

Supplemental Information Table S3: Top 100 lists for all surveyed populations

All Public (n=11,897 votes cast for top 100)			AZA Members (n=13,297 votes cast for top 100)		
Rank	Animal Name	% Votes	Rank	Animal Name	% Votes
1	Carnivora, Lion	6.94%	1	Artiodactyla, Giraffe	3.61%
2	Carnivora, Tiger	6.93%	2	Carnivora, Tiger	3.11%
3	Proboscidea, Elephant	6.55%	3	Primates, Gorilla	2.47%
4	Artiodactyla, Giraffe	4.93%	4	Carnivora, Bear Polar	2.46%
5	Primates, Monkey	4.77%	5	Carnivora, Lion	2.43%
6	Carnivora, Bear	3.27%	6	Primates, Orangutan	2.37%
7	Carnivora, Panda Giant	2.96%	7	Proboscidea, Elephant	2.26%
8	Perissodactyla, Zebra	2.91%	8	Perissodactyla, Zebra	2.15%
9	Carnivora, Bear Polar	2.74%	9	Invertebrate, Coral	2.05%
10	Cetacea, Dolphin	2.55%	10	Aves, Penguin	1.95%
11	Primates, Gorilla	2.46%	11	Primates, Lemur	1.87%
12	Chondrichthyes, Shark	2.38%	12	Carnivora, Panda Red	1.84%
13	Cetacea, Whale	2.19%	13	Chondrichthyes, Shark	1.77%
14	Artiodactyla, Hippopotamus	1.91%	14	Artiodactyla, Hippopotamus	1.67%
15	Aves, Pelican	1.70%	15	Carnivora, Bear	1.51%
16	Aves, Eagle Bald	1.69%	16	Carnivora, Leopard Snow	1.47%
17	Chelonia, Turtle	1.40%	17	Carnivora, Dog African Wild	1.44%
18	Carnivora, Seal	1.29%	18	Primates, Chimpanzee	1.39%
19	Carnivora, Cheetah	1.21%	19	Carnivora, Cheetah	1.38%
20	Crocodylia, Alligator	1.21%	20	Crocodylia, Crocodile	1.38%
21	Marsupialia, Koala	1.20%	21	Artiodactyla, Okapi	1.38%
22	Carnivora, Leopard	1.12%	22	Chelonia, Turtle Sea	1.33%
23	Invertebrate, Butterfly	1.05%	23	Xenarthra, Pangolin	1.27%
24	Aves, Penguin	1.03%	24	Xenarthra, Sloth	1.25%
25	Carnivora, Dog Domestic	0.93%	25	Carnivora, Jaguar	1.25%
26	Marsupialia, Kangaroo	0.93%	26	Marsupialia, Koala	1.22%
27	Primates, Ape	0.89%	27	Xenarthra, Anteater	1.20%
28	Carnivora, Otter	0.87%	28	Squamata, Dragon Komodo	1.20%
29	Perissodactyla, Horse	0.86%	29	Aves, Flamingo	1.16%
30	Carnivora, Wolf Gray	0.85%	30	Carnivora, Sea Lion	1.11%
31	Carnivora, Puma	0.84%	31	Perissodactyla, Tapir	1.09%
32	Artiodactyla, Deer	0.82%	32	Carnivora, Wolf	1.04%
33	Aves, Flamingo	0.81%	33	Aves, Vulture	1.02%
34	Xenarthra, Sloth	0.77%	34	Invertebrate, Butterfly	0.98%
35	Sirenia, Manatee	0.75%	35	Carnivora, Otter	0.97%
36	Crocodylia, Crocodile	0.74%	36	Artiodactyla, Bison	0.96%
37	Invertebrate, Octopus	0.74%	37	Primates, Gibbon	0.94%
38	Primates, Chimpanzee	0.74%	38	Carnivora, Leopard	0.93%
39	Primates, Orangutan	0.69%	39	Crocodylia, Alligator	0.91%
40	Artiodactyla, Camel	0.64%	40	Marsupialia, Kangaroo	0.88%
41	Chondrichthyes, Stingray	0.61%	41	Carnivora, Hyena	0.83%
