

A Survey: What Seattle Thinks About the Woodland Park Zoo's Elephant Program

Key Findings:

**62% of Seattle residents support retiring the elephants to a sanctuary.
Less than 10% support keeping the elephants at Woodland Park Zoo.**

**97% of Seattle residents knew about poaching which they learned
from varied sources - but not from Woodland Park Zoo.**

**66% of Seattle residents believe children can learn about elephants
and their conservation through exhibits that do not include live elephants.**

**66% of Seattle residents believe that Woodland Park Zoo should stop
breeding Chai.**

October 2013

Prepared By:



Background & Objectives

- For more than seven years, Friends of Woodland Park Zoo Elephants, a NARN campaign, has worked for the retirement of Bamboo, Chai, and Watoto so they may spend the rest of their lives in a sanctuary in a warmer climate with more space.
- Several news stories have been published informing the public about the health and living conditions of elephants in zoo captivity, highlighting the Woodland Park Zoo. Following these stories, and years of criticism of the elephant program, the Woodland Park Zoo convened a Task Force to evaluate the condition of its elephants and the zoo's elephant program.
- Friends of Woodland Park Zoo Elephants wanted to learn how Seattleites viewed or learned about the following issues:
 - Retiring the elephants
 - The value of keeping elephants in Seattle
 - How Seattleites learned about elephant poaching
 - The credibility of the Task Force
 - Replacing the live elephant exhibit with an educational program without elephants
 - The Woodland Park Zoo's elephant breeding program
- Friends of Woodland Park Zoo Elephants wanted to understand all aspects of these issues by querying the public in an unbiased, representative way so that the results could be shared with the Zoo, Seattle City Council, Seattle Mayor, King County Council, and constituents in order to help them make informed decisions.

Methodology

- Research Now, an independent research company, emailed an invitation to its nationally representative panel sample on Friday, October 18th.
 - The survey was active for approximately 3 days, ending on Monday night October 21st.
 - A total of 5,815 invitations were sent to consumers in the panel yielding just over 467 completed interviews.
 - The survey length averaged 6 minutes.
- Respondents under age 18 were disqualified.
- The survey was programmed by CPC Consulting using Survey Monkey.
 - CPC Consulting was established in 1998 by Christine Craig, a veteran market researcher with over 20 years experience. Corporate clients have included T-Mobile, Allrecipes.com, Five Below, and Estee Lauder as well as larger research vendors such as Millward Brown, Synovate, and Praxis Research Partners.
 - CPC Consulting and Craig work extensively in the non-profit arena.

What Did We Learn?

- While most Seattleites who responded had visited the zoo at some point, the visits were not very recent or frequent. The vast majority (90%) of respondents saw the elephant exhibit when visiting the Woodland Park Zoo.
- 88% of Seattleites have not changed their behavior in any way as a result of seeing the elephant exhibit.
- 66% of Seattleites believe that children can learn about conservation via an exhibit that does not include live elephants.
- 66% of Seattleites believe the zoo should stop breeding Chai.
- 97% of Seattleites learned about poaching from varied sources – not from the Woodland Park Zoo.

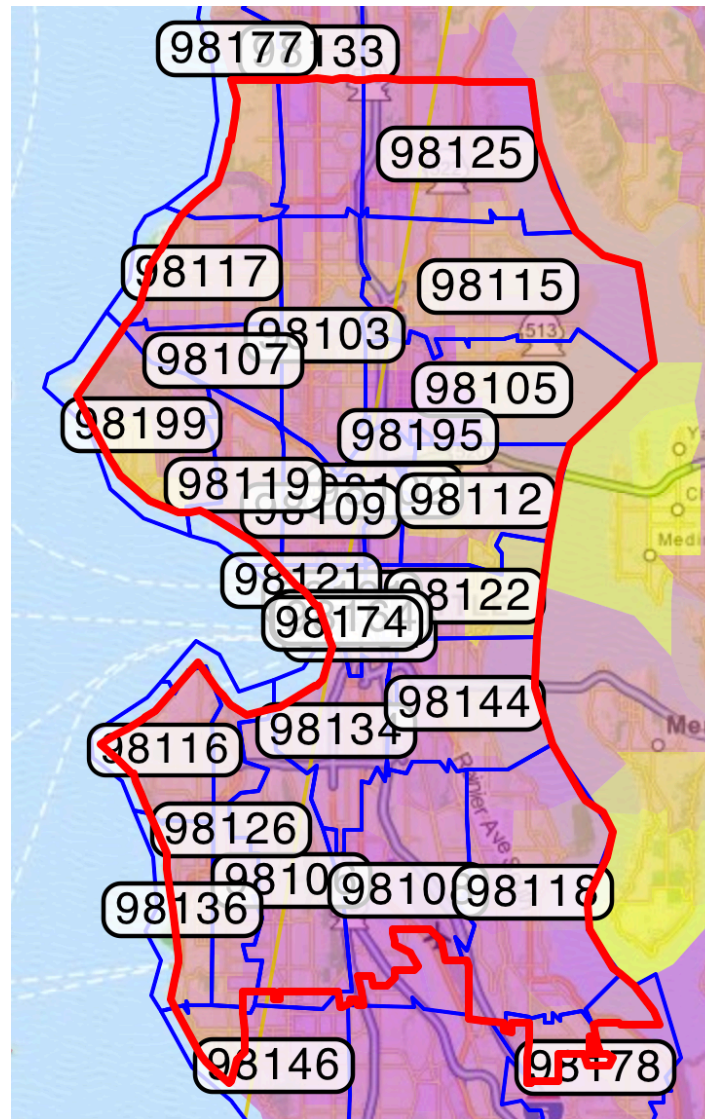
What Did We Learn? (cont' d)

- 62% of of Seattleites support retiring Bamboo, Watoto, and Chai to a sanctuary.
 - Support is higher among those under the age of 45.
- Only 10% of Seattleites do not support retiring the elephants to a sanctuary.
- Retiring the elephants will have no real impact on whether Seattleites visit the Woodland Park Zoo.

