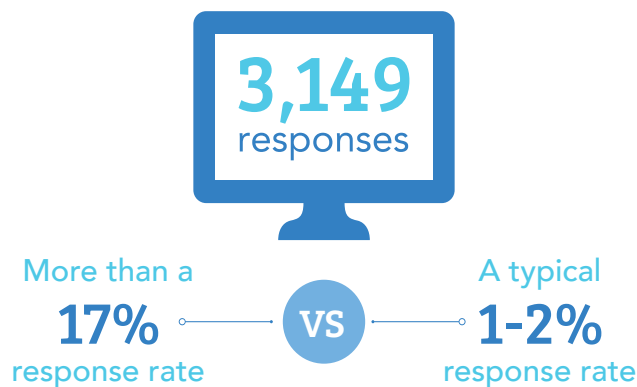




## 2017 Membership Survey Overview

In October, a survey was sent to 19,149 Aquarium Society member households. The objective of the brief survey was to make a connection with members and give them an opportunity to provide feedback. In addition, the survey offered a chance for the Society to gauge how members feel about the Society, how they rank their member benefits and address if they would be willing to give more through the annual fund. Members were enticed to respond to the survey with a chance to win a one year membership.

Member response was impressive:



Survey Results were as follows:

### How long have you been a member of the NC Aquarium Society?

One year or less – 1,357   2 to 4 years – 961   4 to 7 years – 467   More than 7 years – 357   No Answer – 7

*“My family and I have enjoyed the Aquarium at Pine Knoll Shores for over 30 years.”*

### What is your current membership category?

Individual – 103   Couple – 420   Family – 2,423   Curator – 188   Business – 13   No Answer – 2

### What is your age?

25 or Younger – 57   26 to 40 Years – 1,177   41 to 55 Years – 822   56 or Older – 1,024   No Answer – 69

*“I have been going to the aquariums since they first opened. I am 60 years old now and will continue until I can no longer do so. They have meant so much to me through the years.”*

### Do you (or your family) own your own business?

Yes – 571   No – 2,507   No Answer – 71

**Do you own a home within 30 miles of one of our Aquarium facilities?**

Yes – 1,349 No – 1,735 No Answer – 65

*“Since we live quite far from the aquariums, our favorite part of our Family Membership has been the reciprocity benefits which allow us to explore other amazing places around our state and the surrounding area. The membership makes these trips financially feasible for our family of six and our kids love getting to visit new places.”*

**How many times per year, on average, do you use your membership for visiting one of the NC Aquariums or Jennette’s Pier?**

One time – 330 2 to 5 times – 1,694 5 to 10 times – 626 More than 10 times – 371  
Not yearly – 60 No Answer – 68

**How many times per year, on average, do you use your membership for visiting one of our reciprocal partners (like the NC Zoo or other zoos and aquariums)?**

One time – 781 2 to 5 times – 1,394 5 to 10 times – 139 More than 10 times – 42  
Not yearly – 731 No Answer – 62

**When you initially joined, was it:**

At one of the Aquariums/Jennette’s Pier – 2,228 Online – 662 By Mail – 148  
By phone – 43 No Answer – 68

**When you renew your membership, will you most likely renew:**

At one of the Aquariums/Jennette’s Pier – 1,360 Online – 1,443 By mail – 235  
By phone – 44 No Answer – 67

**When purchasing or renewing your membership online, do you typically use:**

Your computer – 1,357 Your tablet – 191 Your smart phone – 380  
I don’t purchase online – 1,142 No Answer – 79

**If you have purchased a membership online, how would you rate your online shopping experience with us?**

Excellent, easy to navigate and trouble free – 1,091  
Good, had a few issues but it all worked out – 364  
Fair, had trouble finding what I needed but was ultimately successful – 31  
Poor, the website did not work well for me – 19 No Answer – 1,644

**Your membership offers a variety of benefits. Please select the benefits that are of most importance to you.**

Knowledge that your dollars help support the NC Aquariums – 2,267  
Free Admission at the NC Aquariums – 2,892 Free or discounted admission at other facilities – 2,284  
Discounts on NC Aquarium Gift Shop purchases – 855 Discounts on NC Aquarium programs – 418  
Tax Deductibility – 459 No Answer – 57

*“The greatest benefit for us is not listed above- the increased joy and learning my kids now have. They are now more interested in what they see there and hopefully in time, will be interested in conservation and helping however they can. Thanks for the early start!”*



**Based on your use of your membership, its cost and benefits, would you say it offers you:**

Exceptional value – 1,864    Good value – 1,131    Fair value – 87    Poor value – 6    No Answer – 61

**Prior to today, were you aware that the money you pay for your membership is used to help pay for animals, exhibits and programs at the NC Aquariums?**

Yes – 2,830    No – 261    No Answer – 58

**You should be receiving SEAmail, our monthly e-newsletter that highlights Aquarium events.**

**Would you say that you:**

Open and read SEAmail each month – 1,211    Sometimes open and read SEAmail – 1,043  
Never open or read SEAmail – 102    For some reason, I don't think I received this monthly email – 737  
No Answer – 56

**Would you say that our communications with you about your membership and Aquarium/Pier activities are:**

Too frequent, I receive too many letters and emails – 48  
Too infrequent, I'd like to hear more about what's happening – 377  
The frequency of communications seems about right – 2,603    No Answer – 121

**Your membership fees go to the NC Aquarium Society. How would you rate the quality, service and credibility of the Society, the nonprofit responsible for providing private support to the NC Aquariums and Jennette's Pier?**

Excellent – 1,970    Good – 1,024    Fair – 34    Poor – 5    No Answer – 116

**If you have called our toll-free membership number (800-832-FISH) to seek assistance, how would you rate the quality of the service provided?**

Excellent – 295    Good – 102    Fair – 22    Poor – 8    I have not called the toll-free number – 2,588  
No Answer – 134

**How interested might you be in purchasing a membership for a friend or family member as a gift?**

Very Interested – 276    Somewhat Interested – 1,190    Not Interested – 1,614    No Answer – 69

**In addition to what you pay for your annual Aquarium membership, would you be willing to make additional contributions to the Aquarium's Annual Fund to support our animals, exhibits, programs and conservation initiatives?**

Yes – 1,010    No – 2,017    No Answer – 122

*"We look forward to being able to give more in future as budget allows."*

**Have you ever made an online donation to the Aquariums?**

Yes – 210    No – 2,873    No Answer – 66

**In the next year, how likely are you to honor a friend or loved one with an Aquarium gift tribute, such as Adopt-an-Animal or a Sponsored Fish Plaque?**

Not Likely at All – 1,961    Somewhat Likely – 1,017    Very Likely – 109    No Answer – 62

*"We purchased two 'Adopt-an-Animal' gifts for a friend for Christmas last year."*



**Do you intend to retain your Aquarium membership for the foreseeable future?**

Yes – 2,973 No – 93 No Answer – 83

*“Having a membership makes it affordable for me, a single mom, to take my child to the aquariums. I am not able to do lots of extras, but I greatly appreciate the advantages of membership to the aquariums and reciprocal members, such as the NC Zoo. I plan vacations around places we can see with our membership.”*

