

Report on Data Collected: Generalizable Survey for Heat and High Winds

April 18, 2018

Guidance to NWS:

In collaboration with Eastern Research Group (ERG), the following document provides raw data tabulations from the excessive heat and high wind generalizable surveys associated with the Hazard Simplification Project. While this document only constitutes the raw data and does not address statistical significance, an initial interpretation of these data is also provided. Data interpretation will continue after submitting this report, and any additional findings will be presented during our one-on-one meeting at the end of April. Therefore, when reading this document **remember that the final report will include higher-order statistical analyses that will offer more concrete recommendations and next steps for the Hazard Simplification Project.**

Through funding provided by the National Science Foundation's Graduate Research Internship Project (GRIP), this project offers an extension of ERG's research efforts in the Hazard Simplification Project by investigating additional hazards (i.e., excessive heat and high winds). Although a separate research endeavor, considerable effort was given to remaining uniform with the questionnaire design, study design, and sampling techniques to offer generalizable results comparable to those produced by ERG. However, there are a couple differences that should be highlighted:

- Due to OMB restrictions, a bank of questions was removed from ERG's questionnaire. However, the University of Georgia's IRB did not require the questions to be removed. As a result, additional questions examining *perceived risk*, *perceived confidence*, *perceived urgency*, and *probability of occurrence* were included when respondents assessed each prototype.
- Due to time frame differences, a question specifically asking respondents about their current knowledge of the watch, warning, advisory system (WWA) was not included. However, the inclusion of the additional questions described above (i.e., perceived risk, confidence, and urgency) offer additional insight on respondent's current knowledge of the WWA system.

The following sections will offer additional information on the survey process for both excessive heat and high winds. These sections will describe the design of the survey instrument, external validation of the survey instrument, and finally survey implementation and deployment. Following this additional information, the raw data tabulations will be provided for the sample demographic information, current knowledge of the WWA system, and variables associated with each prototype.

Prototype Overview

ERG worked with NWS to develop a set of prototypes to examine alternative headlines. The logic associated with each prototype is as follows:

Current System (Current): Gathering baseline data on the public’s understanding of the current system.

Prototype 1 (P1). Outlook, Warning-Warning-Warning: This prototype is primarily for theoretical purposes. We are testing whether people anchor to headlines or information. Thus, we use the *same* warning word for every level, but only change the information we give them. We are testing a new word for watch, “Outlook.”

Prototype 2 (P2). Notice, Alert, Warning, Emergency: This prototype is essentially a “band-aid” prototype. We changed the word for watch and advisory. This allows us to test if simply changing the “problem” words improves the overall system.

Prototype 3 (P3). Possible X Event, (Minor), Moderate, Severe, Extreme Warnings. This prototype is a larger overhaul of the system. It changes the word for watch to “Possible X Event,” where X is the hazard. The word warning is maintained while using adjectives to convey levels of severity. Minor is only used for flooding, river and coastal flooding at this time.

Prototype 4 (P4). Possible X Conditions, Level Orange, Level Red, Level Purple Warnings. This prototype is also a larger overhaul of the system. It changes the word watch to “Possible X Conditions,” where X is the hazard. The word warning is maintained while using colors to denote levels.

When reviewing this document and the raw tabulations, the prototypes will be referenced based on the descriptions described above.

Prototype 1	Prototype 2	Prototype 3	Prototype 4
X Outlook	X Notice	Possible X	Possible X Conditions
X Warning	X Alert	Moderate X Warning	Level Orange X Warning
X Warning	X Warning	Severe X Warning	Level Red X Warning
X Warning	X Emergency	Extreme X Warning	Level Purple X Warning

Figure 1. Overview of the prototypes being assessed in this document.

Table of Contents

<u>Summary of Generalizable Survey Process</u>	4
<u>Takeaways from Excessive Heat Raw Tabulations</u>	10
<u>Excessive Heat – Sample Demographics</u>	11
<u>Excessive Heat – Current WWA Knowledge</u>	23
<u>Excessive Heat – Prototype Variables</u>	25
<u>Excessive Heat – Prototype Summaries</u>	34
<u>Takeaways from High Winds Raw Tabulations</u>	38
<u>High Winds – Sample Demographics</u>	39
<u>High Winds – Current WWA Knowledge</u>	45
<u>High Winds – Prototype Variables</u>	47
<u>High Winds – Prototype Summaries</u>	57

Summary of Generalizable Survey Process

Design of the Survey Instrument

To remain consistent with the survey instrument developed by ERG, the questionnaire was created in collaboration with NWS and ERG. Therefore, the overall goal of the survey instrument was to effectively evaluate how respondents react to existing excessive heat and high wind WWA messages compared to the HazSimp prototypes. The theoretical foundation employed by ERG was replicated in this survey instrument. Thus, several theoretical variables from the Theory of Planned Behavior (Ajzen, 1985, 1991) and the Risk Information Seeking and Processing model were used (Griffin et al. 1999). These included, but were not limited to: perceived susceptibility, perceived severity, risk perception as affect, gathering capacity, and subjective norms.

After answering questions associated with demographic information and the theoretical risk variables, participants were randomly assigned to (1) two of five prototypes, (2) a change-in-forecast condition for each prototype (i.e., advisory with an upgrade, etc.) and (3) either receive additional information about the warning headlines in table format or not. Following this assignment, the procedure was identical for all conditions. First, participants walked through four scenarios that offered either weather information (*Base condition*) or a weather headline with weather information (*Watch, Advisory, Warning, or Emergency condition*). Within each scenario, participants answered several questions that assessed: the action they would take given this information, their likelihood of performing specific behaviors (monitoring, preparing, taking some action, taking protective action), perceived risk, perceived urgency, perceived confidence, and probability of occurrence¹. After progressing through four scenarios, participants completed the same process with a different prototype. Finally, respondents finished the survey by answering questions relating to their weather information habits and additional demographic information.

In collaboration with the NWS, it was decided that the Excessive Heat survey instrument would include:

- The current WWA messages (i.e., Excessive Heat Watch, Heat Advisory, and Excessive Heat Warning) that would constitute the Current System Prototype.
- Excessive Heat Prototypes that only retain the “Advisory” level and “Warning” level.
- Excessive Heat Prototypes that only progress linearly and would not account for downgrades (i.e., Excessive Heat Warning -> Heat Advisory). Therefore, respondents saw a continuance of the “Advisory” level condition to keep the survey instrument consistent with other hazards.
- Excessive Heat Prototypes would account for the upcoming consolidation efforts by dropping “Excessive” from the headlines.
- The following headlines in the HazSimp Excessive Heat prototypes:

¹ Recall that these variables are unique to this particular study and do not show up on the survey instrument created by ERG.



Figure 2. Overview of the excessive heat prototypes being assessed in this document.

In collaboration with the NWS, it was decided that the High Winds survey instrument would include:

- The current WWA messages (i.e., High Wind Watch, Wind Advisory, and High Wind Warning) that would constitute the Current System Prototype.
- Two change-in-forecast conditions (advisory with an upgrade and warning with a downgrade).
- High wind prototypes that would account for the upcoming consolidation efforts by dropping “High” from the headlines.
- The following headlines in the HazSimp High Winds prototypes:

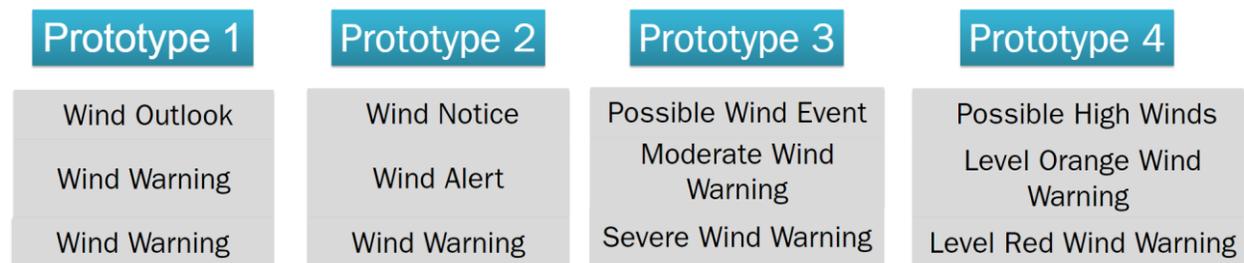


Figure 3. Overview of the high wind prototypes being assessed in this document.

External Validation of Survey Instrument

To evaluate the validity of the survey instrument and study design, college students from a southeastern university were used to pilot the study. Pretesting occurred in two phases: cognitive interviewing and pilot survey deployment. First, a small sample of students ($n = 20$) completed the questionnaire in a one-on-one setting and were asked to describe their thoughts while completing the study. This technique, known as cognitive interviewing, was used to uncover problems with question wording, order effects, priming, and questionnaire length (Collins, 2003). Specifically, this process identified that the respondents experienced difficulties progressing through the scenarios. However, this process allowed us to make several changes to the scenario language and better frame the scenarios to ensure respondents understood the progression through time. Next, the survey instrument was piloted with a larger sample of college students ($n = 961$) to evaluate the study design, survey instrument, and total time

needed to complete the study. Finally, a small sample of the generalizable sample was obtained from Qualtrics. This additional pilot testing phase (i.e., a soft launch) allowed us to look for inconsistencies in the responses among a general public sample, and correct anything out of the ordinary. Overall, these validation efforts offered guidance for improving the quality of the survey instrument.

Deployment of Survey Instrument to Generalizable Sample

After revising the survey instrument to reflect the pilot implementation results, the survey was deployed using the online Qualtrics platform. A generalizable sample of the public was purchased from Qualtrics. In other words, Qualtrics selected a random sample of individuals who have opted-in to take their online surveys. To account for geographical differences in hazard frequency, states were targeted that frequently experience the hazard and others that do not experience it as often. Using this sample information, Qualtrics made individuals in these areas aware of the project and managed all eligibility parameters. As an incentive for participating, Qualtrics respondents received an incentive based on the length of the survey, their specific panelist profile and target acquisition difficulty. Based on a sampling needs analysis, it was determined that a total of 1600 respondents was needed to account for both excessive heat ($n = 520$) and high winds ($n = 1080$). Specific deployment details associated with the excessive heat and high wind surveys can be found in the next two sections.

Excessive Heat:

To evaluate the Excessive Heat prototypes in both warm and cold climates, states were selected in collaboration with the NWS. Specifically, the geographical criteria was determined based on temperature climatologies, NWS policy, and criteria for the issuance of excessive heat products. Given this distinction, the follow states were classified and sampled as ***warm climate***: Virginia, North Carolina, South Carolina, Kentucky, Tennessee, Georgia, Florida, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, Texas, New Mexico, Arizona, Nevada, California. On the other hand, the following states were classified and sampled as ***cold climate***: Washington, Oregon, Idaho, Montana, Wyoming, Utah, Colorado, Kansas, Nebraska, South Dakota, North Dakota, Minnesota, Iowa, Missouri, Illinois, Indiana, Michigan, Ohio, West Virginia, Pennsylvania, Maryland, Delaware, New Jersey, Rhode Island, Connecticut, New York, Massachusetts, New Hampshire, Vermont, Maine. To provide further context, a map of the warm and cold climate states is shown below (Figure 4).

The Excessive Heat survey was soft launched on December 1, 2017. After checking for inconsistencies, the Excessive Heat survey was officially deployed on December 4, 2017 and successfully completed data collection on December 5, 2017.

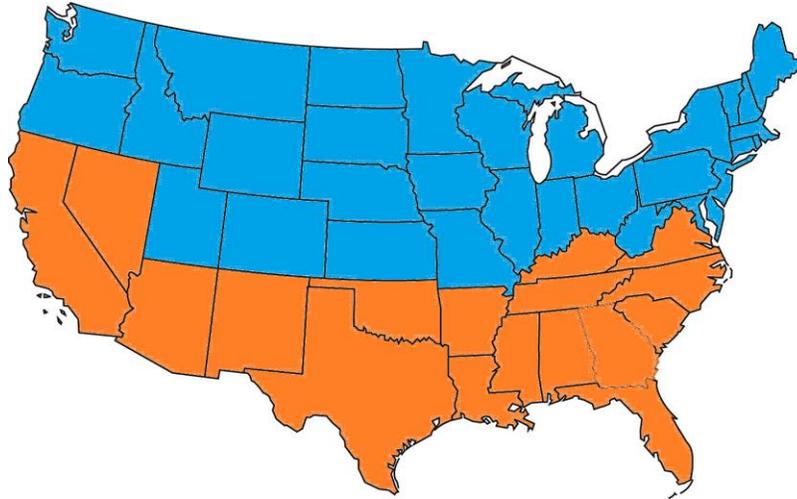


Figure 4. Sampling map of warm climate states (orange) and cold climate states (blue).

High Winds:

The High Wind prototypes underwent a different sampling technique. After collaborating with the NWS, it was determined that there were not specific states that experienced high winds more frequently than others. Therefore, an East/West sampling technique was employed to ensure the survey sample was geographically diverse and representative of the entire country.

The High Wind survey was soft launched on January 2, 2018 and January 3, 2018. After checking for inconsistencies, the High Wind survey was officially deployed on January 3, 2018 and successfully completed data collection on January 4, 2018.

Raw Data and Variables Collected

Although described in the sections above, raw data tabulations will be provided for the following variables:

Demographic Information:

- Gender
- Annual Household Income
- Race/Ethnic Identification
- Hispanic Origin
- Education Background
- Age
- Primary Residence
- Location of Primary Residence
- Environment Near Residence
- Number of Adults in Household
- Number of Children in Household
- Weather Information Habits

Theoretical Variables:

- Perceived Susceptibility: *How likely is it that excessive heat/high winds will harm: (You, Your home/apartment, Your community)*
 - Using a scale from 1 to 10, where 1 means **not likely at all** and 10 means **extremely likely**
- Perceived Severity: *How serious is the threat posed by excessive heat/high winds to: (You, Your home/apartment, Your community)*
 - Using a scale from 1 to 10, where 1 means **not serious at all** and 10 means **extremely serious**
- Risk Perception as Affect: *How would you describe your feelings when you hear about an impending...*
 - Using a scale from 1 to 5, where 1 means **extremely negative feelings** and 10 means **extremely positive feelings**.
- Previous Hazard Experience
- Possibility of Experiencing Hazard in Future
 - Please indicate a probability on a scale from 1 to 100.
- Adaptive Behaviors: *Behaviors that may increase or decrease individual risk.*
 - Using a scale from 1 to 10, where 1 means **strongly disagree** and 10 means **strongly agree**.
- Gathering Capacity: *An individual's perception about their ability to gain knowledge.*

- Using a scale from 1 to 10, where 1 means **strongly disagree** and 10 means **strongly agree**.
- Subjective Norms: *Perceived social pressure to possess knowledge.*
 - Using a scale from 1 to 10, where 1 means **strongly disagree** and 10 means **strongly agree**.

