

Notes on survey:

Text in blue will should display the italicized text in () when mouse hovers over

Text in red indicates a programming note - mostly for skip patterns



Florida Reef Diving and Snorkeling Expenditure Survey

This survey is completely voluntary.

OMB Control No. 0648-xxxx. Expiration Date: xx/xx/xxxx. Public reporting burden for this information collection is estimated to average 10 minutes per response. Send comments regarding this burden estimate or other suggestions for reducing this burden to Kristy Wallmo, 301-427-8190 or Kristy.Wallmo@noaa.gov. All data collected in this survey is anonymous and will not be released for public use except in aggregate statistical form. The survey does not ask for any information that will allow for personal identification. Notwithstanding any other provisions of the law, no person is required to respond to, nor shall any person be subjected 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.

- Q1. During the last 12 months did you take a saltwater dive or snorkel trip to a natural or **artificial reef** in Florida? (*Artificial reefs includes sunken boats, ships, planes, or other man-made structures or substrates that attract marine life*)
- Yes
 - No
 - I am unsure

If no or unsure, please thank and terminate the survey.

- Q2. About how many saltwater dive or snorkel trips did you take to natural or artificial reefs in Florida during the last 12 months?

_____ Dive trips

_____ Snorkel trips

- Q3. On average, has the number of saltwater dive or snorkel trips you take per year to natural or artificial reefs in Florida ...

- Increased during the last 5 years
- Decreased during the last 5 years
- Stayed about the same during the last 5 years
- I am unsure

If respondent chose "Decreased during the last 5 years" ask Q3A. Otherwise skip to Q4.

Q3A. What are the primary reasons the number of saltwater dive or snorkel trips you take per year to natural or artificial reefs in Florida has decreased? (Check all that apply)

- Change in personal financial circumstances
- Change in amount of time available to dive or snorkel
- Deterioration in reef conditions
- Deterioration in ocean water quality
- Move or relocation
- Other

Q4. About what percentage of your saltwater dive or snorkel trips taken in Florida during the last 12 months were to artificial reefs?

_____ %

The next questions are about your **MOST RECENT** saltwater dive or snorkel trip to a natural or artificial reef in Florida.

Q5. Was your most recent trip to a

- Natural reef
Name of reef or dive/snorkel site _____
- Artificial reef
Name of reef or dive/snorkel site _____
- I am unsure

Q6. Was your most recent trip a

- Dive trip
- Snorkel trip

Q7. Was your most recent trip taken from

- A **charter boat** (a boat run by a scuba or snorkel company)
- A **private/rented boat** (a boat that you or someone else owns or that was rented)
- Shore, no boat was involved in the trip

Q8. Was your most recent trip part of a longer vacation or work trip involving one or more nights away from home?

- Yes
- No

If respondent chose "Yes" to Q8 ask Q9 and Q10. Otherwise skip to D1.

Q9. How many nights did you spend away from home on your vacation/work trip?

_____ nights

Q10. How many days did you spend diving or snorkeling on your vacation/work trip?

_____days

D1. The next question asks about equipment you may have bought for your **most recent** saltwater dive or snorkel trip to natural or artificial reefs in Florida. The question is only about items you bought, not items you rented.

Please check the items that you bought for your **most recent** saltwater dive or snorkel trip to natural or artificial reefs in Florida. Include items you bought for yourself or others, but not items someone else bought for you.

- Mask, goggles, fins, snorkel
- Wetsuit
- Bathing suit or sunscreen
- Knife/spear
- Regulator, BC vest, weights/belt, tank
- Check here if you did not purchase any of these items

Populate Table D2 ONLY with items checked in D1. If respondent did not purchase any items do not show Table D2.

D2. For the items that you checked, please indicate the amount you spent, and the percentage of the expense that was in Florida.

Item	Amount spent (Round to the nearest dollar)	What % of this expense was spent in Florida? (0 - 100%)
Item	\$ _____ .00	_____ %

After completing D1 and D2 (if applicable) use the following skip pattern:

Respondents who checked "Shore" in Q7 and "NO" to Q8 receive E1 and E2.

