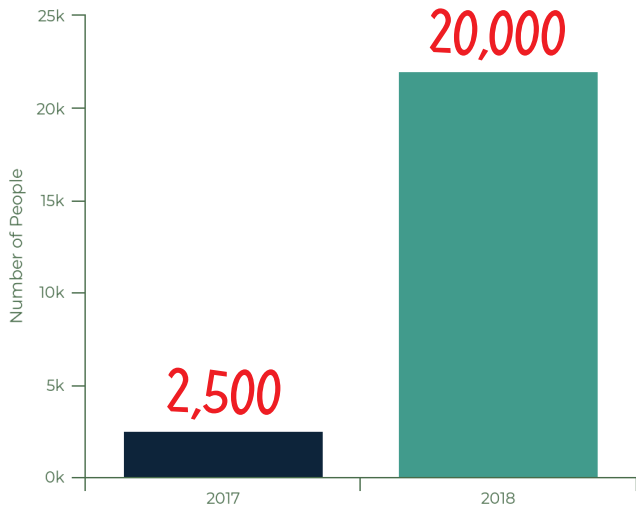


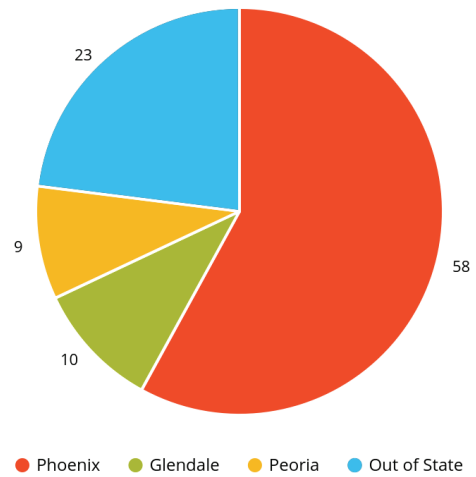
Festival Demographics



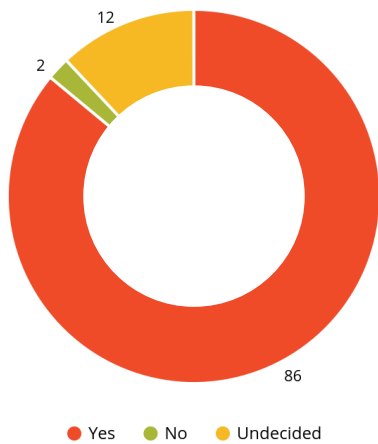
Attendance



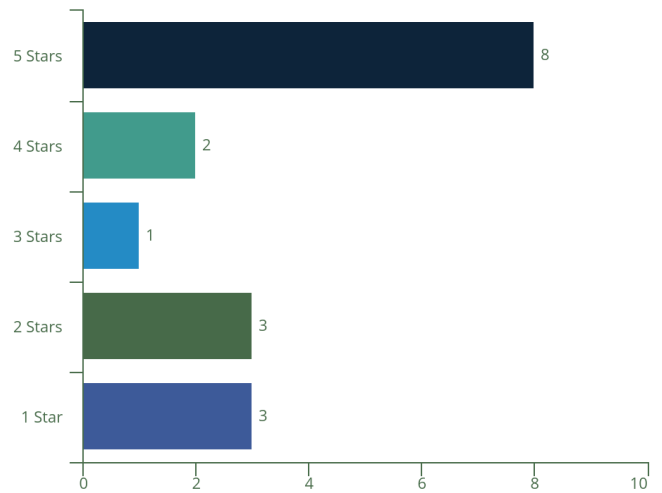
Attendees (%)



How Many Would Attend the 2019 Festival? (%)



