NOTICE OF OFFICE OF MANAGEMENT AND BUDGET ACTION

Date 11/22/2011

Department of Commerce
National Oceanic and Atmospheric Administration
FOR CERTIFYING OFFICIAL: Simon Szykman
FOR CLEARANCE OFFICER: Diana Hynek

In accordance with the Paperwork Reduction Act, OMB has taken action on your request received 05/06/2011

ACTION REQUESTED: New collection (Request for a new OMB Control Number)
TYPE OF REVIEW REQUESTED: Regular
ICR REFERENCE NUMBER: 201104-0648-004
AGENCY ICR TRACKING NUMBER:
TITLE: National Ocean Recreational Expenditure (NORE) Survey
LIST OF INFORMATION COLLECTIONS: See next page

OMB ACTION: Approved with change
OMB CONTROL NUMBER: 0648-0637
The agency is required to display the OMB Control Number and inform respondents of its legal significance in accordance with 5 CFR 1320.5(b).

EXPIRATION DATE: 11/30/2014 DISCONTINUE DATE:

BURDEN:	RESPONSES	HOURS	COSTS
Previous	0	0	0
New	21,758	2,449	0
Difference			
Change due to New Statute	0	0	0
Change due to Agency Discretion	21,758	2,449	0
Change due to Agency Adjustment	0	0	0
Change Due to Potential Violation of the PRA	0	0	0

TERMS OF CLEARANCE:

OMB Authorizing Official: Kevin F. Neyland
Deputy Administrator,
Office Of Information And Regulatory Affairs

List of ICs			
IC Title	Form No.	Form Name	CFR Citation
Full survey - respondents who state no participation in ocean activities last 12 months	NA	Ocean Recreation Activities within the US	
Full survey - respondents to survey, one or more waves	NA	Ocean Recreation Activities within the US	
Pretest respondents who did not participate in ocean activities in past 12 months	NA	Ocean Recreation Activities within the U.S.	
Pretest Respondents to V1 and V2	NA	Ocean Recreation Activities within the U.S.	

PAPERWORK REDUCTION ACT SUBMISSION

Please read the instructions before completing this form. For additional forms or assistance in completing this form, contact your agency's Paperwork Clearance Officer. Send two copies of this form, the collection instrument to be reviewed, the supporting statement, and any additional documentation to: Office of Information and Regulatory Affairs, Office of Management and Budget, Docket Library, Room 10102, 725 17th Street NW, Washington, DC 20503.

1. Agency/Subagency originating request
DOC/NOAA/NMFS

2. OMB control number b. [✔] None
a. 0648 - ____

3. Type of information collection (*check one*)
a. [✔] New Collection
b. [ ] Revision of a currently approved collection
c. [ ] Extension of a currently approved collection
d. [ ] Reinstatement, without change, of a previously approved collection for which approval has expired
e. [ ] Reinstatement, with change, of a previously approved collection for which approval has expired
f. [ ] Existing collection in use without an OMB control number
For b-f, note Item A2 of Supporting Statement instructions

4. Type of review requested (*check one*)
a. [✔] Regular submission
b. [ ] Emergency - Approval requested by ___/___/___
c. [ ] Delegated

5. Small entities
Will this information collection have a significant economic impact on a substantial number of small entities? [ ] Yes [✔] No

6. Requested expiration date
a. [✔] Three years from approval date b. [ ] Other Specify: ___/___

7. Title National Ocean Recreational Expenditure (NORE) Survey

8. Agency form number(s) (*if applicable*) None

9. Keywords Fishing

10. Abstract

The objective of the National Ocean Recreational Expenditure (NORE) Survey is to help address the research agenda in the National Oceanic and Atmospheric Administration's (NOAA) Next Generation Strategic Plan as it relates to ecosystem-dependent human activities, and to provide methodological insights into mail versus web-based surveys. The proposed data collection is intended to be a web-based survey and the collected information will be used by the National Marine Fisheries Service (NMFS) to estimate participation (number of participation and activity days), expenditures, and demographics for a broad range of ocean recreation activities at national and regional levels. Saltwater fishing is included in the proposed data collection and the proposed timing of the survey will allow estimates of saltwater fishing effort, expenditures, and demographics to be compared with estimates from a mail-based, national Saltwater Fishing Expenditure Survey currently underway. The proposed data collection is voluntary.

11. Affected public (*Mark primary with "P" and all others that apply with "x"*)
a. P Individuals or households
b. ___ Business or other for-profit
c. ___ Not-for-profit institutions
d. ___ Farms
e. ___ Federal Government
f. ___ State, Local or Tribal Government

12. Obligation to respond (*check one*)
a. [✔] Voluntary
b. [ ] Required to obtain or retain benefits
c. [ ] Mandatory

13. Annual recordkeeping and reporting burden

a. Number of respondents	12,701
b. Total annual responses	21,758
1. Percentage of these responses collected electronically	100 %
c. Total annual hours requested	2,449
d. Current OMB inventory	0
e. Difference	0
f. Explanation of difference	
1. Program change	
2. Adjustment	

14. Annual reporting and recordkeeping cost burden *(in thousands of dollars)*

a. Total annualized capital/startup costs	0
b. Total annual costs (O&M)	0
c. Total annualized cost requested	0
d. Current OMB inventory	0
e. Difference	0
f. Explanation of difference	
1. Program change	
2. Adjustment	

15. Purpose of information collection (*Mark primary with "P" and all others that apply with "X"*)
a. ___ Application for benefits
b. ___ Program evaluation
c. ___ General purpose statistics
d. ___ Audit
e. ___ Program planning or management
f. P Research
g. ___ Regulatory or compliance

16. Frequency of recordkeeping or reporting *(check all that apply)*
a. [ ] Recordkeeping b. [ ] Third party disclosure
c. [✔] Reporting
1. [ ] On occasion 2. [ ] Weekly 3. [ ] Monthly
4. [ ] Quarterly 5. [ ] Semi-annually 6. [ ] Annually
7. [ ] Biennially 8. [✔] Other (describe) one time only

17. Statistical methods
Does this information collection employ statistical methods
[✔] Yes [ ] No

18. Agency Contact (person who can best answer questions regarding the content of this submission)
Name: Rosemary Kosaka
Phone: 831-420-3988

19. Certification for Paperwork Reduction Act Submissions

On behalf of this Federal Agency, I certify that the collection of information encompassed by this request complies with 5 CFR 1320.9

NOTE: The text of 5 CFR 1320.9, and the related provisions of 5 CFR 1320.8(b)(3), appear at the end of the instructions. *The certification is to be made with reference to those regulatory provisions as set forth in the instructions.*

The following is a summary of the topics, regarding the proposed collection of information, that the certification covers:

(a) It is necessary for the proper performance of agency functions;

(b) It avoids unnecessary duplication;

(c) It reduces burden on small entities;

(d) It used plain, coherent, and unambiguous terminology that is understandable to respondents;

(e) Its implementation will be consistent and compatible with current reporting and recordkeeping practices;

(f) It indicates the retention period for recordkeeping requirements;

(g) It informs respondents of the information called for under 5 CFR 1320.8(b)(3):

- (i) Why the information is being collected;
- (ii) Use of information;
- (iii) Burden estimate;
- (iv) Nature of response (voluntary, required for a benefit, mandatory);
- (v) Nature and extent of confidentiality; and
- (vi) Need to display currently valid OMB control number;

(h) It was developed by an office that has planned and allocated resources for the efficient and effective management and use of the information to be collected (see note in Item 19 of instructions);

(i) It uses effective and efficient statistical survey methodology; and

(j) It makes appropriate use of information technology.

If you are unable to certify compliance with any of the provisions, identify the item below and explain the reason in Item 18 of the Supporting Statement.

Signature of Senior Official or designee	Date

Agency Certification (signature of Assistant Administrator, Deputy Assistant Administrator, Line Office Chief Information Officer, head of MB staff for L.O.s, or of the Director of a Program or StaffOffice)	
Signature signed by Ned Cyr	Date 04/12/2011
Signature of NOAA Clearance Officer	
Signature signed by Sarah Brabson	Date 04/20/2011

SUPPORTING STATEMENT
National Ocean Recreational Expenditures Survey
OMB CONTROL NO. 0648-xxxx

A. JUSTIFICATION

1. Explain the circumstances that make the collection of information necessary.

In 2009, President Obama established an Interagency Ocean Policy Task Force to develop "a framework for effective coastal and marine spatial planning. This framework should be a comprehensive, integrated, ecosystem-based approach that addresses conservation, economic activity, user conflict, and sustainable use of ocean, coastal, and Great Lakes resources." On July 19, 2010, the President signed an Executive Order implementing the Task Force's recommendations. Consistent with those recommendations, NOAA's Next Generation Strategic Plan for FYs 10-15 included three science and technology objectives, including "a holistic understanding of the Earth system through research." One of the actions identified in the Plan to meet that objective is "acquiring and incorporating knowledge of human behavior, societal values, and economics into our weather, climate, and ecosystem assessments to enhance our understanding of the interaction between human activities and the Earth system."

The objectives of this data collection are as follows:

- To help address the research agenda in NOAA's Next Generation Strategic Plan as it relates to a specific suite of ecosystem-dependent human activities: ocean recreation. The proposed information collection will be used by NMFS to estimate participation (number of participants and activity days), expenditures, and demographics for a broad range of ocean recreation activities. NMFS currently collects this type of information for saltwater recreational fishing (finfishing only) but has not collected this information for other ocean activities.

- To provide methodological insights into mail versus web-based surveys. In 2011 NMFS will be conducting the nationwide National Marine Recreational Fishing Expenditure Survey (NMRFES); that survey will be conducted by mail. The scope of this data collection (ocean recreation) includes saltwater fishing but is proposed as a web-based survey. The timing of the proposed survey with the NMRFES allows estimates of saltwater fishing effort, expenditures and demographics from the proposed survey to be compared with estimates from the NMRFES. The purpose of such comparison is to provide insights into similarities and differences in results associated with the two survey modes (mail and web).

This data collection is intended for research purposes only. If possible, we would like to a collect a full calendar year of data for 2012. This would necessitate that Wave 1 begin in March 2012.

2. <u>Explain how, by whom, how frequently, and for what purpose the information will be used. If the information collected will be disseminated to the public or used to support information that will be disseminated to the public, then explain how the collection complies with all applicable Information Quality Guidelines</u>.

How this information will be collected

This proposed data collection is anticipated as a one-time data collection. The survey will be implemented in six waves, one wave every two months. These two-month waves are intended to facilitate recall of ocean recreation participation and expenditures and to capture seasonal variations in recreational activity. Use of two-month waves is also consistent with the approach being used in the 2011 National Marine Recreational Fishing Expenditure Survey (NMRFES) – the mail survey which will be used as a basis of comparison for the recreational fishing portion of the data collected in the proposed web-based data collection.

Mail-based surveys are commonly used by NMFS but web-based surveys are not, due to concerns about representativeness of the sample frame. However, given recent advances in web-based frames, it is opportune at this time to consider whether web-based surveys might be a viable alternative to mail surveys for recreational fishery data collection.

Justification for using a web-based mode of data collection

For this proposed data collection, a voluntary, web-based survey is the preferred mode of collection. This mode was considered the most appropriate due to the length of the survey instrument (approximately 40 pages in an unformatted, paper-based form) and the frequent occurrence of skip patterns and conditional branching in the survey. This heavy reliance on skip patterns is necessitated by the broad range of recreational activities covered by the survey and the need to ensure that respondents are directed to subsequent questions (conditional branching) that are suited to their particular recreational uses. A web-based survey would reduce burden because respondents would only see questions relevant to them, based on their responses to prior questions.

Other survey modes were also considered but deemed less suitable for this data collection, for the following reasons:

- The survey includes questions that are customized, depending on the type of recreational activities pursued by the respondent. Administration of the survey in mail format would require inclusion of all of these customized questions – including questions that will be superfluous to individual respondents – as respondents are unlikely to engage in all of the eight types of ocean recreation covered in the survey. The length of the questionnaire needed to cover all activity types would likely deter potential respondents from completing it, reducing response rates. Moreover, repetitious skip patterns that would be needed in a paper format are likely to create confusion, increasing the possibility of a respondent inadvertently skipping to a wrong set of questions.

- A telephone survey was also considered inappropriate for this data collection, due to the prevalent use of caller ID, answering machines and cell phones. A telephone frame would be particularly problematic for this survey, as cell phone-only usage tends to be higher among younger people and some forms of ocean recreation (e.g., water contact sports) are likely differentiated by age. A telephone survey would also require real-time responses to questions pertaining to eight recreational activity types that are likely to be confusing and difficult to distinguish on the phone.

- In-person interviews are also not suited to this survey, as hiring, training and deploying interviewers nationwide for in-person interviews conducted over two-month time intervals would be cost-prohibitive and time consuming.

Identifying an appropriate sample frame

Identifying an appropriate sample frame is crucial for ensuring that the national and regional estimates derived from this survey are credible and representative. An assessment of national market research firms was conducted to identify those that maintained a nationally representative research panel and whose members have access to the internet. An existing web-enabled research panel maintained by Knowledge Networks (KN) was considered appropriate for this data collection.

There were several reasons for choosing KN's research panel. First, this panel has been studied by other researchers and generally considered representative of the U.S. population. One notable study by Cameron and DeShazo (2008) focused on two surveys conducted by KN: one pertaining to health risk preferences and the other to political ideology. Cameron and DeShazo studied the selection of survey respondents from the original contact from KN to join the panel (using a random digit dial (RDD) method of recruitment), to their participation on KN's research panel (the nationwide panel from which respondents are drawn for specific surveys), to their participation in a specific research study sample. Cameron and DeShazo's analysis yielded somewhat mixed but promising results. They found that, relative to their health risk preferences survey, several "statistically significant determinants of [panel] membership in the estimating sample" were present, though they suggested that this had little effect on parameters of interest in the final model they estimated. In their political ideology survey, results suggested that a presupposed liberal or conservative bias was not present in the sample selected. In addition, they found that, overall, KN's research panel was statistically representative relative to established U.S. Census demographic benchmarks such as age and ethnicity distributions (Cameron and DeShazo 2008).

Identifying and using a representative sample frame is crucial for deriving statistically valid estimates of national and regional levels of participation in ocean recreation. The representativeness of KN's research panel has been enhanced since the Cameron and DeShazo study by their current reliance on an address-based sampling method (ABS). ABS is considered a promising alternative to RDD (Dillman et al. 2009) because of the number of cell phone-only households in the U.S. Currently, 18% of U.S. households use cell phones only (Dillman et al. 2009).

The number of households that do not have access to the internet is another challenge for a web-based survey and for creating an appropriate sample frame. According to the U.S. Census Bureau, approximately 31% of U.S. households did not have access to the internet in 2009 (U.S. Census 2010). KN's research panel includes households that did not previously have internet access; KN provides such households with laptops and internet access. U.S. households that are predominantly Spanish-speaking are another challenge for a national, web-based survey that is presented in English. KN includes these households in their recruitment process and as members of their research panel. NMFS plans to have the survey translated into Spanish and include Spanish-speaking households from KN's research panel. With the inclusion of cell-phone only households, households without prior access to the internet at home, households that are predominantly Spanish-speaking, and the overall statistical representativeness of their research panel relative to U.S. Census benchmarks, Knowledge Networks' research panel was chosen as an appropriate sample frame for this data collection.

Survey pretest and implementation

A pretest of approximately 250 online surveys is planned prior to full survey implementation. Because this pretest will likely occur in the spring of 2011, it will be conducted in the Pacific region, where moderate weather and a diversity of ocean recreation opportunities increases the likelihood of contacting individuals who participate in at least one of the eight recreation categories at that time of year. The purpose of the pretest is to ensure that the web-based survey is functioning properly, in terms of skip patterns and conditional branching, and yields information that suggests good respondent comprehension of the questions.

Sampling of households will occur with replacement from wave to wave. The first time a household is selected to participate in this data collection, they will receive Version 1 (V1) and Version 2 (V2) sections of the survey. If in subsequent waves the same household is selected to participate, the household will receive Version 2 (V2) sections of the survey only. V1 includes the introductory page, Sections 1, 2, and 6 (end of survey). V2 includes the introductory page and Sections 3 through 6. The following sections will discuss these features in more detail.

Potential respondents will be randomly selected from an existing research panel maintained by Knowledge Networks (KN). More information about this research panel will be discussed in Section A3 below. When an individual agrees to be part of KN's research panel, KN collects demographic, residence, and other information from that individual. This information will be made available to NMFS and will not be collected by this survey, reducing its length and some of the burden on respondents.

Survey instrument

Introductory e-mail and e-mail for repeat respondents

When a potential respondent is randomly selected to participate in this study, an advance e-mail will first be sent to notify the potential respondent that they have been selected to participate in a study. A subsequent introductory e-mail will then be sent, letting the potential respondent know that the survey is now available to them. All potential respondents who receive this introductory e-mail will receive a link to V1 of the survey. The repeat e-mail differs only in its acknowledgment that the individual has participated in this study in the past. When a potential respondent receives it, they will receive a link to V2 of the survey.

The content of V1 and V2 includes the purpose of the study (to collect participation, effort, and expenditure information related to ocean recreation), who is sponsoring the study (NMFS), and a person to contact if the individual has questions about this study. This letter is intended to explain to the potential respondent why they were contacted and to help lend legitimacy to this survey effort by providing an agency affiliation and contact information. This e-mail is also intended to encourage respondents who have not participated in ocean recreation in the past to respond nonetheless. Even if an individual answers only the first question, the agency can learn about respondents who do and do not participate in ocean recreation activities because demographic and residence information for non-participants as well as participants is collected by KN and will be provided to NMFS.

E-mail for nonresponse

When a potential respondent is contacted but does not access the weblink to the survey within one week, a reminder e-mail will be sent. The e-mail reiterates the purpose of the survey and why the respondent's participation is important.

Justification for individual questions

Survey instrument

Please note that the web-based format for this survey will look different from this paper-based format. For example, the web-based format will feature each question on its own screen and question numbers that are visible in the paper-based format (e.g., "Q1") will not be displayed. Instructions in brackets ("[]") that are visible in the paper-based will also be hidden from the respondent. These instructions are meant for the programmers who will develop the online survey instrument. They provide information about skip patterns (i.e., which questions should be displayed based on responses made to previous questions) and other instructions. In addition, the survey will be programmed in such a way that respondents can stop at any time and come back to it as desired. Their responses will be recorded up through the point where they exit and they can resume at that point if they return to the survey.

The first page of the survey ("Introduction") introduces the respondent to the survey in terms of purpose, sponsor, and the type of information being collected. It also defines the scope of this study (ocean recreation) and the types of activities that are included as ocean recreation activities. These definitions will be accessible to the respondent as they proceed through the survey through clickable weblinks that will be programmed throughout.

Section 1 – Participation in ocean recreation within the last 12 months

Section 1 will be included in V1. This section asks respondents whether they participated in any ocean recreation over the past 12 months (Q1) and, if so, the category or categories of ocean recreation in which they participated (Q2). Respondents will also be asked where within the U.S. (state or U.S. territory) most of their ocean recreation occurred (Q3). If the respondent did not participate in any ocean recreation activities over the last 12 months (Q1), they will be skipped to Section 5 (end of survey) and thanked for their participation. As mentioned above, KN will provide NMFS with demographic and residence information for every respondent. If an individual clicks on the survey weblink and answers Q1, this respondent has "completed" the survey for this wave. Even if data is only collected for Q1, this will provide us with demographic and residency information for respondents who do and do not participate in ocean recreation. Overall, data collected from this section will be used to estimate the annual number of participants in ocean recreation at regional and national levels. These estimates are needed to expand per-capita estimates of durable expenditures derived from the survey to the population of recreational participants.

Section 2 – Expenditures on durable items within the last 12 months

Section 2 will be included in V1. This section asks respondents about durable items used for ocean recreation activities within the last 12 months. Durable items include boats, vehicles, and/or second homes and associated items. Expenditures on durables are an important component of the economic impacts (e.g., income and jobs) associated with ocean recreation. Boat and boat-related expenditures made during the last 12 months are the focus of Q4-Q10. Respondents who own a boat and use it for ocean recreation will be asked which ocean recreation activity they enjoyed most when using their boat (Q5); this question will be used to determine which recreational activities are most associated with boat use and expenditures. They will also be asked about the length of the boat (Q6), whether it has an engine (Q7) and, if it has an engine, the horsepower of the boat (Q8). Respondents will then see a table (Q9) that asks them to indicate how much they personally spent on various boat and boat-related items in the last 12 months, where these expenditures were made (state or U.S. territory), whether the purchase was financed, whether it was new or used, and from whom they made the purchase (broker/dealer/store or private party). These details are important for assigning boat expenditures to the appropriate state and IMPLAN sector. Following this table, respondents will be asked the percentage of time during the last 12 months the boat was used for ocean recreation activities (Q10). This percentage will be used to determine the proportion of total annual boat expenditures attributable to ocean recreation.

Questions regarding vehicle use and vehicle-related expenses (Q11-Q14) and second home use and related expenses (Q15-Q19) are similar to the boat-related questions and are being asked for similar reasons.

Section 3 – Participation and semi-durable expenditures in the last two months

Second 3 (Q20-Q24h) will be included in both V1 and V2. The weblink to V1 will begin with the introductory page and then proceed to Section 1. The weblink to V2 (for respondents who have previously completed this survey) will begin with the introductory page and then proceed to Section 3. Data collected in this section will be used to estimate the number of days engaged in ocean recreation activities. The recall period is the last two months. Six waves are planned, starting with Wave 1 (respondents contacted in a given month, e.g., June 2011, would be asked about their activities in April-May 2011) and continuing through Wave 6 (respondents contacted in, e.g., April 2012, regarding their February-March 2012 activities). If OMB approval is received but not in time to meet this schedule, Wave 1 will begin in the first two month wave after approval and proceed for five additional waves thereafter. The data collected from these questions will be used to produce national and regional estimates of ocean recreation activity in each two month period, which will then be aggregated to produce estimates of annual activity.

Respondents will first be asked whether they participated in any ocean recreation in the last two months (Q20). If the respondent did not participate in ocean recreation within the last two months, they will be skipped to Section 5 (end of survey) and thanked for their participation. If the respondent participated in ocean recreation, they will be asked the number of days they participated in any ocean recreation in each of these two months (Q21). The next table (Q22) then asks the respondent to allocate each of these days to a particular category of ocean recreation. The sum of these rows should equal their responses given in Q21. If they do not, respondents will see a pop-up message that will ask them to readjust the number of days in this table. Regardless of whether respondents choose to readjust the number of days or ignore this message, they can still proceed to the next question. The pop-up message is simply intended to increase the accuracy of responses collected in Q22 if the responses in Q21 and Q22 are not equal. We do not want to annoy or aggravate respondents and are sensitive to the fact that this is a voluntary survey. Next, respondents are asked where they spent most of their time participating in ocean recreation (state or U.S. territory, Q23). A dropdown menu will be provided to facilitate their response to this question. The data collected in this table will be used to estimate the aggregate number of recreational days by activity type and state for each two month period

Expenditures on semi-durable items are the focus of Q24a through Q24h. Semi-durable items are items that are purchased and potentially used multiple times (e.g., a surfboard), are not classified as durable items (e.g., boat, vehicle, or second home), but might be used on their most recent visit to the ocean or coast though not necessarily purchased on that visit. Tables Q24a through Q24h differ in the number of rows; each row corresponds to an expense typically associated with a particular category of ocean recreation. Each respondent will only see one table – the table that corresponds with the ocean recreation activity for which they reported the highest number of days in Q22. If there is a tie between two or more activities for the highest number of days, one of these activities will be randomly selected and the respondent will be asked to fill out a table that corresponds with that activity.

