



THE RANCH

— RESTAURANT & SALOON —



Survey Report

COMM 410, T/Th 2:30

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Table of Contents

❑	Executive Summary.....	3
❑	Background.....	4
❑	Purpose.....	5
❑	Method.....	7
❑	Overview.....	8
❑	Participants.....	9
❑	Procedures.....	14
❑	Measures.....	15
❑	Descriptive Statistics/Demographics.....	26
❑	Results.....	28
❑	Implications & Recommendations.....	38
❑	Limications.....	41

EXECUTIVE SUMMARY

BL&Co.'s survey and results used convenience sampling in order to collect quantitative data on the California State University, Fullerton Campus.

- **KEY HIGHLIGHTS OF THE STUDY ARE AS FOLLOWS:**

- Participants are not likely to spend over 40 dollars on a weekday night, a majority of participants (45%) said they would only spend up to \$20. On top of that, specials are one of their biggest motivators when going out on a weekday. It is important to provide specials and deals to attract the millennial generation
- While targeting country music listeners will be a priority, non-country music listeners are still good targets because they are looking for an experience, and country music is not always a deal breaker.
- Majority of participants (72%) had no previous knowledge of the Ranch Saloon, which could be aided through social media exposure, as we also found that participants get their information about night life through Instagram and Facebook.

BACKGROUND

The Ranch Saloon is located next door to the Ranch Restaurant in Anaheim. The venue is intended for upscale country music and dancing in Orange County.

This study is being conducted by the students of Cal State Fullerton's 410 Principles of Research course, under the direction of Professor Cynthia King.

The Ranch Restaurant and Saloon are looking to bring in more millennial customers and drive up sales on Wednesday nights.

This study will provide the information and insights to fill their seats and sales with a new market segment on Wednesdays.

PURPOSE/MANAGEMENT GOALS

The main purpose of this survey is to obtain research information and data for the Ranch Restaurant & Saloon.

THE SURVEY FOCUSES ON THE FOLLOWING RESEARCH OBJECTIVES:

1. Increase brand awareness and strengthen brand perception of THE RANCH Saloon with the millennial generation (ages 18-31).
2. Increase trial (primary) and retention (secondary).
3. Drive sales and bolster millennial attendance and retention in THE RANCH Saloon.

PURPOSE

THE SURVEY WILL PROVIDE INFORMATION REGARDING THE FOLLOWING:

1. What millennial opinions and habits regarding nightlife?
2. What would incentivize college students to attend events held at the Ranch Restaurant & Saloon?
3. Demographic and psychographic differences, if any, between groups in their social lives and habits.
4. Event promotions and incentives to draw in millennial generation and groups that have never or rarely frequent the establishment.

METHOD

- Overview
- Participants
- Procedures
- Measures

OVERVIEW

This study utilized a survey dispersed through online, intercept, and kiosk methods.

A survey is appropriate for this study because it helped pinpoint habits of our target segment and understand these trends to provide recommendations and marketing strategies for The Ranch.

PARTICIPANTS

- Target Population
- Sampling Frame
- Sampling Strategy
- Sample Size

TARGET POPULATION

Millennials (18 - 31 years old) who live in Southern California around Orange County.

SAMPLING FRAME

College students on the California State University, Fullerton campus.

Friends and family of the survey proctors.

SAMPLING STRATEGY

The sample for the survey study was collected in a non probability convenience sampling way. This included, friends and family of the researchers, as well as selected individuals at CSUF, which researchers approached at their convenience. This was the best way for the researchers to get their sample because the university is full of members of the target population, and is very local to the service/product at question. Further, face to face encounters minimized the risk of receiving respondents which fall out of the target age range.

SAMPLING SIZE

The sampling size goal was 100 responses, to be distributed among the 4 researchers of the survey study, to which each will be responsible to collect at least 25 responses.

The survey had 115 survey respondents.

PROCEDURES

SURVEY ADMINISTRATION

When: November 8 - December 1

Where: CSUF Campus, Online, With Friends and Family

How: Along with soliciting online, the main expectation was to collect data through intercept and kiosk collection. We asked our other classes to take the survey with permission from the professor. Other methods of collection included intercept and face-to-face methods. This included each group member taking time to approach other students on campus outside of class.

Each survey came with a summarized informed consent at the top to inform the participants of their rights and provide the correct information for them if they have follow up questions and inquiries.

Those reported on physical copies were imputed into an online version of the survey by the researchers.

MEASURES

The survey was created and finalized under the direction of Professor Cynthia King.

THE SURVEY INCLUDES THE FOLLOWING:

- a. **Informed Consent Summary**
 - b. **3 Demographic Questions**
 - i. Age
 - ii. Gender
 - iii. Race/ethnicity
 - c. **6 Probing Questions**
 - i. Motivations for going out
 - ii. Expenses
 - iii. Country music listening habits
 - iv. Country music venues
 - v. Media exposure
 - vi. Brand familiarity
 - d. **2 Conditional Questions**
 - i. Would they visit the Ranch?
 - ii. Why not?
- Expected Survey Time: Less than 5 minutes

MEASURES

DEMOGRAPHIC QUESTIONS:

Q1: What is your age? *18-20 21-23 24-26 27-29 30 or older*

Q2: What is your gender? *Male Female Other*

Q3: What is your race/ethnicity? *White/ Caucasian Hispanic/Latino
Black/African American Asian or Pacific Islander American Indian/Native
American Other (with text box)*

MEASURES

DEMOGRAPHIC QUESTION RATIONALE:

We chose to create 3 demographic questions because we wanted to have the ability to create accurate categories and consumers to target, even within the millennial category.

These demographics will allow us to find trends in reasons for going out, spending habits, and preferences for many different sub-groups of millennials.

This information is vital in finding who to accurately target and how to appropriately pivot strategies to gain/retain new business and customers.

MEASURES

Q4: How important are each of the following options in motivating you to go to a bar on a Wednesday night?

