



ACE MEMBERSHIP DEMOGRAPHICS SURVEY

Survey and results report prepared by:
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Survey period:
4/6/2004 - 5/31/2004

Population size (total number of members):
8064

- Statistical goals and requirements:**
- Confidence: 90%
 - Error: 5%
 - Responses needed: 263
 - Assumed response rate: 25%
 - Sample size to assure adequate responses: 1052

- Sampling method:**
- 1,000 members were randomly selected as follows:
1. All current members were exported from the membership database into a text file.
 2. The text file was imported into MS-Excel.
 3. A column was added to each row of the spreadsheet and then Excel's RAND() function was used to assign a random number to each member.
 4. The spreadsheet was sorted by the random number and then the top 1,000 members were selected for the survey.
 5. The survey was mailed with an addressed return envelope to the selected members, who had the option of completing the survey online or returning it via mail. Volunteers performed the data entry for the mailed responses.
 6. Randomly-assigned, unique "response codes" were attached to each survey to prevent responses from being entered both online and by mail. The codes also prevented non-members or non-selected members from completing the survey. Note that the response codes were not connected to member's names in any way, so all responses remained anonymous.

Survey tool:
Since ACE's management firm (The ARDEL Group) had an online survey tool for collecting responses and displaying the results, that tool was used (www.convenemachine.com).

Verification of sample - membership types

<u>Type:</u>	<u>Count</u>	<u>Sample %</u>	<u>Actual Mship %</u>
Individual	311	31.10%	31.24%
Corp	6	0.60%	0.60%
Couple	313	31.30%	31.02%
Family	362	36.20%	36.48%
Honorary	8	0.80%	0.61%

~~~~~ the sample appeared to be representative of the actual membership types

**Verification of sample - membership by state**

| <u>State</u> | <u>Count</u> | <u>Sample %</u> | <u>Actual Mship %</u> |
|--------------|--------------|-----------------|-----------------------|
| PA           | 115          | 11.50%          | 12.17%                |
| OH           | 112          | 11.20%          | 11.10%                |
| CA           | 107          | 10.70%          | 11.50%                |
| IL           | 67           | 6.70%           | 7.08%                 |
| NY           | 60           | 6.00%           | 6.85%                 |
| NJ           | 56           | 5.60%           | 4.87%                 |
| TX           | 48           | 4.80%           | 4.06%                 |
| MI           | 44           | 4.40%           | 4.04%                 |
| MA           | 36           | 3.60%           | 2.94%                 |
| FL           | 35           | 3.50%           | 4.38%                 |
| Canada       | 5            | 0.50%           | 0.57%                 |
| Foreign      | 4            | 0.40%           | 0.73%                 |
| Other US     | 311          | 31.10%          | 29.72%                |

~~~~~ the sample appeared to be representative of the actual membership

Survey results:

| | |
|--------------------------------------|------------|
| Sample size | 1000 |
| Mailing glitch for foreign addresses | -9 |
| Returned mail | <u>-10</u> |
| Adjusted sample size | 981 |
| Responses received | 415 |
| Response rate | 42.30% |

Number of responses received valid for:

90% confidence, 4% error
95% confidence, 5% error

Thanks!

I would like to thank Dave and Terry Hahner and Bill Linkenheimer III for their valuable assistance with collecting the surveys from the Post Office and then entering the responses into the database. I would also like to thank everyone who took the time to respond to the survey.

| | Responses | % |
|--|-----------|--------|
| 1 How long have you been a member of ACE? | | |
| No response | 3 | 0.72% |
| I am not currently a member of ACE | 2 | 0.48% |
| Less than 1 year | 33 | 7.95% |
| 1 - 5 years | 186 | 44.82% |
| 6 - 10 years | 82 | 19.76% |
| 11 - 15 years | 55 | 13.25% |
| 15 - 20 years | 33 | 7.95% |
| Over 20 years | 21 | 5.06% |

Note: average "membership age" of sample memberships: 6.10 years

| <u>Analysis:</u> | | |
|------------------------------------|-----|--------|
| No response | 3 | 0.72% |
| I am not currently a member of ACE | 2 | 0.48% |
| Less than 1 year | 33 | 7.95% |
| At least 1 year | 377 | 90.84% |
| At least 6 years | 191 | 46.02% |
| At least 11 years | 109 | 26.26% |
| At least 15 years | 54 | 13.01% |
| At least 20 years | 21 | 5.06% |

