



# people's panel



## People's Panel survey –Auckland Zoo

January 2015

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## 2 Key findings

### Key findings

#### Visiting Auckland Zoo:

- A quarter (25%) of those who completed the survey had visited Auckland Zoo within the last six months, 31% visited between one and three years ago.
- 18% of panellists visit Auckland Zoo more than once a year, 23% visit once a year, and 17% visit less than every four years.
- We asked those who had never been to the zoo or last visited more than ten years ago why they don't visit more often. 28% said they didn't have children or grandchildren to take, 16% mentioned distance and access, 15% didn't like zoos or seeing animals confined, and 13% commented on the cost.

#### Zoos' role in society:

- 90% of panellists believe zoos help to educate the public, 75% believe they help to protect animals from extinction, 74% believe they provide fun, family-friendly entertainment, and 69% believe they provide a valuable experience for visitors.
- When asked about the role zoos play in our society, 19% said their role was to provide information about animal conservation and raise awareness, 18% said it was to offer the opportunity to see a variety of animals, and 17% said zoos were imperative for learning, especially with children.

#### Auckland Zoo activities:

- When asked what they knew about the wildlife work that Auckland Zoo supports and is involved with, 33% of panellists mentioned breeding programmes, genetic pools, and animal sharing, 21% mentioned general conservation, and 20% mentioned the kiwi and related breeding and recovery.
- 91% believe the Zoo should be active in delivering education programmes for school children, 86% in using signage and talks within the zoo to provide information to visitors on conservation actions, and 71% in influencing key decision-makers on New Zealand's environmental and wildlife issues.

#### Auckland Zoo perceptions:

- 77% believe the zoo is knowledgeable about New Zealand's environmental and wildlife issues, and 81% would trust the zoo to be a voice on wildlife and conservation issues.
- 81% believe Auckland Zoo performs well when taking into account animal welfare, 79% when educating the public, 76% when building appreciation and connection with wildlife and conservation, and 72% when helping protect endangered animals from extinction.

#### Auckland Zoo events:

- 70% of panellists were aware of Zoo Music, 58% of School Holidays, 56% of Private Functions at the zoo, 56% of Safari Nights, and 51% of Kids Birthday Parties.
- 29% had attended Zoo Music, 23% Private Functions, 14% School Holidays, and 43%

had not attended any of the mentioned events.

- At least 80% of attendees rated their overall experience at zoo events as good or excellent: Safari Nights (96%), Animal Weekends (95%), Fundraising Events (94%), and Zoo Music (90%) were the highest rated events.
- In the future 41% would like to attend a fun, interactive event for children, 39% an event related to a specific animal, 37% one that raises funds for conservation work, 36% one run in partnership with other attractions / agencies, 34% one targeted to adults, and 32% would like to attend an event that raised funds to support zoo programmes / initiatives.
- Most panellists (67%) said they would like to attend zoo events on a weekend during the day, while 45% said they would like to attend on a weekend during the evening.

#### **Auckland Zoo at events outside of the zoo:**

- 36% would like Auckland Zoo to have a presence at events outside the zoo, 34% wouldn't.
- Among those who would like Auckland Zoo to have a presence at events outside the zoo, 33% would like them to participate in community events, 26% in the Santa Parade, 20% in the Easter Show, 13% in Pasifika, and 13% in schools.

#### **Zoo funding:**

- 67% thought Auckland Council was the largest or second largest source of zoo funding, 64% thought ticket sales and admissions was the largest or second largest.
- In reality ticket sales are the largest source of funding (at 57% of revenue) with council providing 20% of funding (financial year 2013-2014).
- 76% would support the zoo exploring growing corporate sponsorship, 68% commercial activities, 56% fundraising, 34% increasing advertising within the zoo, and 30% raising the cost of experiences, to increase revenue.
- 32% mentioned that ticket prices should not be raised as they are already expensive, and 10% commented that they did not support increasing ratepayer's contribution.

## **3 Background**

### **3.1 Survey background**

Auckland Zoo aims to inspire Aucklanders to value, understand, and take action for wildlife. They are constantly looking at ways to improve their services and experiences to maximise their reach and effectiveness.

We asked about usage of, and satisfaction with, current zoo events and programmes, and about the type of events and programmes Aucklanders would like to see in the future. We also asked about the role of the zoo and about zoo finances.

The following report summarises the key results and comments identified in the survey.

### **3.3 How findings have/ will be used**

The findings from this survey will be used to update the zoos public programmes and events strategy for the next five years, and to shape their communication and advocacy work. Your feedback will ensure that they deliver the right type and style of programmes for their range of audiences.

Your thoughts on boosting the zoo's revenue will help inform their business planning into the future. Growing the zoo's revenue will help them continuously achieve visitor expectations.

### **3.2 About the People's Panel**

The People's Panel aims to provide an opportunity for Aucklanders to get involved with a range of council issues, giving feedback by regularly completing online surveys and getting involved with focus groups and other activities as needed.

The panel ideally supplements other research, consultation and engagement activities used to provide public perceptions to help inform decision-making processes. Panellists are recruited to be 'typical' members of the public – that is they include members of the public who come from a range of backgrounds and a range of levels of involvement with the council.

At the time of surveying there were over 18,200 people registered with the panel, with representation from residents of each local board area and by age group and ethnicity. The People's Panel is not yet representative of the wider Auckland population and ongoing recruitment is conducted to improve participation from particular areas, age groups and ethnicities.

For more information about the People's Panel visit

[www.aucklandcouncil.govt.nz/peoplespanel](http://www.aucklandcouncil.govt.nz/peoplespanel)

### **3.4 Methodology**

The survey was open from 12 December 2014 to 14 January 2015 and one reminder was sent to those who had not responded. In total 3,719 completed surveys were received.

The feedback has been analysed in two ways:

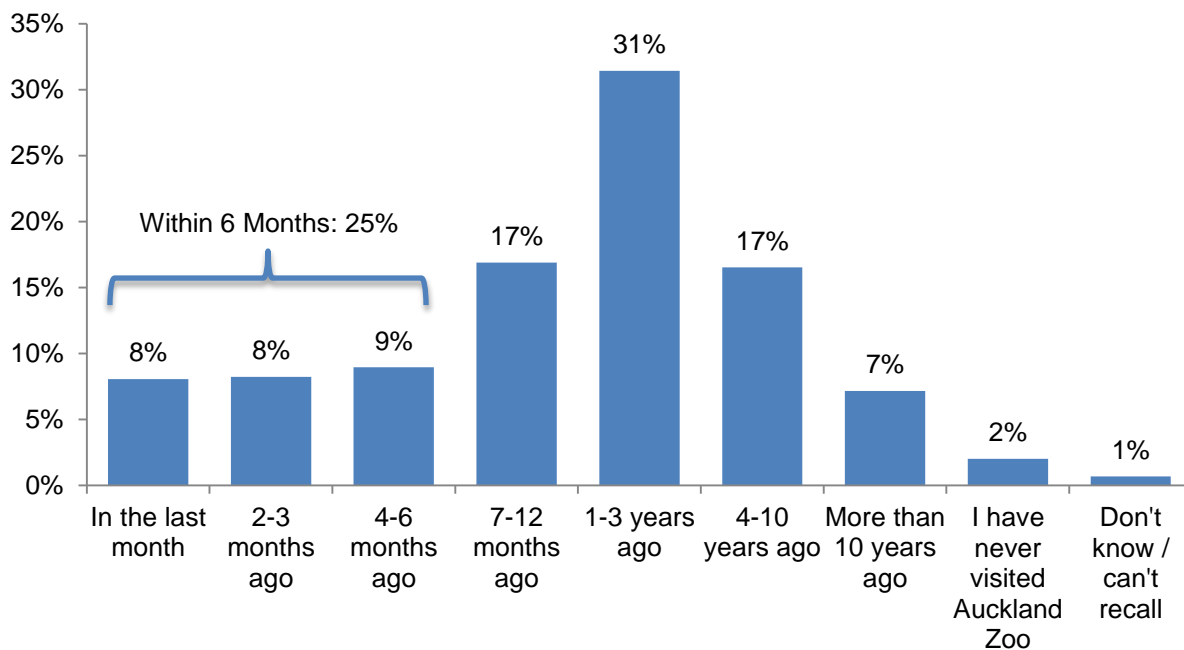
- For the tick box questions, responses to each option have been reported as proportions of the total sample and presented as charts (and tables in the appendix).
- Responses to open-ended questions ranged from one-word answers to lengthy comments with several points and ideas. Key themes from these comments have been identified and ordered by frequency. A selection of comments has been included in the report, to illustrate these themes. Note that in some cases a random sample of 500 comments only has been coded, due to the volume of feedback received.

Results in charts and tables presented in this report may not sum to 100% because multiple responses were allowed for some questions and/or as a result of rounding.

## 4 Survey results

### 4.1 Visiting Auckland Zoo

#### Q1A. Approximately, when was the last time you visited Auckland Zoo?



Base: Panellists participating in survey n=3719.

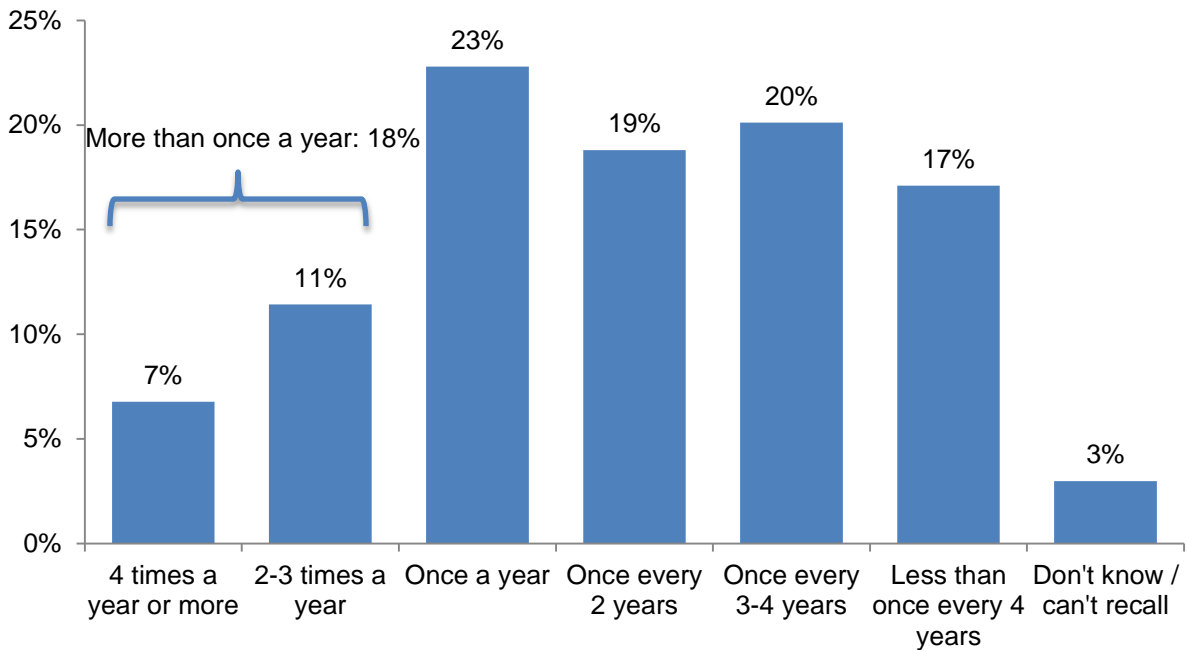
A quarter of panellists (25%) had visited Auckland Zoo within the last six months. 31% had visited between one to three years ago. A few (7%) had not visited the zoo in the last ten years, and 2% had never been.

Panellists in a household with children (53%), and those aged between 25 and 44 were more likely to have visited the zoo within the last year (59%). Those living in the Howick or Rodney local board area were less likely to have visited the zoo in the last year (33% and 30%).

Women were more likely than men to have visited within the last three years (77% vs. 67%). Panellists aged 55 and over were more likely to have last visited more than four years ago (33%).

Panellists from an Asian and MELAA (Middle Eastern, Latin American, and African) backgrounds were more likely than those from other ethnic backgrounds to have never visited Auckland Zoo (6% and 9%), as were those from the Waiheke local board area (13%).

## Q1B. On average, how often do you visit Auckland Zoo?



Base: Panellists participating in survey n=3351.

Nearly a fifth of panellists (18%) visit Auckland Zoo more than once a year, with 7% visiting at least four times a year. Just under a quarter (23%) visit once a year, and 17% visit less than once every four years.

Panellists living in a household with children were more likely to attend more frequently than those without children. Those aged between 25 and 44 were more likely to visit the zoo four times a year or more (15%), while those aged 55 and over were more likely to visit less than once every four years (23%).

Those in the Whau local board area were more likely than those in other areas to visit four or more times a year (13%).



## Q1C. Why don't you go to the zoo more often?

Among those who last visited the zoo more than ten years ago, or who had never visited the zoo, 28% said they didn't go more often as they didn't have children or grandchildren to take, and 16% mentioned distance and access. Some said they didn't like zoos and seeing animals confined, that they preferred other activities, or that they had no time (15%). A few commented on the cost (13%).

