

Bristol Zoo Gardens Group Visitor Survey 2005

Report

Produced March 2006



Prepared on behalf of Bristol Zoo by:

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Executive Summary

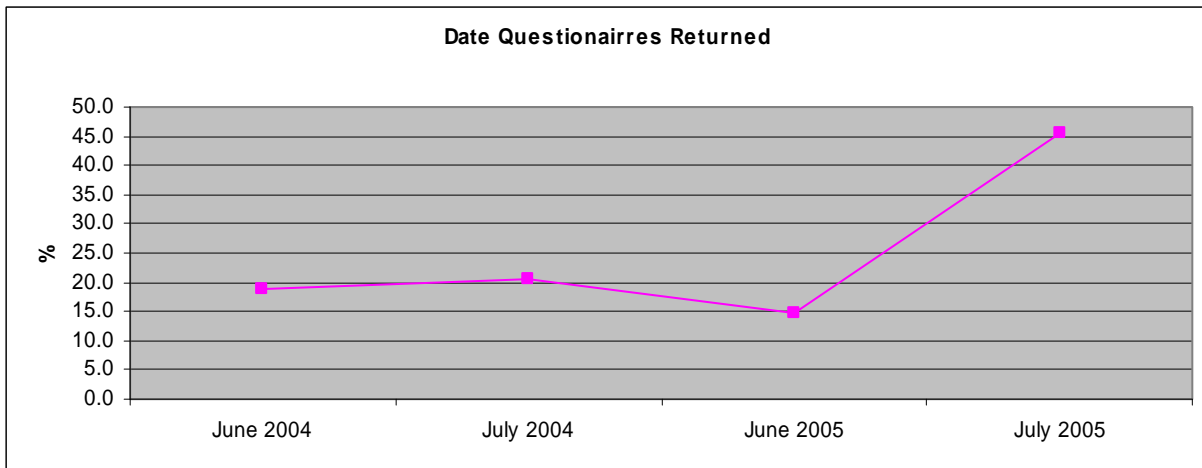
- 67% of respondents who visited Bristol Zoo Gardens in a group had travelled from Schools and 30% had travelled from home. 90% of respondents had arrived via coach, with the most common distance travelled (34%) being between 25-49 miles. The majority of respondents visited for 4 hours (50%).
- 87% of respondents had planned their visit to Bristol Zoo gardens prior to last month and a further 12% had decided they would visit during the previous month.
- The booking procedure was deemed as excellent by 48% of respondents and good by a further 42% of respondents. The pre-visit information was generally well received being rated as excellent by 35% of respondents and good by a further 45%.
- Respondents generally found that their experience had either met or exceeded their expectations. 97% found that the experience was as expected or better, 28% found it much better than expected and 22% a little better than expected. Similarly the children's experience of Bristol Zoo Gardens was rated as 99% as expected or better, 44% considering it much better and 21% a little better. The majority of visitors felt that they were very likely to bring a group again (64%) whereas 25% felt that they were fairly likely to do so.
- Respondents found their information regarding their visit to Bristol Zoo Gardens from two main sources, namely, previous visits/local knowledge (66%) and via Bristol Zoo Gardens Website.
- The majority of respondents rated all aspects of their visit as good, with very few instances of poor ratings and no incidents of a very poor rating. 99% of respondents rated the ease of finding the Zoo as excellent (48%) or good (51%), similarly, 97% of respondents rated their enjoyment as excellent (43%) or good (54%). 91% of respondents also deemed the educational value of their trip as excellent (41%) or good (50%).
- The most popular activity with respondents was Animal encounters (63%). This was considered excellent (22%) or good (37%) by the majority of respondents. The second most popular activity was the Animal Talks (58%), which was given an excellent rating by 24% of respondents and a good rating by 33%.
- The food outlets were generally deemed as good when used. The majority of the 41% of respondents who had used the outlets felt that the staff friendliness was excellent (10%) or good (22%).
- The shops were generally used more widely than the food outlets, being considered as good by the majority of respondents on almost all aspects, including the range of items (46%), the quality of goods (44%) and staff friendliness (44%). The one less than good rating received were for value for money which was rated as average by 32% of respondents.

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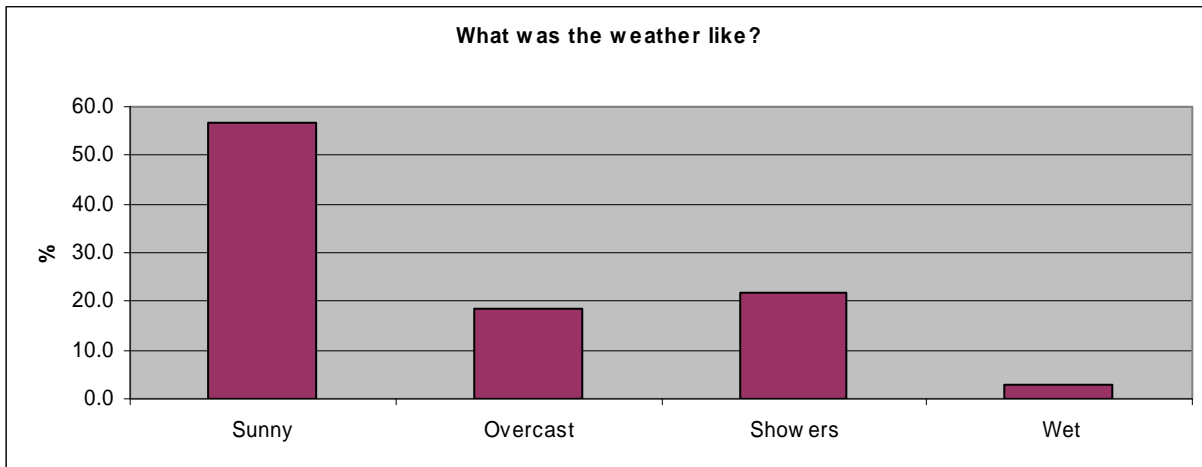
1.1: Date Returned

Date Questionnaires Returned		
	Frequency	Percent
June 2004	31	18.8
July 2004	34	20.5
June 2005	24	14.6
July 2005	75	45.5
Total	164	99.4



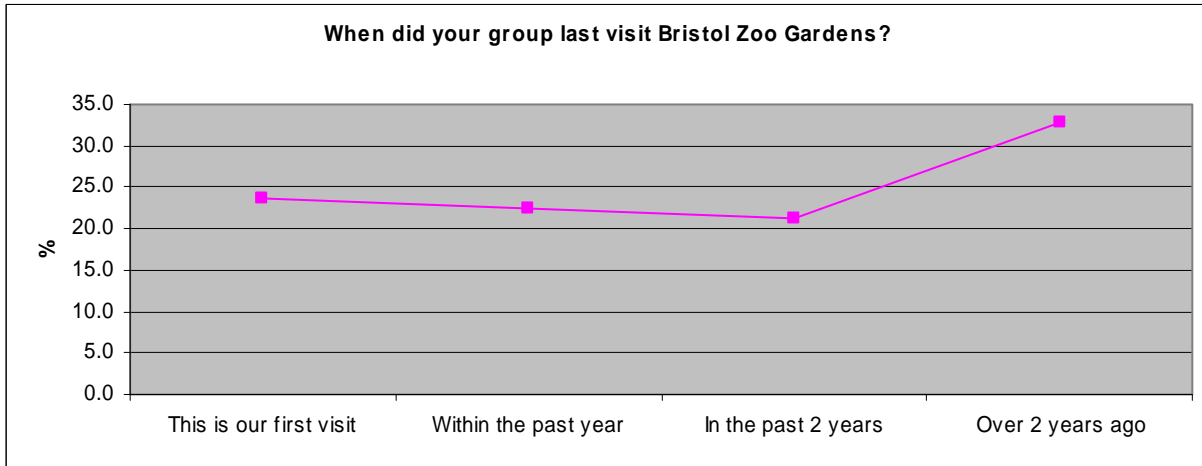
1.2: Weather

What was the weather like?			
		Frequency	Percent
	Sunny	94	56.6
	Overcast	31	18.7
	Showers	36	21.7
	Wet	5	3.0
	Total	166	100.0



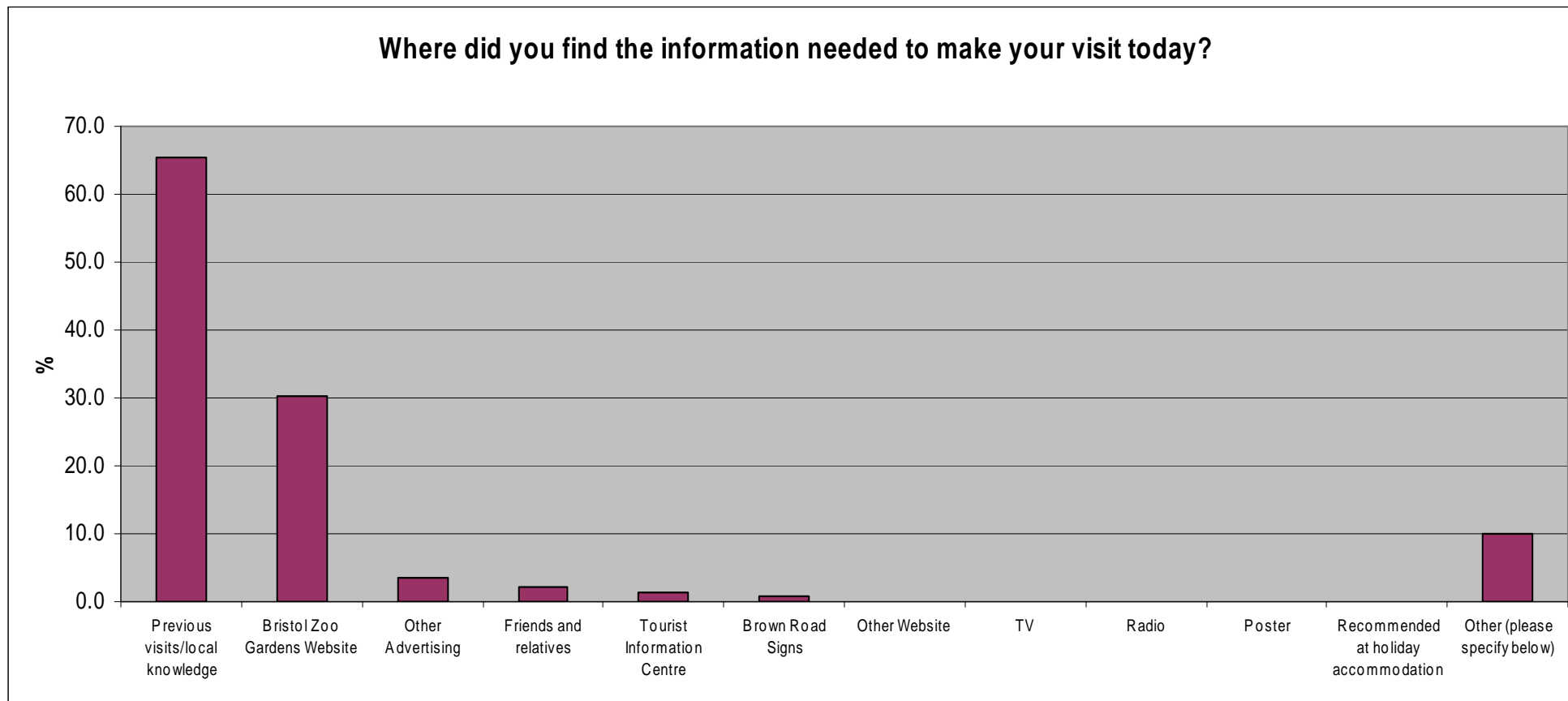
1.3: Visit Frequency

When did your group last visit Bristol Zoo Gardens?		
	Frequency	Percent
This is our first visit	39	23.6
Within the past year	37	22.4
In the past 2 years	35	21.2
Over 2 years ago	54	32.7
Total	165	100.0



