

A Survey Analysis of 1907 Meat Co.

Presented to Dr. Jami Fullerton

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SC Research Methods

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Client & Case Objective

The client that our research was conducted for was 1907 Meat Co. (1907) based out of Stillwater, Oklahoma. 1907 Meat Co. is a butcher shop and restaurant in Stillwater, Oklahoma, that prides itself on serving locally sourced meat to customers at a fair price.

The objectives were threefold.

The first objective was to discover if respondents were familiar with the 1907 brand and company. Further, our group hoped to discover not only if the respondents were familiar, but rather their attitudes toward the brand and business. By accomplishing this objective, the research would provide valuable insights about the foundation of brand identity that 1907 possesses in Stillwater.

The second objective was to identify whether or not potential consumers were willing to pay more for the product that 1907 Meat Co. sells, namely specialty cuts of meat. More importantly, we sought to discover the frequency that consumers purchase specialty cuts of meat and how often they go out to eat. This objective would shed light on the market that 1907 is trying to succeed in and whether that market is good for the business or not. The objective also sought to learn how consumers felt about locally sourced products and their likelihood to purchase local products over products from chains.

The final objective and perhaps the most important was to discover consumer opinions on social media, advertising and communication from businesses. This objective sheds valuable light on how businesses like 1907 can

reach potential consumers. As a group, we established that regardless of the product that a business is generating, you still have to have an effective marketing and advertising plan to reach customers. This objective provides valuable information to 1907 on how to effectively communicate with its potential and current customers.

The answers to the above objectives will provide an outline that 1907 can use to run a more effective and efficient operation, both in terms of its butcher and restaurant side.

Methods of Research

The method used to collect results was a survey done on surveymonkey.com. This platform allows researchers to create surveys, allow respondents to take them and then analyze the data in an efficient manner.

The survey had 223 respondents start the survey. However, since the target demographic of 1907 is residents of Stillwater, the survey's first question asked respondents if they were residents of Stillwater. Out of the 223 initial respondents, 179 responded that they were, in fact, residents of Stillwater. The remaining 44 respondents were sent to the end of the survey and thanked for their time.

Our collection date ranged from November 10, 2017, through November 28, 2017. Despite allowing respondents to complete the survey through Nov. 28, no survey was completed after November 20, 2017.

There were three attempts to collect data.

The first was when members of the research posted a link to the survey in different group conversations that they were involved in, thus allowing friends and peers to take the survey. This method was effective in the sense that each team member knew that the people receiving the survey link fit the target demographic.

The second method of collection was when a link was created that could be posted on different social media platforms. One team member posted the link on a city of Stillwater group Facebook page, while other group members posted the link on Twitter and personal Facebook pages. This method of collection was

by far the most popular as it alone garnered nearly 46 percent of the total responses collected.

The third and final method to gather data collection was a link that was sent out through regular text message and group messages for the second time. This last collection effort resulted in 57 responses over a 14-day period.

The sampling method was stratified sampling as the survey was not open to an entire population but rather a specific stratum of the population, which is residents of Stillwater. The method could not be completely random because information from non-Stillwater residents would not be helpful.

The research's group of respondents was very diverse by nearly every measurable demographic. To start, out of all respondents surveyed, only 52 percent of respondents reported that they were between the ages of 18-29, a large chunk of this population is likely college students at Oklahoma State. 36 percent of respondents said they were between the ages of 30 and 49, followed by 12 percent of the population reporting an age of 50+. As the data in the following pages shows, the diversity of ages collected allowed the survey and its findings to have external validity.

The survey also asked respondents the highest level of education they had completed and the results were once again very diverse. Expectedly, a large portion (36 percent) said they had completed some college. A majority of this chunk is expected to be students at Oklahoma State, this allowed us to filter results based off this demographic and sort results that way. 40 percent of

completed surveys indicated that the respondent had completed their bachelor's degree, followed by 18 percent reporting that they had completed a postgraduate degree. When these numbers are added up, the research tells us that 58 percent of respondents have already completed post-secondary education. Further, the research says that 93 percent of respondents have either been to or finished college. These numbers are staggeringly higher than what the U.S. Census Bureau reports, as the USCB indicates that only 48 percent of Stillwater residents have college experience. The discrepancy in the numbers is likely attributed to the higher number of student respondents than the USCB would normally report as the USCB only records information from permanent residents.

