

**Appendix 1.** Questions asked during study.

- Q1: Have you ever been employed by, or volunteered at, a zoo or exotic animal facility?  
Yes  
No
- Q2: How often do you visit a zoo or exotic animal park?  
Less than once per year  
1-2 times per year  
3-6 times per year  
Monthly  
Multiple times per month
- Q3: When was the last time you visited a zoo or exotic animal park?  
In the last week  
In the last month (4 weeks or less)  
2 or 3 months ago  
More than 3 months ago
- Q4: Do you have a membership to a zoo?  
Yes  
No
- Q5: Is the zoo you visit most often accredited by the Association of Zoos & Aquariums (AZA)?  
Yes  
No  
Unsure
- Q6: When you visit a zoo or exotic animal park, how often do you attend a show featuring live animals?  
Always  
Usually  
Sometimes  
Rarely  
Never
- Q7: When you visit a zoo or exotic animal park, how often do you visit an exhibit where you can freely interact with the animals (feed birds, touch or feed stingrays, etc.) and/or interact with an animal being presented by a handler?  
Always  
Usually  
Sometimes  
Rarely  
Never
- Q8: Have you personally participated in a cheetah encounter at a zoo or exotic animal park?  
Yes  
No
- Q9: Tell us what you already know about cheetahs:  
<open-ended>
- Q10: Please describe the main threat/s to cheetahs:  
<open-ended>
- Q11: In the image Cheetah1 (above), what is the word or phrase that you believe best describes how the cheetah in the picture feels?  
<open-ended>
- Q12: In the image Cheetah2 (above), what is the word or phrase that you believe best describes how the cheetah in the picture feels?  
<open-ended>
- Q13: In the image Cheetah3 (above), what is the word or phrase that you believe best describes how the cheetah in the picture feels?  
<open-ended>
- Q14: In the image Cheetah4 (above), what is the word or phrase that you believe best describes how the cheetah in the picture feels?  
<open-ended>
- Q15: Of the four cheetahs pictured above, which animal has the best welfare (quality of life) in the zoo?  
1  
2  
3  
4
- Q16: Please describe why you selected the image you did:  
<open-ended>
- Q17: Is there anything in the four photos that impact the way you view how the animal is treated or cared for? Is there anything in either of the photos you liked or disliked?  
<open-ended>
- Q18: After watching the video (#1) above, how do you believe the animal is cared for or treated?  
<open-ended>
- Q19: After watching the video (#2) above, how do you believe the animal is cared for or treated?  
<open-ended>
- Q20: After watching the video (#3) above, how do you believe the animal is cared for or treated?  
<open-ended>
- Q21: Which video do you believe conveys a message that demonstrates a commitment to the animal's welfare (quality of life)?  
1  
2  
3
- Q22: Which video do you believe conveys a clear message about conservation and protection?  
1  
2  
3
- Q23: Which video do you believe is the most educational and informative in nature?  
1  
2  
3
- Q24: What stood out to you the most from these videos? Was there anything you liked or disliked in particular?  
<open-ended>
- Q25: Based on the following description, would you like to see your zoo offer something similar?  
"You may witness a cheetah roaming around the zoo with a trainer. During this time the animal may play, explore the area, or participate in a training session. The cheetah may be as close as 10 feet away. Animals will be leashed."  
Yes  
No  
Unsure
- Q26: Please provide a brief explanation as to why you would or would not like to see your zoo offer a cheetah ambassador program:  
<open-ended>
- Q27: Which geographic region do you currently reside in?  
East Coast  
Midwest  
Southeast  
West Coast  
Rocky Mountain
- Q28: What is your current age?  
<open-ended>

Q29: What is your gender?

- Male
- Female
- Non-binary

Q30: What is the highest level of school you have completed?

- High school or equivalent
- Some college
- Undergraduate degree (Associate or Bachelor's)
- Graduate degree or professional degree

Q31: What best describes your household composition?

- Single
- Married/partnered, no children
- Married/partnered, with children living at home
- Married/partnered, with children no longer living at home

Q32: What best describes your annual yearly income?

- Under \$15,000
- Between \$15,000 and \$29,999
- Between \$30,000 and \$49,999
- Between \$50,000 and \$74,000
- Over \$75,000

Q33: What is your ethnicity?

- White or Caucasian
- Black or African American
- Hispanic or Latino
- Asian or Asian American or Pacific Islander
- Native American or Alaska Native