

billboard Bulletin

(7.24.17) <http://www.billboard.com/files/pdfs/Bulletin/july-24-2017-billboard-bulletin.pdf>

Faster Horses, By the Numbers: Proof It Isn't Your Typical Music Festival

"I've never seen a more patriotic festival in my life," Luke Bryan told the Faster Horses crowd as he closed out the threeday festival in Brooklyn, Michigan Sunday night (July 23). After roaming amongst the more than 45,000 people that attended the 2017 fest, it's hard to disagree with Bryan. Whether fans were holding American flags or sporting a "Land of the Free" shirt, those in attendance were certainly proud to be American.

Between being a country fest and in the middle of the Midwest, Faster Horses is not just another music festival. While there are VIP tickets available, those who attend are solely there for the music and a good time rather than to be seen. On the first day alone, Billboard saw 254 American flag items and 53 people in camouflage apparel, and there was more chewing tobacco seen than drugs. Naturally, we couldn't resist keeping count of what else festival-goers sported throughout the weekend.

As a disclaimer, this count is in no way making fun of anything we saw. Frankly, as Bryan pointed out, it was impressive to see so many people have such pride to be from the countryside, especially at a music festival. Take a look our rundown of the Faster Horses demographic below.

108 camouflage items
14 Bass Pro Shops hats

4 Make America Great Again hats
15 pairs of overalls
32 blaze orange items
12 Confederate flags
17 cowboy hats made out of beer boxes
9 tins of chewing tobacco
17 Canadian flags
5 Don't Tread On Me flags
And, last but not least: 465 American flag items
Needless to say, if you're looking to enjoy some country music and be immersed in the culture of a true country town, head to Brooklyn, Michigan next summer.

