

Get into Your Sanctuary Day – Visitor Satisfaction Survey

Your participation in this survey is voluntary. There are no penalties for not answering some or all of the questions. However, because each person interviewed will represent many others not interviewed, your cooperation is important. This survey is being conducted by **<***FILL IN SANCTUARY NAME***>** with the National Oceanic and Atmospheric Administration (NOAA). This information will be used to improve satisfaction with visitor activities. At the end of the evaluation, any materials identifying you as an individual will be destroyed.

1. Did you know that this area is part of a national marine sanctuary? Yes____ No____
2. Which of the following do you think is the purpose of a national marine sanctuary? (Select/circle all that apply)
- a. To protect natural resources
 - b. To shelter historic shipwrecks and other cultural resources
 - c. To serve as a destination for recreational fishing, diving, wildlife viewing, boating, and tourism
 - d. To keep people out
 - e. None of these
 - f. I don't know

3. Had you heard of national marine sanctuaries before today? Yes____ No____

4. Are you aware that today is National *Get into your Sanctuary Day*? Yes____ No____

If yes:

- a. Was this your primary reason for coming to the area today? Yes____ No____
- b. How did you hear about *Get into Your Sanctuary Day*?
 - i. Friends & Family
 - ii. Newspaper/Magazine
 - iii. Sanctuary/NOAA website
 - iv. Social Media (Facebook, twitter, Instagram)
 - v. Travel/Recreation Blog
 - vi. Signs and Flyers
 - vii. E-mail
 - viii. Other _____

5. Did you take part in a *Get into your Sanctuary Day*-related activity? Yes____ No____

a. If yes, please describe: _____

b. What was your level of satisfaction with the activity?

___Very Dissatisfied ___Dissatisfied ___Neutral ___Satisfied ___Very Satisfied

6. Of the types of recreational activities you participated in today, please rate your level of satisfaction with the experience. (A number of "1" is very dissatisfied and "5" is very satisfied.)

| | <u>Very Dissatisfied</u> | <u>Neutral</u> | <u>Very Satisfied</u> | <u>NA</u> | | |
|---------------|---------------------------------|-----------------------|------------------------------|------------------|---|----|
| a. Beachgoing | 1 | 2 | 3 | 4 | 5 | NA |
| b. Hiking | 1 | 2 | 3 | 4 | 5 | NA |
| c. Swimming | 1 | 2 | 3 | 4 | 5 | NA |

(...continued from previous page) **Very Dissatisfied-----Neutral-----Very Satisfied NA**

| | | | | | | |
|-------------------------------------|---|---|---|---|---|----|
| d. Surfing/Boogie Boarding | 1 | 2 | 3 | 4 | 5 | NA |
| e. Whale Watching | 1 | 2 | 3 | 4 | 5 | NA |
| f. Wildlife Viewing/Birdwatching | 1 | 2 | 3 | 4 | 5 | NA |
| g. Glass Bottom Boat Tour | 1 | 2 | 3 | 4 | 5 | NA |
| h. Kayaking | 1 | 2 | 3 | 4 | 5 | NA |
| i. Paddleboarding | 1 | 2 | 3 | 4 | 5 | NA |
| j. Boating | 1 | 2 | 3 | 4 | 5 | NA |
| k. Charter Boat/Rental Boat Fishing | 1 | 2 | 3 | 4 | 5 | NA |
| l. Shoreline Fishing | 1 | 2 | 3 | 4 | 5 | NA |
| m. Snorkeling/Diving | 1 | 2 | 3 | 4 | 5 | NA |
| n. Tidepooling | 1 | 2 | 3 | 4 | 5 | NA |
| o. Went to a visitor center | 1 | 2 | 3 | 4 | 5 | NA |
| p. Virtual reality experience | 1 | 2 | 3 | 4 | 5 | NA |
| q. Other: _____ | 1 | 2 | 3 | 4 | 5 | NA |

7. Did you witness any visitors interacting with wildlife? Yes____ No____
 If yes,
 a. Briefly explain what you witnessed: _____
 b. Did this affect your experience here today? Yes____ No____
 If yes, how? _____

8. Based on your experience today, how likely are you to make a future visit to a national marine sanctuary?
 ___Not Likely At All ___Somewhat Likely ___Very Likely ___No Effect

9. How many times have you visited this sanctuary (or visitor center) in the past 12 months? (select one choice)
 ___ This is my first visit.
 ___ 1 other time (in the last 12 mo.)
 ___ 2 or more (in the last 12 mo.)
 ___ I have visited before, but it was more than 12 months ago.

10. Please tell us where you are visiting from: Zip (postal) code: _____; Country: _____