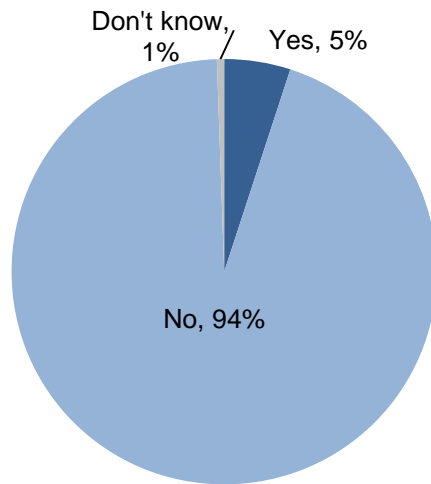
Why don't you go to the zoo more often?	Number of responses n=334	% of responses
No children/ grandchildren to take	93	28%
Distance/ access	55	16%
I don't like zoos/ seeing confined animals	51	15%
Not interested/ prefer other activities	50	15%
No time/ haven't had a chance	50	15%
Cost	44	13%
Never think about it/ no particular reason	33	10%
Health reasons/ not mobile	16	5%
I do want to go/ will go soon	15	4%
Lack of transport	9	3%
No one to go with	7	2%
I only go to take visitors	7	2%
Prefer other zoos	5	1%
Prefer seeing animals in the wild	5	1%
Too spread out/ too much walking	5	1%
Already been/ don't need to go regularly	5	1%
Lack of parking	4	1%
Too crowded	3	1%
Other	8	2%

### Selection of comments

- *"Because my own children and six grandchildren have out-grown visiting the zoo due to their busy lives and other interests."*
- *"Because my boys are grownups and I don't have any grandchildren."*
- *"No grandchildren to go with. Fair distance to travel in Auckland traffic at our age, so have not got around to visiting on our own. Must do so."*
- *"I'm really not sure! It just doesn't occur to us when we have spare time and are looking for something to do."*
- *"Because it's just so expensive."*
- *"Can't afford to go."*
- *Too many other things to do."*
- *"I have not had the time to attend the zoo."*
- *"I don't drive and it is too far away."*
- *"Don't believe in them. Don't like to see trapped animals in cages."*
- *"I am opposed to the idea of having animals kept enclosed out of their natural habitat for the purpose of human entertainment."*

**Q1D. Do you have a current Friends of the Zoo pass from Auckland Zoo?**

*This is an annual membership that gives you unlimited daytime entry, 364 days a year, plus special offers like invitations to zoo events, and discounts with other attractions like MOTAT, Kelly Tarlton’s Sea Life Aquarium, and the Voyager NZ Maritime Museum.*

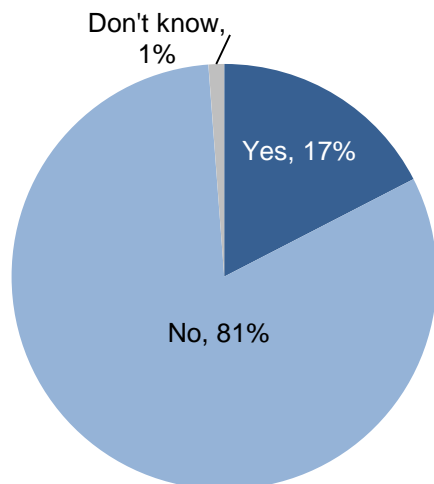


*Base: Panellists participating in survey n=3644.*

5% of panellists have a current *Friends of the Zoo* pass from Auckland Zoo.

Panellists in a household with children were more likely to have a current pass (9%), as were those aged between 25 and 44 (12%).

### Q1E. Have you ever been a member of Friends of the Zoo?



Base: Panellists who were not currently members n=3461.

Among those who did not have a current pass, 17% had been a member of *Friends of the Zoo* in the past.

Panellists in a household with children were more likely to have had a pass in the past (28%), and women were more likely than men (20% vs. 13%). European panellists were more likely than those in other ethnicities to have one (19%), as were those aged between 35 and 54 (27%).

Those in the Albert-Eden, Waitākere Ranges, and Waitematā area were more likely to have been a member of *Friends of the Zoo* (32%, 27%, and 25%), while those in Franklin, Hibiscus and Bays, Howick, and Papakura were less likely (9%, 10%, 10%, and 3%).

## Q1F. Why aren't you a member of Friends of the Zoo anymore?

Among those who were once *Friends of the Zoo*, 52% said they were no longer members as their children had grown up or lost interest, 21% said they couldn't justify being a member, or didn't use it enough. Some mentioned the cost of the membership (19%), as well as time restrictions or being too busy (15%).

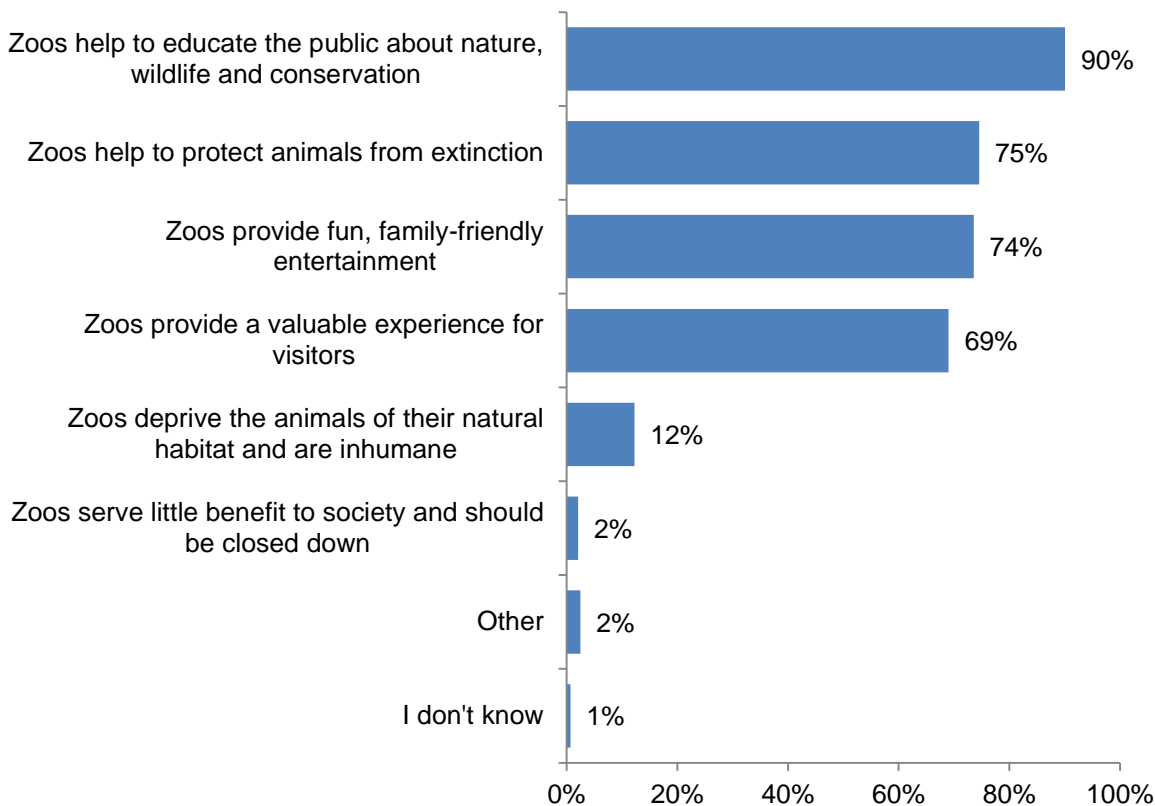
Why aren't you a member of Friends of the Zoo anymore?	Number of responses n=500	% of responses
Children have grown up/ children lost interest	258	52%
Couldn't justify it/ didn't use it enough	103	21%
Cost	93	19%
Time restrictions/ too busy	76	15%
Haven't thought about it / didn't get around to it	38	8%
Distance/ access	37	7%
May re-join soon	26	5%
Change in circumstances/ reducing expenditure	21	4%
It was a gift	20	4%
Membership issues - time consuming, inflexible, reinstate magazine,	12	2%
Still go occasionally	11	2%
Chose other/cheaper passes - MOTAT	9	2%
I'm not mobile	4	1%
I don't like zoos/ seeing confined animals	3	1%
Other	11	2%

### Selection of comments

- *"As children have grown up they are no longer interested in going so often but have loved being a Friend of the zoo for many years."*
- *"As the kids got older we didn't go as often."*
- *"Because my child is no longer so interested now that he is a little older."*
- *"Don't go frequently enough now that my son is older."*
- *"My kids are a bit bigger so we couldn't justify the expense anymore as they are busy with school and other activities now. We were friends of the zoo for 3 or 4 years in a row."*
- *"Life is too busy with work to be able to get to the zoo frequently enough to justify pass, especially as we live a 45 minute drive away."*
- *"Just don't get there enough, and kids have got older."*
- *"Too expensive for something that I rarely used."*
- *"Had the pass when the kids were pre-schoolers. Too expensive now with school age kids."*
- *"Children got older, and too expensive to renew every year."*
- *"Kids at school now don't have as much spare time to get value for money."*
- *"Haven't had the time to visit often, didn't bother to renew."*

## 4.2 Zoos role in society

**Q2A. Thinking generally about zoos and the role they play in society... which of the following statements represent your views?**



*Base: Panellists participating in survey n=3719. Multiple responses were allowed, responses add to over 100%.*

The vast majority of panellists (90%) believe zoos help to educate the public about nature, wildlife, and conservation. Three quarters (75%) believe zoos help to protect animals from extinction, 74% believe they provide fun, family-friendly entertainment, and 69% believe they provide a valuable experience for visitors. Around one in ten (12%) believe zoos deprive the animals of their natural habitat and are inhumane.

Those who had visited in the last year were more positive about zoos, with a view that they help to educate the public (94%), provide fun, family-friendly entertainment (80%), help to protect animals from extinction (78%), and provide a valuable experience for visitors (74%). Very few recent visitors believed zoos deprive the animals of their natural habitat and are inhumane (9%), or serve little benefit to society and should be closed down (1%).

Unsurprisingly, panellists in a household with children were more likely to believe zoos provide fun, family-friendly entertainment (77%). Women were more likely than men to believe zoos help to educate the public (91% vs. 88%), and/or help protect animals from extinction (76% vs. 71%).

Panellists aged 25 to 34 were more likely to believe that zoos deprive the animals of their natural habitat and are inhumane (20%), and less likely to believe they help to protect animals from extinction (66%) or provide a valuable experience for visitors (60%). Those aged 35 to 44 were more likely to believe they provide fun, family-friendly entertainment (78%), and those aged 65 to 74 were more likely to believe they help to protect animals from extinction (81%).

European panellists were more likely to believe zoos help to educate the public (91%) and protect animals from extinction (76%). Those from a Pacific or Asian background were less likely to believe they protected animals from extinction (59% and 60%). Those from a MELAA background were more likely than those from other ethnicities to believe they served little benefit to society and should be closed down (9%) and less likely to believe they provide a valuable experience for visitors (51%).

### Q2B. Do you have any other comments about the role zoos play in our society?

When asked about the role zoos play in our society, 21% gave general positive feedback with comments such as “a great asset to the city”, and “a well-planned, well run zoo”. Some said their role was to provide information about animal conservation and raise awareness (19%), and to offer the opportunity to see a variety of animals (18%). Some said zoos were imperative for learning, especially with children (17%). A few believed that animals should not be in captivity (15%), and/or that their habitats should be as natural as possible (12%).

Do you have any other comments about the role zoos play in our society?	Number of responses n=500	% of responses
General positive feedback – e.g. “a great asset to the city”, “a well-planned, well run zoo”.	104	21%
Provide information about animal conservation/ raise awareness	93	19%
Opportunity to see variety of animals	90	18%
Imperative for learning - especially children	87	17%
Animals should not be in captivity/ for our entertainment	77	15%
Habitats should be as natural as possible	59	12%
Breeding programmes are important/ endangered species survival	42	8%
Role of zoos has changed - educational, research	37	7%
Mixed opinion -good for education, but deprive animals of their natural habitat, caged vs being poached, habitats dying	37	7%
Zoos are not necessarily appropriate for all types of animals i.e. polar bear	31	6%
A great place to visit	31	6%
Animals welfare is first priority	30	6%
Not all zoos are equal/ some should be shut down	26	5%
Broader education - plants, habitats, care	16	3%
Great tourist attraction	12	2%
Major cities should all have zoos	4	1%
Other	28	6%

## Selection of comments

- *“A communal focus. The Auckland Zoo is an icon.”*
- *“I believe they are incredibly important.”*
- *“I do not think animals should be locked up in places like zoos, they should be free in their natural habitat.”*
- *“Zoos have improved tremendously in the last 20 years and I'm a believer now! Auckland Zoo is doing an excellent job at educating our children and local public on the role of conservation.”*
- *“I love Auckland Zoo. It is a great opportunity for our kids to learn about animals and the role of civilization in endangering so many of the animals by destroying their natural habitats. I think zoos are essential for the breeding and studying of many endangered species.”*
- *“Huge value in educating people about wildlife and conservation.”*
- *“Invaluable for raising public awareness about animal issues.”*
- *“A place to see wild animals in a safe environment, promotes awareness of their plight from poachers and changing environments.”*
- *“Opportunity to see animals not normally seen. They also help learn about the animals' needs and biology.”*
- *“Allows us to see animals that we'd otherwise have to travel overseas to see, while being an important part in native NZ breeding programmes.”*
- *“It does more than just 'educate'! It enables 'children' of all ages to observe the interactions of the animals which may develop a greater appreciation of how we all live on this planet and perhaps why humans are not so different or special.”*
- *“They are an education experience for children who can see animals in real life that they may not otherwise see outside of pictures.”*
- *“They are important - part of education!”*
- *“I think they play a role in educating young people and are important, but it can be distressing to see animals in rather small enclosures even though I acknowledge the part zoos play in protecting and preserving species.”*
- *“As a rule I am not a huge fan of animals in captivity, however I recognise the important role they play in conservation. Auckland Zoo is an exceptional example of this.”*
- *“I prefer all creatures to be free. If a zoo is not purely for the entertainment of humans, and gives animals as natural as possible environment to live in, I can accept they may have a place.”*
- *“As long as the animals are in as close to their own environment as possible then this is fine.”*

### 4.3 Auckland Zoo activities

#### Q3A. Auckland Zoo aims to create a future where people value wildlife, and species are safe from extinction. What do you know about the wildlife work that Auckland Zoo supports and is involved with?

