

# DRAFT

## CHAPTER 2: Market Demographics

KBOO's market is broadly defined within the organization's Program Charter, which states: "KBOO shall be a model of programming, filling needs that other media do not, providing programming to diverse communities and unserved or underserved groups." KBOO accomplishes this objective within its primary market, which is the Portland Metro Area and includes the City of Vancouver, WA. KBOO also transmits via a translator to Corvallis and in the Columbia Gorge to the Hood River area. These secondary markets represent a very small portion of KBOO's market share.

KBOO encourages programming for and by the specific segments of the population as stated herein. However, the potential listenership is not limited to any particular group within the service areas. Further, the potential for significant increases in listenership and membership within all of these markets is strong.

The following chart shows the breakdown of population figures by race from within KBOO's primary market area from the 2010 Census. It is important to note that Census respondents elect whether or not to declare their race, which means that these numbers are approximate. Also, some respondents may check multiple boxes. This skews the population figures slightly.

Most importantly, this discrepancy is important for KBOO as it moves to implement the strategies for organizational sustainability that are outlined in this plan. It is vital to KBOO's marketing efforts and community outreach to understand that many new or returning listeners and members identify as multi-ethnic and therefore must be approached with this understanding so as not to offend, misunderstand or wrongly identify potential stakeholders.

### Market Demographics: Portland Metro Area

The Portland Metro Area includes both the City of Portland and the City of Vancouver, WA. According to the Population Research Center at Portland State University, the 2010 Census reveals that the total population of the City of Portland is 583,776 people and the population of Vancouver is 161,791, which means that the total population of the Metro Area is 745,567. Based on the figures below, the total numbers of independent responses to the Census request for ethnicity is 638,616 responses for Portland. For Vancouver the number is 178,547.

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City	White	Black or African American	American Indian or Alaska Native	Asian	Native Hawaiian or Pacific Islander	Some Other Race	2 or More Races	Hispanic Latino of Any Race
Portland	444,216	36,695	5,991	41,692	3,109	24,793	27,280	54,840
% of Total	70%	6%	>1%	7%	>1%	4%	4%	9%
Vancouver	130,960	4,763	1,629	8,146	1,589	6,944	7,760	16,756
% of Total	73%	3%	>1%	5%	9%	4%	4%	9%

City	Total Responses	Total City Population
Portland	638,616	583,776
% of Total	109%	
Vancouver	178,547	161,791
% of Total	108.00%	

### Market Demographics: Online and Apps

#### KBOO Website

*Website data will be included in the final version.*

#### Facebook Demographics

In this modern era of social networking, the use of Facebook can be a valuable source for determining community or global interest in KBOO. However, this information does not provide a clear sense of membership numbers and financial contributions that are made to support the station. Further, this data does not indicate whether or not the persons who “like” KBOO on Facebook are regular listeners. However, this data is included herein because it gives an indication of a range of people who are aware of KBOO.

According to Facebook demographics, 49% of those who are fans of KBOO on Facebook are female and 46% are male. The largest number of fans is from the United States, with Canada, United Kingdom and Mexico in subsequent positions. Countries in Europe, Asia, South America, as well as New Zealand, Puerto Rico are all represented among KBOO fans on Facebook. Also, of those fans in the United States, the majorities are from regional cities. The greatest numbers are from Portland, followed by Beaverton, Warren, Seattle and Troutdale. Also, all major American cities are represented among the fan base.

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