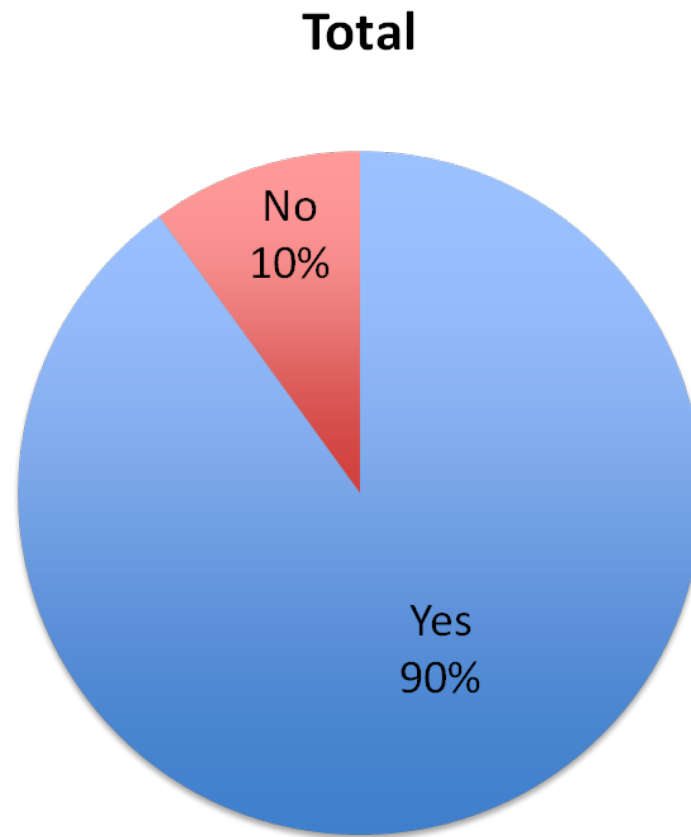
Who We Spoke With

DETAILED FINDINGS

We interviewed 467 consumers in metro Seattle.



90% of respondents live in Seattle city limits and are registered voters in Washington State.



With the exception of leaning a bit more female, our sample accurately reflects Seattle demographics.

	Total	Census
	%	%
% Female	73	50
Age		
18 to 24 years old	6	9*
25 to 34 years old	23	22
35 to 44 years old	21	17
45 to 54 years old	15	15
55 to 65 years old	16	8*
66 or older	19	12*
<i>Median Age</i>	<i>34</i>	<i>36</i>
Average HH size	2.2	2.1

Consumers leaned more female.

	Total
Base: Total	(467)
	%
% Female	73
% Male	27
Age	
18 to 24 years old	6
25 to 34 years old	23
35 to 44 years old	21
45 to 54 years old	15
55 to 65 years old	16
66 or older	19
<i>Mean</i>	<i>47</i>

	Total
Base: Total	(467)
	%
HH Size	
One	28
Two	46
Three	15
Four	7
Five	2
Six	1
Seven or more	1
<i>Average HH Size</i>	<i>2.2</i>

Our respondents had a varied distribution of income levels.

	Total
Base: Total	(467)
	%
Married	45
Single, living with a partner	11
Single, living alone	24
Single, living at home with parents	3
Widowed	4
Divorced/separated	11
Prefer not to say	3
Base: More than 1 in HH	(337)
	%
Kids in HH	25

	Total
Base: Total	467
	%
\$0 - \$24,999	8
\$25,000 - \$49,999	17
\$50,000 - \$74,999	20
\$75,000 - \$99,999	15
\$100,000 - \$124,999	11
\$125,000 - \$149,999	7
\$150,000 - \$174,999	5
\$175,000 or more	6
Don't know	1
Prefer not to answer	11
<i>Mean HH Income</i>	<i>\$72,745</i>

Respondents are college educated and working for the most part; 22% indicated they were retired.

	Total
Base: Total	467
	%
Some high school or less	*
Graduated high school	4
Trade or technical school	4
1-3 years of college	17
Graduated 4 year college	38
Post graduate work/graduate degree	36
Prefer not to say	1

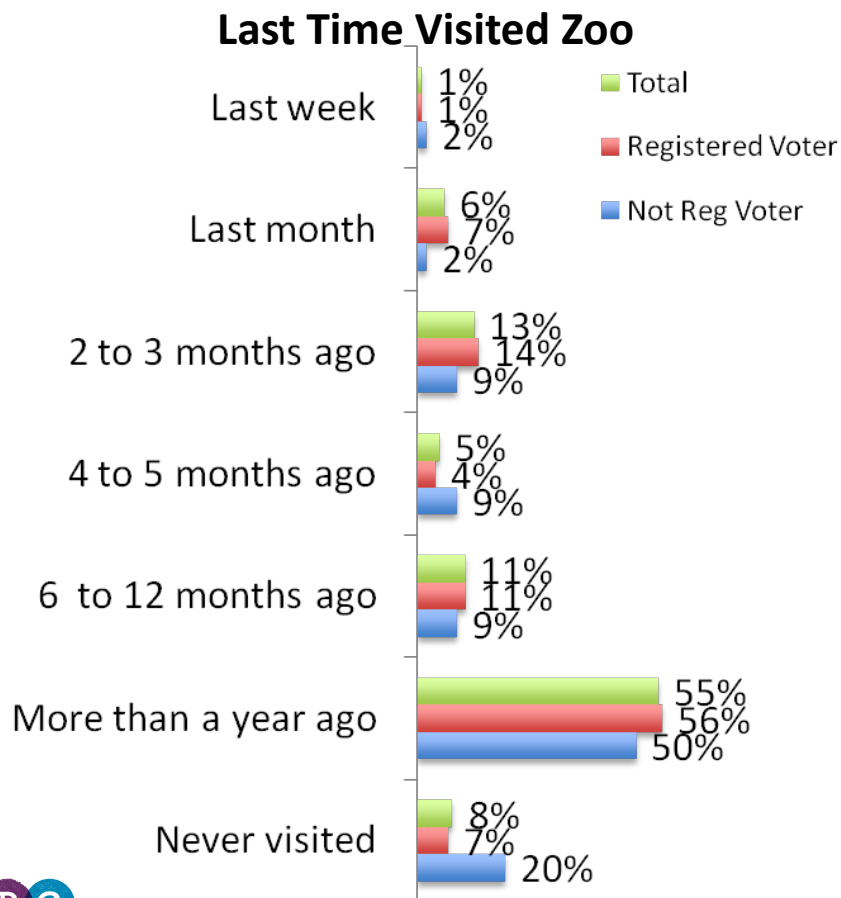
	Total
Base: Total	467
	%
Employed full-time (35 hours a week or more)	51
Employed part-time (less than 35 hours a week)	14
A full-time student	4
Part time student	1
At home with children	3
Retired	22
Looking for work	6
Prefer not to say	5

