**Evaluation of Public Visitors’ Experience at the National Marine**

**Sanctuary System Visitor Centers and Exhibits**

**Hi, we’re talking with people to help us modify or add to our exhibits.**

**May I ask you some questions about your visit today? [if they didn’t look at exhibits, discontinue]**

**[hand out visitor rights page:] Because this is a federal site, this is a summary of your rights.**

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1. **Socio-demographics and Accessibility**
2. Where do you live? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

[town if Big Isl. / island if other HI / state if mainland US / country if not US]

1. Please answer the 3 questions below (helps us know we’re talking with a cross-section of people)

**Your Age**: **Education, so far**: **Ethnic/racial heritage**

**(check one or more)**:

\_\_\_ 18-29 \_\_\_ some school \_\_\_ American Indian or Alaska Native

\_\_\_ 30s \_\_\_ high school graduate \_\_\_ Asian

\_\_\_ 40s \_\_\_ some college \_\_\_ Black or African-American

\_\_\_ 50s \_\_\_ college graduate \_\_\_ Hispanic/Latino

\_\_\_ 60s \_\_\_ graduate school \_\_\_ Native Hawaiian

\_\_\_ 70+ \_\_\_ Pacific Islander

\_\_\_ Caucasian/White

1. How many people in your group today (group size)?

\_\_\_\_ 1 \_\_\_\_ 2 \_\_\_\_ 3 \_\_\_\_4+

1. How many \_\_\_\_adults and \_\_\_\_children under 18 are in your group?

Ages of children: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Did you or anyone in your personal group have a physical condition that made it difficult to access or participate in sanctuary activities or services, during your visit to [Site Name]? Please mark one.

* Yes -> Continue to next question
* No -> Skip go to next section

If YES, what activities or services did you or the person(s) have difficulty accessing or participating in? (Please describe) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. If anyone in your personal group had difficulty accessing or participating in [site] activities or services because of a physical condition, which specific difficulties did the person(s) have? Please mark (●) all that apply

* Hearing (difficulty hearing programs, audio-visual exhibits or programs, or information desk staff even with hearing aid)
* Visual (difficulty seeing exhibits, directional signs, or visual aids that are part of programs even with prescribed glasses or due to blindness)
* Mobility (difficulty in accessing facilities, services, or programs even with walking aid and/or wheelchairs)
* Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. On your most recent visit, did you or anyone in your personal group use any of the following?

* Cane
* Walker
* White Cane
* Seeing-eye dog or other K-9 assistance
* Crutches
* Motorized scooter
* Manual wheelchair
* Motorized wheelchair  
  Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Familiarity with center/ exhibits**
2. Have you been here before? \_\_\_ no (1st time) \_\_ yes, if so, how many times? **\_\_\_\_\_\_\_**
3. Did you know anything about the sanctuary prior to coming? \_\_\_yes \_\_\_\_no
4. Did the visitor center play a role in your decision to visit the area? \_\_\_yes \_\_\_no
5. How did you learn about the visitor center? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. Approximately how long was your visit to the Name of visitor center today?

\_\_ less than 30 mins \_\_ 30 min to 1 hour \_\_ 1-2 hours \_\_ more than 2 hours

1. 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) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. How much influence did each of the following have on your travel plans to the [XX Region]?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Primary Reason | Very Much | Somewhat | A Little | Not At All | Don’t Know |
| XX Visitor Center |  |  |  |  |  |  |
| XX Aquarium, Landmark, Exhibit |  |  |  |  |  |  |

1. These exhibits are about the *[Venue/Location]* and [Name of national marine sanctuary/monument].

Had you heard of that name before: the “*[Venue/Location]*” or “and [Name of national marine sanctuary/monument]”? \_\_ yes \_\_ no

1. How did you hear about **Name of Location/Venue**?

\_\_\_\_ Been here before

\_\_\_\_ Tourism site - Google, TripAdvisor, etc

\_\_\_\_ Word of mouth

\_\_\_\_ Printed material (e.g., Brochure, magazine)

