<u>*Research Report*</u>

Topeka Residents
Entertainment Preferences and Spending Habits

Prepared for:

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Introduction

Our Marketing Research class has recently partnered with Heartland Visioning in order to conduct a study regarding what employees and members of organizations in Topeka are looking for in the entertainment industry. Our main purpose for conducting these surveys was to better understand the entertainment preferences and spending habits of these Topeka residents. This study has also given us a thorough understanding of how employees and members of Topeka-based organizations feel about the current entertainment options in Topeka.

Our survey consisted of eight main research questions, which are as follows:

1. What do Topeka residents want in entertainment options?
2. How much do Topeka residents spend when they go out on a typical night?
3. How much do Topeka residents spend when they go out for a special occasion?
4. How do Topeka residents find out about entertainment in Topeka?
5. How often do Topeka residents go out for entertainment?
6. What percentage of money do Topeka residents spend in Topeka as compared to other cities in key entertainment categories?
7. Do differences exist in Topeka city pride among Topeka residents and, if so, do those differences translate into any differences as they relate to other questions asked in the research study?
8. How do Fast Forward members differ from the general Topeka population in terms of the questions asked of respondents?

Another core purpose of this research was to gain a better understanding as to why Topeka residents are leaving Topeka, and what Heartland Visioning can incorporate to keep these members in the community. In the next section, we will discuss the methodology used for conducting the study, and will then offer a brief presentations of the results we found. Following these sections, the study will include the pros and cons of targeting each specific segment as well as our recommendations for some potential ways to reach these residents. From there, we will discuss members of Fast Forward and how their answers affected our study. Lastly, we will discuss the limitations of the study as well as future research that should be conducted.

Methodology

The study conducted focused on quantitative data to answer the key research questions. The analysis was completed using online surveys to collect data through the website Survey Monkey. With the cooperation of Heartland Visioning and their key contacts within numerous Topeka organizations, we were able to have the survey reach numerous members/employees. Those who completed the survey were offered the option to be entered in a drawing to win prize packages in order to try and receive more survey results.

The survey, which can be found in the Appendix, began by asking respondents to confirm they were eighteen or older. The next section of the survey asked participants to give a share of wallet estimate of how much they spend between the main cities of Topeka, Lawrence, Manhattan, and Kansas City, as well as any other cities they frequent in the surrounding area. Share of wallet refers to the amount of the customer's total spending that a business captures in the products and services that it offers. In the case of this research, respondents indicated that percentage of money they spent in the various cities in six spending categories. Respondents then ranked the importance of their entertainment options among fifteen categories on a Likert scale. The choices on the scale for our survey were as followed: (1) not at all important; (2) slightly important; (3) moderately important; (4) very important; (5) extremely important. Some of the categories used to answer these questions include: wide selection of restaurants, shopping, nightlife, staying at home and outdoor activities.

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 based on their monthly frequency of going out as well as dollar amounts spent per night out. The amount spent per night out was split between special and non-special occasions. The next set of questions asked if the respondent was a member of Fast Forward. If so, questions such as overall sense of group buy-in and how many functions they attend per year were asked to gain more data. Next were a series of questions regarding the respondent’s 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 similar Likert scale to the one previously mentioned. The next questions were to determine the average tenure of Topeka residents and their corresponding household size. After this, we wanted to ascertain the most frequently utilized 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 last questions asked in the survey include demographic questions such as age, gender, marital status, etc. For a complete view of the full survey, please view the appendix.

Results

There were a total of 950 people that started taking the survey when it was sent to them. Out of those 950 respondents, a total of 664 surveys were completed by Topeka residents. The balance of the surveys was either incomplete or completed by non-residents.

Demographic	Number of Respondents	% of Respondents
Married	451	68.20%
Single	158	23.90%
Cohabilitating	33	5.00%
Domestic Partnership	11	1.70%
Other	8	1.20%
Male	223	33.70%
Female	438	66.30%
College Student (Yes)	47	7.10%
College Student (No)	614	92.90%
Income		
Less than $25,000	25	3.80%
$25,000 - $49,999	85	12.90%
$50,000-$74,999	135	20.40%
$75,000-$99,999	132	20.00%
$100,000 or more	284	43.00%

Demographic	Number of Respondents	% of Respondents
Age		
18-24	25	3.80%
25-34	183	27.70%
35-44	133	20.10%
45-54	102	15.40%
55-64	143	21.60%
65+	75	11.30%
Freshman	5	10.90%
Sophmore	5	10.90%
Junior	5	10.90%
Senior	9	19.60%
Graduate Student	22	47.80%

