<table>
<thead>
<tr>
<th>CONTENTS</th>
<th>Slide no:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Background and Methodology</td>
<td>3</td>
</tr>
<tr>
<td>Exit survey findings</td>
<td>7</td>
</tr>
<tr>
<td>Brandwatch - Social Media Monitor</td>
<td>45</td>
</tr>
<tr>
<td>Summary</td>
<td>54</td>
</tr>
</tbody>
</table>
Background and Methodology
Background and Methodology

- Belfast Zoological Gardens is one of Northern Ireland’s top visitor attractions

- In 2014 Belfast Zoo was one of the top fee-paying visitor attractions in Northern Ireland, receiving more than 250,000 visitors

- In August 2015 Belfast Zoo commissioned Millward Brown to conduct market research to inform decision making and business development

- A programme of complementary quantitative and qualitative methods were designed and utilised to inform the Zoo of its visitor profile and to explore perceptions of the Zoo:

  - Quantitative - Exit Survey
    - Face-to-face survey conducted by Millward Brown interviewers

  - Qualitative - Social Media monitor
    - Millward Brown monitoring tool Brandwatch
Background and Methodology

- All fieldwork for the exit survey was conducted amongst visitors on a self-complete basis utilising Millward Brown’s Handheld Assisted Personal Interviewing (HAPI) devices.

- Interviewing was conducted in the main lobby area of the Zoo visitor centre as visitors were exiting.

- No quotas were placed on the sample to allow us to build an up-to-date visitor profile for Belfast Zoo.

- All fieldwork was conducted between the 15th August and the 19th September 2015.

- All research complied fully within the Market Research Society ethical Code of Conduct and in accordance with the definitive standards of IQCS Interviewer Quality Control Scheme and MRQSA Market Research Quality Standards Authority.
Exit Survey
Analysis of sample

- Interviewers were on-site every Saturday between the 15th August and the 19th September, with interviewing spanning all opening hours.

- The interviewer resource was on-site on Saturday’s to encourage visitors to take part in the survey when footfall was heaviest.

- All research fieldwork was conducted during peak season, however, no more than 2 interviewers were onsite at any one time.

- A random sampling technique was applied, whereby every 3rd adult 16+ visitor was approached for interview.

<table>
<thead>
<tr>
<th></th>
<th>Number interviews</th>
<th>% of interviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>102</td>
<td>49%</td>
</tr>
<tr>
<td>Female</td>
<td>105</td>
<td>51%</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16-29</td>
<td>86</td>
<td>42%</td>
</tr>
<tr>
<td>30-44</td>
<td>73</td>
<td>35%</td>
</tr>
<tr>
<td>45-60</td>
<td>40</td>
<td>19%</td>
</tr>
<tr>
<td>60+</td>
<td>8</td>
<td>4%</td>
</tr>
<tr>
<td>Origin</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Belfast</td>
<td>44</td>
<td>21%</td>
</tr>
<tr>
<td>Rest NI</td>
<td>135</td>
<td>65%</td>
</tr>
<tr>
<td>Out of State</td>
<td>60</td>
<td>14%</td>
</tr>
<tr>
<td>Total</td>
<td>207</td>
<td>100%</td>
</tr>
</tbody>
</table>
Which one of these best describes the people, if any, you are with on this visit to Belfast Zoo?

*Base: All visitors (n=207)*

<table>
<thead>
<tr>
<th>Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>On my own</td>
<td>3%</td>
</tr>
<tr>
<td>With partner / spouse only</td>
<td>21%</td>
</tr>
<tr>
<td>A family (with under 16’s)</td>
<td>59%</td>
</tr>
<tr>
<td>A group of friends</td>
<td>11%</td>
</tr>
<tr>
<td>With partner and adult family / friends</td>
<td>3%</td>
</tr>
<tr>
<td>A number of families together</td>
<td>3%</td>
</tr>
</tbody>
</table>
Visiting party profile
Base: All visitors (n=207)

More than three fifths (63%) of all parties contained a child aged 12 or under

Average number of adults in party = 2.18
Average number of teenagers in party = 0.27
Average number of children aged 4 to 12 in party = 0.78
Average number of children aged under 4 in party = 0.48
Average Total Party Size = 3.71
### Where are you from?

