a hazardous weather safety plan								
Have a plan	75%	12,198	80%	1,258	77%	11,612	82%	5,302
Do not have a plan	23%	3,701	17%	268	21%	3,123	16%	1,030
Don't know	3%	443	3%	46	3%	414	2%	146
Number of Respondents	16,342		1,572		15,149		6,478	
Main reason you do not have a plan								
Takes too much time	4%	144	6%	15	4%	110	5%	50
Too expensive	3%	96	5%	13	3%	92	4%	44
Not sure what to include	39%	1,438	37%	98	40%	1,258	39%	401
Don't think it's necessary	34%	1,249	27%	73	33%	1,032	29%	303
Other	21%	774	26%	69	20%	631	23%	232
Number of Respondents	3,701		268		3,123		1,030	
Plan includes hazardous weather emergency preparedness kit								
Includes kit	48%	7,925	58%	914	49%	7,463	59%	3,814
Does not include kit	49%	7,953	39%	612	48%	7,241	39%	2,529
Don't know	3%	464	3%	46	3%	445	2%	135
Number of Respondents	16,342		1,572		15,149		6,478	
Main reason you do not have a kit								
Takes too much time	4%	294	5%	29	3%	249	4%	98
Too expensive	5%	433	10%	63	7%	491	8%	200
Not sure what to include	37%	2,935	35%	212	38%	2,746	37%	938
Don't think it's necessary	31%	2,496	26%	157	30%	2,205	28%	698
Other	23%	1,795	25%	151	21%	1,550	24%	595
Number of Respondents	7,953		612		7,241		2,529	

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	2013				2013			
	Recreation		Research		Weather Enthusiast		Work-related decisions	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
NWS staff on-site at incident								
NWS staff on-site	7%	404	10%	98	7%	367	9%	581
No staff on-site	58%	3,560	56%	534	59%	3,156	61%	3,950
DK/NA	35%	2,167	34%	319	34%	1,829	30%	1,947
Number of Respondents	6,131		951		5,352		6,478	
Require specific products and have automated methods								
Require specific products with automation	6%	997	22%	350	8%	1,245	13%	814
Do not require specific products with automation	94%	15,345	78%	1,222	92%	13,904	87%	5,664
Number of Respondents	16,342		1,572		15,149		6,478	
Received WEA message on cell phone								
Received message	24%	3,992	32%	498	27%	4,092	33%	2,133
Did not receive message	71%	11,610	63%	997	69%	10,379	63%	4,072
Don't know	5%	740	5%	77	4%	678	4%	273
Number of Respondents	16,342		1,572		15,149		6,478	
WEA message was first notification received								
First notification	63%	2,506	56%	280	61%	2,486	61%	1,292
Not first notification	28%	1,124	37%	182	30%	1,247	31%	669
Don't know	9%	362	7%	36	9%	359	8%	172
Number of Respondents	3,992		498		4,092		2,133	
Understood WEA message								
Fully understood	85%	3,403	87%	433	87%	3,541	85%	1,823
Somewhat understood	14%	559	13%	64	13%	523	14%	293
Did not understand	1%	30	0%	1	1%	28	1%	17
Number of Respondents	3,992		498		4,092		2,133	
Amount of social media content available								
Too little	22%	1,022	28%	177	24%	1,238	22%	501
Just about right	44%	2,069	51%	324	49%	2,527	50%	1,120
Too much	1%	50	1%	9	1%	62	1%	27
Don't know	34%	1,591	19%	123	25%	1,298	27%	595
Number of Respondents	4,732		633		5,125		2,243	
Safe to drive through water when no Road Closed sign or police barricade								
True	2%	260	2%	36	2%	237	2%	113
False	98%	16,082	98%	1,536	98%	14,912	98%	6,365
Number of Respondents	16,342		1,572		15,149		6,478	
Not safe to drive when water is too deep to see road surface								
True	96%	15,692	96%	1,507	96%	14,573	96%	6,209
False	4%	650	4%	65	4%	576	4%	269
Number of Respondents	16,342		1,572		15,149		6,478	
Safe to drive through water slowly								
True	4%	680	5%	79	4%	564	4%	239
False	96%	15,662	95%	1,493	96%	14,585	96%	6,239
Number of Respondents	16,342		1,572		15,149		6,478	
Safe to drive through water in a large and heavy vehicle								
True	3%	540	3%	46	3%	441	3%	181
False	97%	15,802	97%	1,526	97%	14,708	97%	6,297
Number of Respondents	16,342		1,572		15,149		6,478	

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	2013				2013			
	Recreation		Research		Weather Enthusiast		Work-related decisions	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Not safe to drive through swiftly moving water								
True	97%	15,869	97%	1,521	97%	14,714	97%	6,277
False	3%	473	3%	51	3%	435	3%	201
Number of Respondents	16,342		1,572		15,149		6,478	
When to seek shelter from lightning								
Distant lightning	18%	3,016	18%	278	17%	2,645	19%	1,226
Distant thunder	53%	8,643	55%	865	57%	8,699	57%	3,663
Nearby lightning	17%	2,710	15%	239	14%	2,153	14%	890
Loud thunder	11%	1,759	10%	161	9%	1,427	9%	593
Starts to rain	1%	214	2%	29	1%	225	2%	106
Number of Respondents	16,342		1,572		15,149		6,478	
Age								
Under 25 years	2%	333	8%	111	3%	454	2%	134
25 - 34 years	9%	1,274	18%	242	9%	1,258	11%	646
35 - 44 years	13%	1,798	15%	207	12%	1,657	16%	917
45 - 54 years	23%	3,249	23%	302	23%	3,023	28%	1,586
55 - 64 years	32%	4,544	23%	307	31%	4,107	31%	1,803
65 - 74 years	18%	2,618	11%	146	17%	2,261	10%	574
75 years and older	4%	513	2%	26	4%	546	1%	74
Number of Respondents	14,329		1,341		13,306		5,734	
Gender								
Male	67%	10,746	72%	1,120	69%	10,413	73%	4,660
Female	30%	4,765	23%	354	27%	4,063	23%	1,488
Prefer not to answer	4%	630	5%	78	3%	516	4%	252
Number of Respondents	16,141		1,552		14,992		6,400	
Race								
White, Caucasian	85%	13,720	81%	1,255	86%	12,902	84%	5,385
Black, African American	0%	52	1%	13	0%	55	0%	26
Hispanic, Latino, or Spanish	1%	167	2%	32	1%	189	1%	89
Pacific Islander	0%	19	0%	2	0%	15	0%	11
Asian	0%	61	1%	12	0%	65	0%	26
American Indian/Native Indian or Alaska Native	1%	131	1%	16	1%	121	1%	72
Other	2%	400	3%	52	2%	336	2%	159
Prefer not to answer	10%	1,592	11%	169	9%	1,320	10%	637
Number of Respondents	16,142		1,551		15,003		6,405	
School completed								
12th grade or less (no diploma)	1%	205	4%	58	2%	290	1%	68
High school diploma or GED	6%	927	6%	87	7%	1,086	6%	406
Some college, no degree	18%	2,914	17%	270	19%	2,929	21%	1,335
Associate or technical degree	12%	2,003	10%	159	13%	1,985	15%	959
Bachelor's degree	29%	4,686	24%	376	28%	4,250	29%	1,840
Graduate degree/Professional degree	30%	4,854	33%	520	26%	3,918	24%	1,564
Prefer not to answer	4%	623	5%	85	4%	591	4%	254
Number of Respondents	16,212		1,555		15,049		6,426	

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	2013	
	Other	
	Percent	Frequency
Region		
Central Region	30%	688
Eastern Region	23%	515
Southern Region	20%	457
Western Region	27%	607
Alaska Region	0%	10
Pacific Region	0%	11
Number of Respondents	2,288	
Type of Aviation		
Dispatcher	10%	10
Comm Aircraft	24%	24
Private Aircraft	64%	63
Air Traffic Controller	2%	2
Number of Respondents	99	
Likelihood of taking protective action if tornado warning issued		
Very Unlikely	2%	57
Somewhat Unlikely	2%	56
Somewhat Likely	13%	296
Very Likely	80%	1,844
Don't Know	2%	49
Number of Respondents	2,302	
Reason for not taking action		
Do not believe I would be directly impacted by the tornado	16%	18
Need to first see or hear tornado	10%	11
Have never seen tornado damage in my area	28%	32
Do not take tornado warnings seriously	3%	3
Other	43%	49
Number of Respondents	113	
Proximity of tornado before considering warning accurate		
1 mile or less	5%	104
5 miles or less	31%	712
10 miles or less	33%	768
25 miles or less	23%	535
Other	8%	183
Number of Respondents	2,302	

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	2013	
	Other	
	Percent	Frequency
Number of tornado warnings issued		
Too many tornado warnings	5%	118
Too few tornado warnings	4%	103
Just about right	67%	1,535
Don't know	24%	546
Number of Respondents	2,302	
Impact of tornado not occurring when warning issued		
Same actions as did previously	81%	1,856
Less likely to take same action	9%	205
Don't know	10%	241
Number of Respondents	2,302	
Heard the term Weather-Ready Nation		
Heard Weather-Ready Nation	17%	383
Have not heard Weather-Ready Nation	83%	1,919
Number of Respondents	2,302	
Have a hazardous weather safety plan		
Have a plan	76%	1,759
Do not have a plan	21%	480
Don't know	3%	63
Number of Respondents	2,302	
Main reason you do not have a plan		
Takes too much time	3%	14
Too expensive	2%	11
Not sure what to include	34%	161
Don't think it's necessary	27%	128
Other	35%	166
Number of Respondents	480	
Plan includes hazardous weather emergency preparedness kit		
Includes kit	49%	1,139
Does not include kit	47%	1,075
Don't know	4%	88
Number of Respondents	2,302	
Main reason you do not have a kit		
Takes too much time	3%	28
Too expensive	7%	71
Not sure what to include	31%	338
Don't think it's necessary	27%	293
Other	32%	345
Number of Respondents	1,075	

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	2013	
	Percent	Frequency
NWS staff on-site at incident		
NWS staff on-site	10%	76
No staff on-site	58%	433
DK/NA	32%	237
Number of Respondents	746	
Require specific products and have automated methods		
Require specific products with automation	10%	227
Do not require specific products with automation	90%	2,075
Number of Respondents	2,302	
Received WEA message on cell phone		
Received message	22%	515
Did not receive message	73%	1,682
Don't know	5%	105
Number of Respondents	2,302	
WEA message was first notification received		
First notification	63%	325
Not first notification	27%	139
Don't know	10%	51
Number of Respondents	515	
Understood WEA message		
Fully understood	82%	422
Somewhat understood	16%	84
Did not understand	2%	9
Number of Respondents	515	
Amount of social media content available		
Too little	19%	117
Just about right	43%	258
Too much	1%	7
Don't know	37%	225
Number of Respondents	607	
Safe to drive through water when no Road Closed sign or police barricade		
True	2%	49
False	98%	2,253
Number of Respondents	2,302	
Not safe to drive when water is too deep to see road surface		
True	95%	2,181
False	5%	121
Number of Respondents	2,302	
Safe to drive through water slowly		
True	5%	118
False	95%	2,184
Number of Respondents	2,302	
Safe to drive through water in a large and heavy vehicle		
True	4%	97
False	96%	2,205
Number of Respondents	2,302	

National Weather Service - Overall
2013
Uses of NWS information~
Demographics

	2013	
	Other	
	Percent	Frequency
Not safe to drive through swiftly moving water		
True	96%	2,211
False	4%	91
Number of Respondents	2,302	
When to seek shelter from lightning		
Distant lightning	18%	423
Distant thunder	50%	1,158
Nearby lightning	18%	404
Loud thunder	12%	275
Starts to rain	2%	42
Number of Respondents	2,302	
Age		
Under 25 years	1%	21
25 - 34 years	4%	86
35 - 44 years	8%	168
45 - 54 years	21%	423
55 - 64 years	37%	747
65 - 74 years	24%	478
75 years and older	5%	109
Number of Respondents	2,032	
Gender		
Male	62%	1,404
Female	34%	784
Prefer not to answer	4%	85
Number of Respondents	2,273	
Race		
White, Caucasian	82%	1,853
Black, African American	0%	9
Hispanic, Latino, or Spanish	1%	21
Pacific Islander	0%	2
Asian	0%	8
American Indian/Native Indian or Alaska Native	1%	30
Other	6%	125
Prefer not to answer	10%	224
Number of Respondents	2,272	
School completed		
12th grade or less (no diploma)	2%	39
High school diploma or GED	7%	151
Some college, no degree	20%	450
Associate or technical degree	12%	279
Bachelor's degree	26%	594
Graduate degree/Professional degree	29%	660
Prefer not to answer	5%	108
Number of Respondents	2,281	

National Weather Service - Overall
2013
Type of Aviation
Score Table

	Dispatcher		Comm Aircraft	
	2012	2013	2012	2013
Sample Size	21	54	--	271
Hazardous Services	85	87	--	88
Tornado Warnings	86	87	--	87
Severe Thunderstorm Warnings	88	86	--	88
Severe Thunderstorm Watch	--	88	--	88
Winter Storm Warnings	85	86	--	88
Hurricane Warnings	78	92	--	90
Flash Flood Warnings	83	85	--	87
River Flood Warnings	84	88	--	88
High Surf Warnings	78	86	--	88
Tsunami Warnings	63	86	--	82
Extreme Cold Warnings	89	90	--	91
Excessive Heat Warnings	91	89	--	91
Coastal Flood Warnings	--	90	--	85
Climate Hazards	--	84	--	86
Tornado Warnings	86	88	--	88
Ease of Understanding	91	93	--	94
Timeliness	86	84	--	86
Accuracy	82	83	--	80
Severe Thunderstorm Warnings	88	87	--	89
Ease of Understanding	90	91	--	94
Timeliness	89	86	--	88
Accuracy	86	80	--	81
Severe Thunderstorm Watch	--	89	--	89
Ease of Understanding	--	91	--	93
Timeliness	--	89	--	90
Accuracy	--	84	--	81
Flash Flood Warnings	83	85	--	87
Ease of Understanding	87	89	--	92
Timeliness	81	87	--	86
Accuracy	82	79	--	81
Tsunami Warnings	63	86	--	83
Ease of Understanding	67	89	--	87
Timeliness	67	88	--	81
Accuracy	56	83	--	74

National Weather Service - Overall
2013
Type of Aviation
Score Table

	Dispatcher		Comm Aircraft	
	2012	2013	2012	2013
Sample Size	21	54	--	271
Hurricane Warnings	79	92	--	91
Ease of Understanding	81	94	--	93
Timeliness	79	93	--	93
Accuracy	75	89	--	84
Winter Storm Warnings	85	86	--	88
Ease of Understanding	89	88	--	92
Timeliness	83	87	--	90
Accuracy	82	81	--	78
River Flood Warnings	84	88	--	89
Ease of Understanding	83	90	--	91
Timeliness	84	90	--	89
Accuracy	84	86	--	85
Excessive Heat Warnings	91	89	--	91
Ease of Understanding	92	91	--	93
Timeliness	91	88	--	91
Accuracy	92	88	--	89
Extreme Cold Warnings	89	90	--	91
Ease of Understanding	89	91	--	93
Timeliness	90	90	--	92
Accuracy	88	89	--	86
High Surf Warnings	78	86	--	88
Ease of Understanding	78	87	--	89
Timeliness	78	88	--	89
Accuracy	78	86	--	87
Coastal Flood Warnings	--	90	--	86
Ease of Understanding	--	91	--	88
Timeliness	--	93	--	87
Accuracy	--	89	--	83
Climate Hazards	--	84	--	87
Ease of Understanding	--	86	--	89
Timeliness	--	86	--	88
Accuracy	--	82	--	81

National Weather Service - Overall
2013
Type of Aviation
Score Table

	Dispatcher		Comm Aircraft	
	2012	2013	2012	2013
Sample Size	21	54	--	271
Weather-Sensitive Decision Making	--	89	--	85
Rely on NWS in making weather-sensitive decisions	--	89	--	85
User Support Services	93	89	--	86
Accessibility	91	90	--	84
Responsiveness	91	89	--	81
Subject-Matter Knowledge	94	92	--	90
Professionalism	94	94	--	90
Assisting in interpretation of weather-related information	93	92	--	86
Saving your organization money	--	77	--	75
Resolving a complaint	88	83	--	70
Dissemination Services - Website	--	84	--	84
Ease of locating information	86	81	--	82
Ease of understanding info	90	84	--	85
Information is up-to-date	92	88	--	86
Satellite Imagery display	--	82	--	84
Doppler Radar display	--	82	--	84
Dissemination Services - Automated	74	79	--	73
Ease locating data on servers	70	81	--	78
Ease of req add data to server	70	80	--	69
Ease of providing input	70	77	--	57
Ease of auto method	85	82	--	74
Usefulness of WEA Message	--	87	--	85
Usefulness of WEA message	--	87	--	85
Usefulness of NWS Presence	--	79	--	63
Usefulness of NWS presence on Facebook	--	92	--	68
Usefulness of NWS presence on Twitter	--	60	--	66
Usefulness of NWS presence on YouTube	--	71	--	46
Usefulness of NWS Graphical Summary	--	85	--	79
Usefulness of NWS graphical weather summaries on social media	--	85	--	79
Effectiveness of Safety Campaigns	--	79	--	74
Effectiveness of Turn Around Don't Drown	--	80	--	80
Effectiveness of When Thunder Roars, Go Indoors!	--	77	--	66
Effectiveness of RIP CURRENTS - Break the Grip of the Rip!	--	76	--	74

National Weather Service - Overall
2013
Type of Aviation
Score Table

	Dispatcher		Comm Aircraft	
	2012	2013	2012	2013
Sample Size	21	54	--	271
Customer Satisfaction Index	82	79	--	81
Overall Satisfaction	87	84	--	86
Meets expectations	80	74	--	75
Compared to ideal	77	78	--	78
Likelihood Take Action	88	91	--	90
Likelihood take action on info	88	91	--	90
Likelihood to Use in Future	97	97	--	95
Likelihood use NWS in future	97	97	--	95
Likelihood to Recommend	95	92	--	93
Likelihood to recommend	95	92	--	93
Anticipated Use Over Next Year				
Desktop-laptop computer	--	96	--	93
Mobile Device	--	74	--	69
Social Media	--	40	--	21
Direct Interaction w NWS Staff	--	43	--	20
NOAA Weather Radio All-Hazards	--	63	--	51
File transfer services	--	42	--	28
Level of Severity				
Marginal	--	40	--	26
Slight	--	35	--	20
Critical	--	91	--	91
Enhanced	--	56	--	47
Elevated	--	59	--	53
Moderate	--	56	--	47
High	--	82	--	79

National Weather Service - Overall
2013
Type of Aviation
Score Table

	Private Aircraft		Air Traffic Controller	
	2012	2013	2012	2013
Sample Size	--	1,036	--	49
Hazardous Services	--	87	--	86
Tornado Warnings	--	85	--	87
Severe Thunderstorm Warnings	--	87	--	88
Severe Thunderstorm Watch	--	87	--	87
Winter Storm Warnings	--	88	--	88
Hurricane Warnings	--	89	--	90
Flash Flood Warnings	--	86	--	90
River Flood Warnings	--	87	--	86
High Surf Warnings	--	88	--	89
Tsunami Warnings	--	86	--	80
Extreme Cold Warnings	--	90	--	88
Excessive Heat Warnings	--	91	--	91
Coastal Flood Warnings	--	87	--	89
Climate Hazards	--	84	--	87
Tornado Warnings	--	86	--	88
Ease of Understanding	--	93	--	95
Timeliness	--	85	--	83
Accuracy	--	75	--	81
Severe Thunderstorm Warnings	--	88	--	88
Ease of Understanding	--	93	--	94
Timeliness	--	88	--	87
Accuracy	--	79	--	80
Severe Thunderstorm Watch	--	88	--	88
Ease of Understanding	--	93	--	92
Timeliness	--	89	--	88
Accuracy	--	79	--	80
Flash Flood Warnings	--	86	--	90
Ease of Understanding	--	91	--	94
Timeliness	--	87	--	88
Accuracy	--	78	--	87
Tsunami Warnings	--	86	--	81
Ease of Understanding	--	91	--	91
Timeliness	--	85	--	84
Accuracy	--	76	--	69

National Weather Service - Overall
2013
Type of Aviation
Score Table

	Private Aircraft		Air Traffic Controller	
	2012	2013	2012	2013
Sample Size	--	1,036	--	49
Hurricane Warnings	--	90	--	91
Ease of Understanding	--	93	--	94
Timeliness	--	92	--	92
Accuracy	--	82	--	84
Winter Storm Warnings	--	89	--	89
Ease of Understanding	--	93	--	91
Timeliness	--	91	--	93
Accuracy	--	77	--	78
River Flood Warnings	--	87	--	86
Ease of Understanding	--	90	--	88
Timeliness	--	88	--	86
Accuracy	--	82	--	83
Excessive Heat Warnings	--	91	--	91
Ease of Understanding	--	93	--	92
Timeliness	--	91	--	92
Accuracy	--	87	--	89
Extreme Cold Warnings	--	91	--	88
Ease of Understanding	--	93	--	88
Timeliness	--	92	--	90
Accuracy	--	86	--	85
High Surf Warnings	--	89	--	89
Ease of Understanding	--	91	--	94
Timeliness	--	90	--	90
Accuracy	--	84	--	83
Coastal Flood Warnings	--	88	--	89
Ease of Understanding	--	91	--	95
Timeliness	--	89	--	88
Accuracy	--	81	--	83
Climate Hazards	--	84	--	88
Ease of Understanding	--	87	--	91
Timeliness	--	87	--	89
Accuracy	--	78	--	81

National Weather Service - Overall
2013
Type of Aviation
Score Table

	Private Aircraft		Air Traffic Controller	
	2012	2013	2012	2013
Sample Size	--	1,036	--	49
Weather-Sensitive Decision Making	--	85	--	87
Rely on NWS in making weather-sensitive decisions	--	85	--	87
User Support Services	--	87	--	89
Accessibility	--	84	--	85
Responsiveness	--	84	--	87
Subject-Matter Knowledge	--	91	--	92
Professionalism	--	92	--	93
Assisting in interpretation of weather-related information	--	87	--	87
Saving your organization money	--	74	--	82
Resolving a complaint	--	71	--	90
Dissemination Services - Website	--	84	--	84
Ease of locating information	--	82	--	80
Ease of understanding info	--	85	--	86
Information is up-to-date	--	87	--	85
Satellite Imagery display	--	84	--	83
Doppler Radar display	--	84	--	83
Dissemination Services - Automated	--	77	--	77
Ease locating data on servers	--	81	--	71
Ease of req add data to server	--	75	--	73
Ease of providing input	--	70	--	68
Ease of auto method	--	80	--	86
Usefulness of WEA Message	--	80	--	83
Usefulness of WEA message	--	80	--	83
Usefulness of NWS Presence	--	70	--	72
Usefulness of NWS presence on Facebook	--	77	--	82
Usefulness of NWS presence on Twitter	--	71	--	67
Usefulness of NWS presence on YouTube	--	52	--	53
Usefulness of NWS Graphical Summary	--	83	--	74
Usefulness of NWS graphical weather summaries on social media	--	83	--	74
Effectiveness of Safety Campaigns	--	72	--	76
Effectiveness of Turn Around Don't Drown	--	77	--	81
Effectiveness of When Thunder Roars, Go Indoors!	--	66	--	69
Effectiveness of RIP CURRENTS - Break the Grip of the Rip!	--	74	--	77

National Weather Service - Overall
2013
Type of Aviation
Score Table

	Private Aircraft		Air Traffic Controller	
	2012	2013	2012	2013
Sample Size	--	1,036	--	49
Customer Satisfaction Index	--	81	--	83
Overall Satisfaction	--	87	--	89
Meets expectations	--	74	--	77
Compared to ideal	--	78	--	79
Likelihood Take Action	--	90	--	90
Likelihood take action on info	--	90	--	90
Likelihood to Use in Future	--	96	--	97
Likelihood use NWS in future	--	96	--	97
Likelihood to Recommend	--	92	--	93
Likelihood to recommend	--	92	--	93
Anticipated Use Over Next Year				
Desktop-laptop computer	--	95	--	89
Mobile Device	--	67	--	66
Social Media	--	19	--	34
Direct Interaction w NWS Staff	--	19	--	31
NOAA Weather Radio All-Hazards	--	53	--	48
File transfer services	--	28	--	29
Level of Severity				
Marginal	--	24	--	29
Slight	--	16	--	19
Critical	--	90	--	89
Enhanced	--	48	--	50
Elevated	--	54	--	48
Moderate	--	47	--	48
High	--	79	--	78

National Weather Service - Overall
2013
Type of Aviation
Demographics

	Dispatcher				Comm Aircraft			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Region								
Central Region	24%	4	33%	18	0%	0	24%	65
Eastern Region	24%	4	24%	13	0%	0	23%	61
Southern Region	41%	7	24%	13	0%	0	28%	75
Western Region	12%	2	17%	9	0%	0	22%	60
Alaska Region	0%	0	2%	1	0%	0	3%	7
Pacific Region	0%	0	0%	0	0%	0	0%	1
Number of Respondents		17		54		0		269
Uses of NWS information~								
Agriculture	0%	0	22%	12	0%	0	27%	72
Aviation	0%	0	100%	54	0%	0	100%	271
Amateur Radio	0%	0	19%	10	0%	0	8%	23
Broadcast/Print Media	0%	0	17%	9	0%	0	5%	13
Commodities Markets	0%	0	13%	7	0%	0	5%	13
Consulting	0%	0	13%	7	0%	0	7%	18
Education	0%	0	20%	11	0%	0	15%	40
Health Services	0%	0	15%	8	0%	0	7%	19
Land Management Decisions	0%	0	30%	16	0%	0	15%	41
Marine	0%	0	22%	12	0%	0	11%	29
NWS Data Provider	0%	0	37%	20	0%	0	12%	32
Personal	0%	0	72%	39	0%	0	79%	214
Recreation	0%	0	50%	27	0%	0	68%	184
Research	0%	0	19%	10	0%	0	13%	36
Weather Enthusiast	0%	0	63%	34	0%	0	62%	169
Work-related decisions	0%	0	59%	32	0%	0	41%	110
Other	0%	0	19%	10	0%	0	9%	24
Number of Respondents		0		54		0		271

~ Total percentage may exceed 100 due to multiple responses

National Weather Service - Overall
2013
Type of Aviation
Demographics

	Dispatcher				Comm Aircraft			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Information sources~								
NWS Web	100%	17	93%	50	0%	0	94%	256
Non-NWS Web	53%	9	48%	26	0%	0	41%	110
Mobile devices	29%	5	63%	34	0%	0	59%	160
Social Media	0%	0	20%	11	0%	0	13%	34
Email	18%	3	30%	16	0%	0	17%	47
Landline Telephone	0%	0	20%	11	0%	0	11%	29
Cell Phone	0%	0	31%	17	0%	0	34%	92
Local or cable TV	47%	8	67%	36	0%	0	62%	168
Commercial Radio	29%	5	19%	10	0%	0	27%	72
Satellite radio	12%	2	7%	4	0%	0	9%	24
Satellite TV	29%	5	19%	10	0%	0	17%	47
Newspaper	6%	1	13%	7	0%	0	21%	56
NOAA Weather Radio/All Hazards	35%	6	63%	34	0%	0	54%	145
NOAA Weather Wire	12%	2	13%	7	0%	0	7%	19
Family of Services (FOS)	12%	2	13%	7	0%	0	5%	13
Emerg Mgrs Weather Info Net	0%	0	19%	10	0%	0	10%	28
NOAAPort	18%	3	15%	8	0%	0	5%	13
World Area Forecast System	24%	4	31%	17	0%	0	13%	34
DUATS	18%	3	22%	12	0%	0	20%	55
Flight Services	82%	14	31%	17	0%	0	38%	102
U.S. Coast Guard Broadcasts	12%	2	9%	5	0%	0	6%	17
NAVTEX receiver	0%	0	6%	3	0%	0	1%	3
Immarsat-C SafetyNET	0%	0	6%	3	0%	0	1%	2
Radiofacsimile	0%	0	2%	1	0%	0	1%	3
Other	0%	0	17%	9	0%	0	11%	30
Number of Respondents		17		54		0		271
NOAANWS products used most often~								
Forecasts, outlooks, watches, warnings, alerts	0%	0	93%	50	0%	0	95%	257
Weather observations	0%	0	78%	42	0%	0	85%	231
Climate observations	0%	0	52%	28	0%	0	42%	113
Satellite data	0%	0	72%	39	0%	0	64%	174
Radar data	0%	0	91%	49	0%	0	91%	246
Computer weather model output	0%	0	67%	36	0%	0	51%	139
Weather outreach/educational materials	0%	0	31%	17	0%	0	13%	34
Other products	0%	0	15%	8	0%	0	10%	28
Number of Respondents		0		54		0		271

National Weather Service - Overall
2013
Type of Aviation
Demographics

	Dispatcher				Comm Aircraft			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Products familiar with~								
Tornado Warnings	0%	0	87%	47	0%	0	78%	211
Severe Thunderstorm Warnings	0%	0	94%	51	0%	0	93%	252
Severe Thunderstorm Watches	0%	0	96%	52	0%	0	91%	247
Flash Flood Warnings	0%	0	89%	48	0%	0	83%	224
Tsunami Warnings	0%	0	46%	25	0%	0	30%	82
Hurricane Warnings	0%	0	57%	31	0%	0	64%	174
Winter Storm Warnings	0%	0	89%	48	0%	0	89%	240
River Flood Warnings	0%	0	63%	34	0%	0	58%	156
Excessive Heat Warnings	0%	0	85%	46	0%	0	72%	196
Extreme Cold Warnings	0%	0	70%	38	0%	0	66%	178
High Surf Warnings	0%	0	43%	23	0%	0	32%	88
Coastal Flood Warnings	0%	0	50%	27	0%	0	44%	119
Climate Hazards	0%	0	69%	37	0%	0	54%	145
Don't know	0%	0	0%	0	0%	0	1%	2
Number of Respondents		0		54		0		271
Likelihood of taking protective action if tornado warning issued								
Very Unlikely	0%	0	0%	0	0%	0	3%	8
Somewhat Unlikely	0%	0	4%	2	0%	0	2%	5
Somewhat Likely	0%	0	24%	13	0%	0	12%	33
Very Likely	0%	0	72%	39	0%	0	82%	223
Don't Know	0%	0	0%	0	0%	0	1%	2
Number of Respondents		0		54		0		271
Reason for not taking action								
Do not believe I would be directly impacted by the tornado	0%	0	0%	0	0%	0	38%	5
Need to first see or hear tornado	0%	0	50%	1	0%	0	8%	1
Have never seen tornado damage in my area	0%	0	50%	1	0%	0	31%	4
Do not take tornado warnings seriously	0%	0	0%	0	0%	0	8%	1
Other	0%	0	0%	0	0%	0	15%	2
Number of Respondents		0		2		0		13
Proximity of tornado before considering warning accurate								
1 mile or less	0%	0	7%	4	0%	0	6%	16
5 miles or less	0%	0	24%	13	0%	0	36%	97
10 miles or less	0%	0	33%	18	0%	0	36%	97
25 miles or less	0%	0	28%	15	0%	0	20%	53
Other	0%	0	7%	4	0%	0	3%	8
Number of Respondents		0		54		0		271
Number of tornado warnings issued								
Too many tornado warnings	0%	0	6%	3	0%	0	6%	16
Too few tornado warnings	0%	0	11%	6	0%	0	4%	11
Just about right	0%	0	67%	36	0%	0	75%	203
Don't know	0%	0	17%	9	0%	0	15%	41
Number of Respondents		0		54		0		271

~ Total percentage may exceed 100 due to multiple responses

National Weather Service - Overall
2013
Type of Aviation
Demographics

	Dispatcher				Comm Aircraft			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Impact of tornado not occurring when warning issued								
Same actions as did previously	0%	0	72%	39	0%	0	87%	236
Less likely to take same action	0%	0	13%	7	0%	0	6%	15
Don't know	0%	0	15%	8	0%	0	7%	20
Number of Respondents		0		54		0		271
Heard the term Weather-Ready Nation								
Heard Weather-Ready Nation	0%	0	41%	22	0%	0	22%	59
Have not heard Weather-Ready Nation	0%	0	59%	32	0%	0	78%	212
Number of Respondents		0		54		0		271
Have a hazardous weather safety plan								
Have a plan	67%	14	81%	44	0%	0	83%	224
Do not have a plan	33%	7	15%	8	0%	0	14%	39
Don't know	0%	0	4%	2	0%	0	3%	8
Number of Respondents		21		54		0		271
Reason plan created~								
Friends and family	36%	5	55%	24	0%	0	57%	127
General desire to be prepared	86%	12	91%	40	0%	0	92%	205
An extreme weather event	29%	4	45%	20	0%	0	51%	115
Be a Force of Nature campaign	0%	0	14%	6	0%	0	1%	3
Weather-Ready Nation initiative	7%	1	14%	6	0%	0	4%	9
Other	0%	0	14%	6	0%	0	17%	38
Number of Respondents		14		44		0		224
Main reason you do not have a plan								
Takes too much time	0%	0	0%	0	0%	0	5%	2
Too expensive	0%	0	0%	0	0%	0	5%	2
Not sure what to include	29%	2	38%	3	0%	0	41%	16
Don't think it's necessary	71%	5	63%	5	0%	0	31%	12
Other	0%	0	0%	0	0%	0	18%	7
Number of Respondents		7		8		0		39
Plan includes hazardous weather emergency preparedness kit								
Includes kit	52%	11	59%	32	0%	0	61%	166
Does not include kit	48%	10	37%	20	0%	0	36%	97
Don't know	0%	0	4%	2	0%	0	3%	8
Number of Respondents		21		54		0		271

National Weather Service - Overall
2013
Type of Aviation
Demographics

	Dispatcher				Comm Aircraft			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Reason kit created~								
Friends and family	45%	5	63%	20	0%	0	52%	87
General desire to be prepared	91%	10	84%	27	0%	0	89%	147
An extreme weather event	45%	5	59%	19	0%	0	55%	92
Be a Force of Nature campaign	0%	0	13%	4	0%	0	2%	3
Weather-Ready Nation initiative	0%	0	9%	3	0%	0	7%	11
Other	0%	0	13%	4	0%	0	18%	30
Number of Respondents	11		32		0		166	
Main reason you do not have a kit								
Takes too much time	0%	0	5%	1	0%	0	2%	2
Too expensive	10%	1	10%	2	0%	0	8%	8
Not sure what to include	10%	1	35%	7	0%	0	31%	30
Don't think it's necessary	50%	5	35%	7	0%	0	37%	36
Other	30%	3	15%	3	0%	0	22%	21
Number of Respondents	10		20		0		97	
NWS staff on-site at incident								
NWS staff on-site	0%	0	29%	11	0%	0	15%	22
No staff on-site	0%	0	47%	18	0%	0	56%	83
DK/NA	0%	0	24%	9	0%	0	29%	42
Number of Respondents	0		38		0		147	
Require specific products and have automated methods								
Require specific products with automation	0%	0	35%	19	0%	0	17%	47
Do not require specific products with automation	0%	0	65%	35	0%	0	83%	224
Number of Respondents	0		54		0		271	
Received WEA message on cell phone								
Received message	0%	0	41%	22	0%	0	32%	88
Did not receive message	0%	0	56%	30	0%	0	63%	170
Don't know	0%	0	4%	2	0%	0	5%	13
Number of Respondents	0		54		0		271	
WEA message was first notification received								
First notification	0%	0	77%	17	0%	0	65%	57
Not first notification	0%	0	18%	4	0%	0	26%	23
Don't know	0%	0	5%	1	0%	0	9%	8
Number of Respondents	0		22		0		88	
Understood WEA message								
Fully understood	0%	0	82%	18	0%	0	83%	73
Somewhat understood	0%	0	18%	4	0%	0	16%	14
Did not understand	0%	0	0%	0	0%	0	1%	1
Number of Respondents	0		22		0		88	

~ Total percentage may exceed 100 due to multiple responses

National Weather Service - Overall
2013
Type of Aviation
Demographics

	Dispatcher				Comm Aircraft			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Beneficial enhancements to WEA message~								
More text containing details of warning	0%	0	36%	8	0%	0	47%	41
Accompanying graphic showing warning area	0%	0	64%	14	0%	0	61%	54
Accompanying graphic showing current location	0%	0	55%	12	0%	0	60%	53
Color representing urgency of warning	0%	0	59%	13	0%	0	43%	38
Color representing type of warning	0%	0	41%	9	0%	0	23%	20
Sound representing urgency of warning	0%	0	50%	11	0%	0	45%	40
Sound representing type of warning	0%	0	27%	6	0%	0	27%	24
Number of Respondents	0		22		0		88	
Facebook and Twitter during weather events~								
Do not use Facebook and Twitter for weather events	0%	0	56%	30	0%	0	75%	202
Read what others are posting or tweeting	0%	0	37%	20	0%	0	20%	54
Comment on what others are posting or tweeting	0%	0	26%	14	0%	0	15%	40
Write own posts or tweets	0%	0	24%	13	0%	0	15%	40
Number of Respondents	0		54		0		271	
Amount of social media content available								
Too little	0%	0	8%	2	0%	0	22%	15
Just about right	0%	0	54%	13	0%	0	39%	27
Too much	0%	0	4%	1	0%	0	3%	2
Don't know	0%	0	33%	8	0%	0	36%	25
Number of Respondents	0		24		0		69	
Promoted awareness campaigns~								
Heat Safety	0%	0	42%	16	0%	0	25%	37
Flood Safety	0%	0	34%	13	0%	0	24%	35
Lightning Safety	0%	0	55%	21	0%	0	33%	49
Severe Weather Safety	0%	0	61%	23	0%	0	45%	66
Rip Currents Safety	0%	0	24%	9	0%	0	7%	10
Hurricane Safety	0%	0	29%	11	0%	0	16%	24
Tsunami Safety	0%	0	8%	3	0%	0	10%	14
Winter Weather Safety	0%	0	53%	20	0%	0	39%	57
Wildfire Safety	0%	0	47%	18	0%	0	22%	32
None of the above	0%	0	21%	8	0%	0	40%	59
Number of Respondents	0		38		0		147	
Websites visited for weather safety~								
National Weather Service	0%	0	94%	51	0%	0	96%	259
FEMA	0%	0	31%	17	0%	0	17%	47
American Red Cross	0%	0	22%	12	0%	0	9%	24
Centers for Disease Control and Prevention	0%	0	11%	6	0%	0	5%	14
Commercial weather vendor	0%	0	57%	31	0%	0	67%	182
Other	0%	0	13%	7	0%	0	13%	34
Number of Respondents	0		54		0		271	

~ Total percentage may exceed 100 due to multiple responses

National Weather Service - Overall
2013
Type of Aviation
Demographics

	Dispatcher				Comm Aircraft			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Safe to drive through water when no Road Closed sign or police barricade								
True	0%	0	6%	3	0%	0	0%	1
False	0%	0	94%	51	0%	0	100%	270
Number of Respondents		0		54		0		271
Not safe to drive when water is too deep to see road surface								
True	0%	0	94%	51	0%	0	96%	261
False	0%	0	6%	3	0%	0	4%	10
Number of Respondents		0		54		0		271
Safe to drive through water slowly								
True	0%	0	9%	5	0%	0	4%	10
False	0%	0	91%	49	0%	0	96%	261
Number of Respondents		0		54		0		271
Safe to drive through water in a large and heavy vehicle								
True	0%	0	4%	2	0%	0	2%	5
False	0%	0	96%	52	0%	0	98%	266
Number of Respondents		0		54		0		271
Not safe to drive through swiftly moving water								
True	0%	0	91%	49	0%	0	97%	263
False	0%	0	9%	5	0%	0	3%	8
Number of Respondents		0		54		0		271
When to seek shelter from lightning								
Distant lightning	0%	0	15%	8	0%	0	16%	44
Distant thunder	0%	0	54%	29	0%	0	48%	130
Nearby lightning	0%	0	11%	6	0%	0	22%	59
Loud thunder	0%	0	15%	8	0%	0	11%	31
Starts to rain	0%	0	6%	3	0%	0	3%	7
Number of Respondents		0		54		0		271
Age								
Under 25 years	0%	0	13%	6	0%	0	3%	7
25 - 34 years	11%	2	19%	9	0%	0	10%	23
35 - 44 years	22%	4	19%	9	0%	0	13%	29
45 - 54 years	39%	7	29%	14	0%	0	23%	54
55 - 64 years	28%	5	17%	8	0%	0	34%	78
65 - 74 years	0%	0	4%	2	0%	0	13%	30
75 years and older	0%	0	0%	0	0%	0	5%	11
Number of Respondents		18		48		0		232

National Weather Service - Overall
2013
Type of Aviation
Demographics

	Dispatcher				Comm Aircraft			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Gender								
Male	95%	20	89%	48	0%	0	82%	220
Female	5%	1	9%	5	0%	0	12%	33
Prefer not to answer	0%	0	2%	1	0%	0	6%	16
Number of Respondents		21		54		0		269
Race								
White, Caucasian	95%	20	81%	44	0%	0	79%	212
Black, African American	0%	0	0%	0	0%	0	1%	2
Hispanic, Latino, or Spanish	0%	0	2%	1	0%	0	2%	5
Pacific Islander	0%	0	0%	0	0%	0	0%	1
Asian	0%	0	0%	0	0%	0	1%	2
American Indian/Native Indian or Alaska Native	0%	0	2%	1	0%	0	0%	1
Other	5%	1	2%	1	0%	0	3%	8
Prefer not to answer	0%	0	13%	7	0%	0	14%	38
Number of Respondents		21		54		0		269
School completed								
12th grade or less (no diploma)	0%	0	2%	1	0%	0	1%	3
High school diploma or GED	5%	1	11%	6	0%	0	5%	13
Some college, no degree	33%	7	13%	7	0%	0	16%	42
Associate or technical degree	19%	4	28%	15	0%	0	17%	46
Bachelor's degree	33%	7	26%	14	0%	0	27%	72
Graduate degree/Professional degree	10%	2	11%	6	0%	0	29%	79
Prefer not to answer	0%	0	9%	5	0%	0	6%	15
Number of Respondents		21		54		0		270
Interested in other areas~								
National Fire Weather Program	0%	0	20%	11	0%	0	7%	20
National Hurricane Center Program	0%	0	24%	13	0%	0	11%	30
National Hydrologic Services Program	0%	0	11%	6	0%	0	5%	14
National Climate Services Program	0%	0	13%	7	0%	0	10%	26
Do not wish to continue	0%	0	63%	34	0%	0	77%	209
Number of Respondents		0		54		0		271

National Weather Service - Overall
2013
Type of Aviation
Demographics

	Private Aircraft				Air Traffic Controller			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Region								
Central Region	0%	0	33%	339	0%	0	29%	14
Eastern Region	0%	0	18%	188	0%	0	24%	12
Southern Region	0%	0	22%	226	0%	0	29%	14
Western Region	0%	0	25%	258	0%	0	16%	8
Alaska Region	0%	0	2%	17	0%	0	0%	0
Pacific Region	0%	0	0%	3	0%	0	2%	1
Number of Respondents		0		1,031		0		49
Uses of NWS information~								
Agriculture	0%	0	25%	264	0%	0	14%	7
Aviation	0%	0	100%	1,036	0%	0	100%	49
Amateur Radio	0%	0	16%	166	0%	0	20%	10
Broadcast/Print Media	0%	0	4%	46	0%	0	8%	4
Commodities Markets	0%	0	3%	36	0%	0	2%	1
Consulting	0%	0	4%	40	0%	0	10%	5
Education	0%	0	13%	138	0%	0	18%	9
Health Services	0%	0	4%	43	0%	0	6%	3
Land Management Decisions	0%	0	15%	156	0%	0	14%	7
Marine	0%	0	13%	137	0%	0	14%	7
NWS Data Provider	0%	0	14%	147	0%	0	20%	10
Personal	0%	0	84%	873	0%	0	86%	42
Recreation	0%	0	72%	745	0%	0	67%	33
Research	0%	0	10%	106	0%	0	14%	7
Weather Enthusiast	0%	0	61%	633	0%	0	69%	34
Work-related decisions	0%	0	27%	284	0%	0	35%	17
Other	0%	0	6%	63	0%	0	4%	2
Number of Respondents		0		1,036		0		49

National Weather Service - Overall
2013
Type of Aviation
Demographics

	Private Aircraft				Air Traffic Controller			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Information sources~								
NWS Web	0%	0	95%	987	0%	0	98%	48
Non-NWS Web	0%	0	37%	381	0%	0	45%	22
Mobile devices	0%	0	59%	614	0%	0	55%	27
Social Media	0%	0	12%	120	0%	0	20%	10
Email	0%	0	11%	115	0%	0	20%	10
Landline Telephone	0%	0	10%	104	0%	0	6%	3
Cell Phone	0%	0	29%	305	0%	0	27%	13
Local or cable TV	0%	0	53%	550	0%	0	63%	31
Commercial Radio	0%	0	24%	250	0%	0	29%	14
Satellite radio	0%	0	8%	78	0%	0	10%	5
Satellite TV	0%	0	17%	172	0%	0	14%	7
Newspaper	0%	0	15%	156	0%	0	24%	12
NOAA Weather Radio/All Hazards	0%	0	57%	586	0%	0	61%	30
NOAA Weather Wire	0%	0	6%	59	0%	0	14%	7
Family of Services (FOS)	0%	0	3%	34	0%	0	12%	6
Emerg Mgrs Weather Info Net	0%	0	6%	62	0%	0	6%	3
NOAAPort	0%	0	4%	40	0%	0	12%	6
World Area Forecast System	0%	0	14%	145	0%	0	12%	6
DUATS	0%	0	40%	411	0%	0	16%	8
Flight Services	0%	0	57%	587	0%	0	41%	20
U.S. Coast Guard Broadcasts	0%	0	8%	81	0%	0	12%	6
NAVTEX receiver	0%	0	2%	16	0%	0	4%	2
Immarsat-C SafetyNET	0%	0	1%	12	0%	0	6%	3
Radiofacsimile	0%	0	1%	6	0%	0	2%	1
Other	0%	0	9%	91	0%	0	20%	10
Number of Respondents		0		1,036		0		49
NOAANWS products used most often~								
Forecasts, outlooks, watches, warnings, alerts	0%	0	97%	1,006	0%	0	92%	45
Weather observations	0%	0	85%	883	0%	0	86%	42
Climate observations	0%	0	35%	367	0%	0	39%	19
Satellite data	0%	0	69%	713	0%	0	80%	39
Radar data	0%	0	92%	950	0%	0	94%	46
Computer weather model output	0%	0	51%	524	0%	0	65%	32
Weather outreach/educational materials	0%	0	11%	112	0%	0	6%	3
Other products	0%	0	6%	58	0%	0	10%	5
Number of Respondents		0		1,036		0		49

~ Total percentage may exceed 100 due to multiple responses

National Weather Service - Overall
2013
Type of Aviation
Demographics

	Private Aircraft				Air Traffic Controller			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Products familiar with~								
Tornado Warnings	0%	0	79%	814	0%	0	88%	43
Severe Thunderstorm Warnings	0%	0	96%	990	0%	0	98%	48
Severe Thunderstorm Watches	0%	0	94%	971	0%	0	100%	49
Flash Flood Warnings	0%	0	79%	819	0%	0	80%	39
Tsunami Warnings	0%	0	24%	249	0%	0	31%	15
Hurricane Warnings	0%	0	52%	539	0%	0	67%	33
Winter Storm Warnings	0%	0	90%	929	0%	0	90%	44
River Flood Warnings	0%	0	63%	655	0%	0	55%	27
Excessive Heat Warnings	0%	0	72%	745	0%	0	78%	38
Extreme Cold Warnings	0%	0	65%	672	0%	0	67%	33
High Surf Warnings	0%	0	31%	319	0%	0	33%	16
Coastal Flood Warnings	0%	0	35%	363	0%	0	39%	19
Climate Hazards	0%	0	48%	495	0%	0	51%	25
Don't know	0%	0	0%	4	0%	0	0%	0
Number of Respondents		0		1,036		0		49
Likelihood of taking protective action if tornado warning issued								
Very Unlikely	0%	0	3%	33	0%	0	0%	0
Somewhat Unlikely	0%	0	3%	32	0%	0	6%	3
Somewhat Likely	0%	0	14%	146	0%	0	18%	9
Very Likely	0%	0	79%	819	0%	0	76%	37
Don't Know	0%	0	1%	6	0%	0	0%	0
Number of Respondents		0		1,036		0		49
Reason for not taking action								
Do not believe I would be directly impacted by the tornado	0%	0	12%	8	0%	0	0%	0
Need to first see or hear tornado	0%	0	15%	10	0%	0	33%	1
Have never seen tornado damage in my area	0%	0	23%	15	0%	0	0%	0
Do not take tornado warnings seriously	0%	0	8%	5	0%	0	0%	0
Other	0%	0	42%	27	0%	0	67%	2
Number of Respondents		0		65		0		3
Proximity of tornado before considering warning accurate								
1 mile or less	0%	0	5%	56	0%	0	2%	1
5 miles or less	0%	0	34%	356	0%	0	33%	16
10 miles or less	0%	0	39%	399	0%	0	45%	22
25 miles or less	0%	0	19%	192	0%	0	16%	8
Other	0%	0	3%	33	0%	0	4%	2
Number of Respondents		0		1,036		0		49
Number of tornado warnings issued								
Too many tornado warnings	0%	0	8%	79	0%	0	4%	2
Too few tornado warnings	0%	0	4%	42	0%	0	10%	5
Just about right	0%	0	69%	710	0%	0	76%	37
Don't know	0%	0	20%	205	0%	0	10%	5
Number of Respondents		0		1,036		0		49

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National Weather Service - Overall
2013
Type of Aviation
Demographics

	Private Aircraft				Air Traffic Controller			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Impact of tornado not occurring when warning issued								
Same actions as did previously	0%	0	82%	846	0%	0	86%	42
Less likely to take same action	0%	0	11%	113	0%	0	12%	6
Don't know	0%	0	7%	77	0%	0	2%	1
Number of Respondents		0		1,036		0		49
Heard the term Weather-Ready Nation								
Heard Weather-Ready Nation	0%	0	20%	209	0%	0	35%	17
Have not heard Weather-Ready Nation	0%	0	80%	827	0%	0	65%	32
Number of Respondents		0		1,036		0		49
Have a hazardous weather safety plan								
Have a plan	0%	0	80%	825	0%	0	82%	40
Do not have a plan	0%	0	18%	189	0%	0	16%	8
Don't know	0%	0	2%	22	0%	0	2%	1
Number of Respondents		0		1,036		0		49
Reason plan created~								
Friends and family	0%	0	51%	423	0%	0	50%	20
General desire to be prepared	0%	0	93%	766	0%	0	88%	35
An extreme weather event	0%	0	50%	411	0%	0	53%	21
Be a Force of Nature campaign	0%	0	1%	10	0%	0	5%	2
Weather-Ready Nation initiative	0%	0	3%	21	0%	0	10%	4
Other	0%	0	14%	115	0%	0	10%	4
Number of Respondents		0		825		0		40
Main reason you do not have a plan								
Takes too much time	0%	0	1%	1	0%	0	13%	1
Too expensive	0%	0	3%	5	0%	0	13%	1
Not sure what to include	0%	0	42%	79	0%	0	38%	3
Don't think it's necessary	0%	0	39%	73	0%	0	25%	2
Other	0%	0	16%	31	0%	0	13%	1
Number of Respondents		0		189		0		8
Plan includes hazardous weather emergency preparedness kit								
Includes kit	0%	0	58%	606	0%	0	55%	27
Does not include kit	0%	0	40%	411	0%	0	45%	22
Don't know	0%	0	2%	19	0%	0	0%	0
Number of Respondents		0		1,036		0		49

National Weather Service - Overall
2013
Type of Aviation
Demographics

	Private Aircraft				Air Traffic Controller			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Reason kit created~								
Friends and family	0%	0	50%	303	0%	0	56%	15
General desire to be prepared	0%	0	94%	567	0%	0	89%	24
An extreme weather event	0%	0	52%	318	0%	0	52%	14
Be a Force of Nature campaign	0%	0	1%	6	0%	0	4%	1
Weather-Ready Nation initiative	0%	0	3%	19	0%	0	11%	3
Other	0%	0	12%	74	0%	0	4%	1
Number of Respondents	0		606		0		27	
Main reason you do not have a kit								
Takes too much time	0%	0	6%	25	0%	0	14%	3
Too expensive	0%	0	4%	17	0%	0	5%	1
Not sure what to include	0%	0	31%	128	0%	0	27%	6
Don't think it's necessary	0%	0	40%	166	0%	0	27%	6
Other	0%	0	18%	75	0%	0	27%	6
Number of Respondents	0		411		0		22	
NWS staff on-site at incident								
NWS staff on-site	0%	0	9%	44	0%	0	14%	4
No staff on-site	0%	0	58%	281	0%	0	54%	15
DK/NA	0%	0	33%	159	0%	0	32%	9
Number of Respondents	0		484		0		28	
Require specific products and have automated methods								
Require specific products with automation	0%	0	12%	128	0%	0	27%	13
Do not require specific products with automation	0%	0	88%	908	0%	0	73%	36
Number of Respondents	0		1,036		0		49	
Received WEA message on cell phone								
Received message	0%	0	28%	295	0%	0	20%	10
Did not receive message	0%	0	67%	692	0%	0	65%	32
Don't know	0%	0	5%	49	0%	0	14%	7
Number of Respondents	0		1,036		0		49	
WEA message was first notification received								
First notification	0%	0	59%	174	0%	0	40%	4
Not first notification	0%	0	35%	103	0%	0	60%	6
Don't know	0%	0	6%	18	0%	0	0%	0
Number of Respondents	0		295		0		10	
Understood WEA message								
Fully understood	0%	0	89%	263	0%	0	100%	10
Somewhat understood	0%	0	10%	29	0%	0	0%	0
Did not understand	0%	0	1%	3	0%	0	0%	0
Number of Respondents	0		295		0		10	

~ Total percentage may exceed 100 due to multiple responses

National Weather Service - Overall
2013
Type of Aviation
Demographics

	Private Aircraft				Air Traffic Controller			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Beneficial enhancements to WEA message~								
More text containing details of warning	0%	0	42%	125	0%	0	20%	2
Accompanying graphic showing warning area	0%	0	61%	181	0%	0	60%	6
Accompanying graphic showing current location	0%	0	60%	178	0%	0	60%	6
Color representing urgency of warning	0%	0	40%	119	0%	0	40%	4
Color representing type of warning	0%	0	26%	78	0%	0	20%	2
Sound representing urgency of warning	0%	0	43%	126	0%	0	50%	5
Sound representing type of warning	0%	0	27%	80	0%	0	30%	3
Number of Respondents		0		295		0		10
Facebook and Twitter during weather events~								
Do not use Facebook and Twitter for weather events	0%	0	78%	809	0%	0	57%	28
Read what others are posting or tweeting	0%	0	18%	185	0%	0	39%	19
Comment on what others are posting or tweeting	0%	0	13%	135	0%	0	24%	12
Write own posts or tweets	0%	0	14%	150	0%	0	22%	11
Number of Respondents		0		1,036		0		49
Amount of social media content available								
Too little	0%	0	25%	56	0%	0	38%	8
Just about right	0%	0	52%	117	0%	0	38%	8
Too much	0%	0	1%	3	0%	0	0%	0
Don't know	0%	0	22%	51	0%	0	24%	5
Number of Respondents		0		227		0		21
Promoted awareness campaigns~								
Heat Safety	0%	0	27%	133	0%	0	32%	9
Flood Safety	0%	0	27%	131	0%	0	14%	4
Lightning Safety	0%	0	34%	164	0%	0	21%	6
Severe Weather Safety	0%	0	45%	219	0%	0	50%	14
Rip Currents Safety	0%	0	6%	31	0%	0	7%	2
Hurricane Safety	0%	0	14%	66	0%	0	18%	5
Tsunami Safety	0%	0	4%	20	0%	0	7%	2
Winter Weather Safety	0%	0	38%	184	0%	0	39%	11
Wildfire Safety	0%	0	30%	143	0%	0	18%	5
None of the above	0%	0	36%	175	0%	0	36%	10
Number of Respondents		0		484		0		28
Websites visited for weather safety~								
National Weather Service	0%	0	98%	1,011	0%	0	96%	47
FEMA	0%	0	17%	175	0%	0	16%	8
American Red Cross	0%	0	7%	75	0%	0	12%	6
Centers for Disease Control and Prevention	0%	0	6%	58	0%	0	6%	3
Commercial weather vendor	0%	0	61%	635	0%	0	67%	33
Other	0%	0	11%	118	0%	0	6%	3
Number of Respondents		0		1,036		0		49

