

# *Monroe County Resident Survey*

**Your answers are voluntary and confidential.**

Your name will never be released to anyone unless otherwise required by law. After the completion of the project all materials identifying you as an individual will be destroyed.

This is a cooperative research project of the Monroe County Tourist Development Council and the National Oceanic and Atmospheric Administration. Public reporting burden for this collection of information is estimated to average 1 hour including time for reviewing instructions, searching existing data sources, gathering and maintaining the data need, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to U.S. Department of Commerce, Clearance Officer, Office of Chief Information Officer, Rm. 6625, 14<sup>th</sup> and Constitution Avenue NW, Washington, DC 20230. Notwithstanding any other provisions of the law, no person is required to respond to, nor shall any person be subject to penalty for failure to comply with, a collection of information subject to requirements of the Paperwork Reduction Act, unless that collection of information displays a currently valid OMB Control Number.



## Resident Survey

1. Overall, how would you rate Monroe County as a place to live?

- a. Excellent
- b. Good
- c. Fair
- d. Poor

Please circle letter corresponding to your answer

2. There are many reasons that people choose to live where they do in Florida. What are the two most important reasons you chose to live in Monroe County?

- a. No special reason
- b. Born here
- c. Job or business
- d. Climate
- e. Environment
- f. Access to natural resources, such as natural settings and wildlife
- g. Opportunities for water activities, such as fishing or diving
- h. Low crime rate
- i. Cultural activities
- j. Retirement
- k. Some other reason (specify) \_\_\_\_\_

Please circle letters corresponding to the two most important reasons

3. In the past 12 months, have you done any outdoor recreation activities in the Florida Keys?

- a. Yes (Go to Part A)
- b. No (Go to Part G)

Please use the enclosed White Card-Activities List to see what we mean by outdoor recreation



**A5. What would you say is the most important activity you did in the Florida Keys?**

**Most Important Activity** \_\_\_\_\_ (Activity List Number)

**No Activity Most Important (fill in box)**

**A6. On how many different days did you participate in outdoor recreation activities outside the Florida Keys during the past 12 months?** \_\_\_\_\_ (# of days)

**Part B: Reef use in the Florida Keys during the past 12 months. Both artificial and natural reefs.**

Please use Blue Card with Activities List for reef use and map of the Florida Keys in answering Part B

- B1. Which activities did you or someone in your household do on either artificial or natural reefs during the past 12 months in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West?**

If you did not do anything in a region, check the box indicating no reef use in the region

- B2. Please fill in the circle for each activity you, yourself, did during the past 12 months in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West.**
- B3. How many others in your household did each activity on the reefs in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West during the past 12 months?**
- B4. On how many different days did you, yourself, participate in each activity on the reefs in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West during the past 12 months?**
- B5. On how many different days did you, yourself, participate in each activity on the artificial reefs in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West during the past 12 months?**
- B6. On how many different days did you, yourself, participate in each activity on the natural reefs in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West during the past 12 months?**

Note: If you did part of a day on an artificial reef and part of a day on a natural reef, count one whole day on each type of reef

- B7. How many different dives did you, yourself, make for each type of diving activity you did on the reefs in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West during the past 12 months?**

Diving activities include all snorkeling and scuba diving activities on the Blue Card-Activities List (Reef)

A dive is defined as an entry and exit from the water to snorkel or scuba dive

- B8. How many different dives did you, yourself, make for each type of diving activity you did on the artificial reefs in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West during the past 12 months?**
- B9. How many different dives did you, yourself, make for each type of diving activity you did on the natural reefs in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West during the past 12 months?**

Please refer to Questions B1 - B9 when filling in the tables on the following two pages

There is one table for each of the five regions of the Florida Keys (Upper Keys, Islamorada, Marathon, Lower Keys and Key West)

No Reef Use

Upper Keys

B1	B2	B3	B4	B5	B6	B7	B8	B9
Activity	Resp.	# Others	Respondent # of days	# days artificial	# days natural	Respondent # dives	# dives artificial	# dives natural
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____

No Reef Use

Islamorada

B1	B2	B3	B4	B5	B6	B7	B8	B9
Activity	Resp.	# Others	Respondent # of days	# days artificial	# days natural	Respondent # dives	# dives artificial	# dives natural
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____

