

AUDIENCE RESEARCH AT THE STATUE OF LIBERTY (STLI)

ON-SITE SURVEY SCRIPT

NOTE TO OMB REVIEWER:

For the purposes of this review and submission the questions in this survey are all included and are consistent with the currently approved pool questions for the NPS Programmatic Review Process (1024-0224 - Current Expiration Date: pending).

This questionnaire will be administered on-site by interviewers using computer tablet to administer the questionnaires. Only one questionnaire per group will be collected. This is an effort to limit the individual respondent burden

- Questions 1-22 will be administered verbally or interview-style. The visitor will be asked to use the tablet computer to complete Questions 23-28 on their own. Some paper copies of questions 23-28 will be available for visitors who are uncomfortable using the tablet computer.
- The interviewer's directions are included in brackets [] and will not be read to the visitor.
- The interviewer will have the ferry times available to keep track of the time needed to complete the surveys between ferries.

Introduction

We are talking to visitors today to help the National Park Service plan for a new visitor center and museum to be built here on Liberty Island. We would like to ask you a few questions - it will only take about 10 minutes to complete.

→ If the visitor says **YES**: [continue by reading the following statement regarding the Paperwork Reduction and Privacy Act.]

Before we begin, I would like to let you know that this survey has been approved by the Office of Management and Budget. I am also required to tell you that a Federal agency may not conduct or sponsor, and that you are not required to respond to, a collection of information unless it has a currently valid OMB control number. The control number for this collection is 1024-0224. Secondly, your participation is voluntary and your name will never be connected with your individual responses. Finally, if you have any questions about this survey, I have a name and contact number available if you would like to have it. Can we begin? (Go to Question #1 below)

→ If visitor says **NO (to the completing the questionnaire)**: [Record reason for refusal and observable characteristics (gender, age category, children in group) on the log sheet]

Ask: Would you be willing to answer two short questions instead?

→ If the visitor says **YES (willing to answer the non-response questions)** [ask and record the responses to the following two questions]

1. Is this your first time visiting the Statue of Liberty National Monument?
2. Do you reside in the United States?

Say: *Great. Thank you for your time and enjoy the rest of your day.*

➔ If the visitor says **NO** (not willing to answer the non-response questions)

Say: *Thank you for your time and enjoy the rest of your day.* [Record reason for refusal and observable characteristics (gender, age category, children in group) on the log sheet]

Topic Area 3: VISITHIS1

1. Is this your first visit to Statue of Liberty National Monument here on Liberty Island?
 - Yes [Skip to Q3]
 - No [Skip to Q2]

Topic Area 3: VISITHIS1

2. In the past five years, how many times have you been to the Statue of Liberty and Liberty Island not including today?
 - None
 - Once
 - Twice
 - Three times or more

Topic Area 2: TPLAN13 and TPLAN16

3. What is your primary reason for visiting the Statue of Liberty and Liberty Island today? [Write visitor's verbatim response]

Topic Area 2: TPLAN10

4. Which statement best describes your participation in planning for the visit? [Show visitor the two statements]
 - I planned or was involved planning the visit to the Statue of Liberty and Liberty Island. [Skip to Q5]
 - I did not plan or was not involved planning the visit to Liberty Island (e.g., a friend or family member planned the trip). [Skip to Q8]

Topic Area 2: TPLAN12

5. About how long ago did you plan your visit?
 - Within the past month
 - 2-3 months ago
 - 4-5 months ago
 - 6 months ago or more

Topic Area 2: TPLAN1

6. **What was the main source that you used for planning your trip to the Statue of Liberty and Liberty Island? Please pick one.** [Show visitor the list below]
- National Park Service (NPS) website or other materials
 - Statue Cruises
 - Statue of Liberty Tickets website
 - Travel agent
 - Hotel concierge
 - Word-of-mouth
 - Other (please specify): _____

Topic Area 2: TPLAN4

7. **What resource would have been most valuable to you in planning your visit? Please select no more than two.** [Show visitor the list below]
- Map of Liberty Island
 - List of things to do on Liberty Island, like audio or Ranger tours
 - Downloadable app about Liberty Island
 - General information in a language other than English
 - Historic information about the Statue of Liberty and Liberty Island
 - Other (please specify): _____

Topic Area 2: TPLAN5

8. **Do you have plans to or have you already visited other tourist sites today?**
- Yes [Skip to Q9]
 - No [Skip to Q10]

Topic Area 2: TPLAN

9. **What other tourist sites are you planning to visit or have you visited today?** [Check all that apply and write-in any other named].
- Ellis Island
 - Empire State Building
 - 9/11 Memorial and Museum
 - Brooklyn Bridge
 - Time Square
 - Central Park
 - Other: please specify: _____

Topic Area 3: ACT3 and EVALSERV13

10. **I have a list of things to do at the Statue of Liberty and Liberty Island. Please let me know which of the following you did today, and for those you did today, how you would rate that item on the following scale.** [Show visitor the list and rating scale below]

				Neither unsatisfied		
Things to do at Liberty Island	Yes / No?	Very unsatisfied	Somewhat unsatisfied	nor satisfied	Somewhat satisfied	Very satisfied

a. Visited the pedestal observation points	OYes ONo	1	2	3	4	5
b. Visited the museum (in the pedestal)	OYes ONo	1	2	3	4	5
c. Visited the crown	OYes ONo	1	2	3	4	5
d. Toured with a Park Ranger	OYes ONo	1	2	3	4	5
e. Read National Park Service signage	OYes ONo	1	2	3	4	5
f. Used a self-guided audio device	OYes ONo	1	2	3	4	5
g. Took photos of the New York City skyline or other views of the harbor	OYes ONo	1	2	3	4	5
h. Had a picnic with food and supplies I brought with me to Liberty Island	OYes ONo	1	2	3	4	5

