



The National Maritime Center

Science On a Sphere

___ Male

___ Female

___ Age

1 – terrible 2 – poor 3 – good 4 – very good 5 – excellent

- | | | | | | | |
|----|---|---|---|---|---|---|
| a. | How would you describe your enjoyment of the Sphere? | 1 | 2 | 3 | 4 | 5 |
| b. | How would you rate your understanding of the information which was presented? | 1 | 2 | 3 | 4 | 5 |
| c. | How would you measure the amount of new information you learned from this experience? | 1 | 2 | 3 | 4 | 5 |
| d. | How would you compare this experience to other exhibits or programs that you have seen about earth science? | 1 | 2 | 3 | 4 | 5 |
| e. | How would you rate the likelihood you would return to see the Sphere again, or recommend it to others? | 1 | 2 | 3 | 4 | 5 |

Any comments you wish to add? _____

RESULTS OF THE SURVEY *(sent to Carrie McDougall by Martin Fisher on 1/25/07)*

Survey was conducted in summer 2006

Some general info:

1. Questionnaires were given out after our educational, public programs.
2. 78 Visitors completed the questionnaire on their own; it was not a visitor intercept, staff-guided survey.
3. Almost all visitors were willing to let us know their gender. We had nearly equal numbers of men and women complete the survey. I would assume from this that equal numbers of men and women also watched SOS programming, and we might be able to make the leap that we have equal numbers as general public visitors.
4. Most of our visitors (82%) were willing to share their age. Most of the visitors who completed the questionnaire were in their 30's and 40's, and the second highest numbers were seniors, 60's-plus.

Some general results:

1. Our questionnaire had 5 questions – 3 measured visitor appreciation (interest) of SOS and 2 measured comprehension (learning, understanding). The rating system was a 1 (terrible) through 5 (excellent) scale.
- 2. When we combine together the ratings of 4 (very good) and 5 (excellent), the visitors indicated a high level of appreciation and comprehension. Results ranged from 95 – 99% for the combined 4's and 5's on every question.** This indicates to me that overall an overwhelming majority of the visitors liked the experience and understood the information.
3. The lowest score on any of the questions was a 3 (good). This was in the 1 – 5% range for any of the 5 questions. No one rated the experience a 2 (poor) or a 1 (terrible).
4. When I separated the 4's and 5's to get some deeper information, I found two interesting and useful results –
 - a. Some of the lowest scores were on how well they understood the information that was presented by our Educators. This again indicates to me that we need our SOS programs to be scripted, like our other programs.
 - b. Low scores on another question indicated that visitors claim they did not learn much new information from the programs. In other words, visitors think that they already know the concepts and information. I do not believe this to be true.