Zoo & Elephant Exhibit Engagement

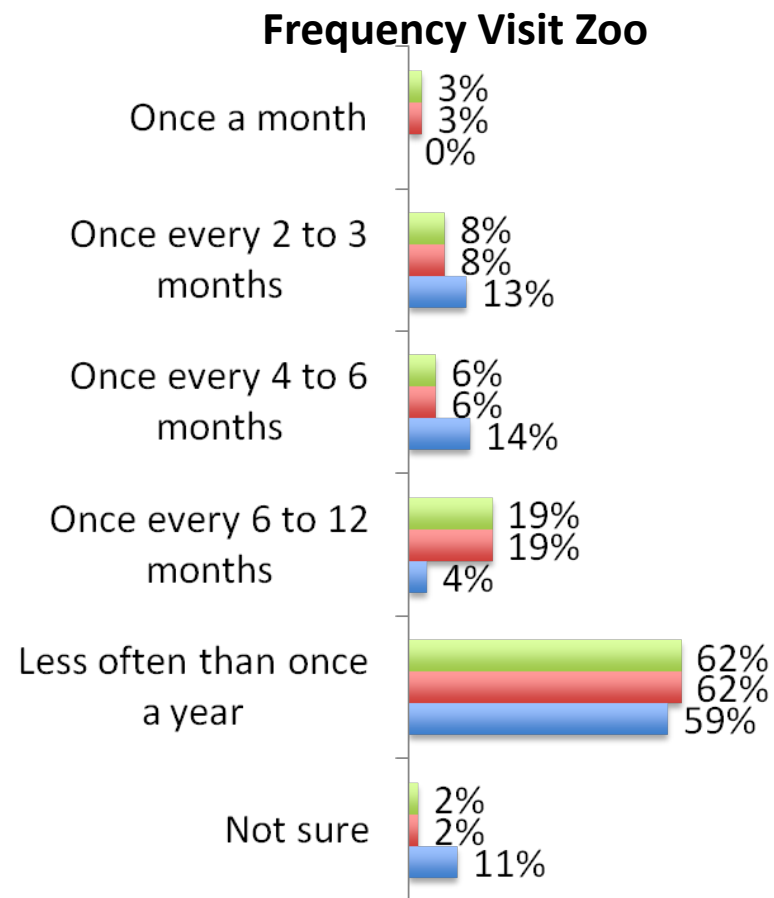
DETAILED FINDINGS

Almost all respondents had visited the Woodland Park Zoo at some point; however, zoo visits were not frequent.

– Registered voters were more likely to have visited the zoo, and within the last year, than non-registered voters.



Base: Total n=467/421/46



Base: Ever visit zoo n=428/391/37*

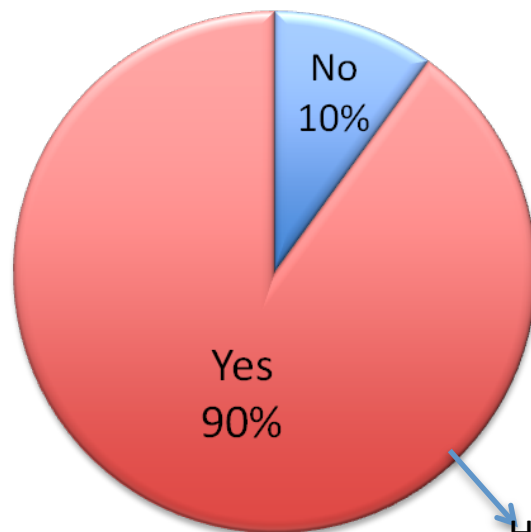
*Caution: Small Base Size

Among the respondents who visited the Woodland Park Zoo, 90% saw the elephant exhibit. The exhibit does not appear to have impacted or changed consumer behavior in any way.

– Elephant visitation is higher among respondents with children and those who are registered voters.

Q: Have you ever seen the elephants at the Woodland Park Zoo?

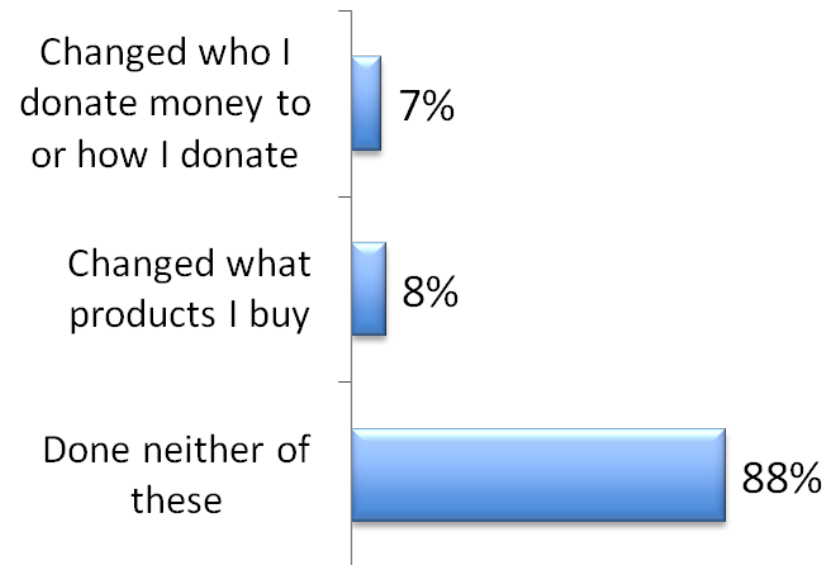
(Base: Visited Zoo n=428)



Have Kids in HH	98%
No Kids in HH	88%
Registered Voter	92%
Non Reg Voter	76%

Q: After visiting the elephant exhibit at the Woodland Park Zoo have you . . .

