

## **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 Andy Collins, NOAA NOS Papahānaumokuākea Marine National Monument, 76 Kamehameha Ave, Hilo, HI 96727.

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### **Privacy Act Statement**

**Authority:** The collection of this information is authorized under 5 U.S.C. § 301, Departmental regulations and 15 U.S.C. 1512, Powers and duties of Department.

**Purpose:** The purpose of this information collection is to obtain the information necessary 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 aide 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](#), Contact Information for Members of the Public Requesting or Providing Information Related to NOAA's Mission.

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**Disclosure:** Submission of this information is voluntary, but requested in order to assist the National Marine Sanctuaries with program improvement.

**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

\_\_\_ 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

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 (1<sup>st</sup> 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.

	<b>Statements</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
		<b>strongly disagree</b>	<b>disagree</b>	<b>neither agree nor disagree</b>	<b>agree</b>	<b>strongly agree</b>
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.

	<b>Statements</b>	<b>1</b> <b>very</b> <b>dissatisfied</b>	<b>2</b> <b>dissatisfied</b>	<b>3</b> <b>neither</b> <b>satisfied</b> <b>nor</b> <b>dissatisfied</b>	<b>4</b> <b>satisfied</b>	<b>5</b> <b>very</b> <b>satisfied</b>	<b>N</b> <b>/</b> <b>A</b>
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 animals, etc.)

\_\_\_\_\_