USS Arizona Memorial
Visitor Study

The Visitor Services Project
Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to the USS Arizona Memorial. This will assist us in our efforts to better manage this site and to serve you, the visitor.

This questionnaire is only being given to a select number of visitors, so your participation is very important! It should only take a few minutes after your visit.

When your visit is over, please complete the questionnaire. Seal it with the sticker provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, VSP Coordinator, Cooperative Park Studies Unit, College of Natural Resources, University of Idaho, Moscow, Idaho 83844-1133.

We appreciate your help.

Sincerely,

Kathleen Billings
Superintendent
DIRECTIONS

One adult in your group should complete the questionnaire. It should only take a few minutes. When you have completed the questionnaire, please seal it with the sticker provided and drop it in any U.S. mailbox. We appreciate your help.

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:
16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. Data collected through visitor surveys may be disclosed to the Department of Justice when relevant to litigation or anticipated litigation, or to appropriate Federal, State, local or foreign agencies responsible for investigating or prosecuting a violation of law. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement: Public reporting burden for this form is estimated to average 12 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to the Office of Information and Regulatory Affairs of OMB, Attention Desk Officer for the Interior Department, Office of Management and Budget, Washington, D.C. 20503; and to the Information Collection Clearance Officer, WASO Administrative Program Center, National Park Service, 1849 C Street, N.W., Washington, D.C. 20240.
YOUR VISIT TO USS ARIZONA MEMORIAL

1. **Prior to your visit**, were you and your group aware that the USS Arizona Memorial is a National Park Service site? Please check (✓) **only one**.
   
   _____ YES       _____ NO       _____ NOT SURE

2. a) **Prior to your visit**, how did you and your group obtain information about the USS Arizona Memorial? Please check (✓) **all** that apply.

   _____ RECEIVED NO INFORMATION PRIOR TO VISIT ➔ **GO ON TO QUESTION 3**
   _____ LIVE IN THE LOCAL AREA
   _____ PREVIOUS VISIT(S)
   _____ WORD OF MOUTH/ FRIENDS/ RELATIVES
   _____ TRAVEL GUIDE/ TOUR BOOK
   _____ CABLE TV VISITOR CHANNEL
   _____ TELEVISION/ RADIO PROGRAMS (other than Cable TV Visitor Channel)
   _____ TELEPHONE OR WRITTEN INQUIRY TO PARK
   _____ NEWSPAPER/ MAGAZINE ARTICLES
   _____ INTERNET - USS ARIZONA MEMORIAL HOME PAGE (www.nps.gov/usar/)
   _____ INTERNET - ARIZONA MEMORIAL MUSEUM ASSOCIATION (http://members.aol.com/azmemph/)
   _____ INTERNET - OTHER WEB SITE
   _____ CHAMBER OF COMMERCE/ OAHU VISITOR BUREAU
   _____ CONCIERGE DESK AT HOTEL
   _____ AIRLINE/ AIRPORT INFORMATION
   _____ OTHER (Please specify: ________________________________)

   b) From the sources checked above, did you and your group receive the type of information about the park that you needed?

   _____ NO       _____ YES       _____ NOT SURE

   ➔ **GO ON TO QUESTION 2d**

   c) If NO, what type of park information did you and your group need that was not available? Please be specific.

   ___________________________________________________________

   d) Please rate the amount of park information you received from all sources prior to your visit to the USS Arizona Memorial. Please circle only **one**.

   NOT ENOUGH       ABOUT RIGHT       TOO MUCH
3. On this visit, what forms of transportation did you and your group use to arrive at the USS Arizona Memorial? Please check (√) all that apply.

- [ ] PRIVATE CAR/ VEHICLE
- [ ] SHUTTLE
- [ ] RENTAL CAR/ VEHICLE
- [ ] WALK
- [ ] GROUP TOUR BUS/ SCHOOL BUS
- [ ] BICYCLE
- [ ] HONOLULU CITY BUS
- [ ] TAXI
- [ ] OTHER (Please describe: ________________________________)

4. How long did you and your personal group stay at the USS Arizona Memorial on this visit?

- [ ] NUMBER OF HOURS (Please list partial hours as 1/4, 1/2, etc.)

5. a) Are you and all members of your personal group (not tour group) full-time residents of the Hawaiian Islands?

- [ ] NO
- [ ] YES ⇒ GO ON TO QUESTION 6

b) If you are not all full-time residents of the Hawaiian Islands, how long did the non-residents stay in the Hawaiian Islands on this visit?

- [ ] NUMBER OF DAYS (Please list partial days as 1/4, 1/2, etc.)

