

Frequently Asked Questions:

NCRMP Socioeconomic Monitoring for Coral Reef Jurisdictions

NOAA's Coral Reef Conservation Program (CRCP) is adding a human component to the National Coral Reef Monitoring Program (NCRMP). As part of this effort, CRCP will gather and monitor a collection of socioeconomic variables, including demographics in coral reef areas, human use of coral reef resources, as well as knowledge, attitudes, and perceptions of coral reefs and coral reef management. The overall goal of the socioeconomic monitoring component is to track relevant information regarding each jurisdiction's population, social and economic structure, the benefits of coral reefs and related habitats, the impacts of society on coral reefs, and the impacts of coral management on communities.

What is the NCRMP socioeconomic survey?

Surveys of jurisdiction residents will take place every 5-7 years. The survey will have one set of questions that is the same for all locations, as well as a few select questions that are specific to the local management needs in each jurisdiction. Each year, surveys will be completed in 1-2 jurisdictions.

What other information will be included as part of the monitoring effort?

Existing socioeconomic data will be compiled for each jurisdiction from secondary data sources like the US Census Bureau and local government agencies.

Who was involved in determining what information would be collected?

The 2012 workshop, Developing Social Science and Economic Indicators for Monitoring the US Coral Reef Jurisdictions, brought together a variety of partners and stakeholders to develop a set of core social and economic indicators that can be regularly measured over time in the inhabited regions of each of the coral reef jurisdictions. For more information, see [Workshop Report](#) . The questions included in the survey are part of an Office of Management and Budget (OMB) approved question bank that was designed by NOAA social scientists for the social component of NCRMP.

Who is the target audience/sample for the survey?

The survey is intended for a randomly selected sample of adult residents of the jurisdiction. The sample will be representative of the population in terms of demographics like age, race, sex, and household income level. For each jurisdiction, the size of the sample will be different.

Who will conduct the survey?

The survey will be conducted by a contracted entity with experience conducting social surveys in the jurisdiction (for example, university survey centers or polling firms). The contractors will ensure that the survey will be implemented in the primary languages of the jurisdiction and with the appropriate cultural sensitivity. The project team of NOAA social scientists is responsible for the survey design and guides decisions related to survey implementation.

How will the survey be conducted?

The survey mode will depend on jurisdiction. For example, in American Samoa, the survey was face to face in Samoan and English, while in Florida, the survey was conducted by telephone in Spanish and English.

What is the product of this survey?

A report with summary data from the survey will be prepared for each jurisdiction. Visual representations of the responses to the survey questions will be integrated into the report. The summary data will be made available for presentations and other products, such as infographics, presentations and webpages, as needed.

When will the survey happen? When will the product be available?

The project team will follow up with NOAA Coral and Fisheries Liaisons with the key project dates as soon as they are available (for example, date the survey begins and date the report is released). We will ask that these dates are shared with local partners, stakeholders, and residents.

How will the information be used by NOAA CRCP?

CRCP will use the information for research and to improve the results of programs designed to protect coral reefs. CRCP staff, along with educators and managers in the jurisdictions will use this information to monitor changes in coral reef dependent communities and jurisdictions and ensure education programs are designed to achieve their goals. The information will also provide a baseline for future program evaluation efforts. Ultimately, the information will be integrated into a report card that includes an assessment of all US coral reef jurisdictions.

First Cycle of Monitoring by Geography and Year

Jurisdiction	Inhabited Islands/Counties in direct proximity to coral reefs	Year Planned
American Samoa	Islands of Tutuila, Ta'u, Olosega, Ofu, and Aunu'u	2013-14
Florida	Martin, Palm Beach, Broward, Miami-Dade, and Monroe Counties	2013-14
Hawai'i	Islands of Kauai, Maui, Moloka'i, O'ahu, Hawai'i, and Lana'i	2014-15
Puerto Rico	Islands of Puerto Rico, Vieques, and Culebra	2014-15
Guam	Entire island of Guam	2015-16
CNMI	Islands of Saipan, Tinian and Rota only	2015-16
USVI	Islands of St. Croix, St. Thomas, and St. John	2016-17

Who should I contact for more information?

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http://www.coris.noaa.gov/activities/projects/ncrmp_socio/