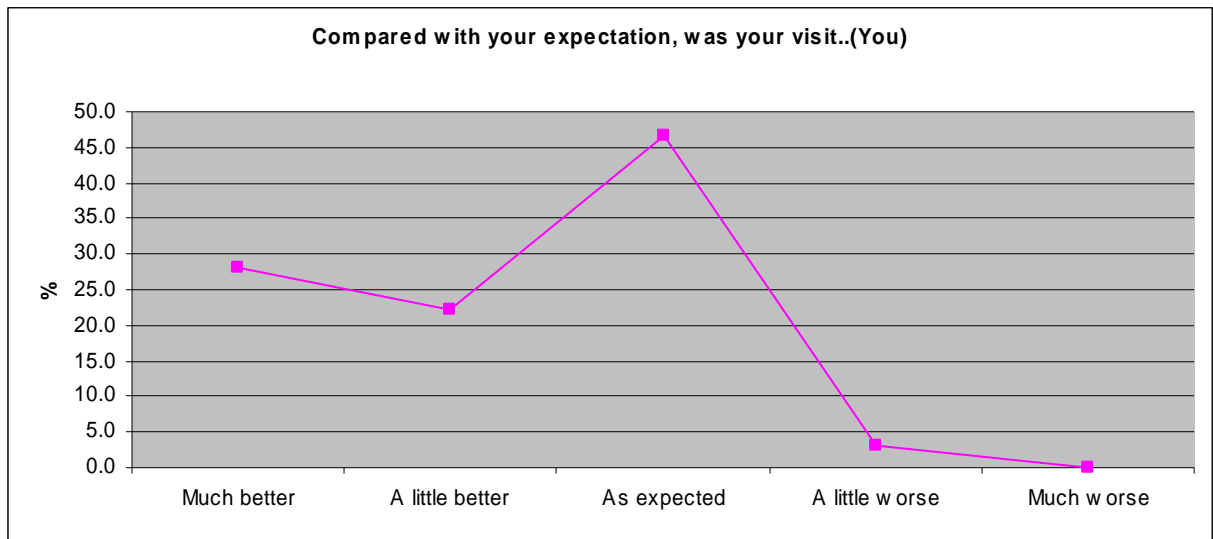
1.4: Information sources

Where did you find the information you need...		
	Frequency	Percent
Previous visits/local knowledge	91	65.5
Bristol Zoo Gardens Website	42	30.2
Other Advertising	5	3.6
Friends and relatives	3	2.2
Tourist Information Centre	2	1.4
Brown Road Signs	1	0.7
Other Website	0	0.0
TV	0	0.0
Radio	0	0.0
Poster	0	0.0
Recommended at holiday accommodation	0	0.0
Other (please specify below)	14	10.1

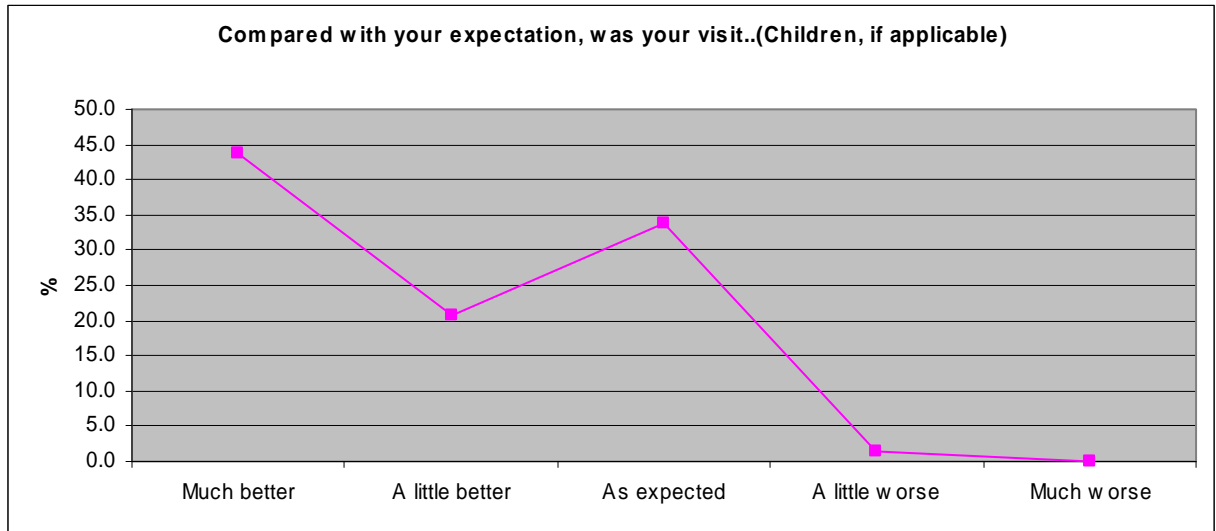


1.5: Expectation

Compared with your expectation, was your visit (You)			
		Frequency	Percent
	Much better	46	28.2
	A little better	36	22.1
	As expected	76	46.6
	A little worse	5	3.1
	Much worse	0	0.0
	Total	163	100.0

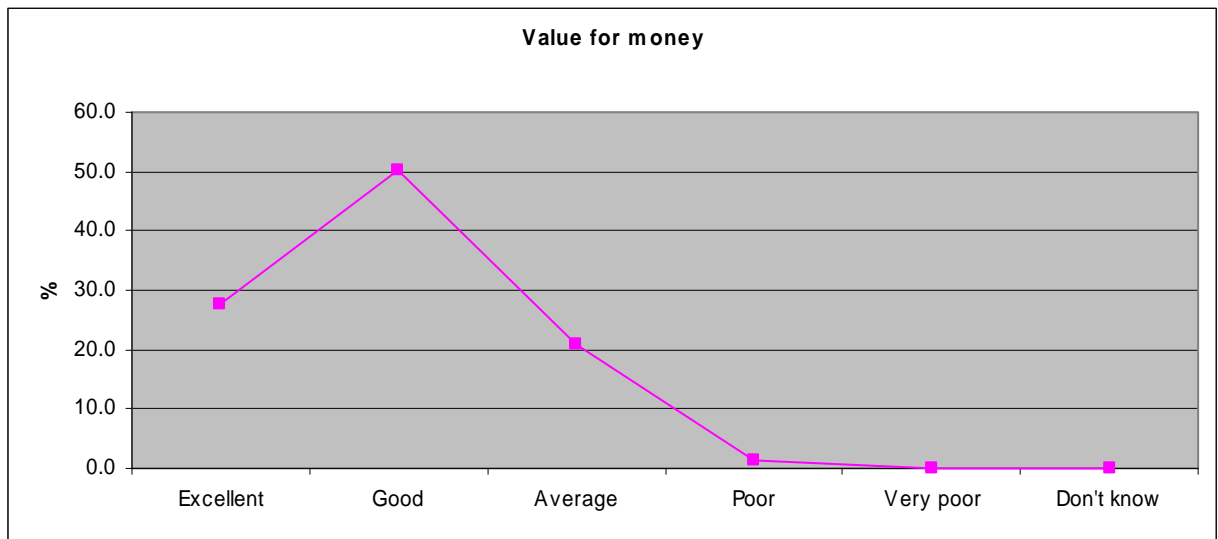


Compared with your expectation, was your visit (Children if applicable)		
	Frequency	Percent
Much better	57	43.8
A little better	27	20.8
As expected	44	33.8
A little worse	2	1.5
Much worse	0	0.0
Total	130	100.0

