Festivals

S1. Events Attended in P12M

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Prompte d Brand	Q6. Ticket Type Purchased (VIP vs. Regular)					Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness – General			
	Total	Gen Z (18-28)	Millennials (29-43)	Gen X & Boomers (44-80)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	Q8. Length of Stay at Music Festivals - NET 1-2 days	Q8. Length of Stay at Music Festivals - NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1483	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1686	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1483	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1686	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
A music festival	1529	675	602	252	783	736	497	502	530	36	190	221	178	560	655	61	230	185	81	140	249	1529	1138	716	743	109	48	301	176	114	1277	918	437	143	821	217	421	1011	508
	51%	57%	50%	42%	53%	49%	50%	50%	53%	43%	47%	54%	44%	50%	55%	39%	50%	58%	48%	58%	54%	100%	67%	55%	53%	61%	59%	44%	57%	52%	55%	45%	70%	77%	66%	48%	53%	48%	62%
	1D 1M 1P 2B 2F 2L	1A 1C 1D	1D									1K		1M	1A 1M 1N		1P	1A 1P 1Q				1A 1W	1A	1A	2B	1A 1Y 2B	2B		1A 2B	2B	1A		1A 2F	1A 2F	1A			1O 1P 2B 2F	2B 2D 2E 2F 2J 2K
A concert/gig	1986	758	809	419	954	1022	647	710	629	42	254	277	230	742	829	96	336	244	92	152	308	1138	1686	900	976	116	47	451	207	132	1612	1355	431	120	654	276	538	1371	580
	66%	64%	67%	70%	64%	68%	65%	71%	63%	51%	63%	68%	56%	67%	69%	62%	73%	76%	54%	61%	66%	74%	100%	69%	69%	64%	58%	66%	67%	60%	69%	66%	69%	65%	70%	62%	67%	65%	71%
	1B 1E 1I 1J 1M 1S 2D 2L			1A 1B			1A 1E	1A 1O 1I		1J	1J		1M	1A 1M		1P	1A 1P	1A 1P			1S	1A	1A 1V	1A	1A 2A 2D				1A 1Y 2D		1A							1J 1M 1S	1A 1B 1C 1E 1G 1I 1J 1K 1M 1N 1P 1S 1T 2A 2B 2D 2F 2J 2L
A nightclub	1382	701	517	164	770	603	436	603	343	42	170	179	200	538	536	88	281	205	70	87	155	845	978	612	696	92	48	240	180	105	1136	834	382	122	563	215	353	897	467
	46%	59%	43%	27%	52%	40%	44%	60%	34%	51%	42%	44%	49%	48%	45%	56%	61%	64%	41%	35%	33%	55%	58%	47%	49%	51%	59%	35%	58%	48%	49%	41%	61%	66%	60%	48%	44%	42%	57%
	1C 1D 1F 1I 1T 1U 2B 2F 2L	1A 1C 1D	1D		1A 1F		1I	1A 1O 1I								1A	1A	1A				1A 1W	1A		1A 2B	2B	1A 2B		1A 1Y 2B 2D	2B	1A		1A 2F	1A 2F	1A			1D 1I 1T 1U 2B 2F	2J 2K 2L
A show at the theatre	1386	472	594	300	634	722	544	426	416	32	207	239	152	478	603	60	178	150	60	93	214	751	996	553	627	95	35	345	144	84	1096	905	325	91	439	191	390	975	378
	46%	40%	49%	50%	43%	48%	54%	41%	42%	39%	51%	59%	37%	43%	51%	38%	38%	47%	35%	38%	46%	49%	59%	43%	44%	53%	43%	50%	46%	38%	47%	44%	52%	49%	47%	43%	49%	46%	46%
	1B 1E 1H 1I 1M 1N 1Q 1S 1T 1X 2D 2F			1A 1B	1A 1B		1A 1E	1A 1H 1I			1A 1J	1A 1J 1K		1M	1A 1M 1N		1Q		1S	1T		1A	1A			1A 1Y 2D		1A 1Y 2D		1A		1A 2F				1A	2D 2F	1B 1E 1H 1I 1M 1N 1Q 1S 1T 1X 2D 2F
An art show/exhibition	893	351	356	186	436	447	325	351	217	21	126	148	110	325	391	46	150	138	43	49	105	530	674	369	436	52	27	195	87	73	732	573	230	69	314	131	232	580	293
	30%	29%	29%	31%	29%	30%	33%	35%	22%	25%	31%	36%	27%	29%	33%	29%	32%	43%	25%	20%	23%	35%	34%	28%	31%	29%	33%	28%	28%	33%	31%	28%	37%	37%	33%	30%	29%	28%	36%
	1I 1T 1U 2F 2L						1A 1I	1A 1I				1A			1A 1M			1A 1P 1Q			1A	1A									1A		1A 2F	1A 2F	1A			1I 1T 1U	1A 1B 1C 1E 1I 1J 1K 1M 1N 1S 1T 1U 1X 1Y 2B 2C 2E 2F 2J 2K 2L
