

FOR IMMEDIATE RELEASE

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Music festival attendance set for continued decline in 2013

A recent report by YouGov SixthSense has found that music festival attendance is set for continued decline in 2013.

The report reveals that just under a fifth (19%) of UK festival-goers surveyed (i.e. those who have attended at least one music festival in the past) plan on going to a music festival in 2013, while 54% say they won't be going at all in 2013.

37% of respondents say music festivals are over-crowded and involve too much queuing. Of those who do not plan to attend a festival in 2013, 35% say they are too expensive, 18% are put off by poor weather and muddy fields, and 22% say they plan to take a holiday instead of attending a music festival.

In a separate live music report YouGov SixthSense explored the habits and preferences of UK gig-goers. The study found that 56% of UK adults who have been to a live music event say the recession has had no impact on the number of live music events they attend, or the amount they spend on live gigs. However, a significant minority (36%) say the recession has had an impact on the number of live music concerts they attend, or the amount they spend. Of these, 83% go to fewer events, and 38% are spending less money on tickets by choosing to attend cheaper live events.

Among gig-goers, 44% think smaller events are best for atmosphere, while 30% think there is no difference between larger and smaller events in terms of atmosphere.

Commenting on the findings YouGov SixthSense Research Director James McCoy said:

“Our study suggests there is declining interest in attending music festivals that tend to span more than one day. Part of this is due to people having less money to spend, but many of the festival-goers we surveyed were turned off by poor weather and long queues. In contrast, our research indicates that a majority of those who attend live music concerts are not put off by the recession, and will continue going to gigs in 2013. This could be down to the fact that a single gig is much less of a commitment, both in terms of time and money, than going to a festival.”

- ENDS-

Notes to editors:

[YouGov SixthSense Music Festivals: 2012/2013 Season](#)

For this report, YouGov SixthSense commissioned a survey among YouGov's online panel, drawing on a sample of 1,015 adults aged 16+ who have been to at least one music festival. Fieldwork was conducted 11-16 October 2012.

[YouGov SixthSense Live Music](#)

For this report, YouGov SixthSense commissioned a survey among YouGov's online panel, drawing on a sample of 2,097 nationally representative adults aged 16+. This was supplemented with an unweighted booster sample of 530 adults aged 16+ who have been to at least one live music concert (not including festivals) in the past two years. Fieldwork was conducted 1-8 October 2012.

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About YouGov

YouGov is an international, full service market research agency offering added value consultancy, qualitative research, field and tab services, syndicated products such as the daily brand perception tracker BrandIndex and social media analysis tool SoMA, fast turnaround omnibus and comprehensive SixthSense market intelligence reports. YouGov's sector specialist teams serve financial, media, technology and telecoms, FMCG and public sector markets.

YouGov is considered a pioneer of online market research and has a panel of 2.5 million people worldwide, including over 350,000 people in the UK representing all ages, socio-economic groups and other demographic types.

As the most quoted market research agency in the UK, YouGov has a well-documented and published track record illustrating the accuracy of its survey methods.

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