



Summative Evaluation

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Executive Summary

The *BJC SportsWorks* exhibition, a collaboration between the Saint Louis Science Center and BJC HealthCare, ran from June 2, 2006, through March 25, 2007, in the Science Center's Montgomery Bank Exploradome. The overall goal for the exhibition was to stimulate visitors to lead healthier lives by creating an engaging, fun, and memorable educational experience.

The purpose of this summative evaluation is to assess the overall impact of the exhibition and to provide recommendations for future potential installations, with a focus on the visitor experience in the exhibition. Key issues examined in the evaluation included:

- Effectiveness of messages related to health, nutrition, fitness, biology, and physics.
- Usage patterns of individual exhibit elements.
- Usage and impact of the Challenge Card postcards and the ScanTracks key card device.
- Long-term impact on visitors' lifestyles relating to health.

Overall, *BJC SportsWorks* appears to have successfully offered visitors a fun and engaging environment in which to learn about fitness and health. Many visitors understood the key messages of the exhibition and retained this in the months after their visit. A majority of respondents to follow-up surveys also indicated that their experiences in the exhibition had at least a moderate influence on their knowledge and attitude about health, fitness, and nutrition.

Areas for potential improvement, either for future installations of *BJC SportsWorks*, or for other exhibitions that may feature similar elements include:

- 1) **The Screening Room.** This area might have received more attention from visitors if the space could have been more clearly connected, physically, to the rest of the exhibition and/or had an increased staff presence to draw attention to it and to assist visitors with the activities inside.
- 2) **The Challenge Cards.** This element could be a more vital tool for encouraging healthy habits if visitors could keep a portion of the card that would provide suggestions of ways to follow through with common challenges and to remind them of the challenge to which they committed.
- 3) **The ScanTracks system.** This component was appealing, but presented several functionality issues related to scanning and information retrieval.

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Background

The *BJC SportsWorks* exhibition, a collaboration between the Saint Louis Science Center and BJC HealthCare, ran from June 2, 2006, through March 25, 2007, in the Science Center's Montgomery Bank Exploradome. The overall goal for the exhibition was to stimulate visitors to lead healthier lives by creating an engaging, fun, and memorable educational experience.

The purpose of this summative evaluation is to assess the overall impact of the exhibition and to provide recommendations for future potential installations, with a focus on the visitor experience in the exhibition. Key issues examined in the evaluation included:

- Effectiveness of messages related to health, nutrition, fitness, biology, and physics.
- Usage patterns of individual exhibit elements.
- Usage and impact of the Challenge Card postcards and the ScanTracks key card device.
- Long-term impact on visitors' lifestyles relating to health.

In addition to evaluation data focused on the visitor experience in the exhibition, data focused on visitors' awareness and understanding of specific issues related to health and nutrition were also collected. These data, which were designed to be comparable with national data, were shared with BJC HealthCare for use in their own evaluation of the impact of *BJC SportsWorks* and are not addressed in depth in this report.

Methodology

A multi-method approach was utilized to evaluate the visitor experience in *BJC SportsWorks*. Data was collected on-site using multiple tools during the entire run of the exhibition and via online surveys at least three months after respondents had been to the exhibition.

On-site data collection tools:

- Tracking & Timing Observations - Quantitative data that tracked engagement times at individual exhibit elements and visitors' pathways through the exhibit space. (Please see Appendix B for the tracking map and protocol.)
- Focused Observations - In-depth qualitative observations conducted in the Screening Room in order to capture the types of behaviors and actions visitors engaged in while in this space. These were conducted as a supplement to the Tracking & Timing Observations because it was difficult to unobtrusively track an individual visitor once they entered the Screening Room.
- Exhibition Exit Interviews - These interviews of adults were conducted immediately after they exited the exhibition. These interviews included questions about the exhibit experience as well as general health awareness questions. The interviews included a request for contact information, used for follow-up surveys. (Please see Appendix D for the survey form.)
- General Health Awareness Survey Interviews - These interviews included only the general health awareness questions collected for BJC HealthCare. These interviews were conducted with visitors who had not necessarily gone to *BJC SportsWorks* so that visitor contact information could be collected to conduct follow-up surveys of visitors who did not visit the exhibition.

- Topical Visitor Survey Interviews – These interviews, conducted upon exit from the Science Center, are done three times per year as part of the Science Center’s regular process for collecting data on its general public audience. For the Fall/Winter 2006 and Spring 2007 surveys, the general health awareness questions were included on this survey. Due to the detailed nature of the demographics regularly collected on this survey, contact information was not collected from these respondents.
- Challenge Cards – Challenge Card postcards were distributed to visitors either as they entered the exhibition or during their time in the exhibition. The cards invited visitors to identify a health challenge to undertake. The cards included space for name, age, street address, and email address and were turned in on-site. The cards were used to select winners for a regularly scheduled raffle. (Please see Appendix D for a copy of the Challenge Card.)

Post-visit, web-based data collection tools:

- ScanTracks Profile tracking system – Visitors received a ScanTracks key card with their admission ticket. The ScanTracks card featured a bar code, which could be scanned at five interactive exhibits (G-Force, 10-Meter Dash, Baseball Pitch, Sportschair Race, and Rowing) to record performance data and at the five LifeClinic stations to record health indicators including blood pressure, pulse, and weight. From the Science Center’s website, visitors could create a profile using their ScanTracks key card code and view a summary of the data they collected while they were in the exhibition. The key card could be used repeatedly during the run of the exhibition.
- Post-visit follow-up surveys –
 - At least three months after they visited *BJC SportsWorks*, adults who filled out a challenge card or were interviewed and supplied an email address were invited to complete an online survey. Surveys were sent monthly to those who had visited three months earlier. These surveys focused exclusively on general health awareness and these data were transmitted to BJC HealthCare for analysis.
 - In June 2007, three months after the close of the exhibition, anyone who had not responded to the original post-visit survey received a second invitation to complete a follow-up survey online. In addition to the general health awareness items, these surveys also included questions about the overall visitor experience in the exhibition.
 - Also in June 2007, adults who had created a ScanTracks profile received an invitation to complete an online survey. In addition to the general health awareness and visitor experience questions, this survey also solicited feedback about the ScanTracks system.
 - (Please see the Appendix D for copies of all post-visit survey instruments.)

Overview of data collected and characteristics of the samples:

- Tracking & Timing Observations in the Exhibit
 - 59 observations tracks completed, 10 with an exit survey
 - 48% female; 52% male
 - 44% children; 66% adults
 - 90% Caucasian; 7% African-American; 2% Hispanic
 - 90% in family groups; 10% in adult groups

- Focused observations in the Screening Room
 - 8 focused observations of at least one hour were conducted
 - Approximately 150 individuals in 78 groups were observed during the course of the eight observation sessions.
 - 56% females; 44% males
 - 60% children; 40% adults
 - 31% in family groups; 34% in adult groups; 35% in child groups

- Exhibition Exit Interviews
 - 136 interviews completed (including the 10 completed in association with tracks)
 - 57% female; 43% male
 - 94% adults; 6% children
 - 87% in family groups; 13% in adult groups
 - 26% Science Center members; 74% non-members
 - 77% locals; 23% tourists
 - 92% Caucasian; 4% African-American; 1% Asian
 - Of those interviewed, 99 respondents (73%) agreed to be contacted for a follow-up interview. A total of 25 individuals completed the follow-up survey online, at least three months after the visit on which they were interviewed.
 - 60% female; 40% male
 - 92% adults; 8% children
 - 24% Science Center members; 76% non-members
 - 71% locals; 29% tourists
 - 96% Caucasian; 4% African-American

- General Health Awareness Survey Interviews
 - 113 interviews completed
 - 63% female; 37% male
 - 100% adults
 - 59% in family groups; 41% in adult groups
 - 13% Science Center members; 87% non-members
 - 73% locals; 27% tourists
 - 81% Caucasian; 10% African-American; 6% Asian; 1% Hispanic
 - Of those interviewed, 73 respondents (65%) agreed to be contacted for a follow-up interview. A total of 20 individuals completed the follow-up survey online, approximately three months after the visit on which they were interviewed.
 - 45% female; 55% male
 - 100% adults
 - 20% Science Center members; 80% non-members
 - 70% locals; 30% tourists
 - 80% Caucasian; 10% African-American; 10% Asian

- Topical Visitor Survey Interviews
 - 613 interviews completed during the Fall/Winter and the Spring Surveys.
 - 60% female; 40% male
 - 64% in family groups; 36% in adult groups
 - 100% adults
 - 18% Science Center members; 82% non-members
 - 69% locals; 31% tourists
 - 86% Caucasian; 8% African-American; 3% Asian; 3% Hispanic

- Challenge Cards
 - 9359 individuals completed Challenge Cards
 - 60% children; 36% adults; 4% did not provide an age
 - 271 adults completed a follow-up survey online at least three months after the visit on which they filled out a Challenge Card.

- ScanTracks
 - 1443 profiles created
 - 42% female; 58% male
 - 58% children; 42% adults
 - 74% locals; 26% tourists
 - 84% of the profiles were accessed just once; 11% were accessed twice
 - 56 adults completed a follow-up survey online at least three months after they visited the exhibit.
 - 55% female; 45% male
 - 77% locals; 23% tourists

- Post-Visit Follow-Up Surveys
 - 352 respondents (described in the preceding categories) completed follow-up surveys online
 - 220 of these respondents completed the survey three months after their visit to the exhibit. This survey focused exclusively on general health awareness.
 - 133 individuals completed the survey in June, three months after the exhibition closed. These respondents visited over the entire 10-month run of the exhibition. In addition to the general health awareness questions, June survey respondents also answered questions about their overall impressions of the exhibit experience and may have also answered questions about the ScanTracks system, if they had created a ScanTracks profile.

Findings and Analysis

Tracking & Timing

Tracking and timing observations provide information on usage patterns for both individual exhibit elements as well as the exhibition as a whole. Visitors are observed unobtrusively during their time in the exhibition. Data recorded include total time in the exhibition, time spent at individual exhibit components, and pathway taken through the exhibition. Please see Appendix B for the tracking map, exhibit list, and data collection protocol.

Characteristics of the Sample

- 48% female; 52% male
- 44% children; 66% adults
- 90% Caucasian; 7% African-American; 2% Hispanic
- 90% in family groups; 10% in adult groups

Total Time in BJC SportsWorks

A total of 59 individuals were observed to spend from as few as 13 minutes to as long as 2 hours, 54 minutes in the exhibition. The mean stay time was 1 hour, 2 minutes. There were no significant differences in stay times by gender, age, or group type. Stay times did not appear to be significantly impacted by crowding level.

Overall Usage of Exhibit Elements

In Paying Attention: Visitors and Museum Exhibitions, Beverly Serrell defines two calculations that describe usage patterns in exhibitions and can be used to make comparisons between exhibitions of different physical sizes.

- **Sweep Rate Index (SRI)** is equal to the average total time visitors spent in an exhibition divided into the exhibition's square footage. It provides a figure for the space-per-time usage by the visitors. The lower the SRI, the more time visitors spent per unit area, therefore a lower SRI suggests a more thoroughly used exhibition.
- **Percentage of Diligent Visitors (%DV)** is the percentage of visitors who stopped at more than half the exhibit elements within an exhibition. A higher %DV suggests a more thoroughly used exhibition.

Serrell defines an "exceptionally thoroughly used" exhibition as one with an SRI below 300 and a %DV above 50%.

Using the approximately 12,000 square feet of exhibition space in the Science Center's Exploradome and the 62 minute average staytime in the exhibition yields an SRI of 194 for *BJC SportsWorks*. For comparison, of the 31 exhibitions Serrell studied at a variety of science museums and science centers, the SRI ranged from 100 to 688, with a mean SRI of 250. This indicates that, in terms of SRI, *BJC SportsWorks* was used more thoroughly than other exhibitions in this sample.

In this tracking study, 67 exhibit elements, including hands-on interactives, full-body interactives, videos, and static text panels were observed. Only 2 of the 59 visitors tracked were observed to stop at more than half (33) of the exhibit elements, yielding a %DV of 3%. For comparison, of the 31 exhibitions Serrell studied at a variety of science museums and science

centers, the %DV ranged from 0% to 61%, with a mean %DV of 20%. This suggests that, in terms of %DV, *BJC SportsWorks* was not as thoroughly used as the many other exhibitions in this sample.

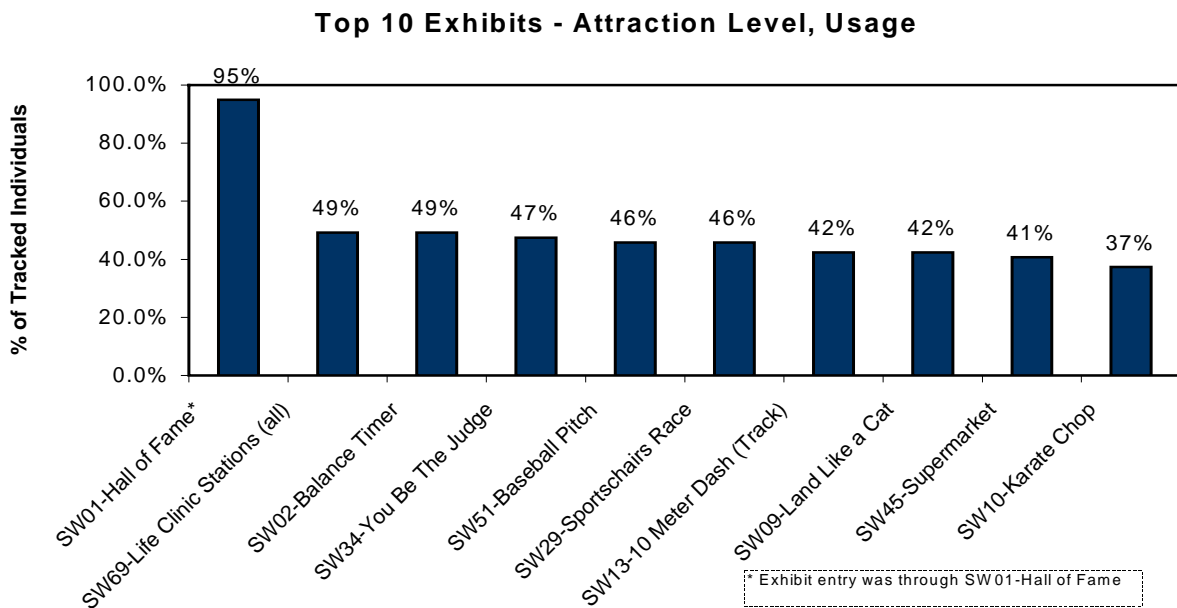
Of the 67 individual exhibit elements, visitors were observed to stop at a median of 15 exhibit elements, which translates to a median stop percentage of 22%. For 31 exhibitions Serrell studied at a variety of science museums and science centers, the median stop percentage ranged from 9% to 62%, putting *BJC SportsWorks* near the middle of exhibitions in this sample.

Given these three factors, it is difficult to determine how thoroughly visitors used *BJC SportsWorks*. The relatively low SRI coupled with a low %DV and mid-range median stop percentage suggests that a relatively small number of exhibit elements were heavily used, but the exhibition as a whole may not have been. Long wait times to use popular exhibit elements on busier days may have contributed to these results.

Attraction

Attraction refers to the attracting power of individual exhibit elements. This is measured by examining the number of tracked individuals who stop to engage with each exhibit element. For the purposes of this evaluation, two types of stops were recorded. A “usage” stop was recorded if the tracked individual stopped to use or waited to use a specific exhibit element. A “watching” stop was recorded if the tracked individual did not specifically engage with the exhibit element, but watched another visitor use it. If an individual was observed to have both stop types, both were noted. Please see Appendix C for the complete table of exhibits sorted by attraction.

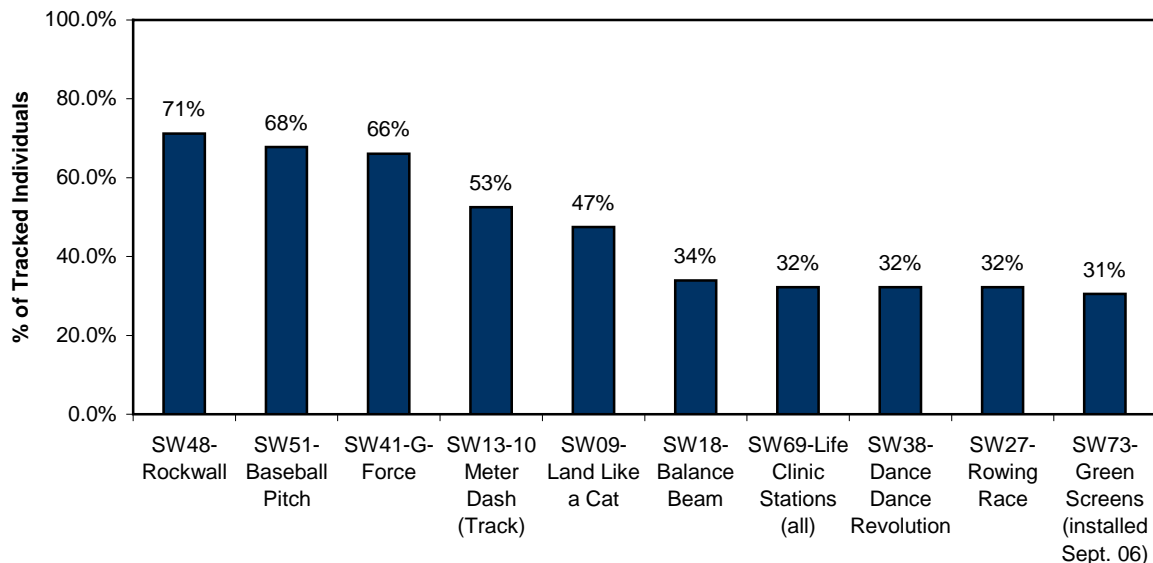
The top 10 exhibits in terms of attracting by those who used the exhibits and by those who watched others are illustrated in the next two charts.



In terms of exhibit usage, nearly all individuals (95%, n=56) went through the Hall of Fame room, which showcased local sports memorabilia and was designed to be the entryway to the exhibition. The LifeClinic stations, at which individuals could measure their own health stats, such as blood pressure, pulse, and weight, were used by nearly half of the tracked visitors (49%, n=29). The Balance Timer was also used in nearly half of the observations (49%, n=29).

With many highly interactive exhibit elements, watching behavior was particularly strong in this exhibition. Four individual exhibits attracted enough attention that visitors using them were watched by more than half of those tracked. The strongest attractor in terms of “watching” stops was the Rockwall, which was watched by 71% (n=42) of the tracked visitors. A total of 68% (n=40) were observed to watch visitors in the Baseball Pitch and 66% (n=39) watched others on the G-Force. The 10-Meter Dash also attracted attention as visitors using this exhibit were watched by 53% (n=31) of those tracked.

Top 10 Exhibits - Attraction Level, Watching Others

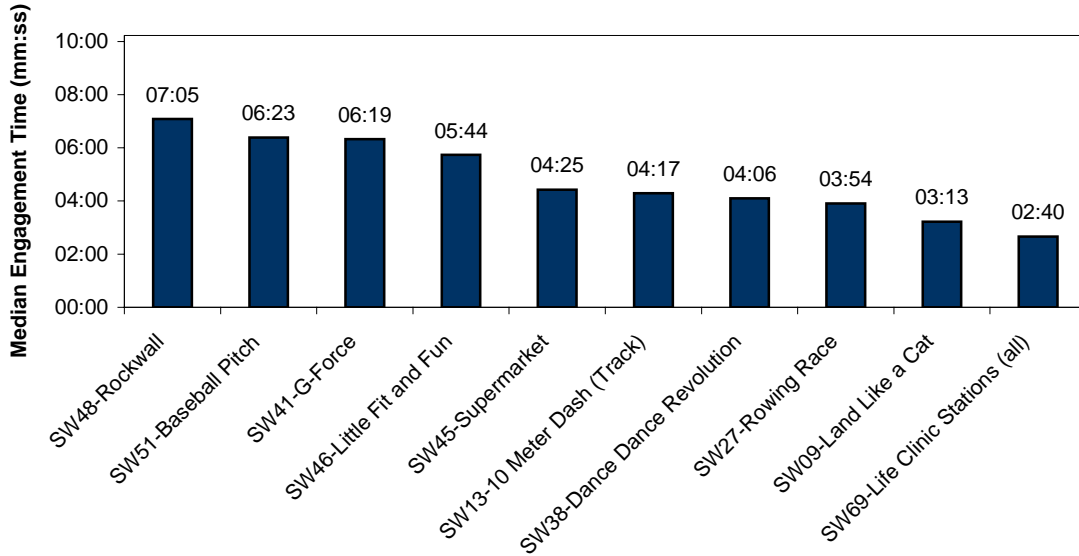


Holding

Holding refers to the time visitors spend engaged with an individual exhibit element. This stay time is measured separately for each exhibit element and recorded as part of the stop. For both types of stops, holding times were recorded. Therefore, a usage stop time is indicative of the total time the visitor spent either using or waiting to use an exhibit. A watching stop time is indicative of the total time the visitor spent watching others use the exhibit, but not waiting to use the exhibit him/herself. Please see Appendix C for the complete table of exhibits sorted by holding.

The top 10 exhibits in terms of holding by those who used the exhibits and by those who watched others are illustrated in the charts on the following pages.

Top 10 Exhibits - Holding, Usage

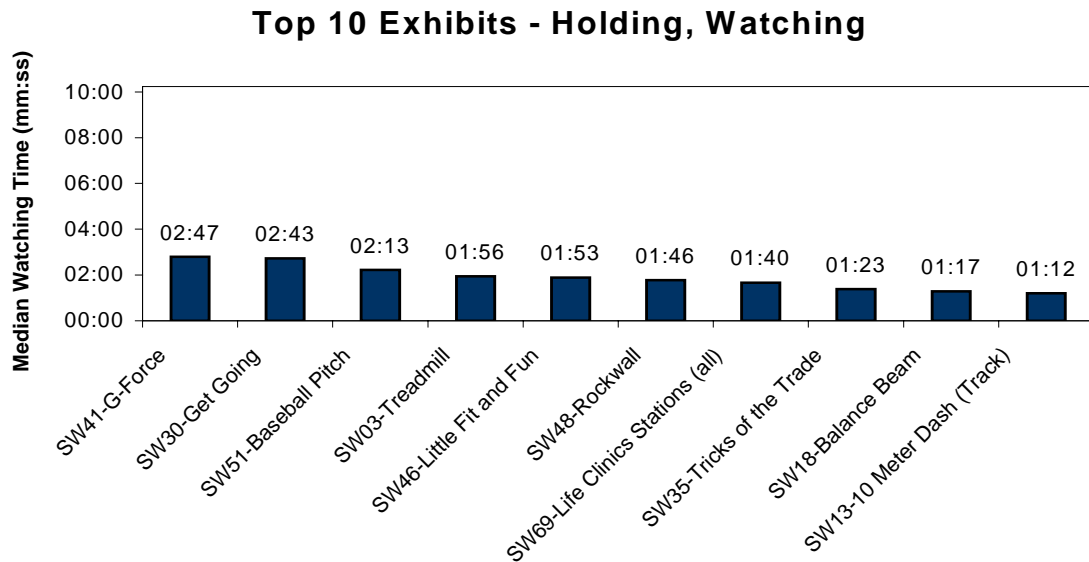


The Rockwall had the strongest holding power, with a median stay time of 7 minutes, 5 seconds. Tracked individuals were observed to engage with this exhibit from as few as 50 seconds to as long as 38 minutes, 14 seconds. The Baseball Pitch and G-Force both had median stay times over 6 minutes. Some of the more lengthy stop times at these exhibit elements may include long waits in line.

For several exhibits, including two in the top ten, the median stay time showed statistically significant differences by gender. In most of these cases, the median stay time was longer for males than it was for females. The exception was the Dance Dance Revolution exhibit, which had longer median stay times for females. The following table below summarizes these differences.

Exhibit	Gender	Median Stay Time (mm:ss)	Significance
Baseball Pitch	Males	08:39	p<0.04
	Females	03:16	
Dance Dance Revolution	Males	03:18	p<0.02
	Females	07:37	
You Dirty Bat	Males	01:14	p=0.05
	Females	00:06	
Hall of Fame	Males	00:46	p<0.02
	Females	00:15	
Skeleton Mirror Wall	Males	00:14	p<0.01
	Females	00:03	
Inside Information	Males	00:35	p<0.03
	Females	00:05	

Median times spent watching other visitors use exhibits were shorter than the median usage times.



The G-Force had the strongest holding power in terms of watching, with a median stay time of 2 minutes, 47 seconds. Tracked individuals were observed to spend between 7 seconds and 29 minutes, 40 seconds watching others use the G-Force. The longest total “watch” time recorded for a single exhibit element was 1 hour, 25 minutes, 15 seconds one individual spent watching others use the Rockwall.

For three exhibits, including two in the top ten, the median watching stay time showed statistically significant differences by age. In these cases, the watching median stay time was significantly longer for adults than it was for children. The following table below summarizes these differences.

