Strategy, Research & Action Ltd, E-Mail: robin.birn@blueyonder.co.uk

2008 CHART USERS SURVEY

The National Ocean Service (NOAA) is responsible for producing and distributing the nautical charting products covering the coastal waterways of the United States. The information from this survey will be used to better identify the users of NOAA nautical products, to determine the most efficient and economical way to fulfil the mission of NOAA.

NOAA

THIS QUESTIONNAIRE IS EASY TO COMPLETE AND WILL ONLY TAKE 15 MINUTES OF YOUR TIME. YOUR HELP IN THIS SURVEY IS APPRECIATED.

Q.1. Which products and services of NOAA are you aware of?							
CHECK ALL THAT APPLY							
Paper Charts		1(9)					
Electronic Navigational Charts		2					
Raster Nautical Charts		3					
Print on Demand		4					
Nautical Chart Users Guide		5					
Co-operative Charting		6					
Pocket Charts		7					
Historical Charts		8					
Coast Pilot		9					
Coastal Map and Vector Shoreline		0					
ENC Direct		Х					
National Survey Plan		Y					
Bathy/Topo/Shoreline		1 (10)					
Now COAST		2					
Tides and Currents		3					
Physical Oceanographic Real Time System (PORTS)		4					
On-line catalog		5					
On-line notice to mariners Chart update		6					
None		7					

 Q.2. And which of these activities and services of NOAA have you bought/used in the last 12 months? CHECK ALL THAT APPLY 					
Paper Charts		1(11)			
Electronic Navigational Charts		2			
Raster Nautical Charts		3			
Print on Demand		4			
Nautical Chart Users Guide		5			
Co-operative Charting		6			
Pocket Charts		7			
Historical Charts		8			
Coast Pilot		9			
Coastal Map and Vector Shoreline		0			
ENC Direct		Х			
National Survey Plan		Υ			
Bathy/Topo/Shoreline		1 (12)			
Now COAST		2			
Tides and Currents		3			
Physical Oceanographic Real Time System (PORTS)		4			
On-line catalog		5			
On-line notice to mariners Chart update		6			
None		7			

NOW WE WOULD LIKE TO ASK YOU SOME QUESTIONS ABOUT THE NOAA SERVICES

Q.3 How satisfied are you with the services provided by NOAA? <u>CHECK ONE ONLY</u>				
Very satisfied		1(1 3)		
Satisfied		2		
Neither satisfied nor Unsatisfied		3		
Unsatisfied		4		
Very unsatisfied		5		

Q.5 How did you find out about NOAA products and services? CHECK ALL THAT APPLY					
Recommendation		1(1 5)			
Via a NOAA mailing		2			
Via the NOAA Website		3			
Via a Chart Agent		4			
From NOAA advertising		5			
From a Trade Show		6			
From Professional Training		7			

Q.4. Have you had any of the following contact with NOAA in the last 12 months? CHECK ALL THAT APPLY					
Bought a product from a NOAA sales agent		1(14)			
Called/emailed NOAA customer services for information		2			
Called NOAA distribution service for information		3			
Placed an order from an online catalog		4			
Received a visit from a NOAA Navigation Manager		5			
Called NOAA Business Offices for information		6			
Downloaded an ENC		7			
Visited the NOAA Website		8			
None of these		9			

Q.6 Please list any marine organizations you are affiliated with: WRITE IN UP TO 6 ORGANIZATIONS		
	1 (16)	
	2	
	3	
	4	
	5	
	6	

Q.7. Please look at each of the NOAA services listed below and rate each for how satisfied you have been with the services provided? CHECK ONE FOR EACH

CHECK ONE FOR EACH SERVICE	VERY SATISFIED	SATISFIED	NEITHER SATISFIED NOR UNSATISFIED	UNSATISFIED	VERY UNSATISFIED	NO OPINION /NOT APPLICABLE	
Quality of products							(17)
Quality of services							(18)
Timeliness of response to requests							(19)
Cost of the products							(20)
Helpfulness of NOAA staff who dealt with you prior and/or after sale							(21)
Knowledge of the staff in dealing with your needs							(22)
Clarity and accuracy of responses from NOAA staff to your questions							(23)
Ease in reaching correct NOAA office to deal with your request							(24)
The format of the NOAA data received							(25)
The documentation of the data received							(26)
The description of NOAA products and data in catalogs and the Website							(27)
Overall satisfaction with the services provided							(28)
Overall satisfaction compared with products and services obtained from the Private sector							(29)
Overall satisfaction compared with products and services from other US Federal Government Agencies							(30)
Overall satisfaction compared with products and services from foreign chart publishers							(31)

Q.8. Some of NOAA's users have made suggestions to us in this research as to how NOAA can improve its products and services in the future. Looking at the statements below please indicate for each whether you agree or disagree.

