


4-7-2011

## Florida Turnpike Service - Retail Store Project

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### Recommended Citation

Dickson, Duncan; Kwun, David; and Nusair, Khaldoon Khal, "Florida Turnpike Service - Retail Store Project" (2011). *Dick Pope Sr. Institute Publications*. 5.  
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**FLORIDA TURNPIKE  
SERVICE PLAZA**

**RETAIL  
STORE  
PROJECT**

**April 7, 2011**

**Principle Investigators:**

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## Executive Summary

This report summarizes the findings of the Florida Turnpike Service Plaza retail Store survey, which was conducted October/2010- February 2011. Customers were surveyed in five service plazas, specifically Turkey Lake, Port St. Lucie/Ft. Pierce, West Palm Beach, Canoe Creek, and Fort Drum. A focused group research was also conducted by the Rosen College Faculty. Rosen's College – University of Central Florida- graduate and undergraduate students collected data using intercept method of data collection. Customers inside the 5 plazas were randomly selected to participate in the study. A total of 419 surveys were collected across the 5 plazas, after removing the outliers and the incomplete surveys 415 surveys were used for data analysis.

The customer survey categories are summarized in the following sections:

### Section One: Demographic and Background Information

- Gender
  - Male 54.1%
  - Female 45.9%.
- Age
  - 18-29 ~ 22.6%
  - 30-39 ~ 18.4%
  - 40-49 ~ 15.9%
  - 50-59 ~ 14.7%
  - >60 ~ 27.9%
- Annual Household Income
  - <\$60,000 – 37.9%
  - \$60 – 90,000 – 29.6%
  - >\$90,000 – 32.1%
- Ethnicity
  - 62.2% White (non-Hispanic)
  - 22.6% Hispanic/Latino
- 54 %reported that they visited the retail store and 57.2 percent were Florida residents.
- 48.7 %reported that their trip purpose was leisure travel/vacation, followed by social and family (22.7%).
- 58.3 % reported that their length of trip was less than 3 days.

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## Section Two: Retail Store Attributes and Satisfaction

- Customers were asked to rate their perceptions of price / value, product variety, service quality, cleanliness, and atmosphere / ambience, and overall satisfaction toward the retail store.
- The statistical analysis (i.e., ANOVA) showed that averages of all attributes and satisfaction were different among retail stores in different locations, except that of Price / Value.
- 30.5 % reported 6 (good) on overall satisfaction, followed by 25.7 % of 7 (very good).
- The statistical analysis (i.e., Regression Analyses I) showed that Price/Value, Product Quality, Service Quality, Cleanliness, and Atmosphere/Ambience were important variables to understand customer satisfaction toward the retail store.
- The statistical analysis (i.e., Regression Analyses II) indicated notable differences between several groups. Those groups are as follows:
  - Visited the retail store: Yes vs. No
  - Florida residence: Yes vs. No
  - Gender: Male vs. Female
  - Ethnic groups: White vs. Others

## Section Three: Turnpike Plazas Satisfaction and Behavioral Intentions

- Customers were asked to rate their Turnpike Plaza satisfaction, stop at another plaza, revisit intentions, recommendation intentions, and revisit intention upon discount.
- Among the variables, revisit upon discount (average=6.33,) and revisit intention (average=6.19,) were rated highest from the respondents. On the other hand, shop at another Plaza (average=4.93,) were rated lower than other attributes.
- The result of statistical analysis (ANOVA) showed that mean scores of all variables were statistically different among retail stores in different locations, except that of revisit upon discount which had the highest mean score.

## Section Four: Interest in Buying Existing Items

- Turkey Lake and West Palm Beach showed the highest interest in buying Apparel, 29.6% and 29.3% respectively
- Nearly 4 out of the 5 Turnpike Plaza stores scored above 90% in terms of the interest in buying beverage products.
- Almost third of surveyed customers at West Palm Beach expressed interest in buying Electronics.

- 
- More than 30% of surveyed customers indicated interest in buying Gifts at the following Turnpike Plazas: West Palm Beach, Turkey Lake, and Canoe Creek.
  - 13.1% of respondents at all Turnpike Plazas were interested in purchasing Jewelry.
  - By far the highest percentage of respondents who expressed interest in buying news & books was at the West Palm Beach (61.1%).
  - More than 29% of respondents at both Turkey Lake and West Palm Beach locations showed interest in buying Perfumes.
  - 86% of respondents across the five Turnpike Plazas appeared to be interested in purchasing Snacks
  - Among all items, Beverages (average=5.95) and Snacks (average=5.92) were rated the highest by survey respondents.

### **Section Five: Interest in Buying/Using New Items**

- Respondents at West Palm Beach were interested the most (38.1%) to purchase Theme Park Merchandise followed by Port St. Lucie/St. Pierce (28.8%).
- 54.7% of the respondents at West Palm Beach indicated an interest in buying Theme Park Tickets followed by 32.1% and 31.6% at Port St. Lucie/St. Pierce and Canoe Creek respectively
- With the exception of Fort Drum location, more than third of the remaining plaza retail stores were interested in a book store
- Nearly third of respondents at West Palm Beach were interested in DVD Rental store
- Almost one quarter of respondents at West Palm Beach expressed an interest in Book Rental.
- It is interesting to know that third of the respondents at West Palm Beach were interested in buying MP3 Players
- It is worthwhile noting that 31% of West Palm Beach respondents were interested in Photo Printing Service
- More than 25% of respondents at all Turnpike Plazas were interested in Business Center (e.g. fax, copy machine, computers) with the highest score at Port St. Lucie/St. Pierce (31.4%).
- The West Palm Beach showed the highest interest (29.3%) in buying Electronics among all Turnpike Plazas
- Respondents at the West Palm Beach location expressed the highest interest in cameras (34.2%) followed by the Canoe Creek location (25.5%).

- 
- With the exception of Fort Drum location (27.8%), all Turnpike Plazas respondents reported more than (50%) interest in buying Maps.
  - The West Palm Beach location received the highest score (41.55%) in terms of the interest in Music CD's followed by Turkey lake (28.5%) and Port St. Lucie/St. Pierce (27.3%).
  - Among all the items, Maps (average=4.14) and book Store (average=3.46,) were rated the highest by survey respondents.

## **Section Six: Products Customers Would Like to See in Plaza Stores**

### **Section Seven: Focus Group Results**

- A healthy and variety for products was a strong trend within the snack and food categories.
- Within the electronic category, charging kit and CD & DVD related items were most highly mentioned.
- Among merchandising category, baby and pet related items as well as first aid kit were mentioned most frequently.
- For service category, internet and business center related items were commonly mentioned.
- Interesting lists resulted in merchandise and other categories from these two sections. Please see Table 6-1 and Table 7-1 for more detailed information.



## Section One: Demographic and Background Information

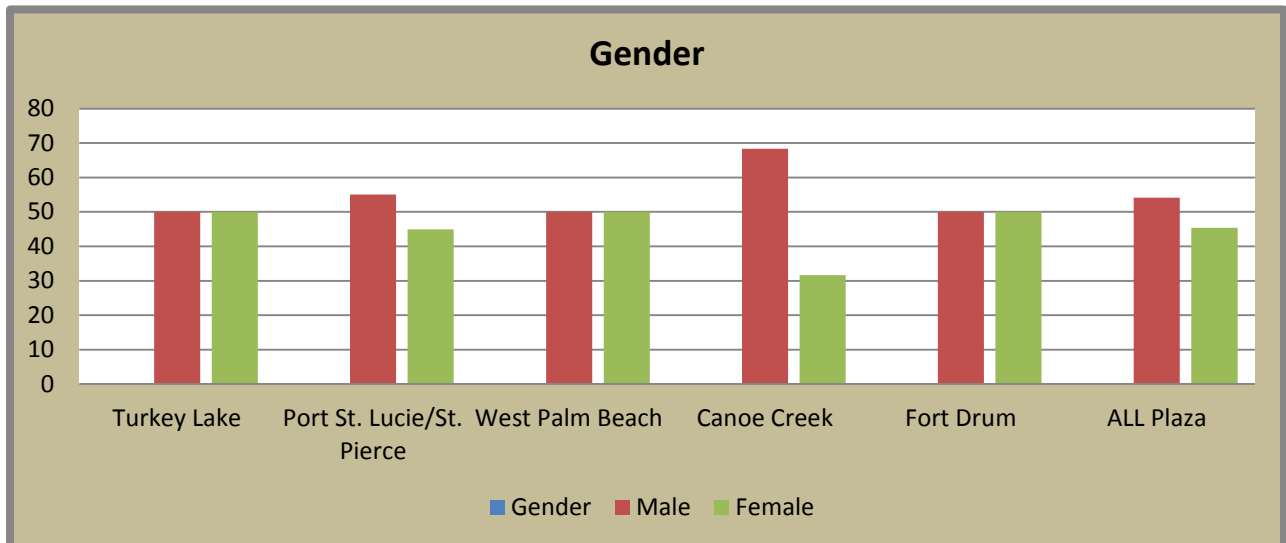
<b>Table 1 – 1 Demographic and Background Information</b>						
	TURKEY LAKE	PORT ST. LUCIE/ST. PIERCE	WEST PALM BEACH	CANOE CREEK	FORT DRUM	ALL PLAZA
<b>Gender</b>						
Male	50.0	55.1	50.0	68.4	50.0	54.1
Female	50.0	44.9	50.0	31.6	50.0	45.4
<b>Age</b>						
18-29	11.8	28.0	23.3	28.9	33.3	22.6
30-39	15.3	21.8	14.0	23.7	16.7	18.4
40-49	14.1	17.3	18.6	14.4	11.1	15.9
50-59	15.3	11.5	18.6	11.3	16.7	14.7
60 or over	41.2	21.4	25.6	21.6	22.2	27.9
<b>Annual Household Income</b>						
less than 30,000	10.0	15.9	26.8	13.4	22.2	15.4
30,000-60,000	27.1	20.6	24.4	23.9	11.1	22.5
60,000-90,000	22.9	31.7	26.8	31.3	38.9	29.6
90,000-120,000	17.1	23.8	14.6	17.9	27.8	20.1
more than 120,000	21.4	7.9	7.3	13.4	0.0	12.0
<b>Ethnicity</b>						
American Indian/Alaskan Native	2.4	.4	7.0	1.0		1.5
Black/African American	9.5	7.9	4.7	3.1	11.1	7.3
Hispanic/Latino	14.3	23.1	46.5	15.6		22.6
Asian	3.6	3.3	2.3	0.0	5.6	3.0
White(Non-Hispanic)	66.7	60.7	39.5	79.2	83.3	62.2
Other	3.6	4.1		1.0		4.0

**Table 1-1. Demographic**

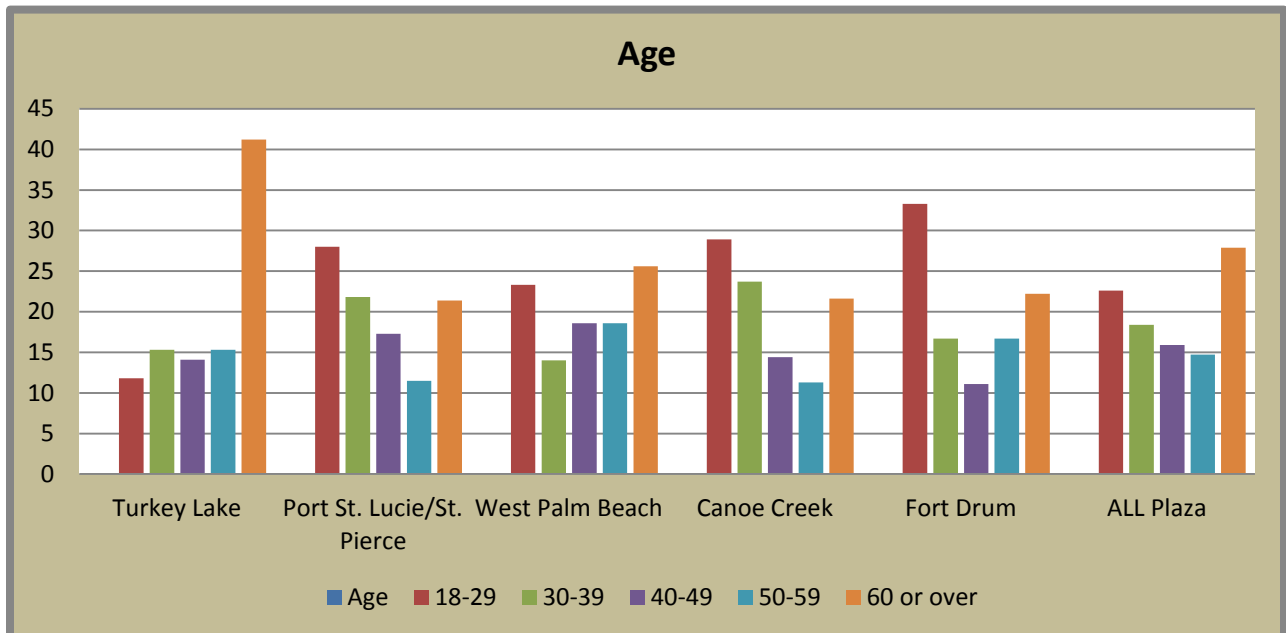
A total of 415 respondents were derived through an onsite survey among five Florida turnpike plazas. As a result, gender (female = 45.4%, male = 54.1%), age group (18-29 = 22.6%, 30-39 = 18.4%, 40-49 = 15.9%, 50-59= 14.7%, and 60 or over = 27.9%) distributions were relatively even. While 29.6 percent of the respondents reported an

annual household income between \$60,000 and \$90,000, 37.9 percent had under \$60,000 and 32.1 percent had more than \$90,000. As expected, the majority of the respondents (62.2%) were White (Non-Hispanic), followed by Hispanic/Latino group (22.6%). The followings are graphs on selected demographic variables.

