

Dauphin Island Estuarium
Exit Survey of Visitors
2006 Annual Report

CBER Research Report #71

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The Estuarium at the Dauphin Island Sea Lab distributes Exit Visitor Surveys to their visitors throughout the year. The surveys were created by the Center for Business and Economic Research (CBER) and then modified by The Estuarium to add more questions of rank. Each quarter, The Estuarium's managers collect the completed surveys and mail them back to CBER for processing, where the data from each survey is compiled into quarterly summaries. A PowerPoint presentation is also created each quarter and is available for viewing on the web. At the end of the year, the quarterly summaries are combined to form an Annual Report. The following report is a total summary of all responses to The Estuarium's Exit Visitor Surveys for the year 2006. The number of surveys collected by The Estuarium is as follows:

January – March:	5
April – June:	25
July – September:	22
October – December:	0

A total of 52 surveys were collected during 2006.

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SECTION 1.
TABULAR SUMMARY

Responses from all visitors to The Estuarium at the Dauphin Island Sea Lab

Rankings based on experience visiting The Estuarium

<u>Courtesy of staff & docents</u>	<u>Total</u>	<u>Percentage</u>
1	1	1.96
2	1	1.96
3	1	1.96
4	6	11.76
5	42	82.35
Total	51	100.00
Average Ranking	4.71	

<u>Knowledge of staff & docents</u>	<u>Total</u>	<u>Percentage</u>
1	2	4.55
2	2	4.55
3	2	4.55
4	6	13.64
5	32	72.73
Total	44	100.00
Average Ranking	4.45	

<u>Ability of view and study exhibits</u>	<u>Total</u>	<u>Percentage</u>
1	1	2.00
2	1	2.00
3	5	10.00
4	7	14.00
5	36	72.00
Total	50	100.00
Average Ranking	4.52	

<u>Cleanliness</u>	<u>Total</u>	<u>Percentage</u>
1	3	5.88
2	0	0.00
3	1	1.96
4	7	13.73
5	40	78.43
Total	51	100.00
Average Ranking	4.59	

<u>Educational experience</u>	<u>Total</u>	<u>Percentage</u>
1	1	2.04
2	2	4.08
3	2	4.08
4	5	10.20
5	39	79.59
Total	49	100.00
Average Ranking	4.61	

<u>Entertainment experience</u>	<u>Total</u>	<u>Percentage</u>
1	1	2.00
2	2	4.00
3	2	4.00
4	6	12.00
5	39	78.00
Total	50	100.00
Average Ranking	4.60	

<u>Gift Shop selection</u>	<u>Total</u>	<u>Percentage</u>
1	1	2.38
2	5	11.90
3	2	4.76
4	7	16.67
5	27	64.29
Total	42	100.00
Average Ranking	4.29	

<u>Overall visit</u>	<u>Total</u>	<u>Percentage</u>
1	0	0.00
2	0	0.00
3	1	2.13
4	7	14.89
5	39	82.98
Total	47	100.00
Average Ranking	4.81	

<u>Primary residential states/countries</u>	<u>Total</u>	<u>Percentage</u>
Alabama*	20	38.46
Tennessee	5	9.62
California	3	5.77
Missouri	3	5.77
Colorado	2	3.85
Kentucky	2	3.85
Mississippi	2	3.85
Michigan	2	3.85
Minnesota	2	3.85
Virginia	2	3.85
Arkansas	1	1.92
Georgia	1	1.92
Louisiana	1	1.92
Nevada	1	1.92
Ohio	1	1.92
Texas	1	1.92
Utah	1	1.92
Wisconsin	1	1.92
Canada	1	1.92
Total	52	100.00

*Includes 14 residents from Mobile and Baldwin Counties

Responses from non-residents of Mobile and Baldwin Counties only

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	23	57.50
tour group	9	22.50
visiting friends/relatives	6	15.00
business trip	1	2.50
convention	1	2.50
Total	40	100.00

<u>Number of people in group</u>	<u>Total</u>	<u>Percentage</u>
1	2	5.13
2	2	5.13
3	6	15.38
4	10	25.64
5	6	15.38
6	1	2.56
7	1	2.56
8	2	5.13
11	2	5.13
14	3	7.69
15	1	2.56
18	1	2.56
28	1	2.56
80	1	2.56
Total	39	100.00
Average Group Size	8.41	

