

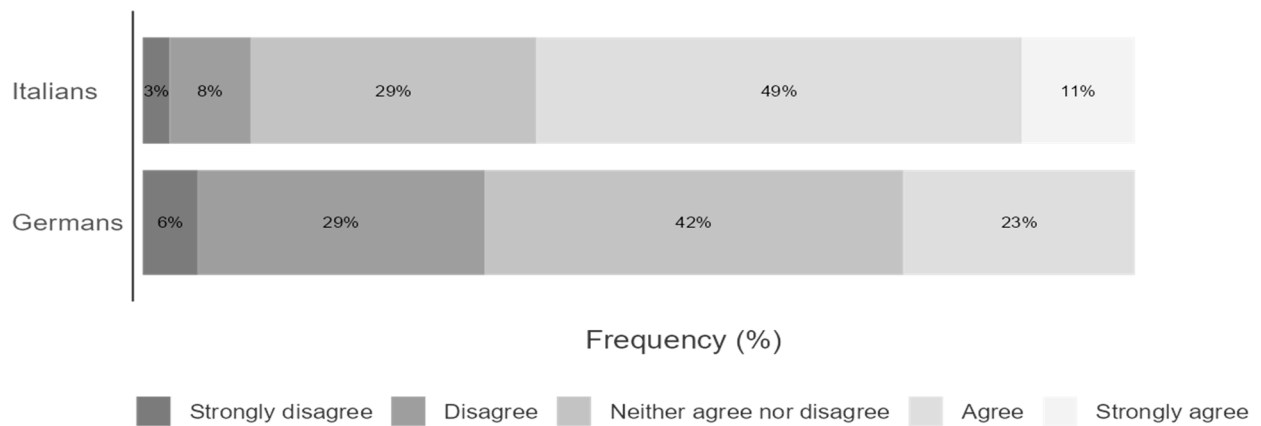
## Supplementary File S2

### DESCRIPTIVES AND SURVEY PLOTS

#### PERFORMANCE

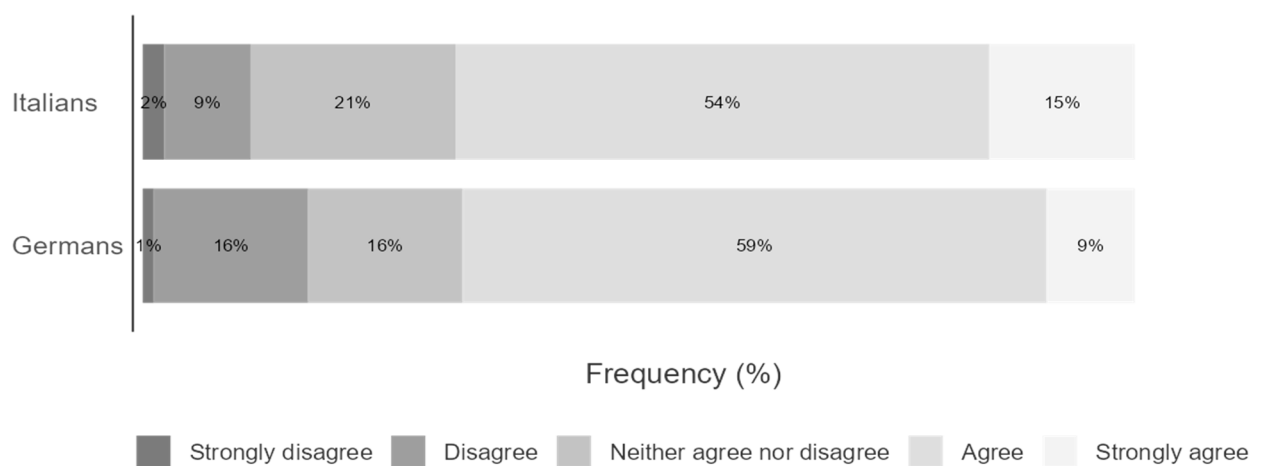
17\_PERF1

*Zoos are committed to guaranteeing high standards of animal welfare*



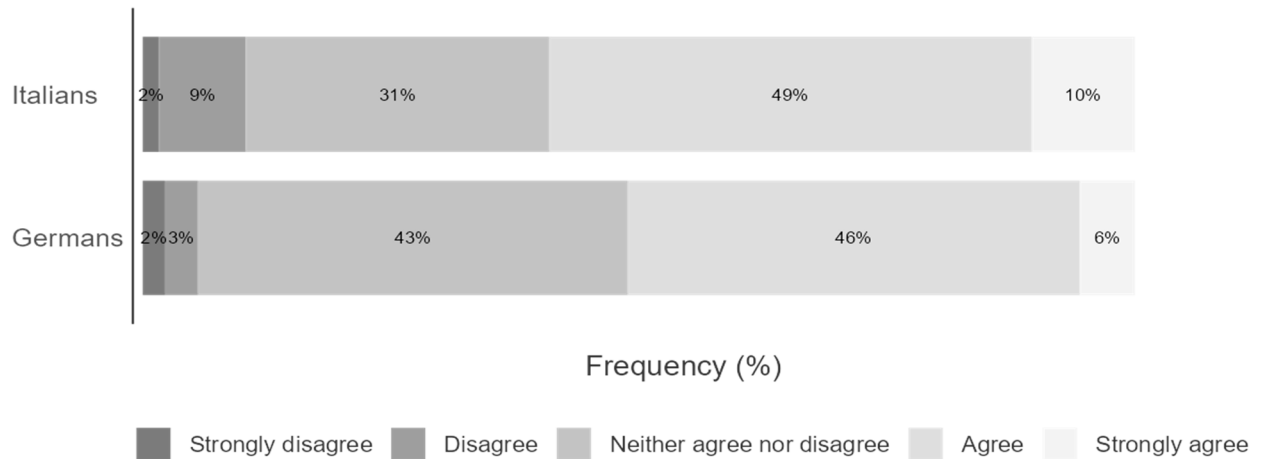
18\_PERF2

*Zoos educate their visitors about wildlife conservation*



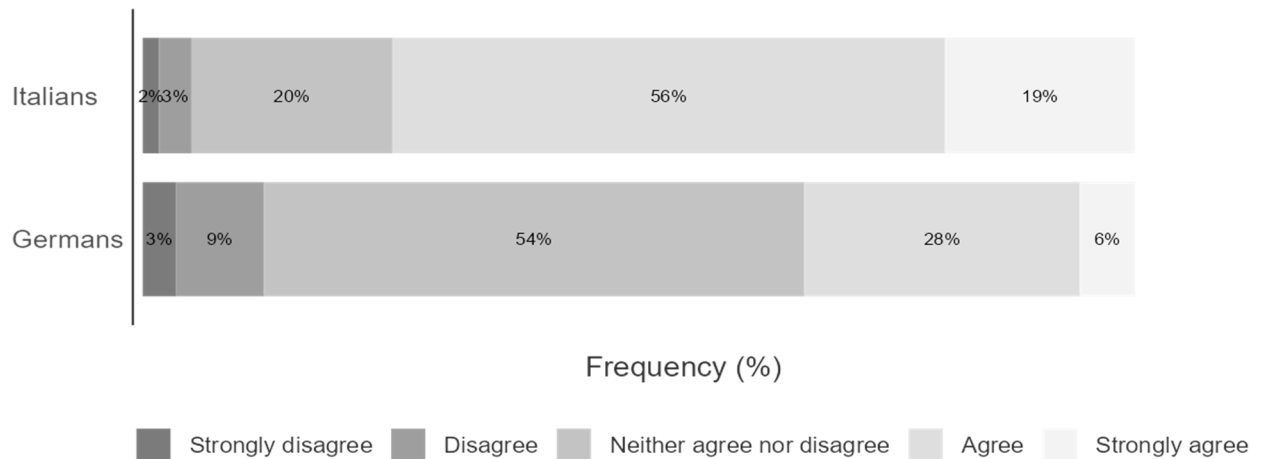
## 19\_PERF3

*Zoos do scientific research*



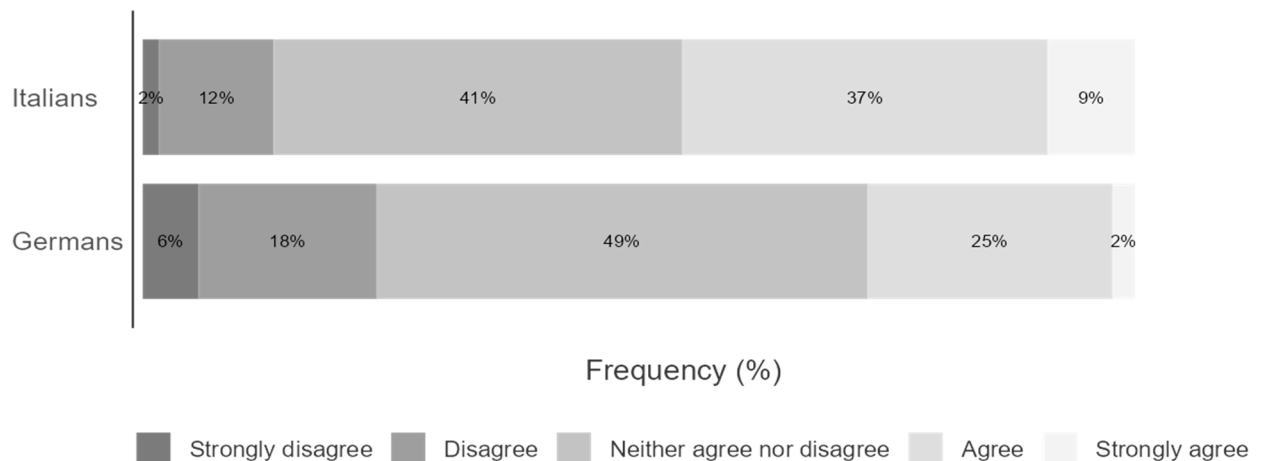
## 21\_PERF4

*Zoos dedicate themselves to conservation projects in the wild*



## 31\_PERF5

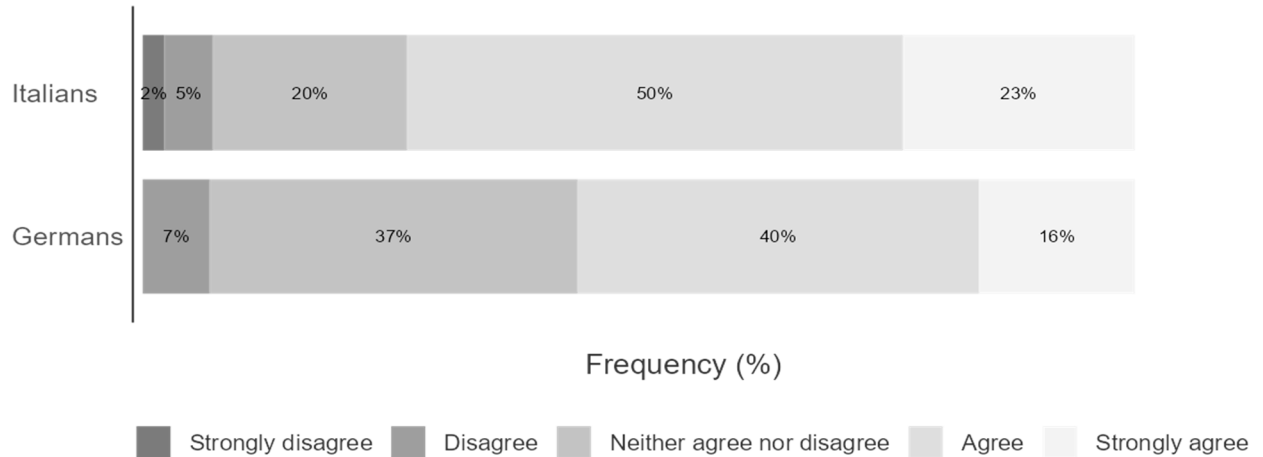
*Zoos are going to become a bigger reality in the future*



## PRODUCT AND SERVICE

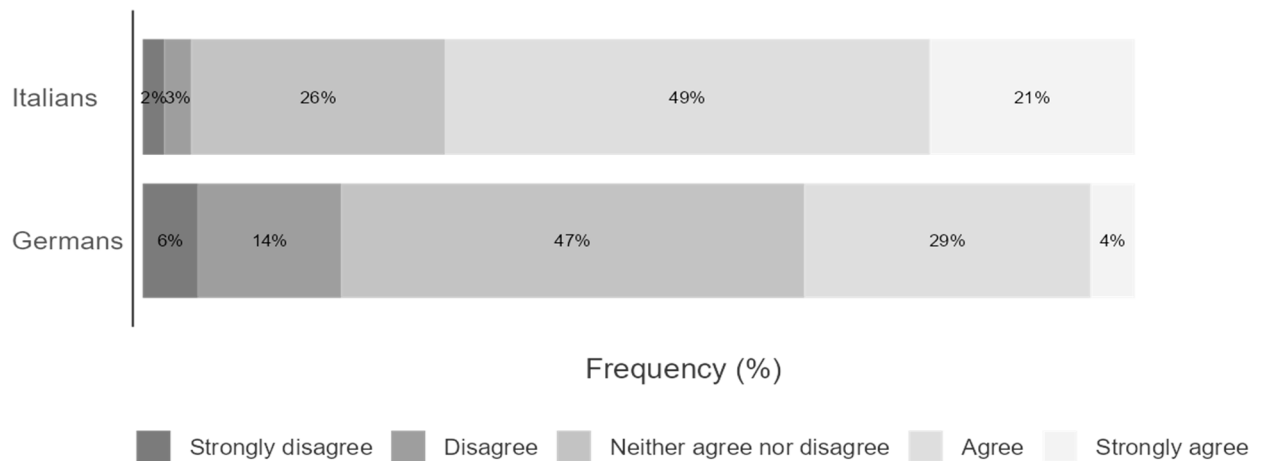
20\_PR\_SR1

*The time spent in zoos is a good value for the money spent for the ticket.*



27\_PR\_SR2

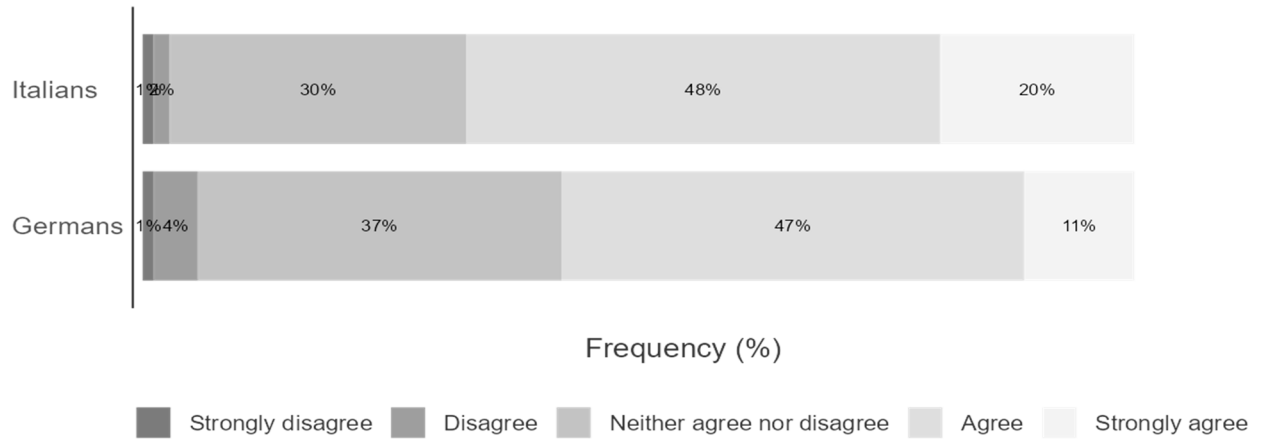
*Zoos' staff help me in having a nice day at the zoo.*