No Reef Use

Marathon

B1	B2	B3	B4	B5	B6	B7	B8	B9
Activity	Resp.	# Others	Respondent # of days	# days artificial	# days natural	Respondent # dives	# dives artificial	# dives natural
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____



No Reef Use

Lower Keys

B1	B2	B3	B4	B5	B6	B7	B8	B9
Activity	Resp.	# Others	Respondent # of days	# days artificial	# days natural	Respondent # dives	# dives artificial	# dives natural
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____

No Reef Use

Key West

B1	B2	B3	B4	B5	B6	B7	B8	B9
Activity	Resp.	# Others	Respondent # of days	# days artificial	# days natural	Respondent # dives	# dives artificial	# dives natural
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____

## Part C: Specialization

In this section, we are interested in learning more about your primary activity. Please answer the following questions based on the response you gave to QUESTION A5.

For the four questions below, please read the four choices and circle the one answer that best fits you for that question.

### C1. When I participate in my primary activity, I feel like:

- 1 a beginner. I don't really feel like I am part of the activity scene.
- 2 an occasional or irregular participant. Sometimes it is fun, entertaining or rewarding to do my activity.
- 3 a habitual and regular participant in the activity.
- 4 an insider to the sport. The activity is an important part of who I am.

### C2. During my activity, I can best be described as:

- 1 having very little understanding of the activity. I am often unsure about how to do certain things when I go.
- 2 having some understanding of the activity, but still in the process of learning more about the sport. I am becoming more familiar and comfortable with the activity.
- 3 being comfortable with the sport. I have a good understanding of what I can do, and how to do it.
- 4 a knowledgeable expert in the sport. I encourage, teach and enhance opportunities for others who are interested in the activity.

### C3. My relationships with others who do the activity are:

- 1 not established. I really don't know any other people who do the activity.
- 2 very limited. I know some others in the activity by sight and sometimes talk with them, but I don't know their names.
- 3 one of familiarity. I know the names of others who do the activity, and often speak with them.
- 4 close. I have personal and close relationships with others in the activity. These friendships often revolve around the activity.

### C4. My commitment to the activity is:

- 1 very slight. I have very little connection to the activity. I may or may not continue to participate in the sport in the future.
- 2 moderate. I will continue to do it as it is entertaining and provides the benefits I want.
- 3 fairly strong. I have a sense of being a member of the activity, and it is likely that I will continue to do it for a long time.
- 4 very strong. I am totally committed to the activity. I encourage others to participate in the sport and seek to ensure the activity continues into the future.

### C5. If you had to replace all of the equipment that you currently own for your primary activity with similar equipment, how much would it cost to replace?

\$ \_\_\_\_\_ AMOUNT TO REPLACE PRIMARY ACTIVITY EQUIPMENT

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## Part D: Knowledge, Attitudes & Perceptions of Sanctuary Management Strategies and Regulations

In 1990, Congress and the President established the Florida Keys National Marine Sanctuary (FKNMS). The FKNMS is just one of 13 National Marine Sanctuaries in the U.S, which are managed by the National Oceanic and Atmospheric Administration (NOAA). After a long public process and approval by the Governor and Cabinet of Florida, regulations were established and implemented in July 1997. The FKNMS is cooperatively managed with the State of Florida. This survey asks about your knowledge, attitudes and perceptions of FKNMS management strategies and regulations and conditions of the resources in the FKNMS. There are no right or wrong answers; we simply want your honest opinions. Again, your privacy will be protected. No one will be given information that will allow them to identify you from survey data.

### INFORMATION AND PERCEPTIONS

In this section of the survey, we want to know about how you get information about the FKNMS, which covers all the waters surrounding the Florida Keys/Key West. A map is included with this booklet showing the boundaries of the FKNMS. We also ask questions about the public process in creating the management strategies and regulations and ask about your opinions about the existence of the FKNMS and an appraisal of how well the area is being managed.