6. a) Are you and all members of your personal group full-time residents of Oahu?

- [ ] NO
- [ ] YES ⇒ GO ON TO QUESTION 8

b) If you are not all full-time Oahu residents, how long did the non-residents stay on Oahu on this visit?

- [ ] NUMBER OF DAYS (Please list partial days as 1/4, 1/2, etc.)

PLEASE GO ON TO NEXT PAGE
7. What was the primary reason you and your group visited the island of Oahu on this visit? Please check (✓) only one.

- [ ] TAKE A VACATION/ SIGHTSEE
- [ ] VISIT FAMILY/ FRIENDS
- [ ] ON A BUSINESS TRIP
- [ ] PART OF PREPACKAGED TOUR
- [ ] VISIT USS ARIZONA MEMORIAL
- [ ] PAY RESPECT TO HONOR THOSE WHO DIED IN PEARL HARBOR
- [ ] VISIT BATTLESHIP MISSOURI
- [ ] VISIT USS BOWFIN
- [ ] TOUR ON CRUISE SHIP
- [ ] STOPOVER TO OTHER ISLAND(S)
- [ ] ATTEND A CONVENTION
- [ ] OTHER (Please describe: ____________________________)

8. a) On this trip, have you visited or do you plan to visit other National Park Service sites in the Hawaiian Islands?

- [ ] YES  
- [ ] NO  ➔ GO ON TO QUESTION 9

b) If YES, please check the National Park Service sites you have visited or that you plan to visit on this trip. Please check (✓) all that apply.

- [ ] HALEAKALA NATIONAL PARK (on Maui)
- [ ] HAWAII VOLCANOES NATIONAL PARK (on the big island, Hawaii)
- [ ] KALAUPAPA NATIONAL HISTORICAL PARK (on Molokai)
- [ ] KALOKO-HONOKOHUA NATIONAL HISTORICAL PARK (on the big island, Hawaii)
- [ ] PU'UHONUA O HONAUNAU NATIONAL HISTORICAL PARK (on the big island, Hawaii)
- [ ] PU'UKOHOLA HEIAU NATIONAL HISTORIC SITE (on the big island, Hawaii)
9. On this visit, what other nearby attractions did you and your group visit on Oahu? Please check (√) all that apply.

_____ THE BATTLESHIP MISSOURI

_____ THE USS BOWFIN SUBMARINE MUSEUM

_____ NATIONAL MEMORIAL CEMETERY OF THE PACIFIC (Punchbowl)

_____ BISHOP MUSEUM

_____ FORT DERUSSY ARMY MUSEUM

_____ HAWAII MARITIME CENTER

_____ POLYNESIAN CULTURAL CENTER

_____ SEALIFE PARK

_____ WAIMEA FALLS PARK

_____ DOLE PLANTATION

_____ WAIKIKI AQUARIUM

_____ WAIKIKI ZOO

_____ ALOHA STADIUM ACTIVITIES

_____ OTHER (Please describe: ______________________________)

PLEASE GO ON TO NEXT PAGE
10. On this visit, what kind of personal group (not guided tour/ school group) were you with? Please check (✓) only one.

- □ ALONE
- □ FAMILY
- □ FRIENDS
- □ FAMILY AND FRIENDS
- □ OTHER (Please describe: ____________________________)

11. On this visit, how many people were in your personal group, including yourself?

- □ NUMBER OF PEOPLE

12. On this visit, were you and your personal group with a guided tour group?

- □ YES
- □ NO

13. For you and your personal group on this visit, please indicate:

<table>
<thead>
<tr>
<th>CURRENT AGE</th>
<th>U.S. ZIP CODE OR NAME OF FOREIGN COUNTRY</th>
<th>NUMBER OF VISITS TO THE USS ARIZONA MEMORIAL (INCLUDING THIS VISIT)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>DURING PAST 12 MONTHS</td>
</tr>
<tr>
<td>YOURSELF</td>
<td></td>
<td>□</td>
</tr>
<tr>
<td>MEMBER #2</td>
<td></td>
<td>□</td>
</tr>
<tr>
<td>MEMBER #3</td>
<td></td>
<td>□</td>
</tr>
<tr>
<td>MEMBER #4</td>
<td></td>
<td>□</td>
</tr>
<tr>
<td>MEMBER #5</td>
<td></td>
<td>□</td>
</tr>
<tr>
<td>MEMBER #6</td>
<td></td>
<td>□</td>
</tr>
<tr>
<td>MEMBER #7</td>
<td></td>
<td>□</td>
</tr>
</tbody>
</table>
14. For you and each of the **adults** (age 18 or over) in your personal group on this visit, please indicate the highest level of education received. Please check (✓) only **one** for each person.

