

Executive Summary
Topeka Residents Entertainment Preferences and
Spending Habits Research Report

Prepared for:



Prepared by:

Washburn School of Business Marketing Research Class



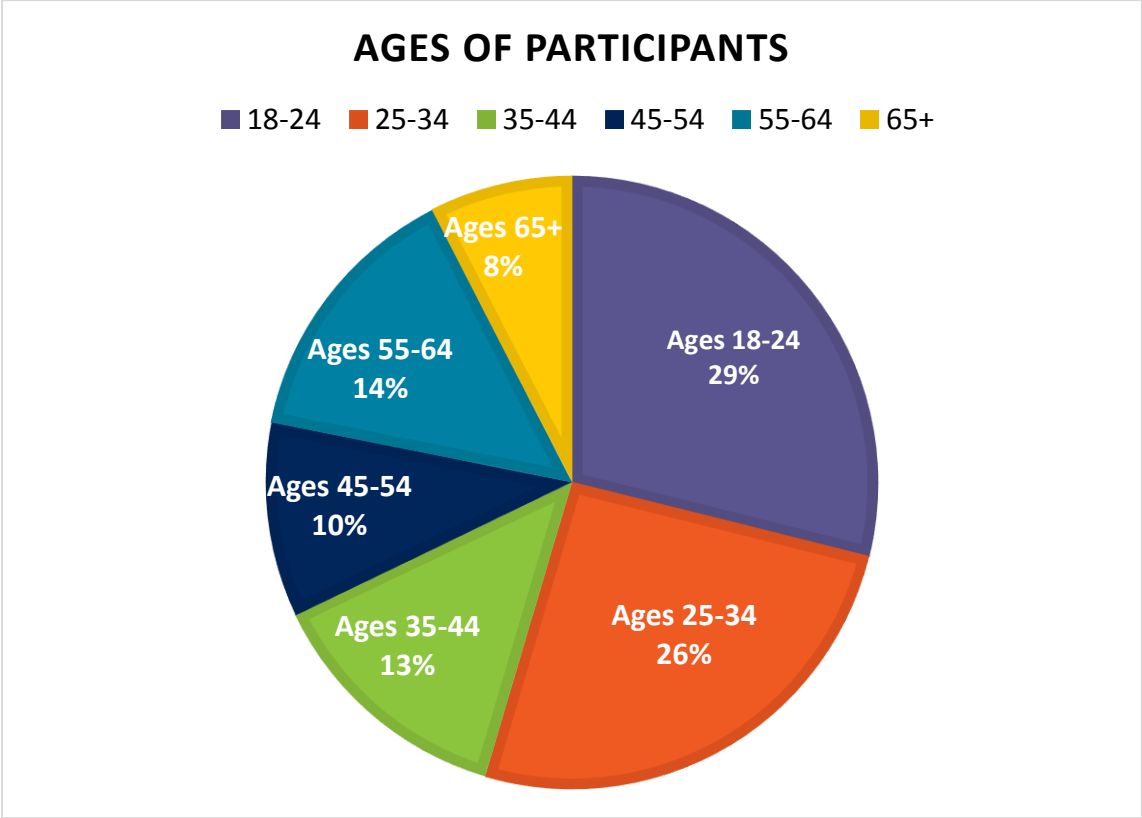
Washburn University's Marketing Research Class under the direction of Professor Tom Hickman partnered with Heartland Visioning in two research survey's regarding entertainment preferences and spending habits of Topeka residents.

