

News release
Feb. 9, 2012, 7:05 a.m. EST

MarketWatch
THE WALL STREET JOURNAL

February 12, 2012 9:18 PM EST

New York Closed London Closed Tokyo Closed

Latest News

9:06p ANZ to reduce employment in Australia by 1,000
9:07p Hong Kong index higher; Hang Seng index up 0.2%
8:53p Greece votes to approve austerity measures
8:45p Hong Kong stocks fall as real-estate shares sag

DOW -69.23 -0.69% NASDAQ -69.33 -0.80% S&P 500 -9.31 -0.69%

12,801.23 2,903.88 1,342.64



ALEXANDRIA, Va., Feb 09, 2012 (BUSINESS WIRE) -- Children have a natural curiosity about dolphins, whales and other marine mammals. The best way for parents to encourage this interest -- and to inspire a lifelong passion for wildlife conservation -- is to log kids off the computer and visit an accredited marine park, aquarium or zoo, where learning best happens.

That's according to a new national public opinion poll that says the public strongly believes seeing and experiencing live animals is the best way for children to learn about marine mammals. Released today by the Alliance of Marine Mammal Parks and Aquariums, the survey of more than 1,000 adults found that 97 percent of people agree that marine life parks, aquariums and zoos are important because they educate children about marine mammals -- animals that children might not have the opportunity to see in the wild. Ninety-four percent of those polled agree that children are more likely to be concerned about animals if they learn about them at marine life parks, aquariums and zoos, and that visiting these facilities can inspire conservation action that can help marine mammals and their ocean environments.

The poll, conducted by Harris Interactive(R), also found that 94 percent of people agree that zoological parks and aquariums offer valuable information about the importance of oceans, bodies of water and the animals that live there.

"Children, especially, care more about what they know and understand, and these parks provide important interactions that are a critical first step in promoting kids to take action to help animals and their habitats," said Marilee Menard, executive director of the Alliance. Additionally, the poll found that 89 percent agree that children learn more about marine mammals at an aquarium or zoo than in a school classroom, and 88 percent agree that you can learn about animals at marine parks in a way that can't be replicated by watching film or TV programs. Some 91 percent agree that seeing a marine mammal at these facilities fosters a connection to the animal.

"When children -- and adults -- see and experience the excitement of being close to marine mammals such as whales, dolphins, and sea lions, it resonates in ways that even the most vividly illustrated book or video cannot. It is an emotionally enriching experience that fosters a sense of caring for these animals and their ocean environments," said Menard, whose Alliance membership represents 48 accredited facilities that account for the greatest body of experience and knowledge about marine mammal care and husbandry in the world. Other findings from the new public attitude survey include:

-- 40 percent of Americans (about 125 million people) have visited a marine park, aquarium or zoo in the last 12 months, including 56 percent of households with children (about 20 million households).

-- 94 percent believe the people who care for the animals at marine life parks, aquariums and zoos are committed to the welfare of the animals.

-- 97 percent (ages 18-24) would be interested in swimming with dolphins.

-- 93 percent believe that many of the successes to save endangered or declining species are at least in part a result of work done in marine life parks, aquariums and zoos.

-- 90 percent agree that species in the wild benefit when their biology and physiology is studied in marine life parks, aquariums and zoos.

-- 90 percent believe that interacting with dolphins in a marine life park, aquarium or zoo offers people a deeper understanding and appreciation of this mammal.

"We pride ourselves on providing an educational and enjoyable experience for families," Menard said. "Professionals at Alliance member institutions work every day to inspire guests of all ages to share their commitment to marine mammals, the need to protect them in the wild and to conserve ocean habitats."

Methodology

Enter Symbols or Keywords

SEARCH

From Barron's



Dana gets back in gear

Provider of driveline components for everything from Bugatti to forklift trucks has emerged stronger from bankruptcy..

Most Popular

- Greece set for critical vote on spending cuts**
- 5 stock pros confess their biggest market worries**
- Apple files patent suit over Samsung Galaxy Nexus**
- Pop singer Whitney Houston dies at 48**
- Greek parliament approves austerity plans: reports**

Partner Center »

Find a Broker



Open. Fund. Trade wit
Scottrade



Trade at Fidelity. Oper
an account today



Why Pay More?
Switch to
OptionsHouse.



