

Bristol Zoo Gardens Main Visitor Survey 2005

Report

Produced March 2006



Prepared on behalf of Bristol Zoo by:

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Executive Summary

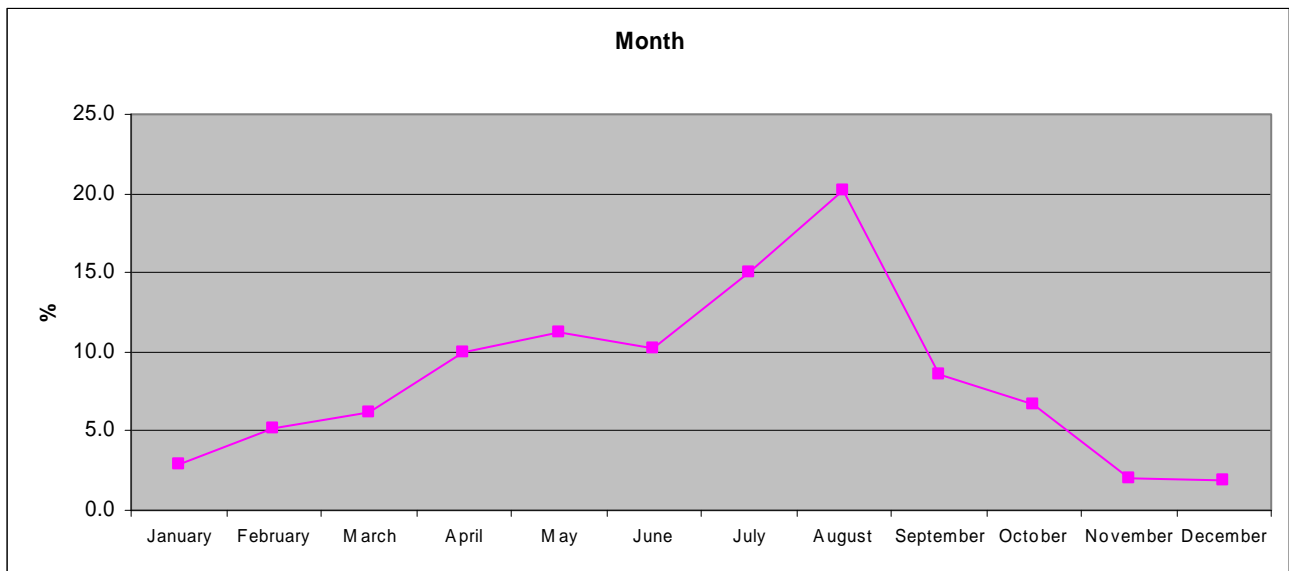
- 54% of respondents were visiting Bristol Zoo Gardens for a morning/afternoon outing. 96% of respondents were white British with 83% having no long term illness or disabilities. 78% of visitors surveyed had travelled to Bristol Zoo gardens by private car. 77% of respondents had travelled from home, 24% travelling less than 5 miles and 22% travelling between 5-14 miles.
- The length of stay at Bristol Zoo Gardens ranged from less than 1 hour up to 12 hours. The most frequent length of stay reported by participants was 4 hours (27%) closely followed by 3 hours (23%).
- 70% of respondents had visited Bristol Zoo Gardens before, however, only 15% were members despite the fact that 56% of respondents who had previously visited had done so more than twice in the past year. 36% of respondents had gained their information from their previous visits and 23% from friends and relatives.
- Generally respondents found their experience when visiting either as they expected or better. 34% felt that their experience was much better than expected and 20% a little better than expected. In regards to their children's experience 89% rated it as expected or better, 42% of which deemed the experience as much better and 18% as a little better.
- The majority of respondents felt that their enjoyment of Bristol Zoo Gardens was excellent (43%) as was the ease of finding the zoo (40%). It was also felt that the cleanliness (43%), Information signs (44%), cleanliness (43%) and value for money (35%) were generally good.
- Animal encounters (71%) and Animal Talks (65%) were the most popular activities with respondents. 29% deemed Animal Encounters as excellent and a further 29% good. The Animal talks were considered as excellent by 21% of respondents and good by 29%. The Zoo shows were the least utilised activity with 50% of respondents not having seen it.
- Generally the food outlets were considered good on all aspects except value for money which received a majority average rating (27%). The majority of respondents felt that cleanliness (71%) and staff friendliness (69%) were of an average of above standard.
- The shop facilities were rated as good by the majority of respondents. The quality of merchandise was rated as good by 41% of respondents, the range of items by 40%, and staff friendliness by 37%. Value for money received the lowest majority good rating at 32%.

Contents

	Page
1: Survey Results	4
1.1: Month of Visit	4
1.2: Year of visit	5
1.3: Weather	6
1.4: Membership	7
1.5: Visit Frequency	8
1.6: Information	10
1.7: Expectation	12
1.8: Experience	14
1.9: Activities	21
1.10: Food outlets	25
1.11: Shops	31
1.12: Length of Visit	35
1.13: Transport	36
1.14: Decision to Visit	39
1.15: Holiday types	40
1.16: Visitor Demographics	41

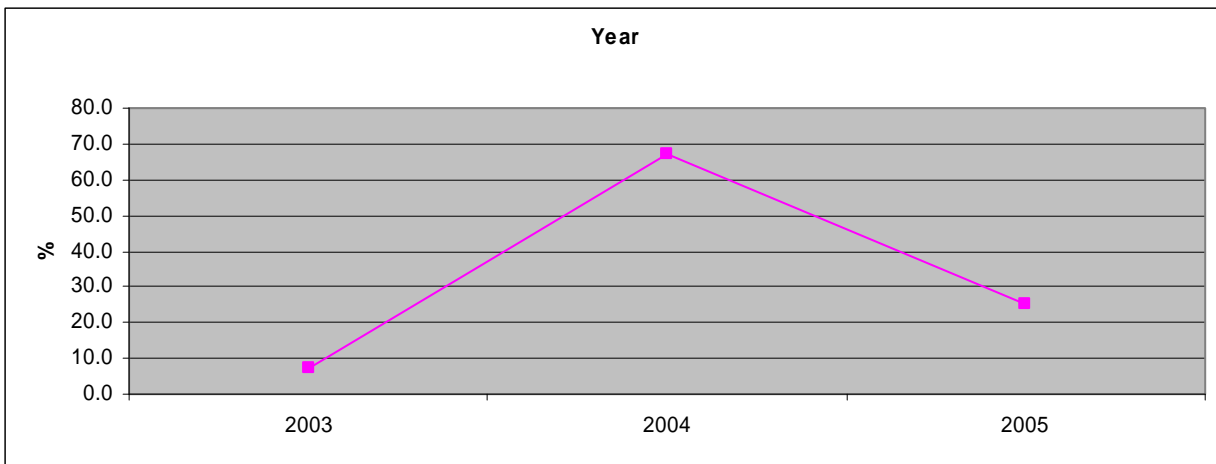
1.1: Month of Visit

Month		
	Frequency	Percent
January	42	3.0
February	73	5.1
March	87	6.1
April	142	10.0
May	159	11.2
June	145	10.2
July	214	15.1
August	286	20.2
September	122	8.6
October	95	6.7
November	28	2.0
December	26	1.8
Total	1,419	100.0



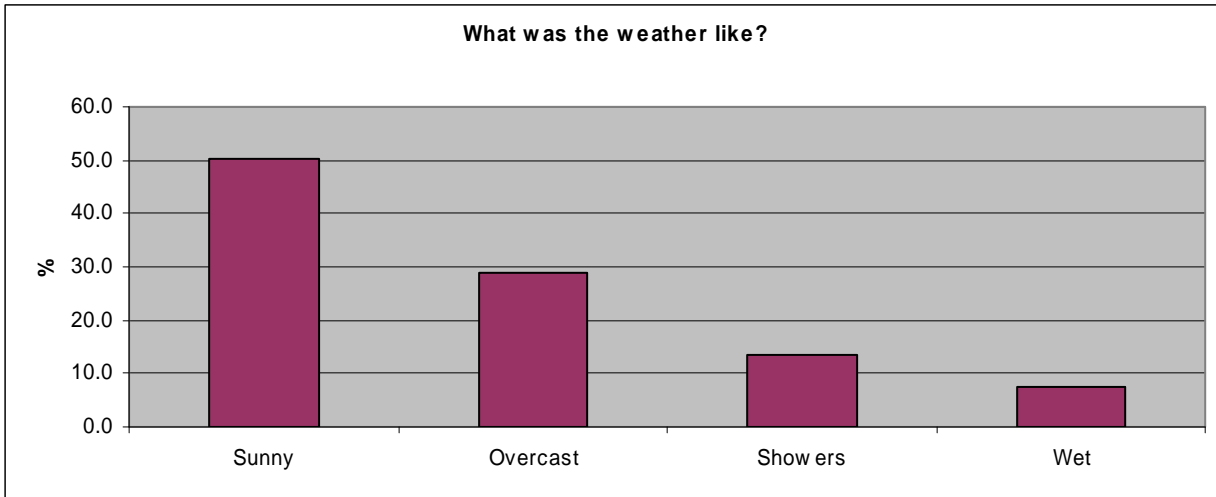
1.2: Year of visit

Year		
	Frequency	Percent
2003	104	7.5
2004	936	67.1
2005	355	25.4
Total	1,395	100.0



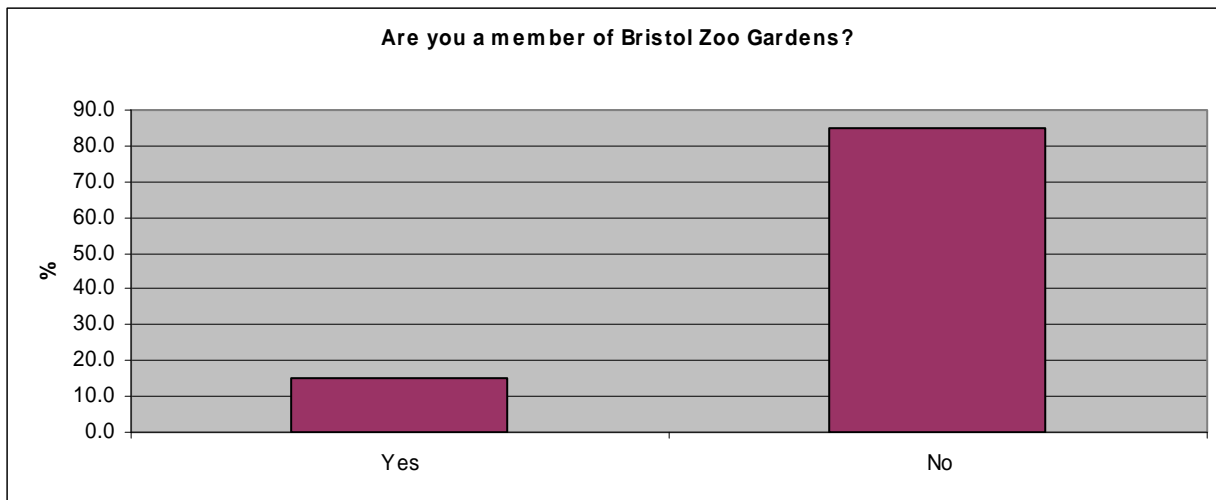
1.3: Weather

What was the weather like?			
		Frequency	Percent
	Sunny	729	50.1
	Overcast	422	29.0
	Showers	194	13.3
	Wet	111	7.6
	Total	1456	100.0



