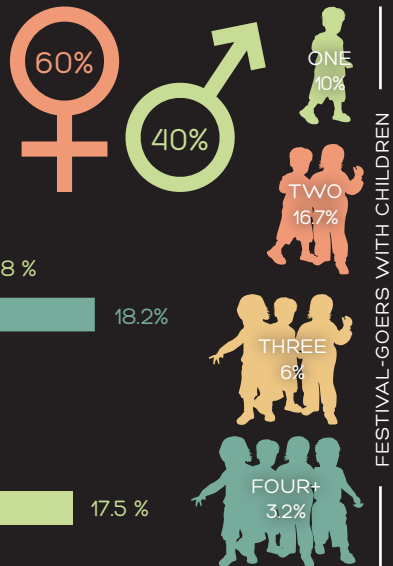
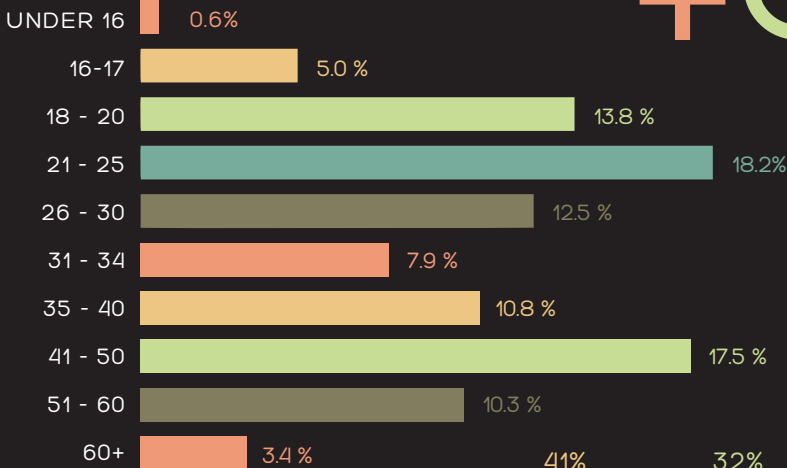


# MARKET REPORT 2017



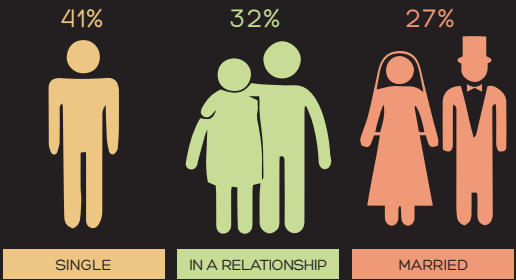
# MEET THE FESTIVAL-GOERS...

