

Supplementary Material Table S2: The public's and directors' priority species

Public's Top 3 animals they hope to see when visiting a zoo or aquarium they haven't been to before (n=2820 votes cast)

Rank	Animal	% Votes
1	Lion	14.61
2	Elephant	11.31
3	Tiger	11.10
4	Giraffe	8.55
5	Monkey	8.51
6	Bear	4.89
7	Gorilla	3.94
8	Panda Giant	3.12
9	Zebra	2.20
10	Penguin	2.13
11	Bear Polar	2.02
12	Bird	1.84
13	Snake	1.56
14	Rhinoceros	1.42
15	Hippopotamus	1.35
16	Ape	1.03
17	Koala	0.99
18	Wolf	0.85
19	Cheetah	0.82
20	Fish	0.78
21	Dolphin	0.71
22	Kangaroo	0.71
23	Seal	0.67
24	Cat Big	0.53
25	Leopard	0.50
26	Otter	0.50
27	Tiger Bengal	0.50
28	Panther	0.46
29	Alligator	0.43
30	Reptile	0.43
31	Flamingo	0.39
32	Shark	0.39
33	Chimpanzee	0.35
34	Lion Sea	0.35
35	Cougar	0.32
36	Eagle	0.32
37	Leopard Snow	0.28
38	Primate	0.28
39	Sloth	0.28
40	Turtle	0.28
41	Bison	0.25
42	Meerkat	0.25
43	Orangutan	0.25
44	Owl	0.25

Director's Top 5 species most important for their guest experience (n=646 votes cast)

Rank	Animal	% Votes
1	Giraffe	9.91
2	Elephant	6.04
3	Tiger	4.33
4	Lion	4.18
5	Otter River	3.41
6	Panda Red	3.10
7	Penguin	2.94
8	Rhinoceros	2.79
9	Gorilla	2.63
10	Shark	2.01
11	Californian Sea Lion	2.01
12	Bear	1.70
13	Cat Big	1.70
14	Orangutan	1.70
15	Primate	1.70
16	Bird	1.55
17	Bear Polar	1.24
18	Cheetah	1.24
19	Alligator	1.08
20	Ape Great	2.17
21	Lion African	1.08
22	Reptile	1.08
23	Jellyfish	0.93
24	Turtle Sea	0.93
25	Zebra	0.93
26	Animals Domesticated	0.77
27	Bear Black	0.77
28	Cougar	0.77
29	Eagle Bald	0.77
30	Goat	0.77
31	Rhinoceros Black	0.77
32	Shark Sand Tiger	0.77
33	Camel Bactrian	0.62
34	Chimpanzee	0.62
35	Dragon Komodo	0.62
36	Leopard Snow	0.62
37	Monkey	0.62
38	Rhinoceros White	0.62
39	Stingray	0.62
40	Wolf Red	0.62
41	Bison	0.46
42	Dog Prairie	0.46
43	Dolphin	0.46
44	Fish Seahorse	0.46

45	Panda Red	0.25
46	Bird Exotic	0.21
47	Butterfly	0.21
48	Camel	0.21
49	Cat	0.21
50	Llama	0.21
51	Crocodile	0.18
52	Deer	0.18
53	Komodo Dragon	0.18
54	Peacock	0.18
55	Fox	0.14
56	Goat	0.14
57	Horse	0.14
58	Otter Sea	0.14
59	Parrot	0.14
60	Pig	0.14
61	Sheep	0.14
62	Alpaca	0.11
63	Bear Grizzly	0.11
64	Cat Wildcat	0.14
65	Cow	0.11
66	Jaguar	0.11
67	Python	0.11
68	Rhinoceros Black	0.11
69	Tapir	0.11
70	Tiger Amur	0.11
71	Whale	0.11
72	Anaconda	0.07
73	Antelope	0.07
74	Ape Great	0.07
75	Bat	0.07
76	Dog	0.07
77	Dragon Komodo	0.07
78	Hyena	0.07
79	Lizard	0.07
80	Ostrich	0.07
81	Panther Black	0.07
82	Raccoon	0.07
83	Stingray	0.07
84	Animals Domestic	0.04
85	Anoles	0.04
86	Anteater	0.04
87	Baboon	0.04
88	Badger	0.04
89	Binturong	0.04
90	Bird Native	0.04
91	Black Mamba	0.04
92	Blacktailed Deer	0.04