Not important Slightly important Moderately important Very important Required

- Special Events*
- Promotions/Deals*
- Music and Dancing*
- Good Location/Venue*
- Other (with text box)*

This question is integral because we are looking to find the biggest draws and incentives for millennials to go out during the week. With this information, we can accurately alter or bolster strategies to provide better recommendations.

MEASURES

- **Q5:** What is the most amount of money you would be willing to spend when going out on a weekday night? (Monday - Thursday)
 - *Less than \$20*
 - *\$21-\$40*
 - *\$41-\$60*
 - *\$61-\$80*
 - *\$81 or more*

We chose to include this question because it helps provide a bigger picture on our target consumer and their spending expectations during weekday excursions. With this, our recommendations can create ideas that meet these expectations.

MEASURES

- **Q6:** How often do you listen to country music?
 - *Never*
 - *Rarely*
 - *Sometimes*
 - *Often*
 - *Regularly*

The Ranch is a venue that preferably plays country music throughout the evening/night so getting a feel for millennial country music listening habits is relevant.

MEASURES

- **Q7:** How likely are you to attend a venue that plays country music?
 - *Extremely Unlikely*
 - *Somewhat Unlikely*
 - *Neither Likely nor Unlikely*
 - *Somewhat Likely*
 - *Extremely Likely*

The Ranch is a venue that preferably plays country music throughout the evening/night. With the answer to the previous question, we could determine if those who do not listen to country music still have interest in venues that play that music.

MEASURES

- **Q8:** How often do you find out about events or places to go out through each of the following platforms?

Never

Rarely

Sometimes

Often

Regularly

- *Twitter*
- *Instagram*
- *Facebook*
- *Magazines/Fliers*
- *Other (with text box)*

This question allows us to find the most frequented methods that millennials use to find out about social events. Through this data, we can accurately determine which platforms or methods to put more emphasis on when making marketing/advertising suggestions.

MEASURES

- **Q9:** Have you heard of The Ranch Restaurant and Saloon in Anaheim, California?
 - *Yes*
 - *No*

This question is a straightforward way to measure brand familiarity amongst the millennial population at CSUF and in the Orange County Area. Cross tabulations with brand familiarity will allow us to accurately pinpoint advertising and events/specials to recommend based on their answers to the other questions.

MEASURES

CONDITIONAL QUESTIONS:

- If answer is “No” for Q9, Q10: The Ranch Saloon is a country bar and dance hall. It features line dancing (with free lessons), country music, two bars, and a good selection of dining options. It has a variety of theme nights like family nights, college nights, and live music on the weekends. Would you ever consider visiting the Ranch Saloon?
 - *Yes*
 - *No*

The question along with their brand recognition and country music answers allows us to create a profile for interest in The Ranch.

MEASURES

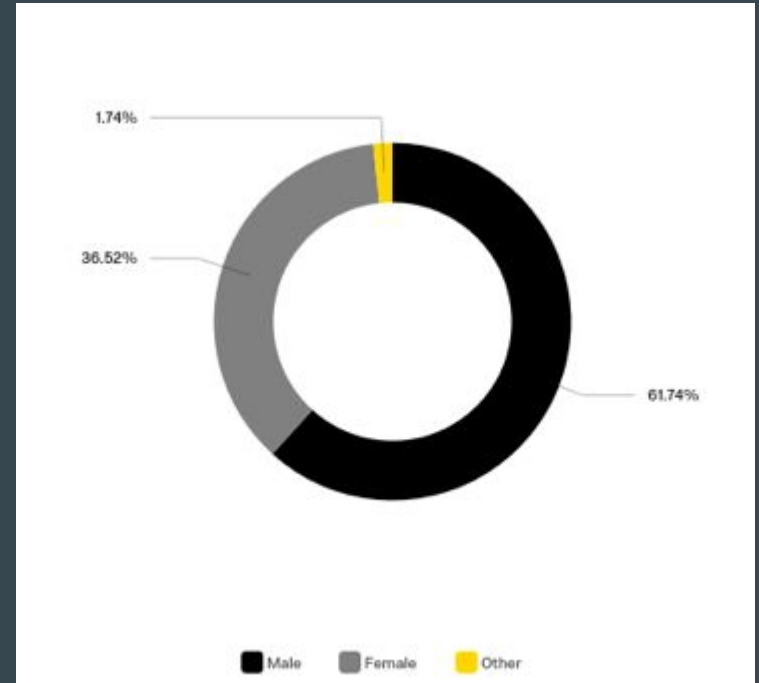
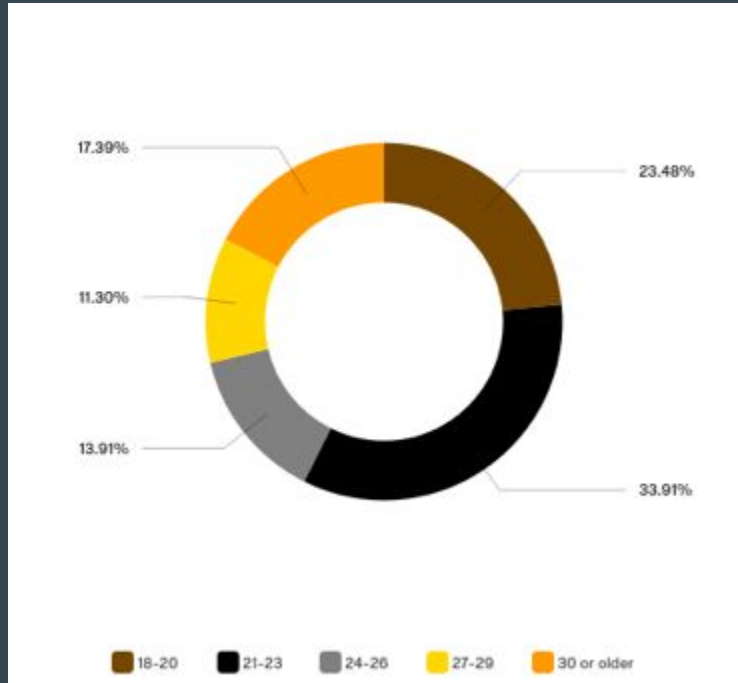
CONDITIONAL QUESTIONS:

- If answer is “No” for Q10, Q11: Which of the following are the reasons you would not consider visiting the Ranch Saloon? (Choose all that apply.)
 - *Country Music*
 - *Line Dancing*
 - *Bars*
 - *I do not go out much.*
 - *Other (with text box)*

This final question can pinpoint specific reasons they shy away from The Ranch specifically.

