

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?

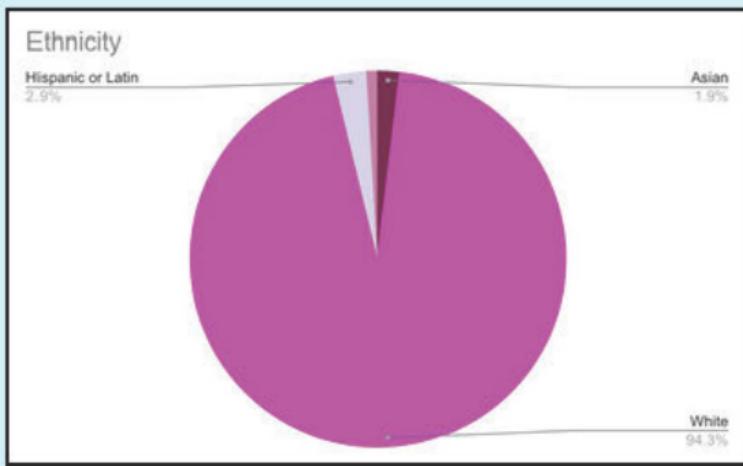
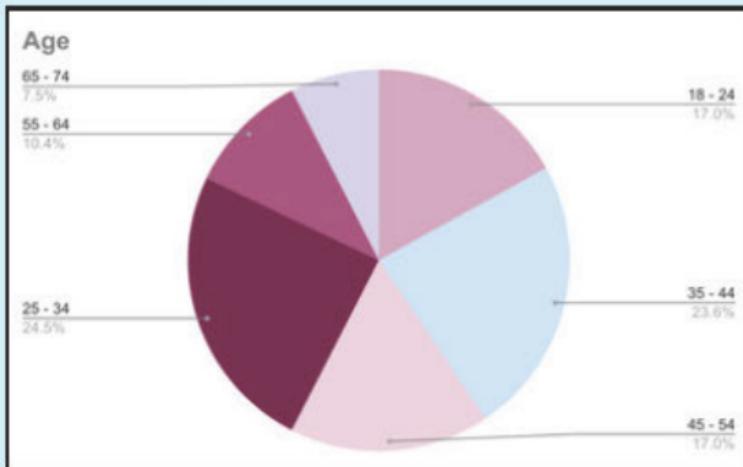
Survey Information

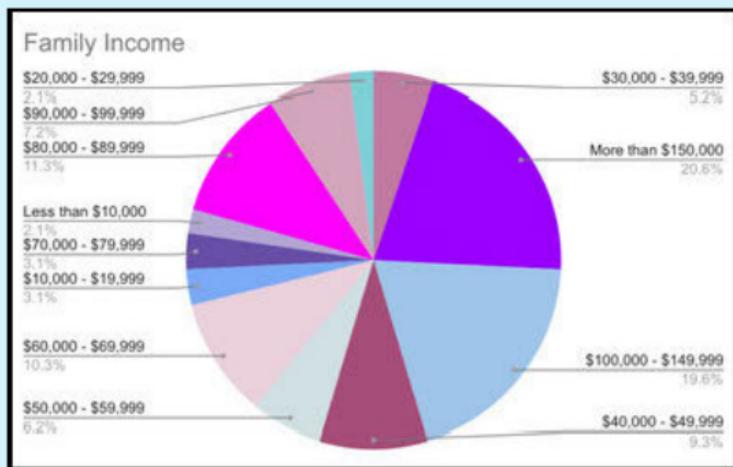
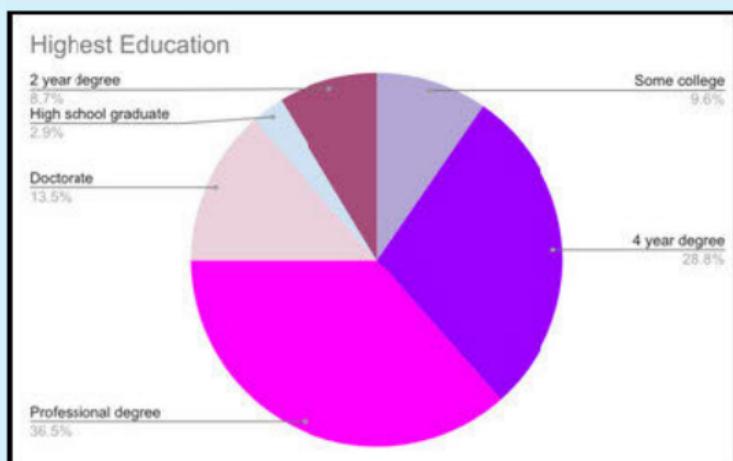
244

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 [REDACTED] =

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 [REDACTED] =

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	Percent	Cumulative Percent
Awareness_Company			
No	42	23.2	23.2
Yes	139	76.8	100.0

