

**AWARENESS OF SEDGWICK COUNTY
KANSAS RESIDENTS OF ADVERTISING ABOUT
THE DOWNTOWN WICHITA AREA**

Prepared for the
Wichita Downtown Development Corporation

Prepared by:

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INTRODUCTION

The purpose of this study is to measure the awareness of Sedgwick County Kansas residents of advertising about the Downtown Wichita Area that took place in November 2007. This study was conducted in the January 2008.

METHODOLOGY

The study was conducted by telephone interviews of a statistically random sample of persons 18 years of age or older living in Sedgwick County, Kansas. Stratified random sampling was used to develop a sample of respondents that is representative of the population in terms of age/gender, race and ethnicity, and geography at the zip code level. Only respondents who completed the entire survey were included in the report, and only one person per household was interviewed. The interviews were conducted January 18 – 22, 2008.

The questionnaire used for the study was developed by Griffin Media Research based on input from Wichita Downtown Development Corporation management. The questionnaire was approved by WDDC prior to data collection.

The telephone interviews were conducted by Griffin Media Research's in-house call center. The call center uses state-of-the-art interviewing facilities, and a supervisor is present at all times during the interviewing process.

A total of 300 interviews were completed and included in the study results. Random samples of this size have an approximate maximum sampling error of +/- 5.5% at the 95% confidence level.

The completed interviews were processed by the Griffin Media Research staff, and this summary of the findings was compiled.

HIGHLIGHTS OF THE STUDY FINDINGS

Overall Conclusions

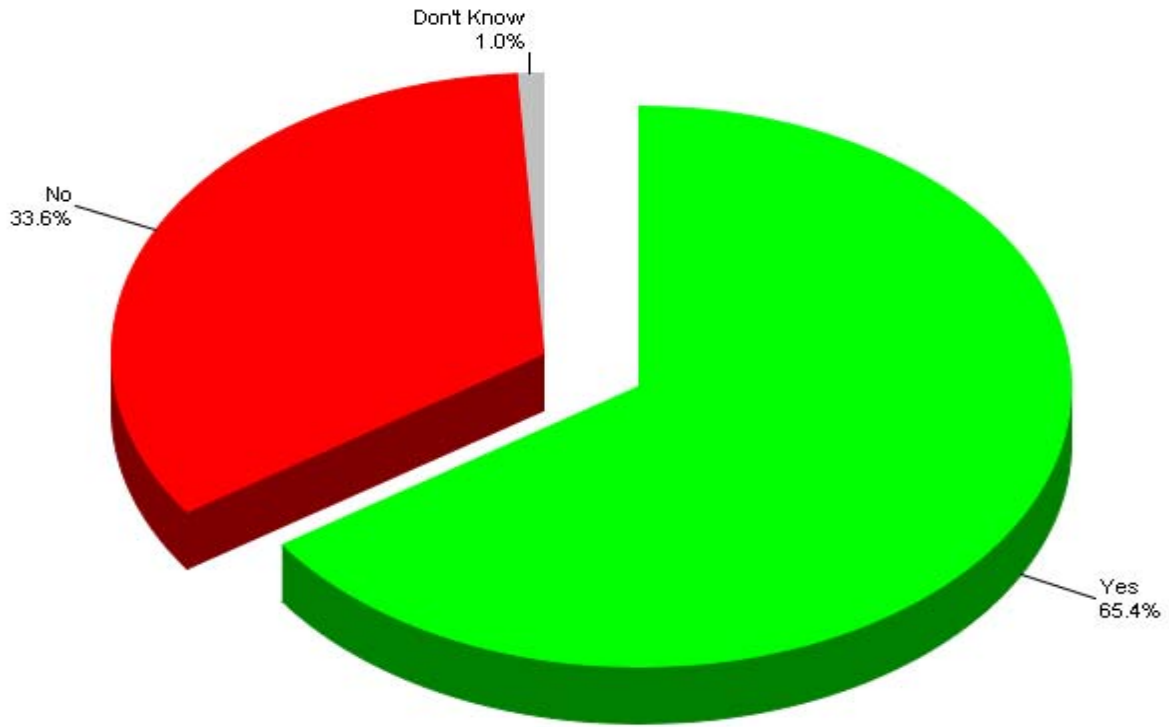
- Almost two-thirds of adults 18 years of age or older say they recall seeing or hearing advertising about the Downtown Wichita area in the past 60 days. Recall is slightly higher for persons over 35 years of age than for person 35 years of age.
- Among persons who say they recalled seeing or hearing advertising about the Downtown Wichita area in the past 60 days, the majority, 69.0%, believe the advertising they saw was on television. Since the advertising campaign was on television, this response is as expected.
- Many people who recall seeing or hearing advertising about the Downtown Wichita believe the advertising was from multiple sources. For example, among persons who say they saw TV ads, over half of them also believe they recalled newspaper ads, and one-third of them also believe there were radio ads. It is not unusual for there to be confusion among persons about which advertising medium carried a message. This is especially true when the subject of the advertising is familiar.