42	Primates, Lemur	0.56%	42	Artiodactyla, Bongo	0.83%
43	Carnivora, Sea Lion	0.55%	43	Aves, Ostrich	0.81%

44	Carnivora, Leopard Snow	0.54%	44	Aves, Hornbill	0.81%
45	Chelonia, Turtle Sea	0.54%	45	Proboscidea, Elephant Asian	0.80%
46	Artiodactyla, Bison	0.50%	46	Proboscidea, Elephant African	0.78%
47	Artiodactyla, Goat	0.50%	47	Invertebrate, Octopus	0.77%
48	Carnivora, Bear Grizzly	0.50%	48	Carnivora, Meerkat	0.77%
49	Carnivora, Fox	0.50%	49	Carnivora, Puma	0.75%
50	Reptilia, Reptile	0.49%	50	Aves, Crane	0.74%
51	Invertebrate, Coral	0.48%	51	Chelonia, Tortoise Galapagos	0.74%
52	Artiodactyla, Sheep	0.47%	52	Carnivora, Panda Giant	0.74%
53	Aves, Ostrich	0.47%	53	Chelonia, Tortoise	0.74%
54	Carnivora, Jaguar	0.47%	54	Primates, Bonobo	0.74%
55	Aves, Peafowl	0.46%	55	Carnivora, Leopard Amur	0.74%
56	Invertebrate, Bee	0.46%	56	Cetacea, Dolphin	0.71%
57	Cetacea, Whale Killer	0.45%	57	Perissodactyla, Rhinoceros Black	0.71%
58	Squamata, Lizard	0.45%	58	Carnivora, Walrus	0.69%
59	Artiodactyla, Deer Moose	0.43%	59	Sirenia, Manatee	0.68%
60	Artiodactyla, Pig	0.42%	60	Primates, Ape Great	0.68%
61	Pisces, Fish Seahorse	0.42%	61	Chelonia, Turtle	0.67%
62	Carnivora, Panda Red	0.41%	62	Aves, Macaw	0.65%
63	Aves, Hawk	0.37%	63	Amphibia, Frog Poison Dart	0.65%
64	Carnivora, Coyote	0.37%	64	Carnivora, Seal	0.65%
65	Aves, Chicken	0.36%	65	Aves, Eagle Bald	0.64%
66	Artiodactyla, Elk	0.34%	66	Perissodactyla, Rhinoceros White	0.64%
67	Artiodactyla, Gazelle	0.34%	67	Carnivora, Otter Sea	0.63%
68	Carnivora, Hyena	0.33%	68	Primates, Tamarin	0.62%
69	Invertebrate, Butterfly Monarch	0.33%	69	Rodentia, Capybara	0.61%
70	Carnivora, Meerkat	0.32%	70	Aves, Ratite Cassowary	0.60%
71	Invertebrate, Starfish	0.32%	71	Carnivora, Leopard Clouded	0.59%
72	Pisces, Fish Clown	0.32%	72	Artiodactyla, Warthog	0.58%
73	Artiodactyla, Antelope	0.31%	73	Carnivora, Wolf Maned	0.58%
74	Chelonia, Tortoise	0.31%	74	Carnivora, Fossa	0.57%
75	Chiroptera, Bat	0.31%	75	Carnivora, Panda	0.57%
76	Carnivora, Bear Black	0.30%	76	Aves, Toucan	0.56%
77	Aves, Bird Rainforest	0.29%	77	Marsupialia, Devil Tasmanian	0.56%
78	Carnivora, Walrus	0.29%	78	Artiodactyla, Moose	0.56%
79	Rodentia, Beaver	0.29%	79	Aves, Eagle	0.56%
80	Aves, Toucan	0.29%	80	Carnivora, Bear Sloth	0.56%
81	Aves, Hummingbird	0.25%	81	Carnivora, Bear Black	0.55%
82	Carnivora, Raccoon	0.25%	82	Carnivora, Bear Sun	0.55%
83	Chondrichthyes, Shark Great White	0.25%	83	Carnivora, Ferret Black Footed	0.55%
84	Artiodactyla, Llama	0.24%	84	Monotremata, Platypus	0.54%
