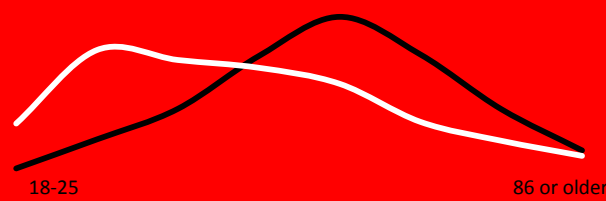


THOSE WHO GO *vs.* EVERYONE ELSE

THE 572,282 patron records
THEATREGOERS

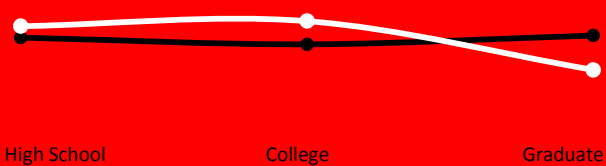
5,473,206 people **THE**
COMMUNITY

58.9 years
average age



47.3 years
average age

34/31/37 %
terminal degree from
high school/college/graduate



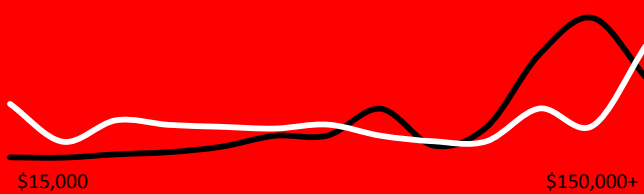
38/39/22 %
terminal degree from
high school/college/graduate

