

OCEAN OBSERVATION STUDY: LONG SURVEY EXAMPLE

- The following is a “most complex” experience of the survey, meaning it would be the longest survey a respondent could possibly see as a result of the choices he or she would make, and the advanced logic response by the system.

In this example, a hypothetical respondent has chosen:

- 1) “A subsidiary of a multinational company” in Question #2,
 - 2) “Provider,” “Intermediary,” and “End-User” in Question #3,
 - 3) Is able to report a revenue split among “Provider,” “Intermediary,” and “End-User” in Question #14, Part B.
 - 4) Reports positive foreign sales in Question #15.
 - 5) Reports that they are an IOOS “Provider,” “Intermediary,” and “End-User” in Question #22.
- In addition to these hypothetical choices’ impact on the questions presented, Question #2 also impacts the language of the question, and uses “subsidiary” throughout the survey. This will be an important contribution to clarifying questions for respondents, since the survey universe includes a number of highly complex and multinational companies.

*****START OF SURVEY QUESTIONS

1. What is the name and location of the business entity that you represent?
 - Name: _____
 - City: _____
 - State / Country (if outside U.S.): _____
 - Your position: _____
2. What organization type best describes your business entity?
 - A one-employee business
 - A multi-employee business with one location
 - A multi-location, *U.S.-only* business without divisions or subsidiaries
 - A division of a larger *U.S.-only* company
 - A subsidiary of a larger *U.S.-only* company
 - A headquarters home office or satellite location of a *U.S.-only* company with separate divisions and/or subsidiaries
 - A multi-location, *multinational* business without divisions or subsidiaries
 - A division of a larger *multinational* company
 - A subsidiary of a larger *multinational* company
 - A headquarters home office or satellite location of a *multinational* company with separate divisions and/or subsidiaries

What is the name and location of your business’ headquarters? _____

3. Please select the answer choice(s) below that describe your subsidiary (select all that apply):
- We are a *provider* of physical or data infrastructure for ocean, coastal, or Great Lakes measurement, observation, or forecasting purposes (e.g., platforms, instruments, sensors, data communications, IT infrastructure, satellite or air-based marine or maritime observation systems, instruments for navigation and positioning, etc.)
 - We are an *intermediary* that uses ocean, coastal, or Great Lakes measurements, observations or forecasts to create a value-added data product/service offered for commercial sale (e.g., to power a weather or surf forecast service, evaluate marine or maritime environmental hazards, support fish locating, etc.)
 - We are an *end-user* that uses ocean, coastal, or Great Lakes measurements, observations or forecasts, but we do not use them to create a value-added data product/service for commercial sale (e.g., a fishing fleet operator, a charter boat service, etc.)
 - We do not provide ocean, coastal, or Great Lakes measurement, observation, or forecasting infrastructure, and we do not use ocean, coastal, or Great Lakes measurements, observations or forecasts in our business
4. How long has your subsidiary offered ocean, coastal, or Great Lakes measurement, observation or forecast infrastructure (i.e., *provider*), value-added data (i.e., *intermediary*), or final (i.e., end-use) products/services?
- Less than 1 year
 - 1 through 3 years
 - 3 through 5 years
 - More than 5 years
 - Unknown
5. A. How many discrete locations does your subsidiary have? (Note: multiple buildings on a single campus counts as one location.)
- 1
 - 2
 - 3
 - 4
 - 5
 - 6-9
 - 10 or more
- B. How many discrete locations does your ultimate parent or holding company have? (Notes: Please include all division and subsidiary locations; multiple buildings on a single campus counts as one location.)
- 1
 - 2
 - 3
 - 4
 - 5
 - 6-9

- 10 or more
6. How many of your subsidiary's discrete locations are in the U.S.?
- 1
 - 2
 - 3
 - 4
 - 5
 - 6-9
 - 10 or more
7. How many employees are currently at your subsidiary?
- 1-4
 - 5-10
 - 11-20
 - 21-30
 - 31-50
 - 51-100
 - 101-250
 - 251-500
 - 501-1000
 - 1001-2000
 - More than 2000
 - Unknown
8. How many employees in your subsidiary are located within the U.S.?
- 1-4
 - 5-10
 - 11-20
 - 21-30
 - 31-50
 - 51-100
 - 101-250
 - 251-500
 - 501-1000
 - 1000-2000
 - More than 2000
 - Unknown
9. In the next 12 months, do you anticipate employment at your subsidiary?...
- Increasing
 - Staying the same
 - Decreasing
 - Not yet known
10. A. What were your subsidiary's gross revenues for the past year?
- \$1-\$200,000