Exhibit	Age	Median Watching Stay Time (mm:ss)	Significance
Baseball Pitch	Adults	02:36	p<0.04
	Children	00:47	
10-Meter Dash	Adults	01:45	p<0.01
	Children	00:36	
Balance Timer	Adults	01:31	p<0.04
	Children	00:20	

Screening Room Focused Observations

The Screening Room, set up in Dome Rooms 1 and 2, was a physically separate room, which had doors opening to the main gallery area on two sides. At scheduled times, this room was used for health screenings conducted by outside groups. When not being used for a health screening event, the room was available for visitors to use freely as part of the overall exhibition. The room included a large video screen showing videos about various sports, one of the five LifeClinic health check stations, several “body tables” designed to be used with interactive

components to illustrate the function of different body systems, an interactive display about joints, a book nook with reading material for various ages, and a display rack with brochures from local health agencies.

Of the 54 visitors who were tracked on days when the Screening Room was open, 19% (n=10) entered the Screening Room. However, due to the physically separate nature of the Screening Room, it was not possible to unobtrusively track an individual's specific activities within the room as part of a full tracking observation. Separate observations of visitor behaviors in this space were conducted to capture this information. A total of eight focused observations of at least one hour were conducted during the exhibit run, during which approximately 150 individuals in 78 visitor groups were observed. For this study, an individual entering the room alone was considered to be a "group" of one.

Characteristics of the Sample

- 56% females; 44% males
- 60% children; 40% adults
- 31% in family groups; 34% in adult groups; 35% in child groups

Patterns of Usage – Attraction & Holding

Of the groups that entered the room during the observation times, 15% (n=12) used the room as a shortcut to go from one doorway to another. Less than one-third (28%, n=22) either stepped just inside the room or glanced from outside the door, looked around the room briefly, and left. More than half of the groups (54%, n=42) were observed to engage with objects in the Screening Room.

The median stay time in the Screening Room was two minutes, with total stay times ranging from less than one minute to 11 minutes.

The most heavily used components were the Organella Doll (23% of all groups (n=18)), the LifeClinic station (18% of all groups (n=14)), and the free standing skeleton (17% of all groups (n=13)). These components seemed to appeal to a wide range of visitors, regardless of age or visiting group type.

While the room itself was attractive to many visitors, the short stay time correlates with observations in which visitors, often children in school groups, seemed eager to use the room, but unsure as to what to do once inside. During the observations, no staff were in the room to provide interpretation and assistance with the activities. Furthermore, during the observation timeframes, five comments from outside the room were heard in which visitors either asked or suggested to others that the room was "off-limits".

In general, the room appeared to have more appeal to children than to adults. Children were more likely than adults to indicate a desire to stay longer or to bring additional people into the room.

Challenge Cards

Challenge Card postcards were distributed to visitors either as they entered the exhibition or during their time in the exhibition that asked visitors to identify a health challenge they chose to undertake. The cards included space for name, age, street address, and email address and were turned in on-site. The cards were used to select winners for a regularly scheduled raffle. (Please see Appendix D for a copy of the Challenge Card.)

Response Rate & Characteristics of the Sample

Of the approximately 84,000 visits made to SportsWorks from June 2006 through March 2007, 9359 individuals filled out one or more Challenge Cards, for a response rate of 11%.

Of the 9359 people whose challenge card information was entered into the database, 71% (n=6683) identified one or more challenges either by filling in the blank or by circling one or more of the options listed on the card. Of those visitors who provided an age, 62% (n=5556) were children. A total of 69% (n=3829) of the children cited at least one goal. Adults made up 38% (n=3414) of Challenge Card respondents with 76% (n=2585) citing at least one goal.

Challenges Undertaken

The distribution of the categories of challenges is shown in the table below. (Due to multiple responses, totals exceed 100%.) For those who provided an age, the distribution of responses by adults and children is also illustrated.

Challenge	% of All Respondents (n=6683)	% of Children (under age 18) (n=3829)	% of Adults (age 18 and up) (n=2585)
Increase exercise level	40%	39%	42%
Improve eating habits	36%	40%	31%
Lose weight	26%	15%	43%
Know health stats	11%	13%	9%
Stop smoking	7%	7%	7%
Improve overall fitness/health	2%	2%	3%
Other specific goal	3%	3%	2%
Avoiding unhealthy habits	1%	1%	0%

Overall, increasing exercise level was the most common response. Children cited improving eating habits more often than adults, while adults cited losing weight much more often than children.

Analysis by Demographics

- Adults vs. Children: Adults who completed Challenge Cards ranged in age from 18 to 88 years, with a median age of 39.5 years. Children's reported ages ranged from 1 to 17 years, with a median age of 11 years.

- Health trends with age:
 - Among children, it was found that the frequency of citing improving eating habits declined with age. Conversely, the frequency of citing increasing physical activity increased with age:
 - 64% (n=81) of the youngest children (1-6 years) cited improving eating habits. Among older children (7-12 years) this figure declines to 41% (n=1002) and among teenagers (13-17 years) this further declines to 36% (n=436).
 - 29% (n=37) of the youngest children cited increasing exercise; however, this value rises to 40% (n=993) for older children and to 38% (n=466) for teenagers.
 - Among adults, it was found that the frequency of citing losing weight increased with age:
 - 36% (n=327) of younger adults (18-34 years) cited losing weight. Among middle-aged adults (35-54 years), this figure increases to 45% (n=619) and among older adults (55+ years) this figure further increases to 50% (n=153).

Locals vs. Tourists: Overall, 26% (n=1512) of Challenge Card respondents were tourists and 76% (n=4271) of respondents were from within the St. Louis Metropolitan area.

Follow-up Responses

Adults who identified a challenge and provided an email address were invited to participate in an on-line follow-up survey at least three months after their visit to *BJC SportsWorks*. A total of 271 individuals completed this survey. These surveys focused almost exclusively on general health awareness and these data were transmitted to BJC HealthCare for analysis. In addition to the health awareness items, these respondents were also reminded of the challenge(s) they had identified on their Challenge Card and were asked to rate their progress in meeting their goal(s).

The majority of the respondents (68%, n=172) indicated that they had made “small steps” towards meeting their challenge(s). A total of 19% (n=49) reported that they had made “no progress” towards their goal(s) and 13% (n=33) reported making “a lot of progress”.

Exhibition Exit Interviews

At scheduled times during the run of *BJC SportsWorks*, adult visitors were approached as they exited the exhibition and were asked to be interviewed about their experience in *BJC SportsWorks*. Respondents were selected according to a random sampling method. A total of 126 interviews were conducted. Additionally, adults who were tracked in the exhibition were also approached for an interview. A total of 10 of these individuals agreed to participate in the interview, for a total of 136 exhibition exit interviews.

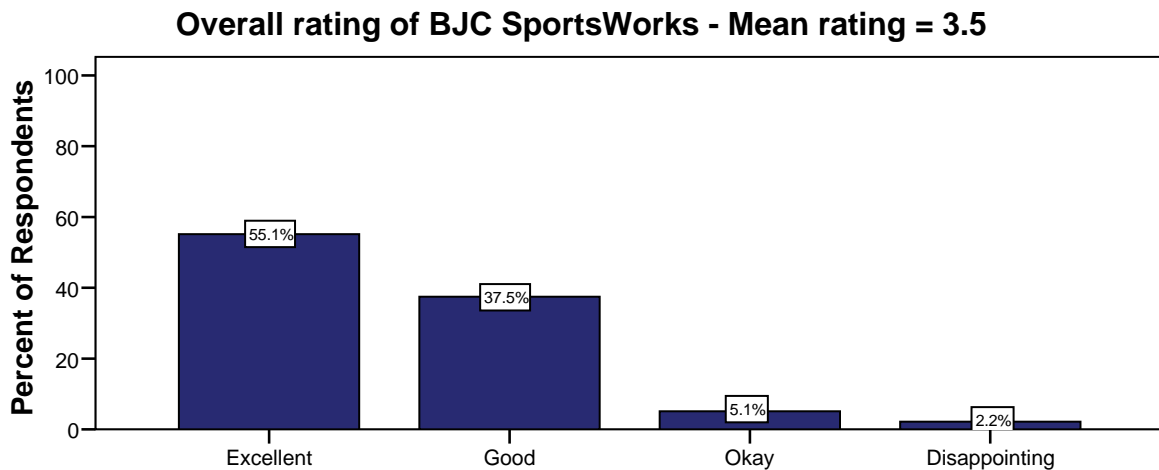
These interviews included questions about the overall exhibit experience, expectations, reasons for coming, and general health awareness. The general health awareness data was transmitted to BJC HealthCare for analysis. A copy of the survey instrument is included in Appendix D.

Characteristics of the Sample

- 136 interviews completed (including the 10 completed in association with tracks)
 - 57% female; 43% male
 - 94% adults; 6% children
 - 87% in family groups; 13% in adult groups
 - 26% Science Center members; 74% non-members
 - 77% locals; 23% tourists
 - 92% Caucasian; 4% African-American; 1% Asian
- Of those interviewed, 99 respondents (73%) agreed to be contacted for a follow-up interview. A total of 25 individuals completed the follow-up survey online, at least three months after the visit on which they were interviewed.

Overall Rating

Using a 4-point scale, where 4=“excellent”, 3=“good”, 2=“okay”, and 1=“disappointing”, the overall mean rating for the exhibition was 3.5. The distribution of ratings is shown in the chart below:

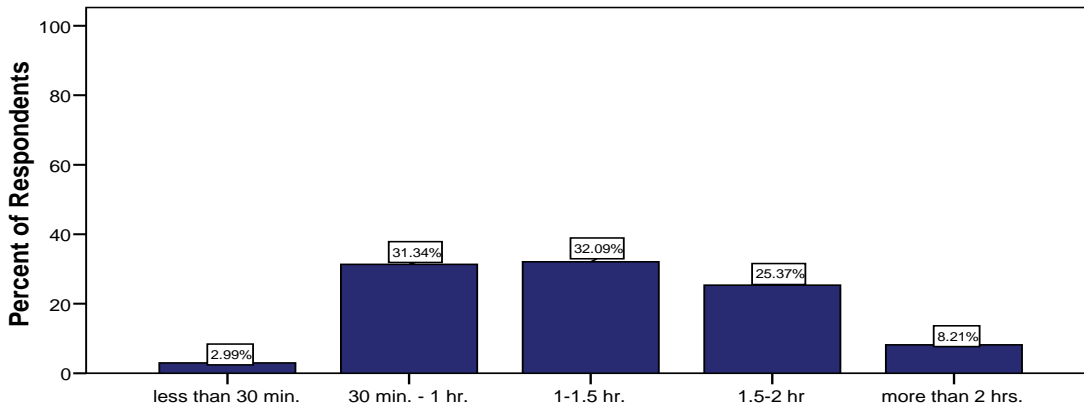


Science Center Members rated the exhibition significantly higher (3.7) than non-members (3.4). This difference is significant at the $p < 0.03$ level. No other statistically significant differences were observed based on demographic data.

Self-Reported Exhibition Stay Time

Respondents were asked to estimate the length of time they spent in *BJC SportsWorks* on the day on which they were interviewed. The following chart illustrates that most respondents reported spending between 30 minutes and two hours in the exhibition.

Reported Stay Time in BJC SportsWorks



Reported exhibition stay time was not correlated with any demographic.

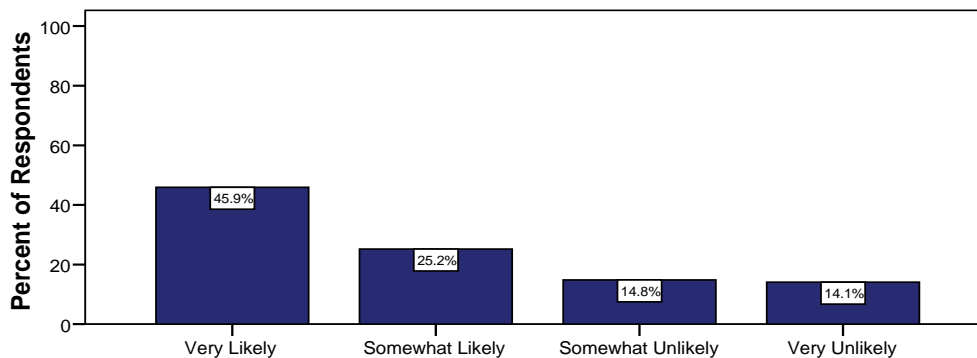
Visitation Frequency

The majority of respondents (82%, n=112) interviewed upon exiting *BJC SportsWorks* had not been to the exhibition previously. For another 13% (n=17), this was their second visit to the exhibition. Most of the rest of the sample reported that this was either their third or fourth visit to *BJC SportsWorks*. One respondent reported visiting the exhibition 20 times. Members reported a higher mean visit frequency to *BJC SportsWorks* (2.1 visits) than non-members (1.1 visits). This difference is significant at the $p < 0.01$ level.

Likelihood of Returning

The overall mean rating for returning to *BJC SportsWorks* was 3.0 out of 4. The distribution of responses is illustrated in the following chart:

Likelihood of returning to BJC SportsWorks - Mean rating = 3.0



Not quite half the respondents (46%, n=62) indicated that they were very likely to return to *BJC SportsWorks*. Members and locals indicated a greater likelihood of returning than non-members and tourists. The mean response for members was 3.5, compared to 2.9 for non-members ($p < 0.01$). The mean response for locals was 3.3, compared to 2.3 for tourists ($p < 0.001$).

Expectations

Respondents were asked to describe their expectations for *BJC SportsWorks* prior to their visit. Responses were categorized into 12 categories. The distribution of the expectations is illustrated in the following table:

Expectations	Percent of Respondents*
Sports-related activities	32% (n=44)
No expectations	31% (n=42)
Activities for kids	17% (n=23)
A specific exhibit within <i>BJC SportsWorks</i>	16% (n=22)
Hands-on/interactive activities	11% (n=15)
Other	9% (n=12)
Expected “what was there”	7% (n=10)
Activities for adults	7% (n=9)
Exhibits about health	6% (n=8)
Sports memorabilia	3% (n=4)
Fun	3% (n=4)
Exhibits about nutrition	2% (n=3)

*multiple responses possible; total exceeds 100%

Responses in the “other” category included: “cool stuff”, “trampoline”, “professional athletes – anything about them”, and “test of abilities”.

These results indicate that nearly one-third of the respondents did not have specific expectations for the exhibition. It also indicates that many visitors went into the exhibition expecting sports-related activities, and that the topics of health and nutrition were not top of mind to visitors entering the exhibition.

Reasons for Visiting

Respondents were asked to describe the reasons for their visit to *BJC SportsWorks*. Responses were categorized into 15 categories. The distribution of explanations is shown in the following table:

Reason to come	Percentage of Respondents*
Something for the kids	26% (n=35)
Someone suggested it	17% (n=23)
It was “something to do”	17% (n=22)
Saw an advertisement	15% (n=20)
Saw it onsite	11% (n=14)
Previous visit to SportsWorks	10% (n=13)
Had a coupon/free Tuesday	8% (n=11)
Looked fun	8% (n=11)
Wanted to see a specific exhibit element	7% (n=9)
Other	7% (n=9)
Enjoyed other Science Center exhibits	4% (n=5)
Science Center members	4% (n=5)
Like sports	3% (n=4)
Staff suggested it	2% (n=3)
Saw it online	2% (n=3)

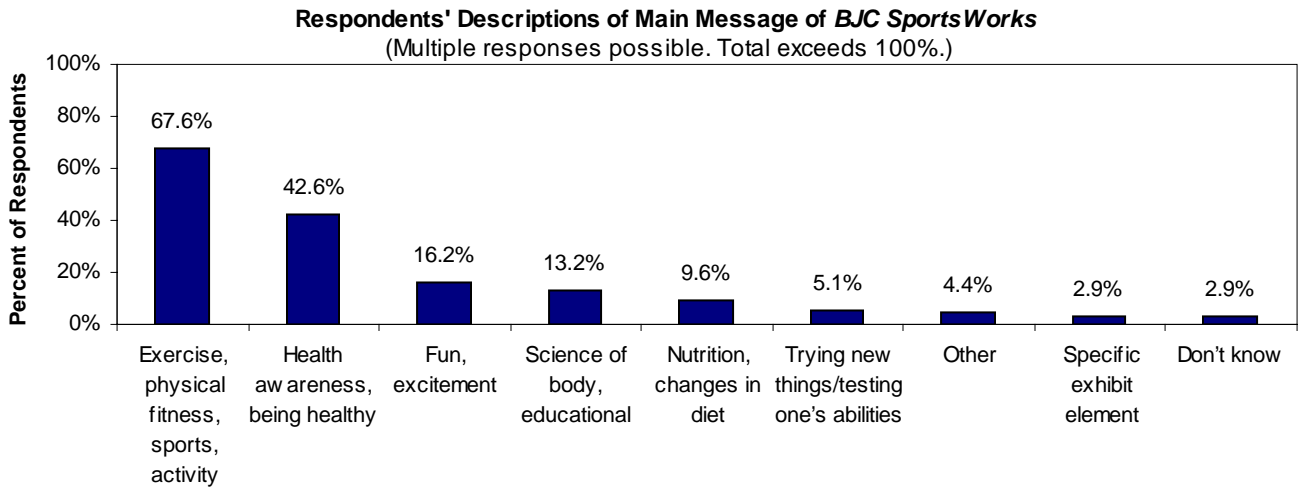
*multiple responses possible; total exceeds 100%

Responses in the “other” category included: “knew it wouldn’t be busy”, “science teacher checking it out for a field trip”, “Cub Scout troop”.

Clearly, a number of factors influenced visitors’ decisions to come to *BJC SportsWorks*. The largest number of responses focused on the exhibit being an activity for kids. Word-of-mouth and advertising also appear to have been relatively strong influences.

Main Message of BJC SportsWorks

Respondents were asked to describe the main message of the exhibition. The responses to this open-ended question were coded into nine categories. Many responses fell into multiple categories. A complete list of all responses is included in Appendix E. The following chart summarizes the distribution of responses by category.

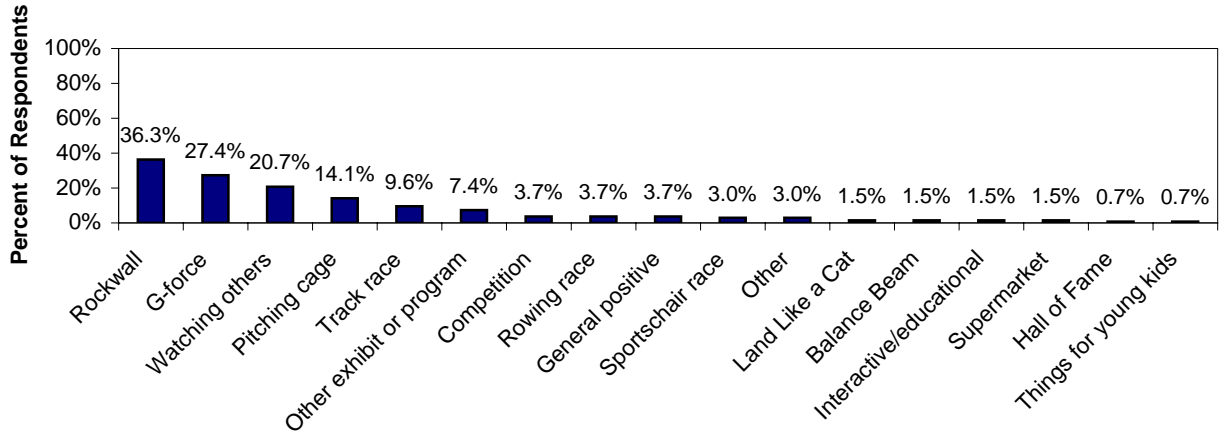


Messages about physical fitness and being healthy appear to have been successfully communicated to visitors to *BJC SportsWorks*. A majority of the respondents (68%, n=92) indicated that the exhibition’s main message related to exercise, physical fitness, or sports. Sample comments in this category included: “Fitness – having fun with fitness”; “Be active, exercise can be fun”; “Exercise and sports”. Comments from 43% (n=58) of the respondents mentioned health awareness: “Health and fitness”; “Sports is healthy”; “Healthy lifestyle”. Many comments fell into multiple categories, for example: “Keeping your body healthy, exercise, and eating right”; “Promoting healthier lifestyle – diet and exercise”.

Highlights

Respondents were asked to describe the highlight of their experience in the *BJC SportsWorks* exhibition. The responses to this open-ended question were coded into 17 categories. Many responses fell into multiple categories. A complete list of all responses is included in Appendix E. The following chart summarizes the distribution of responses by category.

Respondents' Highlights of *BJC SportsWorks*
(Multiple responses possible. Total exceeds 100%.)

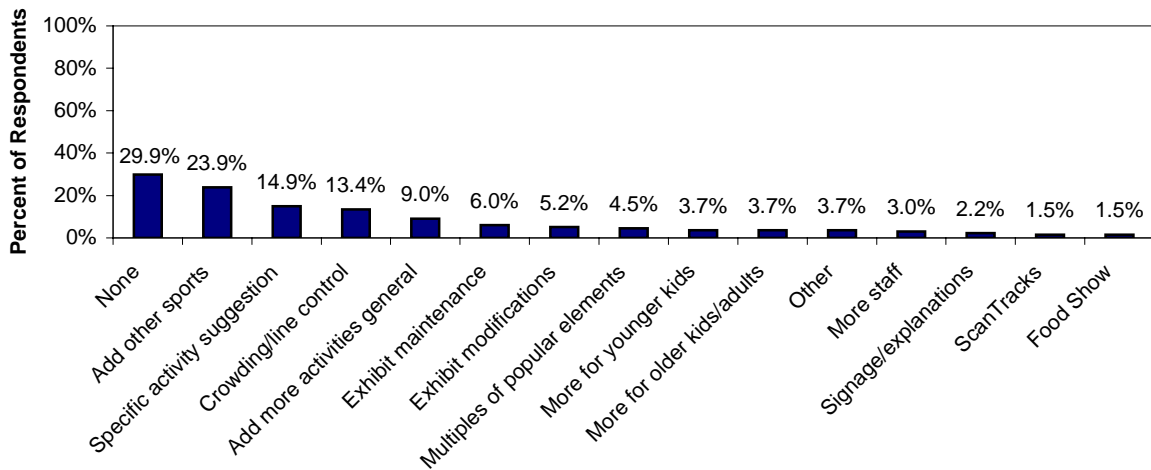


Many respondents cited specific exhibit elements as the highlight of their *BJC SportsWorks* experience, with the Rockwall topping the list, being cited by over one-third of the respondents (36%, n=49). The G-Force was also popular, being cited by 27% (n=37) of the respondents. Also of note is the frequency with which people mentioned watching other visitors, either in their own group or others, engaging with the different activities. *BJC SportsWorks* appears to be an experience that is enjoyable not only for those who actively engage with the interactive elements, but also for those whose experience is more passive.

Suggestions

Respondents were asked to describe any suggestions they had for improvements to *BJC SportsWorks*. The responses to this open-ended question were coded into 14 categories. Many responses fell into multiple categories. A complete list of all responses is included in Appendix E. The following chart summarizes the distribution of responses by category.

Suggested Areas of Improvement
(Multiple responses possible. Total exceeds 100%.)



Overall, respondents seem satisfied with the experience and many suggestions involved building on existing concepts and presentation format. The largest portion of respondents (30%, n=40) did not make suggestions for improvements. The most commonly suggested improvement (24%, n=32) was to add activities from other sports: “Something on football, basketball, soccer”; “Ice hockey stuff, football tackling, stationary skiing”; “Something for soccer”. Crowding and long lines were an issue on busier days.

Online Follow-up Surveys

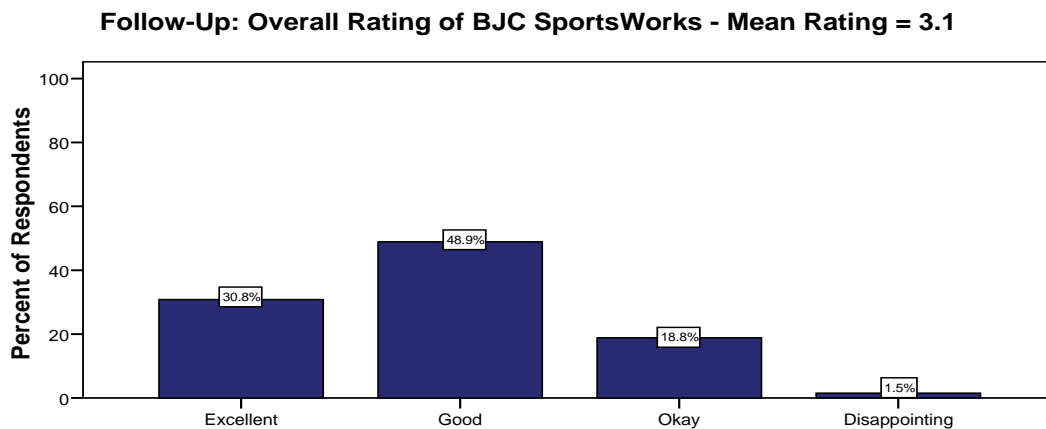
A total of 133 respondents completed an online follow-up survey in June 2007, three months after *BJC SportsWorks* closed. Respondents to this survey may have visited at any time during the 10-month run of the exhibition. These respondents, all adults, included individuals who filled out Challenge Cards, who created ScanTracks profiles, and who were interviewed immediately after their experience in the exhibition. This analysis focuses on responses to questions about the experience in *BJC SportsWorks*. Additional responses related to general health awareness were transmitted to BJC HealthCare for analysis.

