| Unweighted base | 1056 | 522 | 534 | 82 | 185 | 197 | 200 | 392 | 267 | 789 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All London Adults | 1045 | 498 | 548 | 124 | 211 | 231 | 186 | 293 | 335 | 710 |
| North London | 8\% | 10\% | 7\% | 5\% | 9\% | 13\% | 9\% | 5\% | 8\% | 9\% |
|  |  |  |  | * |  | нJ |  |  |  | н |
| East London | 8\% | 9\% | 8\% | 6\% | $\begin{gathered} 22 \% \\ \text { DFGHIJ } \end{gathered}$ | 6\% | 5\% | 4\% | $\begin{gathered} 16 \% \\ \text { DFGHJ } \end{gathered}$ | 5\% |
| South London | 9\% | 9\% | 8\% | 10\% | 10\% | 8\% | 9\% | 7\% | 10\% | 8\% |
| West London | 6\% | 7\% | 5\% | $4 \%$ | 6\% | 6\% | 8\% | 5\% | 5\% | 6\% |
| Central London | 26\% | 27\% | 24\% | 28\% | 22\% | 32\% | 24\% | 23\% | 24\% | 26\% |
| None of these | 1\% | 1\% | 1\% |  | 2\% | 1\% | 2\% | 0\% | 1\% | $\underset{\mathrm{H}}{\substack{1 \% \\ \hline}}$ |
| Don't know | 42\% | 37\% | $\begin{gathered} 47 \% \\ \text { B } \end{gathered}$ | $\underset{\substack{47 \% \\ \text { EE }}}{\substack{47}}$ | 29\% | 34\% | $\stackrel{43 \%}{\mathrm{~A} \%}$ | $\begin{aligned} & \text { 55\% } \\ & \text { EFGGIJ } \end{aligned}$ | 36\% | $\begin{aligned} & \text { 45\% } \\ & \text { EF } \end{aligned}$ |

In general which ONE, if any, of the following areas in
ould you say you can find the bes

| Unweighted base | 1056 | 522 | 534 | 82 | 185 | 197 | 200 | 392 | 267 | 789 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All London Adults | 1045 | 498 | 548 | 124 | 211 | 231 | 186 | 293 | 335 | 710 |
| North London | 6\% | 5\% | 6\% | $\begin{gathered} 14 \% \\ \text { EGHIJ* } \end{gathered}$ | 3\% | 7\% | 4\% | 3\% | $\begin{gathered} 7 \% \\ \mathrm{~F} \end{gathered}$ | 5\% |
| East London | 5\% | 3\% | 6\% | 3\% | $\begin{aligned} & \text { 10\% } \\ & \text { GHJ } \end{aligned}$ | 5\% | 2\% | 4\% |  | 4\% |
| South London | 8\% | $8 \%$ | 8\% | $9 \%$ | 9\% | $\stackrel{\substack{12 \% \\ H}}{ }$ | 7\% | 4\% | 9\% | $\begin{gathered} 7 \% \\ H \end{gathered}$ |
| West London | 13\% | 15\% | 11\% | $\stackrel{6 \%}{*}$ | 15\% | 10\% | 15\% | 16\% | 12\% | 14\% |
| Central London | 42\% | 46\% | 39\% | 45\% | 45\% | 45\% | 38\% | 40\% | 45\% | 41\% |
| None of these | 1\% | 1\% | 1\% |  | 1\% | - | 2\% | 0\% | 0\% | 1\% |
| Don't know | 26\% | 21\% | $\begin{gathered} 30 \% \\ \text { B } \end{gathered}$ | 23\% | 18\% | 21\% | $\begin{gathered} 32 \% \\ E 1 \end{gathered}$ | $32 \%$ EFIJ | 20\% | $\begin{aligned} & 28 \% \\ & \text { EFI } \end{aligned}$ |

