Research Report

Topeka Millennials –
Entertainment Preferences and Spending Habits

Prepared for:

Prepared by:

Washburn School of Business Marketing Research Class

Introduction

We conducted a study for our Marketing Research class which partnered with Heartland Visioning to understand what millennials are looking for in the entertainment industry. We described the millennials as individuals between the ages 18-34. Our intent for conducting these surveys was to determine the spending habits and entertainment preferences of millennials in the Topeka area. We were also trying to determine some of the underlying components that attract millennials to the surrounding cities such as Manhattan, Lawrence and Kansas City. The surveys also allowed us to gain a better understanding of how millennials feel about the current entertainment selections in Topeka.

Within the research survey there were 7 key research questions which are as follows:

1) What do Topeka-based Millennials want in entertainment options?
2) How much do Topeka-based Millennials spend when they go out on a typical night?
3) How much do Topeka-based Millennials spend when they go out for a special occasion?
4) How do Topeka-based Millennials find out about entertainment in Topeka?
5) How often do Topeka-based Millennials go out for entertainment?
6) What percentage of money do Topeka-based Millennials spend in Topeka as compared to other cities in key entertainment categories?
7) Do differences exist in Topeka city pride among Topeka-based Millennials and, if so, do those differences translate into any differences as they relate to other questions asked in the research study?

A related aim of this study was to gain a better insight as to why millennials are leaving Topeka, and what entertainment items Topeka can offer to keep these members in the community. In the next section, we will highlight the methodology used for the study, following the methodology will be a brief presentation of the results these include: analysis to characterize the demographics of the 336 surveys completed by Topeka-based millennials, cluster analysis which is the process of segmenting the respondents based on what entertainment categories/options they find most important. Within that analysis the data will demonstrate the key differences between the clusters and the media preferences which highlights the top media

outlets to use to target the respective clusters. Following this, the study will also include a discussion and recommendations for the target and secondary markets. The qualitative section will explain that these interviews were conducted independently of the main survey research in order to gain a more in-depth understanding of how Topeka-based Millennials perceive Topeka entertainment options. Lastly, our report will cover the limitations of the study and future research which should be conducted.

Methodology

In the context of this research, both quantitative and qualitative data have been used to answer the key research questions associated with the study. Most of the analysis was completed using surveys that could be analyzed quantitatively. A secondary study, described later in the report, was conducted using one-on-one interviews

The data for this study was collected using various means. The first method used was by recruiting respondents for the survey through the Washburn announcement newsletter called "Bod Talk" which is a campus wide newsletter that is distributed weekly on Tuesday nights. This was done for three consecutive weeks. Next, our class was broken into smaller groups and each group was assigned to collect responses by contacting Washburn University WU101 courses. WU101 is a preparatory class for new students which prepares them for success during their college career. We also emailed other classes which consisted of students in various years including: freshman, sophomore, junior, senior and graduate level. In addition to these methods, we reached out to other Washburn students, friends, family and members of the young professional networking organization Fast Forward. We only included data in the analysis from the Fast Forward respondents if they lived in Topeka and were between the ages of eighteen and thirty-four.

We began the survey, which can be found in the Appendix, by asking respondents to confirm that they were at least 18 years old. The next section of the survey involved asking individuals to give a percentage of how much they spend between four main cities, Topeka, Lawrence, Manhattan, and Kansas City, as well as any other cities which they may go to. In the next part of the survey, we asked respondents to rank the importance of their entertainment options among fifteen categories on a Likert scale. "A Likert-type scale assumes that the

strength/intensity of experience is linear, i.e. on a continuum from strongly agree to strongly disagree, and makes the assumption that attitudes can be measured" (McLeod).

The scale choices for our survey were as followed: (1) not at all important; (2) slightly important; (3) moderately important; (4) very important; (5) extremely important. "Respondents may be offered a choice of five to seven or even nine pre-coded responses with the neutral point being neither agree nor disagree. In it[s] final form, the Likert Scale is a five (or seven) point scale which is used to allow the individual to express how much they agree or disagree with a particular statement" (McLeod). Some of the categories used to answer these questions include: wide selection of bars, shopping, outdoor activities, staying at home and live music.

