

SUPPLEMENTAL QUESTIONS PART A
U.S. Department of Commerce
National Oceanic & Atmospheric Administration
DOC/NOAA Customer Surveys
Soliciting Feedback on Marine Recreational Information Program Partnership
OMB Control No. 0648-0342

**A. Supplemental Questions for DOC/NOAA Customer Survey Clearance
(OMB Control Number 0648-0342)**

- 1. Explain who will be conducting this survey. What program office will be conducting the survey? What services does this program provide? Who are the customers? How are these services provided to the customer?**

The Marine Recreational Information Program—part of the National Marine Fisheries Service Office of Science and Technology—will conduct this survey. The program is responsible for:

- Developing, improving, and implementing a network of surveys used to estimate total recreational catch;
- Maintaining effective collaborations with state, regional, and national partners to support responsive and cost-effective data collection and catch estimation; and
- Providing these partners with the information needed to understand our program, its operations, and its improvements.

These partners are the customers of this survey, and include NOAA Fisheries Headquarters, Regional Offices, and Science Centers; the Marine Fisheries Advisory Committee (MAFAC); regional fishery management councils; interstate marine fisheries commissions; state fisheries agencies; and Sea Grant fisheries extension agents.

- 2. Explain how this survey was developed. With whom did you consult during the development of this survey on content? Statistics? What suggestions did you get about improving the survey?**

A team of data documentation, data management, survey methodology, statistical analysis, and communications experts developed this survey. A draft of the survey was tested with five individuals from the targeted partner organizations, who provided feedback on the content and clarity of the questions and the time the survey took to complete.

- 3. Explain how the survey will be conducted. How will the customers be sampled (if fewer than all customers will be surveyed)? What percentage of customers asked to take the survey will respond? What actions are planned to increase the response rate? (Web-based surveys are not an acceptable method of sampling a broad population. Web-based surveys must be limited to services provided by Web.)**

The web-based survey will be administered via SurveyMonkey. A list of customers is available, and the survey will be sent via email to all of those on the list. Follow-up emails and/or telephone calls will be used to maximize response rates during the two-week period the survey will be online. Based on past experience, we anticipate response rates around 35%.

- 4. Describe how the results of this survey will be analyzed and used. If the customer population is sampled, what statistical techniques will be used to generalize the results to the entire customer population? Is this survey intended to measure a GPRA performance measure? (If so, please include an excerpt from the appropriate document.)**

All responses will be considered in the analysis of the results. The results will be used to:

- Determine whether our partners act as resources for information about recreational fisheries data;
- Identify the information sharing pathways that are commonly used between, within, and among partner organizations;
- Identify gaps in partner understanding of our program, its operations, and its improvements;
- Assess the strength of our partnership; and
- Ascertain the effectiveness of and identify recommended improvements to our partner-focused communications efforts.