A dance performance	576	237	250	89	259	313	187	252	137	9	68	72	77	217	278	39	105	94	29	46	73	384	443	279	254	43	30	117	79	48	473	321	178	64	258	81	152	389	180
	19%	20%	21%	15%	17%	21%	19%	25%	16%	11%	18%	18%	19%	19%	20%	25%	23%	29%	17%	19%	16%	25%	22%	21%	18%	24%	37%	17%	25%	22%	20%	16%	29%	34%	28%	18%	19%	18%	22%
	1D 1E 1G 1I 1J 2F	1D	1D			1A 1E		1A 1O 1I														1A 1W	1A	1A	2B	1A 1Y 1Z 2B 2C 2D				1A		1A 2F	1A 2F	1A			1D 1I 1J 1K 1L 1U 1Y 2B 2F 2L
A sports event	1547	668	614	265	954	586	528	564	455	33	194	258	163	557	716	63	264	216	67	99	244	886	1080	690	732	101	52	315	185	129	1258	994	386	128	592	192	428	1027	497
	52%	56%	51%	44%	64%	39%	53%	56%	46%	40%	48%	63%	40%	50%	60%	40%	57%	67%	39%	40%	52%	58%	64%	53%	52%	56%	64%	46%	59%	59%	54%	48%	62%	69%	63%	43%	54%	48%	61%
	1D 1F 1I 1J 1M 1P 1S 1T 2B 2F 2J 2L	1A 1C 1D	1D		1A 1F		1I	1A 1I				1A 1J 1K		1M	1A 1M 1N		1A 1P	1A 1P 1Q			1S 1T	1A 1W	1A		2B	2B	1A 1Y 2B		1A 1Y 2B	1A 2B	1A		1A 2F	1A 2F	1A		2J	1D 1F 1I 1M 1P 1S 1T 2B 2J 2K 2L
A gaming event (i.e. online gaming event held in person)	516	284	193	39	357	157	158	206	152	14	59	76	87	198	208	43	90	65	30	49	87	344	340	251	216	50	32	84	72	58	420	242	200	62	275	95	121	297	212
	17%	24%	16%	6%	24%	11%	16%	21%	15%	17%	15%	19%	21%	18%	17%	28%	19%	20%	18%	20%	19%	22%	17%	19%	15%	28%	40%	12%	23%	26%	18%	12%	32%	33%	29%	21%	15%	14%	26%
	1D 1F 1I 1Y 2B 2F 2L	1A 1C 1D	1D		1A 1F			1A 1O 1I				1A				1A 1O						1A 1W		1A		1A 1Y 2B	1A 1Y 2B 2C 2D		1A 1Y 2B	1A 1Y 2B	1A		1A 2F	1A 2F	1A	1A 2K		1D 1F 2F	1F 1G 1H 1I 1K 1L 1M 1N 1O 1Q 1R 1S 1T 1U 1V 1W 1X 1Y 2B 2C 2F 2J 2K 2L
A comedy club	639	254	292	93	357	277	281	208	150	15	103	137	82	232	294	24	93	78	23	36	79	404	473	261	277	44	27	146	89	43	521	368	190	62	256	90	161	409	225
	21%	21%	24%	15%	24%	19%	28%	21%	15%	18%	26%	34%	15%	21%	25%	15%	20%	24%	14%	15%	17%	26%	24%	20%	20%	24%	33%	21%	29%	20%	22%	18%	30%	33%	27%	20%	20%	19%	27%
	1D 1F 1I 1M 1S 1T 1U 1Y 2F 2L	1D	1A 1D		1A 1F		1A 1H 1I	1I		1A	1A 1J 1K		1M	1A 1M 1N		1P						1A 1W	1A				1A 1Y 2B 2D		1A 1Y 2B 2D		1A		1A 2F	1A 2F	1A			1D 1I 1M 1P 1Q 1S 1T 1U 1W 1X 1Y 2B 2D 2E 2F 2J 2K
Any other immersive event (i.e. an event that fully surrounds your senses - vis	644	282	253	109	324	315	215	275	154	15	75	108	85	252	282	40	133	88	30	44	67	363	445	284	306	48	22	129	63	58	546	401	188	53	258	101	147	420	209
	21%	24%	21%	18%	22%	21%	22%	28%	15%	18%	19%	27%	21%	23%	22%	28%	29%	27%	18%	18%	14%	24%	22%	22%	22%	27%	27%	19%	20%	26%	23%	20%	27%	28%	28%	23%	18%	20%	28%
	1D 1I 1J 2F 2K 2L	1A 1D					1I	1A 1O 1I				1A 1K				1A	1A					1A				2B				2B	1A		1A 2F	1A 2F	1A			1I 1J	1A 1B 1C 1E 1F 1G 1I 1K 1M 1O 1S 1T 1U 1W 1X 1Y 2B 2C 2F 2K 2L
None of these																																							
NET A music festival / A concert/gig	2377	947	953	477	1181	1181	781	803	793	54	306	337	288	886	982	111	379	272	123	201	373	1529	1686	1062	1150	142	82	531	255	164	1918	1599	530	157	805	338	645	1647	690
	79%	79%	79%	79%	79%	79%	78%	80%	79%	65%	76%	83%	70%	80%	82%	71%	82%	85%	72%	81%	80%	100%	100%	82%	81%	79%	77%	77%	82%	75%	82%	78%	85%	84%	86%	76%	81%	78%	84%
	1J 1M 1P 1S 2F 2L										1J	1J 1K		1M	1A 1M		1P	1A 1P		1S	1S	1A	1A	1A	1A 2B 2D				2D		1A		1A 2F	2F	1A			1J 1M 1P	1A 1B 1C 1E 1F 1G 1H 1I 1K 1M 1N 1P 1S 1Y 2B 2D 2F 2J 2K 2L