**Base: All visitors (n=207)**

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belfast</td>
<td>21%</td>
</tr>
<tr>
<td>Local area (Within 30 miles)</td>
<td>30%</td>
</tr>
<tr>
<td>Rest of Northern Ireland</td>
<td>35%</td>
</tr>
<tr>
<td>Republic of Ireland</td>
<td>3%</td>
</tr>
<tr>
<td>England</td>
<td>4%</td>
</tr>
<tr>
<td>Scotland</td>
<td>2%</td>
</tr>
<tr>
<td>Rest of Europe</td>
<td>1%</td>
</tr>
<tr>
<td>North America</td>
<td>1%</td>
</tr>
<tr>
<td>Rest of the world</td>
<td>1%</td>
</tr>
</tbody>
</table>

*Caution: very small base*
How did you travel to the Zoo today?

*Base: All visitors (n=207)*

- **Private car**: 84%
- **Public transport**: 8%
- **Taxi**: 3%
- **Coach**: 2%
- **Other**: 2%
How many times have you been to Belfast Zoo before today?

*Base: All visitors (n=207)*

<table>
<thead>
<tr>
<th>Frequency</th>
<th>2015 (n=207)</th>
<th>2014 (n=203)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td>Once</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>2-5 times</td>
<td>33%</td>
<td>34%</td>
</tr>
<tr>
<td>More than 5 times</td>
<td>33%</td>
<td>31%</td>
</tr>
</tbody>
</table>
How frequently do you visit Belfast Zoo?

Base: All who had previously visited Belfast Zoo more than once (n=138)

- 2 or 3 times a month or more frequently: 4%
- Once a month: 4%
- Once every 2 or 3 months: 3%
- 2 or 3 times a year: 26%
- Once a year: 26%
- Once every few years: 28%
- Less frequently than once every few years: 9%
What influenced you to visit Belfast Zoo today?

Base: All visitors (n=207)

- Children: 44%
- Just to have a day out: 17%
- Word of Mouth: 14%
- I am a regular visitor to Belfast Zoo: 8%
- Nice weather: 6%
- I am a member of Belfast Zoo: 4%
- Like animals: 4%
- Previous good experience at Belfast Zoo: 3%
- Leaflet / Flyer: 2%
- Tourist Information Centre: 1%
- Television: 1%
- Social Media: 1%
- Organised trip: 1%
- Special offer on Belfast Zoo website: 1%
- Don’t know: 1%
Did you consider visiting anywhere else today?

Base: All visitors (n=207)

- Yes: 20%
- No: 80%

Where else considered visiting that day:

- Belfast City Centre: 3%
- Ulster Folk and Transport Museum: 2%
- Titanic Belfast: 2%
- Odyssey Arena / W5: 2%
- Ulster Museum: 1%
- Portrush: 1%
- Belfast Castle: 1%
- Streamvale Farm: 1%
- Other: 7%

Others include: Giants Causeway, Dundonald Ice Bowl, Tayto Park, Armagh Planetarium, Cavehill, Carrick-a-Rede, Antrim Coast, Crumlin Road Jail, Slieve Gullion
Value for Money & Overall Experience
Do you consider the cost of entry to be …?

*Base: All visitors (n=207)*

2015
(n=207)

- Very good value for money: 30%
- Good value for money: 53%
- No strong views: 14%
- Poor value for money: 3%
- Very poor value for money: 1%

2014
(n=203)

- Very good value for money: 13%
- Good value for money: 46%
- No strong views: 15%
- Poor value for money: 6%
- Very poor value for money: 1%
Overall experience in Zoo today

Base: All visitors (n=207)

<table>
<thead>
<tr>
<th></th>
<th>2015 (n=207)</th>
<th></th>
<th>2014 (n=203)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Good</td>
<td>95%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Adequate</td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Could be improved</td>
<td>2%</td>
</tr>
</tbody>
</table>
Zoo Performance
Rating of various aspects of Belfast Zoo

Base: All visitors (n=207)

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Could be improved</th>
<th>Good</th>
<th>Adequate</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Queue times</td>
<td></td>
<td>99%</td>
<td>1%</td>
<td>-</td>
</tr>
<tr>
<td>Getting a ticket</td>
<td></td>
<td>97%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Overall experience</td>
<td>2%</td>
<td>95%</td>
<td>3%</td>
<td>-</td>
</tr>
<tr>
<td>Friendliness of staff</td>
<td></td>
<td>93%</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>Cleanliness</td>
<td>7%</td>
<td>90%</td>
<td>3%</td>
<td>-</td>
</tr>
<tr>
<td>Info signs on animals</td>
<td>5%</td>
<td>88%</td>
<td>6%</td>
<td>-</td>
</tr>
<tr>
<td>Car parking</td>
<td></td>
<td>87%</td>
<td>1%</td>
<td>11%</td>
</tr>
<tr>
<td>Free map</td>
<td>4%</td>
<td>85%</td>
<td>2%</td>
<td>9%</td>
</tr>
<tr>
<td>Value for money</td>
<td>5%</td>
<td>84%</td>
<td>12%</td>
<td>-</td>
</tr>
<tr>
<td>Signage</td>
<td>6%</td>
<td>84%</td>
<td>9%</td>
<td>1%</td>
</tr>
</tbody>
</table>
## Rating of various aspects of Belfast Zoo