~ Total percentage may exceed 100 due to multiple responses

National Weather Service - Overall
2013
Type of Aviation
Demographics

	Private Aircraft				Air Traffic Controller			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Safe to drive through water when no Road Closed sign or police barricade								
True	0%	0	2%	19	0%	0	4%	2
False	0%	0	98%	1,017	0%	0	96%	47
Number of Respondents	0		1,036		0		49	
Not safe to drive when water is too deep to see road surface								
True	0%	0	95%	989	0%	0	90%	44
False	0%	0	5%	47	0%	0	10%	5
Number of Respondents	0		1,036		0		49	
Safe to drive through water slowly								
True	0%	0	4%	44	0%	0	4%	2
False	0%	0	96%	992	0%	0	96%	47
Number of Respondents	0		1,036		0		49	
Safe to drive through water in a large and heavy vehicle								
True	0%	0	3%	32	0%	0	2%	1
False	0%	0	97%	1,004	0%	0	98%	48
Number of Respondents	0		1,036		0		49	
Not safe to drive through swiftly moving water								
True	0%	0	97%	1,010	0%	0	94%	46
False	0%	0	3%	26	0%	0	6%	3
Number of Respondents	0		1,036		0		49	
When to seek shelter from lightning								
Distant lightning	0%	0	20%	210	0%	0	14%	7
Distant thunder	0%	0	49%	512	0%	0	61%	30
Nearby lightning	0%	0	19%	197	0%	0	6%	3
Loud thunder	0%	0	10%	104	0%	0	16%	8
Starts to rain	0%	0	1%	13	0%	0	2%	1
Number of Respondents	0		1,036		0		49	
Age								
Under 25 years	0%	0	3%	23	0%	0	5%	2
25 - 34 years	0%	0	8%	73	0%	0	14%	6
35 - 44 years	0%	0	11%	95	0%	0	24%	10
45 - 54 years	0%	0	21%	192	0%	0	17%	7
55 - 64 years	0%	0	30%	272	0%	0	26%	11
65 - 74 years	0%	0	22%	200	0%	0	14%	6
75 years and older	0%	0	5%	46	0%	0	0%	0
Number of Respondents	0		901		0		42	

National Weather Service - Overall
2013
Type of Aviation
Demographics

	Private Aircraft				Air Traffic Controller			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Gender								
Male	0%	0	83%	849	0%	0	84%	41
Female	0%	0	12%	126	0%	0	10%	5
Prefer not to answer	0%	0	5%	49	0%	0	6%	3
Number of Respondents		0		1,024		0		49
Race								
White, Caucasian	0%	0	83%	847	0%	0	80%	39
Black, African American	0%	0	1%	6	0%	0	2%	1
Hispanic, Latino, or Spanish	0%	0	0%	5	0%	0	4%	2
Pacific Islander	0%	0	0%	1	0%	0	0%	0
Asian	0%	0	1%	6	0%	0	0%	0
American Indian/Native Indian or Alaska Native	0%	0	1%	14	0%	0	0%	0
Other	0%	0	3%	32	0%	0	2%	1
Prefer not to answer	0%	0	11%	111	0%	0	12%	6
Number of Respondents		0		1,022		0		49
School completed								
12th grade or less (no diploma)	0%	0	1%	6	0%	0	2%	1
High school diploma or GED	0%	0	4%	44	0%	0	2%	1
Some college, no degree	0%	0	17%	180	0%	0	20%	10
Associate or technical degree	0%	0	12%	124	0%	0	16%	8
Bachelor's degree	0%	0	31%	317	0%	0	39%	19
Graduate degree/Professional degree	0%	0	30%	309	0%	0	14%	7
Prefer not to answer	0%	0	5%	51	0%	0	6%	3
Number of Respondents		0		1,031		0		49
Interested in other areas~								
National Fire Weather Program	0%	0	8%	78	0%	0	10%	5
National Hurricane Center Program	0%	0	8%	87	0%	0	16%	8
National Hydrologic Services Program	0%	0	8%	79	0%	0	6%	3
National Climate Services Program	0%	0	9%	98	0%	0	16%	8
Do not wish to continue	0%	0	79%	814	0%	0	69%	34
Number of Respondents		0		1,036		0		49

National Weather Service - Overall 2010
2013
Plan includes hazardous weather emergency preparedness kit
Score Table

	Includes kit		Does not include kit		Don't know	
	2012	2013	2012	2013	2012	2013
Sample Size	11,639	13,129	12,633	13,958	0	886
Hazardous Services	87	89	86	87	--	85
Tornado Warnings	85	88	85	85	--	84
Severe Thunderstorm Warnings	86	89	86	87	--	86
Severe Thunderstorm Watch	--	90	--	87	--	86
Winter Storm Warnings	85	90	85	87	--	86
Hurricane Warnings	88	92	87	89	--	88
Flash Flood Warnings	86	89	85	86	--	85
River Flood Warnings	87	90	87	88	--	86
High Surf Warnings	89	91	87	89	--	86
Tsunami Warnings	84	88	84	85	--	84
Extreme Cold Warnings	89	92	89	91	--	89
Excessive Heat Warnings	90	93	90	91	--	90
Coastal Flood Warnings	--	90	--	87	--	86
Climate Hazards	--	87	--	84	--	82
Tornado Warnings	85	88	85	86	--	84
Ease of Understanding	89	95	88	92	--	90
Timeliness	85	87	85	85	--	83
Accuracy	81	80	80	76	--	75
Severe Thunderstorm Warnings	87	90	86	88	--	86
Ease of Understanding	90	95	89	93	--	91
Timeliness	86	90	86	88	--	87
Accuracy	83	82	82	79	--	78
Severe Thunderstorm Watch	--	90	--	88	--	87
Ease of Understanding	--	94	--	92	--	91
Timeliness	--	91	--	90	--	89
Accuracy	--	82	--	79	--	78
Flash Flood Warnings	86	89	85	87	--	85
Ease of Understanding	89	93	88	91	--	89
Timeliness	86	90	86	88	--	85
Accuracy	82	83	82	80	--	79
Tsunami Warnings	85	88	84	85	--	84
Ease of Understanding	87	92	86	89	--	86
Timeliness	85	87	85	85	--	86
Accuracy	79	79	79	74	--	73
Hurricane Warnings	88	92	88	90	--	88
Ease of Understanding	90	95	89	92	--	90
Timeliness	90	94	89	92	--	90
Accuracy	84	85	83	82	--	82

National Weather Service - Overall 2010
2013
Plan includes hazardous weather emergency preparedness kit
Score Table

	Includes kit		Does not include kit		Don't know	
	2012	2013	2012	2013	2012	2013
Sample Size	11,639	13,129	12,633	13,958	0	886
Winter Storm Warnings	86	90	85	88	--	87
Ease of Understanding	89	94	89	92	--	90
Timeliness	86	92	86	91	--	89
Accuracy	79	81	78	77	--	77
River Flood Warnings	87	90	87	88	--	86
Ease of Understanding	89	93	88	90	--	88
Timeliness	87	91	87	89	--	86
Accuracy	86	86	86	84	--	81
Excessive Heat Warnings	90	93	90	92	--	90
Ease of Understanding	91	95	91	93	--	91
Timeliness	90	94	90	93	--	91
Accuracy	89	90	89	89	--	87
Extreme Cold Warnings	89	92	89	91	--	89
Ease of Understanding	91	94	90	93	--	91
Timeliness	89	93	89	92	--	91
Accuracy	87	88	87	86	--	85
High Surf Warnings	89	92	87	89	--	86
Ease of Understanding	90	93	88	91	--	87
Timeliness	89	92	88	90	--	87
Accuracy	87	88	86	85	--	83
Coastal Flood Warnings	--	90	--	87	--	86
Ease of Understanding	--	92	--	89	--	87
Timeliness	--	91	--	89	--	87
Accuracy	--	85	--	83	--	81
Climate Hazards	--	88	--	85	--	83
Ease of Understanding	--	90	--	87	--	85
Timeliness	--	89	--	87	--	85
Accuracy	--	83	--	80	--	78
Weather-Sensitive Decision Making	--	87	--	86	--	83
Rely on NWS in making weather-sensitive decisions	--	87	--	86	--	83
User Support Services	90	90	88	87	--	83
Accessibility	89	88	87	85	--	83
Responsiveness	88	87	86	84	--	77
Subject-Matter Knowledge	92	93	90	91	--	86
Professionalism	93	93	92	92	--	86
Assisting in interpretation of weather-related information	90	90	88	87	--	83
Saving your organization money	--	79	--	72	--	74
Resolving a complaint	86	77	82	71	--	62

National Weather Service - Overall 2010
2013
Plan includes hazardous weather emergency preparedness kit
Score Table

	Includes kit		Does not include kit		Don't know	
	2012	2013	2012	2013	2012	2013
Sample Size	11,639	13,129	12,633	13,958	0	886
Dissemination Services - Website	--	87	--	83	--	81
Ease of locating information	83	85	82	81	--	79
Ease of understanding info	88	87	87	83	--	82
Information is up-to-date	88	88	87	86	--	84
Satellite Imagery display	--	86	--	82	--	80
Doppler Radar display	--	86	--	82	--	81
Dissemination Services - Automated	78	82	75	73	--	81
Ease locating data on servers	78	84	75	78	--	83
Ease of req add data to server	76	80	72	70	--	77
Ease of providing input	76	77	73	67	--	82
Ease of auto method	81	84	77	74	--	84
Usefulness of WEA Message	--	83	--	77	--	72
Usefulness of WEA message	--	83	--	77	--	72
Usefulness of NWS Presence	--	72	--	67	--	65
Usefulness of NWS presence on Facebook	--	79	--	75	--	72
Usefulness of NWS presence on Twitter	--	69	--	62	--	57
Usefulness of NWS presence on YouTube	--	48	--	41	--	43
Usefulness of NWS Graphical Summary	--	84	--	81	--	80
Usefulness of NWS graphical weather summaries on social	--	84	--	81	--	80
Effectiveness of Safety Campaigns	--	77	--	74	--	75
Effectiveness of Turn Around Don't Drown	--	81	--	79	--	79
Effectiveness of When Thunder Roars, Go Indoors!	--	72	--	68	--	71
Effectiveness of RIP CURRENTS - Break the Grip of the Rip	--	76	--	72	--	71
Customer Satisfaction Index	85	84	83	81	--	80
Overall Satisfaction	89	89	88	86	--	85
Meets expectations	80	78	78	74	--	73
Compared to ideal	82	81	81	79	--	78
Likelihood Take Action	91	92	89	89	--	88
Likelihood take action on info	91	92	89	89	--	88
Likelihood to Use in Future	96	97	95	96	--	95
Likelihood use NWS in future	96	97	95	96	--	95
Likelihood to Recommend	94	94	92	91	--	89
Likelihood to recommend	94	94	92	91	--	89
Desktop-laptop computer - Anticipated Use	--	93	--	93	--	91
Desktop-laptop computer	--	93	--	93	--	91
Mobile Device - Anticipated Use	--	61	--	58	--	55
Mobile Device	--	61	--	58	--	55
Social Media - Anticipated Use	--	26	--	22	--	23
Social Media	--	26	--	22	--	23
Direction Interaction - Anticipated Use	--	15	--	8	--	9
Direct Interaction w NWS Staff	--	15	--	8	--	9

National Weather Service - Overall 2010
2013
Plan includes hazardous weather emergency preparedness kit
Score Table

	Includes kit		Does not include kit		Don't know	
	2012	2013	2012	2013	2012	2013
Sample Size	11,639	13,129	12,633	13,958	0	886
NOAA Weather Radio - Anticipated Use	--	52	--	37	--	38
NOAA Weather Radio All-Hazards	--	52	--	37	--	38
File transfer services - Anticipated Use	--	22	--	14	--	16
File transfer services	--	22	--	14	--	16
Marginal - Level of Severity	--	24	--	22	--	23
Marginal	--	24	--	22	--	23
Slight - Level of Severity	--	17	--	16	--	18
Slight	--	17	--	16	--	18
Critical - Level of Severity	--	92	--	92	--	91
Critical	--	92	--	92	--	91
Enhanced - Level of Severity	--	50	--	49	--	50
Enhanced	--	50	--	49	--	50
Elevated - Level of Severity	--	55	--	54	--	56
Elevated	--	55	--	54	--	56
Moderate - Level of Severity	--	47	--	46	--	47
Moderate	--	47	--	46	--	47
High - Level of Severity	--	81	--	80	--	80
High	--	81	--	80	--	80
Ease of Accessing Fire Weather Info	--	78	--	76	--	81
Ease of accessing fire weather info on NWS website	--	78	--	76	--	81
Ease of Navigating NHC Website	--	85	--	79	--	79
Ease of navigating NHC website	--	85	--	79	--	79
Frequency of Use	--	63	--	67	--	65
How frequently use NHC website	--	15	--	23	--	20
How frequently use NHC Facebook page	--	67	--	71	--	68
How frequently use NHC Twitter accounts	--	71	--	74	--	72
How frequently use Hurrevac	--	75	--	78	--	76
How frequently use Free commercial service	--	52	--	53	--	48
How frequently use Paid commercial service	--	72	--	74	--	75
How frequently use Other government services	--	53	--	60	--	56
NHC Text Products	--	82	--	78	--	84
Tropical Cyclone Public Advisory (TCP)	--	84	--	79	--	85
Tropical Cyclone Forecast/Advisory (TCM)	--	86	--	82	--	85
Tropical Cyclone Forecast Discussion (TCD)	--	82	--	78	--	84
Tropical Cyclone Wind Speed Probabilities (PWS)	--	83	--	78	--	82
Tropical Cyclone Update (TCU)	--	88	--	84	--	90
Tropical Cyclone Valid Event Time Code (TCV)	--	72	--	66	--	79
Tropical Cyclone Aviation Advisory (TCA)	--	56	--	48	--	53

National Weather Service - Overall 2010
2013
Plan includes hazardous weather emergency preparedness kit
Score Table

	Includes kit		Does not include kit		Don't know	
	2012	2013	2012	2013	2012	2013
Sample Size	11,639	13,129	12,633	13,958	0	886
NHC Graphical Products	--	84	--	79	--	84
Tropical Cyclone Track/Forecast Cone	--	93	--	91	--	93
Tropical Cyclone Surface Wind Field/Coastal Watches and Maximum 1-Minute Wind Speed Probability	--	90	--	85	--	90
Tropical Cyclone Wind Speed Probabilities	--	74	--	68	--	73
Tropical Cyclone Cumulative Wind History	--	85	--	80	--	84
Tropical Cyclone Storm Surge Probabilities 2-25 ft.	--	69	--	64	--	69
Tropical Cyclone Storm Surge Probabilities Exceedence	--	83	--	77	--	79
NHC Potential Products	--	89	--	86	--	92
Forecasts for systems not yet tropical cyclones	--	85	--	80	--	90
Watches/warnings before cyclone forms	--	77	--	71	--	86
6 and 7-day cyclone track and intensity forecasts	--	86	--	83	--	89
Map of areas at risk	--	91	--	88	--	93
Graphic showing potential arrival time of winds of tropical st	--	93	--	90	--	95
Landfall intensity probabilities	--	92	--	90	--	94
Satisfaction with new TCP	--	84	--	80	--	83
Overall satisfaction with content of new TCP	--	86	--	81	--	85
Overall satisfaction with organization and layout of new TCP	--	84	--	79	--	82
Overall satisfaction with length of new TCP	--	84	--	79	--	80
Usefulness of NHC/TAFB Text Products	--	48	--	43	--	51
Atlantic High Seas forecast	--	47	--	41	--	49
East Pacific High Seas forecast	--	24	--	22	--	26
Southeast Pacific High Seas forecast	--	23	--	20	--	22
Offshore Waters forecasts for the Caribbean and Southwes	--	49	--	43	--	46
Offshore Waters for the Gulf of Mexico	--	50	--	43	--	44
NAVTEX Marine forecasts from Miami, San Juan, and New	--	42	--	33	--	43
High Frequency Voice Broadcasts (VOBRA)	--	34	--	22	--	31
Marine Weather Discussion	--	47	--	41	--	67
Atlantic Tropical Weather Discussion	--	61	--	57	--	61
East Pacific Tropical Weather Discussion	--	27	--	26	--	32
Satellite Tropical Disturbance Rainfall	--	50	--	42	--	48
Pan-Am Temperature and Precipitation Table	--	33	--	28	--	36
NHC/TAFB Graphical Products	--	77	--	72	--	81
Unified Surface Analysis (USA)	--	66	--	61	--	71
24, 48, and 72-hour Wind/Wave forecasts	--	77	--	72	--	80
24, 48, and 72-hour Surface forecasts	--	77	--	72	--	79
Tropical Cyclone Danger Area	--	82	--	77	--	82
48-hour High Wind	--	77	--	70	--	81

National Weather Service - Overall 2010
2013
Plan includes hazardous weather emergency preparedness kit
Score Table

	Includes kit		Does not include kit		Don't know	
	2012	2013	2012	2013	2012	2013
Sample Size	11,639	13,129	12,633	13,958	0	886
NHC/TAFB Experimental and Potential Products	--	73	--	65	--	73
EDSS Graphicast	--	68	--	57	--	76
Satellite Derived QPE/QPF page	--	71	--	62	--	76
Wind Speed Probabilities-based Tropical Cyclone Danger G	--	80	--	74	--	81
Gridded Marine Forecasts on the National Digital Forecast D	--	71	--	61	--	76
Spot EDSS Marine Forecasts for the Atlantic and East Pacif	--	67	--	56	--	73
96, 120, and 144-hour marine forecast graphics	--	71	--	62	--	73
Marine Forecast Matrices	--	66	--	56	--	72
5-Day High Seas Forecasts	--	72	--	62	--	71
Graphical/polygonal depiction of High Seas warnings	--	69	--	59	--	74
Offshore Waters Forecasts for the Northeast Pacific	--	46	--	38	--	50
Satisfaction with NHC Tropical Weather Discussions	--	85	--	80	--	84
Satisfaction with Tropical Weather Discussions for Atlantic a	--	85	--	80	--	84
Flood Inundation Mapping	--	86	--	85	--	91
Usefulness of flood inundation mapping libraries	--	86	--	85	--	91
Experimental Long-Range River Flood Risk	--	75	--	72	--	73
Visual appeal	--	74	--	72	--	74
Ease of understanding	--	77	--	72	--	70
Tells me what I need to know	--	75	--	73	--	74
Water Resources Decision Support Page	--	83	--	80	--	79
Visual appeal	--	84	--	82	--	84
Ease of understanding	--	81	--	78	--	78
Tells me what I need to know	--	83	--	81	--	80
Improves my ability to make decisions	--	84	--	82	--	80
River Forecast Center Quantitative Precipitation Foreca	--	85	--	83	--	79
Visual appeal	--	86	--	84	--	81
Ease of understanding	--	84	--	82	--	78
Tells me what I need to know	--	83	--	81	--	79
Short-Term Probabilistic Forecasts	--	81	--	77	--	71
Visual appeal	--	82	--	79	--	77
Ease of understanding	--	80	--	74	--	66
Tells me what I need to know	--	82	--	78	--	69
Satisfaction with Advanced Hydrologic Prediction Servi	--	83	--	82	--	85
Satisfaction with AHPS	--	83	--	82	--	85
Satisfaction with NWS Hydrologic Services Program	--	75	--	74	--	73
Satisfaction with Hydrologic Services Program	--	80	--	79	--	78
Hydrologic Services Program compared to expectations	--	71	--	69	--	69
Hydrologic Services Program compared to ideal	--	75	--	73	--	72

National Weather Service - Overall 2010
2013
Plan includes hazardous weather emergency preparedness kit
Score Table

	Includes kit		Does not include kit		Don't know	
	2012	2013	2012	2013	2012	2013
Sample Size	11,639	13,129	12,633	13,958	0	886
New Interactive Display of 8-14 Day Extended Range Ou	--	85	--	81	--	66
Easy to understand	--	87	--	86	--	71
Easy to use	--	87	--	85	--	65
Eye-appealing	--	85	--	82	--	71
Timeliness	--	85	--	83	--	72
Usefulness	--	84	--	81	--	67
Organization of information	--	85	--	82	--	72
Location selection	--	84	--	80	--	69
Ability to select variables	--	83	--	78	--	68
Length of data record	--	84	--	79	--	74
Meets my needs	--	85	--	80	--	63

National Weather Service - Overall
2013
Plan includes hazardous weather emergency preparedness kit
Demographics

Region	Includes kit			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Central Region	33%	2,524	29%	3,821
Eastern Region	27%	2,095	23%	3,013
Southern Region	20%	1,518	23%	3,016
Western Region	19%	1,444	24%	3,123
Alaska Region	1%	43	0%	60
Pacific Region	1%	50	0%	55
Number of Respondents		7,674		13,088

Uses of NWS information~	2012		2013	
	Percent	Frequency	Percent	Frequency
Agriculture	0%	0	19%	2,477
Aviation	0%	0	6%	831
Amateur Radio	0%	0	8%	1,090
Broadcast/Print Media	0%	0	3%	433
Commodities Markets	0%	0	1%	137
Consulting	0%	0	2%	238
Education	0%	0	9%	1,153
Health Services	0%	0	3%	450
Land Management Decisions	0%	0	10%	1,313
Marine	0%	0	4%	584
NWS Data Provider	0%	0	12%	1,612
Personal	0%	0	86%	11,291
Recreation	0%	0	60%	7,925
Research	0%	0	7%	914
Weather Enthusiast	0%	0	57%	7,463
Work-related decisions	0%	0	29%	3,814
Other	0%	0	9%	1,139
Number of Respondents		0		13,129

Type of Aviation	2012		2013	
	Percent	Frequency	Percent	Frequency
Dispatcher	100%	11	4%	32
Comm Aircraft	0%	0	20%	166
Private Aircraft	0%	0	73%	606
Air Traffic Controller	0%	0	3%	27
Number of Respondents		11		831

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Plan includes hazardous weather emergency preparedness kit
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	Includes kit			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Information sources~				
NWS Web	93%	10,487	93%	12,249
Non-NWS Web	33%	3,725	32%	4,161
Mobile devices	40%	4,564	49%	6,485
Social Media	12%	1,402	16%	2,099
Email	21%	2,364	15%	1,937
Landline Telephone	0%	0	5%	722
Cell Phone	0%	0	22%	2,840
Local or cable TV	53%	5,999	55%	7,173
Commercial Radio	31%	3,458	25%	3,280
Satellite radio	5%	605	4%	550
Satellite TV	18%	2,093	15%	1,998
Newspaper	18%	2,093	17%	2,174
NOAA Weather Radio/All Hazards	50%	5,674	52%	6,788
NOAA Weather Wire	7%	745	5%	633
Family of Services (FOS)	5%	545	2%	227
Emerg Mgrs Weather Info Net	7%	736	7%	876
NOAAPort	5%	592	3%	373
World Area Forecast System	2%	229	1%	137
DUATS	3%	325	2%	306
Flight Services	6%	649	4%	466
U.S. Coast Guard Broadcasts	9%	1,016	2%	314
NAVTEX receiver	1%	108	0%	43
Immarsat-C SafetyNET	0%	45	0%	24
Radiofacsimile	1%	130	0%	27
Other	2%	228	6%	748
Number of Respondents		11,319		13,129
NOAANWS products used most often~				
Forecasts, outlooks, watches, warnings, alerts	0%	0	97%	12,692
Weather observations	0%	0	77%	10,066
Climate observations	0%	0	35%	4,642
Satellite data	0%	0	54%	7,064
Radar data	0%	0	83%	10,924
Computer weather model output	0%	0	43%	5,595
Weather outreach/educational materials	0%	0	11%	1,507
Other products	0%	0	5%	628
Number of Respondents		0		13,129

National Weather Service - Overall
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Plan includes hazardous weather emergency preparedness kit
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	Includes kit			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Products familiar with~				
Tornado Warnings	0%	0	77%	10,099
Severe Thunderstorm Warnings	0%	0	95%	12,427
Severe Thunderstorm Watches	0%	0	93%	12,205
Flash Flood Warnings	0%	0	83%	10,847
Tsunami Warnings	0%	0	24%	3,183
Hurricane Warnings	0%	0	54%	7,026
Winter Storm Warnings	0%	0	90%	11,770
River Flood Warnings	0%	0	64%	8,451
Excessive Heat Warnings	0%	0	78%	10,212
Extreme Cold Warnings	0%	0	69%	9,104
High Surf Warnings	0%	0	29%	3,823
Coastal Flood Warnings	0%	0	37%	4,886
Climate Hazards	0%	0	50%	6,538
Don't know	0%	0	0%	54
Number of Respondents	0		13,129	
Likelihood of taking protective action if tornado warning issued				
Very Unlikely	0%	0	2%	291
Somewhat Unlikely	0%	0	2%	285
Somewhat Likely	0%	0	10%	1,341
Very Likely	0%	0	84%	11,072
Don't Know	0%	0	1%	140
Number of Respondents	0		13,129	
Reason for not taking action				
Do not believe I would be directly impacted by the tornado	0%	0	20%	117
Need to first see or hear tornado	0%	0	12%	71
Have never seen tornado damage in my area	0%	0	26%	151
Do not take tornado warnings seriously	0%	0	4%	21
Other	0%	0	38%	216
Number of Respondents	0		576	
Proximity of tornado before considering warning accurate				
1 mile or less	0%	0	5%	616
5 miles or less	0%	0	34%	4,403
10 miles or less	0%	0	37%	4,828
25 miles or less	0%	0	22%	2,840
Other	0%	0	3%	442
Number of Respondents	0		13,129	
Number of tornado warnings issued				
Too many tornado warnings	0%	0	5%	716
Too few tornado warnings	0%	0	4%	477
Just about right	0%	0	72%	9,452
Don't know	0%	0	19%	2,484
Number of Respondents	0		13,129	

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	Includes kit			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Impact of tornado not occurring when warning issued				
Same actions as did previously	0%	0	85%	11,095
Less likely to take same action	0%	0	8%	1,040
Don't know	0%	0	8%	994
Number of Respondents	0		13,129	
Heard the term Weather-Ready Nation				
Heard Weather-Ready Nation	0%	0	22%	2,923
Have not heard Weather-Ready Nation	0%	0	78%	10,206
Number of Respondents	0		13,129	
Have a hazardous weather safety plan				
Have a plan	79%	9,218	93%	12,185
Do not have a plan	21%	2,421	6%	808
Don't know	0%	0	1%	136
Number of Respondents	11,639		13,129	
Reason plan created~				
Friends and family	40%	3,642	54%	6,530
General desire to be prepared	86%	7,885	92%	11,204
An extreme weather event	44%	4,069	55%	6,732
Be a Force of Nature campaign	1%	124	2%	199
Weather-Ready Nation initiative	6%	544	5%	585
Other	12%	1,096	16%	2,004
Number of Respondents	9,167		12,185	
Main reason you do not have a plan				
Takes too much time	1%	35	5%	39
Too expensive	0%	12	3%	23
Not sure what to include	45%	1,094	38%	311
Don't think it's necessary	36%	862	27%	220
Other	17%	418	27%	215
Number of Respondents	2,421		808	
Reason kit created~				
Friends and family	33%	3,807	51%	6,631
General desire to be prepared	85%	9,821	92%	12,136
An extreme weather event	40%	4,651	54%	7,073
Be a Force of Nature campaign	1%	152	1%	190
Weather-Ready Nation initiative	7%	765	4%	509
Other	15%	1,756	14%	1,875
Number of Respondents	11,562		13,129	

National Weather Service - Overall
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	Includes kit			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Main reason you do not have a kit				
Takes too much time	0%	0	0%	0
Too expensive	0%	0	0%	0
Not sure what to include	0%	0	0%	0
Don't think it's necessary	0%	0	0%	0
Other	0%	0	0%	0
Number of Respondents	0		0	
NWS staff on-site at incident				
NWS staff on-site	0%	0	10%	557
No staff on-site	0%	0	58%	3,092
DK/NA	0%	0	32%	1,728
Number of Respondents	0		5,377	
Require specific products and have automated methods				
Require specific products with automation	0%	0	10%	1,363
Do not require specific products with automation	0%	0	90%	11,766
Number of Respondents	0		13,129	
Received WEA message on cell phone				
Received message	0%	0	28%	3,694
Did not receive message	0%	0	68%	8,881
Don't know	0%	0	4%	554
Number of Respondents	0		13,129	
WEA message was first notification received				
First notification	0%	0	61%	2,251
Not first notification	0%	0	31%	1,144
Don't know	0%	0	8%	299
Number of Respondents	0		3,694	
Understood WEA message				
Fully understood	0%	0	88%	3,235
Somewhat understood	0%	0	12%	432
Did not understand	0%	0	1%	27
Number of Respondents	0		3,694	
Beneficial enhancements to WEA message~				
More text containing details of warning	0%	0	40%	1,469
Accompanying graphic showing warning area	0%	0	61%	2,252
Accompanying graphic showing current location	0%	0	56%	2,077
Color representing urgency of warning	0%	0	38%	1,399
Color representing type of warning	0%	0	25%	941
Sound representing urgency of warning	0%	0	44%	1,616
Sound representing type of warning	0%	0	29%	1,063
Number of Respondents	0		3,694	

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	Includes kit			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Facebook and Twitter during weather events~				
Do not use Facebook and Twitter for weather events	0%	0	69%	9,066
Read what others are posting or tweeting	0%	0	24%	3,204
Comment on what others are posting or tweeting	0%	0	18%	2,419
Write own posts or tweets	0%	0	20%	2,576
Number of Respondents	0		13,129	
Amount of social media content available				
Too little	0%	0	21%	871
Just about right	0%	0	52%	2,094
Too much	0%	0	1%	42
Don't know	0%	0	26%	1,056
Number of Respondents	0		4,063	
Promoted awareness campaigns~				
Heat Safety	0%	0	32%	1,710
Flood Safety	0%	0	32%	1,726
Lightning Safety	0%	0	37%	2,014
Severe Weather Safety	0%	0	50%	2,707
Rip Currents Safety	0%	0	7%	365
Hurricane Safety	0%	0	15%	809
Tsunami Safety	0%	0	4%	230
Winter Weather Safety	0%	0	42%	2,285
Wildfire Safety	0%	0	28%	1,527
None of the above	0%	0	30%	1,619
Number of Respondents	0		5,377	
Websites visited for weather safety~				
National Weather Service	0%	0	97%	12,731
FEMA	0%	0	20%	2,595
American Red Cross	0%	0	11%	1,494
Centers for Disease Control and Prevention	0%	0	7%	954
Commercial weather vendor	0%	0	59%	7,715
Other	0%	0	12%	1,562
Number of Respondents	0		13,129	
Safe to drive through water when no Road Closed sign or police barricade				
True	0%	0	2%	230
False	0%	0	98%	12,899
Number of Respondents	0		13,129	
Not safe to drive when water is too deep to see road surface				
True	0%	0	96%	12,566
False	0%	0	4%	563
Number of Respondents	0		13,129	

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	Includes kit			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Safe to drive through water slowly				
True	0%	0	4%	518
False	0%	0	96%	12,611
Number of Respondents	0		13,129	
Safe to drive through water in a large and heavy vehicle				
True	0%	0	3%	393
False	0%	0	97%	12,736
Number of Respondents	0		13,129	
Not safe to drive through swiftly moving water				
True	0%	0	97%	12,705
False	0%	0	3%	424
Number of Respondents	0		13,129	
When to seek shelter from lightning				
Distant lightning	0%	0	19%	2,437
Distant thunder	0%	0	56%	7,392
Nearby lightning	0%	0	14%	1,850
Loud thunder	0%	0	9%	1,237
Starts to rain	0%	0	2%	213
Number of Respondents	0		13,129	
Age				
Under 25 years	2%	241	2%	206
25 - 34 years	7%	692	8%	880
35 - 44 years	12%	1,226	12%	1,343
45 - 54 years	25%	2,459	23%	2,645
55 - 64 years	33%	3,325	33%	3,802
65 - 74 years	17%	1,732	18%	2,085
75 years and older	4%	358	4%	456
Number of Respondents	10,033		11,417	
Gender				
Male	73%	8,282	66%	8,575
Female	27%	3,025	30%	3,827
Prefer not to answer	0%	0	4%	560
Number of Respondents	11,307		12,962	

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	Includes kit			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Race				
White, Caucasian	94%	10,466	84%	10,875
Black, African American	1%	59	0%	54
Hispanic, Latino, or Spanish	1%	104	1%	156
Pacific Islander	0%	27	0%	17
Asian	1%	62	0%	57
American Indian/Native Indian or Alaska Native	1%	99	1%	150
Other	3%	321	3%	357
Prefer not to answer	0%	0	10%	1,296
Number of Respondents	11,138		12,962	
School completed				
12th grade or less (no diploma)	2%	205	1%	166
High school diploma or GED	7%	754	7%	855
Some college, no degree	21%	2,406	20%	2,559
Associate or technical degree	15%	1,669	14%	1,825
Bachelor's degree	28%	3,194	26%	3,412
Graduate degree/Professional degree	28%	3,210	28%	3,594
Prefer not to answer	0%	0	5%	598
Number of Respondents	11,438		13,009	
Interested in other areas~				
National Fire Weather Program	0%	0	8%	1,067
National Hurricane Center Program	0%	0	10%	1,284
National Hydrologic Services Program	0%	0	6%	844
National Climate Services Program	0%	0	10%	1,354
Do not wish to continue	0%	0	77%	10,064
Number of Respondents	0		13,129	

National Weather Service - Overall
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	Does not include kit				Don't know			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Region								
Central Region	36%	3,071	37%	5,151	--	--	30%	264
Eastern Region	31%	2,652	23%	3,172	--	--	26%	230
Southern Region	16%	1,381	19%	2,644	--	--	16%	136
Western Region	17%	1,446	21%	2,871	--	--	27%	240
Alaska Region	0%	28	0%	37	--	--	0%	2
Pacific Region	0%	19	0%	27	--	--	0%	3
Number of Respondents		8,597		13,902		--		875
Uses of NWS information~								
Agriculture	0%	0	14%	2,008	--	--	16%	145
Aviation	0%	0	4%	550	--	--	3%	29
Amateur Radio	0%	0	4%	550	--	--	3%	31
Broadcast/Print Media	0%	0	2%	319	--	--	3%	28
Commodities Markets	0%	0	1%	149	--	--	1%	9
Consulting	0%	0	1%	143	--	--	2%	16
Education	0%	0	5%	731	--	--	6%	51
Health Services	0%	0	2%	237	--	--	2%	20
Land Management Decisions	0%	0	6%	832	--	--	8%	72
Marine	0%	0	2%	283	--	--	3%	29
NWS Data Provider	0%	0	7%	948	--	--	8%	67
Personal	0%	0	89%	12,458	--	--	86%	764
Recreation	0%	0	57%	7,953	--	--	52%	464
Research	0%	0	4%	612	--	--	5%	46
Weather Enthusiast	0%	0	52%	7,241	--	--	50%	445
Work-related decisions	0%	0	18%	2,529	--	--	15%	135
Other	0%	0	8%	1,075	--	--	10%	88
Number of Respondents		0		13,958		--		886
Type of Aviation								
Dispatcher	100%	10	4%	20	--	--	7%	2
Comm Aircraft	0%	0	18%	97	--	--	28%	8
Private Aircraft	0%	0	75%	411	--	--	66%	19
Air Traffic Controller	0%	0	4%	22	--	--	0%	0
Number of Respondents		10		550		--		29

~ Total percentage may exceed 100 due to multiple responses

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	Does not include kit				Don't know			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Information sources~								
NWS Web	93%	11,383	93%	12,944	--	--	91%	804
Non-NWS Web	33%	4,025	32%	4,425	--	--	31%	277
Mobile devices	34%	4,230	47%	6,623	--	--	43%	380
Social Media	10%	1,206	13%	1,789	--	--	11%	97
Email	12%	1,417	8%	1,110	--	--	9%	79
Landline Telephone	0%	0	4%	551	--	--	4%	35
Cell Phone	0%	0	17%	2,307	--	--	15%	131
Local or cable TV	51%	6,248	54%	7,564	--	--	50%	445
Commercial Radio	28%	3,439	23%	3,278	--	--	25%	218
Satellite radio	3%	399	3%	349	--	--	3%	26
Satellite TV	14%	1,760	12%	1,719	--	--	10%	92
Newspaper	20%	2,407	16%	2,298	--	--	18%	163
NOAA Weather Radio/All Hazards	33%	4,037	35%	4,908	--	--	35%	310
NOAA Weather Wire	4%	522	3%	356	--	--	3%	23
Family of Services (FOS)	3%	409	1%	126	--	--	2%	20
Emerg Mgrs Weather Info Net	2%	242	2%	308	--	--	3%	24
NOAAPort	4%	495	2%	235	--	--	2%	16
World Area Forecast System	1%	145	0%	58	--	--	1%	7
DUATS	2%	206	1%	169	--	--	1%	11
Flight Services	3%	423	2%	250	--	--	1%	10
U.S. Coast Guard Broadcasts	4%	487	1%	123	--	--	2%	16
NAVTEX receiver	0%	46	0%	8	--	--	0%	4
Immarsat-C SafetyNET	0%	23	0%	3	--	--	0%	2
Radiofacsimile	1%	86	0%	8	--	--	0%	4
Other	2%	192	5%	715	--	--	6%	51
Number of Respondents		12,288		13,958		--		886
NOAANWS products used most often~								
Forecasts, outlooks, watches, warnings, alerts	0%	0	96%	13,462	--	--	95%	842
Weather observations	0%	0	71%	9,923	--	--	69%	615
Climate observations	0%	0	30%	4,214	--	--	31%	274
Satellite data	0%	0	43%	6,014	--	--	42%	371
Radar data	0%	0	78%	10,823	--	--	70%	624
Computer weather model output	0%	0	32%	4,453	--	--	31%	276
Weather outreach/educational materials	0%	0	6%	815	--	--	7%	65
Other products	0%	0	4%	589	--	--	6%	55
Number of Respondents		0		13,958		--		886

~ Total percentage may exceed 100 due to multiple responses

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Plan includes hazardous weather emergency preparedness kit
Demographics

	Does not include kit				Don't know			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Products familiar with~								
Tornado Warnings	0%	0	76%	10,593	--	--	70%	616
Severe Thunderstorm Warnings	0%	0	93%	13,027	--	--	92%	811
Severe Thunderstorm Watches	0%	0	91%	12,742	--	--	88%	779
Flash Flood Warnings	0%	0	79%	11,080	--	--	74%	658
Tsunami Warnings	0%	0	17%	2,425	--	--	18%	163
Hurricane Warnings	0%	0	46%	6,482	--	--	45%	397
Winter Storm Warnings	0%	0	90%	12,509	--	--	88%	777
River Flood Warnings	0%	0	55%	7,717	--	--	52%	464
Excessive Heat Warnings	0%	0	75%	10,487	--	--	73%	646
Extreme Cold Warnings	0%	0	64%	8,963	--	--	62%	548
High Surf Warnings	0%	0	21%	2,939	--	--	22%	191
Coastal Flood Warnings	0%	0	27%	3,765	--	--	30%	264
Climate Hazards	0%	0	41%	5,716	--	--	41%	361
Don't know	0%	0	1%	160	--	--	3%	25
Number of Respondents		0		13,958		--		886
Likelihood of taking protective action if tornado warning issued								
Very Unlikely	0%	0	2%	321	--	--	3%	24
Somewhat Unlikely	0%	0	3%	460	--	--	2%	22
Somewhat Likely	0%	0	17%	2,360	--	--	19%	164
Very Likely	0%	0	76%	10,606	--	--	72%	635
Don't Know	0%	0	2%	211	--	--	5%	41
Number of Respondents		0		13,958		--		886
Reason for not taking action								
Do not believe I would be directly impacted by the tornado	0%	0	21%	162	--	--	20%	9
Need to first see or hear tornado	0%	0	14%	113	--	--	15%	7
Have never seen tornado damage in my area	0%	0	31%	241	--	--	30%	14
Do not take tornado warnings seriously	0%	0	6%	43	--	--	4%	2
Other	0%	0	28%	222	--	--	30%	14
Number of Respondents		0		781		--		46
Proximity of tornado before considering warning accurate								
1 mile or less	0%	0	6%	779	--	--	6%	53
5 miles or less	0%	0	36%	5,071	--	--	31%	275
10 miles or less	0%	0	37%	5,151	--	--	35%	312
25 miles or less	0%	0	18%	2,569	--	--	22%	196
Other	0%	0	3%	388	--	--	6%	50
Number of Respondents		0		13,958		--		886
Number of tornado warnings issued								
Too many tornado warnings	0%	0	7%	968	--	--	4%	36
Too few tornado warnings	0%	0	3%	372	--	--	3%	25
Just about right	0%	0	68%	9,497	--	--	56%	495
Don't know	0%	0	22%	3,121	--	--	37%	330
Number of Respondents		0		13,958		--		886

~ Total percentage may exceed 100 due to multiple responses

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2013
Plan includes hazardous weather emergency preparedness kit
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	Does not include kit				Don't know			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Impact of tornado not occurring when warning issued								
Same actions as did previously	0%	0	79%	10,991	--	--	70%	621
Less likely to take same action	0%	0	12%	1,654	--	--	11%	97
Don't know	0%	0	9%	1,313	--	--	19%	168
Number of Respondents	0		13,958		--		886	
Heard the term Weather-Ready Nation								
Heard Weather-Ready Nation	0%	0	13%	1,818	--	--	16%	144
Have not heard Weather-Ready Nation	0%	0	87%	12,140	--	--	84%	742
Number of Respondents	0		13,958		--		886	
Have a hazardous weather safety plan								
Have a plan	41%	5,237	58%	8,057	--	--	47%	420
Do not have a plan	59%	7,396	38%	5,371	--	--	33%	294
Don't know	0%	0	4%	530	--	--	19%	172
Number of Respondents	12,633		13,958		--		886	
Reason plan created~								
Friends and family	45%	2,364	50%	4,066	--	--	52%	218
General desire to be prepared	78%	4,048	91%	7,345	--	--	93%	390
An extreme weather event	41%	2,128	48%	3,862	--	--	51%	213
Be a Force of Nature campaign	1%	40	1%	79	--	--	1%	3
Weather-Ready Nation initiative	3%	178	2%	183	--	--	3%	11
Other	10%	515	10%	815	--	--	16%	68
Number of Respondents	5,214		8,057		--		420	
Main reason you do not have a plan								
Takes too much time	3%	195	3%	172	--	--	4%	11
Too expensive	1%	54	3%	168	--	--	3%	8
Not sure what to include	33%	2,471	40%	2,134	--	--	43%	127
Don't think it's necessary	48%	3,580	35%	1,870	--	--	28%	82
Other	15%	1,096	19%	1,027	--	--	22%	66
Number of Respondents	7,396		5,371		--		294	
Reason kit created~								
Friends and family	0%	0	0%	0	--	--	0%	0
General desire to be prepared	0%	0	0%	0	--	--	0%	0
An extreme weather event	0%	0	0%	0	--	--	0%	0
Be a Force of Nature campaign	0%	0	0%	0	--	--	0%	0
Weather-Ready Nation initiative	0%	0	0%	0	--	--	0%	0
Other	0%	0	0%	0	--	--	0%	0
Number of Respondents	0		0		--		0	

~ Total percentage may exceed 100 due to multiple responses

National Weather Service - Overall
2013
Plan includes hazardous weather emergency preparedness kit
Demographics

	Does not include kit				Don't know			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Main reason you do not have a kit								
Takes too much time	3%	407	3%	468	--	--	0%	0
Too expensive	6%	775	6%	888	--	--	0%	0
Not sure what to include	34%	4,277	38%	5,257	--	--	0%	0
Don't think it's necessary	36%	4,525	31%	4,355	--	--	0%	0
Other	21%	2,649	21%	2,990	--	--	0%	0
Number of Respondents	12,633		13,958		--		0	
NWS staff on-site at incident								
NWS staff on-site	0%	0	5%	177	--	--	4%	10
No staff on-site	0%	0	62%	2,331	--	--	46%	106
DK/NA	0%	0	33%	1,231	--	--	49%	113
Number of Respondents	0		3,739		--		229	
Require specific products and have automated methods								
Require specific products with automation	0%	0	5%	753	--	--	7%	59
Do not require specific products with automation	0%	0	95%	13,205	--	--	93%	827
Number of Respondents	0		13,958		--		886	
Received WEA message on cell phone								
Received message	0%	0	22%	3,121	--	--	20%	177
Did not receive message	0%	0	73%	10,224	--	--	71%	629
Don't know	0%	0	4%	613	--	--	9%	80
Number of Respondents	0		13,958		--		886	
WEA message was first notification received								
First notification	0%	0	65%	2,044	--	--	67%	118
Not first notification	0%	0	26%	799	--	--	19%	34
Don't know	0%	0	9%	278	--	--	14%	25
Number of Respondents	0		3,121		--		177	
Understood WEA message								
Fully understood	0%	0	83%	2,578	--	--	77%	136
Somewhat understood	0%	0	17%	515	--	--	20%	36
Did not understand	0%	0	1%	28	--	--	3%	5
Number of Respondents	0		3,121		--		177	
Beneficial enhancements to WEA message~								
More text containing details of warning	0%	0	40%	1,236	--	--	51%	91
Accompanying graphic showing warning area	0%	0	60%	1,877	--	--	56%	100
Accompanying graphic showing current location	0%	0	60%	1,878	--	--	57%	101
Color representing urgency of warning	0%	0	38%	1,180	--	--	42%	74
Color representing type of warning	0%	0	25%	778	--	--	25%	44
Sound representing urgency of warning	0%	0	41%	1,277	--	--	45%	79
Sound representing type of warning	0%	0	25%	775	--	--	25%	44
Number of Respondents	0		3,121		--		177	

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National Weather Service - Overall
2013
Plan includes hazardous weather emergency preparedness kit
Demographics

	Does not include kit				Don't know			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Facebook and Twitter during weather events~								
Do not use Facebook and Twitter for weather events	0%	0	71%	9,920	--	--	70%	618
Read what others are posting or tweeting	0%	0	24%	3,379	--	--	25%	224
Comment on what others are posting or tweeting	0%	0	15%	2,140	--	--	15%	137
Write own posts or tweets	0%	0	16%	2,188	--	--	15%	134
Number of Respondents	0		13,958		--		886	
Amount of social media content available								
Too little	0%	0	22%	874	--	--	21%	57
Just about right	0%	0	41%	1,671	--	--	40%	107
Too much	0%	0	2%	62	--	--	1%	3
Don't know	0%	0	35%	1,431	--	--	38%	101
Number of Respondents	0		4,038		--		268	
Promoted awareness campaigns~								
Heat Safety	0%	0	21%	784	--	--	20%	46
Flood Safety	0%	0	18%	655	--	--	21%	49
Lightning Safety	0%	0	24%	894	--	--	20%	46
Severe Weather Safety	0%	0	35%	1,311	--	--	27%	62
Rip Currents Safety	0%	0	3%	126	--	--	4%	10
Hurricane Safety	0%	0	7%	265	--	--	12%	28
Tsunami Safety	0%	0	2%	71	--	--	4%	10
Winter Weather Safety	0%	0	28%	1,060	--	--	25%	57
Wildfire Safety	0%	0	18%	672	--	--	21%	47
None of the above	0%	0	48%	1,801	--	--	52%	119
Number of Respondents	0		3,739		--		229	
Websites visited for weather safety~								
National Weather Service	0%	0	96%	13,437	--	--	95%	843
FEMA	0%	0	10%	1,453	--	--	13%	114
American Red Cross	0%	0	6%	860	--	--	7%	60
Centers for Disease Control and Prevention	0%	0	3%	447	--	--	5%	40
Commercial weather vendor	0%	0	58%	8,111	--	--	57%	502
Other	0%	0	10%	1,413	--	--	12%	102
Number of Respondents	0		13,958		--		886	
Safe to drive through water when no Road Closed sign or police barricade								
True	0%	0	2%	289	--	--	3%	30
False	0%	0	98%	13,669	--	--	97%	856
Number of Respondents	0		13,958		--		886	
Not safe to drive when water is too deep to see road surface								
True	0%	0	96%	13,405	--	--	94%	830
False	0%	0	4%	553	--	--	6%	56
Number of Respondents	0		13,958		--		886	

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National Weather Service - Overall
2013
Plan includes hazardous weather emergency preparedness kit
Demographics

	Does not include kit				Don't know			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Safe to drive through water slowly								
True	0%	0	5%	630	--	--	7%	65
False	0%	0	95%	13,328	--	--	93%	821
Number of Respondents	0		13,958		--		886	
Safe to drive through water in a large and heavy vehicle								
True	0%	0	4%	520	--	--	6%	54
False	0%	0	96%	13,438	--	--	94%	832
Number of Respondents	0		13,958		--		886	
Not safe to drive through swiftly moving water								
True	0%	0	97%	13,545	--	--	95%	840
False	0%	0	3%	413	--	--	5%	46
Number of Respondents	0		13,958		--		886	
When to seek shelter from lightning								
Distant lightning	0%	0	19%	2,657	--	--	19%	164
Distant thunder	0%	0	50%	6,994	--	--	45%	398
Nearby lightning	0%	0	18%	2,518	--	--	23%	208
Loud thunder	0%	0	11%	1,582	--	--	11%	95
Starts to rain	0%	0	1%	207	--	--	2%	21
Number of Respondents	0		13,958		--		886	
Age								
Under 25 years	4%	418	3%	378	--	--	6%	42
25 - 34 years	10%	1,062	10%	1,246	--	--	10%	65
35 - 44 years	12%	1,338	13%	1,524	--	--	11%	72
45 - 54 years	23%	2,467	21%	2,598	--	--	22%	150
55 - 64 years	29%	3,137	29%	3,542	--	--	31%	210
65 - 74 years	18%	1,925	19%	2,266	--	--	17%	114
75 years and older	5%	525	5%	616	--	--	4%	27
Number of Respondents	10,872		12,170		--		680	
Gender								
Male	70%	8,645	65%	9,029	--	--	58%	503
Female	30%	3,678	31%	4,267	--	--	34%	296
Prefer not to answer	0%	0	4%	493	--	--	8%	69
Number of Respondents	12,323		13,789		--		868	

National Weather Service - Overall
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Plan includes hazardous weather emergency preparedness kit
Demographics

	Does not include kit				Don't know			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Race								
White, Caucasian	95%	11,589	86%	11,905	--	--	77%	668
Black, African American	1%	63	0%	65	--	--	0%	3
Hispanic, Latino, or Spanish	1%	131	1%	160	--	--	2%	18
Pacific Islander	0%	23	0%	11	--	--	0%	1
Asian	1%	82	1%	83	--	--	1%	7
American Indian/Native Indian or Alaska Native	1%	66	1%	75	--	--	0%	1
Other	2%	233	2%	268	--	--	4%	31
Prefer not to answer	0%	0	9%	1,232	--	--	16%	138
Number of Respondents		12,187		13,799		--		867
School completed								
12th grade or less (no diploma)	2%	307	2%	260	--	--	5%	40
High school diploma or GED	9%	1,075	8%	1,062	--	--	8%	70
Some college, no degree	19%	2,362	18%	2,498	--	--	17%	144
Associate or technical degree	11%	1,347	11%	1,535	--	--	9%	82
Bachelor's degree	30%	3,666	30%	4,101	--	--	24%	208
Graduate degree/Professional degree	29%	3,664	28%	3,857	--	--	25%	220
Prefer not to answer	0%	0	4%	534	--	--	12%	105
Number of Respondents		12,421		13,847		--		869
Interested in other areas~								
National Fire Weather Program	0%	0	5%	758	--	--	7%	60
National Hurricane Center Program	0%	0	6%	900	--	--	6%	53
National Hydrologic Services Program	0%	0	5%	689	--	--	4%	38
National Climate Services Program	0%	0	10%	1,401	--	--	9%	82
Do not wish to continue	0%	0	81%	11,322	--	--	81%	722
Number of Respondents		0		13,958		--		886

National Weather Service - Overall
2013
Have a hazardous weather safety plan
Score Table

	Have a plan		Do not have a plan		Don't know	
	2012	2013	2012	2013	2012	2013
Sample Size	14,455	20,662	9,817	6,473	--	838
Hazardous Services	87	89	85	85	--	84
Tornado Warnings	86	87	84	83	--	82
Severe Thunderstorm Warnings	87	89	85	85	--	85
Severe Thunderstorm Watch	--	89	--	85	--	85
Winter Storm Warnings	86	89	84	85	--	85
Hurricane Warnings	89	91	86	87	--	86
Flash Flood Warnings	86	88	84	84	--	83
River Flood Warnings	88	90	86	86	--	85
High Surf Warnings	89	91	87	88	--	85
Tsunami Warnings	85	87	83	84	--	81
Extreme Cold Warnings	90	92	88	89	--	88
Excessive Heat Warnings	90	93	89	90	--	89
Coastal Flood Warnings	--	89	--	85	--	83
Climate Hazards	--	87	--	82	--	81
Tornado Warnings	86	88	84	84	--	83
Ease of Understanding	90	94	87	90	--	88
Timeliness	86	87	84	83	--	82
Accuracy	81	79	79	73	--	74
Severe Thunderstorm Warnings	87	90	85	86	--	85
Ease of Understanding	90	95	88	90	--	90
Timeliness	87	90	85	86	--	86
Accuracy	83	82	81	77	--	78
Severe Thunderstorm Watch	--	90	--	86	--	86
Ease of Understanding	--	94	--	90	--	89
Timeliness	--	91	--	88	--	88
Accuracy	--	82	--	77	--	77
Flash Flood Warnings	87	89	84	85	--	84
Ease of Understanding	89	93	87	89	--	87
Timeliness	86	89	85	86	--	84
Accuracy	83	82	80	78	--	78
Tsunami Warnings	85	87	83	84	--	81
Ease of Understanding	88	91	86	89	--	84
Timeliness	85	87	84	83	--	81
Accuracy	80	78	78	73	--	70
Hurricane Warnings	89	92	87	88	--	87
Ease of Understanding	91	94	89	90	--	88
Timeliness	90	94	88	91	--	89
Accuracy	84	85	81	81	--	80

National Weather Service - Overall
2013
Have a hazardous weather safety plan
Score Table

	Have a plan		Do not have a plan		Don't know	
	2012	2013	2012	2013	2012	2013
Sample Size	14,455	20,662	9,817	6,473	--	838
Winter Storm Warnings	86	90	84	86	--	86
Ease of Understanding	90	94	88	90	--	89
Timeliness	87	92	85	89	--	89
Accuracy	80	80	78	75	--	77
River Flood Warnings	88	90	86	86	--	85
Ease of Understanding	89	92	87	88	--	87
Timeliness	88	91	86	88	--	86
Accuracy	86	86	84	82	--	81
Excessive Heat Warnings	90	93	89	90	--	90
Ease of Understanding	91	95	90	91	--	90
Timeliness	91	94	89	91	--	91
Accuracy	89	90	88	87	--	88
Extreme Cold Warnings	90	92	88	89	--	89
Ease of Understanding	91	94	90	91	--	90
Timeliness	90	93	89	90	--	90
Accuracy	88	88	86	85	--	85
High Surf Warnings	89	91	87	88	--	86
Ease of Understanding	90	93	88	89	--	87
Timeliness	89	92	87	89	--	87
Accuracy	88	88	85	84	--	82
Coastal Flood Warnings	--	90	--	85	--	83
Ease of Understanding	--	92	--	87	--	85
Timeliness	--	91	--	87	--	85
Accuracy	--	85	--	81	--	79
Climate Hazards	--	87	--	82	--	81
Ease of Understanding	--	89	--	84	--	82
Timeliness	--	89	--	85	--	84
Accuracy	--	83	--	78	--	78
Weather-Sensitive Decision Making	--	87	--	84	--	85
Rely on NWS in making weather-sensitive decisions	--	87	--	84	--	85
User Support Services	90	89	87	86	--	85
Accessibility	89	87	86	84	--	83
Responsiveness	88	86	85	81	--	82
Subject-Matter Knowledge	92	93	89	89	--	87
Professionalism	93	93	91	90	--	88
Assisting in interpretation of weather-related information	90	89	87	85	--	85
Saving your organization money	--	78	--	70	--	71
Resolving a complaint	86	76	80	67	--	71

National Weather Service - Overall
2013
Have a hazardous weather safety plan
Score Table

	Have a plan		Do not have a plan		Don't know	
	2012	2013	2012	2013	2012	2013
Sample Size	14,455	20,662	9,817	6,473	--	838
Dissemination Services - Website	--	86	--	81	--	81
Ease of locating information	84	84	81	78	--	79
Ease of understanding info	88	86	86	81	--	80
Information is up-to-date	88	88	87	85	--	84
Satellite Imagery display	--	85	--	80	--	79
Doppler Radar display	--	85	--	80	--	80
Dissemination Services - Automated	79	80	72	72	--	71
Ease locating data on servers	79	83	72	76	--	76
Ease of req add data to server	76	78	68	66	--	67
Ease of providing input	77	75	70	65	--	66
Ease of auto method	81	82	73	71	--	70
Usefulness of WEA Message	--	82	--	74	--	74
Usefulness of WEA message	--	82	--	74	--	74
Usefulness of NWS Presence	--	70	--	64	--	68
Usefulness of NWS presence on Facebook	--	78	--	72	--	74
Usefulness of NWS presence on Twitter	--	67	--	60	--	63
Usefulness of NWS presence on YouTube	--	46	--	39	--	44
Usefulness of NWS Graphical Summary	--	84	--	78	--	80
Usefulness of NWS graphical weather summaries on social media	--	84	--	78	--	80
Effectiveness of Safety Campaigns	--	77	--	72	--	74
Effectiveness of Turn Around Don't Drown	--	81	--	77	--	78
Effectiveness of When Thunder Roars, Go Indoors!	--	71	--	66	--	69
Effectiveness of RIP CURRENTS - Break the Grip of the Rip!	--	75	--	70	--	69
Customer Satisfaction Index	85	83	82	79	--	79
Overall Satisfaction	89	88	87	85	--	84
Meets expectations	81	77	77	72	--	72
Compared to ideal	83	81	80	77	--	77
Likelihood Take Action	91	92	88	87	--	87
Likelihood take action on info	91	92	88	87	--	87
Likelihood to Use in Future	96	97	95	96	--	95
Likelihood use NWS in future	96	97	95	96	--	95
Likelihood to Recommend	94	93	92	90	--	88
Likelihood to recommend	94	93	92	90	--	88

