

BIG BACK YARD STUDIES

SUMMER 2006

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MARCH 29, 2007



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EXECUTIVE SUMMARY

Overview

Three Big Back Yard (BBY) evaluations were carried out during the summer of 2006.

1. A timing and tracking study was conducted to understand how visitors utilized and interacted with the various components of the Big Back Yard. A total of 101 visitors were observed.
2. An exit interview was carried out with 96 visitors as they left the BBY. The exit interview provided an understanding of visitors' motivations for visiting the BBY, what they knew about the BBY before they visited, and their experience with the golf course's content.
3. A lobby interview was conducted with 160 visitors as they left the museum. The purpose of the lobby interview was to gain an understanding of how many visitors visit the BBY, their awareness of the BBY, why people choose to visit or not visit the BBY, and visitors' interest in visiting the BBY if they had never been there.

Major Findings

Timing and Tracking Study

Big Back Yard visitors were categorized by their golfing behavior. There were similar numbers of golfers (44%) and non-golfers (46%). There were also a small percentage of visitors who were with a golfing group but chose not to golf (8%) or walked into the BBY but did not interact with any components (3%). Golfers spent the longest median time in the BBY (36 minutes, 15 seconds), while non-golfers', not with a golfing group had a significantly shorter median time (12 minutes, 32 seconds).

Golfing was the most popular activity in the BBY, with 52% of visitors golfing or with a golfing group. The next most popular activity was the Prairie Maze (47%). Science House (23%) and the Native American gardens (11%) were least popular.

Timing data was collected for the Prairie Maze, Science House, and Native American gardens. Visitors spent similar median times in the three exhibits (Science House 4 minutes, 56 seconds; Prairie Maze 4 minutes, 30 seconds; Native American Gardens 4 minutes) with slightly more time in the Science House.

Exit Interviews

Visitors were provided with a list of potential reasons for visiting the BBY and asked if any of them were reasons they visited. Many visitors had more than one reason for their visit. The most common reasons were to be outside (83%) and the appeal of the BBY to the children in the group (60%). Some visitors said the attractions drew them to the BBY, specifically the Prairie Maze (42%) and miniature golf (40%). Few visitors went to the BBY specifically to see the Science House (14%) or Native American gardens (10%).

Most visitors (75%) decided to visit the BBY when they got to the museum. There were a variety of ways visitors found out about the BBY at the museum. Visitors most commonly saw the BBY from a museum window or terrace (38%) or noticed a sign in museum (33%).

The fact that visitors are noticing the BBY from windows or terraces points to an opportunity to provide interpretation in some of these areas so visitors know what they are viewing down below.

Visitors who had visited the BBY for the first time were asked about their awareness of certain components before visiting the BBY. Most visitors knew the BBY included mini golf (73%). Less than half the visitors were aware of the Prairie Maze (45%) and Panning for Gems (33%). Few visitors knew about the Native American gardens (13%) and the Science House (12%). This lack of awareness of the gardens and Science House could help to explain why these attractions were least visited in the timing and tracking study.

Visitors who golfed were asked if they read any of the signs located on the ground at the beginning of each hole. Most golfers (77%) read at least one of the signs. Of these visitors, 70% said the questions on the signs improved their experience. Most visitors said the signs improved their experience by providing more explanation of what they saw at the hole, *“They gave an instant idea of the hole's theme.”*

Golfers were also asked to describe what they thought was the golf course's main message. Visitors' responses were coded into themes and responses were spread across the themes. The most common themes were water systems such as rivers and oceans (28%) and the flow and movement of water (20%).

Besides golf holes, the golf course contained numerous exhibits and provided access to the Native American gardens and Science House. Visitors who didn't golf were asked if they still walked through the golf course. Almost two-thirds (63%) of non-golfers walked through the course. The most common reasons visitors gave for not walking through the golf course were they thought the course was for golfers and they were not interested in golf.

Lobby Interview

Only 14% of visitors went to the BBY during their visit to the museum and an additional 10% had visited it in the past. A majority of museum visitors (63%) are unaware that the BBY exists.

Visitors who had heard of the BBY but did not visit it were provided with a list of potential reasons for not visiting the BBY and asked if any of them were reasons they did not visit. Many visitors had more than one reason for not visiting the BBY. The most common reason was that visitors only came to the museum to see Body Worlds (70%). Only 22% cited the extra cost of golf as a reason for not visiting the BBY.

The visitors who had never visited the BBY, but knew it existed, were asked about their awareness of various exhibit components. Most (70%) knew that the BBY included mini golf. Less than half (40%) were aware of Prairie Maze. A small percentage of visitors (15%) knew about Panning for Gems, the Native American gardens, and Science House.

The visitors who had never been to the BBY (both those who had heard of it and those that had not) were asked to read a description of the BBY taken from the museum website. After reading the description, 70% of visitors were interested in visiting the BBY, with another 13% maybe interested in

visiting. Visitors named a variety of BBY components they were interested in, with visitors most frequently mentioning miniature golf (38%), Native American gardens (30%), and Prairie Maze (29%). The overwhelming percentage of museum visitors not visiting the BBY and their high level of interest in visiting the BBY after they learn more about it suggests an opportunity to strengthen marketing efforts to increase awareness within the museum not only of the BBY, but of the variety of features visitors can find there.

BIG BACK YARD TIMING & TRACKING STUDY

Overview

A timing and tracking study was conducted during the summer of 2006 to understand how visitors utilize and interact with the various components of the Big Back Yard (BBY). This study is a follow up to a similar study carried out in 2004 when the BBY first opened.

For this study, visitors age eight and above were unobtrusively observed during their visit to the BBY. A random sampling method was used for data collection. Using this method, the data collector positioned him/herself near the BBY's entrance, counted to three, and tracked the third visitor to enter the BBY who appeared age eight or above. Data was collected July 26 to August 16, 2006. A total of 101 visitors were observed. Visitor demographics can be found on page 10.

Results and Discussion

Visitor Experience in the BBY

Visitors were placed into one of the following categories based on their experience in the Big Back Yard.

- “Golfers” were visitors who golfed during their visit.
- “Non-golfers with golfers” were visitors who did not golf, but followed others in their own group who were golfing.
- “Non-golfers, not with golfers” were visitors who walked around the Big Back Yard, looked at various components, and may have watched other groups golf.
- “Did not interact with any components” were visitors who entered the Big Back Yard and may have visited the clubhouse, but returned to the museum without interacting with any exhibit components.

Similar amounts of golfers (44%) and non-golfers with a non-golfing group (46%) visited the Big Back Yard. A small percentage of visitors were non-golfers with golfers (8%) and only 3% walked into the BBY without interacting with any components. As illustrated in Table 1, the largest change in visitor experiences from 2004 to 2006 was the increase in non-golfers, not with golfers in 2006.

Table 1: BBY Visitor Experience in 2004 and 2006

Visitor Experience	2004	2006
	Percent of Visitors (n=323)	Percent of Visitors (n=101)
Golfer	52%	44%
Non-golfer, with golfers	8%	8%
Non-golfer, not with golfers	29%	46%
Did not interact with any components	12%	3%

Table 2 illustrates the types of experiences of the various visitor groups. Similar to the 2004 BBY Timing and Tracking study, visitors in groups composed of adults and children were most commonly in golfing groups, either as a golfer or observer. Additionally, if children only groups or adults only

groups were in the BBY, they either golfed or were with a group that decided not to golf. None of these groups had individuals that did not golf but watched others in their group golf.

Table 2: Group Composition and Type of Visitor Experience

Visitor Experience	Group Composition			
	Adults and Children (n=74)	Children Ages 8 – 18 Only (n=4)	Adults Only (n=21)	Alone (n=1)
Golfer	35	3	6	0
Non-golfer, with golfers	7	0	0	0
Non-golfer, not with golfers	30	1	15	0
Did not interact with any components	2	0	0	1

Total Time in the BBY

The total time in the BBY was recorded for each visitor. Table 3 shows the median, minimum, and maximum total times in the BBY by visitor type. Golfers spent the longest median time in the BBY (36 minutes, 15 seconds), while non-golfers not with golfers had a significantly shorter median time (12 minutes, 32 seconds). Total times for visitors in golfing groups and visitors in non-golfing groups were similar in 2004. Overall, the shortest amount of time a visitor spent in the BBY was 1 minute, 6 seconds and the longest amount of time was 1 hour, 20 minutes, and 26 seconds. Appendix A also includes histograms illustrating the distribution of total times visitors spent in the BBY based on their golfing experience.

Table 3: Total Time in BBY by Type of Visitor Experience

Visitor Experience	Median	Minimum	Maximum
Golfer (n=44)	36 min. 15 sec.	20 min. 48 sec.	1 hr. 20 min. 26 sec.
Non-golfer, with golfers (n=8)	26 min. 47 sec.	14 min. 18 sec.	1 hr. 16 sec.
Non-golfer, not with golfers (n=46)	12 min, 32 sec.	2 min. 4 sec.	1 hr. 8 min. 48 sec.
Did not interact with any components (n=3)	1 min. 24 sec.	1 min. 6 sec.	29 min. 28 sec.

