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*An international organization dedicated to conservation through public display, education, and research*

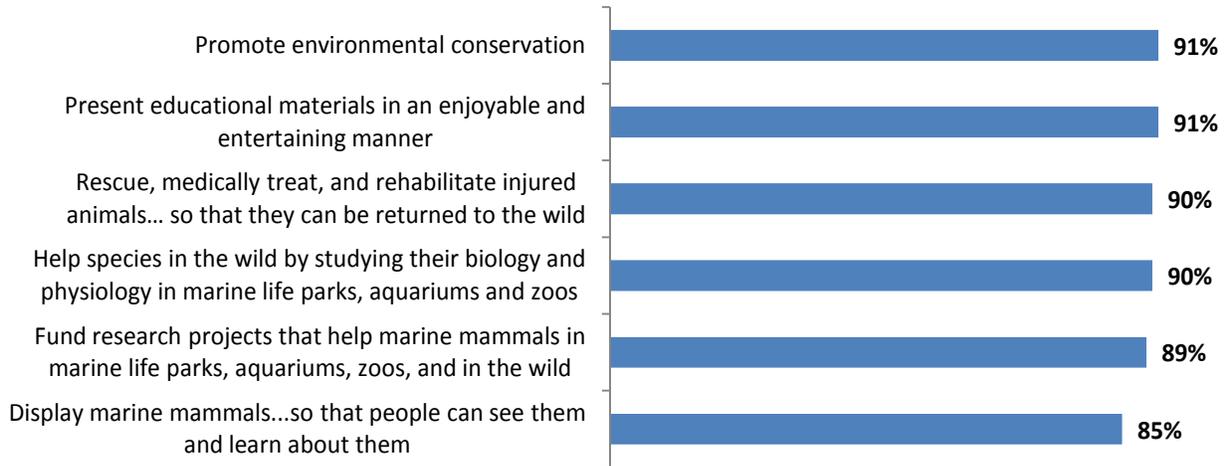
**HARRIS INTERACTIVE®  
MARINE MAMMAL POLL**

**February 2012**

### Key Findings – Role of Marine Life Parks, Aquariums, and Zoos

Large majorities of Americans feel believe that it is essential/somewhat important for marine life parks, aquariums and zoos to do the following:

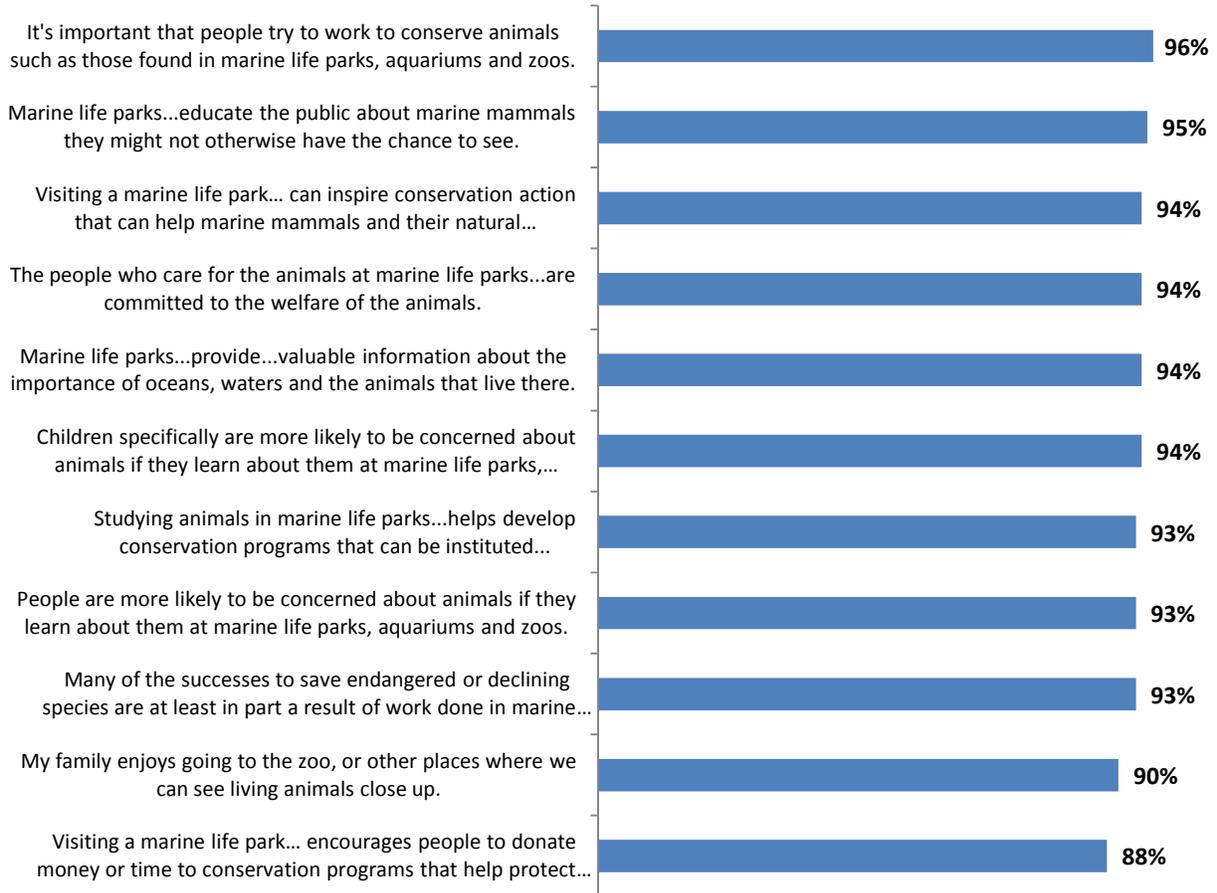
#### Role of Marine Life Parks, Aquariums and Zoos - Essential/Somewhat Important



