



Marine Mammal Poll

March 2005

Released by the Alliance of Marine
Mammal Parks and Aquariums



Methodology

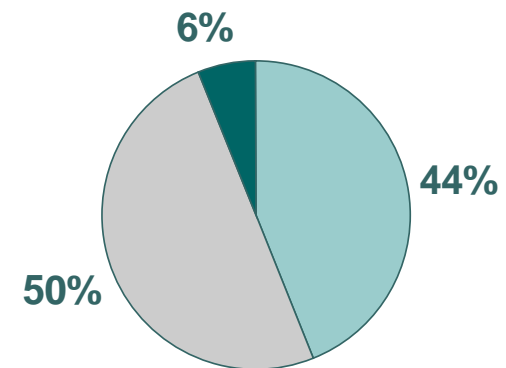
- Conducted by Harris Interactive
- Online 15 minute nationally representative quantitative survey
- Respondents recruited from Harris Interactive proprietary panel
 - Sample Size: 1102
 - Age 18+
 - U.S. Residents
 - Data is demographically and propensity weighted to be projectible to the general population



Visitation

- More than half the country (56%) have visited a marine life park, aquarium or zoo in a given year.
- Lower income households (under \$35k) are less likely to visit (42%).

Past 12 month Visitation



0 Visits 1-3 Visits 4+ Visits

Mean: 1.2



Concern for the Protection of Animals

- o The majority of Americans (68%) indicate concern for the protection of marine mammals.
- o Marine mammals garner as much concern as the broader category of “animals and wildlife.”
- o Women tend to be more concerned with the protection of animals than men.

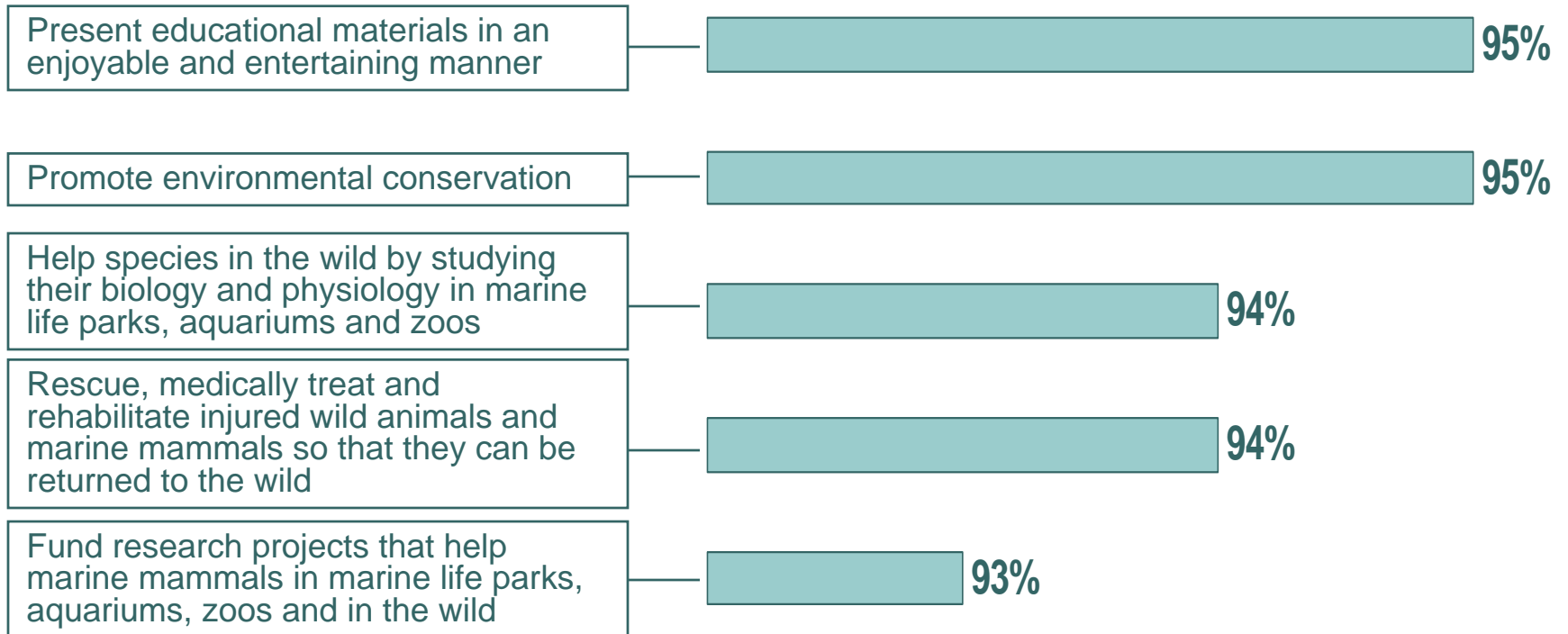
	Total	Male	Female
Animals and Wildlife	66%	58% ←	75%
Marine Mammals	68%	62% ←	74%

Q: Overall, how would you rate your concern for the protection of ...?



