## Onsite Questionnaire

|  |
| --- |
| ID#:\_\_\_\_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_\_/\_\_\_\_\_ data collector name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| site:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**NOAA Visitor Questionnaire**

Thank you for taking the time to complete this questionnaire. Your honest feedback is appreciated.

1. **At which site are you completing this questionnaire?**

❑ Point Reyes

❑ Mavericks

❑ Monterey Bay

❑ Island Packers in Ventura Harbor (departure point to Channel Islands)

❑ Santa Cruz Island Scorpion Anchorage

1. **What is your primary reason for visiting this site today?** [Mark one response.]

❑ To walk, hike, picnic

❑ To boat

❑ To fish

❑ To visit this marine area

❑ Other (please describe):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Are you visiting this site today alone or with others?** [Mark one response.]

❑ Alone

❑ With friends/family

❑ Organized group

1. **Approximately how much time did you spend at that site?** [Mark one response.]

❑ Less than 4 hours ❑ 4 to 8 hours ❑ 8 to 12 hours

❑ 12 to 24 hours ❑ 24 to 48 hours ❑ More than 48 hours

1. **What were your total trip expenditures?**

❒ $0 to $1,000 ❒ $1,000 to $3,000 ❒ $3,000 to $6,000

❒ $6,000 to $10,000 ❒ More than $10,000

1. **During your visit today, how many signs like this did you look at (see example below)?**

\

|  |  |
| --- | --- |
|  | [Mark one response.]  ❑ 1  ❑ 2-3  ❑ 4 or more  ❑ Not sure/don’t recall |

1. **For the sign or signs you looked at today, where were they located?** [Mark all that apply.]

❑ On a walking path or recreational trail

❑ On a boat launch, dock, or pier

❑ Near ticketing office, concessions, or restroom

❑ Not sure/don’t recall

❑ Other (please describe):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Who do you think is responsible for installing the sign or signs?** [Mark all that apply.]

❑ Not sure/don’t know

❑ City or local government

❑ State of California

❑ NOAA National Marine Sanctuaries

❑ National Park Service

❑ Other (please describe):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Using the following 7-point scales, what is your overall opinion of the sign or signs you looked at today?** [Mark one number on each scale below.]

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 9a. | Not at all informative | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Very informative |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 9b. | Language was difficult to understand | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Language was easy to understand |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 9c. | Tone was off-putting, bossy | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Tone was friendly, helpful |

1. **What do you think the sign or signs were trying to communicate?** [Mark all that apply.]

❑ Not sure/don’t recall

❑ General information about the animals that live in the area

❑ That this area is a protected ocean area

❑ Rules and regulations about what you can and cannot do in the area

❑ Other (please describe):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **What, if anything, did you find out about this site you’re visiting, that you didn’t know before reading the sign(s)?**  [Please describe.]

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. **What effect, if any did the sign or signs have on your visit to this site?**

❑ None, the sign(s) neither enhanced nor detracted from my experience at this site.

❑ The sign(s) detracted from my experience at this site.

❑ The sign(s) enhanced my experience at this site.

❑ Other (please describe):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **On the sign or signs you looked at, did you see this symbol?**

|  |  |
| --- | --- |
|  | ❑ No ❑ Yes |

1. **Would you be interested in having the information on the sign or signs you looked at today available in another medium?**  [Mark one response.]

❑ No, I’m just not that interested in the information in any format.

❑ No, I prefer getting the information from a sign.

❑ Yes, I’d like to have the information in a brochure.

❑ Yes, I’d like to access the information via a website.

❑ Yes, I’d like to access the information via a mobile phone application.

❑ Yes, I have another suggestion (please describe):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Thinking about the sign or signs you looked at today, have you seen similar signs anywhere else on the California coast?**

❑ No [Skip to Question 16]

❑ Yes ⭢ 15a. Where on the California coast? [Mark all that apply.]

|  |  |
| --- | --- |
| ❑ Not sure/don’t recall | ❑ Monterey/Pacific Grove |
| ❑ Bodega Bay | ❑ Cambria/Moonstone |
| ❑ Point Reyes | ❑ Santa Barbara |
| ❑ Golden Gate National Recreational Area | ❑ Ventura |
| ❑ Mavericks | ❑ Oxnard |
| ❑ Other (please describe): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |

1. **Have you heard of the National Marine Sanctuaries?**

❑ No ❑ Yes

1. **Please indicate whether you think the following statements are “true” or “false.”**

[Circle one response in each row.]

|  |  |  |  |
| --- | --- | --- | --- |
| 17a. | National Marine Sanctuaries helps to protect marine and Great Lakes ecosystems. | True | False |

|  |  |  |  |
| --- | --- | --- | --- |
| 17b. | People are not allowed to visit National Marine Sanctuaries. | True | False |

1. **What is your opinion of the following statement?** [Circle one response.]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| The health of the ocean and the actions of humans are inter-connected. | I Strongly Disagree | I  Disagree | Neither Agree or Disagree | I  Agree | I Strongly  Agree |

Now a few questions about you:

1. **Are you?** ❒ Male ❒ Female

1. **What is your age?**

❒ 18 to 24 ❒ 25 to 34 ❒ 35 to 44 ❒ 45 to 54 ❒ 55 to 64 ❒ 65+

1. **[US residents only] What is your home zip code? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Thank you for completing this questionnaire. Please hand it to the data collector.