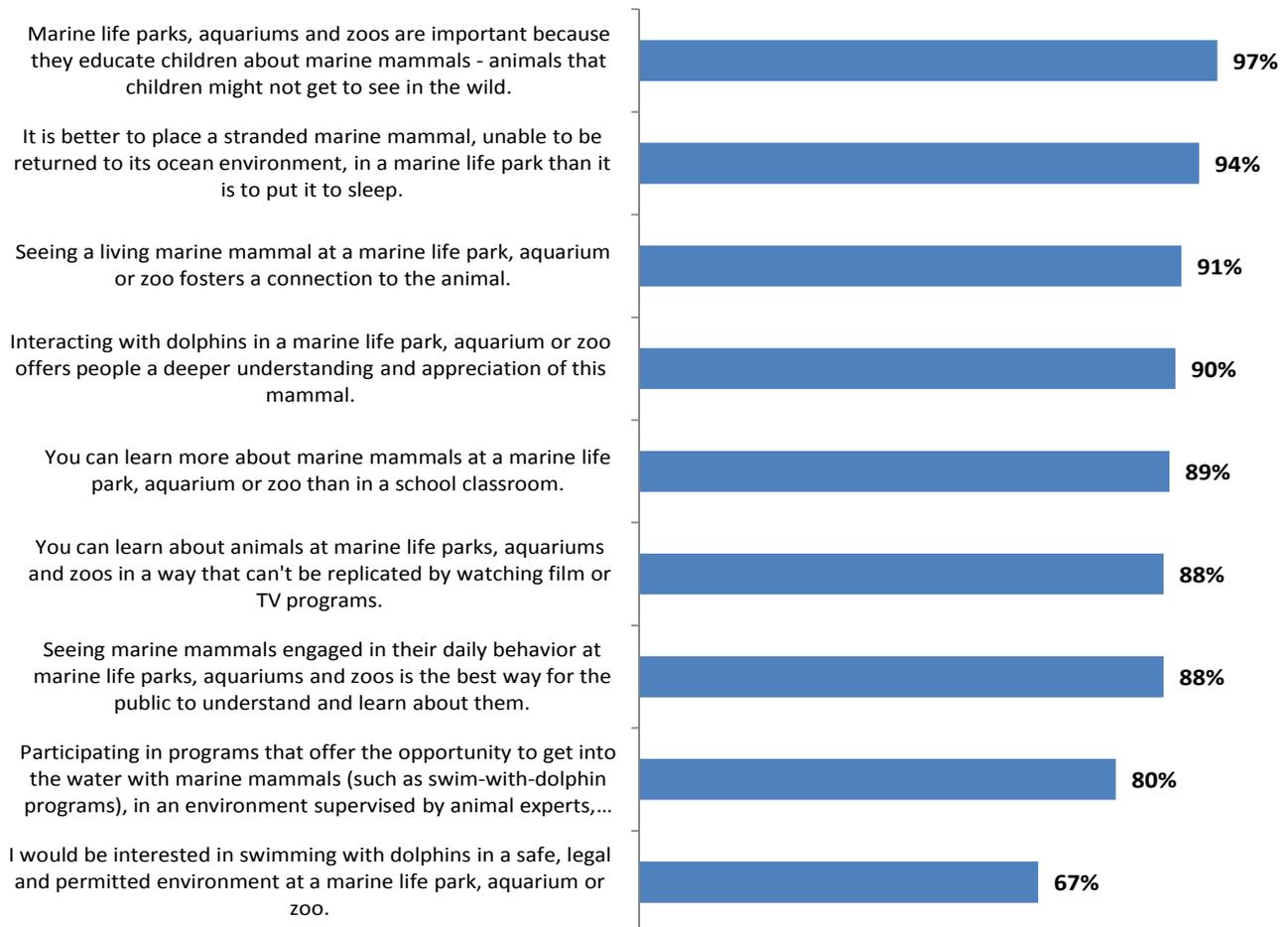
## Key Findings – Attribute Statements about Marine Life Parks, Aquariums, and Zoos

