

## Extracts for the HSRP

# 2014 CHART USERS SURVEY

Commercial and Recreational Mariners

Conducted by *Strategy, Research & Action, Inc.*



The following information is extracted from an extended PowerPoint presentation by Robin Birn, of *Strategy, Research & Action, Inc.*

Some slides from Birn's presentation, especially those reporting the dozens of comments by survey participants, have been omitted in this presentation.

For the full Birn presentation, unedited, contact [Matthew.Kroll@noaa.gov](mailto:Matthew.Kroll@noaa.gov).



# Nautical chart users satisfaction surveys

*Conducted since 1991*

- Determine who and where user groups are
- Find out how to improve services or expand product line
- Test out ideas and propositions for new products



# Strategic decisions to consider

- What do we know about our users?
- What do we NEED to know about our users?
- Are we meeting their needs – services and products?
- How can we improve services and products?
- How interested are they in our ideas?
- Has our outreach program been effective in recent years?



# Survey method

- Reason for the survey: Executive Order 12862
- OMB Control # 0648-0342
- Universe is “users of charts and nautical products and services”
- Email invitation to online link
- Reminder email to lists
- Provides good trend information



# Sample for the survey

2014 sample lists supplied by:

- Professional Mariner magazine
- BoatUS
- U.S. Power Squadron
- NOS
- NOAA vessels



# Online screener question

*Which marine sector best describes your primary role?*

- Commercial mariner: **140**
  - (PORT OPERATORS, PILOTS, COMMERCIAL VESSEL OPERATORS, FEDERAL/MILITARY VESSEL OPERATORS, COMMERCIAL FISHING)
- Recreational mariner: **1,553**
  - (SAIL BOATS, POWERBOATS, NON-COMMERCIAL BOATS AND VESSELS)



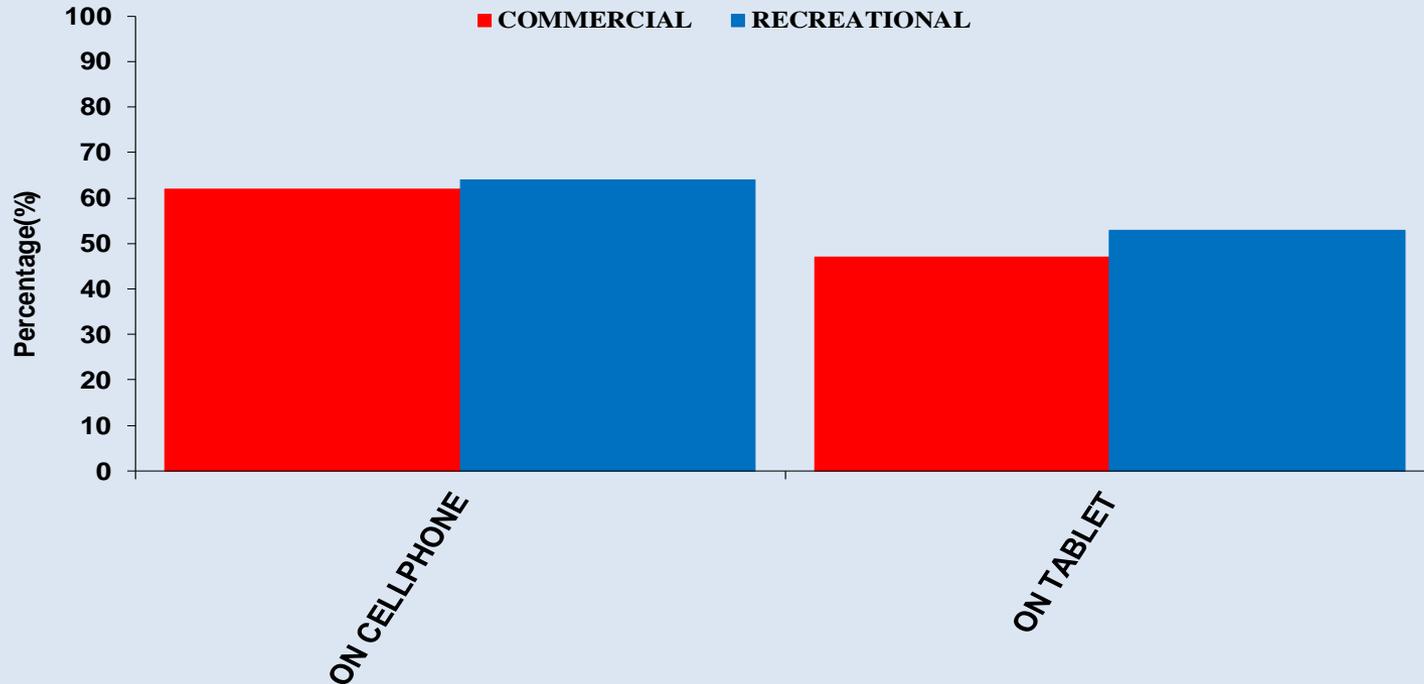
# 2014 SURVEY RESULTS

As reported by Strategy, Research & Action, Inc.



