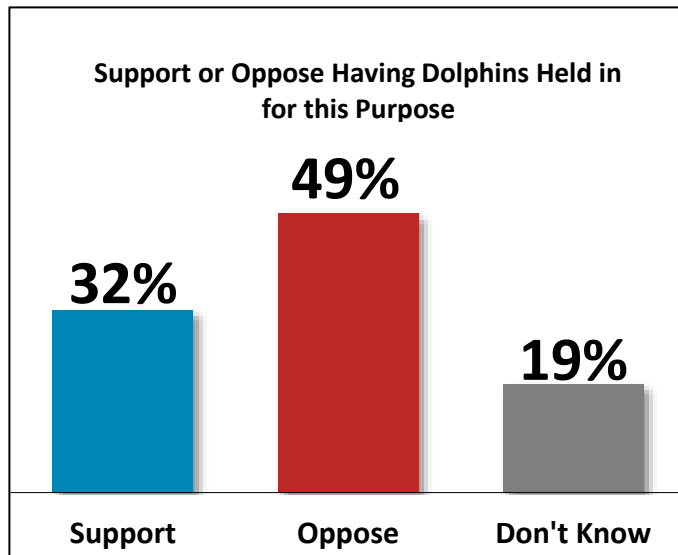


To: Interested Parties  
 From: Joshua Ulibarri, Lake Research Partners  
 Re: Most Arizonans Oppose Swim-with-the-Dolphins Captivity<sup>i</sup>  
 Date: October 31, 2016

A recent statewide survey in Arizona shows most adults oppose holding dolphins in dolphinariums so people can pay to swim with them. This survey comes on the heels of the construction of the Scottsdale Dolphinaris attraction and signals growing dissatisfaction among adults and consumers with these kinds of attractions.



Here are the key findings:

- By 17 points, adults in Arizona oppose holding dolphins the way the Scottsdale construction is currently designed.** Nearly half of adults (49%) oppose holding dolphins like this, including nearly a third who strongly oppose these tanks<sup>ii</sup>. In fact, as many adults strongly oppose this kind of confinement as those who support it in total (31% strongly oppose, 32% total support). Opposition extends across gender, with both women (55% oppose, 27% support) and men (42% oppose, 37% support) in opposition. Opposition is particularly strong among women, with more than a third (37%) strongly opposed. Both adults under age 55 (50% oppose, 34% support) and over age 55 (48% oppose, 31% support) oppose holding dolphins for swim-with-dolphin experiences. Perhaps most importantly, women ages 25 to 45, who influence family vacation and trip decisions, oppose these pay-to-swim attractions (50% opposed to 27% support, including 30% strongly opposed), sending a strong signal that the dolphinarium in Scottsdale may face a tough market.
- The public stands firm in opposition even when they hear a persuasive argument from proponents of the swim-with-the-dolphins attractions.** Balanced information, echoing what both sides have said about this pay-to-swim attraction,<sup>iii</sup> does not change the dynamics; adults in Arizona stand opposed to holding dolphins for these purposes. After receiving information from both sides of the issue, 50% of Arizonans say dolphins should not be held in captivity like

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this compared to just 35% who say dolphins should be held like this so people can swim with them. Women remain strong opponents (54% should not be held, compared to 32% should be held) while men hold in their overall opposition (45% should not be held, compared to 39% should be held). After hearing the arguments for and against, a majority of women ages 25 to 45 believe dolphins should not be held in captivity for these purposes (51% should not, 33% should), again further solidifying the notion that these women are unlikely to be persuaded to take their families to pay-to-swim events.

- 3. Finally, these pay to swim experiences are expensive, and those who can most afford to pay to swim with dolphins are the most opposed.** An average family of four would pay over \$600 for tickets alone, before parking and food. Adults in Arizona with higher incomes who may be able to afford such an expense are the most opposed to holding dolphins this way. A majority of adults living in households with annual incomes above \$65,000 oppose dolphins being held for this purpose (52% oppose, 30% support). Again, the data is clear – women who influence family entertainment activities and adults in higher-income households are the most dubious about holding dolphins in this way.

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<sup>i</sup> **Methodology:** Lake Research Partners designed this survey that was administered by Rocky Mountain Survey in an omnibus survey conducted by telephone using professional interviewers. The survey reached a total of 701 adults in Arizona. The survey was conducted October 5 – 9, 2016. All Rocky Mountain Survey interviews are conducted using Behavior Research Center's computer assisted telephone interviewing (CATI) system. The most advanced probability sampling techniques are employed in the selection of households for telephone interviewing. Behavior Research Center utilizes an unrestricted random sampling procedure that controls the amount of serial bias found in systematic sampling to generate its random-digit-dial sample. The sample is fully replicated and stratified by region. Only one interview is conducted per household. All sample numbers selected are subject to up to four attempts to complete an interview. The Rocky Mountain Survey landline-cell combined sample is a dual frame sampling design. This means that the sample is drawn from two independent non-overlapping sample frames—one for landlines and one for cell phones. Completed interviews were weighted by the following variables: age, gender, race, region, and income to ensure reliable and accurate representation of the total population, 18 years of age and older. The margin of error for the total sample is +/- 3.7%.

<sup>ii</sup> As you may know, there is new construction underway in Scottsdale, Arizona where people will be able to pay to swim with dolphins. In general, do you strongly support, somewhat support, somewhat oppose, or strongly oppose having dolphins held in tanks for this purpose?

<sup>iii</sup> Some/other people say dolphins should NOT be held in captivity for entertainment. The tanks are too small, dolphins are prone to injury and illness, and the public can get hurt, too. These programs are unethical and do not support education or conservation.

Some/other people say marine parks where people can swim with dolphins are run by experienced animal trainers who take good care of dolphins, including providing expensive veterinary care. These parks also expose families to the wonders of sea life.

Which side do you agree with the most?