

USS ARIZONA MEMORIAL LIBRARY

**PERCEPTIONS AND SUGGESTIONS
OF VISITORS TO
THE USS ARIZONA MEMORIAL**

October 1990

Marketing Research Study Performed

by

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EXECUTIVE SUMMARY

Content analysis of 112 visitor surveys indicated that the vast majority of visitors are very pleased with their tour experience, and they have few if any suggestions to improve the tour or the facilities. Most visitors visit the Memorial for its historical significance, or because they are sightseeing. The majority expect to see the ship and to gain an understanding of the attack on Pearl Harbor; 97% said that their expectations had been met. The most positive impressions of visitors are the film, the ship, and the fact that the ship's crew is still remembered. Some visitors had a negative impression caused by the long waiting time.

Eighty-two percent visited the museum and gave it a mean rating of 8.1 (10=excellent). The major suggestion for the museum was to enlarge the space, and the principal addition mentioned was to add more personal history items. Eighty percent visited the bookstore, and gave it a mean rating of 7.9 (10=excellent). The main suggestions were to enlarge the space, and to sell videotapes and children's material.

Visitors are satisfied with the talk and film, and the vast majority could not suggest any new additional information. Most visitors had adequate time on the Memorial and could not suggest any ways to make the visit more meaningful. The principal suggestion for improving the facilities was to expand the restrooms (in particular, the women's). Most visitors had no questions about the Memorial or the events at Pearl Harbor. Visitors were very impressed with their personal contacts with rangers, volunteers, and service personnel. Finally,

visitors rated their overall visit with a 9.4 mean rating (10=excellent). This high rating indicates that visitors are well satisfied with their tour experience.

OBJECTIVES OF STUDY

The objective of the marketing research study was to assess the perceptions of visitors, and to obtain their suggestions for improving the experience of touring the USS Arizona Memorial. This included the museum, the bookstore, the talk and film, the boat ride and Memorial, and the facilities and personnel.

This is a follow-on study to another project (reported elsewhere) concerning visitor demographics.

METHODOLOGY

Since potential respondents could only answer questions about their experience after completing the tour, the method of data collection was somewhat complex. Many visitors to the Memorial come by tour bus, and they are told to return to the bus immediately after disembarking from the boat. Other visitors are anxious to leave quickly after the tour, because they had been waiting around for such a long time prior to their tour. In a pretest, data were collected using three methods, namely mail, self-administered, and intercept interview.

The mail-in surveys were distributed with a brief cover letter and stamped, pre-addressed envelope to visitors disembarking from the boats. Out of a total of 50 surveys handed out to visitors, seven were returned for a 14% response rate. About half the surveys were assessed to contain some information of value.

The self-administered surveys were distributed with clipboards to visitors as they were leaving the reception area. About half the visitors refused to cooperate. A table and chairs were available for respondents. About half the 27 self-administered surveys contained some valuable information, however, several were incomplete (respondents did not answer all the questions).

Intercept interviews were conducted with 22 visitors. Again, about half the visitors did not wish to spend the time to be interviewed. The interviewer asked the questions and wrote all the visitors' responses on the survey form. About two-thirds of the surveys contained information of value. Apparently,

visitors were more willing to give their verbal responses in the intercept interviews than to write their own responses in the mail-in and self-administered surveys.

The pretest resulted in a total of 56 useable surveys (7 mail-in, 27 self-administered, and 22 intercept interviews). A preliminary analysis of these pretest surveys indicated that the vast majority of visitors were very satisfied with their tour experience, and there were few, good suggestions to improve the tour or the facilities. Therefore, it was recommended to USS Arizona Memorial management that another 50 surveys be done so that the total sample for final analysis would be around 100 respondents. This would keep costs to a minimum, while having a large enough sample for representativeness. The remaining surveys were collected by mail-in (to reduce sample bias by reaching visitors on tour buses) and intercept interview. One hundred mail-in handouts resulted in 22 responses, and 34 intercept interviews were conducted. The final sample was 112 surveys (29 mail-in, 27 self-administered, and 56 intercept interview).

The survey instrument itself was designed for USS Arizona Memorial management's review. After two revisions, the survey was pretested. Since there were no problems or misunderstandings during the pretest, the same survey format was used in the second phase of data collection. A copy of the survey is provided in the Appendix. All surveys were printed in English, and all interviews were conducted in English. Therefore, the results represent only English-speaking visitors and may not account for the perceptions and suggestions of foreign visitors (in particular, Asians and non-Caucasians).

