

YouGov NY
Zoos

US nationally representative sample: April 27-28, 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

In general, do you support or oppose the existence of zoos and aquariums?

Unweighted base	1110	489	621	282	346	482	220	224	400	266	804	116	114	76
Base: All US adults	1096	541	555	334	327	435	226	210	397	262	725	131	166	74
Strongly support	34%	36%	32%	25%	37%	39%	30%	33%	36%	36%	35%	36%	34%	19%
Somewhat support	39%	37%	41%	34%	38%	43%	37%	44%	38%	37%	43%	28%	31%	40%
Somewhat oppose	12%	12%	12%	16%	13%	9%	14%	11%	12%	13%	12%	12%	13%	21%
Strongly oppose	4%	4%	4%	4%	5%	4%	7%	2%	4%	4%	4%	3%	5%	8%
Don't know	10%	10%	10%	20%	8%	5%	13%	9%	10%	10%	7%	21%	16%	13%
Net: Support	73%	73%	73%	60%	75%	82%	67%	77%	74%	74%	78%	63%	65%	59%
Net: Oppose	17%	17%	17%	21%	17%	13%	20%	14%	16%	17%	15%	15%	19%	28%

How, if at all, have your feelings on zoos and aquariums changed in the past decade?

Unweighted base	1110	489	621	282	346	482	220	224	400	266	804	116	114	76
Base: All US adults	1096	541	555	334	327	435	226	210	397	262	725	131	166	74
I'm more in favor of zoos and aquariums today than I was a decade ago	17%	18%	16%	15%	24%	13%	13%	14%	21%	16%	16%	16%	23%	9%
I'm more opposed to zoos and aquariums today than I was a decade ago	25%	24%	26%	34%	23%	20%	31%	22%	21%	28%	26%	24%	22%	30%
My feelings are no different today as they were a decade ago	48%	48%	47%	34%	41%	62%	46%	53%	48%	44%	51%	43%	37%	49%
Don't know	10%	9%	12%	16%	12%	5%	10%	10%	10%	12%	7%	16%	18%	13%

YouGov NY
Zoos

US nationally representative sample: April 27-28, 2017



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

In general, do you support or oppose the existence of zoos and aquariums?

Unweighted base	1110	418	376	203	113	549	13	118	60	337	33
Base: All US adults	1096	462	348	182	103	516	18	109	56	364	33
Strongly support	34%	33%	32%	39%	36%	38%	35%	27%	40%	30%	29%
Somewhat support	39%	36%	41%	37%	49%	42%	5%	47%	28%	35%	39%
Somewhat oppose	12%	13%	15%	10%	8%	9%	10%	17%	13%	16%	7%
Strongly oppose	4%	4%	4%	6%	6%	3%	9%	4%	5%	6%	6%
Don't know	10%	14%	9%	8%	1%	7%	40%	5%	14%	14%	19%
Net: Support	73%	69%	73%	76%	85%	81%	40%	75%	68%	64%	68%
Net: Oppose	17%	16%	18%	15%	14%	12%	20%	21%	18%	22%	13%

How, if at all, have your feelings on zoos and aquariums changed in the past decade?

Unweighted base	1110	418	376	203	113	549	13	118	60	337	33
Base: All US adults	1096	462	348	182	103	516	18	109	56	364	33
I'm more in favor of zoos and aquariums today than I was a decade ago	17%	17%	15%	19%	22%	18%	10%	14%	24%	15%	24%
I'm more opposed to zoos and aquariums today than I was a decade ago	25%	23%	26%	28%	26%	23%	13%	33%	17%	29%	14%
My feelings are no different today as they were a decade ago	48%	46%	51%	43%	50%	51%	37%	46%	53%	43%	40%
Don't know	10%	14%	8%	9%	2%	8%	40%	7%	7%	13%	21%

YouGov NY
Zoos

US nationally representative sample: April 27-28, 2017



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

In general, do you support or oppose the existence of zoos and aquariums?

Unweighted base	1110	262	848	428	292	222	168
Base: All US adults	1096	257	839	440	289	208	159
Strongly support	34%	40%	32%	31%	33%	40%	36%
Somewhat support	39%	41%	38%	36%	43%	42%	36%
Somewhat oppose	12%	10%	13%	15%	12%	9%	10%
Strongly oppose	4%	2%	5%	4%	5%	3%	4%
Don't know	10%	8%	11%	14%	6%	6%	14%
Net: Support	73%	80%	71%	67%	76%	82%	72%
Net: Oppose	17%	12%	18%	19%	17%	12%	14%

How, if at all, have your feelings on zoos and aquariums changed in the past decade?