Prototype Variables:

- Action Taken: *Based on the forecast scenario, which of the following actions most accurately describes what you would do?*
 - (1) Nothing
 - (2) Monitor Weather Information
 - (3) Prepare
 - (4) Take Some Action
 - (5) Take Protective Action
- Likelihood to Monitor: *How likely are you to monitor weather information given the forecast scenario?*
 - Using a scale from 1 to 5, where 1 means **very unlikely** and 5 means **very likely**.
- Likelihood to Prepare: *How likely are you to prepare given the forecast scenario?*
 - Using a scale from 1 to 5, where 1 means **very unlikely** and 5 means **very likely**.
- Likelihood to Take Some Action: *How likely are you to take some action given the forecast scenario?*
 - Using a scale from 1 to 5, where 1 means **very unlikely** and 5 means **very likely**.
- Likelihood to Take Protective Action: *How likely are you to take protective action given the forecast scenario?*
 - Using a scale from 1 to 5, where 1 means **very unlikely** and 5 means **very likely**.
- Perceived Risk: *The risk of this forecast to you and your family.*
 - Using a scale from 1 to 10, where 1 means **no risk** and 10 means **extreme risk**.
- Perceived Confidence: *Your confidence in the forecast.*
 - Using a scale from 1 to 10, where 1 means **no confidence** and 10 means **extreme confidence**.
- Perceived Urgency: *The urgency to respond to this forecast.*
 - Using a scale from 1 to 10, where 1 means **no urgency** and 10 means **extreme urgency**.
- Probability of Occurrence: *What is the probability that excessive heat/high winds will actually occur?*
 - Please indicate a probability on a scale from 1 to 100.

Takeaways from Excessive Heat Raw Tabulations

This section offers general takeaways and notes trends in the excessive heat raw tabulations.

Remember that this document does not offer any statistical significance or final recommendations; therefore, the following discussion should be taken as a general overview of the raw tabulations.

Current WWA Knowledge:

- Based on the raw tabulations, it appears that respondents from both the warm and cold climates are responding appropriately to the excessive heat WWA headlines and weather scenarios. Most of the means associated with actions (i.e., overall action, monitoring, prepare, and protective action) increase linearly across the conditions. After examining both the high wind and excessive heat data, this trend makes me ask: **Does the current WWA system work better for long-term hazards? Is this a similar pattern with the other hazards surveyed?**
- Interestingly, among the warm climate sample there are trends that suggest that adding the “Watch” headline decreases confidence, urgency, and probability of occurrence. However, this trend is not as clear in the cold climate sample.
- A similar trend is seen when examining behavior change from the Base condition to the Watch level in the Warm Climate. It appears that adding the “Watch” headline does not evoke much change in behavior. A closer look at the breakdown of actions, reveals that individuals are moving from taking protective action to lower-tiered actions (such as monitoring, preparing, etc.) which are more appropriate for this “Watch” headline.

Prototype Variables:

- A similar trend is seen when examining behavior change *across all the prototypes* from the Base condition to the Watch level in the Warm Climate. It appears that adding the “Watch” headline does not evoke much change in behavior. However, Prototype 3 at the “Watch level” (i.e., Severe Heat Warning) evokes quite a difference in behavior change. **Does the “Severe” headline provoke high-order behaviors (i.e., taking some action/protective action) too soon?** Similar trends are observed in the perceived risk, perceived urgency, and probability of occurrence. Indicating that this might be the case. Perhaps this would warrant the use of “Moderate Heat Warning” instead of the higher version “Severe Heat Warning.”
- Among the Cold Climate sample, the Current Prototype, Prototypes 2, and Prototype 4 show strong trends throughout the prototype variables; however, more statistical analysis is needed to verify these patterns.

Excessive Heat – Sample Demographics

Warm Climate:

Demographic Raw Data:

Variable	N	%
<i>Gender:</i>		
Female	208	76.2
Male	63	23.1
<i>Annual Household Income:</i>		
Less than \$24,999	71	25.8
\$25,000 - \$49,999	96	34.9
\$50,000 – \$99,999	77	28.0
\$100,000 - \$199,999	26	9.5
\$200,000+	5	1.8
<i>Race:</i>		
Caucasian American	224	81.5
Black or African American	33	12.0
American Indian or Alaska Native	3	1.1
Asian	14	5.1
Native Hawaiian or Pacific Islander	0	0
Other (or not reported)	1	0.4
<i>Hispanic Origin:</i>		
Yes	24	8.7
No	251	91.3
<i>Educational Background:</i>		
Elementary, junior high, or some high school.	12	2.5
High School Graduate/GED	63	26
Some College/vocational school	80	32.9
College graduate	74	26.7
Some graduate work	17	1.4
Master's Degree	21	7.6
Doctorate (of any type) or Professional Degree	4	2.9
Other Degree	3	1.1
<i>Age Breakdown:</i>		
18-24 years old	22	8.0
25-34 years old	46	16.7
35-44 years old	46	16.7
45-54 years old	38	13.8
55-64 years old	63	22.9
65+ years old	60	21.8
<i>Primary Residence:</i>		
Apartment	44	16.0

Single family home	180	65.5
Duplex	4	1.5
Mobile home	35	12.7
Condo or townhouse	12	4.4
Other	0	0.0
<i>Location of Primary Residence:</i>		
Urban location	65	23.7
Suburban location	133	48.5
Rural location	76	27.7
<i>Environment Near Residence:</i>		
River, stream, or creek	59	21.5
Lake or pond	52	18.9
Ocean or coastal community	30	10.9
Mountain	32	11.6
Desert	16	5.8
Not Applicable (or not reported)	86	31.3
<i>Number of Adults (18+) in Household:</i>		
One	70	25.4
Two	153	55.6
Three	39	14.2
Four	9	3.3
Five	3	1.1
Eleven	1	0.4
<i>Number of Children (<17) in Household:</i>		
Zero	180	65.5
One	40	14.5
Two	28	10.2
Three	22	8.0
Four	3	1.1
Five	1	0.4
Seven	1	0.4
<i>Past Experiences with Heat:</i>		
No	221	80.4
Yes, for you personally	31	11.3
Yes, for family	19	6.9
Yes, for neighbors	13	4.7
Yes, for close friends/associates	13	4.7
Note: The past experiences with heat question allowed participants to select more than one option.		

Weather Information Habits Raw Data:

Variable	N	%
<i>How closely do you follow your local weather?</i>		
Not at all closely	4	1.5
Not very closely	16	5.9
Somewhat closely	83	30.6
Very closely	166	62.0
<i>How closely do you follow the weather of friends/fam?</i>		
Not at all closely	25	9.4
Not very closely	49	18.4
Somewhat closely	107	40.2
Very closely	85	32.0
<i>How closely do you follow national weather?</i>		
Not at all closely	18	6.7
Not very closely	64	23.7
Somewhat closely	98	36.3
Very closely	90	33.3
<i>How often do you get weather info from a computer?</i>		
Never	22	8.1
Hardly Ever	24	8.9
Sometimes	99	36.5
Often	126	45.8
<i>How often do you get weather info from a mobile device?</i>		
Never	38	15.2
Hardly Ever	20	8.0
Sometimes	60	24.0
Often	132	52.8
<i>Which do you prefer? Computer or mobile device?</i>		
Computer	125	55.3
Mobile Device	101	44.7
<i>How often do you read weather in print?</i>		
Never	75	28.7
Hardly Ever	64	24.5
Sometimes	63	24.1
Often	59	22.6
<i>How often do you listen to weather on the radio?</i>		
Never	45	17.0
Hardly Ever	59	22.3
Sometimes	89	33.6
Often	72	27.2

<i>How often do you watch local television weather?</i>		
Never	23	8.5
Hardly Ever	21	7.7
Sometimes	58	21.3
Often	170	62.5
<i>How often do you watch national evening weather?</i>		
Never	37	13.9
Hardly Ever	36	13.5
Sometimes	82	30.7
Often	112	41.9
<i>How often do you watch cable television weather?</i>		
Never	38	14.3
Hardly Ever	44	16.5
Sometimes	87	32.7
Often	97	36.5
<i>How often do you get weather from social media?</i>		
Never	93	35.8
Hardly Ever	45	17.3
Sometimes	70	26.9
Often	52	20.0
<i>How often do you get weather from a website or app?</i>		
Never	32	11.9
Hardly Ever	30	11.2
Sometimes	74	27.6
Often	132	49.3
<i>Which do you prefer for getting daily weather info?</i>		
Print	4	1.5
Radio	11	4.0
Television	143	52.4
Social Media	11	4.0
Website or app	104	38.1
<i>Which do you prefer for getting excessive heat info?</i>		
Print	5	1.9
Radio	12	4.5
Television	147	55.5
Social Media	15	5.7
Website or app	86	32.5

Theoretical Variables Raw Data:

Variable	Mean	Standard Deviation
<i>Perceived Susceptibility:</i>		
You	6.87	2.79
Your home/apartment	5.89	2.88
Your local community	6.50	2.65
<i>Perceived Severity:</i>		
You	6.84	2.82
Your home/apartment	5.88	2.93
Your local community	6.39	2.75
<i>Affect:</i>		
70-80 degree day?	3.94	1.00
80-90 degree day?	2.51	1.23
Multiple days above 95 degrees?	1.83	1.30
<i>Possibility of Experiencing Heat Impacts in Future:</i>		
	42.96%	27.53
<i>Adaptive Behaviors:</i>		
I use A/C during excessive heat.	8.97	1.97
I don't use A/C during excessive heat.	2.80	2.76
I am aware of resources offered by my community for staying cool	6.61	3.08
I don't feel safe leaving my house to stay cool during excessive heat.	5.05	3.26
My job requires me to work outside.	3.24	3.22
I take proper precautions when required to work outdoors in excessive heat.	8.40	1.91
I avoid being outside during excessive heat	8.32	2.42
I usually stay inside during excessive heat.	8.55	2.18
I make an effort to stay hydrated.	9.06	1.43
Excessive heat influences me to change my schedule.	6.64	2.94
<i>Gathering Capacity:</i>		
I can't make sense of information about excessive heat.	3.11	2.65
When it comes to information about excessive heat, I can't separate facts from fiction.	3.73	2.92
Most information about excessive heat is too technical for me to understand.	3.34	2.78
I can't understand information about excessive heat even if I make an effort.	3.04	2.74
<i>Subjective Norms:</i>		
My friends expect me to know something about excessive heat.	6.14	2.91

Most people who are important to me think I should know something about excessive heat.	6.45	2.86
My family expects me to know something about excessive heat.	6.68	2.81

Cold Climate:

Demographic Raw Data:

Variable	N	%
<i>Gender:</i>		
Female	192	68.8
Male	83	30.1
<i>Annual Household Income:</i>		
Less than \$24,999	80	29.0
\$25,000 - \$49,999	94	34.1
\$50,000 – \$99,999	81	29.3
\$100,000 - \$199,999	19	6.9
\$200,000+	2	0.7
<i>Race:</i>		
Caucasian American	240	86.6
Black or African American	26	9.4
American Indian or Alaska Native	0	0
Asian	9	3.2
Native Hawaiian or Pacific Islander	0	0
Other (or not reported)	4	1.4
<i>Hispanic Origin:</i>		
Yes	18	6.5
No	259	93.5
<i>Educational Background:</i>		
Elementary, junior high, or some high school.	7	2.5
High School Graduate/GED	72	26
Some College/vocational school	91	32.9
College graduate	74	26.7
Some graduate work	4	1.4
Master’s Degree	21	7.6
Doctorate (of any type) or Professional Degree	8	2.9
<i>Age Breakdown:</i>		
18-24 years old	20	7.2
25-34 years old	47	17.0
35-44 years old	33	11.9
45-54 years old	41	14.8
55-64 years old	61	22.0
65+ years old	75	27.1
<i>Primary Residence:</i>		
Apartment	53	19.1
Single family home	189	68.2
Duplex	10	3.6
Mobile home	10	3.6

Condo or townhouse	10	3.6
Other	5	1.8
<i>Location of Primary Residence:</i>		
Urban location	73	26.4
Suburban location	129	46.7
Rural location	74	26.8
<i>Environment Near Residence:</i>		
River, stream, or creek	77	27.6
Lake or pond	35	12.5
Ocean or coastal community	18	6.5
Mountain	30	10.8
Desert	2	0.7
Not Applicable (or not reported)	117	41.9
<i>Number of Adults (18+) in Household:</i>		
One	80	28.7
Two	135	48.4
Three	44	15.8
Four	12	4.3
Five	4	1.4
Six	1	0.4
<i>Number of Children (<17) in Household:</i>		
Zero	209	75.5
One	39	14.1
Two	20	7.2
Three	7	2.5
Four	2	0.7
<i>Past Experiences with Heat:</i>		
No	232	83.2
Yes, for you personally	30	10.8
Yes, for family	14	5.0
Yes, for neighbors	11	3.9
Yes, for close friends/associates	12	4.3
Note: The past experiences with heat question allowed participants to select more than one option.		

Weather Information Habits Raw Data:

Variable	N	%
<i>How closely do you follow your local weather?</i>		
Not at all closely	5	1.8
Not very closely	18	6.6
Somewhat closely	89	32.5
Very closely	162	59.1
<i>How closely do you follow the weather of friends/fam?</i>		
Not at all closely	28	10.5
Not very closely	59	22.1
Somewhat closely	101	37.8
Very closely	79	29.6
<i>How closely do you follow national weather?</i>		
Not at all closely	25	9.1
Not very closely	65	23.7
Somewhat closely	118	43.1
Very closely	66	24.1
<i>How often do you get weather info from a computer?</i>		
Never	24	8.9
Hardly Ever	35	13.0
Sometimes	91	33.8
Often	119	44.2
<i>How often do you get weather info from a mobile device?</i>		
Never	71	28.3
Hardly Ever	13	5.2
Sometimes	58	23.1
Often	109	43.4
<i>Which do you prefer? Computer or mobile device?</i>		
Computer	96	48.5
Mobile Device	102	51.5
<i>How often do you read weather in print?</i>		
Never	89	34.1
Hardly Ever	60	23.0
Sometimes	53	20.3
Often	59	22.6
<i>How often do you listen to weather on the radio?</i>		
Never	57	21.5
Hardly Ever	58	21.9
Sometimes	86	32.5
Often	64	24.2

<i>How often do you watch local television weather?</i>		
Never	20	7.5
Hardly Ever	28	10.5
Sometimes	61	22.8
Often	158	59.2
<i>How often do you watch national evening weather?</i>		
Never	41	15.4
Hardly Ever	47	17.6
Sometimes	73	27.3
Often	106	39.7
<i>How often do you watch cable television weather?</i>		
Never	48	18.5
Hardly Ever	41	15.8
Sometimes	78	30.0
Often	93	35.8
<i>How often do you get weather from social media?</i>		
Never	113	43.3
Hardly Ever	49	18.8
Sometimes	53	20.3
Often	46	17.6
<i>How often do you get weather from a website or app?</i>		
Never	40	15.2
Hardly Ever	24	9.1
Sometimes	62	23.5
Often	138	52.3
<i>Which do you prefer for getting daily weather info?</i>		
Print	8	2.9
Radio	17	6.2
Television	138	50.2
Social Media	9	3.3
Website or app	103	37.5
<i>Which do you prefer for getting excessive heat info?</i>		
Print	8	3.0
Radio	19	7.0
Television	144	53.1
Social Media	11	4.1
Website or app	89	32.8

Theoretical Variables Raw Data:

Variable	Mean	Standard Deviation
<i>Perceived Susceptibility:</i>		
You	6.45	2.891
Your home/apartment	5.57	2.976
Your local community	6.14	2.870
<i>Perceived Severity:</i>		
You	6.14	2.986
Your home/apartment	5.28	2.966
Your local community	5.58	2.870
<i>Affect:</i>		
60-70 degree day?	4.34	0.910
80-90 degree day?	3.12	1.115
Multiple days above 95 degrees?	2.12	1.236
<i>Possibility of Experiencing Heat Impacts in Future:</i>		
	34.43%	26.169
<i>Adaptive Behaviors:</i>		
I use A/C during excessive heat.	8.73	2.20
I don't use A/C during excessive heat.	3.16	2.99
I am aware of resources offered by my community for staying cool	6.17	3.19
I don't feel safe leaving my house to stay cool during excessive heat.	4.65	3.18
My job requires me to work outside.	2.97	3.06
I take proper precautions when required to work outdoors in excessive heat.	8.27	2.09
I avoid being outside during excessive heat	8.02	2.38
I usually stay inside during excessive heat.	8.26	2.21
I make an effort to stay hydrated.	8.85	1.73
Excessive heat influences me to change my schedule.	7.01	2.81
<i>Gathering Capacity:</i>		
I can't make sense of information about excessive heat.	3.06	2.65
When it comes to information about excessive heat, I can't separate facts from fiction.	3.65	2.83
Most information about excessive heat is too technical for me to understand.	3.32	2.86
I can't understand information about excessive heat even if I make an effort.	2.91	2.71
<i>Subjective Norms:</i>		
My friends expect me to know something about excessive heat.	5.81	3.04

Most people who are important to me think I should know something about excessive heat.	6.31	2.96
My family expects me to know something about excessive heat.	6.21	3.08

Excessive Heat – Current WWA Knowledge

Although a specific question assessing current knowledge of the WWA messages was not included in the survey instrument, the inclusion of additional questions (i.e., perceived risk, confidence, and urgency) offer further insight on respondent’s current knowledge. Therefore, the table below depicts variables for both the warm/cold climate and table/no table.

