



**Ambassador Animal Scientific Advisory Group
Research Priorities Survey Results 10/15/2021**

Survey Statistics:

Sample Size: 253

Completion Percentage: 78%

Primary Role:

Animal Care (45.54%)

Education (22.77%)

Other (22.28%)

Research (9.41%)

Committee Membership:

None of the above (70.79%)

AZA Ambassador Animal Scientific Advisory Group (12.87%)

AZA Animal Welfare Committee (9.41%)

AZA Research and Technology Committee (4.46%)

AZA Social Science Research and Evaluation Scientific Advisory Group (3.47%)

AZA Conservation Education Committee (2.97%)

Research Priorities:

1. Please select the five most important visitor outcomes to understand in relation to ambassador animal programs for the AZA Community?
 - i. Connectedness with wildlife (81.03%)
 - ii. Empathy towards wildlife (79.05%)
 - iii. Attitudes towards wildlife (66.40%)
 - iv. Perceptions of welfare (56.52%)
 - v. Understanding the importance of local wildlife (42.69%)

2. Please select the five most important research questions about ambassador animal visitor outcomes that should be answered for the AZA community?
 - i. How does allowing visitors to touch ambassador animals impact visitor outcomes? (60.61%)
 - ii. How do ambassador animal experiences impact visitor outcomes compared to animals in zoo or aquarium habitats? (58.87%)
 - iii. How does presentation style (off leash, on leash, in hand, on perch, in tank, etc.) impact visitor outcomes? (56.28%)
 - iv. How does the type of program (formal vs informal, group size, etc.) impact visitor outcomes? (36.36%)
 - v. How does species selection for ambassador animals impact visitor outcomes? (34.63%)

3. Please select the most important visitor outcome to be examined for each research question?
 - i. How does allowing visitors to touch ambassador animals impact visitor outcomes?
 - i. Connectedness with wildlife (42.56%)
 - ii. Empathy towards wildlife (20.51%)
 - iii. Affect (10.26%)
 - ii. How do ambassador animal experiences impact visitor outcomes compared to animals in zoo or aquarium habitats?
 - i. Connectedness with wildlife (36.41%)
 - ii. Perceptions of welfare (14.36%)
 - iii. Empathy towards wildlife (12.31%)
 - iii. How does presentation style (off leash, on leash, in hand, on perch, in tank, etc.) impact visitor outcomes?
 - i. Appropriateness as a pet (37.06%)
 - ii. Perceptions of welfare (31.47%)
 - iii. Attitudes towards wildlife (11.68%)
 - iv. How does the type of program (formal vs informal, group size, etc.) impact visitor outcomes?
 - i. Connectedness with wildlife (27.46%)
 - ii. Empathy towards wildlife (16.06%)
 - iii. Overall satisfaction (15.54%)
 - v. How does species selection for ambassador animals impact visitor outcomes?
 - i. Attitudes towards wildlife (16.49%)
 - ii. Connectedness with wildlife (15.98%)
 - iii. Understanding of biodiversity (15.46%)

4. Please select the five most important research questions related to ambassador animal welfare that should be answered for the AZA Community?
- i. How does handling and/or touching by visitors impact the welfare of ambassador animals? (58.42%)
 - ii. What are valid positive and negative indicators of animal welfare for all species of ambassador animals? (50.50%)
 - iii. Does the welfare of animals differ between animals used as ambassador animals compared to non-ambassador animals? (44.06%)
 - iv. How does providing animals a choice to participate in programs impact their welfare? (35.64%)
 - v. How does providing animals choice and control during a program impact their welfare? (33.17%)

Note. Percentages represent the percentage of survey participants that selected an individual item for that question. Total across items for some questions could be greater than 100% due to selecting a maximum of five responses for those questions. Top five research questions and top three outcomes for each priority research question are highlighted to narrow priorities for the ambassador animal community.