When asked what they knew about the wildlife work that Auckland Zoo supports and is involved with, 33% mentioned breeding programmes, genetic pools, and animal sharing, 21% mentioned general conservation, and 20% mentioned the kiwi and related breeding and recovery. Some mentioned the anti-palm oil campaign (13%), the work the zoo does with orangutans (11%), and New Zealand native birds (10%).

What do you know about the wildlife work that Auckland Zoo supports and is involved with?	Number of responses n=500	% of responses
Breeding programmes/ genetic pool/ animal sharing	164	33%
General conservation	105	21%
Kiwi - breeding, recovery	102	20%
Anti-palm oil campaign	64	13%
Orangutans-conservation, protection, breeding, etc.	57	11%
Native birds in general- conservation, protection, breeding, etc.	49	10%
Other natives - Tuatara, gecko, weta, frogs	41	8%
Tigers - conservation, protection, breeding, etc.	34	7%
Education/ plight of endangered species	34	7%
Animal health/ zoo hospital	31	6%
Rotoroa Island/ Tiri Tiri/ Rangitoto	30	6%
Positive comments/ doing a great job/ do a lot	28	6%
Items seen on "The Zoo" TV Show	25	5%
Tasmanian devil - disease	16	3%
Fundraising	14	3%
A small amount - seen/ read on zoo visits	12	2%
Red panda	11	2%
Giraffes	10	2%
Cheetah	8	2%
Elephants	7	1%
Apes/ primates	6	1%
Rhino	3	1%
Other	8	2%
Don't know enough	25	5%
Nothing/ unsure	17	3%

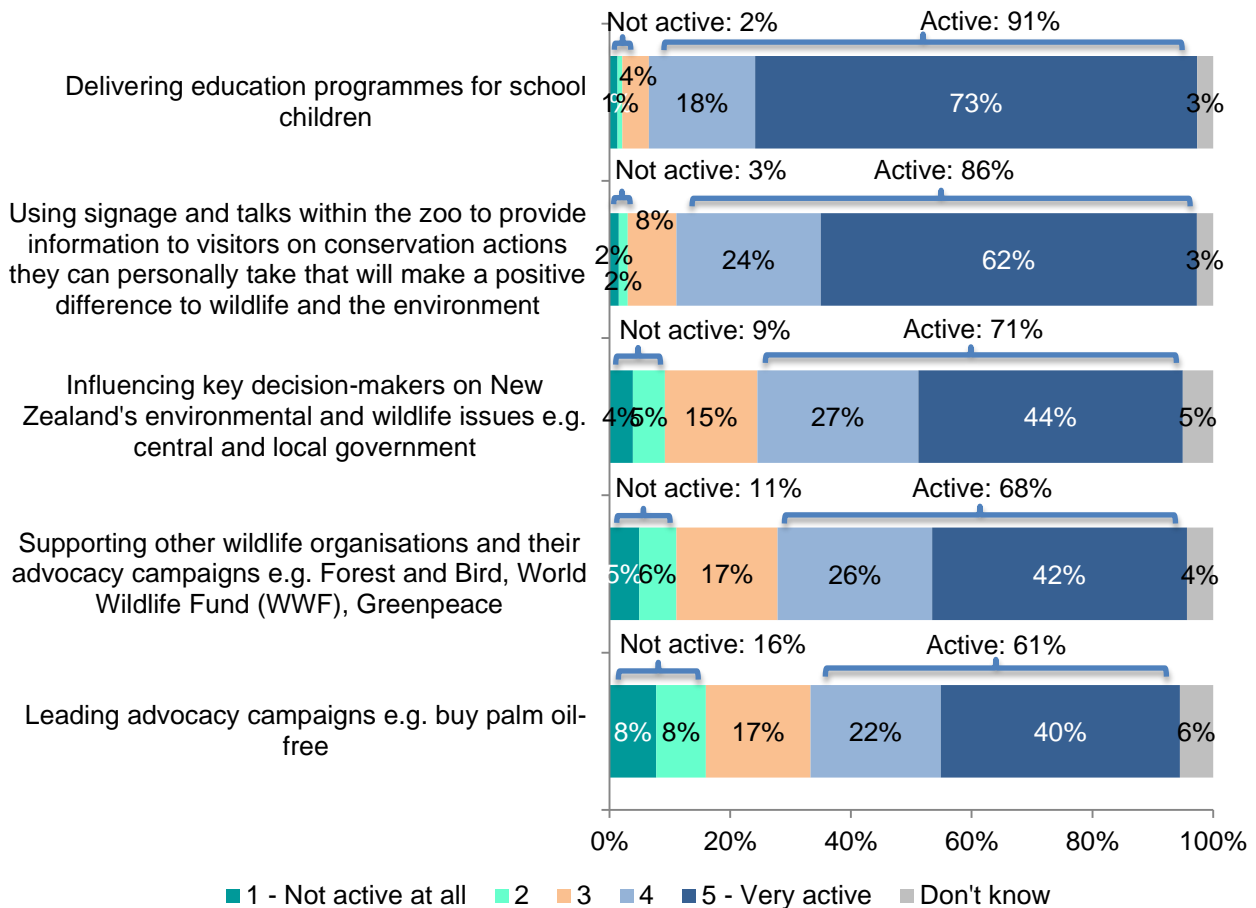
#### Selection of comments

- *"Auckland is a world class zoo with a shared breeding programme working with other zoos around the world."*
- *"Orangutan conservation and educating public about palm oil-free/ sustainable palm oil products. Kiwi chick breeding. Tasmanian devil breeding."*
- *"Auckland Zoo is a significant player in wildlife conservation by breeding and exchanging animals with other zoos in order to keep good genetic material."*
- *"Breeding programmes for endangered species."*



- *“Auckland Zoo has a conservation fund it raises money for, which supports wildlife conservation. It works to breed many rare species to increase their populations, and releases the native NZ species back into the wild.”*
- *“Conservation programs and research on endangered species.”*
- *“I am vaguely aware of conservation work, especially in the area of getting kiwi and tuatara to breed and then releasing them into protected areas.”*
- *“Auckland Zoo is involved in kiwi program support and other avian activities, as well as some mammalian genetic diversity programs.”*
- *“I am aware that Auckland Zoo is part of a worldwide breeding programme for endangered species. Auckland Zoo is also active in conservation and breeding of our own endangered species - e.g. kiwi and tuatara.”*
- *“Kiwi conservation, breeding programmes for some species (swap animals with other zoos internationally).”*
- *“Conserving the Kiwi (and other NZ native birds).”*
- *“Kiwi recovery programme and the hatching of other native birds that are on the brink of extinction.”*
- *“Help in breeding native birds and other native animals.”*
- *“As an example, we are trying to avoid items containing palm oil and purchase paper items produced from sustainable sources. The Auckland Zoo is involved in a number of breeding and species protection programs. For example the Orangutan, Red Panda, Giraffe, Tasmanian Devil, Kiwi and Tuatara. They are also working locally and internationally with many different organisations in educating locals to stop destroying habitat (or the animals dependent thereon).”*
- *“Informing people about Palm Oil”.*
- *“Palm oil free campaign and Orangutan conservation, I'm sure there's heaps more, red panda breeding programmes etc.”*

### Q3B. How active do you think the zoo should be in the following activities?



Base: Panellists participating in survey n=3719.

Almost all panellists believe the zoo should be active in delivering education programmes for school children (91%) and using signage and talks within the zoo to provide information to visitors on conservation actions they can personally take (86%). Many panellists also believe the zoo should be active in influencing key decision-makers on New Zealand's environmental and wildlife issues (71%), supporting other wildlife organisations and their advocacy campaigns (68%), and leading advocacy campaigns (61%).

Panellists in a household without children were more likely to believe the zoo should be active in delivering education programmes for school children (91%).

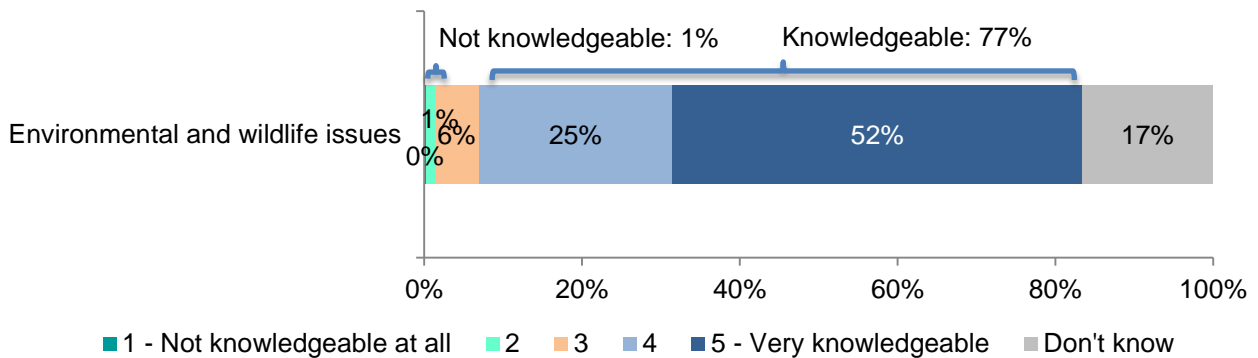
Women were more likely than men to believe the zoo should be active in all of the above areas. Those aged between 65 and 74 were more likely to believe the zoo should be active in influencing key decision-makers on New Zealand's environmental and wildlife issues (78%), while those aged between 25 and 34 were less likely to believe so (62%).

European panellists were more likely than those from other ethnicities to believe the zoo should be active in all areas apart from supporting other wildlife organisations and their advocacy campaigns. Asian panellists were less likely than those from other ethnicities to believe the zoo should be active in delivering education programmes (85%), and Asian and Pacific panellists were less likely to believe they should be active in using signage and talks within the zoo (78% and 71%).

Those who had visited the zoo in the last year were more likely to believe the zoo should be active in leading advocacy campaigns (68%).

#### 4.4 Auckland Zoo perceptions

##### Q4A. How knowledgeable do you think the zoo is about New Zealand's environmental and wildlife issues?

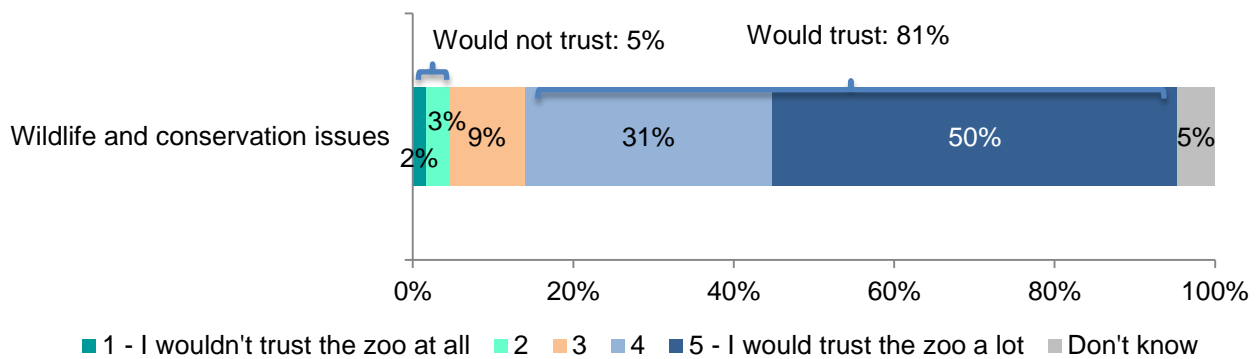


Base: Panellists participating in survey n=3719.

Many panellists (77%) believe the zoo is knowledgeable about New Zealand's environmental and wildlife issues, with 52% believing they were very knowledgeable.

Panellists in a household with children (79%), those who had visited the zoo in the last year (85%), European panellists (77%), and women (79% vs. 73% of men) are more likely to believe the zoo is knowledgeable about New Zealand's environmental and wildlife issues. Asian panellists were less likely to believe the zoo is knowledgeable in this area (68%).