RESULTS

The results are provided in the following tabulations for each question in the survey. It should be noted that all questions, with the exception of the three rating scales and background data, had open-ended response formats. This required the use of content analysis as a way to consolidate responses into related and meaningful categories. Each response was read by two analysts and then assigned a category which is described in a few words/phases in the tables. Categories are reported for two or more responses. Single responses are cited as "other" in the tables, and not described. However, management may review the original surveys and code sheets if there is any interest in single responses.

BACKGROUND DATA

A. Gender of respondent(s)

<u>Responses by Category</u>	<u>Number of Responses</u>	<u>Percent of Total Responses</u>
not ascertained/not answered	5	-
single male	45	42
single female	33	31
couple (male and female)	28	26
family/group	<u>1</u>	<u>1</u>
	112	100

B. Age category of respondent(s)

<u>Responses by Category</u>	<u>Number of Responses</u>	<u>Percent of Total Responses</u>
not ascertained/not answered	8	-
under 20 years	1	1
21-40 years	41	39
41-60 years	42	40
over 60 years	<u>20</u>	<u>19</u>
	112	99

C. Home country of respondent(s)

<u>Responses by Category</u>	<u>Number of Responses</u>	<u>Percent of Total Responses</u>
not ascertained/not answered	5	-
U.S.A.	91	85
foreign country	<u>16</u>	<u>15</u>
	112	100

QUESTION 1

WHY are you visiting the Memorial today?

<u>Responses by Category</u>	<u>Number of Responses</u>	<u>Percent of Total Responses</u>
No response/don't know	0	-
Reasons for visiting		
historical significance	40	36
sightseeing	39	35
in the military (past or present)	11	10
honor veterans who died here	10	9
patriotic interest	7	6
wanted children to see it	3	3
other	<u>2</u>	<u>2</u>
	112	101

QUESTION 2

WHAT were your EXPECTATIONS of your visit today?

<u>Response by Category</u>	<u>Number of Responses</u>	<u>Percent of Total Responses</u>
No response/don't know/no expectations	30	-
Expectations		
to see the ship	21	27
to gain knowledge	17	21
historical significance	17	21
to experience pride/sorrow (emotions)	13	16
reminder of the effects of war	9	11
it would be interesting	3	4
other	<u>2</u>	<u>2</u>
	112	102

A. Were your EXPECTATIONS met?

<u>Response by Category</u>	<u>Number of Responses</u>	<u>Percent of Total Responses</u>
No response/don't know/no expectations	25	-
Response		
Yes	84	97
No	<u>3</u>	<u>3</u>
	112	100

QUESTION 3

WHAT was the most POSITIVE IMPRESSION of your visit today?

<u>Response by Category</u>	<u>Number of Responses</u>	<u>Percent of Total Responses</u>
No response/don't know	5	-
Positive impressions		
the film/movie	24	20
the ship/Memorial	16	13
the ship and crew still remembered	16	13
professionalism/organization of the tour	13	11
tour guide	10	8
historical information	7	6
introductory talk	7	6
everything	6	5
the tragedy of the event	6	5
survivor's talk	4	3
names on the wall	3	2
visitors well behaved	3	2
friendliness of staff	2	2
number of people visiting	2	2
other	<u>4</u>	<u>3</u>
	128	101

Note: some respondents gave more than one positive impression.

QUESTION 4

Did you have a NEGATIVE IMPRESSION?

<u>Response by Category</u>	<u>Number of Responses</u>	<u>Percent of Total Responses</u>
No	88	79
Yes	<u>24</u>	<u>21</u>
	112	100

IF YES - A. WHAT was it?

<u>Response by Category</u>	<u>Number of Responses</u>	<u>Percent of Total Responses</u>
Negative impressions		
too long a waiting time	8	33
other people bad behavior	4	17
Japanese bashing	3	13
other* (see page 11)	<u>9</u>	<u>38</u>
	24	101

B. How could it be corrected?

<u>Response by Category</u>	<u>Number of Responses</u>	<u>Percent of Total Responses</u>
Suggestions for correction		
too long a waiting time		
have a reservation system	1	
stress long wait in tourist brochures	1	
other people's bad behavior		
require parental supervision	1	
Japanese bashing		
don't let them in	1	

QUESTION 4 (cont'd)

- * other responses were: (1) morbid, felt like a graveyard
- (2) include trip to aircraft carrier
- (3) too much on Navy (add Marine contribution)
- (4) too much war history in the film
- (5) prices for Bowfin tour too expensive
- (6) difficulty in finding the place
- (7) tour too slow and involved
- (8) reference to viewing as a "pleasant experience"
- (9) true to life

QUESTION 5

Did you visit the MUSEUM today?

