**Topic 3.1 Marketing: Activity**



Malvern Safari Park carried out some research to find out why visitor numbers were falling. Visitors to the park had fallen from 56,400 in 2001 to 49,400 in 2006. A survey was carried out using telephone interviews. 1,000 telephone numbers were chosen at random from the local telephone directory. Table 1 shows answers to five key questions from the survey and Table 2 shows a selection of comments made by the people interviewed.

**Table 1**Answers to five questions from the survey:

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| --- | --- | --- |
| **Question:** | **Yes** | **No** |
| Have you ever been to MalvernSafari Park?  | 18% | 82% |
| Have you ever been to any other safari park?  | 21% | 79% |
| Would you visit MalvernSafari Park if it was cheaper? | 44% | 56% |
| Have you heard the radio advert for the park?  | 7% | 93% |
| Have you seen the newspaper advert for the park? | 29% | 71% |

**Table 2** Comments made by some of the people surveyed:

**Question**

What has been the main reason why you have not visited the Park in the last six months?

What do you think that the Park could do that would persuade you to visit?

**Some answers**

‘There’s no public transport to the park since the bus service was withdrawn’

‘It’s too expensive – it would cost me and my family over £80 to go for the day’

‘There aren’t any tigers in the park – that’s what I would really like to see because they are so rare’

‘I didn’t even know there was a safari park at Malvern’

‘Lower the prices – at the moment it is too expensive’

**Questions:**

1. Identify the aim of the market research carried out by Malvern Safari Park. (**1**)

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1. Explain whether he results of the research carried out by Malvern Safari Park will give quantitative or qualitative data. (**3**)

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1. Using examples from case study, explain the difference between open questions and closed questions in a survey. (**6**)

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1. Using the data for Malvern Safari Park, assess the main reasons why the number of visitors has fallen in recent years. (**8**)

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S+C: How could Malvern Safari park use this data? Explain your answer