THE BROAD VISITORS

Conducted from December 1, 2015 to February 28, 2016 | Margin of error +/-2.6%

**WHO DID YOU VISIT WITH?**

- Friends/family: 49%
- Spouse/partner: 31%
- Children/teens: 7%
- Alone: 6%
- Out-of-town guests: 5%
- Other: 2%

**AGE**

- 18-24: 35%
- 25-34: 36%
- 35-44: 13%
- 45-54: 7%
- 55-59: 3%
- 60 or older: 6%

**ETHNICITY**

- White/Euro-American: 36%
- Asian American, African American, or Pacific Islander: 35%
- Latino/Hispanic or Latino American: 27%
- Other: 6%
- Native American: 6%
- Decline to answer: 3%

**GENDER**

- Male: 38%
- Female: 56%
- Transgender: 2%
- Gender non-conforming: 3%

**AVERAGE AGE: 32**
**Reasons for Visiting**

- **67%** interested in art
- **54%** curious about contemporary art
- **51%** interested in entertainment
- **43%** education (learn)
- **26%** see specific artwork/artists
- **23%** bring out-of-town guests
- **13%** other
- **9%** bring children

**ANNUAL HOUSEHOLD INCOME**

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $20,000</td>
<td>17%</td>
</tr>
<tr>
<td>$20-39,999</td>
<td>14%</td>
</tr>
<tr>
<td>$40-59,999</td>
<td>15%</td>
</tr>
<tr>
<td>$60-74,999</td>
<td>11%</td>
</tr>
<tr>
<td>$75-99,999</td>
<td>11%</td>
</tr>
<tr>
<td>$100-199,999</td>
<td>18%</td>
</tr>
<tr>
<td>$200,000+</td>
<td>13%</td>
</tr>
</tbody>
</table>

**PARTY SIZE**

- 1 person: 7%
- 2 people: 46%
- 3 people: 15%
- 4 people: 16%
- 5 or more people: 16%

**WHERE DO VISITORS COME FROM?**

- 61% L.A. County
- 8% Other U.S.
- 21% Other CA
- 10% International

**KNOWLEDGE OF CONTEMPORARY ART**

- **39%** Beginner
- **42%** Intermediate
- **13%** Advanced
- **6%** Expert