National Weather Service - Overall
2013
Have a hazardous weather safety plan
Score Table

	Have a plan		Do not have a plan		Don't know	
	2012	2013	2012	2013	2012	2013
Sample Size	14,455	20,662	9,817	6,473	--	838
Anticipated Use Over Next Year	--	93	--	92	--	92
Desktop-laptop computer	--	93	--	92	--	92
Mobile Device	--	60	--	57	--	52
Social Media	--	25	--	18	--	25
Direct Interaction w NWS Staff	--	13	--	6	--	9
NOAA Weather Radio All-Hazards	--	49	--	31	--	38
File transfer services	--	20	--	13	--	17
Level of Severity	--	24	--	21	--	24
Marginal	--	24	--	21	--	24
Slight	--	17	--	14	--	19
Critical	--	92	--	91	--	90
Enhanced	--	50	--	47	--	51
Elevated	--	55	--	53	--	55
Moderate	--	47	--	44	--	46
High	--	81	--	79	--	79

National Weather Service - Overall
2013
Have a hazardous weather safety plan
Demographics

	Have a plan				Do not have a plan			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Region								
Central Region	38%	3,683	34%	7,009	29%	1,912	30%	1,954
Eastern Region	26%	2,491	22%	4,610	34%	2,256	25%	1,583
Southern Region	21%	2,042	23%	4,767	13%	857	14%	908
Western Region	14%	1,309	20%	4,065	24%	1,581	30%	1,957
Alaska Region	0%	37	0%	76	1%	34	0%	22
Pacific Region	0%	45	0%	68	0%	24	0%	17
Number of Respondents		9,607		20,595		6,664		6,441
Uses of NWS information~								
Agriculture	0%	0	18%	3,712	0%	0	13%	812
Aviation	0%	0	5%	1,133	0%	0	4%	244
Amateur Radio	0%	0	7%	1,443	0%	0	3%	203
Broadcast/Print Media	0%	0	3%	630	0%	0	2%	130
Commodities Markets	0%	0	1%	225	0%	0	1%	63
Consulting	0%	0	2%	320	0%	0	1%	65
Education	0%	0	8%	1,609	0%	0	4%	284
Health Services	0%	0	3%	602	0%	0	1%	89
Land Management Decisions	0%	0	9%	1,853	0%	0	5%	310
Marine	0%	0	4%	736	0%	0	2%	140
NWS Data Provider	0%	0	11%	2,266	0%	0	5%	306
Personal	0%	0	87%	18,027	0%	0	89%	5,732
Recreation	0%	0	59%	12,198	0%	0	57%	3,701
Research	0%	0	6%	1,258	0%	0	4%	268
Weather Enthusiast	0%	0	56%	11,612	0%	0	48%	3,123
Work-related decisions	0%	0	26%	5,302	0%	0	16%	1,030
Other	0%	0	9%	1,759	0%	0	7%	480
Number of Respondents		0		20,662		0		6,473
Type of Aviation								
Dispatcher	100%	14	4%	44	100%	7	3%	8
Comm Aircraft	0%	0	20%	224	0%	0	16%	39
Private Aircraft	0%	0	73%	825	0%	0	77%	189
Air Traffic Controller	0%	0	4%	40	0%	0	3%	8
Number of Respondents		14		1,133		7		244

~ Total percentage may exceed 100 due to multiple responses

National Weather Service - Overall
2013
Have a hazardous weather safety plan
Demographics

	Have a plan				Do not have a plan			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Information sources~								
NWS Web	92%	13,012	93%	19,218	93%	8,858	93%	6,011
Non-NWS Web	33%	4,595	32%	6,551	33%	3,155	32%	2,058
Mobile devices	39%	5,499	49%	10,065	35%	3,295	47%	3,071
Social Media	13%	1,861	16%	3,216	8%	747	10%	658
Email	20%	2,790	13%	2,643	10%	991	6%	413
Landline Telephone	0%	0	5%	1,053	0%	0	3%	220
Cell Phone	0%	0	20%	4,217	0%	0	15%	949
Local or cable TV	55%	7,675	56%	11,501	48%	4,572	50%	3,256
Commercial Radio	31%	4,331	25%	5,114	27%	2,566	23%	1,466
Satellite radio	5%	730	4%	765	3%	274	2%	134
Satellite TV	19%	2,630	15%	3,053	13%	1,223	10%	676
Newspaper	18%	2,587	16%	3,369	20%	1,913	17%	1,090
NOAA Weather Radio/All Hazards	49%	6,930	48%	9,933	29%	2,781	28%	1,797
NOAA Weather Wire	6%	888	4%	834	4%	379	2%	159
Family of Services (FOS)	5%	644	1%	306	3%	310	1%	59
Emerg Mgrs Weather Info Net	6%	798	5%	1,075	2%	180	2%	112
NOAAPort	5%	692	2%	497	4%	395	2%	106
World Area Forecast System	2%	262	1%	169	1%	112	0%	27
DUATS	3%	367	2%	388	2%	164	1%	84
Flight Services	5%	715	3%	603	4%	357	2%	111
U.S. Coast Guard Broadcasts	7%	1,052	2%	375	5%	451	1%	70
NAVTEX receiver	1%	113	0%	45	0%	41	0%	6
Immarsat-C SafetyNET	0%	54	0%	25	0%	14	0%	1
Radiofacsimile	1%	160	0%	30	1%	56	0%	4
Other	2%	260	6%	1,148	2%	160	5%	311
Number of Respondents		14,072		20,662		9,535		6,473
NOAANWS products used most often~								
Forecasts, outlooks, watches, warnings, alerts	0%	0	97%	19,959	0%	0	96%	6,232
Weather observations	0%	0	75%	15,494	0%	0	70%	4,509
Climate observations	0%	0	34%	6,937	0%	0	30%	1,932
Satellite data	0%	0	50%	10,381	0%	0	42%	2,712
Radar data	0%	0	82%	17,045	0%	0	73%	4,736
Computer weather model output	0%	0	39%	8,160	0%	0	29%	1,891
Weather outreach/educational materials	0%	0	10%	2,009	0%	0	5%	326
Other products	0%	0	5%	945	0%	0	4%	285
Number of Respondents		0		20,662		0		6,473

~ Total percentage may exceed 100 due to multiple responses

National Weather Service - Overall
2013
Have a hazardous weather safety plan
Demographics

	Have a plan				Do not have a plan			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Products familiar with~								
Tornado Warnings	0%	0	80%	16,469	0%	0	65%	4,237
Severe Thunderstorm Warnings	0%	0	95%	19,676	0%	0	90%	5,819
Severe Thunderstorm Watches	0%	0	94%	19,334	0%	0	87%	5,642
Flash Flood Warnings	0%	0	83%	17,069	0%	0	75%	4,873
Tsunami Warnings	0%	0	22%	4,497	0%	0	17%	1,127
Hurricane Warnings	0%	0	52%	10,709	0%	0	44%	2,829
Winter Storm Warnings	0%	0	90%	18,686	0%	0	87%	5,642
River Flood Warnings	0%	0	63%	12,930	0%	0	50%	3,267
Excessive Heat Warnings	0%	0	78%	16,150	0%	0	71%	4,584
Extreme Cold Warnings	0%	0	69%	14,244	0%	0	59%	3,851
High Surf Warnings	0%	0	26%	5,375	0%	0	21%	1,387
Coastal Flood Warnings	0%	0	33%	6,919	0%	0	27%	1,772
Climate Hazards	0%	0	48%	9,951	0%	0	36%	2,343
Don't know	0%	0	0%	81	0%	0	2%	136
Number of Respondents	0		20,662		0		6,473	
Likelihood of taking protective action if tornado warning issued								
Very Unlikely	0%	0	2%	437	0%	0	3%	184
Somewhat Unlikely	0%	0	2%	469	0%	0	4%	271
Somewhat Likely	0%	0	12%	2,382	0%	0	20%	1,325
Very Likely	0%	0	83%	17,171	0%	0	70%	4,539
Don't Know	0%	0	1%	203	0%	0	2%	154
Number of Respondents	0		20,662		0		6,473	
Reason for not taking action								
Do not believe I would be directly impacted by the tornado	0%	0	21%	186	0%	0	20%	91
Need to first see or hear tornado	0%	0	14%	124	0%	0	14%	62
Have never seen tornado damage in my area	0%	0	25%	223	0%	0	36%	166
Do not take tornado warnings seriously	0%	0	4%	36	0%	0	6%	26
Other	0%	0	37%	337	0%	0	24%	110
Number of Respondents	0		906		0		455	
Proximity of tornado before considering warning accurate								
1 mile or less	0%	0	5%	1,015	0%	0	6%	393
5 miles or less	0%	0	34%	7,056	0%	0	37%	2,401
10 miles or less	0%	0	37%	7,669	0%	0	36%	2,320
25 miles or less	0%	0	21%	4,260	0%	0	18%	1,168
Other	0%	0	3%	662	0%	0	3%	191
Number of Respondents	0		20,662		0		6,473	
Number of tornado warnings issued								
Too many tornado warnings	0%	0	6%	1,277	0%	0	6%	404
Too few tornado warnings	0%	0	3%	705	0%	0	2%	154
Just about right	0%	0	72%	14,953	0%	0	62%	3,988
Don't know	0%	0	18%	3,727	0%	0	30%	1,927
Number of Respondents	0		20,662		0		6,473	

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National Weather Service - Overall
2013
Have a hazardous weather safety plan
Demographics

	Have a plan				Do not have a plan			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Impact of tornado not occurring when warning issued								
Same actions as did previously	0%	0	84%	17,453	0%	0	72%	4,665
Less likely to take same action	0%	0	9%	1,769	0%	0	15%	939
Don't know	0%	0	7%	1,440	0%	0	13%	869
Number of Respondents	0		20,662		0		6,473	
Heard the term Weather-Ready Nation								
Heard Weather-Ready Nation	0%	0	20%	4,036	0%	0	11%	739
Have not heard Weather-Ready Nation	0%	0	80%	16,626	0%	0	89%	5,734
Number of Respondents	0		20,662		0		6,473	
Reason plan created~								
Friends and family	42%	6,006	52%	10,814	0%	0	0%	0
General desire to be prepared	83%	11,933	92%	18,939	0%	0	0%	0
An extreme weather event	43%	6,197	52%	10,807	0%	0	0%	0
Be a Force of Nature campaign	1%	164	1%	281	0%	0	0%	0
Weather-Ready Nation initiative	5%	722	4%	779	0%	0	0%	0
Other	11%	1,611	14%	2,887	0%	0	0%	0
Number of Respondents	14,381		20,662		0		0	
Main reason you do not have a plan								
Takes too much time	0%	0	0%	0	2%	230	3%	222
Too expensive	0%	0	0%	0	1%	66	3%	199
Not sure what to include	0%	0	0%	0	36%	3,565	40%	2,572
Don't think it's necessary	0%	0	0%	0	45%	4,442	34%	2,172
Other	0%	0	0%	0	15%	1,514	20%	1,308
Number of Respondents	0		0		9,817		6,473	
Plan includes hazardous weather emergency preparedness kit								
Includes kit	64%	9,218	59%	12,185	25%	2,421	12%	808
Does not include kit	36%	5,237	39%	8,057	75%	7,396	83%	5,371
Don't know	0%	0	2%	420	0%	0	5%	294
Number of Respondents	14,455		20,662		9,817		6,473	
Reason kit created~								
Friends and family	34%	3,077	52%	6,322	30%	730	32%	257
General desire to be prepared	85%	7,787	93%	11,349	85%	2,034	82%	662
An extreme weather event	42%	3,843	55%	6,762	34%	808	32%	256
Be a Force of Nature campaign	2%	142	1%	176	0%	10	2%	13
Weather-Ready Nation initiative	8%	696	4%	482	3%	69	3%	25
Other	16%	1,481	14%	1,715	11%	275	16%	133
Number of Respondents	9,160		12,185		2,402		808	

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National Weather Service - Overall
2013
Have a hazardous weather safety plan
Demographics

	Have a plan				Do not have a plan			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Main reason you do not have a kit								
Takes too much time	3%	157	3%	273	3%	250	3%	171
Too expensive	8%	415	7%	549	5%	360	6%	300
Not sure what to include	35%	1,821	37%	2,973	33%	2,456	38%	2,043
Don't think it's necessary	30%	1,545	28%	2,239	40%	2,980	37%	1,996
Other	25%	1,299	25%	2,023	18%	1,350	16%	861
Number of Respondents	5,237		8,057		7,396		5,371	
NWS staff on-site at incident								
NWS staff on-site	0%	0	9%	664	0%	0	5%	71
No staff on-site	0%	0	59%	4,531	0%	0	59%	892
DK/NA	0%	0	32%	2,435	0%	0	36%	539
Number of Respondents	0		7,630		0		1,502	
Require specific products and have automated methods								
Require specific products with automation	0%	0	9%	1,858	0%	0	4%	272
Do not require specific products with automation	0%	0	91%	18,804	0%	0	96%	6,201
Number of Respondents	0		20,662		0		6,473	
Received WEA message on cell phone								
Received message	0%	0	26%	5,463	0%	0	21%	1,370
Did not receive message	0%	0	69%	14,301	0%	0	75%	4,829
Don't know	0%	0	4%	898	0%	0	4%	274
Number of Respondents	0		20,662		0		6,473	
WEA message was first notification received								
First notification	0%	0	62%	3,371	0%	0	69%	941
Not first notification	0%	0	30%	1,648	0%	0	22%	296
Don't know	0%	0	8%	444	0%	0	10%	133
Number of Respondents	0		5,463		0		1,370	
Understood WEA message								
Fully understood	0%	0	87%	4,757	0%	0	79%	1,078
Somewhat understood	0%	0	12%	667	0%	0	20%	275
Did not understand	0%	0	1%	39	0%	0	1%	17
Number of Respondents	0		5,463		0		1,370	
Beneficial enhancements to WEA message~								
More text containing details of warning	0%	0	39%	2,154	0%	0	41%	565
Accompanying graphic showing warning area	0%	0	61%	3,358	0%	0	56%	774
Accompanying graphic showing current location	0%	0	58%	3,164	0%	0	58%	797
Color representing urgency of warning	0%	0	38%	2,065	0%	0	38%	515
Color representing type of warning	0%	0	26%	1,431	0%	0	20%	277
Sound representing urgency of warning	0%	0	44%	2,378	0%	0	38%	525
Sound representing type of warning	0%	0	29%	1,565	0%	0	21%	281
Number of Respondents	0		5,463		0		1,370	

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National Weather Service - Overall
2013
Have a hazardous weather safety plan
Demographics

	Have a plan				Do not have a plan			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Facebook and Twitter during weather events~								
Do not use Facebook and Twitter for weather events	0%	0	69%	14,255	0%	0	74%	4,777
Read what others are posting or tweeting	0%	0	25%	5,161	0%	0	22%	1,418
Comment on what others are posting or tweeting	0%	0	18%	3,692	0%	0	14%	878
Write own posts or tweets	0%	0	19%	3,913	0%	0	13%	848
Number of Respondents	0		20,662		0		6,473	
Amount of social media content available								
Too little	0%	0	22%	1,400	0%	0	21%	356
Just about right	0%	0	50%	3,180	0%	0	35%	593
Too much	0%	0	1%	72	0%	0	2%	31
Don't know	0%	0	27%	1,755	0%	0	42%	716
Number of Respondents	0		6,407		0		1,696	
Promoted awareness campaigns~								
Heat Safety	0%	0	29%	2,228	0%	0	18%	271
Flood Safety	0%	0	28%	2,168	0%	0	15%	225
Lightning Safety	0%	0	35%	2,649	0%	0	17%	259
Severe Weather Safety	0%	0	48%	3,654	0%	0	25%	373
Rip Currents Safety	0%	0	6%	427	0%	0	4%	59
Hurricane Safety	0%	0	13%	988	0%	0	6%	94
Tsunami Safety	0%	0	4%	271	0%	0	2%	35
Winter Weather Safety	0%	0	39%	2,987	0%	0	24%	357
Wildfire Safety	0%	0	25%	1,901	0%	0	20%	300
None of the above	0%	0	34%	2,608	0%	0	54%	814
Number of Respondents	0		7,630		0		1,502	
Websites visited for weather safety~								
National Weather Service	0%	0	97%	20,025	0%	0	95%	6,179
FEMA	0%	0	16%	3,378	0%	0	11%	683
American Red Cross	0%	0	10%	1,965	0%	0	6%	385
Centers for Disease Control and Prevention	0%	0	6%	1,168	0%	0	4%	237
Commercial weather vendor	0%	0	59%	12,189	0%	0	57%	3,658
Other	0%	0	11%	2,361	0%	0	10%	615
Number of Respondents	0		20,662		0		6,473	
Safe to drive through water when no Road Closed sign or police barricade								
True	0%	0	2%	360	0%	0	2%	161
False	0%	0	98%	20,302	0%	0	98%	6,312
Number of Respondents	0		20,662		0		6,473	
Not safe to drive when water is too deep to see road surface								
True	0%	0	96%	19,815	0%	0	96%	6,189
False	0%	0	4%	847	0%	0	4%	284
Number of Respondents	0		20,662		0		6,473	

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National Weather Service - Overall
2013
Have a hazardous weather safety plan
Demographics

	Have a plan				Do not have a plan			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Safe to drive through water slowly								
True	0%	0	4%	825	0%	0	5%	317
False	0%	0	96%	19,837	0%	0	95%	6,156
Number of Respondents	0		20,662		0		6,473	
Safe to drive through water in a large and heavy vehicle								
True	0%	0	3%	628	0%	0	4%	284
False	0%	0	97%	20,034	0%	0	96%	6,189
Number of Respondents	0		20,662		0		6,473	
Not safe to drive through swiftly moving water								
True	0%	0	97%	20,018	0%	0	97%	6,267
False	0%	0	3%	644	0%	0	3%	206
Number of Respondents	0		20,662		0		6,473	
When to seek shelter from lightning								
Distant lightning	0%	0	19%	3,900	0%	0	19%	1,203
Distant thunder	0%	0	55%	11,392	0%	0	46%	3,008
Nearby lightning	0%	0	15%	3,074	0%	0	21%	1,342
Loud thunder	0%	0	10%	1,972	0%	0	13%	819
Starts to rain	0%	0	2%	324	0%	0	2%	101
Number of Respondents	0		20,662		0		6,473	
Age								
Under 25 years	3%	398	2%	431	3%	261	3%	155
25 - 34 years	8%	1,006	8%	1,503	9%	748	11%	605
35 - 44 years	12%	1,521	12%	2,140	12%	1,043	13%	737
45 - 54 years	24%	2,992	23%	4,073	23%	1,934	21%	1,189
55 - 64 years	31%	3,876	32%	5,733	31%	2,586	29%	1,653
65 - 74 years	17%	2,148	19%	3,348	18%	1,509	18%	1,010
75 years and older	4%	498	4%	766	5%	385	5%	277
Number of Respondents	12,439		17,994		8,466		5,626	
Gender								
Male	72%	10,098	65%	13,275	72%	6,829	68%	4,373
Female	28%	3,989	31%	6,321	28%	2,714	28%	1,771
Prefer not to answer	0%	0	4%	814	0%	0	4%	242
Number of Respondents	14,087		20,410		9,543		6,386	

National Weather Service - Overall
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Have a hazardous weather safety plan
Demographics

	Have a plan				Do not have a plan			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Race								
White, Caucasian	95%	13,156	85%	17,376	94%	8,899	85%	5,427
Black, African American	1%	77	0%	91	0%	45	0%	28
Hispanic, Latino, or Spanish	1%	127	1%	235	1%	108	1%	87
Pacific Islander	0%	28	0%	25	0%	22	0%	4
Asian	0%	61	0%	85	1%	83	1%	52
American Indian/Native Indian or Alaska Native	1%	118	1%	195	0%	47	0%	29
Other	2%	333	2%	501	2%	221	2%	131
Prefer not to answer	0%	0	9%	1,909	0%	0	10%	628
Number of Respondents		13,900		20,417		9,425		6,386
School completed								
12th grade or less (no diploma)	2%	335	2%	313	2%	177	2%	118
High school diploma or GED	8%	1,161	7%	1,472	7%	668	7%	442
Some college, no degree	22%	3,067	20%	4,025	18%	1,701	16%	1,033
Associate or technical degree	14%	2,053	13%	2,732	10%	963	10%	636
Bachelor's degree	28%	3,914	27%	5,558	31%	2,946	30%	1,946
Graduate degree/Professional degree	26%	3,683	27%	5,486	33%	3,191	31%	1,988
Prefer not to answer	0%	0	4%	900	0%	0	4%	247
Number of Respondents		14,213		20,486		9,646		6,410
Interested in other areas~								
National Fire Weather Program	0%	0	7%	1,488	0%	0	5%	348
National Hurricane Center Program	0%	0	9%	1,831	0%	0	6%	358
National Hydrologic Services Program	0%	0	6%	1,256	0%	0	4%	285
National Climate Services Program	0%	0	10%	2,123	0%	0	10%	640
Do not wish to continue	0%	0	78%	16,089	0%	0	82%	5,317
Number of Respondents		0		20,662		0		6,473

National Weather Service - Overall
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Have a hazardous weather safety plan
Demographics

Region	Don't know			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Central Region	--	--	33%	273
Eastern Region	--	--	27%	222
Southern Region	--	--	15%	121
Western Region	--	--	26%	212
Alaska Region	--	--	0%	1
Pacific Region	--	--	0%	0
Number of Respondents	--		829	

Uses of NWS information~	2012		2013	
	Percent	Frequency	Percent	Frequency
Agriculture	--	--	13%	106
Aviation	--	--	4%	33
Amateur Radio	--	--	3%	25
Broadcast/Print Media	--	--	2%	20
Commodities Markets	--	--	1%	7
Consulting	--	--	1%	12
Education	--	--	5%	42
Health Services	--	--	2%	16
Land Management Decisions	--	--	6%	54
Marine	--	--	2%	20
NWS Data Provider	--	--	7%	55
Personal	--	--	90%	754
Recreation	--	--	53%	443
Research	--	--	5%	46
Weather Enthusiast	--	--	49%	414
Work-related decisions	--	--	17%	146
Other	--	--	8%	63
Number of Respondents	--		838	

Type of Aviation	2012		2013	
	Percent	Frequency	Percent	Frequency
Dispatcher	--	--	6%	2
Comm Aircraft	--	--	24%	8
Private Aircraft	--	--	67%	22
Air Traffic Controller	--	--	3%	1
Number of Respondents	--		33	

National Weather Service - Overall
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Have a hazardous weather safety plan
Demographics

	Don't know			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Information sources~				
NWS Web	--	--	92%	768
Non-NWS Web	--	--	30%	254
Mobile devices	--	--	42%	352
Social Media	--	--	13%	111
Email	--	--	8%	70
Landline Telephone	--	--	4%	35
Cell Phone	--	--	13%	112
Local or cable TV	--	--	51%	425
Commercial Radio	--	--	23%	196
Satellite radio	--	--	3%	26
Satellite TV	--	--	10%	80
Newspaper	--	--	21%	176
NOAA Weather Radio/All Hazards	--	--	33%	276
NOAA Weather Wire	--	--	2%	19
Family of Services (FOS)	--	--	1%	8
Emerg Mgrs Weather Info Net	--	--	3%	21
NOAAPort	--	--	3%	21
World Area Forecast System	--	--	1%	6
DUATS	--	--	2%	14
Flight Services	--	--	1%	12
U.S. Coast Guard Broadcasts	--	--	1%	8
NAVTEX receiver	--	--	0%	4
Immarsat-C SafetyNET	--	--	0%	3
Radiofacsimile	--	--	1%	5
Other	--	--	7%	55
Number of Respondents	--		838	
NOAANWS products used most often~				
Forecasts, outlooks, watches, warnings, alerts	--	--	96%	805
Weather observations	--	--	72%	601
Climate observations	--	--	31%	261
Satellite data	--	--	42%	356
Radar data	--	--	70%	590
Computer weather model output	--	--	33%	273
Weather outreach/educational materials	--	--	6%	52
Other products	--	--	5%	42
Number of Respondents	--		838	

National Weather Service - Overall
2013
Have a hazardous weather safety plan
Demographics

	Don't know			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Products familiar with~				
Tornado Warnings	--	--	72%	602
Severe Thunderstorm Warnings	--	--	92%	770
Severe Thunderstorm Watches	--	--	89%	750
Flash Flood Warnings	--	--	77%	643
Tsunami Warnings	--	--	18%	147
Hurricane Warnings	--	--	44%	367
Winter Storm Warnings	--	--	87%	728
River Flood Warnings	--	--	52%	435
Excessive Heat Warnings	--	--	73%	611
Extreme Cold Warnings	--	--	62%	520
High Surf Warnings	--	--	23%	191
Coastal Flood Warnings	--	--	27%	224
Climate Hazards	--	--	38%	321
Don't know	--	--	3%	22
Number of Respondents	--		838	
Likelihood of taking protective action if tornado warning issued				
Very Unlikely	--	--	2%	15
Somewhat Unlikely	--	--	3%	27
Somewhat Likely	--	--	19%	158
Very Likely	--	--	72%	603
Don't Know	--	--	4%	35
Number of Respondents	--		838	
Reason for not taking action				
Do not believe I would be directly impacted by the tornado	--	--	26%	11
Need to first see or hear tornado	--	--	12%	5
Have never seen tornado damage in my area	--	--	40%	17
Do not take tornado warnings seriously	--	--	10%	4
Other	--	--	12%	5
Number of Respondents	--		42	
Proximity of tornado before considering warning accurate				
1 mile or less	--	--	5%	40
5 miles or less	--	--	35%	292
10 miles or less	--	--	36%	302
25 miles or less	--	--	21%	177
Other	--	--	3%	27
Number of Respondents	--		838	
Number of tornado warnings issued				
Too many tornado warnings	--	--	5%	39
Too few tornado warnings	--	--	2%	15
Just about right	--	--	60%	503
Don't know	--	--	34%	281
Number of Respondents	--		838	

National Weather Service - Overall
2013
Have a hazardous weather safety plan
Demographics

	Don't know			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Impact of tornado not occurring when warning issued				
Same actions as did previously	--	--	70%	589
Less likely to take same action	--	--	10%	83
Don't know	--	--	20%	166
Number of Respondents	--		838	
Heard the term Weather-Ready Nation				
Heard Weather-Ready Nation	--	--	13%	110
Have not heard Weather-Ready Nation	--	--	87%	728
Number of Respondents	--		838	
Reason plan created~				
Friends and family	--	--	0%	0
General desire to be prepared	--	--	0%	0
An extreme weather event	--	--	0%	0
Be a Force of Nature campaign	--	--	0%	0
Weather-Ready Nation initiative	--	--	0%	0
Other	--	--	0%	0
Number of Respondents	--		0	
Main reason you do not have a plan				
Takes too much time	--	--	0%	0
Too expensive	--	--	0%	0
Not sure what to include	--	--	0%	0
Don't think it's necessary	--	--	0%	0
Other	--	--	0%	0
Number of Respondents	--		0	
Plan includes hazardous weather emergency preparedness kit				
Includes kit	--	--	16%	136
Does not include kit	--	--	63%	530
Don't know	--	--	21%	172
Number of Respondents	--		838	
Reason kit created~				
Friends and family	--	--	38%	52
General desire to be prepared	--	--	92%	125
An extreme weather event	--	--	40%	55
Be a Force of Nature campaign	--	--	1%	1
Weather-Ready Nation initiative	--	--	1%	2
Other	--	--	20%	27
Number of Respondents	--		136	

National Weather Service - Overall
2013
Have a hazardous weather safety plan
Demographics

	Don't know			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Main reason you do not have a kit				
Takes too much time	--	--	5%	24
Too expensive	--	--	7%	39
Not sure what to include	--	--	45%	241
Don't think it's necessary	--	--	23%	120
Other	--	--	20%	106
Number of Respondents	--		530	
NWS staff on-site at incident				
NWS staff on-site	--	--	4%	9
No staff on-site	--	--	50%	106
DK/NA	--	--	46%	98
Number of Respondents	--		213	
Require specific products and have automated methods				
Require specific products with automation	--	--	5%	45
Do not require specific products with automation	--	--	95%	793
Number of Respondents	--		838	
Received WEA message on cell phone				
Received message	--	--	19%	159
Did not receive message	--	--	72%	604
Don't know	--	--	9%	75
Number of Respondents	--		838	
WEA message was first notification received				
First notification	--	--	64%	101
Not first notification	--	--	21%	33
Don't know	--	--	16%	25
Number of Respondents	--		159	
Understood WEA message				
Fully understood	--	--	72%	114
Somewhat understood	--	--	26%	41
Did not understand	--	--	3%	4
Number of Respondents	--		159	
Beneficial enhancements to WEA message~				
More text containing details of warning	--	--	48%	77
Accompanying graphic showing warning area	--	--	61%	97
Accompanying graphic showing current location	--	--	60%	95
Color representing urgency of warning	--	--	46%	73
Color representing type of warning	--	--	35%	55
Sound representing urgency of warning	--	--	43%	69
Sound representing type of warning	--	--	23%	36
Number of Respondents	--		159	

National Weather Service - Overall
2013
Have a hazardous weather safety plan
Demographics

	Don't know			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Facebook and Twitter during weather events~				
Do not use Facebook and Twitter for weather events	--	--	68%	572
Read what others are posting or tweeting	--	--	27%	228
Comment on what others are posting or tweeting	--	--	15%	126
Write own posts or tweets	--	--	16%	137
Number of Respondents	--		838	
Amount of social media content available				
Too little	--	--	17%	46
Just about right	--	--	37%	99
Too much	--	--	2%	4
Don't know	--	--	44%	117
Number of Respondents	--		266	
Promoted awareness campaigns~				
Heat Safety	--	--	19%	41
Flood Safety	--	--	17%	37
Lightning Safety	--	--	22%	46
Severe Weather Safety	--	--	25%	53
Rip Currents Safety	--	--	7%	15
Hurricane Safety	--	--	9%	20
Tsunami Safety	--	--	2%	5
Winter Weather Safety	--	--	27%	58
Wildfire Safety	--	--	21%	45
None of the above	--	--	55%	117
Number of Respondents	--		213	
Websites visited for weather safety~				
National Weather Service	--	--	96%	807
FEMA	--	--	12%	101
American Red Cross	--	--	8%	64
Centers for Disease Control and Prevention	--	--	4%	36
Commercial weather vendor	--	--	57%	481
Other	--	--	12%	101
Number of Respondents	--		838	
Safe to drive through water when no Road Closed sign or police barricade				
True	--	--	3%	28
False	--	--	97%	810
Number of Respondents	--		838	
Not safe to drive when water is too deep to see road surface				
True	--	--	95%	797
False	--	--	5%	41
Number of Respondents	--		838	

National Weather Service - Overall
2013
Have a hazardous weather safety plan
Demographics

	Don't know			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Safe to drive through water slowly				
True	--	--	8%	71
False	--	--	92%	767
Number of Respondents	--		838	
Safe to drive through water in a large and heavy vehicle				
True	--	--	7%	55
False	--	--	93%	783
Number of Respondents	--		838	
Not safe to drive through swiftly moving water				
True	--	--	96%	805
False	--	--	4%	33
Number of Respondents	--		838	
When to seek shelter from lightning				
Distant lightning	--	--	18%	155
Distant thunder	--	--	46%	384
Nearby lightning	--	--	19%	160
Loud thunder	--	--	15%	123
Starts to rain	--	--	2%	16
Number of Respondents	--		838	
Age				
Under 25 years	--	--	6%	40
25 - 34 years	--	--	13%	83
35 - 44 years	--	--	10%	62
45 - 54 years	--	--	20%	131
55 - 64 years	--	--	26%	168
65 - 74 years	--	--	17%	107
75 years and older	--	--	9%	56
Number of Respondents	--		647	
Gender				
Male	--	--	56%	459
Female	--	--	36%	298
Prefer not to answer	--	--	8%	66
Number of Respondents	--		823	

National Weather Service - Overall
2013
Have a hazardous weather safety plan
Demographics

	Don't know			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Race				
White, Caucasian	--	--	78%	645
Black, African American	--	--	0%	3
Hispanic, Latino, or Spanish	--	--	1%	12
Pacific Islander	--	--	0%	0
Asian	--	--	1%	10
American Indian/Native Indian or Alaska Native	--	--	0%	2
Other	--	--	3%	24
Prefer not to answer	--	--	16%	129
Number of Respondents	--		825	
School completed				
12th grade or less (no diploma)	--	--	4%	35
High school diploma or GED	--	--	9%	73
Some college, no degree	--	--	17%	143
Associate or technical degree	--	--	9%	74
Bachelor's degree	--	--	26%	217
Graduate degree/Professional degree	--	--	24%	197
Prefer not to answer	--	--	11%	90
Number of Respondents	--		829	
Interested in other areas~				
National Fire Weather Program	--	--	6%	49
National Hurricane Center Program	--	--	6%	48
National Hydrologic Services Program	--	--	4%	30
National Climate Services Program	--	--	9%	74
Do not wish to continue	--	--	84%	702
Number of Respondents	--		838	

National Weather Service - Overall
2013
Age
Score Table

	Under 25 years		25 - 34 years		35 - 44 years	
	2012	2013	2012	2013	2012	2013
Sample Size	659	626	1,754	2,191	2,564	2,939
Hazardous Services	86	87	85	87	86	88
Tornado Warnings	85	86	84	86	85	86
Severe Thunderstorm Warnings	86	88	85	87	86	88
Severe Thunderstorm Watch	--	88	--	87	--	88
Winter Storm Warnings	86	87	84	87	84	87
Hurricane Warnings	88	90	88	90	88	90
Flash Flood Warnings	86	85	85	86	86	87
River Flood Warnings	88	87	87	88	87	88
High Surf Warnings	88	90	87	89	89	90
Tsunami Warnings	86	86	84	87	86	86
Extreme Cold Warnings	90	91	90	91	90	91
Excessive Heat Warnings	91	92	90	92	90	92
Coastal Flood Warnings	--	87	--	87	--	88
Climate Hazards	--	86	--	85	--	85
Tornado Warnings	85	87	85	87	85	87
Ease of Understanding	90	94	89	94	89	94
Timeliness	84	86	85	86	85	86
Accuracy	79	75	79	76	80	76
Severe Thunderstorm Warnings	86	88	86	88	86	89
Ease of Understanding	90	94	89	93	89	93
Timeliness	86	88	86	88	86	89
Accuracy	81	79	82	80	83	81
Severe Thunderstorm Watch	--	89	--	88	--	89
Ease of Understanding	--	93	--	93	--	93
Timeliness	--	91	--	90	--	91
Accuracy	--	78	--	78	--	80
Flash Flood Warnings	86	86	85	86	86	88
Ease of Understanding	89	90	88	90	88	92
Timeliness	85	86	85	86	86	88
Accuracy	83	80	82	80	83	82
Tsunami Warnings	86	87	84	88	86	87
Ease of Understanding	87	91	87	91	87	91
Timeliness	86	85	85	87	88	86
Accuracy	82	79	77	78	81	75
Hurricane Warnings	88	90	88	91	88	91
Ease of Understanding	90	91	89	93	89	93
Timeliness	91	92	90	92	90	93
Accuracy	84	85	83	84	83	83

National Weather Service - Overall
2013
Age
Score Table

	Under 25 years		25 - 34 years		35 - 44 years	
	2012	2013	2012	2013	2012	2013
Sample Size	659	626	1,754	2,191	2,564	2,939
Winter Storm Warnings	86	88	84	88	85	88
Ease of Understanding	90	91	88	92	89	92
Timeliness	87	90	86	91	86	91
Accuracy	79	77	77	77	78	76
River Flood Warnings	88	87	87	88	87	89
Ease of Understanding	89	90	88	90	88	91
Timeliness	88	88	88	89	87	90
Accuracy	87	84	86	84	85	85
Excessive Heat Warnings	91	92	91	92	90	92
Ease of Understanding	92	93	91	93	91	93
Timeliness	90	92	91	93	90	93
Accuracy	90	90	90	91	89	90
Extreme Cold Warnings	90	92	90	92	90	91
Ease of Understanding	90	92	91	93	91	92
Timeliness	90	92	90	92	90	92
Accuracy	89	90	89	89	88	87
High Surf Warnings	88	90	87	90	89	90
Ease of Understanding	90	91	88	90	89	92
Timeliness	88	89	87	91	89	90
Accuracy	87	89	85	87	87	86
Coastal Flood Warnings	--	87	--	87	--	88
Ease of Understanding	--	88	--	90	--	90
Timeliness	--	88	--	89	--	90
Accuracy	--	85	--	83	--	84
Climate Hazards	--	86	--	86	--	86
Ease of Understanding	--	87	--	87	--	87
Timeliness	--	89	--	88	--	88
Accuracy	--	84	--	82	--	81
Weather-Sensitive Decision Making	--	86	--	87	--	86
Rely on NWS in making weather-sensitive decisions	--	86	--	87	--	86
User Support Services	91	89	90	88	91	89
Accessibility	89	86	89	86	90	87
Responsiveness	88	86	88	86	89	85
Subject-Matter Knowledge	93	93	93	92	93	93
Professionalism	93	93	93	93	94	93
Assisting in interpretation of weather-related information	90	88	89	88	91	90
Saving your organization money	--	85	--	78	--	79
Resolving a complaint	88	84	88	78	89	76

National Weather Service - Overall
2013
Age
Score Table

	Under 25 years		25 - 34 years		35 - 44 years	
	2012	2013	2012	2013	2012	2013
Sample Size	659	626	1,754	2,191	2,564	2,939
Dissemination Services - Website	--	83	--	81	--	83
Ease of locating information	84	80	80	79	81	80
Ease of understanding info	89	84	87	83	87	83
Information is up-to-date	90	87	89	86	88	87
Satellite Imagery display	--	82	--	79	--	81
Doppler Radar display	--	80	--	77	--	81
Dissemination Services - Automated	79	81	75	78	78	78
Ease locating data on servers	77	83	75	77	78	80
Ease of req add data to server	75	78	75	77	75	77
Ease of providing input	76	81	74	76	77	74
Ease of auto method	83	84	78	82	81	80
Usefulness of WEA Message	--	81	--	78	--	80
Usefulness of WEA message	--	81	--	78	--	80
Usefulness of NWS Presence	--	72	--	71	--	70
Usefulness of NWS presence on Facebook	--	81	--	79	--	79
Usefulness of NWS presence on Twitter	--	74	--	70	--	70
Usefulness of NWS presence on YouTube	--	50	--	48	--	44
Usefulness of NWS Graphical Summary	--	84	--	83	--	83
Usefulness of NWS graphical weather summaries on social media	--	84	--	83	--	83
Effectiveness of Safety Campaigns	--	76	--	72	--	74
Effectiveness of Turn Around Don't Drown	--	81	--	78	--	79
Effectiveness of When Thunder Roars, Go Indoors!	--	73	--	67	--	68
Effectiveness of RIP CURRENTS - Break the Grip of the Rip!	--	72	--	69	--	73
Customer Satisfaction Index	85	81	83	80	84	81
Overall Satisfaction	90	87	88	86	88	86
Meets expectations	81	74	78	74	79	75
Compared to ideal	81	79	80	78	81	79

National Weather Service - Overall
2013
Age
Score Table

	Under 25 years		25 - 34 years		35 - 44 years	
	2012	2013	2012	2013	2012	2013
Sample Size	659	626	1,754	2,191	2,564	2,939
Likelihood Take Action	91	89	90	90	91	90
Likelihood take action on info	91	89	90	90	91	90
Likelihood to Use in Future	98	97	96	97	96	96
Likelihood use NWS in future	98	97	96	97	96	96
Likelihood to Recommend	95	94	94	93	94	93
Likelihood to recommend	95	94	94	93	94	93
Anticipated Use Over Next Year						
Desktop-laptop computer	--	95	--	92	--	92
Mobile Device	--	72	--	76	--	75
Social Media	--	50	--	40	--	36
Direct Interaction w NWS Staff	--	19	--	15	--	13
NOAA Weather Radio All-Hazards	--	46	--	43	--	44
File transfer services	--	25	--	20	--	21
Level of Severity	--	23	--	21	--	22
Marginal	--	23	--	21	--	22
Slight	--	20	--	16	--	15
Critical	--	92	--	93	--	93
Enhanced	--	53	--	49	--	48
Elevated	--	51	--	52	--	53
Moderate	--	49	--	47	--	46
High	--	78	--	79	--	79

National Weather Service - Overall
2013
Age
Score Table

	45 - 54 years		55 - 64 years		65 - 74 years		75 years and older	
	2012	2013	2012	2013	2012	2013	2012	2013
Sample Size	4,926	5,393	6,462	7,554	3,657	4,465	883	1,099
Hazardous Services	86	89	87	89	86	88	86	87
Tornado Warnings	85	87	86	87	85	87	85	86
Severe Thunderstorm Warnings	87	89	87	89	86	89	86	87
Severe Thunderstorm Watch	--	89	--	89	--	89	--	88
Winter Storm Warnings	85	89	86	89	86	89	85	88
Hurricane Warnings	88	91	89	91	88	91	87	91
Flash Flood Warnings	86	88	87	89	86	88	85	87
River Flood Warnings	88	90	88	90	87	89	87	88
High Surf Warnings	88	91	90	91	89	90	85	88
Tsunami Warnings	84	87	86	87	85	86	80	85
Extreme Cold Warnings	89	92	90	92	89	92	88	91
Excessive Heat Warnings	90	93	90	93	90	92	89	90
Coastal Flood Warnings	--	90	--	90	--	89	--	88
Climate Hazards	--	86	--	87	--	86	--	87
Tornado Warnings	85	88	86	88	85	87	85	87
Ease of Understanding	89	94	90	94	88	93	88	92
Timeliness	85	87	86	87	86	86	86	87
Accuracy	81	79	82	79	81	78	80	76
Severe Thunderstorm Warnings	87	90	87	90	86	89	86	88
Ease of Understanding	90	94	90	94	90	94	89	93
Timeliness	87	90	87	90	87	90	86	89
Accuracy	83	82	84	82	82	80	81	78
Severe Thunderstorm Watch	--	90	--	90	--	89	--	89
Ease of Understanding	--	94	--	94	--	94	--	93
Timeliness	--	91	--	91	--	91	--	90
Accuracy	--	82	--	82	--	80	--	79
Flash Flood Warnings	86	89	87	89	86	89	85	87
Ease of Understanding	88	93	89	93	89	93	88	91
Timeliness	86	89	87	90	86	90	85	89
Accuracy	83	82	83	82	81	81	81	79
Tsunami Warnings	84	87	86	88	85	86	80	86
Ease of Understanding	86	91	88	91	88	91	83	90
Timeliness	84	88	86	87	85	85	80	87
Accuracy	78	76	80	78	80	76	75	75
Hurricane Warnings	88	91	89	92	89	92	87	91
Ease of Understanding	90	94	91	94	91	94	90	94
Timeliness	89	93	91	94	90	94	88	93
Accuracy	83	84	84	85	84	84	83	83

National Weather Service - Overall
2013
Age
Score Table

	45 - 54 years		55 - 64 years		65 - 74 years		75 years and older	
	2012	2013	2012	2013	2012	2013	2012	2013
Sample Size	4,926	5,393	6,462	7,554	3,657	4,465	883	1,099
Winter Storm Warnings	85	90	86	90	86	90	85	89
Ease of Understanding	89	94	90	94	89	94	89	93
Timeliness	87	92	87	92	87	92	86	91
Accuracy	78	79	80	80	80	80	80	79
River Flood Warnings	88	90	88	90	87	89	87	88
Ease of Understanding	89	92	89	93	89	92	88	91
Timeliness	88	91	88	91	87	90	86	90
Accuracy	86	86	87	86	86	85	84	82
Excessive Heat Warnings	90	93	91	93	90	92	89	91
Ease of Understanding	91	94	92	94	91	94	91	93
Timeliness	90	94	91	94	90	94	90	92
Accuracy	89	91	89	90	88	89	88	86
Extreme Cold Warnings	89	92	90	92	89	92	88	91
Ease of Understanding	91	94	91	94	91	94	90	94
Timeliness	89	93	90	93	89	93	89	92
Accuracy	88	88	88	88	87	87	86	85
High Surf Warnings	88	92	90	91	89	90	85	89
Ease of Understanding	89	93	91	93	90	92	86	91
Timeliness	88	92	90	92	89	91	85	90
Accuracy	86	88	89	88	87	86	83	83
Coastal Flood Warnings	--	90	--	90	--	89	--	88
Ease of Understanding	--	92	--	92	--	92	--	91
Timeliness	--	91	--	91	--	90	--	89
Accuracy	--	85	--	86	--	84	--	82
Climate Hazards	--	87	--	87	--	86	--	87
Ease of Understanding	--	89	--	89	--	89	--	89
Timeliness	--	89	--	89	--	88	--	89
Accuracy	--	82	--	83	--	81	--	82
Weather-Sensitive Decision Making	--	88	--	88	--	87	--	86
Rely on NWS in making weather-sensitive decisions	--	88	--	88	--	87	--	86
User Support Services	90	89	89	90	89	89	89	89
Accessibility	89	87	88	88	88	87	90	86
Responsiveness	88	86	87	87	87	85	86	86
Subject-Matter Knowledge	92	92	92	93	91	92	91	91
Professionalism	93	93	93	94	92	94	93	93
Assisting in interpretation of weather-related information	90	90	90	90	88	88	89	88
Saving your organization money	--	78	--	77	--	73	--	73
Resolving a complaint	86	74	84	76	82	73	76	74

National Weather Service - Overall
2013
Age
Score Table

	45 - 54 years		55 - 64 years		65 - 74 years		75 years and older	
	2012	2013	2012	2013	2012	2013	2012	2013
Sample Size	4,926	5,393	6,462	7,554	3,657	4,465	883	1,099
Dissemination Services - Website	--	85	--	86	--	87	--	88
Ease of locating information	82	83	83	84	84	86	85	87
Ease of understanding info	87	85	88	86	88	87	89	88
Information is up-to-date	88	88	88	88	88	88	88	88
Satellite Imagery display	--	84	--	86	--	86	--	87
Doppler Radar display	--	84	--	86	--	87	--	88
Dissemination Services - Automated	75	79	81	81	76	80	78	82
Ease locating data on servers	74	82	81	85	78	85	81	87
Ease of req add data to server	73	76	78	78	74	76	75	77
Ease of providing input	75	74	78	75	74	71	72	71
Ease of auto method	78	80	83	81	76	81	75	85
Usefulness of WEA Message	--	82	--	81	--	81	--	79
Usefulness of WEA message	--	82	--	81	--	81	--	79
Usefulness of NWS Presence	--	70	--	69	--	63	--	49
Usefulness of NWS presence on Facebook	--	78	--	77	--	70	--	57
Usefulness of NWS presence on Twitter	--	65	--	61	--	49	--	33
Usefulness of NWS presence on YouTube	--	46	--	43	--	39	--	36
Usefulness of NWS Graphical Summary	--	82	--	83	--	82	--	82
Usefulness of NWS graphical weather summaries on social media	--	82	--	83	--	82	--	82
Effectiveness of Safety Campaigns	--	76	--	77	--	78	--	78
Effectiveness of Turn Around Don't Drown	--	80	--	81	--	82	--	84
Effectiveness of When Thunder Roars, Go Indoors!	--	71	--	71	--	73	--	73
Effectiveness of RIP CURRENTS - Break the Grip of the Rip!	--	75	--	76	--	75	--	74
Customer Satisfaction Index	84	83	85	84	84	83	84	84
Overall Satisfaction	89	88	89	89	88	88	87	89
Meets expectations	80	77	80	78	79	77	79	77
Compared to ideal	82	80	83	82	82	81	83	83

National Weather Service - Overall
2013
Age
Score Table

	45 - 54 years		55 - 64 years		65 - 74 years		75 years and older	
	2012	2013	2012	2013	2012	2013	2012	2013
Sample Size	4,926	5,393	6,462	7,554	3,657	4,465	883	1,099
Likelihood Take Action	91	92	91	92	90	91	89	91
Likelihood take action on info	91	92	91	92	90	91	89	91
Likelihood to Use in Future	96	97	96	97	95	97	95	97
Likelihood use NWS in future	96	97	96	97	95	97	95	97
Likelihood to Recommend	93	93	94	93	93	93	91	91
Likelihood to recommend	93	93	94	93	93	93	91	91
Anticipated Use Over Next Year								
Desktop-laptop computer	--	93	--	94	--	94	--	94
Mobile Device	--	65	--	54	--	44	--	30
Social Media	--	26	--	18	--	12	--	7
Direct Interaction w NWS Staff	--	12	--	10	--	8	--	6
NOAA Weather Radio All-Hazards	--	47	--	45	--	43	--	42
File transfer services	--	19	--	17	--	15	--	15
Level of Severity	--	23	--	23	--	24	--	29
Marginal	--	23	--	23	--	24	--	29
Slight	--	15	--	16	--	17	--	22
Critical	--	93	--	92	--	91	--	88
Enhanced	--	48	--	50	--	50	--	51
Elevated	--	55	--	56	--	56	--	59
Moderate	--	46	--	46	--	46	--	48
High	--	80	--	81	--	81	--	81

National Weather Service - Overall
2013
Age
Demographics

	Under 25 years				25 - 34 years			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Region								
Central Region	42%	221	39%	240	42%	598	41%	890
Eastern Region	33%	174	28%	177	28%	400	23%	499
Southern Region	16%	87	20%	124	16%	227	21%	461
Western Region	9%	46	13%	80	12%	172	15%	323
Alaska Region	0%	1	0%	1	0%	7	0%	9
Pacific Region	0%	1	0%	0	0%	4	0%	4
Number of Respondents		530		622		1,408		2,186
Uses of NWS information~								
Agriculture	0%	0	9%	55	0%	0	12%	258
Aviation	0%	0	6%	38	0%	0	5%	111
Amateur Radio	0%	0	4%	28	0%	0	5%	120
Broadcast/Print Media	0%	0	7%	44	0%	0	5%	110
Commodities Markets	0%	0	0%	2	0%	0	1%	22
Consulting	0%	0	2%	11	0%	0	2%	48
Education	0%	0	12%	77	0%	0	9%	198
Health Services	0%	0	2%	13	0%	0	2%	48
Land Management Decisions	0%	0	4%	24	0%	0	7%	148
Marine	0%	0	2%	14	0%	0	3%	56
NWS Data Provider	0%	0	24%	149	0%	0	14%	317
Personal	0%	0	88%	553	0%	0	87%	1,906
Recreation	0%	0	53%	333	0%	0	58%	1,274
Research	0%	0	18%	111	0%	0	11%	242
Weather Enthusiast	0%	0	73%	454	0%	0	57%	1,258
Work-related decisions	0%	0	21%	134	0%	0	29%	646
Other	0%	0	3%	21	0%	0	4%	86
Number of Respondents		0		626		0		2,191
Type of Aviation								
Dispatcher	0%	0	16%	6	100%	2	8%	9
Comm Aircraft	0%	0	18%	7	0%	0	21%	23
Private Aircraft	0%	0	61%	23	0%	0	66%	73
Air Traffic Controller	0%	0	5%	2	0%	0	5%	6
Number of Respondents		0		38		2		111

~ Total percentage may exceed 100 due to multiple responses

National Weather Service - Overall
2013
Age
Demographics

	Under 25 years				25 - 34 years			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Information sources~								
NWS Web	94%	597	97%	609	94%	1,617	95%	2,080
Non-NWS Web	41%	262	38%	239	42%	717	36%	787
Mobile devices	54%	342	67%	418	60%	1,035	71%	1,564
Social Media	38%	241	37%	232	27%	469	31%	677
Email	15%	96	8%	48	19%	319	9%	197
Landline Telephone	0%	0	3%	16	0%	0	2%	51
Cell Phone	0%	0	25%	157	0%	0	25%	548
Local or cable TV	60%	380	58%	362	53%	908	48%	1,060
Commercial Radio	32%	200	22%	140	33%	569	23%	498
Satellite radio	6%	39	3%	20	6%	95	3%	66
Satellite TV	16%	104	12%	72	15%	254	8%	184
Newspaper	23%	145	16%	98	18%	303	9%	203
NOAA Weather Radio/All Hazards	53%	335	46%	287	43%	732	42%	929
NOAA Weather Wire	4%	26	3%	21	4%	72	4%	85
Family of Services (FOS)	3%	18	1%	7	3%	47	1%	22
Emerg Mgrs Weather Info Net	3%	21	5%	29	5%	91	4%	91
NOAAPort	3%	22	2%	12	3%	47	1%	30
World Area Forecast System	4%	27	1%	9	1%	24	1%	13
DUATS	4%	26	2%	14	2%	32	2%	37
Flight Services	6%	39	3%	18	4%	76	2%	47
U.S. Coast Guard Broadcasts	6%	37	1%	7	5%	85	1%	24
NAVTEX receiver	2%	12	0%	1	1%	9	0%	6
Immarsat-C SafetyNET	1%	5	0%	0	0%	2	0%	4
Radiofacsimile	2%	15	0%	0	0%	6	0%	3
Other	1%	7	2%	12	1%	12	4%	92
Number of Respondents		632		626		1,713		2,191
NOAANWS products used most often~								
Forecasts, outlooks, watches, warnings, alerts	0%	0	97%	607	0%	0	97%	2,132
Weather observations	0%	0	79%	497	0%	0	76%	1,664
Climate observations	0%	0	37%	231	0%	0	34%	742
Satellite data	0%	0	57%	354	0%	0	44%	954
Radar data	0%	0	88%	549	0%	0	83%	1,825
Computer weather model output	0%	0	49%	304	0%	0	39%	845
Weather outreach/educational materials	0%	0	15%	95	0%	0	12%	263
Other products	0%	0	2%	15	0%	0	4%	78
Number of Respondents		0		626		0		2,191

~ Total percentage may exceed 100 due to multiple responses

National Weather Service - Overall
2013
Age
Demographics

	Under 25 years				25 - 34 years			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Products familiar with~								
Tornado Warnings	0%	0	85%	533	0%	0	84%	1,830
Severe Thunderstorm Warnings	0%	0	97%	605	0%	0	96%	2,094
Severe Thunderstorm Watches	0%	0	96%	599	0%	0	95%	2,078
Flash Flood Warnings	0%	0	89%	558	0%	0	89%	1,950
Tsunami Warnings	0%	0	27%	171	0%	0	21%	453
Hurricane Warnings	0%	0	52%	327	0%	0	46%	998
Winter Storm Warnings	0%	0	91%	571	0%	0	91%	1,989
River Flood Warnings	0%	0	60%	373	0%	0	59%	1,292
Excessive Heat Warnings	0%	0	81%	508	0%	0	81%	1,774
Extreme Cold Warnings	0%	0	61%	380	0%	0	64%	1,401
High Surf Warnings	0%	0	26%	165	0%	0	24%	522
Coastal Flood Warnings	0%	0	34%	213	0%	0	30%	656
Climate Hazards	0%	0	59%	369	0%	0	54%	1,189
Don't know	0%	0	0%	1	0%	0	1%	14
Number of Respondents	0		626		0		2,191	
Likelihood of taking protective action if tornado warning issued								
Very Unlikely	0%	0	2%	11	0%	0	2%	45
Somewhat Unlikely	0%	0	4%	24	0%	0	4%	79
Somewhat Likely	0%	0	19%	118	0%	0	19%	420
Very Likely	0%	0	75%	467	0%	0	74%	1,625
Don't Know	0%	0	1%	6	0%	0	1%	22
Number of Respondents	0		626		0		2,191	
Reason for not taking action								
Do not believe I would be directly impacted by the tornado	0%	0	14%	5	0%	0	15%	19
Need to first see or hear tornado	0%	0	11%	4	0%	0	11%	14
Have never seen tornado damage in my area	0%	0	37%	13	0%	0	29%	36
Do not take tornado warnings seriously	0%	0	0%	0	0%	0	7%	9
Other	0%	0	37%	13	0%	0	37%	46
Number of Respondents	0		35		0		124	
Proximity of tornado before considering warning accurate								
1 mile or less	0%	0	4%	25	0%	0	3%	64
5 miles or less	0%	0	28%	176	0%	0	31%	690
10 miles or less	0%	0	41%	258	0%	0	42%	930
25 miles or less	0%	0	23%	141	0%	0	20%	442
Other	0%	0	4%	26	0%	0	3%	65
Number of Respondents	0		626		0		2,191	
Number of tornado warnings issued								
Too many tornado warnings	0%	0	9%	56	0%	0	8%	174
Too few tornado warnings	0%	0	7%	44	0%	0	4%	98
Just about right	0%	0	69%	431	0%	0	70%	1,532
Don't know	0%	0	15%	95	0%	0	18%	387
Number of Respondents	0		626		0		2,191	