Unweighted base	1110	262	848	428	292	222	168
Base: All US adults	1096	257	839	440	289	208	159
I'm more in favor of zoos and aquariums today than I was a decade ago	17%	25%	15%	18%	16%	17%	16%
I'm more opposed to zoos and aquariums today than I was a decade ago	25%	28%	24%	25%	29%	27%	16%
My feelings are no different today as they were a decade ago	48%	39%	50%	45%	47%	51%	52%
Don't know	10%	9%	11%	12%	8%	6%	17%

YouGov NY
Zoos

US nationally representative sample: April 27-28, 2017



Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

In general, do you support or oppose the existence of zoos and aquariums?

Unweighted base	1110	893	390	311	322	70	298	90	286	3	172	17	18	15	138
Base: All US adults	1096	878	395	291	333	70	270	89	303	4	190	17	16	15	135
Strongly support	34%	34%	29%	37%	33%	32%	34%	30%	31%	21%	30%	45%	30%	12%	36%
Somewhat support	39%	40%	40%	44%	38%	44%	43%	43%	40%	20%	39%	55%	44%	11%	35%
Somewhat oppose	12%	11%	13%	11%	15%	11%	12%	17%	13%	58%	14%	-	15%	8%	12%
Strongly oppose	4%	5%	6%	4%	5%	3%	4%	4%	6%	-	3%	-	5%	-	4%
Don't know	10%	10%	12%	5%	9%	10%	7%	7%	10%	-	14%	-	5%	69%	13%
Net: Support	73%	74%	69%	81%	71%	76%	77%	73%	71%	42%	70%	100%	74%	23%	71%
Net: Oppose	17%	16%	19%	15%	20%	14%	16%	20%	19%	58%	16%	-	21%	8%	16%

How, if at all, have your feelings on zoos and aquariums changed in the past decade?

Unweighted base	1110	893	390	311	322	70	298	90	286	3	172	17	18	15	138
Base: All US adults	1096	878	395	291	333	70	270	89	303	4	190	17	16	15	135
I'm more in favor of zoos and aquariums today than I was a decade ago	17%	18%	18%	21%	25%	26%	19%	21%	19%	21%	22%	11%	13%	6%	11%
I'm more opposed to zoos and aquariums today than I was a decade ago	25%	26%	30%	29%	28%	31%	28%	35%	34%	79%	30%	30%	27%	-	16%
My feelings are no different today as they were a decade ago	48%	47%	42%	45%	36%	38%	45%	36%	38%	-	39%	54%	44%	26%	59%
Don't know	10%	9%	10%	6%	10%	5%	7%	8%	9%	-	9%	5%	15%	69%	15%

YouGov NY
Zoos

US nationally representative sample: April 27-28, 2017



Total	More in Favor/More Opposed	
	Favor	Oppose

In general, do you support or oppose the existence of zoos and aquariums?

Unweighted base	1110	177	277
Base: All US adults	1096	185	275
Strongly support	34%	58%	6%
Somewhat support	39%	35%	42%
Somewhat oppose	12%	4%	33%
Strongly oppose	4%	1%	11%
Don't know	10%	2%	7%
Net: Support	73%	93%	49%
Net: Oppose	17%	5%	44%

How, if at all, have your feelings on zoos and aquariums changed in the past decade?

Unweighted base	1110	177	277
Base: All US adults	1096	185	275
I'm more in favor of zoos and aquariums today than I was a decade ago	17%	100%	-
I'm more opposed to zoos and aquariums today than I was a decade ago	25%	-	100%
My feelings are no different today as they were a decade ago	48%	-	-
Don't know	10%	-	-

YouGov NY

Zoos

US nationally representative sample: April 27-28, 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

You said that you were \$zooseen...Which, if any, of the following statements explain why your feelings on zoos and aquariums changed over the past decade?

