

Zoo New York at Thompson Park Community Survey



VISITATION, IMPROVEMENTS, FAMILIARITY, APPRECIATION, AND
FUTURE FUNDING

Overview of the Research

- Spring 2022 – Zoo NY reaches out to the Center for Community Studies (CCS) about a potential community-based survey of the community
- Fall 2022 – Spring 2023 – Preliminary work begins developing an appropriate survey instrument
- June 2023 – Zoo NY contracts the Center for Community Studies at Jefferson Community College to conduct a community survey of adult residents of Jefferson County.
- August 2023 - October 2023 – Survey instrument finalized
- October 24, 2023 - November 1, 2023 – Data collection completed
- November 2023 – Survey results presented

Survey Purpose

The purpose of the study is to collect data to determine levels of support and opposition to multiple aspects of both Thompson Park in Watertown and Zoo New York.

Specifically, the following items were included in the study:

- Visitation and future improvements to Thompson Park
- Visitation to Zoo New York
- Appreciation for Zoo New York
- Familiarity with Zoo New York
- Potential Future Funding for Zoo New York

Survey Methodology

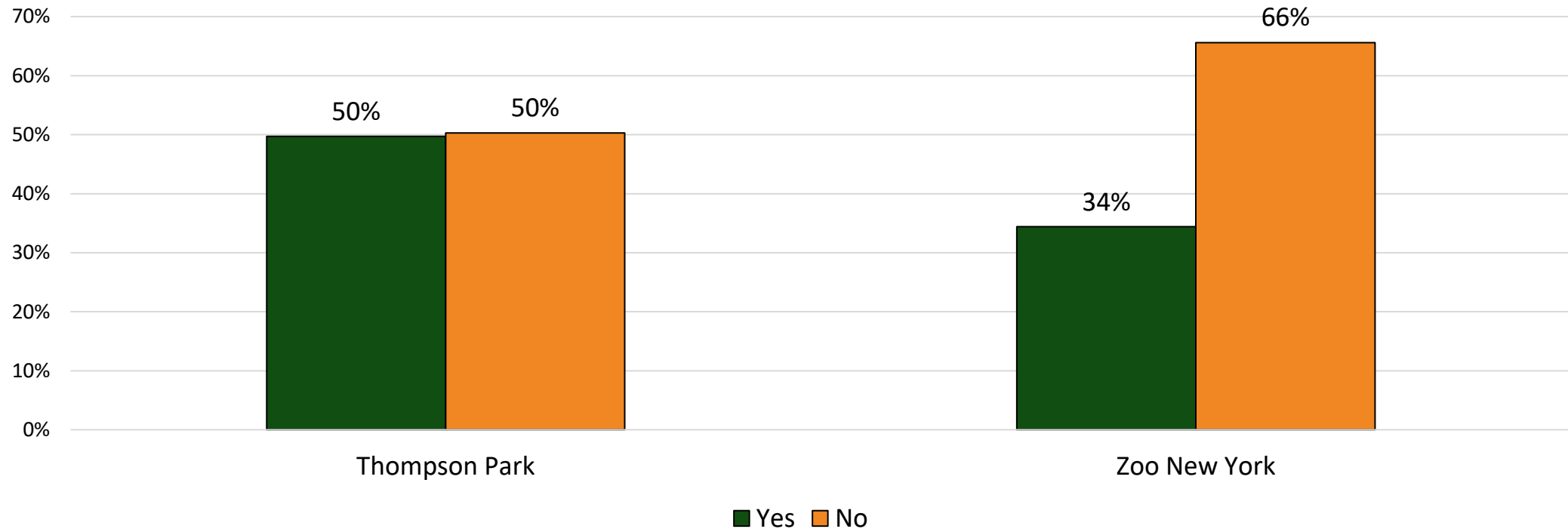
(How was the survey completed)

- Dates of Data Collection: October 24 - November 1, 2023
- Sample Sizes and Margins of Error:
 - 571 Jefferson County adult residents (Margin of Error $\approx 4\frac{1}{2}\%$)
 - 154 City of Watertown adult residents (Margin of Error $\approx 9\%$)
 - 407 non-City of Watertown adult residents (Margin of Error $\approx 5\frac{1}{2}\%$)
- Sampling Modalities:
 - Live telephone interviews
 - Email invitations to complete online
 - Intercept sampling
- Weighting & Calibration Procedures:
 - Weighted by gender, age, educational attainment, race/ethnicity, and military affiliation, and household composition
 - Calibration: Data was calibrated for sampling modality
 - Weights were trimmed, resulting with a study Design Effect of 1.93