DEMOGRAPHICS/DESCRIPTIVE STATISTICS

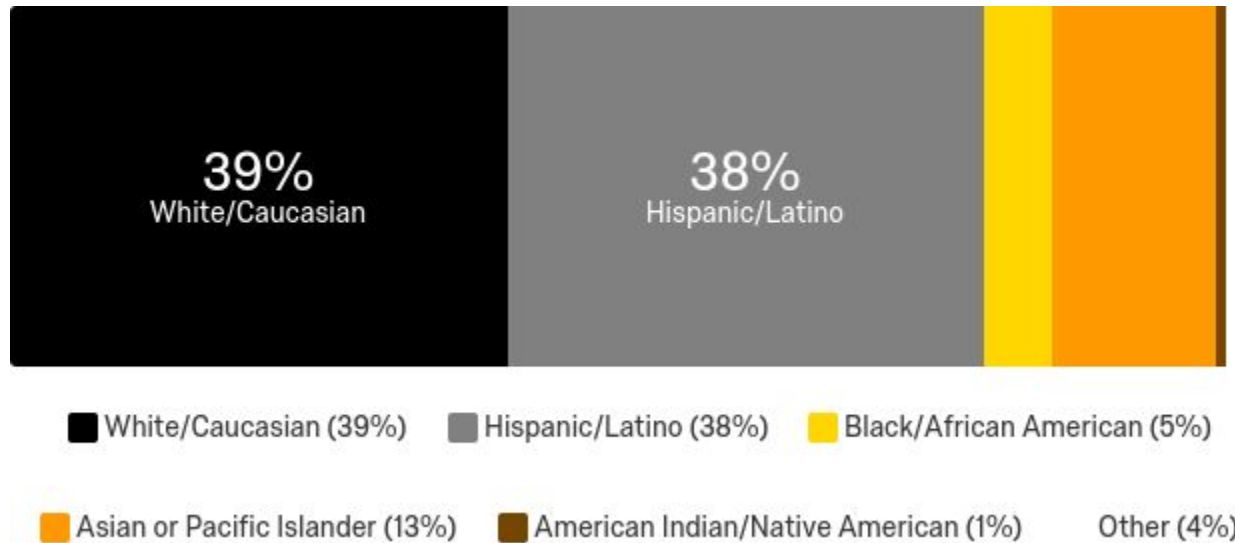
AGE AND GENDER



Out of the 115 survey participants, most were between the ages 21-23, and following that were ages 18-20. This result makes sense considering most of our respondents were students at CSUF. Of the participants, a significant majority were also males, taking 61.74% of the responses to the survey.

DEMOGRAPHICS/DESCRIPTIVE STATISTICS

RACE/ETHNICITY



The majority of our participants were white/caucasian (39%) but Hispanic/Latinos came in very close to that number at 38% of participants. Southern California has a very big Hispanic population so this was no surprise, but it might be something to consider when coming up with strategies for a country music venue. The large hispanic population could be the reason why country music listening is the slowest growing in the west coast.

