

**DHM RESEARCH**

June 2011

**OREGON ZOO SURVEY**

OPT IN AND OREGON ZOO SURVEY



## 1. INTRODUCTION & METHODOLOGY

Davis, Hibbitts & Midghall, Inc. (DHM Research) conducted an online survey among Opt In members, zoo members, and zoo concert attendees to assess their opinions about the future of the Oregon Zoo, and to engage residents in the zoo bond planning process.

**Opt In Member Methodology:** DHM Research emailed all Opt In members and invited them to participate in the survey between May 25 and June 4, 2011. One reminder email was sent. A total of 1,479 members participated.

**Zoo List Methodology:** The Oregon Zoo invited their list of zoo members and zoo concert attendees to participate in the survey between May 25 and June 4, 2011. One reminder email was sent. The Oregon Zoo also promoted the survey through their Facebook page. A total of 3,001 people completed the survey through these invitation modes. These respondents were also invited to join Opt In.

The following memo highlights key findings, including subgroup variations. While some questions were asked of all respondents, the survey was divided into two split samples that were randomly assigned to respondents. All demographic questions were optional. For exact wording to questions, reference the annotated questionnaire in Section 3 of this memo.

The surveys were hosted on an independent and secure DHM server and available to respondents 24 hours a day. In gathering responses, DHM employed quality control measures, including pre-testing and monitoring the online survey, to identify potential browser issues.

**Statement of Limitations:** As the member profile of the Opt In panel is not yet representative of the region, online surveys with respondents are not a scientifically valid sampling of the region's population. This type of online research is a form of public engagement and is not statistically valid.

**DHM Research:** Davis, Hibbitts & Midghall, Inc. has been providing opinion research and consultation throughout the Pacific Northwest and other regions for over three decades. The firm is non-partisan and independent and specializes in research projects to support public policy-making. [www.dhmresearch.com](http://www.dhmresearch.com)

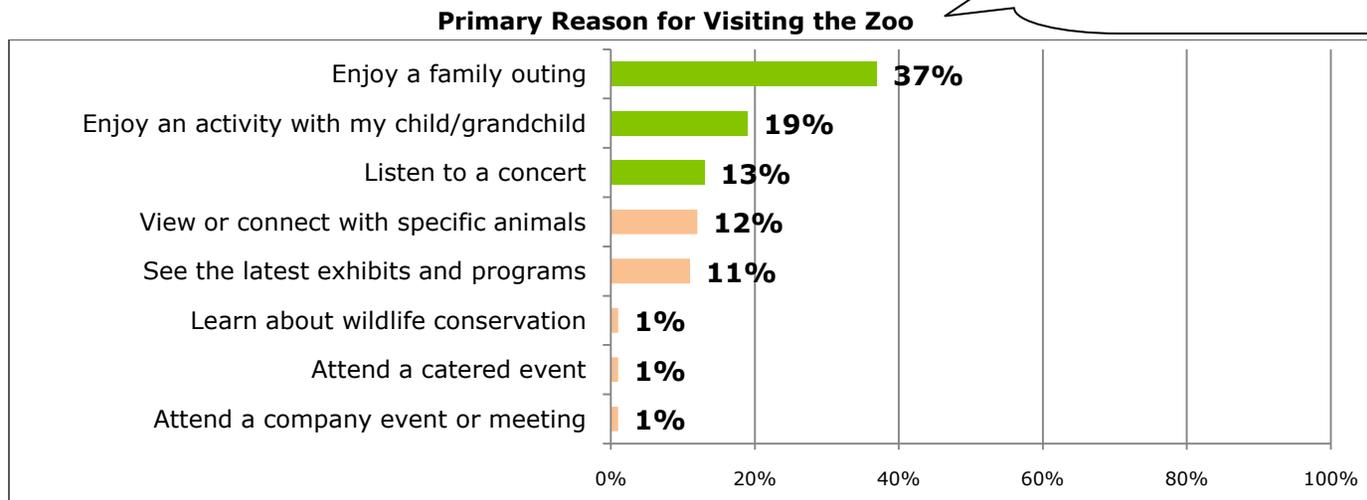
## 2. KEY FINDINGS

### 2.1 Visiting the Zoo

#### Almost all survey respondents have visited the zoo, and do so primarily for entertainment purposes.

- Almost all (98%) respondents had visited the zoo, with little difference between Zoo Members and Non-Zoo Members.
- More than five in 10 visit the zoo to enjoy an activity with their family, child, or grandchild. Other entertainment-based reasons include listening to a concert or attending an event.
- The most popular season to visit the zoo is between June and August (82%), but the zoo is visited year-round, with five in 10 reporting visiting the zoo between March and May or September and November, and a little more than four in 10 visiting between December and February.
- Most respondents (76%) do not plan their trip to the zoo in advance, but decide what to do once they get there.

**Do you:**  
**Plan your trip in advance: 24%**  
**Decide what to do once there: 76%**



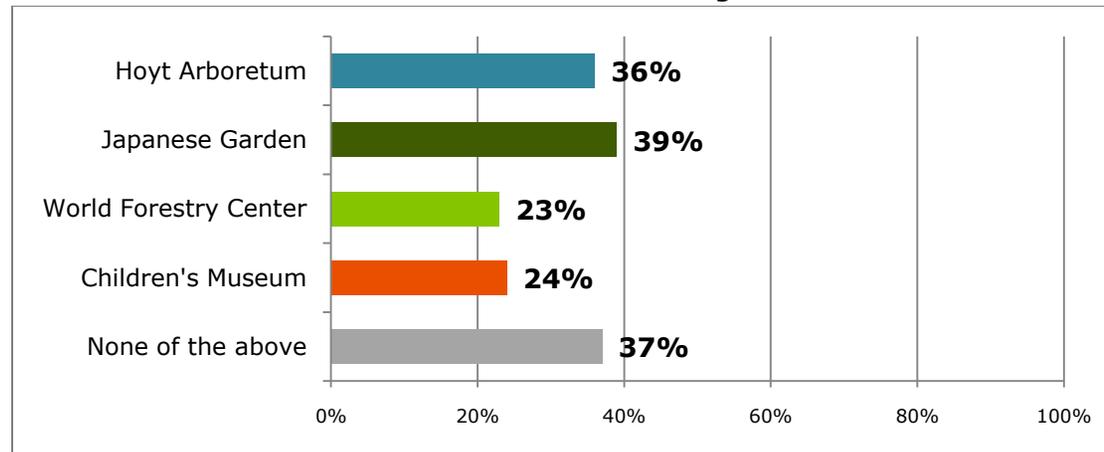
**For a majority of respondents, the zoo is one of several stops they might make when visiting Washington Park.**

- Approximately two-thirds of respondents visit multiple places when at Washington Park, with the Japanese Gardens and Hoyt Arboretum being most popular, especially for Multnomah County residents.
- Clackamas County residents are less likely than residents from the other counties to visit other places in the park when at the zoo, as are those under the age of 35.

