**Visitor Questionnaire**

Thank you for taking your valuable time to complete this online questionnaire designed to find out what you(an existing Claybrook Zoo visitor) feel about the current zoo visiting experience and also what you would like to see improved in the future.

Please be absolutely honest about your opinion on the following questions.

**Note:** Please keep in mind that any information that you provide in this questionnaire will be restricted to members of my team only. Your answers will remain confidential & your identity anonymous.

| **Questions** | **Strongly agree** | **Agree** | **Disagree** | **Strongly disagree** |
| --- | --- | --- | --- | --- |
| **About You** |  |  |  |  |
| I heard about the Claybrook zoo from your leaflet/advertisement |  |  |  |  |
| I heard about the Claybrook zoo from my family/friend |  |  |  |  |
| I visit the Claybrook zoo often |  |  |  |  |
| **About your visiting experience** |  |  |  |  |
| The staff members were really approachable, friendly and helpful |  |  |  |  |
| I know about your current sponsors |  |  |  |  |
| The staff are very knowledgeable |  |  |  |  |
| I enjoyed my time at Claybrook zoo |  |  |  |  |
| My overall experience in buying the tickets at the ticket office was positive |  |  |  |  |
| The Claybrook has met my expectations as a visitor |  |  |  |  |
| **Future** |  |  |  |  |
| I would prefer to purchase the tickets on a website in advance rather than at the ticket office |  |  |  |  |
| I would consider sponsoring an animal |  |  |  |  |
| The zoo is an fascinating place |  |  |  |  |
| I would be interested to purchase merchandise from the gift shop |  |  |  |  |
| The overall visiting experience at Claybrook zoo is very positive |  |  |  |  |
| I would recommend Claybrook zoo to my family and friends |  |  |  |  |
| Are there any other improvements or changes that you want to see in the future? |  | | | |
| Before you submit the questionnaire, please let us know how you would rate the questionnaire overall?  ☆☆☆☆☆  Please provide any additional feedback: | | | | |
|  | | | | |

Thank you for completing the questionnaire. We genuinely appreciate your views on the questions and will use your comments to improve the visiting experience of our zoo.

We hope you have enjoyed completing this questionnaire.