In each table, respondents are asked to report the amount spent on each item, the state where the item was purchased, and the percentage of time that the item was used for ocean recreation. This information will be used to estimate expenditures on semi-durable items attributable to each activity type and state for each two month period.

Section 4 – Expenditures associated with most recent visit to the ocean or coast

In this section, respondents are asked questions about their most recent visit to the ocean or coast (Q25-Q36). These questions will be included in both V1 and V2. To ease the burden on respondents, the questions in this section pertain only to the most recent trip and not to each trip made by the respondent. To estimate aggregate trip expenses at the regional level, expenses for reported trips will be averaged and applied to other trips associated with the same recreational activity in the same region for which trip-specific expenses are not reported.

Questions regarding nights away from home (Q25-Q26) and days engaged in ocean recreation activities (Q27) will be used to determine how trip expenditures are related to trip duration. Information on the primary purpose of the trip (pleasure, business, other) (Q28) will be used to determine whether expenses for the trip should be attributed to ocean recreation or whether ocean recreation was incidental to the main purpose of the trip.

Questions regarding types of ocean recreational activities associated with the most recent trip (Q29) and – if more than one activity was involved – the activity enjoyed the most (Q30) will be used to attribute trips and related expenditures to specific activities. Respondents will be asked the location (state or U.S. territory) of their visit (Q31) and which city or town (Q32a) they visited. A dropdown menu of coastal cities and towns will be displayed here, based on the state or U.S. territory indicated in Q31. If the respondent does not know or remember which city or town they visited, they are asked which county or parish they visited (Q32b). Only counties and parishes that correspond with the state or U.S. territory indicated in Q31 will be displayed here in a dropdown menu. The location information provided in Q31-Q32b will be used to attribute trips and expenditures to particular states and to identify particular locations that are 'hotspots' of ocean recreational activity.

Respondents are asked what mode(s) of transportation they used to get to the location of their most recent visit to the ocean or coast (Q33). Q34 requests expenditure information associated with the most recent visit. The table associated with Q34 will vary in size and content, depending on the ocean recreation activity indicated in Q30. Respondents who claim expenses associated with an "All-inclusive vacation package…" will be directed to a question regarding what was included in the vacation package (Q35). All respondents will be asked what percent of their total trip expenses were made in the state or U.S. territory that they visited (Q36). This information will be used to allocate trip expenses between the respondent's home state and the state visited (should the two states differ).

Section 5 – Location attributes associated with most recent visit to ocean or coast

Section 5 focuses on location attributes (especially weather) associated with the respondent's most recent visit to the ocean or coast (Q37-Q42c). This section will be included in both V1 and V2.

Respondents who indicate that "Weather conditions" were "Very important" or "Important" site attributes on their most recent trip (Q37), and that air temperature was a "Very important" or "Important" weather attribute (Q38), will be asked to predict their behavioral response to hypothetical deviations from the temperatures experienced on their most recent trip (Q39-Q42c). The purpose of these questions is to assess the sensitivity of particular ocean recreational activities to temperature changes reflective of more frequent extreme weather events associated with climate change. For North America, these weather events can include an increase in the number of extremely hot days and nights and a decrease in the number of very cold days and nights (Solomon et al. 2007).

Section 6 – End of survey

The last page of the survey thanks respondents for their participation, indicates that they may be selected to participate again in the future, and provides a name, phone number, and e-mail of someone to contact if they have questions or comments about this survey. This page also provides respondents the option of being notified when survey results are available, as well as an opportunity to comment on the survey if they would like to do so at that time.

Reporting of survey results and Information Quality guidelines

The information collected will be used to support publicly disseminated reports. A descriptive summary of results from this proposed data collection will be prepared and posted on the NMFS website. This descriptive summary will also be distributed to respondents if requested; the opportunity to request such a summary is provided at the end of the survey. It is anticipated that results may also be reported through peer-reviewed publications and presentations at conferences.

NMFS will retain control over the information and safeguard it from improper access, modification, and destruction, consistent with NOAA standards for confidentiality, privacy, and electronic information. See Section A10 of this Supporting Statement for more information on confidentiality and privacy. The information collection is designed to yield data that meet all applicable information quality guidelines. Prior to dissemination, the information will be subjected to quality control measures and a pre-dissemination review pursuant to Section 515 of Public Law 106-554.

3. Describe whether, and to what extent, the collection of information involves the use of automated, electronic, mechanical, or other technological techniques or other forms of information technology.

This data collection is intended to be voluntary and web-based. Therefore, respondents must have a home-based computer and internet access to participate. However, this equipment will not be provided by NMFS. As mentioned above, KN provides their research panel members with a computer and internet access if the household did not previously have this capability. Technical support is also provided by KN if research panel members have difficulty accessing the internet or a particular survey, or have problems with the equipment itself.

Respondents will be asked to complete this survey at their convenience and at their own pace (i.e., it is self-administered) during a time period not to exceed two weeks. If necessary, respondents can stop before they have completed the survey and come back to the survey at a later date within this time period. Each response and how long each respondent spends on a screen are recorded by KN as they proceed through the survey. This information will be provided to NMFS.

4. Describe efforts to identify duplication.

NMFS economists and social scientists in each Science Center nationwide were contacted and informed of plans for this proposed data collection. It was determined that no similar survey efforts have been or are being undertaken by the NMFS.

Previous data collection activities by the NMFS and other Federal and State agencies provide some information related to ocean recreation. However, the proposed data collection differs from these previous efforts due to its geographic scale, its more comprehensive coverage of ocean recreation activities, and the types of data that would be collected. The primary goal of the proposed data collection is to provide national and regional estimates of number of participants, number of recreation days, expenditures, and demographic information related to ocean recreation activities in total and to individual ocean recreation categories. The following is an overview of other data collection activities that have some similarities to this proposed data collection but were more limited in terms of geographic scope, coverage, and/or types of data collected.

National Marine Recreational Fishing Expenditure Survey (NMRFES)

The National Marine Recreational Fishing Expenditure Survey (NMRFES) is administered by the NMFS, Office of Science & Technology and many state resource agency partners. It is a periodic intercept and mail survey, conducted approximately every 5 years. This survey was first implemented in the Northeast Region (1998), then the Southeast Region (1999), Pacific Region (2000), and in all coastal states (2006). It is currently being implemented in 2011. The NMRFES is implemented in U.S. coastal counties and is focused on collecting marine recreational fishing participation, expenditure, and demographic information. State, regional, and national estimates are derived from these surveys. Unlike the NORES, the NMRFES samples only saltwater recreational anglers. More detailed information on the similarities and difference between the NORES and the NMRFES is provided in Appendix A.

Some of the information collected by the NMRFES is similar to information to be collected in the NORES. Specifically, both surveys will collect information about marine recreational fishing activities in terms of participation levels (number of anglers and number of days spent fishing) and expenditures (expenses on durable and semi-durable goods, and during a recent trip). Both data collections then use this information to estimate participation levels per year and mean expenditures per angler per year. Basic demographic information (e.g., gender, age, income, education level) is collected by the NMRFES. Because the focus of the NMRFES is exclusively recreational fishing, there are other, more detailed fishing-related questions that are asked that are not included in the NORES proposed data collection. For example, the NMRFES asks anglers how old they were when they first starting fishing.

Both the NMRFES and NORES plan to estimate 12 month participation (number of anglers and number of days) and related expenditures. However, the NMRFES samples only coastal counties and will estimate participation and expenditures for coastal states and nationwide. In comparison, the NORES plans to sample both coastal and non-coastal (inland) states to estimate coastal and non-coastal region participation and expenditures. Additionally, information about activities in addition to recreational fishing will be collected by the NORES.

National Survey of Fishing, Hunting, and Wildlife-Associated Recreation (Fish-Hunt)

The National Survey of Fishing, Hunting, and Wildlife-Associated Recreation (Fish-Hunt) is administered by the U.S. Fish & Wildlife Service and has been conducted since 1955. It is a periodic survey, conducted about every 5 years and serves as the basis for state, regional, and national estimates. Similar to the NMRFES, the last survey was completed in 2006 and it is currently being implemented in 2011. Information about various outdoor activities is collected including bird watching and freshwater recreational fishing. The Fish-Hunt survey is implemented in all 50 states, similar to what is planned for the NORES.

Some of the information collected by the Fish-Hunt survey that is related to saltwater fishing and wildlife watching are similar to information to be collected by the NORES. That is, the Fish-

Hunt survey collects participation information (number of participants and number of days recreating) about saltwater fishing, and marine mammal watching, a subcategory of wildlife-watching. Additionally, expenditure information (durable and semi-durable goods, recent trip expenses) is collected for saltwater angling and total wildlife-watching. For the total wildlife-watching category, all wildlife watching activities are combined so expenditures for only marine-related wildlife watching is not reported. That is, the Fish-Hunt survey collects participation and expenditure information relative to the type of animal being observed (e.g., marine mammals, birds, reptiles, etc.) and not the location where this animal was observed (i.e., inland areas, coastal waters, etc.). Therefore, separating ocean and coastal wildlife watching from inland wildlife watching is not possible using the results from the Fish-Hunt survey. In contrast, the NORES will collect information about wildlife and landscape viewing activities that occur in ocean and coastal locations.

Estimates related to 12-month participation in saltwater fishing from the Fish-Hunt Survey could be compared with the results of the NORES. It may also be possible to compare some of the saltwater fishing-related expenditure estimates from both surveys (annual expenditures per angler per year). The Fish-Hunt's estimates related to wildlife-watching will not be comparable with the results of the NORES for the reasons mentioned above.

National Survey on Recreation and the Environment, "Marine Recreation Module"

The National Survey on Recreation and the Environment (NSRE) is a data collection administered by the U.S. Forest Service with other agency partners, such as the National Ocean Service (NOS). NOS participated in the 2000 NSRE, adding a "marine recreation module" to that survey. The NSRE is a periodic telephone survey that has occurred about every five years since 1960. However, 2000 was the only time that a marine recreation module was included in the NSRE. For the purposes of this discussion, the NSRE will refer only to the 2000 marine recreation module of that survey.

From available information, the marine recreation module was implemented only in coastal states and was focused on collecting participation information (number of participants and number of days recreating). The 2000 NSRE reported state, regional, and national estimates of individual recreation activities. However, no activity-related expenditure information was collected. This is one main difference between the NSRE and the NORES.

Another difference between the two surveys is that the NSRE collected participation information for 17 ocean and coastal-related recreation activities, compared with eight categories of recreation that will be collected by the NORES. The main reason for this difference is the way in which ocean activities were aggregated by the NORES or disaggregated by the NSRE. That is, all categories within the NSRE can fit within a NORES category. For example, NSRE's "surfing" category can be placed in NORES' "water contact sports" category. For the NORES, we chose to aggregate activities into fewer categories because we wanted to ensure that all ocean recreation would be included in this data collection. Disaggregating our recreation categories to a finer level might risk missing ocean activities that we are not aware of.

The NSRE estimated 12 month participation for coastal states and nationwide. As mentioned earlier, the NORES plans to collect information to estimate 12 month participation for both coastal and non-coastal states. This is another key difference between the two data collection efforts.

Other ocean recreation surveys

Individual states have also collected information related to ocean recreation activities. Examples include data collections conducted by the Oregon Department of Fish and Wildlife in 2008 and California State Parks in 2002. Oregon's study focused on participation, recreation days, expenditures, and demographic data related to shellfishing, fishing, hunting, and wildlife viewing. Fishing activities were differentiated into freshwater and saltwater, and county and state level estimates were reported. In California's study, participation, recreation days, attitudes, and demographic data were collected for a range of outdoor recreation activities such as skateboarding and camping. Ocean-related activities such as saltwater swimming, snorkeling, and scuba diving were also included. State level participation estimates for a broad range of outdoor activities were reported. However, state surveys do not provide the comprehensive coverage of ocean recreation nor the geographic (national) scope needed for this survey.

In summary, while Federal and State surveys provide some information related to ocean recreation, they do not suit the purposes of the proposed survey in one or more of the following ways: 1) the surveys were geographically focused at the state or coastal state level and do not provide regional or national estimates; 2) participation estimates for ocean recreation were not available due to the lumping of ocean activities with other outdoor activities; or 3) at least one of the following types of data were not collected: participation, recreation days, expenditures, demographic data. Therefore, it was determined that the proposed data collection is not duplicative of past or current efforts.

5. <u>If the collection of information involves small businesses or other small entities, describe the methods used to minimize burden</u>.

The proposed data collection does not involve small businesses or other small entities.

6. <u>Describe the consequences to the Federal program or policy activities if the collection is not conducted or is conducted less frequently</u>.

As indicated in Section A1, the proposed data collection will fill important an important gap in the research priorities identified in NOAA's Strategic Plan.

In addition, the use of web-based surveys by the NMFS is in its infancy and this data collection provides an opportunity for the agency to test the reliability and validity of this survey mode. As mentioned previously, a mail-based NMRFES is being implemented in 2011. Implementing the proposed data collection concurrently with the NMRFES, even for part of the year, will allow comparative analysis of regional and national data and estimates from the two surveys that will help NMFS determine whether web-based methods of data collection may be appropriate for future studies.

7. Explain any special circumstances that require the collection to be conducted in a manner inconsistent with OMB guidelines.

The collection will be conducted in a manner consistent with OMB Guidelines.

8. Provide information on the PRA Federal Register Notice that solicited public comments on the information collection prior to this submission. Summarize the public comments received in response to that notice and describe the actions taken by the agency in response to those comments. Describe the efforts to consult with persons outside the agency to obtain their views on the availability of data, frequency of collection, the clarity of instructions and recordkeeping, disclosure, or reporting format (if any), and on the data elements to be recorded, disclosed, or reported.

A Federal Register Notice was published on 12/08/09 (74 FR 64662) to solicit public comments related to this proposed data collection. One comment was received by e-mail that expressed general opinions about NOAA's data collection activities and hiring practices, and the current state of the economy. However, the e-mail did not specifically address any aspect of the data collection nor was additional information or clarification requested. No action was taken in response to this comment.
In addition to providing information about this data collection and the survey instrument to NMFS economists and social scientists, two presentations were made to academic and State and Federal government economists, other scientists, and policymakers. These presentations were invited but were not the primary focus of the following meetings: 1) Restore America's Estuaries and NOAA's Blue Ribbon Panel on Estuary Economics in Washington, D.C. in December 2009; and 2) the Gulf States Marine Fisheries Commission's economics meeting in Orange Beach, Alabama in March 2010. The goal of these presentations was to inform persons outside of NMFS of this proposed data collection and its purpose, sampling design, and time frame, and to solicit comments and feedback. No substantive comments were received from either group.

9. Explain any decisions to provide payments or gifts to respondents, other than remuneration of contractors or grantees.

No payments or gifts to respondents will be made by NMFS.

Nonsurvey-specific incentives are used by Knowledge Networks. These incentives occur for any survey that is completed by a member of KN's research panel and are therefore not specific to this data collection. For households that were recruited to be part of KN's research panel but did not previously own a computer or have internet access, KN provides this equipment as an incentive to participate on the panel and in surveys. When a research panel member is selected to participate in a survey, some panel members receive "points" for every survey they complete. Only panel members who did not receive a computer and internet service are eligible for points. Points are redeemable for cash. Providing some households with computers and internet service or points for completing surveys allows KN to maintain a high degree of panel loyalty and reduce attrition from their research panel. Though survey-specific incentives can be used for particular surveys such as those that exceed 20 minutes in length in order to increase completion rates, survey-specific incentives will not be used for this data collection.

10. Describe any assurance of confidentiality provided to respondents and the basis for

assurance in statute, regulation, or agency policy.

Knowledge Networks (KN) will administer the survey to their research panel and will not provide NMFS or anyone else with name, address, telephone number, or e-mail address information that could be used to identify individual respondents.

When KN assigns a survey to a panel member, the panelist receives a notice in their password-protected e-mail account that a survey is available for completion. Surveys are self-administered and accessible any time of day for a designated period. All panel members receive a message that contains the following statement, or a variation of this statement:

> "Your participation in this survey is voluntary. All responses are protected and any material identifying you will not be provided to anyone outside of Knowledge Networks. Also see the Knowledge Networks Bill of Rights."

In addition to these protocols already established by KN, NMFS researchers will adhere to the following when information from this data collection is provided: "The data that is collected will remain confidential as required by Section 402(b) of the Magnuson-Stevens Fishery Conservation and Management Act as amended in 2006 (16 U.S. C. 1801, et seq.) and NOAA Administrative Order 216-100, Confidentiality of Fisheries Statistics. The data that is collected will not be released to the public except as aggregate, summary statistics."

11. Provide additional justification for any questions of a sensitive nature, such as sexual behavior and attitudes, religious beliefs, and other matters that are commonly considered private.

The proposed data collection does not contain questions of a sensitive nature.

12. Provide an estimate in hours of the burden of the collection of information.

Table A provides an estimate of total burden hours for the proposed data collection. Target sample sizes for the pretest includes: 691 completions of the V1 portion of the survey (an average of 10 minutes for V1) and 250 completions of the V2 portion (an average of 10 minutes for V2). For full survey implementation (distributed across six regions and six waves throughout the year), the target sample sizes are 9,549 completions of V1 and 26,421 completions of V2. Burden hours are also provided for KN panelists contacted for the pretest and survey who indicate that they did not participate in ocean recreation (an average of 2 minutes per response). Total burden hours for both phases are estimated at 6,958 hours – or 2,319 hours when annualized over three years. Discussion and justification for the number of pretest and survey responses itemized in Table A are provided in Table G (Section B1) and Tables J and K (Section B2) below.

Table A. Total annual burden hours

	# responses	Minutes/ response	Burden hours	Burden hours allocated over 3 years
Pretest				
KN panelists who respond but did not participate in ocean recreation in past 12 months	1,171	2 min	39	13
KN panelists who participated in ocean recreation in past 12 months and respond to V1 questions (e.g., annual participation, durable expenditures)	691	10 min	115	38
KN panelist who participated in ocean recreation during wave and respond to V2 questions (e.g., details of most recent trip during wave)	250	10 min	42	14
Survey implementation (six waves)				
KN panelists who respond but did not participate in ocean recreation in past 12 months	22,969	2 min	766	255
KN panelists who participated in ocean recreation in past 12 months and respond to V1 questions	9,549	10 min	1,592	531
KN respondents who participated in ocean recreation during wave and respond to V2 questions	26,421 (all waves)	10 min	4,404	1,468
Total			6,958	2,319

In Table A, the number of responses in the pretest period will exceed the number of respondents. That is, the pretest estimates that 1,171 responses will indicate no participation in ocean recreation in the past 12 months. An additional 691 responses will indicate participation in ocean recreation in the past 12 months (V1 questions). It is then estimated that 250 responses of the 691 responses will indicate participation in ocean recreation within the two-month wave in which the pretest occurs (V2 questions). Therefore, the total number of respondents who indicate participation in ocean recreation within the last 12 months is estimated at 691 respondents. For the purpose of estimating total burden hours, the total number of responses (no ocean recreation in the last 12 months, V1portion, and V2 portion) is estimated at 1,171 + 691+ 250 = 2,112 responses.

Also in Table A, the number of responses in the survey implementation period will exceed the number of respondents. That is, the survey implementation period estimates that 22,969 responses (or respondents) will indicate no participation in ocean recreation in the past 12 months. An additional 9,549 responses (or respondents) will indicate participation in ocean recreation in the past 12 months (V1 questions). These respondents may participate in ocean recreation in more than one wave throughout the 12 month period. Table J (Section B2 below) estimates the number of responses in all waves to be 26,421 responses. Therefore, the total number of respondents who indicate participation in ocean recreation within the last 12 months is estimated at 9,549 respondents. For the purpose of estimating total burden hours, the total number of responses (no ocean recreation in the last 12 months, V1portion, and V2 portion) is estimated at 22,969 + 9,549 + 26,421 = 58,939 responses.

The total number of responses for the proposed data collection is the sum of the responses for the pretest and survey implementation periods is 2,112 + 58,939 = 61,051 responses, or 20,350 responses annualized over three years. The total number of respondents who indicate participation in ocean recreation in the pretest and survey implementation periods is 691 + 9,549 = 10,240 respondents.

13. Provide an estimate of the total annual cost burden to the respondents or record-keepers resulting from the collection (excluding the value of the burden hours in Question 12 above).

No additional cost burden will be imposed on respondents aside from the burden hours indicated above.

14. Provide estimates of annualized cost to the Federal government.

Total annual cost to the Federal Government is approximately $654,000, annualized over a three year period. This estimate was based on the current funding available for this data collection, which is approximately $1,962,000.

Survey design, sampling design, data analysis, and reporting of results have and will be conducted by NMFS researchers and will not impose an additional cost burden to the Federal government.

15. Explain the reasons for any program changes or adjustments.

This is a new program.

16. For collections whose results will be published, outline the plans for tabulation and publication.

Results from this data collection will be analyzed using standard quality assurance/quality control (QA/QC) procedures for survey research. Economists from NMFS will analyze the data using standard statistical software, such as STATA or SAS, and appropriate statistical procedures. Results from this data collection may be used in scientific, technical and general information publications. A report describing the sampling methods, survey completion rates, and descriptive statistics of data collected will be prepared. This report, and any other report or publication resulting from this data collection, will be subject to internal agency review. Outside peer review will be sought as needed (i.e., for peer-reviewed publications). Data will be made available to the general public on request in summary form only. Any agency reports resulting from this data collection will be made available to the public from the NMFS website.

17. <u>If seeking approval to not display the expiration date for OMB approval of the information collection, explain the reasons why display would be inappropriate</u>.

NA.

18. <u>Explain each exception to the certification statement</u>.

NA.

B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS

1. Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection method to be used. Data on the number of entities (e.g. establishments, State and local governmental units, households, or persons) in the universe and the corresponding sample are to be provided in tabular form. The tabulation must also include expected response rates for the collection as a whole. If the collection has been conducted before, provide the actual response rate achieved.

Potential Respondent Universe

The potential respondent universe includes the U.S. civilian, non-institutionalized population, aged 18 years and older, who participate in ocean recreation. According to results of the National Survey on Recreation and the Environment (NSRE), conducted by the U.S. Forest Service and NOAA's National Ocean Service in 1999-2000, about 43% of U.S. households (i.e., 44.4 million households) participated in ocean recreation during the year. This participation rate seems somewhat high, particularly because the NSRE survey appeared to sample only coastal states. A major purpose of the proposed data collection is to provide participation rate estimates by region that are suited to the breadth of recreation covered by this survey and can serve as a basis for expanding activity and expenditure estimates from the sample to the population. The proposed data collection plans to sample both coastal and non-coastal (inland) states.

Sampling Frame

The sample frame for this study is a research panel recruited and maintained by Knowledge Networks (KN) that includes approximately 32,804 U.S. households (KN, personal communication, 6/9/10). This sample frame includes cell-phone only households, Spanish-speaking households, and households who did not previously have internet access. A comparison of KN's research panel membership relative to demographic characteristics (i.e., benchmarks) from the U.S. Census is shown in Table B.