	Unweighted base	454	198	256	143	154	157	87	83	166	118	333	42	51	28
Base: All US adults who's opinion on zoos and aquariums has changed over the past decade		460	231	229	166	153	141	101	76	168	115	304	53	75	28
Personal experience(s) at a zoo or aquarium	24%	25%	23%	23%	24%	29%	19%	14%	24%	28%	26%	25%	27%	23%	12%
News story(-ies) about zoos or aquariums	30%	30%	30%	30%	31%	21%	39%	38%	28%	26%	30%	30%	34%	27%	25%
Films or TV series about zoos or aquariums (e.g., Black fish, Planet Earth, etc.)	28%	25%	31%	31%	33%	28%	22%	30%	32%	27%	25%	26%	22%	33%	47%
Other	8%	9%	8%	8%	6%	8%	11%	8%	8%	8%	9%	10%	-	5%	13%
Don't know / can't recall	10%	11%	9%	9%	6%	14%	10%	10%	8%	11%	10%	9%	17%	12%	3%

Which ONE, if any, of the following do you think is the MAIN reason zoos and aquariums should exist?

	Unweighted base	1110	489	621	282	346	482	220	224	400	266	804	116	114	76
Base: All US adults		1096	541	555	334	327	435	226	210	397	262	725	131	166	74
To rescue and rehabilitate animals in need of care, then release them back into the wild when possible	25%	17%	32%	32%	30%	25%	20%	28%	23%	25%	23%	26%	21%	21%	28%
To educate the public	28%	34%	23%	23%	22%	28%	34%	26%	35%	27%	28%	29%	31%	26%	25%
To entertain the public	8%	10%	6%	6%	13%	7%	6%	6%	4%	12%	7%	6%	10%	15%	13%
To protect species from going extinct	26%	25%	28%	28%	19%	28%	31%	30%	28%	22%	29%	30%	25%	16%	15%
Other	1%	1%	1%	2%	1%	1%	1%	-	1%	1%	2%	1%	-	2%	6%
Don't know	7%	7%	7%	7%	9%	8%	5%	5%	5%	10%	7%	6%	10%	11%	8%
Not applicable – I do not believe that zoos and aquariums should exist	4%	5%	3%	3%	6%	4%	3%	4%	6%	4%	3%	3%	3%	9%	6%

Recently, two polar bears died at two separate facilities in California. Which ONE, if any, of the following reasons do you think was the MAIN reason for their death?

	Unweighted base	1110	489	621	282	346	482	220	224	400	266	804	116	114	76
Base: All US adults		1096	541	555	334	327	435	226	210	397	262	725	131	166	74
Natural causes	17%	20%	15%	15%	16%	19%	17%	11%	19%	21%	16%	18%	19%	14%	15%
Poor care from the staff	9%	11%	7%	12%	9%	9%	6%	11%	5%	9%	9%	8%	11%	6%	17%
Poor health due to the animals' separation from their natural habitat	23%	21%	25%	30%	22%	19%	19%	28%	21%	21%	24%	20%	23%	32%	30%
Other	3%	4%	2%	6%	1%	2%	2%	5%	0%	3%	2%	1%	8%	5%	-
Don't know	48%	45%	51%	37%	50%	56%	56%	45%	55%	45%	50%	52%	39%	43%	38%

YouGov NY

Zoos

US nationally representative sample: April 27-28, 2017



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

You said that you were \$zooseen...Which, if any, of the following statements explain why your feelings on zoos and aquariums changed over the past decade?

	Unweighted base	454	155	152	94	53	218	4	51	22	145	14
Base: All US adults who's opinion on zoos and aquariums has changed over the past decade	460	182	142	86	49	212	4	51	23	159	13	
Personal experience(s) at a zoo or aquarium	24%	24%	23%	24%	24%	23%	23%	30%	32%	21%	27%	
News story(-ies) about zoos or aquariums	30%	33%	33%	20%	27%	33%	-	25%	4%	32%	20%	
Films or TV series about zoos or aquariums (e.g., Black fish, Planet Earth, etc.)	28%	24%	30%	31%	32%	24%	77%	22%	30%	34%	25%	
Other	8%	7%	8%	13%	9%	10%	-	11%	12%	6%	7%	
Don't know / can't recall	10%	12%	6%	12%	8%	10%	-	11%	22%	7%	20%	

Which ONE, if any, of the following do you think is the MAIN reason zoos and aquariums should exist?

