

# Zoo New York at Thompson Park Community Survey

## Cross-Tabulation Results - All Survey Questions



**Dates of Data Collection:** October 24 - November 1, 2023

**Overall Sample Size:** 571 Jefferson County adult residents

**Sampling Modalities:** Live telephone interviews, Email invitations to complete online, Intercept sampling

**Weighting Procedures:** Weighted by gender, age, educational attainment, race/ethnicity, and military affiliation, and household composition

**Calibration:** Data was calibrated for sampling modality

**Design Effect:** Weights were trimmed to a maximum of 5, resulting with a study Design Effect of 1.93

**Margins of Error:** County Wide ME=4.6%; City of Watertown Residents ME=8.9%, Non-City of Watertown Residents ME=5.4%

**Statistical Tests of Significance:** Values in the same row and subtable not sharing the same subscript are significantly different at  $p < .05$  in the two-sided test of equality for column proportions.

Tests assume equal variances. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

### Thompson Park in Watertown - Visitation and Future Improvements

#### Q1: Have you visited Thompson Park in the City of Watertown in the past 12 months?

	City Resident		Gender		Age			Education Level			Household Income			Military in Household		Race		Children under 18 in HH		Longevity		Home Ownership			
	All Residents	Yes	No	Male	Female	18-39	40-59	60+	HSG or less	Some College	4+ Yr Degree	Up to \$50,000	\$50,001 - \$100,000	Over \$100,000	AM in HH	No AM in HH	White	Non-white	Yes	No	3 Yrs or Less	4 Yrs or More	Owner	Non-owner	
Thompson Park visitation in the last 12 months																									
Yes	50%	67% <sub>a</sub>	44% <sub>b</sub>	46% <sub>a</sub>	54% <sub>a</sub>	48% <sub>a,b</sub>	59% <sub>a</sub>	44% <sub>b</sub>	46% <sub>a</sub>	52% <sub>a</sub>	54% <sub>a</sub>	44% <sub>a</sub>	56% <sub>a,b</sub>	60% <sub>b</sub>	39% <sub>a</sub>	53% <sub>b</sub>	52% <sub>a</sub>	40% <sub>b</sub>	51% <sub>a</sub>	50% <sub>a</sub>	37% <sub>a</sub>	53% <sub>b</sub>	55% <sub>a</sub>	37% <sub>b</sub>	
No	50%	33% <sub>a</sub>	56% <sub>b</sub>	54% <sub>a</sub>	46% <sub>a</sub>	52% <sub>a,b</sub>	41% <sub>a</sub>	56% <sub>b</sub>	54% <sub>a</sub>	48% <sub>a</sub>	46% <sub>a</sub>	56% <sub>a</sub>	44% <sub>a,b</sub>	40% <sub>b</sub>	61% <sub>a</sub>	47% <sub>b</sub>	48% <sub>a</sub>	60% <sub>b</sub>	49% <sub>a</sub>	50% <sub>a</sub>	63% <sub>a</sub>	47% <sub>b</sub>	45% <sub>a</sub>	63% <sub>b</sub>	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Unweighted Sample Size	564	152	404	214	318	123	219	209	97	244	206	137	186	145	71	481	464	47	153	374	44	489	435	109	

#### Q2: The Watertown City Council recently adopted the Thompson Park Master Plan. Listed are five possible improvements to the Park that were included in the Master Plan, please indicate which possible improvements you support and which you oppose.

##### Do you support or oppose improving trails and trail signage?

	City Resident		Gender		Age			Education Level			Household Income			Military in Household		Race		Children under 18 in HH		Longevity		Home Ownership			
	All Residents	Yes	No	Male	Female	18-39	40-59	60+	HSG or less	Some College	4+ Yr Degree	Up to \$50,000	\$50,001 - \$100,000	Over \$100,000	AM in HH	No AM in HH	White	Non-white	Yes	No	3 Yrs or Less	4 Yrs or More	Owner	Non-owner	
Improving trails and trail signage																									
Support	84%	87% <sub>a</sub>	83% <sub>a</sub>	82% <sub>a</sub>	87% <sub>a</sub>	85% <sub>a,b</sub>	89% <sub>a</sub>	76% <sub>b</sub>	83% <sub>a</sub>	83% <sub>a</sub>	90% <sub>a</sub>	84% <sub>a</sub>	89% <sub>a</sub>	84% <sub>a</sub>	85% <sub>a</sub>	84% <sub>a</sub>	85% <sub>a</sub>	80% <sub>a</sub>	88% <sub>a</sub>	82% <sub>a</sub>	92% <sub>a</sub>	84% <sub>a</sub>	83% <sub>a</sub>	85% <sub>a</sub>	
Oppose	4%	2% <sub>a</sub>	4% <sub>a</sub>	4% <sub>a</sub>	4% <sub>a</sub>	1% <sub>a</sub>	4% <sub>a,b</sub>	8% <sub>b</sub>	3% <sub>a</sub>	6% <sub>a</sub>	2% <sub>a</sub>	4% <sub>a</sub>	2% <sub>a</sub>	4% <sub>a</sub>	0% <sup>2</sup>	5% <sub>a</sub>	5% <sub>a</sub>	0% <sup>2</sup>	2% <sub>a</sub>	5% <sub>a</sub>	0% <sup>2</sup>	5% <sub>a</sub>	5% <sub>a</sub>	1% <sub>b</sub>	
Not sure/lt depends	12%	11% <sub>a</sub>	12% <sub>a</sub>	14% <sub>a</sub>	9% <sub>a</sub>	13% <sub>a</sub>	7% <sub>a</sub>	16% <sub>a</sub>	14% <sub>a</sub>	12% <sub>a</sub>	8% <sub>a</sub>	12% <sub>a</sub>	9% <sub>a</sub>	12% <sub>a</sub>	15% <sub>a</sub>	11% <sub>a</sub>	10% <sub>a</sub>	20% <sub>b</sub>	10% <sub>a</sub>	13% <sub>a</sub>	8% <sub>a</sub>	11% <sub>a</sub>	12% <sub>a</sub>	14% <sub>a</sub>	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Unweighted Sample Size	566	154	402	218	317	122	222	209	97	245	207	139	187	146	72	482	466	46	155	372	43	490	436	109	

##### Do you support or oppose improving trails and trail signage?

	City Resident		Gender		Age			Education Level			Household Income			Military in Household		Race		Children under 18 in HH		Longevity		Home Ownership			
	All Residents	Yes	No	Male	Female	18-39	40-59	60+	HSG or less	Some College	4+ Yr Degree	Up to \$50,000	\$50,001 - \$100,000	Over \$100,000	AM in HH	No AM in HH	White	Non-white	Yes	No	3 Yrs or Less	4 Yrs or More	Owner	Non-owner	
Improving parking and lighting																									
Support	77%	75% <sub>a</sub>	77% <sub>a</sub>	78% <sub>a</sub>	75% <sub>a</sub>	85% <sub>a</sub>	71% <sub>b</sub>	68% <sub>b</sub>	81% <sub>a</sub>	72% <sub>a</sub>	74% <sub>a</sub>	79% <sub>a</sub>	76% <sub>a</sub>	75% <sub>a</sub>	89% <sub>a</sub>	73% <sub>b</sub>	75% <sub>a</sub>	87% <sub>b</sub>	79% <sub>a</sub>	75% <sub>a</sub>	91% <sub>a</sub>	74% <sub>b</sub>	71% <sub>a</sub>	88% <sub>b</sub>	
Oppose	8%	7% <sub>a</sub>	8% <sub>a</sub>	7% <sub>a</sub>	8% <sub>a</sub>	4% <sub>a</sub>	9% <sub>a,b</sub>	14% <sub>b</sub>	6% <sub>a</sub>	10% <sub>a</sub>	7% <sub>a</sub>	8% <sub>a</sub>	6% <sub>a</sub>	8% <sub>a</sub>	0% <sub>a</sub>	10% <sub>b</sub>	9% <sub>a</sub>	2% <sub>b</sub>	7% <sub>a</sub>	9% <sub>a</sub>	0% <sup>2</sup>	10% <sub>a</sub>	11% <sub>a</sub>	1% <sub>b</sub>	
Not sure/lt depends	16%	18% <sub>a</sub>	15% <sub>a</sub>	14% <sub>a</sub>	17% <sub>a</sub>	11% <sub>a</sub>	21% <sub>b</sub>	18% <sub>a,b</sub>	12% <sub>a</sub>	18% <sub>a</sub>	19% <sub>a</sub>	13% <sub>a</sub>	19% <sub>a</sub>	17% <sub>a</sub>	11% <sub>a</sub>	17% <sub>a</sub>	16% <sub>a</sub>	12% <sub>a</sub>	14% <sub>a</sub>	16% <sub>a</sub>	9% <sub>a</sub>	17% <sub>a</sub>	18% <sub>a</sub>	11% <sub>b</sub>	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Unweighted Sample Size	561	151	400	217	313	122	220	206	97	243	204	137	187	142	71	479	461	45	155	367	42	486	433	107	

##### Do you support or oppose adding a dog park?

	City Resident		Gender		Age			Education Level			Household Income			Military in Household		Race		Children under 18 in HH		Longevity		Home Ownership			
	All Residents	Yes	No	Male	Female	18-39	40-59	60+	HSG or less	Some College	4+ Yr Degree	Up to \$50,000	\$50,001 - \$100,000	Over \$100,000	AM in HH	No AM in HH	White	Non-white	Yes	No	3 Yrs or Less	4 Yrs or More	Owner	Non-owner	
Adding a dog park																									
Support	64%	55% <sub>a</sub>	67% <sub>b</sub>	61% <sub>a</sub>	66% <sub>a</sub>	78% <sub>a</sub>	58% <sub>b</sub>	45% <sub>b</sub>	66% <sub>a</sub>	62% <sub>a</sub>	62% <sub>a</sub>	68% <sub>a</sub>	63% <sub>a</sub>	60% <sub>a</sub>	84% <sub>a</sub>	58% <sub>b</sub>	60% <sub>a</sub>	77% <sub>b</sub>	71% <sub>a</sub>	59% <sub>b</sub>	84% <sub>a</sub>	59% <sub>b</sub>	57% <sub>a</sub>	76% <sub>b</sub>	
Oppose	21%	28% <sub>a</sub>	19% <sub>b</sub>	23% <sub>a</sub>	18% <sub>a</sub>	10% <sub>a</sub>	25% <sub>b</sub>	36% <sub>b</sub>	21% <sub>a</sub>	20% <sub>a</sub>	23% <sub>a</sub>	16% <sub>a</sub>	18% <sub>a</sub>	28% <sub>a</sub>	4% <sub>a</sub>	25% <sub>b</sub>	24% <sub>a</sub>	5% <sub>b</sub>	16% <sub>a</sub>	25% <sub>b</sub>	5% <sub>a</sub>	25% <sub>b</sub>	28% <sub>a</sub>	7% <sub>b</sub>	
Not sure/lt depends	15%	17% <sub>a</sub>	15% <sub>a</sub>	15% <sub>a</sub>	16% <sub>a</sub>	12% <sub>a</sub>	17% <sub>a</sub>	19% <sub>a</sub>	13% <sub>a</sub>	18% <sub>a</sub>	15% <sub>a</sub>	16% <sub>a</sub>	19% <sub>a</sub>	12% <sub>a</sub>	12% <sub>a</sub>	16% <sub>a</sub>	15% <sub>a</sub>	18% <sub>a</sub>	14% <sub>a</sub>	16% <sub>a</sub>	12% <sub>a</sub>	16% <sub>a</sub>	15% <sub>a</sub>	17% <sub>a</sub>	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Unweighted Sample Size	565	153	402	219	314	122	221	209	97	244	207	139	187	144	71	482	464	46	155	372	42	490	436	108	