~ Total percentage may exceed 100 due to multiple responses

National Weather Service - Overall
2013
Age
Demographics

	Under 25 years				25 - 34 years			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Impact of tornado not occurring when warning issued								
Same actions as did previously	0%	0	76%	477	0%	0	78%	1,717
Less likely to take same action	0%	0	17%	109	0%	0	13%	292
Don't know	0%	0	6%	40	0%	0	8%	182
Number of Respondents		0		626		0		2,191
Heard the term Weather-Ready Nation								
Heard Weather-Ready Nation	0%	0	43%	268	0%	0	27%	584
Have not heard Weather-Ready Nation	0%	0	57%	358	0%	0	73%	1,607
Number of Respondents		0		626		0		2,191
Have a hazardous weather safety plan								
Have a plan	60%	398	69%	431	57%	1,006	69%	1,503
Do not have a plan	40%	261	25%	155	43%	748	28%	605
Don't know	0%	0	6%	40	0%	0	4%	83
Number of Respondents		659		626		1,754		2,191
Reason plan created~								
Friends and family	62%	246	67%	287	50%	505	62%	925
General desire to be prepared	84%	336	89%	383	84%	846	90%	1,360
An extreme weather event	55%	220	55%	235	44%	446	52%	782
Be a Force of Nature campaign	3%	11	2%	9	1%	8	2%	29
Weather-Ready Nation initiative	12%	47	7%	29	8%	80	5%	71
Other	10%	41	9%	37	10%	99	13%	200
Number of Respondents		398		431		1,003		1,503
Main reason you do not have a plan								
Takes too much time	7%	17	5%	7	4%	31	7%	41
Too expensive	1%	3	3%	5	1%	7	4%	25
Not sure what to include	41%	108	38%	59	42%	313	42%	254
Don't think it's necessary	39%	102	37%	58	37%	280	28%	170
Other	12%	31	17%	26	16%	117	19%	115
Number of Respondents		261		155		748		605
Plan includes hazardous weather emergency preparedness kit								
Includes kit	37%	241	33%	206	39%	692	40%	880
Does not include kit	63%	418	60%	378	61%	1,062	57%	1,246
Don't know	0%	0	7%	42	0%	0	3%	65
Number of Respondents		659		626		1,754		2,191

National Weather Service - Overall
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	Under 25 years				25 - 34 years			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Reason kit created~								
Friends and family	50%	120	67%	138	43%	299	58%	509
General desire to be prepared	80%	194	89%	184	86%	592	91%	798
An extreme weather event	44%	107	57%	118	41%	281	52%	461
Be a Force of Nature campaign	4%	9	3%	6	1%	6	2%	21
Weather-Ready Nation initiative	18%	43	11%	23	11%	73	6%	51
Other	15%	37	8%	17	14%	94	12%	106
Number of Respondents	241		206		691		880	
Main reason you do not have a kit								
Takes too much time	5%	20	8%	30	6%	63	5%	68
Too expensive	12%	52	11%	43	12%	125	12%	145
Not sure what to include	32%	133	34%	130	35%	373	37%	464
Don't think it's necessary	34%	143	28%	107	26%	273	25%	311
Other	17%	70	18%	68	21%	228	21%	258
Number of Respondents	418		378		1,062		1,246	
NWS staff on-site at incident								
NWS staff on-site	0%	0	2%	4	0%	0	7%	55
No staff on-site	0%	0	55%	111	0%	0	62%	512
DK/NA	0%	0	43%	86	0%	0	32%	263
Number of Respondents	0		201		0		830	
Require specific products and have automated methods								
Require specific products with automation	0%	0	13%	80	0%	0	10%	214
Do not require specific products with automation	0%	0	87%	546	0%	0	90%	1,977
Number of Respondents	0		626		0		2,191	
Received WEA message on cell phone								
Received message	0%	0	36%	227	0%	0	38%	822
Did not receive message	0%	0	60%	377	0%	0	58%	1,276
Don't know	0%	0	4%	22	0%	0	4%	93
Number of Respondents	0		626		0		2,191	
WEA message was first notification received								
First notification	0%	0	63%	143	0%	0	63%	519
Not first notification	0%	0	32%	72	0%	0	31%	251
Don't know	0%	0	5%	12	0%	0	6%	52
Number of Respondents	0		227		0		822	
Understood WEA message								
Fully understood	0%	0	89%	201	0%	0	86%	703
Somewhat understood	0%	0	11%	25	0%	0	14%	115
Did not understand	0%	0	0%	1	0%	0	0%	4
Number of Respondents	0		227		0		822	

~ Total percentage may exceed 100 due to multiple responses

National Weather Service - Overall
2013
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Demographics

	Under 25 years				25 - 34 years			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Beneficial enhancements to WEA message~								
More text containing details of warning	0%	0	55%	125	0%	0	44%	358
Accompanying graphic showing warning area	0%	0	67%	153	0%	0	63%	514
Accompanying graphic showing current location	0%	0	59%	134	0%	0	63%	514
Color representing urgency of warning	0%	0	52%	118	0%	0	42%	344
Color representing type of warning	0%	0	47%	106	0%	0	28%	234
Sound representing urgency of warning	0%	0	43%	98	0%	0	42%	346
Sound representing type of warning	0%	0	34%	78	0%	0	27%	219
Number of Respondents	0		227		0		822	
Facebook and Twitter during weather events~								
Do not use Facebook and Twitter for weather events	0%	0	31%	192	0%	0	42%	917
Read what others are posting or tweeting	0%	0	58%	364	0%	0	48%	1,050
Comment on what others are posting or tweeting	0%	0	36%	225	0%	0	33%	730
Write own posts or tweets	0%	0	45%	284	0%	0	38%	826
Number of Respondents	0		626		0		2,191	
Amount of social media content available								
Too little	0%	0	28%	121	0%	0	26%	329
Just about right	0%	0	49%	211	0%	0	43%	547
Too much	0%	0	1%	3	0%	0	1%	15
Don't know	0%	0	23%	99	0%	0	30%	383
Number of Respondents	0		434		0		1,274	
Promoted awareness campaigns~								
Heat Safety	0%	0	31%	63	0%	0	30%	253
Flood Safety	0%	0	27%	55	0%	0	30%	249
Lightning Safety	0%	0	43%	87	0%	0	34%	284
Severe Weather Safety	0%	0	61%	122	0%	0	54%	452
Rip Currents Safety	0%	0	9%	18	0%	0	4%	37
Hurricane Safety	0%	0	15%	31	0%	0	10%	83
Tsunami Safety	0%	0	3%	6	0%	0	2%	20
Winter Weather Safety	0%	0	42%	85	0%	0	40%	328
Wildfire Safety	0%	0	16%	32	0%	0	22%	181
None of the above	0%	0	27%	55	0%	0	30%	247
Number of Respondents	0		201		0		830	
Websites visited for weather safety~								
National Weather Service	0%	0	98%	613	0%	0	96%	2,107
FEMA	0%	0	19%	117	0%	0	20%	428
American Red Cross	0%	0	12%	77	0%	0	12%	266
Centers for Disease Control and Prevention	0%	0	5%	30	0%	0	6%	134
Commercial weather vendor	0%	0	55%	342	0%	0	55%	1,200
Other	0%	0	10%	65	0%	0	11%	235
Number of Respondents	0		626		0		2,191	

~ Total percentage may exceed 100 due to multiple responses

National Weather Service - Overall
2013
Age
Demographics

	Under 25 years				25 - 34 years			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Safe to drive through water when no Road Closed sign or police barricade								
True	0%	0	3%	19	0%	0	2%	42
False	0%	0	97%	607	0%	0	98%	2,149
Number of Respondents	0		626		0		2,191	
Not safe to drive when water is too deep to see road surface								
True	0%	0	96%	600	0%	0	97%	2,115
False	0%	0	4%	26	0%	0	3%	76
Number of Respondents	0		626		0		2,191	
Safe to drive through water slowly								
True	0%	0	6%	36	0%	0	5%	103
False	0%	0	94%	590	0%	0	95%	2,088
Number of Respondents	0		626		0		2,191	
Safe to drive through water in a large and heavy vehicle								
True	0%	0	5%	30	0%	0	4%	77
False	0%	0	95%	596	0%	0	96%	2,114
Number of Respondents	0		626		0		2,191	
Not safe to drive through swiftly moving water								
True	0%	0	97%	605	0%	0	97%	2,127
False	0%	0	3%	21	0%	0	3%	64
Number of Respondents	0		626		0		2,191	
When to seek shelter from lightning								
Distant lightning	0%	0	18%	112	0%	0	19%	407
Distant thunder	0%	0	61%	384	0%	0	59%	1,295
Nearby lightning	0%	0	10%	64	0%	0	11%	245
Loud thunder	0%	0	9%	57	0%	0	9%	200
Starts to rain	0%	0	1%	9	0%	0	2%	44
Number of Respondents	0		626		0		2,191	
Gender								
Male	77%	505	74%	462	69%	1,211	66%	1,435
Female	23%	152	25%	158	31%	534	33%	729
Prefer not to answer	0%	0	1%	5	0%	0	1%	24
Number of Respondents	657		625		1,745		2,188	

National Weather Service - Overall
2013
Age
Demographics

	Under 25 years				25 - 34 years			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Race								
White, Caucasian	91%	592	87%	542	94%	1,615	89%	1,938
Black, African American	0%	3	1%	6	1%	9	1%	16
Hispanic, Latino, or Spanish	3%	18	2%	15	2%	31	2%	51
Pacific Islander	0%	2	0%	0	0%	5	0%	3
Asian	2%	13	2%	13	1%	21	1%	23
American Indian/Native Indian or Alaska Native	1%	5	1%	8	1%	16	1%	18
Other	2%	14	3%	20	2%	29	1%	32
Prefer not to answer	0%	0	3%	20	0%	0	5%	105
Number of Respondents		647		624		1,726		2,186
School completed								
12th grade or less (no diploma)	11%	71	10%	60	1%	20	1%	19
High school diploma or GED	16%	106	18%	113	8%	136	8%	173
Some college, no degree	33%	214	29%	184	17%	303	16%	350
Associate or technical degree	8%	55	9%	54	13%	220	11%	234
Bachelor's degree	27%	175	27%	166	37%	655	39%	860
Graduate degree/Professional degree	5%	35	5%	29	24%	419	24%	526
Prefer not to answer	0%	0	3%	18	0%	0	1%	24
Number of Respondents		656		624		1,753		2,186
Interested in other areas~								
National Fire Weather Program	0%	0	5%	34	0%	0	6%	128
National Hurricane Center Program	0%	0	10%	65	0%	0	7%	158
National Hydrologic Services Program	0%	0	5%	33	0%	0	6%	128
National Climate Services Program	0%	0	8%	50	0%	0	8%	177
Do not wish to continue	0%	0	80%	502	0%	0	83%	1,819
Number of Respondents		0		626		0		2,191

National Weather Service - Overall
2013
Age
Demographics

	35 - 44 years				45 - 54 years			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Region								
Central Region	39%	774	36%	1,043	36%	1,281	35%	1,865
Eastern Region	28%	544	22%	658	29%	1,052	24%	1,271
Southern Region	19%	366	22%	631	18%	635	21%	1,145
Western Region	13%	259	20%	590	16%	586	20%	1,068
Alaska Region	0%	8	0%	6	0%	16	0%	17
Pacific Region	0%	9	0%	6	0%	16	0%	15
Number of Respondents		1,960		2,934		3,586		5,381
Uses of NWS information~								
Agriculture	0%	0	14%	402	0%	0	17%	909
Aviation	0%	0	5%	143	0%	0	5%	267
Amateur Radio	0%	0	6%	181	0%	0	6%	335
Broadcast/Print Media	0%	0	3%	96	0%	0	2%	134
Commodities Markets	0%	0	1%	18	0%	0	1%	64
Consulting	0%	0	2%	52	0%	0	1%	64
Education	0%	0	10%	282	0%	0	8%	409
Health Services	0%	0	2%	60	0%	0	3%	151
Land Management Decisions	0%	0	7%	216	0%	0	9%	462
Marine	0%	0	3%	89	0%	0	4%	193
NWS Data Provider	0%	0	13%	385	0%	0	10%	534
Personal	0%	0	88%	2,572	0%	0	86%	4,644
Recreation	0%	0	61%	1,798	0%	0	60%	3,249
Research	0%	0	7%	207	0%	0	6%	302
Weather Enthusiast	0%	0	56%	1,657	0%	0	56%	3,023
Work-related decisions	0%	0	31%	917	0%	0	29%	1,586
Other	0%	0	6%	168	0%	0	8%	423
Number of Respondents		0		2,939		0		5,393
Type of Aviation								
Dispatcher	100%	4	6%	9	100%	7	5%	14
Comm Aircraft	0%	0	20%	29	0%	0	20%	54
Private Aircraft	0%	0	66%	95	0%	0	72%	192
Air Traffic Controller	0%	0	7%	10	0%	0	3%	7
Number of Respondents		4		143		7		267

~ Total percentage may exceed 100 due to multiple responses

National Weather Service - Overall
2013
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	35 - 44 years				45 - 54 years			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Information sources~								
NWS Web	92%	2,306	93%	2,744	93%	4,477	93%	5,039
Non-NWS Web	39%	976	36%	1,049	34%	1,660	34%	1,828
Mobile devices	58%	1,440	68%	2,005	44%	2,095	56%	3,002
Social Media	21%	518	27%	782	12%	587	16%	875
Email	22%	541	12%	360	19%	903	13%	694
Landline Telephone	0%	0	4%	125	0%	0	5%	251
Cell Phone	0%	0	25%	728	0%	0	23%	1,219
Local or cable TV	53%	1,315	52%	1,522	54%	2,581	56%	3,011
Commercial Radio	33%	817	25%	735	33%	1,573	27%	1,443
Satellite radio	5%	131	4%	103	4%	214	4%	211
Satellite TV	16%	401	13%	373	16%	746	14%	760
Newspaper	16%	411	10%	302	18%	846	14%	749
NOAA Weather Radio/All Hazards	45%	1,125	47%	1,381	43%	2,088	45%	2,445
NOAA Weather Wire	5%	123	4%	106	5%	240	3%	185
Family of Services (FOS)	2%	59	1%	38	4%	173	1%	78
Emerg Mgrs Weather Info Net	5%	118	5%	159	5%	245	5%	272
NOAAPort	3%	81	2%	47	4%	179	2%	120
World Area Forecast System	1%	23	1%	16	1%	66	1%	43
DUATS	2%	51	1%	43	2%	115	2%	95
Flight Services	4%	95	2%	65	4%	196	2%	127
U.S. Coast Guard Broadcasts	6%	149	1%	40	6%	298	2%	95
NAVTEX receiver	1%	18	0%	2	1%	32	0%	11
Immarsat-C SafetyNET	0%	10	0%	3	0%	13	0%	5
Radiofacsimile	1%	20	0%	3	1%	42	0%	7
Other	1%	31	5%	137	2%	74	6%	309
Number of Respondents		2,497		2,939		4,812		5,393
NOAANWS products used most often~								
Forecasts, outlooks, watches, warnings, alerts	0%	0	97%	2,849	0%	0	97%	5,228
Weather observations	0%	0	75%	2,206	0%	0	74%	4,002
Climate observations	0%	0	34%	988	0%	0	34%	1,830
Satellite data	0%	0	46%	1,340	0%	0	51%	2,726
Radar data	0%	0	83%	2,448	0%	0	84%	4,525
Computer weather model output	0%	0	37%	1,102	0%	0	38%	2,037
Weather outreach/educational materials	0%	0	10%	308	0%	0	9%	484
Other products	0%	0	5%	140	0%	0	5%	279
Number of Respondents		0		2,939		0		5,393

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National Weather Service - Overall
2013
Age
Demographics

	35 - 44 years				45 - 54 years			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Products familiar with~								
Tornado Warnings	0%	0	81%	2,380	0%	0	80%	4,325
Severe Thunderstorm Warnings	0%	0	95%	2,790	0%	0	96%	5,160
Severe Thunderstorm Watches	0%	0	93%	2,730	0%	0	94%	5,050
Flash Flood Warnings	0%	0	85%	2,509	0%	0	86%	4,628
Tsunami Warnings	0%	0	22%	637	0%	0	23%	1,237
Hurricane Warnings	0%	0	48%	1,405	0%	0	54%	2,894
Winter Storm Warnings	0%	0	91%	2,664	0%	0	92%	4,935
River Flood Warnings	0%	0	62%	1,829	0%	0	64%	3,457
Excessive Heat Warnings	0%	0	80%	2,338	0%	0	80%	4,301
Extreme Cold Warnings	0%	0	66%	1,928	0%	0	69%	3,711
High Surf Warnings	0%	0	26%	770	0%	0	28%	1,506
Coastal Flood Warnings	0%	0	32%	954	0%	0	34%	1,850
Climate Hazards	0%	0	50%	1,474	0%	0	48%	2,582
Don't know	0%	0	1%	27	0%	0	0%	19
Number of Respondents	0		2,939		0		5,393	
Likelihood of taking protective action if tornado warning issued								
Very Unlikely	0%	0	2%	57	0%	0	2%	99
Somewhat Unlikely	0%	0	3%	81	0%	0	3%	147
Somewhat Likely	0%	0	16%	466	0%	0	12%	674
Very Likely	0%	0	79%	2,310	0%	0	82%	4,425
Don't Know	0%	0	1%	25	0%	0	1%	48
Number of Respondents	0		2,939		0		5,393	
Reason for not taking action								
Do not believe I would be directly impacted by the tornado	0%	0	19%	26	0%	0	18%	44
Need to first see or hear tornado	0%	0	16%	22	0%	0	15%	36
Have never seen tornado damage in my area	0%	0	25%	35	0%	0	27%	66
Do not take tornado warnings seriously	0%	0	6%	8	0%	0	4%	11
Other	0%	0	34%	47	0%	0	36%	89
Number of Respondents	0		138		0		246	
Proximity of tornado before considering warning accurate								
1 mile or less	0%	0	3%	100	0%	0	5%	261
5 miles or less	0%	0	34%	990	0%	0	34%	1,807
10 miles or less	0%	0	40%	1,188	0%	0	39%	2,094
25 miles or less	0%	0	20%	579	0%	0	20%	1,063
Other	0%	0	3%	82	0%	0	3%	168
Number of Respondents	0		2,939		0		5,393	
Number of tornado warnings issued								
Too many tornado warnings	0%	0	8%	227	0%	0	7%	353
Too few tornado warnings	0%	0	4%	107	0%	0	3%	174
Just about right	0%	0	72%	2,106	0%	0	73%	3,919
Don't know	0%	0	17%	499	0%	0	18%	947
Number of Respondents	0		2,939		0		5,393	

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National Weather Service - Overall
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	35 - 44 years				45 - 54 years			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Impact of tornado not occurring when warning issued								
Same actions as did previously	0%	0	79%	2,312	0%	0	83%	4,462
Less likely to take same action	0%	0	13%	370	0%	0	10%	524
Don't know	0%	0	9%	257	0%	0	8%	407
Number of Respondents	0		2,939		0		5,393	
Heard the term Weather-Ready Nation								
Heard Weather-Ready Nation	0%	0	22%	640	0%	0	19%	998
Have not heard Weather-Ready Nation	0%	0	78%	2,299	0%	0	81%	4,395
Number of Respondents	0		2,939		0		5,393	
Have a hazardous weather safety plan								
Have a plan	59%	1,521	73%	2,140	61%	2,992	76%	4,073
Do not have a plan	41%	1,043	25%	737	39%	1,934	22%	1,189
Don't know	0%	0	2%	62	0%	0	2%	131
Number of Respondents	2,564		2,939		4,926		5,393	
Reason plan created~								
Friends and family	45%	685	59%	1,267	44%	1,295	54%	2,200
General desire to be prepared	81%	1,231	90%	1,923	81%	2,420	91%	3,701
An extreme weather event	43%	644	50%	1,077	43%	1,285	52%	2,127
Be a Force of Nature campaign	1%	15	1%	23	1%	33	1%	43
Weather-Ready Nation initiative	5%	72	3%	74	6%	168	4%	146
Other	10%	155	16%	339	12%	370	15%	629
Number of Respondents	1,512		2,140		2,976		4,073	
Main reason you do not have a plan								
Takes too much time	5%	47	5%	35	3%	53	4%	43
Too expensive	1%	7	5%	36	1%	17	3%	39
Not sure what to include	41%	426	38%	282	38%	734	42%	494
Don't think it's necessary	36%	372	31%	230	43%	839	30%	356
Other	18%	191	21%	154	15%	291	22%	257
Number of Respondents	1,043		737		1,934		1,189	
Plan includes hazardous weather emergency preparedness kit								
Includes kit	48%	1,226	46%	1,343	50%	2,459	49%	2,645
Does not include kit	52%	1,338	52%	1,524	50%	2,467	48%	2,598
Don't know	0%	0	2%	72	0%	0	3%	150
Number of Respondents	2,564		2,939		4,926		5,393	

National Weather Service - Overall
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	35 - 44 years				45 - 54 years			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Reason kit created~								
Friends and family	37%	448	56%	747	36%	877	52%	1,385
General desire to be prepared	86%	1,040	91%	1,220	84%	2,070	91%	2,418
An extreme weather event	41%	495	53%	706	41%	1,017	54%	1,440
Be a Force of Nature campaign	1%	16	2%	22	1%	32	1%	34
Weather-Ready Nation initiative	8%	103	4%	48	7%	161	4%	102
Other	14%	174	16%	218	17%	408	16%	414
Number of Respondents		1,215		1,343		2,451		2,645
Main reason you do not have a kit								
Takes too much time	6%	74	4%	66	3%	79	4%	101
Too expensive	8%	105	10%	146	7%	171	7%	185
Not sure what to include	35%	462	38%	578	35%	856	39%	1,001
Don't think it's necessary	29%	385	29%	440	33%	811	27%	710
Other	23%	312	19%	294	22%	550	23%	601
Number of Respondents		1,338		1,524		2,467		2,598
NWS staff on-site at incident								
NWS staff on-site	0%	0	9%	112	0%	0	9%	183
No staff on-site	0%	0	62%	737	0%	0	62%	1,315
DK/NA	0%	0	29%	345	0%	0	30%	635
Number of Respondents		0		1,194		0		2,133
Require specific products and have automated methods								
Require specific products with automation	0%	0	11%	319	0%	0	9%	470
Do not require specific products with automation	0%	0	89%	2,620	0%	0	91%	4,923
Number of Respondents		0		2,939		0		5,393
Received WEA message on cell phone								
Received message	0%	0	34%	1,006	0%	0	29%	1,567
Did not receive message	0%	0	62%	1,810	0%	0	66%	3,582
Don't know	0%	0	4%	123	0%	0	5%	244
Number of Respondents		0		2,939		0		5,393
WEA message was first notification received								
First notification	0%	0	60%	601	0%	0	63%	986
Not first notification	0%	0	32%	318	0%	0	29%	449
Don't know	0%	0	9%	87	0%	0	8%	132
Number of Respondents		0		1,006		0		1,567
Understood WEA message								
Fully understood	0%	0	89%	897	0%	0	87%	1,363
Somewhat understood	0%	0	10%	105	0%	0	12%	191
Did not understand	0%	0	0%	4	0%	0	1%	13
Number of Respondents		0		1,006		0		1,567

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National Weather Service - Overall
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	35 - 44 years				45 - 54 years			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Beneficial enhancements to WEA message~								
More text containing details of warning	0%	0	41%	409	0%	0	39%	611
Accompanying graphic showing warning area	0%	0	62%	625	0%	0	59%	929
Accompanying graphic showing current location	0%	0	59%	592	0%	0	58%	911
Color representing urgency of warning	0%	0	40%	405	0%	0	36%	565
Color representing type of warning	0%	0	26%	259	0%	0	23%	356
Sound representing urgency of warning	0%	0	40%	399	0%	0	43%	671
Sound representing type of warning	0%	0	25%	247	0%	0	26%	400
Number of Respondents	0		1,006		0		1,567	
Facebook and Twitter during weather events~								
Do not use Facebook and Twitter for weather events	0%	0	51%	1,498	0%	0	65%	3,521
Read what others are posting or tweeting	0%	0	41%	1,210	0%	0	28%	1,500
Comment on what others are posting or tweeting	0%	0	29%	853	0%	0	20%	1,080
Write own posts or tweets	0%	0	30%	892	0%	0	21%	1,125
Number of Respondents	0		2,939		0		5,393	
Amount of social media content available								
Too little	0%	0	24%	341	0%	0	22%	408
Just about right	0%	0	48%	696	0%	0	47%	880
Too much	0%	0	1%	14	0%	0	1%	21
Don't know	0%	0	27%	390	0%	0	30%	563
Number of Respondents	0		1,441		0		1,872	
Promoted awareness campaigns~								
Heat Safety	0%	0	27%	325	0%	0	28%	603
Flood Safety	0%	0	26%	312	0%	0	26%	564
Lightning Safety	0%	0	32%	387	0%	0	32%	680
Severe Weather Safety	0%	0	48%	570	0%	0	44%	931
Rip Currents Safety	0%	0	6%	67	0%	0	5%	117
Hurricane Safety	0%	0	12%	139	0%	0	12%	257
Tsunami Safety	0%	0	3%	39	0%	0	3%	67
Winter Weather Safety	0%	0	34%	402	0%	0	36%	774
Wildfire Safety	0%	0	20%	244	0%	0	24%	513
None of the above	0%	0	36%	428	0%	0	36%	777
Number of Respondents	0		1,194		0		2,133	
Websites visited for weather safety~								
National Weather Service	0%	0	96%	2,813	0%	0	97%	5,206
FEMA	0%	0	17%	510	0%	0	16%	880
American Red Cross	0%	0	10%	293	0%	0	10%	518
Centers for Disease Control and Prevention	0%	0	5%	156	0%	0	6%	307
Commercial weather vendor	0%	0	58%	1,697	0%	0	59%	3,190
Other	0%	0	12%	349	0%	0	12%	634
Number of Respondents	0		2,939		0		5,393	

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National Weather Service - Overall
2013
Age
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	35 - 44 years				45 - 54 years			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Safe to drive through water when no Road Closed sign or police barricade								
True	0%	0	2%	65	0%	0	1%	77
False	0%	0	98%	2,874	0%	0	99%	5,316
Number of Respondents	0		2,939		0		5,393	
Not safe to drive when water is too deep to see road surface								
True	0%	0	96%	2,831	0%	0	96%	5,189
False	0%	0	4%	108	0%	0	4%	204
Number of Respondents	0		2,939		0		5,393	
Safe to drive through water slowly								
True	0%	0	4%	126	0%	0	4%	189
False	0%	0	96%	2,813	0%	0	96%	5,204
Number of Respondents	0		2,939		0		5,393	
Safe to drive through water in a large and heavy vehicle								
True	0%	0	3%	84	0%	0	2%	124
False	0%	0	97%	2,855	0%	0	98%	5,269
Number of Respondents	0		2,939		0		5,393	
Not safe to drive through swiftly moving water								
True	0%	0	97%	2,852	0%	0	97%	5,240
False	0%	0	3%	87	0%	0	3%	153
Number of Respondents	0		2,939		0		5,393	
When to seek shelter from lightning								
Distant lightning	0%	0	18%	515	0%	0	19%	1,039
Distant thunder	0%	0	60%	1,754	0%	0	56%	3,046
Nearby lightning	0%	0	12%	358	0%	0	14%	736
Loud thunder	0%	0	9%	275	0%	0	9%	492
Starts to rain	0%	0	1%	37	0%	0	1%	80
Number of Respondents	0		2,939		0		5,393	
Gender								
Male	71%	1,789	67%	1,962	68%	3,323	67%	3,584
Female	29%	748	32%	946	32%	1,547	32%	1,745
Prefer not to answer	0%	0	1%	26	0%	0	1%	52
Number of Respondents	2,537		2,934		4,870		5,381	

National Weather Service - Overall
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Age
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	35 - 44 years				45 - 54 years			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Race								
White, Caucasian	93%	2,320	87%	2,560	95%	4,562	90%	4,812
Black, African American	1%	20	0%	12	1%	32	1%	28
Hispanic, Latino, or Spanish	2%	47	2%	68	1%	50	1%	69
Pacific Islander	0%	9	0%	7	0%	12	0%	4
Asian	1%	30	1%	20	1%	30	0%	22
American Indian/Native Indian or Alaska Native	1%	13	1%	26	1%	40	1%	52
Other	3%	63	2%	58	2%	91	2%	109
Prefer not to answer	0%	0	6%	182	0%	0	5%	278
Number of Respondents		2,502		2,933		4,817		5,374
School completed								
12th grade or less (no diploma)	1%	23	1%	31	1%	58	1%	62
High school diploma or GED	7%	185	7%	191	9%	433	10%	523
Some college, no degree	19%	493	19%	544	20%	996	20%	1,064
Associate or technical degree	13%	336	15%	434	15%	756	15%	821
Bachelor's degree	34%	866	33%	962	30%	1,473	27%	1,465
Graduate degree/Professional degree	26%	653	24%	714	24%	1,197	25%	1,367
Prefer not to answer	0%	0	2%	58	0%	0	1%	75
Number of Respondents		2,556		2,934		4,913		5,377
Interested in other areas~								
National Fire Weather Program	0%	0	6%	186	0%	0	7%	357
National Hurricane Center Program	0%	0	8%	223	0%	0	8%	454
National Hydrologic Services Program	0%	0	6%	163	0%	0	6%	315
National Climate Services Program	0%	0	9%	256	0%	0	10%	533
Do not wish to continue	0%	0	81%	2,388	0%	0	79%	4,245
Number of Respondents		0		2,939		0		5,393

National Weather Service - Overall
2013
Age
Demographics

	55 - 64 years				65 - 74 years			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Region								
Central Region	32%	1,410	32%	2,430	28%	647	28%	1,243
Eastern Region	30%	1,294	22%	1,683	27%	629	22%	974
Southern Region	17%	764	21%	1,546	19%	439	22%	957
Western Region	20%	861	24%	1,810	25%	563	28%	1,239
Alaska Region	1%	24	0%	34	0%	10	0%	18
Pacific Region	1%	22	0%	27	0%	9	0%	19
Number of Respondents		4,375		7,530		2,297		4,450
Uses of NWS information~								
Agriculture	0%	0	19%	1,423	0%	0	18%	788
Aviation	0%	0	5%	369	0%	0	5%	238
Amateur Radio	0%	0	6%	471	0%	0	6%	258
Broadcast/Print Media	0%	0	2%	173	0%	0	2%	71
Commodities Markets	0%	0	1%	86	0%	0	1%	35
Consulting	0%	0	1%	94	0%	0	1%	48
Education	0%	0	6%	476	0%	0	4%	175
Health Services	0%	0	3%	193	0%	0	2%	87
Land Management Decisions	0%	0	9%	655	0%	0	8%	373
Marine	0%	0	4%	267	0%	0	3%	141
NWS Data Provider	0%	0	8%	570	0%	0	6%	285
Personal	0%	0	88%	6,643	0%	0	89%	3,994
Recreation	0%	0	60%	4,544	0%	0	59%	2,618
Research	0%	0	4%	307	0%	0	3%	146
Weather Enthusiast	0%	0	54%	4,107	0%	0	51%	2,261
Work-related decisions	0%	0	24%	1,803	0%	0	13%	574
Other	0%	0	10%	747	0%	0	11%	478
Number of Respondents		0		7,554		0		4,465
Type of Aviation								
Dispatcher	100%	5	2%	8	0%	0	1%	2
Comm Aircraft	0%	0	21%	78	0%	0	13%	30
Private Aircraft	0%	0	74%	272	0%	0	84%	200
Air Traffic Controller	0%	0	3%	11	0%	0	3%	6
Number of Respondents		5		369		0		238

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National Weather Service - Overall
2013
Age
Demographics

	55 - 64 years				65 - 74 years			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Information sources~								
NWS Web	93%	5,858	93%	7,062	92%	3,272	92%	4,114
Non-NWS Web	32%	2,027	31%	2,357	28%	998	27%	1,216
Mobile devices	32%	2,007	42%	3,199	23%	817	31%	1,405
Social Media	7%	420	9%	703	3%	99	5%	221
Email	16%	977	12%	875	12%	427	10%	452
Landline Telephone	0%	0	5%	376	0%	0	6%	247
Cell Phone	0%	0	17%	1,309	0%	0	14%	616
Local or cable TV	52%	3,260	55%	4,156	49%	1,729	56%	2,506
Commercial Radio	29%	1,827	25%	1,917	24%	865	21%	941
Satellite radio	4%	242	3%	235	3%	112	3%	129
Satellite TV	16%	1,001	14%	1,062	18%	644	16%	736
Newspaper	19%	1,178	18%	1,350	21%	757	22%	980
NOAA Weather Radio/All Hazards	40%	2,545	43%	3,273	36%	1,277	40%	1,805
NOAA Weather Wire	5%	343	3%	262	6%	211	4%	161
Family of Services (FOS)	5%	303	1%	112	4%	156	1%	54
Emerg Mgrs Weather Info Net	4%	270	5%	350	3%	94	3%	147
NOAAPort	5%	336	2%	181	6%	208	3%	126
World Area Forecast System	2%	95	1%	44	2%	57	1%	34
DUATS	2%	149	2%	130	2%	70	2%	87
Flight Services	5%	284	3%	193	5%	187	3%	150
U.S. Coast Guard Broadcasts	6%	391	2%	144	7%	246	2%	81
NAVTEX receiver	1%	39	0%	16	0%	17	0%	6
Immarsat-C SafetyNET	0%	18	0%	7	0%	8	0%	3
Radiofacsimile	1%	53	0%	14	1%	32	0%	5
Other	2%	110	6%	438	3%	101	6%	285
Number of Respondents		6,292		7,554		3,552		4,465
NOAANWS products used most often~								
Forecasts, outlooks, watches, warnings, alerts	0%	0	97%	7,305	0%	0	96%	4,289
Weather observations	0%	0	73%	5,528	0%	0	74%	3,302
Climate observations	0%	0	33%	2,511	0%	0	30%	1,321
Satellite data	0%	0	50%	3,807	0%	0	48%	2,135
Radar data	0%	0	80%	6,057	0%	0	75%	3,364
Computer weather model output	0%	0	37%	2,820	0%	0	34%	1,534
Weather outreach/educational materials	0%	0	8%	604	0%	0	5%	235
Other products	0%	0	5%	384	0%	0	4%	177
Number of Respondents		0		7,554		0		4,465

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	55 - 64 years				65 - 74 years			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Products familiar with~								
Tornado Warnings	0%	0	76%	5,728	0%	0	68%	3,050
Severe Thunderstorm Warnings	0%	0	94%	7,098	0%	0	92%	4,108
Severe Thunderstorm Watches	0%	0	92%	6,923	0%	0	90%	4,022
Flash Flood Warnings	0%	0	81%	6,081	0%	0	72%	3,226
Tsunami Warnings	0%	0	21%	1,608	0%	0	18%	819
Hurricane Warnings	0%	0	51%	3,823	0%	0	49%	2,197
Winter Storm Warnings	0%	0	90%	6,813	0%	0	87%	3,906
River Flood Warnings	0%	0	61%	4,595	0%	0	56%	2,494
Excessive Heat Warnings	0%	0	76%	5,776	0%	0	71%	3,160
Extreme Cold Warnings	0%	0	69%	5,204	0%	0	66%	2,949
High Surf Warnings	0%	0	26%	1,984	0%	0	22%	965
Coastal Flood Warnings	0%	0	33%	2,480	0%	0	30%	1,347
Climate Hazards	0%	0	45%	3,384	0%	0	38%	1,675
Don't know	0%	0	1%	66	0%	0	1%	43
Number of Respondents	0		7,554		0		4,465	
Likelihood of taking protective action if tornado warning issued								
Very Unlikely	0%	0	2%	158	0%	0	3%	125
Somewhat Unlikely	0%	0	2%	178	0%	0	3%	121
Somewhat Likely	0%	0	12%	930	0%	0	12%	523
Very Likely	0%	0	82%	6,191	0%	0	81%	3,617
Don't Know	0%	0	1%	97	0%	0	2%	79
Number of Respondents	0		7,554		0		4,465	
Reason for not taking action								
Do not believe I would be directly impacted by the tornado	0%	0	19%	64	0%	0	24%	60
Need to first see or hear tornado	0%	0	13%	43	0%	0	13%	32
Have never seen tornado damage in my area	0%	0	33%	111	0%	0	31%	77
Do not take tornado warnings seriously	0%	0	4%	13	0%	0	4%	11
Other	0%	0	31%	105	0%	0	27%	66
Number of Respondents	0		336		0		246	
Proximity of tornado before considering warning accurate								
1 mile or less	0%	0	5%	412	0%	0	6%	268
5 miles or less	0%	0	35%	2,653	0%	0	38%	1,706
10 miles or less	0%	0	36%	2,724	0%	0	34%	1,520
25 miles or less	0%	0	21%	1,552	0%	0	18%	824
Other	0%	0	3%	213	0%	0	3%	147
Number of Respondents	0		7,554		0		4,465	
Number of tornado warnings issued								
Too many tornado warnings	0%	0	5%	392	0%	0	4%	189
Too few tornado warnings	0%	0	3%	207	0%	0	2%	81
Just about right	0%	0	72%	5,415	0%	0	68%	3,042
Don't know	0%	0	20%	1,540	0%	0	26%	1,153
Number of Respondents	0		7,554		0		4,465	

~ Total percentage may exceed 100 due to multiple responses

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	55 - 64 years				65 - 74 years			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Impact of tornado not occurring when warning issued								
Same actions as did previously	0%	0	84%	6,330	0%	0	83%	3,713
Less likely to take same action	0%	0	8%	615	0%	0	7%	333
Don't know	0%	0	8%	609	0%	0	9%	419
Number of Respondents	0		7,554		0		4,465	
Heard the term Weather-Ready Nation								
Heard Weather-Ready Nation	0%	0	15%	1,142	0%	0	10%	451
Have not heard Weather-Ready Nation	0%	0	85%	6,412	0%	0	90%	4,014
Number of Respondents	0		7,554		0		4,465	
Have a hazardous weather safety plan								
Have a plan	60%	3,876	76%	5,733	59%	2,148	75%	3,348
Do not have a plan	40%	2,586	22%	1,653	41%	1,509	23%	1,010
Don't know	0%	0	2%	168	0%	0	2%	107
Number of Respondents	6,462		7,554		3,657		4,465	
Reason plan created~								
Friends and family	39%	1,506	51%	2,906	36%	781	47%	1,585
General desire to be prepared	83%	3,190	92%	5,283	86%	1,845	94%	3,143
An extreme weather event	44%	1,699	54%	3,110	42%	903	53%	1,759
Be a Force of Nature campaign	1%	41	1%	77	1%	27	1%	40
Weather-Ready Nation initiative	5%	178	3%	189	3%	66	3%	117
Other	12%	451	14%	814	11%	229	14%	458
Number of Respondents	3,846		5,733		2,143		3,348	
Main reason you do not have a plan								
Takes too much time	1%	36	2%	40	1%	16	2%	17
Too expensive	1%	13	2%	39	0%	6	2%	16
Not sure what to include	37%	961	40%	656	31%	470	39%	391
Don't think it's necessary	45%	1,170	33%	552	54%	808	38%	383
Other	16%	406	22%	366	14%	209	20%	203
Number of Respondents	2,586		1,653		1,509		1,010	
Plan includes hazardous weather emergency preparedness kit								
Includes kit	51%	3,325	50%	3,802	47%	1,732	47%	2,085
Does not include kit	49%	3,137	47%	3,542	53%	1,925	51%	2,266
Don't know	0%	0	3%	210	0%	0	3%	114
Number of Respondents	6,462		7,554		3,657		4,465	

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	55 - 64 years				65 - 74 years			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Reason kit created~								
Friends and family	30%	989	49%	1,867	28%	480	46%	968
General desire to be prepared	85%	2,785	93%	3,544	87%	1,508	95%	1,976
An extreme weather event	41%	1,353	57%	2,164	38%	660	52%	1,091
Be a Force of Nature campaign	1%	41	1%	40	1%	21	1%	28
Weather-Ready Nation initiative	6%	206	3%	112	4%	73	4%	79
Other	16%	512	14%	534	15%	259	15%	309
Number of Respondents	3,290		3,802		1,727		2,085	
Main reason you do not have a kit								
Takes too much time	2%	76	3%	97	2%	32	2%	42
Too expensive	4%	133	5%	176	4%	78	3%	61
Not sure what to include	36%	1,124	37%	1,307	33%	631	39%	877
Don't think it's necessary	36%	1,124	32%	1,140	42%	816	35%	787
Other	22%	680	23%	822	19%	368	22%	499
Number of Respondents	3,137		3,542		1,925		2,266	
NWS staff on-site at incident								
NWS staff on-site	0%	0	9%	221	0%	0	8%	81
No staff on-site	0%	0	58%	1,489	0%	0	57%	605
DK/NA	0%	0	34%	864	0%	0	36%	384
Number of Respondents	0		2,574		0		1,070	
Require specific products and have automated methods								
Require specific products with automation	0%	0	7%	497	0%	0	5%	232
Do not require specific products with automation	0%	0	93%	7,057	0%	0	95%	4,233
Number of Respondents	0		7,554		0		4,465	
Received WEA message on cell phone								
Received message	0%	0	22%	1,699	0%	0	17%	748
Did not receive message	0%	0	73%	5,522	0%	0	79%	3,536
Don't know	0%	0	4%	333	0%	0	4%	181
Number of Respondents	0		7,554		0		4,465	
WEA message was first notification received								
First notification	0%	0	66%	1,126	0%	0	64%	482
Not first notification	0%	0	25%	428	0%	0	27%	199
Don't know	0%	0	9%	145	0%	0	9%	67
Number of Respondents	0		1,699		0		748	
Understood WEA message								
Fully understood	0%	0	84%	1,433	0%	0	83%	623
Somewhat understood	0%	0	15%	254	0%	0	16%	118
Did not understand	0%	0	1%	12	0%	0	1%	7
Number of Respondents	0		1,699		0		748	

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	55 - 64 years				65 - 74 years			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Beneficial enhancements to WEA message~								
More text containing details of warning	0%	0	38%	649	0%	0	36%	269
Accompanying graphic showing warning area	0%	0	59%	1,006	0%	0	59%	444
Accompanying graphic showing current location	0%	0	56%	951	0%	0	58%	431
Color representing urgency of warning	0%	0	35%	587	0%	0	35%	260
Color representing type of warning	0%	0	22%	372	0%	0	25%	188
Sound representing urgency of warning	0%	0	44%	752	0%	0	45%	335
Sound representing type of warning	0%	0	28%	479	0%	0	28%	210
Number of Respondents	0		1,699		0		748	
Facebook and Twitter during weather events~								
Do not use Facebook and Twitter for weather events	0%	0	78%	5,868	0%	0	87%	3,866
Read what others are posting or tweeting	0%	0	18%	1,353	0%	0	11%	484
Comment on what others are posting or tweeting	0%	0	13%	985	0%	0	7%	314
Write own posts or tweets	0%	0	12%	907	0%	0	7%	294
Number of Respondents	0		7,554		0		4,465	
Amount of social media content available								
Too little	0%	0	18%	298	0%	0	15%	87
Just about right	0%	0	47%	791	0%	0	44%	262
Too much	0%	0	1%	19	0%	0	2%	10
Don't know	0%	0	34%	578	0%	0	40%	240
Number of Respondents	0		1,686		0		599	
Promoted awareness campaigns~								
Heat Safety	0%	0	27%	689	0%	0	24%	255
Flood Safety	0%	0	25%	653	0%	0	24%	254
Lightning Safety	0%	0	31%	805	0%	0	30%	316
Severe Weather Safety	0%	0	41%	1,054	0%	0	39%	415
Rip Currents Safety	0%	0	5%	141	0%	0	5%	53
Hurricane Safety	0%	0	12%	309	0%	0	12%	129
Tsunami Safety	0%	0	4%	98	0%	0	3%	37
Winter Weather Safety	0%	0	38%	970	0%	0	36%	389
Wildfire Safety	0%	0	25%	652	0%	0	30%	325
None of the above	0%	0	40%	1,024	0%	0	41%	434
Number of Respondents	0		2,574		0		1,070	
Websites visited for weather safety~								
National Weather Service	0%	0	97%	7,335	0%	0	97%	4,334
FEMA	0%	0	14%	1,085	0%	0	11%	507
American Red Cross	0%	0	9%	643	0%	0	6%	252
Centers for Disease Control and Prevention	0%	0	5%	398	0%	0	4%	181
Commercial weather vendor	0%	0	59%	4,483	0%	0	60%	2,661
Other	0%	0	11%	867	0%	0	10%	440
Number of Respondents	0		7,554		0		4,465	

~ Total percentage may exceed 100 due to multiple responses

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	55 - 64 years				65 - 74 years			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Safe to drive through water when no Road Closed sign or police barricade								
True	0%	0	2%	126	0%	0	2%	94
False	0%	0	98%	7,428	0%	0	98%	4,371
Number of Respondents	0		7,554		0		4,465	
Not safe to drive when water is too deep to see road surface								
True	0%	0	96%	7,232	0%	0	96%	4,275
False	0%	0	4%	322	0%	0	4%	190
Number of Respondents	0		7,554		0		4,465	
Safe to drive through water slowly								
True	0%	0	4%	288	0%	0	5%	214
False	0%	0	96%	7,266	0%	0	95%	4,251
Number of Respondents	0		7,554		0		4,465	
Safe to drive through water in a large and heavy vehicle								
True	0%	0	3%	241	0%	0	4%	180
False	0%	0	97%	7,313	0%	0	96%	4,285
Number of Respondents	0		7,554		0		4,465	
Not safe to drive through swiftly moving water								
True	0%	0	97%	7,321	0%	0	96%	4,307
False	0%	0	3%	233	0%	0	4%	158
Number of Respondents	0		7,554		0		4,465	
When to seek shelter from lightning								
Distant lightning	0%	0	19%	1,453	0%	0	18%	818
Distant thunder	0%	0	52%	3,915	0%	0	46%	2,071
Nearby lightning	0%	0	18%	1,323	0%	0	21%	933
Loud thunder	0%	0	10%	756	0%	0	13%	584
Starts to rain	0%	0	1%	107	0%	0	1%	59
Number of Respondents	0		7,554		0		4,465	
Gender								
Male	70%	4,430	67%	5,022	76%	2,734	73%	3,243
Female	30%	1,939	33%	2,466	24%	871	27%	1,192
Prefer not to answer	0%	0	1%	49	0%	0	0%	18
Number of Respondents	6,369		7,537		3,605		4,453	

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	55 - 64 years				65 - 74 years			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Race								
White, Caucasian	95%	6,006	89%	6,672	96%	3,447	89%	3,980
Black, African American	0%	31	0%	23	0%	8	0%	14
Hispanic, Latino, or Spanish	1%	43	1%	71	0%	12	1%	25
Pacific Islander	0%	5	0%	4	0%	7	0%	5
Asian	0%	26	0%	31	0%	8	0%	10
American Indian/Native Indian or Alaska Native	1%	46	1%	64	1%	21	1%	26
Other	3%	172	3%	194	2%	71	3%	122
Prefer not to answer	0%	0	6%	470	0%	0	6%	268
Number of Respondents		6,329		7,529		3,574		4,450
School completed								
12th grade or less (no diploma)	1%	52	1%	66	1%	35	1%	36
High school diploma or GED	7%	459	7%	516	6%	236	6%	258
Some college, no degree	20%	1,286	21%	1,560	20%	719	20%	872
Associate or technical degree	13%	868	14%	1,085	11%	389	10%	458
Bachelor's degree	28%	1,806	27%	2,065	25%	896	26%	1,144
Graduate degree/Professional degree	31%	1,964	28%	2,114	38%	1,371	37%	1,630
Prefer not to answer	0%	0	2%	131	0%	0	1%	57
Number of Respondents		6,435		7,537		3,646		4,455
Interested in other areas~								
National Fire Weather Program	0%	0	8%	571	0%	0	8%	349
National Hurricane Center Program	0%	0	8%	637	0%	0	9%	392
National Hydrologic Services Program	0%	0	6%	486	0%	0	6%	271
National Climate Services Program	0%	0	12%	886	0%	0	12%	532
Do not wish to continue	0%	0	77%	5,797	0%	0	76%	3,373
Number of Respondents		0		7,554		0		4,465

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Region	75 years and older			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Central Region	31%	169	28%	306
Eastern Region	30%	164	24%	267
Southern Region	20%	109	21%	228
Western Region	19%	106	26%	287
Alaska Region	0%	0	0%	1
Pacific Region	1%	4	0%	3
Number of Respondents	552		1,092	

Uses of NWS information~	2012		2013	
	Percent	Frequency	Percent	Frequency
Agriculture	0%	0	17%	186
Aviation	0%	0	5%	57
Amateur Radio	0%	0	5%	60
Broadcast/Print Media	0%	0	1%	14
Commodities Markets	0%	0	2%	18
Consulting	0%	0	1%	15
Education	0%	0	5%	52
Health Services	0%	0	5%	52
Land Management Decisions	0%	0	7%	72
Marine	0%	0	2%	25
NWS Data Provider	0%	0	5%	57
Personal	0%	0	92%	1,009
Recreation	0%	0	47%	513
Research	0%	0	2%	26
Weather Enthusiast	0%	0	50%	546
Work-related decisions	0%	0	7%	74
Other	0%	0	10%	109
Number of Respondents	0		1,099	

Type of Aviation	2012		2013	
	Percent	Frequency	Percent	Frequency
Dispatcher	0%	0	0%	0
Comm Aircraft	0%	0	19%	11
Private Aircraft	0%	0	81%	46
Air Traffic Controller	0%	0	0%	0
Number of Respondents	0		57	

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	75 years and older			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Information sources~				
NWS Web	91%	777	87%	961
Non-NWS Web	22%	187	20%	225
Mobile devices	14%	120	17%	186
Social Media	1%	12	2%	27
Email	10%	86	10%	115
Landline Telephone	0%	0	6%	67
Cell Phone	0%	0	8%	86
Local or cable TV	51%	441	54%	596
Commercial Radio	19%	164	20%	216
Satellite radio	2%	19	3%	31
Satellite TV	18%	152	16%	179
Newspaper	23%	199	30%	334
NOAA Weather Radio/All Hazards	33%	285	34%	370
NOAA Weather Wire	9%	81	5%	57
Family of Services (FOS)	5%	46	1%	16
Emerg Mgrs Weather Info Net	3%	25	2%	21
NOAAPort	6%	52	3%	36
World Area Forecast System	2%	19	1%	7
DUATS	2%	20	1%	10
Flight Services	5%	42	2%	22
U.S. Coast Guard Broadcasts	7%	57	1%	12
NAVTEX receiver	1%	9	0%	2
Immarsat-C SafetyNET	0%	1	0%	1
Radiofacsimile	2%	13	0%	0
Other	2%	17	7%	77
Number of Respondents		857		1,099
NOAANWS products used most often~				
Forecasts, outlooks, watches, warnings, alerts	0%	0	95%	1,049
Weather observations	0%	0	70%	769
Climate observations	0%	0	28%	311
Satellite data	0%	0	41%	446
Radar data	0%	0	68%	747
Computer weather model output	0%	0	37%	402
Weather outreach/educational materials	0%	0	6%	65
Other products	0%	0	4%	43
Number of Respondents		0		1,099

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	75 years and older			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Products familiar with~				
Tornado Warnings	0%	0	66%	728
Severe Thunderstorm Warnings	0%	0	90%	993
Severe Thunderstorm Watches	0%	0	88%	969
Flash Flood Warnings	0%	0	67%	737
Tsunami Warnings	0%	0	13%	140
Hurricane Warnings	0%	0	45%	499
Winter Storm Warnings	0%	0	86%	942
River Flood Warnings	0%	0	47%	513
Excessive Heat Warnings	0%	0	67%	738
Extreme Cold Warnings	0%	0	64%	708
High Surf Warnings	0%	0	16%	177
Coastal Flood Warnings	0%	0	24%	267
Climate Hazards	0%	0	32%	352
Don't know	0%	0	2%	17
Number of Respondents		0		1,099
Likelihood of taking protective action if tornado warning issued				
Very Unlikely	0%	0	4%	39
Somewhat Unlikely	0%	0	2%	26
Somewhat Likely	0%	0	13%	146
Very Likely	0%	0	79%	865
Don't Know	0%	0	2%	23
Number of Respondents		0		1,099
Reason for not taking action				
Do not believe I would be directly impacted by the tornado	0%	0	32%	21
Need to first see or hear tornado	0%	0	20%	13
Have never seen tornado damage in my area	0%	0	31%	20
Do not take tornado warnings seriously	0%	0	2%	1
Other	0%	0	15%	10
Number of Respondents		0		65
Proximity of tornado before considering warning accurate				
1 mile or less	0%	0	9%	103
5 miles or less	0%	0	40%	444
10 miles or less	0%	0	30%	334
25 miles or less	0%	0	16%	178
Other	0%	0	4%	40
Number of Respondents		0		1,099
Number of tornado warnings issued				
Too many tornado warnings	0%	0	4%	41
Too few tornado warnings	0%	0	1%	10
Just about right	0%	0	64%	705
Don't know	0%	0	31%	343
Number of Respondents		0		1,099

National Weather Service - Overall
2013
Age
Demographics

	75 years and older			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Impact of tornado not occurring when warning issued				
Same actions as did previously	0%	0	82%	899
Less likely to take same action	0%	0	7%	73
Don't know	0%	0	12%	127
Number of Respondents		0		1,099
Heard the term Weather-Ready Nation				
Heard Weather-Ready Nation	0%	0	7%	82
Have not heard Weather-Ready Nation	0%	0	93%	1,017
Number of Respondents		0		1,099
Have a hazardous weather safety plan				
Have a plan	56%	498	70%	766
Do not have a plan	44%	385	25%	277
Don't know	0%	0	5%	56
Number of Respondents		883		1,099
Reason plan created~				
Friends and family	37%	183	48%	370
General desire to be prepared	88%	435	94%	721
An extreme weather event	39%	194	48%	366
Be a Force of Nature campaign	0%	2	2%	14
Weather-Ready Nation initiative	3%	15	5%	35
Other	9%	46	14%	111
Number of Respondents		495		766
Main reason you do not have a plan				
Takes too much time	1%	3	1%	3
Too expensive	1%	4	3%	9
Not sure what to include	24%	91	34%	95
Don't think it's necessary	63%	242	48%	132
Other	12%	45	14%	38
Number of Respondents		385		277
Plan includes hazardous weather emergency preparedness kit				
Includes kit	41%	358	41%	456
Does not include kit	59%	525	56%	616
Don't know	0%	0	2%	27
Number of Respondents		883		1,099

National Weather Service - Overall
2013
Age
Demographics

	75 years and older			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Reason kit created-				
Friends and family	26%	91	49%	225
General desire to be prepared	88%	313	95%	434
An extreme weather event	36%	126	50%	229
Be a Force of Nature campaign	0%	1	2%	9
Weather-Ready Nation initiative	6%	20	4%	19
Other	11%	38	17%	79
Number of Respondents	354		456	
Main reason you do not have a kit				
Takes too much time	2%	11	1%	6
Too expensive	3%	18	3%	16
Not sure what to include	26%	135	33%	201
Don't think it's necessary	51%	270	46%	281
Other	17%	91	18%	112
Number of Respondents	525		616	
NWS staff on-site at incident				
NWS staff on-site	0%	0	6%	13
No staff on-site	0%	0	50%	105
DK/NA	0%	0	44%	94
Number of Respondents	0		212	
Require specific products and have automated methods				
Require specific products with automation	0%	0	6%	69
Do not require specific products with automation	0%	0	94%	1,030
Number of Respondents	0		1,099	
Received WEA message on cell phone				
Received message	0%	0	9%	95
Did not receive message	0%	0	86%	941
Don't know	0%	0	6%	63
Number of Respondents	0		1,099	
WEA message was first notification received				
First notification	0%	0	57%	54
Not first notification	0%	0	32%	30
Don't know	0%	0	12%	11
Number of Respondents	0		95	
Understood WEA message				
Fully understood	0%	0	76%	72
Somewhat understood	0%	0	19%	18
Did not understand	0%	0	5%	5
Number of Respondents	0		95	

