

QUESTION BROCHURE

This brochure provides question examples available to ZooWise project participants. The ZooWise Question Bank is organized into category sets to help zoos and aquariums address key factors affecting visitors' experiences and outcomes. Project experts ensure questions are valid before being made available in the question bank.

The range of question options is intentionally broad, with questions relevant to marketing, fundraising, commercial and retail, quality of experience and educational impact. This approach provides both standardization and the flexibility to address topics of interest to individual zoos and aquariums. This also provides a basis for benchmarking comparisons.

If needed, institutions can submit their existing survey questions or new survey questions can be prepared by ZooWise expert advisors.

The full ZooWise Question Bank is available to project participants following registration online at www.zoowise.org. Please visit the ZooWise website to begin.

Question Categories & Benchmark Areas

Questions are organized by visit-related categories and the project's key benchmarking areas.

Key Benchmark Areas



Audience Profiles



Audience Experiences



Biodiversity Awareness



Understanding of Conservation

More information on these benchmark areas, underlying benefits of benchmarking, and benchmarking technology is available at www.zoowise.org/benchmarking

PRE-VISIT EXPECTATIONS AND INTERESTS

Whose idea was it to visit [Your organisation name here] on this trip?

- My idea
- On a tour package
- My spouse or significant other's idea
- My children's idea
- Friend or acquaintance's idea
- Other If Other: 'Please specify' opens.

Please specify



What prompted your visit to [Your organization name here]?

- Fun day out
- Seeing animals
- Family time
- Learning about animals
- Entertainment
- Other If Other: 'Please specify' opens.

Please specify



AWARENESS OF BIODIVERSITY

Please list anything that comes to mind when you think of 'biodiversity'?



AWARENESS OF CONSERVATION THREATS AND ACTIONS

Can you think of an action that you could take to help save plant or animal species?

- Yes, I can think of an action If Yes: A set of follow-on items opens.
- I cannot think of an action
- Unsure

If you can think of an action that you could take to help save plant or animal species, please list below:

Action 1:

Action 2:

Have you done either of these actions within the last month?

- No
- Yes
- Unsure



CONSERVATION EDUCATION FACTORS WITHIN VISIT

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree	Not applicable / No Opinion
'I talked to my children about animal conservation at some point during my visit to [Your organization name here].'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>



Did you see any information about saving animals from extinction during your visit to [Your organization name here]?

- Yes If Yes: A set of follow-on items opens.
- No
- Unsure



Did you talk to any staff or volunteers during your visit to [Your organization name here]?

- Yes If Yes: A set of follow-on items opens.
- No
- Unsure / Don't remember



During your visit to [Your organization name here], did you attend any informational animal talk or show?

- Yes, attended informational animal talk or show If Yes: A set of follow-on items opens.
- Did not attend informational animal talk or show
- Unsure



	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree	Not applicable / No Opinion
[Your organization name here] provides good learning opportunities for my child(ren).'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>



WILDLIFE CONSERVATION INTEREST/CONCERN

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree	Not applicable / No Opinion
'I feel personally concerned about animals going extinct.'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
'[Your organization name here] is saving animal species from extinction.'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>



ABOUT THE ZOO/AQUARIUM

What comes to mind when you think of [Your organization name here]?



	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree	Not applicable / No Opinion
'A visit to [Your organization name here] is good value.'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>



ABOUT THE ZOO/AQUARIUM VISIT

About how many hours did you spend at [Your organization name here]?

- Less than 1 hour
- 1-2 hours
- 2-3 hours
- 3-4 hours
- 4-5 hours
- 5-6 hours
- 6-7 hours
- More than 7 hours
- Unsure

Based on consultation, this type of question can be adjusted to match expected response range.



VISITOR PROFILE (DEMOGRAPHICS AND PERSONAL CHARACTERISTICS)

Is today your first visit to [Your organization name here]?

- No, not my first visit
- Yes, my first visit
- Unsure / Can't remember



Are you a season ticket holder/ member at [Your organization name here]?

- Yes, I'm a member/season ticket holder
- Not a member/season ticket holder
- Unsure



Are you a member of a conservation, nature or environmental group of any kind?

- Yes, I am member of a conservation, nature or environmental group
- No, not a member of a conservation, nature or environmental group
- Unsure



VISITOR EXPERIENCE

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree	Not applicable / No Opinion
'I was generally comfortable during my visit.'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
'Visiting [Your organization name here] was a poor use of my time.'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
'I was generally satisfied with my visit to [Your organization name here].'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>



GIFT SHOP AND CATERING EXPERIENCE

Did you visit the zoo gift shop? _____

- Yes, I visited the gift shop
- I did not visit the gift shop
- Unsure
- Prefer not to say

If Yes: Follow-on satisfaction item opens.

	Very Satisfied	Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Dissatisfied	Very Dissatisfied	Not applicable / No Opinion
Overall, how satisfied were you with your experience at the gift shop?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Did you stop at any point during your visit to [Your organization name here] any drinks or food? _____

- Yes
- No
- Unsure / Don't remember

If Yes: Follow-on satisfaction item opens.

	Very Satisfied	Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Dissatisfied	Very Dissatisfied	Not applicable / No Opinion
Overall, how satisfied were you with your experience getting food or drink at [Your organization name here]?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Submit