



STAFF REPORT

To: Board of Management

From: Chief Operating Officer

Subject: **2018 GUEST SATISFACTION SURVEY RESULTS**

Date: 2019-01-11

SUMMARY:

This report will provide a summary of the results from the 2018 On-site Guest Satisfaction survey fielded during the months of July and August.

RECOMMENDATION:

It is recommended that this report be received for information.

BACKGROUND:

Member & Guest Services conducts an annual guest service satisfaction survey during the summer months. The objective is to measure overall customer satisfaction and value with the Zoo visit.

In 2018, a total of 741 surveys were completed over a 9-week period during the summer. The minimum sample size to ensure statistically sound data is 400 completed surveys. Guest Services staff executed the questionnaire and targeted for a 50/50 gender split and a cross-section of ages. The survey questionnaire was carefully reviewed and resulted to some questions being eliminated, some questions re-phrased to solicit much needed public input and new questions added. There were a total of 26 questions fielded to evaluate a number of attributes including customer service, food and retail, animal exhibitry, signage and wayfinding, animal keeper talks and shows, and site conditions.

COMMENTS:

Highlights of the 2018 guest survey include:

- Overall, guests are overwhelmingly satisfied with their visit, with 99.3% (98.7% in 2017) of respondents rating the Zoo as “good to excellent” value – receiving an average rating of 4.5 on a scale of 1 to 5 (with 5 being excellent).
- Further, 96.6% of respondents indicated that they would “likely/strongly” recommend the Zoo to a friend, receiving an average rating of 4.7 on a scale of 1 to 5 (with 5 being excellent). This is compared to 94.6% and an average rating of 4.6 for 2017.

- The question “What prompted your visit today?” was asked with a different short list of responses: “to see animals” was the overwhelming response from **68.4%** (43.4% in 2017) of respondents. Included in the “Other” category is 41.8% of respondents stating “Family Outing” as second most prompt for their Zoo visit.
- Zoo visitation continues to be a day-long event with an average length of stay of 4.6 hours – a slight decrease from 2017 at 4.7 hours.
- The Zoo continues to rely heavily on local market with Toronto/GTA representing 60.8% of total respondents and an additional 19.4% outside the GTA but within the Province (compared to 52.8% for Toronto/GTA and 21.3 for outside the GTA, but within the Province, in 2017). Visits from outside the Province, the US and International dropped to 19.8% of total attendance (25.9 in 2017).
- The primary zoo demographic is still young families with children under 12. 80.7% of respondents have at least one child in the group (an increase from 2017 at 73.4%) and 55.2% indicated having two children or more in the group (compared to 50.8% in 2017). The average children count is 2.0 (no change from 2017).
- 12.0% of guests responded to having been influenced by Toronto Zoo advertising to visit the Zoo (a drop from 23.0% in 2017).
- Of those who were influenced by advertising to visit the Zoo, 32.9% identified “television advertising” at first mention, 7.9% placed “outdoor billboard” at second mention, and 3.4% placed “promotional/discount coupon offer” at third mention when asked where they have seen or heard Toronto Zoo advertising.

Other noteworthy feedback from the summer survey include:

- There is a slight decrease in food purchasing on site at 64.0% this year (compared to 64.2% in 2017 and 68.2% in 2016).
- Guest satisfaction with overall food experience, respondent gave a rating of 95.4% of “good to excellent” with an average rating of 4.3 – a decrease from 2017 with overall food experience satisfaction of 96.3% and 98.3% in 2016 with an average rating of 4.4 and 4.5 each year respectively.
- Most visited attraction is the African Savanna with 88.8% of guests visiting, followed by the Indo-Malaya Pavilion with 78.3% of guests visiting and Africa Rainforest Pavilion is in third place at 77.7% of guests visiting. Over 70% of guests surveyed indicated having visited the Tundra Trek and Gorilla Rainforest; over 60% of guests indicated having visited Malayan Woods Pavilion, Australasia Pavilion and Americas Pavilion.
- 741 respondents produced 1,065 distinct responses when asked “What is the role of a Zoo today?” 29.7% of total distinct responses received showed “Education / a Place of Learning” as the primary role of a Zoo today. On the other hand, 40.9% of respondents see the statement “A fun family destination” as the best statement that defines the Zoo. This is followed by “A place of learning” at 23.1%. On a 5-point scale with 5 being strongly agree and 1 being strongly disagree, the public rated the Zoo a 4.7 as a fun family destination and gave 4.6 as a place of learning.
- Asked “If the Zoo offered a mobile app, what features/functionalities would you find most useful?” – 38.5% (46.0% and topping the list in 2017) of respondents gave “a

map, interactive map, virtual map” as the feature/functionality they would find most useful. This is followed by 31.7% of respondents who gave “Schedules, Updates of Events, Show times, Feedings, Talks” as second most useful feature/functionality.