Respondents were also asked to expand on their entertainment spending and frequency of going out in a given month. These preferences were addressed by asking questions from six different spending categories. Some of these included restaurant spending, special occasions, and nightlife. Following that were a series of questions dealing with respondents feelings towards Topeka. These questions were written with a previously validated scale which measured individual city pride and then modified for the context of Topeka. These responses were measured on a Likert scale similar to the scale previously stated. Next, the survey was written to determine the average tenure of Topeka residents and their corresponding household size. After this, we wanted to the learn the most common utilization of social media accounts, newspapers, radio stations, TV stations, search engines and local magazines as well as other sources of information pertaining to entertainment preferences. The remaining questions in the survey include basic demographic questions such as age, gender, marital status, household income and education level. For a complete view of the full survey please view the appendix.

Results

There was a total of 645 people that started taking the survey when it was sent to them. Out of those 645 a total of 336 were completed by Topeka-based millennials. Of those surveys, the balance were completed by non-residents, non-millennials, or the survey was left incomplete. It is important to note that the 336 surveys completed by Topeka-based millennials were used for the analysis of this report.

Demographic	Number of Respondents	% of Respondents
Married	50	14.90%
Single	258	76.80%
Cohabilitating	11	3.30%
Domestic Partnership	9	2.70%
Other	8	2.40%
Male	99	29.50%
Female	237	70.50%
College Student (Yes)	282	83.90%
College Student (No)	54	16.10%
Income		
Less than $25,000	175	52.40%
$25,000 - $49,999	64	19.00%
$50,000-$74,999	37	11.00%
$75,000-$99,999	31	9.20%
$100,000 or more	28	8.30%
Age		
18-24	263	78.30%
25-34	73	21.70%
35-44	0	0.00%
45-54	0	0.00%
55-64	0	0.00%
65 +	0	0.00%
Freshman	44	15.70%
Sophomore	36	12.80%
Junior	73	26.00%
Senior	111	39.50%
Graduate Student	17	6.00%

The above table shows the various demographics of the respondents to the survey. Many are just as expected, such as age ranges only from 18-34 and mostly single. The gender ratio is something to possibly take into consideration, with an uneven amount of the respondents being women (237:99). 83.9% of the respondents were college students; this is not something to be concerned as the target audience was Topeka Millennials, and a large portion of those are college students.

Along with the characteristics of our respondents we also wanted to evaluate their City Pride. We measured the respondents City Pride by having each respondent answer three questions on a scale of 1 to 7 then we took the average of those 3 response for each respondent. Once we found each respondent's City Pride score we dichotomized it using median split. Median split means we found the median value of all the computed City Pride scores to get a range to assign respondents to either High City Pride or Low City Pride.

We found that the median for City Pride was 2.67. Therefore, the range for High City Pride respondents was any respondent with a City Pride score from 1-2.67, then the remaining respondents whose City Pride scores fall between 2.68-7 are classified as Low City Pride. As a reference 1 = High City Pride and 7 = Low City Pride.

After splitting the respondents into High City Pride and Low City Pride we found each groups average spending in each of the Topeka Areas. We wanted to see what percentage of their entertainment dollars each group was investing in Topeka. The Chart below outlines our findings. For example, respondents categorized as high in city pride spend 75.61% of the entire restaurant spending within Topeka and slightly less than 25% outside of Topeka. Conversely, respondents categorized as low in city pride only spend 64.5% of their restaurant dollars in Topeka.

Spending Category	Low City Pride	High City Pride
Restaurants	64.50%	75.61%
Art, Culture, & Museums	43.45%	54.39%
Special Occasion Dining	46.83%	58.81%
Festivals & Annual Events	40.59%	57.30%
Nightlife	47.32%	61.57%
Sporting Events	28.86%	31.50%

Next, we used our City Pride score to see what impact it had on Topeka's residents Positive Word of Mouth score. We had City Pride as our independent variable, which is our predictor, and the Positive Word of Mouth as the dependent variable, which is the predicted variable. After running the test we found that the R-Squared was .578. This means that their City Pride score can explain 58.7% of a respondent's Positive Word of Mouth Score. This is a really

high percentage for any single variable and a very good result. This is interesting and significant because it shows that if we can increase City Pride among Topeka Residents, we can increase their Positive Word of Mouth.