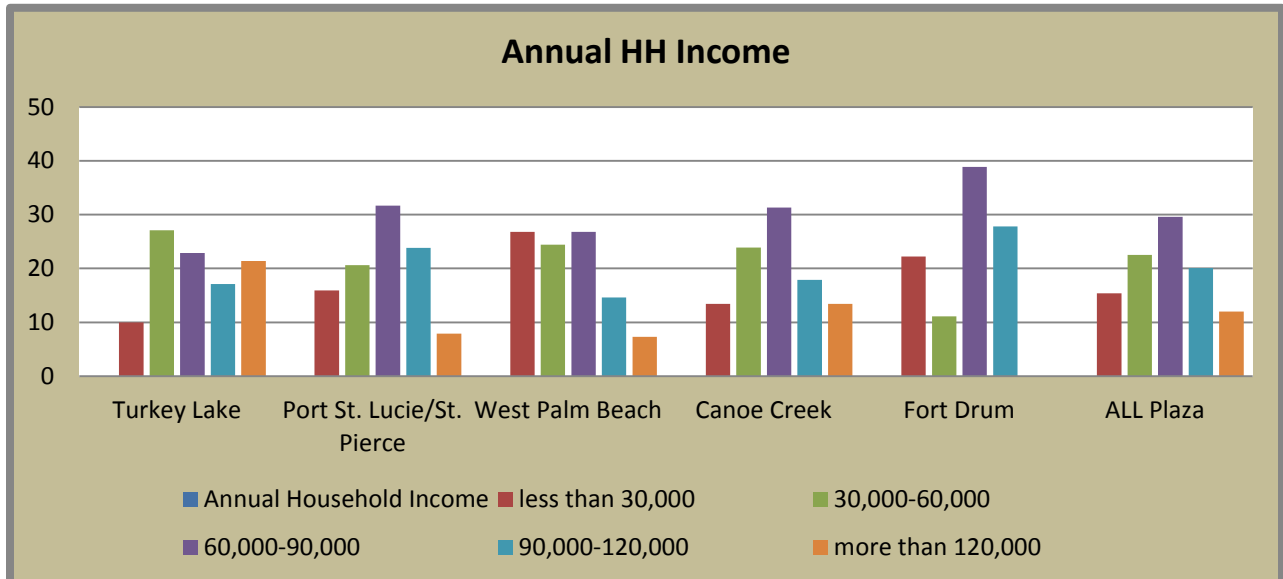
**Gender Distribution**



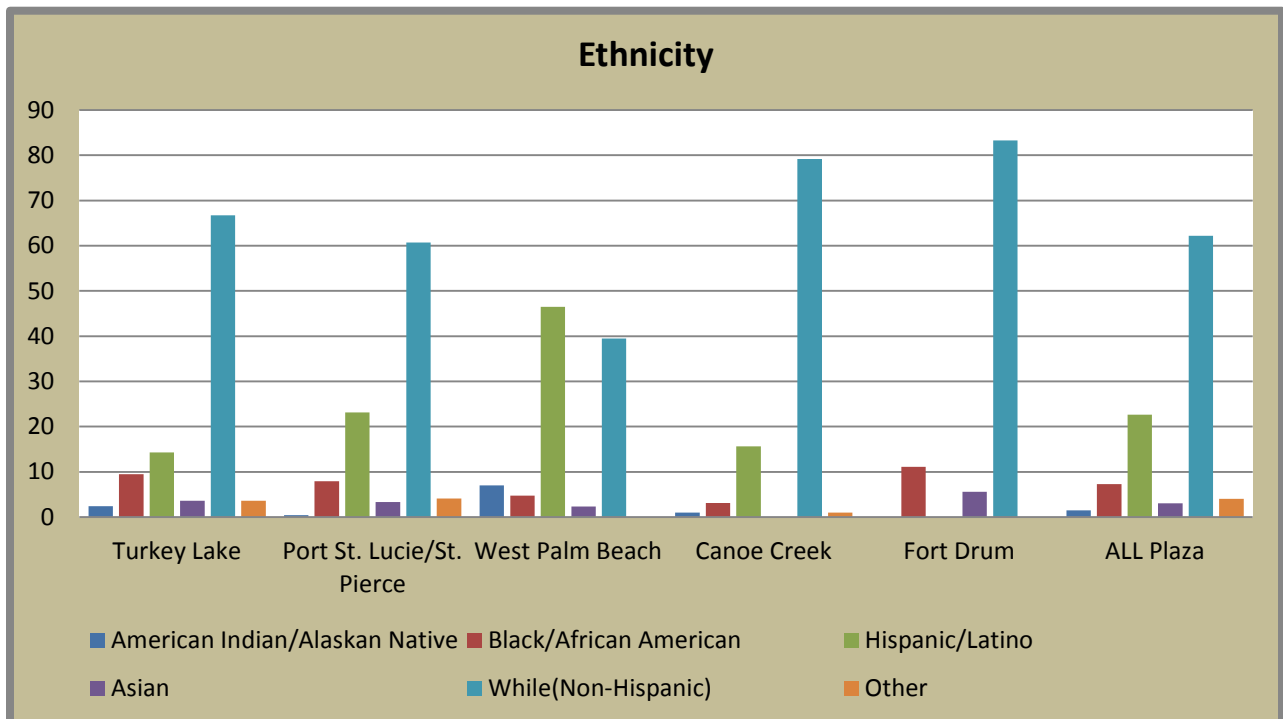
**Age Distribution**



### Annual Household Income Distribution



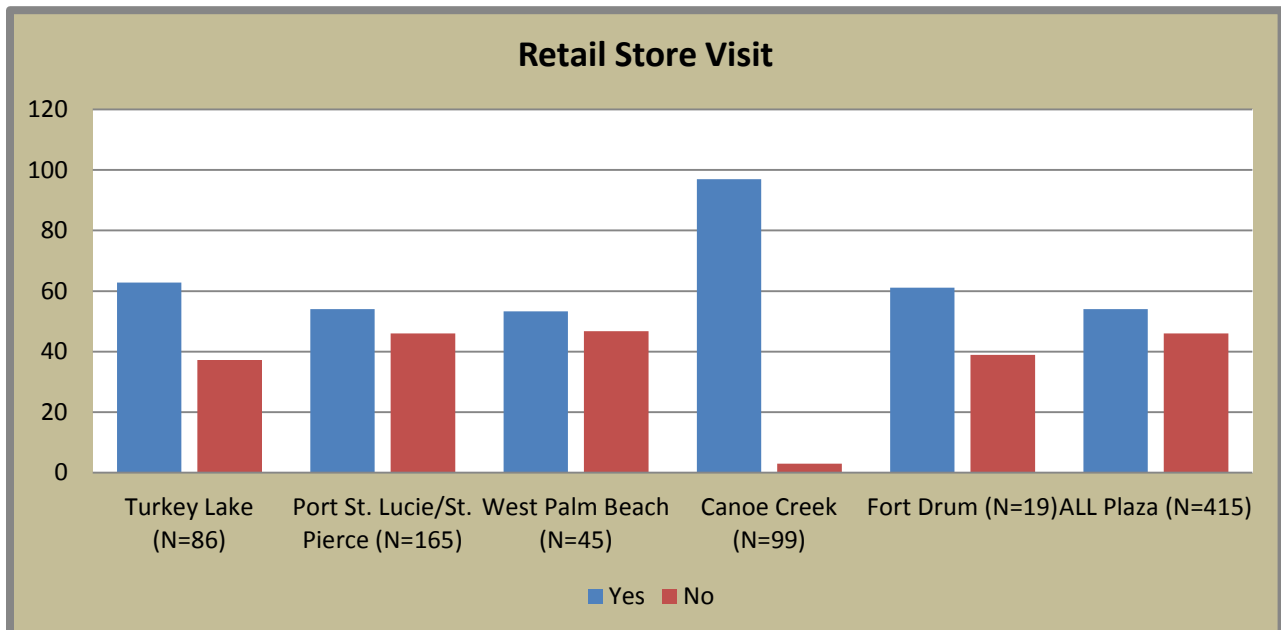
### Ethnic Background



<b>Table 1-2: Did you visit our retail store?</b>		
	<b>YES</b>	<b>NO</b>
<b>TURKEY LAKE</b> (N=86)	62.8	37.2
<b>PORT ST. LUCIE/ST. PIERCE</b> (N=165)	54.0	46.0
<b>WEST PALM BEACH</b> (N=45)	53.3	46.7
<b>CANOE CREEK</b> (N=99)	<b>97.0</b>	<b>3.0</b>
<b>FORT DRUM</b> (N=19)	61.1	38.9
<b>ALL PLAZA</b> (N=415)	<b>54.0</b>	<b>46.0</b>

**Table 1-2. Did you visit our retail store?**

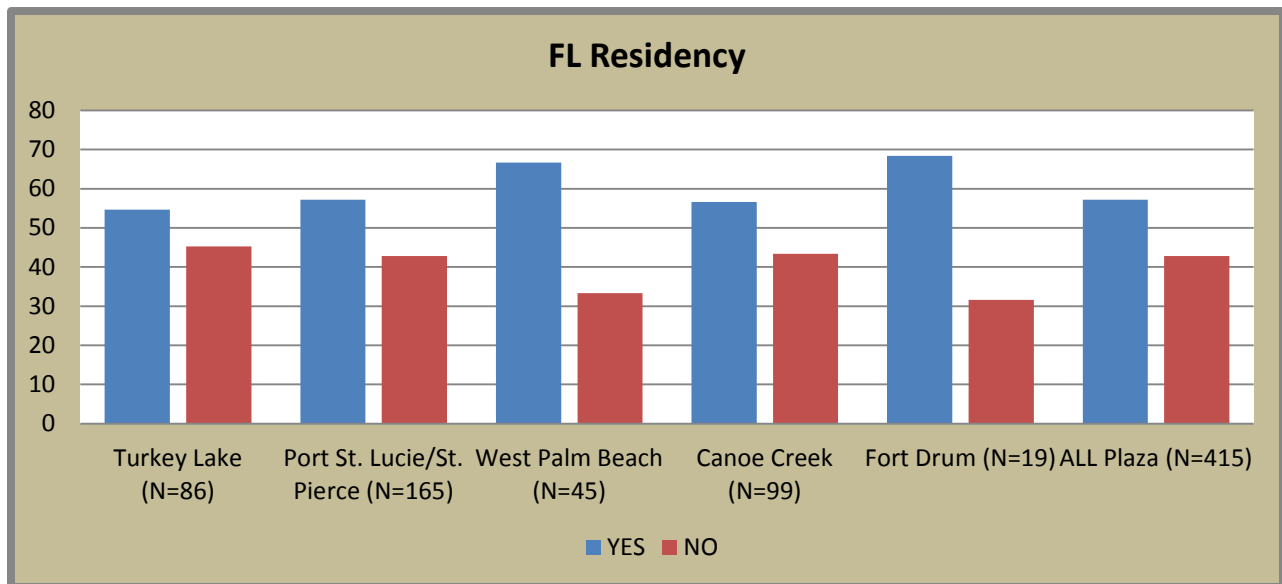
54 percent out of 415 respondents reported that they visited the retail store. Among the Florida Turnpike Plazas, Canoe Creek showed the highest percentage of retail store visits (97%).



<b>Table 1-3: Are you a Florida resident?</b>		
	<b>YES</b>	<b>NO</b>
<b>TURKEY LAKE</b> (N=86)	54.7	45.3
<b>PORT ST. LUCIE/ST. PIERCE</b> (N=165)	57.2	42.8
<b>WEST PALM BEACH</b> (N=45)	66.7	33.3
<b>CANOE CREEK</b> (N=99)	56.6	43.4
<b>FORT DRUM</b> (N=19)	<b>68.4</b>	<b>31.6</b>
<b>ALL PLAZA</b> (N=415)	<b>57.2</b>	<b>42.8</b>

**Table 1-3. Are you a Florida resident?**

57.2 percent out of 415 respondents reported that they were Florida residence. Among the Florida Turnpike Plazas, West Palm Beach (66.7%) and Fort Drum (68.4%) showed the highest percentage of Florida residency.



**Table 1-4: What is the primary purpose of this trip?**

	TURKEY LAKE	PORT ST. LUCIE/ST. PIERCE	WEST PALM BEACH	CANOE CREEK	FORT DRUM	ALL PLAZA
To / From Work	10.6	7.7	4.4	5.1	<b>47.4</b>	<b>8.3</b>
Leisure Travel / Vacation	40.0	<b>52.2</b>	44.4	47.5	31.6	<b>48.7</b>
Business	17.6	10.1	<b>17.8</b>	16.2	15.8	<b>13.2</b>
To / From School	<b>9.4</b>	6.1	0.0	8.1	0.0	<b>5.6</b>
Social / Family	20.0	22.7	<b>31.1</b>	23.2	5.3	<b>22.7</b>
Shopping	<b>2.4</b>	1.2	2.2	0.0	0.0	<b>1.5</b>

**Table 1-4. What is the primary purpose of this trip?**

48.7 percent out of 415 respondents reported that their trip purpose was leisure travel and vacation, followed by social and family (22.7%). Among the Florida Turnpike Plazas, Port St. Lucie / St. Pierce showed the highest percentage (52.2%) of leisure travel and vacation trip purpose, while West Palm Beach showed the highest percentage (31.1%) of Social and Family. In addition, the highest percentage for other trip purposes are To/From Work (Fort Drum, 47.4%), Business (Port St. Lucie / St. Pierce, 17.8%), To/From School (Turkey Lake, 9.4%), and Shopping (Turkey Lake, 2.4%).

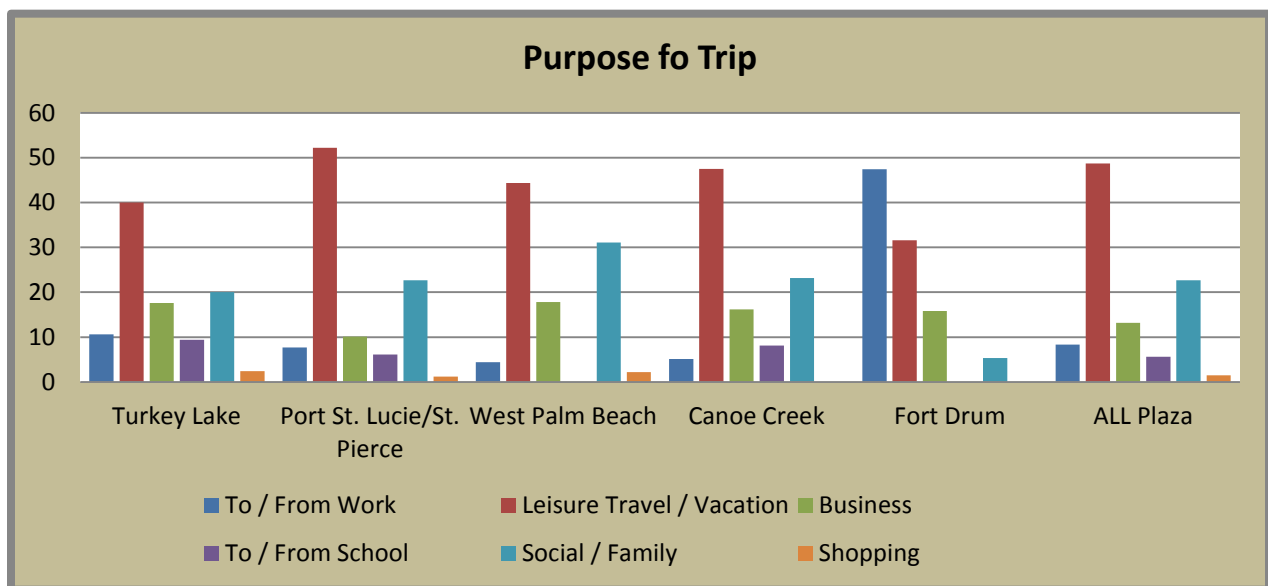
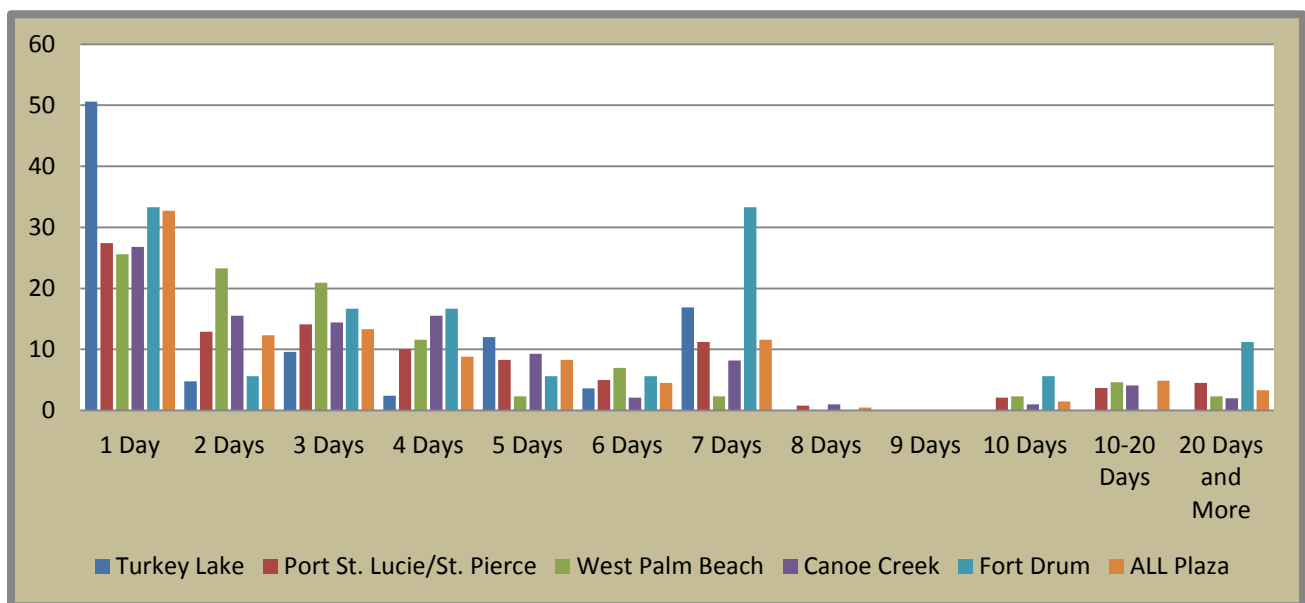


Table 1-5: How long will This trip be?						
	TURKEY LAKE	PORT ST. LUCIE/ST. PIERCE	WEST PALM BEACH	CANOE CREEK	FORT DRUM	ALL PLAZA
1 Day	50.6	27.4	25.6	26.8	33.3	32.7
2 Days	4.8	12.9	23.3	15.5	5.6	12.3
3 Days	9.6	14.1	20.9	14.4	16.7	13.3
4 Days	2.4	10.0	11.6	15.5	16.7	8.8
5 Days	12.0	8.3	2.3	9.3	5.6	8.3
6 Days	3.6	5.0	7.0	2.1	5.6	4.5
7 Days	16.9	11.2	2.3	8.2	33.3	11.6
8 Days	0.0	.8	0.0	1.0	0.0	0.5
9 Days	0.0	0.0	0.0	0.0	0.0	0.0
10 Days	0.0	2.1	2.3	1.0	5.6	1.5
10-20 Days	0.0	3.7	4.6	4.1	0.0	4.9
20 Days and More	0.0	4.5	2.3	2.0	11.2	3.3

**Table 1-5. How long will this trip be?**

58.3 percent out of 415 respondents reported that their length of trip was less than 3 days. One day trip had the largest percentage (32.7%). 33.2 percent of the respondents reported a length of trip between 4 to 7 days.