40 %
women



50 %
women

\$107,967
average household income



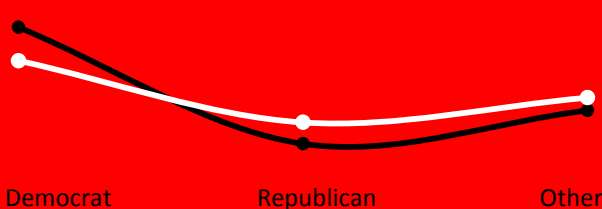
\$66,410
average household income

63 %
married



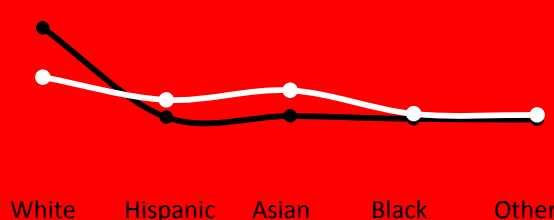
45 %
married

75/2 %
politically identify as
Democrat/Republican



54/16 %
politically identify as
Democrat/Republican

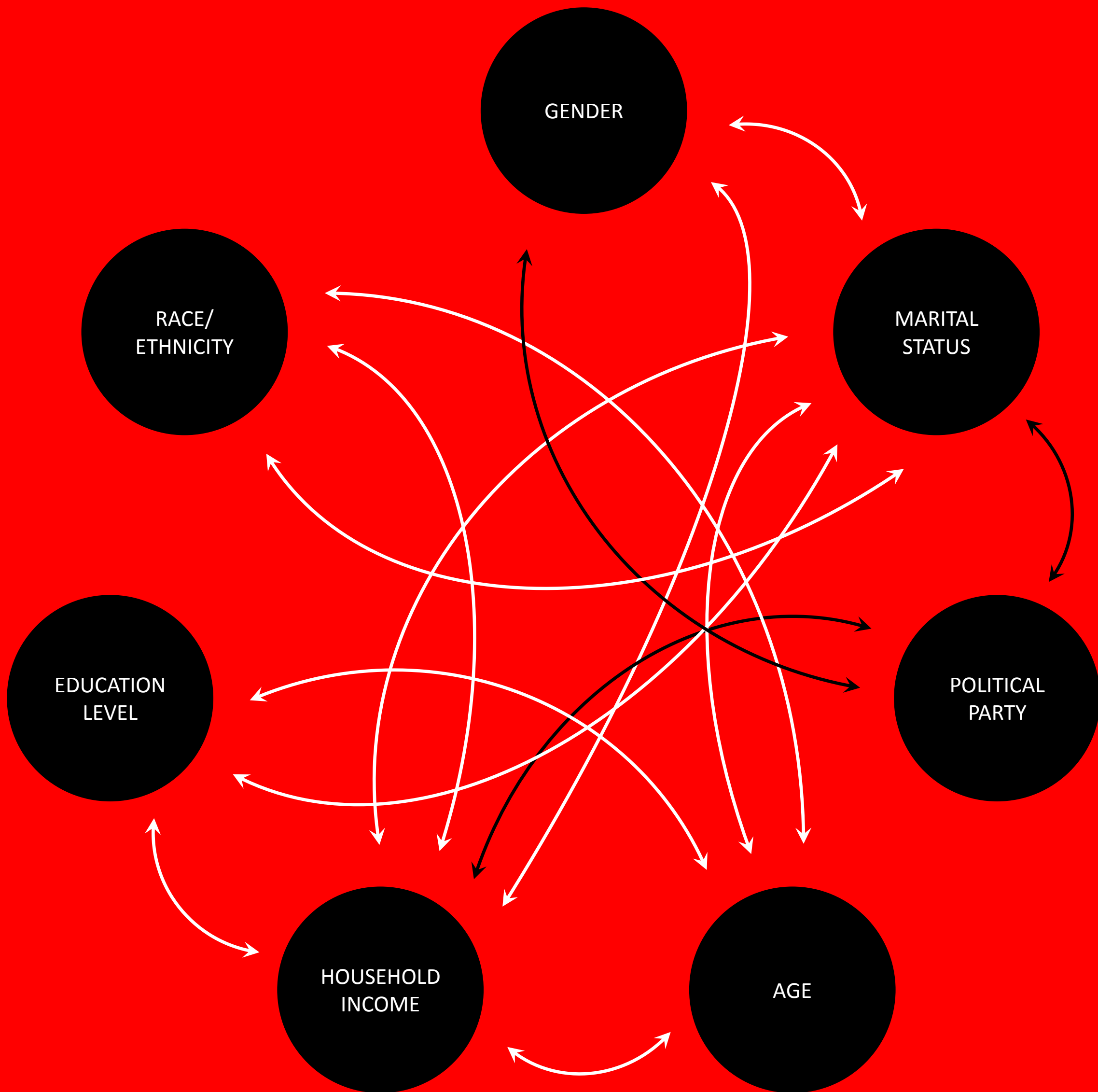
88/4/5/2/1 %
racially/ethnically identified as
White/Hispanic/Asian/Black/other



41/20/29/7/6 %
racially/ethnically identified as
White/Hispanic/Asian/Black/other

HOW DIFFERENT *diversities* RELATE

— positive correlation — negative correlation



The raw numbers for the Arts Diversity Index come from the Bay Area Arts & Culture Census and the 2010 U.S. Census. Correlations indicate a P value of .05 or less.

COUNTY *by* COUNTY

THEATREGOERS vs. COMMUNITY

107,659 people | **255,031 people**
total population

61.9 years | **49.1 years**
average age

34/32/33% | **36/41/23%**
terminal degree from
high school/college/graduate

40% | **51%**
women

\$107,659 | **\$89,605**
average household income

67% | **52%**
married

81/3% | **54/20%**
politically identify as
Democrat/Republican

93/2/2/1/1% | **73/16/6/3/5%**
racially/ethnically identified as
White/Hispanic/Asian/Black/other

160,694 people | **1,529,875 people**
total population

61.0 years | **44.9 years**
average age

32/30/18% | **44/36/19%**
terminal degree from
high school/college/graduate

40% | **51%**
women

\$105,636 | **\$70,821**
average household income

65% | **47%**
married

71/2% | **54/20%**
politically identify as
Democrat/Republican

89/3/4/3/1% | **73/16/6/3/2%**
racially/ethnically identified as
White/Hispanic/Asian/Black/other

