

Thank you for visiting the Aqua-Life Centre.

# Visitor Survey

In order to ensure that our visitors receive the maximum enjoyment from their visit, would you please take a few moments to complete this survey. Thank you.

## 1. How was the weather on your visit?

- Sunny/bright     Overcast/dull     Rainy/cold

## 2. What time did you arrive?

- Before noon                       Noon - 2pm  
 Afternoon                          6pm onwards

## The visitor

## 3. Where do you live? Please state the county and, if overseas, the country:

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## 4. Are you:

- A local resident  
 A day visitor (travelling over 20 miles)  
 On holiday (more than 1 night away)

## 5. In what type of accommodation are you staying?

- Hotel                                  B&B  
 Holiday camp/park                Tent/caravan/trailer  
 Rented                                Friends/relatives  
 2nd Home                          YHA/YMCA/Hostel  
 Own home

## 6. Did you specifically set out to visit Aqua-Life today?

- Yes                                     No

## 7. If no, where else are you visiting today?

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## 8. What is your profession?

- Professional                        Senior management  
 Middle management              Clerical  
 General/manual                   Retired  
 At school                           In further education  
 Unemployed                        Housewife

## 9. Please indicate your gender:

- Male                                  Female

## 10. What is your age range?

- 10 - 16                               17 - 25                               26 - 35  
 36 - 45                               46 - 65                               Over 65

## Publicity

## 11. How did you hear about Aqua-Life?

- Advertising                        Just passing                        Recommended  
 Previous visit                      Other Aquarium Centre  
 Other \_\_\_\_\_

## 12. Would you say our advertising gives an accurate picture of Aqua-Life?

- Yes                                     No

## The visit

## 13. How much time did you spend at Aqua-Life?

- 0 - 0.5 hours                       0.5 - 1 hour                       1 - 1.5 hours  
 1.5 - 2 hours                       2 - 2.5 hours                       2.5 - 3 hours  
 Over 3 hours

*Thank you for completing this survey. We hope you will visit again soon.*