YouGov

May 31 - June 2, 2016

1. OP Zoos | Favorability
Do you have a favorable or unfavorable opinion of zoos?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	25%	25%	25%	18%	22%	28%	31%	25%	29%	26%	17%
Somewhat favorable	43%	44%	41%	43%	42%	42%	44%	42%	41%	45%	44%
Somewhat unfavorable	16%	16%	17%	21%	12%	15%	18%	18%	10%	8%	22%
Very unfavorable	7%	7%	7%	6%	13%	5%	5%	7%	8%	8%	2%
Not sure	9%	8%	10%	13%	11%	11%	1%	7%	12%	12%	15%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(484)	(516)	(190)	(236)	(384)	(190)	(702)	(124)	(113)	(61)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Very favorable	25%	29%	18%	33%	24%	25%	31%	26%	23%	26%	26%	24%
Somewhat favorable	43%	43%	41%	45%	41%	44%	51%	36%	47%	46%	41%	39%
Somewhat unfavorable	16%	16%	17%	13%	17%	18%	10%	14%	15%	16%	14%	21%
Very unfavorable	7%	7%	8%	5%	7%	6%	5%	12%	5%	3%	11%	6%
Not sure	9%	4%	15%	4%	11%	8%	2%	12%	10%	9%	8%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(348)	(386)	(266)	(484)	(267)	(143)	(106)	(219)	(186)	(345)	(250)

2. OP Zoos | Last Zoo Visit
When was the last time you went to a zoo?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Within the last month	3%	3%	3%	6%	5%	2%	0%	3%	4%	6%	1%
Within the last year	22%	21%	23%	36%	25%	20%	10%	22%	15%	34%	24%
Within the last ten years	35%	34%	37%	36%	39%	33%	35%	37%	27%	31%	39%
Over ten years ago	33%	36%	30%	15%	24%	39%	50%	33%	41%	21%	34%
Never	3%	3%	3%	5%	3%	3%	1%	2%	9%	2%	2%
Not sure	3%	3%	3%	2%	3%	3%	4%	3%	4%	7%	—
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(483)	(513)	(189)	(235)	(383)	(189)	(699)	(123)	(113)	(61)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Within the last month	3%	4%	3%	4%	3%	3%	6%	1%	5%	5%	3%	2%
Within the last year	22%	23%	22%	23%	20%	22%	36%	17%	20%	30%	22%	17%
Within the last ten years	35%	38%	33%	37%	32%	43%	34%	35%	33%	31%	34%	44%
Over ten years ago	33%	32%	34%	33%	36%	28%	24%	39%	37%	24%	35%	34%
Never	3%	3%	4%	2%	4%	3%	—	1%	4%	3%	3%	1%
Not sure	3%	1%	5%	2%	4%	1%	1%	6%	1%	7%	3%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(347)	(385)	(264)	(481)	(266)	(143)	(106)	(219)	(184)	(345)	(248)

3. OP Zoos | Treated Well
Do you think that most animals in zoos are treated well or badly?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Very well	25%	27%	22%	12%	26%	27%	33%	28%	12%	24%	20%
Somewhat well	48%	48%	48%	50%	43%	48%	51%	48%	45%	49%	54%
Somewhat badly	11%	11%	12%	19%	14%	9%	4%	12%	9%	8%	11%
Very badly	3%	4%	3%	3%	6%	2%	2%	1%	11%	8%	1%
Not sure	13%	10%	16%	16%	11%	15%	10%	11%	23%	11%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(483)	(514)	(189)	(236)	(382)	(190)	(701)	(124)	(111)	(61)

		Party ID (3 category)			Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Very well	25%	22%	21%	36%	23%	27%	28%	24%	21%	24%	27%	25%
Somewhat well	48%	50%	46%	48%	47%	51%	51%	44%	53%	47%	46%	48%
Somewhat badly	11%	11%	13%	8%	13%	9%	12%	9%	9%	12%	11%	13%
Very badly	3%	3%	3%	2%	5%	2%	0%	3%	1%	2%	4%	5%
Not sure	13%	13%	16%	7%	13%	11%	9%	21%	16%	15%	12%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(347)	(384)	(266)	(483)	(266)	(142)	(106)	(219)	(186)	(345)	(247)

4. OP Zoos | Animal Happiness
Do you think animals in zoos are more happy or less happy than animals in the wild?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Much more happy	3%	3%	3%	3%	5%	1%	4%	3%	6%	3%	—
Somewhat more happy	8%	10%	7%	5%	8%	9%	10%	8%	3%	15%	9%
About the same	23%	26%	21%	27%	24%	24%	19%	24%	17%	23%	27%
Somewhat less happy	26%	26%	27%	33%	25%	22%	30%	27%	21%	23%	34%
Much less happy	20%	17%	22%	18%	22%	21%	18%	18%	34%	23%	8%
Not sure	19%	18%	19%	14%	16%	23%	19%	20%	18%	11%	22%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(484)	(516)	(190)	(236)	(384)	(190)	(702)	(124)	(113)	(61)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Much more happy	3%	3%	3%	4%	3%	2%	4%	3%	4%	2%	4%	2%
Somewhat more happy	8%	9%	5%	14%	7%	12%	11%	6%	7%	12%	8%	7%
About the same	23%	18%	23%	31%	23%	24%	27%	22%	23%	23%	26%	21%
Somewhat less happy	26%	28%	30%	18%	27%	27%	24%	26%	32%	25%	25%	26%
Much less happy	20%	24%	20%	14%	22%	19%	14%	19%	17%	20%	20%	23%
Not sure	19%	18%	19%	18%	18%	17%	21%	25%	18%	19%	18%	21%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(348)	(386)	(266)	(484)	(267)	(143)	(106)	(219)	(186)	(345)	(250)