## In general which ONE, if any, of the following areas in London would you say you can find the best nightife (i.e.

barsI nightclubs)? (Please select the option that best

| Unweighted base | 1056 | 522 | 534 | 82 | 185 | 197 | 200 | 392 | 267 | 789 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All London Adults | 1045 | 498 | 548 | 124 | 211 | 231 | 186 | 293 | 33 | 710 |
| North London | 3\% | 3\% | 4\% | $\begin{aligned} & 7 \% \\ & \mathrm{H}^{2} \end{aligned}$ | 4\% | 3\% | 3\% | 1\% | 5\% | ${ }^{2 \%}$ |
| East London | 8\% | $8 \%$ | 8\% | 7\% | $\begin{gathered} 23 \% \\ \text { DFGHIJ } \end{gathered}$ | 6\% | 3\% | 3\% | $\begin{aligned} & \text { 17\% } \\ & \text { DFGHJ } \end{aligned}$ | 4\% |
| South London | 6\% | 7\% | 5\% | 5\% | 5\% | $\begin{gathered} \text { H1\% } \\ \text { HJ } \end{gathered}$ | 6\% | 3\% | 5\% | $\underset{H}{6 \%}$ |
| West London | 9\% | 10\% | 7\% | ${ }^{1 \%}$ | $\begin{aligned} & 9 \% \\ & \text { DI } \end{aligned}$ | $\begin{gathered} \text { 11\% } \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} \text { 10\% } \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 9 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} \text { 6\%\% } \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} \text { 10\% } \\ \mathrm{D} \end{gathered}$ |
| Central London | 43\% | 45\% | 40\% | 53\% | 37\% | 43\% | 38\% | 44\% | $\begin{gathered} 43 \% \\ E \end{gathered}$ | 42\% |
| None of these | 1\% | 1\% | 1\% | 1\% | 1\% | 1\% | 2\% | 1\% | 1\% | 1\% |
| Don't know | 30\% | 26\% | $\begin{gathered} 35 \% \\ \text { B } \end{gathered}$ | 26\% | 20\% | 25\% | $38 \%$ EFI | $\begin{aligned} & 40 \% \\ & \text { DEFIJ } \end{aligned}$ | $22 \%$ | $35 \%$ EFI |
| To what extent do you agree or disagree with the following statement? - Camping is all part of the fun of going to a festival |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1056 | 522 | 534 | 82 | 185 | 197 | 200 | 392 | 267 | 789 |
| Base: All London Adults | 1045 | 498 | 548 | 124 | 211 | 231 | 186 | 293 | 335 | 710 |
| Strongly agree | 9\% | 9\% | 8\% | 11\% | 13\% | 8\% | 7\% | 6\% | 12\% <br> нЈ | 7\% |
| Tend to agree | 41\% | 39\% | 42\% | 32\% | 44\% | 44\% | 45\% | 36\% | 40\% | $\stackrel{41 \%}{4}$ |
| Tend to disagree | 21\% | 22\% | 21\% | 27\% | 21\% | 21\% | 20\% | 19\% | 24\% | 20\% |
| Strongly disagree | 15\% | 14\% | 15\% | 10\% | 10\% | 17\% | 14\% | $\begin{gathered} \text { 19\% } \\ \text { EI } \end{gathered}$ | 10\% | $\begin{gathered} \text { 17\% } \\ E I \end{gathered}$ |
| Don't know | 15\% | 16\% | 14\% | 19\% | 12\% | 9\% | 15\% | $\begin{aligned} & \text { 19\% } \\ & \text { FJ } \end{aligned}$ | 15\% | $\begin{gathered} \text { 15\% } \\ \mathrm{F} \end{gathered}$ |
| Net: Agree | 49\% | 48\% | 50\% | 43\% | 57\% | 52\% | 52\% | 43\% | 52\% | 48\% |
| Net: Disagree | 36\% | 36\% | 36\% | $\stackrel{3}{*}$ | 31\% | 39\% | 34\% | 38\% | 34\% | 37\% |


| Total | Gender |  | Age |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base | Male | Female | $18-24$ | $25-34$ | $35-44$ | $45-54$ | $55+$ | $18-34$ | $35+$ |  |
| A | B | C | D | E | F | G | H | I | J |  |



| Unweighted base | 1056 | 522 | 534 | 82 | 185 | 197 | 200 | 392 | 267 | 789 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All London Adults | 1045 | 498 | 548 | 124 | 211 | 231 | 186 | 293 | 335 | 710 |
|  | 11\% | 9\% | 11\% | 7\% | 16\% | 13\% | 7\% | 9\% | 13\% | 10\% |
|  |  |  |  | * | G |  |  |  |  |  |
| Tend to agree | 48\% | 50\% | 46\% | 52\% | 46\% | 49\% | 54\% | 44\% | 48\% | $\begin{gathered} 48 \% \\ H \end{gathered}$ |
| Tend to disagree | 14\% | 13\% | 14\% | 8\% | 14\% | 13\% | 14\% | 17\% | 12\% | 15\% |
| Strongly disagree | 3\% | 5\% | 1\% | 2\% | 3\% | 6\% | $2 \%$ | 1\% | 3\% | 3\%H |
|  |  | c |  | * |  | нנ |  |  |  |  |
| Don't know | 25\% | 22\% | 27\% | $32 \%$ | 21\% | 19\% | 24\% | $\underset{\text { 29\% }}{29 \%}$ | 25\% | 25\% |
| Net: Agree | 59\% | 59\% | 58\% | 59\% | 62\% | 62\% | 60\% | 53\% | 61\% | 58\% |
|  |  |  |  | * |  |  |  |  |  | н |
| Net: Disagree | 17\% | 18\% | 15\% | 9\% | 17\% | 19\% | 16\% | 18\% | 14\% | 18\% |