## Section Two: Retail Store Attributes and Satisfaction

This section summarizes customer perceptions of retail store attributes and satisfaction in service plaza. Specifically, customers were asked to rate their perceptions on price / value, product variety, service quality, cleanliness, and atmosphere / ambience, and overall satisfaction.

**Table 2-1: Mean Scores and Standard Deviation (SD)**

	TURKEY LAKE	PORT ST. LUCIE/ST. PIERCE	WEST PALM BEACH	CANOE CREEK	FORT DRUM	ALL PLAZA
<b>Price / Value</b> (F=-1.00, Sig=0.41)	4.72 (1.54)	4.71 (1.57)	<b>5.20</b> (1.67)	4.80 (1.42)	5.06 (1.35)	<b>5.06</b> (1.53)
<b>Product Variety</b> (F=-3.89, Sig= <b>0.04</b> )	5.26 (1.41)	5.26 (1.41)	5.70 (1.34)	4.91 (1.35)	<b>6.00</b> (1.33)	<b>5.29</b> (1.43)
<b>Product Quality</b> (F=-2.56, Sig= <b>0.38</b> )	5.42 (1.25)	5.14 (1.32)	5.40 (1.55)	5.05 (1.35)	<b>5.94</b> (1.31)	<b>5.22</b> (1.34)
<b>Service Quality</b> (F=-2.73, Sig= <b>0.29</b> )	5.70 (1.17)	5.33 (1.46)	5.68 (1.49)	5.35 (1.44)	<b>6.11</b> (1.13)	<b>5.45</b> (1.45)
<b>Cleanliness</b> (F=-5.42, Sig= <b>0.00</b> )	5.94 (1.08)	5.30 (1.43)	5.75 (1.66)	5.19 (1.48)	<b>6.28</b> (1.23)	<b>5.50</b> (1.44)
<b>Atmosphere/Ambience</b> (F=-7.64, Sig= <b>0.00</b> )	5.65 (1.14)	5.11 (1.54)	5.53 (1.72)	4.62 (1.58)	<b>6.11</b> (1.28)	<b>5.26</b> (1.54)
<b>Retail Store Satisfaction</b> (F=-3.33, Sig= <b>0.03</b> )	5.71 (1.15)	5.40 (1.32)	5.80 (1.42)	5.31 (1.34)	<b>6.22</b> (1.17)	<b>5.50</b> (1.34)

1= Very Bad, 2=Bad, 3=Somewhat Bad, 4=Neutral, 5=Somewhat Good, 6=Good, 7=Very Good  
 \*F<.01 \*\*F<.05

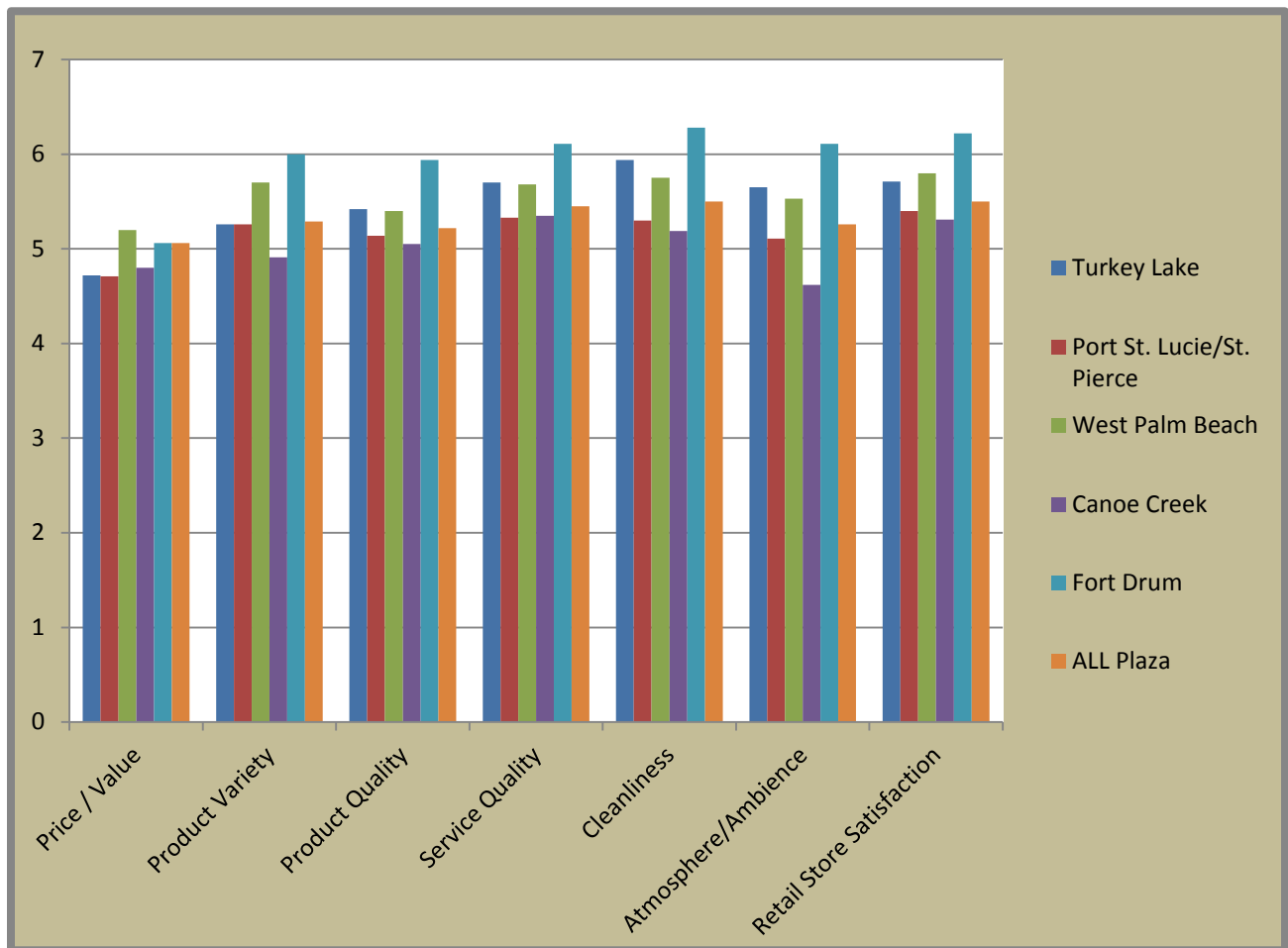
**Table 2-1. Mean Scores and Standard Deviations (SD)**

This table presents summary information on mean scores and standard deviations (SD) on retail store attributes and satisfaction among retail stores in turnpike plazas.

Among the attributes, satisfaction (mean score=5.50, SD=1.34) and cleanliness (mean score=5.50, SD=1.44) were rated highest from the respondents. On the other hand, Price / Value (mean score=5.06, SD=1.53) were rated lower than other attributes.



**Analysis of Variance (ANOVA)** was conducted to provide a statistical test of whether or not the means scores of attributes among turnpike plazas are all equal. The results showed that mean scores of all attributes and satisfaction were statistically different among retail stores in different locations, except that of Price / Value which were the lowest with small standard deviation. The following tables present detailed information on each attributes and satisfaction among retail stores in turnpike plazas.



<b>Table 2-2: Price / Value</b>							
	1	2	3	4	5	6	7
<b>TURKEY LAKE</b> (Mean=4.72, SD=1.54)	2.5	6.3	12.5	20.0	<b>26.3</b>	20.0	11.3
<b>PORT ST. LUCIE/ST. PIERCE</b> (Mean=4.71, SD=1.57)	3.7	5.6	9.9	<b>26.1</b>	20.5	19.9	14.3
<b>WEST PALM BEACH</b> (Mean=5.20, SD=1.67)	2.5	2.5	12.5	22.5	2.5	<b>30.0</b>	27.5
<b>CANOE CREEK</b> (Mean=4.80, SD=1.42)	3.1	3.1	10.2	20.4	<b>33.7</b>	17.3	12.2
<b>FORT DRUM</b> (Mean=5.06, SD=1.35)	5.0	0.0	10.0	<b>25.0</b>	<b>25.0</b>	10.0	<b>25.0</b>
<b>ALL PLAZA</b> (Mean=4.80, SD=1.53)	3.0	4.5	10.8	23.2	<b>23.4</b>	19.9	14.9

1= Very Bad, 2=Bad, 3=Somewhat Bad, 4=Neutral, 5=Somewhat Good, 6=Good, 7=Very Good

### Table 2-2. Price / Value

Among the 415 respondents, 23.4 percent reported 5 (somewhat good) on price/value, followed by 23.32 percent of 4 (neutral). Among the Florida Turnpike Plazas, the majority of respondents in Turkey Lake (26.3%) and Canoe Creek (33.7%) rated 5 (somewhat good). 30.0 percent of the respondent in West Palm Beach reported 6 (good) while 26.1 percent of the respondents in Port St. Lucie / St. Pierre rated 4 (neutral).

<b>Table 2-3: Product Variety</b>							
	1	2	3	4	5	6	7
<b>TURKEY LAKE</b> (Mean=5.26, SD=1.41)	1.3	2.5	7.5	16.3	23.8	<b>28.8</b>	18.8
<b>PORT ST. LUCIE/ST. PIERCE</b> (Mean=5.35, SD=1.46)	1.2	2.8	5.7	20.3	21.5	<b>25.6</b>	22.8
<b>WEST PALM BEACH</b> (Mean=5.70, SD=1.34)	0.0	0.0	7.5	17.5	10.0	27.5	<b>37.5</b>
<b>CANOE CREEK</b> (Mean=4.91, SD=1.35)	1.0	1.0	10.2	32.7	19.4	<b>20.4</b>	15.3
<b>FORT DRUM</b> (Mean=6.00, SD=1.33)	0.0	0.0	5.6	11.1	16.7	11.1	<b>55.6</b>
<b>ALL PLAZA</b> (Mean=5.29, SD=1.43)	<b>1.3</b>	<b>2.3</b>	<b>6.8</b>	<b>20.1</b>	<b>19.6</b>	<b>25.9</b>	<b>23.9</b>

1= Very Bad, 2=Bad, 3=Somewhat Bad, 4=Neutral, 5=Somewhat Good, 6=Good, 7=Very Good

### Table 2-3. Product Variety

Among the 415 respondents, 25.9 percent reported 6 (good) on product variety, followed by 23.9 percent of 7 (very good). Among the Florida Turnpike Plazas, the majority of respondents in Turkey Lake (28.8%), Port St. Lucie / St. Pierce (25.6%), and Canoe Creek (20.4%) rated 6 (good), while the highest rating in West Palm Beach (37.5%) and Fort Drum (55.6%) were 7 (very good).

<b>Table 2-4: Product Quality</b>							
	1	2	3	4	5	6	7
<b>TURKEY LAKE</b> (Mean=5.42, SD=1.25)	1.3	0.0	3.8	15.2	<b>34.2</b>	22.8	21.5
<b>PORT ST. LUCIE/ST. PIERCE</b> (Mean=5.14, SD=1.32)	1.2	2.9	2.9	<b>26.0</b>	23.1	28.1	15.7
<b>WEST PALM BEACH</b> (Mean=5.40, SD=1.55)	2.5	5.0	5.0	10.0	17.5	<b>35.0</b>	25.0
<b>CANOE CREEK</b> (Mean=5.05, SD=1.35)	3.1	0.0	4.1	<b>28.6</b>	26.5	21.4	16.3
<b>FORT DRUM</b> (Mean=5.94, SD=1.31)	0.0	0.0	0.0	0.0	27.8	22.2	<b>50.0</b>
<b>ALL PLAZA</b> (Mean=5.22, SD=1.34)	<b>1.8</b>	<b>2.3</b>	<b>3.6</b>	<b>22.4</b>	<b>24.2</b>	<b>26.2</b>	<b>19.3</b>

1= Very Bad, 2=Bad, 3=Somewhat Bad, 4=Neutral, 5=Somewhat Good, 6=Good, 7=Very Good

### Table 2-4. Product Quality

Among the 415 respondents, 26.2 percent reported 6 (good) on product variety, followed by 24.2 percent of 5 (somewhat good). Among the Florida Turnpike Plazas, half of the respondents in Fort Drum (50.0%) rated 7 (very good). On the other hand, respondents in Port St. Lucie / St. Pierce (26.0%) and Canoe Creek (28.6%) rated 4 (neutral).

<b>Table 2-5: Service Quality</b>							
	1	2	3	4	5	6	7
<b>TURKEY LAKE</b> (Mean=5.70, SD=1.17)	1.3	0.0	1.3	13.8	18.8	<b>40.0</b>	23.8
<b>PORT ST. LUCIE/ST. PIERCE</b> (Mean=5.33, SD=1.46)	2.5	2.5	4.6	15.9	23.8	<b>25.9</b>	24.7
<b>WEST PALM BEACH</b> (Mean=5.68, SD=1.49)	2.5	2.5	2.5	15.0	7.5	<b>35.0</b>	<b>35.0</b>
<b>CANOE CREEK</b> (Mean=5.35, SD=1.44)	2.0	2.0	3.1	21.4	22.4	21.4	<b>27.6</b>
<b>FORT DRUM</b> (Mean=6.11, SD=1.13)	0.0	0.0	0.0	11.1	22.2	11.1	<b>55.6</b>
<b>ALL PLAZA</b> (Mean=5.45, SD=1.45)	<b>2.6</b>	<b>2.0</b>	<b>3.3</b>	<b>16.1</b>	<b>19.9</b>	<b>28.4</b>	<b>27.4</b>

1= Very Bad, 2=Bad, 3=Somewhat Bad, 4=Neutral, 5=Somewhat Good, 6=Good, 7=Very Good

### Table 2-5. Service Quality

Among the 415 respondents, 28.4 percent reported 6 (good) on service quality, followed by 27.4 percent of 7 (very good). Among the Florida Turnpike Plazas, the respondents in Turkey Lake (28.8%), Port St. Lucie / St. Pierce (25.6%), and West Palm Beach (35.0%) rated 6 (good), while those in West Palm Beach (35.0%), Canoe Creek (27.6%), and Fort Drum (55.6%) were 7 (very good).

