

YouGov Survey Results
Sample Size - 1056 London Adults
 Fieldwork : 18th - 22th June 2015



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

In general which ONE, if any, of the following areas in London would you say is the best for live music? (Please select the option that best applies)

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% HJ	9%	5%	8%	9% H
East London	8%	9%	8%	6% *	22% DFGHJ	6%	5%	4%	16% DFGHJ	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%	1% H
Don't know	42%	37%	47% B	47% EI*	29%	34%	43% E	55% EFGJ	36% E	45% EFI

In general which ONE, if any, of the following areas in London would you say you can find the best restaurants? (Please select the option that best applies)

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%	14% EGHIJ*	3%	7%	4%	3%	7% E	5%
East London	5%	3%	6%	3% *	10% GHJ	5%	2%	4%	7% G	4%
South London	8%	8%	8%	9% *	9% H	12%	7%	4%	9% H	7%
West London	13%	15%	11%	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%	30% B	23% *	18%	21%	32% EI	32% EFLJ	20%	28% EFI

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

In general which ONE, if any, of the following areas in London would you say you can find the best nightlife (i.e. bars/ nightclubs)? (Please select the option that best applies)

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	3%	3%	4%	7%	4%	3%	3%	1%	5%	2%
				H*					H	H
East London	8%	8%	8%	7%	23%	6%	3%	3%	17%	4%
				-	DFGHJ				DFGHJ	
South London	6%	7%	5%	5%	5%	11%	6%	3%	5%	6%
				-		HJ				H
West London	9%	10%	7%	1%	9%	11%	10%	9%	6%	10%
				-	DI	D	D	D	D	D
Central London	43%	45%	40%	53%	37%	43%	38%	44%	43%	42%
				-					E	
None of these	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
				-						
Don't know	30%	26%	35%	26%	20%	25%	38%	40%	22%	35%
				-			EFI	DEFU		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%	7%
				-	HJ				HJ	
Tend to agree	41%	39%	42%	32%	44%	44%	45%	36%	40%	41%
				-						H
Tend to disagree	21%	22%	21%	27%	21%	21%	20%	19%	24%	20%
				-						
Strongly disagree	15%	14%	15%	10%	10%	17%	14%	19%	10%	17%
				-				EI		EI
Don't know	15%	16%	14%	19%	12%	9%	15%	19%	15%	15%
				-				FJ		F
Net: Agree	49%	48%	50%	43%	57%	52%	52%	43%	52%	48%
				-	HI					H
Net: Disagree	36%	36%	36%	37%	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

To what extent do you agree or disagree with the following statement? - Festivals outside of London are better because getting out of the city is part of the appeal

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	11%	9%	11%	7%	16%	13%	7%	9%	13%	10%
				-	G					
Tend to agree	48%	50%	46%	52%	46%	49%	54%	44%	48%	48%
				-					H	H
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%
		C		-		HJ			H	H
Don't know	25%	22%	27%	32%	21%	19%	24%	29%	25%	25%
				-				FJ		
Net: Agree	59%	59%	58%	59%	62%	62%	60%	53%	61%	58%
				-					H	H
Net: Disagree	17%	18%	15%	9%	17%	19%	16%	18%	14%	18%
				-						

To what extent do you agree or disagree with the following statement? - Festivals have become over commercialised

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	23%	26%	20%	19%	23%	27%	31%	16%	22%	23%
				-		H	HJ			H
Tend to agree	46%	42%	50%	33%	43%	53%	39%	52%	40%	49%
		B		-		DGI		DGI		DGI
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%
				-			HJ		H	H
Don't know	17%	16%	17%	26%	13%	10%	15%	22%	18%	16%
				F*				EFJ	EF	F
Net: Agree	69%	67%	70%	52%	67%	81%	70%	68%	61%	73%
				-	I	DEGHIJ	D	D		DHI
Net: Disagree	14%	17%	12%	22%	20%	10%	15%	10%	21%	11%
				FHJ*	FHJ				FHJ	

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

To what extent do you agree or disagree with the following statement? - Festivals are appropriate for people of all ages

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% DI	40% D	42% D	37% D	32% D	40% D
Tend to disagree	34%	34%	33%	40% *	31%	31%	33%	35%	34%	33%
Strongly disagree	8%	10%	7%	16% HJ*	7%	8%	8%	6%	11% E	7%
Don't know	11%	11%	11%	15% *	10%	9%	10%	13%	12%	11%
Net: Agree	47%	46%	48%	29% *	52% DI	52% D	49% D	46% D	43% D	49% D
Net: Disagree	42%	44%	40%	56% EJ*	38%	39%	42%	42%	44% E	41%

To what extent do you agree or disagree with the following statement? - Festivals are wasteful and are very damaging to the areas where they are held