How to Interpret: To interpret the overall action, consider the following : 1 = Nothing, 2 = Monitor, 3 = Prepare, 4 = Take some action, and 5 = Take protective action. Therefore, a higher mean score means that individuals indicated they would perform a higher-order action. For example, a mean score of 2.63 (see No Table, Warm Climate, Base) would indicate that individuals were more likely to perform lower-tiered actions, such as Nothing, Monitoring, or Preparing. The other action questions are measured on a 1-5 likelihood scale, so a higher mean indicates a higher likelihood of performing that action. The other variables are measured along a 1-10 scale (perceived risk, perceived confidence, and perceived urgency) or a 1-100 scale (probability of occurrence).

CURRENT SYSTEM - NO TABLE					CURRENT SYSTEM - TABLE				
Warm Climate					Warm Climate				
	Base	Watch	Advisory	Warning		Base	Watch	Advisory	Warning
Overall Action	2.63	2.70	3.05	3.45	Overall Action	2.91	2.78	3.31	3.60
Monitor	3.91	3.91	4.02	4.19	Monitor	4.18	4.02	4.28	4.29
Prepare	3.66	3.69	3.82	3.91	Prepare	3.84	3.84	4.24	4.18
Prot. Action	3.47	3.55	3.74	4.18	Prot. Action	3.73	3.75	4.07	4.25
Risk	7.18	7.26	7.54	7.82	Risk	7.51	7.33	7.74	8.02
Confidence	7.97	7.86	8.00	8.09	Confidence	7.98	7.73	8.20	8.46
Urgency	6.98	6.93	7.61	7.77	Urgency	7.36	7.24	7.85	8.11
Probability	72.07	70.44	75.25	77.92	Probability	73.78	74.01	81.28	81.8
Cold Climate:					Cold Climate:				
	Base	Watch	Advisory	Warning		Base	Watch	Advisory	Warning
Overall Action	2.44	2.64	2.89	3.55	Overall Action	2.65	2.86	3.07	3.65
Monitor	3.57	3.66	3.95	4.02	Monitor	3.81	3.86	3.95	4.11
Prepare	3.62	3.46	3.68	3.75	Prepare	3.68	3.58	3.75	3.93
Prot. Action	3.45	3.38	3.70	3.93	Prot. Action	3.40	3.47	3.70	4.09
Risk	6.29	6.66	6.88	7.34	Risk	6.44	6.67	7.00	7.54
Confidence	6.95	7.54	7.73	8.13	Confidence	7.18	7.04	7.64	7.88
Urgency	6.25	6.73	7.04	7.59	Urgency	6.53	6.65	7.05	7.46
Probability	70.37	70.28	76.71	81.1	Probability	69.24	69.47	75.08	80.78

Action Breakdown by Percentage:

How to Interpret: These tables present a breakdown of the actions chosen for each scenario, and allow us to examine how the distribution of actions changes from scenario to scenario. This information provides some insight on how respondents are reacting to the current WWA system. For example, you may notice that the percentage of individuals indicating that they would do “Nothing” decreases as they progress from the Base condition (30.4%) to the Warning scenario (10.9%) in the No Table, Warm Climate condition.

NO TABLE				
Warm Climate - Action Breakdown (%)				
	<i>Base</i>	<i>Watch</i>	<i>Advisory</i>	<i>Warning</i>
Nothing	30.4	25.0	16.1	10.9
Monitor	19.7	17.9	17.9	12.7
Prepare	25.0	28.6	25.0	23.6
Some Action	14.3	19.6	26.8	25.5
Prot. Action	10.7	8.9	14.3	27.3
Cold Climate - Action Breakdown (%)				
	<i>Base</i>	<i>Watch</i>	<i>Advisory</i>	<i>Warning</i>
Nothing	30.9	23.6	16.1	10.9
Monitor	21.8	23.6	21.4	9.1
Prepare	29.1	30.9	30.4	23.6
Some Action	9.1	9.1	21.4	27.3
Prot. Action	9.1	12.7	10.7	29.1

TABLE				
Warm Climate - Action Breakdown (%)				
	<i>Base</i>	<i>Watch</i>	<i>Advisory</i>	<i>Warning</i>
Nothing	23.6	18.2	9.1	9.1
Monitor	16.4	29.1	20.0	12.7
Prepare	29.1	25.5	30.9	29.1
Some Action	7.3	10.9	10.9	7.3
Prot. Action	23.6	16.4	29.1	41.8
Cold Climate - Action Breakdown (%)				
	<i>Base</i>	<i>Watch</i>	<i>Advisory</i>	<i>Warning</i>
Nothing	26.3	19.3	10.5	10.5
Monitor	22.8	24.6	22.8	5.3
Prepare	26.3	28.1	33.3	29.8
Some Action	8.8	7.0	15.8	17.5
Prot. Action	15.8	21.1	17.5	36.8

Excessive Heat – Prototype Variables

Action Taken:

***Remember:** For prototypes 1-4, the “Watch” column represents the first “Advisory” and the “Advisory” column represents a continuation of the “Advisory.”

How to Interpret: A higher mean score means that individuals indicated that they would perform a higher-order action. For example, a mean score of 2.63 (see No Table, Warm Climate, Base) would indicate that respondents were more likely to perform lower-tiered actions, such as Nothing, Monitoring, or Preparing. The bottom tables offer a mean difference from the base condition. This allows us to compare the mean action taken both *within and across* prototypes.

ACTIONS - NO TABLE				
Warm Climate				
	Base	Watch	Advisory	Warning
Current	2.63	2.70	3.05	3.45
Prototype 1	2.69	2.83	3.20	3.44
Prototype 2	3.13	3.24	3.29	3.7
Prototype 3	2.39	2.75	2.68	3.05
Prototype 4	2.84	2.86	3.05	3.54
Cold Climate				
	Base	Watch	Advisory	Warning
Current	2.44	2.64	2.89	3.55
Prototype 1	2.55	2.67	3.02	3.40
Prototype 2	2.15	2.26	2.83	3.13
Prototype 3	2.47	2.47	2.74	3.33
Prototype 4	2.52	2.77	2.98	3.41
ACTION MEAN DIFFERENCE FROM BASE - NO TABLE				
Warm Climate				
	Base	Watch	Advisory	Warning
Current		0.07	0.42	0.82
Prototype 1		0.14	0.51	0.75
Prototype 2		0.11	0.16	0.57
Prototype 3		0.36	0.29	0.66
Prototype 4		0.02	0.21	0.7
Cold Climate				
	Base	Watch	Advisory	Warning
Current		0.2	0.45	1.11
Prototype 1		0.12	0.47	0.85
Prototype 2		0.11	0.68	0.98
Prototype 3		0.00	0.27	0.86
Prototype 4		0.25	0.46	0.89

ACTIONS - TABLE				
Warm Climate				
	Base	Watch	Advisory	Warning
Current	2.91	2.78	3.31	3.60
Prototype 1	2.67	2.71	2.94	3.53
Prototype 2	3.04	3.14	3.23	3.77
Prototype 3	2.81	3.06	3.36	3.47
Prototype 4	2.98	2.81	3.09	3.59
Cold Climate				
	Base	Watch	Advisory	Warning
Current	2.65	2.86	3.07	3.65
Prototype 1	2.69	2.62	3.07	3.47
Prototype 2	2.33	2.57	2.85	3.24
Prototype 3	2.60	2.48	3.00	3.69
Prototype 4	2.44	2.49	2.89	3.24
ACTION MEAN DIFFERENCE FROM BASE - TABLE				
Warm Climate				
	Base	Watch	Advisory	Warning
Current		-0.13	0.4	0.69
Prototype 1		0.04	0.27	0.86
Prototype 2		0.1	0.19	0.73
Prototype 3		0.25	0.55	0.66
Prototype 4		-0.17	0.11	0.61
Cold Climate				
	Base	Watch	Advisory	Warning
Current		0.21	0.42	1.00
Prototype 1		-0.07	0.38	0.78
Prototype 2		0.24	0.52	0.91
Prototype 3		-0.12	0.40	1.09
Prototype 4		0.05	0.45	0.80

Likelihood to Monitor:

How to Interpret: A higher mean score means that individuals indicated that they would be more likely to monitor weather information given the forecast scenario (1-5 Likelihood scale). For example, a mean score of 3.91 (see No Table, Warm Climate, Base) would indicate that respondents were *likely* to monitor weather information after seeing only the Base information. The bottom four tables offer a mean difference from the base condition. This allows us to compare the mean likelihood to monitor weather information both *within and across* prototypes.

MONITOR - NO TABLE				
Warm Climate				
	Base	Watch	Advisory	Warning
Current	3.91	3.91	4.02	4.19
Prototype 1	4.07	4.28	4.31	4.46
Prototype 2	4.16	4.25	4.30	4.47
Prototype 3	3.93	4.05	4.04	4.20
Prototype 4	3.89	4.07	4.16	4.31
Cold Climate				
	Base	Watch	Advisory	Warning
Current	3.57	3.66	3.95	4.02
Prototype 1	3.60	3.69	3.38	4.07
Prototype 2	4.06	4.04	4.06	4.17
Prototype 3	3.84	3.89	4.16	4.13
Prototype 4	3.82	4.00	4.07	4.16

MONITOR - TABLE				
Warm Climate				
	Base	Watch	Advisory	Warning
Current	4.18	4.02	4.28	4.29
Prototype 1	3.76	3.84	4.00	4.27
Prototype 2	4.11	4.16	4.25	4.39
Prototype 3	3.64	3.62	3.83	3.91
Prototype 4	3.94	3.96	3.96	4.22
Cold Climate				
	Base	Watch	Advisory	Warning
Current	3.81	3.86	3.95	4.11
Prototype 1	4.23	4.04	4.09	4.25
Prototype 2	4.06	4.11	4.06	4.17
Prototype 3	4.12	4.08	4.23	4.42
Prototype 4	3.81	3.94	3.89	4.19

MONITOR MEAN DIFF. FROM BASE - NO TABLE				
Warm Climate				
	Base	Watch	Warning	Advisory
Current		0.00	0.11	0.28
Prototype 1		0.21	0.24	0.39
Prototype 2		0.09	0.14	0.31
Prototype 3		0.12	0.11	0.27
Prototype 4		0.18	0.27	0.42
Cold Climate				
	Base	Watch	Advisory	Warning
Current		0.09	0.38	0.45
Prototype 1		0.09	-0.22	0.47
Prototype 2		-0.02	0.00	0.11
Prototype 3		0.05	0.32	0.29
Prototype 4		0.18	0.25	0.34

MONITOR MEAN DIFF. FROM BASE - TABLE				
Warm Climate				
	Base	Watch	Warning	Advisory
Current		-0.16	0.10	0.11
Prototype 1		0.08	0.24	0.51
Prototype 2		0.05	0.14	0.28
Prototype 3		-0.02	0.19	0.27
Prototype 4		0.02	0.02	0.28
Cold Climate				
	Base	Watch	Advisory	Warning
Current		0.05	0.14	0.30
Prototype 1		-0.19	-0.14	0.02
Prototype 2		0.05	0.00	0.11
Prototype 3		-0.04	0.11	0.30
Prototype 4		0.13	0.08	0.38

Likelihood to Prepare:

How to Interpret: A higher mean score means that individuals indicated that they would be more likely to prepare by buying bottled water, ensuring the air conditioning is working, etc. based on the forecast scenario (**1-5 Likelihood scale**). For example, a mean score of 3.66 (see No Table, Warm Climate, Base) would indicate that respondents were between *somewhat likely* and *likely* to prepare for excessive heat after only seeing the Base information. The bottom four tables offer a mean difference from the base condition. This allows us to compare the mean likelihood to prepare both *within and across* prototypes.

PREPARE - NO TABLE				
Warm Climate				
	Base	Watch	Advisory	Warning
Current	3.66	3.69	3.82	3.91
Prototype 1	3.83	4.02	4.07	4.06
Prototype 2	4.02	3.93	4.11	4.36
Prototype 3	3.57	3.66	3.69	3.88
Prototype 4	3.68	3.88	3.91	4.05
Cold Climate				
	Base	Watch	Advisory	Warning
Current	3.62	3.46	3.68	3.75
Prototype 1	3.36	3.48	3.62	3.74
Prototype 2	3.42	3.47	3.64	3.57
Prototype 3	3.29	3.45	3.87	3.98
Prototype 4	3.60	3.63	3.72	3.95

PREPARE - TABLE				
Warm Climate				
	Base	Watch	Advisory	Warning
Current	3.84	3.84	4.24	4.18
Prototype 1	3.69	3.61	3.78	4.04
Prototype 2	4.30	4.30	4.28	4.38
Prototype 3	3.60	3.68	3.79	3.94
Prototype 4	4.07	3.85	3.96	4.13
Cold Climate				
	Base	Watch	Advisory	Warning
Current	3.68	3.58	3.75	3.93
Prototype 1	3.88	3.68	3.96	4.07
Prototype 2	3.94	3.96	4.07	4.17
Prototype 3	3.90	3.83	4.08	4.13
Prototype 4	3.72	3.78	3.87	4.13

PREPARE MEAN DIFF. FROM BASE - NO TABLE				
Warm Climate				
	Base	Watch	Advisory	Warning
Current		0.03	0.16	0.25
Prototype 1		0.19	0.24	0.23
Prototype 2		-0.09	0.09	0.34
Prototype 3		0.09	0.12	0.31
Prototype 4		0.20	0.23	0.37
Cold Climate				
	Base	Watch	Advisory	Warning
Current		-0.16	0.06	0.13
Prototype 1		0.12	0.26	0.38
Prototype 2		0.05	0.22	0.15
Prototype 3		0.16	0.58	0.69
Prototype 4		0.03	0.12	0.35

PREPARE MEAN DIFF. FROM BASE - TABLE				
Warm Climate				
	Base	Watch	Advisory	Warning
Current		0.00	0.40	0.34
Prototype 1		-0.08	0.09	0.35
Prototype 2		0.00	-0.02	0.08
Prototype 3		0.08	0.19	0.34
Prototype 4		-0.22	-0.11	0.06
Cold Climate				
	Base	Watch	Advisory	Warning
Current		-0.10	0.07	0.25
Prototype 1		-0.20	0.08	0.19
Prototype 2		0.02	0.13	0.23
Prototype 3		-0.07	0.18	0.23
Prototype 4		0.06	0.15	0.41

Likelihood to Take Protective Action:

How to Interpret: A higher mean score means that individuals indicated that they would be more likely to take protective action by limiting time outdoors, staying inside, or evacuating to a shelter, etc. based on the forecast scenario (**1-5 Likelihood scale**). For example, a mean score of 3.47 (see No Table, Warm Climate, Base) would indicate that respondents were between *somewhat likely* and *likely* to prepare for excessive heat after only seeing the Base information. The bottom four tables offer a mean difference from the base condition. This allows us to compare the mean likelihood to take protective action both *within and across* prototypes.