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Which type of ACE membership do you have? Honorary members, please use the membership type that reflects the number of members in your membership.

| | | |
|------------------------------------|-----|--------|
| No response | 3 | 0.72% |
| Individual | 147 | 35.42% |
| Couple | 122 | 29.40% |
| Family | 140 | 33.73% |
| Corporate | 2 | 0.48% |
| I am not currently a member of ACE | 1 | 0.24% |

3 What is your gender?

| | | |
|-------------|-----|--------|
| No response | 1 | 0.24% |
| Female | 141 | 33.98% |
| Male | 273 | 65.78% |

4 How old are you?

| | | |
|-------------|-----|--------|
| No response | 4 | 0.96% |
| Under 6 | 2 | 0.48% |
| 6-12 | 19 | 4.58% |
| 13 - 18 | 31 | 7.47% |
| 19 - 25 | 21 | 5.06% |
| 26 - 35 | 67 | 16.14% |
| 36 - 45 | 113 | 27.23% |
| 46 - 55 | 101 | 24.34% |
| 56 - 65 | 40 | 9.64% |
| 66 - 75 | 13 | 3.13% |
| Over 75 | 4 | 0.96% |

| | Responses | % |
|------------------|-----------|--------|
| Analysis: | | |
| No response | 4 | 0.96% |
| Under 6 | 2 | 0.48% |
| Age 6+ | 409 | 98.55% |
| Age 13+ | 390 | 93.97% |
| Age 19+ | 359 | 86.50% |
| Age 26+ | 338 | 81.44% |
| Age 36+ | 271 | 65.30% |
| Age 46+ | 158 | 38.07% |
| Age 56+ | 57 | 13.73% |
| Age 66+ | 17 | 4.09% |
| Age 75+ | 4 | 0.96% |

5 What was the highest level of education that you completed?

| | | |
|------------------------|-----|--------|
| No response | 11 | 2.65% |
| Grade school | 12 | 2.89% |
| Middle school | 22 | 5.30% |
| High school | 94 | 22.65% |
| Technical/trade school | 44 | 10.60% |
| College | 139 | 33.49% |
| Post-graduate studies | 93 | 22.41% |

6 If you currently work in an amusement park or have ever worked in an amusement park, where do/did you work?

| | | |
|----------------------------|-----|--------|
| No response | 353 | 85.06% |
| Animal keeper/trainer | 1 | 0.24% |
| Entertainment | 10 | 2.41% |
| Food/beverage services | 17 | 4.10% |
| Guest services | 8 | 1.93% |
| Marketing/public relations | 5 | 1.20% |
| Management | 4 | 0.96% |
| Maintenance | 8 | 1.93% |
| Merchandise | 8 | 1.93% |
| Parking/traffic control | 4 | 0.96% |
| Photographer | 0 | 0% |
| Rides/operations | 32 | 7.71% |
| Security | 1 | 0.24% |

| | Responses | % |
|--|------------------|----------|
| 7 Which category best describes your current job or profession? | | |
| No response | 9 | 2.17% |
| Amusement park occupations | 6 | 1.45% |
| Architecture and engineering occupations | 19 | 4.58% |
| Arts, design, entertainment, sports, and media occupations | 17 | 4.10% |
| Building and grounds cleaning and maintenance occupations | 3 | 0.72% |
| Business and financial operations occupations | 22 | 5.30% |
| Community and social services occupations | 4 | 0.96% |
| Computer and mathematical occupations | 45 | 10.84% |
| Construction and extraction occupations | 6 | 1.45% |
| Education, training, and library occupations | 27 | 6.51% |
| Farming, fishing, and forestry occupations | 1 | 0.24% |
| Food preparation and serving related occupations | 9 | 2.17% |
| Government occupations | 18 | 4.34% |
| Healthcare practitioner and technical occupations | 23 | 5.54% |
| Healthcare support occupations | 9 | 2.17% |
| Installation, maintenance, and repair occupations | 6 | 1.45% |
| Legal occupations | 4 | 0.96% |
| Life, physical, and social science occupations | 3 | 0.72% |
| Management occupations | 22 | 5.30% |
| Office and administrative support occupations | 15 | 3.61% |
| Personal care and service occupations | 4 | 0.96% |
| Production occupations | 10 | 2.41% |
| Protective service occupations | 0 | 0% |
| Retired | 33 | 7.95% |
| Sales and related occupations | 18 | 4.34% |
| Student | 59 | 14.22% |
| Transportation and material moving occupations | 12 | 2.89% |
| Unemployed | 11 | 2.65% |
| 8 Which best describes your household's annual income? | | |
| No response | 35 | 8.43% |
| Under \$15,000 | 10 | 2.41% |
| \$15,000 - \$24,999 | 14 | 3.37% |
| \$25,000 - \$34,999 | 29 | 6.99% |
| \$35,000 - \$49,999 | 52 | 12.53% |
| \$50,000 - \$74,999 | 92 | 22.17% |
| \$75,000 - \$99,999 | 69 | 16.63% |
| Over \$100,000 | 114 | 27.47% |

