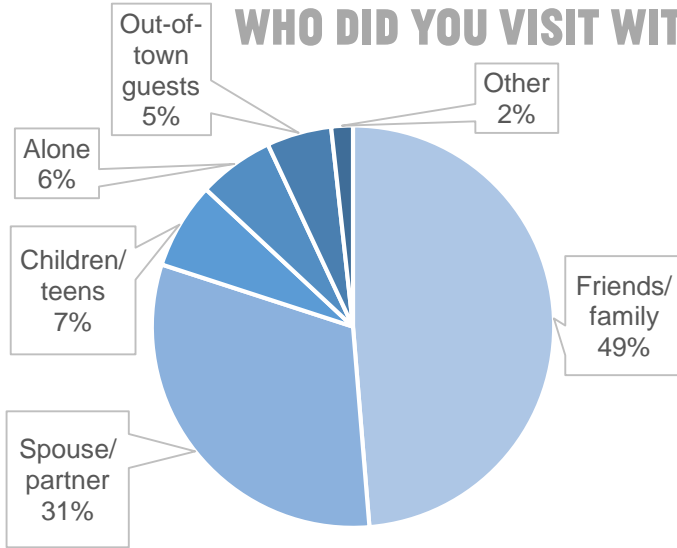


THE BROAD VISITORS

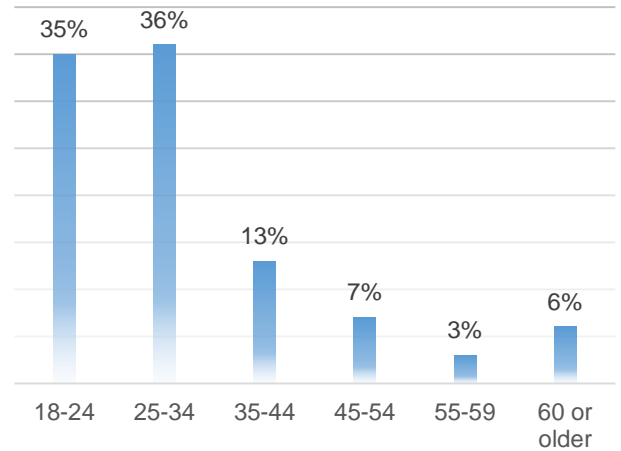
Conducted from December 1, 2015 to February 28, 2016

Margin of error +/-2.6%

WHO DID YOU VISIT WITH?