The research also showed that 28 percent of respondents' total income is over \$80,000, more than any other wage group.¹ The next demographic question was the respondents' relationship status. 48 percent of survey takers reported that they are married and 45 percent reported that they were single. The remaining seven percent said that they were divorced, widowed or elected not to provide an answer.

The final question asked the respondents to tell the researchers what gender they identified with. 68 percent of respondents said they were female, 31 percent said they were male and one percent elected to not respond.

¹ U. (n.d.). QuickFacts of Stillwater, Oklahoma. Retrieved November 29, 2017, from <https://www.census.gov/quickfacts/fact/table/stillwatercityoklahoma/POP010210>

After analyzing all of our demographics questions we can determine that our average respondent is a female between the ages of 18 and 29 who has completed her bachelor's degree. We can further conclude that she is likely married and has a total household income of over \$60,000.

Findings from Research

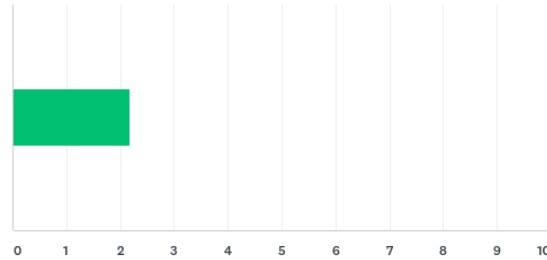
There were five overarching and clear findings that the research found. Each finding answers a question posed by an objective and some findings provided answers to questions that the researchers didn't have prior to the research.

FINDING 1: RESPONDENTS ARE WILLING TO PAY MORE FOR HIGH QUALITY MEAT, BUT AT A LOWER FREQUENCY.

The first finding was that respondents are willing to pay more for a specialty cut of meat than previous research indicated. When the research team conducted a focus group in October of 2017, respondents indicated that they were not willing to pay a significantly higher amount for meat than they would pay for at chain grocer. The survey results indicate something completely opposite. The survey asked respondents to place a numerical dollar amount on how much they would pay for a specialty cut of meat. The average answer after 154 answers was \$18. This is an astonishingly high number considering that 40 percent of respondents indicated they made less than \$40,000 a year. This statistic paired with the fact that nearly 90 percent of respondents also reported that they go out to eat 0-3 times a week, indicates that people are willing to

spend more, but not frequently enough to support a business like 1907.

Q9 How many times a month do you buy specialty cuts of meat?



Further, this finding shows a correlation between the frequencies that consumers buy specialty cuts of steak and the price they pay. Our research indicated that respondents only purchase specialty cuts of meat two times a month. This question had a few outliers as four people said they purchase specialty cuts of steak 10+ times a month, while 79 respondents said they only purchase specialty meats once a month.

10+		2.68%	4	View all	Edit	Delete
One		53.02%	79	View all	Edit	Delete
Uncategorized		44.30%	66	View all		

For 1907, we think that it's important to recognize that a majority of its consumers don't purchase specialty cuts of meat very often. The research team's focus group corroborated this when it revealed that respondents were only willing to buy special cuts of meat for special events. Armed with this information, 1907