# *Do you view nautical charts on a personal mobile device?*

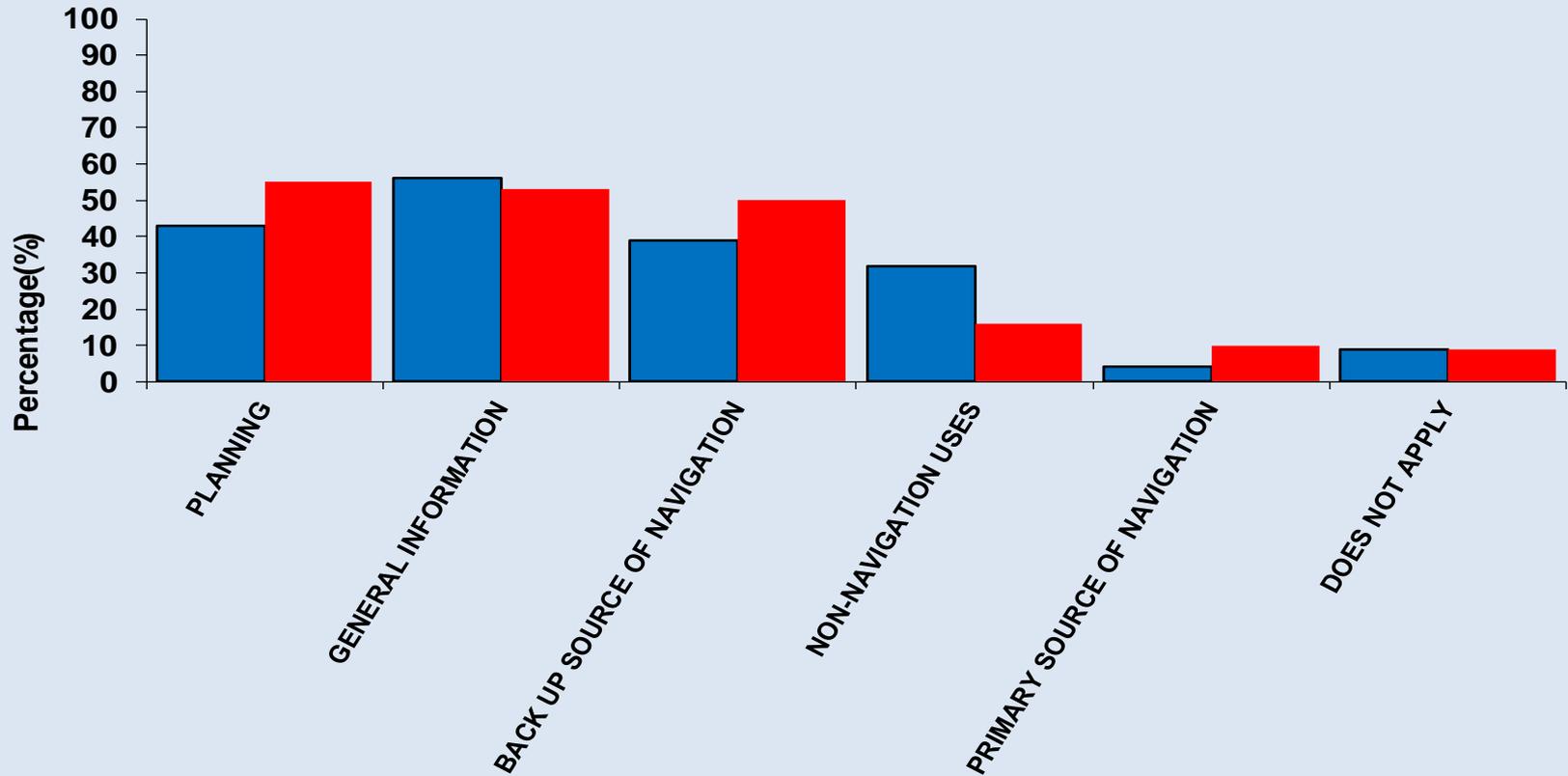
**NEVER**



As reported by Strategy, Research & Action, Inc.



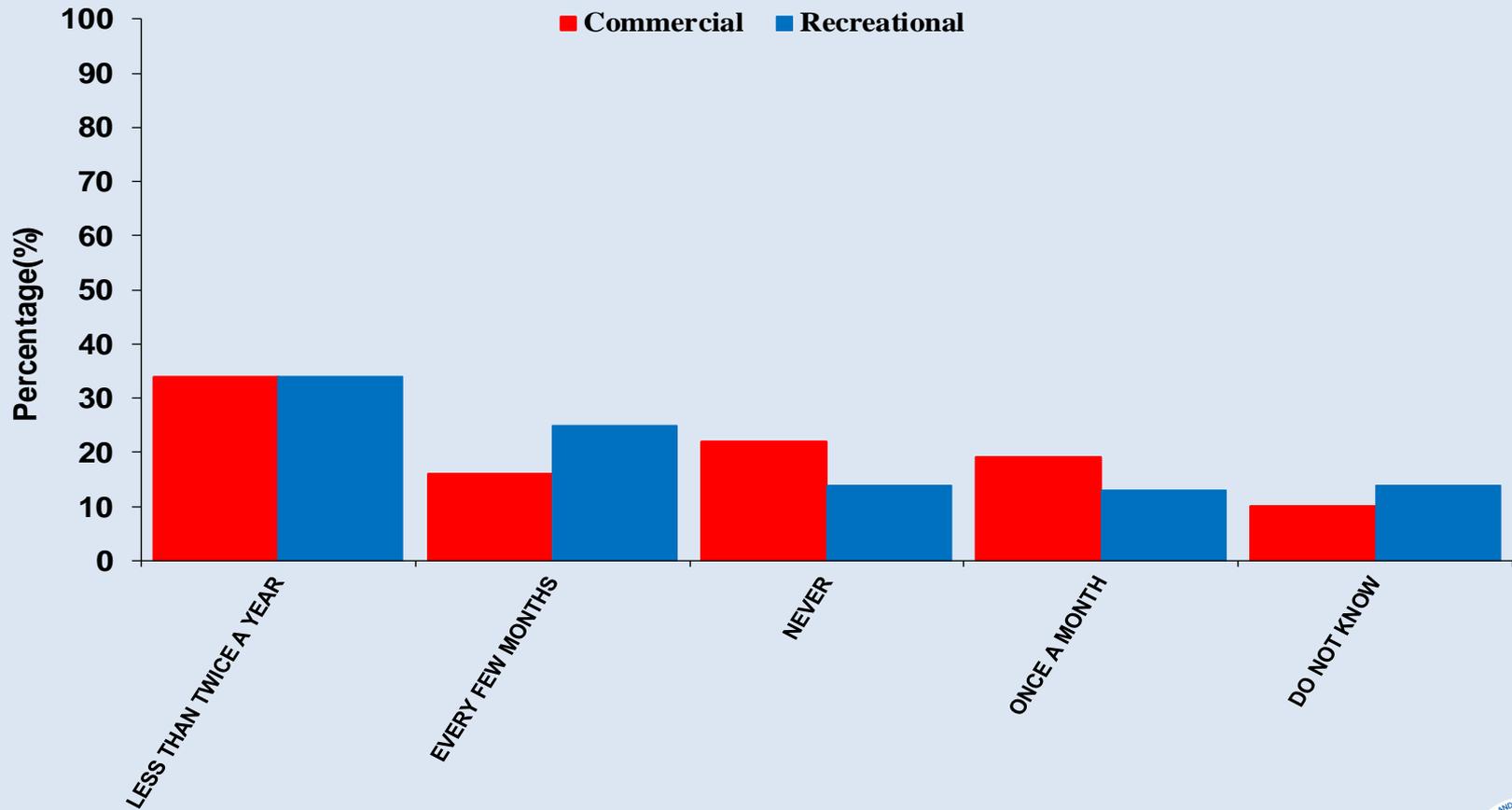
# *How do you use nautical charts on a personal mobile device?*



As reported by Strategy, Research & Action, Inc.



