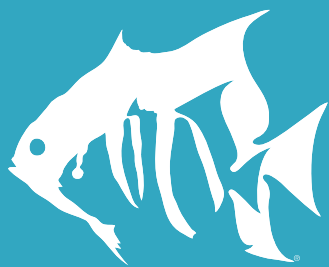


# 2023 Membership Survey Overview



NORTH CAROLINA  
AQUARIUM  
SOCIETY

# Summary

The North Carolina Aquarium Society membership survey is distributed to all active members every two years. In 2023, the survey was sent to our members in December.

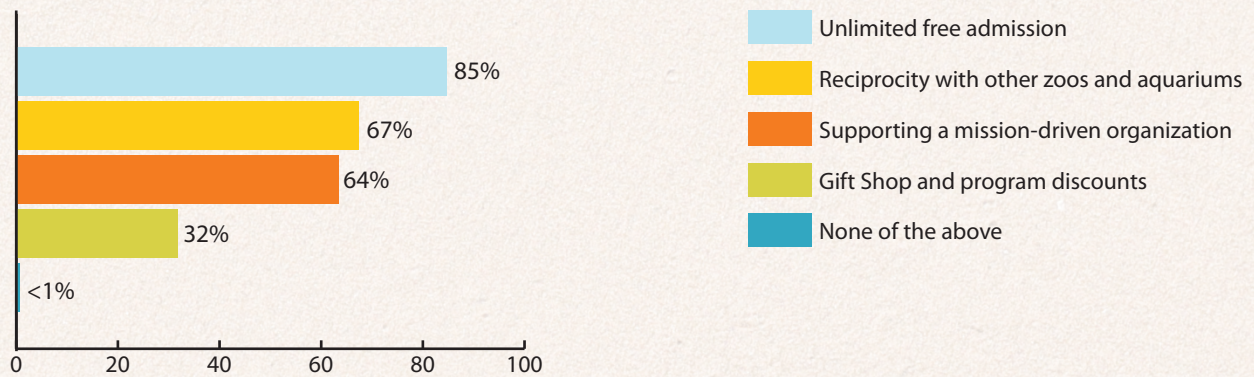
The objective of the survey is to gauge members' experiences, perceived value, and expectations of the North Carolina Aquarium Society's membership program and offerings of the three North Carolina Aquariums and Jennette's Pier. Members were enticed to respond to the survey with a chance to win a prize.



1,286 member participants



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

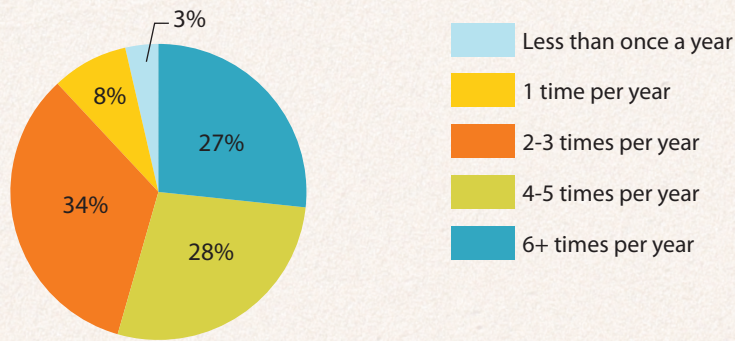


“We love being members because every visit is different, especially as the kids grow and become more interested in the different things the Aquarium offers.”

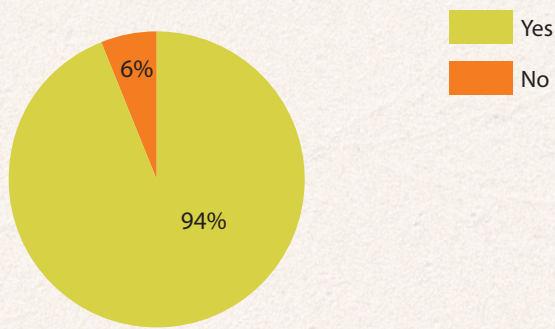
# 2. How important is the reciprocal program with other zoos and aquariums to you?