- First Survey included 336 respondents almost all Washburn Students (ages 18-34)
- Second Survey included 664 respondents from a convenience sample of people in specific organizations
- Total respondents regarded in this executive report is 1,000

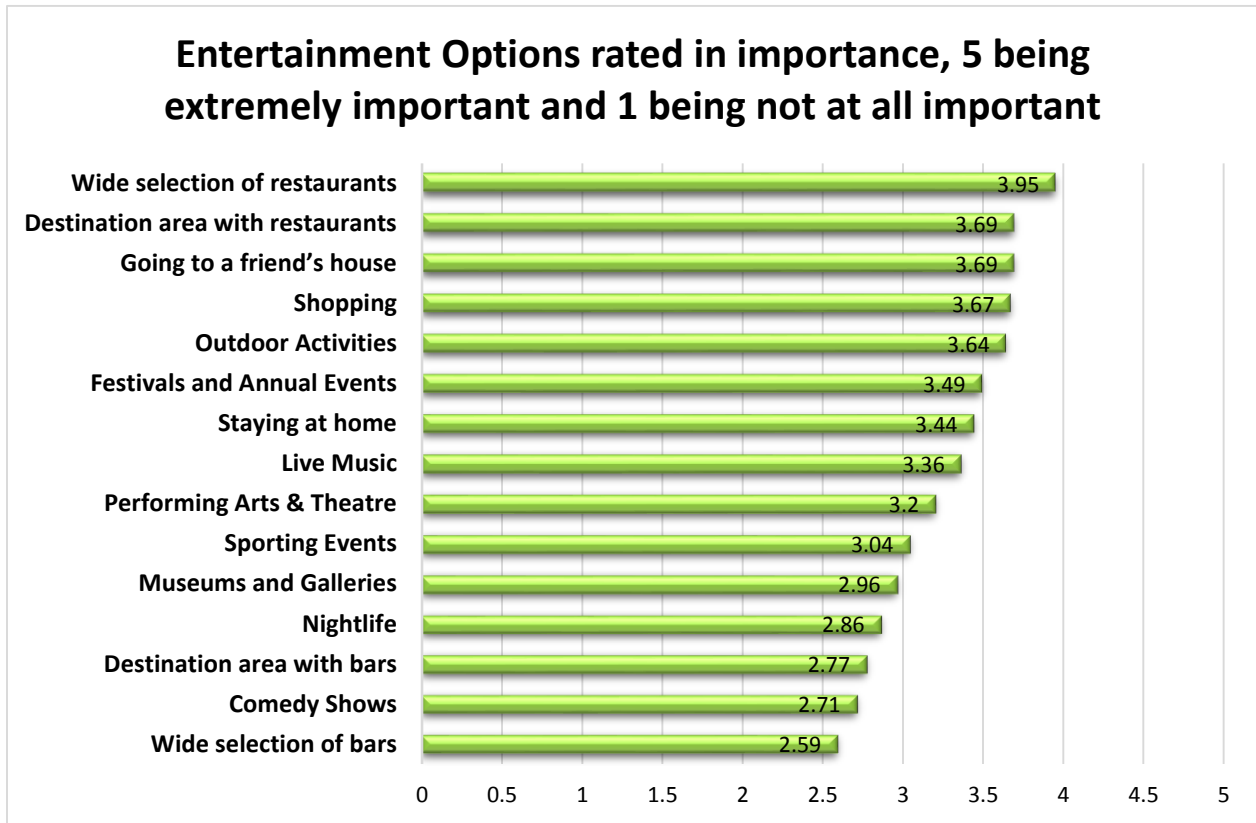
The following narrative and data were extrapolated from the full report to focus on the main points of influence for the efforts of Heartland Visioning. See the full reports at Heartlandvisioning.com.

Out of the 1000 total respondents

- 50.1% of participants were married
- 67.5% of participants were female
- Age Percentages were as follows

