

1 **Geographic Distributions of Extreme Weather Risk Perceptions in the United States**

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## ABSTRACT

Weather and climate disasters pose an increasing risk to life and property in the United States. Managing this risk requires objective information about the nature of the threat and subjective information about how people perceive it. Meteorologists and climatologists have a relatively firm grasp of the historical objective risk. For example, we know which parts of the US are most likely to experience drought, heat waves, flooding, snow or ice storms, tornadoes, and hurricanes. We know less about the geographic distribution of the perceived risks of meteorological events and trends. Do subjective perceptions align with exposure to weather risks? This question is difficult to answer because analysts have yet to develop a comprehensive and spatially consistent methodology for measuring risk perceptions across geographic areas in the US. In this project, we propose a methodology that uses multilevel regression and poststratification (MRP) to estimate extreme weather and climate risk perceptions by geographic area (i.e., region, state, forecast area, county). Then we apply the methodology using data from three national surveys (n = 9,542). This enables us to measure, map, and compare perceptions of risk from multiple weather hazards in geographic areas across the country.

**KEY WORDS:** Extreme weather, risk perceptions, geography

### **Social Media Summary:**

Do risk perceptions of natural hazards (tornadoes, hurricanes, etc.) correlate with hazard frequency? Often, the answer is yes! See how we answer this question with data from large national surveys.

39 **1. INTRODUCTION**

40 Weather and climate disasters pose an increasing risk to life and property in the United States.  
41 In 2017, there were 16 weather and climate disasters with losses exceeding \$1 billion each,  
42 including three tropical cyclones, three severe thunderstorms, three tornadoes, two hail storms,  
43 two inland floods, a crop freeze, a drought and two wildfires. The cumulative cost of these events  
44 was \$309.5 billion, the most in US history (Smith, 2018). Reducing these costs and managing risk  
45 requires both *objective* information about the nature of the threat and *subjective* information about  
46 the risk perceptions of the diverse individuals affected by these threats. To improve hazard  
47 communication (e.g., forecasts) and decision support, those who are responsible for  
48 communicating information about the risks of extreme weather and climate disasters (e.g.,  
49 emergency managers, broadcast meteorologists, warning forecast office meteorologists) need to  
50 understand how people think about and respond to risk.

51 Meteorologists and climatologists collect and compile data on the frequency and severity of  
52 extreme weather and climate hazards across the US (NOAA, 2019; National Drought Mitigation  
53 Center, 2019). As such, researchers have robust knowledge about the geographic distribution of  
54 objective risk from different weather and climate hazards across the country. By comparison, less  
55 is known about the geographic distribution of risk perceptions across weather hazards. This project  
56 is focused on understanding how risk perceptions vary geographically, irrespective of a single  
57 event, and the extent to which risk perceptions align with hazard exposure.

58 Using an all-hazards approach, we investigate the hazard exposure vs. risk perception  
59 relationship across eight different hazards in 115 geographic regions. This investigation allows us  
60 to statistically identify exposure-perception “gaps” across communities and hazards which could  
61 indicate vulnerability. In some cases risk perceptions may be low in comparison to exposure. This

62 may indicate that these communities do not fully recognize the hazards they may see in the future.  
63 Alternatively, risk perceptions could be high in comparison to exposure. This may indicate that  
64 communities are overpreparing for some hazards at the possible risk of underpreparing for others.  
65 In both cases, one can imagine the value of local risk communication and education strategies that  
66 focus on closing these gaps in potentially vulnerable communities.

67 In addition to data about possible vulnerabilities across communities, investigation of the  
68 exposure-perception relationship across hazards provides valuable information about (i) the  
69 hazards that people perceive and worry about and (ii) the hazards that are historically present, but  
70 seem less notable. Extreme heat is one such example where past research indicates that exposure  
71 is relatively high in many places that tend to have low risk perceptions (Howe et al., 2019). A  
72 relatively low correlation between exposure to and perception of extreme heat may be an indicator  
73 of vulnerability that is applicable across communities. Recognizing this low correlation may help  
74 national organizations such as the Federal Emergency Management Agency and the National  
75 Weather Service (NWS) develop strategic risk communication and education campaigns to help  
76 people perceive hazards that they might otherwise overlook.

77 Furthermore, by measuring risk perceptions across the contiguous US, we can begin to address  
78 important questions: Do concerns about natural hazards vary systematically across the country?  
79 Do these risk perceptions align with objective indicators of exposure, such as those collected by  
80 the National Oceanic and Atmospheric Administration (NOAA)? Do individual risk perceptions  
81 correlate more strongly with risk exposure to certain hazards and not others? If so, which ones?  
82 Do these perceptions influence risk communication? These questions are difficult to answer  
83 because there is not yet a comprehensive and spatially consistent methodology for measuring risk

84 perceptions across geographic areas in the US. This paper uses data from ongoing national surveys  
85 where we apply a novel methodology in survey research to fill this gap.

### 86 **1.1 Weather and Climate Hazard Risk Perceptions**

87 Risk perceptions represent intuitive judgments about the probability of a given risk (event) and  
88 concern about the consequences of that risk (event) if it were to manifest (Slovic, 1987; Sjöberg,  
89 Moen, & Rundmo, 2004). Both theory and research indicate that risk perceptions are among the  
90 most important drivers of protective action in response to a wide variety of weather and climate  
91 hazards (Burnside, Miller, & Rivera, 2007; Dow & Cutter, 2000; Lindell, Arlikatti, & Prater,  
92 2009; Lindell & Perry, 2012; Mileti & O'Brien, 1992; Mileti & Sorensen, 1990; Murphy et al.,  
93 2009; Rüstemli & Karanci, 1999; Ramasubramanian et al., 2019; Whitmarsh, 2008). As such, “best  
94 practice” guides to risk communication in specific communities often begin by emphasizing the  
95 importance of understanding risk perceptions (e.g., Perry & Lindell, 2003).

