CMPAC

AUDIENCE ANALYSIS



Powering CM Performing Arts Center's 40th Season

A first-party purchaser deep-dive across four audiences — demographics, mindset, media behavior, local opportunity and a data-backed digital game plan.

Prepared by EDGE, powered by Learfield • August 2026

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OUR ANALYTICS METHODOLOGY

We upload CMPAC's first-party ticket-purchaser data into EDGE's proprietary analytics ecosystem to reveal exactly who your audiences are and what drives them — the foundation for a smarter, more efficient 40th season.

1

Organize & Upload

Securely ingest CMPAC's CRM and structure the four purchaser segments for analysis.

2

Layer Proprietary Intelligence

Apply EDGE's data models to surface high-value clusters and patterns.

3

Advanced Analytics

Add behavioral, contextual and affinity data from our analytics stack and partnerships.

4

Insights & Actions

Translate findings into clear guidance for programming, messaging and paid media.

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READING THIS REPORT

HOW THE DATA WORKS

- Group % — the share of a CMPAC segment with a given trait.
- Baseline % — the same trait across the U.S. adult population.
- Index — Group vs. Baseline. 100 = on par; 150 = 1.5x more likely; 900 = 9x more likely.
- We highlight where each audience over-indexes — the traits that make them distinct and targetable.
- Every figure comes from CMPAC's own first-party purchasers — not modeled look-alikes.

THE AUDIENCES ANALYZED

Evergreen

The total audience — all buyers combined



Main Stage

Affluent arts loyalists, 51–65



Children's Theatre

Young, affluent parents (35–44)



Cover Bands

Nostalgic, mainstream night-out



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THE BIG PICTURE

One Long Island community, three ways in

$1M+

net worth for ~6 in 10 households

76%

live in the New York DMA

9.5x

more likely to buy live-event tickets

42%

earn $125K+ household income

67%

have children at home

11.5x

more likely to ride the LIRR

One shared Long Island base — affluent, family-centered — with three distinct reasons to buy: prestige culture (Main Stage), young families (Children's Theatre) and nostalgic nights out (Cover Bands). ***Evergreen*** *represents the aggregate of all three.*

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EVERGREEN · WHO THEY ARE

The Total Audience

Every CMPAC ticket buyer combined — the overall profile that anchors this analysis.

WHO THEY ARE

- This is CMPAC's aggregate purchaser base — a blend of all ticket audiences.
- 61% female and family-first, with children at home (67%).
- Broadly spread across ages 35–64 and firmly rooted in the New York DMA.

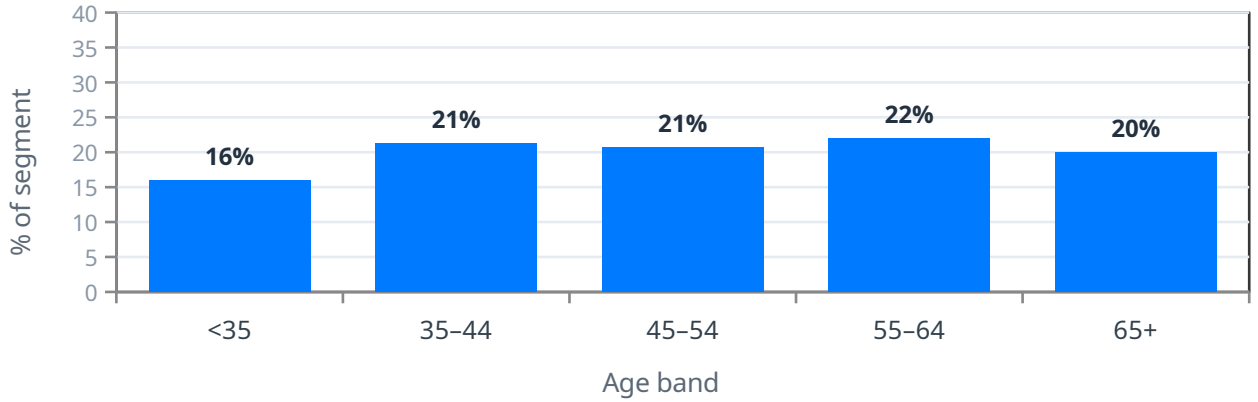
61% Female

42% earn $125K+

67% children at home

85% urban / dense-suburban

AGE DISTRIBUTION



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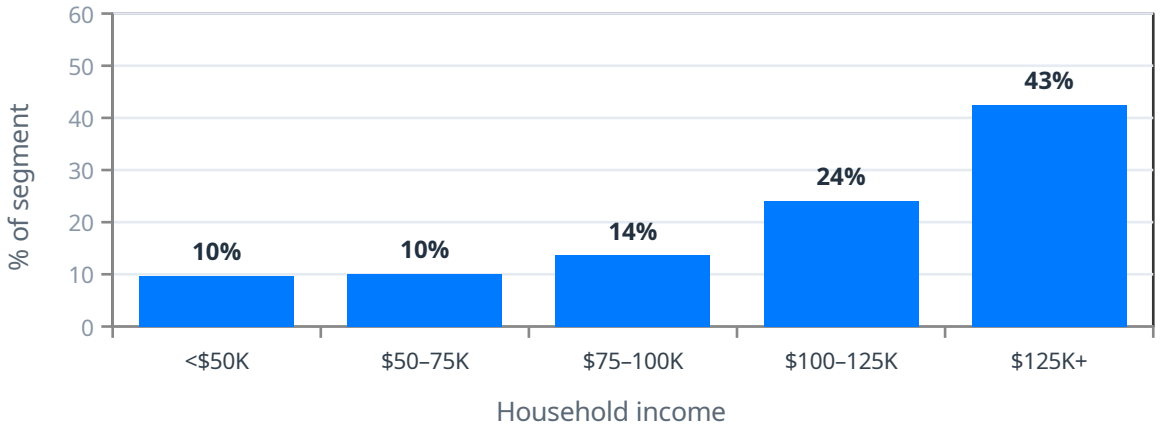
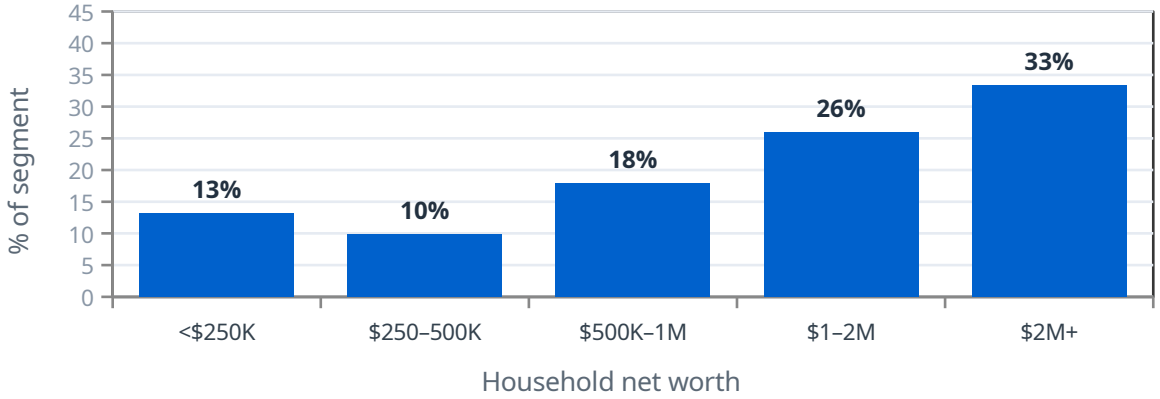
EVERGREEN · WEALTH & LIFESTYLE