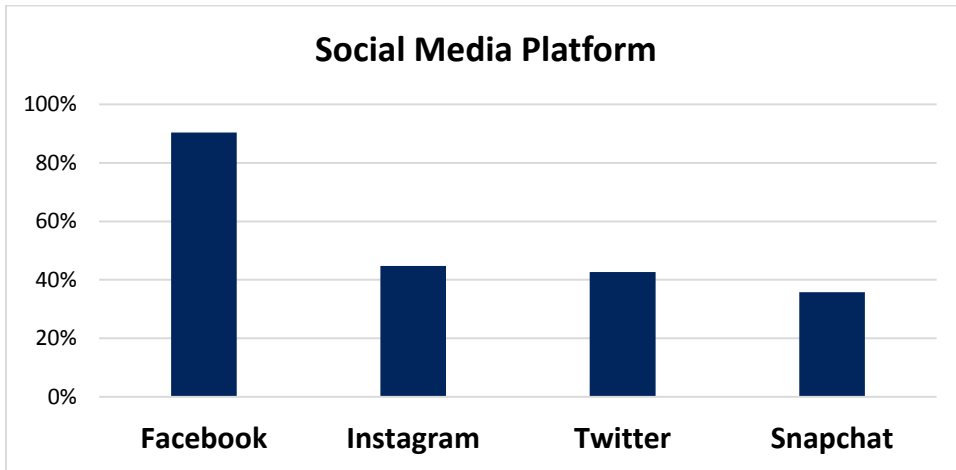


The following activities were rated in importance. On a scale of 1-5, 5 being extremely important and 1 being not at all important.

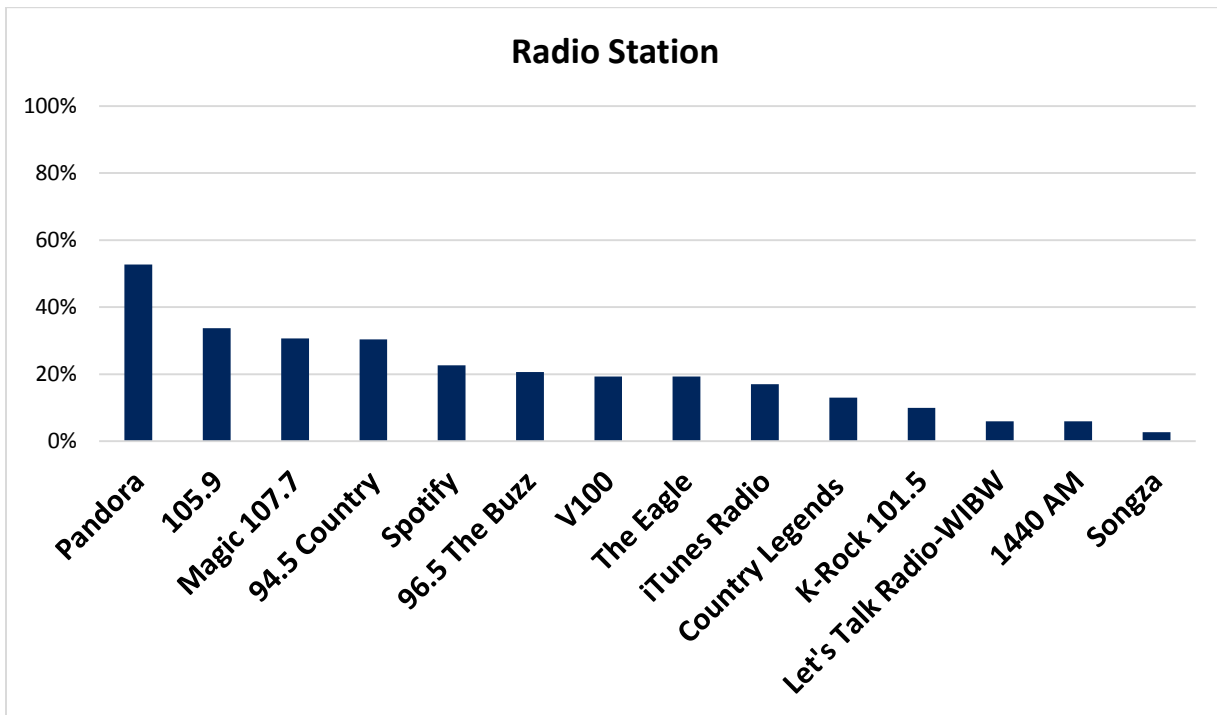


Entertainment Options Rated in Importance	5 Extremely important, 1 not at all important
Wide selection of bars	2.59
Comedy Shows	2.71
Destination area with bars	2.77
Nightlife	2.86
Museums and Galleries	2.96
Sporting Events	3.04
Performing Arts & Theatre	3.2
Live Music	3.36
Staying at home	3.44
Festivals and Annual Events	3.49
Outdoor Activities	3.64
Shopping	3.67
Going to a friend's house	3.69
Destination area with restaurants	3.69
Wide selection of restaurants	3.95

Where do people get information? Out of the 1,000 respondents, the following percentages reflect the use of platforms.