National Weather Service - Overall
2013
Age
Demographics

	75 years and older			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Beneficial enhancements to WEA message~				
More text containing details of warning	0%	0	29%	28
Accompanying graphic showing warning area	0%	0	63%	60
Accompanying graphic showing current location	0%	0	65%	62
Color representing urgency of warning	0%	0	34%	32
Color representing type of warning	0%	0	27%	26
Sound representing urgency of warning	0%	0	45%	43
Sound representing type of warning	0%	0	31%	29
Number of Respondents		0		95
Facebook and Twitter during weather events~				
Do not use Facebook and Twitter for weather events	0%	0	92%	1,012
Read what others are posting or tweeting	0%	0	6%	69
Comment on what others are posting or tweeting	0%	0	4%	45
Write own posts or tweets	0%	0	3%	32
Number of Respondents		0		1,099
Amount of social media content available				
Too little	0%	0	13%	11
Just about right	0%	0	54%	47
Too much	0%	0	5%	4
Don't know	0%	0	29%	25
Number of Respondents		0		87
Promoted awareness campaigns~				
Heat Safety	0%	0	21%	44
Flood Safety	0%	0	23%	48
Lightning Safety	0%	0	31%	65
Severe Weather Safety	0%	0	39%	82
Rip Currents Safety	0%	0	4%	9
Hurricane Safety	0%	0	12%	26
Tsunami Safety	0%	0	3%	7
Winter Weather Safety	0%	0	38%	80
Wildfire Safety	0%	0	27%	58
None of the above	0%	0	42%	90
Number of Respondents		0		212
Websites visited for weather safety~				
National Weather Service	0%	0	97%	1,065
FEMA	0%	0	9%	95
American Red Cross	0%	0	4%	45
Centers for Disease Control and Prevention	0%	0	3%	37
Commercial weather vendor	0%	0	56%	616
Other	0%	0	9%	94
Number of Respondents		0		1,099

National Weather Service - Overall
2013
Age
Demographics

	75 years and older			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Safe to drive through water when no Road Closed sign or police barricade				
True	0%	0	3%	31
False	0%	0	97%	1,068
Number of Respondents	0		1,099	
Not safe to drive when water is too deep to see road surface				
True	0%	0	95%	1,041
False	0%	0	5%	58
Number of Respondents	0		1,099	
Safe to drive through water slowly				
True	0%	0	6%	62
False	0%	0	94%	1,037
Number of Respondents	0		1,099	
Safe to drive through water in a large and heavy vehicle				
True	0%	0	7%	74
False	0%	0	93%	1,025
Number of Respondents	0		1,099	
Not safe to drive through swiftly moving water				
True	0%	0	97%	1,069
False	0%	0	3%	30
Number of Respondents	0		1,099	
When to seek shelter from lightning				
Distant lightning	0%	0	19%	210
Distant thunder	0%	0	38%	415
Nearby lightning	0%	0	26%	286
Loud thunder	0%	0	16%	171
Starts to rain	0%	0	2%	17
Number of Respondents	0		1,099	
Gender				
Male	79%	689	78%	850
Female	21%	181	22%	236
Prefer not to answer	0%	0	1%	10
Number of Respondents	870		1,096	

National Weather Service - Overall
2013
Age
Demographics

	75 years and older			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Race				
White, Caucasian	96%	838	91%	997
Black, African American	0%	1	0%	1
Hispanic, Latino, or Spanish	0%	4	0%	4
Pacific Islander	0%	3	0%	1
Asian	0%	1	0%	4
American Indian/Native Indian or Alaska Native	1%	6	1%	6
Other	2%	16	3%	32
Prefer not to answer	0%	0	5%	52
Number of Respondents		869		1,097
School completed				
12th grade or less (no diploma)	2%	17	1%	12
High school diploma or GED	8%	71	6%	71
Some college, no degree	19%	170	20%	218
Associate or technical degree	7%	59	7%	78
Bachelor's degree	27%	234	26%	281
Graduate degree/Professional degree	37%	328	38%	421
Prefer not to answer	0%	0	1%	16
Number of Respondents		879		1,097
Interested in other areas~				
National Fire Weather Program	0%	0	6%	65
National Hurricane Center Program	0%	0	8%	84
National Hydrologic Services Program	0%	0	4%	45
National Climate Services Program	0%	0	11%	122
Do not wish to continue	0%	0	79%	863
Number of Respondents		0		1,099

National Weather Service - Overall
2013
Gender
Score Table

	Male		Female		Prefer not to answer	
	2012	2013	2012	2013	2012	2013
Sample Size	16,927	18,107	6,703	8,390	--	1,122
Hazardous Services	86	88	88	90	--	83
Tornado Warnings	85	86	87	88	--	81
Severe Thunderstorm Warnings	86	88	88	90	--	83
Severe Thunderstorm Watch	--	88	--	90	--	84
Winter Storm Warnings	84	88	87	90	--	84
Hurricane Warnings	87	90	90	92	--	85
Flash Flood Warnings	85	87	88	89	--	83
River Flood Warnings	87	89	89	90	--	83
High Surf Warnings	87	90	91	92	--	87
Tsunami Warnings	84	86	87	88	--	82
Extreme Cold Warnings	89	91	90	93	--	88
Excessive Heat Warnings	89	92	91	94	--	88
Coastal Flood Warnings	--	88	--	90	--	84
Climate Hazards	--	85	--	87	--	81
Tornado Warnings	85	87	87	88	--	82
Ease of Understanding	89	93	90	94	--	89
Timeliness	85	86	86	87	--	80
Accuracy	80	77	83	80	--	71
Severe Thunderstorm Warnings	86	89	88	90	--	84
Ease of Understanding	89	93	91	94	--	89
Timeliness	86	89	87	91	--	84
Accuracy	82	80	85	83	--	75
Severe Thunderstorm Watch	--	89	--	90	--	84
Ease of Understanding	--	93	--	94	--	89
Timeliness	--	90	--	92	--	86
Accuracy	--	80	--	82	--	75
Flash Flood Warnings	85	88	88	90	--	83
Ease of Understanding	88	92	90	93	--	88
Timeliness	85	88	88	90	--	83
Accuracy	81	81	86	84	--	76
Tsunami Warnings	84	86	87	89	--	82
Ease of Understanding	87	90	89	92	--	86
Timeliness	85	86	87	88	--	79
Accuracy	78	76	83	80	--	73
Hurricane Warnings	88	91	90	92	--	86
Ease of Understanding	90	93	91	94	--	88
Timeliness	89	93	91	94	--	88
Accuracy	82	83	86	85	--	79
Winter Storm Warnings	85	89	87	91	--	85
Ease of Understanding	88	93	90	94	--	89
Timeliness	86	91	88	93	--	87
Accuracy	78	78	82	81	--	74

National Weather Service - Overall
2013
Gender
Score Table

	Male		Female		Prefer not to answer	
	2012	2013	2012	2013	2012	2013
Sample Size	16,927	18,107	6,703	8,390	--	1,122
River Flood Warnings	87	89	89	91	--	84
Ease of Understanding	88	91	90	93	--	87
Timeliness	87	90	89	91	--	85
Accuracy	85	85	88	87	--	79
Excessive Heat Warnings	89	92	91	94	--	88
Ease of Understanding	91	93	92	95	--	90
Timeliness	90	93	91	94	--	89
Accuracy	88	89	90	91	--	84
Extreme Cold Warnings	89	91	90	93	--	88
Ease of Understanding	90	93	92	95	--	91
Timeliness	89	92	91	94	--	89
Accuracy	87	87	89	89	--	82
High Surf Warnings	87	90	91	92	--	87
Ease of Understanding	89	92	91	93	--	89
Timeliness	88	91	91	93	--	89
Accuracy	86	86	89	89	--	82
Coastal Flood Warnings	--	89	--	90	--	85
Ease of Understanding	--	91	--	92	--	87
Timeliness	--	90	--	91	--	86
Accuracy	--	83	--	86	--	79
Climate Hazards	--	86	--	88	--	82
Ease of Understanding	--	88	--	89	--	84
Timeliness	--	88	--	90	--	83
Accuracy	--	81	--	84	--	78
Weather-Sensitive Decision Making	--	86	--	89	--	82
Rely on NWS in making weather-sensitive decisions	--	86	--	89	--	82
User Support Services	89	88	91	90	--	81
Accessibility	88	87	90	89	--	78
Responsiveness	87	85	89	87	--	75
Subject-Matter Knowledge	92	92	93	93	--	86
Professionalism	93	93	93	94	--	86
Assisting in interpretation of weather-related information	89	89	90	90	--	82
Saving your organization money	--	77	--	76	--	70
Resolving a complaint	84	75	87	74	--	65
Dissemination Services - Website	--	84	--	86	--	78
Ease of locating information	82	82	83	85	--	75
Ease of understanding info	87	85	88	86	--	79
Information is up-to-date	87	87	89	89	--	80
Satellite Imagery display	--	84	--	86	--	78
Doppler Radar display	--	84	--	86	--	77

National Weather Service - Overall
2013
Gender
Score Table

	Male		Female		Prefer not to answer	
	2012	2013	2012	2013	2012	2013
Sample Size	16,927	18,107	6,703	8,390	--	1,122
Dissemination Services - Automated	77	79	83	81	--	68
Ease locating data on servers	76	82	83	84	--	70
Ease of req add data to server	74	76	81	78	--	60
Ease of providing input	75	74	81	77	--	59
Ease of auto method	79	81	84	83	--	69
Usefulness of WEA Message	--	80	--	82	--	68
Usefulness of WEA message	--	80	--	82	--	68
Usefulness of NWS Presence	--	68	--	71	--	63
Usefulness of NWS presence on Facebook	--	75	--	81	--	69
Usefulness of NWS presence on Twitter	--	67	--	62	--	62
Usefulness of NWS presence on YouTube	--	46	--	43	--	45
Usefulness of NWS Graphical Summary	--	82	--	84	--	76
Usefulness of NWS graphical weather summaries on social media	--	82	--	84	--	76
Effectiveness of Safety Campaigns	--	75	--	79	--	68
Effectiveness of Turn Around Don't Drown	--	80	--	83	--	73
Effectiveness of When Thunder Roars, Go Indoors!	--	69	--	75	--	61
Effectiveness of RIP CURRENTS - Break the Grip of the Rip!	--	73	--	76	--	66
Customer Satisfaction Index	83	82	85	84	--	74
Overall Satisfaction	88	87	90	89	--	79
Meets expectations	79	75	81	78	--	68
Compared to ideal	81	79	84	83	--	71
Likelihood Take Action	90	90	92	93	--	84
Likelihood take action on info	90	90	92	93	--	84
Likelihood to Use in Future	95	96	96	97	--	92
Likelihood use NWS in future	95	96	96	97	--	92
Likelihood to Recommend	93	92	94	94	--	84
Likelihood to recommend	93	92	94	94	--	84
Anticipated Use Over Next Year						
Desktop-laptop computer	--	93	--	93	--	91
Mobile Device	--	59	--	59	--	54
Social Media	--	22	--	29	--	17
Direct Interaction w NWS Staff	--	12	--	8	--	10
NOAA Weather Radio All-Hazards	--	46	--	41	--	41
File transfer services	--	19	--	17	--	16
Level of Severity						
Marginal	--	24	--	21	--	19
Slight	--	18	--	14	--	14
Critical	--	91	--	94	--	91
Enhanced	--	49	--	49	--	46
Elevated	--	54	--	57	--	51
Moderate	--	47	--	46	--	44
High	--	80	--	81	--	79

National Weather Service - Overall
2013
Gender
Demographics

	Male				Female			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Region								
Central Region	35%	3,854	33%	6,030	33%	1,622	33%	2,741
Eastern Region	29%	3,145	23%	4,149	30%	1,466	23%	1,944
Southern Region	18%	1,998	22%	3,948	17%	832	19%	1,569
Western Region	17%	1,852	21%	3,799	19%	961	25%	2,052
Alaska Region	0%	40	0%	62	1%	29	0%	30
Pacific Region	0%	45	0%	53	0%	23	0%	29
Number of Respondents		10,934		18,041		4,933		8,365
Uses of NWS information~								
Agriculture	0%	0	17%	3,007	0%	0	16%	1,346
Aviation	0%	0	6%	1,158	0%	0	2%	169
Amateur Radio	0%	0	8%	1,437	0%	0	2%	154
Broadcast/Print Media	0%	0	3%	543	0%	0	2%	178
Commodities Markets	0%	0	1%	235	0%	0	0%	38
Consulting	0%	0	2%	286	0%	0	1%	83
Education	0%	0	7%	1,221	0%	0	7%	610
Health Services	0%	0	2%	422	0%	0	3%	241
Land Management Decisions	0%	0	9%	1,556	0%	0	6%	527
Marine	0%	0	4%	724	0%	0	1%	117
NWS Data Provider	0%	0	11%	2,008	0%	0	6%	513
Personal	0%	0	86%	15,538	0%	0	92%	7,688
Recreation	0%	0	59%	10,746	0%	0	57%	4,765
Research	0%	0	6%	1,120	0%	0	4%	354
Weather Enthusiast	0%	0	58%	10,413	0%	0	48%	4,063
Work-related decisions	0%	0	26%	4,660	0%	0	18%	1,488
Other	0%	0	8%	1,404	0%	0	9%	784
Number of Respondents		0		18,107		0		8,390
Type of Aviation								
Dispatcher	100%	20	4%	48	100%	1	3%	5
Comm Aircraft	0%	0	19%	220	0%	0	20%	33
Private Aircraft	0%	0	73%	849	0%	0	75%	126
Air Traffic Controller	0%	0	4%	41	0%	0	3%	5
Number of Respondents		20		1,158		1		169

~ Total percentage may exceed 100 due to multiple responses

National Weather Service - Overall
2013
Gender
Demographics

	Male				Female			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Information sources~								
NWS Web	93%	15,340	95%	17,128	91%	5,960	89%	7,507
Non-NWS Web	34%	5,535	33%	5,966	31%	2,025	29%	2,394
Mobile devices	39%	6,390	49%	8,915	34%	2,208	47%	3,954
Social Media	11%	1,731	13%	2,380	13%	831	17%	1,464
Email	16%	2,704	11%	2,047	15%	1,003	11%	958
Landline Telephone	0%	0	4%	803	0%	0	5%	441
Cell Phone	0%	0	19%	3,408	0%	0	20%	1,651
Local or cable TV	53%	8,697	55%	10,047	50%	3,270	53%	4,411
Commercial Radio	29%	4,817	24%	4,320	30%	1,931	25%	2,095
Satellite radio	5%	748	4%	658	3%	227	3%	227
Satellite TV	17%	2,823	14%	2,616	15%	955	13%	1,050
Newspaper	18%	2,991	16%	2,879	21%	1,394	18%	1,548
NOAA Weather Radio/All Hazards	44%	7,235	47%	8,447	34%	2,230	36%	2,999
NOAA Weather Wire	6%	932	4%	700	5%	307	3%	271
Family of Services (FOS)	5%	780	1%	266	2%	153	1%	85
Emerg Mgrs Weather Info Net	5%	765	5%	904	3%	195	3%	257
NOAAPort	5%	796	2%	446	4%	267	2%	146
World Area Forecast System	2%	302	1%	165	1%	66	0%	17
DUATS	3%	465	2%	402	1%	60	1%	52
Flight Services	5%	898	3%	599	2%	149	1%	79
U.S. Coast Guard Broadcasts	8%	1,254	2%	373	3%	209	1%	49
NAVTEX receiver	1%	133	0%	45	0%	19	0%	2
Immarsat-C SafetyNET	0%	53	0%	22	0%	13	0%	0
Radiofacsimile	1%	187	0%	34	0%	26	0%	1
Other	2%	286	5%	898	2%	121	6%	519
Number of Respondents		16,459		18,107		6,527		8,390
NOAANWS products used most often~								
Forecasts, outlooks, watches, warnings, alerts	0%	0	96%	17,438	0%	0	97%	8,157
Weather observations	0%	0	74%	13,476	0%	0	72%	6,058
Climate observations	0%	0	34%	6,146	0%	0	29%	2,463
Satellite data	0%	0	52%	9,341	0%	0	40%	3,395
Radar data	0%	0	84%	15,138	0%	0	73%	6,102
Computer weather model output	0%	0	40%	7,261	0%	0	30%	2,533
Weather outreach/educational materials	0%	0	8%	1,528	0%	0	9%	740
Other products	0%	0	5%	856	0%	0	4%	339
Number of Respondents		0		18,107		0		8,390

~ Total percentage may exceed 100 due to multiple responses

National Weather Service - Overall
2013
Gender
Demographics

	Male				Female			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Products familiar with~								
Tornado Warnings	0%	0	77%	14,026	0%	0	74%	6,213
Severe Thunderstorm Warnings	0%	0	94%	17,040	0%	0	94%	7,874
Severe Thunderstorm Watches	0%	0	92%	16,670	0%	0	92%	7,715
Flash Flood Warnings	0%	0	80%	14,563	0%	0	82%	6,870
Tsunami Warnings	0%	0	21%	3,768	0%	0	20%	1,696
Hurricane Warnings	0%	0	50%	9,138	0%	0	48%	4,054
Winter Storm Warnings	0%	0	90%	16,214	0%	0	90%	7,559
River Flood Warnings	0%	0	60%	10,936	0%	0	58%	4,849
Excessive Heat Warnings	0%	0	76%	13,679	0%	0	78%	6,561
Extreme Cold Warnings	0%	0	66%	11,944	0%	0	68%	5,747
High Surf Warnings	0%	0	25%	4,477	0%	0	25%	2,106
Coastal Flood Warnings	0%	0	31%	5,656	0%	0	33%	2,766
Climate Hazards	0%	0	46%	8,316	0%	0	43%	3,643
Don't know	0%	0	1%	146	0%	0	1%	63
Number of Respondents	0		18,107		0		8,390	
Likelihood of taking protective action if tornado warning issued								
Very Unlikely	0%	0	3%	465	0%	0	1%	122
Somewhat Unlikely	0%	0	3%	550	0%	0	2%	175
Somewhat Likely	0%	0	15%	2,661	0%	0	11%	950
Very Likely	0%	0	78%	14,184	0%	0	84%	7,038
Don't Know	0%	0	1%	247	0%	0	1%	105
Number of Respondents	0		18,107		0		8,390	
Reason for not taking action								
Do not believe I would be directly impacted by the tornado	0%	0	22%	228	0%	0	16%	49
Need to first see or hear tornado	0%	0	16%	160	0%	0	7%	22
Have never seen tornado damage in my area	0%	0	27%	279	0%	0	36%	106
Do not take tornado warnings seriously	0%	0	5%	49	0%	0	3%	8
Other	0%	0	29%	299	0%	0	38%	112
Number of Respondents	0		1,015		0		297	
Proximity of tornado before considering warning accurate								
1 mile or less	0%	0	5%	962	0%	0	5%	379
5 miles or less	0%	0	37%	6,679	0%	0	31%	2,580
10 miles or less	0%	0	37%	6,668	0%	0	37%	3,123
25 miles or less	0%	0	18%	3,290	0%	0	24%	2,001
Other	0%	0	3%	508	0%	0	4%	307
Number of Respondents	0		18,107		0		8,390	
Number of tornado warnings issued								
Too many tornado warnings	0%	0	7%	1,287	0%	0	4%	309
Too few tornado warnings	0%	0	3%	516	0%	0	4%	308
Just about right	0%	0	71%	12,818	0%	0	68%	5,743
Don't know	0%	0	19%	3,486	0%	0	24%	2,030
Number of Respondents	0		18,107		0		8,390	

~ Total percentage may exceed 100 due to multiple responses

National Weather Service - Overall
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	Male				Female			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Impact of tornado not occurring when warning issued								
Same actions as did previously	0%	0	82%	14,805	0%	0	82%	6,849
Less likely to take same action	0%	0	10%	1,811	0%	0	9%	758
Don't know	0%	0	8%	1,491	0%	0	9%	783
Number of Respondents	0		18,107		0		8,390	
Heard the term Weather-Ready Nation								
Heard Weather-Ready Nation	0%	0	20%	3,566	0%	0	13%	1,083
Have not heard Weather-Ready Nation	0%	0	80%	14,541	0%	0	87%	7,307
Number of Respondents	0		18,107		0		8,390	
Have a hazardous weather safety plan								
Have a plan	60%	10,098	73%	13,275	60%	3,989	75%	6,321
Do not have a plan	40%	6,829	24%	4,373	40%	2,714	21%	1,771
Don't know	0%	0	3%	459	0%	0	4%	298
Number of Respondents	16,927		18,107		6,703		8,390	
Reason plan created~								
Friends and family	42%	4,232	53%	7,102	42%	1,645	51%	3,215
General desire to be prepared	83%	8,358	92%	12,162	83%	3,272	92%	5,801
An extreme weather event	42%	4,235	52%	6,901	46%	1,840	54%	3,389
Be a Force of Nature campaign	1%	116	2%	206	1%	45	1%	67
Weather-Ready Nation initiative	5%	540	4%	568	4%	173	3%	185
Other	11%	1,061	13%	1,728	13%	503	16%	1,018
Number of Respondents	10,051		13,275		3,962		6,321	
Main reason you do not have a plan								
Takes too much time	2%	157	3%	144	3%	68	4%	67
Too expensive	1%	48	3%	126	1%	15	3%	57
Not sure what to include	34%	2,335	38%	1,640	42%	1,137	46%	809
Don't think it's necessary	49%	3,376	38%	1,659	35%	945	23%	402
Other	13%	913	18%	804	20%	549	25%	436
Number of Respondents	6,829		4,373		2,714		1,771	
Plan includes hazardous weather emergency preparedness kit								
Includes kit	49%	8,282	47%	8,575	45%	3,025	46%	3,827
Does not include kit	51%	8,645	50%	9,029	55%	3,678	51%	4,267
Don't know	0%	0	3%	503	0%	0	4%	296
Number of Respondents	16,927		18,107		6,703		8,390	

National Weather Service - Overall
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	Male				Female			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Reason kit created~								
Friends and family	33%	2,753	52%	4,423	32%	957	49%	1,880
General desire to be prepared	85%	7,035	93%	7,969	84%	2,512	92%	3,511
An extreme weather event	39%	3,185	53%	4,576	45%	1,355	56%	2,132
Be a Force of Nature campaign	1%	106	2%	138	2%	45	1%	46
Weather-Ready Nation initiative	7%	558	4%	380	6%	194	3%	114
Other	14%	1,157	13%	1,096	18%	536	18%	680
Number of Respondents		8,232		8,575		3,000		3,827
Main reason you do not have a kit								
Takes too much time	3%	267	3%	303	4%	129	3%	135
Too expensive	5%	471	6%	504	8%	285	8%	349
Not sure what to include	33%	2,882	37%	3,317	35%	1,300	40%	1,703
Don't think it's necessary	40%	3,419	36%	3,220	27%	985	22%	919
Other	19%	1,606	19%	1,685	27%	979	27%	1,161
Number of Respondents		8,645		9,029		3,678		4,267
NWS staff on-site at incident								
NWS staff on-site	0%	0	9%	566	0%	0	6%	143
No staff on-site	0%	0	61%	4,003	0%	0	54%	1,264
DK/NA	0%	0	30%	1,957	0%	0	40%	933
Number of Respondents		0		6,526		0		2,340
Require specific products and have automated methods								
Require specific products with automation	0%	0	9%	1,666	0%	0	5%	415
Do not require specific products with automation	0%	0	91%	16,441	0%	0	95%	7,975
Number of Respondents		0		18,107		0		8,390
Received WEA message on cell phone								
Received message	0%	0	26%	4,771	0%	0	23%	1,925
Did not receive message	0%	0	69%	12,573	0%	0	72%	6,060
Don't know	0%	0	4%	763	0%	0	5%	405
Number of Respondents		0		18,107		0		8,390
WEA message was first notification received								
First notification	0%	0	62%	2,953	0%	0	66%	1,273
Not first notification	0%	0	30%	1,417	0%	0	25%	481
Don't know	0%	0	8%	401	0%	0	9%	171
Number of Respondents		0		4,771		0		1,925
Understood WEA message								
Fully understood	0%	0	85%	4,069	0%	0	86%	1,648
Somewhat understood	0%	0	14%	668	0%	0	13%	257
Did not understand	0%	0	1%	34	0%	0	1%	20
Number of Respondents		0		4,771		0		1,925

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National Weather Service - Overall
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	Male				Female			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Beneficial enhancements to WEA message~								
More text containing details of warning	0%	0	42%	2,019	0%	0	35%	668
Accompanying graphic showing warning area	0%	0	62%	2,958	0%	0	58%	1,109
Accompanying graphic showing current location	0%	0	59%	2,793	0%	0	57%	1,102
Color representing urgency of warning	0%	0	38%	1,821	0%	0	38%	728
Color representing type of warning	0%	0	27%	1,282	0%	0	22%	417
Sound representing urgency of warning	0%	0	41%	1,949	0%	0	47%	910
Sound representing type of warning	0%	0	28%	1,319	0%	0	25%	477
Number of Respondents	0		4,771		0		1,925	
Facebook and Twitter during weather events~								
Do not use Facebook and Twitter for weather events	0%	0	73%	13,280	0%	0	62%	5,164
Read what others are posting or tweeting	0%	0	21%	3,814	0%	0	33%	2,731
Comment on what others are posting or tweeting	0%	0	14%	2,617	0%	0	23%	1,926
Write own posts or tweets	0%	0	16%	2,882	0%	0	22%	1,851
Number of Respondents	0		18,107		0		8,390	
Amount of social media content available								
Too little	0%	0	23%	1,104	0%	0	20%	632
Just about right	0%	0	49%	2,366	0%	0	43%	1,382
Too much	0%	0	1%	64	0%	0	1%	34
Don't know	0%	0	27%	1,293	0%	0	37%	1,178
Number of Respondents	0		4,827		0		3,226	
Promoted awareness campaigns~								
Heat Safety	0%	0	26%	1,726	0%	0	30%	692
Flood Safety	0%	0	26%	1,686	0%	0	27%	622
Lightning Safety	0%	0	33%	2,127	0%	0	30%	703
Severe Weather Safety	0%	0	44%	2,866	0%	0	45%	1,054
Rip Currents Safety	0%	0	6%	363	0%	0	5%	112
Hurricane Safety	0%	0	12%	773	0%	0	12%	277
Tsunami Safety	0%	0	3%	206	0%	0	4%	84
Winter Weather Safety	0%	0	36%	2,332	0%	0	40%	934
Wildfire Safety	0%	0	24%	1,546	0%	0	25%	591
None of the above	0%	0	38%	2,464	0%	0	36%	851
Number of Respondents	0		6,526		0		2,340	
Websites visited for weather safety~								
National Weather Service	0%	0	97%	17,568	0%	0	96%	8,053
FEMA	0%	0	15%	2,687	0%	0	15%	1,289
American Red Cross	0%	0	8%	1,424	0%	0	10%	852
Centers for Disease Control and Prevention	0%	0	4%	781	0%	0	7%	569
Commercial weather vendor	0%	0	58%	10,507	0%	0	60%	5,013
Other	0%	0	10%	1,740	0%	0	13%	1,132
Number of Respondents	0		18,107		0		8,390	

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National Weather Service - Overall
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	Male				Female			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Safe to drive through water when no Road Closed sign or police barricade								
True	0%	0	2%	344	0%	0	2%	164
False	0%	0	98%	17,763	0%	0	98%	8,226
Number of Respondents		0		18,107		0		8,390
Not safe to drive when water is too deep to see road surface								
True	0%	0	95%	17,275	0%	0	97%	8,132
False	0%	0	5%	832	0%	0	3%	258
Number of Respondents		0		18,107		0		8,390
Safe to drive through water slowly								
True	0%	0	4%	802	0%	0	4%	326
False	0%	0	96%	17,305	0%	0	96%	8,064
Number of Respondents		0		18,107		0		8,390
Safe to drive through water in a large and heavy vehicle								
True	0%	0	3%	629	0%	0	3%	264
False	0%	0	97%	17,478	0%	0	97%	8,126
Number of Respondents		0		18,107		0		8,390
Not safe to drive through swiftly moving water								
True	0%	0	97%	17,506	0%	0	97%	8,160
False	0%	0	3%	601	0%	0	3%	230
Number of Respondents		0		18,107		0		8,390
When to seek shelter from lightning								
Distant lightning	0%	0	18%	3,348	0%	0	20%	1,642
Distant thunder	0%	0	53%	9,608	0%	0	53%	4,432
Nearby lightning	0%	0	17%	3,046	0%	0	15%	1,274
Loud thunder	0%	0	10%	1,816	0%	0	11%	924
Starts to rain	0%	0	2%	289	0%	0	1%	118
Number of Respondents		0		18,107		0		8,390
Age								
Under 25 years	3%	505	3%	462	3%	152	2%	158
25 - 34 years	8%	1,211	9%	1,435	9%	534	10%	729
35 - 44 years	12%	1,789	12%	1,962	13%	748	13%	946
45 - 54 years	23%	3,323	22%	3,584	26%	1,547	23%	1,745
55 - 64 years	30%	4,430	30%	5,022	32%	1,939	33%	2,466
65 - 74 years	19%	2,734	20%	3,243	15%	871	16%	1,192
75 years and older	5%	689	5%	850	3%	181	3%	236
Number of Respondents		14,681		16,558		5,972		7,472

~ Total percentage may exceed 100 due to multiple responses

National Weather Service - Overall
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	Male				Female			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Race								
White, Caucasian	95%	15,670	88%	15,883	94%	6,132	88%	7,322
Black, African American	0%	66	0%	72	1%	54	1%	49
Hispanic, Latino, or Spanish	1%	168	1%	219	1%	67	1%	109
Pacific Islander	0%	33	0%	22	0%	14	0%	7
Asian	1%	95	1%	94	1%	49	1%	48
American Indian/Native Indian or Alaska Native	1%	108	1%	144	1%	56	1%	78
Other	2%	373	2%	407	2%	161	2%	200
Prefer not to answer	0%	0	7%	1,194	0%	0	7%	552
Number of Respondents		16,513		18,035		6,533		8,365
School completed								
12th grade or less (no diploma)	2%	400	2%	348	2%	106	1%	106
High school diploma or GED	8%	1,378	8%	1,430	6%	432	6%	533
Some college, no degree	21%	3,474	20%	3,627	18%	1,230	18%	1,496
Associate or technical degree	13%	2,226	13%	2,398	11%	749	12%	979
Bachelor's degree	29%	4,795	28%	5,109	29%	1,966	29%	2,388
Graduate degree/Professional degree	27%	4,547	26%	4,691	33%	2,191	32%	2,680
Prefer not to answer	0%	0	3%	455	0%	0	2%	185
Number of Respondents		16,820		18,058		6,674		8,367
Interested in other areas~								
National Fire Weather Program	0%	0	6%	1,120	0%	0	8%	684
National Hurricane Center Program	0%	0	9%	1,551	0%	0	7%	611
National Hydrologic Services Program	0%	0	6%	1,084	0%	0	5%	425
National Climate Services Program	0%	0	10%	1,841	0%	0	11%	884
Do not wish to continue	0%	0	79%	14,273	0%	0	79%	6,587
Number of Respondents		0		18,107		0		8,390

~ Total percentage may exceed 100 due to multiple responses

National Weather Service - Overall
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Region	Prefer not to answer			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Central Region	0%	0	32%	351
Eastern Region	0%	0	22%	246
Southern Region	0%	0	19%	212
Western Region	0%	0	26%	292
Alaska Region	0%	0	1%	6
Pacific Region	0%	0	0%	3
Number of Respondents	0		1,110	

Uses of NWS information~	2012		2013	
	Percent	Frequency	Percent	Frequency
Agriculture	0%	0	19%	212
Aviation	0%	0	6%	69
Amateur Radio	0%	0	6%	66
Broadcast/Print Media	0%	0	4%	50
Commodities Markets	0%	0	1%	15
Consulting	0%	0	2%	26
Education	0%	0	8%	88
Health Services	0%	0	3%	39
Land Management Decisions	0%	0	9%	106
Marine	0%	0	4%	48
NWS Data Provider	0%	0	7%	83
Personal	0%	0	88%	988
Recreation	0%	0	56%	630
Research	0%	0	7%	78
Weather Enthusiast	0%	0	46%	516
Work-related decisions	0%	0	22%	252
Other	0%	0	8%	85
Number of Respondents	0		1,122	

Type of Aviation	2012		2013	
	Percent	Frequency	Percent	Frequency
Dispatcher	0%	0	1%	1
Comm Aircraft	0%	0	23%	16
Private Aircraft	0%	0	71%	49
Air Traffic Controller	0%	0	4%	3
Number of Respondents	0		69	

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	Prefer not to answer			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Information sources~				
NWS Web	0%	0	92%	1,036
Non-NWS Web	0%	0	33%	375
Mobile devices	0%	0	42%	472
Social Media	0%	0	10%	110
Email	0%	0	9%	100
Landline Telephone	0%	0	4%	48
Cell Phone	0%	0	15%	168
Local or cable TV	0%	0	47%	531
Commercial Radio	0%	0	24%	266
Satellite radio	0%	0	3%	31
Satellite TV	0%	0	10%	109
Newspaper	0%	0	15%	166
NOAA Weather Radio/All Hazards	0%	0	38%	422
NOAA Weather Wire	0%	0	3%	32
Family of Services (FOS)	0%	0	2%	18
Emerg Mgrs Weather Info Net	0%	0	3%	33
NOAAPort	0%	0	2%	27
World Area Forecast System	0%	0	1%	16
DUATS	0%	0	2%	26
Flight Services	0%	0	3%	39
U.S. Coast Guard Broadcasts	0%	0	3%	29
NAVTEX receiver	0%	0	1%	8
Immarsat-C SafetyNET	0%	0	1%	7
Radiofacsimile	0%	0	0%	4
Other	0%	0	6%	71
Number of Respondents		0		1,122
NOAANWS products used most often~				
Forecasts, outlooks, watches, warnings, alerts	0%	0	95%	1,065
Weather observations	0%	0	73%	820
Climate observations	0%	0	36%	401
Satellite data	0%	0	49%	553
Radar data	0%	0	76%	856
Computer weather model output	0%	0	36%	401
Weather outreach/educational materials	0%	0	9%	96
Other products	0%	0	6%	63
Number of Respondents		0		1,122

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	Prefer not to answer			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Products familiar with~				
Tornado Warnings	0%	0	73%	818
Severe Thunderstorm Warnings	0%	0	92%	1,027
Severe Thunderstorm Watches	0%	0	91%	1,021
Flash Flood Warnings	0%	0	78%	872
Tsunami Warnings	0%	0	21%	241
Hurricane Warnings	0%	0	48%	542
Winter Storm Warnings	0%	0	87%	971
River Flood Warnings	0%	0	57%	634
Excessive Heat Warnings	0%	0	75%	842
Extreme Cold Warnings	0%	0	63%	706
High Surf Warnings	0%	0	26%	289
Coastal Flood Warnings	0%	0	34%	382
Climate Hazards	0%	0	44%	494
Don't know	0%	0	2%	23
Number of Respondents	0		1,122	
Likelihood of taking protective action if tornado warning issued				
Very Unlikely	0%	0	3%	37
Somewhat Unlikely	0%	0	3%	29
Somewhat Likely	0%	0	17%	189
Very Likely	0%	0	75%	839
Don't Know	0%	0	2%	28
Number of Respondents	0		1,122	
Reason for not taking action				
Do not believe I would be directly impacted by the tornado	0%	0	9%	6
Need to first see or hear tornado	0%	0	11%	7
Have never seen tornado damage in my area	0%	0	26%	17
Do not take tornado warnings seriously	0%	0	11%	7
Other	0%	0	44%	29
Number of Respondents	0		66	
Proximity of tornado before considering warning accurate				
1 mile or less	0%	0	7%	82
5 miles or less	0%	0	33%	366
10 miles or less	0%	0	34%	378
25 miles or less	0%	0	22%	246
Other	0%	0	4%	50
Number of Respondents	0		1,122	
Number of tornado warnings issued				
Too many tornado warnings	0%	0	8%	95
Too few tornado warnings	0%	0	4%	45
Just about right	0%	0	58%	654
Don't know	0%	0	29%	328
Number of Respondents	0		1,122	

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	Prefer not to answer			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Impact of tornado not occurring when warning issued				
Same actions as did previously	0%	0	71%	795
Less likely to take same action	0%	0	15%	170
Don't know	0%	0	14%	157
Number of Respondents	0		1,122	
Heard the term Weather-Ready Nation				
Heard Weather-Ready Nation	0%	0	16%	180
Have not heard Weather-Ready Nation	0%	0	84%	942
Number of Respondents	0		1,122	
Have a hazardous weather safety plan				
Have a plan	0%	0	73%	814
Do not have a plan	0%	0	22%	242
Don't know	0%	0	6%	66
Number of Respondents	0		1,122	
Reason plan created~				
Friends and family	0%	0	47%	383
General desire to be prepared	0%	0	92%	745
An extreme weather event	0%	0	50%	405
Be a Force of Nature campaign	0%	0	1%	5
Weather-Ready Nation initiative	0%	0	2%	20
Other	0%	0	15%	120
Number of Respondents	0		814	
Main reason you do not have a plan				
Takes too much time	0%	0	4%	9
Too expensive	0%	0	5%	13
Not sure what to include	0%	0	34%	83
Don't think it's necessary	0%	0	35%	84
Other	0%	0	22%	53
Number of Respondents	0		242	
Plan includes hazardous weather emergency preparedness kit				
Includes kit	0%	0	50%	560
Does not include kit	0%	0	44%	493
Don't know	0%	0	6%	69
Number of Respondents	0		1,122	

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	Prefer not to answer			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Reason kit created-				
Friends and family	0%	0	46%	260
General desire to be prepared	0%	0	90%	505
An extreme weather event	0%	0	53%	295
Be a Force of Nature campaign	0%	0	1%	3
Weather-Ready Nation initiative	0%	0	2%	11
Other	0%	0	15%	82
Number of Respondents	0		560	
Main reason you do not have a kit				
Takes too much time	0%	0	5%	23
Too expensive	0%	0	5%	26
Not sure what to include	0%	0	37%	180
Don't think it's necessary	0%	0	31%	151
Other	0%	0	23%	113
Number of Respondents	0		493	
NWS staff on-site at incident				
NWS staff on-site	0%	0	6%	23
No staff on-site	0%	0	54%	202
DK/NA	0%	0	40%	147
Number of Respondents	0		372	
Require specific products and have automated methods				
Require specific products with automation	0%	0	6%	72
Do not require specific products with automation	0%	0	94%	1,050
Number of Respondents	0		1,122	
Received WEA message on cell phone				
Received message	0%	0	20%	223
Did not receive message	0%	0	75%	838
Don't know	0%	0	5%	61
Number of Respondents	0		1,122	
WEA message was first notification received				
First notification	0%	0	61%	135
Not first notification	0%	0	28%	62
Don't know	0%	0	12%	26
Number of Respondents	0		223	
Understood WEA message				
Fully understood	0%	0	75%	167
Somewhat understood	0%	0	23%	51
Did not understand	0%	0	2%	5
Number of Respondents	0		223	

National Weather Service - Overall
2013
Gender
Demographics

	Prefer not to answer			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Beneficial enhancements to WEA message~				
More text containing details of warning	0%	0	39%	86
Accompanying graphic showing warning area	0%	0	54%	120
Accompanying graphic showing current location	0%	0	54%	121
Color representing urgency of warning	0%	0	34%	75
Color representing type of warning	0%	0	22%	48
Sound representing urgency of warning	0%	0	39%	87
Sound representing type of warning	0%	0	30%	66
Number of Respondents	0		223	
Facebook and Twitter during weather events~				
Do not use Facebook and Twitter for weather events	0%	0	79%	881
Read what others are posting or tweeting	0%	0	17%	196
Comment on what others are posting or tweeting	0%	0	11%	121
Write own posts or tweets	0%	0	12%	133
Number of Respondents	0		1,122	
Amount of social media content available				
Too little	0%	0	23%	55
Just about right	0%	0	38%	92
Too much	0%	0	3%	7
Don't know	0%	0	36%	87
Number of Respondents	0		241	
Promoted awareness campaigns~				
Heat Safety	0%	0	27%	99
Flood Safety	0%	0	26%	96
Lightning Safety	0%	0	26%	96
Severe Weather Safety	0%	0	34%	126
Rip Currents Safety	0%	0	5%	20
Hurricane Safety	0%	0	11%	40
Tsunami Safety	0%	0	5%	18
Winter Weather Safety	0%	0	29%	108
Wildfire Safety	0%	0	23%	85
None of the above	0%	0	46%	172
Number of Respondents	0		372	
Websites visited for weather safety~				
National Weather Service	0%	0	94%	1,054
FEMA	0%	0	12%	137
American Red Cross	0%	0	10%	108
Centers for Disease Control and Prevention	0%	0	7%	74
Commercial weather vendor	0%	0	55%	612
Other	0%	0	15%	167
Number of Respondents	0		1,122	

National Weather Service - Overall
2013
Gender
Demographics

	Prefer not to answer			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Safe to drive through water when no Road Closed sign or police barricade				
True	0%	0	3%	33
False	0%	0	97%	1,089
Number of Respondents	0		1,122	
Not safe to drive when water is too deep to see road surface				
True	0%	0	95%	1,062
False	0%	0	5%	60
Number of Respondents	0		1,122	
Safe to drive through water slowly				
True	0%	0	6%	69
False	0%	0	94%	1,053
Number of Respondents	0		1,122	
Safe to drive through water in a large and heavy vehicle				
True	0%	0	5%	55
False	0%	0	95%	1,067
Number of Respondents	0		1,122	
Not safe to drive through swiftly moving water				
True	0%	0	97%	1,085
False	0%	0	3%	37
Number of Respondents	0		1,122	
When to seek shelter from lightning				
Distant lightning	0%	0	17%	196
Distant thunder	0%	0	51%	575
Nearby lightning	0%	0	17%	193
Loud thunder	0%	0	12%	136
Starts to rain	0%	0	2%	22
Number of Respondents	0		1,122	
Age				
Under 25 years	0%	0	3%	5
25 - 34 years	0%	0	13%	24
35 - 44 years	0%	0	14%	26
45 - 54 years	0%	0	28%	52
55 - 64 years	0%	0	27%	49
65 - 74 years	0%	0	10%	18
75 years and older	0%	0	5%	10
Number of Respondents	0		184	

National Weather Service - Overall
2013
Gender
Demographics

	Prefer not to answer			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Race				
White, Caucasian	0%	0	16%	175
Black, African American	0%	0	0%	1
Hispanic, Latino, or Spanish	0%	0	0%	5
Pacific Islander	0%	0	0%	0
Asian	0%	0	0%	4
American Indian/Native Indian or Alaska Native	0%	0	0%	3
Other	0%	0	4%	45
Prefer not to answer	0%	0	79%	883
Number of Respondents	0		1,116	
School completed				
12th grade or less (no diploma)	0%	0	1%	11
High school diploma or GED	0%	0	1%	14
Some college, no degree	0%	0	5%	58
Associate or technical degree	0%	0	5%	53
Bachelor's degree	0%	0	16%	173
Graduate degree/Professional degree	0%	0	20%	223
Prefer not to answer	0%	0	52%	583
Number of Respondents	0		1,115	
Interested in other areas~				
National Fire Weather Program	0%	0	6%	65
National Hurricane Center Program	0%	0	5%	60
National Hydrologic Services Program	0%	0	4%	47
National Climate Services Program	0%	0	7%	84
Do not wish to continue	0%	0	84%	945
Number of Respondents	0		1,122	

National Weather Service - Overall
2013
School completed
Score Table

	12th grade or less (no diploma)		High school diploma or GED		Some college, no degree	
	2012	2013	2012	2013	2012	2013
Sample Size	512	466	1,829	1,987	4,768	5,201
Hazardous Services	87	88	88	90	87	89
Tornado Warnings	85	86	86	88	86	87
Severe Thunderstorm Warnings	86	88	87	90	87	89
Severe Thunderstorm Watch	--	89	--	90	--	90
Winter Storm Warnings	86	89	86	90	86	90
Hurricane Warnings	89	89	88	92	88	92
Flash Flood Warnings	87	86	88	90	86	89
River Flood Warnings	88	87	89	90	88	90
High Surf Warnings	87	88	88	91	89	91
Tsunami Warnings	86	85	85	88	85	88
Extreme Cold Warnings	90	89	90	92	90	92
Excessive Heat Warnings	92	93	91	94	90	93
Coastal Flood Warnings	--	86	--	90	--	90
Climate Hazards	--	86	--	88	--	87
Tornado Warnings	86	87	86	89	86	88
Ease of Understanding	91	94	90	95	90	94
Timeliness	84	86	86	88	85	87
Accuracy	81	76	82	80	81	78
Severe Thunderstorm Warnings	86	89	88	91	87	90
Ease of Understanding	91	95	91	95	90	95
Timeliness	85	89	87	91	86	90
Accuracy	83	80	84	83	83	82
Severe Thunderstorm Watch	--	90	--	91	--	90
Ease of Understanding	--	94	--	95	--	95
Timeliness	--	92	--	92	--	92
Accuracy	--	79	--	83	--	82
Flash Flood Warnings	87	87	88	90	87	90
Ease of Understanding	90	91	90	94	89	93
Timeliness	87	87	87	91	86	90
Accuracy	83	79	85	85	83	83
Tsunami Warnings	86	85	85	88	85	88
Ease of Understanding	88	89	87	92	87	91
Timeliness	87	83	84	88	86	89
Accuracy	83	84	81	80	80	79
Hurricane Warnings	89	90	88	92	88	92
Ease of Understanding	91	92	91	95	90	94
Timeliness	89	91	90	94	89	94
Accuracy	86	82	84	86	84	85

National Weather Service - Overall
2013
School completed
Score Table

	12th grade or less (no diploma)		High school diploma or GED		Some college, no degree	
	2012	2013	2012	2013	2012	2013
Sample Size	512	466	1,829	1,987	4,768	5,201
Winter Storm Warnings	87	89	86	91	86	90
Ease of Understanding	91	93	90	95	90	94
Timeliness	87	91	87	93	87	92
Accuracy	81	79	81	82	80	80
River Flood Warnings	88	88	89	90	88	90
Ease of Understanding	90	90	90	93	89	93
Timeliness	87	90	89	91	88	91
Accuracy	86	83	87	86	86	86
Excessive Heat Warnings	92	93	91	94	91	93
Ease of Understanding	93	94	92	95	92	95
Timeliness	92	93	91	95	90	94
Accuracy	91	91	90	92	89	90
Extreme Cold Warnings	91	89	90	93	90	92
Ease of Understanding	92	92	92	94	91	94
Timeliness	90	90	90	94	90	93
Accuracy	89	85	89	89	88	88
High Surf Warnings	87	88	88	92	89	91
Ease of Understanding	88	89	90	93	89	93
Timeliness	88	89	88	92	89	92
Accuracy	87	86	87	88	88	88
Coastal Flood Warnings	--	86	--	90	--	90
Ease of Understanding	--	87	--	92	--	93
Timeliness	--	88	--	91	--	91
Accuracy	--	83	--	86	--	86
Climate Hazards	--	87	--	88	--	88
Ease of Understanding	--	89	--	91	--	90
Timeliness	--	89	--	90	--	89
Accuracy	--	82	--	84	--	83
Weather-Sensitive Decision Making	--	85	--	87	--	87
Rely on NWS in making weather-sensitive decisions	--	85	--	87	--	87
User Support Services	91	87	90	88	91	90
Accessibility	90	85	90	87	90	88
Responsiveness	90	84	89	85	89	87
Subject-Matter Knowledge	93	90	91	90	93	93
Professionalism	94	92	92	91	94	94
Assisting in interpretation of weather-related information	91	86	89	89	91	90
Saving your organization money	--	79	--	75	--	79
Resolving a complaint	87	76	86	75	88	78

National Weather Service - Overall
2013
School completed
Score Table

	12th grade or less (no diploma)		High school diploma or GED		Some college, no degree	
	2012	2013	2012	2013	2012	2013
Sample Size	512	466	1,829	1,987	4,768	5,201
Dissemination Services - Website	--	84	--	87	--	86
Ease of locating information	85	84	86	87	84	85
Ease of understanding info	89	86	89	88	88	87
Information is up-to-date	88	86	88	88	88	88
Satellite Imagery display	--	83	--	87	--	86
Doppler Radar display	--	82	--	87	--	86
Dissemination Services - Automated	84	88	84	86	79	81
Ease locating data on servers	84	90	84	89	80	84
Ease of req add data to server	83	86	84	83	76	78
Ease of providing input	84	87	83	83	77	77
Ease of auto method	85	88	86	87	81	81
Usefulness of WEA Message	--	79	--	83	--	83
Usefulness of WEA message	--	79	--	83	--	83
Usefulness of NWS Presence	--	69	--	73	--	72
Usefulness of NWS presence on Facebook	--	78	--	84	--	81
Usefulness of NWS presence on Twitter	--	65	--	60	--	66
Usefulness of NWS presence on YouTube	--	51	--	50	--	47
Usefulness of NWS Graphical Summary	--	85	--	86	--	85
Usefulness of NWS graphical weather summaries on social media	--	85	--	86	--	85
Effectiveness of Safety Campaigns	--	81	--	81	--	78
Effectiveness of Turn Around Don't Drown	--	86	--	86	--	82
Effectiveness of When Thunder Roars, Go Indoors!	--	79	--	78	--	73
Effectiveness of RIP CURRENTS - Break the Grip of the Rip!	--	77	--	78	--	76
Customer Satisfaction Index	86	83	86	86	85	84
Overall Satisfaction	90	89	90	90	89	89
Meets expectations	82	77	82	80	81	78
Compared to ideal	84	82	84	85	83	82

National Weather Service - Overall
2013
School completed
Score Table

	12th grade or less (no diploma)		High school diploma or GED		Some college, no degree	
	2012	2013	2012	2013	2012	2013
Sample Size	512	466	1,829	1,987	4,768	5,201
Likelihood Take Action	92	91	91	92	91	92
Likelihood take action on info	92	91	91	92	91	92
Likelihood to Use in Future	96	96	95	97	96	97
Likelihood use NWS in future	96	96	95	97	96	97
Likelihood to Recommend	93	91	93	93	94	93
Likelihood to recommend	93	91	93	93	94	93
Anticipated Use Over Next Year	--	89	--	91	--	93
Desktop-laptop computer	--	89	--	91	--	93
Mobile Device	--	55	--	56	--	58
Social Media	--	36	--	32	--	27
Direct Interaction w NWS Staff	--	16	--	14	--	13
NOAA Weather Radio All-Hazards	--	53	--	55	--	48
File transfer services	--	21	--	22	--	20
Level of Severity	--	31	--	31	--	25
Marginal	--	31	--	31	--	25
Slight	--	25	--	23	--	18
Critical	--	88	--	90	--	91
Enhanced	--	55	--	53	--	50
Elevated	--	57	--	58	--	55
Moderate	--	51	--	51	--	48
High	--	80	--	82	--	81

National Weather Service - Overall
2013
School completed
Score Table

	Associate or technical degree		Bachelor's degree	
	2012	2013	2012	2013
Sample Size	3,016	3,442	6,860	7,721
Hazardous Services	87	89	86	88
Tornado Warnings	85	87	85	86
Severe Thunderstorm Warnings	86	89	86	88
Severe Thunderstorm Watch	--	89	--	88
Winter Storm Warnings	85	89	84	88
Hurricane Warnings	88	92	88	90
Flash Flood Warnings	86	88	85	87
River Flood Warnings	88	90	87	88
High Surf Warnings	89	91	89	90
Tsunami Warnings	84	86	85	86
Extreme Cold Warnings	89	92	89	91
Excessive Heat Warnings	90	93	89	92
Coastal Flood Warnings	--	90	--	88
Climate Hazards	--	87	--	85
Tornado Warnings	85	88	85	87
Ease of Understanding	89	94	88	93
Timeliness	85	87	85	86
Accuracy	81	79	80	77
Severe Thunderstorm Warnings	86	90	86	88
Ease of Understanding	90	94	89	93
Timeliness	86	89	86	89
Accuracy	83	82	82	80
Severe Thunderstorm Watch	--	90	--	89
Ease of Understanding	--	94	--	93
Timeliness	--	91	--	90
Accuracy	--	81	--	80
Flash Flood Warnings	86	89	85	87
Ease of Understanding	89	93	88	91
Timeliness	86	89	86	88
Accuracy	83	82	82	81
Tsunami Warnings	84	87	85	86
Ease of Understanding	87	91	88	91
Timeliness	84	86	86	86
Accuracy	80	77	78	76
Hurricane Warnings	88	92	88	91
Ease of Understanding	90	94	90	93
Timeliness	90	94	90	93
Accuracy	84	86	83	83

National Weather Service - Overall
2013
School completed
Score Table

	Associate or technical degree		Bachelor's degree	
	2012	2013	2012	2013
Sample Size	3,016	3,442	6,860	7,721
Winter Storm Warnings	86	90	85	88
Ease of Understanding	89	94	88	92
Timeliness	86	92	86	91
Accuracy	79	80	78	77
River Flood Warnings	88	90	87	88
Ease of Understanding	89	93	88	91
Timeliness	88	91	87	89
Accuracy	86	86	85	84
Excessive Heat Warnings	90	93	90	92
Ease of Understanding	91	94	90	93
Timeliness	90	93	90	93
Accuracy	89	90	88	89
Extreme Cold Warnings	89	92	89	91
Ease of Understanding	91	94	90	93
Timeliness	89	93	89	92
Accuracy	87	88	87	87
High Surf Warnings	89	91	89	90
Ease of Understanding	90	93	90	91
Timeliness	89	92	89	91
Accuracy	87	88	87	87
Coastal Flood Warnings	--	91	--	89
Ease of Understanding	--	93	--	91
Timeliness	--	92	--	90
Accuracy	--	87	--	84
Climate Hazards	--	88	--	85
Ease of Understanding	--	90	--	87
Timeliness	--	90	--	87
Accuracy	--	83	--	81
Weather-Sensitive Decision Making	--	86	--	87
Rely on NWS in making weather-sensitive decisions	--	86	--	87
User Support Services	89	89	90	89
Accessibility	88	88	88	87
Responsiveness	87	86	87	86
Subject-Matter Knowledge	91	92	92	93
Professionalism	93	93	93	93
Assisting in interpretation of weather-related information	89	89	90	89
Saving your organization money	--	77	--	77
Resolving a complaint	82	76	85	74

National Weather Service - Overall
2013
School completed
Score Table

	Associate or technical degree		Bachelor's degree	
	2012	2013	2012	2013
Sample Size	3,016	3,442	6,860	7,721
Dissemination Services - Website	--	86	--	84
Ease of locating information	84	85	81	81
Ease of understanding info	89	86	86	84
Information is up-to-date	88	87	88	87
Satellite Imagery display	--	86	--	82
Doppler Radar display	--	86	--	83
Dissemination Services - Automated	77	80	76	76
Ease locating data on servers	76	83	74	79
Ease of req add data to server	75	78	72	73
Ease of providing input	77	74	74	70
Ease of auto method	80	83	77	78
Usefulness of WEA Message	--	83	--	79
Usefulness of WEA message	--	83	--	79
Usefulness of NWS Presence	--	73	--	68
Usefulness of NWS presence on Facebook	--	81	--	75
Usefulness of NWS presence on Twitter	--	67	--	68
Usefulness of NWS presence on YouTube	--	49	--	43
Usefulness of NWS Graphical Summary	--	84	--	81
Usefulness of NWS graphical weather summaries on social media	--	84	--	81
Effectiveness of Safety Campaigns	--	78	--	74
Effectiveness of Turn Around Don't Drown	--	82	--	79
Effectiveness of When Thunder Roars, Go Indoors!	--	74	--	68
Effectiveness of RIP CURRENTS - Break the Grip of the Rip!	--	76	--	73
Customer Satisfaction Index	85	83	83	81
Overall Satisfaction	89	88	88	87
Meets expectations	81	77	79	75
Compared to ideal	83	81	81	79

National Weather Service - Overall
2013
School completed
Score Table

	Associate or technical degree		Bachelor's degree	
	2012	2013	2012	2013
Sample Size	3,016	3,442	6,860	7,721
Likelihood Take Action	91	91	90	90
Likelihood take action on info	91	91	90	90
Likelihood to Use in Future	95	96	96	97
Likelihood use NWS in future	95	96	96	97
Likelihood to Recommend	93	93	93	92
Likelihood to recommend	93	93	93	92
Anticipated Use Over Next Year	--	93	--	93
Desktop-laptop computer	--	93	--	93
Mobile Device	--	60	--	61
Social Media	--	28	--	23
Direct Interaction w NWS Staff	--	13	--	11
NOAA Weather Radio All-Hazards	--	53	--	41
File transfer services	--	21	--	17
Level of Severity	--	26	--	21
Marginal	--	26	--	21
Slight	--	17	--	15
Critical	--	92	--	93
Enhanced	--	49	--	48
Elevated	--	55	--	54
Moderate	--	48	--	45
High	--	80	--	80

National Weather Service - Overall
2013
School completed
Score Table

	Graduate degree/Professional degree		Prefer not to answer	
	2012	2013	2012	2013
Sample Size	6,874	7,671	--	1,237
Hazardous Services	86	87	--	84
Tornado Warnings	85	86	--	83
Severe Thunderstorm Warnings	86	88	--	85
Severe Thunderstorm Watch	--	88	--	85
Winter Storm Warnings	85	88	--	85
Hurricane Warnings	88	90	--	86
Flash Flood Warnings	85	87	--	83
River Flood Warnings	87	89	--	85
High Surf Warnings	88	90	--	86
Tsunami Warnings	84	86	--	82
Extreme Cold Warnings	89	91	--	89
Excessive Heat Warnings	89	92	--	89
Coastal Flood Warnings	--	88	--	84
Climate Hazards	--	85	--	83
Tornado Warnings	85	86	--	84
Ease of Understanding	88	92	--	91
Timeliness	85	85	--	82
Accuracy	80	77	--	74
Severe Thunderstorm Warnings	86	88	--	85
Ease of Understanding	89	93	--	91
Timeliness	86	89	--	85
Accuracy	82	80	--	76
Severe Thunderstorm Watch	--	89	--	86
Ease of Understanding	--	92	--	90
Timeliness	--	90	--	87
Accuracy	--	80	--	75
Flash Flood Warnings	85	87	--	84
Ease of Understanding	87	91	--	89
Timeliness	85	88	--	84
Accuracy	81	80	--	77
Tsunami Warnings	84	87	--	83
Ease of Understanding	87	91	--	87
Timeliness	85	86	--	80
Accuracy	78	76	--	72
Hurricane Warnings	88	91	--	87
Ease of Understanding	90	93	--	90
Timeliness	90	93	--	88
Accuracy	83	83	--	80