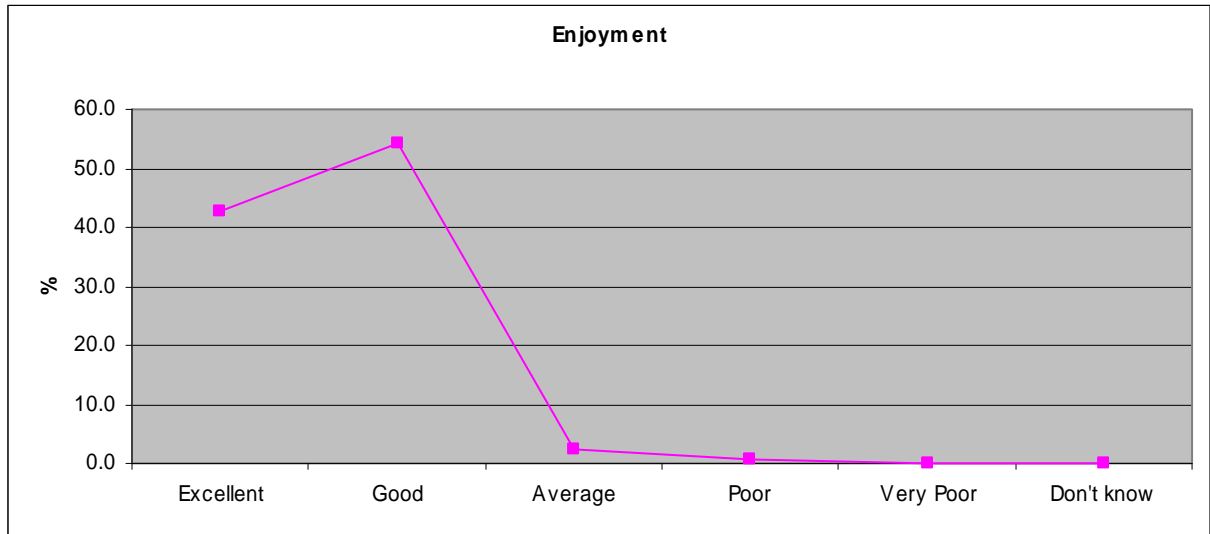


1.6: Experience

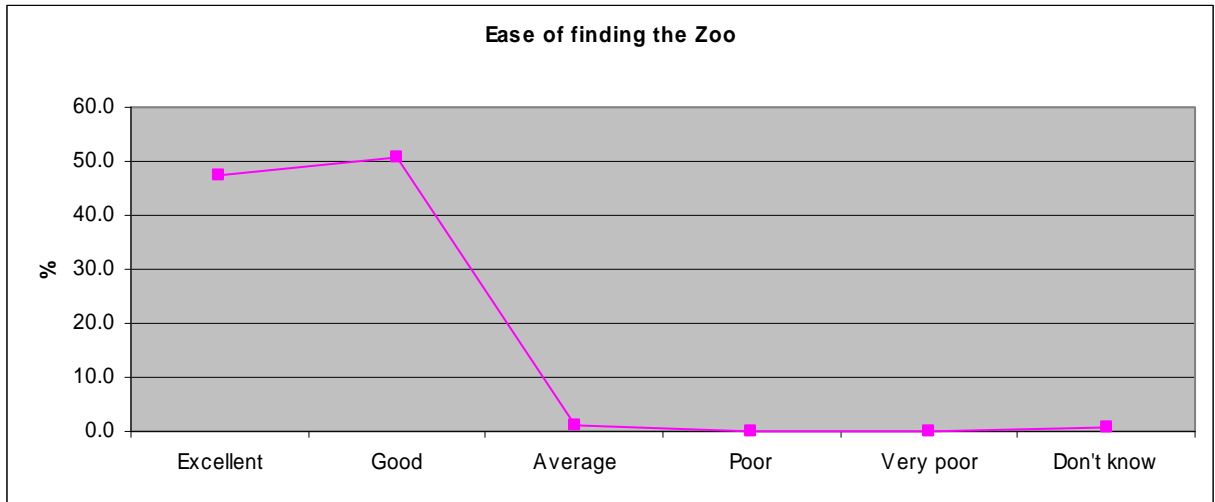
Value for money		
	Frequency	Percent
Excellent	45	27.6
Good	82	50.3
Average	34	20.9
Poor	2	1.2
Very poor	0	0.0
Don't know	0	0.0
Total	163	100.0



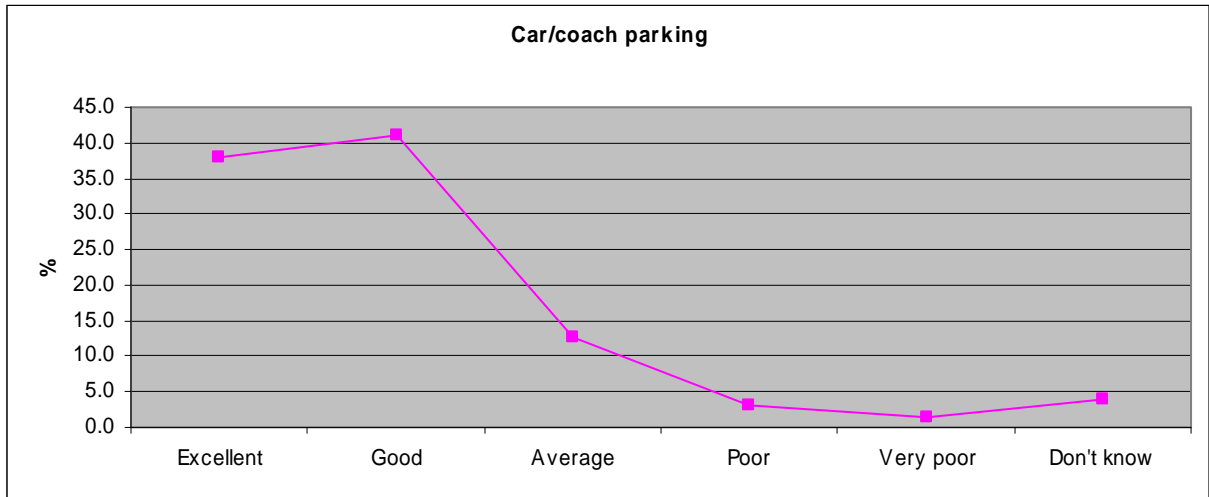
Enjoyment		
	Frequency	Percent
Excellent	71	42.8
Good	90	54.2
Average	4	2.4
Poor	1	0.6
Very Poor	0	0.0
Don't know	0	0.0
Total	166	100.0



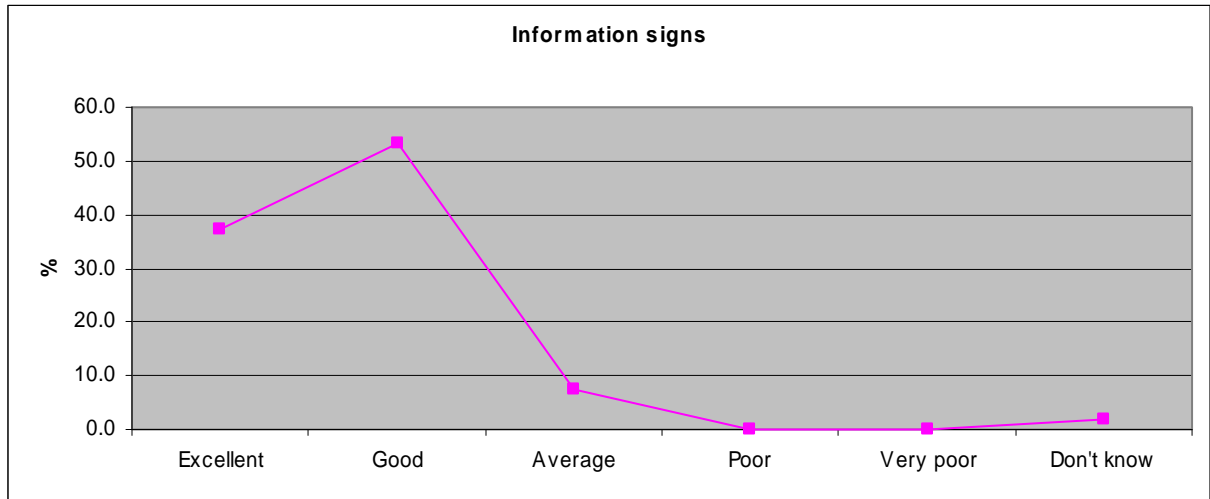
Ease of finding the Zoo		
	Frequency	Percent
Excellent	77	47.5
Good	82	50.6
Average	2	1.2
Poor	0	0.0
Very poor	0	0.0
Don't know	1	0.6
Total	162	100.0



Car / coach parking			
	Frequency	Percent	
Excellent	60	38.0	
Good	65	41.1	
Average	20	12.7	
Poor	5	3.2	
Very poor	2	1.3	
Don't know	6	3.8	
Total	158	100.0	



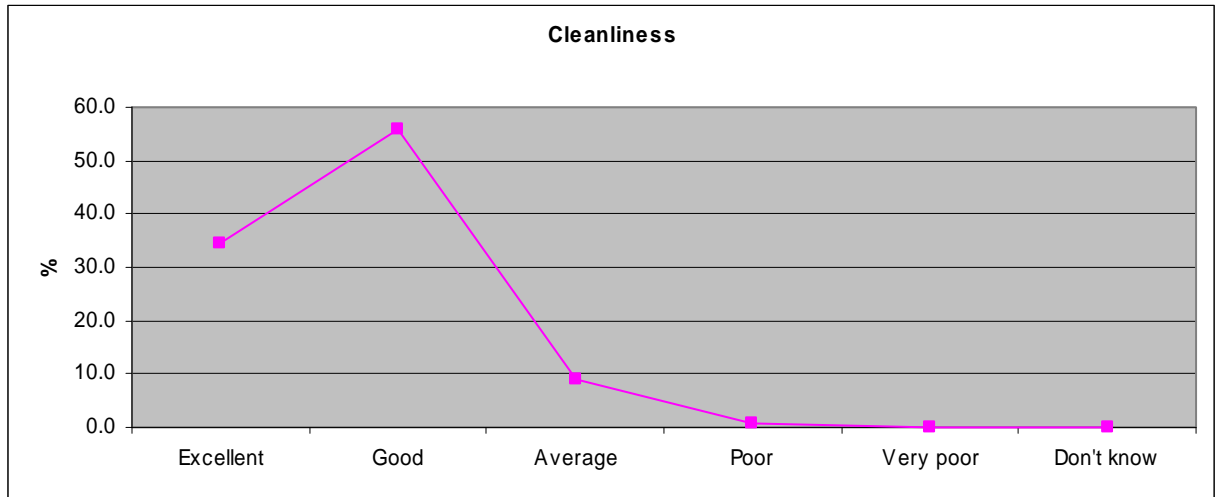
Information signs		
	Frequency	Percent
Excellent	59	37.3
Good	84	53.2
Average	12	7.6
Poor	0	0.0
Very poor	0	0.0
Don't know	3	1.9
Total	158	100.0



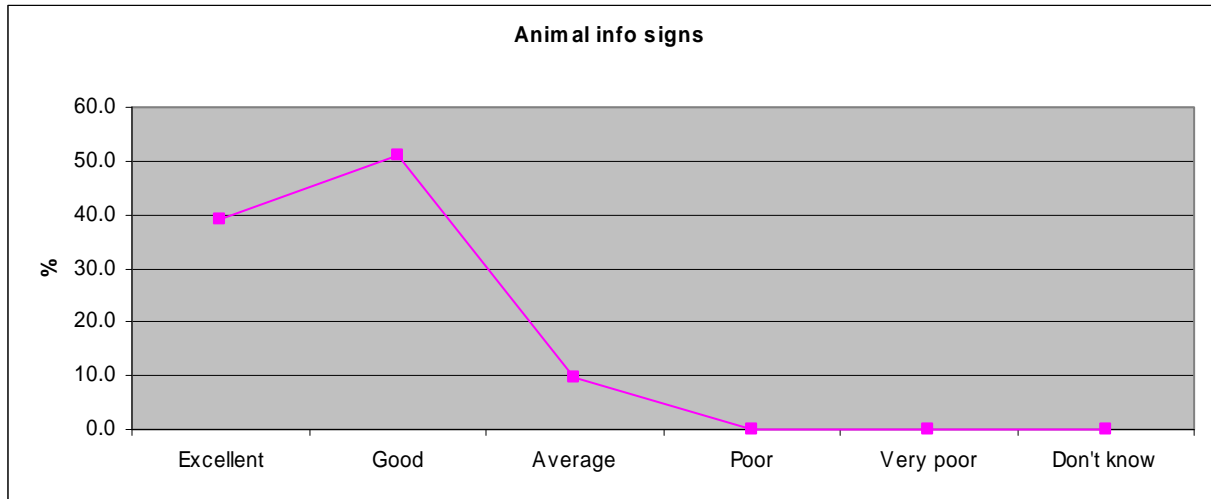
Staff welcome		
	Frequency	Percent
Excellent	58	35.8
Good	77	47.5
Average	22	13.6
Poor	4	2.5
Very poor	1	0.6
Don't know	0	0.0
Total	162	100.0



