



**NOAA**  
**CORAL REEF**  
CONSERVATION PROGRAM

**SOCIAL SCIENCE PROGRAM**

**Socioeconomic Survey: CORE Questions Template**

**National Coral Reef Monitoring Plan**

November 2014

The National Oceanic and Atmospheric Administration (NOAA) Coral Reef Conservation Program (Coral Program) is sponsoring the National Coral Reef Monitoring Plan (NCRMP) for biological, physical, and socioeconomic monitoring throughout the U.S. Pacific, Atlantic, and Caribbean coral reef areas. The overarching goal of this effort is to collect the information needed to gauge changing conditions of U.S. Coral reef ecosystems over time. For more information:

<http://www.coris.noaa.gov/geoportal/catalog/search/resource/details.page?uuid=%7B41F8A287-5FC6-4557-B714-51053EF60312%7D>

The main purpose of the Socioeconomic Component of NCRMP is to answer the following questions: *What is the status of human knowledge, attitudes, and perceptions regarding coral reefs? And, how are human uses of, interactions with, and coral dependence on coral reefs changing over time?*

To answer these questions a set of key socioeconomic indicators were developed through an iterative process by a team of social and biological scientists. Guided by these indicators, a bank of over 120 questions was then created and subsequently approved by the Office of Management and Budget (OMB) for use in data collection via individual and household surveys. For more information on the social science component of NCRMP visit: [http://www.coris.noaa.gov/activities/projects/ncrmp\\_socio/](http://www.coris.noaa.gov/activities/projects/ncrmp_socio/).

This document contains a set of **core questions**, taken from the question bank and transformed into jurisdiction specific surveys for administration across all seven U.S. coral reef jurisdictions. They are repeated across all surveys for comparison with more jurisdiction specific questions added as needed. This core set of questions can however be incorporated into any other site/country specific survey efforts if appropriate. Individuals, organizations and institutions who may be interested in their own socioeconomic monitoring efforts as part of natural resource management of coral reef and other coastal ecosystems are encouraged to use these questions as part of their own survey development. It is hoped that if researchers are asking one or more identical questions across several locations, over time, there may be opportunities for useful comparisons of data. These questions are designed specifically for U.S coral reef Jurisdictions but may be applicable to **any** other (including non-US) tropical/coral reef jurisdiction.

Details and access to the full set of survey bank questions will be provided at a later date but researchers are encouraged to use the template provided on the following pages as a starting point for developing their questionnaires. For additional information and guidance on socioeconomic monitoring of coastal communities can be found at [www.socmon.org](http://www.socmon.org).

For further details please contact:  
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NOAA Coral Reef Conservation Program  
National Coral Reef Monitoring Program (NCRMP)  
Resident Coral Reef Survey  
OMB Control Number XXXX-XXXX

**\*\*CORE MODULE\*\***

Hello,

My name is \_\_\_\_\_ We are only interested in obtaining your opinions on some important issues related to coral reefs and the environment in \_\_\_\_\_

Your participation is voluntary and will be kept strictly confidential. Notwithstanding any other provisions of the law, no person is required to respond to, nor shall any person be subjected to a penalty for failure to comply with, a collection of information ... **[optional depending on agency-** subject to the requirements of the Paperwork Reduction Act, unless that collection of information displays a currently valid OMB Control Number].

Public reporting burden for this collection of information is estimated to average 30 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

Send comments regarding this burden estimate or any other suggestions for reducing this burden to Jane/John Diploria, Marine Conservation Organization X, (137 Acropora Cervicornis Boulevard, Ocean Town).