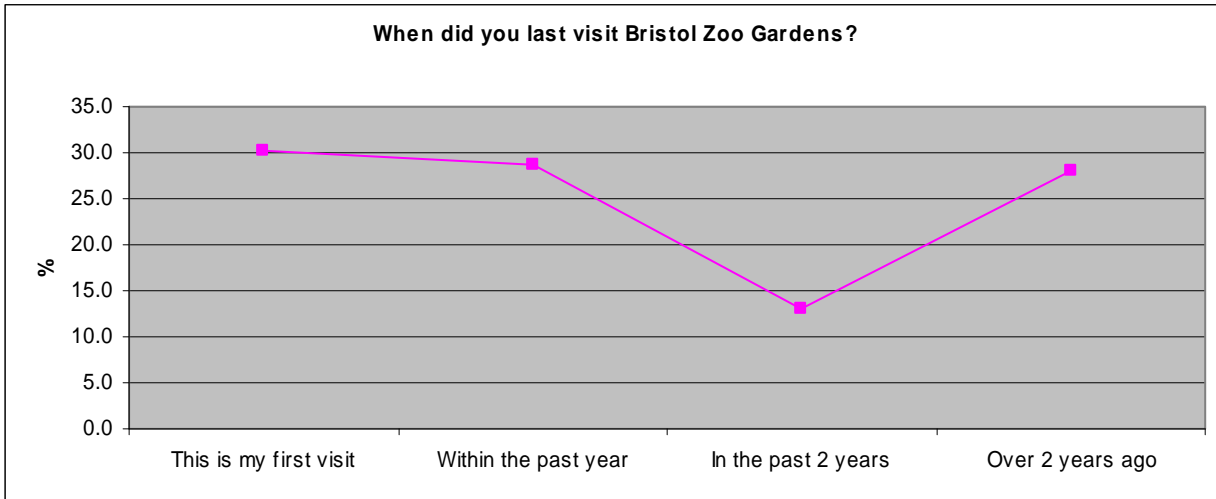
1.4: Membership

Are you a member of Bristol Zoo Gardens?		
	Frequency	Percent
Yes	215	15.1
No	1212	84.9
Total	1427	100.0

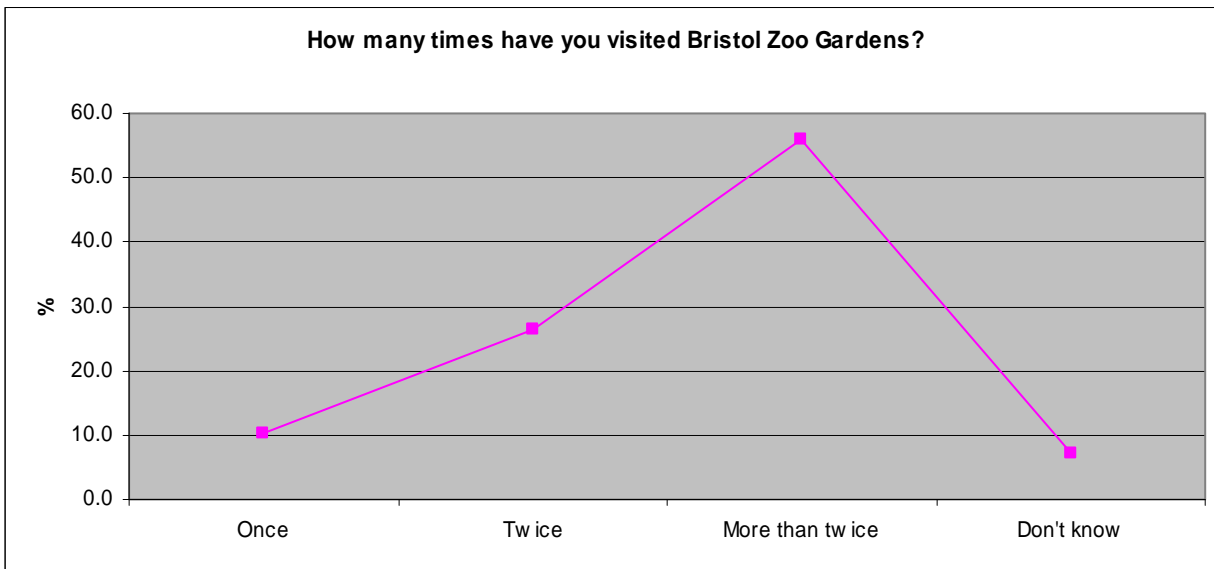


1.5: Visit Frequency

When did you last visit Bristol Zoo Gardens?		
	Frequency	Percent
This is my first visit	430	30.2
Within the past year	407	28.6
In the past 2 years	186	13.1
Over 2 years ago	400	28.1
Total	1423	100.0

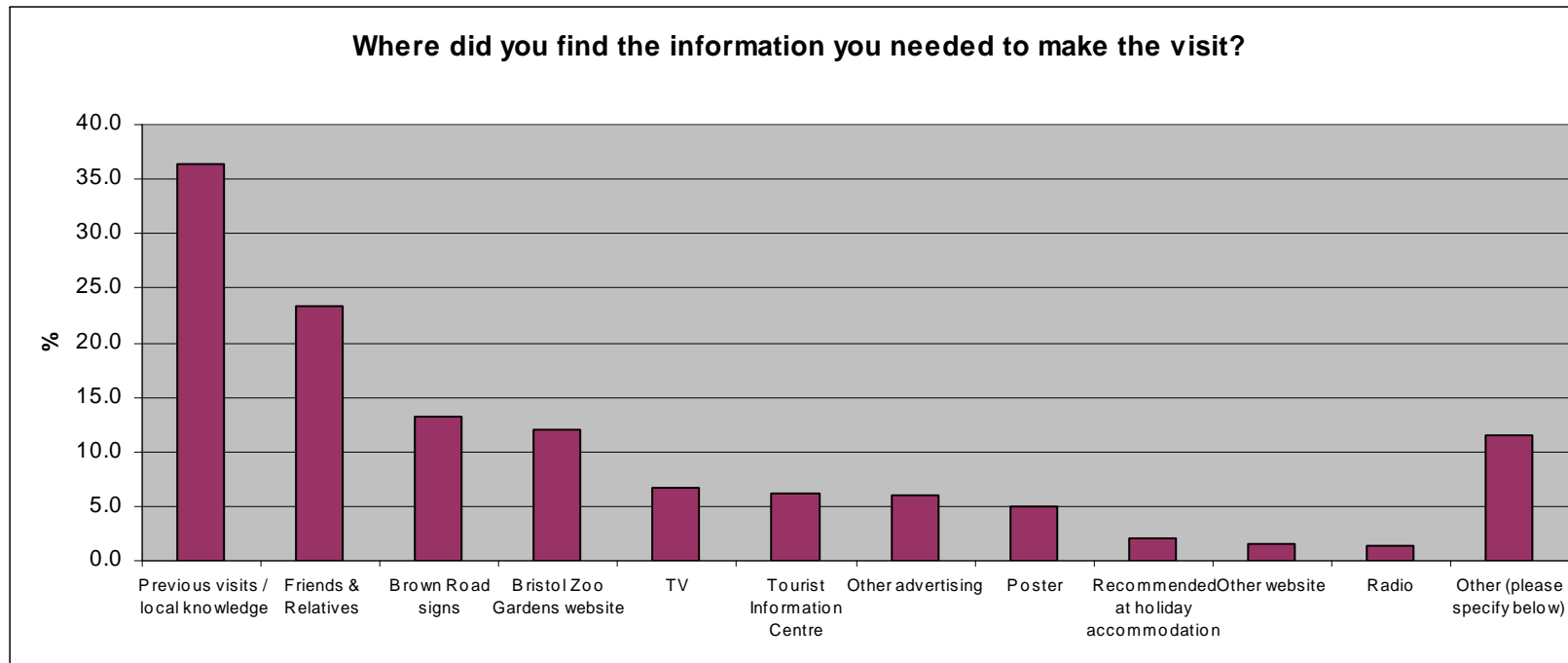


How many times have you visited Bristol Zo...			
		Frequency	Percent
	Once	38	10.3
	Twice	98	26.6
	More than twice	207	56.1
	Don't know	26	7.0
	Total	369	100.0