Table B. Characteristics of samples drawn from KN's research panel compared to Census demographic benchmarks (Knowledge Networks 2010a)

Demographic characteristic		Proportion of research panel members*	Proportion of U.S. population**
Gender	Male	47.3	48.3
	Female	52.7	51.7
Age	18-24	10.4	12.6
	25-34	17.7	17.8
	35-44	19.1	18.1
	45-54	18.9	19.6
	55-64	18.3	15.3
	65 and over	15.7	16.7
Race	White	79.5	81.2
	Black (African American)	12.4	11.8
	American Indian, Alaskan Native	1.1	0.8
	Asian	1.8	4.6
	Hawaii or Pacific Islander	0.4	0.3
	2 or more races	4.7	1.3
Hispanic Ethnicity	Hispanic	14.0	13.8
	Non-Hispanic	86.0	86.2
Employment Status	In the labor force	67.4	67.6
	Not in the labor force	32.6	32.4
Marital Status	Married	53.4	55.5
	Not married	46.6	44.5
Housing Ownership	Own	72.9	71.0
	Rent or other	27.1	29.0

* Weighted percent of KN's adult panel members; weighted for non-response and non-coverage.
** Percent of the U.S. civilian, noninstitutionalized population, ages 18 years and over (June 2009 Current Population Survey (CPS)).

Demographic data related to panel members sampled for this study, whether or not they choose to participate in this study, will be made available to NMFS. This information will be used to evaluate the representativeness of each sample selected for the pretest and for each wave of the survey. Each sample that is drawn will be compared with U.S. Census benchmarks such as age, gender, race, ethnicity, educational attainment, employment status, and household income. This demographic data is collected by KN as part of their initial panel recruitment process and is collected independent of this proposed data collection. Demographic data for panel members who are selected to participate in the pretest and/or the actual survey but do not participate (i.e., non-respondents) will be provided to NMFS. This will allow NMFS to evaluate non-response bias in terms of possible systematic differences between panel members who are selected for this study and participate and those who are selected but do not participate.

Recruitment of Knowledge Networks' research panel (sample frame)

Households are recruited to become part of KN's research panel using probability-based random sampling of residential addresses, using the U.S. Postal Service's Delivery Sequence File as a sampling frame. This address-based sampling (ABS) method has reportedly increased the demographic representativeness of KN's research panel, particularly for populations that were difficult to recruit using random digit dial (RDD) methods (Knowledge Networks 2010). ABS sampling to recruit panel members has been used by KN since 2009. Prior to 2009, KN used RDD landline telephone recruiting methods. Table C provides a comparison of difficult-to-recruit population proportions in KN's research panel compared with proportions estimated by the U.S. Census.

Table C. Characteristics of samples drawn from KN's research panel compared to Census demographic benchmarks (Knowledge Networks 2010b)

Difficult-to-recruit population	RDD*	ABS*	Census estimates**
Ages 18-24	6.4	9.4	12.7
Ages 25-34	13.5	18.9	17.9
Racial minority	20.0	24.0	18.7
Hispanic ethnicity	7.7	11.2	13.5
No high school diploma	6.0	8.5	14.0
High school diploma	18.4	21.5	31.7
Family income, > $10,000	3.9	6.1	5.9
Family income, $10,000 - $24,000	9.7	14.3	15.6

* Unweighted percent of KN's adult panel members.
** Percent of the U.S. civilian, noninstitutionalized population, ages 18 years and over.

In addition, the recruitment rate for households participating on KN's research panel has increased using ABS sampling methods. Of the eligible households that were contacted by KN to become part of their research panel using ABS methods, 14% positively responded to KN's mail invitation, indicating interest in the panel. Of the households that indicated interest, 75% become participating panel members. According to KN, these recruitment rates are higher than the 50% achieved using RDD methods (Knowledge Networks 2010). Lastly, the increasing number of cell phone- only households has increased coverage error associated with RDD sampling of telephone landlines, as an adequate and reliable sample frame of cell phone numbers is not available for recruiting those households. ABS allows sampling of these households, increasing the representativeness of KN's research panel.

Sampling or Other Respondent Selection Methods

Stratified random sampling of the sample frame will occur with replacement for each wave of the survey period – six waves over 12 months. Households that have participated in previous waves are eligible to participate in all subsequent waves.

The sample itself is stratified by geographic region. Five of the six geographic strata approximate the jurisdictional boundaries of the regional fishery management councils (FMCs) established by the Magnuson-Stevens Fishery Conservation and Management Act (MSA). The sixth region includes inland states not covered by the MSA and is included here to account for participation in coastal recreation by inland households. The delineation of the five coastal regions used in this survey is intended to facilitate comparison with the 2011 National Marine Recreational Fishing Expenditure Survey (NMRFES), which is expected to provide regional estimates that follow FMC boundaries. Table D describes the regions covered by this data collection and their correspondence to the FMCs.

Table D. Comparison of strata used for this data collection relative to FMC regions

Stratum or region	FMC region
Pacific	Pacific
	Western Pacific (HI)
	North Pacific (AK)
New England	New England
Mid-Atlantic	Mid-Atlantic
South Atlantic	South Atlantic
Gulf of Mexico	Gulf of Mexico
--	Caribbean*
Non-coastal states**	--

*Includes Commonwealth of Puerto Rico and U.S. Virgin Islands, which are outside the purview of this survey.
**Non-coastal states are generally not within the geographic research and management purview of NMFS.

Table E describes the regions of interest, the states included in each region, the number of households in KN's sample frame that reside in each region, and the proportion of households in each region relative to proportions found in the U.S. Census (Census 2000). The regional distribution of KN's frame closely follows the Census distribution.

Table E. Definition of regions (strata) used for this study

Stratum or Region*	States, including District of Columbia	# of households, KN research panel**	% of households, KN research panel	% of households, 2000 U.S. Census
Pacific	AK, WA, OR, CA, HI (5)	5,708	17.4%	14.9%
New England	ME, NH, VT, MA, RI, CT (6)	1,567	4.8%	5.1%
Mid-Atlantic	NY, NJ, PA, DE, MD, VA, DC (7)	5,481	16.7%	19.1%
South Atlantic	NC, SC, GA, FL (4)	3,771	11.4%	13.3%
Gulf of Mexico	AL, MS, LA, TX (4)	3,199	9.8%	11.2%
Inland states	ID, NV, UT, AZ, NM, MT, WY, CO, ND, SD, NE, KS, OK, IA, MO, AR, TN, KY, WV, MN, WI, IL, MI, IN, OH (25)	13,078	39.9%	36.4%
Total	**51**	**32,804**	**100%**	**100%**

*Regions defined for the Regional Fishery Management Councils by the Magnuson-Stevens Fishery Conservation and Management Act (MSA) were considered when defining these strata. However, due to the limited number of households in regions such as the North Pacific (AK) and Western Pacific (HI), these regions were combined with the Pacific Region. Inland states are not a region defined by the MSA but are included in this study.
** Estimates based on the membership and size of KN's research panel as of 6/9/10.

Expected Survey Completion Rate and Comparison with Other Surveys

An 80% survey completion rate was suggested by KN as a conservative estimate (KN, personal communication, 10/25/100). This completion rate is based on their experience with a variety of web-based surveys. However, a more conservative completion rate of 70% was assumed for purposes of the proposed data collection.

Table F shows response rates for other national recreation surveys conducted by Federal agencies that did not meet the needs of the proposed data collection (see Question A4) but nevertheless collected at least some similar data (e.g., participation, recreation days, expenditures and/or demographics). Response rates reported here were taken from the literature or from agency websites. With regard to the 2000 NSRE, a marine recreation module was added to collect detailed information about marine recreation activities (rather than aquatic activities in general); however, the response rate for that module was not available. Instead Table F provides the response rate for the lifestyle module in 2000 (51-55% for their telephone mode, according to

Green et al. 2006) and the average 2002-2008 response rate for all modules (19-20% for their telephone mode, according to Green et al. 2008).

Table F. Comparison of survey completion rates for national recreation surveys

Survey	Year	Federal agency	Sample frame	Mode of data collection	Response rate
Saltwater Angler Expenditure Surveys	2006	NOAA/NMFS	Lists created from anglers intercepted at public access sites	In-person and telephone interviews, mail survey	40% (mail), 62% (in-person)
National Survey of Fishing, Hunting, and Wildlife-Associated Recreation	2006	USFWS	Census Bureau’s master address file (MAF) and the Current Population Survey (CPS)	In-person and telephone interviews	90%
National Survey of Recreation and the Environment (all survey modules)	2002-2008	USFS, NOAA/NOS	Phone list provided by Survey Sampling, Inc.	Telephone interviews	19-20%
National Survey of Recreation and the Environment (“lifestyle” module only)	2000	USFS, NOAA/NOS	Phone list provided by Survey Sampling, Inc.	Telephone interviews	51-55%

Number of Entities to be Sampled

In question 12 of Part A of this Supporting Statement, 58,939 completed responses were estimated for this data collection for all six waves. A sample size of 84,198 would be needed to yield these completed responses, assuming a 70% survey completion rate.

For allocating this sample across regions and waves, it was considered appropriate to take the total sample for each region and distribute it evenly to each wave. This was considered appropriate because wave by wave participation rates for all eight ocean recreation activity categories is not known.

We considered following the sampling protocol used by the 2006 and 2011 NMRFES. That is, the survey is not implemented in Wave 1 (January and February) in New England and the Mid-Atlantic, and in Wave 6, Maine is not sampled. This protocol was followed by the NMRFES due to historically low participation rates in marine recreational fishing in those waves and geographic areas, and due to limitations in funding. However, it is not clear whether participation in other ocean recreation activities will follow a similar pattern to marine recreational fishing. Therefore, sampling in each region and in each wave seemed to be the best option for understanding the level of participation in these activities throughout the year. Distributing this sample evenly across waves seemed appropriate because relative, wave by wave participation rates are not known.

The expected number of completed responses, the sample sizes needed to yield these responses, and the allocation of sample in each region is shown in Table G below. In addition, there were concerns regarding KN's panel size in each region and whether the estimated sample sizes in each wave would exceed the panel's size. For each wave and region, between 29% and 65% of KN's panel will be sampled in each wave. This information is also shown in Table G.

Table G. Sample sizes for each region in each wave relative to KN's panel size in each region.

Region	KN panel size[1]	Total completed responses, all waves combined	Sample size, all waves combined (assuming 70% completion)	Sample size, each wave	% of KN panel sampled, each wave
Pacific	5,708	12,803	18,289	3,048	53%
New England	1,567	3,245	4,635	773	49%
Mid-Atlantic	5,481	11,010	15,729	2,621	48%
South Atlantic	3,771	10,220	14,600	2,433	65%
Gulf of Mexico	3,199	5,931	8,473	1,412	44%
Inland states	13,078	15,730	22,472	3,745	29%
U.S. total	32,804	58,939	84,198	14,033	43%

[1] Knowledge Networks' panel size estimates provided by KN on 6/9/10.

2. Describe the procedures for the collection, including: the statistical methodology for stratification and sample selection; the estimation procedure; the degree of accuracy needed for the purpose described in the justification; any unusual problems requiring specialized sampling procedures; and any use of periodic (less frequent than annual) data collection cycles to reduce burden.

Sampling methodology

The sampling frame for the proposed data collection is the approximately 32,804 U.S. households who comprise KN's web-enabled research panel. This sample consists of households randomly drawn from the U.S. population. The sample includes cell-phone only households, households without prior access to the internet at home, and households that are predominantly Spanish-speaking. The sample is being stratified into six geographic regions: Pacific, New England, Mid-Atlantic, South Atlantic, Gulf of Mexico, and inland states – with the intent of producing region-specific estimates of ocean recreational participants and recreational activity.

We are interested in two key variables related to participation in ocean recreation and associated expenditures. First, we are interested in the proportion of the U.S. and regional populations who participate in ocean recreation on an annual basis. Specifically, we are interested in regional and national rates of participation in all ocean activities combined, and national rates of participation in each of the eight ocean recreation categories. Second, we are interested in annual mean expenditures per participant per year for the U.S. for all ocean activities combined and for each ocean recreation category. Regional estimates of mean expenditures should also be possible for all ocean activities combined.

Annual participation in ocean recreation

To obtain estimates of annual participation in ocean recreation activities, questions in the survey will identify survey respondents as a participant in any ocean recreation activity and then in which particular ocean recreation category. The number of respondents in each stratum (region) needs to be sufficiently large to estimate the proportion of ocean recreation participants with reasonable accuracy. The equations [1] – [7] below were used to estimate the sample size (n) needed in each region to estimate the annual ocean recreation participation rate (p) with a maximum margin of error of $e = 0.04$ with 95% probability. The ocean participation rates reported by the 2000 NSRE were used for p.

$$n_{Pacific} = [p_{Pac} \cdot (1\text{-}p_{Pac})] \cdot (z_{0.025}/e)^2 = [0.59 \cdot 0.41] \cdot (1.96/0.04)^2 = 581 \quad [1]$$

$$n_{New\ England} = [p_{NE} \cdot (1\text{-}p_{NE})] \cdot (z_{0.025}/e)^2 = [0.65 \cdot 0.35] \cdot (1.96/0.04)^2 = 546 \quad [2]$$

$$n_{Mid\ Atlantic} = [p_{MA} \cdot (1\text{-}p_{MA})] \cdot (z_{0.025}/e)^2 = [0.5 \cdot 0.5] \cdot (1.96/0.04)^2 = 600 \quad [3]$$

$$n_{South\ Atlantic} = [p_{SA} \cdot (1\text{-}p_{SA})] \cdot (z_{0.025}/e)^2 = [0.58 \cdot 0.42] \cdot (1.96/0.04)^2 = 585 \quad [4]$$

$$n_{Gulf\ of\ Mexico} = [p_{Gulf} \cdot (1\text{-}p_{Gulf})] \cdot (z_{0.025}/e)^2 = [0.37 \cdot 0.63] \cdot (1.96/0.04)^2 = 560 \quad [5]$$

$$n_{Inland\ states} = [p_{Inland} \cdot (1\text{-}p_{Inland})] \cdot (z_{0.025}/e)^2 = [0.24 \cdot 0.76] \cdot (1.96/0.04)^2 = 438 \quad [6]$$

$$n_{US} = [p_{US} \cdot (1\text{-}p_{U.S.})] \cdot (z_{0.025}/e)^2 = [0.43 \cdot 0.57] \cdot (1.96/0.04)^2 = 588 \quad [7]$$

The minimum number of responses needed (all waves combined) to calculate annual participation rates in any ocean recreation activity (all activities combined) are: 581 for the Pacific, 546 for New England, 600 for the Mid-Atlantic, 585 for the South Atlantic, 560 for the Gulf of Mexico, 438 for Inland States, and 588 for the U.S. (total across regions). Assuming a 70% rate of completion, the following sample sizes will be needed to yield these responses: 830 for the Pacific, 780 for New England, 857 for the Mid-Atlantic, 836 for the South Atlantic, 800 for the Gulf of Mexico, 626 for Inland States, and 840 for the total U.S. The sample sizes shown in question 5 above are larger than the sample sizes resulting from this precision analysis.

However, the participation rates used in the precision analysis above represent participation in any ocean recreation activity (all activities combined) and do not represent participation rates for the individual ocean recreation categories of interest. Below, Table H shows participation rates from the 2006 NMRFES, 2006 Fish-Hunt, and 2000 NSRE reports, as they relate to the ocean recreation categories for the proposed NORES data collection. The table shows that participation rates for individual activities, such as hunting (1%) and swimming (26%), are below NSRE's national rates of participation in all ocean activities, used in equations [1] – [7] above.

Table H. Estimated and reported participation rates for ocean recreation categories nationwide.

NORES category	2006 NMRFES	2006 Fish-Hunt[1]	2000 NSRE[2]
Recreational fishing	8.3%	2.6%	10.32%
Recreational shellfishing	--	--	--
Hunting waterfowl or other animals	ND	0.77%, includes fresh and saltwater	0.33%
Viewing or photographing the ocean	ND	15%, marine mammals only	9.19%, viewing/photographing scenery 7.17%, bird watching 6.45%, viewing other wildlife
Beachcombing, tidepooling, or collecting items	ND	ND	30.03%, beach visitation 4.5%, visiting watersides besides beaches
Water contact sports	ND	ND	25.53%, swimming 5.07%, snorkeling 1.59%, surfing 1.35%, scuba diving 0.39%, wind surfing
Boating and associated activities	ND	ND	7.11%, motorboating 2.98%, sailing 2.57%, personal watercraft use 1.33%, kayaking 1.15%, water-skiing 1.05%, canoeing 0.53%, rowing
Outdoor activities not involving water contact	ND	ND	30.03%, beach visitation 4.5%, visiting watersides besides beaches

ND = no data for this activity is collected.

[1] Participation rates are not reported by the 2006 Fish-Hunt survey (U.S. DOI 2007). These participation rates are based on total participants reported by the FWS and 2006 U.S. Census population estimates (U.S. Census 2008). The FWS participation rate for hunting waterfowl and other animals includes both fresh and saltwater activities and is likely an overestimate of ocean-related hunting activities. The FWS participation rate for viewing or photographing the ocean includes only marine mammal viewing and photographing activities and is likely an underestimate of ocean-related viewing or photographing activities that would likely include bird and wave watching.

[2] All marine recreation categories reported by the NSRE were matched with a NORES category. However, NSRE's "beach visitation" and "visiting watersides besides beaches" categories overlapped with two NORES' categories and are listed twice.

To estimate sample sizes necessary for estimating participation in activities with lower participation rates, equation [8] below calculated the sample size needed to estimate U.S. participation in hunting waterfowl and other animals at the ocean or coast. A 1% probability of participation was assumed, with a maximum margin of error of e = 0.004 and 95% probability.

$$n_{US} = [p_{US} \cdot (1-p_{U.S.})] \cdot (z_{0.025}/e)^2 = [0.01 \cdot 0.99] \cdot (1.96/0.004)^2 = 2{,}377 \quad [8]$$

To yield 2,377 responses, a sample size of 3,396 is needed assuming a 70% survey completion rate. The expected sample size for the U.S., shown in Table G, is adequate for accommodating this estimate.

Additionally, regional participation rates for ocean recreation categories are not known and could be smaller than the national estimates shown in Table H, as well as smaller than the participation rates for all ocean activities combined (proportions used to estimate equations [1] – [7]). Though not a primary goal of this data collection, it may be difficult to estimate regional rates of participation for individual ocean recreation categories if a very small proportion of the population participates.

Annual mean expenditures per participant

To estimate sample sizes needed to calculate mean expenditures in ocean recreation activities per participant per year for each region and nationwide, we looked at expenditure information available for marine recreational fishing reported by the 2006 NMRFES (Gentner and Steinback 2008). Total annual mean expenditures (durable goods, trip expenditures) per angler for residents and nonresidents of coastal states were reported. However, no expenditure information was available for inland states or for the U.S. No expenditure information for other ocean recreation categories were available from the NSRE or Fish-Hunt reports. Thus, expected mean expenditures in activities other than recreational fishing is not know; marine recreational fishing expenditures are considered a proxy for the other ocean recreation categories for the purposes of this precision analysis.

Mean expenditures for each region ranged from $237.62 for the Mid-Atlantic to $1,641.15 for the South Atlantic. Based on the estimates of mean expenditures related to marine recreational fishing, the minimum number of completed responses needed (n) to estimate the mean annual expenditures in an ocean recreation category per participant, with a maximum absolute error of e = 50 with 95% probability, was calculated in equations [9] – [15]. For inland states where marine recreational fishing expenditures were not reported by the 2006 NMRFES, the lowest regional estimate, for New England, was used. For the U.S. estimate of mean expenditures per participant also not reported by the 2006 NMRFES, the mean of the regional mean expenditures was used to calculate standard deviations.

$$n_{Pacific} = (z_{0.025} \cdot \sigma / e)^2 = (1.96 \cdot 733.89/50)^2 = 828 \quad [9]$$

$$n_{New\ England} = (z_{0.025} \cdot \sigma / e)^2 = (1.96 \cdot 682.22/50)^2 = 715 \quad [10]$$

$n_{Mid\ Atlantic} = (z_{0.025} \cdot \sigma / e)^2 = (1.96 \cdot 237.62/50)^2 = 87$
[11]

$n_{South\ Atlantic} = (z_{0.025} \cdot \sigma / e)^2 = (1.96 \cdot 1{,}641.15/50)^2 = 4{,}139$
[12]

$n_{Gulf\ of\ Mexico} = (z_{0.025} \cdot \sigma / e)^2 = (1.96 \cdot 980.89/50)^2 = 1{,}478$ [13]

$n_{Inland\ states} = (z_{0.025} \cdot \sigma / e)^2 = (1.96 \cdot 682.22/50)^2 = 715$ [14]

$n_{US} = (z_{0.025} \cdot \sigma / e)^2 = (1.96 \cdot 821.84/50)^2 = 1{,}038$
[15]

To yield the above completed responses and assuming a survey completion rate of 70%, the following sample sizes would be necessary (all waves combined): 1,183 for the Pacific, 1,021 for New England, 124 for the Mid-Atlantic, 5,913 for the South Atlantic, 2,111 for the Gulf of Mexico, 1,021 for Inland states, and 1,483 for the U.S. The sample sizes shown in Table G are larger than the estimates resulting from this precision analysis and should be adequate for estimating mean expenditures in an ocean activity per participant per year.

Regarding the sample frame and precision requirements

In Part B of the Supporting Statement, the relationship between the minimum sample sizes estimated for this data collection and KN's panel size was not made very clear. Table G attempts to clarify this relationship and shows that given the minimum sample sizes estimated, between 29% and 65% of KN's panel would be sampled in each wave of this data collection. Therefore, KN's panel size should be adequate for meeting the estimated sample sizes necessary for this study.

The current funding available for this data collection will allow for larger sample sizes in each region and wave, relative to the precision analysis in question 7b above. If prevalence estimates in ocean recreation are lower than what was reported by the 2000 NSRE, we believe that national and regional level estimates of all ocean recreation combined and national estimates for each ocean recreation category will still be possible. Estimates of individual ocean recreation categories at the regional level may be difficult if participation levels are very low, as mentioned in question 7b.

As mentioned above, we believe that are sample sizes will be adequate for measuring participation and mean expenditures related to ocean recreation. However, when reporting results from this data collection, all information relevant for interpreting these results will be reported. That is, information such as sample sizes and observations obtained by wave, survey completion rates, nonresponse bias analyses, indications of panel conditioning, and other issues and concerns related to this data collection will be reported alongside estimated participation rates and mean expenditures per participant.

This is the first time that the NMFS has proposed to undertake a data collection of this scope (i.e., collecting participation and expenditure information about ocean recreation activities, in addition to recreational fishing) and mode of data collection (i.e., web-based). Therefore, clearly reporting the results of this research and providing information that aids the interpretation of these results, is essential for helping the NMFS evaluate the feasibility of undertaking this type of research in the future.

Pretest

As indicated in Question A1, a random sample of KN panelists will be drawn to pretest survey protocols and completion rates prior to full survey implementation. The pretest will hopefully occur as early as December 2011, January 2012, or February 2012 in the Pacific or Southeast regions, contingent on OMB approval. The Pacific or Southeast regions will be the focus of this pretest because milder weather is typical and therefore, greater ocean recreation opportunities may be available to allow for a broader range of ocean recreation-specific survey questions to be tested.

We will evaluate whether the survey completion rates of 70%, suggested by KN, are observed. Also, we are looking into the possibility of increasing the size of our pilot test to include more than one region. This would give us a better sense of relative participation and survey completion rates between regions, and how they compare with the NSRE participation and KN suggested survey completion rates.

Table I describes the number of KN panelists needed to obtain 250 completed surveys during the pretest.

Table I. Derivation of sample size needed for pretest in Pacific region

	Sample size
# KN panelists randomly selected for pretest	1,673
# randomly selected panelists who agree to participate in pretest*	1,171
# pretest panelists who recreated in past 12 months**	691
# pretest panelists who recreated in Wave 2***	250

* Assuming 70% survey completion rate.
** Assuming 12-month recreational participation rate of 59% for the Pacific region (Leeworthy and Wiley 2001).
*** Assuming that 36.2% of 12-month recreational participants in the Pacific Region recreate in wave 2 (the most likely wave for the pretest) (Gentner and Steinback 2008).