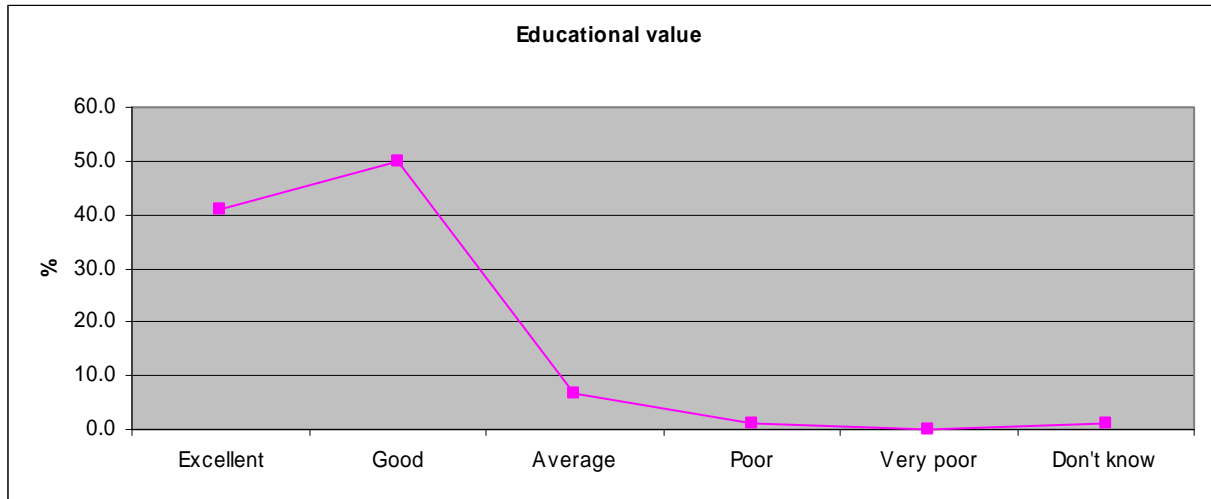
Cleanliness		
	Frequency	Percent
Excellent	57	34.5
Good	92	55.8
Average	15	9.1
Poor	1	0.6
Very poor	0	0.0
Don't know	0	0.0
Total	165	100.0



Animal info signs		
	Frequency	Percent
Excellent	40	39.2
Good	52	51.0
Average	10	9.8
Poor	0	0.0
Very poor	0	0.0
Don't know	0	0.0
Total	102	100.0

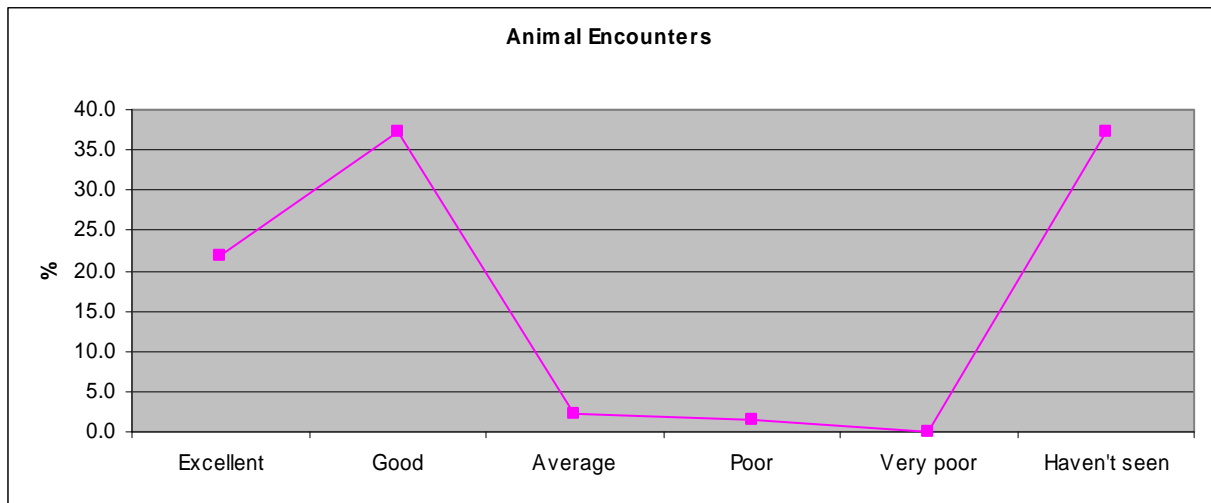


Educational value		
	Frequency	Percent
Excellent	42	41.2
Good	51	50.0
Average	7	6.9
Poor	1	1.0
Very poor	0	0.0
Don't know	1	1.0
Total	102	100.0

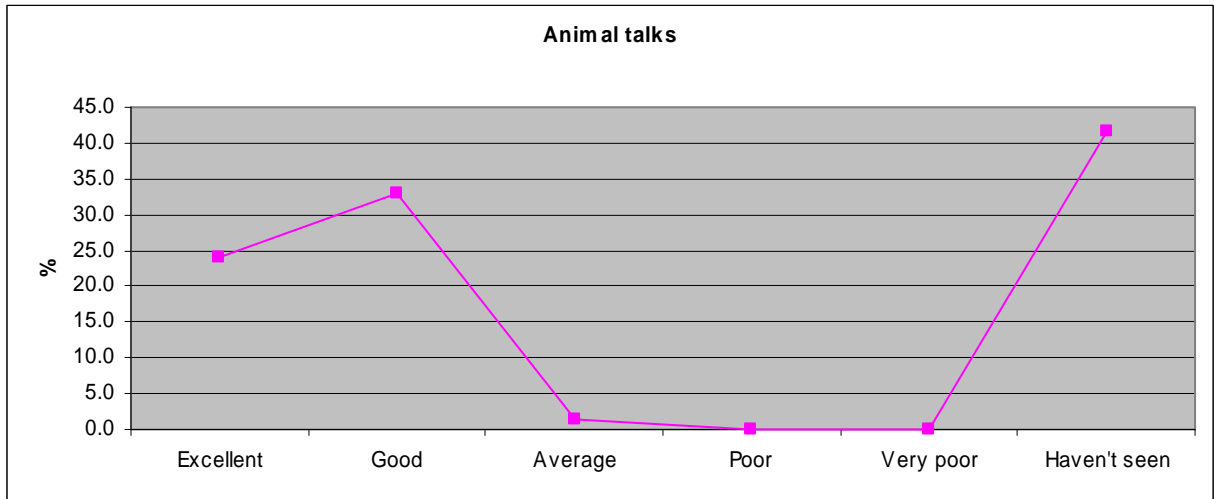


1.7: Activities

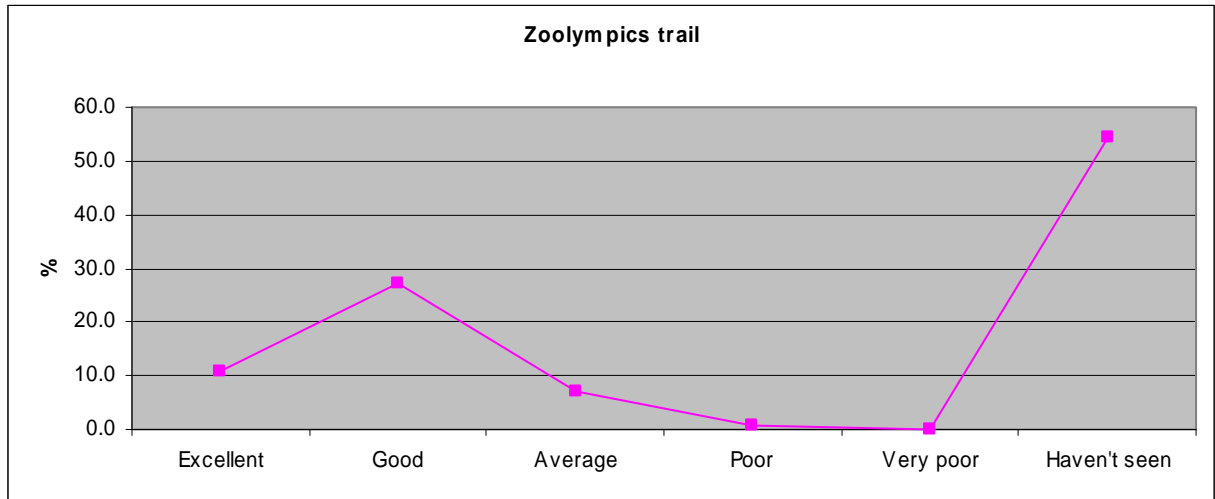
Animal Encounters		
	Frequency	Percent
Excellent	31	21.8
Good	53	37.3
Average	3	2.1
Poor	2	1.4
Very poor	0	0.0
Haven't seen	53	37.3
Total	142	100.0



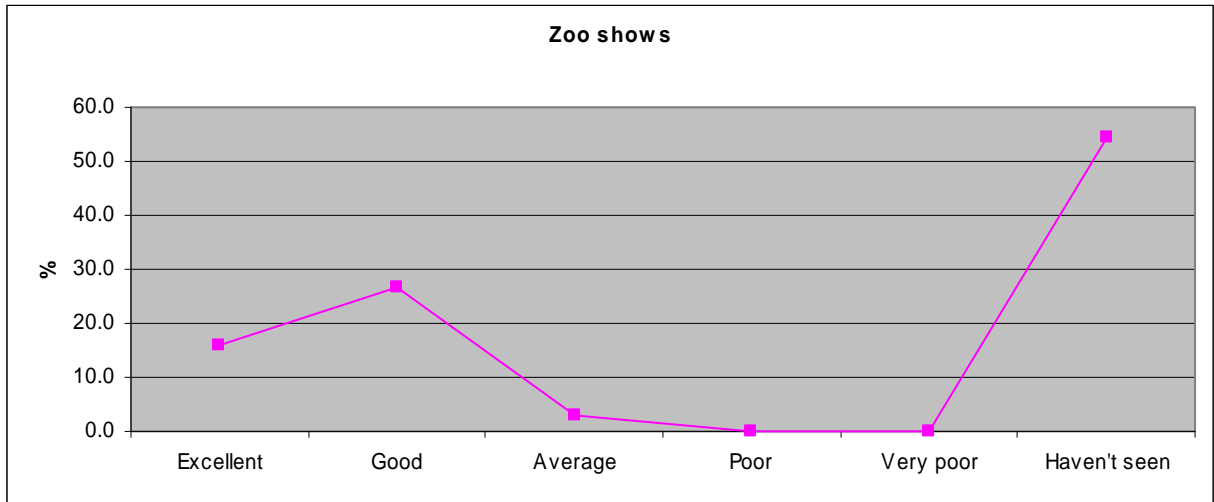
Animal talks			
	Frequency	Percent	
Excellent	35	24.0	
Good	48	32.9	
Average	2	1.4	
Poor	0	0.0	
Very poor	0	0.0	
Haven't seen	61	41.8	
Total	146	100.0	



