

MRIP Customer Satisfaction Assessment Questionnaire

Introduction

NOAA Fisheries' Marine Recreational Information Program (MRIP) is committed to providing catch and effort data that meet our data users' needs. By answering the questions below, you will help us measure your satisfaction with our data products, identify potential improvements to these products, and develop tools to support effective and efficient use of the products we provide. We plan to compare these results to those of our 2019 customer satisfaction assessment to determine the effectiveness of our efforts over the past four years, and help us prioritize continued areas of improvement.

Outcomes 1 and 2: Determine how our data customers use the products we provide. Measure customer satisfaction with our survey products.

What region(s) is the focus of your work? Please check all that apply.

- ☐ North Atlantic
- ☐ Mid-Atlantic
- ☐ South Atlantic
- ☐ Gulf Coast
- ☐ Caribbean
- ☐ Pacific Coast
- ☐ Pacific Islands

What is your affiliation? Please check all that apply.

- ☐ NOAA
- ☐ Other federal government agency
- ☐ State/local government agency
- ☐ Regional fishery management council
- ☐ Interstate marine fisheries commission
- ☐ Fisheries information network
- ☐ University faculty/staff
- ☐ Other research institution
- ☐ Individual
- ☐ Other _____

How often do you access MRIP data from the NOAA Fisheries website?

- ☐ Frequently (once per month or more)
- ☐ Occasionally (six times per year or more)
- ☐ Infrequently (twice per year or less)

☐ Never (You do not need to complete the survey.)

What is the **primary** reason you access MRIP data?

- ☐ Fisheries science
- ☐ Fisheries management
- ☐ Economic research and analysis
- ☐ Other _____

Which of the following data products have you used? Please check all that apply.

- ☐ Catch statistics
- ☐ Effort statistics
- ☐ Large Pelagics Survey data
- ☐ Catch, trip, or fish length and weight data
- ☐ None of the above

Select the option that indicates your degree of satisfaction with our **online query tool**.

	Very unsatisfied	Unsatisfied	Neutral	Satisfied	Very satisfied	Not applicable
Accessibility of the data received						
Documentation of the data received						
Format of the data received						
Ease in navigating the website to access data						
Degree to which your data needs were met						

Which of the following template programs have you used? Please check all that apply.

- ☐ Template program for estimating total catch
- ☐ Template program for estimating angler trips

- ☐ Template program for estimating fish length frequencies
- ☐ Template program for shore and private boat effort estimation
- ☐ None of the above

Select the option that indicates your degree of satisfaction with our **template programs**.

	Very unsatisfied	Unsatisfied	Neutral	Satisfied	Very satisfied	Not applicable
Accessibility of the program(s)						
Documentation of the program(s)						
Format of the program(s)						
Ease in navigating the website to access the program(s)						
Degree to which the program(s) help meet your data needs						

Which of the following microdata have you used? Please check all that apply.

- ☐ Catch-level data
- ☐ Trip-level data
- ☐ Fish-level length and weight data
- ☐ Household-level Fishing Effort Survey data
- ☐ Person-level Fishing Effort Survey Data
- ☐ Large Pelagics Survey data
- ☐ None of the above

Select the option that indicates your degree of satisfaction with our **microdata**.

	Very	Unsatisfied	Neutral	Satisfied	Very	Not
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	unsatisfied				satisfied	applicable
Accessibility of the data received						
Documentation of the data received						
Format of the data received						
Ease in navigating the website to access the data						
Degree to which your data needs were met						

Have you submitted a custom statistics request during the past 12 months?

- ☐ Yes
☐ No
☐ Unsure
☐ I don't know what a custom statistics request is

Select the option that indicates your degree of satisfaction with our **custom statistics requests**.

	Very unsatisfied	Unsatisfied	Neutral	Satisfied	Very satisfied	Not applicable
Accessibility of the data received						
Documentation of the data received						
Format of the data received						

Degree to which your data needs were met						
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Outcomes 3 and 4: Measure customer confidence in the quality of the information derived from our survey products. Measure customer understanding of the uses and limitations of our survey products.

