Blank example of general visitor survey used to collect pre- and post-visit responses from visitors to Flamingo Land Resort Ltd.

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| Flamingo Land Resort Pre-Visit Survey  Thank you for taking part in our research on visitor experience and impact, your views are very important to us.  In addition to this short (approx. 2-3 minute) survey, you will be sent a follow up survey, via email, at the end of your visit.  Please look out for and respond to our follow up survey email as your feedback and opinions really make a difference to future visitor experiences.  The data collected is part of PhD research and a multi-institution study on visitor impacts and experience. Data will be used for this and for any subsequent publications.  You have the right to withdraw from the study at any point during the questionnaire.  The data is being collected through ZooWise, Qualia Analytics, who are registered with the UK government’s Information Commissioner’s Office and are fully compliant with data protection protocols and data privacy standards. | | |
|  | | |
| 1 | First Name |  |
|  | Last Name |  |
| 2 | Please provide a contact email address: |  |
| 3 | When do you plan to visit Flamingo Land | (linked with booking form and automated with follow up survey) |
| 4 | What comes to mind when you think about Flamingo Land? (please list all words that come to your mind) |  |
| 5 | What is your main reason for visiting Flamingo Land? | For a great day out  To see animals  To learn about animals  Were in the area  To spend time with family  Other (please specify) |
| 6 | Are you aware that Flamingo Land has zoo animals? | Yes, I am aware.  I was unaware.  Unsure. |
| 7 | Do you plan to visit the zoo? | Yes, visiting the zoo is part of the plan.  No, visiting the zoo is not part of the plan.  Unsure. |
|  | If YES: What animals are you expecting to see during your visit?  (Please note not all these animals are housed at Flamingo Land) | Data Source list: vast bank of animals allows public to state any animal including rare and endangered species |
| General views (Conservation, Impact): | | |
| 1 |
|  | Please indicate your level of agreement with the statements below | |
|  | ‘Zoos play an important role in saving animal species from extinction.’ | Strongly agree  Agree  Somewhat agree  Neutral  Somewhat disagree  Disagree  Strongly disagree  No opinion  Unsure |
|  | ‘I feel personally concerned about animal species going extinct.’ | Strongly agree  Agree  Somewhat agree  Neutral  Somewhat disagree  Disagree  Strongly disagree  Not applicable/ No opinion |
|  | ‘There is nothing I can do personally to help protect animal species.’ | Strongly agree  Agree  Somewhat agree  Neutral  Somewhat disagree  Disagree  Strongly disagree  Not applicable/ No opinion |
| 2 | Which of the following are contributions that Flamingo Land makes to conservation? (please tick all that apply)  Unsure  International breeding programmes  Reintroducing animals into the wild  Conservation projects abroad  UK bird monitoring  Native tree planting  Anti-poaching campaigns  Veterinary care for wild animals  Support for UK community wildlife projects | Yes / No / Unsure [NB: randomise responses to avoid bias] |
|  |  |  |
| 3 a | In what habitat does this animal live?  Female red river hog, side view | [randomised]  a) Forests and swamps  b) Rocky outcrops  c) Deserts  d) Rainforests and grasslands  e) None of the above  f) Unsure |
| 3b | What is this animal? | a) Chinese goral  b) Vicuna  c) Capybara  d) Scimitar-horned oryx  e) None of the above  f) Unsure |
| 3c | What is this animal?  Red panda in tree, captive | a) Coati  b) Red panda  c) Banded Mongoose  d) Raccoon  e) None of the above  f) Unsure |
| 3d | Which ONE of the following animals is critically endangered? | Vicuna walkingVicuna  Female California sea lion on rockCalifornia sea lionMale Visayan warty pig Visayan warty pigRed kangaroo hopping Red kangaroo  Unsure |