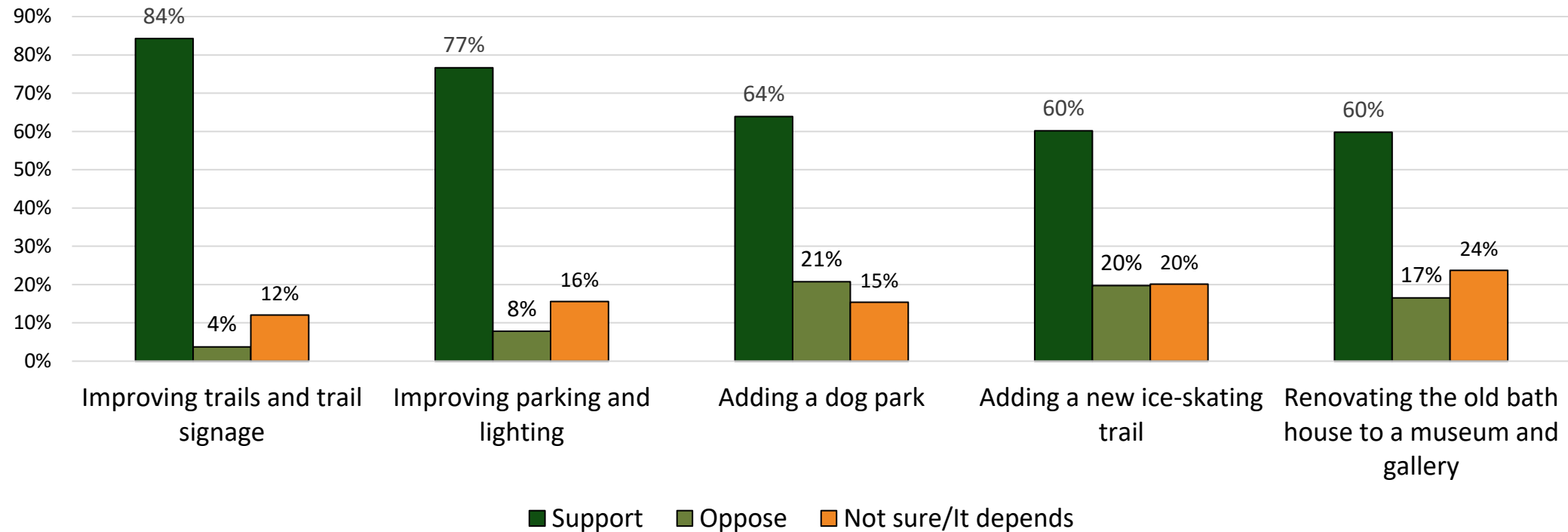
Thompson Park and Zoo NY Visitation

Thompson Park and Zoo NY Visitation in the past 12 months



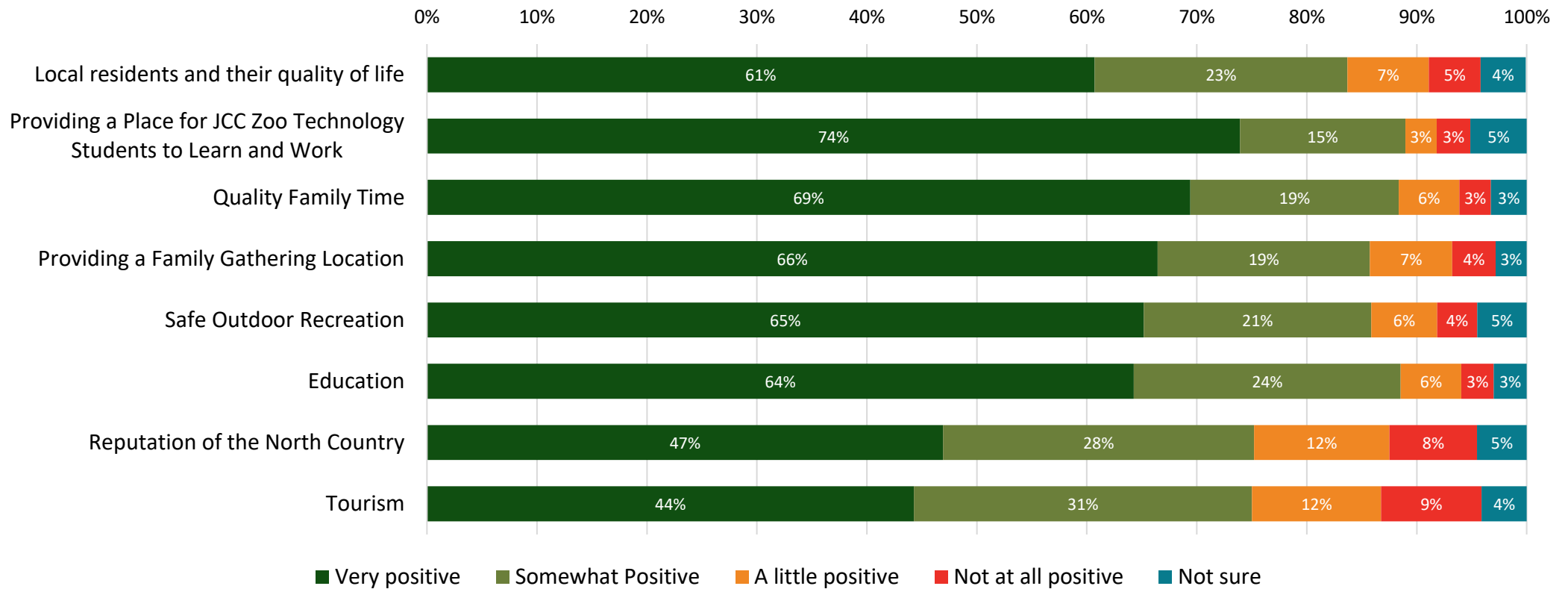