Characteristics of the Sample

- 60% female; 40% male
- 18% age 18-24; 22% age 25-34; 35% age 35-44; 17% age 45-54; 7% age 55-64; 2% age 65+
- 78% locals; 22% tourists
- 57% visited in a family group; 26% visited in an adult group; 12% visited with a school, camp, or tour group; 5% made multiple visits with different group types
- 22% visited the exhibition in June 2006; 24% visited in July; 24% visited in August; 13% visited in September; 12% visited in October; 15% visited in November; 12% visited in December; 12% visited in January 2007; 7% visited in February; 9% visited in March

Overall Rating

Using a 4-point scale, where 4=“Excellent”, 3=“Good”, 2=“Okay”, and 1=“Disappointing”, the overall mean rating for the exhibition was 3.1, slightly lower than the 3.5 average reported by those interviewed immediately after leaving the exhibition. The distribution of ratings is shown in the chart below:



In comparison to the initial ratings, more respondents on the follow-up survey rated the exhibition as “Good” or “Okay”, thus accounting for a slight drop from a mean of 3.5 on the initial exit interviews.

Visit Frequency

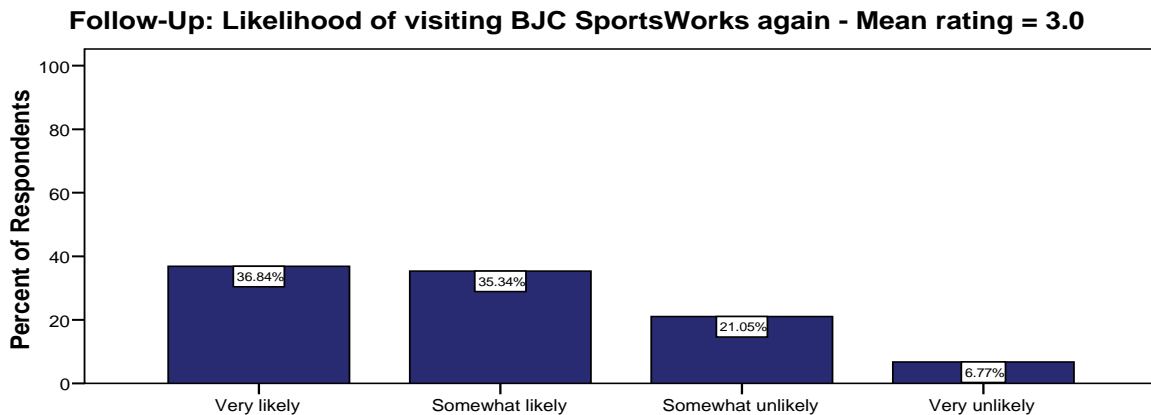
The majority of the respondents to the follow-up survey reported visiting *BJC SportsWorks* just once (76%, n=101). Another 19% (n=25) reported visiting two to four times. Just 6% (n=6) visited five or more times.

Respondents who had visited in family groups were more likely than those who had visited in adult groups to see the exhibition more than once: 24% (n=18) of those who came in family groups visited two or more times compared to 14% (n=5) of those who came in adult groups.

Local visitors were more likely than tourists to visit *BJC SportsWorks* more than once: 27% (n=27) of locals compared to 11% (n=3) of tourists reported at least two visits.

Likelihood of Returning

Using a 4-point scale, ranging from 1=“Very Unlikely” to 4=“Very Likely”, respondents were asked to rate their likelihood of visiting *BJC SportsWorks* again if it were to have a return engagement in the St. Louis area. The distribution of responses is shown in the following chart:



Although compared to the exit interview data, the distribution of responses shifted more towards the middle of the rating scale, the overall mean rating for visiting the exhibition again was 3.0, unchanged from the mean rating given by respondents in the exit interview.

A total of 89 respondents provided an explanation for their rating. These responses were coded into 11 categories. The full text of all these responses, grouped by rating and code category, is included in Appendix E.

The most common positive explanation for likelihood to return was a “General Positive” remark by 22.5% (n=20) of the respondents, followed, at 14.6% (n=13), by “Good for Kids.” The most common negative explanation was “Cost Concern” with 14.6% (n=13).

Those most likely to return to *BJC SportsWorks* typically cited a specific exhibit, the health awareness aspect, the exhibition being good for kids, or had a general positive response as their reasons to return:

- “It was pretty cool. Will the rock wall be available and the treadmill?”
- “I just love sports and to see how it can actually relate to health and well being is so awesome to me.”
- “My son had a very good time learning new things. I’d definitely take him again.”
- “This is healthy fun entertainment”

Those who were very unlikely to return to the exhibition had no interest, felt it was too expensive, or logistically could not attend (live too far away, too busy).

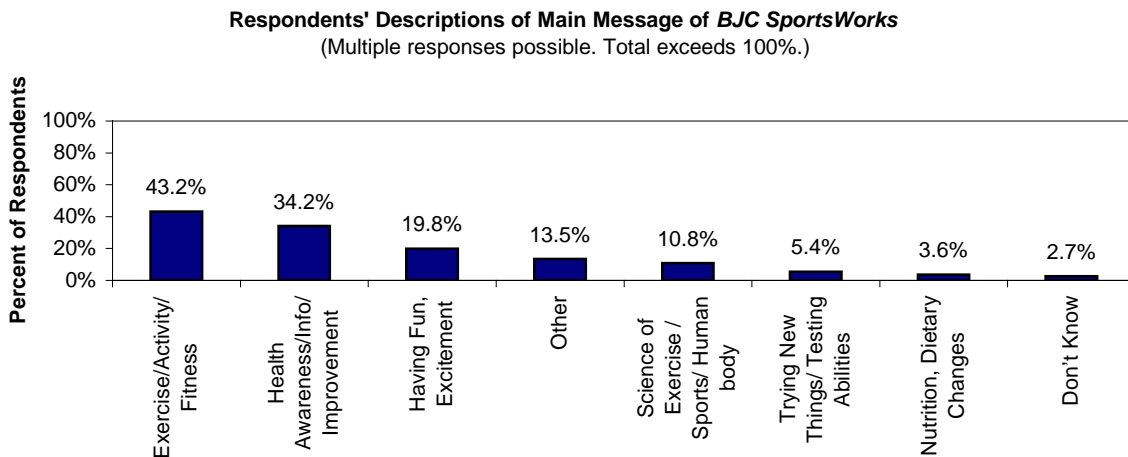
- “It’s one of those exhibits that if you have seen it once, there isn’t much reason to go back.”
- “If bringing other family members with me, the cost may prohibit me from attending.”
- “I don’t live there and wouldn’t go back just for this...”

Those in the middle had problems with the organization and/or maintenance of the exhibition, might return if certain aspects of the exhibit were changed, or felt it was age-restrictive.

- “Fixing items and reducing wait time would make me rate it more favorably.”
- “It was fun but I don’t know how many more times I would go if it is mostly the same stuff.”
- “I felt that it really was geared towards older children...younger children really are just along for the ride.”

Main Message of BJC SportsWorks

As with the initial exit interviews, respondents to the follow-up survey were asked to describe the main message of the exhibition. The responses to this open-ended question were coded into categories comparable to the initial exit interview data analysis. Many responses fell into multiple categories. A complete list of all responses is included in Appendix E. The following chart summarizes the distribution of responses by category.



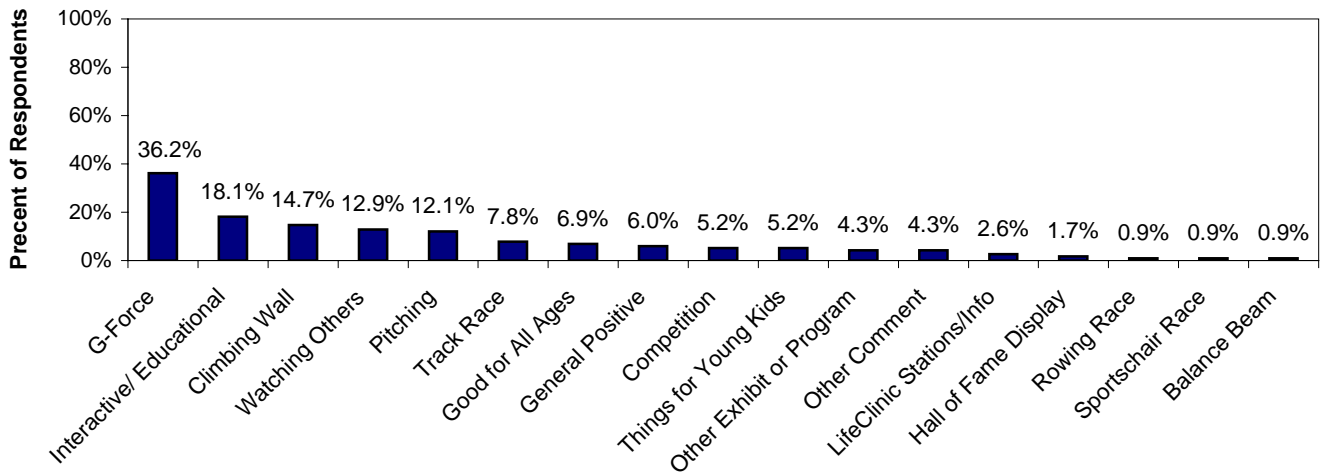
Compared to the initial exit interview data, significantly fewer respondents cited a message pertaining to exercise, activity or fitness, however, this was still the most common response. Overall, the majority of respondents indicated that even after three or more months post-visit, they recalled the exhibition to be about physical fitness and/or health awareness. Responses in the “other” category were more frequent on the follow-up survey and often were very generic responses, such as “good”, “refreshing”.

Overall, the message of *BJC SportsWorks* appears to have been understood by most visitors and was retained in the follow-up.

Most Memorable Aspect of BJC SportsWorks

Respondents to the follow-up survey were asked to describe the most memorable aspect of the exhibition. This question is analogous to the highlight question posed in the exhibition exit interview and was analyzed similarly. The responses to this open-ended question were coded into categories comparable to the initial exit interview data analysis. Many responses fell into multiple categories. A complete list of all responses is included in Appendix E. The following chart summarizes the distribution of responses by category.

Most Memorable Aspects of BJC SportsWorks
(Multiple responses possible. Total exceeds 100%.)

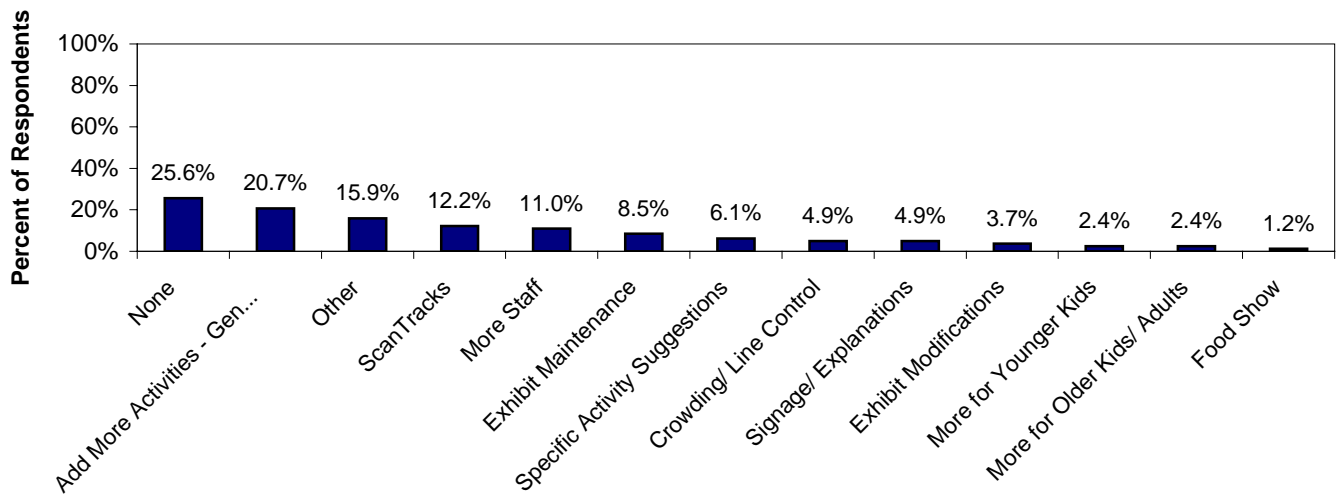


A number of specific exhibits made the most memorable list and the G-Force, cited by more than one-third of the respondents, was mentioned the most frequently, owing perhaps to its unique nature: “The bike that went in a loop because it was so unique and such a different experience. I enjoyed learning about the effects of gravity from it as well.” While less than 2% of those interviewed immediately post-visit talked broadly about the interactive, educational nature of the exhibition as their highlight, a total of 18% of those who responded to the follow-up survey had comments in this category. One respondent said, “My most memorable experience was being able to do different activities that the entire family could do.” This indicates that even after several months had passed, the overall nature of the *BJC SportsWorks* experience was still memorable.

Suggestions for Improvement

As with the initial exit interviews, respondents to the follow-up survey were asked to describe any suggestions they had for improvements to *BJC SportsWorks*. The responses to this open-ended question were coded into categories comparable to the initial exit interview data analysis. Many responses fell into multiple categories. A complete list of all responses is included in Appendix E. The following chart summarizes the distribution of responses by category.

Suggested Areas of Improvement
(Multiple responses possible. Total exceeds 100%.)



Consistent with the initial exit interview, the largest portion of respondents who answered this question indicated that they did not have any suggestions for improvements. Overall, responses to this question shifted from more specific on the initial exit interview to more general on the follow-up survey. Suggestions for specific activities or specific sports, in particular, transitioned to simply “add more” on the follow-up. Physical discomforts, such as crowding, still fresh when interviewed immediately post-visit, was of less concern on the follow-up. There is a notable increase in the frequency of suggestions relating to ScanTracks, however, this may be due to the fact that follow-up respondents who were contacted because they had created a ScanTracks profile were reminded of this in the survey invitation. Therefore, some respondents may have been primed to mention ScanTracks in response to this question. The most common “other” suggestion was a lower admission price.

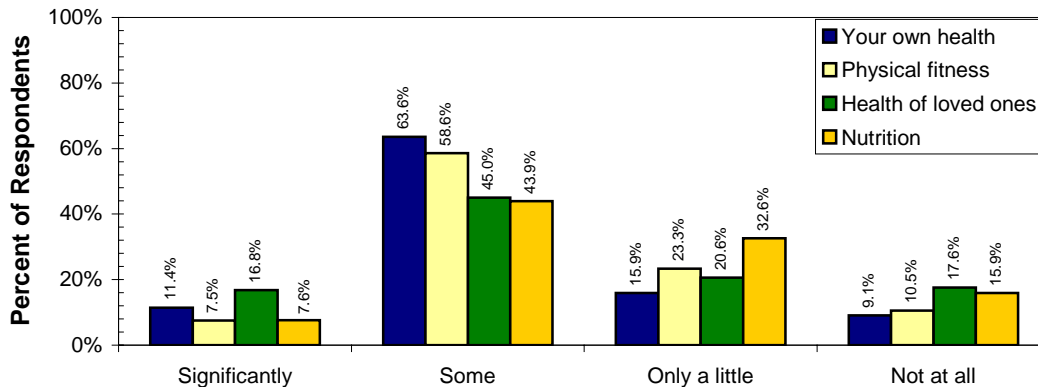
Influences on Knowledge and Attitudes

Survey respondents were asked to assess the extent to which their experiences in *BJC SportsWorks* influenced their knowledge or attitude with regard to four topics, Physical Fitness, Nutrition, Their Own Health, and Health of Loved Ones, using a 4-point scale where 1=“Not at all”, 2=“Only a little”, 3=“Some”, and 4=“Significantly”. The overall mean ratings were:

- Your Own Health: 2.8
- Physical Fitness: 2.6
- Health of Loved Ones: 2.6
- Nutrition: 2.4

The distribution of responses to these questions is illustrated in the following chart:

Influences of *BJC SportsWorks*



For all four topics, the majority of respondents indicated the exhibition affected their knowledge or attitude either “Some” or “Significantly”. The strongest influence appears to have been related to the topic of “Your Own Health”, with 75% (n=99) of the respondents rating this topic as a “3” or “4”.

For analytical purposes, the ratings for all four topics were combined such that an overall score of “1” indicated that the respondent had selected “not at all” for all four topics and an overall score of “4” indicated that the respondent had selected “significantly” for all four topics. An overall scale of influence yields the following distribution:

Level of Influence	Percent of Respondents (n)
Low influence (overall score of 1.00-2.00)	23% (n=31)
Moderate influence (overall score of 2.25-3.00)	59% (n=76)
Strong influence (overall score of 3.25-4.00)	17% (n=22)

This suggests that most respondents found that *BJC SportsWorks* did influence their understanding of key concepts addressed by the exhibition. At total of 23 respondents provided comments to explain their ratings. In general, those who reported an overall low level of influence had previous health knowledge or felt the exhibit had room for improvement:

- “This doesn't detract from the exhibits, I'm fairly well versed in these areas.”
- “My husband and I work in a hospital so we already know a fair amount about physical fitness and nutrition.”
- “I honestly don't remember much about the info that was provided, so I guess it wasn't very memorable.”

Those who reported a moderate level of influence also indicated having previous health knowledge, but also expressed an overall positive attitude about the exhibition:

- “I'm interested in fitness so I knew alot of the stuff, but it was great info.”
- “I think that this exhibit was defiantly headed in the right direction.”

Those who reported an overall strong level of influence offered the fewest comments, but those who did comment, expressed a very positive attitude about the exhibition:

- “The exhibits provided a great platform to talk with our kids about making good choices, both with food and activities”
- “We all measured our blood pressure, body fat etc ...that was interesting for adults and kids.”

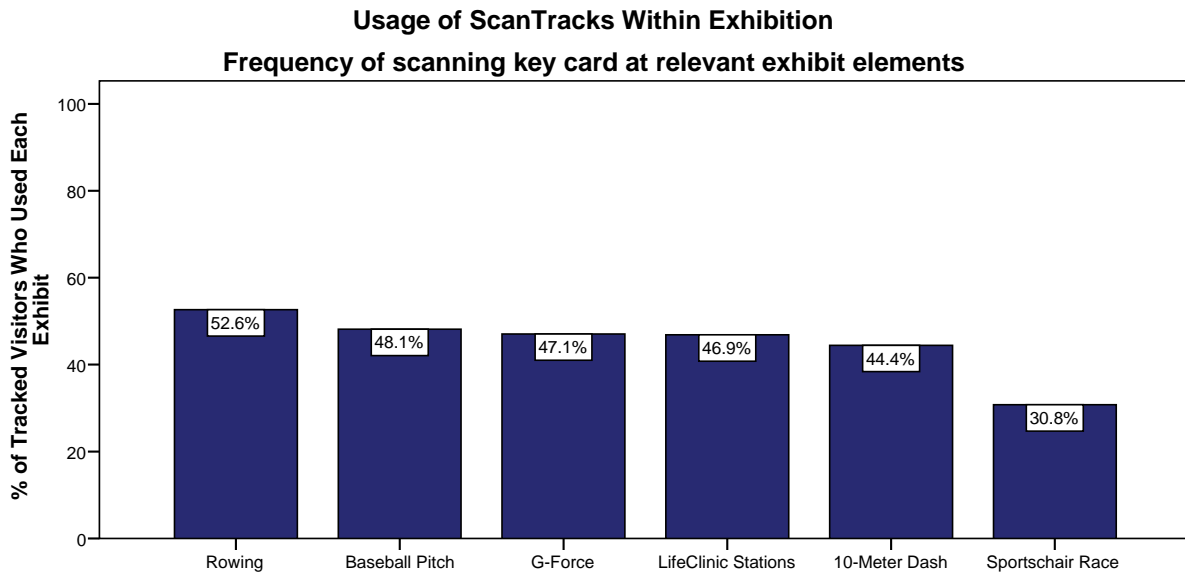
All comments are presented in the entirety, grouped by overall level of influence, in Appendix E.

ScanTracks

Visitors received a ScanTracks key card with their admission ticket. The ScanTracks card featured a bar code, which could be scanned at five interactive exhibits (G-Force, 10-Meter Dash, Baseball Pitch, Sportschair Race, and Rowing) to record performance data and at the five LifeClinic stations to record health indicators including blood pressure, pulse, and weight. Later, visitors could access their ScanTracks data via the Science Center website and track their individual data over repeat visits.

Observed Use of ScanTracks in the Exhibition

During tracking observations, data collectors noted if the tracked individual attempted to scan their key card at any of the relevant exhibit elements. In total, 60% (n=30) of the tracked individuals who stopped at any of the ScanTracks-linked exhibits were observed to scan their key card at one or more of those exhibits. The usage of key cards at each of the ScanTracks-linked exhibits is illustrated on the following chart:



For most of the ScanTracks-linked exhibit elements, half or close to half (between 44% and 53%) of the tracked visitors who stopped at each of these exhibits attempted to scan their key card. Only at the Sportschair Race (the wheelchairs) was the ScanTracks key card used less frequently (31%). Note, this is only a measure of observation of attempted usage; it does not indicate the frequency with which the scanning was successful.

Reported Use of ScanTracks in the Exhibition

Of those interviewed immediately after exiting the exhibition, 69% (n=92) reported that they had scanned their ScanTracks keycard at one or more exhibit elements. Of this group, 96% (n=87)

reported scanning their keycard at one or more of the interactive exhibits (G-Force, Rowing Race, 10-Meter Dash, Baseball Pitch, or Sportschair Race) and 57% (n=52) reported scanning it at one of the LifeClinic stations.

Of those who reported using their ScanTracks keycard while in the exhibition, 57% (n=52) indicated that they were aware that they could view their ScanTracks data from the Science Center's website. After learning about this option, 56% (n=51) indicated that they planned to visit the website to review their ScanTracks data. Another 22% (n=20) reported that they "might" go to the website and 21% (n=19) said they did not plan to go to the website to see their personal data. One respondent indicated that he had created a profile on the ScanTracks website after an earlier visit.

Several differences in reported use of ScanTracks were observed based on other responses:

- Women were significantly ($p < 0.001$) more likely to be aware of the ScanTracks website than men: 75% (n=36) of women, compared to 38% (n=16) of men.
- Science Center Members were slightly, but not significantly, more likely than non-members to report having scanned their card at any exhibit element: 80% (n=28) of members, compared to 65% (n=64) of non-members.
- Science Center Members were slightly, but not significantly, more likely than non-members to report having scanned their card at a LifeClinic station: 71% (n=20) of members, compared to 51% (n=32) of non-members.
- Of those who rated the exhibition as "excellent", 73% (n=38) indicated that they planned to visit the ScanTracks website to review their data, compared to 39% (n=13) of those who rated the exhibition as "good". This difference is significant at the $p < 0.01$ level.

These self-reports indicate that while usage of ScanTracks in the exhibition was relatively high, the option to use the tool after the visit was less widely known, with slightly more than half of those who used it reporting awareness of the online component. Once aware of the online component, slightly more than half of those who used the keycard in the exhibition indicated an intent to access the website. A strongly positive experience in the exhibition appears to be positively correlated with an intent to visit the ScanTracks website after the visit.

Actual Usage of ScanTracks Website

Based on data collected from the ScanTracks online database, a total of 1443 visitors created ScanTracks profiles. This accounts for less than 2% of the approximately 84,000 visits made to *BJC SportsWorks*. This indicates that actual use of the online component of the ScanTracks was appreciably lower than the interest visitors expressed immediately post-visit. The majority of the profiles, 58% (n=839) were made by children age 17 and under. Males accounted for 58% (n=831) of the profiles. Local visitors dominated the profiles, accounting for 74% (n=1068) of them.

Usage of the profiles was minimal with 84% (n=900) of them being accessed just once and an additional 11% (n=121) being accessed only twice.

These usage patterns suggest that this tool was not very widely used and may not have had a strong impact on the overall visitor experience in *BJC SportsWorks*. What is unknown is the

number of visitors who were unsuccessful in either locating the ScanTracks website or in creating a profile.