HOUSEHOLD INCOME



NET WORTH



AFFLUENCE & PROFESSION

- Affluent overall — 42% earn $125K+ and ~59% hold $1M+ net worth.
- Value-driven — membership-warehouse and main-street retail behavior.
- Charitable (1.6x) and community-minded across the base.

59%
$1M+ net worth

67%
married households

2.1x
membership-club shoppers

Value-driven, community-minded shoppers · charitable givers · married, family-first households.

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EVERGREEN · MINDSET & SPENDING

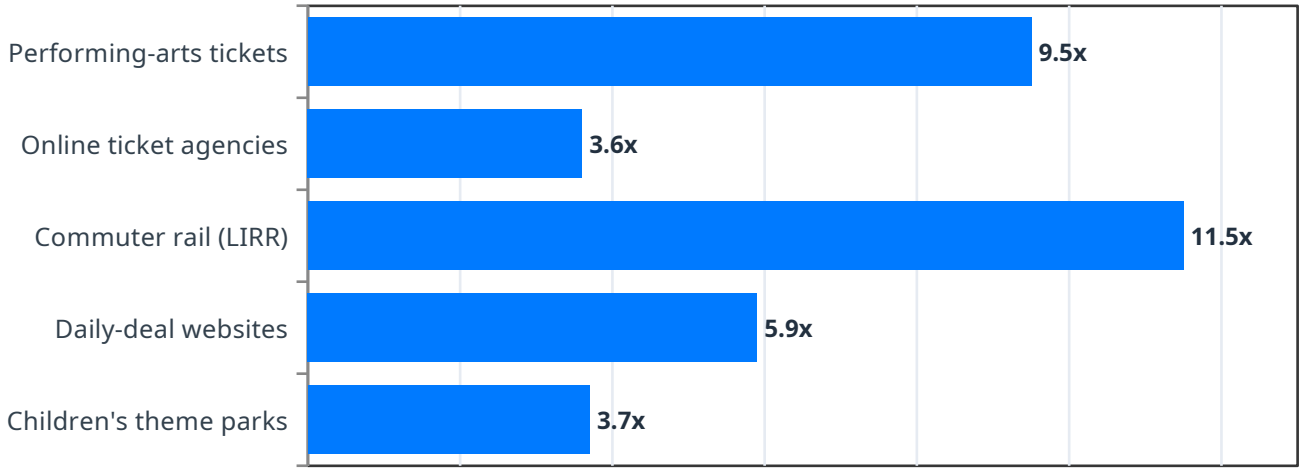
WHAT MOTIVATES THEM

- Community & belonging — local brands, teams and places anchor identity.
- Family outings and value: memberships, crafts and kids' products over-index.
- Travel-happy when they leave — JetBlue, cruises and Amtrak affinities.

PEAK ONLINE

- Tue–Thu midday & Monday 9PM

TOP SPENDING SIGNALS



Index (100 = U.S. average, shown as ×)

BRAND & MEDIA AFFINITIES (over-index)

JetBlue | HomeGoods | StubHub | Macy's | Norwegian | AAA

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SECTION 01

Segment Profiles



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MAIN STAGE · WHO THEY ARE

The Culture-Committed Loyalist

Affluent, arts-devoted Long Islanders in their prime cultural years.

WHO THEY ARE

- Skew adults 51–65 and 59% female — settled into their prime cultural years.
- Family-oriented and high-value: 67% married with children still at home (64%).
- The highest-intent arts audience: 9.5x more likely to buy performing-arts tickets.

