

CENTRAL MINNESOTA

Counties: Benton, Sherburne, Stearns, and Wright

Key Cities: St. Cloud, Foley, Elk River, Buffalo, Sauk Centre, Monticello

2004 Audience Demographics

Total 2004 Attendance: 219,033 people

Age Range

18-34	22%
35-54	37%
55+	41%

Education Level Completed

High School Degree or Less	25%
2 or 4 Year College Degree	48%
Masters or Doctoral Degree	27%

Annual Household Income

Less than \$60,000	54%
\$60,000-\$99,999	33%
\$100,000+	13%

Sex

Male	37%
Female	63%*

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.