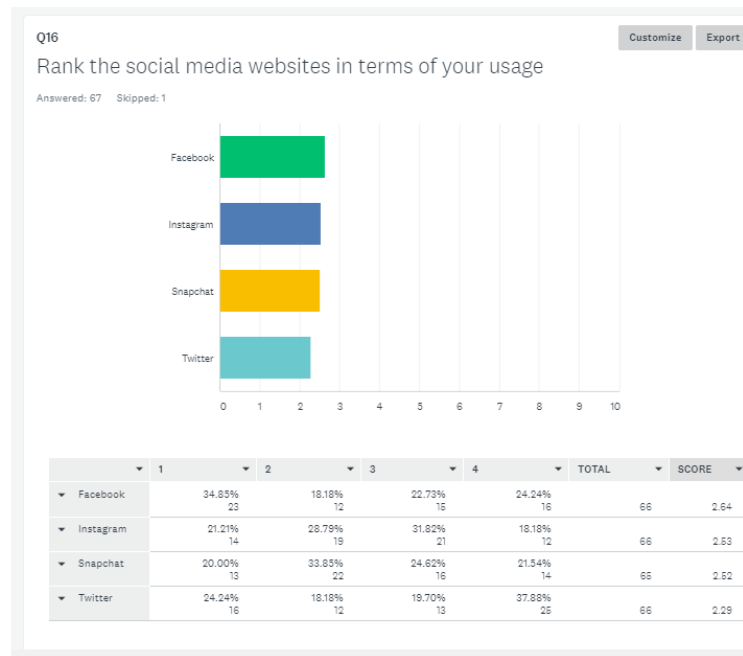
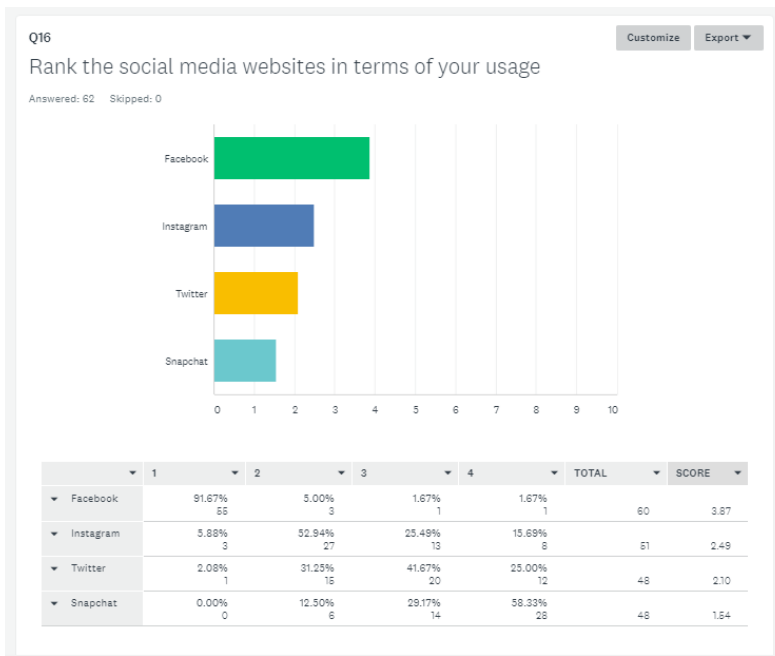
could find ways to target that 53 percent of the population and convince them that 1907 is the place they want to purchase their meat from for their special events.

FINDING 2: MOST RESPONDENTS PREFER TO BE CONTACTED THROUGH SOCIAL MEDIA AND ARE FAMILIAR WITH THE BRAND.

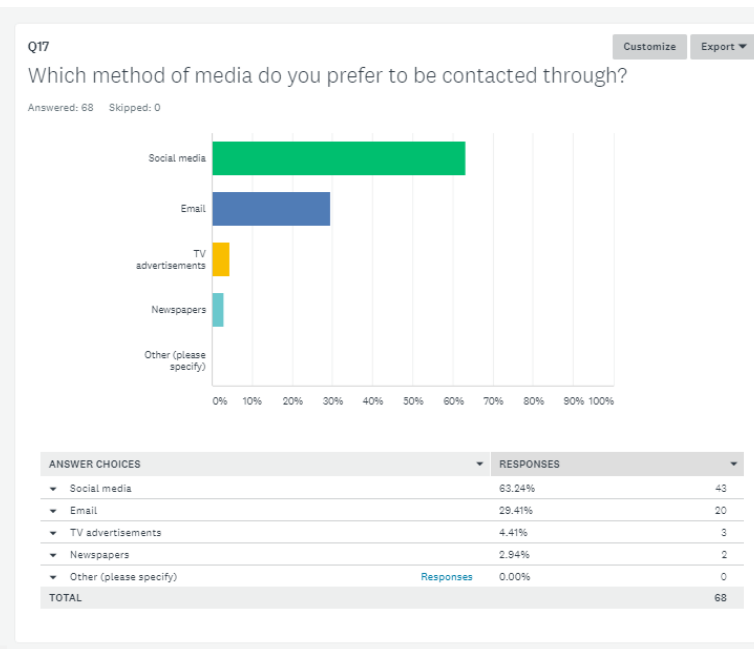
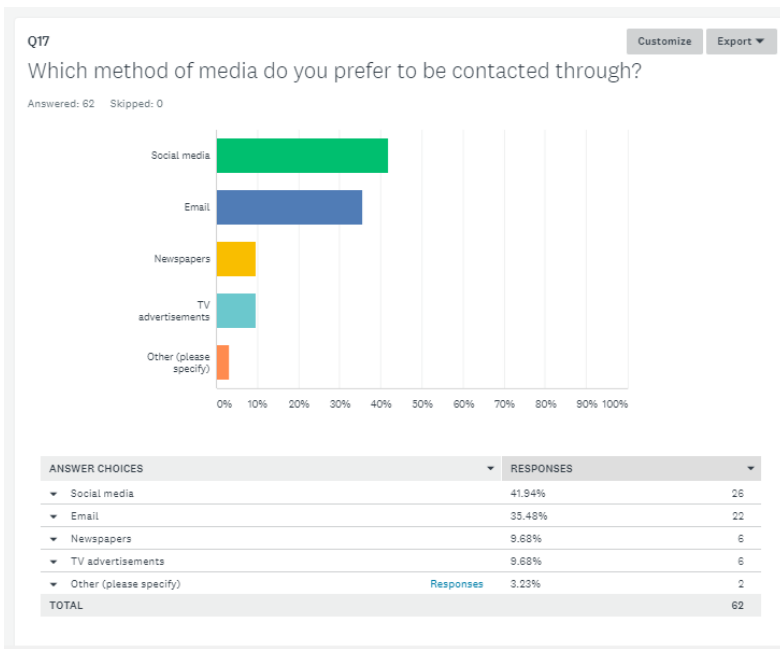
When it comes to viewing advertisements, participants were asked to rank four different social media outlets as to how likely they would be to respond to said advertising. They were given the options of Facebook, Instagram, Twitter and Snapchat. Unsurprisingly, 91.67 percent of the older generation ranked Facebook as their number one choice, with zero respondents choosing snapchat as their number one answer. Younger users however were more open to all social media advertising as the percentages were much closer. Ultimately the rankings stayed the same with Facebook being most preferred and Snapchat least preferred, but there was only a ten percent difference between the number of participants who answered this way.

