

ONLINE QUESTIONNAIRE

NOAA Visitor Questionnaire

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

1. At which site were you asked to participate in this study?

- Point Reyes
- Mavericks
- Monterey Bay
- Island Packers in Ventura Harbor (departure point to Channel Islands)
- Santa Cruz Island Scorpion Anchorage

2. How long ago did you visit that site? [Mark one response.]

- Less than 1 week ago
- Between 1 and 2 weeks ago
- More than 2 weeks ago
- Not sure/don't know

3. What was your primary reason for visiting that site? [Mark one response.]

- To walk, hike, picnic
- To boat
- To fish
- To visit this marine area
- Other (please describe): _____

4. Did you visit that site alone or with others? [Mark one response.]

- Alone
- With friends/family
- Organized group

5. 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

6. 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

7. During your visit, you were asked to participate in this study after viewing a sign that looks like this (see example below). How many signs like this did you look at?



[Mark one response.]

- 1
- 2-3
- 4 or more
- Not sure/don't recall

8. For the sign or signs you looked at during your visit, 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): _____

9. Who do you think was 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): _____

10. Using the following 7-point scales, what was your overall opinion of the sign or signs you looked at during your visit? [Mark one number on each scale below.]

10a.	Not at all informative	2	3	4	5	6	7	Very informative
10b.	Language was difficult to understand	2	3	4	5	6	7	Language was easy to understand
10c.	Tone was off-putting,	2	3	4	5	6	7	Tone was friendly, helpful

11. 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): _____

12. What, if anything, did you find out about the site you visited, that you didn't know before reading the sign(s)? [Please describe.]

13. 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): _____

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



- No Yes

15. Would you be interested in having the information on the sign or signs 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): _____

16. Thinking about the sign or signs you looked at on your visit, have you seen similar signs anywhere else on the California coast?

- No [Program will skip to Question 17]
- Yes **16a. Where on the California coast?** [Mark all that apply.]
 - Not sure/don't recall
 - Bodega Bay
 - Point Reyes
 - Golden Gate National Recreational Area
 - Mavericks
 - Monterey/Pacific Grove
 - Cambria/Moonstone
 - Santa Barbara
 - Ventura
 - Oxnard
 - Other (please describe): _____

17. Have you heard of the National Marine Sanctuaries?

- No Yes

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

[Circle one response in each row.]

18 a.	National Marine Sanctuaries helps to protect marine and Great Lakes ecosystems.	True	False
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18 b.	People are not allowed to visit National Marine Sanctuaries.	True	False
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19. 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 Strongl y Disagr ee	I Disagre e	Neither Agree or Disagr ee	I Agree	I Strongl y Agree
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Now a few questions about you:

20. Are you? Male Female

21. What is your age?

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

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

Thank you so much for completing the survey! If you would like to be entered into a drawing to win one of four \$50 Amazon gift cards, please enter your email address, and select "Done."

Regardless of whether or not you would like to participate in the raffle, please select "Done" to submit the survey; your responses are important to us.

Email address

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