

Erie Zoological Society Survey Research Project

CAS 204 Communication Research Methods

Fall Semester 2017

Abstract:

Students in the CAS 204 Communication Research Methods course worked with leadership from the Erie Zoo to construct, revise, and administer a customer service survey for zoo patrons during the annual ZooBoo event. Students assisted in the revision and formatting of the survey instrument, conducted face-to-face interviews with 100+ zoo visitors, and helped with data entry and analysis. The Zoological Association used the results in their strategic and capital campaign planning processes.



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80%

Penn State Behrend Communication Department Survey Final Copy

Question Summaries Data Trends Individual Responses

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103 responses

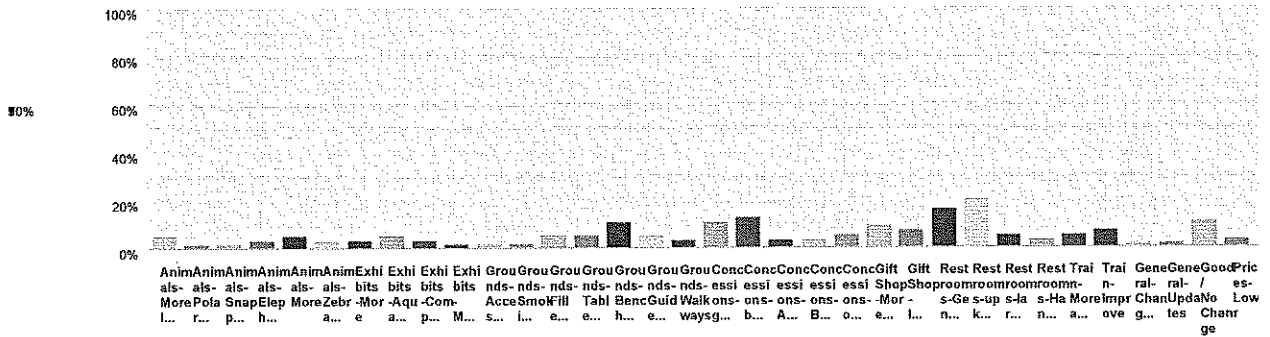
32 days (11/10/2016 - now)

1 view

Q1

What improvements or changes would you like to see with the facilities, like the gift shop, restrooms, concessions, walkways-benches?