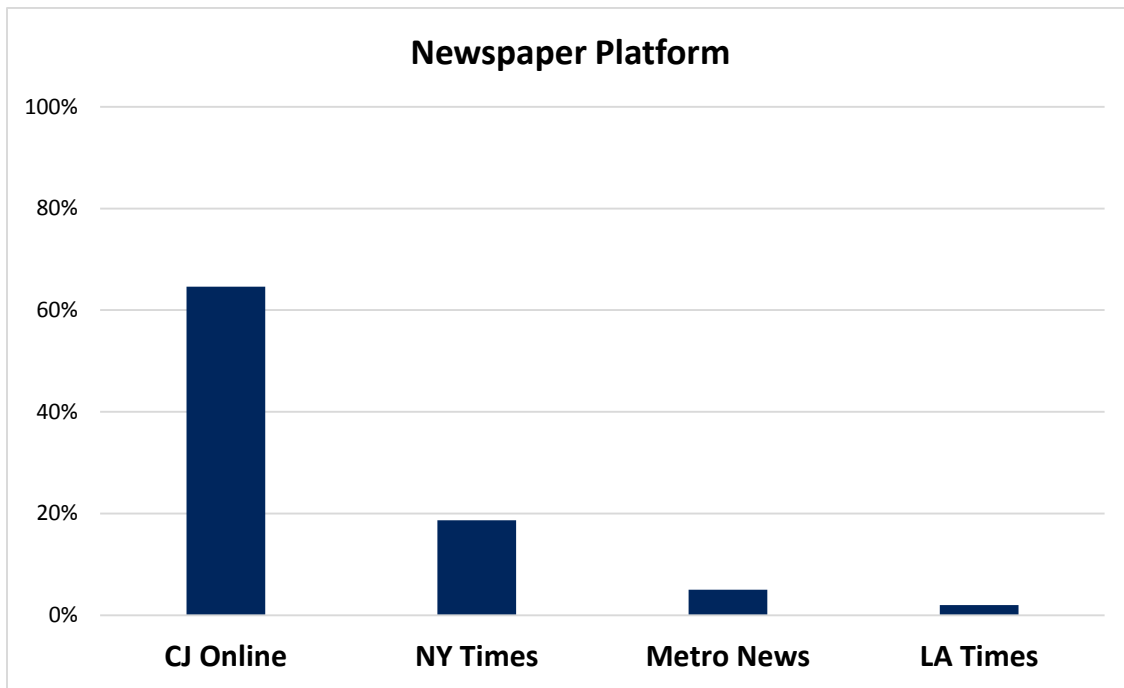


Social Media Platform	Total
Facebook	90.34%
Instagram	44.74%
Twitter	42.71%
Snapchat	35.78%