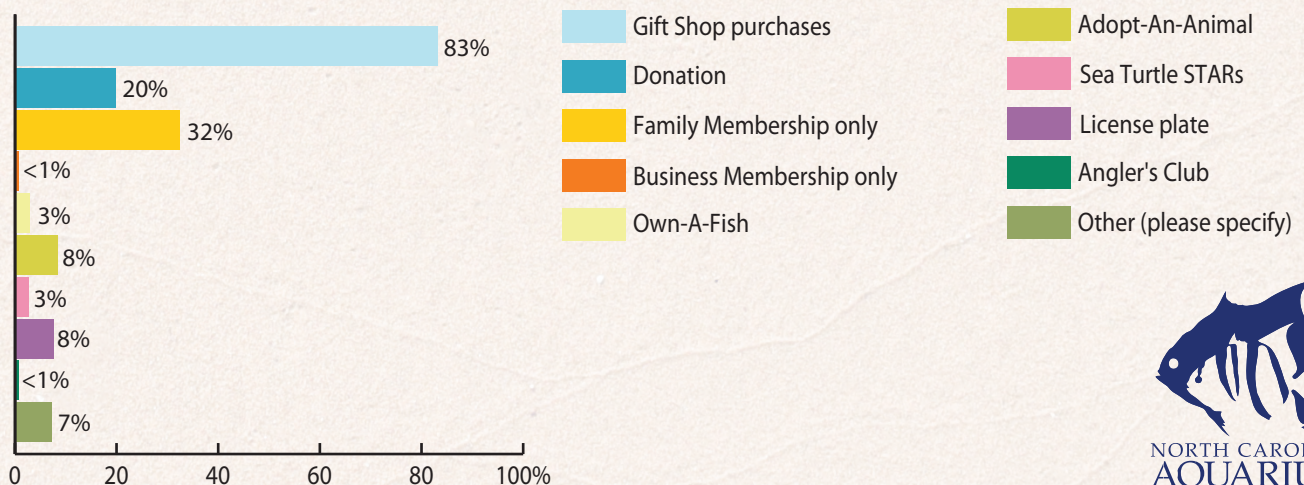
3. On average, how many times in one year do you or your family visit a NC Aquarium and/or Jennette's Pier?



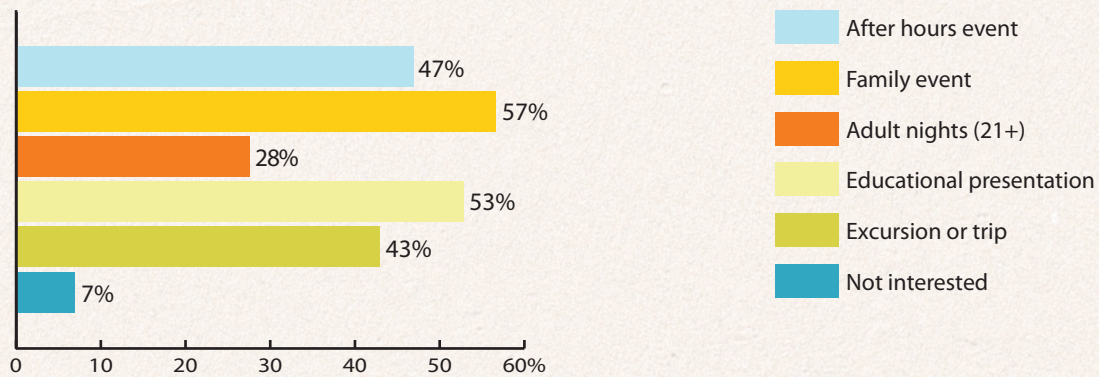
4. Do you intend to renew your NC Aquarium Society membership for the year 2024?



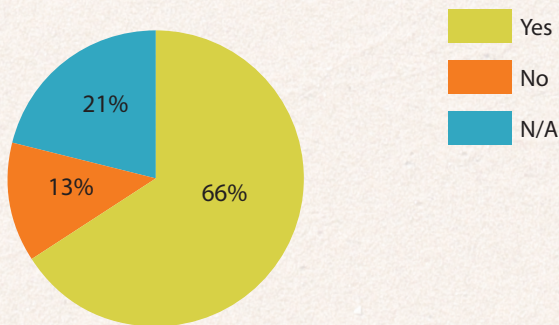
5. In addition to your annual NC Aquarium Society membership contribution, what other ways do you support the NC Aquariums? (Select all that apply)



