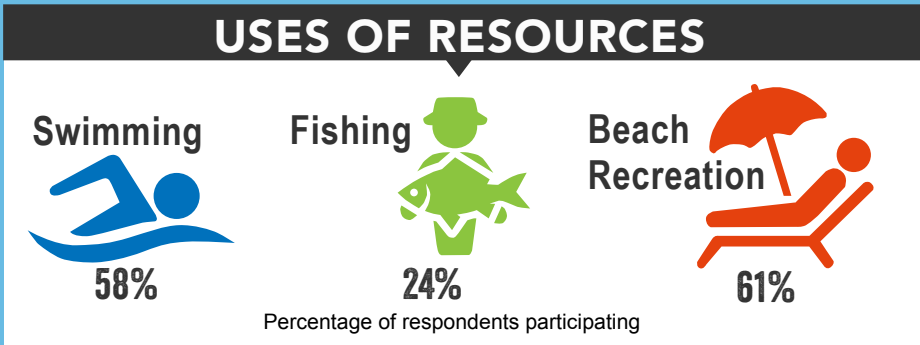
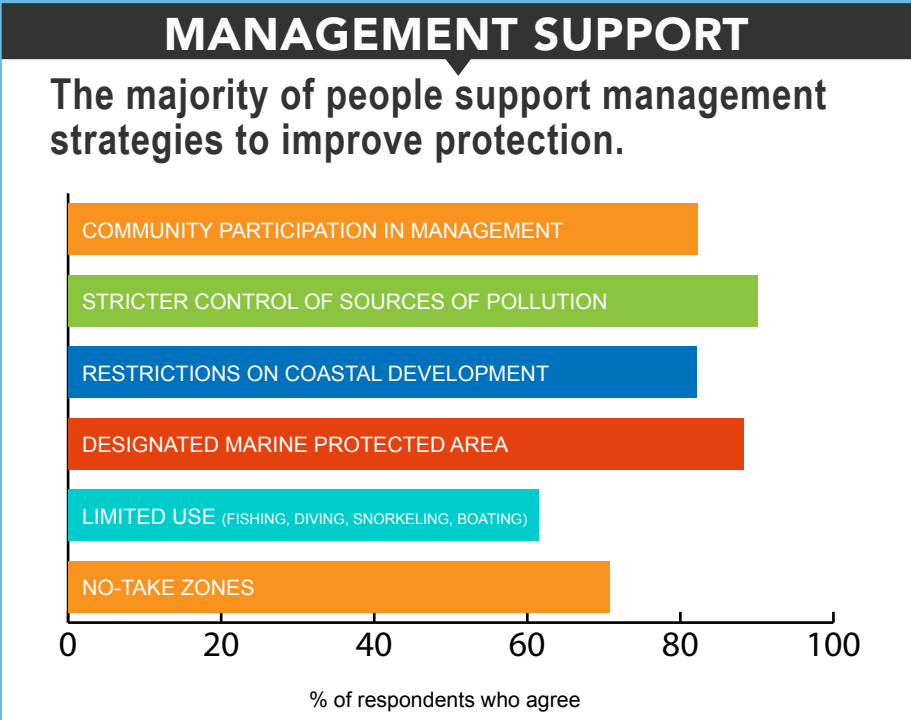


CONNECTIONS BETWEEN CORAL REEFS & COASTAL COMMUNITIES

NOAA's Coral Reef Conservation Program monitors the biological, socioeconomic, and climate conditions of US coral reef areas and communities. This includes collection of socioeconomic variables including demographics, human use of coral reef resources, as well as knowledge, attitudes, and perceptions of coral reefs and coral reef management through the use of surveys and existing data. The takeaways below are based on the survey results for South Florida.