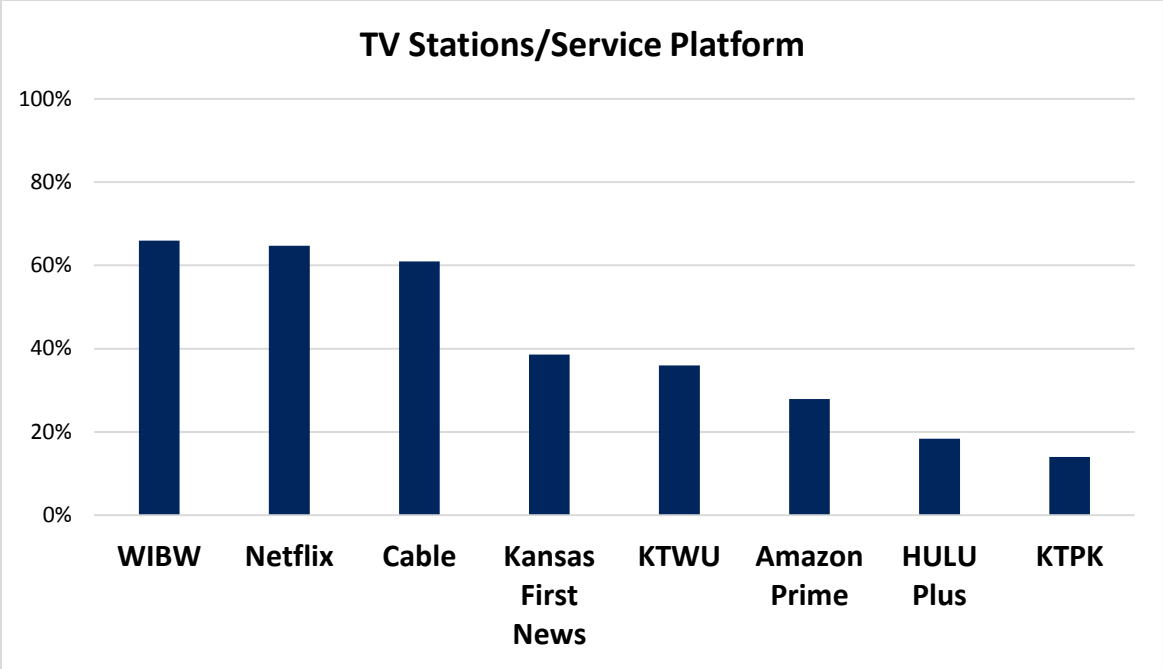


Radio Station	Total
Pandora	52.70%

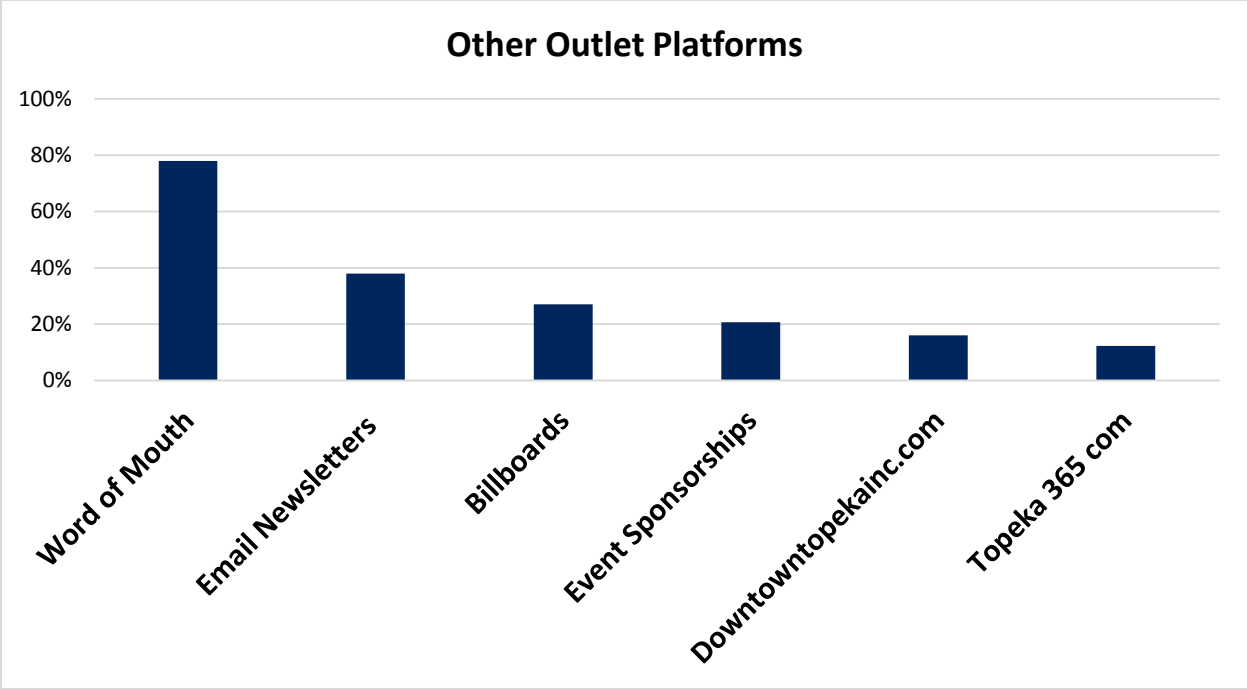
105.9 KISS-FM	33.72%
Magic 107.7	30.65%
94.5 Country	30.37%
Spotify	22.70%
96.5 The Buzz	20.69%
V100	19.33%
The Eagle	19.31%
iTunes Radio	17.03%
Country Legends	13.00%
K-Rock 101.5	10%
Let's Talk Radio-WIBW	5.98%
1440 AM	5.98%
Songza	2.67%