## Q4B. To what extent would you trust the zoo to be a voice on wildlife and conservation issues?

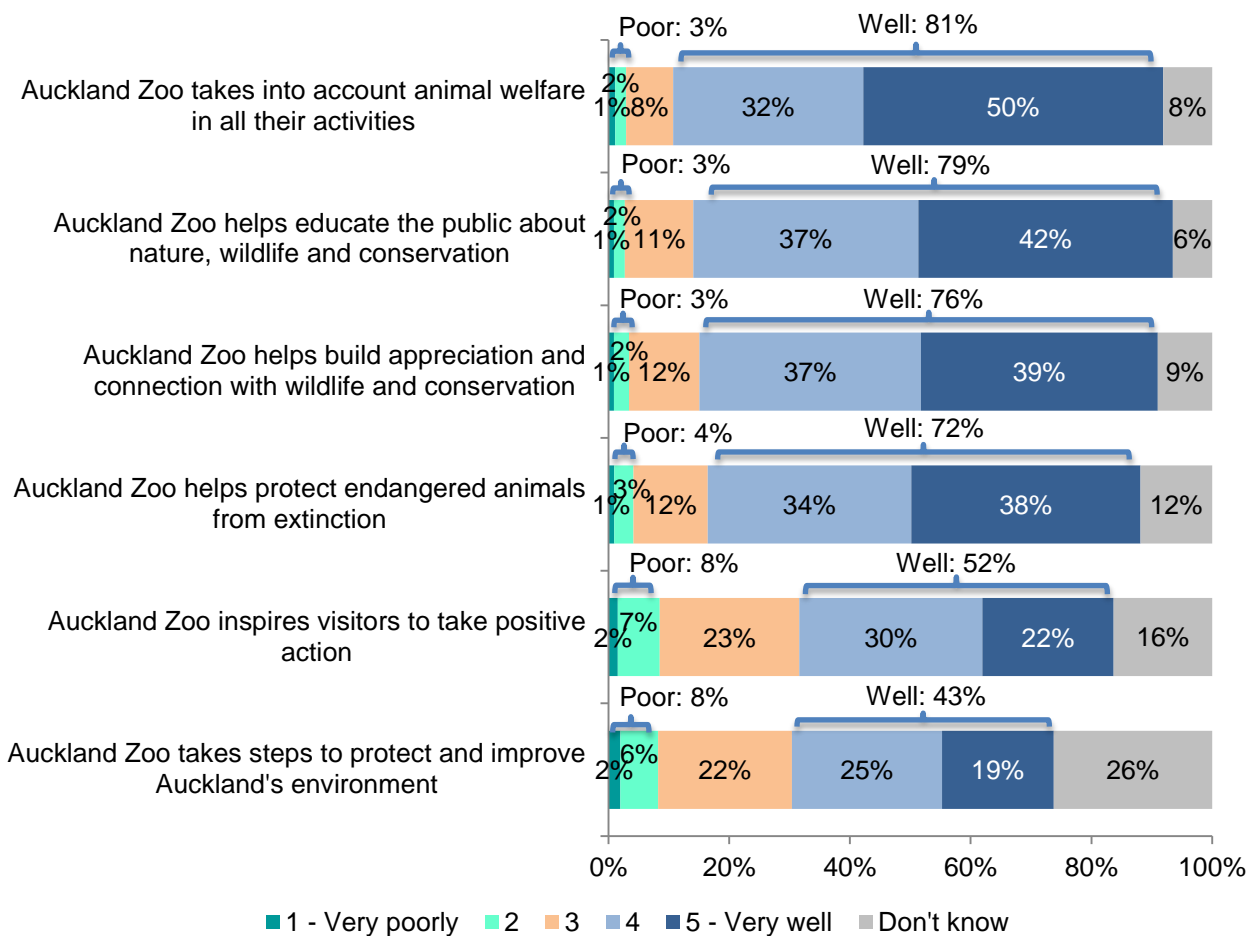


Base: Panellists participating in survey n=3719.

Most panellists (81%) would trust the zoo to be a voice on wildlife and conservation issues, with 50% saying they would trust the zoo a lot.

Panellists in a household with children were more likely to trust the zoo to be a voice (84%), as were those who had visited the zoo in the last year (87%), and women (85% vs. 76% of men). European panellists were more likely to trust the zoo (82%), while Asian panellists were less likely (70%).

### Q4C. How well do you think Auckland Zoo performs against the statements below?



Base: Panellists participating in survey n=3719.

Many panellists believe Auckland Zoo performs well when taking into account animal welfare in all their activities (81%), when helping educate the public about nature, wildlife and conservation (79%), when helping build appreciation and connection with wildlife and conservation (76%), and when helping protect endangered animals from extinction (72%). Views were slightly more mixed in other areas, with 52% believing Auckland Zoo does well to inspire visitors to take positive action, and 43% believing the zoo does well to take steps to protect and improve Auckland's environment.

Those who had visited the zoo in the last year were more likely to believe they performed well in all areas. Panellists in a household with children were more likely to believe the zoo performed well in all areas apart from protecting endangered animals from extinction and taking steps to protect and improve Auckland's environment. Women appeared to have a more positive view, apart from when taking into account animal welfare where there was no difference between the genders.

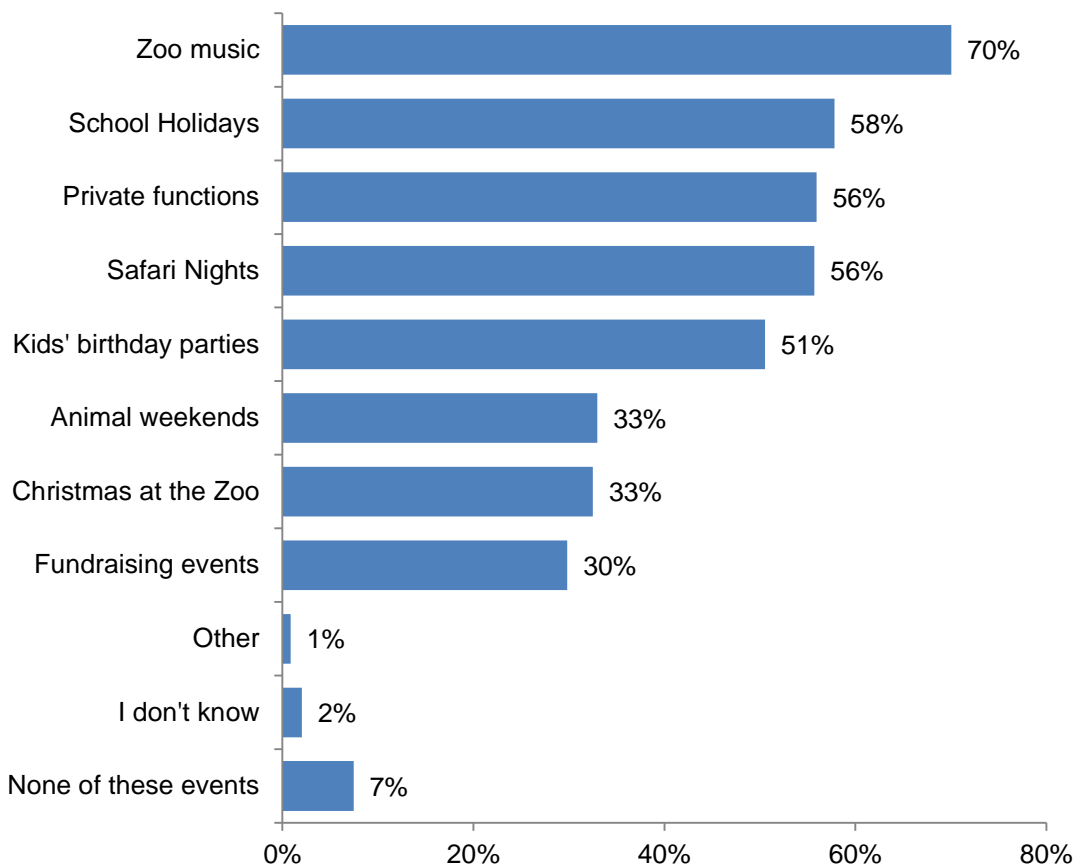
Those aged between 65 and 74 were more likely to believe Auckland Zoo performed well when helping protect endangered animals from extinction (76%), by inspiring visitors to take positive action (51%), when taking into account animal welfare (85%), and by taking

steps to protect and improve Auckland's environment (46%). Younger panellists were less likely to feel this way about the particular activities.

European panellists were more likely, and Asian panellists were less likely to think Auckland Zoo performed well when helping build appreciation and connection with wildlife and conservation (77% vs. 68%), when helping protect endangered animals from extinction (73% vs. 60%), and when taking into account animal welfare (82% vs. 65%).

## 4.5 Auckland Zoo Events

### Q5A. Which of these Auckland Zoo events are you aware of?



Base: Panellists participating in survey n=3719. Multiple responses were allowed, responses add to over 100%.

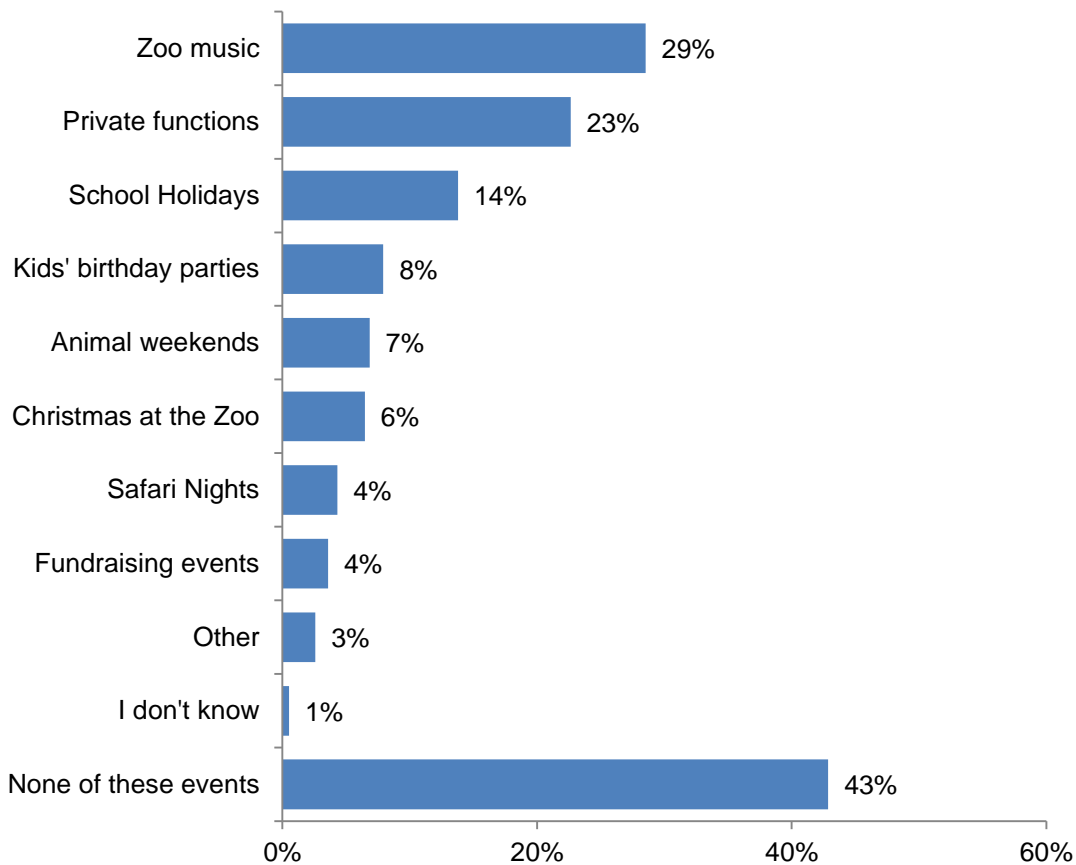
Most panellists were aware of Zoo Music (70%), and over half were aware of School Holidays (58%), Private Functions (56%), Safari Nights (56%), and Kids Birthday Parties (51%). Around a third were aware of Animal Weekends (33%), Christmas at the Zoo (33%), and Fundraising Events (30%). Few (7%) had not heard of any of the mentioned events.

Panellists in a household with children were more likely aware of all events apart from Zoo Music and Fundraising Events, and women were more aware of all events than men.

Those aged between 35 and 54 were generally more aware of most events, apart from Animal Weekends and School Holidays.

European panellists were more aware of Animal Weekends, Zoo Music, Fundraising Events, and/or Private Functions. Asian panellists were less aware of these particular events, apart from Fundraising Events, and Pacific panellists were less aware of Zoo Music. Those living in the Albert-Eden local board were more aware of Zoo Music (83%).

### Q5B. Which of these Auckland Zoo events have you ever attended?



Base: Panellists participating in survey n=3322. Multiple responses were allowed, responses add to over 100%.

A number of panellists had attended Zoo Music (29%), Private Functions (23%), and/or School Holidays (14%), while nearly half (43%) had not attended any of the mentioned events.

Women were more likely than men to have attended Zoo Music (30% vs. 25%).

Those aged between 35 and 54 were more likely to have attended a zoo event, while those aged between 15 and 24, and 65 and over were less likely.

European panellists were more likely to have attended Zoo Music (30%), while Asian panellists were less likely (11%). Pacific panellists were more likely to have attended Kids' Birthday Parties (17%), while European panellists were less likely (7%).

There were a few differences in attendance between those in different local board areas, but overall those in Franklin and Rodney were less likely than other residents to have attended any of the zoo events (60% and 54%).

**Q6A. Why did you choose to go to the following event(s)? - Animal Weekends**

Among those who attended Animal Weekends, 31% said they chose to go because they were interested in a specific animal, 29% said it was educational and/or interesting, and 19% said their children or grandchildren wanted to go. Some mentioned timing, and said that it was coincidental (18%), and a few said it was fun, entertaining, and had a good atmosphere (13%).

Why did you choose to go to the following event(s)? - Animal Weekends	Number of responses n=216	% of responses
Specific animal interest	67	31%
Educational/ interesting	64	29%
Children/ grandchildren wanted to go	42	19%
Timing/ coincidental	40	18%
Fun/ entertaining/ good atmosphere	29	13%
Went with a friend/ took a friend	12	6%
Family friendly event	7	3%
Good cause/ support	4	2%
Something to do/something different to do	3	1%
I am a zoo volunteer	3	1%
A treat	2	1%
Other	5	2%



**Q6B. Why did you choose to go to the following event(s)? - School Holidays**

Among those who attended School Holidays, 40% said they chose to go because their children or grandchildren wanted to go, 27% said it was fun, entertaining, and had a good atmosphere, and 17% said it was educational and interesting. A few mentioned timing, and said that it was coincidental, and/or that it was something different for them to do (12%).

