

### 3) Please Give Us Your Impressions about Mote

We'd like to know your impressions about Mote and your understanding of the work we do.

What were your expectations of Mote Aquarium prior to this visit?

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What is the overall message, if any, that you got from your visit?

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What is one new idea you are taking away with you?

I didn't know or realize that \_\_\_\_\_

It reminded me that \_\_\_\_\_

How would you describe Mote's mission?

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How do you think Mote programs are funded?

(check all you think apply)

- federal government     state of Florida     public fundraising  
 foundation grants     private donations     Aquarium admissions fees

If you are interested in receiving updates on Mote information and programs, please leave us your e-mail address. It will NOT be shared with third parties.

E-Mail Address \_\_\_\_\_

Please drop off your completed survey at any one of the following drop off locations: the Aquarium information desk, Marine Mammal Center admissions area, both gift shops.

Thank you for your time and interest in completing this survey. We hope you enjoyed your visit and will come back in the future.



# Visitor Survey

Your opinion is important to us. Please fill out this survey to help us in our efforts to improve the visitor experience at Mote. This survey is also available online at [www.mote.org/visitorsurvey](http://www.mote.org/visitorsurvey). Thank you for your time.

### 1) Please tell us about yourself:

Date & time of visit \_\_\_\_\_ # in your party \_\_\_\_\_

Zip Code \_\_\_\_\_ # children under 12 \_\_\_\_\_

# adults \_\_\_\_\_

Florida resident?  No     Seasonal     Full Time

Gender  Male     Female

Age  0-18     19-25     26-35     36-50  
 51-65     65+

Category  Visitor     Staff     Volunteer     Member/Guest  
(check all that apply)

Education Level  Pre-High School     High School  
 College     Post-graduate

How often do you visit Mote?

- 1st time     monthly     semi-annually     annually  
 other (explain) \_\_\_\_\_

When was the last time you visited? \_\_\_\_\_

Why did you decide to visit today? \_\_\_\_\_

How did you first become aware of Mote?

- Word of mouth     Advertising     Brochure     Internet  
 Mote Mobile Exhibit     News     Other \_\_\_\_\_

Have you ever visited the Mote web site at [www.mote.org](http://www.mote.org)?  Yes     No

**2 ) Please give us your thoughts about your experience at Mote Aquarium today**

**Please rate your overall experience on a scale of 1 to 5 with 1 being poor and 5 being outstanding**    1    2    3    4    5

**Please name three experiences (other than dining) that you found most memorable.**

**1.** \_\_\_\_\_

Describe what specifically you liked about this particular experience: \_\_\_\_\_

\_\_\_\_\_

**2.** \_\_\_\_\_

Describe what specifically you liked about this particular experience: \_\_\_\_\_

\_\_\_\_\_

**3.** \_\_\_\_\_

Describe what specifically you liked about this particular experience: \_\_\_\_\_

\_\_\_\_\_

**Did you meet any of our volunteers today (they wear teal shirts)?**     Yes     No

**Did they provide you with helpful information?**     Yes     No

**Did you purchase anything in the Gift Shop?**     Yes     No

**Did you eat at the Deep Sea Diner?**     Yes     No

**If you ate at the Deep Sea Diner, please rate your experience on a scale of 1 to 5 with 1 being poor and 5 being outstanding**    1    2    3    4    5

**Do you have any suggestions on how or where we can improve your experience?**

\_\_\_\_\_

\_\_\_\_\_

**How likely are you to recommend to friends and relatives that they visit Mote Aquarium?**

Highly likely     Somewhat likely     Somewhat unlikely     Not at all likely

**Please continue to back of survey for additional questions** .....>