Respondents who checked "Charter boat" in Q7 and "NO" to Q8 receive E3 and E4.

Respondents who checked "Private/rented boat" in Q7 and "NO" to Q8 receive E5 and E6.

Respondents who checked "Shore" in Q7 and "YES" to Q8 receive E7 and E8.

Respondents who checked "Charter boat" in Q7 and "YES" to Q8 receive E9 and E10.

Respondents who checked "Private/rented boat" in Q7 and "YES" to Q8 receive E11 and E12.

E1. The next question asks about other expenditures related to your **most recent** saltwater dive or snorkel trip to natural or artificial reefs in Florida. Please check the items below that you bought for yourself or others, but not items someone else bought for you.

- Equipment rental such as mask, fins, snorkel, wetsuit, regulator, tank, BC vest, etc.
- Air for tank
- Auto, truck, or RV fuel
- Auto, truck, or RV rental
- Public transportation (taxi, bus, ferry, etc.)
- Tolls
- Site access fees (parking fees, state or county park fees, ramp fees, etc.)
- Food and beverages from stores
- Food and beverages from restaurants
- Ice
- Check here if you did not have any of these expenditures

Populate Table E2 ONLY with items checked in E1. If respondent did not purchase any items do not show Table E2 and proceed to Q11.

E2. For the items that you checked, please indicate the amount you spent, and the percentage of the expense that was in Florida.

Item	Amount spent (Round to the nearest dollar)	What % of this expense was spent in Florida? (0 - 100%)
Item	\$ _____ .00	_____ %

E3. The next question asks about other expenditures related to your **most recent** saltwater dive or snorkel trip to natural or artificial reefs in Florida. Please check the items below that you bought for yourself or others, but not items someone else bought for you.

- Charter trip cost
- Equipment rental that was not included in trip cost
- Tips/gratuities paid to staff
- Auto, truck, or RV fuel
- Auto, truck, or RV rental
- Public transportation (taxi, bus, ferry, etc.)
- Tolls
- Site access fees (parking fees, state or county park fees, ramp fees, etc.)
- Food and beverages from stores
- Food and beverages from restaurants
- Ice
- Check here if you did not have any of these expenditures

Populate Table E4 ONLY with items checked in E3. If respondent did not purchase any items do not show Table E4 and proceed to Q11.

E4. For the items that you checked, please indicate the amount you spent, and the percentage of the expense that was in Florida.

Item	Amount spent (Round to the nearest dollar)	What % of this expense was spent in Florida? (0 - 100%)
Item	\$_____ .00	_____ %

E5. The next question asks about other expenditures related to your **most recent** saltwater dive or snorkel trip to natural or artificial reefs in Florida. Please check the items below that you bought for yourself or others, but not items someone else bought for you.

- Equipment rental such as mask, fins, snorkel, wetsuit, regulator, tank, BC vest, etc.
- Air for tank
- Boat fuel/oil
- Boat rental
- Auto, truck, or RV fuel
- Auto, truck, or RV rental
- Public transportation (taxi, bus, ferry, etc.)
- Tolls
- Site access fees (parking fees, state or county park fees, ramp fees, etc.)
- Food and beverages from stores
- Food and beverages from restaurants
- Ice
- Check here if you did not have any of these expenditures

Populate Table E6 ONLY with items checked in E5. If respondent did not purchase any items do not show Table E6 and proceed to Q11.

E6. For the items that you checked, please indicate the amount you spent, and the percentage of the expense that was in Florida.

Item	Amount spent (Round to the nearest dollar)	What % of this expense was spent in Florida? (0 - 100%)
Item	\$ _____ .00	_____ %

E7. The next question asks about other expenditures related to saltwater diving and snorkeling you did as part of your vacation/work trip. Please check the items below that you bought for yourself or others, but not items someone else bought for you.

