

# Bristol Zoo Gardens Events Visitor Survey 2005

## Report

Produced March 2006



**Prepared on behalf of Bristol Zoo by:**

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## Executive Summary

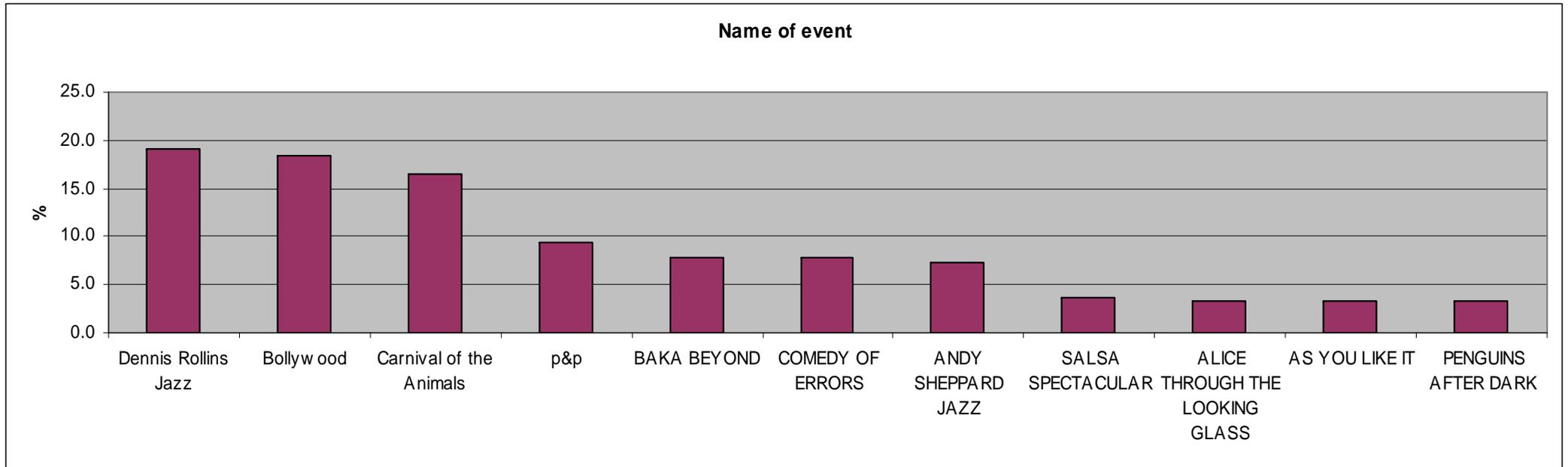
- The events at Bristol Zoo attended by most respondents were the Dennis Rollins Jazz event, which was attended by 19% of respondents, followed by the Bollywood event (18%) and finally the Carnival of the Animals' event (17%).
- 24% of respondents had heard about the events that they attended via friends and relatives, a further 22% were informed about the event by Zoo Matters.
- Respondents had looked for information regarding events from a variety of sources the most popular of which being the Evening Post (30%), Venue magazine (29%), a leaflet (21%) and [www.bristolzoo.org.uk](http://www.bristolzoo.org.uk) (17%).
- Respondents generally found the events to be equal to or better than their expectations. 58% of respondents felt that the event was either much better than they expected or a little better. A further 38% felt it was as expected.
- In regards to their children's enjoyment of events the majority of respondents (65%) felt that the enjoyment experienced by their children was either a little better or much better than they had expected.
- The majority of respondents rated all aspects of the events as either good or excellent. 43% of respondents felt that the events were good value for money and 40% felt that the provision of information signs was good. 90% of respondents rated their enjoyment of the event as either good (46%) or excellent (44%). Further to this the majority of respondents found the car parking (49%), staff welcome (52%), cleanliness (58%) and the ease of finding the zoo (67%) as excellent. There was however slight concern regarding wet weather provision, 41.8% felt that they did not know about this aspect, with a further 16% considering it as either poor (10%) or very poor (6%).
- The majority of respondents used the booking procedure (74%), which was regarded as being excellent by 31% of respondents and good by a further 31%.
- On average, 56.6% of respondents had used/experienced the food outlets at Bristol Zoo, 52% rated the friendliness of the staff as above average and 53% rated the cleanliness above average. The majority of respondents rated all other aspects as good.
- 94% of visitors had travelled from home, with 65% travelling less than 5 miles and 81% using a private car as their means of transport. 58% of respondents were on a morning/afternoon/evening outing and a further 30% on a day trip.
- 94% of the respondents were reported as being White British with the majority (88%) having no long term disabilities or illnesses.
- 93% of event visitors had visited Bristol Zoo Gardens previously, however, only 26% of respondents had become members of Bristol Zoo Gardens.

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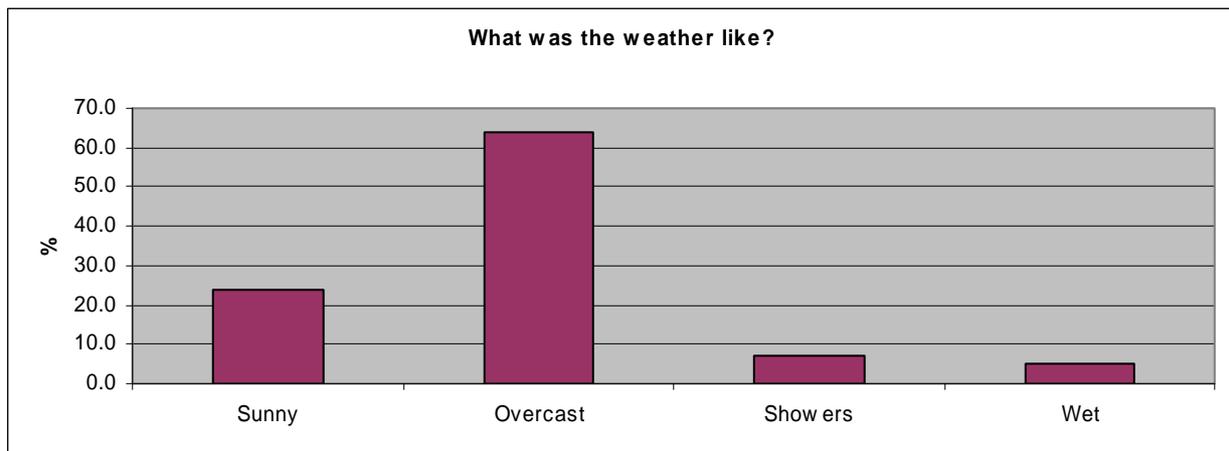
### 1.1: Event Visited

Name of event		
	Frequency	Percent
Dennis Rollins Jazz	91	19.1
Bollywood	88	18.4
Carnival of the Animals	79	16.6
p&p	45	9.4
BAKA BEYOND	37	7.8
COMEDY OF ERRORS	37	7.8
ANDY SHEPPARD JAZZ	35	7.3
SALSA SPECTACULAR	17	3.6
ALICE THROUGH THE LOOKING GLASS	16	3.4
AS YOU LIKE IT	16	3.4
PENGUINS AFTER DARK	16	3.4
<b>Total</b>	<b>477</b>	<b>100.0</b>



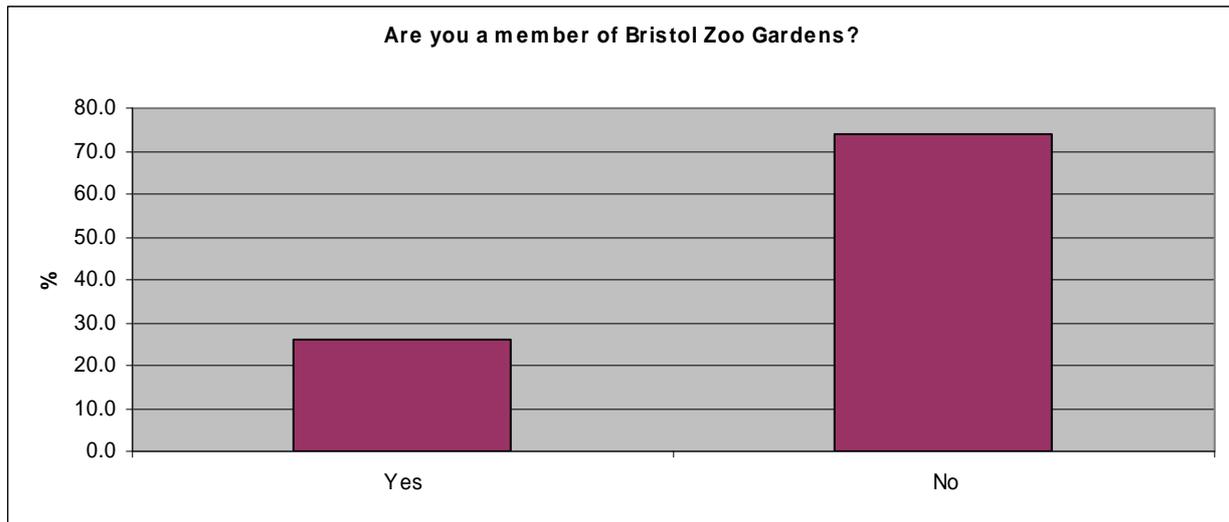
### 1.2: Weather

What was the weather like?		
	Frequency	Percent
<b>Sunny</b>	112	24.0
<b>Overcast</b>	299	64.0
<b>Showers</b>	33	7.1
<b>Wet</b>	23	4.9
<b>Total</b>	<b>467</b>	<b>100.0</b>



