

BRAINERD LAKES AREA

Counties: Cass, Crow Wing, Morrison, Todd, and Wadena

Key Cities: Brainerd, Little Falls, Wadena, Long Prairie, Walker

2004 Audience Demographics

Total 2004 Attendance: 18,470 people

Age Range

18-34	8%
35-54	68%
55+	24%

Education Level Completed

High School Degree or Less	26%
2 or 4 Year College Degree	65%
Masters or Doctoral Degree	10%

Annual Household Income

Less than \$60,000	44%
\$60,000-\$99,999	48%
\$100,000+	8%

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.