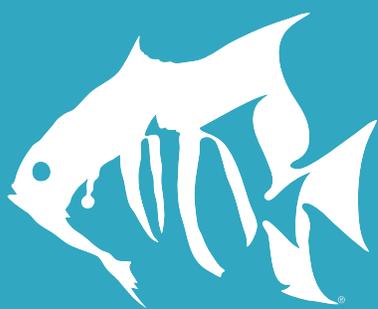


2021 Membership Survey Overview



NORTH CAROLINA
AQUARIUM
SOCIETY

Summary



The North Carolina Aquarium Society membership survey is distributed to all active members every two years. This year, the survey was sent to our members in November.

The objective of the survey is to gauge members' experiences, perceived value, and expectations of the North Carolina Aquarium Society's membership program and offerings of the three North Carolina Aquariums and Jennette's Pier. Members were enticed to respond to the survey with a chance to win a prize.



1,449 member responses

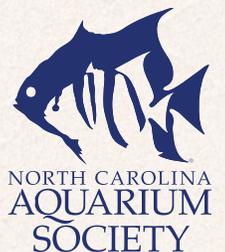
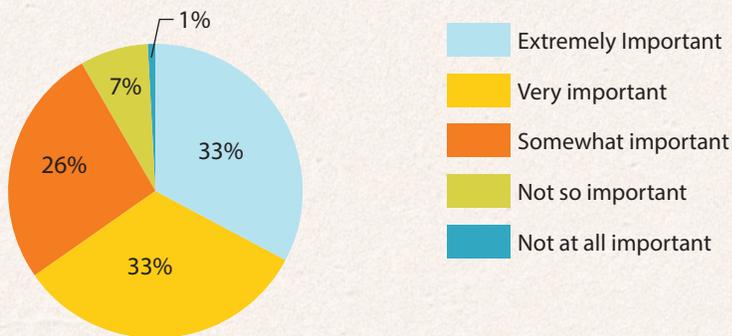


1. What do you value most about your North Carolina Aquarium membership? (Select all that apply)

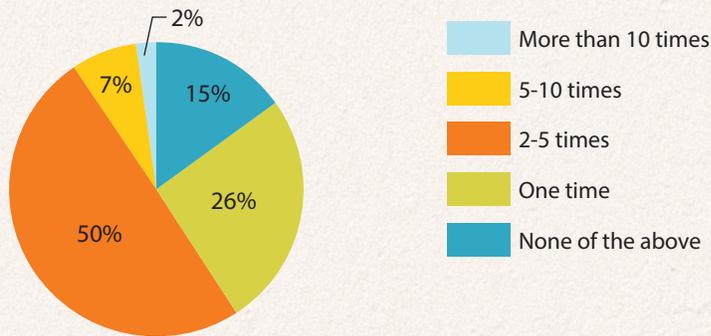


"I love all that you do and I like the feeling that my membership is one way to help the animals that I love."

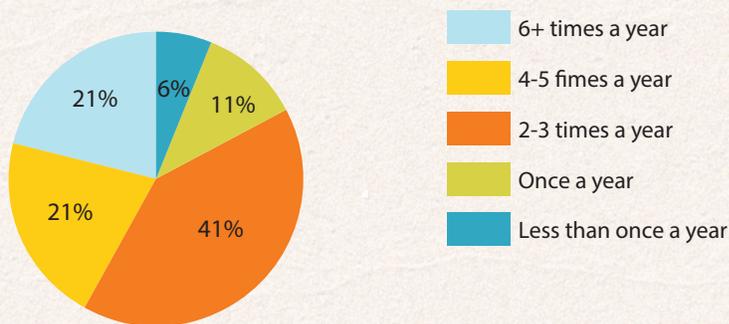
2. How important is the reciprocal program with other zoos and aquariums to you?



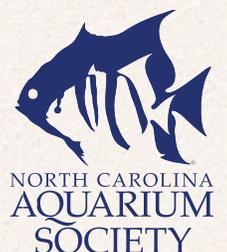
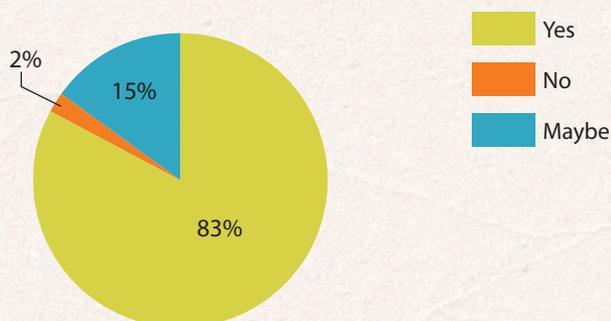
3. How many times per year do you use your membership to visit one of our reciprocal facilities (like the NC Zoo or other zoos and aquariums)?