- D1. Please list the sources of information that you have received in the past on the FKNMS and rank the sources in terms of their usefulness. Place an "x" for each source used. Please rank each source 1=highest (most important) to 9=lowest (least important).**

SOURCE	Sources Used	RANK Sources	
a. FKNMS website	_____	_____	
b. FKNMS Staff	_____	_____	
c. Sanctuary Advisory Council	_____	_____	
d. FKNMS brochures/literature	_____	_____	
e. FKNMS signage	_____	_____	<b>Was signage easy to see?</b>
f. Information in newspapers	_____	_____	__ Yes __ No __ N/A
g. Radio	_____	_____	
h. TV	_____	_____	
i. Word of mouth	_____	_____	

- D2. Did you do any activities through a Dive Shop in the Florida Keys/Key West?**

\_\_\_ YES (Go to Question 3) \_\_\_ NO (Go to Question 6)

- D3. Did the Dive Shop staff, either in the Dive Shop or onboard the boat, give you a briefing and/or education materials on how you should behave on the reefs to avoid damaging the reefs?**

\_\_\_ YES (Go to Question 4) \_\_\_ NO (Go to Question 6)

- D4. Did you find the information useful? \_\_\_ YES (Go to Question 6) \_\_\_ NO (Go to Question 5)**

- D5. Please tell us why you didn't find the information useful and what kinds of information you would have liked to receive.**

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**D6. Have you ever rented a boat or personal watercraft (Jet Ski, wave runner, etc.) in the Florida Keys/Key West?**

YES (Go to Question 7)  NO (Go to Question 10)

**D7. Did the boat rental operation provide you with a briefing and/or education materials on how to navigate or how to behave while on the reefs or information on special zones where you are not allowed to motor the boat?**

YES (Go to Question 8)  NO (Go to Question 10)

**D8. Did you find the information useful?**

YES (Go to Question 10)  NO (Go to Question 9)

**D9. Please tell us why you didn't find the information useful and what kinds of information you would have liked to receive.**

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For the next set of questions, please provide an answer on a 1 to 5 scale, where 1 means Strongly Agree, 2 means Moderately Agree, 3 means Neutral or Neither Agree or Disagree, 4 means Moderately Disagree, and 5 means Strongly Disagree. Please circle the appropriate number or I don't know, if you simply have no knowledge on the issue.

**D10. The process that NOAA has used to develop rules and regulations for the FKNMS was open and fair to all groups.**

1 2 3 4 5 I don't know

**D11. The process used by NOAA to develop boundaries and regulations for the FKNMS zones was open and fair to all groups.**

1 2 3 4 5 I don't know

**D12. It has not mattered whether the average person participated in the workshops and meetings on the FKNMS because the average person could not influence the final decisions.**

1 2 3 4 5 I don't know

**D13. NOAA has not addressed the concerns of local and state governments in developing rules and regulations for the FKNMS.**

1 2 3 4 5 I don't know

**D14. NOAA has not addressed the concerns of individual citizens in developing rules and regulations for the FKNMS.**

1 2 3 4 5 I don't know

**D15. Once that the regulations have been in effect, there has been no way that the average person could voice his/her opinion on the usefulness of the regulations.**

1 2 3 4 5 I don't know

- D16. The procedures that NOAA has established to deal with violations of FKNMS regulations have been fair and just.  
1 2 3 4 5 I don't know
- D17. NOAA has made a positive contribution to the marine environment via the National Marine Sanctuary Program.  
1 2 3 4 5 I don't know
- D18. The Florida Keys have benefited environmentally from the FKNMS.  
1 2 3 4 5 I don't know
- D19. There has been a net economic benefit to the Florida Keys from the establishment of the FKNMS.  
1 2 3 4 5 I don't know
- D20. I generally support the establishment of the FKNMS.  
1 2 3 4 5 I don't know

For the next set of questions, we want to find out how important you think the FKNMS is in affecting the Florida Keys/Key West as your place of residence and/or as a place to undertake your outdoor recreation activities.

- D21. Did you know before this survey that all the waters surrounding the Florida Keys/Key West are in a National Marine Sanctuary?  
\_\_\_ YES \_\_\_ NO
- D22. Do you think having all the waters surrounding the Florida Keys/Key West in a National Marine Sanctuary makes the area a more attractive place to live and/or undertake your outdoor recreation activities?  
\_\_\_ YES \_\_\_ NO

On a scale of 1 to 5, with 1=Not Important, 2=Somewhat Important, 3=Important, 4=Very Important and 5=Extremely Important.

