

Audubon Aquarium

Coral Exhibit: Deep Dive into the Gulf

Visitor Intercept Questionnaire

Protocol: Please intercept every **third** adult guest as they exit the coral exhibit. If that person is in a group, ask that **one** person to help the aquarium's impact by taking this brief survey. If they respond No, thank the person and wait to approach the third visitor after that person.

Introduction: Hello, I hope that you are enjoying your visit to the Aquarium today! We would like to learn about your experience at the coral exhibit. Will you help the Aquarium by taking this short survey? Great—thank you!

When the person responds Yes, hand the iPad to the guest to take the survey, invite them to sit, and reiterate that just one person should respond. If the person prefers or needs assistance, you can use the iPad to record their answers. It is fine to hand the iPad to that person to read the list of options. Ask participants to return the iPad to you and not submit.

AFTER the guest completes the survey:

Please fill in the day of the week, date, time, your full name, and if interpreters were present. Submit the response and start at the beginning of the survey for the next guest you approach.

Q1: Before seeing this coral exhibit, did you know that corals are living animals?

(Choose one response)

- ☐ I never thought about it before
- ☐ I was not sure
- ☐ I knew that before

Q2: Before seeing this exhibit, how aware were you that corals exist deep beneath the Gulf's surface? *(Choose one response)*

- ☐ Not at all aware
- ☐ I had heard of deep-water corals before, but was not aware that they are in Gulf
- ☐ I was already aware of deep-water corals in the Gulf

Q. 3: Before seeing this coral exhibit, how aware were you that the Deepwater Horizon oil rig exploded in the Gulf off the coast of Louisiana in 2010 and caused a massive oil spill that harmed wildlife and habitats across the region? (Choose one response)

- ☐ Not at all aware
☐ I remember hearing about this big oil spill, but not that it occurred in the Gulf
☐ I was very aware

Q. 4: Before seeing this coral exhibit, how aware were you that the massive Deepwater Horizon oil spill harmed deep-sea wildlife? (Choose one response)

- ☐ Not at all aware
☐ I knew about this oil spill, but did not know that it affected deep-sea wildlife
☐ I was very aware

Insert skip logic for "I was very aware" responses

Q. 5: What is one surprising or amazing thing that you saw, felt, or learned at the coral exhibit today?

Q. 6: Please compare your feelings after your experience at the coral exhibit with how you felt before your visit: (Choose one response for each.)

	Less now than before	The same now as before	Greater now than before
My awareness that beautiful coral habitats exist in the deep Gulf			
My awareness that restoration teams are currently working in the Gulf to better understand its deep seafloor habitats			
My awareness that many partners are working together to protect and restore Gulf wildlife and habitats injured by the Deepwater Horizon oil spill			
My recognition that Audubon continues to help restore the Gulf by caring for and rehabilitating animals			
My understanding of why it is important to conserve wildlife and habitats in and around the Gulf			

My interest in learning more about Gulf wildlife and habitat restoration			
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Q. 7: Briefly, what do you think the main message of this coral exhibit is?

Answer below:

Q.8: Please rate your agreement or disagreement with the following: *(Choose one response for each)*

	Strongly disagree	Disagree	Agree	Strongly agree
It is important to protect corals because they are living animals and enable other deep-sea animals to live and reproduce.				
Restoration teams are doing cool work to learn more about and restore the Gulf.				
I feel more hopeful now that, working together, we can restore Gulf habitats following the <i>Deepwater Horizon</i> oil spill.				
I believe that the actions I take and the consumer choices I make affect the Gulf.				
At the coral exhibit, I learned which actions I can take to protect Gulf wildlife and habitats.				

Q. 9: As a result of your experience today, how likely is it that you will take the following conservation actions? *(Choose one response for each)*

	Very Unlikely	Unlikely	Likely	Very Likely	I do this now	N.A. to me
Keep plastics and other trash out of waterways						
Use eco-friendly cleaners						
Use eco-friendly pesticides and fertilizers						
Choose sustainable seafood, and choose local when possible.						
Wear coral-friendly sunscreen when snorkeling or diving near shallow-water coral reefs						

Q. 10: How likely are you to recommend seeing the Deep Dive into the Gulf coral exhibit to your family or friends? *(Choose one response)*

☐ Not likely ☐ Somewhat likely ☐ Very likely

Demographics

Q. 10: Where do you live:

☐ Louisiana resident
☐ Other state *(please indicate)* _____
☐ Other country *(please indicate)* _____

Q. 11: Your age range:

☐ 18-24	☐ 45-54
☐ 25-34	☐ 55-64
☐ 35-44	☐ 65 and older

Q. 12: About how often you visit Audubon Aquarium: *(Please choose one response)*

☐ First visit
☐ Less than once a year
☐ Once a year
☐ 2-4 times a year
☐ More often than four times a year

Q. 13: Current Audubon Nature Institute member: ☐ Yes ☐ No ☐ Not sure

Q. 14: If there is anything else you would like to share with us about your experience at the coral exhibit today, please tell us:

Thank you! We really appreciate your time and your help!

STOP Here

Data Collectors: Please Complete the Following:

Your Name: _____

Day of week: ___ Sun. ___ Mon. ___ Tues. ___ Wed. ___ Thurs. ___ Fri. ___ Sat.

Date: _____

Survey respondent is: *(check any that apply)*

___ visiting alone ___ visiting with other adults ___ visiting with kids

Crowd Size in the Gulf: ___ Not crowded ___ Somewhat crowded ___ Very crowded

Interpreter present at the coral exhibit? ___ Yes ___ No

Public Burden Statement

A Federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with an information collection subject to the requirements of the Paperwork Reduction Act of 1995 unless the information collection has a currently valid OMB Control Number. The approved OMB Control Number for this information collection is 0690-0030. Without this approval, we could not conduct this survey. Public reporting for this information collection is estimated to be approximately 3 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the information collection. All responses to this information collection are voluntary. Send comments regarding this burden estimate or any other aspect of this information collection, including suggestions for reducing this burden to the NOS, Kelly Martin (kelly.martin@noaa.gov).