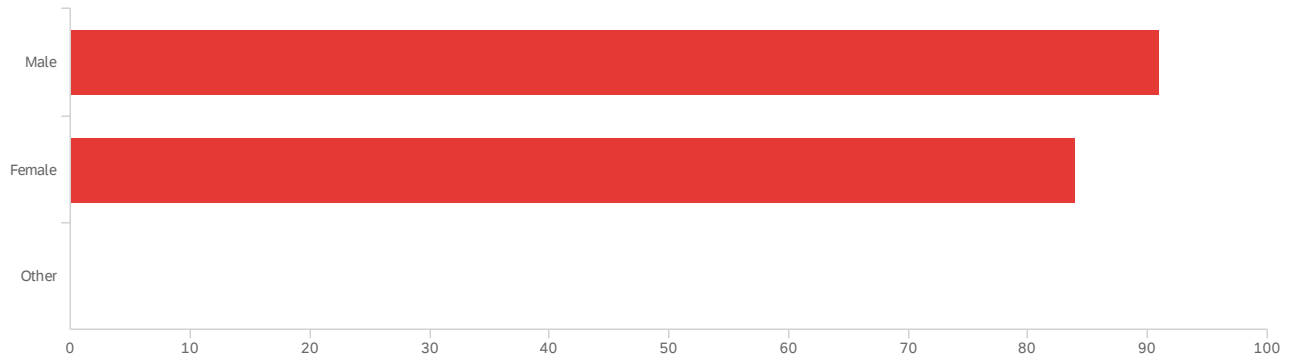


# Default Report

Target Market Research

February 27, 2023 7:55 PM MST

## Gender - What is your gender?

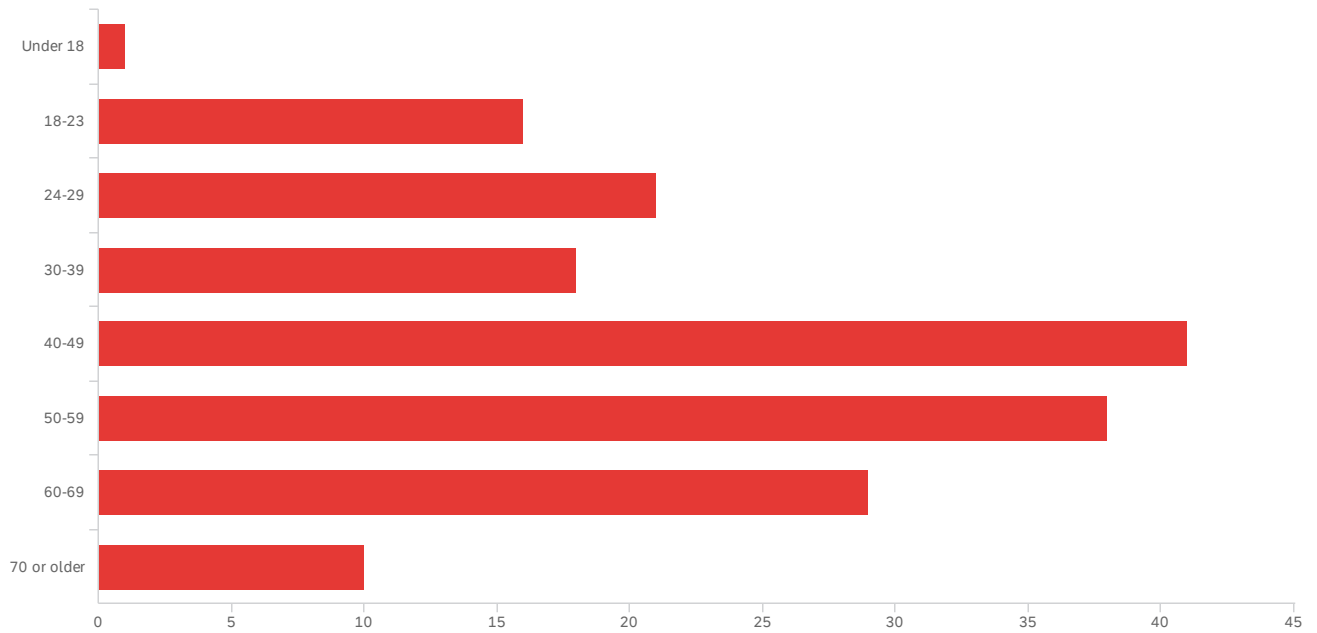


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your gender?	1.00	2.00	1.48	0.50	0.25	175

#	Field	Choice Count
1	Male	52.00% 91
2	Female	48.00% 84
3	Other	0.00% 0
		175

Showing rows 1 - 4 of 4

## Age - What is your age?



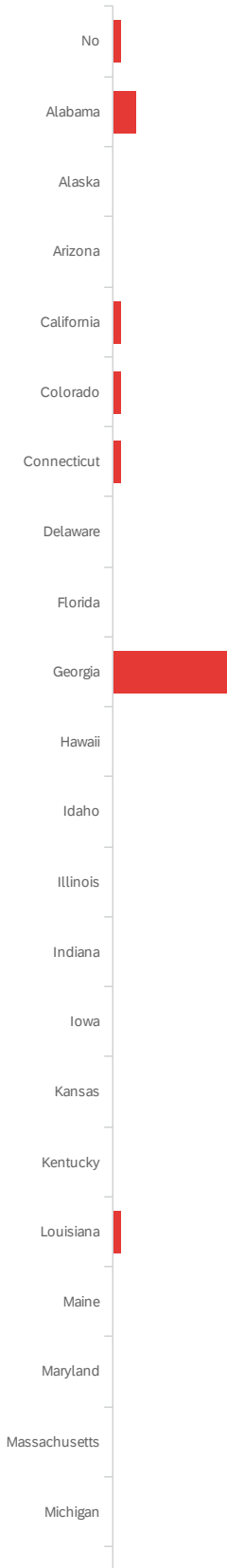
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your age?	1.00	8.00	5.08	1.70	2.90	174

