

FESTIVALS INSIGHT



52%

1,323 females



48%

1,231 male



2,554

respondents
aged **16/30**

16/21

1,295

22/26

1,210

TOP INFLUENCES



45%

friends



33%

Line-up



30%

Location

63%



of students have been
to a music festival in
the past three years

71%

will spend
up to £200
on non essential items at a UK festival



TOP CHOICES

LEEDS

BESTIVAL

wireless

69%

travel with

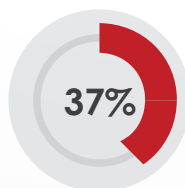


REASONS TO GO ABROAD

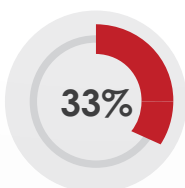


81%

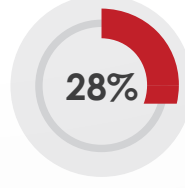
of students have not
been to a festival
outside of the UK



Travel



Line-up



New
experience



69%

of students are
willing to spend

£150 or less

on a festival ticket