Overlap formulae used
ColumnProportions(2,5,1) Minimum Base: 0(**)Small Base: 30(*)
Base: 3000
Weight: 1-chrisWeight Variable
Level applied

Contents

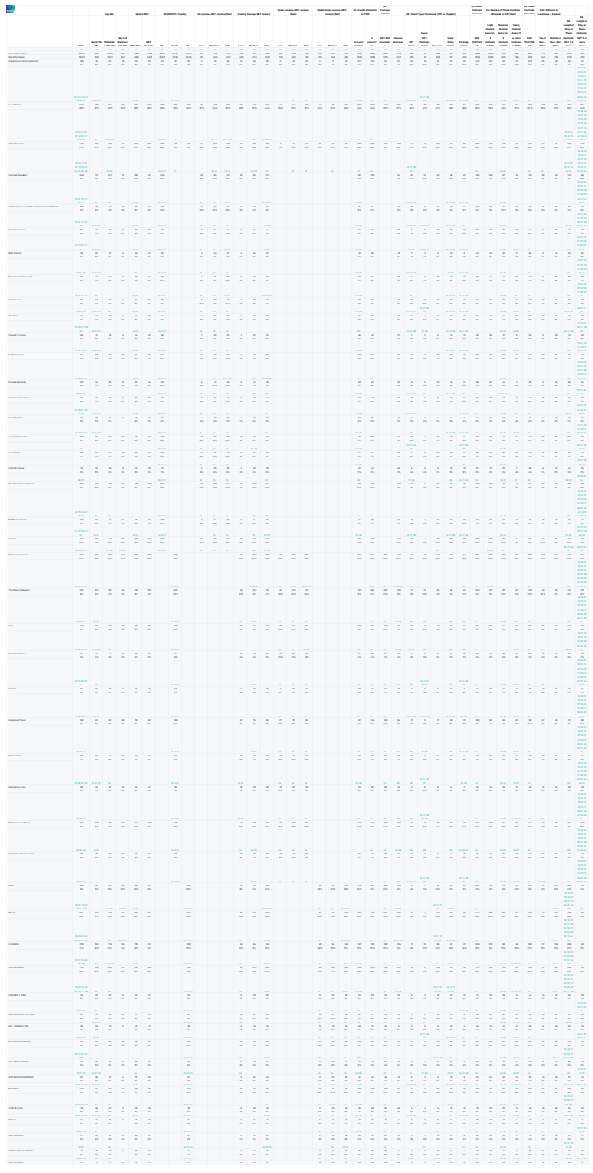
S2. Music Festival Timeframe

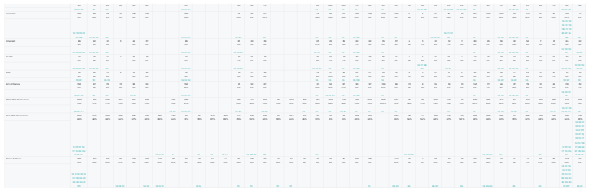
		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Q6. Ticket Type Purchased (VIP vs. Regular)							Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness - General				
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	Q8. Length of Stay at Music Festivals - NET 1-2 days	Q8. Length of Stay at Music Festivals - NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1483	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1483	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
NET Within the past 7 days / 1-4 weeks ago	484	238	184	62	287	195	140	191	153	20	45	66	80	188	186	36	90	58	24	53	61	321	340	220	175	51	40	71	71	61	392	201	172	89	240	96	120	284	189
	16%	20%	15%	10%	19%	13%	14%	19%	15%	24%	11%	16%	20%	17%	16%	23%	19%	18%	14%	21%	13%	21%	17%	17%	12%	28%	49%	10%	23%	28%	17%	10%	28%	48%	26%	22%	15%	13%	23%
	1D 1F 1G 1K 1Y 2B 2F 2L	1A 1C 1D	1D		1A 1F		1A 1G 1I			1A 1K		1K	1A			1A	1A			1A 1U		1A 1W	1A			1A 1Y 2B	1A 1Y 1Z 2B 2C 2D		1A 1Y 2B	1A 1Y 2B				1A 2F	1A 2F 2G	1A	1A 2K		1D 2B 2F	1A 1B 1C 1D 1E 1F 1G 1H 1I 1K 1L 1N 1O 1R 1S 1U 1W 1X 1Y 2B 2E 2F 2K 2L
Within the past 7 days	112	57	39	16	62	50	36	44	32	9	8	15	26	39	38	13	15	14	4	16	9	63	71	42	35	13	16	14	16	9	85	45	30	27	47	27	22	67	40
	4%	5%	3%	3%	4%	3%	4%	4%	3%	11%	2%	4%	6%	4%	3%	8%	3%	4%	2%	6%	2%	4%	4%	3%	2%	7%	20%	2%	5%	4%	4%	2%	5%	15%	5%	6%	3%	3%	5%
	1K 1U 1Y 2B 2F 2L	1A 1D								1A 1K 1L			1A 1N 1O			1A 1Q				1A 1U							1A 1Y 1Z 2B 2C 2D		1A 1Y 2B	1Y 2B				2F	1A 2F 2G	1A	1A 2K		2F	1A 1C 1D 1F 1I 1K 1N 1O 1U 1W 1X 1Y 2B 2E 2F 2K 2L
1-4 weeks ago	372	181	145	46	225	145	104	147	121	11	37	51	54	148	148	23	75	45	20	37	52	258	269	178	140	38	24	57	55	52	307	156	142	62	193	69	98	217	149
	12%	15%	12%	8%	15%	10%	10%	15%	12%	13%	9%	13%	13%	13%	12%	15%	16%	14%	12%	15%	11%	17%	14%	14%	10%	21%	30%	8%	18%	24%	13%	8%	23%	33%	21%	16%	12%	10%	18%
	1D 1F 1G 1K 1Y 2B 2F 2L	1A 1C 1D	1D		1A 1F			1A 1G						1A					1A 1W	1A			1A 1Y 2B			1A 1Y 2B 2C		1A 1Y 2B	1Y 2B	1A 1Y 2B	1A		2F	1A 2F 2G	1A	1A		1D 2F	1A 1B 1C 1D 1E 1F 1G 1H 1I 1K 1L 1M 1N 1O 1R 1S 1U 1W 1X 1Y 2B 2E 2F 2K 2L
5-8 weeks ago	415	203	158	54	248	165	99	164	152	7	42	45	64	153	175	28	72	59	29	39	71	282	279	223	182	32	14	81	58	44	314	205	162	36	179	64	101	249	158
	14%	17%	13%	9%	17%	11%	10%	16%	15%	8%	10%	11%	16%	14%	15%	18%	16%	18%	17%	16%	15%	18%	14%	17%	13%	18%	17%	12%	19%	20%	13%	10%	26%	19%	19%	14%	13%	12%	19%
	1D 1F 1G 1K 2F 2L	1A 1C 1D	1D		1A 1F			1A 1G	1G									1A				1A 1W		1A		2B		1A 1Y 2B	1A 1Y 2B				1A 2F	1A 2F	1A			1D 2F	1A 1C 1D 1E 1F 1G 1H 1I 1J 1K 1L 1N 1O 1W 1Y 2B 2E 2F 2J 2K 2L
3-5 months ago	570	240	224	106	281	283	153	198	219	10	67	63	77	224	220	31	92	59	36	65	98	309	409	268	277	40	12	127	60	40	450	374	142	28	196	79	160	430	133
	19%	20%	19%	18%	19%	19%	15%	20%	22%	12%	17%	15%	19%	20%	18%	20%	20%	18%	21%	26%	21%	20%	21%	21%	20%	22%	15%	18%	19%	18%	19%	18%	23%	15%	21%	18%	20%	20%	16%
	1G 2M							1G	1A 1G								1A															1A 2F 2H					1A 1G 1L 2F 2M	