Table 4 presents the minimum, maximum, and median total times in the BBY by group composition. The highest median time was for groups composed of adults and children (30 minutes, 34 seconds). This group also had the longest maximum time of 1 hour, 20 minutes, and 26 seconds. There was one visitor that came to the BBY by him/herself and ended up spending the least amount of time in the BBY (1 minute, 6 seconds). Median times spent by adults and children groups and adults only groups were similar to median times of these groups in the 2004 BBY Timing and Tracking Study.

Table 4: Total Time in BBY by Group Composition

Visitor Experience	Median	Minimum	Maximum
Adults and Children (n=74)	30 min. 34 sec.	1 min. 24 sec.	1 hr. 20 min. 26 sec.
Children (ages 8–18) Only (n=4)	27 min. 15 sec.	12 min. 50 sec.	43 min. 30 sec.
Adults Only (n=21)	12 min. 14 sec.	2 min. 48 sec.	43 min. 54 sec.

Stops at Miniature Golf Course

Visitors were observed to see if they stopped at any holes in the miniature golf course. All golfers and non-golfers with golfing groups stopped at the golf course. Less than half (41%) of non-golfers, not with a golfing group visited at least one hole in the golf course. Table 5 illustrates the holes where the non-golfing groups stopped. The highest percentage of these visitors (24%) stopped at Hole 9, which was also the most frequently visited hole by non-golfing groups during the 2004 BBY Timing and Tracking Study.

Table 5: Non-Golfing Group Stops at Miniature Golf Holes (n=46)

Hole	Percent of Visitors
Hole 9: Gulf of Mexico	24%
Hole 1: Source to Sink	13%
Hole 3: Hydraulic Jump	13%
Hole 7: Meandering River	11%
Hole 2: Erosion	9%
Hole 4: City Storm Sewer	9%
Hole 5: Draining the Fields	7%
Hole 8: Lock and Dam	4%
Hole 6: City Surface Runoff	2%

Experience with Stand-Alone Exhibits

All visitors stopped at one or more stand-alone exhibits. However, none of the exhibits had more than half the visitors stop at them. As illustrated in Table 6, Turbidity Currents was most frequently visited (47%). Erosion Recorder and Dam Removal had the lowest percentage of visitors stopping at them. Fewer visitors stopped at the stand-alone exhibits in 2006 compared to 2004. Part of this difference could be explained by the fact that tee times were used in 2004, but not in 2006. In 2004, golfing visitors were observed using the stand-alone exhibits while waiting for tee times.

Table 6: Visits to Stand-Alone Exhibits During 2004 and 2006

Exhibit	2004 Percent of Visitors (n=323)	2006 Percent of Visitors (n=101)
Turbidity Currents	N/A*	47%
Braided River	61%	36%
Erosion Recorder	43%	28%
Dam Removal	46%	26%

*Turbidity Currents was not in the BBY in 2004.

Table 7 shows the breakdown of stops at the four stand-alone exhibits based on visitor experience. During 2006, Turbidity Currents and Erosion Recorder had a higher percentage of non-golfing group visitors than golfing group visitors; while Braided River and Dam Removal had a higher percentage of golfing group visitors than non-golfing group visitors. In comparison, the three stand-alone exhibits were primarily visited by individuals in golfing groups during 2004. A fifth or less of non-golfing groups stopped at the stand-alone exhibits. Some of the differences between 2004 and 2006 for Erosion Recorder could be attributed to the fact that the exhibit was moved from between Holes 2 and 3 during 2004 to between holes 8 and 9 for 2006, making the exhibit more accessible to visitors not entering the golf course.

Table 7: Types of Visitors Stopping at Stand-Alone Exhibits in 2004 and 2006

	Golfer	Non-golfer, with golfer	Non-golfer, not with golfers
<i>Braided River</i>			
2004 (n=196)	72%	12%	16%
2006 (n=36)	44%	19%	36%
<i>Erosion Recorder</i>			
2004 (n=138)	70%	9%	21%
2006 (n=28)	39%	0%	61%
<i>Dam Removal</i>			
2004 (n=150)	76%	9%	15%
2006 (n=26)	58%	4%	38%
<i>Turbidity Currents</i>			
2004	N/A	N/A	N/A
2006 (n=45)	38%	4%	58%

Turbidity Currents was added to the BBY since the 2004 BBY Timing and Tracking Study. For that reason, data was gathered about visitors' behaviors and total time spent at the exhibit. As noted earlier, 45 visitors stopped at Turbidity Currents. These visitors spent a median total time of 47 seconds at the

exhibit, with a minimum total time of 5 seconds and a maximum of 9 minutes, 45 seconds. As illustrated in Table 8, almost two-thirds of the visitors (64%) read the labels, over half (56%) observed others interacting with the exhibit, and half (49%) interacted with the exhibit.

Table 8: Behaviors at Turbidity Currents (n=45)

Behavior	Percent of Visitors
Read labels	64%
Observe others interacting	56%
Interact with exhibit	49%
Talk to other visitor	40%
Point to exhibit	16%
Call/called over	2%

Experience with Prairie Maze, Science House, and Native American Gardens

Total time was recorded for three features of the BBY: Prairie Maze, Science House, and the Native American Gardens (which included the Three Sisters Garden and Medicinal Garden). As shown in Table 9, Prairie Maze attracted the most visitors (47%) and the Native American Gardens attracted the least (11%). More visitors stopped at the Prairie Maze in 2006 than in 2004. This could be attributed to the fact that the Prairie Maze was planted in 2004, so plants were just getting established. During 2006, the maze was blooming throughout the summer and the plants were much taller, looking more like a maze. The percent of visitors to the Science House and the Native American Gardens was similar for both years.

Table 9: Visits to BBY Features in 2004 and 2006

Feature	2004	2006
	Percent of Visitors (n=323)	Percent of Visitors (n=101)
Prairie Maze	26%	47%
Science House	20%	23%
Native American Gardens	6%	11%

As shown in Table 10, there were similar median total times for the three features, with visitors spending slightly more time in the Science House. Median times at all three features for 2006 were higher than visitor median times during the 2004 BBY Timing and Tracking Study. This could be attributed to the fact that all three of these features had more to offer visitors during 2006 than they did in 2004. As mentioned earlier, the Prairie Maze was more developed and also included activity cards, the Native American Gardens included more plantings in the Three Sisters Garden, and the Science House included a watershed exhibit and staff led activities. Appendix B also includes histograms illustrating the distribution of total times visitors spent at the various BBY features based on their golfing experience.

Table 10: Total Time Spent at BBY Features in 2004 and 2006

Feature	Median	Minimum	Maximum
<i>Prairie Maze</i>			
2004 (n=85)	2 min. 18 sec.	1 sec.	11 min. 24 sec.
2006 (n=47)	4 min. 30 sec.	40 sec.	14 min. 19 sec.
<i>Science House</i>			
2004 (n=63)	3 min, 22 sec.	2 sec.	21 min. 31 sec.
2006 (n=23)	4 min. 56 sec.	56 sec.	27 min. 29 sec.
<i>Native American Gardens</i>			
2004 (n=18)	1 min. 21 sec.	2 sec.	5 min. 25 sec.
2006 (n=11)	4 min.	11 sec.	10 min. 58 sec.

Since the 2004 BBY Timing & Tracking Study, interpretive activity cards were added to the Prairie Maze. Visitors were observed to see if they picked up the activity cards and/or used them. Of the 47 visitors who stopped at the Prairie Maze, a quarter (23%) picked up the activity cards and a fifth (19%) used the cards.

During the summer of 2006, Paul Red Elk spent time interpreting the Native American Gardens for visitors. As mentioned earlier, 10 visitors stopped at the Gardens. Paul was in the Gardens area when two of the visitor groups were there and was observed talking to both groups.

Visitor Demographics

Demographic information was recorded based on observation.

Sex (n=101)

Females: 55%

Males: 46%

Group Composition (n=101)

Adults and children: 74%

Adults only: 21%

Children only (ages 8 – 18): 4%

Alone: 1%

Age Range (n=101)

8-12: 17%

13 – 16: 7%

17 – 24: 17%

25 – 34: 23%

35 – 44: 20%

45 – 54: 9%

55 – 64: 5%

65+: 3%

BIG BACK YARD EXIT INTERVIEWS

Overview

An exit study was carried out in the Big Back Yard (BBY) to understand visitors' motivations for visiting the BBY, what they knew about the BBY before they visited, and their experience with the golf course's content. A continuous random sampling method was used for data collection. Using this method, the interviewer positioned him/herself near the BBY exit and drew an imaginary line from the edge of the clubhouse to the 3D map. The third eligible visitor to cross this line as they exited the BBY was approached for an interview. Upon completion of the interview, the interviewer would reposition him/herself near the exit and repeat the sampling method above. Visitors ages 16 and above were interviewed. Individuals in school groups were not included in the sample. Data was collected June 30 to October 1, 2006. A total of 73 people ages 16 and older were interviewed before they exited the BBY. The BBY lobby interview had identical questions to the BBY exit interviews, so data from lobby interviews with the 23 BBY visitors were added to the exit interview data for a total of 96 visitors included in this report. Visitor demographics can be found on page 16.

Results & Discussion

Prior Experience With the BBY

Visitors were asked if they had been to the BBY on a prior visit. A majority of visitors (88%) were experiencing the BBY for the first time. For the 12 visitors who had been to the BBY before, five had been there one or two times before, four have visited three to five times, and three visitors had visited the BBY more than five times. The 84 visitors who were experiencing the BBY for the first time were asked if they had heard about the BBY before visiting the museum. Less than half (40%) were aware of the museum before their visit.