New question fielded this year:

- When asked “How do you typically get your news?” 741 respondents produced 1,019 distinct responses. Social media (Twitter, FB, YouTube) was mentioned as their news source – 333 times or 44.9% of respondents (an increase from 33.3% in 2017). 309 or 41.7% of respondents identified Online Newspaper as their news source (compared to 44.3 in 2017).

In addition to measuring the overall customer satisfaction and value placed on each Zoo visit, the survey also provides critical information to support various management strategies, practices and offers.

Wildlife Care:

- Take guest feedback and work on improving exhibits by continuing to build up on group numbers, where possible.
- Use of signage to better communicate why animals behave the way they do – why some animals can't always be seen active? Why some animals are naturally shy? Why some animals need inordinate amount of sleep?
- Use keeper talks attendance and ratings to identify continuation of activity; ways of improving delivery of talk and possibly staff public speaking development.
- Provide signage in better communicating animal enrichment programs that are in place to ensure varying animal behavioural needs are met.

Marketing:

- Collected information assist in the preparation of briefs for the Zoo's advertising agency as well as media buying agencies, ensuring maximized advertising and production budgets targeting the right demographics, right geographic areas and determining the best advertising mediums to reach these audiences.
- It also assists in determining where the Zoo should be concentrating its efforts, particularly as it applies to social media and utilization of our website and Facebook pages.
- It provides us with insight into what motivates guests to visit the Zoo and key influencers.

Business Development:

- Demographic questions ensure the Zoo audience matches our target group.
- Sponsorship-related questions are the foundation and provides for best practices of any sponsorship program and help in justifying sponsor relationship agreements.
- Advertising and social media-related questions are great as these assets are typically included in some sponsor relationship deals and help prove their value.

Campaign Development:

- Demographic questions allow for cross-referencing visitor demographic with donor demographic from Statistics Canada and within our own existing donor database.
- General donation related questions assist in setting strategy and selecting offers that appeal to our known demographic target group and sub-groups.

Corporate Planning / Human Resources:

- From a strategic perspective, the survey provides many indicators that help to determine how we are delivering on the Strategic Plan (e.g. Are we getting our conservation mandate across and is there a change over time on how guests perceive the Zoo?).
- Economic impact type questions demonstrate strong audience knowledge and support credibility for the Zoo.
- From a staff development perspective, understanding where best to focus training funds.

Facilities & Services:

- Take guest feedback and brainstorm with staff to discuss and identify how the information received can be used to improve the guest experience and future survey results, specifically with washrooms and signage/wayfinding, receiving the two lowest ranked attributes from the survey.

CONCLUSION:

Overall, the survey indicated that the Zoo continues to perform very well on key attributes. Collectively, all attributes averaged 4.40 on a scale of 1 to 5, with 5 being Excellent and 1 being Poor. The average rating is up slightly with the average rating received from previous year at 4.34. The top ranked attributes are “Volunteer helpfulness”, “Employee helpfulness”, “Zoomobile” and “Conservation Carousel” with average ratings of 4.73, 4.70, 4.62 and 4.62 respectively.

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ATTACHMENT:

2018 Guest Survey Results & Analysis

TORONTO ZOO 2018 ON-SITE GUEST SURVEY RESULTS

Methodology

Member & Guest Services seasonal staff completed 741 guest surveys between July and August 2018. Guests were selected randomly and included regular visitors, members, and tour groups. By gender, the goal was to poll both males and females equally. Respondents were intercepted and surveyed upon exit.

Statistical Accuracy

The accuracy of responses to a statistical survey depends on a variety of factors, including the sampling design (selection of respondents on a random basis), sample size and ease of survey comprehension and clarity. Given that other factors are consistent, accuracy of responses to a particular question vary with the number of similar responses to that question (i.e. similar responses from larger number of guests are more reliable than from smaller portions of the survey sample).

The term 'confidence level' is used to indicate that the survey results are expected to re-occur when a survey is conducted under similar conditions. Working at a 95% confidence level, for example, the Zoo survey responses would be expected to fall within the following ranges, 19 times out of 20, (that is 95 times out of 100):

Survey Response Level	Confidence Range	Expected Results
50.0%	+/- 3.5%	46.5 % - 53.5%
25.0%	+/- 3.0%	22.0% - 28.0%
10.0%	+/- 2.1%	7.9% - 12.1%

Using the chart above, one interprets the survey results as follows. If 50% of the sample responds yes to a question, then one would reasonably expect that between 46% and 54% of all guests would respond in a similar way, 19 times out of 20. The use of confidence ranges is practical in two ways.

First, if two responses to a question fall within the overlapping range of statistical confidence for that level (i.e. 23% and 27% would overlap), then one can consider these results to be statistically the same.