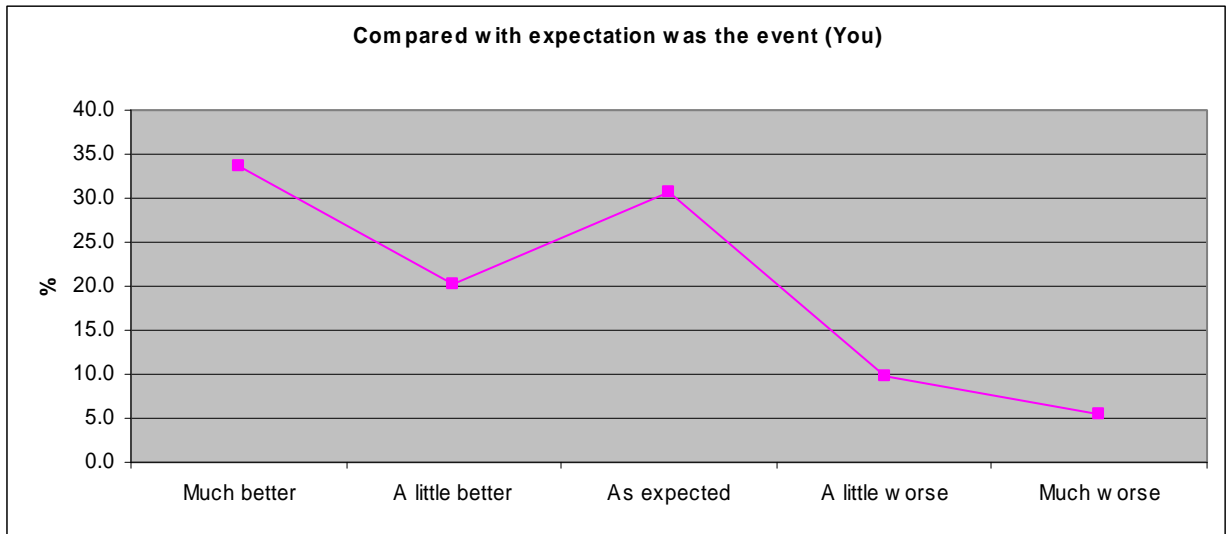
1.6: Information

Where did you find the information you needed to make the visit.		
	Frequency	Percent
Previous visits / local knowledge	438	36.4
Friends & Relatives	280	23.3
Brown Road signs	159	13.2
Bristol Zoo Gardens website	145	12.1
TV	81	6.7
Tourist Information Centre	74	6.2
Other advertising	72	6.0
Poster	59	4.9
Recommended at holiday accommodation	25	2.1
Other website	18	1.5
Radio	17	1.4
<i>Other (please specify below)</i>	138	11.5

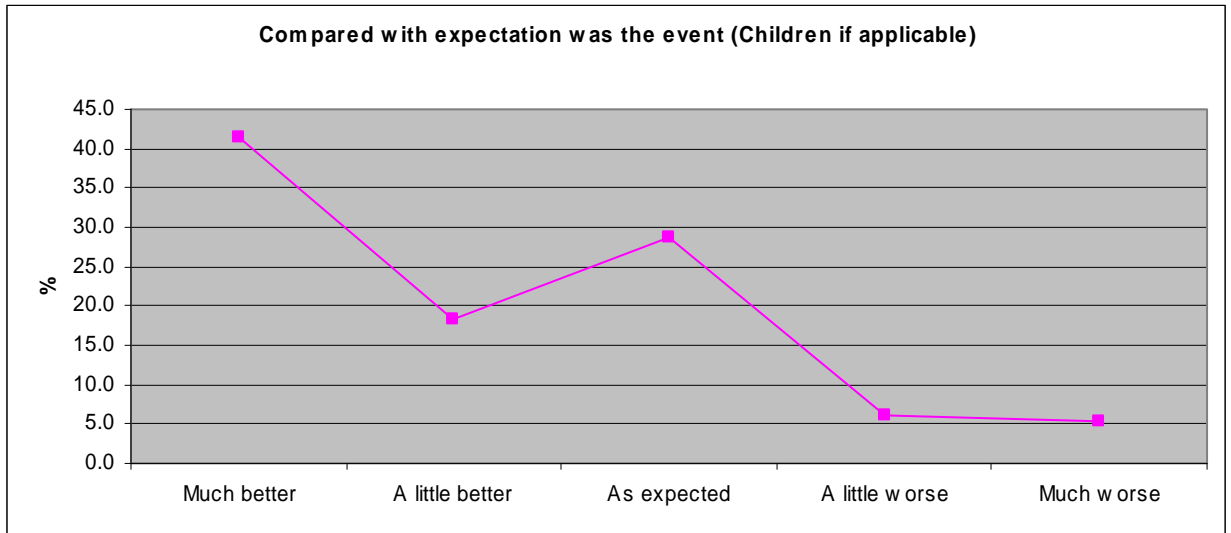


1.7: Expectation

Compared with expectation was the event (You)		
	Frequency	Percent
Much better	455	33.7
A little better	274	20.3
As expected	415	30.7
A little worse	133	9.9
Much worse	73	5.4
Total	1350	100.0

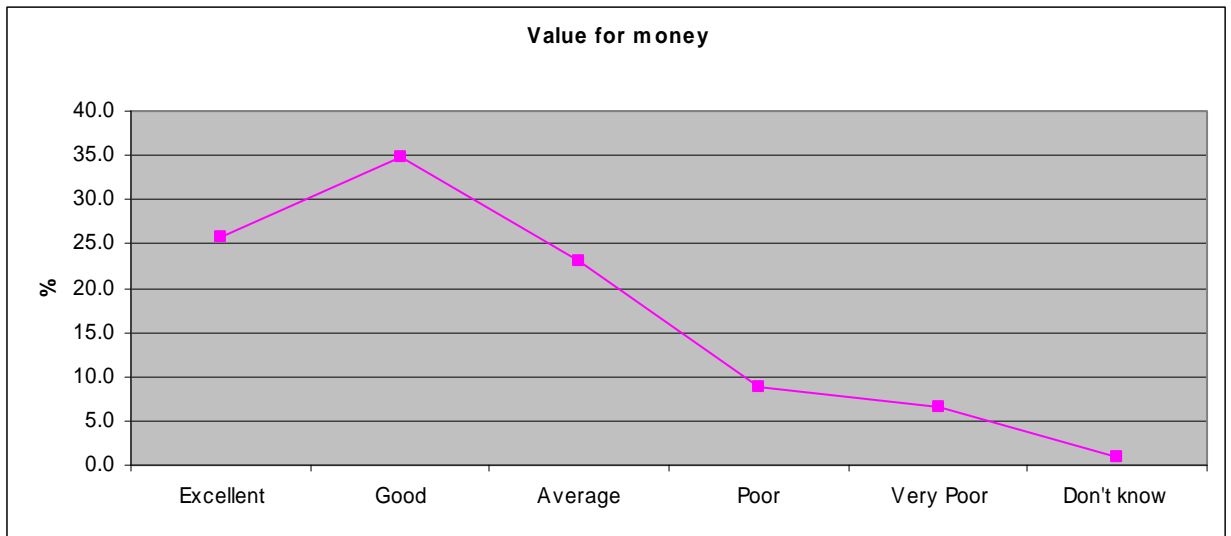


Compared with expectation was the event (Children if applicable)		
	Frequency	Percent
Much better	241	41.6
A little better	106	18.3
As expected	167	28.8
A little worse	35	6.0
Much worse	31	5.3
Total	580	100.0



1.8: Experience

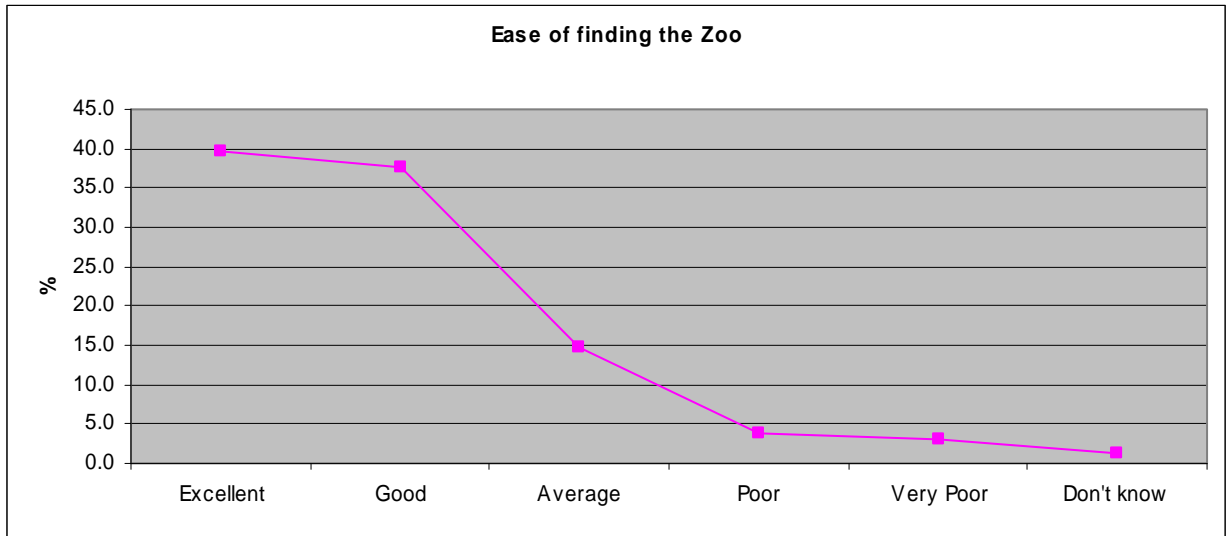
Value for money			
		Frequency	Valid Percent
	Excellent	352	25.7
	Good	475	34.7
	Average	316	23.1
	Poor	122	8.9
	Very Poor	90	6.6
	Don't know	13	1.0
	Total	1368	100.0



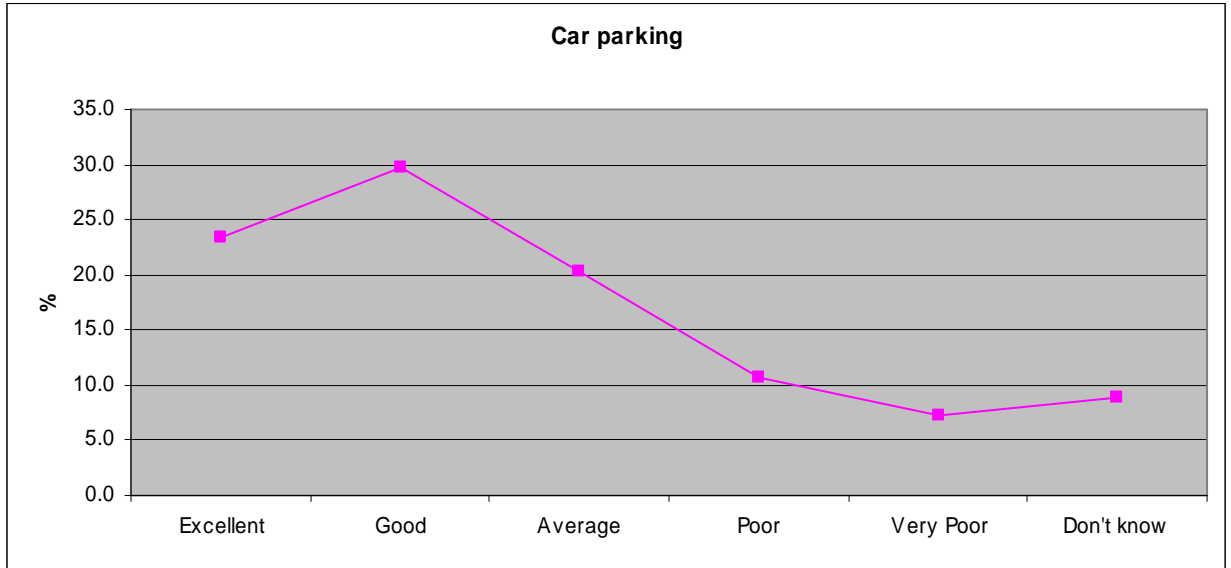
Enjoyment		
	Frequency	Percent
Excellent	571	42.5
Good	526	39.1
Average	176	13.1
Poor	42	3.1
Very Poor	26	1.9
Don't know	4	0.3
Total	1345	100.0