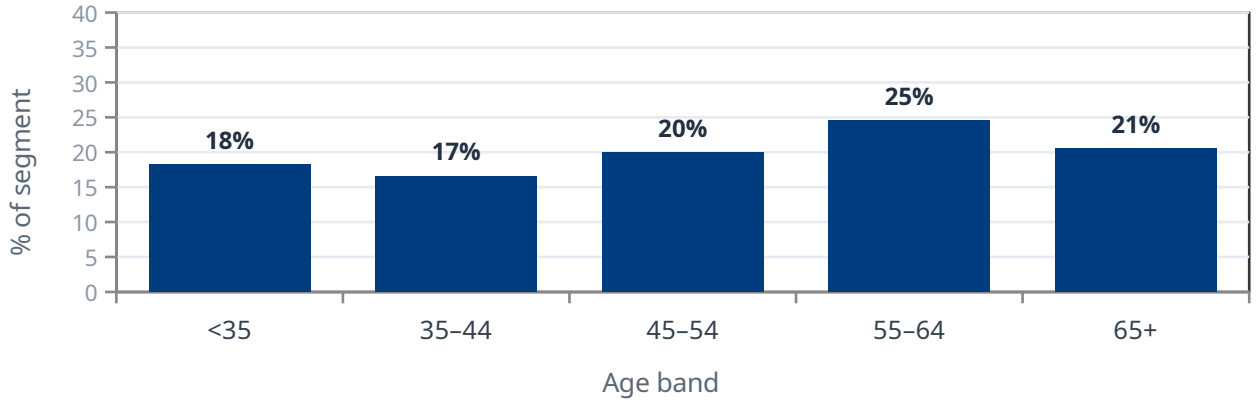
59% Female

42% earn $125K+

64% children at home

86% urban / dense-suburban

AGE DISTRIBUTION



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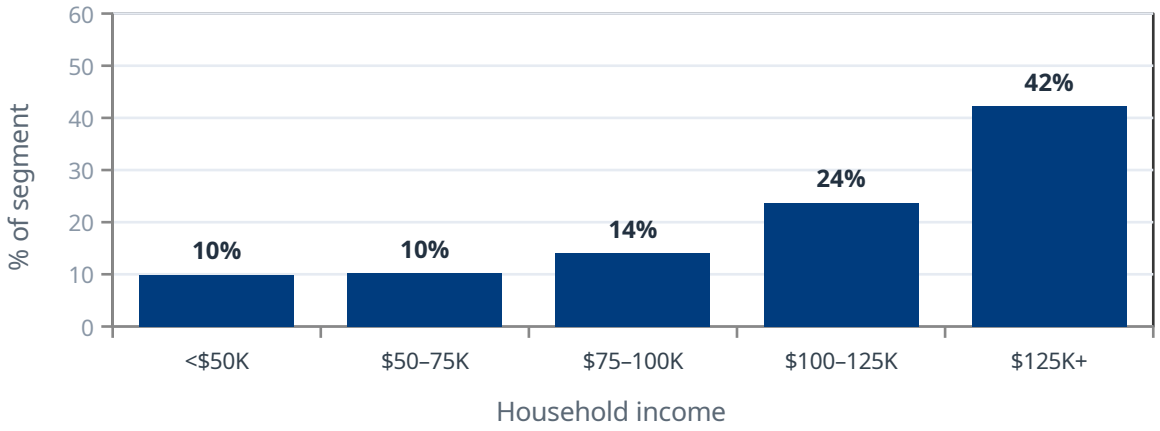
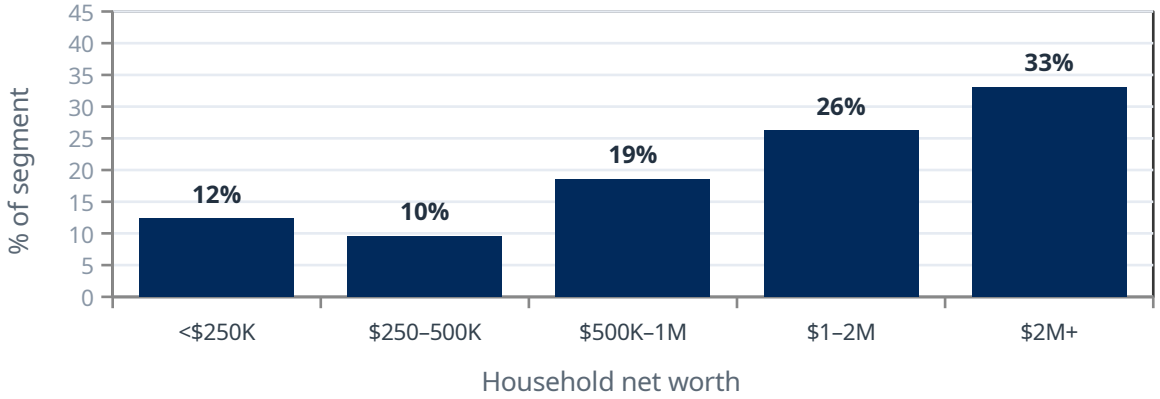
MAIN STAGE · WEALTH & LIFESTYLE

HOUSEHOLD INCOME



NET WORTH



AFFLUENCE & PROFESSION

- Deeply affluent — 42% earn $125K+ and 59% hold $1M+ net worth (33% at $2M+).
- Over-index in administration, medical and professional white-collar roles.
- Upscale, luxury department-store shoppers who give to charity (1.7x).

59%
$1M+ net worth

67%
married households

3.7x
luxury dept-store shoppers

Upscale, culture-first spenders · charitable givers (1.7x) · premium & donor potential.

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MAIN STAGE · MINDSET & SPENDING

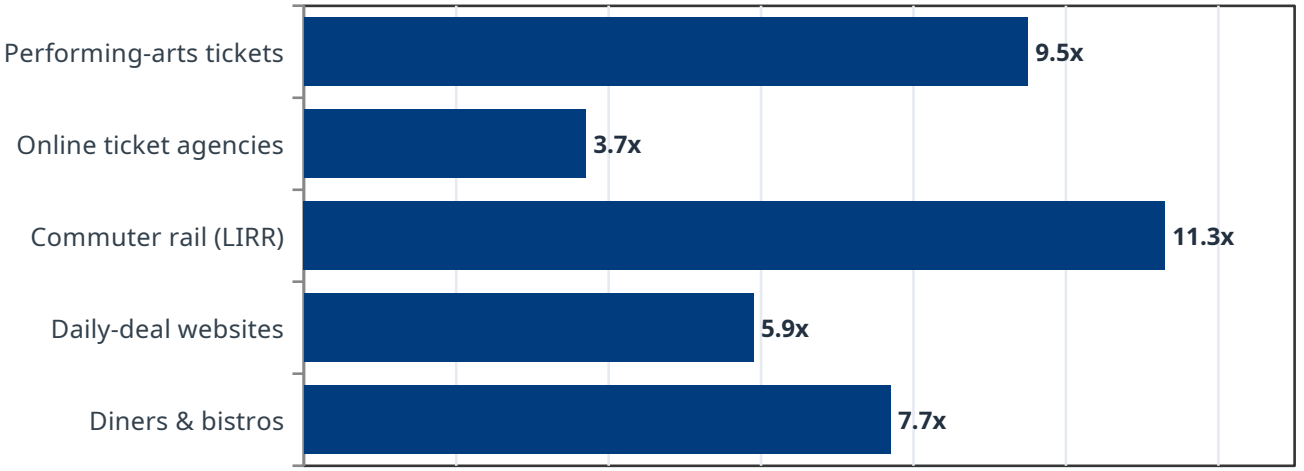
WHAT MOTIVATES THEM

- Live culture is core identity — theatre, museums (@metmuseum) and the arts.
- Affluence + philanthropy open premium-seating and donor pathways.
- Commuter, convenience-driven lifestyle — 11x LIRR, diners, gourmet gifting.

PEAK ONLINE

- Weeknights ~9PM & Thursday midday

TOP SPENDING SIGNALS



Index (100 = U.S. average, shown as ×)

BRAND & MEDIA AFFINITIES (over-index)

JetBlue · Macy's · Met Museum · Disney World · Delta · Bravo TV

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CHILDREN'S THEATRE · WHO THEY ARE

The Young-Family Household

Young, affluent parents in the thick of raising kids — your family-programming engine.

WHO THEY ARE

- Youngest segment by far — 38% are 35–44 and new-parent life-stages index up to 10x.
- Most female (67%) and 70% have children at home.
- Students and young professionals over-index — an emerging, growing audience.