6-7 months ago	495	185	200	110	231	262	178	153	164	10	76	73	62	175	204	20	72	51	32	27	80	307	353	212	248	23	6	128	49	25	405	391	72	18	144	65	126	365	119
	17%	16%	17%	18%	16%	18%	18%	15%	16%	12%	19%	18%	15%	16%	17%	13%	16%	16%	19%	11%	17%	20%	18%	16%	18%	13%	7%	19%	16%	11%	17%	19%	12%	10%	15%	15%	16%	17%	15%
	1T 2A 2D 2G 2H																		1T		1T	1A 1W	1A		2A 2D			2A 2D			1A	1A 2G 2H						1E 1T 2A 2D 2G 2H	
8-12 months ago	625	197	268	160	265	353	257	169	199	22	99	91	86	213	241	29	74	55	35	40	95	310	401	237	335	26	4	150	44	30	467	519	65	10	121	86	179	463	148
	21%	17%	22%	27%	18%	24%	26%	17%	20%	27%	25%	22%	21%	19%	20%	19%	16%	17%	21%	16%	20%	20%	20%	18%	24%	14%	5%	22%	14%	14%	20%	25%	10%	5%	13%	19%	22%	22%	18%
	1B 1E 1H 1Q 1X 1Z 2A 2C 2D 2E 2G 2H 2I 2M		1B	1A 1B 1C		1A 1E	1A 1H 1I				1A														1A 1Z 2A 2C 2D			1Z 2A 2C 2D		2A	2A		1A 2G 2H	2H					1A 1B 1E 1H 1N 1Q 1R 1T 1W 1X 1Z 2A 2C 2D 2E 2G 2H 2I 2M	2A 2G 2H 2I
Between 1-2 years ago	411	129	173	109	174	235	173	125	113	14	74	69	40	161	167	12	63	38	14	24	60		204	141	196	8	5	131	29	20	307	362	10	5	58	52	113	328	72
	14%	11%	14%	18%	12%	16%	17%	13%	11%	17%	18%	17%	10%	14%	14%	8%	14%	12%	8%	10%	13%		10%	11%	14%	4%	6%	19%	9%	9%	13%	18%	2%	3%	6%	12%	14%	15%	9%
	1B 1E 1I 1M 1P 1S 1W 1X 1Z 2A 2C 2D 2G 2H 2I 2M		1B	1A 1B 1C		1A 1E	1A 1H 1I				1A	1A		1M	1M								1Z 2A 2C					1A 1Y 1Z 2A 2C 2D	1Z			1A 2G 2H						1A 1B 1E 1H 1I 1M 1P 1S 1T 1W 1X 1Y 1Z 2A 2C 2D 2E 2G 2H 2I 2J 2M	1Z 2G 2H 2I
Two or more years ago																																							
Can't remember																																							
I've never attended a music festival																																							
Mean	6.67	5.77	6.89	8.01	6.01	7.33	7.67	6.07	6.27	7.18	7.87	7.32	5.93	6.63	6.69	5.25	6.19	5.98	5.94	5.45	6.63	4.52	6.14	6.00	7.05	4.37	3.16	7.78	5.28	4.91	6.55	7.87	3.53	2.77	4.65	6.06	6.88	7.15	5.39
Mean Sig	1V 1W 1X 1Z 2A		1B	1A 1B 1C		1A 1E	1A 1H 1I				1A	1A		1M	1M						1T		1V		1 1Z 2A 2C 2	2A		1Y 1Z 2A 2C	1Z 2A	2A		1A 2G 2H	2H				2J	1T 1U 1V 1W	1Z 2A 2G 2H 2I
Median	6.50	4.00	6.50	6.50	4.00	6.50	6.50	4.00	4.00	6.50	6.50	6.50	4.00	4.00	6.50	4.00	4.00	4.00	4.00	4.00	6.50	4.00	4.00	4.00	6.50	1.50	6.50	6.50	4.00	4.00	6.50	6.50	1.50	1.50	4.00	4.00	6.50	6.50	4.00
Standard Deviation	5.58	5.34	5.61	5.67	5.45	5.63	5.76	5.54	5.29	6.11	5.76	5.84	5.24	5.68	5.60	5.02	5.66	5.47	4.89	5.21	5.42	3.46	5.19	5.29	5.46	4.39	4.81	5.84	5.17	5.23	5.52	5.63	3.52	3.68	4.65	5.52	5.58	5.64	5.17
Standard Error	0.10	0.15	0.16	0.23	0.14	0.15	0.18	0.18	0.17	0.67	0.29	0.29	0.26	0.17	0.16	0.40	0.26	0.31	0.37	0.33	0.25	0.09	0.12	0.15	0.15	0.33	0.51	0.22	0.29	0.35	0.11	0.12	0.14	0.27	0.15	0.26	0.20	0.12	0.18

Overlap formulae used
ColumnProportions (5%); Minimum Base: 0(**) Small Base: 30(*)
Base: 3000
*Weight: 1
Weight Variable*
Level applied:

Contents

Table 1. Select Characteristics of Study Participants, by Race and Ethnicity





Excluded Nominations: 0
Excluded Miscellaneous: 0
Total Votes Cast: 1,000,000
Transfer Count: 1,000,000
Minimum Vote Required to Win: 500,001

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Q2. Promoted Brand Awareness (Exercise: number of mentions)