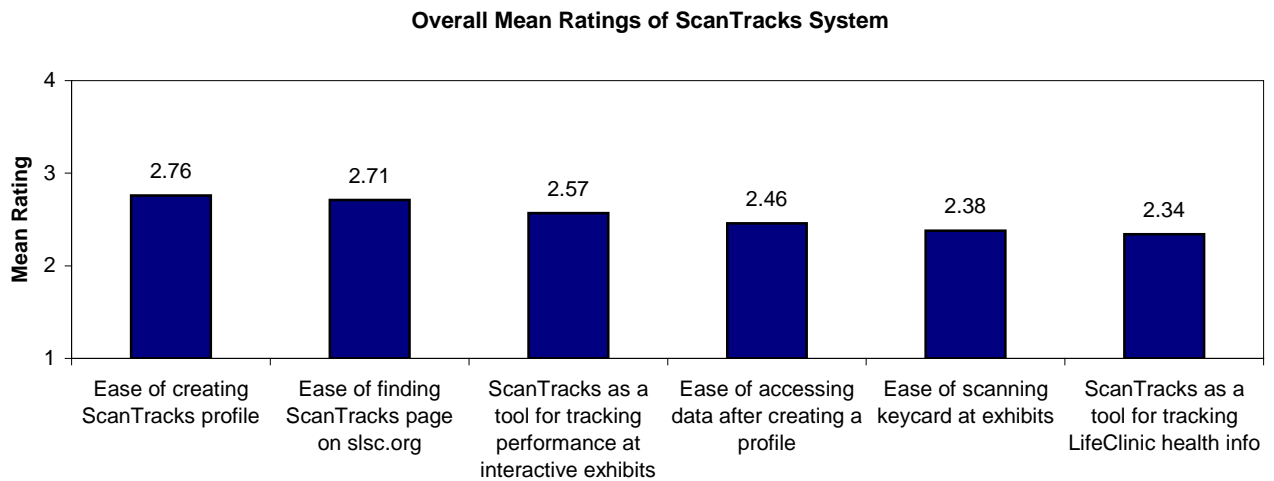
Responses from ScanTracks Online Follow-up Survey

Of the 64 adults who responded to the online follow-up survey, the majority (51%, n=31) created their ScanTracks profile while still at the Science Center, using the computer kiosk near the exhibition. Another 44% (n=27) created their profile at home or on another computer not located at the Science Center.

Just over half (51%, n=31) of the respondents reported accessing their profile just once, while another 46% (n=48) reported accessing it two to four times. Only 3% (n=2) reported accessing their profile five or more times.

More than three-quarters of the survey respondents (77%, n=47) reported that they had printed a certificate of their performance data. Nearly half of the respondents (48%, n=29) still had their ScanTracks keycard at least three months after their visit to the exhibition.

Using a four-point rating scale in which 1=“Poor”, 2=“Okay”, 3=“Good”, and 4=“Excellent”, respondents were asked to rate the ScanTracks system in six areas of usability. The overall mean ratings are illustrated in the following chart:

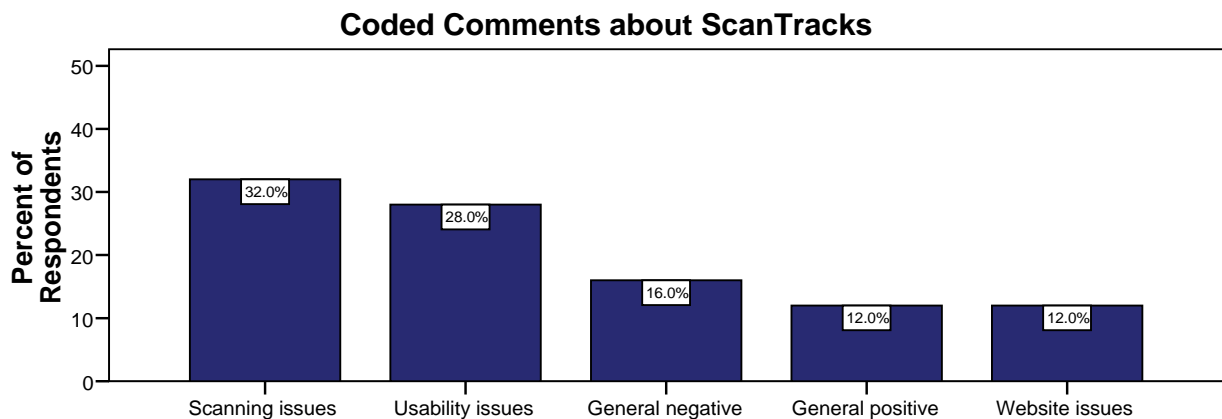


In general, finding the ScanTracks page and creating a profile was rated reasonably well, with the largest portion of respondents to both items (37%, n=23) rating it as “Good”. Ease of accessing one’s personal data received a mid-range rating with one-third of the respondents (33%, n=20) rating that aspect as “good”. Use of ScanTracks as a data tracking tool was mixed for the different exhibit types, with the interactive exhibit elements receiving a higher mean rating than the LifeClinic stations. This may correspond to frequency of usage in that visitors were more likely to have scanned their keycards at one or more of the interactive exhibit elements than at one of the LifeClinic stations. Ease of scanning the keycards at the various exhibit elements was not very highly rated, with more than half the respondents (56%, n=34) rating this aspect as either “Poor” or “Okay”. This is consistent with more casual observations,

which suggested that the process for scanning the keycards, particularly at the LifeClinic stations, was not intuitive. At most of the ScanTracks exhibits, but not all, it was necessary to scan the card prior to any activity, however, this necessity was not always clear as the exhibits themselves functioned whether or not a ScanTracks card had been scanned. Additionally, it was not always obvious to the visitor if an attempted scan had been successful.

Despite these frustrations, respondents were generally likely to be interested in using the ScanTracks system again if *BJC SportsWorks* were to make a return engagement. On a 4-point rating scale ranging from “Very unlikely” to “Very likely”, respondents reported an overall mean rating of 3.0 on their likelihood of using the system again. The largest portion of the respondents (44%, n=27) said they were “Somewhat likely” and another 31% (n=19) said they were “Very likely” to use the system, should the exhibition return.

A total of 25 respondents offered comments about the ScanTracks system. The full text of these comments is included in Appendix E. The comments were coded into five categories. The distribution of responses is shown in the following chart:



Issues relating to scanning and general usability dominated these comments: “It was hard to tell if the card was actually scanned at some exhibits. I rode the G-Forces bike and the person helping scanned it, but it never showed up [in] my profile.”; “It did not always work and there was no way to tell if it did work until you tried accessing your data.” Those who offered positive comments liked the tracking aspect: “The kids that were with me loved it. They were very interested in trying to beat their previous data.”

Clearly there was an appealing aspect to the ScanTracks system, however, issues with regard to functionality of the scanning process should be addressed in any similar systems.

Beyond the Data

During the course of conducting this summative evaluation, observations were made about the visitor experience in *BJC SportsWorks* beyond the focal points of this study. These observations were captured in notes made during tracking observations. Key issues are summarized in this section.

Specific Exhibit Elements

- G-Force & Rockwall – These popular exhibits often had long lines with 30-45 minute wait times. A potential way to alleviate this could be to issue timed tickets for these experiences during busy times so that visitors could explore the rest of the exhibition while waiting for their time on the most popular exhibit elements.
- 10-Meter Dash – On occasion, visitors were observed to leave the blocks before the voice command said ‘Go.’ It appeared that either they did not know to listen for the command or they could not hear it. In these cases, the timing device did not properly record the race and the visitors were puzzled by the resulting display.
- Mannequins – A common observation was that the mannequins wearing sports equipment would often be found to have had their fingers manipulated into obscene gestures. Modifying their design so that the fingers could not be moved individually would alleviate this issue.
- Dance Dance Revolution – This popular exhibit also appeared to be very challenging for visitors to use successfully. In some instances, visitors were observed to spend several minutes attempting to navigate through the introductory screens only to give up before determining how to start the actual game.

Staffing

- Staffing Levels – Particularly during busier times, staffing levels appeared to be lower than ideal to provide visitors with assistance using exhibits, to help with wayfinding within the Exploradome, and to provide line management at more popular exhibit elements.
- SportsPark – This space, located in the Exploradome lobby, outside the ticketed exhibition space, was popular with many visitors. However, during busy times, with many visitors playing with the various sports equipment, particularly balls and other projectiles, staffing levels appeared to be inadequate to maintain the safety of those passing through the lobby, as the play would often expand beyond the designated area.
- Attentiveness – On occasion, staff stationed at the Rockwall and the G-Force were observed to be unobservant of the visitors using the exhibits, not responding promptly when a visitor became distressed. In one instance, a staff person failed to notice that a child’s foot had come out of the pedal on the G-Force. In another, a staff person did little to assist a child who had become scared while climbing the rock wall.

Challenge Cards

While most school groups were handed Challenge Cards as they entered the exhibition, non-school group visitors received the cards more inconsistently. Those that received the card upon entry, particularly school groups, were often observed to be asked to fill them out prior to entering the exhibition, thus making it difficult to make a connection between experiences in the exhibition and the intent to make healthy lifestyle changes. At times, the Challenge Cards appeared to function more as a raffle entry mechanism than as a tool to encourage healthy habits.

The Challenge Cards had an additional intended purpose of encouraging visitors to report back on their progress to have their names added to a posted honor roll. This aspect did not seem to materialize in any consistent manner. This may have been due, at least in part, to the lack of stated process by which visitors could report back when they achieved their goal and because any visitor who turned in their Challenge Card no longer had a record of what their challenge was or a reminder to report back.

ScanTracks Keycards

It appeared that the ScanTracks keycards were not distributed consistently and that some visitors did not receive adequate explanation of their purpose and how to use them. An additional challenge arose with the difficulty some families encountered with keeping each family member's card clearly connected to the appropriate family member.

Use of Stanchions

Stanchions of the same style were used for different purposes at different exhibit elements. In some cases they were used to create cueing areas, while in other areas they were used to designate that an exhibit was closed. This dual purpose created confusion among some visitors.

Conclusions and Recommendations

Overall, *BJC SportsWorks* appears to have successfully offered visitors a fun and engaging environment in which to learn about fitness and health. Many visitors understood the key messages of the exhibition and retained this in the months after their visit. A majority of respondents to follow-up surveys also indicated that their experiences in the exhibition had at least a moderate influence on their knowledge and attitude about health, fitness, and nutrition.

The Rockwall, G-Force, and Baseball pitch were key elements, serving not only as major attractors, but also as highlight experiences for many visitors. The appeal of these exhibits lay not only in their interactive nature, but also in that they provided good opportunities to watch other visitors – a prominent behavior for visitors in this exhibition. A key challenge to be addressed related to these exhibits would be better ways to manage lines and wait times during busy days. Additionally, height and weight requirements for the Rockwall and G-Force need to be clearly communicated both outside and inside the exhibition and then consistently applied.

The Screening Room offered appealing activities, however the separate nature of the space may have discouraged visitors from exploring this room. If a similar space were part of any future installation of this exhibition, or if another exhibition incorporated a similar classroom-like space, it is recommended to make the space more clearly connected to the rest of the exhibition and/or for an increased staff presence in the area to draw attention to it and to assist visitors with the activities.

The Challenge Cards illustrated that many *BJC SportsWorks* visitors seemed to recognize the importance of increasing their exercise level, improving their eating habits, and losing weight. However, it is difficult to correlate these responses to experiences in the exhibition, since at least some visitors were asked to fill out the cards prior to entering the exhibition. In order for the Challenge Cards to be a more vital tool in encouraging visitors to make healthy lifestyle changes, the visitor should be able to keep the card or a portion of the card to remind them of the challenge they undertook. Simple suggestions of ways to follow through with the most common challenges could also be printed on the part of the card the visitor would keep.

The ScanTracks system offered visitors an appealing way to personalize their experience by tracking their data from several interactive exhibit elements. Usage of the keycards appeared to be rather high with the majority of those tracked and the majority of those interviewed attempting to scan their cards at the relevant exhibit elements. Usage of the system to actually view and track data online, however, was minimal, with relatively few visitors creating online profiles and the vast majority of them only being accessed one time. While the concept of the ScanTracks system is a good one, there is room for improvement. The process for successfully scanning the cards at exhibits needs to be clearly explained and consistently applied across all relevant exhibit elements. Too often visitors could not determine if they had successfully scanned their cards or were not aware at what point during the process of using an exhibit their card needed to be scanned in order for their data to be recorded. Additionally, the ability to track and view personal data online needs to be promoted more clearly, especially when the visitors receive the cards, to encourage more visitors to utilize this feature.

Appendix A - References

Serrell, B. (1998). Paying Attention: Visitors and Museum Exhibitions. Washington, DC:
American Association of Museums.

Appendix B - Tracking & Timing Data Collection Instruments

BJC SportsWorks Tracking Map

Tracking # _____
 Time Entered _____ AM PM
 Time Exited _____ AM PM
 Total Time _____

Gender
 1 male
 2 female

Age
 1 3-6
 2 7-10
 3 11-13
 4 14-17
 5 18-24
 6 25-34
 7 35-44
 8 45-54
 9 55-64
 10 65+

Race
 1 Caucasian
 2 Asian
 3 Hispanic
 4 African-American
 5 Other (specify)

Group Type
 1 alone
 2 two adults
 3 several adults
 4 tour group
 5 adults with children
 6 camp/school group
 7 two or more children

Crowding
 1 = Empty Gallery
 2 = A few folks roaming around.
 3 = Moderate crowd. Short wait at popular exhibits.
 4 = A few more crowded exhibits.
 5 = Severe crowd. Too congested, waiting at most every exhibit.

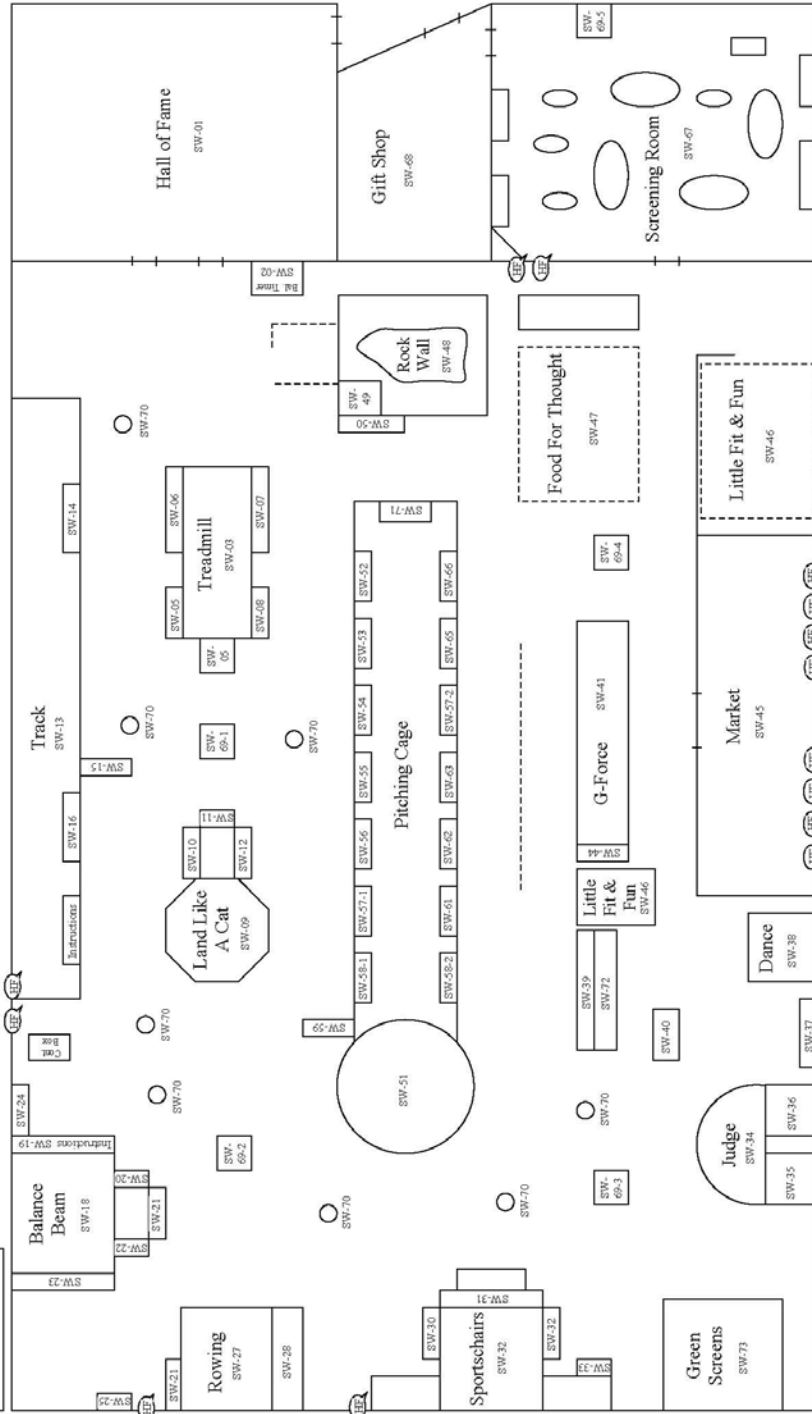
Notes:

Exhibit Condition:

BJC Health Facts: Y N

ScanTracks @: Life Clinic: Y N Track: Y N Pitching Cage: Y N Rowing: Y N Sportchairs: Y N G-Force: Y N

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Sports Works Tracking Map Key

SW-01	Hall of Fame	SW-34	You Be The Judge
SW-02	Balance Timer	SW-35	Tricks Of The Trade/You Be The Judge
SW-03	See Yourself Walk (Treadmill)	SW-36	New Scores For An Old Sport/You Be The Judge
SW-04	Bare Your Sole & Find Out!	SW-37	Judging Video Monitor
SW-05	Walking A Fine Line	SW-38	Dance Dance Revolution
SW-06	Try These Silly Walks	SW-39	Dress Up Skeleton Wall
SW-07	Take A Hike	SW-40	Bar Bells
SW-08	Race Walk & Leg Mechanics Video	SW-41	G-Force
SW-09	Land Like A Cat	SW-44	G-Force Video Monitor
SW-10	Measure The Speed Of Your Karate Chop	SW-45	The Supermarket
SW-11	Pole Vault Video	SW-46	Little Fit & Fun
SW-12	Why Is A Bone Like A Bridge?	SW-47	Food For Thought
SW-13	10 Meter Dash (Track)	SW-48	Vertical Rockwall
SW-14	You've Got The Bends?	SW-49	North & East Facing Climbing Video Monitors
SW-15	Track Video Monitor	SW-50	A Handful of Joints
SW-16	Ready, Stretch, Go!	SW-51	Baseball Pitch
SW-18	Balance Beam	SW-52	Can Your Bones Do The Twist
SW-19	Balance	SW-53	A Bat Is Born
SW-20	In Your Ear	SW-54	The Sweet Spot
SW-21	Rock In Your Head!	SW-55	Ball-istics
SW-22	Stand Like A Stork	SW-56	Say "Baseball"
SW-23	Hop 'Til You Drop!//Balance	SW-57-1&2	The Proper Grip
SW-24	Gymnastics Video Monitor	SW-58-1&2	Warm Up First!
SW-25	Rowing	SW-59	Baseball Video Monitor
SW-26	One Oar Two?	SW-61	Slow Arm-Fast Ball
SW-27	Rowing (Machine)	SW-62	Inside Information
SW-28	A Hull Lot Of Sense!	SW-63	You Dirty Bat
SW-29	Sportschair Race (Wheel Chairs)	SW-65	"Getting The Edge"
SW-30	Get Going	SW-66	Socket To Me!
SW-31	Text Panel Series, Sportschair Race, Front Shake This Ball, The Sport Of Healing, Remember The People Who Got Up...., Arms Plus Wheels Are Speedy!	SW-67	Screening Room
		SW-68	Gift Shop
		SW-69 -1 to 5	Life Clinic Station
		SW-70	Mannequin
SW-32	Your Moving Back	SW-71	Umpire's Mask
SW-33	Abilities Video Monitor	SW-72	Lockers
		SW-73	Green Screens

Protocol for Tracking in BJC SportsWorks July 2006 – March 2007

Tracking is a form of data collection where we unobtrusively observe how visitors move through a gallery space and use individual exhibit components. All relevant information, including the path the visitor takes, engagement time at individual exhibit elements, and demographic information is recorded on the tracking map. Following this observation with an interview provides richer data for understanding how visitors use and experience a given area.

1. Tools for tracking:

- Clipboard
- Tracking maps – be sure to familiarize yourself with the exhibition and the tracking map prior to doing your first track
- Pen
- Stopwatch – practice using the stopwatch prior to doing your first track
- Wristwatch or cell phone with accurate time, preferably digital; to record start and end times.

Informed Consent Signage:

Data collectors **MUST** place informed consent signage in the main lobby and in the Exploradome lobby on easels prior to beginning data collection. Data collectors **MUST retrieve both signs and both easels** at the conclusion of that day's data collection and return them to the R&E cubicles. The signs, which have the words "Evaluation Today!" at the top will be stored in one of the R&E cubicles, along with easels.

Placement for informed consent sign in main lobby: near the round concrete pillar, behind and to the left of the ticket sales kiosks (SW corner of lobby). The signs should face into the lobby, visible to visitors moving from the lobby to the area near the elevators, but not in the way of traffic flow.

Placement for informed consent sign in Exploradome lobby: on the tiled surface, just to the left of the top of the ramp from the main building. The sign should be facing visitors as they enter the dome from the revolving doors, but not in their walkway.

2. How to select a visitor to track:

Any Science Center visitor over the age of 3 may be tracked, however, they must be moving under their own power, not being carried or pushed in a stroller. Track only one individual in a group. Position yourself near the end of the track race, such that you can see the entrance into the Hall of Fame room, but are not actually in this room (unless it is too crowded to see individuals easily from this vantage point.) Select the third person to enter the exhibit. Start your stopwatch to begin to record their time in the Hall of Fame. Record their exhibit entry time, all demographic information, the crowding level in the exhibit, the date, and your initials. (Leave the track # blank.)

3. How to stay unobtrusive while tracking:

Once you have identified the individual you will track, you need to be able to watch their activity without them realizing you are watching them specifically. You do not need to move with them step for step. Keep your distance. You need to be able to see what they are doing, but you do not need to be close enough hear their conversation. You may move ahead of them or hang back behind them. Engage with an exhibit a little, watch people on the G-Force or Rock Wall. You will appear to be a staff person making notes about the exhibit.

If a visitor (even the one you are tracking) approaches you to ask what you are doing, explain simply that you are observing how people use the exhibits here. Do not identify whom you are tracking. If a visitor approaches you to ask for assistance, such as finding the exit or the restroom, be patient and helpful, but do not lose your track. If their question is more involved, refer them to one of the special exhibit staff or volunteers.

Dress code for tracking: Slacks (not jeans) and a plain polo shirt. Your Science Center photo ID badge should be visible, but do not wear your uniform shirt or large name badge (if you have one) for tracking. The idea is to be identifiable as a SLSC staff person, but not so obvious that visitors are constantly approaching you for assistance.

4. Recording the track:

a) Draw a line showing the pathway taken through the exhibit areas. Mark the line with directional arrows.

b) Each time the visitor stops at an exhibit (two feet planted), use the stopwatch to note the total time the exhibit holds their attention – this includes reading instructional or background text panels associated with the exhibit, doing the activity, engaging with another visitor who is doing the activity, even waiting in line to use the interactive portion of the exhibit. Record the stop time in MM:SS. **Circle the stop time and draw a line to touch the exhibit number.** The circle reflects the focus of the visitor’s attention more so than where his or her feet are actually planted. If they are at the exhibit, but not using it, looking at it, or waiting to use it, stop the count. If they return to their attention to the exhibit, resume the count.

If the person is actively watching other visitors (either from their own group or another group), but not otherwise engaged with exhibit (i.e. not doing the activity or reading the related background or instructional panel), mark a “W” next to the circled stop time. For example, watching someone climbing the rock wall would be a time noted with a “W”. Putting on the gear and climbing the rock wall would be simply a time. Watching a child play with the foam barbells would be recorded with a “W”. Actively engaging with the child as he/she plays with the barbells would just be the time.

If the person is watching an exhibit, but standing near it (i.e. watching the Rock Wall, but standing near the Track Wall or the Little Fit and Fun are), in addition to noting the stop time with a “W”, indicate the exhibit being watched.

If the person interacts with a staff member or volunteer during the stop time at an exhibit that **does not require** staff presence (i.e. **not** G-Force, Rock Wall or Food For Thought), place an “S” just outside the circled stop time.

If the stop time is a mix of “doing” the exhibit, watching someone else do it, and/or interacting with staff, record those activities as separate times.

If a visitor makes multiple, but separate, stops at the same exhibit, note those stops as individual stop times. This is also true if they use more than one of the Life Clinic stations. Each of those stations are identified on the map individually. Note stop times at each one independently. See note below about ScanTracks key cards.