Role of Marine Life Parks, Aquariums and Zoos

o Americans indicate all efforts listed are important.



Q: For each of the items on this list, please tell us if you feel it is essential for marine life parks, aquariums and zoos to:



Attribute Statements

- Zoos and aquariums are perceived as an important way to view and be educated about animals that they would otherwise not have a chance to see.
- Americans respond positively about all tested attributes and characteristics of zoos and aquariums.
- 81% of young adults (age 18-34) are highly interested in swimming with dolphins.



Attribute Statements

% Agree

Marine life parks, aquariums and zoos are important in educating the public about marine mammals they might not otherwise have the chance to see.



97%

Marine life parks, aquariums and zoos are important because they educate children about marine mammals – animals that children might not get to see in the wild.



97%

It's important that people try to work to conserve animals such as those found in marine life parks, aquariums and zoos.



96%

Marine life parks, aquariums and zoos provide people with valuable information about the importance of oceans, waters and the animals that live here.



96%

The people who care for the animals at marine life parks, aquariums and zoos are committed to the welfare of the animals.



95%



Attribute Statements

% Agree

Many of the successes to save endangered or declining species are at least in part a result of work done in marine life parks, aquariums and zoos.



95%

Studying animals in marine life parks, aquariums and zoos helps develop conservation programs that can be instituted for those animals in their natural environment.



95%

It is better to place a stranded marine mammal, unable to be returned to its ocean environment, in a marine life park than it is to put it to sleep.



95%

Children specifically are more likely to be concerned about animals if they learn about them at marine life parks, aquariums and zoos.



94%

Visiting a marine life park, aquarium or zoo can inspire conservation action that can help marine mammals and their natural environment.



93%



Attribute Statements

% Agree

My family enjoys going to the zoo or other places where we can see living animals close-up.



People are more likely to be concerned about animals if they learn about them at marine life parks, aquariums and zoos.



Seeing a living marine mammal at a marine life park, aquarium or zoo fosters a connection to the animal.



Interacting with dolphins offers people a deeper understanding and appreciation of this mammal.



You can learn more about marine mammals at a marine life park, aquarium or zoo than in a school classroom..





Attribute Statements

% Agree

You can learn about animals at marine life parks, aquariums and zoos in a way that can't be replicated by watching film or TV programs.



Visiting a marine life park, aquarium or zoo encourages people to donate money or time to conservation programs that help protect animals.



Seeing marine mammals engaged in their daily behavior at marine life parks, aquariums and zoos is the best way to understand and learn about them.



Participating in programs that offer the opportunity to get into the water with marine mammals, in an environment supervised by animal experts, is an effective way to learn about...