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	22	56.41
1 night	0	0.00
2 nights	2	5.13
3 or more nights	15	38.46
Total	39	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	15	23.08
brochures	15	23.08
other	10	15.38
internet/web site	9	13.85
welcome center	7	10.77
magazine/newspaper	4	6.15
television/radio	3	4.62
billboards	2	3.08
travel agency	0	0.00
Total	65	100.00

<u>Other information source used</u>	<u>Total</u>	<u>Percentage</u>
School	5	55.56
Word of mouth	3	33.33
Previous visit	1	11.11
Total	9	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Gaines	16	17.98
USS Alabama Battleship Memorial Park	10	11.24
Bellingrath Gardens and Home	9	10.11
Fort Conde Museum & Welcome Center	8	8.99
Gulf Coast Exploreum & IMAX	7	7.87
Wildland expeditions	6	6.74
Other attractions/festivals/special events	6	6.74
Bragg-Mitchell Mansion	4	4.49
Conde-Charlotte Museum House	4	4.49
Cruise ships	4	4.49
Oakleigh Period House Museum Complex	4	4.49
Richard-DAR House Museum	4	4.49
Mobile Museum of Art	3	3.37
The Museum of Mobile	3	3.37
Mobile Greyhound Park	1	1.12
Total	89	100.00

<u>Other attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Ft. Morgan	1	20.00
Alabama Gulf Coast Zoo	1	20.00
Alligator Alley	1	20.00
Science Explorium	1	20.00
Beach	1	20.00
Total	5	100.00

SECTION 2.
VISITOR COMMENTS

January - March

- You need more plant and animal books for Alabama, not San Diego, CA.
- Overpriced! Found this experience to be a long drive for a short adventure through the “museum.” Please consider educating your staff on courtesy and making your facility more colorful, interesting, etc., or lower your prices for this quick tour!
- Could lower prices.

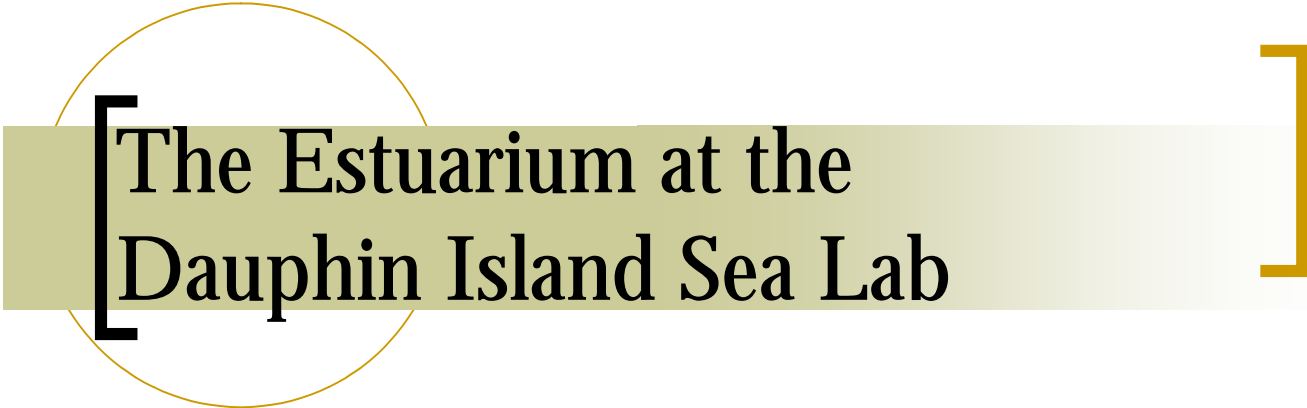
April - June

- Need descriptions of habits and feeding in the wild. Need more touchable exhibits with live animals.
- The guides in the nature center were wonderful!!!
- It was a very nice trip, thank you sea lab!!!
- I enjoyed everything and had a great price.
- Great!
- Always interesting!
- Awesome!
- Excellent staff and hands-on displays.