The table above provides the demographics of the respondents that took the survey. There was a really good distribution of age range among the respondents. The largest age range was the 25-34 age group and they accounted for 27.70% of the respondents. A majority of the respondents were married, these respondents accounted for 68.20% of our total respondents. 23.90% of the respondents were single. There was a high percentage of people who had an income of at least $100,000 (43%), while only 3.80% of the population made less than $25,000. The percentage of $100,000 respondents is significantly higher than the percentage of people who make at least $100,000 in Topeka. The fact that the respondents of this survey demonstrated a higher percentage of $100,000+ than Topeka residents themselves could be a potential downfall in that the individuals who responded to this survey may not be accurately representative of the average Topeka resident. The number of female respondents nearly exactly doubled the amount of males respondents with the male:female respondent ratio being 223:438. The majority of people were not current college students that answered the survey, with 92.90% of respondents being non-college students. There were very few students who answered this survey, due to this small number of students in the survey there will be no separate analysis for the student population. There was a report that was completed by a group of Washburn students in the Fall of 2015 in which there was a higher number of student respondents. You can refer to this report for more information on the college student population.

In order to better evaluate our respondents, we wanted to generate a score that would reflect their city pride. In order to do this, we had respondents answer three questions, all based on a scale of 1 to 7 where 1 = High City Pride and 7 = Low City Pride. Therefore, the lower the score, the higher the city pride for the given person. We then took the average of those three question responses for each respondent to create a City Pride score for each respondent and found an average score of 2.24. Once we had each respondent’s average, we dichotomized it using a median split, which means that half of the respondents are classified as high in City Pride, and the other half are classified as low in City Pride. We found that the median score for City Pride was exactly 2.00. Therefore, the range for respondents to be considered high in City Pride was 1-2.00, and those who had City Pride scores that fell between 2.01 and 7.00 would be considered Low in City Pride.

Once respondents were divided into their respective groups, either High City Pride or Low City Pride, we wanted to discover what percentage of spending dollars each group would invest in Topeka, as opposed to going somewhere else. Our discoveries are shown in the chart below. In the case of restaurants, for example, respondents who were considered to have High City Pride spent 72.73% of their entire restaurant spending dollars in Topeka, whereas respondents with Low City Pride only spent 66.97% of their restaurant spending dollars in Topeka. It is important to recognize this trend, because having residents who are high in city pride spend more money in Topeka across the board. If more Topeka residents had high city pride, then there would be a great amount of economic benefit for the city of Topeka, as well as the region as a whole.

Spending Category	Low City Pride	High City Pride
Restaurants	66.97%	72.73%
Art, Culture, Museums	54.01%	64.73%
Special Occasion Dining	54.97%	66.09%
Festivals & Annual Events	57.37%	70.13%
Nightlife	57.30%	73.55%
Sporting Events	31.66%	40.77%

A Positive Word of Mouth score was created using the same procedure as was used in the creation of the City Pride score. For Positive Word of Mouth, 1 = high likelihood to say positive things about Topeka to others while 7 = low likelihood to say positive things about Topeka. In other words, the lower the score the more likely an individual is to say positive things about Topeka. The average score was 2.67 indicating that our respondents were more inclined than not to engage in positive word of mouth about Topeka.

We then used the City Pride score to see if it had any impact on respondent's Positive Word of Mouth Score. We used City Pride as our independent variable, and Positive Word of Mouth as our dependent variable. After running this regression, we came up with an R-Squared value of .550. This means that 55.0% of a respondents Positive Word of Mouth score can be explained by their City Pride. This value is very high, and means that City Pride is an excellent predictor of Positive Word of Mouth. It also means that increasing City Pride among Topeka residents would also increase their Positive Word of Mouth. If City Pride was increased for a number of Topeka residents, and that led to an increase in the 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.

All Respondents	
Entertainment Category	Avg. Importance
Wide selection of restaurants	4.09
Wide selection of bars	2.59
Nightlife	2.81
Shopping	3.72
Sporting events	3.01
Outdoor activities	3.69
Museum/Galleries	3.18

All Respondents	
Entertainment Category	Avg. Importance
Comedy Shows	2.74
Live Music	3.43
Destination area with bars	2.83
Destination area with restaurants	3.78
Performing Arts & Theater	3.48
Festivals & Annual Events	3.65
Going to a friend's house	3.66
Staying at home	3.43

1= Not at all Important; 5 = Extremely Important

The table above displays the results reflecting all respondents in regard to the importance of each entertainment category according to their preferences. The survey asked the respondents to rate each entertainment option on a scale from 1 to 5; with 1 representing not at all important and 5 being extremely important. The averages on the table are displayed for each category, resulting from 664 respondents. The analysis shows that the three entertainment options that are most important to the respondents are a wide selection of restaurants (4.09), a destination area with restaurants (3.78), and shopping (3.72). The three entertainment options that are least important to the respondents are a wide selection of bars (2.59), comedy shows (2.74), and nightlife (2.81).