## AGE



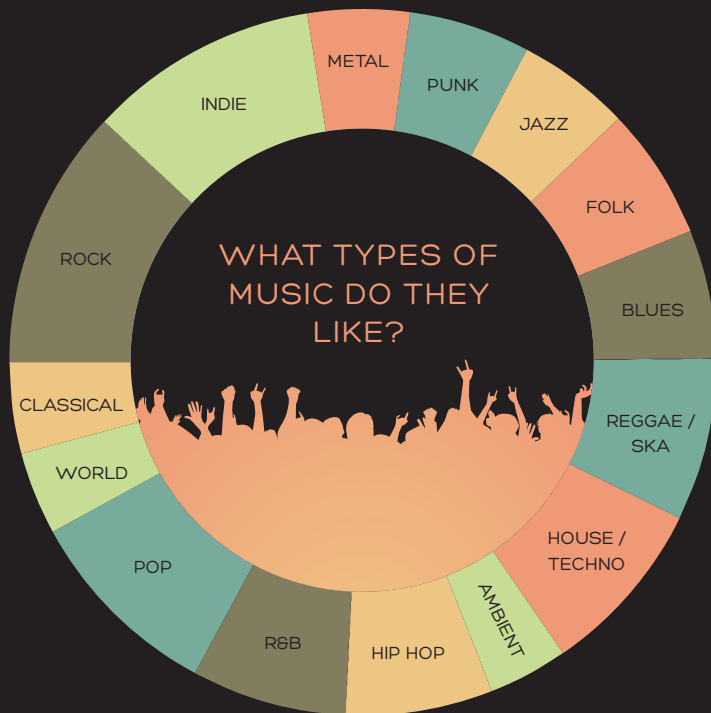
FESTIVAL-GOERS WITH CHILDREN

50% Took advantage of an early bird ticket offer



## THEY BOUGHT THEIR FESTIVAL TICKETS...





### HOW MANY GIGS DO THEY ATTEND PER YEAR?

None - 2%

1-2 - 20%

3-5 - 30%

6-10 - 22%

11-20 - 13%

21-30 - 6%

31-40 - 2%

40+ - 4%

### HOW MANY FESTIVALS DID THEY ATTEND THIS YEAR?

None - 12%

1 - 34%

2 - 26%

3 - 14%

4 - 7%

5 - 3%

6 - 1%

6+ - 3%



### FESTIVAL TICKET PRICES...



Good value for money  
19%



They're about right  
60%



Overpriced for what they deliver  
21%

### WHERE DO THEY BUY MUSIC?



20% Buy physical formats on the high street



29% Buy physical formats online



44% Use a streaming service

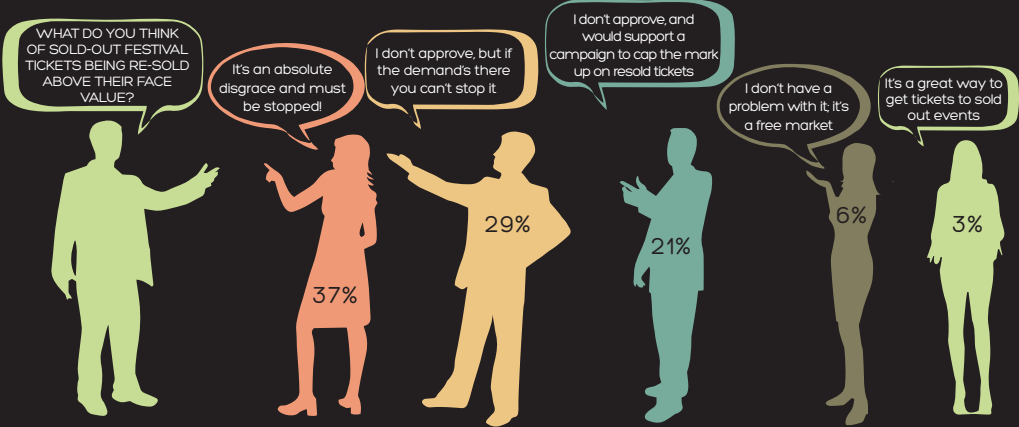
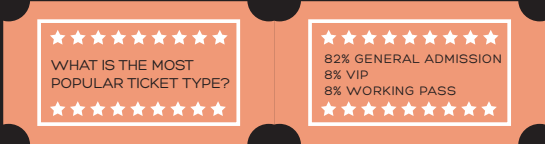
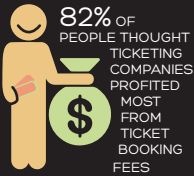
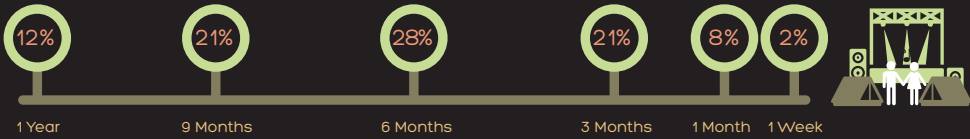


3% Don't own any music



4% Torrent

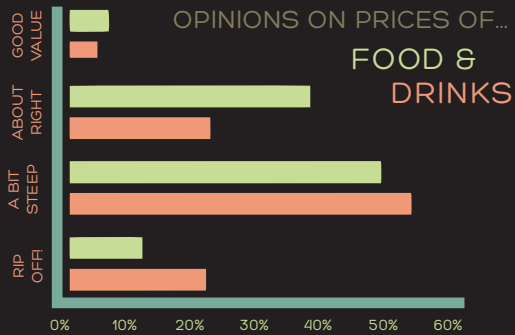
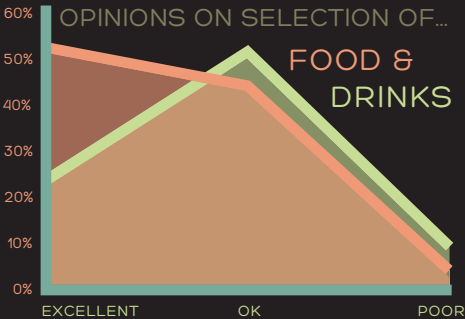
# HOW FAR IN ADVANCE DID THEY BUY TICKETS?