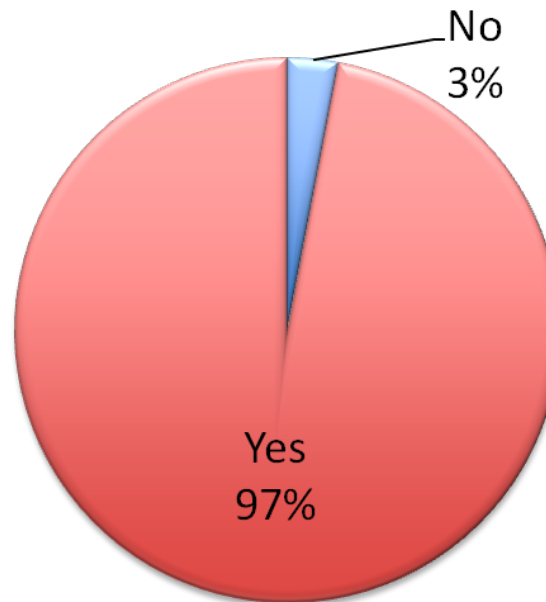
(Base: Saw elephants n=386)



Essentially, all respondents are aware of the killing of elephants for ivory.

Q: Are you aware of the killing of elephants for ivory tusks?

(Base: Total n=467)



Seattleites learned about elephant poaching from sources *other* than the Woodland Park Zoo. Sources include the news coverage, schools, newspaper articles, magazines, and National Geographic

Q: Where did you learn of the killing of elephants for their ivory tusks?

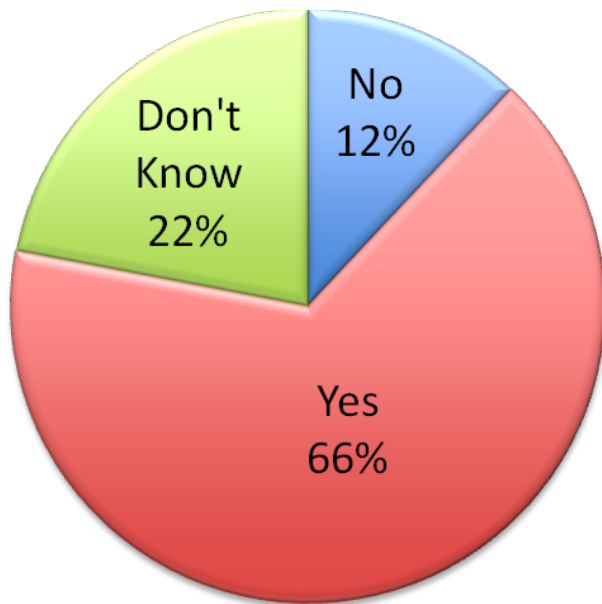
(Base: Aware n=453)

Africa Ago Book Discovery Channel Documentary
Elephants Known Magazines Media National
Geographic Nature News Newspaper Print
Recall Remember School Seattle Television Think TV
Show Young

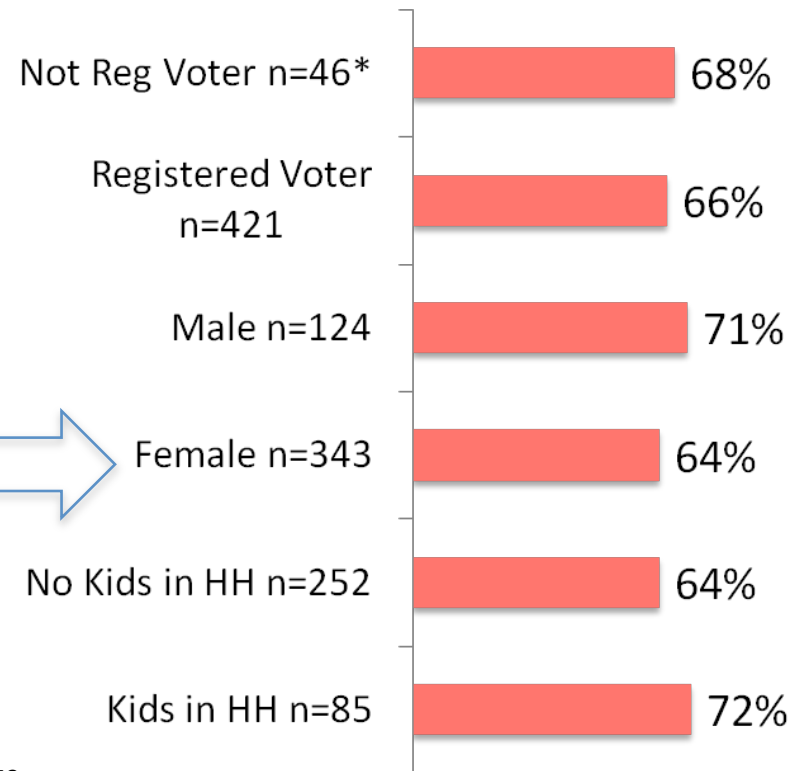
Note: the larger the word appears, the more frequently it was mentioned in response to the question.

Two-thirds of Seattleites believe children can learn about elephants through exhibits that do not include live elephants.

Q: Do you think children can learn about elephants and their conservation through a state-of-the art, interactive and educational, high-tech exhibit that does not include live elephants?