# Zoo New York at Thompson Park Community Survey

## Cross-Tabulation Results - All Survey Questions



### Do you support or oppose adding a new ice-skating trail?

		City Resident		Gender		Age			Education Level			Household Income			Military in Household		Race		Children under 18 in HH		Longevity		Home Ownership		
		All Residents	Yes	No	Male	Female	18-39	40-59	60+	HSG or less	Some College	4+ Yr Degree	Up to \$50,000	\$50,001 - \$100,000	Over \$100,000	AM in HH	No AM in HH	White	Non-white	Yes	No	3 Yrs or Less	4 Yrs or More	Owner	Non-owner
Adding a new ice-skating trail	Support	60%	63% <sub>a</sub>	59% <sub>a</sub>	55% <sub>a</sub>	65% <sub>b</sub>	78% <sub>a</sub>	52% <sub>b</sub>	37% <sub>c</sub>	64% <sub>a</sub>	55% <sub>a</sub>	59% <sub>a</sub>	68% <sub>a</sub>	56% <sub>a</sub>	56% <sub>a</sub>	86% <sub>a</sub>	53% <sub>b</sub>	55% <sub>a</sub>	84% <sub>b</sub>	61% <sub>a</sub>	57% <sub>a</sub>	88% <sub>a</sub>	53% <sub>b</sub>	51% <sub>a</sub>	78% <sub>b</sub>
	Oppose	20%	20% <sub>a</sub>	20% <sub>a</sub>	25% <sub>a</sub>	15% <sub>b</sub>	9% <sub>a</sub>	26% <sub>b</sub>	32% <sub>b</sub>	21% <sub>a</sub>	19% <sub>b</sub>	20% <sub>b</sub>	11% <sub>b</sub>	18% <sub>a,b</sub>	29% <sub>b</sub>	3% <sub>a</sub>	24% <sub>b</sub>	24% <sub>a</sub>	3% <sub>b</sub>	24% <sub>a</sub>	19% <sub>a</sub>	3% <sub>a</sub>	24% <sub>b</sub>	27% <sub>a</sub>	6% <sub>b</sub>
	Not sure/It depends	20%	17% <sub>a</sub>	21% <sub>a</sub>	19% <sub>a</sub>	20% <sub>a</sub>	13% <sub>a</sub>	22% <sub>b</sub>	31% <sub>b</sub>	15% <sub>a</sub>	26% <sub>b</sub>	21% <sub>a,b</sub>	21% <sub>a</sub>	26% <sub>a</sub>	15% <sub>a</sub>	11% <sub>a</sub>	23% <sub>b</sub>	21% <sub>a</sub>	14% <sub>a</sub>	15% <sub>a</sub>	23% <sub>b</sub>	9% <sub>a</sub>	22% <sub>b</sub>	22% <sub>a</sub>	15% <sub>a</sub>
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Sample Size		565	154	401	218	315	122	222	208	97	244	207	138	187	145	71	482	465	45	155	371	42	490	436	108

### Do you support or oppose renovating the old bath house to a museum and gallery?

		City Resident		Gender		Age			Education Level			Household Income			Military in Household		Race		Children under 18 in HH		Longevity		Home Ownership		
		All Residents	Yes	No	Male	Female	18-39	40-59	60+	HSG or less	Some College	4+ Yr Degree	Up to \$50,000	\$50,001 - \$100,000	Over \$100,000	AM in HH	No AM in HH	White	Non-white	Yes	No	3 Yrs or Less	4 Yrs or More	Owner	Non-owner
Renovating the old bath house to a museum and gallery	Support	60%	65% <sub>a</sub>	58% <sub>a</sub>	65% <sub>a</sub>	53% <sub>b</sub>	71% <sub>a</sub>	53% <sub>b</sub>	47% <sub>b</sub>	69% <sub>a</sub>	52% <sub>b</sub>	51% <sub>b</sub>	67% <sub>a</sub>	55% <sub>a,b</sub>	51% <sub>b</sub>	85% <sub>a</sub>	52% <sub>b</sub>	56% <sub>a</sub>	73% <sub>b</sub>	52% <sub>a</sub>	61% <sub>a</sub>	86% <sub>a</sub>	53% <sub>b</sub>	53% <sub>a</sub>	72% <sub>b</sub>
	Oppose	17%	15% <sub>a</sub>	17% <sub>a</sub>	16% <sub>a</sub>	17% <sub>a</sub>	9% <sub>a</sub>	24% <sub>b</sub>	22% <sub>b</sub>	11% <sub>a</sub>	21% <sub>b</sub>	20% <sub>b</sub>	11% <sub>a</sub>	14% <sub>a</sub>	27% <sub>b</sub>	2% <sub>a</sub>	21% <sub>b</sub>	19% <sub>a</sub>	4% <sub>b</sub>	22% <sub>a</sub>	15% <sub>a</sub>	1% <sub>a</sub>	20% <sub>b</sub>	22% <sub>a</sub>	5% <sub>b</sub>
	Not sure/It depends	24%	20% <sub>a</sub>	25% <sub>a</sub>	19% <sub>a</sub>	30% <sub>b</sub>	21% <sub>a</sub>	23% <sub>b</sub>	31% <sub>a</sub>	20% <sub>a</sub>	26% <sub>a</sub>	29% <sub>a</sub>	22% <sub>a</sub>	31% <sub>a</sub>	22% <sub>a</sub>	13% <sub>a</sub>	27% <sub>b</sub>	25% <sub>a</sub>	23% <sub>a</sub>	26% <sub>a</sub>	24% <sub>a</sub>	12% <sub>a</sub>	27% <sub>b</sub>	25% <sub>a</sub>	23% <sub>a</sub>
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Sample Size		567	153	404	219	316	123	221	210	97	245	208	139	188	145	72	483	466	46	155	373	43	491	437	109

## Zoo New York at Thompson Park in Watertown - Visitation

### Q3: When was the last time you visited Zoo New York in Thompson Park?

		City Resident		Gender		Age			Education Level			Household Income			Military in Household		Race		Children under 18 in HH		Longevity		Home Ownership		
		All Residents	Yes	No	Male	Female	18-39	40-59	60+	HSG or less	Some College	4+ Yr Degree	Up to \$50,000	\$50,001 - \$100,000	Over \$100,000	AM in HH	No AM in HH	White	Non-white	Yes	No	3 Yrs or Less	4 Yrs or More	Owner	Non-owner
Last Zoo New York visit	Within the past month	6%	9% <sub>a</sub>	5% <sub>a</sub>	4% <sub>a</sub>	8% <sub>a</sub>	4% <sub>a</sub>	6% <sub>a</sub>	7% <sub>a</sub>	4% <sub>a</sub>	6% <sub>a</sub>	9% <sub>a</sub>	7% <sub>a</sub>	4% <sub>a</sub>	7% <sub>a</sub>	1% <sub>a</sub>	7% <sub>b</sub>	6% <sub>a</sub>	7% <sub>a</sub>	8% <sub>a</sub>	5% <sub>a</sub>	2% <sub>a</sub>	7% <sub>a</sub>	6% <sub>a</sub>	5% <sub>a</sub>
	Within the past 1 - 2 months	5%	6% <sub>a</sub>	5% <sub>a</sub>	7% <sub>a</sub>	4% <sub>a</sub>	6% <sub>a</sub>	7% <sub>a</sub>	4% <sub>a</sub>	8% <sub>a</sub>	2% <sub>b</sub>	5% <sub>a,b</sub>	6% <sub>a</sub>	7% <sub>a</sub>	4% <sub>a</sub>	5% <sub>a</sub>	6% <sub>a</sub>	6% <sub>a</sub>	2% <sub>a</sub>	9% <sub>a</sub>	4% <sub>a</sub>	6% <sub>a</sub>	5% <sub>a</sub>	6% <sub>a</sub>	6% <sub>a</sub>
	Within the past 3 - 6 months	15%	21% <sub>a</sub>	13% <sub>b</sub>	16% <sub>a</sub>	15% <sub>a</sub>	17% <sub>a</sub>	16% <sub>a</sub>	10% <sub>a</sub>	16% <sub>a</sub>	15% <sub>a</sub>	13% <sub>a</sub>	17% <sub>a</sub>	12% <sub>a</sub>	23% <sub>a</sub>	14% <sub>a</sub>	15% <sub>a</sub>	16% <sub>a</sub>	7% <sub>b</sub>	16% <sub>a</sub>	14% <sub>a</sub>	15% <sub>a</sub>	16% <sub>a</sub>	17% <sub>a</sub>	12% <sub>a</sub>
	Within the past 6 - 12 months	8%	9% <sub>a</sub>	8% <sub>a</sub>	7% <sub>a</sub>	9% <sub>a</sub>	6% <sub>a</sub>	13% <sub>b</sub>	7% <sub>a,b</sub>	3% <sub>a</sub>	14% <sub>b</sub>	9% <sub>a,b</sub>	5% <sub>a</sub>	11% <sub>a</sub>	10% <sub>a</sub>	7% <sub>a</sub>	9% <sub>a</sub>	8% <sub>a</sub>	7% <sub>a</sub>	12% <sub>a</sub>	7% <sub>a</sub>	7% <sub>a</sub>	9% <sub>a</sub>	10% <sub>a</sub>	6% <sub>a</sub>
	Within the past 1 - 3 years	24%	29% <sub>a</sub>	23% <sub>a</sub>	15% <sub>a</sub>	33% <sub>b</sub>	25% <sub>a</sub>	25% <sub>a</sub>	22% <sub>a</sub>	18% <sub>a</sub>	30% <sub>b</sub>	29% <sub>b</sub>	19% <sub>a</sub>	32% <sub>b</sub>	26% <sub>a,b</sub>	10% <sub>a</sub>	29% <sub>b</sub>	26% <sub>a</sub>	18% <sub>a</sub>	30% <sub>a</sub>	23% <sub>a</sub>	6% <sub>a</sub>	28% <sub>b</sub>	28% <sub>a</sub>	15% <sub>b</sub>
	More than 3 years ago	23%	20% <sub>a</sub>	24% <sub>a</sub>	25% <sub>a</sub>	21% <sub>a</sub>	10% <sub>a</sub>	29% <sub>b</sub>	40% <sub>b</sub>	22% <sub>a</sub>	23% <sub>a</sub>	25% <sub>a</sub>	20% <sub>a</sub>	24% <sub>a</sub>	22% <sub>a</sub>	3% <sub>a</sub>	29% <sub>b</sub>	27% <sub>a</sub>	8% <sub>b</sub>	12% <sub>a</sub>	29% <sub>b</sub>	1% <sub>a</sub>	28% <sub>b</sub>	28% <sub>a</sub>	13% <sub>b</sub>
	Never visited.	19%	5% <sub>a</sub>	22% <sub>b</sub>	26% <sub>a</sub>	10% <sub>b</sub>	31% <sub>a</sub>	4% <sub>b</sub>	10% <sub>b</sub>	28% <sub>a</sub>	11% <sub>b</sub>	10% <sub>b</sub>	26% <sub>a</sub>	9% <sub>b</sub>	9% <sub>b</sub>	59% <sub>a</sub>	6% <sub>b</sub>	12% <sub>a</sub>	51% <sub>b</sub>	14% <sub>a</sub>	17% <sub>a</sub>	63% <sub>a</sub>	7% <sub>b</sub>	6% <sub>a</sub>	43% <sub>b</sub>
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Unweighted Sample Size		570	154	406	221	317	125	222	210	97	247	209	141	188	146	74	484	467	47	155	376	45	492	438	111