	Unweighted base	1110	418	376	203	113	549	13	118	60	337	33
Base: All US adults	1096	462	348	182	103	516	18	109	56	364	33	
To rescue and rehabilitate animals in need of care, then release them back into the wild when possible	25%	21%	27%	26%	29%	23%	21%	20%	20%	29%	28%	
To educate the public	28%	23%	30%	34%	37%	35%	19%	24%	24%	22%	30%	
To entertain the public	8%	11%	7%	5%	6%	8%	5%	9%	3%	9%	-	
To protect species from going extinct	26%	28%	26%	25%	25%	25%	10%	40%	39%	23%	23%	
Other	1%	1%	1%	1%	1%	1%	5%	1%	-	1%	-	
Don't know	7%	10%	5%	7%	1%	5%	36%	6%	9%	9%	3%	
Not applicable – I do not believe that zoos and aquariums should exist	4%	6%	4%	2%	1%	3%	5%	1%	5%	6%	16%	

Recently, two polar bears died at two separate facilities in California. Which ONE, if any, of the following reasons do you think was the MAIN reason for their death?

	Unweighted base	1110	418	376	203	113	549	13	118	60	337	33
Base: All US adults	1096	462	348	182	103	516	18	109	56	364	33	
Natural cases	17%	17%	18%	17%	17%	18%	13%	10%	27%	18%	3%	
Poor care from the staff	9%	10%	7%	9%	9%	8%	19%	11%	2%	10%	10%	
Poor health due to the animals' separation from their natural habitat	23%	23%	25%	18%	27%	20%	-	30%	17%	27%	23%	
Other	3%	5%	1%	1%	-	1%	42%	2%	-	4%	3%	
Don't know	48%	46%	48%	55%	47%	53%	25%	46%	54%	41%	61%	

YouGov NY

Zoos

US nationally representative sample: April 27-28, 2017



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

You said that you were \$zoos...Which, if any, of the following statements explain why your feelings on zoos and aquariums changed over the past decade?

	Unweighted base	454	141	313	177	129	95	53
Base: All US adults who's opinion on zoos and aquariums has changed over the past decade		460	135	325	189	131	91	49
Personal experience(s) at a zoo or aquarium	24%	30%	21%	18%	27%	29%	32%	
News story(-ies) about zoos or aquariums	30%	22%	33%	38%	19%	29%	28%	
Films or TV series about zoos or aquariums (e.g., Black fish, Planet Earth, etc.)	28%	31%	27%	28%	33%	23%	22%	
Other	8%	5%	10%	7%	9%	10%	10%	
Don't know / can't recall	10%	12%	9%	10%	12%	9%	8%	

Which ONE, if any, of the following do you think is the MAIN reason zoos and aquariums should exist?

	Unweighted base	1110	262	848	428	292	222	168
Base: All US adults		1096	257	839	440	289	208	159
To rescue and rehabilitate animals in need of care, then release them back into the wild when possible	25%	26%	24%	24%	22%	28%	26%	
To educate the public	28%	33%	27%	23%	33%	34%	27%	
To entertain the public	8%	8%	8%	9%	10%	7%	5%	
To protect species from going extinct	26%	23%	27%	29%	26%	24%	21%	
Other	1%	2%	1%	1%	-	1%	3%	
Don't know	7%	6%	8%	8%	5%	4%	14%	
Not applicable – I do not believe that zoos and aquariums should exist	4%	3%	5%	6%	3%	1%	4%	

Recently, two polar bears died at two separate facilities in California. Which ONE, if any, of the following reasons do you think was the MAIN reason for their death?

	Unweighted base	1110	262	848	428	292	222	168
Base: All US adults		1096	257	839	440	289	208	159
Natural causes	17%	21%	16%	18%	18%	18%	15%	
Poor care from the staff	9%	9%	9%	9%	9%	9%	7%	
Poor health due to the animals' separation from their natural habitat	23%	23%	23%	27%	24%	17%	17%	
Other	3%	0%	3%	5%	1%	1%	1%	
Don't know	48%	47%	49%	42%	47%	55%	59%	

YouGov NY

Zoos

US nationally representative sample: April 27-28, 2017



Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

You said that you were \$zooseen...Which, if any, of the following statements explain why your feelings on zoos and aquariums changed over the past decade?

	Unweighted base	454	376	178	145	162	37	139	47	153	3	87	6	7	1	36
Base: All US adults who's opinion on zoos and aquariums has changed over the past decade		460	381	190	144	179	40	129	50	161	4	98	7	7	1	36
Personal experience(s) at a zoo or aquarium	24%	22%	20%	20%	28%	20%	22%	21%	22%	-	23%	14%	47%	100%	23%	
News story(-ies) about zoos or aquariums	30%	33%	36%	27%	28%	41%	42%	33%	33%	58%	30%	15%	29%	-	21%	
Films or TV series about zoos or aquariums (e.g., Black fish, Planet Earth, etc.)	28%	26%	30%	30%	27%	28%	24%	34%	31%	42%	34%	48%	12%	-	31%	
Other	8%	8%	8%	11%	7%	6%	9%	10%	9%	-	6%	-	13%	-	13%	
Don't know / can't recall	10%	11%	6%	12%	9%	4%	3%	2%	4%	-	6%	23%	-	-	13%	

Which ONE, if any, of the following do you think is the MAIN reason zoos and aquariums should exist?