*Base: All visitors (n=207)*

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Could be improved</th>
<th>Adequate</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of rest areas</td>
<td>5%</td>
<td>83%</td>
<td>10%</td>
</tr>
<tr>
<td>Ease of getting between exhibits</td>
<td>3%</td>
<td>82%</td>
<td>14%</td>
</tr>
<tr>
<td>Number of animal exhibits</td>
<td>13%</td>
<td>73%</td>
<td>14%</td>
</tr>
<tr>
<td>Toilets</td>
<td>2%</td>
<td>71%</td>
<td>19%</td>
</tr>
<tr>
<td>Quality of animal exhibits</td>
<td>16%</td>
<td>67%</td>
<td>16%</td>
</tr>
<tr>
<td>New Adventure Learning Centre</td>
<td></td>
<td>53%</td>
<td>1%</td>
</tr>
<tr>
<td>Gift shop</td>
<td></td>
<td>49%</td>
<td>2%</td>
</tr>
<tr>
<td>Catering facilities</td>
<td>7%</td>
<td>45%</td>
<td>20%</td>
</tr>
<tr>
<td>Variety of stock in Zoovenir shop</td>
<td></td>
<td>44%</td>
<td>5%</td>
</tr>
</tbody>
</table>

*Note: N/A indicates not applicable.*
What was your MOST favourite animal exhibit that you visited today?

*Base: All visitors (n=207)*

- Monkeys: 18%
- Lions: 12%
- Sea Lions: 11%
- Elephants: 11%
- Gorillas: 10%
- Giraffes: 8%
- Tigers: 7%
- Penguins: 5%
- Meerkats: 2%
- Prairie Dogs: 2%
- Birds: 2%
- Rainforest house: 2%
- Red Pandas: 1%
- Lemurs: 1%
- Hyenas: 1%
- Sloth: 1%
- Others: 5%
What was your LEAST favourite animal exhibit that you visited today?

*Base: All visitors (n=207)*

- **Birds**: 9%
- **Tigers**: 4%
- **Snakes**: 4%
- **Monkeys**: 3%
- **Wolves**: 3%
- **Bear**: 2%
- **Lions**: 2%
- **Bats**: 2%
- **Penguins**: 1%
- **Cheetah**: 1%
- **Anteater**: 1%
- **Rat**: 1%
- **Others**: 7%
- **Don’t know**: 12%
- **None**: 49%

*Often linked ‘least favourite’ animal with inability to see the animal*
In what specific ways, if any, do you think the Zoo could be improved?

Base: All visitors (n=207)

- Transport to top / uphill train: 12%
- Bigger exclosures for the animals: 5%
- More animals: 5%
- Cleaner / better conditions for all animals: 4%
- Floral hall needs refurbished: 4%
- Less empty cages: 4%
- More facilities for disabled: 3%
- Cleaner / better conditions for the bear: 3%
- More directional signs / routes around zoo: 3%
- More staff on site to answer questions: 2%
- Signage to zoo needs improved: 2%
- Animals do not look happy: 2%
- Improve childrens playground: 2%
- Make exhibits more visible: 1%
- More refreshment / cafe areas: 1%
- Information about animals that are not out: 1%
- Less hedges / Better view: 1%
- General tidy up / painting work: 1%
- More vegan / healthy options in cafe: 1%
- Better viewing areas for children / small people: 1%
- More interactive activities for kids: 1%
- Bigger / better conditions for elephants: 1%
- More sheltered areas: 1%
- Animals should be more active: 1%
- Toilets at playpark: 1%
- More information about animals: 1%
- Other: 6%
- Don't know: 9%
- Nothing: 24%
Zoo Services & Opening Hours
Awareness of additional Belfast Zoo services / offers

Base: All visitors (n=207)

Awareness that Belfast Zoo offers a range of other services such as animal adoptions, membership, friends of the zoo volunteer group, keeper for a day, corporate partnerships etc..

2015

- Yes: 69%
- No: 31%

2014

- Yes: 39%
- No: 61%
Awareness of additional Belfast Zoo services / offers

Base: All visitors (n=207)

Awareness that Belfast Zoo offer a number of different events throughout the year such as the historical zoo tour and seasonal events such as the kids Halloween fun day etc..