## WORKPLACE

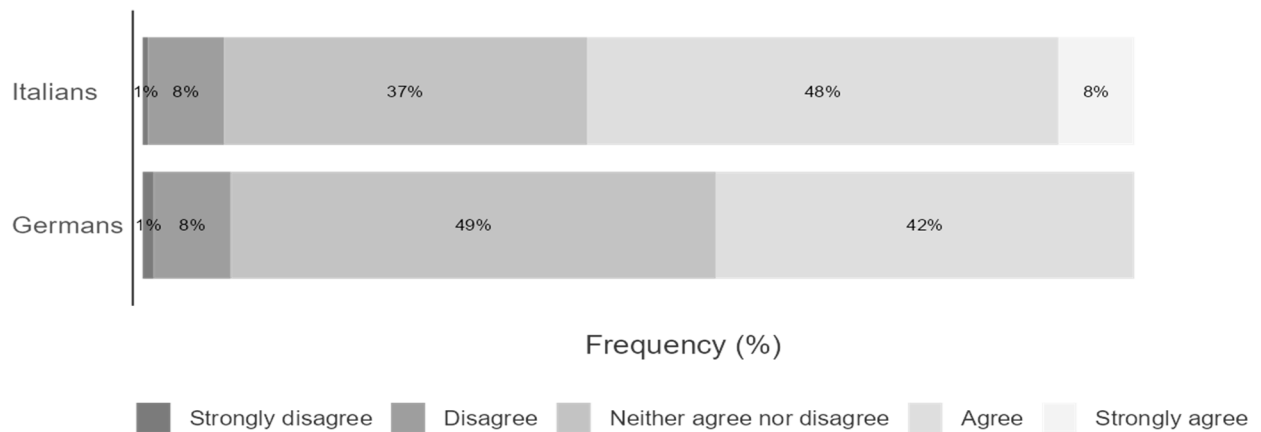
### 24\_WORKP1

*Zoos' staff is passionate to their job.*



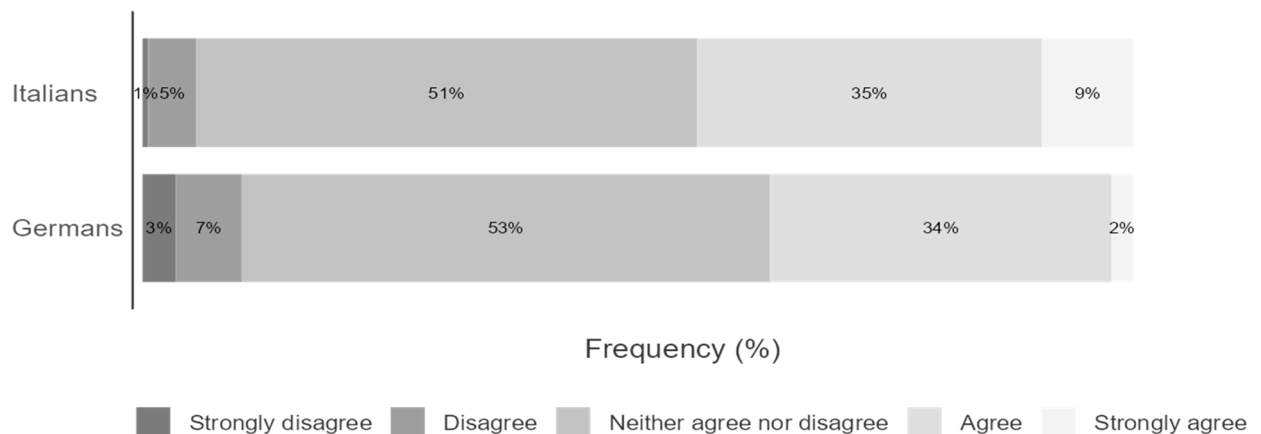
### 25\_WORKP2

*Zoos are well managed.*



### 26\_WORKP3

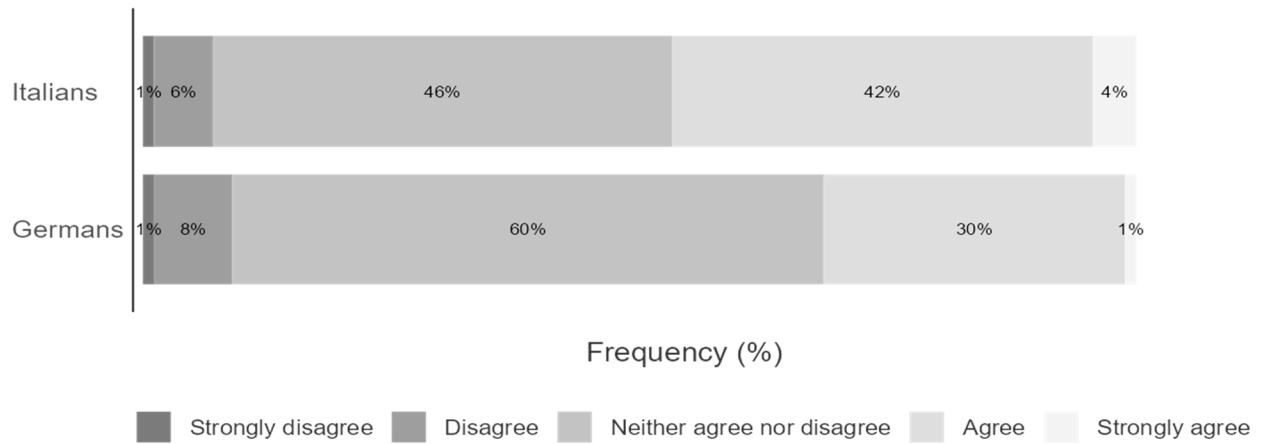
*Zoos are good companies to work for.*



## SOCIAL RESPONSIBILITY

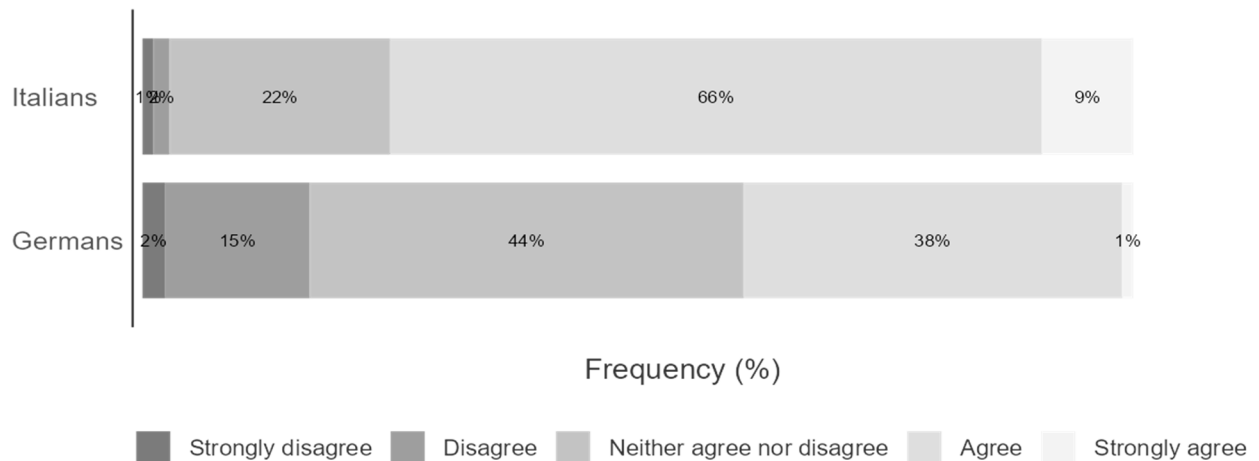
28\_SOCRES1

*Zoos promote projects with local communities.*



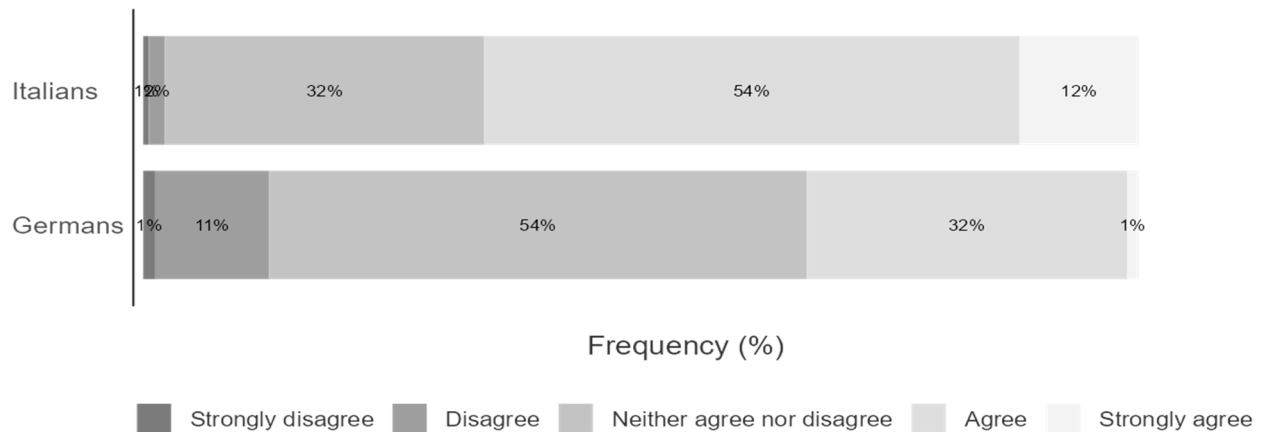
29\_SOCRES2

*Zoos are environmentally responsible organizations.*



30\_SOCRES3

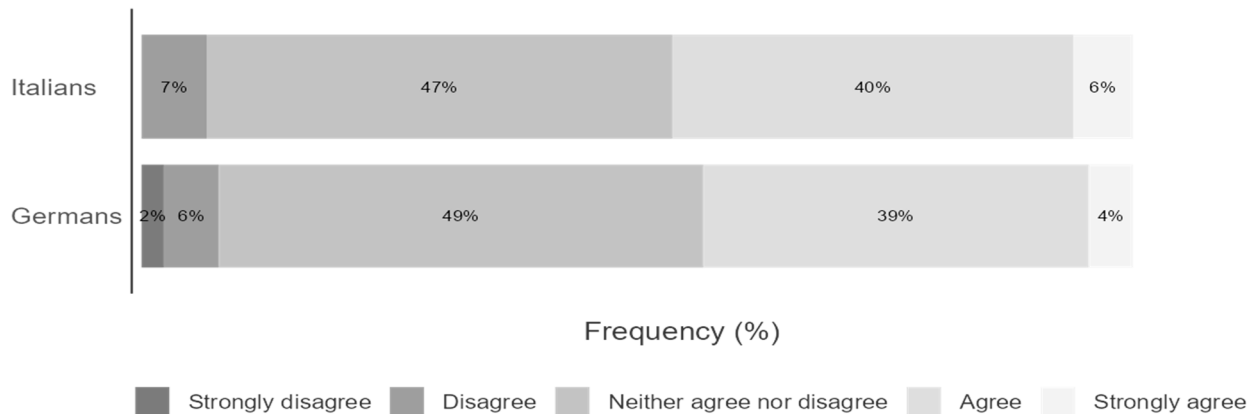
*Zoos support good causes.*



## VISION

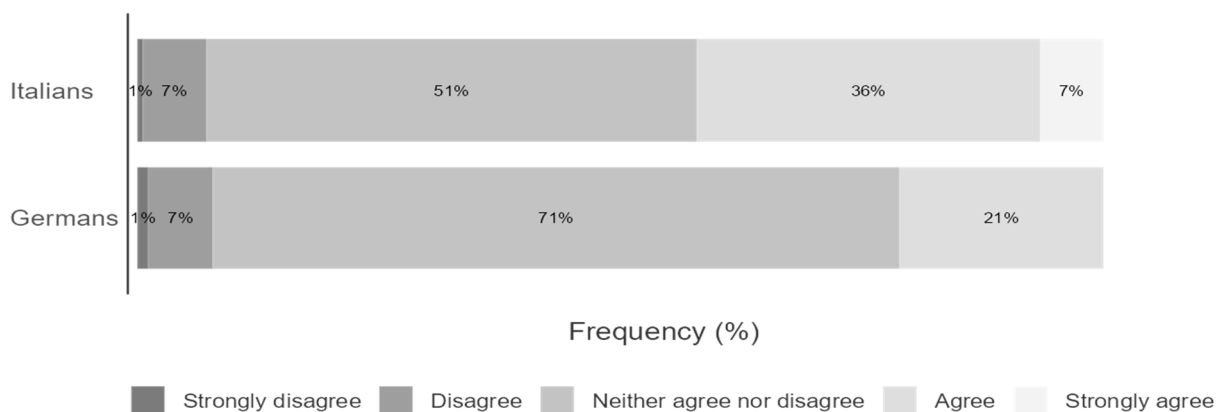
### 34\_VISION1R

*Zoos make unclear and undefined promises.*



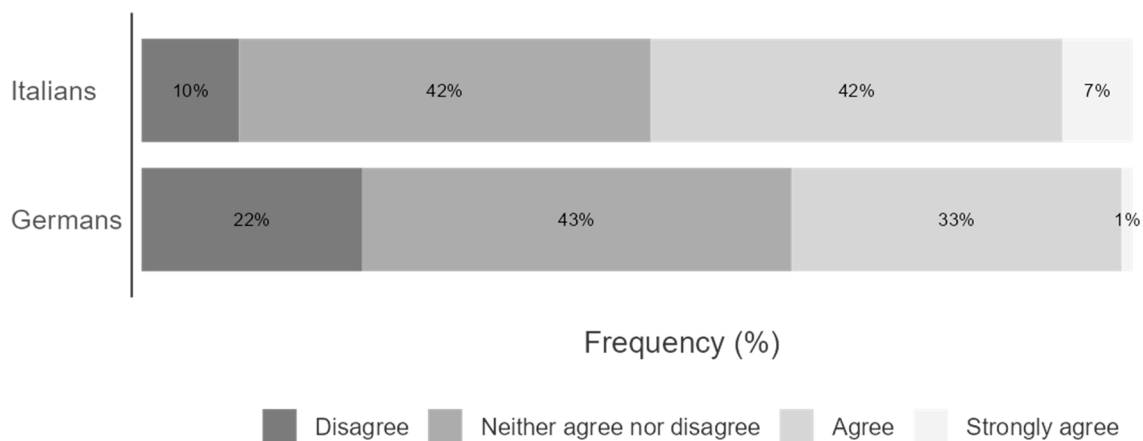
