

SEVEN COUNTY METRO AREA

Counties: Anoka, Carver, Dakota, Hennepin, Ramsey, Scott, and Washington

Key Cities: Minneapolis, St. Paul, Anoka, Bloomington, Chaska, Lakeville, Stillwater

2004 Audience Demographics

Total 2004 Attendance: 11,829,987 people

Age Range

18-34 19%

35-54 37%

55+ 44%

Education Level Completed

High School Degree or Less 13%

2 or 4 Year College Degree 53%

Masters or Doctoral Degree 34%

Annual Household Income

Less than \$60,000 38%

\$60,000-\$99,999 31%

\$100,000+ 31%

Sex

Male 32%

Female 68%*

From: "The Arts: A Driving Force in Northwest Minnesota's Economy" released 3/06.

* 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.