Answered: 54 Skipped: 49

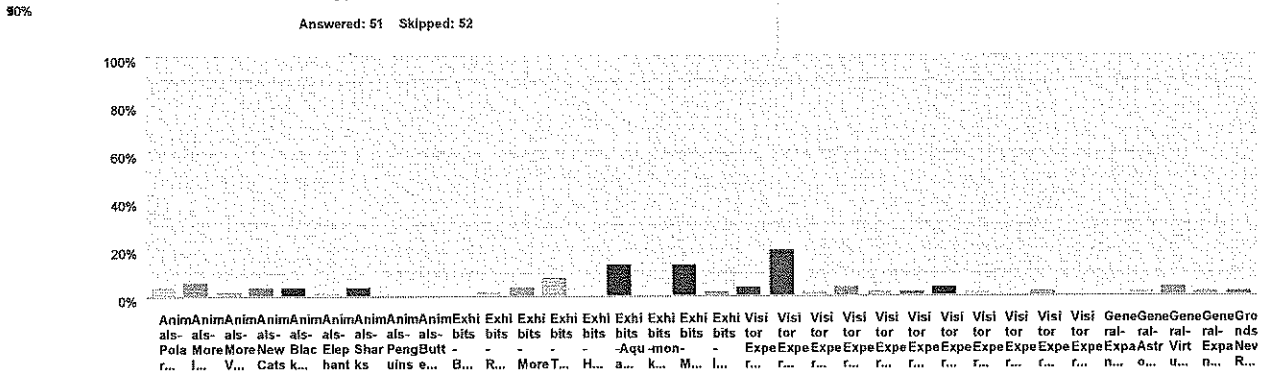


Answer Choices	Responses
Animals-More Interactive/feeding	5.56% 3
Animals-Polar Bear	1.85% 1
Animals- Snapping Turtles	1.85% 1
Animals-Elephants	3.70% 2
Animals-More	5.56% 3
Animals- Zebra-Relocated	3.70% 2
Exhibits-More	3.70% 2
Exhibits-Aquarium	5.56% 3
Exhibits-Computer Displays/ Monitors	3.70% 2
Exhibits- More Space/expansions	1.85% 1
Grounds-Accessibility	1.85% 1
Grounds-Smoking Areas	1.85% 1
Grounds-Fill empty spaces	5.56% 3
Grounds-Tables-more	5.56% 3
Grounds-Benches-more/updates	11.11% 6
Grounds- Guides through the Zoo	5.56% 3
Grounds- Walkways	3.70% 2
Concessions-general	11.11% 6
Concessions-better/more/healthy options	12.96% 7
Concessions- Allergy friendly options	3.70% 2
Concessions-Bear sales	3.70% 2
Concessions- open more	5.56% 3
Gift Shop-More options	9.26% 5
Gift Shop- larger	7.41% 4
Restrooms-General	16.67% 9
Restrooms-upkeep/maintenance	20.37% 11
Restrooms- larger/more	5.56% 3
Restrooms-Handicap/ family Accessibility	3.70% 2
Train- More animals	5.56% 3
Train- Improve	7.41% 4
Total Respondents: 54	
Comments (3)	

Answer Choices	Responses	
General- Change it up	1.85%	1
General- Updates	1.85%	1
Good/ No Change	11.11%	6
Prices- Lower	3.70%	2
Zoo Boo- Adult Costume contest	3.70%	2
Total Respondents: 54		
Comments (3)		

Q2

What new facilities would you like to see added to the zoo including physical and technology improvements?



Answer Choices	Responses	
Animals- Polar Bear	3.92%	2
Animals- More Interactive	5.88%	3
Animals- More Variety	1.96%	1
Animals- New Cats	3.92%	2
Animals- Black Panther	3.92%	2
Animals- Elephant	1.96%	1
Animals- Sharks	3.92%	2
Animals- Penguins	0.00%	0
Animals- Butterflies	0.00%	0
Exhibits- Bigger	0.00%	0
Exhibits- Rain Forest	1.96%	1
Exhibits- More	3.92%	2
Exhibits- Technology	7.84%	4
Exhibits- Hands on	0.00%	0
Exhibits- Aquarium	13.73%	7
Exhibits- monkeys/improve	0.00%	0
Exhibits- More interactive	13.73%	7
Exhibits- Interactive technology not always working	1.96%	1
Visitor Experience- More 5-10 year old activities	3.92%	2
Visitor Experience- WIFI	19.61%	10
Visitor Experience- Larger Playground	1.96%	1
Visitor Experience- Teenager Friendly	3.92%	2
Visitor Experience- Internships	1.96%	1
Visitor Experience- More inside areas	1.96%	1
Visitor Experience- Transportation	3.92%	2
Visitor Experience- Better Maps	1.96%	1
Visitor Experience- Rock Climbing Wall	0.00%	0
Visitor Experience- More water related stuff	1.96%	1

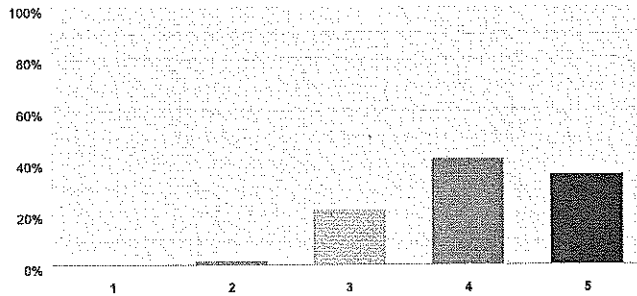
Total Respondents: 51

Answer Choices	Responses	
Visitor Experience-More Educational Interaction	0.00%	0
General- Expanded Parking	0.00%	0
General- Astrology	1.96%	1
General- Virtual Tour	3.92%	2
General- Expand where you can/ golf course	1.96%	1
Grounds- New Restrooms	1.96%	1
Good/No Change	7.84%	4
Other (please specify)	13.73%	7
Total Respondents: 51		

Q3

On a scale of 1-5, with 1 being dissatisfied and 5 being very satisfied, how would you rate your overall zoo experience?