<b>Table 2-6: Cleanliness</b>							
	1	2	3	4	5	6	7
<b>TURKEY LAKE</b> (Mean=5.94, SD=1.08)	1.3	0.0	1.3	7.6	10.1	<b>51.9</b>	26.6
<b>PORT ST. LUCIE/ST. PIERCE</b> (Mean=5.30, SD=1.43)	1.2	3.2	5.3	20.6	18.2	<b>27.5</b>	23.9
<b>WEST PALM BEACH</b> (Mean=5.75, SD=1.66)	5.0	2.5	0.0	15.0	5.0	27.5	<b>45.0</b>
<b>CANOE CREEK</b> (Mean=5.191, SD=1.48)	2.0	2.0	6.1	<b>24.5</b>	19.4	21.4	<b>24.5</b>
<b>FORT DRUM</b> (Mean=6.28, SD=1.23)	0.0	0.0	5.6	5.6	11.1	11.1	<b>66.7</b>
<b>ALL PLAZA</b> (Mean=5.50, SD=1.44)	<b>2.0</b>	<b>2.3</b>	<b>3.8</b>	<b>16.8</b>	<b>14.8</b>	<b>31.9</b>	<b>28.1</b>

1= Very Bad, 2=Bad, 3=Somewhat Bad, 4=Neutral, 5=Somewhat Good, 6=Good, 7=Very Good

### Table 2-6. Cleanliness

Similar to the result of service quality, 31.9 percent reported 6 (good) on product variety, followed by 28.1 percent of 7 (very good) among the respondents. Among the Florida Turnpike Plazas, the highest rating was in West Palm Beach (45.0%), Canoe Creek (24.5%), and Fort Drum (66.7%), while it was 6 (good) in Turkey Lake (51.9%) and Port St. Lucie / St. Pierce (27.5%). It is notable that percentage of respondent who rated 4 (neutral) was the highest in Canoe Creek (24.5%).

<b>Table 2-7: Atmosphere / Ambiance</b>							
	1	2	3	4	5	6	7
<b>TURKEY LAKE</b> (Mean=5.65, SD=1.14)	0.0	0.0	3.8	12.5	26.3	<b>31.3</b>	25.0
<b>PORT ST. LUCIE/ST. PIERCE</b> (Mean=5.11, SD=1.54)	2.4	3.6	9.7	16.6	21.5	<b>24.3</b>	21.9
<b>WEST PALM BEACH</b> (Mean=5.53, SD=1.72)	5.0	2.5	5.0	15.0	5.0	30.0	<b>37.5</b>
<b>CANOE CREEK</b> (Mean=4.62, SD=1.58)	3.1	4.1	18.4	<b>24.5</b>	17.3	17.3	15.3
<b>FORT DRUM</b> (Mean=6.11, SD=1.28)	0.0	0.0	5.6	11.1	5.6	22.2	<b>55.6</b>
<b>ALL PLAZA</b> (Mean=5.26, SD=1.54)	<b>2.5</b>	<b>3.0</b>	<b>8.0</b>	<b>15.8</b>	<b>19.8</b>	<b>25.6</b>	<b>25.1</b>

1= Very Bad, 2=Bad, 3=Somewhat Bad, 4=Neutral, 5=Somewhat Good, 6=Good, 7=Very Good

### Table 2-7. Atmosphere / Ambiance

Among the 415 respondents, 25.6 percent reported 6 (good) on Atmosphere / Ambiance attribute, followed by 25.1 percent of 7 (very good). Among the Florida Turnpike Plazas, the largest percentage was Turkey Lake (31.3%) and Port St. Lucie / St. Pierce (24.3%) was 6 (good), while it was 7 (very good) in West Palm Beach (37.5%) and Fort Drum (55.6%). Similar to the results of service quality, the percentage of respondent who rated 4 (neutral) was highest in Canoe Creek (24.5%) which may be related to cleanliness of the retail store.

<b>Table 2-8: Overall Satisfaction</b>							
	1	2	3	4	5	6	7
<b>TURKEY LAKE</b> (Mean=5.71, SD=1.15)	0.0	0.0	2.5	10.1	26.6	<b>34.2</b>	25.3
<b>PORT ST. LUCIE/ST. PIERCE</b> (Mean=5.40, SD=1.32)	1.6	0.8	5.3	15.4	24.0	<b>30.9</b>	22.0
<b>WEST PALM BEACH</b> (Mean=5.80, SD=1.42)	2.5	2.5	0.0	12.5	10.0	<b>35.0</b>	37.5
<b>CANOE CREEK</b> (Mean=5.31, SD=1.34)	2.0	0.0	3.1	24.5	<b>25.5</b>	20.4	24.5
<b>FORT DRUM</b> (Mean=6.22, SD=1.17)	0.0	0.0	0.0	16.7	5.6	16.7	<b>61.1</b>
<b>ALL PLAZA</b> (Mean=5.50, SD=1.34)	<b>1.8</b>	<b>1.3</b>	<b>3.5</b>	<b>14.9</b>	<b>22.2</b>	<b>30.5</b>	<b>25.7</b>

1= Very Bad, 2=Bad, 3=Somewhat Bad, 4=Neutral, 5=Somewhat Good, 6=Good, 7=Very Good

### Table 2-8. Overall Satisfaction

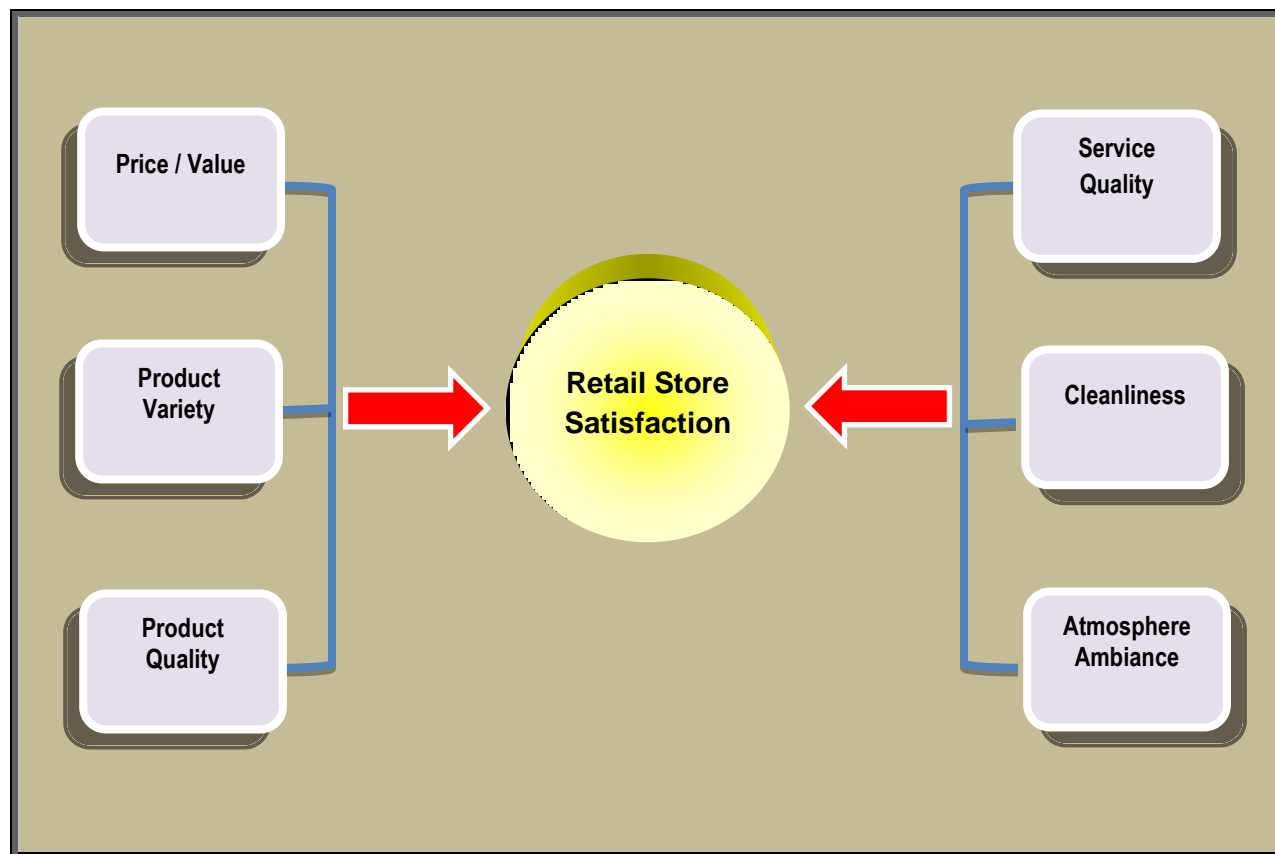
Among the 415 respondents, 30.5 percent reported 6 (good) on overall satisfaction, followed by 25.7 percent of 7 (very good). Among the Florida Turnpike Plazas, the highest percentage was Turkey Lake (34.2%), Port St. Lucie / St. Pierce (30.9%), and West Palm Beach (35.0%) was rated 6 (good), while it was 7 (very good) in Fort Drum (61.1%). On the other hand, the highest percentage of respondent rated 5 (somewhat agree) in Canoe Creek (25.5%).



## Regression Analyses

This section summarizes results of regression analyses. **Regression analysis** was used to analyze the relationship between the retail store satisfaction and several retail store attributes (i.e., Price/Value, Product Variety, Product Quality, Service Quality, Cleanliness, and Atmosphere/Ambiance). It helps us understand how the retail store attributes affect the customer satisfaction toward the retail store.

**NOTE:** Different sample size for each service plaza needs to be considered for interpretations.



**Table 2-9: Regression Analysis I**

<b>Retail Store Satisfaction <sup>b</sup></b>		<b>Price Value</b>	<b>Product Variety</b>	<b>Product Quality</b>	<b>Service Quality</b>	<b>Cleanliness</b>	<b>Atmosphere Ambiance</b>
<b>TURKEY LAKE</b> (N = 86) <b>R<sup>2</sup> = 0.76 <sup>a</sup></b>	Std. Coeff.	0.19	0.05	0.09	0.18	0.13	0.47
	T-Value	2.69	0.44	0.77	2.19	1.43	4.84
	Sig.	<b>0.01</b>	0.66	0.44	<b>0.03</b>	0.16	<b>0.00</b>
<b>PORT ST. LUCIE ST. PIERCE</b> (N = 165) <b>R<sup>2</sup> = 0.66 <sup>a</sup></b>	Std. Coeff.	0.15	0.15	0.14	0.11	0.22	0.25
	T-Value	2.41	2.25	1.80	1.51	2.85	3.12
	Sig.	<b>0.02</b>	<b>0.03</b>	0.07	0.13	<b>0.00</b>	<b>0.00</b>
<b>WEST PALM BEACH</b> (N = 45) <b>R<sup>2</sup> = 0.84 <sup>a</sup></b>	Std. Coeff.	0.46	0.26	0.04	0.11	0.35	0.21
	T-Value	3.71	2.79	0.23	0.53	2.27	1.58
	Sig.	<b>0.00</b>	<b>0.01</b>	0.82	0.60	<b>0.03</b>	0.12
<b>CANOE CREEK</b> (N = 99) <b>R<sup>2</sup> = 0.82 <sup>a</sup></b>	Std. Coeff.	0.12	-0.13	0.22	0.33	0.26	0.24
	T-Value	1.76	-1.70	2.60	4.29	3.91	3.48
	Sig.	0.08	0.09	<b>0.01</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>FORT DRUM</b> (N = 19) <b>R<sup>2</sup> = 0.96 <sup>a</sup></b>	Std. Coeff.	-0.10	0.22	0.06	0.05	0.29	0.52
	T-Value	-1.32	1.60	0.54	0.34	2.63	3.93
	Sig.	0.21	0.14	0.60	0.74	<b>0.02</b>	<b>0.00</b>
<b>ALL PLAZA</b> (N = 415) <b>R<sup>2</sup> = 0.73 <sup>a</sup></b>	Std. Coeff.	<b>0.16</b>	<b>0.05</b>	<b>0.15</b>	<b>0.17</b>	<b>0.24</b>	<b>0.27</b>
	T-Value	<b>4.57</b>	<b>1.28</b>	<b>3.26</b>	<b>4.01</b>	<b>5.67</b>	<b>6.14</b>
	Sig.	<b>0.00</b>	<b>0.20</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>

a. F < .01  
b. Dependent Variables  
c. Variance Inflation Factor  
\* p < .01 \*\* p < .05

**Table 2-9. Regression Analyses I**

All regression models were significant as indicated by the overall F-statistics ( $p < .01$ ) and the Variance Inflation Factor (VIF) for each independent variable in all regression models was smaller than 10.0 indicating little multi-collinearity. First, multiple regression analysis was performed for all plazas on **retail store satisfaction** with independent variables of **retail store attributes** (i.e., **Price/Value, Product Variety, Product Quality, Service Quality, Cleanliness, and Atmosphere/Ambiance**).

As indicated by the regression coefficients, **73 percent** of the variance could be explained by most of the retail store attributes. The result indicated that Price/Value ( $b = .16$ ), Product Quality ( $b = .15$ ), Service Quality ( $b = .17$ ), Cleanliness ( $b = .24$ ), and Atmosphere/Ambiance ( $b = .27$ ) had statistically significant and positive effects on customer satisfaction.

Although the results of regression analyses were slightly different among service plazas, similar results were shown for each of the plazas.

<b>Table 2-10: Regression Analysis II</b>							
<b>Retail Store Satisfaction <sup>b</sup></b>		<b>Price Value</b>	<b>Product Variety</b>	<b>Product Quality</b>	<b>Service Quality</b>	<b>Cleanliness</b>	<b>Atmosphere Ambiance</b>
<b>DID VISIT RETAIL STORE</b> (N = 236) <b>R<sup>2</sup> = 0.83 <sup>a</sup></b>	Std. Coeff.	0.16	0.08	0.14	0.23	0.25	0.21
	T-Value	4.27	1.80	2.70	4.74	5.28	4.35
	Sig.	<b>0.00</b>	0.07	<b>0.01</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>DID NOT VISIT THE RETAIL</b> (N = 148) <b>R<sup>2</sup> = 0.58 <sup>a</sup></b>	Std. Coeff.	0.14	0.01	0.16	0.12	0.23	0.31
	T-Value	2.16	0.11	1.83	1.54	2.81	3.76
	Sig.	<b>0.03</b>	0.91	0.07	0.13	<b>0.01</b>	<b>0.00</b>
<b>FLORIDA RESIDENCE</b> (N = 221) <b>R<sup>2</sup> = 0.76 <sup>a</sup></b>	Std. Coeff.	0.22	0.05	0.16	0.16	0.25	0.22
	T-Value	5.12	1.03	2.51	2.81	4.29	4.05
	Sig.	<b>0.00</b>	0.31	<b>0.01</b>	<b>0.01</b>	<b>0.00</b>	<b>0.00</b>
<b>NON FLORIDA RESIDENCE</b> (N = 163) <b>R<sup>2</sup> = 0.66 <sup>a</sup></b>	Std. Coeff.	0.01	0.06	0.14	0.23	0.24	0.32
	T-Value	0.11	0.90	1.88	3.41	3.53	4.40
	Sig.	0.92	0.37	0.06	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>MALE</b> (N = 204) <b>R<sup>2</sup> = 0.70 <sup>a</sup></b>	Std. Coeff.	0.20	0.08	0.09	0.15	0.34	0.17
	T-Value	4.09	1.27	1.29	2.35	5.76	2.85
	Sig.	<b>0.00</b>	0.21	0.20	<b>0.02</b>	<b>0.00</b>	<b>0.00</b>
<b>FEMALE</b> (N = 168) <b>R<sup>2</sup> = 0.76 <sup>a</sup></b>	Std. Coeff.	0.06	0.04	0.21	0.18	0.10	0.45
	T-Value	1.20	0.77	3.45	3.31	1.50	6.98
	Sig.	0.23	0.44	<b>0.00</b>	<b>0.00</b>	0.14	<b>0.00</b>
<b>WHITE (NON-HISPANIC)</b> (N = 226) <b>R<sup>2</sup> = 0.73 <sup>a</sup></b>	Std. Coeff.	0.20	0.05	0.19	0.19	0.23	0.19
	T-Value	4.46	0.93	2.92	3.46	4.05	3.42
	Sig.	<b>0.00</b>	0.35	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>OTHER ETHNIC GROUPS</b> (N = 144) <b>R<sup>2</sup> = 0.75<sup>a</sup></b>	Std. Coeff.	0.09	-0.02	0.12	0.15	0.25	0.42
	T-Value	1.59	-0.38	1.62	1.94	3.40	6.11
	Sig.	0.11	0.70	0.11	<b>0.05</b>	<b>0.00</b>	<b>0.00</b>

a. F < .01  
 b. Dependent Variables  
 c. Variance Inflation Factor  
 \*p<.01 \*\*p<.05

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## Table 2-10. Regression Analyses II

Consistent with the Regression Analyses I, multiple regression analysis was performed for all plazas on **retail store satisfaction** with independent variables of **retail store attributes** (i.e., **Price/Value, Product Variety, Product Quality, Service Quality, Cleanliness, and Atmosphere/Ambiance**). However, additional consideration was given to the group comparison several variables and demographic information of respondents. That is, **four pairs** of regression analyses were done by comparing several groups. All regression models were significant as indicated by the overall F-statistics ( $p < .01$ ) and the Variance Inflation Factor (VIF) for each independent variable in all regression models was smaller than 10.0 indicating little multi-collinearity.

