

EAST CENTRAL MINNESOTA

Counties: Chisago, Isanti, Kanabec, Mille Lacs, and Pine

Key Cities: Cambridge, Princeton, Onamia, Mora, Pine City, Sandstone, North Branch, and Taylors Falls

2004 Audience Demographics

Total 2004 Attendance: 183,743 people

Age Range

18-34	14%
35-54	46%
55+	40%

Education Level Completed

High School Degree or Less	22%
2 or 4 Year College Degree	56%
Masters or Doctoral Degree	22%

Annual Household Income

Less than \$60,000	49%
\$60,000-\$99,999	33%
\$100,000+	18%

Sex

Male	29%
Female	71%*

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.