

# COMMUNITY and ARTS ECOSYSTEM

## KDFC Radio Community

**28,000** Members/Donors

**\$5 Million** in annual listener support

- **362,800** weekly listeners on FM signals
  - Balanced audience age groups: 6+
  - **24,000 per week** are “Kids” aged 6-17!
- **124,341** monthly unique streaming listeners
- **45,000** email opt-in database members
- **65,000** monthly unique visitors to kdfc.com

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

### Outreach, Broadcasts and Partnerships:

KDFC Kids Discovery Days	KDFC Playground Pop-Ups
KDFC Instrument Drives	San Francisco Symphony
San Francisco Opera	Philharmonia Baroque
Dianne’s Top 5	State of The Arts
Bay Area Mix	Local Vocals
Star-Spangled Sing-Off	Modern Times
San Francisco Performances presents the KDFC Salon Series	

## Bay Area Arts Ecosystem

**700+** Arts Organizations

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

1 in 4 are **MUSIC** Organizations

**21,500,000** annual attendees



# Classical KDFC – LISTENERS

**Classical KDFC'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 **KDFC** audience:

## **40 to 50-Something Women- “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/KDFC

## **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 KDFC
- 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 KDFC

## **“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 KDFC – LISTENERS



*Power Parents*



*Culture Vultures*

*Executive Dads*



*Engineer Guys*



*Arts Enthusiasts*



*Institutional Guardians*

## KDFC BROADCAST – 6 FM's

**Weekly Cume:** 362,800

**Median Age:** 54

### Ethnic Comp:

White/Other	69%
Asian	17%
Hispanic	12%
African-American	2%

### Gender:

Male:	49%
Female:	51%

### Audience Comp:

P6-17	7%
P18-34	18%
P35-54	28%
P55-74	34%
P75+	13%

## KDFC DIGITAL

**Mo. Page Views:** 832,000

**Unique Visitors:** 65,000

**Mo. Streaming Uniques:** 124,000

**Mo. Streaming Listening Hours:** 1,401,000

**Email Database/Members:** 45,000

**Facebook:** 24,000

## The Influential Leaders, Thinkers, Achievers!

	Target Persons	% of KDFC 18+ Audience	Index (Mkt=100; 112 = 12% more likely..)
<b><u>Educated</u></b>			
• College Degree or Post Graduate Degree	178,941	57%	135
• Adult Continuing Education (past year)	55,260	18%	177
<b><u>Affluent</u></b>			
• HH Income \$250K+ or More	45,372	15%	122
• Market Value Owned Home \$1 Million+	104,055	33%	164
<b><u>"Gives Back"/Philanthropic (past 12 mos.)</u></b>			
• Gave \$\$ to an Arts/Cultural Organization	80,838	26%	159
• Gave \$\$ to an Educational Organization	79,881	26%	116
• Performed Volunteer Work	109,888	35%	116
• Donate \$\$/Time Environmental Causes	80,486	26%	186
<b><u>Active (past 12 months)</u></b>			
• Hiking/Backpacking	100,559	32%	104
• Yoga/Pilates	77,863	25%	134
• Swimming	115,394	37%	102
<b><u>Diverse Interests (attended past 12 mos.)</u></b>			
• Symphony Concert, Opera, etc.	82,283	26%	238
• Art Museum	103,561	33%	140
• Dance or Ballet Performance	36,637	12%	136
• Live Theater	92,535	30%	127
• Other Musical Concert: Jazz/Blues	72,470	23%	143