### Highest level of education

<table>
<thead>
<tr>
<th></th>
<th>SOME HIGH SCHOOL</th>
<th>HIGH SCHOOL GRADUATE/GED</th>
<th>SOME COLLEGE</th>
<th>BACHELOR'S DEGREE</th>
<th>GRADUATE DEGREE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>YOURSELF</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ADULT #2</strong></td>
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<td><strong>ADULT #3</strong></td>
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<td><strong>ADULT #4</strong></td>
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<td><strong>ADULT #7</strong></td>
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</tbody>
</table>

15. Please check (✓) **all** of the languages which you and members of your personal group read and speak fluently.

- [ ] CHINESE
- [ ] JAPANESE
- [ ] ENGLISH
- [ ] KOREAN
- [ ] FRENCH
- [ ] SPANISH
- [ ] GERMAN
- [ ] TAGALOG
- [ ] HAWAIIAN
- [ ] OTHER (Please specify: ___________________________)

PLEASE GO ON TO NEXT PAGE
16. a) Please check (✓) the information services which you or your group used during this trip to the USS Arizona Memorial.

b) Next, for only those services which you or your group used, please rate their importance from 1-5.

c) Finally, for only those services which you or your group used, please rate their quality from 1-5.

<table>
<thead>
<tr>
<th>Use information service?</th>
<th>If used, how important?</th>
<th>If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check (✓)</td>
<td>Not important</td>
<td>Extremely important</td>
</tr>
<tr>
<td></td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>PARK BROCHURE/ MAP</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TRANSLATED BROCHURES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BULLETIN BOARDS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VISITOR CENTER INFORMATION DESK</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VISITOR CENTER BOOKS/SALES ITEMS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VISITOR CENTER MUSEUM EXHIBITS</td>
<td></td>
<td></td>
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<tr>
<td>OUTDOOR EXHIBITS</td>
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<td></td>
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<tr>
<td>MOVIE ON PEARL HARBOR ATTACK</td>
<td></td>
<td></td>
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<tr>
<td>ASSISTANCE FROM PARK STAFF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RANGER TALKS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JUNIOR RANGER PROGRAM</td>
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<td></td>
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<tr>
<td>NAVY SHUTTLE BOAT SERVICE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RECORDED BOAT MESSAGE/ PROGRAM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HEADSET TRANSLATIONS (theater &amp; boat)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TALKED WITH PEARL HARBOR SURVIVOR</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SNACK SHOP</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
17. a) Please check (✓) the visitor facilities which you or your group used during this trip to the USS Arizona Memorial.

b) Next, for only those facilities which you or your group used, please rate their importance from 1-5.

c) Finally, for only those facilities which you or your group used, please rate their quality from 1-5.

<table>
<thead>
<tr>
<th>Use facility?</th>
<th>If used, how important?</th>
<th>If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Not important</td>
<td>Extremely important</td>
</tr>
<tr>
<td></td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
</tr>
</tbody>
</table>

- Road Directional Signs
- Parking Lots
- Restrooms
- Access for Disabled Persons
- Benches/Seating Areas

18. Approximately how much money did you and your group spend for travel, commercial tours, food, donations and other items associated with this visit to the USS Arizona Memorial? Please write "0" if you and your group spent no money.

- Travel (city bus fare, gas, etc.) $\underline{\phantom{00000}}$
- Commercial Tour to Memorial $\underline{\phantom{00000}}$
- Food at Concession Area $\underline{\phantom{00000}}$
- Donations $\underline{\phantom{00000}}$
- Other Items (books, souvenirs, film, gifts, etc.) $\underline{\phantom{00000}}$

PLEASE GO ON TO NEXT PAGE
19. a) Please use the scale below to indicate from 1 to 5 how crowded by other people you and your group felt during this visit to the USS Arizona Memorial. Please circle only one.

Not at all crowded  Crowded  Extremely crowded
1  2  3  4  5

b) If you rated the above question by circling 3, 4 or 5, where in the park were you when you felt crowded? Please be as specific as possible.

c) What time of day did you feel crowded? Please circle all that apply.
8 - 11 a.m.  11 a.m. - 1 p.m.  1 - 4 p.m. CAN'T REMEMBER

20. a) Please use the scale below to rate (from 1 to 5) how hurried you and your group felt during this visit to the USS Arizona Memorial. Please circle only one.

Not at all hurried  Hurried  Extremely hurried
1  2  3  4  5

b) If you rated the above question by circling 3, 4 or 5, where in the park were you when you felt hurried? Please be as specific as possible.

c) What improvements to prevent the hurrying do you suggest in the orientation and instructions provided by the park, the movie/boat ticket lines, or physical layout of the facility? Please be as specific as possible.