3. Describe the methods used to maximize response rates and to deal with nonresponse. The accuracy and reliability of the information collected must be shown to be adequate for the intended uses. For collections based on sampling, a special justification must be provided if they will not yield "reliable" data that can be generalized to the universe studied.

Several steps are being taken to maximize response rates and address nonresponse bias.

Maximizing response rates

Developing an appealing and understandable survey instrument is important to achieve high response rates. Experts on survey design and, specifically, experts with experience designing recreational expenditure surveys were consulted and assisted in the design and testing of this survey. Focus groups and one-on-one interviews were conducted and were instructive for ensuring that key concepts and terms were understood, for determining a recall period that facilitates recall without unduly increasing the frequency of data collection, and for evaluating the overall design and format of the survey instrument. Additionally, the one-on-one interviews allowed for finer tuning of the survey instrument to ensure that familiar words were used and terms were adequately defined. These interviews were also helpful for ensuring that the time necessary to complete the survey was not burdensome for the respondent. More detailed information regarding these focus groups and one-on-one interviews is provided in Appendix B.

Specific design issues that were incorporated to increase overall and item response rates included: increasing the number of yes/no questions, where applicable (e.g., Q1 regarding whether or not the respondent participated in an ocean recreation activity within the last 12 months); providing discrete categories for multiple choice questions, where applicable (e.g., Q2 regarding all ocean recreation activities a respondent participated in within the last 12 months); using tables to increase visual interest and provide variety in the format of questions asked in the survey instrument, where applicable (e.g., Q9 regarding boat-related expenditures); and using a web-based mode that incorporates skip patterns so that respondents are not asked to manually navigate to questions based on responses to previous questions. The use of a web-based mode will reduce the time burden on respondents, decrease the likelihood that respondents will respond to questions that they are not eligible to answer, or miss questions that they are eligible to answer.

The implementation protocol that will be employed by Knowledge Networks is based on methods suggested by Dillman et al. (2009):

1. For each wave, a **stratified random sample** will be drawn, using KN's web-enabled research panel.
2. Once selected, an **advance e-mail** will be sent to alert respondents that a survey will be made available to them online in a few days. This e-mail will identify the survey as a NMFS-sponsored study, emphasize the voluntary nature of the survey, and the importance of their participation.
3. An **email notification** will be sent to let respondents know when the survey becomes available to them. Respondents will again be reminded of who is sponsoring the survey, the voluntary nature of their participation, and the importance of their participation. Each potential respondent is provided a link to the survey from their personalized "home page", a feature that each KN panel member already has. Surveys are self-administered and accessible any time of day for a two week period.
4. **E-mail reminders** will be sent to respondents who have not completed this survey during this two week period.
5. A **phone reminder** will occur approximately three days after the e-mail reminder, personally addressed to the respondent.

As discussed in Question A9, nonsurvey-specific incentives are used by Knowledge Networks in the form of “points”, internet service, and/or computers to access the internet. These incentives are provided for any survey that is completed by a member of KN’s research panel and are not specific to this data collection. That is, for households that were recruited to be part of KN’s research panel but did not previously own a computer and/or have internet access, KN provided this equipment as an incentive to participate on their research panel. When panel members are selected to participate in a survey, they accumulate points for every survey they complete. By providing some households with computers and internet service and points for completing surveys, KN is able to maintain a high degree of panel loyalty and low levels of attrition from their research panel. Survey-specific incentives will not be used for this data collection.

Nonresponse bias

KN will provide NMFS with demographic data for all panel members asked to participate in this survey, regardless of whether or not they choose to participate. These data are collected by KN as part of their initial panel recruitment process independently of this proposed data collection. This demographic information will be used to evaluate the representativeness of the sample that responds to the pretest as well as to each wave of the survey. Each sample will be compared with U.S. Census benchmarks such as age, gender, race, ethnicity, educational attainment, employment status, and household income. To the extent that any particular sample is found to be unrepresentative, Census benchmarks will be used to weight the data to ensure that estimates of the number of participants, recreational activity days, and expenditures derived from the survey are representative of the population.

For the NORES, a random sample of Knowledge Networks’ (KN) research panel is planned. This panel is reported to be representative of the general U.S. population. The ocean recreation participation levels of panel members are not known. For the NMRFES, a random sample of recreational fishermen will be selected from a sample frame(s) of known recreational fishermen. Due to the different composition of the two sample frames, it may be difficult to make inferences about differences noted between respondents from these two surveys.

Additionally, for the 2006 NMRFES, a sample of recreational fishermen who did not respond to the mail survey were contacted by phone. From these telephone interviews, demographic and marine recreational fishing-related participation and effort information were collected. Currently, it is not clear whether a similar follow-up with nonrespondents will be conducted for the 2011 NMRFES. Thus, a demographic comparison of nonrespondents from the NMRFES and nonrespondents from the NORES may not be possible.

Therefore, the following nonresponse bias analyses are proposed. The first is an approach often taken by researchers to test for nonresponse bias. The second is a proposed method for testing for possible panel conditioning as it may relate to nonresponse.

For the NORES data collection, Knowledge Networks (KN) will provide NMFS researchers with demographic information about both respondents and nonrespondents. For this data collection, a respondent is someone who, at minimum, answers yes or no to Q1 (12 month participation in ocean recreation). A nonrespondent is someone who either does not click on the weblink they are e-mailed when invited to take this survey, or who clicks on the weblink but does not continue from the first screen that introduces the survey to answer Q1 on the second screen.

In addition to demographic information, KN will be contracted to follow-up with nonrespondents by phone or e-mail. These nonrespondents will be asked about their ocean recreation activities over the last 12 months (Q1), which activities they participated in (Q2), which state most of these activities occurred in (Q3), and how many days in the last two months they recreated (Q21). They will also be asked why they chose not to take this survey.

Demographic information about respondents and nonrespondents, and ocean recreation participation information about nonrespondents, will allow NMFS researchers to test for nonresponse bias. This can be done by testing the following:

1. Compare demographic characteristics of survey respondents to nonrespondents and evaluate differences between these two groups in terms of characteristics such as age, education, ethnicity, and income;
2. Compare demographic characteristics of respondents to nonrespondents who indicate that they participated in ocean recreation in the past 12 months. That is, respondents who indicate "Yes" on Q1 of the online survey, and nonrespondents who indicate "Yes" in the follow-up interview;
3. Compare demographic characteristics of respondents to nonrespondents who indicate that they did not participate in ocean recreation in the last 12 months. That is, respondents who indicate "No" on Q1 of the online survey, and nonrespondents who indicate "No" in the follow-up interview; and
4. Compare the proportion of ocean recreation participants and nonparticipants in the respondent group, to the proportion of participants and nonparticipants in the nonrespondent group.

For numbers one through three above, we would assume that demographic characteristics between the comparison groups will be similar. For number four above, we would assume that the proportion of ocean recreation participants to nonparticipants will be similar when comparing the respondent and nonrespondent groups.

However, if there are differences between respondent and nonrespondent groups in terms of participation rates, we may question whether panel conditioning is occurring. That is, it is possible that KN's research panel members "learn" that answering the first few questions of a survey in the negative will not lead to more questions, yet qualifies them for an incentive. That is, KN's research panel members receive an incentive in the form of points to participate in surveys. They are e-mailed a link to a survey and can choose to participate or not. It is possible that panel members, based on past experience with our survey (we are sampling households with replacement in each wave) or with other surveys, learn that if they answer in the negative for the first few questions, their survey participation ends (i.e., they do not move on to more questions) and they receive their incentive. If this is the case, we might see a higher proportion of nonrespondents who participated in ocean recreation compared with the proportion of participants within the respondent group.

By taking the steps above, we will evaluate the presence of nonresponse bias and the possibility that panel conditioning maybe occurring. The results of these analyses will be reported alongside summary statistics and other information resulting from this proposed data collection.

4. Describe any tests of procedures or methods to be undertaken. Tests are encouraged as effective means to refine collections, but if ten or more test respondents are involved OMB must give prior approval.

As indicated in Question B3, focus groups and cognitive interviews were conducted in the course of survey design. Focus groups were conducted to evaluate the information presented in the survey instrument and the material covered in each focus group varied, depending on feedback received. No more than nine members of the general public were included per focus group.

The survey instrument was further evaluated and revised using input from cognitive interviews (one-on-one interviews). Both self-administered and verbal protocols (talk aloud) interviews were conducted, each followed by debriefing by project team members. This qualitative testing was helpful for ensuring that survey questions and the information presented were easily understood and interpreted by the respondent as intended. No more than nine members of the general public were included in a set of cognitive interviews.

5. Provide the name and telephone number of individuals consulted on the statistical aspects of the design, and the name of the agency unit, contractor(s), grantee(s), or other person(s) who will actually collect and/or analyze the information for the agency.

The following individuals were consulted on the statistical aspects of the design:

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Appendix A

Similarities and differences between the National Ocean Recreation Expenditures Survey (NORES) and the National Marine Recreational Fishing Expenditure Survey (NMRFES)

Below is a discussion of relevant similarities and differences between the National Marine Recreational Fishing Expenditure Survey (NMRFES) and the National Ocean Recreation Expenditures Survey (NORES).

Survey content

The NMRFES survey is collecting participation, effort, expenditure, and demographic information from known marine recreational anglers in coastal counties. That is, the sample frame consists of marine recreational fishermen who have been intercepted at coastal locations nationwide and who have agreed to participate in a follow-up mail survey. Participation information includes whether the angler fished in saltwater in the last 2 and 12 months. Effort information includes the number of days spent saltwater fishing in the last 2 and 12 months. Information collected related to expenditures includes those of durable goods (e.g., boats, vehicles, and second homes), semi-durable goods (e.g., fishing tackle and gear), and recent trip expenses (e.g., transportation, food, lodging, bait, and ice), related to their saltwater angling activities. Demographic information that is collected includes gender, age, education, employment level, race, and ethnicity. Other, more detailed information specific to fishing activities, e.g., which fish species were targeted and how old the angler was when he/she learned to fish, is also collected. Geographic information such as zip code of residence and location (city/state) of the angler's most recent saltwater fishing trip is also collected.

The NORES survey is collecting participation, effort, and expenditure information related to eight categories of ocean recreation activities from a stratified (by region), random sample of Knowledge Networks' (KN's) research panel. All 50 states and the District of Columbia will be sampled. Participation information includes whether the individual engaged in ocean recreation in the last 2 and 12 months. Effort information includes the number of days an individual spent participating in these activities in the last 2 and 12 months. Expenditure information for durable goods (related to ocean recreation activities), semi-durable goods (specific to their most recent ocean recreation activity) and recent trip expenses (also specific to their most recent ocean recreation activity) will also be collected. Demographic information is not collected by the survey. This information will be made available to NMFS researchers as it has already been collected by KN when their research panel members agree to participate on their research panel. Geographic information related to the individual's residence is not collected as this too is collected by Knowledge Networks. However, location (city/state or county/state) of the individual's most recent ocean activity will be collected by the survey. In addition, information related to whether changes in air temperature (+/- 5, 10, 15 degrees) from what was experience on their most recent trip, might affect their participation in their most recent ocean activity.

Table J summarizes the similarities and differences in survey content.

	NMRFES	NORES
Activities of interest	Marine fishing; combines both finfishing and shellfishing	8 ocean recreation categories; includes one category for marine finfishing and another category for marine shellfishing
Participation	Whether the angler fished in saltwater in the last 2 and 12 months	Whether the individual engaged in ocean recreation in the last 2 and 12 months. Information about which activities were engaged in will be collected.
Effort	Number of days spent saltwater fishing in the last 2 and 12 months	Number of days engaged in ocean recreation in the last 2 and 12 months.
Expenditures	Durable, semi-durable, and recent trip expenses related	Durable, semi-durable, and recent trip expenses
Durable expenditures	Expenses on boats, vehicles, and second homes in the last 12 months related to saltwater fishing	Expenses on boats, vehicles, and second homes in the last 12 months related to ocean recreation
Semi-durable expenditures	Expenses on fishing tackle and gear, and other semi-durable items in the last 12 months used for saltwater fishing	Expenses on ocean activity-related semi-durable items in the last 2 months
Recent trip expenditures	Expenses on transportation, food, lodging, and other items during their most recent saltwater fishing trip	Expenses on transportation, food, lodging, and other activity-related items during their most recent ocean recreation activity
Demographic information	Gender, age, education, employment level, race, ethnicity, income	Not collected in the survey. This information has already been collected by Knowledge Networks and will be available to the NMFS. Characteristics include gender, age, education, employment level, race, ethnicity, income
Geographic information	Residence information (zip code) and location of recent ocean recreation activity (city/state) is collected by the survey	Residence information (zip code) is available from Knowledge Networks; location of recent ocean recreation activity (city/state) is collected by the survey
Other information	Age when first started fishing, who taught them to fish, why they go fishing, other fishing-related information	Likelihood of engaging in their most recent ocean activity if the air temperature was higher or lower

Timing

The NMRFES is currently collecting information for 2011. Wave 1 was implemented in March 2011 to capture marine recreational fishing activities for January and February. There are a total of six, two-month waves to collect information throughout 2011. The final wave, Wave 6, will be implemented in January 2012 to collect information for November and December 2011.

The timing of the NORES' six, two-month waves are similar to the NMRFES but is planned for 2012. A pre-test is planned prior to full survey implementation. Tentatively, this pre-test is planned for November to collect information for September and October (Wave 5) or for January to collect information for November and December (Wave 6). The pre-test is planned for a region of the U.S. where weather is still conducive for ocean recreation activities, such as the Pacific or South Atlantic Regions. However, it may be possible to expand the pre-test to include other regions to compare relative participation rates between these regions, and compare participation rates with the NSRE's estimates. Expanding the pre-test will be dependent on funding availability. The full survey is planned to begin in March 2012 (Wave 1) to capture ocean recreation activities for January and February. The period between the pre-test and March 2012 will allow time for changes to the survey and sampling design, as needed.

Table K summarizes the similarities and differences in timing of these surveys.

	NMRFES	**NORES**
Period of data collection	2011; all 12 months	2012; all 12 months
Pre-test	Unknown	Planned for 2011; either W5 or W6
Number of waves	6	6
Timing between waves	2 months	2 months
Description of waves (W)	W1: March 2011; information for January and February	W1: March 2012; information for January and February
	W2: May 2011; information for March and April	W2: May 2011; information for March and April
	W3: July; information for May and June	W3: July; information for May and June
	W4: September; information for July and August	W4: September; information for July and August
	W5: November; information for September and October	W5: November; information for September and October
	W6: January 2012; information for November and December	W6: January 2013; information for November and December

Survey administration

The NMRFES is a mail-based survey implemented by various contracted entities nationwide, including private survey administration firms and regional Fisheries Commissions, depending on the region. Primary coordination responsibility is lead by the NMFS, Office of Science & Technology (ST) in Silver Spring, MD. The sample frame used consists of saltwater anglers who have been intercepted while fishing at various coastal locations nationwide, and who have agreed to participate in a follow-up mail survey. The data collection is currently being implemented and will collect information for all 12 months in 2011. The survey instrument may vary by region, depending on the fish or shellfish species that are targeted, as well as other factors. In Wave 1, New England and the Mid-Atlantic were not sampled due to historically low rates of fishing effort during this time of the year (i.e., January and February) and due to funding constraints. In Wave 6, some states in New England such as Maine are not sampled for these same reasons. Data analysis will likely be conducted by the NMFS.

The NORES is planned as a web-based survey to be implemented by KN. Primary coordination responsibility is lead by NMFS economists in the Southwest Fisheries Science Center (SEFSC) in Santa Cruz, CA and in the Northeast Fisheries Science Center (NEFSC) in Woods Hole, MA. The survey instrument will not vary by region. KN’s web-enabled research panel is planned as the sample frame to be used. A stratified (by region), random sample of the general population in this research panel is planned. All 50 states and the District of Columbia will be sampled. The proposed data collection will collect information for all 12-months in 2012. Data analysis will be conducted by NMFS economists at the SWFSC and NEFSC.

Table L summarizes the similarities and differences in survey administration.

	NMRFES	**NORES**
Coordination responsibility	NMFS, Office of Science & Technology	NMFS, Southwest and Northeast Fisheries Science Centers
Mode of data collection	Mail-based	Web-based
Period of data collection	2011; all 12 months	2012 (proposed); all 12 months
Implementation	Various private survey firms and regional Fisheries Commissions	Knowledge Networks
Sample frame	Anglers intercepted in coastal locations nationwide	Knowledge Networks’ web-enabled research panel
States sampled	States of residence of anglers intercepted in coastal locations	50 states and District of Columbia
Region or state not sampled, by wave	W1: New England and Mid-Atlantic Regions not sampled; W6: Maine not sampled	All regions sampled in each wave
Data analysis	Likely NMFS economists	NMFS economists

Appendix B

Reports from focus groups and cognitive interviews for the National Ocean Recreation Expenditures Survey (NORES)

Qualitative testing objectives

To evaluate the content and flow of draft versions of the survey instrument. Members of the general public were recruited to voluntarily participate in focus groups and cognitive interviews (one-on-one interviews). The qualitative testing period for this data collection was from April to August 2010.

Qualitative testing provided NMFS researchers with information related to:
- how information in the survey was understood and perceived;
- whether the list of ocean recreation activities was complete and whether the categories they were grouped in were understood as distinct;
- to test the ability of participants to recall ocean recreation activities over different lengths of time ranging from two months to 12 months;
- to test how well the expenditure tables were understood and whether the expenditures categories contained in the tables were actual expenses incurred when participating in ocean recreation; and
- other elements of the survey instrument noted during the focus group discussions and interviews.

The information collected as a result of these focus groups and interviews helped to shape iterations of the survey instrument over the course of the qualitative testing period. Specific objectives for each focus group and cognitive interview group are detailed below.

Focus group overview

- Focus group participants were recruited by a focus group facility contracted by the NMFS.
    - Twelve individuals were recruited per focus group to ensure that at least nine participants showed up per group.
    - Local area resident were recruited using random recruitment methods. The specific method was left to the discretion of the facility. NMFS researchers requested that the contracted facility not use their existing standing panel of possible participants as a sample frame for recruitment.
    - A recruitment screener was provided to the contacted facility by NMFS researchers. Participation in ocean or coastal recreation within the last 12 months was a critical screening criterion. Other characteristics such as how often an individual participated in ocean recreation, age, employment level, and gender were also used to screen participants. These characteristics were noted to ensure that each group consisted of a diverse group of participants. Focus group screeners are available upon request.

- No more than nine participants per focus group
    - One moderator (NMFS researcher) per group
    - One to four observers (NMFS researchers) per group

  - One focus group per night to allow time for changes to be made before the second focus group.
  - Each group lasted approximately 1.5 hours.
  - All groups were recorded (audio and/or video), with consent of participants.
  - Draft survey instruments and moderator guides are available upon request.

Cognitive interview overview

- Cognitive interview participants were recruited by the focus group facility contracted by NMFS.
  - Four individuals were recruited for each time slot to ensure that three participants showed up.
  - Local area residents were recruited using random recruitment methods. The specific method was left to the discretion of the facility. NMFS researchers requested that the facility not use their existing standing panel of participants as a sample frame for recruitment.
  - A recruitment screener was provided to the contacted facility by NMFS researchers. Participation in ocean or coastal recreation within the last 12 months was a critical screening criterion. Other characteristics such as how often an individual participated in ocean recreation, age, employment level, and gender were also used to screen participants. These characteristics were noted to ensure that each group consisted of a diverse group of participants. Cognitive interview screeners are available upon request.

- No more than nine cognitive interviews per night
  - Three groups of interviews were scheduled throughout an evening. Each group consisted of three interviews held in separate rooms and occurring concurrently. Each interview consisted of an interviewer (NMFS researcher) and an interviewee (recruited participant).
  - Each interviewer conducted three interviews per night.
  - Each interview lasted approximately 1 to 1.5 hours, depending on whether the interview was self-administered or followed a “verbal protocol” procedure.
  - At least two interviews per night followed verbal protocol procedures. That is, we asked participants to read the survey information and questions out loud and think out loud as they answered these questions.
  - All interviews were recorded (audio and/or video), with consent of participants.
  - Self-administered and verbal protocol moderator guides are available upon request.

Focus groups, Charleston, SC
4/27 - 4/28/10

What we did

Charleston was the location of the first set of focus groups conducted by NMFS researchers. These groups were an opportunity to test the first drafts of the survey instrument. For each focus group, the survey instrument was broken up into four handouts. There was one moderator and two observers per group.

Handout A introduced the survey, the survey's sponsor (NOAA), defined ocean recreation for the survey, and listed activities we thought encompassed the suite of possible ocean recreation. Twelve ocean recreation categories were tested for these focus groups. Respondents' recall of their participation in these activities over the last 12 months was also tested (i.e., yes or no), as well as their participation in non-ocean recreation activities.

Handout B was intended to elicit feedback about questions related to how often (in days) respondents participated in ocean recreation over the last four months and whether respondents could allocate each of those days to specific ocean activities. Questions related to durable expenditures over the last four months that were associated with ocean recreation such as boat, vehicle, and second home expenses were also evaluated.

Handout C1 intended to elicit feedback about questions related to their "most recent ocean recreational trip." "Trip" was defined in the introductory portion of this section and this definition was evaluated. Questions that were evaluated included ones related to trip duration, the primary reason for the trip (i.e., recreation, business, other), the ocean recreation activities engaged in and the "most important" activity on that trip, the location of the recreation activity, and an expenditure table.

Handout C2 intended to elicit feedback about questions related to factors that may have contributed to the respondents' choice of location for their most recent ocean recreation activity and whether "outdoor temperatures" was a factor determining location choice. There were two versions of Handout C2, one used in each of the two focus groups conducted in Charleston. The first version asked respondents to indicate which factors contributed to their location choice (i.e., yes or no) and the second version asked respondents to rank their top five factors (i.e., "1" as the most important).

What we learned

Regarding Handout A, the definition of ocean recreation seemed to make sense to people and the activities we were excluding (e.g., freshwater activities) was understood by participants. We received suggestions on how we might break up one of our ocean recreation categories into two categories. We also received feedback on recreation activities we missed. We started to become aware that four of our categories (e.g., "Social activities") may be problematic because it was unclear whether the ocean or coast was the primary reason they engaged in the activity or some other factor. For example, if a wedding occurred at a beach, we were asked if that was considered an ocean activity. Similarly, we were asked if a baseball stadium happen to have a view of the waterfront, was that activity considered an ocean activity. In later versions of the survey, we remove these categories due to these issues.

In Charleston, we started to understand that in Handout B, when asked about how often they recreated at the ocean or coast, the time period was important in terms of recall of their activities. For this handout, we asked them to tell us how many days they recreated in the last four months and this was difficult for high activity months. Some respondents mentioned that they felt less confident about their estimate of days recreating for time periods longer than one or two months. Also, the flow of the survey was questioned in terms of the time periods we were interested in. At different points in this handout, respondents are asked about their activities in the last 12 months, the last four months, and then their most recent trip. Some respondents did not pick up on the time period changes right away. Also, the flow of this handout seemed to be confusing to some. Formatting changes such as bolding or underlining text was suggested by participants as a way to highlight the time period changes, and for other questions and information throughout the survey.