96 Differences among individuals *within* communities strongly influence weather and climate  
97 hazard risk perceptions. For example, research consistently shows that white men often view  
98 hazards as less risky than their female and minority counterparts (Flynn, Slovic, & Mertz, 1994).  
99 Age can influence risk perceptions as well, but the direction of the relationship is less consistent  
100 across hazards (Wachinger et al., 2013). For some hazards, risk perceptions seem to increase with  
101 age (Kellens et al., 2011); for others, there is no meaningful relationship (Plapp & Werner, 2006;  
102 Siegrist & Gutscher, 2006). These differences are likely driven by multiple mechanisms including  
103 variable access to resources, trust in authority, and worldviews (Kahan et al., 2007; Kahan,  
104 Jenkins-Smith, & Braman, 2011; Siegrist & Cvetkovich, 2000; Siegrist, 2019).

105 In addition to differences among individuals *within* communities, differences *between*  
106 communities can also influence risk perceptions. For example, a long line of research suggests that

107 some communities develop “subcultures” through collective experiences that influence the ways  
108 in which people in a given community perceive and respond to disasters (Anderson, 1965; Sims  
109 & Baumann, 1972; Weller & Wenger, 1973; Granot, 1996; Engel et al., 2014; Bankoff, 2017). In  
110 addition to subcultures, differences in community *sensitivity* and *exposure* can perpetuate variation  
111 in risk perceptions between communities. Sensitivity indicates the extent to which demographic  
112 attributes, infrastructure, or other structures in a community generate vulnerabilities that  
113 predispose the community to loss during disasters (Cutter, Boruff, & Shirley, 2003). Exposure, by  
114 comparison, indicates the frequency with which humans in a given area come into contact with  
115 hazards, both historically, and in the future (Burton, Kates, & White, 1993). Geography often  
116 influences exposure because many hazards are more (or less) common in given climates and  
117 landscapes. Exposure contributes to the *probability* side of the objective risk equation, whereas  
118 sensitivity contributes to the *consequences* side of the equation.

119 Previous research indicates a somewhat tenuous relationship between exposure and risk  
120 perception in the weather and climate domains. A few studies in specific communities indicate a  
121 modest relationship between flood risk perceptions related to exposure (Siegrist & Gutscher, 2006;  
122 Horney et al, 2010; Siebeneck & Cova, 2012; O’Neill et al., 2016; Royal & Walls, 2019). Other  
123 studies in different communities indicate little or no association between flood exposure and  
124 perceptions (Wallace, Poole, & Horney, 2016; Tanner & Arvai, 2018). While informative, these  
125 studies of the relationship between exposure and perceptions are subject to a variety of limitations.  
126 Most notably, most of the research in this area focuses on flooding, so we know relatively little  
127 about the connection between exposure and perceptions to other weather and climate hazards (but  
128 see Champ & Brenkert-Smith, 2016). Additionally, much of the research in the area focuses on  
129 people in specific communities, which limits the generalizability of the findings. A recent study

130 by Howe and colleagues (2019) represents a notable exception to these limitations. It investigates  
131 the geographic distribution of heat risk perceptions in communities across the US, finding that  
132 subjective perceptions of health risks from extreme heat exhibit strong geographic patterns that  
133 relate to, but do not directly overlap with, extreme heat exposure.

134 The present study builds upon Howe et al. (2019) to measure and map public perceptions of  
135 risk from eight different extreme weather and climate hazards—extreme heat, drought, extreme  
136 cold, extreme snow (or ice), tornadoes, floods, hurricanes, and wildfires. The data and maps  
137 provided are publicly available<sup>1</sup> and the geographic relationships they depict will help risk  
138 communicators (e.g., forecasters, broadcast meteorologists, emergency managers) develop  
139 messaging strategies and education initiatives that are specific to the communities they serve. In  
140 addition, the data and maps facilitate academic research into the variety of factors explaining  
141 community perceptions of risk. To demonstrate this point, the analysis examines the relationship  
142 between hazard exposure and risk perceptions across hazards in the US.

143

## 144 **2. METHODS**

### 145 **2.1. Data**

#### 146 *2.1.1. Estimation Survey Data*

147 The data we use to estimate subjective risk perceptions across geographic areas come from a  
148 national survey that is conducted annually by the Center for Risk and Crisis Management at the  
149 University of Oklahoma. This survey, called the Severe Weather and Society Survey, measures  
150 weather and climate risk perceptions and information reception, comprehension, and response

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<sup>1</sup> For data access and interactive maps, see <https://crcm.shinyapps.io/WxDash/>.

151 across extreme weather and climate hazards. This analysis uses data from the 2017, 2018, and  
152 2019 surveys (n = 2,003, 2,998, & 2,998, respectively). All surveys were implemented online to  
153 samples of adults (age 18+) that reside in the Contiguous US (CONUS). The samples were  
154 provided by Qualtrics, which uses quota sampling from opt-in panels based on demographic  
155 characteristics. While there is some debate in the literature about which sampling method is best,  
156 research suggests that the results from opt-in panels and probability samples are relatively  
157 comparable (Baker et al., 2013; Berrens et al., 2003; Chang & Krosnick, 2009; MacInnis et al.,  
158 2018). Of participants who started the survey, 79.9% went on to complete it. Further information  
159 about data collection and preliminary frequency information can be found in Silva et al. (2017;  
160 2018; 2019).

161 At the beginning of the survey, participants responded to a battery of demographic questions  
162 and then rated eight extreme weather hazards on a five-point scale (no, low, moderate, high, or  
163 extreme risk). The eight hazards—extreme heat, drought, extreme cold, snow/ice, tornados,  
164 flooding, hurricanes, and wildfires—were presented in a random order for each participant. The  
165 question wording was: “*Thinking about all four seasons (winter, summer, spring, and fall), how*  
166 *do you rate the risk of the following extreme weather events to you and the people in your area?*”  
167 Note that this wording is intentionally nebulous; it does not instruct survey respondents to think of  
168 a specific definition or dimension of risk when providing a judgement. It also suggests that  
169 participants consider all four seasons, so as to encourage participants to avoid using common  
170 cognitive shortcuts (e.g., recency bias, availability heuristic, affect heuristic). As a result, the  
171 measure likely reflects the wide variety of factors that may influence participant risk perceptions,  
172 ranging from perceptions of exposure (the probability of an event) and sensitivity (vulnerability to  
173 an event) to perceptions of severity, consequences, and resilience. This variety reflects the



174 subjective and heterogenous nature of risk perceptions, but it may complicate precise interpretation  
175 of the results.