2015

- Yes: 56%
- No: 44%

2014

- Yes: 37%
- No: 63%
Currently the zoo is open from 10am to 7pm every day. Which of the following opening hour options would you most be in favour of?

**Base: All visitors (n=207)**

<table>
<thead>
<tr>
<th>Opening Hour Options</th>
<th>百分比</th>
</tr>
</thead>
<tbody>
<tr>
<td>10am-7pm every day</td>
<td>52%</td>
</tr>
<tr>
<td>10am-5:30pm every day</td>
<td>20%</td>
</tr>
<tr>
<td>10am-5:30pm weekdays and 10am-7pm at weekends</td>
<td>17%</td>
</tr>
<tr>
<td>10am-5:30pm every day except one late night (zoo could open to 9pm)</td>
<td>10%</td>
</tr>
<tr>
<td>10am-7pm weekdays and 10am-5:30pm at weekends</td>
<td>2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Origin of Visitor</th>
<th>Belfast (n=44)</th>
<th>Local Area (n=63)</th>
<th>Rest of NI (n=72)</th>
<th>Out-of-State (n=28)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10am-7pm every day</td>
<td>62%</td>
<td>40%</td>
<td>55%</td>
<td>53%</td>
</tr>
<tr>
<td>10am-5:30pm every day</td>
<td>21%</td>
<td>28%</td>
<td>17%</td>
<td>6%</td>
</tr>
<tr>
<td>10am-5:30pm weekdays and 10am-7pm at weekends</td>
<td>10%</td>
<td>23%</td>
<td>15%</td>
<td>24%</td>
</tr>
<tr>
<td>10am-5:30pm every day except one late night (zoo could open to 9pm)</td>
<td>7%</td>
<td>8%</td>
<td>11%</td>
<td>18%</td>
</tr>
<tr>
<td>10am-7pm weekdays and 10am-5:30pm at weekends</td>
<td>-</td>
<td>3%</td>
<td>2%</td>
<td>-</td>
</tr>
</tbody>
</table>
Website, Media and Visitor Interests
Belfast Zoo website

Base: All visitors (n=207)

Have you ever visited the Belfast Zoo website?
Base: All visitors (n=207)

- No: 45%
- Yes: 55%

Overall satisfaction with the Belfast Zoo website?
Base: All who visited the site (n=113)

- Very satisfied: 68%
- Fairly satisfied: 31%
- Not very satisfied: 1%

Typically what device would you use most often when accessing websites such as the Zoo website?
Base: All who visited the site (n=113)

- Mobile Phone: 52%
- Laptop: 23%
- Tablet: 18%
- PC: 7%
What, if any, improvements would you like to see made to the Belfast Zoo website?

Base: All who visited Zoo website (n=113)

- Mobile app: 2%
- More information for zoo members: 1%
- Suggestion box on the website: 1%
- Make it more mobile friendly: 1%
- Better information on feeding times: 1%
- Better directions to car park: 1%
- Prices made more clear: 1%
- Information on available animals: 1%
- Nothing: 76%
- Don’t know: 16%
What, if any, websites would you visit most often if you were looking for ideas or information for a day out?

*Base: All visitors (n=207)*

- **Google**: 52%
- **Trip Advisor**: 8%
- **Discover NI**: 7%
- **Visit Belfast**: 6%
- **Belfast City Council**: 5%
- **Tourism NI**: 4%
- **NI4KIDS**: 2%
- **Facebook**: 2%
- **Others**: 3%
- **None**: 6%
- **Don’t know**: 5%

*Others include: Daysoutwithkids.co.uk, Just Go, Netmums, Love Belfast, Belfast What's On Guide*
Newspaper readership
Base: All visitors (n=207)

Do you regularly read newspapers, either paper copies or an online version?
Base: All visitors (n=207)

- Yes: 42%
- No: 58%

Which newspapers (paper or online) do you read regularly?
Base: All who read news (n=87)

- Belfast Telegraph: 44%
- The Daily Mirror / Sunday Mirror: 21%
- Irish News: 15%
- The Sun / Sun on Sunday: 15%
- The Daily Mail / Mail on Sunday: 15%
- The Guardian: 13%
- The Times: 7%
- Independent: 6%
- Newsletter: 6%
- The Star: 5%
- Derry Journal: 2%
- Irish Times: 2%
- Others: 9%