Second, if the responses do not fall within a confidence range, then one can conclude that the results are statistically different and would likely be different in a second survey, 19 times out of 20.

These two points allow one to determine when the results may represent a trend that is occurring from one year to the next, or when the similarity in results is merely a reflection of random sampling and not statistically significant. One final point to keep in mind when interpreting results from previous years is the sample size conducted for each year, as follows:

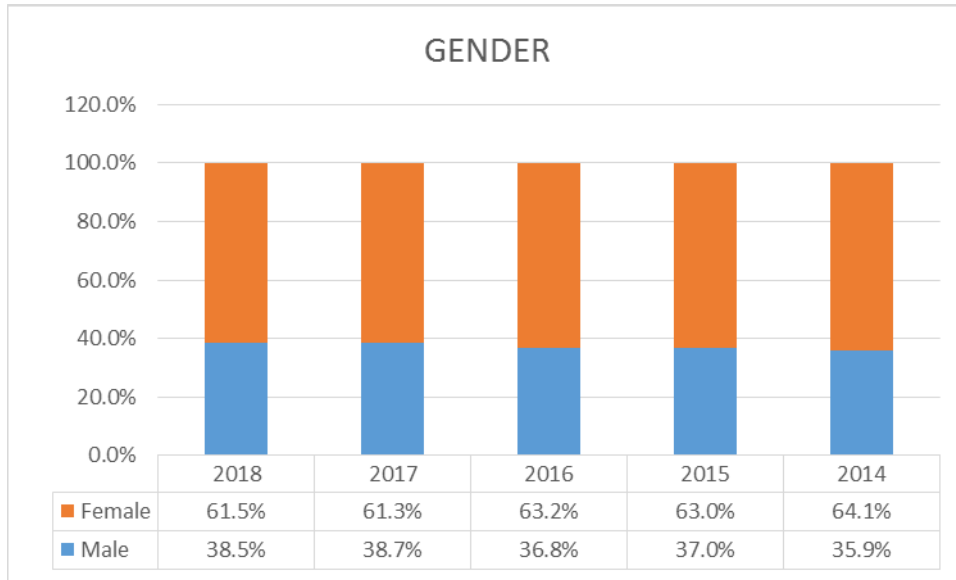
2018 = 741	2017 = 664	2016 = 797	2015 = 800
2014 = 813	2013 = 821	2012 = 849	2011 = 793

The consistency in results from one year to the next increases our assurance when interpreting results.

RESULTS AND ANALYSIS

1. Gender.

Of the 741 respondents, there were 456 (61.5%) female respondents (407 or 61.3% in 2017) and 285 (38.5%) male respondents (257 or 38.7% in 2017).



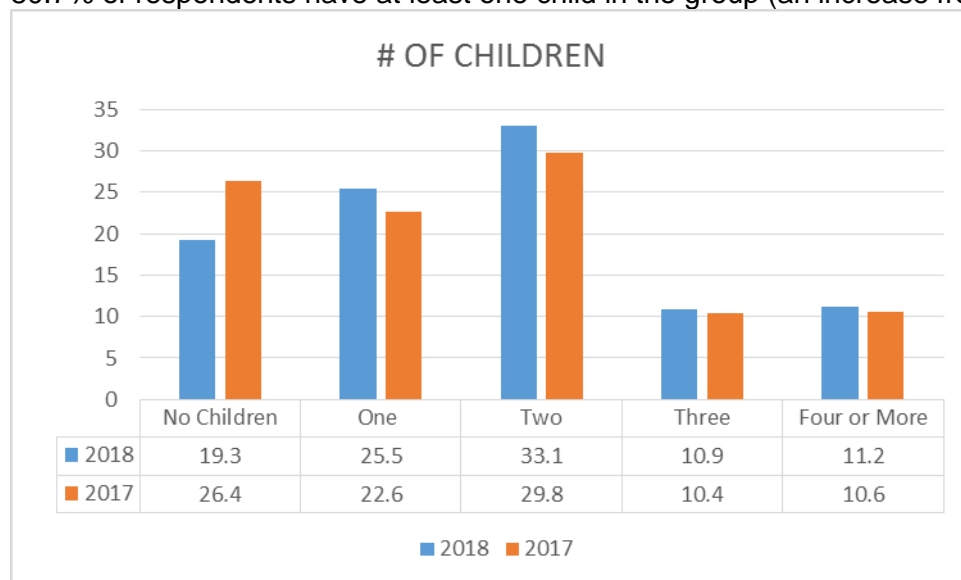
2. Where is your group from?