### Did / Did not visit the retail store

As indicated by the regression coefficients, while **83 percent** of the variance could be explained by most of the retail store attributes for those who visited the retail store, only **58 percent** was explained from those who did not visit the retail store. Those significant variables and their Standardized Coefficients (Beta) scores are colored in red.

### Florida Residency

As indicated by the regression coefficients, while **76 percent** of the variance could be explained by most of the retail store attributes for those who were Florida Resident, **66 percent** was explained from those who are not Florida resident. Those significant variables and their Standardized Coefficients (Beta) scores are colored in red.

### Gender

As indicated by the regression coefficients, while **70 percent** of the variance could be explained by most of the retail store attributes for male respondents, **76 percent** was explained for female counterparts. Those significant variables and their Standardized Coefficients (Beta) scores are colored in red.

### Ethnicity

As indicated by the regression coefficients, while **73 percent** of the variance could be explained by most of the retail store attributes for white (non-Hispanic) respondents, **75 percent** was explained for other ethnic backgrounds. Those significant variables and their Standardized Coefficients (Beta) scores are colored in red.

## Section Three: Turnpike Plazas Satisfaction and Behavioral Intentions

This section summarizes customers' satisfaction and behavioral intentions toward Florida Turnpike Plazas. Specifically, customers were asked to rate their satisfaction, stop at another plaza, revisit intentions, recommendation intentions, and revisit intention upon discount.

<b>Table 3-1: Mean Scores and Standard Deviations for Satisfaction &amp; Behavioral Intentions</b>						
	TURKEY LAKE	PORT ST. LUCIE/ST. PIERCE	WEST PALM BEACH	CANOE CREEK	FORT DRUM	ALL PLAZA
<b>Plaza Satisfaction</b> (F=-2.81, Sig= <b>0.03</b> )	<b>6.26</b> (1.14)	5.79 (1.41)	5.83 (1.22)	5.90 (1.28)	<b>6.50</b> (0.79)	<b>5.95</b> (1.30)
<b>Stop at another Plaza</b> (F=-2.80, Sig= <b>0.03</b> )	4.86 (2.35)	4.60 (2.46)	4.85 (2.21)	<b>5.57</b> (1.84)	4.83 (2.68)	<b>4.93</b> (2.31)
<b>Turnpike Plaza Revisit</b> (F=-3.07, Sig= <b>0.02</b> )	6.54 (0.77)	6.07 (1.50)	6.22 (1.11)	5.99 (1.37)	<b>6.67</b> (0.84)	<b>6.19</b> (1.30)
<b>Recommend to Others</b> (F=-4.04, Sig= <b>0.00</b> )	6.48 (0.96)	5.95 (1.64)	6.07 (1.17)	5.68 (1.75)	<b>6.61</b> (0.98)	<b>6.04</b> (1.51)
<b>Revisit Upon Discount</b> (F=-1.51, Sig=0.12)	<b>6.51</b> (1.10)	6.39 (1.30)	5.98 (1.54)	6.28 (1.34)	6.00 (1.91)	<b>6.33</b> (1.33)

1 = Strongly Disagree, 2=Disagree, 3=Somewhat Disagree, 4=Neutral, 5=Somewhat Agree, 6=Agree, 7=Strongly Agree

\*F<.01 \*\*F<.05

### Table 3-1. Mean Scores and Standard Deviations (SD)

This table presents summary information on mean scores and standard deviations (SD) on consumer satisfaction and behavioral intentions (i.e., shop at another Plaza, Revisit intention, recommendation intentions, and revisit upon discount) in turnpike plazas,

Among the variables, revisit upon discount (mean score=6.33, SD=1.33) and revisit intention (mean score=6.19, SD=1.30) were rated highest from the respondents. On the other hand, shop at another Plaza (mean score=4.93, SD=2.31) were rated lower than other attributes. **Analysis of Variance (ANOVA)** test was conducted to provide a statistical test of whether or not the means scores of these variables among turnpike plazas are all equal. The results showed that mean scores of all variables were statistically different among retail stores in different locations, except that of revisit upon discount which had the highest mean score. The following tables present detailed information on each of the variables among retail stores in turnpike plazas.

<b>Table 3-2: Plaza Satisfaction</b>							
	1	2	3	4	5	6	7
<b>TURKEY LAKE</b>	1.2	0.0	1.2	3.6	14.3	21.4	<b>58.3</b>
<b>PORT ST. LUCIE/ST. PIERCE</b>	1.8	0.6	4.9	11.7	13.5	25.2	<b>42.3</b>
<b>WEST PALM BEACH</b>	2.5	0.0	0.0	7.5	22.5	<b>35.0</b>	32.5
<b>CANOE CREEK</b>	0.0	2.0	1.0	13.3	20.4	15.3	<b>48.0</b>
<b>FORT DRUM</b>	0.0	0.0	0.0	0.0	16.7	16.7	<b>66.7</b>
<b>ALL PLAZA</b>	1.2	1.0	2.2	9.4	16.4	22.6	<b>47.1</b>

1 = Strongly Disagree, 2=Disagree, 3=Somewhat Disagree, 4=Neutral, 5=Somewhat Agree, 6=Agree, 7=Strongly Agree

### Table 3-2. I'm satisfied with the Florida Turnpike Service Plaza

Close to half of the 415 respondents (47.1%) rated 7 (strongly agree) on overall satisfaction toward turnpike plaza, followed by 22.6 percent of 6 (agree). Among the Florida Turnpike Plazas, the highest percentage in Turkey Lake (58.3%), Port St. Lucie / St. Pierce (42.3%), Canoe Creek (48.0%), Fort Drum (66.7%) were 7 (strongly agree). On the other hand, the highest percentage in West Palm Beach (35.0%) was 6 (agree).

<b>Table 3-3: Stop at Another Plaza</b>							
	1	2	3	4	5	6	7
<b>TURKEY LAKE</b>	20.2	4.8	1.2	8.3	11.9	15.5	<b>38.1</b>
<b>PORT ST. LUCIE/ST. PIERCE</b>	25.6	3.8	1.3	10.0	10.0	12.5	<b>36.9</b>
<b>WEST PALM BEACH</b>	17.1	4.9	2.4	12.2	4.9	<b>31.7</b>	26.8
<b>CANOE CREEK</b>	8.2	0.0	3.1	13.3	15.3	13.3	<b>45.9</b>
<b>FORT DRUM</b>	27.8	0.0	0.0	5.6	5.6	11.1	<b>50.0</b>
<b>ALL PLAZA</b>	19.5	3.0	2.0	10.5	10.7	15.2	<b>38.9</b>

1 = Strongly Disagree, 2=Disagree, 3=Somewhat Disagree, 4=Neutral, 5=Somewhat Agree, 6=Agree, 7=Strongly Agree

**Table 3-3. I will stop at another Florida Turnpike Service Plaza on this trip**

Similar to the result of Turnpike Plaza satisfaction, respondents (38.9%) rated 7 (strongly agree) on this question, while the second highest was 1 (strongly disagree). Among the Florida Turnpike Plazas, the highest percentage in Turkey Lake (38.1%), Port St. Lucie / St. Pierce (36.9%), Canoe Creek (45.9%), and Fort Drum (50.0%) were 7 (strongly agree). On the other hand, the highest percentage in West Palm Beach (31.7%) was 6 (agree).

<b>Table 3-4: Plaza Revisit Intention</b>							
	1	2	3	4	5	6	7
<b>TURKEY LAKE</b>	0.0	0.0	0.0	1.2	13.1	16.7	<b>69.0</b>
<b>PORT ST. LUCIE/ST. PIERCE</b>	2.5	3.1	0.6	8.6	11.1	11.7	<b>62.3</b>
<b>WEST PALM BEACH</b>	0.0	0.0	2.4	7.3	4.9	34.1	<b>51.2</b>
<b>CANOE CREEK</b>	1.0	2.0	1.0	13.3	12.2	16.3	<b>54.1</b>
<b>FORT DRUM</b>	0.0	0.0	0.0	5.6	5.6	5.6	<b>83.3</b>
<b>ALL PLAZA</b>	1.2	2.0	0.5	7.9	10.9	15.9	<b>61.5</b>

1 = Strongly Disagree, 2=Disagree, 3=Somewhat Disagree, 4=Neutral, 5=Somewhat Agree, 6=Agree, 7=Strongly Agree

**Table 3-4. In similar trip, I will revisit a Florida Turnpike Service Plaza in my next visit**

The majority of the 415 respondents (61.5%) rated 7 (strongly agree) on revisit intention. This high rating was consistent in all Turnpike Plazas; Turkey Lake (69.0%), Port St. Lucie / St. Pierce (62.3%), West Palm Beach (51.2%), Canoe Creek (54.1%), and Fort Drum (83.3%) were all 7 (strongly agree). .



<b>Table 3-5: Recommendation Intention</b>							
	1	2	3	4	5	6	7
<b>TURKEY LAKE</b>	1.2	0.0	0.0	1.2	11.9	17.9	<b>67.9</b>
<b>PORT ST. LUCIE/ST. PIERCE</b>	4.9	2.5	1.2	5.5	13.5	14.7	<b>57.7</b>
<b>WEST PALM BEACH</b>	0.0	2.4	2.4	4.9	9.8	36.6	<b>43.9</b>
<b>CANOE CREEK</b>	4.1	4.1	3.1	14.3	9.2	13.3	<b>52.0</b>
<b>FORT DRUM</b>	0.0	0.0	0.0	11.1	0.0	5.6	<b>83.3</b>
<b>ALL PLAZA</b>	3.2	2.2	1.5	6.9	11.1	16.8	<b>58.2</b>

1 = Strongly Disagree, 2=Disagree, 3=Somewhat Disagree, 4=Neutral, 5=Somewhat Agree, 6=Agree, 7=Strongly Agree

### Table 3-5. I would recommend Florida Turnpike Service Plazas to others

Consistent with the results in revisit intention, the majority of the 415 respondents (58.2%) rated 7 (strongly agree) on recommendation intention. This high rating was consistent in all Turnpike Plazas; Turkey Lake (67.9%), Port St. Lucie / St. Pierce (57.7%), West Palm Beach (43.9%), Canoe Creek (52.0%), and Fort Drum (83.3%) were all 7 (strongly agree). However, it is noticeable that the rating was significantly lower for the Canoe Creek Plaza compared to others.

<b>Table 3-6: Revisit upon Discount</b>							
	1	2	3	4	5	6	7
<b>TURKEY LAKE</b>	1.2	1.2	0.0	4.8	8.3	6.0	<b>78.6</b>
<b>PORT ST. LUCIE/ST. PIERCE</b>	2.5	0.0	1.3	5.0	7.5	10.0	<b>73.8</b>
<b>WEST PALM BEACH</b>	4.9	0.0	0.0	12.2	7.3	22.0	<b>53.7</b>
<b>CANOE CREEK</b>	3.1	0.0	1.0	5.1	11.2	12.2	<b>67.3</b>
<b>FORT DRUM</b>	5.6	5.6	5.6	0.0	0.0	16.7	<b>66.7</b>
<b>ALL PLAZA</b>	2.7	0.7	0.7	5.5	8.2	11.2	<b>70.8</b>

1 = Strongly Disagree, 2=Disagree, 3=Somewhat Disagree, 4=Neutral, 5=Somewhat Agree, 6=Agree, 7=Strongly Agree

**Table 3-6. I will stop at a Florida Turnpike Service Plaza again, if they give me a discount for revisit**

Consistent with the results in previous two questions, the majority of the 415 respondents (70.8%) rated 7 (strongly agree) on revisit upon discount. This high rating was consistent in all Turnpike Plazas; Turkey Lake (78.6%), Port St. Lucie / St. Pierce (73.8%), West Palm Beach (53.7%), Canoe Creek (67.3%), and Fort Drum (66.7%) were all 7 (strongly agree). This indicates positive deal strategies for the service plazas.

## Section Four: Interest in Buying Existing Items

This section summarizes customer interest in buying EXISTING items at the Turnpike Plaza stores. Specifically, customers were asked “When you visit a retail store plaza on Florida Turnpike, how interested are you in buying the following EXISITING items?” The list included the following existing items: apparel, beverages, electronics, gifts, jewelry, news & books, perfumes, and snacks. Respondents rated the interest in the above aforementioned items on a 7-point likert scale ranging from “(1) Extremely Not Interested to &7) Very Interested.

<u>Table 4-1: APPAREL: casual. licensed. souvenir apparels</u>			
	% Not Interested	Neutral	% Interested
<b>TURKEY LAKE</b> (Mean=2.91, SD=2.07)	<b>60.5</b>	9.9	29.6
<b>PORT ST. LUCIE/ST. PIERCE</b> (Mean=2.31, SD=1.89)	<b>73.5</b>	8.0	18.5
<b>WEST PALM BEACH</b> (Mean=3.00, SD=2.23)	<b>61.0</b>	9.8	29.3
<b>CANOE CREEK</b> (Mean=2.71, SD=1.81)	<b>64.3</b>	16.3	19.4
<b>FORT DRUM</b> (Mean=2.44, SD=2.00)	<b>77.8</b>	11.1	11.1
<b>ALL PLAZA</b> (Mean=2.61, SD=1.96)	<b>67.6</b>	<b>10.8</b>	<b>21.8</b>

**Table 4-1. Apparel**

On average, 67.6% of survey respondents at all Florida Turnpike Plazas stores indicated that they were not interested in buying Apparel products. Among the Florida Turnpike Plaza stores, Turkey Lake and West Palm Beach showed the highest interest in buying Apparel, 29.6% and 29.3% respectively.

<b>Table 4-2: BEVERAGES: coffee &amp; tea. non-alcoholic beverage</b>			
	<b>% Not Interested</b>	<b>Neutral</b>	<b>% Interested</b>
<b>TURKEY LAKE</b> (Mean=6.35, SD=1.23)	3.6	6.1	<b>90.2</b>
<b>PORT ST. LUCIE/ST. PIERCE</b> (Mean=6.02, SD=1.67)	10	1.2	<b>88.9</b>
<b>WEST PALM BEACH</b> (Mean=6.19, SD=1.17)	2.4	4.8	<b>92.8</b>
<b>CANOE CREEK</b> (Mean=5.21, SD=1.68)	11.3	13.3	<b>75.6</b>
<b>FORT DRUM</b> (Mean=6.89, SD=0.471)	0.0	0.0	<b>100</b>
<b>ALL PLAZA</b> (Mean=5.95, SD=1.57)	<b>7.7</b>	<b>5.5</b>	<b>86.9</b>

**Table 4-2. Beverages**

As a follow up to the question on customers' interest in buying existing items, respondents were asked about their interest in buying beverage products. As anticipated, 86.9% of respondents at all Florida Turnpike Plazas stores indicated their interest in purchasing beverage products. Nearly 4 out of the 5 Turnpike Plaza stores scored above 90% in terms of the interest in buying beverage product, namely Fort Drum (100%), West Palm Beach (92.8%), Turkey Lake (90.2%), and Port St. Lucie/St. Pierce (88.9%).