### 35\_VISION2

*Zoos have excellent management.*



### 36\_VISION3

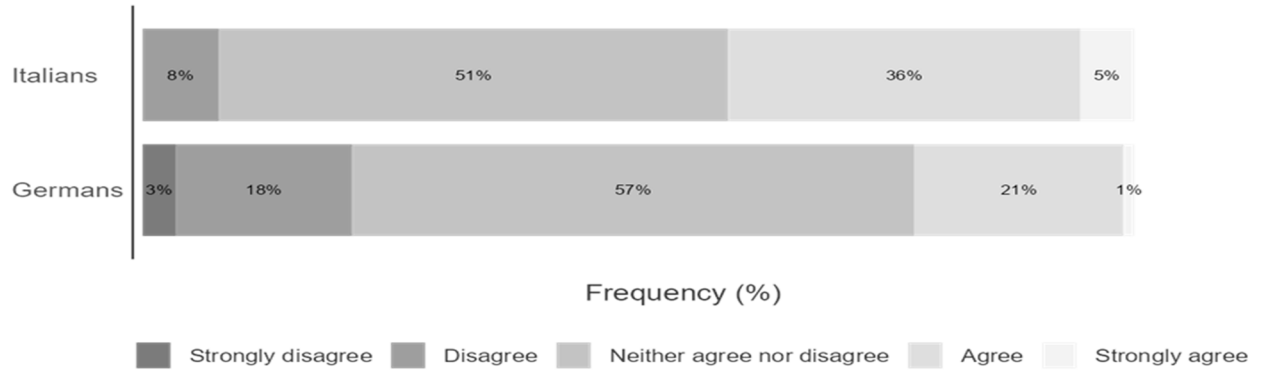
*Zoos explain clearly their goals and their mission.*



# ETHICAL RESPONSIBILITY

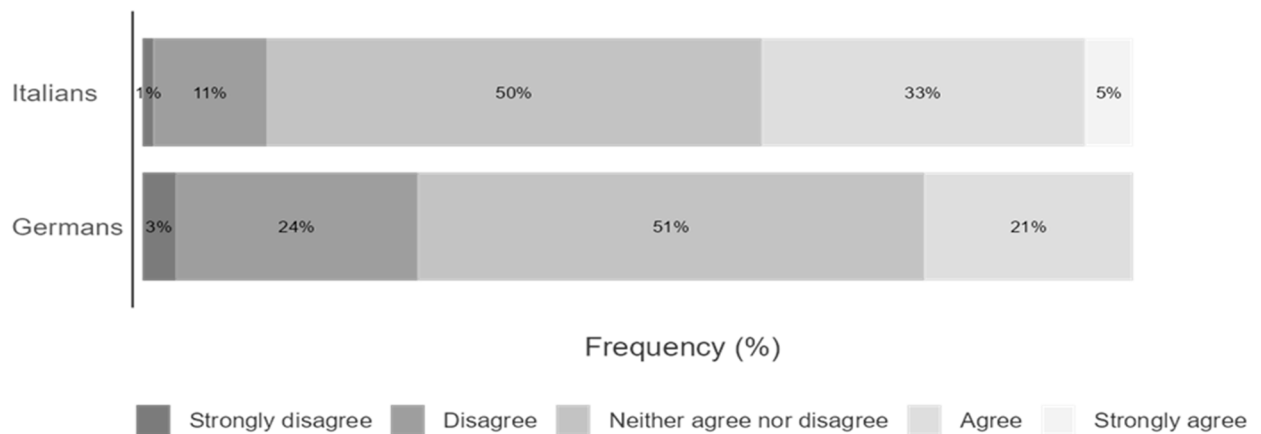
23\_ETR1

*Zoos act in a transparent and ethical way.*



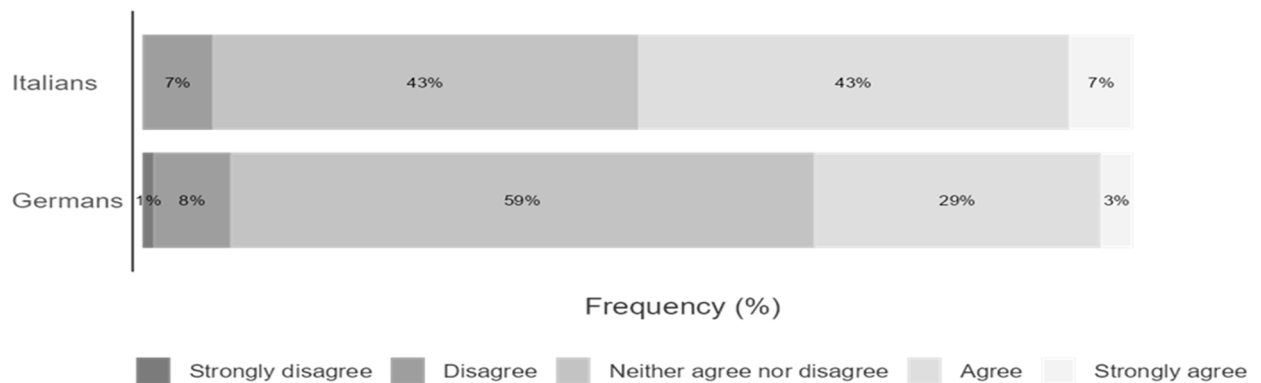
33\_ETR2

*Zoos are open and transparent about the way they operate.*



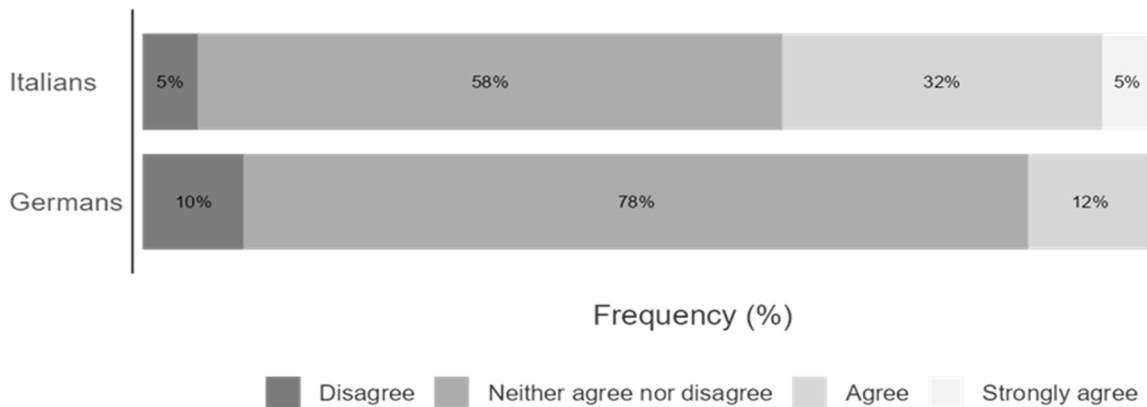
37\_ETR3

*Zoos are accurate when disseminating information.*



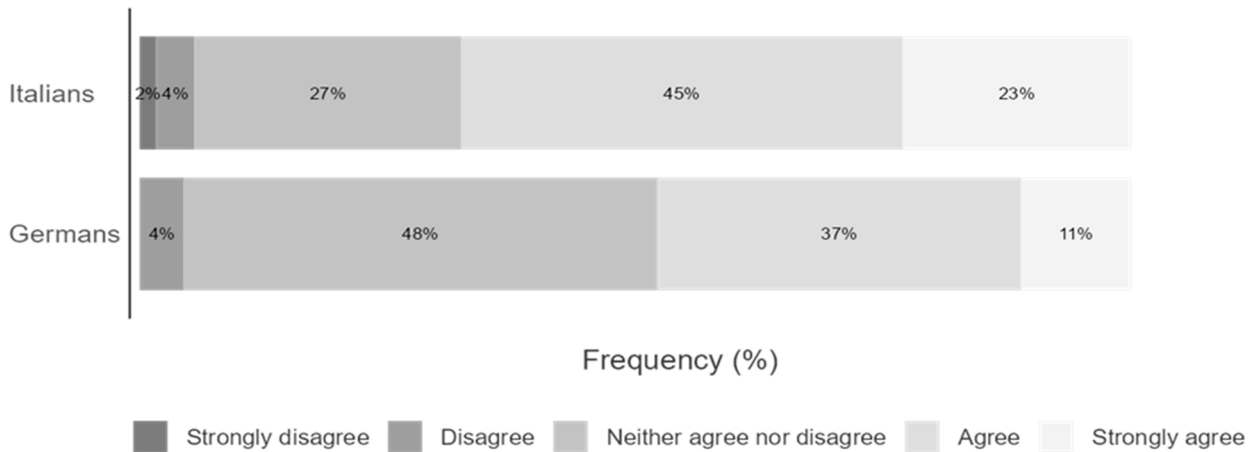
38\_ETR4

*Zoos do what they say they are going to do.*



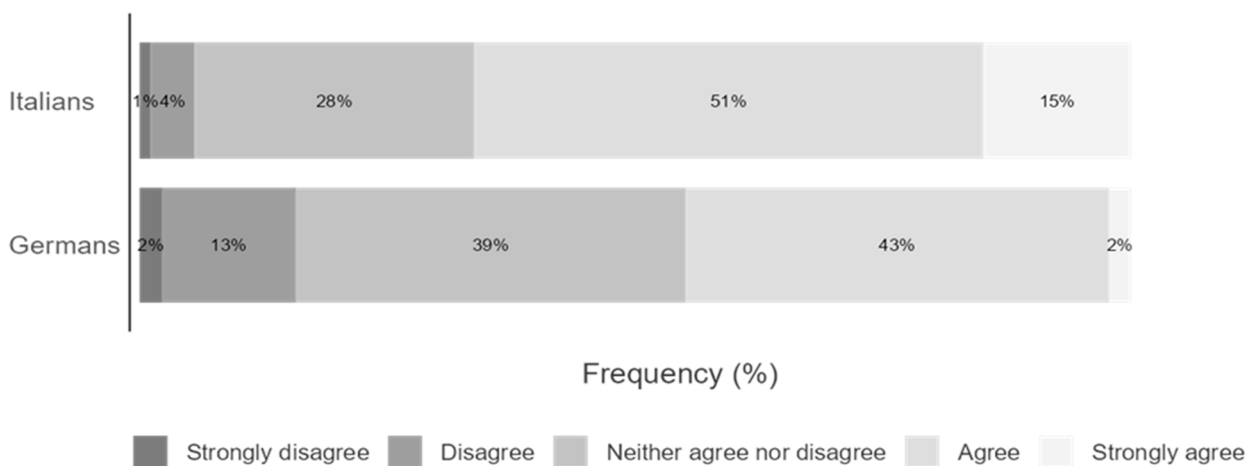
39\_ETR5R

*Zoos are dishonest and false in their communications.*



32\_ETR6

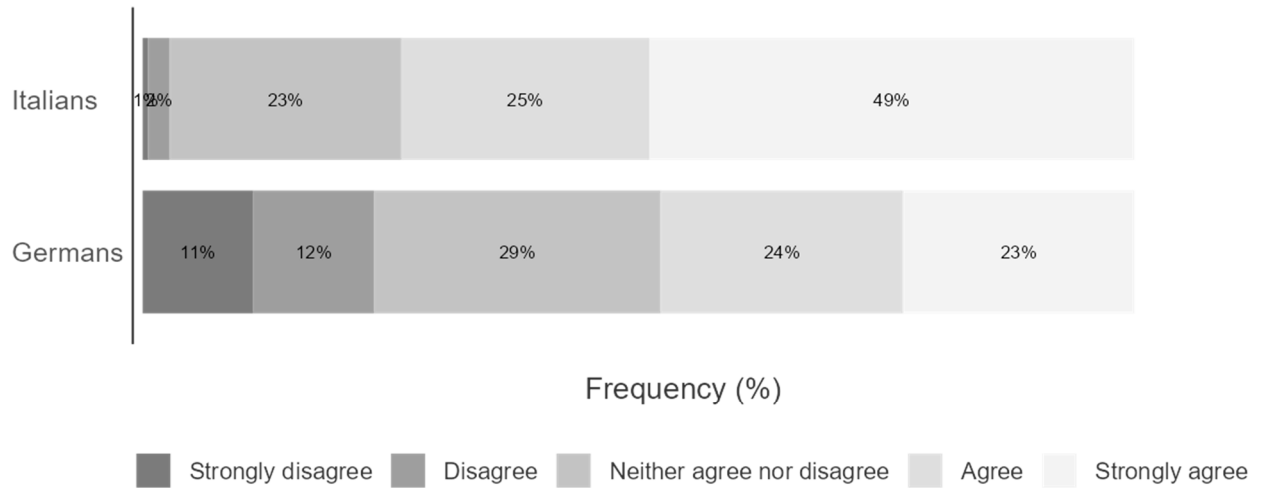
*Zoos handle their animals in a responsible way*