Vast majorities of Americans agree with the following statements about marine life parks, aquariums, and zoos that maintain marine mammals:

### Attribute Statements - Strongly/Somewhat Agree



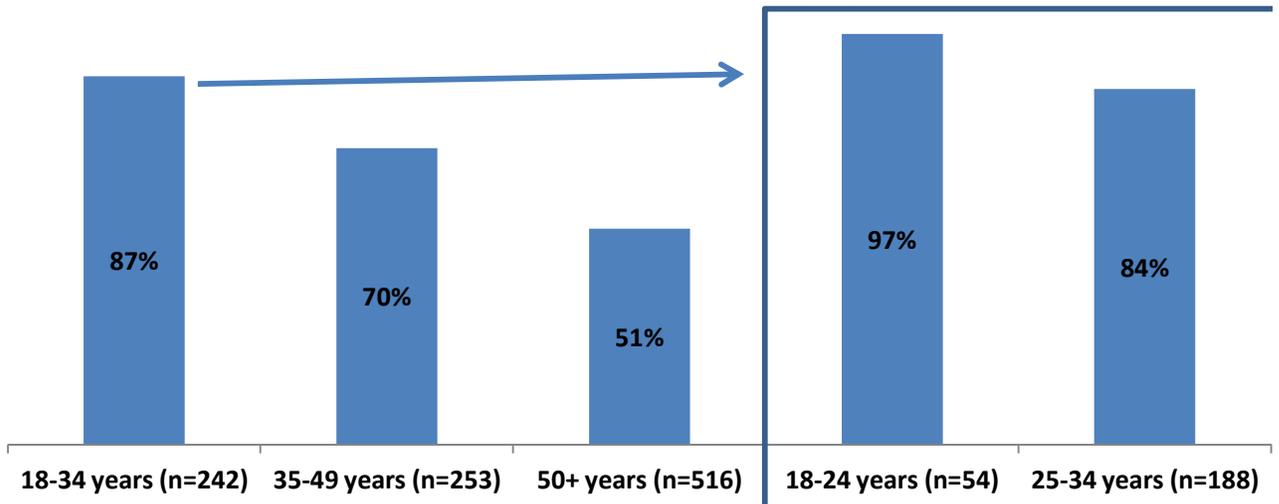
## Attribute Statements - Strongly/Somewhat Agree



- 97%\* of young adults 18-24 year olds would be interested in swimming with dolphins.
- 87% of Americans age 18-34 would be interested in swimming with dolphins, while 70% of those age 35-49 and 51% of those age 50+ would.
- 94% of 18-34 year olds agree that these programs are an effective way to learn about animals, while 80% of 35-49 year olds and 70% of those age 50+ do.
  - 90%\* of 18-24 year olds and 95%\* of 25-34 year olds feel this way.
- 87% of Americans with children in the household agree that these programs are an effective way to learn about animals.

- 78% of Americans with children in the household would be interested in swimming with dolphins.
- Participating in programs that offer the opportunity to get into the water with marine mammals (such as swim-with-dolphin programs), in an environment supervised by animal experts, is an effective way to learn about animals. (80%)

