

# Visitor Center Exit Survey

(Personal Interview)

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# VISITOR CENTER EXIT SURVEY

Hello, my name is \_\_\_\_\_. I would like to take about ten minutes of your time to ask you some questions about recreation and the Corps of Engineers. Your answers will help us to serve your needs better. May I begin?

1. The following questions pertain to the \_\_\_\_\_ visitor center.

2. Have you ever visited \_\_\_\_\_ (name of lake or river) before?

3. Have you ever visited \_\_\_\_\_ (name of visitor center) before?

4. How did you find out about this visitor center?  
\_\_\_\_\_

5. Did you find this visitor center easily? yes \_\_\_ no \_\_\_

5a. If No, What problems did you have?  
\_\_\_\_\_

6. Can you tell me what agency operates \_\_\_\_\_ (name of lake/river)?

7. Did you walk through the exhibits in the visitor center? \_\_\_ yes \_\_\_ no.

8. Did you have any questions about \_\_\_\_\_ (name of lake/river) or the Corps of Engineers before arriving here today?

8a. If yes: What was your question?  
\_\_\_\_\_

8b. Did you find an answer? \_\_\_ yes \_\_\_ no.

9. What would you say the exhibits in the visitor center are about? \_\_\_\_\_  
\_\_\_\_\_

10. Do you feel like you learned something at the visitor center today?

10a. If yes: can you tell me what you learned? \_\_\_\_\_  
\_\_\_\_\_

11. Where did you read/see that? Check one: \_\_\_ video, \_\_\_ panel, \_\_\_ diorama, \_\_\_ brochure, other \_\_\_\_\_.

12. Did you discover anything that surprised you about the *U.S. Army Corps of Engineers*?  
\_\_\_ yes \_\_\_ no.

12a. If yes: what was it? \_\_\_\_\_

12b. Where did you read/see that? Check one: \_\_\_ video, \_\_\_ panel, \_\_\_ diorama, \_\_\_ brochure, other \_\_\_\_\_.

13. Did you discover anything that surprised you about (name of lake/river)?  
\_\_\_ yes \_\_\_ no.

13a. If yes: what was it?  
\_\_\_\_\_

13b. Where did you read/see that? Check one: \_\_\_ video, \_\_\_ panel, \_\_\_ diorama, \_\_\_ brochure, other \_\_\_\_\_.

13. Was there an exhibit that you especially liked in the visitor center?

\_\_\_ yes \_\_\_ no.

14a. If yes: Which one? \_\_\_\_\_

14b. What did you like about it? \_\_\_\_\_

15. Was there an exhibit that you especially disliked in the VC?

\_\_\_ yes \_\_\_ no.

15a. If yes: Which one?  
\_\_\_\_\_

15b. Why didn't you like it?  
\_\_\_\_\_

16. Overall, how did you enjoy your visit to this visitor center?

Using a scale of 1 to 5 where 1 is "not at all enjoyable" and 5 is "extremely enjoyable."

1	2	3	4	5
Not at all Enjoyable	Slightly Enjoyable	Moderately Enjoyable	Very Enjoyable	Extremely Enjoyable

17. What did you enjoy most about your visit here today?  
\_\_\_\_\_

18. What will you tell your friends about your visit here today?  
\_\_\_\_\_

The following questions relate to **interpretive programs or field trips** offered at the site:

19. Did you attend an interpretive program or trip? \_\_\_ yes (go to next question) \_\_\_ no (skip to question 32)

20. Overall, how satisfied were you with your **interpretive program or field trip**? Using a scale of 1 to 7 where 1 is "not at all satisfied" and 5 is "very satisfied."

1	2	3	4	5
Not at all Satisfied	Slightly Satisfied	Moderately Satisfied	Very Satisfied	Extremely Satisfied

21. What did you like the most about your **interpretive program or field trip**?

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22. Why did you participate in the interpretive program or field trip?

(Check all that apply)

- Fun & entertainment
  - Strictly educational
  - Both fun & educational
  - Other – explain
- 

23. Why did you participate in the interpretive program or field trip?

(check all that apply)

- Fun & entertainment
  - Strictly educational
  - Both fun & educational
  - Other – explain
- 

24. What did you expect from this program?

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25. Did we meet your expectations? \_\_\_ yes \_\_\_ no

26. Is there anything you would like to have done differently?

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27. What other activities would you like see offered at the visitor center?

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28. Did you receive information from the Corps of Engineers prior to your trip \_\_\_ yes (go to next question) \_\_\_ no (skip next question)

29. Was the information sent to you adequate for planning your field trip? \_\_\_ yes \_\_\_ no  
 29a. If no, how could it be improved?

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30. Would you like to receive post-trip activities suggestions, such as \_\_\_\_\_?

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31. *If program or trip not taken:* What was the main reason for **not attending** interpretative program or field trip?

- \_\_\_\_\_ not enough time
- \_\_\_\_\_ not interested
- \_\_\_\_\_ not scheduled at a convenient time
- \_\_\_\_\_ was not aware of interpretive program or field trip
- \_\_\_\_\_ other – explain \_\_\_\_\_

32. Please rate the facilities at this visitor center using a scale of 1 to 5 where 1 is “Very Poor” and 5 is “Very Good”

FACILITY	Very Poor	Poor	Fair	Good	Very Good
▪ Directional Signs to this site	1	2	3	4	5
▪ Parking	1	2	3	4	5
▪ Visitor Reception Area	1	2	3	4	5
▪ Visitor Center Exhibits	1	2	3	4	5
▪ Audiovisual Exhibits	1	2	3	4	5
▪ Outdoor Exhibits	1	2	3	4	5
▪ Trails	1	2	3	4	5
▪ Bookstore	1	2	3	4	5
▪ Picnic Area	1	2	3	4	5
▪ Restrooms	1	2	3	4	5
▪ Water Access	1	2	3	4	5
▪ Staff Helpfulness	1	2	3	4	5
▪ Staff Availability	1	2	3	4	5
▪ Staff Courtesy	1	2	3	4	5
▪ Staff Knowledge	1	2	3	4	5
▪ Water Safety Programs	1	2	3	4	5
▪ Interpretive or Educational Programs	1	2	3	4	5
▪ Other (Please Specify) _____	1	2	3	4	5
▪ Other site specific facilities (to be identified by VC staff at site)	1	2	3	4	5
Comments.....					

33. Would you be willing to pay a fee to tour this facility and participate in the activities you did today?

yes  no

33a. If yes, what is the maximum amount that visiting this facility would worth to you?  
(read choices)

Less than \$1  \$1  \$2  \$3  \$4  \$5 more than \$5 (specify) \$ \_\_\_\_\_

34. Would you recommend this center to others?

yes  no

35. Do you have any other thoughts you would like to share with the visitor center staff?

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#### INFORMATION ABOUT YOU.

36. How many people are in your party? \_\_\_\_\_

37. Did you bring children with you today?

37a. If yes, what is/are the age(s) of the children?

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38. Where is your home city and state?

City \_\_\_\_\_ State \_\_\_\_\_

39. Are you a member of any museums at home?  yes,  no.

40. In a typical year, how frequently do you visit museums?

less than once per year

1-2 times per year

3-5 times per year

6-10 times per year

more that 10 times per year

41. In a typical year, how frequently do you visit Corps of Engineer visitor centers?

\_\_\_ less that once per year

\_\_\_ 1-2 times per year

\_\_\_ 3-5 times per year

\_\_\_ 6-10 times per year

\_\_\_ more that 10 times per year

Thank you for your time.