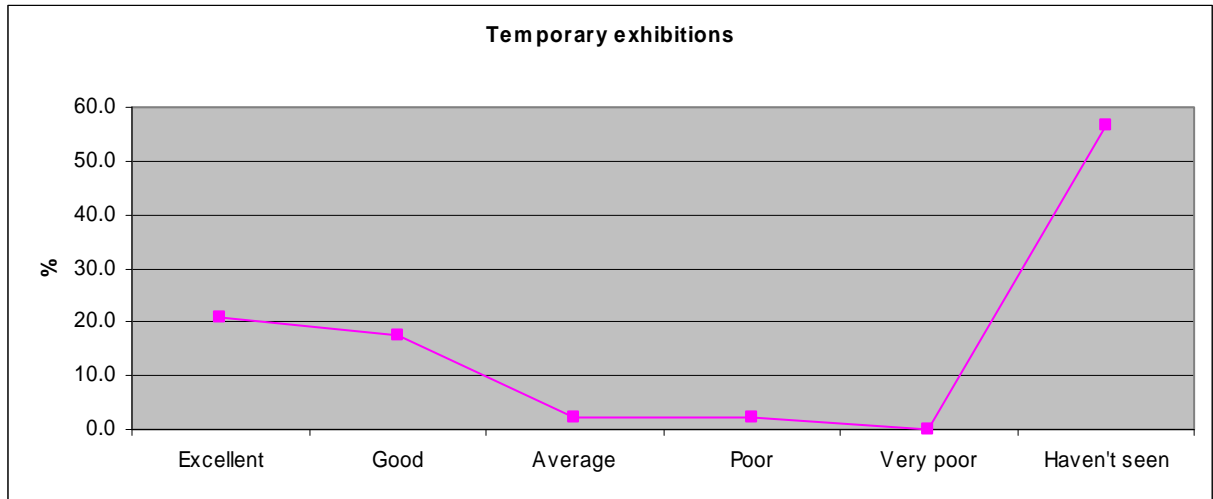
Zoolympics trail		
	Frequency	Percent
Excellent	14	10.9
Good	35	27.1
Average	9	7.0
Poor	1	0.8
Very poor	0	0.0
Haven't seen	70	54.3
Total	129	100.0



Zoo shows		
	<i>Frequency</i>	<i>Percent</i>
Excellent	21	15.9
Good	35	26.5
Average	4	3.0
Poor	0	0.0
Very poor	0	0.0
Haven't seen	72	54.5
Total	132	100.0

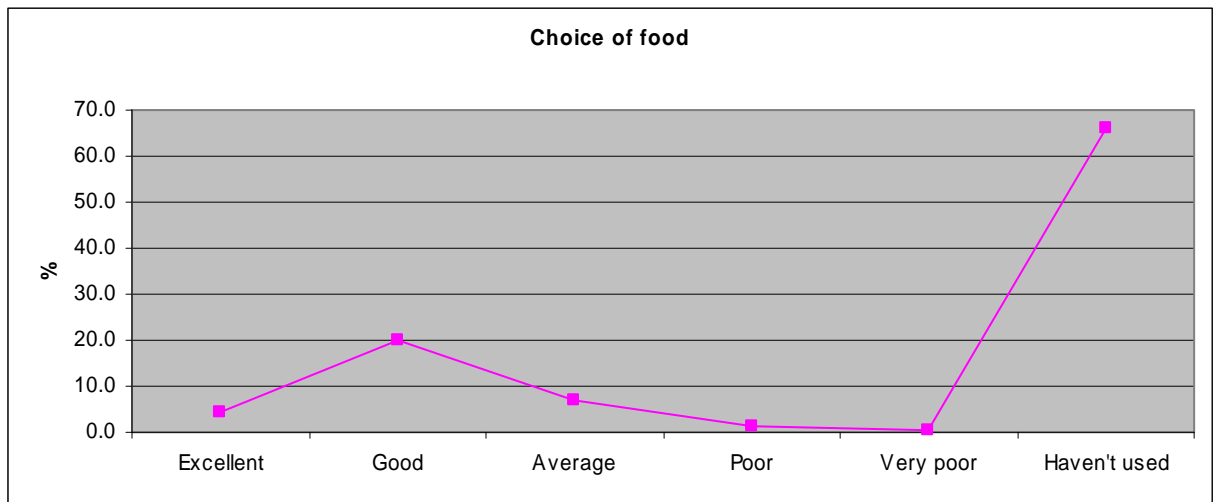


Temporary exhibitions		
	Frequency	Percent
Excellent	26	20.8
Good	22	17.6
Average	3	2.4
Poor	3	2.4
Very poor	0	0.0
Haven't seen	71	56.8
Total	125	100.0

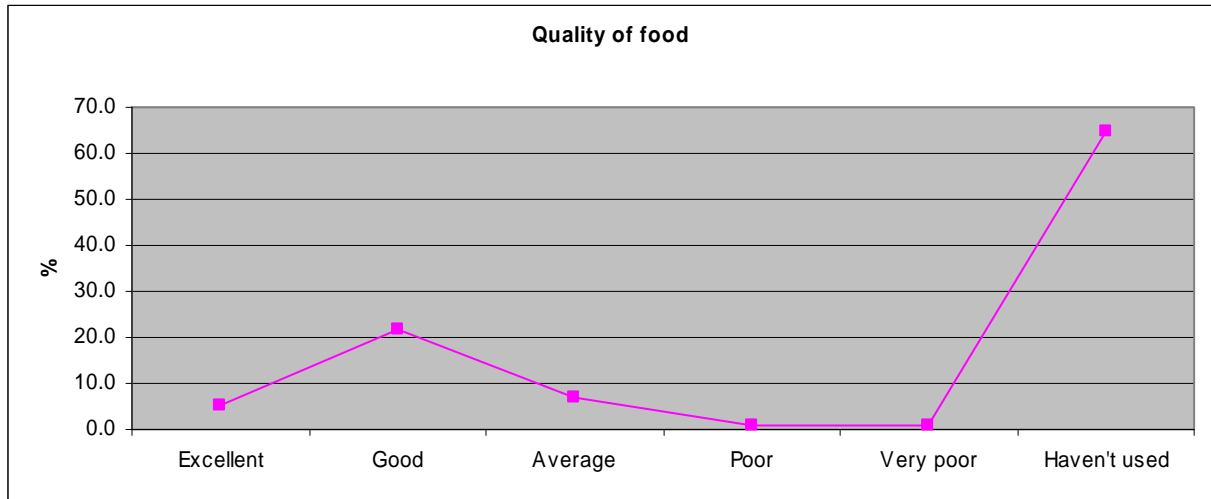


1.8: Food Outlets

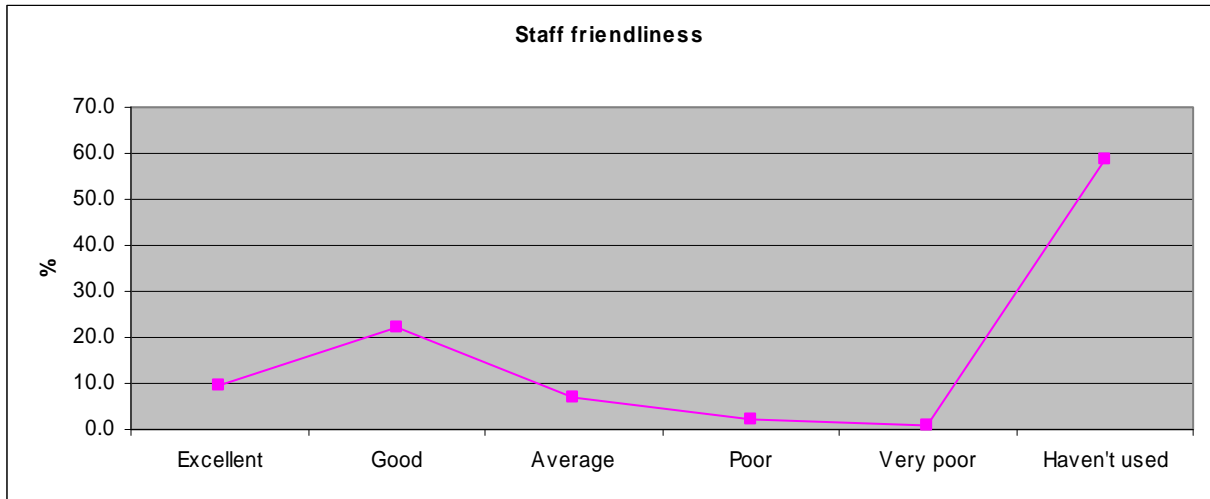
Choice of food		
	Frequency	Percent
Excellent	7	4.5
Good	31	20.1
Average	11	7.1
Poor	2	1.3
Very poor	1	0.6
Haven't used	102	66.2
Total	154	100.0



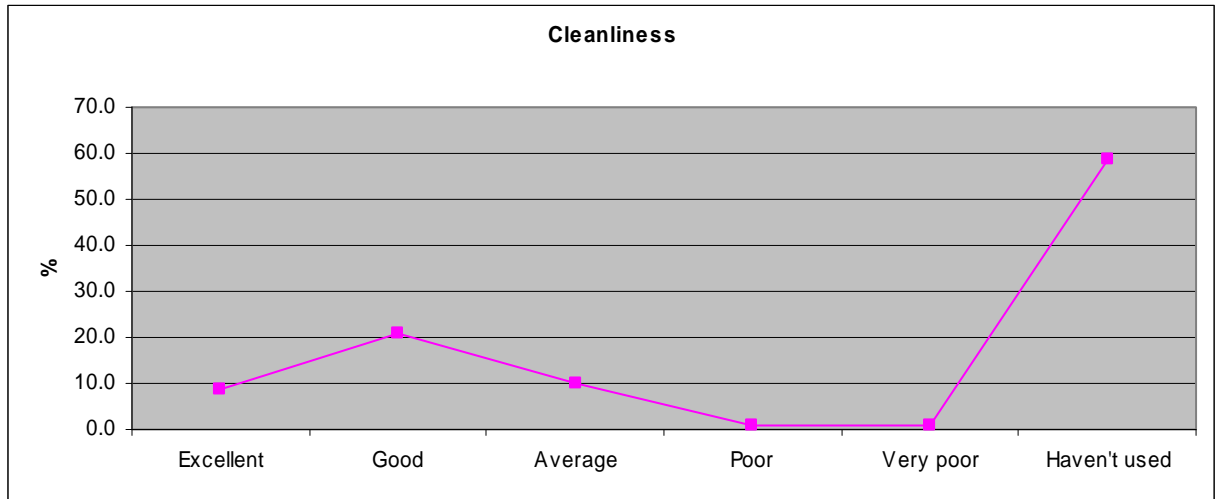
Quality of food		
	Frequency	Percent
Excellent	8	5.4
Good	32	21.6
Average	10	6.8
Poor	1	0.7
Very poor	1	0.7
Haven't used	96	64.9
Total	148	100.0