Answered: 51 Skipped: 52

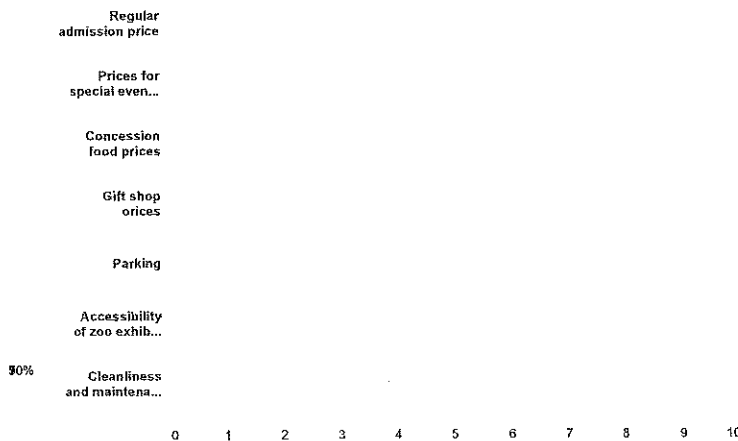


Answer Choices	Responses	
1	0.00%	0
2	1.96%	1
3	21.57%	11
4	41.18%	21
5	35.29%	18
Total		51

Q4

How would you rate the following aspects of your overall Zoo experience?

Answered: 76 Skipped: 27

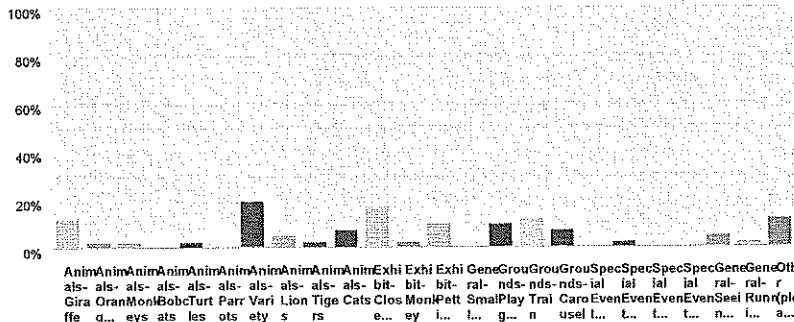


	Very reasonable	Reasonable	Unreasonable	Total	Weighted Average
Regular admission price Comments (0)	34.67% 26	61.33% 46	4.00% 3	75	1.69
Prices for special events like ZooBoo Comments (0)	41.10% 30	50.68% 37	8.22% 6	73	1.67
Concession food prices Comments (2)	15.87% 10	63.49% 40	20.63% 13	63	2.05
Gift shop prices Comments (1)	14.04% 8	61.40% 35	24.56% 14	57	2.11
Parking Comments (0)	42.67% 32	52.00% 39	5.33% 4	75	1.63
Accessibility of zoo exhibits and facilities Comments (0)	47.62% 30	47.62% 30	4.76% 3	63	1.57
Cleanliness and maintenance of the zoo Comments (0)	37.29% 22	59.32% 35	3.39% 2	59	1.66

Q5

What do your kids like best about the zoo?

Answered: 41 Skipped: 62



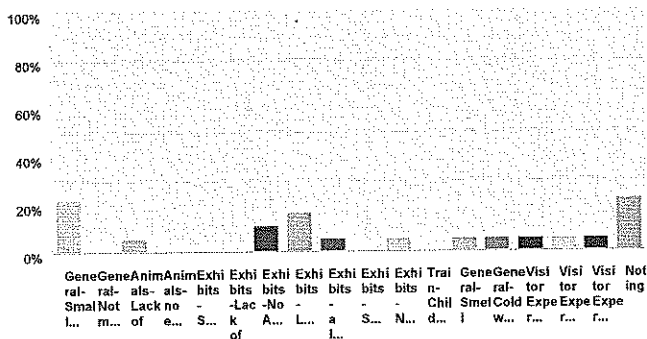
Answer Choices	Responses
Animals- Giraffe	12.20% 5
Animals- Orangutans	2.44% 1
Animals- Monkeys	2.44% 1
Animals- Bobcats	0.00% 0
Animals- Turtles	2.44% 1
Animals- Parrots	0.00% 0
Animals- Variety	19.51% 8
Animals- Lions	4.88% 2
Animals- Tigers	2.44% 1
Animals- Cats	7.32% 3
Exhibit- Closeness to Animals	17.07% 7
Exhibit- Monkey	2.44% 1
Exhibit- Petting Zoo	9.76% 4
General- Small and Accessible	0.00% 0
Grounds- Playground	9.76% 4
Grounds- Train	12.20% 5
Grounds- Carousel	7.32% 3
Special Events- Zoo Boo	0.00% 0
Special Events- Trol	2.44% 1
Total Respondents: 41	