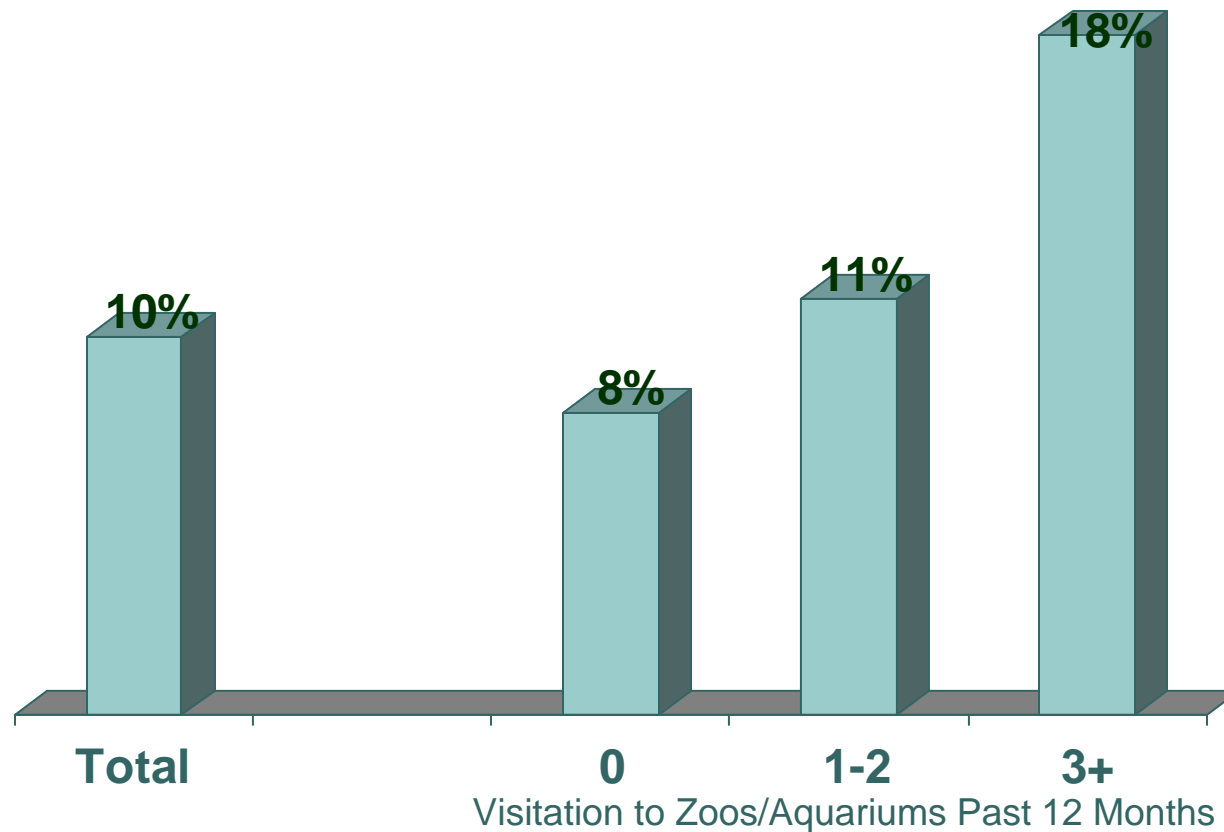
I would be interested in swimming with dolphins in a safe, legal and permitted environment at a marine life park, aquarium or zoo.





Animal Rights Membership

- o Those who visit zoos and aquariums frequently are more likely to belong to an organized group that promotes the rights of animals.