disagree with the
following statement? - Festivals have become ove

| Unweighted base | 1056 | 522 | 534 | 82 | 185 | 197 | 200 | 392 | 267 | 789 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All London AdultsStrongly agree | 1045 | 498 | 548 | 124 | 211 | 231 | 186 | 293 | 335 | ${ }^{710}$ |
|  | 23\% | 26\% | 20\% | 19\% | 23\% | 27\% | 31\% | 16\% | 22\% |  |
|  |  |  |  | * |  | н | HJ |  |  | H |
| Tend to agree | 46\% | 42\% | $\begin{gathered} \text { 50\% } \\ \text { B } \end{gathered}$ | 33\% | 43\% | $\begin{gathered} \text { 53\%\% } \\ \text { DGI } \end{gathered}$ | 39\% | $\begin{gathered} 52 \% \\ \text { DG1 } \end{gathered}$ | 40\% | $\begin{gathered} \text { 49\% } \\ \text { DG1 } \end{gathered}$ |
| Tend to disagree | 13\% | 15\% | 11\% | 22\% | 18\% | 9\% | 12\% | 10\% | 19\% | 10\% |
|  |  |  |  | FHJ* | FHJ |  |  |  | FHJ |  |
| Strongly disagree | 1\% | 2\% | 1\% | - | 3\% | 1\% | 3\% | 0\% | 2\% | $1 \%$$H$ |
|  |  |  |  | * |  |  | HJ |  |  |  |
| Don't know | 17\% | 16\% | 17\% | 26\% | 13\% | 10\% | 15\% | 22\% | 18\% | 16\% |
|  |  |  |  | $\mathrm{F}^{*}$ |  |  |  | EfJ | EF | F |
| Net: Agree | 69\% | 67\% | 70\% | 52\% | 67\% | $\begin{gathered} \text { 81\% } \\ \text { DEGHIJ } \end{gathered}$ | 70\% | ${ }^{68 \%}$ | 61\% | 73\% |
|  |  |  |  |  | 1 |  | D |  |  | DHI |
| Net: Disagree | 14\% | 17\% | 12\% | 22\% | 20\% | 10\% | 15\% | 10\% | 21\% | 11\% |
|  |  |  |  | FHJ* | FHJ |  |  |  | FHJ |  |

foolle of all ages
peoving statemen

| Unweighted base | 1056 | 522 | 534 | 82 | 185 | 197 | 200 | 392 | 267 | 789 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All London Adults | 1045 | 498 | 548 | 124 | 211 | 231 | 186 | 293 | 335 | 710 |
| Strongly agree | 10\% | 12\% | 8\% | 10\% | 12\% | 12\% | 7\% | 8\% | 11\% | 9\% |
| Tend to agree | 37\% | 34\% | 40\% | 19\% | 40\% | 40\% | 42\% | 37\% | 32\% | 40\% |
| Tend to disagree | 34\% | 34\% | 33\% | 40\% | D $31 \%$ | D $31 \%$ | $\stackrel{\text { D }}{\text { 33\% }}$ | D | D $34 \%$ | D ${ }_{\text {D }}$ |
| Strongly disagree | 8\% | 10\% | 7\% | $\underset{\substack{16 \% \\ H J^{*}}}{\substack{ \\\hline}}$ | 7\% | 8\% | 8\% | 6\% | $\stackrel{\text { 11\% }}{\mathrm{E}}$ | 7\% |
| Don't know | 11\% | 11\% | 11\% | 15\% | 10\% | 9\% | 10\% | 13\% | 12\% | 11\% |
| Net: Agree | 47\% | 46\% | 48\% | 29\% | ${ }^{52 \%}$ | $\begin{gathered} 52 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 49 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} \text { 46\% } \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 43 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 49 \% \\ \mathrm{D} \end{gathered}$ |
| Net: Disagree | 42\% | 44\% | 40\% | $56 \%$ <br> EJ* | 38\% | 39\% | 42\% | 42\% | $\underset{E}{44 \%}$ | 41\% |

To what extent do you agree or disagree with the
following statement? estivals are wasteful and

| Unweighted base | 1056 | 522 | 534 | 82 | 185 | 197 | 200 | 392 | 267 | 789 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All London Adults | 1045 | 498 | 548 | 124 | 211 | 231 | 186 | 293 | 335 | 710 |
| Strongly agree | 7\% | 7\% | 7\% | 7\% | ${ }_{\substack{11 \% \\ G, J}}$ | 5\% | 4\% | 6\% | 10\% | 5\% |
| Tend to agree | 25\% | 28\% | 23\% | $30 \%$ | 23\% | 28\% | 23\% | 25\% | 25\% | 25\% |
| Tend to disagree | 39\% | 37\% | 41\% | $30 \%$ | 36\% | 45\% | 45\% | 37\% | 34\% | $\begin{gathered} 42 \% \\ H \end{gathered}$ |
| Strongly disagree | 10\% | 12\% | 8\% | $12 \%$ | 12\% | 9\% | 11\% | 9\% | 12\% | 10\% |
| Dont know | 18\% | 15\% | 21\% | $21 \%$ | 18\% | 13\% | 17\% | $\underset{\mathrm{j}}{22 \%}$ | 19\% | 18\% |
| Net: Agree | 32\% | 35\% | 30\% | $37 \%$ | 34\% | 33\% | 27\% | 32\% | 35\% | 31\% |
| Net: Disagree | 50\% | 50\% | 50\% | $42 \%$ | 48\% | 54\% | 56\% | 47\% | 46\% | $\underset{H}{51 \%} \underset{H}{ }$ |

To what extent do you agree or disagree with the
Tollowing stateme Festival sagree wis the the
summer time