## WHAT'S THEIR FAVOURITE TIPPLE?



## WHAT'S THEIR FAVOURITE FOOD?



## BAR OPERATORS TAKE NOTE!



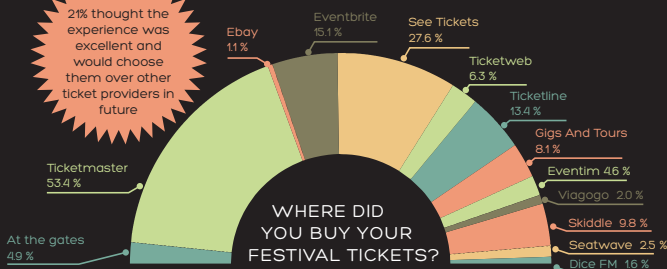
### THE TOP 8 IMPROVEMENTS ATTENDEES WOULD LIKE TO SEE ON OFFER:

1. FREE PUBLIC WI-FI IN THE VICINITY OF THE BAR
2. DISCOUNTS ON GROUP ORDERS (SIX OR MORE DRINKS)
3. THE ABILITY TO PAY WITH YOUR DEBIT / CREDIT CARD
4. PHONE CHARGING FACILITIES
5. THE ABILITY TO PAY WITH FUNDS LOADED ONTO A WRISTBAND
6. A WIDER SELECTION OF BEERS
7. A WIDER SELECTION OF COCKTAILS
8. A WIDER SELECTION OF WINES

## FAVOURITE WAYS TO PAY FOR A DRINK AT A FESTIVAL, BY THOSE WHO USED THEM:

- 01 CASH
- 02 CASHLESS PAYMENT SYSTEM
- 03 DEBIT OR CREDIT CARD
- 04 TOKEN SYSTEM (BOUGHT WITH CASH / CARD)

2% thought the experience was excellent and would choose them over other ticket providers in future



59%

Of festival-goers thought £4 was a fair price for a pint

## THE OVERALL LINE-UP

was most WHEN festival

CONSIDERED IMPORTANT Choosing



THE element WHICH ATTEND



PREVIOUS EXPERIENCE AT THE SAME EVENT

FRIENDS AND LIKE-MINDED PEOPLE ARE GOING

QUALITY OF PRODUCTION AND ORGANISATION

## THEIR IDEAL SIZE OF FESTIVAL

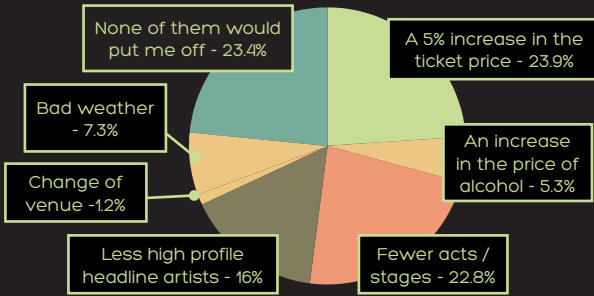


67% TRAVELLED BY CAR



20% TRAVELLED BY TRAIN OR COACH

## WHAT WOULD STOP THEM COMING BACK NEXT YEAR?

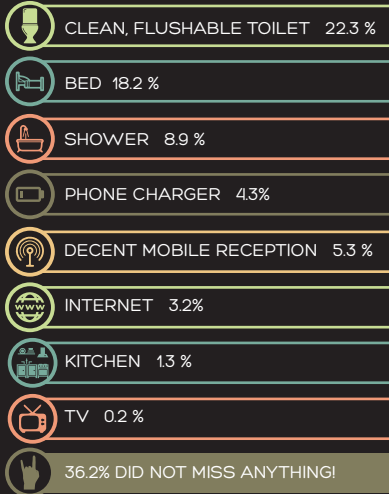


THIS IS WHAT FESTIVAL-GOERS ENJOY THE MOST WHEN ATTENDING FESTIVALS:



The music 64.2 %  
 Hanging out with friends 19.4 %  
 Getting back to basics 7.3 %  
 Meeting new people 6.8 %  
 Getting smashed 2.4 %