CHECK ONE FOR EACH SERVICE	AGREE STRONGLY	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	DISAGREE STRONGLY	NO OPINION /NOT APPLICABLE	0
NOAA's products and services have improved over the last 3 years							(32)
NOAA should carry out more surveys in Ports and Harbors							(33)
NOAA should carry out more surveys in near coast waters							(34)
NOAA should carry out more surveys along US coastlines							(35)
NOAA should carry out more surveys of sailing routes along US coastlines							(36)
NOAA should provide more up to date information in the Coast Pilot							(37)
There should more photographs of Harbor entrances in Coast Pilot							(38)
There should be some free Charts available on the NOAA Website							(39)
I tend to buy and use NOAA Charts for safety reasons							(40)
I tend to buy Charts published by Commercial Publishers for additional use for navigation							(41)
I tend to feel secure using NOAA products and services							(42)
I tend to feel secure using Charts published by Commercial Publishers							(43)

Q.9 With the many product choices available, why do you select a chart produced by one chart maker over another? CHECK ALL THAT APPLY							
The content/information on the chart		1 (44)					
The price of the chart		2					
The chart coverage area		3					
The chart publisher		4					
The suite of charts available from the publisher		5					
The size of the chart		6					
The way the material is presented on the chart		7					
I prefer the chart I was trained on at maritime school/chart class		8					
The most up to date chart		9					

Q.10 Why would you choose a commercial publisher's cruising guide instead of the NOAA Coast Pilot? CHECK ALL THAT APPLY						
The content/information in the publication		1 (45)				
The price of the publication		2				
The publication's coverage		3				
The publication's publisher		4				
The suite of publications available from the publisher		5				
The size of the publication		6				
I do not need official information from NOAA		7				
I use the NOAA Coast Pilot		8				

Q.11 Which of the following are closest to your experience regarding Electronic Navigational Charts? CHECK ALL THAT APPLY					
They are better than paper charts		1 (46)			
The additional information makes them more difficult to use		2			
The additional information makes them easier to use		3			
I would pay for the Electronic Navigational Charts and updates		4			
I would prefer to get the Electronic Navigational Charts for free online without service included (what kind of service?)		5			
Electronic charting software is difficult to use		6			
I need to learn more about how to use Electronic Navigational Charts		7			

Q.12 Do you supplement NOAA charts (paper or electronic) with comm CHECK ONE ONLY	ercial charts?		
Yes always		1 (47)	
Yes sometimes		2	
No – not at all		3	

IF YES AT Q.12 ANSWER Q.13 IF NO AT Q.12 GO TO Q14. Q.13 What are your reasons for purchasing non NOAA published charts? CHECK ALL THAT APPLY				
The content/information on the chart		1 (47)		
The price of the chart		2		
The chart coverage		3		
The chart publisher		4		
The suite of charts available from the publisher		5		
The size of the chart		6		
The way the material is presented on the chart		7		
I prefer the chart I was trained on at maritime school/charting class		8		
The most up to date chart		9		
A book of charts is more value for money		0		
The chart is readily available		Х		

Q.14 Which of the following NOAA charts do you prefer? CHECK ONE ONLY				
NOAA paper charts		1 (48)		
NOAA raster charts		2		
NOAA Print on Demand charts		3		
NOAA Electronic Navigational Charts		4		

Q.15 In 2002 the Hydrographic Improvement Services Act directed NOAA to certify commercial products. Certifying a product does not mean its content is verified by NOAA, only the product meets NOAA adopted standards. Looking at each of the comments listed below please indicate whether you agree or disagree by using the scale Agree Strongly to Disagree Strongly below

CHECK ONE FOR EACH SERVICE	AGREE STRONGLY	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	DISAGREE STRONGLY	NO OPINION /NOT APPLICABLE	
The NOAA brand is well known							(49)
The NOAA brand differentiates the quality of commercial products							(50)
It is important that the NOAA brand is identified on a certified product							(51)
The NOAA brand provides reassurance without product guarantees							(52)
The quality of commercial products is not as good as the quality of NOAA products							(53)

Q.16. Some of the mariners we have interviewed in past surveys have made comments about the NOAA Coast Pilot. Looking at each of the comments listed below please indicate whether you agree or disagree by using the scale Agree Strongly to Disagree Strongly below