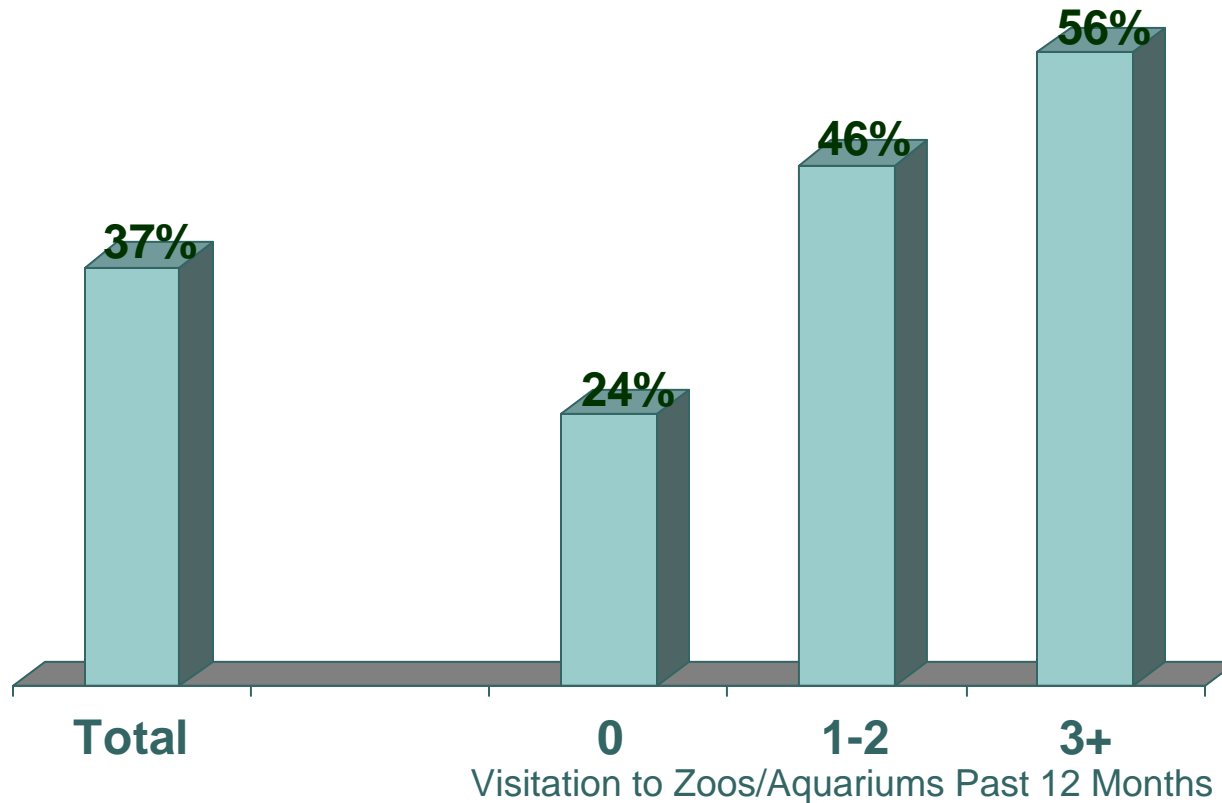


Q: Do you belong to any organized group that promotes the rights of animals?



Charitable Contributions

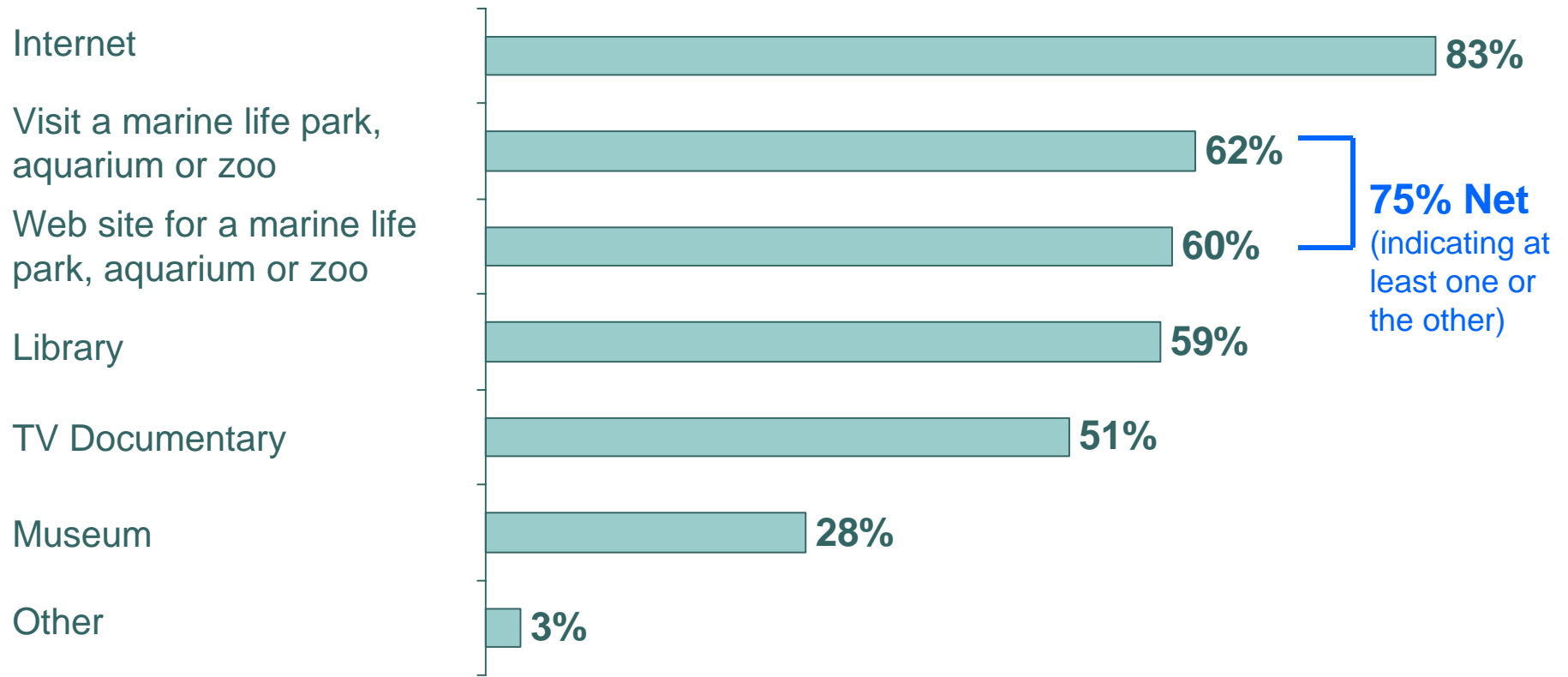
- o Over one-half (56) of frequent zoo/aquarium visitors say they have made a monetary contribution to marine life park, zoo or aquarium.