<u>Response by Category</u>	<u>Number of Responses</u>	<u>Percent of Total Responses</u>
No	20	18
Yes	<u>92</u>	<u>82</u>
	112	100

IF YES - A. WHAT WAYS would you suggest to IMPROVE the museum?

<u>Response by Category</u>	<u>Number of Responses</u>	<u>Percent of Total Responses</u>
No suggestions	52	-
Suggestions		
enlarge/more space	15	30
more personal items	5	10
directions for correct sequence	5	10
air conditioning	5	10
video monitors/narratives	5	10
more photos	2	4
other	<u>13</u>	<u>26</u>
	102	100

Note: some respondents gave more than one suggestion.

QUESTION 5 (cont'd)

B. WHAT TYPES of INFORMATION or EXHIBITS would you like to see added to the museum?

<u>Response by Category</u>	<u>Number of Responses</u>	<u>Percent of Total Responses</u>
No additions	68	-
Additions		
more personal history items (who, where from)	7	14
more photographs of that day	5	10
background information of ship's crew	4	8
general world events during WWII	4	8
more about life in Hawaii at time of the attack	3	6
what was the Japanese point of view	3	6
more WWII ship models	3	6
more of the same	3	6
more bombing information	2	4
more pre-attack background information	2	4
other	<u>13</u>	<u>27</u>
	117	99

Note: some respondents gave more than one addition.

QUESTION 5 (cont'd)

C. How would you RATE the Museum compared to other similar museums
(CIRCLE A NUMBER)

<u>Response by Category</u>	<u>Number of Responses</u>	<u>Percent of Total Responses</u>
No rating	14	-
Rating		
one (poor)	0	0
two	0	0
three	0	0
four	3	3
five	4	4
six	10	10
seven	15	15
eight	29	30
nine	7	7
ten (excellent)	<u>30</u>	<u>31</u>
	112	100
mean rating	8.1	

QUESTION 6

Did you visit the BOOKSTORE today?

<u>Response by Category</u>	<u>Number of Responses</u>	<u>Percent of Total Responses</u>
No	22	20
Yes	<u>90</u>	<u>80</u>
	112	100

IF YES - A. Do you have any SUGGESTIONS to IMPROVE the Bookstore?

<u>Response by Category</u>	<u>Number of Responses</u>	<u>Percent of Total Responses</u>
No suggestions	70	-
Suggestions		
more space/enlarge	9	45
more reasonably-priced items/lower prices	3	15
Hawaiian history material	3	15
other	<u>5</u>	<u>25</u>
	90	100

Note: some respondents gave more than one suggestion.

B. Are there any new EDUCATIONAL items that the Bookstore could sell?

<u>Response by Category</u>	<u>Number of Responses</u>	<u>Percent of Total Responses</u>
No new items	77	-
New items		
sell videotapes	7	44
sell children's material (coloring books)	5	31
other	<u>4</u>	<u>25</u>
	93	100

Note: some respondents gave more than one new item.

QUESTION 6 (cont'd)

C. Overall, how would you RATE the Bookstore? (CIRCLE A NUMBER)

<u>Response by Category</u>	<u>Number of Responses</u>	<u>Percent of Total Responses</u>
No rating	24	-
Rating		
one (poor)	0	0
two	0	0
three	0	0
four	3	3
five	2	2
six	12	14
seven	14	16
eight	28	32
nine	11	13
ten (excellent)	<u>18</u>	<u>20</u>
	112	100
mean rating	7.9	

QUESTION 7

Any TYPES OF INFORMATION that could be added to the TALK or FILM?

<u>Response by Category</u>	<u>Number of Responses</u>	<u>Percent of Total Responses</u>
No response/don't know	93	-
Additions		
present both sides of view	2	10
what were the effects of the attack on Oahu	2	10
talk about salvage effort	2	10
other	<u>13</u>	<u>70</u>
	112	100

QUESTION 8

How could your visit to the MEMORIAL (the monument in the harbor) be made MORE MEANINGFUL?