85	Pisces, Fish Eel	0.24%	85	Pisces, Fish Seahorse	0.53%
86	Xenarthra, Anteater	0.24%	86	Artiodactyla, Antelope	0.51%
87	Perissodactyla, Donkey	0.22%	87	Chondrichthyes, Ray	0.50%
88	Aves, Emu	0.21%	88	Marsupialia, Wombat	0.50%
89	Monotremata, Platypus	0.21%	89	Carnivora, Wolf Red	0.49%

90	Perissodactyla, Rhinoceros White	0.21%	90	Squamata, Lizard	0.48%
91	Aves, Duck	0.20%	91	Carnivora, Otter River	0.47%
92	Carnivora, Bear Brown	0.20%	92	Aves, Condor California	0.47%
93	Rodentia, Dog Prairie	0.20%	93	Cetacea, Whale Beluga	0.47%
94	Proboscidea, Elephant African	0.19%	94	Perissodactyla, Rhinoceros Indian	0.47%
95	Carnivora, Binturong	0.19%	95	Invertebrate, Bee	0.46%
96	Carnivora, Otter Sea	0.19%	96	Artiodactyla, Hog Red River	0.46%
97	Carnivora, Tiger Amur	0.19%	97	Amphibia, Salamander	0.45%
98	Invertebrate, Lobster	0.18%	98	Amphibia, Hellbender	0.45%
99	Cetacea, Whale Blue	0.18%	99	Carnivora, Lion African	0.45%
100	Pisces, Fish Tuna	0.18%	100	Marsupialia, Kangaroo Tree Matschie's	0.45%
			101	Primates, Siamang	0.45%

AZA Directors (n=1,915 votes cast for top 100)			All Surveys Combined (n=25,603 votes cast for top 100)		
Rank	Animal Name	% Votes	Rank	Animal Name	% Votes
1	Artiodactyla, Giraffe	3.45%	1	Carnivora, Tiger	5.01%
2	Carnivora, Lion	2.77%	2	Carnivora, Lion	4.69%
3	Proboscidea, Elephant	2.77%	4	Proboscidea, Elephant	4.42%
4	Carnivora, Tiger	2.30%	3	Artiodactyla, Giraffe	4.42%
5	Aves, Penguin	2.19%	5	Carnivora, Bear Polar	2.66%
6	Primates, Gorilla	1.98%	6	Perissodactyla, Zebra	2.62%
7	Perissodactyla, Zebra	1.98%	7	Primates, Gorilla	2.58%
8	Chondrichthyes, Shark	1.93%	8	Carnivora, Bear	2.39%
9	Artiodactyla, Hippopotamus	1.93%	9	Primates, Monkey	2.38%
10	Carnivora, Panda Red	1.72%	10	Chondrichthyes, Shark	2.17%
11	Carnivora, Jaguar	1.57%	11	Artiodactyla, Hippopotamus	1.90%
12	Carnivora, Bear Polar	1.51%	12	Carnivora, Panda Giant	1.80%
13	Primates, Chimpanzee	1.51%	13	Aves, Penguin	1.65%
14	Carnivora, Cheetah	1.51%	14	Primates, Orangutan	1.65%
15	Invertebrate, Coral	1.41%	15	Cetacea, Dolphin	1.60%
16	Marsupialia, Koala	1.36%	16	Carnivora, Cheetah	1.39%
17	Primates, Orangutan	1.31%	17	Invertebrate, Coral	1.39%
18	Artiodactyla, Okapi	1.31%	18	Primates, Lemur	1.31%
19	Carnivora, Otter River	1.31%	19	Marsupialia, Koala	1.29%
20	Aves, Flamingo	1.25%	20	Carnivora, Panda Red	1.27%
21	Carnivora, Dog African Wild	1.20%	22	Cetacea, Whale	1.21%
22	Xenarthra, Sloth	1.20%	21	Primates, Chimpanzee	1.18%
23	Artiodactyla, Bison	1.15%	23	Aves, Eagle Bald	1.17%