CHECK ONE FOR EACH SERVICE	AGREE STRONGLY	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	DISAGREE STRONGLY	NO OPINION /NOT APPLICABLE	
I have purchased a copy of NOAA Coast Pilot							(54)
I only download the pdf version of the NOAA Coast Pilot from the Internet							(55)
If the NOAA Coast Pilot was kept up to date on- line I would download it rather than purchase a copy							(56)
I would use the on-line version if the US Coast Guard accepted digital versions of the NOAA Coast Pilot as official							(57)
The NOAA Coast Pilot is the official NOAA product compared to commercial cruising guides							(58)
I find the NOAA Coast Pilot too big to use							(59)
I would prefer that the larger Coast Pilots be broken into two volumes even if I have to pay more for my region							(60)
People often confuse the NOAA Coast Pilot and commercial publisher's cruising guides							(61)

Q.17 The US Coast Guard is rewriting the chart carriage regulations to mandate the use of Electronic charts for vessels over 300 tons and certain smaller vessels. If this applies to you please tell us which of the following NOAA charts you prefer? CHECK ONE ONLY				
I prefer NOAA raster charts (scanned images of paper charts)		1 (62)		
I prefer NOAA vector charts (Electronic Navigational Charts, data that can be queried allowing for a customized display that only shows information critical to safe navigation)		2		
I have no preference		3		
This does not apply to me		4		

NOW SOME OTHER INFORMATION TO HELP US TO DECIDE ON COMMUNICATIONS

CHECK ALL THAT APPLY		
Boating	1 (63)	
Cruising World	2	
Fairplay, The International Shipping Weekly	3	
Maritime Reporter and Engineering News	4	
Sailing World	5	
Motorboating	6	
National Fisherman	7	
Ocean Navigator	8	
Ocean Voyager	9	
Pacific Maritime	0	
Powerboat	Х	
Power and Motoryacht	Υ	
Professional Mariner	1 (64)	
Safety at Sea International/Marine Safety International	2	
Sail	3	
Sailing World	4	
Boating World	5	
Soundings	6	
Workboat	7	
Yachting	8	
BoatUS	9	
Boating Life	0	
Offshore	х	

Q.19. How long have you been a professional, commercial or recreational mariner? <u>CHECK ONE AS APPROPRIATE</u>					
YEARS	Professional	Commercial	Recreational		
Less than 2 years				1 - 3 (65)	
2 to 5 years				4 - 6	
6 to 10 years				7 – 9	
11 to 15 years				0 – Y	
16 to 20 years				1 – 3 (66)	
21 to 25 years				4-6	
Over 25 years				7 – 9	

Q.20 What is your primary use of NOAA products or services? CHECK ONE ONLY				
Commercial Navigation		1 (67)		
Recreational Navigation		2		
Scientific Research		3		
Educational studies		4		
Reference/Library use		5		
Legal use		6		
General information		7		

Q.21 Which type of vessel do you operate, work on or sail? CH	ECK ONE ONL	<u>.Y</u>
Powerboat		1 (68)
Sail Boat		2
Fishing Boat		3
Container Ship		4
General Cargo Ship		5
Tanker		6
Bulk Carrier		7
Passenger Vessel (Passenger or Cruise ship)		8
Tug Boat		9
Crewboat		0
Naval or Coast Guard Vessel		X
Not applicable to my use of Charts		Υ



PLEASE PROVIDE THE FOLLOWING INFORMATION TO ASSIST US WITH CLASSIFYING THE SURVEY

Your name:.....

Your Job Title:....

Your Organisation:.....

Your Address:....

.....

Tel: (...) - - Fax:() - -

E-Mail:....

AND TO CLOSE WE WOULD APRECIATE IT IF YOU COULD GIVE US THE FOLLOWING INFORMATION:

Are you interested in taking part in future research completed by NOAA?

Yes	1(68)
No	2

Are you interested in receiving a Summary of the Research?

Yes □ 1(69) No □ 2

Space to (80)

THANK YOU TAKING PART IN THIS SURVEY

OMB # 0648 - 0342 Expires 07/31/2008

Paperwork Reduction Act Information:

In accordance with Executive Order 12862, the National Performance Review, and good management practices, NOAA offices seek to determine whether their customers are satisfied with the services/products they are receiving and whether they have suggestions as to how the services/products may be improved or made more useful. The information will be used to improve NOAA's products and services. Responses to this survey are completely voluntary. No confidentiality can be provided for responses, but you need not supply your name and address. Public reporting burden for this collection of information is estimated to average 10 minutes per response. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to CIO-PPA1, Station 9823, 1315 East-West Highway, Silver Spring, MD 20910.

Notwithstanding any other provision of the law, no person is required to respond to, nor shall any person be subject to a penalty for failure to comply with, a collection of information subject to the requirements of the Paperwork Reduction Act, unless that collection of information displays a currently valid OMB Control Number.