<u>Response by Category</u>	<u>Number of Responses</u>	<u>Percent of Total Responses</u>
No response/don't know	83	-
Suggestions		
have a narrative on the Memorial	4	13
improve sound system on the boats	4	13
have glass-bottom boats to see more of ship	2	6
sell flowers to keep people from throwing coins in the water	2	6
play patriotic music on the Memorial	2	6
raise up ship so more can be seen	2	6
have literature available on the Memorial	2	6
more description of the ship	2	6
more time for photographing	2	6
other	<u>9</u>	<u>29</u>
	114	97

Note: some respondents gave more than one suggestion.

A. Did you have adequate TIME on the Memorial?

<u>Response by Category</u>	<u>Number of Responses</u>	<u>Percent of Total Responses</u>
Yes	97	87
No	<u>15</u>	<u>13</u>
	112	100

QUESTION 9

Any SUGGESTIONS on how to IMPROVE the FACILITIES; including parking, restrooms, waiting area, theatre, snack bar, etc.?

<u>Response by Category</u>	<u>Number of Responses</u>	<u>Percent of Total Responses</u>
No response/don't know	89	-
Suggestions		
expand restroom facilities, particularly for women	7	30
more seating in the waiting area	3	13
bigger snack bar/more food items	3	13
shorten the waiting time	2	9
other	<u>8</u>	<u>35</u>
	112	100

Note: some respondents gave more than one suggestion.

QUESTION 10

Do you have any QUESTIONS about the Memorials or the events at Pearl Harbor?

<u>Response by Category</u>	<u>Number of Responses</u>	<u>Percent of Total Responses</u>
No response/don't know	92	-
Suggestions		
how many people were on the ship, how many died/survived?	3	13
have they ever attempted to raise the ship?	3	13
why wasn't the Navy aware of the attack beforehand?	2	8
other	<u>16</u>	<u>66</u>
	116	100

Note: some respondents gave more than one suggestion.

QUESTION 11

What was your impression of the PERSONAL CONTACTS that you had with the various people (rangers, volunteers, service personnel) during your visit today?

<u>Response by Category</u>	<u>Number of Responses</u>	<u>Percent of Total Responses</u>
No response/don't know	9	-
Comments		
excellent	21	15
very good	20	15
informative	14	10
helpful	13	9
friendly	11	8
polite/courteous	9	7
good	8	6
very professional	5	4
pleasant	5	4
nice	5	4
very positive	4	3
personable	3	2
sincere	2	1
wonderful	2	1
other	<u>14</u>	<u>10</u>
	145	99

Note: some respondents gave more than one comment.

QUESTION 12

Overall, how would you RATE your visit to the Memorial today? (CIRCLE A NUMBER)

<u>Response by Category</u>	<u>Number of Responses</u>	<u>Percent of Total Responses</u>
No rating	6	-
Rating		
one (poor)	0	0
two	0	0
three	0	0
four	0	0
five	0	0
six	3	3
seven	4	4
eight	14	13
nine	21	20
ten (excellent)	<u>64</u>	<u>60</u>
	112	100
mean rating	9.4	

DISCUSSION

Of the 112 respondents to the survey, 85% were Americans and 15% were foreign visitors (English speaking). About 42% of the respondents were male, 31% female, and 26% couples. Respondents' age categories were: 39% between 21 - 40 years; 40% between 41 - 60 years; and 19% over 60 years. Highlights of the results, in order of the questions as presented in the survey, are discussed below.

Over 70% of the respondents cited one of two reasons for visiting the Memorial: (1) historical significance, 36%; and (2) sightseeing, 35%. Only 15% of the respondents cited honoring the veterans (9%) and patriotic interest (6%).

Almost 70% of the visitors surveyed had one of three basic expectations: (1) to see the ship, 27%; (2) to gain knowledge, 21%; and (3) to understand the historical significance, 21%. Interestingly, 16% expected an emotional experience (pride/sorrow). Ninety-seven percent of the respondents had their expectations met.

Visitors most positive impressions of their visit were many. The top five positive impressions were: (1) the film, 20%; (2) the ship/Memorial, 13%; (3) the fact that ship and crew are still remembered, 13%; (4) the professionalism/organization of the tour, 11%; and (5) the tour guides, 8%.

About 21% of visitors had negative impressions, namely: (1) too long a waiting time; (2) other people's bad behavior; and (3) ill feelings toward Japanese visitors to the Memorial.