Trade free for 60 days
with TD Ameritrade

Harris Interactive(R) conducted the study online on behalf of the Alliance of Marine Mammal Parks and Aquariums between Aug. 29 and Sept. 6, 2011 among a nationally representative quantitative survey of 1,011 U.S. adults ages 18 and over. The data were weighted where necessary to be representative of the total U.S. adult population on the basis of age, sex, race/ethnicity, education, region and household income. The propensity score weighting was also used to adjust for respondents' propensity to be online.

The Alliance of Marine Mammal Parks and Aquariums is an international association of marine life parks, aquariums, zoos, research facilities, and professional organizations dedicated to the highest standards of care for marine mammals and to their conservation in the wild through public education, scientific study, and wildlife presentations.

SOURCE: Alliance of Marine Mammal Parks and Aquariums

PCI

Lindsey Lucenta, 312-558-1770

llucenta@pcipr.com

Copyright Business Wire 2012



This Stock Will Explode

You Need to Know About this Next Awesome Penny Stock! Read More.

www.PennyStockCircle.com

Top 5 Savings Accounts

List of top rated savings accounts w/FDIC for safe money investing.

RateCatcher.com/Top-Savings-Accts

91% Accurate Stock System

No Guessing. No Hunches. No Missed Trends, Ever! Learn More

www.MarketTrendSoftware.com

6.32% Monthly Using ETFs?

Simple, Time-Tested ETF System Averages 6%/mn Trading DIA, QQQ & More!

etftippingpoint.com

91% Accurate Stock System

No Guessing. No Hunches. No Missed Trends, Ever! Learn More

www.MarketTrendSoftware.com

1000%+ Penny Stock Picks

Join our 100% Free Newsletter today and get picks that skyrocket!

www.AwesomePennyStocks.com

Penny Stock of the Day

Penny Stock Pick of the Day Emails. Huge Gains for Active Traders!

www.PennyStockAlerts.com

Suggested stories

Voters resist return of 'Rockefeller Republicans'

Honda messed with the wrong woman

Dennis Gartman is 'wild-eyed bullish' on stocks

2011 a good year for Imtech: EBITA +11%, revenue +14%, order book +12%;...

Greece set for critical vote on spending cuts

Europe stocks slide as Greek worries intensify

From Around the Web

Content from Sponsors [What's this?](#)

11 Ways to Lower Cholesterol (Lifescript)

What Happens In Vegas, Stays In Vegas – Not Anymore... (Conduit Blog)

10 Middle-Class Jobs That Will Vanish by 2018 (InvestingAnswers.com)

FBI warns of new banking scam (Bankrate.com)

Easter Island: Canary in a Coal Mine? (Away.com)

[[what's this](#)]

Featured Stories



Greece votes to approve austerity measures



Greek leaders promote unpopular austerity



Asia markets gain after Greek austerity vote

Japan's economy shrinks more than expected in Q4

LOS ANGELES (MarketWatch) -- Japan's economy shrank by more than expected in the October-December quarter...

Retail sales key to U.S. economic recovery

If the U.S. economy is to continue to chug along, consumers will have to take the lead.

MarketWatch.com

Enter Symbols or Keywords

SEARCH

Site Index

Topics

Help

Feedback

Newsroom Roster

Media Archive

Premium Products

Mobile

Company Info

Code of Conduct

Corrections

Advertising Media Kit

Advertise Locally

License our Content

Broker Center

Your Ad Choices

MarketWatch on Facebook

Like

< 83k

MarketWatch on Twitter

Follow

< 394K followers

RSS

Podcasts

THE WALL STREET JOURNAL

Digital Network

WSJ.com

Barron's Online

BigCharts

Virtual Stock Exchange

All Things Digital

MarketWatch Community

Financial News Online

WSJ.com Small Business

FINS: Finance, IT jobs, Sales jobs



Copyright © 2012 MarketWatch, Inc. All rights reserved.
By using this site, you agree to the Terms of Service and Privacy Policy - UPDATED 10/18/2011.

Intraday Data provided by SIX Telekurs and subject to terms of use. Historical and current end-of-day data provided by SIX Telekurs. Intraday data delayed per exchange requirements. Dow Jones Indexes (SM) from Dow Jones & Company, Inc. All quotes are in local exchange time. Real time last sale data provided by NASDAQ. More information on NASDAQ traded symbols and their current financial status. Intraday data delayed 15 minutes for Nasdaq, and 20 minutes for other exchanges. Dow Jones IndexesSM from Dow Jones & Company, Inc. SEHK intraday data is provided by SIX Telekurs and is at least 60-minutes delayed. All quotes are in local exchange time.