- Airfare
- Lodging
- Equipment rental such as mask, fins, snorkel, wetsuit, regulator, tank, BC vest, etc.
- Air for tank
- Auto, truck, or RV fuel
- Auto, truck, or RV rental
- Public transportation (taxi, bus, ferry, etc.)
- Tolls
- Site access fees (parking fees, state or county park fees, ramp fees, etc.)
- Food and beverages from stores
- Food and beverages from restaurants
- Ice
- Check here if you did not have any of these expenditures

Populate Table E8 ONLY with items checked in E7. If respondent did not purchase any items do not show Table E8 and proceed to Q11.

E8. For the items that you checked, please indicate the **total amount** you spent during your entire vacation/work trip, and the percentage of the expense that was in Florida.

Item	Total amount spent (Round to the nearest dollar)	What % of this expense was spent in Florida? (0 - 100%)
Item	\$ _____ .00	_____ %

E9. The next question asks about other expenditures related to saltwater diving and snorkeling you did as part of your vacation/work trip. Please check the items below that you bought for yourself or others, but not items someone else bought for you.

- Airfare
- Lodging
- Charter trip cost
- Equipment rental that was not included in trip cost
- Tips/gratuities paid to staff
- Auto, truck, or RV fuel
- Auto, truck, or RV rental
- Public transportation (taxi, bus, ferry, etc.)
- Tolls
- Site access fees (parking fees, state or county park fees, ramp fees, etc.)
- Food and beverages from stores
- Food and beverages from restaurants
- Ice
- Check here if you did not have any of these expenditures

Populate Table E10 ONLY with items checked in E9. If respondent did not purchase any items do not show Table E10 and proceed to Q11.

E10. For the items that you checked, please indicate the **total amount** you spent during your entire vacation/work trip, and the percentage of the expense that was in Florida.

Item	Total amount spent (Round to the nearest dollar)	What % of this expense was spent in Florida? (0 - 100%)
Item	\$ _____ .00	_____ %

E11. The next question asks about other expenditures related to saltwater diving and snorkeling you did as part of your vacation/work trip. Please check the items below that you bought for yourself or others, but not items someone else bought for you.

- Airfare
- Lodging
- Equipment rental such as mask, fins, snorkel, wetsuit, regulator, tank, BC vest, etc.
- Air for tank
- Boat fuel/oil
- Boat rental
- Auto, truck, or RV fuel
- Auto, truck, or RV rental
- Public transportation (taxi, bus, ferry, etc.)
- Tolls
- Site access fees (parking fees, state or county park fees, ramp fees, etc.)
- Food and beverages from stores
- Food and beverages from restaurants
- Ice
- Check here if you did not have any of these expenditures

Populate Table E12 ONLY with items checked in E11. If respondent did not purchase any items do not show Table E12 and proceed to Q11.

E12. For the items that you checked, please indicate the **total amount** you spent during your entire vacation/work trip, and the percentage of the expense that was in Florida.

Item	Total amount spent (Round to the nearest dollar)	What % of this expense was spent in Florida? (0 - 100%)
Item	\$_____ .00	_____ %

Q11. From what city in Florida did your dive or snorkel trip originate? _____

Q12. About how many of the dive and snorkel trips that you took during the last 12 months left from
(write a "0" if you did not take any trips that left from that county)

Broward county _____

Martin county _____

Palm Beach county _____

Miami-Dade county _____

Q13. Are you

- Male
- Female

Q14. In what year were you born? _____

Q15. Are you a resident of Florida?

- Yes
- No

If respondent chose "YES" then ask Q15A.

Q15A. In what county do you reside? _____

Q16. How did you receive your invitation to complete this survey?

- Received a postcard in the mail with link to survey
- Took a postcard from a dive or snorkel shop that had survey link
- Received the survey link through a listserv, newsletter, or electronic mail
- Heard about the survey from someone else and went to the link on my own
- Other _____

**Thank you very much for your participation in this survey.
Please use the space below to add any additional comments you have.**