Approximately 82% of the visitors surveyed saw the museum, and rated it 8.1 on a scale of 1 (poor) to 10 (excellent). Visitors' suggestions to improve the museum were: (1) enlarge; (2) have more personal items; (3) give directions for viewing in the correct sequence; (4) air condition the area; and (5) add video monitors and tape-recorded narratives. Suggestions for new exhibits or types of information were: (1) more personal history items; (2) more photographs of the attack; (3) more background information of the ship's crew; and (4) describe general world events during World War II.

Eighty percent of the respondents visited the bookstore. The three suggestions for improvement were: (1) enlarge/more space; (2) lower prices; and (3) add Hawaiian history material. Two suggestions for new items were: (1) videotapes; and (2) children's materials, such as coloring books. Respondents' mean rating for the bookstore was 7.9, using a scale of 1 (poor) to 10 (excellent).

Most respondents did not have any suggestions for adding information to the talk or film.

The two principal suggestions for making the visit to the Memorial more meaningful were: (1) to have a brief narrative on the Memorial; and (2) to improve the sound system on the boats. Eighty-seven percent of the visitors said that they had adequate time on the Memorial.

The one suggestion for improving the facilities was to expand the restroom facilities, particularly for women.

Two principal questions about the Memorial and the events at Pearl Harbor were: (1) how many people were on the ship, and how many died and how many survived; and (2) have they ever attempted to raise the ship.

All visitors had a favorable impression of their personal contacts during their visit. Common responses to the question were "excellent," "very good," "informative," "helpful," and "friendly."

Using a ten-point scale, where 1 was poor and 10 was excellent, visitors overall rating for their visit was 9.4.

APPENDIX

VISITOR SURVEY

The National Park Service is planning for the future of the Arizona Memorial. Please take a few minutes and complete this survey. Your cooperation will help to improve the experiences of future visitors to the Memorial.

1. WHY are you visiting the Memorial today?

2. WHAT were your EXPECTATIONS of your visit today?

A. Were your EXPECTATIONS met?

3. WHAT was the most POSITIVE IMPRESSION of your visit today?

4. Did you have a NEGATIVE IMPRESSION? Yes No
IF YES,

A. WHAT was it?

B. How could it be CORRECTED?

PLEASE CONTINUE ON NEXT PAGE

5. Did you visit the MUSEUM today? Yes No
IF YES,

A. WHAT WAYS would you suggest to IMPROVE the museum?

B. WHAT TYPES of INFORMATION or EXHIBITS would you like to see added to the museum?

C. How would you RATE the Museum compared to other similar museums?
(CIRCLE A NUMBER)

poor 1 . . 2 . . 3 . . 4 . . 5 . . 6 . . 7 . . 8 . . 9 . . 10 excellent

6. Did you visit the Bookstore today? Yes No
IF YES,

A. Do you have any SUGGESTIONS to IMPROVE the Bookstore?

B. Are there any new EDUCATIONAL items that the Bookstore could sell?

C. Overall, how would you RATE the Bookstore? (CIRCLE A NUMBER)

poor 1 . . 2 . . 3 . . 4 . . 5 . . 6 . . 7 . . 8 . . 9 . . 10 excellent

7. Any TYPES OF INFORMATION that could be added to the TALK or FILM?

PLEASE CONTINUE ON NEXT PAGE

8. How could your visit to the MEMORIAL (the monument in the harbor) be made more MEANINGFUL?

A. Did you have adequate TIME on the Memorial?

9. Any SUGGESTIONS on how to IMPROVE the FACILITIES; including parking, restrooms, waiting area, theatres, snack bar, etc.?

10. Do you have any QUESTIONS about the Memorial, or the events of Pearl Harbor?

11. What was your impression of the PERSONAL CONTACTS that you had with the various people (rangers, volunteers, service personnel) during your visit today?

12. Overall, how would you RATE your visit to the Memorial today? (CIRCLE A NUMBER)

poor 1 . . 2 . . 3 . . 4 . . 5 . . 6 . . 7 . . 8 . . 9 . . 10 excellent

13. Please provide the following background data.

A. Gender: Male Female

B. Age Category: under 20 21-40 41-60 over 60

C. Home Country: U.S.A. Other, please specify _____

THANK YOU FOR YOUR HELP!
Your cooperation will help the National Park Service

APPENDUM

Perceptions and Suggestions of Visitors to the USS Arizona Memorial*

Methodology

Data collection occurred during the summer of 1990. Specifically, the 56 pretest surveys were collected on July 19, 1990, and the balance of the surveys (56) was collected on September 18, 1990.

* Please add to report as page 5A.