July - September

- Update hurricane display to include Katrina and Ivan.
- Very fun –I’m 20 and had a great time.
- Thanks for the wonderful work you are all doing. Keep it up. Peace.
- The lady at the register was very helpful.
- I LOVED it! I learned so much and saw so many neat things! I got to hold a horseshoe crab!!
- Should have day camps for kids during all holidays. Thank you.
- Keep up the awesome work! Thanks for a great time!
- More physical interaction with animals

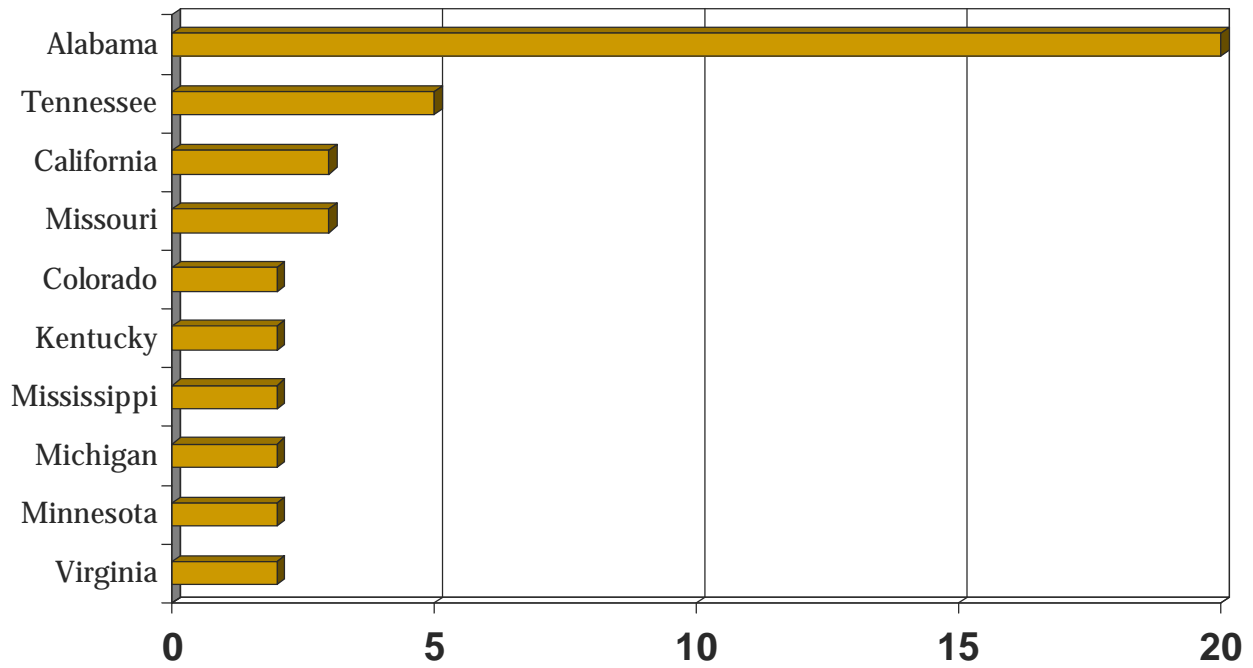
SECTION 3.
POWERPOINT SUMMARY



The Estuarium at the Dauphin Island Sea Lab

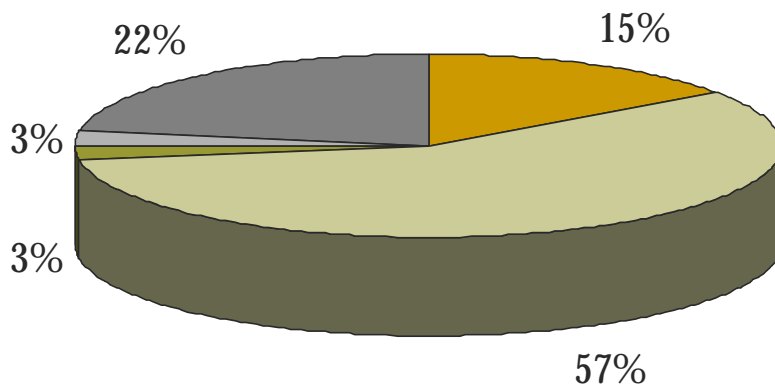
Exit Survey Summary
2006 Annual Report
Total surveys: 52

[Primary Residential States]