- \$200,001-\$500,000
- \$500,001-\$1,000,000
- \$1,000,001-\$5,000,000
- \$5,000,001-\$20,000,000
- \$20,000,001-\$100,000,000
- \$100,000,001-\$500,000,000
- \$500,000,001 or more
- Unknown

B. What percentage of this revenue is grossed by your U.S. locations (if known)? _____

11. A. What were your ultimate parent or holding company's gross revenues for the past year?

- \$1-\$200,000
- \$201,000-\$500,000
- \$501,000-\$1,000,000
- \$1,000,001-\$5,000,000
- \$5,000,001-\$20,000,000
- \$20,000,001-\$100,000,000
- \$100,000,001-\$500,000,000
- \$500,000,001 or more
- Unknown

B. What percentage of this revenue is grossed by the U.S. locations of your parent or holding company (if known)? _____

12. In the next 12 months, do you anticipate your subsidiary's total ocean, coastal, or Great Lakes observation-, measurement- or forecasting-related revenue:

- Increasing
- Staying the same
- Decreasing
- Not yet known

13. What share of your subsidiary's revenue is from marine- or maritime-related products/services?

_____ %

14. A. What is the *estimated* share of your subsidiary's marine- or maritime-related revenue that is from providing ocean, coastal, or Great Lakes observation, measurement or forecasting products/services?

_____ %

B. What is your *best estimate* of how this revenue splits among your subsidiary's provider, intermediary, and end-use products/services?

Provider: _____%
Intermediary: _____%
End-User: _____%

This split cannot be estimated:

15. What is your *best estimate* of how your subsidiary's total ocean, coastal, or Great Lakes observation-, measurement- or forecasting-related revenue is split among customer types?

Private individuals or households in the U.S: _____%
Private companies, research institutions, universities, etc. in the U.S.: _____%
U.S. Federal Government: _____%
State and local governments in the U.S.: _____%
Foreign customers of any type: _____%

16. A. What is your *best estimate* of how your subsidiary's total ocean, coastal, or Great Lakes observation-, measurement- or forecasting-related *provider* products/services revenue is split among customer types?

Private individuals or households in the U.S: _____%
Private companies, research institutions, universities, etc. in the U.S.: _____%
U.S. Federal Government: _____%
State and local governments in the U.S.: _____%
Foreign customers of any type: _____%

- B. What is your *best estimate* of how your subsidiary's total ocean, coastal, or Great Lakes observation-, measurement- or forecasting-related *intermediary* products/services revenue is split among customer types?

Private individuals or households in the U.S: _____%
Private companies, research institutions, universities, etc. in the U.S.: _____%
U.S. Federal Government: _____%
State and local governments in the U.S.: _____%
Foreign customers of any type: _____%

- C. What is your *best estimate* of how your subsidiary's total ocean, coastal, or Great Lakes observation-, measurement- or forecasting-related *end-user* products/services revenue is split among customer types?

Private individuals or households in the U.S: _____%
Private companies, research institutions, universities, etc. in the U.S.: _____%
U.S. Federal Government: _____%
State and local governments in the U.S.: _____%
Foreign customers of any type: _____%

17. From which of these markets does your subsidiary's U.S. locations receive significant (i.e., at least 5%) shares of ocean, coastal, or Great Lakes observation-, measurement- or forecasting-related revenue? (Select all that apply):
- U.S. and its overseas territories
 - Canada
 - Greenland
 - Mexico/Central America
 - Non-U.S. Caribbean
 - South America
 - Continental Europe
 - UK/Ireland
 - East Europe/Russia
 - Other European/Mediterranean
 - Japan
 - South Korea
 - China/Hong Kong
 - Taiwan
 - India
 - Southeast Asia
 - Australia/New Zealand
 - Middle East
 - Other Non-U.S. Asia/Pacific
 - Africa
 - Other Indian Ocean Nations
 - Arctic/Antarctica
18. Which of the following are important customer areas for your subsidiary's ocean, coastal, or Great Lakes observation-, measurement- or forecasting-related revenues? (select all that apply):
- Academic research
 - Government research
 - Defense
 - Marine or maritime security
 - Coastal protection
 - Hydrographic surveys
 - Construction surveys
 - Engineering
 - Environmental monitoring
 - Water and water quality
 - Weather and ocean forecasting
 - Climate modeling and prediction
 - Biotechnology
 - Wind energy
 - Wave and tidal energy
 - Renewable energy, except wind and wave energy
 - Oil and gas industries
 - Fishing industry
 - Aquaculture

- Ports and harbors
- Cargo shipping
- Cruise ships and passenger ships
- Other: _____

19. What kind of ocean, coastal, or Great Lakes observation-, measurement- or forecasting-related infrastructure does your subsidiary sell? (select all that apply):