Thompson Park Improvements

Potential Thompson Park Improvements



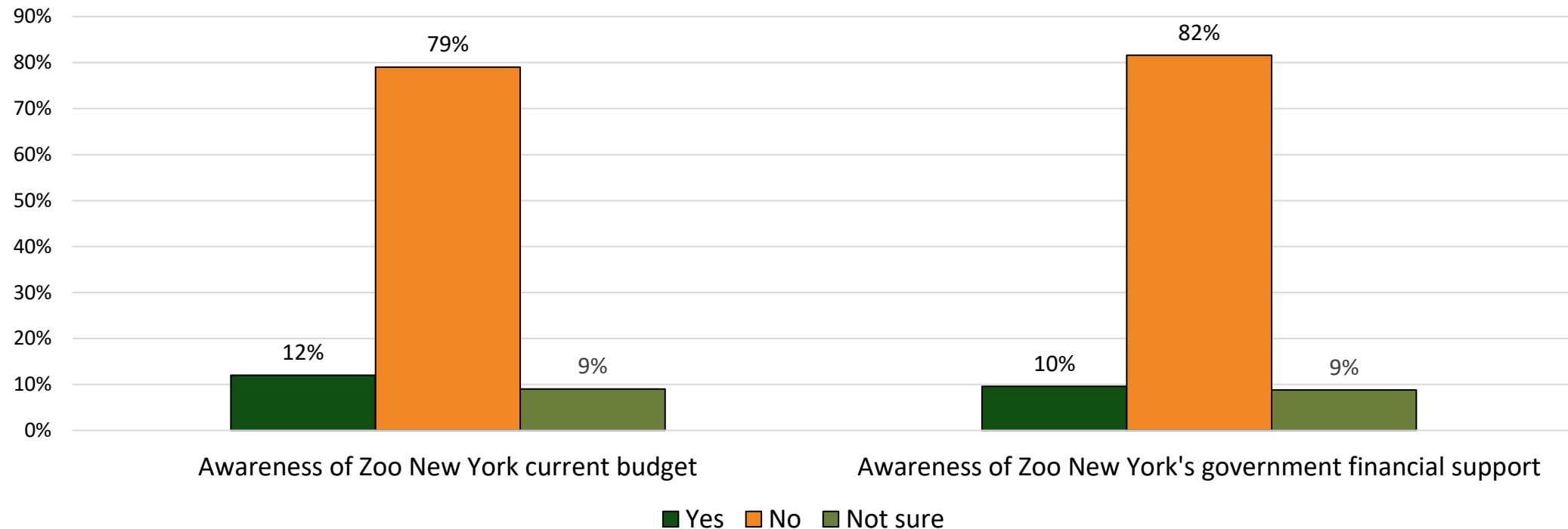
Perceived Importance of Zoo New York

Importance of Zoo New York to Local Residents