176

### 177 *2.1.2. Validation Survey Data*

178 The data we use to validate the estimates come from an additional independent oversample of  
179 approximately 50 survey respondents that reside in a random set of 30 National Weather Service  
180 County Warning Areas (CWAs) across the US ( $n = 1,543$ ). The same sampling methodology and  
181 survey questions were used to collect the estimation and validation data.

182

## 183 **2.2. Multilevel Regression and Poststratification (MRP)**

### 184 *2.2.1. Methodology*

185 Following Howe et al. (2019), we use Multilevel Regression and Poststratification (MRP) to  
186 estimate the distribution of geographic risk perceptions in the Contiguous United States (CONUS).  
187 MRP is an increasingly common technique in survey research that uses national data to estimate  
188 preferences, perceptions, and behaviors in small geographic areas (Buttice & Highton, 2013; Lax  
189 & Phillips, 2009; Zhang et al., 2015). The technique is particularly robust for domains in which  
190 geography (location) impacts the variable of interest. We use County Warning Areas (CWAs) as  
191 the geographic unit of analysis because they define the zones for which each NWS Weather  
192 Forecast Office (WFO) is responsible for issuing forecasts and warnings. In the current analysis,  
193 we include data from the 115 CWAs in the CONUS. As the name suggests, MRP involves two

194 steps—multilevel regression and then poststratification. In step one, we estimate models for each  
 195 of the hazards<sup>2</sup>:

196 
$$y_i = \beta^0 + \alpha_{j[i]}^{gender} + \alpha_{k[i]}^{age} + \alpha_{j[i],k[i]}^{gender*age} + \alpha_{l[i]}^{race} + \alpha_{m[i]}^{ethnicity} + \alpha_{s[i]}^{area}, \text{ where}$$

197 
$$\alpha_j^{gender} \sim N(0, \sigma_{gender}^2), j = 1 \text{ or } 2$$

198 
$$\alpha_k^{age} \sim N(0, \sigma_{age}^2), k = 1, 2, \text{ or } 3$$

199 
$$\alpha_{j,k}^{gender*age} \sim N(0, \sigma_{gender*age}^2), j = 1 \text{ or } 2 \text{ and } k = 1, 2, \text{ or } 3$$

200 
$$\alpha_l^{race} \sim N(0, \sigma_{race}^2), l = 1, 2, \text{ or } 3$$

201 
$$\alpha_m^{ethnicity} \sim N(0, \sigma_{ethnicity}^2), m = 1 \text{ or } 2$$

202 
$$\alpha_s^{area} \sim N(\beta^{exposure} * exposure_s, \sigma_{area}^2), s = 1, \dots, 115$$

203  
 204 The models have two levels. Individually, a participant’s risk perception score for each hazard  
 205 ( $y_i$ ) varies as a function of the participant’s demographic profile (*gender*, *age*, a *gender-age*  
 206 interaction, *race*, and *ethnicity*) and geographic *area* (CWA). CWA effects vary in relation to  
 207 *exposure*.<sup>3</sup> Following estimation, we use the parameters from these models to predict risk  
 208 perceptions for each demographic-geographic combination. In all, the models provide estimates  
 209 for two gender groups (male and female), three age groups (18 to 34, 35 to 59, and 60+), three race  
 210 groups (white, black, other race), and two ethnicity groups (non-Hispanic and Hispanic), allowing  
 211 us to make 36 demographic combinations in 115 CWAs across the country. For example, one

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<sup>2</sup> The models were fit using the rstanarm package in R. See Goodrich et al., 2018 for details.

<sup>3</sup> As a robustness check for the results, we additionally run the MRP without hazard exposure as a predictor and replicate the results (see Supporting Information Figs. A1–A4).

212 demographic-geographic combination includes participants who are female, age 18 to 34, white,  
213 non-Hispanic and reside in the New Orleans County Warning Area (CWA).

214 In step two, we use poststratification to weight the predictions ( $\theta$ ) for each demographic-  
215 geographic combination ( $r$ ). We use US Census data to identify the population frequency of each  
216 demographic-geographic combination. The population estimates were obtained from the U.S.  
217 Census Annual Population Estimates by Sex, Age, Race, and Hispanic Origin (US Census Bureau,  
218 2018). These frequencies ( $N$ ) provide the weights we use to produce the MRP estimates for each  
219 CWA:

220

$$221 \quad Y_{CWA}^{MRP} = \frac{\sum_{r \in CWA} N_r \theta_r}{\sum_{r \in CWA}}$$

222

223 This methodology allows us to estimate average area risk perceptions within each CWA for all  
224 eight hazards.

225

### 226 2.2.2. *Exposure*

227 We use the National Center for Environmental Information (NCEI) Storm Events Database to  
228 measure exposure across all but one of the hazards (NOAA, 2019). Specifically, we use data from  
229 the last 22 years (1996 - 2018)<sup>4</sup> to calculate the mean days per year that each CWA experiences a  
230 heat, cold, snow/ice, tornado, flood, hurricane, or wildfire event (See Table A1 for a list of the  
231 Storm Event types that we associate with each hazard). We use data from the US Drought Monitor  
232 to produce a comparable measure for drought (National Drought Mitigation Center, 2019). While

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<sup>4</sup> Data from the US Drought Monitor only includes data from the last 20 years (1998-2018).

233 these calculations may provide information about the probability of hazards in CWAs, they do not  
234 address the sensitivity or consequences, so we adopt the term *exposure* in place of objective risk  
235 in the sections that follow.