Using the Admits point-of-sale system to field the postal code survey for all admission transactions processed, attendance to the Zoo is still highly local with 60.8% from the Toronto/GTA (52.8% in 2017). Total Ontario visitors was slightly higher than previous year at 80.2% (74.1% in 2017) of total surveyed. US and International visitors decreased slightly compared to 2017 with 6.5% and 9.4% (compared to 8.2% and 11.8% in 2017). There were a total of 158,071 collected data from January 1 – September 30 (152,611 collected data for the same period in 2017), with 6,771 un-useable data consisting of 4,226 declined and 2,545 invalid data (compared to 13,127 un-useable data consisting of 10,487 declines and 2,640 invalid data in 2017), for a net sample size of 151,300 (139,484 in 2017).

%	2018	2017	2016	2015	2014
Toronto	30.8	24.2	25.8	26.9	27.6
GTA	30.2	28.6	26.6	31.7	30.4
Ontario	19.2	21.3	21.2	22.4	24.6
Sub-total	80.2	74.1	73.6	81	82.6
Other Canada	3.8	5.9	6.1	4.6	6.8
US	6.4	8.2	8.8	6.4	4.9
International	9.7	11.8	11.5	8	5.7
Total	100	100	100	100	100

3. How many children are there in your group?

80.7% of respondents have at least one child in the group (an increase from 2017 at 73.4%).



Average children count for the past five years are as follows:

# of Children %	2018	2017	2016	2015	2014
Average children count	2.0	2.0	1.8	1.8	1.8

The age of children continues to reflect families with young kids with 85.6% under the age of 13 (81.0% in 2017).

Age of Children %	2018	2017	2016	2015	2014
Under 3	25.5	24.2	28.2	22.2	24.8
3-12	60.1	56.8	56.2	62.8	57.5
13-17	14.3	19.0	15.6	15.0	17.7
Total	100	100	100	100	100

4. What helped you prepare for your Zoo trip today? (first asked in 2017)

%	2018	2017
Previous Visit(s)	38.2	29.9
Toronto Zoo Website	27.9	28.9
Referral	10.5	14.3
Search Engines (Google, Bing, etc)	8.8	12.1
Toronto Zoo Social Media (FB, Twitter, Instagram)	2.2	2.4
Travel Websites (Expedia, Trip Advisor, Yelp)	3.7	2.1
Other	5.3	4.6
None Mentioned	3.4	5.7
Total	100	100

741 respondents produced 869 distinct responses. "Previous Visit(s)" was mentioned 332 times or 38.2% (29.9% in 2017); "TZ Website" was mentioned 242 times or 27.9% (28.9% in 2017).

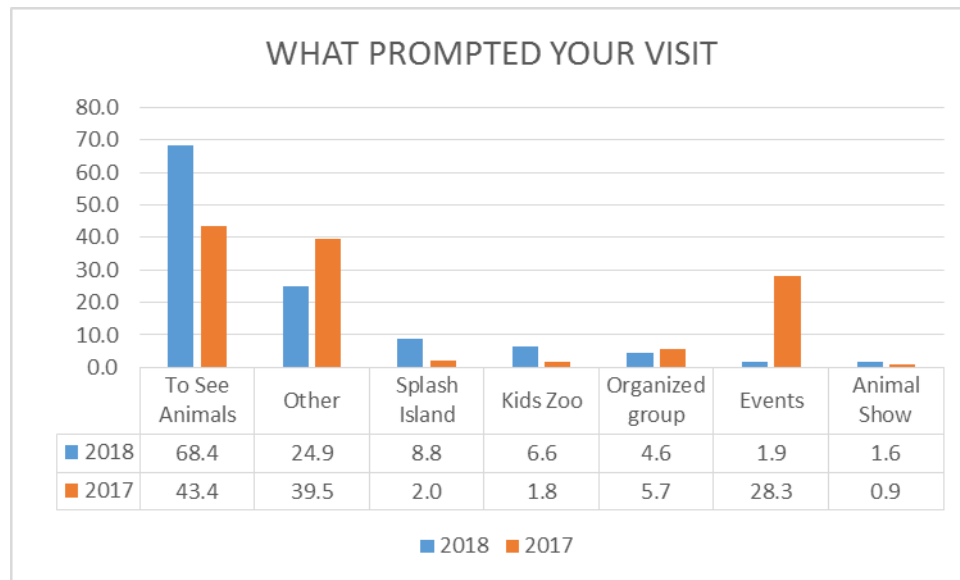
5. How do you typically get your news? (first asked in 2017)

741 respondents produced 1,019 responses. Social media (Twitter, FB, YouTube, etc) was mentioned as news source 333 times or 44.9% of respondents (33.3% in 2017). 309 respondents or 41.7% of respondents identified Online Newspaper as their news source (44.3% in 2017).