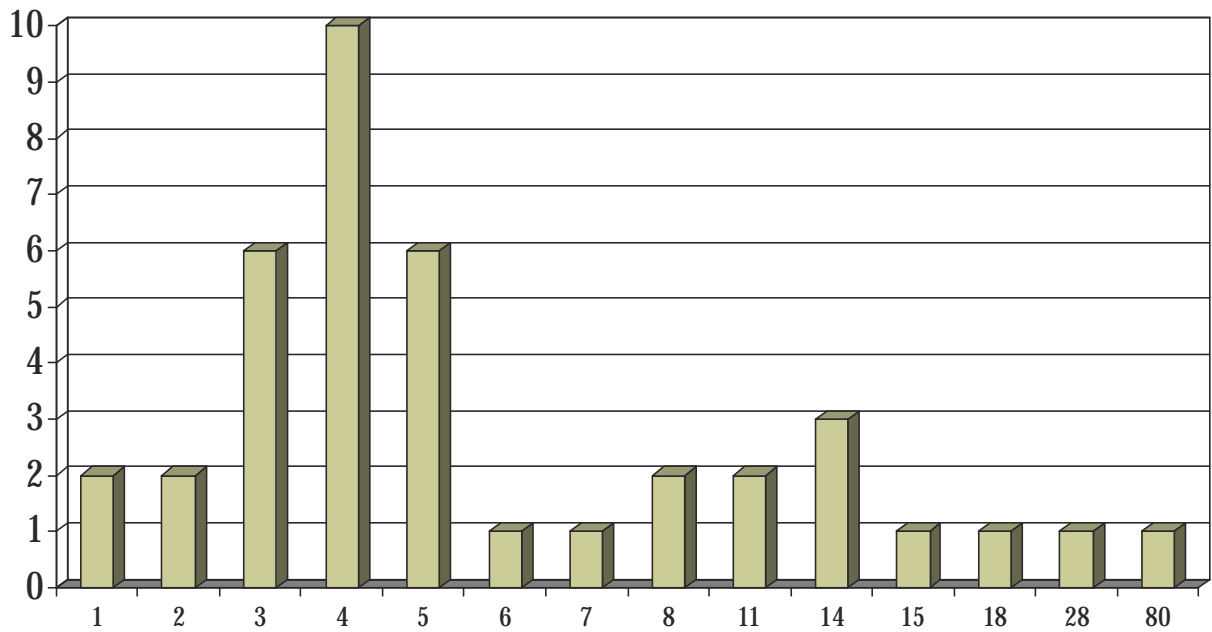
Alabama total includes 14 residents from Mobile and Baldwin Counties.

[Reason for Visiting Mobile]



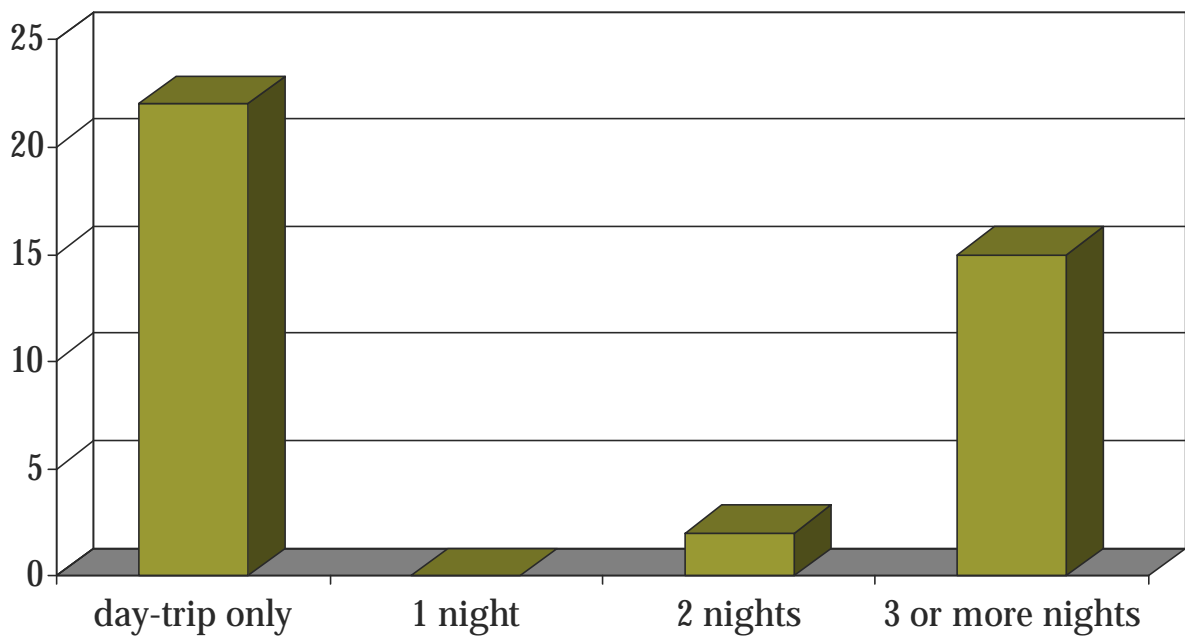
- visiting friends/relatives
- vacation/pleasure trip
- business trip
- convention
- tour group