24	Primates, Lemur	1.10%	24	Crocodylia, Crocodile	1.11%
25	Carnivora, Bear	1.10%	25	Crocodylia, Alligator	1.10%
26	Carnivora, Leopard Snow	1.10%	26	Carnivora, Leopard Snow	1.10%
27	Chelonia, Turtle Sea	1.10%	27	Xenarthra, Sloth	1.10%
28	Perissodactyla, Tapir	1.10%	28	Aves, Flamingo	1.07%
29	Pisces, Fish Seahorse	1.10%	29	Carnivora, Leopard	1.07%
30	Carnivora, Sea Lion	1.04%	30	Invertebrate, Butterfly	1.05%

31	Squamata, Dragon Komodo	0.99%	31	Chelonia, Turtle	1.03%
32	Primates, Gibbon	0.99%	32	Chelonia, Turtle Sea	1.02%
33	Invertebrate, Octopus	0.99%	33	Carnivora, Jaguar	0.98%
34	Aves, Crane	0.99%	34	Aves, Pelican	0.98%
35	Rodentia, Capybara	0.99%	35	Carnivora, Seal	0.97%
36	Primates, New World	0.99%	36	Carnivora, Otter	0.96%
37	Aves, Hornbill	0.94%	37	Marsupialia, Kangaroo	0.95%
38	Primates, Ape Great	0.94%	38	Carnivora, Sea Lion	0.91%
39	Aves, Raptor	0.94%	39	Carnivora, Dog African Wild	0.88%
40	Carnivora, Leopard	0.89%	40	Artiodactyla, Okapi	0.87%
41	Crocodylia, Alligator	0.89%	41	Carnivora, Puma	0.83%
42	Aves, Vulture	0.84%	42	Artiodactyla, Bison	0.82%
43	Proboscidea, Elephant African	0.84%	43	Invertebrate, Octopus	0.82%
44	Chiroptera, Bat	0.84%	44	Xenarthra, Anteater	0.78%
45	Invertebrate, Butterfly	0.78%	45	Squamata, Dragon Komodo	0.75%
46	Marsupialia, Kangaroo	0.78%	46	Sirenia, Manatee	0.75%
47	Carnivora, Hyena	0.78%	47	Xenarthra, Pangolin	0.74%
48	Artiodactyla, Bongo	0.78%	48	Perissodactyla, Tapir	0.70%
49	Carnivora, Meerkat	0.78%	49	Aves, Ostrich	0.69%
50	Aves, Toucan	0.78%	50	Carnivora, Hyena	0.64%
51	Amphibia, Frog Poison Dart	0.73%	51	Aves, Vulture	0.62%
52	Aves, Eagle Bald	0.73%	52	Carnivora, Meerkat	0.61%
53	Artiodactyla, Warthog	0.73%	53	Carnivora, Wolf Gray	0.60%
54	Carnivora, Bear Grizzly	0.73%	55	Primates, Ape	0.58%
55	Primates, Old World	0.73%	54	Primates, Gibbon	0.58%
56	Chondrichthyes, Ray	0.68%	57	Artiodactyla, Camel	0.57%
57	Aves, Kookaburra	0.68%	56	Chelonia, Tortoise	0.57%
58	Xenarthra, Pangolin	0.63%	58	Proboscidea, Elephant African	0.56%
59	Carnivora, Otter	0.63%	59	Pisces, Fish Seahorse	0.55%
60	Aves, Ostrich	0.63%	60	Carnivora, Wolf	0.54%
61	Proboscidea, Elephant Asian	0.63%	62	Artiodactyla, Deer	0.53%
62	Carnivora, Puma	0.63%	61	Proboscidea, Elephant Asian	0.53%
63	Chelonia, Tortoise Galapagos	0.63%	63	Carnivora, Walrus	0.53%
64	Cetacea, Dolphin	0.63%	64	Aves, Hornbill	0.50%
65	Sirenia, Manatee	0.63%	65	Artiodactyla, Bongo	0.49%
66	Perissodactyla, Rhinoceros White	0.63%	66	Aves, Crane	0.49%
67	Artiodactyla, Camel	0.63%	67	Carnivora, Bear Grizzly	0.49%