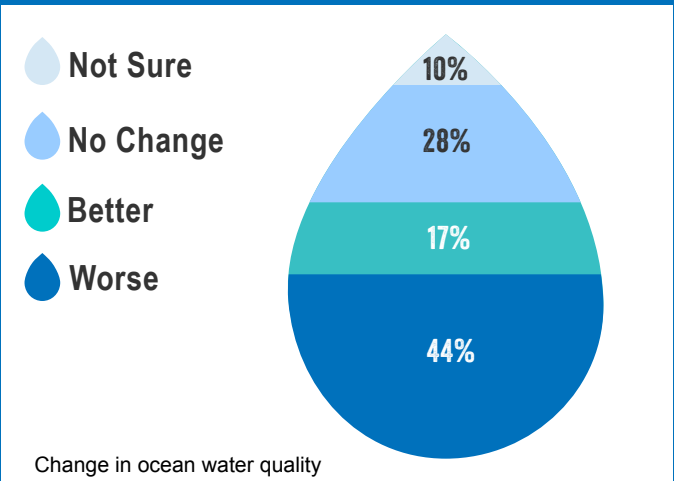
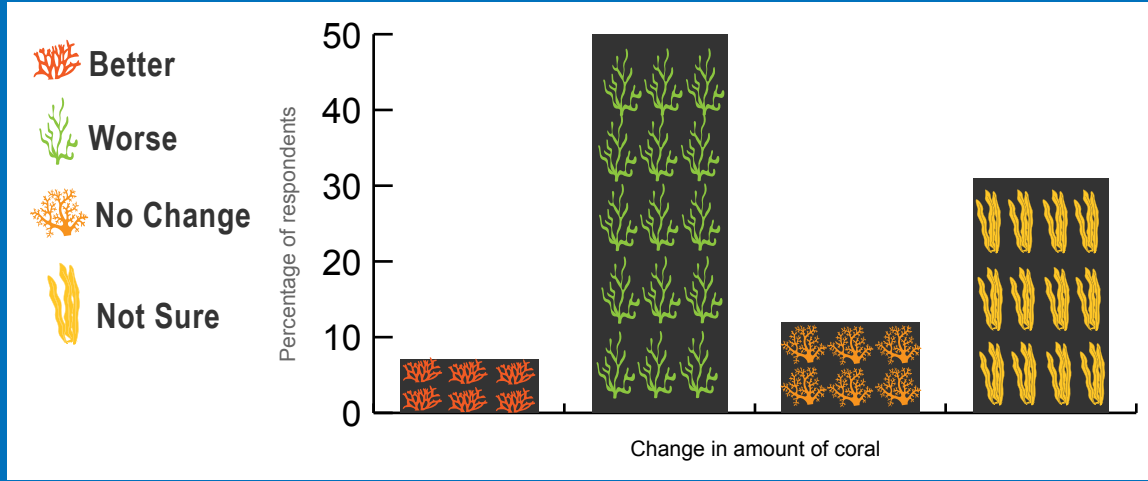


TENURE & CONDITION

Years of residence impacts perceptions of marine resource conditions. Residents who have lived in South Florida for over 10 years are more likely to believe that the condition of marine resources will get worse over the next 10 years.

