

Privacy Act Statement

Authority: The collection of this information is authorized under 5 U.S.C. § 301, Departmental regulations and 15 U.S.C. 1512, Powers and duties of Department.

Purpose: The purpose of this information collection is to obtain the information necessary improve Visitor Center services, satisfaction and educational materials. Survey results will be used by sanctuary/monument site superintendents to improve visitor services, education and outreach programs where the survey is administered. Survey responses will also aide sanctuary/monument communication and education staff in effectively communicating key messages and stewardship actions.

Routine Uses: Disclosure of this information is permitted under the Privacy Act of 1974 (5 U.S.C. Section 552a) to be shared among Department staff for work-related purposes. Disclosure of this information is also subject to all of the published routine uses as identified in the Privacy Act System of Records Notice [COMMERCE/NOAA-11](#), Contact Information for Members of the Public Requesting or Providing Information Related to NOAA's Mission.

Disclosure: Submission of this information is voluntary, but requested in order to assist the National Marine Sanctuaries with program improvement.

Public reporting burden for this collection of information is estimated to average 4 minutes including time for reviewing instructions, gathering the information needed and to complete the survey. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to U.S. Department of Commerce, Clearance Officer, Office of Chief Information Officer, Rm. 6625, 14th and Constitution Avenue NW, Washington DC 20230.

This survey is voluntary. However, your participation is greatly appreciated and will help to improve visitor services and resources at sanctuary visitor centers and exhibits.

1. How many times have you visited **Name of Location/Venue**? (select one choice)
 - This is my first visit.
 - 1 other time (in the last 12 mo.)
 - 2-5 times (in the last 12 mo.)
 - 5 or more (in the last 12 mo.)
 - I have visited before, but it was more than 12 months ago.
2. Approximately how long was your visit to the visitor center **Name of Exhibit** today?
 - less than 30 mins 30min-1 hour 1-2 hours more than 2 hours
3. What was the primary purpose of your visit to **Name of Location/Venue** today?
 - Vacation or leisure
 - Part of an organized school group
 - Part of an organized tour group
 - Special event such as a lecture, program, or festival
 - To see a temporary or traveling exhibit
 - Other (please specify) _____
4. How did you hear about **Name of Location/Venue**?
 - Been here before
 - Word of mouth
 - Printed material (e.g., Brochure, magazine)
 - Hotel/Inn
 - Website
 - Social media
 - At school
 - Walking/Driving by the facility
 - Other (please specify) _____
5. Before your visit here, had you ever heard of a national marine sanctuary or marine national monument?
 - yes no
6. Have you ever seen an exhibit elsewhere about a national marine sanctuary or marine national monument before today?
 - yes no
7. After your visit here today, please rate your level of agreement with the following statements (1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5= strongly agree): (**Make this a matrix**)
 - I have a better understanding of national marine sanctuaries/monuments
 - I have a better understanding of why these places are protected
 - I understand what a national marine sanctuary is
 - I am more likely to take actions to protect a national marine sanctuary or monument
 - I learned a new way to protect a national marine sanctuary or monument
 - I learned about opportunities to get involved in sanctuary programs
 - I am more likely to visit a national marine sanctuary
8. What topic(s) are you most interested in learning about? (choose as many as you like from the list below)
 - Water quality
 - Ocean acidification

- Climate change
- Marine debris / Ocean pollution
- Fish, whales, and other marine wildlife
- Seabirds
- Marine ecosystems (e.g., tide pools, kelp forests, coral reefs)
- Shipwrecks, maritime heritage, or underwater archaeology
- Scientific fieldwork
- Citizen Science
- Ways to reduce human impacts to the ocean and Great Lakes
- How to protect national marine sanctuaries or marine national monuments
- What national marine sanctuaries/monuments accomplish and why they exist
- Other (please specify)_____

9. For each of the following activities that you experienced, please rate your level of satisfaction. A number of "1" is very dissatisfied and "5" is very satisfied.

	<u>Very Dissatisfied-----Neutral-----Very Satisfied</u>					<u>NA</u>
a. Videos	1	2	3	4	5	NA
b. Electronic interactive components	1	2	3	4	5	NA
c. Hands-on interactive components	1	2	3	4	5	NA
d. Staff Member Interaction	1	2	3	4	5	NA
e. Online tour	1	2	3	4	5	NA
f. Audio tour	1	2	3	4	5	NA

10. Would you like to see more or fewer interactive exhibits or multimedia components?

more less no preference

If you would like to see more, what type? (check all that apply)

- videos online tours
- audio tours 360 degree images/virtual reality images
- 3D movies other, examples: _____

11. . In your own words, describe how the visitor center (or exhibit) could be improved: _____

12. Would you recommend this visitor center (or exhibit) to family and friends?

Very Likely Likely Neutral Unlikely Very Unlikely

13. Please explain your answer to the previous question: _____

Demographic Questions

14. Where do you live? _____
 zip code country (if not the U.S.)

15. What is your gender?

Male Female Prefer not to answer

16. What is your age?

18-29 30's 40's 50's 60's 70+ Prefer not to answer

17. How many children were with you today?

None 1 2 3+ Prefer not to answer

18. How many children under 18 years old live in your household?

None 1 2 3+ Prefer not to answer

19. Are you Hispanic, Latino, or of Spanish origin?

yes no

20. Please specify your ethnicity. You may select as many as apply.

White Native Hawaiian or Other Pacific Islander
 Black or African American American Indian or Alaska Native
 Asian Other
 Prefer not to answer

21. What is the highest degree or level of school you have completed?

Some school High school graduate, diploma or the equivalent
 Some college credit College degree
 Trade/technical/vocational training Graduate degree
 Prefer not to answer