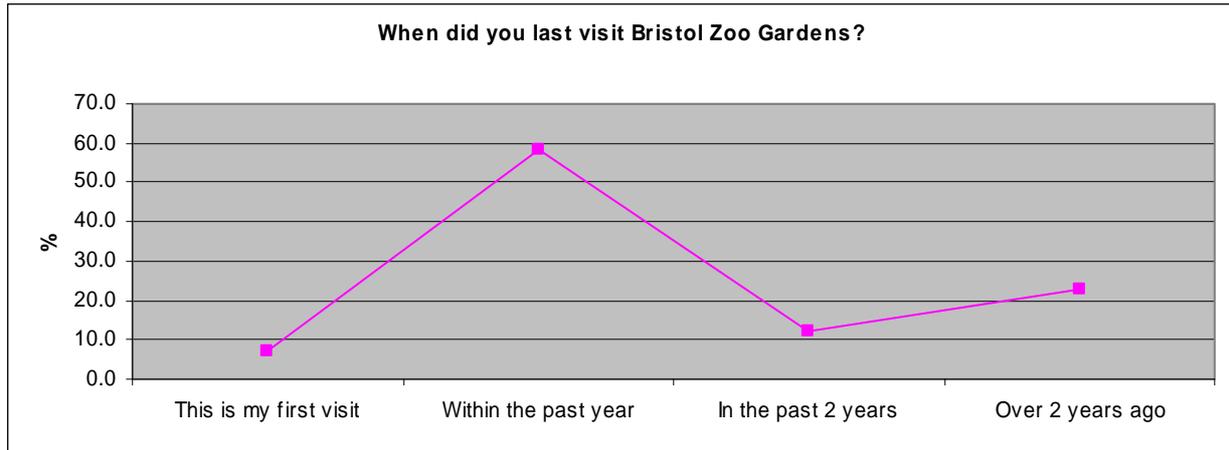
### 1.3: Membership

Are you a member of Bristol Zoo Gardens?		
	Frequency	Percent
Yes	122	26.0
No	347	74.0
Total	469	100.0



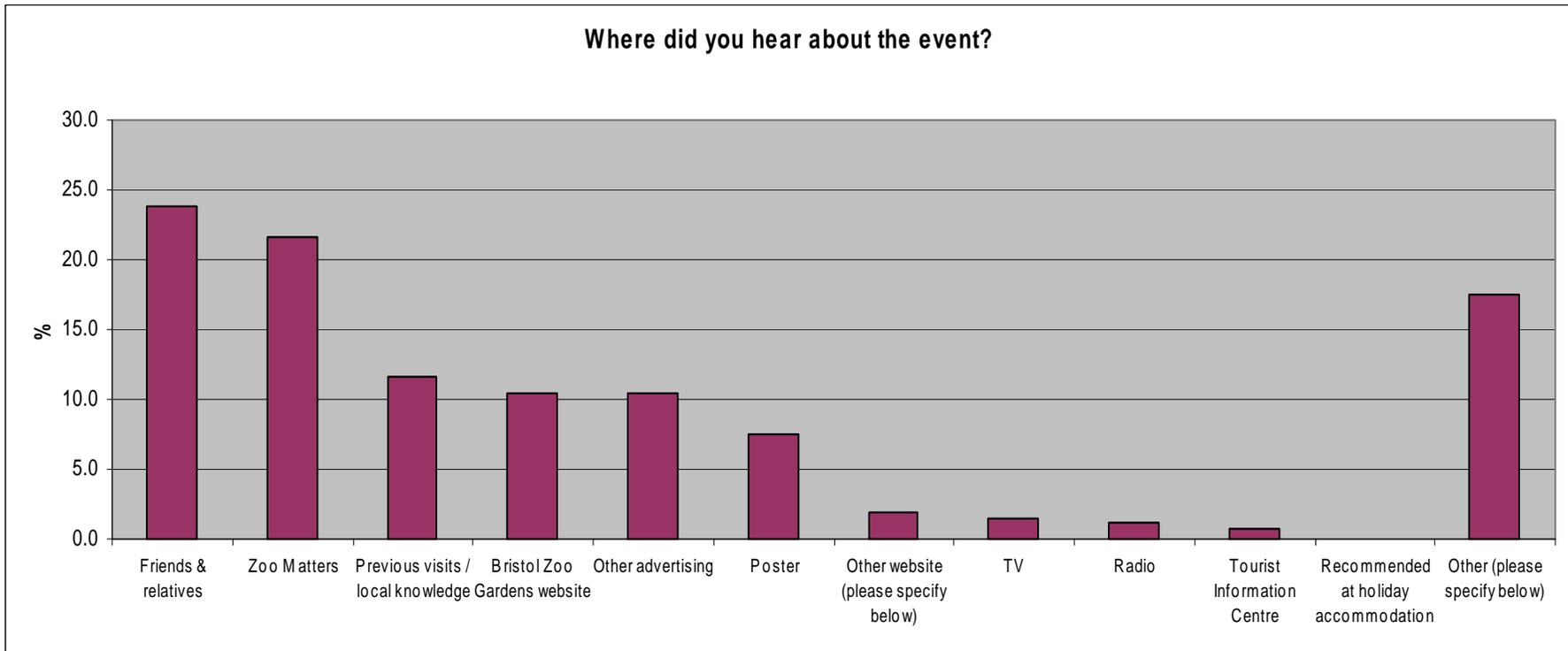
### 1.4: Visit Frequency

When did you last visit Bristol Zoo Gardens?		
	Frequency	Percent
<b>This is my first visit</b>	34	7.3
<b>Within the past year</b>	272	58.1
<b>In the past 2 years</b>	56	12.0
<b>Over 2 years ago</b>	106	22.6
<b>Total</b>	468	100.0