45	Gibbon	0.46
46	Hippopotamus	0.46
47	Jaguar	0.46
48	Meerkat	0.46
49	Penguin African	0.46
50	Ray	0.46
51	Rhinoceros Indian	0.46
52	Sloth	0.46
53	Tiger Amur	0.46
54	Wolf Gray	0.46
55	Wolf Mexican Gray	0.46
56	Bear Grizzly	0.31
57	Butterfly Tropical	0.31
58	Cetacean	0.31
59	Condor Andean	0.31
60	Dog African Wild	0.31
61	Elephant Asian	0.31
62	Felids	0.31
63	Fish Coral Reef	0.31
64	Flamingo	0.31
65	Frog	0.31
66	Goat Domestic	0.31
67	Salamander Hellbender	0.31
68	Aquatic Invertebrates	0.31
69	Kangaroo	0.31
70	Lemur	0.31
71	Leopard Amur	0.31
72	Moose	0.31
73	Moth	0.31
74	Penguin Magellanic	0.31
75	Seal	0.31
76	Seal Harbor	0.31
77	Tamarin	0.31
78	Turtle	0.31
79	Wolf	0.31
80	Antelope	0.15
81	Arachnid	0.15
82	Bear Sloth	0.15
83	Beetle	0.15
84	Bird Of Prey	0.15
85	Bongo	0.15
86	Budgerigar	0.15
87	Butterfly	0.15
88	Callitrichids	0.15
89	Carnivore Large	0.15
90	Cat	0.15
91	Cephalopods	0.15
92	Chicken Prairie	0.15

93	Buffalo Cape	0.04
94	Buffalo Water	0.04
95	Bull	0.04
96	Capybara	0.04
97	Cat Small	0.04
98	Chamois	0.04
99	Cobra	0.04
100	Cuttlefish	0.04
101	Devil Tasmanian	0.04
102	Donkey	0.04
103	Eagle African	0.04
104	Elephant African	0.04
105	Fish Seahorse	0.04
106	Fox Red	0.04
107	Gazelle	0.04
108	Giant Turtle	0.04
109	Gibbon	0.04
110	Gorilla Western Lowland	0.04
111	Ibex	0.04
112	Insects	0.04
113	Jelly Fish	0.04
114	Killer Whale	0.04
115	Kiwi	0.04
116	Koala Bear	0.04
117	Ladybird	0.04
118	Large Cats	0.04
119	Lemur	0.04
120	Lion Fish	0.04
121	Mammal	0.04
122	Mammals Native Nocturnal	0.04
123	Manatee	0.04
124	Marsupial	0.04
125	Monkey Howler	0.04
126	Moose	0.04
127	Mule	0.04
128	Octopus	0.04
129	Okapi	0.04
130	Pangolin	0.04
131	Parakeet	0.04
132	Platypus	0.04
133	Porpoise	0.04
134	Quail	0.04
135	Quoll	0.04
136	Rabbit	0.04
137	Raptor	0.04
138	Rhinoceros White	0.04
139	Scorpion	0.04
140	Shark Great White	0.04

93	Coral	0.15
94	Crocodile	0.15
95	Deer	0.15
96	Dolphin Indo-Pacific Bottlenose	0.15
97	Elephant African	0.15
98	Fish	0.15
99	Fish Large	0.15
100	Fish Pacu	0.15
101	Fish Saw	0.15
102	Fish Sea Dragon	0.15
103	Gibbon White Handed	0.15
104	Hippopotamus Pygmy	0.15
105	Hoofstock	0.15
106	Hummingbird	0.15
107	Hyena	0.15
108	Insects	0.15
109	Langur Francois	0.15
110	Lemur Brown	0.15
111	Lemur Collared Brown	0.15
112	Lemur Mongoose	0.15
113	Lemur Red Ruffed	0.15
114	Lemur Ring-Tailed	0.15
115	Leopard	0.15
116	Lesser Primates	0.15
117	Lorikeets	0.15
118	Macaw	0.15
119	Manatee	0.15
120	Marmoset	0.15
121	Monkey Capuchin White Face	0.15
122	Monkey Howler	0.15
123	Octopus	0.15
124	Okapi	0.15
125	Owl Screech	0.15
126	Parrot Thick Billed	0.15
127	Passerines	0.15
128	Peccary	0.15
129	Penguin Humboldt	0.15
130	Pig	0.15
131	Pinniped Endangered	0.15
132	Porcupine North American	0.15
133	Primate Nocturnal	0.15
134	Primate Small	0.15
135	Primates New World	0.15
136	Primates Old World	0.15
137	Python	0.15
138	Ray Eagle	0.15
139	Ray Manta	0.15
140	Rhinoceros Asian	0.15

141	Snail	0.04
142	Snake Large Constrictor	0.04
143	Spider	0.04
144	Toad	0.04
145	Toucan	0.04
146	Tuna	0.04
147	Turtle Sea	0.04
148	Vulture	0.04
149	Wombat	0.04

141	Seals/Sea Lions	0.15
142	Shark Bamboo	0.15
143	Shark Hammerhead	0.15
144	Shark Large	0.15
145	Shark Sandbar	0.15
146	Shark Zebra	0.15
147	Sheep	0.15
148	Siamang	0.15
149	Snake	0.15
150	Snake Diamondback Rattlesnake	0.15
151	Spoonbill Roseate	0.15
152	Squirrel Ground	0.15
153	Starfish	0.15
154	Stingray Atlantic	0.15
155	Swan Trumpeter	0.15
156	Teleosts	0.15
157	Tiger Sumatran	0.15
158	Tortoise Giant	0.15
159	Turtle Green Sea	0.15
160	Wallaby	0.15
161	Whale Beluga	0.15
162	Wolf Maned	0.15