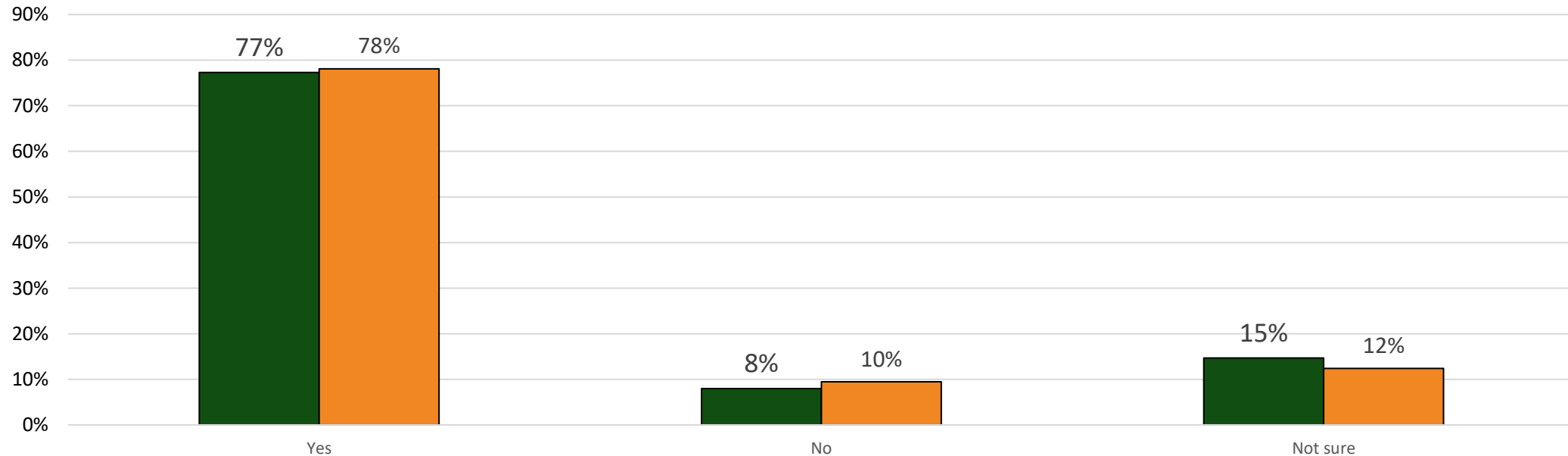
Awareness of Current Zoo New York Funding

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Opinions Concerning Increased Local Government Financial Support