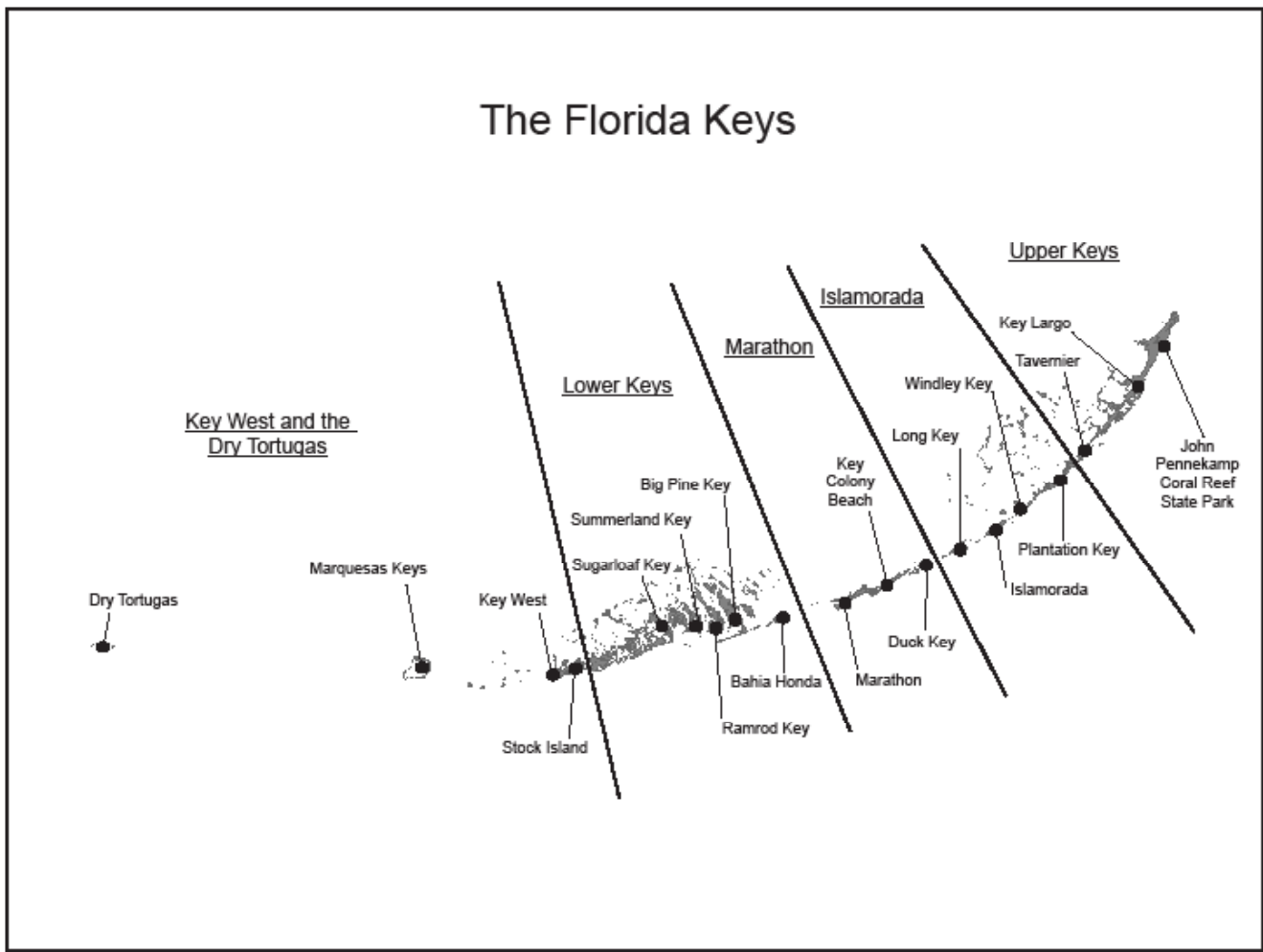
- D23. Again, regarding the Florida Keys/Key West as a place to live and/or undertake outdoor recreation activities, how important was the fact that all the waters surrounding the Florida Keys/Key West was in a National Marine Sanctuary?  
Please circle the appropriate number or "dk" for don't know.  
1 2 3 4 5 dk
- D24. When planning your outdoor recreation activities in the Florida Keys/Key West, did you know that there were special zones where certain activities are restricted or not allowed?  
\_\_\_ YES \_\_\_ NO

There are five kinds of zones established within the FKNMS, and three of these zone types analyzed for this study are collectively referred to as 'FKNMS zones' in the survey. Zones allow different uses and are generally established for different purposes. Below, a short, general description for each of the three zone types is provided.