**Please note: this survey can be administered using different modes, ie; in-person, telephone interview, self administered paper (mail) or online versions. Researchers can adjust question order, skip patterns and interviewer prompts as required. The amount of questions and type of answer format may affect overall time and burden on the respondent.**

**PARTICIPATION IN REEF ACTIVITIES**

1. How often do you usually participate in each of the following activities?

|  | Never | Once a month or less | 2-3 times a month | 4 times a month or more | No Answer |
|--|-------|----------------------|-------------------|-------------------------|-----------|
| Swimming/wading  |       |                      |                   |                         |           |
| Snorkeling   |       |                      |                   |                         |           |
| Diving (SCUBA or free diving)                                      |       |                      |                   |                         |           |
| Waterside/ beach camping   |       |                      |                   |                         |           |
| Beach recreation (beach sports, picnics)                           |       |                      |                   |                         |           |
| Boating  |       |                      |                   |                         |           |
| Fishing  |       |                      |                   |                         |           |
| Gathering of marine resources (lobsters, conch, seaweed, examples) |       |                      |                   |                         |           |

**SKIP PATTERN--** If respondent answers 'never' to fishing and gathering of marine resources, then skip to #3:

**CORAL REEF RELIANCE / CULTURAL IMPORTANCE OF REEFS**

2. How often do you fish or harvest marine resources for each of the following reasons?]

|   | Frequently | Sometimes | Rarely | Never | No Response |
|---|------------|-----------|--------|-------|-------------|
| To feed myself and my family/ household           |            |           |        |       |             |
| To sell   |            |           |        |       |             |
| To give to extended family members and/or friends |            |           |        |       |             |
| For fun   |            |           |        |       |             |
| For special occasions and cultural events         |            |           |        |       |             |

3. How often do you or your family eat fish/seafood?
  - a. Every day
  - b. A few times a week
  - c. About once a week
  - d. 1-3 times a month
  - e. Less than once a month
  - f. Never

**SKIP PATTERN -- If respondent answers 'never' then skip to question #5**

4. Where do you get the fish or seafood your family eats?
  - a. Purchased by myself or someone in my household at a store or restaurant
  - b. Purchased by myself or someone in my household at a market or roadside vendor
  - c. Caught by myself or someone in my household
  - d. Caught by extended family members
  - e. Other, please specify \_\_\_\_\_

**PERCEIVED RESOURCE CONDITION**

5. In your opinion, how are [jurisdiction's] marine resources currently doing? Please rank from very bad to very good.

|                                       | Very Bad | Bad | Neither<br>Bad nor<br>Good | Good | Very<br>Good | Don't<br>Know |
|---------------------------------------|----------|-----|----------------------------|------|--------------|---------------|
| Ocean Water Quality (clean and clear) |          |     |                            |      |              |               |
| Amount of Coral                       |          |     |                            |      |              |               |
| Number of Fish                        |          |     |                            |      |              |               |

6. How would you say the condition of each of the following has changed over the last 10 years: from 1=it has gotten a lot worse to 5=it has gotten a lot better.

|                                       | A lot Worse | Somewhat Worse | No Change | Somewhat Better | A lot Better | Not Sure |
|---------------------------------------|-------------|----------------|-----------|-----------------|--------------|----------|
| Ocean Water Quality (clean and clear) |             |                |           |                 |              |          |
| Amount of Coral                       |             |                |           |                 |              |          |
| Number of Fish                        |             |                |           |                 |              |          |

7. In the next 10 years, do you think the condition of the marine resources in [jurisdiction] will get worse, stay the same or improve?
- Get worse
  - Stay the same
  - Improve
  - Not sure

**AWARENESS AND KNOWLEDGE OF CORAL REEFS – Threats including climate change**

8. Please say whether you disagree or agree with each of the following statements.

|  | Strongly Disagree | Disagree | Neither | Agree | Strongly Agree | Not Sure |
|--|-------------------|----------|---------|-------|----------------|----------|
| Coral reefs protect the [jurisdiction] from erosion and natural disasters. |                   |          |         |       |                |          |
| Coral reefs are only important to fishermen, divers and snorkelers.        |                   |          |         |       |                |          |
| Healthy coral reefs attract tourists to [jurisdiction].                    |                   |          |         |       |                |          |
| Coral reefs are important to [jurisdiction] culture.                       |                   |          |         |       |                |          |