**Visit at least one destination in Washington Park: 63%**

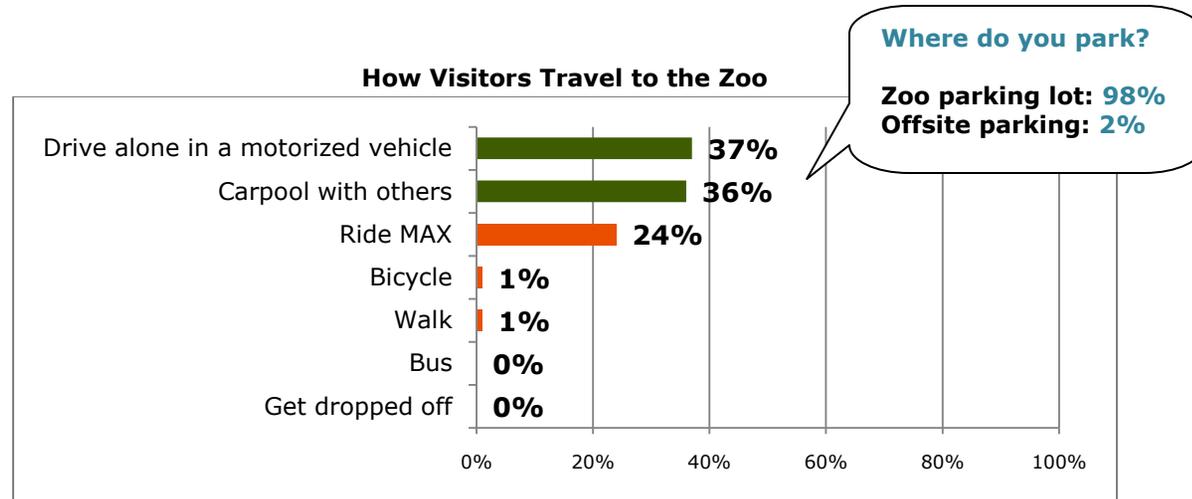
**Don't visit anywhere else: 37%**

**Other Attractions Residents Go to When Visiting the Zoo**



### Driving – either alone or with others – is the most popular transportation option for visiting the zoo.

- Approximately three-quarters of respondents said they drive to the zoo, and almost all of them park in the zoo parking lot.
- Another one-quarter ride the MAX. The most likely group to use the MAX are people ages 17 to 24 (38%), followed by those age 55 and older (23%). Respondents with children are less likely to use this transportation option, as are those from Clackamas County (7%) compared to Multnomah (23%) or Washington (22%) County.
- Five in 10 respondents were aware that you can receive a discount on a zoo ticket for riding public transit, with those most likely to use public transit – respondents ages 17 to 34 and 55 and older – more likely to be aware of and take advantage of this discount.



## 2.2 Eating at the Zoo

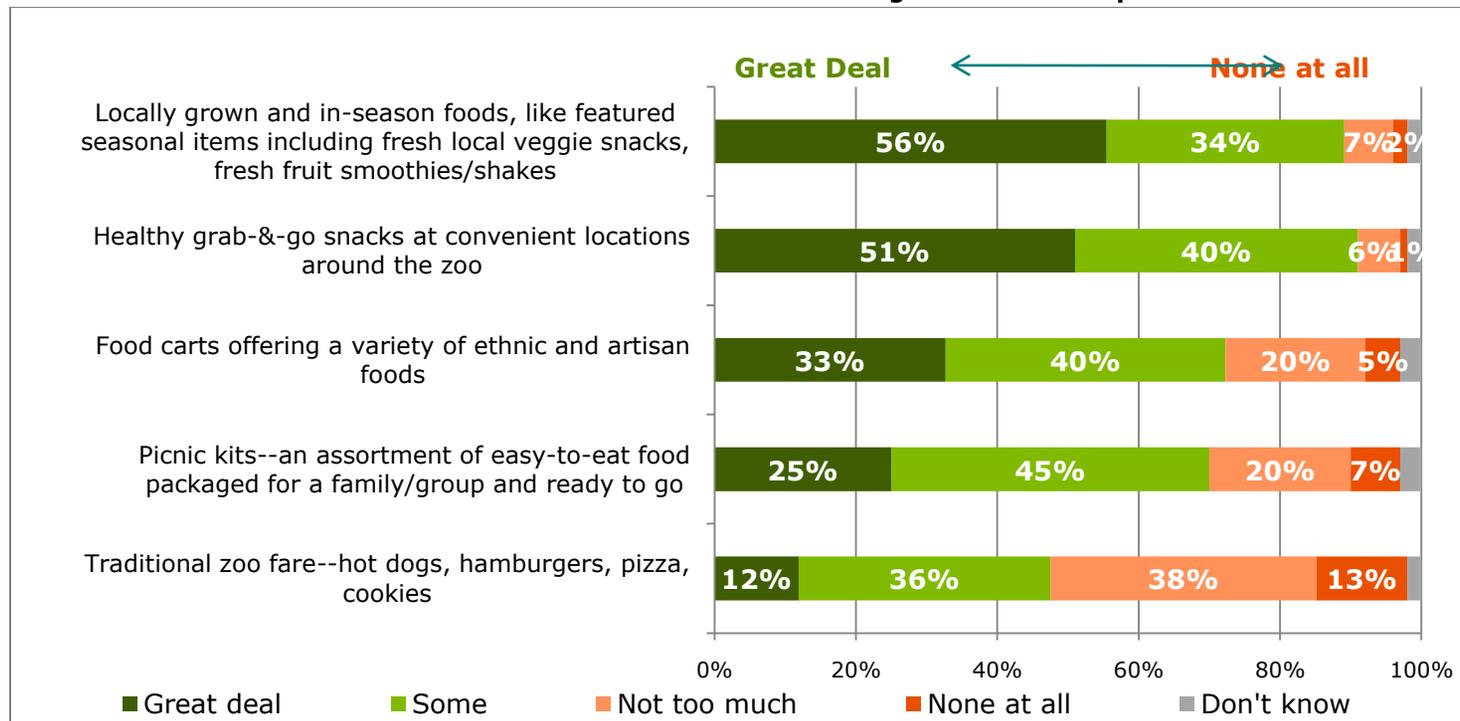
**A majority of respondents want to purchase food while at the zoo, particularly locally grown food and convenient snacks.**

- Those who want to purchase food at the zoo prefer snacks that they can eat at a table (27%) or on the go (11%). Respondents age 35 and older lean toward eating these snacks at a table.
- All food options tested were well-received by respondents; however the most popular food items are locally grown seasonal foods and healthy grab and go snacks, especially among women.

**How do you prefer to eat when visiting the zoo?**

**Eat a picnic brought from home: 48%**  
**Purchase snacks and eat them at a table: 27%**  
**Sit down at a table for a served meal: 15%**  
**Purchase snacks to eat while walking: 11%**