If the trackee stops in the exhibition, but is not engaged with any exhibit element in any of the ways described above, it is not necessary to record this as a stop time. Note an occurrence like this in the notes section.

c) Use of ScanTracks Key Cards: Visitors have the option of scanning their ScanTracks key card at the following locations:

- Life Clinic stations (4 in the exhibit, 1 in the Screening Room)
- G-Force
- Pitching Cage
- Track Race
- Rowing Race
- Wheelchair/Sportschair Race

In some cases, such as at the G-Force, a staff person may assist in scanning the card. Above the map there is a space to note whether or not the trackee scanned their ScanTracks card at each of the six locations listed above. If the trackee had their card scanned at ANY Life Clinic station and/or at any of the interactive exhibit elements, circle the “Y” next the appropriate exhibit name. Even if they use an individual exhibit or the Life Clinic stations multiple times, but only scan their card during one of the uses, the “Y” for that exhibit should still be circled. At the end of the track, be sure to circle the “N” for any of the locations where they did not scan their card. If someone scans their card multiple times at the same exhibit or at multiple Life Clinic stations, it is not necessary to note the number of times, we are just interested in whether or not they scanned their card at each of the possible locations.

d) The Market: The market is a large space along the east wall of the exhibit. Due to the difficulty with remaining unobtrusive in this space, do not enter the market while your trackee is inside. You will be able to be generally aware of their actions in the Market, but it is not necessary to track their detailed movements in this space.

e) The Screening/Activity Room: (a.k.a Dome Rooms 1 & 2) This space includes a video, a number of books, several activities on the different “body tables”, and a Life Clinic health check station. At times, this space will also be used for Health Screenings (i.e. BJC staff doing cholesterol, blood pressure, etc. screenings) either for the public or for specific groups (arranged in advance). If a Health Screening is in progress during the track, note this in the notes section. Also note whether or not the screening event is open to the public. If your trackee enters this space and there are very few or no other visitors in the room with them, do not enter the room, as it will be too difficult to remain unobtrusive. Do your best to observe unobtrusively, what they are doing in the room – i.e. looking at books, doing the “body table” activities, using the Life Clinic station, etc – and record this in the notes section. However, it may be necessary to position yourself such that you can see both the west and south doors of the room, so you won’t miss them leaving the room. In this location, you will not be able to observe what they are doing in the room. The only time you need to record is the total time in the room.

f) Food For Thought seating area: Time spent in this area actually watching a show in progress or interacting with the activity on the counter, should be marked as a regular stop time. If the trackee is seated in this area when a show is not in progress and he/she is watching another exhibit, the time should be marked with a “W” and line drawn to the exhibit being watched. If the trackee is seated in this area resting or otherwise not engaged with any exhibit element, do not record a stop time. If they are using this area for something associated with a nearby exhibit – i.e. putting on shoes after playing in Little Fit and Fun – include that time as part of the overall engagement time with the nearby exhibit.

g) Health Facts signs: Throughout the exhibit there are “Health Facts” signs that look like a figure with a cartoon talk bubble. In many cases, these are incorporated into larger exhibit text panels, however some are stand-alone signs. The stand-alone signs are marked on the map. There are two by the track race, one by the rowing race, one by the wheelchair race, and eight in the market. If you observe your trackee reading any of these stand alone Health Fact signs, circle the “Y” in the BJC Health Facts section near the demographics. It is not necessary to record the time spent looking at individual Health Facts. If the trackee does not look at any of the Health Facts signs during the track, circle the “N” when the track is concluded.

h) The Notes section: In addition to the items noted previously, use the notes section to record anything that may help better explain the track, such as if the trackee left the exhibit to use the restroom and then returned. Note whether any exhibit was out of order or being serviced during the track. You might also want to make comments on the overall group interaction during the track.

i) Mannequins: The mannequins dressed in sports equipment are indicated on the map as exhibit SW-70. Approximate locations are shown on the map, however, the mannequins may be moved occasionally. If the trackee spends time examining a mannequin, note it as part of the track and use connect the time to the closest SW-70 exhibit.

j) Ending the track: When the visitor leaves the exhibition (note that time spent in the gift shop is included in the track), record the exit time and calculate the total time.

5. Interviews

At the conclusion of the track, approach the visitor you have tracked (if they meet the age selection criteria) and ask if they would be willing to talk with you briefly about the exhibit. While others in the group may certainly listen to the interview if they like, it is important that the responses you record be from the individual you tracked in the exhibit and not other group members.

a) Selection criteria: Only approach visitors age 14 and over. For those under 18, you'll need to ask for both their permission and that of the adult accompanying them.

d) Follow-up survey: We will be collecting feedback from visitors several months after their visit. If they are willing to be contacted, ask them which format would be preferable for them - telephone or email - and record the appropriate information or ask them to fill it out. Be certain to read the phone number aloud or spell the email aloud to them to ensure that it is correct and legible. (If you are writing it, be sure it is legible to someone else.)

e) If a visitor declines to answer a question, note that on the survey with an "R" by the item number.

f) Record your initials and the date on the top of the survey. Leave the ID# blank.

g) Don't forget to thank the visitor for their time!

6. Review your track and interview

Please review your tracks before you turn them in to make sure that the pathway is clearly marked and complete. Pretend you are looking at the map for the first time and have to follow the path of where this person went without having observed it.

Appendix C - Tracking & Timing Data

**Attraction & Holding Rankings – “Usage” Stops
(sorted by Attraction Rank)**

Exhibit Name	# of Tracked Stops	% of Trackees	Attraction Rank	Mean Engage Time	Median Engage Time	Holding Rank
SW01-Hall of Fame	56	94.9%	1	0:00:56	0:00:26	34
SW69-Life Clinic Stations - Combined	29	49.2%	2	0:03:35	0:02:40	10
SW02-Balance Timer	29	49.2%	2	0:01:17	0:00:58	22
SW34-You Be The Judge	28	47.5%	4	0:03:05	0:02:20	13
SW51-Baseball Pitch	27	45.8%	5	0:07:27	0:06:23	2
SW29-Sportschairs Race	27	45.8%	5	0:02:38	0:01:33	17
SW13-10 Meter Dash (Track)	25	42.4%	7	0:04:30	0:04:17	6
SW09-Land Like a Cat	25	42.4%	7	0:03:51	0:03:13	9
SW45-Supermarket	24	40.7%	9	0:06:27	0:04:25	5
SW10-Karate Chop	22	37.3%	10	0:01:23	0:01:02	20
SW48-Rockwall	20	33.9%	11	0:09:35	0:07:05	1
SW27-Rowing Race	20	33.9%	11	0:04:20	0:03:54	8
SW73-Green Screens (installed early Sept. 2006)	20	33.9%	11	0:03:05	0:02:36	12
SW18-Balance Beam	20	33.9%	11	0:02:03	0:01:57	14
SW68-Gift Shop (through end October 2006)	18	30.5%	15	0:01:44	0:01:20	19
SW56-Say 'Baseball'	18	30.5%	15	0:00:51	0:00:36	27
SW41-G-Force	17	28.8%	17	0:12:07	0:06:19	3
SW38-Dance Dance Revolution	17	28.8%	17	0:04:58	0:04:06	7
SW47-Food For Thought	17	28.8%	17	0:04:16	0:02:40	10
SW46-Little Fit and Fun	16	27.1%	20	0:05:43	0:05:44	4
SW54-The Sweet Spot	16	27.1%	20	0:00:46	0:00:31	30
SW58-Warm Up First	16	27.1%	20	0:00:27	0:00:21	38
SW57-The Proper Grip	14	23.7%	23	0:00:30	0:00:20	41
SW40-Bar Bells	13	22.0%	24	0:01:07	0:00:30	31
SW04-Bare Your Sole	13	22.0%	24	0:01:05	0:01:00	21
SW62-Inside Information	13	22.0%	24	0:00:22	0:00:11	56
SW31-Text Panels at Sportschairs	12	20.3%	27	0:00:26	0:00:13	52
SW70-Mannequins	12	20.3%	27	0:00:13	0:00:10	57
SW52-Can Your Bones Do the Twist	11	18.6%	29	0:00:36	0:00:21	38
SW53-A Bat is Born	11	18.6%	29	0:00:26	0:00:13	52
SW71-Umpire's Mask	11	18.6%	29	0:00:21	0:00:14	49
SW67-Screening Room	10	16.9%	32	0:02:18	0:01:40	16
SW63-You Dirty Bat	10	16.9%	32	0:00:49	0:00:36	27
SW50-Handful of Joints	10	16.9%	32	0:00:24	0:00:14	49
SW39-Skeleton Mirror Wall	9	15.3%	35	0:00:10	0:00:13	52
SW12-Why is Bone Like a Bridge	8	13.6%	36	0:00:21	0:00:14	49
SW20-In Your Ear	7	11.9%	37	0:00:27	0:00:27	33
SW55-Ball-istics	6	10.2%	38	0:00:37	0:00:20	41
SW05-Walk a Fine Line	6	10.2%	38	0:00:25	0:00:21	38
SW06-Try These Silly Walks	6	10.2%	38	0:00:16	0:00:09	59
SW36-New Scores/Old Sport	5	8.5%	41	0:03:12	0:01:57	14
SW03-Treadmill	5	8.5%	41	0:01:56	0:00:29	32
SW59-Baseball Video Monitor	5	8.5%	41	0:00:44	0:00:25	35

Exhibit Name	# of Tracked Stops	% of Trackees	Rank for Attraction	Mean Engage Time	Median Engage Time	Rank for Holding
SW66-Socket to Me	5	8.5%	41	0:00:19	0:00:10	57
SW21-Rock in Your Head	5	8.5%	41	0:00:17	0:00:18	47
SW72-Dress Up Lockers (installed early Sept. 2006)	4	6.8%	46	0:01:33	0:00:34	29
SW08-Race Walk/Leg Mechanics	4	6.8%	46	0:00:53	0:00:19	46
SW30-Get Going	4	6.8%	46	0:00:27	0:00:24	36
SW28-A Hull Lot of Sense	4	6.8%	46	0:00:23	0:00:24	36
SW11-Pole Vault Video	3	5.1%	50	0:01:23	0:00:56	24
SW35-Tricks of the Trade	3	5.1%	50	0:00:36	0:00:45	25
SW65-Getting the Edge	3	5.1%	50	0:00:28	0:00:20	41
SW07-Take a Hike	3	5.1%	50	0:00:19	0:00:20	41
SW33-Abilities Video Monitor	2	3.4%	54	0:00:58	0:00:58	22
SW22-Stand Like a Stork	2	3.4%	54	0:00:44	0:00:44	26
SW37-Judging Video Monitor	2	3.4%	54	0:00:20	0:00:20	41
SW14-Got the Bends	2	3.4%	54	0:00:05	0:00:05	61
SW32-Your Moving Back	2	3.4%	54	0:00:05	0:00:05	61
SW25-Rowing Panel	1	1.7%	59	0:01:27	0:01:27	18
SW61-Slow Arm, Fast Ball	1	1.7%	59	0:00:18	0:00:18	47
SW23-Hop 'til You Drop	1	1.7%	59	0:00:13	0:00:13	52
SW19-Balance Panel	1	1.7%	59	0:00:07	0:00:07	60
SW15-Track Video Monitor	1	1.7%	59	0:00:02	0:00:02	63
SW16-Ready, Stretch, Go	0	0.0%	64			64
SW24-Gymnastics Video Monitor	0	0.0%	64			64
SW26-One Oar Two	0	0.0%	64			64
SW44-G-Force Video Monitor	0	0.0%	64			64
SW49-Rockwall Monitors (2)	0	0.0%	64			64

**Attraction & Holding Rankings – “Watching” Stops
(sorted by Attraction Rank)**

Exhibit Name	# of Tracked Watches	% of Trackees	Attraction Rank	Mean Engage Time	Median Engage Time	Holding Rank
SW48-Rockwall	42	71.2%	1	0:05:52	0:01:46	6
SW51-Baseball Pitch	40	67.8%	2	0:03:29	0:02:13	3
SW41-G-Force	39	66.1%	3	0:05:37	0:02:47	1
SW13-10 Meter Dash (Track)	31	52.5%	4	0:01:52	0:01:12	10
SW09-Land Like a Cat	28	47.5%	5	0:01:50	0:01:06	11
SW18-Balance Beam	20	33.9%	6	0:01:37	0:01:17	9
SW69-Life Clinics Combined	19	32.2%	7	0:02:04	0:01:40	7
SW38-Dance Dance Revolution	19	32.2%	7	0:01:33	0:00:55	14
SW27-Rowing Race	19	32.2%	7	0:01:44	0:00:43	17
SW73-Green Screens (installed early Sept. 2006)	18	30.5%	10	0:01:56	0:01:01	13
SW29-Sportschairs Race	14	23.7%	11	0:01:14	0:01:02	12
SW02-Balance Timer	13	22.0%	12	0:01:11	0:00:43	17
SW04-Bare Your Sole	9	15.3%	13	0:00:54	0:00:41	19
SW10-Karate Chop	9	15.3%	13	0:00:25	0:00:20	26
SW34-You Be The Judge	6	10.2%	15	0:01:26	0:00:29	23
SW47-Food For Thought	6	10.2%	15	0:00:22	0:00:10	29
SW46-Little Fit and Fun	4	6.8%	17	0:02:42	0:01:53	5
SW45-Supermarket	4	6.8%	17	0:00:56	0:00:55	14
SW40-Bar Bells	3	5.1%	19	0:00:43	0:00:49	16
SW71-Umpire's Mask	3	5.1%	19	0:00:25	0:00:29	23
SW54-The Sweet Spot	2	3.4%	21	0:00:12	0:00:12	27
SW21-Rock in Your Head	2	3.4%	21	0:00:08	0:00:08	30
SW39-Skeleton Mirror Wall	2	3.4%	21	0:00:04	0:00:04	31
SW30-Get Going	1	1.7%	24	0:02:43	0:02:43	2
SW03-Treadmill	1	1.7%	24	0:01:56	0:01:56	4
SW35-Tricks of the Trade	1	1.7%	24	0:01:23	0:01:23	8
SW72-Dress Up Lockers (installed early Sept. 2006)	1	1.7%	24	0:00:41	0:00:41	19
SW05-Walk a Fine Line	1	1.7%	24	0:00:37	0:00:37	21
SW62-Inside Information	1	1.7%	24	0:00:35	0:00:35	22
SW36-New Scores/Old Sport	1	1.7%	24	0:00:23	0:00:23	25
SW70-Mannequins	1	1.7%	24	0:00:12	0:00:12	27
SW57-The Proper Grip	1	1.7%	24	0:00:04	0:00:04	31
SW06-Try These Silly Walks	1	1.7%	24	0:00:01	0:00:01	33
SW07-Take a Hike	0	0.0%	34			34
SW08-Race Walk/Leg Mechanics	0	0.0%	34			34
SW12-Why is Bone Like a Bridge	0	0.0%	34			34
SW14-Got the Bends	0	0.0%	34			34
SW16-Ready, Stretch, Go	0	0.0%	34			34
SW19-Balance Panel	0	0.0%	34			34
SW20-In Your Ear	0	0.0%	34			34
SW22-Stand Like a Stork	0	0.0%	34			34
SW23-Hop 'til You Drop	0	0.0%	34			34
SW25-Rowing Panel	0	0.0%	34			34

Exhibit Name	# of Tracked Watches	% of Trackees	Attraction Rank	Mean Engage Time	Median Engage Time	Holding Rank
SW26-One Oar Two	0	0.0%	34			34
SW28-A Hull Lot of Sense	0	0.0%	34			34
SW31-Text Panels at Sportschairs	0	0.0%	34			34
SW32-Your Moving Back	0	0.0%	34			34
SW50-Handful of Joints	0	0.0%	34			34
SW52-Can Your Bones Do the Twist	0	0.0%	34			34
SW53-A Bat is Born	0	0.0%	34			34
SW55-Ball-istics	0	0.0%	34			34
SW56-Say 'Baseball'	0	0.0%	34			34
SW58-Warm Up First	0	0.0%	34			34
SW61-Slow Arm, Fast Ball	0	0.0%	34			34
SW63-You Dirty Bat	0	0.0%	34			34
SW65-Getting the Edge	0	0.0%	34			34
SW66-Socket to Me	0	0.0%	34			34
SW67-Screening Room	0	0.0%	34			34

**Attraction & Holding Rankings – “Usage” Stops
(sorted by Holding Rank)**

Exhibit Name	Median Engage Time	Mean Engage Time	Shortest Engage Time	Longest Engage Time	Standard Deviation	Holding Rank	# of Tracked Stops	Attraction Rank
SW48-Rockwall	0:07:05	0:09:35	0:00:50	0:38:14	0:08:10	1	20	11
SW51-Baseball Pitch	0:06:23	0:07:27	0:01:03	0:31:20	0:06:21	2	27	5
SW41-G-Force	0:06:19	0:12:07	0:00:14	0:31:29	0:12:03	3	17	17
SW46-Little Fit and Fun	0:05:44	0:05:43	0:00:08	0:15:54	0:04:35	4	16	20
SW45-Supermarket	0:04:25	0:06:27	0:00:10	0:28:14	0:06:48	5	24	9
SW13-10 Meter Dash (Track)	0:04:17	0:04:30	0:01:02	0:09:22	0:02:20	6	25	7
SW38-Dance Dance Revolution	0:04:06	0:04:58	0:00:21	0:10:53	0:03:13	7	17	17
SW27-Rowing Race	0:03:54	0:04:20	0:00:37	0:09:24	0:02:24	8	20	11
SW09-Land Like a Cat	0:03:13	0:03:51	0:00:28	0:09:28	0:02:23	9	25	7
SW69-Life Clinic Stations - Combined	0:02:40	0:03:35	0:00:05	0:11:31	0:03:18	10	29	2
SW47-Food For Thought	0:02:40	0:04:16	0:00:10	0:17:25	0:04:51	10	17	17
SW73-Green Screens (installed early Sept. 2006)	0:02:36	0:03:05	0:00:38	0:10:11	0:02:12	12	20	11
SW34-You Be The Judge	0:02:20	0:03:05	0:00:10	0:15:37	0:03:16	13	28	4
SW18-Balance Beam	0:01:57	0:02:03	0:00:23	0:04:50	0:01:11	14	20	11
SW36-New Scores/Old Sport	0:01:57	0:03:12	0:00:03	0:08:16	0:03:29	14	5	41
SW67-Screening Room	0:01:40	0:02:18	0:00:07	0:06:25	0:01:59	16	10	32
SW29-Sportschairs Race	0:01:33	0:02:38	0:00:37	0:09:45	0:02:12	17	27	5
SW25-Rowing Panel	0:01:27	0:01:27	0:01:27	0:01:27		18	1	59
SW68-Gift Shop (through end October 2006)	0:01:20	0:01:44	0:00:04	0:06:00	0:01:36	19	18	15
SW10-Karate Chop	0:01:02	0:01:23	0:00:03	0:09:32	0:01:57	20	22	10
SW04-Bare Your Sole	0:01:00	0:01:05	0:00:06	0:03:05	0:00:53	21	13	24
SW02-Balance Timer	0:00:58	0:01:17	0:00:10	0:11:02	0:01:58	22	29	2
SW33-Abilities Video Monitor	0:00:58	0:00:58	0:00:13	0:01:43	0:01:03	22	2	54
SW11-Pole Vault Video	0:00:56	0:01:23	0:00:38	0:02:35	0:01:03	24	3	50
SW35-Tricks of the Trade	0:00:45	0:00:36	0:00:12	0:00:52	0:00:21	25	3	50
SW22-Stand Like a Stork	0:00:44	0:00:44	0:00:13	0:01:16	0:00:44	26	2	54
SW56-Say 'Baseball'	0:00:36	0:00:51	0:00:09	0:02:59	0:00:49	27	18	15
SW63-You Dirty Bat	0:00:36	0:00:49	0:00:05	0:02:12	0:00:45	27	10	32
SW72-Dress Up Lockers (installed early Sept. 2006)	0:00:34	0:01:33	0:00:19	0:04:48	0:02:10	29	4	46
SW54-The Sweet Spot	0:00:31	0:00:46	0:00:07	0:03:41	0:00:51	30	16	20
SW40-Bar Bells	0:00:30	0:01:07	0:00:06	0:07:53	0:02:04	31	13	24
SW03-Treadmill	0:00:29	0:01:56	0:00:02	0:08:23	0:03:36	32	5	41
SW20-In Your Ear	0:00:27	0:00:27	0:00:03	0:01:15	0:00:24	33	7	37
SW01-Hall of Fame	0:00:26	0:00:56	0:00:05	0:04:10	0:01:02	34	56	1
SW59-Baseball Video Monitor	0:00:25	0:00:44	0:00:05	0:02:27	0:00:58	35	5	41
SW30-Get Going	0:00:24	0:00:27	0:00:17	0:00:42	0:00:11	36	4	46
SW28-A Hull Lot of Sense	0:00:24	0:00:23	0:00:03	0:00:41	0:00:17	36	4	46
SW58-Warm Up First	0:00:21	0:00:27	0:00:02	0:01:16	0:00:20	38	16	20
SW52-Can Your Bones Do the Twist	0:00:21	0:00:36	0:00:05	0:01:36	0:00:33	38	11	29
SW05-Walk a Fine Line	0:00:21	0:00:25	0:00:14	0:00:45	0:00:11	38	6	38
SW57-The Proper Grip	0:00:20	0:00:30	0:00:03	0:01:15	0:00:23	41	14	23
SW55-Ball-istics	0:00:20	0:00:37	0:00:05	0:02:23	0:00:52	41	6	38

Exhibit Name	Median Engage Time	Mean Engage Time	Shortest Engage Time	Longest Engage Time	Standard Deviation	Holding Rank	# of Tracked Stops	Attraction Rank
SW65-Getting the Edge	0:00:20	0:00:28	0:00:12	0:00:52	0:00:21	41	3	50
SW07-Take a Hike	0:00:20	0:00:19	0:00:11	0:00:27	0:00:08	41	3	50
SW37-Judging Video Monitor	0:00:20	0:00:20	0:00:06	0:00:35	0:00:20	41	2	54
SW08-Race Walk/Leg Mechanics	0:00:19	0:00:53	0:00:08	0:02:47	0:01:16	46	4	46
SW21-Rock in Your Head	0:00:18	0:00:17	0:00:03	0:00:29	0:00:09	47	5	41
SW61-Slow Arm, Fast Ball	0:00:18	0:00:18	0:00:18	0:00:18		47	1	59
SW71-Umpire's Mask	0:00:14	0:00:21	0:00:02	0:01:03	0:00:21	49	11	29
SW50-Handful of Joints	0:00:14	0:00:24	0:00:04	0:01:20	0:00:25	49	10	32
SW12-Why is Bone Like a Bridge	0:00:14	0:00:21	0:00:02	0:01:12	0:00:22	49	8	36
SW31-Text Panels at Sportschairs	0:00:13	0:00:26	0:00:03	0:01:07	0:00:24	52	12	27
SW53-A Bat is Born	0:00:13	0:00:26	0:00:01	0:01:33	0:00:30	52	11	29
SW39-Skeleton Mirror Wall	0:00:13	0:00:10	0:00:02	0:00:15	0:00:05	52	9	35
SW23-Hop 'til You Drop	0:00:13	0:00:13	0:00:13	0:00:13		52	1	59
SW62-Inside Information	0:00:11	0:00:22	0:00:02	0:01:15	0:00:22	56	13	24
SW70-Mannequins	0:00:10	0:00:13	0:00:02	0:01:07	0:00:17	57	12	27
SW66-Socket to Me	0:00:10	0:00:19	0:00:05	0:00:50	0:00:18	57	5	41
SW06-Try These Silly Walks	0:00:09	0:00:16	0:00:01	0:00:57	0:00:20	59	6	38
SW19-Balance Panel	0:00:07	0:00:07	0:00:07	0:00:07		60	1	59
SW14-Got the Bends	0:00:05	0:00:05	0:00:03	0:00:08	0:00:03	61	2	54
SW32-Your Moving Back	0:00:05	0:00:05	0:00:05	0:00:06	0:00:00	61	2	54
SW15-Track Video Monitor	0:00:02	0:00:02	0:00:02	0:00:02		63	1	59
SW16-Ready, Stretch, Go						64	0	64
SW24-Gymnastics Video Monitor						64	0	64
SW26-One Oar Two						64	0	64
SW44-G-Force Video Monitor						64	0	64
SW49-Rockwall Monitors (2)						64	0	64