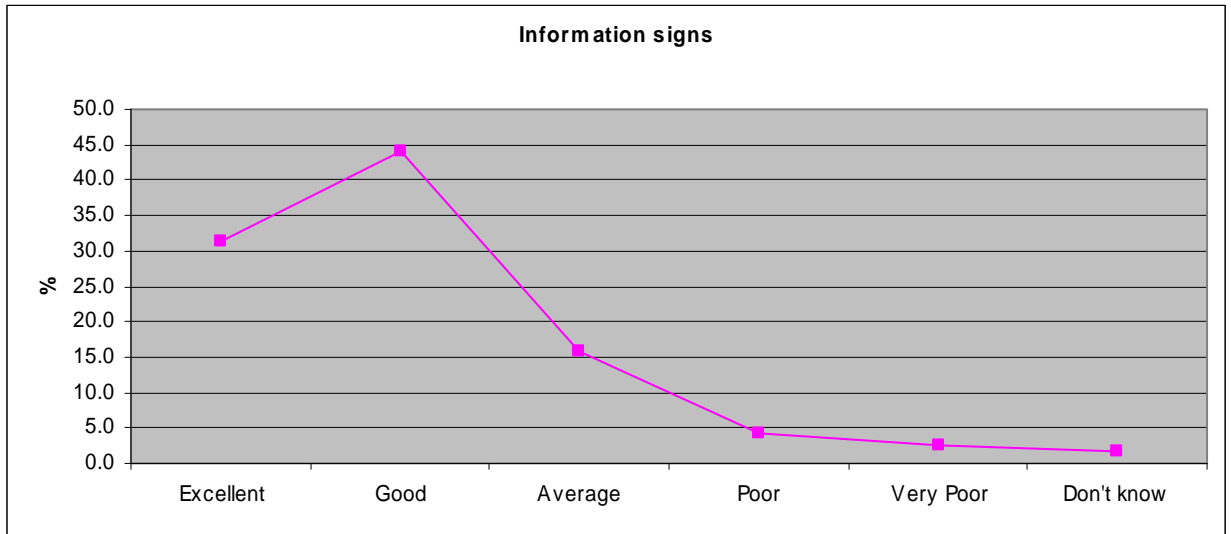
Ease of finding the Zoo		
	Frequency	Percent
Excellent	528	39.6
Good	502	37.7
Average	198	14.9
Poor	50	3.8
Very Poor	39	2.9
Don't know	16	1.2
Total	1333	100.0



Car Parking		
	Frequency	Percent
Excellent	302	23.3
Good	384	29.7
Average	262	20.2
Poor	138	10.7
Very Poor	93	7.2
Don't know	115	8.9
Total	1294	100.0



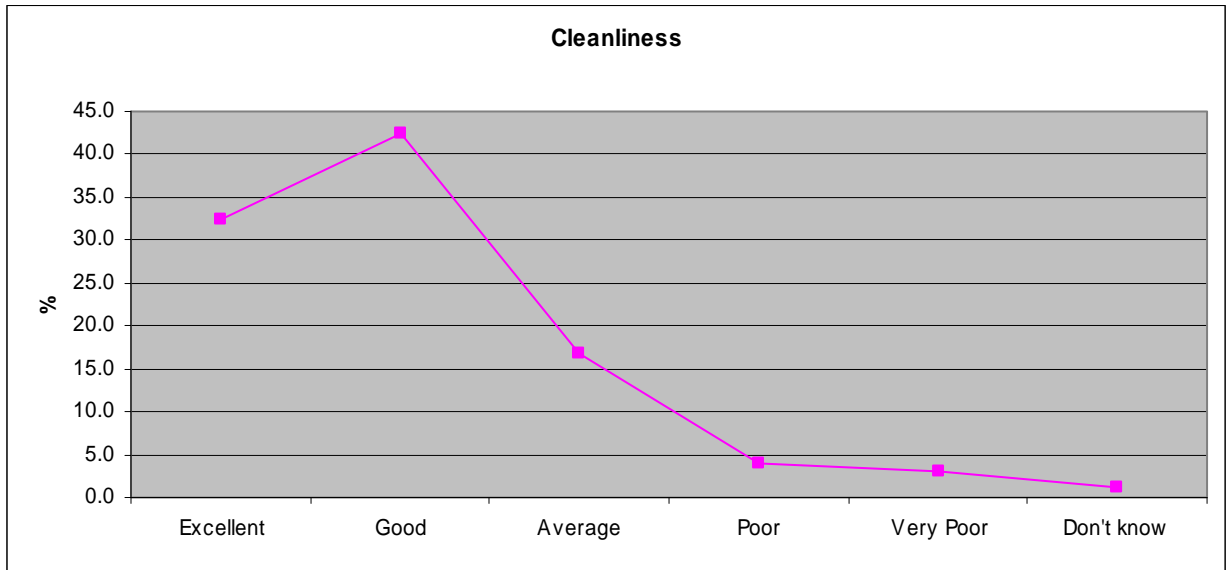
Information Signs		
	Frequency	Percent
Excellent	412	31.5
Good	577	44.1
Average	206	15.7
Poor	56	4.3
Very Poor	34	2.6
Don't know	24	1.8
Total	1309	100.0



Staff Welcome		
	Frequency	Percent
Excellent	330	25.1
Good	470	35.7
Average	330	25.1
Poor	71	5.4
Very Poor	74	5.6
Don't know	40	3.0
Total	1315	100.0

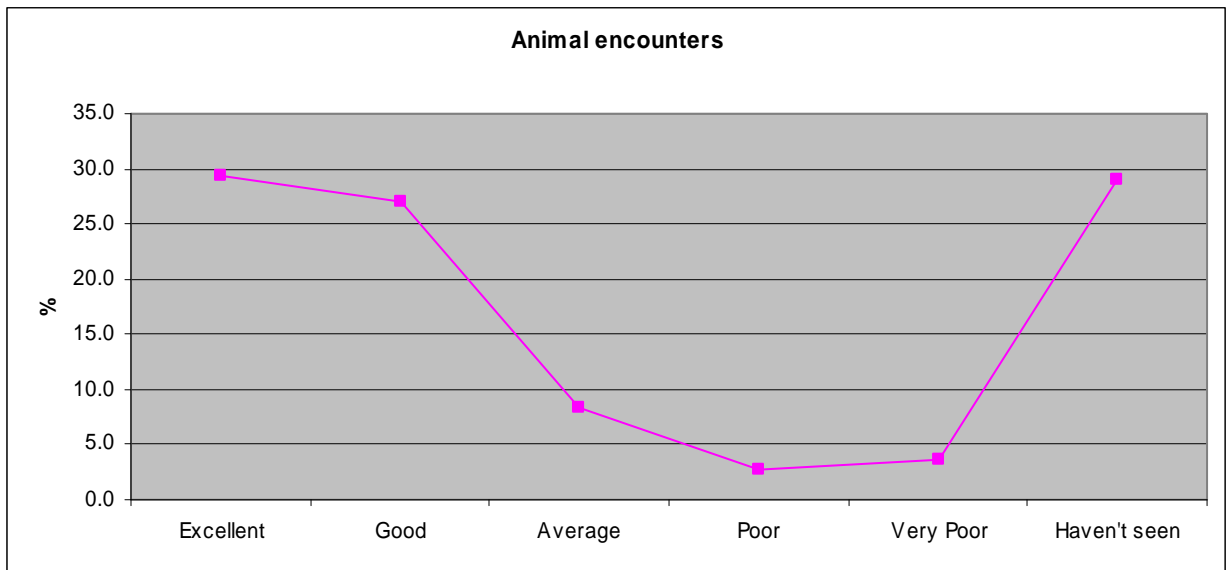


Cleanliness		
	Frequency	Percent
Excellent	432	32.5
Good	566	42.5
Average	224	16.8
Poor	54	4.1
Very Poor	40	3.0
Don't know	15	1.1
Total	1331	100.0