Regarding the questions about durable goods expenditures, participants asked that items such as a “boat” or “vehicle” be clarified. That is, for a boat, some participants asked whether kayaks and canoes should be included. For vehicles, some participants asked whether camper trailers and motorcycles should be included. Also in Handout B, participants indicated that questions they were asked regarding the amount of time they spent using these durable goods for ocean recreation, were confusing and unclear. In subsequent versions of this survey, the durable goods were defined more clearly and the time question was changed over the course of several focus groups. Also in this handout, the recall period for these durable expenditures was four months. However, participants indicated that if the recall period was 12 months, they would not have trouble remembering these purchases because boats, vehicles, and second homes are big ticket items not often purchased.

In Handout C1 and C2, the word, “trip,” made some participants believe that they were being asked about longer trips to the ocean or coast. As a result, some participants indicated that they did not visit the ocean or coast when in fact, they walked down to the beach within the past week. Thus, “trip” was changed to “visit” for subsequent versions of this survey. Participants were also asked to identify the location of their last visit to the ocean or coast. These questions asked about the state where the activity occurred as well as the county. Participants indicated that if their last ocean recreation activity did not occur in their county of residence, they would likely have difficulty identifying the county. In subsequent versions of this survey, we changed this question to ask respondents about the city or town they recreated in, rather than the county.

Also in Handout C1 and C2, participants indicated that the expenditure table was too long; it spanned three pages. Since we were testing paper-based versions of the survey, the length of the expenditure table included all possible ocean recreation-related trip expenditures. For the online survey, the rows a respondent would see would be directly related to the activity that they engaged. Therefore, the size of the table would decrease. However, we noted these comments in these focus groups.

Handout C1 and C2 differed only in the last question regarding factors contributing to their choice of location for their recent trip. Handout C1 asked respondents to indicate how important a factor was, from “very important” to “not important”. In Handout C2, respondents were asked to rank their top five factors (“1” being the most important”). This change, from indicating how important each factor was to ranking only their top five, was made due to comments we heard during our first focus group in Charleston. For the second focus group, we changed this question to test the suggestion made the previous night. Regarding the temperatures participants experienced on their most recent trip, respondents indicated that other conditions such as wind, humidity, and rain, were also important factors for choosing a location and/or an ocean activity. These additional factors were added in subsequent surveys.

Overall, the biggest changes made as a result of our Charleston focus groups were related to wording, the flow of questions within and between handouts, and the ocean recreation categories. For example, “trip” was changed to “visit” for subsequent groups. The flow of questions within and between handouts was also questioned, particularly in terms of the period of time we were referring to (e.g., twelve months in Handout A to four months in Handouts B). Other comments led to changes to Handout B; we separated this handout into two handouts for subsequent groups. This increased the number of handouts to be tested from four to five.

Focus groups, Seattle, WA
5/11 – 5/12/10

What we did

Seattle was the location of our second set of focus groups. These groups were an opportunity to test the changes we made since our groups in Charleston. For each focus group, the survey instrument was broken up into five handouts. There was one moderator and two observers per group.

Handout A introduced the survey, the survey's sponsor (NOAA), defined ocean recreation for the survey, and listed activities we thought would encompass the suite of possible ocean recreation. In these groups, 13 ocean recreation categories were tested. Respondents' recall of their participation in these activities over the last 12 months was also tested (i.e., yes or no), as well as their participation in non-ocean recreation activities within the last 12 months.

Handout B1 was focused on durable equipment expenditures such as for a boat, vehicle, or second home. We had very few focus group participants who had made one of these purchases so we did not receive much feedback on this handout.

In Handout B2, we were interested in learning about how often focus group participants engaged in ocean recreation activities within the last four months. We were also interested in whether they could allocated each of day they participated to one of the 13 ocean recreation categories of interest.

Handout C1 intended to elicit feedback about questions related to their most recent "visit" to the ocean or coast. We used the term, "visit" rather than "trip," based on feedback from our Charleston focus groups. This section also collected information about the types of activities participants engaged in, which activity was the "most important" for that visit, the location of the visit, and expenditures associated with the activities they engaged in.

Handout C2 was focused on what factors contributed to a respondents' decision to recreate at a particular location. One focus group was asked to rank their top five factors. The second focus group was asked to check all factors that were important to them. Some questions were also focused on how weather conditions might influence the choice of recreation location.

What we learned

For Handout A, we received some feedback that the number of recreation categories we introduced was very long and focus group participants were skimming them rather than reading them carefully. Also, five of the categories that included visiting venues or attending events near the ocean or coast, was difficult to categorize as an "ocean activity" in many cases. For example, if a participant attending a baseball game in Seattle and that stadium is on the waterfront, we were asked whether that activity was considered an ocean activity. Due to these concerns, we decided to drop these categories for our next focus groups in New Orleans. Additionally, we received comments that it wasn't clear whether we were interested in ocean recreation that occurred within the U.S. or in other countries. Some wording changes were made in this handout and in Handout C1 to emphasize that we were interested in U.S. ocean recreation only. Lastly, we received questions about the goals of the survey from both groups and as a result, re-worded our introduction to this survey that was on the very first page.

We also received comments that overall, this and other handouts were “text heavy” and visually, hard to get through. Also, we received comments that some of the wording in questions changed throughout the handouts and a more consistent terminology was suggested to reduce confusion for respondents.

We received very little feedback for Handout B1 because very few focus group participants had purchased a boat, vehicle, or second home within the last 12 months. However, we did have one participant in each group purchase a boat and from these two individuals, it seemed that this handout was not difficult to understand or fill out.

For Handout B2, we asked participants to tell us how many days they spent engaging in an ocean recreation activity over the last four months. This was difficult for participants who engaged in several different activities during this time period or who frequently participated in activities. Respondents felt more confident about their responses for the last one or two months but less confident about responses for the last three or four months. As a result of feedback from these focus groups and those in Seattle, we changed the recall period from four months to two months for subsequent groups.

As in Charleston, we received comments about the length of the expenditure table (about three pages) in Handout C1. For the online version of the survey, only the rows relevant to the activity engaged in on a recent visit to the ocean would be seen by respondents. Therefore, this complaint will be addressed and is a product of the paper-based version of this survey. No other comments were made about this handout. We also received several questions about why we were focusing on recent visits to the ocean or coast rather than typical or favorite visits. No changes were made as a result of these questions.

In Handout C2, we learned that ranking their top five factors for choosing a particular ocean or coastal location was not a problem. For subsequent groups, we continued to ask respondents to rank their top five factors related to location choice. We also learned that our question related to whether a 5 degree change in outdoor temperatures might change the likelihood of participating in an activity, was probably too small a change to make much difference in whether to engage in a particular activity. As a result of these responses, we increased the temperature change to 20 degrees in our next set of focus groups to see how participants might respond.

Focus groups, New Orleans, LA
5/25 – 5/26/10

What we did

New Orleans was the location for our last set of focus groups. These groups were an opportunity to test the changes made as a result of our previous groups. As in Seattle, the survey instrument was broken up into five handouts. There was one moderator and up to four observers per group.

For the first night, Handout A included a longer introduction than what was presented in previous focus groups. This was done due to requests in past groups for more information related to why this data collection was important and what the information might be used for. For the second night, we removed this additional information. Also, we tested for eight ocean recreation categories rather than up to 13 in past groups. As in previous groups, we were interested in learning whether the ocean categories presented were inclusive of all ocean activities participants engaged in or were familiar with.

In Handout B, participants were asked questions about expenditures on durable items used for ocean recreation activities. As in previous groups, these items were for boats, vehicles, and second homes. Fewer than two participants in either group incurred these types of expenses within the last 12 months.

Handout B2 was focused on the number of days participants engaged in ocean recreation within the last two months and the activities they engaged in. Participants were also asked to allocate each day spent recreating to one of the eight ocean categories.

For Handout C1, participants were asked about their most recent visit to the ocean or coast to engage in recreation. Except for some wording and formatting changes, these handouts were fairly similar to the handouts used in New Orleans.

In Handout C2, participants were asked to rank their top five factors that contributed to their decision to recreate at the ocean location visited on their most recent trip. Participants in both focus groups were asked to rank these factors. This was different than in Seattle and Charleston where participants in one group were asked to rank factors while the other group was asked to indicate the importance of each factor to their decision. For the temperature-related questions, we asked participants in one group whether a 10 degree change would influence their decision to engage in an activity. In the second group, this change was increased to 20 degrees.

What we learned

In Handout A for the first focus group, we included a longer introduction to the survey (first page of the survey) than in previous groups. This introduction added information about why the survey was collecting ocean recreation information and how this information might be used. We found that this information elicited more questions than was intended. For the second focus group, we removed this information. As in previous groups in Seattle and Charleston, the introduction to the survey was focused on the information being collected and did not include ways in which this information might be used in the future. For this second focus group, a more concise, focused introduction seemed more understandable to participants and did not elicit any comments or questions.

Also, only eight ocean recreation categories were tested for these focus groups. This seemed to be an improvement from previous groups where up to 13 categories were included. Participants indicated that the eight categories we presented them were understandable and were inclusive of activities they or their friends engaged in. Lastly, it was requested by participants that we include “bayou” in our definition of “ocean recreation.”

Also, for the definition of “ocean recreation” used in the introduction, participants in New Orleans in both groups suggested we add the term, “bayou,” a local term for coastal wetlands and estuaries. We incorporated this change in subsequent versions of this survey.

Handout B1 was focused on expenses on durable items. From the few participants who had incurred these expenses within the last 12 months, they indicated that the questions and tables were understandable and included expenses they made. However, a few typos were pointed out and were updated.

Based on feedback from previous focus groups, Handout B2 was focused on ocean activities engaged in within the last two months rather than four. We found that participants were more confident about their responses related to the number of days spent recreating within the last two months. However, some of the instructions in this handout were confusing to participants. For example, participants were asked to allocate each day to one ocean activity. For days where participants engaged in more than one activity, they were asked to attribute that day to the one activity “most important” to them. Some participants found this confusing and some wording changes were made to help clarify what we were asking respondents to do for that question.

In Handout C1 related to a recent visit to the ocean, participants indicated, as in previous focus groups, that the expenditure table was too long. However, participants also indicated that it was easy to skip sections of the table that were not related to their activity. The only issue we had for this handout was related to one column of the expenditure table. Some participants were unclear whether to include themselves in the column, “number of people you paid for” for a particular expense. This question came up in both groups and this column was labeled more clearly in subsequent versions of the survey.

For Handout C2, some participants indicated that the list of factors contributing to their ocean recreation location choice, was too long. Some suggested that these factors be grouped somehow, perhaps by activity. This list of factors was reduced for subsequent versions of the survey to focus on by aggregating factors in to broader categories. In addition, participants were asked whether a change in temperature of 10 or 20 degrees might change their decision to engage in their choice of ocean activity. For New Orleans focus group participants, a 10 degree change did not seem to be as influential as a 20 degree change. They also indicated that changing their choice of activity would depend on the base temperature and which activity they were engaging in.

Cognitive interviews, San Diego, CA
6/30/10

What we did

For our first set of cognitive interviews, the version of the survey that emerged from our New Orleans focus groups were used to produce an web-based version to test in one-on-one interviews. Three sets of interviews were conducted concurrently by three different interviewers. Each interviewer conducted three interviews for a total of nine interviews in one night. Each interviewer followed an interview guide to elicit feedback on how well they understood the survey and whether the survey itself was operating correctly (i.e., whether the skip patterns were working). Seven of the interviews were “self-administered” by the interviewee (participant). That is, the participant filled out the survey by themselves. Then, the individual was interviewed after completing the survey.

Two of the interviews followed a “verbal protocol” procedure where the interviewer sat with the interviewee as they completed the survey, and the interviewee was asked to read the survey outloud and talk through their thought processes outloud. The interviewer was asked to not interact with the interviewee as he or she was talking outloud. That is, the interviewee was asked to pretend that the interviewer was not there, as if talking to him or herself. This was helpful for getting a sense of how participants were thinking about these questions, how they were answering these questions, and the flow of the survey in general.

What we learned

The time it took participants to complete the survey ranged from 10 minutes to roughly 20 minutes. As in the focus groups, very few participants purchased durable goods in the last 12 months. Of the two who did, they indicated that the questions were easy to answer. Unlike in our focus groups, we received no comments about the length of the expenditure table for their most recent visit to the ocean or coast. For the web-based survey, only rows relevant to the activity they indicated were visible to participants. This seemed to work for respondents.

Several participants indicated that the wording in the survey was “repetitive” and “verbose”. For our next set of one-on-one interviews, much of the survey’s text was updated to remove much of the repetition. Lastly, we found that some of the skip patterns in the web-based survey were not working properly. For example, some participants did not see the weather-related temperatures at the end of the survey. Also, some participants indicated that they would like to see a “back” button so that they could navigate to previous pages in the survey to review responses or to be reminded of definitions (e.g., “water contact sports”).

Cognitive interviews, Boston, MA
8/26/10

What we did

As in San Diego, three sets of interviews were conducted concurrently by three different interviewers. Each interviewer conducted three interviews. A total of nine interviews occurred in one night. Interview guides for both self-administered interviews and verbal protocols were provided to all interviewers. Changes based on what we learned in San Diego were incorporated prior to these cognitive interviews. As in San Diego, seven self-administered interviews and two verbal protocol interviews were conducted.

What we learned

The time it took participants to complete the survey ranged from 14 minutes to roughly 41 minutes. On average, it took respondents about 20-22 minutes. The participant who completed the survey in 41 minutes was dissimilar to other participants; all other respondents completed the survey in under 30 minutes. It was unclear why this participant required this length of time to complete the survey but the interviewer indicated that the participant did not seem comfortable using a computer.

Overall, we again received some comments regarding repetitive language and clumsy wording in some sections. Many of the suggestions made by these participants were incorporated after these interviews. Generally, participants seemed confident in their responses to questions. One exception was related to allocating the total number of ocean recreation days to individual ocean categories. A couple of participants indicated that this was not easy to do when several activities were engaged in during one day. Suggestions to clarify this question included reducing the number of rows in the effort (number of days) table by focusing it to just the activities that the participant indicated in the first few questions of the survey. That is, if the individual indicated that they participated in three of the eight categories in the last 12 months, then the effort table should only include these three categories. This suggestion was incorporated. Lastly, many participants indicated that in the expenditure tables, if they indicated “no” (i.e., they did not incur a particular expense), a “0” should automatically fill in for that row. Participants found it cumbersome to have to manually fill in “0”s. This change was also incorporated.

[DATE]

Dear [Mr./Mrs./Ms.] [LAST NAME],

The National Oceanic and Atmospheric Administration (NOAA), a U.S. government agency, is conducting a study to learn more about the ocean recreation activities that people like you may participate in. We are interested in hearing from everyone, regardless of whether or not you have visited the ocean or coast.

With your help, NOAA will learn more about the ocean activities that people like you enjoy, how often you participate in these activities, and if applicable, how much you spend when you are enjoying ocean activities. Collecting this information is critical for gaining a better understanding of how important our oceans and coasts are to the U.S. public.

Even if you have never visited the ocean or coast, your participation matters.

The survey will take approximately 15 minutes to complete. Your name was selected at random from other panel members who live in [STATE OF RESIDENCE]. Not everyone in your state was chosen for this study so your help is critical to its success.

If you have any questions or concerns about this study, please feel free to contact Rosemary Kosaka at Rosemary.Kosaka@noaa.gov or 831-420-3988.

My colleagues and I truly appreciate your participation and the time that you set aside to be part of this study. **Thank you in advance for your help.**

Sincerely,

Rosemary Kosaka
Project Team Coordinator
National Oceanic & Atmospheric Administration

[NOAA LOGO]

[DATE]

Dear [Mr./Mrs./Ms.] [LAST NAME],

A couple of weeks ago, you were asked to participate in a study conducted by the National Oceanic and Atmospheric Administration (NOAA), a U.S. government agency. The purpose of this study is to learn more about the ocean recreation activities that people like you may participate in. We are interested in hearing from everyone, regardless of where you live or how often you visit the ocean or coast. If you have not yet completed the survey, we ask that you do so.

With your help, NOAA will learn more about the ocean activities that people like you enjoy, how often you participate in these activities, and if applicable, how much you spend when you are enjoying ocean activities. Collecting this information is critical for gaining a better understanding of how important our oceans and coasts are to the U.S. public.

Even if you have never visited the ocean or coast, your participation matters.

The survey will take approximately 15 minutes to complete. Your name was selected at random from other panel members who live in [STATE OF RESIDENCE]. Not everyone in your state was chosen for this study so your help is critical to its success.

If you have any questions or concerns about this study, please feel free to contact Rosemary Kosaka at Rosemary.Kosaka@noaa.gov or 831-420-3988.

My colleagues and I truly appreciate your participation and the time that you set aside to be part of this study. **Thank you in advance for your help.**

Sincerely,

Rosemary Kosaka
Project Team Coordinator
National Oceanic & Atmospheric Administration

[NOAA LOGO]

[DATE]

Dear [Mr./Mrs./Ms.] [LAST NAME],

Earlier this year, you participated in a study conducted by the National Oceanic and Atmospheric Administration (NOAA), a U.S. government agency. The purpose of this study was to learn more about the ocean recreation activities that people like you enjoy. Your responses were critical to the success of this study. Thank you for your previous participation!

Today, we are contacting you to ask that you participate in this study once again. The questionnaire is nearly identical to the one you took in the past but is a little shorter. By participating again, you will help us learn about ocean recreation activities that you enjoy at different times of the year. For example, maybe your most enjoyable ocean recreation activity in the winter is walking along the beach but in the summer, swimming in the ocean is your favorite ocean activity. Collecting this information is critical for gaining a better understanding of how important our oceans and coasts are to the U.S. public.

Even if you have never visited the ocean or coast, your participation matters.

The survey will take approximately 10 minutes to complete. Your name was selected at random from other panel members who live in [STATE OF RESIDENCE]. Not everyone in your state was chosen for this study so your help is critical to its success.

If you have any questions or concerns about this study, please feel free to contact Rosemary Kosaka at Rosemary.Kosaka@noaa.gov or 831-420-3988.

My colleagues and I truly appreciate your continued participation and the time that you set aside to be part of this study. **Thank you in advance for your help.**

Sincerely,

Rosemary Kosaka
Project Team Coordinator
National Oceanic & Atmospheric Administration

[NOAA LOGO]

OMB Control No; 0648-xxxx
Expiration Date: mm/dd/yyyy

OCEAN RECREATION ACTIVITIES WITHIN THE UNITED STATES

Thank you for participating in this study funded by the National Oceanic and Atmospheric Administration (NOAA), a United States (U.S.) government agency with ocean and coastal natural resource management responsibilities. The goal of this study is to learn about the types of ocean recreation you participate in and how important these activities are to you. The information that is collected is vital for evaluating the importance of ocean and coastal recreation in your region in terms of how frequently Americans participate in ocean recreation, the number of jobs these activities support, and the revenue that is generated. Your responses will be combined with others so that all of the information you provide will remain confidential. Your participation in this important study is voluntary.

The focus of this study is **ocean recreation within the U.S. –** that is, recreation on, in, or in view of <u>oceans, bays, estuaries, coastal wetlands, saltwater bayous, or other seawater areas</u>. This study is <u>not</u> about freshwater activities associated with rivers, creeks, lakes, reservoirs, and ponds.

For this survey, **ocean recreation** includes the following activities that occur at, in, or in view of <u>oceans, bays, estuaries, coastal wetlands, saltwater bayous, or other seawater areas</u>:

- **Recreational fishing** from a boat/kayak/canoe/rowboat, from shore, or while diving or spear fishing
- **Recreational shellfishing** from a boat/kayak/canoe/rowboat, from shore, or while diving
- **Hunting waterfowl or other animals** for recreation at the ocean or coast
- **Viewing or photographing the ocean** – including ocean features such as waves and wildlife such as birds, whales, or sea lions – from a boat/kayak/canoe/ rowboat, from shore, or from a car
- **Beachcombing, tidepooling, or collecting items** such as shells, rocks, fossils, or driftwood
- **Water contact sports** such as swimming, surfing, wind surfing, body surfing, skimboarding, snorkeling, diving (not associated with fishing), kitesurfing, or jet skiing
- **Boating and associated activities** such as sailing, kayaking, canoeing, motorized boating, water skiing, wake boarding, or tubing
- **Outdoor activities not involving water contact –** that <u>you chose to do at the ocean or coast because of the view or access to the water</u> – such as sunbathing, building sandcastles, walking, running, hiking, biking, rollerblading, skateboarding, volleyball, frisbee, kite flying, kite buggies, parasailing, hang gliding, horseback riding, camping, or bonfires

Q1. Did you participate in **ocean recreation** within the U.S. over the past 12 months?

[Instruction text: Please check one.]

- o Yes
- o No

[IF Q1 = "NO", GO TO SECTION 5]

[SHOW IF Q1 = "YES"]
Q2. Which **ocean activities** did you participate in over the past 12 months?

[Instruction text: Please check all that apply.]

- o Recreational fishing
- o Recreational shellfishing
- o Hunting waterfowl or other animals
- o Viewing or photographing the ocean
- o Beachcombing, tidepooling, or collecting items
- o Water contact sports
- o Boating and associated activities
- o Outdoor activities not involving water contact
- o Other, please specify ____

[DROPDOWN BOX WITH COASTAL STATES; SHOW IF Q1 = "YES"]
Q3. Within the U.S., in which state or U.S. territory did you do most or all of your **ocean recreation** in the past 12 months?

[Instruction text: Please select your answer from the list below.]

Alabama
Alaska
California
Connecticut
Delaware
Florida
Georgia
Hawaii
Louisiana
Maine
Maryland
Massachusetts
Mississippi
New Jersey
New York

North Carolina
Oregon
Pennsylvania
Rhode Island
South Carolina
Texas
Virginia
Washington
American Samoa
Commonwealth of the Northern Mariana Islands (CNMI)
Guam
Puerto Rico
U.S. Virgin Islands (USVI)

EXPENSES ON DURABLE ITEMS RELATED TO OCEAN RECREATION

In this section, we will ask you some questions about big ticket items such as a boat, a vehicle, or a second home.

Q4. Do you own a **boat(s)** (such as a kayak, canoe, motorboat, or sailboat) that you used for ocean recreation in the past 12 months?

[Instruction text: Please check one.]

- o Yes
- o No

[SHOW IF Q4 = "YES"]
Q5. When using this boat(s) for ocean recreation, which one activity was most enjoyable to you?

[Instruction text: Please choose one.]

[LIST RESPONSES FROM Q2 HERE]
- o Recreational fishing
- o Recreational shellfishing
- o Hunting waterfowl or other animals
- o Viewing or photographing the ocean
- o Beachcombing, tidepooling, or collecting items
- o Water contact sports
- o Boating and associated activities
- o Outdoor activities not involving water contact
- o Other, please specify ____

[SHOW IF Q4 = "YES"]
Q6. How long is the boat you used most often for ocean recreation?

[Instruction text: Please type a number for your answer.]

_________ feet

[SHOW IF Q4= "YES"]
Q7. Does this boat have an engine?

[Instruction text: Please check one.]

- o Yes
- o No

[SHOW IF Q7 = "YES"]
Q8. Please tell us the horsepower of this motorized boat.

[Instruction text: Please type a number for your answer.]

____________ horsepower

[SHOW IF Q4 = "YES"]
Q9. Approximately how much did you **personally spend** on boats and boating accessories in the past 12 months? If you own more than one boat used for ocean recreation, please include expenses for all of these boats.

[Instruction text: Please type a number for each expense you made and select all that apply.]