Answer Choices	Responses
Special Events- Zoo Boo Rides	0.00% 0
Special Events- Zoo Boo Candy	0.00% 0
General- Seeing other kids	4.88% 2
General-Running around	2.44% 1
Other (please specify)	12.20% 5
Total Respondents: 41	

Q6

What do your kids like least about the zoo?

Answered: 18 Skipped: 85

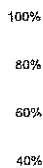


Answer Choices	Responses
General- Small Size	22.22% 4
General- Not much to do	0.00% 0
Animals- Lack of	5.56% 1
Animals- no elephants	0.00% 0
Exhibits- Smelly building	0.00% 0
Exhibits- Lack of	0.00% 0
Exhibits- No Aquarium	11.11% 2
Exhibits- Limited amount of space for animals	16.67% 3
Exhibits- a lot of outside exhibits	5.56% 1
Exhibits- Smell of petting zoo	0.00% 0
Exhibits- Not as interactive	5.56% 1
Train- Child afraid of	0.00% 0
General- Smell	5.56% 1
General- Cold weather	5.56% 1
Visitor Experience- Crowd	5.56% 1
Visitor Experience- Lines	5.56% 1
Visitor Experience- Parking	5.56% 1
Nothing	22.22% 4
Total Respondents: 18	
Comments (3)	

Q7

What are your 3 favorite animals/exhibits?

Answered: 69 Skipped: 34



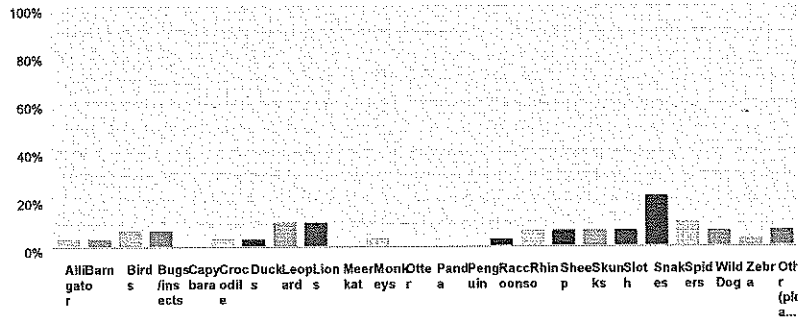
80%

Answer Choices	Responses	
Apes	0.00%	0
Bears	2.90%	2
Big Cats	2.90%	2
Bobcat	4.35%	3
Cats	2.90%	2
Cheetah	1.45%	1
Crocodile	0.00%	0
Dogs	2.90%	2
dolphin	1.45%	1
Duck	4.35%	3
Gibbon	1.45%	1
Giraffe	36.23%	25
Goats	1.45%	1
Gorilla	5.80%	4
Hedgehog	1.45%	1
Horse	2.90%	2
Ibis	1.45%	1
Jaguar	2.90%	2
Kangaroos	1.45%	1
Kitties	0.00%	0
Lemurs	1.45%	1
Lions	20.29%	14
Lynx	4.35%	3
Meerkats	8.70%	6
Mole rats	1.45%	1
Monkey	16.94%	11
Orangutan	11.59%	8
Otter	4.35%	3
Owl	1.45%	1
Panda	4.35%	3
Penguin	11.59%	8
Petting Zoo	2.90%	2
Pig	2.90%	2
Polar Bear	4.35%	3
Red Panda	11.59%	8
Rhino	14.49%	10
Sea Lion	1.45%	1
Sand Cat	2.90%	2
Serval	1.45%	1
Sloth	1.45%	1
Snake	4.35%	3
Spider	2.90%	2
Spider Monkey	2.90%	2
Tiger	33.33%	23
Turtle	4.35%	3
Wallaby	0.00%	0
Wild Dog	2.90%	2
Zebra	2.90%	2
Total Respondents: 69		
Comments (3)		

Q8

What are your least favorite animals/exhibits?