National Weather Service - Overall
2013
School completed
Score Table

	Graduate degree/Professional degree		Prefer not to answer	
	2012	2013	2012	2013
Sample Size	6,874	7,671	--	1,237
Winter Storm Warnings	85	89	--	86
Ease of Understanding	88	92	--	90
Timeliness	86	91	--	88
Accuracy	78	78	--	75
River Flood Warnings	87	89	--	86
Ease of Understanding	88	91	--	89
Timeliness	87	90	--	86
Accuracy	85	85	--	81
Excessive Heat Warnings	89	92	--	89
Ease of Understanding	90	93	--	92
Timeliness	90	93	--	90
Accuracy	88	89	--	86
Extreme Cold Warnings	89	91	--	89
Ease of Understanding	90	93	--	91
Timeliness	89	93	--	90
Accuracy	87	87	--	84
High Surf Warnings	88	90	--	87
Ease of Understanding	89	92	--	89
Timeliness	88	91	--	89
Accuracy	85	87	--	82
Coastal Flood Warnings	--	88	--	85
Ease of Understanding	--	90	--	87
Timeliness	--	89	--	86
Accuracy	--	83	--	79
Climate Hazards	--	85	--	83
Ease of Understanding	--	87	--	86
Timeliness	--	88	--	85
Accuracy	--	81	--	78
Weather-Sensitive Decision Making	--	88	--	81
Rely on NWS in making weather-sensitive decisions	--	88	--	81
User Support Services	88	89	--	82
Accessibility	87	86	--	81
Responsiveness	85	85	--	78
Subject-Matter Knowledge	90	92	--	86
Professionalism	92	93	--	86
Assisting in interpretation of weather-related information	88	88	--	82
Saving your organization money	--	75	--	73
Resolving a complaint	82	72	--	71

National Weather Service - Overall
2013
School completed
Score Table

	Graduate degree/Professional degree		Prefer not to answer	
	2012	2013	2012	2013
Sample Size	6,874	7,671	--	1,237
Dissemination Services - Website	--	84	--	80
Ease of locating information	81	81	--	78
Ease of understanding info	86	84	--	81
Information is up-to-date	87	88	--	81
Satellite Imagery display	--	83	--	80
Doppler Radar display	--	83	--	80
Dissemination Services - Automated	73	75	--	74
Ease locating data on servers	73	78	--	76
Ease of req add data to server	69	72	--	69
Ease of providing input	69	67	--	68
Ease of auto method	76	78	--	74
Usefulness of WEA Message	--	78	--	76
Usefulness of WEA message	--	78	--	76
Usefulness of NWS Presence	--	64	--	66
Usefulness of NWS presence on Facebook	--	70	--	73
Usefulness of NWS presence on Twitter	--	63	--	63
Usefulness of NWS presence on YouTube	--	40	--	47
Usefulness of NWS Graphical Summary	--	80	--	82
Usefulness of NWS graphical weather summaries on social media	--	80	--	82
Effectiveness of Safety Campaigns	--	73	--	70
Effectiveness of Turn Around Don't Drown	--	78	--	75
Effectiveness of When Thunder Roars, Go Indoors!	--	66	--	66
Effectiveness of RIP CURRENTS - Break the Grip of the Rip!	--	72	--	68
Customer Satisfaction Index	83	81	--	76
Overall Satisfaction	88	87	--	82
Meets expectations	78	75	--	71
Compared to ideal	81	79	--	73

National Weather Service - Overall
2013
School completed
Score Table

	Graduate degree/Professional degree		Prefer not to answer	
	2012	2013	2012	2013
Sample Size	6,874	7,671	--	1,237
Likelihood Take Action	90	91	--	86
Likelihood take action on info	90	91	--	86
Likelihood to Use in Future	96	97	--	93
Likelihood use NWS in future	96	97	--	93
Likelihood to Recommend	93	92	--	86
Likelihood to recommend	93	92	--	86
Anticipated Use Over Next Year	--	94	--	91
Desktop-laptop computer	--	94	--	91
Mobile Device	--	59	--	55
Social Media	--	18	--	23
Direct Interaction w NWS Staff	--	8	--	12
NOAA Weather Radio All-Hazards	--	38	--	46
File transfer services	--	15	--	19
Level of Severity	--	19	--	25
Marginal	--	19	--	25
Slight	--	14	--	18
Critical	--	93	--	89
Enhanced	--	49	--	48
Elevated	--	55	--	53
Moderate	--	45	--	46
High	--	80	--	79

National Weather Service - Overall
2013
School completed
Demographics

	12th grade or less (no diploma)				High school diploma or GED			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Region								
Central Region	36%	122	35%	161	42%	510	39%	769
Eastern Region	36%	123	27%	123	30%	365	24%	478
Southern Region	19%	66	23%	107	18%	224	21%	420
Western Region	8%	26	14%	64	10%	116	15%	303
Alaska Region	1%	3	0%	2	0%	3	0%	9
Pacific Region	0%	0	0%	1	0%	3	0%	3
Number of Respondents		340		458		1,221		1,982
Uses of NWS information~								
Agriculture	0%	0	14%	66	0%	0	17%	330
Aviation	0%	0	2%	11	0%	0	3%	64
Amateur Radio	0%	0	6%	29	0%	0	7%	132
Broadcast/Print Media	0%	0	6%	26	0%	0	3%	63
Commodities Markets	0%	0	2%	8	0%	0	1%	27
Consulting	0%	0	2%	9	0%	0	1%	20
Education	0%	0	8%	38	0%	0	4%	84
Health Services	0%	0	3%	14	0%	0	3%	52
Land Management Decisions	0%	0	6%	28	0%	0	7%	131
Marine	0%	0	3%	14	0%	0	3%	57
NWS Data Provider	0%	0	17%	81	0%	0	13%	250
Personal	0%	0	80%	373	0%	0	84%	1,673
Recreation	0%	0	44%	205	0%	0	47%	927
Research	0%	0	12%	58	0%	0	4%	87
Weather Enthusiast	0%	0	62%	290	0%	0	55%	1,086
Work-related decisions	0%	0	15%	68	0%	0	20%	406
Other	0%	0	8%	39	0%	0	8%	151
Number of Respondents		0		466		0		1,987
Type of Aviation								
Dispatcher	0%	0	9%	1	100%	1	9%	6
Comm Aircraft	0%	0	27%	3	0%	0	20%	13
Private Aircraft	0%	0	55%	6	0%	0	69%	44
Air Traffic Controller	0%	0	9%	1	0%	0	2%	1
Number of Respondents		0		11		1		64

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National Weather Service - Overall
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Demographics

	12th grade or less (no diploma)				High school diploma or GED			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Information sources~								
NWS Web	86%	427	87%	407	88%	1,569	88%	1,757
Non-NWS Web	25%	123	22%	102	23%	408	22%	432
Mobile devices	39%	191	45%	210	31%	546	41%	821
Social Media	23%	115	21%	98	13%	239	15%	307
Email	16%	79	11%	51	16%	282	10%	208
Landline Telephone	0%	0	6%	27	0%	0	6%	118
Cell Phone	0%	0	23%	108	0%	0	22%	434
Local or cable TV	58%	288	57%	264	56%	993	60%	1,197
Commercial Radio	27%	135	21%	96	24%	434	21%	423
Satellite radio	8%	40	5%	25	4%	79	2%	48
Satellite TV	21%	102	17%	81	22%	385	20%	395
Newspaper	17%	84	14%	67	14%	246	13%	258
NOAA Weather Radio/All Hazards	54%	268	49%	227	49%	879	50%	984
NOAA Weather Wire	7%	34	4%	19	6%	104	4%	84
Family of Services (FOS)	4%	18	1%	6	4%	77	1%	20
Emerg Mgrs Weather Info Net	4%	20	5%	24	4%	77	4%	87
NOAAPort	3%	14	3%	14	4%	69	3%	50
World Area Forecast System	6%	31	1%	3	3%	49	1%	11
DUATS	2%	11	1%	3	2%	34	1%	14
Flight Services	5%	24	1%	5	4%	64	1%	28
U.S. Coast Guard Broadcasts	11%	52	1%	6	7%	130	1%	28
NAVTEX receiver	2%	8	0%	2	1%	15	0%	2
Immarsat-C SafetyNET	0%	2	0%	1	1%	10	0%	0
Radiofacsimile	2%	10	0%	0	1%	22	0%	3
Other	2%	12	3%	12	2%	34	3%	68
Number of Respondents		495		466		1,784		1,987
NOAANWS products used most often~								
Forecasts, outlooks, watches, warnings, alerts	0%	0	93%	434	0%	0	95%	1,891
Weather observations	0%	0	69%	320	0%	0	70%	1,383
Climate observations	0%	0	27%	127	0%	0	26%	525
Satellite data	0%	0	45%	208	0%	0	45%	900
Radar data	0%	0	78%	365	0%	0	81%	1,600
Computer weather model output	0%	0	46%	214	0%	0	36%	711
Weather outreach/educational materials	0%	0	15%	69	0%	0	9%	169
Other products	0%	0	3%	16	0%	0	3%	54
Number of Respondents		0		466		0		1,987

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National Weather Service - Overall
2013
School completed
Demographics

	12th grade or less (no diploma)				High school diploma or GED			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Products familiar with~								
Tornado Warnings	0%	0	82%	384	0%	0	82%	1,626
Severe Thunderstorm Warnings	0%	0	95%	441	0%	0	96%	1,901
Severe Thunderstorm Watches	0%	0	94%	436	0%	0	94%	1,875
Flash Flood Warnings	0%	0	80%	372	0%	0	82%	1,631
Tsunami Warnings	0%	0	23%	106	0%	0	16%	308
Hurricane Warnings	0%	0	48%	224	0%	0	41%	816
Winter Storm Warnings	0%	0	87%	406	0%	0	91%	1,810
River Flood Warnings	0%	0	59%	275	0%	0	59%	1,166
Excessive Heat Warnings	0%	0	80%	372	0%	0	77%	1,531
Extreme Cold Warnings	0%	0	63%	295	0%	0	68%	1,355
High Surf Warnings	0%	0	27%	124	0%	0	18%	360
Coastal Flood Warnings	0%	0	33%	154	0%	0	24%	480
Climate Hazards	0%	0	49%	228	0%	0	43%	863
Don't know	0%	0	1%	3	0%	0	0%	7
Number of Respondents	0		466		0		1,987	
Likelihood of taking protective action if tornado warning issued								
Very Unlikely	0%	0	4%	20	0%	0	3%	63
Somewhat Unlikely	0%	0	1%	6	0%	0	3%	52
Somewhat Likely	0%	0	14%	64	0%	0	12%	245
Very Likely	0%	0	79%	369	0%	0	80%	1,595
Don't Know	0%	0	2%	7	0%	0	2%	32
Number of Respondents	0		466		0		1,987	
Reason for not taking action								
Do not believe I would be directly impacted by the tornado	0%	0	31%	8	0%	0	21%	24
Need to first see or hear tornado	0%	0	23%	6	0%	0	26%	30
Have never seen tornado damage in my area	0%	0	23%	6	0%	0	29%	33
Do not take tornado warnings seriously	0%	0	4%	1	0%	0	3%	4
Other	0%	0	19%	5	0%	0	21%	24
Number of Respondents	0		26		0		115	
Proximity of tornado before considering warning accurate								
1 mile or less	0%	0	8%	37	0%	0	7%	135
5 miles or less	0%	0	28%	129	0%	0	36%	708
10 miles or less	0%	0	35%	162	0%	0	32%	634
25 miles or less	0%	0	22%	104	0%	0	23%	454
Other	0%	0	7%	34	0%	0	3%	56
Number of Respondents	0		466		0		1,987	
Number of tornado warnings issued								
Too many tornado warnings	0%	0	8%	39	0%	0	5%	103
Too few tornado warnings	0%	0	9%	44	0%	0	5%	98
Just about right	0%	0	64%	296	0%	0	72%	1,424
Don't know	0%	0	19%	87	0%	0	18%	362
Number of Respondents	0		466		0		1,987	

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National Weather Service - Overall
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School completed
Demographics

	12th grade or less (no diploma)				High school diploma or GED			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Impact of tornado not occurring when warning issued								
Same actions as did previously	0%	0	82%	381	0%	0	86%	1,700
Less likely to take same action	0%	0	12%	54	0%	0	8%	168
Don't know	0%	0	7%	31	0%	0	6%	119
Number of Respondents	0		466		0		1,987	
Heard the term Weather-Ready Nation								
Heard Weather-Ready Nation	0%	0	38%	177	0%	0	23%	454
Have not heard Weather-Ready Nation	0%	0	62%	289	0%	0	77%	1,533
Number of Respondents	0		466		0		1,987	
Have a hazardous weather safety plan								
Have a plan	65%	335	67%	313	63%	1,161	74%	1,472
Do not have a plan	35%	177	25%	118	37%	668	22%	442
Don't know	0%	0	8%	35	0%	0	4%	73
Number of Respondents	512		466		1,829		1,987	
Reason plan created~								
Friends and family	51%	170	64%	201	51%	586	65%	958
General desire to be prepared	77%	257	88%	277	80%	924	90%	1,331
An extreme weather event	52%	173	59%	184	52%	595	58%	856
Be a Force of Nature campaign	4%	14	4%	13	2%	26	3%	41
Weather-Ready Nation initiative	12%	40	11%	33	8%	88	7%	109
Other	11%	37	12%	39	7%	82	8%	124
Number of Respondents	334		313		1,152		1,472	
Main reason you do not have a plan								
Takes too much time	4%	7	3%	3	2%	13	2%	8
Too expensive	3%	6	8%	10	2%	13	5%	21
Not sure what to include	33%	59	42%	50	37%	247	41%	182
Don't think it's necessary	41%	73	31%	36	45%	299	36%	159
Other	18%	32	16%	19	14%	96	16%	72
Number of Respondents	177		118		668		442	
Plan includes hazardous weather emergency preparedness kit								
Includes kit	40%	205	36%	166	41%	754	43%	855
Does not include kit	60%	307	56%	260	59%	1,075	53%	1,062
Don't know	0%	0	9%	40	0%	0	4%	70
Number of Respondents	512		466		1,829		1,987	

National Weather Service - Overall
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	12th grade or less (no diploma)				High school diploma or GED			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Reason kit created~								
Friends and family	40%	82	64%	106	40%	300	64%	551
General desire to be prepared	73%	150	86%	142	84%	632	91%	781
An extreme weather event	50%	102	61%	101	48%	360	60%	517
Be a Force of Nature campaign	8%	17	4%	6	3%	23	4%	38
Weather-Ready Nation initiative	17%	35	10%	17	10%	75	9%	73
Other	13%	27	14%	23	10%	72	8%	72
Number of Respondents		205		166		748		855
Main reason you do not have a kit								
Takes too much time	4%	13	4%	10	1%	16	2%	19
Too expensive	11%	35	12%	30	11%	113	11%	113
Not sure what to include	32%	98	41%	107	39%	417	42%	448
Don't think it's necessary	28%	86	27%	71	35%	373	30%	318
Other	24%	75	16%	42	15%	156	15%	164
Number of Respondents		307		260		1,075		1,062
NWS staff on-site at incident								
NWS staff on-site	0%	0	6%	7	0%	0	5%	27
No staff on-site	0%	0	58%	68	0%	0	58%	325
DK/NA	0%	0	36%	42	0%	0	37%	209
Number of Respondents		0		117		0		561
Require specific products and have automated methods								
Require specific products with automation	0%	0	16%	73	0%	0	12%	240
Do not require specific products with automation	0%	0	84%	393	0%	0	88%	1,747
Number of Respondents		0		466		0		1,987
Received WEA message on cell phone								
Received message	0%	0	23%	107	0%	0	24%	486
Did not receive message	0%	0	71%	333	0%	0	72%	1,429
Don't know	0%	0	6%	26	0%	0	4%	72
Number of Respondents		0		466		0		1,987
WEA message was first notification received								
First notification	0%	0	70%	75	0%	0	62%	303
Not first notification	0%	0	24%	26	0%	0	32%	156
Don't know	0%	0	6%	6	0%	0	6%	27
Number of Respondents		0		107		0		486
Understood WEA message								
Fully understood	0%	0	87%	93	0%	0	88%	426
Somewhat understood	0%	0	11%	12	0%	0	11%	53
Did not understand	0%	0	2%	2	0%	0	1%	7
Number of Respondents		0		107		0		486

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National Weather Service - Overall
2013
School completed
Demographics

	12th grade or less (no diploma)				High school diploma or GED			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Beneficial enhancements to WEA message~								
More text containing details of warning	0%	0	60%	64	0%	0	44%	213
Accompanying graphic showing warning area	0%	0	70%	75	0%	0	61%	296
Accompanying graphic showing current location	0%	0	61%	65	0%	0	61%	298
Color representing urgency of warning	0%	0	47%	50	0%	0	39%	190
Color representing type of warning	0%	0	43%	46	0%	0	34%	167
Sound representing urgency of warning	0%	0	54%	58	0%	0	48%	235
Sound representing type of warning	0%	0	47%	50	0%	0	40%	196
Number of Respondents	0		107		0		486	
Facebook and Twitter during weather events~								
Do not use Facebook and Twitter for weather events	0%	0	57%	266	0%	0	65%	1,293
Read what others are posting or tweeting	0%	0	32%	151	0%	0	26%	520
Comment on what others are posting or tweeting	0%	0	21%	97	0%	0	21%	415
Write own posts or tweets	0%	0	26%	120	0%	0	21%	417
Number of Respondents	0		466		0		1,987	
Amount of social media content available								
Too little	0%	0	29%	57	0%	0	21%	146
Just about right	0%	0	52%	103	0%	0	58%	402
Too much	0%	0	2%	3	0%	0	2%	11
Don't know	0%	0	19%	37	0%	0	19%	135
Number of Respondents	0		200		0		694	
Promoted awareness campaigns~								
Heat Safety	0%	0	29%	34	0%	0	30%	167
Flood Safety	0%	0	33%	39	0%	0	28%	155
Lightning Safety	0%	0	46%	54	0%	0	34%	192
Severe Weather Safety	0%	0	51%	60	0%	0	46%	260
Rip Currents Safety	0%	0	4%	5	0%	0	6%	35
Hurricane Safety	0%	0	16%	19	0%	0	10%	57
Tsunami Safety	0%	0	3%	3	0%	0	3%	19
Winter Weather Safety	0%	0	42%	49	0%	0	37%	210
Wildfire Safety	0%	0	21%	25	0%	0	23%	128
None of the above	0%	0	36%	42	0%	0	41%	229
Number of Respondents	0		117		0		561	
Websites visited for weather safety~								
National Weather Service	0%	0	96%	449	0%	0	97%	1,927
FEMA	0%	0	15%	69	0%	0	11%	214
American Red Cross	0%	0	11%	49	0%	0	9%	171
Centers for Disease Control and Prevention	0%	0	5%	25	0%	0	3%	57
Commercial weather vendor	0%	0	57%	267	0%	0	62%	1,233
Other	0%	0	11%	52	0%	0	9%	178
Number of Respondents	0		466		0		1,987	

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National Weather Service - Overall
2013
School completed
Demographics

	12th grade or less (no diploma)				High school diploma or GED			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Safe to drive through water when no Road Closed sign or police barricade								
True	0%	0	5%	22	0%	0	3%	65
False	0%	0	95%	444	0%	0	97%	1,922
Number of Respondents		0		466		0		1,987
Not safe to drive when water is too deep to see road surface								
True	0%	0	92%	430	0%	0	96%	1,910
False	0%	0	8%	36	0%	0	4%	77
Number of Respondents		0		466		0		1,987
Safe to drive through water slowly								
True	0%	0	6%	29	0%	0	5%	107
False	0%	0	94%	437	0%	0	95%	1,880
Number of Respondents		0		466		0		1,987
Safe to drive through water in a large and heavy vehicle								
True	0%	0	5%	23	0%	0	4%	85
False	0%	0	95%	443	0%	0	96%	1,902
Number of Respondents		0		466		0		1,987
Not safe to drive through swiftly moving water								
True	0%	0	92%	431	0%	0	96%	1,912
False	0%	0	8%	35	0%	0	4%	75
Number of Respondents		0		466		0		1,987
When to seek shelter from lightning								
Distant lightning	0%	0	17%	78	0%	0	19%	375
Distant thunder	0%	0	55%	256	0%	0	57%	1,138
Nearby lightning	0%	0	13%	61	0%	0	14%	277
Loud thunder	0%	0	12%	54	0%	0	8%	155
Starts to rain	0%	0	4%	17	0%	0	2%	42
Number of Respondents		0		466		0		1,987
Age								
Under 25 years	26%	71	21%	60	7%	106	6%	113
25 - 34 years	7%	20	7%	19	8%	136	9%	173
35 - 44 years	8%	23	11%	31	11%	185	10%	191
45 - 54 years	21%	58	22%	62	27%	433	28%	523
55 - 64 years	19%	52	23%	66	28%	459	28%	516
65 - 74 years	13%	35	13%	36	15%	236	14%	258
75 years and older	6%	17	4%	12	4%	71	4%	71
Number of Respondents		276		286		1,626		1,845

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	12th grade or less (no diploma)				High school diploma or GED			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Gender								
Male	79%	400	75%	348	76%	1,378	72%	1,430
Female	21%	106	23%	106	24%	432	27%	533
Prefer not to answer	0%	0	2%	11	0%	0	1%	14
Number of Respondents	506		465		1,810		1,977	
Race								
White, Caucasian	93%	473	88%	411	96%	1,734	93%	1,840
Black, African American	1%	6	1%	6	1%	12	0%	6
Hispanic, Latino, or Spanish	1%	7	2%	9	1%	18	1%	23
Pacific Islander	0%	1	0%	1	0%	7	0%	1
Asian	1%	6	1%	4	0%	1	0%	4
American Indian/Native Indian or Alaska Native	0%	2	1%	5	1%	13	1%	22
Other	2%	11	3%	15	1%	22	2%	33
Prefer not to answer	0%	0	3%	14	0%	0	3%	52
Number of Respondents	506		465		1,807		1,981	
Interested in other areas~								
National Fire Weather Program	0%	0	6%	28	0%	0	6%	119
National Hurricane Center Program	0%	0	11%	52	0%	0	7%	145
National Hydrologic Services Program	0%	0	5%	25	0%	0	5%	97
National Climate Services Program	0%	0	10%	45	0%	0	9%	170
Do not wish to continue	0%	0	79%	369	0%	0	82%	1,634
Number of Respondents	0		466		0		1,987	

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	Some college, no degree				Associate or technical degree			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Region								
Central Region	36%	1,136	35%	1,799	40%	810	37%	1,277
Eastern Region	26%	824	20%	1,013	26%	523	19%	668
Southern Region	20%	622	22%	1,162	17%	353	21%	729
Western Region	17%	547	23%	1,185	16%	323	21%	736
Alaska Region	0%	12	0%	14	0%	6	0%	13
Pacific Region	0%	13	0%	15	0%	3	0%	8
Number of Respondents		3,154		5,188		2,018		3,431
Uses of NWS information~								
Agriculture	0%	0	17%	891	0%	0	19%	663
Aviation	0%	0	5%	239	0%	0	6%	193
Amateur Radio	0%	0	7%	381	0%	0	8%	291
Broadcast/Print Media	0%	0	3%	142	0%	0	3%	107
Commodities Markets	0%	0	1%	57	0%	0	1%	30
Consulting	0%	0	1%	58	0%	0	1%	48
Education	0%	0	5%	267	0%	0	6%	204
Health Services	0%	0	2%	115	0%	0	3%	116
Land Management Decisions	0%	0	8%	411	0%	0	8%	287
Marine	0%	0	3%	143	0%	0	4%	153
NWS Data Provider	0%	0	12%	601	0%	0	14%	470
Personal	0%	0	87%	4,525	0%	0	87%	2,985
Recreation	0%	0	56%	2,914	0%	0	58%	2,003
Research	0%	0	5%	270	0%	0	5%	159
Weather Enthusiast	0%	0	56%	2,929	0%	0	58%	1,985
Work-related decisions	0%	0	26%	1,335	0%	0	28%	959
Other	0%	0	9%	450	0%	0	8%	279
Number of Respondents		0		5,201		0		3,442
Type of Aviation								
Dispatcher	100%	7	3%	7	100%	4	8%	15
Comm Aircraft	0%	0	18%	42	0%	0	24%	46
Private Aircraft	0%	0	75%	180	0%	0	64%	124
Air Traffic Controller	0%	0	4%	10	0%	0	4%	8
Number of Respondents		7		239		4		193

~ Total percentage may exceed 100 due to multiple responses

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	Some college, no degree				Associate or technical degree			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Information sources~								
NWS Web	91%	4,221	92%	4,777	93%	2,716	92%	3,163
Non-NWS Web	29%	1,355	28%	1,476	29%	849	27%	927
Mobile devices	36%	1,662	46%	2,389	38%	1,099	48%	1,666
Social Media	13%	608	17%	886	13%	375	16%	540
Email	18%	813	13%	657	19%	569	13%	460
Landline Telephone	0%	0	5%	249	0%	0	5%	184
Cell Phone	0%	0	20%	1,051	0%	0	23%	787
Local or cable TV	54%	2,506	56%	2,909	56%	1,631	58%	1,992
Commercial Radio	28%	1,287	23%	1,200	29%	857	25%	862
Satellite radio	4%	194	3%	147	5%	134	4%	123
Satellite TV	20%	925	17%	881	20%	589	17%	573
Newspaper	15%	704	14%	736	15%	443	14%	471
NOAA Weather Radio/All Hazards	45%	2,102	45%	2,339	48%	1,406	49%	1,691
NOAA Weather Wire	6%	264	4%	188	6%	182	5%	165
Family of Services (FOS)	4%	189	1%	73	5%	140	2%	54
Emerg Mgrs Weather Info Net	4%	196	5%	272	6%	174	7%	225
NOAAPort	5%	225	2%	129	5%	147	2%	60
World Area Forecast System	2%	82	0%	26	2%	59	1%	29
DUATS	2%	83	1%	72	2%	72	2%	66
Flight Services	5%	214	2%	112	5%	161	3%	108
U.S. Coast Guard Broadcasts	7%	306	1%	69	8%	245	2%	72
NAVTEX receiver	1%	24	0%	10	1%	22	0%	7
Immarsat-C SafetyNET	0%	5	0%	7	0%	12	0%	4
Radiofacsimile	1%	55	0%	9	1%	42	0%	6
Other	2%	71	5%	260	2%	60	5%	174
Number of Respondents		4,640		5,201		2,930		3,442
NOAANWS products used most often~								
Forecasts, outlooks, watches, warnings, alerts	0%	0	96%	5,009	0%	0	96%	3,319
Weather observations	0%	0	73%	3,805	0%	0	74%	2,554
Climate observations	0%	0	30%	1,561	0%	0	30%	1,046
Satellite data	0%	0	49%	2,526	0%	0	51%	1,739
Radar data	0%	0	81%	4,225	0%	0	84%	2,899
Computer weather model output	0%	0	38%	1,979	0%	0	38%	1,307
Weather outreach/educational materials	0%	0	8%	422	0%	0	8%	281
Other products	0%	0	3%	165	0%	0	4%	141
Number of Respondents		0		5,201		0		3,442

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	Some college, no degree				Associate or technical degree			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Products familiar with~								
Tornado Warnings	0%	0	77%	4,028	0%	0	79%	2,722
Severe Thunderstorm Warnings	0%	0	95%	4,941	0%	0	95%	3,283
Severe Thunderstorm Watches	0%	0	93%	4,833	0%	0	94%	3,252
Flash Flood Warnings	0%	0	81%	4,216	0%	0	83%	2,842
Tsunami Warnings	0%	0	21%	1,101	0%	0	20%	683
Hurricane Warnings	0%	0	48%	2,482	0%	0	46%	1,586
Winter Storm Warnings	0%	0	90%	4,681	0%	0	90%	3,109
River Flood Warnings	0%	0	61%	3,180	0%	0	64%	2,210
Excessive Heat Warnings	0%	0	79%	4,100	0%	0	80%	2,738
Extreme Cold Warnings	0%	0	69%	3,605	0%	0	71%	2,455
High Surf Warnings	0%	0	24%	1,245	0%	0	24%	810
Coastal Flood Warnings	0%	0	30%	1,577	0%	0	29%	1,015
Climate Hazards	0%	0	46%	2,378	0%	0	48%	1,657
Don't know	0%	0	1%	27	0%	0	0%	17
Number of Respondents	0		5,201		0		3,442	
Likelihood of taking protective action if tornado warning issued								
Very Unlikely	0%	0	2%	119	0%	0	3%	92
Somewhat Unlikely	0%	0	3%	135	0%	0	3%	91
Somewhat Likely	0%	0	13%	700	0%	0	13%	443
Very Likely	0%	0	80%	4,182	0%	0	81%	2,776
Don't Know	0%	0	1%	65	0%	0	1%	40
Number of Respondents	0		5,201		0		3,442	
Reason for not taking action								
Do not believe I would be directly impacted by the tornado	0%	0	23%	58	0%	0	16%	30
Need to first see or hear tornado	0%	0	10%	26	0%	0	16%	30
Have never seen tornado damage in my area	0%	0	30%	77	0%	0	26%	47
Do not take tornado warnings seriously	0%	0	4%	9	0%	0	5%	9
Other	0%	0	33%	84	0%	0	37%	67
Number of Respondents	0		254		0		183	
Proximity of tornado before considering warning accurate								
1 mile or less	0%	0	5%	267	0%	0	6%	191
5 miles or less	0%	0	36%	1,850	0%	0	34%	1,163
10 miles or less	0%	0	35%	1,833	0%	0	36%	1,256
25 miles or less	0%	0	21%	1,093	0%	0	22%	748
Other	0%	0	3%	158	0%	0	2%	84
Number of Respondents	0		5,201		0		3,442	
Number of tornado warnings issued								
Too many tornado warnings	0%	0	6%	300	0%	0	6%	220
Too few tornado warnings	0%	0	3%	178	0%	0	4%	137
Just about right	0%	0	71%	3,703	0%	0	71%	2,428
Don't know	0%	0	20%	1,020	0%	0	19%	657
Number of Respondents	0		5,201		0		3,442	

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National Weather Service - Overall
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	Some college, no degree				Associate or technical degree			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Impact of tornado not occurring when warning issued								
Same actions as did previously	0%	0	84%	4,375	0%	0	83%	2,863
Less likely to take same action	0%	0	8%	434	0%	0	9%	308
Don't know	0%	0	8%	392	0%	0	8%	271
Number of Respondents	0		5,201		0		3,442	
Heard the term Weather-Ready Nation								
Heard Weather-Ready Nation	0%	0	19%	989	0%	0	20%	697
Have not heard Weather-Ready Nation	0%	0	81%	4,212	0%	0	80%	2,745
Number of Respondents	0		5,201		0		3,442	
Have a hazardous weather safety plan								
Have a plan	64%	3,067	77%	4,025	68%	2,053	79%	2,732
Do not have a plan	36%	1,701	20%	1,033	32%	963	18%	636
Don't know	0%	0	3%	143	0%	0	2%	74
Number of Respondents	4,768		5,201		3,016		3,442	
Reason plan created~								
Friends and family	43%	1,319	55%	2,233	44%	907	56%	1,535
General desire to be prepared	83%	2,524	92%	3,717	83%	1,700	91%	2,475
An extreme weather event	43%	1,317	53%	2,139	43%	878	54%	1,487
Be a Force of Nature campaign	1%	35	2%	73	1%	17	2%	53
Weather-Ready Nation initiative	5%	149	4%	176	7%	135	5%	128
Other	10%	319	13%	528	11%	225	15%	397
Number of Respondents	3,054		4,025		2,043		2,732	
Main reason you do not have a plan								
Takes too much time	2%	37	2%	22	2%	23	3%	19
Too expensive	1%	19	4%	42	1%	9	5%	31
Not sure what to include	38%	647	40%	414	39%	375	43%	273
Don't think it's necessary	44%	741	32%	334	41%	399	29%	186
Other	15%	257	21%	221	16%	157	20%	127
Number of Respondents	1,701		1,033		963		636	
Plan includes hazardous weather emergency preparedness kit								
Includes kit	50%	2,406	49%	2,559	55%	1,669	53%	1,825
Does not include kit	50%	2,362	48%	2,498	45%	1,347	45%	1,535
Don't know	0%	0	3%	144	0%	0	2%	82
Number of Respondents	4,768		5,201		3,016		3,442	

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	Some college, no degree				Associate or technical degree			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Reason kit created~								
Friends and family	33%	783	53%	1,361	35%	576	53%	972
General desire to be prepared	84%	2,023	94%	2,405	86%	1,421	93%	1,700
An extreme weather event	41%	974	55%	1,404	41%	677	56%	1,028
Be a Force of Nature campaign	1%	31	1%	37	1%	17	2%	36
Weather-Ready Nation initiative	8%	184	5%	119	7%	111	5%	85
Other	15%	357	14%	348	16%	261	13%	239
Number of Respondents		2,395		2,559		1,657		1,825
Main reason you do not have a kit								
Takes too much time	2%	52	2%	59	2%	32	2%	28
Too expensive	9%	217	9%	222	9%	124	9%	141
Not sure what to include	37%	866	39%	983	37%	498	42%	645
Don't think it's necessary	33%	768	30%	737	31%	415	27%	408
Other	19%	459	20%	497	21%	278	20%	313
Number of Respondents		2,362		2,498		1,347		1,535
NWS staff on-site at incident								
NWS staff on-site	0%	0	8%	138	0%	0	9%	110
No staff on-site	0%	0	59%	1,049	0%	0	61%	783
DK/NA	0%	0	34%	599	0%	0	31%	395
Number of Respondents		0		1,786		0		1,288
Require specific products and have automated methods								
Require specific products with automation	0%	0	9%	460	0%	0	10%	337
Do not require specific products with automation	0%	0	91%	4,741	0%	0	90%	3,105
Number of Respondents		0		5,201		0		3,442
Received WEA message on cell phone								
Received message	0%	0	26%	1,336	0%	0	26%	892
Did not receive message	0%	0	70%	3,630	0%	0	70%	2,410
Don't know	0%	0	5%	235	0%	0	4%	140
Number of Respondents		0		5,201		0		3,442
WEA message was first notification received								
First notification	0%	0	63%	842	0%	0	57%	510
Not first notification	0%	0	30%	399	0%	0	33%	298
Don't know	0%	0	7%	95	0%	0	9%	84
Number of Respondents		0		1,336		0		892
Understood WEA message								
Fully understood	0%	0	87%	1,161	0%	0	86%	763
Somewhat understood	0%	0	13%	168	0%	0	14%	124
Did not understand	0%	0	1%	7	0%	0	1%	5
Number of Respondents		0		1,336		0		892

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	Some college, no degree				Associate or technical degree			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Beneficial enhancements to WEA message~								
More text containing details of warning	0%	0	41%	544	0%	0	40%	358
Accompanying graphic showing warning area	0%	0	61%	818	0%	0	59%	529
Accompanying graphic showing current location	0%	0	59%	790	0%	0	57%	504
Color representing urgency of warning	0%	0	37%	496	0%	0	40%	361
Color representing type of warning	0%	0	28%	371	0%	0	28%	253
Sound representing urgency of warning	0%	0	43%	573	0%	0	45%	397
Sound representing type of warning	0%	0	29%	388	0%	0	32%	281
Number of Respondents	0		1,336		0		892	
Facebook and Twitter during weather events~								
Do not use Facebook and Twitter for weather events	0%	0	67%	3,503	0%	0	68%	2,356
Read what others are posting or tweeting	0%	0	26%	1,354	0%	0	25%	844
Comment on what others are posting or tweeting	0%	0	19%	1,008	0%	0	19%	653
Write own posts or tweets	0%	0	20%	1,036	0%	0	19%	670
Number of Respondents	0		5,201		0		3,442	
Amount of social media content available								
Too little	0%	0	24%	413	0%	0	22%	243
Just about right	0%	0	51%	870	0%	0	52%	565
Too much	0%	0	1%	18	0%	0	1%	9
Don't know	0%	0	23%	397	0%	0	25%	269
Number of Respondents	0		1,698		0		1,086	
Promoted awareness campaigns~								
Heat Safety	0%	0	31%	552	0%	0	31%	393
Flood Safety	0%	0	28%	493	0%	0	28%	357
Lightning Safety	0%	0	35%	620	0%	0	36%	464
Severe Weather Safety	0%	0	47%	842	0%	0	50%	638
Rip Currents Safety	0%	0	5%	91	0%	0	5%	66
Hurricane Safety	0%	0	11%	204	0%	0	11%	141
Tsunami Safety	0%	0	2%	43	0%	0	3%	39
Winter Weather Safety	0%	0	38%	686	0%	0	41%	533
Wildfire Safety	0%	0	24%	436	0%	0	26%	330
None of the above	0%	0	38%	676	0%	0	33%	423
Number of Respondents	0		1,786		0		1,288	
Websites visited for weather safety~								
National Weather Service	0%	0	97%	5,020	0%	0	97%	3,323
FEMA	0%	0	14%	751	0%	0	17%	576
American Red Cross	0%	0	9%	459	0%	0	9%	317
Centers for Disease Control and Prevention	0%	0	4%	229	0%	0	5%	184
Commercial weather vendor	0%	0	59%	3,066	0%	0	60%	2,056
Other	0%	0	11%	574	0%	0	10%	357
Number of Respondents	0		5,201		0		3,442	

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	Some college, no degree				Associate or technical degree			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Safe to drive through water when no Road Closed sign or police barricade								
True	0%	0	2%	99	0%	0	2%	61
False	0%	0	98%	5,102	0%	0	98%	3,381
Number of Respondents	0		5,201		0		3,442	
Not safe to drive when water is too deep to see road surface								
True	0%	0	96%	4,980	0%	0	96%	3,296
False	0%	0	4%	221	0%	0	4%	146
Number of Respondents	0		5,201		0		3,442	
Safe to drive through water slowly								
True	0%	0	4%	229	0%	0	4%	151
False	0%	0	96%	4,972	0%	0	96%	3,291
Number of Respondents	0		5,201		0		3,442	
Safe to drive through water in a large and heavy vehicle								
True	0%	0	3%	165	0%	0	3%	118
False	0%	0	97%	5,036	0%	0	97%	3,324
Number of Respondents	0		5,201		0		3,442	
Not safe to drive through swiftly moving water								
True	0%	0	96%	5,015	0%	0	97%	3,344
False	0%	0	4%	186	0%	0	3%	98
Number of Respondents	0		5,201		0		3,442	
When to seek shelter from lightning								
Distant lightning	0%	0	19%	969	0%	0	19%	659
Distant thunder	0%	0	55%	2,847	0%	0	55%	1,904
Nearby lightning	0%	0	16%	829	0%	0	15%	513
Loud thunder	0%	0	9%	476	0%	0	9%	315
Starts to rain	0%	0	2%	80	0%	0	1%	51
Number of Respondents	0		5,201		0		3,442	
Age								
Under 25 years	5%	214	4%	184	2%	55	2%	54
25 - 34 years	7%	303	7%	350	8%	220	7%	234
35 - 44 years	12%	493	11%	544	13%	336	14%	434
45 - 54 years	24%	996	22%	1,064	28%	756	26%	821
55 - 64 years	31%	1,286	33%	1,560	32%	868	34%	1,085
65 - 74 years	17%	719	18%	872	14%	389	14%	458
75 years and older	4%	170	5%	218	2%	59	2%	78
Number of Respondents	4,181		4,792		2,683		3,164	

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	Some college, no degree				Associate or technical degree			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Gender								
Male	74%	3,474	70%	3,627	75%	2,226	70%	2,398
Female	26%	1,230	29%	1,496	25%	749	29%	979
Prefer not to answer	0%	0	1%	58	0%	0	2%	53
Number of Respondents	4,704		5,181		2,975		3,430	
Race								
White, Caucasian	95%	4,433	90%	4,652	94%	2,768	88%	3,013
Black, African American	1%	28	1%	28	1%	23	0%	5
Hispanic, Latino, or Spanish	1%	51	1%	61	1%	33	1%	47
Pacific Islander	0%	10	0%	5	0%	3	0%	6
Asian	0%	15	0%	15	0%	11	0%	7
American Indian/Native Indian or Alaska Native	1%	43	1%	56	1%	24	1%	39
Other	2%	95	2%	125	2%	70	3%	98
Prefer not to answer	0%	0	5%	235	0%	0	6%	217
Number of Respondents	4,675		5,177		2,932		3,432	
Interested in other areas~								
National Fire Weather Program	0%	0	7%	362	0%	0	8%	276
National Hurricane Center Program	0%	0	8%	414	0%	0	7%	250
National Hydrologic Services Program	0%	0	6%	290	0%	0	6%	195
National Climate Services Program	0%	0	10%	498	0%	0	10%	350
Do not wish to continue	0%	0	80%	4,153	0%	0	79%	2,722
Number of Respondents	0		5,201		0		3,442	

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	Bachelor's degree				Graduate degree/Professional degree			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Region								
Central Region	34%	1,617	33%	2,555	29%	1,307	29%	2,202
Eastern Region	28%	1,312	22%	1,722	33%	1,503	27%	2,057
Southern Region	18%	868	21%	1,627	16%	719	19%	1,466
Western Region	19%	897	23%	1,745	21%	932	24%	1,853
Alaska Region	0%	22	0%	26	0%	22	0%	30
Pacific Region	1%	28	0%	23	0%	22	0%	32
Number of Respondents		4,744		7,698		4,505		7,640
Uses of NWS information~								
Agriculture	0%	0	16%	1,210	0%	0	15%	1,183
Aviation	0%	0	5%	422	0%	0	5%	401
Amateur Radio	0%	0	5%	424	0%	0	4%	321
Broadcast/Print Media	0%	0	3%	244	0%	0	2%	144
Commodities Markets	0%	0	1%	96	0%	0	1%	58
Consulting	0%	0	2%	122	0%	0	1%	112
Education	0%	0	6%	488	0%	0	10%	764
Health Services	0%	0	2%	174	0%	0	3%	201
Land Management Decisions	0%	0	8%	619	0%	0	8%	603
Marine	0%	0	3%	238	0%	0	3%	246
NWS Data Provider	0%	0	9%	675	0%	0	6%	429
Personal	0%	0	88%	6,810	0%	0	90%	6,882
Recreation	0%	0	61%	4,686	0%	0	63%	4,854
Research	0%	0	5%	376	0%	0	7%	520
Weather Enthusiast	0%	0	55%	4,250	0%	0	51%	3,918
Work-related decisions	0%	0	24%	1,840	0%	0	20%	1,564
Other	0%	0	8%	594	0%	0	9%	660
Number of Respondents		0		7,721		0		7,671
Type of Aviation								
Dispatcher	100%	7	3%	14	100%	2	1%	6
Comm Aircraft	0%	0	17%	72	0%	0	20%	79
Private Aircraft	0%	0	75%	317	0%	0	77%	309
Air Traffic Controller	0%	0	5%	19	0%	0	2%	7
Number of Respondents		7		422		2		401

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	Bachelor's degree				Graduate degree/Professional degree			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Information sources~								
NWS Web	94%	6,315	94%	7,284	94%	6,256	95%	7,277
Non-NWS Web	37%	2,499	35%	2,709	36%	2,385	36%	2,754
Mobile devices	40%	2,650	52%	3,999	38%	2,505	49%	3,763
Social Media	11%	733	15%	1,150	8%	502	11%	832
Email	16%	1,047	11%	830	14%	942	10%	794
Landline Telephone	0%	0	4%	330	0%	0	4%	335
Cell Phone	0%	0	19%	1,444	0%	0	16%	1,216
Local or cable TV	52%	3,464	54%	4,204	47%	3,165	50%	3,845
Commercial Radio	31%	2,067	26%	1,980	30%	2,014	25%	1,881
Satellite radio	4%	279	3%	250	4%	265	4%	273
Satellite TV	14%	963	12%	964	13%	844	10%	747
Newspaper	20%	1,354	17%	1,304	24%	1,594	21%	1,590
NOAA Weather Radio/All Hazards	38%	2,572	42%	3,257	35%	2,323	38%	2,894
NOAA Weather Wire	5%	328	3%	267	5%	343	3%	235
Family of Services (FOS)	4%	242	1%	98	4%	277	1%	96
Emerg Mgrs Weather Info Net	4%	257	4%	288	3%	233	3%	268
NOAAPort	4%	276	2%	144	5%	342	2%	187
World Area Forecast System	1%	69	1%	52	1%	77	1%	68
DUATS	2%	159	2%	151	3%	169	2%	152
Flight Services	4%	287	3%	208	5%	307	3%	228
U.S. Coast Guard Broadcasts	6%	376	2%	118	6%	367	2%	141
NAVTEX receiver	0%	33	0%	15	1%	49	0%	16
Immarsat-C SafetyNET	0%	15	0%	4	0%	22	0%	9
Radiofacsimile	1%	45	0%	10	1%	39	0%	8
Other	1%	97	5%	424	2%	139	6%	498
Number of Respondents		6,686		7,721		6,667		7,671
NOAANWS products used most often~								
Forecasts, outlooks, watches, warnings, alerts	0%	0	97%	7,496	0%	0	97%	7,442
Weather observations	0%	0	74%	5,721	0%	0	75%	5,774
Climate observations	0%	0	35%	2,664	0%	0	36%	2,729
Satellite data	0%	0	49%	3,762	0%	0	47%	3,624
Radar data	0%	0	81%	6,243	0%	0	77%	5,882
Computer weather model output	0%	0	36%	2,781	0%	0	36%	2,779
Weather outreach/educational materials	0%	0	8%	636	0%	0	9%	684
Other products	0%	0	5%	407	0%	0	5%	415
Number of Respondents		0		7,721		0		7,671

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	Bachelor's degree				Graduate degree/Professional degree			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Products familiar with~								
Tornado Warnings	0%	0	76%	5,868	0%	0	73%	5,586
Severe Thunderstorm Warnings	0%	0	93%	7,197	0%	0	93%	7,133
Severe Thunderstorm Watches	0%	0	91%	7,043	0%	0	91%	6,944
Flash Flood Warnings	0%	0	81%	6,278	0%	0	79%	6,091
Tsunami Warnings	0%	0	21%	1,599	0%	0	22%	1,658
Hurricane Warnings	0%	0	51%	3,901	0%	0	55%	4,186
Winter Storm Warnings	0%	0	90%	6,930	0%	0	89%	6,830
River Flood Warnings	0%	0	59%	4,554	0%	0	57%	4,398
Excessive Heat Warnings	0%	0	76%	5,859	0%	0	74%	5,651
Extreme Cold Warnings	0%	0	65%	4,992	0%	0	65%	4,962
High Surf Warnings	0%	0	25%	1,967	0%	0	27%	2,089
Coastal Flood Warnings	0%	0	32%	2,499	0%	0	35%	2,713
Climate Hazards	0%	0	46%	3,582	0%	0	43%	3,278
Don't know	0%	0	1%	75	0%	0	1%	76
Number of Respondents	0		7,721		0		7,671	
Likelihood of taking protective action if tornado warning issued								
Very Unlikely	0%	0	2%	146	0%	0	2%	152
Somewhat Unlikely	0%	0	3%	212	0%	0	3%	221
Somewhat Likely	0%	0	14%	1,087	0%	0	14%	1,065
Very Likely	0%	0	80%	6,172	0%	0	80%	6,138
Don't Know	0%	0	1%	104	0%	0	1%	95
Number of Respondents	0		7,721		0		7,671	
Reason for not taking action								
Do not believe I would be directly impacted by the tornado	0%	0	22%	77	0%	0	19%	72
Need to first see or hear tornado	0%	0	11%	41	0%	0	13%	49
Have never seen tornado damage in my area	0%	0	31%	110	0%	0	31%	115
Do not take tornado warnings seriously	0%	0	5%	18	0%	0	5%	20
Other	0%	0	31%	112	0%	0	31%	117
Number of Respondents	0		358		0		373	
Proximity of tornado before considering warning accurate								
1 mile or less	0%	0	5%	355	0%	0	5%	349
5 miles or less	0%	0	35%	2,680	0%	0	36%	2,742
10 miles or less	0%	0	39%	3,023	0%	0	38%	2,892
25 miles or less	0%	0	19%	1,432	0%	0	19%	1,442
Other	0%	0	3%	231	0%	0	3%	246
Number of Respondents	0		7,721		0		7,671	
Number of tornado warnings issued								
Too many tornado warnings	0%	0	6%	498	0%	0	6%	450
Too few tornado warnings	0%	0	2%	187	0%	0	2%	157
Just about right	0%	0	71%	5,464	0%	0	68%	5,241
Don't know	0%	0	20%	1,572	0%	0	24%	1,823
Number of Respondents	0		7,721		0		7,671	

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	Bachelor's degree				Graduate degree/Professional degree			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Impact of tornado not occurring when warning issued								
Same actions as did previously	0%	0	80%	6,214	0%	0	79%	6,085
Less likely to take same action	0%	0	10%	799	0%	0	11%	820
Don't know	0%	0	9%	708	0%	0	10%	766
Number of Respondents	0		7,721		0		7,671	
Heard the term Weather-Ready Nation								
Heard Weather-Ready Nation	0%	0	16%	1,269	0%	0	13%	1,012
Have not heard Weather-Ready Nation	0%	0	84%	6,452	0%	0	87%	6,659
Number of Respondents	0		7,721		0		7,671	
Have a hazardous weather safety plan								
Have a plan	57%	3,914	72%	5,558	54%	3,683	72%	5,486
Do not have a plan	43%	2,946	25%	1,946	46%	3,191	26%	1,988
Don't know	0%	0	3%	217	0%	0	3%	197
Number of Respondents	6,860		7,721		6,874		7,671	
Reason plan created~								
Friends and family	39%	1,529	50%	2,794	38%	1,395	46%	2,546
General desire to be prepared	84%	3,258	92%	5,103	84%	3,070	92%	5,059
An extreme weather event	42%	1,647	51%	2,843	41%	1,497	51%	2,771
Be a Force of Nature campaign	1%	31	1%	45	1%	36	1%	43
Weather-Ready Nation initiative	4%	166	3%	154	4%	132	2%	129
Other	12%	476	15%	810	12%	445	15%	850
Number of Respondents	3,891		5,558		3,666		5,486	
Main reason you do not have a plan								
Takes too much time	3%	75	4%	78	2%	69	4%	75
Too expensive	0%	9	3%	51	0%	9	2%	30
Not sure what to include	37%	1,081	40%	770	34%	1,099	39%	774
Don't think it's necessary	45%	1,333	35%	677	48%	1,521	34%	684
Other	15%	448	19%	370	15%	493	21%	425
Number of Respondents	2,946		1,946		3,191		1,988	
Plan includes hazardous weather emergency preparedness kit								
Includes kit	47%	3,194	44%	3,412	47%	3,210	47%	3,594
Does not include kit	53%	3,666	53%	4,101	53%	3,664	50%	3,857
Don't know	0%	0	3%	208	0%	0	3%	220
Number of Respondents	6,860		7,721		6,874		7,671	

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	Bachelor's degree				Graduate degree/Professional degree			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Reason kit created~								
Friends and family	32%	1,005	48%	1,636	31%	997	45%	1,634
General desire to be prepared	86%	2,734	92%	3,143	85%	2,697	92%	3,320
An extreme weather event	39%	1,246	53%	1,792	38%	1,226	52%	1,876
Be a Force of Nature campaign	1%	27	1%	33	1%	34	1%	29
Weather-Ready Nation initiative	6%	189	3%	94	5%	160	3%	96
Other	16%	510	15%	523	16%	494	16%	582
Number of Respondents		3,173		3,412		3,185		3,594
Main reason you do not have a kit								
Takes too much time	4%	129	4%	172	4%	153	4%	161
Too expensive	5%	167	5%	209	3%	107	3%	123
Not sure what to include	32%	1,168	37%	1,501	32%	1,167	35%	1,333
Don't think it's necessary	37%	1,359	33%	1,342	39%	1,447	33%	1,282
Other	23%	843	21%	877	22%	790	25%	958
Number of Respondents		3,666		4,101		3,664		3,857
NWS staff on-site at incident								
NWS staff on-site	0%	0	9%	225	0%	0	8%	209
No staff on-site	0%	0	60%	1,570	0%	0	59%	1,493
DK/NA	0%	0	31%	805	0%	0	33%	836
Number of Respondents		0		2,600		0		2,538
Require specific products and have automated methods								
Require specific products with automation	0%	0	6%	499	0%	0	6%	442
Do not require specific products with automation	0%	0	94%	7,222	0%	0	94%	7,229
Number of Respondents		0		7,721		0		7,671
Received WEA message on cell phone								
Received message	0%	0	26%	2,011	0%	0	24%	1,836
Did not receive message	0%	0	69%	5,359	0%	0	72%	5,487
Don't know	0%	0	5%	351	0%	0	5%	348
Number of Respondents		0		7,721		0		7,671
WEA message was first notification received								
First notification	0%	0	64%	1,283	0%	0	66%	1,215
Not first notification	0%	0	27%	535	0%	0	25%	462
Don't know	0%	0	10%	193	0%	0	9%	159
Number of Respondents		0		2,011		0		1,836
Understood WEA message								
Fully understood	0%	0	84%	1,694	0%	0	84%	1,548
Somewhat understood	0%	0	15%	300	0%	0	15%	271
Did not understand	0%	0	1%	17	0%	0	1%	17
Number of Respondents		0		2,011		0		1,836

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	Bachelor's degree				Graduate degree/Professional degree			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Beneficial enhancements to WEA message~								
More text containing details of warning	0%	0	39%	776	0%	0	38%	697
Accompanying graphic showing warning area	0%	0	59%	1,192	0%	0	61%	1,125
Accompanying graphic showing current location	0%	0	59%	1,180	0%	0	56%	1,030
Color representing urgency of warning	0%	0	36%	726	0%	0	38%	698
Color representing type of warning	0%	0	22%	452	0%	0	21%	383
Sound representing urgency of warning	0%	0	41%	824	0%	0	41%	749
Sound representing type of warning	0%	0	23%	471	0%	0	21%	392
Number of Respondents	0		2,011		0		1,836	
Facebook and Twitter during weather events~								
Do not use Facebook and Twitter for weather events	0%	0	69%	5,301	0%	0	75%	5,769
Read what others are posting or tweeting	0%	0	26%	2,018	0%	0	21%	1,621
Comment on what others are posting or tweeting	0%	0	17%	1,322	0%	0	13%	1,024
Write own posts or tweets	0%	0	18%	1,412	0%	0	14%	1,039
Number of Respondents	0		7,721		0		7,671	
Amount of social media content available								
Too little	0%	0	20%	489	0%	0	19%	364
Just about right	0%	0	43%	1,033	0%	0	39%	739
Too much	0%	0	1%	28	0%	0	2%	31
Don't know	0%	0	36%	870	0%	0	40%	768
Number of Respondents	0		2,420		0		1,902	
Promoted awareness campaigns~								
Heat Safety	0%	0	25%	662	0%	0	24%	610
Flood Safety	0%	0	26%	674	0%	0	24%	605
Lightning Safety	0%	0	29%	764	0%	0	29%	738
Severe Weather Safety	0%	0	43%	1,119	0%	0	40%	1,007
Rip Currents Safety	0%	0	5%	134	0%	0	6%	146
Hurricane Safety	0%	0	11%	294	0%	0	13%	334
Tsunami Safety	0%	0	3%	87	0%	0	4%	99
Winter Weather Safety	0%	0	35%	921	0%	0	34%	865
Wildfire Safety	0%	0	24%	627	0%	0	23%	585
None of the above	0%	0	37%	970	0%	0	39%	986
Number of Respondents	0		2,600		0		2,538	
Websites visited for weather safety~								
National Weather Service	0%	0	97%	7,456	0%	0	97%	7,448
FEMA	0%	0	16%	1,232	0%	0	15%	1,128
American Red Cross	0%	0	9%	687	0%	0	8%	588
Centers for Disease Control and Prevention	0%	0	5%	393	0%	0	6%	464
Commercial weather vendor	0%	0	58%	4,488	0%	0	57%	4,394
Other	0%	0	11%	852	0%	0	11%	876
Number of Respondents	0		7,721		0		7,671	

