LOCK HAVEN “FUN PARK”

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## Table of Contents

1. Introduction Page 3
2. Secondary Research Page 4
3. Qualitative Research Page 11
4. Preliminary Quantitative Research Page 22
5. Discrete Choice Survey Page 35
6. Discussion/Recommendations Page 43
7. References Page 37
Introduction

Research Objectives

The overall goal of our research objectives was to discover if a “Fun Park” would grow to be successful in Lock Haven, Pennsylvania. We wanted our business to appeal directly toward college students, especially those attending Lock Haven University. Before starting our research, our team personally believed that a “Fun Park” would thrive against our competition, which consists of other recreational services throughout the Lock Haven region. Throughout this process, we used four different types of research that we felt would test our hypothesis. These four different types of research methods consisted of secondary research, qualitative research, preliminary quantitative research, and discrete choice survey.

Secondary research was used as the foundational base for our research and was supported by previously proven facts and figures. We used statistics from previous research studies that were conducted by other researchers when studying similar fields. We began our secondary research by comparing our direct and indirect competitors on their strengths and weaknesses. Along with this, we considered how they would compete against each other and how they could compete against us. We then broke down the target market into different segments directed toward college students in general and more specifically Lock Haven University college students. The different segments were comprised of geographic, psychographic, demographic, buying power, and buying choices. We used these findings to determine what particularly motivates college students in general and more specifically Lock Haven University students.

The second method we used to conduct our research was qualitative research, or better well known as focus group research. On October 4th, 2010, our marketing research team conducted an in-depth focus group interview of ten Lock Haven University students to determine their attitudes and feelings toward the opening of a “Fun Park” in Lock Haven, Pennsylvania. Our focus group consisted of 5 members; a moderator, a follow-up moderator, a tally recorder, and two researchers who kept the findings for male responses and the other for female responses. We had 9 initial questions going into the focus group and followed up on each response with a
more detailed question pertaining to each intriguing answer. We felt that this method allowed us to get more in-depth responses from college students at Lock Haven University. The largest difficulties to this method were the time restrictions and that we only were able to interview students pertaining to marketing classes.

Preliminary Quantitative research was the third method we conducted for this research. Quantitative research methods are generally used to test a hypothesis and use random sampling techniques to conclude from a sample of a population. For this research, three members of our group created Surveymonkey.com surveys which consisted of 10 questions each. Each survey contained 10 different questions because we wanted to gain as much information as we could, but Surveymonkey.com only allows 10 questions without charging a fee. We had fellow students in our marketing research class take the survey as well as a few members of Alpha Kappa Psi, which is a Lock Haven University business fraternity. We used the results of our survey to test our hypothesis that we formed at the beginning of our study.

The last survey that we conducted to get the local college students opinion on a Fun Park being built in Lock Haven was the discrete choice survey. A discrete choice survey is a more advanced tool that gives you market information that no other research tool can give you. A discrete survey is the only research tool that gives you reliable answers on pricing questions. Although we did previous research and surveys on pricing we cannot trust those answers like we can the answers from the discrete survey. The objective for this type of research tool was to see how much more, or less, customers would pay if we added, or subtracted, different features. The survey that we conducted didn’t just ask questions like our previous surveys. This discrete choice survey simulated the kind of decisions consumers make in the real world. Decisions such as; brands, attributes, and prices that they choose instinctively.
Secondary Research

Objectives:

Our goal was to research if a Fun Park would be successful in the Lock Haven area. We researched the strengths and weaknesses of our competition. We researched college students in general and focused more directly on traditional college students at Lock Haven University. The secondary research we uncovered was used in order to determine if a Fun Park would prosper or not.

Competition Analysis

When researching for the Fun Park in Lock Haven, we needed to look at some of the closest competitors to see how they will affect business. Some of the competitors will have the same activities as the Fun Park but some will just be places that students would rather attend than the Fun Park. Below is what we feel are the four strongest competitors of the Fun Park.

1. Clinton Lanes- Lock Haven’s bowling alley
   - The bowling alley would take away some customers from the Fun Park because it is an activity that many people that come to our Fun Park would participate in. It is also open the same kind of hours that our Fun Park would be open. The bowling alley also has discounts on certain nights when bowling is inexpensive, and most students tend to take part in activities that cost the least amount of money.

2. All Lock Haven bars
   - Lock Haven bars are a main attraction for almost all college students. The advantage that we would have is how we will be open during the day to give students activities to participate in during the day hours. Most students that attend the bars attend them at the late hours of the night (10pm-2am). Also to attend bars you must be 21
years of age which helps us bring in some of the younger crowd looking for day and evening activities.

3. Roxy Movie Theater
   ➢ The Roxy is currently the only movie theater in Clinton County. They have three screens and play many of the newly-released movies. The Roxy is a competitor because many students like to watch movies and will do so because of the Roxy’s cheap rate of five dollars for all Lock Haven Students.

4. Lock Haven University REC
   ➢ The REC is part of Lock Haven University, and is a place that many students will go to spend some time. The REC has activities such as basketball courts, tennis courts, racquet ball courts, exercise machines and many other sorts of activities. The REC is a major competitor of our Fun Park because many students already go there and it is free of charge for Lock Haven students.

5. Rock River & Trail Outfitters
   ➢ Rock River & Trail Outfitters serves as a retail store in Lock Haven which sells equipment for outdoor recreation including kayaking, hiking, camping, snow shoeing and other activities. Along with these products, they also offer guided trips for customers such as kayaking on the river, bicycle trips, and hiking trips. Throughout the summer, they organize trips for customers to come out and kayak on local waterways in the area such as on the Susquehanna River, Pine Creek, Bald Eagle Creek and other rivers. They also offer bicycling trips which usually occur on the Rails to Trails that spans from Jersey Shore, PA, all the way to Wellsboro, PA. They also offer shuttle services for anyone in the Lock Haven area who needs transportation to participate in activities not occurring within the city boundaries for a fee depending on the distance needed to travel. This allows college students to get out and explore the Pennsylvania Wilds with
greater ease and can be relatively inexpensive since they can also rent equipment for the events. These events are offered on certain days, maybe once a week, at certain but restricted times.

