

**TORONTO ZOO**  
**VISITOR STATISTICS**  
for the year to date ending 2010-10-31

	<u>2010 ACTUAL</u>	<u>2010 BUDGET</u>	<u>2010 ACT. +/- BUD.%</u>	<u>2009 ACTUAL</u>	<u>2010 ACT. +/- 2009 ACT.%</u>
<b>REGULAR VISITORS &amp; GROUPS</b>					
General Admission (13-64)	437,121	484,467	-10	541,661	-19
Senior (65+)	19,727	23,037	-14	26,135	-25
Children (4-12)	140,547	170,546	-18	160,845	-13
<b>Sub-Total</b>	<b>597,395</b>	<b>678,050</b>	<b>-12</b>	<b>728,641</b>	<b>-18</b>
<b>SCHOOL GROUPS</b>					
Post Secondary	6,635	5,282	26	6,986	-5
Secondary	38,741	31,489	23	33,763	15
Elementary	91,075	113,790	-20	105,730	-14
<b>Sub-Total</b>	<b>136,451</b>	<b>150,561</b>	<b>-9</b>	<b>146,479</b>	<b>-7</b>
<b>REGULAR VISITORS &amp; GROUPS TOTAL</b>	<b>733,846</b>	<b>828,611</b>	<b>-11</b>	<b>875,120</b>	<b>-16</b>
Members	293,768	232,628	26	303,069	-3
Members Guests	774	1,431	-46	565	37
<b>Sub-Total</b>	<b>294,542</b>	<b>234,059</b>	<b>26</b>	<b>303,634</b>	<b>-3</b>
Special Passes	54,402	28,501	91	50,359	8
Children under 4	170,237	157,829	8	164,963	3
<b>Sub-Total</b>	<b>224,639</b>	<b>186,330</b>	<b>21</b>	<b>215,322</b>	<b>4</b>
<b>TOTAL VISITORS</b>	<b>1,253,027</b>	<b>1,249,000</b>	<b>0</b>	<b>1,394,076</b>	<b>-10</b>
MEMBERSHIPS	31,706	33,400	-5	33,136	-4