

NORTH CENTRAL MINNESOTA

Counties: Beltrami, Hubbard, Clearwater, Lake of the Woods, Mahnomen

Key Cities: Bemidji, Baudette, Park Rapids, Mahnomen, Bagley

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## 2004 Audience Demographics

Total 2004 Attendance: 58,816 people

### Age Range

18-34	13%
35-54	39%
55+	48%

### Education Level Completed

High School Degree or Less	22%
2 or 4 Year College Degree	52%
Masters or Doctoral Degree	26%

### Annual Household Income

Less than \$60,000	54%
\$60,000-\$99,999	27%
\$100,000+	18%

### Sex

Male	34%
Female	67%*

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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.