### 236 **3. RESULTS**

#### 237 **3.1. Geographic Distributions of Exposure**

238 The maps in Figure 1(a) plot exposure to weather and climate hazards by CWA. Most of the  
239 hazards exhibit a geographic pattern, but some of the patterns are more variable than others. For  
240 example, tornado events concentrate in the Midwest and Central Plains, cold temperature events  
241 are most common in the Upper Midwest, and drought events are more likely in the West. Wildfire,  
242 snow/ice, and flood events, by comparison, exhibit more geographic variation.

243

244 [Figure 1]

245

#### 246 **3.2. Geographic Distributions of Risk Perceptions**

247 The maps in Figure 1(b) show the MRP estimates of average risk perceptions by CWA across  
248 the hazards. Consistent with Figure 1(a), most of the estimates exhibit a geographic pattern, but  
249 some are more variable than others. Hurricane risk perceptions, for example, are highest along the  
250 Eastern and Southern coastlines, where hurricane exposure is the greatest. Flood risk perceptions,  
251 by comparison, are a bit more diffuse.

252

#### 253 **3.3. Validating Estimates of Risk Perceptions**

254 We validate the estimates of risk perceptions in two ways. First, we compare the risk perception  
255 estimates to observations from the independent validation sample we describe above (Section

256 2.1.2). The panels in Figure 2(a) plot bivariate relationships between the risk perception  
257 observations from the independent validation survey data and the original MRP risk perception  
258 estimates. There are consistently strong positive relationships between the two variables, but the  
259 correlations vary across the hazards. Six of the eight correlations are 0.90 or above, while the  
260 remaining two are 0.71 (Floods) and 0.79 (Extreme heat waves). While relatively high, we are able  
261 to double check the validity of the heat risk perception estimates by comparing them to the  
262 estimates provided by Howe et al. (2019) which uses different survey measures and data. By  
263 aggregating county estimates<sup>5</sup> from the previous Howe et al. (2019) study to CWAs and then  
264 comparing the previous estimates to the current estimates, Figure 2(b) plots the comparison of our  
265 heat risk data to Howe et al. (2019) heat data. As in Figure 2(a), the comparison reveals a strong  
266 positive correlation between the measures ( $r = 0.75$ ). In combination, these comparisons  
267 corroborate the validity of the MRP risk perception estimates.

268

269 [Figure 2]

270

### 271 3.4. Comparing Risk of Hazard Exposure to Risk Perceptions

272 Do risk perceptions align with exposure or do perceptions misalign in ways that may  
273 complicate risk communication? The panels in Figure 3(a) address this question by plotting the  
274 bivariate relationships between risk perception estimates and exposure. There are strong  
275 relationships between risk perceptions and exposure to tornado, hurricane, and drought events; a  
276 moderate relationship between perception and exposure to snow/ice, wildfire, and extreme cold

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<sup>5</sup> We weight the county estimates by population during the aggregation process.

277 events; and a fairly weak relationship between perceptions of risk and exposure to flood and heat  
278 events. The moderate and weak correlations suggest possible misalignments that may complicate  
279 communication and possibly jeopardize resilience in CWAs where risk perceptions are  
280 significantly lower (or higher) than we might expect based on exposure.

281 Figure 3(b) illustrates this point by plotting the five communities with the largest residuals  
282 (i.e., differences between risk perception estimates and exposure estimates) when modeling risk  
283 perceptions as a function of exposure to flood and heat events. Estimates suggest, for example,  
284 that residents of the Houston/Galveston, TX and New Orleans, LA CWAs perceive more flood  
285 risk than exposure suggests; the opposite is true in the San Diego, CA and Albuquerque, NM  
286 CWAs, where residents perceive less risk than exposure suggests. Similarly, estimates for Phoenix  
287 and Tucson, AZ suggest that residents perceive more heat risk than exposure suggests. One  
288 potential explanation for these results is the presence of unique disaster subcultures in these areas  
289 (Engel et al., 2014); for example, areas in Arizona such as Phoenix and Tucson may have a culture  
290 that is highly attentive to heat as a result of their average high heat, relative to other parts of the  
291 US, even if events that are considered extreme relative to this area may not be common. More  
292 exploration is necessary, but our results may also reflect a few well-known characteristics of risk  
293 perceptions: (1) that communities (in aggregate) weight event severity (consequences) more  
294 heavily than frequency (probability) when judging risk (i.e., probability neglect; Sunstein, 2001);  
295 and/or (2) that communities draw on recent or especially salient events when judging risk (i.e.,  
296 availability heuristic; Tversky and Kahneman, 1973). Demuth's (2018) careful conceptualization  
297 of tornado experience may also help explain these residuals; specifically, she finds most measures  
298 of memorable experience and multiple experiences are positively associated with risk perceptions,  
299 but not all. For example, the 2017 Hurricane Harvey event in Houston/Galveston, TX, was a high

300 *consequence* case that likely amplified residents' risk perceptions, even though the community's  
301 exposure is relatively modest in comparison to county warning areas that experience many floods  
302 of lower consequence.

303

304 [Figure 3]

305

#### 306 **4. CONCLUSIONS**

307 The current study presents maps of natural hazard exposure and subjective risk perceptions  
308 across geographic regions of the Contiguous United States (CONUS). While many previous  
309 studies on exposure and perception have focused on very fine-grained differences in narrow  
310 geographic regions (e.g., cities and counties versus across the CONUS), the present study aims to  
311 provide more holistic evidence of varying risk perceptions across geographic regions.