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% *	11% GJ	5%	4%	6%	10% J	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%	42% H
Strongly disagree	10%	12%	8%	12% *	12%	9%	11%	9%	12%	10%
Don't know	18%	15%	21%	21% *	18%	13%	17%	22% J	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%	51% H

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A	B	C	D	E	F	G	H	I	J

To what extent do you agree or disagree with the following statement? - Festival season is part of British 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%	65%	53% *	57%	65%	65%	61%	56%	63%
Tend to disagree	9%	12% C	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%	16% G*	8%	8%	6%	13% GJ	11%	10% G
Net: Agree	78%	73%	83% B	68% *	78%	83% D	82%	77%	74%	80% D
Net: Disagree	12%	16% C	8%	16% *	14%	9%	13%	9%	15%	10%

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

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	23%	22%	23%	28% H*	28% H	27% H	21%	15%	28% HJ	20% H
Tend to agree	45%	43%	47%	37% *	45%	52%	45%	43%	42% *	47%
Tend to disagree	9%	11%	8%	13% *	10% HJ	5%	12%	9%	11% J	9%
Strongly disagree	2%	3%	1%	2% *	4% HJ	1%	2%	1%	4% J	1%
Don't know	21%	20%	22%	20% *	13% *	15%	20%	33% EFGJ	15% *	24% EFI
Net: Agree	68%	66%	70% *	65% *	73% H	79% GHJ	66%	58%	70% H	67% H
Net: Disagree	11%	14% C	9%	15% *	15% F	6%	13%	10%	15% F	10%

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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

To what extent do you agree or disagree with the following statement? - You don't have to travel outside of London to go to a great music 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	6%	7%	6%	1% *	15% DFGHJ	5%	5%	5%	10% DJ	5%
Tend to agree	48%	48%	48%	39% *	44%	51%	58% DEHJ	45%	42%	50% H
Tend to disagree	19%	21%	16%	28% HJ*	21%	17%	18%	14%	24% HJ	16%
Strongly disagree	3%	3%	3%	1% *	4%	4%	2%	3%	3%	3%
Don't know	24%	21%	27%	32% EG*	16%	24%	17%	33% EGJ	22% E	26% EG
Net: Agree	54%	54%	54%	39% *	59% DI	56%	63% DHJ	50%	52% D	55% DH
Net: Disagree	22%	24%	19%	29% *	25%	20%	21%	18%	27% HJ	19%

Which, if any, of the following 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	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% *	19% DGHJ	17% DG	8%	10%	14% D	12%
Leeds Festival	5%	7% C	3%	6% *	6% GH	11% GHJ	1%	1%	6% GH	4% GH
V Festival	12%	11%	14%	10% *	16% H	20% GHJ	11%	6%	14% H	12% H
Download Festival	3%	4%	3%	3% *	5% H	5% H	3%	1%	4% H	3% H
Latitude Festival	3%	4%	3%	- *	3% DHJ	8%	4%	1%	2% H	4% H
Bestival	3%	3%	4%	2% *	5%	4%	5%	1%	4% H	3% H
Other	18%	20%	17%	12% *	22% H	24% HJ	19%	13%	18% H	18% H
Don't know/ can't recall	4%	3%	5%	3% *	2%	3%	6%	6%	3% H	5% H
Not applicable - I have never attended a music festival	58%	55%	60%	68% EFI*	47%	47%	61% EF	68% EFJ	55% E	59% EF

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

Which, if any, of the following London based music festivals had you heard of before taking this survey?
 (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
Camden Rocks (Camden)	25%	23%	28%	18%	30%	37%	14%	24%	26%	25%
Hear No Evil (London Fields Brewery)	2%	2%	2%	4%	5%	0%	0%	2%	5%	1%
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%
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%
British Summer Time (Hyde Park)	45%	42%	48%	40%	46%	54%	37%	46%	44%	46%
Wireless (Finsbury Park)	41%	37%	44%	57%	54%	56%	29%	19%	55%	34%
Calling Festival (Clapham Common)	11%	12%	11%	5%	15%	21%	9%	4%	12%	11%
Summer Series (Somerset House)	15%	13%	17%	5%	15%	20%	14%	16%	12%	17%
Lovebox (Victoria Park)	31%	29%	32%	32%	50%	40%	23%	14%	44%	25%
Citadel Festival (Victoria Park)	3%	3%	3%	5%	5%	2%	0%	2%	5%	2%
Visions Festival (Hackney, Oval space, London fields etc.)	3%	2%	3%	-	5%	2%	2%	2%	3%	2%
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%
On Blackheath (Blackheath)	13%	13%	13%	4%	17%	15%	15%	11%	12%	13%
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%

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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

