



Community Link Program

Public Affairs Program • Maxwell School of Citizenship and Public Affairs • Syracuse University

ROSAMOND GIFFORD ZOO LAPSED MEMBERSHIP REPORT

**A Study Conducted for the Rosamond Gifford Zoo
By Lucie Huston
November 2016**

**Lapsed Membership Report
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EXECUTIVE SUMMARY

Introduction: This study describes the results of a survey taken of previous membership holders of the Rosamond Gifford Zoo. The study will be presented in a report to the board of the Zoo. This report will be used to develop ways to incentivize membership renewal.

Methods: The data were collected from a Constant Contact survey of previous membership holders (2,190) who declined to renew their membership with the Zoo between January 2014 and December 2015. 71 responses were collected (3%).

Findings:

1. The most frequently selected reason for purchasing the annual zoo membership was “it was a better value than single-admission tickets” (70%). (n=70)
2. The most frequently selected reason for not renewing membership was “I did not visit the Rosamond Gifford Zoo enough to warrant renewing” (46%). (n=69)
3. The most frequently selected benefit respondents said they used during their membership was the “free member t-shirt” (74%). (n=70)
4. 90% of respondents said “Yes” or “Maybe” when asked whether they would consider renewing their memberships. (n=70)
5. 86% of respondents said “No” or “Maybe” when asked whether respondents would purchase membership as a gift. (n=70)

INTRODUCTION

This study describes the results of a survey taken of previous membership holders of the Rosamond Gifford Zoo. The information collected will be used to help the zoo maintain members who are very important to its continuity. Assessing the reasons behind the lapses of membership will allow the Zoo to develop ways to increase membership renewal.

METHODS

How Data Were Collected

Instrumental Design: Staff of the Rosamond Gifford Zoo designed a survey to record membership information from lapsed members of the Zoo.

Data Collection Method: The Zoo put together a list from their membership records of the emails of members who did not renew their membership between January 2014 and December 2015. The Zoo sent out the Constant Contact survey via email to those on the lapsed membership list on August 19, 2016. Surveys were collected until September 15, 2016.

Target Population and Sample: The email with the Constant Contact survey was sent to 2,190 lapsed members who ended their membership between January 2014 and December 2015. 71 responses were collected via the Constant Contact survey platform (3%). One completed survey was discarded because the respondent had not lapsed their membership and did not belong in the target population.

Quality of Data

Representativeness: Percentages of the different membership types in the survey responses were generally equal to those who were contacted, showing that the sample represents the target population (See Figure 1). However, the sample of 3% (70) suggests that the data may not be representative of the target population (2,190), and is a threat to the representativeness of the report.