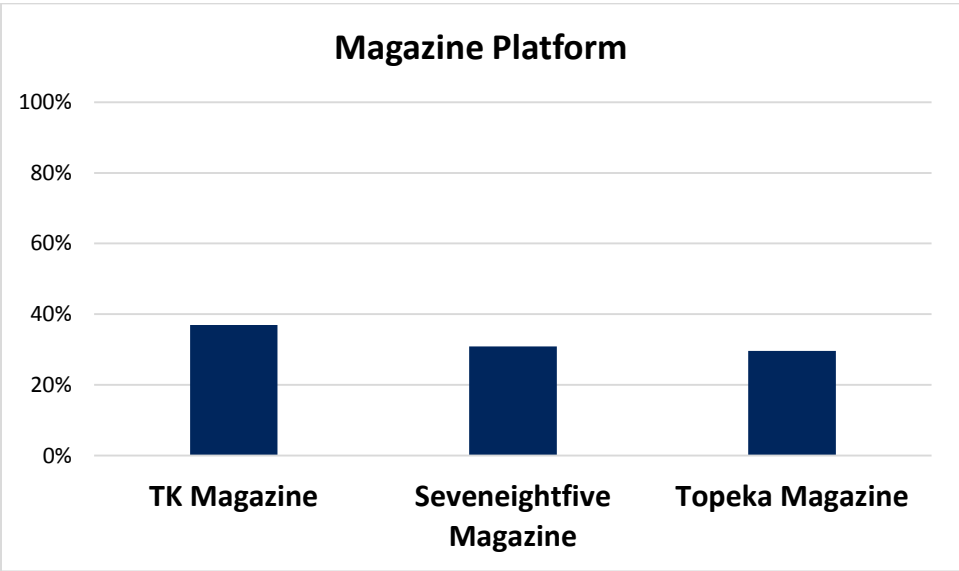
Newspaper Platform	Total
CJ Online	64.62%
NY Times	18.69%
Metro News	5%
LA Times	2%