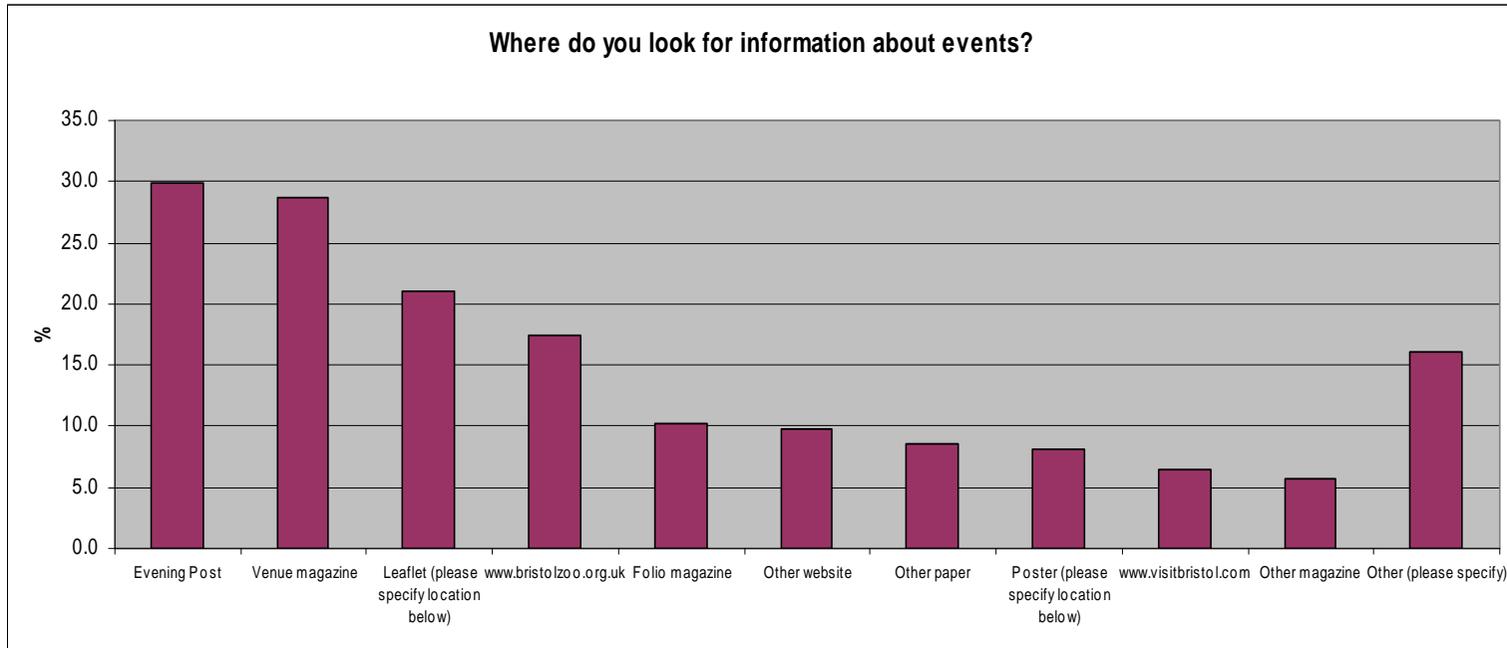


### 1.5: Information Sources

Where did you hear about the event?		
	Frequency	Percent
<b>Friends &amp; relatives</b>	64	23.9
<b>Zoo Matters</b>	58	21.6
<b>Previous visits / local knowledge</b>	31	11.6
<b>Bristol Zoo Gardens website</b>	28	10.4
<b>Other advertising</b>	28	10.4
<b>Poster</b>	20	7.5
<b>Other website (please specify below)</b>	5	1.9
<b>TV</b>	4	1.5
<b>Radio</b>	3	1.1
<b>Tourist Information Centre</b>	2	0.7
<b>Recommended at holiday accommodation</b>	0	0.0
<b>Other (please specify below)</b>	47	17.5

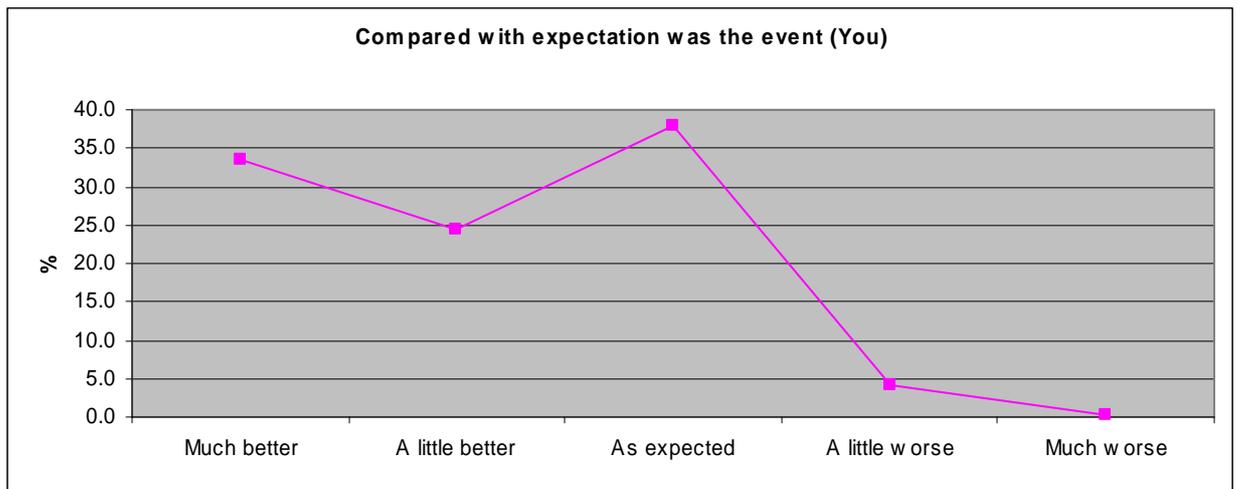


<b>Where do you look for information about events?</b>		
	Frequency	Valid Percent
<b>Evening Post</b>	125	29.9
<b>Venue magazine</b>	120	28.7
<b>Leaflet (please specify location below)</b>	88	21.1
<b>www.bristolzoo.org.uk</b>	73	17.5
<b>Folio magazine</b>	43	10.3
<b>Other website</b>	41	9.8
<b>Other paper</b>	36	8.6
<b>Poster (please specify location below)</b>	34	8.1
<b>www.visitbristol.com</b>	27	6.5
<b>Other magazine</b>	24	5.7
<b>Other (please specify)</b>	67	16.0

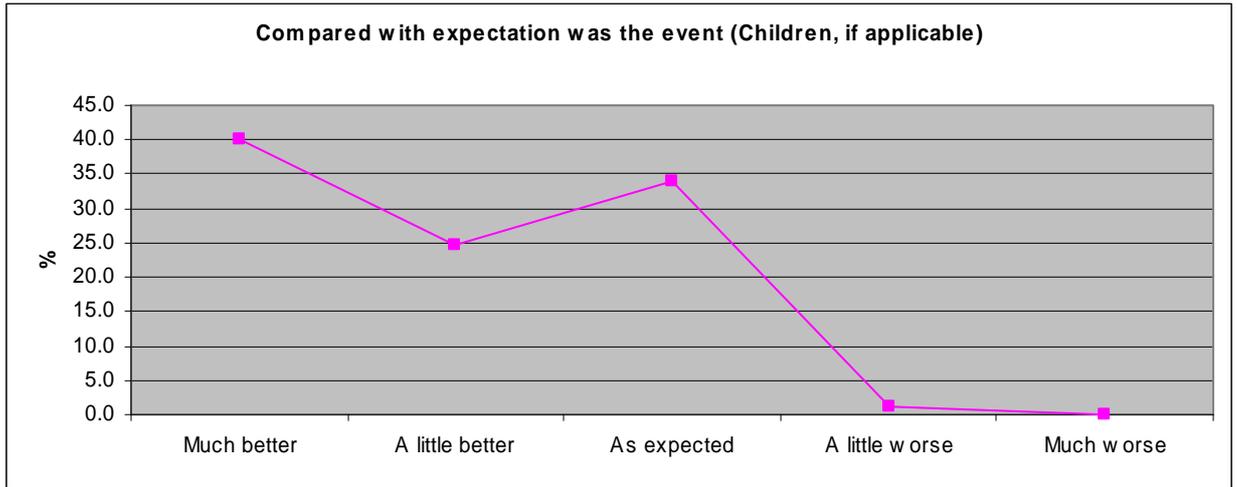


### 1.6: Expectation

Compared with expectation was the event (You)		
	Frequency	Percent
<b>Much better</b>	154	33.5
<b>A little better</b>	112	24.3
<b>As expected</b>	174	37.8
<b>A little worse</b>	19	4.1
<b>Much worse</b>	1	0.2
<b>Total</b>	460	100.0

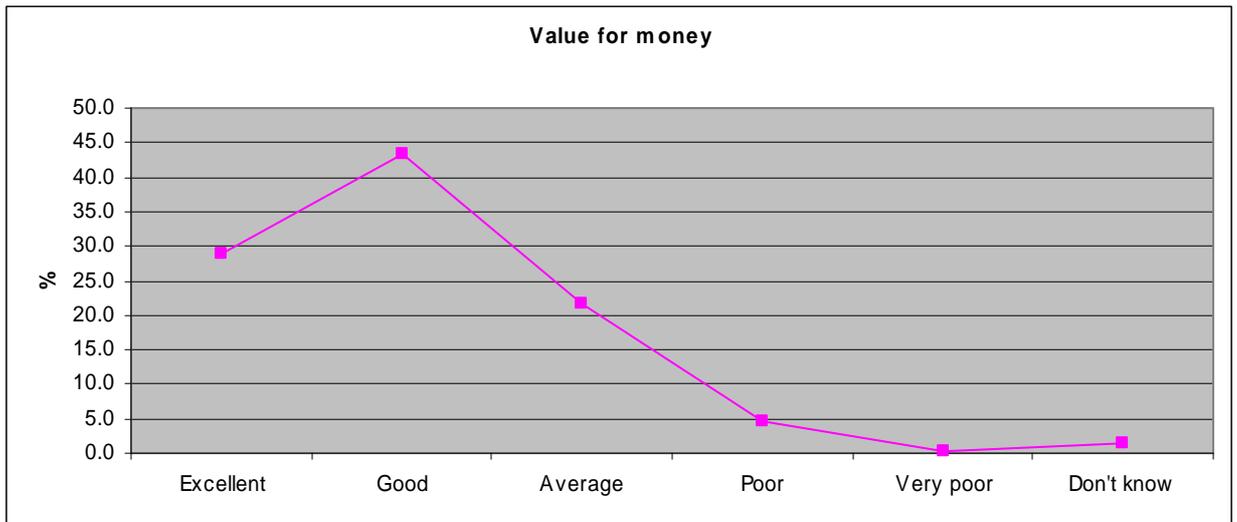


Compared with expectation was the event (Children if applicable)		
	Frequency	Percent
Much better	39	40.2
A little better	24	24.7
As expected	33	34.0
A little worse	1	1.0
Much worse	0	0.0
Total	97	100.0

