PERSONAL INTERVIEW STATISTICS
• Prospects .......................................................... 111
• Completed ......................................................... 46

MAIL/ONLINE SURVEY STATISTICS
• Prospects ......................................................... 5,980
• Completed ......................................................... 457

PRIORITY OF RESPONDENTS
• A new penguin, meerkat and red panda exhibit ...................... 8.8
• Renovated concession stand, admissions area, gift shop and restrooms ...................... 5.54
• A new black bear exhibit ........................................... 5.07

Overall Observations
• Respondents feel the zoo is an important piece of the community. It provides an enjoyable and affordable destination for local families while also attracting people from outside of the area.
• Participants appreciate that the zoo is not funded by taxpayers and is self-sustaining.
• The zoo’s board of directors is seen as forward thinking and always trying to evolve and improve the zoo.
• The overwhelming majority of respondents think penguins, meerkats and red pandas would be an exciting addition to the zoo.
• Those closest to the project see the need for the renovation of the concession stand and admissions area. The general public would rather see new animals and exhibits.
• Many respondents don’t think a new exhibit for black bears is necessary because the zoo already features a different species of bear.
• Many people mention the potential support of major oil companies, but there are no concrete relationships to leverage for donations.
• There are several other major campaigns going on in the community. Participants believe Terry Lincoln must be actively involved in the campaign in order to secure major funding.

STATISTICAL FINDINGS
• Percentage of those at least familiar with the proposed projects ................................ 29%
• Percentage in support of capital campaign ................................................................. 90%
  • Personal interviews ........................................................................................................ 94%
  • Mail and online surveys .................................................................................................. 90%
• Number of people who will serve as campaign leaders .................................................. 62
• People who have remembered the zoo in their estate plans ........................................... 21
• People interested in learning more about planned gifts .................................................. 72
• Percentage that will financially support a campaign ....................................................... 52%
  • Personal interviews ........................................................................................................ 83%
  • Mail and online surveys ................................................................................................. 49%
• Projected funds for a campaign ....................................................................................... TBD

Full planning study results will be disclosed during the board meeting on July 21, 2015.