

SOUTH CENTRAL MINNESOTA

Counties: Blue Earth, Brown, Faribault, LeSueur, Martin, Nicollet, Sibley, Waseca, Watonwan

Key Cities: Mankato, North Mankato, St. Peter, Waseca, Fairmont

2004 Audience Demographics

Total 2004 Attendance: 572,208 people

Age Range

18-34	10%
35-54	36%
55+	54%

Education Level Completed

High School Degree or Less	18%
2 or 4 Year College Degree	52%
Masters or Doctoral Degree	30%

Annual Household Income

Less than \$60,000	48%
\$60,000-\$99,999	34%
\$100,000+	18%

Sex

Male	34%
Female	66%*

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.