

Make your marketing dollars count by reaching well educated and affluent individuals who are movers and shakers in their industries

## Listeners



Escape The Work Week With Rich Capparella and KUSC at The Beach, Fridays 4-7PM



KUSC is on site at arts and cultural events



Brian Lauritzen hosts the LA Phil broadcasts on KUSC



"I can't begin to tell you how much KUSC enlivens and enriches my life." – Dana W.

Classical KUSC listeners index above the market average of 100 in several desirable qualitative categories

	Target Persons	Station Percentage	Target Index Market = 100
<b>household income levels</b>			
\$100,000-\$149,999	125,900	19.8%	169
\$150,000-\$249,999	79,081	12.5%	152
<b>household income</b>			
\$250,000+	57,361	9%	205
<b>individual employment income</b>			
\$150,000 - \$249,999	25,556	4%	179
\$250,000+	28,506	4.5%	332
<b>HOME OWNERSHIP/RENTAL PROPERTIES/HOME IMPROVEMENTS</b>			
market value levels of owned home			
\$1,000,000-1,999,999	49,266	7.8%	170
\$2,000,000+	61,781	9.7%	512
<b>EDUCATION</b>			
highest education level attained			
post graduate degree	160,360	25.3%	230
college graduate(4 year college)	105,949	16.7%	106
some post graduate(no adv.degree)	26,101	4.1%	251

Source: Los Angeles Metro Survey Area, Scarborough Feb 2015-Jan 2016, Adults 18+



Your message on Classical KUSC reflects your support of the Arts in Southern California

## Community



**KUSC announcers frequently give pre-concert talks around town**



**Join KUSC at the next reception with arts partners**



**Get involved with KUSC and the arts community**



"We are all graced with your presence in this universe which seems so twisted sometimes ... but it is such a profound feeling listening to you sharing such positive energies. Thank you!" – Claudia G.

Classical KUSC is the link to arts and culture for Southern Californians. Our listeners index above the market average of 100 in attending arts and culture events.

	Target Persons	Station Percentage	Target Index Market = 100
<b>Entertainment and Recreation Events/ Places personally attended (yr)</b>			
Art museum	112,000	17.7%	137
Symphony, concert, etc	122,520	19.3%	276
Dance or ballet performance	56,608	8.9%	207