6. What potential types of members-only events or programs would most interest you? (Select all that apply)



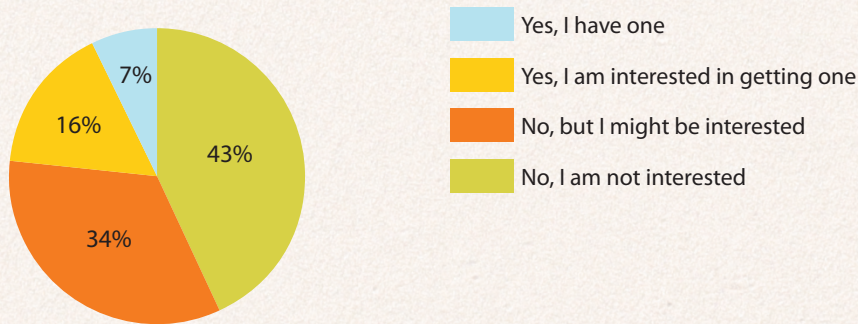
7. During your last visit, were you asked if you are a NC Aquarium member when checking out at the Gift Shop?



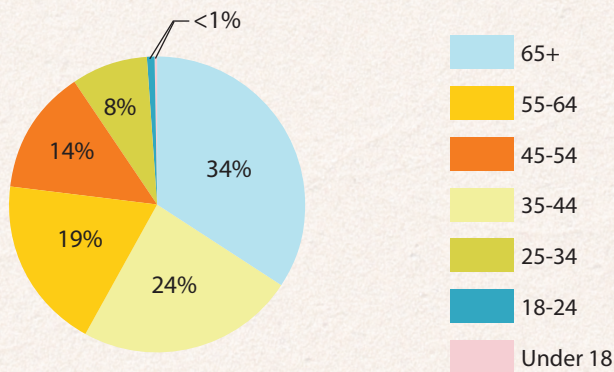
“I purchased the yearly membership and now I get to share my experience with [my daughter] as I did as a child. She enjoys the Aquarium so much and loves the otters and always thinks it’s a new experience every visit.”



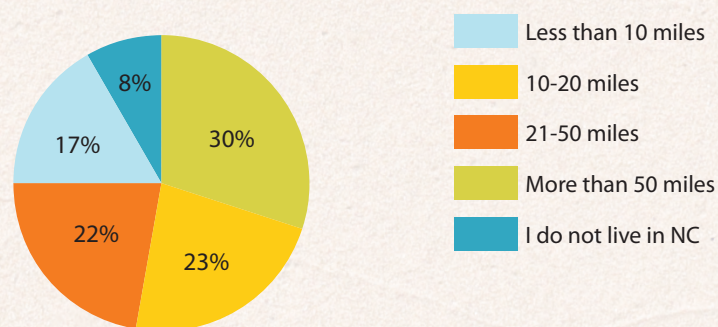
8. Are you aware of the new NC Aquariums specialty license plate available from the NC DMV?



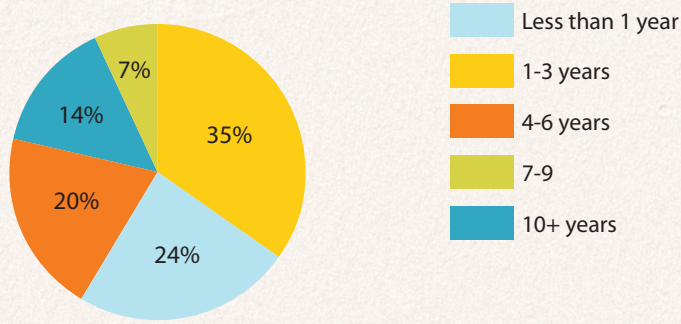
9. What is your age range?