RESULTS

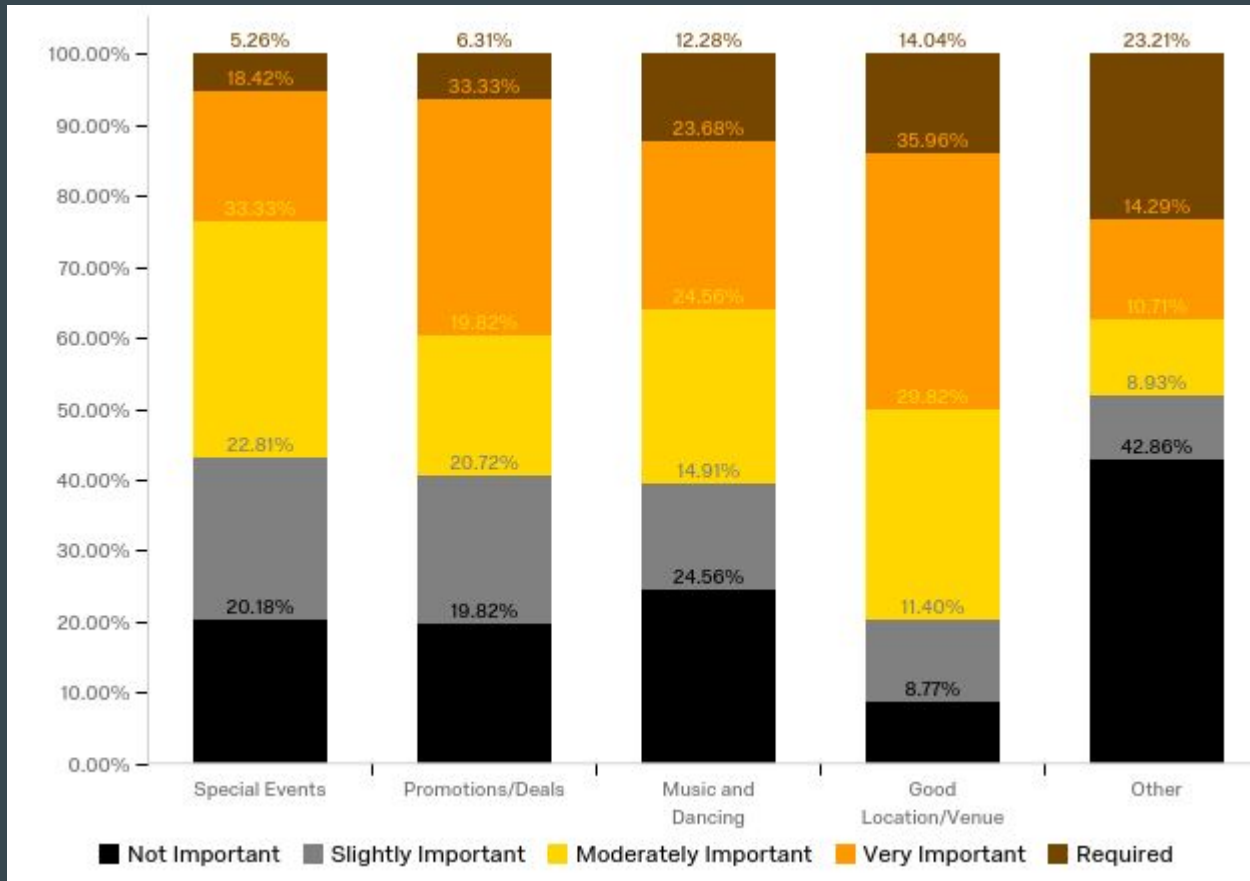
BREAKDOWN

Probing Questions

Conditional Questions

RESULT - PROBING QUESTIONS

HOW IMPORTANT ARE EACH OF THE FOLLOWING OPTIONS IN MOTIVATING YOU TO GO TO A BAR ON A WEDNESDAY NIGHT?

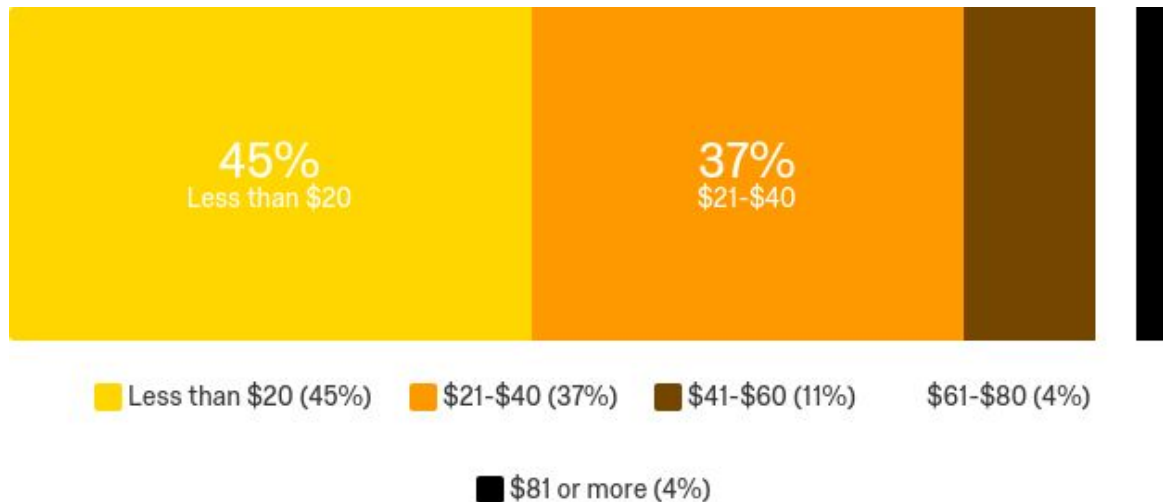


So there is a lot going on here. To make it easier to interpret let's look specifically on what participants thought was very important first. This category took the majority in Promotions/Deals, and Good Location/Venue. This is great because it points at a strength the Ranch Saloon has, which is a great venue, but it also points out a weakness, which is promotions and deals.

Another part to consider, which was second in importance, was Music and Dancing, a lot of participants thought it was moderately important.

RESULT - PROBING QUESTIONS

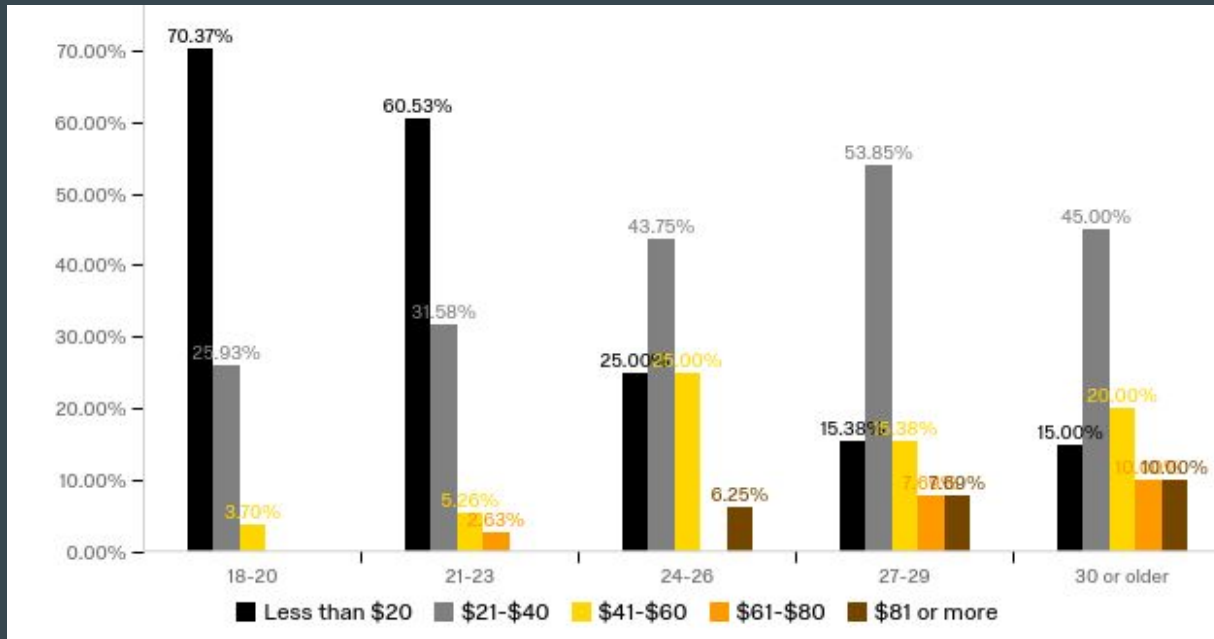
WHAT IS THE MOST AMOUNT OF MONEY YOU WOULD TYPICALLY BE WILLING TO SPEND WHEN GOING OUT ON A WEEKDAY NIGHT? (MONDAY-THURSDAY)