%	2018	2017
Online Newspaper	41.7	44.3
Social Media (Twitter, FB, YouTube, etc)	44.9	33.3
TV News Broadcasting	27.7	28.3
Printed Newspaper	8.9	12.3
Mobile Phone		12.2
Mobile Device (ipad, Tablet etc)		5.9
Radio	12.3	
Other	2.0	4.1
Not Interested in News		8.9

6. What prompted your visit today?

This survey question is a revision from prior year's question but with a revised and shorter list of response grouping. In 2018, the responses are measured against the total number of survey responses of 865 received from 741 respondents. The overwhelming response with 68.4% of respondents stating was "To see animals" (43.4% in 2017).



"Other" responses included Family Outing (41.8%), Something for the kids to do, an activity on a work day off/vacation; Guests are in town; Making use of Membership, using gifted guest passes/coupons; great weather for an outdoor activity, etc.

7. Approximately how long did you spend at the Zoo today?

For 2018, approximately 89.8% of respondents spent 3 or more hours at the Zoo (87.2% in 2017).

Length of stay %	2018	2017	2016	2015	2014
2 hours or less	0.8	3.5	0.8	1.2	3.3
Over 2 to 3 hours	9.4	9.3	11.6	14.2	13.4
Over 3 to 4 hours	36.0	25.9	27.0	32.5	30.2
Over 4 to 5 hours	30.5	32.1	29.4	26.9	28.5
Over 5 to 6 hours	17.0	21.4	20.5	16.8	16.6
Over 6 hours	6.3	7.8	10.7	8.4	8.0
Total	100	100	100	100	100
Average stay	4.6	4.7	4.8	4.6	4.6

A Zoo visit continues to be a day-long event with an average length of stay of **4.6 hours**.

8. Prior to your visit today, did ANY Toronto Zoo advertising influence your visit to the Zoo? (first asked in 2017)

%	2018	2017
Yes	12.0	23.0
No	88.0	77.0
Total	100	100

89 out of 741 respondents (12.0%) were influenced by Zoo advertising to visit the Zoo (23.0% in 2017).

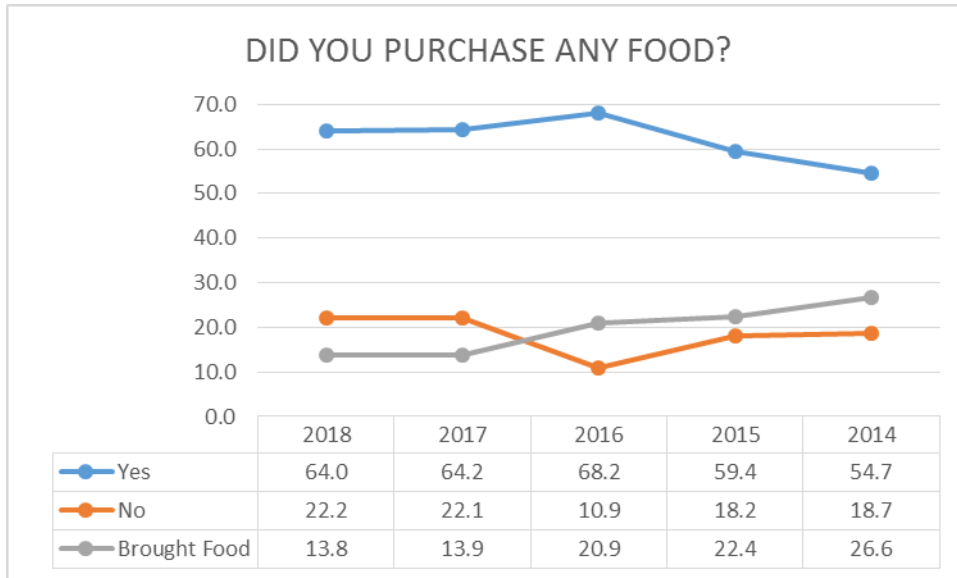
9. Where have you seen or heard Zoo advertising this year? (first asked in 2017)

Asked of **89 respondents** (12.0% from question above) who answered Yes to having been influenced by Zoo advertising to visit the Zoo, “television advertising” received the most first mention with **32.9%** responses, followed by “outdoor billboard” for most second mention with **7.9%** responses and “promotional/discount coupon offers” for most third mention with **3.4%** responses.