| | Responses | % |
|--|-----------|--------|
| 9 How many roller coasters have you ridden? | | |
| No response | 4 | 0.96% |
| None | 1 | 0.24% |
| Less than 5 | 6 | 1.45% |
| 5-10 | 7 | 1.69% |
| 11-25 | 26 | 6.27% |
| 26 - 50 | 58 | 13.98% |
| 51 - 75 | 52 | 12.53% |
| 76 - 100 | 51 | 12.29% |
| 101 - 150 | 52 | 12.53% |
| 151 - 200 | 39 | 9.40% |
| 201 - 250 | 31 | 7.47% |
| 251 - 300 | 21 | 5.06% |
| 301 - 400 | 25 | 6.02% |
| 401 - 500 | 8 | 1.93% |
| 501 - 600 | 2 | 0.48% |
| Over 600 | 7 | 1.69% |
| Don't know/don't care | 25 | 6.02% |

Analysis:

| | | |
|-----------------------|-----|--------|
| No response | 4 | 0.96% |
| None | 1 | 0.24% |
| Less than 5 | 6 | 1.45% |
| 5+ coasters ridden | 379 | 91.34% |
| 11+ coasters ridden | 372 | 89.65% |
| 26+ coasters ridden | 346 | 83.38% |
| 51+ coasters ridden | 288 | 69.40% |
| 76+ coasters ridden | 261 | 56.87% |
| 101+ coasters ridden | 185 | 44.58% |
| 151+ coasters ridden | 133 | 32.05% |
| 201+ coasters ridden | 94 | 22.65% |
| 251+ coasters ridden | 63 | 15.18% |
| 301+ coasters ridden | 42 | 10.12% |
| 401+ coasters ridden | 17 | 4.10% |
| 501+ coasters ridden | 9 | 2.17% |
| Over 600 | 7 | 1.69% |
| Don't know/don't care | 25 | 6.02% |

10 How many parks do you visit per year?

| | | |
|-------------|-----|--------|
| No response | 1 | 0.24% |
| None | 2 | 0.48% |
| 1-5 | 281 | 67.71% |
| 6-10 | 88 | 21.20% |
| 11-20 | 30 | 7.23% |
| 20 - 30 | 11 | 2.65% |
| Over 30 | 2 | 0.48% |

Analysis:

| | | |
|-------------|-----|--------|
| No response | 1 | 0.24% |
| None | 2 | 0.48% |
| At least 1 | 412 | 99.27% |
| At least 6 | 131 | 31.56% |
| At least 11 | 43 | 10.36% |
| At least 20 | 13 | 3.13% |
| Over 30 | 2 | 0.48% |