Participants were asked about how much they would be willing to spend on a night like Wednesday, which is a night the Ranch Saloon is interested in bringing in more customers. Most said they would be willing to spend no more than \$20 and second, at 37% said they would not be willing to spend more than \$40. From this we can see that potential Ranch visitors would most likely come in if they could have a few drinks and enjoy dancing for fairly cheap.

RESULT - PROBING QUESTIONS

WHAT IS THE MOST AMOUNT OF MONEY YOU WOULD TYPICALLY BE WILLING TO SPEND WHEN GOING OUT ON A WEEKDAY NIGHT? (MONDAY-THURSDAY) *CONT.*

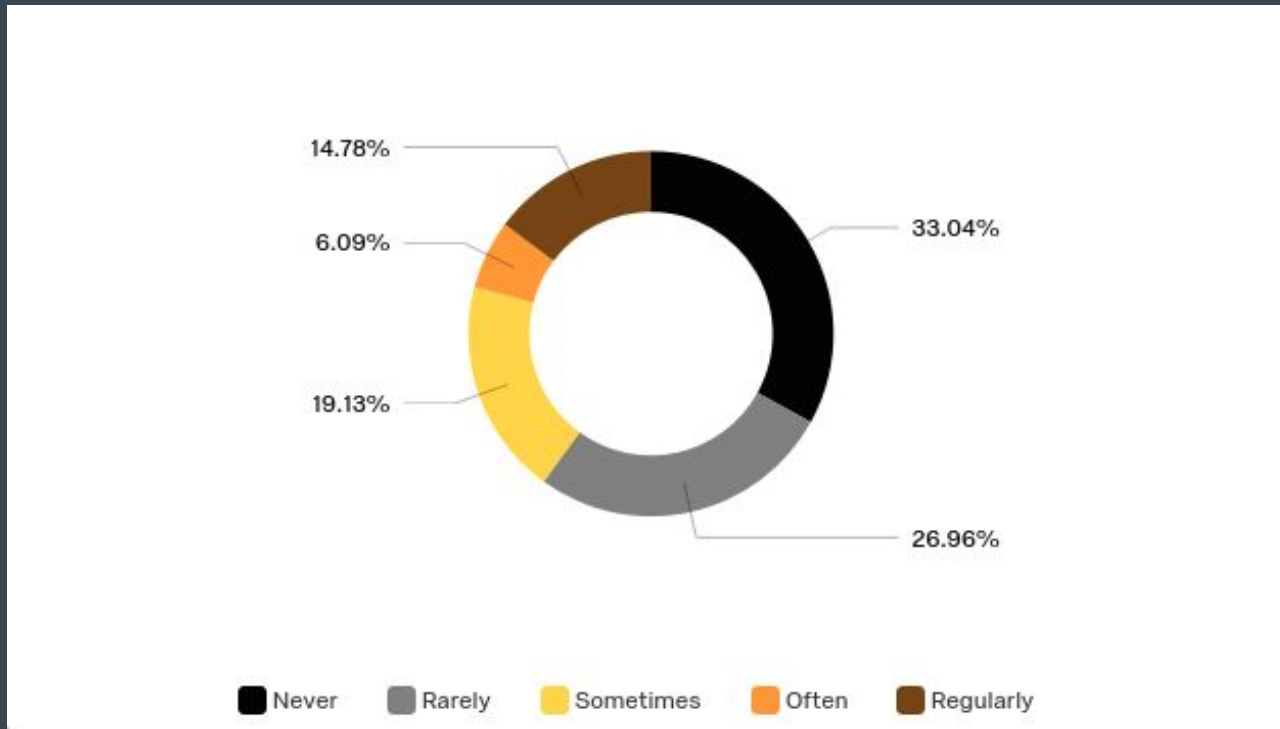


In continuation of the previous slide about spending on a weeknight, here we can see a further breakdown by age. This is important as age often correlates with income and economic limitations.

It is still true that most are not willing to spend over \$20 on a weekday night, but now we can also see that those who said that, are overwhelmingly within the age of 18 and 23. Because most respondents were on a college campus, they are most likely students and therefore have a very limited income. The Ranch Saloon is located around many colleges, it is a big part of the target market, so it is important to consider prices and promotions/deals when targeting this market.