STATISTICAL SUMMARY

The following pages summarize the answers of each of the survey questions.

Have Seen or Heard Ads Past 60 Days

for Adults 18+



This segment comprises 100.0% of the market, representing an estimated population of 337,700



Source: Griffin Market Report
Market: Downtown Wichita, 1st Quarter 2008
Orion Version 1.0
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Have Seen or Heard Ads Past 60 Days

	for Adults 18+		
	Percent	Index to Market	Number of Persons
Yes	65.4%	100	221000
No	33.6%	100	113300
Don't Know	1.0%	100	3400

This segment comprises 100.0% of the market, representing an estimated population of 337,700



Source: Griffin Market Report
Market: Downtown Wichita, 1st Quarter 2008
Orion Version 1.0
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Have Seen or Heard Ads Past 60 Days

for Age: 18 - 20, 21 - 24, 25 - 34

	Percent	Index to Market	Number of Persons
Yes	58.8%	90	63900
No	40.2%	120	43800
Don't Know	1.0%	103	1100

This segment comprises 32.2% of the market, representing an estimated population of 108,800



Source: Griffin Market Report
Market: Downtown Wichita, 1st Quarter 2008
Orion Version 1.0
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Have Seen or Heard Ads Past 60 Days

for Age: 35 - 44, 45 - 49, 50 - 54, 55 - 64, 65+

	Percent	Index to Market	Number of Persons
Yes	68.6%	105	157100
No	30.4%	91	69600
Don't Know	1.0%	98	2200

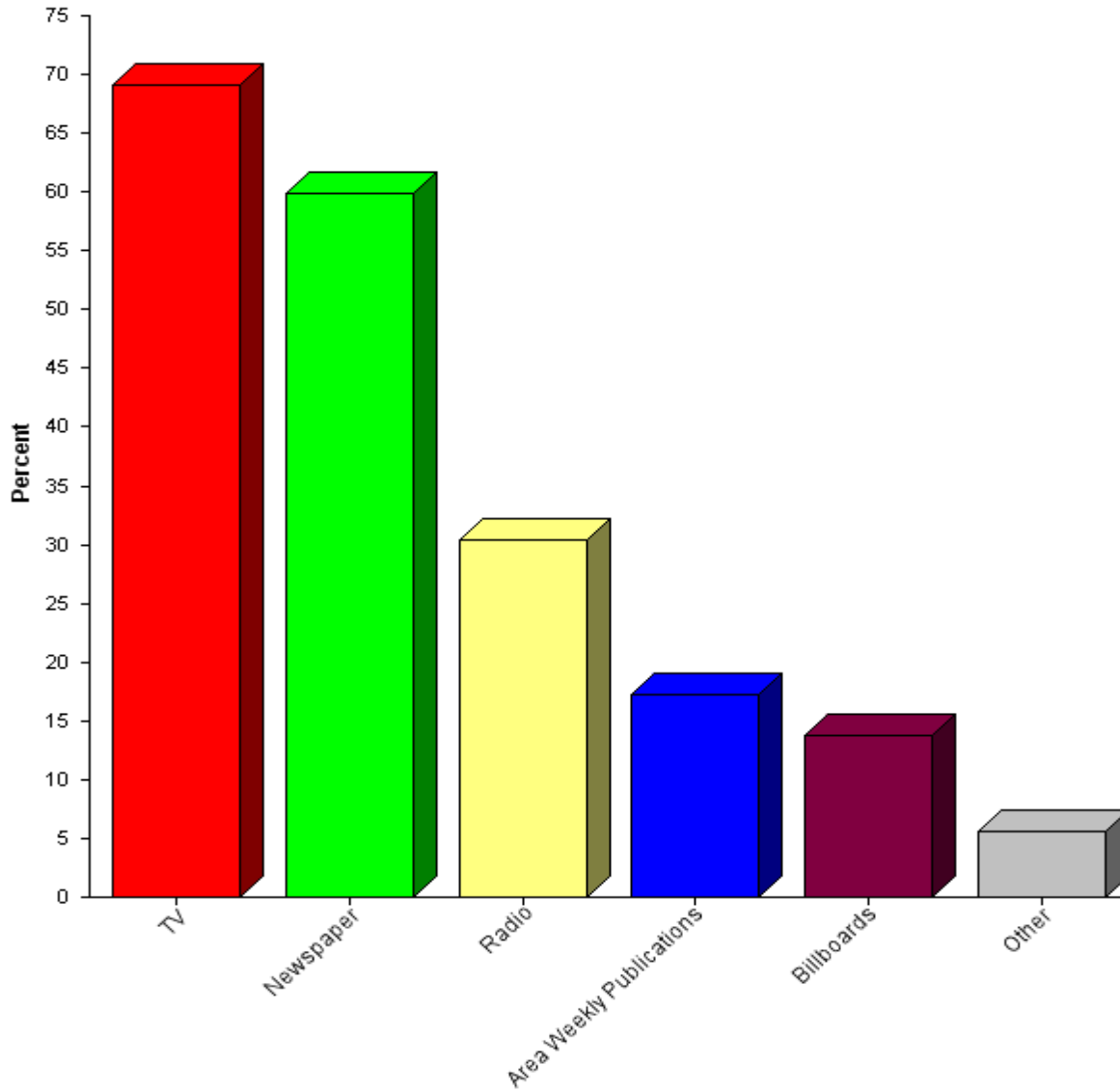
This segment comprises 67.8% of the market, representing an estimated population of 228,900