**Amount of Focus Zoo Should Place on Offering Various Food Options**

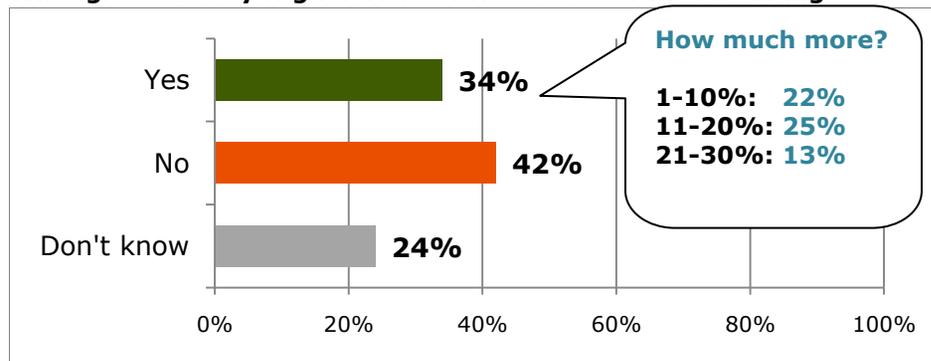


## 2.3 Zoo Concerts

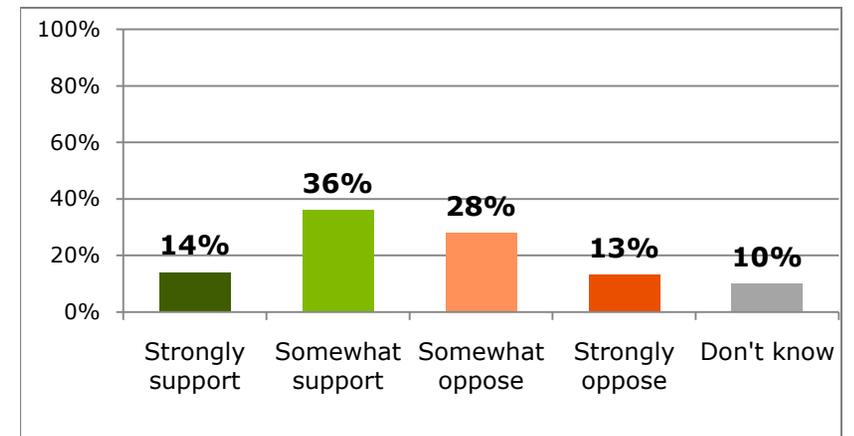
### Respondents are divided on whether they would pay more for tickets to guarantee seating, or if the zoo should build a larger stage to attract big name acts.

- While many do not go every season (43%), a strong majority of respondents (68%) have attended zoo concerts, with about one-quarter who attend at least once a season. Three in 10 have never been to a concert.
- Respondents are divided between being willing (34%) to pay more for zoo concert tickets to guarantee seating, and not being willing (42%) to pay more or being unsure (24%). Residents age 35 and older are slightly more willing to pay more for concert tickets for easy seating than those 17 to 34 (37% vs. 26%), with a majority of these older residents willing to pay between up to 30% more.
- While five in 10 say they support building a large stage at the zoo to attract big name acts, there is some hesitation among residents – 36% “somewhat” support it, and 28% “somewhat oppose” it.
- Respondents’ ages 17 to 34 are more likely to be soft supporters, while those age 35 and older are more likely to be in opposition.

#### Willingness to Pay Higher Ticket Prices to Guarantee Seating



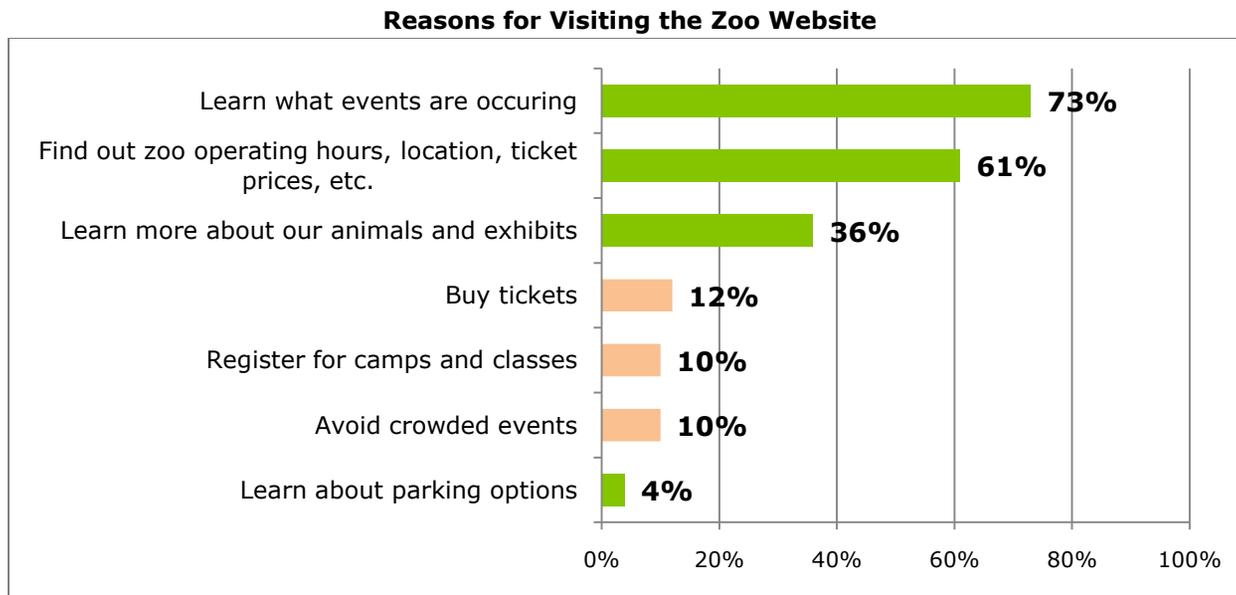
#### Support for Building a Bigger Stage for Zoo Concerts Funded by Private Donations



## 2.4 Information at and About the Zoo

**Respondents are familiar with the zoo website, with majorities who have used it as an information source.**

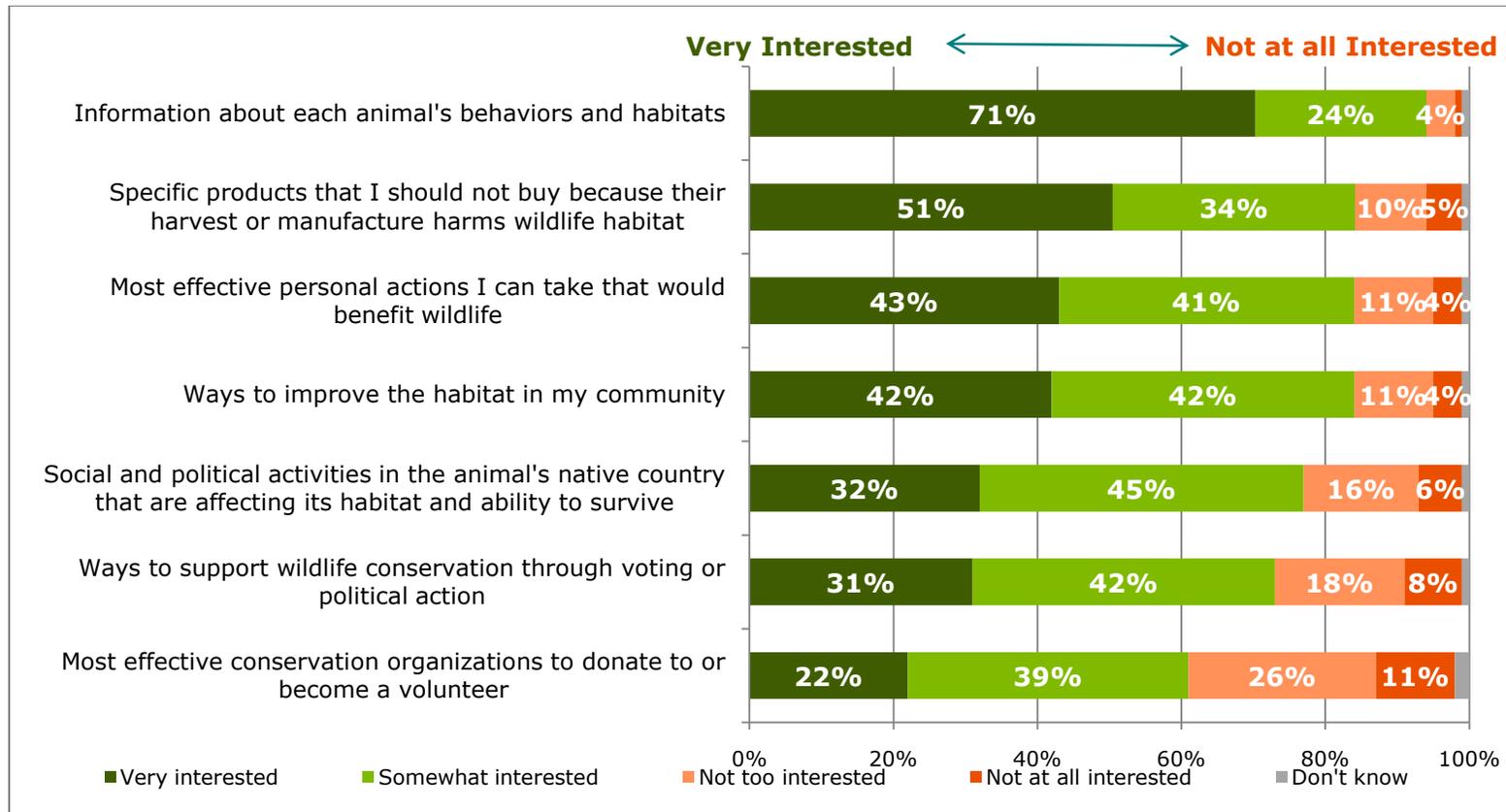
- Eight in 10 have visited the zoo website to gather information about events and animals, and looking up zoo operating hours, ticket prices, and parking are the next most popular reasons for going to the site.
- While high majorities across all subgroups have visited the website, zoo members (94%) are more likely than non-members (71%) to have visited the site.
- Reasons for using the website vary by age. Respondents age 35 and older use the website to learn more about events or find out zoo operating hours and ticket prices. Residents ages 17 to 24, on the other hand, are most likely to use the website to learn more about animals and exhibits.