UNAIDED	A-First Mention		B-Second Mention		C-Third Mention	
	2018	2017	2018	2017	2018	2017
Newspaper Advertising	1.3	15.0	1.1	3.9	1.1	0.7
Television Advertising	32.9	32.7	2.2	5.2	1.1	0.7
Radio	4.0		3.4			
Transit Shelter		3.3		3.3		3.3
Outdoor Billboard	15.8	10.5	7.9	6.5		5.2
Brochure/Guide Book/Tourist Publication	1.3	3.9	1.1	3.9		2.6
Magazine Advertisement	7.9	2.0		3.3		3.3
On-line Advertising	13.2	11.8	6.7	9.2	1.1	5.2
Social Media	7.9	11.8	2.2	7.8		2.6
Promotional/Discount Coupon Offers	2.6	4.5	2.2	3.9	3.4	2.6
Groupon	1.3				1.1	
Other	11.8	4.5	2.2	3.3	2.2	0.7
None Mentioned			71.0	49.7	90.0	73.1
Total	100	100	100	100	100	100

10. Did you purchase any food while you were here today?

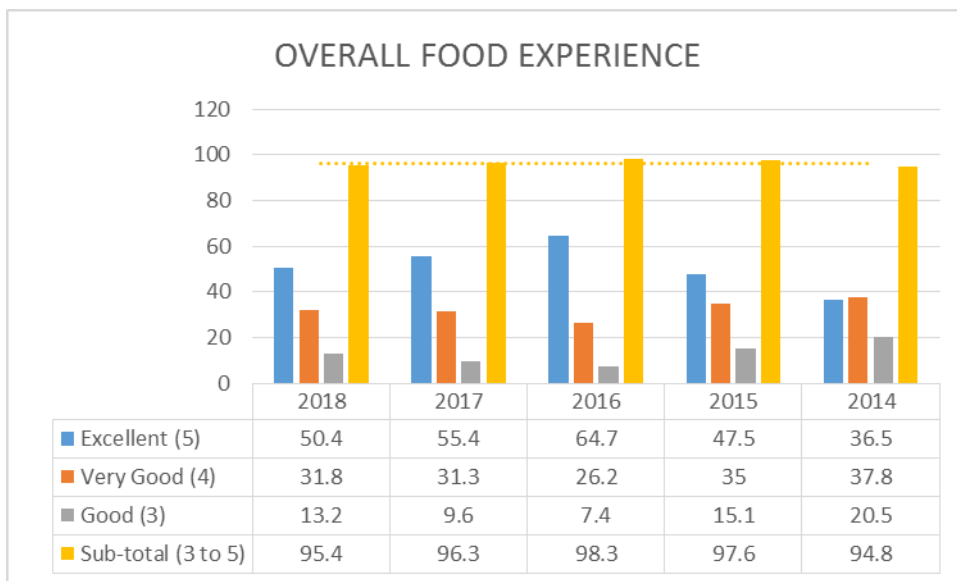
64.0% purchased food in 2018 (compared to 64.2% in 2017).



While there is a declining track of people bringing own food, this is not positively offset by a comparable increase in onsite food purchasing. On the contrary, there is an increase trend of guests not purchasing food onsite.

11. How satisfied were you with the overall food experience?

Guest satisfaction with overall food experience, respondent gave a rating of 95.4% (96.3% in 2016) of “good (3) to excellent (5)” with an average rating of 4.3.



%	2018	2017	2016	2015	2014
Average	4.3	4.4	4.5	4.3	4.1

12. Volunteered comments by those who purchased food.

Comments %	2018	2017	2016	2015	2014
Too expensive / pricy	18.8	18.1	17.0	23.2	24.7
Good/Very good / Great / Good value / variety	12.5	18.1	19.0	33.5	26.5
Poor quality / cold / not fresh	6.3	14.5	5.0	6.7	13.0
Need more variety / more selection	12.5	16.9	7.0	11.0	10.5
Tables are not clean / clear the tables	9.4	2.4	9.0	3.9	1.2
Friendly / efficient / very fast / quick service	4.2	7.2	10.0	5.5	6.8
Slow / slow service / long wait / long lines	16.7	10.8	11.0	4.3	6.2
Need more seating				1.8	1.2
Need more staff / appear rushed / rude	8.3	8.4	6.0	3.7	1.9
Other mentions	11.3	3.6	16.0	6.4	8.0
Total	100	100	100	100	100

87 respondents provided 96 distinct comments about their food experience. “Too expensive/Pricy” and “Slow/ slow service / long wait / long lines” topped the list of volunteered comments.

13. Exhibits, events and/or attractions attended today.

Of the 741 respondents, most visited attraction is the **African Savanna** with 88.8% of guests visiting, followed by the **Indo-Malaya Pavilion** with 78.3% of guests visiting and **African Rainforest Pavilion** is in third place at 77.7% of guests visiting. Over 70% of guests surveyed indicated having visited the **Tundra Trek** and **Gorilla Rainforest**. In addition, over 60% of guests surveyed also indicated having visited Malayan Woods Pavilion, Americas Pavilion and Australasia Pavilion.