PROTECTIVE ACTION - NO TABLE				
Warm Climate				
	Base	Watch	Advisory	Warning
Current	3.47	3.55	3.74	4.18
Prototype 1	3.94	3.98	4.09	4.22
Prototype 2	4.16	4.04	4.19	4.35
Prototype 3	3.66	3.77	3.69	4.05
Prototype 4	3.89	3.89	4.02	4.31
Cold Climate				
	Base	Watch	Advisory	Warning
Current	3.45	3.38	3.70	3.93
Prototype 1	3.53	3.36	3.65	4.05
Prototype 2	3.33	3.30	3.49	3.77
Prototype 3	3.45	3.41	3.91	4.04
Prototype 4	3.53	3.70	3.68	4.16

PROTECTIVE ACTION - TABLE				
Warm Climate				
	Base	Watch	Advisory	Warning
Current	3.73	3.75	4.07	4.25
Prototype 1	3.57	3.51	3.88	4.29
Prototype 2	4.04	4.16	4.16	4.33
Prototype 3	3.62	3.74	3.85	3.96
Prototype 4	3.94	3.89	4.02	4.31
Cold Climate				
	Base	Watch	Advisory	Warning
Current	3.40	3.47	3.70	4.09
Prototype 1	3.73	3.61	3.95	4.07
Prototype 2	3.68	3.74	3.94	4.15
Prototype 3	3.80	3.78	4.06	4.25
Prototype 4	3.57	3.67	3.74	4.00

PROT. ACTION MEAN DIFF. FROM BASE - NO TABLE				
Warm Climate				
	Base	Watch	Advisory	Warning
Current		0.08	0.27	0.71
Prototype 1		0.04	0.15	0.28
Prototype 2		-0.12	0.03	0.19
Prototype 3		0.11	0.03	0.39
Prototype 4		0.00	0.13	0.42
Cold Climate				
	Base	Watch	Advisory	Warning
Current		-0.07	0.25	0.48
Prototype 1		-0.17	0.12	0.52
Prototype 2		-0.03	0.16	0.44
Prototype 3		-0.04	0.46	0.59
Prototype 4		0.17	0.15	0.63

PROT. ACTION MEAN DIFF. FROM BASE - TABLE				
Warm Climate				
	Base	Watch	Advisory	Warning
Current		0.02	0.34	0.52
Prototype 1		-0.06	0.31	0.72
Prototype 2		0.12	0.12	0.29
Prototype 3		0.12	0.23	0.34
Prototype 4		-0.05	0.08	0.37
Cold Climate				
	Base	Watch	Advisory	Warning
Current		0.07	0.30	0.69
Prototype 1		-0.12	0.22	0.34
Prototype 2		0.06	0.26	0.47
Prototype 3		-0.02	0.26	0.45
Prototype 4		0.10	0.17	0.43

Behavior Change:

What is Behavior Change? The behavior change variable allows us to examine how the mean action taken changes between scenarios. For example, a score of 0.07 (see No Table, Warm Climate, Watch) indicates that the mean action taken is 0.07 different from the Base condition. This provides two insights: (1) Because it is positive, individuals that saw this prototype were more likely to perform a higher-order action than they did during the Base condition and (2) the magnitude (0.07) indicates that it was not a very strong change – in other words not very many people who saw this prototype increased their action taken. To provide more information on the columns:

- “Watch” column = Mean action for Watch level – Mean action for Base level
- “Advisory” column = Mean action for Advisory level – Mean action for Watch level
- “Warning” column = Mean action for Warning level – Mean action for Advisory level

How to Interpret: When interpreting these tables, focus on two components: (1) is the number positive or negative? Positive indicates that individuals increased the action taken between scenarios, whereas negative means that individuals decreased the action taken between scenarios. (2) how large is the number? The larger the number, the more people that changed their action and/or the higher the action taken.

BEHAVIOR CHANGE - NO TABLE					BEHAVIOR CHANGE - TABLE				
Warm Climate					Warm Climate				
	Base	Watch	Advisory	Warning		Base	Watch	Advisory	Warning
Current		0.07	0.35	0.40	Current		-0.12	0.52	0.29
Prototype 1		0.16	0.35	0.24	Prototype 1		0.03	0.22	0.62
Prototype 2		0.10	0.05	0.44	Prototype 2		0.10	0.09	0.51
Prototype 3		0.35	-0.07	0.37	Prototype 3		0.21	0.30	0.11
Prototype 4		0.05	0.19	0.48	Prototype 4		-0.16	0.27	0.50
Cold Climate					Cold Climate				
	Base	Watch	Advisory	Warning		Base	Watch	Advisory	Warning
Current		0.22	0.27	0.63	Current		0.21	0.21	0.57
Prototype 1		0.12	0.34	0.37	Prototype 1		-0.06	0.44	0.39
Prototype 2		0.11	0.56	0.36	Prototype 2		0.24	0.27	0.38
Prototype 3		0.00	0.26	0.59	Prototype 3		-0.11	0.51	0.69
Prototype 4		0.26	0.21	0.43	Prototype 4		0.05	0.38	0.37

Perceived Risk:

How to Interpret: When interpreting these tables, a higher mean score indicates that respondents perceived a higher risk for themselves and/or their family given this forecast scenario (**1-10 Risk scale**). For example, a mean score of 7.18 (see No Table, Warm Climate, Base) would indicate that respondents perceived a fairly high risk given the base scenario. These tables provide interesting results when comparing the warm/cold climates. Finally, the bottom four tables offer a mean difference from the base condition. This allows us to compare the mean risk perception both *within and across* prototypes.

PERCEIVED RISK - NO TABLE				
Warm Climate				
	Base	Watch	Advisory	Warning
Current	7.18	7.26	7.54	7.82
Prototype 1	7.46	7.75	8.11	8.31
Prototype 2	7.38	7.53	7.93	8.09
Prototype 3	6.75	7.05	7.32	7.52
Prototype 4	7.27	7.52	7.64	8.14
Cold Climate				
	Base	Watch	Advisory	Warning
Current	6.29	6.66	6.88	7.34
Prototype 1	6.53	6.38	6.74	7.16
Prototype 2	6.30	6.66	6.83	7.08
Prototype 3	6.64	6.73	7.20	7.66
Prototype 4	6.81	7.05	6.98	7.79

PERCEIVED RISK - TABLE				
Warm Climate				
	Base	Watch	Advisory	Warning
Current	7.51	7.33	7.74	8.02
Prototype 1	6.98	7.04	7.51	7.96
Prototype 2	7.91	7.98	8.25	8.46
Prototype 3	6.83	7.19	7.47	7.62
Prototype 4	7.28	7.37	7.59	8.02
Cold Climate				
	Base	Watch	Advisory	Warning
Current	6.44	6.67	7.00	7.54
Prototype 1	7.28	7.23	7.61	7.96
Prototype 2	7.33	7.33	7.72	7.85
Prototype 3	6.75	6.59	7.33	7.62
Prototype 4	6.31	6.09	6.62	7.00

RISK MEAN DIFFERENCE FROM BASE - NO TABLE				
Warm Climate				
	Base	Watch	Advisory	Warning
Current		0.08	0.36	0.64
Prototype 1		0.29	0.65	0.85
Prototype 2		0.15	0.55	0.71
Prototype 3		0.30	0.57	0.77
Prototype 4		0.25	0.37	0.87
Cold Climate				
	Base	Watch	Advisory	Warning
Current		0.37	0.59	1.05
Prototype 1		-0.15	0.21	0.63
Prototype 2		0.36	0.53	0.78
Prototype 3		0.09	0.56	1.02
Prototype 4		0.24	0.17	0.98

RISK MEAN DIFFERENCE FROM BASE - TABLE				
Warm Climate				
	Base	Watch	Advisory	Warning
Current		-0.18	0.23	0.51
Prototype 1		0.06	0.53	0.98
Prototype 2		0.07	0.34	0.55
Prototype 3		0.36	0.64	0.79
Prototype 4		0.09	0.31	0.74
Cold Climate				
	Base	Watch	Advisory	Warning
Current		0.23	0.56	1.10
Prototype 1		-0.05	0.33	0.68
Prototype 2		0.00	0.39	0.52
Prototype 3		-0.16	0.58	0.87
Prototype 4		-0.22	0.31	0.69

Perceived Confidence:

How to Interpret: When interpreting these tables, a higher mean score indicates that respondents felt more confident in the forecast given the weather scenario (**1-10 Confidence scale**). For example, a mean score of 7.97 (see No Table, Warm Climate, Base) would indicate that respondents felt fairly confident given the base scenario. Finally, the bottom four tables offer a mean difference from the base condition. This allows us to compare the mean confidence both *within and across* prototypes.

PERCEIVED CONFIDENCE - NO TABLE				
Warm Climate				
	Base	Watch	Advisory	Warning
Current	7.97	7.86	8.00	8.09
Prototype 1	8.09	8.09	8.59	8.83
Prototype 2	7.87	8.35	8.82	8.75
Prototype 3	7.61	7.96	7.98	8.21
Prototype 4	7.73	8.04	8.27	8.47
Cold Climate				
	Base	Watch	Advisory	Warning
Current	6.95	7.54	7.73	8.13
Prototype 1	7.12	7.34	7.88	7.96
Prototype 2	7.36	7.42	7.72	7.92
Prototype 3	7.18	7.27	7.82	8.13
Prototype 4	7.14	7.53	7.80	8.42

PERCEIVED CONFIDENCE - TABLE				
Warm Climate				
	Base	Watch	Advisory	Warning
Current	7.98	7.73	8.20	8.46
Prototype 1	7.35	7.65	7.80	8.25
Prototype 2	8.11	8.32	8.47	8.67
Prototype 3	7.35	7.49	7.79	8.06
Prototype 4	7.72	7.48	8.00	8.37
Cold Climate				
	Base	Watch	Advisory	Warning
Current	7.18	7.04	7.64	7.88
Prototype 1	7.46	7.35	8.05	8.23
Prototype 2	7.96	7.96	8.11	8.15
Prototype 3	7.29	7.06	7.73	8.12
Prototype 4	7.04	7.24	7.76	7.92

CONFIDENCE MEAN DIFF. FROM BASE - NO TABLE				
Warm Climate				
	Base	Watch	Advisory	Warning
Current		-0.11	0.03	0.12
Prototype 1		0.00	0.50	0.74
Prototype 2		0.48	0.95	0.88
Prototype 3		0.35	0.37	0.60
Prototype 4		0.31	0.54	0.74
Cold Climate				
	Base	Watch	Advisory	Warning
Current		0.59	0.78	1.18
Prototype 1		0.22	0.76	0.84
Prototype 2		0.06	0.36	0.56
Prototype 3		0.09	0.64	0.95
Prototype 4		0.39	0.66	1.28

CONFIDENCE MEAN DIFFERENCE FROM BASE - TABLE				
Warm Climate				
	Base	Watch	Advisory	Warning
Current		-0.25	0.22	0.48
Prototype 1		0.30	0.45	0.90
Prototype 2		0.21	0.36	0.56
Prototype 3		0.14	0.44	0.71
Prototype 4		-0.24	0.28	0.65
Cold Climate				
	Base	Watch	Advisory	Warning
Current		-0.14	0.46	0.70
Prototype 1		-0.11	0.59	0.77
Prototype 2		0.00	0.15	0.19
Prototype 3		-0.23	0.44	0.83
Prototype 4		0.20	0.72	0.88

Perceived Urgency:

How to Interpret: When interpreting these tables, a higher mean score indicates that individuals perceived a higher urgency to respond to the forecast given the scenario (**1-10 Urgency scale**). For example, a mean score of 6.98 (see Base, Warm Climate, No Table) would indicate that respondents felt fairly urgent to respond to the base forecast scenario. Finally, the bottom four tables offer a mean difference from the base condition. This allows us to compare the mean urgency both *within and across* prototypes.

PERCEIVED URGENCY - NO TABLE				
Warm Climate				
	Base	Watch	Advisory	Warning
Current	6.98	6.93	7.61	7.77
Prototype 1	7.91	8.23	8.22	8.52
Prototype 2	7.42	7.73	8.24	8.40
Prototype 3	6.76	7.05	7.16	7.57
Prototype 4	7.15	7.31	7.58	8.27
Cold Climate				
	Base	Watch	Advisory	Warning
Current	6.25	6.73	7.04	7.59
Prototype 1	6.29	5.98	6.71	6.96
Prototype 2	6.32	6.45	6.87	7.43
Prototype 3	6.07	6.43	7.04	7.70
Prototype 4	6.36	6.96	7.19	7.80

PERCEIVED URGENCY - TABLE				
Warm Climate				
	Base	Watch	Advisory	Warning
Current	7.36	7.24	7.85	8.11
Prototype 1	6.98	7.20	7.71	8.10
Prototype 2	7.86	7.95	8.18	8.55
Prototype 3	6.91	7.15	7.40	7.79
Prototype 4	7.57	7.63	7.85	8.35
Cold Climate				
	Base	Watch	Advisory	Warning
Current	6.53	6.65	7.05	7.46
Prototype 1	7.33	7.09	7.84	8.04
Prototype 2	7.24	7.20	7.83	8.02
Prototype 3	6.73	6.96	7.52	7.94
Prototype 4	6.54	6.66	7.02	7.44

URGENCY MEAN DIFF. FROM BASE - NO TABLE				
Warm Climate				
	Base	Watch	Advisory	Warning
Current		-0.05	0.63	0.79
Prototype 1		0.32	0.31	0.61
Prototype 2		0.31	0.82	0.98
Prototype 3		0.29	0.40	0.81
Prototype 4		0.16	0.43	1.12
Cold Climate				
	Base	Watch	Advisory	Warning
Current		0.48	0.79	1.34
Prototype 1		-0.31	0.42	0.67
Prototype 2		0.13	0.55	1.11
Prototype 3		0.36	0.97	1.63
Prototype 4		0.60	0.83	1.44

URGENCY MEAN DIFFERENCE FROM BASE - TABLE				
Warm Climate				
	Base	Watch	Advisory	Warning
Current		-0.12	0.49	0.75
Prototype 1		0.22	0.73	1.12
Prototype 2		0.09	0.32	0.69
Prototype 3		0.24	0.49	0.88
Prototype 4		0.06	0.28	0.78
Cold Climate				
	Base	Watch	Advisory	Warning
Current		0.12	0.52	0.93
Prototype 1		-0.24	0.51	0.71
Prototype 2		-0.04	0.59	0.78
Prototype 3		0.23	0.79	1.21
Prototype 4		0.12	0.48	0.90

Perceived Probability of Occurrence:

How to Interpret: When interpreting these tables, a higher mean probability indicates that respondents felt that excessive heat was more likely to occur given the forecast scenario (**1-100 Probability scale**). For example, a mean score of 72.07 (see Base, Warm Climate, No Table) would indicate that respondents felt that there was a 72.07% chance that excessive heat would occur given the base scenario. Finally, the bottom four tables offer a mean difference from the base condition. This allows us to compare the mean probability both *within and across* prototypes.