312 For the first time, the current research demonstrates that concerns about natural hazards vary  
313 systematically across the country. Moreover, these risk perceptions generally align with objective  
314 indicators of exposure. Importantly, though potentially due to differences in measurement or  
315 measurement error, some risk perceptions correlate more strongly with exposure. Namely, while  
316 the perception-exposure relationship for hurricanes, tornadoes, and drought are strong (all  
317 correlations greater than 0.80), the perception-exposure relationship for flooding and heat are not  
318 as robust. One reason for the smaller perception-exposure correlations may be that individuals  
319 across the US are unaware of their exposure and therefore more at risk to making maladaptive  
320 decisions. Another may be that our measures of exposure to flooding and extreme heat risk are  
321 especially imprecise. For example, in areas such as Phoenix or Tucson, our models suggest risk  
322 perceptions are much higher than our exposure measure would predict. This could be due (at least

323 partially) to threshold differences in the definition of an “event” or differences in reporting  
324 practices across NWS offices. Additionally, this measure of exposure does not account for  
325 respondents’ higher levels of absolute heat exposure to which they may be calibrating their risk  
326 perceptions. Regardless, these results suggest that research into improving risk communication  
327 products for heat/floods may be more fruitful, than for other better understood hazards.

328 The geographic maps we present can help inform forecasters and broadcast meteorologists  
329 who are interested in effectively communicating risks to their respective communities.  
330 Furthermore, CWAs where individuals believe they are safe from heat waves, but actually face  
331 significant exposure might particularly benefit from educational or informational interventions.  
332 Having a standardized method to measure risk perceptions across time and space will support  
333 research interested in tracking the effectiveness of changes before and after interventions.

334 Implications aside, we recognize there are significant limitations to this study that may  
335 provide opportunities for future research. First and foremost, we use exposure as a rough proxy  
336 for objective risk. Previous research (including evidence from this study), suggests that people  
337 evaluate *both* event frequency (probability) and severity (consequences) when formulating  
338 perceptions of risk (Weinstein et al., 2000). However, the subjective risk perception prompt was  
339 relatively vague, asking simply, “...how do you rate the *risk* of the following extreme weather  
340 events to you and the people in your area?” This wording leaves it up to the participant to decide  
341 the extent to which they weigh the occurrence of the event in their area, and the potential impact  
342 of a hazard. It is therefore important that future work attempt to capture both frequency and  
343 severity when measuring objective and subjective risk. Data limitations will likely complicate this  
344 task. Furthermore, because the present study does not explicitly unpack what participants’  
345 judgments of risk are based on (e.g., consequences, frequency, recency), the current study is unable



346 to provide holistic prescriptions on how communicators may improve risk communications or  
347 education materials.

348 Here, we use the Storm Events Database to measure exposure. Inconsistencies in reporting  
349 across space, time, and event type can make it difficult to reliably measure event frequency. These  
350 inconsistencies are even more apparent in attempts to measure event severity (e.g., fatalities,  
351 injuries, property and crop losses). More specifically, data from the Storm Events Database are  
352 aggregated from a variety of sources, including news stories and observer reports. Definitions of  
353 what counts as an “event” may vary, systematically or randomly, from one place to another, which  
354 likely impacts our measures of exposure. This limitation in the data may lead to cases where risk  
355 perceptions appear misaligned with the measure of exposure. Nonetheless, we expect that  
356 including information like this, if reliable, will improve (i) estimates of objective risk, (ii) MRP  
357 estimates of subjective risk perceptions (that partially rely on estimates of objective risk), and (iii)  
358 comparisons between the two.

359 While previous research on risk perceptions and risk communication has focused on averages  
360 (i.e., the notion that standard risk communication methods will work for *all* people), this research  
361 suggests that geographic location and experience with hazards might be important individual  
362 differences that influence risk perceptions. Given the relationship between risk perceptions,  
363 decision making and protective behavior, the present research suggests that some CWAs may be  
364 more vulnerable to uninformed decision making when responding to or preparing for natural  
365 hazards. While this paper cannot connect immediately the relationship between risk perceptions  
366 and protective behaviors, understanding the distribution of extreme weather and hazard risk  
367 perceptions can provide a basis for measuring response and protective action. Moreover, as  
368 precision for mapping differences in risk perceptions and objective risks increases, having a

369 framework for conducting more holistic risk perception analyses will support future research on  
370 individual differences.

371 The current research also supports scientists (i.e., meteorologists, forecasters, emergency  
372 managers, and related social scientists) who are interested in effective methods for risk  
373 communication. Effective risk communication requires systematic, robust, and intimate  
374 knowledge of the community. This knowledge can be difficult and time consuming to obtain,  
375 and hard to pass on to employees who are transplants in the communities they serve. Tracking  
376 these constructs will provide systematic and reliable data across geographic areas in the US, which  
377 will support employees tasked with risk communication. In addition, it provides a method to track  
378 changes in skills and abilities over time, especially after implementing educational interventions,  
379 which will support the assessment of the effectiveness of new policies or decision support systems.  
380 Taken together, these methods provide the ability to better inform stakeholders and the public of  
381 risks and uncertainties, ultimately supporting resilient decision making.