Older Respondents:

Younger Respondents:



When it comes to the use of media for advertisements in general, both younger and older respondents agreed that they preferred to be advertised to through social media above traditional methods such as newspaper, email, television advertisements, etc. This was interesting to us as our focus group results originally told us the older demographic preferred TV, newspaper advertisements, and email above other options. Specifically, 41.94 percent of older respondents said they preferred social media advertisements and 63.24 percent of younger respondents answered the same.

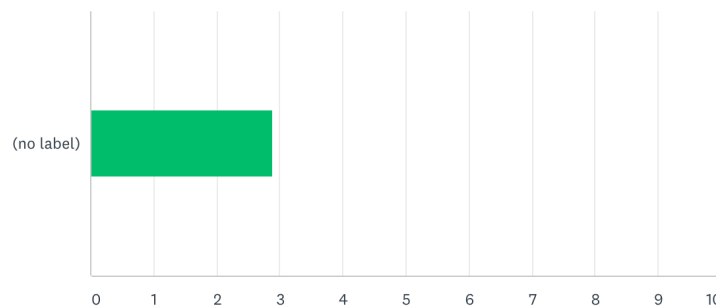


Overall, social media seems to be an extremely prominent way for 1907 to be pushing their products to consumers. With this information as well as what was gathered during our focus group, it's fairly evident their entire social media campaign needs to be overhauled and used more prominently. It's no longer just younger users using social media, the older and wealthier demographics need to be reached in this way even more.

The research also found that respondents were familiar with the brand of 1907 and had positive attitudes toward it. The research team showed respondents a group of images showcasing the 1907 brand and respondents reacted in a positive light. Over 70 percent of respondents indicated that they thought 1907 logo was representative of a butcher shop or restaurant. However, out of that 70 percent, nearly 28 percent of respondents were unfamiliar with the brand and logo. This data is different than previously recorded data in the sense that the survey findings are that the 1907 logo is representative of what the business actually is. Previously, respondents of the focus group said they felt the logo was a poor representation of the company.

How familiar are you with this brand?