Participants were also asked to rank the importance of fifteen entertainment categories. The table below shows the results of ranking each entertainment category on a scale of one to five, five being extremely important. The scores shown above are the average of all 336 participants' scores. On average, Going to a Friend's House showed the most significant entertainment category with a 3.75 rating of importance. The second most important entertainment category the average of 336 participants ranked was Wide Selection of Restaurants at 3.67. This rating shows the importance for millennials to have access to a Wide Variety of Restaurants in the Topeka area. Another important entertainment category for millennials resulting in an average importance rating of 3.58 was Shopping. Increasing shopping opportunities for millennials would be beneficial to keep them in the Topeka area after graduating.

Entertainment Category	Average Importance
Going to a Friend's House	3.75
Wide Selection of Restaurants	3.67
Shopping	3.58
Outdoor Activities	3.54
Destination Area with Restaurants	3.52
Staying at Home	3.47
Live Music	3.21
Festivals & Annual Events	3.18
Sporting Events	3.1
Nightlife	2.97
Destination Area with Bars	2.66
Performing Arts &Theater	2.65
Comedy Shows	2.65
Wide Selection of Bars	2.59
Museums/Galleries	2.53

1= Not at all Important; 5 = Extremely Important

After analyzing the average importance rating of the fifteen entertainment categories, comedy shows, wide selection of bars and museums and galleries presented to be the least important to the 336 millennials who completed the surveys. The average importance rating for comedy shows was 2.65, wide selection of bars at 2.59, and then museums and galleries at 2.53.

Comedy Shows usually serve as a special occasion event; therefore, having comedy shows available in the Topeka area is less important. The second least important entertainment category, Wide Selection of Bars, confirms that millennials do not need a variety of bars to keep them in the area after graduation. The lowest average importance rating was 2.53 for Museums and Galleries. Museums and Galleries ranked last out of fifteen entertainment categories for the importance of having them accessible for millennials.

Cluster Analysis

Cluster analysis is the process of segmenting the respondents based on what entertainment options, such as restaurant and bar selection to sporting and art activities, they find most important. Using this categorizing method lets us differentiate groups based on the way the data was received. The question that we were seeking to answer was as basic as "What do millennials find important in terms of entertainment options and how much do they spend when they go out?" We used a list of 15 entertainment categories/descriptions that we asked the respondents to rate on a five-point importance scale with "Not at all that important" and "Extremely important" serving as the extremes. We looked at the results from these 15 entertainment categories to see if any of these options are statistically more important than other options using cluster analysis. We wanted to use these entertainment categories and cluster the respondents who answered them into segments using a computer program called SPSS and cluster analysis. The idea behind cluster analysis is to have the least number of segments that still have managerially meaningful differences across segments. We concluded with four segments that stood out and had managerial differences. These segments we would later go on to be named…

1: Homebodies

2: Party Animals

3: Entertainment Seekers

4: Culture and Dining

Homebodies

Cluster 1: Homebodies	
Entertainment Category	Average Importance
Wide selection of restaurants	3.19
Wide selection of bars	1.63
Nightlife	1.83
Museums and Galleries	2.17
Art and Theatre	1.98

Cluster One made up 25% of the sample and received its name of Homebodies because they seek the fewest entertainment options. They scored highest in terms of having city pride for Topeka, but they also ranked staying home or at a friend's house the highest out of all entertainment options in Topeka. Even so, this segment does go out about eight times per month.

Party Animals

Cluster 2: Party Animals	
Entertainment Category	Average Importance
Wide selection of restaurants	3.41
Wide selection of bars	3.18
Nightlife	3.23
Museums and Galleries	3.31
Art and Theatre	1.86

The data above shows the reason why we named Cluster 2; Party Animals, which made up 26% of the sample. Compared to all the entertainment options this group chose to rank the Selection of Restaurants, wide selection of bars and Nightlife more than others with an exception Museums and Galleries. The Party Animals cluster also has the lowest City Pride score.

Entertainment Seekers

Cluster 3: Entertainment Seekers	
Entertainment Category	Average Importance
Wide selection of restaurants	4.43
Wide selection of bars	4.00
Nightlife	4.19
Museums and Galleries	2.90
Art and Theatre	3.17

Cluster Three made up 24% of the sample and is named the Entertainment Seekers because it generally rated forms of entertain higher than all of the other clusters except for Art and Theatre, Museums and Galleries and Festivals.