**Attraction & Holding Rankings – “Watching” Stops
(sorted by Holding Rank)**

Exhibit Name	Median Engage Time	Mean Engage Time	Shortest Engage Time	Longest Engage Time	Standard Deviation	Holding Rank	# of Tracked Watches	% of Trackees	Attraction Rank
SW41-G-Force	0:02:47	0:05:37	0:00:07	0:29:40	0:07:39	1	39	66.1%	3
SW30-Get Going	0:02:43	0:02:43	0:02:43	0:02:43		2	1	1.7%	24
SW51-Baseball Pitch	0:02:13	0:03:29	0:00:04	0:12:59	0:03:34	3	40	67.8%	2
SW03-Treadmill	0:01:56	0:01:56	0:01:56	0:01:56		4	1	1.7%	24
SW46-Little Fit and Fun	0:01:53	0:02:42	0:00:26	0:06:36	0:02:52	5	4	6.8%	17
SW48-Rockwall	0:01:46	0:05:52	0:00:04	1:25:15	0:13:23	6	42	71.2%	1
SW69-Life Clinics Combined	0:01:40	0:02:04	0:00:11	0:07:35	0:01:46	7	19	32.2%	7
SW35-Tricks of the Trade	0:01:23	0:01:23	0:01:23	0:01:23		8	1	1.7%	24
SW18-Balance Beam	0:01:17	0:01:37	0:00:08	0:04:41	0:01:28	9	20	33.9%	6
SW13-10 Meter Dash (Track)	0:01:12	0:01:52	0:00:01	0:09:43	0:02:02	10	31	52.5%	4
SW09-Land Like a Cat	0:01:06	0:01:50	0:00:04	0:06:48	0:01:49	11	28	47.5%	5
SW29-Sportschairs Race	0:01:02	0:01:14	0:00:04	0:03:01	0:00:54	12	14	23.7%	11
SW73-Green Screens (installed early Sept. 2006)	0:01:01	0:01:56	0:00:03	0:07:44	0:02:08	13	18	30.5%	10
SW38-Dance Dance Revolution	0:00:55	0:01:33	0:00:01	0:06:33	0:01:48	14	19	32.2%	7
SW45-Supermarket	0:00:55	0:00:56	0:00:30	0:01:23	0:00:27	14	4	6.8%	17
SW40-Bar Bells	0:00:49	0:00:43	0:00:20	0:01:00	0:00:20	16	3	5.1%	19
SW27-Rowing Race	0:00:43	0:01:44	0:00:04	0:08:29	0:02:07	17	19	32.2%	7
SW02-Balance Timer	0:00:43	0:01:11	0:00:07	0:03:03	0:00:58	17	13	22.0%	12
SW04-Bare Your Sole	0:00:41	0:00:54	0:00:10	0:03:20	0:01:00	19	9	15.3%	13
SW72-Dress Up Lockers (installed early Sept. 2006)	0:00:41	0:00:41	0:00:41	0:00:41		19	1	1.7%	24
SW05-Walk a Fine Line	0:00:37	0:00:37	0:00:37	0:00:37		21	1	1.7%	24
SW62-Inside Information	0:00:35	0:00:35	0:00:35	0:00:35		22	1	1.7%	24
SW34-You Be The Judge	0:00:29	0:01:26	0:00:17	0:04:59	0:01:52	23	6	10.2%	15
SW71-Umpire's Mask	0:00:29	0:00:25	0:00:14	0:00:34	0:00:10	23	3	5.1%	19
SW36-New Scores/Old Sport	0:00:23	0:00:23	0:00:23	0:00:23		25	1	1.7%	24
SW10-Karate Chop	0:00:20	0:00:25	0:00:02	0:01:07	0:00:20	26	9	15.3%	13
SW54-The Sweet Spot	0:00:12	0:00:12	0:00:07	0:00:17	0:00:07	27	2	3.4%	21
SW70-Mannequins	0:00:12	0:00:12	0:00:12	0:00:12		27	1	1.7%	24
SW47-Food For Thought	0:00:10	0:00:22	0:00:05	0:01:16	0:00:26	29	6	10.2%	15
SW21-Rock in Your Head	0:00:08	0:00:08	0:00:06	0:00:10	0:00:02	30	2	3.4%	21
SW39-Skeleton Mirror Wall	0:00:04	0:00:04	0:00:03	0:00:06	0:00:02	31	2	3.4%	21
SW57-The Proper Grip	0:00:04	0:00:04	0:00:04	0:00:04		31	1	1.7%	24
SW06-Try These Silly Walks	0:00:01	0:00:01	0:00:01	0:00:01		33	1	1.7%	24
SW07-Take a Hike						34	0	0.0%	34
SW08-Race Walk/Leg Mechanics						34	0	0.0%	34
SW12-Why is Bone Like a Bridge						34	0	0.0%	34
SW14-Got the Bends						34	0	0.0%	34
SW16-Ready, Stretch, Go						34	0	0.0%	34
SW19-Balance Panel						34	0	0.0%	34
SW20-In Your Ear						34	0	0.0%	34
SW22-Stand Like a Stork						34	0	0.0%	34
SW23-Hop 'til You Drop						34	0	0.0%	34

Exhibit Name	Median Engage Time	Mean Engage Time	Shortest Engage Time	Longest Engage Time	Standard Deviation	Holding Rank	# of Tracked Watches	% of Trackees	Attraction Rank
SW25-Rowing Panel						34	0	0.0%	34
SW26-One Oar Two						34	0	0.0%	34
SW28-A Hull Lot of Sense						34	0	0.0%	34
SW31-Text Panels at Sportschairs						34	0	0.0%	34
SW32-Your Moving Back						34	0	0.0%	34
SW50-Handful of Joints						34	0	0.0%	34
SW52-Can Your Bones Do the Twist						34	0	0.0%	34
SW53-A Bat is Born						34	0	0.0%	34
SW55-Ball-istics						34	0	0.0%	34
SW56-Say 'Baseball'						34	0	0.0%	34
SW58-Warm Up First						34	0	0.0%	34
SW61-Slow Arm, Fast Ball						34	0	0.0%	34
SW63-You Dirty Bat						34	0	0.0%	34
SW65-Getting the Edge						34	0	0.0%	34
SW66-Socket to Me						34	0	0.0%	34
SW67-Screening Room						34	0	0.0%	34

Appendix D - Challenge Card, Interview Forms, & Online Survey Instruments

Challenge Card

Take the CHALLENGE!

Great Ideas for a Healthier You!

- Stop Smoking
- Increase My Exercise Level
- Improve My Eating Habits
- Lose Weight (10 Pounds Matters)
- Know My Health Stats

HERE IS MY PERSONAL GOAL TOWARD A HEALTHIER LIFESTYLE.

Turn in this Challenge Card at the exhibition or by mail to be eligible for weekly prize offerings. Winners will be selected at random and be notified of their selection.

Achieved Your Goal?

Come back and let us know and...

- Add your name to the Take the Challenge honor roll in BJC SportsWorks.
- Be eligible for additional prize drawings during the run of the exhibition.

FIRST NAME _____ AGE _____

ADDRESS _____

E-MAIL _____

BJC SportsWorks Exit Survey

Date _____

Interview end time _____ AM / PM

Interviewer Initials _____

1) How would you rate *BJC SportsWorks* overall? (Check ONE)

- 1 – Disappointing
- 2 - Okay
- 3 - Good
- 4 – Excellent

2) **Including today**, how many times have you been to the BJC SportsWorks exhibit? _____

3) About how long did you spend in *BJC SportsWorks* today? (Check one)

- 1) less than 30 minutes
- 2) 30 min. – 1 hour
- 3) 1 – 1½ hours
- 4) 1½ - 2 hours
- 5) more than 2 hours

4) Prior to coming to BJC SportsWorks, what did you expect to see or experience in the exhibit?

(Ask open ended; check relevant responses, use responses as probes, if necessary)

- Sports-related activities
- Exhibits about health
- Exhibits about nutrition
- Sports memorabilia
- Activities for kids
- Activities for adults
- Other _____

5) What made you decide to come to BJC SportsWorks today?

(Ask open ended; check relevant responses, use responses as probes, if necessary)

- Something for kids
- Saw an advertisement
- Looked fun
- Had a coupon
- Friend suggested
- Staff suggested
- Saw it onsite
- Been to SportsWorks before
- Enjoyed other SLSC exhibits
- Interested in health/nutrition
- Like sports
- Interest in physical fitness
- Other: _____

6) How would you describe the main message of this exhibit?

7) What was the highlight of your experience in *BJC SportsWorks*? Why?

8) What suggestions do you have for improvements to *BJC SportsWorks*?

9) How likely is it that you will return to *BJC SportsWorks*? (Check ONE)

- 1 - Very Unlikely
- 2 - Somewhat Unlikely
- 3 - Somewhat Likely
- 4 - Very Likely

10) Did you, or others in your group, scan your ScanTracks key card in the exhibit today? 0) No (go to #11) 1) Yes (ask a,b,c)

a) At which exhibits did you scan your key card? (Check ALL that apply)

- 1) Interactive exhibits (G-Force, pitching cage, track race, sportschair race, rowing race)
- 2) Life Clinic stations (Blood pressure, pulse, weight, etc.)

b) Are you aware that you can review your ScanTracks data from the Science Center’s website?

- 0) No
- 1) Yes

c) Do you plan to go to the Science Center’s ScanTracks website to review your data online?

(Check ONE)

- 0) No
- 1) Yes (and haven’t been to the site previously)
- 2) Maybe
- 3) Already created an online profile after a previous visit to BJC SportsWorks

11) Would you say that in general your health is: (Check ONE)

- 1 – Excellent
- 2 – Very Good
- 3 – Good
- 4 - Fair
- 5 – Poor
- 7 – Not sure/Don’t know

12) To what extent does your experience in *BJC SportsWorks* inspire you to make healthier lifestyle choices for yourself? (Check ONE)

- 1 – Not at all
- 2 – Only a little
- 3 – Somewhat
- 4 - Very much

13) In which of these health-related areas would you most like to improve? (Check ALL that apply)

- Weight management
- Nutrition
- Stress reduction
- Smoking cessation
- Exercise
- Other _____

14) How many servings of fruits and vegetables does the Food and Drug Administration recommend we eat daily? (Check ONE)

- 0
- 3
- 5
- 7
- 10

15) What is considered a healthy Body Mass Index (BMI) for adults? (Check ONE – only read number responses aloud)
 15 20 25 30 35 Don't know

16) How much exercise is recommended for adults for a healthy lifestyle? (Check ONE)
 1) 10 minutes a day/3 times a week 3) 30 minutes a day/almost every day
 2) 30 minutes a day/3 times a week 4) 60 minutes a day/almost every day

17) This next question pertains to moderate physical activity. These activities cause small increases in breathing or heart rate (e.g. brisk walking, bicycling, vacuuming, gardening). On average, how many days per week do you get at least 30 minutes of moderate exercise?
_____ days per week 7) Don't know / not sure

18) In the next 30 days, do you intend to exercise more, less, or about the same as you did in the past 30 days? (Check ONE)
 1) Exercise more 2) Exercise the same amount 3) Exercise less

19) How many servings of fruits and vegetables do you usually eat each day? (Check ONE)
 1) Less than 5 (ask 19a) 2) 5 or more (ask 19b)

a) Do you intend to start eating 5 or more servings of fruits and vegetables a day in the next 6 months? (Check ONE)
 1) Yes, I intend to in the NEXT SIX MONTHS 2) Yes, I intend to in the NEXT 30 DAYS
 0) No, and I do NOT intend to in the NEXT SIX MONTHS

b) For what length of time have you been eating 5 or more servings of fruits and vegetables? (Check ONE)
 1) Less than 6 months 2) More than 6 months

20) The SportsWorks Exhibit is sponsored by the St. Louis Science Center and BJC Healthcare. Please let us know your opinion of BJC Healthcare by responding to the following item:

To what extent do you agree with the following statement: "BJC HealthCare gives back to the community." (Check ONE)
 6 – Strongly Agree 5 – Agree 4 – Slightly Agree 3 – Slightly disagree 2 – Disagree 1 – Strongly Disagree
 0 – NA – not familiar with BJC

21) Which of the following best describes the group you are with today? (Check ONE)
 1) alone 2) two adults 3) three or more adults 4) tour group 5) adults with children 6) school group

22) Please stop me when I get to the category that contains your age: (Check ONE)
 0) under 18 1) 18-24 2) 25-34 3) 35-44 4) 45-54 5) 55-64 6) 65 or more

23) Are you currently a St. Louis Science Center Member? 1) Yes 0) No

24) What is your ZIP code? _____

25) As a tax-supported institution, we report information about our audiences' ethnicities. How would you prefer that we record your ethnicity? (Check ONE)

1) Caucasian 2) Asian 3) Hispanic 4) African-American 5) Other _____

26) Gender: (Observe, don't ask) 1) Male 2) Female

We would like to get in touch with visitors again in about 2-4 months to gather some additional feedback about the BJC SportsWorks exhibit, either by telephone or email. Contact information provided for this purpose will remain confidential and will only be used in relation to evaluation of the BJC SportsWorks exhibit.

Would you be willing to participate in the follow-up survey?

No
 Yes Name _____

Please contact me via: Email _____ Phone (_____) _____

Best time to call: _____

BJC SportsWorks Challenge Card Follow-up Survey

Welcome

About three months ago you visited BJC SportsWorks at the Saint Louis Science Center and completed a Challenge Card. Thank you for participating in this brief follow-up survey, which will take approximately 5 minutes to complete. Please be assured that all information is confidential and will only be used in group analyses.

Would you say that in general your health is:

- Excellent Very Good Good Fair Poor Don't Know

Exercise and Physical Activity

These questions pertain to moderate physical activity. These activities cause small increases in breathing or heart rate (e.g. brisk walking, bicycling, vacuuming, gardening).

On average, how many days per week do you get at least 30 minutes of moderate exercise?

- 0 1 2 3 4 5 6 7 Don't know

In the next 30 days do you intend to _____ than you did in the past 30 days?

- exercise more
 exercise the same amount
 exercise less
 Don't know

Nutrition

How many servings of fruits and vegetables do you usually eat each day?

- Less than 5
 5 or more
 Don't know

Fruits and vegetables follow up 1

Do you intend to start eating 5 or more servings of fruits and vegetables a day in the next 6 months?

- No, I do NOT intend to in the NEXT SIX MONTHS
- Yes, I intend to in the NEXT SIX MONTHS
- Yes, I intend to in the NEXT 30 DAYS
- Don't know

Fruits and vegetables follow-up 2

Have you been eating 5 or more servings of fruit and vegetables a day for more than 6 months?

- Less than 6 months
- More than 6 months
- Don't know

Nutrition, continued

These next questions are about the foods you usually eat or drink. Please indicate how often you eat or drink each one. Remember, we are only interested in the foods *you* eat. Include all foods *you* eat, both at home and away from home.

How many days per week do you drink fruit juices such as orange, grapefruit, or tomato?

- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- Don't know

Not counting juice, how many days per week do you eat fruit?

- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- Don't know

How many days per week do you eat green salad?

- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- Don't know

How many days per week do you eat potatoes not including French fries, fried potatoes, or potato chips?

BJC SportsWorks Challenge Card Follow-up Survey

0 1 2 3 4 5 6 7 Don't know

How many days per week do you eat carrots?

0 1 2 3 4 5 6 7 Don't know

Not counting carrots, potatoes, or salad, how many servings of vegetables do you eat per week? (For example, a serving of vegetables at both lunch and dinner would be two servings.)

0 1-5 6-10 11-15 16-20 21 or more Don't know

Meeting your SporksWorks Challenge

In your opinion, how much progress have you made toward achieving the goal you set with the Challenge Card?

I have not made any progress yet toward achieving my goal.

I have made small steps toward achieving my goal.

I have made a lot of progress toward achieving my goal.

BJC HealthCare

The BJC SportsWorks Exhibit is sponsored by the Saint Louis Science Center and BJC HealthCare. Please let us know your opinion of BJC HealthCare by responding to the following item.

To what degree do you agree with this statement?

BJC HealthCare gives back to the community.

Strongly Disagree Disagree Slightly Disagree Slightly Agree Agree Strongly Agree No opinion

Demographics

Demographics collected here will be used for group analyses only. No individual data will be shared.

Are you...

Male

Female

How old are you?

18-24

25-34

35-44

45-54

55-64

65+

Which of the following best describes your ethnicity?

Caucasian

Asian

Hispanic

African-American

Other (please specify)

Thank you!

That completes the survey. Thanks for your time!

Introduction

Between June 2006 and March 2007, you visited the BJC SportsWorks exhibit at the Saint Louis Science Center and completed a Challenge Card.

Now that some time has passed, we'd like to follow-up with you about the exhibit. Thank you for participating in this brief survey, which will take approximately 5 minutes to complete. Please be assured that all information is confidential and will only be used in group analyses.

Visiting BJC SportsWorks

How many times did you visit the BJC SportsWorks exhibit at the Saint Louis Science Center?

- Just once
- 2-4 times
- 5 or more times

During which month(s) did you visit BJC SportsWorks? (please check all that apply)

- June 2006
- July 2006
- August 2006
- September 2006
- October 2006
- November 2006
- December 2006
- January 2007
- Feb 2007

With whom did you visit BJC SportsWorks?

- By myself
- With one other adult
- With a group of several adults
- With a school, camp, or tour group
- With family/friends, in a group that included children (under age 18)
- I visited multiple times with different groups, sometimes with just adults, other times in a group that included children.

How would you describe the main message of the BJC SportsWorks exhibit?

What was the most memorable aspect of your experience in BJC SportsWorks?

What suggestions do you have to improve BJC SportsWorks?

To what extent did your experience in BJC SportsWorks affect your knowledge or attitude about each of the following...

	Not at all	Only a little	Some	Significantly
Physical fitness	jn	jn	jn	jn
Nutrition	jn	jn	jn	jn
Your own health	jn	jn	jn	jn
Health of loved ones	jn	jn	jn	jn

Comments:

How would you rate BJC SportsWorks overall?

- jn Disappointing
- jn Okay
- jn Good
- jn Excellent

If the BJC SportsWorks exhibit were to be available again in the St. Louis area, how likely would you be to visit the exhibit again?

- jn Very unlikely
- jn Somewhat unlikely
- jn Somewhat likely
- jn Very likely

Please explain your rating...

General Health

Would you say that in general your health is:

- Excellent Very Good Good Fair Poor Don't Know

Exercise and Physical Activity

These questions pertain to moderate physical activity. These activities cause small increases in breathing or heart rate (e.g. brisk walking, bicycling, vacuuming, gardening).

On average, how many days per week do you get at least 30 minutes of moderate exercise?

- 0 1 2 3 4 5 6 7 Don't know

In the next 30 days do you intend to _____ than you did in the past 30 days?

- exercise more
 exercise the same amount
 exercise less
 Don't know

Nutrition

How many servings of fruits and vegetables do you usually eat each day?

- Less than 5
 5 or more
 Don't know

Fruits and vegetables follow up 1

Do you intend to start eating 5 or more servings of fruits and vegetables a day in the next 6 months?

- No, I do NOT intend to in the NEXT SIX MONTHS
 Yes, I intend to in the NEXT SIX MONTHS
 Yes, I intend to in the NEXT 30 DAYS
 Don't know

Fruits and vegetables follow-up 2

Have you been eating 5 or more servings of fruit and vegetables a day for more than 6 months?

Less than 6 months

More than 6 months

Don't know

Nutrition, continued

These next questions are about the foods you usually eat or drink. Please indicate how often you eat or drink each one. Remember, we are only interested in the foods *you* eat. Include all foods *you* eat, both at home and away from home.

How many days per week do you drink fruit juices such as orange, grapefruit, or tomato?

0 1 2 3 4 5 6 7 Don't know

Not counting juice, how many days per week do you eat fruit?

0 1 2 3 4 5 6 7 Don't know

How many days per week do you eat green salad?

0 1 2 3 4 5 6 7 Don't know

How many days per week do you eat potatoes not including French fries, fried potatoes, or potato chips?

0 1 2 3 4 5 6 7 Don't know

How many days per week do you eat carrots?

0 1 2 3 4 5 6 7 Don't know

BJC SportsWorks Challenge Card Follow-up

Not counting carrots, potatoes, or salad, how many servings of vegetables do you eat per week? (For example, a serving of vegetables at both lunch and dinner would be two servings.)

0

1-5

6-10

11-15

16-20

21 or more

Don't know

Meeting your SporksWorks Challenge

In your opinion, how much progress have you made toward achieving the goal you set with the Challenge Card?

I have not made any progress yet toward achieving my goal.

I have made small steps toward achieving my goal.

I have made a lot of progress toward achieving my goal.

BJC HealthCare

The BJC SportsWorks Exhibit is sponsored by the Saint Louis Science Center and BJC HealthCare. Please let us know your opinion of BJC HealthCare by responding to the following item.

To what degree do you agree with this statement?

BJC HealthCare gives back to the community.

Strongly Disagree

Disagree

Slightly Disagree

Slightly Agree

Agree

Strongly Agree

No opinion

Demographics

Demographics collected here will be used for group analyses only. No individual data will be shared.

Are you...

Male

Female

How old are you?

18-24

25-34

35-44

45-54

55-64

65+

Which of the following best describes your ethnicity?

Caucasian

Asian

Hispanic

African-American

Other (please specify)

Thank you!

That completes the survey. Thanks for your time!

BJC SportsWorks Health Survey Follow-up

Welcome

Between June 2006 and March 2007 you visited Saint Louis Science Center and were interviewed about the BJC SportsWorks exhibit and/or your general health awareness. Thank you for participating in this brief follow-up survey, which will take approximately 5 minutes to complete. Please be assured that all information is confidential and will only be used in group analyses.

Would you say that in general your health is:

Excellent Very Good Good Fair Poor Don't Know

Health Knowledge

How many servings of Fruits and Vegetables does the Food and Drug Administration (FDA) recommend we eat daily?

0 3 5 7 10

What is considered a healthy Body Mass Index (BMI) for adults?

15 20 25 30 35 Don't know

How much exercise is recommended for adults for a healthy lifestyle?

- 10 minutes a day/3 times a week
- 30 minutes a day/3 times a week
- 30 minutes a day/almost every day
- 60 minutes a day/almost every day

Exercise and Physical Activity

These questions pertain to moderate physical activity. These activities cause small increases in breathing or heart rate (e.g. brisk walking, bicycling, vacuuming, gardening).

On average, how many days per week do you get at least 30 minutes of moderate exercise?

0 1 2 3 4 5 6 7 Don't know

In the next 30 days do you intent to _____ than you did in the past 30 days?

- exercise more
- exercise the same amount
- exercise less
- Don't know

Nutrition

How many servings of fruits and vegetables do you usually eat each day?

- Less than 5
- 5 or more
- Don't know

Fruits and vegetables follow up 1

Do you intend to start eating 5 or more servings of fruits and vegetables a day in the next 6 months?

- No, I do NOT intend to in the NEXT SIX MONTHS
- Yes, I intend to in the NEXT SIX MONTHS
- Yes, I intend to in the NEXT 30 DAYS
- Don't know

Fruits and vegetables follow-up 2

Have you been eating 5 or more servings of fruit and vegetables a day for more than 6 months?

Less than 6 months

More than 6 months

Don't know

Nutrition, continued

These next questions are about the foods you usually eat or drink. Please indicate how often you eat or drink each one. Remember, we are only interested in the foods *you* eat. Include all foods *you* eat, both at home and away from home.

How many days per week do you drink fruit juices such as orange, grapefruit, or tomato?

0 1 2 3 4 5 6 7 Don't know

Not counting juice, how many days per week do you eat fruit?

0 1 2 3 4 5 6 7 Don't know

How many days per week do you eat green salad?

0 1 2 3 4 5 6 7 Don't know

How many days per week do you eat potatoes not including French fries, fried potatoes, or potato chips?

0 1 2 3 4 5 6 7 Don't know

How many days per week do you eat carrots?

0 1 2 3 4 5 6 7 Don't know

Not counting carrots, potatoes, or salad, how many servings of vegetables do you eat per week? (For example: A serving of vegetables at both lunch and

BJC SportsWorks Health Survey Follow-up

dinner would be two servings.)

0 1-5 6-10 11-15 16-20 21 or more Don't know

BJC HealthCare

The BJC SportsWorks Exhibit is sponsored by the Saint Louis Science Center and BJC HealthCare. Please let us know your opinion of BJC HealthCare by responding to the following item.

To what degree do you agree with this statement?

BJC HealthCare gives back to the community.

Strongly Disagree Disagree Slightly Disagree Slightly Agree Agree Strongly Agree No opinion

Thank you!

That completes the survey. Thanks for your time!

Introduction

Between June 2006 and March 2007, you visited the Saint Louis Science Center and were interviewed about your experience in the BJC SportsWorks exhibit. During the interview you agreed to give us your email address so we could follow-up with you about the exhibit.

Now that some time has passed, we'd like to follow up with you about the exhibit. Thank you for participating in this brief survey, which will take approximately 5 minutes to complete. Please be assured that all information is confidential and will only be used in group analyses.

Visiting BJC SportsWorks

How many times did you visit the BJC SportsWorks exhibit at the Saint Louis Science Center?

- Just once
- 2-4 times
- 5 or more times

During which month(s) did you visit BJC SportsWorks? (please check all that apply)

- June 2006
- July 2006
- August 2006
- September 2006
- October 2006
- November 2006
- December 2006
- January 2007
- Feb 2007

With whom did you visit BJC SportsWorks?

- By myself
- With one other adult
- With a group of several adults
- With a school, camp, or tour group
- With family/friends, in a group that included children (under age 18)
- I visited multiple times with different groups, sometimes with just adults, other times in a group that included children.

How would you describe the main message of the BJC SportsWorks exhibit?

What was the most memorable aspect of your experience in BJC SportsWorks?

What suggestions do you have to improve BJC SportsWorks?

To what extent did your experience in BJC SportsWorks affect your knowledge or attitude about each of the following...

	Not at all	Only a little	Some	Significantly
Physical fitness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nutrition	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your own health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health of loved ones	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments:

How would you rate BJC SportsWorks overall?