RESULT - PROBING QUESTIONS

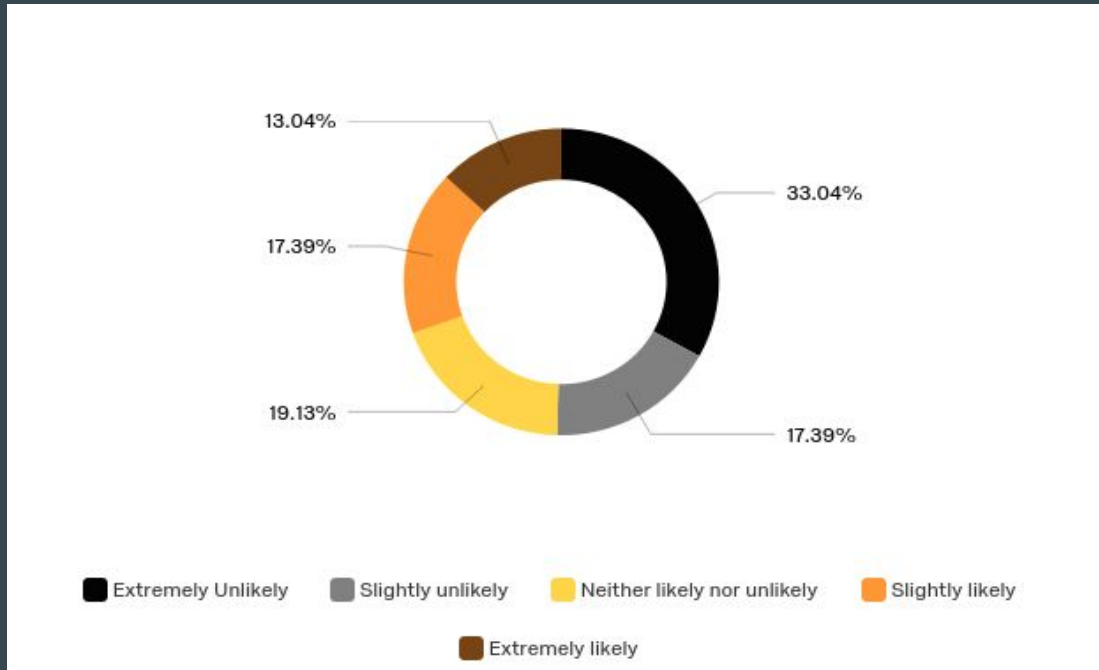
HOW OFTEN DO YOU LISTEN TO COUNTRY MUSIC?



Majority of our participants are not country music listeners, 33% of our participants never listen to country music. This leaves almost 15% of our participants, listen to country music on a regular basis. This was not surprising given the fact that in the West Coast, we are barely seeing a rise in those who listen to country music.

RESULT - PROBING QUESTIONS

HOW LIKELY ARE YOU TO ATTEND A VENUE THAT PLAYS COUNTRY MUSIC?

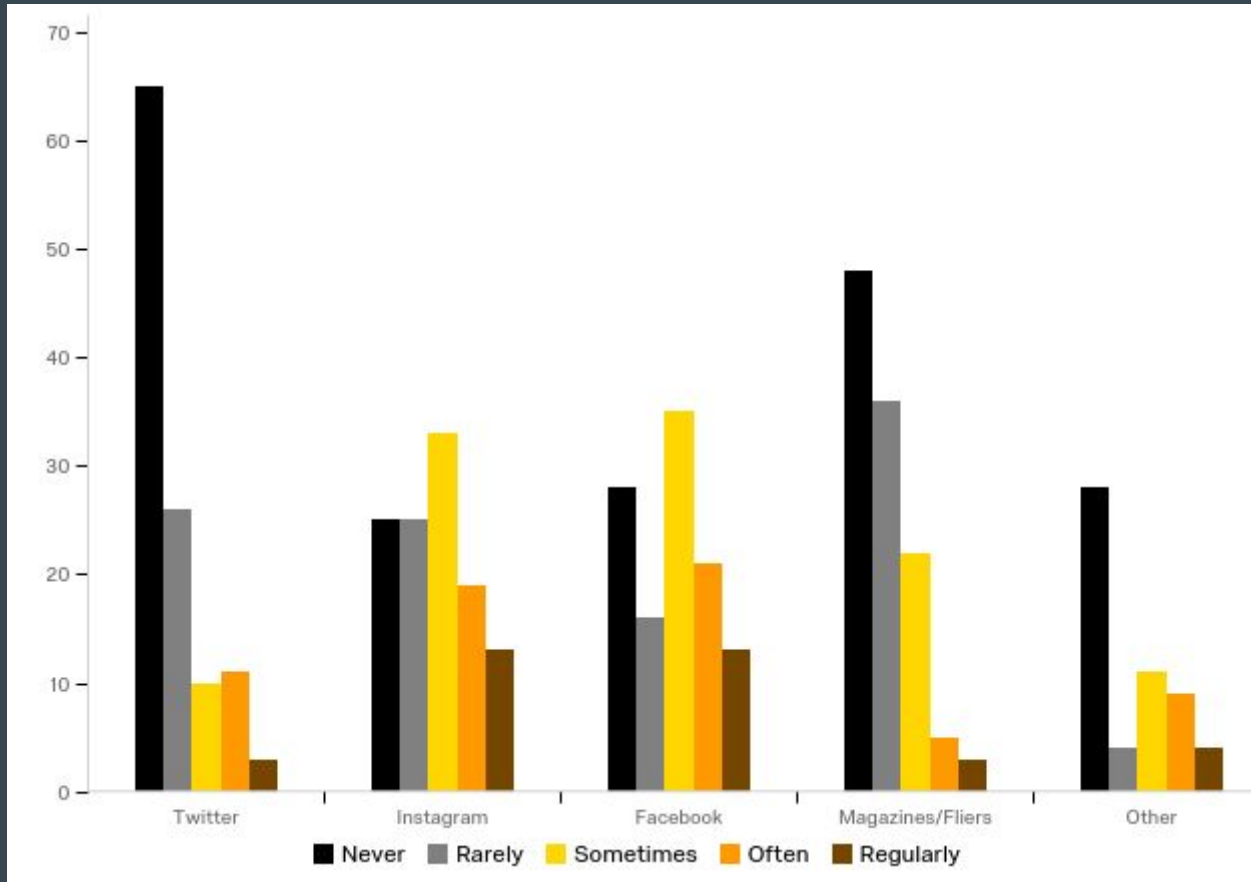


Previously we examined that the majority of our participants don't listen to country music, which one can correlate with not being interested in attending a country venue. But, the data above shows otherwise. Here we see that participants are about half and half about attending said venue. Half say they would be extremely to slightly unlikely, but the other half were more positive about attending.

We suspect this result to be connected to the fact that the millennial generation is more open to trying new things, and in particular like investing in experiences. To this audience, going out to a bar that is themed around a genre of music might look like a fun night of trying something new, and exploring cultures outside of their own.