## THE HOME COMFORTS THEY MISS THE MOST



Limited choice of food or drink 1.9 %

Unfriendly security 1.8 %

Inability to pay by card / lack of cashpoints 2.1 %

Bad organisation 2.4 %

Poor sound 2.7 %

Restrictions on what you could bring 5.4 %

The price of tickets 5.4 %

Having to walk long distances 5.8 %

No showers / clean toilets 7.3 %

The price of food & drink onsite 8.5 %

Queues and overcrowding 8.8 %

Wet and muddy conditions 12.4 %

## HOW MANY OTHER PEOPLE WENT WITH THEM IN THEIR GROUP?

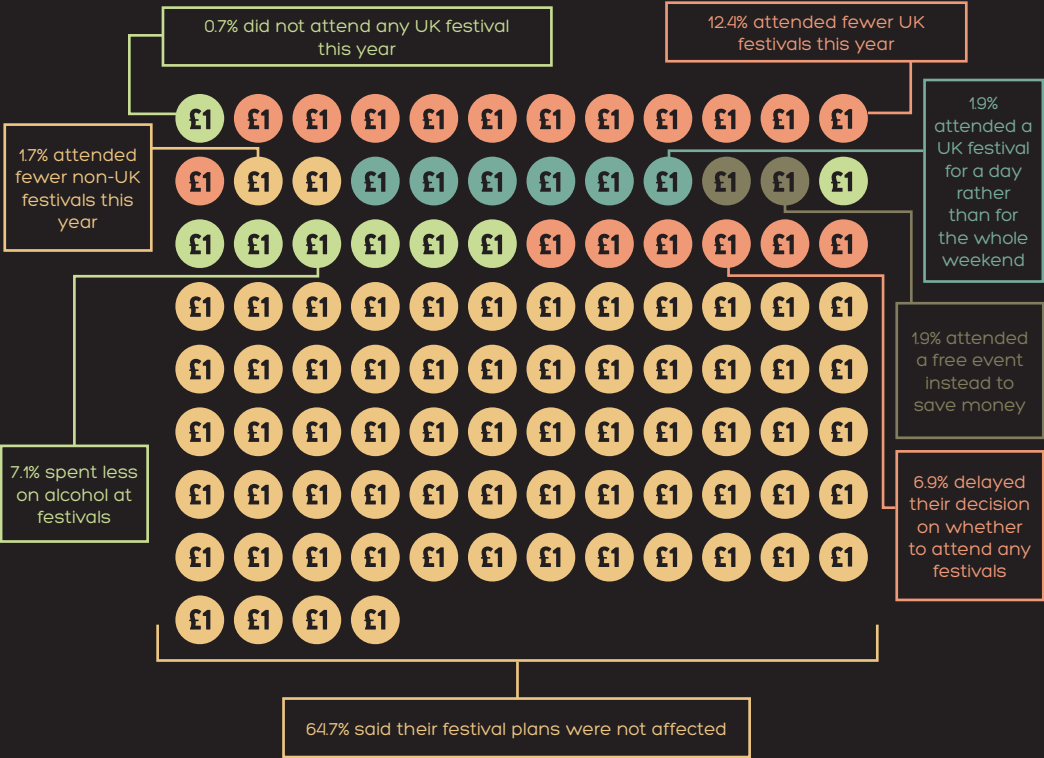


Favourite bands clashing on the running order 43 %

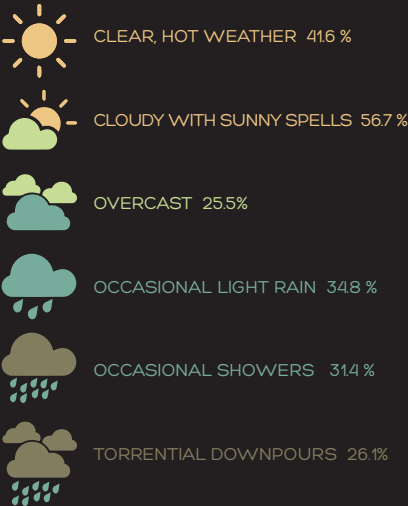
AND THEIR BIGGEST UK FESTIVAL GRIPES:



HOW DID THE ECONOMIC CLIMATE IMPACT THEIR FESTIVAL PLANS?



