

Market Research *findings*

Research Question

Which strategies (e.g., RSO partnerships, pre-launch promotions, and cold emailing) can [redacted] implement to build brand awareness, sustain community interest before opening to attract a large, loyal client base?

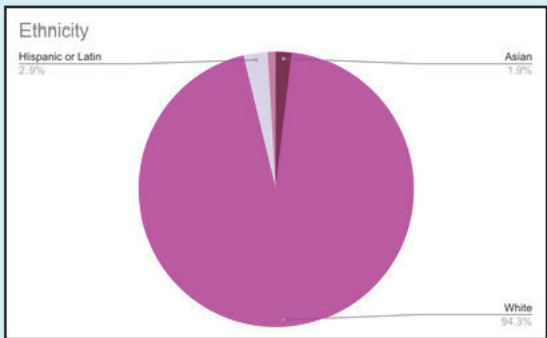
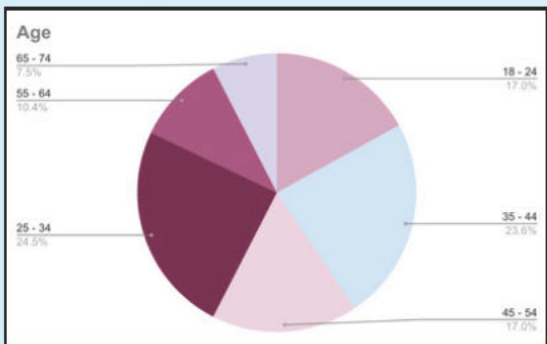
Survey Information

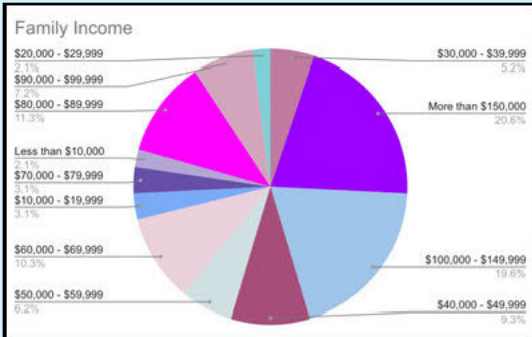
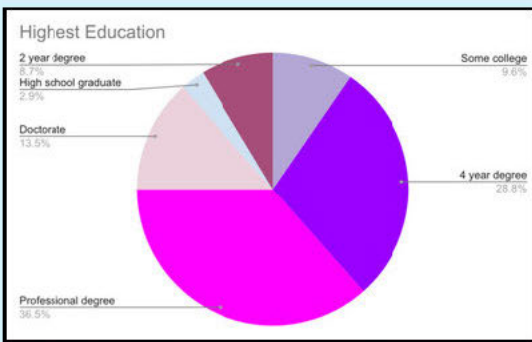
244

Respondents

70%

Female





Variable Nicknames Key

Q1. Have you heard of [redacted] = **Awareness_Company**

Q2. Where did you first hear about [redacted]
- Selected Choice = **Awareness_Method**

Q3. How likely are you to bring a friend to [redacted]
[redacted] = **Willingness_Bring**

Q4. How likely are you to recommend [redacted]
[redacted] to a friend? = **Willingness_Recommend**

Q5a. Please rank these aspects of [redacted] (1 = Most Appealing; 6 = Least Appealing) - Cats = **Experience_Ranking_Cat**

Q5b. Please rank these aspects of [redacted] (1 = Most Appealing; 6 = Least Appealing) - Food = **Experience_Ranking_Food**

Q5c. Please rank these aspects of [REDACTED] (1 = Most Appealing; 6 = Least Appealing) - Drinks = **Experience_Ranking_Drinks**

Q5d. Please rank these aspects of [REDACTED] (1 = Most Appealing; 6 = Least Appealing) - Board Games = **Experience_Ranking_Board_Games**

Q5e. Please rank these aspects of [REDACTED] (1 = Most Appealing; 6 = Least Appealing) - Place to Spend Time with Friends = **Experience_Ranking_Friends**