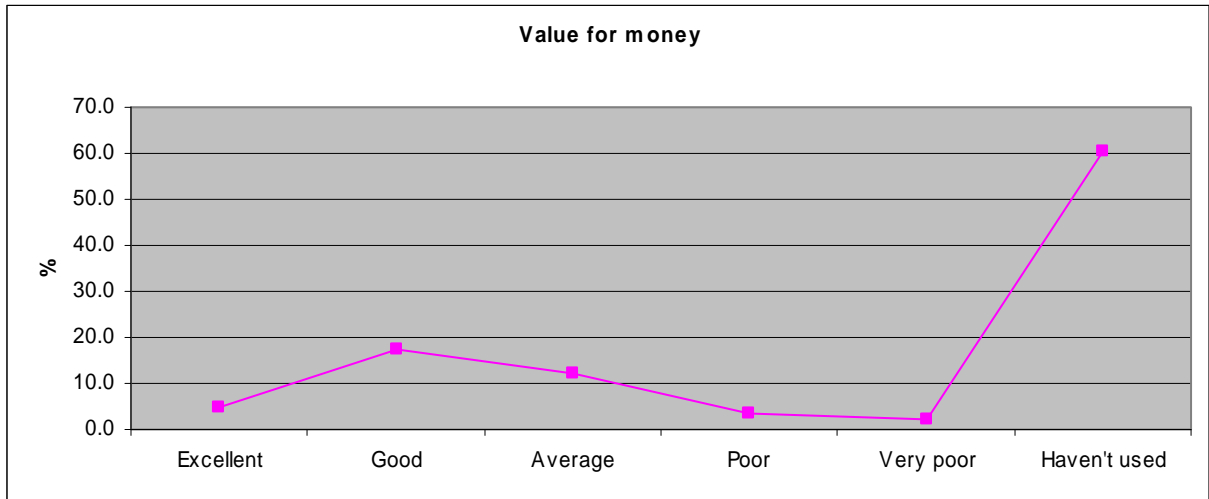
Staff friendliness		
	Frequency	Percent
Excellent	14	9.5
Good	33	22.3
Average	10	6.8
Poor	3	2.0
Very poor	1	0.7
Haven't used	87	58.8
Total	148	100.0



Cleanliness		
	Frequency	Percent
Excellent	13	8.8
Good	31	20.9
Average	15	10.1
Poor	1	0.7
Very poor	1	0.7
Haven't used	87	58.8
Total	148	100.0



Value for money		
	Frequency	Percent
Excellent	7	4.7
Good	26	17.4
Average	18	12.1
Poor	5	3.4
Very poor	3	2.0
Haven't used	90	60.4
Total	149	100.0

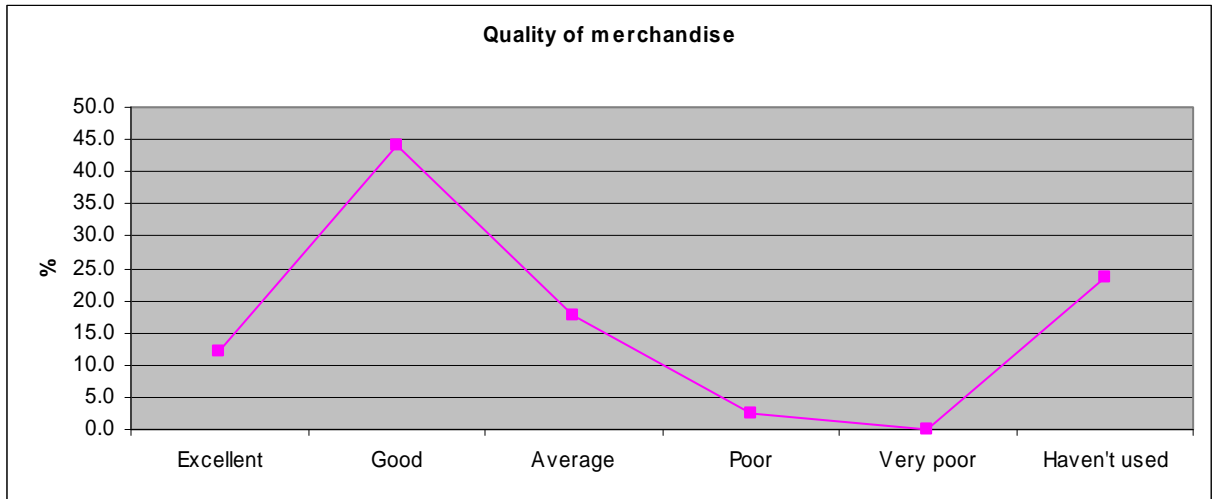


1.9: Shop Facilities

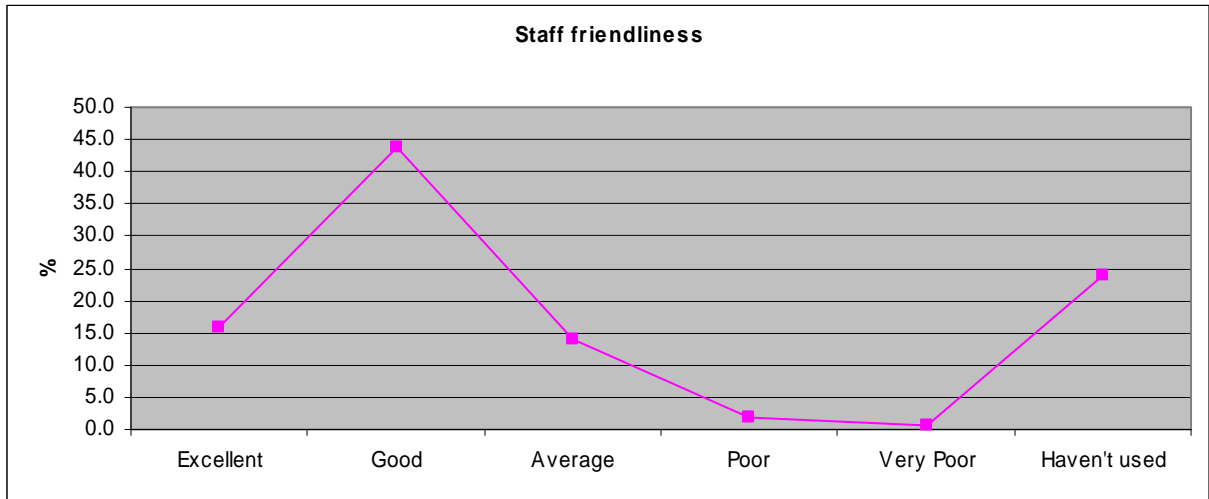
Range of items			
		Frequency	Percent
	Excellent	24	15.0
	Good	74	46.3
	Average	21	13.1
	Poor	2	1.3
	Very poor	0	0.0
	Haven't used	39	24.4
	Total	160	100.0



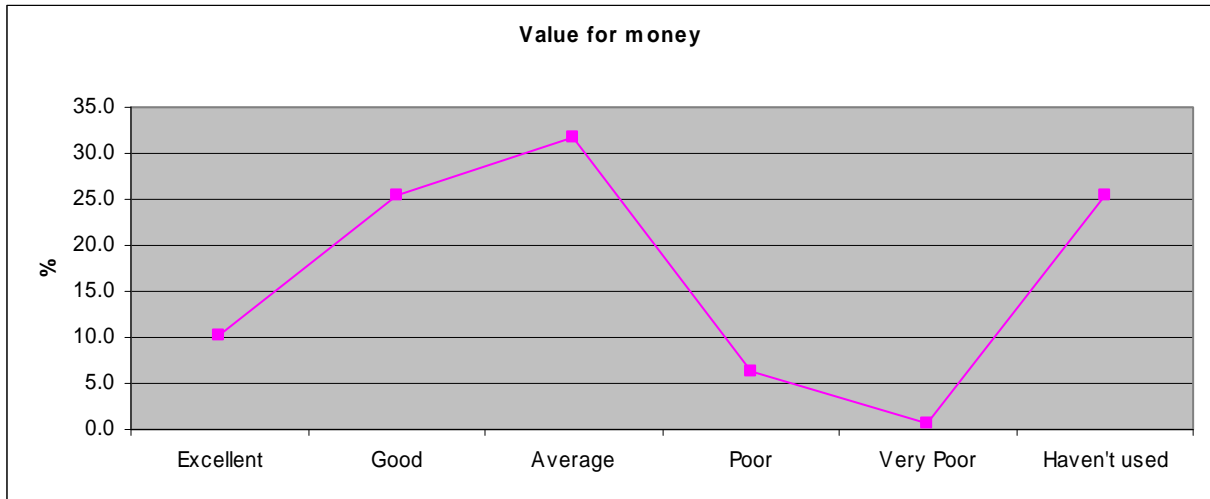
Quality of merchandise			
	Frequency	Percent	
Excellent	19	12.1	
Good	69	43.9	
Average	28	17.8	
Poor	4	2.5	
Very poor	0	0.0	
Haven't used	37	23.6	
Total	157	100.0	



Staff friendliness			
	Frequency	Percent	
Excellent	25	15.8	
Good	69	43.7	
Average	22	13.9	
Poor	3	1.9	
Very Poor	1	0.6	
Haven't used	38	24.1	
Total	158	100.0	

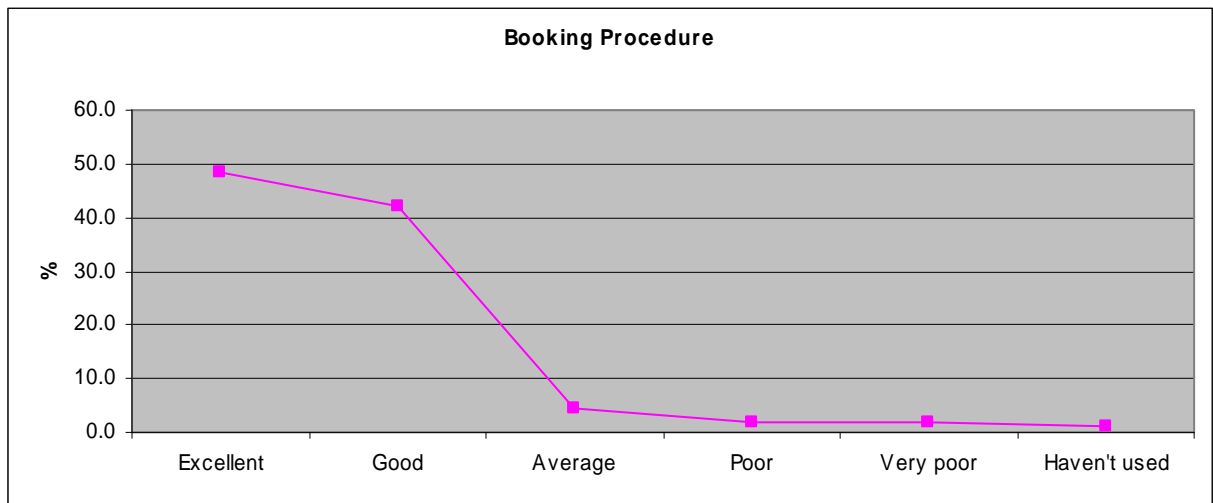


Value for money			
	Frequency	Percent	
Excellent	16	10.2	
Good	40	25.5	
Average	50	31.8	
Poor	10	6.4	
Very Poor	1	0.6	
Haven't used	40	25.5	
Total	157	100.0	