A large number of the categories had values that fell in the middle of the range, meaning that most categories did not have significant importance to their preferences either way. Businesses in those categories need to be aware of this so they can make a strong case for why their business is a good one for Topeka residents to go to, since Topeka residents do not seem to naturally think of some of these entertainment options as overly important.

Cluster Analysis

Everyone has a slightly different preference when it comes to entertainment. Whether it is going to a sports game, hitting up the local pub, or going out to a movie, there is huge variation across the board in terms of what people like spending their time and money on. We have used a cluster analysis to evaluate and determine the different segments of respondents and their preferred entertainment activities. In simple terms, a cluster analysis helps us to organize and categorize respondents by what they find most enjoyable as entertainment.

Our analysis showed that four clusters existed among the 664 respondents and each of the respondents was correspondingly assigned to one of the clusters. The variation between the four clusters showed how different respondents rated answers in the survey. As noted in the previous section, the scale ranges from 1 to 5 with 1 = Not at all Important; 5 = Extremely important. The average importance for clusters 1 – 4 ranged from 2.63 - 3.9. The four clusters are named:

1. Entertainment Seekers (27% of sample)
2. No Bars or Nightlife (29%)
3. Homebodies (22%)
4. Wine and Diners (21%)

Entertainment Seekers

27% of the sample

Entertainment Seekers:	
Entertainment Category	**Avg. Importance**
Wide selection of restaurants	4.45
Wide selection of bars	3.78
Nightlife	3.84
Museums and Galleries	3.7
Art and Theatre	3.97

1= Not at all Important; 5 = Extremely Important

We found that Entertainment Seekers felt that having a **wide selection of restaurants** was the most important with and average importance of 4.45 out of 5. Additionally we found that respondents from this cluster felt that most entertainment options had some value. Even **Museums and galleries,** one of the lowest rated options, rated as a 3.7 out of 5 on the importance score which is still well above the midpoint of the scale. 60% of this segment is married and 52% of the segment is under the age of 4570%.

No Bars or Nightlife

29% of the sample

No Bars or Nightlife:	
Entertainment Category	**Avg. Importance**
Wide selection of restaurants	4.25
Wide selection of bars	1.84
Nightlife	2.41
Museums and Galleries	3.65
Art and Theatre	4.17

1= Not at all Important; 5 = Extremely Important

In No Bars or Nightlife we liste the same 5 variables as in Entertainment Seekers to demonstrate the lack of interest in bars and nightlife. Despite this lack of interest, the cluster rates a wide selection of restaurants very high with a rating of 4.25. However, this group put least importance on a **wide selection of bars** with a rating of only 1.84. This group had quite a large variation in Average importance compared to Entertainment Seekers. Most of this variation is centered on the importance of bars. 70% of this segment is married and 54% of the segment is 45 years or older.

Homebodies

22% of the sample

Homebodies:	
Entertainment Category	**Avg. Importance**
Wide selection of restaurants	3.45
Wide selection of bars	1.53
Nightlife	1.8
Museums and Galleries	2.83
Art and Theatre	2.96

1= Not at all Important; 5 = Extremely Important

Homebodies used the same criteria as the first two clusters having similar results in terms of highest average importance. This group also chose **wide selection of restaurants** as the most important entertainment category with an average importance rating of 3.45 out of 5. Now cluster 3 is the homebody cluster. These individuals are called this because they would prefer to stay home and not go out and enjoy the local night life. This is quite obvious as they rate the night life importance as a 1.8 out of 5. Most of the entertainment options were rated near the scale's midpoint which demonstrates that this segment does not place high importance on any of the options. Additionally, staying at home (3.27) or going to a friend's house (3.48) scored slightly about the scale's midpoint. 76% of this segment is married and 45% of the cluster is at least 55 years old.