## POSITIVE WORD OF MOUTH

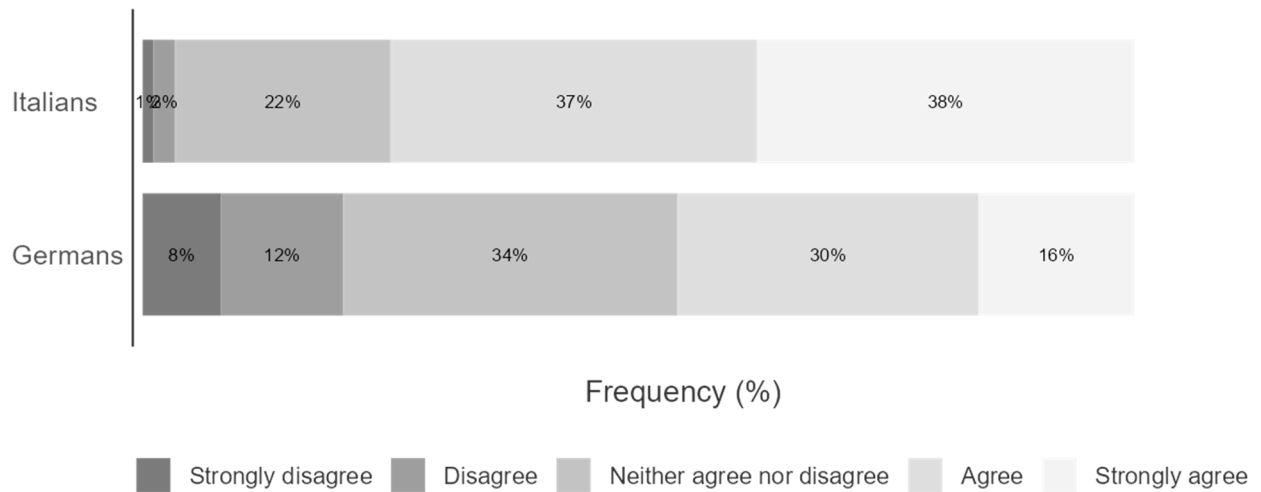
50\_PWM1

*I will suggest to a friend to go to zoos.*



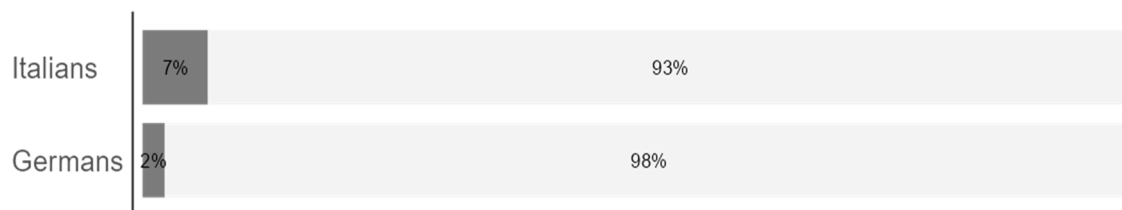
51\_PWM2

*I will say positive things about zoos.*



## LOYALTY

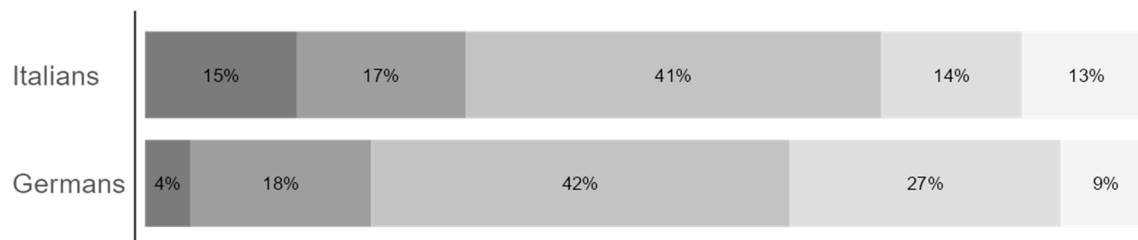
7\_LOY1



Frequency (%)

Yes No

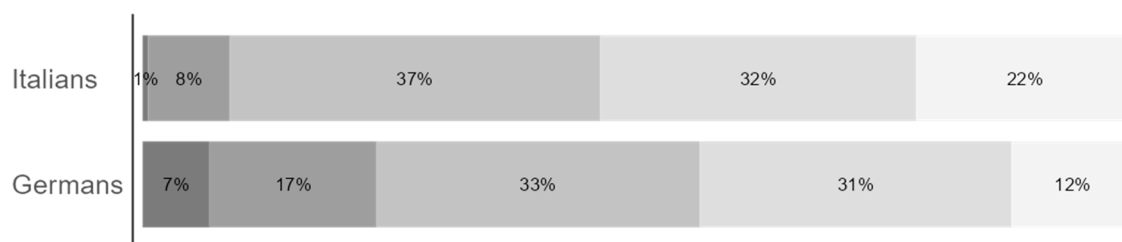
52\_LOY2



Frequency (%)

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

53\_LOY3



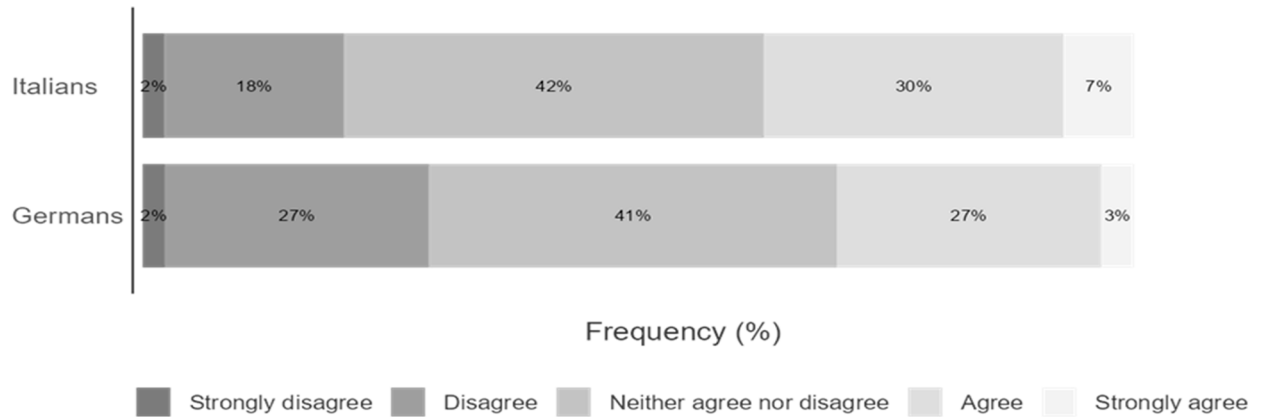
Frequency (%)

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

## EMOTIONAL APPEAL

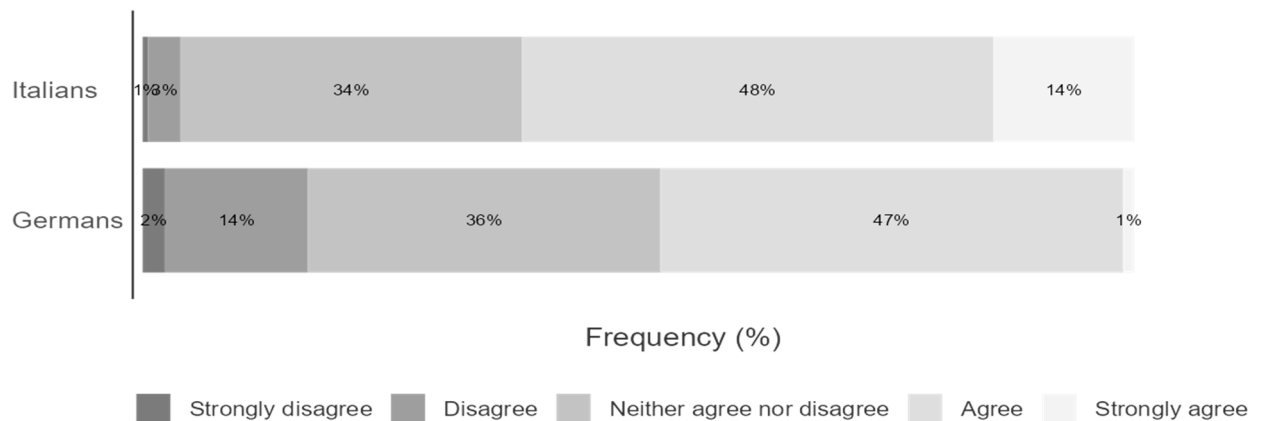
10\_EMA3

*Zoos have a good reputation*



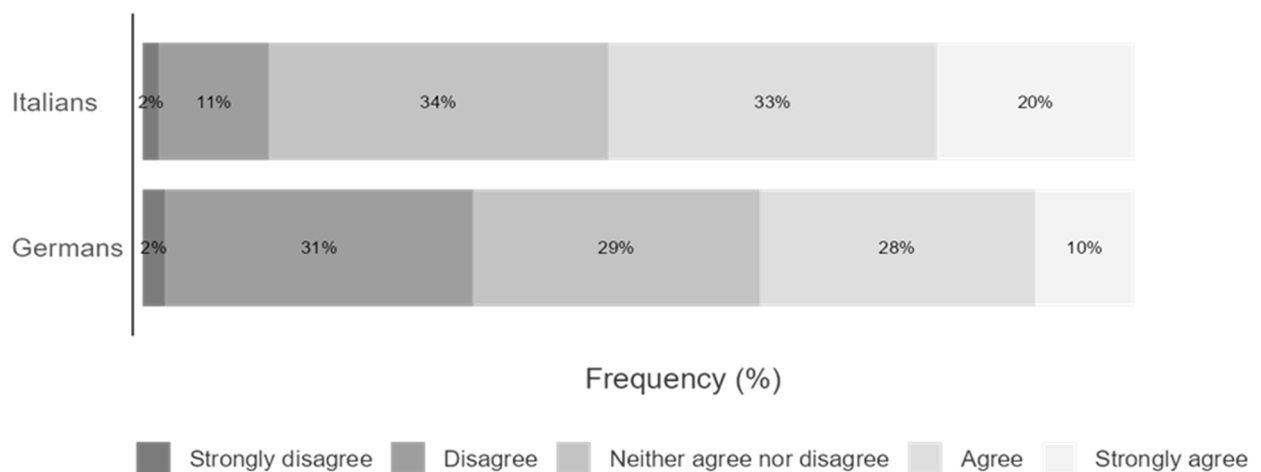
8\_EMA1

*I trust in zoos.*



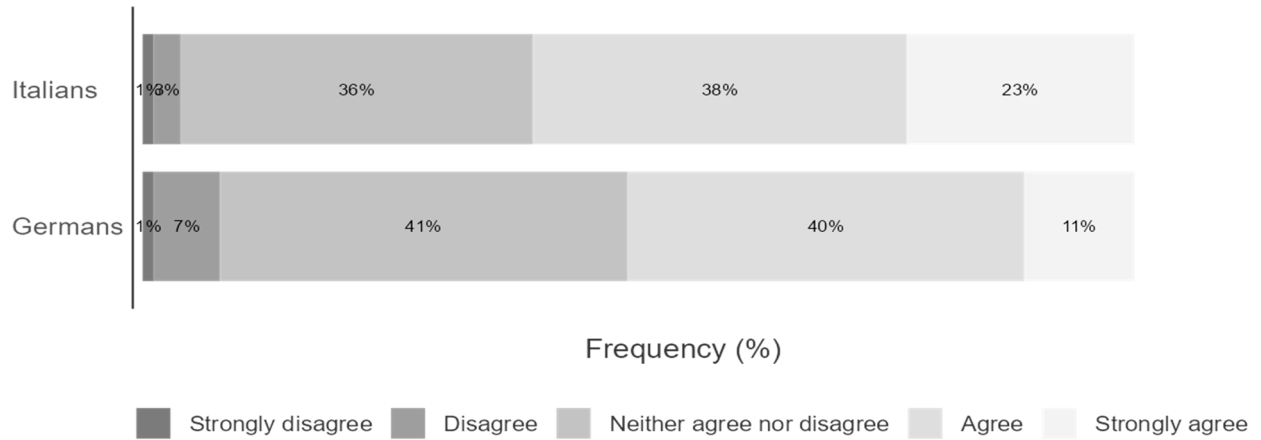
9\_EMA2R

*I have negative feelings towards zoos.*



11\_EMA4

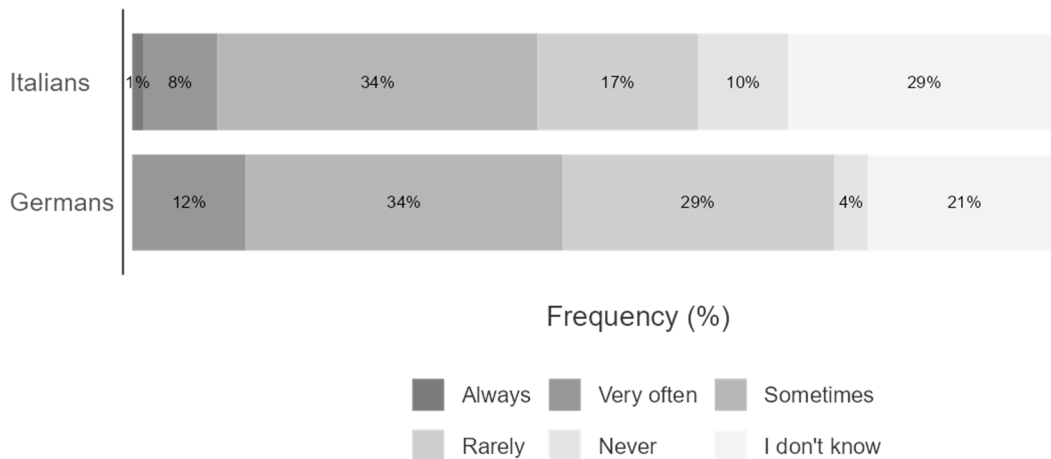
*I admire and respect zoos.*



## KNOWLEDGE

22\_KNOW1

*Are animals in zoos taken from the wild?*



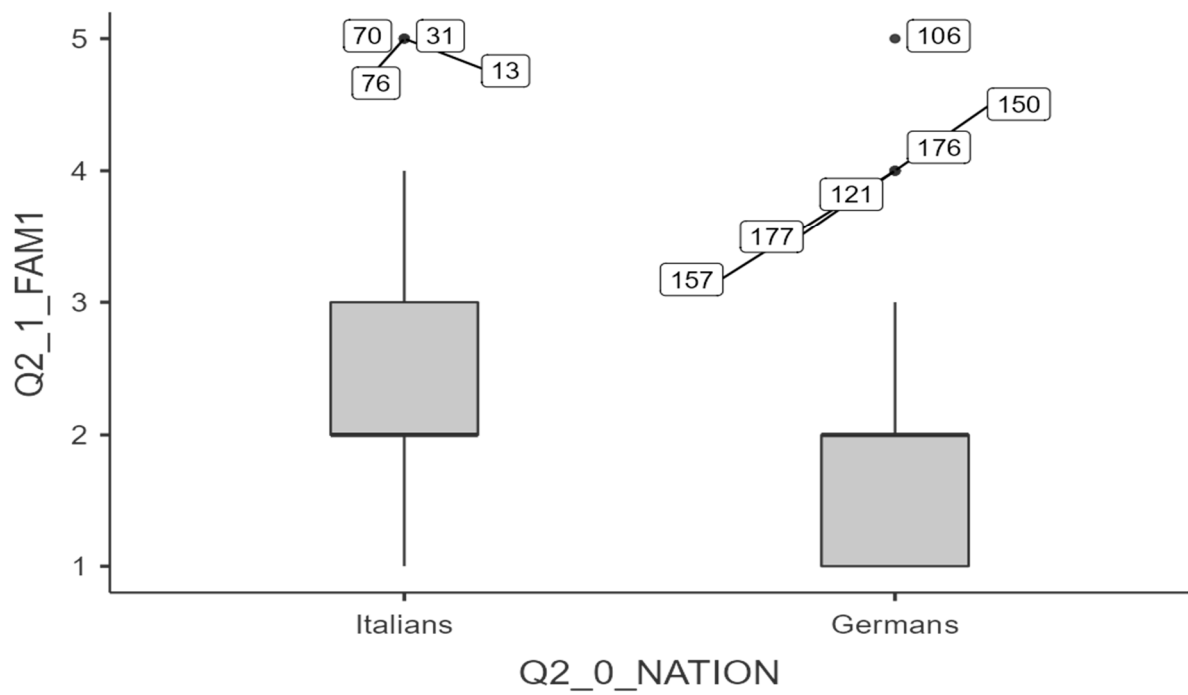
## Descriptives

[illegible]

