



To: Board of Management

From: Kimberly Haider
Marketing Manager

Subject: **VISITOR PROFILE – NON-ATTENDEES**

Date: 2012-09-25

Summary:

The report details a high level overview of top perceptions of Ontario residents relative to the Toronto Zoo and top reasons why Ontario residents may not attend the Toronto Zoo.

Recommendations:

The Toronto Zoo geographically segment Ontario data collected in the 2011 MarCom Study to specifically detail the perceptions and top reasons for non-attenders to the Toronto Zoo who reside in the Greater Toronto Area (GTA) net, core, and suburbs and that the Toronto Zoo participate in an updated study to be conducted for 2012/13.

Financial Impact:

Additional analytics involved to segment 2011 MarCom Harris Decima Study and to participate in the 2012/13 study not to exceed \$10,000.

Background:

The 2011 MarCom Study by Harris Decima engaged a total of 2,015 Ontario residents aged 18 and older to complete an online survey relevant to the Group of Seven (G7) attractions (to include Art Gallery of Ontario, Casa Loma, the CN Tower, Ontario Place, the Ontario Science Centre, the Royal Ontario Museum, and the Toronto Zoo) with the fieldwork conducted in 2011.

The purpose of the MarCom Study was to provide the G7 attractions with valuable input to aid in strategic marketing decisions and support growth strategies. The overall objective of this study was to better understand the Ontario visitor profile, with a specific research objective of better understanding the perceptions, motivators and barriers to visitation with the question 'why are they visiting and why are they not visiting'

Comments/Discussion:

Results from the 2011 MarCom Study indicate the following top perceptions of Ontario residents relative to the Toronto Zoo and top reasons why Ontario residents may not attend the Toronto Zoo, when asked the following questions:

How well does each statement describe the Toronto Zoo?

Is a place that the whole family can enjoy	61%
Is a fun place to visit	50%
Offers something I am interested in	45%
Is a place to learn or discover something new	42%

Why are you not interested in visiting the Toronto Zoo in the next 12 months?

Other attractions I want to visit more	36%
Already visited, and wouldn't usually visit again so soon	31%
Mainly a place for children or families	30%
Too far	28%

As seen from the above data, being family-oriented holds the leadership position as the top perception of the Toronto Zoo of Ontario residents. The Toronto Zoo ranked higher than most other attractions as being a fun place to visit, offering something Ontario residents are interested in and as place to learn or discover new things.

Ontario residents didn't visit the Zoo in 2011 was due to the competition of other attractions. Ranking in close 2nd, 3rd and 4th positions were reasons associated with distance to/from the Zoo, and the Zoo being categorized as a family destination. Further segmentation of this data would be particularly useful to understand what percentage of these responses originated from residents within the Greater Toronto Area.

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