Reasons for Visiting the BBY

Visitors were provided with a list of potential reasons for visiting the BBY and asked if any of them were reasons they visited. Many visitors chose more than one reason for their visit. As illustrated in Table 11, the most common reasons were to be outside (83%) and the appeal of the BBY to the children in the group (60%). Some visitors said the attractions drew them to the BBY, most often mentioning the Prairie Maze (43%) and miniature golf (40%).

Table 11: Reasons for Visiting the BBY (n= 96)

Reason	Percent of Visitors
To be outside	83%
Because it is appealing for the kids	60%
To see the Prairie Maze	43%
To play mini golf	40%
To pan for Gems or Fossils	20%
To see the Medicine Garden and/or Three Sisters Vegetable Garden	14%
To visit the Science House	10%

Visitors were asked if they had decided to visit the BBY before coming to the museum or during their visit. Most visitors (75%) decided to visit the BBY when they got to the museum. These 72 visitors

were asked what they heard or saw at the museum that made them decide to visit the BBY. Visitor responses were coded into themes, and representative responses are included for each. Some visitors mentioned more than one thing they saw or heard. Visitors most commonly saw the BBY from a museum window or terrace (38%) or noticed a sign in museum (33%). The fact that visitors are noticing the BBY from windows or terraces points to an opportunity to provide interpretation in some of these areas so visitors know what they are viewing down below.

What Visitors Saw or Heard About the BBY (n=72)

38% Saw the BBY When Looking Outside

- Saw it from balcony.
- Saw it from the different levels in the museum.
- Saw it from boat.

33% Signs In Museum

- Stumbled on it on the elevator. Saw the sign.
- Saw a sign in the exhibit area.
- Sign at the top of the stairs.
- Saw signs all over the museum.

13% SMM Pamphlet

- Saw it on the map/pamphlet.
- Saw on list of things to do.

6% Stumbled Upon It

- By fortuitous happenstance.
- Started at the lowest level and worked our way up.

3% Heard From SMM Staff

- Lady at the box office desk mentioned.

3% Heard From Other Visitor

- Heard about it from a friend who is here with us.

7% Other

- Heard about the maze on the Internet.

Awareness of Activities in the BBY

The 82 visitors who had visited the BBY for the first time were asked about their awareness of certain components before visiting the BBY. Most visitors (73%) knew the BBY included miniature golf. However, the main reason for this question was to see if visitors realized the BBY included activities other than miniature golf. Less than half the visitors (45%) were aware of the Prairie Maze and a third (33%) knew about Panning for Gems. A small percentage of visitors knew about the Native American gardens (13%) and the Science House (12%). The lack of awareness of the Native American Gardens and Science House could help explain why these attractions were least visited in the 2006 BBY Timing and Tracking Study. Some visitors (13%) did not know anything about the activities available in the BBY.

Miniature Golf Main Messages

Visitors were asked if they played miniature golf during their visit to the BBY. Less than half of the visitors golfed (42%). The 40 visitors who did golf were asked to describe what they thought was the golf course's main message. Visitor responses were coded into themes, and representative responses are included for each. Visitors' responses were spread across a variety of themes. Visitors most frequently mentioned that the golf course was about water systems such as rivers and oceans (28%) and the movement of water (20%). There was one visitor who was unable to articulate what the golf course's main message was because *"not really paying attention to that"*.

Main Message of Miniature Golf Course (n=40)

28% Water Systems

- Teaching how rivers work.
- Learning about rivers and oceans.
- Explanation of water and waterways and how it affects us.

20% Water Movement

- Understanding the movement and flow of water across different types of topography and how it is affected by man.
- Low powered water is very powerful as opposed to huge waterfalls or rivers.
- The water flow, hydrodynamics.
- To learn about the physical characteristics of drainage.

18% General Information About the Environment

- Teach about the environment.
- Describes environmental stuff in everyday life that you don't normally think about.
- Environmental questions about water.

15% Taking Care of the Environment

- Environment, keeping it clean and safe.
- Water conservation.

13% Pollution

- Pollution.
- Water runoff. How it works and environmental impact.

10% Erosion

- About erosion.
- To show how different landscapes and erosion play into each other.

10% Having Fun

- Fun learning in an urban setting.

13% Other

- How cities' water works.
- Geography.

3% Unable to articulate the golf course's main message

Miniature Golf Ground Signs

Visitors who golfed were asked if they read any of the ground signs located at the beginning of each hole. Most golfers (77%) read at least one of the signs. Of these visitors, 70% said the questions on the signs improved their experience. These 16 visitors were they asked to explain how the signs improved their experience. Visitor responses were coded into themes. Most visitors (11 out of 16) said the signs improved their experience by providing more explanation of what they saw at the hole. *“They gave an instant idea of the hole’s theme.” “They made it more than just a game; gave you something to think about.” “Made me realize what was going on in water; more thought out than other courses.”* Some visitors (5 out of 16) felt the signs made the golfing experience more enjoyable. *“Made it more entertaining.” “It added interest.”*

Why Visitors Didn’t Golf

The 56 visitors who didn’t golf were asked what factors led to their decision not to golf. Responses were coded into themes and representative responses are included for each. Some visitors mentioned more than one factor. Reasons were spread across various themes with cost (27%), lack of time (23%), and low interest in miniature golf (23%) most commonly cited.

Why Visitors Didn’t Golf (n=56)

27% Cost

- Extra cost.
- Money, had spent enough today.
- It's getting pricy for big families.

23% Lack of Time

- Show to see. Time.
- Time. Getting hungry.
- No time.

23% Not Interested

- Not much of a mini golfer.
- Kid didn't want to play.
- No interest.

14% Not Appropriate for Young Kids

- Little kids.
- Was tending a three year old.

9% Weather

- Too hot to be outside that long.
- Cold out today.

7% Other

- Son in wheelchair with a broken leg.
- Too many kids playing.

Non-Golfers Visiting Golf Course

Besides the golf holes, the golf course contained numerous exhibits and provided access to the Native American gardens and Science House. Visitors who didn’t golf were asked if they still walked through the golf course. Almost two-thirds (63%) of non-golfers walked through the course. The 21 non-

golfers who did not walk through the miniature golf course were asked what their main reason was for deciding not to walk through the course. These visitors' responses were coded into themes and representative responses are included for each. The most common reasons visitors did not walk through the course were they thought the course was for golfers (29%) and they were not interested in walking through the course (29%).

Main Reason Didn't Walk Through Golf Course (n=21)

29% Thought Course Was Only for Golfers

- We hadn't paid.
- Other people were golfing, didn't want to bother them.
- Didn't know you could.

29% Looked, But Not Interested in Walking Through

- Walked by it.
- No interest. Not on the way to anything else we wanted to see.

14% No Reason

- No reason.
- Just didn't.

10% Kids

- The kids.
- Tending a two-year-old.

10% Already Saw It

- Seen it before.

14% Other

- It was too crowded to really do a lot.
- Time.
- Too hot.

Visitor Demographics

Demographic information was self-reported.

Interest Level in Science (n=95)

Rated self 1-5: 7%
Rated self 6-10: 93%

Sex (n=96)

Females: 60%
Males: 40%

Primary Language (n=96)

97% English
1% Spanish
1% Chinese
1% German

Ethnicity (n=96)

White: 95%
African-American: 1%
Hispanic: 2%
Asian: 1%
Mixed: 1%

Age (n=96)

Median age: 30
Minimum age: 18
Maximum age: 64

Age Range (n=96)

16 – 24: 6%
25 – 34: 28%
35 – 44: 34%
45 – 54: 22%
55 – 64: 9%

Education (n=96)

Completed High School: 8%
Some College/Technical School: 28%
College Degree: 40%
Post-grad Degree: 24%

Household Income (n=96)

Under \$10000: 2%
\$10,000 to \$19,999: 1%
\$20,000 to \$29,999: 7%
\$30,000 to \$39,999: 4%
\$40,000 to \$49,999: 5%
\$50,000 to \$59,999: 8%
\$60,000 to \$69,999: 8%
\$70,000 to \$79,999: 8%
\$80,000 to \$89,999: 6%
\$90,000 to \$99,999: 7%
\$100,000 to \$149,999: 20%
\$150,000 and higher: 7%
I Don't Know: 7%
Didn't provide info: 7%

Group Composition (n=96)

Adults & kids: 68%
Adults only: 31%
Alone: 1%

Number of Other Visitors in Group (n=96)

Median: 2
Minimum: 0
Maximum: 11

Ages of Other Visitors in Group (n=238)

Median age: 14
Minimum age: .75
Maximum age: 82

SMM Members (n=96)

No: 74%
Yes: 26%

Number of Visits to SMM in the Last 2 Years (n=96)

None: 40%
1-2 times: 29%
3-5 times: 15%
More than 5 times: 17%

BIG BACK YARD LOBBY INTERVIEW

Overview

A study was carried out to understand how many visitors visit the Big Back Yard (BBY), their prior knowledge of the BBY, reasons why they don't visit the BBY, and their interest in visiting the BBY if they had never been there. For this study, visitors ages 16 and above were interviewed as they exited the museum. Individuals in school groups were not included in the sample. A random sampling method was used for data collection. Using this method, the interviewer positioned him/herself in the lobby and drew an imaginary line. The third eligible visitor to cross this line was approached for an interview. Data was collected June 24 to October 10, 2006. A total of 160 visitors were interviewed. Visitor demographics can be found on page 21.

