

**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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A. Socio-demographics and Accessibility

1. Where do you live? _____

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

2. 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
Native

___ some school

___ American Indian or Alaska

___ 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

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

___ 1 ___ 2 ___ 3 ___ 4+

4. How many ___ adults and ___ children under 18 are in your group?

Ages of children: _____

5. 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)

6. 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) _____

7. 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) _____

B. Familiarity with center/ exhibits

1. Have you been here before? ___ no (1st time) ___ yes, if so, how many times?

2. Did you know anything about the sanctuary prior to coming? ___yes ___no

3. Did the visitor center play a role in your decision to visit the area? ___yes ___no

4. How did you learn about the visitor center? _____

5. 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

6. 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) _____

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

	Primary Reason	Very Much	Some what	A Little	Not At All	Don't Know
XX Visitor Center						
XX Aquarium, Landmark, Exhibit						

8. 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

9. 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) _____

10. 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 NOAA's National Marine Sanctuary System,

America's 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

11. Before your visit here, had you ever heard of a national marine sanctuary or marine national monument? ___ yes ___ no

12. Did you view the NOAA/national marine sanctuary exhibit today? ___yes ___no

13. Before your visit, were you aware of the NOAA/national marine sanctuary exhibit on display here?

___ yes ___ no

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

___ yes ___ no

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

C. Use of exhibits

1. 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) _____

2. 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) _____

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

yes no

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

yes no

D. Reactions/satisfaction

1. 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]

2. 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?

3. What did you like the most here?

4. 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

5. 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
a.	I have a better understanding of national marine sanctuaries /monuments					
b.	I understand what a national marine sanctuary is					
c.	I am more likely to take actions to protect a national marine sanctuary or monument					
d.	I learned a new way to protect a national marine sanctuary or monument					
e.	I learned about opportunities to get involved in sanctuary programs					
f.	I am more likely to visit a national marine sanctuary					

6. 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) _____

7. 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

8. 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

9. 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
a.	Videos						
b.	Electronic interactive components						
c.	Hands-on interactive components						
d.	Staff Member Interaction						
e.	Online tour						
f.	Audio tour						

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. What do you believe the value is of visiting the visitor center?

E. Perceptions on messages

1. 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

2. 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? _____

3. 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

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

Yes No

If yes, what? _____

5. 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]?

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

___ negative? or ___ positive? ___ some negative and some positive?

7. 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?)

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

___ Yes ___ No

9. 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: _____

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

13. Suggestions about the exhibits (themes: more hands-on for children, more live

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animals, etc.)