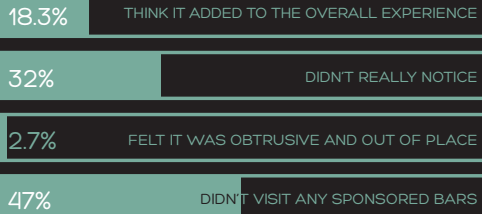
HOW WAS THE WEATHER?



85.7% TOOK THEIR TENTS HOME FROM THE FESTIVAL



IMPRESSION OF THE SPONSORED BAR AREAS...



12.8% HAVE GONE TO FESTIVALS OUTSIDE OF THE UK THIS YEAR



OF THOSE WHO WENT TO A FESTIVAL ABROAD...



86.2%

HAVE NEVER REGRETTED  
A FESTIVAL PICTURE THEY  
POSTED ON SOCIAL MEDIA



20.9% ADMITTED TO TAKING  
ILLICIT DRUGS AT A FESTIVAL



13% TOOK LEGAL HIGHS

37.2% OF FESTIVAL-GOERS SMOKE



WHAT THEY LIKED ABOUT FESTIVALS ABROAD...



Better  
atmosphere



Better  
organisation



Cheaper  
food & drink



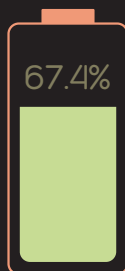
Better  
line-up



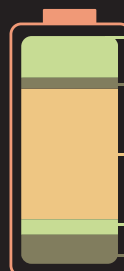
Cheaper  
tickets



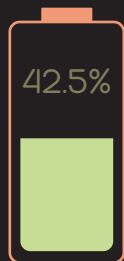
Better  
weather



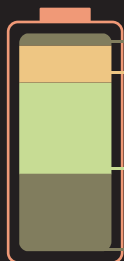
RECHARGED THEIR  
PHONE AT A FESTIVAL



HOW THEY CHARGED THEIR  
PHONES



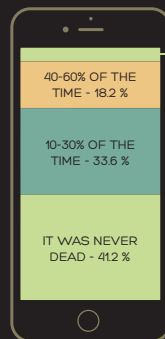
THOUGHT MORE  
FESTIVALS  
SHOULD MAKE A  
CHARGING SERVICE  
AVAILABLE



WOULD RECOMMEND  
THE CHARGING  
SERVICE TO A FRIEND



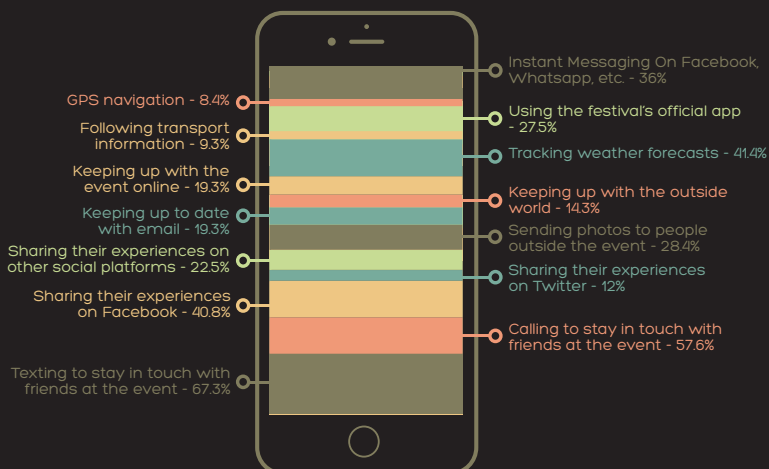
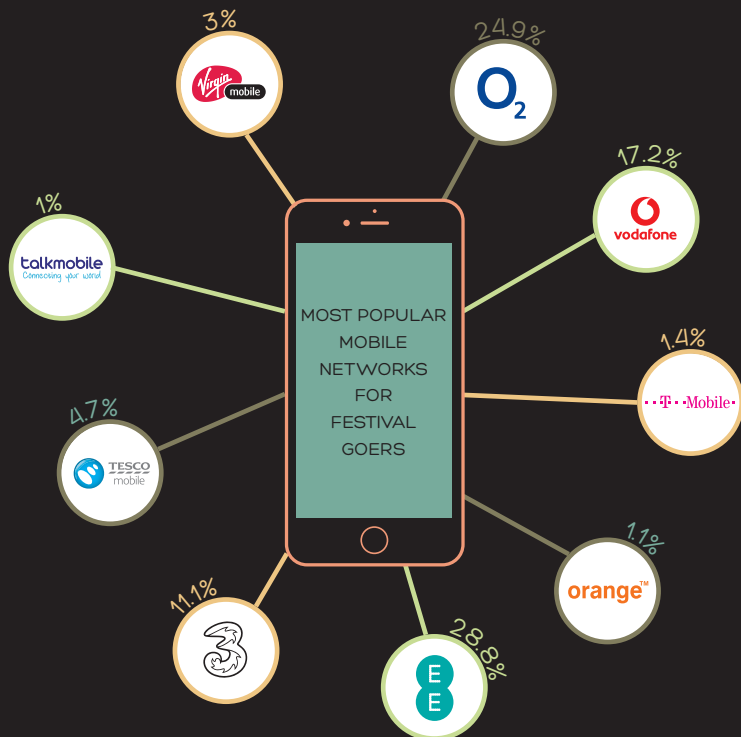
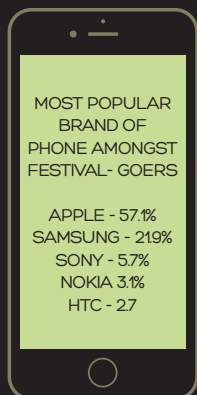
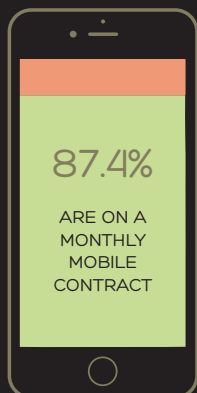
SATISFACTION WITH  
CHARGING SERVICE



