**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.**

Public reporting burden for this collection of information is estimated to average 8 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other suggestions for reducing this burden to Dayna McLaughlin, NOAA Office of National Marine Sanctuaries, 1305 East-West Highway, Silver Spring, MD 20910.

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**Privacy Act Statement**

**Authority:** The collection of this information is authorized under section 314 of the American Innovation and Competitiveness Act, codified at 33 U.S.C. 893(a) and 15 U.S.C. § 1512, Powers and duties of Department.

**Purpose:** The purpose of this information collection is to obtain the information necessary to 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 aid 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](https://www.gpo.gov/fdsys/pkg/FR-2017-01-12/pdf/2017-00494.pdf), 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 Office of National Marine Sanctuaries with program improvement.

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

[state if U.S.A. / country if not U.S.A.]

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

**Your Age**:\_\_\_ 18–29 \_\_\_ 30s \_\_\_ 40s \_\_\_ 50s \_\_\_ 60s \_\_\_ 70

**Education, so far**: \_\_\_ some school \_\_\_ high school graduate \_\_\_ some college

\_\_\_ college graduate \_\_\_ graduate school

**What is your race and/or ethnicity?**

Select all that apply.

 **American Indian or Alaska Native**

For example, Navajo Nation, Blackfeet Tribe of the Blackfeet Indian Reservation of Montana, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, Aztec, Maya, etc.

 **Asian**

For example, Chinese, Asian Indian, Filipino, Vietnamese, Korean, Japanese, etc.

 **Black or African American**

For example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.

 **Hispanic or Latino**

For example, Mexican, Puerto Rican, Salvadoran, Cuban, Dominican, Guatemalan, etc.

 **Middle Eastern or North African**

For example, Lebanese, Iranian, Egyptian, Syrian, Iraqi, Israeli, etc.

 **Native Hawaiian or Pacific Islander**

For example, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc.

 **White**

For example, English, German, Irish, Italian, Polish, Scottish, etc.

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 next questions, go to Section B.

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 [site] 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

10.a Are you familiar with NOAA’s National Marine Sanctuary System, America’s network of underwater parks? \_\_\_\_yes \_\_\_\_no

10.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

1. Before your visit here, had you ever heard of a national marine sanctuary or marine national monument?

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

1. Did you view the NOAA/national marine sanctuary exhibit today? \_\_\_ yes \_\_\_ no
2. 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?

**\_\_\_\_ [name of exhibit]**

**\_\_\_\_** [name of exhibit]

**\_\_\_\_** [name of exhibit]

**\_\_\_\_** [name of exhibit]

**\_\_\_\_** 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. I 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** |
| --- | --- | --- | --- | --- | --- | --- |
| Videos |  |  |  |  |  |  |
| Electronic interactive components |  |  |  |  |  |  |
| Hands-on interactive components |  |  |  |  |  |  |
| Staff Member Interaction |  |  |  |  |  |  |
| Online tour |  |  |  |  |  |  |
| 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?

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

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

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

1. These exhibits are intended to be about the [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. [idea/theme 1]

Yes \_\_ Not \_\_ b. [idea/theme 2]

Yes \_\_ Not \_\_ c. [idea/theme 3]

Yes \_\_ Not \_\_ d. [idea/theme 4]

1. Do you think that human actions affecting [site] 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 [site]?

\_\_\_\_ 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 the interpretive content/exhibits?

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

1. Do you have any suggestions about the exhibits or visitor center?

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