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
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 SeaOleites 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 SeaOleites have not changed their behavior in any way as a result of seeing the elephant exhibit.
• 66% of SeaOleites believe that children can learn about conservation via an exhibit that does not include live elephants.
• 66% of SeaOleites believe the zoo should stop breeding Chai.
• 97% of SeaOleites learned about poaching from varied sources – not from the Woodland Park Zoo.
What Did We Learn? (cont’d)

• 62% 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.

Total

Yes 90%

No 10%

Base: Total n=467
With the exception of leaning a bit more female, our sample accurately reflects Seattle demographics.

<table>
<thead>
<tr>
<th>Age</th>
<th>Total</th>
<th>Census</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 to 24 years old</td>
<td>6</td>
<td>9*</td>
</tr>
<tr>
<td>25 to 34 years old</td>
<td>23</td>
<td>22</td>
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<tr>
<td>35 to 44 years old</td>
<td>21</td>
<td>17</td>
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<tr>
<td>45 to 54 years old</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>55 to 65 years old</td>
<td>16</td>
<td>8*</td>
</tr>
<tr>
<td>66 or older</td>
<td>19</td>
<td>12*</td>
</tr>
<tr>
<td><strong>Median Age</strong></td>
<td>34</td>
<td>36</td>
</tr>
<tr>
<td><strong>Average HH size</strong></td>
<td>2.2</td>
<td>2.1</td>
</tr>
</tbody>
</table>

* Census is based on 20-24/55-64/65+
Consumers leaned more female.

<table>
<thead>
<tr>
<th>Age</th>
<th>Base: Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 to 24 years old</td>
<td>6</td>
</tr>
<tr>
<td>25 to 34 years old</td>
<td>23</td>
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<tr>
<td>35 to 44 years old</td>
<td>21</td>
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<tr>
<td>45 to 54 years old</td>
<td>15</td>
</tr>
<tr>
<td>55 to 65 years old</td>
<td>16</td>
</tr>
<tr>
<td>66 or older</td>
<td>19</td>
</tr>
<tr>
<td><strong>Mean</strong></td>
<td><strong>47</strong></td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>% Female</th>
<th>Total</th>
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<tbody>
<tr>
<td>73%</td>
<td>(467)</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>% Male</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>27%</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>HH Size</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>One</td>
<td>28</td>
</tr>
<tr>
<td>Two</td>
<td>46</td>
</tr>
<tr>
<td>Three</td>
<td>15</td>
</tr>
<tr>
<td>Four</td>
<td>7</td>
</tr>
<tr>
<td>Five</td>
<td>2</td>
</tr>
<tr>
<td>Six</td>
<td>1</td>
</tr>
<tr>
<td>Seven or more</td>
<td>1</td>
</tr>
<tr>
<td><strong>Average HH Size</strong></td>
<td><strong>2.2</strong></td>
</tr>
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</table>
Our respondents had a varied distribution of income levels.

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Total</th>
</tr>
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<tbody>
<tr>
<td>Base: Total</td>
<td>467</td>
</tr>
<tr>
<td>Married</td>
<td>45</td>
</tr>
<tr>
<td>Single, living with a partner</td>
<td>11</td>
</tr>
<tr>
<td>Single, living alone</td>
<td>24</td>
</tr>
<tr>
<td>Single, living at home with parents</td>
<td>3</td>
</tr>
<tr>
<td>Widowed</td>
<td>4</td>
</tr>
<tr>
<td>Divorced/separated</td>
<td>11</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>3</td>
</tr>
<tr>
<td>Base: More than 1 in HH</td>
<td>337</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base: Total</td>
<td>467</td>
</tr>
<tr>
<td>$0 - $24,999</td>
<td>8</td>
</tr>
<tr>
<td>$25,000 - $49,999</td>
<td>17</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>20</td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td>15</td>
</tr>
<tr>
<td>$100,000 - $124,999</td>
<td>11</td>
</tr>
<tr>
<td>$125,000 - $149,999</td>
<td>7</td>
</tr>
<tr>
<td>$150,000 - $174,999</td>
<td>5</td>
</tr>
<tr>
<td>$175,000 or more</td>
<td>6</td>
</tr>
<tr>
<td>Don't know</td>
<td>1</td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>11</td>
</tr>
</tbody>
</table>

**Mean HH Income**  
$72,745
Respondents are college educated and working for the most part; 22% indicated they were retired.

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Base: Total</td>
<td>467</td>
</tr>
<tr>
<td>Some high school or less</td>
<td>*</td>
</tr>
<tr>
<td>Graduated high school</td>
<td>4</td>
</tr>
<tr>
<td>Trade or technical school</td>
<td>4</td>
</tr>
<tr>
<td>1-3 years of college</td>
<td>17</td>
</tr>
<tr>
<td>Graduated 4 year college</td>
<td>38</td>
</tr>
<tr>
<td>Post graduate work/graduate degree</td>
<td>36</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Employment Status</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base: Total</td>
<td>467</td>
</tr>
<tr>
<td>Employed full-time (35 hours a week or more)</td>
<td>51</td>
</tr>
<tr>
<td>Employed part-time (less than 35 hours a week)</td>
<td>14</td>
</tr>
<tr>
<td>A full-time student</td>
<td>4</td>
</tr>
<tr>
<td>Part time student</td>
<td>1</td>
</tr>
<tr>
<td>At home with children</td>
<td>3</td>
</tr>
<tr>
<td>Retired</td>
<td>22</td>
</tr>
<tr>
<td>Looking for work</td>
<td>6</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>5</td>
</tr>
</tbody>
</table>
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.
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)

- Yes: 90%
- No: 10%

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)

- Changed who I donate money to or how I donate: 7%
- Changed what products I buy: 8%
- Done neither of these: 88%

Base: 81/229/391/37*
*Caution: Small base size
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)

- Yes: 97%
- No: 3%
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)

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: 66%
- No: 22%
- Don't Know: 12%

Not Reg Voter n=46*: 68%
Registered Voter n=421: 66%
Male n=124: 71%
Female n=343: 64%
No Kids in HH n=252: 64%
Kids in HH n=85: 72%

Base: Total n=467
* Caution: Small Base Size
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?

- No: 66%
- Don't Know: 22%
- Yes: 12%

Base: Total n=467
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)

- Yes 37%
- No 63%

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)

- Made you more supportive of retiring them to a sanctuary 58%
- Had no affect on your support 40%
- Made you less supportive of retiring them to a sanctuary 2%
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?

- Highly credible: 5%
- Very credible: 23%
- Somewhat credible: 54%
- Not very credible: 15%
- Not at all credible: 3%

Note: Target scores on a 5-point scale are 20-25% for top and top two box.
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?

Base: Total n=467
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 6-12 months
   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