| Flamingo Land Resort Post Visit Survey  Thank you for agreeing to participate in our visitor impact and experience research. We are really interested in hearing about your experiences and opinions. Your answers will help us to improve future visits. We hope that you enjoyed your time at Flamingo Land. | | |
| Your Visit (Zoo Visitation) | | |
| 1. | Was this your first visit to Flamingo Land? | Yes, first visit  Not my first visit  Unsure |
|  | >IF NO: How long ago was your previous visit to Flamingo Land? | Less than one year ago  More than one year ago |
|  | >IF NO: Including your most recent visit, approximately how many times have you been to Flamingo Land for any reason in the last 12 months? | 1 (only my most recent visit)  2 visits  3 visits  4 visits  5 visits  6 visits  7 visits  8 visits  9 visits  10 or more visits |
|  | >IF YES: How did you hear about Flamingo Land? (tick all that apply) | Local newspaper  National newspaper  On TV  On the Radio  Tourist Information  Leaflet  Digital adverts  Cinema  Buses  Posters  Social Media  Recommendation / Word of Mouth  Unsure  Other |
| 2 | Whose idea was it to visit Flamingo Land on this trip? | My idea  My children’s idea  My spouse or significant other’s idea  Friend or acquaintance’s idea  On a tour package  Other |
| 3 | Who did you visit Flamingo Land with?  (tick all that apply): | I visited alone  As a couple  With children  With friends or acquaintances  With a tour group |
|  | >If ticked: Please tell us about the children you visited with.  How many children are visiting Flamingo Land with you? | 1 child  2 children  3 children  4 children  5 or more children  Prefer not to say  > Child’s gender. Child’s Age |
| 4 | How many times have you visited any zoo or aquarium in the last 12 months? (Including your recent visit to Flamingo Land) | Once  Twice  Three times  Four times  Five or more times  Unsure |
| 5 | How long did you travel today to get to Flamingo Land? | Less than 1 hour  1-2 hours  More than 2 hours  Unsure |
| 6 | About how long did you spend at Flamingo Land on this trip? | 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 |
| 7 | What comes to mind when you think about Flamingo Land? (please list all words which come to mind) |  |
| 8 | Did you spend any time in the zoo area? | Yes, I spent time in the zoo area.  No, I did not visit the zoo area.  Unsure |
|  | >if Yes, About how many hours did you spend in the zoo area? | Less than 1 hour  1-2 hours  2-3 hours  3-4 hours  4-5 hours  More than 5 hours  Unsure |
| Your Experience | | |
| 1 | What animals did you see during your visit? (Please tick all that apply, note not all these animals are housed at Flamingo Land) | Data source: infinite list of animals, including endangered species |
| 2 | During your visit today do you remember seeing any animal information signs? | Yes  No  Unsure |
|  | >If YES, Did you read any of those signs? | Yes  No  Unsure |
|  | >If YES, to what extent do you agree with the following statements | |
|  | ‘Animal information was usually available when I wanted it’ | Strongly agree  Agree  Somewhat agree  Neutral  Somewhat disagree  Disagree  Strongly disagree  Not applicable/ No opinion |
|  | ‘Animal information signs were generally difficult to read’ | Strongly agree  Agree  Somewhat agree  Neutral  Somewhat disagree  Disagree  Strongly disagree  Not applicable/ No opinion |
|  | ‘The animal information on the signs was mostly relevant to my interests’ | Strongly agree  Agree  Somewhat agree  Neutral  Somewhat disagree  Disagree  Strongly disagree  Not applicable/ No opinion |
|  | ‘I enjoyed reading the animal information on the signs’ | Strongly agree  Agree  Somewhat agree  Neutral  Somewhat disagree  Disagree  Strongly disagree  Not applicable/ No opinion |
| 3 | Did you see or hear any information about saving animals or plants from extinction during your visit to Flamingo Land? | Yes  No  Unsure |
|  | >IF YES, What do you remember from this information? |  |