Wine and Diners

21% of the sample

Wine and Diners:	
Entertainment Category	**Avg. Importance**
Wide selection of restaurants	4.1
Wide selection of bars	3.2
Nightlife	3.08
Museums and Galleries	2.24
Art and Theatre	2.49

1= Not at all Important; 5 = Extremely Important

Wine and Diners used the same criteria as the above clusters and followed suit in having the highest average importance with **wide selection of restaurants.** The rating for this cluster on this entertainment category was 4.1. Wine and Diners placed a very low average importance on **museums and galleries** giving it an importance rating of only 2.24. In general, Wine and Diners are similar to Entertainment Seekers. The most notable difference is that Entertainment Seekers systematically rate the variables slightly higher than Wine and Diners. 68% of this segment is married and 66% of the segment is under 45 years old.

Characteristics of the Clusters

	City Pride	Positive Word of Mouth
Entertainment Seekers	2.34	2.76
No Bars or Nightlife	2.02	2.42
Homebodies	2.29	2.39
Wine and Diners	2.39	3.18

1= Most City Pride and PWOM; 7= Less City Pride and PWOM

On the scale of 1 – 7 individuals who scored a 1 had the most city pride and individuals with a 7 had the lowest city pride. Our 4 clusters had a range of city pride from 2.02 – 2.39. Individuals who had the most city pride did not necessarily have the highest score for positive world of mouth (PWOM). In our research, No Bars or Nightlife had the highest city pride rating of 2.02 while their positive word of mouth (PWOM) score was 2.42. Wine and Diners had the lowest City Pride score of 2.39 and the lowest PWOM score of 3.18.

Clusters

Clusters	Night per Month	Typical Evening Spending	Special Occasion Spending
Entertainment Seekers	9.57	$ 65.75	$ 133.55
No Bars or Nightlife	8.34	$ 53.63	$ 114.92
Homebodies	7.30	$ 59.99	$ 100.01
Wine and Diners	8.27	$ 70.68	$ 131.51

We also calculated the average number of times a month a cluster goes out and how much they spend per typical night out and per special occasion. Homebodies only go out 7.3 nights per month. Entertainment seekers not only go out the most often, 9.57 times per month, but they also spend the most money on Special occasions at $133.55 per special occasion.

Social Media Platform

Social Media Platform	Entertainment Seekers	No Bars or Nightlife	Homebodies	Wine and Diners	Total
Facebook	95%	91%	87%	88%	90%
Twitter	41%	34%	29%	42%	37%
Snapchat	28%	11%	12%	35%	21%
Instagram	43%	30%	25%	45%	36%

Facebook is by far the most used social network for every cluster. Entertainment Seekers and Wine and Diners are the only two clusters where Twitter and Instagram had a usage rate above

40%. No Bars or Nightlife and Homebodies had the lowest overall usage rate for social media platforms. They especially had low rates of usage for Snapchat.

Newspaper Platform

Newspaper Platform	Entertainment Seekers	No Bars or Nightlife	Homebodies	Wine and Diners	Total
CJ Online	76%	71%	66%	66%	70%
Metro News	8%	6%	7%	4%	6%
NY Times	20%	20%	14%	8%	16%
LA Times	2%	2%	1%	1%	1%

CJ online was the obvious choice for every cluster's main Newspaper outlet. The New York Times was the only other newspaper that had at least 10% of people read it.

Radio Stations

Radio Station	Entertainment Seekers	No Bars or Nightlife	Homebodies	Wine and Diners	Total
V100	22%	18%	18%	25%	20%
Magic 107.7	31%	40%	34%	23%	33%
K-Rock 101.5	13%	6%	10%	11%	10%
The Eagle	21%	21%	21%	23%	22%
Let's Talk Radio-WIBW	8%	9%	7%	9%	8%
94.5 Country	27%	20%	21%	39%	26%
Pandora	56%	48%	35%	52%	48%
iTunes Radio	15%	11%	10%	15%	13%
Spotify	20%	18%	15%	21%	19%
Songza	1%	1%	1%	3%	2%
Country Legends	10%	12%	17%	19%	14%
105.9	29%	24%	20%	37%	27%
96.5 The Buzz	25%	18%	11%	15%	18%
1440 AM	6%	7%	9%	12%	8%

For Internet radio, Pandora led the way for every cluster. Homebodies was the only cluster where Pandora dipped below 45%. Magic 107.7 led traditional radio. Homebodies, No Bars or Nightlife, and Entertainment Seekers had the highest rates for Magic 107.7. Wine and Diners enjoyed listening to 94.5 Country and 105.9.

