

THANK YOU!

for
participating in this
Recreation Survey

Dear Visitor,

During your recent trip to the Florida Keys you indicated that you would be willing to complete this questionnaire. It is self-explanatory and should not take long to complete. **Please** record your answers accurately and legibly. Your answers represent many other people not included in this survey effort so it is **very important** that you return your questionnaire.

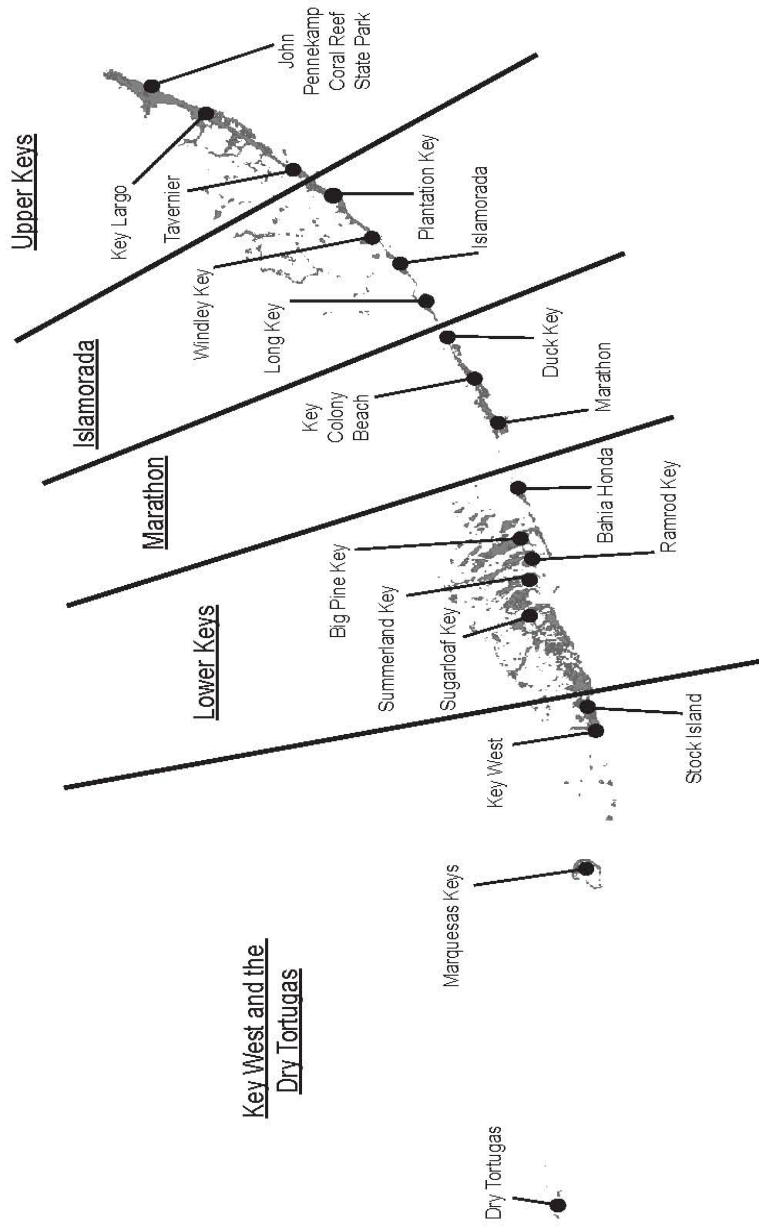
Your answers are voluntary and confidential. Your name will never be released to anyone unless otherwise required by law. After the completion of the project all materials identifying you as an individual will be destroyed.

When you complete the questionnaire, please reverse-fold it so that our return address on the GREEN PAGE in the inside is folded to the outside. Please staple or tape to seal the questionnaire and mail it back to us. No postage is needed. Your cooperation in this effort is greatly appreciated.

Sincerely,

Please note: It is very important that the same person who participated in the on-site interview also complete this questionnaire.

The Florida Keys



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 on page 1 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.

1. 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 | _____ | _____ |
| | Was signage easy to see? | | |
| | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A | | |
| f. | Information in newspapers | _____ | _____ |
| g. | Radio | _____ | _____ |
| h. | TV | _____ | _____ |
| i. | Word of mouth | _____ | _____ |

2. Did you do any activities through a Dive Shop on any of your visits to the Florida Keys/KeyWest?

___ YES (Go to Question 3) ___ NO (Go to Question 6)

3. 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)

4. Did you find the information useful?

___ YES (Go to Question 6) ___ NO (Go to Question 5)

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

6. Did you rent a boat or personal watercraft (Jet Ski, wave runner, etc.) on any of your visits to the Florida Keys/Key West?