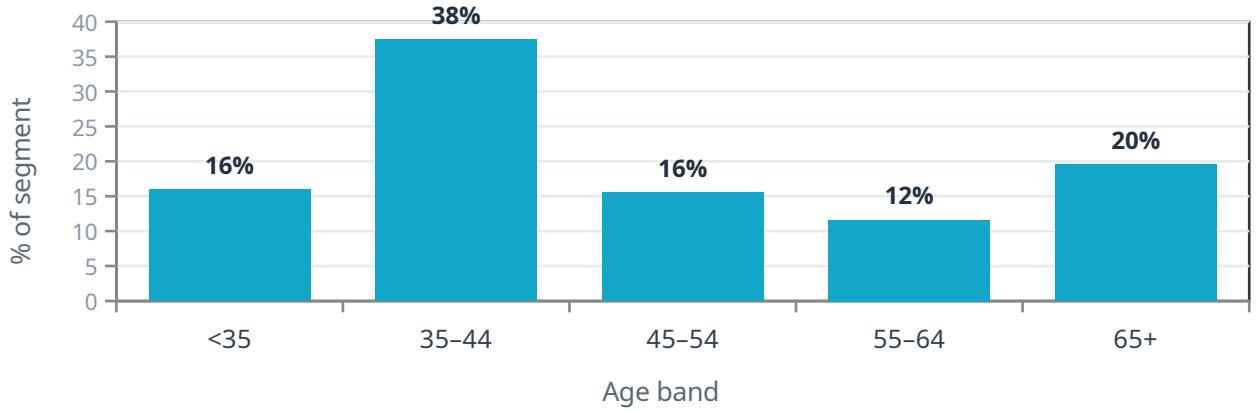
67% Female

49% earn $125K+

70% children at home

86% urban / dense-suburban

AGE DISTRIBUTION



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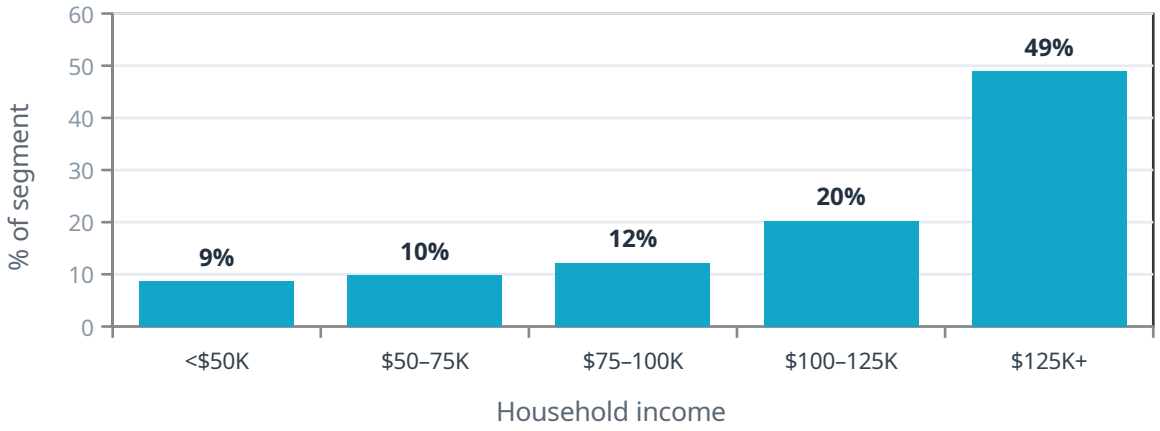
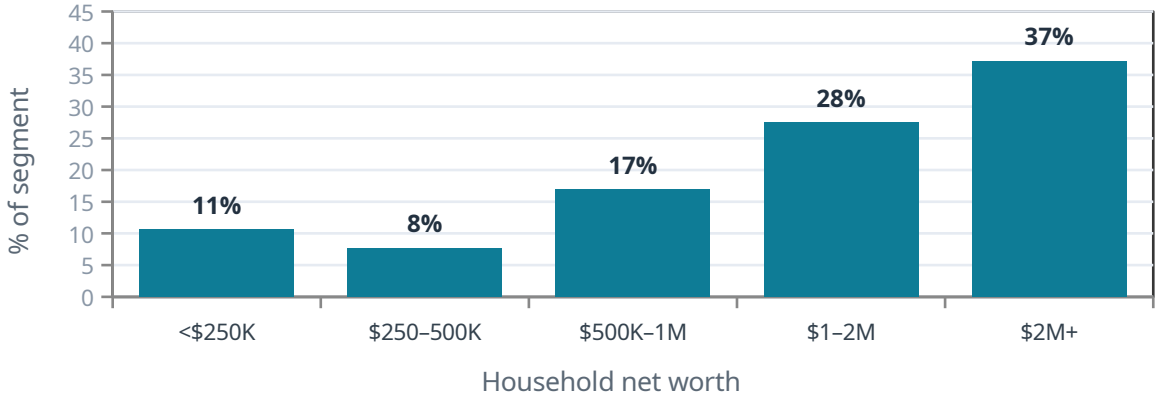
CHILDREN'S THEATRE · WEALTH & LIFESTYLE

HOUSEHOLD INCOME



NET WORTH



AFFLUENCE & PROFESSION

- Most affluent segment — 49% earn $125K+ and 65% hold $1M+ net worth (37% at $2M+).
- Brand-aware family shoppers — Target, Sephora and Michael Kors all over-index.
- Heavy children's-product, family-retail and cosmetics spending.

65%
$1M+ net worth

66%
married households

10x
new-parent life-stage

Young family-retail shoppers · cosmetics & children's products · convenience-driven.

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CHILDREN'S THEATRE · MINDSET & SPENDING