Why did you choose to go to the following event(s)? - School Holidays	Number of responses n=435	% of responses
Children/ grandchildren wanted to go	174	40%
Fun/ entertaining/ good atmosphere	117	27%
Educational/ interesting	72	17%
Timing/ coincidental	54	12%
Something to do/something different to do	53	12%
Specific animal interest	34	8%
Family friendly event	23	5%
Went with a friend/ took a friend	12	3%
Named a specific event - Africa Night, Junior Keeper, Eye Spy, etc.	8	2%
Organised group - school, guides, scouts	8	2%
I am a zoo volunteer	7	2%
Great location/ environment	7	2%
Other	14	3%

**Q6C. Why did you choose to go to the following event(s)? - Zoo Music**

Among those who attended Zoo Music, 46% said they chose to go because they wanted to see the band, 34% said it was a great location and environment, and 24% said it was fun, entertaining, and had a good atmosphere. A few said they went with a friend (11%), and/or that it was a family friendly event (10%).

Why did you choose to go to the following event(s)? - Zoo Music	Number of responses n=908	% of responses
Wanted to see the band	422	46%
Great location/ environment	313	34%
Fun/ entertaining/ good atmosphere	224	24%
Went with a friend/ took a friend	103	11%
Family friendly event	94	10%
Something to do/something different to do	47	5%
Named a specific event - Africa Night, Junior Keeper, Eye Spy, etc.	35	4%
Good cause/ support	34	4%
Evening option - animals more active, not as crowded as the daytime	24	3%
Affordable	18	2%
Was a gift/free tickets	18	2%
Educational/ interesting	15	2%
Children/ grandchildren wanted to go	14	2%
Invited to function - birthday, wedding, Christmas party, corporate	13	1%
Timing/ coincidental	5	1%
Other	36	4%

### Q6D. Why did you choose to go to the following event(s)? - Fundraising Events

Among those who attended Fundraising Events, 50% said they chose to go so they could support a good cause, 23% said it was fun, entertaining, and had a good atmosphere, and 17% named a specific event, such as Africa Night.

Why did you choose to go to the following event(s)? - Fundraising Events	Number of responses n=100	% of responses
Good cause/ support	50	50%
Fun/ entertaining/ good atmosphere	23	23%
Named a specific event - Africa Night, Junior Keeper, Eye Spy, etc.	17	17%
Went with a friend/ took a friend	8	8%
Great location/ environment	8	8%
Educational/ interesting	6	6%
Specific animal interest	6	6%
Invited to function - birthday, wedding, Christmas party, corporate	6	6%
Timing/ coincidental	3	3%
Something to do/something different to do	3	3%
Evening option - animals more active, not as crowded as the daytime	2	2%
I am a zoo volunteer	2	2%
Was a gift/free tickets	2	2%
Children/ grandchildren wanted to go	1	1%
Affordable	1	1%
Other	3	3%

### Q6E. Why did you choose to go to the following event(s)? - Safari Nights

Among those who attended Safari Nights, 23% said they chose to go as it was with an organised group, such as a school, guides, or scouts, 20% mentioned the evening option, with more active animals and less crowds, and 19% said it was fun, entertaining, and had a good atmosphere. Some said it was educational and interesting (17%), and/or that they were invited to the function e.g. as part of a birthday celebration (15%).

Why did you choose to go to the following event(s)? - Safari Nights	Number of responses n=138	% of responses
Organised group - school, guides, scouts	32	23%
Evening option - animals more active, not as crowded as the daytime	28	20%
Fun/ entertaining/ good atmosphere	26	19%
Educational/ interesting	23	17%
Invited to function - birthday, wedding, Christmas party, corporate	21	15%
Children/ grandchildren wanted to go	11	8%
Was a gift/free tickets	10	7%
Went with a friend/ took a friend	7	5%
Something to do/something different to do	6	4%
Specific animal interest	5	4%
I am a zoo volunteer	4	3%
Timing/ coincidental	3	2%
Family friendly event	3	2%
Affordable	3	2%
Named a specific event - Africa Night, Junior Keeper, Eye Spy, etc.	3	2%

A treat	1	1%
Great location/ environment	1	1%
Good cause/ support	1	1%
Other	3	2%

#### Q6F. Why did you choose to go to the following event(s)? - Private Functions

Among those who attended Private Functions, 86% said they were invited to a function, such as a birthday, wedding, corporate, or Christmas party, and 10% said it was fun, entertaining, and had a good atmosphere.

Why did you choose to go to the following event(s)? - Private Functions	Number of responses n=712	% of responses
Invited to function - birthday, wedding, Christmas party, corporate	612	86%
Fun/ entertaining/ good atmosphere	68	10%
Great location/ environment	45	6%
Family friendly event	26	4%
Was a gift/free tickets	15	2%
Something to do/something different to do	14	2%
Educational/ interesting	12	2%
Evening option - animals more active, not as crowded as the daytime	11	2%
Organised group - school, guides, scouts	9	1%
Other	21	3%

#### Q6G. Why did you choose to go to the following event(s)? - Kids' Birthday Parties

Among those who attended Kids' Birthday Parties, 78% said they were invited to the function, and 18% said it was fun, entertaining, and had a good atmosphere.

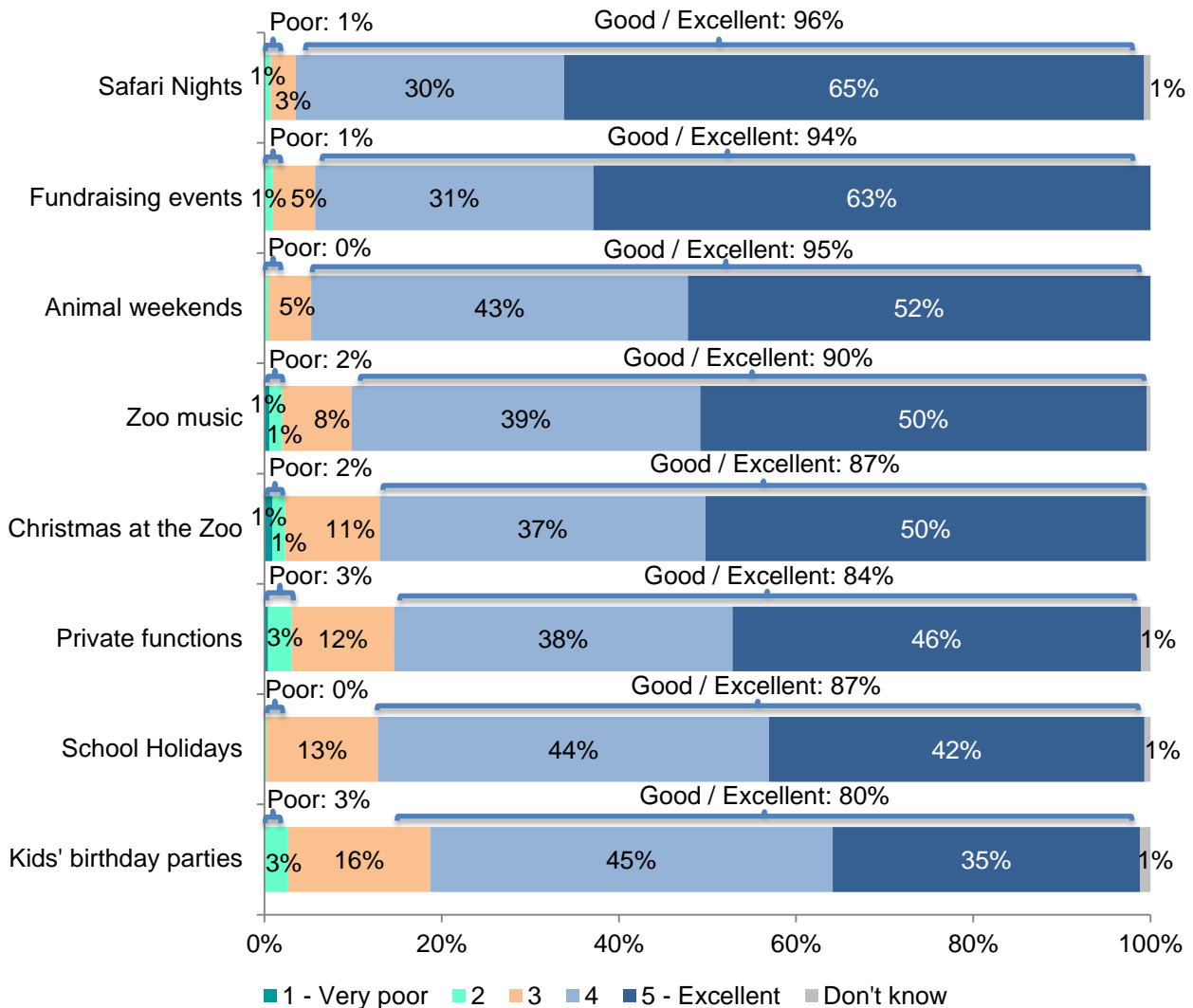
Why did you choose to go to the following event(s)? -Kids' Birthday Parties	Number of responses n=252	% of responses
Invited to the function	196	78%
Fun/ entertaining/ good atmosphere	45	18%
Great location/ environment	15	6%
Children/ grandchildren wanted to go	8	3%
Educational/ interesting	5	2%
Specific animal interest	4	2%
Family friendly event	4	2%
Affordable	2	1%
Other	4	2%

### Q6H. Why did you choose to go to the following event(s)? - Christmas at the Zoo

Among those who attended Christmas at the Zoo, 51% said they chose to go as it was fun, entertaining, and had a good atmosphere, 24% said it was a family friendly event, and 13% said their children or grandchildren wanted to go.

Why did you choose to go to the following event(s)? - Christmas at the Zoo	Number of responses n=199	% of responses
Fun/ entertaining/ good atmosphere	102	51%
Family friendly event	47	24%
Children/ grandchildren wanted to go	25	13%
Went with a friend/ took a friend	17	9%
Great location/ environment	16	8%
Invited to function - birthday, wedding, Christmas party, corporate	12	6%
Something to do/something different to do	7	4%
Affordable	7	4%
Was a gift/free tickets	4	2%
Educational/ interesting	3	2%
Specific animal interest	3	2%
I am a zoo volunteer	3	2%
A treat	2	1%
Timing/ coincidental	2	1%
Organised group - school, guides, scouts	2	1%
Other	5	3%

**Q7A. How would you rate your overall experience at the Auckland Zoo event(s) you attended?**



Base: Panellists participating in survey n=105-945.

Overall, event attendees gave all Auckland Zoo events very positive feedback, with at least 80% rating their experience as good or excellent. Safari Nights were rated as good or excellent by 96%, Animal Weekends by 95%, Fundraising Events by 94%, Zoo Music by 90%, Christmas at the Zoo by 87%, School Holidays by 87%, Private Functions by 84%, and Kids Birthday Parties by 80%.

## Q8A. What could we do to improve your experience at these zoo event(s)? - Animal Weekends

Among those who attended Animal Weekends, 39% said the experience was already positive and didn't need improving, but 16% said there could have been more advertising or information.

What could we do to improve your experience at these zoo event(s)? - Animal Weekends	Number of responses n=119	% of responses
General positive/ good as is/ no improvement	47	39%
More advertising/ information	19	16%
More activities	8	7%
More guided info, staff involvement, keeper talks	8	7%
Encourage more involvement/ interaction	7	6%
More broad age appeal/ more for children of different ages/needs	6	5%
Crowding - expand, have more areas/animals on display	6	5%
More parking/ public transport	4	3%
Increase frequency	4	3%
More affordable	3	3%
More close encounters	3	3%
More time	2	2%
Better catering/ BYO options	2	2%
Other	1	1%
Don't know/ can't think of anything	13	11%

## Q8B. What could we do to improve your experience at these zoo event(s)? - School Holidays

Among those who attended School Holidays, 33% said the experience was already positive and didn't need improving, but 12% suggested they could appeal to a broader age range, with more for children of different ages or different needs.

What could we do to improve your experience at these zoo event(s)? - School Holidays	Number of responses n=248	% of responses
General positive/ good as is/ no improvement	81	33%
More broad age appeal/ more for children of different ages/needs	30	12%
More advertising/ information	18	7%
Encourage more involvement/ interaction	18	7%
More activities	18	7%
More affordable	13	5%
More guided info, staff involvement, keeper talks	10	4%
Increase frequency	5	2%
Crowding - expand, have more areas/animals on display	5	2%
More parking/ public transport	4	2%
Organise them better	4	2%
More close encounters	3	1%
Better/ more seating/ access/ shade	2	1%
Better catering/ BYO options	2	1%
Other	9	4%
Don't know/ can't think of anything	43	17%

**Q8C. What could we do to improve your experience at these zoo event(s)? - Zoo Music**

Among those who attended Zoo Music, 28% said the experience was already positive and didn't need improving, 14% said they should increase the frequency of the event, and 10% mentioned entertainment with more variety, quality, and appeal.

