TITLE OF STUDY: Attitudes towards Entertainment and the Performing Arts.

Data was collected from the CBA Participant Pool during FALL, 2014.

I. BACKGROUND

Millennials are an increasingly difficult demographic for organizations to reach effectively. With an oversaturation of media and technology, marketers are challenged in many ways to capture this segment of the market. The survey research will be part of a comprehensive analysis and recommendation to Omaha Performing Arts on the two following questions:

- What are the entertainment/cultural programming preferences of millennials?
- What is the most effective way to reach millennials with information/messages?

II. PURPOSE & THEORY

The survey was designed to provide feedback on media habits, information source preferences, and buying behavior related to local entertainment options. The questions were designed to measure preferences and behaviors, rather than test theory.

III. STUDY DESIGN

A review of the literature on millennial media habits and arts and entertainment purchasing habits was conducted. Based on that literature, survey questions were developed to quantify local millennial preferences. Students participating in the subject pool were asked to complete the survey. Additionally, data were collected from millennial students at UNO outside the College of Business, as well as non-student millennials who participate in young professional groups in Omaha.

In conjunction with the survey data collected, telephone interviews were conducted with peer organizations for Omaha Performing Arts to determine trends and best practices from local competitors as well as similar performing arts organizations in other cities.

IV. RESULTS OR OUTCOMES FROM THE STUDY

Omaha Performing Arts is facing the same struggle as other organizations across the country to attract and engage millennials in the arts; however, by offering new ways for millennials to be involved with theater and the arts, OPA can increase its exposure to this age group. OPA should continue to develop the Young Professionals Group and grow its presence with young professionals in the community. Immediate ticket revenue impact would be minimal, but having the group lead and organize a fundraiser could provide a boost to the bottom line and set the stage for future growth.

OPA should also consider including a punch card option to their pricing strategy that would give millennials an option to purchase multiple entries to shows and choose which ones they want to attend. Purchasers can also bring friends or family, which will add to word-of-mouth referrals for OPA. A conservative estimation of 15 punch card sales at each price level generates approximately $30,000 in new revenue.
In order to attract more millennials, we recommend that OPA create a mobile App that allows their customers the ability to view upcoming performances and purchase tickets. 72% of our survey respondents indicated they would get information about a show on a mobile App and 70% indicated they preferred to buy tickets on a mobile App. A mobile App will also keep users engaged through weekly or monthly notifications or reminders for new or upcoming events. To create full functionality across multiple platforms will cost approximately $100,000, which OPA can recoup through working with its sponsors to advertise when the mobile App is opened.

Finally, we encourage OPA to continue promoting the Student Rush Club by partnering with local universities. Our research showed students were the hardest section of Millennials to reach, so OPA allowing students to use their UNO student IDs or MavCARDS as a credit card to pay for tickets makes it easier for them to attend performances.

These recommendations will provide OPA additional access to the hard-to-reach Millennial demographic, deliver short term and long term financial benefits, and support OPA’s mission statement by enriching the lives of citizens of Omaha and surrounding communities.

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