



Demographic Characteristics of Nonprofit Arts and Culture Audiences in Napa County, California

Community	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School Degree or Less	2 or 4 Year College Degree	Masters or Doctoral Degree	Less than \$60,000	\$60,000 to \$99,999	\$100,000 or More
Residents of Napa County	33.3%	66.7%	6.2%	21.7%	72.1%	13.1%	53.9%	33.0%	26.6%	23.7%	49.7%
Non-Residents of Napa County	42.4%	57.6%	9.7%	35.2%	55.1%	7.9%	55.8%	36.3%	22.1%	28.5%	49.4%
All Napa County Arts Audiences	37.1%	62.9%	7.6%	27.3%	65.1%	11.0%	54.7%	34.3%	24.7%	25.7%	49.6%
National Average (for comparison purposes)	35.8%	64.2%	17.9%	47.0%	35.1%	17.1%	54.0%	28.9%	43.8%	32.7%	23.5%