Results and Discussion

Visits to BBY

Less than a fifth of visitors (14%) visited the BBY during their trip to the museum and an additional 10% did not visit the BBY on the day of the interview but had visited in the past.

A chi-square test of independence was calculated comparing visits to the BBY to the composition of the visitor group (adults and children or adults only). A significant interaction was found ($\chi^2(1) = 5.60$, $p < 0.05$). Groups of adults and children were more likely to visit the BBY (22%) than groups composed of adults only (9%).

Prior Knowledge of the BBY

The 123 visitors who did not visit the BBY on the day of the interview or in the past, were asked if they had heard or seen anything about the BBY before being interviewed. Only a small percentage of these visitors (14%) had prior knowledge of the BBY. This means, of all 160 visitors interviewed, almost two-thirds (63%) were unaware of the BBY.

The 23 visitors who were aware of the BBY but did not visit were asked about their awareness of various exhibit components. (No data was available for three of the visitors, which is why the "n" value is 20 in the Table 12.) Most visitors (70%) knew the BBY included mini golf. Less than half (40%) were aware of Prairie Maze. A small percentage of visitors (15%) knew about Panning for Gems, the Native American gardens, and Science House.

Table 12: Realized BBY Included Various Exhibit Components (n=20)

Exhibit Components	Percent of Visitors
Mini Golf	70%
Prairie Maze	40%
Panning for Gems	15%
Native American Gardens	15%
Science House	15%

Reasons for Not Visiting BBY

The 37 visitors who had heard of the BBY or had previously seen it but did not visit on the day of the interview were provided with a list of potential reasons for not visiting the BBY and asked if any of

them were reasons they did not visit. Many visitors had more than one reason for not visiting the BBY. As shown in Table 13, the most common reason was that visitors only came to the museum to see Body Worlds (70%), which was the museum’s special exhibition during this study. A little more than two-fifths of visitors (43%) said they didn’t have time to visit the BBY. Around a quarter of visitors cited not knowing how to get to the BBY (27%) or lack of interest in golfing (24%). Only 22% cited the extra cost of golf as a reason for not visiting the BBY. A smaller percentage of visitors cited the weather (16%) as a reason for not visiting. (It is important to note that interviews were not conducted on rainy days or when the temperature was above 90 degrees.)

Table 13: Reasons for Not Visiting BBY (n=37)

Reason	Percent of Visitors
Just came for Body Worlds	70%
Didn’t have time	43%
Didn’t know how to get to it	27%
Not interested in golfing	24%
The extra cost for mini golf	22%
The weather	16%

These same 37 visitors were then asked for the main reason they decided not to visit the BBY. Their responses were coded into themes and representative responses are included for each. Some visitors had more than one main reason. Most visitors cited main reasons similar to those in the table above, with the most frequently mentioned main reason related to only seeing Body Worlds (33%). Additional reasons, which were not listed in the previous table, included not knowing what the BBY was, unsure if it was open, not interested in the BBY, and not coming across it during their visit.

Main Reason For Not Visiting the BBY (n=37)

33% (12) Just Saw Body Worlds

- Went to Body Worlds and now I am tired.
- Spent long time in Body Worlds.
- Just came for Body Worlds. Kind of forgot that it was there.

19% (7) Didn’t Know Enough About BBY (location, features, hours)

- It said it was seasonal so we didn't know if it was open.
- Not knowing what it was and how to get there.
- It wasn't on the path through the museum.

17% (6) Lack of Time

- Ran out of time. Hungry.
- Didn't get there. Not on the agenda.

14% (5) Lack of Interest

- I’m not interested.
- Other members of my group didn't want to see the rest of the museum.

8% (3) Weather

- Too hot.

8% (3) Cost

- How much it costs.

8% (3) Other

- We have a two year old with us.

Interest in BBY

The 123 visitors who did not visit the BBY on the day of the interview or in the past, were asked to read a description of the BBY (See Appendix). After reading the description, they were asked if the BBY sounded like a place they would be interested in visiting. A majority of the visitors (70%) were interested, with another 13% “maybe” interested in visiting. Only 17% were not interested in visiting the BBY. The overwhelming percentage of visitors not visiting the BBY and their high level of interest after they learn more about it suggests an opportunity to strengthen marketing efforts to increase awareness within the museum not only of the BBY, but of the variety of features visitors can find there.

The 103 visitors interested or maybe interested in visiting the BBY were asked what about the BBY interested them most. (No data was available for two of the visitors, which is why the “n” value is 101 in Table 14.) Visitors expressed interest in a variety of BBY components, most frequently mentioning mini golf (38%), the Native American gardens (30%), and the Prairie Maze (29%). A small percentage of visitors (8%) did not specify components of interest but instead stated that they liked being outside or thought the BBY would be a good place for children.

Table 14: Most Interesting Aspect of the BBY (n=101)

Component	Percent of Visitors
Mini Golf	38%
Native American Gardens	30%
Prairie Maze	29%
Science House	20%
Panning for Gems & Fossils	18%
Everything sounded interesting	10%
Other (Didn't specify component)	8%

The 20 visitors not interested in visiting the BBY were asked what about the BBY did not interest them. Responses were coded into themes and representative responses are included for each. Some visitors had more than one response. Visitors mentioned a variety of things about the BBY that would not interest them. Visitors most frequently mentioned mini-golf (35%) or a lack of interest in the BBY as a whole (30%). There were also some visitors who felt the BBY was a place more for kids, while a few visitors felt their child would not be interested in the BBY.

What About BBY Does Not Interest Visitors (n=20)

35% (7) Mini Golf

- Wouldn't want to go out there because kids would want to play golf and it costs extra, Maybe if it were free.
- Not interested in golfing.
- Mini golf. Wife is in a wheelchair.

30% (6) None of it sounds interesting

- Pretty much everything.
- Just doesn't interest me.

15% (3) Not for adults, more for kids

- I would go if I had kids with me but only with adults today
- No little kids; sounds like a place for kids.

10% (2) Children wouldn't be interested

- Our toddler would not be interested, maybe when he's older.
- Children are more interested in dinosaurs. Children would not be interested in plants.

15% (3) Other

- Time.
- Just came for Body Worlds

Visitor Demographics

Demographic information was self-reported.

Sex (n=160)

Females: 63%

Males: 38%

Primary Language (n=160)

English: 96%

Other: 4%

Ethnicity (n=160)

White: 92%

African-American: 5%

Hispanic: 1%

Mixed: 3%

Other: 3%

Age (n=160)

Median age: 41

Minimum age: 14

Maximum age: 77

Age Range (n=160)

16 – 24: 15%

25 – 34: 23%

35 – 44: 24%

45 – 54: 20%

55 – 64: 12%

65+: 6%

Education (n=160)

Less Than High School: 3%

Completed High School: 11%

Some College/Technical School: 26%

College Degree: 38%

Post-grad Degree: 23%

Interest Level in Science (n=159)

Rated self 1-5: 11%

Rated self 6-10: 89%

Household Income (n=160)

Under \$10000: 4%

\$10000 to \$19999: 3%

\$20000 to \$29999: 5%

\$30000 to \$39999: 6%

\$40000 to \$49999: 10%

\$50000 to \$59999: 11%

\$60000 to \$69999: 5%

\$70000 to \$79999: 8%

\$80000 to \$89999: 5%

\$90000 to \$99999: 3%

\$100000 to \$149999: 14%

\$150000 and higher: 6%

I Don't Know: 10%

Didn't provide info: 9%

Group Composition (n=159)

Adults & kids: 42%

Adults only: 57%

Alone: 1%

Number of Other Visitors in Group (n=159)

Median: 2

Minimum: 0

Maximum: 20

Ages of Other Visitors in Group (n=385)

Median age: 29

Minimum age: Less than 1

Maximum age: 84

SMM Members (n=158)

No: 88%

Yes: 10%

Unsure: 2%

Number of Visits to SMM in Last 2 Years (n=160)