News Readership by Sub-Group

<table>
<thead>
<tr>
<th>Sub-Group</th>
<th>Male</th>
<th>Female</th>
<th>16-29</th>
<th>30-44</th>
<th>45-60</th>
<th>60+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>50%</td>
<td>34%</td>
<td>31%</td>
<td>45%</td>
<td>55%</td>
<td>63%</td>
</tr>
<tr>
<td>Female</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Radio listenership
Base: All visitors (n=207)

- Yes: 69%
- No: 31%

Gender:
- Male (n=102): 77%
- Female (n=105): 60%

Age:
- 16-29 (n=86): 59%
- 30-44 (n=73): 77%
- 45-60 (n=40): 73%
- 60+ (n=8*): 75%

- 23%
- 40%
- 41%
- 23%
- 28%
- 25%
Which, if any, of the following would you describe as your hobbies or interests?

*Base: All visitors (n=207)*

- Family Time: 64%
- Socializing / Drinking / Eating Out: 51%
- Visiting friends / family: 41%
- Theatre / Cinema: 40%
- Watch TV / Film / Documentaries: 40%
- Music: 38%
- Walking: 36%
- Weekends Away / Short Breaks: 35%
- Shopping: 31%
- Watching sport on TV: 27%
- Reading: 22%
- Participate in sport: 18%
- Surfing the internet: 18%
- Gardening: 12%
- D.I.Y: 11%
- Photography: 10%
- Learning / Part time education: 8%
- Attending sports events: 4%
New Adventure Learning Centre in Belfast Zoo

Base: All visitors with children in their party (n=130)

Did you or any of the children in your party visit the New Adventure Learning Centre during your trip to the Zoo today?

- Yes: 68%
- No: 32%
New Adventure Learning Centre in the Zoo
*Base: All visitors with children in their party (n=207)*

How satisfied, or dissatisfied, were you with the New Adventure Learning Centre in the zoo?
*Base: All who visited New ALC (n=96)*

<table>
<thead>
<tr>
<th>Rating</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>1</td>
<td>66%</td>
</tr>
<tr>
<td>9</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>8</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>7</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>6</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>5</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>4</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>3</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>2</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>1</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

Overall average rating = 9.5

How satisfied, or dissatisfied, were you with the old play park in the zoo?
*Base: All who had visited the old play park (n=63)*

<table>
<thead>
<tr>
<th>Rating</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>0</td>
<td>3%</td>
</tr>
<tr>
<td>9</td>
<td>0</td>
<td>2%</td>
</tr>
<tr>
<td>8</td>
<td>0</td>
<td>8%</td>
</tr>
<tr>
<td>7</td>
<td>0</td>
<td>6%</td>
</tr>
<tr>
<td>6</td>
<td>0</td>
<td>8%</td>
</tr>
<tr>
<td>5</td>
<td>0</td>
<td>17%</td>
</tr>
<tr>
<td>4</td>
<td>0</td>
<td>17%</td>
</tr>
<tr>
<td>3</td>
<td>0</td>
<td>33%</td>
</tr>
<tr>
<td>2</td>
<td>0</td>
<td>10%</td>
</tr>
<tr>
<td>1</td>
<td>0</td>
<td>2%</td>
</tr>
</tbody>
</table>

Overall average rating = 5.7
The New Adventure Learning Centre…

- …enhanced my parties zoo experience today
  - Disagree: 30%
  - Agree: 67%
  - Strongly Agree: 6%
  - Neither Agree Nor Disagree: 3%

- …increased my length of stay at the zoo
  - Disagree: 2%
  - Agree: 32%
  - Strongly Agree: 61%
  - Neither Agree Nor Disagree: 4%

- …offered learning opportunities for the children (play and learn)
  - Disagree: 38%
  - Agree: 60%
  - Strongly Agree: 2%
  - Neither Agree Nor Disagree: 2%

- …provided equipment for use by children of all ages and abilities
  - Disagree: 3%
  - Agree: 35%
  - Strongly Agree: 60%
  - Neither Agree Nor Disagree: 1%

- …enhanced my perception of Belfast Zoo
  - Disagree: 2%
  - Agree: 32%
  - Strongly Agree: 60%
  - Neither Agree Nor Disagree: 5%

- …would encourage me to return to Belfast Zoo
  - Disagree: 4%
  - Agree: 36%
  - Strongly Agree: 55%
  - Neither Agree Nor Disagree: 4%
Advocacy
How likely or unlikely is it that you would recommend family and friends to visit Belfast Zoo?