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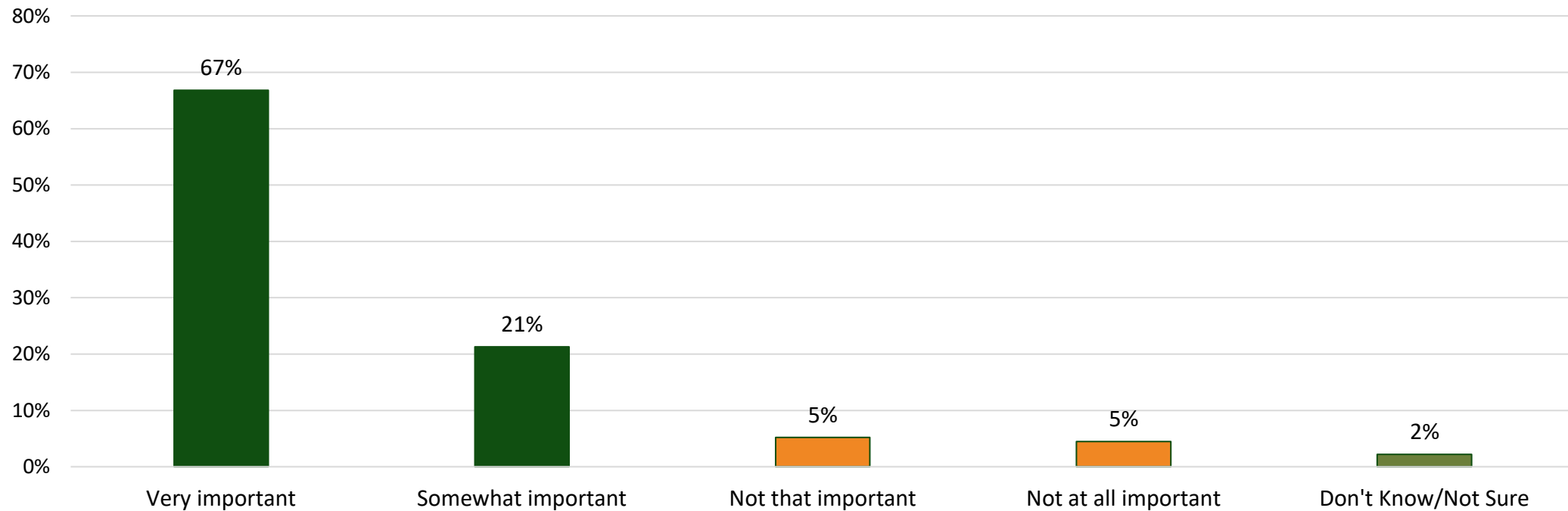


■ Do you support changing the amount of local government support that Zoo New York receives to an amount closer to the national average?

■ Do you think it is appropriate for Jefferson County to contribute more for the operating costs of this regional Zoo located in the County?

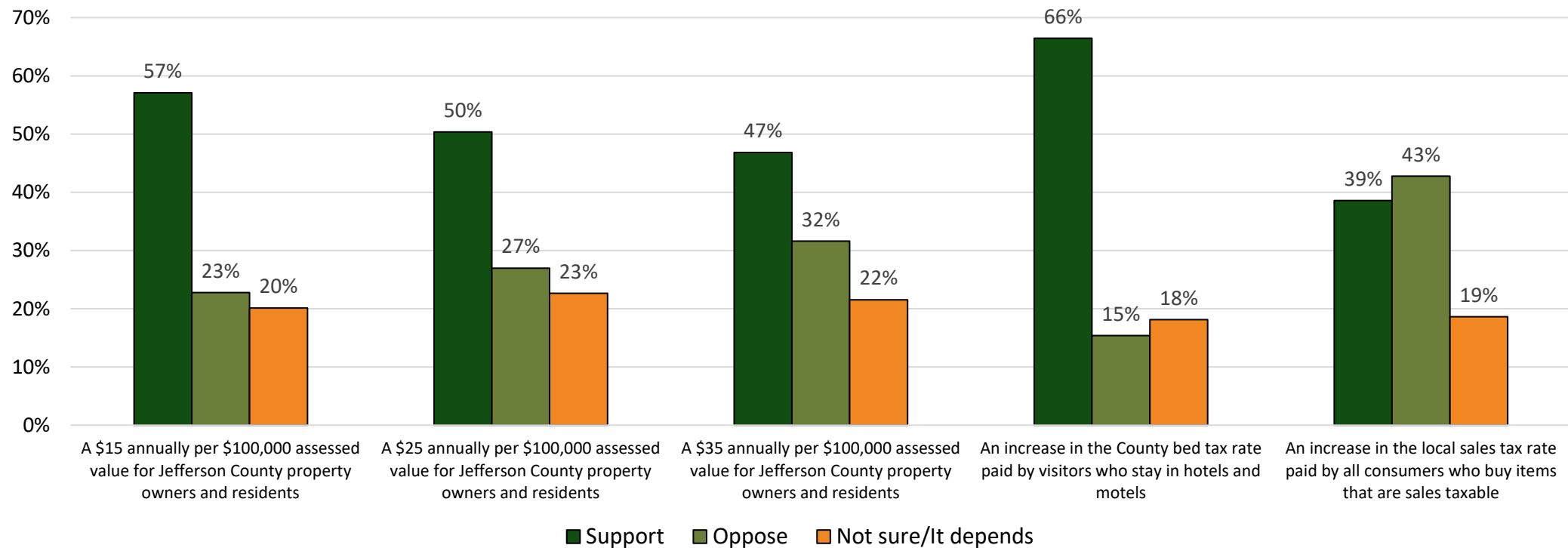
Perceived Importance of Finding a Sustainable Model to Fund the Zoo

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?