| Unweighted base | 1056 | 522 | 534 | 82 | 185 | 197 | 200 | 392 | 267 | 789 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All London Adults | 1045 | 498 | 548 | 124 | 211 | 231 | 186 | 293 | 335 | 710 |
| Strongly agree | 17\% | 17\% | 18\% | 15\% | 21\% | 18\% | 17\% | 16\% | 19\% | 17\% |
| Tend to agree | 61\% | 57\% | $\begin{gathered} 65 \% \\ \text { B } \end{gathered}$ | $53 \%$ | 57\% | 65\% | 65\% | 61\% | 56\% | 63\% |
| Tend to disagree | 9\% | $\begin{gathered} \text { 12\% } \\ c \end{gathered}$ | 5\% | 12\% | 9\% | 6\% | 10\% | 8\% | 10\% | $8 \%$ |
| Strongly disagree | 3\% | 4\% | 2\% | 4\% | 5\% | $3 \%$ | 3\% | 2\% | 5\% | 2\% |
| Don't know | 10\% | 11\% | 9\% | $\begin{gathered} 16 \% \\ \mathrm{G}^{*} \end{gathered}$ | $8 \%$ | $8 \%$ | 6\% | $\begin{gathered} 13 \% \\ \text { GJ } \end{gathered}$ | 11\% | $\begin{gathered} \text { 10\% } \\ \mathrm{G} \end{gathered}$ |
| Net: Agree | 78\% | 73\% | $\begin{gathered} 83 \% \\ \mathrm{~B} \end{gathered}$ | 68\% | 78\% | $\begin{gathered} 83 \% \\ \mathrm{D} \end{gathered}$ | 82\% | 77\% | 74\% | $\begin{gathered} 80 \% \\ \mathrm{D} \end{gathered}$ |
| Net: Disagree | 12\% | $\begin{gathered} \text { 16\% } \\ c \end{gathered}$ | $8 \%$ | $16 \%$ | 14\% | $9 \%$ | 13\% | 9\% | 15\% | 10\% |

To what extent do you agree or disagree with the
following statement? - Festivals are too expensive

| Unveighted base | 1056 | 522 | 534 | 82 | 185 | 197 | 200 | 392 | 267 | 789 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All London Adults | 1045 | 498 | 548 | 124 | 211 | 231 | 186 | 293 | 335 | 710 |
| Strongly agree | 23\% | 22\% | 23\% | 28\% | 28\% | 27\% | 21\% | 15\% | 28\% | 20\% |
|  |  |  |  | $\mathrm{H}^{*}$ | H | H |  |  | HJ | н |
| Tend to agree | 45\% | 43\% | 47\% | 37\% | 45\% | 52\% | 45\% | 43\% | 42\% | 47\% |
| Tend to disagree | 9\% | 11\% | 8\% | 13\% | 10\% | 5\% | 12\% | 9\% | 11\% | 9\% |
| Strongly disagree | 2\% | 3\% | 1\% | 2\% | $\begin{aligned} & \text { 4\% } \\ & \text { HJ } \end{aligned}$ | 1\% | 2\% | 1\% | $\begin{gathered} 4 \% \\ j \end{gathered}$ | 1\% |
| Don't know | 21\% | 20\% | 22\% | $20 \%$ | 13\% | 15\% | 20\% | $\begin{aligned} & \begin{array}{l} 33 \% \\ \text { EFGIJ } \end{array} . \end{aligned}$ | 15\% | $\begin{aligned} & 24 \% \\ & \text { EFI } \end{aligned}$ |
| Net: Agree | 68\% | 66\% | 70\% | 65\% | ${ }^{73 \%}$ | 79\% | 66\% | 58\% | 70\% | $67 \%$ |
| Net: Disagree | 11\% | $\begin{gathered} \text { 14\% } \\ c \end{gathered}$ | 9\% | $15 \%$ | 15\% | 6\% | 13\% | 10\% | $\stackrel{\substack{15 \% \\ \mathrm{~F}}}{ }$ | 10\% |


| Total | Gender |  | Age |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base | Male | Female | $18-24$ | $25-34$ | $35-44$ | $45-54$ | $55+$ | $18-34$ | $35+$ |  |  |
| A | B | C | D | E | F | G | H | I | J |  |  |


| Unweighted base | 1056 | 522 | 534 | 82 | 185 | 197 | 200 | 392 | 267 | 789 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All London Adults | 1045 | 498 | 548 | 124 | 211 | 231 | 186 | 293 | 335 | 710 |
| Strongly agree | 6\% | 7\% | 6\% | 1\% | $\begin{gathered} \text { 15\% } \\ \text { DFGHIJ } \end{gathered}$ | 5\% | 5\% | 5\% | $\begin{gathered} \text { 10\% } \\ \text { DJ } \end{gathered}$ | 5\% |
| Tend to agree | 48\% | 48\% | 48\% | $\stackrel{39 \%}{*}$ | 44\% | 51\% | $\begin{aligned} & \text { 58\% } \\ & \text { DEHIJ } \end{aligned}$ | 45\% | 42\% | $\underset{\mathrm{H}}{\mathrm{50} \mathrm{\%}} \mathrm{H}$ |
| Tend to disagree | 19\% | 21\% | 16\% | 28\% | 21\% | 17\% | 18\% | 14\% | $\begin{gathered} 24 \% \\ \text { HJ } \end{gathered}$ | 16\% |
| Strongly disagree | 3\% | 3\% | $3 \%$ | 1\% | 4\% | 4\% | 2\% | 3\% | 3\% | 3\% |
| Don't know | 24\% | 21\% | 27\% | $32 \%$ EG $^{*}$ $3^{*}$ | 16\% | 24\% | 17\% | $33 \%$ EGIJ | $\underset{E}{22 \%}$ | $\begin{gathered} 26 \% \\ \text { 26 } \end{gathered}$ |
| Net: Agree | 54\% | 54\% | 54\% | 39\% | 59\% | 56\% | ${ }^{63 \%}$ | 50\% | 52\% | 55\% |
| Net: Disagree | 22\% | 24\% | 19\% | $\stackrel{29 \%}{*}$ | $\underset{\text { 210 }}{\text { 25\% }}$ | 20\% | DHJ $21 \%$ | 18\% | D 27\% HJ | - ${ }_{\text {DH }}$ |

