

# SKIDDLE'S SUMMER FESTIVAL BREAKDOWN

With festival season upon us, we wanted to look into the habits of UK festival goers. Our survey gathered around 1000 responses, and produced some extremely interesting data! It seems our music festivals are about more than just music and mud baths these days...

## HOMEGROWN ENTERTAINMENT



**48%** prefer UK festivals



**ONLY 8%** prefer to get their festival fix abroad

## BIGGER ISN'T ALWAYS BETTER

**67%** favour smaller music festivals

**33%** think bigger is better

### ...AND RELAX

**72%** say smaller festivals are less stressful

#### KENDAL CALLING

is the UK's favourite small festival

#### GLASTONBURY

is the UK's favourite big festival

### CHA-CHING!

The average person spends **£361** attending a music festival\*

This is down from **£412.20** in 2015

\*This includes price of ticket, festival essentials spending money and travel

### FAMILY FUN

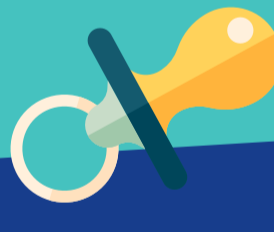
**43%**

know someone who has taken their child to a festival



**15%**

have taken their own child



### LOVE IS IN THE AIR

**1 IN 10**

met their partner or spouse at a festival



## MUSIC MAKES THE WORLD GO ROUND



**94%**

go to a festival for the music



**60%**

go to a festival to socialise



**48%**

go to a festival for a new experience



**47%**

go to a festival as a break from work

Skiddle is the UK's largest festival guide and a leading primary ticket outlet. Survey data was collected in June 2017 and encompasses responses from 958 individuals in Skiddle's database of festival goers.

Find your perfect festival at [www.skiddle.com/festivals](http://www.skiddle.com/festivals)



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