10. Approximately how far away do you live from a NC Aquarium facility?



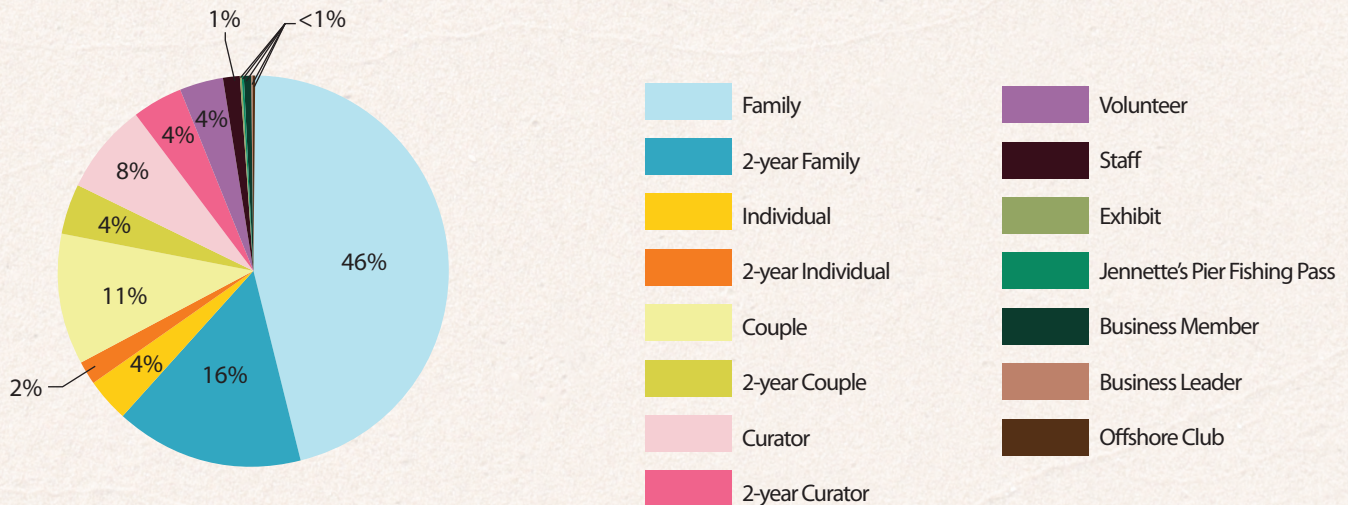
## 11. How long have you been a NC Aquarium Society member?



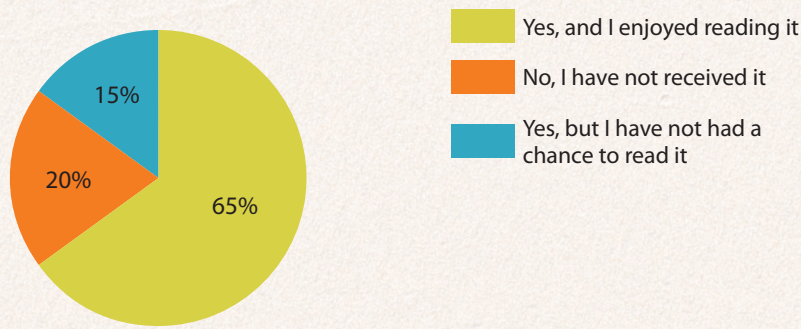
Boompa and Teema have a family membership so we can take our grandkids to the Aquarium. It's always fun to see what the kids will go bonkers over, whether it's the owl, the otters, the seahorses, the jellies, the climbable statues or the play area. Each trip is a new adventure and memory.



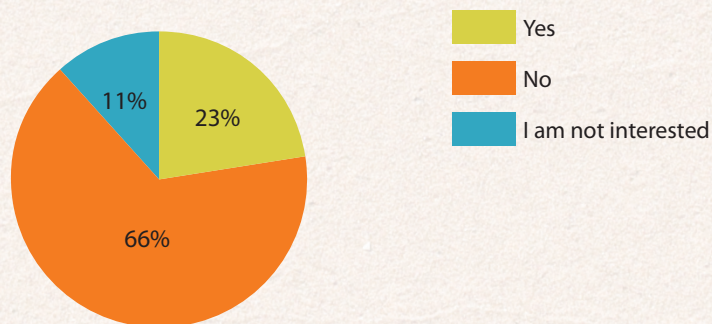
## 12. What type of membership do you currently have?



13. Have you received your Members Only SEA SECRETS email newsletter?



14. Do you take advantage of our auto-renewing membership option?

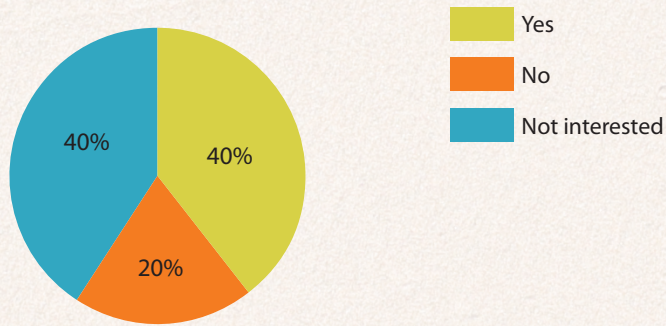


15. Are you aware of our online donation option to the NC Aquariums?





16. Are you aware that you can take advantage of recurring online donations?



17. How did you learn about the membership program?



18. What aspect do you appreciate the most about the NC Aquariums and/or Jennette’s Pier?