9. How familiar are you with each of the following potential threats facing the coral reefs in <location>?

|   | Very Unfamiliar | Unfamiliar | Neither Familiar nor Unfamiliar | Familiar | Very Familiar | Not sure |
|---|-----------------|------------|---------------------------------|----------|---------------|----------|
| Climate change  |                 |            |                                 |          |               |          |
| Coral bleaching   |                 |            |                                 |          |               |          |
| Hurricanes and other natural disasters                                  |                 |            |                                 |          |               |          |
| Pollution (stormwater, wastewater, chemical runoff and trash/littering) |                 |            |                                 |          |               |          |
| Coastal/urban development   |                 |            |                                 |          |               |          |
| Invasive species  |                 |            |                                 |          |               |          |
| Too much fishing and gathering  |                 |            |                                 |          |               |          |
| Damage from ships and boats   |                 |            |                                 |          |               |          |

10. Do you believe that the threats to coral reefs in <location> are:

- a. Extreme
- b. Large
- c. Moderate
- d. Minimal
- e. None
- f. Not sure

**ATTITUDES TOWARDS CORAL REEF MANAGEMENT STRATEGIES AND ENFORCEMENT**

11. A Marine Protected Area is an area of the ocean where human activity is typically restricted to protect living, non-living, cultural, and/or historic resources. How familiar are you with Marine Protected Areas (MPAs)?

- a. Very Unfamiliar
- b. Unfamiliar
- c. Neither Unfamiliar nor Familiar
- d. Familiar
- e. Very Familiar
- f. Not sure

**SKIP PATTERN-- If respondent answers 'Very unfamiliar' or 'Unfamiliar', then skip to #12:**

12. Please indicate how much you disagree or agree with each of the following statements.

|  | Strongly Disagree | Disagree | Neither Agree nor Disagree | Agree | Strongly Agree | Not Sure |
|--|-------------------|----------|----------------------------|-------|----------------|----------|
| MPAs protect coral reefs   |                   |          |                            |       |                |          |
| MPAs increase the number of fish   |                   |          |                            |       |                |          |
| There should be fewer MPAs in [jurisdiction]   |                   |          |                            |       |                |          |
| There should be more MPAs in [jurisdiction]  |                   |          |                            |       |                |          |
| There has been economic benefit to [jurisdiction] from the establishment of MPAs   |                   |          |                            |       |                |          |
| Fishermen's livelihoods have been negatively impacted from the establishment of MPAs in [jurisdiction]                                       |                   |          |                            |       |                |          |
| MPAs help increase tourism in [jurisdiction]   |                   |          |                            |       |                |          |
| The establishment of MPAs increases the likelihood that people will vacation in [jurisdiction]   |                   |          |                            |       |                |          |
| I would support adding new MPAs in [jurisdiction] if there is evidence that the ones we have are improving [jurisdiction's] marine resources |                   |          |                            |       |                |          |
| I generally support the establishment of MPAs  |                   |          |                            |       |                |          |



**ATTITUDES OR LEVEL OF SUPPORT FOR CORAL REEF MANAGEMENT STRATEGIES**

13. The following are proposed or existing management strategies used to manage the marine environment and specifically, to improve the protection of coral reefs in <location>. Please rate whether you oppose or support each regulation.

|  | Strongly Oppose | Oppose | Neither Support nor Oppose | Support | Strongly Support | Don't Know |
|--|-----------------|--------|----------------------------|---------|------------------|------------|
| Increased enforcement of existing rules/regulations                          |                 |        |                            |         |                  |            |
| Limits per person for certain fish species (size and amount)                 |                 |        |                            |         |                  |            |
| Stricter control of sources of pollution to preserve water quality           |                 |        |                            |         |                  |            |
| More restrictions on construction practices to prevent sediment going to sea |                 |        |                            |         |                  |            |
| Limits on recreational use   |                 |        |                            |         |                  |            |

**PARTICIPATION IN BEHAVIORS THAT MAY IMPROVE CORAL HEALTH**

14. How often do you participate in any activity to protect the environment (for example, beach clean ups, volunteering with an environmental group, recycling)?

- a. Not At All
- b. Once a year or Less
- c. Several times a year
- d. At least once a month
- e. Several Times a Month or more
- f. Not Sure

15. Which of the following would you consider to be your top 3 sources of information about coral reefs and the environment in [jurisdiction]?