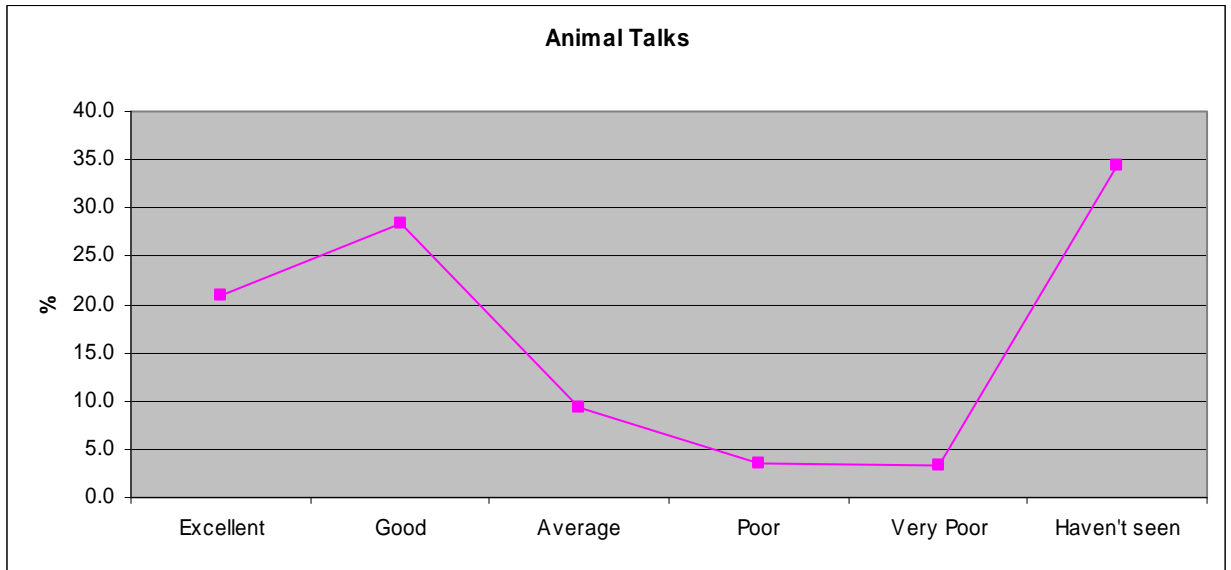


1.9: Activities

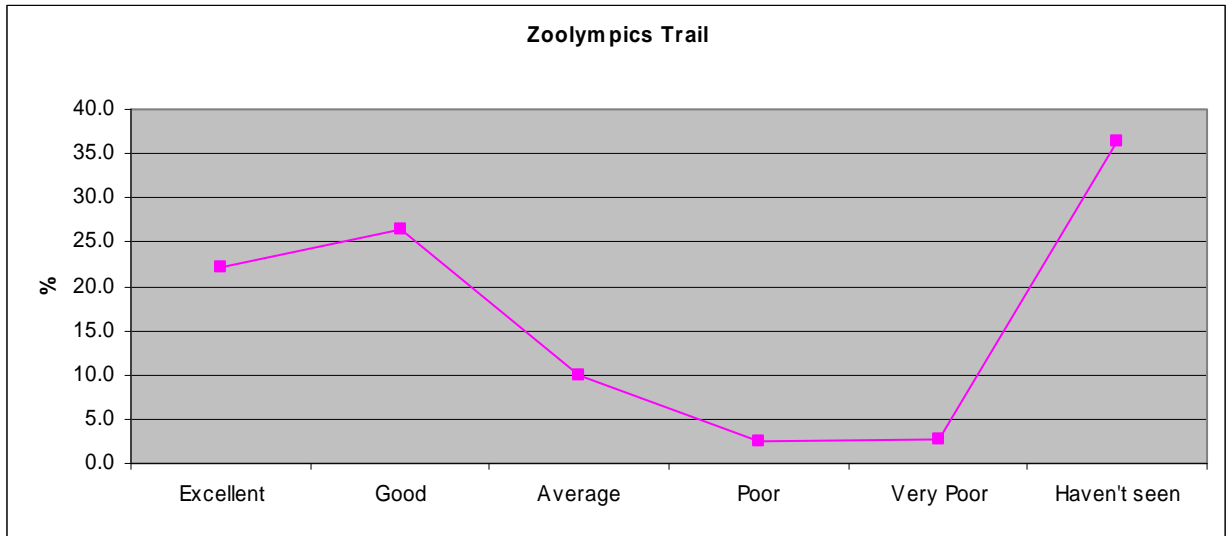
Animal Encounters		
	Frequency	Percent
Excellent	364	29.4
Good	334	26.9
Average	104	8.4
Poor	34	2.7
Very Poor	44	3.5
Haven't seen	360	29.0
Total	1240	100.0



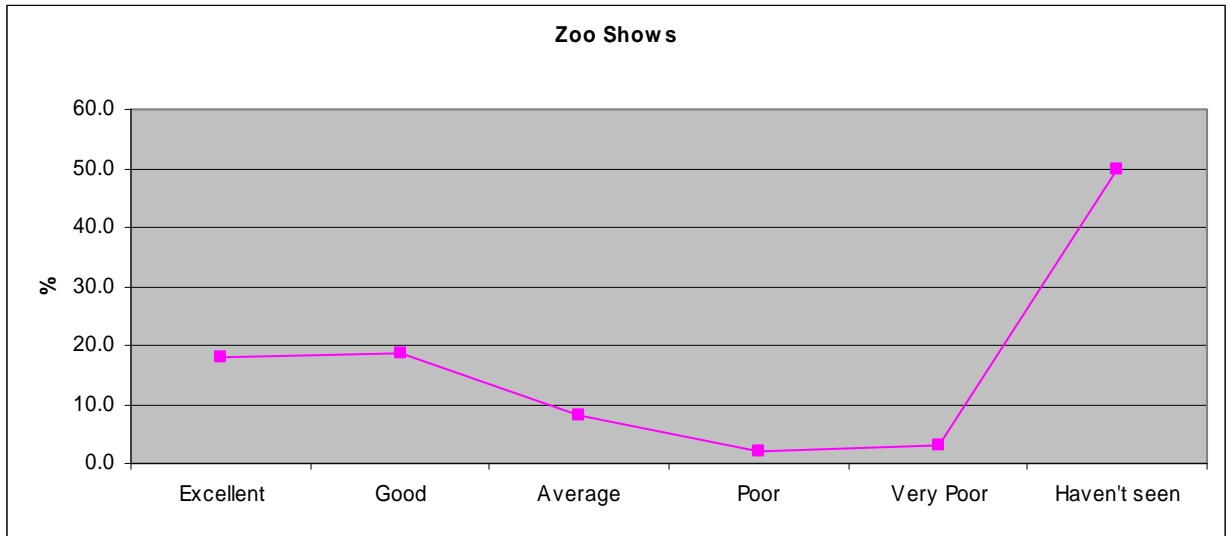
Animal Talks		
	Frequency	Percent
Excellent	253	20.9
Good	344	28.5
Average	112	9.3
Poor	43	3.6
Very Poor	40	3.3
Haven't seen	417	34.5
Total	1209	100.0



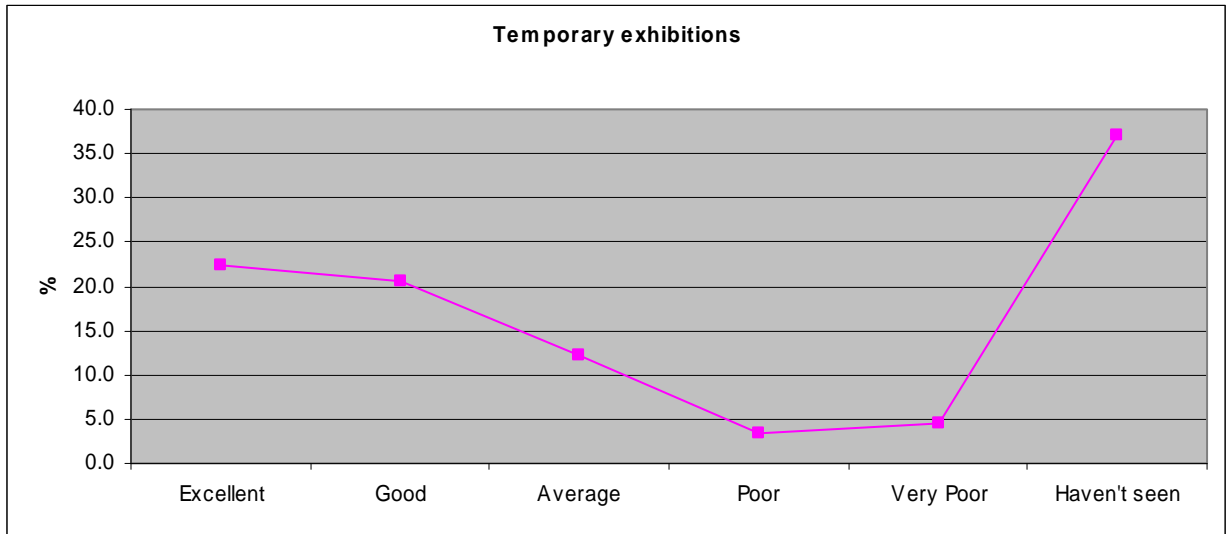
Zoolympics Trail		
	Frequency	Percent
Excellent	259	22.2
Good	308	26.4
Average	116	9.9
Poor	28	2.4
Very Poor	31	2.7
Haven't seen	425	36.4
Total	1167	100.0



Zoo Shows		
	Frequency	Percent
Excellent	207	18.1
Good	213	18.6
Average	92	8.0
Poor	25	2.2
Very Poor	35	3.1
Haven't seen	572	50.0
Total	1144	100.0

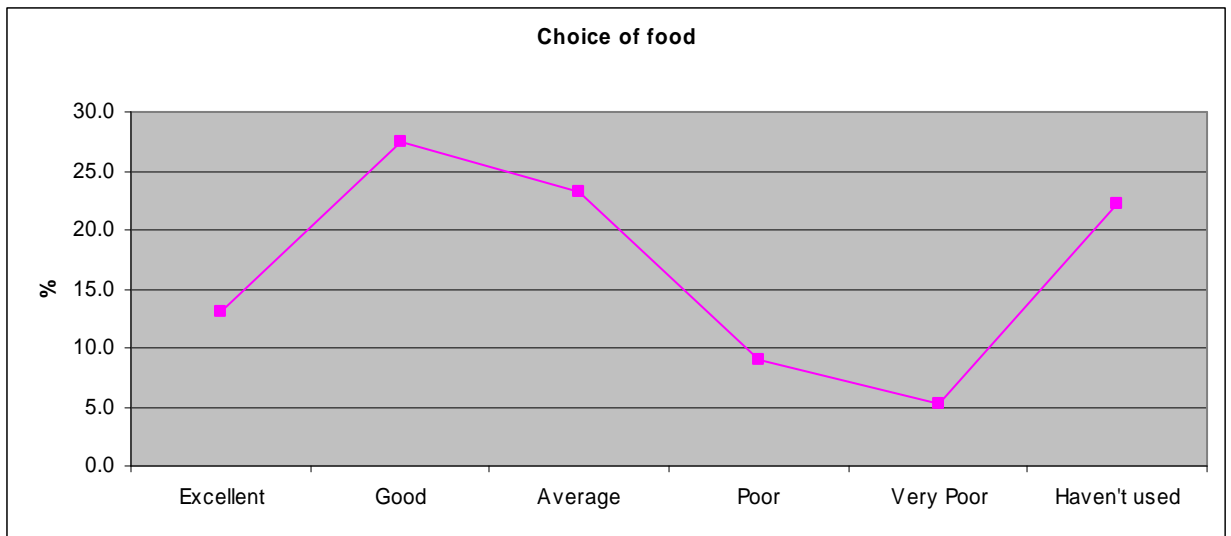


Temporary exhibitions		
	Frequency	Percent
Excellent	221	22.3
Good	204	20.6
Average	121	12.2
Poor	34	3.4
Very Poor	44	4.4
Haven't seen	366	37.0
Total	990	100.0