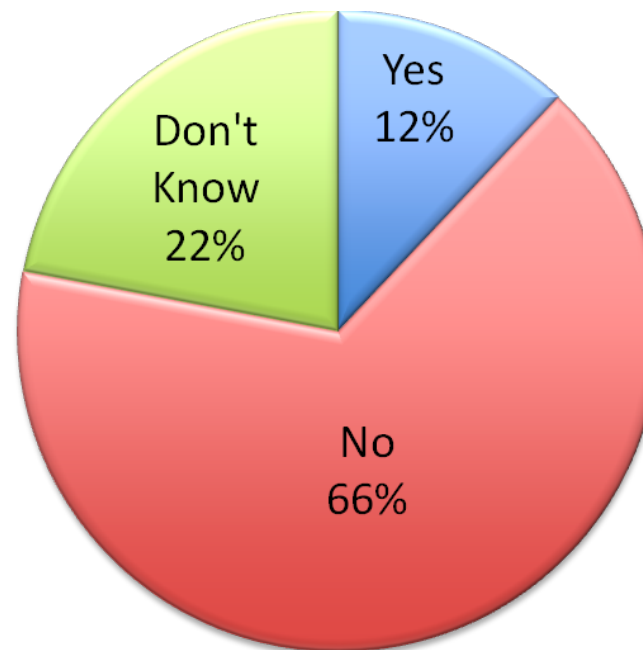


% Yes →



Two-thirds of Seattleites believe that the Woodland Park Zoo should stop attempting to breed Chai.

Q: One of the elephants at the Zoo, Chai, has had 112 artificial insemination procedures without successfully getting pregnant. Do you think the Woodland Park Zoo should continue to try and breed her?



News Stories & Task Force

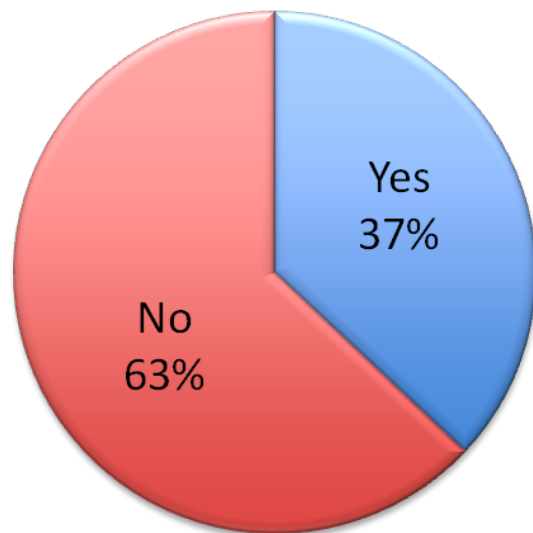
DETAILED FINDINGS

Over one-third of Seattleites were aware of the recent articles in The Seattle Times about the state of the elephants at the Woodland Park Zoo.

– 58% are more supportive of retiring the elephants to a sanctuary as a result of these articles.

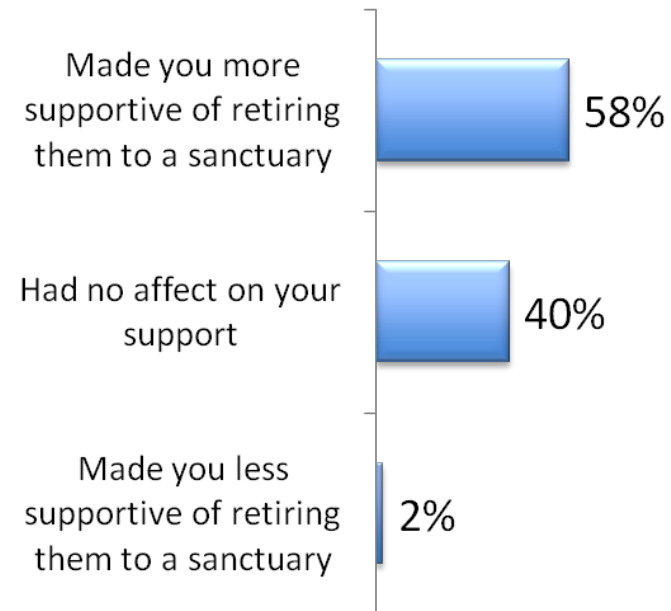
Q: Recently there were two Seattle Times reports on the state of the elephants at Woodland Park Zoo. Did you see any of these articles/reports?

(Base: Total n=467)