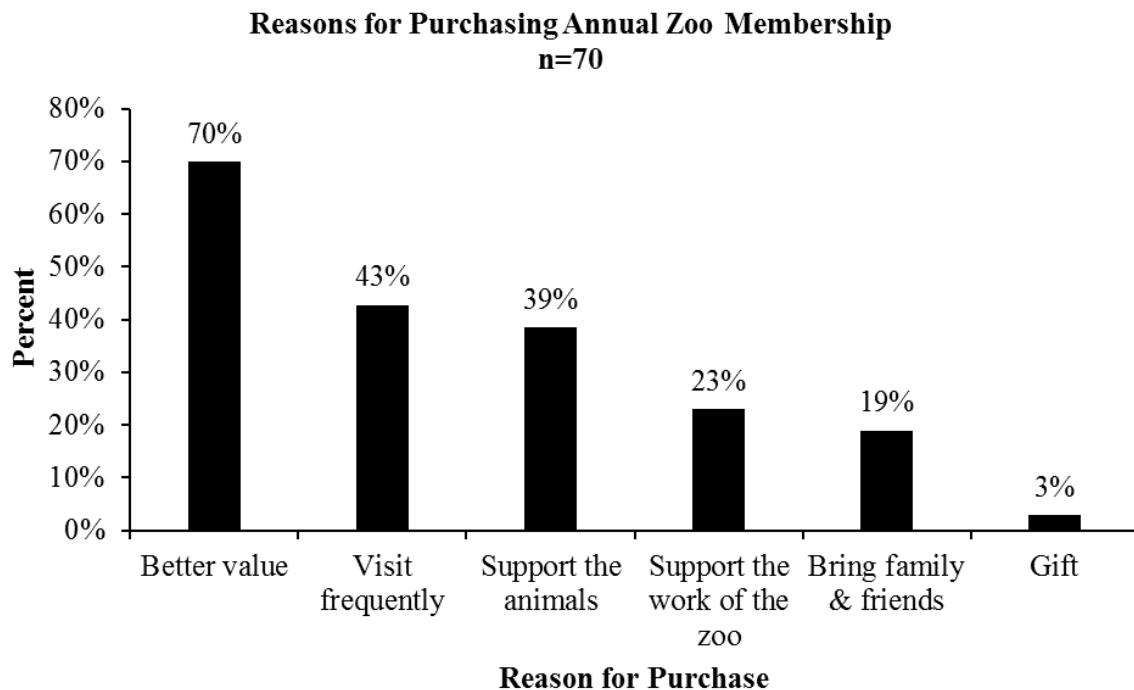
Figure 1. Membership Types

Membership Type	Family	Family +1	Grandparent	Dual	Patron +1	Senior Dual	Total
Target Population	44%	27%	7%	18%	2%	2%	100%
Sample	48%	32%	4%	14%	1%	1%	100%

Accuracy: The sample may have inaccuracies due to respondents misunderstanding that a majority of the questions were “Choose all that apply”. This misunderstanding may have caused respondents to only choose one answer where more may have applied. Some respondents put comments or “other” responses under questions that were unrelated to that question or related to a different question.

FINDINGS

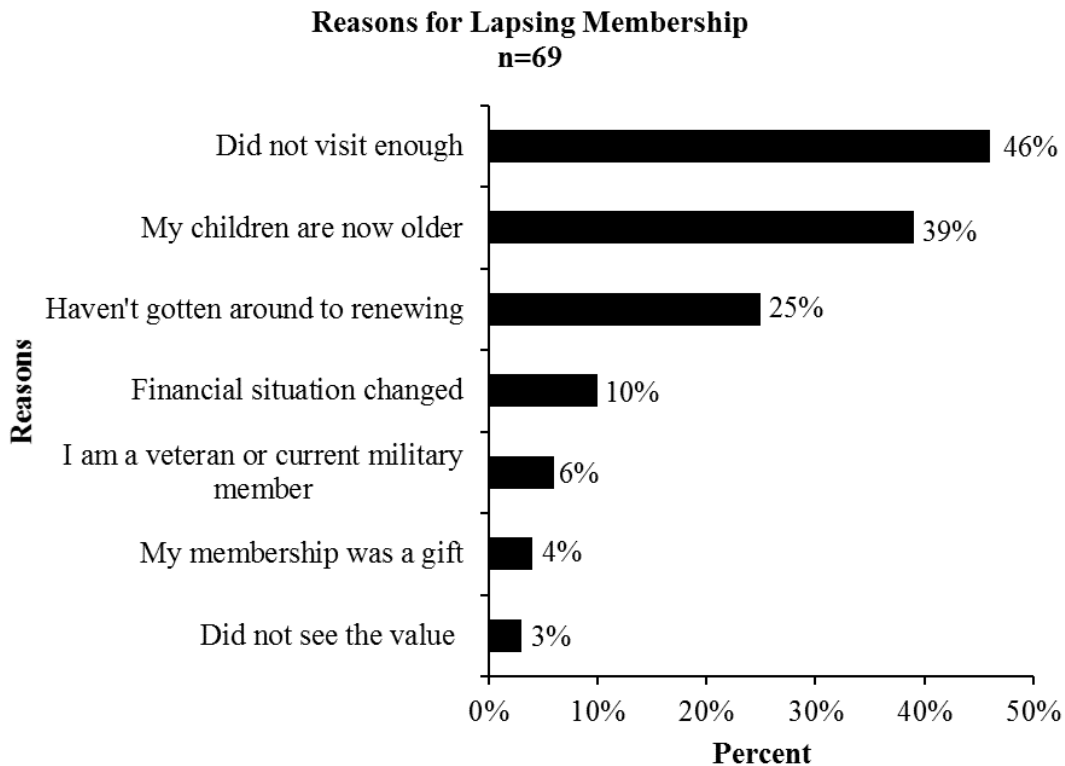
1. The most frequently selected reason for purchasing the annual zoo membership was “it was a better value than single-admission tickets” (70%).