\_\_\_\_ Hotel/Inn

\_\_\_\_ Local recreation business

\_\_\_\_ Website

\_\_\_\_ Social media /email newsletter

\_\_\_\_ At school

\_\_\_\_ Tourism /recreation office

\_\_\_\_ Walking/Driving by the facility

\_\_\_\_ Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Did the exhibits adequately inform you that [Name of Visitor Center/Exhibit] was the educational center for [Name of national marine sanctuary/monument]? \_\_\_\_yes \_\_\_\_no

6.a Are you familiar with NOAAʻs National Marine Sanctuary System, Americaʻs network of underwater parks? \_\_\_\_yes \_\_\_\_no

6.b Did the exhibits inform you that this facility is run by the National Oceanic and Atmospheric Administration (NOAA) and the Office of National Marine Sanctuaries?

\_\_\_\_yes \_\_\_\_no

6.c Did the exhibits adequately inform you that Papahānaumokuākea Marine National Monument is a UNESCO World Heritage Site? \_\_\_\_yes \_\_\_\_no

1. Before your visit here, had you ever heard of a national marine sanctuary or marine national monument? \_\_\_ yes \_\_\_ no
2. Did you view the NOAA/national marine sanctuary exhibit today? \_\_\_ yes \_\_\_ no
3. Before your visit, were you aware of the NOAA/national marine sanctuary exhibit on display here?

\_\_\_ yes \_\_\_ no

1. Have you ever seen an exhibit elsewhere about a national marine sanctuary or marine national monument before today?

\_\_\_ yes \_\_\_ no

1. Is there anything else you would like to tell us about [location/site] facilities, services, or recreational opportunities.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Use of exhibits**
2. Which of these exhibits did you stop at?

**\_\_\_\_** the aquarium

\_\_\_\_ large map on the wall showing chain of islands

\_\_\_\_ marine debris

\_\_\_\_ voyaging canoe

\_\_\_\_ monk seal

\_\_\_\_ Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Were you able to use all of the exhibits today?

\_\_\_\_yes

\_\_\_\_no

If no, why not:

\_\_\_\_\_ Exhibits not accessible

\_\_\_\_\_ Exhibits down for maintenance

\_\_\_\_\_ Technology not working

\_\_\_\_ Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Did you speak to a staff member during your visit?

\_\_\_ yes \_\_\_ no

1. Did any staff or volunteer talk with you about the exhibits?

\_\_\_ yes \_\_\_ no

1. **Reactions/satisfaction**
2. Thinking about your **experience with these exhibits today**, would you say this visit was?

\_\_ great \_\_ good \_\_ OK \_\_ fair \_\_ needs improvement?

1.a What did you like most about [Name of Visitor Center/Exhibit] ? [check \_\_ if parent asks child/ren, who answer]

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Using a 5-point scale, how **important** do you think these exhibits are, for people like you (yourselves) – “1” would be the lowest: not at all worthwhile, “5” would be the highest: very worthwhile – what number would you say? \_\_\_\_\_\_

[if rating # less than 2, ask this] Is there anything important about them?

[otherwise, ask:] What’s “important” about them?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What did you like the most here?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What types of exhibits would you like to see more of in the Name of Location/Venue ? (check all that apply)

\_\_ interactive \_\_ educational \_\_ entertaining \_\_ challenging \_\_ static

\_\_ web accessible \_\_ textual based \_\_ video based \_\_ game based

\_\_ kid oriented \_\_ responsive \_\_ collaborative

1. Please rate your level of agreement with the following statements.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Statements** | **1**  **strongly disagree** | **2**  **disagree** | **3**  **neither agree nor disagree** | **4**  **agree** | **5**  **strongly agree** |
| 1. I have a better understanding of national marine sanctuaries /monuments |  |  |  |  |  |
| 1. I understand what a national marine sanctuary is |  |  |  |  |  |
| 1. I am more likely to take actions to protect a national marine sanctuary or monument |  |  |  |  |  |
| 1. I learned a new way to protect a national marine sanctuary or monument |  |  |  |  |  |
| 1. I learned about opportunities to get involved in sanctuary programs |  |  |  |  |  |
| 1. am more likely to visit a national marine sanctuary |  |  |  |  |  |

1. 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) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What is your style of learning? (check all that apply)