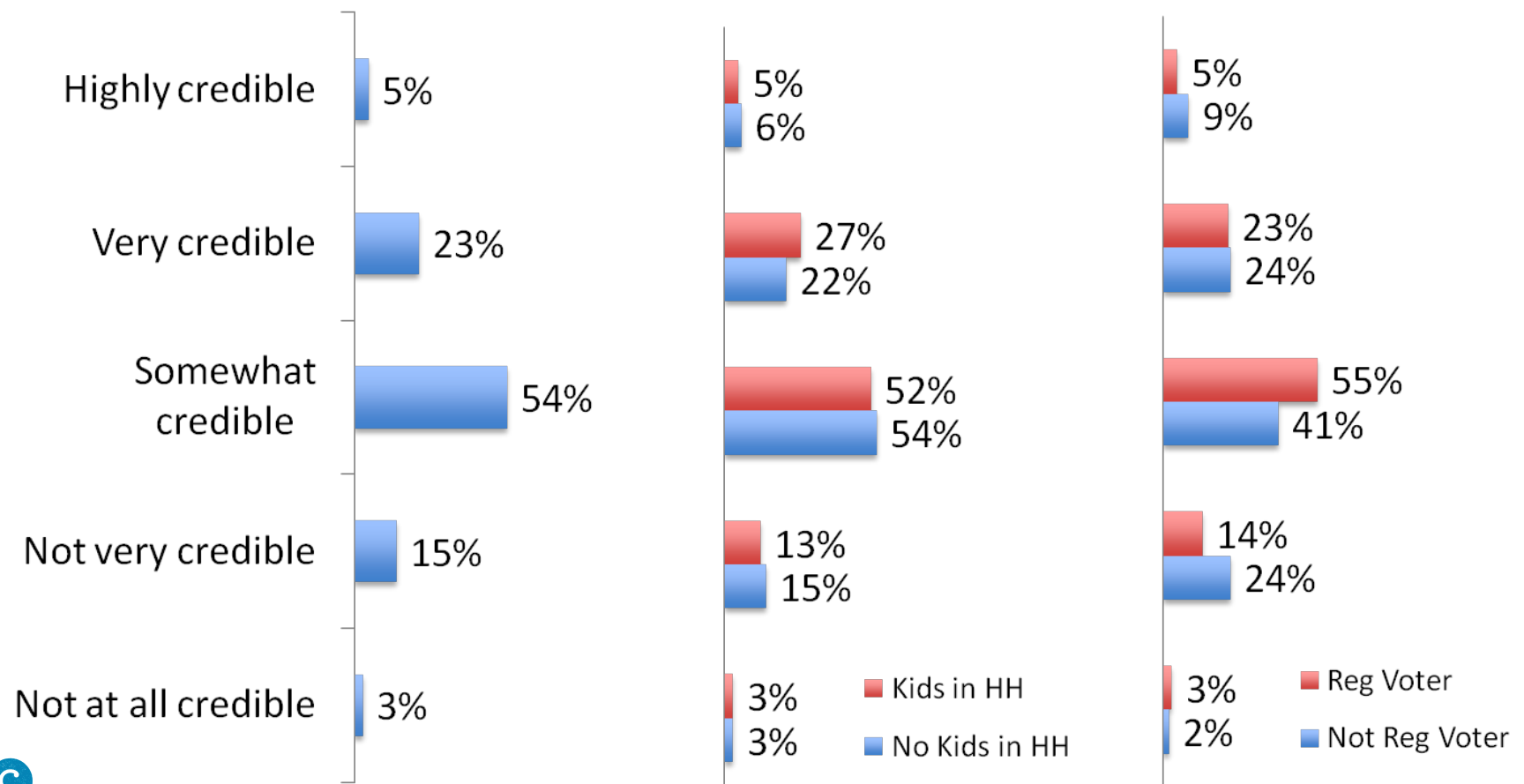
Q: Did seeing those articles have any affect on your level of support for retiring the elephants to a sanctuary in a warmer climate with hundreds of acres of space?

(Base: Saw Seattle Times' articles n=171)



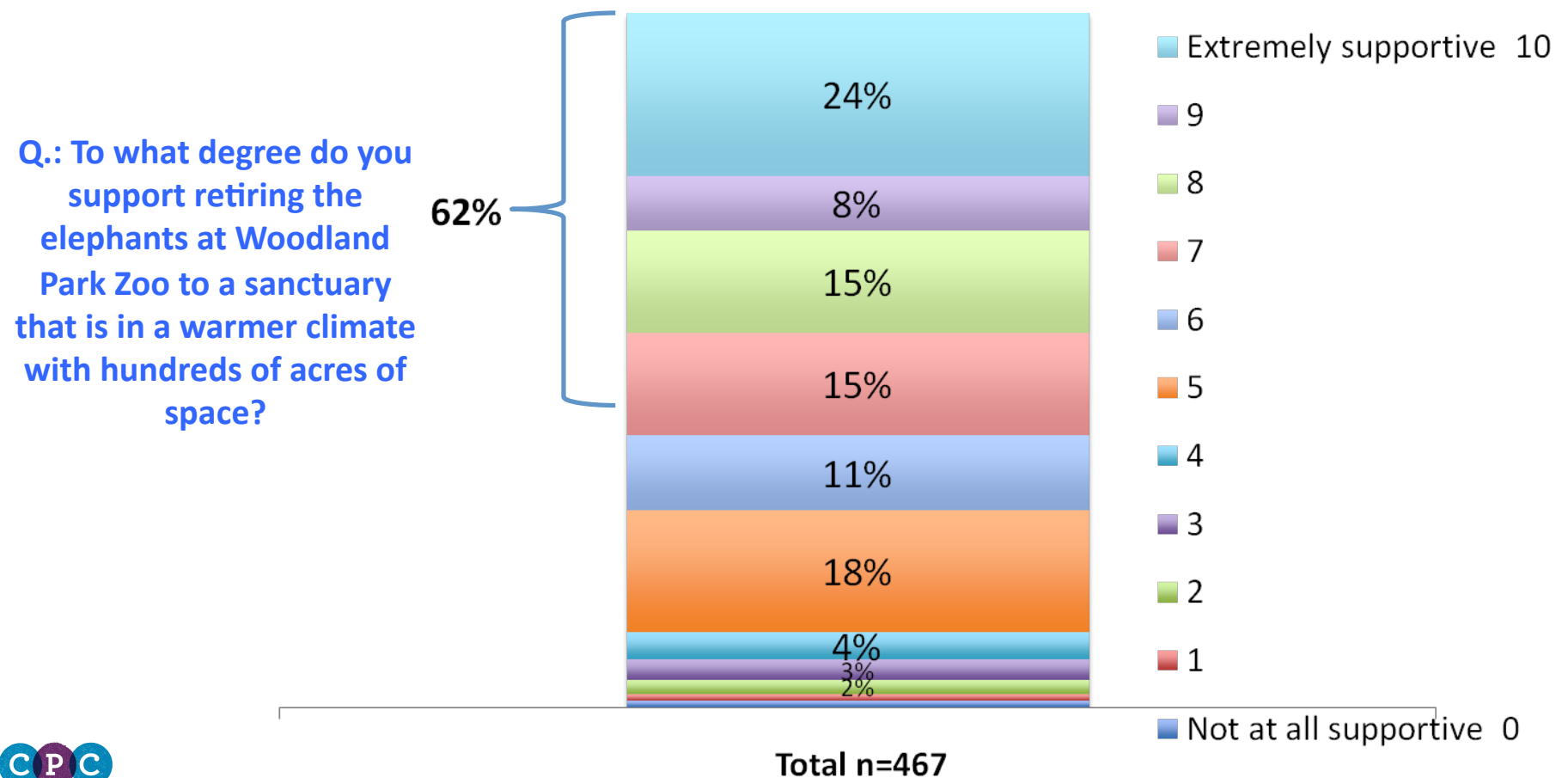
Seattleites found the credibility of a Task Force selected by the Woodland Park Zoo is not strong and are likely skeptical of any findings such a task force presents.