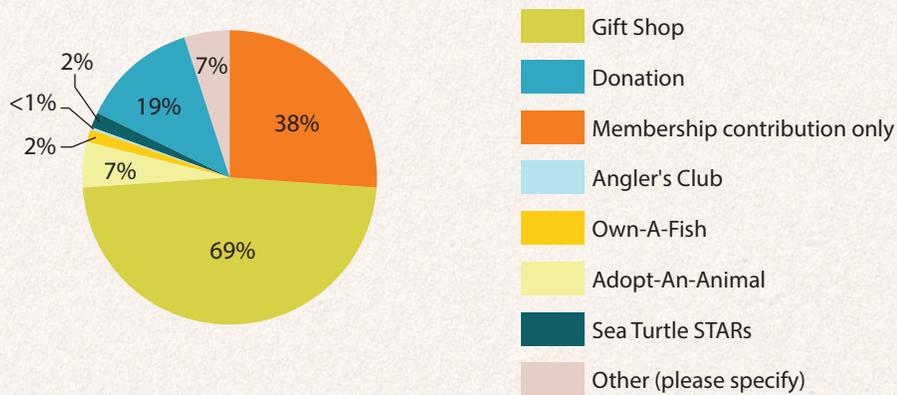
4. On average, how many times in one year do you or your family visit a North Carolina Aquarium and/or Jennette's Pier?



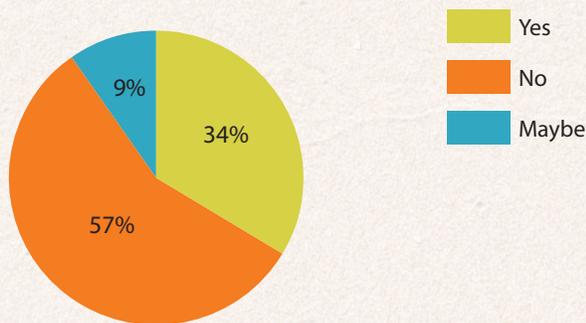
5. Do you intend to renew your NC Aquarium Society membership for the year 2022?



6. In addition to your annual NC Aquarium Society membership contribution, what other ways do you support the North Carolina Aquariums? (Select all that apply)



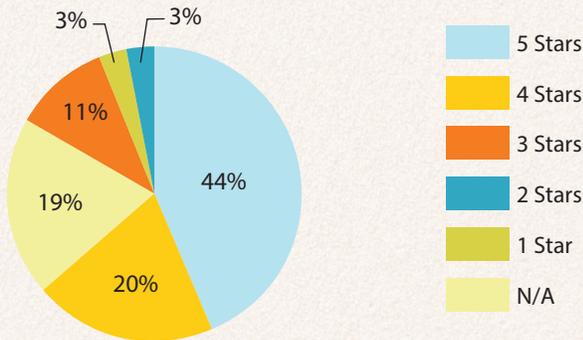
7. After we reopened in September 2020, has COVID-19 impacted your ability to visit the North Carolina Aquariums?



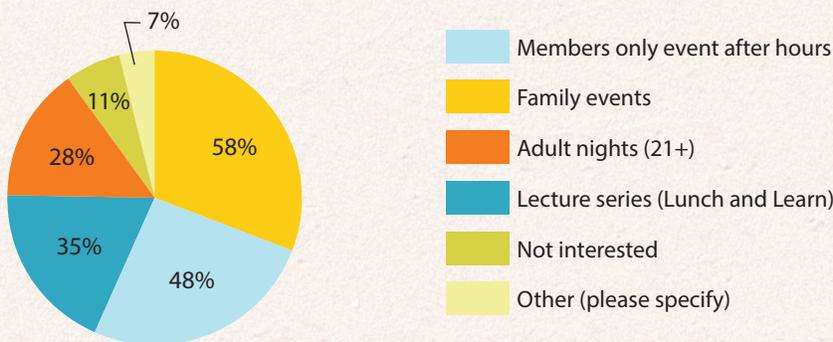
“It hasn’t. I appreciate all the steps [the Aquariums] are taking to ensure that the visitors stay safe and healthy.”



