

## Race, Ethnicity & National Origin

### DESIGN & TECHNOLOGY WORKFORCE

**86%**  
W H I T E

Compare to the latest US Census data which shows approximately 60% of the total workforce which identifies as white. SMU DataArts reports that they have identified similar patterns in other arts and culture workforces.

Only 14% of total respondents identified as something other than white in this survey. 7% identified as more than one race, and 2% each identified as Black, Hispanic and Asian.



### **SIMILAR PATTERNS IN ARTS & CULTURE WORKFORCES**

**Harris Co., TX (Houston)**

**73%** White (non-Hispanic) vs. **32%** White (non-Hispanic) general population

**New York City**

**66%** White (non-Hispanic) vs. **32%** White (non-Hispanic) general population

### **YOUNGER RESPONDENTS TEND TO BE MORE RACIALLY DIVERSE**

However, only 17% of the 15-34 age group identified as a person of color or multi-racial, compared with 14% of those in the 35-49 age group and only 7% of those 65+.

#### **NATIONAL ORIGIN**

Only 5% of respondents identified a country outside of the US. 20% declined to state and 75% claim the US as their country of origin.

**Race and ethnicity are  
consistent in the industry  
across roles. While DIGITAL  
MEDIA tended to be the  
most diverse, no segment  
was less than 79% white.**

Survey conducted Apr. 1 - June 5, 2021 by SMU DataArts

**view complete study at [www.usitt.org/wds](http://www.usitt.org/wds)**