

Supplementary Material Table S1: Survey questions and audience surveyed

- **AZA Online Public Survey, Saint Louis Zoo Online Public Survey, AZA Member Online Survey and AZA Director Online Survey:** The primary role(s) for zoos and aquariums in our society should be (Pick up to three):
 - Reintroducing animals to the wild
 - Educating the public about conservation
 - Conducting scientific research to benefit animals
 - Providing a safe, high quality recreational experience
 - Educating the public about the biology of animals
 - Contributing to conservation of animals in the wild
 - Maintaining healthy populations of animals in human care
 - Helping people create emotional connections to animals
 - Other
- **AZA Online Public Survey:** If you were designing a zoo or aquarium, what three kinds of animals would you want your facility to place the most attention on having? Pick up to three:
 - Endangered animals the public knows and loves
 - Endangered animals the public probably knows little about
 - Non-endangered animals that are popular with guests due to their appearance, behavior, charisma or other characteristics
 - Endangered animals that are shy, inactive, or hard to see
 - Species of animals found in the local area (endangered or not).
 - Animals that are rescued from the wild due to injury or direct conflict with humans (e.g., “nuisance bears”).
 - None of the above
- **Saint Louis Zoo Online Public Survey:** If you were designing a zoo or aquarium, please indicate what percentage of each kind of animal you would have in your zoo/aquarium. Make sure your percentages add up to 100.
 - Endangered animals the public knows and loves
 - Endangered animals the public probably knows little about
 - Non-endangered animals that are popular with guests due to their appearance, behavior, charisma or other characteristics
 - Endangered animals that are shy, inactive, or hard to see
 - Species of animals found in the local area (endangered or not).
 - Animals that are rescued from the wild due to injury or direct conflict with humans (e.g., “nuisance bears”, injured hawks).
 - None of the above
- **AZA Member Online Survey:** If you were designing a zoo or aquarium, please indicate what percentage of each kind of animal you would have in your zoo/aquarium. Please be sure your percentages add up to 100.
 - Endangered animals the public knows and loves
 - Endangered animals the public probably knows little about
 - Non-endangered animals that are popular with guests due to their appearance, behavior, charisma or other characteristics
 - Endangered animals that are reclusive
 - Species of animals found in the local area (endangered or not).
 - Animals that are rescued from the wild due to injury or direct conflict with humans (e.g., “nuisance bears”, injured hawks).
 - Non-endangered animals the public probably knows little about
 - Animals confiscated from the illegal wildlife trade or confiscated from private individuals

- None of the above
- **AZA Director Online Survey:** If you were to re-design your facility's animal collection, please indicate what percentage of each kind of animal you would have in your zoo/aquarium. Please be sure your percentages add to 100.
 - Endangered animals the public knows and loves
 - Endangered animals the public probably knows little about
 - Non-endangered animals that are popular with guests due to their appearance, behavior, charisma or other characteristics
 - Endangered animals that are reclusive
 - Species of animals found in the local area (endangered or not).
 - Animals that are rescued from the wild due to injury or direct conflict with humans (e.g., "nuisance bears", injured hawks).
 - Non-endangered animals the public probably knows little about
 - Animals confiscated from the illegal wildlife trade or confiscated from private individuals
 - None of the above
- **AZA Director Online Survey:** What are the five most important species for your guest experience?
- **AZA Online Public Survey:** When you visit a zoo/aquarium you've never been to before, what are the top three animals you hope to see?
- **AZA Online Public Survey, Saint Louis Zoo Online Public Survey:** *Italicized text refers to language for this question that varied across the public vs. AZA member and director surveys:*
 - In the following survey you'll be asked your opinion about the species of animals zoos and aquariums should strive to maintain populations of for the future. You can base your choices on whatever criteria you like (e.g., their conservation status, how attractive they are, how important they are ecologically). You don't have to defend or explain your choices. You can list up to 50 species. You can use common names or scientific names. Please only consider currently living species (no dinosaurs, sorry!). If you don't know the name of a particular species, but you think a member of a similar group of animals should be maintained, you can provide a "group answer". For example, you could say "a South American monkey," "a rainforest bird," "a coral reef fish," or "2 species of butterflies. Think of zoo and aquarium *visitors* one hundred years from now, what species of animals that exist today would *you hope zoos and aquariums could maintain so that visitors in the future will be able to see them when they visit a zoo or aquarium?*"
- **AZA Member Online Survey:**
 - *Zoos and aquariums have historically based their individual missions around four goals: recreation, conservation, education and research.* In the following survey you'll be asked your opinion about the species of animals zoos and aquariums should strive to maintain populations of for the future. You can base your choices on whatever criteria you like (e.g., their conservation status, how attractive they are, how important they are ecologically). You don't have to defend or explain your choices. You can list up to 50 species. You can use common names or scientific names. Please only consider currently living species (no dinosaurs, sorry!). If you don't know the name of a particular species, but you think a member of a similar group of animals should be maintained, you can provide a "group answer". For example, you could say "a South American monkey," "a rainforest bird," "a coral reef fish," or "2 species of butterflies. Think of zoos and aquariums one hundred years from now, what species of animals that exist today *would you say zoos and aquariums should maintain healthy, robust populations of for the future?*"
- **AZA Director Online Survey:**
 - *Zoos and aquariums have historically based their individual missions around four goals: recreation, conservation, education and research.* In the following survey you'll be asked your opinion about the species of animals zoos and aquariums should strive to maintain populations of for the future. You can base your choices on whatever criteria you like (e.g., their conservation status, how attractive

they are, how important they are ecologically). You don't have to defend or explain your choices. You can list up to 50 species. You can use common names or scientific names. Please only consider currently living species (no dinosaurs, sorry!). If you don't know the name of a particular species, but you think a member of a similar group of animals should be maintained, you can provide a "group answer". For example, you could say "a South American monkey," "a rainforest bird," "a coral reef fish," or "2 species of butterflies. Think of zoos and aquariums one hundred years from now, what species of animals that exist today *do you feel should be maintained so that zoos and aquariums in the future will be able to best deliver on their facilities' missions?*"