PERCEPTIONS

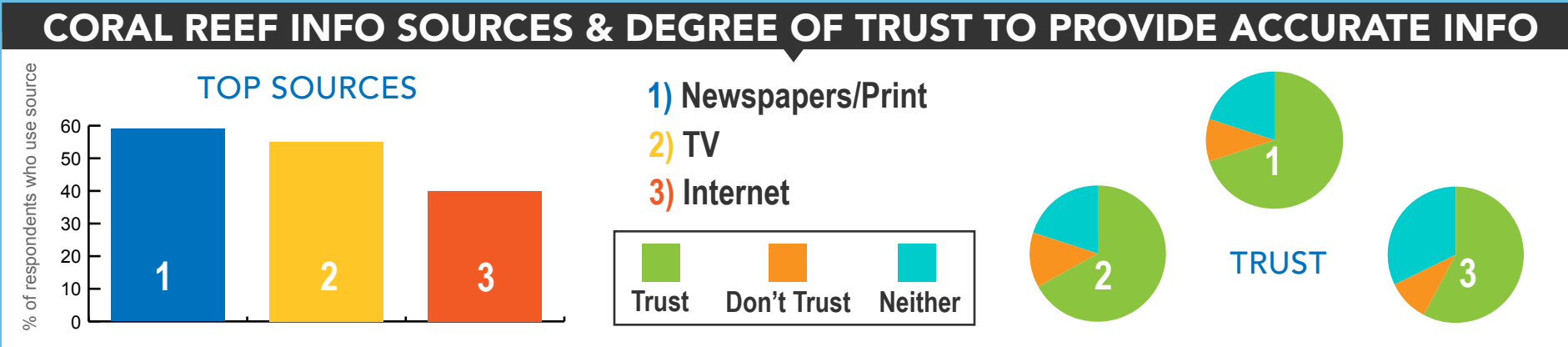
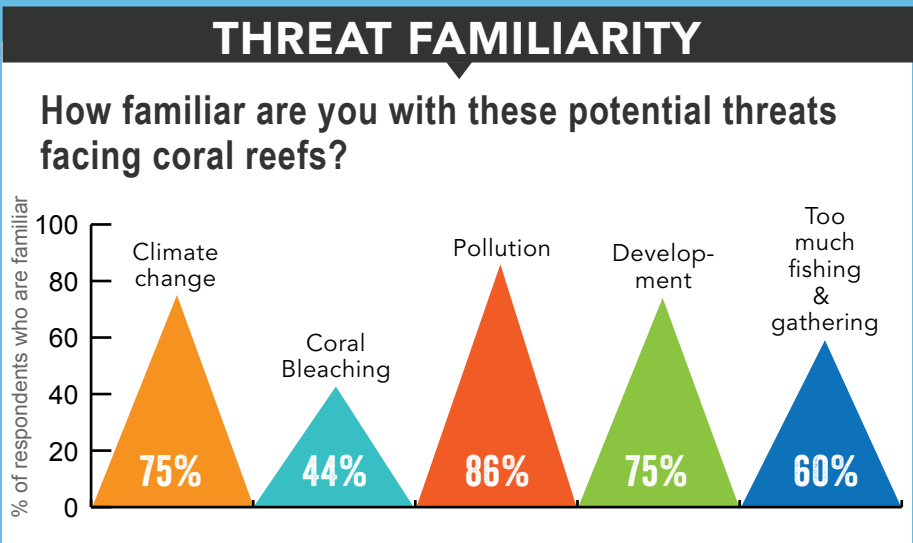
PARTICIPANTS WERE ASKED HOW THE AMOUNT OF CORAL AND CONDITION OF OCEAN WATER QUALITY HAS CHANGED IN THE PAST 10 YEARS...



VALUES & AWARENESS

1. South Florida residents who agreed that “coral reefs protect South Florida from erosion and natural disasters” were more likely to be more familiar with the various threats posed to coral reefs.

2. South Florida residents who agreed that “healthy coral reefs attract tourists to Florida” were more likely to perceive the threat level to coral reefs to be “large” or “extreme”.



The survey was conducted for a random stratified sample of households in Martin, Palm Beach, Broward, Miami-Dade, and Monroe Counties in South Florida in the year 2014. In comparing the sample to the total population of South Florida, some segments of the population were under-represented, and to alleviate this, post-stratification sampling weights were used to make the data representative. Therefore, the results are generalizable to the entire population of the jurisdiction. Data were collected through the telephone random digit dial survey method, and the total sample size for this survey was 1,210. The survey effort is used in conjunction with the collection of existing secondary data to monitor the socioeconomic conditions of the coral jurisdictions over time. For more information, please see the NCRMP Socioeconomic Component project page at <http://www.coris.noaa.gov/monitoring/socioeconomic.html>.