



RAVINIA

Festival

Demographics

Male	48.7%
Female	51.3%
Married	70.4%
Average Age	40.9
with children under 18	42.4%
Average HHI	\$201,548
Average HHI \$200,000 +	34.4%
Average Home Value	\$797,758
Homes valued at \$1,000,000 +	14.3%
Home Owners	90.9%
Own 3 or more cars	23.5%
Bachelor's Degree or better	68.8%
Graduate Degree or better	31.2%
Professional/Managerial	54.5%

..... 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

Source: US Census 2000/Ravinia Ticket Sales Data/Market Facts 2007 1/22/07