**Respondents are interested in various types of information about the zoo, especially information related to animal behaviors.**

- Seven in 10 residents are “very interested” in having information about animal behaviors and habitats available to them, with residents ages 17 to 34 being especially interested.
- Respondents are also interested in learning what things they can do to protect wildlife, including not buying products that harm wildlife and other beneficial actions they can take.

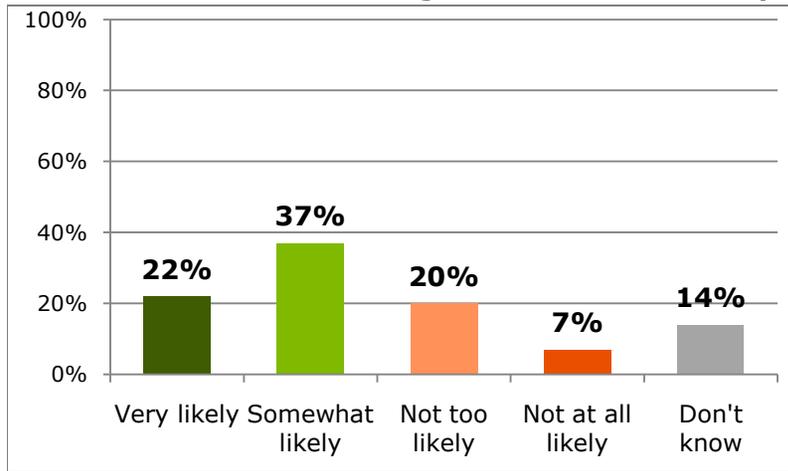
**Level of Interest for Different Zoo Information**



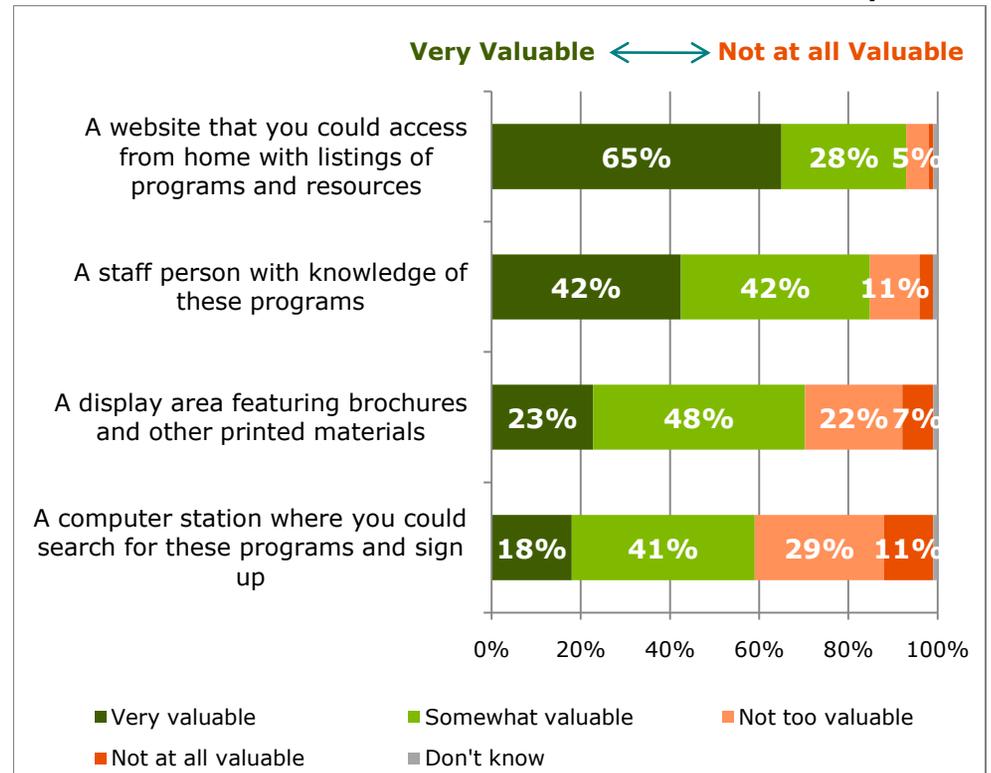
**There is interest in visiting the new education facility at the zoo, especially among zoo members, but respondents also want educational information available to them online.**

- Six in 10 are likely visiting the education facility, with two in 10 who are “very likely.” While a majority of non-members (52%) said they are likely to visit the facility, members (68%) were even more likely to have done so.
- Respondents ages 25 to 54 are more likely than their younger or older counterparts to say they will visit the facility.
- Respondents want this educational facility to be an information resource for all ages, with 57% who rate it as their first priority for the educational center. It is also important to them that the center accommodates kids through outdoor activities and zoo camps.