[Number of People in Group]

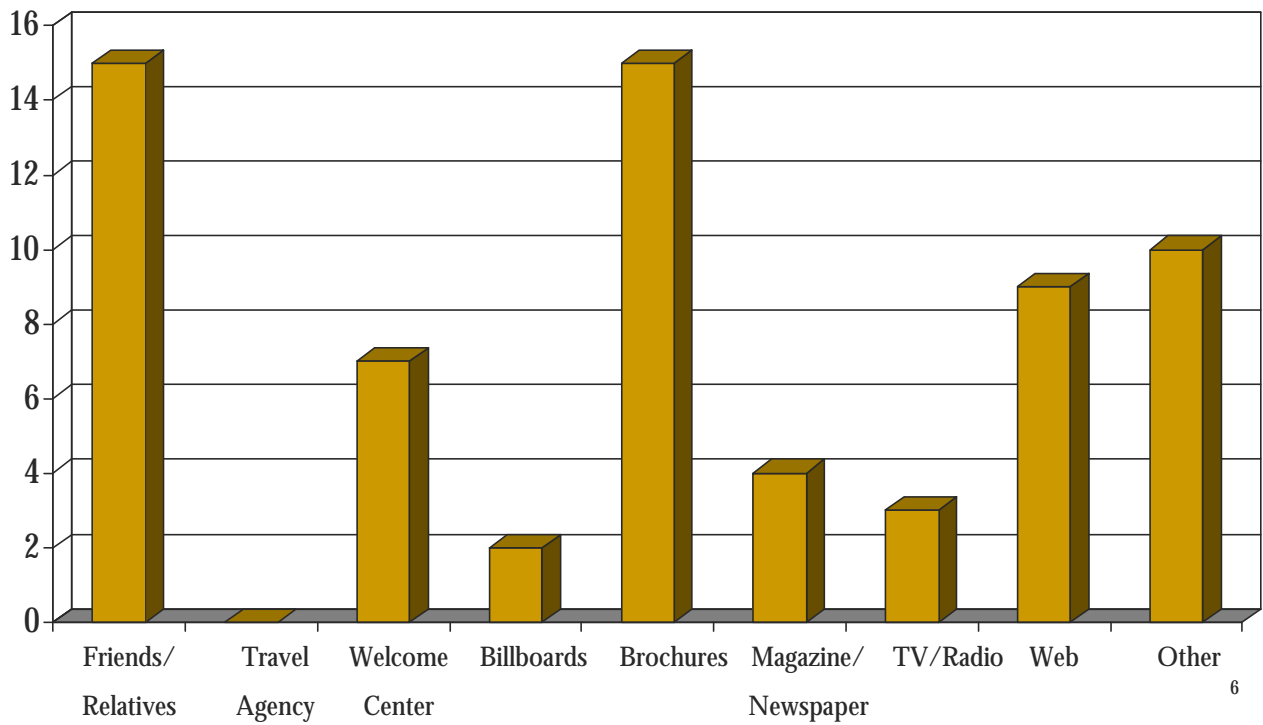


Average Group Size: 8.41

Length of Stay in Mobile



Information Sources Used

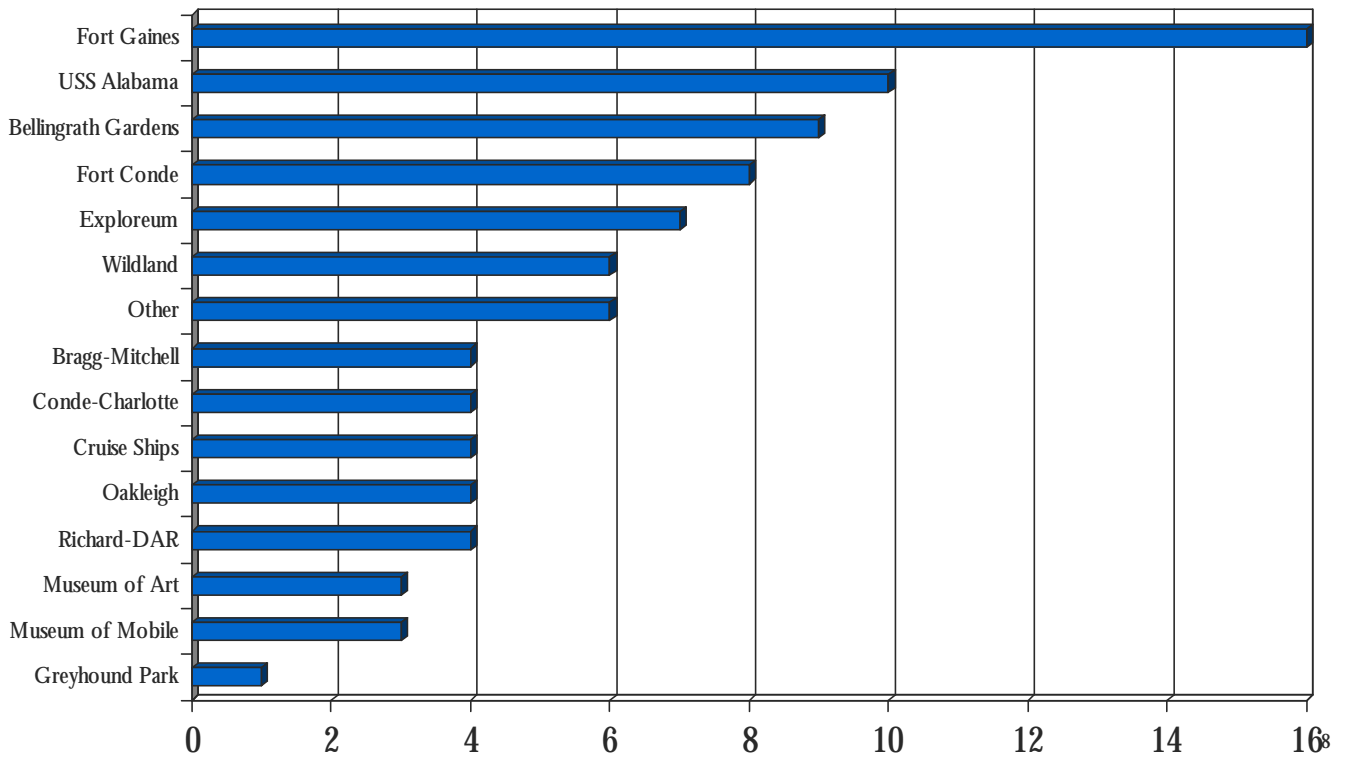


Other Attractions Visited or Planned to Visit by Estuarium Visitors

Bellingrath Gardens and Home	9
Bragg-Mitchell Mansion	4
Conde-Charlotte Museum House	4
Cruise ships	4
Fort Conde Museum & Welcome Center	8
Fort Gaines	16
Gulf Coast Exploreum & IMAX	7
Mobile Greyhound Park	1

Mobile Museum of Art	3
The Museum of Mobile	3
Oakleigh Period House Museum Complex	4
Richard-DAR House Museum	4
USS Alabama Battleship Memorial Park	10
Wildland Expeditions	6
Other attractions/ festivals/special events	6
TOTAL	89

Other Attractions Visited or Planned to Visit by Estuarium Visitors



SECTION 4.