**Sanctuary Preservation Areas**, or SPAs, encompass discrete, biologically important areas and are designed to reduce user conflicts and sustain critical marine species and habitats. Regulations for SPAs are designed to limit consumptive activities while continuing to allow activities that do not threaten resource protection. There are 18 SPAs in the FKNMS, which limit consumptive activities (activities where you take something) and 4 that are set aside for research only.

**Ecological Reserves**, or ERs, encompass large, contiguous, diverse habitats, in order to protect and enhance natural spawning, nursery, and permanent-residence areas for the replenishment and genetic protection of fish and other marine life. Regulations for Ecological Reserves are designed to meet the objectives of these zones by limiting consumptive activities while continuing to allow activities that do not threaten resource protection. Ecological Reserves therefore restrict all consumptive activities and allow non-consumptive activities only where such activities are compatible with resource protection. There are currently two Ecological Reserves in the Sanctuary, the Western Sambo's Ecological Reserve and the Tortugas Ecological Reserve.

**Wildlife Management Areas**, or WMAs, include bird nesting, resting, or feeding areas, turtle-nesting beaches, and other sensitive habitats. Regulations are designed to protect these species or the habitat while providing for public use. Access restrictions will include no-access buffers, no-motor zones, idle-speed only/no-wake zones, and closed zones. Some restrictions will apply to time periods, others to areas. There are currently 27 WMAs, of which 7 are managed exclusively by the FKNMS (the FKNMS co-manages the others with the US Fish and Wildlife Service).



The next set of questions asks about your opinions on the three types of zones. Please answer each question for each type of zone. Answer by placing an "x" in the space for each type of zone. Leaving a space blank means you don't think the statement applies to that type of zone.

	ER	SPA	WMA
<b>D25. Which of the following represents the main purpose of the FKNMS zones?</b>			
a. Increasing overall fish stocks and biomass within the zones	—	—	—
b. Increasing overall fish stocks and biomass outside the zones	—	—	—
c. Conserving and protecting corals, fish, and other marine life inside the zones	—	—	—
d. Resolving user conflicts	—	—	—
e. Supporting scientific research	—	—	—
<b>D26. Which groups have most benefited from FKNMS zones?</b>			
a. Commercial fishers	—	—	—
b. Recreational/sport fishers	—	—	—
c. Commercial dive operators	—	—	—
d. Recreational (local and tourist) divers	—	—	—
<b>D27. FKNMS zones have reduced conflicts between different user groups</b>	—	—	—
<b>D28. FKNMS zones have been effective in restoring coral reefs in the Florida Keys to what they used to be.</b>	—	—	—
<b>D29. I support the establishment of FKNMS zones as they are currently established.</b>	—	—	—

For questions 30 through 33, please refer to the map of the FKNMS.

<b>D30. I support the establishment of FKNMS zones in the Upper Keys.</b>	—	—	—
<b>D31. I support the establishment of FKNMS zones in the Middle Keys.</b>	—	—	—
<b>D32. I support the establishment of FKNMS zones in the Lower Keys.</b>	—	—	—
<b>D33. I support the establishment of FKNMS zones in the Dry Tortugas.</b>	—	—	—
<b>D34. There should be more FKNMS zones in the Florida Keys.</b>	—	—	—

**D35. Do you use any of the FKNMS zones? \_\_ YES (Go to Question 36) \_\_ NO (Go Question 39)**

**D36. Which ones do you use?** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**D37. Since the FKNMS zones were established, has your use:**

**INCREASED \_\_\_%    SAME    DECREASED \_\_\_%**

Please circle answer and fill in estimate of percentage of how your use increased or decreased.

**D38. For the each of the different types of FKNMS zones that you use, could you rate how the zones have changed for each of the following items: Please rate them on a scale of 1 to 5 with 1 being Better to 5 being Worse. Leaving a space blank means you didn't use that type of zone.**

Better-----Worse  
 1 2 3 4 5

	ER	SPA	WMA
a. Water quality	___	___	___
b. Number of fish	___	___	___
c. Types of fish	___	___	___
d. Amount of living coral	___	___	___
e. Other marine life	___	___	___
f. Crowding	___	___	___

The final set of questions ask about how effective you think the FKNMS has been in managing the natural resources in the surrounding waters of the Florida Keys/Key West.