### Q4: How many times have you visited Zoo New York in the past 2 years?

		City Resident		Gender		Age			Education Level			Household Income			Military in Household		Race		Children under 18 in HH		Longevity		Home Ownership		
		All Residents	Yes	No	Male	Female	18-39	40-59	60+	HSG or less	Some College	4+ Yr Degree	Up to \$50,000	\$50,001 - \$100,000	Over \$100,000	AM in HH	No AM in HH	White	Non-white	Yes	No	3 Yrs or Less	4 Yrs or More	Owner	Non-owner
Number of visits to Zoo New York in the past 2 years	None	41%	30% <sub>a</sub>	44% <sub>b</sub>	49% <sub>a</sub>	33% <sub>b</sub>	40% <sub>a,b</sub>	31% <sub>a</sub>	51% <sub>b</sub>	48% <sub>a</sub>	35% <sub>b</sub>	35% <sub>a,b</sub>	45% <sub>a</sub>	31% <sub>b</sub>	31% <sub>b</sub>	58% <sub>a</sub>	35% <sub>b</sub>	39% <sub>a</sub>	55% <sub>b</sub>	22% <sub>a</sub>	47% <sub>b</sub>	57% <sub>a</sub>	36% <sub>b</sub>	35% <sub>a</sub>	53% <sub>b</sub>
	Once	18%	22% <sub>a</sub>	16% <sub>a</sub>	13% <sub>a</sub>	22% <sub>b</sub>	17% <sub>a,b</sub>	24% <sub>a</sub>	12% <sub>b</sub>	12% <sub>a</sub>	22% <sub>b</sub>	24% <sub>b</sub>	13% <sub>a</sub>	25% <sub>b</sub>	21% <sub>a,b</sub>	6% <sub>a</sub>	22% <sub>b</sub>	17% <sub>a</sub>	21% <sub>a</sub>	24% <sub>a</sub>	15% <sub>b</sub>	9% <sub>a</sub>	21% <sub>b</sub>	21% <sub>a</sub>	11% <sub>b</sub>
	2-3 times	26%	35% <sub>a</sub>	23% <sub>b</sub>	24% <sub>a</sub>	27% <sub>a</sub>	28% <sub>a</sub>	25% <sub>a</sub>	21% <sub>a</sub>	23% <sub>a</sub>	31% <sub>a</sub>	23% <sub>a</sub>	30% <sub>a</sub>	26% <sub>a</sub>	27% <sub>a</sub>	29% <sub>a</sub>	24% <sub>a</sub>	26% <sub>a</sub>	18% <sub>a</sub>	28% <sub>a</sub>	25% <sub>a</sub>	26% <sub>a</sub>	25% <sub>a</sub>	25% <sub>a</sub>	25% <sub>a</sub>
	4-10 times	10%	9% <sub>a</sub>	10% <sub>a</sub>	8% <sub>a</sub>	12% <sub>a</sub>	10% <sub>a</sub>	11% <sub>a</sub>	9% <sub>a</sub>	10% <sub>a</sub>	7% <sub>a</sub>	11% <sub>a</sub>	8% <sub>a</sub>	12% <sub>a</sub>	14% <sub>a</sub>	2% <sub>a</sub>	13% <sub>b</sub>	12% <sub>a</sub>	1% <sub>a</sub>	15% <sub>a</sub>	8% <sub>b</sub>	1% <sub>a</sub>	12% <sub>b</sub>	13% <sub>a</sub>	3% <sub>b</sub>
	More than 10 times	3%	3% <sub>a</sub>	3% <sub>a</sub>	3% <sub>a</sub>	4% <sub>a</sub>	2% <sub>a</sub>	6% <sub>a</sub>	3% <sub>a</sub>	3% <sub>a</sub>	3% <sub>a</sub>	4% <sub>a</sub>	3% <sub>a</sub>	4% <sub>a</sub>	3% <sub>a</sub>	1% <sub>a</sub>	4% <sub>a</sub>	4% <sub>a</sub>	2% <sub>a</sub>	5% <sub>a</sub>	3% <sub>a</sub>	0% <sup>2</sup>	4% <sub>a</sub>	3% <sub>a</sub>	4% <sub>a</sub>
	Not sure	3%	1% <sub>a</sub>	3% <sub>a</sub>	4% <sub>a</sub>	2% <sub>a</sub>	3% <sub>a</sub>	2% <sub>a</sub>	4% <sub>a</sub>	4% <sub>a</sub>	2% <sub>a</sub>	1% <sub>a</sub>	1% <sub>a</sub>	2% <sub>a</sub>	5% <sub>a</sub>	2% <sub>a</sub>	3% <sub>a</sub>	3% <sub>a</sub>	3% <sub>a</sub>	6% <sub>a</sub>	2% <sub>b</sub>	8% <sub>a</sub>	2% <sub>b</sub>	2% <sub>a</sub>	5% <sub>a</sub>
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Sample Size		563	153	400	219	312	124	219	207	95	243	208	139	185	145	74	478	461	47	153	371	45	486	432	111

# Zoo New York at Thompson Park Community Survey

## Cross-Tabulation Results - All Survey Questions

### Zoo New York at Thompson Park in Watertown - Impact on the Community



Q5: Do you think that having the Zoo is a very positive, somewhat positive, a little positive, or not a positive thing for local residents and their quality of life?																											
		City Resident			Gender		Age			Education Level			Household Income			Military in Household		Race		Children under 18 in HH		Longevity		Home Ownership		Visited Zoo NY in last 12 months	
		All Residents	Yes	No	Male	Female	18-39	40-59	60+	HSG or less	Some College	4+ Yr Degree	Up to \$50,000	\$50,001 - \$100,000	Over \$100,000	AM in HH	No AM in HH	White	Non-white	Yes	No	3 Yrs or Less	4 Yrs or More	Owner	Non-owner	Yes	No
Zoo New York impact on local residents quality-of-life	Very positive	61%	60% <sub>a</sub>	61% <sub>a</sub>	54% <sub>a</sub>	69% <sub>b</sub>	57% <sub>a</sub>	65% <sub>a</sub>	62% <sub>a</sub>	60% <sub>a</sub>	62% <sub>a</sub>	61% <sub>a</sub>	63% <sub>a</sub>	59% <sub>a</sub>	55% <sub>a</sub>	63% <sub>a</sub>	59% <sub>a</sub>	62% <sub>a</sub>	62% <sub>a</sub>	56% <sub>a</sub>	63% <sub>a</sub>	64% <sub>a</sub>	60% <sub>a</sub>	57% <sub>a</sub>	67% <sub>b</sub>	72% <sub>a</sub>	55% <sub>b</sub>
	Somewhat positive	23%	27% <sub>a</sub>	22% <sub>a</sub>	25% <sub>a</sub>	19% <sub>a</sub>	30% <sub>a</sub>	18% <sub>b</sub>	17% <sub>b</sub>	22% <sub>a</sub>	22% <sub>a</sub>	27% <sub>a</sub>	23% <sub>a</sub>	27% <sub>a</sub>	27% <sub>a</sub>	19% <sub>a</sub>	25% <sub>a</sub>	22% <sub>a</sub>	20% <sub>a</sub>	28% <sub>a</sub>	21% <sub>a</sub>	18% <sub>a</sub>	24% <sub>a</sub>	26% <sub>a</sub>	17% <sub>b</sub>	21% <sub>a</sub>	24% <sub>a</sub>
	A little positive	7%	8% <sub>a</sub>	7% <sub>a</sub>	8% <sub>a</sub>	7% <sub>a</sub>	5% <sub>a</sub>	8% <sub>a,b</sub>	12% <sub>b</sub>	8% <sub>a</sub>	8% <sub>a</sub>	6% <sub>a</sub>	4% <sub>a</sub>	10% <sub>a</sub>	5% <sub>a</sub>	4% <sub>a</sub>	9% <sub>a</sub>	8% <sub>a</sub>	10% <sub>a</sub>	9% <sub>a</sub>	7% <sub>a</sub>	2% <sub>a</sub>	9% <sub>b</sub>	9% <sub>a</sub>	4% <sub>b</sub>	3% <sub>a</sub>	9% <sub>b</sub>
	Not that positive	5%	5% <sub>a</sub>	5% <sub>a</sub>	7% <sub>a</sub>	3% <sub>b</sub>	2% <sub>a</sub>	7% <sub>b</sub>	6% <sub>a,b</sub>	3% <sub>a</sub>	6% <sub>a</sub>	5% <sub>a</sub>	4% <sub>a</sub>	4% <sub>a</sub>	7% <sub>a</sub>	2% <sub>a</sub>	5% <sub>a</sub>	5% <sub>a</sub>	3% <sub>a</sub>	3% <sub>a</sub>	5% <sub>a</sub>	3% <sub>a</sub>	5% <sub>a</sub>	5% <sub>a</sub>	4% <sub>a</sub>	2% <sub>a</sub>	6% <sub>a</sub>
	Don't Know/Not Sure	4%	0% <sub>a</sub>	5% <sub>b</sub>	2% <sub>a</sub>	6% <sub>a</sub>	2% <sub>a</sub>	2% <sub>a</sub>	6% <sub>a</sub>	2% <sub>a</sub>	2% <sub>a</sub>	2% <sub>a</sub>	5% <sub>a</sub>	1% <sub>b</sub>	6% <sub>a</sub>	12% <sub>a</sub>	2% <sub>b</sub>	4% <sub>a</sub>	3% <sub>a</sub>	3% <sub>a</sub>	3% <sub>a</sub>	14% <sub>a</sub>	1% <sub>b</sub>	2% <sub>a</sub>	8% <sub>b</sub>	2% <sub>a</sub>	5% <sub>b</sub>
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	
Unweighted Sample Size		569	154	406	221	317	125	222	210	98	246	209	141	187	146	73	484	467	47	154	377	45	492	438	111	204	364