**Likelihood of Visiting New Educational Facility**



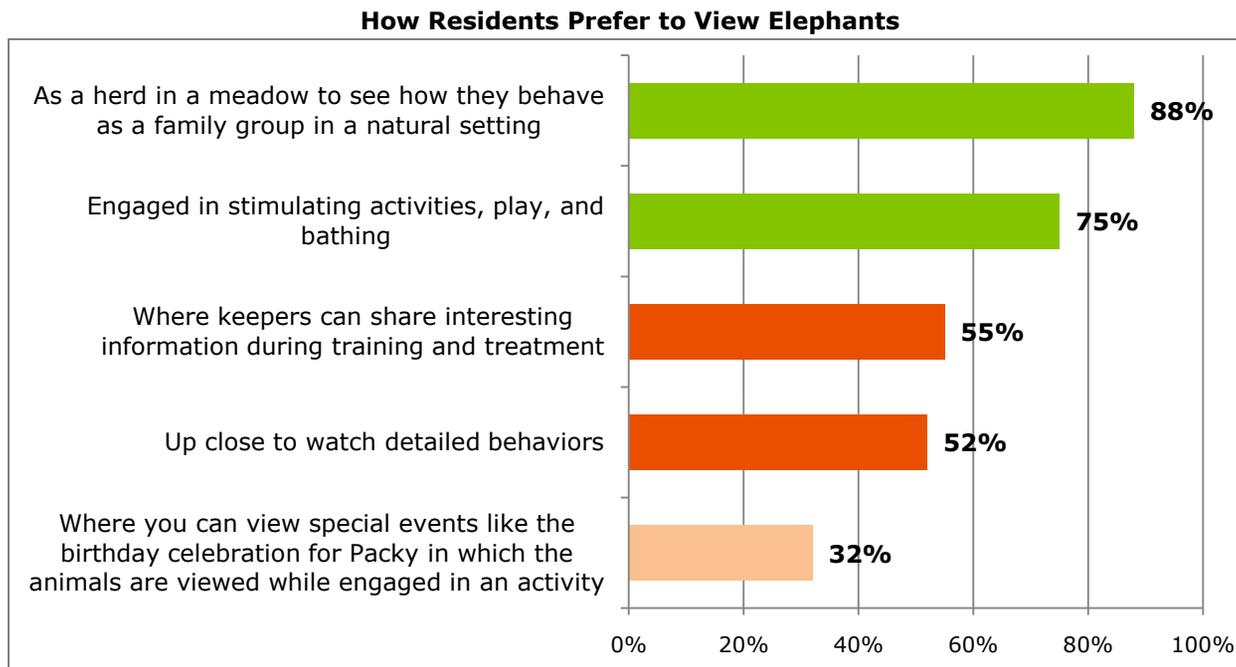
**Value of Information Sources at Zoo Educational Facility**



## 2.5 The Elephant Exhibit

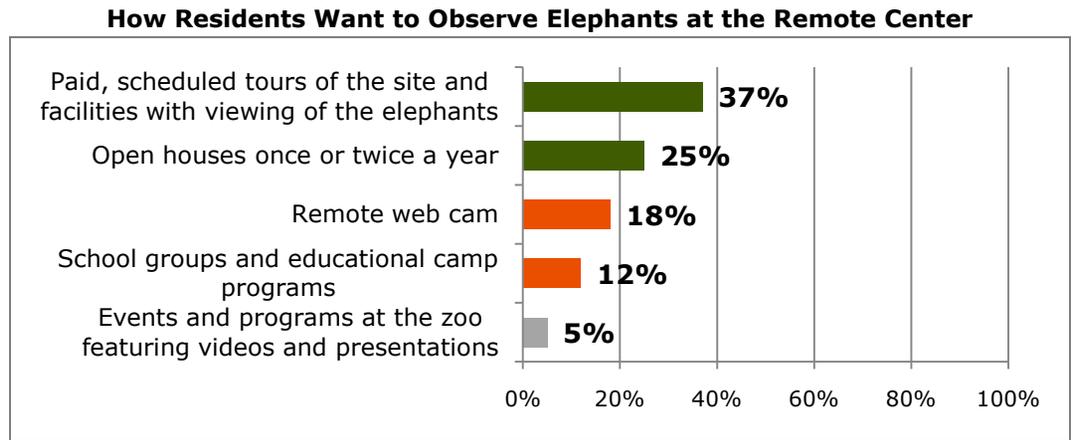
**While majorities of respondents are open to observing elephants in each way tested, they are most interested in viewing the elephants engaged in natural activities and settings.**

- Almost nine in 10 would most prefer to view the elephants as a herd to see how they behave as a group (88%), and 75% also prefer seeing them engaged in activities like playing or bathing.
- Viewing them with keepers who can share information about them is more interesting to residents age 55 and older, while watching them up close to view their detailed behaviors is more interesting to those ages 17 to 24.



**There is no majority consensus on how respondents want to observe elephants at the remote center.**

- While there is no majority consensus on how respondents want to view elephants at the remote center, the most popular methods are paid, scheduled tours and open houses once or twice a year.



## 2.5 Hippos and Rhinos

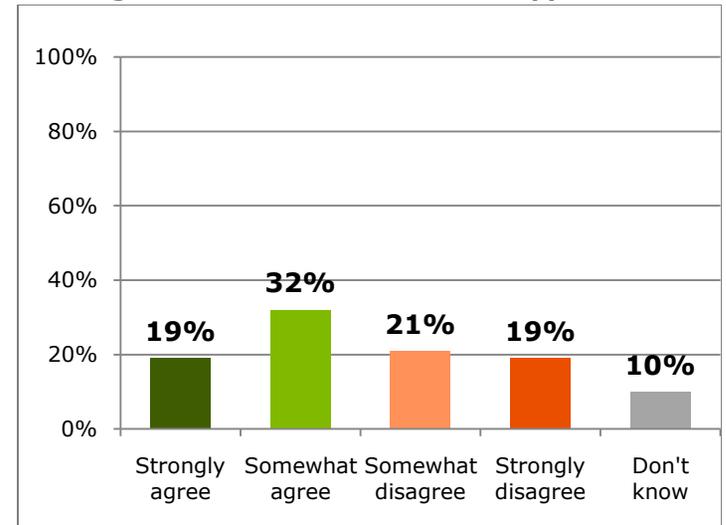
**After reading some challenges with managing the Hippo exhibit, respondents were evenly split between agreement and disagreement or being unsure.**

- Five in 10 agreed that the hippo exhibit should be discontinued, with only 19% who agreed strongly. Findings are similar by demographic subgroups, including zoo members and non-members.

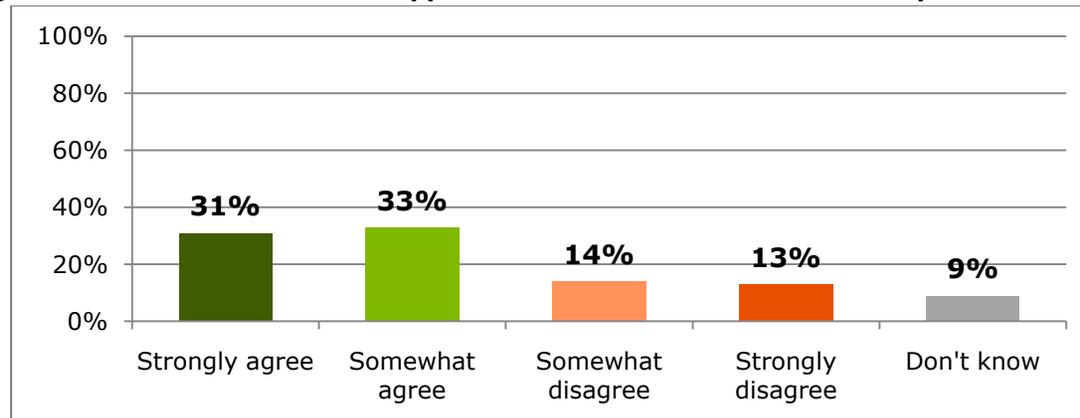
**However, after being read some benefits of rhinos compared to hippos, six in 10 agreed that the hippo exhibit should be replaced by an expanded rhino exhibit.**

- Just over six in 10 agreed that the rhino exhibit should replace the hippo exhibit, with respondents split between “strongly” (31%) and “somewhat” (33%) agreeing.
- Agreement levels are similar by demographic subgroup, including zoo members and non-zoo members.