Culture and Dining

Cluster 4: Culture and Dining	
Entertainment Category	Average Importance
Wide selection of restaurants	3.69
Wide selection of bars	1.59
Nightlife	2.67
Museums and Galleries	3.42
Art and Theatre	3.75

The data above shows the reason why we named this cluster, which made up 25% of the sample, the Culture and Dining segment. Compared to all the other 15 entertainment options this group chose to rank the Selection of Restaurants, Museums and Galleries, and Art and Theatre much higher than other options.

Characteristics of the Clusters

This section details some of the key differences between the clusters based on the number of nights each cluster goes out per month, how much they spend, and their media preferences.

	City Pride	Positive Word of Mouth
1 Homebodies	2.85	3.37
2 Party Animals	3.41	4.07
3 Entertainment Seekers	2.93	3.70
4 Culture and Dining	2.93	3.50

City Pride and Word of Mouth are represented in this table for each cluster. The rating ranged from one through seven. The highest level of city pride or positive work of mouth possible is a response of 1 while the lowest level of city pride or positive word of mouth is a response of 7. The second column, Positive Word of Mouth measures the likelihood of members of that cluster saying positive things about Topeka. In other words, the lower the score the more city pride and the more likely to engage in positive word of mouth about Topeka. For most clusters the City Pride score is somewhat high. Party Animals have the lowest City Pride score and were at about the midpoint of the seven point scale. The same pattern followed for the likelihood of saying positive things about Topeka. Disappointingly, none of the segments reported a particularly high likelihood of positive word of mouth regarding Topeka. The Homebodies were the most likely to engage in positive word of mouth while Party Animals were the least likely.

Clusters	Nights Per Month	Typical Evening Spending	Special Occasion Spending
1 Homebodies	7.73	$30.73	$49.92
2 Party Animals	9.75	$38.52	$65.98
3 Entertainment Seekers	12.30	$35.09	$77.74
4 Culture and Dining	7.99	$34.25	$65.08

This table describes the spending behavior for each cluster. Entertainment seekers go out the most on average of 12.30 nights per month. They typically spend more on special occasions compared to the others. The Homebodies spend the lowest overall.

Social Media Platform	Homebodies	Party Animals	Entertainment Seekers	Culture and Dining	Total
Facebook	87%	95%	93%	91%	91%
Twitter	47%	61%	59%	47%	54%
Snapchat	54%	79%	78%	47%	65%
Instagram	59%	69%	72%	49%	62%

The table shows the percentage of cluster members that use the various platforms. Facebook over powers the social media platform for the Homebodies, party animals, entertainment seekers, and culture and dining groups. Twitter, Snapchat, and Instagram are most likely used by Party Animals and Entertainment Seekers.

Newspaper Platform	Homebodies	Party Animals	Entertainment Seekers	Culture and Dining	Total
CJ Online	45%	54%	67%	52%	54%
Metro News	1%	3%	3%	4%	3%
NY Times	18%	20%	29%	28%	24%
LA Times	4%	1%	6%	5%	4%

For each cluster CJ Online is the main newspaper preference. The NY Times newspaper provided the second highest ratings which is probably due to the fact that Washburn students have free access to the NY Times newspaper.

Radio Stations Platform	Homebodies	Party Animals	Entertainment Seekers	Culture and Dining	Total
V100	17%	12%	24%	20%	18%
Magic 107.7	15%	22%	31%	37%	26%
K-Rock 101.5	7%	7%	9%	17%	10%
The Eagle	8%	14%	11%	20%	14%
Let's Talk Radio – WIBW	1%	3%	1%	4%	2%
94.5 Country	30%	55%	50%	19%	39%
Pandora	57%	69%	65%	59%	62%
iTunes Radio	21%	28%	37%	17%	25%
Spotify	17%	30%	41%	31%	30%
Songza	2%	2%	7%	4%	4%
Country Legends	12%	10%	14%	9%	11%
105.9	37%	48%	63%	40%	47%
96.5 The Buzz	21%	21%	27%	35%	26%
1440 AM	2%	2%	1%	2%	2%

Pandora is the top radio station for all four clusters. Radio station 94.5 Country has higher ratings with Entertainment Seekers and Party Animals. Pertaining to all four clusters the lowest ratings consisted of Talk radio 1440 AM.

