

COMMUNITY and ARTS ECOSYSTEM

KUSC Radio Community

42,000 Members/Donors

\$7.5 Million in annual listener support

- **850,000** weekly listeners on FM signals
 - Balanced audience age groups: 6+
 - **115,900** per week are “Kids” aged 6-17!
- **276,000** monthly unique streaming listeners
- **40,000** email opt-in database members
- **80,000** monthly unique visitors to kusc.org

Over **300** different Arts Groups, Museums, Performances and Festivals showcased and supported with KUSC on-air and digital underwriting and editorial platforms

Outreach, Broadcasts and Partnerships:

KUSC Kids Discovery Days	KUSC Playground Pop-Ups
LA Philharmonic	Pacific Symphony
LA Opera	Metropolitan Opera
Arts Alive	Modern Times
From The Top	SoCal Sunday Night

So Cal Arts Ecosystem

800+ Arts Organizations

Symphony Orchestras, Theatre Groups, Operas, Museums, Vocal & Choir Groups, Dance and Ballet

1 in 4 are **MUSIC** Organizations

15,500,000 annual attendees

KUSC
CLASSICAL | *fm 91.5*

Classical KUSC – LISTENERS

Classical KUSC's appeal is broad and diverse: From those whose knowledge is limited but passion for the music and daily usage is significant, to those with extensive classical musical experience, knowledge and passion. An advanced education is the common and consistent thread through the **KUSC Radio** audience:

40 to 50-Something - “Power Parents”

- College educated, likely played a musical instrument, now typically employed in a supervisor or managerial capacity
- A sophisticated adult who leads a busy, often time starved life: Has high school or college aged kids
- Has great passion for music without extensive depth of knowledge - believes in the value and benefits of Classical Music
- Typically attends arts performances or museums 2-3x per year, with primary “participation” via the radio/KUSC

50 to 60-Something Men- “Executive Dads”

- College educated, a “Corner Office Guy”, typically leading a team or a department - in peak earning years
- Attends local sporting events, likely watches and listens to events on TV and the Radio...in addition to KUSC
- Knowledge of Classical Music is a hobby, enjoys the companionship of listening at work and the facts/ history of the music
- Periodically attends performances or arts venues, relying primarily on access provided by KUSC

“Culture Vultures” – Adults 25 and Up!

- College Educated, likely with an advanced education and degree
- Frequent and often obsessive consumers of the arts and cultural events
- Loves art, music, movies, and dance - all forms of culture so much they consume it almost indiscriminately
- Possess and display eclectic styles and tastes



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40 to 60-Something Women- “Arts Enthusiasts”

- College or an advanced college degree
- Employed in occupations that “give back”: Teacher, Non Profit Organization, Fundraiser, Counselor, Social Work
- The arts are a significant part of their life, with painting and arts/crafts/fairs as hobbies
- Passion for the music more important than knowledge, has the time and money to regularly attend performances and museums

45-69 Year Old - “Engineer Guys”

- College educated men crossing both the Gen X and Boomer demographics
- Love the complexity of classical music, approach it “analytically”
- Active listener with strong opinions and tastes, attends performances often and is passionate about the musicianship and the mechanics of the performance

70+Women and Men – “Institutional Guardians”

- Pre-boomer (“Silent” or “Pre-War”) generation, with classical music part of their upbringing
- College educated , retired or consulting/serving on boards, “worldly” as a result of travel/life experiences
- Heavy listeners, disenfranchised by other radio and platforms, they have the strongest affinity with the on-air Hosts
- Regularly attend performances and museums - have both the time and the money



Classical KUSC – LISTENERS



Power Parents



Culture Vultures

Executive Dads



Engineer Guys



Arts Enthusiasts



Institutional Guardians

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METRICS

KUSC BROADCAST – 5 FM’s

Weekly Cume: 846,000

Median Age: 48

Ethnic Comp:

White/Other	59%
Hispanic	29%
Asian	8%
African-American	4%

Gender:

Male:	53%
Female:	47%

Audience Comp:

P6-17	15%
P18-34	20%
P35-54	27%
P55-74	29%
P75+	9%

KUSC DIGITAL

Mo. Page Views: 508,978

Unique Visitors: 79,548

Mo. Streaming Uniques: 276,295

Mo. Streaming Listening Hours: 2,600,011

Email database/members: 40,000

Facebook: 35,039

AUDIENCE

The Influential Leaders, Thinkers, Achievers!

	<u>Target Persons</u>	<u>% of KUSC 18+ Audience</u>	<u>Index (Mrkt=100; 112 = 12% more likely..)</u>
<u>Educated</u>			
• College Degree or Post Graduate Degree	290,832	45%	152
• Adult Continuing Education (<i>past year</i>)	65,546	10%	126
<u>Affluent</u>			
• HH Income \$100K+	218,175	34%	115
• Market Value Owned Home \$1 Million+	96,648	15%	246
<u>"Gives Back"/Philanthropic (past 12 mos.)</u>			
• Gave \$\$ to an Arts/Cultural Organization	124,904	20%	170
• Gave \$\$ to an Educational Organization	170,914	27%	162
• Performed Volunteer Work	210,913	33%	120
<u>Active (past 12 months)</u>			
• Yoga/Pilates	120,251	19%	125
• Swimming	248,617	39%	109
• Hiking/Backpacking	174,326	27%	102
<u>Diverse Interests (attended past 12 mos.)</u>			
• Symphony Concert, Opera, etc.	122,861	20%	235
• Art Museum	151,440	24%	140
• Dance or Ballet Performance	53,472	8%	160
• Live Theater	182,752	28%	168
• Other Concert: Jazz/Blues	130,966	20%	183
• Rock Concert	118,568	18%	104