**Agreement to Discontinue the Hippo Exhibit**



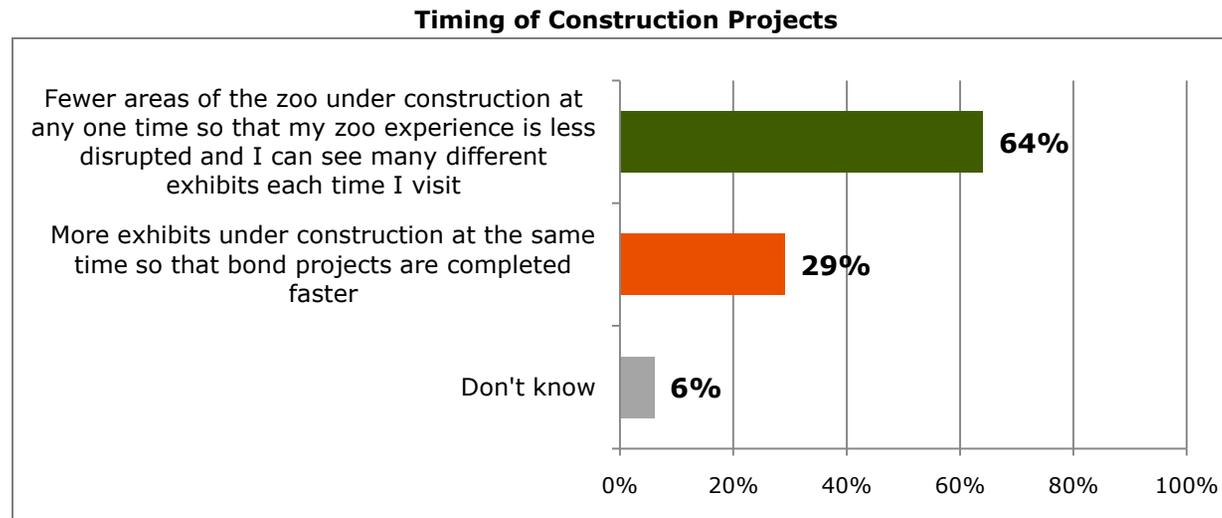
**Agreement to Discontinue the Hippo Exhibit and Use Bond Funds to Expand Rhino Exhibit**



## 2.6 Zoo Construction Projects

**High majorities agreed that fewer areas of the zoo should be shut down because of construction projects, even if that means it will take longer to complete all projects.**

- Just over six in 10 said they would prefer that the zoo expansion and improvements take longer so that fewer exhibits are closed at any given time, especially respondents ages 25 to 34 and 35 to 54.
- Respondents ages 17 to 24 and 55 and older were more open to having more exhibits under construction at once to complete the bond projects faster (38% and 32%.)



**The Zoo train is of average importance to visitors, and support is solid for shortening the loop, especially if it would give improved views of the ZooLights display.**

- The average rating of the importance of the zoo train was 3.0 on a 1=not at all important to 5=very important scale. It was rated as slightly more important by zoo members than non zoo members (3.2 vs. 2.8), and by those age 35 and older.
- Fifty-six percent (56%) support shortening the zoo train loop to make room for larger improvements, with 32% who "strongly" support this. Just fewer than five in 10 ages 17 to 24 "strongly" support this, compared to three in 10 age 35 and older.
- Support for shortening the zoo loop increases to 78% when respondents were told it would improve views in the ZooLights display; 48% "strongly" supported it. "Strong" support increased to eight in 10 among those age 25 and older.

### 3. ANNOTATED QUESTIONNAIRE

#### INTRODUCTION

The Oregon Zoo is changing. In 2008, voters living in the Portland-metro area approved a bond measure to fund construction, renovation, and innovation at the Oregon zoo. Thanks to the support of voters, this year the zoo is:

- Constructing a new veterinary medical center
- Developing a 20-year master plan
- Designing new exhibits and a new education facility
- Making improvements to save water and energy

The zoo needs your help shaping and prioritizing these plans.

#### VISITING THE ZOO

1. Have you ever visited the zoo?

Response Category	N=4480
Yes	98%
No	2%
Don't know	0%

2. Are you currently a zoo member?

Response Category	N=4480
Yes	45%
No	54%
Don't know	0%

3. **(If yes to Q2)** How many years have you been a member? **(Drop down menu of years; include less than a year, 1 year to 100 years)**

Response Category	N=2030
Less than 1 year	9%
1 year	8%
2 years	15%
3 years	17%
4 years	9%
5 years	11%
6-10 years	20%
11-19 years	6%
20- years or more	2%
Don't know	1%
<b>Mean</b>	<b>5.1 years</b>

4. **(If yes to Q1)** What is the **primary** reason you typically visit the Oregon Zoo? **(Accept one response)**

Response Category	N=4378
Enjoy a family outing	37%
Enjoy an activity with my child or grandchild	19%
Listen to a concert	13%
View or connect with specific animals	12%
See the latest exhibits and programs	11%
Learn about wildlife conservation	1%
Attend a catered event	1%
Attend a company event or meeting	1%
Listen to a lecture	0%
Other <b>(specify)</b>	5%

5. **(If yes to Q1)** When you visit the zoo, do you ever visit any other attractions at Washington Park? **(Randomize; Use images but include labels, Check all that apply)**

Response Category	N=4378
Children’s Museum	24%
Hoyt Arboretum	36%
Japanese Garden	39%
World Forestry Center	23%
None of the above	37%

### TRAVELING TO THE ZOO

6. **(If yes to Q1)** How do you typically travel to the zoo? **(Randomize Options)**

Response Category	N=2188
Drive alone in a motorized vehicle	37%
Carpool with others	36%
Ride MAX	24%
Bicycle	1%
Walk	1%
Bus	0%
Get dropped off	0%
Other <b>(Specify)</b>	2%

7. **(If yes to Q1)** Do you visit the zoo during the following seasons? **(Check all that apply)**

Response Category	N=2188
Between December and February	45%
Between March and May	53%
Between June and August	82%
Between September and November	57%
I rarely visit the zoo	12%

8. (If season checked for Q7) How often do you visit the zoo during the following season(s)? (Only ask of seasons checked in Q7)

<b>Between December and February</b>	<b>N=1252</b>
Weekly	2%
2-3 times a month	12%
Less than once a month	85%
Don't know	2%
<b>Between March and May</b>	<b>N=1157</b>
Weekly	2%
2-3 times a month	23%
Less than once a month	73%
Don't know	2%
<b>Between June and August</b>	<b>N=449</b>
Weekly	6%
2-3 times a month	35%
Less than once a month	56%
Don't know	3%
<b>Between September and November</b>	<b>N=993</b>
Weekly	3%
2-3 times a month	24%
Less than once a month	71%
Don't know	2%

9. **(If season checked for Q7)** What day of the week do you come most often during the following season(s)? **(Only ask of seasons checked in Q7)**

<b>Between December and February</b>	<b>N=1252</b>
Sunday	11%
Monday	3%
Tuesday	5%
Wednesday	5%
Thursday	4%
Friday	7%
Saturday	28%
Don't know	38%
<b>Between March and May</b>	<b>N=1082</b>
Sunday	12%
Monday	5%
Tuesday	4%
Wednesday	5%
Thursday	4%
Friday	7%
Saturday	30%
Don't know	34%
<b>Between June and August</b>	<b>N=1790</b>
Sunday	9%
Monday	3%
Tuesday	4%
Wednesday	9%
Thursday	4%
Friday	6%
Saturday	26%
Don't know	38%
<b>Between September and November</b>	<b>N=1246</b>
Sunday	12%
Monday	4%
Tuesday	4%
Wednesday	4%
Thursday	4%