***Interviewer checks the top 3 sources of information.***

16. To what degree do you trust each of your top rated sources of information to provide you the most accurate information on coral reefs and coral reef related topics in [jurisdiction]?  
**Respondent rates only the top 3 sources of information.**

| Top 3 | Sources                                 | Very untrustworthy | Untrustworthy | Neither Trustworthy nor Untrustworthy | Trustworthy | Very Trustworthy | Very Trustworthy |
|-------|---|--------------------|---------------|---------------------------------------|-------------|------------------|------------------|
|       | Newspapers, other print publications    |                    |               |                                       |             |                  |                  |
|       | Radio                                   |                    |               |                                       |             |                  |                  |
|       | TV                                      |                    |               |                                       |             |                  |                  |
|       | Internet                                |                    |               |                                       |             |                  |                  |
|       | Friends and family                      |                    |               |                                       |             |                  |                  |
|       | Community leaders                       |                    |               |                                       |             |                  |                  |
|       | Government (jurisdictional)             |                    |               |                                       |             |                  |                  |
|       | Federal government agencies (NOAA, EPA) |                    |               |                                       |             |                  |                  |
|       | Non-profit organizations                |                    |               |                                       |             |                  |                  |
|       | Other                                   |                    |               |                                       |             |                  |                  |

17. How involved is the local community in protecting and managing coral reefs?

- a. Not at all involved
- b. Somewhat involved
- c. Moderately involved
- d. Involved
- e. Very involved
- f. Not sure

18. How involved are you in making decisions related to the management of coral reefs in [jurisdiction]?

- a. Not at all involved
- b. Slightly involved
- c. Moderately involved
- d. Involved
- e. Very involved
- f. Not sure

## DEMOGRAPHICS

I just have a few more questions that will help us to interpret our results. As a reminder, the information you provide is completely confidential.

19. Are you male or female?]

- a. Male
- b. Female

20. What is your year of birth? \_\_\_\_\_

21. How long have you lived in [jurisdiction]?

- a. 1 year or less
- b. 2-5 years
- c. 6-10 years
- d. more than 10 years
- e. all my life

22. Including your primary language, please name each language you speak.

***[interviewer should not read options below, but should allow respondent to answer]***

- |               |                          |
|---------------|--------------------------|
| a. English    | m. Hawaiian              |
| b. Spanish    | n. Hawaii Pidgin English |
| c. French     | o. Sāmoan                |
| d. German     | p. Chamorro              |
| e. Italian    | q. Carolinian            |
| f. Portuguese | r. Creole                |
| g. Arabic     | s. Crucian               |
| h. Chinese    | t. Tongan                |
| i. Japanese   | u. Other: Please list    |
| j. Korean     | _____                    |
| k. Tagalog    | v. No Response           |
| l. Hindi      |                          |

23. What race/ethnicity do you consider yourself?

- |   |             |
|---|-------------|
| a. American Indian or Alaskan<br>Native | f. Chamorro |
| b. Asian                                | g. Chinese  |
| c. Black or African American            | h. Cuban    |
| d. Puerto Rican                         | i. Filipino |
| e. Carolinian                           | j. Japanese |
|   | k. White    |

- l. Korean
- m. Mexican
- n. Native Hawaiian or other Pacific Islander
- o. Samoan
- p. Taino
- q. Thai
- r. Tongan
- s. Vietnamese
- t. Other/Mixed
- u. No response
- v. Hispanic or Latino

24. What is the highest level of education you have completed?

- a. 8th Grade or Less
- b. Some high school
- c. High School Graduate, GED
- d. Some college, community college or AA
- e. College Graduate
- f. Graduate School, Law School, Medical School
- g. No Response

25. What is your current employment status?

- a. Unemployed
- b. Student
- c. Employed full-time
- d. Homemaker
- e. Employed part-time
- f. Retired
- g. None of the above: Please specify \_\_\_\_\_
- h. No Response

