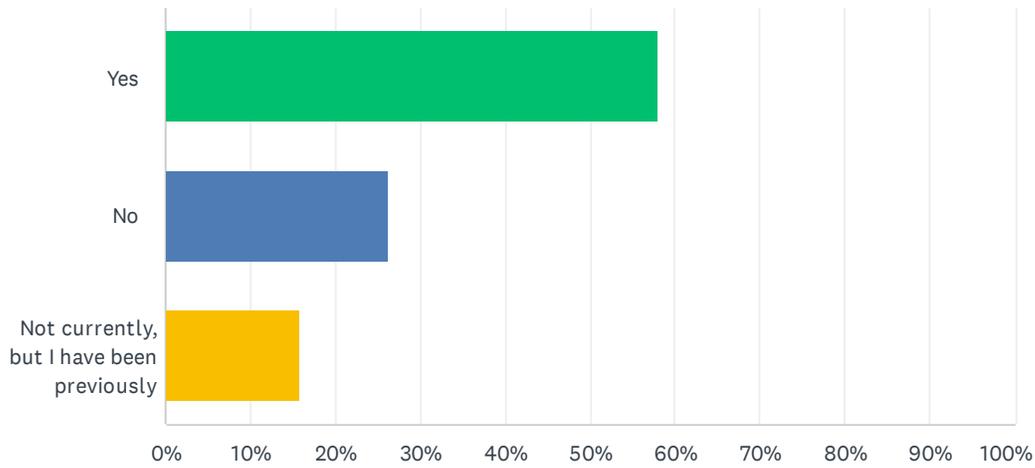


ATTACHMENT #5

Innovation & Improvement at The Living Desert Zoo and Gardens

Q1 Are you currently a member at The Living Desert Zoo and Gardens?

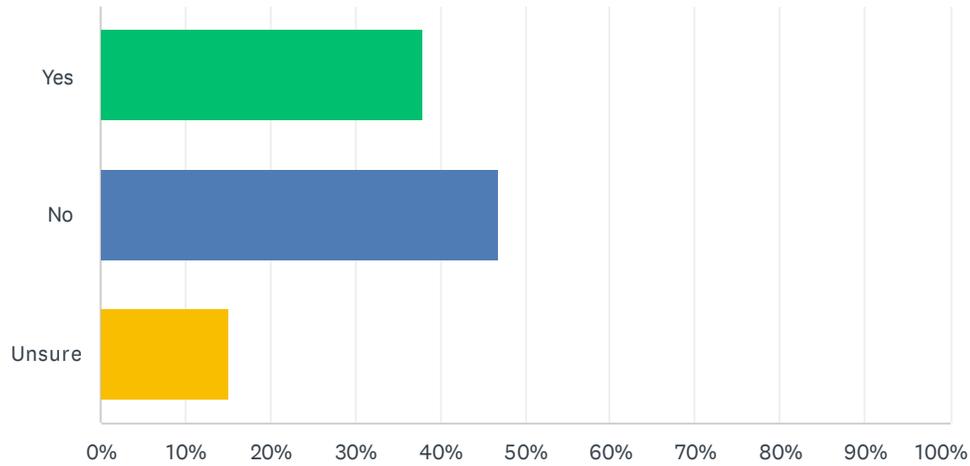
Answered: 145 Skipped: 1



| ANSWER CHOICES | RESPONSES | |
|---|-----------|-----|
| Yes | 57.93% | 84 |
| No | 26.21% | 38 |
| Not currently, but I have been previously | 15.86% | 23 |
| TOTAL | | 145 |

Q2 Would the addition of upscale dining and retail opportunities increase how often you visit the Zoo?

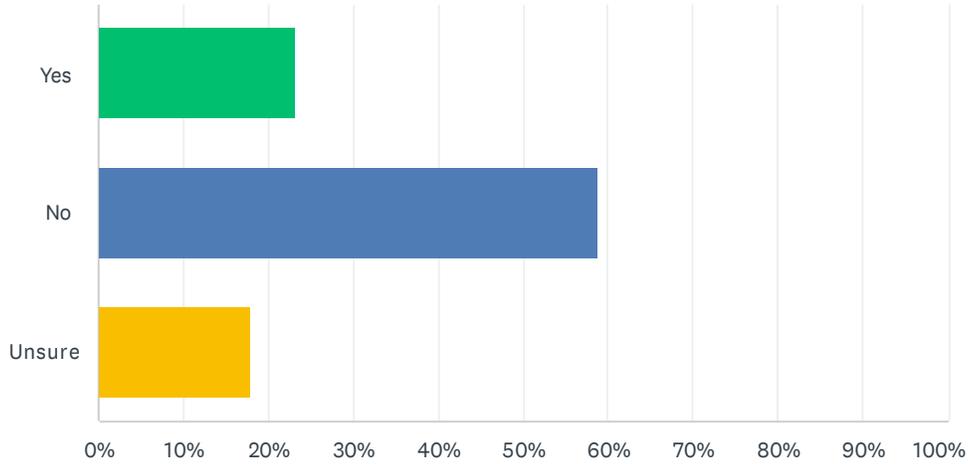
Answered: 145 Skipped: 1



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Yes | 37.93% | 55 |
| No | 46.90% | 68 |
| Unsure | 15.17% | 22 |
| TOTAL | | 145 |