What could we do to improve your experience at these zoo event(s)? - Zoo Music	Number of responses n=546	% of responses
General positive/ good as is/ no improvement	154	28%
Increase frequency	75	14%
Entertainment - more appealing, more variety, quality	53	10%
Better/ more seating/ access/ shade	44	8%
Crowding - expand, have more areas/animals on display	34	6%
More affordable	33	6%
Better catering/ BYO options	33	6%
More advertising/ information	25	5%
Comments re animal welfare, noise	24	4%
Weather comments	21	4%
More parking/ public transport	15	3%
More time	5	1%
Organise them better	4	1%
Improve amenities - more toilets, revamped venues, better lighting	4	1%
Other	20	4%
Don't know/ can't think of anything	60	11%

**Q8D. What could we do to improve your experience at these zoo event(s)? - Fundraising Events**

Among those who attended Fundraising Events, 45% said the experience was already positive and didn't need improving, 16% said there could have been more advertising or information, and 14% said they should increase the frequency of the events.

What could we do to improve your experience at these zoo event(s)? - Fundraising Events	Number of responses n=51	% of responses
General positive/ good as is/ no improvement	23	45%
More advertising/ information	8	16%
Increase frequency	7	14%
More affordable	4	8%
Better catering/ BYO options	2	4%
Other	1	2%
Don't know/ can't think of anything	5	10%

### Q8E. What could we do to improve your experience at these zoo event(s)? - Safari Nights

Among those who attended Safari Nights, almost half (49%) said the experience was already positive and didn't need improving.

What could we do to improve your experience at these zoo event(s)? - Safari Nights	Number of responses n=73	% of responses
General positive/ good as is/ no improvement	36	49%
More advertising/ information	6	8%
Better catering/ BYO options	5	7%
Encourage more involvement/ interaction	4	5%
Increase frequency	4	5%
More guided info, staff involvement, keeper talks	4	5%
More time	3	4%
More affordable	2	3%
More activities	2	3%
Crowding - expand, have more areas/animals on display	2	3%
Other	6	8%
Don't know/ can't think of anything	4	5%

### Q8F. What could we do to improve your experience at these zoo event(s)? - Private Functions

Among those who attended Private Functions, 39% said the experience was already positive and didn't need improving, but 10% suggested better catering options, or BYO options.

What could we do to improve your experience at these zoo event(s)? - Private Functions	Number of responses n=368	% of responses
General positive/ good as is/ no improvement	145	39%
Better catering/ BYO options	36	10%
Crowding - expand, have more areas/animals on display	29	8%
Improve amenities - more toilets, revamped venues, better lighting	23	6%
More guided info, staff involvement, keeper talks	18	5%
Better/ more seating/ access/ shade	17	5%
More advertising/ information	16	4%
Weather comments	12	3%
More affordable	8	2%
Comments re animal welfare, noise	8	2%
More time	7	2%
Encourage more involvement/ interaction	5	1%
More parking/ public transport	4	1%
More close encounters	3	1%
Entertainment - more appealing, more variety, quality	2	1%
Other	17	5%
Don't know/ can't think of anything	45	12%



### Q8G. What could we do to improve your experience at these zoo event(s)? - Kids' Birthday Parties

Among those who attended Kids' Birthday Parties, 33% said the experience was already positive and didn't need improving, and 10% suggested better catering options, or BYO options.

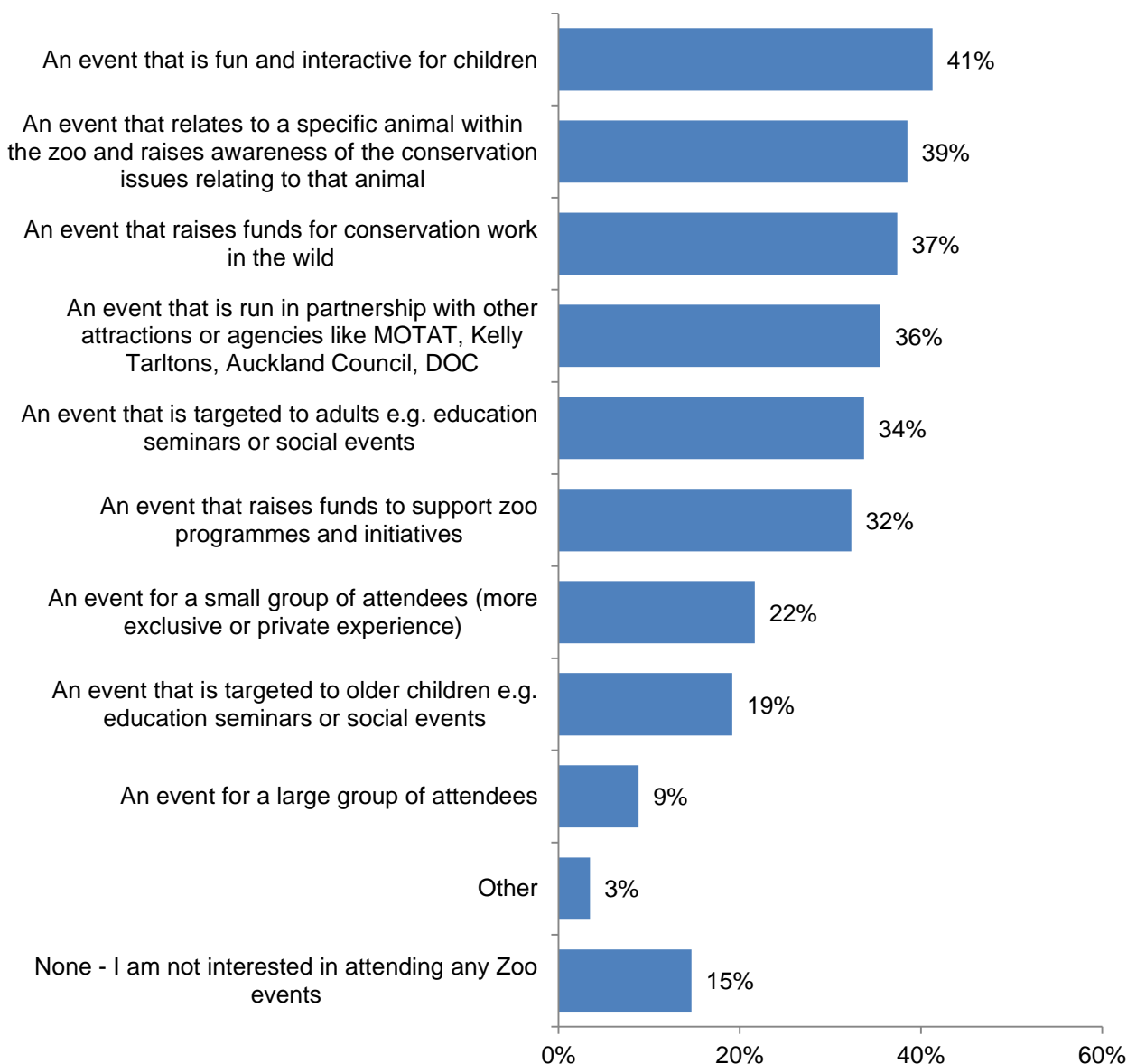
What could we do to improve your experience at these zoo event(s)? - Kids' Birthday Parties	Number of responses n=143	% of responses
General positive/ good as is/ no improvement	47	33%
Better catering/ BYO options	14	10%
More affordable	10	7%
Encourage more involvement/ interaction	6	4%
More activities	6	4%
More advertising/ information	5	3%
More guided info, staff involvement, keeper talks	4	3%
Improve amenities - more toilets, revamped venues, better lighting	3	2%
Crowding - expand, have more areas/animals on display	3	2%
More time	2	1%
More broad age appeal/ more for children of different ages/needs	2	1%
More parking/ public transport	2	1%
Other	9	6%
Don't know/ can't think of anything	26	18%

### Q8H. What could we do to improve your experience at these zoo event(s)? - Christmas at the Zoo

Among those who attended Christmas at the Zoo, 34% said the experience was already positive and didn't need improving, but 12% mentioned crowding, with the need to expand, and have more areas and/or animals on display.

What could we do to improve your experience at these zoo event(s)? - Christmas at the Zoo	Number of responses n=118	% of responses
General positive/ good as is/ no improvement	40	34%
Crowding - expand, have more areas/animals on display	14	12%
More affordable	7	6%
Encourage more involvement/ interaction	5	4%
More advertising/ information	4	3%
More parking/ public transport	4	3%
Entertainment - more appealing, more variety, quality	4	3%
More time	3	3%
More broad age appeal/ more for children of different ages/needs	3	3%
Better/ more seating/ access/ shade	3	3%
Organise them better	3	3%
More activities	2	2%
Weather comments	2	2%
Improve amenities - more toilets, revamped venues, better lighting	2	2%
Other	6	5%
Don't know/ can't think of anything	14	12%

## Q9A. What type of zoo events would you like to attend in the future?



Base: Panellists participating in survey n=3719. Multiple responses were allowed, responses add to over 100%.

The most popular event idea was one that was fun and interactive for children (41%), followed by one that related to a specific animal within the zoo and raises awareness of the conservation issues relating to that animal (39%). An event that raises funds for conservation work in the wild was also quite popular (37%), as was an event that ran in partnership with other attractions or agencies (36%), that was targeted to adults (34%), and that raised funds to support zoo programmes and initiatives (32%).

Panellists in a household with children were more likely to want to attend an event that was fun and interactive for children (57%), that was targeted to older children (27%), and that was run in partnership with other attractions or agencies (39%), and less likely to attend one targeted to adults (27%). Those who had visited the zoo in the last year were more likely to attend all proposed events, apart from an event targeted to adults.

Women were more likely than men to attend all proposed events, apart from those that were targeted to adults, that were run in partnership with other attractions or agencies, or that were for a small group of attendees.

Those aged between 25 and 34 were more likely to attend a proposed zoo event, while those aged between 55 and over were less likely.

Maori, Pacific, and Asian panellists were more likely to attend an event that was fun and interactive for children (58%, 59%, and 55%), that was for a large group of attendees (15% 23%, and 17%), and/or that run in partnership with other attractions or agencies (50%, 54%, and 44%), while European panellists were less likely (39%, 8%, and 34%). Maori panellists were also more likely to attend an event that raises funds to support zoo programmes and initiatives (41%). Pacific panellists were also more likely to attend an event targeted to older children (28%), while European panellists were less likely (19%).

Those in Waiheke were more likely than those in other areas to say they were not interested in attending any zoo events (40%).

#### **Q9B. Do you have any suggestions for other events that Auckland Zoo could hold?**

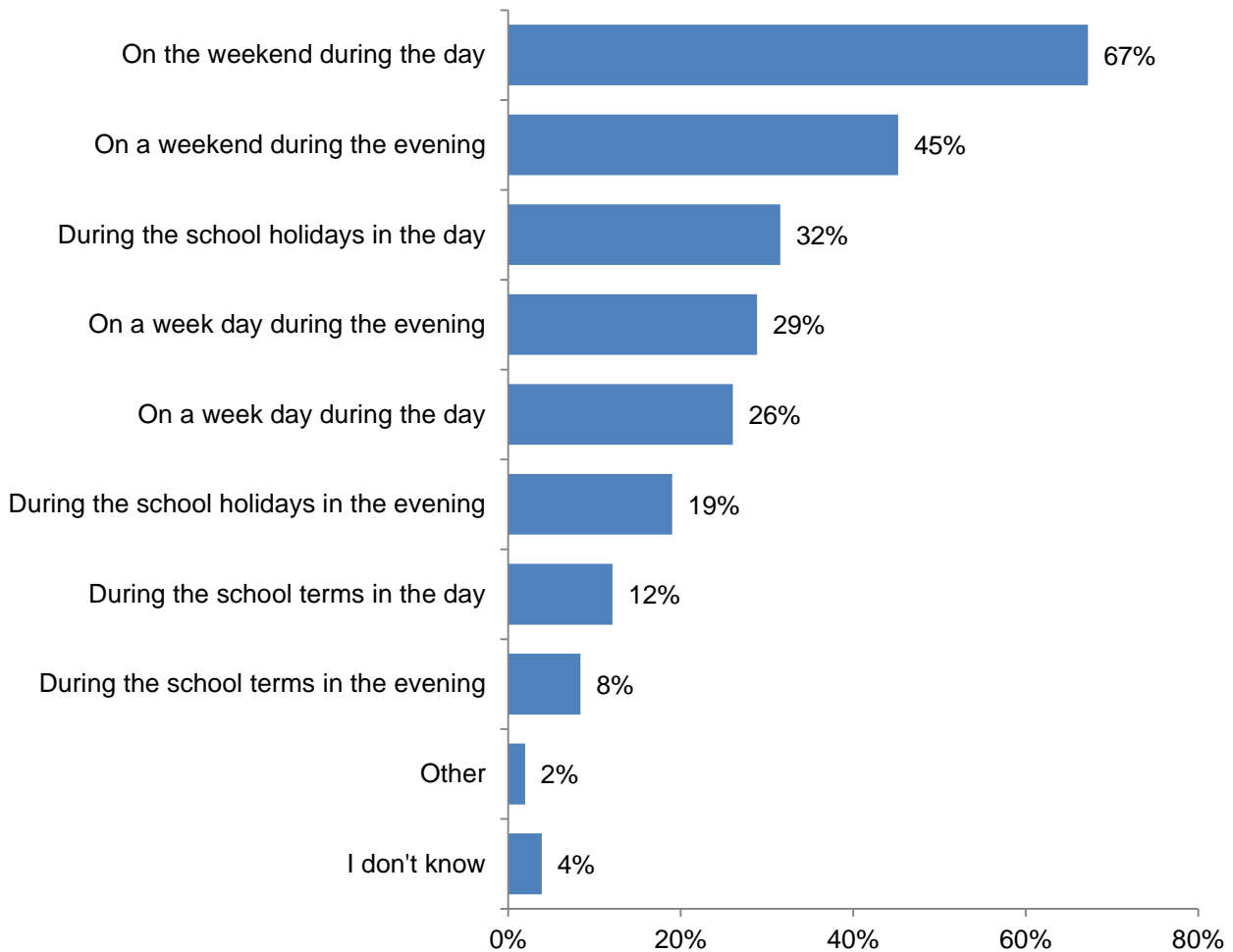
A few people suggested open day events or functions, such as concerts and Boo at the Zoo (16%), and others suggested education, such as seminars (12%).