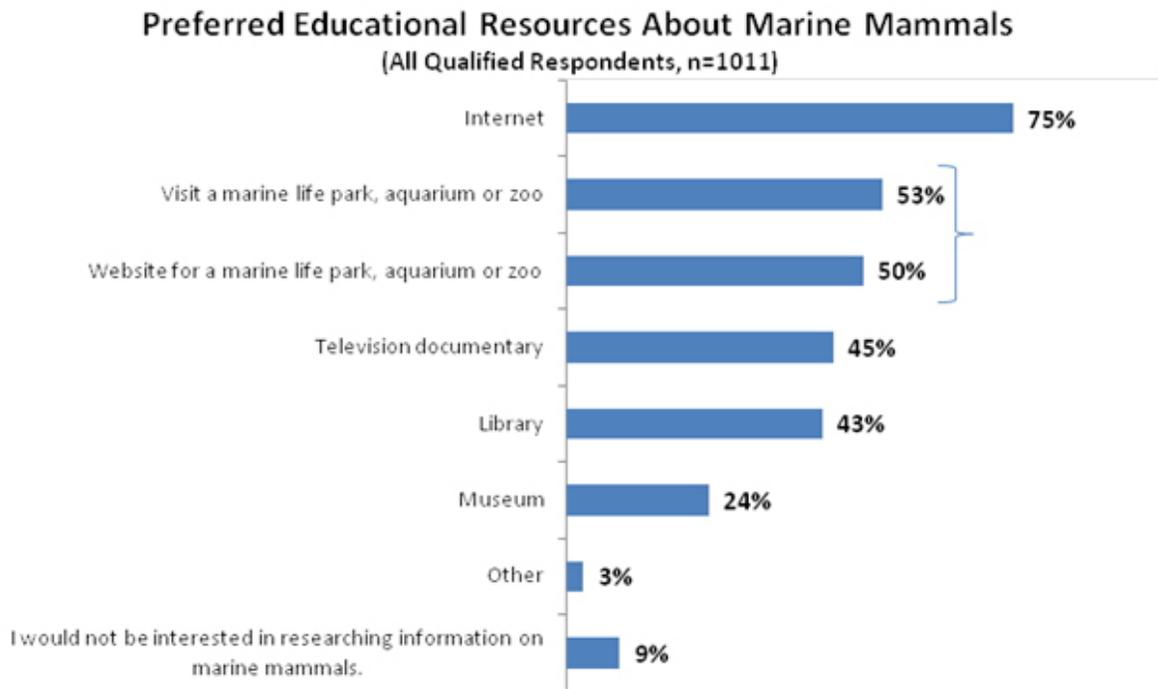
**"I would be interested in swimming with dolphins in a safe, legal and permitted environment at a marine life park, aquarium or zoo." - Strongly/Somewhat Agree, By Age**



### Key Findings – Educational Resources

The Internet (75%) is the top choice by Americans when looking for an educational resource to learn about marine mammals. This is followed by visiting a marine life park, aquarium or zoo (53%), a website for a marine life park, aquarium or zoo (50%), television documentary (45%), library (43%), museum (24%), or other (3%). A combined 65% of adults would seek information from a marine life park, aquarium or zoo, either by visiting one in person or by accessing a website for the organization.

- Fifty-nine percent of females and 45% of males would visit a marine life park, aquarium or zoo to learn about marine mammals.
- Sixty-one percent of those who consider themselves extremely/very concerned about marine mammals would visit a marine life park, aquarium or zoo to learn about marine mammals.



### Key Findings – Visitation to a Marine Life Park, Aquarium, or Zoo in the Past 12 Months

Two fifths (40%) of Americans have visited a marine life park, aquarium or zoo in the past 12 months.

- Larger percentages of Americans age 18-34 (56%) have done so than those age 35-49 (44%) or age 50+ (26%).
  - Forty-three percent\* of 18-24 year olds and 62%\* of 25-34 year olds have visited in the past year.
- Households with children (56%) are more likely to have visited than those without children (33%).

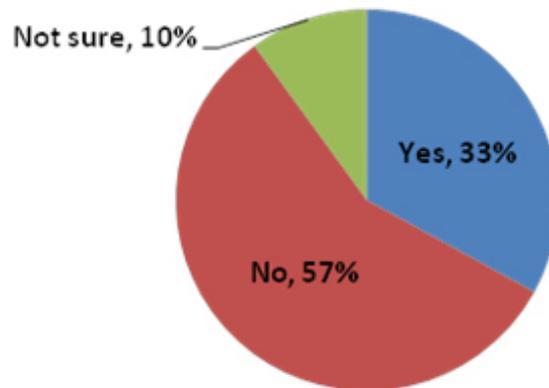
### Key Findings – Charitable Contributions

Thirty-three percent of Americans who are not part of a zoo organization have ever contributed money to a marine life park, aquarium or zoo.

- Forty-eight percent of those who had visited a marine park, aquarium or zoo in the past year but are not part of a zoo organization have ever contributed money.
- Among those who consider themselves extremely/very concerned about animals, 40% have contributed to these types of organizations. Similarly, 39% of those extremely/very concerned about marine mammals have contributed.