- Disappointing
- Okay
- Good
- Excellent

If the BJC SportsWorks exhibit were to be available again in the St. Louis area, how likely would you be to visit the exhibit again?

- Very unlikely
- Somewhat unlikely
- Somewhat likely
- Very likely

Please explain your rating...

General Health

Would you say that in general your health is:

Excellent Very Good Good Fair Poor Don't Know

Health Knowledge

How many servings of Fruits and Vegetables does the Food and Drug Administration (FDA) recommend we eat daily?

0 3 5 7 10

What is considered a healthy Body Mass Index (BMI) for adults?

15 20 25 30 35 Don't know

How much exercise is recommended for adults for a healthy lifestyle?

- 10 minutes a day/3 times a week
- 30 minutes a day/3 times a week
- 30 minutes a day/almost every day
- 60 minutes a day/almost every day

Exercise and Physical Activity

These questions pertain to moderate physical activity. These activities cause small increases in breathing or heart rate (e.g. brisk walking, bicycling, vacuuming, gardening).

On average, how many days per week do you get at least 30 minutes of moderate exercise?

0 1 2 3 4 5 6 7 Don't know

In the next 30 days do you intent to _____ than you did in the past 30 days?

- exercise more
- exercise the same amount
- exercise less
- Don't know

Nutrition

How many servings of fruits and vegetables do you usually eat each day?

- Less than 5
- 5 or more
- Don't know

Fruits and vegetables follow up 1

Do you intend to start eating 5 or more servings of fruits and vegetables a day in the next 6 months?

- No, I do NOT intend to in the NEXT SIX MONTHS
- Yes, I intend to in the NEXT SIX MONTHS
- Yes, I intend to in the NEXT 30 DAYS
- Don't know

Fruits and vegetables follow-up 2

Have you been eating 5 or more servings of fruit and vegetables a day for more than 6 months?

Less than 6 months

More than 6 months

Don't know

Nutrition, continued

These next questions are about the foods you usually eat or drink. Please indicate how often you eat or drink each one. Remember, we are only interested in the foods *you* eat. Include all foods *you* eat, both at home and away from home.

How many days per week do you drink fruit juices such as orange, grapefruit, or tomato?

0 1 2 3 4 5 6 7 Don't know

Not counting juice, how many days per week do you eat fruit?

0 1 2 3 4 5 6 7 Don't know

How many days per week do you eat green salad?

0 1 2 3 4 5 6 7 Don't know

How many days per week do you eat potatoes not including French fries, fried potatoes, or potato chips?

0 1 2 3 4 5 6 7 Don't know

How many days per week do you eat carrots?

0 1 2 3 4 5 6 7 Don't know

Not counting carrots, potatoes, or salad, how many servings of vegetables do you eat per week? (For example: A serving of vegetables at both lunch and

BJC SportsWorks Interview Follow-up

dinner would be two servings.)

0

1-5

6-10

11-15

16-20

21 or
more

Don't
know

BJC HealthCare

The BJC SportsWorks Exhibit is sponsored by the Saint Louis Science Center and BJC HealthCare. Please let us know your opinion of BJC HealthCare by responding to the following item.

To what degree do you agree with this statement?

BJC HealthCare gives back to the community.

Strongly
Disagree

Disagree

Slightly
Disagree

Slightly
Agree

Agree

Strongly
Agree

No opinion

Thank you!

That completes the survey. Thanks for your time!

Introduction

Between June 2006 and March 2007, you visited the Saint Louis Science Center and went to the BJC SportsWorks exhibit. You also used the ScanTracks keycard you received in the exhibit to create a profile on the Science Center's website.

Now that some time has passed, we'd like to follow up with you about SportsWorks. Thank you for participating in this brief survey, which will take approximately 5 minutes to complete. Please be assured that all information is confidential and will only be used in group analyses.

Visiting BJC SportsWorks

How many times did you visit the BJC SportsWorks exhibit at the Saint Louis Science Center?

- just once
- 2-4 times
- 5 or more times

During which month(s) did you visit BJC SportsWorks? (please check all that apply)

- June 2006
- July 2006
- August 2006
- September 2006
- October 2006
- November 2006
- December 2006
- January 2007
- Feb 2007

With whom did you visit BJC SportsWorks?

- By myself
- With one other adult
- With a group of several adults
- With a school, camp, or tour group
- With family/friends, in a group that included children (under age 18)
- I visited multiple times with different groups, sometimes with just adults, other times in a group that included children.

How would you describe the main message of the BJC SportsWorks exhibit?

What was the most memorable aspect of your experience in BJC SportsWorks?

What changes would you suggest to improve BJC SportsWorks?

To what extent did your experience in BJC SportsWorks affect your knowledge or attitude about each of the following...

	Not at all	Only a little	Some	Significantly
Physical fitness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nutrition	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your own health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health of loved ones	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments:

How would you rate BJC SportsWorks overall?

- Disappointing
- Okay
- Good
- Excellent

If the BJC SportsWorks exhibit were to be available again in the St. Louis area, how likely would you be to visit the exhibit again?

- Very unlikely
- Somewhat unlikely
- Somewhat likely
- Very likely

Please explain your rating...

About ScanTracks

The questions on this page pertain to the ScanTracks keycard you received when you went to the exhibit. This is the small card you scanned at certain exhibits. You later created an online profile to see your personal results from the exhibit.

When did you create your ScanTracks profile?

- While I was still at the Science Center, using one of the computer kiosks near SportsWorks.
- After I left the Science Center, using my home computer or another computer not at the Science Center.
- I don't remember.

How many times did you access your ScanTracks profile?

- Just once - when I created the profile
- 2-4 times
- 5 or more times

Did you print a certificate of your best event data (e.g. your time on the 10m dash, speed on the baseball pitch, G's on the G-Force, etc.) ?

- Yes
- No
- I don't remember

How would you rate the ScanTracks system in each of the following areas?

	Poor	Okay	Good	Excellent	N/A
Ease of scanning the keycard at the exhibits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of finding the ScanTracks page on the Science Center's website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of creating a profile on the ScanTracks webpage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of accessing your data after creating a profile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a tool for tracking health information you collected about yourself at the LifeClinic blood pressure stations in SportsWorks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a tool for tracking your performance at interactive exhibits (e.g. G-Force, Pitching Cage, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Your comments about the ScanTracks system:

BJC SportsWorks ScanTracks Follow-up

If the BJC SportsWorks exhibit were to be available again in the St. Louis area, how likely would you be to use ScanTracks keycard system again?

Very unlikely Somewhat unlikely Somewhat likely Very likely

Do you still have your ScanTracks keycard?

Yes
 No
 I don't know

General Health

Would you say that in general your health is:

Excellent Very Good Good Fair Poor Don't Know

Health Knowledge

How many servings of Fruits and Vegetables does the Food and Drug Administration (FDA) recommend we eat daily?

0 3 5 7 10

What is considered a healthy Body Mass Index (BMI) for adults?

15 20 25 30 35 Don't know

How much exercise is recommended for adults for a healthy lifestyle?

10 minutes a day/3 times a week
 30 minutes a day/3 times a week
 30 minutes a day/almost every day
 60 minutes a day/almost every day

Exercise and Physical Activity

These questions pertain to moderate physical activity. These activities cause small increases in breathing or heart rate (e.g. brisk walking, bicycling, vacuuming, gardening).

On average, how many days per week do you get at least 30 minutes of moderate exercise?

0 1 2 3 4 5 6 7 Don't know

In the next 30 days do you intent to _____ than you did in the past 30 days?

- exercise more
- exercise the same amount
- exercise less
- Don't know

Nutrition

How many servings of fruits and vegetables do you usually eat each day?

- Less than 5
- 5 or more
- Don't know

Fruits and vegetables follow up 1

Do you intend to start eating 5 or more servings of fruits and vegetables a day in the next 6 months?

- No, I do NOT intend to in the NEXT SIX MONTHS
- Yes, I intend to in the NEXT SIX MONTHS
- Yes, I intend to in the NEXT 30 DAYS
- Don't know

Fruits and vegetables follow-up 2

Have you been eating 5 or more servings of fruit and vegetables a day for more than 6 months?

Less than 6 months

More than 6 months

Don't know

Nutrition, continued

These next questions are about the foods you usually eat or drink. Please indicate how often you eat or drink each one. Remember, we are only interested in the foods *you* eat. Include all foods *you* eat, both at home and away from home.

How many days per week do you drink fruit juices such as orange, grapefruit, or tomato?

0 1 2 3 4 5 6 7 Don't know

Not counting juice, how many days per week do you eat fruit?

0 1 2 3 4 5 6 7 Don't know

How many days per week do you eat green salad?

0 1 2 3 4 5 6 7 Don't know

How many days per week do you eat potatoes not including French fries, fried potatoes, or potato chips?

0 1 2 3 4 5 6 7 Don't know

How many days per week do you eat carrots?

0 1 2 3 4 5 6 7 Don't know

Not counting carrots, potatoes, or salad, how many servings of vegetables do you eat per week? (For example: A serving of vegetables at both lunch and

BJC SportsWorks ScanTracks Follow-up

dinner would be two servings.)

0

1-5

6-10

11-15

16-20

21 or
more

Don't
know

BJC HealthCare

The BJC SportsWorks Exhibit is sponsored by the Saint Louis Science Center and BJC HealthCare. Please let us know your opinion of BJC HealthCare by responding to the following item.

To what degree do you agree with this statement?

BJC HealthCare gives back to the community.

Strongly
Disagree

Disagree

Slightly
Disagree

Slightly
Agree

Agree

Strongly
Agree

No opinion

Thank you!

That completes the survey. Thanks for your time!

Appendix E - Open-Ended Comments

Visitor Responses – Exhibit Exit Survey

Q: “How would you describe the main message of this exhibit?”

Some responses fell into multiple categories. Responses are presented in their entirety, grouped under their primary category. Numbers in parentheses indicate multiple instances of the same comment.

Exercise/Activity/Fitness

Fitness-having fun with fitness
Fitness can be fun
Exercise is fun
Be active, exercise can be fun
Keep fit, exercise is fun
To get people to exercise, really fun
Activity
Stay active
Stay active and healthy
We should be active
Active, to stay fit
Fitness, being active
Fitness is main message
Stay fit
Physical fit, stay fit
Physical fitness is good
Physical activity is a good thing
Stay physical
I didn't read any of the signs and stuff, exercise obviously
Exercise & sports
Exercise more
Get out & exercise
Good, exercise
Sports-exercise
Sports
Sports oriented
Sports & the body
About sports and health
Sports-oriented, good for little kids
Sports, things kids like to do
Kids need to be more active, more than just sports out there
I think body fitness for kids, they enjoyed it
Keeping fit, having fun, allow kids to do activities out of the ordinary
Fitness, keeping kids fit & healthy, eating right, exercising, not overdoing it
Exercise - bodies in motion
To physically improve - healthy activities
Active physical health
Activity - health - exercise
Activity, Girl-stay healthy, Boy-bodily functions
Fit & health, exercise
Fitness - healthy life style
Exercise would be healthy
Exercise, be healthy (2)
Exercise - health - wellness - challenging
It was good, stay active & healthy
How to get stronger; Be active
Being active - understand the body
Stay fit, take care of your body, know how it works

Be fit...more how the body works
Fitness and nutrition, watching what you eat, keep yourself healthy
Good, exercise, do more physical things, eat better
To exercise, eat right, monitor your blood pressure
Exercise, eat right
Exercise and food, diet
Should exercise and eat healthfully
Stay in shape, don't eat a lot of fat
Good aerobics, keeping your body in shape
Exploring, exercising, learning how to do things
Activities, hands on, doing stuff

Health Awareness/Info/Improvement

Healthy
Sports is healthy
Health
Health - move it or lose it
Good health
Healthy lifestyle (2)
Promoting healthier lifestyle, diet & exercise
Get healthy
To be healthy
Being healthy
Stay healthy
Stay healthy, play fair, don't 'cork' your baseball bat
Very health conscious
Very health conscious, great awareness of body
Awareness of your body, being physically fit
It's important to keep your body healthy & moving
Keeping your body healthy, exercise & eating right
Everything to do with you body
Take care of yourself
Healthy lives, healthy bodies
Health conscious-be active
Health, get more involved in physical activities, promoting getting off the couch, out from in front of the computer
Health & wellness
Health, fitness actually
More or less health & fitness
Be healthy and fit
Get healthy, get fit
Health and fitness
Good health & good exercise
To be healthy & exercise
Health, exercise (2)
Health & exercise keeps you healthy
Health is important and to exercise
Healthy activity
Be healthy, have fun
How to be healthy & have fun doing it

Health aspect & amount of activities you can do while
burning calories & having fun
Healthy, exercise makes you healthy & its fun, competing
Healthy, stretching, taking your blood pressure, how to do
sports in a safe way
Very health centered for kids, increasing physical fitness &
activity
Health, at baseball you can judge your speed accurately

Having Fun

To have fun
Fun, a lot of stuff to do
Fun, some learning too
Being healthy can be fun & educational (content of exhibit)
to share the information with other people to make
changes
Fun. Combination of health, nutrition, & being active
Fun for all, sports can be fun
Have fun playing sports
Different things, sports can be fun, you can get exercise
Challenges, challenging yourself, physical

Science of Exercise/Sports/Human Body

Intro to different sports
Exercise science
There is science in sport
How science applies to sports
Kinda hard to describe, science and sports go together
How to exercise, impact of sports on your body
How our body works with athletics
Showed how to work your body
A lot of different messages-> learning about yourself, the
human body
The proper way to use your muscles- diet and stuff like that
Educational, stay in shape

Nutrition/Dietary Changes

Eat right, workout and exercise

Trying New Things/ Testing Abilities

Give everything a try, you may like it
You can do things you didn't think you could
Its harder than you think it is, its fun
You have to be in better shape than you realize to do some
of those things
Kid's ability, what they can and can't do

Don't Know

I don't know what message is
I have no idea; Mom-good health
It was vague, no one in classroom
Not sure we looked for main message, switched off science
stuff after we left the park

Other

Confidence, health & body
Good, excellent, great variety of sports for a boy or a girl, no
matter what age you can participate
Hands on

Visitor Responses – Exhibit Exit Survey

Q: “What was the highlight of your experience in *BJC SportsWorks*? Why?”

Some responses fell into multiple categories. Responses are presented in their entirety, grouped under their primary category. Numbers in parentheses indicate multiple instances of the same comment.

G-Force

The G-force bike
The bicycle G-force, couldn't do it first time as it wasn't working
G-force, Rock climbing wall
G-force, that was cool
Cycle thing, just a different experience
G-force thing, just different, fun
Machine that goes around in circles (G-force), interesting, looked fun
G-force, it was the most fun thing
G-force, TV things - it was fun
Bike thing, it was fun
Thing that went around
(Made circles in the air) that bike I rode
The bike, I'm like 'aaahhhh!'
G-force - fastest I went
G-force, I got 5 G's on it
G-force, he's competitive, almost hit 5 G's
Bicycle thing & not getting sick, go back down the wall
[goes on about vertigo etc.]
G-force, I like going up and doing a loop
The G-force, you don't usually go upside down
G-force, going upside down - balance beam (what the kids liked)
G-force - kids did it
Kids liked the G-force, they like to spin
The G-force, Dad did it
G-force for daughter was fun, rock climb too
G-force, son had lots of fun
G-force - son made it around in a few tries; pitching cage - the chance to do it
G-force or rock climbing for kids
The G-force & pitching, one kid likes baseball and the other is a free spirit
The G-force, they looked like they had a great time
G-force, watching kids
Watching him do the bike, the G-force thing
Thing that goes around, watching that, I didn't actually do it

General Positive

All of it, I liked it all
It was all fun - nothing better than the rest
Liked everything, wheelchair thing, bicycle thing was neat but we didn't get to do it

Competition

I beat her at karate chop
Beating my son in rowing, it shows moms can be fit too
Competing against my son in the row boat

Climbing Wall

Rockwall
Rock climbing
Climbing the wall
Rock climbing, I just like doing it
Rock climbing was the best part
Rock climbing, its healthy and fun
Rock climbing-it was fun (3)
Rock climbing - fun - don't get to do it usually
Rockwall & G-force, they were fun and you don't see it elsewhere
Rockwall, something you can't do everyday, bicycle thing was broken though
Climbing the wall, never done that before
Climbing wall, 1st time ever
Climbing wall - kids liked it
The climbing wall - where kids spent most of the time
Rock climbing wall, couldn't get kids off of it
The rockwall, son likes it
Watching son do rock climb, fantastic
Watching boys climb rock wall, it was fun
The rockwall, the kids got to the top and my blood pressure was good
The rockwall - daughter made it to the top on 3rd try
The rockwall, only interesting thing, the kids keep nagging me to climb
Rock climb - we both did it
Rock wall - challenging
Rock climbing, because you get to go up a giant wall
Climbing one, a lot of people are scared of heights, fun to tell if they are or not
Getting halfway up that [wall], afraid of heights
Arch thing didn't work, rockwall - feeling of accomplishment
The rockwall, excitement from getting to the top
Rock climb, exciting
Girl-rock climbing and the market, I like to press buttons on the register
Rock climbing; Wheelchair-its harder than it looked (2)

Rowing Race

Probably the rowing, it was just fun
Rowing, we both did it, it was fun

Interactive/Educational

Learning how things work - educational & fun

Sportschair Race

Wheelchair race, something to do against someone else

Watching Others

Watching the kids
Watching kids have fun
Watching kids do things
Watching kids on climbing wall
Watching them climb the wall
Them on the climbing wall
Enjoyed seeing climbing, G-force was great but grandkids wouldn't do it surprisingly
See 6-year-old reach top of rock climb
Watching 4 year old climb the wall - unusual
Watching daughter climbing rockwall, she had fun
Watching my kids do that climbing deal
Watching kids throw & climb
Watching my son participate -> the pitching
Watching son doing pitching
Watching my grandson throw a baseball
Watching the G-bicycle, didn't do it myself
G-force - watching husband do it
Watching my son on the gyroscope or whatever its called, the G-force machine
Seeing the racing, baseball memorabilia, rock climbing, it seemed exciting & will want to bring family (with teachers group)
Watching them learn healthier things

Pitching

Baseball, throwing it
Fast pitch, just like baseball I guess
Pitching, I was able to make it all the way
Pitcher's cage, fun testing yourself, seeing real distances
Pitching because my kids love baseball
Pitching - grandson loves baseball
Pitching cage - it was fun for son
Pitching - I love baseball
Pitching cage, granddaughter pitches softball
Son liked the pitching cage, Rockwall was neat too
Pitching thing, he must have spent the entire time there
Pitching; G-force; Teaching class in health, nutrition & safety

Things for Young Kids

Little Fit and Fun, hit with both girls; Land Like a Cat - kept practicing it; Have smaller girls, something they could do

Track Race

The race, kids seemed to love it
Running- see how fast they were, fun to watch them run
Racing, track, they just like running, see how fast they can go
Running thing, he likes to run (son)
The track - she was fastest (granddaughter or daughter)
The 10-meter dash-almost beat my nephew
10 meter dash-used to be a sprinter
Racing & pitching - we did good at it
Track, rowing, rock climb - a real challenge
Running track; Rock climbing
Track area, fun
Running and balance beam
Racing [track] because it had the shortest line

Market

Kids spent a lot of time in market, oldest liked the rock climbing

Land Like a Cat

Landing with 2.5 times the weight of a cat

Other Exhibit or Program

We liked the simulated volleyball, all of us could do it as a group and win as a group
Volleyball & soccer, we were on the TV
Interactive volleyball, soccer & rock climbing, kids loved it
Soccer, fun to test your ability
The dance revolution, my first time
The dance machine, a fun interactive sports scoring, not usually discussed
That food exhibit, the act - how much fat is in the food

Other Comment

Being able to do different activities, stuff you don't normally get to do
Got to do a lot of things, couldn't do everything because of a busted leg though
None, just came to see it for future visits, wasn't ready for rock climbing today
Don't know, I just did the blood pressure thing

Visitor Responses – Exhibit Exit Survey

Q: “What suggestions do you have for improvements to *BJC Sports Works*?”

Some responses fell into multiple categories. Responses are presented in their entirety, grouped under their primary category. Numbers in parentheses indicate multiple instances of the same comment.

Add Other Sports

Football
Football events
Football, the DDR needs dancing, hoping to see the dancing
Football throwing for accuracy, using a hammer to ring a bell
Something on football, basketball, soccer
Basketball, throwing a football
A basketball event
Maybe some basketball
Basketball court
Basketball thing, batting cages
Soccer, basketball, more baseball
More soccer stuff
Something for soccer
Something better with soccer
Soccer, breath measurement, lung capacity compared to Olympic athletes
Got pretty much everything in there, something with soccer
Ice hockey stuff, football tackling, stationary skiing
Hockey
Ice skating
Can't think of other sports - tennis?
Tennis, martial arts type stuff, balance it for all ages, some of it seemed too easy
Bowling would be good, make sure the treadmill works

Add More Activities—General

More interactive stuff
Keep adding interaction - basketball
More physical activities
More hands on stuff, football
More exhibits -> batting cage
More exhibitions, more things for bigger kids, basketball
Bigger, more adult activities, volleyball & basketball, hitting a hockey puck
Should be more experimental things, more for younger kids
More activity type things other than stationary things. This is much less than what I expected, usually the exhibits here are much more than what I expected
More activities, waiting in line is discouraging, if more room-> football, kick through goal post, track stuff: high jumping, long jump
Have more activities, more selection, some things were jammed up with lines

More Staff

Some people to discuss things going on in screening room
Some stations needed to be monitored, some kids didn't use it in the right way, needed supervision; the balance beam was like a jumping party

Specific Activity Suggestions

Trampoline jumping
The trapeze from Circus
A baseball batting cage (2)
A batting cage - cycling
Rollerskating/blading, martial arts demonstration
Wind tunnel to simulate skydiving
Penalty kicks in soccer
Green screen basketball
Strength tester?
Show physical ability of pros vs. rest of us
Different nutrition-type exhibits, differences between normal nutrition and diabetes

Multiples of Popular Elements

Double some activities, shorter lines
Two G-forces, b/c of lines, in line for ~ 1 hour
2 G-force bikes (2)
Another one of those machines - G-force, Foot scanner didn't work, Segway included
Add another racing track, kids need to be supervised better, they were running with their shoes off

Crowding/ Line Control

Line so long on bicycle, tickets for assigned times for bicycle and rockwall too
Bike time, kept them on too long and took too long, set time limits
Don't see any; lines long
Move the lines faster; Golf
Shorter lines
Smaller crowds, shorter lines
Lines, a little crowded
Nothing, just allowing so many people
More space in general, crowded
Spread it out a bit for more space to operate
Spread things out, a batting cage
I don't know, wasn't crowded for us, might be an issue some days though
Number of people in there right now is about right, too few then its no fun, too many and they get too ornery; make sure people are aware of the scan cards, we weren't aware of them

Signage/ Explanations

Maybe more Science Center people to explain why, more interaction with staff, explanation of exhibits
Some things are hard to get started, like dance thing, hard to get working. Wheelchair thing also hard to get started

ScanTracks

The scan things didn't work
Explain key fobs better, golf interactive

More for Younger Kids

More for short or younger kids, football
More stuff for little tykes to do, seemed to be more advanced
More for 3-4 year old kids
OK for bigger kids, wasn't enough for 7 yr. olds

More for Older Kids/Adults

Geared toward kids, make more for adults & stuff
I was expecting less activities for younger kids but it was pretty well planned for different age groups

Exhibit Modifications

Higher rockwall
More rock wall stuff
Different virtual sports in sports screens area, show more positions to do on the balance beam
Food area, I kinda get it. The kids take the food out of it, don't need that, maybe an obstacle course?
[grandson] Real baseballs in pitching thing

Food Show

In Phoenix, the show is more interesting-same kind of thing but deals more with how your intestines work. The show was good but long for its message. Needs more message.
More shows like that healthy show

Exhibit Maintenance

Things that don't work, fix 'em
Everything running
Racing part broke, more challenge positions, interactives
Boy - I'd like to see the boat thing work; Dad - they were too small for it maybe
Boy- running thingy could be fixed (treadmill)
A lot was closed; foam baseball harder to throw, add a batting cage <-son

Other

Need water after activities - soccer goalie
What were kids doing in market
More stuff for little girls
A place to eat
Places to sit in and around exhibits, not all in that one area by the food

None

None/Nothing/Not really (17)
None, it was good
Not sure of any
Can't think of any (6)
Nothing I can't think of (2)
I don't know (4)
I wouldn't know
I'm at a loss on that
Nothing is missing
I thought it was complete
Looks fine to me
I think it was fine, good
Liked it as it is
Liked it a lot
Wasn't there long enough to say

Visitor Responses – Online Follow-up Surveys

Q: Ratings explanations for “If BJC Sports Works were to be available again in the St. Louis area, how likely would you be to visit the exhibit again?”

Some responses fell into multiple categories. Responses are presented in their entirety, grouped according to the rating given and by the primary category. Numbers in parentheses indicate multiple instances of the same comment.