<b>Table 4-3: ELECTRONICS</b>			
	<b>% Not Interested</b>	<b>Neutral</b>	<b>% Interested</b>
<b>TURKEY LAKE</b> (Mean=2.37, SD=1.77)	<b>74.1</b>	7.4	18.5
<b>PORT ST. LUCIE/ST. PIERCE</b> (Mean=1.78, SD=1.37)	<b>83.3</b>	10.5	6.1
<b>WEST PALM BEACH</b> (Mean=2.88, SD=2.22)	<b>63.5</b>	7.3	29.3
<b>CANOE CREEK</b> (Mean=2.17, SD=1.65)	<b>74.4</b>	16.3	9.2
<b>FORT DRUM</b> (Mean=1.94, SD=1.83)	<b>88.9</b>	0.0	11.2
<b>ALL PLAZA</b> (Mean=2.12, SD=1.68)	<b>77.6</b>	<b>10.5</b>	<b>12.1</b>

**Table 4-3. Electronics**

When asked about the interest in purchasing Electronic items, surprisingly 77.6% of respondents at all Florida Turnpike Plaza stores did not show interest in buying Electronics. It should be noted that nearly third (29.3%) of surveyed customers at West Palm Beach expressed interest in buying Electronics.

<b>Table 4-4: GIFTS: accessories, luggage, souvenir toys</b>			
	<b>% Not Interested</b>	<b>Neutral</b>	<b>% Interested</b>
<b>TURKEY LAKE</b> (Mean=3.28, SD=2.31)	<b>56.7</b>	8.6	34.5
<b>PORT ST. LUCIE/ST. PIERCE</b> (Mean=2.36, SD=1.83)	<b>72.1</b>	12.4	15.5
<b>WEST PALM BEACH</b> (Mean=3.44, SD=2.28)	<b>48.8</b>	12.2	39.1
<b>CANOE CREEK</b> (Mean=3.19, SD=2.02)	<b>51</b>	18.4	30.5
<b>FORT DRUM</b> (Mean=1.94, SD=2.01)	<b>83.4</b>	5.6	11.1
<b>ALL PLAZA</b> (Mean=2.84, SD=2.88)	<b>62.0</b>	12.8	25.3

**Table 4-4. Gifts**

Customers were also asked about their interest in buying gifts at the plazas. 62% of the participants in the study were not interested in buying Gifts, while 25.3% of the respondents were interested in buying gifts. As it is clearly seen in table 4-4, more than 30% of surveyed customers indicated interest in buying Gifts at the following Turnpike Plazas: West Palm Beach (39.1%), Turkey Lake (34.5%), and Canoe Creek (30.5%).

<b>Table 4-5: JEWELRY: bridge jewelry. fashion jewelry. watches</b>			
	<b>% Not Interested</b>	<b>Neutral</b>	<b>% Interested</b>
<b>TURKEY LAKE</b> (Mean=1.98, SD=1.77)	<b>79.0</b>	6.2	14.8
<b>PORT ST. LUCIE/ST. PIERCE</b> (Mean=1.81, SD=1.65)	<b>85.2</b>	4.9	9.9
<b>WEST PALM BEACH</b> (Mean=2.88, SD=2.17)	<b>62.5</b>	7.5	30
<b>CANOE CREEK</b> (Mean=2.01, SD=1.60)	<b>77.5</b>	12.2	10.2
<b>FORT DRUM</b> (Mean=1.78, SD=1.95)	<b>88.9</b>	0.0	11.1
<b>ALL PLAZA</b> (Mean=2.00, SD=1.76)	<b>80.0</b>	<b>7.0</b>	<b>13.1</b>

**Table 4-5. Jewelry**

The question regarding the interest in buying Jewelry is presented in 4-5. As shown in the table, 80% of respondents at all Turnpike Plazas were not interested in purchasing Jewelry compared to only 13% of respondents who were interested in purchasing Jewelry. From the numbers presented in the above table, it is obvious that Jewelry is not a hot selling item at any of the plaza stores.

<b>Table 4-6: NEWS &amp; BOOKS: books, guides, magazines, newspapers</b>			
	<b>% Not Interested</b>	<b>Neutral</b>	<b>% Interested</b>
<b>TURKEY LAKE</b> (Mean=3.99, SD=2.24)	37.5	15.0	<b>47.6</b>
<b>PORT ST. LUCIE/ST. PIERCE</b> (Mean=3.16, SD=2.12)	<b>53.6</b>	19.1	27.2
<b>WEST PALM BEACH</b> (Mean=4.59, SD=2.17)	24.4	14.6	<b>61.1</b>
<b>CANOE CREEK</b> (Mean=3.27, SD=1.70)	<b>47.0</b>	27.6	25.5
<b>FORT DRUM</b> (Mean=3.06, SD=2.50)	<b>55.6</b>	11.1	33.4
<b>ALL PLAZA</b> (Mean=3.49, SD=2.12)	<b>45.9</b>	<b>19.5</b>	<b>34.6</b>

### Table 4-6. News & Books

Table 4-6 compares the interest in purchasing News & Books among the five Turnpike Plaza locations. By far the highest percentage of respondents who expressed interest in buying news & books was at the West Palm Beach (61.1%), against 47.6% and 33.4%, for Turkey Lake and Fort Drum locations respectively. It is important to report that almost 20% of all respondents had neutral opinions about news & books.



<b>Table 4-7: PERFUME: bath and body, health and beauty aids</b>			
	<b>% Not Interested</b>	<b>Neutral</b>	<b>% Interested</b>
<b>TURKEY LAKE</b> (Mean=2.70, SD=2.12)	<b>65.8</b>	5.1	29.1
<b>PORT ST. LUCIE/ST. PIERCE</b> (Mean=2.33, SD=1.96)	<b>71.9</b>	10.0	18.2
<b>WEST PALM BEACH</b> (Mean=3.02, SD=2.23)	<b>56.0</b>	14.6	29.2
<b>CANOE CREEK</b> (Mean=2.02, SD=1.65)	<b>75.5</b>	16.3	8.2
<b>FORT DRUM</b> (Mean=2.72, SD=2.24)	<b>66.7</b>	11.1	22.3
<b>ALL PLAZA</b> (Mean=2.41, SD=1.98)	<b>69.7</b>	11.1	19.2

### Table 4-7. Perfume

Respondents were asked about their interest in purchasing Perfumes. Nearly 70% of respondents at all Turnpike Plazas were not interested in buying Perfumes compared to 20% of respondents who expressed an interest in buying Perfumes. It is important to mention that more than 29% of respondents at both Turkey Lake and West Palm Beach locations showed interest in buying Perfumes.

<b>Table 4-8: SNACKS</b>			
	<b>% Not Interested</b>	<b>Neutral</b>	<b>% Interested</b>
<b>TURKEY LAKE</b> (Mean=6.33, SD=1.20)	2.4	4.9	<b>92.7</b>
<b>PORT ST. LUCIE/ST. PIERCE</b> (Mean=5.98, SD=1.65)	9.3	3.1	<b>87.6</b>
<b>WEST PALM BEACH</b> (Mean=5.85, SD=1.57)	7.3	7.3	<b>85.4</b>
<b>CANOE CREEK</b> (Mean=5.38, SD=1.67)	10.1	13.3	<b>76.5</b>
<b>FORT DRUM</b> (Mean=6.50, SD=1.46)	5.6	0.0	<b>94.5</b>
<b>ALL PLAZA</b> (Mean=5.92, SD=1.59)	<b>7.7</b>	<b>6.0</b>	<b>86.0</b>

### Table 4-8. Snacks

Table 4-8 reports on the results of the interest in purchasing Snacks. As anticipated, 86% of respondents across the five Turnpike Plazas appeared to be interested in purchasing Snacks compared with only 7.7% of respondents who were not interested in buying snacks. Therefore, offering a wide selection of snack products at all service plazas is recommended.

**Table 4-9. Mean Scores and Standard Deviations (SD)**

This table presents summary information on mean scores and standard deviations (SD) related to customers interest in purchasing 8 items (Apparel, Beverages, Electronics, Gifts, Jewelry, News & Books, Perfumes, and Snacks). Among all the items, Beverages (mean score=5.95, SD=1.57) and Snacks (means score=5.92, SD=1.59) were rated the highest by survey respondents. As also shown in table 4-9, the results of ANOVA showed that mean scores of all items were statistically different among all retail stores across all plaza locations with the exception of Apparel which reported statistically non-significant P-value (0.11); an indication that there was no significant difference among all Turnpike Plazas related to Apparel products.

<b>Table 4-9: Mean Scores and Standard Deviations for Interest in Buying Existing Items</b>						
	<b>TURKEY LAKE</b>	<b>PORT ST. LUCIE/ST. PIERCE</b>	<b>WEST PALM BEACH</b>	<b>CANOE CREEK</b>	<b>FORT DRUM</b>	<b>ALL PLAZA</b>
<b>Apparel</b> (F=-1.88, Sig=0.11)	2.91 (2.07)	2.31 (1.89)	<b>3.00</b> (2.23)	2.71 (1.81)	2.44 (2.00)	<b>2.61</b> (1.96)
<b>Beverage</b> (F=-9.35, Sig= <b>0.00</b> )	6.35 (1.23)	6.02 (1.67)	6.19 (1.17)	5.21 (1.68)	<b>6.89</b> (0.47)	<b>5.95</b> (1.57)
<b>Electronics</b> (F=-4.43, Sig= <b>0.02</b> )	2.37 (1.77)	1.78 (1.37)	<b>2.88</b> (2.22)	2.17 (1.65)	1.94 (1.83)	<b>2.12</b> (1.68)
<b>Gifts</b> (F=-5.67, Sig= <b>0.00</b> )	3.28 (2.31)	2.36 (1.83)	<b>3.44</b> (2.28)	3.19 (2.02)	1.94 (2.01)	<b>2.84</b> (2.88)
<b>Jewelry</b> (F=-3.09, Sig= <b>0.01</b> )	1.98 (1.77)	1.81 (1.65)	<b>2.88</b> (2.17)	2.01 (1.60)	1.78 (1.95)	<b>2.00</b> (1.76)
<b>News &amp; Books</b> (F=-5.47, Sig= <b>0.00</b> )	3.99 (2.24)	3.16 (2.12)	<b>4.59</b> (2.17)	3.27 (1.70)	3.06 (2.50)	<b>3.49</b> (2.12)
<b>Perfume</b> (F=-2.56, Sig= <b>0.03</b> )	2.70 (2.12)	2.33 (1.96)	<b>3.02</b> (2.23)	2.02 (1.65)	2.72 (2.24)	<b>2.41</b> (1.98)
<b>Snacks</b> (F=-5.05, Sig= <b>0.01</b> )	6.33 (1.20)	5.98 (1.65)	5.85 (1.57)	5.38 (1.67)	<b>6.50</b> (1.46)	<b>5.92</b> (1.59)

## Section Five: Interest in Buying/Using New Items

This section summarizes customer interest in buying NEW items at the Turnpike Plaza stores. Specifically, customers were asked “When you visit a retail store plaza on Florida Turnpike, how interested are you in buying/using the following NEW items?” The list included the following new items: theme park merchandize, theme park tickets, book store, DVD rental, book rental, MP3, photo printing service, business center, electronics, cameras, maps, and music CD’s. Respondents had to rate the interest in the above aforementioned items on a 7-point likert scale ranging from “Extremely Not Interested to Very Interested.”

<b><u>Table 5-1: Theme Park Merchandise</u></b>			
	% Not Interested	Neutral	% Interested
<b>TURKEY LAKE</b> (Mean=2.69, SD=2.06)	<b>66.2</b>	14.5	19.2
<b>PORT ST. LUCIE/ST. PIERCE</b> (Mean=3.04, SD=2.19)	<b>58.3</b>	12.9	28.8
<b>WEST PALM BEACH</b> (Mean=3.50, SD=2.35)	<b>45.3</b>	16.7	38.1
<b>CANOE CREEK</b> (Mean=3.00, SD=2.04)	<b>57.7</b>	16.5	25.7
<b>FORT DRUM</b> (Mean=1.61, SD=1.24)	<b>88.9</b>	5.6	5.6
<b>ALL PLAZA</b> (Mean=2.94, SD=2.13)	<b>59.8</b>	<b>14.1</b>	<b>26.0</b>

**Table 5-1. Theme Park Merchandise**

Table 5-1 compares 5 Turnpike Plazas in terms of respondents’ interest in buying Theme Park Merchandise. It was reported that nearly 60% of respondents at all plaza stores were not interested in buying Theme Park Merchandize compared to 26% of respondents who were interested in buying Theme Park Merchandise. From the above table, it is clear that respondents at West Palm Beach were interested the most (38.1%) in purchasing Theme Park Merchandise followed by Port St. Lucie/St. Pierce (28.8%).

<b>Table 5-2: Theme Park Tickets</b>			
	<b>% Not Interested</b>	<b>Neutral</b>	<b>% Interested</b>
<b>TURKEY LAKE</b> (Mean=2.75, SD=2.19)	<b>66.2</b>	9.6	24.0
<b>PORT ST. LUCIE/ST. PIERCE</b> (Mean=3.20, SD=2.29)	<b>54.9</b>	13.0	32.1
<b>WEST PALM BEACH</b> (Mean=4.17, SD=2.31)	33.4	11.9	<b>54.7</b>
<b>CANOE CREEK</b> (Mean=3.32, SD=2.14)	<b>51.0</b>	17.3	31.6
<b>FORT DRUM</b> (Mean=2.06, SD=1.16)	<b>88.9</b>	11.1	0.0
<b>ALL PLAZA</b> (Mean=3.19, SD=2.23)	<b>55.6</b>	<b>13.2</b>	<b>31.3</b>

**Table 5-2. Theme Park Tickets**

The comparison between all Turnpike Plazas with respect to the purchase of Theme Park Tickets is shown in table 5-2. It is apparent that 54.7% of the respondents at West Palm Beach indicated an interest in buying Theme Park Tickets followed by 32.1% and 31.6% at Port St. Lucie/St. Pierce and Canoe Creek respectively. On the contrary, 55.6% of respondents at all retail stores were not interested in buying Theme Park Tickets. From table 5-2, customers at Fort Drum location by far were not interested in purchasing Theme Park Tickets (88.9%).

<b>Table 5-3: Book Store</b>			
	<b>% Not Interested</b>	<b>Neutral</b>	<b>% Interested</b>
<b>TURKEY LAKE</b> (Mean=3.62, SD=2.13)	<b>45.2</b>	17.1	37.9
<b>PORT ST. LUCIE/ST. PIERCE</b> (Mean=3.24, SD=2.17)	<b>56.8</b>	10.5	32.7
<b>WEST PALM BEACH</b> (Mean=4.29, SD=2.14)	31.0	14.3	<b>54.8</b>
<b>CANOE CREEK</b> (Mean=3.45, SD=2.07)	<b>44.9</b>	21.4	33.7
<b>FORT DRUM</b> (Mean=2.78, SD=1.83)	<b>66.7</b>	22.2	11.2
<b>ALL PLAZA</b> (Mean=3.46, SD=2.14)	<b>49.3</b>	<b>15.4</b>	<b>35.3</b>

**Table 5-3. Book Store**

Respondents were asked to indicate their interest in using a Book Store. It is clear that more than half of the respondents at West Palm Beach expressed an interest in Book Store followed by Turkey Lake (37.9%), Canoe Creek (33.7%), and Port St. Lucie/St. Pierce (32.7%). With the exception of Fort Drum location, more than third of the remaining plaza retail stores were interested in a book store. On average, 50% of respondents at all plaza stores were not interested in a Book Store.