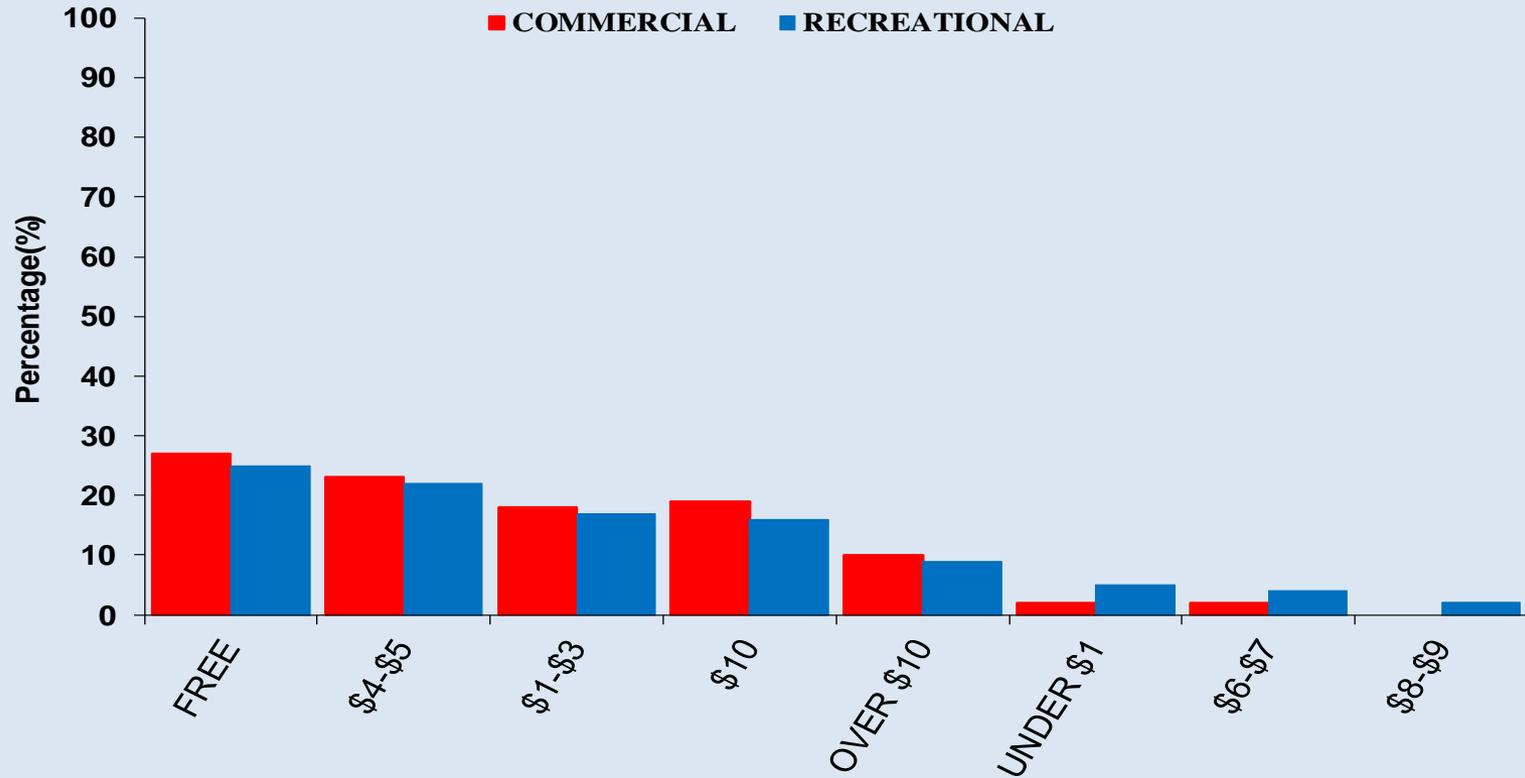
# *How often do you update the nautical charts on your mobile device?*



As reported by Strategy, Research & Action, Inc.



# *How much would you be willing to pay for official NOAA navigation apps?*



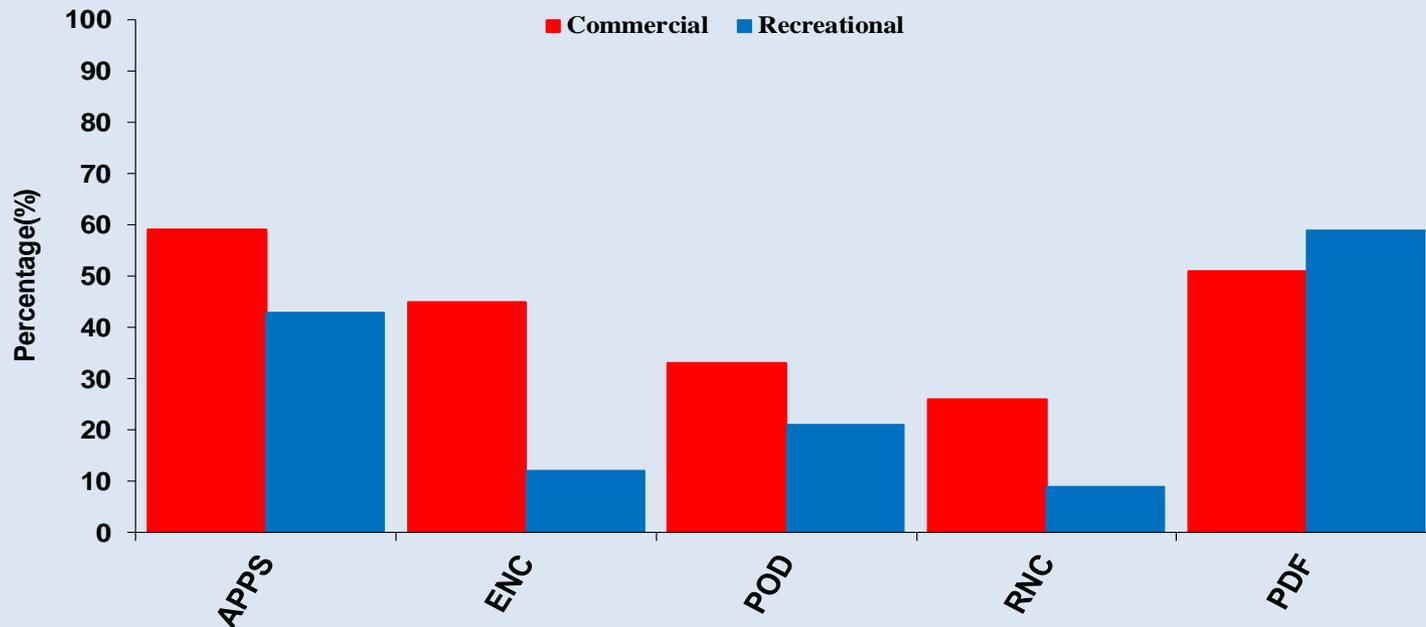
As reported by Strategy, Research & Action, Inc.