| | Responses | % |
|--|-----------|--------|
| 11 How many people are usually in your group when you visit a park? | | |
| No response | 6 | 1.45% |
| 1 person | 26 | 6.27% |
| 2 people | 148 | 35.66% |
| 3-6 people | 227 | 54.70% |
| 7-12 people | 5 | 1.20% |
| 13-20 people | 1 | 0.24% |
| More than 20 people | 2 | 0.48% |
| 12 Do you own an annual or season pass for any of the following chains? | | |
| No response | 170 | 40.96% |
| Any Anheuser-Busch park (valid at one park) | 17 | 4.10% |
| Any Anheuser-Busch park (valid at all A-B parks) | 13 | 3.13% |
| Any Cedar Fair park | 99 | 23.86% |
| Any Disney park (CA) | 13 | 3.13% |
| Any Disney park (FL) | 13 | 3.13% |
| Any Paramount park | 49 | 11.81% |
| Any Six Flags park | 170 | 40.96% |
| Any Universal Studios park (CA) | 5 | 1.20% |
| Any Universal Studios park (FL) | 13 | 3.13% |
| Write-in answers: | | |
| <i>Silver Dollar City</i> | 2 | 0.48% |
| <i>Dollywood</i> | 2 | 0.48% |
| <i>Hersheypark</i> | 5 | 1.20% |
| <i>Lake Compounce</i> | 4 | 0.96% |
| <i>Silverwood Theme Park</i> | 1 | 0.24% |
| <i>Holiday World</i> | 1 | 0.24% |
| <i>Idlewild</i> | 1 | 0.24% |
| <i>Libertyland</i> | 2 | 0.48% |
| 13 How many times per year do you visit parks where you own an annual pass? | | |
| No response | 149 | 35.90% |
| Less than 5 | 80 | 19.28% |
| 5-10 | 106 | 25.54% |
| 11-20 | 45 | 10.84% |
| 21 - 50 | 29 | 6.99% |
| 51 - 75 | 5 | 1.20% |
| 76 - 100 | 1 | 0.24% |
| Over 100 | 0 | 0% |
| Analysis: | | |
| No response | 149 | 35.90% |
| Less than 5 | 80 | 19.28% |
| At least 5 | 186 | 44.81% |
| At least 11 | 80 | 19.27% |
| At least 21 | 35 | 8.43% |
| At least 51 | 6 | 1.44% |
| At least 76 | 1 | 0.24% |
| Over 100 | 0 | 0% |

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How many times per year do you visit parks where you do NOT own an annual pass?

| | Responses | % |
|-------------|-----------|--------|
| No response | 15 | 3.61% |
| Less than 5 | 285 | 68.67% |
| 5-10 | 94 | 22.65% |
| 11-20 | 14 | 3.37% |
| 21 - 50 | 7 | 1.69% |
| 51 - 75 | 0 | 0% |
| 76 - 100 | 0 | 0% |
| Over 100 | 0 | 0% |

Analysis:

| | | |
|-------------|-----|--------|
| No response | 15 | 3.61% |
| Less than 5 | 285 | 68.67% |
| At least 5 | 115 | 27.71% |
| At least 11 | 21 | 5.06% |
| At least 21 | 7 | 1.69% |
| At least 51 | 0 | 0% |
| At least 76 | 0 | 0% |
| Over 100 | 0 | 0% |

| | Responses | % |
|---|-----------|--------|
| 15 Which of the following amusement park souvenirs do you collect? | | |
| No response | 81 | 19.52% |
| Bumper stickers | 17 | 4.10% |
| Embroidered/printed patches | 56 | 13.49% |
| Hats/caps | 78 | 18.80% |
| Magnets | 126 | 30.36% |
| Mugs/glasses/cups | 85 | 20.48% |
| Park maps | 167 | 40.24% |
| Park prints/other artwork | 50 | 12.05% |
| Pencils/pens | 25 | 6.02% |
| Pins | 84 | 20.24% |
| Shot glasses | 55 | 13.25% |
| Skee-Ball tickets/other tickets | 25 | 6.02% |
| Spoons | 8 | 1.93% |
| Stuffed animals | 34 | 8.19% |
| Sweatshirts | 76 | 18.31% |
| T-Shirts | 242 | 58.31% |
| Towels | 13 | 3.13% |
| Toys | 20 | 4.82% |
| Other clothing | 24 | 5.78% |
| <i>Write-in answers:</i> | | |
| <i>Golf shirts</i> | 3 | 0.72% |
| <i>Post cards</i> | 13 | 3.13% |
| <i>Rides/Group & personal photos</i> | 1 | 0.24% |
| <i>Jackets</i> | 3 | 0.72% |
| <i>Flattened pennies</i> | 7 | 1.69% |
| <i>Thimbles, bells</i> | 3 | 0.72% |
| <i>On-ride photos</i> | 2 | 0.48% |
| <i>Brochures</i> | 1 | 0.24% |
| <i>Banners/pennants</i> | 4 | 0.96% |
| <i>Key chains</i> | 2 | 0.48% |
| <i>Books</i> | 2 | 0.48% |
| <i>Train cars</i> | 1 | 0.24% |
| <i>Playing cards</i> | 1 | 0.24% |
| <i>Holiday ornaments</i> | 1 | 0.24% |
| <i>Sports drinking bottles</i> | 1 | 0.24% |
| <i>Watches/jewelry</i> | 2 | 0.48% |
| <i>Coaster wood</i> | 1 | 0.24% |
| <i>Unusual items</i> | 1 | 0.24% |