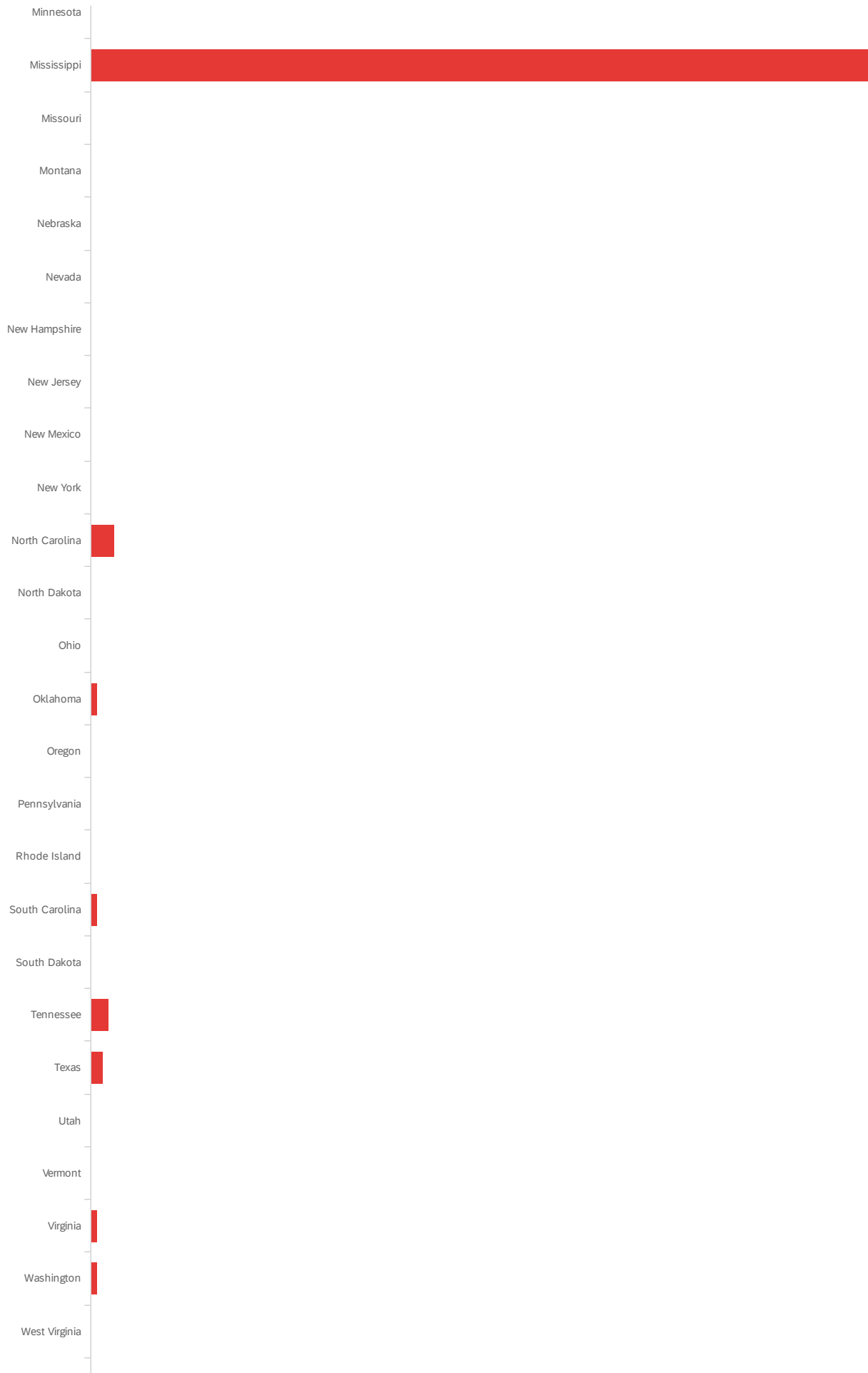
#	Field	Choice Count
1	Under 18	0.57% 1
2	18-23	9.20% 16
3	24-29	12.07% 21
4	30-39	10.34% 18
5	40-49	23.56% 41
6	50-59	21.84% 38
7	60-69	16.67% 29
8	70 or older	5.75% 10

174

Showing rows 1 - 9 of 9

State - Do you currently live in the United States? If yes, please select the state you currently reside in.







#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you currently live in the United States? If yes, please select the state you currently reside in.	1.00	47.00	23.07	7.36	54.21	170

#	Field	Choice Count
1	No	0.59% 1
2	Alabama	1.76% 3
3	Alaska	0.00% 0
4	Arizona	0.00% 0
5	California	0.59% 1
6	Colorado	0.59% 1
7	Connecticut	0.59% 1
8	Delaware	0.00% 0
9	Florida	0.00% 0
10	Georgia	8.82% 15
11	Hawaii	0.00% 0
12	Idaho	0.00% 0
13	Illinois	0.00% 0
14	Indiana	0.00% 0
15	Iowa	0.00% 0
16	Kansas	0.00% 0
17	Kentucky	0.00% 0
18	Louisiana	0.59% 1
19	Maine	0.00% 0
20	Maryland	0.00% 0
21	Massachusetts	0.00% 0

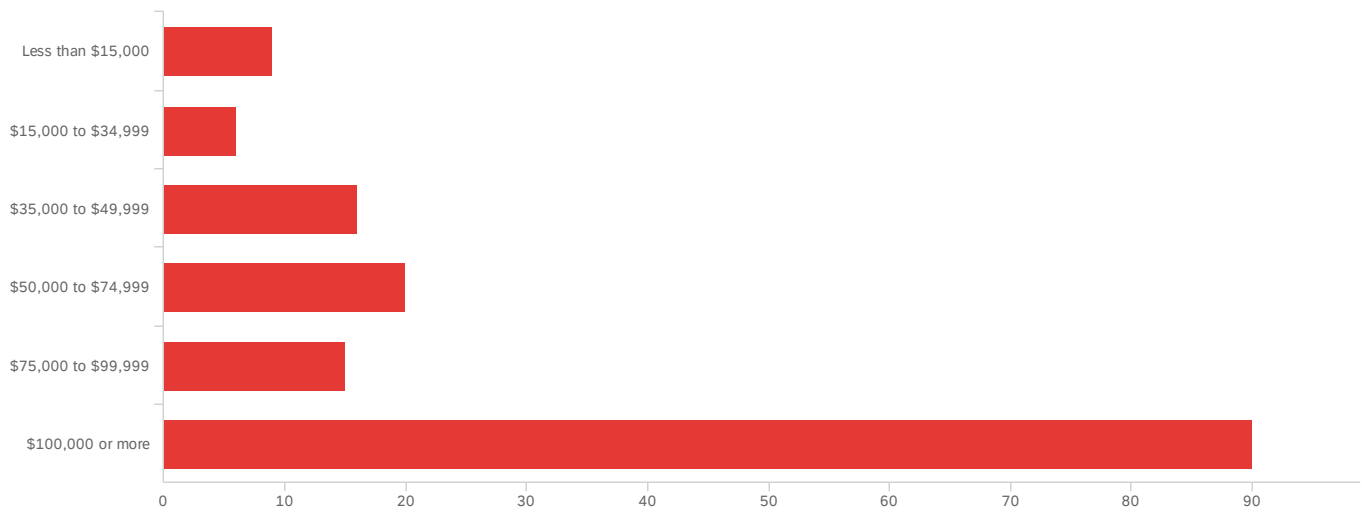
#	Field	Choice Count
22	Michigan	0.00% 0
23	Minnesota	0.00% 0
24	Mississippi	78.82% 134
25	Missouri	0.00% 0
26	Montana	0.00% 0
27	Nebraska	0.00% 0
28	Nevada	0.00% 0
29	New Hampshire	0.00% 0
30	New Jersey	0.00% 0
31	New Mexico	0.00% 0
32	New York	0.00% 0
33	North Carolina	2.35% 4
34	North Dakota	0.00% 0
35	Ohio	0.00% 0
36	Oklahoma	0.59% 1
37	Oregon	0.00% 0
38	Pennsylvania	0.00% 0
39	Rhode Island	0.00% 0
40	South Carolina	0.59% 1
41	South Dakota	0.00% 0
42	Tennessee	1.76% 3
43	Texas	1.18% 2
44	Utah	0.00% 0
45	Vermont	0.00% 0
46	Virginia	0.59% 1
47	Washington	0.59% 1
48	West Virginia	0.00% 0
49	Wisconsin	0.00% 0

#	Field	Choice Count
50	Wyoming	0.00% 0

170

Showing rows 1 - 51 of 51

## Income - What is your annual household income?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your annual household income?	1.00	6.00	4.90	1.54	2.37	156

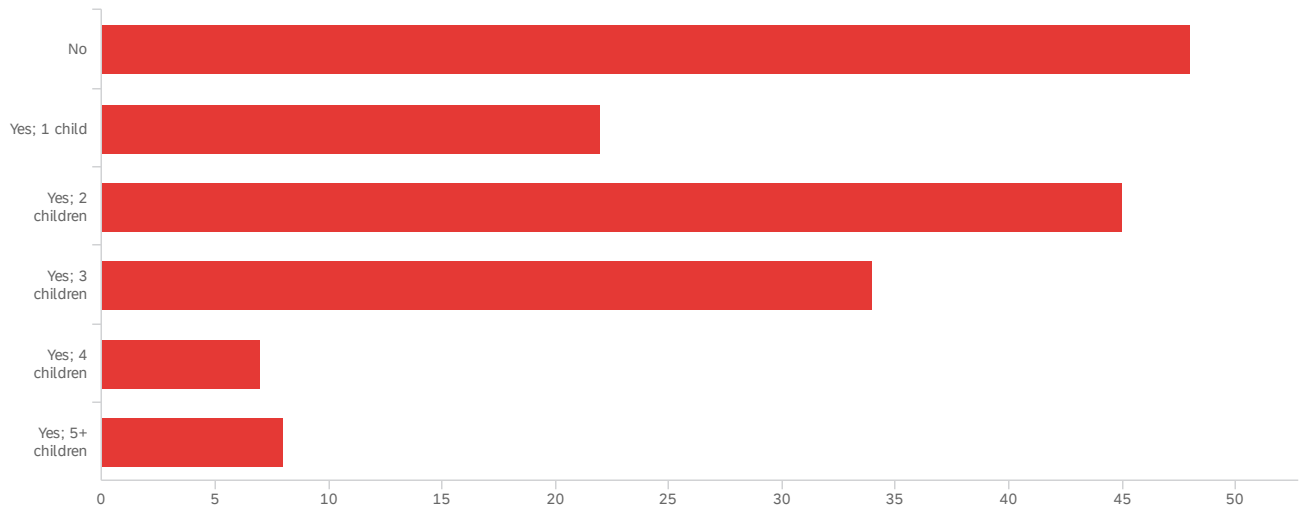
#	Field	Choice Count
1	Less than \$15,000	5.77% 9
2	\$15,000 to \$34,999	3.85% 6
3	\$35,000 to \$49,999	10.26% 16
4	\$50,000 to \$74,999	12.82% 20
5	\$75,000 to \$99,999	9.62% 15
6	\$100,000 or more	57.69% 90

156

Showing rows 1 - 7 of 7



## Amount of Children - Do you have children?



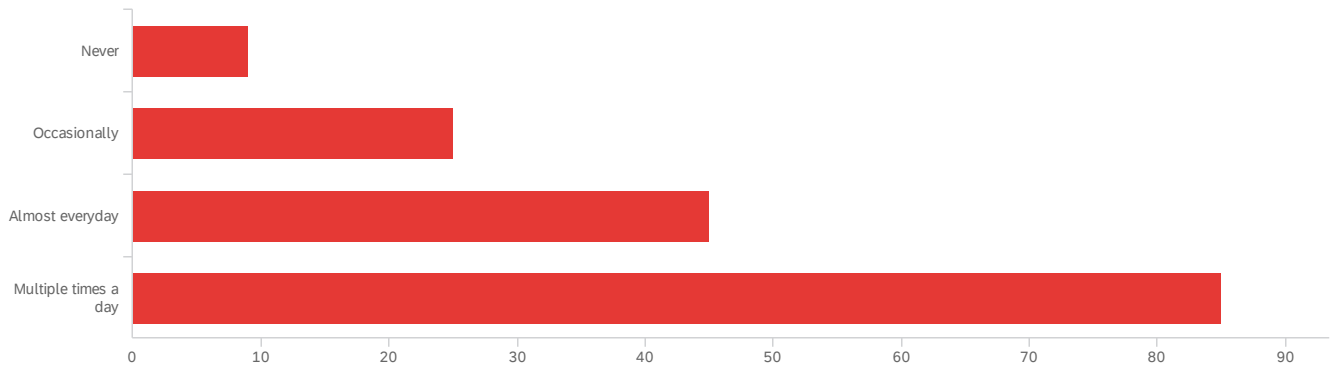
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you have children?	1.00	6.00	2.72	1.43	2.04	164

#	Field	Choice Count
1	No	29.27% 48
2	Yes; 1 child	13.41% 22
3	Yes; 2 children	27.44% 45
4	Yes; 3 children	20.73% 34
5	Yes; 4 children	4.27% 7
6	Yes; 5+ children	4.88% 8

164

Showing rows 1 - 7 of 7

## Usage - How often do you use social media?



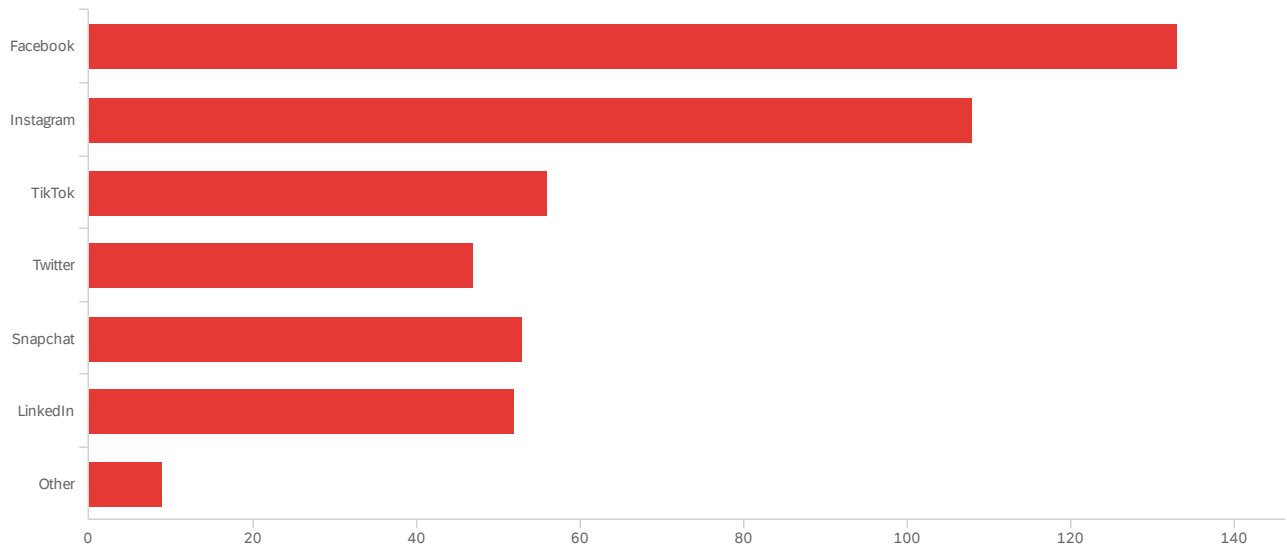
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How often do you use social media?	1.00	4.00	3.26	0.91	0.82	164

#	Field	Choice Count
1	Never	5.49% 9
2	Occasionally	15.24% 25
3	Almost everyday	27.44% 45
4	Multiple times a day	51.83% 85

164

Showing rows 1 - 5 of 5

Platform - What social media platforms do you use? Please select all that apply.



#	Field	Choice Count
1	Facebook	29.04% 133
2	Instagram	23.58% 108
3	TikTok	12.23% 56
4	Twitter	10.26% 47
5	Snapchat	11.57% 53
6	LinkedIn	11.35% 52
7	Other	1.97% 9
		458

Showing rows 1 - 8 of 8

Platform\_7\_TEXT - Other

Other

YouTube

Next door Neighbor

Reddit

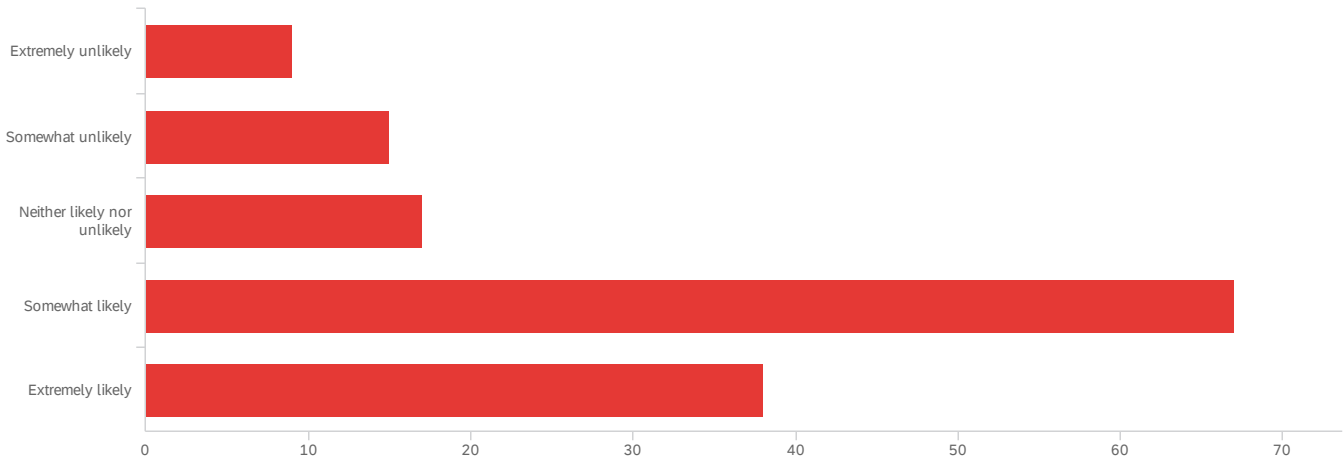
NextDoor, YouTube, Rumble

What's App

Other

Truth Social, telegram

# Judge - How likely are you to use a businesses' social media to make a judgement on the quality of the business?



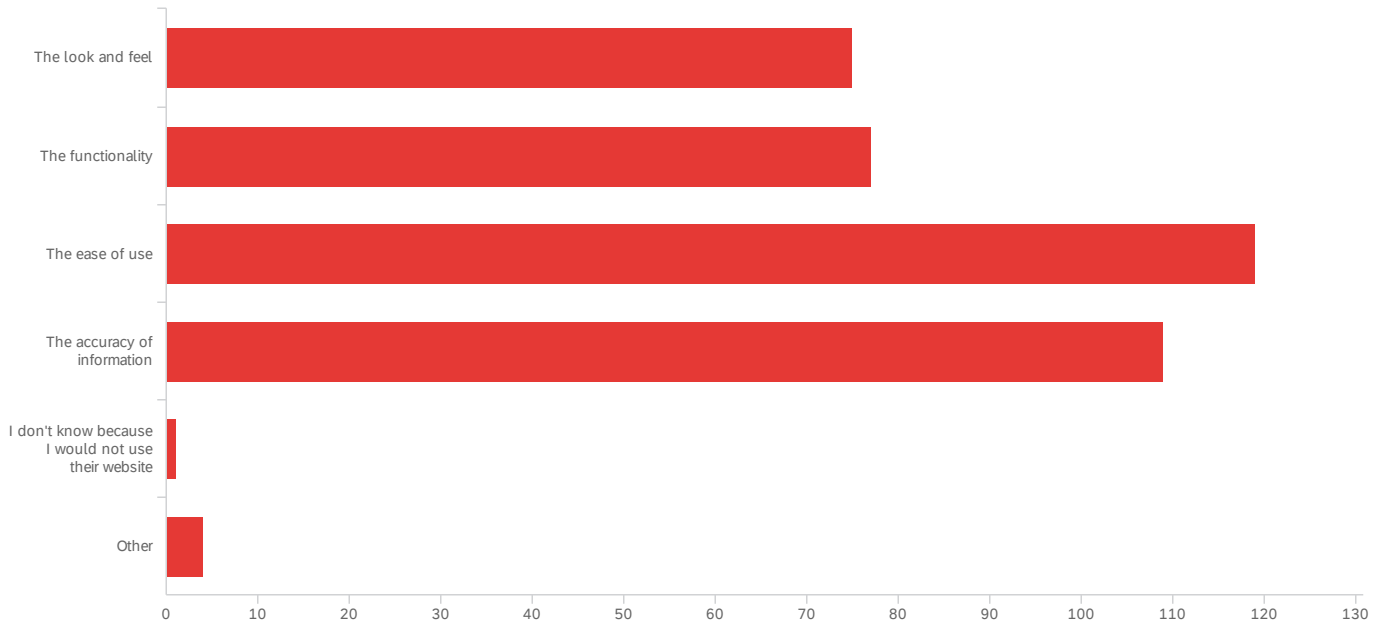
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How likely are you to use a businesses' social media to make a judgement on the quality of the business?	1.00	5.00	3.75	1.13	1.28	146

#	Field	Choice Count
1	Extremely unlikely	6.16% 9
2	Somewhat unlikely	10.27% 15
3	Neither likely nor unlikely	11.64% 17
4	Somewhat likely	45.89% 67
5	Extremely likely	26.03% 38
		146

Showing rows 1 - 6 of 6

Website - What are the most important features of a businesses' website? Select all that apply.



#	Field	Choice Count
1	The look and feel	19.48% 75
2	The functionality	20.00% 77
3	The ease of use	30.91% 119
4	The accuracy of information	28.31% 109
5	I don't know because I would not use their website	0.26% 1
6	Other	1.04% 4

385

Showing rows 1 - 7 of 7

Website\_6\_TEXT - Other

Other

I always look for reviews

How current the information is. If there has been no update in a year, that doesn't look good for the quality and success of the business.

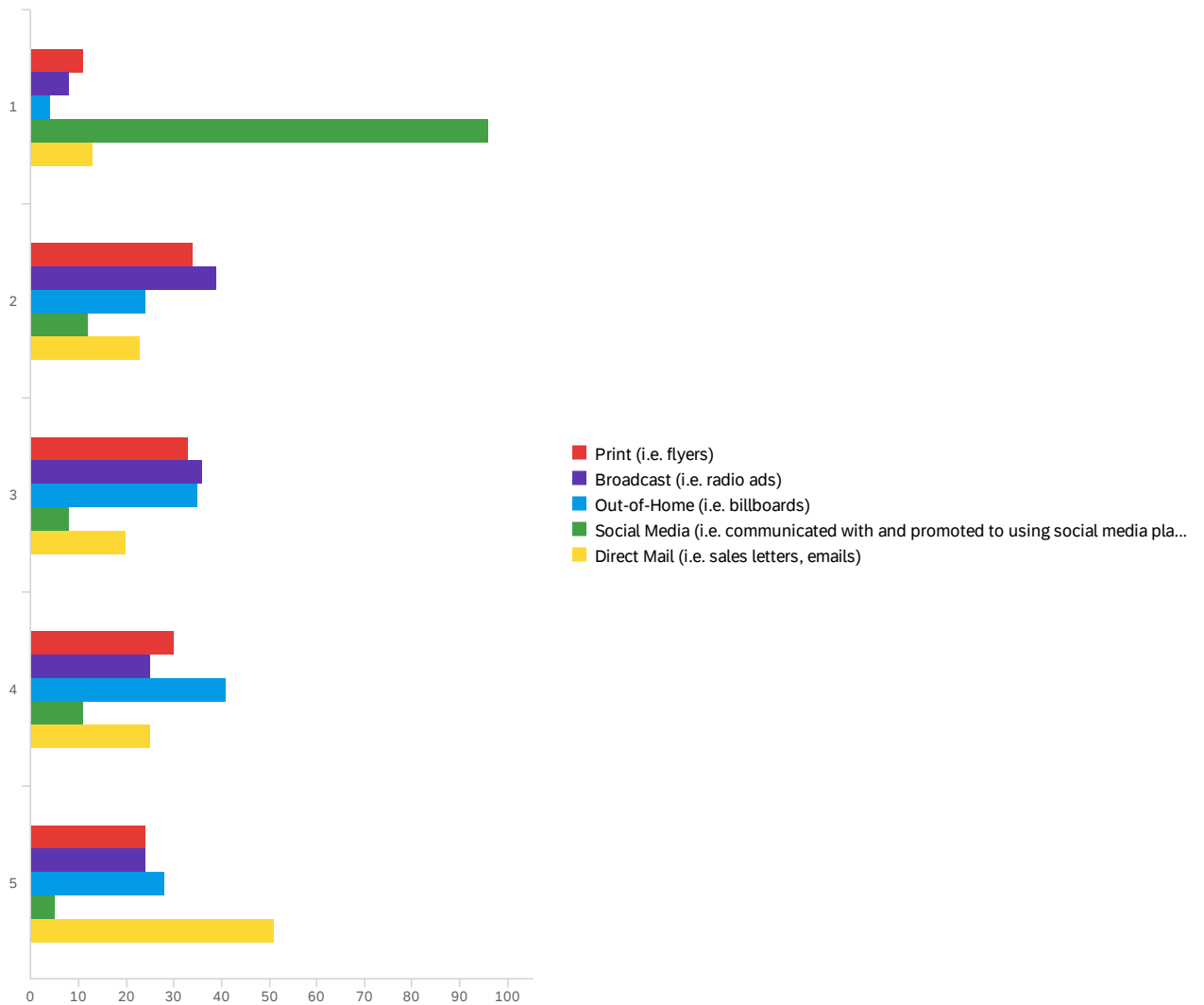
Consumer feedback and product/service ratings.

Other

easy to find contact info

## Q27 - Which types of advertising are most effective in regards to consumer behavior?

Rank the following types with 1 being the most effective type, and 5 being the least effective.



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Print (i.e. flyers)	1.00	5.00	3.17	1.23	1.52	132
2	Broadcast (i.e. radio ads)	1.00	5.00	3.14	1.20	1.44	132
3	Out-of-Home (i.e. billboards)	1.00	5.00	3.49	1.10	1.22	132
4	Social Media (i.e. communicated with and promoted to using social media platforms)	1.00	5.00	1.61	1.15	1.31	132



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
5	Direct Mail (i.e. sales letters, emails)	1.00	5.00	3.59	1.40	1.95	132

#	Field	1	2	3	4	5	Total
1	Print (i.e. flyers)	8.33% 11	25.76% 34	25.00% 33	22.73% 30	18.18% 24	132
2	Broadcast (i.e. radio ads)	6.06% 8	29.55% 39	27.27% 36	18.94% 25	18.18% 24	132
3	Out-of-Home (i.e. billboards)	3.03% 4	18.18% 24	26.52% 35	31.06% 41	21.21% 28	132
4	Social Media (i.e. communicated with and promoted to using social media platforms)	72.73% 96	9.09% 12	6.06% 8	8.33% 11	3.79% 5	132
5	Direct Mail (i.e. sales letters, emails)	9.85% 13	17.42% 23	15.15% 20	18.94% 25	38.64% 51	132

Showing rows 1 - 5 of 5

Search - Please place yourself in the following scenarios and choose the best answer.

You are searching for somewhere to take music lessons. How do you go about finding the business? Rank the following methods in order of your preference, with 1 being the method you would most likely use and 5 being the one you would least likely use. If you choose to leave 'Other' blank, it will be automatically recorded as least likely.



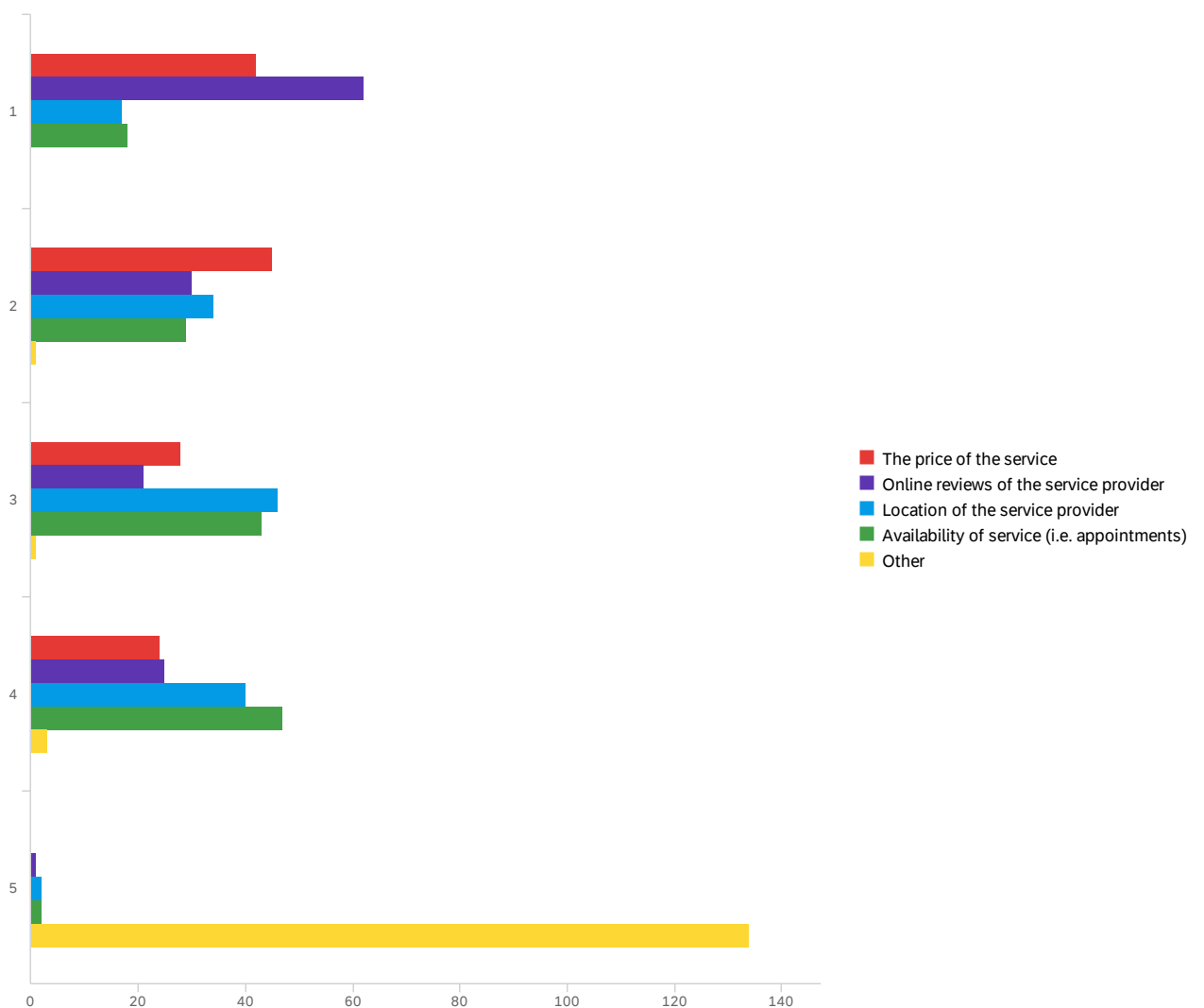
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	By performing a web search	0.00	0.00	0.00	0.00	0.00	0
2	By performing a social media search	0.00	0.00	0.00	0.00	0.00	0

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
3	By asking friends and family if they have any recommendations	0.00	0.00	0.00	0.00	0.00	0
4	By driving around in your local area	0.00	0.00	0.00	0.00	0.00	0
5	Other	0.00	0.00	0.00	0.00	0.00	0

#	Field	1	2	3	4	5	Total
1	By performing a web search	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0
2	By performing a social media search	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0
3	By asking friends and family if they have any recommendations	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0
4	By driving around in your local area	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0
5	Other	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0

Showing rows 1 - 5 of 5

Decision - After performing the search, you have multiple businesses that offer music lessons. You are trying to narrow down your options. Rank the following qualities based on importance in regards to making a decision, with 1 being the most influential factor and 5 being the least. If you choose to leave 'Other' blank, it will be automatically recorded as the least influential.



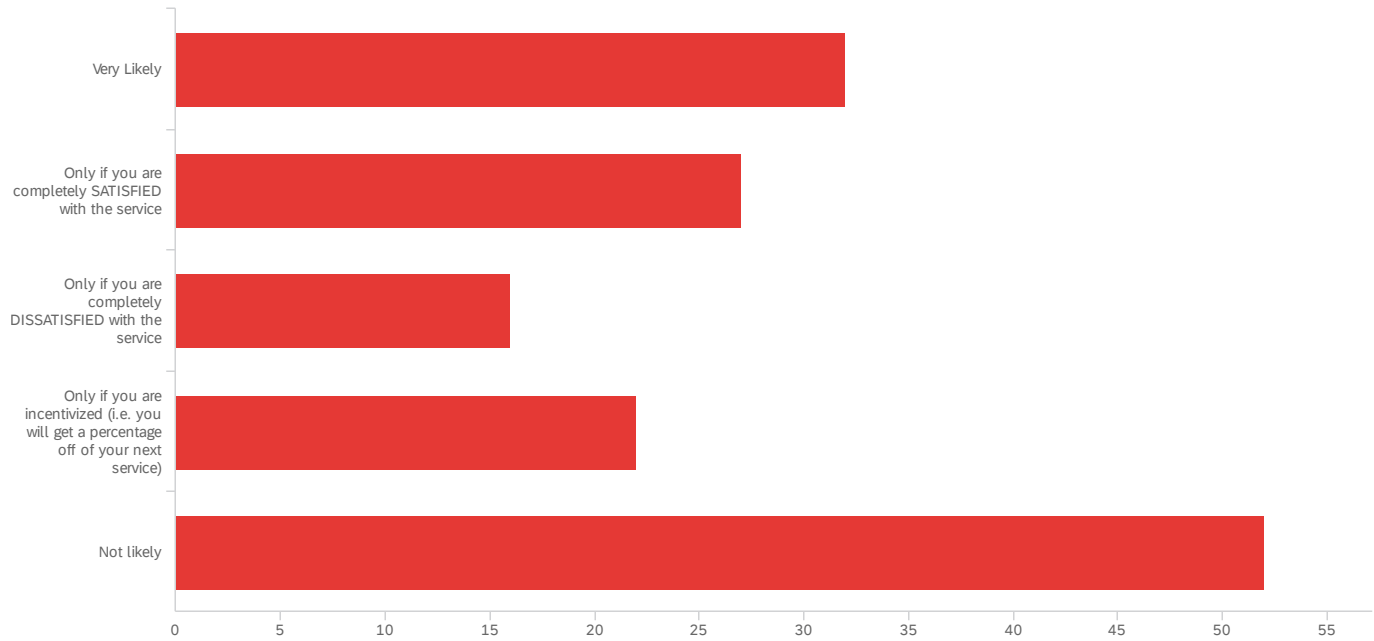
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	The price of the service	1.00	4.00	2.24	1.07	1.13	139
2	Online reviews of the service provider	1.00	5.00	2.09	1.17	1.37	139

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
3	Location of the service provider	1.00	5.00	2.83	1.02	1.05	139
4	Availability of service (i.e. appointments)	1.00	5.00	2.90	1.05	1.11	139
5	Other	2.00	5.00	4.94	0.33	0.11	139

#	Field	1	2	3	4	5	Total
1	The price of the service	30.22% 42	32.37% 45	20.14% 28	17.27% 24	0.00% 0	139
2	Online reviews of the service provider	44.60% 62	21.58% 30	15.11% 21	17.99% 25	0.72% 1	139
3	Location of the service provider	12.23% 17	24.46% 34	33.09% 46	28.78% 40	1.44% 2	139
4	Availability of service (i.e. appointments)	12.95% 18	20.86% 29	30.94% 43	33.81% 47	1.44% 2	139
5	Other	0.00% 0	0.72% 1	0.72% 1	2.16% 3	96.40% 134	139

Showing rows 1 - 5 of 5

Review - You have now taken a music lesson with the chosen business. How likely are you to leave an online rating or review?

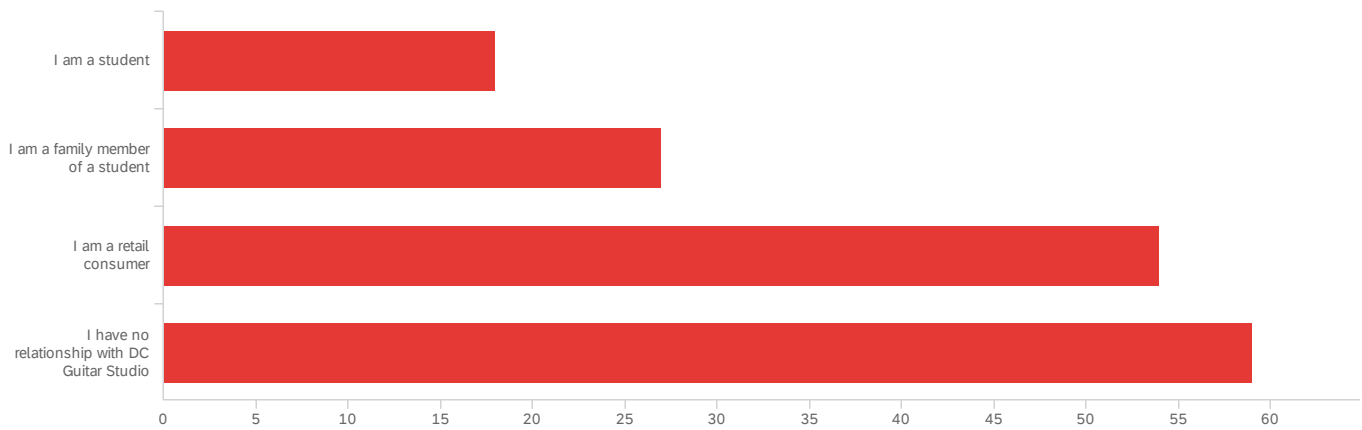


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	You have now taken a music lesson with the chosen business. How likely are you to leave an online rating or review?	1.00	5.00	3.23	1.59	2.53	149

#	Field	Choice Count
1	Very Likely	21.48% 32
2	Only if you are completely SATISFIED with the service	18.12% 27
3	Only if you are completely DISSATISFIED with the service	10.74% 16
4	Only if you are incentivized (i.e. you will get a percentage off of your next service)	14.77% 22
5	Not likely	34.90% 52
		149

Showing rows 1 - 6 of 6

# DC Guitar Studio - Select your relationship with DC Guitar Studio. Select all that apply.



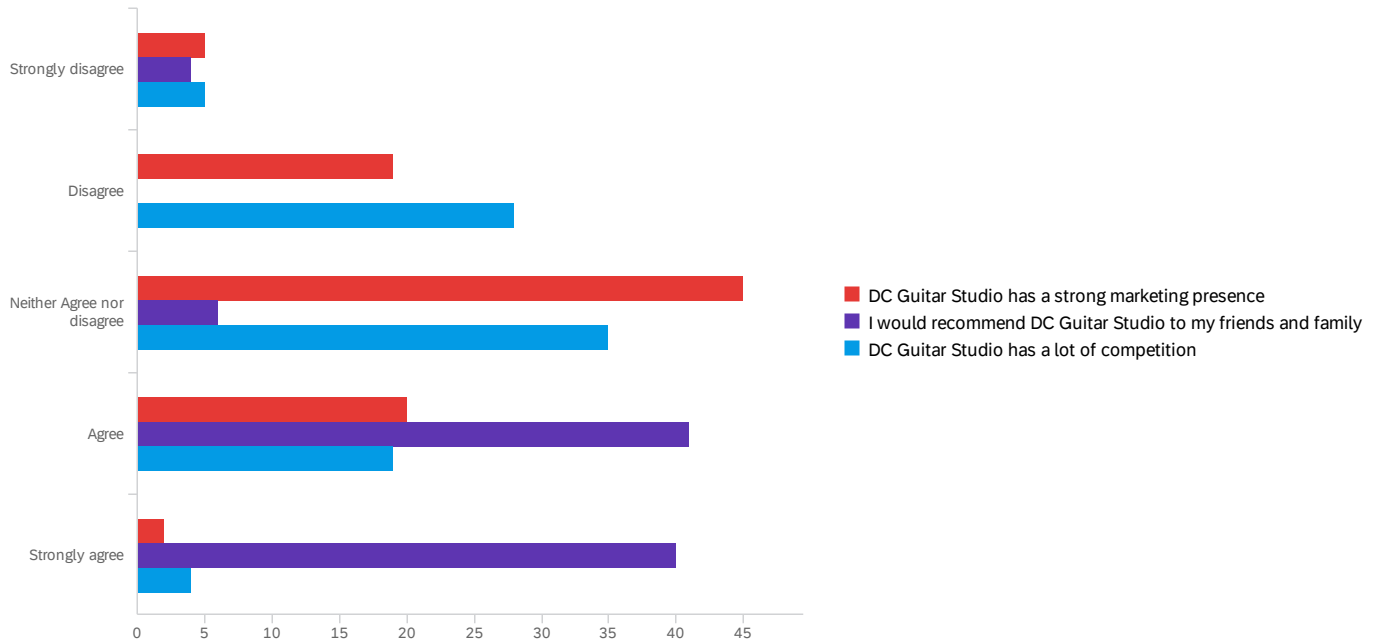
#	Field	Choice Count
1	I am a student	11.39% 18
2	I am a family member of a student	17.09% 27
3	I am a retail consumer	34.18% 54
4	I have no relationship with DC Guitar Studio	37.34% 59

158

Showing rows 1 - 5 of 5

# DC Likert 1 - Read the following statements and select the best choice in regards to DC

## Guitar Studio.



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	DC Guitar Studio has a strong marketing presence	1.00	9.00	5.18	2.11	4.45	91
2	I would recommend DC Guitar Studio to my friends and family	1.00	9.00	7.55	1.76	3.10	91
3	DC Guitar Studio has a lot of competition	1.00	9.00	4.84	2.35	5.54	91

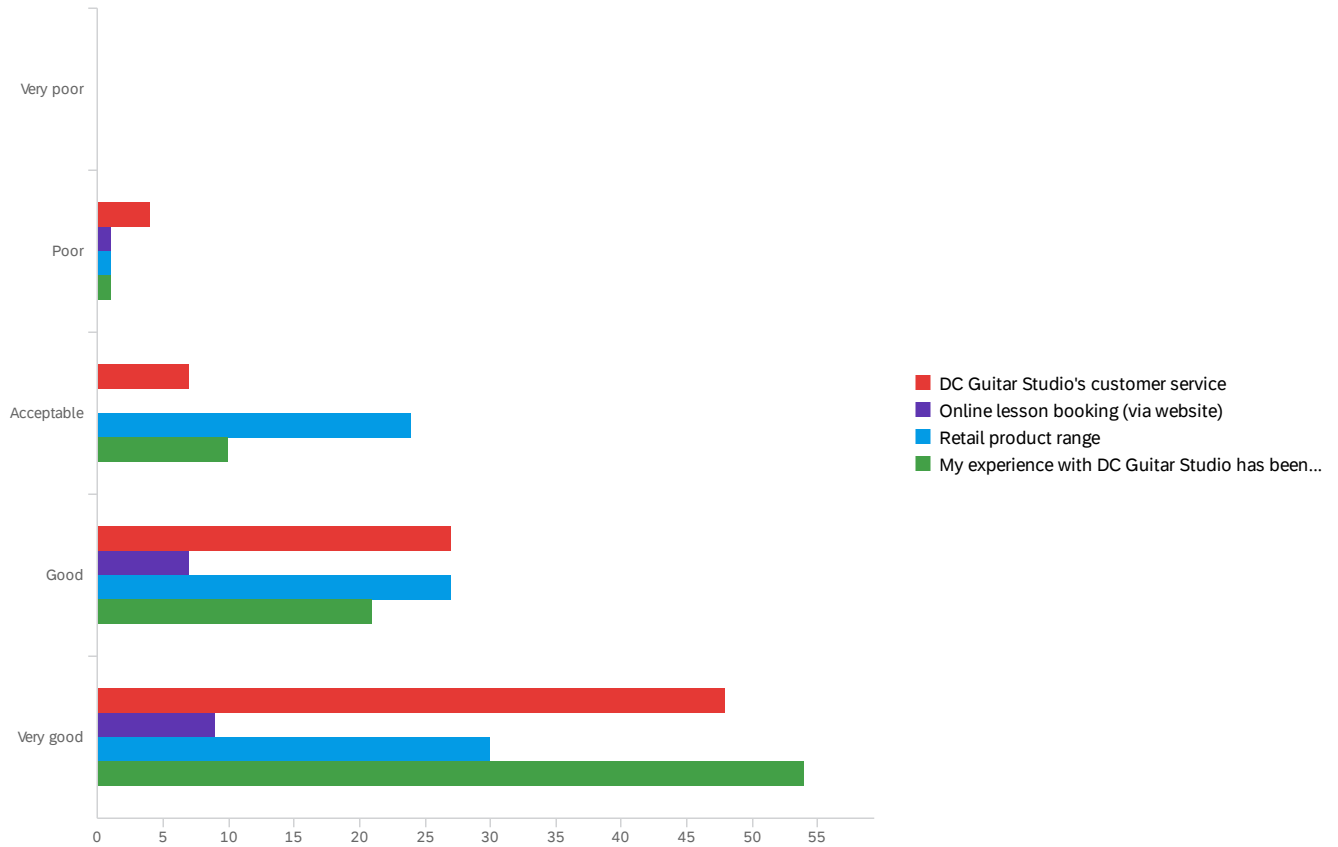
#	Field	Strongly disagree	Disagree	Neither Agree nor disagree	Agree	Strongly agree	Total
1	DC Guitar Studio has a strong marketing presence	5.49% 5	20.88% 19	49.45% 45	21.98% 20	2.20% 2	91
2	I would recommend DC Guitar Studio to my friends and family	4.40% 4	0.00% 0	6.59% 6	45.05% 41	43.96% 40	91
3	DC Guitar Studio has a lot of competition	5.49% 5	30.77% 28	38.46% 35	20.88% 19	4.40% 4	91

Showing rows 1 - 3 of 3



# DC Likert 2 - Read the following statements and select the best choice in regards to DC

## Guitar Studio.



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	DC Guitar Studio's customer service	2.00	5.00	4.38	0.82	0.68	86
2	Online lesson booking (via website)	2.00	5.00	4.41	0.77	0.60	17
3	Retail product range	2.00	5.00	4.05	0.84	0.70	82
4	My experience with DC Guitar Studio has been...	2.00	5.00	4.49	0.74	0.55	86

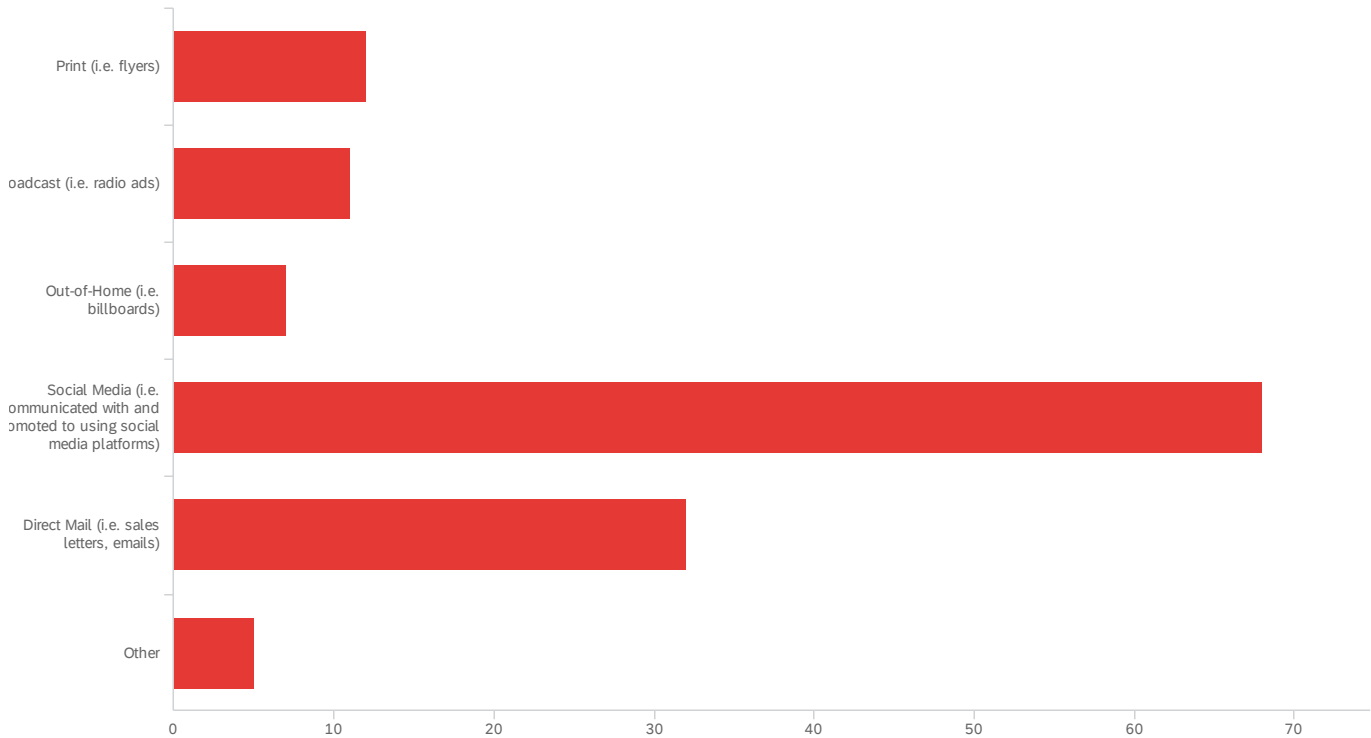
#	Field	Very poor	Poor	Acceptable	Good	Very good	Total
1	DC Guitar Studio's customer service	0.00% 0	4.65% 4	8.14% 7	31.40% 27	55.81% 48	86
2	Online lesson booking (via website)	0.00% 0	5.88% 1	0.00% 0	41.18% 7	52.94% 9	17
3	Retail product range	0.00% 0	1.22% 1	29.27% 24	32.93% 27	36.59% 30	82

#	Field	Very poor	Poor	Acceptable	Good	Very good	Total
4	My experience with DC Guitar Studio has been...	0.00% 0	1.16% 1	11.63% 10	24.42% 21	62.79% 54	86

Showing rows 1 - 4 of 4

## DC Types of Ads - Which types of advertising would you like to see more of from DC

Guitar Studio? Select all that apply.



#	Field	Choice Count
1	Print (i.e. flyers)	12
2	Broadcast (i.e. radio ads)	11
3	Out-of-Home (i.e. billboards)	7
4	Social Media (i.e. communicated with and promoted to using social media platforms)	68
5	Direct Mail (i.e. sales letters, emails)	32
6	Other	5

135

Showing rows 1 - 7 of 7

### DC Types of Ads\_6\_TEXT - Other

Other

I don't feel I need more advertising

Other

Through School

None are important to me. I'm a guitar player for 35 yrs and will find the good music store

Sponsor music events in town maybe?

I don't have an opinion either way.

Overall Rating - Provide an overall rating for DC Guitar Studio.

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	1	2.00	5.00	4.56	0.71	0.50	86

DC Change - Fill in the following blanks to the best of your ability. Something I would like to change about DC Guitar Studio:

Fill in the following blanks to the best of your ability. Something I w...

Wider selection of guitars and banjos (recently purchased classical/nylon and a banjo elsewhere)

N/A

Better customer service

Nothing

N/A

Enlarge the space, better, more attentive associates, more enthusiasm from employees.

Friendlier

Payment issues, knowledge of employees, answering phone calls

Working with customers more to make up missed lessons.

Nothing

Offer piano sheet/book music

na

More marketing of instructors.

Increase the drum/percussion inventory.

Price of lessons

Better inventory but understand this is costly

People knowing where it is

Make it easier to get in touch with teachers

Nothing

Nothing

NA

Fill in the following blanks to the best of your ability. Something I w...

Better financing

Brand variety

More info on the website about products and services available at each location

None

More accessories available and in stock

N/a

I don't know of anything!

Price for repair, and instrument, and gear maintenance is too high.

When I took lessons there the rooms were somewhat too warm.

No changes

SEE MORE PRODUCTS OTHER THAN GUITERS i.e. PA SYSTEMS

More female employees

Make the waiting area for lessons / students bigger

Staff working the front should be able to help with anything you need; payment setup, etc.

Adult concerts—LOL!!!

introductions to other instruments; more lessons like they did for tuning an instrument or changing strings or performance techniques or using a microphone...

Bring in more guitar brands, like Taylor and Gibson

More used gear

Nothing really

Na

Feedback on students progress

Online inventory availability/curbside order pickup. Rewards points would be cool.

More products

Location mainly because of parking and safety

## DC Well - Something DC Guitar Studio does very well:

Something DC Guitar Studio does very well:

---

Customer service

Train new musicians well for concerts with differing music

N/A

teach / provide opportunity to perform

Lots of inventory

Customer service

Customer Service/Customer Relations

Convenience.

Good instructors

teaching

Teach

Very friendly and knowledgeable staff

Excellent teachers

Customer service

Customer Service/Personal Touch

Great presentation and really good product range.

Gives back to the community and helps support live entertainment.

Lessons, recommend type of guitar

Good retail space

Customer service in store.

-

Lessons



Something DC Guitar Studio does very well:

---

The concerts for students are great.

Makes me feel accepted

They are all very kind and have very knowledgeable staff.

Make you important

Excellent teaching program

Service

Guitar setup

Offer wide variety of lesson choices

Customer service

Patience for us newbies

Has great pricing and discounts

Thomas Box is a great asset.

Customer Service is excellent.

Customer service

PRODUCT DISPLAY

Making you feel welcome and being knowledgeable on their product

Displays and look of retail

Teaches music

Instruction and product availability and knowledge.

student likes her instructors; nice environment; pleasant people at reception desk;

Exceptional customer service

Customer service

Customer Service

Customer service

Something DC Guitar Studio does very well:

---

Comfortable atmosphere

Great people

Carries MOST of the things I need.

Customer service

Provides a safe place for lessons

## DC Bad - Something DC Guitar Studio could improve upon:

Something DC Guitar Studio could improve upon:

---

N/A

N/A

Nothing

N/A

Being helpful and showing an interest in the customer.

better sound insulation in teaching rooms, you can hear other students or people practicing sometimes

their presence in the community

Customer service

A reminder text or email when lessons are cancelled due to a holiday

Communication

na

Visibility

The attentiveness and level of customer service from employees.

Make sure front staff communicates well

Bring in area musicians- local jams, clinics, etc.

Answering phones/ being able to communicate

,

Maybe more brand selection

NA

Financing

Brand variety

Respond quicker to guitar lesson inquiries

Something DC Guitar Studio could improve upon:

---

No

Parts and accessory inventory

N/a

Maybe open the store 1 he earlier!

Personality, and energy.

If they still have an open mic night, I would like that to be advertised more.

None

FRIENDLY CUSTOMER SERVICE

Getting back to inquiries about lessons

The weed smell from next door.

more feedback from instructors; written plan for student for the year- what trying to achieve; more notice on cancellations from instructors; more instruction on how to perform on a stage

More guitar brands.

If you do not know about them you won't know of them

Brands

Social media presence

Na

More smaller audio equipment. I'll make a big purchase every now and then, but I'm typically needed some type of adaptor or cable. Would love to buy from DC instead of Amazon.

Product selection

## DC Other - Any additional comments or concerns.

Any additional comments or concerns.

Overall very happy as a parent with DC Guitar.

N/A

I'm a former student and no longer take lessons with DC

None

N/A

Nope

My daughter has learned a lot and come a long way! She has increased her confidence, too!

None

na

I have very glad DC Guitar Studio is part of the community and hope to see them stay as a staple business in downtown Meridian!

Son's lessons are great!

Had a child who took lessons here and eventually worked here. We love the store and want to keep supporting it.

,

It a great store and has higher quality guitars than music and arts

None

I only took two lessons

Great business! I have spent a lot there!

No

It is a very good business. I enjoyed taking lessons there.

None

Connect students who would like to play with other students

Any additional comments or concerns.

---

SOME STAFF HAS VERY LITTLE PRODUCT KNOWLEDGE

The DC Guitar Studio Gluckstadt, MS team is exceptional. They always make me feel welcome. Keep the PRS and Vintage brands and bring on more...

No

Na

I'd love to see more used gear at DC as well.

We have been very pleased with our experience.

**End of Report**