Magazine Platform	Homebodies	Party Animals	Entertainment Seekers	Culture and Dining	Total
TK Magazine	8%	14%	12%	15%	13%
Topeka Magazine	19%	10%	21%	18%	17%
Seveneightfive Magazine	7%	6%	7%	16%	9%

The Topeka Magazine is main preference for cluster one, three and four. TK magazine interests cluster two, or the Party Animals.

Search Engines Platform	Homebodies	Party Animals	Entertainment Seekers	Culture and Dining	Total
Google Search	98%	100%	96%	99%	98%
Yahoo	12%	10%	17%	12%	13%
Bing	6%	11%	9%	8%	9%

For all clusters Google search engine is used more than Yahoo and Bing. Entertainment Seekers compared the Homebodies and Culture and Dining choose Yahoo search engine.

TV Stations/ Services Platform	Homebodies	Party Animals	Entertainment Seekers	Culture and Dining	Total
WIBW	42%	51%	47%	53%	48%
Kansas First News	19%	23%	21%	31%	24%
KTPK	1%	6%	4%	4%	4%
KTWU	16%	6%	20%	29%	18%
Cable	35%	52%	49%	38%	43%
Netflix	61%	86%	81%	68%	74%
HULU Plus	20%	23%	30%	20%	23%
Amazon Prime	20%	21%	25%	22%	22%

Party animals especially enjoy Netflix, which is one of the top favorites for TV Stations/ Services Platform followed by Cable. The lowest rating is KTPK.

Other Outlets Platform	Homebodies	Party Animals	Entertainment Seekers	Culture and Dining	Total
Billboards	30%	17%	46%	22%	29%
Event Sponsorships	12%	15%	21%	15%	16%
Email Newsletters	19%	14%	32%	25%	22%
Topeka365.com	4%	8%	5%	11%	7%
Downtowntopekainc.com	4%	3%	4%	7%	4%
Word of Mouth	67%	66%	75%	62%	68%

Word of Mouth is the main preference for each cluster. Downtowntopekainc.com and Topeka365.com are the lowest information outlets. Entertainment Seekers utilize Billboards to find out what's going on in Topeka.

Media Outlets by Cluster

This section details the media outlets that are used most often by cluster.

Best Media Outlets	Homebodies
Google Search	98%
Facebook	87%
Word of Mouth	67%
Instagram	59%
Pandora	57%

Google search is a number one selection for targeting the Homebodies market. Facebook would be the second best option to advertise information about Topeka. Word of mouth will inform a little more than over half of the cluster one population. Instagram and Pandora are the lower options of reaching out to the Homebodies.

Best Media Outlets	Party Animals
Google Search	100%
Facebook	95%
Snapchat	79%
Instagram	69%
Word of Mouth	66%

Party animals enjoy using Google and Facebook. Heartland Visioning should emphasize Snapchat to help attract other millennials such as the Homebodies and the culture and dining to Topeka. Word of mouth can also be another option to capture the audience of cluster two.

Best Media Outlets	Entertainment Seekers
Google Search	96%
Facebook	93%
Snapchat	78%
Instagram	75%
Word of Mouth	72%

Heartland Visioning should use Google Search and Facebook with communicating to this cluster. Entertainment seekers strongly believe in Word of Mouth and Instagram to explore new information. These percentages are higher compared to the rest of the clusters. Entertainment seekers who utilize the two media outlets can help attract more millennials.

Best Media Outlets	Culture and Dining
Google Search	99%
Facebook	91%
Word of Mouth	62%
Pandora	59%
WIBW	53%

To target the Culture and Dining group Heartland Visioning should focus on using Google Search and Facebook. Cluster four doesn't focus much on Word of Mouth. Pandora is a better media outlet when targeting the culture and dining population. Heartland Visioning should market WIBW because it attracts over half of the population pertaining to cluster four.

Discussion and Recommendations

This section includes a discussion on the pros/cons of targeting the respective clusters. In addition, recommendations will be made as to which clusters should be targeted and which media sources will be the most effective to reach that segment.