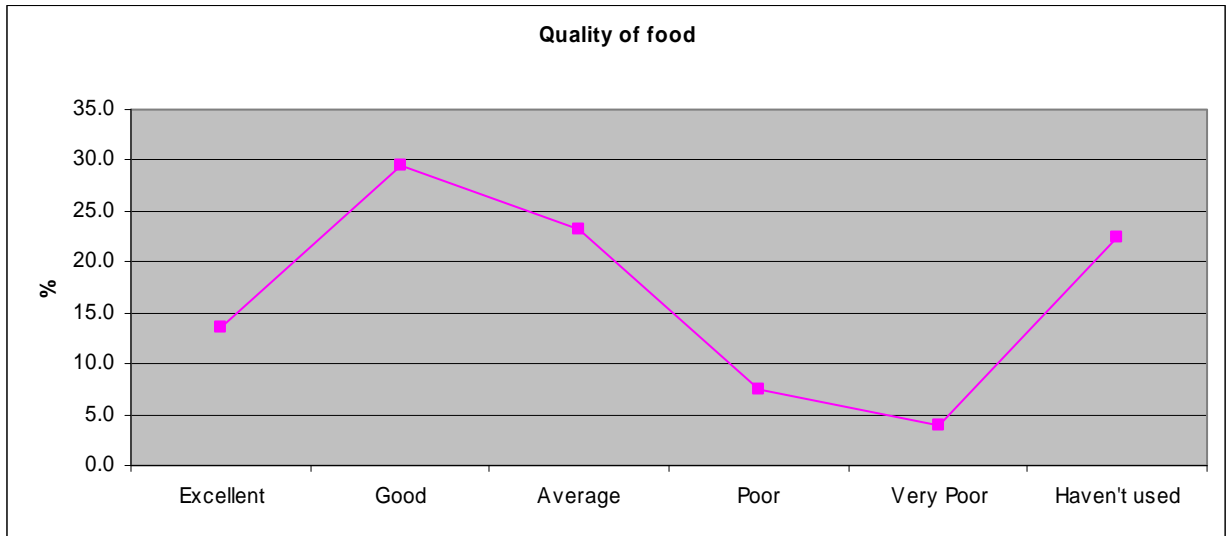


1.10: Food outlets

Choice of food		
	Frequency	Percent
Excellent	164	13.0
Good	346	27.4
Average	292	23.1
Poor	113	9.0
Very Poor	67	5.3
Haven't used	280	22.2
Total	1262	100.0



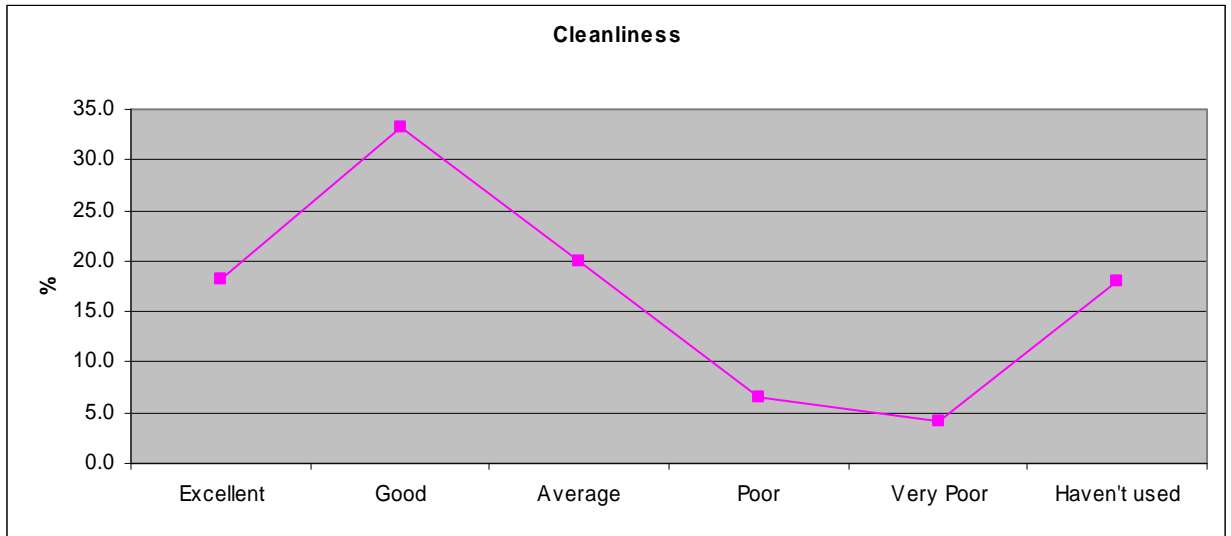
Quality of food		
	Frequency	Percent
Excellent	167	13.5
Good	364	29.5
Average	286	23.2
Poor	91	7.4
Very Poor	49	4.0
Haven't used	277	22.4
Total	1234	100.0



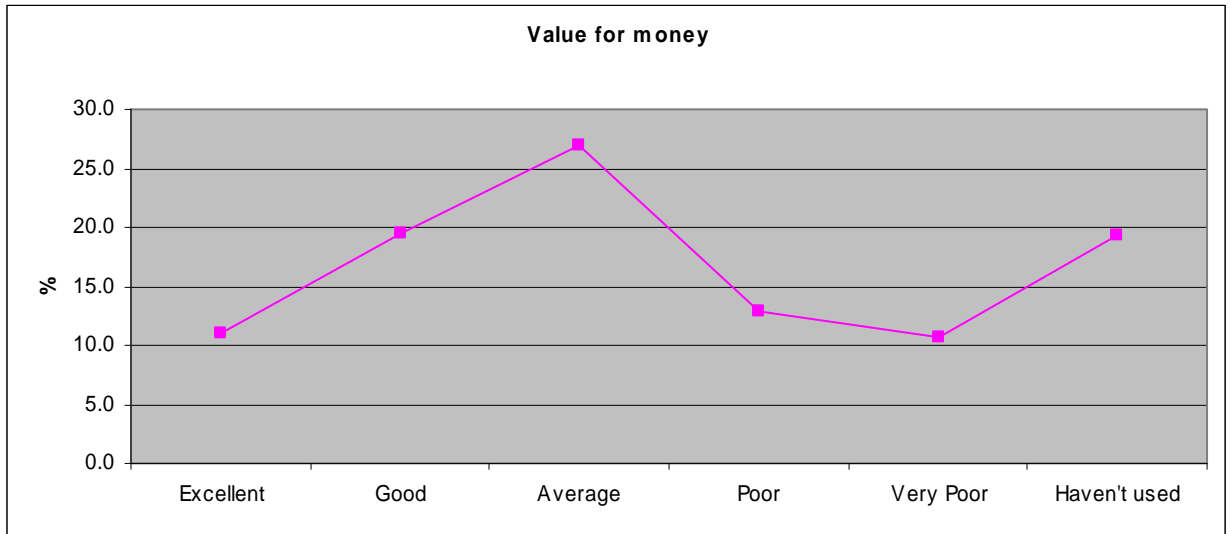
Staff friendliness		
	Frequency	Percent
Excellent	207	16.8
Good	387	31.3
Average	261	21.1
Poor	84	6.8
Very Poor	56	4.5
Haven't used	240	19.4
Total	1235	100.0



Cleanliness		
	Frequency	Percent
Excellent	225	18.1
Good	412	33.2
Average	249	20.1
Poor	81	6.5
Very Poor	51	4.1
Haven't used	223	18.0
Total	1241	100.0

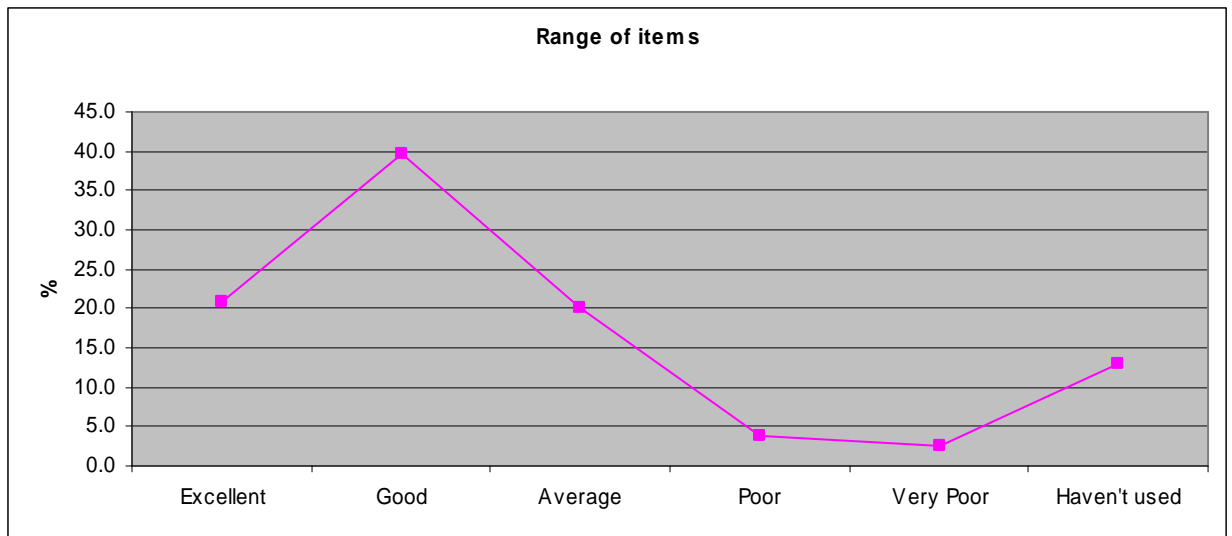


Value for money		
	Frequency	Percent
Excellent	136	11.0
Good	241	19.4
Average	334	26.9
Poor	159	12.8
Very Poor	132	10.6
Haven't used	239	19.3
Total	1241	100.0



1.11: Shops

Range of items		
	Frequency	Percent
Excellent	248	20.9
Good	469	39.5
Average	237	20.0
Poor	46	3.9
Very Poor	31	2.6
Haven't used	155	13.1
Total	1186	100.0