68	Artiodactyla, Takin	0.63%	68	Squamata, Lizard	0.48%
69	Squamata, Rattlesnake	0.63%	69	Aves, Toucan	0.48%
70	Carnivora, Binturong	0.63%	79	Chondrichthyes, Stingray	0.48%
71	Primates, Orangutan Sumatran	0.63%	72	Invertebrate, Bee	0.48%
72	Artiodactyla, Duiker Zebra	0.63%	70	Perissodactyla, Rhinoceros Black	0.48%
73	Crocodylia, Crocodile	0.57%	71	Perissodactyla, Rhinoceros White	0.48%
74	Carnivora, Panda Giant	0.57%	73	Primates, Ape Great	0.46%
75	Artiodactyla, Antelope	0.57%	74	Carnivora, Dog Domestic	0.46%
76	Rodentia, Porcupine	0.57%	76	Artiodactyla, Antelope	0.45%

77	Xenarthra, Armadillo	0.57%		75	Chelonia, Tortoise Galapagos	0.45%
78	Chelonia, Tortoise Large	0.57%		77	Aves, Macaw	0.45%
79	Xenarthra, Anteater	0.52%		78	Perissodactyla, Horse	0.45%
80	Chelonia, Tortoise	0.52%		80	Carnivora, Bear Black	0.44%
81	Perissodactyla, Rhinoceros Black	0.52%		81	Chiroptera, Bat	0.44%
82	Primates, Tamarin	0.52%		89	Reptilia, Reptile	0.44%
83	Carnivora, Panda	0.52%		82	Primates, Bonobo	0.43%
84	Carnivora, Bear Sloth	0.52%		83	Carnivora, Otter Sea	0.43%
85	Carnivora, Ferret Black Footed	0.52%		84	Carnivora, Fox	0.43%
86	Aves, Stork	0.52%		86	Amphibia, Frog Poison Dart	0.42%
87	Xenarthra, Anteater Giant	0.52%		85	Carnivora, Leopard Amur	0.42%
88	Aves, Macaw	0.47%		87	Rodentia, Capybara	0.42%
89	Carnivora, Seal	0.47%		88	Cetacea, Whale Killer	0.41%
90	Carnivora, Leopard Clouded	0.47%		90	Monotremata, Platypus	0.40%
91	Aves, Condor California	0.47%		91	Artiodactyla, Warthog	0.38%
92	Artiodactyla, Hog Red River	0.47%		93	Carnivora, Otter River	0.37%
93	Primates, Siamang	0.47%		92	Primates, Tamarin	0.37%
94	Carnivora, Cat Small	0.47%		94	Artiodactyla, Gazelle	0.36%
95	Carnivora, Wolf Gray	0.47%		95	Carnivora, Leopard Clouded	0.36%
96	Primates, Marmoset	0.47%		96	Chondrichthyes, Ray	0.36%
97	Primates, Lemur Ring-Tailed	0.47%		98	Aves, Bird Rainforest	0.35%
98	Primates, Mandrill	0.47%		97	Carnivora, Ferret Black Footed	0.35%
99	Carnivora, Walrus	0.42%		99	Carnivora, Wolf Maned	0.34%
100	Chelonia, Turtle	0.42%		100	Aves, Ratite Cassowary	0.34%
101	Carnivora, Wolf Red	0.42%				
102	Carnivora, Ocelot	0.42%				
103	Carnivora, Tiger Amur	0.42%				
104	Perissodactyla, Horse Przewalski	0.42%				
105	Carnivora, Serval	0.42%				
106	Reptilia, Reptile	0.42%				
107	Chondrichthyes, Stingray	0.42%				
108	Cetacea, Whale	0.42%				
109	Squamata, Boa Constrictor	0.42%				
110	Chelonia, Turtle Freshwater	0.42%				
111	Crocodylia, Crocodylia	0.42%				
112	Aves, Hornbill Ground	0.42%				
113	Artiodactyla, Deer Moose	0.42%				