Q5f. Please rank these aspects of [REDACTED] (1 = Most Appealing; 6 = Least Appealing) - Events like Cat Yoga = **Experience_Ranking_Events**

Q6. Are you involved in at least 1 Registered Student Organization (Club)? = **RSO_Registered**

Q8. How likely do you think your club would be to partner with [REDACTED] for an event if given the opportunity? = **RSO_Partner**

Q9. How interested are you in attending a club-partnered event with [REDACTED] = **InterestRSO_Event**

Q10. How much are you willing to pay to participate in a club-partnered event with [REDACTED] (food not provided)? Examples of events could include cat yoga, painting, making cat toys to donate, etc. - (In USD) = **Willingness_to_Pay**

Q11. Have you ever visited [REDACTED] Instagram? = **Visited_Instagram**

Q12. How effective are [REDACTED] Instagram posts in making you interested in visiting? = **Instagram_Effectiveness**

Q13a. Please order which social media platforms you use the most (1 = Most; 4 = Least) - 3 = **Most_Used_Socials_Instagram**

Q13b. Please order which social media platforms you use the most (1 = Most; 4 = Least) - 5 =

Most_Used_Socials_TikTok


Q13c. Please order which social media platforms you use the most (1 = Most; 4 = Least) - 4 =

Most_Used_Socials_Facebook

Q13d. Please order which social media platforms you use the most (1 = Most; 4 = Least) - 6 =

Most_Used_Socials_Reddit

Q14. Please look at the above images. Which image do you prefer? = **Image_Preference**

Q15a. To what extent do you agree with the following statements about Image 1 (above)? - I feel more connected to  =

Image_1_ConnectedTSP


Q15b. To what extent do you agree with the following statements about Image 1 (above)? - I feel like I am supporting a local business = **Image_1_Supporting**

Q15c. To what extent do you agree with the following statements about Image 1 (above)? - I feel more connected to the community =

Image_1_ConnectedComm

Q15d. To what extent do you agree with the following statements about Image 1 (above)? - I feel motivated to visit = **Image_1_Motivated**

Q15e. To what extent do you agree with the following statements about Image 1 (above)? - I feel like this image aligns with my values = **Image_1_Values**

Q16a. To what extent do you agree with the following statements about Image 2 (above)? - I feel more connected to  =

Image_2_ConnectedTSP

Q16b. To what extent do you agree with the following statements about Image 2 (above)? - I feel like I am supporting a local business = **Image_2_Supporting**

Q16c. To what extent do you agree with the following statements about Image 2 (above)? - I feel more connected to the community = **Image_2_ConnectedComm**

Q16d. To what extent do you agree with the following statements about Image 2 (above)? - I feel motivated to visit = **Image_2_Motivated**

Q16e. To what extent do you agree with the following statements about Image 2 (above)? - I feel like this picture aligns with my values = **Image_2_Values**

Q17. Have you ever been motivated to go to an event you read about in an email? = **Motivation_Email**

Q18. How often do you open emails from organizations and businesses you are not familiar with? = **Familiar_Email**

Q19. Which of the following email headings would you be more likely to click on? = **Email_Headings**

Q20. Do you typically unsubscribe from emails from organizations you are not familiar with? = **Unsubscribe_Emails**

Q21. Do you ever click on links from an email from an organization you are not familiar with? = **Email_Links**

Q22. How does the information above impact your willingness to travel to [redacted] = **Willingness_Travel**

Results

Univariate Analysis - Frequency

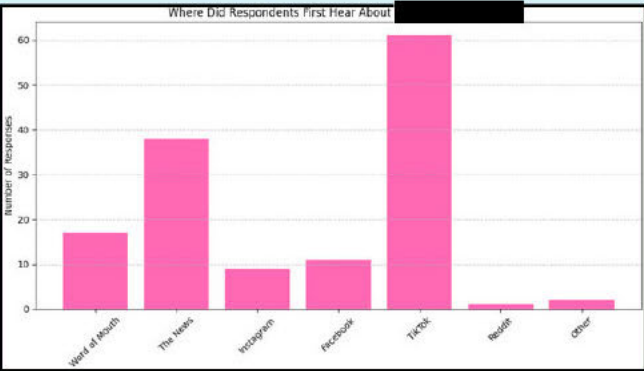
Exploring each individual variable separately