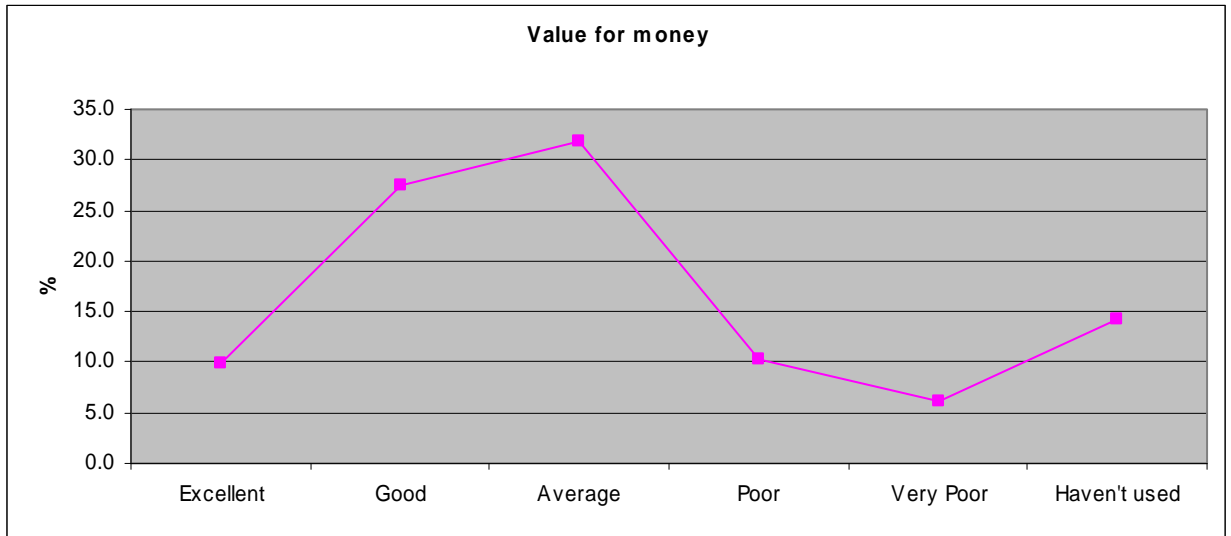
Quality of merchandise		Frequency	Percent
Excellent		192	16.9
Good		470	41.3
Average		252	22.2
Poor		42	3.7
Very Poor		25	2.2
Haven't used		156	13.7
Total		1137	100.0



Staff friendliness		Frequency	Percent
Excellent		202	17.6
Good		425	37.1
Average		259	22.6
Poor		40	3.5
Very Poor		38	3.3
Haven't used		181	15.8
Total		1145	100.0

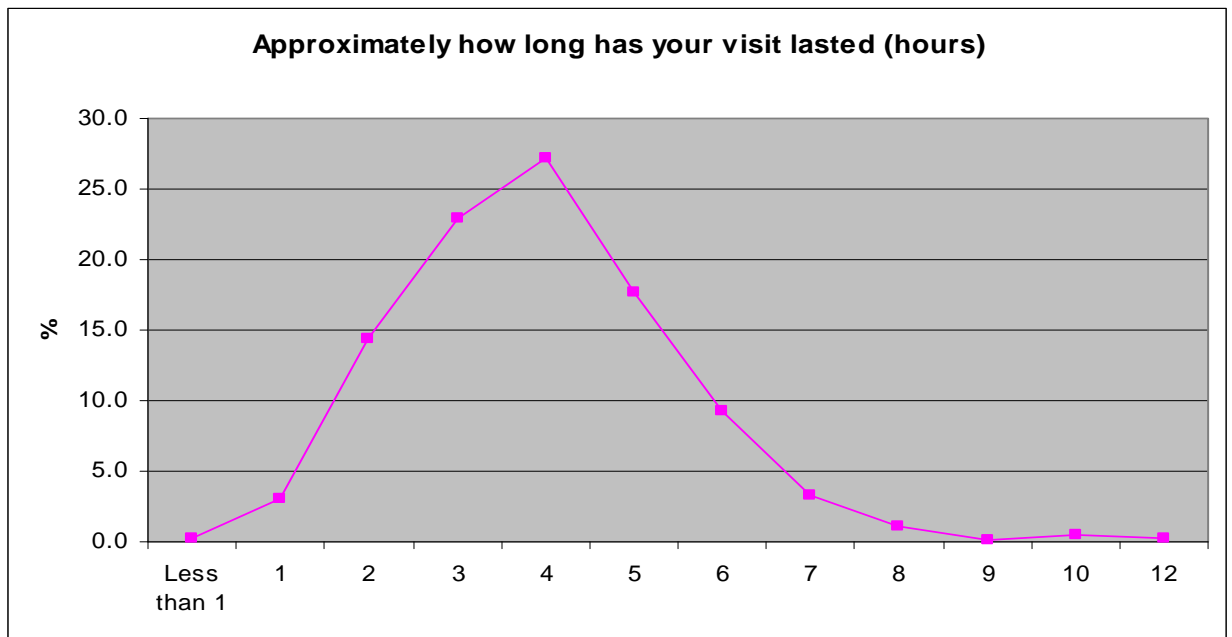


Value for money		
	Frequency	Percent
Excellent	112	9.8
Good	314	27.6
Average	363	31.9
Poor	118	10.4
Very Poor	70	6.1
Haven't used	162	14.2
Total	1139	100.0



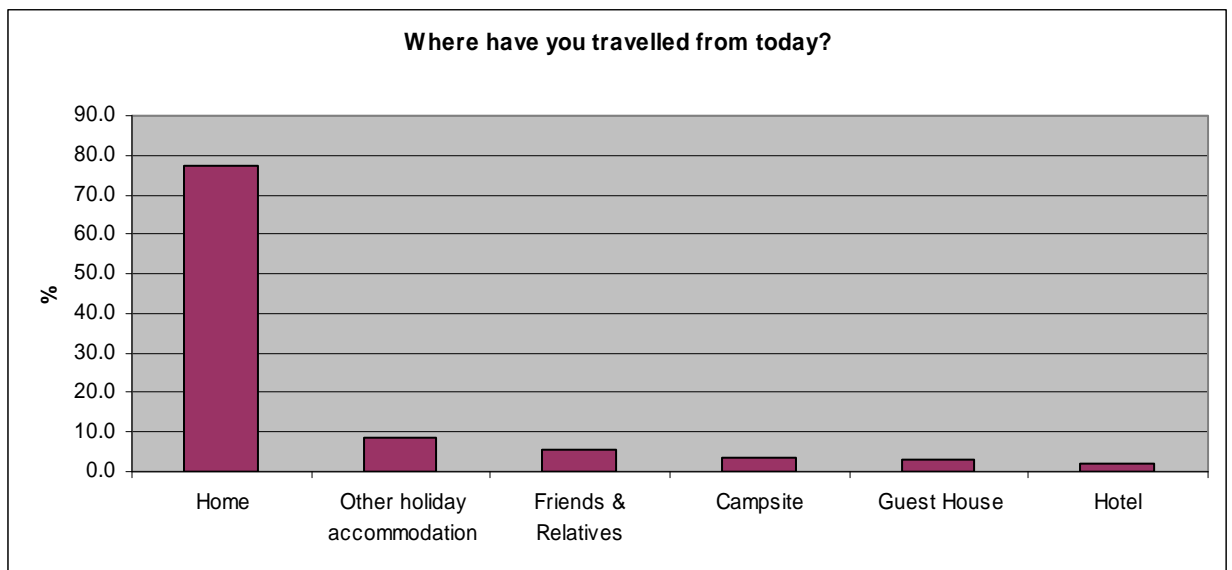
1.12: Length of Visit

Approximately how long has your visit lasted (hours)		
	Frequency	Percent
Less than 1	2	0.2
1	32	3.0
2	152	14.4
3	242	23.0
4	286	27.2
5	186	17.7
6	98	9.3
7	35	3.3
8	11	1.0
9	1	0.1
10	5	0.5
12	3	0.3
Total	1053	100.0