**D39. Please rate the status/condition of the following resources by their status/condition since implementation of the FKNMS, where 1 equals Much Better and 5 is Much Worse and "dk" is don't know.**

Please circle your answer.

Better-----Worse

a. Water quality	1	2	3	4	5	dk
b. Land-based pollution/sewage	1	2	3	4	5	dk
c. Sea-based pollution/marine debris	1	2	3	4	5	dk
d. Coral reefs	1	2	3	4	5	dk
e. Sea grasses	1	2	3	4	5	dk
f. Fisheries	1	2	3	4	5	dk
g. Mooring buoys	1	2	3	4	5	dk

For the following statement (Question 40), please circle your answer according to the following scale:

1=Strongly Agree, 2=Moderately Agree, 3=Neutral (neither agree or disagree), 4=Moderately Disagree, 5=Strongly Disagree

**D40. The FKNMS is mostly responsible for the status/condition of the resources that you rated in the previous question.**

1 2 3 4 5 dk



**D41. In which area(s) has the FKNMS been a success?**

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**D42. In which area(s) has the FKNMS been least successful?**

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**D43. Are there any management strategies or regulations which you would like to see changed in the FKNMS?**

**Please briefly describe the top three management strategies or regulations you would like to see changed and how you would like to see them changed.**

<b>Management Strategy or Regulation</b>	<b>How I would like to see it changed.</b>
<b>a.</b> _____ _____	_____ _____ _____
<b>b.</b> _____ _____	_____ _____ _____
<b>c.</b> _____ _____	_____ _____ _____

## Part E: Demographic Profile

In this final section, we need to know information about you and your household to make sure we have a representative sample of Monroe County residents.

Again, your privacy will be protected and any information identifying you or your household will not be revealed to anyone.

**E1. How many people in your household are permanent residents of Monroe County, Florida?**

\_\_\_\_\_ number of people

**E2. How many of these people are at least 16 years of age?** \_\_\_\_\_ number of people

**E3. What is the closest mile marker to your residence?** \_\_\_\_\_ mile marker number

**E4. Do you have access to the water from your residence?**  Yes  No

**E5. Do you own a boat?**  Yes  No

**E6. How many years have you lived in Monroe County?** \_\_\_\_\_ number of years

**E7. In what year were you born?** \_\_\_\_\_ year

**E8. Are you Hispanic, Latino, or of Spanish origin?**  Yes  No

**E9. What race do you consider yourself?**

Please circle one or more of the letter(s) that best describes you

- A White
- B Black or African American
- C American Indian or Alaskan Native
- D Asian
- E Native Hawaiian or Other Pacific Islander

**E10. What is the highest level of education that you have completed?**

Please circle the letter of the category that best describes you

- A 8th Grade or Less
- B 9th to 11th Grade
- C 12th Grade, High School Grad, GED
- D 13 to 15 Years (some college or vocational training)
- E College Graduate
- F Graduate School, Law School, Medical School

E11. What is your employment status?

Please circle the letter or letters of all those that apply

- |   |                    |   |                   |
|---|--------------------|---|-------------------|
| A | Unemployed         | E | Student           |
| B | Employed full-time | F | Homemaker         |
| C | Employed part-time | G | None of the above |
| D | Retired            |   | (specify) _____   |

E12. Do you work outside Monroe County?  Yes  No

E13. What is your zip code? \_\_\_\_\_

E14. What is your total household income, before taxes.

Please circle the letter corresponding to the category that best describes your household

- |   |                      |   |                        |
|---|----------------------|---|------------------------|
| A | Under \$5,000        | I | \$40,000 to \$44,999   |
| B | \$5,000 to \$9,999   | J | \$45,000 to \$49,999   |
| B | \$10,000 to \$14,999 | K | \$50,000 to \$59,999   |
| D | \$15,000 to \$19,999 | L | \$60,000 to \$74,999   |
| E | \$20,000 to \$24,999 | M | \$75,000 to \$99,999   |
| F | \$25,000 to \$29,999 | N | \$100,000 to \$149,999 |
| G | \$30,000 to \$34,999 | O | \$150,000 or More      |
| H | \$35,000 to \$39,999 |   |                        |