

## **SURVEY RESULTS**

Survey results reflect the responses given by both youth and adult guests:

### **SAMPLE SIZE [ADULTS (35) & YOUTH (24) = COMBINED TOTAL (59)]**

Question: *How often do you visit the FEC each year?*

Response	First time	1-3	4-6	6-9	10+
Youth Guests (%)	12.5%	46%	21%	0%	21%
Adult Guests (%)	17%	37%	11%	11%	23%

In looking at an overview of these survey results, it is evident that visitors come to the FEC on a fairly dispersed rate, with 1-3 visits per year being the highest percentage rate of visits. Installing mini-lanes may increase the number of visits per year as will be shown in the remainder of the report.

Question: *Have you ever hosted or attended a children’s bowling birthday party?*

Response	YES	NO
Youth Guests (%)	37.5%	62.5%
Adult Guests (%)	63%	37%

Regarding the question about hosting or attending a children’s birthday bowling party, there is an obvious discrepancy in the percentage rates between youth and adult guests. Our conclusion is that adults were aware of exactly what a “bowling birthday party” is. However, youth guests seemed confused as to what a “bowling birthday party” was based on conversations that were observed during the administration of the survey. It is concluded, with confidence, that the adult survey result for this question is more representative of a true percentage. Based on this assumption, the following can be deduced: Approximately 22 parents (63% of the 35 sampled) attended a birthday bowling party with their children at venues other than the FEC. Based on the FEC’s current party pricing of \$17.95 per person (minimum of 10 people required), this represents minimally, \$179.50 in lost gross revenue per party. Total lost gross revenue is \$3,949.00 (\$179.50 x 22 lost parties) based on above total. The addition of a mini-bowling lane section at the FEC could potentially allow for this lost revenue to be diminished with the increased scheduling of bowling events or parties for youth or adult guests.

Question: *Would you consider a children’s bowling birthday party at the FEC if 1 hour of exclusive lane time was included?*

Response	YES	NO	MAYBE
Youth Guests (%)	42%	8%	50%
Adult Guests (%)	86%	3%	11%

As is seen in the above table, approximately 60% of youth and adult guests (average % for sample size of 59) indicated they would consider a party at the FEC if the lanes could be used exclusively by their party group. The minimum revenue gained by having these parties is \$6,282.50. This total is based on \$17.95 per person x minimum of 10 people required x 35 parties (avg. % of combined guests).

*Question: Would you come to the FEC exclusively to use mini bowling lanes?*

Response	ABSOLUTELY YES	PROBABLY WOULD	POSSIBLY	PROBABLY NOT	ABSOLUTLEY NOT
TOTAL COMBINED GUESTS	18	12	16	12	1

In the above table we have combined the results of youth and adults together. In our survey results, adults on average indicated they would visit the FEC exclusively to use the mini-lanes at a slightly higher percentage than youth indicated. In the above table, 30% (18 out of 59 total guests) of the total respondents replied “ABSOLUTELY YES” to the question. Additionally, 20% more (12 out of 59 total guests) indicated they “PROBABLY WOULD” visit the FEC to use the lanes exclusively. This is a total of 50% of guests being surveyed that felt very strongly about coming to the FEC to use the mini lanes. This was a very strong response to the question, regarding a visit to the FEC exclusively to use mini bowling lanes, by both youth and adult guests.

Additionally, adult survey takers were also asked if they had visited the local boutique bowling center known as (name un-disclosed for confidentiality). Approximately 50% of adults indicated that they had heard of or visited the boutique center. Of the respondents that indicated they knew of or had visited the boutique center, they were asked a follow up question:

*Question: If you had a choice of going out for an evening to the boutique center, or a facility like it but with mini lanes as opposed to full size lanes, which would you be more apt to choose?*

The majority of respondents replied (approximately 75%) that they would prefer a facility with mini lanes. The choices for their reasons varied, but were typically the following:

- Don't have to rent uncomfortable shoes.
- Don't have to spend time to find a ball (weight and to fit hand).
- Mini bowling is easier and more enjoyable.
- It's difficult to throw the full-size ball.

Lastly, the adult guests were asked if they had ever bowled on a mini-bowling lane before. Most indicated they had not. However, there were a small amount (approx. 3 guests) that said they had

bowled on a mini lane before. When asked how they felt about the strings used on those mini lanes, they indicated they did not care for them. Their feeling was that our mini lane was REAL bowling, even though it was scaled down. They felt that competitor string pin mini bowling lanes were just arcade games.