RESULT - PROBING QUESTIONS

HOW OFTEN DO YOU FIND OUT ABOUT EVENTS OR PLACES TO GO OUT THROUGH EACH OF THE FOLLOWING PLATFORMS?

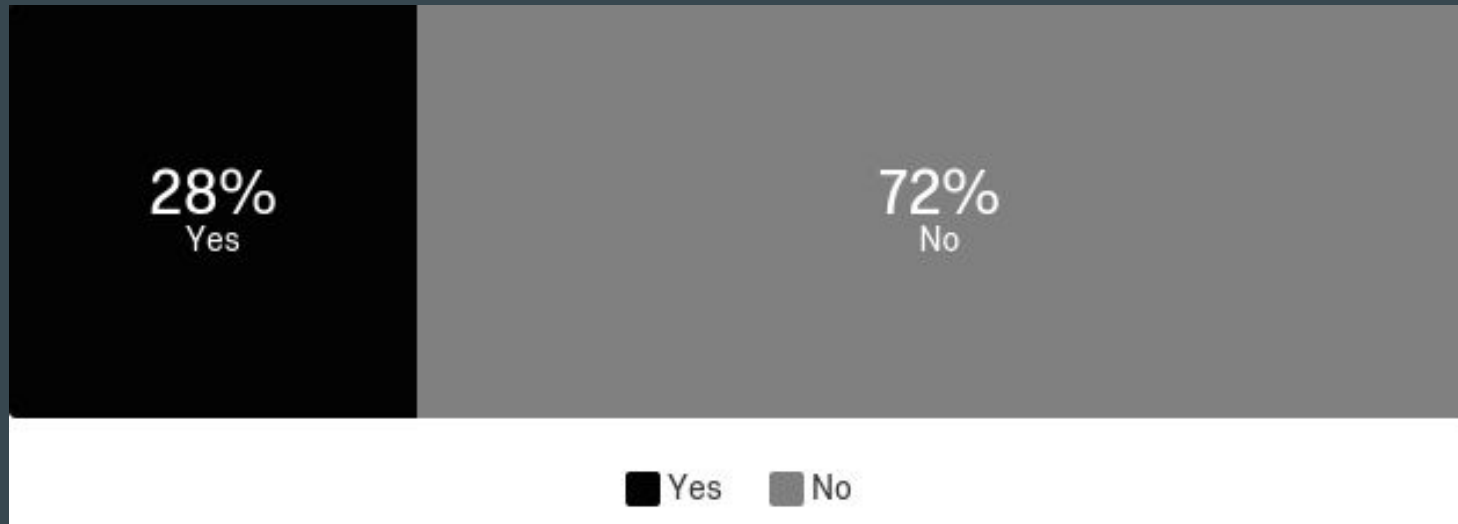


These results came back with an interesting mix. In general, no media options stood out as the absolute most popular. However, Twitter and Magazines were clearly unpopular, with the majority saying they never or rarely find out about events or places to go out through them.

Although no particular platform stood out, a significant amount of respondents used Instagram and Facebook. Most said sometimes for both of these, but often was not too far after that choice.

RESULT - PROBING QUESTIONS

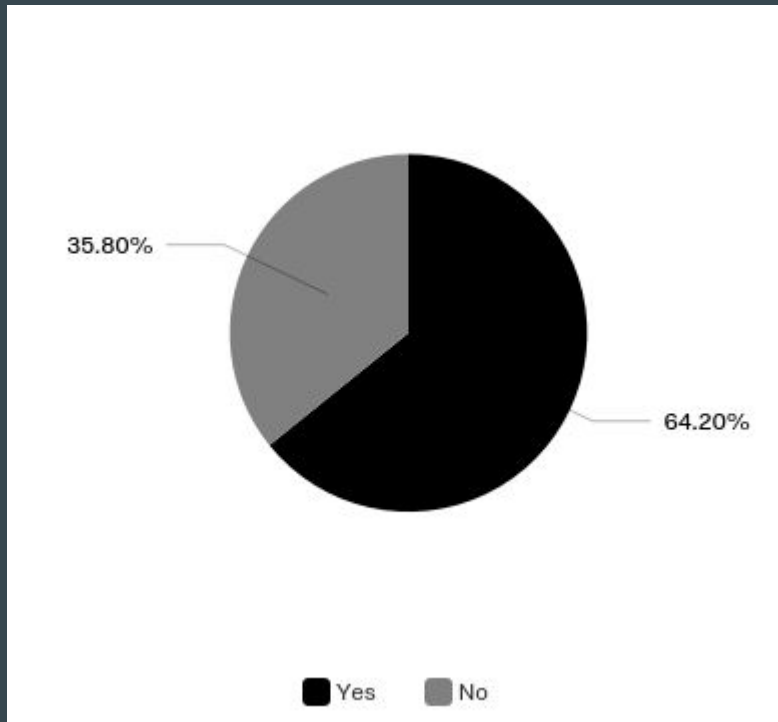
HAVE YOU HEARD OF THE RANCH RESTAURANT AND SALOON IN ANAHEIM, CALIFORNIA?



When asked if they have heard of the Ranch, 72% said no. As we can see, the Ranch lacks visibility in the county. This could be because the Ranch is located in a city with other forms of entertainment, such as, Disneyland, Honda Center, and the Angels Stadium. It is also being overlooked by their competitors such as, InCahoots, which is a popular country music club. InCahoots also promotes a “RedNeck Wednesday” which is the night we are targeting. Overall, it seems that it’s competitors are taking more of the market share, in our target market.

