

Dive Shop Owners/Operators: Post Card Survey

Name of Dive Shop: _____ Number of Dive/snorkel boats: _____

1 In promoting your business, do you promote the scuba diving and/or snorkeling experience as being special because all the waters surrounding the Florida Keys/Key West are in a National Marine Sanctuary?

YES (Go to Q3) NO (Go to Q2)

2 Why not? _____

3 In any of your business promotions, do you promote the experience as being special because of the no-take areas? YES NO (Go to Q4)

4 Why not? _____

-----Thank You, Please return card by mail-----

OMB Control No. 0648-xxxx

Expires:

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Cruise Ship Owners/Operators: Post Card Survey

Name of Ship: _____ Business Name: _____

1 Do you offer pre-arranged recreation activities to your passengers while they are in Key West? ___
YES (Go to Q2) ___ NO (Thank You, Please return card by mail).

2 In your promotion for pre-arranged recreation activities, do you promote the experience as being
special because all the waters surrounding the Florida Keys/Key West are in a National Marine Sanctuary?
___ YES ___NO (Go to Q3)

3 Why not? _____

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