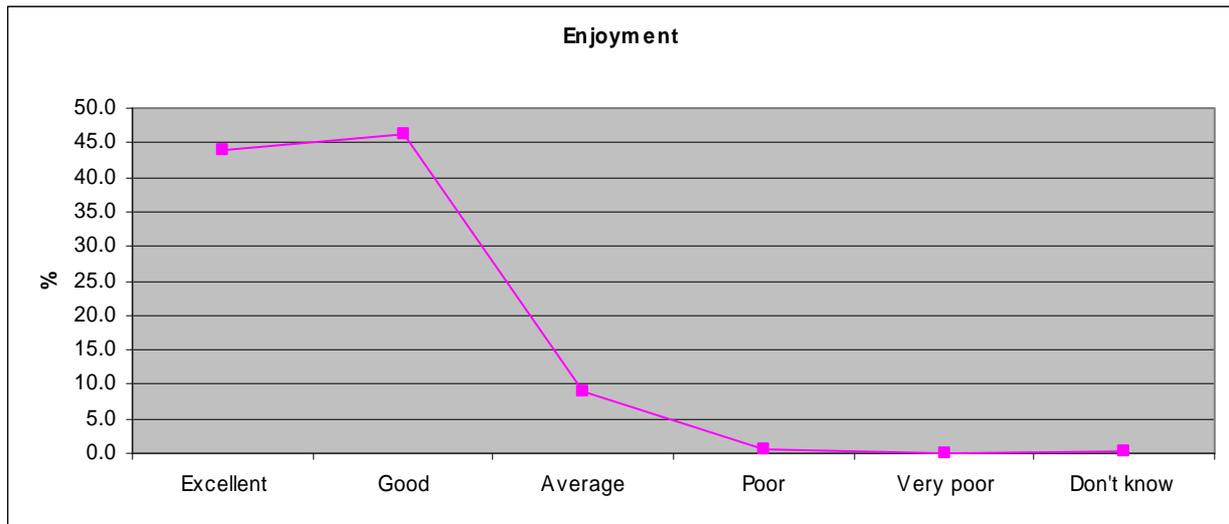


### 1.7: Experience

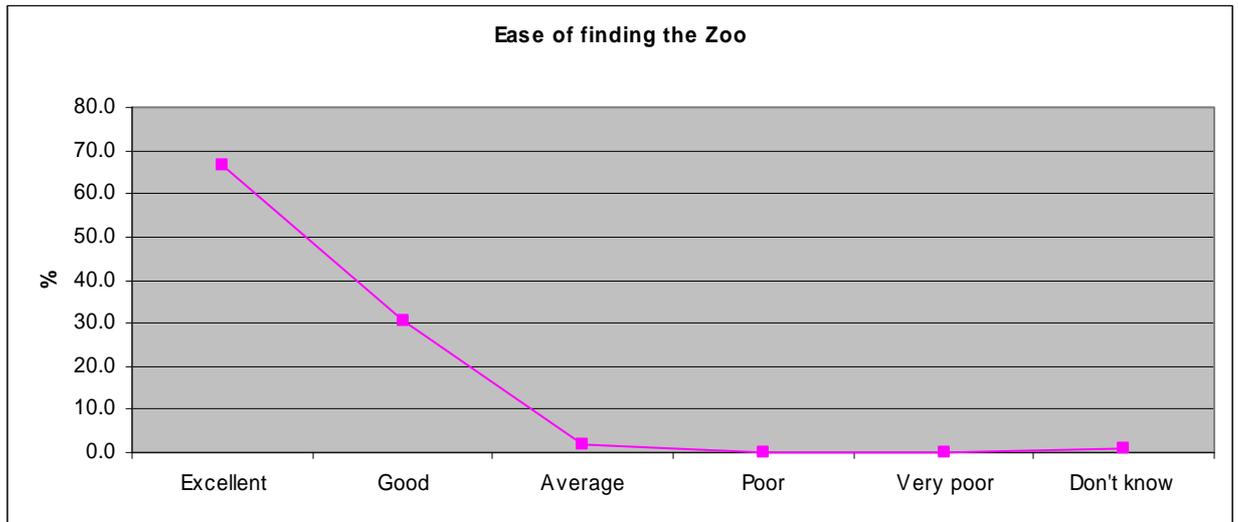
Value for money		
	Frequency	Percent
Excellent	132	28.9
Good	198	43.3
Average	99	21.7
Poor	21	4.6
Very poor	1	0.2
Don't know	6	1.3
<b>Total</b>	<b>457</b>	<b>100.0</b>



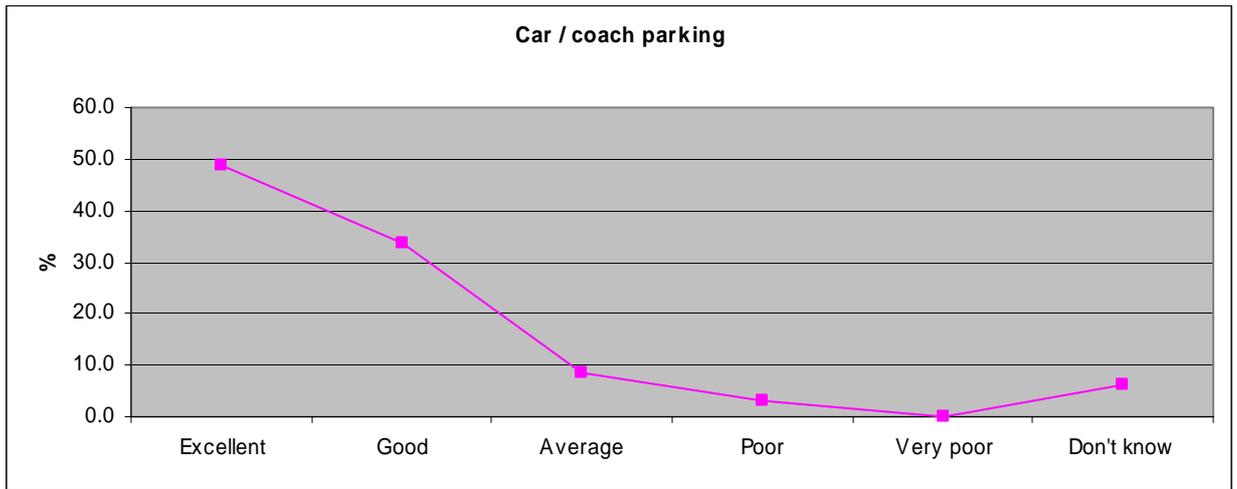
Enjoyment		
	Frequency	Percent
Excellent	197	44.1
Good	207	46.3
Average	40	8.9
Poor	2	0.4
Very poor	0	0.0
Don't know	1	0.2
<b>Total</b>	<b>447</b>	<b>100.0</b>



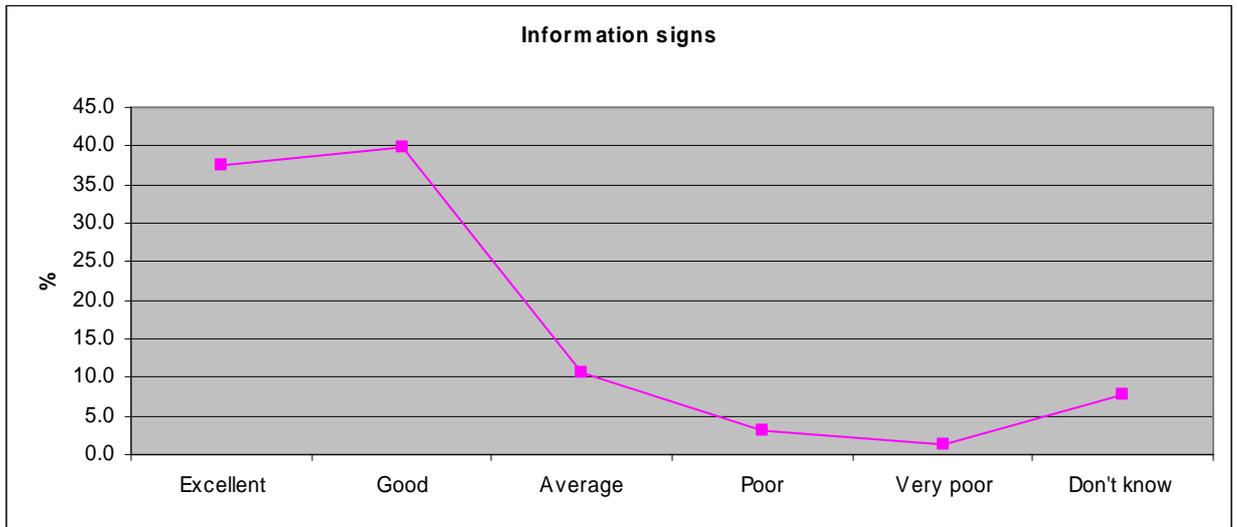
Ease of finding the Zoo		
	Frequency	Percent
Excellent	294	66.8
Good	134	30.5
Average	8	1.8
Poor	0	0.0
Very poor	0	0.0
Don't know	4	0.9
<b>Total</b>	<b>440</b>	<b>100.0</b>