Contents

02. Awareness of Festival Promoters

		Age Net			Gender NET		0COUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)						Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness – General			
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	Q8. Length of Stay at Music Festivals - NET 1-2 days	Q8. Length of Stay at Music Festivals - NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Aware of any festival	2675	1070	1086	519	1359	1301	855	902	918	65	349	363	354	989	1096	135	412	303	154	228	430	1409	1801	1301	1266	164	80	611	292	202	2174	1783	606	175	897	380	716	1871	767
	89%	90%	90%	86%	91%	87%	86%	90%	92%	78%	87%	89%	87%	89%	92%	87%	89%	94%	91%	92%	92%	92%	91%	100%	90%	91%	99%	89%	94%	92%	93%	87%	97%	94%	96%	86%	90%	88%	94%
	1D 1F 1G 1J 2F 2J 2L	1D	1D		1A 1F			1G	1A 1G			1J			1A 1M 1N			1A 1P 1O			1A	1A 1W	1A	1A			1A 1Y 1Z 2B 2D		1A 1Y 2B		1A		1A 2F 2H	1A 2F	1A			1G 1J	1A 1B 1C 1D 1E 1F 1G 1H 1J 1K 1L 1M 1N 1P 1O 1W 1Y 2B 2F 2J 2K
Not aware	325	122	121	82	127	192	145	98	82	18	54	44	55	125	97	21	51	18	16	20	35	120	185		147	16	1	77	19	18	161	259	17	11	41	62	83	248	52
	11%	10%	10%	14%	9%	13%	15%	10%	8%	22%	13%	11%	13%	11%	8%	13%	11%	6%	9%	8%	8%	8%	9%		10%	9%	1%	11%	6%	8%	7%	13%	3%	6%	4%	14%	10%	12%	6%
	1E 1I 1O 1R 1U 1V 1W 2A 2C 2E 2G 2H 2I 2M			1A 1B 1C		1A 1E	1A 1H 1I			1A 1L			1O	1O		1R	1R						1V		2A 2C	2A		2A 2C		2A		1A 2G 2H		2G		1A		1H 1I 1O 1R 1U 1V 1W 2A 2C 2E 2G 2H 2I 2M	2G 2I

Overlap formulae used

ColumnProportions (5%): Minimum Base: 0(**)Small Base: 30(*)

Base: 3000

Weight: 1</br>Weight Variable

Level applied:

Contents

Q2. Awareness of SSE Festival Promoters vs Non-SSE Festival Promoters (Net - ES & NL only)

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Q3. Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)						Q31. Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Q31. Festivals Attended	Q32. Attitude to Loneliness - General		Q8. Length of Stay at Music Festivals - NET 1-2 days	Q8. Length of Stay at Music Festivals - NET 3 or more days
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often		
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	2000	782	807	401	997	993		1000	1000				326	711	786	156	463	321	170	248	465	1032	1339	1301	970	109	58	442	209	138	1892	1318	441	149	740	278	587	1430	529
Weighted Base	2000	782	807	401	997	993		1000	1000				326	711	786	156	463	321	170	248	465	1032	1339	1301	970	109	58	442	209	138	1892	1318	441	149	740	278	587	1430	529
SSE PROMOTERS	1159	477	478	204	604	548		465	694				181	383	503	76	208	158	105	175	345	660	801	1159	566	61	36	248	136	84	1062	691	321	111	496	156	353	832	312
	58%	60%	59%	51%	61%	55%		47%	69%				56%	54%	64%	49%	45%	49%	62%	71%	74%	64%	60%	89%	58%	56%	62%	56%	65%	61%	63%	52%	73%	74%	67%	56%	60%	58%	59%
	1D 1F 1H 1N 1P 1Q 1R 2F	1D	1D		1A 1F				1A 1H						1A 1M 1N					1A	1A 1S	1A 1W	1A	1A					1A 2B		1A		1A 2F	1A 2F	1A			1D 1F 1H 1N 1P 1Q 1R 2F	1D 1H 1N 1P 1Q 1R 2F
Non SSE PROMOTERS (only aware of festival promoters not part of SSE)	661	246	266	149	316	343		437	224				108	257	230	59	204	145	49	53	85	307	439	142	331	38	22	152	60	44	532	490	110	30	215	91	180	462	191
	33%	31%	33%	37%	32%	35%		44%	22%				33%	36%	29%	38%	44%	45%	29%	21%	18%	30%	33%	11%	34%	35%	38%	34%	29%	32%	31%	37%	25%	20%	29%	33%	31%	32%	36%
	1I 1O 1T 1U 1V 1X 2E 2G 2H 2I			1A 1B				1A 1I						1A 1O			1A	1A	1U				1V									1A 2G 2H						1I 1O 1T 1U 1V 1X 2G 2H 2I	1B 1E 1I 1O 1T 1U 1V 1X 2C 2E 2G 2H 2I 2K
None of these	180	69	63	48	77	102		98	82				37	71	53	21	51	18	16	20	35	65	99		73	10		42	13	10	98	137	10	8	29	31	54	136	26
	9%	9%	8%	12%	8%	10%		10%	8%				11%	10%	7%	13%	11%	6%	9%	8%	8%	6%	7%		8%	9%		10%	6%	7%	6%	10%	2%	5%	4%	11%	9%	10%	5%
	1O 1R 1V 1W 1Y 2E 2G 2I 2M			1A 1C		1A 1E							1O	1O		1A 1R	1R								2A	2A		2A		2A		1A 2G						1E 1O 1R 1V 1W 1Y 2E 2G 2I 2M	2G