- Hydrographic survey sensors/instruments/systems
- Shallow geophysical survey sensors/instruments/systems
- Geotechnical sensors/instruments/systems for measurement/sampling
- Physical oceanographic sensors/instruments/systems (including cameras)
- Chemical oceanographic sensors/instruments/systems
- Biological oceanographic sensors/instruments/systems
- Navigation and positioning sensors/instruments/systems
- Platforms such as towed systems, or remote or autonomous underwater vehicles
- Data communications and Information Technology infrastructure or software platforms/systems
- Other _____

20. If your subsidiary utilizes “IN SITU” data (i.e., data from observations or measurements conducted within or upon a marine environment) from coastal, or Great Lakes observation, measurement, or forecasting to generate value-added data in your products/services, what kind of IN SITU data do you use? (select all that apply):

- Bathymetric data
- Geophysical data
- Geotechnical data
- Physical oceanographic data
- Chemical oceanographic data
- Biological oceanographic data
- Other _____
- We do not utilize *IN SITU* data

21. If your subsidiary utilizes “REMOTELY SENSED” data (i.e., data from sources outside a marine environment) from ocean, coastal, or Great Lakes observation, measurement, or forecasting to generate your value-added data products/services, what kind of REMOTELY SENSED data do you use? (select all that apply):

- Aircraft observations
- Satellite observations
- Shore observations
- Other _____
- We do not utilize *REMOTELY SENSED* data

22. Is your subsidiary aware of the Integrated Ocean Observing System (IOOS) and, if so, does your subsidiary contribute to IOOS infrastructure or utilize IOOS-coordinated data, including to create value-added products/services? (Select all that apply):

- We are unaware of IOOS

- We are aware of IOOS
 - We are an IOOS *provider*; we contribute to IOOS infrastructure
 - We are an IOOS *intermediary*; we create value-added products/services from IOOS-coordinated data
 - We are an IOOS *end-user*; we use IOOS-coordinated data
23. Which of the following do you consider issues or barriers to working with IOOS that impact your subsidiary? (select all that apply):
- Limited access to IOOS data streams
 - Structure of IOOS data streams limits usability
 - Lack of documentation on IOOS data streams
 - IOOS data does not adequately cover the geography needed
 - Difficulties or limitations with adapting new technology into IOOS
 - Limited knowledge about future investment and development plans for the IOOS system
 - Hard to find employees who can work with the IOOS infrastructure
 - Hard to find employees who can work with the IOOS data
 - State or local regulations or restrictions
 - Other: _____
 - None of the above
 - Unknown
24. In the future, does your subsidiary plan to (select all that apply):
- IOOS Infrastructure plans
- Deploy new infrastructure products/services for IOOS
 - Expand the capabilities of our infrastructure products/services for IOOS
 - Make no changes to our infrastructure products/services for IOOS
 - Reduce our infrastructure products/services for IOOS
 - Eliminate our infrastructure products/services for IOOS
- IOOS Intermediary plans
- Create new value-added products/services that utilize IOOS-coordinated data
 - Expand the capabilities of our value-added products/services that utilize IOOS-coordinated data
 - Make no changes to our value-added products/services that utilize IOOS-coordinated data
 - Reduce our value-added products/services that utilize IOOS-coordinated data
 - Eliminate our value-added products/services that utilize IOOS-coordinated data
- IOOS End-User plans
- Develop new end-use IOOS-coordinated data products/services
 - Expand the capabilities of our end-use IOOS-coordinated data products/services
 - Make no changes to our end-use IOOS-coordinated data products/services
 - Reduce our end-use IOOS-coordinated data products/services
 - Eliminate our end-use IOOS-coordinated data products/services
25. Which of the following improvements by IOOS would help your subsidiary? (select all that apply):
- Better information and data stream standardization

- More openness to opportunities for new innovations
- Greater focus on the interests of small or new enterprises
- Greater focus on the interests of large or established enterprises
- Other: (please describe) _____
- None of the above

26. Do you feel your subsidiary's current or future workforce could benefit from specific training for working with IOOS data or providing IOOS infrastructure?

- Yes, option open-ended
- No
- Uncertain

27. Are there changes to IOOS that would make it easier for your subsidiary to provide infrastructure or related services or products to the IOOS system?

- Yes, option open-ended
- No
- Uncertain

28. Are there changes to IOOS that would make it easier to for your subsidiary to utilize IOOS data in value-added products?

- Yes, option open-ended
- No
- Uncertain

29. If known or available, what is your subsidiary's D-U-N-S number? _____

30. Can you recommend other recipients for this survey? These could be other parts (such as other subsidiaries, divisions, or a headquarters) of your company, or could be other qualified companies.

- Yes
- No

If yes, please list below (name of company and contact if available):

31. Are there any additional comments, concerns, or recommendations that you would wish IOOS to know? _____