



# HARRIS THEATER

## MILLENNIUM PARK

### Demographics

Male	48.58%
Female	51.41%
Median Age	36.44
Median Household Income	\$86,631
Median Home Value	\$353,704
Have Bachelor's degree or better	52.73%
Are Married	52.04%

Source: Harris Theater Zip Code Data/U.S. Census 2000 Data

### Audience

Live in the City of Chicago	56.6%
Live on the North Shore/Northwest Suburbs	21.0%
Live in the West/Southwest Suburbs	14.86%
Live in the South Suburbs	1.8%
Live in Southern Wisconsin	1%
Live in Northwest Indiana	1%
Come from out of town	.74%

Source: Harris Theater Ticket Sales Data

**performance media**

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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