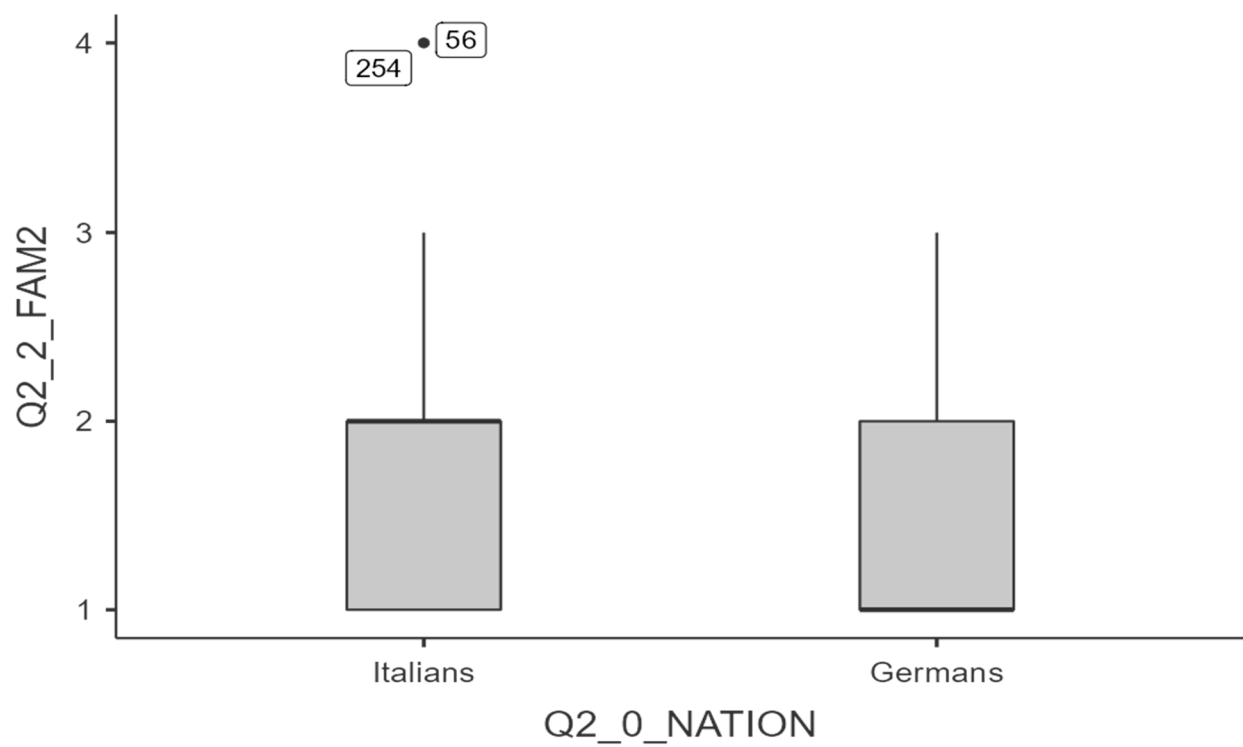
Descriptives

	Q2_0_NATION	Q2_1_FAM1	Q2_2_FAM2	Q2_3_FAM3	Q2_4_FAM4	Q2_5_FAM5	Q2_6_FAM6	Q2_8_EMA1	Q2_9_EMA2R	Q2_10_EMA3	Q2_11_EMA4	17_P_ERF1	18_P_ERF2	19_P_ERF3	21_P_ERF4	31_P_ERF5	20_P_R_SR1	27_P_R_SR2
Maximum	Germans	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1
	Italians	5	4	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5
	Germans	5	3	5	3	5	5	5	5	5	5	4	5	5	5	5	5	5
25th percentile	Italians	2.00	1.00	1.00	1.00	1.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.50	3.00	3.00	3.00
	Germans	1.00	1.00	2.00	1.00	1.00	3.00	3.00	2.00	2.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00
50th percentile	Italians	2.00	2.00	2.00	1.00	1.00	3.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00
	Germans	2.00	1.00	2.00	1.00	1.00	3.00	3.00	3.00	3.00	4.00	3.00	4.00	4.00	3.00	3.00	4.00	3.00
75th percentile	Italians	3.00	2.00	2.00	1.00	2.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
	Germans	2.00	2.00	3.00	1.00	2.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00