PERCEIVED PROBABILITY - NO TABLE				
Warm Climate				
	Base	Watch	Advisory	Warning
Current	72.07	70.44	75.25	77.92
Prototype 1	78.09	80.75	83.07	85.67
Prototype 2	75.49	78.09	82.96	84.94
Prototype 3	73.3	76.71	79.58	83.32
Prototype 4	74.16	76.10	76.79	81.61
Cold Climate				
	Base	Watch	Advisory	Warning
Current	70.37	70.28	76.71	81.10
Prototype 1	68.00	67.57	71.12	76.77
Prototype 2	67.23	71.67	77.66	77.69
Prototype 3	69.03	71.27	78.14	79.27
Prototype 4	67.96	71.71	74.56	80.60

PERCEIVED PROBABILITY - TABLE				
Warm Climate				
	Base	Watch	Advisory	Warning
Current	73.78	74.01	81.28	81.80
Prototype 1	67.79	69.89	72.53	75.96
Prototype 2	76.12	76.60	79.78	81.51
Prototype 3	71.51	74.69	76.62	78.69
Prototype 4	76.50	77.16	82.58	84.88
Cold Climate				
	Base	Watch	Advisory	Warning
Current	69.24	69.47	75.08	80.78
Prototype 1	66.22	64.42	70.75	76.70
Prototype 2	71.00	71.64	76.47	78.96
Prototype 3	72.26	71.98	79.53	82.78
Prototype 4	64.14	66.53	72.75	78.62

PROBABILITY MEAN DIFF. FROM BASE - NO TABLE				
Warm Climate				
	Base	Watch	Advisory	Warning
Current		-1.63	3.18	5.85
Prototype 1		2.66	4.98	7.58
Prototype 2		2.60	7.47	9.45
Prototype 3		3.41	6.28	10.02
Prototype 4		1.94	2.63	7.45
Cold Climate				
	Base	Watch	Advisory	Warning
Current		-0.09	6.34	10.73
Prototype 1		-0.43	3.12	8.77
Prototype 2		4.44	10.43	10.46
Prototype 3		2.24	9.11	10.24
Prototype 4		3.75	6.6	12.64

PROBABILITY MEAN DIFF. FROM BASE - TABLE				
Warm Climate				
	Base	Watch	Advisory	Warning
Current		0.23	7.50	8.02
Prototype 1		2.10	4.74	8.17
Prototype 2		0.48	3.66	5.39
Prototype 3		3.18	5.11	7.18
Prototype 4		0.66	6.08	8.38
Cold Climate				
	Base	Watch	Advisory	Warning
Current		0.23	5.84	11.54
Prototype 1		-1.80	4.53	10.48
Prototype 2		0.64	5.47	7.96
Prototype 3		-0.28	7.27	10.52
Prototype 4		2.39	8.61	14.48

Excessive Heat – Prototype Summaries

For comparison purposes, the raw data has been broken down by variables in the tables presented in the sections above. However, the following section offers summary statistics for all of the variables within each prototype.

***Remember:** For prototypes 1-4, the “Watch” column represents the first “Advisory” and the “Advisory” column represents a continuation of the “Advisory”

How to Interpret: To interpret the overall action mean, consider the following : 1 = Nothing, 2 = Monitor, 3 = Prepare, 4 = Take some action, and 5 = Take protective action. Therefore, a higher mean score means that individuals took a higher order action. For example, a mean score of 2.69 (see Base, Warm Climate, No Table) would indicate that individuals were more likely to perform lower-tiered actions, such as Nothing, Monitoring, or Preparing. The other action questions are measured on a 1-5 likelihood scale, so a higher mean indicates a higher likelihood of performing that action. The other variables are measured along a 1-10 scale (perceived risk, perceived confidence, and perceived urgency) or a 1-100 scale (probability of occurrence).

Prototype 1:

P1 - NO TABLE					P1 - TABLE				
Warm Climate					Warm Climate				
	Base	Watch	Advisory	Warning		Base	Watch	Advisory	Warning
Overall Action	2.69	2.83	3.20	3.44	Overall Action	2.67	2.71	2.94	3.53
Monitor	4.07	4.28	4.31	4.46	Monitor	3.76	3.84	4.00	4.27
Prepare	3.83	4.02	4.07	4.06	Prepare	3.69	3.61	3.78	4.04
Prot. Action	3.94	3.98	4.09	4.22	Prot. Action	3.57	3.51	3.88	4.29
Risk	7.46	7.75	8.11	8.31	Risk	6.98	7.04	7.51	7.96
Confidence	8.09	8.09	8.59	8.83	Confidence	7.35	7.65	7.80	8.25
Urgency	7.91	8.23	8.22	8.52	Urgency	6.98	7.20	7.71	8.10
Probability	78.09	80.75	83.07	85.67	Probability	67.79	69.89	72.53	75.96
Cold Climate					Cold Climate				
	Base	Watch	Advisory	Warning		Base	Watch	Advisory	Warning
Overall Action	2.55	2.67	3.02	3.40	Overall Action	2.69	2.62	3.07	3.47
Monitor	3.60	3.69	3.38	4.07	Monitor	4.23	4.04	4.09	4.25
Prepare	3.36	3.48	3.62	3.74	Prepare	3.88	3.68	3.96	4.07
Prot. Action	3.53	3.36	3.65	4.05	Prot. Action	3.73	3.61	3.95	4.07
Risk	6.53	6.38	6.74	7.16	Risk	7.28	7.23	7.61	7.96
Confidence	7.12	7.34	7.88	7.96	Confidence	7.46	7.35	8.05	8.23
Urgency	6.29	5.98	6.71	6.96	Urgency	7.33	7.09	7.84	8.04
Probability	68.00	67.57	71.12	76.77	Probability	66.22	64.42	70.75	76.7

Prototype 2:

P2 - NO TABLE					P2 - TABLE				
Warm Climate					Warm Climate				
	Base	Watch	Advisory	Warning		Base	Watch	Advisory	Warning
Overall Action	3.13	3.24	3.29	3.7	Overall Action	3.04	3.14	3.23	3.77
Monitor	4.16	4.25	4.30	4.47	Monitor	4.11	4.16	4.25	4.39
Prepare	4.02	3.93	4.11	4.36	Prepare	4.30	4.30	4.28	4.38
Prot. Action	4.16	4.04	4.19	4.35	Prot. Action	4.04	4.16	4.16	4.33
Risk	7.38	7.53	7.93	8.09	Risk	7.91	7.98	8.25	8.46
Confidence	7.87	8.35	8.82	8.75	Confidence	8.11	8.32	8.47	8.67
Urgency	7.42	7.73	8.24	8.40	Urgency	7.86	7.95	8.18	8.55
Probability	75.49	78.09	82.96	84.94	Probability	76.12	76.6	79.78	81.51
Cold Climate					Cold Climate				
	Base	Watch	Advisory	Warning		Base	Watch	Advisory	Warning
Overall Action	2.15	2.26	2.83	3.13	Overall Action	2.33	2.57	2.85	3.24
Monitor	4.06	4.04	4.06	4.17	Monitor	4.06	4.11	4.06	4.17
Prepare	3.42	3.47	3.64	3.57	Prepare	3.94	3.96	4.07	4.17
Prot. Action	3.33	3.30	3.49	3.77	Prot. Action	3.68	3.74	3.94	4.15
Risk	6.30	6.66	6.83	7.08	Risk	7.33	7.33	7.72	7.85
Confidence	7.36	7.42	7.72	7.92	Confidence	7.96	7.96	8.11	8.15
Urgency	6.32	6.45	6.87	7.43	Urgency	7.24	7.20	7.83	8.02
Probability	67.23	71.67	77.66	77.69	Probability	71.00	71.64	76.47	78.96

Prototype 3:

P3 - NO TABLE					P3 - TABLE				
Warm Climate					Warm Climate				
	Base	Watch	Advisory	Warning		Base	Watch	Advisory	Warning
Overall Action	2.39	2.75	2.68	3.05	Overall Action	2.81	3.06	3.36	3.47
Monitor	3.93	4.05	4.04	4.2	Monitor	3.64	3.62	3.83	3.91
Prepare	3.57	3.66	3.69	3.88	Prepare	3.60	3.68	3.79	3.94
Prot. Action	3.66	3.77	3.69	4.05	Prot. Action	3.62	3.74	3.85	3.96
Risk	6.75	7.05	7.32	7.52	Risk	6.83	7.19	7.47	7.62
Confidence	7.61	7.96	7.98	8.21	Confidence	7.35	7.49	7.79	8.06
Urgency	6.76	7.05	7.16	7.57	Urgency	6.91	7.15	7.40	7.79
Probability	73.3	76.71	79.58	83.32	Probability	71.51	74.69	76.62	78.69
Cold Climate					Cold Climate				
	Base	Watch	Advisory	Warning		Base	Watch	Advisory	Warning
Overall Action	2.47	2.47	2.74	3.33	Overall Action	2.6	2.48	3.00	3.69
Monitor	3.84	3.89	4.16	4.13	Monitor	4.12	4.08	4.23	4.42
Prepare	3.29	3.45	3.87	3.98	Prepare	3.9	3.83	4.08	4.13
Prot. Action	3.45	3.41	3.91	4.04	Prot. Action	3.8	3.78	4.06	4.25
Risk	6.64	6.73	7.20	7.66	Risk	6.75	6.59	7.33	7.62
Confidence	7.18	7.27	7.82	8.13	Confidence	7.29	7.06	7.73	8.12
Urgency	6.07	6.43	7.04	7.70	Urgency	6.73	6.96	7.52	7.94
Probability	69.03	71.27	78.14	79.27	Probability	72.26	71.98	79.53	82.78

Prototype 4:

P4 - NO TABLE					P4 - TABLE				
Warm Climate					Warm Climate				
	Base	Watch	Advisory	Warning		Base	Watch	Advisory	Warning
Overall Action	2.84	2.86	3.05	3.54	Overall Action	2.98	2.81	3.09	3.59
Monitor	3.89	4.07	4.16	4.31	Monitor	3.94	3.96	3.96	4.22
Prepare	3.68	3.88	3.91	4.05	Prepare	4.07	3.85	3.96	4.13
Prot. Action	3.89	3.89	4.02	4.31	Prot. Action	3.94	3.89	4.02	4.31
Risk	7.27	7.52	7.64	8.14	Risk	7.28	7.37	7.59	8.02
Confidence	7.73	8.04	8.27	8.47	Confidence	7.72	7.48	8.00	8.37
Urgency	7.15	7.31	7.58	8.27	Urgency	7.57	7.63	7.85	8.35
Probability	74.16	76.1	76.79	81.61	Probability	76.5	77.16	82.58	84.88
Cold Climate					Cold Climate				
	Base	Watch	Advisory	Warning		Base	Watch	Advisory	Warning
Overall Action	2.52	2.77	2.98	3.41	Overall Action	2.44	2.49	2.89	3.24
Monitor	3.82	4.00	4.07	4.16	Monitor	3.81	3.94	3.89	4.19
Prepare	3.60	3.63	3.72	3.95	Prepare	3.72	3.78	3.87	4.13
Prot. Action	3.53	3.70	3.68	4.16	Prot. Action	3.57	3.67	3.74	4.00
Risk	6.81	7.05	6.98	7.79	Risk	6.31	6.09	6.62	7.00
Confidence	7.14	7.53	7.80	8.42	Confidence	7.04	7.24	7.76	7.92
Urgency	6.36	6.96	7.19	7.80	Urgency	6.54	6.66	7.02	7.44
Probability	67.96	71.71	74.56	80.6	Probability	64.14	66.53	72.75	78.62

Takeaways from High Winds Raw Tabulations

This section offers general takeaways and notes trends in the excessive heat raw tabulations.

Remember that this document does not offer any statistical significance or final recommendations; therefore, the following discussion should be taken as a general overview of the raw tabulations.

Current WWA Knowledge:

- Based on the raw tabulations, it appears that respondents are not reacting to the “Wind Advisory” headline because their behaviors do not change from the “Watch” to “Advisory” level. This happens for the *Warning with a Downgrade and Advisory with an Upgrade* change-in-forecast conditions. This trend may point to a question we have been considering: **Do we need the Wind Advisory, if it is not leading to changes in behavior?** However, showing respondents additional information about the headlines ahead of time improves this slightly.
- More alarming, is the fact that the perceived risk, perceived confidence, perceived urgency, and perceived probability of occurrence associated with the “Advisory” level are below that of the “Watch level.” This reveals that respondents are less likely to react to the “Advisory” headline and believe that high winds are more likely to occur when a “Watch” or “Warning” are issued over an “Advisory.” This pattern is observed in both change-in-forecast conditions.

Prototype Variables:

- Adding the “Watch” headline does little to change an individual’s behavior from the base condition *across all prototypes*. Revealing the importance of weather information.
- A similar behavioral pattern relating to the “Advisory Level” headline in the *Warning with a Downgrade* condition is observed in the other prototypes. However, some of the new prototype language provokes some change in behavior (i.e., Prototype 1, 2, and 4).
- Some of the new prototype “Advisory” language overcomes the misconceptions that downgrading from a “Warning” to an “Advisory” decreases likelihood or confidence in the forecast. As a result, perceived risk, perceived confidence, perceived urgency, and probability of occurrence are improved over the Current System Prototype for the *Warning with a Downgrade* condition.
- In terms of a behavioral response, Prototype 1, Prototype 2, and Prototype 4 have higher overall action means for the “Advisory” and “Warning” levels in comparison to the Current Prototype for the *Advisory with an Upgrade* condition. However, it’s important to note that participants appropriately responded to the “Warning” level of Prototype 3, but the “Advisory” level resulted in a lower overall action mean compared to the Base condition. Similar trends are observed in the other variables for the “Advisory” level condition for Prototype 3, including: perceived risk, perceived urgency, perceived confidence, and perceived probability of occurrence. **Does “Moderate” not effectively provoke action, risk, urgency, or likelihood of occurrence? Is this a similar trend in other hazards?**

High Winds – Sample Demographics

Demographic Raw Data:

Variable	N	%
<i>Gender:</i>		
Female	735	67.3
Male	349	32.4
<i>Annual Household Income:</i>		
Less than \$24,999	219	20.3
\$25,000 - \$49,999	346	32.1
\$50,000 – \$99,999	368	24.1
\$100,000 - \$199,999	114	10.6
\$200,000+	31	2.9
<i>Race:</i>		
Caucasian American	898	83.8
Black or African American	78	7.3
American Indian or Alaska Native	9	0.8
Asian	55	5.1
Native Hawaiian or Pacific Islander	2	0.2
Other (or not reported)	30	2.8
<i>Hispanic Origin:</i>		
Yes	92	8.6
No	984	91.4
<i>Educational Background:</i>		
Elementary, junior high, or some high school.	15	1.4
High School Graduate/GED	190	17.7
Some College/vocational school	321	29.9
College graduate	346	32.2
Some graduate work	33	3.1
Master's Degree	138	12.8
Doctorate (of any type) or Professional Degree	29	2.7
Other Degree	3	0.3
<i>Age Breakdown:</i>		
18-24 years old	112	10.4
25-34 years old	205	19.0
35-44 years old	189	17.5
45-54 years old	165	15.3
55-64 years old	217	20.1
65+ years old	190	17.6
<i>Primary Residence:</i>		
Apartment	200	18.5
Single family home	727	67.4
Duplex	28	2.6

Mobile home	42	3.9
Condo or townhouse	72	6.7
Other	10	0.9
<i>Location of Primary Residence:</i>		
Urban location	249	23.3
Suburban location	536	50.2
Rural location	283	26.5
<i>Environment Near Residence:</i>		
River, stream, or creek	193	17.9
Lake or pond	151	14.0
Ocean or coastal community	77	7.1
Mountain	95	8.8
Forest/Wooded Area	207	19.2
Not Applicable (or not reported)	356	33.0
<i>Number of Adults (18+) in Household:</i>		
One	295	27.4
Two	530	49.2
Three	166	15.4
Four	68	6.3
Five	13	1.2
Six	4	0.4
Seven	1	0.1
<i>Number of Children (<17) in Household:</i>		
Zero	749	69.6
One	165	15.3
Two	104	9.7
Three	43	4.0
Four	8	0.7
Five	4	0.4
Six	1	0.1
Nine	1	0.1
<i>Past Experiences with Wind:</i>		
No	475	44.0
Yes, for you personally	295	27.3
Yes, for family	250	23.2
Yes, for neighbors	289	26.8
Yes, for close friends/associates	184	17.1
Note: The past experiences with wind question allowed participants to select more than one option.		