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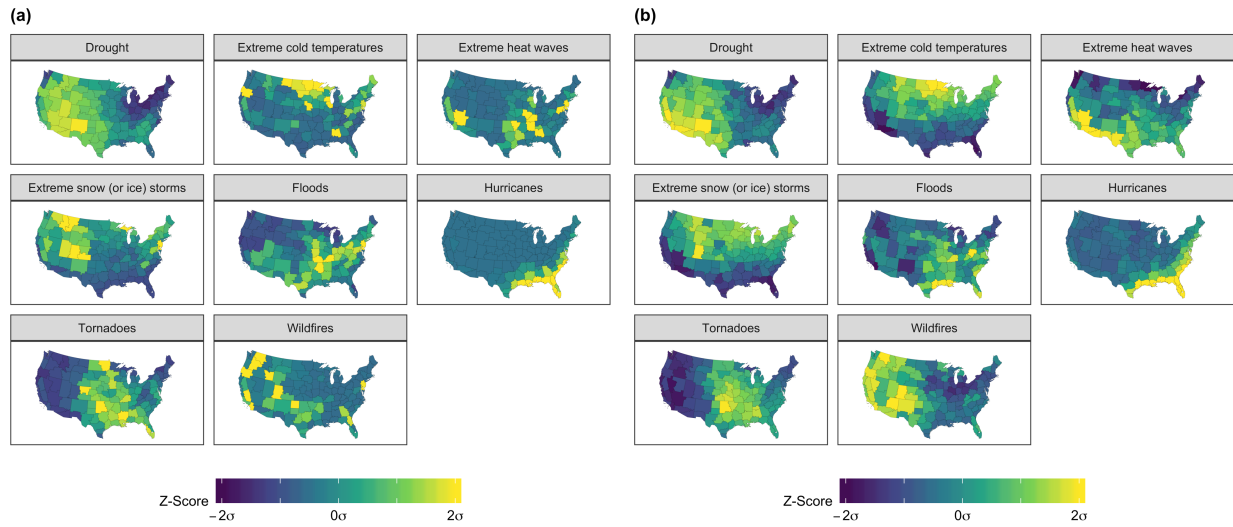
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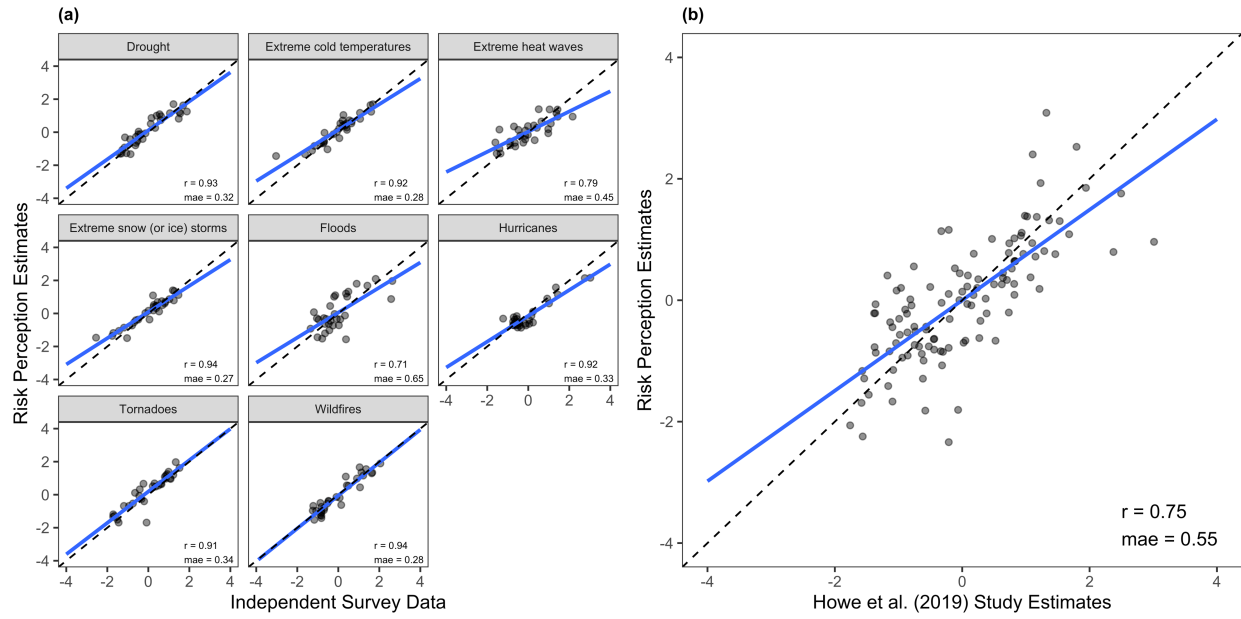
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FIGURES



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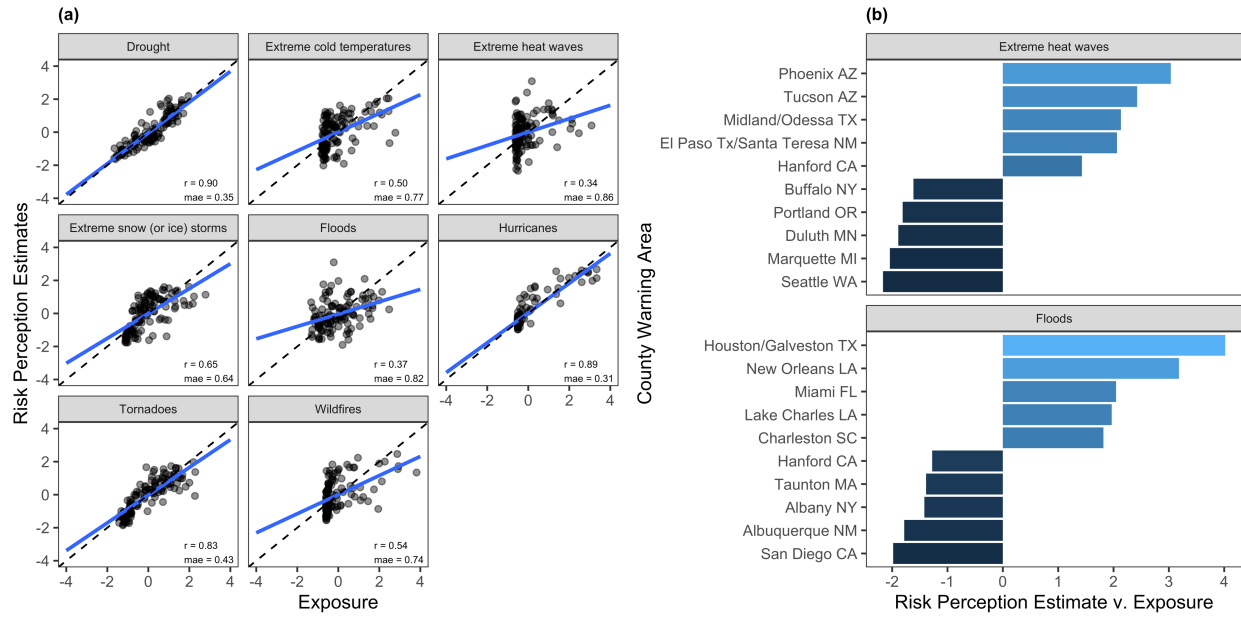
536 **Figure 1: Mapping (a) exposure to and (b) risk perceptions from weather and climate**  
537 **hazards by CWA.**