Car / coach parking		
	Frequency	Percent
Excellent	199	48.8
Good	137	33.6
Average	34	8.3
Poor	12	2.9
Very poor	0	0.0
Don't know	26	6.4
<b>Total</b>	<b>408</b>	<b>100.0</b>



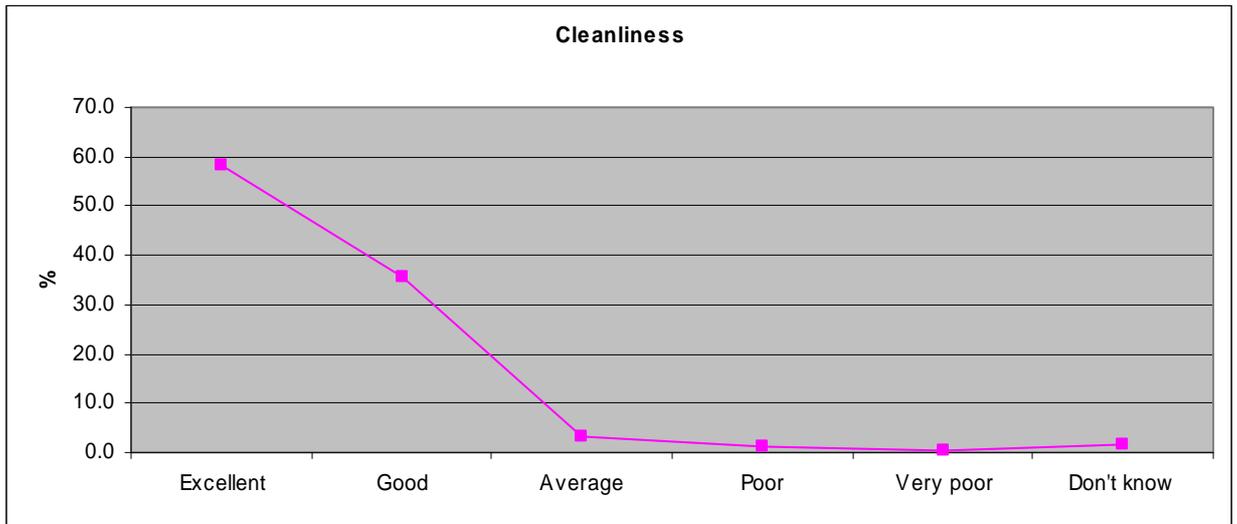
Information signs		
	Frequency	Percent
Excellent	154	37.6
Good	163	39.8
Average	43	10.5
Poor	13	3.2
Very poor	5	1.2
Don't know	32	7.8
<b>Total</b>	<b>410</b>	<b>100.0</b>



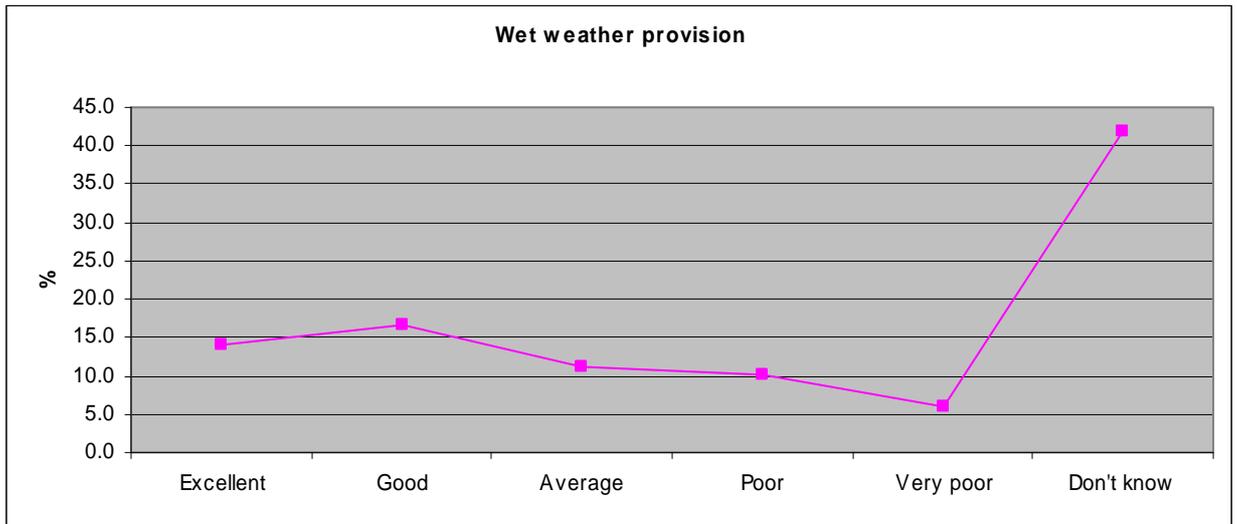
Staff welcome		
	Frequency	Percent
Excellent	232	52.4
Good	163	36.8
Average	36	8.1
Poor	4	0.9
Very poor	3	0.7
Don't know	5	1.1
<b>Total</b>	<b>443</b>	<b>100.0</b>



Cleanliness		
	Frequency	Percent
Excellent	259	58.2
Good	159	35.7
Average	14	3.1
Poor	5	1.1
Very poor	1	0.2
Don't know	7	1.6
<b>Total</b>	<b>445</b>	<b>100.0</b>



Wet weather provision		
	Frequency	Percent
Excellent	51	14.1
Good	60	16.6
Average	40	11.1
Poor	37	10.2
Very poor	22	6.1
Don't know	151	41.8
<b>Total</b>	<b>361</b>	<b>100.0</b>



### 1.8: Food Outlets

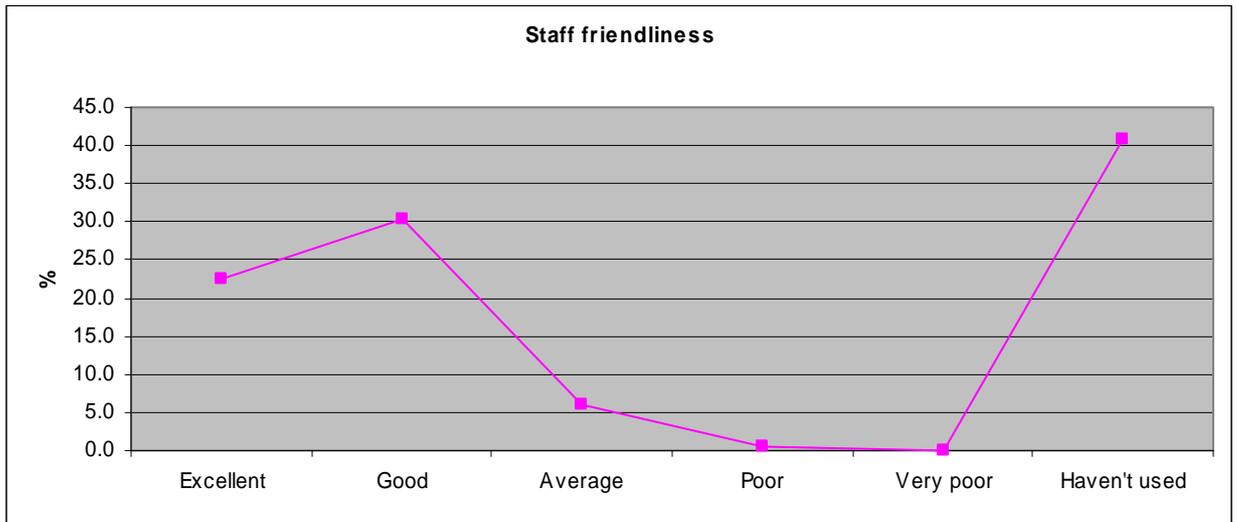
Choice of food		
	Frequency	Percent
Excellent	29	7.5
Good	100	25.8
Average	55	14.2
Poor	23	5.9
Very poor	2	0.5
Haven't used	178	46.0
<b>Total</b>	<b>387</b>	<b>100.0</b>