Primary Target Market - Homebodies

The Homebodies were given that name because, compared to the other segments, they do not go out or enjoy nightlife entertainment as much. The primary benefit of choosing the Homebodies is that, although they do not go out as frequently as the other segments, according to the findings from our research, we found that Homebodies still go out approximately 7 to 8 times per month and generally spend only slightly less money than the other segments. What differentiates the Homebodies from the other segments is that when they do go out, they are more likely to stay in Topeka. Marketing entertainment to the Homebodies offers the benefit that they are more likely to partake in that entertainment if it is in Topeka.

Specifically, the table below demonstrates that in most categories that the Homebodies spend a greater percentage of their entertainment dollars in Topeka than do the other segments. This is particularly noticeable in the spending categories of special occasion dining and festivals/annual events.

Spending Category	Homebodies	Party Animals	Entertainment Seekers	Culture and Dining
Restaurants	73.6%	69.7%	65.3%	72.4%
Art, Culture, & Museums	50.5%	42.0%	47.6%	56.7%
Special Occasion Dining	60.5%	49.9%	45.6%	56.2%
Festivals & Annual Events	57.1%	42.9%	41.4%	55.7%
Nightlife	61.7%	52.9%	47.7%	56.5%
Sporting Events	34.1%	18.4%	29.5%	39.1%

The primary con for choosing the Homebodies is that, as mentioned above, they do not go out as frequently and do not spend as much money when they go out. While they are going out 7 to 8 nights per month, other segments are going out 9 to 10 nights per month. Additionally, the Homebodies only spend $30.73 on an average night out, whereas other clusters' average spending were $36.95.

Secondary Market - Party Animals

Cluster two is named Party Animals because it is comprised of individuals that seek good restaurants, bar experiences, and nightlife. From our research, we found several key traits about this group that could make it a good group to target. To begin, this group has the highest spending out of the four clusters at $38.52 for a night out. They have the second highest spending for special occasion dining at $65.98. Additionally, they go out an average of 10 nights per month.

The major con that exists with the Party Animals cluster is that they have the lowest city pride, meaning that they might not stay in Topeka. They also have the least amount of spending

here in Topeka compared to the other groups, for example considering all of their spending on nightlife over the course of a year, on average cluster two spend only 52.92% of their money in Topeka. As a general rule across the spending categories studied, the Party Animals cluster spends a lower percentage of their entertainment dollars in Topeka as compared to the Homebodies and the Culture and Dining segments.

Secondary Market - Entertainment Seekers

The entertainment seekers view being out of the house and enjoying the fun around Topeka and other local cities. When going out, nightlife is extremely important to this cluster. Being at a comedy or live music event around town you can guarantee that the entertainment seekers will be present. The entertainment seekers spend around 12 nights out per month. This cluster does not spend a lot of money typically around $35 on average but when it comes to special occasions they are viewed to be spending the most out of all clusters which comes to $77 a night.

The entertainment seekers do not want to sit around and be by themselves which eliminates them being entertained. Being at a museum gallery for this cluster of entertainment does not fall high on their entertainment list. Art and theatre are not significant to this cluster when they want to be entertained. Festivals are kind of important to this group but it would not be the first option for the cluster. When these entertainers are seeking for something to do, staying at home is not a great deal of importance. The entertainment seekers do not spend much money in Topeka, about $47 when they going out for nightlife.

Secondary Market - Culture and Dining

The Culture and Dining cluster have many similarities to the “Homebodies” in that they like to stay home. Cluster 4 also have a similar average of nights out in a month, 7.99. This cluster tend to go out for things like sporting events, arts and culture, festivals, and restaurants. They typically spend an average of $37.25, as compared to a range of $30.73 - $38.52 between all four clusters. Culture and dining cluster is also likely to stay in Topeka when seeking for entertainment. Restaurants are high on their list, but location has a lot to do with whether they go or not. They also have high city pride, which makes them desirable target to our city.

Although this group has many benefits, the group also lacks many aspects that would benefit the city. Special occasions spending ranks at third place among the clusters, with an average of $65.08 as noted earlier in the report. As mentioned previously, the Culture and Dining segment do not go out as often as the Party Animals and Entertainment Seekers clusters with an average of just 8 night out in a month.