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5. OP Zoos | Following Story

How closely have you been following the story of a gorilla who was shot and killed at a zoo in Cinncinnatti after a child entered his enclosure?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Very closely	49%	44%	55%	41%	43%	52%	59%	50%	56%	49%	36%
Not very closely	37%	42%	31%	42%	41%	33%	34%	39%	24%	36%	37%
Not closely at all	10%	10%	10%	12%	11%	12%	4%	8%	12%	10%	27%
Not sure	4%	4%	4%	5%	5%	3%	3%	3%	8%	5%	—
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(484)	(516)	(190)	(236)	(384)	(190)	(702)	(124)	(113)	(61)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Very closely	49%	52%	45%	53%	49%	50%	51%	46%	49%	49%	49%	52%
Not very closely	37%	37%	38%	34%	34%	37%	40%	44%	40%	36%	37%	34%
Not closely at all	10%	10%	9%	11%	11%	12%	8%	5%	10%	7%	11%	11%
Not sure	4%	1%	8%	1%	6%	0%	—	6%	2%	9%	3%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(348)	(386)	(266)	(484)	(267)	(143)	(106)	(219)	(186)	(345)	(250)

6. OP Zoos | Decision to Kill
Do you approve or disapprove of the zookeepers' decision to kill the gorilla?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly approve	25%	26%	25%	18%	18%	24%	40%	26%	29%	20%	20%
Somewhat approve	23%	24%	22%	21%	25%	23%	24%	24%	19%	20%	34%
Somewhat disapprove	19%	21%	18%	26%	15%	20%	17%	20%	19%	20%	14%
Strongly disapprove	19%	17%	21%	26%	26%	17%	9%	18%	20%	29%	15%
Not sure	13%	12%	14%	9%	15%	16%	9%	13%	13%	11%	18%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(483)	(515)	(190)	(236)	(383)	(189)	(701)	(124)	(112)	(61)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Strongly approve	25%	21%	20%	41%	21%	30%	31%	27%	24%	24%	27%	25%
Somewhat approve	23%	23%	24%	22%	20%	28%	30%	22%	29%	23%	22%	21%
Somewhat disapprove	19%	26%	17%	15%	20%	17%	18%	23%	21%	20%	18%	19%
Strongly disapprove	19%	18%	24%	11%	22%	18%	12%	16%	16%	17%	22%	19%
Not sure	13%	12%	14%	11%	17%	8%	8%	12%	10%	15%	11%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(348)	(385)	(265)	(484)	(265)	(143)	(106)	(219)	(185)	(344)	(250)

7. OP Zoos | Dangerous
How dangerous, if at all, do you think gorillas are?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Very dangerous	43%	44%	42%	32%	35%	49%	50%	43%	45%	42%	33%
Somewhat dangerous	39%	42%	37%	42%	42%	36%	40%	41%	31%	31%	50%
Not very dangerous	8%	5%	10%	14%	11%	5%	4%	7%	7%	11%	8%
Not at all dangerous	2%	2%	2%	3%	3%	2%	—	1%	2%	7%	4%
Not sure	8%	7%	9%	8%	9%	8%	6%	7%	14%	9%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(484)	(516)	(190)	(236)	(384)	(190)	(702)	(124)	(113)	(61)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Very dangerous	43%	41%	37%	56%	42%	37%	49%	54%	49%	35%	44%	43%
Somewhat dangerous	39%	40%	43%	32%	37%	48%	38%	32%	35%	47%	37%	41%
Not very dangerous	8%	10%	7%	6%	9%	8%	10%	3%	9%	6%	7%	8%
Not at all dangerous	2%	2%	2%	2%	3%	2%	1%	0%	1%	0%	4%	2%
Not sure	8%	7%	10%	4%	9%	6%	3%	11%	6%	11%	8%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(348)	(386)	(266)	(484)	(267)	(143)	(106)	(219)	(186)	(345)	(250)

Interviewing Dates	May 31 - June 2, 2016
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, voter registration, political ideology, party identification, geographic region, and voter registration) was selected from the 2014 American Community Study. Voter registration and party identification were imputed from the November 2014 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted using propensity scores based on gender, age, race, education, political ideology, geographic region and voter registration. The weights range from 0.034 to 6.08, with a mean of one and a standard deviation of 0.786.
Number of respondents	1000
Margin of error	± 3.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.