Magazines

Magazine Platform	Entertainment Seekers	No Bars or Nightlife	Homebodies	Wine and Diners	Total
TK Magazine	55%	56%	43%	39%	49%
Topeka Magazine	41%	44%	39%	18%	36%
Saveneightfive Magazine	55%	47%	39%	23%	42%

Overall TK Magazine had the highest usage rate of the local magazines that were included on the survey. However, TK Magazine had a competitor right behind them in Seveneightfive Magazine. Entertainment Seekers had the two magazines tied for highest usage rate at 55%.

Search Engine Platforms

Search Engines Platform	Entertainment Seekers	No Bars or Nightlife	Homebodies	Wine and Diners	Total
Google Search	97%	98%	93%	94%	96%
Yahoo	17%	23%	24%	18%	21%
Bing	11%	19%	21%	11%	16%

Google Search has a dominant usage rate for all clusters in comparison to Yahoo and Bing. In fact, Yahoo's highest usage rate was in Homebodies at 24%. Bing also had the highest rate of usage in Homebodies at 21%. Google Search's lowest usage rate was 93%, a gap of almost 70% between Google Search's competitors.

TV Stations/ Services Platform

TV Stations/Service Platform	Entertainment Seekers	No Bars or Nightlife	Homebodies	Wine and Diners	Total
WIBW	77%	73%	70%	79%	75%
Kansas First News	52%	46%	47%	39%	46%
KTPK	16%	23%	26%	9%	19%
KTWU	43%	59%	51%	25%	45%
Cable	58%	54%	60%	66%	70%
Netflix	67%	60%	49%	64%	60%
HULU Plus	20%	19%	12%	14%	16%
Amazon Prime	29%	30%	26%	27%	100%

The highest rated TV Station was WIBW for every cluster. WIBW was never less than 70% for any of the clusters. Netflix and Cable battled for second place within the clusters.

Other Outlets Platform

Other outlets platform	Entertainment Seekers	No Bars or Nightlife	Homebodies	Wine and Diners	Total
Billboards	25%	30%	25%	20%	26%
Event Sponsorships	28%	26%	19%	16%	23%
Email Newsletters	50%	52%	47%	32%	46%
Topeka 365 com	18%	16%	14%	10%	15%
Downtowntopekainc.com	27%	28%	14%	18%	22%
Word of Mouth	86%	85%	78%	82%	83%

Word of Mouth led the other outlet platforms for every cluster at a staggering rate. Email Newsletters had a good amount of variation between the clusters. 50% of Entertainment Seekers, but only 32% of Wine and Diners use Email Newsletters.

Media Outlets by Cluster

Entertainment Seekers

Best Media Outlets	**Entertainment Seekers**
Google Search	97%
Facebook	95%
WIBW	77%
CJ online	76%
Netflix	67%

The people in Entertainment Seekers use Google search at a staggering amount. This should be the number one selection for targeting this cluster. Facebook would be another great place to advertise because 95% of people in this cluster us Facebook. Some local advertisement should be placed on CJ online and WIBW. It should be noted that Entertainment Seekers uses the Internet the most out of all of the other clusters.

No Bars or Nightlife

Best Media Outlets	**No Bars or Nightlife**
Google Search	98%
Facebook	91%
WIBW	73%
CJ Online	71%
Netflix	60%

Heartland Visioning should look to advertisement the most on google search and Facebook for No bars or nightlife. They are both very close in the amount of usage by the people in this cluster. WIBW would be another viable media outlet to advertise in. The people in the No bars or nightlife cluster also enjoy CJ online. The No Bars or Nightlife cluster seems to enjoy the internet almost as much as Entertainment Seekers.

Homebodies

Best Media Outlets	Homebodies
Google Search	93%
Facebook	87%
WIBW	70%
CJ Online	66%
Cable	60%

Homebodies had the highest percentage for more traditional media outlets, that being WBIW and CJ online. These Homebodies most likely consist of laggards when it comes to technology. Homebodies are not embracing the Internet as much as the Entertainment Seekers and or No bars or Nightlife cluster. It is important that Heartland Visioning takes that into consideration when trying to communicate with Homebodies.

Wine and Diners

Best Media Outlets	Wine and Diners
Google Search	94%
Facebook	88%
WIBW	79%
CJ online	66%
Cable	66%

Similar to the other clusters, Wine and Diners top two media outlets are Google Search and Facebook. This cluster differs from the other clusters because it has a stronger tie to Cable and WIBW. Heartland Visioning should use both the cable and WIBW for more specific messages towards this cluster. CJ online is another media outlet that reaches two thirds of this cluster.