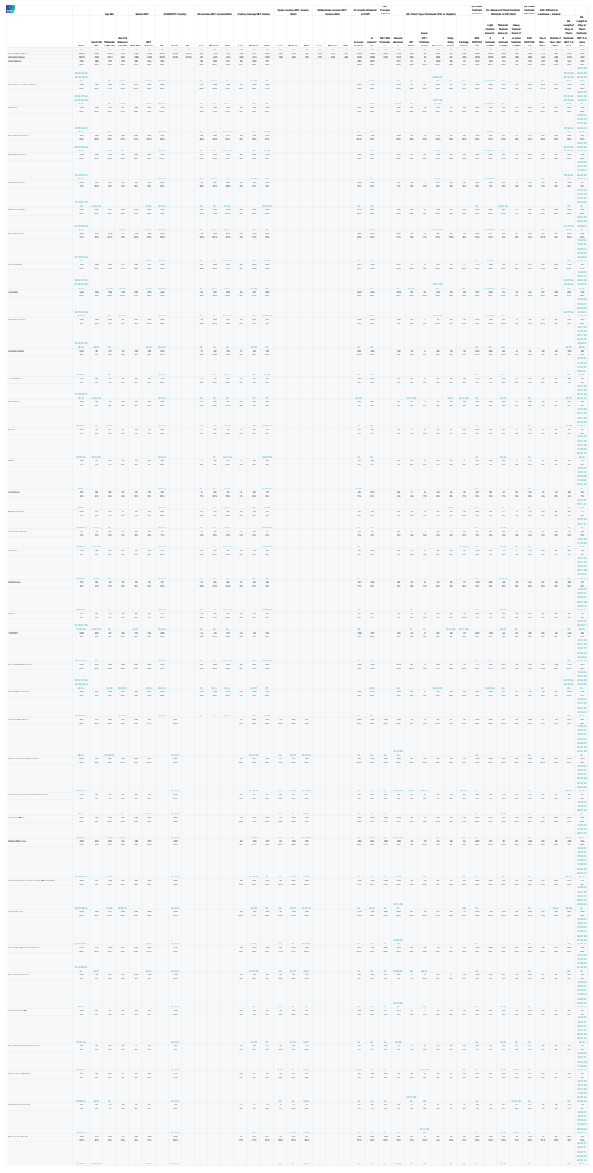
Overlap formulae used

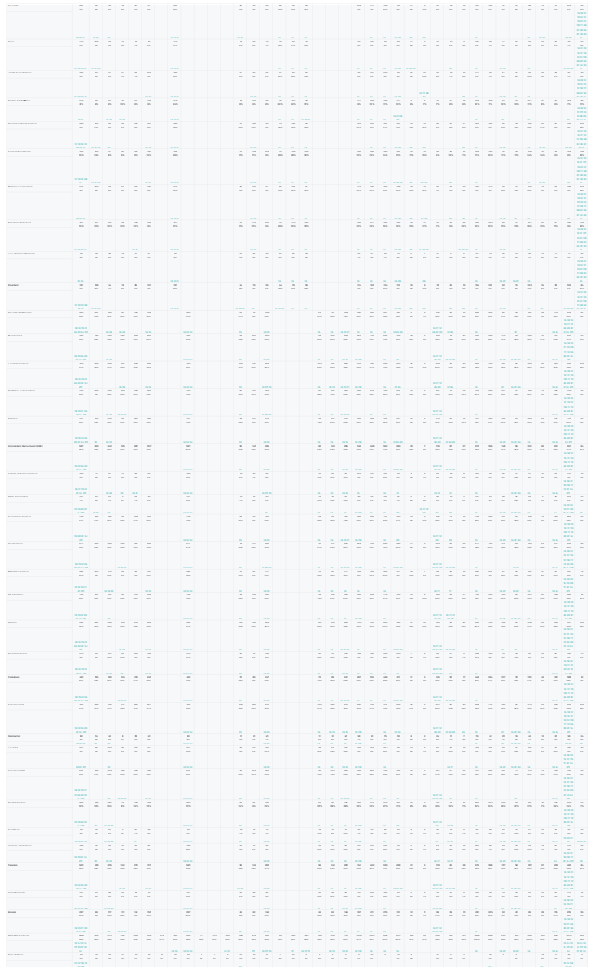
Column Proportions (5%): Minimum Base: 0(**) Small Base: 30(*)

Base: 2000

Weight: 1 Weight Variable

Level applied:





Entries in this table are:
Number of Cases / Number of Deaths / Attorney Name (**) Street Name / ZIP /
Area of Law /
Date Filed / Date Disposed / Disposition /
Undersigned

Contents

03. Awareness vs Non-Awareness of Music Festivals

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)						Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness - General		Q8. Length of Stay at Music Festivals - NET 1-2 days	Q8. Length of Stay at Music Festivals - NET 3 or more days
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often		
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Aware of any festival	2950	1173	1187	590	1467	1462	989	981	980	82	399	404	399	1095	1182	152	453	319	165	243	459	1515	1964	1295	1396	177	81	677	306	218	2335	2021	621	184	938	429	785	2083	812
	98%	98%	98%	98%	99%	98%	99%	98%	98%	99%	99%	99%	98%	98%	99%	97%	98%	99%	97%	98%	99%	99%	99%	100%	99%	98%	100%	98%	98%	99%	100%	98%	100%	99%	100%	97%	98%	98%	99%
	2J														1A 1M							1A	1A	1A	1A						1A		1A 2F		1A			2J	1A 1F 1H 1I 1M 1N 1P 1O 1S 2J
Not aware	50	19	20	11	19	31	11	19	20	1	4	3	10	19	11	4	10	2	5	5	6	14	22	6	17	3		11	5	2		31	2	2		13	14	36	7
	2%	2%	2%	2%	1%	2%	1%	2%	2%	1%	1%	1%	2%	2%	1%	3%	2%	1%	3%	2%	1%	1%	1%	-	1%	2%		2%	2%	1%		2%	-	1%		3%	2%	2%	1%
	1O 1V 1W 1X 2G 2M												1O																			2G				1A		1O 1V 1W 1X 2G	

Overlap formulae used

ColumnProportions (5%): Minimum Base: 0(**) Small Base: 30(*)

Base: 3000

Weight: 1</br>Weight Variable

Level applied:

Contents

Q3. Awareness of SSE Festivals vs Non-SSE Festivals (Net)