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	Bachelor's degree				Graduate degree/Professional degree			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Safe to drive through water when no Road Closed sign or police barricade								
True	0%	0	2%	124	0%	0	2%	130
False	0%	0	98%	7,597	0%	0	98%	7,541
Number of Respondents	0		7,721		0		7,671	
Not safe to drive when water is too deep to see road surface								
True	0%	0	96%	7,433	0%	0	96%	7,363
False	0%	0	4%	288	0%	0	4%	308
Number of Respondents	0		7,721		0		7,671	
Safe to drive through water slowly								
True	0%	0	4%	293	0%	0	4%	292
False	0%	0	96%	7,428	0%	0	96%	7,379
Number of Respondents	0		7,721		0		7,671	
Safe to drive through water in a large and heavy vehicle								
True	0%	0	3%	252	0%	0	3%	241
False	0%	0	97%	7,469	0%	0	97%	7,430
Number of Respondents	0		7,721		0		7,671	
Not safe to drive through swiftly moving water								
True	0%	0	97%	7,500	0%	0	97%	7,469
False	0%	0	3%	221	0%	0	3%	202
Number of Respondents	0		7,721		0		7,671	
When to seek shelter from lightning								
Distant lightning	0%	0	19%	1,433	0%	0	19%	1,465
Distant thunder	0%	0	53%	4,088	0%	0	49%	3,796
Nearby lightning	0%	0	17%	1,274	0%	0	18%	1,366
Loud thunder	0%	0	11%	818	0%	0	12%	943
Starts to rain	0%	0	1%	108	0%	0	1%	101
Number of Respondents	0		7,721		0		7,671	
Age								
Under 25 years	3%	175	2%	166	1%	35	0%	29
25 - 34 years	11%	655	12%	860	7%	419	8%	526
35 - 44 years	14%	866	14%	962	11%	653	10%	714
45 - 54 years	24%	1,473	21%	1,465	20%	1,197	20%	1,367
55 - 64 years	30%	1,806	30%	2,065	33%	1,964	31%	2,114
65 - 74 years	15%	896	16%	1,144	23%	1,371	24%	1,630
75 years and older	4%	234	4%	281	5%	328	6%	421
Number of Respondents	6,105		6,943		5,967		6,801	

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	Bachelor's degree				Graduate degree/Professional degree			
	2012		2013		2012		2013	
	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Gender								
Male	71%	4,795	67%	5,109	67%	4,547	62%	4,691
Female	29%	1,966	31%	2,388	33%	2,191	35%	2,680
Prefer not to answer	0%	0	2%	173	0%	0	3%	223
Number of Respondents		6,761		7,670		6,738		7,594
Race								
White, Caucasian	95%	6,300	87%	6,693	94%	6,266	85%	6,488
Black, African American	0%	29	0%	37	0%	23	0%	37
Hispanic, Latino, or Spanish	1%	70	1%	89	1%	54	1%	95
Pacific Islander	0%	17	0%	5	0%	12	0%	10
Asian	1%	55	1%	48	1%	56	1%	63
American Indian/Native Indian or Alaska Native	1%	41	1%	54	1%	42	1%	45
Other	2%	150	2%	176	3%	198	2%	170
Prefer not to answer	0%	0	8%	583	0%	0	9%	684
Number of Respondents		6,662		7,685		6,651		7,592
Interested in other areas~								
National Fire Weather Program	0%	0	7%	533	0%	0	6%	487
National Hurricane Center Program	0%	0	8%	624	0%	0	9%	679
National Hydrologic Services Program	0%	0	6%	460	0%	0	6%	450
National Climate Services Program	0%	0	10%	781	0%	0	12%	889
Do not wish to continue	0%	0	78%	6,042	0%	0	77%	5,914
Number of Respondents		0		7,721		0		7,671

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Region	Prefer not to answer			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Central Region	--	--	32%	392
Eastern Region	--	--	24%	292
Southern Region	--	--	20%	244
Western Region	--	--	24%	288
Alaska Region	--	--	0%	5
Pacific Region	--	--	0%	3
Number of Respondents	--		1,224	

Uses of NWS information~	2012		2013	
	Percent	Frequency	Percent	Frequency
Agriculture	--	--	19%	236
Aviation	--	--	6%	74
Amateur Radio	--	--	6%	80
Broadcast/Print Media	--	--	4%	48
Commodities Markets	--	--	1%	18
Consulting	--	--	2%	27
Education	--	--	7%	83
Health Services	--	--	3%	31
Land Management Decisions	--	--	9%	113
Marine	--	--	3%	41
NWS Data Provider	--	--	8%	102
Personal	--	--	86%	1,060
Recreation	--	--	50%	623
Research	--	--	7%	85
Weather Enthusiast	--	--	48%	591
Work-related decisions	--	--	21%	254
Other	--	--	9%	108
Number of Respondents	--		1,237	

Type of Aviation	2012		2013	
	Percent	Frequency	Percent	Frequency
Dispatcher	--	--	7%	5
Comm Aircraft	--	--	20%	15
Private Aircraft	--	--	69%	51
Air Traffic Controller	--	--	4%	3
Number of Respondents	--		74	

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	Prefer not to answer			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Information sources~				
NWS Web	--	--	89%	1,105
Non-NWS Web	--	--	31%	389
Mobile devices	--	--	44%	543
Social Media	--	--	12%	152
Email	--	--	9%	111
Landline Telephone	--	--	5%	57
Cell Phone	--	--	16%	197
Local or cable TV	--	--	51%	635
Commercial Radio	--	--	22%	277
Satellite radio	--	--	4%	54
Satellite TV	--	--	12%	144
Newspaper	--	--	14%	171
NOAA Weather Radio/All Hazards	--	--	42%	517
NOAA Weather Wire	--	--	4%	49
Family of Services (FOS)	--	--	2%	22
Emerg Mgrs Weather Info Net	--	--	3%	36
NOAAPort	--	--	3%	36
World Area Forecast System	--	--	1%	13
DUATS	--	--	2%	26
Flight Services	--	--	3%	35
U.S. Coast Guard Broadcasts	--	--	2%	19
NAVTEX receiver	--	--	0%	3
Immarsat-C SafetyNET	--	--	0%	4
Radiofacsimile	--	--	0%	3
Other	--	--	5%	66
Number of Respondents		--		1,237
NOAANWS products used most often~				
Forecasts, outlooks, watches, warnings, alerts	--	--	95%	1,169
Weather observations	--	--	71%	875
Climate observations	--	--	31%	388
Satellite data	--	--	46%	575
Radar data	--	--	78%	967
Computer weather model output	--	--	37%	458
Weather outreach/educational materials	--	--	9%	110
Other products	--	--	5%	64
Number of Respondents		--		1,237

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	Prefer not to answer			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Products familiar with~				
Tornado Warnings	--	--	75%	923
Severe Thunderstorm Warnings	--	--	93%	1,147
Severe Thunderstorm Watches	--	--	92%	1,133
Flash Flood Warnings	--	--	78%	969
Tsunami Warnings	--	--	22%	278
Hurricane Warnings	--	--	48%	594
Winter Storm Warnings	--	--	87%	1,074
River Flood Warnings	--	--	57%	710
Excessive Heat Warnings	--	--	74%	918
Extreme Cold Warnings	--	--	64%	795
High Surf Warnings	--	--	25%	310
Coastal Flood Warnings	--	--	33%	403
Climate Hazards	--	--	42%	522
Don't know	--	--	2%	28
Number of Respondents	--		1,237	
Likelihood of taking protective action if tornado warning issued				
Very Unlikely	--	--	3%	37
Somewhat Unlikely	--	--	3%	40
Somewhat Likely	--	--	17%	214
Very Likely	--	--	73%	904
Don't Know	--	--	3%	42
Number of Respondents	--		1,237	
Reason for not taking action				
Do not believe I would be directly impacted by the tornado	--	--	19%	15
Need to first see or hear tornado	--	--	10%	8
Have never seen tornado damage in my area	--	--	21%	16
Do not take tornado warnings seriously	--	--	5%	4
Other	--	--	44%	34
Number of Respondents	--		77	
Proximity of tornado before considering warning accurate				
1 mile or less	--	--	8%	97
5 miles or less	--	--	31%	389
10 miles or less	--	--	33%	405
25 miles or less	--	--	23%	283
Other	--	--	5%	63
Number of Respondents	--		1,237	
Number of tornado warnings issued				
Too many tornado warnings	--	--	7%	90
Too few tornado warnings	--	--	6%	70
Just about right	--	--	59%	730
Don't know	--	--	28%	347
Number of Respondents	--		1,237	

National Weather Service - Overall
2013
School completed
Demographics

	Prefer not to answer			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Impact of tornado not occurring when warning issued				
Same actions as did previously	--	--	74%	910
Less likely to take same action	--	--	14%	176
Don't know	--	--	12%	151
Number of Respondents	--		1,237	
Heard the term Weather-Ready Nation				
Heard Weather-Ready Nation	--	--	20%	246
Have not heard Weather-Ready Nation	--	--	80%	991
Number of Respondents	--		1,237	
Have a hazardous weather safety plan				
Have a plan	--	--	73%	900
Do not have a plan	--	--	20%	247
Don't know	--	--	7%	90
Number of Respondents	--		1,237	
Reason plan created~				
Friends and family	--	--	51%	463
General desire to be prepared	--	--	91%	815
An extreme weather event	--	--	49%	445
Be a Force of Nature campaign	--	--	1%	12
Weather-Ready Nation initiative	--	--	5%	44
Other	--	--	13%	119
Number of Respondents	--		900	
Main reason you do not have a plan				
Takes too much time	--	--	5%	13
Too expensive	--	--	4%	10
Not sure what to include	--	--	34%	84
Don't think it's necessary	--	--	32%	80
Other	--	--	24%	60
Number of Respondents	--		247	
Plan includes hazardous weather emergency preparedness kit				
Includes kit	--	--	48%	598
Does not include kit	--	--	43%	534
Don't know	--	--	8%	105
Number of Respondents	--		1,237	

National Weather Service - Overall
2013
School completed
Demographics

	Prefer not to answer			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Reason kit created~				
Friends and family	--	--	52%	310
General desire to be prepared	--	--	90%	538
An extreme weather event	--	--	51%	304
Be a Force of Nature campaign	--	--	2%	11
Weather-Ready Nation initiative	--	--	3%	20
Other	--	--	12%	74
Number of Respondents	--		598	
Main reason you do not have a kit				
Takes too much time	--	--	2%	13
Too expensive	--	--	8%	42
Not sure what to include	--	--	37%	198
Don't think it's necessary	--	--	30%	158
Other	--	--	23%	123
Number of Respondents	--		534	
NWS staff on-site at incident				
NWS staff on-site	--	--	5%	19
No staff on-site	--	--	53%	202
DK/NA	--	--	42%	162
Number of Respondents	--		383	
Require specific products and have automated methods				
Require specific products with automation	--	--	8%	105
Do not require specific products with automation	--	--	92%	1,132
Number of Respondents	--		1,237	
Received WEA message on cell phone				
Received message	--	--	22%	270
Did not receive message	--	--	73%	902
Don't know	--	--	5%	65
Number of Respondents	--		1,237	
WEA message was first notification received				
First notification	--	--	56%	150
Not first notification	--	--	33%	88
Don't know	--	--	12%	32
Number of Respondents	--		270	
Understood WEA message				
Fully understood	--	--	80%	216
Somewhat understood	--	--	18%	49
Did not understand	--	--	2%	5
Number of Respondents	--		270	

National Weather Service - Overall
2013
School completed
Demographics

	Prefer not to answer			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Beneficial enhancements to WEA message~				
More text containing details of warning	--	--	45%	122
Accompanying graphic showing warning area	--	--	60%	163
Accompanying graphic showing current location	--	--	57%	155
Color representing urgency of warning	--	--	41%	112
Color representing type of warning	--	--	30%	80
Sound representing urgency of warning	--	--	43%	117
Sound representing type of warning	--	--	35%	95
Number of Respondents	--		270	
Facebook and Twitter during weather events~				
Do not use Facebook and Twitter for weather events	--	--	75%	922
Read what others are posting or tweeting	--	--	21%	256
Comment on what others are posting or tweeting	--	--	13%	156
Write own posts or tweets	--	--	14%	177
Number of Respondents	--		1,237	
Amount of social media content available				
Too little	--	--	26%	81
Just about right	--	--	43%	137
Too much	--	--	2%	5
Don't know	--	--	29%	92
Number of Respondents	--		315	
Promoted awareness campaigns~				
Heat Safety	--	--	28%	108
Flood Safety	--	--	24%	92
Lightning Safety	--	--	28%	108
Severe Weather Safety	--	--	35%	134
Rip Currents Safety	--	--	5%	20
Hurricane Safety	--	--	11%	44
Tsunami Safety	--	--	5%	19
Winter Weather Safety	--	--	31%	117
Wildfire Safety	--	--	26%	99
None of the above	--	--	46%	177
Number of Respondents	--		383	
Websites visited for weather safety~				
National Weather Service	--	--	93%	1,151
FEMA	--	--	14%	169
American Red Cross	--	--	10%	119
Centers for Disease Control and Prevention	--	--	6%	75
Commercial weather vendor	--	--	56%	688
Other	--	--	14%	169
Number of Respondents	--		1,237	

National Weather Service - Overall
2013
School completed
Demographics

	Prefer not to answer			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Safe to drive through water when no Road Closed sign or police barricade				
True	--	--	3%	39
False	--	--	97%	1,198
Number of Respondents	--		1,237	
Not safe to drive when water is too deep to see road surface				
True	--	--	94%	1,157
False	--	--	6%	80
Number of Respondents	--		1,237	
Safe to drive through water slowly				
True	--	--	8%	97
False	--	--	92%	1,140
Number of Respondents	--		1,237	
Safe to drive through water in a large and heavy vehicle				
True	--	--	6%	70
False	--	--	94%	1,167
Number of Respondents	--		1,237	
Not safe to drive through swiftly moving water				
True	--	--	95%	1,179
False	--	--	5%	58
Number of Respondents	--		1,237	
When to seek shelter from lightning				
Distant lightning	--	--	18%	224
Distant thunder	--	--	51%	636
Nearby lightning	--	--	18%	220
Loud thunder	--	--	10%	128
Starts to rain	--	--	2%	29
Number of Respondents	--		1,237	
Age				
Under 25 years	--	--	5%	18
25 - 34 years	--	--	6%	24
35 - 44 years	--	--	15%	58
45 - 54 years	--	--	20%	75
55 - 64 years	--	--	35%	131
65 - 74 years	--	--	15%	57
75 years and older	--	--	4%	16
Number of Respondents	--		379	

National Weather Service - Overall
2013
School completed
Demographics

	Prefer not to answer			
	2012		2013	
	Percent	Frequency	Percent	Frequency
Gender				
Male	--	--	37%	455
Female	--	--	15%	185
Prefer not to answer	--	--	48%	583
Number of Respondents	--		1,223	
Race				
White, Caucasian	--	--	24%	300
Black, African American	--	--	0%	3
Hispanic, Latino, or Spanish	--	--	1%	9
Pacific Islander	--	--	0%	1
Asian	--	--	0%	6
American Indian/Native Indian or Alaska Native	--	--	0%	4
Other	--	--	3%	37
Prefer not to answer	--	--	71%	871
Number of Respondents	--		1,231	
Interested in other areas~				
National Fire Weather Program	--	--	6%	69
National Hurricane Center Program	--	--	5%	65
National Hydrologic Services Program	--	--	4%	45
National Climate Services Program	--	--	7%	87
Do not wish to continue	--	--	86%	1,058
Number of Respondents	--		1,237	

National Weather Service - Overall
2013
Websites visited for weather safety~
Score Table

	National Weather Service	FEMA	American Red Cross
	2013	2013	2013
Sample Size	27,011	4,162	2,414
Hazardous Services	88	89	89
Tornado Warnings	87	87	87
Severe Thunderstorm Warnings	88	89	89
Severe Thunderstorm Watch	89	90	90
Winter Storm Warnings	89	90	89
Hurricane Warnings	91	91	91
Flash Flood Warnings	88	89	89
River Flood Warnings	89	90	89
High Surf Warnings	90	91	91
Tsunami Warnings	86	87	86
Extreme Cold Warnings	91	92	92
Excessive Heat Warnings	92	93	92
Coastal Flood Warnings	89	89	89
Climate Hazards	86	87	87
Tornado Warnings	87	88	88
Ease of Understanding	94	94	94
Timeliness	86	87	86
Accuracy	78	80	80
Severe Thunderstorm Warnings	89	90	90
Ease of Understanding	94	94	94
Timeliness	89	90	89
Accuracy	81	83	83
Severe Thunderstorm Watch	89	90	90
Ease of Understanding	93	94	94
Timeliness	91	91	91
Accuracy	81	83	83
Flash Flood Warnings	88	89	89
Ease of Understanding	92	93	93
Timeliness	89	89	89
Accuracy	81	84	84
Tsunami Warnings	87	88	87
Ease of Understanding	91	91	90
Timeliness	87	87	86
Accuracy	77	79	79

National Weather Service - Overall
2013
Websites visited for weather safety~
Score Table

	National Weather Service	FEMA	American Red Cross
	2013	2013	2013
Sample Size	27,011	4,162	2,414
Hurricane Warnings	91	92	92
Ease of Understanding	93	94	94
Timeliness	93	93	93
Accuracy	84	85	86
Winter Storm Warnings	89	90	90
Ease of Understanding	93	94	93
Timeliness	92	92	92
Accuracy	79	82	82
River Flood Warnings	89	90	90
Ease of Understanding	92	92	92
Timeliness	90	90	90
Accuracy	85	86	86
Excessive Heat Warnings	92	93	92
Ease of Understanding	94	94	94
Timeliness	93	93	93
Accuracy	90	91	90
Extreme Cold Warnings	92	92	92
Ease of Understanding	94	94	93
Timeliness	93	93	93
Accuracy	87	89	89
High Surf Warnings	91	91	91
Ease of Understanding	92	92	92
Timeliness	92	92	91
Accuracy	87	89	88
Coastal Flood Warnings	89	90	89
Ease of Understanding	91	92	91
Timeliness	90	91	90
Accuracy	84	86	85
Climate Hazards	86	88	87
Ease of Understanding	88	89	89
Timeliness	88	89	89
Accuracy	82	84	84

National Weather Service - Overall
2013
Websites visited for weather safety~
Score Table

	National Weather Service	FEMA	American Red Cross
	2013	2013	2013
Sample Size	27,011	4,162	2,414
Weather-Sensitive Decision Making	87	89	89
Rely on NWS in making weather-sensitive decisions	87	89	89
User Support Services	89	90	90
Accessibility	87	88	88
Responsiveness	86	87	88
Subject-Matter Knowledge	92	94	94
Professionalism	93	94	94
Assisting in interpretation of weather-related information	89	91	91
Saving your organization money	77	81	82
Resolving a complaint	75	81	82
Dissemination Services - Website	85	86	86
Ease of locating information	83	84	83
Ease of understanding info	85	86	85
Information is up-to-date	87	89	88
Satellite Imagery display	84	86	85
Doppler Radar display	84	86	85
Dissemination Services - Automated	79	82	83
Ease locating data on servers	82	83	85
Ease of req add data to server	77	80	83
Ease of providing input	74	78	81
Ease of auto method	81	84	85
Usefulness of WEA Message	80	84	84
Usefulness of WEA message	80	84	84
Usefulness of NWS Presence	69	75	74
Usefulness of NWS presence on Facebook	77	82	81
Usefulness of NWS presence on Twitter	66	76	75
Usefulness of NWS presence on YouTube	46	56	57
Usefulness of NWS Graphical Summary	83	86	85
Usefulness of NWS graphical weather summaries on social media	83	86	85

National Weather Service - Overall
2013
Websites visited for weather safety~
Score Table

	National Weather Service	FEMA	American Red Cross
	2013	2013	2013
Sample Size	27,011	4,162	2,414
Effectiveness of Safety Campaigns	76	79	79
Effectiveness of Turn Around Don't Drown	80	83	84
Effectiveness of When Thunder Roars, Go Indoors!	70	75	76
Effectiveness of RIP CURRENTS - Break the Grip of the Rip!	74	77	76
Customer Satisfaction Index	82	84	84
Overall Satisfaction	88	90	89
Meets expectations	76	78	78
Compared to ideal	80	82	82
Likelihood Take Action	91	93	93
Likelihood take action on info	91	93	93
Likelihood to Use in Future	97	97	97
Likelihood use NWS in future	97	97	97
Likelihood to Recommend	93	95	94
Likelihood to recommend	93	95	94
Anticipated Use Over Next Year	93	93	93
Desktop-laptop computer	93	93	93
Mobile Device	59	68	66
Social Media	24	34	36
Direct Interaction w NWS Staff	11	20	20
NOAA Weather Radio All-Hazards	45	54	54
File transfer services	18	26	26
Level of Severity	23	24	26
Marginal	23	24	26
Slight	16	18	19
Critical	92	93	92
Enhanced	49	52	53
Elevated	55	56	57
Moderate	46	48	48
High	80	81	81

National Weather Service - Overall
2013
Websites visited for weather safety~
Score Table

	Centers for Disease Control and Prevention	Commercial weather vendor	Other
	2013	2013	2013
Sample Size	1,441	16,328	3,077
Hazardous Services	89	88	87
Tornado Warnings	87	86	86
Severe Thunderstorm Warnings	89	88	87
Severe Thunderstorm Watch	90	88	87
Winter Storm Warnings	90	88	88
Hurricane Warnings	90	90	90
Flash Flood Warnings	88	87	87
River Flood Warnings	90	88	88
High Surf Warnings	90	90	89
Tsunami Warnings	87	86	85
Extreme Cold Warnings	92	91	91
Excessive Heat Warnings	92	92	92
Coastal Flood Warnings	89	88	87
Climate Hazards	88	85	85
Tornado Warnings	88	87	86
Ease of Understanding	93	93	93
Timeliness	86	85	85
Accuracy	81	77	77
Severe Thunderstorm Warnings	90	89	88
Ease of Understanding	94	93	93
Timeliness	89	89	88
Accuracy	83	80	80
Severe Thunderstorm Watch	90	89	88
Ease of Understanding	94	93	92
Timeliness	91	90	89
Accuracy	83	80	79
Flash Flood Warnings	89	88	87
Ease of Understanding	92	92	92
Timeliness	89	88	87
Accuracy	83	81	80
Tsunami Warnings	88	87	85
Ease of Understanding	91	91	90
Timeliness	87	86	83
Accuracy	80	76	75

National Weather Service - Overall
2013
Websites visited for weather safety~
Score Table

	Centers for Disease Control and Prevention	Commercial weather vendor	Other
	2013	2013	2013
Sample Size	1,441	16,328	3,077
Hurricane Warnings	91	91	90
Ease of Understanding	94	93	93
Timeliness	92	93	92
Accuracy	85	83	83
Winter Storm Warnings	90	89	89
Ease of Understanding	93	93	92
Timeliness	92	91	91
Accuracy	82	78	78
River Flood Warnings	90	89	88
Ease of Understanding	92	91	91
Timeliness	90	90	89
Accuracy	86	85	83
Excessive Heat Warnings	92	92	92
Ease of Understanding	94	94	93
Timeliness	93	93	93
Accuracy	90	89	89
Extreme Cold Warnings	92	91	91
Ease of Understanding	94	93	93
Timeliness	92	92	92
Accuracy	88	87	86
High Surf Warnings	91	90	89
Ease of Understanding	92	92	91
Timeliness	91	91	91
Accuracy	88	87	85
Coastal Flood Warnings	90	89	88
Ease of Understanding	92	91	90
Timeliness	90	90	89
Accuracy	86	84	83
Climate Hazards	88	86	85
Ease of Understanding	90	88	88
Timeliness	89	88	88
Accuracy	84	81	81

National Weather Service - Overall
2013
Websites visited for weather safety~
Score Table

	Centers for Disease Control and Prevention	Commercial weather vendor	Other
	2013	2013	2013
Sample Size	1,441	16,328	3,077
Weather-Sensitive Decision Making	89	86	85
Rely on NWS in making weather-sensitive decisions	89	86	85
User Support Services	90	88	87
Accessibility	87	86	86
Responsiveness	87	85	84
Subject-Matter Knowledge	94	92	91
Professionalism	93	93	92
Assisting in interpretation of weather-related information	90	88	87
Saving your organization money	80	76	73
Resolving a complaint	77	74	64
Dissemination Services - Website	87	84	83
Ease of locating information	84	82	80
Ease of understanding info	87	84	83
Information is up-to-date	89	86	85
Satellite Imagery display	87	83	82
Doppler Radar display	87	83	81
Dissemination Services - Automated	83	78	74
Ease locating data on servers	85	81	78
Ease of req add data to server	81	76	68
Ease of providing input	79	73	63
Ease of auto method	86	80	77
Usefulness of WEA Message	82	80	78
Usefulness of WEA message	82	80	78
Usefulness of NWS Presence	75	70	70
Usefulness of NWS presence on Facebook	78	78	77
Usefulness of NWS presence on Twitter	76	67	66
Usefulness of NWS presence on YouTube	61	45	44
Usefulness of NWS Graphical Summary	86	83	82
Usefulness of NWS graphical weather summaries on social media	86	83	82

National Weather Service - Overall
2013
Websites visited for weather safety~
Score Table

	Centers for Disease Control and Prevention	Commercial weather vendor	Other
	2013	2013	2013
Sample Size	1,441	16,328	3,077
Effectiveness of Safety Campaigns	79	76	73
Effectiveness of Turn Around Don't Drown	82	81	78
Effectiveness of When Thunder Roars, Go Indoors!	74	70	67
Effectiveness of RIP CURRENTS - Break the Grip of the Rip!	78	74	72
Customer Satisfaction Index	84	81	79
Overall Satisfaction	89	87	85
Meets expectations	78	75	73
Compared to ideal	82	79	77
Likelihood Take Action	93	90	89
Likelihood take action on info	93	90	89
Likelihood to Use in Future	97	96	95
Likelihood use NWS in future	97	96	95
Likelihood to Recommend	95	92	90
Likelihood to recommend	95	92	90
Anticipated Use Over Next Year	93	93	92
Desktop-laptop computer	93	93	92
Mobile Device	64	62	58
Social Media	29	26	25
Direct Interaction w NWS Staff	18	11	11
NOAA Weather Radio All-Hazards	52	46	44
File transfer services	28	19	19
Level of Severity	24	23	21
Marginal	24	23	21
Slight	18	16	15
Critical	93	92	92
Enhanced	51	50	49
Elevated	56	55	54
Moderate	48	46	46
High	81	80	80

National Weather Service - Overall
2013
Websites visited for weather safety-
Demographics

	2013					
	National Weather Service		FEMA		American Red Cross	
	Percent	Frequency	Percent	Frequency	Percent	Frequency
Region						
Central Region	33%	8,913	28%	1,152	30%	731
Eastern Region	23%	6,221	28%	1,169	25%	613
Southern Region	21%	5,595	23%	939	22%	532
Western Region	22%	6,001	21%	858	21%	511
Alaska Region	0%	95	0%	11	0%	8
Pacific Region	0%	83	0%	15	0%	12
Number of Respondents		26,908		4,144		2,407
Type of Aviation						
Dispatcher	4%	51	7%	17	10%	12
Comm Aircraft	19%	259	19%	47	21%	24
Private Aircraft	74%	1,011	71%	175	64%	75
Air Traffic Controller	3%	47	3%	8	5%	6
Number of Respondents		1,368		247		117
Likelihood of taking protective action if tornado warning issued						
Very Unlikely	2%	582	2%	82	2%	53
Somewhat Unlikely	3%	714	2%	86	2%	46
Somewhat Likely	14%	3,688	11%	460	11%	260
Very Likely	80%	21,662	84%	3,490	84%	2,031
Don't Know	1%	365	1%	44	1%	24
Number of Respondents		27,011		4,162		2,414
Reason for not taking action						
Do not believe I would be directly impacted by the tornado	21%	272	26%	44	26%	26
Need to first see or hear tornado	14%	176	10%	17	11%	11
Have never seen tornado damage in my area	30%	383	26%	43	24%	24
Do not take tornado warnings seriously	4%	53	5%	8	4%	4
Other	32%	412	33%	56	34%	34
Number of Respondents		1,296		168		99
Proximity of tornado before considering warning accurate						
1 mile or less	5%	1,367	5%	204	6%	133
5 miles or less	35%	9,427	34%	1,398	31%	751
10 miles or less	37%	9,989	36%	1,516	37%	892
25 miles or less	20%	5,416	22%	908	23%	560
Other	3%	812	3%	136	3%	78
Number of Respondents		27,011		4,162		2,414
Number of tornado warnings issued						
Too many tornado warnings	6%	1,613	6%	232	6%	136
Too few tornado warnings	3%	836	5%	191	5%	128
Just about right	70%	18,908	72%	3,015	71%	1,724
Don't know	21%	5,654	17%	724	18%	426
Number of Respondents		27,011		4,162		2,414

National Weather Service - Overall
2013
Websites visited for weather safety-
Demographics

	2013					
	National Weather Service		FEMA		American Red Cross	
	Percent	Frequency	Percent	Frequency	Percent	Frequency
Impact of tornado not occurring when warning issued						
Same actions as did previously	82%	22,028	86%	3,561	84%	2,022
Less likely to take same action	10%	2,629	8%	333	9%	220
Don't know	9%	2,354	6%	268	7%	172
Number of Respondents	27,011		4,162		2,414	
Heard the term Weather-Ready Nation						
Heard Weather-Ready Nation	18%	4,784	31%	1,280	29%	693
Have not heard Weather-Ready Nation	82%	22,227	69%	2,882	71%	1,721
Number of Respondents	27,011		4,162		2,414	
Have a hazardous weather safety plan						
Have a plan	74%	20,025	81%	3,378	81%	1,965
Do not have a plan	23%	6,179	16%	683	16%	385
Don't know	3%	807	2%	101	3%	64
Number of Respondents	27,011		4,162		2,414	
Main reason you do not have a plan						
Takes too much time	3%	212	5%	34	6%	25
Too expensive	3%	186	4%	26	4%	15
Not sure what to include	40%	2,485	43%	293	42%	162
Don't think it's necessary	33%	2,068	24%	163	24%	91
Other	20%	1,228	24%	167	24%	92
Number of Respondents	6,179		683		385	
Plan includes hazardous weather emergency preparedness kit						
Includes kit	47%	12,731	62%	2,595	62%	1,494
Does not include kit	50%	13,437	35%	1,453	36%	860
Don't know	3%	843	3%	114	2%	60
Number of Respondents	27,011		4,162		2,414	
Main reason you do not have a kit						
Takes too much time	3%	458	5%	75	4%	36
Too expensive	6%	856	9%	136	11%	96
Not sure what to include	38%	5,094	37%	541	42%	358
Don't think it's necessary	31%	4,176	23%	327	21%	184
Other	21%	2,853	26%	374	22%	186
Number of Respondents	13,437		1,453		860	
NWS staff on-site at incident						
NWS staff on-site	8%	722	14%	263	12%	125
No staff on-site	59%	5,350	55%	1,054	54%	578
DK/NA	33%	2,959	31%	599	35%	371
Number of Respondents	9,031		1,916		1,074	
Require specific products and have automated methods						
Require specific products with automation	8%	2,097	13%	543	13%	302
Do not require specific products with automation	92%	24,914	87%	3,619	87%	2,112
Number of Respondents	27,011		4,162		2,414	

National Weather Service - Overall
2013
Websites visited for weather safety-
Demographics

	2013					
	National Weather Service		FEMA		American Red Cross	
	Percent	Frequency	Percent	Frequency	Percent	Frequency
Received WEA message on cell phone						
Received message	25%	6,754	32%	1,332	30%	730
Did not receive message	71%	19,049	63%	2,631	65%	1,572
Don't know	4%	1,208	5%	199	5%	112
Number of Respondents	27,011		4,162		2,414	
WEA message was first notification received						
First notification	63%	4,262	61%	807	62%	452
Not first notification	28%	1,911	31%	418	32%	235
Don't know	9%	581	8%	107	6%	43
Number of Respondents	6,754		1,332		730	
Understood WEA message						
Fully understood	85%	5,768	86%	1,148	84%	616
Somewhat understood	14%	932	13%	178	15%	109
Did not understand	1%	54	0%	6	1%	5
Number of Respondents	6,754		1,332		730	
Amount of social media content available						
Too little	22%	1,745	23%	390	23%	243
Just about right	47%	3,777	53%	908	51%	532
Too much	1%	99	2%	29	2%	18
Don't know	31%	2,473	23%	395	23%	243
Number of Respondents	8,094		1,722		1,036	
Safe to drive through water when no Road Closed sign or police barricade						
True	2%	498	2%	68	2%	48
False	98%	26,513	98%	4,094	98%	2,366
Number of Respondents	27,011		4,162		2,414	
Not safe to drive when water is too deep to see road surface						
True	96%	25,912	96%	4,004	96%	2,321
False	4%	1,099	4%	158	4%	93
Number of Respondents	27,011		4,162		2,414	
Safe to drive through water slowly						
True	4%	1,132	3%	132	4%	102
False	96%	25,879	97%	4,030	96%	2,312
Number of Respondents	27,011		4,162		2,414	
Safe to drive through water in a large and heavy vehicle						
True	3%	889	3%	106	3%	76
False	97%	26,122	97%	4,056	97%	2,338
Number of Respondents	27,011		4,162		2,414	
Not safe to drive through swiftly moving water						
True	97%	26,186	97%	4,032	97%	2,332
False	3%	825	3%	130	3%	82
Number of Respondents	27,011		4,162		2,414	

National Weather Service - Overall
2013
Websites visited for weather safety~
Demographics

	2013					
	National Weather Service		FEMA		American Red Cross	
	Percent	Frequency	Percent	Frequency	Percent	Frequency
When to seek shelter from lightning						
Distant lightning	19%	5,080	18%	752	18%	442
Distant thunder	53%	14,343	58%	2,419	57%	1,388
Nearby lightning	16%	4,374	13%	526	13%	321
Loud thunder	10%	2,797	9%	393	9%	225
Starts to rain	2%	417	2%	72	2%	38
Number of Respondents	27,011		4,162		2,414	
Age						
Under 25 years	3%	613	3%	117	4%	77
25 - 34 years	9%	2,107	12%	428	13%	266
35 - 44 years	12%	2,813	14%	510	14%	293
45 - 54 years	22%	5,206	24%	880	25%	518
55 - 64 years	31%	7,335	30%	1,085	31%	643
65 - 74 years	18%	4,334	14%	507	12%	252
75 years and older	5%	1,065	3%	95	2%	45
Number of Respondents	23,473		3,622		2,094	
Gender						
Male	66%	17,568	65%	2,687	60%	1,424
Female	30%	8,053	31%	1,289	36%	852
Prefer not to answer	4%	1,054	3%	137	5%	108
Number of Respondents	26,675		4,113		2,384	
Race						
White, Caucasian	85%	22,733	86%	3,538	85%	2,024
Black, African American	0%	115	1%	28	1%	20
Hispanic, Latino, or Spanish	1%	328	2%	62	1%	35
Pacific Islander	0%	28	0%	7	0%	6
Asian	1%	138	1%	35	0%	10
American Indian/Native Indian or Alaska Native	1%	213	1%	28	1%	19
Other	2%	606	2%	93	2%	50
Prefer not to answer	9%	2,518	8%	319	9%	215
Number of Respondents	26,679		4,110		2,379	
School completed						
12th grade or less (no diploma)	2%	449	2%	69	2%	49
High school diploma or GED	7%	1,927	5%	214	7%	171
Some college, no degree	19%	5,020	18%	751	19%	459
Associate or technical degree	12%	3,323	14%	576	13%	317
Bachelor's degree	28%	7,456	30%	1,232	29%	687
Graduate degree/Professional degree	28%	7,448	27%	1,128	25%	588
Prefer not to answer	4%	1,151	4%	169	5%	119
Number of Respondents	26,774		4,139		2,390	

National Weather Service - Overall
2013
Websites visited for weather safety~
Demographics

	2013					
	Centers for Disease Control		Commercial weather vendor		Other	
	Percent	Frequency	Percent	Frequency	Percent	Frequency
Region						
Central Region	28%	407	33%	5,390	29%	900
Eastern Region	25%	359	24%	3,905	21%	653
Southern Region	22%	312	22%	3,588	25%	757
Western Region	24%	343	20%	3,306	24%	724
Alaska Region	0%	6	0%	42	0%	14
Pacific Region	0%	4	0%	39	1%	18
Number of Respondents		1,431		16,270		3,066
Type of Aviation						
Dispatcher	7%	6	4%	31	4%	7
Comm Aircraft	17%	14	21%	182	21%	34
Private Aircraft	72%	58	72%	635	73%	118
Air Traffic Controller	4%	3	4%	33	2%	3
Number of Respondents		81		881		162
Likelihood of taking protective action if tornado warning issued						
Very Unlikely	2%	31	2%	321	3%	91
Somewhat Unlikely	2%	28	3%	421	3%	89
Somewhat Likely	10%	151	14%	2,264	14%	425
Very Likely	84%	1,217	80%	13,127	79%	2,427
Don't Know	1%	14	1%	195	1%	45
Number of Respondents		1,441		16,328		3,077
Reason for not taking action						
Do not believe I would be directly impacted by the tornado	24%	14	19%	143	13%	24
Need to first see or hear tornado	10%	6	14%	106	7%	12
Have never seen tornado damage in my area	20%	12	31%	227	21%	38
Do not take tornado warnings seriously	7%	4	5%	35	8%	14
Other	39%	23	31%	231	51%	92
Number of Respondents		59		742		180
Proximity of tornado before considering warning accurate						
1 mile or less	5%	75	5%	802	6%	176
5 miles or less	32%	464	36%	5,866	33%	1,024
10 miles or less	34%	496	37%	6,063	33%	1,028
25 miles or less	25%	356	19%	3,158	21%	637
Other	3%	50	3%	439	7%	212
Number of Respondents		1,441		16,328		3,077
Number of tornado warnings issued						
Too many tornado warnings	5%	67	6%	1,052	7%	203
Too few tornado warnings	5%	74	3%	523	4%	114
Just about right	72%	1,037	70%	11,452	67%	2,069
Don't know	18%	263	20%	3,301	22%	691
Number of Respondents		1,441		16,328		3,077

National Weather Service - Overall
2013
Websites visited for weather safety-
Demographics

	2013					
	Centers for Disease Control		Commercial weather vendor		Other	
	Percent	Frequency	Percent	Frequency	Percent	Frequency
Impact of tornado not occurring when warning issued						
Same actions as did previously	84%	1,205	82%	13,323	81%	2,492
Less likely to take same action	10%	138	10%	1,677	10%	313
Don't know	7%	98	8%	1,328	9%	272
Number of Respondents	1,441		16,328		3,077	
Heard the term Weather-Ready Nation						
Heard Weather-Ready Nation	25%	356	17%	2,710	17%	509
Have not heard Weather-Ready Nation	75%	1,085	83%	13,618	83%	2,568
Number of Respondents	1,441		16,328		3,077	
Have a hazardous weather safety plan						
Have a plan	81%	1,168	75%	12,189	77%	2,361
Do not have a plan	16%	237	22%	3,658	20%	615
Don't know	2%	36	3%	481	3%	101
Number of Respondents	1,441		16,328		3,077	
Main reason you do not have a plan						
Takes too much time	5%	13	3%	120	3%	18
Too expensive	6%	14	3%	116	5%	29
Not sure what to include	43%	101	42%	1,552	34%	212
Don't think it's necessary	23%	54	32%	1,164	26%	160
Other	23%	55	19%	706	32%	196
Number of Respondents	237		3,658		615	
Plan includes hazardous weather emergency preparedness kit						
Includes kit	66%	954	47%	7,715	51%	1,562
Does not include kit	31%	447	50%	8,111	46%	1,413
Don't know	3%	40	3%	502	3%	102
Number of Respondents	1,441		16,328		3,077	
Main reason you do not have a kit						
Takes too much time	4%	16	4%	284	2%	35
Too expensive	12%	54	7%	533	6%	82
Not sure what to include	36%	163	39%	3,156	31%	439
Don't think it's necessary	24%	106	30%	2,463	26%	369
Other	24%	108	21%	1,675	35%	488
Number of Respondents	447		8,111		1,413	
NWS staff on-site at incident						
NWS staff on-site	12%	87	8%	415	9%	94
No staff on-site	56%	406	59%	3,144	54%	569
DK/NA	32%	229	33%	1,761	37%	388
Number of Respondents	722		5,320		1,051	
Require specific products and have automated methods						
Require specific products with automation	13%	193	8%	1,278	8%	245
Do not require specific products with automation	87%	1,248	92%	15,050	92%	2,832
Number of Respondents	1,441		16,328		3,077	

National Weather Service - Overall
2013
Websites visited for weather safety~
Demographics

	2013					
	Centers for Disease Control		Commercial weather vendor		Other	
	Percent	Frequency	Percent	Frequency	Percent	Frequency
Received WEA message on cell phone						
Received message	28%	410	26%	4,164	25%	756
Did not receive message	66%	954	70%	11,392	70%	2,154
Don't know	5%	77	5%	772	5%	167
Number of Respondents		1,441		16,328		3,077
WEA message was first notification received						
First notification	62%	254	62%	2,562	56%	424
Not first notification	31%	129	30%	1,239	34%	260
Don't know	7%	27	9%	363	10%	72
Number of Respondents		410		4,164		756
Understood WEA message						
Fully understood	85%	350	85%	3,553	83%	624
Somewhat understood	14%	58	14%	577	16%	124
Did not understand	0%	2	1%	34	1%	8
Number of Respondents		410		4,164		756
Amount of social media content available						
Too little	20%	108	23%	1,213	25%	247
Just about right	51%	267	46%	2,437	42%	424
Too much	2%	12	1%	67	1%	12
Don't know	27%	141	29%	1,549	32%	323
Number of Respondents		528		5,266		1,006
Safe to drive through water when no Road Closed sign or police barricade						
True	3%	38	2%	297	2%	59
False	97%	1,403	98%	16,031	98%	3,018
Number of Respondents		1,441		16,328		3,077
Not safe to drive when water is too deep to see road surface						
True	95%	1,376	96%	15,716	95%	2,911
False	5%	65	4%	612	5%	166
Number of Respondents		1,441		16,328		3,077
Safe to drive through water slowly						
True	5%	72	4%	702	5%	143
False	95%	1,369	96%	15,626	95%	2,934
Number of Respondents		1,441		16,328		3,077
Safe to drive through water in a large and heavy vehicle						
True	4%	57	3%	534	4%	123
False	96%	1,384	97%	15,794	96%	2,954
Number of Respondents		1,441		16,328		3,077
Not safe to drive through swiftly moving water						
True	96%	1,382	97%	15,859	96%	2,960
False	4%	59	3%	469	4%	117
Number of Respondents		1,441		16,328		3,077

National Weather Service - Overall
2013
Websites visited for weather safety~
Demographics

	2013					
	Centers for Disease Control		Commercial weather vendor		Other	
	Percent	Frequency	Percent	Frequency	Percent	Frequency
When to seek shelter from lightning						
Distant lightning	18%	261	19%	3,102	18%	564
Distant thunder	55%	798	54%	8,819	54%	1,649
Nearby lightning	14%	196	15%	2,511	15%	463
Loud thunder	11%	161	10%	1,642	11%	348
Starts to rain	2%	25	2%	254	2%	53
Number of Respondents		1,441		16,328		3,077
Age						
Under 25 years	2%	30	2%	342	2%	65
25 - 34 years	11%	134	8%	1,200	9%	235
35 - 44 years	13%	156	12%	1,697	13%	349
45 - 54 years	25%	307	22%	3,190	24%	634
55 - 64 years	32%	398	32%	4,483	32%	867
65 - 74 years	15%	181	19%	2,661	16%	440
75 years and older	3%	37	4%	616	4%	94
Number of Respondents		1,243		14,189		2,684
Gender						
Male	55%	781	65%	10,507	57%	1,740
Female	40%	569	31%	5,013	37%	1,132
Prefer not to answer	5%	74	4%	612	5%	167
Number of Respondents		1,424		16,132		3,039
Race						
White, Caucasian	81%	1,153	86%	13,830	80%	2,440
Black, African American	1%	11	0%	74	0%	12
Hispanic, Latino, or Spanish	2%	27	1%	179	1%	30
Pacific Islander	0%	2	0%	17	0%	4
Asian	1%	18	1%	86	0%	9
American Indian/Native Indian or Alaska Native	1%	14	1%	125	1%	34
Other	3%	45	2%	348	4%	135
Prefer not to answer	11%	153	9%	1,479	12%	376
Number of Respondents		1,423		16,138		3,040
School completed						
12th grade or less (no diploma)	2%	25	2%	267	2%	52
High school diploma or GED	4%	57	8%	1,233	6%	178
Some college, no degree	16%	229	19%	3,066	19%	574
Associate or technical degree	13%	184	13%	2,056	12%	357
Bachelor's degree	28%	393	28%	4,488	28%	852
Graduate degree/Professional degree	33%	464	27%	4,394	29%	876
Prefer not to answer	5%	75	4%	688	6%	169
Number of Respondents		1,427		16,192		3,058

NWS Overall

Customer Satisfaction Survey 2013

Weather Note: Section headers will not be included in online survey. Items in **BOLD AND CAPS** are programmer instructions. Response options will be randomized, except when sequential. All rated questions include will include a “Don’t Know” and/or “NA” option. When a “RANDOMIZE” instruction is provided, any “Other”, “Don’t Know”, or “None” style of responses will be forced to the bottom of the response set.

Introduction

The National Oceanic and Atmospheric Administration’s (NOAA) National Weather Service (NWS) is committed to serving the needs of all of its users. The NWS is undertaking research on how satisfied users are and would appreciate your feedback. The purpose of this research, conducted in partnership with the federal government as part of the American Customer Satisfaction Index, is to help the NWS improve its services for you and others like you.

Your answers are voluntary, but your opinions are very important for this research. To assure anonymity, the survey is being administered by CFI Group, a third party research and consulting firm, via a secure server. The time required to complete this survey will depend on how certain questions are answered, but will likely take about 20 minutes. The survey has been approved by the Office of Management and Budget and is authorized under Control No. 1090-0007 which expires March 31, 2015.

Please click on the “Next” button below to begin the survey.

Information About You

Ideally, all NWS offices offer high quality basic services. However, we need to know which of our products or services are providing a best practice, and where improvement is needed. Our initial questions are intended to help us better understand your responses by allowing us to classify responses by geographic area and by type of user.

1. How do you use information provided by the NWS? (Select all that apply)
 - 1-1 Agriculture
 - 1-2 Aviation
 - 1-3 Amateur Radio
 - 1-4 Broadcast/Print Media
 - 1-5 Commodities Markets
 - 1-6 Consulting/Added Value Customer Forecast Services
 - 1-7 Education (e.g., formal education or training of children and adults)
 - 1-8 Health Services
 - 1-9 Land Management Decisions (e.g., fire weather)

- 1-10 Marine (e.g., commercial transport, commercial fishing, harbor management, search and rescue)
 - 1-11 NWS Data Provider (e.g., storm spotter, co-op observer)
 - 1-12 Personal
 - 1-13 Recreation (e.g., boating, flying, fishing and hunting, beachgoer, etc.)
 - 1-14 Research (applied and basic)
 - 1-15 Weather Enthusiast
 - 1-16 Work-related decisions (e.g., emergency response, community service program)
 - 1-17 Other (please specify) (**CAPTURE**)
2. Please enter your zip code (**CAPTURE**)
3. (**ONLY IF Q1=2**) For what type of Aviation do you use NWS information?
- a. Dispatcher
 - b. Commercial Aircraft
 - c. Private Aircraft
 - d. Air Traffic Controller
4. How do you get weather, water, and climate information? (Select all that apply)

Web Services

- a. NWS Web
- b. Non-NWS Web
- c. Mobile devices (e.g., Cell Phone, PDA/Tablet PC, Smart Phone)
- d. Social Media (e.g., Facebook, Twitter)
- e. Email

Phone (no Internet service)

- f. Landline Telephone
- g. Cell Phone

Media:

- h. Local or cable TV
- i. Commercial Radio
- j. Satellite radio
- k. Satellite TV
- l. Newspaper

NOAA Dissemination Services:

- m. NOAA Weather Radio/All Hazards
- n. NOAA Weather Wire
- o. Family of Services (FOS)
- p. Emergency Managers Weather Information Network (EMWIN)
- q. NOAAPort

Aviation Weather Services: (ONLY DISPLAY IF Q1=2)

- r. World Area Forecast System (WAFS)
- s. Direct User Access Terminal Service (DUATS)
- t. Flight Services

Marine Broadcasts: (ONLY DISPLAY IF Q1=10)

- u. U.S. Coast Guard Broadcasts (HF/MF/VHF/NBDP)
- v. NAVTEX receiver
- w. Immarsat-C SafetyNET
- x. Radiofacsimile

- y. Other (please specify) (**CAPTURE**)

5. What types of NOAA/NWS products do you use most often? (Select all that apply) (**RANDOMIZE**)
- a. Forecasts, outlooks, watches, warnings, alerts
 - b. Weather observations (e.g., temperature/snowfall/rain amount/winds, etc.)
 - c. Climate observations (i.e., past weather)
 - d. Satellite data (e.g., clouds)
 - e. Radar data (e.g., thunderstorms)
 - f. Computer weather model output
 - g. Weather outreach/educational materials
 - h. Other (please specify) (**CAPTURE**)
6. Now, please rate the degree to which you anticipate using each of the following sources or devices in the next year to obtain NWS information. Use a scale from 1 to 10, where 1 means you will use it “Very Infrequently” and 10 means you will use it “Very Frequently.” (**RANDOMIZE**)
- a. Desktop/laptop computer
 - b. Mobile Device (e.g., PDA/Tablet PC, Cell Phone/Smart Phone)
 - c. Social Media (e.g., Facebook, Twitter)
 - d. Direct Interaction with NWS Staff (e.g., in-person, telephone, NWSChat)
 - e. NOAA Weather Radio All-Hazards
 - f. File transfer services (e.g., map services, RSS feeds, FTP)

Hazardous Services

The NWS issues hazardous, weather-related watches, warnings, and advisories for the protection of life and property. Referring specifically to information provided by the NWS, on a 10-point scale, where 1 means “Poor” and 10 means “Excellent”, please rate each of the products below on the following.

(RANDOMIZE)

	Ease of Understanding (I know what action to take based on the hazard warned)	Timeliness (I have enough time to take action)	Accuracy (The hazard occurs as predicted)
7. Tornado Warnings			
8. Severe Thunderstorm Warnings			
9. Severe Thunderstorm Watches			
10. Flash Flood Warnings			
11. Tsunami Warnings			
12. Hurricane Warnings			
13. Winter Storm Warnings			
14. River Flood Warnings			
15. Excessive Heat Warnings			
16. Extreme Cold Warnings			
17. High Surf Warnings			
18. Coastal Flood Warnings			
19. Climate Hazards Programmer note: hyperlinks (e.g., U.S. Hazards Outlook; U.S. Drought Outlook; Global Tropics)			

20. The NWS uses a variety of words to indicate the threat of severe weather and other hazards. Using a 1 to 10 scale, where 1 means “Not at all Severe” and 10 is “Extremely Severe,” what level of severity is best conveyed by each of the following words? (**RANDOMIZE**)
- Marginal
 - Slight
 - Critical
 - Enhanced
 - Elevated
 - Moderate
 - High
21. How likely would you be to stop what you are doing and take some form of protective action if you learn that the National Weather Service issued a tornado warning that included your location?
- Very Unlikely
 - Somewhat Unlikely
 - Somewhat Likely (**SKIP TO Q23**)
 - Very likely (**SKIP TO Q23**)
 - Don't Know (**SKIP TO Q23**)
22. You have indicated that you are either Somewhat Unlikely or Very Unlikely to stop what you are doing and take some form of protective action after receiving a tornado warning. From the list below, please select the statement that best represents the reason you would not take action. (**RANDOMIZE**)
- I do not believe I would be directly impacted by the tornado
 - I need to first see or hear the tornado
 - I have never seen tornado damage in my area
 - I do not take tornado warnings seriously
 - Other (please specify) (**CAPTURE**)
23. How close to your location would a tornado need to occur for you to consider the warning accurate? (*To help you determine a selection below, please think about a landmark for which you know the distance from your location.*)
- 1 mile or less
 - 5 miles or less
 - 10 miles or less
 - 25 miles or less
 - Other (please specify) (**CAPTURE**)

24. What is your perception about the number of tornado warnings issued for your location?
 - a. I believe too many tornado warnings are issued
 - b. I believe too few tornado warnings are issued
 - c. I believe just about the right amount of tornado warnings are issued
 - d. I don't know

25. If a tornado warning is issued for your location and a tornado does not occur, how will this impact your actions the next time a warning is issued?
 - a. I will take the same actions I did with the previous warnings
 - b. I will be less likely to take the same actions
 - c. I don't know

Weather Ready Nation and Decision Support Services



Weather-Ready Nation is a new initiative by the National Weather Service. It is designed to build community resilience in the face of increasing vulnerability to extreme weather events such as hurricanes, tornadoes, flooding, and droughts. The aim of Weather-Ready Nation is to ensure you are prepared for extreme weather and can rapidly respond and recover from weather-related disasters.

26. Have you heard of the term “Weather-Ready Nation” prior to this survey?
 - a. Yes
 - b. No

27. Do you have a safety plan for coping with hazardous weather?
 - a. Yes
 - b. No
 - **(IF Q27=a)** Please select the top three reasons that influenced you to create a plan.
 - a. Friends and family
 - b. General desire to be prepared
 - c. An extreme weather event
 - d. Be a Force of Nature campaign



- e. Weather-Ready Nation initiative
- f. Other (please specify) (**CAPTURE**)

- **(IF Q27=b)** What would you say is the main reason you do not have a plan?
 - a. Takes too much time
 - b. Too expensive
 - c. Not sure what to include
 - d. Don't think it's necessary
 - e. Other (please specify) (**CAPTURE**)

28. Does your safety plan include a hazardous weather emergency preparedness kit?

- a. Yes
- b. No

- **(IF Q28=a)** Please select the top three reasons that influenced you to create a kit.
 - a. Friends and family
 - b. General desire to be prepared
 - c. An extreme weather event
 - d. "Be a Force of Nature" campaign



- e. "Weather-Ready Nation" initiative
- f. Other (please specify) (**CAPTURE**)

- **(IF Q28=b)** What would you say is the main reason you do not have a kit?

- a. Takes too much time
- b. Too expensive
- c. Not sure what to include
- d. Don't think it's necessary
- e. Other (please specify) (**CAPTURE**)

29. **(IF Q28=a)** A basic hazardous weather emergency preparedness kit would include such items as a flashlight, battery powered radio, food and water, toiletries, and batteries. **In addition to these basic items**, please list any **unique items** in your kit that you believe other people could benefit from having in their emergency kits. This question is being asked in support of national and regional emergency managers who work closely with the NWS during weather-related emergencies. (**CAPTURE**)

(IF Q1= 7, 8, 9, 10 or 16 ANSWER Q30-Q38) NWS is working to empower emergency managers, first responders, government officials, businesses, and the public to make faster, smarter decisions to save lives and protect livelihoods.

30. Using a 1 to 10 scale, where 1 means Very Low Reliance and 10 means Very High Reliance, to what extent do you rely on the NWS in making weather-sensitive decisions ?

As a part of the effort to provide critical decision support, the NWS staff occasionally serves on-site with our partners during hazardous weather events.

31. Has NWS staff ever served on-site at an incident providing decision support to your organization?
 - a. Yes, please list the incident type. (CAPTURE)
 - b. No

Please rate your interaction with the NWS for decision support on each of the following using a 1 to 10 scale, where 1 means Poor and 10 means Excellent:

32. Accessibility. **If the score is less than 7, please explain. (CAPTURE)**
33. Responsiveness. **If the score is less than 7, please explain. (CAPTURE)**
34. Subject-Matter Knowledge. **If the score is less than 7, please explain. (CAPTURE)**
35. Professionalism. **If the score is less than 7, please explain. (CAPTURE)**
36. Assisting in the interpretation of weather-related information to help you make a decision. **If the score is less than 7, please explain. (CAPTURE)**
37. Saving your organization money. **If the score is less than 7, please explain. (CAPTURE)**
38. Resolving a complaint. **If the score is less than 7, please explain. (CAPTURE)**

Dissemination Services

The NWS strives to use the latest technologies and services available to provide climate, water, and weather information in gridded, graphical, image, and text form to its users.

Referring specifically to NWS information on the Web, using a 1 to 10 scale, where 1 means Poor and 10 means Excellent, please rate the NWS **Weather.Gov** website on the following:

39. Ease of accessing/finding information
40. Ease of understanding information
41. Information is up-to-date
42. Satellite Imagery display
43. Doppler Radar display

44. Do you identify yourself as one who generally requires specific products for commercial or research purposes and has automated methods (e.g., NOMADS, FTPPRD, NOAAport, RSS feeds, Family of Services, EMWIN) for ingesting data?