Friday	5%
Saturday	29%
Don't know	37%

10. **(If season checked for Q7)** What time of day are you most likely to visit the zoo during the following season(s)? **(Only ask of seasons checked in Q7)**

<b>Between December and February</b>	<b>N=987</b>
11am-1pm	36%
1pm-3pm	15%
3pm-5pm	6%
5pm-7pm	18%
7pm-9pm	14%
Don't know	11%
<b>Between March and May</b>	<b>N=1157</b>
11am-1pm	54%
1pm-3pm	24%
3pm-5pm	8%
5pm-7pm	1%
7pm-9pm	1%
Don't know	12%
<b>Between June and August</b>	<b>N=1790</b>
11am-1pm	49%
1pm-3pm	18%
3pm-5pm	5%
5pm-7pm	7%
7pm-9pm	9%
Don't know	12%
<b>Between September and November</b>	<b>N=1246</b>
11am-1pm	52%
1pm-3pm	24%
3pm-5pm	7%
5pm-7pm	3%
7pm-9pm	1%
Don't know	13%

11. **(If season checked for Q7)** How long do you usually stay at the zoo when visiting during the following season(s)? **(Only ask of seasons checked in Q7)**

<b>Between December and February</b>	<b>N=987</b>
Less than 1 hour	1%
1 hour	11%
2 hours	52%
3 hours	19%
Half day	12%
All day	3%
Don't know	3%
<b>Between March and May</b>	<b>N=1157</b>
Less than 1 hour	0%
1 hour	5%
2 hours	41%
3 hours	26%
Half day	20%
All day	5%
Don't know	3%
<b>Between June and August</b>	<b>N=1790</b>
Less than 1 hour	0%
1 hour	2%
2 hours	25%
3 hours	36%
Half day	28%
All day	7%
Don't know	2%
<b>Between September and November</b>	<b>N=1246</b>
Less than 1 hour	0%
1 hour	5%
2 hours	39%
3 hours	26%
Half day	22%
All day	5%
Don't know	3%

12. **(If drive alone or carpool to Q6)** Where do you typically park when visiting the zoo?

Response Category	N=1596
Zoo parking lot	98%
Offsite parking lot	2%

13. **(If yes to Q1)** Did you know that if you take public transit to the zoo, you receive a discount off the ticket price?

Response Category	N=2188
Yes	53%
No	47%

14. **(If yes to Q13 and Bus/MAX to Q6)** How often do you use the transit discount?

Response Category	N=1973
Every visit	33%
Most visits	20%
Some visits	6%
Rarely	11%
Never	29%

#### EATING AT THE ZOO

15. When visiting the zoo, if you wanted to eat, would you prefer to: **(Randomize Options)**

Response Category	N=2239
Purchase snacks that you can eat while walking	11%
Purchase snacks that you can eat while sitting at a table	27%
Sit down at a table for a served meal	15%
Eat a picnic brought from home	48%

How much focus should the zoo place on each of the following food options? **(Randomize Q16-Q20)**

Response Category, N=2239	Great deal	Some	Not too much	None at all	Don't know
16. Picnic kits—an assortment of easy-to-eat food packaged for a family or group and ready to go	25%	45%	20%	7%	3%
17. Healthy grab-and-go snacks at convenient locations around the zoo	51%	40%	6%	1%	2%
18. Traditional zoo fare—hot dogs, hamburgers, pizza, cookies	12%	36%	38%	13%	2%
19. Locally grown and in-season foods, like featured seasonal items including fresh local veggie snacks or fresh fruit smoothies and shakes	56%	34%	7%	2%	2%
20. Food carts offering a variety of ethnic and artisan foods	33%	40%	20%	5%	3%

### ZOO CONCERTS

21. Do you attend concerts at the Oregon Zoo, called Zoo Concerts?

Response Category	N=2239
Never	32%
I've been, but don't go every season	43%
I attend once or twice each season	18%
I attend zoo concerts frequently	7%

22. Currently, concert tickets provide general admission seating – “first come, first served.” Ticket prices depend on who is playing. Would you pay a higher ticket price for specified seating that ensures better viewing and has access to chairs?

Response Category	N=2239
Yes	34%
No	42%
Don't know	24%

23. What percentage above the ticket price would you pay? Ticket prices generally range from \$20-\$40. **(Record percentage or “don’t know”)**

Response Category	N=1157
0%	26%
1-10%	22%
11-20%	25%
21-30%	13%
31-40%	1%
41-50%	8%
51-60%	0%
61-70%	0%
71-80%	1%
81-90%	0%
100%	3%
Mean	18.0%
Non 0 Mean	24.4%

24. The zoo could attract big name acts but would have to build a bigger stage to accommodate them. The money for the stage would be raised through private donations. Would you support or oppose the zoo building a bigger stage?

Response Category	N=2239
Strongly support	14%
Somewhat support	36%
Somewhat oppose	28%
Strongly oppose	13%
Don’t know	10%

**INFORMATION AT AND ABOUT THE ZOO**

25. Have you ever visited the Zoo website? [www.oregonzoo.org](http://www.oregonzoo.org)

Response Category	N=2241
Yes	82%
No	17%
Don’t know	2%

26. **(If yes to Q25)** Why do you typically visit the zoo website? **(Randomize list; accept multiple responses)**

Response Category	N=1831
Learn what events are occurring	73%
Find out zoo operating hours, location, ticket prices, etc.	61%
Learn more about our animals and exhibits	36%
Buy tickets	12%
Register for camps and classes	10%
Avoid crowded events	10%
Learn about parking options	4%
Other <b>(specify)</b>	8%
Don't know	0%

27. **(If yes to Q1)** When you visit the zoo, do you: **(Rotate statements)**

Response Category	N=2190
Plan what you are going to do at the zoo in advance	24%
Decide what you are going to do at the zoo once you arrive	76%

28. What would you like to learn while visiting the zoo? **(Open; provide text box.) See Verbatim file for responses**

How interested are you in the following information? **(Randomize Q29-Q35)**

Response Category, N=2241	Very interested	Somewhat interested	Not too interested	Not at all interested	Don't know
29. Information about each animal's behaviors and habitats	71%	24%	4%	1%	1%
30. Social and political activities in the animal's native country that are affecting its habitat and ability to survive	32%	45%	16%	6%	1%
31. Most effective conservation organizations to donate to or become a volunteer	22%	39%	26%	11%	2%
32. Most effective personal actions I can take that would benefit wildlife	43%	41%	11%	4%	1%
33. Specific products that I should not buy because their harvest or manufacture harms wildlife habitat	51%	34%	10%	5%	1%
34. Ways to improve the habitat in my community	42%	42%	11%	4%	1%
35. Ways to support wildlife conservation through voting or political action	31%	42%	18%	8%	1%

36. Which of the following ways to get information from zoo exhibits do you like **most?** (**Randomize list; accept one**)

Response Category	N=2241
Signs and graphic displays	25%
Keeper talks	21%
Interactive displays where you get information through hands-on experiences like touching a screen, making sounds or turning over a card	18%
Special demonstrations (for example Wildlife Live)	12%
Volunteer "animal talkers"	11%
Special programs—themed programs that explore a topic	4%
Smart phone applications that link to more information	4%
A library or resource room on zoo grounds	1%
Other ( <b>specify</b> )	2%
Don't know	3%

37. How likely are you to use the zoo's new educational facility, which will also serve as an information center?

Response Category	N=2241
Very likely	22%
Somewhat likely	37%
Not too likely	20%
Not at all likely	7%
Don't know	14%

38. Below is a list of priorities for the educational center. Please rank these priorities in order of importance, with 1 being most important and 6 being least important. (**Randomize list**)

Importance Ratings						
Response Category, N=2241	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>
An information resource center for people of all ages who visit the zoo	57%	18%	12%	7%	4%	2%
Space for holding zoo camps and classes	15%	26%	20%	13%	15%	9%
An outdoor active play space for kids	14%	17%	13%	14%	15%	26%
Information about natural areas in the community	6%	13%	19%	28%	25%	9%
A place for lectures and other information sessions for adults	5%	18%	23%	20%	14%	20%
Information about active outdoor recreation in the community	2%	7%	13%	18%	26%	34%

Below is a list of ways you could obtain information about environmental education programs held around the region and at the zoo. Please indicate how valuable each information source would be to you personally.