None: 38%

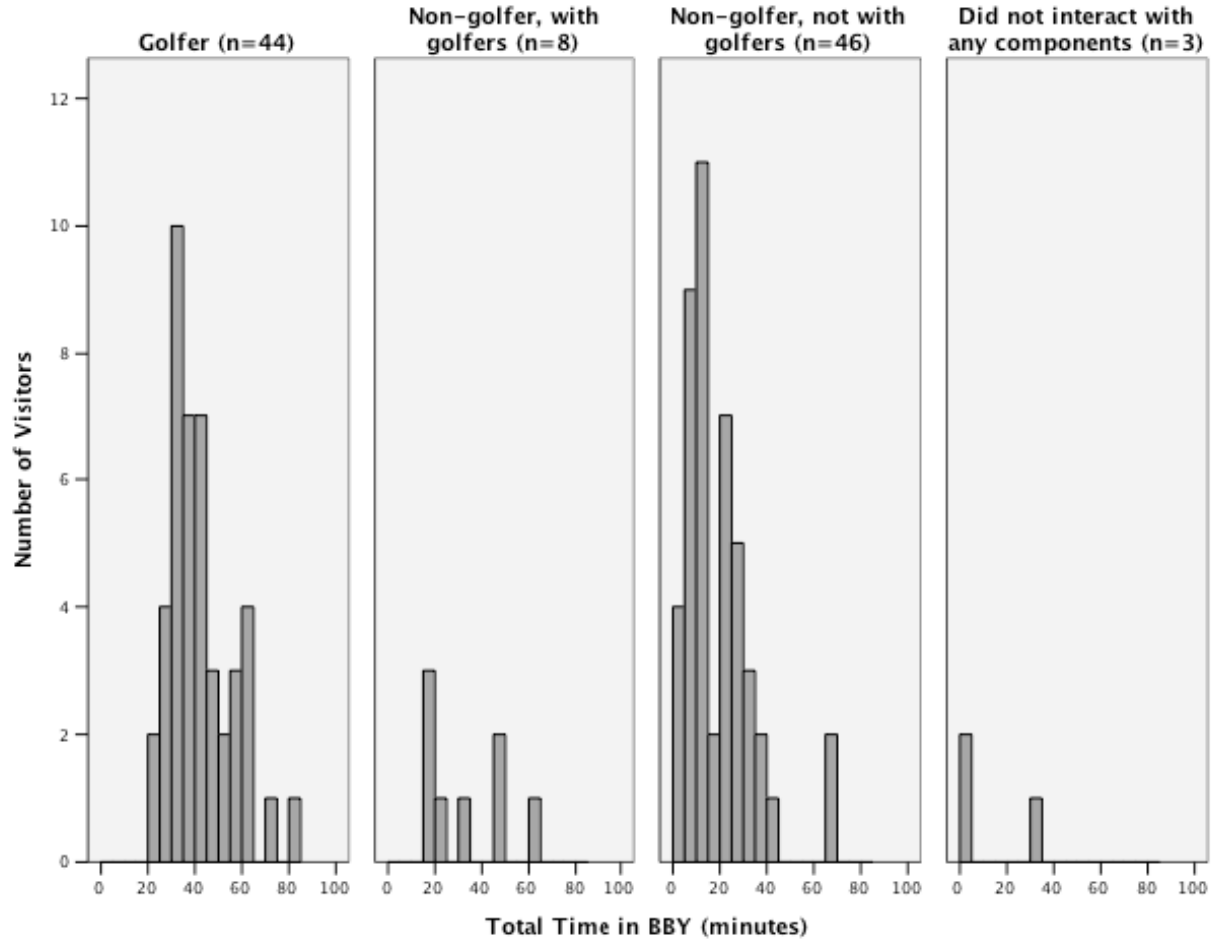
1-2 times: 47%

3-5 times: 8%

More than 5 times: 8%

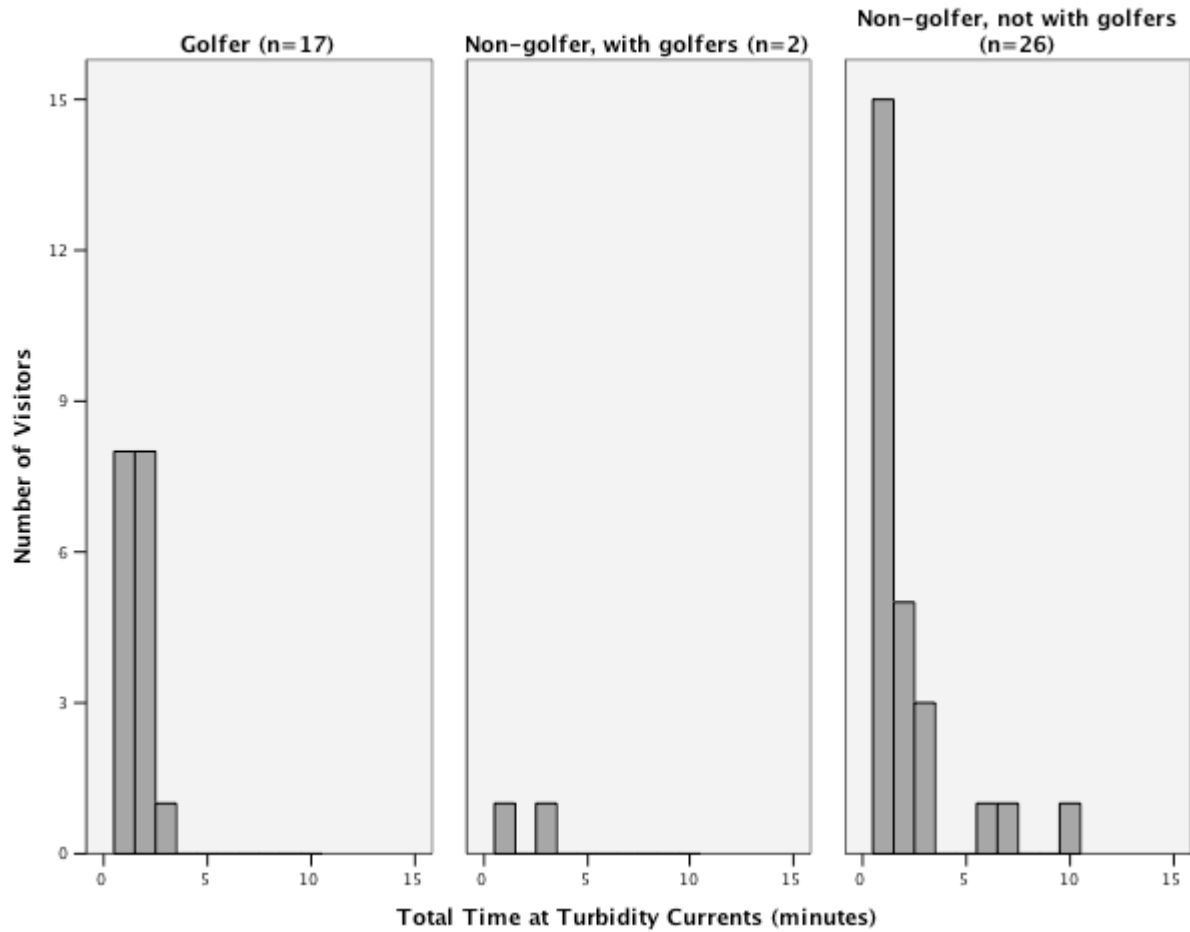
Appendix A: Histograms of Total Time Spent in BBY Based on Visitor Experience

Total Time in Big Back Yard Based on Visitor Experience

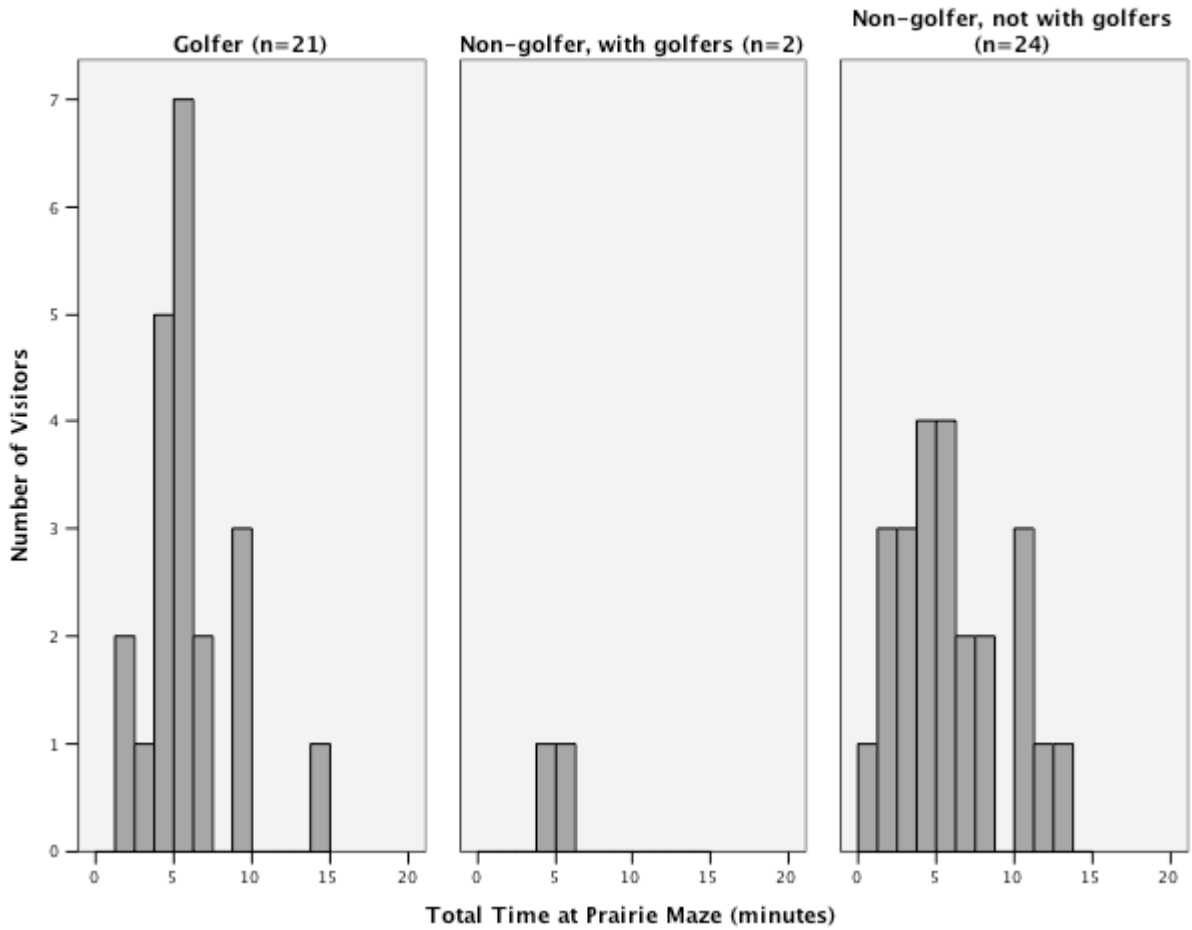


Appendix B: Histograms of Total Time Spent at Stand-Alone Exhibits Based on Visitor Experience

