



## WHO WE ARE

See Chicago Dance (SCD) is Chicago's dance service organization. SCD is the most comprehensive source for information on Chicago's vibrant dance scene. Advertisers gain exclusive access to over 13,000 website visitors each month and 11,000 subscribers via SCD's Monthly Newsletters, Weekly Discount eBlasts and Dedicated eBlast opportunities.

Our advertising prices are based on organizational budget size. See our advertising rates form for more information.

## WHO WE REACH

Tech-savvy cultural consumers who are avid dance patrons.

### GENDER

Female: 78%  
Male: 22%

### AGE

41%: 18-44  
59% 45-65

### OTHER INTERESTS

Film/Movies  
Books and Literature  
Travel  
Cooking

### EDUCATION

College degree or higher: 89%

### HOUSEHOLD

With children: 20%  
Without children: 80%

### ATTENDANCE

77% of dance patrons attend more than 4 performances every year

### INCOME

Over \$60k: 46%  
Over \$150k: 21%

### SOCIAL MEDIA

Over 6,500 Facebook Likes

## DANCE TICKET BUYERS ARE MOTIVATED TO SEE SOMETHING NEW WHEN:

- New performance offers a discounted ticket
- New performance offers online video previews

## TOP CROSSOVER CULTURAL ACTIVITIES:

Theater Performances • Broadway in Chicago, The Goodman, Steppenwolf, Chicago Shakespeare  
Music Performances • Pritzker Pavilion, Harris Theater for Music and Dance, Ravinia, Chicago Symphony  
Museums and Cultural Institutions • Art Institute, MCA, Lincoln Park Zoo, Chicago Cultural Center

Source: Dance Ticket Buyer Research Survey 2014  
Conducted by CBWhite Market Research and Strategy