Q.: How credible do you think a task force for the elephants can be if the Zoo selects who is on the task force?

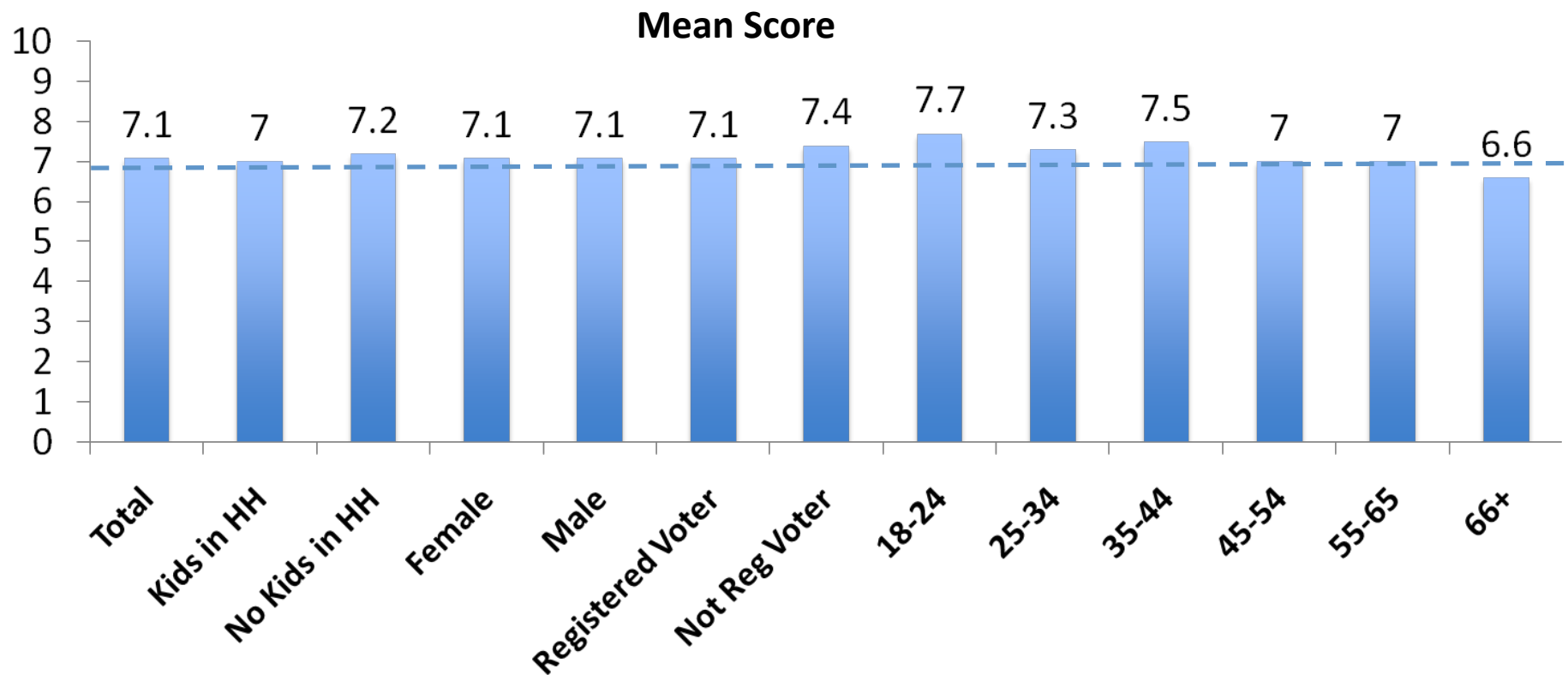


62% of Seattleites support retiring the Woodland Park Zoo elephants to a sanctuary and 47% feel very strongly about it.

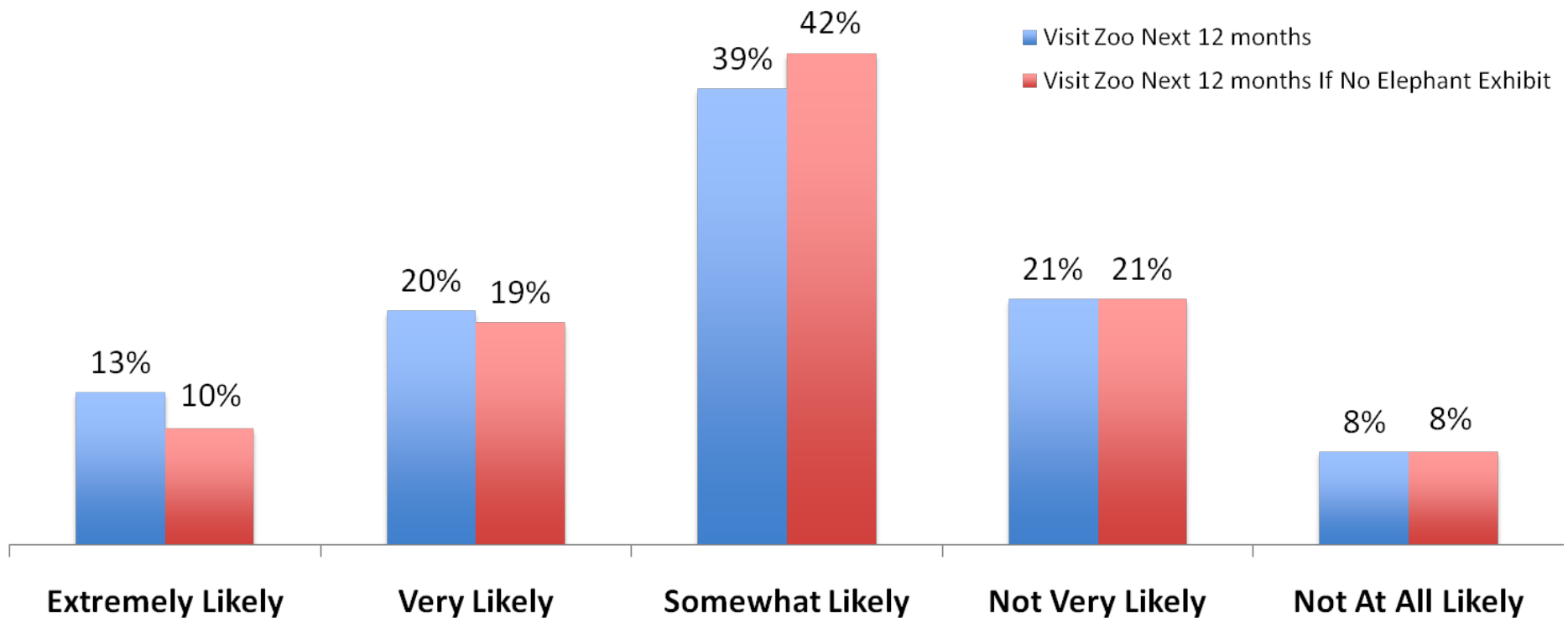
Less than 10% are not supportive of retiring the elephants to a sanctuary.