Topic Area 4: LEARN4

11. In your own words, what was the most memorable thing you found out about the Statue of Liberty today? [Write visitor's verbatim response]

Topic Area 6: EVALSERV1

12. How would you rate today's visit to Statue of Liberty and Liberty Island? [Show scale to visitor]

	Very unsatisfied	Somewhat unsatisfied	Neither unsatisfied nor satisfied	Somewhat satisfied	Very satisfied
Overall experience at Liberty Island	1	2	3	4	5

Topic Area 3: FVIS1

13. If there were changing programs, exhibits, or events at the Statue of Liberty and Liberty Island, how would you rate your chance of returning within the next five years? [Show scale to visitor]

	Very unlikely	Somewhat unlikely	Neither unlikely nor likely	Somewhat likely	Very likely
Chance of returning within 5 years	1	2	3	4	5

Topic Area 4: PREF1

14. Think about your preferences when visiting tourist sites like Statue of Liberty and Liberty Island. For each statement I read, please rate it on the following scale. [Show list and scale to visitor]

Preferences for visiting tourist sites	Neither agree nor disagree				
	Strongly disagree	Somewhat disagree	disagree	Somewhat agree	Strongly agree
a. I like looking at artifacts in museum-like exhibitions	1	2	3	4	5
b. I like taking guided tours offered by knowledgeable staff	1	2	3	4	5
c. I like using my phone while visiting a site to get more information about the place	1	2	3	4	5
d. I like watching informational films at the site or exhibit	1	2	3	4	5
e. I like talking with others in my group about the site or exhibit.	1	2	3	4	5
f. I like sharing my ideas in exhibits when prompted to do so	1	2	3	4	5
g. I like participating in creative, hands-on activities	1	2	3	4	5
h. I like taking my time to explore a whole site to see and learn as much as possible.	1	2	3	4	5
i. I like seeing only the highlights of a site so that I have time to visit other places	1	2	3	4	5
j. I like hearing personal stories about a site	1	2	3	4	5

Topic Area 3: Learn2b (variation)

15. Now, in thinking about your experiences here today, I'd like to rate your interest in exploring the following questions in the future visitor center and museum. [Show scale to visitor]

I am interested in learning more about...	Neither uninteresting nor interesting				
	Very uninteresting	Somewhat uninteresting	interesting	Somewhat interesting	Very interesting
a. How was the Statue of Liberty designed and constructed?	1	2	3	4	5
b. What do liberty and freedom mean to people around the	1	2	3	4	5

world?					
c. How has the Statue of Liberty been depicted in popular culture?	1	2	3	4	5

Topic Area 4: Preferences/Motives/Attitudes - This question is not in the current Pool of Known Questions. We are requesting to use this question because STLI is one many tourist destination in the city. We hypothesize that its visitors may have various visitation preferences for cultural sites. This will help inform STLI of its audiences' preferences for tourist destinations.

16. What types of tourist sites do you like to visit in your leisure time? Please rate each of the following on the scale. [Show scale to visitor]

Tourist Sites	Neither uninteresting nor interesting				
	Very uninteresting	Somewhat uninteresting	Neither uninteresting nor interesting	Somewhat interesting	Very interesting
a. Monuments and memorials	1	2	3	4	5
b. Historic houses or sites	1	2	3	4	5
c. Iconic sites and buildings (like the Empire State Building)	1	2	3	4	5
d. History museums	1	2	3	4	5
e. Parks, preserves, and reserves	1	2	3	4	5
f. Science museums/ centers and natural history museums	1	2	3	4	5
g. Art museums	1	2	3	4	5

Topic Area 3: TRIPC31 (variation)

17. Do you own a Smartphone?

- Yes [Skip to Q17]
- No [Skip to Q18]

Topic Area 3: TRIPC31 (variation)

18. When you have visited tourist sites like those listed previously, how did you use your Smartphone? [Show list to visitor; check all that apply]

- Have not used my Smartphone at a tourist site before
- Used a site-specific app downloaded to my phone ahead of time
- Downloaded a site-specific app to use when at the tourist site
- Searched the internet for a topic about the tourist site
- Used a QR code reader

- Used social media to share my experience at the site (for example, through photographs)
- Other (please specify): _____

We are almost done.

Topic Area 1: RES3

19. Do you live in the United States?

- Yes [Skip to Q20]
- No [Skip to Q21]

Topic Area 1: RES3

20. What is your zip code? _____ [Skip to Q22]

Topic Area 1: RES3

21. In what country do you live? _____

Topic Area 1: LANG

22. What languages do you speak or read? [Check all that apply.]

- English
- Spanish
- French
- German
- Italian
- Arabic
- Japanese
- Mandarin
- Russian
- Other (please specify): _____

Excellent. I have six more questions for you to complete on your own before we finish. I have a paper copy of the same questions if you would rather not use the tablet. [Pass device or paper copy to visitor to complete questions]. Select "submit" at the bottom of the page when you're done.

Topic Area 1: GEND1

23. What is your gender?

- Male
- Female

Topic Area 1: AGE2

24. In what year were you born? _____

Topic Area 1: ED1

25. Please indicate the highest level of education you have completed.

- Some high school
- High school diploma / GED
- Some college
- Bachelor's degree

- Graduate degree

Topic Area 1: GR

26. Who are you visiting with today?

- I am alone
- I am visiting with children AND adults
- I am only visiting with children.
- I am only visiting with adults.

Topic Area 1: RACE/ETH2

27. Are you Hispanic or Latino?

- Yes
- No

Topic Area 1: RACE/ETH5

28. Which of these categories best indicates your race? Please select one or more.

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or other Pacific Islander
- White

Thanks again for taking the time to speak with me today.