Primary Target Market

Based on the findings of the study, it is recommended that the Homebodies should serve as the primary target market. There are several reasons as to why we believe the Homebodies would yield the best results from being targeted. We addressed previously that the Homebodies

do not go out as frequently as the other groups; however, we want to reiterate the fact that when they do go out, it *is* in Topeka at a much higher frequency than the other clusters. Additionally, they have the highest level of city pride and are the segment most likely to spread positive word of mouth about Topeka to friends and family. Given these findings, we believe that these benefits outweigh the drawback that Homebodies go out 1 to 3 nights less than the other clusters.

Secondary Markets

The remaining clusters all represent viable secondary markets because they are millenials that live in Topeka. But, for various reasons as detailed below, the remaining three clusters present more challenges than do the Homebodies:

- Party Animals have the lowest amount of city pride and also spend the least amount of their money in Topeka.
- The Entertainment Seekers are a challenging cluster to target as Topeka faces high entertainment competition from cities such as Lawrence, Manhattan, and Kansas City. Although they spend the most money on a night out, they are more likely going to be looking for something bigger and better than Topeka and will likely always associate Topeka as not being the most exciting place to be.
- Culture and Dining presents its share of opportunities that can be capitalized on by organizations such as the Topeka Civic Theatre and the Topeka Performing Arts Center. But, this segment spends slightly less of their entertainment dollars within Topeka as compared to the Homebodies which suggests they may have a greater bias in favor of the entertainment options available in neighboring cities. \

Additional Research Conducted: One-on-One Interviews

Our purpose for conducting one-on-one interviews was to obtain more information about our topic on a more personable level. This process allowed us to read into our sample's body language and how they would react to our questions. In our process of creating the interview guide, we came up with eight additional questions that we, as researchers, thought directly relates to our topic. Another purpose for the one-on- one interview was to get see what Topeka businesses can do to keep Millennials in Topeka and to help boost our economy instead of sending their business and money to other cities. A related purpose of our interviews was to try and determine the reason why millennials in Topeka prefer to be entertained elsewhere. The

questions were meant to be as open-ended as possible and based around what people like to do with their entertainment dollars. The questions were also tailored in a way to find out what Topeka could do differently to keep these entertainment dollars in town.

Methodology

All of our interviews were in person and over FaceTime. These interviews were conducted independent of the main survey research in order to gain a more in-depth understanding of how Topeka based Millennials perceive Topeka entertainment options. There were six separate groups containing 4-5 people who conducted three interviews per person revolving around this topic. We picked subjects to interview that fit our target market demographic of Topeka residents from 18-34 years old. Additionally, both males and females were interviewed and some were in college, college graduates, or never attended college.

Discussion Guide Development

When the class was developing the discussion guide, the main research question in it its broadest form was, "What activities do you like taking part in when finding entertainment in Topeka?" The general overview of the guide was narrowed to specific subcategories including finances and location by using specific probing and prompt questions. The guide was constructed in this format to grasp a better perspective of where people usually seek out entertainment options and why. Specifically, two of the questions that were asked were, "What activities do you like taking part in when finding entertainment outside of the Topeka area?" and "What areas are you most comfortable visiting in Topeka?" A sample of the discussion guide is available for viewing in the Appendix.

Results

The main theme that emerged from the one-on-one interviews was Topeka's lack of a "central area" where people can conveniently have multiple options of entertainment to choose from without having to constantly drive to the next location. Comparatively speaking, Lawrence and Kansas City are the two locations that people predominantly seek-out entertainment needs. Even though it might be inconvenient and not as financially feasible for people to travel to these neighboring cities, it is apparent that the convenience factor of their "central areas" is still worth

it. Listed below are some quotes taken from a few of our respondents during the interviews that convey their personal opinions.

- *"The geographic nature of Topeka can be difficult because it is so spread-out."*
- *"You're not guaranteed a good night when going out to Topeka bars. Since they are not close to each other, once you chose a destination and begin drinking, that is where you will be stuck the rest of the night. Topeka needs more bars, more dancing, and places within walking distance."*

The second theme that we found from the interview guides was Topeka's negative and unsafe reputation. Many respondents had synonymous opinions when it came to the connotation associated with Topeka.