\_\_ hands on \_\_ reading \_\_ listening \_\_ by teaching others \_\_ immersive

\_\_ collaborative \_ visually

7.a How do you learn about things? (check all that apply)

\_\_ internet searches \_\_ blogs \_\_ TV \_\_ teachers \_\_ friends \_\_ family

\_\_ social media \_\_ games \_\_ radio \_\_ websites \_\_ books \_\_ movies

\_\_QR codes \_\_ magazines

1. If [Name of Visitor Center/Exhibit] had additional educational information, games and media online would you want to use that as a learning resource? \_\_ yes \_\_ no
2. For each of the following activities that you experienced, please rate your level of satisfaction.

| **Statements** | **1**  **very dissatisfied** | **2**  **dissatisfied** | **3**  **neither satisfied nor dissatisfied** | **4**  **satisfied** | **5**  **very satisfied** | **N/A** |
| --- | --- | --- | --- | --- | --- | --- |
| 1. Videos |  |  |  |  |  |  |
| 1. Electronic interactive components |  |  |  |  |  |  |
| 1. Hands-on interactive components |  |  |  |  |  |  |
| 1. Staff Member Interaction |  |  |  |  |  |  |
| 1. Online tour |  |  |  |  |  |  |
| 1. Audio tour |  |  |  |  |  |  |

1. 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:\_\_\_\_\_\_\_\_\_\_\_\_

1. What do you believe the value is of visiting the visitor center?
2. **Perceptions on messages**
3. What do you think the **main idea or themes** of the exhibits are? (whatever you think)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_ no main idea; there are different exhibits on different topics

\_\_ didn’t see enough to figure that out

1. Did you think the exhibits here were about a \_\_\_ **specific area or place or were they** \_\_\_\_ **about Hawaii and the Pacific in general**? (customize to visitor center/exhibit)

[if specific place:] What place? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. These exhibits are intended to be about the Northwestern Hawaiian Islands– a chain of small islands [customize to venue/location]. Have you heard of that name before?

\_\_\_\_ Yes \_\_\_\_ No

1. Did you find out anything interesting or surprising about the [Venue/Location] from these exhibits?

\_\_\_\_ Yes \_\_\_\_ No

If yes, what? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Which of these ideas or themes **did the exhibits demonstrate and explain**? – If you could tell me Yes or Not Really for each one:

Yes \_\_ Not \_\_ a. what an atoll is?

Yes \_\_ Not \_\_ b. there are unique species in the [Venue/Location] ?

Yes \_\_ Not \_\_ c. the extent of fragile ecosystems?

[ask:] **What kind of history would that be? \_\_\_\_\_\_\_\_\_\_**

Yes \_\_ Not \_\_ d. that there are more than eight Hawaiian Islands [customize to venue/location]?

Yes\_\_ Not \_\_ e. that this area is already protected, a safe haven?

Yes \_\_ Not \_\_ f. that people have a long history in the NWHI [customize to venue/location]?

[ask:] **What kind of history would that be? \_\_\_\_\_\_\_\_\_\_**

Yes \_\_ Not \_\_ g. NWHI [customize to venue/location] are a sacred place with cultural significance?

Yes \_\_ Not \_\_ h. human actions today are affecting the NWHI [customize to venue/location]?

1. Do you think that human actions affecting those islands would be:

\_\_ negative? or \_\_ positive? \_\_ some negative and some positive?

1. What kinds of negative impacts are you aware of? (or would you guess?)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What kinds of positive impacts are you aware of? (or would you imagine are possible?)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Is there anything that you or I could do for the benefit of the NWHI (or customize)?

\_\_\_\_ Yes \_\_\_\_ No

1. Are you likely to do anything differently after seeing the exhibits here?

\_\_\_\_ Yes \_\_\_\_ Not really

If yes, what?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

\_\_ Very Likely \_\_ Likely \_\_\_Neutral \_\_ Unlikely \_\_ Very Unlikely

Please explain your answer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Do you have any questions about interpretive content/exhibits (themes: human inhabitants, animals, island formation, trash, etc.)?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Suggestions about the exhibits (themes: more hands-on for children, more live animals, etc.)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_