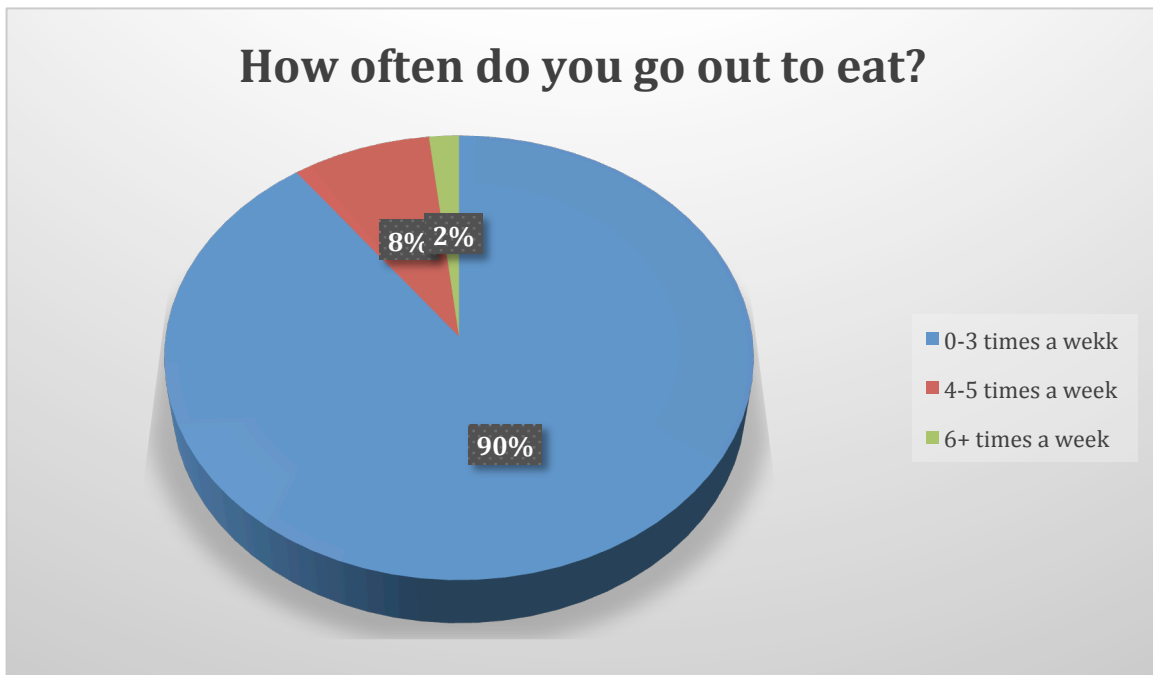
Answered: 122 Skipped: 0



	VERY UNFAMILIAR	UNFAMILIAR	FAMILIAR	VERY FAMILIAR	TOTAL	WEIGHTED AVERAGE
(no label)	15.57% 19	12.30% 15	40.16% 49	31.97% 39	122	2.89

FINDING 3: OVERWHELMING MAJORITY OF PEOPLE GO OUT TO EAT JUST 0-3 TIMES A WEEK.

The third finding was that a majority (90%) of respondents indicated that they go out to eat just 0-3 times a week. The research showed that very few respondents go out to eat at a high frequency which is good for two reasons. It's good for 1907 in the sense that they can market to these people to buy steaks and cook them at home. It's also good because the people that do go out to eat could select 1907 Meat Co. as their dining establishment of choice. The research also showed that people who go out to eat 3+ times a week are generally older and married.



Since most people only go out a couple times a week with only a couple people 1907 Meat Co. should change their tables to accommodate those small groups of people.

The research also concluded that the picnic-style tables at 1907 are ineffective at best which is corroborated with the result from our focus group.

Respondents indicated that when they go out to eat they do it with parties that are smaller than five. If 1907 chose smaller tables for its restaurant service it would likely be positively received.

Another important aspect of this finding is that respondents are very likely to purchase meat from local businesses as opposed to chain grocers, which obviously bodes well for 1907 Meat Co. 97.16 percent of respondents said they would prefer to purchase meat from a local butcher shop as opposed to a chain grocer, but once again, everything comes down to customer awareness and targeted communication.

FINDING 4: PEOPLE AGED 30+ ARE MORE LIKELY TO PURCHASE SPECIALTY CUTS OF MEAT THAN THEIR 18-29 COUNTERPARTS THUS MAKING THE 30+ DEMOGRAPHIC 1907'S TARGET.