Frequency Table for: Awareness_Company			
	Frequency	Percent	Cumulative Percent
Awareness_Company			
No	42	23.2	23.2
Yes	139	76.8	100.0



Frequency Table for: Awareness_Method

	Frequency	Percent	Cumulative Percent
Awareness_Method			
Word of Mouth	17	12.2	12.2
The News	38	27.3	39.5
Instagram	9	6.5	46.0
Facebook	11	7.9	53.9
TikTok	61	43.9	97.8
Reddit	1	0.7	98.5
Other	2	1.4	99.9



Frequency Table for: RS0_Registered

	Frequency	Percent	Cumulative Percent
RS0_Registered			
No	118	65.2	65.2
0.266667 *	1	0.6	65.8
Yes	62	34.3	100.1

**Average of the results used to fill in missing data*



Frequency Table for: Visited_Instagram

	Frequency	Percent	Cumulative Percent
Visited_Instagram			
No	110	60.8	60.8
Yes	71	39.2	100.0



Frequency Table for: Image_Preference

	Frequency	Percent	Cumulative Percent
Image_Preference			
1	82	45.3	45.3
2	99	54.7	100.0

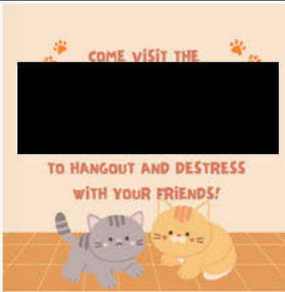


Image 1



Image 2



Frequency Table for: Motivation_Email

	Frequency	Percent	Cumulative Percent
Motivation_Email			
No	20	11.0	11.0
Yes	161	89.0	100.0



Frequency Table for: Familiar_Email

	Frequency	Percent	Cumulative Percent
Familiar_Email			
Always	6	3.3	3.3
Most of the Time	21	11.6	14.9
About half the time	46	25.4	40.3
Sometimes	79	43.6	83.9
Never	29	16.0	99.9





Frequency Table for: Email_Headings

	Frequency	Percent	Cumulative Percent
Email_Headings			
1	122	67.4	67.4
2	27	14.9	82.3
Neither	32	17.7	100.0

1: Come visit [REDACTED] to make a cat's day!

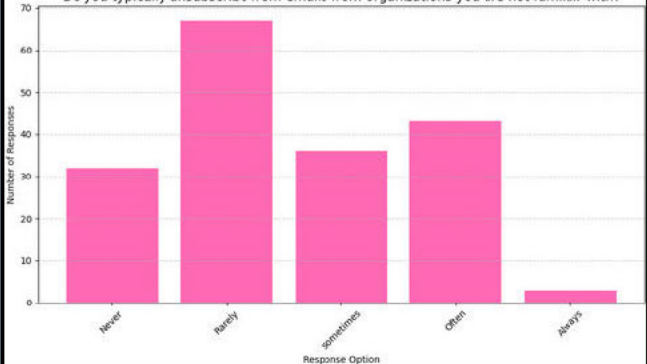
2: Come visit [REDACTED] and make memories with your friends!"



Frequency Table for: Unsubscribe_Emails

	Frequency	Percent	Cumulative Percent
Unsubscribe_Emails			
Always	32	17.7	17.7
Most of the Time	67	37.0	54.7
About half the time	36	19.9	74.6
Sometimes	43	23.8	98.4
Never	3	1.7	100.1

Do you typically unsubscribe from emails from organizations you are not familiar with?





Frequency Table for: Email_Links

	Frequency	Percent	Cumulative Percent
Email_Links			
Always	1	0.6	0.6
Most of the Time	8	4.4	5.0
About half the time	17	9.4	14.4
Sometimes	75	41.4	55.8
Never	80	44.2	100.0

Have you ever clicked a link from an email from an organization you are not familiar with?