Answered: 28 Skipped: 75

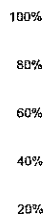


Answer Choices	Responses
Alligator	3.57% 1
Barn	3.57% 1
Birds	7.14% 2
Bugs/insects	7.14% 2
Capybara	0.00% 0
Crocodile	3.57% 1
Ducks	3.57% 1
Leopard	10.71% 3
Lions	10.71% 3
Meerkat	0.00% 0
Monkeys	3.57% 1
Otter	0.00% 0
Panda	0.00% 0
Penguin	0.00% 0
Raccoons	3.57% 1
Rhino	7.14% 2
Sheep	7.14% 2
Skunks	7.14% 2
Sloth	7.14% 2
Snakes	21.43% 6
Spiders	10.71% 3
Wild Dog	7.14% 2
Zebra	3.57% 1
Other (please specify)	Responses 7.14% 2
Total Respondents: 28	

Q9

What are your kids 3 favorite animal exhibits?

Answered: 28 Skipped: 75



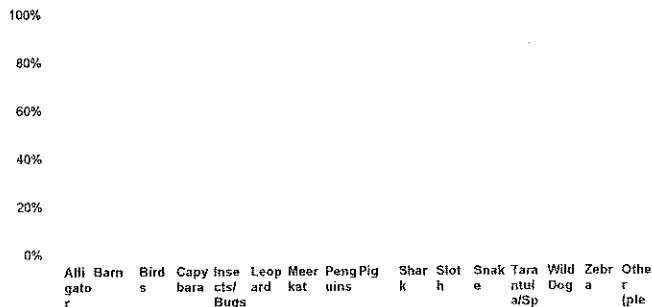
90%

Answer Choices	Responses		
Alligator	0.00%	0	
All	0.00%	0	
Big Cats	3.57%	1	
Birds	0.00%	0	
Bobcat	3.57%	1	
Cats	7.14%	2	
Cheetah	7.14%	2	
Duck	0.00%	0	
Genet	0.00%	0	
Gibbon	0.00%	0	
Giraffe	42.86%	12	
Ibis	0.00%	0	
Jaguar	7.14%	2	
Kangaroo	7.14%	2	
Llama	0.00%	0	
Lion	7.14%	2	
Lizards	3.57%	1	
Meerkat	10.71%	3	
Monkey	21.43%	6	
Orangutan	7.14%	2	
Otter	7.14%	2	
penguin	14.29%	4	
Petting Zoo	3.57%	1	
Pig	0.00%	0	
Red Panda	10.71%	3	
Reptiles	0.00%	0	
Rhino	14.29%	4	
Sand Cat	3.57%	1	
Sea Lion	0.00%	0	
Sloth	0.00%	0	
Spider Monkey	3.57%	1	
Tiger	7.14%	2	
Turtles	3.57%	1	
Wild Dog	7.14%	2	
Zebra	10.71%	3	
Other (please specify)	Responses	7.14%	2
Total Respondents: 28			

Q10

What are your kids 3 least favorite animals/exhibits?