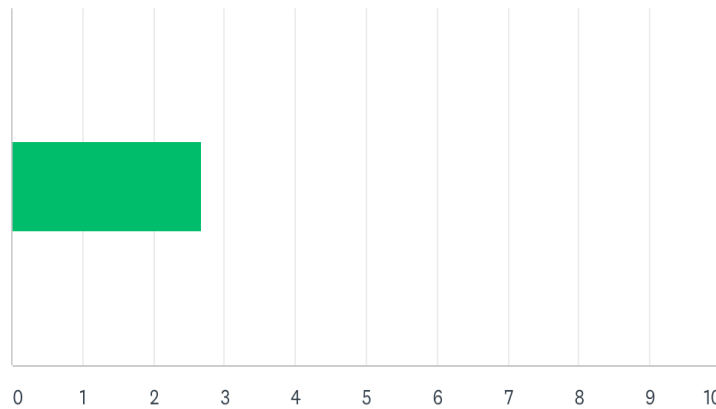
The fourth finding was that people buy specialty cuts of meat and average of two times a month. In this question, we had 149 total responses. All together the 149 respondents would purchase a total of 324 specialty cuts of meat per month. 59 of the respondents were 30 years or older. 79 of the 149 responses said they only buy specialty cuts of meat one time per month. Most of these responses were from people younger than 30. Respondents ages 30+ said they would buy 158 specialty cuts of meat a month.

According to US Census Data in 2015 the population in Stillwater ages 30+ is 17,734. If you apply our finding to the total population of Stillwater then people ages 30+ would buy an average of 2,801,972 specialty cuts of meat a

month. Of course, this number does not reflect a viable amount of purchases for 1907 but it does provide 1907 with a target audience that they are missing out on. In question seven of the survey respondents said they would pay an average of \$18 for a specialty cut of meat. If the findings from the survey previously listed are applied then 1907 could stand to make \$50,435,496 per month. That is if they reach every part of their target audience.

How many times a month do you buy specialty cuts of meat?

Answered: 59 Skipped: 3



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
Responses	3	158	59
Total Respondents: 59			

Conclusions

The research collected was diverse enough that it allowed the research team to analyze many different data sets and gather some solid conclusions for each finding. All of the conclusions are correlated in some way, shape or form. The overarching and most comprehensive conclusions are threefold.

The first conclusion is that 1907 is competitively priced but needs to focus on connecting with consumers who don't shop for 1907's product frequently. Our statistics shed insight on the fact that people are willing to spend more on quality cuts of meat from local businesses but that they don't do more than one or two times a month. The outliers were the four respondents who said they buy high quality cuts of meat 10 times a month or more, but a majority of respondents (53%) said that they only shopped once a month for the product that 1907 is providing. To reach this specific demographic, people that shop only once a month for specialty cuts of meat, 1907 must use specific and direct social media tools to connect with them.

This leads to the second conclusion, which is that the way to most effectively communicate with your ideal target market is digitally. The survey asked respondents to identify which forms of media they prefer to be contacted by and an overwhelming majority of 85 percent indicated that they wanted to be reached out to via social media or email. There was a harsh response to both newspaper and television advertisements. This indicates that the world and how

we consumer media is ever-changing and 1907 must learn how to effectively market to its target demographic.

The final conclusion was that 1907's target audience is people that are aged 30+, specifically women that fit that demographic. When business identify with local practices and locally sourced products, they are viewed by consumers as young and trendy, which is intriguing to the younger demographic. Our research suggests that 1907 Meat Co. ought to stray away from that groupthink and strive to connect with an older audience. This is for two reasons we concluded. First, the older audience of Stillwater has more money to spend on higher quality products – this was verified through our demographics research. Secondly, the research established that people that are older are more likely to purchase higher quality cuts of meat than their younger counterparts. The research indicates that 1907 connects on a brand level with nearly our entire demographic but connecting on a brand level isn't what the business needs. The business needs to sell product, and that is something that 1907 can do with the 30+ demographic.

We found throughout our research that external validity applied to the data because there were no massive

As mentioned previously, these conclusions are overarching and overlap in different ways, but the bottom line is simple. 1907 has to find a way to connect with a specific target demographic and the way to do that is through digital platforms like Facebook, Instagram and email.

If we had another opportunity to conduct a survey to gather more information we would change a few things. We would ask the following questions to broaden our diversity while narrowing down the demographics at the same time. The following are questions we would ask if a second survey went out.

- 1) Are you a student at Oklahoma State University?
- 2) What times do you go shopping and what times do you eat out?
- 3) What days of the week are you more like to shop/eat at restaurants?
- 4) Do you have a background in agriculture?

We wish that we could've offered an incentive to increase respondents but we were happy with our results overall. We also wanted a more specific breakdown of ages, not being able to establish whether respondents were 18 years old or 29 years old limited our research throughout the entire process.

All in all, we are happy with our results and the statistics and data verify its own external validity. We think this information could be passed on to 1907 Meat Co. and benefit them tremendously.