

CITY OF MINNEAPOLIS

Counties: Parts of Hennepin

Key Cities: Minneapolis

2004 Audience Demographics

Total 2004 Attendance: 4,641,469 people

Age Range

18-34 21%

35-54 38%

55+ 42%

Education Level Completed

High School Degree or Less 12%

2 or 4 Year College Degree 53%

Masters or Doctoral Degree 35%

Annual Household Income

Less than \$60,000 38%

\$60,000-\$99,999 30%

\$100,000+ 32%

Sex

Male 33%

Female 67%*

From: "The Arts: A Driving Force in Minneapolis' Economy" released 1/07.

* Researchers noted that women were more likely than men to be willing to fill out the survey for their attending group, so this figure may not necessarily represent the make up of the audiences.