

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

2. 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): _____

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

- Alone
- With friends/family
- Organized group

4. 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

5. 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

6. 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

7. 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): _____

8. 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): _____

9. 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	2	3	4	5	6	7	Very informative
9b.	Language was difficult to understand	2	3	4	5	6	7	Language was easy to understand
9c.	Tone was off-putting/bossy	2	3	4	5	6	7	Tone was friendly, helpful

10. 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): _____

11. 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.]

12. 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): _____

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



NATIONAL MARINE
SANCTUARIES

- No Yes

14. 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): _____

15. 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.]

<input type="checkbox"/> Not sure/don't recall	<input type="checkbox"/> Monterey/Pacific Grove
<input type="checkbox"/> Bodega Bay	<input type="checkbox"/> Cambria/Moonstone
<input type="checkbox"/> Point Reyes	<input type="checkbox"/> Santa Barbara
<input type="checkbox"/> Golden Gate National Recreational Area	<input type="checkbox"/> Ventura
<input type="checkbox"/> Mavericks	<input type="checkbox"/> Oxnard
<input type="checkbox"/> Other (please describe):	

16. Have you heard of the National Marine Sanctuaries?

- No Yes

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

[Circle one response in each row.]

17 a.	National Marine Sanctuaries helps to protect marine and Great Lakes ecosystems.	True	False
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17 b.	People are not allowed to visit National Marine Sanctuaries.	True	False
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18. 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
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Now a few questions about you:

19. Are you? Male Female

20. What is your age?

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

21. [US residents only] What is your home zip code?

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