<b>Do you have any suggestions for other events that Auckland Zoo could hold?</b>	<b>Number of responses n=500</b>	<b>% of responses</b>
Open day events/functions - concerts, Boo at Zoo	78	16%
Education/ seminars	62	12%
Animal interactions/ spotlight on	40	8%
Competitions/ games/ activities	39	8%
Discounts - ratepayers, pensioners, keep affordable	34	7%
Focus on non-families - adults, disabled	31	6%
Free passes/ free days/free days for low decile schools and low income families	25	5%
Focus on animals/ conservation / less events	22	4%
Guided tours - zoo, behind scenes	21	4%
Keeper for a day/ apprenticeship	21	4%
General positive/ do well already	19	4%
Fundraising/volunteer projects/Working bees	16	3%
Zoo should be closed/ don't like seeing caged animals	16	3%
Night events/ safaris	15	3%
Art collaboration	11	2%
Concerned about the noise/effect the events have on the animals	8	2%
Advertise more	6	1%
Adopt/sponsor an animal	5	1%
Bigger space/ venue/limit numbers	4	1%
No/ NA	116	23%
Other	28	6%

## Selection of comments

- *“A specifically targeted event - not necessarily within the zoo to create a new environment for a currently unprotected species.”*
- *“Cultural events that align with animals - e.g. African day with music, food and entertainment from African countries highlighting the African animals at the zoo.”*
- *“Children's movies during holidays like "Madagascar" etc.”*
- *“Food tasting event from some of the different countries that the animals come from.”*
- *“More Sunday concerts similar to the music in parks events. Have not been to one at the zoo yet. The band rotunda area looks like such a good spot.”*
- *“Events aimed at pre-schoolers would be great. Making conservation simple for them to understand.”*
- *“Behind the sciences tour in conjunction with educational organization to teach adults about animal care science.”*
- *“Hold seminars about visiting conservation parks all over the world and work hand in hand with a travel agency that would then provide the group travel arrangements.”*
- *“Information events on local and international conservation topics that also engender comment and action from participants.”*

## Q10A. When would you like to attend zoo events?



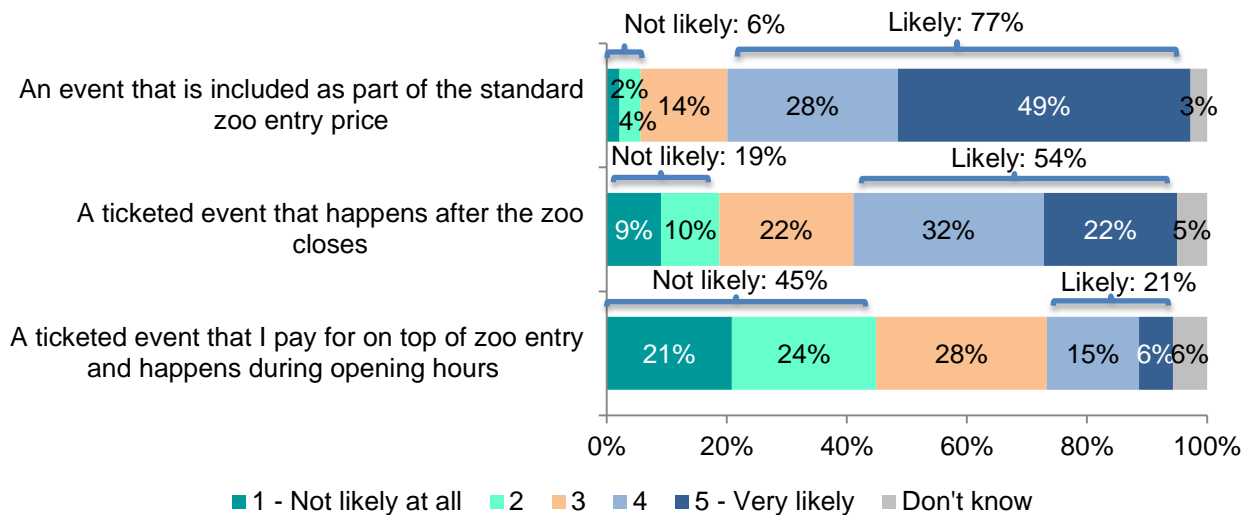
Base: Panellists participating in survey n=3173. Multiple responses were allowed, responses add to over 100%.

Many panellists said they would like to attend zoo events on a weekend during the day (67%), while 45% said they would like to attend on a weekend during the evening. Around a third would like to attend zoo events during the school holidays (32%), while less than a third would like to attend on a weekday, be it during the evening (29%) or during the day (26%).

Those aged between 15 and 54 were more likely to attend on a weekend, either during the day (76%), or during the evening (53%), while those aged 65 and over were more likely to attend on a weekday during the day (54%), and were less likely to attend during the evenings.

European panellists were more likely to attend on a weekday during the week (28%), while Pacific and Asian panellists were less likely (15% and 12%). Maori panellists were more likely to attend on a weekend during the evening (54%), while Asian panellists were less likely (34%).

## Q10B. How likely would you be to attend the following kinds of events...



Base: Panellists participating in survey n=3173.

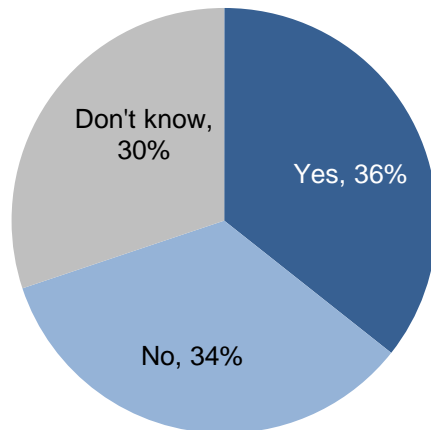
Many panellists would be likely to attend an event that was included as part of the standard zoo entry price (77%), while around half would be likely to attend a ticketed event that happens after the zoo closes (54%). Only 20% said they would be likely to attend a ticketed event that they pay for on top of zoo entry and happens during opening hours.

Panellists in a household with children were more likely to attend an event that was included as part of the standard zoo entry price (82%), and less likely to attend a ticketed event that they pay for on top of zoo entry and happens during opening hours (19%). Pacific panellists were less likely than those of other ethnicities to attend an event that was included as part of the standard zoo entry price (65% likely).

Those aged between 25 and 44 were more likely to attend an event that was included as part of the standard zoo entry (83%), and those aged between 45 and 64 were more likely to attend a ticketed event that happened after the zoo closed (60%), while those 65 and over were less likely to attend both these events (70% and 40%).

## 4.6 Other events

**Q11A. Would you like to Auckland Zoo to have a presence at events outside of the zoo e.g. having face painters or educators at the Santa Parade or Easter Show?**  
***Please note, we can't take animals out of the zoo to attend events.***



*Base: Panellists participating in survey n=3719.*

Panellist views were very mixed on this topic, with around a third saying they would like Auckland Zoo to have a presence at events outside the zoo (36%), and around a third saying they wouldn't like it (34%).

Panellists in a household with children were more likely to say they would like Auckland Zoo to have a presence at events outside of the zoo (47%), as were those who had visited the zoo in the last year (38%), and women (37% vs. 33% of men).

Those aged between 15 and 34 were more likely to say they would like them to have a presence at events outside the zoo (47%), while those aged 75 and over were less likely (23%). Maori, Pacific, and Asian panellists were more likely to say they would like Auckland Zoo to have a presence at events outside of the zoo (49%, 55%, and 49%), while European panellists were less likely (34%).

**Q11B. What kind of events would you like Auckland Zoo to participate in or support outside of the zoo? For example, the Santa Parade, Easter Show, Pasifika, community events.**

Among those who would like Auckland Zoo to have a presence at events outside the zoo, 33% would like them to participate in community events, such as festivals, and local and ethnic markets. They would also like them to participate in the Santa Parade (26%), Easter Show (20%), Pasifika (13%), and school events, (13%). Many (26%) also stated they would like them to participate in all of the suggestions given in the survey- which included the Santa Parade, Easter Show, Pasifika, and community events.

What kind of events would you like Auckland Zoo to participate in or support outside of the zoo?	Number of responses n=500	% of responses
Community events (local and ethnic festivals, markets)	166	33%
All of the above/ any of the above	136	27%
Santa Parade	131	26%
Easter show	101	20%
Pasifika	66	13%
School/ children focus (face painting, etc)	65	13%
Environmental causes/education - animal welfare awareness, collaborate with SPCA, beach clean	41	8%
Parades, galas and fairs in general	27	5%
Family friendly events/ council events (music, movies in parks)	22	4%
Christmas in the park	16	3%
Field days/ A&P shows/ Kumeu show/ Ambury farm	14	3%
Stall in popular public spaces- Wynyard quarter, Britomart, Aotea Square	13	3%
Pet events/ expos	9	2%
Exhibits at the museum, Motat	7	1%
Sporting events	6	1%
Libraries	3	1%
Not sure	3	1%
Other	26	5%

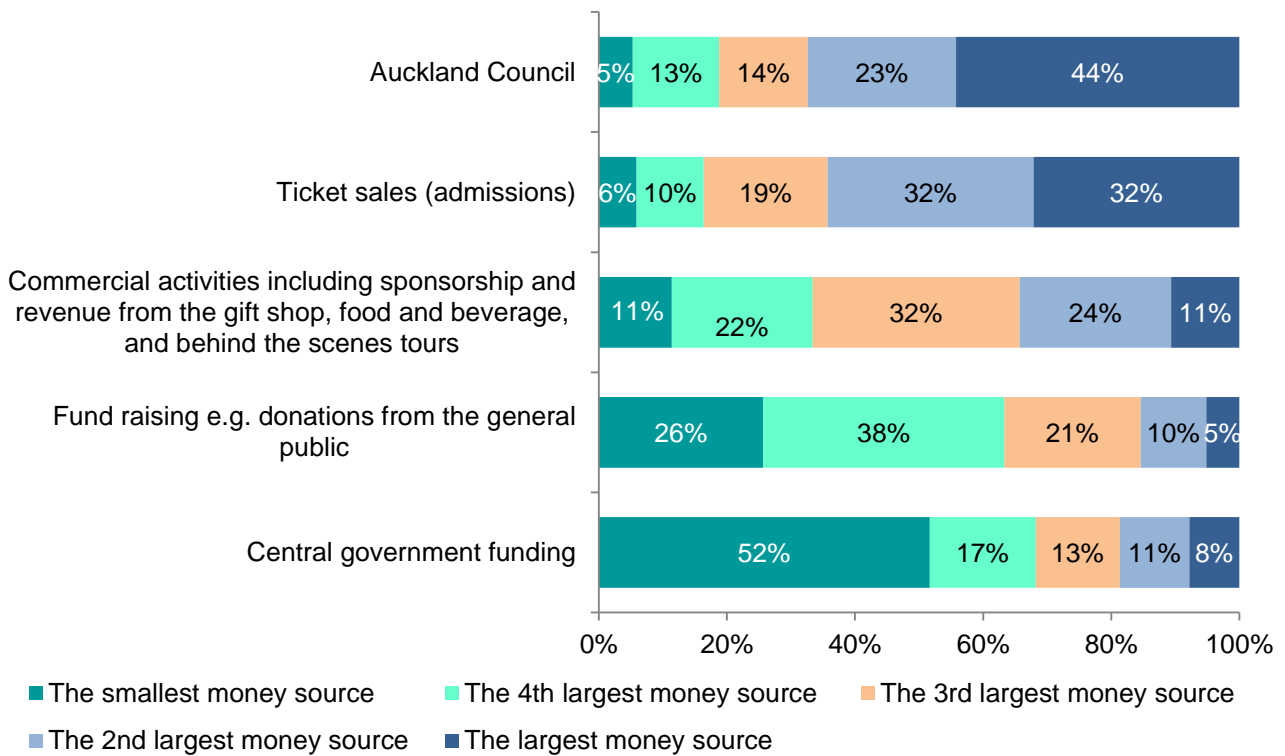


## Selection of comments

- *“Any large community event to raise awareness about animal welfare.”*
- *“Community events - Events where information can be shared with people that either can't afford to attend the zoo or are unaware of the good that the zoo does for animals.”*
- *“Community events, such as town festivals e.g. Warkworth Kowhai Festival. These smaller towns are now part of Auckland Council and contribute through rates to the funding of the zoo so it would be nice to have their presence felt.”*
- *“Santa parade as it would bring the zoo to a larger audience who may not be aware of it.”*
- *“Santa Parade, Easter Show, farmers markets.”*
- *“Santa Parade, Pasifika Community Event and an Indian Event like Diwali.”*
- *“Christmas in the Park, Santa Parades, School Fairs, Pasifika festival, Easter Show, Zirca Circus.”*
- *“All of the above examples, perhaps look at school fairs for face painting.”*
- *“Community events, school / day-care events.”*
- *“Educating children - a mobile education unit that could visit schools to teach them about the planet's dwindling resources, the increasing amount of creatures on the endangered list and what they can do about it. Going along to parades and shows is not going to get any helpful information across to the public.”*

## 4.7 Zoo funding

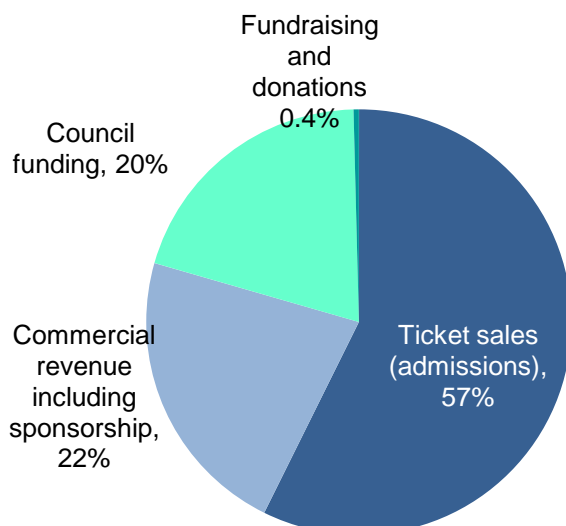
### Q12A. Where do you think the zoo gets its money from?