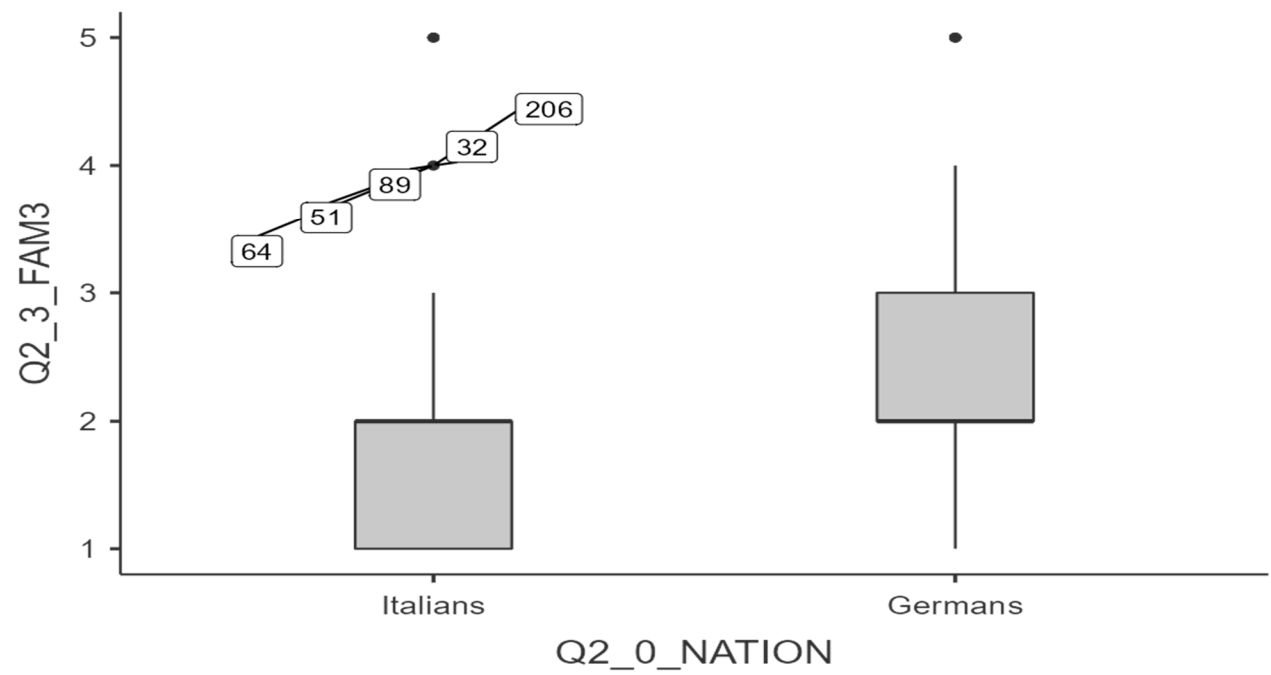
Q2\_1\_FAM1



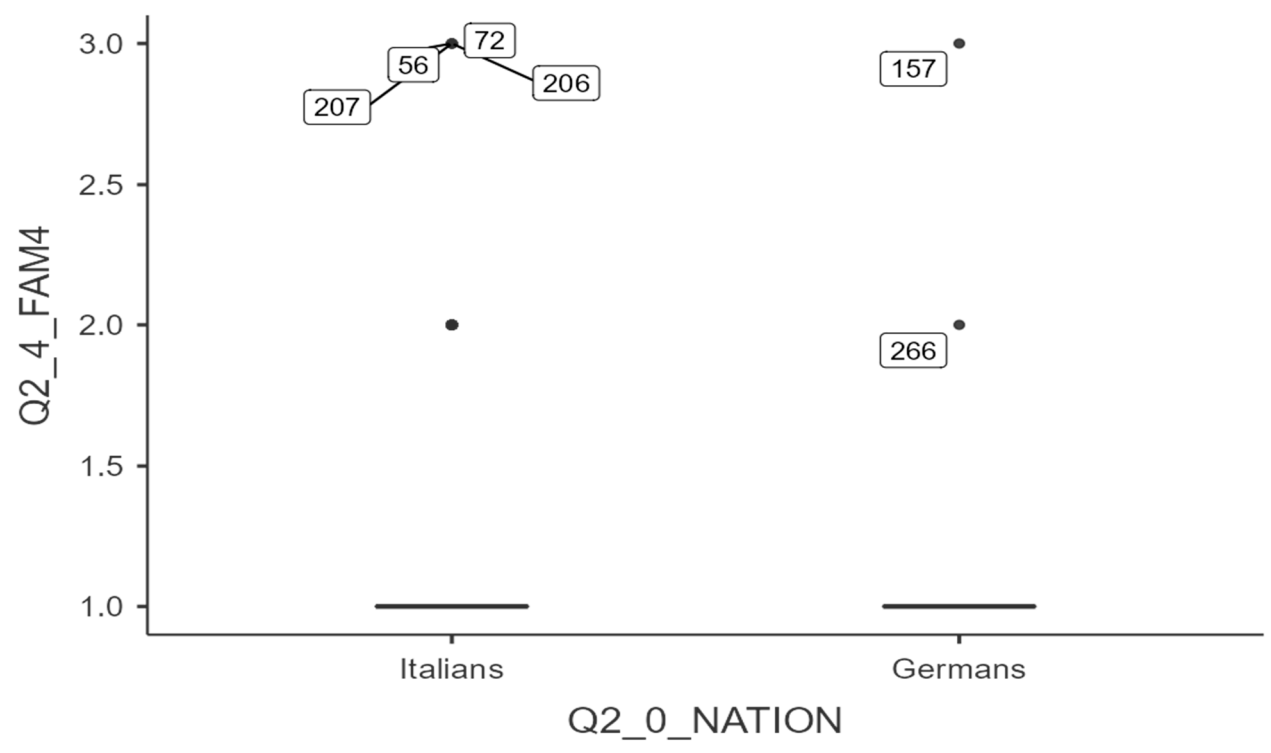
Q2\_2\_FAM2



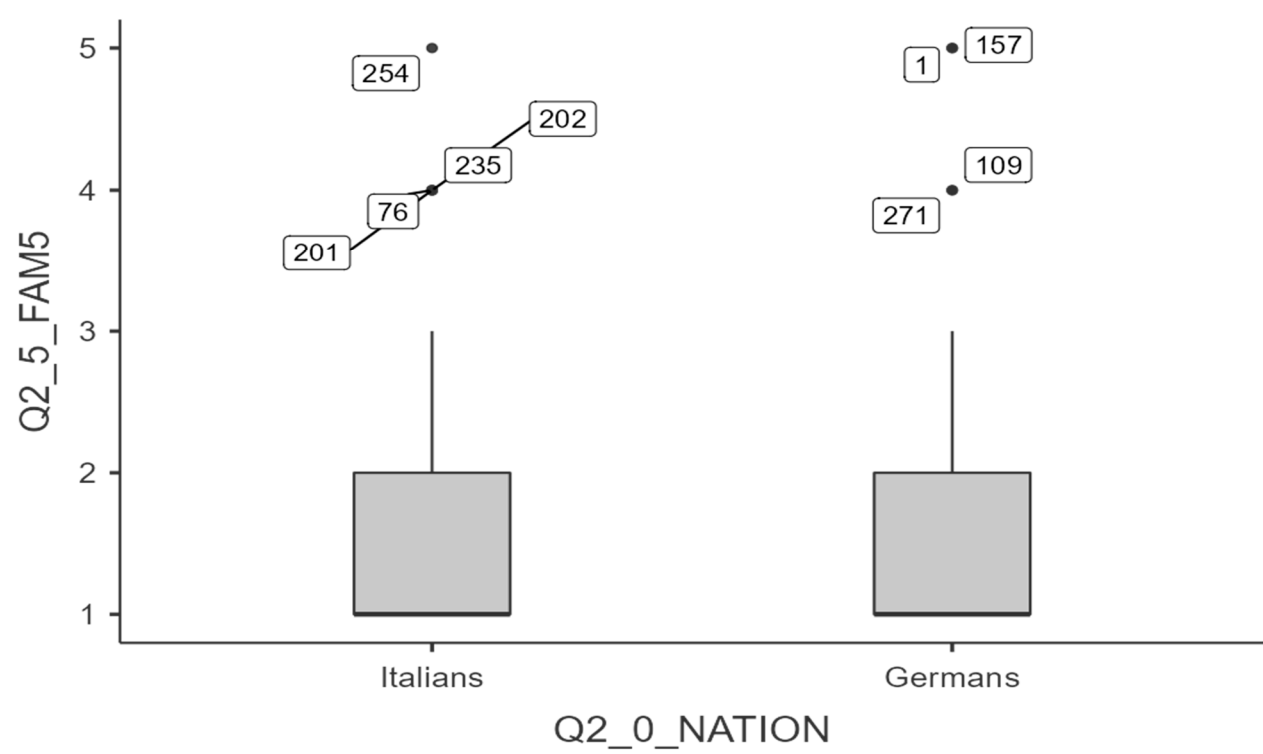
Q2\_3\_FAM3



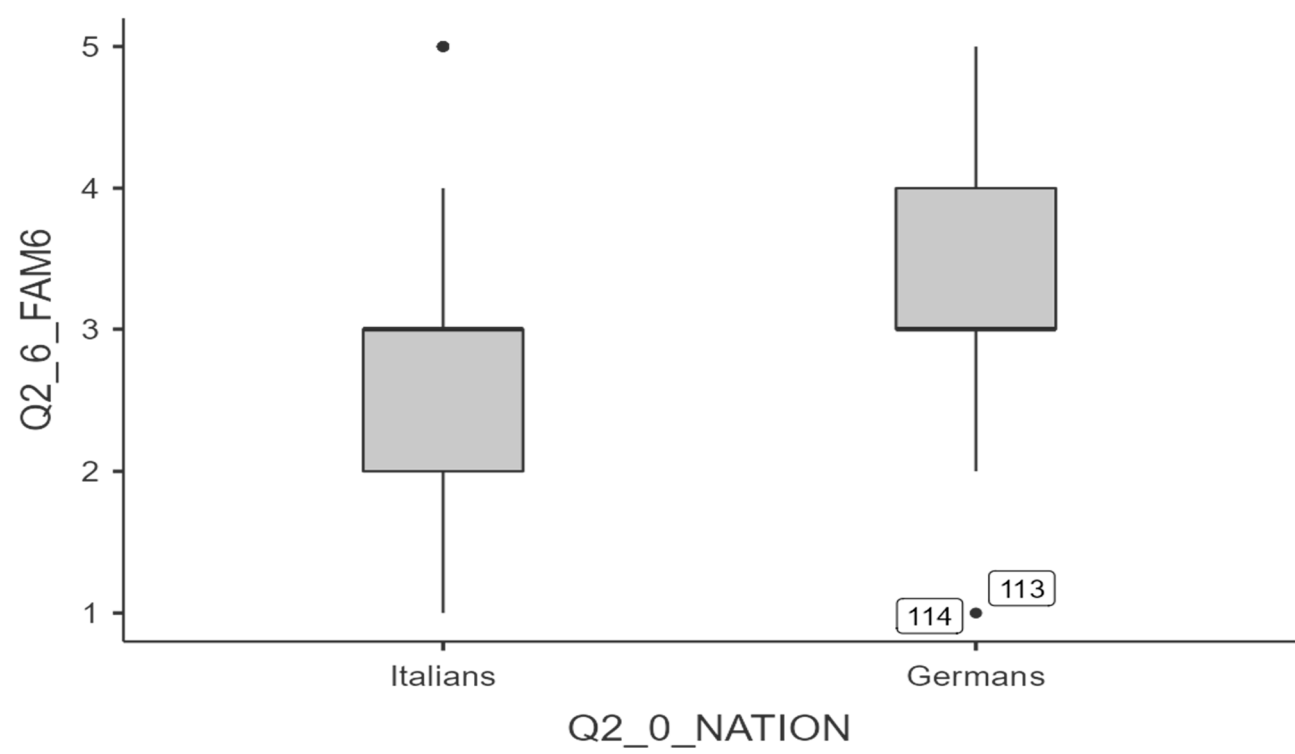
Q2\_4\_FAM4



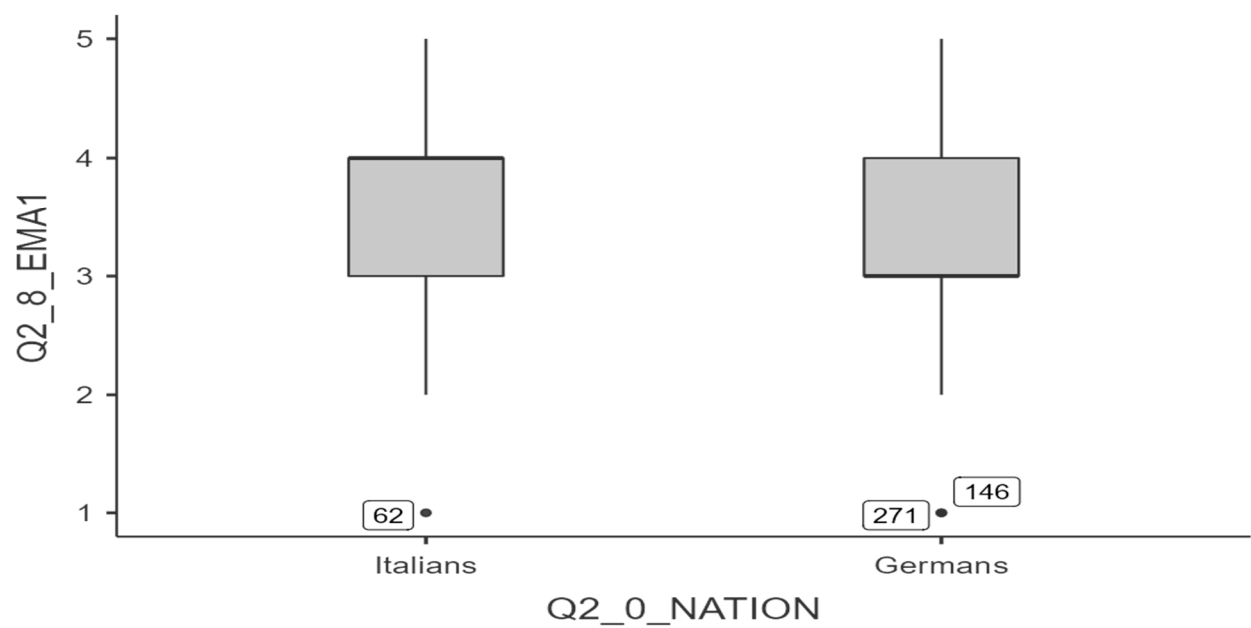
Q2\_5\_FAM5



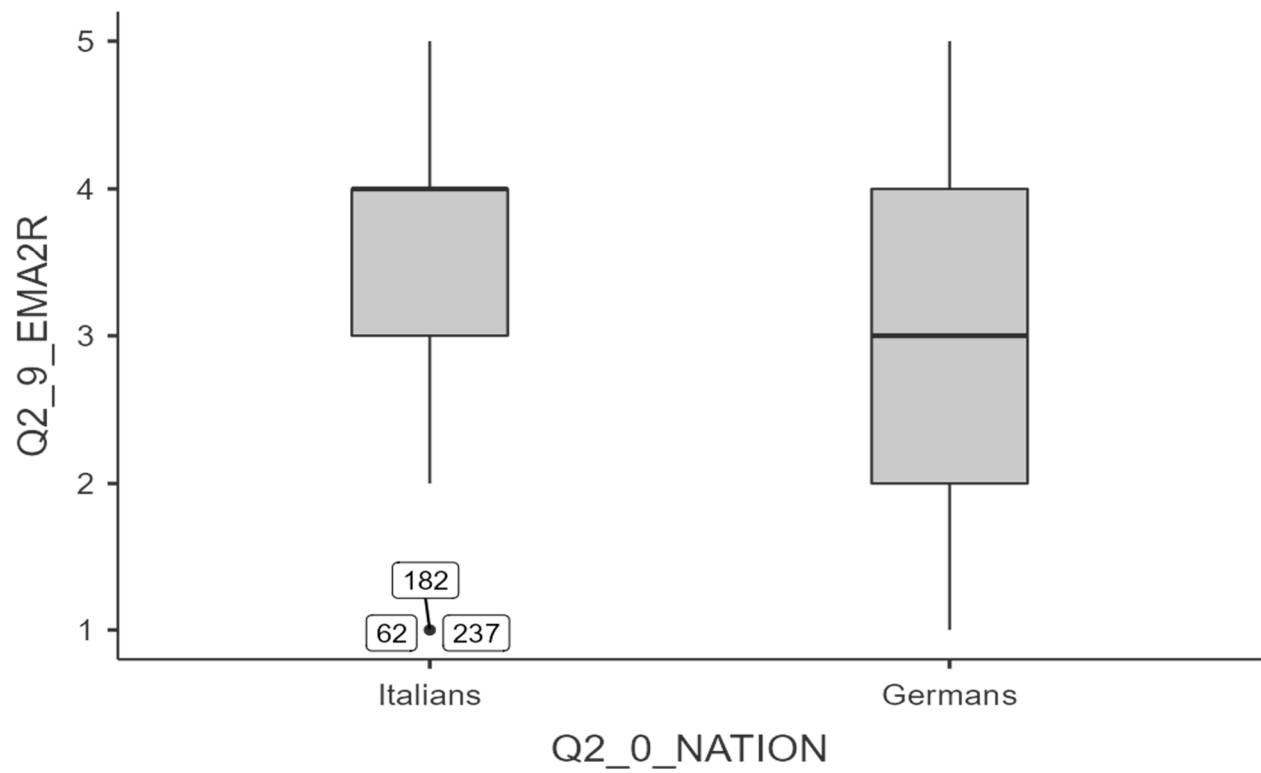
Q2\_6\_FAM6



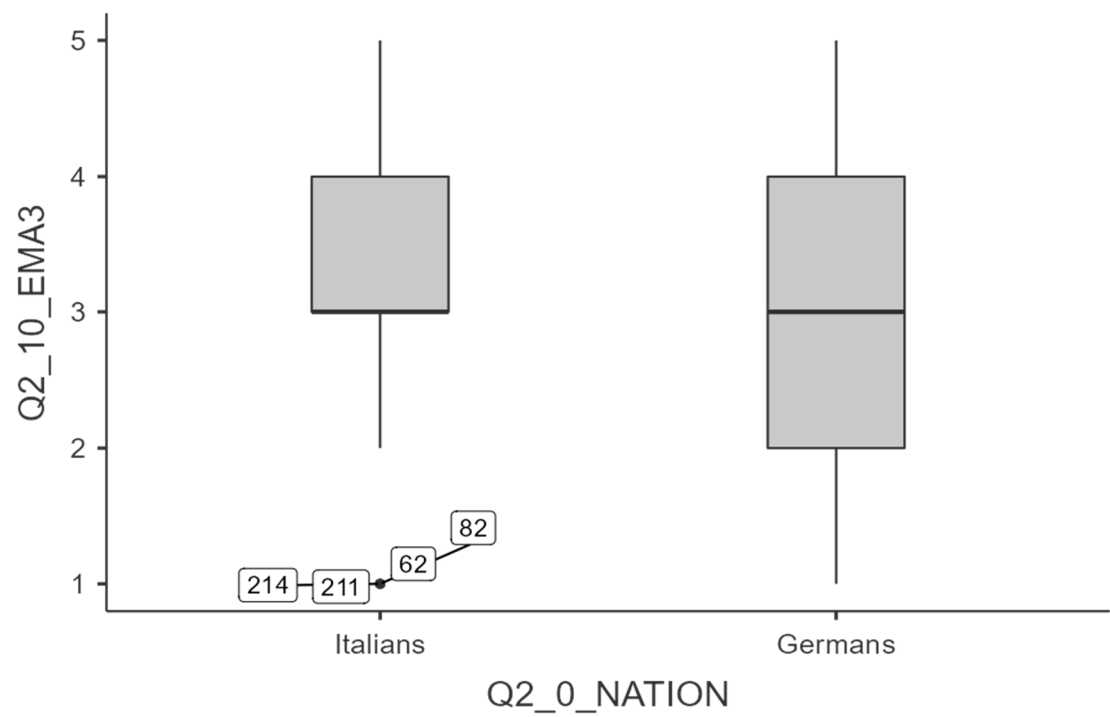
Q2\_8\_EMA1



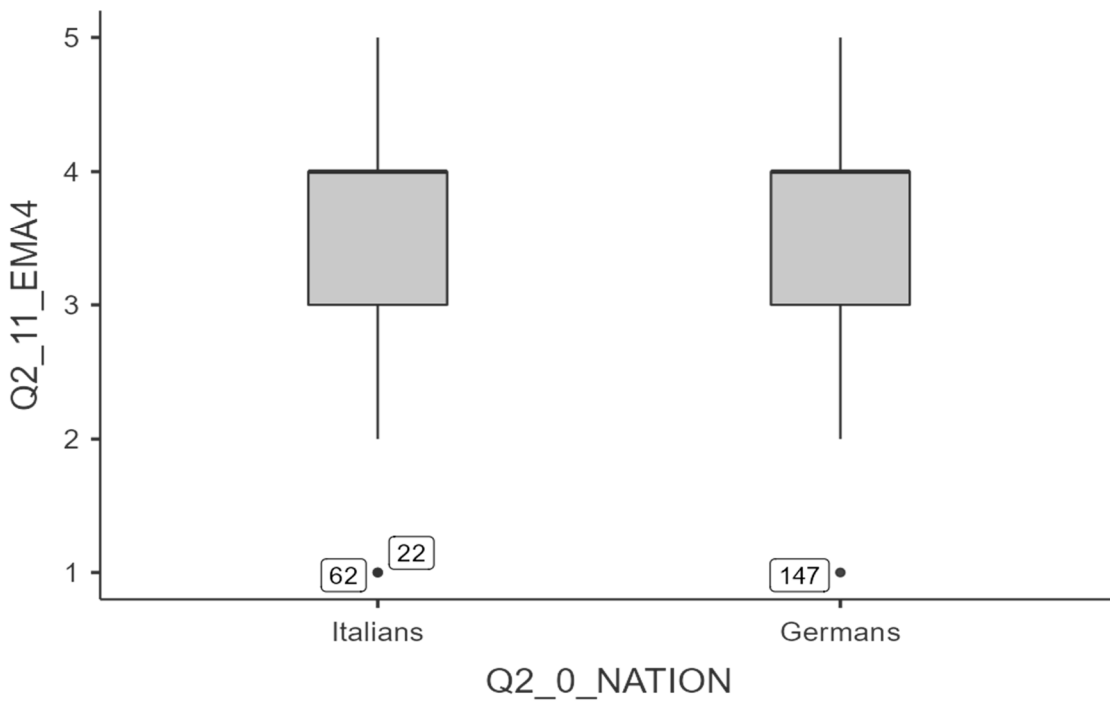
Q2\_9\_EMA2R