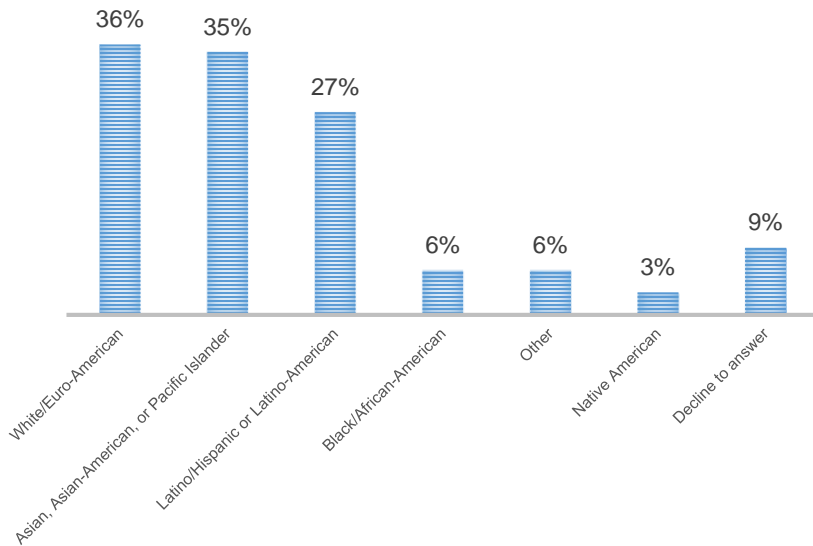


AGE

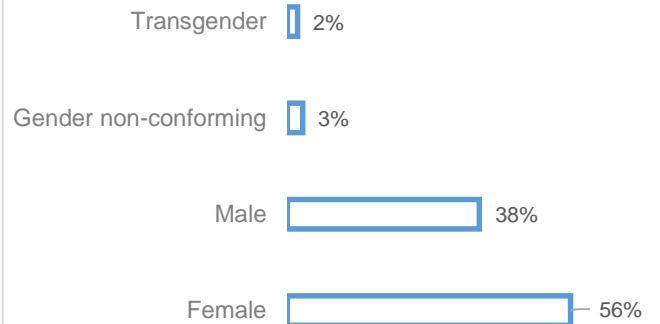


AVERAGE AGE: 32

ETHNICITY



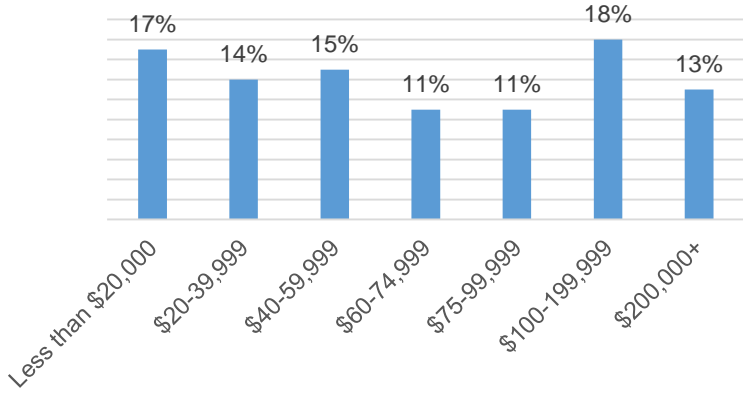
GENDER



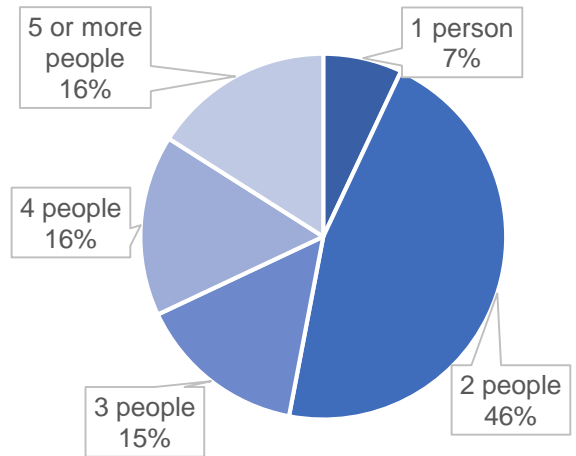
THE BROAD

AVERAGE PARTY SIZE: 2.9

ANNUAL HOUSEHOLD INCOME



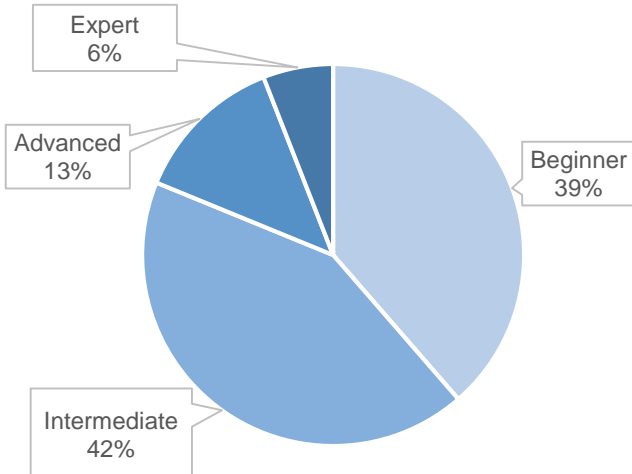
PARTY SIZE



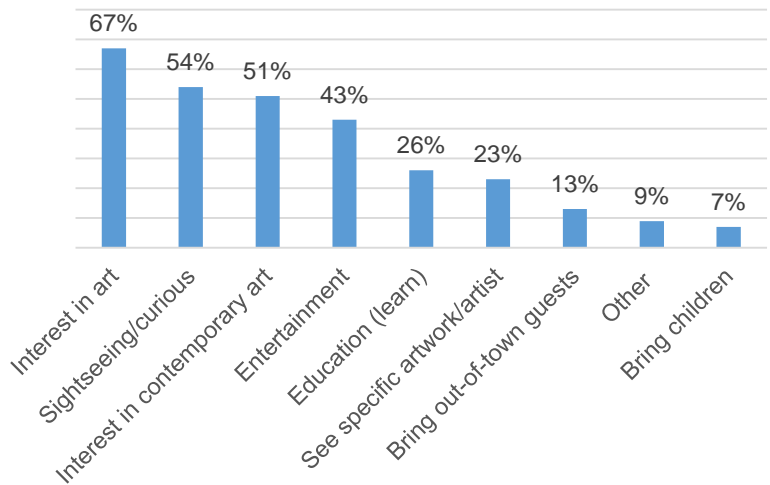
WHERE DO VISITORS COME FROM?



KNOWLEDGE OF CONTEMPORARY ART



REASONS FOR VISITING



THE BROAD