Above are the main competitors of our Fun Park. However there are other competitors including the golf courses, an arcade downtown, and the skate rink, but we feel that not enough students attend or even know that these facilities exist to have them as our main competitors.

**Target Market**

Our target market will be aimed toward traditional college students at the Lock Haven University of Pennsylvania between the ages 18 and 25.

- **Geographic:**
  
  We want to focus on students that live within 10 miles of the zip code 17745, which is the zip code for the general Lock Haven Area. There are currently 4,665 students who are enrolled at Lock Haven University Main campus with 79% of incoming freshman living on campus while 42% of all undergraduates live on campus. All incoming freshman are required to live on campus unless they’re commuting from within a 50 mile radius of Lock Haven.

- **Buying Power:**
  
  Since College students are usually 18 or older, they are considered legal adults and capable of making their own buying decisions. In general, traditional college students are considered to be poor with most working during summer breaks or part-time during school. Expenses such as tuition, meal plans and housing are often obtained through grants, scholarships, subsidized Stafford loans, and unsubsidized standard loans. 90% of first time students receive grant aid while 84% receive loans. This leaves most traditional students with a lower income level to spend on recreational activities outside of their basic life needs such as shelter, clothing and food. Typical students receive a
refund check which averages around $2,500 per semester, which most use
discretionarily after their required expenses are covered.

![Percent of Total Student Financial Aid by Type](chart.jpg)

(error in chart above “Student”)

- **Buying Choices:**
  Buying choices depend on how the traditional student at Lock Haven University would
decide to spend their discretionary income, whether it’s from a part-time job, loans, or
even financial support from their parents. Every college student has a budget whether
they like it or not, and must make decisions on how to allocate their money. Besides
clothes, transportation or the latest gadgets, most college students choose to spend
their spare money on social activities, such as partying, going to the movies, etc.
Demographics:
Lock Haven University’s student enrollment has grown significantly over the last 60 years. In 1950, only 599 students were enrolled in the fall term, whereas the 2009 enrollment rate was 5,329, indicating that the student population has grown by almost nine times its original number. This increase is a great sign for current and future business owners near the Lock Haven city area. High population density means more consumers of products and services.

The average number of admitted males in 2009 was 2,156 which equals 43% of the student enrollment, whereas the average number of females was 2,888 which equals the other 57% of the student enrollment. This means the female population rate at Lock Haven University is slightly higher than the male rate. Of these 5,044 students 91% are from the state of Pennsylvania and have an average age of 21 years old. Around 6% of the overall student population has some type of disability (This is an important statistic to remember for our group’s business).

When it comes to diversity at Lock Haven University a commanding number of students are of white ethnicity. In fact 4,418 of the undergraduate students enrolled in 2009 were white, which is equivalent to 88% of the overall undergraduate student population. The next highest population in ethnic population is African American/Black which rages around 7% of the student population or exactly 353 students. The other 5% of student is made up of other ethnicities (Hispanic 2%, American Indian <1%, Asian 1%, unknown 1%).

(The following statistics are under work cited #1)
• **Psychographics:**

The city of Lock Haven is a very diverse area when it comes to psychographic attributes, because it is a college town. The reason being is that a college atmosphere tends to incorporate all walks of life styles, structures and beliefs. Denominators such as religion, personality traits, attitudes, and interest are some of the building blocks that make the Lock Haven population who they are.

Of the overall Lock Haven population 47.3% of the citizens have not yet decided to get married, 33.3% are currently married, 2.2% are separated, 8.5% are widowed and 8.7% are divorced. These numbers indicate that more than half of the population is currently not wed. The crime rate in Lock haven is 235.0 cases per 100,000 people. This is below the national average of 320.9 crime cases per 100,000 people which only includes murder, rape, robberies, assault, burglaries, theft, auto theft and arson. The reason this falls under psychographic is because it is part of the overall population mindset.

Out of the entire Lock Haven population 17% of males are taking some type of educational services and 23% of all females are in some type of educational services. When it comes to jobs males are more prone to choose a job in a construction field (5%) whereas females have a higher constant job rate in cashiering (7%) or in secretary positions (6%). The average household consists of 2.2 people, indicating that Lock Haven citizens prefer a smaller household than the national average (2.5). The area is also above average in the amount of people that rent. The average amount of clubs and restaurants in Lock haven are below the national average, suggesting that the population has less public leisure establishments to enjoy.

(These statistics came from source # 4)
Qualitative Research

On October 4th, 2010 we conducted an interview of ten Lock Haven University students to determine their attitudes and feelings toward the opening of a “Fun Park” in Lock Haven, Pennsylvania. The “Fun Park” would include, but is not limited to features such as; batting cages, a bowling alley, carnival-style food vendors, miniature golf, arcade games, and go-karts. Our goal was to determine whether or not college-age inhabitants of Lock Haven would be receptive to the opening of a Fun Park in their town, how often they would attend, and how successful the Fun Park would be.

Once a focus group was formed, the members of the research team were each given a specific job in carrying out the study. Ben Fink was the moderator, and Ian Crane was the follow-up moderator which took the questions deeper into why the respondents answered in the way that they did. The specific answers of each respondent were recorded by Brent Tracy and Drew Stevenson. They each recorded the respondents according to the sex of the individual. We decided as a group if we had one person record the male responses and another person recorded the female responses we would get a more in-depth look at what we want to know. The overall tallies and statistical data were recorded by Kevin McCune. This took into consideration both male and female responses.

After conducting the focus group we received a lot of information that would help with the decision on whether or not a “Fun Park” would be a successful business in Lock Haven. 90 percent of the participants said that they would attend the “Fun Park” at some point during their collegiate years. Most of the participants said that they would not want to spend more than 20 dollars for an all-day pass. Although 90 percent of participants said they would attend the “Fun Park”, by looking at the competitor’s activities, these participants would not attend at least once a month. It seemed more likely that they would try the activities at the “Fun Park” but would not come back on a regular basis. The competitor activities like bowling and the movies struggle to get students to come on a regular basis, while the bars are the biggest competitor getting students to attend at least once a week.