Source: Data collected for the Rosamond Gifford Zoo by Lucie Huston, Community Link Project, Syracuse University, November 2016

Comment: The graph adds up to more than 100% because respondents were allowed to select all applicable responses. Nine respondents chose “Other” and wrote in responses. Three “Other” responses were included in the “Bring family & friends” category in the graph. Other responses included “Goes well with homeschooling” (n=1), “Gave us discounts at other zoos” (n=1), “Can no longer afford membership” (n=1), “We do not visit the zoo as much and expense was not worth the discount received at reciprocals” (n=1), “No grandchildren were able to visit this year” (n=1), and “Children grew up” (n=1). See Appendix III for full responses.

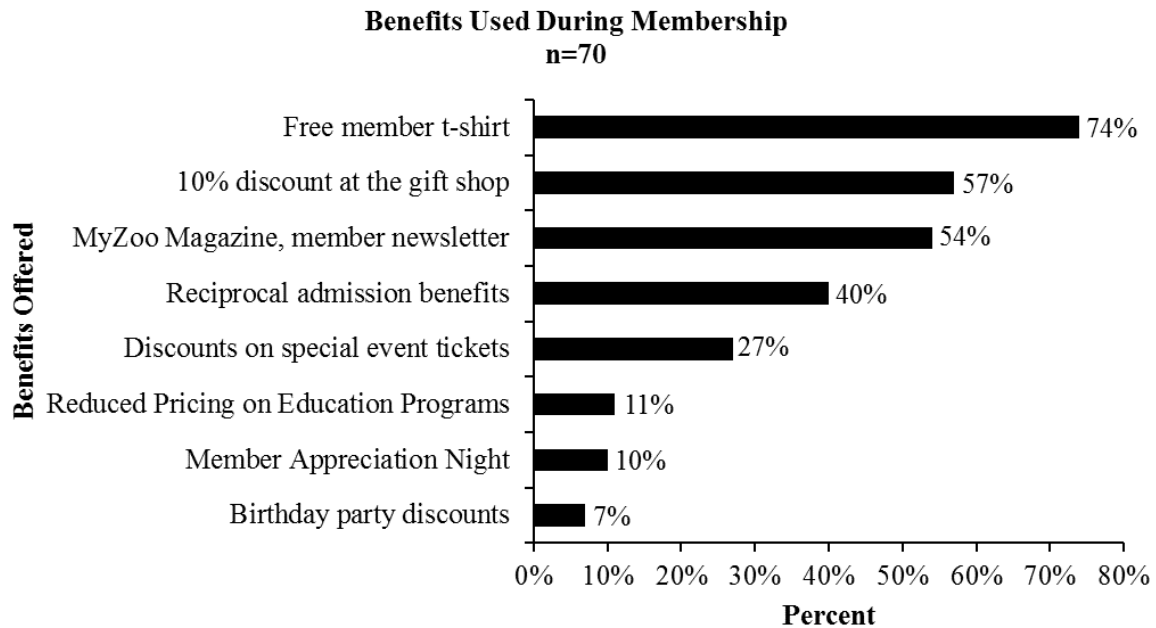
2. The most frequently selected reason for not renewing membership was “I did not visit the Rosamond Gifford Zoo enough to warrant renewing” (46%).



Source: Data collected for the Rosamond Gifford Zoo by Lucie Huston, Community Link Project, Syracuse University, November 2016

Comment: The graph adds up to more than 100% because respondents were allowed to select all applicable responses. One respondent did not answer the question. 21 respondents selected “Other” and wrote in responses. One response was aggregated into the category “I am a veteran or current military member”. Seven of these respondents said they lapsed membership for financial reasons, so these responses were recorded in a new category called “Financial situation changed”. Other responses included “Do not live in the area” (n=4), “Injury/Sickness” (n=3), “Membership plans no longer fit” (n=2) “Times are not convenient” (n=2), “We do not visit the zoo as much and expense was not worth the discount received at reciprocals” (n=1) and “The heat this year made viewing animals difficult” (n=1). See Appendix III for full responses.