Answered: 12 Skipped: 91

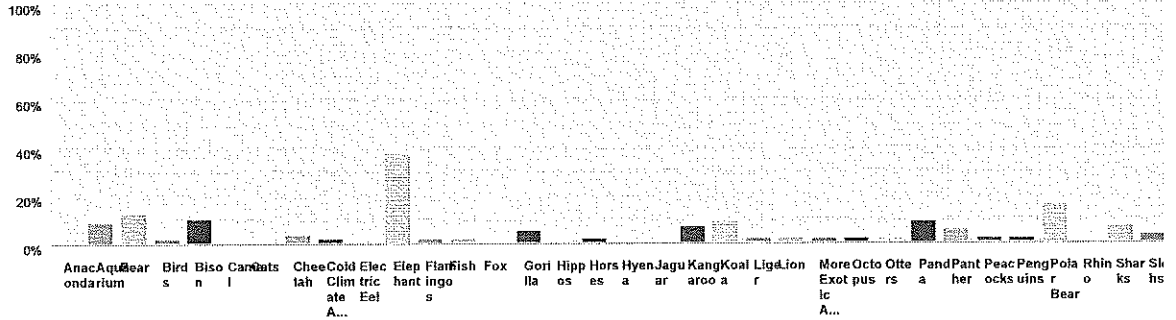


Answer Choices	Responses
Alligator	8.33% 1
Barn	0.00% 0
Birds	8.33% 1
Capybara	0.00% 0
Insects/Bugs	0.00% 0
Leopard	16.67% 2
Meerkat	0.00% 0
Penguins	0.00% 0
Pig	8.33% 1
Shark	0.00% 0
Sloth	8.33% 1
Snake	16.67% 2
Tarantula/Spider	8.33% 1
Wild Dog	0.00% 0
Zebra	0.00% 0
Other (please specify)	Responses 33.33% 4
Total Respondents: 12	

Q11

What are 3 new animals should the zoo try to add? Why these animals?

Answered: 56 Skipped: 47



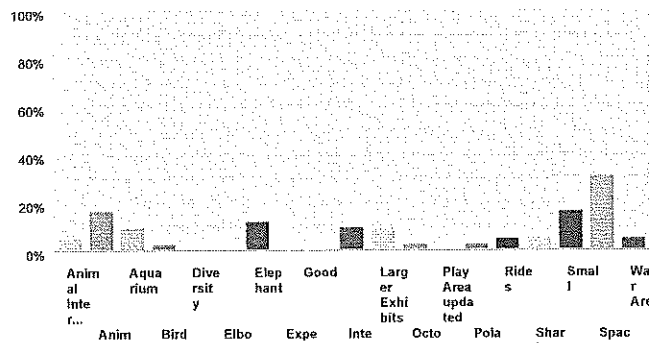
Answer Choices	Responses
Anaconda	0.00% 0
Aquarium	8.93% 5
Bear	12.50% 7
Birds	1.79% 1
Bison	10.71% 6
Camel	0.00% 0
Cats	0.00% 0
Cheetah	3.57% 2
Cold Climate Animals	1.79% 1
Electric Eel	0.00% 0
Elephant	37.50% 21
Flamingos	1.79% 1
Fish	1.79% 1
Fox	0.00% 0
Gorilla	5.38% 3
Hippos	0.00% 0
Horses	1.79% 1
Hyena	0.00% 0
Total Respondents: 56	

Answer Choices	Responses	
Jaguar	0.00%	0
Kangaroo	7.14%	4
Koala	8.93%	5
Liger	1.79%	1
Lion	1.79%	1
More Exotic Animals	1.79%	1
Octopus	1.79%	1
Otters	1.79%	1
Panda	8.93%	5
Panther	5.36%	3
Peacocks	1.79%	1
Penguins	1.79%	1
Polar Bear	16.07%	9
Rhino	0.00%	0
Sharks	7.14%	4
Sloths	3.57%	2
Spotted Leopard	0.00%	0
Squid	1.79%	1
Tropical Birds	1.79%	1
Zebra	0.00%	0
Other (please specify)	Responses	5.36%
Total Respondents: 56		

Q12

Compared to other zoos you have visited, what is Erie's lacking?

Answered: 42 Skipped: 61



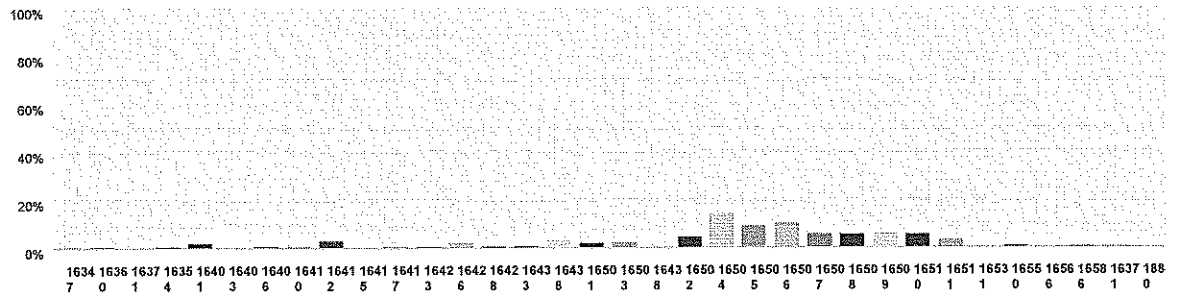
Answer Choices	Responses	
Animal Interaction	4.76%	2
Animals	16.67%	7
Aquarium	9.52%	4
Birds	2.38%	1
Diversity	0.00%	0
Elbow Room	0.00%	0
Elephant	11.90%	5
Expect	0.00%	0
Good	0.00%	0
Interactive sites	9.52%	4
Larger Exhibits	9.52%	4
Octopus	2.38%	1
Play Area updated	0.00%	0
Total Respondents: 42		
Comments (6)		