Q: *Have you ever contributed money to a marine life park, aquarium or zoo?*



Educational Resources



Q: If you were looking for an educational resource to learn about marine mammals, where would you go?

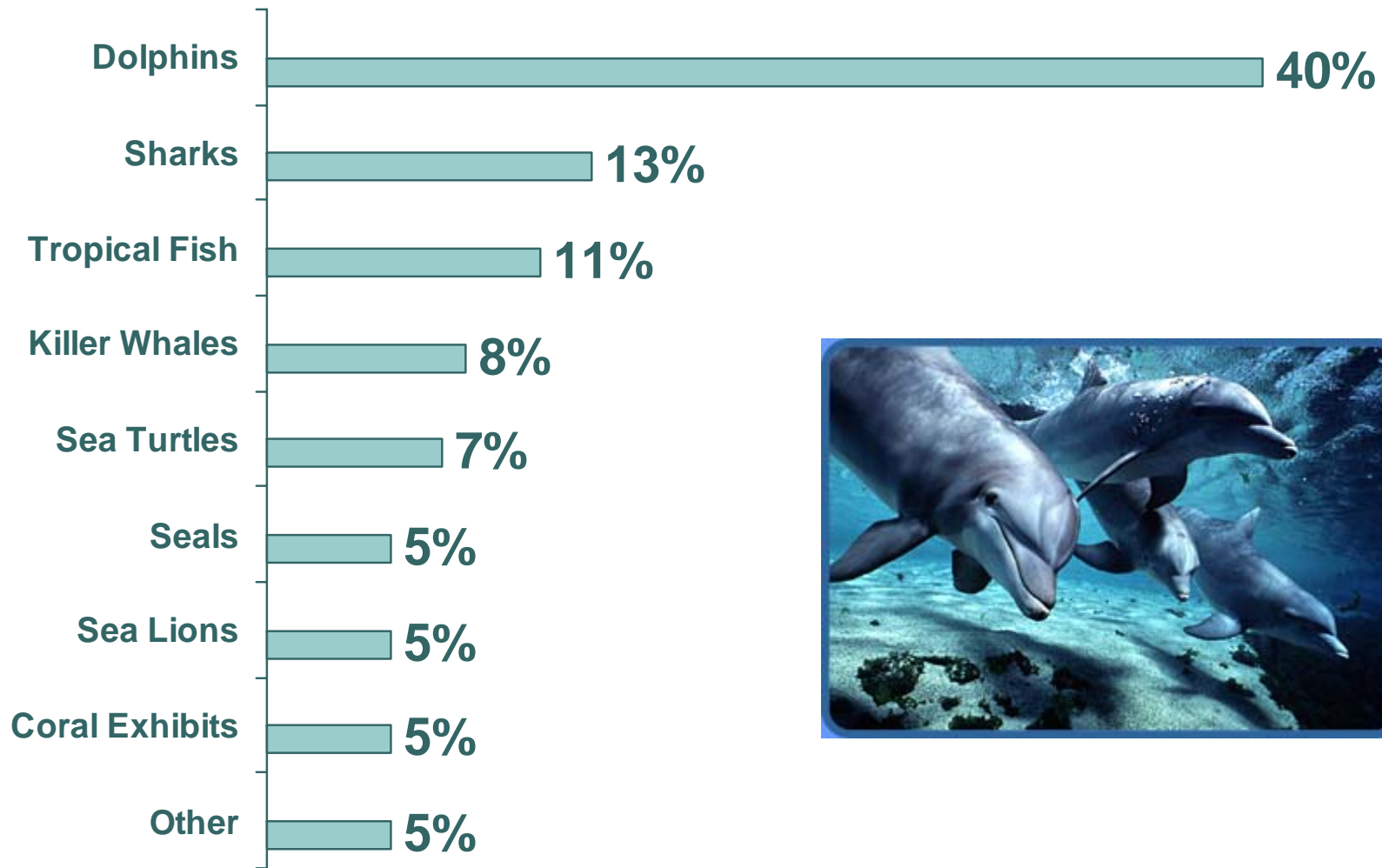


Animal Exhibit Rankings

- Dolphins are by far the favorite aquarium exhibit (40% listed as “favorite”)
 - Women choose dolphins as their favorite (46%) more than men
 - Men choose sharks as their favorite (17%) more than women (8%).



Aquarium Animal Exhibit Ranking



Q: Which one of the following exhibits would be your favorite to view if you were to visit an aquarium?