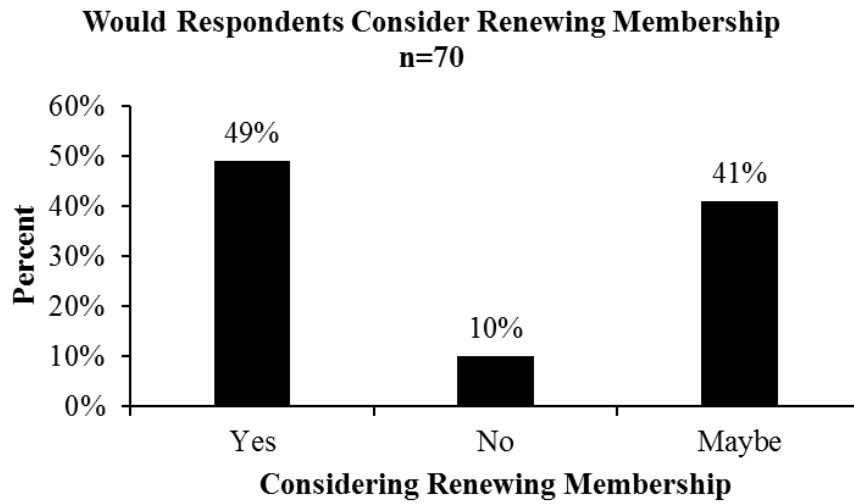
3. The most frequently selected benefit respondents said they used during their membership was the “free member t-shirt” (74%).



Source: Data collected for the Rosamond Gifford Zoo by Lucie Huston, Community Link Project, Syracuse University, November 2016

Comment: The graph adds up to more than 100% because respondents were allowed to select all applicable responses. In another question, the survey asked respondents “Are there additional benefits that you would like to see added to an annual membership?” and 9 respondents answered. Respondents said “Special hours” (n=2), “Food discount” (n=2), “More activities for younger children” (n=1), “More opportunity to interact with animals” (n=1), “Free guest passes for friends” (n=1), “Reduced admission to Brew at the Zoo” (n=1) and “Discount on food items” (n=1). See Appendix III for full responses.

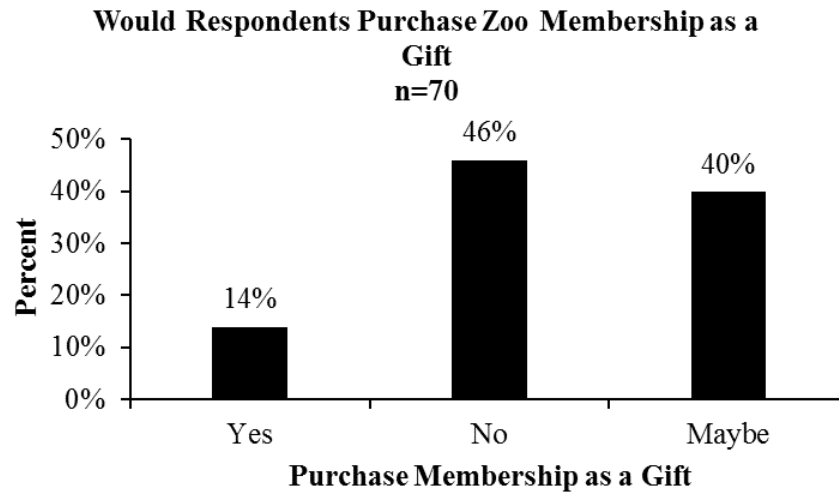
4. 90% of respondents said “Yes” or “Maybe” when asked whether they would consider renewing their memberships.



Source: Data collected for the Rosamond Gifford Zoo by Lucie Huston, Community Link Project, Syracuse University, November 2016

Comment: Ten respondents wrote comments. Respondents said “No, too busy” (n=5), “No, financial issues” (n=2), “If there was a plan that worked for us” (n=1), “Moved away” (n=1) and “No need because my husband and I are both veterans” (n=1). See Appendix III for full responses.

5. The most frequently selected responses were “No” (46%) and “Maybe” (40%) when asked whether respondents would purchase membership as a gift.



Source: Data collected for the Rosamond Gifford Zoo by Lucie Huston, Community Link Project, Syracuse University, November 2016

Comment: Two respondents wrote comments. Respondents said “Christmas gift” (n=1) and “No one to give it to” (n=1). See Appendix III for full responses.