%	2018	2017	2016	2015	2014
Giant Panda Experience		73.6	70.8	86.9	89.2
Wild Life Health Centre	18.9				
Tundra Trek	71.8	79.1	77.7	76.0	81.5
Gorilla Rainforest	75.0	74.5	73.4	75.1	81.5
African Savanna	88.8	84.9	80.4	82.4	85.6
Splash Island	31.7	26.7	33.1	33.8	26.1
Kids Zoo	35.6	28.0	32.7	36.6	33.5
Animal Show	15.7	14.8	17.9	17.6	13.7
African Rainforest Pavilion	77.7	76.1	72.5	74.1	77.4
Americas Pavilion	61.0	61.3	62.2	62.0	64.9
Australasia Pavilion	63.0	70.2	62.9	65.5	60.3
Indo-Malaya Pavilion	78.3	74.1	69.1	70.6	72.9
Malayan Woods Pavilion	64.2	64.0	53.8	55.1	56.7
Eurasia Wilds	54.5	60.5			
Canadian Domain	35.6	39.0			

Animal Show and Splash Island are the two least visited attractions with 15.7% and 31.7%, respectively.

14. Did you attend any Meet the Keeper talks/feedings? (asked in alternating years)

Of all guests surveyed, 23.3% (173 out of 741) attended at least one Meet the Keeper talk/feeding, a slight increase from the 20.7% in 2016. The most frequently attended Meet the Keeper Talk is the **polar bear keeper talk** followed by the **gorilla talk**. The %age identified below is based out of the total 741 respondents:

%	2018	2016	2014
Did not attend any:	76.7	79.3	80.0
Attended	23.3	20.7	20.0
Polar Bear	5.5	6.5	6.4
Komodo Dragon	1.3	0.5	1.1
Orangutan	2.2	1.8	1.2
Grizzly Bear	0.9	1.4	0.5
Otter (feeding)	1.3	0.9	0.1
Snake	1.2	0.9	1.1
Gorilla	4.9	3.4	3.6
African Penguin	3.0	3.5	2.0
Lake Malawi (feeding)	0.8	0.4	0.1
Indian Rhino	1.9	1.5	1.4
White Rhino	2.8	1.5	0.7
Cheetah	2.4	2.4	2.1
Lion	3.8	3.4	1.7
Giraffe	3.9	2.3	3.4
Hippos	1.2	3.5	1.7
Red Panda	1.3		
Snow Leopard		0.4	
Giant Panda Experience			1.1

15. A) What is the role of a Zoo today? (first asked in 2017)

741 respondents produced 1065 distinct responses as received verbatim. 29.7% of the distinct responses received showed **Education, A Place of Learning** as the primary role of a Zoo today. Entertainment and Conservation came in second and third in ranking at 14.8% and 13.2% respectively.

Role	% of Responses	
	2018	2017
Education, A Place of Learning	29.7	30.0
Entertainment	14.8	12.2
Conservation	13.2	11.4
To See Animals, Variety of Animals	10.1	8.5
Preservation, Protecting Endangered Animals	7.5	9.6
To Educate Kids About Animals	6.8	4.8
Family Destination, Outing	6.6	8.6
Protecting, Caring for Animals	5.5	10.0
No Answer	2.2	0.6

Breeding	0.9	
Environment, Protecting the Environment	0.8	1.3
Exercise	0.7	
Research	0.6	1.1
Other	0.4	
Don't Know	0.3	2.0
Total	100	100

**B) Which of the following statements BEST defines the Toronto Zoo?
Respondents were provided with the four possible response options. (first asked in 2017)**

40.9% of the 741 respondents see the statement “A Fun Family Destination” as the best statement defining the Toronto Zoo.

%	2018	2017
A Fun Family Destination	40.9	34.5
A Place of Learning	23.1	23.9
A Place to See and Connect with Wildlife From Around the World	19.7	25.6
A Place That Saves and Protects Species and Their Habitats	16.3	15.7
None Mentioned	0	0.3
Total	100	100

C) On a 5 point scale with 5 being strongly agree and 1 being strongly disagree - how would you rate the Toronto Zoo as:

	2018	2017	2016
A place of learning	4.6	4.5	
A fun family destination	4.7	4.7	
A place that saves and protects species and their habitats	4.5	4.5	4.6
A place to see and connect with wildlife from around the world	4.7	4.6	4.6

D) NAME ONE THING you learned today that stands out the most from your visit?