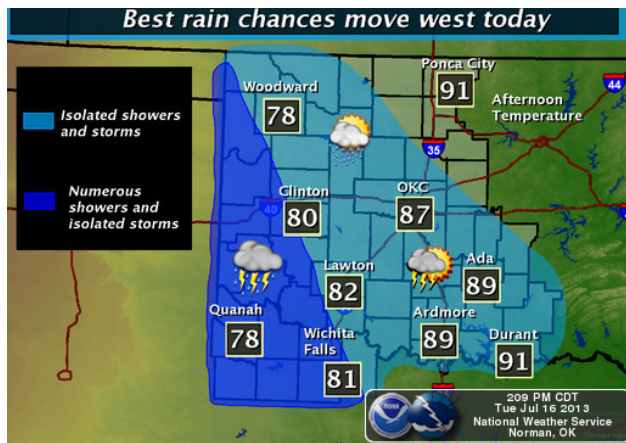
- a. Yes
 - b. No (**SKIP TO Q46**)
45. Again, using a 1 to 10 scale, where 1 means Poor and 10 means Excellent, please rate your satisfaction with the following:
- a. The ease of locating data on NWS dissemination servers
 - b. The ease of requesting that additional data be added to NWS dissemination streams or servers
 - c. The ease of providing input into the decision making process for the development of new NWS products.
 - d. NOAA automated methods of dissemination (e.g., NOMADS, FTPPRD, NOAAPort, RSS Feeds, Family of Services, EMWIN)
46. Please provide any suggestions on how the NWS can further improve its automated dissemination methods. (**CAPTURE**)

Wireless Emergency Alerts (WEA) is a 24 hour, 7 days a week national emergency alert system. WEA has been designed to send concise, text-like messages to notify users with WEA-capable mobile devices about life-threatening hazards.

47. Have you ever received a WEA message on your cell phone for a weather-related event?
- a. Yes
 - b. No (**SKIP TO Q52**)
 - c. Don't Know (**SKIP TO Q52**)
48. Was the WEA message the **first** notification you received about the weather-related event?
- a. Yes
 - b. No
 - c. Don't Know

49. Did you understand the WEA message?
- Yes, fully
 - Yes, somewhat
 - No (**If NO, ASK:** “Please briefly state what you found confusing about the WEA message”) (**CAPTURE**)
50. Using a 1 to 10 scale, where 1 is Not at all Useful and 10 is Very Useful, how useful was the WEA message in alerting you to a nearby, life-threatening hazard?
51. Considering how WEA could be improved in the future, from the list below, please select what you believe would be the **most beneficial** enhancements. (Select all that apply).
- More text containing the details of the warning
 - An accompanying graphic that shows the warning area
 - An accompanying graphic that shows your location with respect to the warning area
 - A different background color depending on the urgency of the warning (e.g., yellow background for urgent and red for most urgent)
 - A different background color depending on the type of warning (e.g., red for tornado and blue for flash flood)
 - Distinct sound depending on the urgency of the warning (e.g., loud attention getting tones for the most urgent warnings and milder tones for less urgent warnings)
 - Distinct sound depending on the type of the warning (e.g., tornado has one sound and a flash flood warning has a different sound)
52. When a weather event is affecting your community, how do you use Facebook and Twitter? (Select all that apply)
- I don't use Facebook or Twitter during weather events (**SKIP TO Q56**)
 - I read what others are posting/tweeting
 - I share or comment on what others are posting/tweeting
 - I write my own posts or tweets
53. (**ASK if Q52=b,c,and/or d**) Using a 1 to 10 scale, where 1 means Not at all Useful and 10 means Very Useful, please rate the usefulness of the NWS presence on the following social media platforms.
- Facebook
 - Twitter
 - YouTube

54. (ASK if Q52=b,c,and/or d) Thinking about a hazardous weather day, please select the choice that best describes the amount of social media content available from the NWS.
- a. Too little
 - b. Just about the right amount
 - c. Too much
 - d. Don't know
55. (ASK if Q52=b,c,and/or d) Using a 1 to 10 scale, where 1 means Not at All Useful and 10 means Very Useful, please rate the usefulness of NWS graphical weather briefing summaries on social media.



Outreach and Weather Education

The NWS has adopted a number of slogans for our safety campaigns. Using a 1 to 10 scale, where 1 means Not at all Effective and 10 means Very Effective, in your personal experience, please rate the effectiveness of the following NWS campaigns.

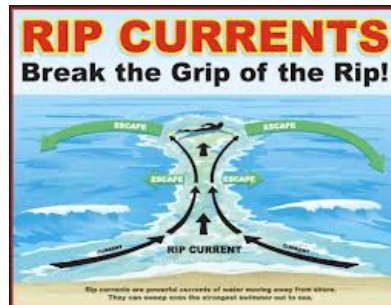
56. "Turn Around Don't Drown®"



57. “When Thunder Roars, Go Indoors!”



58. “RIP CURRENTS - Break the Grip of the Rip!”



59. Of the following weather safety awareness campaigns, which have you promoted in your community? (Select all that apply) (IF Q1= 7, 8, 9, 10, or 16)

- a. Heat Safety
- b. Flood Safety
- c. Lightning Safety
- d. Severe Weather Safety (e.g., tornadoes, damaging winds)
- e. Rip Currents Safety
- f. Hurricane Safety
- g. Tsunami Safety
- h. Winter Weather Safety
- i. Wildfire Safety
- j. None of the above

60. When looking for weather safety information, please select websites you would go to:
(Select all that apply) (**RANDOMIZE**)

- a. National Weather Service (e.g., weather.gov)
- b. FEMA (e.g., fema.gov; ready.gov)
- c. American Red Cross (i.e., redcross.org)
- d. Centers for Disease Control and Prevention (i.e., cdc.gov)
- e. Commercial weather vendor (e.g., Accu-Weather, Weather Channel, Weather Underground)
- f. Other (please specify) (**CAPTURE**)

We would like to check your understanding of two of our primary safety campaigns in the next two questions (Questions 61 and 62).

61. If you encounter water covering a roadway when driving...(Please select True or False for each of the following statements: (**RANDOMIZE**))

- It is safe to drive through the water as long as there is no “Road Closed” sign or police barricade.
 - a. True
 - b. False
- It is not safe to drive through an area where the water is too deep to see the road surface below.
 - a. True
 - b. False
- It is safe to drive through water as long as you proceed slowly.
 - a. True
 - b. False
- It is safe to drive through the water if you are in a large and heavy vehicle such as a truck or SUV.
 - a. True
 - b. False
- It is not safe to drive through swiftly moving water.
 - a. True
 - b. False

62. To protect yourself from lightning, when should you get inside a safe shelter? (Please select the best answer below): (**RANDOMIZE**)

- a. When I first see distant lightning.
- b. When I first hear distant thunder.
- c. When I first see nearby lightning.
- d. When I first hear a loud crack of thunder.
- e. When it first starts to rain.

Customer Satisfaction Index

Now, please think about your overall satisfaction with the NWS.

63. First, please consider all of your experiences with the NWS. Using a 10-point scale on which 1 means Very Dissatisfied and 10 means Very Satisfied, how satisfied are you with the NWS?
64. Using a 10-point scale on which 1 now means Falls Short of your Expectations and 10 means Exceeds your Expectations, to what extent has the NWS fallen short of, or exceeded your expectations?
65. Now, imagine what an ideal organization providing weather information would be like. How well do you think the NWS compares with that ideal organization you just imagined? Please use a 10-point scale on which 1 means Not Very Close to the Ideal, and 10 means Very Close to the Ideal.

Desired Outcomes

66. Using a 10-point scale on which 1 means Not at all Likely and 10 means Very Likely, how likely would you be to take action based on the information you receive from the NWS?
67. Using a 10-point scale, on which 1 means Not at all Likely and 10 means Very Likely, how likely are you to use the NWS as a source of weather information in the future?
68. Using a 10-point scale on which 1 means Not at all Likely and 10 means Very Likely, how likely are you to recommend the NWS to a colleague or friend?
69. How can the NWS improve its products and services, today or in the future, to better meet your needs? (**CAPTURE**)

Demographics (not required)

70. What is your age? (**CAPTURE**)
 - Prefer not to answer
71. What is your gender?
 - a. Male
 - b. Female
 - c. Prefer not to answer

72. What is your race or origin?
- a. White, Caucasian
 - b. Black, African American
 - c. Hispanic, Latino, or Spanish
 - d. Pacific Islander
 - e. Asian
 - f. American Indian/Native Indian or Alaska Native
 - g. Other (please specify) (**CAPTURE**)
 - h. Prefer not to answer
73. What is the highest degree or level of school you have completed?
- a. 12th grade or less (no diploma)
 - b. High school diploma or GED
 - c. Some college, no degree
 - d. Associate or technical degree
 - e. Bachelor's degree
 - f. Graduate degree/Professional degree
 - g. Prefer not to answer

Optional Sections

74. This is the end of part one of the survey. To allow the NWS to expand and improve services we would greatly appreciate additional feedback from you on the topics identified below. If you wish to continue, please select the area(s) you are more interested in:
- a. National Fire Weather Program
 - b. National Hurricane Center Program
 - c. National Hydrologic Services Program
 - d. National Climate Services Program
 - e. I do not wish to continue

(ASK if Q74=a) National Fire Weather Program

The National Weather Service (NWS) National Fire Weather Program is strongly committed to serving the needs of its customers. To help in determining how to continually improve services, the NWS is undertaking research on how satisfied users are with the fire weather products and services provided, and would appreciate your feedback. The purpose of this research, conducted in partnership with the federal government as part of the American Customer Satisfaction Index, is to help the NWS improve its fire weather products and services for you.

Please click on the “Next” button below to begin.

Dissemination

1. What source do you use for wildland fire weather information? (Please select all that apply):
 - a. National Weather Service
 - b. National Interagency Fire Center (NIFC)
 - c. Federal Land Management Agency (e.g., BLM, USFS)
 - d. State Land Management Agency
 - e. Local Land Management Authority
 - f. Commercial/private provider
 - g. I don’t know
 - h. Other (please fill in the blank)

2. Which of the following methods do you use to receive or further disseminate your fire weather products? (Please select all that apply):
 - a. Internet Subscriber Service (e.g., iNWS)
 - b. Web Site (e.g., NWS webpages, Facebook, Twitter)
 - c. Voice over Internet Protocol
 - d. Satellite
 - e. IP Addressing (Signals to specific PC)
 - f. Cable television
 - g. Broadcast television
 - h. Satellite television
 - i. Home/Work Phone
 - j. Dedicated Phone line
 - k. Cell Phone or Smart Phone
 - l. Pager
 - m. AM/FM radio
 - n. Dedicated Short Range Radio Communications (HAM radio)
 - o. Satellite (e.g. XM, Sirius)
 - p. NOAA Weather Radio

***If the participant DID NOT select “a” in Question 1 AND “b” in Question 2, skip to question 4.**

3a. **(IF Q1=a AND Q2=b ASK)** On a scale of 1 to 10 (1 being not easy, 10 being very easy), what is your experience in accessing the fire weather information you desire on National Weather Service web pages?

3b. **(IF Q1=a AND Q2=b ASK)** Please comment on what products you would like to see added to the National Weather Service fire weather web pages.

4a. Which of the following formats do you currently access fire weather forecast information? (Please select all that apply):

- a. Text
- b. Graphical (displayed on web)
- c. Tabular
- d. Raw graphical (e.g., shapefile, kml/kmz)
- e. Audio (e.g., radio, NOAA Weather Radio)
- f. Video (e.g., television)
- g. Raw text (e.g., GRIB2)

4b. Please comment if there is a format that you would like to receive fire weather forecast information that is not available today. **(Capture)**

Fire Weather Hazard Warning Program

5a) Do you know the meaning of a National Weather Service Red Flag Warning?

- a. Yes
- b. No **(skip to question Q6a)**
- c. Unsure

5b) **(IF Q5a=a or c ASK)** Which statement most closely describes your understanding of a Red Flag Warning (RFW)?

A Red Flag Warning means:

- a. Wildfires are occurring in the warning area.
- b. Wildfires are possible in the warning area within the next 24 hours.
- c. Fire weather conditions that will contribute to extreme fire behavior are impending or occurring.
- d. Fire weather conditions that will contribute to extreme fire behavior are expected to occur in the next 24 hours.

6a) Do you know the meaning of a National Weather Service Fire Weather Watch?

- a. Yes
- b. No (**skip to Q7**)
- c. Not Sure

6b) (**IF Q6a=a or c ASK**) Which statement most closely describes your understanding of a Fire Weather Watch (FWW)?

- a. A Fire Weather Watch means that a Red Flag Warning will be issued in the next 24 to 72 hours.
- b. A Fire Weather Watch means that red flag conditions are possible in the next 24 to 72 hours.
- c. A Fire Weather Watch means that red flag conditions are imminent or occurring.
- d. A Fire Weather Watch means that wildfires are expected to occur in the watch area in the next 24 to 72 hours.

7) In the past 12 months, how often have you consulted or sought out the NWS Fire Weather hazard products (i.e., RFWs, FWWs) to get information on heightened fire activity or potential?

- a. Never (**skip question Q8**)
- b. Less than 5 times
- c. 6 to 10 times
- d. 10 or more times

8) (**IF Q7=b,c, or d**) Which of the following statements best explains how you use NWS fire weather hazard products (i.e., RFWs, FWWs)?

- a. To take actions to protect my property.
- b. To take land management or community protection actions.
- c. To raise my awareness and keep informed on the fire weather situation, but will wait for another source of information to take action (e.g. visual confirmation, evacuation order).
- d. Other (**Capture**)

(ASK if Q74=b) National Hurricane Center Program

The National Weather Service (NWS) National Hurricane Center (NHC) program is strongly committed to serving the needs of its customers. To help in determining how to continually improve services, the NWS is undertaking research on how satisfied users are with the NHC products and services provided, and would appreciate your feedback. The purpose of this research, conducted in partnership with the federal government as part of the American Customer Satisfaction Index, is to help the NWS improve its tropical cyclone products and services for you.

Please click on the “Next” button below to begin the survey.

1. On a scale from 1 to 10, how would you describe your experience navigating the NHC website (www.nhc.noaa.gov), with 1 being very difficult to navigate and 10 being very easy to navigate?
2. Please indicate how frequently you use the following platforms to receive or look for information on tropical cyclones **(Programmer Note: 4 options, Don’t Know/Not Applicable)**

Platform	Very Frequently	Frequently	Occasionally	Never
NHC Website				
NHC Facebook page				
NHC Twitter accounts				
Hurrevac				
Free commercial service				
Paid commercial service				
Other government websites or services				

If you get or look for NHC forecast information in some other place, please describe:

3. On a scale from 1 to 10, please indicate the usefulness (i.e., most often used, most important to your operations) of the following NHC tropical cyclone **text** products when you need information on an active tropical cyclone, where 1 is not at all useful and 10 is very useful. Descriptions and examples of the products can be found here: <http://www.nhc.noaa.gov/aboutnhcprod.shtml> (**Programmer Note: Scale 1-10, DK/NA**)

NHC Text Product	Rating
Tropical Cyclone Public Advisory (TCP)	
Tropical Cyclone Forecast/Advisory (TCM)	
Tropical Cyclone Forecast Discussion (TCD)	
Tropical Cyclone Wind Speed Probabilities (PWS)	
Tropical Cyclone Update (TCU)	
Tropical Cyclone Valid Event Time Code (TCV)	
Tropical Cyclone Aviation Advisory (TCA)	

4. On a scale from 1 to 10, please indicate the usefulness (i.e., most often used, most important to your operations) of the following NHC tropical cyclone **graphical** products when you need information on an active tropical cyclone, where 1 is not at all useful and 10 is very useful. Descriptions and examples of the products can be found here: <http://www.nhc.noaa.gov/aboutnhcgraphics.shtml?> (**Programmer Note: Scale 1-10, DK/NA**)

NHC Graphical Product	Rating
Tropical Cyclone Track/Forecast Cone	
Tropical Cyclone Surface Wind Field/ Coastal Watches and Warnings	
Maximum 1-Minute Wind Speed Probability	
Tropical Cyclone Wind Speed Probabilities	
Tropical Cyclone Cumulative Wind History	
Tropical Cyclone Storm Surge Probabilities (version in which a user selects a height from 2-25 ft.)	
Tropical Cyclone Storm Surge Probabilities (version in which a user selects an exceedance probability)	

5. NHC is considering the development of additional tropical cyclone-related forecast products over the next several years. On a scale from 1 to 10, please indicate how useful (i.e., most often used, most important to your operations) you think the following potential products would be to you, where 1 is not at all useful and 10 is very useful. **(Programmer Note: Scale 1-10, DK/NA)**

NHC Potential Products	Rating
Forecasts for systems that have not yet become tropical cyclones, but have a high chance of becoming one	
Coastal watches and warnings before a tropical cyclone forms	
6- and 7-day tropical cyclone track and intensity forecasts	
Graphic showing a map of areas at risk for strong winds	
Graphic showing the potential arrival time of winds of tropical storm force	
Landfall intensity probabilities (the chance that a tropical cyclone is a certain intensity at landfall)	

6. Several years ago, NHC updated the organization and layout of the Tropical Cyclone Public Advisory (TCP) to include more information on changes in watches and warnings and specific hazard information. Examples of the TCP can be found here:

<http://www.nhc.noaa.gov/help/tcp.shtml?>

- a. On a scale from 1 to 10, how would you rate your overall satisfaction with the **content** of the new version of the TCP, with 1 being very dissatisfied and 10 being very satisfied?
- b. On a scale from 1 to 10, how would you rate your overall satisfaction with the **organization and layout** of the new version of the TCP, with 1 being very dissatisfied and 10 being very satisfied?
- c. On a scale from 1 to 10, how would you rate your overall satisfaction with the **length** of the new version of the TCP, with 1 being very dissatisfied and 10 being very satisfied?

7. On a scale from 1 to 10, please indicate how useful (i.e., most often used, most important to your operations) the following NHC/Tropical Analysis and Forecast Branch (TAFB) marine and non-tropical cyclone **text** products are to you when you need information on marine and other non-tropical cyclone tropical forecasts, where 1 is not at all useful and 10 is very useful. Descriptions of TAFB marine products can be found here: <http://www.nhc.noaa.gov/abouttafbprod.shtml#MIM> (**Programmer Note: Scale 1-10, DK/NA**)

NHC/TAFB Text Product	Rating
Atlantic High Seas forecast (MIAHSFAT2/FZNT02 KNHC)	
East Pacific High Seas forecast (MIAHSFEP2/FZPN03 KNHC)	
Southeast Pacific High Seas forecast (MIAHSFEP3/FZPN04 KNHC)	
Offshore Waters forecasts for the Caribbean and southwest North Atlantic (MIAOFFNT3/FZNT23 KNHC)	
Offshore Waters for the Gulf of Mexico (MIAOFFNT4/FZNT24 KNHC)	
NAVTEX Marine forecasts from Miami...San Juan and New Orleans (MIAOFFN04...OFFN05 and OFFN06 FZNT25...FZNT26 and FZNT27 KNHC)	
High Frequency (HF) Voice Broadcasts (VOBRA) (MIAOFFN20 and MIAOFFN21 FZNT31 KNHC and FZNT32 KNHC)	
Marine Weather Discussion (MIAMIMATS/AGXX40 KNHC)	
Atlantic Tropical Weather Discussion (MIATWDAT/AXNT20 KNHC)	
East Pacific Tropical Weather Discussion (MIATWDEP/AXPZ20 KNHC)	
Satellite Tropical Disturbance Rainfall (MIASTDECA...STDCCA and STDWCA TCCA21...TCCA22 and TCCA23 KNHC)	
Pan-Am Temperature and Precipitation Table (MIATPTPAN/SXCA01 KNHC)	

8. On a scale from 1 to 10, please indicate how useful (i.e., most often used, most important to your operations) the following NHC/TAFB marine **graphical** products are to you when you need information on marine forecasts, where 1 is not at all useful and 10 is very useful. Descriptions of TAFB graphical products can be found here: <http://www.nhc.noaa.gov/abouttafbprod.shtml#MIM> (**Programmer Note: Scale 1-10, DK/NA**)

NHC Graphical Product	Rating
Unified Surface Analysis (USA)	
24...48 and 72-hour Wind/Wave forecasts	
24...48 and 72-hour Surface forecasts	
Tropical Cyclone Danger Area (May 15 - Nov 30)	
48-hour High Wind (Dec 1 – May 14)	

9. NHC/TAFB is providing experimental and/or considering the development of additional marine and enhanced decision support services (EDSS) forecast products over the next several years. Please rank the usefulness (i.e., most often used, most important to your operations) of the following experimental or potential products, where 1 is not at all useful and 10 is very useful. (**Programmer Note: Scale 1-10, DK/NA**)

NHC/TAFB Experimental and Potential Products	Rating
EDSS Graphicast (Experimental)	
Satellite Derived QPE/QPF page (Experimental)	
Wind Speed Probabilities-based Tropical Cyclone Danger Graphic (Experimental)	
Gridded Marine Forecasts on the National Digital Forecast Database (NDFD) – (Experimental) http://preview.weather.gov/graphical/	
Spot EDSS Marine Forecasts for the Atlantic and East Pacific	
96...120 and 144-hour marine forecast graphics (Wind/wave and surface forecast)	
Marine Forecast Matrices	
5-Day High Seas Forecasts	
Graphical/polygonal depiction of High Seas warnings	
Offshore Waters Forecasts for the Northeast Pacific	

10. Are you familiar with the experimental graphical gridded marine forecasts available for the Tropical Atlantic and Tropical Pacific on the NWS website <http://preview.weather.gov/graphical/> ?

- a. Yes
- b. No

(IF Q10=a ASK) Do you have suggestions for additional marine forecast parameters or enhancements to the current display?

11. Do you use the Marine Weather Discussion (MIAMIMATS (MIM)/AGXX40 KMIA) product issued by NHC/TAFB? An example of the Marine Weather Discussion can be found here: <http://www.nhc.noaa.gov/text/MIAMIMATS.shtml>

- c. Yes
- d. No

(IF Q11=a ASK) What included information do you find to be helpful? What included information do you find to be of little use? How can the product be modified to be more responsive to your operations?

12. On a scale from 1 to 10, how would you describe your level of satisfaction with NHC's Tropical Weather Discussions for the Atlantic and Pacific Oceans, with 1 being very dissatisfied and 10 being very satisfied? Note: this is a separate product from the Tropical Weather Outlooks. Examples of the Tropical Weather Discussions can be found here: <http://www.nhc.noaa.gov/text/MIATWDAT.shtml> and <http://www.nhc.noaa.gov/text/MIATWDEP.shtml>.

13. Do you have suggestions for additional content or enhancements to the current Tropical Weather Discussions for the Atlantic and Pacific Oceans? **(CAPTURE)**

(ASK if Q74=c) National Hydrologic Services Program

Introduction

The National Weather Service (NWS) Hydrologic Services Program is committed to serving the needs of all of its stakeholders. The NWS is undertaking research on how satisfied users are with the hydrologic products and services provided, and would appreciate your feedback. The purpose of this research, conducted in partnership with the federal government as part of the American Customer Satisfaction Index, is to help the NWS improve its hydrologic products and services for you and others like you.

Please click on the “Next” button below to begin.

Flood Information

A **flash flood** is a rapid and extreme flow of high water into a normally dry area, or a rapid water level rise in a stream or creek above a predetermined flood level, generally beginning within six hours of the causative event (e.g., intense rainfall, dam failure, ice jam). A **flood** is any high flow, overflow, or inundation by water which causes or threatens damage.

- 1) What do you do when flood or flash flood warnings are issued for your area? (Select all that apply)
 - a. Evacuate
 - b. Move personal property to prevent flood damage
 - c. Choose not to travel
 - d. Choose to travel but use an alternative route
 - e. Move to higher ground
 - f. Seek additional information before taking any action
 - g. Wait until flooding occurs before taking any action
 - h. Take no action; Previous experiences lead me to believe that my location will not be in danger
 - i. Take no action; I do not trust the accuracy of flood or flash flood warnings
- 2) What is the ideal amount of time you need to respond to **flash floods**? (**Programmer Note: capture number of hours to one decimal place**)
- 3) What is the ideal amount of time you need to respond to **floods**? (**Programmer Note: capture number of days to one decimal place**)
- 4) Assume a flash flood warning is issued for your area, but the flash flood does not affect your immediate location. How close to your immediate location must the flash flood occur for you to consider the warning accurate? (**capture number of miles to one decimal place**)
- 5) Assume 10 flash flood warnings were issued for your area over the last year. How many flash floods need to have affected your area over the last year for you to consider the flash flood warnings accurate enough for you to take action?

- a. 0 or none
- b. 1
- c. 2
- d. 3
- e. 4
- f. 5
- g. 6
- h. 7
- i. 8
- j. 9
- k. 10
- l. I will not take any action regardless of the number of flash flood warnings issued for my area.

6) Assume 10 flash flood warnings were issued for your area over the last year. How many flash floods can miss (not impact) your area before you no longer consider flash flood warnings accurate enough for you to take action?

- a. 0 or none
- b. 1
- c. 2
- d. 3
- e. 4
- f. 5
- g. 6
- h. 7
- i. 8
- j. 9
- k. 10
- l. I will not take any action regardless of the number of flash flood warnings issued for my area.

- 7) Based on actual flash flood occurrences in your vicinity, what is your opinion about the number of flash flood warnings issued for those events?
- a. Too many flash flood warnings issued
 - b. Too few flash flood warnings issued
 - c. Just about the right number of flash flood warnings issued
 - d. The number of warnings issued is not a concern to me
 - e. Not aware of any flash flood warnings being issued in my vicinity

Flood Inundation Mapping

- 8) The NWS provides flood inundation mapping libraries for several incremental stages ranging from minor through major flood stages at limited locations across the United States. The development of these flood inundation mapping libraries for incremental stages is a resource intensive process, and the NWS is evaluating a more cost effective approach of producing flood inundation mapping libraries just for major, moderate, and minor flood stages as shown on the map for the Iowa River at Iowa City, IA . On a 10-point scale where 1 means Not at all Useful and 10 means Very Useful, how useful are flood inundation mapping libraries just for major, moderate, and minor flood stages.



National Weather Service Advanced Hydrologic Prediction Service

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Iowa River at Iowa City, IA (IOWI4)

Weather Forecast Office Quad Cities, IA

North Central River Forecast Center

[Hydrograph](#)[River at a Glance](#)[Download](#)[Inundation Mapping](#)[Weekly Chance of Exceeding Levels](#)[Chance of Exceeding Levels During Entire Period](#)**Data Type**

- Inundation Levels
- Flood Categories
- Current/Forecast

Flood Stage Categories

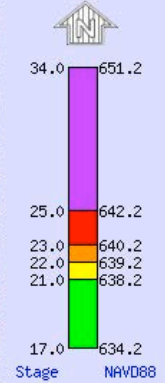
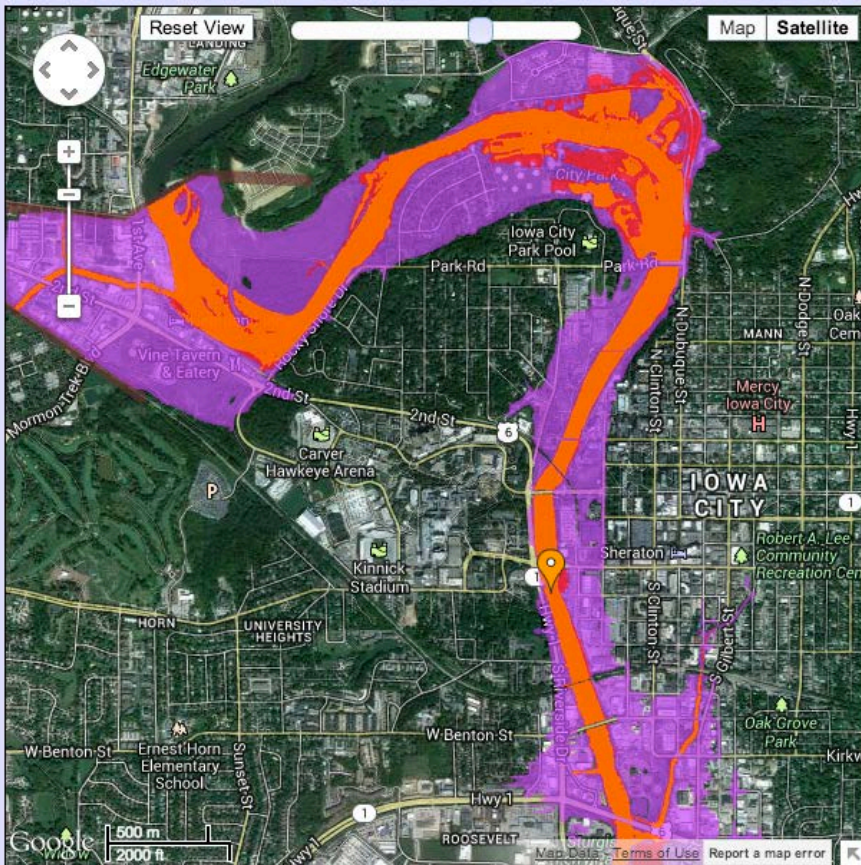
- Major Flood
- Moderate Flood
- Minor Flood
- Near Flood
- Below Flood

Inundation Feedback

Inundation in partnership with



Iowa City, Iowa

[Print this map](#)Find your location by address or ZIP code: [Gauge Location](#)[About Inundation](#)[Download Dataset\(s\)](#)[FAQ](#)[User Guide](#)[Inundation Sites](#)[Inundation Legend](#)

User guide video on

[Disclaimer](#)

Click on mapped inundation to see water depth values for that location.

Current Stage:

22.9 ft at 06/14/2013 13:00:00 UTC

Selected Inundation

NAVD88: 634.2 ft

Stage: 17.0 ft

Mouse Location

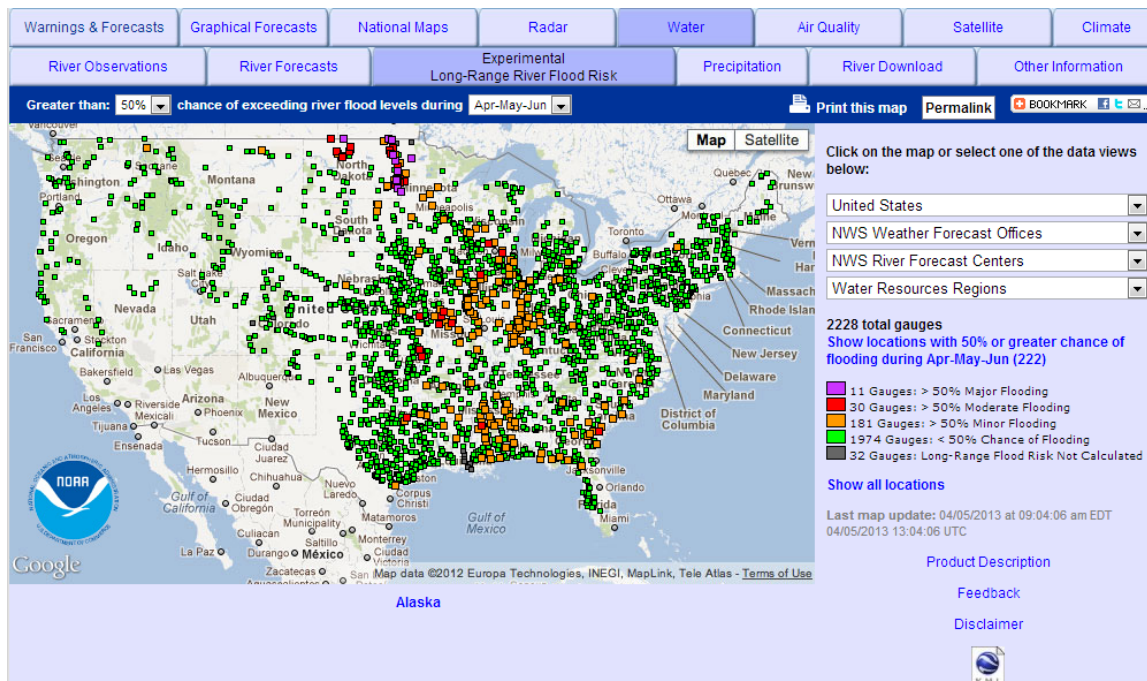
Depth: No Data

Lat: 41.682977

Lon: -91.568384

Experimental Long-Range River Flood Risk

In response to stakeholder need for a nationally consistent assessment of long-range flood risk, the NWS implemented a new “Experimental National Long-Range River Flood Risk” webpage. Flood risk information is based on NWS Ensemble Streamflow Prediction (ESP) forecasts, which are generated for thousands of river and stream locations across the nation. The Experimental Long-Range River Flood Risk map shown above depicts locations where there is a greater than 50% chance (5%, 10%, 25%, 75%, 90%, and 95% are the other user selectable options) of exceeding minor, moderate, and major flooding for the selected time period April through June in this case, with other user selectable timeframes available.

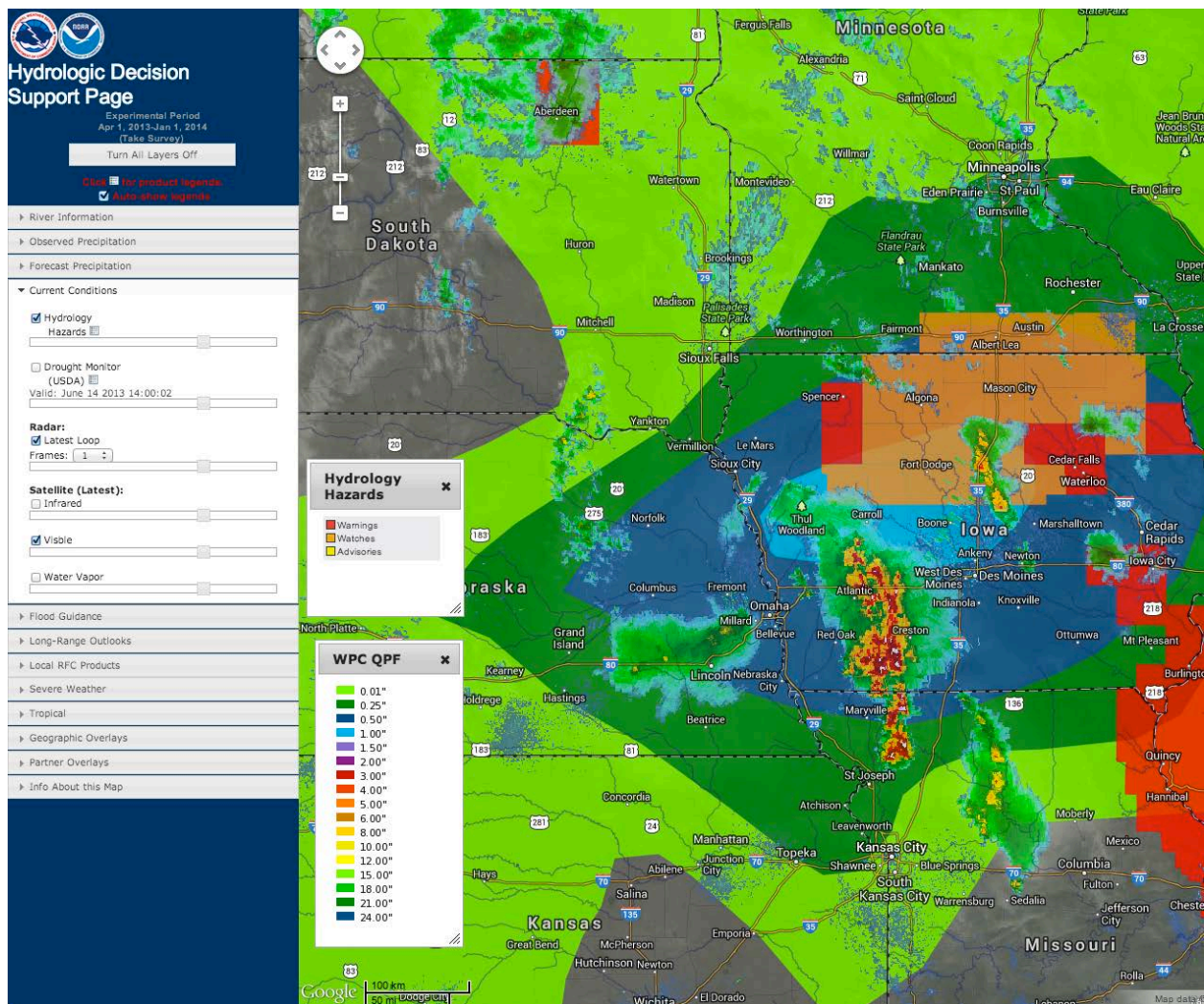


Using a 10-point scale where 1 means Poor and 10 means Excellent, please rate the map on the following:

- 9) Visual appeal
- 10) Ease of understanding
- 11) Tells me what I need to know about long-range river flood risk

Water Resources Decision Support Page

The NWS created a mapping interface that allows users to overlay and compare data from the NWS and other agencies on a Google map. The mapping interface allows users to integrate the following data layers: river information, observed precipitation, forecast precipitation, current conditions, flood guidance, long-range outlooks, local River Forecast Center (RFC) products, severe weather, tropical, geographic overlays, and partner overlays. The data layers can be turned on and off via a series of checkboxes and radio buttons embedded in a collapsible accordion style menu to the left of the mapping interface. The mapping interface above shows hydrologic hazards, 24-hour quantitative precipitation forecast (QPF), radar, and visible satellite overlaid on a Google map showing states, cities, roads, and major rivers.



Using a 10-point scale where 1 means Poor and 10 means Excellent, please rate the mapping interface capability on the following:

12) Visual appeal

13) Ease of understanding

14) Tells me what I need to know

15) Improves my ability to make decisions

16) Which of the following types of observations, analyses, and forecasts would you like to be able to overlay on the map? (Please select all that apply).

- a. Current river level in relation to flood status (e.g., no flooding, near flood stage, minor flooding, moderate flooding, major flooding)
- b. Forecasted river level in relation to flood status (e.g., no flooding, near flood stage, minor flooding, moderate flooding, major flooding)
- c. Observed precipitation (e.g., hourly, daily, normal, % of normal)
- d. Forecast precipitation
- e. Hazards (e.g., watches, warnings, and advisories)
- f. Radar
- g. Satellite
- h. Flash flood guidance
- i. Climate outlooks
- j. Flood outlooks
- k. Severe weather outlooks
- l. Storm reports
- m. National Hurricane Center products
- n. Geographic overlays (e.g., states, counties, cities, roads, rivers, river basins, population density, etc.)
- o. Federal agency overlays (e.g., NWS Weather Forecast Office Hydrologic Service Areas, NWS River Forecast Center areas of responsibility, FEMA Regions, hurricane evacuation routes, US Army Corps of Engineers division and district boundaries, etc.)
- p. Snow depth
- q. Snow water equivalent
- r. River ice
- s. Soil moisture
- t. Evapotranspiration
- u. Water quality (e.g., sedimentation, salinity, temperature, turbidity)
- v. Runoff
- w. Groundwater
- x. Drought conditions

Product Simplification

(Programmer Note: Text description) The NWS uses a three-tiered, “Ready, Set, Go” concept to convey the severity and timing of a forecast hazard and the level of forecaster confidence.

This concept is reflected in the following three hydrologic products:

1. The hydrologic outlook or hazardous water outlook (“Ready”) – used to indicate that a hazardous flooding event **may develop**.
2. The flood watch (“Set”) – used when the expectation of a flood event **has increased, but its occurrence, location, and/or timing is still uncertain**.
3. Flash flood warnings, flood warnings, and various advisories (“Go”) – used when an event **is occurring, imminent, or has a very high probability of occurrence**.

(Programmer Note: Text description) The NWS proposes the following two-tiered concept:

1. The hydrologic alert – used to indicate that the **urgency, severity, or certainty of a hazardous flooding event is low**. A hazardous flooding event may develop or elevated river/stream flows or ponding in a geographic area are occurring.
2. Flood warnings – used to indicate that the **urgency, severity, or certainty of a hazardous flood or flash flood event is high**. A hazardous flood or flash flood event is occurring, imminent, or has a very high probability of occurrence. These are short-term events requiring immediate action to protect life and property, such as dangerous flash flooding, small stream, urban, or river flooding and dam or levee failures.

Note that Outlook, Watch, and Advisory do not appear in the proposed product names and headlines. The NWS does retain the term Warning because of its direct connection to the protection of life and property.

17) (Programmer Note: Add check boxes to each cell. If current is selected, proposed should be greyed out and vice versa) In the table shown below, which of the product names and headlines do you prefer?

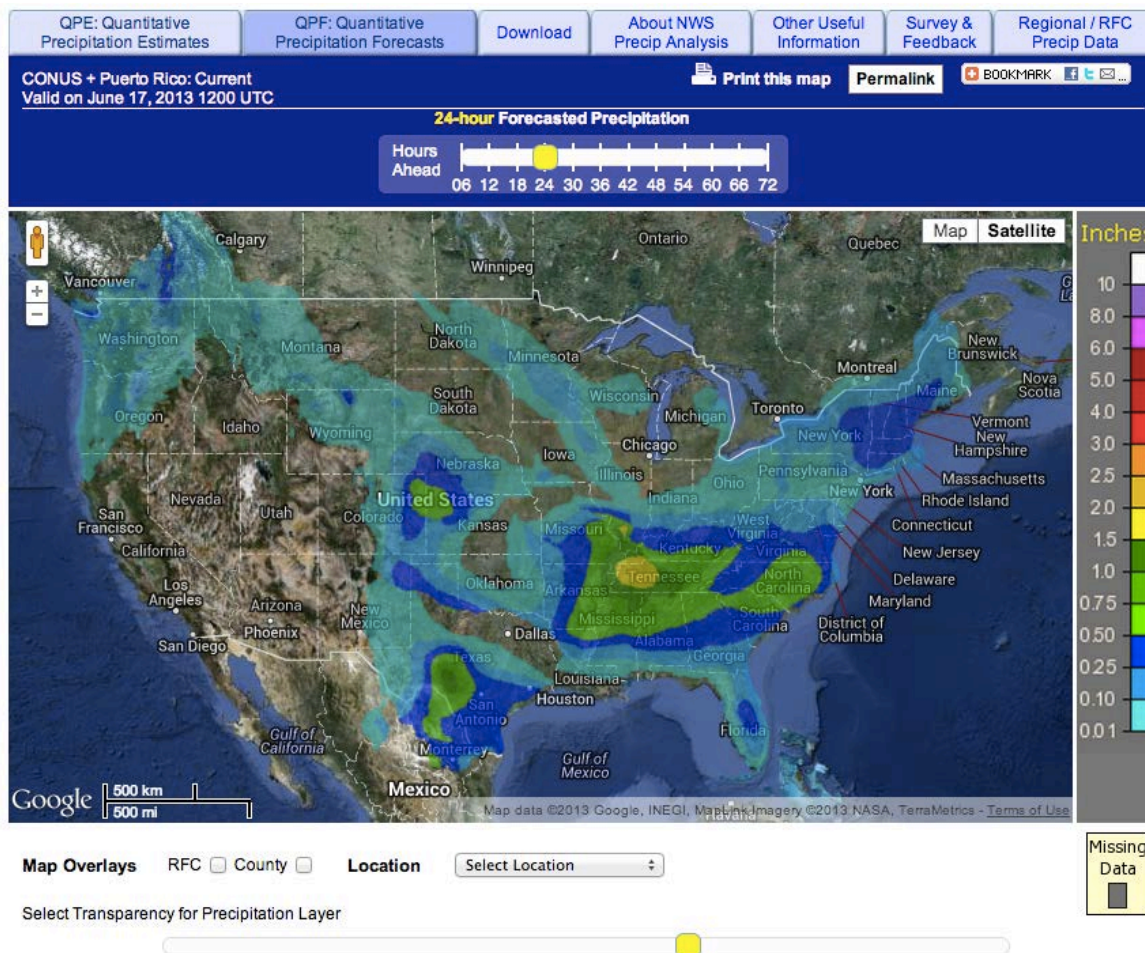
1. Current
2. Proposed
3. Neither

Current Product Name and Headline	Proposed Product Name and Headline
HAZARDOUS WEATHER OR HYDROLOGIC OUTLOOK – FLOODING IS POSSIBLE IN THE NEAR-TERM	HYDROLOGIC ALERT - THE NWS FORECASTS THE POTENTIAL FOR FLOODING
FLASH FLOOD WATCH - THE NWS HAS ISSUED A FLASH FLOOD WATCH	HYDROLOGIC ALERT - THE NWS FORECASTS THE INCREASED POTENTIAL FOR FLASH FLOODING
FLOOD WATCH - THE NWS HAS ISSUED A FLOOD WATCH	HYDROLOGIC ALERT - THE NWS FORECASTS THE INCREASED POTENTIAL FOR FLOODING
URBAN AND SMALL STREAM FLOOD ADVISORY - THE NWS HAS ISSUED AN URBAN AND SMALL STREAM FLOOD ADVISORY	HYDROLOGIC ALERT - THE NWS ADVISES CAUTION FOR FLOODING ACROSS LOW LYING AND POOR DRAINAGE AREAS
ARROYO AND SMALL STREAM FLOOD ADVISORY - THE NWS HAS ISSUED AN ARROYO AND SMALL STREAM FLOOD ADVISORY	HYDROLOGIC ALERT - THE NWS ADVISES CAUTION FOR FLOODING ACROSS ARROYOS AND SMALL STREAMS
SMALL STREAM FLOOD ADVISORY - THE NWS HAS ISSUED A SMALL STREAM FLOOD ADVISORY	HYDROLOGIC ALERT - THE NWS ADVISES CAUTION FOR FLOODING ALONG SMALL STREAMS...CREEKS...AND RIVERS
FLOOD ADVISORY FOR FORECAST POINTS - THE NWS HAS ISSUED A FLOOD ADVISORY FOR THE MISSISSIPPI RIVER AT ST. LOUIS	HYDROLOGIC ALERT - THE NWS ADVISES CAUTION FOR ELEVATED FLOWS ALONG THE MISSISSIPPI RIVER AT ST. LOUIS

FLASH FLOOD WARNING – THE NWS HAS ISSUED A FLASH FLOOD WARNING	FLOOD WARNING – THE NWS HAS ISSUED A WARNING FOR FLASH FLOODING
FLOOD WARNING – THE NWS HAS ISSUED A FLOOD WARNING	FLOOD WARNING – THE NWS HAS ISSUED A WARNING FOR FLOODING

River Forecast Center Quantitative Precipitation Forecasts (RFC QPF)

Users must currently go to 13 individual River Forecast Center (RFC) webpages to view the amount of forecast precipitation being used to produce river forecasts. To provide a nationally consistent mosaic of quantitative precipitation forecasts used to produce river forecasts, the NWS plans to implement a “QPF: Quantitative Precipitation Forecasts” Tab as shown below. Clicking on that tab will allow users to view the 6-hour quantitative precipitation forecasts (QPFs) used to produce river forecasts and download QPF in shapefile and netCDF format.



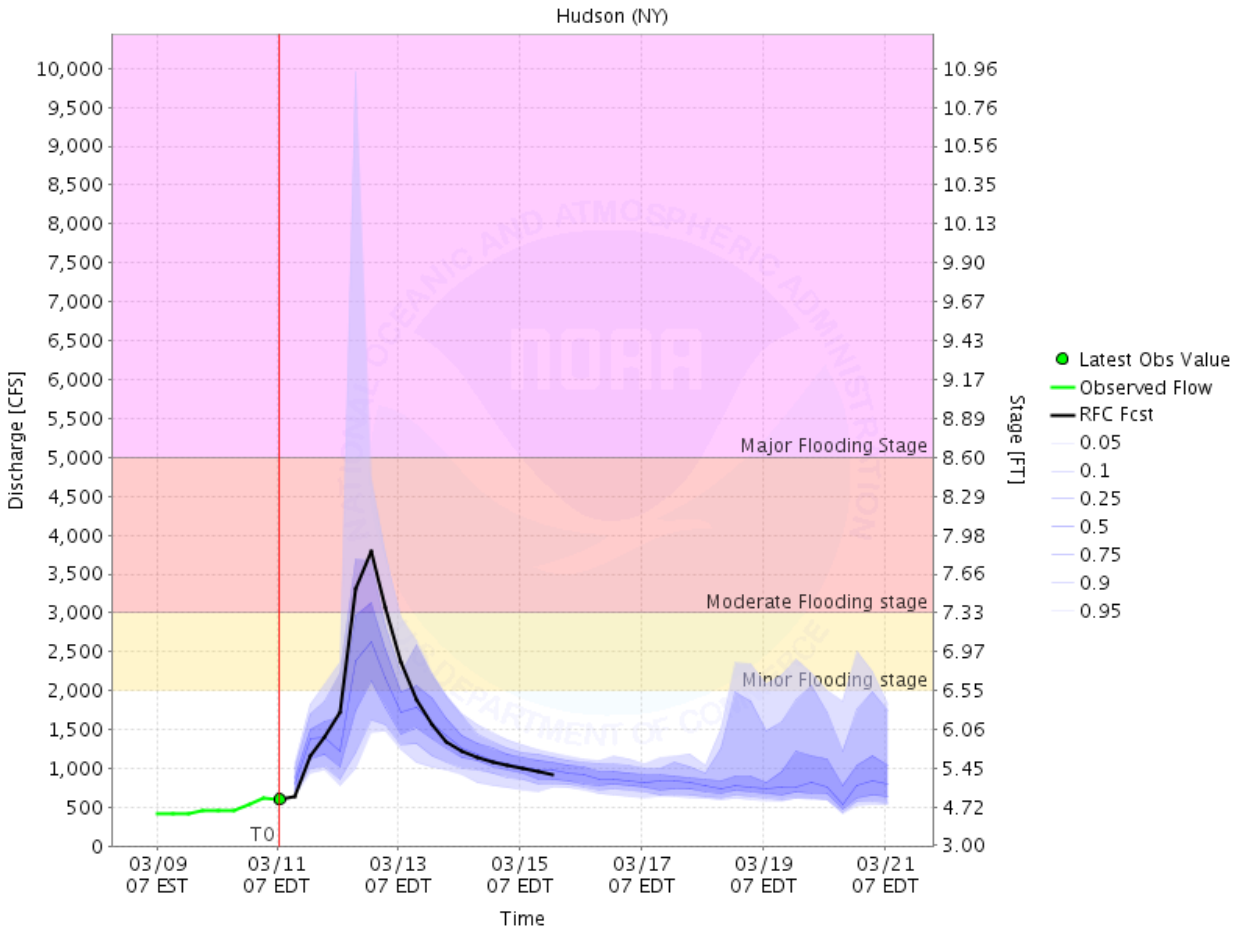
Using a 10-point scale where 1 means Poor and 10 means Excellent, please rate the map on the following:

- 18) Visual appeal
- 19) Ease of understanding
- 20) Tells me what I need to know about the quantitative precipitation forecasts used to produce river forecasts

Short-Term Probabilistic Forecasts

To increase the value of its flood prediction services, the NWS is planning to provide probabilistic river forecasts that extend up to 10 days in the future. The short-term forecast will include a cone of uncertainty, which represents the “likelihood” that the river will fall within certain ranges.

In the graphic shown below, the darkest blue region highlights the river levels that have the greatest likelihood of occurring at those points in time, while the lightest blue region shows river levels that have the smallest chance of occurring at those given points in time. As can be seen, the cone generally becomes larger farther out in time as more uncertainty exists as to what the actual forecasted river level will be. Along with the likelihood the river will actually reach a certain level at a given point in the future, there is also a measurement of confidence. For example, the confidence in one of the levels actually occurring within the dark blue region on March 11 is higher than the confidence in a point falling within the dark blue region on March 12. The black line represents the official river forecast from a River Forecast Center.



Using a 10-point scale where 1 means Poor and 10 means Excellent, please rate the graphic on the following:

- 21) Visual appeal
- 22) Ease of understanding
- 23) Tells me what I need to know about river forecasts

Advanced Hydrologic Prediction Service (AHPS)

24) Are you aware of the Advanced Hydrologic Prediction Service (AHPS), which is the NWS's ongoing effort to modernize NWS hydrologic services and provide new information and products to improve flood warnings and water resource forecasts?

- a. Yes
- b. No

25) **(IF Q24=a ASK)** Using a 10-point scale where 1 means Very Dissatisfied and 10 means Very Satisfied, how satisfied are you with the NWS's Advanced Hydrologic Prediction Service?

Customer Satisfaction Index

Now, please think about your overall satisfaction with the NWS Hydrologic Services Program, that portion of the NWS that focuses on water resources, including river forecasts and flood warnings.

26) First, please consider all of your experiences with the NWS Hydrologic Services Program. Using a 10-point scale where 1 means Very Dissatisfied and 10 means Very Satisfied, how satisfied are you with the NWS Hydrologic Services Program?

27) To what extent has the NWS Hydrologic Services Program fallen short of or exceeded your expectations? Using a 10-point scale where 1 now means Falls Short of your Expectations and 10 means Exceeds your Expectations, to what extent has the NWS Hydrologic Services Program fallen short of or exceeded your expectations?

28) Forget the NWS Hydrologic Services Program for a moment. Now, imagine an ideal hydrologic services program. How well do you think the NWS Hydrologic Services Program compares with that ideal hydrologic services program you just imagined? Please use a 10-point scale where 1 means Not Very Close to the Ideal and 10 means Very Close to the Ideal.

(ASK if Q74=d) National Climate Services Program

The National Weather Service (NWS) National Climate Services Program is strongly committed to serving the needs of its customers. To help in determining how to continually improve services, the NWS is undertaking research on how satisfied users are with the climate products and services provided, and would appreciate your feedback. The purpose of this research, conducted in partnership with the federal government as part of the American Customer Satisfaction Index, is to help the NWS improve its climate products and services for you.

Please click on the “Next” button below to begin.

2.1 Would an excessive Heat Watch-Warning outlook for Days 3-7 or Days 8-14 (week 2) into the future be useful to you in your decision making? Please check all that apply

- a. Days 3-7 into the future
- b. Days 8-14 (week 2) into the future
- c. Not useful in my decision making

2.2 Do you use NWS climate products and services for information beyond a week into the future?

- a. Yes
- b. No

- **(IF Q2.2=a)** Please describe which one(s)? **(CAPTURE)**

2.3 Do you use NWS data tools (NOWData, etc.) to look for information on past weather or climatology?

- a. Yes
- b. No

- **(IF Q2.3=a)** Please describe which one(s)? **(CAPTURE)**

2.4 Would a Local 3 Month Precipitation Outlook that provides expected chances for total 3 month precipitation to occur in Below, Near, and Above Normal ranges for your specific location be useful to you?

- a. Yes
- b. No

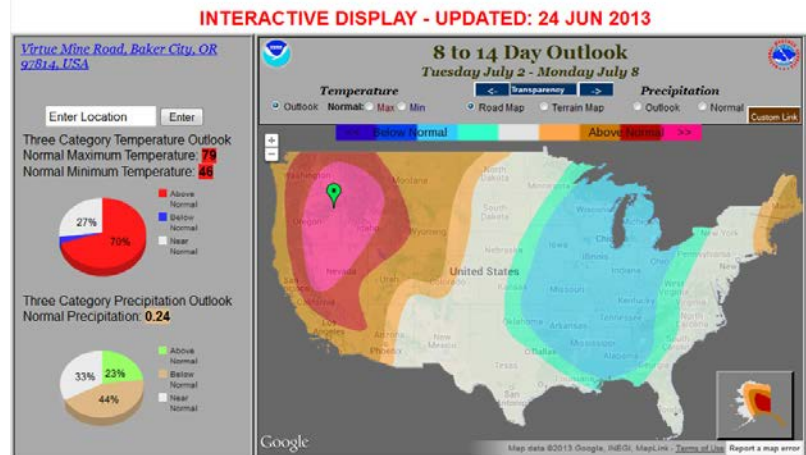
2.5 Are you aware of the new Interactive Display of 8-14 Day Extended Range Outlooks? (<http://www.cpc.ncep.noaa.gov/products/predictions/814day/interactive/index.php>)

- a. Yes **(SKIP to 2.6-2.8)**
- b. No **(SKIP to 2.9)**

2.6 On a scale from 1 to 10, where 1 is Poor and 10 is Excellent, how would you rate the new Interactive Display of 8-14 Day Extended Range Outlooks?

(<http://www.cpc.ncep.noaa.gov/products/predictions/814day/interactive/index.php>)

- Easy to understand
- Easy to use
- Eye-appealing
- Timeliness
- Usefulness
- Organization of information
- Location selection
- Ability to select variables
- Length of data record
- Meets my needs



2.7 How can NWS improve information of the new Interactive Display of 8-14 Day Extended Range Outlooks? (CAPTURE)

2.8 Would you like to see other NWS climate products (e.g., Monthly or Three Month Temperature and Precipitation Outlooks) delivered using similar interactive displays?

- a. Yes
- b. No

2.9 Have you contacted your local NWS office and requested information on climate/extended weather?

- a. Yes
- b. No

- (IF Q2.9=a) Please provide some feedback on your experience (for example, how often, what was the response, how satisfied were you with the response you received, etc.)? (CAPTURE)

2.10 Have you contacted NWS Climate Prediction Center and requested information on climate/extended weather?

- a. Yes
- b. No

- (IF Q2.10=a) Please provide some feedback on your experience (for example, how often, what was the response, how satisfied were you with the response you received, etc.)? (CAPTURE)

2.11 For what time frames are you utilizing NWS products and services for health forecasting or health modeling? (Please indicate all that apply)

- a. Weather (Days 1-7)
- b. Monthly (Days 8-31)
- c. Seasonal
- d. Annual
- e. Inter-annual (every 2 years)
- f. N/A – I don't do health forecasting and health modeling

2.12 Please describe what climate change information do you use or need to support your decisions? (**CAPTURE**)