

DEMOGRAPHICS

- Milwaukee Symphony Orchestra
- Florentine Opera
- Milwaukee Ballet
- First Stage
- Bel Canto
- Sharon Lynne Wilson Center
- Broadway at the Marcus Center
- Off Broadway & Marcus Presents
- Sharon Lynne Wilson Center Entertainment Guide
- MSO Family Series

AGE Median Age - 44

Annual Income Average Annual Income - \$147,000

Investments 85% Own Investments

Education 73% have Bachelors Degree or higher

Marital Status Over 50% Married with Children

Occupation 82% Professional, Managerial or Executives

Automobiles 69% Own 2 Cars or More

Dining Out 78% Dine Out Before or After the Theater

61% have been subscribers for over 5 years

Time Spent Reading the Playbill:

In the theater 15 minutes, at home 11 minutes