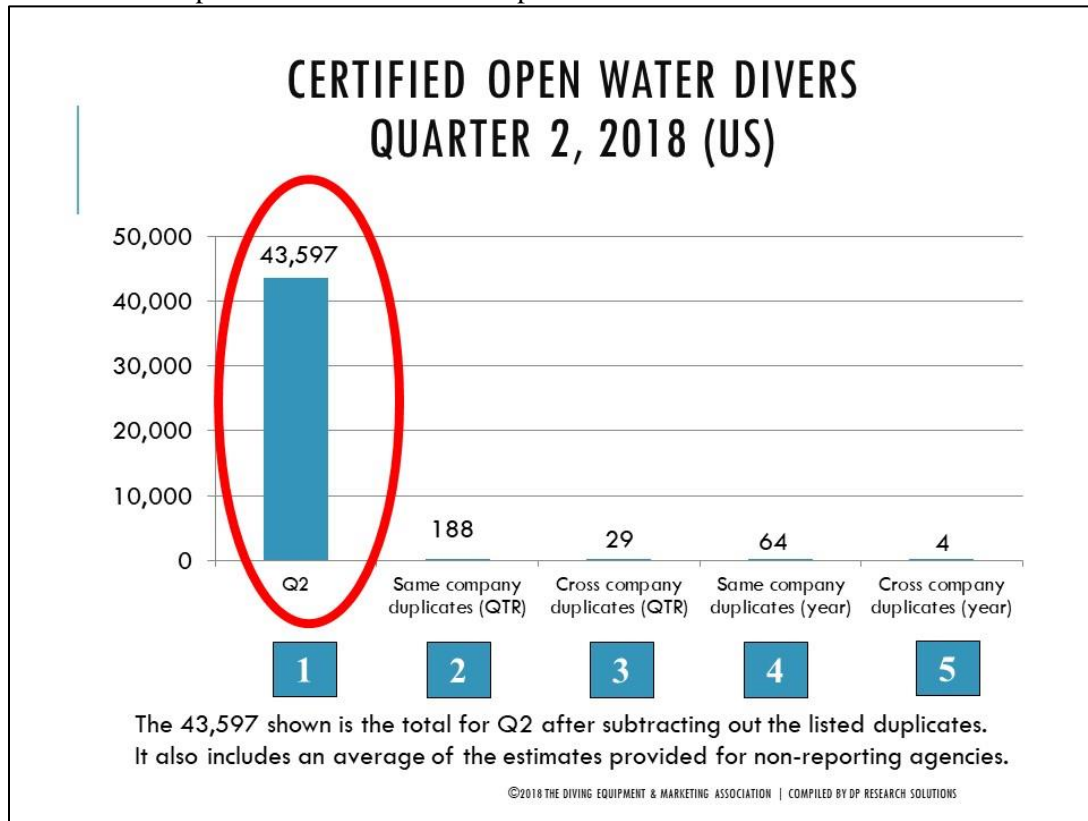


Reading the Certification Census

DEMA's Certification Census contains interesting information that is helpful in understanding the workings of the diving industry at the Instructor and Retail levels. Reading the information could be confusing and this guide should help in understanding the data available.

Here is an example slide from the census report:



The following information is found in the example slide

1. Graph: 2Q – the number of UNIQUE certifications issued during the second quarter of the year (43,597). This is the number of certifications AFTER all duplicates have been removed.
2. Same company duplicates (QTR): The cumulative number of certifications issued by all the certifying organizations to the same individual diver during the SAME quarter of the year. In this case 188 certifications were issued to the same individuals during the 2nd quarter of 2018. Note: These are the duplicate certifications issued by the same company ONLY during the current quarter indicated.
3. Cross company duplicates (QTR): The number of divers that were issued a certification by more than one training organization during the current quarter.
4. Same company duplicates (YEAR): These are the duplicate certifications that were issued to a diver DURING THIS QUARTER ONLY who had also received a certification from the same company at a point earlier in the same year. Note: This is not a cumulative number but is a number of certifications unique to the current quarter. No attempt has been made to report a cumulative number of certifications to date.
5. Cross company duplicates (YEAR): These are the duplicate certifications issued DURING THE CURRENT QUARTER ONLY by different companies to the same individual at some point earlier in the same year. Note: This is not a cumulative number but is a number of certifications unique to the current quarter. No attempt has been made to report a cumulative number of certifications to date.