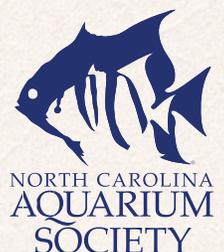
8. Rate your experience with the online ticketing process and with the timed ticketing admission system:



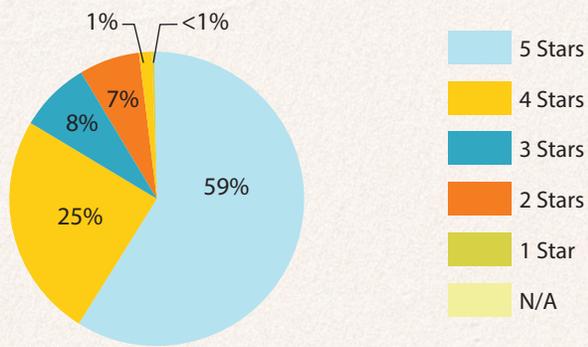
9. What type of event would you be interested in attending at the NC Aquariums and Jennette’s Pier? (Select all that apply)



10. What type of event would you consider hosting at the NC Aquariums and/or Jennette’s Pier? (Select all that apply)

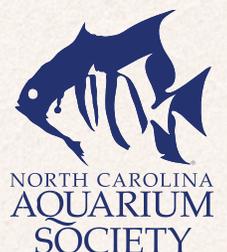
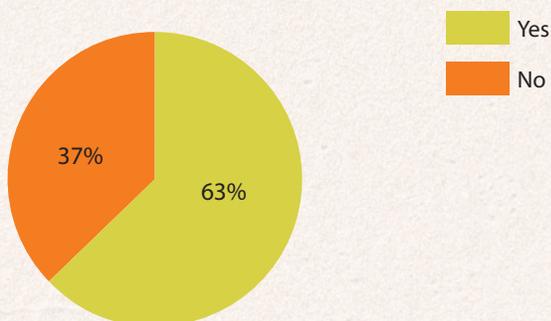


11. How would you rate your experience at the Gift Shop?



"[We] would never turn down an opportunity to visit the Gift Shop...some unique items and a lovely, polite, welcoming staff."

12. Are you aware that the North Carolina Aquarium gift shops have an online store?



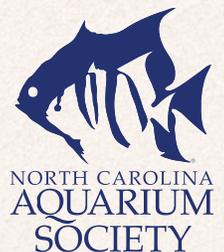
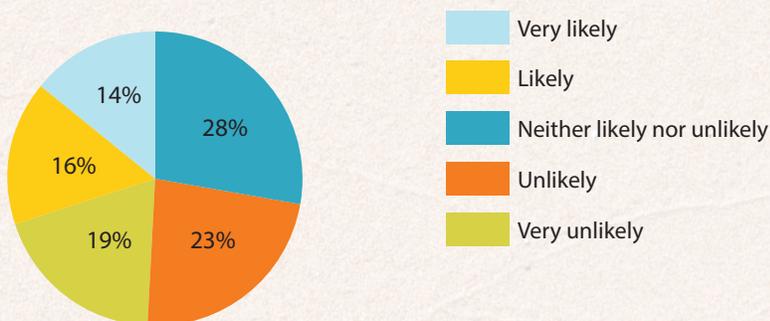
13. If you made a purchase through our online gift shop, how would you rate your experience?



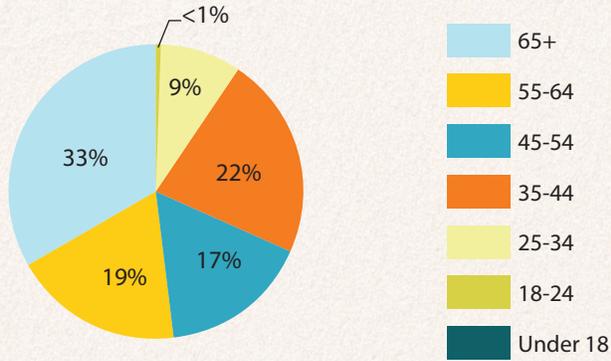
14. Were you asked if you a NC Aquarium member when checking out at the Gift Shop?