Source: Griffin Market Report
Market: Downtown Wichita, 1st Quarter 2008
Orion Version 1.0
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Advertising Seen or Heard

for Adults 18+ where Have Seen or Heard Ads Past 60 Days: Yes



This segment comprises 65.4% of the market, representing an estimated population of 221,000



Source: Griffin Market Report
Market: Downtown Wichita, 1st Quarter 2008
Orion Version 1.0
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Advertising Seen or Heard

for Adults 18+ where Have Seen or Heard Ads Past 60 Days: Yes

	Percent	Index to Market	Number of Persons
TV	69.0%	100	152600
Newspaper	59.9%	100	132400
Radio	30.5%	100	67300
Area Weekly Publications	17.3%	100	38100
Billboards	13.7%	100	30300
Other	5.6%	100	12300

This segment comprises 65.4% of the market, representing an estimated population of 221,000



Source: Griffin Market Report
Market: Downtown Wichita, 1st Quarter 2008
Orion Version 1.0
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Advertising Seen or Heard

for Age: 18 - 20, 21 - 24, 25 - 34 where Have Seen or Heard Ads Past 60 Days: Yes

	Percent	Index to Market	Number of Persons
TV	57.9%	84	37000
Newspaper	47.4%	79	30300
Radio	40.4%	132	25800
Area Weekly Publications	24.6%	142	15700
Billboards	15.8%	115	10100
Other	8.8%	157	5600

This segment comprises 18.9% of the market, representing an estimated population of 63,900



Source: Griffin Market Report
Market: Downtown Wichita, 1st Quarter 2008
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Advertising Seen or Heard

for Age: 35 - 44, 45 - 49, 50 - 54, 55 - 64, 65+ where Have Seen or Heard Ads Past 60 Days: Yes

	Percent	Index to Market	Number of Persons
TV	73.6%	107	115600
Newspaper	65.0%	109	102100
Radio	26.4%	87	41500
Area Weekly Publications	14.3%	83	22400
Billboards	12.9%	94	20200
Other	4.3%	77	6700

This segment comprises 46.5% of the market, representing an estimated population of 157,100



Source: Griffin Market Report
Market: Downtown Wichita, 1st Quarter 2008
Orion Version 1.0
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Demographics

for Have Seen or Heard Ads Past 60 Days: Yes

Age

	Percent	Index to Market	Number of Persons
18 - 20	3.0%	38	6700
21 - 24	4.1%	76	9000
25 - 34	21.8%	115	48200
35 - 44	18.3%	93	40400
45 - 49	12.7%	123	28000
50 - 54	8.6%	96	19100
55 - 64	19.8%	142	43800
65+	11.7%	78	25800

Gender

	Percent	Index to Market	Number of Persons
Male	50.8%	103	112200
Female	49.2%	98	108800

Location of Residence/Zip Code

	Percent	Index to Market	Number of Persons
Suburban	16.8%	112	37000
Wichita	83.2%	98	184000

County

	Percent	Index to Market	Number of Persons
Sedgwick County	100.0%	100	221000

This target comprises 65.4% of the market, representing an estimated population of 221,000

Source: Griffin Market Report
 Market: Downtown Wichita, 1st Quarter 2008
 Orion Version 1.0
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Demographics

for Advertising Seen or Heard: TV

Age

	Percent	Index to Market	Number of Persons
21 - 24	5.9%	111	9000
25 - 34	18.4%	97	28000
35 - 44	21.3%	109	32500
45 - 49	16.9%	164	25800
50 - 54	6.6%	74	10100
55 - 64	17.6%	126	26900
65+	13.2%	89	20200

Gender

	Percent	Index to Market	Number of Persons
Male	47.8%	97	72900
Female	52.2%	103	79700

Location of Residence/Zip Code

	Percent	Index to Market	Number of Persons
Suburban	19.1%	128	29200
Wichita	80.9%	95	123400

County

	Percent	Index to Market	Number of Persons
Sedgwick County	100.0%	100	152600

This target comprises 45.2% of the market, representing an estimated population of 152,600

Source: Griffin Market Report
 Market: Downtown Wichita, 1st Quarter 2008
 Orion Version 1.0
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