Discussion and Recommendations

In this section, we include a discussion on the positives and negatives of targeting the respective clusters of residents. As a class, we have formulated recommendations for each cluster that will determine which clusters have a higher importance and which media sources will be most effective in reaching that specific segment. We have included a description of each segment with their respective pros and cons.

Segment 1- Entertainment Seekers

The Entertainment Seekers were given this name because they tend to enjoy restaurants, bars, museums, and events such as festivals more than the other three segments. Our data suggests that on a scale of 1-5, with 5 being the most important, these Entertainment Seekers rate restaurant selection at a 4.5, bar selection at a 3.8, museums at a 3.7, and festivals at 4.4. The primary benefit of choosing the Entertainment Seekers is that, although they do not spend as much money in Topeka, they tend to go out more than other segments. This group also tends to spend more money in general than most of the other clusters. According to our research, these Entertainment Seekers go out approximately 10 nights per month, compared to the other groups that go out 8-9 nights per month. Marketing new entertainment options to the Entertainment Seekers would be beneficial to Heartland Visioning because this is the segment that seeks adventure and enjoys going out.

After conducting this research, we have come across some potential media sources that would be considered effective for Heartland Visioning. One of these media sources is Facebook. According to our data, 95% of the residents we surveyed use Facebook. Less than half of these residents use other social media platforms such as Twitter, Snapchat, and Instagram. CJ Online would be another effective source for Heartland Visioning because approximately 76% of these residents find out about entertainment in Topeka from this newspaper. We would also recommend TK Magazine as a media source to Heartland Visioning, due to the fact that roughly 55% of these residents read this magazine.

The table that is included below demonstrates the percentage of money that each segment spends in Topeka. After conducting our research, we found that Entertainment Seekers spend the least percentage of money in Topeka, perhaps due to the fact that they feel there are less entertainment options to choose from.

Spending Category	Entertainment Seekers	No Bars or Nightlife	Homebodies	Wine & Diners
Restaurants	64.5%	70.1%	72.7%	74.9%
Art, Culture & Museums	54.0%	59.8%	62.2%	68.1%
Special Occasion Dining	52.8%	61.0%	62.3%	72.6%
Festivals	57.5%	62.6%	67.9%	74.5%
Nightlife	58.9%	63.7%	71.4%	77.2%
Sporting Events	26.5%	29.1%	43.4%	50.4%

Below, we have included a table that demonstrates how much money employees and members of organizations in Topeka spend on a typical night out. As mentioned before, the Entertainment Seekers enjoy adventure and are willing to spend a bit more money compared to some of the other segments. We have also included a table that demonstrates how much money these residents spend on special occasion dining. As the data shows below, Entertainment Seekers are likely to spend more money than the other segments.

Cluster Name	Typical Amount Spent
Entertainment Seekers	$66
No Bars or Nightlife	$54
Homebodies	$60
Wine and Diners	$71
Cluster Name	**Amount Spent on Special Occasion Dining**
Entertainment Seekers	$134
No Bars or Nightlife	$115
Homebodies	$100
Wine and Diners	$132

The primary con for marketing to the Entertainment Seekers is that they do not spend as much of their money in Topeka as the other three segments of residents. However, if Topeka were to have more entertainment options, there is a good possibility that these Entertainment Seekers would stay in Topeka and spend a higher percentage of their money in the community than the other three segments.

Segment 2- No Bars or Nightlife

Cluster two was given the name “No Bars or Nightlife” because this is the group of residents that highly values entertainment but is not big on the bar scene. After gathering our data, we found that bar selections and nightlife are of little importance to this segment. For example, on the same 1-5 scale as mentioned above, this cluster rates bar selection at a 1.8 and nightlife at a 2.4. They much prefer going to restaurants, shopping, and events such as outdoor activities, arts and theatre, and festivals. This segment rates restaurant selection at 4.3, shopping at 4.0, outdoor activities at 3.9, art and theatre at 4.2, and festivals at 4.1. Although the No Bars or Nightlife cluster enjoys going out almost as much as the Entertainment Seekers, this group tends to spend the least out of the four clusters, spending approximately $54.

The primary con associated with the No Bars or Nightlife cluster is the fact that this group of residents spends the least amount of money when they go out. This could potentially be a problem because even though they go out approximately 8 nights per month, this group is less likely to spend money than the other three clusters.