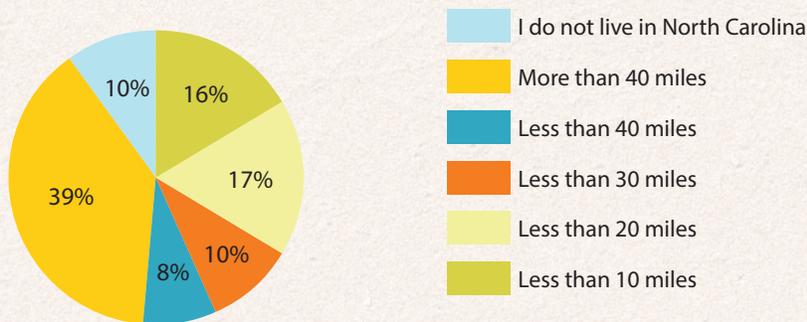
15. If available, how likely would you be to get an NC Aquariums specialty license plate from the NC DMV?



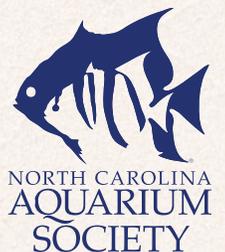
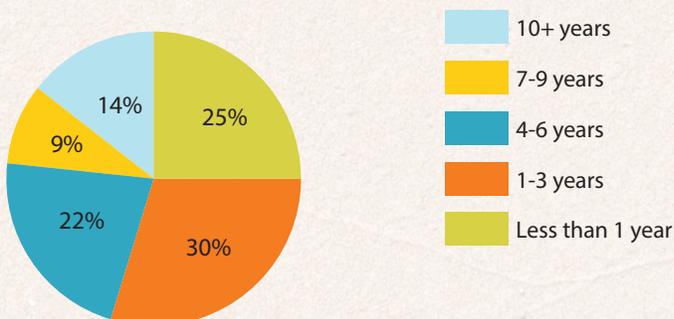
16. What is your age range?



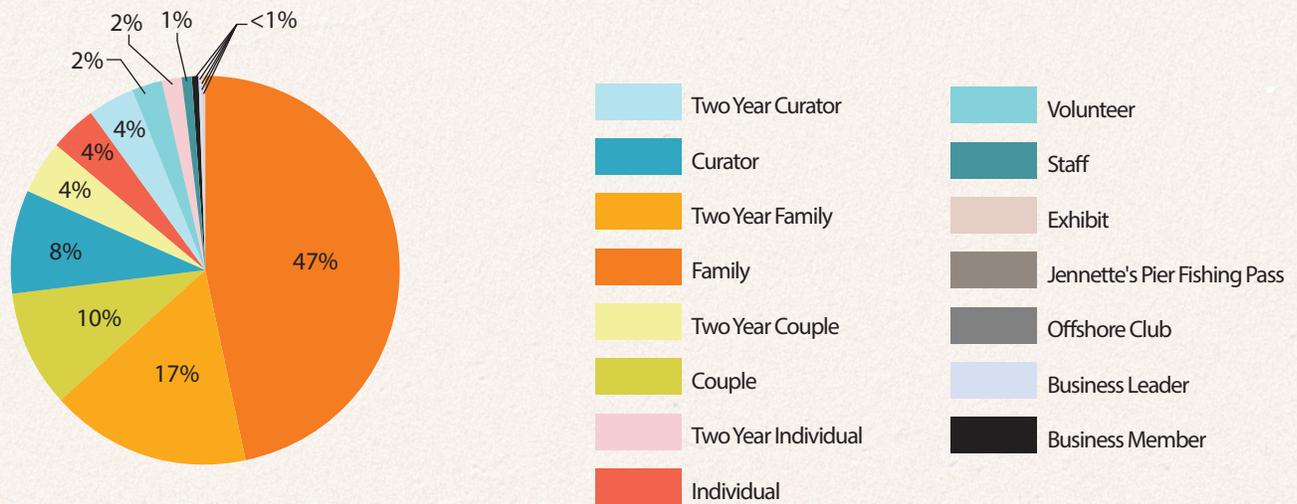
17. How far away do you live from a North Carolina Aquarium facility?



18. How long have you been a North Carolina Aquarium Society member?



19. What type of membership do you currently have?



"The family membership works best for us, since we have 5 grandchildren ranging in age from 5 to 13. They all love it."