21. On a future visit to the USS Arizona Memorial, what types of items would you and your group like to have available for purchase in the bookstore sales area? Please check (✓) all that apply.

--- NOT INTERESTED IN SALES ITEMS ✗ GO ON TO QUESTION 22

--- PUBLICATIONS ON PEARL HARBOR HISTORY
--- PUBLICATIONS ON WORLD WAR II HISTORY
--- PUBLICATIONS ON OTHER NATIONAL PARK UNITS IN HAWAII
--- CHILDREN'S/ EDUCATIONAL ITEMS
--- VIDEOS/ AUDIO CASSETTES/ CDs/ DVDs
--- GIFT/ SOUVENIR ITEMS
--- OTHER (Please describe: ________________________________ )
22. a) Have you or any of your group members used the USS Arizona Memorial bookstore web site (www.weblane.com/arizonamemorial/bookstore/)?

[ ] YES  [ ] NO  ➔ GO ON TO QUESTION 23

b) Do you and your group have any comments about the above bookstore web site? Please be specific.

________________________________________________________________________

________________________________________________________________________

23. In your opinion, what is the special significance of the USS Arizona Memorial?

________________________________________________________________________

________________________________________________________________________

24. During a future visit to the USS Arizona Memorial, what type of informational/interpretive program would you prefer to attend? Please check (√) all that apply.

[ ] NONE  ➔ GO ON TO QUESTION 25

[ ] BASIC INFORMATION ABOUT THE MEMORIAL (15 minute program)

[ ] MORE IN-DEPTH INFORMATION ON SIGNIFICANCE OF PEARL HARBOR BOMBING (30 minute program)

[ ] DETAILED PROGRAM HIGHLIGHTING JAPANESE AND UNITED STATES INVOLVEMENT IN WORLD WAR II (1 hour program)

25. On a future visit to the USS Arizona Memorial, what subjects would you and your group be most interested in learning about? Please check (√) all that apply.

[ ] NONE  ➔ GO ON TO QUESTION 26

[ ] PEARL HARBOR HISTORY

[ ] WORLD WAR II HISTORY

[ ] PEOPLE ABOARD USS ARIZONA WHEN IT SANK

[ ] SHIPS IN PEARL HARBOR ON DECEMBER 7, 1941

[ ] JAPANESE AND AMERICAN HISTORY LEADING TO PEARL HARBOR BOMBING

[ ] PRESERVATION OF SUNKEN SHIPS SUCH AS USS ARIZONA

[ ] OTHER (Please specify: _________________________________)

PLEASE GO ON TO NEXT PAGE
26. On a future visit, how would you and your group prefer to learn about the history of the USS Arizona Memorial? Please check (\checkmark) all that apply.

- [ ] NOT INTERESTED IN LEARNING → GO ON TO QUESTION 27
- [ ] VISITOR CENTER EXHIBITS
- [ ] PRINTED MATERIALS (brochures, books, maps, etc.)
- [ ] AUDIOVISUAL PROGRAMS (videos, movies, slide shows, etc.)
- [ ] INTERACTIVE COMPUTER
- [ ] RANGER-LED TALKS
- [ ] COSTUMED INTERPRETATION
- [ ] CHILDREN’S PROGRAMS
- [ ] STAFF VISIT TO SCHOOL/ SENIOR CENTER
- [ ] INTERNET/ WEB SITE
- [ ] LECTURE SERIES
- [ ] OTHER (Please specify: ________________________________)

27. a) What did you and your group like most about your visit to the USS Arizona Memorial?

_________________________________________________________________________

_________________________________________________________________________

_________________________________________________________________________

b) What did you and your group like least about your visit to the USS Arizona Memorial?

_________________________________________________________________________

_________________________________________________________________________

_________________________________________________________________________
28. If you were a manager planning for the future of the USS Arizona Memorial, what would you propose? Please be specific.

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

29. Is there anything else you and your group would like to tell us about your visit to the USS Arizona Memorial?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

30. Overall, how would you rate the quality of the visitor services provided to you and your group at the USS Arizona Memorial during this trip? Please circle only one.

VERY GOOD     GOOD     AVERAGE     POOR     VERY POOR

Thank you for your help! Please seal the questionnaire with the sticker provided and drop it in any U.S. mailbox.

Printed on recycled paper
OFFICIAL BUSINESS
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Cooperative Park Studies Unit
College of Natural Resources
University of Idaho
Moscow, Idaho  83844-1133