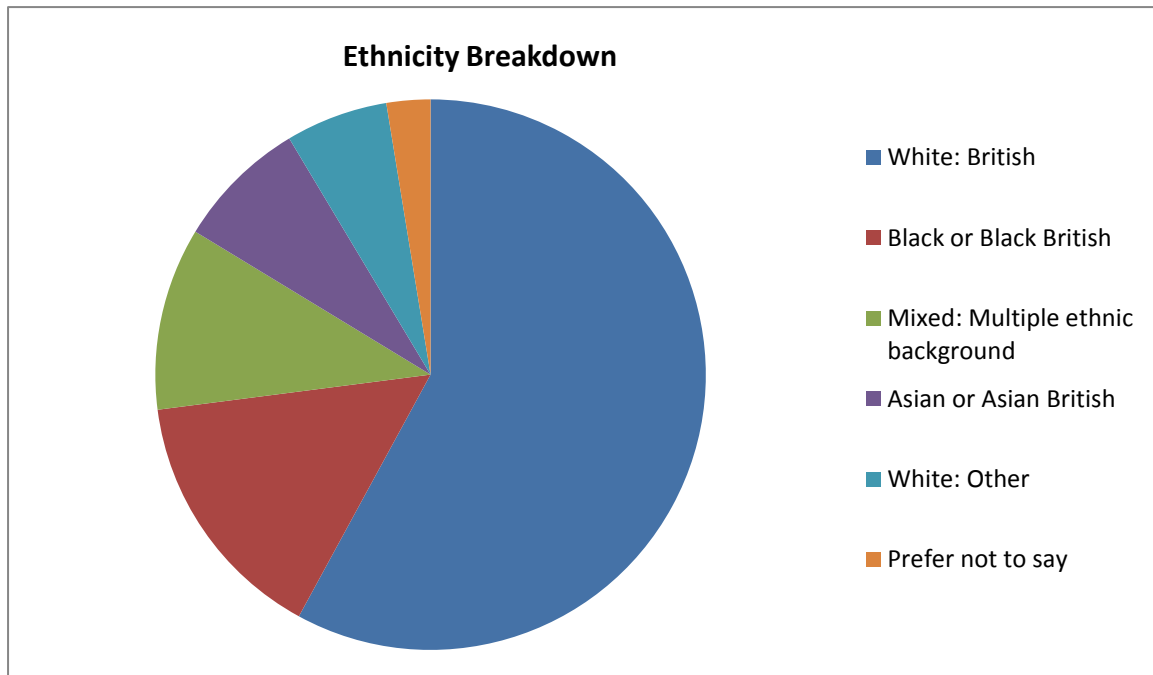


## Audience Ethnicity of New Art Exchange

During this current year, 42% of New Art Exchange audiences have been from a BAME background. The ethnicity breakdown below is based on survey information obtained from Audience Agency April- November 2015.



| Ethnic Background                        | Percentage of audience (%) |
|--|----------------------------|
| <b>White: British</b>                    | 58                         |
| <b>Black or Black British</b>            | 15                         |
| <b>Mixed: Multiple Ethnic Background</b> | 10                         |
| <b>Asian or Asian British</b>            | 8                          |
| <b>White: Other</b>                      | 6                          |
| <b>Prefer not to say</b>                 | 3                          |