Answer Choices	Responses	
Polar Bear	2.38%	1
Rides	4.76%	2
Shark	4.76%	2
Small	16.67%	7
Space	30.95%	13
Water Area	4.76%	2
Total Respondents: 42		
Comments (6)		

Q13

What is your zip code?

Answered: 84 Skipped: 19



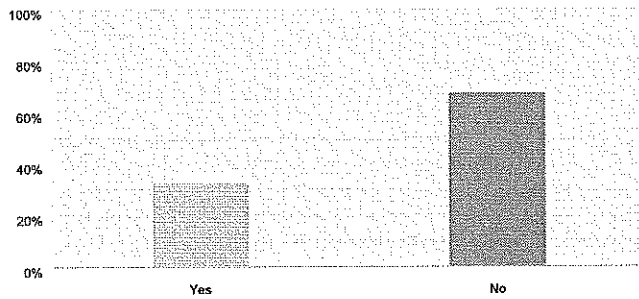
Answer Choices	Responses	
16347	1.19%	1
16360	1.19%	1
16371	0.00%	0
16354	1.19%	1
16401	2.38%	2
16403	0.00%	0
16406	1.19%	1
16410	1.19%	1
16412	3.57%	3
16415	0.00%	0
16417	1.19%	1
16423	1.19%	1
16426	2.38%	2
16428	1.19%	1
16433	1.19%	1
16438	3.57%	3
16501	2.38%	2
16503	2.38%	2
16438	0.00%	0
16502	4.76%	4
16504	14.29%	12
16506	9.52%	8
16506	10.71%	9
16507	5.95%	5
16508	5.95%	5
16509	5.95%	5
16510	5.95%	5
16511	3.57%	3
16531	0.00%	0
16550	1.19%	1
Total		84

Answer Choices	Responses
16566	0.00% 0
16586	1.19% 1
16371	1.19% 1
18840	0.00% 0
44030	1.19% 1
84066	1.19% 1
Total	84

Q14

Are you a zoo member?

Answered: 80 Skipped: 23

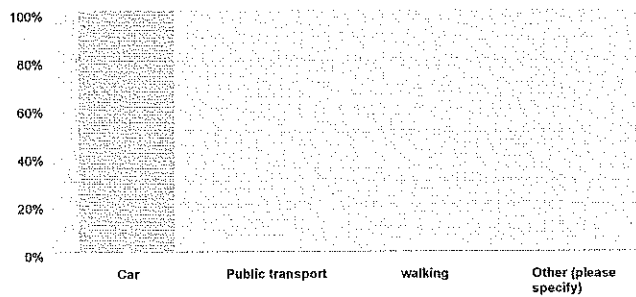


Answer Choices	Responses
Yes	32.50% 26
No	67.50% 54
Total	80
Comments (0)	

Q15

How did you travel to the zoo this evening?

Answered: 67 Skipped: 36

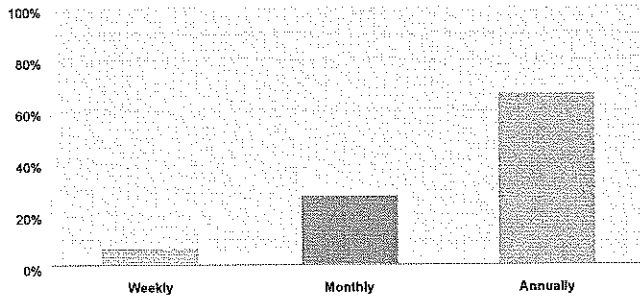


Answer Choices	Responses
Car	100.00% 67
Public transport	0.00% 0
walking	0.00% 0
Other (please specify)	Responses 0.00% 0
Total	67

Q16

How many times per year do you visit the zoo on regular visits?