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

7. Did the boat rental operation provide you with a briefing and/or education materials on how to navigate to 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)

8. Did you find the information useful?

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

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

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.

10. 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

11. 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

12. 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

13. 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

14. 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

15. 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

16. 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

17. 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

18. The Florida Keys have benefited environmentally from the FKNMS.

1 2 3 4 5 I don't know

19. 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

20. 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 the FKNMS is in your decision to choose the Florida Keys/Key West as a destination when you are planning your trips.

21. Did you know before your recent visit to the Florida Keys/Key West that all the waters surrounding the Florida Keys/Key West are in a National Marine Sanctuary?

___ Yes ___ No

22. Do you think having all the waters surrounding the Florida Keys/Key West in a National Marine Sanctuary makes the area a more attractive destination?

___ 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.

23. In your decision to visit the Florida Keys/Key West, 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

24. When you were planning your recent trip to the Florida Keys/Key West, did you know that there were special zones where certain activities are restricted or not allowed?

___ Yes ___ No

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 box under each type of zone. Leaving a box blank means you don’t think the statement applies to that type of zone.

| | ER | SPA | WMA |
|---|-----|-----|-----|
| 25. Which of the following represents the main purpose of the FKNMS zones? | | | |
| 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 | ___ | ___ | ___ |
| 26. Which groups have most benefited from FKNMS zones? | | | |
| a. Commercial fishers | ___ | ___ | ___ |
| b. Recreational/sport fishers | ___ | ___ | ___ |
| c. Commercial dive operators | ___ | ___ | ___ |
| d. Recreational (local and tourist) divers | ___ | ___ | ___ |
| 27. FKNMS zones have reduced conflicts between different user groups | ___ | ___ | ___ |
| 28. FKNMS zones have been effective in restoring coral reefs in the Florida Keys to what they used to be. | ___ | ___ | ___ |
| 29. I support the establishment of FKNMS zones as they are currently established. | ___ | ___ | ___ |

For questions 30 through 33, please refer to the map on page 5 of the FKNMS.

| | ER | SPA | WMA |
|---|-----|-----|-----|
| 30. I support the establishment of FKNMS zones in the Upper Keys. | ___ | ___ | ___ |
| 31. I support the establishment of FKNMS zones in the Middle Keys. | ___ | ___ | ___ |
| 32. I support the establishment of FKNMS zones in the Lower Keys. | ___ | ___ | ___ |
| 33. I support the establishment of FKNMS zones in the Dry Tortugas. | ___ | ___ | ___ |
| 34. There should be more FKNMS zones in the Florida Keys. | ___ | ___ | ___ |

35. Do you use any of the FKNMS zones?

__ YES (Go to Question 36) _ NO (Go Question 39)

36. Which ones do you use?

37. 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.

38. 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.

39. 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

40. 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

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

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

43. 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.

| Management Strategy or Regulation | How I would like to see it changed. |
|-----------------------------------|-------------------------------------|
| a. _____ | _____ |
| _____ | _____ |
| b. _____ | _____ |
| _____ | _____ |
| c. _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

That's All!! If you would like to be entered into a sweepstakes to win a free Vacation to the Florida Keys, fill out your name, address and phone number below. All prizes will be awarded in October of 2007.

Name: _____

Address: _____

City: _____

State: _____ Zip: _____ Phone: _____

Prizes to be awarded are:

GRAND PRIZE

- * Airfare for two from anywhere in the continental United States to the Florida Keys
- * Rental car with unlimited miles for one week (seven days)
- * Accommodations for two for one week (six nights)
- * Two complimentary "activities" for two (i.e., diving trip, fishing charter, sunset sail, etc.)
- * Complimentary dinner for two at local restaurant

FIRST PRIZE

- * Accommodations for two for five days (four nights)
- * Two complimentary "activities" for two (i.e., diving trip, fishing charter, sunset sail, etc.)
- * Complimentary dinner for two at local restaurant

SECOND PRIZE

- * Accommodations for two for four days (three nights)
- * One complimentary "activity" for two (i.e., diving trip, fishing charter, sunset sail, etc.)
- * Complimentary dinner for two at local restaurant

SECOND PRIZE

- * Accommodations for two for three days (two nights)
- * One complimentary "activity" for two (i.e., diving trip, fishing charter, sunset sail, etc.)

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 20 minutes 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, 14th 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.