

# \*NEARLY THREE OUT OF FOUR TWIN CITIANS ATTENDED A LIVE PERFORMING ARTS EVENT IN THE PAST YEAR

	Demographic	Composition
*Age Range	18-34	19%
	35-54	37%
	55+	44%
*Household Income	Less than \$60,000	38%
	\$60,000-\$99,000	31%
	\$100,000+	31%
	People in higher income households attend the performing arts more often than people from lower income households.	
*Education	High School Degree or Less	13%
	Two- or Four-Year College Degree	53%
	Masters or Doctoral Degree	34%
	Education level is positively related to attendance level.	
*Children in Home	Children Under 13 Years	72%
	Children 13 Years and Older	77%
	Over seventy percent of Twin Citians with young children at home still manage to attend live performances.	

## Twin Citians who attend performing arts events also go frequently to other leisure events.

\*Personal involvement in other leisure activities:

Activity	Percent
Go to movies	83%
Attend professional sporting event	58%
Attend amateur sporting event	43%
Attend live pop/rock concert	36%
Attend live comedy show	26%
Go to club to hear live music or dance	52%
Go to museum or art gallery	67%
Attend a community festival, parade, etc.	81%

Performing arts attenders go to nonperforming arts events more often than nonattenders. These findings call into question the commonly held assumption that there is an art/non-arts dichotomy, one that assumes a separation between those who attend the performing arts and those who attend sports, go to bars or attend other social activities. The findings suggest that performing arts attenders are simply part of a more active segment of the Twin Cities community.

\*From "The Arts: A Driving Force in Minnesota's Economy," released 3/06  
 +Source: Urban Institute Analysis of Twin Cities Household Data, released 1/04



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