[INSERT DROPDOWN WITH ALL STATES FOR COLUMN, "STATE WHERE PURCHASE WAS MADE"]

Type of expense	Did you purchase this item(s)?	Your expenses	State where purchase was made	Was this purchase financed?	Purchased new or used?	Purchased from whom?
Purchase of a motorized boat including accessories purchased with the boat **[THIS ROW SHOULD ONLY APPEAR IF Q7="YES"]**	o Yes o No	$ ______	________	o Yes o No	o New o Used	o Store, broker, or dealer o Private party
Purchase of a non-motorized boat (canoe, kayak, etc.)	o Yes o No	$ ______	________	o Yes o No	o New o Used	o Store, broker, or dealer o Private party
Boat accessories purchased separate from the boat	o Yes o No	$ ______	________	o Yes o No	o New o Used	o Store, broker, or dealer o Private party
Boat mooring, haul out, launch, or storage fees	o Yes o No	$ ______	________			
Boat or trailer maintenance or repairs	o Yes o No	$ ______	________			
Boat or trailer license or registration	o Yes o No	$ ______	________			
Boat insurance	o Yes o No	$ ______	________			

[SHOW IF Q4 = "YES"]
Q10. When you used your boat(s) during the last 12 months, what percentage of this time was your boat(s) used for ocean recreation (rather than for recreation on a lake, river, etc.)?

[Instruction text: Please type a number for your answer.]

__________ % of the time I used my boat(s), I used it for ocean recreation.

Q11. Do you own a **vehicle(s)** (such as a car, truck, motorhome or RV, off-road vehicle, motorcycle, etc.) that you used for ocean recreation in the past 12 months? For example, a car you used to travel to and from the ocean, or a truck used to pull a boat.

[Instruction text: Please check one.]

- Yes
- No

[SHOW IF Q11 = "YES"]
Q12. When using this vehicle(s) for ocean recreation, which one activity was most enjoyable to you?

[Instruction text: Please choose one.]

[LIST RESPONSES FROM Q2 HERE]

- Recreational fishing
- Recreational shellfishing
- Hunting waterfowl or other animals
- Viewing or photographing the ocean
- Beachcombing, tidepooling, or collecting items
- Water contact sports
- Boating and associated activities
- Outdoor activities not involving water contact
- Other, please specify ____

[SHOW IF Q11 = "YES"]
Q13. Approximately how much did you **personally spend** on this vehicle(s) in the past 12 months? If you own more than one vehicle used for ocean recreation, please include expenses for all of these vehicles.

[Instruction text: Please type a number for each expense you made and select all that apply.]

[INSERT DROPDOWN WITH ALL STATES FOR COLUMN, "STATE WHERE PURCHASE WAS MADE"]

Type of expense	Did you purchase this item(s)?	Your expenses	State where purchase was made	Was this purchase financed?	Purchased new or used?	Purchased from whom?
Purchase of a vehicle(s) (car, truck, RV, ATV, etc.)	o Yes o No	$ _______	_________	o Yes o No	o New o Used	o Broker, dealer, or store o Private party
Repair and maintenance for vehicle(s)	o Yes o No	$ _______	_________			
Insurance for vehicle(s)	o Yes o No	$ _______	_________			

[SHOW IF Q11 = "YES"]
Q14. When you used your vehicle(s) during the last 12 months, what percentage of this time was your vehicle(s) used for ocean recreation (rather than for commuting, driving to a lake, etc.)?

[Instruction text: Please type a number for your answer.]

_________ % of the time used my vehicle(s), I used it for ocean recreation.

Q15. Do you own a **second home(s)** (such as a cabin, timeshare, or vacation home) that you used for ocean recreation in the past 12 months?

[Instruction text: Please check one.]

o Yes
o No

[SHOW IF Q15 = "YES"]
Q16. When staying at this second home(s), which <u>one activity</u> was most enjoyable to you?

[Instruction text: Please choose one.]

[LIST RESPONSES FROM Q2 HERE]
- o Recreational fishing
- o Recreational shellfishing
- o Hunting waterfowl or other animals
- o Viewing or photographing the ocean
- o Beachcombing, tidepooling, or collecting items
- o Water contact sports
- o Boating and associated activities
- o Outdoor activities not involving water contact
- o Other, please specify ____

[DROPDOWN BOX WITH COASTAL STATES; SHOW IF Q15 = "YES"]
Q17. For the second home you **used most often**, in which <u>state or U.S. territory</u> is it located?

[Instruction text: Please select your answer from the list below.]

Not located within the U.S.
Alabama
Alaska
California
Connecticut
Delaware
Florida
Georgia
Hawaii
Louisiana
Maine
Maryland
Massachusetts
Mississippi
New Jersey
New York
North Carolina
Oregon
Pennsylvania
Rhode Island
South Carolina
Texas
Virginia
Washington
American Samoa

Commonwealth of the Northern Mariana Islands (CNMI)
Guam
Puerto Rico
U.S. Virgin Islands (USVI)

[SHOW IF Q15 = "YES"]
Q18. In the **past 12 months**, approximately how much did you personally spend on this second home? If you own more than one second home used for ocean recreation, please include expenses for the one second home that you used the most.

[Instruction text: Please type a number for each expense you made and select all that apply.]

[INSERT DROPDOWN WITH ALL STATES FOR COLUMN, "STATE WHERE PURCHASE WAS MADE"]

Type of expense	Did you purchase this item(s)?	Your expenses	Was this purchase financed?	Purchased new or used?	Purchased from whom?
Purchase of this second home	o Yes o No	$ _______	o Yes o No	o New o Used	o Real estate agent o Homeowner
Repair and maintenance for this second home (including condo fees)	o Yes o No	$ _______			
Insurance for this second home	o Yes o No	$ _______			

[SHOW IF Q15 = "YES"]
Q19. When you used your second home during the last 12 months, what percentage of this time was your second home used for ocean recreation?

[Instruction text: Please type a number for your answer.]

_________ % of the time I used my second home, I used it for ocean recreation.

PARTICIPATION IN OCEAN RECREATION ACTIVITIES WITHIN THE U.S.

We would like to learn about how often you participate in ocean activities and any associated expenses you might have.

Q20. Did you participate in any **ocean recreation** <u>within the U.S.</u> in **[MONTH 1]** or **[MONTH 2]**?

[Instruction text: Please check one.]

- o Yes
- o No

[IF Q20 = "NO", GO TO SECTION 5]

Q21. How many <u>days</u> in **[MONTH 1] AND [MONTH 2]** did you participate in ocean recreation?

[Instruction text: For each month below, please type a number for your answer and count partial days as full days.]

Number of days in	
[MONTH1]	[MONTH2]
__________	__________

Q22. You mentioned that you spent **[DAYS FROM Q21]** days in **[MONTH1]** and **[DAYS FROM Q21]** days in **[MONTH2]** participating in ocean recreation. In the table below, please assign <u>each of these days</u> to an ocean activity.

If you participated in **more than one activity on a single day,** please attribute that day to the <u>one activity</u> that was <u>most enjoyable</u> to you.

For instance, if you went shellfishing and wildlife viewing on the same day but shellfishing was more enjoyable to you, assign that day to "Recreational shellfishing."

[IN THE TABLE BELOW, SHOW ONLY ROWS THAT COINCIDE WITH RESPONSES FROM Q2]

Ocean Recreation Activity (within the U.S.)	***Number of days in***	
	[MONTH1]	**[MONTH2]**
Recreational fishing		
Recreational shellfishing		
Hunting waterfowl or other animals		
Viewing or photographing the ocean		
Beachcombing, tidepooling, or collecting items		
Water contact sports		
Boating and associated activities		
Outdoor activities not involving water contact		
Other, please specify ___________________________________		
TOTAL NUMBER OF DAYS IN FROM Q21; RESPONDENTS DO NOT SEE THIS ROW.	**[SUM OF THIS COLUMN SHOULD EQUAL Q21]**	**[SUM OF THIS COLUMN SHOULD EQUAL Q21]**

[LAST ROW IN THIS TABLE WILL NOT BE SEEN BY RESPONDENTS. IT IS INTENDED TO CHECK THAT THE NUMBER OF DAYS INCLUDED IN THIS TABLE EQUALS THE NUMBER OF DAYS STATED IN Q21. IF THESE NUMBERS ARE NOT THE SAME, SHOW A PROMPT THAT ASKS RESPONDENTS TO "PLEASE ADJUST THE NUMBER OF DAYS SO THAT THEY EQUAL THE NUMBER OF DAYS YOU MENTIONED FOR [MONTH1] AND [MONTH2]." SHOW PROMPT ONLY ONCE.]

[DROPDOWN BOX WITH COASTAL STATES]
Q23. In which state or U.S. territory did you spend the most time participating in ocean recreation?

[Instruction text: Please select your answer from the list below.]

Alabama
Alaska
California
Connecticut
Delaware
Florida
Georgia
Hawaii
Louisiana
Maine
Maryland
Massachusetts
Mississippi
New Jersey
New York
North Carolina
Oregon
Pennsylvania
Rhode Island
South Carolina
Texas
Virginia
Washington
American Samoa
Commonwealth of the Northern Mariana Islands (CNMI)
Guam
Puerto Rico
U.S. Virgin Islands (USVI)

Q24_INTRO. [EXPENDITURES ON SEMI-DURABLE ITEMS]

In the following table, we would like to learn about equipment or gear that you may have purchased (not rented) in **[MONTH1]** and **[MONTH2]** for ocean activities.

We will not ask you about food, drinks, rental equipment or gear, fuel costs, or other items that you may have purchased or used on your most recent visit to the ocean. These items will be included in the next section.

[ONLY ONE OF THE FOLLOWING TABLES (Q24A-Q24H) WILL BE SHOWN TO A RESPONDENT. THE TABLE DISPLAYED WILL BE BASED ON THE ACTIVITY IN Q22 THAT HAD THE HIGHEST NUMBER OF DAYS. IF MULTIPLE ACTIVITIES HAVE THE SAME HIGHEST NUMBER OF DAYS, RANDOMLY SELECT ONE FROM THESE ACTIVITIES. IF "OTHER" HAS THE HIGHEST NUMBER OF DAYS, GO TO Q24E.]

[SHOW IF "RECREATIONAL FISHING" HAS THE HIGHEST NUMBER OF DAYS IN Q22]
Q24a. Approximately how much did you personally spend on the following items in **[MONTH1]** and **[MONTH2]**?

Recreational fishing:

[INSERT DROPDOWN WITH ALL STATES FOR COLUMN, "STATE WHERE MOST OF YOUR PURCHASES WERE MADE"]

Type of expense	Did you purchase this item(s)?	Your expenses	State where most of your expenses were made	% of time used for ocean recreation *(0-100%)*
Rods, poles, reels, and components for rodmaking	o Yes o No	$ ________	__________	_________%
Tackle and gear such as lures, hooks, sinkers, fishing line, tackle boxes, nets, knives, gaffs, etc.	o Yes o No	$ ________	__________	_________%
Clothing used for fishing such as foul weather gear, boots, waders, etc.	o Yes o No	$ ________	__________	_________%
Wetsuits, booties, etc.	o		__________	
Binoculars, field glasses, cameras, video cameras, etc.	o Yes o No	$ ________	__________	_________%
Camping equipment such as sleeping bags, packs, tents, etc.	o Yes o No	$ ________	__________	_________%
Saltwater fishing licenses, fees, or stamps	o Yes o No	$ ________	__________	_________%
Magazine, newspaper, and electronic subscriptions related to this activity	o Yes o No	$ ________	__________	_________%
Dues or contributions to *clubs* related to this activity	o Yes o No	$ ________	__________	_________%
Dues or contribution to *nonprofit organizations* related to this activity	o Yes o No	$ ________	__________	_________%
Other equipment or gear, please specify____________	o Yes o No	$ ________	__________	_________%

[SHOW IF "RECREATIONAL SHELLFISHING" HAS THE HIGHEST NUMBER OF DAYS IN Q22]
Q24b. Approximately how much did you personally spend on the following items in **[MONTH1]** and **[MONTH2]**?

Recreational shellfishing:

[INSERT DROPDOWN WITH ALL STATES FOR COLUMN, "STATE WHERE MOST OF YOUR PURCHASES WERE MADE"]

Type of expense	Did you purchase this item(s)?	Your expenses	State where most of your expenses were made	% of time used for ocean recreation *(0-100%)*
Rakes, baskets, cages	o Yes o No	$ ________	__________	_________%
Gear such as poles, buckets, nets, knives, etc.	o Yes o No	$ ________	__________	_________%
Clothing such as foul weather gear, boots, waders, gloves, etc.	o Yes o No	$ ________	__________	_________%
Wetsuits, booties, etc.	o Yes o No	$ ________	__________	_________%
Camping equipment such as sleeping bags, packs, tents, etc.	o Yes o No	$ ________	__________	_________%
Saltwater shellfishing licenses, fees, or stamps	o Yes o No	$ ________	__________	_________%
Magazine, newspaper, and electronic subscriptions related to this activity	o	$ ________	__________	_________%
Contributions or dues to *clubs* related to this activity	o	$ ________	__________	_________%
Contributions to *nonprofit organizations* related to this activity	o Yes o No	$ ________	__________	_________%
Other equipment or gear, please specify_____________	o Yes o No	$ ________	__________	_________%

[SHOW IF "HUNTING WATERFOWL OR OTHER ANIMALS" HAS THE HIGHEST NUMBER OF DAYS IN Q22]

Q24c. Approximately how much did you personally spend on the following items in **[MONTH1]** and **[MONTH2]**?

Hunting waterfowl or other animals:

[INSERT DROPDOWN WITH ALL STATES FOR COLUMN, "STATE WHERE MOST OF YOUR PURCHASES WERE MADE"]

Type of expense	Did you purchase this item(s)?	Your expenses	State where most of your expenses were made	% of time used for ocean recreation *(0-100%)*
Shotgun, muzzleloader, ammunition, etc.	o Yes o No	$ ________	__________	_________%
Bows, arrows, etc.	o Yes o No	$ ________	__________	_________%
Decoys or game calls	o Yes o No	$ ________	__________	_________%
Telescopic sights	o Yes o No	$ ________	__________	_________%
Clothing for hunting such as waders, etc.	o Yes o No	$ ________	__________	_________%
Hunting dogs and associated costs	o Yes o No	$ ________	__________	_________%
Processing or taxidermy fees	o Yes o No	$ ________	__________	_________%
Binoculars, field glasses, cameras, video cameras, etc.	o Yes o No	$ ________	__________	_________%
Camping equipment such as sleeping bags, packs, tents, etc.	o Yes o No	$ ________	__________	_________%
Hunting licenses, fees, duck stamps, etc.	o Yes o No	$ ________	__________	_________%
Dues or contributions to *clubs* related to this activity	o Yes o No	$ ________	__________	_________%
Dues or contributions to *nonprofit organizations* related to this activity	o Yes o No	$ ________	__________	_________%
Other equipment or gear, please specify____________	o Yes o No	$ ________	__________	_________%

[SHOW IF "VIEWING OR PHOTOGRAPHING THE OCEAN" HAS THE HIGHEST NUMBER OF DAYS IN Q22]
Q24d. Approximately how much did you personally spend on the following items in **[MONTH1]** and **[MONTH2]**?

Viewing or photographing the ocean:

[INSERT DROPDOWN WITH ALL STATES FOR COLUMN, "STATE WHERE MOST OF YOUR PURCHASES WERE MADE"]

Type of expense	Did you purchase this item(s)?	Your expenses	State where most of your expenses were made	% of time used for ocean recreation *(0-100%)*
Binoculars, field glasses, etc.	o Yes o No	$ ________	__________	_________%
Cameras, video cameras, lenses, tripods, etc.	o Yes o No	$ ________	__________	_________%
Field guides or charts for identifying ocean or coastal features, animals, or plants	o Yes o No	$ ________	__________	_________%
Clothing used for these activities such as hats, etc.	o	$ ________	__________	_________%
Camping equipment such as sleeping bags, packs, tents, etc.	o Yes o No	$ ________	__________	_________%
Licenses, permits, or fees related to these activities	o Yes o No	$ ________	__________	_________%
Magazine, newspaper, and electronic subscriptions related to these activities	o Yes o No	$ ________	__________	_________%
Dues or contributions to *clubs* related to these activities	o Yes o No	$ ________	__________	_________%
Dues or contributions to *nonprofit organizations* related to these activities	o	$ ________	__________	_________%
Other equipment or gear, please specify____________	o Yes o No	$ ________	__________	_________%

[SHOW IF "BEACHCOMBING, TIDEPOOLING, OR COLLECTING ITEMS" HAS THE HIGHEST NUMBER OF DAYS IN Q22]
Q24e. Approximately how much did you <u>personally spend</u> on the following items in **[MONTH1]** and **[MONTH2]**?

<u>Beachcombing, tidepooling, or collecting items:</u>

[INSERT DROPDOWN WITH ALL STATES FOR COLUMN, "STATE WHERE MOST OF YOUR PURCHASES WERE MADE"]

Type of expense	**Did you purchase this item(s)?**	**Your expenses**	**State where most of your expenses were made**	**% of time used for ocean recreation *(0-100%)***
Equipment or gear used for this activity such as a metal detector, buckets, etc.	o Yes o No	$ ________	_________	_________%
Clothing used for this activity such as water shoes, etc.	o Yes o No	$ ________	_________	_________%
Binoculars, field glasses, cameras, video cameras, etc.	o Yes o No	$ ________	_________	_________%
Field guides, tide tables, etc.	o Yes o No	$ ________	_________	_________%
Licenses, permits, or fees related to these activities	o Yes o No	$ ________	_________	_________%
Magazine, newspaper, and electronic subscriptions related to these activities	o Yes o No	$ ________	_________	_________%
Dues or contributions to *clubs* related to this activity.	o Yes o No	$ ________	_________	_________%
Dues or contributions to *nonprofit organizations* related to this activity	o Yes o No	$ ________	_________	_________%
Other equipment or gear, please specify____________	o Yes o No	$ ________	_________	_________%

[SHOW IF "WATER CONTACT ACTIVITIES" HAS THE HIGHEST NUMBER OF DAYS IN Q22]
Q24f. Approximately how much did you personally spend on the following items in **[MONTH1]** and **[MONTH2]**?

Water contact activities:

[INSERT DROPDOWN WITH ALL STATES FOR COLUMN, "STATE WHERE MOST OF YOUR PURCHASES WERE MADE"]

Type of expense	Did you purchase this item(s)?	Your expenses	State where most of your expenses were made	% of time used for ocean recreation *(0-100%)*
Clothing for these activities such as swimsuit, swim cap, hat, water shoes, etc.	o Yes o No	$ ________	__________	_________%
Wetsuit, booties, rash guard, etc.	o Yes o No	$ ________	__________	_________%
Life jacket, other safety items	o Yes o No	$ ________	__________	_________%
Equipment or gear for *swimming or body surfing* such as goggles, kickboard, fins, etc.	o Yes o No	$ ________	__________	_________%
Equipment or gear for *surfing* such as a surfboard, leash, wax, etc.	o Yes o No	$ ________	__________	_________%
Equipment or gear for *boogie boarding* such as boogie board, fins, etc.	o Yes o No	$ ________	__________	_________%
Equipment or gear for *skimboarding* such as a skimboard, traction pad, etc.	o Yes o No	$ ________	__________	_________%
Equipment or gear for *snorkeling, scuba diving, or free diving* such as a snorkel, mask, weights, fins, buoyancy compensator, etc.	o Yes o No	$ ________	__________	_________%
Equipment or gear for *windsurfing* such as a board, mast, sail, booms, etc.	o Yes o No	$ ________	__________	_________%
Equipment or gear for	o Yes	$ ________	__________	_________%

kitesurfing or kite buggying such as an inflatable kite, kite buggy, etc.	o No			
Equipment or gear for *jet skiing* such as a jet ski, jet ski cover, etc.	o Yes o No	$ ________	_________	_________%
Binoculars, field glasses, cameras, video cameras, etc.	o Yes o No	$ ________	_________	_________%
Field guides, tide tables, charts, etc. used for these activities	o Yes o No	$ ________	_________	_________%
Licenses, permits, or certifications related to these activities	o Yes o No	$ ________	_________	_________%
Magazine, newspaper, and electronic subscriptions related to these activities	o Yes o No	$ ________	_________	_________%
Dues or contributions to *clubs* related to these activities	o Yes o No	$ ________	_________	_________%
Dues or contributions to *nonprofit organizations* related to these activities such as Surfrider, etc.	o	$ ________	_________	_________%
Other equipment or gear, please specify____________	o Yes o No	$ ________	_________	_________%

[SHOW IF "BOATING AND ASSOCIATED ACTIVITIES" HAS THE HIGHEST NUMBER OF DAYS IN Q22]

Q24g. Approximately how much did you personally spend on the following items in **[MONTH1]** and **[MONTH2]**?

Boating and associated activities:

[INSERT DROPDOWN WITH ALL STATES FOR COLUMN, "STATE WHERE MOST OF YOUR PURCHASES WERE MADE"]

Type of expense	Did you purchase this item(s)?	Your expenses	State where most of your expenses were made	% of time used for ocean recreation *(0-100%)*
Clothing for these activities such as hats, water shoes, etc.	o Yes o No	$ ________	__________	_________%
Wetsuit, booties, rash guard, etc.	o Yes o No	$ ________	__________	_________%
Life jacket, other safety items	o Yes o No	$ ________	__________	_________%
Equipment or gear for *water skiing* such as water skis, helmets, bindings, etc.	o Yes o No	$ ________	__________	_________%
Equipment or gear for *wakeboarding* such as wakeboard, board bags, helmets, bindings, etc.	o Yes o No	$ ________	__________	_________%
Equipment or gear for *tubing* such as tube, tow line, etc.	o Yes o No	$ ________	__________	_________%
Binoculars, field glasses, cameras, video cameras, etc.	o Yes o No	$ ________	__________	_________%
Field guides, tide tables, etc.	o Yes o No	$ ________	__________	_________%
Magazine, newspaper, and electronic subscriptions related to these activities	o Yes o No	$ ________	__________	_________%
Dues or contributions to *clubs* related to these activities	o Yes o No	$ ________	__________	_________%
Dues or contributions to *nonprofit organizations* related to these activities	o Yes o No	$ ________	__________	_________%

Other equipment or gear, please specify_____________	o Yes o No	$ _________	__________	__________%

[SHOW IF "OUTDOOR ACTIVITIES NOT INVOLVING WATER CONTACT" HAS THE HIGHEST NUMBER OF DAYS IN Q22]

Q24h. Approximately how much did you personally spend on the following items in **[MONTH1]** and **[MONTH2]**?

Outdoor activities not involving water contact:

[INSERT DROPDOWN WITH ALL STATES FOR COLUMN, "STATE WHERE MOST OF YOUR PURCHASES WERE MADE"]

Type of expense	Did you purchase this item(s)?	Your expenses	State where most of your expenses were made	% of time used for ocean recreation *(0-100%)*
Clothing for these activities such as hats, swimsuit, hiking boots, running shoes, biking gloves, riding boots, etc.	o Yes o No	$ ________	__________	_________%
Equipment or gear purchased for *sunbathing* such as sunscreen, towel, etc.	o Yes o No	$ ________	__________	_________%
Equipment or gear purchased for *walking, running, or hiking* such as hiking poles, compass, pedometer, etc.	o Yes o No	$ ________	__________	_________%
Equipment or gear for *biking* such as a bike, lock, helmet, tire pump, etc.	o Yes o No	$ ________	__________	_________%
Equipment or gear purchased for *rollerblading, skateboarding, or roller skating* such as rollerblades, skateboard, knee pads, helmet, wheels, bearings, etc.	o Yes o No	$ ________	__________	_________%
Equipment or gear for activities for *beach volleyball, frisbee, kite flying, etc*. such as volleyballs, nets, kites, equipment bags, etc.	o Yes o No	$ ________	__________	_________%

Equipment or gear for *parasailing or hang gliding* such as parasails, harness, windsocks, wind meters, parachutes, etc.	o Yes o No	$ ________	________	________%
Equipment or gear for *camping* such as tents, packs, sleeping bags, etc.	o Yes o No	$ ________	________	________%
Equipment or gear for *horseback riding* such as halters, leads, crops, brushes, helmets, etc.	o Yes o No	$ ________	________	________%
Horse maintenance costs, stable fees, etc.	o Yes o No	$ ________	________	________%
Binoculars, field glasses, cameras, video cameras, etc.	o Yes o No	$ ________	________	________%
Field guides, maps, etc.	o Yes o No	$ ________	________	________%
Magazine, newspaper, and electronic subscriptions related to these activities	o Yes o No	$ ________	________	________%
Dues or contributions to *clubs* related to these activities	o Yes o No	$ ________	________	________%
Dues or contributions to *nonprofit organizations* related to these activities	o Yes o No	$ ________	________	________%
Other equipment or gear, please specify____________	o Yes o No	$ ________	________	________%

MOST RECENT OCEAN RECREATION WITHIN THE U.S.