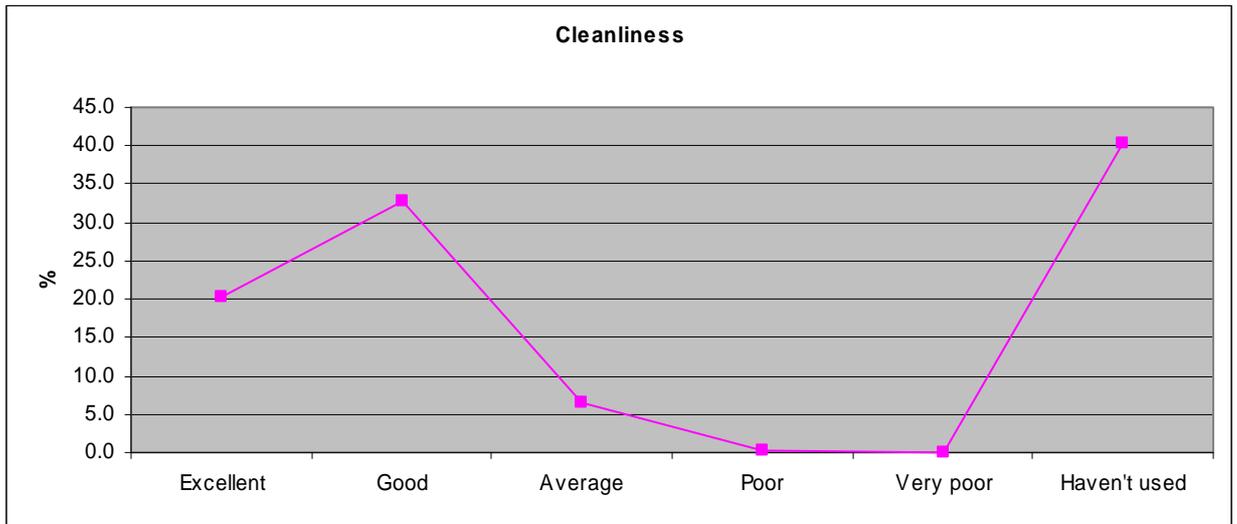
Quality of food		
	Frequency	Percent
Excellent	35	9.7
Good	102	28.3
Average	48	13.3
Poor	4	1.1
Very poor	0	0.0
Haven't used	172	47.6
<b>Total</b>	<b>361</b>	<b>100.0</b>



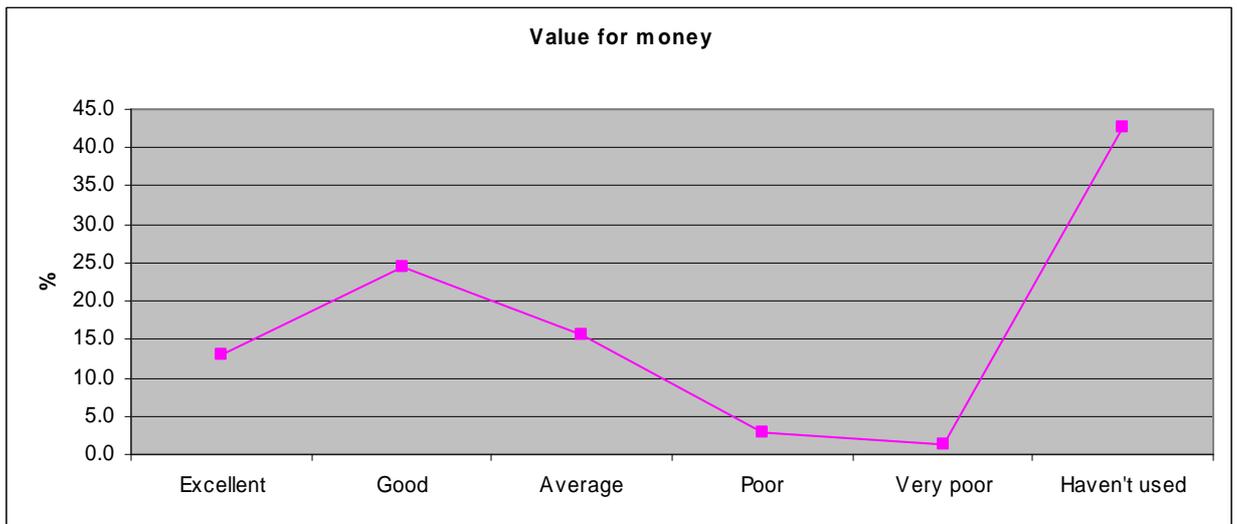
Staff friendliness		
	Frequency	Percent
Excellent	83	22.4
Good	112	30.3
Average	22	5.9
Poor	2	0.5
Very poor	0	0.0
Haven't used	151	40.8
<b>Total</b>	<b>370</b>	<b>100.0</b>



Cleanliness		
	Frequency	Percent
Excellent	75	20.3
Good	121	32.7
Average	24	6.5
Poor	1	0.3
Very poor	0	0.0
Haven't used	149	40.3
<b>Total</b>	<b>370</b>	<b>100.0</b>

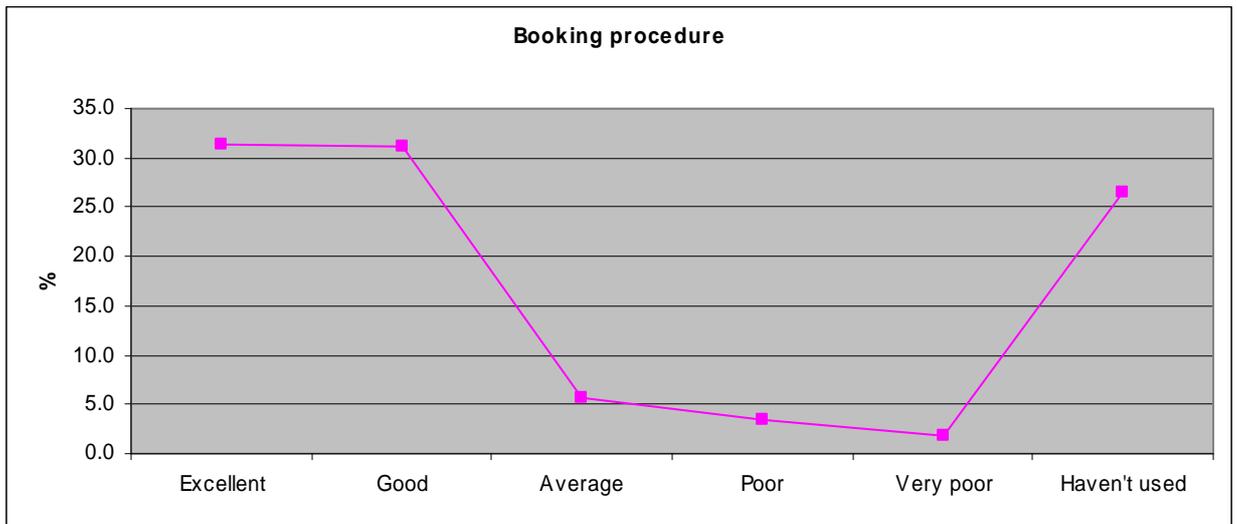


Value for money		
	Frequency	Percent
Excellent	48	13.0
Good	90	24.4
Average	58	15.7
Poor	11	3.0
Very poor	5	1.4
Haven't used	157	42.5
<b>Total</b>	<b>369</b>	<b>100.0</b>