RESULT - CONDITIONAL QUESTIONS

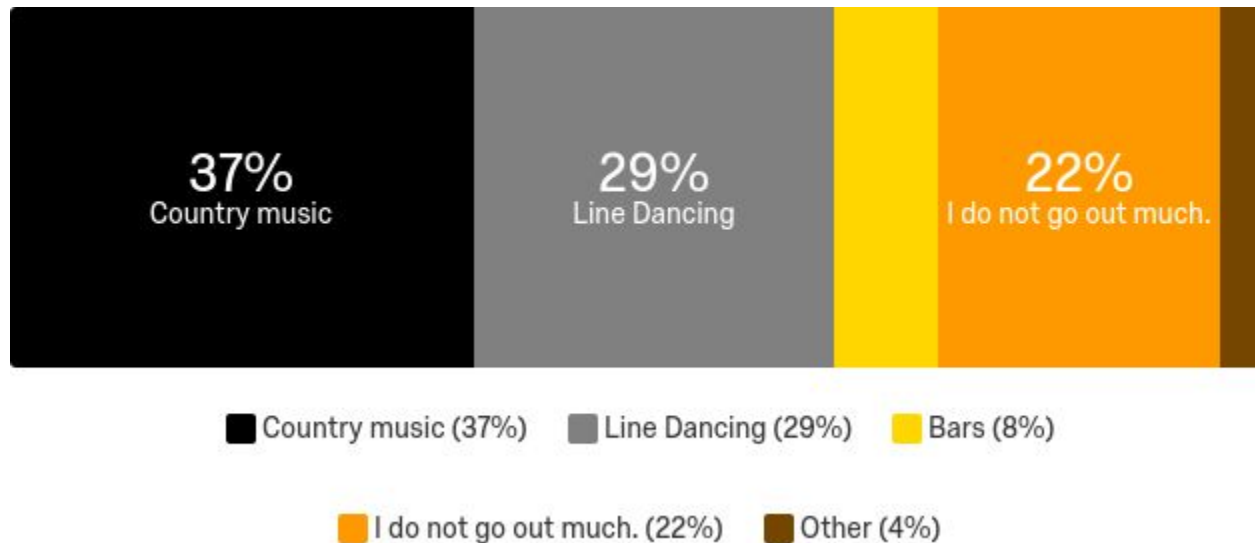
The Ranch Saloon is a country bar and dance hall. It features line dancing (with free lessons), country music, two bars, and a good selection of dining options. It has a variety of theme nights like family nights, college nights, and live music on the weekends. Would you ever consider visiting the Ranch Saloon?



These results back up a previous point about the target market. Millennials are all about exploring and investing in experiences. Previously we found that despite the target not being strong country music listeners, they would still be fairly interested in visiting a place like the Ranch Saloon that plays country music. Then we had about 50% positive responses, but now that they know more about the Ranch Saloon the interest has gone up to 64%. This is a good indication that experience the target is looking for. The Ranch Saloon is much more than a country bar, and the target recognizes that.

RESULT - CONDITIONAL QUESTIONS

WHICH OF THE FOLLOWING ARE THE REASONS YOU WOULD NOT CONSIDER VISITING THE RANCH SALOON? (CHOOSE ALL THAT APPLY.)



This question was followed if the participant said they would not visit the Ranch Saloon. As you can see, the biggest reason why participants said no is because of country music and closely to it line dancing. However, only 49 of respondents came down to this question. That is less than half of all of our participants. Those who said country music are probably the select few that are absolutely not open to country music. And the those who said line dancing are probably very shy about dancing, which does not take them out of potential customer pull.

IMPLICATIONS AND RECOMMENDATIONS

- Two of the biggest motivators for millennials going out to a bar are a great venue and promotions/deals.
 - *Considering the venue is already great, it will be imperative to focus on creating some sort of special, deal, or promotion if a younger demographic wants to be targeted for consistent Wednesday night visits.*
- 45% of millennials were willing to spend less than \$20 on a weekday night out while another 37% would spend between \$21 and \$40. Separated by our age groups, as the respondent got older, they were typically willing to spend more.
 - *If looking to hit the younger part of the millennial age bracket, prices should be lowered or some discount offered to entice them to come out. While the Ranch has some reasonable prices, it can add up fast, especially for a weekday night. These results support the previous question results.*

IMPLICATIONS AND RECOMMENDATIONS

- About 40% of the participants listen to country music on a somewhat consistent basis with 15% listening regularly. About 50% of participants were either willing to go to a country music venue or took a more neutral stance.
 - *This information supports the idea that millennials are looking for more of an experience. Even when they are not necessarily country fans, they are still open to trying something outside of their comfort zone. While the neutral response to visiting a country venue could be taken negatively, it also means all they need is a little push through advertising, events, or specialto sway them towards a positive perspective.*
- The most utilized social media platforms for finding places to go out were Instagram and Facebook. A majority of participants used each, at least Sometimes, as a tool to pick a venue.
 - *If looking to target the millennial market, branch out more on Instagram and Facebook. Having a higher engagement level and variety of posts could entice this crowd to land on The Ranch when deciding where to go out.*

IMPLICATIONS AND RECOMMENDATIONS

- 72% of our participants had never heard of the Ranch before, but when these people were given a description of the Ranch, 64% said they would consider visiting the Ranch Saloon.
 - *The low brand awareness from millennials could be due to a number of factors. It could be because of the other high traffic entertainment options in the area. It could also be because the current market for the Ranch is outside of the sphere of influence for millennials. Either way, there is still a positive outlook on the Ranch even if they have not heard of it. It is just important to get into the eyes and minds of millennials to get visitors.*
- 36% still said “No” when asked would they consider visiting the Ranch. The main factors were because of the country music and line dancing.
 - *It is important to note that not every part of the market fits the niche that the Ranch provides. While it is not recommended to ignore those who shy away from country music, there should also not be an extensive push on them because, even with the offered experience, it is too different from their own tastes.*

LIMITATIONS

- There is no guarantee that each participant answered the survey questions in an honest and intentional manner.
- Because the participant could have been pressed for time, answers may be freely selected and not analytically selected
- Each individual may have a different understanding of what each question is asking.
- The sampling of the population was based on a non probability convenience sampling strategy, which is not the best way to get a representation of the population.
- Using convenience sampling at CSUF could also limit the age range to 18-26, as that is most of the population at CSUF.
- Some of the responses were collected from friends and family, which could have a different response attitude and therefore affect the final data collected.