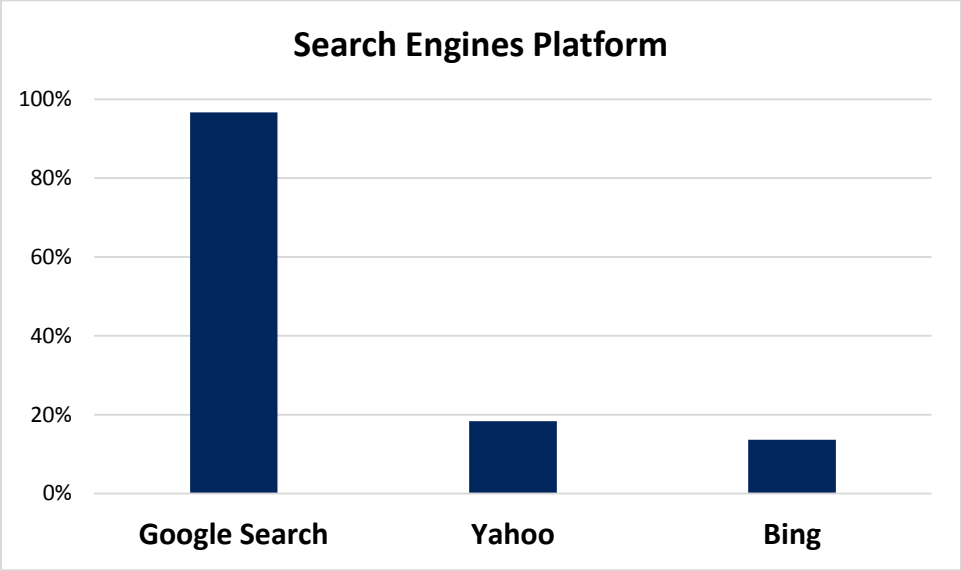
TV Stations/Service Platform	Total
WIBW	65.93%
Netflix	64.70%
Cable	60.93%
Kansas First News	38.61%
KTWU	35.93%
Amazon Prime	27.92%
HULU Plus	18.35%
KTPK	13.96%



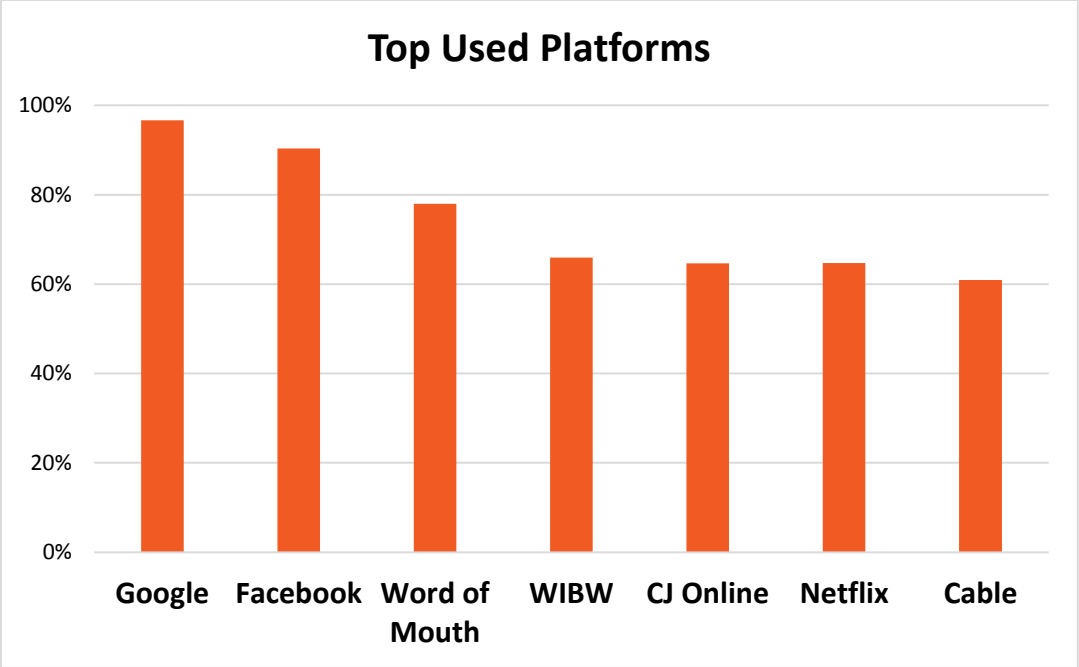
Other outlets platform	Total
Word of Mouth	77.96%
Email Newsletters	37.94%
Billboards	27.01%
Event Sponsorships	20.65%
Downtowntopekainc.com	15.95%
Topeka 365 com	12.31%



Magazine Platform	
TK Magazine	36.90%
Sevneightfive Magazine	30.91%
Topeka Magazine	29.62%