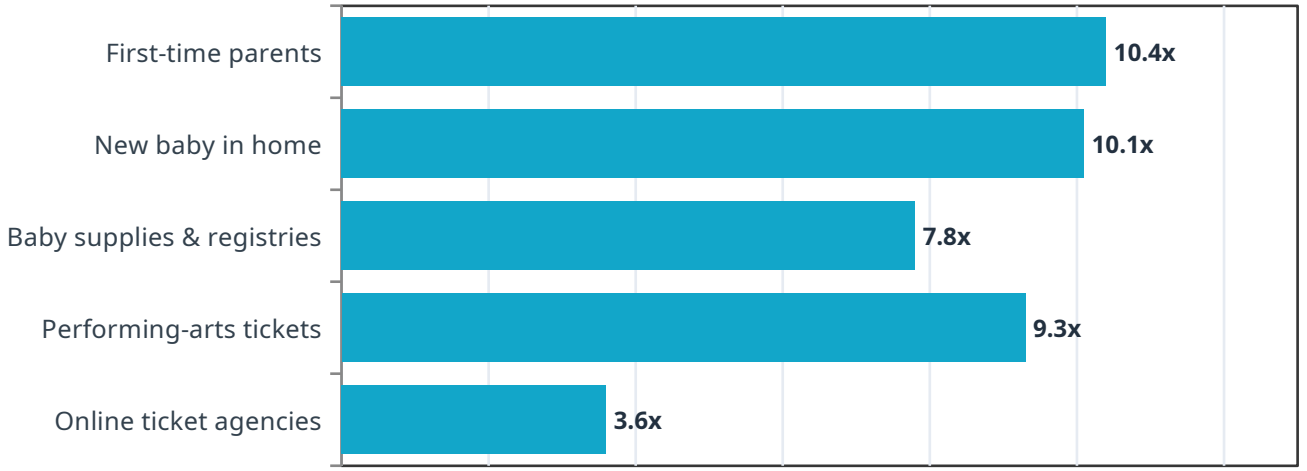
WHAT MOTIVATES THEM

- Enriching their children — education, discovery and family experiences.
- Busy, brand-aware moms who shop online and value convenience.
- Value bundles matter — food delivery, family retail and daily-deal offers.

PEAK ONLINE

- Weekday mornings & Sunday 6PM

TOP SPENDING SIGNALS



Index (100 = U.S. average, shown as ×)

BRAND & MEDIA AFFINITIES (over-index)

Target | Sephora | Michael Kors | JetBlue | Food Network | Southwest

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COVER BANDS · WHO THEY ARE

The Nostalgic Night-Out Crowd

Established, mainstream Long Islanders out for a fun, familiar live-music night.

WHO THEY ARE

- Oldest skew — over-index at 55–70; empty-nesting but still affluent.
- 60% female, 63% with children at home; classic NY-sports and mainstream-media fans.
- Weekend-oriented — social activity peaks Saturday midday.

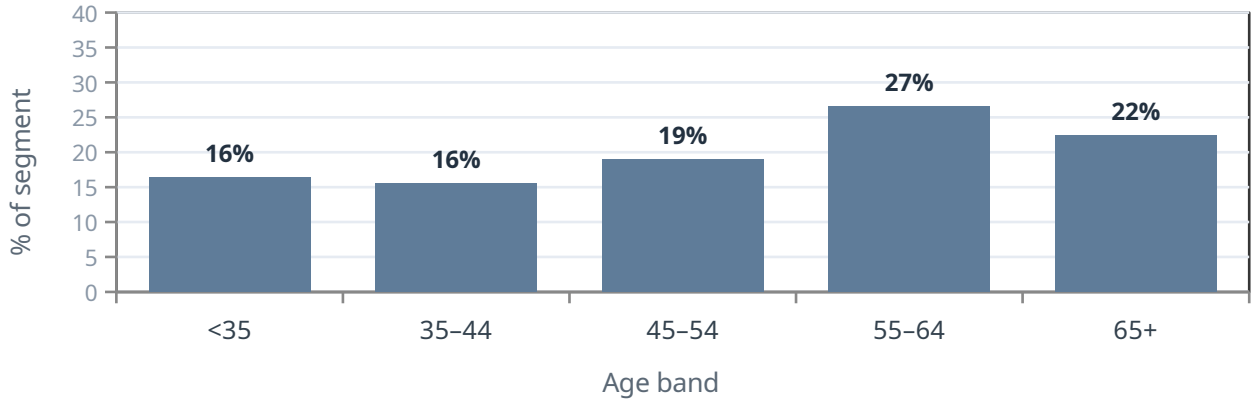
60% Female

40% earn $125K+

63% children at home

85% urban / dense-suburban

AGE DISTRIBUTION



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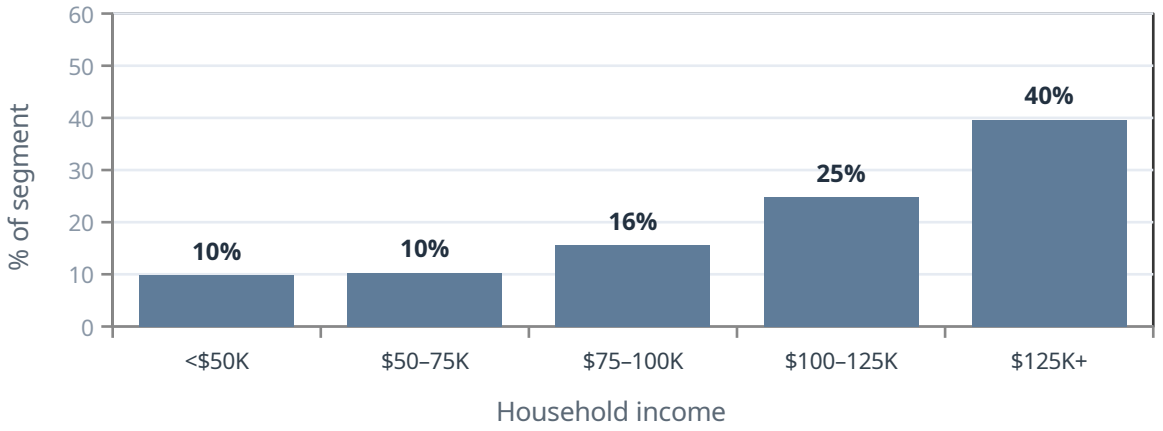
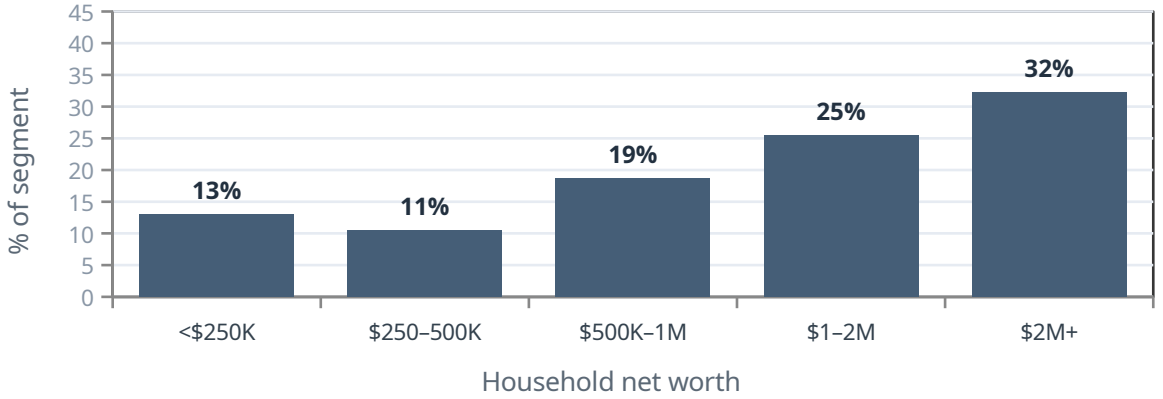
COVER BANDS · WEALTH & LIFESTYLE

HOUSEHOLD INCOME



NET WORTH



AFFLUENCE & PROFESSION

- Still affluent — 40% earn $125K+ and 58% hold $1M+ net worth.
- The most upscale-retail and convenience-store shoppers of the group.
- Mainstream tastes: TLC, NBC, Hulu, Starbucks and classic NY sports.