Q6: We are next interested in what you think are the most important and beneficial aspects of having a Zoo located in Watertown. Do you think that having Zoo New York has a very positive, somewhat positive, a little positive, or a no impact locally on each of the following? Do you think that having Zoo New York has a very positive, somewhat positive, a little positive, or a no impact locally on education?																											
		City Resident			Gender		Age			Education Level			Household Income			Military in Household		Race		Children under 18 in HH		Longevity		Home Ownership		Visited Zoo NY in last 12 months	
		All Residents	Yes	No	Male	Female	18-39	40-59	60+	HSG or less	Some College	4+ Yr Degree	Up to \$50,000	\$50,001 - \$100,000	Over \$100,000	AM in HH	No AM in HH	White	Non-white	Yes	No	3 Yrs or Less	4 Yrs or More	Owner	Non-owner	Yes	No
Education	Very positive	64%	56% <sub>a</sub>	67% <sub>b</sub>	63% <sub>a</sub>	65% <sub>a</sub>	66% <sub>a</sub>	61% <sub>a</sub>	63% <sub>a</sub>	64% <sub>a</sub>	67% <sub>a</sub>	59% <sub>a</sub>	74% <sub>a</sub>	60% <sub>b</sub>	56% <sub>b</sub>	72% <sub>a</sub>	61% <sub>b</sub>	62% <sub>a</sub>	75% <sub>b</sub>	58% <sub>a</sub>	65% <sub>a</sub>	72% <sub>a</sub>	62% <sub>a</sub>	60% <sub>a</sub>	71% <sub>b</sub>	64% <sub>a</sub>	64% <sub>a</sub>
	Somewhat Positive	24%	32% <sub>a</sub>	22% <sub>b</sub>	25% <sub>a</sub>	24% <sub>a</sub>	26% <sub>a</sub>	24% <sub>a</sub>	23% <sub>a</sub>	23% <sub>a</sub>	23% <sub>a</sub>	33% <sub>a</sub>	20% <sub>a</sub>	26% <sub>a,b</sub>	35% <sub>b</sub>	20% <sub>a</sub>	26% <sub>a</sub>	27% <sub>a</sub>	15% <sub>b</sub>	26% <sub>a</sub>	26% <sub>a</sub>	24% <sub>a</sub>	25% <sub>a</sub>	28% <sub>a</sub>	19% <sub>b</sub>	31% <sub>a</sub>	21% <sub>b</sub>
	A little positive	6%	6% <sub>a</sub>	6% <sub>a</sub>	5% <sub>a</sub>	7% <sub>a</sub>	4% <sub>a</sub>	8% <sub>a</sub>	6% <sub>a</sub>	6% <sub>a</sub>	4% <sub>a</sub>	7% <sub>a</sub>	5% <sub>a</sub>	6% <sub>a</sub>	4% <sub>a</sub>	2% <sub>a</sub>	7% <sub>b</sub>	7% <sub>a</sub>	2% <sub>a</sub>	10% <sub>a</sub>	4% <sub>b</sub>	3% <sub>a</sub>	7% <sub>a</sub>	7% <sub>a</sub>	3% <sub>b</sub>	4% <sub>a</sub>	6% <sub>a</sub>
	Not at all positive	3%	5% <sub>a</sub>	2% <sub>a</sub>	4% <sub>a</sub>	1% <sub>a</sub>	1% <sub>a</sub>	4% <sub>a,b</sub>	5% <sub>b</sub>	3% <sub>a</sub>	3% <sub>a</sub>	2% <sub>a</sub>	1% <sub>a</sub>	3% <sub>a</sub>	3% <sub>a</sub>	0% <sub>a</sub>	4% <sub>b</sub>	3% <sub>a</sub>	0% <sup>2</sup>	3% <sub>a</sub>	0% <sup>2</sup>	3% <sub>a</sub>	4% <sub>a</sub>	1% <sub>a</sub>	1% <sub>a</sub>	1% <sub>a</sub>	4% <sub>b</sub>
	Not sure	3%	2% <sub>a</sub>	3% <sub>a</sub>	3% <sub>a</sub>	3% <sub>a</sub>	2% <sub>a</sub>	3% <sub>a</sub>	3% <sub>a</sub>	4% <sub>a</sub>	2% <sub>a</sub>	1% <sub>a</sub>	0% <sub>a</sub>	4% <sub>b</sub>	1% <sub>a,b</sub>	6% <sub>a</sub>	2% <sub>b</sub>	2% <sub>a</sub>	8% <sub>b</sub>	3% <sub>a</sub>	2% <sub>a</sub>	1% <sub>a</sub>	3% <sub>a</sub>	2% <sub>a</sub>	5% <sub>b</sub>	0% <sup>2</sup>	5% <sub>a</sub>
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	
Unweighted Sample Size		566	154	402	219	315	125	221	207	96	245	208	141	186	145	74	480	464	46	155	372	45	488	434	111	203	363

Do you think that having Zoo New York has a very positive, somewhat positive, a little positive, or a no impact locally on tourism?																											
		City Resident			Gender		Age			Education Level			Household Income			Military in Household		Race		Children under 18 in HH		Longevity		Home Ownership		Visited Zoo NY in last 12 months	
		All Residents	Yes	No	Male	Female	18-39	40-59	60+	HSG or less	Some College	4+ Yr Degree	Up to \$50,000	\$50,001 - \$100,000	Over \$100,000	AM in HH	No AM in HH	White	Non-white	Yes	No	3 Yrs or Less	4 Yrs or More	Owner	Non-owner	Yes	No
Tourism	Very positive	44%	39% <sub>a</sub>	46% <sub>a</sub>	41% <sub>a</sub>	46% <sub>a</sub>	47% <sub>a</sub>	44% <sub>a</sub>	37% <sub>a</sub>	43% <sub>a</sub>	46% <sub>a</sub>	41% <sub>a</sub>	50% <sub>a</sub>	40% <sub>a</sub>	36% <sub>a</sub>	67% <sub>a</sub>	36% <sub>b</sub>	41% <sub>a</sub>	52% <sub>a</sub>	37% <sub>a</sub>	43% <sub>a</sub>	67% <sub>a</sub>	38% <sub>b</sub>	36% <sub>a</sub>	59% <sub>b</sub>	54% <sub>a</sub>	39% <sub>b</sub>
	Somewhat Positive	31%	31% <sub>a</sub>	31% <sub>a</sub>	31% <sub>a</sub>	31% <sub>a</sub>	32% <sub>a</sub>	28% <sub>a</sub>	34% <sub>a</sub>	34% <sub>a</sub>	28% <sub>a</sub>	33% <sub>a</sub>	29% <sub>a</sub>	34% <sub>a</sub>	37% <sub>a</sub>	19% <sub>a</sub>	36% <sub>b</sub>	34% <sub>a</sub>	19% <sub>b</sub>	33% <sub>a</sub>	33% <sub>a</sub>	19% <sub>a</sub>	34% <sub>b</sub>	36% <sub>a</sub>	21% <sub>b</sub>	28% <sub>a</sub>	32% <sub>a</sub>
	A little positive	12%	16% <sub>a</sub>	11% <sub>a</sub>	12% <sub>a</sub>	12% <sub>a</sub>	9% <sub>a</sub>	12% <sub>a,b</sub>	17% <sub>b</sub>	10% <sub>a</sub>	14% <sub>a</sub>	13% <sub>a</sub>	9% <sub>a</sub>	13% <sub>a</sub>	15% <sub>a</sub>	4% <sub>a</sub>	15% <sub>b</sub>	13% <sub>a</sub>	8% <sub>a</sub>	9% <sub>a</sub>	14% <sub>a</sub>	6% <sub>a</sub>	14% <sub>a</sub>	14% <sub>a</sub>	7% <sub>b</sub>	10% <sub>a</sub>	13% <sub>a</sub>
	Not at all positive	9%	10% <sub>a</sub>	9% <sub>a</sub>	10% <sub>a</sub>	8% <sub>a</sub>	7% <sub>a</sub>	12% <sub>a</sub>	11% <sub>a</sub>	9% <sub>a</sub>	8% <sub>a</sub>	11% <sub>a</sub>	10% <sub>a</sub>	7% <sub>a</sub>	9% <sub>a</sub>	2% <sub>a</sub>	12% <sub>b</sub>	9% <sub>a</sub>	8% <sub>a</sub>	14% <sub>a</sub>	8% <sub>b</sub>	2% <sub>a</sub>	11% <sub>b</sub>	11% <sub>a</sub>	5% <sub>b</sub>	8% <sub>a</sub>	10% <sub>a</sub>
	Not sure	4%	4% <sub>a</sub>	4% <sub>a</sub>	5% <sub>a</sub>	3% <sub>a</sub>	5% <sub>a</sub>	4% <sub>a,b</sub>	1% <sub>b</sub>	5% <sub>a</sub>	4% <sub>a</sub>	2% <sub>a</sub>	2% <sub>a</sub>	6% <sub>a</sub>	2% <sub>a</sub>	9% <sub>a</sub>	2% <sub>b</sub>	2% <sub>a</sub>	12% <sub>b</sub>	6% <sub>a</sub>	2% <sub>b</sub>	6% <sub>a</sub>	3% <sub>a</sub>	2% <sub>a</sub>	7% <sub>b</sub>	1% <sub>a</sub>	6% <sub>b</sub>
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	
Unweighted Sample Size		567	154	403	221	314	125	222	207	96	246	208	141	186	146	74	481	466	46	154	374	45	489	435	111	203	364

Do you think that having Zoo New York has a very positive, somewhat positive, a little positive, or a no impact locally on the reputation of the North Country?																											
		City Resident			Gender		Age			Education Level			Household Income			Military in Household		Race		Children under 18 in HH		Longevity		Home Ownership		Visited Zoo NY in last 12 months	
		All Residents	Yes	No	Male	Female	18-39	40-59	60+	HSG or less	Some College	4+ Yr Degree	Up to \$50,000	\$50,001 - \$100,000	Over \$100,000	AM in HH	No AM in HH	White	Non-white	Yes	No	3 Yrs or Less	4 Yrs or More	Owner	Non-owner	Yes	No
Reputation of the North Country	Very positive	47%	49% <sub>a</sub>	46% <sub>a</sub>	43% <sub>a</sub>	51% <sub>a</sub>	49% <sub>a</sub>	47% <sub>a</sub>	44% <sub>a</sub>	47% <sub>a</sub>	49% <sub>a</sub>	43% <sub>a</sub>	58% <sub>a</sub>	41% <sub>b</sub>	36% <sub>b</sub>	63% <sub>a</sub>	41% <sub>b</sub>	46% <sub>a</sub>	43% <sub>a</sub>	31% <sub>a</sub>	51% <sub>b</sub>	66% <sub>a</sub>	43% <sub>b</sub>	42% <sub>a</sub>	56% <sub>b</sub>	58% <sub>a</sub>	41% <sub>b</sub>
	Somewhat Positive	28%	19% <sub>a</sub>	32% <sub>b</sub>	28% <sub>a</sub>	29% <sub>a</sub>	29% <sub>a</sub>	25% <sub>a</sub>	32% <sub>a</sub>	30% <sub>a</sub>	24% <sub>a</sub>	35% <sub>a</sub>	21% <sub>a</sub>	35% <sub>a</sub>	34% <sub>a</sub>	22% <sub>a</sub>	30% <sub>a</sub>	30% <sub>a</sub>	24% <sub>a</sub>	39% <sub>a</sub>	26% <sub>b</sub>	23% <sub>a</sub>	29% <sub>a</sub>	32% <sub>a</sub>	23% <sub>b</sub>	25% <sub>a</sub>	30% <sub>a</sub>
	A little positive	12%	14% <sub>a</sub>	11% <sub>a</sub>	14% <sub>a</sub>	10% <sub>a</sub>	11% <sub>a</sub>	13% <sub>a</sub>	15% <sub>a</sub>	9% <sub>a</sub>	17% <sub>a</sub>	11% <sub>a</sub>	12% <sub>a</sub>	11% <sub>a</sub>	14% <sub>a</sub>	4% <sub>a</sub>	15% <sub>b</sub>	12% <sub>a</sub>	13% <sub>a</sub>	12% <sub>a</sub>	13% <sub>a</sub>	4% <sub>a</sub>	15% <sub>b</sub>	15% <sub>a</sub>	7% <sub>b</sub>	6% <sub>a</sub>	15% <sub>b</sub>
	Not at all positive	8%	15% <sub>a</sub>	6% <sub>b</sub>	10% <sub>a</sub>	6% <sub>a</sub>	10% <sub>a</sub>	10% <sub>a</sub>	9% <sub>a</sub>	6% <sub>a</sub>	9% <sub>a</sub>	6% <sub>a</sub>	6% <sub>a</sub>	13% <sub>a</sub>	13% <sub>a</sub>	2% <sub>a</sub>	10% <sub>b</sub>	8% <sub>a</sub>	7% <sub>a</sub>	10% <sub>a</sub>	8% <sub>a</sub>	2% <sub>a</sub>	10% <sub>b</sub>	9% <sub>a</sub>	6% <sub>a</sub>	9% <sub>a</sub>	8% <sub>a</sub>
	Not sure	5%	2% <sub>a</sub>	5% <sub>a</sub>	5% <sub>a</sub>	3% <sub>a</sub>	5% <sub>a</sub>	5% <sub>a</sub>	1% <sub>a</sub>	5% <sub>a</sub>	4% <sub>a</sub>	2% <sub>a</sub>	3% <sub>a</sub>	5% <sub>a</sub>	3% <sub>a</sub>	9% <sub>a</sub>	3% <sub>b</sub>	3% <sub>a</sub>	12% <sub>b</sub>	8% <sub>a</sub>	2% <sub>b</sub>	6% <sub>a</sub>	4% <sub>a</sub>	2% <sub>a</sub>	8% <sub>b</sub>	2% <sub>a</sub>	6% <sub>b</sub>
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	
Unweighted Sample Size		565	153	402	220	313	124	220	208	94	246	208	139	187	146	74	480	464	46	155	371	45	488	435	111	204	361

