

## **Script – Introduction**

Hello! The National Park Service is conducting a visitor survey here at Santa Monica Mountains National Recreation Area to find out how we are doing. We are also looking for ways to expand or improve the Science Festival. Your participation is completely voluntary; however, we would really appreciate your input. If you decide to participate we have everything set up here for you to complete fill out the survey here on-site. It should only take about 3 minutes to complete. Would you be willing to help out by sharing your thoughts with us?

**IF NO:** Thank you.

**IF YES:** Ask *“Who in your group is at least 16 years old and has the next birthday?”*

Following their response, escort them to the computer station and provide instructions on how to start the survey.

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## Survey Instrument

### TOPIC AREA 1 – Individual Characteristics

1. Where are you visiting us from?

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

### TOPIC AREA 2 – Trip/Visit Characteristics

2. How did you hear about the Science Festival? Please mark (•) **all** that apply.

Newspaper

*Please Specify* \_\_\_\_\_

On-line calendar listing

*Please Specify* \_\_\_\_\_

OUTDOORS magazine

Natural History Museum of Los Angeles

Member's Calendar

Radio

TV

Community flyer

School website

Received email notice of event

Flyer from area museum or nature center

*Please Specify* \_\_\_\_\_

### TOPIC AREA 1 – Individual Characteristics

3. Have you visited Santa Monica Mountains National Recreation Area (SAMO) before today?

Yes  No

If YES, approximately how many times have you visited within the past year?

Number of prior visits: \_\_\_\_\_

### TOPIC AREA 2 – Trip/Visit Characteristics

4. What made you decide to attend SAMO's Science Festival event? Please mark (•) **all** that apply

To experience nature

To learn about science

To have fun with family/friends

Other: \_\_\_\_\_

**TOPIC AREA 1 – Individual Characteristics**

5. How many people were in your group, including yourself?  
\_\_\_\_ Number of people

**TOPIC AREA 1 – Individual Characteristics**

6. When visiting an area such as SAMO, what **one** language do you and most members of your group prefer to use for the following?  
Speaking:  English  Other *Please Specify* \_\_\_\_\_  
Reading:  English  Other *Please Specify* \_\_\_\_\_

**TOPIC AREA 7 – Individual Opinions on Park Management**

7. In your opinion, what **services** in the park need to be provided in languages other than English? Please specify or mark (•) **none**.  
 None  
 Other (Specify) \_\_\_\_\_

**TOPIC AREA 2 – Trip/Visit Characteristics**

8. Would you and your group attend SAMO’s Science Festival again?  
 Yes, likely  No, unlikely  Not sure  
Why or why not? \_\_\_\_\_

**TOPIC AREA 7 – Individual Opinions on Park Management**

9. Is there anything else you and your group would like to tell us about your participation in SAMO’s Science Festival?

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