Weather Information Habits Raw Data:

Variable	N	%
<i>How closely do you follow your local weather?</i>		
Not at all closely	21	1.9
Not very closely	71	6.6
Somewhat closely	394	36.6
Very closely	591	54.9
<i>How closely do you follow the weather of friends/fam?</i>		
Not at all closely	92	8.7
Not very closely	233	22.0
Somewhat closely	486	45.9
Very closely	247	23.3
<i>How closely do you follow national weather?</i>		
Not at all closely	95	8.9
Not very closely	296	27.6
Somewhat closely	454	42.3
Very closely	228	21.2
<i>How often do you get weather info from a computer?</i>		
Never	76	7.1
Hardly Ever	164	15.3
Sometimes	388	36.3
Often	441	41.3
<i>How often do you get weather info from a mobile device?</i>		
Never	150	14.5
Hardly Ever	78	7.6
Sometimes	259	25.1
Often	546	52.9
<i>Which do you prefer? Computer or mobile device?</i>		
Computer	321	36.4
Mobile Device	561	63.6
<i>How often do you read weather in print?</i>		
Never	363	34.7
Hardly Ever	273	26.1
Sometimes	260	24.9
Often	150	14.3
<i>How often do you listen to weather on the radio?</i>		
Never	192	18.1
Hardly Ever	272	25.7
Sometimes	380	35.9
Often	214	20.2

<i>How often do you watch local television weather?</i>		
Never	98	9.2
Hardly Ever	131	12.3
Sometimes	283	26.6
Often	550	51.8
<i>How often do you watch national evening weather?</i>		
Never	184	17.5
Hardly Ever	199	18.9
Sometimes	317	30.1
Often	353	33.5
<i>How often do you watch cable television weather?</i>		
Never	186	17.6
Hardly Ever	231	21.9
Sometimes	325	30.7
Often	315	29.8
<i>How often do you get weather from social media?</i>		
Never	381	36.7
Hardly Ever	193	18.6
Sometimes	272	26.2
Often	191	18.4
<i>How often do you get weather from a website or app?</i>		
Never	106	10.1
Hardly Ever	102	9.7
Sometimes	320	30.4
Often	523	49.8
<i>Which do you prefer for getting daily weather info?</i>		
Print	16	1.5
Radio	69	6.4
Television	458	42.6
Social Media	41	3.8
Website or app	492	45.7
<i>Which do you prefer for getting high wind info?</i>		
Print	14	1.3
Radio	80	7.6
Television	485	46.2
Social Media	49	4.7
Website or app	421	40.1

Theoretical Variables Raw Data:

Variable	Mean	Standard Deviation
<i>Perceived Susceptibility:</i>		
You	4.92	2.74
Your home/apartment	5.73	2.67
Your local community	6.10	2.59
<i>Perceived Severity:</i>		
You	4.97	2.72
Your home/apartment	5.62	2.64
Your local community	5.95	2.64
<i>Affect:</i>		
Day without wind?	3.81	0.95
Breezy day?	3.66	0.85
High wind day?	2.28	1.02
<i>Possibility of Experiencing Wind Impacts in Future:</i>		
	48.58%	27.46
<i>Adaptive Behaviors:</i>		
My car handles high winds very well.	6.19	2.30
Driving in high winds makes me nervous.	7.09	2.52
I have Homeowner's Insurance or Renter's Insurance in case high winds damage my home.	7.24	3.19
I prepare for power outages.	6.56	2.76
My job requires me to work outside.	2.94	2.92
I take proper precautions when required to work outdoors in high winds	6.61	2.62
I avoid being outside during high winds.	6.02	3.08
I regularly trim the trees in my backyard.	4.23	3.02
I regularly have my trees checked for wounds, decay, or structural damage.	5.40	2.90
High winds influence me to change my schedule.	6.80	2.68
I live near a wooded area with trees.	5.43	3.31
<i>Gathering Capacity:</i>		
I can't make sense of information about high winds.	3.39	2.47
When it comes to information about high winds, I can't separate facts from fiction.	3.75	2.61
Most information about high winds is too technical for me to understand.	3.54	2.55
I can't understand information about high winds even if I make an effort.	3.13	2.47

<i>Subjective Norms:</i>		
My friends expect me to know something about excessive heat.	4.93	2.91
Most people who are important to me think I should know something about high winds.	5.28	2.85
My family expects me to know something about high winds.	5.43	2.87

High Winds – Current WWA Knowledge

Although a specific question assessing current knowledge of the WWA messages was not included in the survey instrument, the inclusion of additional questions (i.e., perceived risk, confidence, and urgency) offer further insight on respondent’s current knowledge. Therefore, the table below depicts variables for both the change-in-forecast conditions and table/no table.

***Remember:** These prototypes include two change-in-forecast conditions.

How to Interpret: To interpret the overall action mean, consider the following : 1 = Nothing, 2 = Monitor, 3 = Prepare, 4 = Take some action, and 5 = Take protective action. Therefore, a higher mean score means that individuals took a higher order action. For example, a mean score of 2.83 (see Base, Warning Downgrade, No Table) would indicate that individuals were more likely to perform lower-tiered actions, such as Nothing, Monitoring, or Preparing. The other action questions are measured on a 1-5 likelihood scale, so a higher mean indicates a higher likelihood of performing that action. The other variables are measured along a 1-10 scale (perceived risk, perceived confidence, and perceived urgency) or a 1-100 scale (probability of occurrence).

CURRENT SYSTEM - NO TABLE					CURRENT SYSTEM - TABLE				
Warning with a Downgrade:					Warning with a Downgrade:				
	Base	Watch	Warning	Advisory		Base	Watch	Warning	Advisory
Overall Action	2.83	2.82	3.26	2.65	Overall Action	2.70	2.89	3.33	2.81
Monitor	3.66	3.73	3.98	3.40	Monitor	3.91	3.96	4.14	3.59
Prepare	3.65	3.64	3.61	2.87	Prepare	3.59	3.69	4.07	3.21
Some Action	3.50	3.45	3.54	2.67	Some Action	3.49	3.55	3.97	3.07
Prot. Action	3.30	3.23	3.68	2.86	Prot. Action	3.31	3.19	3.74	3.11
Risk	6.14	5.95	6.50	5.28	Risk	6.19	6.27	6.91	5.61
Confidence	6.66	6.61	7.03	6.35	Confidence	6.89	6.99	7.42	6.73
Urgency	6.34	6.07	6.78	5.22	Urgency	6.39	6.5	7.28	5.88
Probability	57.00	56.00	66.80	51.30	Probability	53.81	57.27	69.28	55.53
Advisory with an Upgrade:					Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning		Base	Watch	Advisory	Warning
Overall Action	2.69	2.70	2.72	3.20	Overall Action	2.70	2.74	2.81	3.44
Monitor	3.61	3.79	3.47	3.89	Monitor	3.91	3.96	3.63	4.16
Prepare	3.69	3.74	3.32	3.76	Prepare	3.74	3.72	3.34	3.93
Some Action	3.46	3.39	3.05	3.60	Some Action	3.63	3.60	3.16	3.92
Prot. Action	3.08	3.13	2.87	3.38	Prot. Action	3.33	3.31	3.04	3.87
Risk	6.06	6.26	5.64	6.76	Risk	6.33	6.4	5.85	7.25
Confidence	6.96	7.13	6.78	7.49	Confidence	6.88	6.91	6.83	7.72
Urgency	6.43	6.44	5.64	6.75	Urgency	6.48	6.47	6.01	7.44
Probability	59.00	60.00	59.00	69.00	Probability	58.00	58.00	58.00	69.00

Action Breakdown by Percentage:

How to Interpret: These tables present a breakdown of the actions chosen for each scenario, and allow us to examine how the distribution of actions changes from scenario to scenario. This information provides some insight on how respondents are reacting to the current WWA system. For example, you may notice that the percentage of individuals indicating that they would do “Nothing” decreases as they progress from the Base condition (17.3%) to the Warning scenario (10.0%) in the No Table, Warning with a Downgrade condition.

NO TABLE					TABLE				
Warning with a Downgrade - Action Breakdown (%)					Warning with a Downgrade - Action Breakdown (%)				
	<i>Base:</i>	<i>Watch:</i>	<i>Warning:</i>	<i>Advisory:</i>		<i>Base:</i>	<i>Watch:</i>	<i>Warning:</i>	<i>Advisory:</i>
Nothing	17.3	14.5	10.1	10.0	Nothing	9.2	4.6	3.7	3.7
Monitor	20.9	31.8	20.2	43.6	Monitor	35.8	36.7	22.0	45.9
Prepare	36.4	25.5	29.4	28.2	Prepare	36.7	31.2	29.4	25.7
Some Action	12.7	13.6	14.7	7.3	Some Action	12.8	20.2	27.5	15.6
Prot. Action	12.7	14.5	25.7	10.9	Prot. Action	5.5	7.3	17.4	9.2
Advisory with an Upgrade - Action Breakdown (%)					Advisory with an Upgrade - Action Breakdown (%)				
	<i>Base:</i>	<i>Watch:</i>	<i>Advisory:</i>	<i>Warning:</i>		<i>Base:</i>	<i>Watch:</i>	<i>Advisory:</i>	<i>Warning:</i>
Nothing	14.8	11.1	10.2	7.4	Nothing	14.2	10.3	8.4	7.4
Monitor	42.6	37	43.5	23.1	Monitor	28.3	35.5	44.9	21.3
Prepare	35.2	27.8	21.3	31.5	Prepare	35.8	29.9	17.8	25
Some Action	17.6	18.5	13.9	17.6	Some Action	17.0	18.7	15.0	12.0
Prot. Action	4.6	5.6	10.9	20.4	Prot. Action	4.7	5.6	14.0	34.3

High Winds – Prototype Variables

Action Taken:

***Remember:** These prototypes include two change-in-forecast conditions.

How to Interpret: A higher mean score means that individuals indicated that they would perform a higher-order action. For example, a mean score of 2.83 (see No Table, WarnDown, Base, Current) would indicate that respondents were more likely to perform lower-tiered actions, such as Nothing, Monitoring, or Preparing. The bottom tables offer a mean difference from the base condition. This allows us to compare mean action taken *across* prototypes.

ACTIONS - NO TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current	2.83	2.82	3.26	2.65
Prototype 1	2.79	2.57	3.21	3.03
Prototype 2	2.85	2.85	3.04	2.87
Prototype 3	2.96	2.89	3.41	2.89
Prototype 4	2.57	2.57	3.35	2.94
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current	2.69	2.7.0	2.72	3.20
Prototype 1	2.79	2.73	2.90	3.29
Prototype 2	2.76	2.73	2.97	3.23
Prototype 3	2.63	2.64	2.58	3.52
Prototype 4	2.87	2.94	3.11	3.68

ACTIONS - TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current	2.70	2.89	3.33	2.81
Prototype 1	2.95	3.03	3.56	3.15
Prototype 2	2.68	2.71	3.36	2.85
Prototype 3	2.86	2.72	3.55	2.84
Prototype 4	2.68	2.76	3.70	2.95
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current	2.70	2.74	2.81	3.44
Prototype 1	2.59	2.70	3.05	3.70
Prototype 2	2.69	2.92	3.09	3.47
Prototype 3	2.78	2.86	2.73	3.51
Prototype 4	2.74	2.83	2.95	3.55

ACTION MEAN DIFFERENCE FROM BASE - NO TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current		-0.01	0.43	-0.18
Prototype 1		-0.22	0.42	0.24
Prototype 2		0.00	0.19	0.02
Prototype 3		-0.07	0.45	-0.07
Prototype 4		0.00	0.78	0.37
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current		0.01	0.03	0.51
Prototype 1		-0.06	0.11	0.50
Prototype 2		-0.03	0.21	0.47
Prototype 3		0.01	-0.05	0.89
Prototype 4		0.07	0.24	0.81

ACTION MEAN DIFFERENCE FROM BASE - TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current		0.19	0.63	0.11
Prototype 1		0.08	0.61	0.20
Prototype 2		0.03	0.68	0.17
Prototype 3		-0.14	0.69	-0.02
Prototype 4		0.08	1.02	0.27
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current		0.04	0.11	0.74
Prototype 1		0.11	0.46	1.11
Prototype 2		0.23	0.40	0.78
Prototype 3		0.08	-0.05	0.73
Prototype 4		0.09	0.21	0.81

Likelihood to Monitor:

How to Interpret: A higher mean score means that individuals indicated that they would be more likely to monitor weather information given the forecast scenario (1-5 Likelihood scale). For example, a mean score of 3.66 (see No Table, WarnDown, Base, Current) would indicate that respondents were between *somewhat likely* and *likely* to monitor weather information after seeing only the Base information. The bottom four tables offer a mean difference from the base condition. This allows us to compare the mean likelihood to monitor weather information both *within and across* prototypes.

