

**SUPPORTING STATEMENT
ECONOMIC IMPACTS OF FLORIDA REEF DIVING AND SNORKELING
OMB CONTROL NO. 0648-XXXX**

B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS

1. Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection method to be used. Data on the number of entities (e.g., establishments, State and local governmental units, households, or persons) in the universe and the corresponding sample are to be provided in tabular form. The tabulation must also include expected response rates for the collection as a whole. If the collection has been conducted before, provide the actual response rate achieved.

The sampling strategy used in this data collection is opportunistic. The respondent universe that this survey will target includes scuba divers and snorkelers who have visited natural and/or artificial reefs in Florida during the past twelve (12) months, and a sampling frame does not exist for this population. Constructing such a frame would be prohibitively expensive, if it could be done at all. Therefore we have enlisted the help of a number of diving and snorkeling groups, listed below, to help us with outreach efforts and in providing the link to take the survey in their electronic correspondence with members.

In addition we will mail a random sample of registered Florida boaters a postcard containing the survey website address and asks them to participate in the survey.

Finally we will provide the same postcards to six dive shops in southern Florida that work with the organization Divers Direct. The dive shop clients and patrons that are interested in taking the survey will be given the postcard containing the survey website address.

Entities expected to assist in distributing information containing the survey link.

Entities	Expected number of individuals reached
Divers Direct	
<i>General electronic correspondence with members</i>	25,000
<i>Six dive shops in southern Florida</i>	1,800
Diver Alert Network magazine circulation	150,000
Sport Diver magazine circulation	100,000
Professional Association of Diving Instructors (PADI)	
<i>General electronic correspondence with members</i>	25,000
<i>Project Aware electronic correspondence with members</i>	5,000
National Association of Underwater Instructors (NAUI)	
<i>General electronic correspondence with members</i>	15,000
<i>NAUI Green Diver Initiative electronic correspondence with members</i>	5,000
Scuba Schools International	15,000
Florida Boater Registry	2,500
League of Extraordinary Divers Website	50,000
TOTAL	394,000 with possible duplication

While the invitation to participate in the survey will be on a rather broad scale, we expect the number of respondents to be a fraction of the number to whom the information is sent. We expect a return of approximately 2,000 respondents for several reasons. We acknowledge that opportunistic sampling can generate relatively low responses, and there may be overlap in a general distribution approach (e.g., many recipients will receive the information through multiple sources). In addition, in order to be eligible to participate respondents must have taken a reef dive or snorkel trip in Florida during the last 12 months, and this requirement will reduce the pool of eligible respondents, though it will improve the precision of the economic impact estimates of reefs diving and snorkeling.

2. Describe the procedures for the collection, including: the statistical methodology for stratification and sample selection; the estimation procedure; the degree of accuracy needed for the purpose described in the justification; any unusual problems requiring specialized sampling procedures; and any use of periodic (less frequent than annual) data collection cycles to reduce burden.

As described above, in order to reach the target population we must employ an opportunistic sample. The entities described above will assist us in distributing the survey link, and we will provide a brief introductory paragraph concerning the purpose of the survey. There will be no a-priori stratification; however, post stratification of the data may be possible based on survey responses (e.g., frequency of dives, Florida resident vs visitor etc...). We will use standard economic impact modeling techniques, primarily IMPLAN, to estimate the economic impacts of diving and snorkeling on Florida reefs.

3. Describe the methods used to maximize response rates and to deal with nonresponse. The accuracy and reliability of the information collected must be shown to be adequate for the intended uses. For collections based on sampling, a special justification must be provided if they will not yield "reliable" data that can be generalized to the universe studied.

As a sampling frame does not exist, we will not be able to systematically address non-response bias. However, we have taken steps to maximize the number of surveys completed, including making the survey a brief, concise, and clear instrument, limiting the number of open-ended questions, and revising the survey based on feedback from focus groups conducted in Hollywood, FL. In addition we have involved the use of a number of professional dive entities, gear distributors, and dive shops, described in the table above, in conducting outreach activities that alert to the importance of completing the survey and providing the survey link in their outreach and/or correspondence materials.

4. Describe any tests of procedures or methods to be undertaken. Tests are encouraged as effective means to refine collections, but if ten or more test respondents are involved OMB must give prior approval.

Prior to the survey implementation, NOAA Fisheries conducted a focus group with 8 scuba divers and snorkelers in Hollywood, FL. Their feedback was used to revise language and

questions in the survey and to ensure that material is understood and interpreted by the respondent as intended.

5. Provide the name and telephone number of individuals consulted on the statistical aspects of the design, and the name of the agency unit, contractor(s), grantee(s), or other person(s) who will actually collect and/or analyze the information for the agency.

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