CROSS TABLES, BY REASON FOR TRIP

Responses from 23 visitors on a vacation/pleasure trip

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	15	68.18
1 night	0	0.00
2 nights	1	4.55
3 or more nights	6	27.27
Total	22	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
brochures	9	26.47
friends/relatives	7	20.59
internet/web site	6	17.65
welcome center	5	14.71
other	3	8.82
magazine/newspaper	2	5.88
billboards	1	2.94
television/radio	1	2.94
travel agency	0	0.00
Total	34	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Gaines	6	13.95
USS Alabama Battleship Memorial Park	6	13.95
Bellingrath Gardens and Home	5	11.63
Fort Conde Museum & Welcome Center	4	9.30
Other attractions/festivals/special events	4	9.30
Cruise ships	3	6.98
Richard-DAR House Museum	3	6.98
Wildland expeditions	3	6.98
Bragg-Mitchell Mansion	2	4.65
Conde-Charlotte Museum House	2	4.65
Gulf Coast Exploreum & IMAX	2	4.65
Mobile Museum of Art	1	2.33
The Museum of Mobile	1	2.33
Oakleigh Period House Museum Complex	1	2.33
Mobile Greyhound Park	0	0.00
Total	43	100.00

Responses from 9 visitors in a tour group

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	4	44.44
1 night	0	0.00
2 nights	1	11.11
3 or more nights	4	44.44
Total	9	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
other	5	29.41
friends/relatives	2	11.76
brochures	2	11.76
magazine/newspaper	2	11.76
television/radio	2	11.76
internet/web site	2	11.76
welcome center	1	5.88
billboards	1	5.88
travel agency	0	0.00
Total	17	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Gaines	4	20.00
Gulf Coast Exploreum & IMAX	2	10.00
Fort Conde Museum & Welcome Center	2	10.00
Wildland expeditions	2	10.00
Bellingrath Gardens and Home	1	5.00
Bragg-Mitchell Mansion	1	5.00
Conde-Charlotte Museum House	1	5.00
Cruise ships	1	5.00
Mobile Greyhound Park	1	5.00
Mobile Museum of Art	1	5.00
The Museum of Mobile	1	5.00
Oakleigh Period House Museum Complex	1	5.00
Richard-DAR House Museum	1	5.00
USS Alabama Battleship Memorial Park	1	5.00
Other attractions/festivals/special events	0	0.00
Total	20	100.00

Responses from 6 visitors visiting friends/relatives

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	3	50.00
1 night	0	0.00
2 nights	0	0.00
3 or more nights	3	50.00
Total	6	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	6	60.00
brochures	2	20.00
internet/web site	1	10.00
other	1	10.00
travel agency	0	0.00
welcome center	0	0.00
billboards	0	0.00
magazine/newspaper	0	0.00
television/radio	0	0.00
Total	10	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Gaines	4	19.05
Bellingrath Gardens and Home	3	14.29
Fort Conde Museum & Welcome Center	2	9.52
Gulf Coast Exploreum & IMAX	2	9.52
Oakleigh Period House Museum Complex	2	9.52
USS Alabama Battleship Memorial Park	2	9.52
Bragg-Mitchell Mansion	1	4.76
Conde-Charlotte Museum House	1	4.76
Mobile Museum of Art	1	4.76
The Museum of Mobile	1	4.76
Wildland expeditions	1	4.76
Other attractions/festivals/special events	1	4.76
Cruise ships	0	0.00
Mobile Greyhound Park	0	0.00
Richard-DAR House Museum	0	0.00
Total	21	100.00

Responses from 1 visitor on a business trip

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	0	0.00
1 night	0	0.00
2 nights	0	0.00
3 or more nights	1	100.00
Total	1	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
welcome center	1	50.00
brochures	1	50.00
friends/relatives	0	0.00
travel agency	0	0.00
billboards	0	0.00
magazine/newspaper	0	0.00
television/radio	0	0.00
internet/web site	0	0.00
other	0	0.00
Total	2	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Gulf Coast Exploreum & IMAX	1	50.00
Other attractions/festivals/special events	1	50.00
Bellingrath Gardens and Home	0	0.00
Bragg-Mitchell Mansion	0	0.00
Conde-Charlotte Museum House	0	0.00
Cruise ships	0	0.00
Fort Conde Museum & Welcome Center	0	0.00
Fort Gaines	0	0.00
Mobile Greyhound Park	0	0.00
Mobile Museum of Art	0	0.00
The Museum of Mobile	0	0.00
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	0	0.00
USS Alabama Battleship Memorial Park	0	0.00
Wildland expeditions	0	0.00
Total	2	100.00

