|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Visitor Survey** | | University of Hawai‘i Museum Studies Graduate Certificate Program Department & Hawai‘i Tourism Authority | | | | | |
| Date: | Time: | | Inst: | Location | Initials: | Case#: | **Spring 2015** |

1. Is this your first visit here?

Yes No When was your last visit? [Open-ended question: interviewer selects and circles appropriate response.]

|  |  |  |  |
| --- | --- | --- | --- |
| **1.** Within last 12 mo | **2.** 1 to 2 years ago | **3.** 3 to 5 years ago | **4.** 6 or more years ago |

2. What was the highlight of your visit here today?

3. As you think about your visit here today, how would you complete these sentences?

3a. I didn’t know, or I never realized… Prompt: Did you find out about anything new or surprising?

3b. It reminded me that… Prompt: It reminded me about…

Mahalo for completing this survey about your visit today.

Your input helps us to improve our exhibits and programs, and preserve our collections.

4a. **If you are visiting Hawai‘i** from somewhere else, was today’s experience a valuable part of your stay here?

**If you live in Hawai‘i**, was today’s experience valuable to you?

|  |  |  |  |
| --- | --- | --- | --- |
| \_\_\_\_ 1. Not valuable | \_\_\_\_ 2. Somewhat valuable | \_\_\_\_ 3. Valuable | \_\_\_\_4. Very Valuable |

4b. If this experience was valuable, please tell us why. If not, please let us know what would have made it more valuable.

5. Which of the following BEST describes the reason for your visit today? Please check only one.

|  |  |  |  |
| --- | --- | --- | --- |
| \_\_\_\_ | 1. It was important for me to see this place | \_\_\_\_ | 1. I came to relax in a peaceful setting |
| \_\_\_\_ | 1. I wanted to share this experience with my guests who are here from out of town | \_\_\_\_ | 1. I came to attend a particular program / event |
| \_\_\_\_ | 1. I came to spend time with family or friends | \_\_\_\_ | 1. I am a student and came to complete an assignment |
| \_\_\_\_ | 1. I came to increase my knowledge about Hawaiian history and culture | \_\_\_\_ | 1. Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

6a. Were your expectations met during your visit here today?

\_\_\_\_ 1. No \_\_\_ 2. Somewhat \_\_\_ 3. Yes \_\_\_ 4. Exceeded

6b. Why did you answer this question the way you did?

7. How would you rate the value for admission?

|  |  |  |  |
| --- | --- | --- | --- |
| \_\_\_\_ 1. Not valuable | \_\_\_\_ 2. Poor value | \_\_\_\_ 3. Good value | \_\_\_\_ 4. Excellent value |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 8. Think back to before your visit today. Please rate your knowledge of each topic by circling one number per row. | | I had no or practically no knowledge of this. | | I knew some of this. | | I was already knowledgeable about this. | |
| 1. Hawaiian history, pre-contact | 1 | | 2 | | 3 | |
| 1. Hawaiian history, from contact through colonization | 1 | | 2 | | 3 | |
| 1. History of Hawaiian monarchy | 1 | | 2 | | 3 | |
| 1. History of the overthrow of the Kingdom and annexation | 1 | | 2 | | 3 | |
| 1. Contemporary issues facing Native Hawaiians today | 1 | | 2 | | 3 | |
| Comments: | | | | | | | |
| 9. Do you feel like your visit today deepened your understanding of this topic? Please circle one number per row. | | Not at all | Somewhat | | Very much | | Not Applicable |
| 1. Hawaiian history, pre-contact | 1 | 2 | | 3 | | 4 |
| 1. Hawaiian history, from contact through colonization | 1 | 2 | | 3 | | 4 |
| 1. History of Hawaiian monarchy | 1 | 2 | | 3 | | 4 |
| 1. History of the overthrow of the Kingdom and annexation | 1 | 2 | | 3 | | 4 |
| 1. Contemporary issues facing Native Hawaiians today | 1 | 2 | | 3 | | 4 |
| Comments: | |  |  | |  | |  |

10. What were you able to do during your visit here today? Check all that apply.

|  |  |  |
| --- | --- | --- |
| \_\_\_\_ a. Went on a guided tour inside | \_\_\_\_ d. Used the audio tour | \_\_\_\_ f. Talked to a docent |
| \_\_\_\_ b. Went on a guided tour of the grounds | \_\_\_\_ e. Explored on my own | \_\_\_\_ g. Other:\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| \_\_\_\_ c. Attended a scheduled program or presentation | |  |

11. If these resources were available here, how likely would you be to use them? Please circle one number per row.

|  |  |  |  |
| --- | --- | --- | --- |
| While on site: | Not likely | Maybe | Likely |
| 1. Guided tours | 1 | 2 | 3 |
| 1. Multi-media tour (self-provided device, e.g., smart phone) | 1 | 2 | 3 |
| 1. Multi-media tour (museum-provided device) | 1 | 2 | 3 |
| 1. Written materials (e.g., books or brochures) | 1 | 2 | 3 |
| 1. Signage (e.g., labels or informational panels) | 1 | 2 | 3 |
| 1. Interactive computer stations | 1 | 2 | 3 |
| 1. Videos | 1 | 2 | 3 |
| 1. Cafe | 1 | 2 | 3 |
| 1. Gift shop | 1 | 2 | 3 |
| Continued on the next page |  |  |  |
| After your visit: | Not likely | Maybe | Likely |
| 1. Web site | 1 | 2 | 3 |
| 1. Social media | 1 | 2 | 3 |
| 1. Apps | 1 | 2 | 3 |
| 1. Newsletter | 1 | 2 | 3 |

12. Please share one thing that could be done differently to improve your experience here today.

13. **If you live in Hawai‘i**, what do you think would encourage more kama‘āina to visit this site?