<b>Table 5-4: DVD Rental: Red Box. Netflix</b>			
	<b>% Not Interested</b>	<b>Neutral</b>	<b>% Interested</b>
<b>TURKEY LAKE</b> (Mean=2.88, SD=2.27)	<b>62.2</b>	11.0	26.8
<b>PORT ST. LUCIE/ST. PIERCE</b> (Mean=2.41, SD=2.09)	<b>74.7</b>	3.1	22.2
<b>WEST PALM BEACH</b> (Mean=3.19, SD=2.37)	<b>57.1</b>	9.5	33.3
<b>CANOE CREEK</b> (Mean=2.04, SD=1.72)	<b>77.5</b>	12.2	10.2
<b>FORT DRUM</b> (Mean=1.44, SD=1.33)	<b>88.9</b>	5.6	5.6
<b>ALL PLAZA</b> (Mean=2.46, SD=2.09)	<b>71.6</b>	<b>7.7</b>	<b>20.6</b>

**Table 5-4. DVD Rental**

When asked about the interest in DVD Rental store at the turnpike plaza stores, 71.6% of all respondents were not interested compared to 20.6% of respondents who were interested. Nearly third of respondents at West Palm Beach were interested in DVD Rental store whereas only 5.6% at Fort Drum were interested in DVD Rental.

<b>Table 5-5: Book Rental</b>			
	<b>% Not Interested</b>	<b>Neutral</b>	<b>% Interested</b>
<b>TURKEY LAKE</b> (Mean=2.41, SD=1.88)	<b>69.8</b>	14.5	15.6
<b>PORT ST. LUCIE/ST. PIERCE</b> (Mean=2.04, SD=1.79)	<b>80.2</b>	6.8	13.1
<b>WEST PALM BEACH</b> (Mean=2.69, SD=2.14)	<b>69.0</b>	7.1	23.8
<b>CANOE CREEK</b> (Mean=2.07, SD=1.77)	<b>76.5</b>	13.3	10.2
<b>FORT DRUM</b> (Mean=1.28, SD=0.82)	<b>94.5</b>	5.6	0.0
<b>ALL PLAZA</b> (Mean=2.16, SD=1.83)	<b>76.6</b>	<b>10.0</b>	<b>13.4</b>

**Table 5-5. Book Rental**

Table 5-5 reports the interest in Book Rental store. Roughly more than three quarters of all Plaza respondents' were not interested in Book rental store. Almost one quarter of respondents at West Palm Beach expressed an interest in Book Rental. Fort Drum location was one of the four plazas that had the highest no interest score (94.5%).



<b>Table 5-6: MP3 Players</b>			
	<b>% Not Interested</b>	<b>Neutral</b>	<b>% Interested</b>
<b>TURKEY LAKE</b> (Mean=2.16, SD=1.89)	<b>75.9</b>	10.8	13.2
<b>PORT ST. LUCIE/ST. PIERCE</b> (Mean=2.25, SD=1.91)	<b>72.8</b>	9.9	17.2
<b>WEST PALM BEACH</b> (Mean=2.95, SD=2.30)	<b>64.3</b>	2.4	33.3
<b>CANOE CREEK</b> (Mean=2.31, SD=1.79)	<b>71.4</b>	15.3	13.3
<b>FORT DRUM</b> (Mean=1.61, SD=1.24)	<b>88.9</b>	0.0	11.2
<b>ALL PLAZA</b> (Mean=2.29, SD=1.92)	<b>73.0</b>	<b>1.02</b>	<b>16.9</b>

**Table 5-6. MP3 Players**

When asked “How interested are you in buying MP3?” 73% of all Plaza respondents were not interested in buying MP3 compared to 16.9% who were interested in buying MP3. It is interesting to know that third of the respondents at West Palm Beach were interested in buying MP3.

<b>Table 5-7: Photo Printing Service</b>			
	<b>% Not Interested</b>	<b>Neutral</b>	<b>% Interested</b>
<b>TURKEY LAKE</b> (Mean=2.22, SD=1.95)	<b>75.9</b>	10.8	13.2
<b>PORT ST. LUCIE/ST. PIERCE</b> (Mean=2.27, SD=1.94)	<b>74.8</b>	6.8	18.5
<b>WEST PALM BEACH</b> (Mean=2.79, SD=2.14)	<b>64.3</b>	4.8	31.0
<b>CANOE CREEK</b> (Mean=2.68, SD=1.75)	<b>62.3</b>	24.5	13.3
<b>FORT DRUM</b> (Mean=1.83, SD=2.00)	<b>83.3</b>	5.6	11.1
<b>ALL PLAZA</b> (Mean=2.39, SD=1.93)	<b>71.2</b>	<b>11.7</b>	<b>17.1</b>

**Table 5-7. Photo Printing Service**

Similarly, from table 5-7 it is clear that 71.2% of all Plaza respondents were not interested in Photo Printing Service compared to 17.1% of respondents who were interested in Photo Printing Service. It is worthwhile noting that 31% of West Palm Beach respondents were interested in Photo printing Service.

<b>Table 5-8: Business Center</b>			
	<b>% Not Interested</b>	<b>Neutral</b>	<b>% Interested</b>
<b>TURKEY LAKE</b> (Mean=2.87, SD=2.22)	<b>61.0</b>	8.5	30.4
<b>PORT ST. LUCIE/ST. PIERCE</b> (Mean=2.98, SD=2.21)	<b>57.4</b>	11.1	31.4
<b>WEST PALM BEACH</b> (Mean=2.76, SD=2.01)	<b>65.9</b>	7.3	26.8
<b>CANOE CREEK</b> (Mean=3.05, SD=2.12)	<b>58.1</b>	17.3	24.5
<b>FORT DRUM</b> (Mean=2.67, SD=2.24)	<b>61.1</b>	11.1	27.8
<b>ALL PLAZA</b> (Mean=2.94, SD=2.16)	<b>59.3</b>	<b>11.7</b>	<b>28.9</b>

**Table 5-8. Business Center**

The comparison between Plaza location and the interest in buying Electronics is shown in table 5-8. Overall, 59.3% of all retail store respondents were not interested in Business center. It is noticeable that more than 25% of respondents at all Turnpike Plazas were interested in Business center with the highest score at Port St. Lucie/St. Pierce (31.4%).

A 'Business Center' might include access to the internet via a computer terminal, fax capabilities, charging stations, and copier.

<b>Table 5-9: Electronics</b>			
	<b>% Not Interested</b>	<b>Neutral</b>	<b>% Interested</b>
<b>TURKEY LAKE</b> (Mean=2.42, SD=1.88)	<b>71.0</b>	16.9	12.0
<b>PORT ST. LUCIE/ST. PIERCE</b> (Mean=2.17, SD=1.83)	<b>76.4</b>	6.2	17.3
<b>WEST PALM BEACH</b> (Mean=2.98, SD=2.18)	<b>58.5</b>	12.2	29.3
<b>CANOE CREEK</b> (Mean=2.61, SD=2.04)	<b>67.3</b>	14.3	18.3
<b>FORT DRUM</b> (Mean=1.61, SD=1.78)	<b>88.9</b>	0.0	11.2
<b>ALL PLAZA</b> (Mean=2.39, SD=1.95)	<b>71.8</b>	<b>10.7</b>	<b>17.7</b>

**Table 5-9. Electronics**

As it is clearly seen in table5-9, the majority of all survey respondents (71.8%) were not interested in buying electronics compared to only (17.7%) of respondents who were interested in buying Electronics. The West Palm Beach showed the highest interest (29.3%) in buying Electronics among all Turnpike Plazas.

<b>Table 5-10: Cameras</b>			
	<b>% Not Interested</b>	<b>Neutral</b>	<b>% Interested</b>
<b>TURKEY LAKE</b> (Mean=2.49, SD=1.94)	<b>68.6</b>	16.9	14.4
<b>PORT ST. LUCIE/ST. PIERCE</b> (Mean=2.34, SD=2.02)	<b>72.0</b>	9.3	18.6
<b>WEST PALM BEACH</b> (Mean=3.17, SD=2.36)	<b>53.6</b>	12.2	34.2
<b>CANOE CREEK</b> (Mean=2.98, SD=2.16)	<b>57.1</b>	17.3	25.5
<b>FORT DRUM</b> (Mean=1.72, SD=1.80)	<b>88.9</b>	0.0	11.2
<b>ALL PLAZA</b> (Mean=2.58, SD=2.09)	<b>66.6</b>	<b>12.7</b>	<b>20.7</b>

**Table 5-10. Cameras**

Customer’s interest in buying Cameras was reported in table 5-10. Almost two thirds of all respondents were not interested in buying Cameras whereas only 20.7% of all respondents showed an interested in buying Cameras. Among those interested, the respondents at the West Palm Beach location expressed the highest interest (34.2%) followed by the Canoe Creek location (25.5%).

<b>Table 5-11: Maps</b>			
	<b>% Not Interested</b>	<b>Neutral</b>	<b>% Interested</b>
<b>TURKEY LAKE</b> (Mean=4.24, SD=2.27)	33.7	10.8	<b>55.5</b>
<b>PORT ST. LUCIE/ST. PIERCE</b> (Mean=3.91, SD=2.47)	42.6	8.1	<b>49.3</b>
<b>WEST PALM BEACH</b> (Mean=4.56, SD=2.15)	26.8	9.8	<b>63.5</b>
<b>CANOE CREEK</b> (Mean=4.50, SD=2.14)	27.6	17.3	<b>55.1</b>
<b>FORT DRUM</b> (Mean=2.83, SD=2.30)	<b>61.2</b>	11.1	27.8
<b>ALL PLAZA</b> (Mean=4.14, SD=2.33)	<b>36.3</b>	<b>11.3</b>	<b>52.5</b>

**Table 5-11. Maps**

In terms of the interest in buying Maps, more than half of all survey respondents (52.5%) expressed an interest in buying Maps. With the exception of Fort Drum location (27.8%), all Turnpike Plazas respondents reported more than (50%) interest in buying Maps.

<b>Table 5-12: Music CD's</b>			
	<b>% Not Interested</b>	<b>Neutral</b>	<b>% Interested</b>
<b>TURKEY LAKE</b> (Mean=2.99, SD=2.28)	<b>57.2</b>	14.3	28.5
<b>PORT ST. LUCIE/ST. PIERCE</b> (Mean=2.88, SD=2.25)	<b>63.4</b>	9.3	27.3
<b>WEST PALM BEACH</b> (Mean=3.73, SD=2.34)	<b>46.3</b>	12.2	41.5
<b>CANOE CREEK</b> (Mean=3.01, SD=2.03)	<b>59.1</b>	20.4	20.4
<b>FORT DRUM</b> (Mean=2.28, SD=2.21)	<b>72.2</b>	5.6	22.2
<b>ALL PLAZA</b> (Mean=2.99, SD=2.22)	<b>59.7</b>	<b>13.2</b>	<b>27.1</b>

**Table 5-12. Music CD's**

Overall, 59.7% of all customers were not interested in buying Music CD's compared to 27.1% of respondents who were interested in Music CD's. The West Palm Beach location received the highest score (41.55%) in terms of the interest in Music CD's followed by Turkey lake (28.5%) and Port St. Lucie/St. Pierce (27.3%).

**Table 5-13: Mean Scores and Standard Deviations for Interest in Buying New Items**

	TURKEY LAKE	PORT ST. LUCIE/ST. PIERCE	WEST PALM BEACH	CANOE CREEK	FORT DRUM	ALL PLAZA
<b>Theme Park Merchandise</b> (F=-2.90, Sig= <b>0.02</b> )	2.69 (2.06)	3.04 (2.19)	<b>3.50</b> (2.35)	3.00 (2.04)	1.61 (1.24)	<b>2.94</b> (2.13)
<b>Theme Park Tickets</b> (F=-4.17, Sig= <b>0.03</b> )	2.75 (2.19)	3.20 (2.29)	<b>4.17</b> (2.31)	3.32 (2.14)	2.06 (1.16)	<b>3.19</b> (2.23)
<b>Book Store</b> (F=-2.60, Sig= <b>0.03</b> )	3.62 (2.13)	3.24 (2.17)	<b>4.29</b> (2.14)	3.45 (2.07)	2.78 (1.83)	<b>3.46</b> (2.14)
<b>DVD Rental</b> (F=-4.30, Sig= <b>0.02</b> )	2.88 (2.27)	2.41 (2.09)	<b>3.19</b> (2.37)	2.04 (1.72)	1.44 (1.33)	<b>2.46</b> (2.09)
<b>Book Rental</b> (F=-2.57, Sig= <b>0.03</b> )	2.41 (1.88)	2.04 (1.79)	<b>2.69</b> (2.14)	2.07 (1.77)	1.28 (0.82)	<b>2.16</b> (1.83)
<b>MP3</b> (F=-1.93, Sig= <b>0.10</b> )	2.16 (1.89)	2.25 (1.91)	<b>2.95</b> (2.30)	2.31 (1.79)	1.61 (1.24)	<b>2.29</b> (1.92)
<b>Photo Printing Service</b> (F=-1.72, Sig= <b>0.14</b> )	2.22 (1.95)	2.27 (1.94)	<b>2.79</b> (2.14)	2.68 (1.75)	1.83 (2.00)	<b>2.39</b> (1.93)
<b>Business Center</b> (F=-0.24, Sig= <b>0.91</b> )	2.87 (2.22)	2.98 (2.21)	2.76 (2.01)	<b>3.05</b> (2.12)	2.67 (2.24)	<b>2.94</b> (2.16)
<b>Electronics</b> (F=-2.53, Sig= <b>0.04</b> )	2.42 (1.88)	2.17 (1.83)	<b>2.98</b> (2.18)	2.61 (2.04)	1.61 (1.78)	<b>2.39</b> (1.95)
<b>Cameras</b> (F=-3.11, Sig= <b>0.01</b> )	2.49 (1.94)	2.34 (2.02)	<b>3.17</b> (2.36)	2.98 (2.16)	1.72 (1.80)	<b>2.58</b> (2.09)
<b>Maps</b> (F=-2.78, Sig= <b>0.02</b> )	4.24 (2.27)	3.91 (2.47)	<b>4.56</b> (2.15)	4.50 (2.14)	2.83 (2.30)	<b>4.14</b> (2.33)
<b>Music CD's</b> (F=-1.71, Sig= <b>0.14</b> )	2.99 (2.28)	2.88 (2.25)	<b>3.73</b> (2.34)	3.01 (2.03)	2.28 (2.21)	<b>2.99</b> (2.22)



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### Table 5-13. Mean Scores and Standard Deviations (SD)

This table presents summary information on mean scores and standard deviations (SD) related to customers interest in purchasing 12 items (theme park merchandize, theme park tickets, book store, DVD rental, book rental, MP3, photo printing service, business center, electronics, cameras, maps, and music CD's). Among all the items, Maps (mean score=4.14, SD=2.33) and book Store (means score=3.46, SD=2.14) were rated the highest by survey respondents. As also shown in table x, the results of ANOVA showed that mean scores of most items were statistically different among all retail stores across all plaza locations with the exception of MP3 (p-value=0.10), Photo Printing Service (p-value=0.14), Business center (p-value=0.91), and Music SD's (p-value=0.14) which all reported statistically non-significant P-values. This finding indicates that there was no significant difference among all Turnpike Plazas with respect to the following items: MP3, Photo Printing Service, Business center, and Music SD's.

## Section Six: Products Customers Would Like to See in Plaza Stores

This section summarizes customer listing of products they would like to be offered in plazas. Specifically, customers were asked “What are some of OTHER PRODUCTS you would like to see in this Plaza’s store, PLEASE LIST?”