Responses from 1 visitor in Mobile for a convention

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	0	0.00
1 night	0	0.00
2 nights	0	0.00
3 or more nights	1	100.00
Total	1	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	0	0.00
travel agency	0	0.00
welcome center	0	0.00
billboards	0	0.00
brochures	0	0.00
magazine/newspaper	0	0.00
television/radio	0	0.00
internet/web site	0	0.00
other	0	0.00
Total	0	0.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Gaines	1	100.00
Bellingrath Gardens and Home	0	0.00
Bragg-Mitchell Mansion	0	0.00
Conde-Charlotte Museum House	0	0.00
Cruise ships	0	0.00
Fort Conde Museum & Welcome Center	0	0.00
Gulf Coast Exploreum & IMAX	0	0.00
Mobile Greyhound Park	0	0.00
Mobile Museum of Art	0	0.00
The Museum of Mobile	0	0.00
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	0	0.00
USS Alabama Battleship Memorial Park	0	0.00
Wildland expeditions	0	0.00
Other attractions/festivals/special events	0	0.00
Total	1	100.00

SECTION 5.

CROSS TABLES, BY LENGTH OF STAY

Responses from 22 visitors on a day-trip only

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	15	68.18
tour group	4	18.18
visiting friends/relatives	3	13.64
business trip	0	0.00
convention	0	0.00
Total	22	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
brochures	9	25.00
friends/relatives	8	22.22
internet/web site	7	19.44
welcome center	4	11.11
billboards	2	5.56
magazine/newspaper	2	5.56
television/radio	2	5.56
other	2	5.56
travel agency	0	0.00
Total	36	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	6	12.50
Bellingrath Gardens and Home	6	12.50
Fort Conde Museum & Welcome Center	5	10.42
Fort Gaines	5	10.42
Bragg-Mitchell Mansion	3	6.25
Conde-Charlotte Museum House	3	6.25
Cruise ships	3	6.25
Mobile Museum of Art	3	6.25
The Museum of Mobile	3	6.25
Oakleigh Period House Museum Complex	3	6.25
Gulf Coast Exploreum & IMAX	2	4.17
Richard-DAR House Museum	2	4.17
Wildland expeditions	2	4.17
Mobile Greyhound Park	1	2.08
Other attractions/festivals/special events	1	2.08
Total	48	100.00

Responses from 2 visitors staying two nights

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	1	50.00
tour group	1	50.00
visiting friends/relatives	0	0.00
business trip	0	0.00
convention	0	0.00
Total	2	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
welcome center	1	50.00
other	1	50.00
friends/relatives	0	0.00
travel agency	0	0.00
billboards	0	0.00
brochures	0	0.00
magazine/newspaper	0	0.00
television/radio	0	0.00
internet/web site	0	0.00
Total	2	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	1	20.00
Fort Gaines	1	20.00
Gulf Coast Exploreum & IMAX	1	20.00
Wildland expeditions	1	20.00
Other attractions/festivals/special events	1	20.00
Bellingrath Gardens and Home	0	0.00
Bragg-Mitchell Mansion	0	0.00
Conde-Charlotte Museum House	0	0.00
Cruise ships	0	0.00
Mobile Greyhound Park	0	0.00
Mobile Museum of Art	0	0.00
The Museum of Mobile	0	0.00
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	0	0.00
USS Alabama Battleship Memorial Park	0	0.00
Total	5	100.00

Responses from 15 visitors staying three or more nights

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	5	35.71
tour group	4	28.57
visiting friends/relatives	3	21.43
business trip	1	7.14
convention	1	7.14
Total	14	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	6	33.33
other	6	33.33
brochures	2	11.11
welcome center	1	5.56
magazine/newspaper	1	5.56
television/radio	1	5.56
internet/web site	1	5.56
billboards	0	0.00
travel agency	0	0.00
Total	18	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Gaines	8	24.24
Gulf Coast Exploreum & IMAX	4	12.12
USS Alabama Battleship Memorial Park	4	12.12
Bellingrath Gardens and Home	3	9.09
Wildland expeditions	3	9.09
Other attractions/festivals/special events	3	9.09
Fort Conde Museum & Welcome Center	2	6.06
Richard-DAR House Museum	2	6.06
Bragg-Mitchell Mansion	1	3.03
Conde-Charlotte Museum House	1	3.03
Cruise ships	1	3.03
Oakleigh Period House Museum Complex	1	3.03
Mobile Museum of Art	0	0.00
The Museum of Mobile	0	0.00
Mobile Greyhound Park	0	0.00
Total	33	100.00