

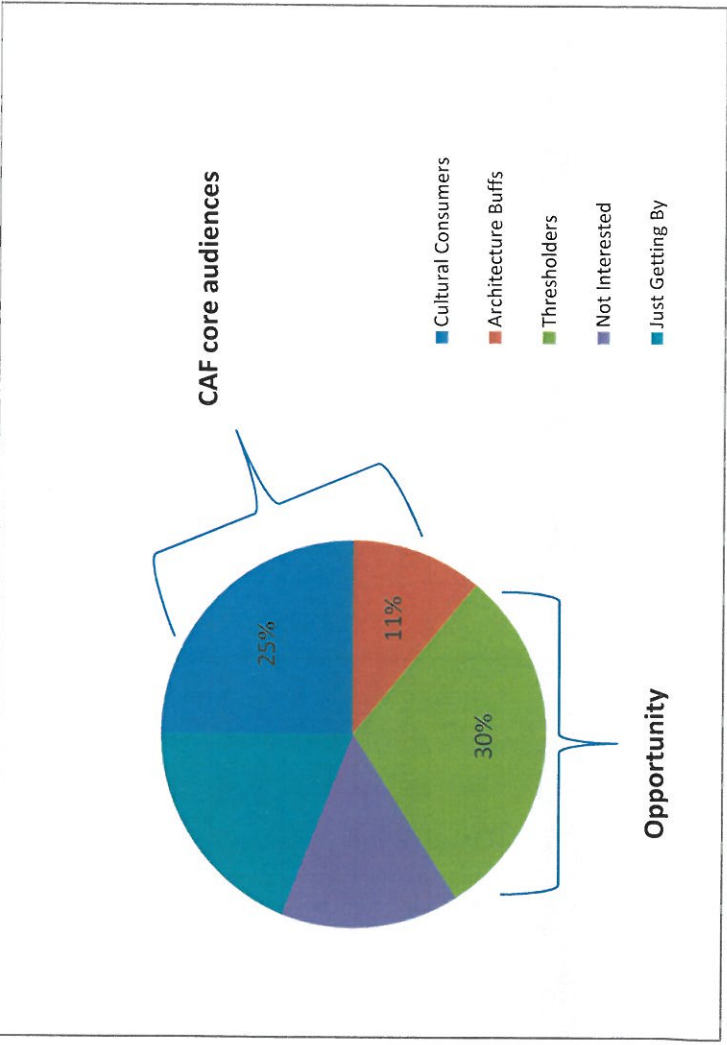
Audience Analysis: Chicago Architecture Foundation

Serving the “public” is a large and oversimplified statement. This sample resource examines in close detail the largest audience segments comprising the Chicago Architecture Foundation’s (CAF) total audience. The first page, courtesy of research by Slover-Linnett, outlines the major audience segments as applied to the programs of most any cultural institution; the breakdown is not exclusive to architecture organizations or to CAF. The second page then plots these audience segments against the patrons that enjoyed CAF programs in 2012.

RESOURCES REPRINTED ON THE FOLLOWING PAGES

CAF Segments found in the General Population

(as defined by Slover Linett)



**CHICAGO ARCHITECTURE FOUNDATION
CURRENT AUDIENCES (2012)**

| | Cultural Consumers | Thresholders (Tourist) | Thresholders (Local) | Architecture Buff (General Audiences) | Architecture Buff (Design Professionals) | Youth Ed/Families | Teachers |
|--------------------------------|--|---|--|--|--|--|--|
| % of Total CAF Audience | 57 | 18 | | 13 | 13 | 10 | <1 |
| % of CAF Revenue | 55 | 17 | | 13 | 10 | 4 | 1 |
| Preferred Offerings | City Model Tours Open House Chicago Urban Scavenger Hunt | City Model River Cruise Open House Chicago | City Model Open House Chicago Neighborhood Tours Urban Scavenger Hunt Special Access Tours Exhibitions Hands-on Build Events | City Model Tours Lunch Talks Open House Chicago Special Access Tours Evening Lecture Programs Exhibitions Hands-on Build Events | City Model Lunch Talks Design Symposia Exhibitions Tours Open House Chicago Special Access Tours | City Model Student Design Competition Discover Design (Web Tutorial) Design Workshops CAFamily Studio Field Trips/Tours | City Model Professional Development Seminars Field Trips/Tours |