Answered: 78 Skipped: 25

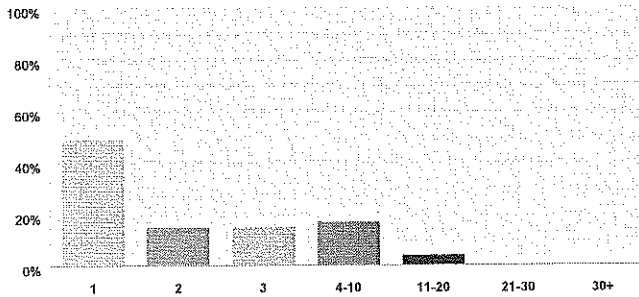


Answer Choices	Responses	Count
Weekly	6.41%	5
Monthly	26.92%	21
Annually	66.67%	52
Total		78

Q17

How many times per year do you visit the zoo for special events like ZooBoo?

Answered: 47 Skipped: 56

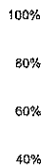


Answer Choices	Responses	Count
1	48.94%	23
2	14.89%	7
3	14.89%	7
4-10	17.02%	8
11-20	4.26%	2
21-30	0.00%	0
30+	0.00%	0
Total		47

Q18

What are the ages of your children?

Answered: 72 Skipped: 31

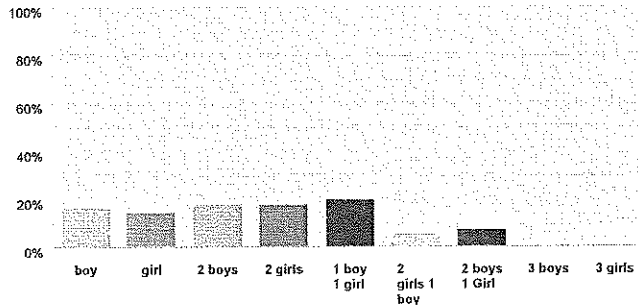


Answer Choices	Responses
1	15.28% 11
2	18.06% 13
3	16.67% 12
4	12.50% 9
5	12.50% 9
6	12.50% 9
7	12.50% 9
8	15.28% 11
9	9.72% 7
10	11.11% 8
11	2.78% 2
12	5.56% 4
13	2.78% 2
14	0.00% 0
15	6.94% 5
16	1.39% 1
17	1.39% 1
18	5.56% 4
grandchildren	1.39% 1
no children	6.94% 5
Adult Children	4.17% 3
Total Respondents: 72	

Q19

What are the genders of your children?

Answered: 55 Skipped: 48

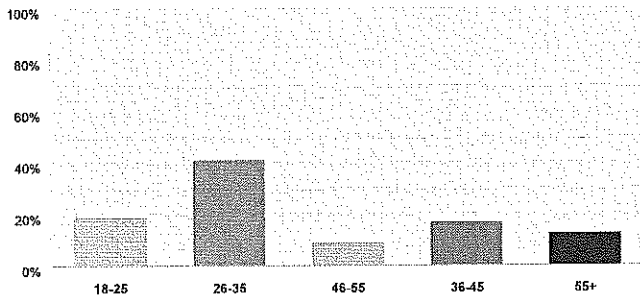


Answer Choices	Responses
boy	16.36% 9
girl	14.55% 8
2 boys	18.18% 10
2 girls	18.18% 10
1 boy 1 girl	20.00% 11
2 girls 1 boy	5.45% 3
2 boys 1 Girl	7.27% 4
3 boys	0.00% 0
3 girls	0.00% 0
Total	55

Q20

What age group best describes you?

Answered: 53 Skipped: 50



Answer Choices	Responses
18-25	18.87% 10
26-35	41.51% 22
46-55	9.43% 5
36-45	16.98% 9
55+	13.21% 7
Total	53

Q21

Finally, is there anything else you'd like your Zoo planners to know as they work to improve our zoo?

Answered: 27 Skipped: 76

Zoo-Lumination/ x-mas zoo.
11/21/2016 9:38 PM

restrooms
11/21/2016 9:18 PM

More space for interactions with the animals.
11/21/2016 4:59 PM

expand in the golf course Holiday activities are great.
11/21/2016 12:14 PM

More involvement from schools and colleges
11/21/2016 11:59 AM

candy without peanuts
11/18/2016 1:58 PM

elephants
11/18/2016 1:51 PM