|  | >IF YES, How was this information provided? (please tick all that apply) | Posters  Animal Shows  Keeper Talks  Animal Encounters  Information Signs  Leaflets  Webpage  Education Centre  Talked to Staff  Unsure  Other…………………………………. |
| 4. | Which of the following are contributions that Flamingo Land makes to conservation? (please tick all that apply)  Unsure  International breeding programmes  reintroducing animals into the wild  conservation projects abroad  UK bird monitoring  Native tree planting  Anti-poaching campaigns  Veterinary care for wild animals  Support for UK community wildlife projects | Yes/No/ Unsure. |
| 5a | In what habitat does this animal live?  Female red river hog, side view | a) Forests and swamps  b) Rocky outcrops  c) Deserts  d) Rainforests and Grasslands  e) None of the above  f) Unsure |
| 5b | What is this animal? | a) Chinese goral  b) Vicuna  c) Capybara  d) Scimitar-horned oryx  e) None of the above  f) Unsure |
| 5c | What is this animal?  Red panda in tree, captive | a) Coati  b) Red panda  c) Banded mongoose  d) Raccoon  e) None of the above  f) Unsure |
| 5d | Which ONE of the following animals is critically endangered? | Vicuna walkingVicuna  Female California sea lion on rock California sea lionMale Visayan warty pig  Visayan warty pig Red kangaroo hoppingRed kangaroo  Unsure |
| Please indicate how satisfied you are with the following: | | |
| 6 | General experience of Flamingo Land | Very satisfied  Satisfied  Somewhat satisfied  Neutral  Somewhat dissatisfied  Dissatisfied  Very dissatisfied  No opinion/ Not applicable |
|  | The quality of care for animals at Flamingo Land | Very satisfied  Satisfied  Somewhat satisfied  Neutral  Somewhat dissatisfied  Dissatisfied  Very dissatisfied  No opinion/ Not applicable |
|  | The variety of animals at Flamingo Land | Very satisfied  Satisfied  Somewhat satisfied  Neutral  Somewhat dissatisfied  Dissatisfied  Very dissatisfied  No opinion/ Not applicable |
|  | The value for money of your visit | Very satisfied  Satisfied  Somewhat satisfied  Neutral  Somewhat dissatisfied  Dissatisfied  Very dissatisfied  No opinion/ Not applicable |
| 7 | During your visit did you attend any keeper talks or animal shows? | Yes  No  Unsure |
|  | If YES. Which of the following shows or talks did you attend? (please tick all that apply) | Sea Lion Show  Bird Show  Tiger Talk  Penguin Talk  South American Talk  Black Rhino Talk  Giraffe and Hippo Talk  Lemur Talk  Baboon Talk  Meet A Creature (Education Centre)  Animal Encounter  Pirates of Zanzibar Show  Story time (Children’s Planet)  Unsure |
| General views | | |
| 1 | To what extent do you agree with the following statements? | |
|  | ‘Zoos play an important role in saving animal species from extinction.’ | Strongly agree  Agree  Somewhat agree  Neutral  Somewhat disagree  Disagree  Strongly disagree  Not applicable/ No opinion |
|  | ‘I feel personally concerned about animal species going extinct.’ | Strongly agree  Agree  Somewhat agree  Neutral  Somewhat disagree  Disagree  Strongly disagree  Not applicable/ No opinion |
|  | ‘There is nothing I can do personally to help protect animal species.’ | Strongly agree  Agree  Somewhat agree  Neutral  Somewhat disagree  Disagree  Strongly disagree  Not applicable/ No opinion |
|  |  | |
| About You | | |
| 1 | What is your gender? | Male  Female  Other |
| 2 | What is your Age: |  |
| 3 | What is your nationality? |  |
| 4 | How would you describe your ethnicity? | Open response + prefer not to say tick box |
| 5 | What is your home postcode? |  |
| 6 | Which of the following qualifications do you hold? Tick all that apply | No formal education qualifications  GCSE or equivalent  A-level or equivalent  Vocational qualification  First Degree (Bachelor’s)  Postgraduate degree |
| 7 | Please indicate your annual household income before taxes | Prefer not to say  Under £15,000 £15, 001 - £25,000 £25,001- £35,000 £35,001 - £45,000 £45,001 - £55,000 Over £55,001  Unsure |
| 8 | Do you have any other comments about your zoo visit at Flamingo Land? | [open-response] |