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%	- **	- *	- *	- *	1% *	- *	0%
Raw Power (Tuffnel Park)	0%	0%	-	- **	- *	- *	0% *	- *	- *	0%
We Are FSTVL (Damyns Hall Aerodrome)	2%	2%	2%	6% **	4% *	1% *	- *	- *	4% J*	0%
Field Day (Victoria Park)	6%	3%	9%	- **	14% J*	4% *	2% *	4% *	10% J*	4%
Bushstock	1%	-	3%	17% **	- *	- *	- *	- *	4% EJ*	-
Found Festival (Brockwell Park)	2%	1%	2%	6% **	3% *	1% *	- *	- *	4% J*	0%
British Summer Time (Hyde Park)	22%	17%	26%	4% **	20% *	28% G*	10% *	30% GI*	16% *	25% G
Wireless (Finsbury Park)	12%	12%	12%	20% **	13% H*	16% H*	10% *	3% *	15% H*	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%	2% **	23% GHJ*	19% GHJ*	4% *	1% *	18% GH*	10% H
Citadel Festival (Victoria Park)	1%	2%	1%	2% **	3% *	- *	- *	0% *	3% *	0%
Visions Festival (Hackney, Oval space, London fields etc.)	1%	1%	0%	- **	2% *	- *	2% *	- *	2% *	0%
Meltdown (Southbank)	4%	5%	3%	3% **	1% *	3% *	12% EIJ*	3% *	2% *	5%
South West Four (Clapham Common)	6%	4%	8%	6% **	7% *	10% H*	2% *	1% *	6% *	6% H
On Blackheath (Blackheath)	4%	4%	5%	- **	5% *	2% *	3% *	10% FJ*	4% *	5%
United Festival (Finsbury Park)	1%	1%	1%	- **	2% *	1% *	1% *	- *	2% *	1%
Other	12%	16%	9%	8% **	6% *	10% *	21% EI*	19% EI*	7% *	15%
Don't know	5%	5%	6%	3% **	7% *	3% *	3% *	9% J*	6% *	5%
Not applicable - I have never been to a London based music festival	34%	35%	32%	29% **	34% *	36% *	34% *	32% *	33% *	34%

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A	B	C	D	E	F	G	H	I	J

Which, if any, of the following London based music festivals would you ever consider attending (this could be for the whole event or just parts of it)? (Please select all that apply)

	Unweighted base	A	B	C	D	E	F	G	H	I	J
Base: All London Adults who have heard of at least one festival	730	345	385	56	149	153	135	237	205	525	
Camden Rocks	753	341	412	84	170	188	121	190	254	499	
Hear No Evil (London Fields Brewery)	10%	13%	7%	8%*	9%*	13%*	9%*	8%	9%	10%	
Raw Power (Tufnal Park)	1%	1%	1%	-	3%*	-	-	1%	2%	0%	
We Are FSTVL (Damyns Hall Aerodrome)	0%	1%	-	1%*	1%*	-	0%	-	1%	0%	
Field Day (Victoria Park)	1%	1%	2%	-	5%*	1%*	1%*	0%	3%*	0%	
Bushstock	6%	6%	7%	7%*	13%*	4%*	5%*	3%	11%*	4%	
Found Festival (Haggerston Park)	1%	1%	1%	2%*	1%*	0%*	1%*	1%	1%	1%	
British Summer Time (Hyde Park)	1%	1%	2%	2%*	5%*	-	-	1%	4%	0%	
Wireless (Finsbury Park)	28%	26%	29%	29%*	26%*	33%*	19%*	28%	27%	28%	
Calling Festival (Clapham Common)	17%	14%	19%	32%*	23%*	21%*	9%*	5%	26%*	12%*	
Somerset House Summer Series (Somerset House)	5%	4%	5%	3%*	5%*	9%*	3%*	1%	4%	5%	
Lovebox (Victoria Park)	11%	10%	13%	5%*	11%*	10%*	14%*	15%	9%	13%	
Citadel Festival (Victoria Park)	14%	10%	17%	9%*	29%*	15%*	5%*	6%	22%*	9%	
Visions Festival	1%	1%	1%	1%*	4%*	1%*	-	-	3%*	0%	
Meltdown (Southbank)	1%	1%	0%	-	2%*	-	0%*	0%	1%	0%	
South West Four (Clapham Common)	6%	8%	5%	-	6%*	6%*	13%*	5%	4%	7%	
OnBlackheath (Blackheath)	7%	7%	8%	7%*	12%*	12%*	3%*	2%	11%*	6%*	
United Festival (Finsbury Park)	9%	10%	9%	2%*	12%*	7%*	14%*	10%	9%	10%	
None of these	1%	1%	2%	-	3%*	1%*	1%*	1%	2%	1%	
Don't know	33%	33%	34%	30%*	25%*	27%*	43%*	43%*	27%*	37%*	
	13%	14%	12%	16%*	12%*	20%*	10%*	8%	13%*	13%*	