Seattlites under the age of 45 are more supportive of retiring the elephants to a sanctuary, but overall, there is little variation.



There would be essentially no change in visits to the Woodland Park Zoo over the next 12 months if there was no longer an elephant exhibit.



Q.: How likely are you to visit the Woodland Park Zoo in the next 12 months?

Q.: How likely are you to visit the Woodland Park Zoo in the next 12 months if there were no elephant exhibit?

Additional Detailed Findings

APPENDIX

Survey Questions

- S1. Please record your gender:
Male
Female
- S2. Which grouping best describes your age?
Under 18 years old - *terminate*
18 to 24 years old
25 to 34 years old
35 to 44 years old
45 to 54 years old
55 to 65
66 or older
- S3. Are you a registered voter in **Seattle**?
Yes
No – *terminate*
1. When was the last time, if at all, that you visited the Woodland Park Zoo?
Last week
Last month
2-3 months ago
4-5 months ago
6-12 months ago
More than year ago
Never (skip to Q5)
2. How often would you say that you typically visit the Woodland Park Zoo?
Once a month
Once every 2-3 months
Once every 4-6 months
Once every 6-12months
Less often than once a year
3. Have you ever seen the elephants at the zoo?
Yes
No [skip to Q5]

Survey Questions

4. After having been to the elephant exhibit at Woodland Park Zoo have you . . .
- | | | |
|--------------------------------|-----|----|
| Changed who you donate money | | |
| to or how you donate money? | Yes | No |
| Changed what products you buy? | Yes | No |
5. Recently there were two Seattle Times reports on the state of the elephants at Woodland Park Zoo. Did you see any of these articles/stories?
- Yes [ask next Q6]
- No [skip to Q7]
7. Did seeing those articles have any effect on your level of support for retiring the elephants to a sanctuary in a warmer climate with hundreds of acres of space?
- Made you more supportive
- Had no affect on your support
- Made you less supportive
9. After these Seattle Times articles on the state of the elephants, the Zoo formed a task force to review the elephants' health and care. How credible do you think a task force for the elephants can be if the Zoo selects who is on the task force?
- Highly credible
- Very credible
- Somewhat credible
- Not very credible
- Not at all credible
11. Are you aware of the killing of elephants for their ivory tusks?
- Yes [ask Q9]
- No [skip to Q10]
13. Where did you learn of the killing of elephants for their ivory tusks? _____
10. Do you think children can learn about elephants and their conservation through a state-of-the-art, interactive and educational, high tech exhibit that does not include live elephants?
- Yes
- No
- I don't know/not sure

Survey Questions

11. One of the elephants at the Zoo, Chai, has had 112 artificial insemination procedures without successfully getting pregnant. Do you think the Woodland Park Zoo should continue to try and breed her?
- Yes
No
Don't know
12. To what degree do you support retiring the elephants at Woodland Park Zoo to a sanctuary that is in a warmer climate with hundreds of acres of space?
- | Not at all
Supportive | | | | | | | | | Extremely
Supportive | |
|--------------------------|---|---|---|---|---|---|---|---|-------------------------|----|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
13. How likely are you to visit the Woodland Park Zoo in the next 12 months?
- Extremely likely
Very likely
Somewhat likely
Not very likely
Not at all likely
14. How likely are you to visit the Woodland Park Zoo in the next 12 months if there were no elephant exhibit?
- Extremely likely
Very likely
Somewhat likely
Not very likely
Not at all likely
15. How many people, including yourself, live in your household?
- One <skip to Q17>
Two
Three
Four
Five
Six
Seven or more

Survey Questions

- 15b. Are there any children age 17 or younger living in your household?
Yes
No – skip to Q17
16. How many children in each age range live in your household?
_____ Up to age 6
_____ 7 to 12 years old
_____ 13 to 18 years old
17. What is your marital status?
Married
Single, living with a partner
Single, living alone
Single, living at home with parents
Widowed
Divorced/separated
Prefer not to say
18. What was the last grade of school you completed?
Some high school or less
Graduated high school
Trade or technical school
1-3 years of college
Graduated 4 year college
Post graduate work/graduate degree
Prefer not to say
19. What is your employment status?
Employed full-time (35 hours a week or more)
Employed part-time (less than 35 hours a week)
A full-time student
Part-time student
At home with children
Retired
Looking for work
Prefer not to say

Survey Questions

20. Which is your approximate average household income?

\$0 - \$24,999

\$25,000 - \$49,999

\$50,000 - \$74,999

\$75,000 - \$99,999

\$100,000 - \$124,999

\$125,000 - \$149,999

\$150,000 - \$174,999

\$175,000 or more

don't know

prefer not to answer