Q3 Do you think the improvement of the The Living Desert Zoo and Gardens will increase the value of your home?

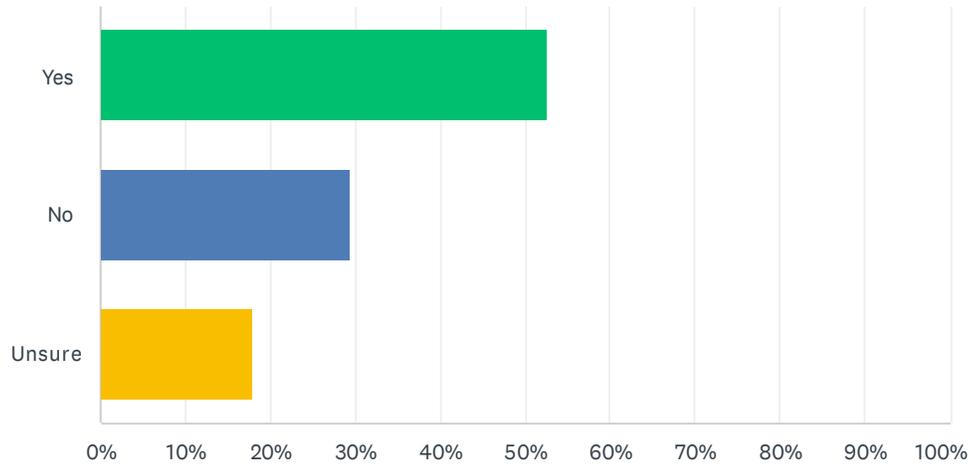
Answered: 146 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Yes | 23.29% | 34 |
| No | 58.90% | 86 |
| Unsure | 17.81% | 26 |
| TOTAL | | 146 |

Q4 Are you aware that the improvement of the The Living Desert Zoo and Gardens will provide annual tax revenue to the City of Indian Wells?

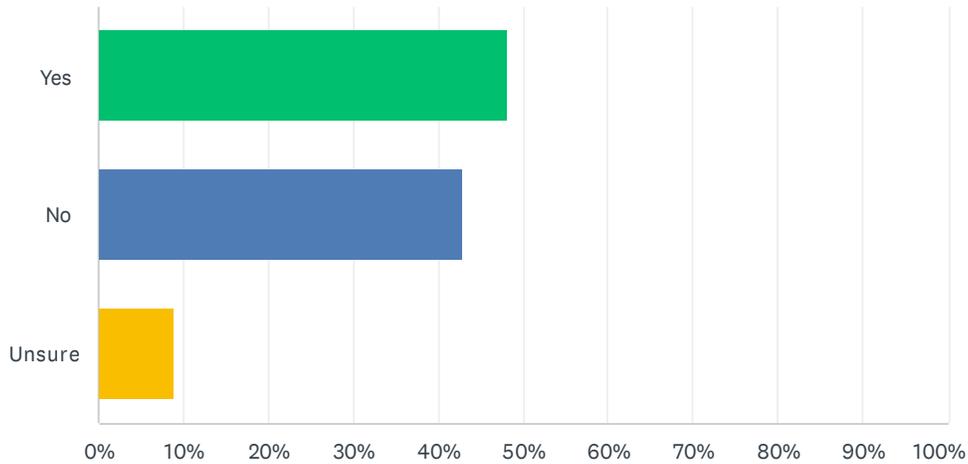
Answered: 146 Skipped: 0



| ANSWER CHOICES | RESPONSES |
|----------------|-----------|
| Yes | 52.74% 77 |
| No | 29.45% 43 |
| Unsure | 17.81% 26 |
| TOTAL | 146 |

Q5 Do you support the City of Indian Wells making an investment of \$500,000 per year over a four-year period, beginning in the current fiscal year, to support The Living Desert's mission of desert conservation and education?

Answered: 145 Skipped: 1



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Yes | 48.28% | 70 |
| No | 42.76% | 62 |
| Unsure | 8.97% | 13 |
| TOTAL | | 145 |