**Base: All visitors (n=207)**

<table>
<thead>
<tr>
<th>Definitely</th>
<th>Very likely</th>
<th>Quite likely</th>
<th>Not sure</th>
<th>Quite unlikely</th>
<th>Very unlikely</th>
<th>Definitely not</th>
</tr>
</thead>
<tbody>
<tr>
<td>49%</td>
<td>39%</td>
<td>9%</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

### Age

<table>
<thead>
<tr>
<th>Age</th>
<th>16-29 (n=86)</th>
<th>30-44 (n=73)</th>
<th>45-60 (n=40)</th>
<th>60+ (n=8*)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definitely</td>
<td>48%</td>
<td>47%</td>
<td>55%</td>
<td>63%</td>
</tr>
<tr>
<td>Very likely</td>
<td>42%</td>
<td>37%</td>
<td>38%</td>
<td>38%</td>
</tr>
<tr>
<td>Quite likely</td>
<td>7%</td>
<td>15%</td>
<td>5%</td>
<td>-</td>
</tr>
<tr>
<td>Not sure</td>
<td>2%</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Quite unlikely</td>
<td>1%</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Very unlikely</td>
<td>0%</td>
<td>-</td>
<td>3%</td>
<td>-</td>
</tr>
<tr>
<td>Definitely not</td>
<td>0%</td>
<td>-</td>
<td>1%</td>
<td>-</td>
</tr>
</tbody>
</table>

*Caution: very small base*
Thinking about your entire experience today would you say that Belfast Zoo as a place to visit ..?

*Base: All visitors (n=207)*

<table>
<thead>
<tr>
<th></th>
<th>Age</th>
<th>16-29 (n=86)</th>
<th>30-44 (n=73)</th>
<th>45-60 (n=40)</th>
<th>60+ (n=8*)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greatly exceeded your expectations</td>
<td>9%</td>
<td>9%</td>
<td>8%</td>
<td>8%</td>
<td>25%</td>
</tr>
<tr>
<td>Exceeded your expectations</td>
<td>41%</td>
<td>40%</td>
<td>38%</td>
<td>48%</td>
<td>50%</td>
</tr>
<tr>
<td>Met your expectations</td>
<td>47%</td>
<td>49%</td>
<td>52%</td>
<td>40%</td>
<td>25%</td>
</tr>
<tr>
<td>Fell below your expectations</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>3%</td>
<td>-</td>
</tr>
<tr>
<td>Fell well below your expectations</td>
<td>0%</td>
<td>-</td>
<td>-</td>
<td>3%</td>
<td>-</td>
</tr>
</tbody>
</table>

*Caution: very small base*

<table>
<thead>
<tr>
<th>Exceeded Expectations</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>50%</td>
<td>41%</td>
<td></td>
</tr>
</tbody>
</table>
What, if anything, would encourage you to visit the Zoo more often?

Base: All visitors (n=207)

- Cheaper prices: 5%
- More animals: 4%
- Loyalty cards: 1%
- Special events: 1%
- The red pandas: 1%
- Membership packs: 1%
- Better internal transport: 1%
- If I lived closer: 1%
- Floral Hall improved: 1%
- Petting zoo: 1%
- More family activities: 1%
- More interaction for kids: 1%
- More learning activities for kids: 1%
- All the animals: 1%
- Clean up the zoo: 1%
- Other: 5%
- Nothing: 54%
- Don’t know: 18%

Others include: Better eating facilities, more play areas, coffee stand at play park, indoor play area, more space for animals, more advertising, special offers.
Brandwatch
Overview: Since May 2015 Belfast Zoo has been mentioned 506 times across different social media channels. Of those that could be categorised, 67 were positive mentions while 16 were negative. Twitter provided the largest majority of conversation, with noise being loudest on week commencing 8th June 2015 (later shown to be due to the arrival of the dragon).
Overview: The gender split was almost equal for those who were talking about Belfast Zoo using social media, while there was a variation of countries making noise about the Zoo (where location information was available).

Gender Split and Trend

Country Split

<table>
<thead>
<tr>
<th>Country</th>
<th>Authors</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>160</td>
<td>53%</td>
</tr>
<tr>
<td>United States</td>
<td>104</td>
<td>34%</td>
</tr>
<tr>
<td>Republic of Ireland</td>
<td>15</td>
<td>5%</td>
</tr>
<tr>
<td>Canada</td>
<td>7</td>
<td>2%</td>
</tr>
</tbody>
</table>
Wordle: The wordle automatically outputs the most talked about topics across the selected date range. As seen below a significant amount of noise was made surrounding the Game of Thrones dragon arriving at Belfast Zoo back in June.
Sites: Twitter was by far the most used channel to talk about Belfast Zoo from May-September 2015. Facebook was the next most popular channel.
Mentions (positive)