58%
$1M+ net worth

67%
married households

9x
gourmet gift-basket buyers

Upscale & convenience-retail shoppers · gourmet gifting · classic, mainstream tastes.

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COVER BANDS · MINDSET & SPENDING

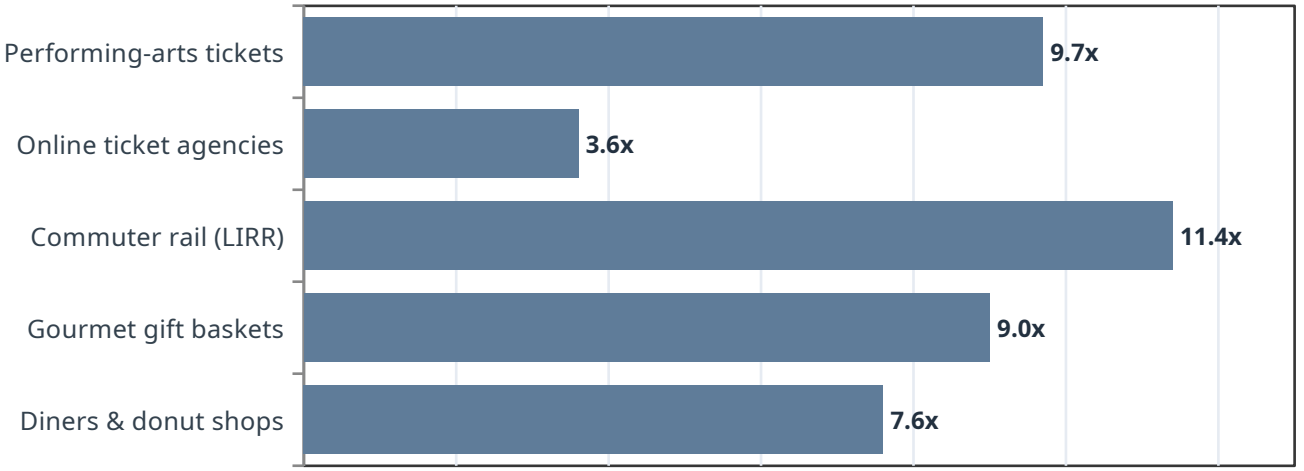
WHAT MOTIVATES THEM

- Fun, familiarity and nostalgia — a reliable, social night out with friends.
- Mainstream media & QSR tastes make them easy to reach at scale.
- Classic-rock & country fandom points straight to tribute-night programming.

PEAK ONLINE

- Saturday midday & Thursday daytime

TOP SPENDING SIGNALS



Index (100 = U.S. average, shown as ×)

MUSICIANS & ARTISTS THEY FOLLOW (over-index)

Billy Joel (18.6x) | **Bruce Springsteen** | **Zac Brown Band** | **Jimmy Buffett** | **Kenny Chesney** | **Paul McCartney** | **Idina Menzel**

Programming cue: tribute & nostalgia nights (Billy Joel, Springsteen, Buffett) map directly to their fandom.

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SECTION 02

Cross-Segment Synthesis



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THREE AUDIENCES, THREE STRATEGIES

One shared Long Island base — but Main Stage, Children's Theatre and Cover Bands diverge sharply. Each is a separate audience that needs its own programming, offers and messaging.