PERCENTAGE OF TIME THEIR  
MOBILE PHONE BATTERY WAS  
DEAD AT THE FESTIVAL

70-100% OF  
THE TIME -  
5.3%





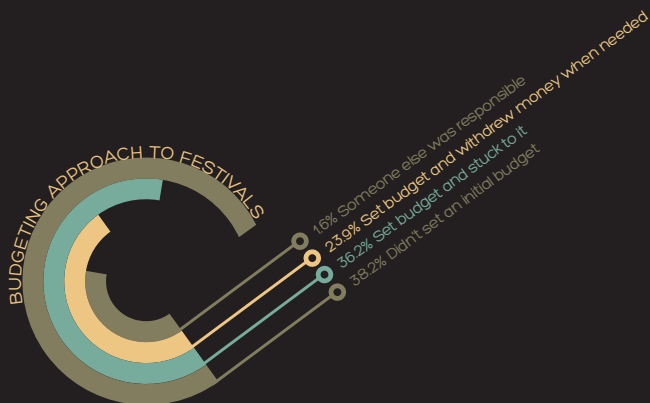
## WHAT THEY USED THEIR MOBILES FOR AT FESTIVALS



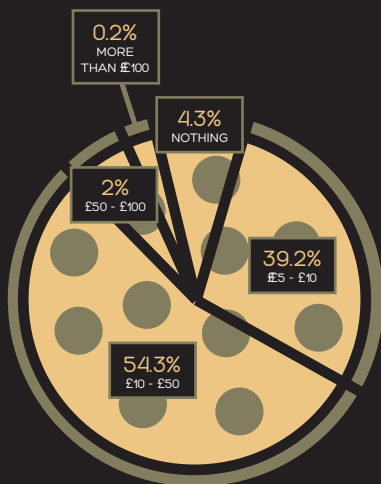
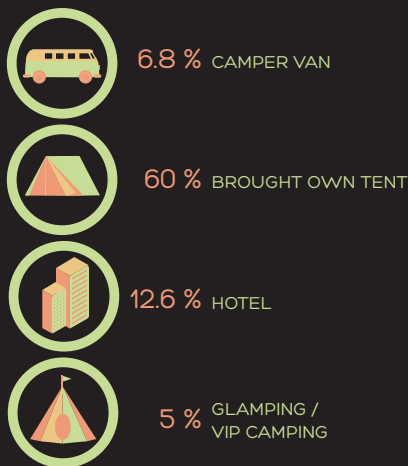
## AMOUNT SPENT ON ALCOHOL DAILY