**Twitter**

- **Liverpool Airport**
  @LPL_Airport
  
  Need to keep the kids entertain this summer? Visit #Belfast Zoo. Fly from @lpl_airport in 50 mins with @flybe ljl.co.uk/1E1acbW

- **Belfast Telegraph**
  @beltele
  
  Belfast Zoo get summer off to a splashing start as they welcome sea lion pup #NINews
  belfasttelegraph.co.uk/news/northern-

- **@adhdComber**
  
  Belfast zoo allow carers in for free on production of proof. Ice cards are available to buy at our resource centre

- **Alan Tweedie**
  @alantweedie
  
  Haven't been to **Belfast Zoo** before....just planned a trip for next week. I'm already looking forward to it!

  2:33 p.m. - 19 May 2015

- **@BostonIrishLass**
  
  Awesome! **Belfast Zoo** animal magic as sick kids and their families enjoy Dreamnight
  belfasttelegraph.co.uk/news/northern-
  
  @BelTel #Belfast #BelfastZoo

**Instagram**

- **Fab day at Belfast Zoo** with my nieces!!
  Knackered now! Lols

- **Belfast Zoological Gardens**

- **THE ZOO**

- **Belfast Zoological Gardens**
Mentions (negative)

Facebook

Laura Fusco
09-Jun-2015 14:44:37

Belfast Zoo is pathetic, a waste of money & time, that has you climbing up a mountain the entire time with little to no animals. I prefer Dublin Zoo, it's a great family day out!

Twitter

Sara Beggs
@saraatheekidd

So, my family & I went to Belfast Zoo today. Complete waste of time. Got majorly drenched in the rain.

Patricia mccarthy
@pat35083377

@peta check out Belfast zoo on pick TV just seen a keeper use a bull hook on an elephant and it was chained sent tweet to them to complain.

Martin Rowson
@MartinRowson · May 5

Right - off in a sec to London City on way to Belfast for @Cqaf gig at @BlackBoxBelfast 1pm tomorrow. Planning trip to Belfast Zoo too.

fionnuala griffiths
@emmetsmother

@MartinRowson don't go to Belfast zoo - it is horrible.

9:12 a.m. · 5 May 2015
Mentions in pictures

Instagram

Website

SATURDAY, SEPTEMBER 12, 2015

Shower Time for Belfast Zoo Gentoo Penguins

Earlier this year, three adorable gentoo penguin chicks turned heads at the zoo. Zoo keepers have been preparing for their arrival since February, installing nest rings into the penguin enclosures and even putting up umbrellas for shade and to protect the parents and chicks from wet weather.
Mentions in pictures

**Twitter**

Belfast Zoo Gets a Baby Dragon From Esteros
irelandcalling.com/a-baby-dragon-...
#gameofthrones #ireland #dragon #tourism #belfast

**Instagram**

omccloy

smilestephanie.blackburn,
ceilenquininl.ikeaka_hoskins,
andrew_kennning.bernyunlque,
belfastzoo.elsia_crf. henry_birks_
and purenorthernireland like this

omccloy Good day at the #zoo #Belfast #coati # Toucan #Seal #Meerkat #Chimp
#kookaburra #belfastzoo #summer
Summary
Visitor Profile

- Four fifths of all respondents visited the zoo as part of a family (59%) or as a couple (21%).
- More than two fifths were between the ages of 16 and 29 (42%). Those at the upper end of the age range were least likely to visit the zoo, less than one in twenty (4%) visitors were aged 60+.
- Just over a fifth of visitors during the peak season were from the greater Belfast area (21%) and a further one third (30%) lived with 30 miles of the zoo. More than one in ten (14%) were out-of-state visitors, primarily from GB and RoI.

Transportation

- The majority of visitors travelled to the zoo by private car (84%).

Previous Attendance

- Over four fifths (85%) of all respondents had previously visited Belfast Zoo. In fact a third (33%) of all visitors had been to Belfast Zoo on more than 5 previous occasions.
- Almost two fifths (37%) of all repeat visitors stated that, on average, they visit Belfast Zoo at least 2 or 3 times a year.
Visitor Influences

- More than two fifths (44%) of all visitors were most likely to have been influenced to visit the zoo by children.
- Four fifths (80%) of all visitors stated that they did not consider visiting elsewhere.
- Of the one fifth of visitors who did consider going elsewhere the most frequently cited alternatives were Belfast City Centre, the Ulster Folk and Transport Museum, Titanic Belfast, W5 and the Ulster Museum.