A trend that seemed to be popular amongst the males was the idea that they were concerned mostly about what type of food that was going to be served at the park. It was almost as though they didn’t care as much about the entertainment aspect of the project. The females on the other hand were concerned with the type of activities that would be offered at the park. Another concern of the participants was the price. Being that the respondents were college students they seemed to hold fast to their entertainment money, as though they might not be easily budged.
The end result of the focus group seemed to be that the participants felt the “Fun Park” would relate better to families and teenagers. The participants feel that college students are more focused on adult activities such as the bars. A limitation of the study, however, was the small sample size of the university population.

Questionnaire:

1.) What do you think when you hear the word “Fun Park?”
   a. Male respondents
      Respondent 1: “Rollercoaster”
      Respondent 2: “Billy Madison”
      Respondent 3: “Hershey Park”

      Female respondents
      Respondent 1: “Mini Golf”
      Respondent 2: “Dorney Park”
      Respondent 3: “Golf”
      Respondent 4: “Amusement Parks”
      Respondent 5: “Roller Coasters”
      Respondent 6: “Games”
      Respondent 7: “Roller Coasters”

2.) Have you ever been to a Fun Park before with go-karts, mini golf, bumper cars, batting cages, arcade, etc?
   Out of the ten people in the focus group six of the participant’s responded by saying that they have been to a “Fun Park” that involved go-karts, mini golf, bumper cars, batting cages or other similar activities.

   60% of participants have attended a Fun Park.
   40% of participants have not attended a Fun Park.

   Male respondents
   (2 of 3 respondents said they have been to a Fun Park)
Respondent 1: “Yes when I was little”
Respondent 2: “I haven’t been to one with mini golf, but have been to one with go-karts”
Respondent 1: “I think mostly kids go to Fun Parks”

Female respondents
4 out of 7 participants said they have attended an actual Fun Park while all 7 have attended an amusement park.

b. What was your motivation for going?
   Male respondents
   Respondent 1: “My family goes to one every year to camp out”
   Respondent 2: “It was just something to do”

   Female respondents
   Respondent 1: “A guy brought me to one on a date and it was pretty fun.”
   Respondent 2: “Batting cages”
   Respondent 3: “Batting cages”
   Respondent 5: “I thought it would be a fun thing to do with my friends”
   Respondent 6: “I used to go whenever I was bored with friends”

3.) What would you enjoy most at a Fun Park?
   Male respondents
   Respondent 2: “Food!”
   Respondent 1: “Yeah their food”
   Respondent 2: “I like when they have funnel cakes”
   Respondent 2: “That’s the main reason I would go”
   Respondent 3: “The GO-karts”

   Female respondents
The female respondents all agreed that batting cages, go-karts, mini golf, bumper cars, an arcade, and a few different selections of food are what they were looking for in a Fun Park. Another respondent said a few small rides such as a carousel would be a nice attraction. Another respondent also mentioned a small gift shop so they could shop around a little.

4.) A. How would you feel about paying $30 a day to attend?

Out of the ten participants in the focus group only three are willing to pay a 30 dollar charge to attend the “Fun Park” and take part in all the activities for the whole day.

30% of participants are willing to pay a 30 dollar fee for the whole day.
70% of participants are not willing to pay a 30 dollar fee for the whole day.

Male respondents
Respondent 2: “I wouldn’t pay that much because I could go to a theme park for that price.”
Respondent 3: “I would rather pay per ride and not a set price”
Respondent 1: “Yeah a non-set price would be better”
Respondent 3: “Maybe if the set price was lower”
Respondent 1: “Yeah $30 is a little much”

Female respondents
Respondent 1: “Yes, I would pay for an all-day pass”
Respondent 2: “No, that’s way too expensive, especially when I’m not interested in doing all the activities”
Respondent 3: “Yeah, I would”
Respondent 4: “No”
Respondent 5: “No, that’s too much for me”
Respondent 6: “Yes”
Respondent 7: “Nope”

B. What price would you be willing to pay?
Male respondents

Respondent 2: “maybe like $20”
Respondent 1: “Yeah, I prefer to pay as I go, but if it was a set price maybe $15-$20”
Respondent 3: “Yeah maybe $20”
Respondent 1: “I wouldn’t go if it was over $20”

Female respondents

Respondent 1: “I would pay $30 but a lower price seems better for me since I don’t have much money”
Respondent 2: “I would pay $20 for an all-day pass but I’d rather just pay for tokens so I only have to pay for the activities I want to do”
Respondent 3: “$20 sounds like a good price to attend all day, as long as I can do any activity”
Respondent 4: “I’d rather just do certain activities and pay a cheaper price such as maybe $.25 a token.”
Respondent 5: “I would pay $15-20 for an all-day pass but it doesn’t seem like it’s worth anymore. I like the idea of paying for a certain number tokens or tickets.”
Respondent 6: “$20 wouldn’t be a bad idea. It’s more affordable for me than $30”
Respondent 7: “I agree that $20 for an all-day pass and then a lower amount for tokens.”

C. Why?

Male respondents of why

Respondent 1: “I would rather go to the bar”
Respondent 2: “Yeah I would rather go to the bar, plus once you got in there you would have to pay more for the food”
Respondent 1: “Yeah by the time you pay for the food and the entry fee you would have $35-$40 into going there”
Respondent 3: “$20 would be perfect”

Female respondents answers are included in part B
5.) What hours and days would you be willing to come?

Male respondents
Respondent 1: “Sundays”
Respondent 2: “Sundays”
Respondent 1: “Maybe Saturday... Sometime at the end of the week”
Respondent 3: “Sunday after diner”
Respondent 2: “Sometime after 6”

Female respondents

Respondent 1: “Anytime from early afternoon ‘til around 11:00 or 12:00pm depending on the amount of activities offered during the weekends”
Respondent 2: “I would come any time after lunch unless I’m eating there and after dinner during the week”
Respondent 3: “Sometime around afternoon or dinner time on the weekends”
Respondent 4: “Probably just for an evening on the weekend”
Respondent 5: “I would only come on the weekends after dinner unless I’m bored otherwise”
Respondent 6: “Games”
Respondent 7: “Roller Coasters”

6.) A. What kind of customers do you think we’ll draw?