# Zoo New York at Thompson Park Community Survey

## Cross-Tabulation Results - All Survey Questions



**Do you think that having Zoo New York has a very positive, somewhat positive, a little positive, or a no impact locally on safe outdoor recreation?**

	All Residents	City Resident		Gender		Age			Education Level			Household Income			Military in Household		Race		Children under 18 in HH		Longevity		Home Ownership		Visited Zoo NY in last 12 months	
		Yes	No	Male	Female	18-39	40-59	60+	HSG or less	Some College	4+ Yr Degree	Up to \$50,000	\$50,001 - \$100,000	Over \$100,000	AM in HH	No AM in HH	White	Non-white	Yes	No	3 Yrs or Less	4 Yrs or More	Owner	Non-owner	Yes	No
		Very positive	65%	60%	67%	60%	72%	68%	63%	65%	64%	67%	66%	72%	65%	54%	68%	64%	65%	67%	62%	65%	69%	65%	64%	68%
Somewhat Positive	21%	24%	20%	21%	18%	19%	22%	21%	21%	19%	21%	19%	21%	28%	19%	21%	21%	16%	23%	21%	20%	21%	22%	18%	19%	22%
A little positive	6%	7%	6%	7%	5%	6%	7%	6%	3%	8%	9%	4%	7%	9%	1%	8%	7%	2%	6%	3%	7%	4%	4%	2%	8%	
Not at all positive	4%	7%	3%	6%	1%	2%	5%	5%	5%	2%	3%	2%	2%	8%	0%	5%	4%	0%	1%	5%	0%	4%	4%	5%	3%	
Not sure	5%	2%	5%	6%	3%	5%	4%	4%	7%	3%	1%	3%	1%	1%	11%	3%	2%	15%	7%	3%	3%	2%	8%	1%	7%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Unweighted Sample Size	567	154	403	220	315	124	221	209	95	246	209	141	188	146	73	483	467	45	155	373	45	491	437	110	204	363

**Do you think that having Zoo New York has a very positive, somewhat positive, a little positive, or a no impact locally on quality family time?**

	All Residents	City Resident		Gender		Age			Education Level			Household Income			Military in Household		Race		Children under 18 in HH		Longevity		Home Ownership		Visited Zoo NY in last 12 months	
		Yes	No	Male	Female	18-39	40-59	60+	HSG or less	Some College	4+ Yr Degree	Up to \$50,000	\$50,001 - \$100,000	Over \$100,000	AM in HH	No AM in HH	White	Non-white	Yes	No	3 Yrs or Less	4 Yrs or More	Owner	Non-owner	Yes	No
		Very positive	69%	68%	70%	66%	75%	71%	68%	67%	64%	74%	71%	77%	66%	61%	75%	67%	70%	67%	63%	70%	77%	67%	67%	74%
Somewhat Positive	19%	21%	18%	21%	16%	19%	18%	22%	22%	17%	19%	15%	24%	25%	15%	21%	19%	18%	21%	17%	17%	20%	21%	17%	18%	20%
A little positive	6%	7%	5%	4%	6%	5%	6%	6%	6%	6%	6%	6%	10%	1%	7%	6%	1%	9%	4%	0%	7%	7%	2%	4%	6%	
Not at all positive	3%	2%	3%	6%	0%	1%	5%	4%	3%	3%	3%	0%	3%	5%	0%	4%	3%	1%	4%	3%	0%	4%	4%	1%	3%	
Not sure	3%	1%	4%	4%	3%	4%	2%	2%	6%	1%	0%	2%	4%	0%	9%	1%	1%	12%	6%	2%	6%	2%	1%	7%	0%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Unweighted Sample Size	567	154	403	220	315	125	222	207	95	247	208	141	188	145	74	481	465	46	155	373	45	489	435	111	203	364

**Do you think that having Zoo New York has a very positive, somewhat positive, a little positive, or a no impact locally on providing a family gathering location?**

	All Residents	City Resident		Gender		Age			Education Level			Household Income			Military in Household		Race		Children under 18 in HH		Longevity		Home Ownership		Visited Zoo NY in last 12 months	
		Yes	No	Male	Female	18-39	40-59	60+	HSG or less	Some College	4+ Yr Degree	Up to \$50,000	\$50,001 - \$100,000	Over \$100,000	AM in HH	No AM in HH	White	Non-white	Yes	No	3 Yrs or Less	4 Yrs or More	Owner	Non-owner	Yes	No
		Very positive	66%	61%	68%	62%	73%	68%	64%	66%	67%	68%	62%	76%	60%	52%	75%	63%	66%	66%	63%	66%	74%	64%	64%	69%
Somewhat Positive	19%	22%	19%	23%	17%	18%	22%	21%	18%	20%	23%	11%	31%	30%	10%	23%	23%	21%	21%	16%	16%	22%	22%	17%	15%	
A little positive	8%	13%	6%	7%	8%	7%	8%	8%	6%	8%	10%	9%	5%	12%	2%	10%	7%	10%	8%	8%	3%	9%	8%	7%	8%	
Not at all positive	4%	3%	4%	4%	1%	3%	4%	5%	4%	3%	5%	1%	6%	5%	4%	4%	3%	2%	2%	5%	0%	4%	6%	0%	5%	
Not sure	3%	0%	3%	4%	1%	4%	2%	1%	5%	1%	0%	2%	4%	0%	9%	1%	1%	12%	6%	1%	6%	2%	0%	7%	0%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Unweighted Sample Size	566	154	402	221	313	124	221	208	96	244	209	139	188	146	73	482	466	45	155	372	44	490	436	110	203	363

**Do you think that having Zoo New York has a very positive, somewhat positive, a little positive, or a no impact locally on providing a place for JCC Zoo Technology students to learn and work?**

	All Residents	City Resident		Gender		Age			Education Level			Household Income			Military in Household		Race		Children under 18 in HH		Longevity		Home Ownership		Visited Zoo NY in last 12 months	
		Yes	No	Male	Female	18-39	40-59	60+	HSG or less	Some College	4+ Yr Degree	Up to \$50,000	\$50,001 - \$100,000	Over \$100,000	AM in HH	No AM in HH	White	Non-white	Yes	No	3 Yrs or Less	4 Yrs or More	Owner	Non-owner	Yes	No
		Very positive	74%	74%	74%	66%	82%	80%	73%	66%	70%	76%	78%	76%	76%	72%	72%	74%	73%	78%	74%	73%	67%	74%	74%	72%
Somewhat Positive	15%	15%	15%	19%	11%	12%	15%	22%	19%	12%	13%	16%	21%	13%	16%	18%	4%	4%	12%	17%	19%	16%	17%	12%	14%	
A little positive	3%	4%	3%	3%	3%	2%	3%	5%	1%	4%	6%	3%	4%	3%	1%	3%	3%	3%	3%	2%	3%	3%	2%	2%	4%	
Not at all positive	3%	3%	3%	5%	2%	1%	6%	4%	5%	2%	1%	2%	3%	1%	4%	4%	3%	2%	4%	3%	2%	4%	3%	3%	0%	
Not sure	5%	4%	5%	6%	3%	6%	4%	3%	5%	5%	2%	4%	0%	12%	3%	3%	14%	7%	3%	10%	3%	2%	11%	3%		
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Unweighted Sample Size	568	154	404	221	315	125	221	209	96	246	209	141	188	146	74	483	467	46	155	374	45	491	437	111	204	364

## Zoo New York at Thompson Park in Watertown - Current and Future Funding

**Q7: Nationally, zoos in areas with a population similar to our area have average annual budgets of about \$3.2 million. Were you aware that the annual budget for Zoo New York currently is only about one-fourth of that, at \$900,000?**

	All Residents	City Resident		Gender		Age			Education Level			Household Income			Military in Household		Race		Children under 18 in HH		Longevity		Home Ownership		Visited Zoo NY in last 12 months	
		Yes	No	Male	Female	18-39	40-59	60+	HSG or less	Some College	4+ Yr Degree	Up to \$50,000	\$50,001 - \$100,000	Over \$100,000	AM in HH	No AM in HH	White	Non-white	Yes	No	3 Yrs or Less	4 Yrs or More	Owner	Non-owner	Yes	No
		Yes	12%	9%	13%	13%	9%	8%	12%	20%	8%	11%	21%	9%	12%	16%	8%	14%	12%	2%	9%	13%	8%	13%	15%	7%
No	79%	85%	77%	77%	82%	81%	84%	69%	77%	84%	76%	82%	83%	74%	72%	81%	81%	78%	82%	77%	77%	81%	80%	76%	81%	
Don't Know/Not Sure	9%	7%	10%	10%	9%	11%	4%	11%	15%	5%	4%	9%	6%	10%	20%	5%	7%	20%	9%	9%	15%	6%	5%	17%		
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Unweighted Sample Size	564	153	402	217	315	123	222	206	95	244	208	139	187	145	72	480	464	45	155	371	44	488	434	110	201	

**Q8: Nationally, zoos in areas with a population similar to our area receive an average of about \$1.4 million annually in government support. Were you aware that Zoo New York only receives \$260,000 annually, less than 20% of the average government contribution?**

