



# CHICAGO BOTANIC GARDEN

## Demographics:

Average HHI	\$193,928
Average HHI \$200,000 +	32.3%
Average Home Value	\$838,334
Own homes valued at \$1,000,000 +	13.08%
Professional/Managerial	59.5%
Have 3 or more cars	22.5%
Bachelor's Degree or Better	69.8%
Graduate Degree or Better	30.8%
Male	48.5%
Female	51.5%
Married	69.0%
Average Age	40.7%
With children 18 and under	41.0%

Source: US Census 2000/CBG Membership/Market Facts 2007

### performance media

- Gail McGrath & Associates, Inc.  
3453 Commercial Ave.  
Northbrook, IL 60062  
Phone: 847-770-4621 • Fax: 847-498-1540
- Chicago Botanic Garden Map & Garden Guide
- Chicago Botanic Garden Antique & Garden Fair Program
- Chicago Symphony Orchestra Notebook Program
- Symphony Center Presents Program
- Chicago Symphony Orchestra KidsBook Program
- Chicago Wedding Resource & Guide for Special Occasions
- Harris Theater for Music & Dance, Millennium Park Program
- Harris Theater for Music & Dance, Millennium Park Family Program
- Kohl Children's Museum Guide
- Lyric Opera of Chicago Program
- Lyric Opera of Chicago Millennium Park Program
- Lyric Opera News
- Randolph Street Market Festival Guide
- Ravinia Festival Program/Magazine
- Ravinia Festival Family Fun Program