26,593 people | **1,066,096 people**
total population

56.5 years | **46.4 years**
average age

34/32/34% | **48/36/17%**
terminal degree from
high school/college/graduate

37% | **51%**
women

\$111,890 | **\$79,135**
average household income

68% | **52%**
married

65/2% | **50/27%**
politically identify as
Democrat/Republican

89/3/4/3/2% | **47/5/15/10/6%**
racially/ethnically identified as
White/Hispanic/Asian/Black/other

260,061 people | **812,826 people**
total population

58.5 years | **44.4 years**
average age

34/31/35% | **33/43/23%**
terminal degree from
high school/college/graduate

41% | **49%**
women

\$105,027 | **\$72,947**
average household income

54% | **38%**
married

78/2% | **56/9%**
politically identify as
Democrat/Republican

86/4/6/3/2% | **42/15/34/6/5%**
racially/ethnically identified as
White/Hispanic/Asian/Black/other

84,860 people | **1,809,378 people**
total population

58.6 years | **45.2 years**
average age

35/33/31% | **39/37/23%**
terminal degree from
high school/college/graduate

36% | **50%**
women

\$115,626 | **\$89,064**
average household income

74% | **53%**
married

72/2% | **46/24%**
politically identify as
Democrat/Republican

87/5/6/0/2% | **35/27/33/3/6%**
racially/ethnically identified as
White/Hispanic/Asian/Black/other

The raw numbers for the Arts Diversity Index come from the Bay Area Arts & Culture Census and the 2010 U.S. Census.

HOW TO READ THE

ARTS *diversity* INDEX

0.0

means totally **HOMOGENEOUS**

1.0

means totally **DIVERSE**

LARGE *differences*

between theatregoers and community mean **the theatre's audience does not reflect the community as a whole.**

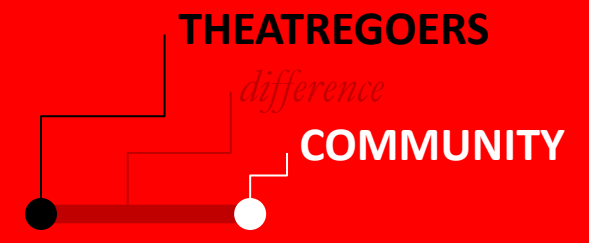
SMALL *differences*

between theatregoers and community mean **the theatre's audience reflects the community as a whole well.**

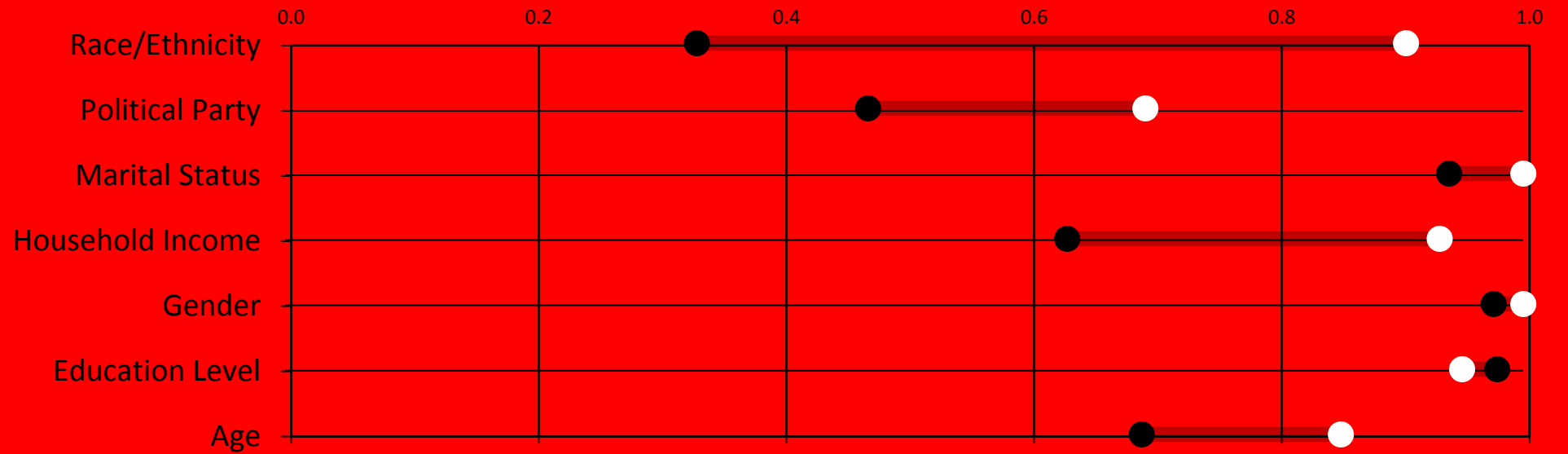
To have the diversity of our theatres reflect the diversity of the larger community, we must aim for the smallest difference possible between theatregoers and community.