14. How did you hear about us? Check all that apply.

|  |  |
| --- | --- |
| \_\_\_\_ | 1. Friend/word of mouth |
| \_\_\_\_ | 1. Hotel Concierge |
| \_\_\_\_ | 1. Information from airline, package tour company or travel agent |
| \_\_\_\_ | 1. Official website for this site |
| \_\_\_\_ | 1. Hawai‘i Visitors and Convention Bureau website |
| \_\_\_\_ | 1. Hawai‘i Museums Association website |
| \_\_\_\_ | 1. Other internet source: |
| \_\_\_\_ | 1. Email or newsletter from this site/museum |
| \_\_\_\_ | 1. Advertisement in newspaper, magazine, radio or television |
| \_\_\_\_ | 1. Story or public service announcement in newspaper, radio or television |
| \_\_\_\_ | 1. Coupon book, such as Oahu Gold or This Week |
| \_\_\_\_ | 1. Tourist guidebook, such as AAA or Lonely Planet |
| \_\_\_\_ | 1. Hawai‘i Visitors and Convention Bureau materials |
| \_\_\_\_ | 1. Brochure (e.g. from the brochure rack at your hotel or airport) |
| \_\_\_\_ | 1. School trip, educational program or other event |
| \_\_\_\_ | 1. Walked or drove by |
| \_\_\_\_ | 1. Live nearby |
| \_\_\_\_ | 1. Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

15. What transportation did you use to get here today?

|  |  |  |
| --- | --- | --- |
| \_\_\_\_a. Private car  \_\_\_\_b. Rental car | \_\_\_\_ c. City bus  \_\_\_\_ d. Tour bus | \_\_\_\_ e. Walking  \_\_\_\_ f. Other |

16. Have you or do you intend to visit any of the following historic or cultural sites or activities in Hawai‘i?

|  |  |  |  |
| --- | --- | --- | --- |
| Check all that apply. | | | |
| \_\_\_\_ | 1. Historic military site | \_\_\_\_ | 1. Lesson such as hula, canoeing, ukulele lessons | |
| \_\_\_\_ | 1. Other historic site | \_\_\_\_ | 1. Play/concert/theatre | |
| \_\_\_\_ | 1. Museum (art, history, cultural, palace) | \_\_\_\_ | 1. Art/craft fair | |
| \_\_\_\_ | 1. Art Gallery (commercial) | \_\_\_\_ | 1. Festival | |
| \_\_\_\_ | 1. Polynesian show, hula show, luau |  |  | |

###### Please tell us a little bit about yourself.

###### This helps us know how well we serve different communities.

17. Are you a member of this museum? \_\_\_\_ Yes \_\_\_\_ No

18. Including yourself, how many people are visiting with you today? If you are with a tour group, please only list the members of your family or social group, not the entire tour.

Number of adults: \_\_\_\_\_\_\_ Number of children: \_\_\_\_\_\_\_

19. Your gender: \_\_\_\_ Male \_\_\_\_ Female

20. Your age? \_\_\_\_ a. 13-17 \_\_\_\_ b. 18-24 \_\_\_\_ c. 25-40 \_\_\_\_ d. 41-59 \_\_\_\_ e. 60 or more

21. In which country do you currently live? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If your live in the United States or Canada, which state or province? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

22. How do you self-identify? Check all that apply.

|  |  |
| --- | --- |
| \_\_\_\_ a. American Indian  \_\_\_\_ b. Black/African-American  \_\_\_\_ c. Chinese  \_\_\_\_ d. Filipino  \_\_\_\_ e. Hispanic/Latino  \_\_\_\_ f. Japanese | \_\_\_\_ h. Korean  \_\_\_\_ i. Native Hawaiian  \_\_\_\_j. Pacific Islander  \_\_\_\_ k. Southeast Asian  \_\_\_\_ l. White/Caucasian  \_\_\_\_ m. Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

23. Which language do you primarily speak at home? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

24. What is your highest level of education so far?

|  |  |
| --- | --- |
| \_\_\_\_ a. Part of high school  \_\_\_\_ b. High school  \_\_\_\_ c. Associates degree  \_\_\_\_ d. Some college | \_\_\_\_ e. Bachelor degree  \_\_\_\_ f. Advanced degree  \_\_\_\_ g. Cultural practitioner or expert/master  \_\_\_\_ h. Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

|  |
| --- |
| ***Mahalo nui!***  Please return this form and collect your thank-you gift. |