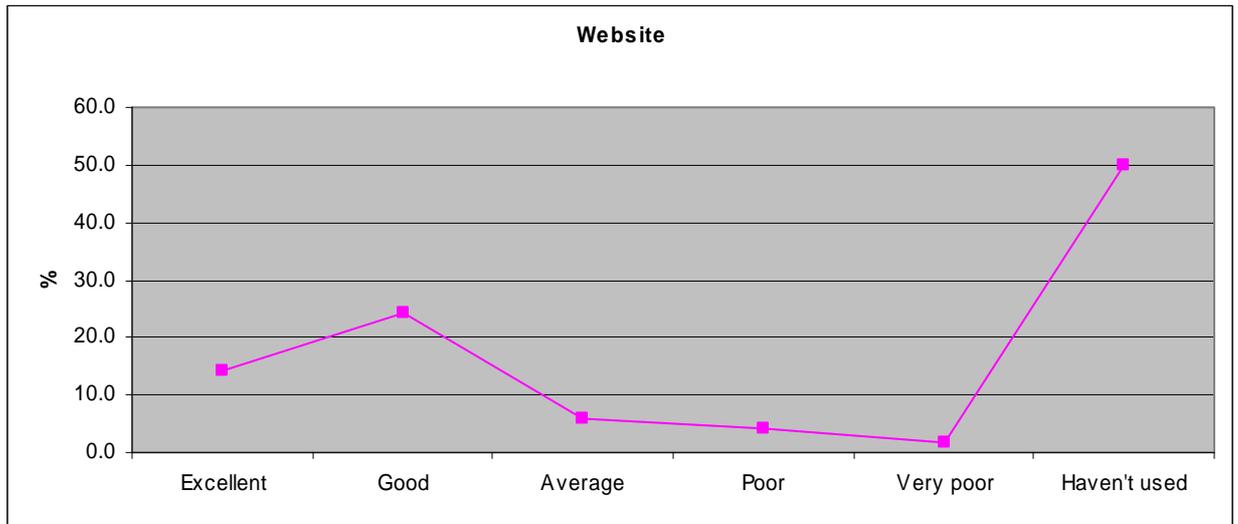


### 1.9: Booking Procedure

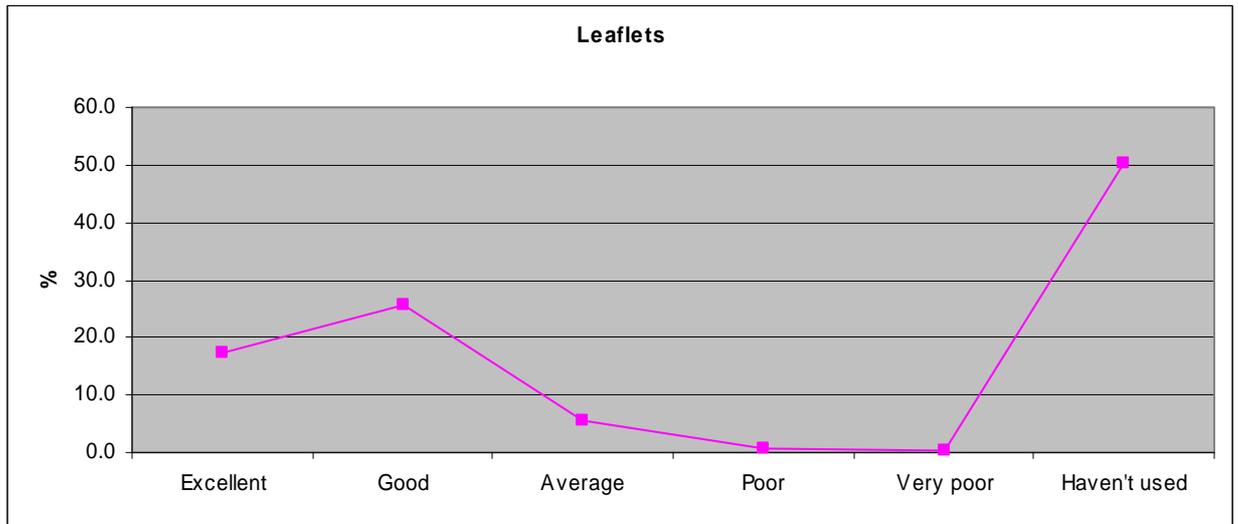
Booking procedure		
	Frequency	Percent
Excellent	126	31.4
Good	125	31.2
Average	23	5.7
Poor	14	3.5
Very poor	7	1.7
Haven't used	106	26.4
<b>Total</b>	<b>401</b>	<b>100.0</b>



Website		
	Frequency	Percent
Excellent	39	14.1
Good	67	24.2
Average	16	5.8
Poor	12	4.3
Very poor	5	1.8
Haven't used	138	49.8
<b>Total</b>	<b>277</b>	<b>100.0</b>

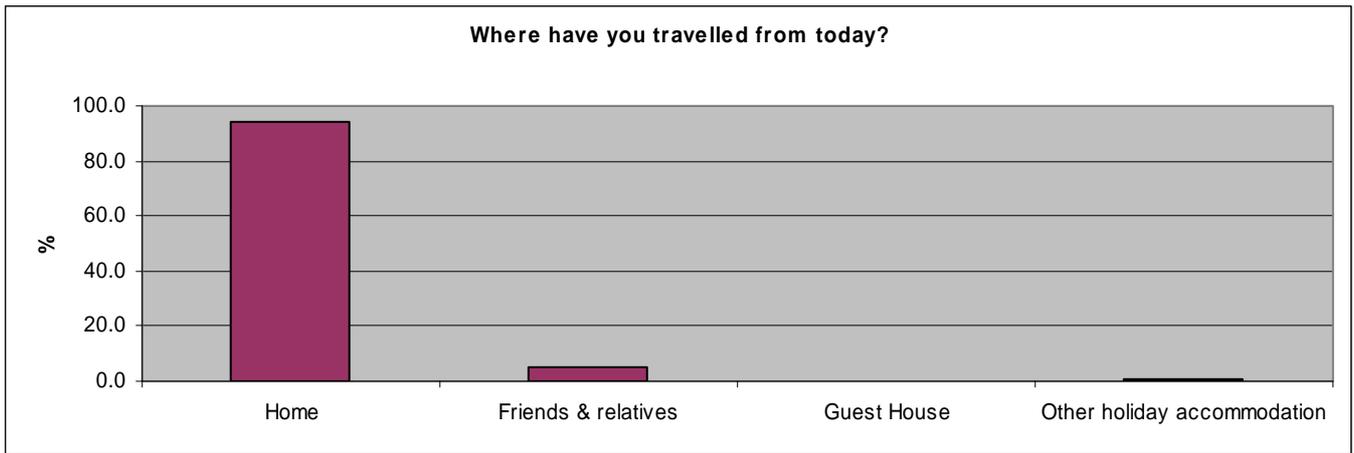


Leaflets		
	Frequency	Percent
Excellent	46	17.3
Good	68	25.6
Average	15	5.6
Poor	2	0.8
Very poor	1	0.4
Haven't used	134	50.4
<b>Total</b>	<b>266</b>	<b>100.0</b>

