# Zoo Visitor Survey Template

All questions are optional. Follow each question's directions.
Write your answers to the open questions in the space provided.

Please answer about your own zoo visit today. This survey is for adults. Do not include names or personal details about children or other visitors. You may skip any question.

### 1. Was this your first visit to this zoo?

- ○ Yes
- ○ No
- ○ I do not remember

### 2. What was your main reason for visiting today?

- ○ Seeing particular animals
- ○ Learning about animals or conservation
- ○ Spending time with others
- ○ Leisure or a day out
- ○ An organized visit
- ○ Another reason

### 3. How easy was it to find the areas you wanted to visit?

- ○ Very difficult
- ○ Somewhat difficult
- ○ Neither easy nor difficult
- ○ Somewhat easy
- ○ Very easy
- ○ Not applicable

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**4. Which source of visitor information did you use most during this visit?**

- ○ Signs or exhibit labels
- ○ Staff talks or conversations
- ○ Printed visitor material
- ○ Website or app
- ○ Another source
- ○ I did not use visitor information

**5. How clear was the information you used?**

- ○ Not at all clear
- ○ Slightly clear
- ○ Moderately clear
- ○ Very clear
- ○ Extremely clear
- ○ I did not use visitor information

**6. What idea or fact from the visit stayed with you?**

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**7. What one change would improve your next visit?**