



Membership Survey Overview

A recent survey was sent to all active Aquarium Society member households. The objective of the survey was to connect with members and give them an opportunity to provide feedback about their membership, experiences at the gift shops and to gauge their willingness to give more through the annual fund. Members were enticed to respond to the survey with a chance to win a prize.



Survey Results were as follows:

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

One year or less – 29.25% 2 to 4 years – 34.11% 4 to 7 years – 18.46% More than 7 years – 18.17%

“Enjoy the whole aquarium experience. Three sons love their memories there. Just got to relive the awe by taking our 11-month-old granddaughter there. Something for all ages. Love Jennette’s Pier, one son was married there. The Aquarium is a part of who we are.”

What is your current membership category?

Individual – 5.64% Couple – 16.72% Family – 67.64% Curator – 9.33% Business – 0.58%
Jennette’s Pier Annual Fishing Pass – 0.10%

“I think the family membership is WONDERFUL!!! It pays for itself within two visits. I’m so glad you offer it.”

Have you ever considered upgrading your membership?

Yes – 18.08% No – 73.47% N/A – 8.45%

What is your age range?

25 or younger – 1.07% 26 to 40 – 25.27% 41 to 55 – 23.71% 56 or older – 49.95%

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

At one of the NC Aquariums or Jennette's Pier – 34.60% Online – 52.58% By Mail – 8.55%
By Phone 1.26% N/A – 3.01%

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

Computer – 46.74% Tablet – 8.07% Smartphone – 17.59% I do not purchase online – 27.60%

What web browser do you use when purchasing items online?

Chrome – 42.27% Internet Explorer – 16.32% Safari – 22.06% Fire Fox – 8.75%
Microsoft Edge – 3.30% I do not purchase online – 15.84% Other – 1.65%

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

Poor – 0.19% Fair – 0.87% Good – 13.51% Excellent – 40.19% N/A – 45.19%

Do you live within 30 miles of one of our NC Aquariums and/or Jennette's Pier?

Yes – 46.74% No – 53.26%

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 – 9.52% 2 to 5 Times – 61.32% 6 to 10 Times – 19.05% More than 10 times – 10.11%

"I enjoy taking my grandchildren 3 or 4 times a year. I like that things are always changing and we get to have new experiences."

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

One time – 29.35% 2 to 5 Times – 39.94% 6 to 10 Times – 2.04% More than 10 times – 1.17%
None – 27.50%

"We love it! We are part-time residents on the island and part-time in Raleigh. We go to the Aquarium regularly, bring guests when they are visiting us, participate in the activities when we can, and enjoy the benefit of visiting the Zoo and AZA reciprocal programs in other locations when we are on vacation."

Would you be interested in attending events at the NC Aquariums and/or Jennette's Pier?

Yes – 89.21% No – 10.79%

"The Aquarium at Pine Knoll Shores is my family's go to for a day off family outing. We love all the extra little things they do, can't wait for the pumpkin patch. The entire staff is amazing. We can't wait to venture out to more of the associated places, but I am very grateful for having such a wonderful place to take my kids so close to home."



If so, what events would you be interested in attending? (Select all that apply.)

Members only events – 54.91% Family events – 66.57% Lecture series – 33.14%
Adult nights (21 and older) – 33.14% Not interested – 9.04% Other – 3.98%

What was the deciding factor in purchasing your membership?

Cost saving – 40.14% To be connected to the NC Aquariums and/or Jennette’s Pier – 24.30%
To support our conservation efforts – 23.62% The reciprocal program – 6.03% Other – 5.93%

If a digital membership card was available, how interested would you be in having one?

Not interested at all – 15.74% Somewhat not interested – 7.97% Neutral – 28.57%
Somewhat interested – 24.10%

Prior to today, were you aware that the money you pay for your membership is used to support animal care, exhibits and programs at the NC Aquariums and Jennette’s Pier?

Yes – 96.21% No – 3.79%

“We started taking our oldest granddaughter to the Aquarium 17 years ago. She is now a senior in high school and her dream is to be a Marine Biologist and specialize in sea turtles. I credit her trips to your Aquarium in finding her passion.”

Do you intend to continue your NC Aquarium Society membership for the foreseeable future?

Yes – 96.70% No – 0.68%

“It had been a while since our last visit. Love the upgrades. We had memberships in the past but had let them lapse. We will, most likely, stay connected from now on.”

Are you aware of our online auto renewal feature in our membership program?

Yes – 58.50% No – 41.50%

You should be receiving SEAmail, our monthly e-newsletter that highlights NC Aquariums and/or Jennette’s Pier events. Would you say that you:

Open and read SEAmail each month – 51.60% Sometimes open and read SEAMail – 29.25%
Never open or read SEAmail – 2.24% For some reason, I don’t think I receive this monthly e-mail – 16.91%

Would you say that our communications with you about your membership and NC Aquariums/Jennette’s Pier activities are:

The frequency of communications seems about right – 88.53%
Too frequent, I receive too many emails and letters – 2.14%
Too infrequent, I’d like to hear more about what’s happening – 6.22%
Other – 3.11%



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?

Poor – 0.10% Fair – 0.39% Good – 4.47% Excellent – 9.14% N/A – 85.91%

In addition to what you pay for your annual NC Aquarium Society membership, would you be willing to make additional contributions to the Aquariums' Annual Fund to help support our animals, exhibits, programs, and conservation efforts?

Yes – 41.40% No – 58.60%

In the next year, how likely are you to honor a friend or loved one with an Aquarium gift tribute, such as sponsor an exhibit, sponsor a fish plank or Adopt-an-Animal?

Not likely at all – 61.14% Somewhat Likely – 31.88% Very Likely – 3.98%

"My first membership was a gift for college graduation. I enjoy all its benefits."

How would you rate your experience in the gift shop?

Poor – 0.0% Fair – 2.33% Good – 33.82% Excellent – 56.17% N/A – 7.68%

"I visit the gift shop when I have out-of-town guests and/or small children with me. The gift selection for children contains a nice choice of products."

Were you asked if you were a member when checking out at the gift shop?

Yes – 67.06% No – 16.13% N/A – 16.81%

Would you be more inclined to purchase select gift shop merchandise if they were available in an online store?

Yes – 36.44% No – 63.56%

In your opinion, did you find that there was a good range of products to choose from at the gift shop you visited?

Yes – 89.80% No – 2.53% N/A – 7.68%

How interested would you be in having an NC Aquariums specialty NC Department of Motor Vehicle license plate?

Not interested – 50.63% Somewhat interested – 34.99% Very interested – 14.38%