MONITOR - NO TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current	3.66	3.73	3.98	3.40
Prototype 1	3.74	3.65	3.88	3.54
Prototype 2	3.93	3.87	4.09	3.60
Prototype 3	4.14	3.94	4.29	3.74
Prototype 4	3.56	3.52	3.94	3.55
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current	3.61	3.79	3.47	3.89
Prototype 1	3.94	3.88	3.69	3.98
Prototype 2	3.59	3.63	3.41	3.75
Prototype 3	3.54	3.49	3.17	3.89
Prototype 4	3.78	3.77	3.62	3.96

MONITOR - TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current	3.91	3.96	4.14	3.59
Prototype 1	3.83	3.75	3.98	3.67
Prototype 2	3.94	3.88	4.01	3.68
Prototype 3	3.87	3.82	4.15	3.64
Prototype 4	3.94	3.95	4.37	3.83
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current	3.91	3.96	3.63	4.16
Prototype 1	3.81	3.81	3.80	4.00
Prototype 2	4.00	3.96	3.81	4.19
Prototype 3	4.06	3.95	3.71	4.15
Prototype 4	3.87	3.84	3.8	4.17

MONITOR MEAN DIFF. FROM BASE - NO TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current		0.07	0.32	-0.26
Prototype 1		-0.09	0.14	-0.20
Prototype 2		-0.06	0.16	-0.33
Prototype 3		-0.20	0.15	-0.40
Prototype 4		-0.04	0.38	-0.01
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current		0.18	-0.14	0.28
Prototype 1		-0.06	-0.25	0.04
Prototype 2		0.04	-0.18	0.16
Prototype 3		-0.05	-0.37	0.35
Prototype 4		-0.01	-0.16	0.18

MONITOR MEAN DIFF. FROM BASE - TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current		0.05	0.23	-0.32
Prototype 1		-0.08	0.15	-0.16
Prototype 2		-0.06	0.07	-0.26
Prototype 3		-0.05	0.28	-0.23
Prototype 4		0.01	0.43	-0.11
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current		0.05	-0.28	0.25
Prototype 1		0.00	-0.01	0.19
Prototype 2		-0.04	-0.19	0.19
Prototype 3		-0.11	-0.35	0.09
Prototype 4		-0.03	-0.07	0.3

Likelihood to Prepare:

How to Interpret: A higher mean score means that individuals indicated that they would be more likely to prepare by bringing in loose outdoor items, etc. based on the forecast scenario (**1-5 Likelihood scale**). For example, a mean score of 3.65 (see No Table, WarnDown, Base, Current) would indicate that respondents were between *somewhat likely* and *likely* to prepare for high winds after only seeing the Base information. The bottom four tables offer a mean difference from the base condition. This allows us to compare the mean likelihood to prepare both *within and across* prototypes.

PREPARE - NO TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current	3.65	3.64	3.61	2.87
Prototype 1	3.68	3.40	3.52	3.13
Prototype 2	3.80	3.73	3.86	3.27
Prototype 3	3.88	3.63	3.89	3.17
Prototype 4	3.38	3.25	3.67	3.07
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current	3.69	3.74	3.32	3.76
Prototype 1	3.63	3.49	3.30	3.63
Prototype 2	3.52	3.51	3.26	3.53
Prototype 3	3.50	3.14	2.93	3.68
Prototype 4	3.61	3.41	3.37	3.79

PREPARE - TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current	3.59	3.69	4.07	3.21
Prototype 1	3.53	3.46	3.75	3.28
Prototype 2	3.61	3.40	3.84	3.27
Prototype 3	3.70	3.71	4.07	3.22
Prototype 4	3.82	3.70	4.21	3.50
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current	3.74	3.72	3.34	3.93
Prototype 1	3.44	3.48	3.45	3.77
Prototype 2	3.61	3.68	3.45	3.91
Prototype 3	3.80	3.60	3.27	3.88
Prototype 4	3.49	3.58	3.48	3.91

PREPARE MEAN DIFFERENCE FROM BASE - NO TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current		-0.01	-0.04	-0.78
Prototype 1		-0.28	-0.16	-0.55
Prototype 2		-0.07	0.06	-0.53
Prototype 3		-0.25	0.01	-0.71
Prototype 4		-0.13	0.29	-0.31
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current		0.05	-0.37	0.07
Prototype 1		-0.14	-0.33	0.00
Prototype 2		-0.01	-0.26	0.01
Prototype 3		-0.36	-0.57	0.18
Prototype 4		-0.20	-0.24	0.18

PREPARE MEAN DIFFERENCE FROM BASE - TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current		0.10	0.48	-0.38
Prototype 1		-0.07	0.22	-0.25
Prototype 2		-0.21	0.23	-0.34
Prototype 3		0.01	0.37	-0.48
Prototype 4		-0.12	0.39	-0.32
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current		-0.02	-0.40	0.19
Prototype 1		0.04	0.01	0.33
Prototype 2		0.07	-0.16	0.30
Prototype 3		-0.20	-0.53	0.08
Prototype 4		0.09	-0.01	0.42

Likelihood to Take Some Action:

How to Interpret: A higher mean score means that individuals indicated that they would be more likely to take some action by securing heavier outdoor objects based on the forecast scenario (**1-5 Likelihood scale**). For example, a mean score of 3.5 (see No Table, WarnDown, Base, Current) would indicate that respondents were between *somewhat likely* and *likely* to take some action after only seeing the Base information. The bottom four tables offer a mean difference from the base condition. This allows us to compare the mean likelihood to take some action both *within and across* prototypes.

SOME ACTION - NO TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current	3.50	3.45	3.54	2.67
Prototype 1	3.49	3.23	3.39	2.98
Prototype 2	3.69	3.58	3.65	3.17
Prototype 3	3.75	3.48	3.84	3.09
Prototype 4	3.17	3.06	3.54	2.97
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current	3.46	3.39	3.05	3.60
Prototype 1	3.35	3.27	3.04	3.42
Prototype 2	3.31	3.27	2.99	3.41
Prototype 3	3.33	3.07	2.77	3.66
Prototype 4	3.54	3.33	3.16	3.77

SOME ACTION - TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current	3.49	3.55	3.97	3.07
Prototype 1	3.44	3.37	3.82	3.31
Prototype 2	3.44	3.28	3.69	3.08
Prototype 3	3.51	3.41	3.94	3.25
Prototype 4	3.65	3.57	4.02	3.40
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current	3.63	3.6	3.16	3.92
Prototype 1	3.30	3.27	3.31	3.45
Prototype 2	3.59	3.59	3.30	3.82
Prototype 3	3.58	3.27	2.93	3.70
Prototype 4	3.27	3.25	3.24	3.80

SOME ACTION MEAN DIFF. FROM BASE - NO TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current		-0.05	0.04	-0.83
Prototype 1		-0.26	-0.10	-0.51
Prototype 2		-0.11	-0.04	-0.52
Prototype 3		-0.27	0.09	-0.66
Prototype 4		-0.11	0.37	-0.20
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current		-0.07	-0.41	0.14
Prototype 1		-0.08	-0.31	0.07
Prototype 2		-0.04	-0.32	0.10
Prototype 3		-0.26	-0.56	0.33
Prototype 4		-0.21	-0.38	0.23

SOME ACTION MEAN DIFF. FROM BASE - TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current		0.06	0.48	-0.42
Prototype 1		-0.07	0.38	-0.13
Prototype 2		-0.16	0.25	-0.36
Prototype 3		-0.10	0.43	-0.26
Prototype 4		-0.08	0.37	-0.25
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current		-0.03	-0.47	0.29
Prototype 1		-0.03	0.01	0.15
Prototype 2		0.00	-0.29	0.23
Prototype 3		-0.31	-0.65	0.12
Prototype 4		-0.02	-0.03	0.53

Likelihood to Take Protective Action:

How to Interpret: A higher mean score means that individuals indicated that they would be more likely to take protective action by remainder indoors and staying away from windows based on the forecast scenario (**1-5 Likelihood scale**). For example, a mean score of 3.3 (see No Table, WarnDown, Base, Current) would indicate that respondents were closer to *somewhat likely* to take protective action after only seeing the Base information. The bottom four tables offer a mean difference from the base condition. This allows us to compare the mean likelihood to take protective action both *within and across* prototypes.

PROTECTIVE ACTION - NO TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current	3.30	3.23	3.68	2.86
Prototype 1	3.23	3.13	3.43	3.10
Prototype 2	3.24	3.13	3.60	3.06
Prototype 3	3.51	3.32	3.94	3.05
Prototype 4	2.92	2.82	3.56	3.00
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current	3.08	3.13	2.87	3.38
Prototype 1	3.10	3.00	2.97	3.45
Prototype 2	3.08	3.12	2.94	3.37
Prototype 3	2.88	2.77	2.58	3.38
Prototype 4	3.20	3.10	3.10	3.70

PROTECTIVE ACTION - TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current	3.31	3.19	3.74	3.11
Prototype 1	3.22	3.12	3.70	3.25
Prototype 2	3.13	3.10	3.70	3.16
Prototype 3	3.38	3.23	3.83	3.13
Prototype 4	3.27	3.19	3.97	3.27
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current	3.33	3.31	3.04	3.87
Prototype 1	2.96	3.00	3.17	3.42
Prototype 2	3.19	3.24	3.19	3.68
Prototype 3	3.35	3.24	2.93	3.81
Prototype 4	3.14	3.10	3.17	3.82

PROT. ACTION MEAN DIFF. FROM BASE - NO TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current		-0.07	0.38	-0.44
Prototype 1		-0.10	0.20	-0.13
Prototype 2		-0.11	0.36	-0.18
Prototype 3		-0.19	0.43	-0.46
Prototype 4		-0.10	0.64	0.08
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current		0.05	-0.21	0.30
Prototype 1		-0.10	-0.13	0.35
Prototype 2		0.04	-0.14	0.29
Prototype 3		-0.11	-0.30	0.50
Prototype 4		-0.10	-0.10	0.50

PROT. ACTION MEAN DIFF. FROM BASE - TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current		-0.12	0.43	-0.20
Prototype 1		-0.10	0.48	0.03
Prototype 2		-0.03	0.57	0.03
Prototype 3		-0.15	0.45	-0.25
Prototype 4		-0.08	0.70	0.00
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current		-0.02	-0.29	0.54
Prototype 1		0.04	0.21	0.46
Prototype 2		0.05	0.00	0.49
Prototype 3		-0.11	-0.42	0.46
Prototype 4		-0.04	0.03	0.68

Behavior Change:

What is Behavior Change? The behavior change variable allows us to examine how the mean action taken changes between scenarios. For example, a score of -0.01 (see No Table, WarnDown, Base, Current) indicates that the mean action taken is -0.01 different from the Base condition. This provides two insights: (1) Because it is negative, individuals that saw this prototype were more likely to perform a lower-order action than they did during the Base condition and (2) the magnitude (-0.01) indicates that most respondents would perform a uniform action for both the Base condition and Watch condition. To provide more information on the columns:

Warning with a Downgrade:

- “Watch” column = Mean action for Watch level – Mean action for Base level
- “Warning” column = Mean action for Warning level – Mean action for Watch level
- “Advisory” column = Mean action for Advisory level – Mean action for Warning level

Advisory with an Upgrade:

- “Watch” column = Mean action for Watch level – Mean action for Base level
- “Advisory” column = Mean action for Advisory level – Mean action for Watch level
- “Warning” column = Mean action for Warning level – Mean action for Advisory level

How to Interpret: When interpreting these tables, focus on two components: (1) is the number positive or negative? Positive indicates that individuals increased the action taken between scenarios, whereas negative means that individuals decreased the action taken between scenarios. (2) how large is the number? The larger the number, the more people that changed their action and/or the higher the action taken.

BEHAVIOR CHANGE - NO TABLE					BEHAVIOR CHANGE - TABLE				
Warning with a Downgrade:					Warning with a Downgrade:				
	Base	Watch	Warning	Advisory		Base	Watch	Warning	Advisory
Current		-0.01	0.45	-0.59	Current		0.19	0.44	-0.52
Prototype 1		-0.22	0.64	-0.18	Prototype 1		0.05	0.53	-0.40
Prototype 2		0.00	0.19	-0.16	Prototype 2		0.03	0.64	-0.50
Prototype 3		-0.07	0.52	-0.52	Prototype 3		-0.11	0.81	-0.70
Prototype 4		0.00	0.78	-0.40	Prototype 4		0.04	0.96	-0.77
Advisory with an Upgrade:					Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning		Base	Watch	Advisory	Warning
Current		0.01	0.01	0.48	Current		0.07	0.07	0.61
Prototype 1		-0.05	0.17	0.56	Prototype 1		0.07	0.37	0.65
Prototype 2		-0.02	0.24	0.26	Prototype 2		0.24	0.17	0.37
Prototype 3		0.02	-0.06	0.94	Prototype 3		0.08	-0.13	0.78
Prototype 4		0.07	0.17	0.56	Prototype 4		0.09	0.12	0.58

Perceived Risk:

How to Interpret: When interpreting these tables, a higher mean score indicates that respondents perceived a higher risk for themselves and/or their family given this forecast scenario (**1-10 Risk scale**). For example, a mean score of 6.14 (see No Table, WarnDown, Base, Current) would indicate that respondents perceived a moderate risk given the base scenario. Finally, the bottom four tables offer a mean difference from the base condition. This allows us to compare mean risk perception both *within and across* prototypes.

PERCEIVED RISK - NO TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current	6.14	5.95	6.50	5.28
Prototype 1	6.00	5.81	6.54	5.60
Prototype 2	6.38	6.44	6.91	5.96
Prototype 3	6.52	6.25	7.23	5.83
Prototype 4	5.43	5.22	6.39	5.49
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current	6.06	6.26	5.64	6.76
Prototype 1	5.93	6.71	5.57	6.31
Prototype 2	5.61	5.77	5.34	6.04
Prototype 3	5.76	5.43	4.93	6.62
Prototype 4	6.13	6.11	5.93	7.20

PERCEIVED RISK - TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current	6.19	6.27	6.91	5.61
Prototype 1	6.09	6.06	6.89	6.07
Prototype 2	6.02	5.82	6.91	5.87
Prototype 3	6.03	5.99	7.05	5.67
Prototype 4	6.18	6.33	7.64	6.08
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current	6.33	6.40	5.85	7.25
Prototype 1	5.87	5.89	6.13	6.61
Prototype 2	6.48	6.79	6.44	7.44
Prototype 3	6.55	6.46	5.71	7.10
Prototype 4	5.63	5.73	5.89	6.85

RISK MEAN DIFFERENCE FROM BASE - NO TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current		-0.19	0.36	-0.86
Prototype 1		-0.19	0.54	-0.40
Prototype 2		0.06	0.53	-0.42
Prototype 3		-0.27	0.71	-0.69
Prototype 4		-0.21	0.96	0.06
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current		0.20	-0.42	0.70
Prototype 1		0.78	-0.36	0.38
Prototype 2		0.16	-0.27	0.43
Prototype 3		-0.33	-0.83	0.86
Prototype 4		-0.02	-0.20	1.07

RISK MEAN DIFFERENCE FROM BASE - TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current		0.08	0.72	-0.58
Prototype 1		-0.03	0.80	-0.02
Prototype 2		-0.20	0.89	-0.15
Prototype 3		-0.04	1.02	-0.36
Prototype 4		0.15	1.46	-0.10
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current		0.07	-0.48	0.92
Prototype 1		0.02	0.26	0.74
Prototype 2		0.31	-0.04	0.96
Prototype 3		-0.09	-0.84	0.55
Prototype 4		0.10	0.26	1.22

Perceived Confidence:

How to Interpret: When interpreting these tables, a higher mean score indicates that respondents felt more confident in the forecast given the weather scenario (**1-10 Confidence scale**). For example, a mean score of 6.66 (see No Table, WarnDown, Base, Current) would indicate that respondents felt moderately confident given the base scenario. Finally, the bottom four tables offer a mean difference from the base condition. This allows us to compare mean confidence both *within and across* prototypes.