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539 **Figure 2: Comparison of risk perception estimates to (a) independent survey data and (b)**

540 **previous study estimates for heat risk perceptions.**



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542 **Figure 3: Comparison of (a) risk perception estimates to exposure to (b) identify possible**

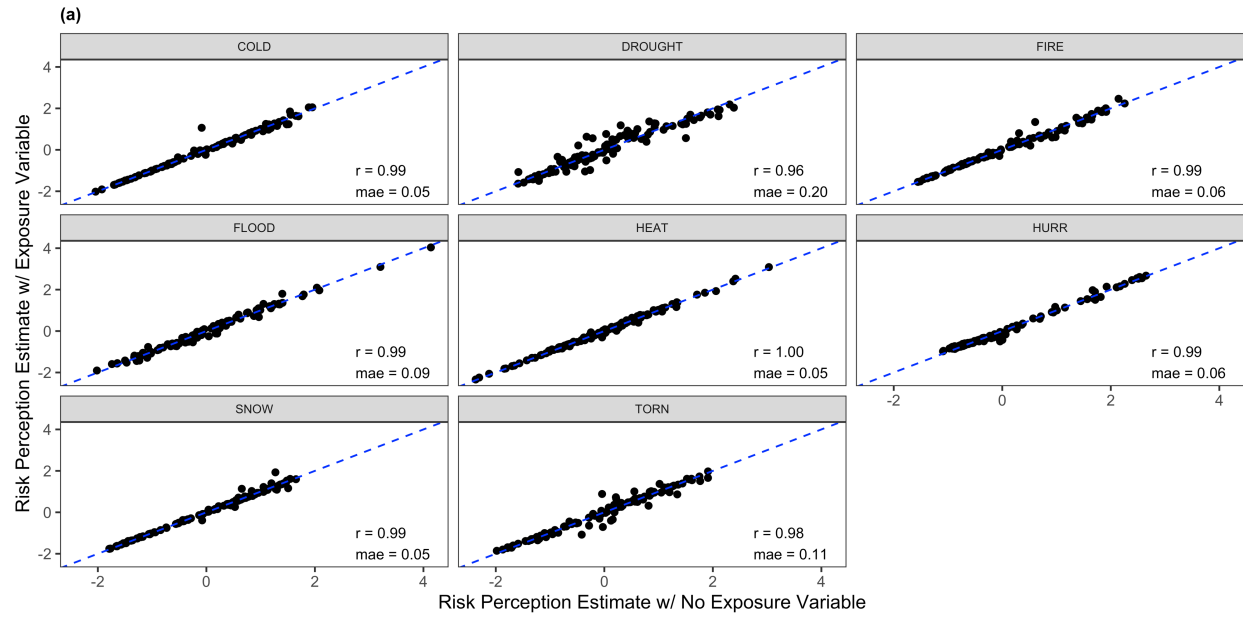
543 **perception-exposure misalignments.**

## Supporting Information

| Category                     | Corresponding Event Types in the NCEI Storm Events Database and the US Drought Monitor Database  |
|------------------------------|--|
| Extreme heat waves           | Excessive Heat<br>Heat   |
| Extreme cold temperatures    | Cold/Wind Chill<br>Extreme Cold/Wind Chill   |
| Extreme snow (or ice) storms | Blizzard<br>Heavy Snow<br>High Snow<br>Ice Storm<br>Lake-Effect Snow<br>Winter Storm<br>Winter Weather   |
| Tornadoes                    | Tornado  |
| Floods                       | Coastal Flood<br>Flash Flood<br>Flood<br>Lakeshore Flood<br>Surge/Tide   |
| Hurricanes                   | Hurricane, Hurricane (Typhoon)<br>Marine Hurricane/Typhoon<br>Marine Tropical Depression<br>Marine Tropical Storm<br>Tropical Depression<br>Tropical Storm |
| Wildfires                    | Wildfire   |
| Drought                      | D1 (Moderate Drought)<br>D2 (Severe Drought)<br>D3 (Extreme Drought)<br>D4 (Exceptional Drought)   |

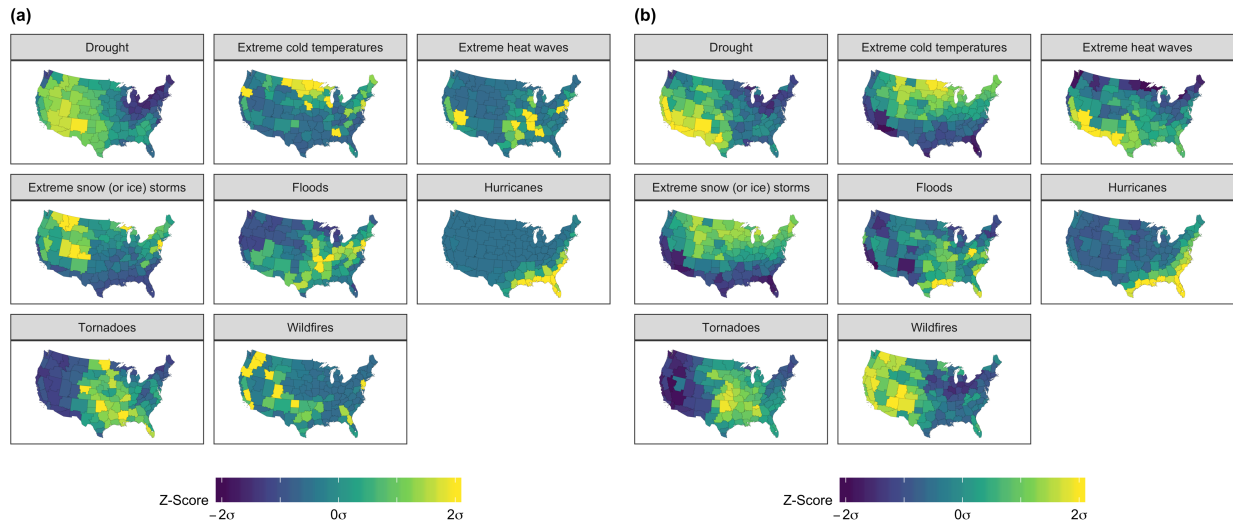
545 **Table A1: The storm event types from the NOAA NCEI Storm Events Database and the**