## BUDGETING APPROACH TO FESTIVALS

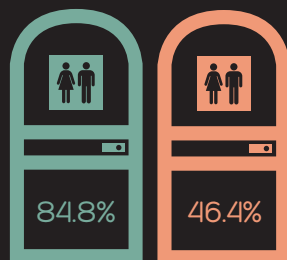


## FESTIVAL ACCOMMODATION CHOICES



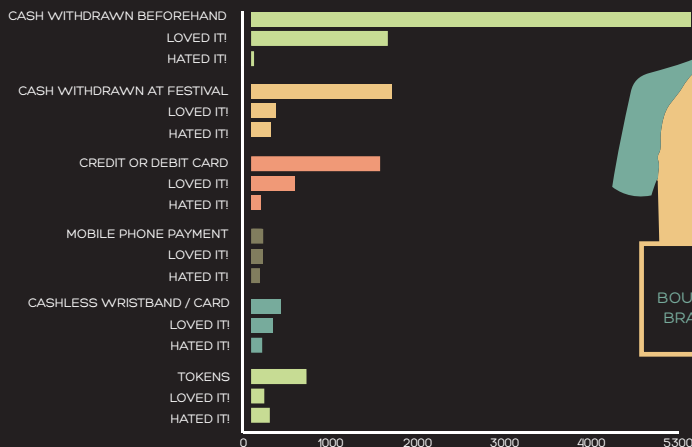
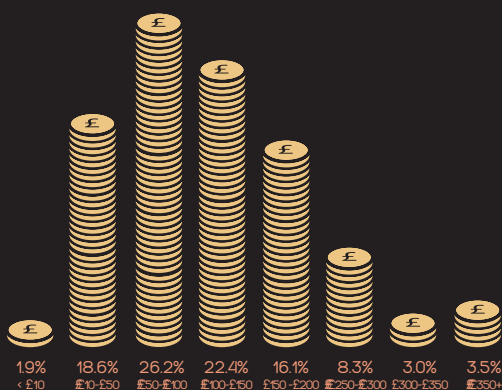
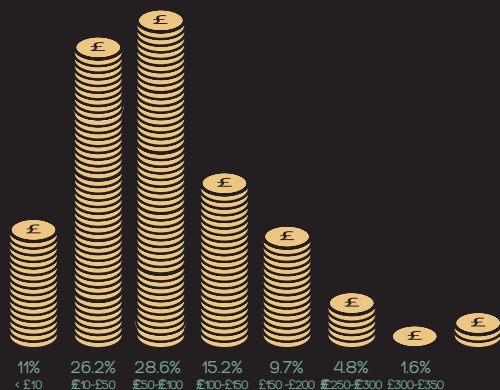
## AMOUNT EACH FESTIVAL-GOER SPENT ON FOOD DAILY

## HOW LIKELY THEY WOULD BE TO NOTICE AN ADVERT FOR A FESTIVAL ON THE FOLLOWING PLATFORMS...



PAID TO VISIT A PREMIUM TOILET FACILITY AT A FESTIVAL THIS YEAR

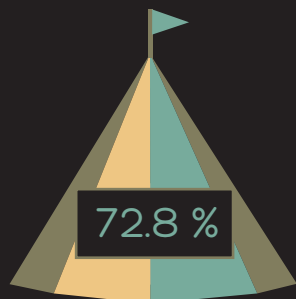
THINK MORE FESTIVALS SHOULD MAKE THESE SORT OF PREMIUM FACILITIES AVAILABLE



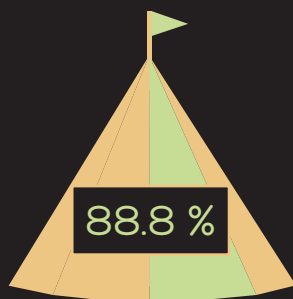
22.7%  
BOUGHT AN ARTIST  
BRANDED T-SHIRT  
THIS YEAR



34%  
BOUGHT A FESTIVAL  
BRANDED T-SHIRT  
THIS YEAR



FELT THAT PREMIUM  
ACCOMMODATION WAS  
GOOD VALUE FOR MONEY



WOULD CONSIDER PAYING  
FOR VIP ACCOMMODATION  
AGAIN IN THE FUTURE

47.7%  
accept that festivals need  
brand sponsorship, but  
doesn't improve their  
enjoyment

44.2%  
remember  
sponsors from  
the festivals they  
attended



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