- Mention of animals: about birds, polar bears, gorillas, penguins, rhinos, animals didn't know about, diversity, snakes, frogs, turtles, endangered animals, breeding endangered animals, hippos, giraffes, big cats, camels, speed of animals, monkeys, orangutans, grizzly bear, kangaroo, tree kangaroo, jelly fish, capybara, yak, hyena, elephants, red pandas, mountain goats/sheep, white lions, komodo dragon, other specific animals (65.0%)
- Zoo related: taking care of environment, conservation, preservation, animals well taken care of, money spent on food and health, size of zoo, lots of walking, large, best time to come is early morning, cool day, not a weekend, other zoo related info (4.9%)

- Other: animal poop becoming energy, natural energy use, palm oil, effect on rainforest, orangutans, other single mentions (3.6%)
- Can't remember / No mention (27%)

16. How would you rate the following “attributes”?

Collectively, all attributes averaged **4.40** on a scale of 1 to 5, with 5 being Excellent and 1 being Poor. The average rating is up slightly with the average ratings from last year at 4.34. Overall the survey indicates that the Zoo continues to perform very well on key attributes with an average rating between “very good to excellent” range. The top ranked attributes are “Volunteer helpfulness”, “Employee helpfulness”, “Zoomobile” and “Conservation Carousel” with average ratings of 4.73, 4.70, 4.62 and 4.62 respectively. The lowest ranked attributes are “washrooms”, “value for money”, “animal exhibit signs” and “retail gift shops” with average ratings of 3.76, 4.23, 4.25 and 4.25 respectively.

SITE EXPERIENCES	2018	2017	2016
Cleanliness	4.45	4.36	4.41
Variety of Exhibits	4.54	4.53	4.61
Grounds & Landscaping	4.52	4.49	4.49
Washroom – <i>Low1</i>	3.76	3.70	3.72
Picnic Areas	4.44	4.37	4.45

SERVICE EXPERIENCES	2018	2017	2016
Employee Helpfulness – <i>Top2</i>	4.70	4.66	4.63
Volunteer Helpfulness – <i>Top1</i>	4.73	4.67	4.65
Retail Gift Shops – <i>Low3</i>	4.25	4.29	4.23
Admission Process	4.48	4.27	4.40

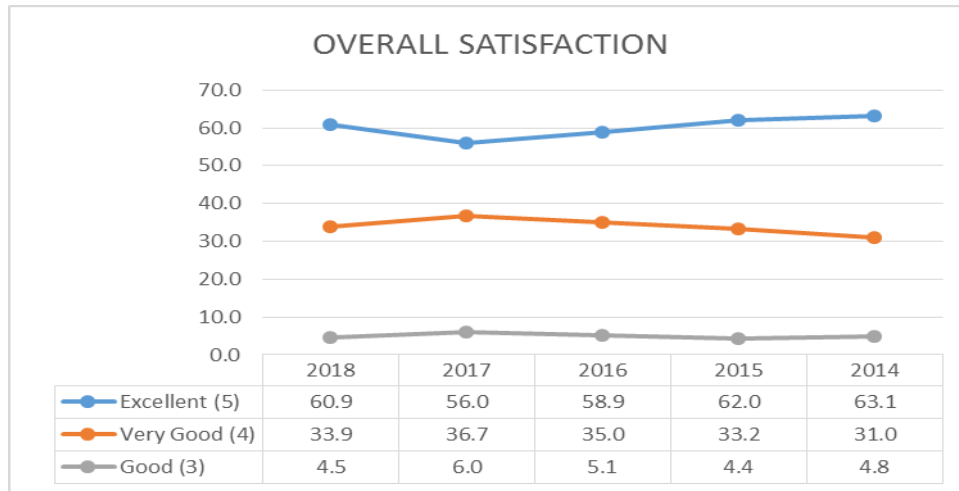
ADVENTURE & ATTRACTIONS	2018	2017	2016
Zoomobile – <i>Top3</i>	4.62	4.54	4.62
Gorilla Climb Ropes Course	4.57	4.44	4.68
Conservation Carousel – <i>Top3</i>	4.62	4.51	4.74
Tundra Air	4.40	4.46	4.67
Wild Rouge Zipline	4.45		

WAYFINDING	2018	2017	2016
Animal Exhibit Signs – <i>Low3</i>	4.25	4.12	4.36
Visitors Guide - Site Map	4.31	4.12	4.12

OTHER ATTRIBUTES	2018	2017	2016
Value for Money – <i>Low2</i>	4.23	4.24	4.29
Green Practices	4.53	4.52	4.54

17. Overall, how satisfied are you with your visit today?

99.3% (98.7% in 2017) of respondents rated the Zoo as offering “good to excellent” value. There is a noticeable increase in the “excellent” rating but slightly offset by decrease in the “very good” and “good” rating.



%	2018	2017	2016	2015	2014
Average rating	4.5	4.5	4.5	4.6	4.6

Overall, the overall satisfaction was a 4.5 average rating on a 5 point scale with 5 being excellent and 1 being poor.

18. Would you recommend the Zoo to a friend?

96.6% (94.6% in 2017) of respondents indicated that they would “likely/strongly” recommend the Zoo to a friend with an average rating of 4.7.

