

Please provide the following information, and submit to the NOAA DM Plan Repository.

### Reference to Master DM Plan (if applicable)

As stated in Section IV, Requirement 1.3, DM Plans may be hierarchical. If this DM Plan inherits provisions from a higher-level DM Plan already submitted to the Repository, then this more-specific Plan only needs to provide information that differs from what was provided in the Master DM Plan.

URL of higher-level DM Plan (if any) as submitted to DM Plan Repository:

## 1. General Description of Data to be Managed

### 1.1. Name of the Data, data collection Project, or data-producing Program:

Aquaculture Willingness To Pay Hawaii Survey 2010

### 1.2. Summary description of the data:

A survey was conducted and implemented in Hawaii in 2010 to investigate consumer perceptions and preferences including consumer awareness concerning production methods (farm-raised vs. wild-caught), seafood labeling, and environmental issues. The survey also addresses food safety and nutrition, cultural traditions, consumption patterns, and taste and product form preferences. The data was collected through surveys online, at Times Supermarket locations and farmers' markets. 523 responses were collected: 183 online and 340 in-person. A conjoint analysis estimated willingness to pay across four different fish species, tuna, salmon, tilapia and moi (Pacific threadfin). This data can be used to determine species-specific attributes that affect consumers' willingness to pay and purchasing decisions.

### 1.3. Is this a one-time data collection, or an ongoing series of measurements?

One-time data collection

### 1.4. Actual or planned temporal coverage of the data:

2010-06-25 to 2010-08-25

### 1.5. Actual or planned geographic coverage of the data:

State of Hawaii

### 1.6. Type(s) of data:

*(e.g., digital numeric data, imagery, photographs, video, audio, database, tabular data, etc.)*  
Table (digital)

### 1.7. Data collection method(s):

*(e.g., satellite, airplane, unmanned aerial system, radar, weather station, moored buoy, research vessel, autonomous underwater vehicle, animal tagging, manual surveys, enforcement activities, numerical model, etc.)*

**1.8. If data are from a NOAA Observing System of Record, indicate name of system:****1.8.1. If data are from another observing system, please specify:****2. Point of Contact for this Data Management Plan (author or maintainer)****2.1. Name:**

Hing Ling Chan

**2.2. Title:**

Metadata Contact

**2.3. Affiliation or facility:****2.4. E-mail address:**

HingLing.Chan@noaa.gov

**2.5. Phone number:**

(808)725-5395

**3. Responsible Party for Data Management**

*Program Managers, or their designee, shall be responsible for assuring the proper management of the data produced by their Program. Please indicate the responsible party below.*

**3.1. Name:**

Minling Pan

**3.2. Title:**

Data Steward

**4. Resources**

*Programs must identify resources within their own budget for managing the data they produce.*

**4.1. Have resources for management of these data been identified?**

Yes

**4.2. Approximate percentage of the budget for these data devoted to data management (specify percentage or "unknown"):**

Unknown

**5. Data Lineage and Quality**

*NOAA has issued Information Quality Guidelines for ensuring and maximizing the quality, objectivity, utility, and integrity of information which it disseminates.*

**5.1. Processing workflow of the data from collection or acquisition to making it publicly accessible**

*(describe or provide URL of description):*

**Lineage Statement:**

After the data were collected through in-person interview, data were entered into the data entry file. Then the entered data were cleaned with logic checking, skipping patterns, and outliers.

**5.1.1. If data at different stages of the workflow, or products derived from these data, are subject to a separate data management plan, provide reference to other plan:****5.2. Quality control procedures employed (describe or provide URL of description):**

The quality of the data was controlled throughout the data life cycle including data collection, data entry, data cleaning, and data storage. Data were collected following rigid statistical method (e.g. interviewers were trained to get familiar with the questionnaire for in-person survey). Data entry file was developed to minimize data entry errors. Data were cleaned with logic checking, skipping patterns, and outliers. Data files were stored in PIFSC's server with password protection.

**6. Data Documentation**

*The EDMC Data Documentation Procedural Directive requires that NOAA data be well documented, specifies the use of ISO 19115 and related standards for documentation of new data, and provides links to resources and tools for metadata creation and validation.*

**6.1. Does metadata comply with EDMC Data Documentation directive?**

No

**6.1.1. If metadata are non-existent or non-compliant, please explain:**

Missing/invalid information:

- 1.7. Data collection method(s)

**6.2. Name of organization or facility providing metadata hosting:**

NMFS Office of Science and Technology

**6.2.1. If service is needed for metadata hosting, please indicate:****6.3. URL of metadata folder or data catalog, if known:**

<https://www.fisheries.noaa.gov/inport/item/20626>

**6.4. Process for producing and maintaining metadata**

*(describe or provide URL of description):*

Metadata produced and maintained in accordance with the NOAA Data Documentation Procedural Directive: [https://nosc.noaa.gov/EDMC/DAARWG/docs/EDMC\\_PD-Data\\_Documentation\\_v1.pdf](https://nosc.noaa.gov/EDMC/DAARWG/docs/EDMC_PD-Data_Documentation_v1.pdf)

**7. Data Access**

*NAO 212-15 states that access to environmental data may only be restricted when distribution is*

*explicitly limited by law, regulation, policy (such as those applicable to personally identifiable information or protected critical infrastructure information or proprietary trade information) or by security requirements. The EDMC Data Access Procedural Directive contains specific guidance, recommends the use of open-standard, interoperable, non-proprietary web services, provides information about resources and tools to enable data access, and includes a Waiver to be submitted to justify any approach other than full, unrestricted public access.*

**7.1. Do these data comply with the Data Access directive?**

Yes

**7.1.1. If the data are not to be made available to the public at all, or with limitations, has a Waiver (Appendix A of Data Access directive) been filed?**

**7.1.2. If there are limitations to public data access, describe how data are protected from unauthorized access or disclosure:**

**7.2. Name of organization of facility providing data access:**

Pacific Islands Fisheries Science Center (PIFSC)

**7.2.1. If data hosting service is needed, please indicate:**

**7.2.2. URL of data access service, if known:**

**7.3. Data access methods or services offered:**

Email Minling Pan (minling.pan@noaa.gov) or call 808-725-5349

**7.4. Approximate delay between data collection and dissemination:**

No delay expected

**7.4.1. If delay is longer than latency of automated processing, indicate under what authority data access is delayed:**

No delay expected

**8. Data Preservation and Protection**

*The NOAA Procedure for Scientific Records Appraisal and Archive Approval describes how to identify, appraise and decide what scientific records are to be preserved in a NOAA archive.*

**8.1. Actual or planned long-term data archive location:**

*(Specify NCEI-MD, NCEI-CO, NCEI-NC, NCEI-MS, World Data Center (WDC) facility, Other, To Be Determined, Unable to Archive, or No Archiving Intended)*

TO\_BE\_DETERMINED

**8.1.1. If World Data Center or Other, specify:**

**8.1.2. If To Be Determined, Unable to Archive or No Archiving Intended, explain:**

**8.2. Data storage facility prior to being sent to an archive facility (if any):**

Pacific Islands Fisheries Science Center - Honolulu, HI

**8.3. Approximate delay between data collection and submission to an archive facility:**

No delay expected

**8.4. How will the data be protected from accidental or malicious modification or deletion prior to receipt by the archive?**

*Discuss data back-up, disaster recovery/contingency planning, and off-site data storage relevant to the data collection*

Data is securely stored in PIFSC's server with password protection.

Only staff who work on the project can access to the data.

**9. Additional Line Office or Staff Office Questions**

*Line and Staff Offices may extend this template by inserting additional questions in this section.*