

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 collect a full calendar year of data for 2012. This would necessitate that Wave 1 begin in March 2012.

2. 1 Explain how, by whom, how frequently, and for what purpose the information will be used. 1 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.

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

Section 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. If the collection of information involves small businesses or other small entities, describe the methods used to minimize burden.

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

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

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	1,171	2 min	39	13

participate in ocean recreation in past 12 months				
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, V1 portion, 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, V1 portion, 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. If seeking approval to not display the expiration date for OMB approval of the information collection, explain the reasons why display would be inappropriate.

NA.

18. Explain each exception to the certification statement.

NA.