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Appendix I

Blank Survey

What were your reasons for purchasing your annual zoo membership? (Select all that apply)

- It was a better value than purchasing single admission tickets
- I visit the zoo on a frequent basis
- I wanted to support the animals at the zoo
- I often have family and friends visit and the zoo is a great place to take them
- My membership was a gift
- I support the work the Rosamond Gifford Zoo does with animal care, conservation, and education

What are your reasons for not renewing your membership? (Select all that apply)

- I did not see the value in being a member
- I did not visit the zoo enough to warrant renewing
- I haven't gotten around to renewing my membership
- I was unhappy with my experience at the zoo
- My children are now older and we don't get to the zoo very often
- My membership was a gift
- I am a veteran or current military member

What benefits did you use during the course of your membership? (Choose all that apply)

- 10% discount at the Curious Cub Gift Shop
- Reciprocal admission benefits at other AZA-accredited zoos
- Free member t-shirt
- Birthday party discounts
- Discounts on special event tickets
- Reduced pricing on education programs
- Member Appreciation Night in June
- MyZoo Magazine, member newsletter

Are there any additional benefits that you would like to see added to an annual membership? (Open ended)

Would you consider renewing your membership?

Yes No Maybe

Would you consider purchasing a membership as a gift?

Yes No Maybe

Appendix II

Data Frequencies

What were your reasons for purchasing your annual zoo membership? (Select all that apply) (n=70)

It was a better value than purchasing single admission tickets (70%)
I visit the zoo on a frequent basis (43%)
I wanted to support the animals at the zoo (39%)
I often have family and friends visit and the zoo is a great place to take them (19%)
My membership was a gift (3%)
I support the work the Rosamond Gifford Zoo does with animal care, conservation, and education (24%)
Other (5)

What are your reasons for not renewing your membership? (Select all that apply) (n=69)

I did not see the value in being a member (3%)
I did not visit the zoo enough to warrant renewing (46%)
I haven't gotten around to renewing my membership (25%)
I was unhappy with my experience at the zoo (0%)
My children are now older and we don't get to the zoo very often (39%)
My membership was a gift (4%)
I am a veteran or current military member (6%)
Financial situation changed (12%)
Other (19)
No Response (1)

What benefits did you use during the course of your membership? (Choose all that apply) (n=70)

10% discount at the Curious Cub Gift Shop (57%)
Reciprocal admission benefits at other AZA-accredited zoos (40%)
Free member t-shirt (74%)
Birthday party discounts (7%)
Discounts on special event tickets (27%)
Reduced pricing on education programs (11%)
Member Appreciation Night in June (10%)
MyZoo Magazine, member newsletter (54%)

Are there any additional benefits that you would like to see added to an annual membership? (Open ended) (n=6)

Would you consider renewing your membership? (n=70)

Yes (49%) No (10%) Maybe (41%)
Comment (5)

Would you consider purchasing a membership as a gift? (n=70)

Yes (14%)

No (46%)

Maybe (40%)

Comment (1)

Appendix III

Open-Ended Responses

What were your reasons for purchasing your annual zoo membership? (Choose all that apply) (Other) (n=9)

Bring family and friends (n=3)

1. Had small grandkids that liked to go.
2. My children loved it.
3. We loved visiting the zoo!

Other (n=6)

1. Goes well with homeschooling.
2. I got divorced 2 years ago... can't afford the membership now.
3. We frequently visit zoos when we travel, but do not visit Rosamond Gifford zoo as much now that our child is older, we felt the expense was not worth the discount received at reciprocals.
4. Also gave us a discount at other zoo's.
5. No grandchildren were able to visit this year
6. Children grew up.

What are your reasons for not renewing your membership? (Choose all that apply) (Other) (n=21)

Financial situation changed (n=7)

1. Financial situation has changed and it is no longer a financial priority
2. Less disposable cash
3. Financial. My family loves going to the zoo, and being a veteran makes that possible now.
4. Can't afford it this year.
5. Not currently working.
6. Financial reasons.
7. Financial.

Do not live in the area (n=4)

1. My children are all grown and live out of state. I now live 80 miles from Syracuse.
2. We live an hour away (Waterloo, NY).
3. We are also snow birds. And we have passes at the Tampa Zoo where my granddaughter lives.
4. Moved out of state.

