



Addendum #1  
Issue Date: 9/10/19

**Bid Document Name: 2019 'Community Demographics and Visitation Study' RFP**

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**Specifications:**

1. How does the Zoo currently capture visitor demographic information? What research does the Zoo have on its visitors?
2. What proportion of your visits are from the St. Louis metropolitan area? Do you have a significant audience that comes from just outside of this area?

We do an exit study annually with 1,100 intercepts of Zoo visitors from March through October (since 1997). Demographics are very consistent from year to year. We have also kept track of refusals to be sure different types of visitors were not more likely to not complete an exit study.

We do dozens of research and evaluation projects each year with visitors and I can't really sum them all up, to respond to the second part of your first question!

Below is a breakout of annual visitation by geography:

Visitors surveyed during  
2011-2016 (n=3,898)

<b>Residency</b>		
	% St. Louis area resident*	64.4%
	% non-resident	35.6%
		100.0%
<b>County</b>		
	% St. Louis county	29.9%
	% St. Louis city	9.8%
	% St. Charles county	8.5%
	% Franklin county-MO	1.7%
	% Jefferson county-MO	3.9%
	% St. Clair county-IL	4.5%
	% Madison county-IL	5.1%
	% Monroe county-IL	0.9%
	% MO non-resident	9.4%
	% IL non-resident	10.2%
	% other state	16.0%
		100.0%
<b>State</b>		

% from MO	63.3%
% from IL	20.7%
% from other state	16.0%
	100.0%

*\*St. Louis area residents includes visitors from St. Louis city, St. Louis, St. Charles, Franklin, and Jefferson counties in Missouri, and St. Clair, Madison, Monroe counties in Illinois*