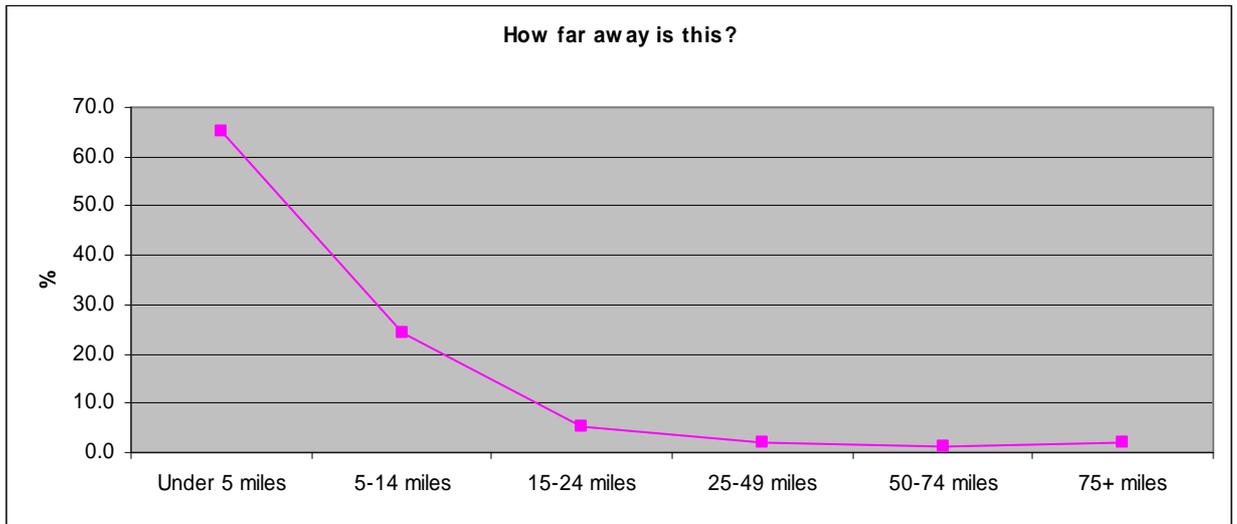


### 1.10: Transport

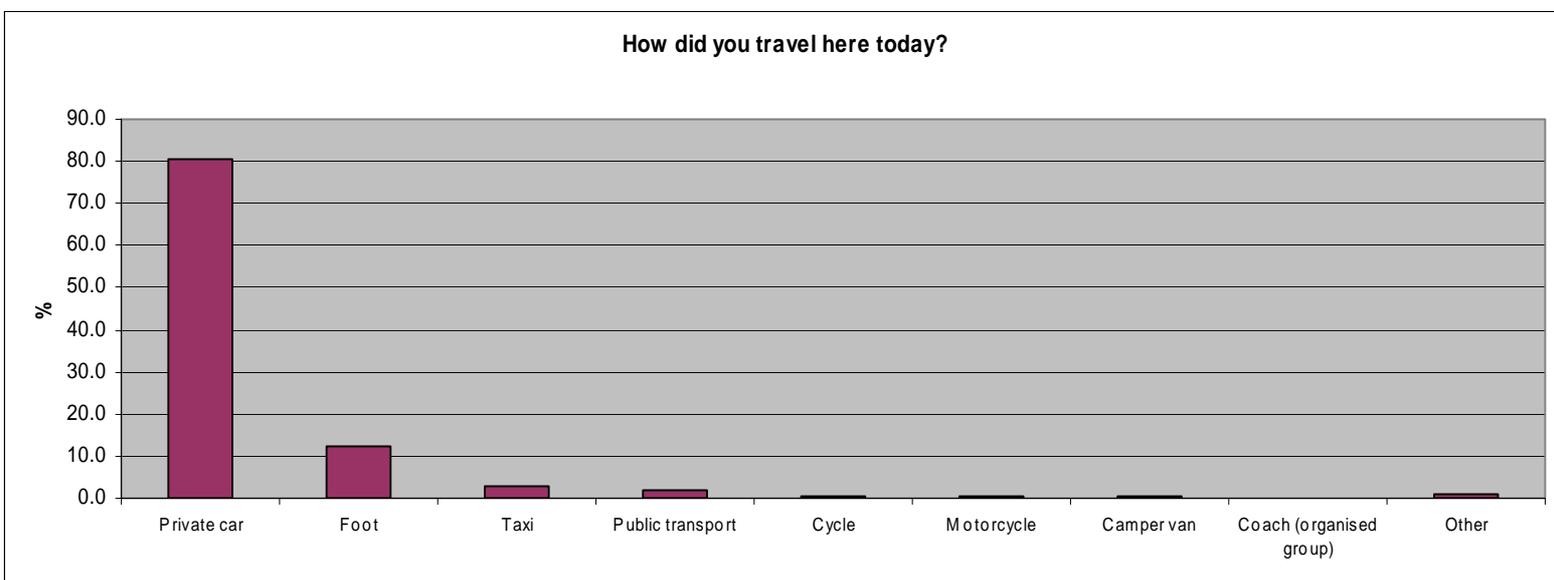
Where have you travelled from today?		
	Frequency	Percent
Home	431	94.3
Friends & relatives	23	5.0
Guest House	1	0.2
Other holiday accommodation	2	0.4
<b>Total</b>	<b>457</b>	<b>100.0</b>



How far away is this?		
	Frequency	Percent
Under 5 miles	296	65.2
5-14 miles	111	24.4
15-24 miles	24	5.3
25-49 miles	9	2.0
50-74 miles	5	1.1
75+ miles	9	2.0
<b>Total</b>	<b>454</b>	<b>100.0</b>



How did you travel here today?		
	Frequency	Percent
Private car	375	80.5
Foot	58	12.4
Taxi	13	2.8
Public transport	8	1.7
Cycle	3	0.6
Motorcycle	2	0.4
Camper van	2	0.4
Coach (organised group)	1	0.2
Other	4	0.9
<b>Total</b>	<b>466</b>	<b>100.0</b>



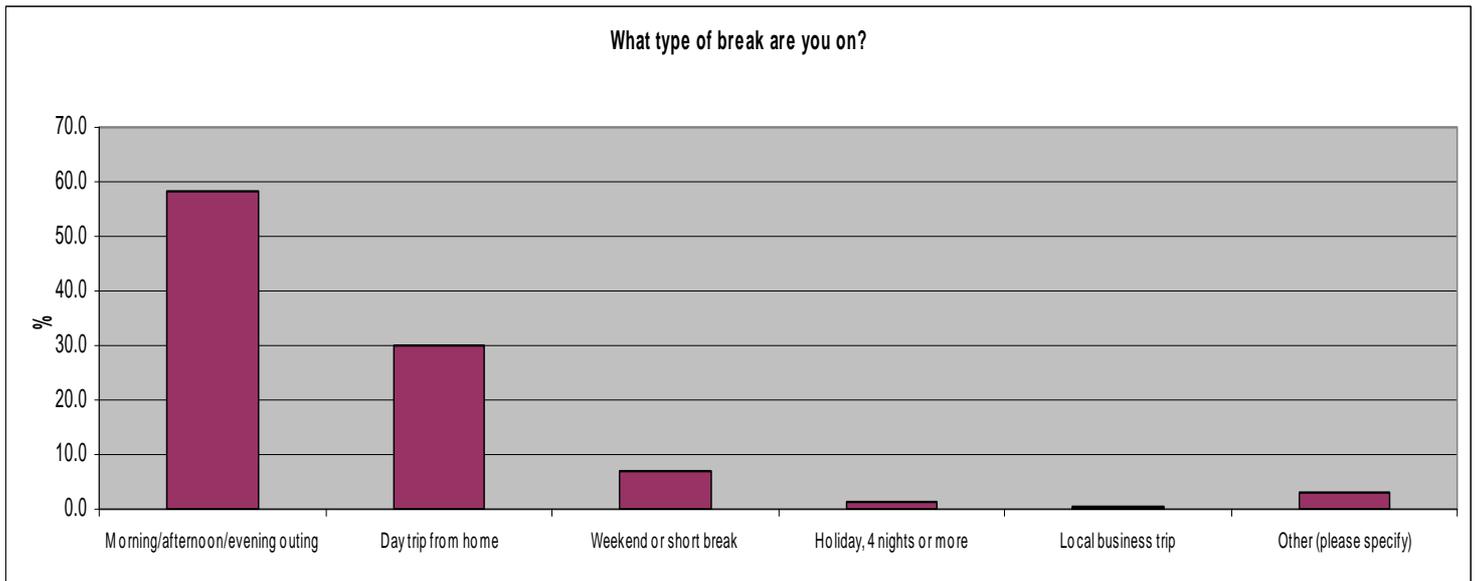
### 1.11: Decision to Visit

When did you decide to make this visit?		
	Frequency	Percent
Today	51	11.0
Yesterday	54	11.7
Last week	123	26.6
Last month	114	24.6
Before last month	121	26.1
<b>Total</b>	<b>463</b>	<b>100.0</b>



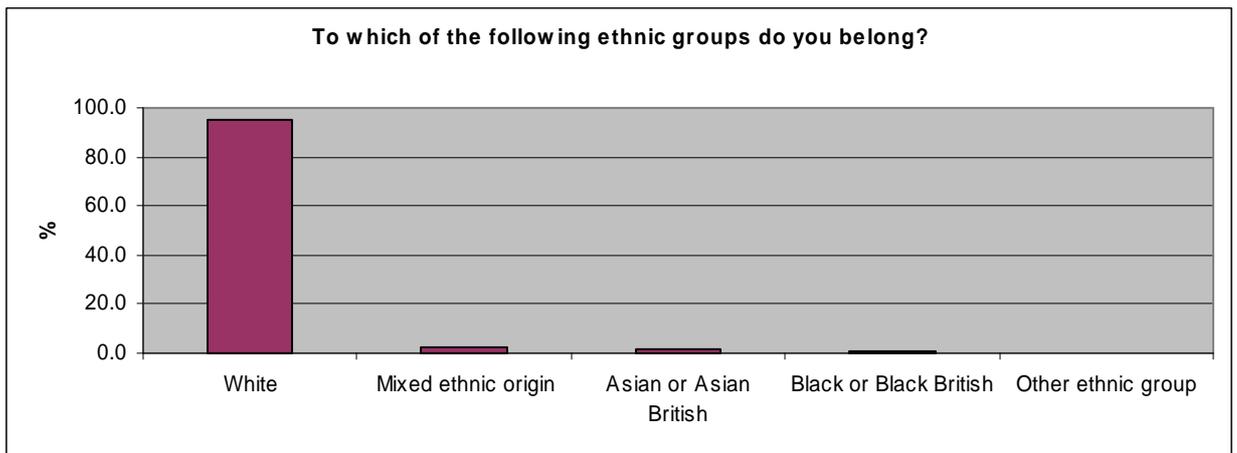
### 1.12: Holiday Type

What type of break are you on?		
	Frequency	Percent
Morning/afternoon/evening outing	194	58.3
Day trip from home	100	30.0
Weekend or short break	23	6.9
Holiday, 4 nights or more	4	1.2
Local business trip	2	0.6
Other (please specify)	10	3.0
<b>Total</b>	<b>333</b>	<b>100.0</b>



### 1.12: Visitor Demographics

To which of the following ethnic groups do...		
	Frequency	Percent
White	414	94.7
Mixed ethnic origin	12	2.7
Asian or Asian British	8	1.8
Black or Black British	2	0.5
Other ethnic group	1	0.2
<b>Total</b>	<b>437</b>	<b>100.0</b>



Do you have any long-term illness health p...		
	Frequency	Percent
Yes	25	6.0
No	364	87.7
Don't know	10	2.4
Decline to answer	16	3.9
Total	415	100.0