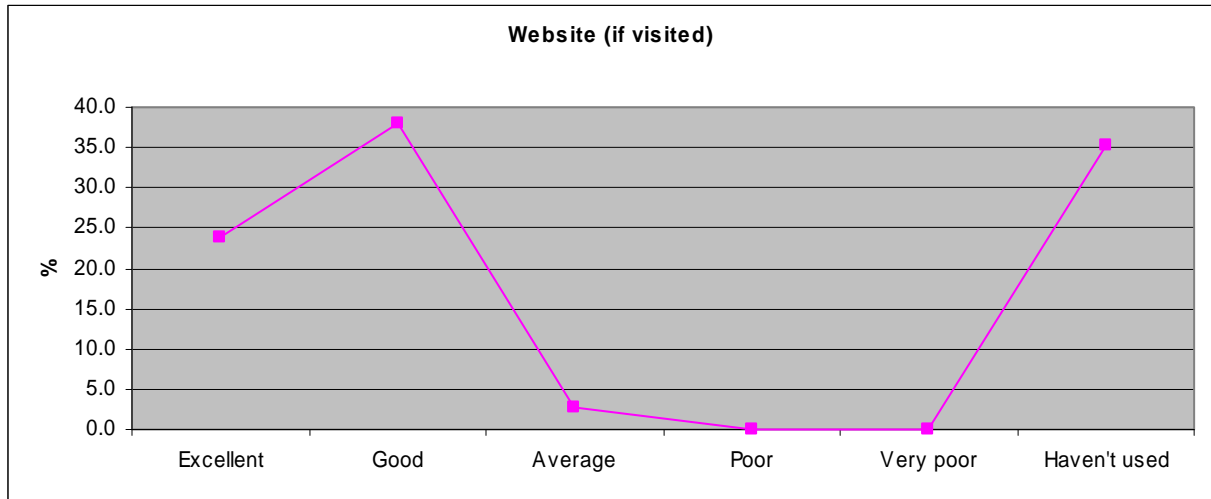


1.10 Booking Procedure

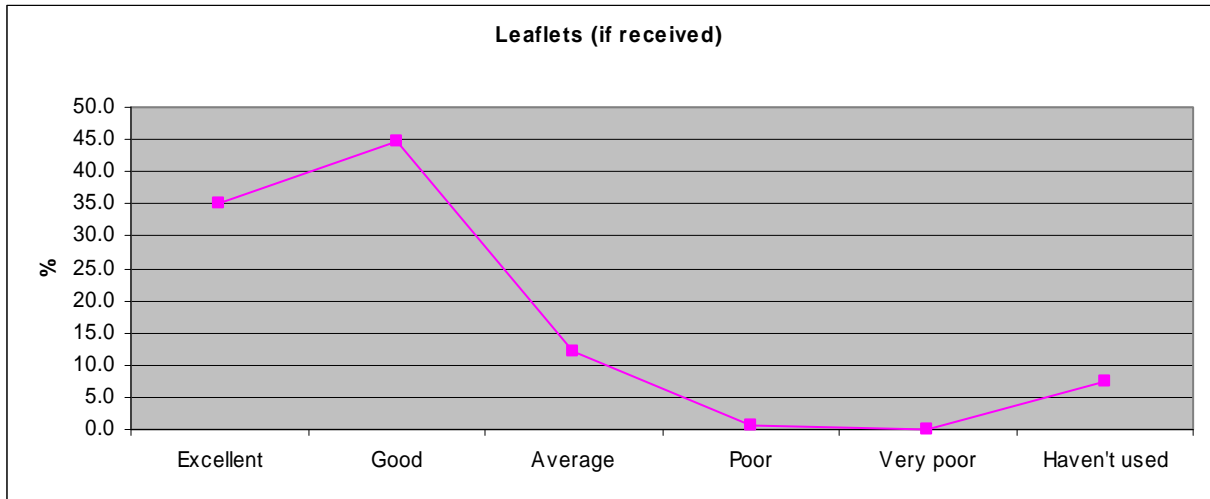
Booking Procedure		
	Frequency	Percent
Excellent	78	48.4
Good	68	42.2
Average	7	4.3
Poor	3	1.9
Very poor	3	1.9
Haven't used	2	1.2
Total	161	100.0



Website (if visited)		
	Frequency	Percent
Excellent	27	23.9
Good	43	38.1
Average	3	2.7
Poor	0	0.0
Very poor	0	0.0
Haven't used	40	35.4
Total	113	100.0



Leaflets (if received)		
	Frequency	Percent
Excellent	52	35.1
Good	66	44.6
Average	18	12.2
Poor	1	0.7
Very poor	0	0.0
Haven't used	11	7.4
Total	148	100.0



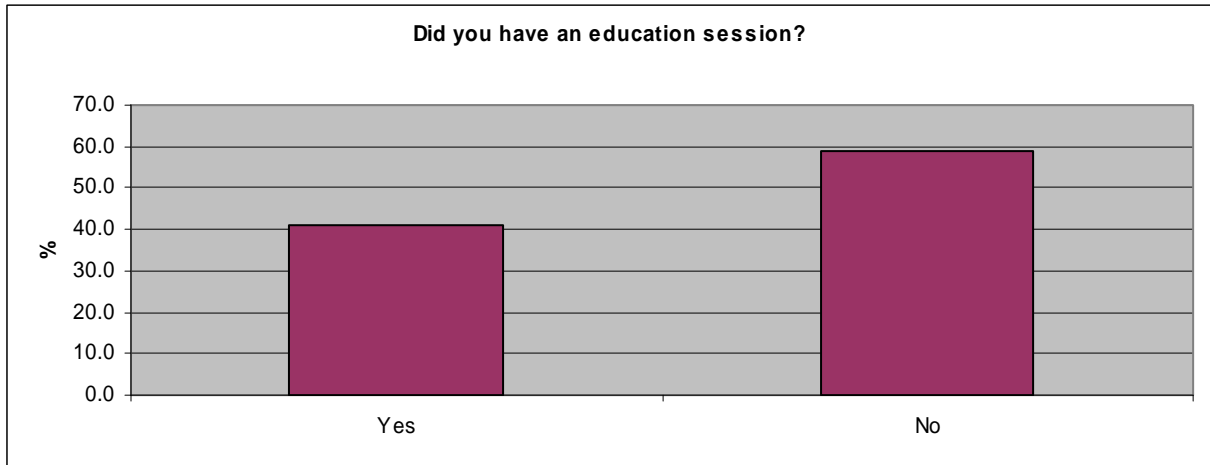
1.11: Visit Length

How long IN TOTAL has your / will your vis...			
		Frequency	Percent
	3	35	21.5
	4	82	50.3
	5	38	23.3
	6	6	3.7
	7	1	0.6
	9	1	0.6
	Total	163	100.0



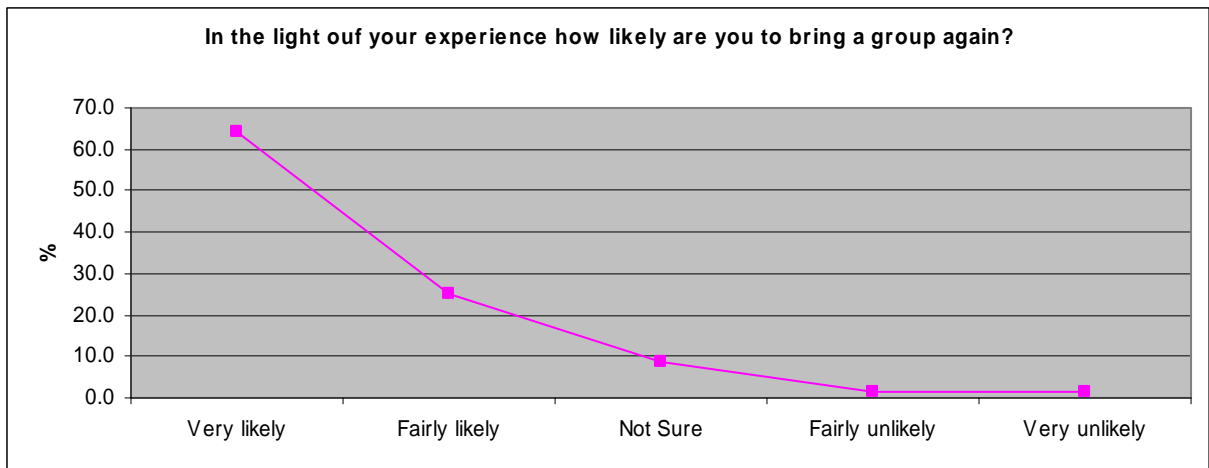
1.12: Education Session

Did you have an education session?			
		Frequency	Percent
	Yes	68	41.0
	No	98	59.0
	Total	166	100.0



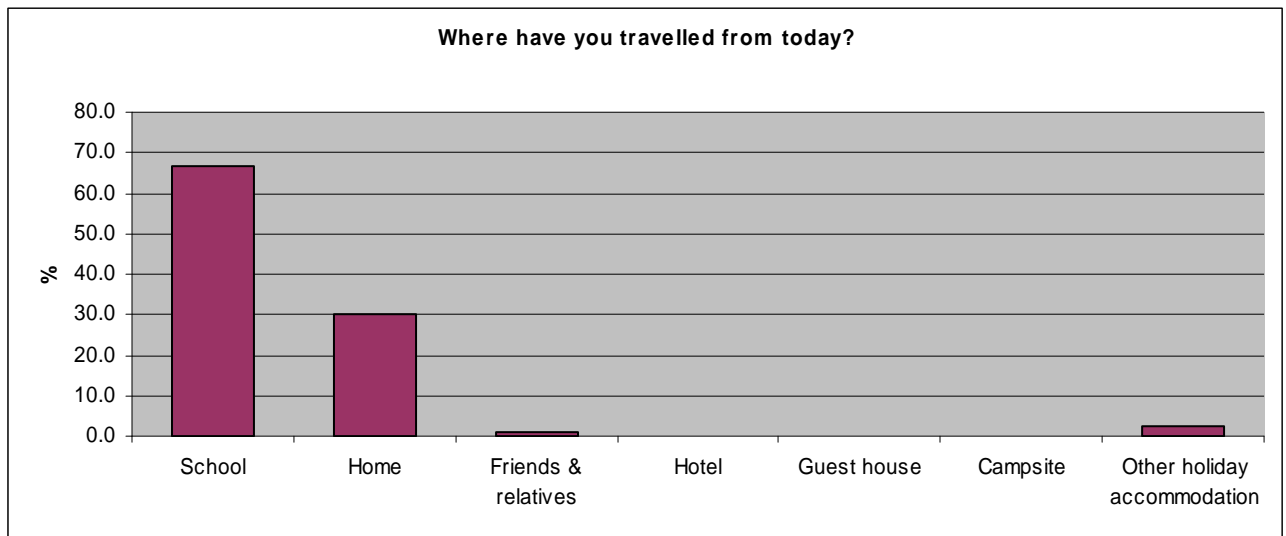
1.13: Repeat Visit

In the light of your experience how likely are you to bri...			
		Frequency	Percent
	Very likely	105	64.0
	Fairly likely	41	25.0
	Not Sure	14	8.5
	Fairly unlikely	2	1.2
	Very unlikely	2	1.2
	Total	164	100.0