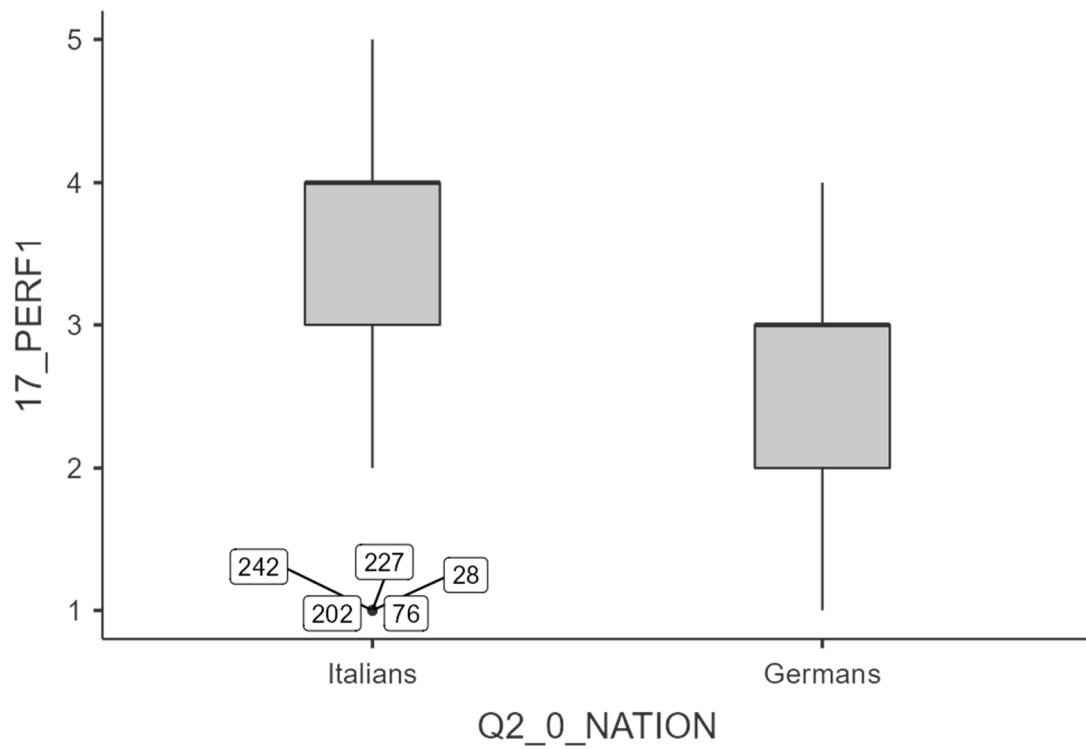
Q2\_10\_EMA3



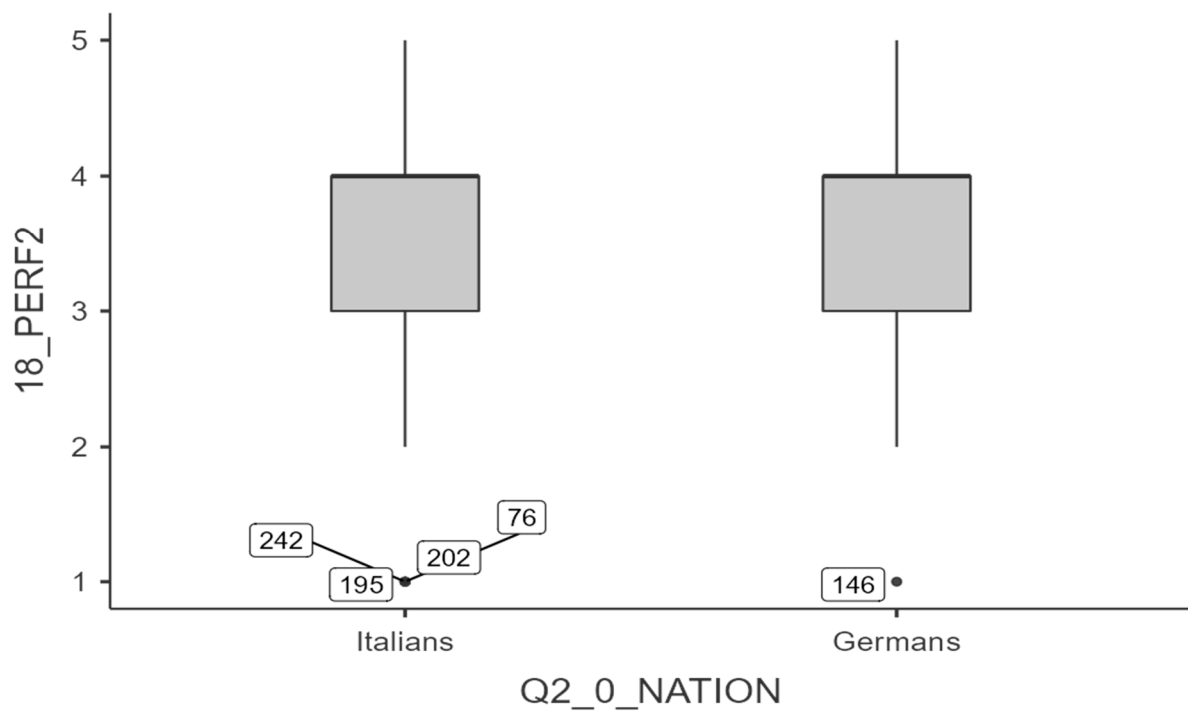
Q2\_11\_EMA4



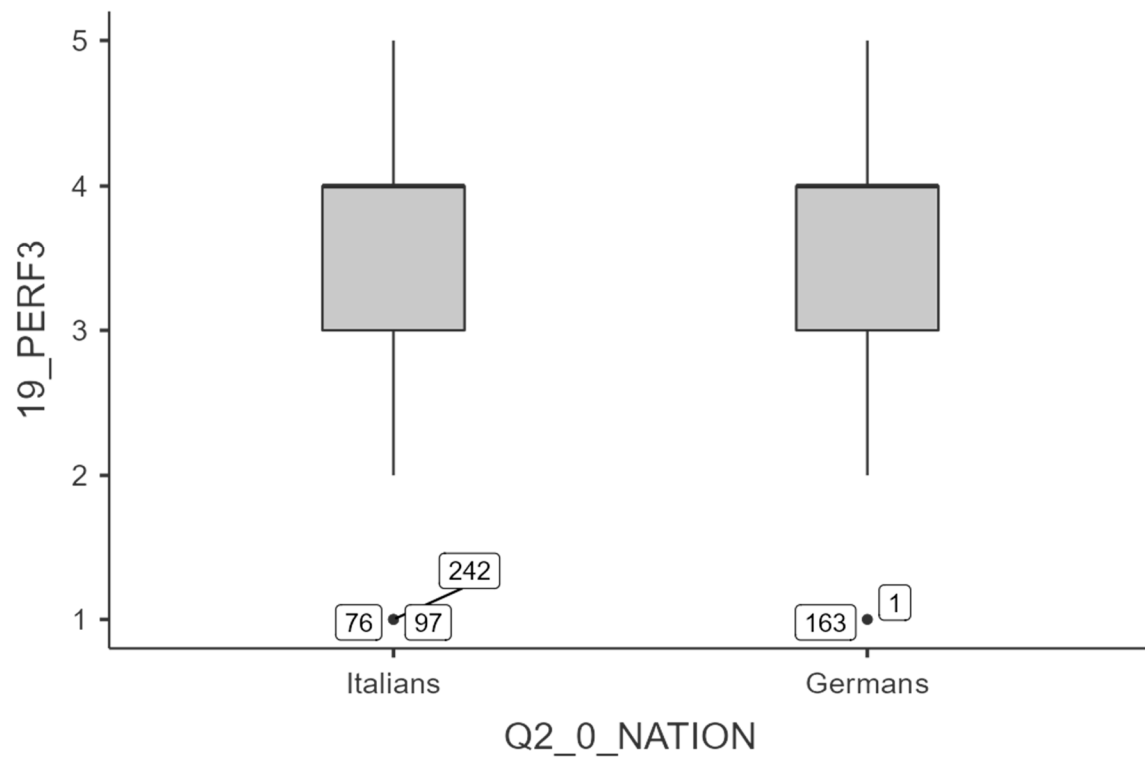
### 17\_PERF1



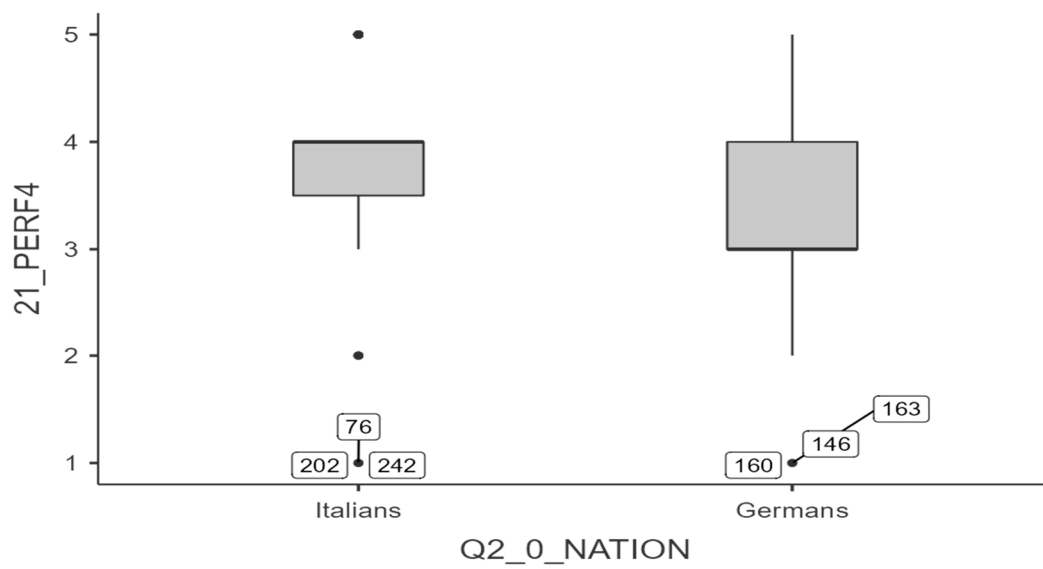
### 18\_PERF2



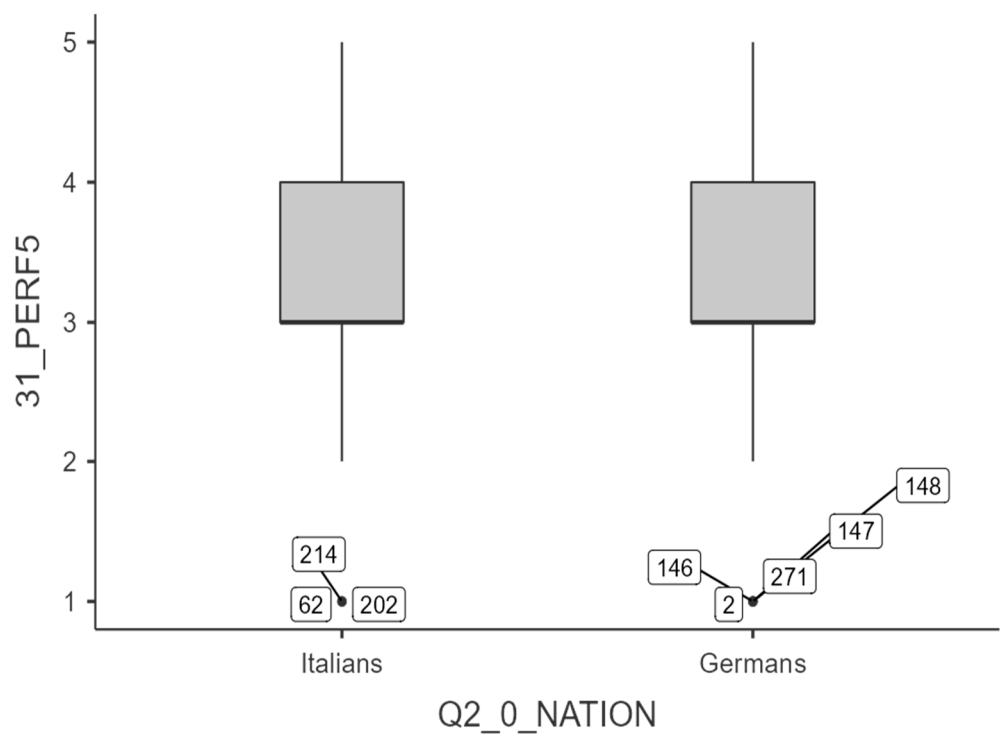
### 19\_PERF3



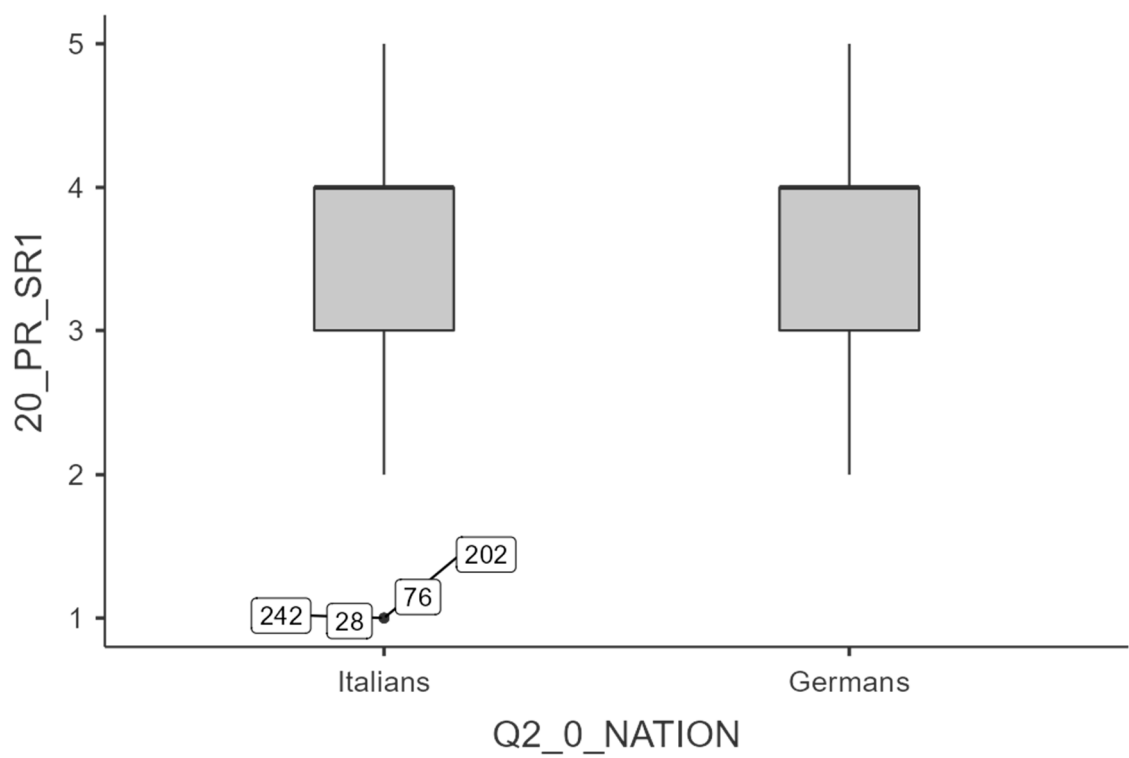
### 21\_PERF4



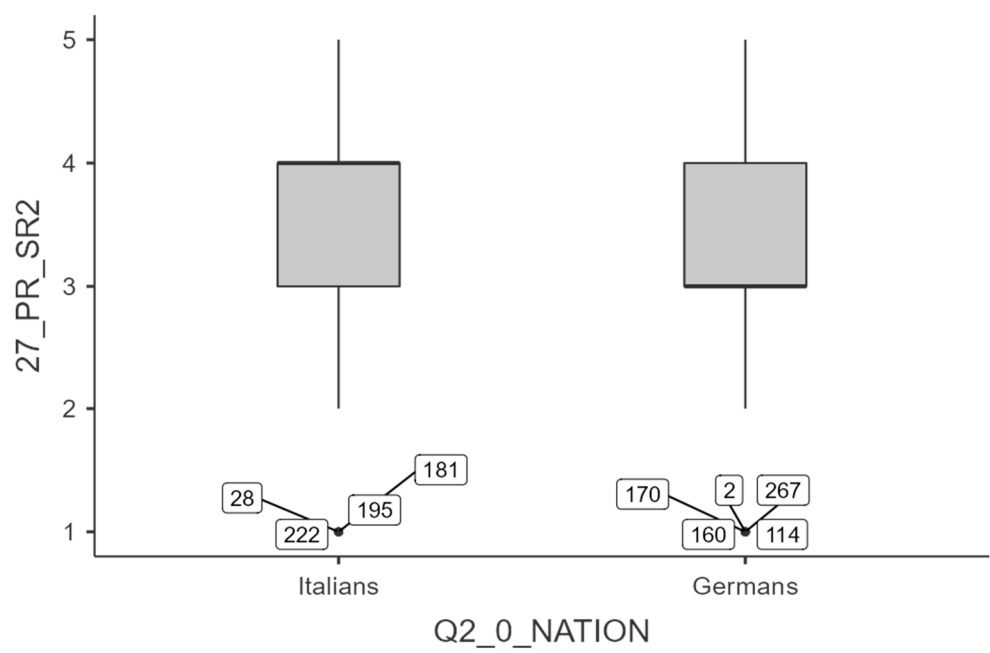
31\_PERF5



20\_PR\_SR1



PR\_SR2



[illegible]