# Zoo New York at Thompson Park Community Survey

## Cross-Tabulation Results - All Survey Questions



	All Residents	City Resident		Gender		Age			Education Level			Household Income			Military in Household		Race		Children under 18 in HH		Longevity		Home Ownership		Visited Zoo NY in last 12 months		
		Yes	No	Male	Female	18-39	40-59	60+	HSG or less	Some College	4+ Yr Degree	Up to \$50,000	\$50,001 - \$100,000	Over \$100,000	AM in HH	No AM in HH	White	Non-white	Yes	No	3 Yrs or Less	4 Yrs or More	Owner	Non-owner	Yes	No	
Awareness of Zoo New York's government financial support	Yes	10%	7% <sub>a</sub>	10% <sub>a</sub>	12% <sub>a</sub>	6% <sub>b</sub>	6% <sub>a</sub>	9% <sub>a,b</sub>	16% <sub>b</sub>	7% <sub>a</sub>	10% <sub>a</sub>	15% <sub>o,a</sub>	8% <sub>a</sub>	8% <sub>a</sub>	12% <sub>a</sub>	7% <sub>a</sub>	11% <sub>a</sub>	10% <sub>a</sub>	1% <sub>b</sub>	7% <sub>a</sub>	11% <sub>a</sub>	8% <sub>o,a</sub>	10% <sub>a</sub>	12% <sub>a</sub>	6% <sub>b</sub>	11% <sub>a</sub>	9% <sub>a</sub>
	No	82%	86% <sub>a</sub>	80% <sub>a</sub>	80% <sub>a</sub>	84% <sub>a</sub>	84% <sub>a</sub>	86% <sub>a</sub>	72% <sub>b</sub>	80% <sub>a</sub>	84% <sub>a</sub>	81% <sub>a</sub>	83% <sub>a,b</sub>	89% <sub>a</sub>	77% <sub>b</sub>	75% <sub>a</sub>	83% <sub>b</sub>	84% <sub>a</sub>	83% <sub>a</sub>	87% <sub>a</sub>	80% <sub>a</sub>	75% <sub>a</sub>	84% <sub>a</sub>	82% <sub>a</sub>	81% <sub>a</sub>	82% <sub>a</sub>	81% <sub>a</sub>
	Don't Know/Not Sure	9%	7% <sub>a</sub>	9% <sub>a</sub>	8% <sub>a</sub>	9% <sub>a</sub>	10% <sub>a</sub>	5% <sub>a</sub>	11% <sub>a</sub>	13% <sub>a</sub>	6% <sub>a,b</sub>	4% <sub>b</sub>	10% <sub>a</sub>	3% <sub>b</sub>	11% <sub>a</sub>	18% <sub>a</sub>	6% <sub>b</sub>	6% <sub>a</sub>	16% <sub>b</sub>	6% <sub>a</sub>	9% <sub>a</sub>	17% <sub>a</sub>	6% <sub>b</sub>	6% <sub>a</sub>	14% <sub>b</sub>	7% <sub>a</sub>	10% <sub>a</sub>
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	Unweighted Sample Size	566	152	404	221	313	125	221	207	94	246	209	140	187	146	74	480	464	46	154	373	45	488	436	109	203	363

### Q9: Do you support or oppose changing the amount of local government support that Zoo New York receives to be an amount closer to the national average for zoos of similar size?

	All Residents	City Resident		Gender		Age			Education Level			Household Income			Military in Household		Race		Children under 18 in HH		Longevity		Home Ownership		Visited Zoo NY in last 12 months		
		Yes	No	Male	Female	18-39	40-59	60+	HSG or less	Some College	4+ Yr Degree	Up to \$50,000	\$50,001 - \$100,000	Over \$100,000	AM in HH	No AM in HH	White	Non-white	Yes	No	3 Yrs or Less	4 Yrs or More	Owner	Non-owner	Yes	No	
Support or Opposition to a change in the local government support of Zoo New York	Support	77%	73% <sub>a</sub>	79% <sub>a</sub>	75% <sub>a</sub>	80% <sub>a</sub>	77% <sub>a</sub>	82% <sub>a</sub>	73% <sub>a</sub>	74% <sub>a</sub>	82% <sub>a</sub>	78% <sub>a</sub>	73% <sub>a</sub>	84% <sub>b</sub>	79% <sub>a,b</sub>	73% <sub>a</sub>	79% <sub>a</sub>	79% <sub>a</sub>	69% <sub>b</sub>	85% <sub>a</sub>	75% <sub>b</sub>	68% <sub>a</sub>	79% <sub>b</sub>	78% <sub>a</sub>	75% <sub>a</sub>	80% <sub>a</sub>	76% <sub>a</sub>
	Oppose	8%	8% <sub>a</sub>	8% <sub>a</sub>	10% <sub>a</sub>	5% <sub>b</sub>	9% <sub>a</sub>	11% <sub>a</sub>	5% <sub>a</sub>	10% <sub>a</sub>	10% <sub>a</sub>	11% <sub>a</sub>	4% <sub>b</sub>	9% <sub>a,b</sub>	12% <sub>b</sub>	2% <sub>b</sub>	10% <sub>b</sub>	8% <sub>a</sub>	9% <sub>a</sub>	6% <sub>a</sub>	9% <sub>a</sub>	3% <sub>a</sub>	10% <sub>b</sub>	11% <sub>a</sub>	2% <sub>b</sub>	6% <sub>a</sub>	9% <sub>a</sub>
	Don't Know/Not Sure	15%	19% <sub>a</sub>	13% <sub>a</sub>	14% <sub>a</sub>	15% <sub>a</sub>	17% <sub>a</sub>	9% <sub>b</sub>	16% <sub>a,b</sub>	21% <sub>a</sub>	8% <sub>b</sub>	11% <sub>a,b</sub>	23% <sub>a</sub>	8% <sub>b</sub>	9% <sub>b</sub>	25% <sub>a</sub>	11% <sub>b</sub>	12% <sub>a</sub>	26% <sub>b</sub>	9% <sub>a</sub>	16% <sub>b</sub>	29% <sub>a</sub>	12% <sub>b</sub>	11% <sub>a</sub>	22% <sub>b</sub>	14% <sub>a</sub>	15% <sub>a</sub>
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	Unweighted Sample Size	565	151	404	219	314	123	221	208	94	245	209	139	187	146	74	479	463	46	155	371	45	487	434	111	202	363

### Q10: Specifically, do you think that it is an appropriate, or a good thing, for Jefferson County to contribute more for the operating costs of this regional Zoo located in the County?

	All Residents	City Resident		Gender		Age			Education Level			Household Income			Military in Household		Race		Children under 18 in HH		Longevity		Home Ownership		Visited Zoo NY in last 12 months		
		Yes	No	Male	Female	18-39	40-59	60+	HSG or less	Some College	4+ Yr Degree	Up to \$50,000	\$50,001 - \$100,000	Over \$100,000	AM in HH	No AM in HH	White	Non-white	Yes	No	3 Yrs or Less	4 Yrs or More	Owner	Non-owner	Yes	No	
Appropriate for Jefferson County to contribute more for the operating costs of Zoo New York	Yes	78%	79% <sub>a</sub>	78% <sub>a</sub>	77% <sub>a</sub>	82% <sub>a</sub>	80% <sub>a</sub>	78% <sub>a</sub>	73% <sub>a</sub>	75% <sub>a</sub>	82% <sub>a</sub>	78% <sub>a</sub>	74% <sub>a</sub>	81% <sub>a</sub>	79% <sub>a</sub>	79% <sub>a</sub>	78% <sub>a</sub>	80% <sub>a</sub>	75% <sub>b</sub>	78% <sub>a</sub>	79% <sub>a</sub>	85% <sub>a</sub>	81% <sub>a</sub>	76% <sub>a</sub>	81% <sub>a</sub>	76% <sub>a</sub>	
	No	10%	7% <sub>a</sub>	11% <sub>a</sub>	10% <sub>a</sub>	7% <sub>a</sub>	6% <sub>a</sub>	13% <sub>a</sub>	12% <sub>a</sub>	9% <sub>a</sub>	10% <sub>a</sub>	8% <sub>a</sub>	11% <sub>a</sub>	9% <sub>a</sub>	5% <sub>a</sub>	11% <sub>a</sub>	9% <sub>a</sub>	5% <sub>a</sub>	8% <sub>a</sub>	11% <sub>a</sub>	3% <sub>a</sub>	10% <sub>b</sub>	11% <sub>a</sub>	6% <sub>b</sub>	4% <sub>a</sub>	12% <sub>b</sub>	
	Don't Know/Not Sure	12%	14% <sub>a</sub>	12% <sub>a</sub>	13% <sub>a</sub>	11% <sub>a</sub>	13% <sub>a</sub>	9% <sub>a</sub>	16% <sub>a</sub>	16% <sub>a</sub>	7% <sub>b</sub>	12% <sub>a,b</sub>	17% <sub>a</sub>	8% <sub>b</sub>	12% <sub>a,b</sub>	15% <sub>a</sub>	11% <sub>a</sub>	10% <sub>a</sub>	20% <sub>b</sub>	14% <sub>a</sub>	10% <sub>a</sub>	12% <sub>a</sub>	13% <sub>a</sub>	12% <sub>a</sub>	13% <sub>a</sub>	14% <sub>a</sub>	
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
	Unweighted Sample Size	566	152	404	220	314	125	220	208	96	245	208	141	187	146	74	481	465	46	155	372	45	489	436	110	203	363

### Q11: How important do you feel that it is for local governments and leaders to find a sustainable model to fund the Zoo so that it can stay open and improve in the future?