| | | |
|--|-----|--------|
| 16 Which of the following do you usually purchase during a typical visit to a park? | | |
| No response | 3 | 0.72% |
| Drinks | 395 | 95.18% |
| Food | 379 | 91.33% |
| Front of the line passes | 42 | 10.12% |
| Games | 80 | 19.28% |
| Parking | 312 | 75.18% |
| Photos (on-ride) | 152 | 36.63% |
| Souvenirs | 212 | 51.08% |
| Up-charge attractions | 23 | 5.54% |

| | Responses | % |
|--|-----------|--------|
| 17 Excluding admission and parking, how much do you typically spend during a day at a park? | | |
| No response | 3 | 0.72% |
| Less than \$5 | 4 | 0.96% |
| \$5 - 10 | 18 | 4.34% |
| \$11 - 20 | 85 | 20.48% |
| \$21 - 30 | 118 | 28.43% |
| \$31 - 50 | 99 | 23.86% |
| Over \$50 | 88 | 21.20% |

Analysis:

| | | |
|---------------|-----|--------|
| No response | 3 | 0.72% |
| Less than \$5 | 4 | 0.96% |
| At least \$5 | 408 | 98.31% |
| At least \$11 | 390 | 93.97% |
| At least \$21 | 305 | 73.49% |
| At least \$31 | 187 | 45.06% |
| Over \$50 | 88 | 21.20% |

18 Which of the following events do you usually attend?

| | | |
|--|-----|--------|
| No response | 75 | 18.07% |
| ACE mid-winter events | 66 | 15.90% |
| ACE Coaster Con | 99 | 23.86% |
| Other national ACE events | 64 | 15.42% |
| Regional ACE events | 184 | 44.34% |
| Park-sponsored events | 202 | 48.67% |
| Events sponsored by other clubs | 54 | 13.01% |
| Events that occur near my home | 180 | 43.37% |
| Events that occur within driving distance of my home | 209 | 50.36% |
| Events that occur several days driving distance of my home | 31 | 7.47% |
| Events that occur too far to drive from my home | 44 | 10.60% |
| Events that include ERT sessions | 232 | 55.90% |
| Events that do not include ERT sessions | 42 | 10.12% |

19

Which of the following benefits for ACE members have you used within the past year?

| | | |
|--|-----|--------|
| No response | 117 | 28.19% |
| Registering for ACE events at discounted rates | 167 | 40.24% |
| Attending park events or special functions | 212 | 51.08% |
| Purchasing ACE logo merchandise | 120 | 28.92% |
| Park discounts | 147 | 35.42% |
| Enterprise Rent-A-Car discount | 7 | 1.69% |
| Hotel discounts | 38 | 9.16% |

20 Do you read ACE News ?

| | | |
|--|-----|--------|
| No response | 0 | 0% |
| Not at all | 16 | 3.86% |
| Every word - cover to cover | 117 | 28.19% |
| About half of it | 40 | 9.64% |
| Almost all of it | 147 | 35.42% |
| Just quickly scan it and read a few articles that appeal to me | 95 | 22.89% |

| | Responses | % |
|--|-----------|--------|
| 21 Which types of articles and columns do you almost always read in ACE News? | | |
| No response | 28 | 6.75% |
| From the President | 201 | 48.43% |
| Editorials | 175 | 42.17% |
| Executive Committee meeting reports | 110 | 26.51% |
| National events coverage | 248 | 59.76% |
| Regional events coverage | 255 | 61.45% |
| Calendar of Events | 277 | 66.75% |
| Calendar of Regional Events | 231 | 55.66% |
| Media (books/computer games/videos) reviews | 123 | 29.64% |
| New coaster announcements | 350 | 84.34% |
| Speedbumps | 247 | 59.52% |
| IAAPA Trade Show coverage | 147 | 35.42% |
| Transfer Track (Letters from members) | 199 | 47.95% |
| Classified Ads | 103 | 24.82% |
| Coverage of recently opened coasters | 360 | 86.75% |
| Coverage of coasters being removed | 294 | 70.84% |
| Coverage of coasters being moved | 293 | 70.60% |