Which, if any, of the following music festivals have you

part of it)? (Please select all that apply)

| Unweighted base | 1056 | 522 | 534 | 82 | 185 | 197 | 200 | 392 | 267 | 789 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All London Adults | 1045 | 498 | 548 | 124 | 211 | 231 | 186 | 293 | 335 | 710 |
| Glastonbury Festival of Contemporary Performing Arts | 11\% | 12\% | 10\% | 6\% | 12\% | 15\% | 10\% | 9\% | 10\% | 11\% |
| Reading Festival | 13\% | 15\% | 10\% | 6\% | $\begin{aligned} & \text { 19\% } \\ & \text { DGHIJ } \end{aligned}$ | $\begin{aligned} & \text { 17\% } \\ & \text { DG } \end{aligned}$ | $8 \%$ | 10\% | $\begin{gathered} 14 \% \\ \mathrm{D} \end{gathered}$ | 12\% |
| Leeds Festival | 5\% | $\begin{gathered} \text { 7\% } \\ c \end{gathered}$ | 3\% | 6\% | $\begin{aligned} & 6 \% \\ & \text { 6H } \end{aligned}$ | $\begin{aligned} & 11 \% \\ & \text { GHJ } \end{aligned}$ | 1\% | 1\% | $\begin{aligned} & 6 \% \\ & \text { GH } \end{aligned}$ | $\begin{aligned} & 4 \% \\ & \mathrm{GH} \end{aligned}$ |
| $\checkmark$ Festival | 12\% | 11\% | 14\% | 10\% | ${ }^{16 \%}$ | $\begin{aligned} & 20 \% \\ & \text { GHJ } \end{aligned}$ | 11\% | 6\% | $\begin{gathered} \text { 14\% } \\ H \end{gathered}$ | $\underset{H}{\substack{12 \% \\ H}}$ |
| Download Festival | 3\% | 4\% | 3\% | 3\% | $\begin{gathered} 5 \% \\ \mathrm{H} \end{gathered}$ | $\begin{gathered} 5 \% \\ H \end{gathered}$ | 3\% | 1\% | $\begin{gathered} 4 \% \\ H \end{gathered}$ | $\begin{gathered} 3 \% \\ H \end{gathered}$ |
| Latitude Festival | 3\% | 4\% | $3 \%$ |  | 3\% | $\begin{aligned} & 8 \% \\ & \text { 8\% II } \end{aligned}$ | 4\% | 1\% | 2\% | $\begin{gathered} 4 \% \\ \mathrm{H} \end{gathered}$ |
| Bestival | 3\% | 3\% | 4\% | $2 \%$ | 5\% | 4\% | 5\% | 1\% | 4\% | $\begin{gathered} 3 \% \\ H \end{gathered}$ |
| Other | 18\% | 20\% | 17\% | $12 \%$ | $\begin{gathered} \text { 22\% } \\ \mathrm{H} \end{gathered}$ | $\begin{gathered} 24 \% \\ \text { HJ } \end{gathered}$ | 19\% | 13\% | 18\% | $\underset{H}{\substack{18 \% \\ H}}$ |
| Don't know/ can't recall | 4\% | 3\% | 5\% | 3\% | 2\% | 3\% | 6\% | 6\% | 3\% | 5\% |
| Not applicable - I have never atended a music festival | 58\% | 55\% | 60\% | 68\% EFF* | 47\% | 47\% | $\begin{aligned} & \text { 61\% } \\ & \text { EF } \end{aligned}$ | 68\% EFIJ | $\stackrel{55 \%}{\mathrm{E}}$ | $59 \%$ |

Which, if any, of the following London based music
festivals had you heard of before taking this survey?
festivals had you heard of bef
(Please select all that apply)