Heartland Visioning could benefit from marketing to this cluster, though, because they rank highest in city pride, meaning they are more likely to partake in activities occurring in Topeka. On a scale of 1-5, with 1 being the highest amount of city pride, the No Bars or Nightlife cluster scores a 2.0. This cluster also scores highly on the positive word of mouth scale, meaning they are likely to speak highly of Topeka to their family and friends. It is our recommendation that Heartland Visioning should utilized the following media sources when marketing to the No Bars or Nightlife clusters. After analyzing the data, we found that this cluster is similar to the Entertainment Seekers when it comes to the media sources they utilize. So once again, we recommend that Heartland Visioning use Facebook, CJ Online, and TK Magazine.

Segment 3- Homebodies

Cluster three is named Homebodies, because compared to the other three segments; they do not go out or enjoy nightlife as often. According to our research, the homebodies go out approximately 7 to 8 times per month, compared to the other clusters at 9 to 10 times per month. The people in this cluster place higher importance on staying home and spending time at their friends' houses. On a scale from 1-5 with 5 being the most important, the homebodies ranked staying at home at a 3.5 and going to friends' houses at a 3.3. The ranked nightlife and activities such as going to museums and comedy shows much lower than the other segments. Nightlife came in at a 1.5, museums came in at a 2.8 and comedy shows came in at a 2.0. However, when these residents do decide to go out, they spend roughly $60 per night.

The Homebodies cluster could potentially present a challenge for Heartland Visioning due to the fact that this group goes out roughly 7 nights per month, which is the least of the four clusters. If Topeka were to increase the number of entertainment options available, this group would still likely stay home more often than the other segments of residents.

Marketing to the Homebodies would greatly benefit Heartland Visioning because this is the cluster that spends the highest amount of money in Topeka. These are the residents most likely to participate in activities within Topeka, meaning they would be a great target for Heartland Visioning. It is our recommendation that Heartland Visioning should utilize the following media sources when marketing to the Homebodies cluster. After thorough analysis of the data, we found that Facebook would be the best media source to reach this cluster, 87% of this cluster is active on Facebook. The next best media source to utilize in order to reach the Homebodies is cable because 60% of this cluster watches cable television on a regular basis. The final media source we recommend to reach Homebodies in Topeka is KTWU. Roughly 51% of this cluster watches KTWU.

Cluster 4- Wine and Diners

Cluster 4 was given this name due to the fact that they place high importance on restaurant selection, bar selection, and restaurant and bar destinations. According to our data, this cluster ranks restaurant selection at a 4.1, restaurant destination at a 3.8, bar selection at a 3.2, and bar destination at a 3.4 on a scale from 1-5, with 5 being of most importance. Activities that the Wine and Diners place little importance on include things like museums, comedy shows, art and theatre, and festivals. When cluster 4 goes out they tend to spend the most money on a typical night out, spending about $71. This group also spends quite a bit on special occasion dining. In fact, our data suggests that they spend $132, spending just a few dollars less than the Entertainment Seekers.

The main challenge that the Wine and Diners cluster presents is the fact that these residents have the lowest amount of city pride out of the four clusters. This cluster also has the lowest amount of positive word of mouth. Both of these could create potential challenges for Heartland Visioning because these people are less likely to stay in Topeka.

Marketing to the Wine and Diners would be beneficial to Heartland Visioning because this is the segment that spends the highest percentage of their money in Topeka. Facebook would be a viable option to reach this group of residents because like many of the other segments, most of the residents in cluster 4 are active on Facebook. Two other media outlets that would benefit Heartland Visioning when trying to reach this cluster are WIBW and cable television. Both of these media sources are used the most by cluster 4 with 79% of residents utilizing WIBW and 61% of residents utilizing cable television.

Primary Target Market

Based on the findings of this study, it is recommended that the Entertainment Seekers should serve as the primary target market for Heartland Visioning. There are several reasons as to why we believe that the Entertainment Seekers would yield the best results. As previously addressed, although Entertainment Seekers don’t spend as much of their money in Topeka as the other three clusters, they do seek adventure and tend to go out more. Although this segment ranks third in amount of city pride, the Entertainment Seekers rank at a 2.3 on a scale of 1-5, 1 being the highest, this is still a high amount of city pride. This means that they are likely to spread positive word of mouth about Topeka to friends and family. If there were more entertainment options to choose from in our city, there is a strong likelihood that the Entertainment Seekers would choose to stay in Topeka and spend their money in our city. In order to most efficiently target the Entertainment Seekers, it is recommended that the following media platforms be utilized: Facebook, CJ Online, and TK Magazine. As mentioned before, 95% of these residents are active on Facebook, 76% utilize CJ Online and 55% read TK Magazine.