An overlay is a layer of additional information that is placed over an existing nautical chart.

*What information would you like to see available as an overlay on the following navigational products?*

## MINERAL AND WIND FARM LEASE BLOCKS



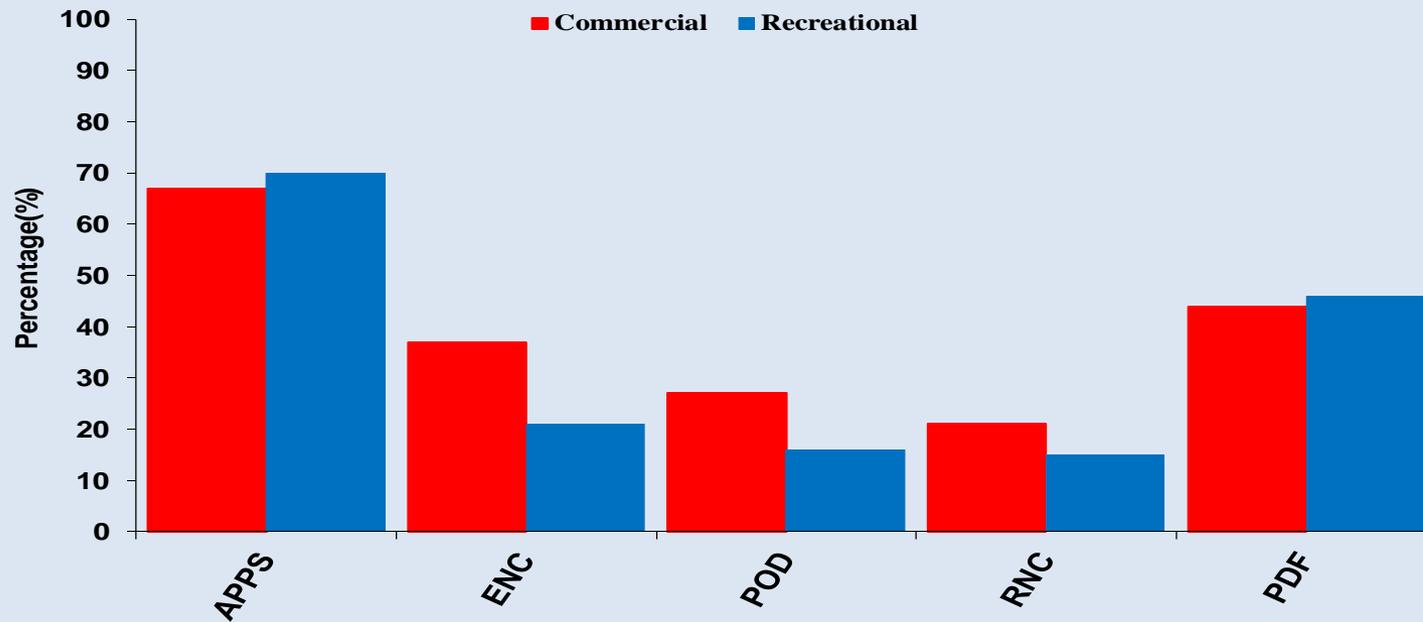
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## TIDES & CURRENTS



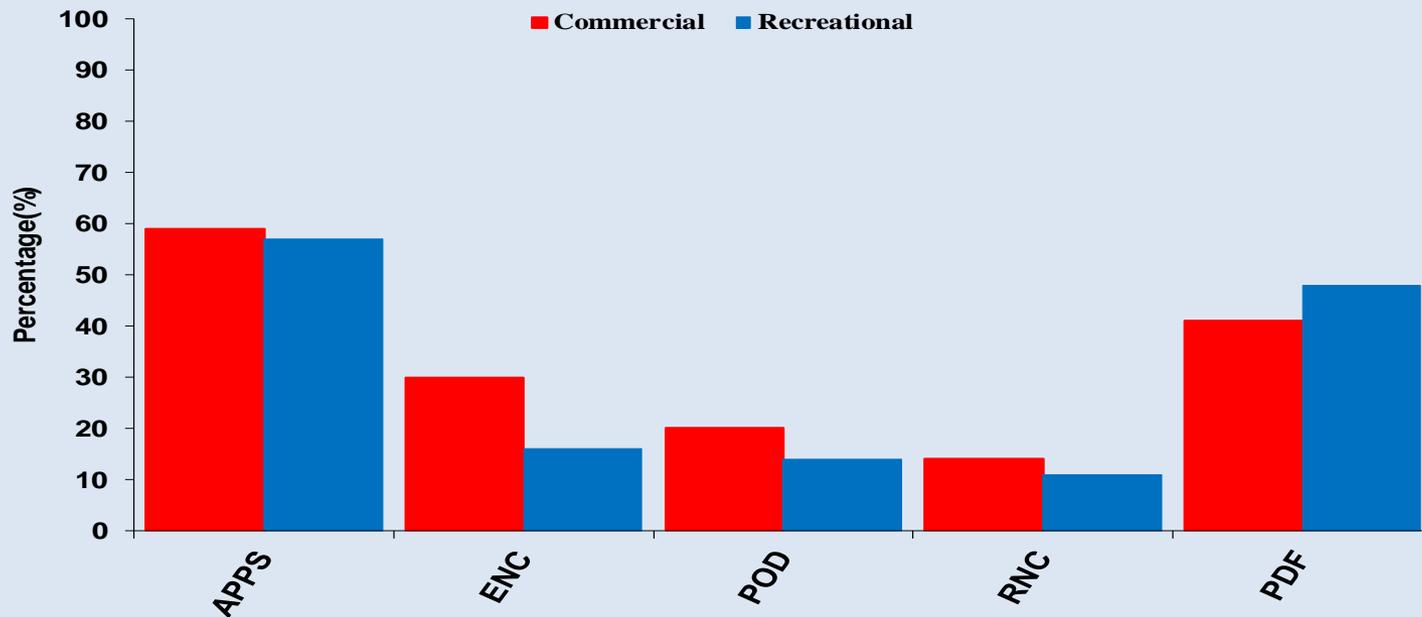
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## HISTORIC WIND DATA