| $\begin{array}{r} \text { Unweighted base } \\ \text { Base: All London Adults } \\ \text { Camden Rocks (Camden) } \end{array}$ | 1056 | 522 | 534 | 82 | 185 | 197 | 200 | 392 | 267 | 789 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1045 | 498 | 548 | 124 | 211 | 231 | 186 | 293 | 335 | 710 |
|  | 25\% | 23\% | 28\% | 18\% | 30\% | 37\% | 14\% | 24\% | 26\% | 25\% |
|  |  |  |  | * | GI | DGHJ |  | G | G | G |
| Hear No Evil (London Fields Brewery) | 2\% | 2\% | 2\% | 4\% | 5\% | 0\% | 0\% | $2 \%$ | 5\% | 1\% |
|  |  |  |  | * | FGHJ |  |  |  | fgJ |  |
| Raw Power (Tuffnel Park) | 1\% | 1\% | 0\% | 2\% | 1\% | 1\% | 0\% | - | 2\% | 0\% |
| We Are FSTVL (Damyns Hall Aerodrome) | 4\% | 3\% | 5\% | $3 \%$ | 7\% | 4\% | $3 \%$ | $3 \%$ | 6\% | 3\% |
| Field Day (Victoria Park) | 14\% | 14\% | 14\% | 12\% | 26\% | 15\% | $9 \%$ | $8 \%$ | 21\% | 11\% |
|  |  |  |  | * | DFGHIJ | н |  |  | GHJ |  |
| Bushstock | 3\% | 2\% | $3 \%$ | $4 \%$ | 4\% | 1\% | 2\% | $3 \%$ | 4\% | 2\% |
| Found Festival (Brockwell Park) | 2\% | 2\% | 3\% | 3\% | 6\% | 2\% | 1\% | 1\% | 5\% | 2\% |
|  |  |  |  | * | HJ |  |  |  | нЈ |  |
| British Summer Time (Hyde Park) | 45\% | 42\% | 48\% | ${ }^{40 \%}$ | 46\% | 54\% | 37\% | 46\% | 44\% | 46\% |
|  | 41\% | 37\% | 44\% |  |  |  |  |  |  |  |
| Wireless (Finsbury Park) |  |  |  | $\begin{aligned} & 57 \% \\ & G \mathrm{GH}^{*} \end{aligned}$ | $\begin{aligned} & 54 \% \\ & \text { GHJ } \end{aligned}$ | $\begin{aligned} & 56 \% \\ & \text { GHJ } \end{aligned}$ | $\begin{gathered} \text { 29\% } \\ H \end{gathered}$ | 19\% | $\begin{aligned} & 55 \% \\ & \text { GHJ } \end{aligned}$ | $\begin{gathered} 34 \% \\ H \end{gathered}$ |
| Calling Festival (Clapham Common) | 11\% | 12\% | 11\% | 5\% | 15\% | 21\% | 9\% | 4\% | 12\% | 11\% |
|  |  |  |  | * | н | DGHIJ |  |  | H | н |
| Summer Series (Somerset House) | 15\% | 13\% | 17\% | 5\% | 15\% | 20\% | 14\% | 16\% | 12\% | 17\% |
|  |  |  |  | * | 1 | D |  | D |  | D |
| Lovebox (Victoria Park) | 31\% | 29\% | 32\% | 32\% | 50\% | 40\% | 23\% | 14\% | 44\% | 25\% |
|  |  |  |  | ${ }^{*}$ | DGHIJ | GHJ | н |  | GHJ | н |
| Citadel Festival (Victoria Park) | 3\% | 3\% | $3 \%$ | 5\% | 5\% | 2\% | 0\% | 2\% | 5\% | 2\% |
|  |  |  |  | $\mathrm{G}^{*}$ | GJ |  |  |  | GJ |  |
| Visions Fesitval (Hackney, Oval space, London fields etc.) | 3\% | 2\% | $3 \%$ | - | 5\% | 2\% | 2\% | 2\% | 3\% | 2\% |
|  |  |  |  | * | 1 |  |  |  |  |  |
| Meltdown (Southbank Centre) | 12\% | 13\% | 10\% | 7\% | 11\% | 14\% | 12\% | 11\% | 9\% | 13\% |
| South West Four (Clapham Common) | 12\% | 11\% | 13\% | 11\% | 21\% | 18\% | 5\% | 6\% | 17\% | 10\% |
|  |  |  |  | , | GHIJ | GHJ |  |  | GHJ | GH |
| On Blackheath (Blackheath) | 13\% | 13\% | 13\% | 4\% | 17\% | 15\% | 15\% | 11\% | 12\% | 13\% |
|  |  |  |  | * | DI | D | D |  | D | D |
| United Festival (Finsbury Park) | 3\% | 2\% | 4\% | - | 3\% | 4\% | 1\% | 5\% | 2\% | 4\% |
|  |  |  |  | * |  |  |  |  |  |  |
| Other London based music festival | 5\% | 5\% | 5\% | 2\% | 4\% | 3\% | 6\% | 7\% | 3\% | 5\% |
| Don't know | 27\% | 30\% | 23\% | 32\% | 18\% | 18\% | 32\% | 33\% | 24\% | 28\% |
|  |  |  |  | * |  |  | EF | EFIJ | E | EF |