- *"The bars suck because they do not have a good crowd and are sketchy. The bars are not in great locations."*
- *"The biggest problem with Topeka is the 'rough-ness'. You don't have to stray very far from Washburn and there is so much crime."*

From the two main themes that emerged from our interviews - Topeka not having a central hub for bars and entertainment as well as associating Topeka with a negative and unsafe reputation – shows that Topeka residents are spending their money in neighboring cities. As a long-term solution, if Topeka offered a similar district to Power and Light, Mass Street, and Aggieville, then more Millennials would be willing to stay in Topeka and then spend their income here. In the short term, Topeka should not be paralyzed by what are perceived as current weaknesses. In fact, the two weaknesses have some overlap that would allow Topeka to address these two weaknesses in tandem. Therefore, to combat the themes of Topeka being unsafe and a lack of destination area, a possible idea would be to capitalize on the southwest side. This is a well-developed part of town that is known by most residents for being safe. Currently it is saturated with a lot of restaurants, by implementing more bars and nightlife entertainment options this would encourage more Millennials to spend their money locally. 29th and Wanamaker is popular destination for Millennials because Jeremiah Bullfrogs and the Blue Moose are located there.

With all the efforts that are already being focused on downtown Topeka, making it safer would be beneficial to shift Millennials beliefs of being unsafe. Currently there is major construction downtown. A lot of changes are happening by revamping downtown as a whole and make it more appealing for consumers to find a wide variety of entertainment options in one area. No matter how great the efforts are, if people still believe it is unsafe, they will avoid it. Therefore, it is necessary to address this issue. This might be difficult to accomplish, but increased law enforcement patrolling the area would definitely help. Implementing a cost-effective marketing campaign to exploit all of the positive aspects of downtown Topeka would inform Millennials and help transform preexisting beliefs. Social media is a very effective way to reach Millennials. One idea would be to create a new hashtag such as #facesofTopeka. Then when people post pictures on different social media outlets such as Facebook and Instagram they can use that hashtag. Another possible idea would be to create a Pinterest account for the City of Topeka and have a board dedicated to attractions and another dedicated for events. Post different pins with unique locations or sites in Topeka that are not maybe well known, especially for college students who move here to attend Washburn. For the different events to pin, it could be 5K's with information to sign up or volunteer for, and also pin local parades with location, date, and time. Finally, there could be a contest with a small prize given to the person with the most posts on social media of them at different areas of Topeka, or a competition similar to a scavenger hunt.

Limitations to the Study

The first limitation to our research is how the class collected the data using convenience sampling. Although the class used convenience sampling, a key population to retain in Topeka is Washburn students. As a result, the study should still provide important insights regarding the research questions. Nevertheless, the study is strictly focused on Millennials and it is not advisable to extrapolate these findings and recommendations to other populations in Topeka. Another limitation to our study was the time allowed to promote, gather and analyze data, which affected the number of respondents who fully completed the survey. The last limitation to our study is the percentage of respondents from our target population. After compiling the all the data that was collected, we had to remove almost half (309 surveys) of them due to them not

falling within our target population (Topeka residents and Millennials) or because the surveys were incomplete.

Future Research

The future research should focus on non-students, older Millennials, Generation X, and Baby Boomers in order to ascertain the differences and similarities of these populations to those found in this research. Another suggestion for future research could be conducted by focusing on the Fast-Forward segment and getting more participation from their members.

Appendix

Interview Guide

- What activities do you like taking part in when finding entertainment in Topeka?
    - On what nights do you prefer to go out?
    - Are these activities seasonal?

- What activities do you like taking part in when finding entertainment outside of the Topeka area?
    - On what nights do you prefer to go out?
    - Are these activities seasonal?

- How often do you go out to find entertainment in Topeka?

- Does the location of the entertainment in Topeka have any effect on whether or not you go out?
    - What areas are you most comfortable visiting in Topeka?
    - Does your opinion change whether the activity is during daytime or nighttime?

- On a scale of 1-10 how would you rate Topeka's entertainment options?

- How many people do you usually go out with?
    - What is there age?
    - What is there gender?
    - Does the activity depend on how many people you are out with?

- How much are you willing to spend when you choose to find entertainment options?
    - Are you willing to spend more if it is a special occasion rather than just on a regular weekend?
    - How much more would you be willing to spend?
    - What would cause you to spend more?

- Anything else you would like to add?