	All Residents	City Resident		Gender		Age			Education Level			Household Income			Military in Household		Race		Children under 18 in HH		Longevity		Home Ownership		Visited Zoo NY in last 12 months		
		Yes	No	Male	Female	18-39	40-59	60+	HSG or less	Some College	4+ Yr Degree	Up to \$50,000	\$50,001 - \$100,000	Over \$100,000	AM in HH	No AM in HH	White	Non-white	Yes	No	3 Yrs or Less	4 Yrs or More	Owner	Non-owner	Yes	No	
Importance of finding a sustainable model to fund Zoo New York	Very important	67%	72% <sub>a</sub>	65% <sub>a</sub>	58% <sub>a</sub>	78% <sub>b</sub>	65% <sub>a</sub>	70% <sub>a</sub>	67% <sub>a</sub>	68% <sub>a</sub>	66% <sub>a</sub>	66% <sub>a</sub>	71% <sub>a</sub>	66% <sub>a,b</sub>	56% <sub>b</sub>	60% <sub>a</sub>	68% <sub>a</sub>	67% <sub>a</sub>	72% <sub>a</sub>	65% <sub>a</sub>	67% <sub>a</sub>	55% <sub>a</sub>	70% <sub>b</sub>	66% <sub>a</sub>	67% <sub>a</sub>	75% <sub>a</sub>	63% <sub>b</sub>
	Somewhat important	21%	19% <sub>a</sub>	22% <sub>a</sub>	28% <sub>a</sub>	13% <sub>b</sub>	26% <sub>a</sub>	16% <sub>a</sub>	18% <sub>a</sub>	19% <sub>a</sub>	24% <sub>a</sub>	22% <sub>a</sub>	18% <sub>a</sub>	23% <sub>a,b</sub>	32% <sub>b</sub>	29% <sub>a</sub>	19% <sub>b</sub>	23% <sub>a</sub>	11% <sub>b</sub>	24% <sub>a</sub>	20% <sub>a</sub>	35% <sub>a</sub>	18% <sub>b</sub>	22% <sub>a</sub>	20% <sub>a</sub>	21% <sub>a</sub>	21% <sub>a</sub>
	Not that important	5%	5% <sub>a</sub>	5% <sub>a</sub>	7% <sub>a</sub>	4% <sub>a</sub>	5% <sub>a,b</sub>	2% <sub>a</sub>	9% <sub>b</sub>	7% <sub>a</sub>	3% <sub>a</sub>	4% <sub>a</sub>	6% <sub>a</sub>	4% <sub>a</sub>	7% <sub>a</sub>	5% <sub>a</sub>	4% <sub>a</sub>	4% <sub>a</sub>	10% <sub>b</sub>	4% <sub>a</sub>	5% <sub>a</sub>	5% <sub>a</sub>	6% <sub>a</sub>	5% <sub>a</sub>	6% <sub>a</sub>	1% <sub>a</sub>	7% <sub>b</sub>
	Not at all important	5%	4% <sub>a</sub>	5% <sub>a</sub>	7% <sub>a</sub>	2% <sub>b</sub>	2% <sub>a</sub>	9% <sub>b</sub>	5% <sub>a,b</sub>	3% <sub>a</sub>	6% <sub>a</sub>	4% <sub>a</sub>	2% <sub>a</sub>	4% <sub>a</sub>	7% <sub>a</sub>	0% <sup>2</sup>	6% <sub>a</sub>	5% <sub>a</sub>	0% <sup>2</sup>	6% <sub>a</sub>	4% <sub>a</sub>	0% <sup>2</sup>	6% <sub>a</sub>	6% <sub>a</sub>	1% <sub>b</sub>	3% <sub>a</sub>	5% <sub>a</sub>
	Don't Know/Not Sure	2%	0% <sub>a</sub>	3% <sub>a</sub>	1% <sub>a</sub>	3% <sub>a</sub>	3% <sub>a</sub>	3% <sub>a</sub>	1% <sub>a</sub>	3% <sub>a</sub>	1% <sub>a</sub>	3% <sub>a</sub>	3% <sub>a</sub>	1% <sub>a</sub>	1% <sub>a</sub>	4% <sub>a</sub>	2% <sub>a</sub>	1% <sub>a</sub>	6% <sub>b</sub>	0% <sub>a</sub>	3% <sub>a</sub>	5% <sub>a</sub>	1% <sub>b</sub>	1% <sub>a</sub>	5% <sub>b</sub>	1% <sub>a</sub>	3% <sub>b</sub>
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	Unweighted Sample Size	567	153	404	221	314	125	221	208	96	246	208	141	188	146	74	482	466	46	155	373	45	490	436	111	203	364

# Zoo New York at Thompson Park Community Survey

## Cross-Tabulation Results - All Survey Questions



Q12: Would you support or oppose a County government decision to alter the property tax assessment by:

Option 1: \$15 annually per \$100,000 assessed value, which is \$0.43/week for the average home value in our County, if this allowed the Zoo to remain open and make small improvements

	All Residents	City Resident		Gender		Age			Education Level			Household Income			Military in Household		Race		Children under 18 in HH		Longevity		Home Ownership		Visited Zoo NY in last 12 months	
		Yes	No	Male	Female	18-39	40-59	60+	HSG or less	Some College	4+ Yr Degree	Up to \$50,000	\$50,001 - \$100,000	Over \$100,000	AM in HH	No AM in HH	White	Non-white	Yes	No	3 Yrs or Less	4 Yrs or More	Owner	Non-owner	Yes	No
Support	57%	50% <sub>a</sub>	60% <sub>a</sub>	56% <sub>a</sub>	61% <sub>a</sub>	53% <sub>a</sub>	60% <sub>a</sub>	60% <sub>a</sub>	55% <sub>a</sub>	58% <sub>a</sub>	63% <sub>a</sub>	53% <sub>a</sub>	65% <sub>a</sub>	60% <sub>a</sub>	46% <sub>a</sub>	61% <sub>b</sub>	61% <sub>a</sub>	37% <sub>b</sub>	61% <sub>a</sub>	54% <sub>a</sub>	46% <sub>a</sub>	61% <sub>b</sub>	61% <sub>a</sub>	50% <sub>b</sub>	54% <sub>a</sub>	59% <sub>a</sub>
Oppose	23%	24% <sub>a</sub>	22% <sub>a</sub>	22% <sub>a</sub>	19% <sub>a</sub>	20% <sub>a</sub>	24% <sub>a</sub>	26% <sub>a</sub>	21% <sub>a</sub>	22% <sub>a</sub>	25% <sub>a</sub>	19% <sub>a</sub>	31% <sub>b</sub>	14% <sub>a</sub>	14% <sub>a</sub>	25% <sub>b</sub>	18% <sub>a</sub>	22% <sub>b</sub>	18% <sub>a</sub>	26% <sub>b</sub>	8% <sub>b</sub>	24% <sub>b</sub>	28% <sub>a</sub>	10% <sub>b</sub>	26% <sub>a</sub>	21% <sub>a</sub>
Not sure/it depends	20%	26% <sub>a</sub>	18% <sub>b</sub>	22% <sub>a</sub>	20% <sub>a</sub>	27% <sub>a</sub>	15% <sub>b</sub>	14% <sub>b</sub>	24% <sub>a</sub>	20% <sub>a,b</sub>	12% <sub>b</sub>	28% <sub>a</sub>	18% <sub>a,b</sub>	9% <sub>b</sub>	40% <sub>a</sub>	14% <sub>b</sub>	17% <sub>a</sub>	45% <sub>b</sub>	21% <sub>a</sub>	20% <sub>a</sub>	47% <sub>a</sub>	15% <sub>b</sub>	10% <sub>a</sub>	40% <sub>b</sub>	20% <sub>a</sub>	20% <sub>a</sub>
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Sample Size	522	144	374	206	294	112	216	188	89	226	198	129	177	141	59	455	441	40	149	344	38	462	415	97	188	334

Option 2: \$25 annually per \$100,000 assessed value, which is \$0.72/week for the average home value in our County, if it allowed the Zoo to remain open, provide free admission to Jefferson County residents, and make improvements.

	All Residents	City Resident		Gender		Age			Education Level			Household Income			Military in Household		Race		Children under 18 in HH		Longevity		Home Ownership		Visited Zoo NY in last 12 months	
		Yes	No	Male	Female	18-39	40-59	60+	HSG or less	Some College	4+ Yr Degree	Up to \$50,000	\$50,001 - \$100,000	Over \$100,000	AM in HH	No AM in HH	White	Non-white	Yes	No	3 Yrs or Less	4 Yrs or More	Owner	Non-owner	Yes	No
Support	50%	51% <sub>a</sub>	51% <sub>a</sub>	47% <sub>a</sub>	57% <sub>b</sub>	58% <sub>a</sub>	47% <sub>a,b</sub>	43% <sub>b</sub>	51% <sub>a</sub>	49% <sub>a</sub>	54% <sub>a</sub>	53% <sub>a</sub>	51% <sub>a</sub>	56% <sub>a</sub>	46% <sub>a</sub>	52% <sub>a</sub>	54% <sub>a</sub>	40% <sub>b</sub>	57% <sub>a</sub>	47% <sub>b</sub>	49% <sub>a</sub>	53% <sub>a</sub>	51% <sub>a</sub>	51% <sub>a</sub>	53% <sub>a</sub>	49% <sub>a</sub>
Oppose	27%	25% <sub>a</sub>	28% <sub>a</sub>	28% <sub>a</sub>	23% <sub>a</sub>	16% <sub>a</sub>	31% <sub>b</sub>	40% <sub>b</sub>	26% <sub>a</sub>	40% <sub>b</sub>	29% <sub>a</sub>	17% <sub>a</sub>	25% <sub>a,b</sub>	36% <sub>b</sub>	12% <sub>a</sub>	30% <sub>b</sub>	27% <sub>a</sub>	14% <sub>b</sub>	22% <sub>a</sub>	30% <sub>b</sub>	3% <sub>b</sub>	30% <sub>b</sub>	35% <sub>a</sub>	8% <sub>b</sub>	27% <sub>a</sub>	27% <sub>a</sub>
Not sure/it depends	23%	24% <sub>a</sub>	22% <sub>a</sub>	26% <sub>a</sub>	21% <sub>a</sub>	27% <sub>a</sub>	22% <sub>a</sub>	16% <sub>b</sub>	24% <sub>a</sub>	25% <sub>a</sub>	16% <sub>b</sub>	30% <sub>a</sub>	24% <sub>a</sub>	8% <sub>b</sub>	42% <sub>a</sub>	18% <sub>b</sub>	19% <sub>a</sub>	47% <sub>b</sub>	22% <sub>a</sub>	23% <sub>a</sub>	49% <sub>a</sub>	17% <sub>b</sub>	13% <sub>a</sub>	42% <sub>b</sub>	20% <sub>a</sub>	24% <sub>a</sub>
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Sample Size	522	146	372	200	298	109	218	189	86	228	198	128	173	143	55	458	442	38	146	349	37	465	415	96	185	337

Option 3: \$35 annually per \$100,000 assessed value, which is \$1.01/week for the average home value in our County, if it allowed the Zoo to remain open, provide free admission to Jefferson County residents, and make major improvements.

	All Residents	City Resident		Gender		Age			Education Level			Household Income			Military in Household		Race		Children under 18 in HH		Longevity		Home Ownership		Visited Zoo NY in last 12 months	
		Yes	No	Male	Female	18-39	40-59	60+	HSG or less	Some College	4+ Yr Degree	Up to \$50,000	\$50,001 - \$100,000	Over \$100,000	AM in HH	No AM in HH	White	Non-white	Yes	No	3 Yrs or Less	4 Yrs or More	Owner	Non-owner	Yes	No
Support	47%	43% <sub>a</sub>	49% <sub>a</sub>	49% <sub>a</sub>	48% <sub>a</sub>	60% <sub>a</sub>	40% <sub>b</sub>	32% <sub>b</sub>	53% <sub>a</sub>	42% <sub>a</sub>	46% <sub>a</sub>	49% <sub>a</sub>	51% <sub>a</sub>	54% <sub>a</sub>	46% <sub>a</sub>	48% <sub>a</sub>	48% <sub>a</sub>	53% <sub>a</sub>	63% <sub>a</sub>	39% <sub>b</sub>	52% <sub>a</sub>	46% <sub>a</sub>	43% <sub>a</sub>	59% <sub>b</sub>	43% <sub>a</sub>	49% <sub>a</sub>
Oppose	32%	33% <sub>a</sub>	31% <sub>a</sub>	29% <sub>a</sub>	30% <sub>a</sub>	18% <sub>a</sub>	36% <sub>b</sub>	50% <sub>b</sub>	24% <sub>a</sub>	35% <sub>a,b</sub>	39% <sub>b</sub>	23% <sub>a</sub>	31% <sub>a,b</sub>	41% <sub>b</sub>	12% <sub>a</sub>	36% <sub>b</sub>	32% <sub>a</sub>	16% <sub>b</sub>	22% <sub>a</sub>	37% <sub>b</sub>	3% <sub>b</sub>	37% <sub>b</sub>	41% <sub>a</sub>	10% <sub>b</sub>	33% <sub>a</sub>	31% <sub>a</sub>
Not sure/it depends	22%	24% <sub>a</sub>	20% <sub>a</sub>	22% <sub>a</sub>	22% <sub>a</sub>	21% <sub>a</sub>	24% <sub>a</sub>	18% <sub>a</sub>	23% <sub>a</sub>	23% <sub>a</sub>	15% <sub>b</sub>	29% <sub>a</sub>	20% <sub>a</sub>	8% <sub>b</sub>	35% <sub>a</sub>	18% <sub>b</sub>	20% <sub>a</sub>	32% <sub>b</sub>	15% <sub>a</sub>	24% <sub>b</sub>	45% <sub>a</sub>	17% <sub>b</sub>	16% <sub>a</sub>	31% <sub>b</sub>	25% <sub>a</sub>	20% <sub>a</sub>
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Sample Size	515	139	372	198	292	112	212	183	86	220	198	124	173	140	57	449	434	39	144	342	38	454	410	93	186	329

Q13: "Bed Taxes, (or hotel taxes)" are paid by visitors to our county who stay in hotels and motels to enjoy our beautiful environment and activities. Currently Onondaga County, which includes the zoo in Syracuse, has a bed tax rate of 7%, while Jefferson County's rate is only 3%. Do you support or oppose increasing the bed tax rate and using some of this increased revenue to financially support the Zoo?