|  | Total | Gender |  | Age |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Base | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | 18-34 | $35+$ |
|  | A | B | c | D | E | F | G | H | 1 | J |
| Which, if any, of the following London based music festivals have you EVER attended (this could be for the whole event or just part of it)? (Please select all that apply) |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 400 | 201 | 199 | 26 | 96 | 96 | 72 | 110 | 122 | 278 |
| Base: All London Adults who have heard of at least one London festival and have ever been to a music festival | 384 | 193 | 191 | 32 | 105 | 112 | 56 | 79 | 137 | 247 |
| Camden Rocks (Camden) | 5\% | 5\% | 5\% | 10\% | 2\% | $4 \%$ | 8\% | 7\% | 4\% | 6\% |
| Hear No Evil (London Fields Brewery) | 0\% | - | 1\% | $\div$ |  |  |  | 1\% |  | 0\% |
| Raw Power (Tuffnel Park) | 0\% | 0\% | - | * |  | ; | $0 \%$ | * |  | 0\% |
| We Are FSTVL (Damyns Hall Aerodrome) | 2\% | 2\% | 2\% | 6\% | $4 \%$ | 1\% | * | * | ${ }^{4 \%}$ | 0\% |
| Field Day (Victoria Park) | 6\% | $3 \%$ | 9\% | $\div$ | $\begin{gathered} 14 \% \\ \mathrm{~J} * \end{gathered}$ | 4\% | $2 \%$ | $4 \%$ | 10\% | 4\% |
| Bushstock | 1\% | - | 3\% | 17\% |  |  | * | * | $\begin{aligned} & 4 \% \\ & \text { EJ } \end{aligned}$ | - |
| Found Festival (Brockwell Park) | 2\% | 1\% | 2\% | $6 \%$ | 3\% | 1\% |  |  | $\begin{gathered} 4 \% \\ \mathrm{~J}^{*} \end{gathered}$ | 0\% |
| British Summer Time (Hyde Park) | 22\% | 17\% | 26\% | $4 \%$ | 20\% | $\begin{gathered} \text { 28\% } \\ \mathrm{G}^{*} \end{gathered}$ | 10\% | $\begin{gathered} 30 \% \\ \mathrm{GI*} \end{gathered}$ | $16 \%$ | $\begin{gathered} 25 \% \\ G \end{gathered}$ |
| Wireless (Finsbury Park) | 12\% | 12\% | 12\% | 20\% | $\begin{gathered} \text { 13\% } \\ \mathrm{H}^{*} \end{gathered}$ | ${ }^{16 \%}$ | 10\% | 3\% | $\underset{\mathrm{H}^{*}}{15 \%}$ | $\underset{H}{\substack{11 \% \\ H}}$ |
| Calling Festival (Clapham Common) | 3\% | 2\% | 4\% | $3 \%$ | $3 \%$ | $5 \%$ | 1\% | $1 \%$ | $3 \%$ | 3\% |
| Somerset House Summer Series (Somerset House) | 5\% | 4\% | 7\% | 4\% | 2\% | 8\% | 5\% | $7 \%$ | $2 \%$ | 7\% |
| Lovebox (Victoria Park) | 13\% | 9\% | 17\% | $\underset{\substack{2 \% \\ *}}{2}$ | $\begin{aligned} & 23 \% \\ & G H J^{*} \end{aligned}$ | $\begin{aligned} & \text { 19\% } \\ & \text { GHJ* } \end{aligned}$ | 4\% | $1 \%$ | 18\% GH* | $\underset{H}{\substack{10 \% \\ H}}$ |
| Citadel Festival (Victoria Park) | 1\% | 2\% | 1\% | $2 \%$ | 3\% |  |  | 0\% | $3 \%$ | 0\% |
| Visions Fesitval (Hackney, Oval space, London fields etc.) | 1\% | 1\% | 0\% | $* *$ | 2\% |  | $2 \%$ |  | $2 \%$ | 0\% |
| Meltdown (Southbank) | 4\% | 5\% | 3\% | $3 \%$ | 1\% | 3\% | $\begin{aligned} & \text { 12\% } \\ & \text { EIJ** } \end{aligned}$ | $3 \%$ | $2 \%$ | 5\% |
| South West Four (Clapham Common) | 6\% | 4\% | 8\% | $6 \%$ | $7 \%$ | $\underset{\substack{\text { H* } \\ \mathrm{H}^{*}}}{ }$ | $2 \%$ | 1\% | 6\% | ${ }_{4}^{6 \%}$ |
| On Blackheath (Blackheath) | 4\% | 4\% | 5\% | $i$ | 5\% | $2 \%$ | $3 \%$ | $\begin{aligned} & \text { 10\% } \\ & \text { FJ* } \end{aligned}$ | 4\% | 5\% |
| United Festival (Finsbury Park) | 1\% | 1\% | 1\% |  | $2 \%$ | 1\% | 1\% | $2 \%$ | $2 \%$ | 1\% |
| Other | 12\% | 16\% | 9\% | 8\% | 6\% | 10\% | $\underset{\text { 21\% }}{\text { EI* }}$ | $\underset{\text { E\| }}{\substack{19 \%}}$ | $7 \%$ | 15\% |
| Don't know | 5\% | 5\% | 6\% | $3 \%$ | $7 \%$ | 3\% | 3\% | $\underset{\mathrm{J}^{*}}{\substack{0 \\ \hline}}$ | $6 \%$ | 5\% |
| Not applicable - I have never been to a London based music festival | 34\% | 35\% | 32\% | 29\% * | 34\% | 36\% | 34\% | 32\% | 33\% | 34\% |


