Blank example of animal sign questionnaire used to collect sign readers and non-sign-readers responses

Introductory statement

The University of York and Flamingo Land are jointly carrying out research to improve the zoo signs and understand more about our visitors. The survey should take around 5 minutes to complete and you are free to withdraw from the questionnaire at any time. All information given will be used anonymously and data stored securely. Please be as honest as possible with your answers**.**

Questions [and answer options/instructions]

**Do you consent to your responses being used anonymously by University of York and Flamingo Land for research purposes?**

Yes / No

1b. If under 18:

**Does the accompanying adult consent to responses being used anonymously by University of York and Flamingo Land for research purposes?**

Yes/ No [Please Initial]

**What is the composition of your group, including yourself?**

[ ] adult males (18 years+),

[ ] adult females (18 years+),

[ ] child male,

[ ] child female

**What gender are you? [open response]**

**How old are you? [open response]**

**Have you had any formal (post-secondary) training in the life sciences (biology, ecology or natural sciences)?**

Yes / No

5b. If yes: [Please specify]

**Have you visited Flamingo Land before?** Yes / No

6b. If yes:

**When was your last visit?** [Open response]

**What is your MAIN reason for visiting today?** Please select ONE

[Show response card containing the following]

Zoo Animals

Bars & Clubs

Theme Park Rides

Holiday Village

Stage Shows

Zoo Education

Other [Please specify]

**Are you: [please specify]**

A day visitor

Staying in the Holiday Village

Local resident

**What is your home postcode? [open response]**

**Please provide a contact email address** [open response]

**10b. Would you be willing for us to contact you in about 6-months-time using the email address that you have provided?**

Yes / No

**Do you currently support conservation / wildlife charities?**

Yes/ No

**11b. if so which?**

[Please specify]

**Have you been up this pathway already today?**

Yes/ No

The following questions are about [Animal A, B, C, D, and E]

*(At this point the interviewer selected a question set from (A) Alpaca, (B) Capybara, (C) Mara, (D) Greater Rhea, or (E) Lowland Tapir. Question sets were distributed in a random order based on the frequency of sign reading for each species. This allowed sample sizes for each animal to be similar between sign-readers and non-sign-readers)*

SIGN-READERS ONLY

Why did you view the sign?

[open response]

ALL RESPONDENTS

What does an [Animal A, B, C, D, E] look like?

[open response]

Why do you think we have the animal here?

[open response]

Where do you think [Animal A, B, C, D, E] lives in the wild?

[open-response]

How threatened do you think [Animal A, B, C, D, E] are? Please select [show threat status card]

NE – Not Evaluated

EX – Extinct

E – Endangered

EW – Extinct in the Wild

LC – Least Concern

CE – Critically Endangered

DD – Data Deficient

V – Vulnerable

NT – Near Threatened

Sign Question 1 (line 1) \*

[open response]

Sign Question 2 (line 10) \*

[open response]

Sign Question 3 (End Line) \*

[open response]

Sign Question 4 (Did you know?) \*

[open response]

Is there anything else that you can tell me about the animal?

[open-response]

What do you think you could personally do to conserve the animal or their habitat in the wild?

[open-response]

What is Flamingo Land doing for conservation?

[open-response]

Any further comments?

[open-response]

\* Species-specific questions 18-21:

(A) Alpaca

18. To what family does the alpaca belong?

19. Are alpaca social animals?

20. Can alpaca cope with dry conditions?

21. How can you tell an alpaca and a llama apart?

(B) Capybara

18. Capybara are the largest ……..in the world?

19. What dangers face capybara when swimming?

20. How long are capybara dependant on their mothers?

21. What does the word Capybara mean?

(C) Mara

18. What is the mara also known as?

19. When does mating occur?

20. What is kept in the communal burrow?

21. How fast can mara run?

(D) Greater Rhea

18. Are greater rhea the largest birds in America?

19. Who is responsible for rearing the chicks?

20. What is rhea habitat being used for?

21. What does a rhea use its large wings for?

(E) Lowland Tapir

18. What do lowland tapir use their long noses for?

19. What are lowland tapir’s two main senses?

20. How are lowland tapir populations being helped in South America?

21. What is the largest species of tapir in the world?