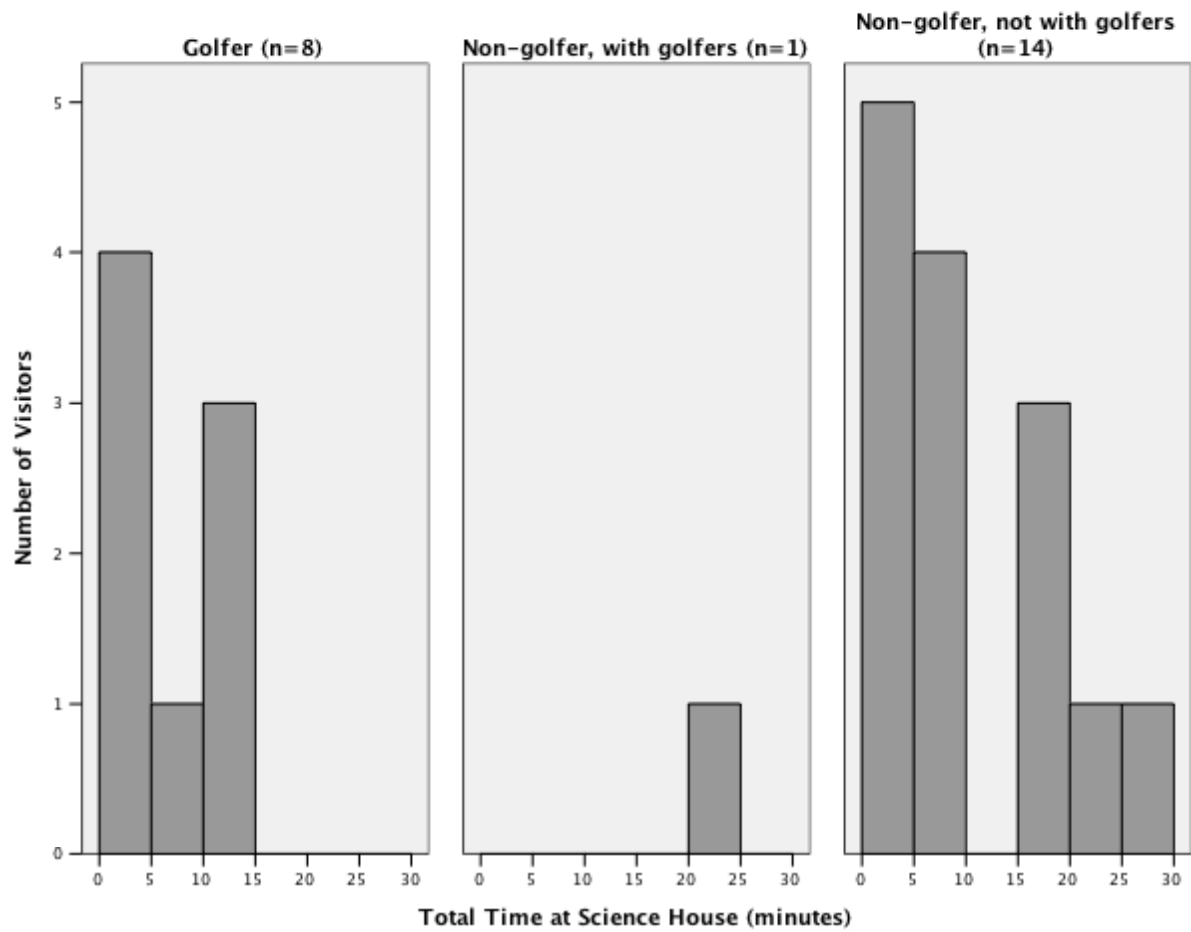
Total Time at Turbidity Currents Based on Visitor Experience



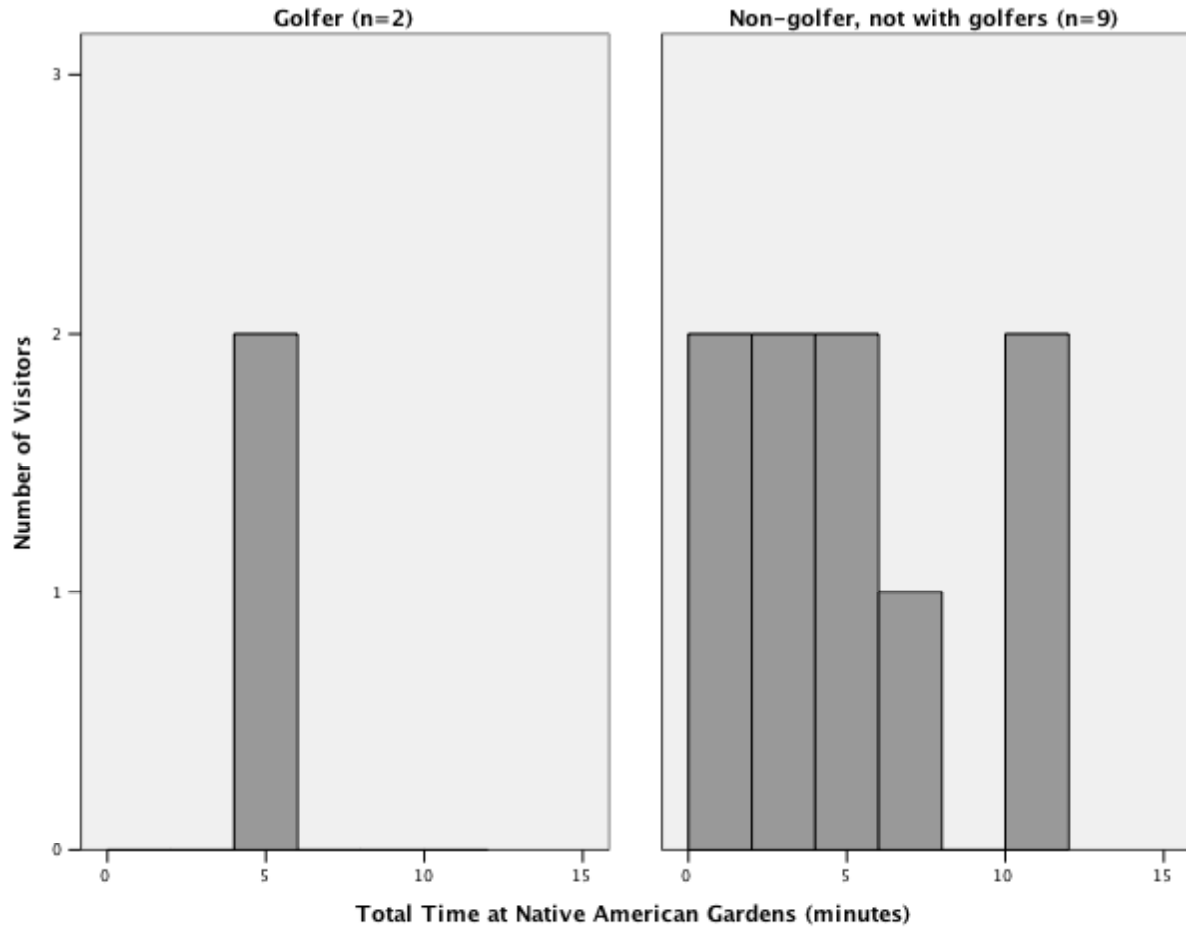
Total Time at Prairie Maze Based on Visitor Experience



Total Time in Science House Based on Visitor Experience



Total Time at Medicine Garden Based on Visitor Experience



APPENDIX C:
BBY Description Shown to Visitors During Lobby Interview

Big Back Yard

The Big Back Yard is 9-holes of fun and challenging mini golf. Navigate water hazards like you've never seen before while you learn how water moves from mountains to oceans, shaping the landscape along the way.



After your round of golf, check all the other cool features of this outdoor gallery:

- Visit **Science House**, a building that heats, cools, and powers itself with electricity it creates from sunlight.
- **Panning for Gems**: Pan for gemstones and fossils in the giant sluice.
- **Prairie Maze**: Wander through a 17,000 square foot maze of native Minnesota's prairies grasses.
- Explore the **Turtle Effigy Medicinal Garden**, featuring traditional medicinal plants, and the **Three Sisters Garden**, highlighting the Iroquois tradition of planting corn, squash, and beans together in mounds.