|  | Total | Gender |  | Age |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Base | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | 18-34 | $35+$ |
|  | A | B | c | D | E | F | G | H | 1 | J |
| Which, if any, of the following London based music <br> festivals would you ever consider attending (this could <br> be for the whole event or just parts of it)? (Please select <br> all that apply) |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 730 | 345 | 385 | 56 | 149 | 153 | 135 | 237 | 205 | 525 |
| Base: All London Adults who have heard of at least one $\begin{array}{r}\text { festival }\end{array}$ | 753 | 341 | 412 | 84 | 170 | 188 | 121 | 190 | 254 | 499 |
| Camden Rocks | 10\% | 13\% | 7\% | 8\% | $\stackrel{9 \%}{*}$ | 13\% | 9\% | 8\% | 9\% | 10\% |
| Hear No Evil (London Fields Brewery) | 1\% | 1\% | 1\% |  | $\begin{gathered} 3 \% \\ \mathrm{~J} \end{gathered}$ |  |  | 1\% | 2\% | 0\% |
| Raw Power (Tufnal Park) | 0\% | 1\% | - | 1\% | 1\% | * | $0 \%$ | - | 1\% | 0\% |
| We Are FSTVL (Damyns Hall Aerodrome) | 1\% | 1\% | 2\% | * | $\begin{aligned} & 5 \% \\ & \mathrm{H}^{*} \end{aligned}$ | $1 \%$ | 1\% | 0\% | $\begin{gathered} 3 \% \\ \mathrm{j} \end{gathered}$ | 0\% |
| Field Day (Victoria Park) | 6\% | 6\% | 7\% | 7\% | $\begin{aligned} & { }^{13 \%} \\ & \mathrm{FH}^{\star} \end{aligned}$ | 4\% | 5\% | $3 \%$ | $\begin{gathered} \text { 11\% } \\ \text { HJ } \end{gathered}$ | 4\% |
| Bushstock | 1\% | 1\% | 1\% | $2 \%$ | 1\% | $0 \%$ | 1\% | 1\% | 1\% | 1\% |
| Found Festival (Haggerston Park) | 1\% | 1\% | 2\% | $2 \%$ | $\begin{aligned} & 5 \% \\ & \text { FJ* } \end{aligned}$ |  |  | 1\% | $\begin{gathered} 4 \% \\ j \end{gathered}$ | 0\% |
| British Summer Time (Hyde Park) | 28\% | 26\% | 29\% | 29\% | $26 \%$ | $\begin{gathered} 33 \% \\ \mathrm{G}^{*} \end{gathered}$ | 19\% | 28\% | 27\% | $\begin{gathered} 28 \% \\ G \end{gathered}$ |
| Wireless (Finsbury Park) | 17\% | 14\% | 19\% | $\begin{aligned} & 32 \% \\ & \text { GHJ* } \end{aligned}$ | $\begin{aligned} & 23 \% \\ & 6 \mathrm{H}^{*} \end{aligned}$ | $\begin{aligned} & \text { 21\% } \\ & \text { GHJ* } \end{aligned}$ | 9\% | 5\% | $\begin{aligned} & \text { 26\% } \\ & \text { GHJ } \end{aligned}$ | $\begin{gathered} \text { 12\% } \\ \mathrm{H} \end{gathered}$ |
| Calling Festival (Clapham Common) | 5\% | 4\% | 5\% | $3 \%$ | 5\% | $\begin{gathered} 9 \% \\ \mathrm{H}^{*} \end{gathered}$ | 3\% | 1\% | 4\% | $\begin{gathered} 5 \% \\ H \end{gathered}$ |
| Somerset House Summer Series (Somerset House) | 11\% | 10\% | 13\% | 5\% | ${ }^{11 \%}$ | 10\% | 14\% | 15\% | 9\% | 13\% |
| Lovebox (Victoria Park) | 14\% | 10\% | $\begin{gathered} \text { 17\% } \\ \text { B } \end{gathered}$ | $9 \%$ | $\begin{gathered} \text { 29\% } \\ \text { DFGHIJ* } \end{gathered}$ | $\begin{aligned} & \text { 15\% } \\ & \text { GHJ } \end{aligned}$ | 5\% | 6\% | $\begin{aligned} & 22 \% \\ & \text { DGHJ } \end{aligned}$ | 9\% |
| Citadel Festival (Victoria Park) | 1\% | 1\% | 1\% | 1\% | $\begin{aligned} & 4 \% \\ & \mathrm{H}^{*} \end{aligned}$ | 1\% |  | - | $\begin{gathered} 3 \% \\ \mathrm{j} \end{gathered}$ | 0\% |
| Visions Fesitval | 1\% | 1\% | 0\% | * | 2\% |  | $0 \%$ | 0\% | 1\% | 0\% |
| Meltdown (Southbank) | 6\% | 8\% | 5\% |  | 6\% | 6\% | $\begin{aligned} & 13 \% \\ & \text { DHIJ } \end{aligned}$ | 5\% | 4\% | 7\% |
| South West Four (Clapham Common) | 7\% | 7\% | 8\% | $7 \%$ | $\begin{aligned} & \text { 12\% } \\ & \mathrm{GHJ}^{*} \end{aligned}$ | $\begin{aligned} & \text { 12\% } \\ & \text { GHJ* } \end{aligned}$ | 3\% | 2\% | $\begin{gathered} 11 \% \\ \mathrm{GH} \end{gathered}$ | $\begin{gathered} \text { 6\% } \\ \mathrm{H} \end{gathered}$ |
| OnBlackheath (Blackheath) | 9\% | 10\% | 9\% | $2 \%$ | $\underset{\mathrm{I}^{12}}{\substack{12 \%}}$ | $7 \%$ | $14 \%$ | 10\% | 9\% | 10\% |
| United Festival (Finsbury Park) | 1\% | 1\% | 2\% |  | 3\% | 1\% | 1\% | 1\% | 2\% | 1\% |
| None of these | 33\% | 33\% | 34\% | 30\% | $25 \%$ | 27\% | $\begin{aligned} & 43 \% \\ & \text { EFF* } \end{aligned}$ | $\begin{aligned} & 43 \% \\ & \text { EFI } \end{aligned}$ | 27\% | $\begin{gathered} \begin{array}{c} 37 \% \\ \text { EFI } \end{array} \end{gathered}$ |
| Don't know | 13\% | 14\% | 12\% | 16\% | $12 \%$ | $\begin{gathered} 20 \% \\ \mathrm{HJ*} \end{gathered}$ | 10\% | 8\% | 13\% | $\begin{gathered} 13 \% \\ H \end{gathered}$ |