Injury/Sickness (n=3)

1. Our son had cancer and we thought we would be able to visit the zoo more, but we just didn't get a chance.

2. After purchasing a membership, my husband and I soon realized that our daughter is very prone to getting carsick.
3. I was injured at work and because of that I am not able to renew or visit the zoo at this time.

Membership plans no longer fit (n=2)

1. There was no membership option that worked well for me. I am a single person with two children and having to either pay for the second child every time, or buy a membership for four people was not a money saver for me. If you come up with more membership options I will definitely do it again.
2. There isn't a plan that fits our situation anymore.

Times are not convenient (n=2)

1. Since my children are now in school, it is not worth it to get there on weekdays given the closing time. Weekends and holidays are crowded; I have a child with Down syndrome who LOVES the zoo but I have a hard time tracking him when there is crowd, which makes for a very anxious visit. Perhaps if there were a way to have a more secure exit it would be less so.
2. The zoo is closed when my grandchildren are with me - after 5 pm on weekdays when I get out of work.

I am a veteran or current military member (n=1)

1. My family loves going to the zoo, and being a veteran makes that possible now

Other (n=2)

1. We frequently visit zoos when we travel, but do not visit Rosamond Gifford zoo as much now that our child is older, we felt the expense was not worth the discount received at reciprocals.
2. Don't know if I will be renewing membership. The heat this year doesn't make for good viewing of the animals.

Are there additional benefits that you would like to see added to an annual membership? (Please list them) (n=9)

Special hours (n=2)

1. More opportunities to interact with animals. Feed the penguins. Early access to exhibits. Open earlier/later for members.
2. I would love to see evening hours on a regular basis, either just for members, or for everyone. By closing at 4:30 with my job I don't get to go very often at all anymore.

Food discount (n=2)

1. Discount on food items while at the zoo.
2. Perhaps a food discount or memberships that last 15 or 18 months.

Other (n=5)

1. I wasn't able to take advantage of many activities with my three and five year old. I would like to see more activities for younger aged children.
2. Just that military should be able to bring all their children three children is not enough I have 4 children which is not unusual. The military should include all children in household whether it 1 or 5.
3. Free guest passes for couples who want to bring a friend sometimes.
4. Reduced admission to Brew at the Zoo.
5. No. The zoo is wonderful and it's a great way to spend time with my grandchildren.

Would you consider renewing your membership? (Comment) (n=10)

No, financial issues (n=2)

1. If our finances improve.
2. We would love to renew it but we can't afford it. My husband is going back to school and we are down to one income.
3. If the price was lower.

No, busy schedule (n=5)

1. We always enjoyed the zoo but it is much harder to visit with school aged children and their busy schedules.
2. If I could work out how to get there more often.
3. We usually renewed our membership when we visited. Now that our son is older, we don't get to the zoo as often, but I'm sure we'll renew whenever we visit again.
4. At this time my son & his fiancée are expecting another baby. Maybe when things calm down & our darling granddaughter is here we will reconsider. My daughter & I would love to come back.
5. My grandchildren are age 16 and 11, they love the zoo but they also have their own lives now and I don't get to take them out much anymore.

Comment (n=3)

1. If you had a plan that would work for us. You don't offer a plan for 2 adults plus one.
2. I just moved to Candor so a trip to the zoo is now about an hour and a half.
3. There's no need because my husband and I are both veterans.

Would you consider purchasing a membership as a gift? (Comment) (n=2)