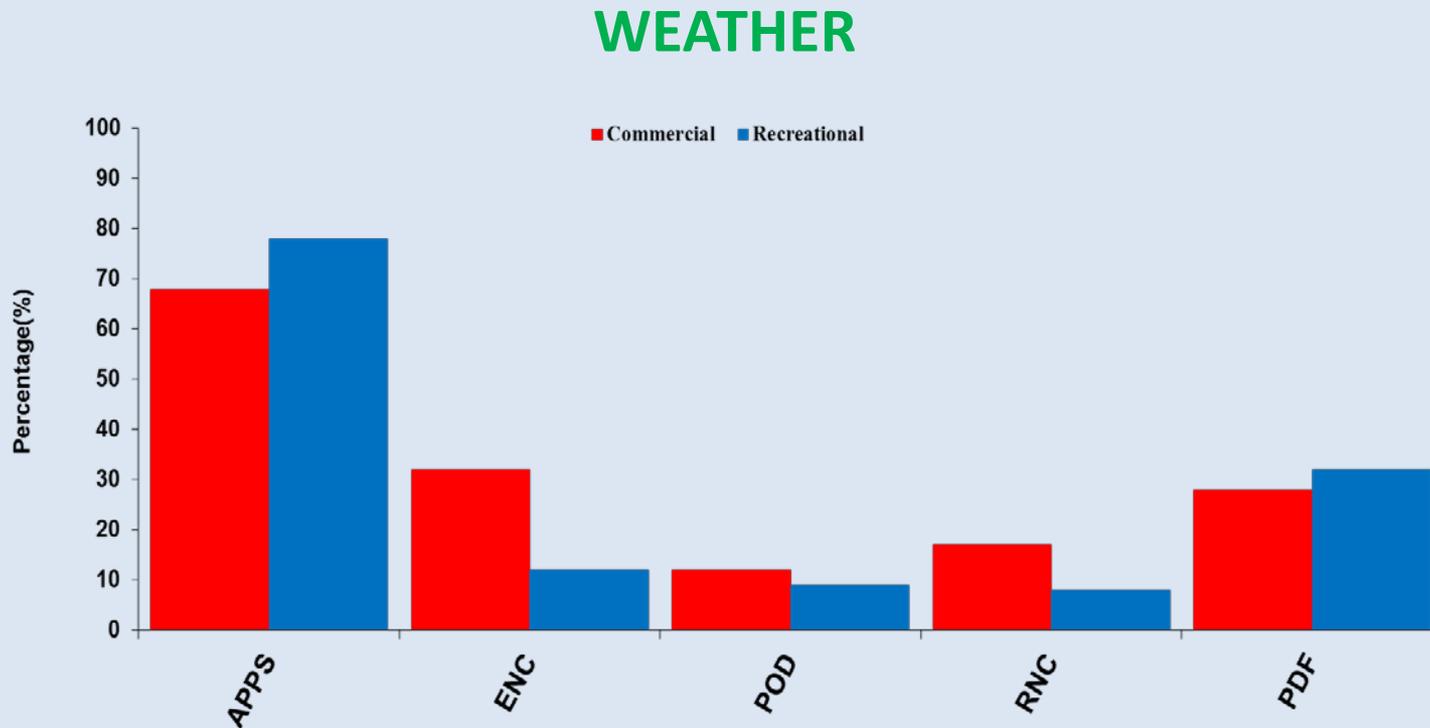


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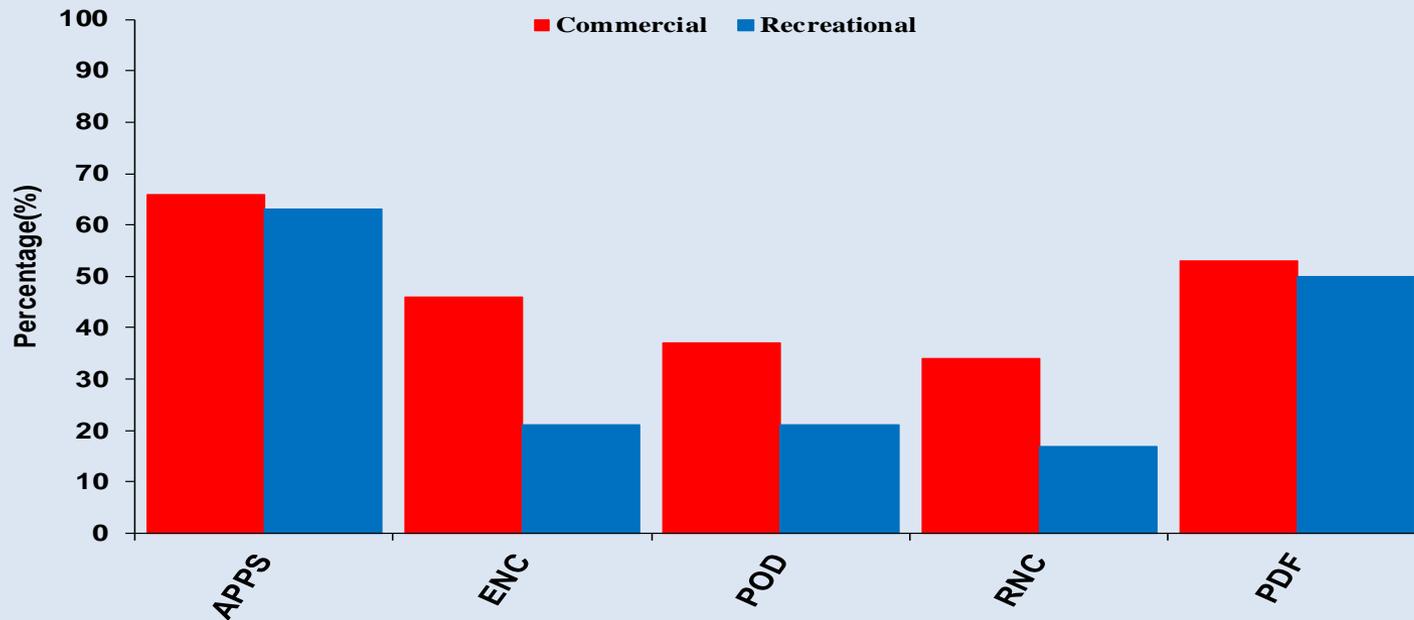
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## MARINE PROTECTED AREAS



