

2004 Audience Demographics

Total 2004 Attendance: 14,487,592 people

Age Range

18-34	13%
35-54	41%
55+	45%

Education Level Completed

High School Degree or Less	21%
2 or 4 Year College Degree	56%
Masters or Doctoral Degree	23%

Annual Household Income

Less than \$60,000	47%
\$60,000-\$99,999	35%
\$100,000+	18%

Sex

Male	31%
Female	69%*

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.