Male respondents
Respondent 1: “Little Kids and High schoolers”
Respondent 2: “Little Kids and High Schoolers”

Female respondents
Respondent 1: “Families”
Respondent 2: “Middle school kids”
Respondent 3: “High schoolers and college students”
Respondent 4: “Teenagers and college students not old enough to drink”
Respondent 5: “Some college students but mostly teenagers”
Respondent 6: “Mostly 7th to 10th grade students since they can’t drive and will need dropped off by moms in minivans”
Respondent 7: “Families, high school kids and some college students”

B. Would you come and how often?
Out of the ten participants nine are willing to attend the “Fun Park” at some point and take part in some of the activities.

90% of participants are willing to try the “Fun Park”.  
10% of participants are not willing to try the “Fun Park”.

Male respondents
Respondent 1: “Maybe if I didn’t have anything to do and there was good food”
Respondent 3: “Probably not…I wouldn’t have the time or money”
Respondent 2: “I might come”

Female respondents
Respondent 1: “Yeah, Maybe once a month”
Respondent 2: “Probably fairly often but mostly for the batting cages”
Respondent 3: “I agree with her, mostly for the batting cages and some other Activities if I’m bored”
Respondent 4: “Maybe once a month at most on the weekends”
Respondent 5: “Yeah but not every weekend”
Respondent 6: “A couple times a year”
Respondent 7: “Yeah”

7.) What do you consider the most popular attractions in Lock Haven are and why?

Male respondents
Respondent 1: “Bars”
Respondent 2: “Bars”
Respondent 3: “Nothing really happens in Lock Haven besides the bars”

Female respondents
Respondent 1: “The river because it’s free”
Respondent 2: “The bar since college kids love to drink”
Respondent 3: “Student Recreation Center”
Respondent 4: “The Roxy Movie Theatre ‘cause it’s relaxing”
Respondent 5: “The bars in the Haven so I can get my drink on”
Respondent 6: “Bars”
Respondent 7: “The bars because we like to party”

8.) Do you attend these following attractions at least once a month, why/why not?

A. Clinton Lanes (Bowling Alley)
Out of the ten participants zero attend the Clinton Lanes at least once a month.

0% of participants attend the Clinton Lanes at least once a month
100% of participants do not attend the Clinton Lanes at least once a month.

Male respondents
Respondent 2: “No, I maybe go once a year”
Respondent 1: “No, I never go”

Female respondents
Respondent 1: “Never”
Respondent 2: “I went with the team one time but not once a month”
Respondent 3: “Not that many”
Respondent 4: “Never since none of my friends want to go”
Respondent 5: “Never”
Respondent 6: “No, It’s too expensive to go that often”
Respondent 7: “Nope”

B. Roxy Movie Theatre
Out of the ten participants three attend the Roxy movie theatre at least once a month.

30% of participants attend the Roxy at least once a month
70% of participants do not attend the Roxy at least once a month

Male respondents
Respondent 2: “Yeah once a month at the most ... You can drink in there”
Respondent 3: “Maybe once a year”
Respondent 1: “Never go”

Female respondents
Respondent 1: “No, once a semester”
Respondent 2: “No, I’ve only been there may be 3 times”
Respondent 3: “I’ve only gone there maybe once a semester”
Respondent 4: “Maybe once a year at most”
Respondent 5: “I go probably every week with my boyfriend”
Respondent 6: “I’ve never been there”
Respondent 7: “Twice a month”

C. Student Recreation Center
Out of the ten participants seven attend the student recreation center at least once a month.

70% of participants attend the student recreation center at least once a month.
30% of participants do not attend the student recreation center at least once a month.
Male respondents
Respondent 1: “I used to go all the time, now I never go”
Respondent 2: “I go every day”
Respondent 3: “I go there a few times a week”

Female respondents
Respondent 1: “I used to my freshman year a lot but not anymore”
Respondent 2: “I go to play intramural sports but that’s about it”
Respondent 3: “Maybe once or twice a week to play intramurals”
Respondent 4: “At least 20 times a year”
Respondent 5: “Pretty often for the free activities”
Respondent 6: “Not very often”
Respondent 7: “I go daily to work out”

D. Lock Haven Bars
Out of the ten participants eight attend the Lock Haven bars at least once a month.

80% of the participants attend the Lock Haven bars at least once a month.
20% of the participants do not attend the Lock Haven bars at least once a month.

The 20% of the participants that do not attend the Lock Haven bars were not of age and said that they would attend the bars at least once a month.

Male respondents
Respondent 1: “I’m not old enough”
Respondent 2: “3-4 times a week”
Respondent 1: “Once I turn 21 I’m going to go all the time”

Female respondents
Respondent 1: “At least Once on the weekends but they get expensive”
Respondent 2: “Two of three times a week, depending on practice and class work”
Respondent 3: “Two or three times a week”
Respondent 4: “Maybe twice a week, they’re kind of expensive”
Respondent 5: “I go out at least 3 times a week, sometimes even more”
Respondent 6: “Thursday, Friday and Saturday”
Respondent 7: “Thursday nights are my favorite cause it’s the cheapest night and then Friday and Saturday if there’s nothing else to do”

E. Outdoor Recreation In General

Male respondents
Respondent 2: “I like hunting and sports”
Respondent 3: “Yeah I like outdoors stuff”
Respondent 1: “Yeah I love to do anything extreme”

Female respondents
Respondent 1: “Not very often unless I’m at the river when it’s warm”
Respondent 2: “Not very often because I’m busy with sports”
Respondent 3: “Not very often”
Respondent 4: “I’ve gone on a few hikes but that’s about it”
Respondent 5: “Not too often”
Respondent 6: “I do when I’m with my family on vacations”
Respondent 7: “I’ve been to Hyner View a few times”

F. How many of you students remain in Lock Haven during the summer months?
Out of the ten participants two remain in Lock Haven during the summer months.

20% of the participants remain in Lock Haven during the summer months.
80% of the participants do not remain in Lock Haven during the summer months.