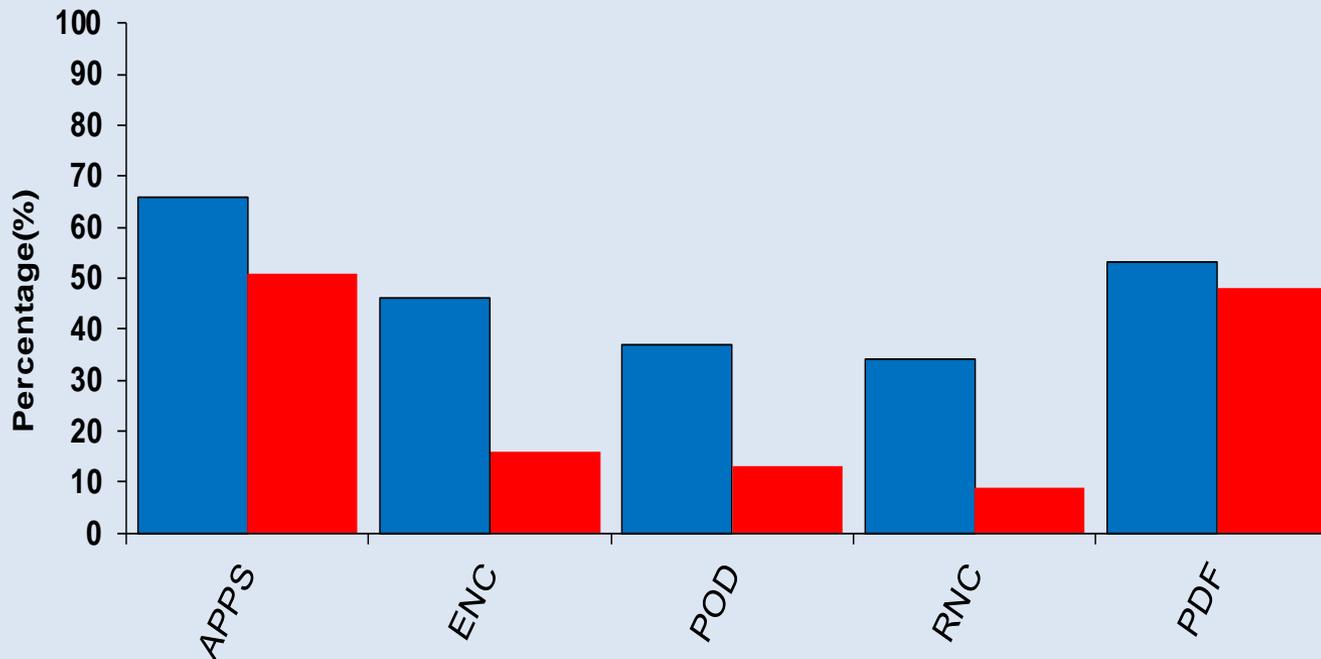
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## ICE



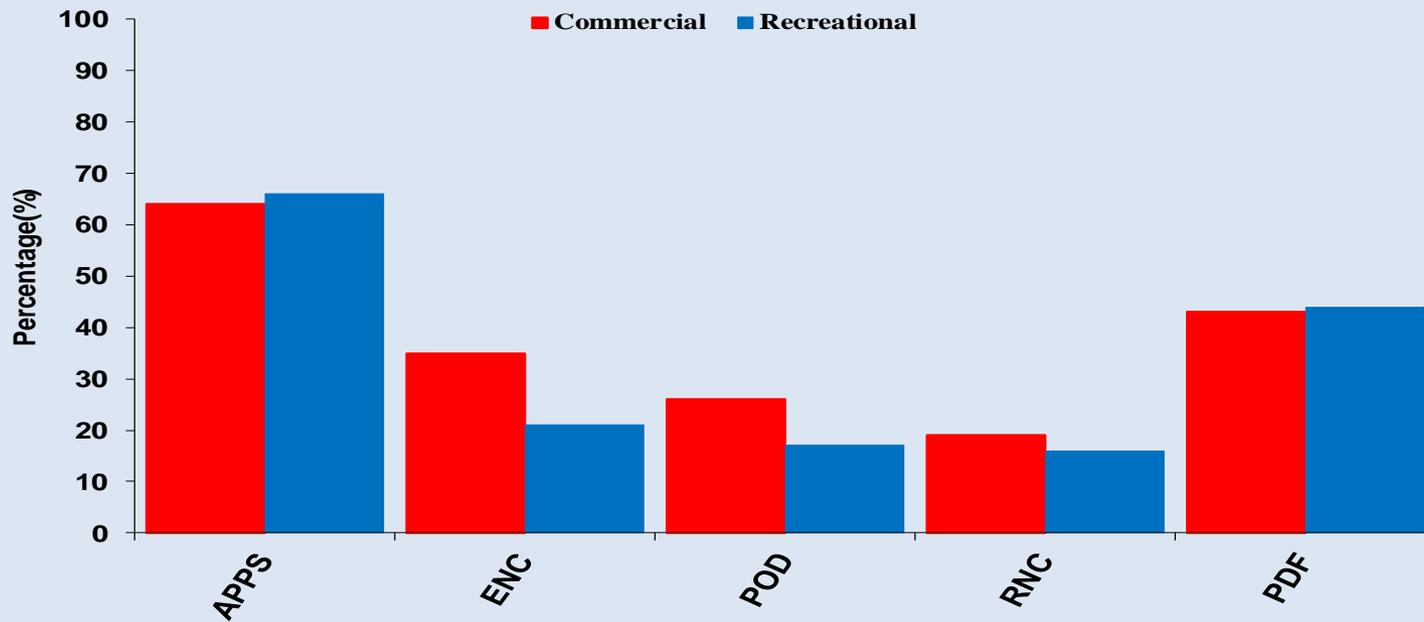
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## COAST PILOT INFORMATION