546 **US Drought Monitor that we associate with each category of hazard.**



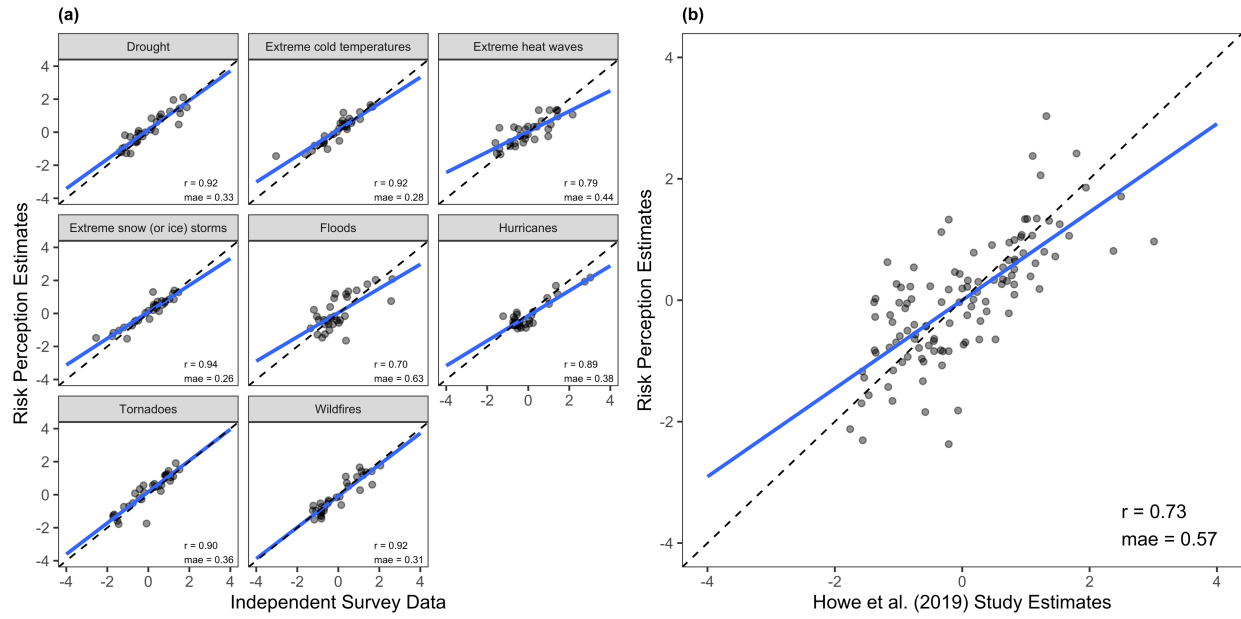
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548 **Figure A1. Comparison of MRP with and without exposure variable as predictor.**



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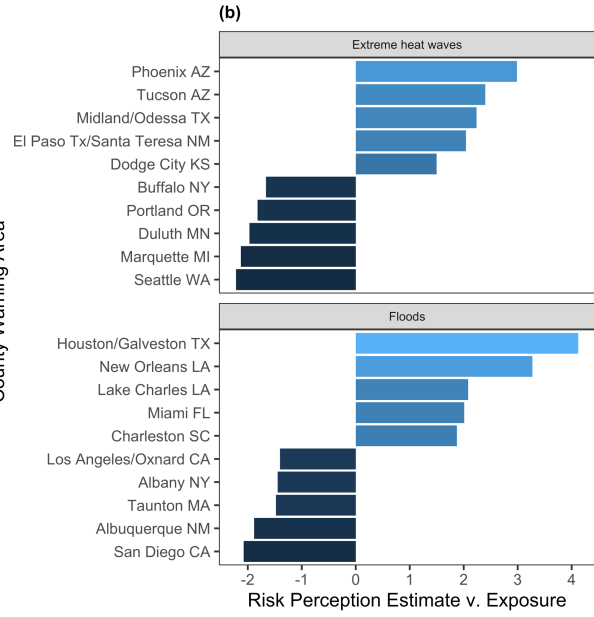
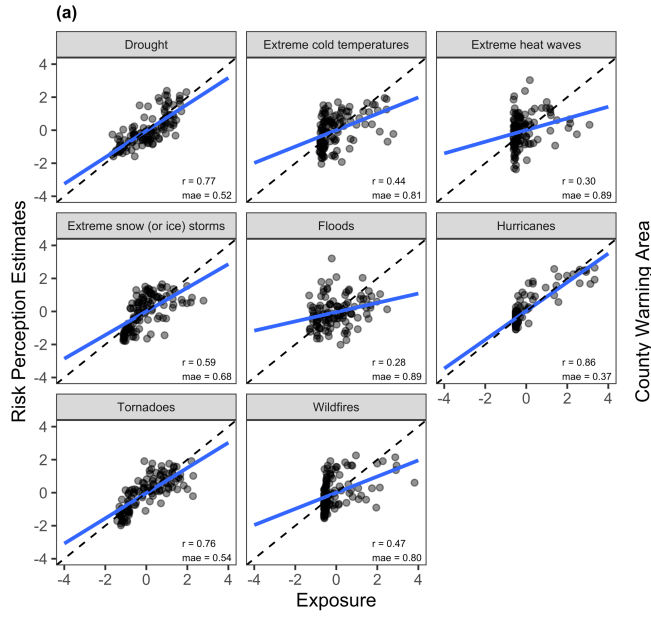
550 **Figure A2. Replication of Figure 1 without Exposure variable as predictor.**



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552 **Figure A3. Replication of Figure 2 without Exposure variable as predictor.**





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554 **Figure A4. Replication of Figure 3 without Exposure variable as predictor.**