| | | Peeps |
|---|--------|-------|
| 22 Including yourself, how many people read your copy of ACE News? | | |
| No response | 4 | |
| 0 | 4 | 0 |
| 1 | 148 | 148 |
| 2 | 160 | 320 |
| 3 | 60 | 180 |
| 4 | 25 | 100 |
| 5 | 11 | 55 |
| 6 | 2 | 12 |
| 18 | 1 | 18 |
| Total | 411 | 833 |
| Average number of readers per copy | 2.0268 | |
| <i>Other interesting answers:</i> | | |
| 2+ (counted as 3) | | |
| Everyone I know (counted as 5) | | |
| 2 - my parents | | |

| | | |
|--|-----|--------|
| 23 Do you read RollerCoaster! magazine? | | |
| No response | 0 | 0% |
| Not at all | 32 | 7.71% |
| Every word - cover to cover | 101 | 24.34% |
| About half of it | 34 | 8.19% |
| Almost all of it | 158 | 38.07% |
| Just quickly scan it and read a few articles that appeal to me | 90 | 21.69% |

| | Responses | % |
|--|-----------|--------|
| 24 Which types of articles do you almost always read in <i>RollerCoaster!</i> magazine? | | |
| No response | 46 | 11.08% |
| Out & Back (letters to the editor) | 202 | 48.67% |
| Whippet Snippets | 174 | 41.93% |
| Events coverage | 248 | 59.76% |
| Historical articles about defunct parks/rides | 249 | 60% |
| Historical articles about operating parks/rides | 256 | 61.69% |
| Detailed articles about a park | 285 | 68.67% |
| Detailed articles about a particular coaster | 308 | 74.22% |
| Detailed articles about a particular type of coaster | 263 | 63.37% |
| Detailed articles about a particular designer's coasters | 237 | 57.11% |
| Articles about international parks/rides | 188 | 45.30% |
| ACE Profiles | 223 | 53.73% |
| Annual photo contest winners | 226 | 54.46% |
| Articles about the year's new steel coasters | 325 | 78.31% |
| Articles about the year's new wooden coasters | 326 | 78.55% |

| | | Peeps |
|---|--------|-------|
| 25 Including yourself, how many people read your copy of <i>RollerCoaster!</i> magazine? | | |
| No response | 19 | |
| 0 | 5 | 0 |
| 1 | 141 | 141 |
| 2 | 152 | 304 |
| 3 | 59 | 177 |
| 4 | 22 | 88 |
| 5 | 13 | 65 |
| 6 | 3 | 18 |
| 10 | 1 | 10 |
| Total | 396 | 803 |
| Average number of readers per copy | 2.0278 | |
| <i>Other interesting answers:</i> | | |
| 2+ (counted as 3) | | |
| Everyone I know (counted as 5) | | |
| 2 (my parents) I can't read yet! | | |

| | | |
|--|-----|--------|
| 26 Regarding ACE's publications, | | |
| No response | 90 | 21.69% |
| I have written articles for <i>ACE News</i> | 15 | 3.61% |
| I have submitted photos for <i>ACE News</i> | 22 | 5.30% |
| I save my copies of <i>ACE News</i> | 274 | 66.02% |
| I have written articles for <i>RollerCoaster!</i> magazine | 14 | 3.37% |
| I have submitted photos for <i>RollerCoaster!</i> magazine | 19 | 4.58% |
| I save my copies of <i>RollerCoaster!</i> magazine | 301 | 72.53% |

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Regarding Coaster Con XXVII at Cedar Point, Memphis Kiddie Park, and Geauga Lake:

| | | |
|--|-----|--------|
| No response | 166 | 40% |
| I have a Cedar Fair annual pass. | 73 | 17.59% |
| I have a Geauga Lake annual pass. | 12 | 2.89% |
| I plan to attend the event. | 97 | 23.37% |
| I do not plan to attend the event, but I would be more likely to attend if ACE offered a discount for annual pass holders. | 137 | 33.01% |