Select the option that indicates your agreement with each statement as it relates to the **data products** you have used.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Not applicable
The information is presented in a way that can be easily understood						
The appropriate uses for the data are clear						
The limitations of the data are clear						
Changes to the way the data are collected, calculated, or presented are clear						

Please provide any recommendations you have for improving MRIP data products, as well as the query tool.

Are there any data products you would like MRIP to provide that it does not currently offer?

Outcome 5: Identify recommended improvements to our survey products and user documentation.

How often do you reference the **data user handbook**?

☐ Frequently (once per month or more)

- ☐ Occasionally (six times per year or more)
- ☐ Infrequently (twice per year or less)
- ☐ Never
- ☐ I was unaware it existed (You may skip the table below.)

Select the option that indicates your degree of satisfaction with our **data user handbook**.

	Very unsatisfied	Unsatisfied	Neutral	Satisfied	Very satisfied	Not applicable
Accessibility of the handbook						
Format of the handbook						
Usefulness of the information included						
Clarity of information presented						
Degree to which the handbook answers your data-use questions						
Promotion/outr each of the updated (2023) handbook						

What, if any, instructions or topics would you like added to the data user handbook?

Outcome 6: Determine needs and satisfaction with respect to the rollout and implementation of the MRIP survey and data standards.

Select the option that indicates your agreement with each statement as it relates to NOAA Fisheries' recreational fishing **survey and data standards**. The standards guide the design, improvement, and quality of the information produced by the recreational fishing surveys that are administered or funded through MRIP.

How familiar are you with NOAA Fisheries' Survey and Data Standards?

- ☐ Very familiar
- ☐ Somewhat familiar
- ☐ Not familiar

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
The standards were developed in a transparent way					
The standards were developed in a collaborative way					
I feel any concerns I had about the standards have been taken into account					
I feel I have been provided with the information necessary to incorporate the standards into my work					
The phased rollout of the standards prepared me to incorporate them into my work					
I feel I personally understand the need for and purpose of the standards.					
I feel I have the tools I need to explain the standards to others					

The standards improve the quality of MRIP data					
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Outcome 7: Obtain information to determine the topics of future technical training sessions.

Have you ever participated in an MRIP data user training seminar?

☐ Yes

☐ No (You may skip the table below.)

Select the option that indicates your degree of satisfaction with **MRIP data user training seminars.**

	Very unsatisfied	Unsatisfied	Neutral	Satisfied	Very satisfied	Not applicable
Accessibility of trainings						
Format of the trainings						
Usefulness of trainings						
Clarity of presentation						
Degree to which the trainings answered your questions about MRIP data						

What other trainings would you like to see in the future?

Outcome 8: Determine the accessibility and responsiveness of our staff.

Select the option that indicates your degree of satisfaction with **MRIP customer service.**

	Very unsatisfied	Unsatisfied	Neutral	Satisfied	Very satisfied	Not applicable
Ease in reaching the correct office or individual to answer questions or respond to requests						
Timeliness of response to questions or requests						
Clarity and accuracy of response to questions or requests						
Degree to which your questions were answered or your requests were fulfilled						
Usefulness of content sent through the MRIP query email notification service						
Frequency of messages sent through the MRIP query email notification service						

How do you find information about saltwater recreational fishing data? Please check all that apply.

- ☐ NOAA Fisheries website
- ☐ State agencies websites
- ☐ Council or commission websites

- ☐ MRIP Newscast
- ☐ MRIP query email notification service
- ☐ Phone call, email, or other direct communications with MRIP staff
- ☐ Phone call, email, or other direct communications with other NOAA Fisheries staff (e.g., Recreational Fishing Coordinators, Regional Office or Science Center staff, etc.)
- ☐ Communications received as a member of an MRIP Team
- ☐ Word of mouth
- ☐ Other _____

Are you subscribed to the MRIP query email notification service?

- ☐ Yes
- ☐ No
- ☐ I was unaware this existed.