

OCEAN OBSERVATION STUDY: LIMITED SURVEY EXAMPLE

- The following is a “least complex” experience of the survey, meaning it would be the shortest 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. The only possible shorter experience would be for respondents who indicated they are not a measurement, observation, or forecasting business in this survey’s Question #3, or are unaware of IOOS in this survey’s Question #12; both responses would result in an exit-and-thank-you process.

In this example, a hypothetical respondent has chosen:

- 1) “A one location” business in Question #2,
 - 2) An “Intermediary” in Question #3,
 - 3) Reports “0%” foreign sales in Question #10.
 - 4) Reports that they are an IOOS “Intermediary” in Question #22.
- In addition to these hypothetical choices’ impacts on the questions presented, Question #2 also impacts the language of the question, which uses “company” throughout the survey.

*****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
3. Please select the answer choice(s) below that describe your company (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. In the next 12 months, do you anticipate employment at your subsidiary?...
- Increasing
 - Staying the same
 - Decreasing
 - Not yet known
6. What were your company'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
7. In the next 12 months, do you anticipate your company's total ocean, coastal, or Great Lakes observation-, measurement- or forecasting-related revenue:
- Increasing
 - Staying the same
 - Decreasing
 - Not yet known

8. What share of your company's revenue is from marine- or maritime-related products/services?
_____%
9. What is the *estimated* share of your company's marine- or maritime-related revenue that is from providing ocean, coastal, or Great Lakes observation, measurement or forecasting products/services?
_____%
10. What is your *best estimate* of how your company'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: | _____% |
11. 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: _____

12. Is your company aware of the Integrated Ocean Observing System (IOOS) and, if so, does your company 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
13. Which of the following do you consider issues or barriers to working with IOOS that impact your company? (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
14. In the future, does your company plan to (select all that apply):
- IOOS Infrastructure plans
- Deploy new 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
15. Which of the following improvements by IOOS would help your company? (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

16. Do you feel your company'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

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

Yes, option open-ended

No

Uncertain

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

Yes, option open-ended

No

Uncertain

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

20. Can you recommend other recipients for this survey from outside your company?

Yes

No

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

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