	Unweighted base	1110	893	390	311	322	70	298	90	286	3	172	17	18	15	138
Base: All US adults		1096	878	395	291	333	70	270	89	303	4	190	17	16	15	135
To rescue and rehabilitate animals in need of care, then release them back into the wild when possible	25%	25%	25%	27%	25%	25%	22%	29%	36%	32%	21%	30%	37%	37%	19%	18%
To educate the public	28%	28%	25%	34%	23%	22%	26%	19%	25%	58%	21%	19%	30%	18%	35%	
To entertain the public	8%	8%	8%	9%	13%	9%	6%	10%	7%	20%	9%	6%	13%	-	4%	
To protect species from going extinct	26%	27%	29%	26%	27%	35%	32%	28%	27%	-	28%	33%	20%	-	23%	
Other	1%	1%	0%	1%	2%	1%	1%	2%	0%	-	0%	5%	-	5%	1%	
Don't know	7%	7%	8%	4%	8%	9%	5%	4%	6%	-	8%	-	-	28%	9%	
Not applicable – I do not believe that zoos and aquariums should exist	4%	3%	3%	2%	2%	1%	2%	1%	3%	-	4%	-	-	30%	10%	

Recently, two polar bears died at two separate facilities in California. Which ONE, if any, of the following reasons do you think was the MAIN reason for their death?

	Unweighted base	1110	893	390	311	322	70	298	90	286	3	172	17	18	15	138
Base: All US adults		1096	878	395	291	333	70	270	89	303	4	190	17	16	15	135
Natural cases	17%	17%	16%	18%	14%	14%	14%	13%	21%	13%	20%	13%	22%	18%	7%	19%
Poor care from the staff	9%	8%	9%	7%	11%	12%	8%	16%	10%	21%	11%	15%	5%	6%	9%	
Poor health due to the animals' separation from their natural habitat	23%	24%	28%	26%	31%	38%	29%	21%	32%	58%	34%	18%	19%	8%	13%	
Other	3%	2%	3%	1%	1%	-	2%	-	4%	-	6%	-	-	-	2%	
Don't know	48%	48%	44%	48%	43%	36%	47%	42%	41%	-	36%	45%	57%	80%	57%	

YouGov NY

Zoos

US nationally representative sample: April 27-28, 2017



Total	More in Favor/More Opposed	
	Favor	Oppose

You said that you were \$zooseen...Which, if any, of the following statements explain why your feelings on zoos and aquariums changed over the past decade?

	Unweighted base	454	177	277
Base: All US adults who's opinion on zoos and aquariums has changed over the past decade		460	185	275
Personal experience(s) at a zoo or aquarium	24%	41%	12%	
News story(-ies) about zoos or aquariums	30%	18%	38%	
Films or TV series about zoos or aquariums (e.g., Black fish, Planet Earth, etc.)	28%	22%	32%	
Other	8%	5%	11%	
Don't know / can't recall	10%	14%	7%	

Which ONE, if any, of the following do you think is the MAIN reason zoos and aquariums should exist?

	Unweighted base	1110	177	277
Base: All US adults		1096	185	275
To rescue and rehabilitate animals in need of care, then release them back into the wild when possible	25%	24%	40%	
To educate the public	28%	28%	16%	
To entertain the public	8%	10%	8%	
To protect species from going extinct	26%	31%	30%	
Other	1%	1%	1%	
Don't know	7%	5%	1%	
Not applicable – I do not believe that zoos and aquariums should exist	4%	0%	5%	

Recently, two polar bears died at two separate facilities in California. Which ONE, if any, of the following reasons do you think was the MAIN reason for their death?

	Unweighted base	1110	177	277
Base: All US adults		1096	185	275
Natural causes	17%	28%	9%	
Poor care from the staff	9%	12%	13%	
Poor health due to the animals' separation from their natural habitat	23%	22%	40%	
Other	3%	0%	3%	
Don't know	48%	37%	35%	