Main Stage

Prestige & the arts

AGE
51–65 — established, loyal patrons

WHAT DRIVES THEM
Culture as identity; philanthropy

WHAT THEY BUY
9.5x arts tickets; luxury & museums

HOW TO WIN
Broadway-caliber musicals, premium seats, donor pathways

Children's Theatre

Young families

AGE
Youngest — 38% are 35–44

WHAT DRIVES THEM
Enriching their kids; convenience

WHAT THEY BUY
10x new-parent life-stage; family retail

HOW TO WIN
Family titles, school-break matinees, value bundles

Cover Bands

Nostalgic nights out

AGE
Oldest — ~49% are 55+

WHAT DRIVES THEM
Fun, familiarity, nostalgia

WHAT THEY BUY
Classic-rock & country fandom; mainstream media

HOW TO WIN
Tribute & nostalgia nights, weekends, mass reach

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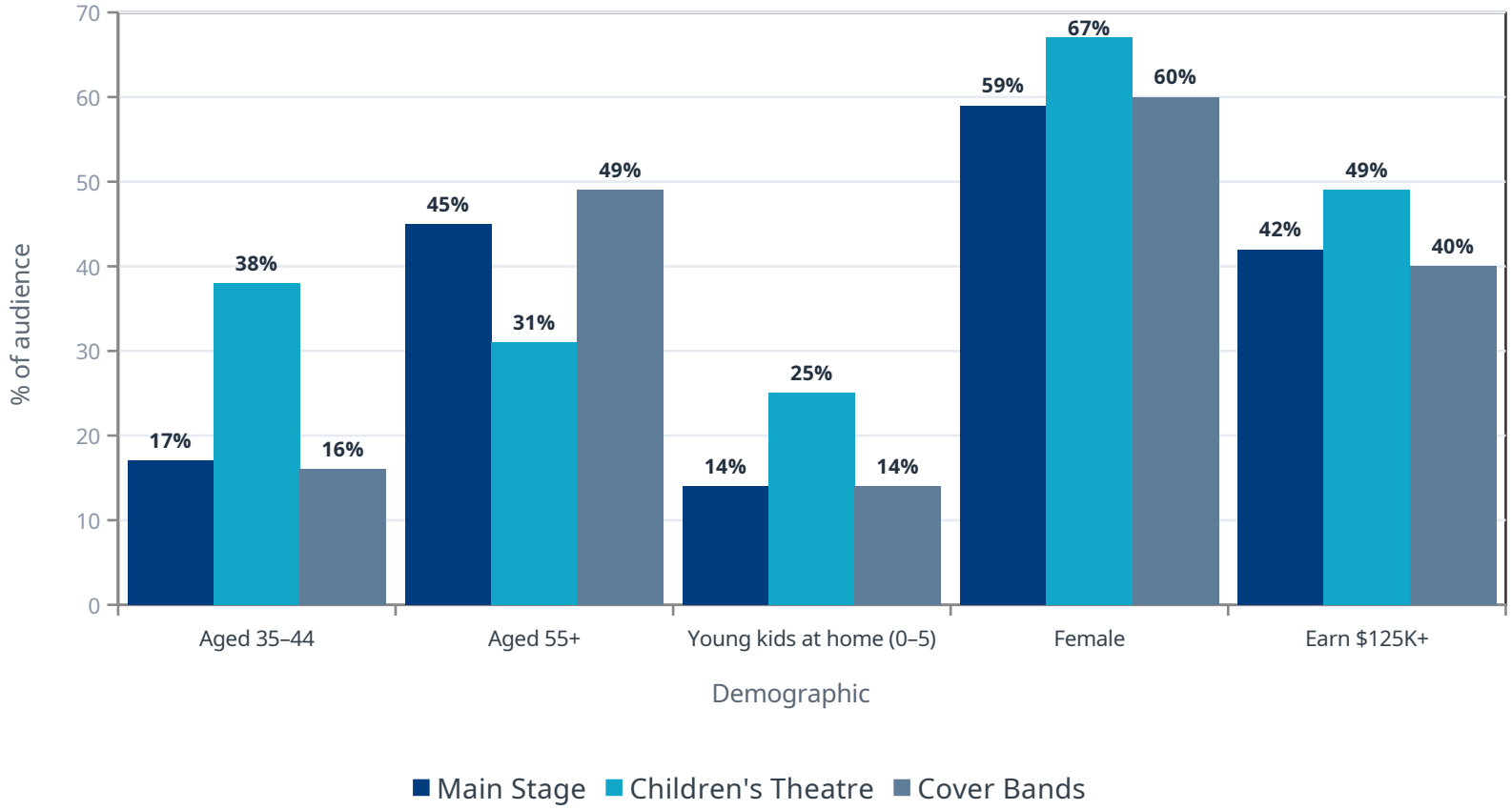
WHERE THEY DIFFER · THE BIGGEST GAPS

Beyond a shared Long Island core, these are the demographics where the three audiences separate most — the divides worth building distinct programming and targeting around.



THE SHARPEST DIVERGENCES

- Life stage splits hardest — Children's Theatre 38% aged 35–44 vs. Cover Bands 16% (2.4x).
- Cover Bands & Main Stage skew 55+ (49% / 45%) vs. Children's just 31%.
- Young kids at home (0–5): 25% of Children's vs. ~14% of the others — nearly double.
- Children's Theatre is the most female (67%) and most affluent (49% earn $125K+).

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SECTION 03

From Insight to Action



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LOCAL OPPORTUNITY

A Long Island partnership landscape

CMPAC's purchasers over-index on a tight cluster of Long Island brands, venues, teams and media — a ready-made map of co-marketing, sponsorship and cross-promotion partners.

LOCAL MEDIA (co-marketing / PR)

- News 12 Long Island
- Newsday
- LI Patch
- LI Press
- LI Business News

RADIO & AUDIO

- Z100
- 106.1 BLI
- Elvis Duran
- WFAN

VENUES & ATTRACTIONS

- The Paramount (Huntington)
- Jones Beach
- Long Island Ducks

SPORTS & COLLEGE

- NY Islanders
- NY Mets
- Stony Brook (D-I)
- LI Ducks

LOCAL & LIFESTYLE BRANDS

- Blue Point Brewing
- JetBlue
- Macy's / Target
- Starbucks / Dunkin'

FAMILY & RETAIL

- Sephora
- Michael Kors
- Food Network
- Disney / cruises

College-sports crossover: *this audience over-indexes hard on live sports (Stony Brook University 92x, NY pro teams 15–47x, ESPN, StubHub) — EDGE's college-sports audiences are a ready-made local prospecting pool.*

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CREATOR & INFLUENCER OPPORTUNITY

Accounts their fanbase is highly engaged with

These local personalities and media accounts are followed by CMPAC's audience at extreme over-index rates — the highest-leverage targets for creator partnerships, endorsements, ticket giveaways and earned media.

Elisa DiStefano

~199x over-index

News 12 LI 'Life & Style' host — covers local arts & entertainment.

Theresa Caputo

13x over-index

'Long Island Medium' — tours live theaters; huge local following.

Boomer Esiason

34x over-index

WFAN / CBS Sports — a Long Island broadcast icon with broad reach.

Elvis Duran / Z100

28–30x over-index

Morning-radio powerhouse — ideal ticket-giveaway & promo partner.

News 12 LI · Newsday

190–199x over-index

The most-followed local media — the audience's #1 news source (n up to 338).

LI Ducks · NY Islanders

42–47x over-index

Engaged local-sports social — cross-promotion to family fans.

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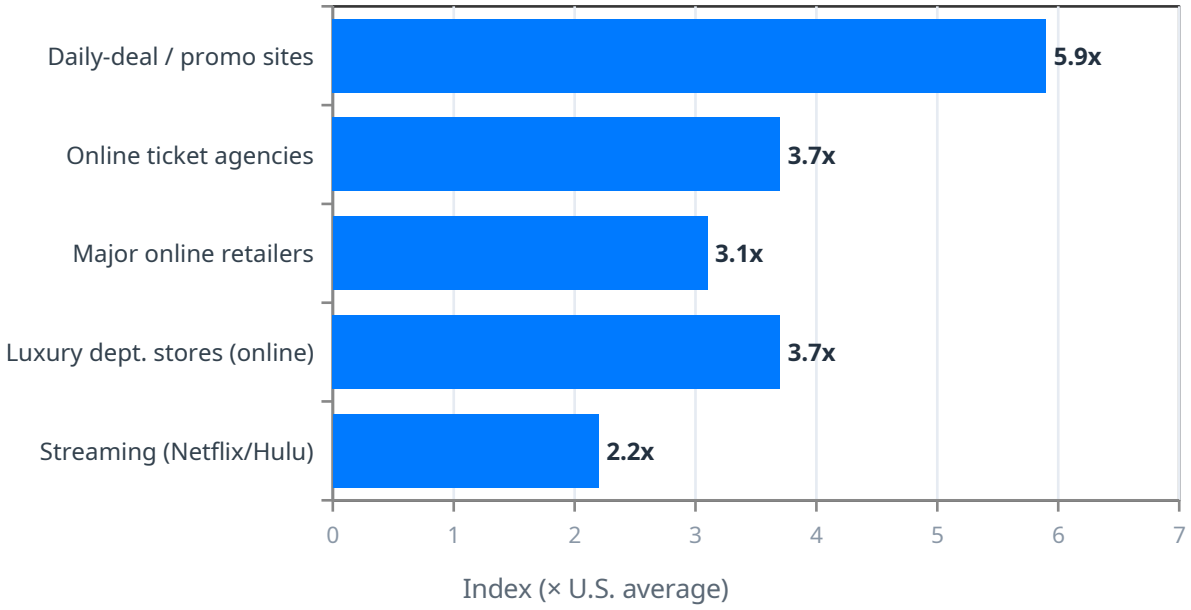
How this audience actually consumes & buys online

