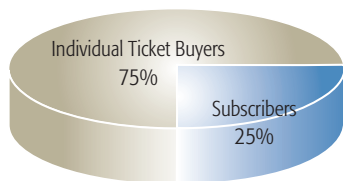


# Audience Profile

The demographics of the Cape Cod Symphony Orchestra's (CCSO) audience are impressive. This influential buying group consists of over 12,000 concert goers and individual contributors who consider orchestras a vital part of the community fabric and choose to reward businesses with their patronage based on the business's investment in the community.

## Audience breakdown

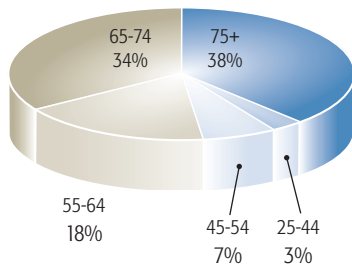


## Target well-educated, loyal, repeat buyers.

According to the League of American Orchestras, nationwide surveys have correlated symphony goers with socioeconomic markers such as higher education, higher incomes and prestigious career histories. The growing number of Cape Cod residents with these upscale markers has translated to a corresponding increase in CCSO concert attendance and subscription sales.

- More tickets have been sold this season than any other in the CCSO's 48-year history.
- Audience is comprised of more than 12,000 subscribers and individual ticket buyers.
- Subscriber base is over 3,000, and has been on average loyal, long-time subscribers for over 7 years.
- Individual ticket buyers total more than 9,000, extending the reach to a broad audience.
- Of the subscribers, 41% purchase the CapePOPS!, 43% buy the Classic Series and 16% create their own series.
- More than 1,000 students – the future audience – annually attend CCSO performances.

## Audience age ranges

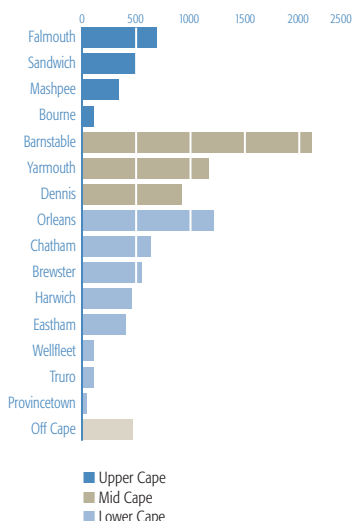


## Tap into a wealth of purchasing power.

Symphony attendees have a significantly lesser tendency to "price shop" or actively look for inexpensive alternatives than average Americans, according to the results of the League of American Orchestras' Motivation Research Project. They demand excellence and are willing to pay for it. What's more, they have high discretionary income and the freedom and time to spend it.

- 50% are reported to have assets between \$500,000 and \$1,000,000.
- More than 40% own real estate valued between \$500,000 and \$15,000,000 with an average value of \$512,500, as compared to the Cape Cod median of \$367,500\*.
- Of those employed, 45% have household incomes between \$100,000 and \$250,000 and above, as compared to the Cape Cod median household income of \$66,800\*\*.
- 25% are in the 45-64 age range, 34% in the 64-74 range and 38% are 75+ – in keeping with age groups on Cape Cod as reported in the Cape Cod Chamber of Commerce Economic Summit Report (Oct. 2007).

## Geographic reach by town



## Extend market reach across the Cape.

As the Cape population has increased and the demand for enriching activities has grown, more and more individuals from all regions of the Cape are attending CCSO performances. For marketers looking to increase market share for their brand, exclusive products or personalized products, the CCSO is a very effective way to reach an upscale audience Cape-wide.

- 17% of ticket buyers reside on the Upper Cape, 43% on the Mid Cape and 35% on the Lower Cape, an area that rivals the Mid Cape in sheer numbers.
- On average, the length of residence is 14 years.
- The *Cape Cod Times* is the primary source for concert information for attendees and the primary news publication used by the CCSO for promoting event information.
- Concerts are promoted on the top radio stations attendees listen to – WFCC, WQRC, and WOCN and on the entertainment pages of local websites.

\* Source: Cape Cod Times/capecodrealestate.com, Feb. 2008.

\*\* Source: Cape Business Jan./Feb. 2008.

Note: CCSO audience data based on reports from Provenue Box Office Ticketing System 2007, Researcher's Edge with Blackbaud Analytics Data 2008, and CCSO Subscriber Studies. All other data per source credited.