3.5/5 Stars



FACEBOOK ADS

Impressions
476,147

Peak Reach
1/15/17 | 12,084

Ad Sets
9

FACEBOOK

Followers
5,489

Engagements
6,237

Page Reach
47,984

INSTAGRAM

Impressions
12,754

Reach
7,021

Website Clicks
60

TWITTER

Impressions
12,000

Reach
52,000

Page Link
168

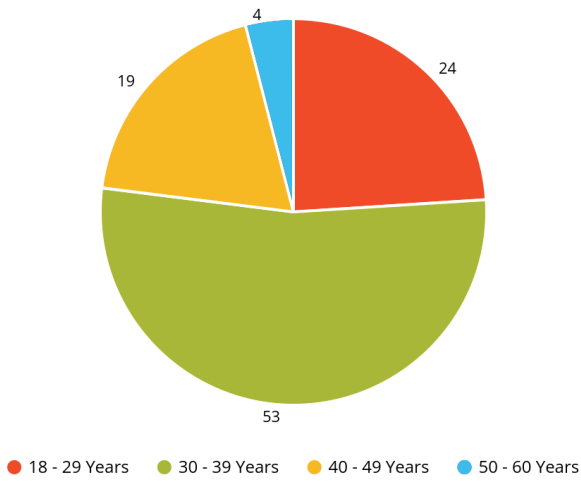
WEBSITE

Visitors
7,975

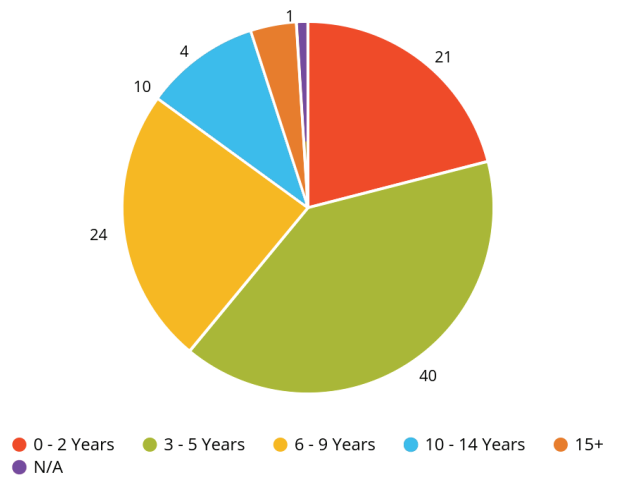
Page Views
22,732

Sessions
1,471

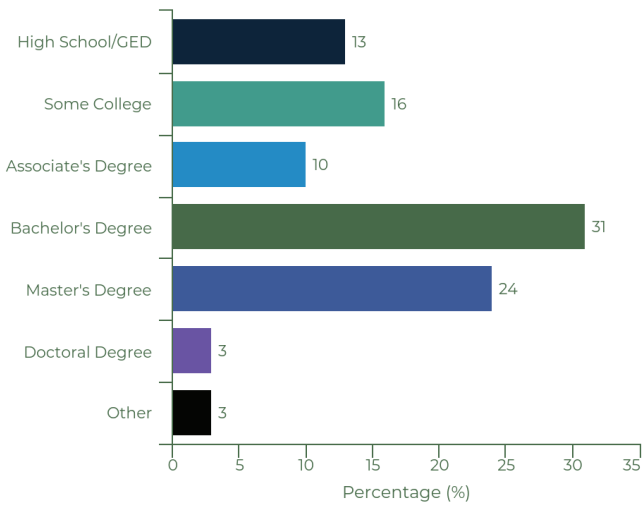
Parent's Age (%)



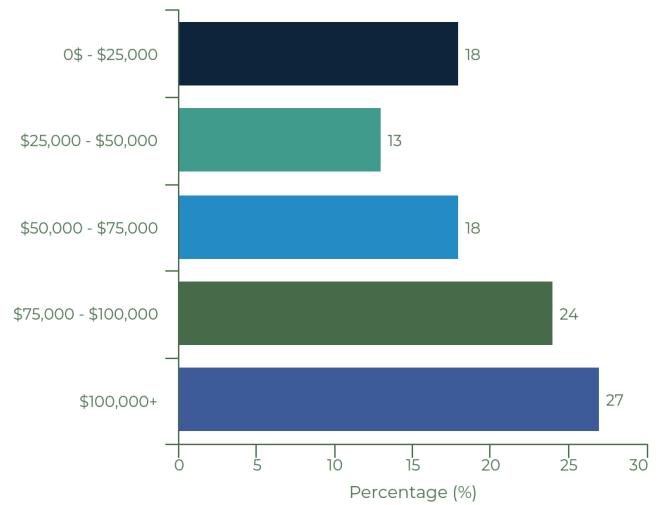
Age Ranges of Children (%)



Highest Level of Education (%)



Household Income (%)



Ethnicities (%)