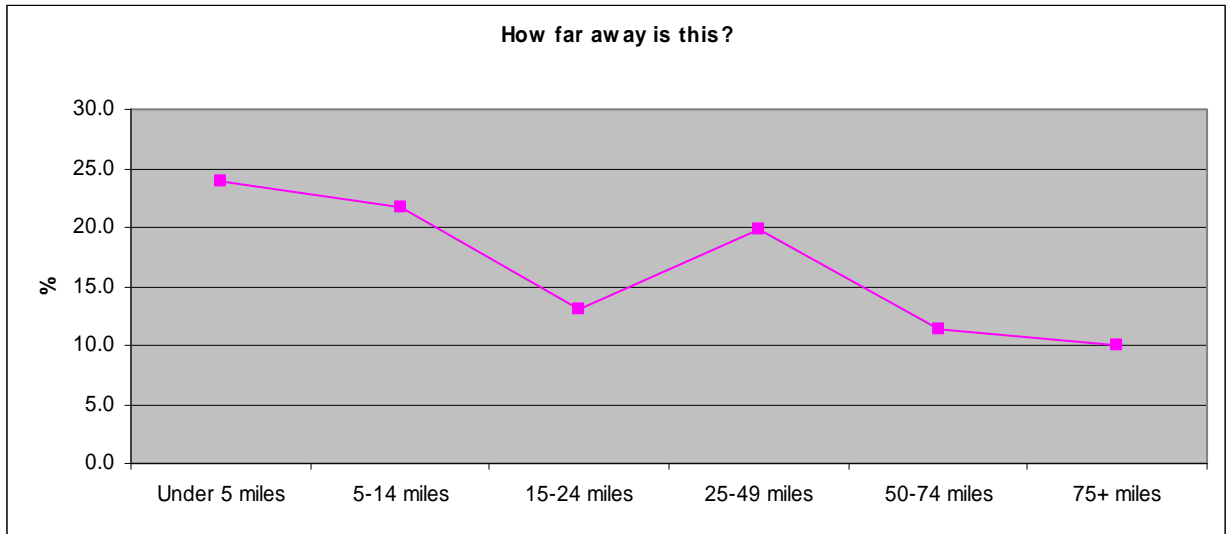


1.13: Transport

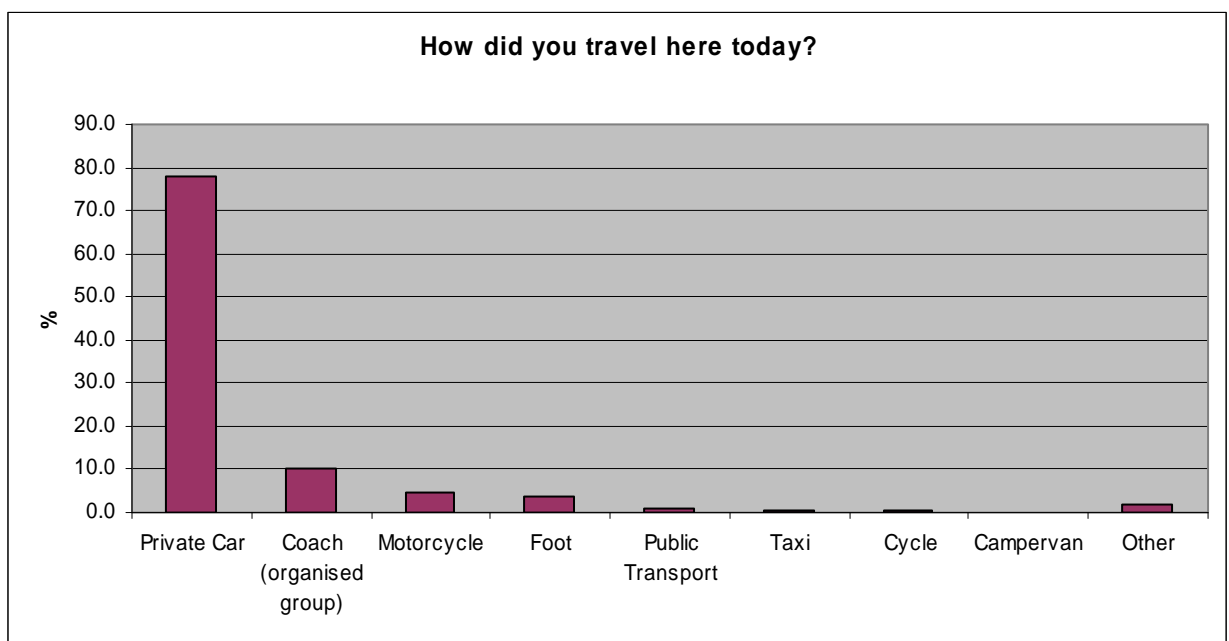
Where have you travelled from today?		
	Frequency	Percent
Home	881	77.4
Other holiday accommodation	97	8.5
Friends & Relatives	62	5.4
Campsite	40	3.5
Guest House	34	3.0
Hotel	24	2.1
Total	1138	100.0



How far away is this?		
	Frequency	Percent
Under 5 miles	268	23.9
5-14 miles	243	21.7
15-24 miles	147	13.1
25-49 miles	223	19.9
50-74 miles	127	11.3
75+ miles	113	10.1
Total	1121	100.0

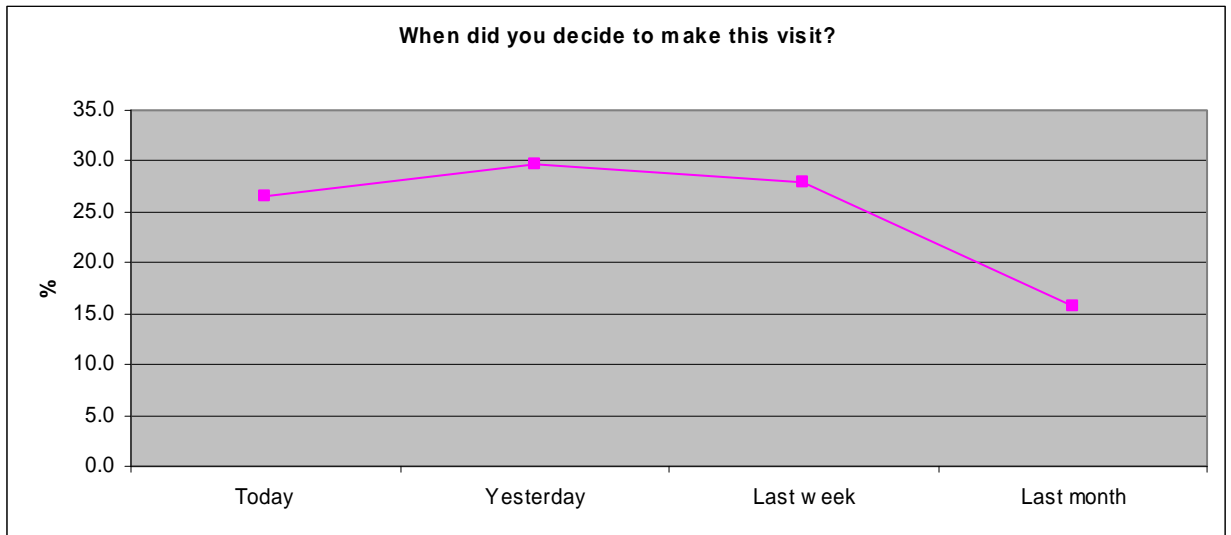


How did you travel here today?		
	Frequency	Percent
Private Car	896	78.0
Coach (organised group)	115	10.0
Motorcycle	51	4.4
Foot	43	3.7
Public Transport	9	0.8
Taxi	6	0.5
Cycle	6	0.5
Campervan	2	0.2
Other	20	1.7
Total	1148	100.0



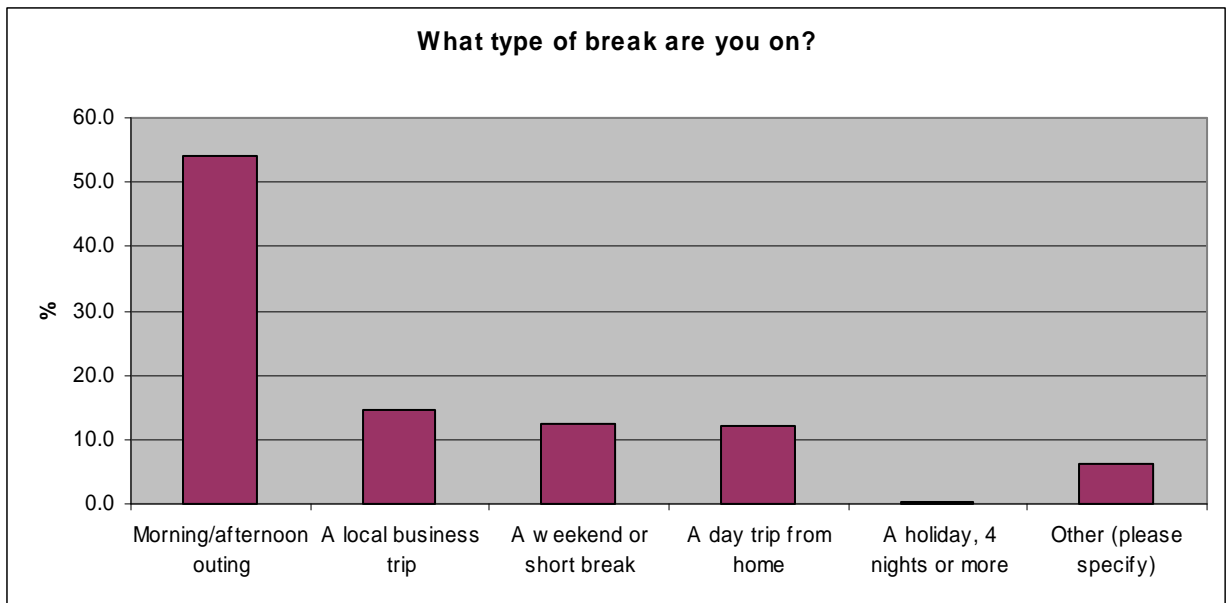
1.14: Decision to Visit

When did you decide to make this visit?		
	Frequency	Percent
Today	300	26.6
Yesterday	336	29.8
Last week	316	28.0
Last month	177	15.7
Total	1129	100.0



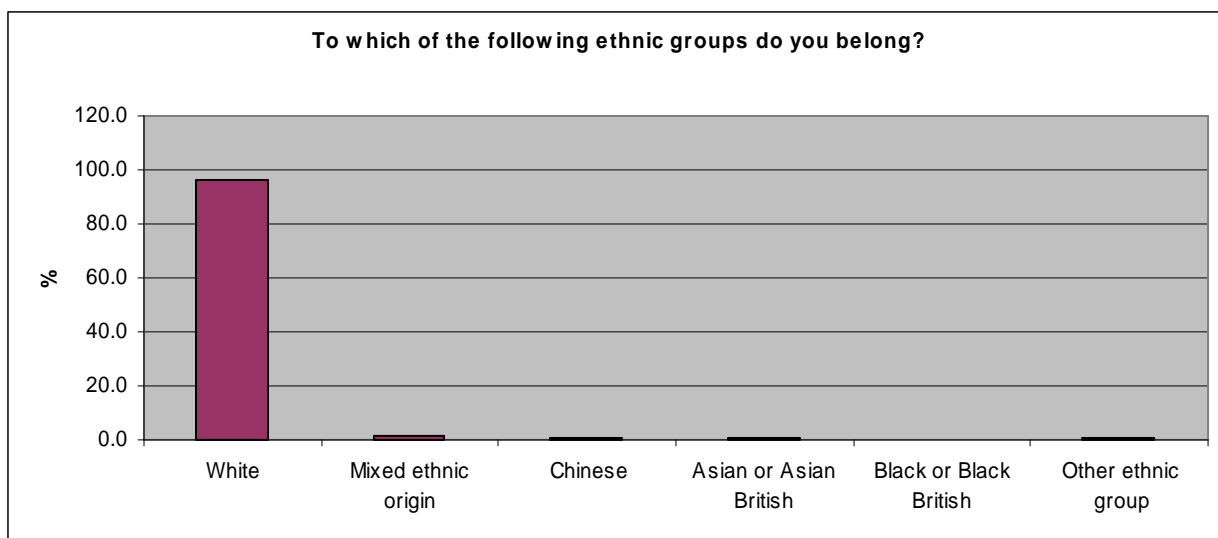
1.15: Holiday types

What type of break are you on?		
	Frequency	Percent
Morning/afternoon outing	551	54.2
A local business trip	148	14.6
A weekend or short break	126	12.4
A day trip from home	123	12.1
A holiday, 4 nights or more	4	0.4
Other (please specify)	64	6.3
Total	1016	100.0



1.16: Visitor Demographics

To which of the following ethnic groups do...		
	Frequency	Percent
White	1053	96.3
Mixed ethnic origin	17	1.6
Chinese	7	0.6
Asian or Asian British	5	0.5
Black or Black British	4	0.4
Other ethnic group	7	0.6
Total	1093	100.0



Do you have any long-term illness health problems....			
		Frequency	Percent
	Yes	103	9.8
	No	876	83.1
	Don't know	26	2.5
	Decline to answer	51	4.8