In this last section, we would like to learn about your **most recent** ocean recreation activity that you participated in within the U.S.

Q25. Did you participate in your most recent ocean activity during a longer trip where you spent one or more nights away from your permanent or seasonal residence?

[Instruction text: Please check one.]

- o Yes
- o No

[SHOW IF Q25 = "YES"]
Q26. How many nights were you away from your residence on this trip?

[Instruction text: Please type a number for your answer.]

_________ nights away from residence

[SHOW IF Q25 = "YES"]
Q27. How many days of this trip did you engage in ocean recreation?

[Instruction text: Please type a number for your answer and count partial days as full days.]

_________ days engaged in ocean recreation

Q28. Sometimes people go to the ocean specifically for recreation. Other times they may engage in some ocean recreation while they are at or near the ocean for another reason such as for a business trip.

What was the main reason for your visit to the ocean or coast?

[Instruction text: Please check one.]

- o Pleasure
- o Business
- o Other, please specify ___________________________

Q29. Sometimes people participate in more than one recreation activity when they visit the ocean or coast. Please check all of the ocean recreation activities that you participated in during your most recent visit.

[Instruction text: Please check all that apply.]

[LIST ONLY ACTIVITIES THAT COINCIDE WITH A NON-ZERO RESPONSE FROM Q22.]

- Recreational fishing
- Recreational shellfishing
- Hunting waterfowl or other animals
- Viewing or photographing the ocean
- Beachcombing, tidepooling, or collecting items
- Water contact sports
- Boating and associated activities
- Outdoor activities not involving water contact
- Other, please specify ______________________________

Q30. Of the activities you participated in, which **one activity** was the most enjoyable to you?

[Instruction text: Please check one.]

[LIST ONLY ACTIVITIES CHOSEN IN Q29.]

- Recreational fishing
- Recreational shellfishing
- Hunting waterfowl or other animals
- Viewing or photographing the ocean
- Beachcombing, tidepooling, or collecting items
- Water contact sports
- Boating and associated activities
- Outdoor activities not involving water contact
- Other, please specify ______________________________

[DROPDOWN BOX WITH COASTAL STATES]
Q31. In which state or U.S. territory did you engage in this activity?

[Instruction text: Please select your answer from the list below.]

Alabama
Alaska
California
Connecticut
Delaware
Florida
Georgia
Hawaii
Louisiana
Maine
Maryland
Massachusetts
Mississippi
New Jersey
New York
North Carolina
Oregon
Pennsylvania
Rhode Island
South Carolina
Texas
Virginia
Washington
American Samoa
Commonwealth of the Northern Mariana Islands (CNMI)
Guam
Puerto Rico
U.S. Virgin Islands (USVI)

Q32a. In which city or town did you engage in this activity?

[Instruction text: Please select your answer from the list below.]

[SHOW DROPDOWN MENU OF COASTAL CITIES BASED ON STATE SELECTED IN Q31.]

- I don’t know or don’t remember.

[SHOW IF Q32A = "I DON'T KNOW OR DON'T REMEMBER."]
Q32b. In which coastal county or parish did you engage in this activity?

[Instruction text: Please select your answer from the list below.]

[SHOW DROPDOWN MENU OF COASTAL COUNTIES/PARISHES BASED ON STATE SELECTED IN Q31.]

- I don't know or don't remember.

Q33. Which mode(s) of transportation did you use to get to and from **[TEXT OF LOCATION FROM Q32A/B OR Q31 IF THEY DID NOT ANSWER Q32A/B OR "THIS COASTAL LOCATION" IF Q31/Q32A/B REFUSED]**?

[Instruction text: Please check all that apply.]

- Personal car, rental car, taxi, or carpool
- Bus
- Train or subway
- Motorcycle or scooter
- Bike
- Boat
- Airplane
- Walk
- Other, please specify ______________________________

Q34. In the table below, please indicate **how much you personally spent** on each item that you purchased or rented during your most recent visit to the ocean or coast. Please include expenses for your entire trip away from home, not just the time you spent recreating at the ocean.

[Instruction text: Please type a number for each expense you made and people you paid for.]

I did not have any expenses during my most recent visit to the ocean or coast. x
[IF THE ABOVE STATEMENT IS CHECKED, "0"S WILL AUTOMATICALLY BE FILLED IN FOR THIS TABLE.]

[IN THE TABLE BELOW, SHOW ONLY THE ROWS THAT ARE ASSOCIATED WITH THE OCEAN ACTIVITY INDICATED IN Q30. FOR EXAMPLE, IF THEY INDICATED "WATER CONTACT ACTIVITIES" IN Q30, THE ROWS FOR THIS ACTIVITY WILL POP UP. IN ADDITION TO THE OCEAN ACTIVITY CHOSEN, "TRANSPORTATION," "LODGING," "FOOD AND DRINK," "OTHER EQUIPMENT" AND "OTHER EXPENSES" SHOULD POP-UP FOR ALL RESPONDENTS. THE "OTHER ACTIVITY" ROW WOULD ONLY POP-UP IF "OTHER ACTIVITY" WAS CHECKED IN Q30.]

	Type of expense	**Did you purchase this item(s)?**	**Your expenses for this visit or trip**
Transportation	Fuel cost – car, truck, or RV	o Yes o No	*$*
	Rental cost – car, truck, or RV	o Yes o No	*$*
	Other transportation such as bus, taxi, airline, subway fare, ferry, etc.	o Yes o No	*$*
	Parking, beach, or site access fees	o Yes o No	*$*
	Other transportation fees such as carbon offsets, etc., please specify: ______________________	o Yes o No	*$*
Lodging	Lodging such as a hotel, campground, trailer park, cabin, vacation rental, timeshare, etc.	o Yes o No	*$*
	All-inclusive vacation package for a resort location within the U.S. or a U.S. territory, or a cruise ship that departed from the U.S. or a U.S. territory	o Yes o No	*$*
Food and drink	Restaurants, bars, cafes, or snack shacks	o Yes o No	*$*
	Grocery stores or convenience stores	o Yes o No	*$*
	Other food and drink, please specify: ______________________________	o Yes o No	*$*

Recreational fishing	Rental cost for a boat, kayak, canoe, etc.	o Yes o No	$
	Boat fuel or lubricants	o Yes o No	$
	Fishing bait and ice	o Yes o No	$
	Party, charter, or guide fees	o Ye o No	$
	Fish filleting fee	o Yes o No	$
	Processing, taxidermy, freezing, or shipping	o Yes o No	$
	Other activity-related equipment or gear, please specify: ____________________________	o Yes o No	$
Recreational shellfishing	Rental cost for a boat, kayak, canoe, etc.	o Yes o No	$
	Boat fuel or lubricants	o Yes o No	$
	Shellfishing bait and ce	o Yes o No	$
	Rented shellfishing equipment or gear such as wetsuits, diving gear, snorkel, mask, etc.	o Yes o No	$
	Party, charter, or guide fees (including tips)	o Yes o No	$
	Shellfish cleaning or dressing fee paid to charter operator or crew	o Yes o No	$
	Processing, taxidermy, freezing, or shipping	o Yes o No	$
	Other recreational shellfishing supplies, please specify: ____________________________	o Yes o No	$

Hunting waterfowl or other animals	Rented hunting equipment or gear	o Yes o No	*$*
	Other activity-related equipment or gear, please specify: ___________________________	o Yes o No	*$*
Viewing and photography	Whale or other wildlife watching boat fees (including tips)	o Yes o No	*$*
	Rental fees for sailboat or other boat	o Yes o No	*$*
	Other activity-related equipment or gear, please specify: ___________________________	o Yes o No	*$*
Water contact activities	Rented equipment or gear for snorkeling or diving such as fins, masks, wetsuit, etc.	o Yes o No	*$*
	Rented equipment or gear for surfing, windsurfing, or skimboarding such as a surfboard, wetsuit, etc.	o Yes o No	*$*
	Rented equipment or gear for kayaking , canoeing, or rowing	o Yes o No	*$*
	Other activity-related equipment or gear,, please specify: ____________________________	o Yes o No	*$*
Boating activities	Rental cost for a boat, kayak, canoe, etc.	o Yes o No	*$*
	Rented equipment or gear for activities such as waterskiing, wakeboarding, or tubing	o Yes o No	*$*
	Rental equipment or gear for kayaking , canoeing, rowing, or sailing	o Yes o No	*$*
	Fuel cost	o Yes o No	*$*
	Other activity-related equipment or gear,please specify: __________________________	o Yes o No	*$*

Activities not involving water contact	Rented equipment or gear for activities in ocean areas such as walking, hiking, rollerblading, biking, skateboarding, or horseback riding	o Yes o No	***$***
	Rented equipment or gear for games or sports in ocean areas such as a volleyball or frisbee	o Yes o No	***$***
	Horseback riding fees	o Yes o No	***$***
	Camping equipment or gear	o Yes o No	***$***
	Other activity-related equipment or gear,, please specify: ______________________________	o Yes o No	***$***
Other activity	Activity-related equipment or gear, please specify	o Yes o No	***$***
Other equipment	Other equipment or gear not included above but used for ocean recreation activities such as beach toys, etc.	o Yes o No	***$***
Other expenses	Other expenses not included above but used for ocean recreation activities such as sunscreen, hat, towel, etc.	o Yes o No	***$***

[SHOW IF THE RESPONDENT INDICATED AN EXPENSE IN THE ROW, "ALL INCLUSIVE VACATION PACKAGE" UNDER "LODGING" IN THE ABOVE TABLE, Q34]

Q35. You indicated that you purchased an <u>all-inclusive vacation package</u> for a resort in the U.S. or a U.S. territory, or a cruise ship vacation that departed from the U.S. or a U.S. territory. What was included in this vacation package?

[Instruction text: Please check all that apply.]

- o Transportation to and from your vacation location (flights, taxis, etc.)
- o Food and beverages while at your vacation location
- o Lodging while at your vacation location
- o Equipment rental for recreational fishing or shellfishing activities
- o Equipment rental for viewing or photographing wildlife
- o Equipment rental for water contact activities
- o Equipment rental for outdoor activities not involving water contact
- o Tours or excursions if they occurred within the U.S. or U.S. territories
- o Other, please specify ____

[SHOWN ONLY IF RESPONDENT INPUT VALUE(S) IN Q34 AND "I DID NOT HAVE ANY EXPENSES DURING MY MOST RECENT VISIT TO THE OCEAN OR COAST" IS NOT CHOSEN]

Q36. Approximately what percentage of these expenses were made in **[STATE FROM Q31]**?

[Instruction text: Please type a number for your answer.]

_________ % of expenses were made in **[STATE FROM Q31]**.

Q37_INTRO
On the next four screens, we will ask you about factors that may have influenced your choice of location for your most recent ocean activity.

Q37. How **important** were the following factors when you chose **[TEXT OF LOCATION FROM Q32A/B OR Q31 IF THEY DID NOT ANSWER Q32A/B OR "THIS COASTAL LOCATION" IF Q31/Q32A/B REFUSED OR DK]** as the location for your most recent ocean activity?

[Instruction text: Please check the box that best represents the importance of each factor.]

	Very important ▼	**Importan t** ▼	**Somewhat important** ▼	**Not important** ▼
Ocean conditions (wave size, break, undertow, etc.)	❑	❑	❑	❑
Weather conditions	❑	❑	❑	❑
Water quality (temperature, clarity, cleanliness, etc.)	❑	❑	❑	❑
Sand quality or quantity (fine sand versus pebbles)	❑	❑	❑	❑
Quality of the view from this location	❑	❑	❑	❑
The number of people at this location	❑	❑	❑	❑
Feeling of safety and security at this location, including availability of lifeguards	❑	❑	❑	❑
Access to the water from shore including a boat slip or ramp, pier, jetty, wharf, etc.	❑	❑	❑	❑
Parking availability	❑	❑	❑	❑
The cost of going to this location (entrance, access, or parking fees)	❑	❑	❑	❑
Availability of wheelchair access or other mobility easement	❑	❑	❑	❑
Availability of restrooms, showers, BBQ grills, picnic tables, etc. at this location	❑	❑	❑	❑
Proximity to restaurants, shopping, casinos, and other amenities near this location	❑	❑	❑	❑
Pet policy	❑	❑	❑	❑

Familiarity with, or history of, visiting this location	❑	❑	❑	❑
Proximity to my residence	❑	❑	❑	❑
Other, please specify ______________________________	❑	❑	❑	❑

[SHOW IF RESPONDENT RANKED "WEATHER CONDITIONS" IN Q37 AS "VERY IMPORTANT" OR "IMPORTANT"]
Q38. How **important** were the following weather conditions when you chose to participate in **[ACTIVITY FROM Q30]**?

[Instruction text: Please check the box that best represents your answer.]

	Very important ▼	Important ▼	Somewhat important ▼	Not important ▼
Presence of wind	❑	❑	❑	❑
Lack of humidity	❑	❑	❑	❑
Presence of warm air temperature	❑	❑	❑	❑
Lack of rain	❑	❑	❑	❑
Presence of sunshine	❑	❑	❑	❑
Presence of storms, hurricanes, or typhoons	❑	❑	❑	❑

[SHOW IF "VERY IMPORTANT" OR "IMPORTANT" IS SELECTED IN Q38 FOR "PRESENCE OF WARM AIR TEMPERATURES"; HIGHEST TEMP SHOULD BE GREATER THAN OR EQUAL TO LOWEST TEMP]
Q39. When you participated in your most recent ocean activity, what were the highest and lowest outdoor temperatures that you experienced?

[Instruction text: Please type a number for your answer or check "I don't know".]

________ °F was approximately the highest temperature
________ °F was approximately the lowest temperature

o I don't know or don't remember.

[IF Q39 = "I DON'T KNOW OR DON'T REMEMBER" OR RESPONDENTS REFUSE TO ANSWER Q39, SKIP TO SECTION 5.]

[SHOW Q40 IF RESPONDENT ANSWERED Q39 WITH TEMPERATURES]
Q40. How confident are you in your high and low temperature estimates?

[Instruction text: Please check one.]

- Very confident
- Confident
- Somewhat confident
- Not confident

[IF Q40 = "SOMEWHAT CONFIDENT" OR "NOT CONFIDENT", SKIP TO SECTION 5.]
Q41. On the following screens, we are interested in learning whether a change in outdoor temperature would influence your participation in ocean recreation.

Q41a. If the outdoor temperature was expected to be between [lower temp from Q39 – 15] and [higher temp from Q39 + 15] degrees Fahrenheit (°F), what is the likelihood that you would have participated in the following activity?

[Instruction text: Please check the box that best represents your answer.]

[LOWER AND HIGHER TEMPS SHOULD NOT BE LOWER/HIGHER THAN WHAT IS HISTORICALLY POSSIBLE FOR THAT STATE. ALSO, "ACTIVITY1" SHOULD BE THE ACTIVITY INDICATED IN Q30.]

I would have participated in [activity1], if the temperature was:	**Very likely**	**Likel y**	**Somewhat likely**	**Not likely**
A [lower temp from Q39 - 15]°F	❑	❑	❑	❑
B [lower temp from Q39 - 10]°F	❑	❑	❑	❑
C [lower temp from Q39 - 5]°F	❑	❑	❑	❑
D [higher temp from Q39 + 5]°F	❑	❑	❑	❑
E [higher temp from Q39 + 10]°F	❑	❑	❑	❑
F [higher temp from Q39 + 15]°F	❑	❑	❑	❑

[SHOW Q41B ONLY IF IN Q41A A, B OR C IS "NOT LIKELY". IF MORE THAN ONE OF Q41A A, B OR C IS "NOT LIKELY", SELECT THE HIGHEST "NOT LIKELY" TEMPERATURE OUT OF Q41A A, B OR C TO BE DISPLAYED IN Q41B.]

Q41b. [IF CHOOSE "NOT LIKELY": FOR THE HIGHEST LOW TEMPERATURE THAT THEY CHOSE "NOT LIKELY"] You said that if the temperature was **[HIGHEST LOW TEMP WHERE "NOT LIKELY" IS CHECKED]**, you would not likely participate in **[ACTIVITY1]**. What would you have done instead?

[Instruction text: Please check one.]

- I would have participated in a different ocean recreation activity.
- I would have participated in a non-ocean activity (an outdoor activity that was not an ocean activity).
- I would have participated in an indoor recreation activity.
- I would have done something other than what was listed here.

[SHOW Q41C ONLY IF Q41A D, E OR F IS "NOT LIKELY". IF MORE THAN ONE OF Q41A D, E OR F IS "NOT LIKELY", SELECT THE LOWEST "NOT LIKELY" TEMPERATURE OUT OF Q41A D, E OR F TO BE DISPLAYED IN Q41C.]

Q41c. [IF CHOOSE "NOT LIKELY": FOR THE LOWEST HIGH TEMPERATURE THAT THEY CHOSE "NOT LIKELY"] You said that if the temperature was **[LOWEST HIGH TEMP WHERE "NOT LIKELY" IS CHECKED]**, you would not likely participate in **[ACTIVITY1]**. What would you have done instead?

[Instruction text: Please check one.]

- I would have participated in a different ocean recreation activity.
- I would have participated in a non-ocean recreation activity (an outdoor activity that was not an ocean activity).
- I would have participated in an indoor recreation activity.
- I would have done something other than what was listed here.

Q42a. If the outdoor temperature was expected to be between [lower temp from Q39 – 15] and [higher temp from Q39 + 15] degrees Fahrenheit (°F), what is the likelihood that you would have participated in the following activity?

[Instruction text: Please check the box that best represents your answer.]

[LOWER AND HIGHER TEMPS SHOULD NOT BE LOWER/HIGHER THAN WHAT IS HISTORICALLY POSSIBLE FOR THAT STATE. ALSO, "ACTIVITY2" SHOULD BE RANDOMLY SELECTED FROM ACTIVITIES IN Q29 IF MORE THAN ONE ACTIVITY WAS SELECTED IN Q29. "ACTIVITY2" SHOULD NOT = "ACTIVITY1". IF ONLY ONE ACTIVITY WAS SELECTED IN Q29 THEN Q42A-42C SHOULD BE SKIPPED.]

I would have participated in [activity2], if the temperature was:	**Very likely**	**Likel y**	**Somewhat likely**	**Not likely**
A [lower temp from Q39 - 15]°F	❑	❑	❑	❑
B [lower temp from Q39 - 10]°F	❑	❑	❑	❑
C [lower temp from Q39 - 5]°F	❑	❑	❑	❑
D [higher temp from Q39 + 5]°F	❑	❑	❑	❑
E [higher temp from Q39 + 10]°F	❑	❑	❑	❑
F [higher temp from Q39 + 15]°F	❑	❑	❑	❑

[SHOW Q42B ONLY IF ANY OF Q42A A, B OR C IS "NOT LIKELY". IF MORE THAN ONE OF Q42A A, B OR C IS "NOT LIKELY", SELECT THE HIGHEST "NOT LIKELY" TEMPERATURE OUT OF Q42A A, B OR C TO BE DISPLAYED IN Q42B.]

Q42b. [IF CHOOSE "NOT LIKELY": FOR THE HIGHEST LOW TEMPERATURE THAT THEY CHOSE "NOT LIKELY"] You said that if the temperature was **[HIGHEST LOW TEMP WHERE "NOT LIKELY" IS CHECKED]**, you would not likely participate in **[ACTIVITY2]**. What would you have done instead?

[Instruction text: Please check one.]

- o I would have participated in a different ocean recreation activity.
- o I would have participated in a non-ocean recreation activity (an outdoor activity that was not an ocean activity).
- o I would have participated in an indoor recreation activity.
- o I would have done something other than what was listed here.

[SHOW Q42C IF ANY OF Q42A D, E OR F IS "NOT LIKELY". IF MORE THAN ONE OF Q42A D, E OR F IS "NOT LIKELY", SELECT THE LOWEST "NOT LIKELY" TEMPERATURE OUT OF Q42A D, E OR F TO BE DISPLAYED IN Q42C.]

Q42c. [IF CHOOSE "NOT LIKELY": FOR THE LOWEST HIGH TEMPERATURE THAT THEY CHOSE "NOT LIKELY"] You said that if the temperature was **[LOWEST HIGH TEMP WHERE "NOT LIKELY" IS CHECKED]**, you would not likely participate in **[ACTIVITY2]**. What would you have done instead?

[Instruction text: Please check one.]

- o I would have chosen to do a different ocean recreation activity.
- o I would have chosen to do a non-ocean recreation activity (an outdoor activity that was not an ocean activity).
- o I would have chosen to do an indoor recreation activity.
- o I would have done something other than what was listed here.

THANK YOU FOR YOUR PARTICIPATION!

Your responses are **very important!** They will be combined with others and will remain confidential. As mentioned at the beginning of this survey, the information from your responses will help the National Oceanic and Atmospheric Administration (NOAA) learn more about how important ocean recreation activities are to you.

This nationwide survey is collecting information from respondents like you over a 12 month period from March 2011 through January 2012. To ensure that your responses are accurately accounted for, your continued participation is crucial to the success of this survey. By collecting information throughout the year, we can learn about the variety of ocean recreation activities you do and how often you do them. In the next few months, you may be contacted again and asked to participate in this survey. Your continued participation is truly appreciated!

If you would like to be notified when preliminary results are available in 2012, please check the box below:

o **I would like to receive an e-mail notification when preliminary survey results are available.**

We want your feedback!

If you would like to provide us with comments related to this survey, please do so here:

____

____

____

____

____

If you have questions about this survey, please feel free to contact Rosemary Kosaka at Rosemary.Kosaka@noaa.gov or 831-420-3988.

Thank you again for your participation! We look forward to your responses.

Public reporting burden for this collection of information is estimated to average 20 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other suggestions for reducing this burden to: Rosemary Kosaka, NOAA Fisheries, Southwest Fisheries Science Center, 110 Shaffer Road, Santa Cruz, CA 95060.

Federal Register

Vol. 75, No. 140

Thursday, July 22, 2010

Presidential Documents

Title 3—

The President

Executive Order 13547 of July 19, 2010

Stewardship of the Ocean, Our Coasts, and the Great Lakes

By the authority vested in me as President by the Constitution and the laws of the United States of America, it is hereby ordered as follows:

Section 1. *Purpose.* The ocean, our coasts, and the Great Lakes provide jobs, food, energy resources, ecological services, recreation, and tourism opportunities, and play critical roles in our Nation's transportation, economy, and trade, as well as the global mobility of our Armed Forces and the maintenance of international peace and security. The Deepwater Horizon oil spill in the Gulf of Mexico and resulting environmental crisis is a stark reminder of how vulnerable our marine environments are, and how much communities and the Nation rely on healthy and resilient ocean and coastal ecosystems. America's stewardship of the ocean, our coasts, and the Great Lakes is intrinsically linked to environmental sustainability, human health and well-being, national prosperity, adaptation to climate and other environmental changes, social justice, international diplomacy, and national and homeland security.