Fast Forward

Fast Forward is a group of young professionals local to Topeka that has roughly 400 members. The group focuses on being passionate about Topeka and constantly improving the city. Due to the nature and purpose of this group, members represent a separate key segment that can be targeted for marketing. While conducting the study, we were able to look at the respondents that reside in Topeka and compare differences between Fast Forward members and non-members. We had a sample of 69 Fast Forward members that responded out of a population of roughly 400 members, so we feel that the sample size for members is relatively representative. Even so, it is important to note that the more engaged members may have been overrepresented in the sample as they may be more naturally interested in participating in the survey.

We began our analysis by looking for differences within the spending categories of Topeka Share of Wallet.

Topeka Share of Wallet	FF Average	Non-FF Average
Restaurants	70.46%	70.41%
Art	56.32%	61.20%
Specialty Dining	52.43%	62.78%
Festivals	59.52%	65.87%
Nightlife	61.26%	67.93%
Sporting Events	27.71%	38.71%

This table compares the spending of Fast Forward members to non-members specifically in Topeka. We found it interesting that non-members actually spent a higher percentage average across the different categories than Fast Forward members. This could be due to members networking in other cities promoting Topeka, because of their elevated pride. The natural assumption would be that their share of wallet in Topeka is more, but the data does not support that and an alternative explanation is that since these are young professionals they are likely seeking out a high number of entertainment options both inside and outside of Topeka.

Topeka Residents	Nights/Month going out	Typical Spending/Night	Spent on a Special Occasion
Fast Forward Member (69 people)	8.9	$66.59	$120.22
Non-Fast Forward Member (588 people)	8.4	$61.46	$120.23

This table shows how much Fast Forward members go out compared to non-members and how much they spend on average. There were no vast differences and it appears that Fast Forward members and non-members spend and go out the same amount on average.

Topeka Residents	City Pride	PWOM
Fast Forward Member (69 people)	1.82	2.13
Non-Fast Forward Member (588 people)	2.23	2.73

This table analyzes the differences between Fast Forward members compared to non-members with regard to City Pride and positive Word of Mouth. These were both based on a 7 point scale, 1 being regarded as highest and 7 the lowest. We can see that FF members were slightly higher in both respects, but the difference is not very substantial. However, the difference is meaningful enough that it should help motivate Fast Forward to recruit more individuals which could have the secondary effect of increasing City Pride and PWOM within Topeka.

Social Media Platform	FF Member Usage	Non-FF Member Usage
Facebook	94.2%	89.9%
Twitter	53.6%	34.6%
Snapchat	29.0%	20.2%
Instagram	49.3%	33.9%
Newspaper Platform		
CJ Online	66.7%	70.4%
Radio Stations		
Pandora	59.4%	47.1%
Magazines		
TK Magazine	58.0%	48.1%
Seven Eight Five	53.6%	40.8%
TV Stations		
Netflix	69.6%	59.2%
WIBW	63.8%	75.8%
Search Engines		
Google	100.0%	95.6%
Other Sources		
E-Mail Newsletters	56.5%	44.7%
Word of Mouth	92.8%	81.7%

This table shows the best media platforms to use in order to reach Fast Forward members. We chose the highest percentage usages among FF members in each category, except for social media. The reason we chose to list all social media platforms was to illustrate the differences amongst FF members and non-members. We saw that this category, more than any other platform, saw the most significantly larger usage than non-members especially in regard to

Twitter and Instagram. Those two platforms might be where a marketing team chooses to cater differently to Fast Forward members than non-members.

Limitations to the Study

The main limitation to the study is the fact that the data was collected using convenience sampling. The convenience sampling was partially mitigated by contacting Fast Forward members and people at multiple Topeka organizations in order to better represent key constituencies. When looking to replicate this study, it is important to note that these findings are only in regard to the Topeka population and should not be extrapolated for other populations without significant modifications for the new environment of the study.

Future Studies

In the future, contacting more local corporations to assist in administering the study may help to widen the sample size as well as show more variation in the age and interests of respondents. Additionally, it may be a good idea to question respondents on different categories of businesses that are either not present or only minimally so in Topeka. Trying to figure out what type of missing entertainment consumers would be willing to spend money on might help already established businesses pivot their current models. For example, a driving course becoming more like a Top Golf location. Also, this study saw less respondents in the age range of 18-24, primarily because we wanted to have a broader age representation than the work that was done in the previous semester. However, in future studies it might be interesting to ask that particular group how likely they are to be living in Topeka within the next 5-10 years. It could prove interesting comparing that response to likelihood to live in Lawrence or Kansas City and what factors play into that decision.