DIGITAL BEHAVIOR INDEX (vs. U.S. average)



WHAT IT MEANS FOR DIGITAL

- They buy online: 3.7x more likely to use online ticket agencies — retarget site & ticket-page visitors.
- They're promo-driven: 5.9x on daily-deal sites — value framing, early-bird and bundle offers convert.
- They stream: heavy Netflix, Hulu, YouTube and ESPN follows point to Connected TV over linear.
- They're reachable, not viral: follower counts sit below baseline and ~0% are influencers — win with paid + owned, not organic reach.
- They're direct-response: 82–84% respond to mail/CRM offers and index 2.1x for membership clubs — email and subscription upsell are high-ROI.
- They're local & high-intent: ~77% NY DMA plus strong search/travel behavior make geo-targeted paid search efficient.

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DIGITAL STRATEGY

A data-backed channel game plan

Paid Search + Google Grant

9.5x arts-ticket intent · search-keyword sites

Own branded & show-title demand as titles are announced — efficient, bottom-funnel, high-intent capture.

Programmatic Display & Native

NY DMA · arts/theatre contextual · in-market for tickets

Scale the display & native you already run against Things-to-do-in-NY and In-Market-for-Tickets audiences.

Online Video, CTV & YouTube

Heavy Netflix / Hulu / YouTube / ESPN follows

Extend in-stream & YouTube into Connected TV — reach cord-cut LI families with show trailers & season brand.

Paid Social (Meta-led)

W34+ / Children-in-HH = 59–67% F · 63–70% parents

Your target demo mirrors the data — family & value creative, dayparted to ~9PM; strongest for Children's & Evergreen.

Retargeting & Abandoned-Cart

3.7x online ticketing · 82–84% direct-response

Lean into post-conversion & abandoned-cart banners — they buy online and respond to offers & daily deals (5.9x).

Lookalikes & Audience Exchange

First-party buyers · Stony Brook 92x · sports 15–47x

Build lookalikes off CMPAC's purchasers, and tap EDGE's college-sports & live-event data as a fresh local prospecting pool.

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ACTIVATION

Where to lean in — and how we'll measure it

CHANNEL EMPHASIS BY SEGMENT

	Search	Display/Native	Video/YT	Paid Social	Retargeting	Lookalikes
Evergreen	HIGH	HIGH	HIGH	MED	MED	HIGH
Main Stage	HIGH	MED	MED	MED	HIGH	HIGH
Children's Theatre	MED	MED	HIGH	HIGH	HIGH	MED
Cover Bands	HIGH	MED	MED	MED	HIGH	MED

Dayparting: concentrate paid social & email at weekday midday and ~9PM weeknights (Saturdays for Cover Bands).

HOW WE MEASURE

- Revenue & ROAS by campaign and segment
- Cost per ticket / cost per acquisition
- Search impression share on show titles
- CTV / video completion & view-through
- Email conversion & subscription upgrade rate
- Creator & OOH lift via geo-holdout tests
- Quarterly test-and-learn tied to the 2026–27 media plan

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Program the season around who shows up

1

Anchor the calendar in family programming

Children's Theatre & Evergreen skew young-family and index up to 10x for new-parent life-stages — lead with family titles and school-break matinees.

2

Protect a premium Main Stage lane

The arts-devoted, high-net-worth core (33% at $2M+) rewards Broadway-caliber musicals, premium seating and donor pathways.

3

Program nostalgia for single-night events

Cover Bands' older, mainstream crowd turns out for familiar, feel-good acts — tribute and nostalgia nights on weekends.

4

Use the total base as your cross-sell engine

The aggregate Evergreen audience is the shared pool every program draws from — ideal for broad-reach prospecting and feeding subscriptions and Children's Theatre packages.

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Grow the base and spend it smarter

1

Convert single-ticket families into members

Membership-club (2.1x) and daily-deal behavior signal appetite for flexible, modular season bundles — test against Evergreen & Children's Theatre.

2

Turn affinities into partnerships

Data surfaces natural sponsors — JetBlue, Blue Point Brewing, LI Ducks, The Paramount, Macy's/Target — to offset media cost and deepen local roots.

3

Cultivate the affluent core for development

With $2M+ net worth and charitable-giving affinity, Main Stage patrons are prime for donor, patron-circle and premium-access programs.

4

Prospect via EDGE's college-sports data

This audience over-indexes on live sports (Stony Brook 92x, NY pro teams 15–47x) — a natural lookalike pool EDGE can uniquely reach to find new local fans.

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NEXT STEPS

Turning this analysis into a 40th-season plan, aligned to the 2026–27 media roadmap.

1

Align on segment priorities

Confirm which of the four audiences lead the 40th-season strategy.

Late June 2026

2

Build the campaign calendar

Map shows, packages and offers to each segment across the season.

July 2026

3

Launch local-first + search

Activate Google Grant and Children's Theatre, then flight by segment.

From 7.1.26

4

Optimize with these insights

Refine targeting, creative and timing against real results each quarter.

Ongoing

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DATA SOURCES & GLOSSARY

Age / Gender

Individual-level offline data — DMV, survey and multi-source verification.

Occupation

Primarily self-reported via customer surveys and brand-loyalty data.

Income / Net Worth

Household-level financial indicators validated by 3rd-party sources, census, credit and public housing records.

Predicted Spend (PSI)

Modeled propensity to spend in a category, indexed to the U.S. baseline.

Family / Household

Household-level offline data from census, DMV and survey sources.

Brand / Interest / Social

Public social-graph affinities; index reflects over-representation vs. baseline.

Index: over- or under-representation vs. the U.S. baseline (100 = par). Evergreen = the aggregate of all ticket audiences; Main Stage, Children's Theatre and Cover Bands are the distinct sub-audiences. Built for CMPAC, August 2026.

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THANK YOU

Let's build CMPAC's most impactful season yet.

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