Value for Money & Overall Experience

- More than four fifths (83%) of all visitors believe that Belfast Zoo is good value for money, a significant increase from the findings in 2014 (59% good value for money).
- Almost all (95%) visitors had a good experience during their visit to the zoo.

Zoo Performance

- Queue times, ticketing, overall experience, friendliness of staff and general cleanliness were all rated positively by the overwhelming majority of visitors.
- Information signs on animals, car parking, the free map, value for money, signage, the number of rest areas and the ease of getting between exhibits were also rated positively but to a lesser extent.
Zoo Performance (continued)

- The quality of the animal exhibits (16%) and the number of animal exhibits (13%) were the only two areas in which significant proportions of visitors believed could be improved.
- Of all the zoo services the catering facilities performed least positively. A fifth of all visitors stated that the catering facilities were only adequate and a further 7% stated that they could be improved.

Animals

- When asked for their favourite animal exhibits a wide range of answers were given with the monkeys (18%), lions (12%), sea lions (11%), elephants (11%) and gorillas (10%) the most frequently cited.
- Almost half (49%) of all visitors did not cite a least favourite animal or stated that they liked all of the animal exhibits. The birds were the least favourite animal exhibit, however, as with most of the animals cited as ‘least’ favourite it was often linked to their inability to see the animals at the time of visit.
Summary

Improvements
- Almost a quarter (24%) of visitors don’t think the zoo could be improved. The most frequently cited suggestions for improvement included: transport to the top of the zoo (12%), bigger enclosures for the animals (5%), more animals (5%), better conditions for the animals (4%), refurbishment of the Floral Hall (4%) and less empty cages (4%).

Additional Zoo Services & Opening Hours
- More than two thirds (69%) of all visitors were aware of additional zoo services such as the animal adoptions, memberships and volunteer groups. This is a significant increase on 2014 when only two fifths (39%) were aware of those additional services.
- More than half (56%) of all visitors were aware that Belfast Zoo offer a number of different events throughout the year. Again, this is a significant increase on 2014 when less than two fifths (37%) were aware of the various event offerings.
- More than half (52%) of all visitors stated that they were most in favour of the opening hours remaining from 10am to 7pm everyday. Out-of-state visitors and those from NI who live more than 30 miles from the zoo were most in favour.
Website, Media and Visitor Interests

- More than half (55%) of all visitors have previously visited the Belfast Zoo website and satisfaction with the website was almost universal amongst visitors to the site.
- More than two thirds (70%) of visitors use a mobile phone or a tablet when accessing websites such as Belfast Zoo’s. Despite high satisfaction it is therefore essential that the zoo website is mobile and tablet friendly.
- Google was cited by more than half (52%) of all visitors when asked what websites they would visit most often when looking for ideas or information on a day out.
- More than two fifths (42%) of all visitors read newspapers on a regular basis. Local publications such as the Belfast Telegraph and the Irish News proving popular.
- More than two thirds (69%) of visitors regularly listen to the radio, especially with visitors aged over 30.
- Visitors have a wide range of hobbies and interests with almost two thirds (64%) of all visitors citing family time as a key interest. Other hobbies and interests frequently cited by visitors included: socialising, visiting friends and family, theatre, cinema, watching TV, music, walking and short breaks.
Summary

New Adventure Learning Centre

- More than two thirds of visitors with children in their party visited or used the New Adventure Learning Centre during their trip to the zoo.
- Overall satisfaction was very high for the New Adventure Learning Centre (ALC) with an overall average of 9.5 out of a possible 10. The high satisfaction rating is especially significant when comparing satisfaction with the old play park, visitors only rated it with an average of 5.7 (out of a possible 10).
- The ALC also rated very strongly across a number of attitude statements. Almost all (97%) stated that the ALC enhanced their experience at the zoo (67% strongly agreed), 93% stated that the ALC increased their duration of visit (61% strongly agreed) and 98% stated that the ALC offered learning opportunities for their children.

Advocacy

- Almost 9 in 10 (88%) visitors stated that they would definitely or very likely recommend Belfast Zoo to family and friends. A further 9% would quite likely recommend the zoo meaning that overall 97% left the zoo as advocates.
Advocacy (continued)

- Positively, half (50%) of all visitors stated that their visit to Belfast Zoo exceeded or greatly exceeded their expectations, a significant increase from the findings in 2014 (41%).

- Finally, more than half (54%) of all visitors stated that nothing would encourage them to visit the zoo more often. However, suggestions that may encourage repeat visitation included: cheaper prices, more animals, loyalty cards, special events and better internal transport.