Male respondents
(No one of the male respondents said they stay in Lock Haven during the summer)
Female respondents
Respondent 1: “Yeah, I live here”
Respondent 2: “I only come back a couple times during the summer so half”
Respondent 3: “No”
Respondent 4: “No”
Respondent 5: “Nope”
Respondent 6: “Yeah”
Respondent 7: “No”

Preliminary Quantitative Research

For our preliminary quantitative research we were able to use a survey program called surveymonkey.com. Within this program we enabled ourselves to collectively gather a set of questions that we could disperse to the public. We could then use this information to gain a better understanding of how people feel about the Fun Park.

The purpose/goal of our survey was to find out further information on building a Fun Park in Lock Haven, PA. Before the survey was made we had conducted a focus group study to find out what respondents thought about the idea. After we were through with the interview and had collected the responses, we were quite certain that the investment would most likely be a bust. Therefore, going into this survey, we had expected nothing but the same results as we had received in the focus group study. In doing so, we did repeat a couple of questions in the survey that were asked in the focus group just to see if the results were the same.

Once the results to the survey came in, we were astonished at what we saw. Not only did respondents like the idea of having a Fun Park, but 100% said they were interested in the idea. This shows the dangers of using such a small sample size and expecting it to be reliable.

Our target group for this project included students in college (college aged individuals), both male and female, and our target area was within a 15 minute circumference of the city of Lock Haven. All
together, we sent our survey to 15 respondents and 14 of the 15 respondents completed it. The age variation of the survey ranged from 21 to 31 and 8 of the respondents were male, leaving 6 to be female. Also, out of those 14 respondents that finished the survey, 9 were from Lock Haven, meaning 64% of the respondents reside within the area that might be invested in. This means that our target sexes, demographics and age groups were met.

In order for an investor to get a full understanding of his/her surrounding, they must first evaluate their competition and distinguish what people in that area enjoy doing. For instance there could be two towns right next to each other with the same entertainment resources, but could have completely different social populations living in them. Town A might have a movie theater that is always sold out and town B might be walking the tight rope and going out of business. That's why it is important to see what type of competitors strive within your target location.

With that being said, we asked a few questions in the survey about local attractions. In doing so, we had hoped to gain an understanding of what students in Lock Haven liked to do and also what they might want if a Fun Park was built. Within the results to these questions, we discovered that all of our survey participants have been to some type of entertainment facility in Lock Haven. Out of these facilities, all but one of them (93%) had been to the Lock Haven movie theater, 71% had been to the bowling alley and 64% had been to the gym. Other attractions seemed less desirable to the participants, such as the local skating rink (21%) and the local arcade (21%). Out of these same options we asked the attendants which place they attend the most and the results came out somewhat similar, yet a little strange. Out of the choices, 71% said they attend the local movie theater, 21% said the gym and 7% said the bowling alley. This means even though more people have been to the bowling alley by population, they still would rather go to the gym more repeatedly out of the two choices. Next gave the respondents six choices as to what they would look for in a Fun Park. These choices were selected as to what might actually be at a Fun Park if introduced to Lock Haven. The respondents seemed to be mostly interested in mini putt and a trampoline room, whereas the idea of batting cages and an arcade almost undeniably lacked every respondent’s interest.

Another experiment we tried to conduct in the survey was to reiterate the very first question of the survey, but reword it in a different way and add a few more options for the participants to choose from. In doing so, we discovered that everyone taking the survey wasn't completely committed 100% to the
Fun Park like we had thought. Instead, most of the participants said they had a "moderate high interest". However, out of all of the participants answers combined, 78% were in the top 3 categories for positive interest in the investment. However, even though the interest for the investment is high, it is still important to reassure yourself that the target market living in this area will be able to afford coming to your establishment, and if so, what days will they be most likely to come. In order to find this out we had asked the participants what nights of the week they are most likely to go out and how much disposable income they have to spend on entertainment each week. Their responses showed that 57% of them spent at least $26.00 - $50.00 a week in entertainment and 27% spent $0 - $25.00 in entertainment each week. One contestant said he/she averages spending $100.00 - $125.00 a week in entertainment. As for the days of the week that the participants were most likely to go out 100% said they go out on Fridays, 87% said Saturdays, 64% said Thursdays and 36% said Sundays. The rest of the days in the week remained at 0%. The results to this question would most likely be proven different if more contestants were involved in the survey.

There were only a few limitations within the survey monkey poll. One of the problems was that we were only able to post a total of 10 questions without having to buy the program. This limited us to the amount of information we could gain from the survey. The only other limitations we had with the survey was a short amount of time to gather the results. Meaning only a limited number of respondents actually took the survey which can vary the results significantly.
1. Would you be interested in having a local Fun Park in your area? (Ex. of Fun Park: Batting cages, trampoline room, arcade games)

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>100.0%</td>
<td>14</td>
</tr>
<tr>
<td>No</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>Still unsure what a Fun Park entitles</td>
<td>0.0%</td>
<td>0</td>
</tr>
</tbody>
</table>

2. What is your age, sex and where do you live?

Download
1. Would you be interested in having a local Fun Park in your area? (Ex. of Fun Park: Batting cages, trampoline room, arcade games)

<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>answered question</td>
<td>14</td>
</tr>
<tr>
<td>skipped question</td>
<td>1</td>
</tr>
</tbody>
</table>

3. Out of the following options how many of these local attractions have you been to? (You may choose more than one option)

<table>
<thead>
<tr>
<th>Local</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local</td>
<td>92.9%</td>
<td>13</td>
</tr>
</tbody>
</table>
Download Create Chart 3. Out of the following options how many of these local attractions have you been to? (You may choose more than one option)

<table>
<thead>
<tr>
<th>Attraction</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Movie theater</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bowling Alley</td>
<td>71.4%</td>
<td>10</td>
</tr>
<tr>
<td>The gym</td>
<td>64.3%</td>
<td>9</td>
</tr>
<tr>
<td>Skating Rink</td>
<td>21.4%</td>
<td>3</td>
</tr>
<tr>
<td>Local Arcade</td>
<td>21.4%</td>
<td>3</td>
</tr>
<tr>
<td>I have never been to any of these places</td>
<td>0.0%</td>
<td>0</td>
</tr>
</tbody>
</table>