26. What is your occupation? [*Open Ended*] \_\_\_\_\_

27. May I ask, what is your annual household income?

- a. Under \$10,000
- b. \$10,000-19,999
- c. \$20,000-29,999
- d. \$30,000-39,999
- e. \$40,000-49,999
- f. \$50,000-59,999
- g. \$60,000-74,999
- h. \$75,000-99,999
- i. \$100,000-149,999
- j. \$150,000 or More
- k. No Response

**Other important information that should be included as part of the survey instrument:**

*The text(s) outlined below are particularly relevant for any survey/data collection effort funded by OR conducted on behalf of US Federal Agencies. They should be included where appropriate*

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Public reporting burden for this collection of information is estimated to average 25-30 minutes per respondent, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. *[This means when developing each specific questionnaire the appropriate number of questions should be selected so as not to exceed the public burden of 30 minutes]*

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Send comments regarding this burden estimate or any other suggestions for reducing this burden to (name), XYZ office, (address). *[This is required information as part of the questionnaire, usually at the end]*

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*[A Statement on confidentiality, if applicable, should be inserted at the end unless already provided elsewhere on the form].* Notwithstanding any other provisions of the law, no person is required to respond to, nor shall any person be subjected to a penalty for failure to comply with, a collection of information subject to the requirements of the Paperwork Reduction Act, unless that collection of information displays a currently valid OMB Control Number XXXX-XXXX.

## Groupings of Survey Categories and Descriptions as per NCRMP Survey Bank

| Question Number | Category   | Description   |
|-----------------|--|---|
| 1-13            | Attitude toward / importance of coral reefs      | Importance of coral reef aspects, including willingness to pay for coral reef protection, and satisfaction with the state of coral reefs over time  |
| 14-28           | Participation in coral reef activities           | Frequency of participation in coral reef activities, including activities conducted at the coral reef jurisdiction and how deterioration of coral reef conditions could affect participation in these activities  |
| 29-35           | Perceived threats to coral reefs                 | Perceived threats in coral reef jurisdiction, including familiarity with common threats to coral reefs and perception on their potential impact   |
| 36-48           | Marine Protected Areas                           | Familiarity with Marine Protected areas (MPAs), including perceived purpose, benefits and impact, and effect on coral reef activities   |
| 49-66           | Resource conditions of coral reefs               | Perception of the condition of coral reefs over time, and willingness to accept actions such as limited access, increased restrictions on coral reef activities (e.g. fishing, boating), more stringent pollution regulation, and statutes limiting development   |
| 67-73           | Coral reef changes since establishment of MPAs   | Perceived changes since the introduction of MPAs and impact of these changes on personal use of coral reef areas  |
| 74-81           | Knowledge of rules/regulations                   | Knowledge of applicable regulations and restrictions to coral reef activities in MPA, and knowledge/perceptions on the effectiveness of traditional or cultural methods for managing resources  |
| 82-85           | Compliance with rules/regulations                | Perception on level of compliance with regulations related coral reefs (e.g. by fishers, divers, local population, tourists), perception of enforcement levels, and rationale to follow coral reef regulations  |
| 86-100          | Coral reef management processes                  | Level of support towards environmental causes, including donations, volunteering activities, and involvement in activities related to the management of coral reefs. Perceptions on the success of coral reef strategies and regulations and the roles of the Federal, local government, and local communities to protect coral reefs |
| 101-104         | Support for management processes and regulations | Perception on the success of different actors and regulation to address problems in coral reef areas. Level of support towards specific regulations and measures aimed to protecting coral reefs.   |
| 105-109         | Sources of information available                 | Identification of most relevant sources of information about coral reefs (e.g. newspapers, radio, brochures, NOAA publications, etc.), and level of trust in information sources  |
| 110-119         | Coral reef financial reliance                    | Reliability of coral reefs as a personal source of food or income, including involvement on commercial fishing activities and their impact on personal income   |
| 120-138         | Demographic questions                            | Generic demographic information to facilitate the categorization and analysis of the responses. Information includes family members, age, gender, education, occupation, household income, place of residence, race, languages, religious affiliation, and membership in community groups   |