

# FESTIVALS INSIGHTS



**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 INFLUENCES



**45%**  
friends



**33%**  
Line-up



**30%**  
Location

## TOP CHOICES

**LEEDS**

**BESTIVAL**

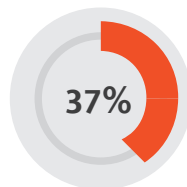
**wireless**



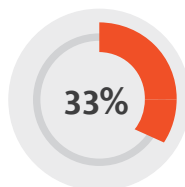
**81%**

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

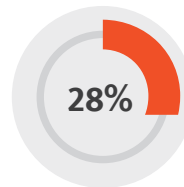
## REASONS TO GO ABROAD



Travel



Line-up



New experience

**70%**

of students take public transport



**52%**

1,323 females



**48%**

1,231 male



**2,554**

respondents aged 16/30

16/21

1,295

22/26

1,210



**69%**

of students are willing to spend

**£150 or less** on a festival ticket