1. Probably as a Christmas gift in the future.
2. No one to give it to.

APPENDIX IV

Codebook

COLUMN	FIELD NAME	DEFINITION	CODE
A	ID	Respondent's anonymous identification number	Code is identical to identification number
B	TYPE	Membership type	1= Family 2= Family + 1 3= Grandparent 4= Dual 5= Patron + 1 6= Senior Dual
C	PURCHASE1	What were your reasons for purchasing your annual zoo membership? (Select all that apply) - It was a better value than purchasing single admission tickets	1= Yes 2= No 99= No response
D	PURCHASE2	What were your reasons for purchasing your annual zoo membership? (Select all that apply) – I visit the zoo on a frequent basis	1= Yes 2= No 99= No response
E	PURCHASE3	What were your reasons for purchasing your annual zoo membership? (Select all that apply) – I wanted to support the animals at the zoo	1= Yes 2= No 99= No response
F	PURCHASE4	What were your reasons for purchasing your annual zoo membership? (Select all that apply) – I often have family and friends visit and the zoo is a great place to take them	1= Yes 2= No 99= No response
G	PURCHASE5	What were your reasons for purchasing your annual zoo membership? (Select all that apply) – My membership was a gift	1= Yes 2= No 99= No response
H	PURCHASE6	What were your reasons for purchasing your annual zoo membership? (Select all that apply) – I support the work the Rosamond Gifford Zoo does with animal care, conservation and education	1= Yes 2= No 99= No response
I	RENEW1	What are your reasons for not renewing your membership? (Select all that apply) – I did not see the value in being a member	1= Yes 2= No 99= No response
J	RENEW2	What are your reasons for not renewing your membership? (Select all that apply) – I did not visit the Rosamond Gifford	1= Yes 2= No 99= No response

		Zoo enough to warrant renewing	
K	RENEW3	What are your reasons for not renewing your membership? (Select all that apply) – I haven't gotten around to renewing my membership	1= Yes 2= No 99= No response
L	RENEW4	What are your reasons for not renewing your membership? (Select all that apply) – I was unhappy with my experience at the zoo	1= Yes 2= No 99= No response
M	RENEW5	What are your reasons for not renewing your membership? (Select all that apply) – My children are now older and we don't get to the zoo very often	1= Yes 2= No 99= No response
N	RENEW6	What are your reasons for not renewing your membership? (Select all that apply) – My membership was a gift	1= Yes 2= No 99= No response
O	RENEW7	What are your reasons for not renewing your membership? (Select all that apply) – I am a veteran or current military member	1= Yes 2= No 99= No response
P	RENEW8	What are your reasons for not renewing your membership? (Select all that apply) – (Other) Financial situation changed	1=Yes 2=No 99= No response
Q	BENEFITS1	What benefits did you use during the course of your membership? (Choose all that apply) – 10% discount at the Curious Cub Gift Shop	1= Yes 2= No 99= No response
R	BENEFITS2	What benefits did you use during the course of your membership? (Choose all that apply) – Reciprocal admission benefits at other AZA-accredited zoos	1= Yes 2= No 99= No response
S	BENEFITS3	What benefits did you use during the course of your membership? (Choose all that apply) – Free member t-shirt	1= Yes 2= No 99= No response
T	BENEFITS4	What benefits did you use during the course of your membership? (Choose all that apply) – Birthday party discounts	1= Yes 2= No 99= No response
U	BENEFITS5	What benefits did you use during the course of your membership? (Choose all that apply) – Discounts on special event	1= Yes 2= No 99= No response

		tickets	
V	BENEFITS6	What benefits did you use during the course of your membership? (Choose all that apply) – Reduced pricing on education programs	1= Yes 2= No 99= No response
W	BENEFITS7	What benefits did you use during the course of your membership? (Choose all that apply) – Member Appreciation Night in June	1= Yes 2= No 99= No response
X	BENEFITS8	What benefits did you use during the course of your membership? (Choose all that apply) – MyZoo Magazine, member newsletter	1=Yes 2= No 99= No response
Y	LIKE TO SEE 1	Are there additional benefits that you would like to see added to an annual membership? (Open ended) -	1=Yes 2= No 99= No response
Z	LIKE TO SEE 2	Are there additional benefits that you would like to see added to an annual membership? (Open ended) -	1=Yes 2= No 99= No response
AA	LIKE TO SEE 3	Are there additional benefits that you would like to see added to an annual membership? (Open ended) -	1=Yes 2= No 99= No response
AB	LIKE TO SEE 4	Are there additional benefits that you would like to see added to an annual membership? (Open ended) -	1=Yes 2= No 99= No response
AC	LIKE TO SEE 5	Are there additional benefits that you would like to see added to an annual membership? (Open ended) -	1=Yes 2= No 99= No response
AD	MEMBERSHIP	Would you consider renewing your membership?	1= Yes 2= No 3= Maybe 99= No response
AE	GIFT	Would you consider purchasing a membership as a gift?	1=Yes 2= No 3= Maybe 99= No response

Spreadsheet

[illegible]