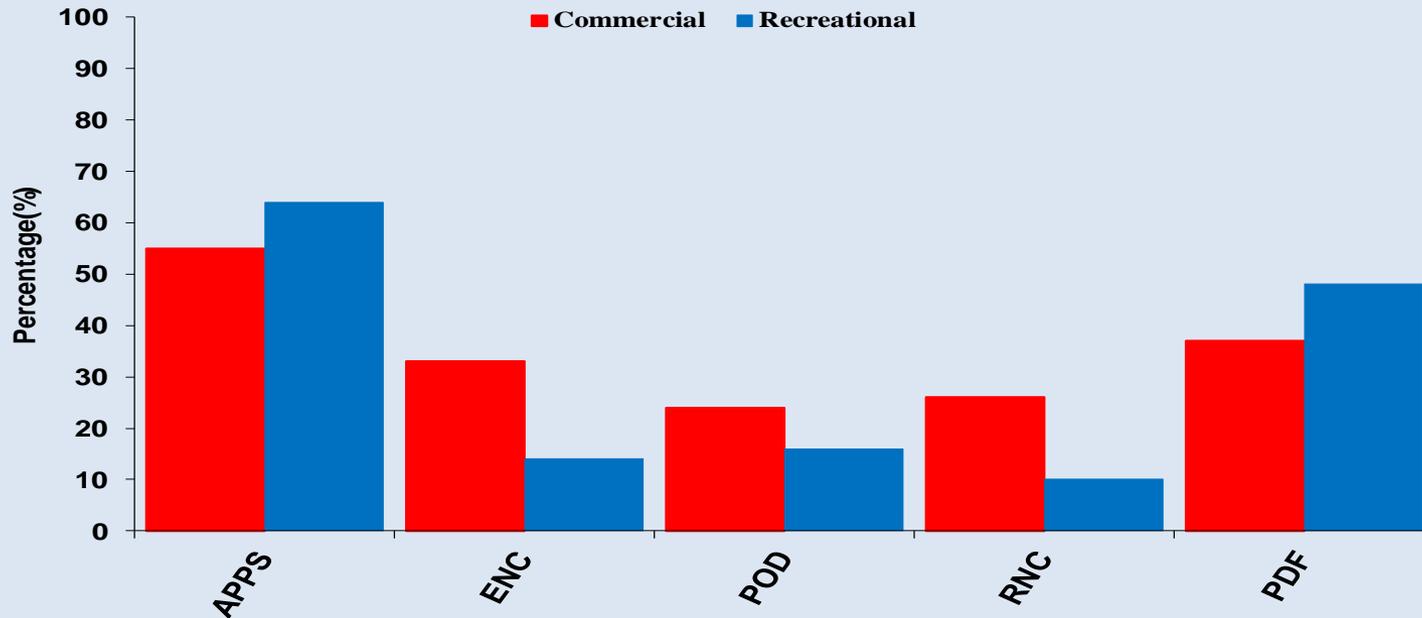
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## FISH HABITATS



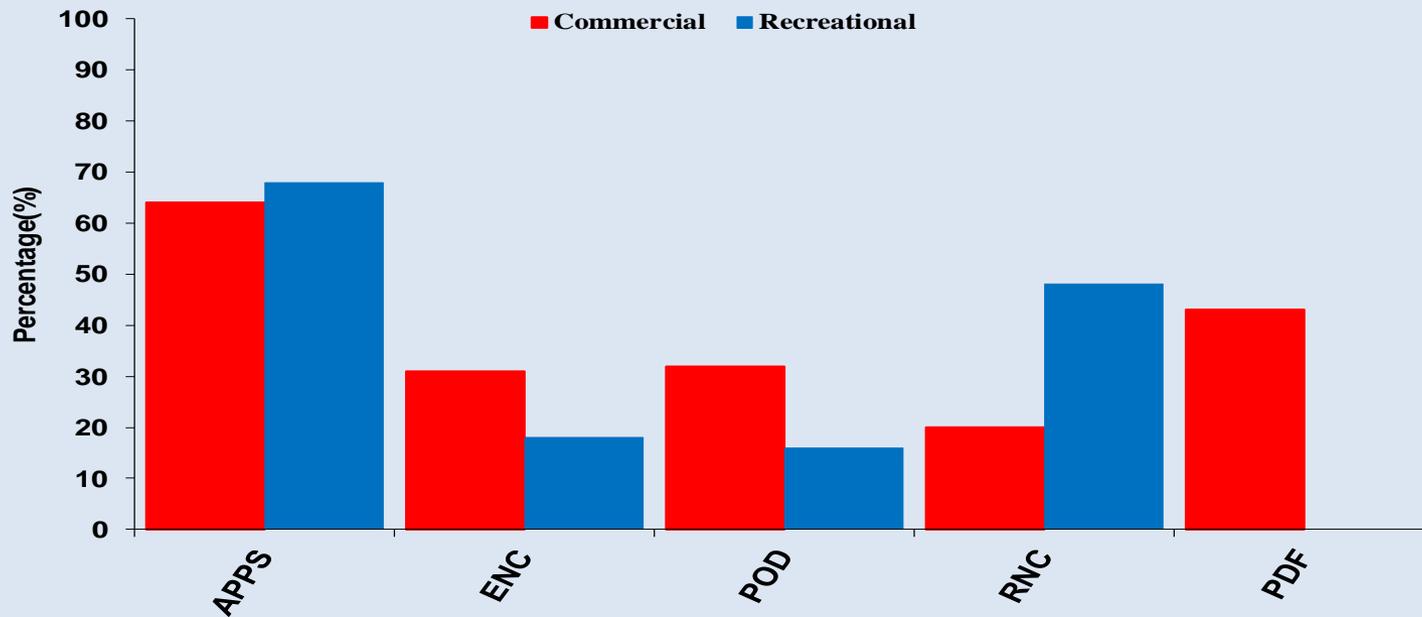
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## FACILITIES



