

**SUPPORTING STATEMENT**  
**U.S. Department of Commerce**  
**National Oceanic & Atmospheric Administration**  
**NOAA Customer Surveys**  
**Questionnaire for Soliciting Feedback on Marine**  
**Recreational Information Program Data Products**  
**OMB Control No. 0648-0342**

**A. Supplemental Questions for DOC/NOAA Customer Survey Clearance**

- 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, and for providing its customers with data, statistics, and programs to produce statistics through the NOAA Fisheries website and in response to custom statistics requests (often submitted via email). These data customers include state and federal stock assessors, social scientists, and economists; state and federal fishery management staff; and fishery management councils' staff, scientific and statistical committees, and advisory panels.

- 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 four colleagues who work alongside our data customers and 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.

- 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 how the Marine Recreational Information Program's customers are using the products it provides; to measure customer satisfaction with these products, confidence in the quality of the information derived from these products, and understanding of the uses and limitations of these products; to identify recommended improvements to these products; to ascertain the effectiveness of the program's customer-focused communications efforts; and to obtain information to inform future customer training sessions.