Search Engines Platform	Total
Google Search	96.67%
Yahoo	18.31%
Bing	13.65%

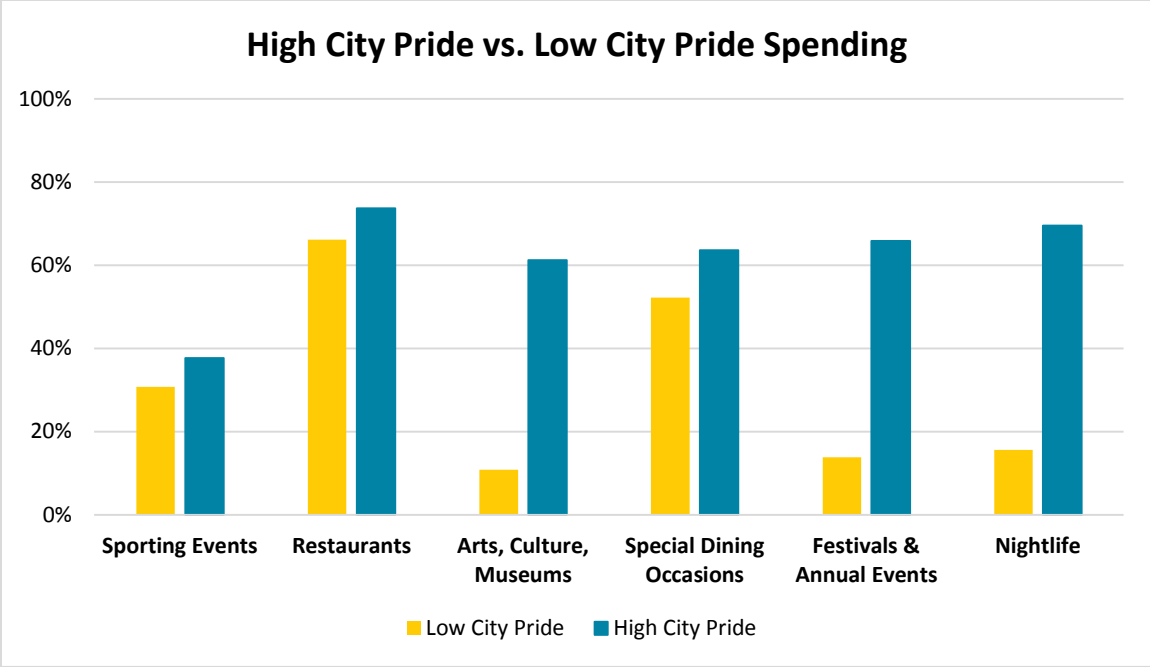


Top Used Platforms	Total
Google	96.67%
Facebook	90.34%
Word of Mouth	77.96%
WIBW	65.93%
CJ Online	64.62%
Netflix	64.70%
Cable	60.93%

*Youtube was not measured, however, it is the second largest search engine after Google.

City Pride and Positive Word of Mouth

Once respondents were divided into their respective groups, either High City Pride or Low City Pride, they determined what percentage of spending dollars each group would invest in Topeka, as opposed to going somewhere else. If a person had higher city pride they were more likely to spend more money in Topeka in all of the following categories: Restaurants, Arts, Culture, Museums, Special Occasion Dining, Festivals & Annual Events, Nightlife and Sporting Events. Below shows the average percentage of more money spent in Topeka with a higher city pride than with low city pride.



Spending Category	Low City Pride	High City Pride
Sporting Events	30.72%	37.66%
Restaurants	66.14%	73.70%
Arts, Culture, Museums	10.79%	61.26%
Special Dining Occasions	52.23%	63.64%
Festivals & Annual Events	13.86%	65.82%
Nightlife	15.57%	69.52%

“55% of a respondent’s positive word of mouth score can be explained by their city pride. This value is very high, and means that increasing city pride among Topeka residents would also increase their positive word of mouth. If City pride was increased for the number of Topeka residents, and that led to an increase in positive word of mouth, then there would potentially be a great economic benefit for the community of Topeka. More residents would likely begin spending their money locally, rather than going somewhere else for these occasions” (Research Report, Topeka Residents Entertainment and Spending Preferences, p. 7).