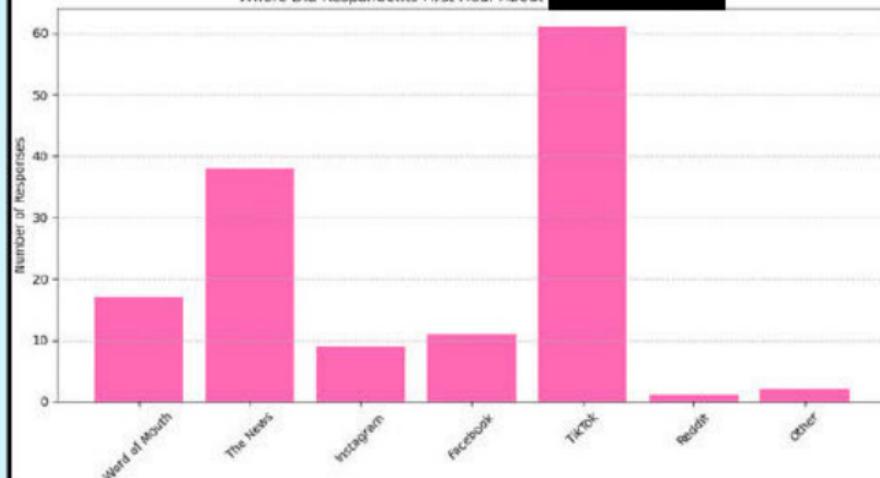
Frequency Table for: Awareness_Method

Frequency Percent Cumulative Percent

Awareness_Method

Awareness_Method	Frequency	Percent	Cumulative Percent
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

Where Did Respondents First Hear About [REDACTED]



Frequency Table for: RS0_Registered

Frequency Percent Cumulative Percent

RS0_Registered

RS0_Registered	Frequency	Percent	Cumulative Percent
No	118	65.2	65.2
0.2666667 *	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

Visited_Instagram	Frequency	Percent	Cumulative Percent
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

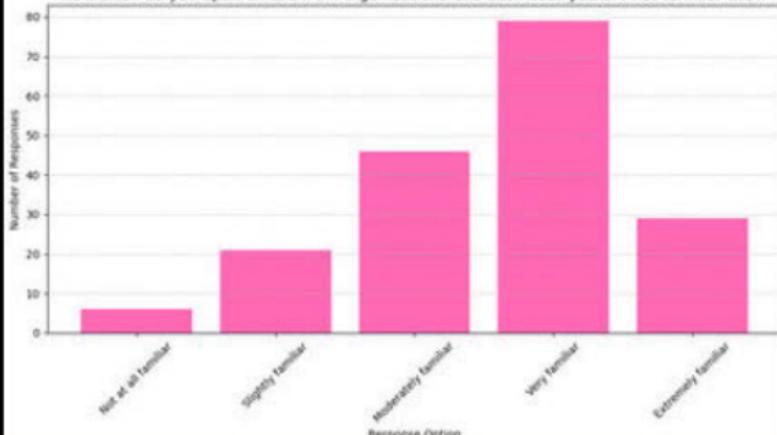
Never

29

16.0

99.9

How often do you open emails from organizations and businesses you are not familiar with?



📊 Frequency Table for: Email_Headings

	Frequency	Percent	Cumulative Percent
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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!"

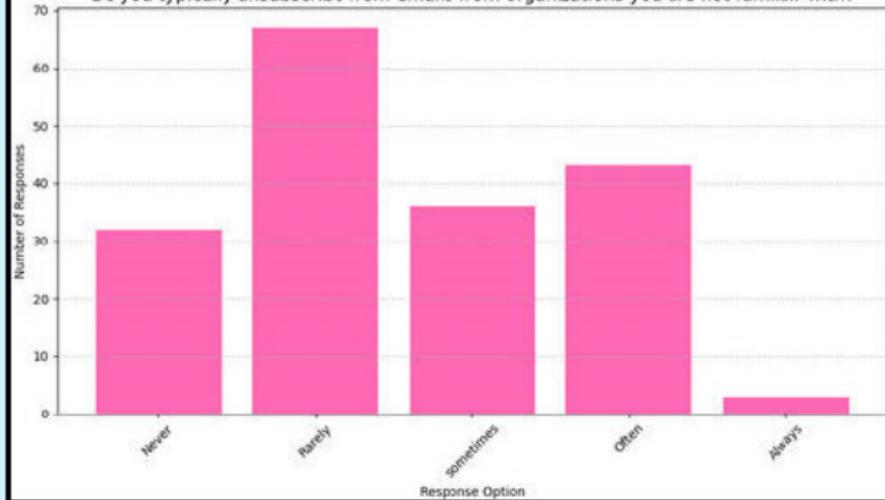
📊 Frequency Table for: Unsubscribe_Emails

	Frequency	Percent	Cumulative Percent
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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**

	Frequency	Percent	Cumulative Percent
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?