Response Category, N=2241	Very valuable	Somewhat valuable	Not too valuable	Not at all valuable	Don't know
39. A display area featuring brochures and other printed materials	23%	48%	22%	7%	1%
40. A staff person with knowledge of these programs	42%	42%	11%	3%	1%
41. A computer station where you could search for these programs and sign up	18%	41%	29%	11%	1%
42. A website that you could access from home with listings of programs and resources	65%	28%	5%	1%	1%

### ELEPHANT EXHIBIT

**Now, here are some questions about the elephant exhibits.**

Asian elephants live in forested lands and their daily social activities and search for food keeps them fit and stimulated. The Oregon Zoo has Asian elephants and is in the process of building a more natural habitat for them that has meadows and forests. The elephants will have opportunities to choose where they go and what they do throughout the day, like they do in their natural environment. These improvements may change the way visitors view the elephants.

43. How would you like to view the elephants? **(Randomize; accept multiple responses)**

Response Category	N=2239
As a herd in a meadow to see how they behave as a family group in a natural setting	88%
Engaged in stimulating activities, play and bathing	75%
Up close to watch detailed behaviors	52%
Where keepers can share interesting information during training and treatment	55%
Where you can view special events like the birthday celebration for Packy, the zoo's most famous elephant, in which the animals are viewed while engaged in an activity	32%

The zoo also wants to build a remote elephant center off zoo grounds where larger family groups of elephants will live in herds and male elephants will have more social interaction. This large (150-acres or more) remote elephant center will not be an elephant exhibit, but there will be opportunities for the public to visit the center during scheduled events.

44. How would you **most** like to observe elephants at the remote elephant center? **(Randomize, accept one response)**

Response Category	N=2239
Paid, scheduled tours of the site and facilities with views of the elephants	37%
Open houses once or twice a year	25%
School groups and educational camp programs	12%
Remote web cam	18%
Events and programs at the zoo featuring videos and presentations	5%
Other <b>(specify)</b>	3%

## RHINO AND HIPPOS

**Now, here are some questions about the rhino and hippo exhibits.**

The 2008 Oregon Zoo bond measure provides funds to remodel the hippo exhibit to improve their habitat; including reducing the amount of water it uses and the money it costs to operate the hippo exhibit. This remodel would involve expanding into the current rhino exhibit, which would result in the rhinos leaving the Oregon zoo.

Due to some challenges operating the hippo exhibit, some have proposed removing the hippo exhibit from the zoo and instead expanding the rhino exhibit. Challenges with hippos include:

- Hippos require a lot of water and a complex filtration system, which uses a lot of electricity. This is expensive to operate and runs counter to the zoo’s sustainability goals.
- Hippos are nocturnal, so are sometimes not available for visitors to see during the day
- Hippos are aggressive and cannot be mixed with other African savanna animals like giraffes, zebras and gazelles.

45. Knowing this, do you agree or disagree that because of these challenges, the zoo should discontinue the hippo exhibit, even though the 2008 bond measure campaign specifically mentioned improvements to the hippo exhibit?

Response Category	N=2241
Strongly agree	19%
Somewhat agree	32%
Somewhat disagree	21%
Strongly disagree	19%
Don’t know	10%

Some argue that rhinos are actually better suited for the zoo and have proposed canceling improvements for hippos and expanding the rhino exhibit instead. Reasons people say rhinos are better suited for the zoo include:

- Rhino populations are more endangered than hippos
- Rhinos require much less water and maintenance than hippos
- Rhinos can be mixed with other animals in an African savanna exhibit

46. Would you support or oppose canceling the hippo improvements and removing the hippos from the zoo and instead using the bond funds to expand the rhino exhibit?

Response Category	N=2241
Strongly agree	31%
Somewhat agree	33%
Somewhat disagree	14%
Strongly disagree	13%
Don't know	9%

## ZOO CONSTRUCTION PROJECTS

**Now, here are some final questions about the zoo and timing of the construction projects.**

Deciding the timing and the order of construction projects is one of the biggest challenges to building a better zoo. Each project is linked to another and must be properly sequenced to maximize the construction funds and to avoid disruption to visitors.

47. Construction of all the bond-funded exhibits and facilities will take six to ten years depending on how many projects are done at once. Which would you prefer: **(Rotate statements)**

Response Category	N=4480
Fewer (one or two) areas of the zoo under construction at any one time so that my zoo experience is less disrupted and I can see many different exhibits each time I visit, knowing this means it is possible that it will take 10 years to complete all the projects	64%
More exhibits under construction at the same time so that the bond projects are completed faster, knowing that a number of animal exhibits may be closed each time I visit, limiting the number of animals I see, but that all the projects will be completed in about 6 years	29%
Don't know	6%

48. How important is the zoo train to your zoo experience?

Response Category	N=4480
5 - Very important	20%
4	18%
3	21%
2	18%
1 - Not at all important	19%
Don't know	4%
<b>Mean</b>	<b>3.0</b>

49. The zoo will have to change and shorten the current Zoo Loop train route, which is approximately a 12 minute ride, to accommodate new, larger animal exhibits. Do you support or oppose shortening the Zoo Loop train by up to 7 minutes to make room for larger exhibits?

Response Category	N=4480
Strongly support	32%
Somewhat support	25%
Somewhat oppose	20%
Strongly oppose	14%
Don't know	10%

50. Would you support or oppose shortening the Zoo Loop train if you knew that the shorter loop will have improved views of animals and new ZooLights displays?

Response Category	N=4480
Strongly support	48%
Somewhat support	30%
Somewhat oppose	10%
Strongly oppose	5%
Don't know	7%

## DEMOGRAPHICS (Optional)

These final questions are for statistical purposes only.

51. What is your age?

Response Category	N= 2989
18-24	2%
25-34	19%
35-54	57%
55-64	16%
65+	6%

52. What is your gender?

Response Category	N=3002
Male	25%
Female	75%

53. County

Response Category	N=2979
Multnomah County	33%
Washington County	32%
Clackamas County	11%
Clark County	10%
Lane County	2%
Marion County	3%
Yamhill County	2%
Other	7%

54. What is your race or ethnicity?

<b>Response Category</b>	<b>N=3002</b>
African	0%
American Indian/Native American	1%
White/Caucasian	83%
Black/African American	0%
Asian or Pacific Islander	2%
Hispanic/Latino	2%
Slavic	0%
Two or more races/Other	4%
Refused	7%