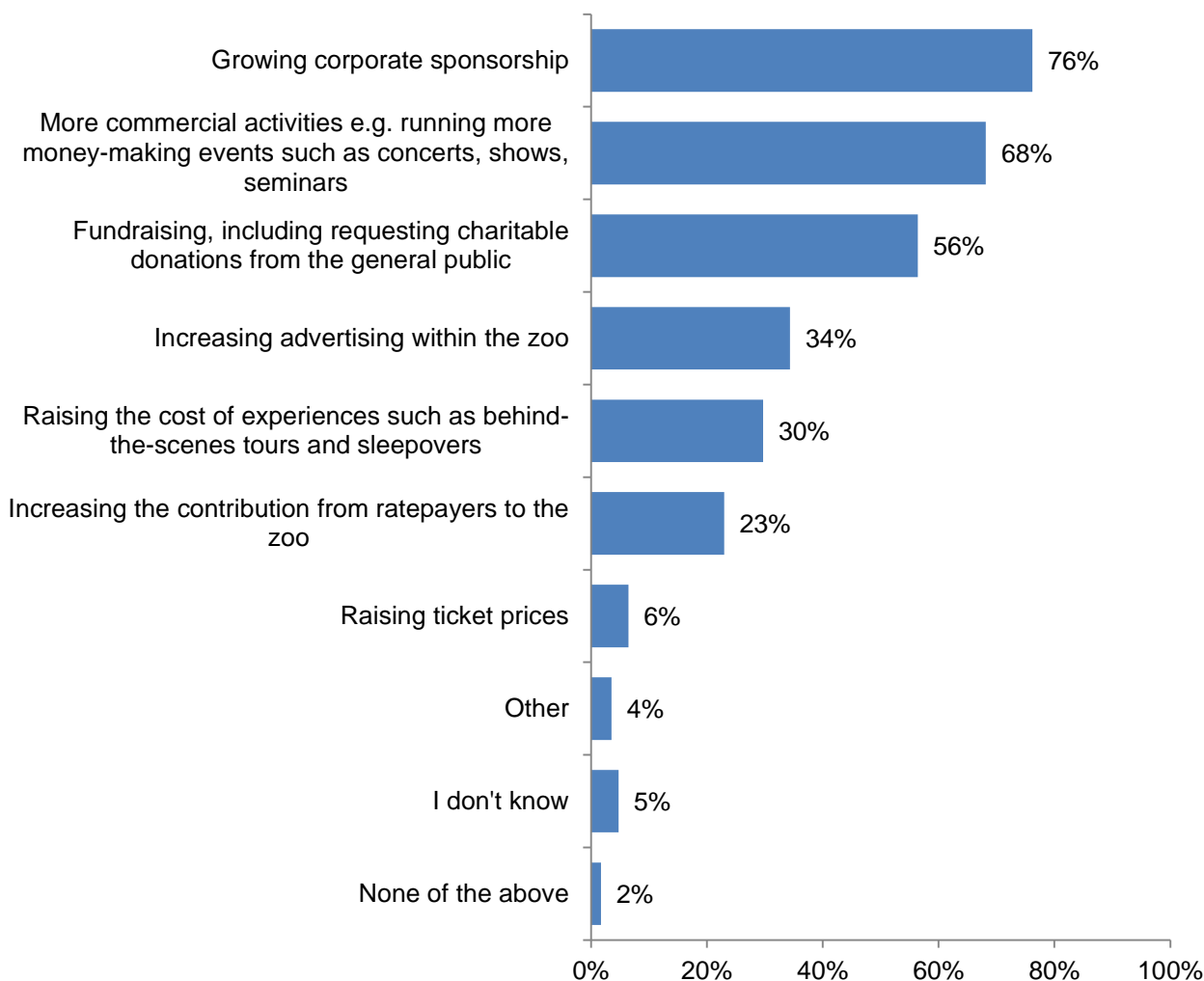
Base: Panellists participating in survey n=3719.

Most panellists believed the zoo's main source of funding was Auckland Council (67% thought it was the largest or second largest source) and/or ticket sales (64% thought it was the largest or second largest source). The zoo's fundraising and central government funding were seen as playing a smaller role.

The zoo's actual funding sources are shown below (for the financial year 2013-2014). Ticket sales made up the largest source of the zoo's revenue (at 57%), commercial revenue including sponsorship contributed to 22% of funding, and council provided 20% of the zoos revenue.



**Q13A. The zoo has focused on reducing operational costs over recent years but growing our revenue is still essential for the zoo to maintain current services. Which of the following revenue sources would you support the zoo exploring?**



*Base: Panellists participating in survey n=3718. Multiple responses were allowed, responses add to over 100%.*

Many panellists would support the zoo exploring growing corporate sponsorship (76%), having more commercial activities (68%), and/or fundraising (56%) to grow its revenue. Around a third or less would support the zoo looking into increasing advertising (34%) and/or raising the cost of experiences (30%), and less than a quarter would support the organisation looking into increasing the contribution from ratepayers to the zoo (23%). A low 6% would support a rise in ticket prices.

Panellists in a household with children were more likely to support more commercial activities (72%), while those without children were more likely to support growing corporate sponsorship (77%).

Those who had visited the zoo in the last year were more likely to support more commercial activities (71%), fundraising (60%), increasing the contribution from ratepayers

(27%), and growing corporate sponsorship (79%). There were no significant differences when it came to ticket prices.

European panellists were more likely to support increasing the contribution from ratepayers to the zoo (24%) and growing corporate sponsorship (77%), and less likely to support advertising within the zoo (33%). Asian panellists were more likely to support advertising within the zoo (45%), and Pacific panellists were less likely to support growing corporate sponsorship (61%).

### Q13B. Do you have any comments about zoo funding options?

When asked about zoo funding, 32% said not to raise ticket prices as it is already expensive, and 10% did not support increasing the contribution from ratepayers.

Do you have any comments about Zoo funding options?	Number of responses n=500	% of responses
Don't raise ticket prices/ already expensive	159	32%
I don't support increasing the contribution from ratepayers	49	10%
Growing corporate sponsorship	45	9%
Fundraising, including requesting charitable donations from the general public/ grants	41	8%
I support a small increase in rates/ zoo should be funded by council	32	6%
Central government funding	32	6%
Suggestions re - fundraising, promotion, lowering the cost	32	6%
More affordable options - FOTZ passes, family passes	29	6%
More commercial activities - concerts, shows, seminars	24	5%
Corporate sponsorship and advertising can be invasive/ prohibitive	19	4%
I don't like zoos/ seeing confined animals	19	4%
Corporate sponsorship and advertising has to be consistent with conservation message	18	4%
Animals welfare is first priority	17	3%
Increase profile - ambassadors in the community, promote, use social media and you tube	14	3%
Increasing advertising within the zoo	13	3%
Zoo experience - more activities for kids, programmes, gift cards, sponsored school visits	13	3%
Adopt/ sponsor an animal scheme	12	2%
Higher prices for out of town visitors	12	2%
Small rise in ticket price would be OK/ user pays	10	2%
Funding a grants for education programmes	8	2%
Improve public transport	4	1%
Other	43	9%
Don't know, can't comment	3	1%

## Selection of comments

- *“Admission price should NOT go up.”*
- *“All organizations are faced with the same dilemma. Ticket prices are already high for families.”*
- *“As a family, we find that going to the zoo is very expensive so if ticket prices were to increase we would be unlikely to visit the zoo.”*
- *“Absolutely should not be covered by an increase in rates. I would boycott the zoo if this happened our rates are already too high and the zoo is a very expensive outing for us. You should charge foreign tourists higher prices than kiwi locals.”*
- *“DO NOT raise the ticket prices as we need the general public to be able to afford the experience.”*
- *“Don't raise costs for the general public/rate payers. They already make a great contribution.”*
- *“I think it would be bad to raise ticket prices or rate contributions because this would disadvantage poorer people.”*

**Q15F. Finally, do you have any comments to make about Auckland Zoo or this survey in general?**

In the final comments about Auckland Zoo or the survey in general, most panellists (53%) gave general positive feedback, with comments such as “great zoo”, and “keep up the good work”. Some panellists said they liked visiting Auckland Zoo and would like to go more often (12%), and a few suggested it be more affordable, and that they should not increase prices (10%).

Finally, do you have any comments to make about Auckland Zoo or this survey in general?	Number of responses n=500	% of responses
General positive - great zoo, keep up good work	265	53%
I like visiting Auckland zoo/ like to go more often	58	12%
More affordable/ price already prohibitive - don't increase it	51	10%
Conservation aspect important - raising awareness, animal welfare	29	6%
Suggestions	27	5%
I don't like zoos/ seeing confined animals	20	4%
Appeal to a broader age range/ raise public profile/ TV programmes are good	18	4%
Good survey - well designed, flows	15	3%
Public consultation a good idea	13	3%
Access for all/ zoo is a public asset and should be funded	9	2%
Detractor comments regarding survey	9	2%
Unable to visit/ don't have time	7	1%
More parking/ mobility parking	6	1%
Focus on NZ natives	5	1%
Improve and reduce cost of catering/ lead by example on packaging etc	5	1%
Interesting to see how the zoo is funded	5	1%
Higher prices for out of town visitors	3	1%
No comment	42	8%
Other	32	6%

## Selection of comments

- *“A treasured part of the city and has been wonderful for my children and grandchildren growing up, in fact has probably saved my sanity on a few occasions...”*
- *“All I know is that it is a wonderful zoo and I would love to visit it one day.”*
- *“Although I have not visited for many years I follow the changes and updates and improvements with interest and think the people responsible do an extremely good job.”*
- *“Always enjoy Auckland Zoo, and appreciate the huge improvements over the years.”*
- *“Auckland Zoo do an excellent job and should be commended for what they achieve.”*
- *“When I visit the Zoo - I love it. Each visit is better than the last re improvements made. I am looking forward to when you have a herd of elephants with plenty of room to roam - means fundraising!”*
- *“I think the zoo is a great place to go. Unfortunately our grandchildren live overseas, otherwise we would have been many times. Now we will make the effort to go without children/grandchildren.”*
- *“We don't go to the zoo often, but when we do, we really enjoy it and think we should go more often!”*
- *“I love the zoo but cannot afford to go. I would utilise it more if entry costs were lower. I understand tickets contribute to the ongoing costs it is a shame it has to be so expense to do so.”*
- *“I always enjoy my visits to the zoo. I hope the ticket price doesn't increase because it is not a cheap visit.”*
- *“I think admission fees should be lowered for schools. The current rates are still prohibitive when transport is included.”*

## Appendix I Respondent profile

	All respondents n=3719	Percentages (%) n=3719	Statistics NZ Percentages (%) 2013 census data
<b>Gender</b>			
Female	2396	64%	51%
Male	1302	35%	49%
Prefer not to say/Unknown	21	1%	
<b>Age</b>			
15-24 years	94	3%	19%
25-34 years	298	8%	18%
35-44 years	772	21%	18%
45-54 years	851	23%	18%
55-64 years	733	20%	13%
65-74 years	714	19%	9%
75+ years	203	5%	6%
Prefer not to say/Unknown	54	1%	
<b>Ethnicity (Multiple response)</b>			
European	3307	89%	56%
Māori	248	7%	10%
Pacific Peoples	116	3%	14%
Asian	227	6%	18%
Middle Eastern, Latin American, African	43	1%	2%
Other	2	0%	1%
Unknown	48	1%	
<b>Local Board</b>			
Albert-Eden	314	8%	7%
Devonport-Takapuna	187	5%	4%
Franklin	156	4%	5%
Great Barrier	5	0%	0.1%
Henderson-Massey	264	7%	8%
Hibiscus and Bays	241	6%	6%
Howick	247	7%	9%
Kaipātiki	265	7%	6%
Mangere-Otahuhu	91	2%	5%
Manurewa	118	3%	6%
Maungakiekie-Tāmaki	167	4%	5%
Orākei	232	6%	6%
Ōtara-Papatoetoe	60	2%	5%
Papakura	66	2%	3%
Puketāpapa	84	2%	4%
Rodney	203	5%	4%
Upper Harbour	110	3%	4%
Waiheke	30	1%	1%
Waitākere Ranges	199	5%	3%
Waitematā	332	9%	6%
Whau	202	5%	5%
Other/Unknown	146	4%	-

*Demographics from People's Panel registration information*