### Ever Contributed Money to a Marine Life Park, Aquarium or Zoo

(Not Part of Zoo Organization/Not Sure, n=943)

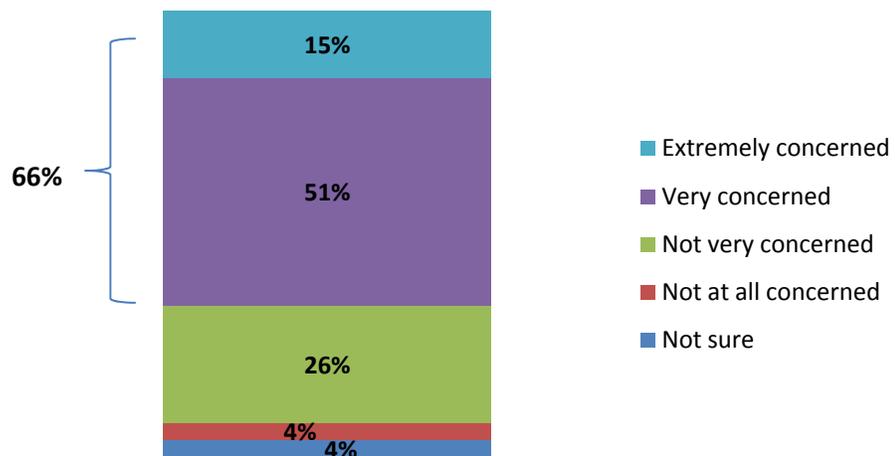


### Key Findings – Concern for the Protection of Animals and Wildlife

66 percent of Americans consider themselves extremely/very concerned about the protection of animals and wildlife.

- Although majorities of males and females describe themselves as extremely/very concerned, females (72%) are more likely than males (59%) to feel this way.
- While a majority of younger Americans age 18-34 (56%) consider themselves extremely/very concerned, their older counterparts age 35-49 (72%) and 50+ (70%) are more likely to feel this way.
  - Forty-six percent\* of Americans age 18-24 and 60%\* age 25-34 are extremely/very concerned about the protection of animals and wildlife.

### Concern for the Protection of Wildlife

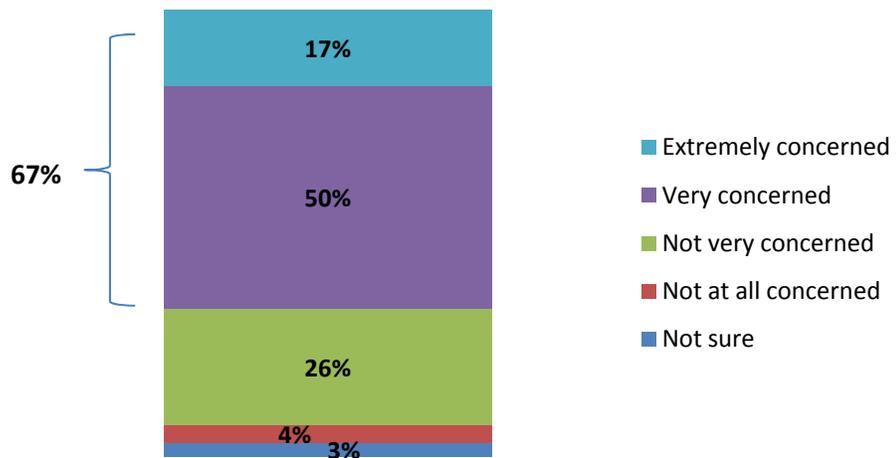


### Key Findings – Concern for the Protection of Marine Mammals

In line with the protection of animals and wildlife, about two-thirds (67%) of Americans consider themselves extremely/very concerned about the protection of marine mammals.

- While majorities of males and females describe themselves as extremely/very concerned, females (73%) are more likely than males (60%) to feel this way.
- Although a majority of younger Americans age 18-34 (56%) consider themselves extremely/very concerned, their older counterparts age 35-49 (73%) and 50+ (70%) are more likely to feel this way.
  - Forty-two percent\* of Americans age 18-24 and 62%\* age 25-34 are extremely/very concerned about the protection of marine mammals.

### Concern for the Protection of Marine Mammals



## **Methodology**

- **Conducted by Harris Interactive on behalf of Alliance of Marine Mammal Parks and Aquariums**
- **Field period: August 29 – September 6, 2011**
- **Online 15 minute nationally representative quantitative survey**
- **Respondents recruited from Harris Interactive proprietary panel**
  - **Sample Size: 1,011**
  - **Age 18+**
  - **U.S. Residents**
  - **Figures for age, sex, race/ethnicity, education, region, and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.**

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*\*Note: Findings derived from small base sizes (less than 100 respondents) are marked with an asterisk.*