PERCEIVED CONFIDENCE - NO TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current	6.66	6.61	7.03	6.35
Prototype 1	6.93	6.78	7.49	6.88
Prototype 2	7.08	7.28	7.51	7.16
Prototype 3	7.08	6.78	7.64	6.60
Prototype 4	6.55	6.34	7.28	6.68
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current	6.96	7.13	6.78	7.49
Prototype 1	6.94	7.80	6.88	7.05
Prototype 2	6.84	6.79	6.61	6.98
Prototype 3	6.77	6.50	6.41	7.57
Prototype 4	6.94	6.84	6.92	7.65

PERCEIVED CONFIDENCE - TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current	6.89	6.99	7.42	6.73
Prototype 1	6.96	6.74	7.60	7.19
Prototype 2	6.56	6.50	7.39	6.83
Prototype 3	6.88	6.83	7.72	6.62
Prototype 4	6.83	6.80	7.87	7.17
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current	6.88	6.91	6.83	7.72
Prototype 1	6.86	6.77	7.11	7.21
Prototype 2	7.14	7.29	7.10	7.61
Prototype 3	7.02	6.95	6.59	7.32
Prototype 4	6.43	6.50	6.63	7.39

CONFIDENCE MEAN DIFF. FROM BASE - NO TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current		-0.05	0.37	-0.31
Prototype 1		-0.15	0.56	-0.05
Prototype 2		0.20	0.43	0.08
Prototype 3		-0.30	0.56	-0.48
Prototype 4		-0.21	0.73	0.13
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current		0.17	-0.18	0.53
Prototype 1		0.86	-0.06	0.11
Prototype 2		-0.05	-0.23	0.14
Prototype 3		-0.27	-0.36	0.80
Prototype 4		-0.10	-0.02	0.71

CONFIDENCE MEAN DIFF. FROM BASE - TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current		0.10	0.53	-0.16
Prototype 1		-0.22	0.64	0.23
Prototype 2		-0.06	0.83	0.27
Prototype 3		-0.05	0.84	-0.26
Prototype 4		-0.03	1.04	0.34
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current		0.03	-0.05	0.84
Prototype 1		-0.09	0.25	0.35
Prototype 2		0.15	-0.04	0.47
Prototype 3		-0.07	-0.43	0.30
Prototype 4		0.07	0.20	0.96

Perceived Urgency:

How to Interpret: When interpreting these tables, a higher mean score indicates that respondents perceived a higher urgency to respond to the forecast given the scenario (**1-10 Urgency scale**). For example, a mean score of 6.34 (see No Table, WarnDown, Base, Current) would indicate that respondents felt moderate urgency to respond given the base scenario. Finally, the bottom four tables offer a mean difference from the base condition. This allows us to compare mean urgency both *within and across* prototypes.

PERCEIVED URGENCY - NO TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current	6.34	6.07	6.78	5.22
Prototype 1	6.27	6.16	6.83	5.73
Prototype 2	6.61	6.59	6.96	5.91
Prototype 3	6.70	6.25	7.47	5.90
Prototype 4	5.73	5.20	6.71	5.73
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current	6.43	6.44	5.64	6.75
Prototype 1	6.25	6.88	5.86	6.44
Prototype 2	6.00	6.03	5.53	6.30
Prototype 3	5.95	5.53	4.99	7.02
Prototype 4	6.44	6.14	5.90	7.23

PERCEIVED URGENCY - TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current	6.39	6.50	7.28	5.88
Prototype 1	6.46	6.32	7.34	6.60
Prototype 2	6.22	6.09	7.23	6.13
Prototype 3	6.50	6.34	7.58	5.99
Prototype 4	6.37	6.56	7.89	6.30
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current	6.48	6.47	6.01	7.44
Prototype 1	5.93	6.15	6.41	6.70
Prototype 2	6.53	6.83	6.47	7.46
Prototype 3	6.63	6.62	5.78	7.23
Prototype 4	5.97	6.02	6.22	7.23

URGENCY MEAN DIFF. FROM BASE - NO TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current		-0.27	0.44	-1.12
Prototype 1		-0.11	0.56	-0.54
Prototype 2		-0.02	0.35	-0.70
Prototype 3		-0.45	0.77	-0.80
Prototype 4		-0.53	0.98	0.00
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current		0.01	-0.79	0.32
Prototype 1		0.63	-0.39	0.19
Prototype 2		0.03	-0.47	0.30
Prototype 3		-0.42	-0.96	1.07
Prototype 4		-0.30	-0.54	0.79

URGENCY MEAN DIFF. FROM BASE - TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current		0.11	0.89	-0.51
Prototype 1		-0.14	0.88	0.14
Prototype 2		-0.13	1.01	-0.09
Prototype 3		-0.16	1.08	-0.51
Prototype 4		0.19	1.52	-0.07
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current		-0.01	-0.47	0.96
Prototype 1		0.22	0.48	0.77
Prototype 2		0.30	-0.06	0.93
Prototype 3		-0.01	-0.85	0.60
Prototype 4		0.05	0.25	1.26

Perceived Probability of Occurrence:

How to Interpret: When interpreting these tables, a higher mean probability indicates that respondents felt that high winds were more likely to occur given the forecast scenario (**1-100 Probability scale**). For example, a mean score of 57.00 (see No Table, WarnDown, Base, Current) would indicate that respondents felt that there was a 57.00% chance that high winds would occur given the base scenario. Finally, the bottom four tables offer a mean difference from the base condition. This allows us to compare mean probability both *within and across* prototypes.

PROBABILITY OF OCCURRENCE- NO TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current	57.00	56.41	66.80	51.33
Prototype 1	61.37	60.60	70.27	63.20
Prototype 2	62.51	62.16	70.11	62.07
Prototype 3	62.09	57.41	69.03	59.99
Prototype 4	57.86	55.27	71.59	62.67
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current	59.77	60.32	59.63	69.12
Prototype 1	58.95	55.94	63.86	65.41
Prototype 2	60.51	60.87	63.26	65.86
Prototype 3	61.08	54.46	56.43	72.70
Prototype 4	61.78	59.02	64.67	73.37

PROBABILITY OF OCCURRENCE - TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current	53.81	57.27	69.28	55.53
Prototype 1	59.55	58.65	70.94	63.93
Prototype 2	57.19	55.91	69.96	61.83
Prototype 3	58.23	57.42	72.73	58.18
Prototype 4	56.8	57.92	75.02	62.28
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current	58.24	58.80	58.57	69.31
Prototype 1	55.77	56.42	63.02	66.75
Prototype 2	61.22	62.91	63.95	72.14
Prototype 3	57.52	56.34	55.38	67.39
Prototype 4	54.62	55.3	61.49	70.66

PROBABILITY MEAN DIFF. FROM BASE - NO TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current		-0.59	9.80	-5.67
Prototype 1		-0.77	8.90	1.83
Prototype 2		-0.35	7.60	-0.44
Prototype 3		-4.68	6.94	-2.10
Prototype 4		-2.59	13.73	4.81
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current		0.55	-0.14	9.35
Prototype 1		-3.01	4.91	6.46
Prototype 2		0.36	2.75	5.35
Prototype 3		-6.62	-4.65	11.62
Prototype 4		-2.76	2.89	11.59

PROBABILITY MEAN DIFF. FROM BASE - TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Current		3.46	15.47	1.72
Prototype 1		-0.90	11.39	4.38
Prototype 2		-1.28	12.77	4.64
Prototype 3		-0.81	14.50	-0.05
Prototype 4		1.12	18.22	5.48
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Current		0.56	0.33	11.07
Prototype 1		0.65	7.25	10.98
Prototype 2		1.69	2.73	10.92
Prototype 3		-1.18	-2.14	9.87
Prototype 4		0.68	6.87	16.04

High Winds – Prototype Summaries

For comparison purposes, the raw data has been broken down by variables in the tables presented in the sections above. However, the following section offers summary statistics for all of the variables within each prototype.

How to Interpret: To interpret the overall action mean, consider the following : 1 = Nothing, 2 = Monitor, 3 = Prepare, 4 = Take some action, and 5 = Take protective action. Therefore, a higher mean score means that individuals took a higher order action. For example, a mean score of 2.79 (see No Table, WarnDown, Base) would indicate that individuals were more likely to perform lower-tiered actions, such as Nothing, Monitoring, or Preparing. The other action questions are measured on a 1-5 likelihood scale, so a higher mean indicates a higher likelihood of performing that action. The other variables are measured along a 1-10 scale (perceived risk, perceived confidence, and perceived urgency) or a 1-100 scale (probability of occurrence).

Prototype 1:

P1 - NO TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Overall Action	2.79	2.57	3.21	3.03
Monitor	3.74	3.65	3.88	3.54
Prepare	3.68	3.40	3.52	3.13
Some Action	3.49	3.23	3.39	2.98
Prot. Action	3.23	3.13	3.43	3.10
Risk	6.00	5.81	6.54	5.60
Confidence	6.93	6.78	7.49	6.88
Urgency	6.27	6.16	6.83	5.73
Probability	61.37	60.6	70.27	63.2
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Overall Action	2.69	2.70	2.72	3.20
Monitor	3.94	3.88	3.69	3.98
Prepare	3.63	3.49	3.30	3.63
Some Action	3.35	3.27	3.04	3.42
Prot. Action	3.10	3.00	2.97	3.45
Risk	5.93	6.71	5.57	6.31
Confidence	6.94	7.80	6.88	7.05
Urgency	6.25	6.88	5.86	6.44
Probability	58.95	55.94	63.86	65.41

P1 - TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Overall Action	2.95	3.03	3.56	3.15
Monitor	3.83	3.75	3.98	3.67
Prepare	3.53	3.46	3.75	3.28
Some Action	3.44	3.37	3.82	3.31
Prot. Action	3.22	3.12	3.70	3.25
Risk	6.09	6.06	6.89	6.07
Confidence	6.96	6.74	7.60	7.19
Urgency	6.46	6.32	7.34	6.60
Probability	59.55	58.65	70.94	63.93
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Overall Action	2.70	2.74	2.81	3.44
Monitor	3.81	3.81	3.80	4.00
Prepare	3.44	3.48	3.45	3.77
Some Action	3.30	3.27	3.31	3.45
Prot. Action	2.96	3.00	3.17	3.42
Risk	5.87	5.89	6.13	6.61
Confidence	6.86	6.77	7.11	7.21
Urgency	5.93	6.15	6.41	6.70
Probability	55.77	56.42	63.02	66.75

Prototype 2:

P2 - NO TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Overall Action	2.85	2.85	3.04	2.87
Monitor	3.93	3.87	4.09	3.60
Prepare	3.80	3.73	3.86	3.27
Some Action	3.69	3.58	3.65	3.17
Prot. Action	3.24	3.13	3.60	3.06
Risk	6.38	6.44	6.91	5.96
Confidence	7.08	7.28	7.51	7.16
Urgency	6.61	6.59	6.96	5.91
Probability	62.51	62.16	70.11	62.07
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Overall Action	2.76	2.73	2.97	3.23
Monitor	3.59	3.63	3.41	3.75
Prepare	3.52	3.51	3.26	3.53
Some Action	3.31	3.27	2.99	3.41
Prot. Action	3.08	3.12	2.94	3.37
Risk	5.61	5.77	5.34	6.04
Confidence	6.84	6.79	6.61	6.98
Urgency	6.00	6.03	5.53	6.30
Probability	60.51	60.87	63.26	65.86

P2 - TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Overall Action	2.68	2.71	3.36	2.85
Monitor	3.94	3.88	4.01	3.68
Prepare	3.61	3.4	3.84	3.27
Some Action	3.44	3.28	3.69	3.08
Prot. Action	3.13	3.10	3.70	3.16
Risk	6.02	5.82	6.91	5.87
Confidence	6.56	6.50	7.39	6.83
Urgency	6.22	6.09	7.23	6.13
Probability	57.19	55.91	69.96	61.83
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Overall Action	2.69	2.92	3.09	3.47
Monitor	4.00	3.96	3.81	4.19
Prepare	3.61	3.68	3.45	3.91
Some Action	3.59	3.59	3.30	3.82
Prot. Action	3.19	3.24	3.19	3.68
Risk	6.48	6.79	6.44	7.44
Confidence	7.14	7.29	7.10	7.61
Urgency	6.53	6.83	6.47	7.46
Probability	61.22	62.91	63.95	72.14

Prototype 3:

P3 - NO TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Overall Action	2.96	2.89	3.41	2.89
Monitor	4.14	3.94	4.29	3.74
Prepare	3.88	3.63	3.89	3.17
Some Action	3.75	3.48	3.84	3.09
Prot. Action	3.51	3.32	3.94	3.05
Risk	6.52	6.25	7.23	5.83
Confidence	7.08	6.78	7.64	6.60
Urgency	6.70	6.25	7.47	5.90
Probability	62.09	57.41	69.03	59.99
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Overall Action	2.63	2.64	2.58	3.52
Monitor	3.54	3.49	3.17	3.89
Prepare	3.50	3.14	2.93	3.68
Some Action	3.33	3.07	2.77	3.66
Prot. Action	2.88	2.77	2.58	3.38
Risk	5.76	5.43	4.93	6.62
Confidence	6.77	6.50	6.41	7.57
Urgency	5.95	5.53	4.99	7.02
Probability	61.08	54.46	56.43	72.7

P3 - TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Overall Action	2.86	2.72	3.55	2.84
Monitor	3.87	3.82	4.15	3.64
Prepare	3.70	3.71	4.07	3.22
Some Action	3.51	3.41	3.94	3.25
Prot. Action	3.38	3.23	3.83	3.13
Risk	6.03	5.99	7.05	5.67
Confidence	6.88	6.83	7.72	6.62
Urgency	6.50	6.34	7.58	5.99
Probability	58.23	57.42	72.73	58.18
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Overall Action	2.78	2.86	2.73	3.51
Monitor	4.06	3.95	3.71	4.15
Prepare	3.80	3.60	3.27	3.88
Some Action	3.58	3.27	2.93	3.70
Prot. Action	3.35	3.24	2.93	3.81
Risk	6.55	6.46	5.71	7.10
Confidence	7.02	6.95	6.59	7.32
Urgency	6.63	6.62	5.78	7.23
Probability	57.52	56.34	55.38	67.39

Prototype 4:

P4 - NO TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Overall Action	2.57	2.57	3.35	2.94
Monitor	3.56	3.52	3.94	3.55
Prepare	3.38	3.25	3.67	3.07
Some Action	3.17	3.06	3.54	2.97
Prot. Action	2.92	2.82	3.56	3.00
Risk	5.43	5.22	6.39	5.49
Confidence	6.55	6.34	7.28	6.68
Urgency	5.73	5.20	6.71	5.73
Probability	57.86	55.27	71.59	62.67
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Overall Action	2.87	2.94	3.11	3.68
Monitor	3.78	3.77	3.62	3.96
Prepare	3.61	3.41	3.37	3.79
Some Action	3.54	3.33	3.16	3.77
Prot. Action	3.20	3.10	3.10	3.70
Risk	6.13	6.11	5.93	7.20
Confidence	6.94	6.84	6.92	7.65
Urgency	6.44	6.14	5.90	7.23
Probability	61.78	59.02	64.67	73.37

P4 - TABLE				
Warning with a Downgrade:				
	Base	Watch	Warning	Advisory
Overall Action	2.68	2.76	3.70	2.95
Monitor	3.94	3.95	4.37	3.83
Prepare	3.82	3.70	4.21	3.50
Some Action	3.65	3.57	4.02	3.40
Prot. Action	3.27	3.19	3.97	3.27
Risk	6.18	6.33	7.64	6.08
Confidence	6.83	6.80	7.87	7.17
Urgency	6.37	6.56	7.89	6.30
Probability	56.80	57.92	75.02	62.28
Advisory with an Upgrade:				
	Base	Watch	Advisory	Warning
Overall Action	2.74	2.83	2.95	3.55
Monitor	3.87	3.84	3.80	4.17
Prepare	3.49	3.58	3.48	3.91
Some Action	3.27	3.25	3.24	3.80
Prot. Action	3.14	3.10	3.17	3.82
Risk	5.63	5.73	5.89	6.85
Confidence	6.43	6.50	6.63	7.39
Urgency	5.97	6.02	6.22	7.23
Probability	54.62	55.3	61.49	70.66