<u>Table 6-1: Products Customers Interested in Buying</u>							
	Turkey Lake	Lucie/St. Pierce	Port St. Beach	West Palm Beach	Canoe Creek	Fort Drum	Total
<b>Bakery</b>							
Donuts/Dunkin Donuts	2	0	0	0	0	0	2
Bakery	0	0	1	0	0	0	1
<b>Sub-Total</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Snacks:</b>							
Ice Cream	0	1	0	0	1	0	2
low calorie snacks	0	2	0	0	1	0	3
more food choices	0	4	1	0	0	0	5
Carvel ice cream	0	1	0	0	0	0	1
<b>Sub-Total</b>	<b>0</b>	<b>8</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>11</b>
<b>Fruits:</b>							
Variety of fruit	1	3	0	0	0	0	4
<b>Sub-Total</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>4</b>

	Turkey Lake	Port St. Lucie/St. Pierce	West Palm Beach	Canoe Creek	Fort Drum	Total	Total
<b>Food:</b>							
Burger King	2	3	2	1	0	8	
McDonalds	0	2	0	0	0	2	
Taco Bell	0	1	0	1	0	2	
Sbarro's	0	1	0	1	0	2	
Nathan's	0	1	0	1	0	2	
Vegetarian options	0	2	0	0	0	2	
Salads	0	1	0	0	0	1	
Chinese food	0	1	0	0	0	1	
Italian food	0	0	1	0	0	1	
Healthy foods/organic	0	0	0	2	2	4	
Subway	0	1	0	0	0	1	
Nature's table	0	1	0	0	0	1	
<b>Sub-Total</b>	<b>2</b>	<b>14</b>	<b>3</b>	<b>6</b>	<b>2</b>	<b>27</b>	
<b>Beverages:</b>							
Starbucks	3	6	9	2	0	20	
Smoothies	0	1	0	0	0	1	
Wines/beer	0	0	1	4	0	5	
Energy drinks	0	1	0	0	0	1	
<b>Sub-Total</b>	<b>3</b>	<b>8</b>	<b>10</b>	<b>6</b>	<b>0</b>	<b>27</b>	
<b>Electronics</b>							
power chargers	1	0	0	0	0	1	
Apple Store	0	2	0	0	0	2	
Electronics	0	0	0	3	0	3	
PDA items	0	0	0	0	1	1	
GPS	0	1	0	0	0	1	
<b>Sub-Total</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>1</b>	<b>8</b>	
<b>Magazines &amp; Books</b>							
Property values	0	2	0	0	0	2	
Magazines	0	1	0	0	0	1	
Book store	0	1	0	0	0	1	
National newspaper	0	1	0	0	0	1	
<b>Sub-Total</b>	<b>0</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5</b>	

	Turkey Lake	Port St. Lucie/St. Pierce	West Palm Beach	Canoe Creek	Fort Drum	Total	Total
<b>Merchandize</b>							
Sunglasses	0	1	0	0	0	1	1
Ear plugs	0	0	0	1	0	1	1
Rings	0	0	0	1	0	1	1
Ice coolers	0	1	0	0	0	1	1
Theme park tickets	0	2	0	0	0	2	2
Entertainment for kids/adults	0	2	0	0	0	2	2
Sun pass install	0	0	1	0	0	1	1
Disney Shirt	0	1	0	0	0	1	1
<b>Sub-Total</b>	<b>0</b>	<b>7</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>10</b>	<b>10</b>
<b>Guides</b>							
Maps	0	1	0	0	0	1	1
Theme park tickets	0	1	0	0	0	1	1
Attractions info	0	0	0	1	0	1	1
<b>Sub-Total</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>3</b>	<b>3</b>
<b>Services:</b>							
Traffic info	1	0	0	0	0	1	1
Relaxing area	0	1	0	0	0	1	1
Area for pets	0	1	0	0	0	1	1
Free wi-fi	0	2	0	1	0	3	3
Refresh showers	0	1	0	0	0	1	1
<b>Sub-Total</b>	<b>1</b>	<b>5</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>7</b>	<b>7</b>
<b>Total</b>	<b>10</b>	<b>55</b>	<b>16</b>	<b>21</b>	<b>3</b>	<b>105</b>	<b>105</b>

**Table 6-1. Customers – Other Products**

The table indicates that by far the plaza store at Port St. Lucie/St. Pierce had the highest number of items needed by customers (55 items) followed by Canoe Creek (21 items), West Palm Beach (16 items), Turkey Lake (10 items), and Fort Drum (3 items). In terms of food brands/items requested, Port St. Lucie/St. Pierce had the highest score (14 brands/items). With respect to Beverages, West Palm beach had the highest number of items demanded by customers (10) followed by Port St. Lucie/St. Pierce (8). With the exception of Beverages, the location at Port St. Lucie/St. Pierce scored the highest on all items listed in table x namely Bakery, Snacks, Fruits, Food, Electronics, Magazines & books, Merchandize, Guides, 7 services.

## Section Seven: Focus Group Results

This section summarizes the results of the focused group research conducted with approximately 60 graduate and undergraduate students at the Rosen College. They were asked to list products they would like to be offered in plazas. Specifically, students were asked to list three to five PRODUCTS they would like to see in this Plaza's store.

Snacks:	13	Merchandise	55
<b>Ice cream parlor</b>	6		
A frozen yogurt bar	1	Simple clothes	2
<b>Healthy snack</b>	4	<b>Medical supplies</b>	3
Variety of snacks	2	<b>First aid products</b>	5
<b>Fruits</b>	<b>2</b>	Ice and coolers	1
Fresh fruits and vegetables	2	Travel blankets	1
<b>Food:</b>	<b>24</b>	Travel games/deck of cards	1
<b>Healthy choices</b>	9	Beach gear	2
Vegetarian/Vegan food options	1	Pre-paid phone calls	1
<b>Full service sit down restaurant</b>	4	Umbrella and blankets	2
Subway	1	Razors and shaving supplies	1
Freshly made sandwich	3	Sun block	1
Variety of Food	2	Hats	1
Organic / gluten free foods	3	Sunglasses	2
Local food items	1	Splash-proof dog watering bowl	1
<b>Beverages:</b>	<b>7</b>	Dog Travel toy	1
Starbucks.	2	Swim caps and water shoes	1
To-Go Coffee	1	Kids game	1
<b>Energy Drinks</b>	3	Slipper	3
Smoothie	1	T-shirt making company	1
<b>Electronics</b>	<b>43</b>	<b>Pet Supplies</b>	4
<b>Cables for iPod's / iPhones to the car</b>	4	Neck pillow	1
<b>Universal cell phone charging kit / car charger</b>	11	Eye Drops and/or contacts solution	1
Electronic goods	3	<b>Moist towel or wipes</b>	3
Flashlights	1	Designer Products	1
DVD player	2	<b>Tire plug Kit / Air</b>	4
<b>DVD movies</b>	7	Car kits	2
Red Box	2	<b>Baby Food / Supplies</b>	7
Best Buy vending	2	Cargo/Luggage Straps	1
Apple products/other electronics	2		
<b>CD / Music store</b>	8		
Cameras	1		

<b>Magazines &amp; Books</b>	<b>9</b>	<b>Services:</b>	<b>44</b>
History of Florida souvenir books	1	<b>Charging station</b>	4
<b>Bookstore</b>	4	<b>Internet/Wi-Fi Connection</b>	6
Book/magazine stand	3	<b>Business center / Cyber Café</b>	6
Books on cd section	1	<b>Massage shop Spa</b>	5
<b>Gifts Accessories &amp; Accessories</b>	<b>11</b>	Frequent Traveler Reward Program	2
<b>Central Florida theme park stores</b>	4	Turnpike plaza application	1
Regional Florida merchandise	3	Drive through	2
Gifts- not souvenirs	1	<b>Car repair service</b>	4
Ticket outlet	2	A first aid room	3
Gift card display	1	Later hours	1
<b>Guides</b>	<b>6</b>	Arcade with video games	2
Enhanced information centers	1	Automatic car wash	1
Sunpass.	3	Shoe shine service	1
GPS	2	Laundry service	1
<b>Others</b>	<b>22</b>	Gym	1
<b>Drugstore like CVS or Walgreens</b>	3	Beauty Section	1
Ability to switch Sunpass battery	1	Sleeping accommodations	2
Discovery Zone-style kids' play area	1	Microwave	1
<b>A dog park</b>	4		
An arcade for children to amuse themselves	1		
Outdoor seating and picnic tables	1		
A full service lane for cars	1		
<b>Relaxation area</b>	4		
<b>Kids play area</b>	6		

**Table 7-1. Focus Group Results**

Table shows the summary of all products/services that students listed to be seen sold in stores across the five plaza stores. A healthy and variety for products is a strong trend within the snack and food categories. As expected, many comments were listed in electronic category. Within the electronic category, charging kit and CD and DVD related items were most highly mentioned. Among merchandising category, baby and pet related items as well as first aid kit were mentioned most frequently. For service category, internet and business center related items were commonly mentioned. Interesting lists resulted in merchandise and other categories.



# FLORIDA TURNPIKE SERVICE PLAZA



# RETAIL STORE SURVEY



❖ Did you visit our retail store?

(        ) Yes

(        ) No

1. Are you a Florida resident?

(        ) Yes

(        ) No

If **YES**: Zip Code \_\_\_\_\_

If **NO**: State or Country: \_\_\_\_\_

2. Where did your trip start **TODAY**?

City & State: \_\_\_\_\_

3. How long will **THIS** trip be?

\_\_\_\_\_ Days & \_\_\_\_\_ Nights

4. What is the primary purpose of this trip?

(        ) To / From Work

(        ) To / From School

(        ) Leisure Travel / Vacation

(        ) Social / Family

(        ) Business

(        ) Shopping

5. How often do you make this trip? (# Trips / Frequency)

( #     ) Trips / Day

( #     ) Trips / Year

( #     ) Trips / Week

( #     ) First Time Ever

( #     ) Trips / Month

( #     ) Other



6. I think \_\_\_\_\_ of the retail store **IS / EXPECTED TO BE:**

	Very Bad		Neutral			Very Good	
Price / Value	1	2	3	4	5	6	7
Variety of Products	1	2	3	4	5	6	7
Product Quality	1	2	3	4	5	6	7
Service Quality	1	2	3	4	5	6	7
Cleanliness	1	2	3	4	5	6	7
Atmosphere / Ambience	1	2	3	4	5	6	7
My overall Satisfaction	1	2	3	4	5	6	7

7. When you visit a retail store plaza on **FLORIDA TURNPIKE**, how interested are you in buying the following **EXISTING** items?

<b><u>EXISTING ITEMS</u></b>	Not Interested		Neutral			Very Interested	
APPAREL: casual, licensed, souvenir apparels	1	2	3	4	5	6	7
BEVERAGE: coffee & tea, non-alcoholic beverage	1	2	3	4	5	6	7
ELECTRONICS: cameras, electronic accessories	1	2	3	4	5	6	7
GIFTS: gifts, gifts accessories, luggage, souvenir toys	1	2	3	4	5	6	7
JEWELRY : bridge jewelry, fashion jewelry, watches	1	2	3	4	5	6	7
NEWS & BOOKS: books, guides, magazines, newspapers	1	2	3	4	5	6	7
PERFUME: bath and body, health and beauty aids	1	2	3	4	5	6	7
SNACKs	1	2	3	4	5	6	7

What are some **OTHER PRODUCTS** you would like to see in this Plaza's store, **PLEASE LIST**

• \_\_\_\_\_ •

• \_\_\_\_\_ •

• \_\_\_\_\_ •

• \_\_\_\_\_ •



8. When you visit a retail store plaza on **FLORIDA TURNPIKE**, how interested are you in buying / using the following **NEW** items?

<b>NEW ITEMS</b>	<b>Not Interested</b>		<b>Neutral</b>			<b>Very Interested</b>	
Theme Park Merchandise	1	2	3	4	5	6	7
Theme Park Tickets	1	2	3	4	5	6	7
Book Store	1	2	3	4	5	6	7
DVD Rental: Red Box, Netflix	1	2	3	4	5	6	7
Book Rental	1	2	3	4	5	6	7
MP3	1	2	3	4	5	6	7
Photo Printing Service	1	2	3	4	5	6	7
Business Center	1	2	3	4	5	6	7
Electronics	1	2	3	4	5	6	7
Cameras	1	2	3	4	5	6	7
Maps	1	2	3	4	5	6	7
Music CD's	1	2	3	4	5	6	7

9. Please answer the following questions on the **SERVICE PLAZA & RETAIL STORE**.

	<b>Strongly Disagree</b>		<b>Neutral</b>			<b>Strongly Agree</b>	
I'm satisfied with the Florida Turnpike Service Plaza	1	2	3	4	5	6	7
I will stop at another Florida Turnpike Service Plaza on <b>this trip</b>	1	2	3	4	5	6	7
In similar trip, I will revisit a Florida Turnpike Service Plaza in my <b>next visit</b>	1	2	3	4	5	6	7
I would recommend Florida Turnpike Service Plazas to others	1	2	3	4	5	6	7
I will stop at a Florida Turnpike Service Plaza again, if they give me a <b>discount for revisit</b>	1	2	3	4	5	6	7

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## Please tell us about yourself

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1. **Gender:** \_\_\_\_\_ male \_\_\_\_\_ female

2. **Your age is**

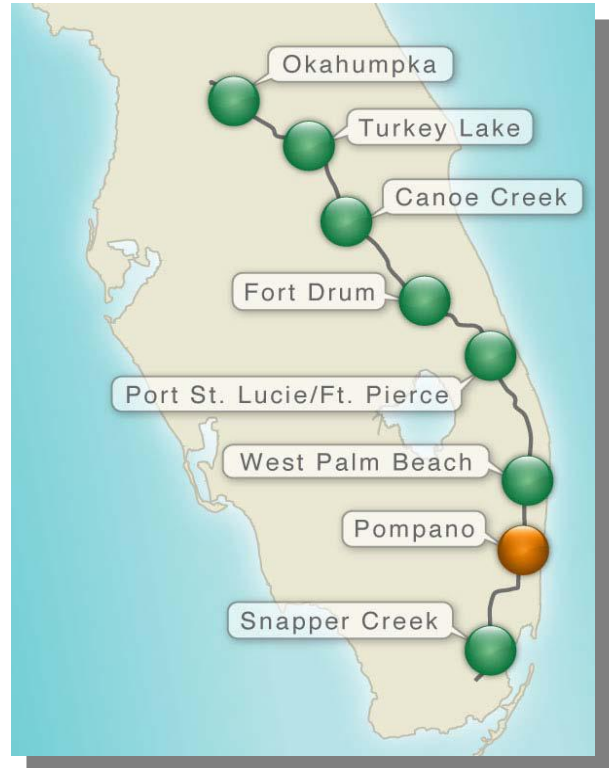
- 18-29
- 30-39
- 40-49
- 50-59
- 60 or over

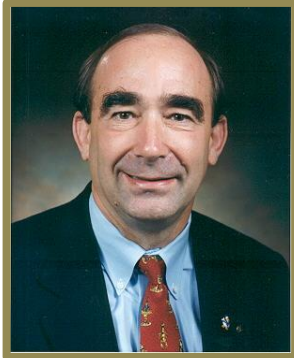
3. **Your annual household income is**

- Less than \$30,000
- 30,000-\$60,000
- \$60,000-\$90,000
- \$90,000-\$120,000
- More than \$120,000

4. **Your ethnic background is**

- American Indian or Alaskan Native
- Black or African American
- Hispanic or Latino
- Asian
- White (Not of Hispanic origin)
  
- Other \_\_\_\_\_





**Dr. Duncan Dickson** has a long history of expertise in the training and development arena. He holds his Bachelor's degree from the University of Maryland, and his Master's from Cornell University, a doctorate in Educational Leadership from UCF. Since 1997, he has been teaching Human Resource Management, Hospitality Communications, Theme Park Track electives, Tourism Geography, Training & Development, Guest Services Management and Introduction to the Hospitality Industry Leadership and Strategy.



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