

AUDIENCE RESEARCH AT THE STATUE OF LIBERTY (STLI)

INTERVIEW SCRIPT

NOTE TO REVIEWERS

- Bold type indicates what the interviewer will say
- Non-bold type indicates directions for the script

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. This study has been approved by the Office of Management and Budget. You will not be asked to provide your name or address, and responses are voluntary.

[Keep information about the ferry times and STLI hours on your clipboard to help encourage visitor participation]

➔ 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 interview): [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]

Interview Questions

Topic Area 2: TPLAN16 Trip-Planning

1. The National Park Service is very interested in understanding the reasons people visit Liberty Island and the Statue of Liberty.

~~Probe-Q 1: Why were you interested in~~ Please tell me about your decision to visiting the Statue of Liberty today?

~~Probe-Probe (if needed)2:~~ Can you tell me more about that?

Topic Area 46 EVALSERV 23 (variation)-Preferences / Motives / Attitudes

2. Let's talk about your visit today.

~~Probe-Q 1:~~ What did you like most about your experience on Liberty Island? Why is that?

~~Probe-Q 2:~~ What did you like least about Liberty Island? Why is that?

~~Probe-Q 3:~~ What stands out as something interesting you discovered about the Statue of Liberty today that you didn't know before?

~~Probe (if needed):~~ Where did you learn that?

~~Probe-Q 4:~~ What stands out as most memorable about your visit today?

~~Probe-Q 5:~~ What are you more curious about now that you've been here?

Topic Area 42: TPLAN 15 (variation)Preferences / Motives / Attitudes

3. Now let's talk about visits to other similar places.

~~ProbeQ 1: When you~~ What are your primary goals when you visit other monuments or tourist sites?

~~like these~~ [show list of types of monuments and tourist sites below], what are your primary goals for the visit? Can you give me an example?

~~Probe-Q 2:~~ Can you give me an example? of Wthe things hat do you enjoy most about visiting other monuments or tourist sites?

Types of Monuments and Tourists Sites

- a. Monuments and memorials
- b. Historic houses or sites
- c. Iconic sites and buildings (like the Empire State Building)
- d. History museums
- e. Parks, preserves, and reserves
- f. Science museums/ centers and natural history museums
- g. Art museums

|

Topic Area 4: PA1Preferences/Motives/Attitudes

4. ~~I am talking with you today because~~ The National Park Service is currently in the process of planning a new museum for Liberty Island to replace the one in the pedestal. They are interested in knowing how-what visitors think about some of the concepts and ideas they will present.

~~Probe-Q 1: Could you please tell me First,~~ what in particular interests you about the concept or idea of the Statue of "Liberty" ~~interests you?~~

~~Probe-Q 2: What comes to mind when I say~~ "Statue of Liberty"?

Topic Area 4: PA2 (variation)Preferences/Motives/Attitudes

5. And, now please review this list of three ideas for the new museum, and I have a few more questions. [Show visitor the three thematic ideas below]

~~Probe 1: From among these three topics, which one interests you most? Why?~~

~~Probe 2: Which one interests you least? Why?~~

~~Probe 3: You didn't mention X—how interested are you in that one? Why?~~

Proposed Ideas to Explore in the New Museum

1. How was the Statue of Liberty designed and constructed?
2. What do liberty and freedom mean to people around the world?
3. How has the Statue of Liberty been depicted in popular culture?

~~Probe-Q 1: From Which one of the~~among these three topics, which one are you most interested in knowing more about?~~you most? Why?~~

~~Probe-Q 2: Which one~~ are you least interested in knowing more about?~~interests you least? Why?~~

~~Probe-Q 3: You didn't mention X—~~ how are interested are you in that one? Why or why not?

Topic Area 6: Evaluations/Opinions of Services, Facilities, and ManagementOPMGMT3

6. Is there anything else you would like to say about your visit today?

Thank you so much for your time. I have a few short questions before you go.

Topic Area 3: Trip BehaviorsVISITHIS1 (variation)

7. Is this your first visit to Statue of Liberty National Monument here on Liberty Island?

- Yes
 No

Topic Area 1: Respondents' Characteristics and KnowledgeGR1 (variation)

8. Are you visiting with children under 18 years today?

- Yes
 No

Topic Area 1: Respondents' Characteristics and KnowledgeRES3

9. Do you live in the United States?

- Yes [Skip ~~takes respondent~~ to Q10]
- No [Skip ~~takes respondent~~ to Q11]

Topic Area 1: Respondents' Characteristics and Knowledge

~~10.~~ What is your zip code? _____ [Skip ~~takes respondent~~ to Q12]

Topic Area 1: Respondents' Characteristics and Knowledge

11. In what country do you live? _____

Topic Area 1: Respondents' Characteristics and Knowledge GEND1

12. What is your gender?

- Male
- Female

Topic Area 1: Respondents' Characteristics and Knowledge AGE2

13. In what year were you born? _____

Thank you again for taking the time to speak with me. Enjoy the rest of your day.