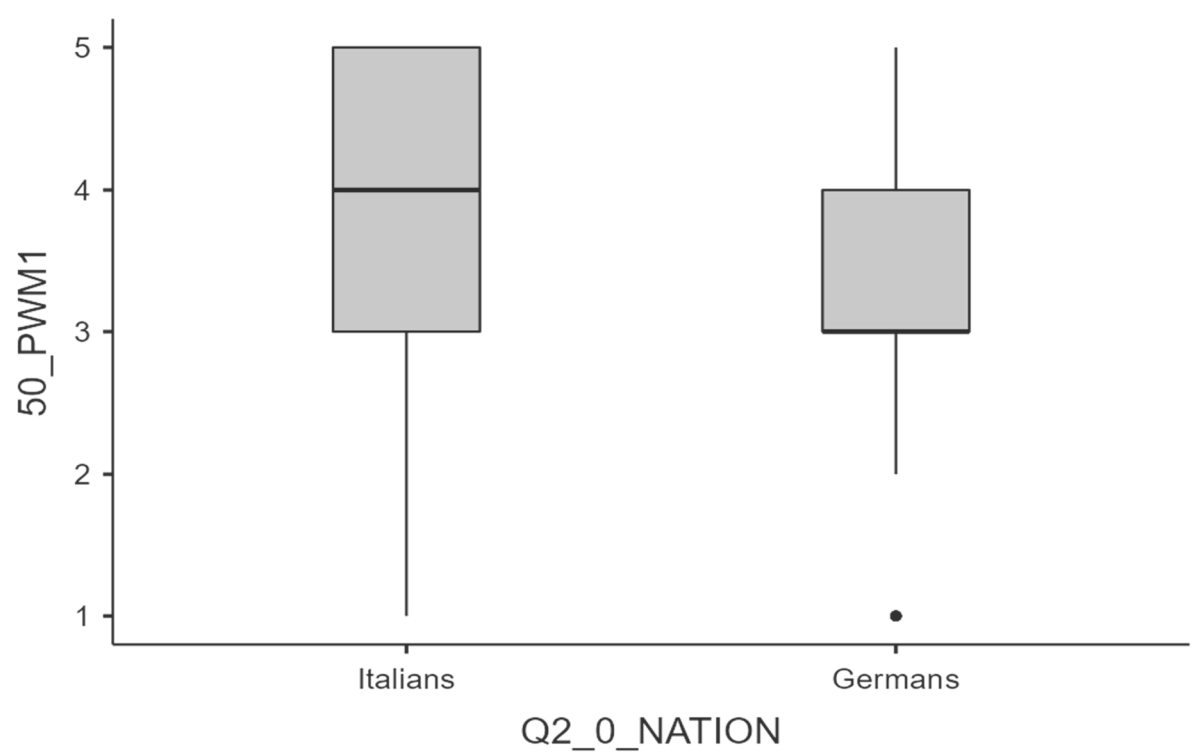
Descriptives

	Q2_0_N ATION	24_WO RKP1	25_WO RKP2	26_WO RKP3	28_SOC RES1	29_SOC RES2	30_SOC RES3	34_VISI ON1R	35_VISI ON2	36_VISI ON3	23_E TR1	33_E TR2	37_E TR3	38_E TR4	39_ET R5R	32_E TR6
	German s	5	4	5	5	5	5	5	4	5	5	4	5	4	5	5
25th perce ntile	Italians	3.00	3.00	3.00	3.00	3.75	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	German s	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00
50th perce ntile	Italians	4.00	4.00	3.00	3.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.50	3.00	4.00	4.00
	German s	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
75th perce ntile	Italians	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
	German s	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	3.00	3.00	4.00	3.00	4.00	4.00

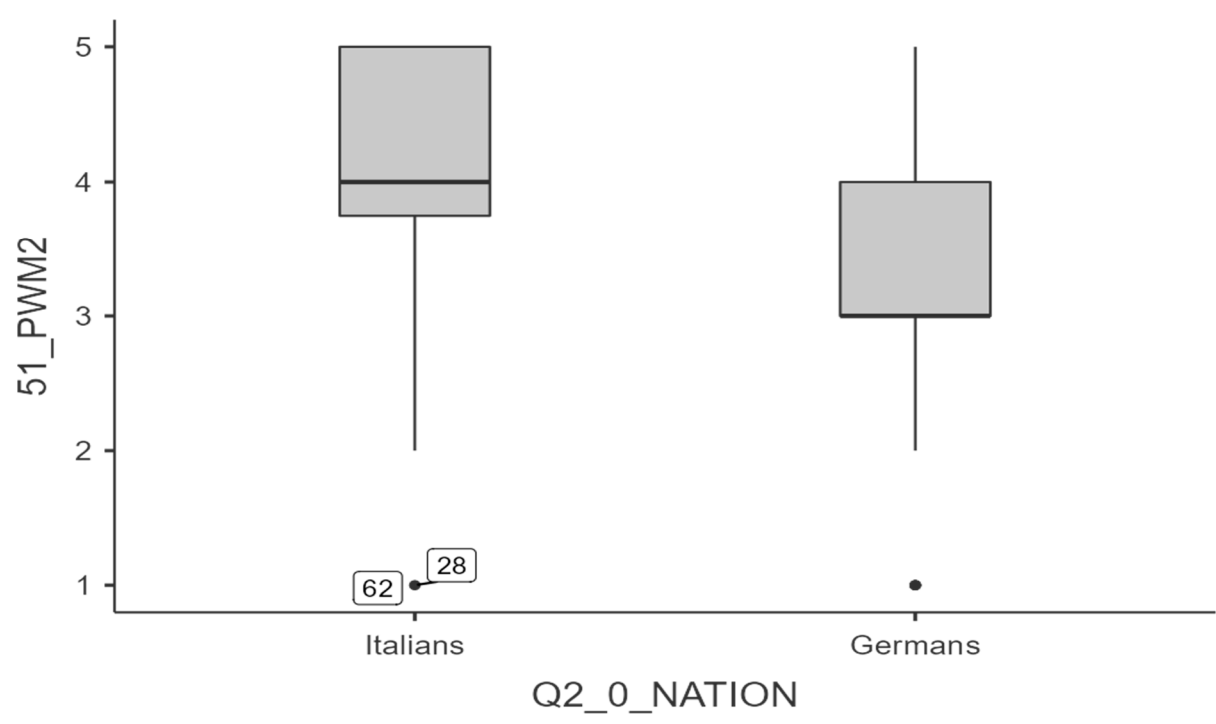
## Descriptives

	Q2_0_NATION	50_PWM1	51_PWM2	7_LOY1	52_LOY2	53_LOY3
N	Italians	184	184	182	179	182
	Germans	90	89	90	89	89
Missing	Italians	0	0	2	5	2
	Germans	0	1	0	1	1
Mean	Italians	4.20	4.09	1.93	2.93	3.66
	Germans	3.37	3.34	1.98	3.18	3.26
Median	Italians	4.00	4.00	2.00	3	4.00
	Germans	3.00	3	2.00	3	3
Standard deviation	Italians	0.908	0.883	0.249	1.19	0.930
	Germans	1.28	1.13	0.148	0.984	1.09
Minimum	Italians	1	1	1	1	1
	Germans	1	1	1	1	1
Maximum	Italians	5	5	2	5	5
	Germans	5	5	2	5	5
25th percentile	Italians	3.00	3.75	2.00	2.00	3.00
	Germans	3.00	3.00	2.00	3.00	3.00
50th percentile	Italians	4.00	4.00	2.00	3.00	4.00
	Germans	3.00	3.00	2.00	3.00	3.00
75th percentile	Italians	5.00	5.00	2.00	4.00	4.00
	Germans	4.00	4.00	2.00	4.00	4.00

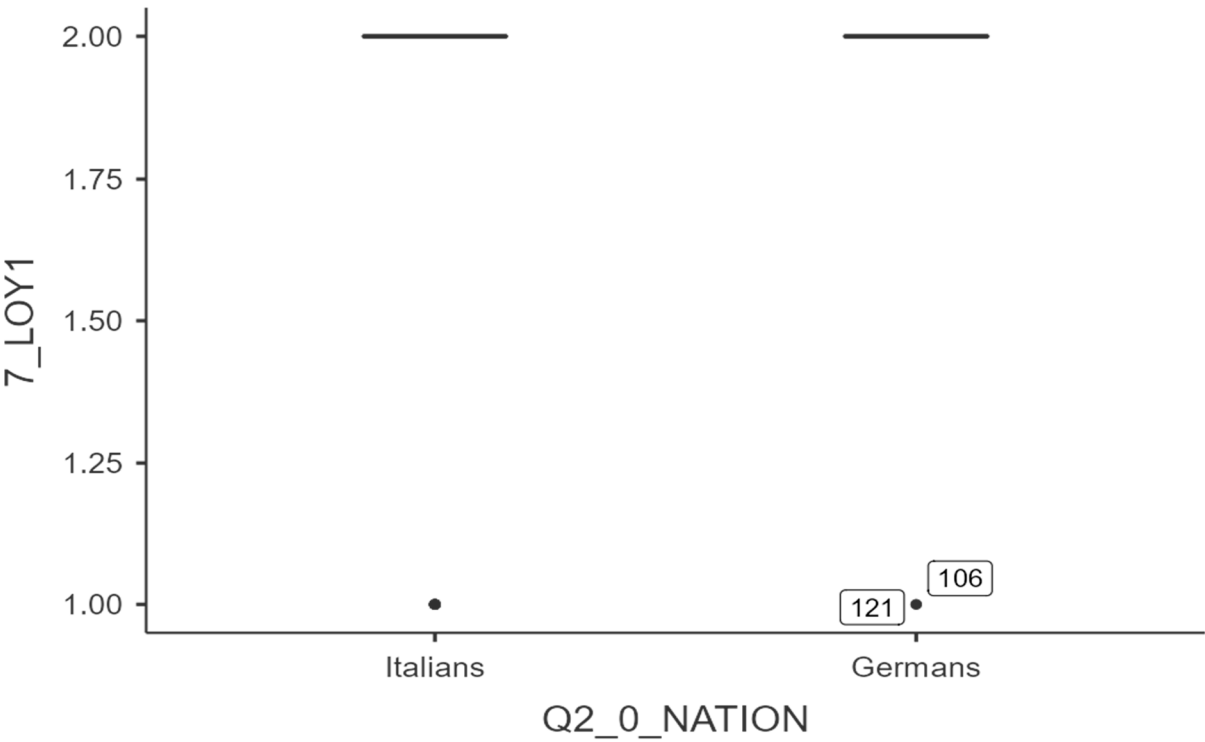
50\_PWM1



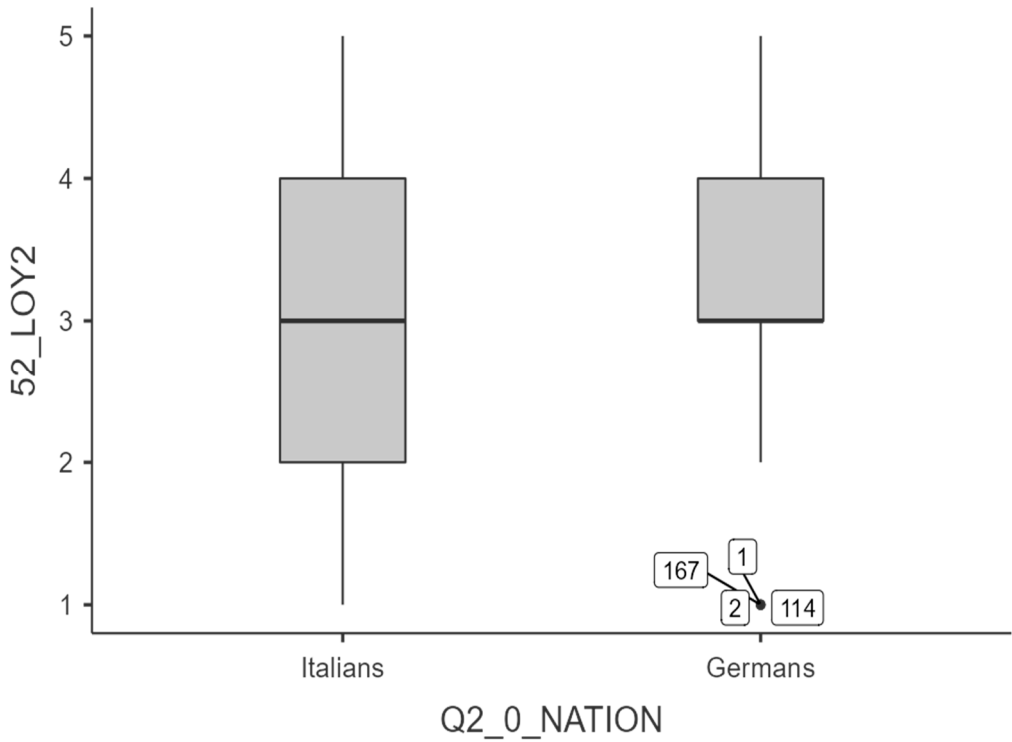
51\_PWM2



7\_LOY1



2\_LOY2



53\_LOY3