This order adopts the recommendations of the Interagency Ocean Policy Task Force, except where otherwise provided in this order, and directs executive agencies to implement those recommendations under the guidance of a National Ocean Council. Based on those recommendations, this order establishes a national policy to ensure the protection, maintenance, and restoration of the health of ocean, coastal, and Great Lakes ecosystems and resources, enhance the sustainability of ocean and coastal economies, preserve our maritime heritage, support sustainable uses and access, provide for adaptive management to enhance our understanding of and capacity to respond to climate change and ocean acidification, and coordinate with our national security and foreign policy interests.

This order also provides for the development of coastal and marine spatial plans that build upon and improve existing Federal, State, tribal, local, and regional decisionmaking and planning processes. These regional plans will enable a more integrated, comprehensive, ecosystem-based, flexible, and proactive approach to planning and managing sustainable multiple uses across sectors and improve the conservation of the ocean, our coasts, and the Great Lakes.

Sec. 2. *Policy.* (a) To achieve an America whose stewardship ensures that the ocean, our coasts, and the Great Lakes are healthy and resilient, safe and productive, and understood and treasured so as to promote the well-being, prosperity, and security of present and future generations, it is the policy of the United States to:

(i) protect, maintain, and restore the health and biological diversity of ocean, coastal, and Great Lakes ecosystems and resources;

(ii) improve the resiliency of ocean, coastal, and Great Lakes ecosystems, communities, and economies;

(iii) bolster the conservation and sustainable uses of land in ways that will improve the health of ocean, coastal, and Great Lakes ecosystems;

(iv) use the best available science and knowledge to inform decisions affecting the ocean, our coasts, and the Great Lakes, and enhance humanity's capacity to understand, respond, and adapt to a changing global environment;

(v) support sustainable, safe, secure, and productive access to, and uses of the ocean, our coasts, and the Great Lakes;

(vi) respect and preserve our Nation's maritime heritage, including our social, cultural, recreational, and historical values;

(vii) exercise rights and jurisdiction and perform duties in accordance with applicable international law, including respect for and preservation of navigational rights and freedoms, which are essential for the global economy and international peace and security;

(viii) increase scientific understanding of ocean, coastal, and Great Lakes ecosystems as part of the global interconnected systems of air, land, ice, and water, including their relationships to humans and their activities;

(ix) improve our understanding and awareness of changing environmental conditions, trends, and their causes, and of human activities taking place in ocean, coastal, and Great Lakes waters; and

(x) foster a public understanding of the value of the ocean, our coasts, and the Great Lakes to build a foundation for improved stewardship.

(b) The United States shall promote this policy by:

(i) ensuring a comprehensive and collaborative framework for the stewardship of the ocean, our coasts, and the Great Lakes that facilitates cohesive actions across the Federal Government, as well as participation of State, tribal, and local authorities, regional governance structures, nongovernmental organizations, the public, and the private sector;

(ii) cooperating and exercising leadership at the international level;

(iii) pursuing the United States' accession to the Law of the Sea Convention; and

(iv) supporting ocean stewardship in a fiscally responsible manner.

Sec. 3. *Definitions.* As used in this order:

(a) "Final Recommendations" means the *Final Recommendations of the Interagency Ocean Policy Task Force* that shall be made publicly available and for which a notice of public availability shall be published in the *Federal Register.*

(b) The term "coastal and marine spatial planning" means a comprehensive, adaptive, integrated, ecosystem-based, and transparent spatial planning process, based on sound science, for analyzing current and anticipated uses of ocean, coastal, and Great Lakes areas. Coastal and marine spatial planning identifies areas most suitable for various types or classes of activities in order to reduce conflicts among uses, reduce environmental impacts, facilitate compatible uses, and preserve critical ecosystem services to meet economic, environmental, security, and social objectives. In practical terms, coastal and marine spatial planning provides a public policy process for society to better determine how the ocean, our coasts, and Great Lakes are sustainably used and protected—now and for future generations.

(c) The term "coastal and marine spatial plans" means the plans that are certified by the National Ocean Council as developed in accordance with the definition, goals, principles, and process described in the Final Recommendations.

Sec. 4. *Establishment of National Ocean Council.* (a) There is hereby established the National Ocean Council (Council).

(b) The Council shall consist of the following:

(i) the Chair of the Council on Environmental Quality and the Director of the Office of Science and Technology Policy, who shall be the Co-Chairs of the Council;

(ii) the Secretaries of State, Defense, the Interior, Agriculture, Health and Human Services, Commerce, Labor, Transportation, Energy, and Homeland Security, the Attorney General, the Administrator of the Environmental Protection Agency, the Director of the Office of Management and Budget, the Under Secretary of Commerce for Oceans and Atmosphere (Administrator of the National Oceanic and Atmospheric Administration), the Administrator of the National Aeronautics and Space Administration, the Director of National Intelligence, the Director of the National Science Foundation, and the Chairman of the Joint Chiefs of Staff;

(iii) the National Security Advisor and the Assistants to the President for Homeland Security and Counterterrorism, Domestic Policy, Energy and Climate Change, and Economic Policy;

(iv) an employee of the Federal Government designated by the Vice President; and

(v) such other officers or employees of the Federal Government as the Co-Chairs of the Council may from time to time designate.

(c) The Co-Chairs shall invite the participation of the Chairman of the Federal Energy Regulatory Commission, to the extent consistent with the Commission's statutory authorities and legal obligations, and may invite the participation of such other independent agencies as the Council deems appropriate.

(d) The Co-Chairs of the Council, in consultation with the National Security Advisor and the Assistant to the President for Homeland Security and Counterterrorism, shall regularly convene and preside at meetings of the Council, determine its agenda, direct its work, and, as appropriate to address particular subject matters, establish and direct committees of the Council that shall consist exclusively of members of the Council.

(e) A member of the Council may designate, to perform committee functions of the member, any person who is within such member's department, agency, or office and who is (i) an officer of the United States appointed by the President, (ii) a member of the Senior Executive Service or the Senior Intelligence Service, (iii) a general officer or flag officer, or (iv) an employee of the Vice President.

(f) Consistent with applicable law and subject to the availability of appropriations, the Office of Science and Technology Policy and the Council on Environmental Quality shall provide the Council with funding, including through the National Science and Technology Council or the Office of Environmental Quality. The Council on Environmental Quality shall, to the extent permitted by law and subject to the availability of appropriations, provide administrative support necessary to implement this order.

(g) The day-to-day operations of the Council shall be administered by a Director and a Deputy Director, who shall supervise a full-time staff to assist the Co-Chairs in their implementation of this order.

Sec. 5. *Functions of the Council.* (a) The Council shall have the structure and function and operate as defined in the Final Recommendations. The Council is authorized, after the Council's first year of operation, to make modifications to its structure, function, and operations to improve its effectiveness and efficiency in furthering the policy set forth in section 2 of this order.

(b) To implement the policy set forth in section 2 of this order, the Council shall provide appropriate direction to ensure that executive departments', agencies', or offices' decisions and actions affecting the ocean, our coasts, and the Great Lakes will be guided by the stewardship principles and national priority objectives set forth in the Final Recommendations, to the extent consistent with applicable law. The Council shall base its decisions on the consensus of its members. With respect to those matters in which consensus cannot be reached, the National Security Advisor shall coordinate with the Co-Chairs and, as appropriate, the Assistants to the President for Energy and Climate Change, and Economic Policy, and the employee of the United States designated by the Vice President, subject to the limitations set forth in section 9 of this order, to present the disputed issue or issues for decision by the President.

Sec. 6. *Agency Responsibilities.* (a) All executive departments, agencies, and offices that are members of the Council and any other executive department, agency, or office whose actions affect the ocean, our coasts, and the Great Lakes shall, to the fullest extent consistent with applicable law:

(i) take such action as necessary to implement the policy set forth in section 2 of this order and the stewardship principles and national priority objectives as set forth in the Final Recommendations and subsequent guidance from the Council; and

(ii) participate in the process for coastal and marine spatial planning and comply with Council certified coastal and marine spatial plans, as described in the Final Recommendations and subsequent guidance from the Council.

(b) Each executive department, agency, and office that is required to take actions under this order shall prepare and make publicly available an annual report including a concise description of actions taken by the agency in the previous calendar year to implement the order, a description of written comments by persons or organizations regarding the agency's compliance with this order, and the agency's response to such comments.

(c) Each executive department, agency, and office that is required to take actions under this order shall coordinate and contribute resources, as appropriate, to assist in establishing a common information management system as defined in the Final Recommendations and shall be held accountable for managing its own information assets by keeping them current, easily accessible, and consistent with Federal standards.

(d) To the extent permitted by law, executive departments, agencies, and offices shall provide the Council such information, support, and assistance as the Council, through the Co-Chairs, may request.

Sec. 7. *Governance Coordinating Committee.* The Council shall establish a Governance Coordinating Committee that shall consist of 18 officials from State, tribal, and local governments in accordance with the Final Recommendations. The Committee may establish subcommittees chaired by representatives of the Governance Coordinating Committee. These subcommittees may include additional representatives from State, tribal, and local governments, as appropriate to provide for greater collaboration and diversity of views.

Sec. 8. *Regional Advisory Committees.* The lead Federal department, agency, or office for each regional planning body established for the development of regional coastal and marine spatial plans, in consultation with their nonfederal co-lead agencies and membership of their regional planning body, shall establish such advisory committees under the Federal Advisory Committee Act, 5 U.S.C. App., as they deem necessary to provide information and to advise the regional planning body on the development of regional coastal and marine spatial plans to promote the policy established in section 2 of this order.

Sec. 9. *General Provisions.* (a) Nothing in this order, the establishment of the Council, and the Final Recommendations shall be construed to impair or otherwise affect:

(i) authority granted by law to an executive department or agency or the head thereof; or

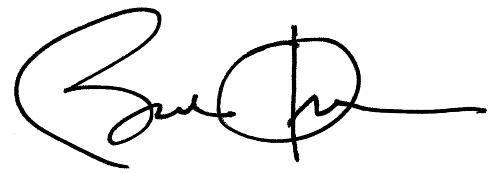
(ii) functions assigned by the President to the National Security Council or Homeland Security Council (including subordinate bodies) relating to matters affecting foreign affairs, national security, homeland security, or intelligence.

(b) Nothing in this order shall be construed to impair or otherwise affect the functions of the Director of the Office of Management and Budget relating to budgetary, administrative, or legislative proposals.

(c) In carrying out the provisions of this order and implementing the Final Recommendations, all actions of the Council and the executive departments, agencies, and offices that constitute it shall be consistent with applicable international law, including customary international law, such as that reflected in the Law of the Sea Convention.

(d) This order is not intended to, and does not, create any right or benefit, substantive or procedural, enforceable at law or in equity by any party against the United States, its departments, agencies, or entities, its officers, employees, or agents, or any other person.

Sec. 10. *Revocation.* Executive Order 13366 of December 17, 2004, is hereby revoked.



THE WHITE HOUSE,
July 19, 2010.

[FR Doc. 2010–18169
Filed 7–21–10; 11:15 am]
Billing code 3195–W0–P

16 U.S.C. 1881a
MSA § 402

104-297
SEC. 402. INFORMATION COLLECTION **16 U.S.C. 1881a**

109-479
(a) COLLECTION PROGRAMS.—

(1) COUNCIL REQUESTS.—If a Council determines that additional information would be beneficial for developing, implementing, or revising a fishery management plan or for determining whether a fishery is in need of management, the Council may request that the Secretary implement an information collection program for the fishery which would provide the types of information specified by the Council. The Secretary shall undertake such an information collection program if he determines that the need is justified, and shall promulgate regulations to implement the program within 60 days after such determination is made. If the Secretary determines that the need for an information collection program is not justified, the Secretary shall inform the Council of the reasons for such determination in writing. The determinations of the Secretary under this paragraph regarding a Council request shall be made within a reasonable period of time after receipt of that request.

(2) SECRETARIAL INITIATION.—If the Secretary determines that additional information is necessary for developing, implementing, revising, or monitoring a fishery management plan, or for determining whether a fishery is in need of management, the Secretary may, by regulation, implement an information collection or observer program requiring submission of such additional information for the fishery.

109-479
(b) CONFIDENTIALITY OF INFORMATION.—
(1) Any information submitted to the Secretary, a State fishery management agency, or a marine fisheries commission by any person in compliance with the requirements of this Act shall be confidential and shall not be disclosed except—
(A) to Federal employees and Council employees who are responsible for fishery management plan development, monitoring, or enforcement;
(B) to State or Marine Fisheries Commission employees as necessary to further the Department's mission, subject to a confidentiality agreement that prohibits public disclosure of the identity of business of any person;
(C) to State employees who are responsible for fishery management plan enforcement, if the States employing those employees have entered into a fishery enforcement agreement with the Secretary and the agreement is in effect;
(D) when required by court order;
(E) when such information is used by State, Council, or Marine Fisheries Commission employees to verify catch under a limited access program, but only to the extent that such use is consistent with subparagraph (B);
(F) when the Secretary has obtained written authorization from the person submitting such information to release such information to persons for reasons not otherwise provided for in this subsection, and such release does not violate other requirements of this Act;
(G) when such information is required to be submitted to the Secretary for any determination under a limited access program; or

(H) in support of homeland and national security activities, including the Coast Guard's homeland security missions as defined in section 888(a)(2) of the Homeland Security Act of 2002 (6 U.S.C. 468(a)(2)).

(2) Any observer information shall be confidential and shall not be disclosed, except in accordance with the requirements of subparagraphs (A) through (H) of paragraph (1), or—

(A) as authorized by a fishery management plan or regulations under the authority of the North Pacific Council to allow disclosure to the public of weekly summary bycatch information identified by vessel or for haul-specific bycatch information without vessel identification;

(B) when such information is necessary in proceedings to adjudicate observer certifications; or

(C) as authorized by any regulations issued under paragraph (3) allowing the collection of observer information, pursuant to a confidentiality agreement between the observers, observer employers, and the Secretary prohibiting disclosure of the information by the observers or observer employers, in order—

(i) to allow the sharing of observer information among observers and between observers and observer employers as necessary to train and prepare observers for deployments on specific vessels; or

(ii) to validate the accuracy of the observer information collected.

(3) The Secretary shall, by regulation, prescribe such procedures as may be necessary to preserve the confidentiality of information submitted in compliance with any requirement or regulation under this Act, except that the Secretary may release or make public any such information in any aggregate or summary form which does not directly or indirectly disclose the identity or business of any person who submits such information. Nothing in this subsection shall be interpreted or construed to prevent the use for conservation and management purposes by the Secretary, or with the approval of the Secretary, the Council, of any information submitted in compliance with any requirement or regulation under this Act or the use, release, or publication of bycatch information pursuant to paragraph (2)(A).

(c) RESTRICTION ON USE OF CERTAIN INFORMATION.—

(1) The Secretary shall promulgate regulations to restrict the use, in civil enforcement or criminal proceedings under this Act, the Marine Mammal Protection Act of 1972 (16 U.S.C. 1361 et seq.), and the Endangered Species Act (16 U.S.C. 1531 et seq.), of information collected by voluntary fishery data collectors, including sea samplers, while aboard any vessel for conservation and management purposes if the presence of such a fishery data collector aboard is not required by any of such Acts or regulations thereunder.

(2) The Secretary may not require the submission of a Federal or State income tax return or statement as a prerequisite for issuance of a permit until such time as the Secretary has promulgated regulations to ensure the confidentiality of information contained in such return or statement, to limit the information submitted to that necessary to achieve a demonstrated conservation and management purpose, and to provide appropriate penalties for violation of such regulations.

(d) CONTRACTING AUTHORITY.—Notwithstanding any other provision of law, the Secretary may provide a grant, contract, or other financial assistance on a sole-source basis to a State, Council, or Marine Fisheries Commission for the purpose of carrying out information collection or other programs if—

(1) the recipient of such a grant, contract, or other financial assistance is specified by statute to be, or has customarily been, such State, Council, or Marine Fisheries Commission; or

(2) the Secretary has entered into a cooperative agreement with such State, Council, or Marine Fisheries Commission.

(e) RESOURCE ASSESSMENTS.—

(1) The Secretary may use the private sector to provide vessels, equipment, and services necessary to survey the fishery resources of the United States when the arrangement will yield statistically reliable results.

(2) The Secretary, in consultation with the appropriate Council and the fishing industry--

(A) may structure competitive solicitations under paragraph (1) so as to compensate a contractor for a fishery resources survey by allowing the contractor to retain for sale fish harvested during the survey voyage;

(B) in the case of a survey during which the quantity or quality of fish harvested is not expected to be adequately compensatory, may structure those solicitations so as to provide that compensation by permitting the contractor to harvest on a subsequent voyage and retain for sale a portion of the allowable catch of the surveyed fishery; and

(C) may permit fish harvested during such survey to count toward a vessel's catch history under a fishery management plan if such survey was conducted in a manner that precluded a vessel's participation in a fishery that counted under the plan for purposes of determining catch history.

(3) The Secretary shall undertake efforts to expand annual fishery resource assessments in all regions of the Nation.

104-297

SEC. 403. OBSERVERS — 16 U.S.C. 1881b

(a) GUIDELINES FOR CARRYING OBSERVERS.—Within one year after the date of enactment of the Sustainable Fisheries Act, the Secretary shall promulgate regulations, after notice and opportunity for public comment, for fishing vessels that carry observers. The regulations shall include guidelines for determining—

(1) when a vessel is not required to carry an observer on board because the facilities of such vessel for the quartering of an observer, or for carrying out observer functions, are so inadequate or unsafe that the health or safety of the observer or the safe operation of the vessel would be jeopardized; and

(2) actions which vessel owners or operators may reasonably be required to take to render such facilities adequate and safe.

(Authority: 42 U.S.C. 4321–4347, 40 CFR 1500–1508, and 36 CFR 220)

Dated: December 2, 2009.

Robert G. MacWhorter,

Forest Supervisor-Dixie National Forest.

[FR Doc. E9–29227 Filed 12–7–09; 8:45 am]

BILLING CODE 3410–11–P

DEPARTMENT OF AGRICULTURE

Agricultural Research Service

Notice of Intent To Grant Exclusive License

AGENCY: Agricultural Research Service, USDA.

ACTION: Notice of intent.

SUMMARY: Notice is hereby given that the U.S. Department of Agriculture, Agricultural Research Service, intends to grant to BARRON & BROTHERS INTERNATIONAL of CORNELIA, GEORGIA, an exclusive license to U.S. Patent Application Serial No. 12/494,490, ''SYSTEM FOR DELIVERING POULTRY LITTER BELOW SOIL SURFACE'', filed on JUNE 30, 2009.

DATES: Comments must be received on or before January 7, 2010.

ADDRESSES: Send comments to: USDA, ARS, Office of Technology Transfer, 5601 Sunnyside Avenue, Rm. 4–1174, Beltsville, Maryland 20705–5131.

FOR FURTHER INFORMATION CONTACT: June Blalock of the Office of Technology Transfer at the Beltsville address given above; telephone: 301–504–5989.

SUPPLEMENTARY INFORMATION: The Federal Government's patent rights in this invention are assigned to the United States of America, as represented by the Secretary of Agriculture. It is in the public interest to so license this invention as BARRON & BROTHERS INTERNATIONAL of CORNELIA, GEORGIA, has submitted a complete and sufficient application for a license. The prospective exclusive license will be royalty-bearing and will comply with the terms and conditions of 35 U.S.C. 209 and 37 CFR 404.7. The prospective exclusive license may be granted unless, within thirty (30) days from the date of this published Notice, the Agricultural Research Service receives written evidence and argument which establishes that the grant of the license would not be consistent with the requirements of 35 U.S.C. 209 and 37 CFR 404.7.

Richard J. Brenner,

Assistant Administrator.

[FR Doc. E9–29247 Filed 12–7–09; 8:45 am]

BILLING CODE 3410–03–P

DEPARTMENT OF COMMERCE

National Oceanic and Atmospheric Administration

Proposed Information Collection; Comment Request; National Ocean Recreational Expenditure Survey

AGENCY: National Oceanic and Atmospheric Administration (NOAA), Commerce.

ACTION: Notice.

SUMMARY: The Department of Commerce, as part of its continuing effort to reduce paperwork and respondent burden, invites the general public and other Federal agencies to take this opportunity to comment on proposed and/or continuing information collections, as required by the Paperwork Reduction Act of 1995.

DATES: Written comments must be submitted on or before February 8, 2010.

ADDRESSES: Direct all written comments to Diana Hynek, Departmental Paperwork Clearance Officer, Department of Commerce, Room 7845, 14th and Constitution Avenue, NW., Washington, DC 20230 (or via the Internet at *dHynek@doc.gov*).

FOR FURTHER INFORMATION CONTACT: Requests for additional information or copies of the information collection instrument and instructions should be directed to Rosemary Kosaka, (831) 420–3988 or *Rosemary.Kosaka@noaa.gov.*

SUPPLEMENTARY INFORMATION:

I. Abstract

The National Marine Fisheries Service (NMFS) plans to collect data to estimate expenditures on recreational activities in the U.S. that interact with marine resources falling within the scope of NMFS' public trust responsibilities. These activities may include but are not limited to: Wildlife watching (for example, whales or dolphins) from a boat or from shore; kayaking or canoeing in fish habitat areas such as estuaries and sloughs; and snorkeling or scuba diving on fish aggregating devices such as ship wrecks. The survey will help enhance NMFS' understanding of the economic implications of its public trust responsibilities as they relate to non-fishing recreational activities. The data collected may also provide information useful for the purposes of marine spatial planning. Measures of economic performance that may be supported by this data collection include the following: (1) Contribution to net national benefit; and (2) contribution to regional economic impacts (income and employment).

II. Method of Collection

A survey screener will be used to identify possible respondents who will then be asked to complete a voluntary Web-based survey questionnaire on a monthly basis for three or more months.

III. Data

OMB Control Number: None.
Form Number: None.
Type of Review: Regular submission.
Affected Public: Individuals or households.
Estimated Number of Respondents: 20,000.
Estimated Time per Response: 15 minutes survey screener; 15–30 minutes monthly survey.
Estimated Total Annual Burden Hours: 20,000–35,000 hours.
Estimated Total Annual Cost to Public: $0.

IV. Request for Comments

Comments are invited on: (a) Whether the proposed collection of information is necessary for the proper performance of the functions of the agency, including whether the information shall have practical utility; (b) the accuracy of the agency's estimate of the burden (including hours and cost) of the proposed collection of information; (c) ways to enhance the quality, utility, and clarity of the information to be collected; and (d) ways to minimize the burden of the collection of information on respondents, including through the use of automated collection techniques or other forms of information technology.

Comments submitted in response to this notice will be summarized and/or included in the request for OMB approval of this information collection; they also will become a matter of public record.

Dated: December 2, 2009.

Gwellnar Banks,

Management Analyst, Office of the Chief Information Officer.

[FR Doc. E9–29134 Filed 12–7–09; 8:45 am]

BILLING CODE 3510–22–P

DEPARTMENT OF COMMERCE

International Trade Administration

Honolulu Police Department - SIS, et al., Notice of Consolidated Decision on Applications for Duty–Free Entry of Electron Microscopes

This is a decision consolidated pursuant to Section 6(c) of the Educational, Scientific, and Cultural Materials Importation Act of 1966 (Pub. L. 89–651, as amended by Pub. L. 106–36; 80