	All Residents	City Resident		Gender		Age			Education Level			Household Income			Military in Household		Race		Children under 18 in HH		Longevity		Home Ownership		Visited Zoo NY in last 12 months	
		Yes	No	Male	Female	18-39	40-59	60+	HSG or less	Some College	4+ Yr Degree	Up to \$50,000	\$50,001 - \$100,000	Over \$100,000	AM in HH	No AM in HH	White	Non-white	Yes	No	3 Yrs or Less	4 Yrs or More	Owner	Non-owner	Yes	No
Support	67%	69% <sub>a</sub>	66% <sub>a</sub>	63% <sub>a</sub>	73% <sub>b</sub>	62% <sub>a</sub>	73% <sub>a</sub>	69% <sub>a</sub>	64% <sub>a</sub>	67% <sub>a</sub>	73% <sub>a</sub>	65% <sub>a</sub>	68% <sub>a</sub>	76% <sub>a</sub>	54% <sub>a</sub>	71% <sub>b</sub>	73% <sub>a</sub>	45% <sub>b</sub>	69% <sub>a</sub>	65% <sub>a</sub>	52% <sub>a</sub>	71% <sub>b</sub>	71% <sub>a</sub>	61% <sub>b</sub>	73% <sub>a</sub>	63% <sub>b</sub>
Oppose	15%	11% <sub>a</sub>	17% <sub>a</sub>	18% <sub>a</sub>	9% <sub>b</sub>	12% <sub>a</sub>	17% <sub>a</sub>	17% <sub>a</sub>	18% <sub>a</sub>	18% <sub>a</sub>	17% <sub>a</sub>	15% <sub>a</sub>	14% <sub>a</sub>	15% <sub>a</sub>	14% <sub>a</sub>	15% <sub>a</sub>	14% <sub>a</sub>	16% <sub>a</sub>	14% <sub>a</sub>	16% <sub>a</sub>	15% <sub>a</sub>	15% <sub>a</sub>	17% <sub>a</sub>	11% <sub>b</sub>	10% <sub>a</sub>	18% <sub>b</sub>
Don't Know/Not Sure	18%	20% <sub>a</sub>	18% <sub>a</sub>	18% <sub>a</sub>	19% <sub>a</sub>	25% <sub>a</sub>	10% <sub>b</sub>	13% <sub>b</sub>	24% <sub>a</sub>	15% <sub>a,b</sub>	10% <sub>b</sub>	20% <sub>a</sub>	19% <sub>a,b</sub>	9% <sub>b</sub>	32% <sub>a</sub>	14% <sub>b</sub>	14% <sub>a</sub>	40% <sub>b</sub>	17% <sub>a</sub>	18% <sub>a</sub>	32% <sub>a</sub>	14% <sub>b</sub>	12% <sub>a</sub>	29% <sub>b</sub>	17% <sub>a</sub>	19% <sub>a</sub>
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Sample Size	561	152	404	220	314	125	221	207	97	245	207	141	188	146	69	482	465	47	155	372	45	490	436	111	201	360

Q14: "Sales Taxes" are paid by all consumers who buy items in our county that are sales taxable. Currently Jefferson County has a local sales tax rate of 4%, while Oneida County, which includes the Utica Zoo, has a local sales tax rate of 4.75%. Do you support or oppose increasing the local sales tax rate in Jefferson County and using some of this increased revenue to financially support the Zoo?

	All Residents	City Resident		Gender		Age			Education Level			Household Income			Military in Household		Race		Children under 18 in HH		Longevity		Home Ownership		Visited Zoo NY in last 12 months	
		Yes	No	Male	Female	18-39	40-59	60+	HSG or less	Some College	4+ Yr Degree	Up to \$50,000	\$50,001 - \$100,000	Over \$100,000	AM in HH	No AM in HH	White	Non-white	Yes	No	3 Yrs or Less	4 Yrs or More	Owner	Non-owner	Yes	No
Support	39%	33% <sub>a</sub>	40% <sub>a</sub>	40% <sub>a</sub>	37% <sub>a</sub>	45% <sub>a</sub>	36% <sub>a,b</sub>	29% <sub>b</sub>	48% <sub>a</sub>	29% <sub>b</sub>	32% <sub>b</sub>	47% <sub>a</sub>	39% <sub>a,b</sub>	33% <sub>b</sub>	51% <sub>a</sub>	35% <sub>b</sub>	37% <sub>a</sub>	44% <sub>a</sub>	46% <sub>a</sub>	32% <sub>b</sub>	50% <sub>a</sub>	36% <sub>b</sub>	32% <sub>a</sub>	52% <sub>b</sub>	45% <sub>a</sub>	35% <sub>b</sub>
Oppose	43%	44% <sub>a</sub>	43% <sub>a</sub>	42% <sub>a</sub>	42% <sub>a</sub>	33% <sub>a</sub>	52% <sub>b</sub>	52% <sub>b</sub>	30% <sub>a</sub>	53% <sub>b</sub>	55% <sub>b</sub>	30% <sub>a</sub>	40% <sub>a</sub>	61% <sub>b</sub>	24% <sub>a</sub>	49% <sub>b</sub>	46% <sub>a</sub>	23% <sub>b</sub>	40% <sub>a</sub>	47% <sub>a</sub>	19% <sub>a</sub>	47% <sub>b</sub>	53% <sub>a</sub>	23% <sub>b</sub>	41% <sub>a</sub>	44% <sub>a</sub>
Don't Know/Not Sure	19%	24% <sub>a</sub>	17% <sub>a</sub>	18% <sub>a</sub>	20% <sub>a</sub>	22% <sub>a</sub>	12% <sub>b</sub>	19% <sub>a,b</sub>	22% <sub>a</sub>	18% <sub>a</sub>	13% <sub>b</sub>	23% <sub>a</sub>	21% <sub>a</sub>	6% <sub>b</sub>	25% <sub>a</sub>	16% <sub>a</sub>	16% <sub>a</sub>	33% <sub>b</sub>	15% <sub>a</sub>	21% <sub>a</sub>	31% <sub>a</sub>	17% <sub>b</sub>	15% <sub>a</sub>	24% <sub>b</sub>	14% <sub>a</sub>	21% <sub>a</sub>
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Sample Size	556	150	401	219	311	125	219	204	96	242	206	140	187	145	69	479	461	47	155	367	45	486	433	110	200	356

# Zoo New York at Thompson Park Community Survey



## Cross-Tabulation Results - All Survey Questions

Q15: The Zoo in Thompson Park has been in existence in our county for over 100 years, spanning multiple generations. After careful review of the income and expenses at the Zoo, the leadership has concluded that if nothing changes in the current funding model, the Zoo will soon be unable to remain open. We are interested in which of the following two future options you prefer:

Option A: Find a funding solution that involves increased government support, and keep the Zoo running and growing

Option B: Close the Zoo

	All Residents	City Resident		Gender		Age			Education Level			Household Income			Military in Household		Race		Children under 18 in HH		Longevity		Home Ownership		Visited Zoo NY in last 12 months	
		Yes	No	Male	Female	18-39	40-59	60+	HSG or less	Some College	4+ Yr Degree	Up to \$50,000	\$50,001 - \$100,000	Over \$100,000	AM in HH	No AM in HH	White	Non-white	Yes	No	3 Yrs or Less	4 Yrs or More	Owner	Non-owner	Yes	No
Preferred future option for Zoo New York	90%	91% <sub>a</sub>	90% <sub>a</sub>	87% <sub>a</sub>	96% <sub>b</sub>	95% <sub>a</sub>	86% <sub>b</sub>	85% <sub>b</sub>	91% <sub>a</sub>	90% <sub>a</sub>	89% <sub>a</sub>	91% <sub>a,b</sub>	94% <sub>a</sub>	84% <sub>b</sub>	98% <sub>a</sub>	88% <sub>b</sub>	90% <sub>a</sub>	96% <sub>a</sub>	89% <sub>a</sub>	90% <sub>a</sub>	98% <sub>a</sub>	88% <sub>b</sub>	87% <sub>a</sub>	96% <sub>b</sub>	94% <sub>a</sub>	88% <sub>b</sub>
Option A	90%	91% <sub>a</sub>	90% <sub>a</sub>	87% <sub>a</sub>	96% <sub>b</sub>	95% <sub>a</sub>	86% <sub>b</sub>	85% <sub>b</sub>	91% <sub>a</sub>	90% <sub>a</sub>	89% <sub>a</sub>	91% <sub>a,b</sub>	94% <sub>a</sub>	84% <sub>b</sub>	98% <sub>a</sub>	88% <sub>b</sub>	90% <sub>a</sub>	96% <sub>a</sub>	89% <sub>a</sub>	90% <sub>a</sub>	98% <sub>a</sub>	88% <sub>b</sub>	87% <sub>a</sub>	96% <sub>b</sub>	94% <sub>a</sub>	88% <sub>b</sub>
Option B	10%	9% <sub>a</sub>	10% <sub>a</sub>	13% <sub>a</sub>	4% <sub>b</sub>	5% <sub>a</sub>	14% <sub>b</sub>	15% <sub>b</sub>	9% <sub>a</sub>	10% <sub>a</sub>	11% <sub>a</sub>	9% <sub>a,b</sub>	6% <sub>a</sub>	16% <sub>b</sub>	2% <sub>a</sub>	12% <sub>b</sub>	10% <sub>a</sub>	4% <sub>a</sub>	11% <sub>a</sub>	10% <sub>a</sub>	2% <sub>a</sub>	12% <sub>b</sub>	13% <sub>a</sub>	4% <sub>b</sub>	6% <sub>a</sub>	12% <sub>a</sub>
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Sample Size	547	149	393	215	305	122	216	201	90	243	202	140	188	142	68	470	455	45	153	360	44	478	425	109	198	349