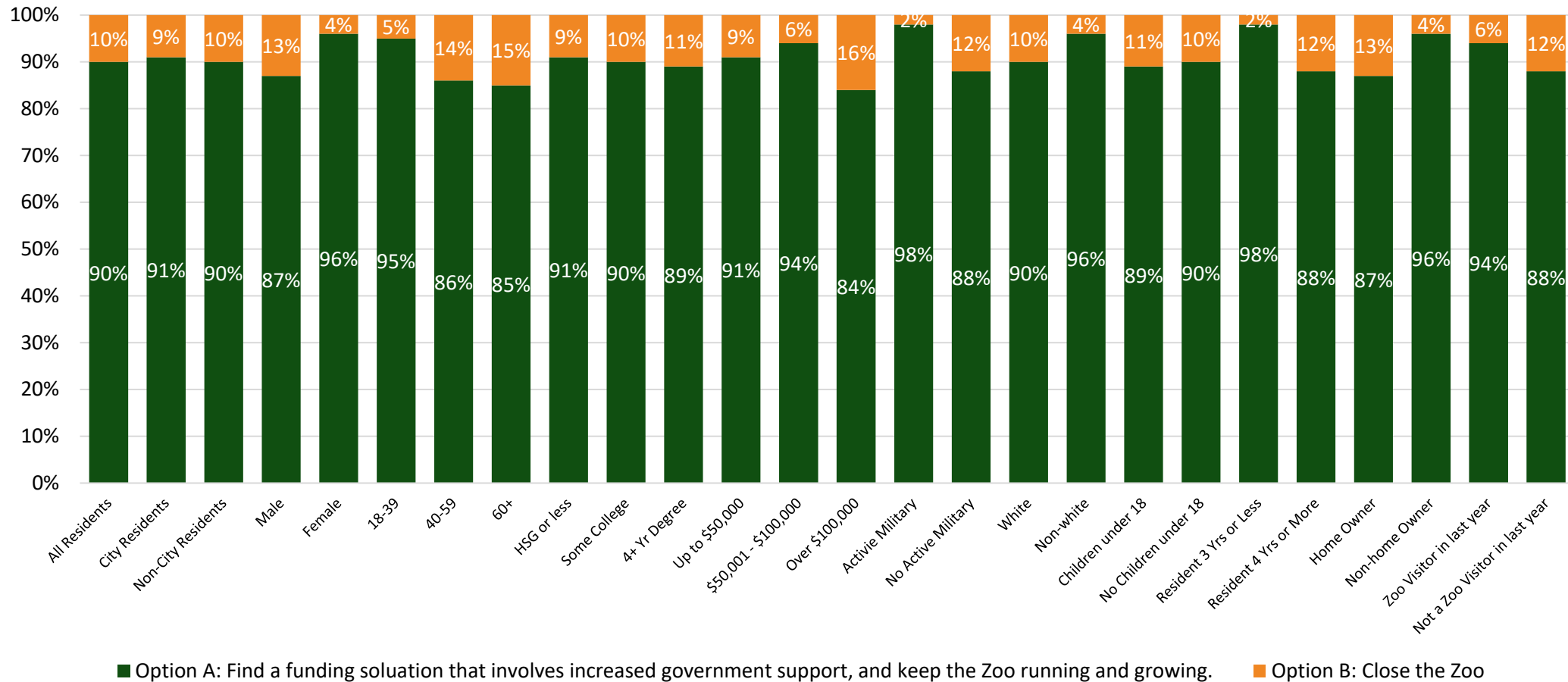


Support and Opposition for Potential Future Funding Methods for Zoo New York

Support or Opposition for Potential Sources of Funding for Zoo NY in the Future



Support for Two Potential Future Options





Additional Technical Questions

For additional statistical and technical questions and requests please feel free to contact us.

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