

YouGov Survey Results

Sample Size: 1728
Fieldwork: 14th - 16th June 2010

	Gender		Age			Social Grade		Region					
	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
All GB Adults	1728	818	898	229	291	277	967	747	227	599	345	388	148
Unweighted Sample	1728	829	887	228	299	271	1028	686	218	641	331	377	140
	%	%	%	%	%	%	%	%	%	%	%	%	%

Have you ever attended a music festival?

Yes	43	43	42	58	32	22	43	43	51	44	40	39	41
No	57	57	57	42	68	78	57	57	48	56	59	61	59
Don't know	0	0	0	1	0	1	0	0	1	0	1	0	0

All those who have attended a festival

	738	353	379	132	94	60	413	320	116	265	139	152	61
Unweighted Sample	769	365	398	134	114	70	455	309	121	284	132	161	66
	%	%	%	%	%	%	%	%	%	%	%	%	%

If you have been to a music festival, what is your favourite British Festival? Please tick one.

Glastonbury	15	14	15	8	18	18	15	14	18	15	15	14	3
Isle of Wight	6	6	6	4	7	25	5	6	5	6	10	5	1
Leeds	6	8	5	17	0	2	6	7	3	2	4	21	0
Reading	8	9	7	7	6	0	6	11	10	11	5	7	3
Rockness	1	1	1	0	1	0	0	2	0	0	0	1	8
Bestival	0	0	1	0	1	0	0	0	1	0	0	0	0
Latitude	2	2	3	2	2	0	3	1	3	3	0	2	0
Glade	0	0	0	0	0	0	0	0	0	0	0	0	0
Secret Garden Party	1	1	0	0	0	0	0	1	3	0	0	0	0
T in the Park	7	7	6	4	4	0	6	7	5	3	3	4	38
V Festival	9	8	9	13	10	2	7	11	8	12	9	7	0
Womad	1	1	1	0	0	2	1	0	0	1	1	1	0
Camp Bestival	0	0	0	0	0	0	0	0	0	0	0	0	0
Big Chill	1	1	0	0	0	0	0	1	1	1	1	0	0
Creamfields	2	2	1	2	2	0	2	1	1	0	3	4	0
None of the above	38	37	39	40	44	49	43	32	35	40	44	30	43
Don't know	5	4	5	4	4	2	5	4	9	5	4	2	3

	Gender		Age			Social Grade		Region					
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
All GB Adults	1728	818	898	229	291	277	967	747	227	599	345	388	148
Unweighted Sample	1728	829	887	228	299	271	1028	686	218	641	331	377	140
	%	%	%	%	%	%	%	%	%	%	%	%	%

Will you be attending any London weekend festivals this summer? Please tick all that apply.

Lovebox Weekender	1	1	1	1	0	0	1	1	4	1	0	0	0
L.E.D (London Electronic Dance Festival)	0	1	0	1	0	0	0	1	1	0	0	0	1
Hard Rock Calling	1	1	1	1	1	0	1	1	3	1	1	1	1
Somerset House Concerts	1	2	1	3	0	1	1	1	2	1	0	2	0
O2 Wireless	2	2	1	3	1	0	1	3	3	2	1	1	1
South West Four	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	3	3	4	7	1	3	3	4	4	4	4	2	4
I am not attending any festivals	82	83	81	77	86	86	83	81	64	82	84	86	90
Don't know	10	9	12	11	9	9	10	10	21	10	10	7	4

How much would you be willing to pay to attend a headlining festival? Please tick one.

£0-£50	26	24	27	27	27	22	26	26	27	27	23	25	21
£50-100	23	22	24	25	20	10	25	21	30	23	23	18	26
£100-£150	14	14	13	26	5	3	11	17	10	13	14	15	17
£200 +	3	3	2	3	1	1	1	4	2	2	3	4	4
I would not be willing to pay	29	32	27	12	43	58	30	28	26	29	32	32	25
Don't know	6	6	7	7	4	6	8	4	5	7	5	6	7
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0

Do you agree or disagree with each of the following statements?

Music festivals are becoming too expensive.

Strongly agree	36	34	38	42	35	26	34	39	34	37	36	32	46
Agree	33	34	33	37	30	26	33	34	35	34	33	33	25
Neither agree nor disagree	15	15	15	12	16	22	16	14	14	14	13	20	13
Disagree	2	2	2	1	2	0	1	2	4	1	0	2	2
Strongly disagree	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	14	15	13	7	17	25	16	12	14	14	17	12	14

	Gender		Age			Social Grade		Region					
Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
All GB Adults Unweighted Sample	1728	818	898	229	291	277	967	747	227	599	345	388	148
	1728	829	887	228	299	271	1028	686	218	641	331	377	140
	%	%	%	%	%	%	%	%	%	%	%	%	%

Music festivals are becoming too commercial (at the expense of quality of the music)

Strongly agree	25	27	23	32	24	25	24	26	24	25	23	24	34
Agree	30	28	32	32	25	29	31	29	29	31	34	31	17
Neither agree nor disagree	23	23	23	22	24	20	22	24	24	24	20	22	27
Disagree	7	6	8	8	7	2	6	8	8	6	6	9	8
Strongly disagree	1	1	0	0	1	1	1	1	0	1	1	0	0
Don't know	14	15	13	7	18	23	16	11	15	14	15	13	15

What are your principal motivations for choosing which festival to attend? Please tick all that apply.

Reputation of festival	28	25	31	26	18	20	26	31	36	27	26	24	35
Clientele at festival/type of people that go to the festival	19	19	20	21	13	12	19	20	29	17	19	16	23
Music line up	60	57	64	75	53	38	58	63	65	58	61	59	63
Additional arts and entertainment	12	11	13	14	7	10	11	13	14	14	10	11	13
Relaxation/ 'getting away from it all'	19	20	18	22	19	12	17	21	24	20	18	15	17
Party atmosphere	20	21	20	28	10	14	18	24	29	19	21	17	19
Overall experience	37	34	40	40	24	26	33	43	48	36	37	30	42
Other	4	5	2	2	5	5	4	3	2	5	4	3	5
Don't know	23	23	24	9	32	45	25	22	21	24	23	25	20