Very Likely

Good for Kids

My kids ask all the time about going back.
My children 8 and 10 years old and myself had a great time!
My children enjoyed spending the afternoon at the exhibit and we were able to bring friends!
My son had a very good time learning new things. I'd definitely take him again.
I enjoyed going but the cost for my kids and I to go wasn't what I was expecting however if and when it comes back we will go because the kids really did enjoy themselves
Our children loved the exhibit. I'd also like a chance to visit the exhibit without them and/or to bring my high school physics students.
I would like to take all of my grandchildren there now that I know what it is all about.
I thought it was great for the kids. I work in healthcare so I knew most of the information provided in the educational exhibits.
The exhibits helped me to instill in my children the importance of fitness and nutrition to have a healthy life.
I sponsor our school's chapter of junior beta club and we are always looking for excellent educational opportunities for our kids. This fit the bill perfectly.
Very good for a class field trip

Health/Fitness Growth/Awareness

I would like to see how my fitness may have changed over time.
The SportsWorks was fun and I liked being able to check my progress. I only wish I had more time to come visit to truly see progress. I still have my key fob.
I just love sports and to see how it can actually relate to health and well being is so awesome to me
It was a wonderful place to raise the awareness of the need to be active and get/stay in shape for a healthy life.
I see no drawbacks. It can only help people. You'd be surprised how many people around you lead very unhealthy sedentary lives.
I rated the exhibit highly because of its aim at EDUCATING kids about health, I think that it was a very good start to a need for ongoing education. If a little more information was added I think that I personally would enjoy the experience more and would be very likely to return multiple times.

Cost Concern

If the cost was a little less and there would be more staff working the exhibit then sure.

Maybe, if...

I enjoyed the exhibit very much, but maybe more stuff in it.

General Positive

I thought it was fantastic.
It was interesting
I thought it was very informative and interesting. I found it interesting, challenging and a lot of fun
It was lots of fun for everyone involved.
It was really fun... one of the best exhibits we have attended at the science center
Worthy yearly exhibit
This was a great exhibit. We attend three times and had a lot of fun.
It was well organized and we enjoyed it very much
I loved the exhibit. My family and friends love it too. We would come to it again if it were available
I felt the whole experience that day was great and I would certainly attend again given the opportunity.
I had a great time at the SportsWorks exhibit. I would definitely attend again if it were to come back to St. Louis.
It was something that you could enjoy time and time again. I regret that we didn't have the time to visit more.
I wish I could have taking my nieces and the other youngsters in my family to it.

Specific Exhibit Positive

It was pretty cool. Will the rock wall be available and the treadmill?
We attended twice, with different family members, and had a great time. Nice the second time there were a couple of new things, like the virtual volleyball.

Logistic Issues

My kids wanted to go back again but we couldn't work out our schedules.

Organization/Maintenance

I would visit if the exhibit was manned by adults instead of teens. I felt it was a teen atmosphere with no concern for adults and families with younger children.

Somewhat Likely

General Positive

We went 3 times already, but always a good place to take when visitors are in town too.
We did go quite a bit but it may be fun to go again
We had a nice time. It wasn't fantastic or anything, but it was pretty cool and we told other people about it and recommended they check it out. I think my husband may have enjoyed it more than me, but only b/c I'm not very sports minded at all.
To some extent, it was something to do for an afternoon.
Maybe an exhibit like this should become a permanent display.

Logistic Issues

We liked it. We only visit St. Louis once a year or less
We live out of state and come to the science center when
home visiting family
I moved to Oklahoma! My in-laws are in St. Louis still, so
if I visit, I'd go again.

Maybe, if...

There would have to be new exhibits that I didn't see last
time.
It was fun but I don't know how many more times I would
go if it is mostly the same stuff.
I enjoyed it I just don't know if I would want to do it again

Organization/ Maintenance

It was good, but a lot of stuff didn't work.
I would want to have a better experience of tracking, like
stated above, most of the scanning devices didn't work
so the effort was mute.
Fixing items and reducing wait time would make me rate it
more favorably.
We enjoyed the exhibit, but some of the lines were long.
With small children waiting in long lines can sometimes
be a challenge.
I would go again to see if it was going to be more regulated
but if it wasn't, I would not invite anyone else to go to it.

Cost Concern

I thought it was fun, but I also thought it was a bit
expensive.
I would visit again if the admission cost wasn't too high.
It was pretty expensive for our family to go
The cost is an issue...with a family it gets expensive very
quickly....so the decision is should I spend my money
here (BJC) or go to a movie, etc....

Age Restrictive

We would probably visit again, but my children are older
now and very busy.
Kids are older and "family outings" aren't what they want,
they like to "hang" with their friends, not mom and dad.

Good for Kids

My kids would probably want to visit again and I would be
happy to take them.
My children would enjoy going back now that they are a
little older.

Health/Fitness Growth/Awareness

I am interested in health and issues concerning it

Other

Did not experience the entire exhibit

Somewhat Unlikely

Maybe, if...

Unless there were new attractions
I would visit again if the exhibit had been updated
I felt the exhibit was there for too long. It would have been
better had the activities switched up every couple of
months.
I like to do different things instead of repeating activities.

Cost Concern

It would depend on the cost. (2)
Cost was bit much.

I would be unlikely to visit again unless subsequent visits
were free after the first or the price was dramatically
reduced.
If bringing other family members with me, the cost may
prohibit me from attending.
Most of the fun stuff cost extra money.

Negative/ No Interest

It was not of enough interest to me to see again. I don't
believe I would learn anything new if I visited again.
It was not memorable enough to return.
Was simplistic

Age Restrictive

I felt that it really was geared towards older children. I don't
remember what the "get in free" age was, but it should
be 5 or 6 as younger children really are just along for the
ride. If it gets retooled, I think it should include more
exhibits geared towards pre-readers. The skit in the cafe
was cute and just the right length and the staff were
happy to answer questions afterwards. More skits or
fitness contests that involve an audience would be
something kids and adults would enjoy and remember.

Logistic Issues

I live 300 miles away and was visiting
Live 3 hrs away
We live in Arizona
I don't live there and wouldn't go back just for this...
We are very busy and can't get to everything we would like
to. Unfortunately we do not put a high enough priority
on physical fitness.

Other

It has been a while since I've been there so I don't remember
everything.

Very Unlikely

Cost Concern

Not much to do for the money. After each station was tried,
it was boring.
I was very disappointed because of the price and what was
involved.

Organization/Maintenance

Unless I had assurances the multiple visit feature worked, I
would not use it twice or for that....and by the way we
were supposed to bring our keycard in for reduced
tickets the second time....and the ticket agent said the
best deal was something else (that she kindly gave
us....but why hype a fee feature that I had to do
something to "get" when the ticket agent could just give
me a "better" deal?

Other

I am unable to participate in sport activities due to a injury.

Negative/ No Interest

It's one of those exhibits that if you have seen it once, there
isn't much reason to go back.

General Positive

This is healthy fun entertainment
It was a very interactive and enjoyable experience for all of
us.

Visitor Responses – Online Follow-Up Surveys

Q: “How would you describe the main message of the *BJC SportsWorks* exhibit?”

Some responses fell into multiple categories. Responses are presented in their entirety, grouped under their primary category. Numbers in parentheses indicate multiple instances of the same comment.

Exercise/ Activity/ Fitness

Moving makes you healthy
Staying active and healthy
Stay healthy, stay active
Stay in good health by being active.
Use activities for increased health and fitness
The importance of being active and eating well
Importance of activity and variety of food
Exercise
Exercise and eat right
Exercise and good eating habits can be fun
Value of sports and exercise
Exercise should be a part of life.
Exercise is important
Exercise is good 4 u
Exercise to be healthy
Exercise and health
Exercise is healthy and fun
Staying active and exercising can be fun too!
Exercise is important and can be fun
Exercise can be fun (2)
Fitness can be fun (3)
Health and Fitness
Health and fitness are both fun and good for you
Health and fitness is great
Fitness is necessary and fun.
Find a fun way to stay in shape.
There are many ways to get and stay fit
Educating people about fitness
Get fitness conscience
Physical fitness
Fitness (5)
Get fit
Stay in shape
Keep moving
Get out and work out
Activity
Physical, fun

Health Awareness/Info

Health (2)
Health First
Healthy lifestyle (3)
Personal health and fitness are important to a healthy lifestyle
Be healthy for a better life
Quality of life through healthy living
To promote healthy active lifestyles
Health literacy
Learning about Health & Fitness
How a healthy body works and how to make it healthy
Health Awareness

Health awareness through Fun
Living a healthy life can be interesting and fun
Being healthy can be fun
To get healthy
Get healthy! (2)
Get healthy and stay healthy (2)
Stay healthy! (2)
Be & Stay healthy
Keep your body healthy
Take care of yourself
Take care of your body and stay fit
Americans are fat and lazy

Having Fun

Fun (2)
Explore sports fun
Fun with exercise
Informatively fun

Science of Exercise/ Sports/ Human Body

The science of athletics
Sports is science
Explanations of how your body works
How the body works in sports
Inside look at sports and human movement
What sports really do for your body and how the body works.
Learn about how your body works and how to keep it healthy.
How the body works and how to keep it fit
Fun with health through sports
The body is a wonderland

Try/ Learn New Things/ Test Abilities

Measuring sports performance
Self exploration
Educational
Very informative
Informative (2)

Don't Know

A bit cloudy. I went on a weekday afternoon and the staff was a bit bare bones.
Don't remember

Other

Refreshing
Very interesting
Explore
Wow
Complete
Downright awesome
Excellent/Great /Good (6)
Okay (2)

Visitor Responses – Online Follow-Up Surveys

Q: “What was the most memorable aspect of your experience in *BJC Sports Works*?”

Some responses fell into multiple categories. Responses are presented in their entirety, grouped under their primary category. Numbers in parentheses indicate multiple instances of the same comment.

G-Force

The Bike (3)
The bicycle. (2)
G-force bike
The g force bicycle
The bike that gets the g forces
The inverted bicycle ride showing the G-Force
Yes especial the Rotating Bic
Bicycle in a loop (2)
The bike that went in a loop because it was so unique and such a different experience. I enjoyed learning about the effects of gravity from it as well.
The Bike that went around in a 360 degree circle
Gravitron? The bike that went in a vertical circle.
The bike that went upside down
The bike machine that went upside down
The gravity bicycle
The centripetal force bike. That was a lot of fun!
I liked the centrifugal force bicycle. I also liked racing with the cheetah image, the virtual vollyball, and the balance beam. It made me want to eat healthy when I got home.
The bike that circled around powered by you
The G force bike was excellent. It was tough to get to the max G's and the attendant was very encouraging and helpful
I rode on the gyro/bicycle machine.
Riding the bike
Riding in the fast bike doing 10 G's...
Riding the bike upside down
Riding the bike that went upside down
Going up-side-down on a bike
Riding the bicycle around the inside of the loop
Trying to bicycle around that loop-de-loop
I enjoyed the one time I got to try the vertical bicycle loop.
I just wish we'd gotten back to try it again before the exhibit left the center. My children loved racing the t-rex!
Being able to ride the bicycle in a complete circle and doing the rock climbing wall and reaching the top.
My son loved the bike you pedaled that made the wheel spin and you go around. My older son loved the pitching cage that measured your speed. Displays interactive and were happy to go back to exhibit 2 more times.
My kids liked the g-force bike, racing against Jackie Joyner kersey.
My husband on the g-force machine and running against him in the race.
We loved the barf bike, and the climbing wall was a hit.
The little ones loves the store to play in.
Other than problems with a couple of the exhibits, it was the big wheel thing.

Climbing Wall

The rock wall. (3)
Rock Climbing wall (2)
Rock Climbing exhibit
Rock wall climbing (2)
Rock Climbing
The kids were obsessed with the rock climbing wall and racing the cheetah..the braver ones loved the bicycle(hamster wheel).
My girls liked trying the rock climbing wall
The rock wall was great I think the rock wall out of all of the activities incorporated the largest age range. I really enjoyed watching the kids and my boyfriend climb the rock wall.

Watching Others

Watching the G-force
My son trying to climb the rock wall.
Watching my daughter enjoy the exhibits, and competing with her on some of the games. I also enjoyed the Cardinals memorabilia at the beginning of the show.
Watching tie kids defy gravity
Watching my grandson race the dinosaur, reach the top of the scaling mountain, and finally making the bike go all the way around. He even had a ball playing soccer in the waiting area outside with perfect strangers. My husband enjoyed seeing how fast he could pitch a ball.
Watching my daughter's sprinting and using the equipment available.
Watching the students use the exhibit items
The kids had a great time playing with everything and seeing how everything worked.
My kids love activity and seeing how their bodies work.
Watching my son's face light up while he was learning new things.
My daughter loved it

Pitching

Pitching cage
The baseball throwing cage.
The baseball pitcher's mound simulation
Baseball pitch and rock climbing
The Pitching exercise for me. Racing a T-Rex for my son.
The ball throwing area was of the most interest for my son.
My grandson and I really enjoyed the pitching booth.
Statistics about pitching, advice on young pitchers. My children climbed the rock wall multiple times.
The baseball exhibit
Speedgun
I actually got a pitch that was a strike in the upper-70's :) I haven't hit that speed in a long while!!!

Interactive/ Educational

Hands on activities

Hands on exhibits

All of the hands on activities available

Challenging physical tests

I enjoyed testing what my body could do physically. Now I know that I am nowhere near a baseball player but I am closer than I thought.

Doing all the different stations

I tried some tasks there that I never thought I would do

All of the different activities. It got people excited about health.

Fun, interactive, surprising

All the exhibits were exciting, educational and hands on which appealed to our b-day group

My most memorable experience was being able to do different activities that the entire family could do.

My kids really enjoyed the active exhibits that they could participate in.

I liked interactive feedback and our kids were talking different concepts using numbers for quite some time.

Sportsworld had activities for all age groups. Although I am 40 yrs old, I enjoyed visiting this place multiple times.

Explaining about how the different body parts work to my 4 year old granddaughter through experiencing the different exhibits.

Sharing something educational with the grandson

The idea my child could work on many projects as he chose

Track Race

Running against the t-rex, cheetah, and olympic runner

Race animals

Sprinting, bike ride upside down

Human speed

Rowing Race

Doing the rowing exercise or the rock climbing wall

Sportschair Race

The wheelchair races.

LifeClinic Stations/ Info

Scale & BP

Recordable stats, fitness plan

My blood pressure was very elevated

Things for Young Kids

The activities provided for the kids.

I have three children 18 months, 8 & 10 years. I really enjoyed the toddler area for my son and my daughter loved the rock climbing wall. Those areas were our favorite. My middle son enjoyed the mats in the toddler area for flipping.

Other Exhibit or Program

The dance machine

The Volleyball

Doing the dance dance revolution and the pitching cage

Great excitement about the ability to store and compare the data from visit to visit, HOWEVER.....the second visit very little worked and we could NOT compare

Competition

The competition factor

I really enjoyed the competitive exhibits, along with the football display.

We enjoyed racing each other. The show in the cafe was also entertaining.

Good for All Ages

The activities were fun for both adults and children.

A wide variety of activities that challenged a large age variance

It's really hard to pick just one. I took a Girl Scout Group, and we enjoyed everything!!

General Positive

Fun

Being able to sample activities I never would have encountered on my own.

The physical activities that the students participated in

Other Comment

Waiting in line. ☹

None

The graphical enhancements

I lost 20 pounds and quit smoking but that was only because my job pretty much forced me to.

I was pregnant so I did not participate I was there to visit an employee that was there for the rock climbing exhibit.

Visitor Responses – Online Follow-Up Surveys

Q: “What changes would you suggest to improve *BJC SportsWorks*?”

Some responses fell into multiple categories. Responses are presented in their entirety, grouped under their primary category. Numbers in parentheses indicate multiple instances of the same comment.

Crowding/ Line Control

Monitor the amount of people allowed in at a certain time. I felt like when I went it was entirely too crowded and no one was monitoring who went in and out and what time people went in and out. I also noticed our ticket had a time on it when we could go in and we went in on time but people who weren't supposed to go in for an hour or so were going in. It was frustrating

Have more exhibits that are manned. My family had to wait while unruly teenagers and middle schoolers ran from exhibit to exhibit cutting in line. I would like to see more organization and order in the exhibit. I felt it was a very important exhibit and we did not get to see all of it because of the disorder and unruliness of the children without supervision.

ScanTracks

Better scanning equipment

Actually have the barcode stations work...half of them were dysfunctional

Most of the scan devices didn't work and that was very frustrating to both the adults and children.

Make the swipe cards easier to use. Mine didn't register all my activities and I was an 18 year old trying to use the machines.

The scan track cards were hard to use and we were never really sure whether they had scanned or not. Several of the different exhibits were broken. It would have been nice to have more staff roaming to help us.

Not all the scan cards worked at all of the exhibits. Our 3 year old was frustrated that he wasn't able to try quite a few of the exhibits. I tried to access the website when I returned home and found it difficult to use.

I wasn't able to access the keycard.

I couldn't access my account for my scantrack keychain. It wouldn't show any stats at all. So get the scantrack thing to work. Also you guys should put a Nintendo Wii video game system in it because that is very good exercise.

Make all the data storage and readout features work....my children were very very disappointed the second time, especially when we returned home and found so little was recorded and nothing was comparable to the first visit

keycards - make them in multiple colors or have space for initials on them. We got them home and all mixed up. Some bar codes didn't work when we tried to register on the website.

Signage/ Explanations

We were unaware of height restrictions for the bike until we had waited in line for quite some time

More Staff

More staff at all times. I think the thing would run more smoothly and maybe charge a little less money.

I would have more supervision to keep lines moving better., We visited on a busy day and it took a while to get to certain exhibits.

More people working. One time we visited it was hard to find employees to help with some of the exhibits.

Someone wanted to ride the G-force bike and no one was around to help.

More assistance with making sure each exhibit worked and more people available to answer questions if you weren't sure how to work the item. More frequent food demonstrations or at least make sure people know they are only held at certain times. We came in and started our tour to the right so the demonstration area was last and we missed them.

Nothing comes to mind, except an extra pair of hands for myself to supervise my youngest and my oldest.

Have employees who are not so snotty and rude.

Exhibit Maintenance

Make sure all exhibits work

I would make sure everything works.

Some of the exhibits were not working that day it would of been nice to experience the whole thing

Some exhibits were not working - fix them. The wait for the bike was an hour long - distribute tickets with time assignments to allow visitors to do other items while waiting. We had trouble accessing feedback at end of tour.

Get the bugs out of the computer.

I did not get the little store thing??? It was just a mess in there.

Specific Activity Suggestions

BRING BACK FLYING TRAPEZE!!!! EXTREMELY DISSAPOINTED IT WASN'T A PART OF THE EXHIBIT.

Shall have activities for different sports like soccer, ping pong etc. Here in US more and more kids are participating in Soccer events and they will enjoy this kind of unique demo very much.

More video game stuff and information on diseases

It might have been nice to include some information about fitness routines geared more towards women. (lots of moms would appreciate) Just to acknowledge ways that everyday women exercise like walking and doing aerobics just information that shows what activities work what and burn calories also stretches to do to before and after physical activities.

More for Younger Kids

Maybe to have more toddler friendly activities. My 3 year old grew very restless while we waited for the older ones to finish the rock wall, g-force bike etc.

Exhibit Modifications

More competition. More people manning the stations. Maybe posting the top scores for each station for each particular age group could be helpful. Then we could compare them to a national average

I think there could have been more motivation to come back. Maybe everyone gets a symbol to put on the wall to track their progress? Other than that, it was quite fun!

Add More Activities—General

Larger

Bigger...

MORE OF IT

More exhibits

More Stuff for the exhibit

More stuff...seemed less than i thought

I thought it was pretty neat. Maybe more to do.

A larger exhibit with even more activities, maybe some geared more towards older kids/college age kids/young adults or parents to keep everyone interested

Make it bigger, with more things to do. I would go back again and again!

Incorporate more exhibits. There were a lot there, but having more won't hurt.

Even more interactive exhibits

Have a couple more interactive exhibits

More hands on activities

Have more activities and explain how that activity is improving their health

More physical things like the bike and the rock wall

I think there should have been more activities for the price.

More activities for the price. It got boring after about 30 minutes.

Other

Lower price for admission (2)

Make it less expensive for us to visit

More colorful areas around the exhibits

Making your parking lot "tobacco-free"

More advertising; we found out accidentally

Keep the live shows and demonstrations Continue to set apart sections just for toddlers

I thought it was great!

Create more time for me to play.

Most of the exhibits just didn't hold my children's interest.

They liked the rock climbing wall and the bicycle wheel but they weren't very interested in the others.

One of the workers helping with the rock climbing was intoxicated. Smelled like alcohol, and could not focus on tasks. Not a good role model for the kids You could have done without him.

None

None (11)

None, it was very informational.

None it was great (2)

I think it was set up nicely.

I think they did a fine job and not have any suggestions.

I would suggest no improvements.

You guys are the best - I have no suggestions

I was really impressed with everything and could not think at this time of any improvements.

I actually liked it the way it was.

It was great and we planned on going back, but live in IL and my grandson was visiting. I so wanted to get his older sister there, but it just didn't happen.

Visitor Responses – Online Follow-Up Surveys

Comments relating to ratings given in response to: “To what extent did your experience in *BJC Sports Works* affect your knowledge or attitude about each of the following... 1) Physical fitness, 2) Nutrition, 3) Your own health, 4) Health of loved ones”

As described in the report, the ratings for all four topics were combined to create an overall “level of influence” score for each respondent. Responses provided to explain ratings are grouped according to the overall level of influence. Numbers in parentheses indicate multiple instances of the same comment.

Strong Influence

We all measured our blood pressure, body fat etc ...that was interesting for adults and kids.

I think it's great to get kids interested in how their body works and fun ways to get active.

Bring this type of exhibit back!

I'd like to see the cafeteria serve more of a variety of food.

The exhibits provided a great platform to talk with our kids about making good choices, both with food and activities

Moderate Influence

My family is very active and because of my profession, I am up on nutrition and health issues effecting our young children today.
None

I'm interested in fitness so I knew alot of the stuff, but it was great info.

I wish we had something closer to us like this.

I have a good idea about my health and get exercise daily.

The rowing machine was great.

I work out regularly so fitness wasn't an issue.

I think that this exhibit was defiantly headed in the right direction.

Low Influence

I think it reinforced the idea of healthy lifestyle with the children and adults that attended

I was already conscious of the above.

My husband and I work in a hospital so we already know a fair amount about physical fitness and nutrition.

One of my kids' scan cards did not work. They were not able to log in online afterwards to see their results. Also, not all events were recorded on my card.

We are already involved in active lifestyles and I have studied foods and nutrition while getting my bachelor's degree

When I say not at all, most if not all of the information I had already was aware of. It was a nice exhibit for the children.

I am a nurse and very aware of these types of matters

It needs a lot of work

I honestly don't remember much about the info that was provided, so I guess it wasn't very memorable.

This doesn't detract from the exhibits, I'm fairly well versed in these areas.

I truly don't remember much about the exhibit, although I wasn't that disappointed when I went.

Visitor Responses – Online Follow-Up Surveys

Q: “Your comments about the ScanTracks system:”

Some responses fell into multiple categories. Responses are presented in their entirety, grouped under their primary category.

Scanning Issues

It was hard to scan the cards, and most stations were broken...and for the ones that worked it didnt record the data

I was unable to scan at the wheelchair race and the running race It didn't seem to work.

Not all events were recorded, even though the card was scanned at each event I participated in.

It was hard to tell if the card was actually scanned at some exhibits. I rode the G-force bike and the person helping scanned it, but it never showed up my profile.

The ScanTracks system did not always work, or scan easily.

I found it difficult to get the card to work properly at many of the stations. When I ran my profile at home on my pc a lot of information was missing. But it was fun and I would try it again, I may have just been there on a bad day.

I could not get all of the scanners at the exhibit to work.

A few of the scanners at the activities were not working properly.

Usability Issues

It did not work on everything.

I couldn't get the Scan Tracks system to work.

I had many places where the ScanTracks did not work and I have no idea why.

It did not always work, and there was no way to tell if it did work until you tried accessing your data

I couldn't access my stats! But I still would use it to see it it would work.

Good idea, didn't work well enough. We were a school group on a quiet day and very few of my students could get the system to work

I don't recall the blood pressure stations working very well the day we were there.

Website Issues

I never could find my stuff online

Need to color-code them, or have space for initials. We mixed all ours up. Some of the codes weren't recognized by the website so we couldn't register them.

Didn't know there was a web site connected to the little cards

General Positive

I did not use it to it's fullest

The kids that were with me loved it. They were very interested in trying to beat their previous data.

It was awesome and I enjoyed it so much because I could get my scores later when I could write them down. Then I could track my progress between visits.

General Negative

I didn't like it.

It wasn't completely consistent. It could have been a bit better.

Disfavorable....that was the feature my son and I went for.....but it did not work

I don't recall it having a meaningful purpose to me. Interesting use of the technology, but not something I learned much from.