Tickets: You can add mini golf to any exhibit ticket. \$3.00 for children (ages 4-12) \$4.50 for adults/seniors. Science Museum members receive a 10% discount on mini golf tickets.

Hours: Open 7 days a week Memorial Day through Labor Day. 9:30 a.m. - 8:45 p.m.

Big Back Yard Tracking Study
****Track visitors who appear 8 or above.**

Time enters BBY: _____:_____:_____ Time exits BBY: _____:_____:_____

Hour Min. Sec. Hour Min. Sec.

Total Time in BBY _____:_____:_____

Hour Min Sec.

Visitor Experience

How would you characterize this visitor's experience?

- 1 Golfer
- 2 Non-golfer, with a golfing group
- 3 Non-golfer, not with a golfing group
- 4 Did not interact with any components (simply walked in, maybe stopped at clubhouse or sat at picnic tables, and then walked out – did not go to any BBY features)

Demographics (by Observation Only)

Sex

- 1 Male
- 2 Female

Age Range

- 1 8 - 12
- 2 13 – 16
- 3 17 – 24
- 4 25 – 34
- 5 35 – 44
- 6 45 – 54
- 7 55 – 64
- 8 65 +

Group Composition

- 1 Adults and kids
- 2 Kids only (ages 18 or younger)
- 3 Adults only
- 4 Alone

Activity Cart

Is there an activity cart set up near the BBY clubhouse? 1 Yes 2 No

(If yes) Did the visitor stop at the cart? 1 Yes 2 No

Watershed Walk (Walk starts inside Science House)

Was the watershed walk taking place when the visitor was in the BBY? 1 Yes 2 No

(If Yes) Did the visitor participate in the walk? 1 Yes 2 No

Component	Start Time & Stop Time	Total Time	Additional Behaviors to Record
<p>Prairie Maze *Record time from when they approach any part of the maze to when they walk away from it.</p>	<p>Start: _____ : _____ : _____ Hour Min.</p> <p>Stop: _____ : _____ : _____ Hour Min. Sec.</p> <p>Start: _____ : _____ : _____ Hour Min.</p> <p>Stop: _____ : _____ : _____ Hour Min. Sec.</p>	<p>_____ : _____ : _____ Hour Min.</p> <p><input type="checkbox"/> Did not visit Prairie Maze</p>	<p>Pick up activity cards? 1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No</p> <p>Use activity cards? (Even if another group member holds cards, did visitor look at them while in maze?) 1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No</p>
<p>Science House *Enter house to when they exit house.</p>	<p>Start: _____ : _____ : _____ Hour Min.</p> <p>Stop: _____ : _____ : _____ Hour Min. Sec.</p> <p>Start: _____ : _____ : _____ Hour Min.</p> <p>Stop: _____ : _____ : _____ Hour Min. Sec.</p>	<p>_____ : _____ : _____ Hour Min.</p> <p><input type="checkbox"/> Did not visit Science House</p>	<p>Are SMM staff in the Science House? 1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No</p> <p>(If Yes) Are SMM staff doing an activities – aquatic inverts or bacteria lab bench? 1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No</p>
<p>Medicine Garden & Three Sisters Garden *Record time from when they walk up to any of the gardens to when they turn and walk away from the garden area.</p>	<p>Start: _____ : _____ : _____ Hour Min.</p> <p>Stop: _____ : _____ : _____ Hour Min. Sec.</p> <p>Start: _____ : _____ : _____ Hour Min.</p> <p>Stop: _____ : _____ : _____ Hour Min. Sec.</p>	<p>_____ : _____ : _____ Hour Min.</p> <p><input type="checkbox"/> Did not visit Gardens</p>	<p>Is Paul Red Elk (SMM staff member) in the gardens? 1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No</p> <p>(If Yes) Did visitors talk to him or listen to him talk to other visitors? 1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No</p>

Big Back Yard Exit Interview

Excuse me, my name is _____ and I work here at the museum. We are talking to visitors to get feedback about the Big Back Yard. Would you be willing to take a few minutes to share your opinions?

(Interview visitors 16 and above only. Make sure you verify age for teens before you do the interview.)

1a. Was today your first time to the Big Back Yard?

- 1 Yes
2 No

1b. (If NO) How many times have you been to the Big Back Yard before today? (read options)

- 1 1-2 times
2 3-5 times
3 More than 5 times

2. (SKIP IF BEEN TO BBY BEFORE - mark "N/A") Had you heard about the Big Back Yard before today's visit to the museum?

- 1 Yes
2 No
3 Not Applicable, have been to BBY before

3a. Which of these, if any, were reasons why you decided to visit the Big Back Yard today? (Read them each option)

	Yes	No
To play mini golf	1 <input type="checkbox"/>	2 <input type="checkbox"/>
To see the Prairie Maze	1 <input type="checkbox"/>	2 <input type="checkbox"/>
To pan for gems or fossils	1 <input type="checkbox"/>	2 <input type="checkbox"/>
To visit the Science House	1 <input type="checkbox"/>	2 <input type="checkbox"/>
To see the Medicine Garden and/or Three Sisters Vegetable Garden	1 <input type="checkbox"/>	2 <input type="checkbox"/>
Because it is appealing for the kids	1 <input type="checkbox"/>	2 <input type="checkbox"/>
To be outside	1 <input type="checkbox"/>	2 <input type="checkbox"/>

3b. What was your main reason for visiting the Big Back Yard today?

[If they only said "yes" to one reason above ask, "Was (read reason above) the main reason you decided to visit the Big Back Yard today? (If Yes, write reason below) (If No) What was the main reason?]

4a. Thinking about today’s visit to the museum, when did you decide you were going to visit the Big Back Yard? *(read options)*

- 1 Decided before you visited the museum
- 2 Decided at the museum

4b. *(If “Decided at the museum”) What did you see or hear at the museum that made you decide to visit the Big Back Yard? (Probe if necessary to make sure they are answering the question. If they heard something about the BBY, ask who they heard it from.)*

5. (SKIP IF BEEN TO BBY BEFORE - mark “N/A”) Before you walked outside to the Big Back Yard, did you realize it included the following? *(read them each option. If they said they saw it but didn’t know what it was called, check “yes”)*

- 3 Not Applicable, have been to BBY before

Mini Golf	1 <input type="checkbox"/> Yes	2 <input type="checkbox"/> No
Prairie Maze	1 <input type="checkbox"/> Yes	2 <input type="checkbox"/> No
Panning for Gems	1 <input type="checkbox"/> Yes	2 <input type="checkbox"/> No
Medicine Garden and Three Sisters Vegetable Garden	1 <input type="checkbox"/> Yes	2 <input type="checkbox"/> No
Science House	1 <input type="checkbox"/> Yes	2 <input type="checkbox"/> No

6. Did you play mini golf today?

- 1 Yes → Go to Q. 7
- 2 No → Skip to Q. 9 (next page)

If PLAYED MINI GOLF (Ask 7, 8a and 8b or 8c. Then go to Visitor Info Sheet)

7. (If YES to 6 – played mini golf) What do you think is the main message of the mini golf course? *(Probe: What do you think the museum is trying to get across to visitors?)*

8a. There were signs on the ground at the beginning of some of the holes. *(Show them the picture of the hole and point out the sign on the ground) These signs included questions related to the hole. Did you read any of these signs?*

- 1 Yes → Skip to 8c
- 2 No → Go to 8b

8b. (If NO to 8a) Is there a particular reason why you didn't read any of these signs?

8c. (If YES to 8a) Did the questions improve your experience?

- 1 Yes
- 2 No
- 3 Other

8d. (If YES or OTHER to 8c) Can you explain how they improved your experience?

IF DID NOT PLAY MINI GOLF (Ask 9, 10a, & 10b if applicable. Then go to Visitor Info Sheet)

9. What factors led to your decision not to golf?

10a. Even though you didn't golf, did you still walk through the mini golf course?

- 1 Yes
- 2 No

10b. (If NO to 10a) What was the main reason you decided not to walk through the mini golf course?

Visitor Information Sheet

Please answer the following questions to help us serve our audience.