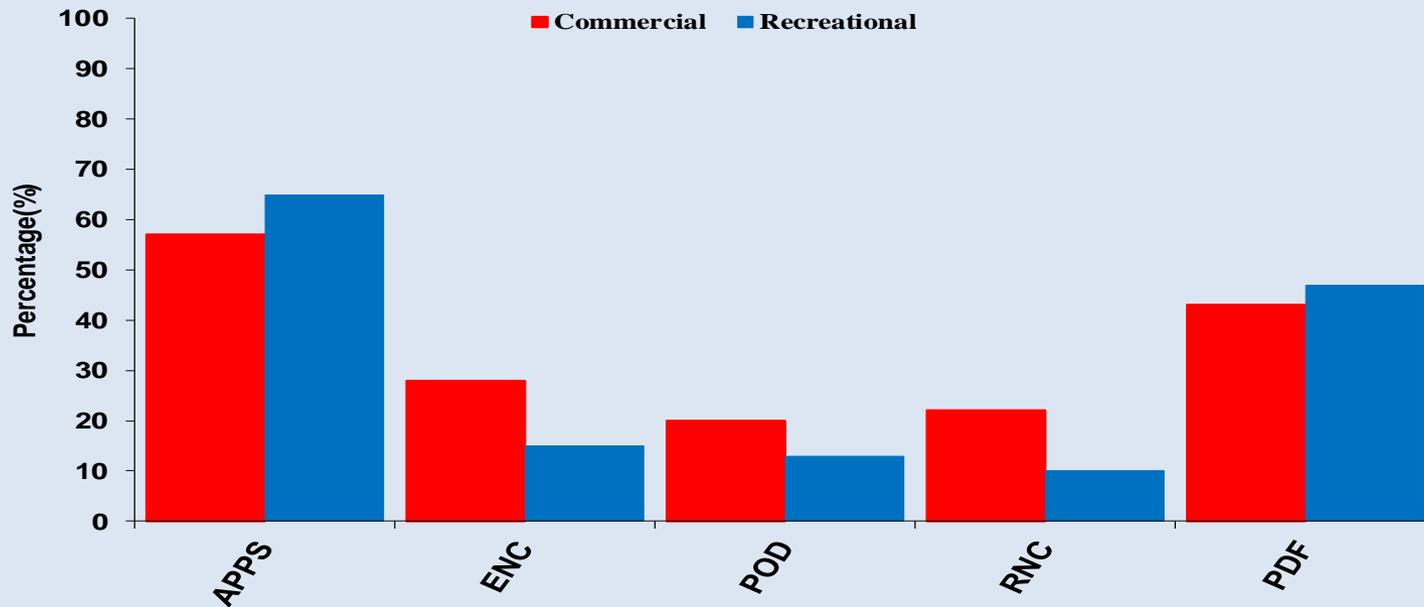
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## CUSTOM INFORMATION



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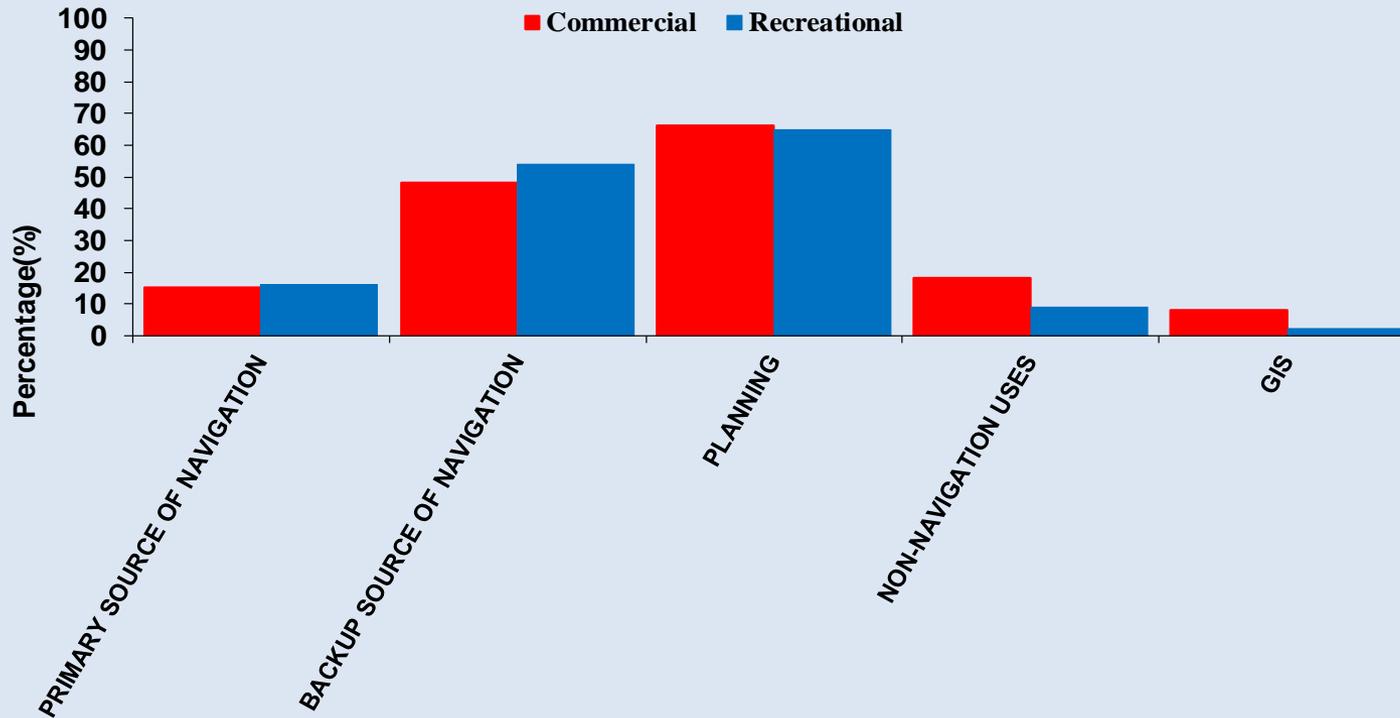
*NOAA is currently providing our suite of nautical charts in high-resolution, printable, PDF format. The PDF nautical charts are exact images of the traditional charts.*

*The PDF nautical charts are updated weekly and include all the latest critical chart corrections.*

*The PDF nautical charts can be downloaded for free from the Coast Survey website.*



# How do you use PDFs of NOAA nautical charts?



As reported by Strategy, Research & Action, Inc.



# Key research findings

- ✓ Mariners are increasingly accessing NOAA resources and information on marine sector news and business updates via the internet.
- ✓ 70% of mariners use the NOAA website and are satisfied with it.
- ✓ Recreational mariners' contact with NOAA has decreased over the past two years.
- ✓ Mariners continue to express high satisfaction with products and services delivered.
- ✓ Mariners do not frequently update nautical charts on a mobile device.
- ✓ App development appeals to chart users as iPhone development and 4G embeds. Mariners are interested in all the applications, particularly viewing chart updates.
- ✓ There is little that mariners dislike about print-on-demand charts.
- ✓ Majority of mariners are willing to pay for the official NOAA app.
- ✓ Chart PDFs are used for planning and as backup source for navigation.



# Questions?

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