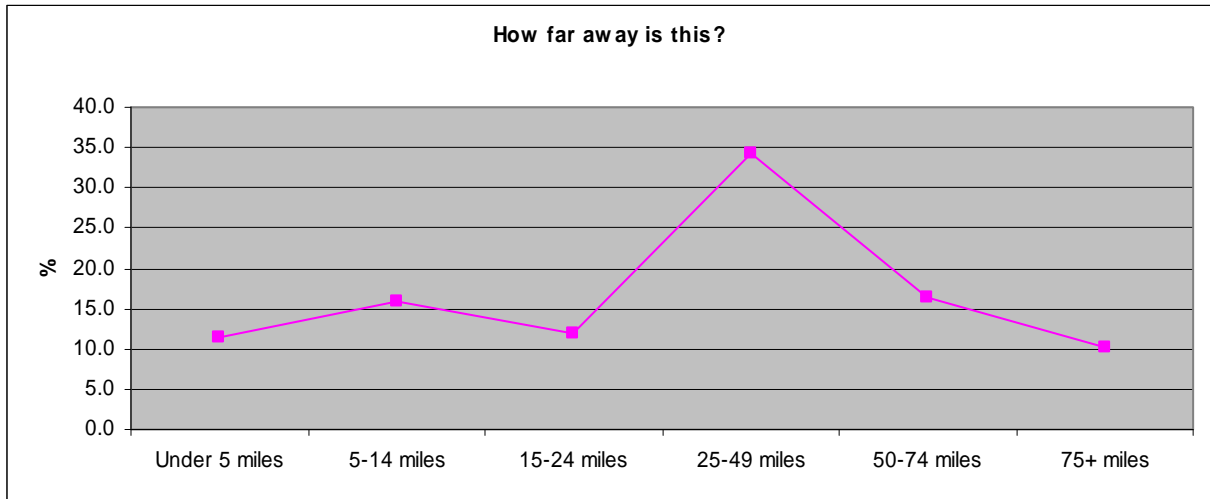


1.14: Transport

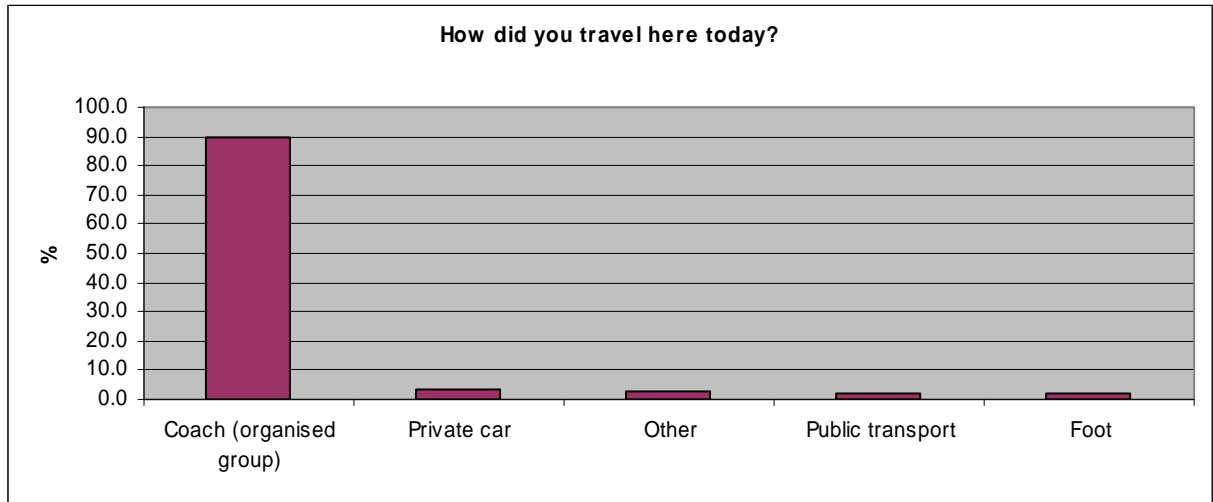
Where have you travelled from today?		
	Frequency	Percent
School	89	66.9
Home	40	30.1
Friends & relatives	1	0.8
Hotel	0	0.0
Guest house	0	0.0
Campsite	0	0.0
Other holiday accommodation	3	2.3
Total	133	100.0



How far away is this?			
		Frequency	Percent
	Under 5 miles	18	11.4
	5-14 miles	25	15.8
	15-24 miles	19	12.0
	25-49 miles	54	34.2
	50-74 miles	26	16.5
	75+ miles	16	10.1
	Total	158	100.0

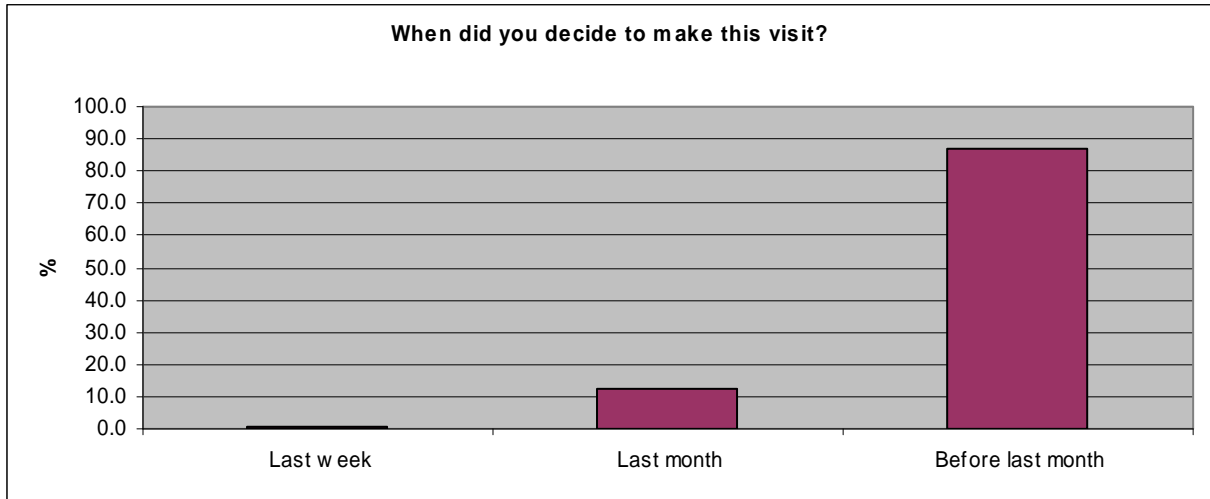


How did you travel here today?		
	Frequency	Valid Percent
Coach (organised group)	147	89.6
Private car	6	3.7
Other	5	3.0
Public transport	3	1.8
Foot	3	1.8
Total	164	100.0



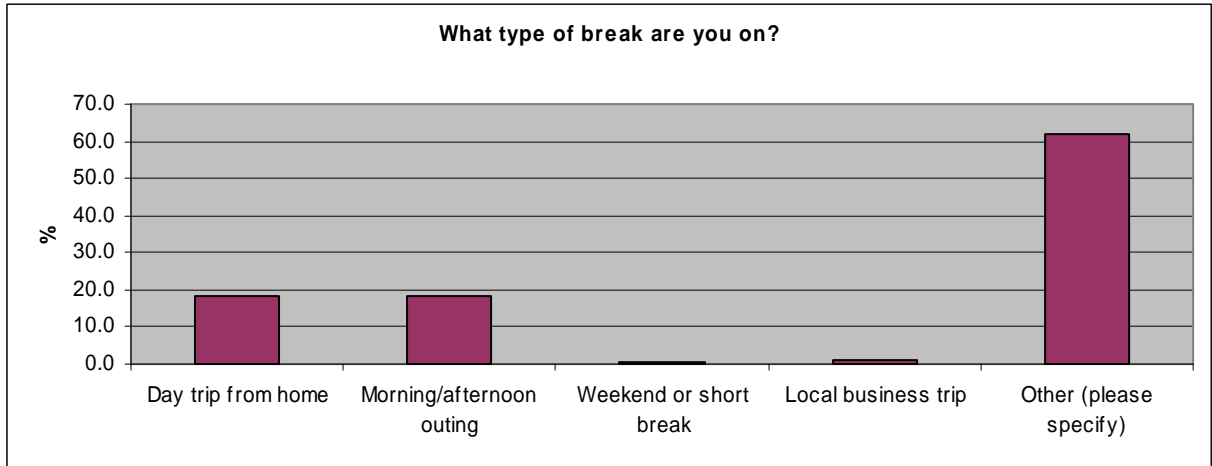
1.15: Decision to Visit

When did you decide to make this visit?		
	Frequency	Valid Percent
Last week	1	0.6
Last month	20	12.2
Before last month	143	87.2
Total	164	100.0



1.16 Holiday Type

What type of break are you on?		
	Frequency	Percent
Day trip from home	22	18.2
Morning/afternoon outing	22	18.2
Weekend or short break	1	0.8
Local business trip	1	0.8
Other (please specify)	75	62.0
Total	121	100.0



1.17: Visitor Demographics

	Male		Female	
	(f)	%	(f)	%
Under 3 yrs	109	1.4	111	1.4
3-4 yrs	494	6.1	552	6.9
5-11 yrs	1866	23.2	1851	23.0
12-16 yrs	822	10.2	880	10.9
17-24 yrs	39	0.5	89	1.1
25-34 yrs	73	0.9	356	4.4
35-44 yrs	113	1.4	333	4.1
45-54 yrs	62	0.8	145	1.8
55-64 yrs	20	0.2	55	0.7
65+ yrs	15	0.2	63	0.8
Total	3613	44.9	4435	55.1

