Audience Data: Race/Ethnicity

City of Boston*
- 47% Caucasian
- 22% African American
- 18% Hispanic or Latino
- 9% Asian
- 4% Other

Massachusetts*
- 76% Caucasian
- 6% African American
- 10% Hispanic or Latino
- 6% Asian
- 3% Other

Arts Consumers
- 89% Caucasian
- 3% African American
- 3% Hispanic or Latino
- 3% Asian
- 2% Other

* Census Bureau 2011-2014 ACS