The raw numbers for the Arts Diversity Index come from the Bay Area Arts & Culture Census and the 2010 U.S. Census. The Index calculation is based on the Shannon-Wiener Diversity Index.

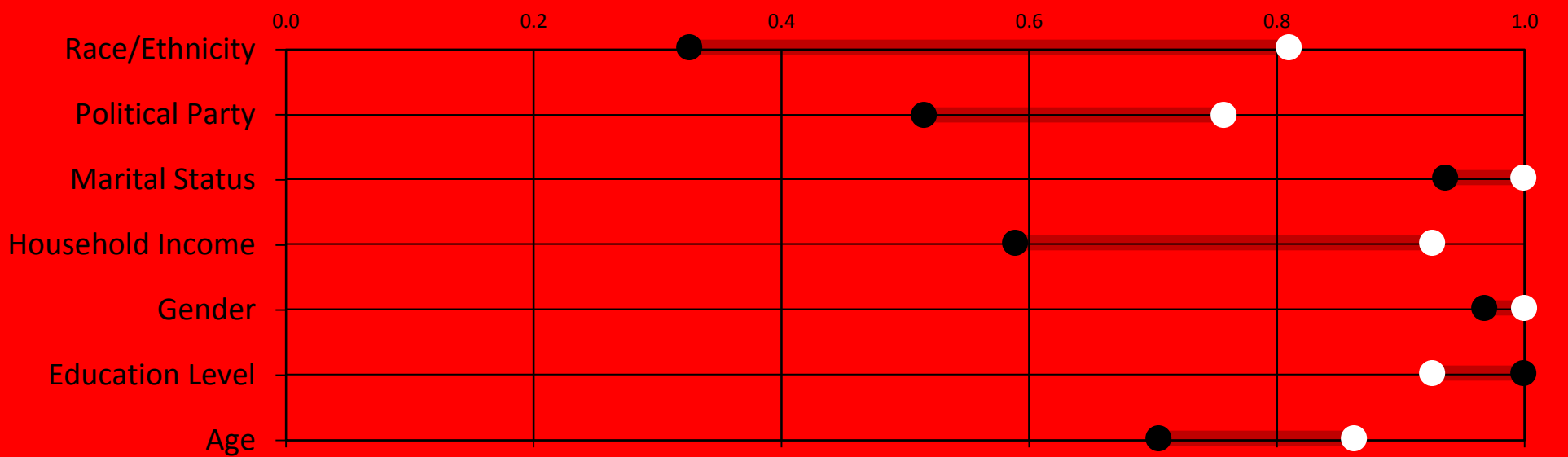
ARTS *diversity* INDICES



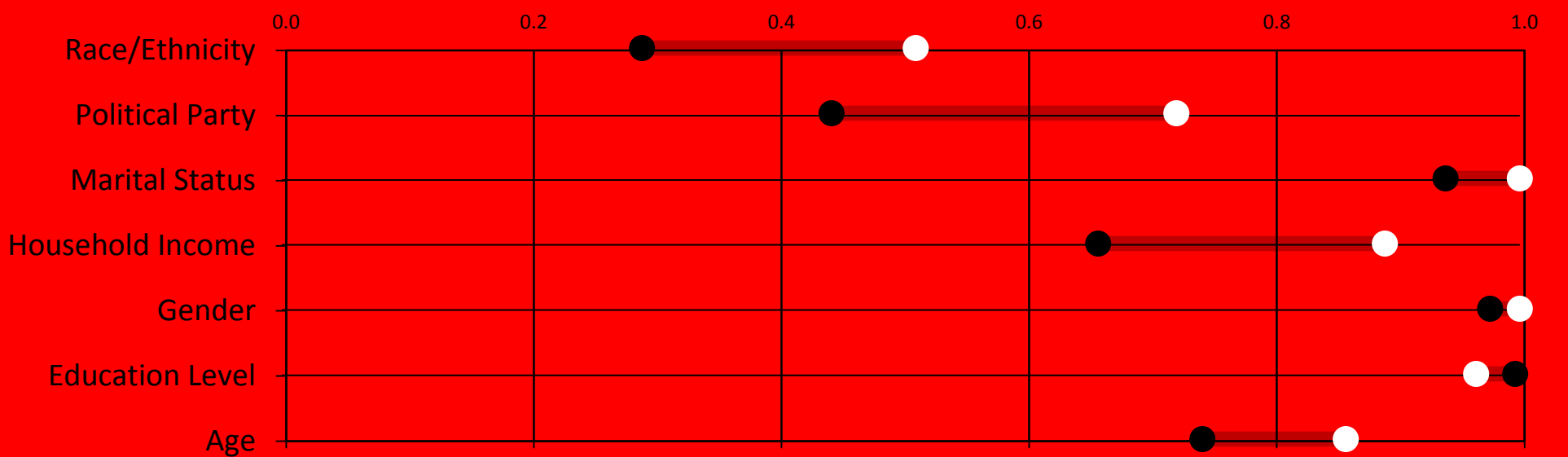
ALAMEDA



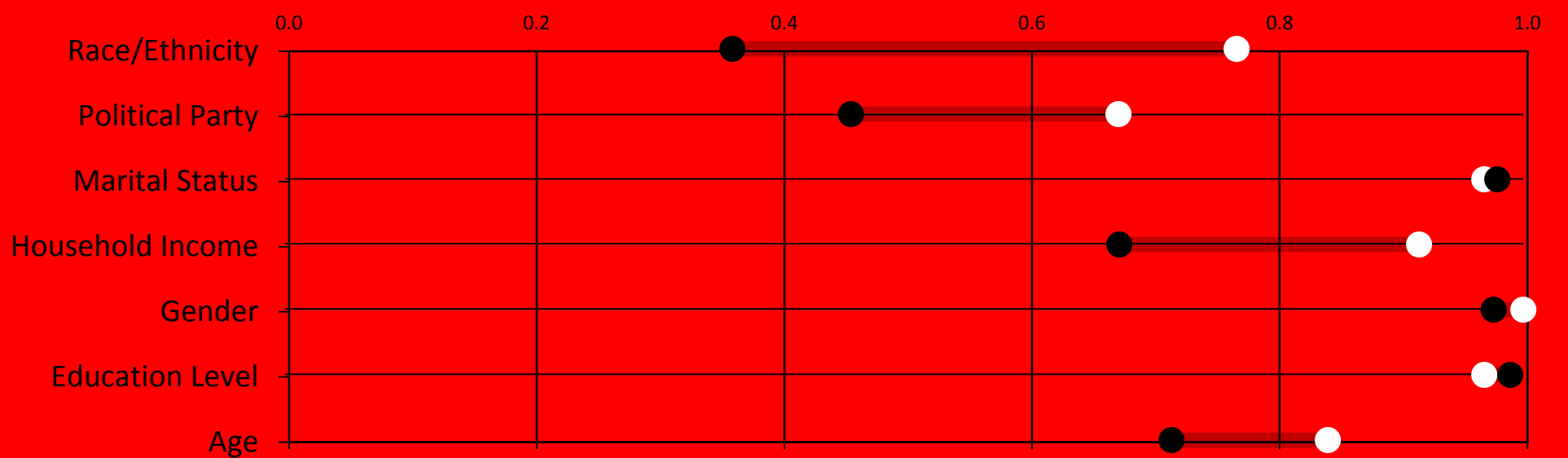
CONTRA COSTA



MARIN



SAN FRANCISCO



SANTA CLARA

