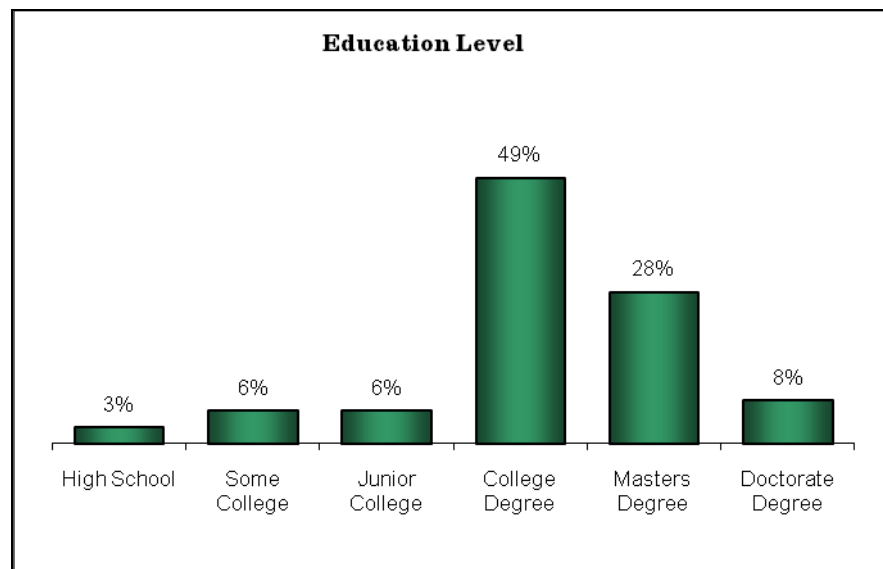
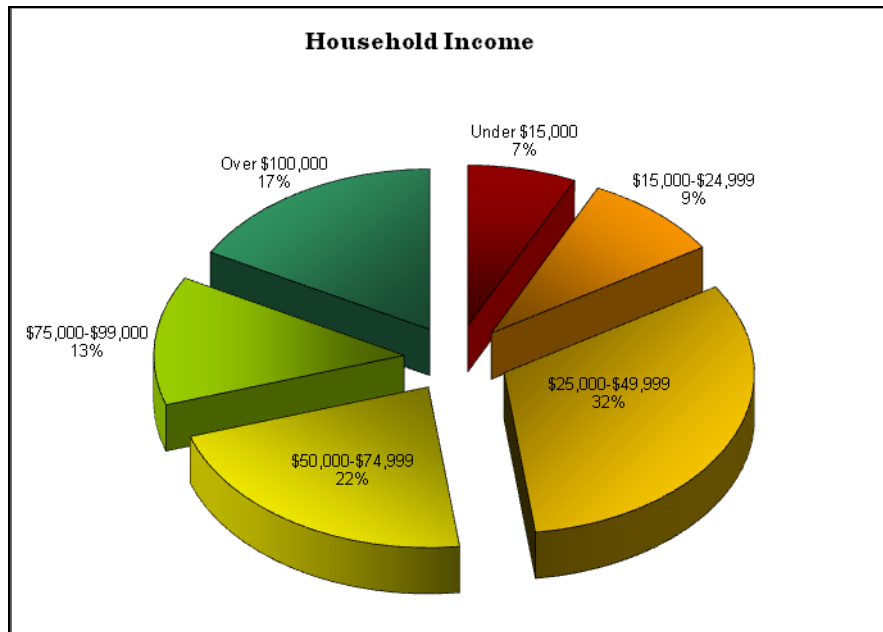
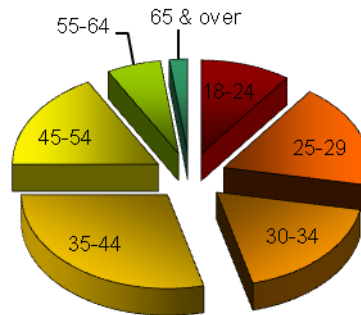


## Chicago Folk & Roots Festival Audience Profile

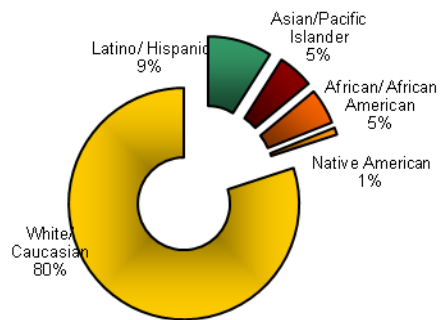


# OLDTOWN SCHOOL of FOLK MUSIC

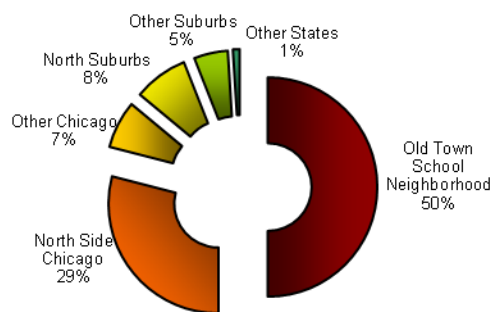
**Adult Audience by Age Group**



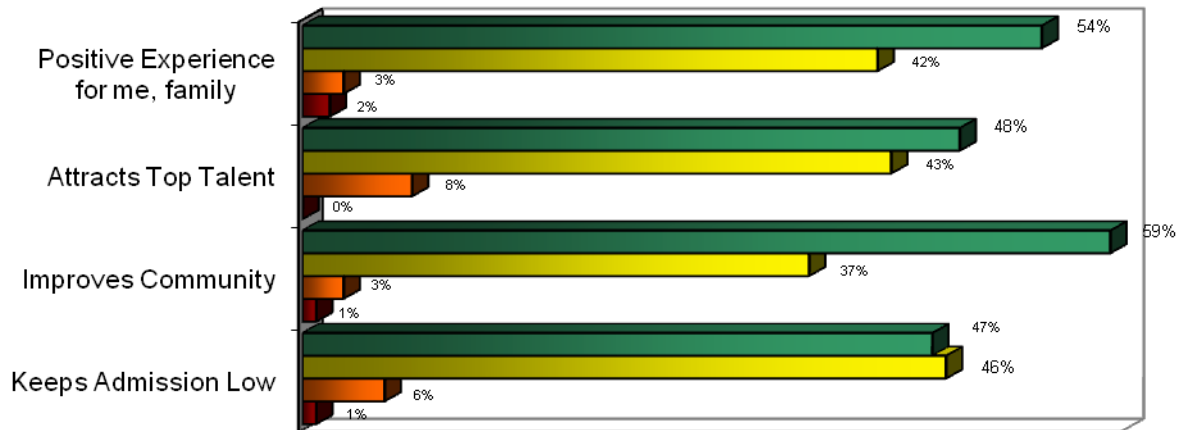
**Ethnic Diversity**



**Audience Residence**



## Importance of Sponsors



	Keeps Admission Low	Improves Community	Attracts Top Talent	Positive Experience for me, family
■ Extremely Important	46%	59%	48%	54%
■ Important	47%	37%	43%	42%
■ Unimportant	6%	3%	8%	3%
■ Extremely Unimportant	1%	1%	0%	2%