Download Create Chart 4. Out of the following choices, which option would you say you attended the most?
Download Create Chart 3. Out of the following options how many of these local attractions have you been to? (You may choose more than one option)

<table>
<thead>
<tr>
<th>Local Attractions</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Movies Theater</td>
<td>71.4%</td>
<td>10</td>
</tr>
<tr>
<td>Bowling Alley</td>
<td>7.1%</td>
<td>1</td>
</tr>
<tr>
<td>The gym</td>
<td>21.4%</td>
<td>3</td>
</tr>
<tr>
<td>The Skating Rink</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>Local Arcade</td>
<td>0.0%</td>
<td>0</td>
</tr>
</tbody>
</table>
**Chart 3.** Out of the following options how many of these local attractions have you been to? (You may choose more than one option)

| I have never been to any of these places | 0.0% 0 |

**Chart 5.** What would you consider to be your overall interest in a Lock Haven Fun Park? (1 being Not interested at all and 8 being extremely interested)

<table>
<thead>
<tr>
<th>Rating</th>
<th>Answered Question</th>
<th>Skipped Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>*</td>
<td></td>
<td>14</td>
</tr>
<tr>
<td>**</td>
<td></td>
<td>1</td>
</tr>
</tbody>
</table>

**Rating Scale:**
- Not Interested (N)
- Moderately Interested (M)
- Strongly Interested (S)
- Extremely Interested (E)

<table>
<thead>
<tr>
<th>Rating Scale</th>
<th>Responder Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average</td>
<td></td>
</tr>
<tr>
<td>Responses</td>
<td></td>
</tr>
</tbody>
</table>
What would you consider to be your overall interest in a Lock Haven Fun Park? (1 being Not interested at all and 8 being extremely interested)

<table>
<thead>
<tr>
<th>Rate Scale</th>
<th>0</th>
<th>0</th>
<th>0.0</th>
<th>14.3%</th>
<th>42.9%</th>
<th>21.4%</th>
<th>14.3%</th>
<th>6.14</th>
<th>14</th>
</tr>
</thead>
<tbody>
<tr>
<td>% % % % % %</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>( ( ( ( ( (</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
<td>(1)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Download Create Chart
6. How many nights a week would you say you average going outside your housing unit for entertainment purposes?

<table>
<thead>
<tr>
<th>Nights of the Week</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Response Count</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Only one option should be selected)</td>
<td>0.0%</td>
<td>13.3%</td>
<td>13.3%</td>
<td><strong>33.3%</strong></td>
<td>26.7%</td>
<td>13.3%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td></td>
<td>(0)</td>
<td>(2)</td>
<td>(2)</td>
<td>(5)</td>
<td>(4)</td>
<td>(2)</td>
<td>(0)</td>
<td>(0)</td>
</tr>
</tbody>
</table>

Create Chart 7. How much do you spend on entertainment in a one week timespan?

<table>
<thead>
<tr>
<th>answered question</th>
<th>15</th>
</tr>
</thead>
<tbody>
<tr>
<td>skipped question</td>
<td>0</td>
</tr>
</tbody>
</table>

14
DownloadCreate Chart7. How much do you spend on entertainment in a one week timespan?

<table>
<thead>
<tr>
<th>Response Range</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0-$25.00</td>
<td>28.6%</td>
<td>4</td>
</tr>
<tr>
<td>$26.00-$50.00</td>
<td>57.1%</td>
<td>8</td>
</tr>
<tr>
<td>$51.00-$75.00</td>
<td>7.1%</td>
<td>1</td>
</tr>
<tr>
<td>$76.00-$100.00</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>$100.00-$125.00</td>
<td>7.1%</td>
<td>1</td>
</tr>
<tr>
<td>$126.00-$150.00</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>$151.00-$200.00</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>More then $200.00 a week.</td>
<td>0.0%</td>
<td>0</td>
</tr>
</tbody>
</table>

DownloadCreate Chart8. The following are a few possible things that might be involved in the Fun Park if it was brought to Lock Haven, Pa. Try and ranking them in numerical order from 1-6. With 1 being your favorite and 6 being your least favorite.
**Download Create Chart 7. How much do you spend on entertainment in a one week timespan?**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Response Average</th>
<th>Response Total</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bating Cages/Pitching Cages</td>
<td>4.31</td>
<td>56</td>
<td>13</td>
</tr>
<tr>
<td>Go Carts</td>
<td>3.85</td>
<td>50</td>
<td>13</td>
</tr>
<tr>
<td>Trampoline Room</td>
<td>2.92</td>
<td>38</td>
<td>13</td>
</tr>
<tr>
<td>Arcade Room</td>
<td>4.46</td>
<td>58</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>2.54</td>
<td>33</td>
<td>13</td>
</tr>
</tbody>
</table>

answered question 13
skipped question 2
### Chart 7. How much do you spend on entertainment in a one week timespan?

<table>
<thead>
<tr>
<th>replies</th>
<th>Mini Putt</th>
<th>Show</th>
<th>Driving</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3.31</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>43</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>13</td>
</tr>
</tbody>
</table>

### Chart 9. On average which of the following days of the week do you go out the most? (You may pick more than one answer)

- **answered question**: 14
- **skipped question**: 1

<table>
<thead>
<tr>
<th>Day</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>Tuesday</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>Wednesday</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>Thursday</td>
<td>64.3%</td>
<td>9</td>
</tr>
</tbody>
</table>
**Chart 9.** On average which of the following days of the week do you go out the most? (You may pick more than one answer)

<table>
<thead>
<tr>
<th>Day</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday</td>
<td>100.0%</td>
<td>14</td>
</tr>
<tr>
<td>Saturday</td>
<td>85.7%</td>
<td>12</td>
</tr>
<tr>
<td>Sunday</td>
<td>35.7%</td>
<td>5</td>
</tr>
</tbody>
</table>
| I don't ever      | 0.0%       | 0     | got out.

