

Supplementary information

Example Survey administered at Fota Wildlife Park

What is your gender?

- a) male
- b) female
- c) other: _____

What is your age?

- a) under 18
- b) 18 or over

1) I consider myself knowledgeable about conservation issues?

- Strongly Agree
- Agree
- I'm not sure
- Disagree
- Strongly Disagree

2) Did you enjoy your visit to the Tropical House at Fota Wildlife Park?

- Strongly Agree
- Agree
- I'm not sure
- Disagree
- Strongly Disagree

3) What was your favourite animal?

4) Did you participate in a regulated animal encounter such as a keeper talk or touching an animal?

- a) yes
- b) no
- c) I don't know

5) What did you enjoy most about the visit to the Tropical House at Fota Wildlife Park?

6) What does biodiversity mean?

- a) variety of life on Earth
- b) changes in the climate
- c) types of animals in an area
- d) I don't know

7) The greatest biodiversity on Earth occurs in?

- a) the ocean
- b) deserts
- c) rainforests
- d) I don't know

8) What is the leading cause of deforestation?

- a) fire
- b) agriculture
- c) climate change
- d) I don't know

9) What is an example of an amphibian?

- a) a lizard
- b) a platypus
- c) a frog
- d) I don't know

10) Name one serious threat faced by the world's oceans?

* * *

11) Frogs are an important part of the environment:

- Strongly Agree
- Agree
- I'm not sure
- Disagree
- Strongly Disagree

12) Top predators like sharks and crocodiles do not need to be protected in the wild:

- Strongly Agree
- Agree
- I'm not sure
- Disagree
- Strongly Disagree

13) Snakes are scary:

- Strongly Agree
- Agree
- I'm not sure
- Disagree
- Strongly Disagree

14) Fish are boring:

- Strongly Agree
- Agree
- I'm not sure
- Disagree
- Strongly Disagree

15) I think amphibians are 'worth saving' in the wild:

- Strongly Agree
- Agree
- I'm not sure
- Disagree
- Strongly Disagree

16) I think reptiles are 'worth saving' in the wild:

- Strongly Agree
- Agree
- I'm not sure
- Disagree
- Strongly Disagree

17) I think fish are 'worth saving' in the wild:

- Strongly Agree
- Agree
- I'm not sure
- Disagree
- Strongly Disagree

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18) If you had €100 to donate to ONE animal welfare organisation, which animals would you be most likely to help, choose ONE answer only:

- a) Dogs and cats
 - b) Tigers, cheetahs and lions
 - c) Elephants and rhinoceroses
 - d) Dolphins and whales
 - e) Frogs, snakes and fish
- WHY?

19) Please list one action that you could take to help fish, amphibians or reptiles in the wild: