



GRAY OWL COFFEE RESEARCH REPORT

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BACKGROUND & SECONDARY RESEARCH





COMPANY ANALYSIS

About the Business:

Gray Owl Coffee is a worker-owned shop, meaning employees collectively make decisions and share profits. The space promotes creativity through a gallery wall for local artists, long communal tables, and collaborations with local creatives. Known for its cozy, modern-rustic atmosphere, the shop focuses on community connection and handmade quality.

Location:

Downtown Norman, Oklahoma

Founded in 2009

Worker-Owned

Since 2021

Menu & House-Made Goods:

Specialty Coffee, Loose-leaf Teas, And Fully House-made Syrups (Lavender, Mocha, French Toast, Seasonal). Fresh Daily Bakery Items Include Vegan Muffins, Cookies, Scones, Quiche Slices, Gluten-free Brownies, And Homemade Bagels.



COMPANY ANALYSIS

Community & Arts Support:

Hosts monthly collage night, live musicians, and four-yearly art markets (with zero commission taken from artists).

Partners with The Oscillator Press for merchandise like shirts, mugs, tote bags, stickers, and coffee beans.

Events:

“Night Owl” evening events such as study halls, drag shows, dance parties, and a Halloween costume contest—building an inclusive, community-centered environment.

INDUSTRY ANALYSIS

- Coffee and snack shops have been experiencing rapid growth with 6.5% over the past 5 (2020-2025) years and is expected to continue to grow with a revenue of \$72.8 billion.
- A SWOT analysis was conducted with results showing a strength in a reduced dependence on specific groups, a weakness in low barriers to entry, an opportunity in high revenue growth, and a threat in low breakout segments.



CATEGORY ANALYSIS

- **Category Definition:** Gray Owl Coffee operates in the specialty coffee category, focusing on high-quality products, sustainable sourcing, and crafted beverages.
- **Common Product:** Offers lattes, Americanos, cappuccinos, iced coffee, cold brew, and blended drinks. (Seasonal syrups as well).
- **Category Drivers:** 46% of American adults drink specialty coffee as of 2024. 85% of younger customers enjoy customizing their coffee, as well as sustainability.
- **Category Trends:** Alternative milks, coffee storytelling, seasonal beverages.
- **Competitors in Norman:** Major competitors include Starbucks, 7 Brew, Dunkin', and Stella Nova to name a few.

TARGET PROSPECT ANALYSIS

Demographics

- Female - Index 110
- Male - Index 90
- Male Ages 25-34 - Index 114
- Female Ages 18-24 - Index 160
- Millennials (21-39) - Index 130
- Asian (Race) - Index 153
- College 4 Years (Graduated) - Index 130
- Full-time Student - Index 141

TARGET PROSPECT ANALYSIS

Attitudes/Opinions

- I expect Advertising to be entertaining - Index 113
- I am More Likely to Purchase Products I see used or recommended by friends on Social Media (Agree a lot) - Index 164
- I like to follow my favorite brands and companies on social media(Agree a lot) - Index 161
- I consider myself interested in the arts (Agree a lot) - Index 131

RESEARCH PROBLEM STATEMENT

Gray Owl is a staple of the Norman coffee scene, but has seen **stagnant revenue growth** over the past three quarters. While popular with young professionals and high school students, the client believes there is an **opportunity to expand** their **customer base among OU students**. The client plans a **new social media campaign** and presence to market specifically to this group. **Research** is therefore **needed to understand** what the **best target prospects** in this target audience are like **demographically, what factors are important** to these potential customers when it comes to **choosing a coffee location**, and how best to **communicate** those factors to them. Lack of this research could lead to a missed opportunity due to failing to understand the unique aspects of the local college student market.

QUANTITATIVE FINDINGS



SAMPLE CHARACTERISTICS & DEMOGRAPHICS

TARGET DEMOGRAPHIC & ACCURACY TEST

- **Target demographic** is the University of Oklahoma **student population**.
- **18-35** years old are **24% more likely** to drink **iced coffee** (Simmons, 2023).
- Frequency test (interval-level) shows **mean age** at **23.1 years** (SD = 8.35).
- T-Test compares average sample age with OU's data (**M = 20.8**), determined no statistical significant difference.

GENDER DISTRIBUTION & ACCURACY TEST

Gender distribution of the **sample** test using a **frequency table**

Females	Males
69.4%	30.6%
n=11	n=25

p=0.05

Compared to **overall OU student population** using a **Chi-Square Goodness-of-Fit test**

Females	Males
53.2%	46.8%

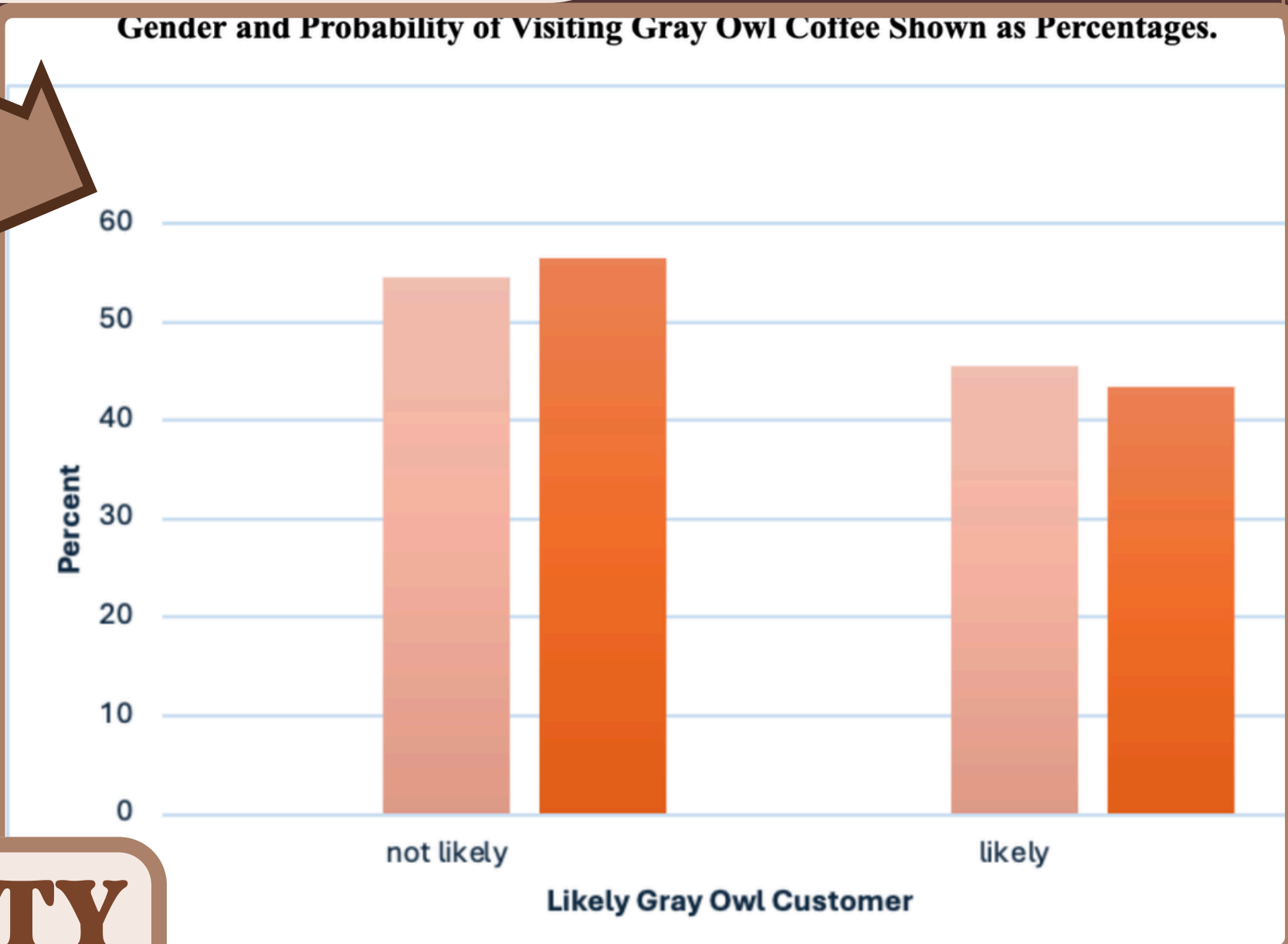
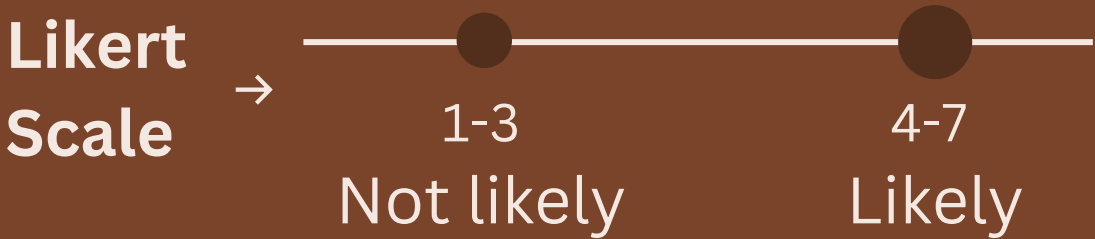
GRAY OWL COFFEE DEMOGRAPHICS

GENDER & PROBABILITY

Female Respondents → Male Respondents →
56.5% (n=13) → Not Likely 54.5% (n=6) → Not Likely
43.5% (n=10) → Likely 45.5% (n=5) → Likely

M=3.38

Cross-Tabulation



CLASSIFICATION & PROBABILITY

Freshman → 56.7% (n=6) → Not Likely 33.3% (n=3) → Likely	Sophomores → 50% (n=3) → Not Likely 50% (n=3) → Likely	Juniors → 60% (n=3) → Not Likely 40% (n=2) → Likely	Seniors → 20% (n=1) → Not Likely 80% (n=4) → Likely
Graduate Students →	66.7% (n=6) → Not Likely	33.3% (n=3) → Likely	

SOCIAL MEDIA ATTITUDES

MEDIA PLATFORM USE & LIKELY CUSTOMERS

7-Sample Independent T-test

Facebook OU Daily TikTok Pinterest
Twitter Instagram Snapchat

Twitter

$p=0.041$

Facebook

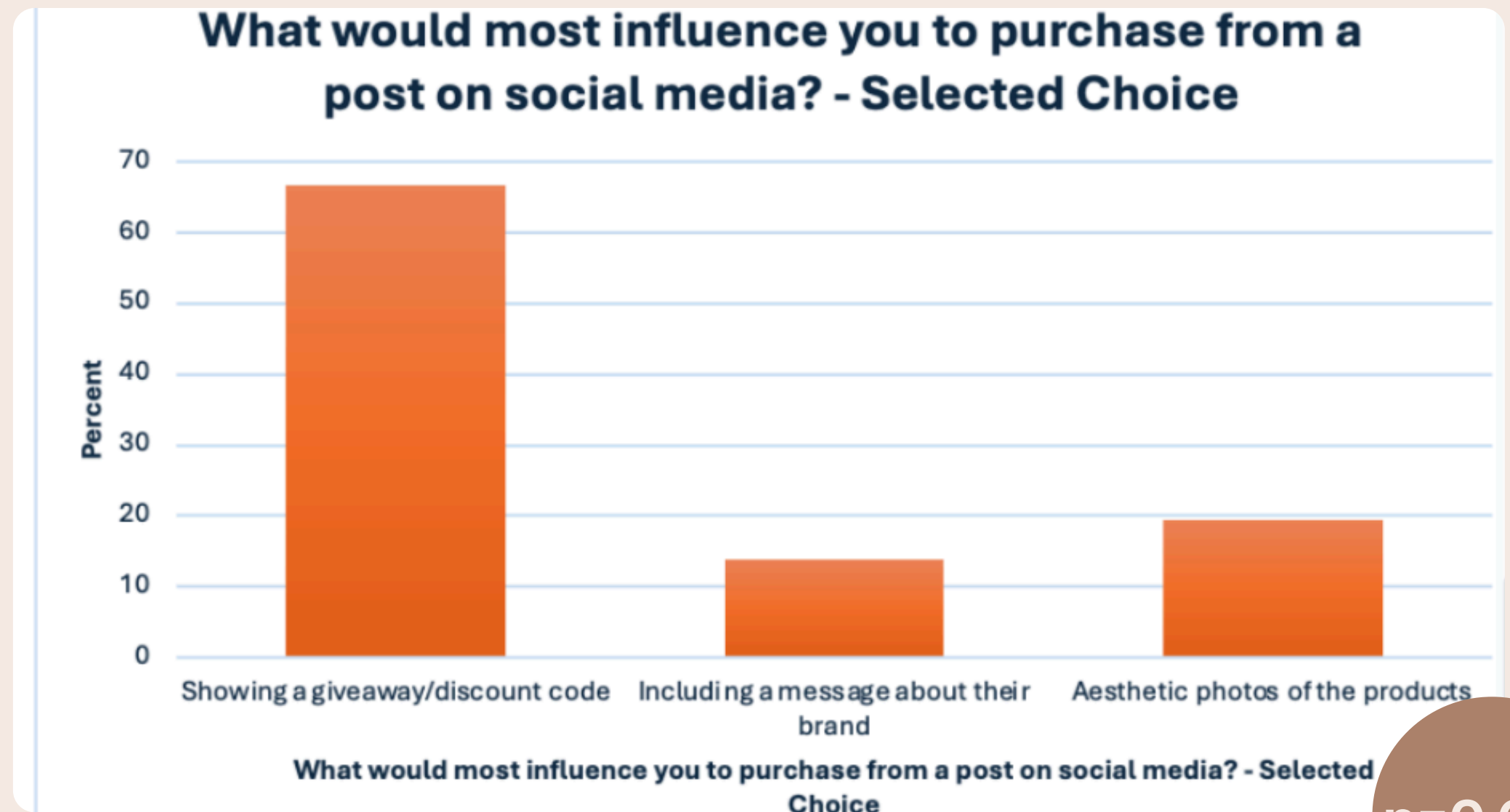
$p=0.019$

Most significant

Snapchat & Instagram

Most widely used overall

SOCIAL MEDIA FEATURES & INFLUENCE ON PURCHASE



Giveaway/Discount Code → 60% (n=9)

Aesthetic Photos → 20% (n=3)

Brand Messages → 20% (n=3)

$p=0.661$

ATTRIBUTES: COFFEE SHOP

- A frequency test was conducted to evaluate the coffee shop attributes using a Likert Scale (1-7).
- Price (M = 5.84), location (M = 5.54), customer service (M = 5.22), environment (M = 5.62), and coffee quality (M = 6.08) exceeded the midpoint of 4.
- Sustainability and eco-friendliness were not significant factors (M = 3.76).

Is _____ important when considering coffee shops, rate on a scale from 1-7.	Is Price important when considering coffee shops, rate on a scale from 1-7.	Is Location important when considering coffee shops, rate on a scale from 1-7.	Is Customer Service important when considering coffee shops, rate on a scale from 1-7.	Is Environment/ Ambience important when considering coffee shops, rate on a scale from 1-7.	Is Quality of Coffee important when considering coffee shops, rate on a scale from 1-7.	Is Sustainability/ Eco Friendly important when considering coffee shops, rate on a scale from 1-7.
Mean	5.84	5.54	5.22	5.62	6.08	3.76
Std. Deviation	1.21	1.26	1.67	1.74	1.36	1.88

Fig. 2

ATTRIBUTES: GRAY OWL COFFEE

- After conducting a significance test, the researchers noted that prices were not a statistically significant determinant when choosing Gray Owl ($M=5.69$)($p=0.35$)
- Location ($M=5.54$)($p=0.29$), Customer service ($M=5.22$)($p=0.38$), environment/ambience ($M=5.62$)($p=0.06$), quality of coffee ($M=6.08$)($p=0.14$), and sustainability/eco-friendliness ($M=3.76$)($p=0.29$) also followed this pattern.
- Drink preferences as a variable compared to the likelihood of Gray Owl customers proved not to be significant. Results are invalid due to limited sample data.

INDEPENDENT SAMPLES T-TEST

COMPETITIVE STATISTICAL ANALYSIS

Significant Competitors →

Yellow Dog → M=5.18

p=0.003

Dutch Bros → M=4.65

p=0.03

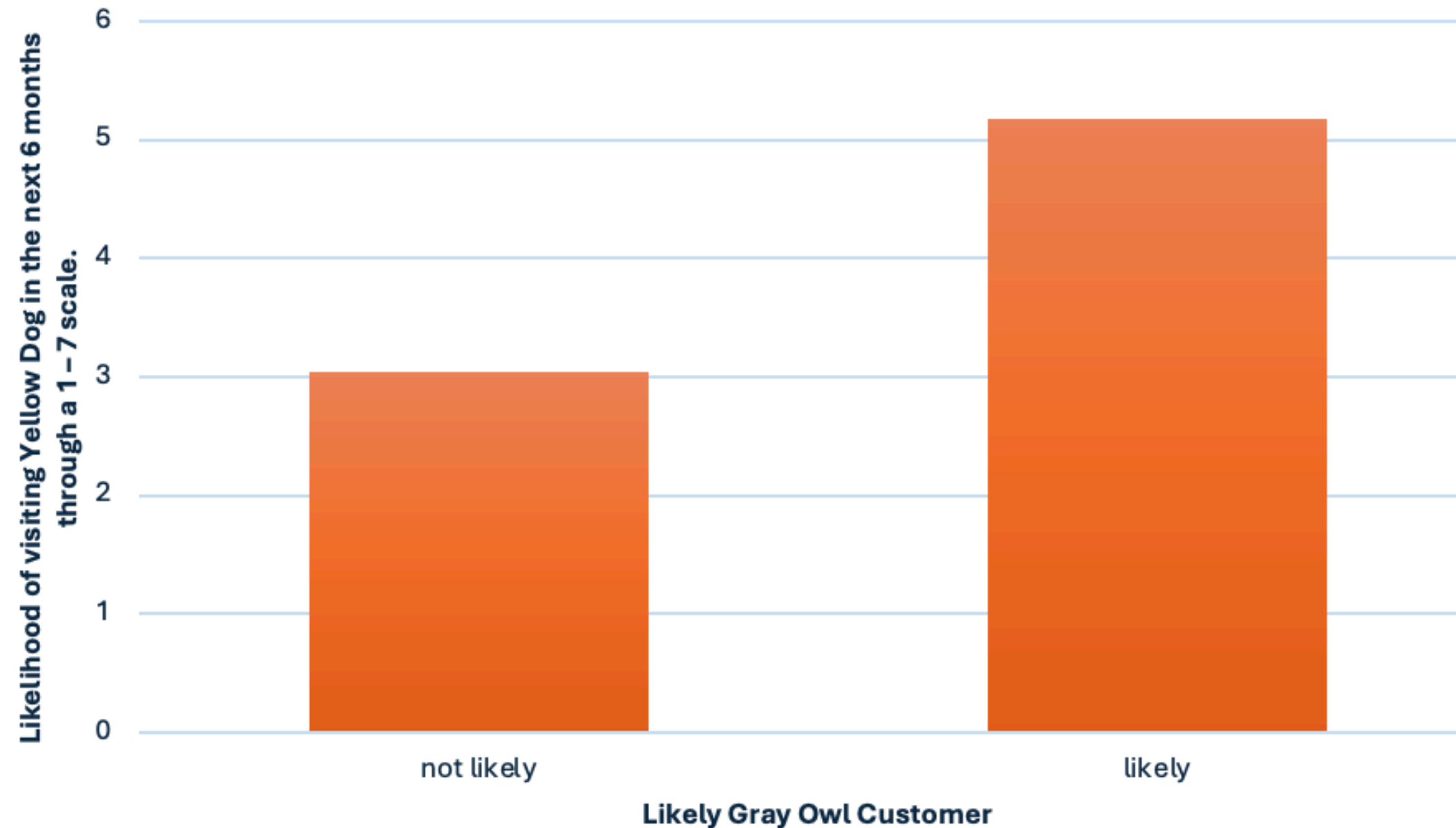
Not Significant Competitors →

Starbucks → M=5.24

p=0.33

Scooter's Coffee → M=3.00

p=0.39



RECOMMENDATIONS

Ambience - interior space, study-friendly design, vibes

- **Potential communication gap** for price, coffee quality, location, and customer service
- Consider similar marketing strategies to **Yellow Dog** and **Dutch Bros**

LIMITATIONS

Sample Issues

- 4.2% response rate (42/1,000)
- Small sample size reduces accuracy
- Sparse data in key items

Statistical Issues

- High mean importance ratings, but no significance
- Sample size too small for strong conclusions

Representation Issues

- Gender distribution not representative of OU student population
- Reduces ability to generalize results

Q&A



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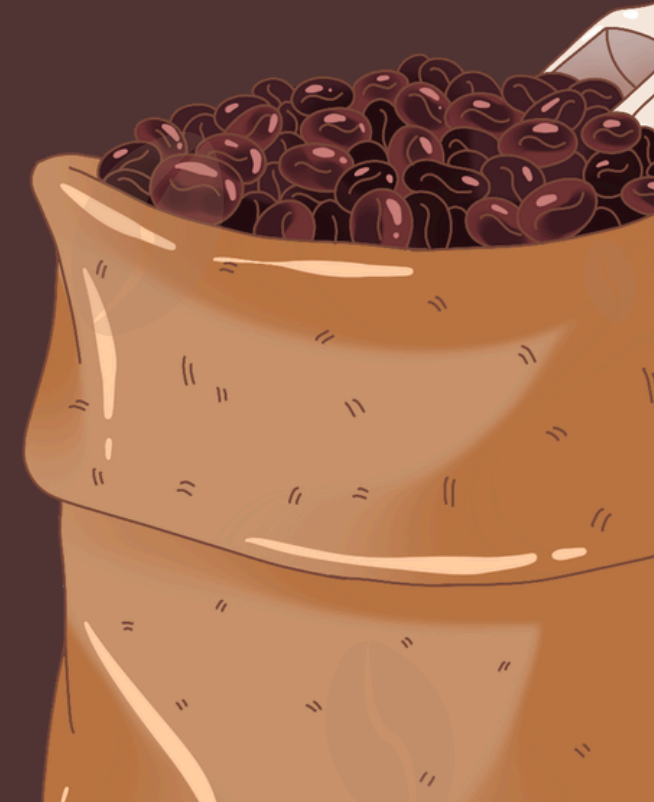
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Dallas & OKC areas





THANK YOU



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