**Question 10.** In the following space please list your name and feel free to type any comments or concerns you might have about the Fun Park project. (Note: Anything you type will most likely help to give us a better understanding for this project.)

<table>
<thead>
<tr>
<th>Answered Question</th>
<th>12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skipped Question</td>
<td>3</td>
</tr>
</tbody>
</table>
Discrete Choice Survey

The last survey that we conducted to get the local college students opinion on a Fun Park being built in Lock Haven, Pennsylvania was the discrete choice survey. A discrete choice survey is a more advanced tool that gives you market information no other research tool can give you. A discrete survey is the only research tool that gives you reliable answers on pricing questions. Although we did previous research and surveys on pricing we can’t trust those answers like we can the answers from the discrete survey. The objective for this type of research tool was to see how much more, or less, customers would pay if we added, or subtracted, different features. The survey that we conducted didn’t just ask questions like our previous surveys. This discrete choice survey simulated the kind of decisions consumers make in the real world. Decisions such as; brands, attributes, and prices that they choose instinctively.

To begin, we chose four key attributes that we believed would determine customer acceptance of the Fun Park. We choose price, location from campus, main attractions, and food options for our four main attributes. We felt that these are all major concerns for Lock Haven University students when making the decision if they should attend the Fun Park or not. After we decided on four key attributes we needed to list four alternatives for each attribute.

The first attribute, price, had five key attributes that consisted of; $15 for an all-inclusive fee, $20 for an all-inclusive fee, $25 for an all-inclusive fee, $30 for an all-inclusive fee, and $35 for an all-inclusive fee.

The second attribute, location from campus, had four key attributes that consisted of the Fun Park being located less than 1 mile from campus, 1-3 miles from campus, 3-5 miles from campus, and greater than 5 miles from campus.

The third attribute was the main attractions that the Fun Park would offer. There were also four key attributes that consisted of activities that included; batting cages, mini golf, and go-karts; activities that include arcades, virtual games, and lazertag; activities that included bumper cars, go-karts, and bumper boats; and activities that included mini golf, a driving range, and a trampoline room.

The fourth attribute was the types of food that the Fun Park would offer. There were four key attributes for the types of food offered. The first one was Burgers and hotdogs. Second was, desserts and treats. Third was, Pizzas and wings. Fourth was, Healthy wraps and other healthy foods.
Once each attribute was selected, and had four key attributes to go with it, the information was typed into the Sawtooth Software program. The program would then create the questions. The information in the questions would then list different options each time mixing up the attributes and how they were located in the questionnaire.

An example of a question from the discrete survey is located on the page to follow.

<table>
<thead>
<tr>
<th>Fun Park located greater than 5 miles from LHU campus</th>
<th>Fun Park located less than 1 mile from LHU campus</th>
<th>Fun Park located 3-5 miles from LHU campus</th>
<th>Fun Park located 1-3 miles from LHU campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activities at the Fun Park include: batting cages, mini golf, go-karts</td>
<td>Activities at the Fun Park include: mini golf, driving range, trampoline room</td>
<td>Activities at the Fun Park include: arcades, virtual games, lazertag</td>
<td>Activities at the Fun Park include: bumper cars, go-kart, bumper boats</td>
</tr>
<tr>
<td>Types of food at Fun Park include: Pizzas and wings</td>
<td>Types of food at Fun Park include: Desserts and Treats</td>
<td>Types of food at Fun Park include: Healthy wraps and other healthy foods</td>
<td>Types of food at Fun Park include: Burgers and Hotdogs</td>
</tr>
<tr>
<td>$25 for an all-inclusive fee</td>
<td>$15 for an all-inclusive fee</td>
<td>$20 for an all-inclusive fee</td>
<td>$30 for an all-inclusive fee</td>
</tr>
</tbody>
</table>
The respondent taking the survey then needed to select what they felt was the best option above. Each time the question was asked, the types of food would be offered with different attractions and different locations from campus. The follow up question after the options gave the respondent the option of if their choices weren’t limited to the options above, would they purchase the all-day pass to the Fun Park or not. This gave the respondent the option to say if they would really purchase the option or if they just selected the one that was best out of the four.

Once the survey was built it was sent out to at least 40 students to complete. After the survey was complete we ran the data through the market simulator in the SMRT program. That information is shown below.

Average Utility Values
Rescaling Method: Zero-Centered Diffs

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>$15 for an all-inclusive fee</td>
<td>117.36</td>
</tr>
<tr>
<td>$20 for an all-inclusive fee</td>
<td>49.79</td>
</tr>
<tr>
<td>$25 for an all-inclusive fee</td>
<td>-31.75</td>
</tr>
<tr>
<td>$30 for an all-inclusive fee</td>
<td>-50.68</td>
</tr>
<tr>
<td>$35 for an all-inclusive fee</td>
<td>-84.73</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Location</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fun Park located less than 1 mile from LHU campus</td>
<td>8.11</td>
</tr>
<tr>
<td>Fun Park located 1-3 miles from LHU campus</td>
<td>37.51</td>
</tr>
<tr>
<td>Fun Park located 3-5 miles from LHU campus</td>
<td>-24.71</td>
</tr>
</tbody>
</table>
Fun Park located greater than 5 miles from LHU campus  

-20.91

Activities at the Fun Park include: batting cages, mini golf, go-karts  

-10.74

Activities at the Fun Park include: Arcades, virtual games, lazertag  

-22.33

Activities at the Fun Park include: Bumper cars, go-kart, and bumper boats  

-7.54

Activities at the Fun Park include: Mini golf, driving range, trampoline room  

40.61

Types of food at Fun Park include: Burgers and Hotdogs  

-11.40

Types of food at Fun Park include: Desserts and Treats  

-22.32

Types of food at Fun Park include: Pizzas and wings  

50.44

Types of food at Fun Park include: Healthy wraps and other healthy foods  

-16.72

Average Importance’s  

Total

Price  

50.52

Location from campus  

15.55

Main attractions  

15.73

Food Options  

18.19

For the first attribute of the all-inclusive fee, the information shows that most that the respondents would feel comfortable paying for an all-day, all-inclusive fee of $20. The option that the respondents like the most was the $15 fee but the $20 fee was still considered after a huge jump. Once the fee changed to $25 dollars and above the total went to a negative.