1. How would you rate your interest in science on scale of 1 to 10 if 1 is "I have absolutely no interest in science" and 10 is "I am extremely interested in science"? (CIRCLE ONLY ONE NUMBER)

1 2 3 4 5 6 7 8 9 10

2. What is your age? _____

3. Are you... Male Female

4. What is the primary language spoken at your home? _____

5. What is your ethnicity? (CHECK ALL THAT APPLY)

African-American

South Asian

White

Asian

Hispanic

Native American

6. Who did you come with to the museum today? (CHECK ONLY ONE ANSWER)

I am here alone

I am with a school or tour group

I am here in a social group, such as a family, that includes adults AND children

I am here in a social group that includes adults ONLY

7. Please list the ages of all the other people you are with today at the museum.

8. Are you or your family a member of this museum? Yes No Unsure
9. Before today, how many times have you visited this museum during the last 2 years?
 None
 1-2 times
 3-5 times
 More than 5 times
10. What is your zip code? _____
11. What is the highest level of education you have completed? (CHECK ONLY ONE ANSWER)
 Less than High School
 Completed High School
 Some College or Technical Education
 College Degree
 Post-Graduate Degree
12. What was your total annual household income last year? (CHECK ONLY ONE ANSWER)
- | | |
|---|---|
| <input type="checkbox"/> Under \$10,000 | <input type="checkbox"/> \$70,000 to 79,999 |
| <input type="checkbox"/> \$10,000 to \$19,999 | <input type="checkbox"/> \$80,000 to 89,999 |
| <input type="checkbox"/> \$20,000 to \$29,999 | <input type="checkbox"/> \$90,000 to 99,999 |
| <input type="checkbox"/> \$30,000 to 39,999 | <input type="checkbox"/> \$100,000 to 149,999 |
| <input type="checkbox"/> \$40,000 to 49,999 | <input type="checkbox"/> \$150,000 or more |
| <input type="checkbox"/> \$50,000 to 59,999 | <input type="checkbox"/> I don't know |
| <input type="checkbox"/> \$60,000 to 69,000 | |

BBY Lobby Interview

Excuse me, my name is _____ and I work here at the museum. We are talking to visitors today to get feedback about the Big Back Yard. Would you be willing to take a few minutes to share your opinions? (*Interview visitors 16 and above only. Verify age if necessary before you do the interview.*)

1. Did you visit the BBY during today's visit?

1 Yes (*Skip to page 4*)

2 No

DID NOT VISIT THE BBY

2a. Have you visited the Big Back Yard in the past?

1 Yes

2 No

2b. (*If Yes*) How many times have you been to the Big Back Yard? (*read options*)

1 1-2 times

2 3-5 times

3 More than 5 times

2c. (*If No*) Had you seen or heard anything about the Big Back Yard before this interview? (*If someone saw BBY from a window mark it as "yes". Only mark "no" if people are completely unaware of the BBY before the interview.*)

1 Yes (*Ask 2d*)

2 No (*Skip to question 5a*)

2d. (*If Yes to 2c*) What have you seen or heard about the Big Back Yard?

(*Probe if necessary to make sure they are answering the question. If they heard something about the BBY, ask who they heard it from.*)

3a. (Skip this question if visitor has never heard of the BBY before)

Which of these, if any, were reasons why you decided not to visit the Big Back Yard today?

(Make sure you read each option)

Not Applicable, have never heard about BBY before

	Yes	No
Didn't know how to get to it	1 <input type="checkbox"/>	2 <input type="checkbox"/>
Just came for Body Worlds	1 <input type="checkbox"/>	2 <input type="checkbox"/>
Didn't have time	1 <input type="checkbox"/>	2 <input type="checkbox"/>
The extra cost for mini golf	1 <input type="checkbox"/>	2 <input type="checkbox"/>
Not interested in golfing	1 <input type="checkbox"/>	2 <input type="checkbox"/>
The weather	1 <input type="checkbox"/>	2 <input type="checkbox"/>

3b. What was the main reason you decided not to visit the Big Back Yard today?

[If they only said "yes" to one reason above ask, "Was (read reason above) the main reason you decided not to visit the Big Back Yard today? (If yes, write reason below) (If no) What was the main reason?]

--FOR VISITORS WHO HAVE BEEN TO BBY BEFORE, SKIP TO VISITOR INFO SHEET--

4. (Ask this question only of people who have heard of the BBY but have never been there.)

Did you realize the Big Back Yard included the following?

(read each option. If saw it but didn't know what it was called, check "yes")

3 Not Applicable, have never heard of BBY or have been to BBY before

Mini Golf	1 <input type="checkbox"/> Yes	2 <input type="checkbox"/> No
Prairie Maze	1 <input type="checkbox"/> Yes	2 <input type="checkbox"/> No
Panning for Gems	1 <input type="checkbox"/> Yes	2 <input type="checkbox"/> No
Medicine Garden and Three Sisters Vegetable Garden	1 <input type="checkbox"/> Yes	2 <input type="checkbox"/> No
Science House	1 <input type="checkbox"/> Yes	2 <input type="checkbox"/> No

5a. (*Ask this only of people who have never been to the BBY*)

Here is a description of the Big Back Yard. Please take a minute to read this and I'll ask you a few questions when you are done. (*After visitor has read sheet*) Does the Big Back Yard sound like a place you would be interested in visiting?

- 1 Yes
- 2 No
- 3 Maybe
- 4 N/A Have been to the BBY before

5b. (*If Yes or Maybe*) **What about the Big Back Yard interests you most?**

5c. (*If No or Maybe*) **What about the Big Back Yard does not interest you?**

-- SKIP TO VISITOR INFO SHEET--

VISITED THE BBY

6a. Was today your first time to the Big Back Yard?

- 1 Yes
 2 No

6b. (If No) How many times have you been to the Big Back Yard before today? (read options)

- 1 1-2 times
 2 3-5 times
 3 More than 5 times

7. (Skip if already been to BBY - mark "N/A") Had you heard about the Big Back Yard before today's visit to the museum?

- 1 Yes
 2 No
 3 Not Applicable, have been to BBY before

8a. Which of these, if any, were reasons why you decided to visit the Big Back Yard today? (read them each option)

	Yes	No
To play mini golf	1 <input type="checkbox"/>	2 <input type="checkbox"/>
To see the Prairie Maze	1 <input type="checkbox"/>	2 <input type="checkbox"/>
To pan for gems or fossils	1 <input type="checkbox"/>	2 <input type="checkbox"/>
To visit the Science House	1 <input type="checkbox"/>	2 <input type="checkbox"/>
To see the Medicine Garden and/or Three Sisters Vegetable Garden	1 <input type="checkbox"/>	2 <input type="checkbox"/>
Because it is appealing for the kids	1 <input type="checkbox"/>	2 <input type="checkbox"/>
To be outside	1 <input type="checkbox"/>	2 <input type="checkbox"/>

8b. What was your main reason for visiting the Big Back Yard today?

[If they only said "yes" to one reason above ask, "Was (read reason above) the main reason you decided to visit the Big Back Yard today? (If yes, write reason below) (If no) What was the main reason?]

9a. Thinking about today's visit to the museum, when did you decide you were going to visit the Big Back Yard? (read options)

- 1 Decided before you visited the museum
 2 Decided at the museum

9b. (If "Decided at the museum") What did you see or hear at the museum that made you decide to visit the Big Back Yard? (Probe if necessary to make sure they are answering the question. If they heard something about the BBY, ask who they heard it from.)

10. (If already been to BBY mark "N/A" and skip to question 11a) Before you walked outside to the Big Back Yard, did you realize it included the following? (If they said they saw it but didn't know what it was called, check "yes")

3 Not Applicable, have been to BBY before

Mini Golf	1 <input type="checkbox"/> Yes	2 <input type="checkbox"/> No
Prairie Maze	1 <input type="checkbox"/> Yes	2 <input type="checkbox"/> No
Panning for Gems	1 <input type="checkbox"/> Yes	2 <input type="checkbox"/> No
Medicine Garden and Three Sisters Vegetable Garden	1 <input type="checkbox"/> Yes	2 <input type="checkbox"/> No
Science House	1 <input type="checkbox"/> Yes	2 <input type="checkbox"/> No

11a. Did you play mini golf today?

1 Yes

2 No

11b. (If Yes – played mini golf) What do you think is the main message of the mini golf course? (Probe: What do you think the museum is trying to get across to visitors?)

11c. (If No to 11a - did not play mini golf) What factors led to your decision not to golf?

11d. (If No to 11a- did not play mini golf) Even though you didn't golf, did you still walk through the mini golf course?

1 Yes

2 No

11e. (If No to 11e – did not walk through golf course) What was the main reason you decided not to walk through the mini golf course?

-- GO TO VISITOR INFO SHEET--

Visitor Information Sheet

Please answer the following questions to help us serve our audience.

1. How would you rate your interest in science on scale of 1 to 10 if 1 is "I have absolutely no interest in science" and 10 is "I am extremely interested in science"? (CIRCLE ONLY ONE NUMBER)

1 2 3 4 5 6 7 8 9 10

2. What is your age? _____

3. Are you... Male Female

4. What is the primary language spoken at your home? _____

5. What is your ethnicity? (CHECK ALL THAT APPLY)

African-American

South Asian

White

Asian

Hispanic

Native American

6. Who did you come with to the museum today? (CHECK ONLY ONE ANSWER)

I am here alone

I am with a school or tour group

I am here in a social group, such as a family, that includes adults AND children

I am here in a social group that includes adults ONLY

7. Please list the ages of all the other people you are with today at the museum.

8. Are you or your family a member of this museum? Yes No Unsure

9. How many times have you visited this museum during the last 2 years?

None

1-2 times

3-5 times

More than 5 times

10. What is your zip code? _____

11. What is the highest level of education you have completed? (CHECK ONLY ONE ANSWER)

Less than High School

Completed High School

Some College or Technical Education

College Degree

Post-Graduate Degree

12. What was your total annual household income last year? (CHECK ONLY ONE ANSWER)

Under \$10,000

\$10,000 to \$19,999

\$20,000 to \$29,999

\$30,000 to 39,999

\$40,000 to 49,999

\$50,000 to 59,999

\$60,000 to 69,000

\$70,000 to 79,999

\$80,000 to 89,999

\$90,000 to 99,999

\$100,000 to 149,999

\$150,000 or more

I don't know