For the second attribute on how far the Fun Park could be located from the Lock Haven University campus the data shows that the majority of the respondents are fine with the Fun Park being located anywhere within 3 miles of campus. The total for 3-5 miles is a negative along with greater than 5 miles. The greater the 5 mile location is actually less than the 3-5 miles which means that students are not really that bothered with location. The Fun Park could be located anywhere in a reasonable distance from campus and still close enough to draw the student crowd. With the far park being located less than 3 miles the amount of students attending would increase.
The third attribute is the activities that the Fun Park will include. The only activity that has a positive total is the activities including mini golf, a driving range, and a trampoline room. The other activities are not that far from zero in the negative range which means students are not completely against the other activities. Bumper cars, bumper boats and go-karts are only at a -7.54, while the worst one is virtual games, arcade, and lazer tag, which is only a -22.33.

The fourth attribute is the types of food that will be offered at the Fun Park. There is a clear winner in the food department with what types of food students would prefer at a Fun Park. Pizza and wings scored a total of 50.44 while the next closest was burgers and hotdogs at a -11.40. Healthy wraps and healthy foods actually were more desired than desserts and treats.

Next we reviewed the average importances. As we expected, the price was the most important factor for the Lock Haven University students. Location from campus, main attractions, and food options were all close to each other, showing that students were not worried about one over another.

Along with the options in the discrete survey, the survey consisted of ten more questions that would help us analyze the data from the discrete choice survey. The questions are listed below:

1) Have you ever attended a Fun Park that had activities such as mini golf, go-karts, bumper car, bumper boats and other related activities?

90% of students have attended a Fun Park some time during their life.

The results from this question were promising. Out of the 40 people that completed the survey only four of them have never attended a Fun Park at some point during their life. This shows us that people do attend Fun Parks and have some interest in them.

2) Are you currently a Lock Haven University student?

100% of the respondents that we used the data from were Lock Haven University students.

For the results to give us accurate information we took the responses from all current Lock Haven University students.

3) What is your interest in a Fun Park located in Lock Haven?

The rating scale went from 1 (no interest) to 8 (extreme interest).
The interest of the respondents of the survey was all over the scale. But if 4.5 was to be the average on the interest scale 75% of students had an above average interest in a Fun Park being located in Lock Haven.

4.) What time would you likely attend a Fun Park if there was one in Lock Haven? (Select all that apply)

- 9am-12pm
- 12pm-3pm
- 3pm-6pm
- 6pm-9pm
- 9pm-12am

The results from this question were a little different than expected. We expected that most college students would be looking for activities for the late hour of night (9pm-12am). Although there was a good amount of data showing students would like to attend between 9pm-12am, there was also a surprising amount that selected the time ranges of 3pm-6pm and 6pm-9pm. This shows us as researchers that students are looking for activities to take part in before the late hours of the night.

5.) How much do you spend a week on entertainment?

- Less than $10
- $10-20
- $20-30
- $30-50
- More than $50

70% of the respondents from the survey said that they spend between $20-30

20% of the respondents from the survey said that they spend between $10-20

10% of the respondents from the survey said that they spend less than $10

6.) Which days of the week do you go out the most for entertainment? (Select all that apply)
Since the respondents were able to select all that applied there is not an exact percentage for the days of the week. The majority of the respondents selected the days of Friday and Saturday but surprisingly a good amount of respondents also selected Sunday. This shows that that many students are looking for entertainment on Sundays that do not just involve alcohol.

7.) On average how often do you go to entertainment in Lock Haven such as the bowling alley, Movie Theater, skating rink, or golf course?

This question was an open ended question, which means the respondent could type in whatever they wanted to into the box.

After reviewing the responses we came to the conclusion that over 90% of students never attend these types of activities. A few respondents said that they attend the movie theater on rare occasions while never attending the bowling alley. Some respondents also stated that they didn’t even know there was a skate rink in Lock Haven along with a golf course.

8.) Please indicate your gender?

Around 70% of the respondents were males with 30% of the respondents were females.

9.) What is your age?

100 % of the respondents that we use the data from were in the age group from 18-25.

10.) On average how many months of the year do you remain in Lock Haven?

80% of the respondents remain in Lock Haven 7-9 months out of the year.

20% of the respondents remain in Lock Haven 10-12 months out of the year.

Results/Recommendations

After reviewing all the data from the secondary research, qualitative research, preliminary quantitative, and the discrete survey we feel we have some great results and information in order to make the decision, for our customer, on whether a Fun Park located in Lock Haven would be a successful business
opportunity. The results that were calculated in the discrete survey show what would need to take place for a Fun Park to develop and prosper in Lock Haven.

First to get a great number of students to attend and try the Fun Park the all-day, all-inclusive fee would have to be no more than $15. This seems to be very low but this is the max price we recommend to get the students to attend. If the students attend the Fun Park and enjoy it, they may come back if the price rises to $20 for an all-inclusive pass. If the pass went to anything above $25, the Fun Park would be very unsuccessful in getting enough students to attend and have a positive income.

The results of the discrete survey indicates that the location of the park should be within three miles of campus. With the Fun Park being located any farther than three miles from the Lock Haven campus the amount of students that will attend may decrease.

The activities that the Fun Park should include to be most successful, according to the results from the discrete survey, would be mini golf, driving range, and a trampoline room. The other events such as arcade games, go-karts, batting cages, and bumper cars did not seem to draw the same attention as mini golf, driving range, and a trampoline room.

For the last attribute of the food to offer at the Fun Park, the data was conclusive. The information shows that the majority of the participants in the survey would like to have the option of pizza and wings. Pizza and wings were rated much higher than all the other options. The other options included burgers and hotdogs, desserts and treats, and healthy wraps and other healthy foods.

After reviewing all the research information, we came to the conclusion that students have a high interest in a Fun Park but are not willing to pay the amount that would probably be necessary to make the Fun Park a successful business. We believe that the $15 charge would only be enough for certain events, not for everything that the students expect to receive.