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Q5. Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)								Q7. Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Q7. Festivals Attended	Q32. Attitude to Loneliness – General		Q8. Length of Stay at Music Festivals - NET 1-2 days	Q8. Length of Stay at Music Festivals - NET 3 or more days
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often		
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Aware of SSE Festivals	2335	923	947	465	1150	1171	643	815	877	44	247	293	288	843	992	111	376	282	133	220	417	1277	1612	1176	1124	133	60	539	234	164	2335	1556	520	162	938	312	666	1646	650
	78%	77%	78%	77%	77%	78%	64%	82%	88%	53%	61%	72%	70%	76%	83%	71%	81%	88%	78%	89%	90%	84%	81%	90%	80%	74%	74%	78%	75%	75%	100%	76%	83%	87%	100%	71%	83%	78%	79%
								1A 1G	1A 1G 1H			1J 1K		1M	1A 1M 1N		1P	1A 1P 1Q		1A 1S	1A 1S	1A 1W	1A	1A	1A						1A		1A 2F	1A 2F	1A		1A 2J	1G 1J 1K 1L 1M 1N 1P 2F 2J	1G 1J 1K 1L 1M 1N 1P 2F 2J
Not aware of SSE festivals (only aware of festivals that are not part of SSE)	615	250	240	125	317	291	346	166	103	38	152	111	111	252	190	41	77	37	32	23	42	238	352	119	272	44	21	138	72	54		465	101	22		117	119	437	162
	21%	21%	20%	21%	21%	19%	35%	17%	10%	46%	38%	27%	27%	23%	16%	26%	17%	12%	19%	9%	9%	16%	18%	9%	19%	24%	26%	20%	23%	25%		23%	16%	12%		26%	15%	21%	20%
							1A 1H 1I	1I		1A 1L	1A 1L	1A	1A 1O	1A 1O		1O 1R	1R		1T 1U			1V									1A 2G 2H				1A 2K		1H 1I 1J 1U 1R 1T 1U 1V 1W 1X 2G 2H 2K	1H 1I 1O 1R 1T 1U 1V 1W 1X 2G 2H 2K
None of these	50	19	20	11	19	31	11	19	20	1	4	3	10	19	11	4	10	2	5	5	6	14	22	6	17	3		11	5	2		31	2	2		13	14	36	7
	2%	2%	2%	2%	1%	2%	1%	2%	2%	1%	1%	1%	2%	2%	1%	3%	2%	1%	3%	2%	1%	1%	1%	-	1%	2%		2%	2%	1%		2%	-	1%		3%	2%	2%	1%
													1O																			2G				1A		1O 1V 1W 1X 2G	

Overlap formulae used

Column Proportions (5%): Minimum Base: 0(**) Small Base: 30(*)

Base: 3000

Weight: 1 Weight Variable

Level applied:

Contents

04. Number of Music Festivals Attended in P2Y

		Age Net			Gender NET		0COUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)							Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness - General			
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promotions	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	Q8. Length of Stay at Music Festivals - NET 1-2 days	Q8. Length of Stay at Music Festivals - NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	798	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	798	2119	819
1	837	242	359	236	368	481	356	254	227	29	141	145	101	312	338	36	125	78	36	46	115	246	527	273	432	27	5	259	43	37	602	837			97	111	216	699	119
	28%	20%	30%	39%	25%	31%	36%	25%	23%	35%	35%	36%	25%	28%	28%	23%	27%	24%	21%	19%	25%	16%	27%	21%	31%	15%	6%	38%	14%	17%	26%	41%			10%	25%	27%	33%	15%
	1B 1E 1H 1I 1S 1T 1V 1W 1X 1Z 2A 2C 2D 2E 2I 2M		1B	1A 1B 1C		1A 1E	1A 1H 1I			1A	1A												1V		1A 1Z 2A 2C 2D	2A		1A 1Y 1Z 2A 2C 2D		2A		1A 2D 2H						1E 1F 1H 1I 1M 1N 1O 1P 1Q 1R 1S 1T 1U 1V 1W 1X 1Y 1Z 2A 2C 2D 2E 2J 2K 2M	2A 2I
2	773	277	328	168	359	408	252	281	240	19	107	98	95	298	308	41	132	90	35	59	120	391	520	313	401	36	12	190	58	53	600	773			208	115	206	586	200
	26%	23%	27%	28%	24%	27%	25%	28%	24%	23%	27%	24%	23%	27%	26%	26%	29%	28%	21%	24%	26%	26%	26%	24%	28%	20%	15%	28%	19%	24%	26%	38%			22%	26%	26%	27%	24%
	1B 2A 2C 2I		1B	1B		1A 1E		1A 1I																	1A 1Z 2A 2C			1Z 2A 2C				1A 2D 2H						1B 1E 1I 1X 1Z 2A 2C 2I	2A 2C
3	442	194	175	73	239	203	126	171	145	10	64	40	56	190	158	23	80	58	23	46	60	281	308	209	207	27	13	90	68	33	354	442			171	57	119	290	152
	15%	16%	14%	12%	16%	13%	13%	17%	15%	12%	16%	10%	14%	17%	13%	15%	17%	18%	14%	19%	13%	18%	16%	16%	15%	15%	16%	13%	22%	15%	15%	22%			18%	13%	15%	14%	19%
	1D 1G 1L 2L	1A 1D			1A 1F			1A 1G			1L			1A 1O						1U		1A 1W						1A 1Y 2B 2D			1A 2D 2H			1A			1L	1E 1F 1G 1I 1L 1M 1O 1U 1W 1Y 2B 2E 2J 2K 2L
4	329	154	130	45	184	144	97	105	127	7	38	44	45	114	145	17	44	41	21	32	60	221	229	187	148	23	8	51	60	40	273		329		147	52	95	218	111
	11%	13%	11%	7%	12%	10%	10%	11%	13%	8%	9%	11%	11%	10%	12%	11%	10%	13%	12%	13%	13%	14%	12%	14%	10%	13%	10%	7%	19%	18%	12%		53%		16%	12%	12%	10%	14%
	1D 1F 2B 2L	1A 1D	1D		1A 1F			1A 1G														1A 1W		1A	2B	2B			1A 1Y 2A 2B	1A 1Y 2B	1A		1A 2F 2H		1A			1D 2B	1A 1C 1J 1N 1O 1H 1K 1N 1Q 1W 1Y 2B 2L
5	189	106	48	15	101	67	47	60	82	6	19	20	32	62	64	12	32	12	14	11	32	123	116	91	60	20	11	29	25	20	137		169		100	29	39	95	74
	6%	9%	4%	2%	7%	4%	5%	6%	8%	7%	5%	5%	8%	6%	5%	8%	7%	4%	8%	4%	7%	8%	6%	7%	4%	11%	14%	4%	8%	9%	6%		27%		11%	7%	5%	4%	9%
	1C 1D 1F 1Y 2L	1A 1C 1D			1A 1F								1A									1A 1W		1A		1A 1Y 2B	1A 1Y 2B		1Y 2B	1A 1Y 2B			1A 2F 2H		1A			1D	1E 1F 1G 1H 1I 1K 1L 1N 1Q 1R 1T 1W 1X 1Y 2B 2E 2K 2L
6	125	69	44	12	67	57	38	41	46	3	14	19	23	42	50	8	18	12	12	10	19	93	86	63	44	12	10	19	20	19	110		125		76	20	38	68	57
	4%	6%	4%	2%	5%	4%	4%	4%	5%	4%	3%	5%	6%	4%	4%	5%	4%	4%	7%	4%	4%	6%	4%	5%	3%	7%	12%	3%	6%	9%	5%		20%		8%	5%	5%	3%	7%
	1D 1Y 2B 2L	1A 1C 1D			1A 1F			1G	1G				1A 1N					1A 1O	1A			1A 1W		1A		1Y 2B	1A 1Y 2B	1A 1Y 2B	1A 1Y 2B	1A 1Y 2B	1A		1A 2F 2H		1A			1D	1E 1F 1G 1H 1I 1K 1N 1Q 1R 1U 1W 1X 1Y 2B 2E 2J 2K 2L
7	47	23	22	2	31	16	7	19	21	1	1	5	11	13	22	4	5	10	6	7	7	32	31	27	14	10	4	3	13	2	41			47	28	10	9	23	24
	2%	2%	2%	-	2%	1%	1%	2%	2%	1%	-	1%	3%	1%	2%	3%	1%	3%	4%	3%	2%	2%	2%	2%	1%	6%	5%	-	4%	1%	2%			25%	3%	2%	1%	1%	3%
	1D 1F 1G 1K 1Y 2B 2L	1D	1D		1A 1F			1G	1G				1A 1N					1A 1O	1A			1A 1W		1A		1A 1Y 2B 2D	1A 1Y 2B 2D		1A 1Y 2B 2D		1A			1A 2F 2G	1A			1D	1E 1F 1G 1H 1K 1L 1N 1O 1Q 1U 1V 1W 1X 1Y 2B 2E 2K 2L
8	53	28	21	4	30	23	8	18	27	1	1	6	10	19	22	4	8	6	5	10	10	40	32	35	20	7	6	8	2	10	46			53	35	10	15	23	29
	2%	2%	2%	1%	2%	2%	1%	2%	3%	1%	-	1%	2%	2%	2%	3%	2%	2%	3%	4%	2%	3%	2%	3%	1%	4%	7%	1%	1%	5%	2%			28%	4%	2%	2%	1%	4%
	1D 1G 1K 2L	1A 1D						1G	1A 1G											1A		1A 1W		1A		1A 1Y 2B 2C	1A 1Y 2B 2C			1A 1Y 2B 2C	1A			1A 2F 2G	1A			2L	1A 1E 1C 1D 1E 1F 1G 1H 1K 1L 1N 1O 1Q 1W 1Y 2B 2C 2E 2K 2L
9	21	11	10		13	8	2	7	12			2	5	6	9	3	1	3	2	5	4	17	12	14	6	5	3	3	3		15			21	14	6	5	10	10
	1%	1%	1%		1%	1%	-	1%	1%			-	1%	1%	1%	2%	-	1%	1%	2%	1%	1%	1%	1%	-	3%	4%	-	1%		1%			11%	1%	1%	1%	-	1%
	1G	1D	1D						1A 1G				1G							1A		1A 1W		1A		1A 1Y 2B 2D	1A 1Y 2B 2D							1A 2F 2G	1A			2L	1A 1F 1G 1H 1N 1Q 1W 1Y 2E
10	15	7	7	1	9	6	5	4	6	1		4	1	2	12		1	3		1	5	10	10	9	4	2	4	2	1	2	14			15	11	1	7	8	7
	1%	1%	1%	-	1%	-	1%	-	1%	1%	-	1%	-	-	1%		-	1%		-	1%	1%	1%	1%	-	1%	5%	2%	-	-	1%			8%	1%	-	1%	-	1%
										1K		1K			1A 1N												1A 1Y 2B 2C 2G								1A 2F 2G	1A				1N 1Y
More than 10	50	29	16	5	29	20	15	9	26	2	3	9	5	19	21	1	5	3	2	11	9	44	35	29	20	7	4	6	10	3	46			50	42	6	18	26	24
	2%	2%	1%	1%	2%	1%	2%	1%	3%	2%	1%	2%	1%	2%	2%	1%	1%	1%	1%	4%	2%	3%	2%	2%	1%	4%	5%	1%	3%	1%	2%			27%	4%	1%	2%	1%	3%
	1H 2L	1A 1C 1D			58	82	47	31	1A 1H											1A		1A 1W		1A		1A 1Y 2B	1A 1Y 2B		1A 1Y 2B		1A			1A 2F 2G	1A			2L	1E 1F 1G 1H 1K 1M 1N 1Q 1R 1W 1Y 2B 2E 2J
Can't remember	139	52	47	40	58	82	47	31	61	4	15	15	25	37	44	7	12	5	14	10	24	31	80	51	59	4	1	28	8	1	97				9	25	34	95	12
	5%	4%	4%	7%	4%	5%	5%	3%	6%	5%	4%	4%	6%	3%	4%	4%	3%	2%	8%	4%	5%	2%	4%	4%	4%	2%	1%	4%	3%	-	4%				1%	6%	4%	4%	1%
	1E 1H 1N 1Q 1R 1V 1W 2D 2E 2I 2M			1A 1B 1C		1A 1E			1A 1H				1N 1O						1A			1A			2D			2D										2I 2M	
Mean	2.91	3.37	2.79	2.20	3.12	2.69	2.57	2.87	3.28	2.81	2.39	2.81	3.15	2.82	2.97	3.10	2.77	2.97	3.37	3.62	3.11	3.51	2.94	3.31	2.66	4.09	5.08	2.39	3.67	3.50	3.03	1.81	4.67	9.10	4.08	3.05	2.98	2.81	3.69
Mean Sig	1F 1G 1K 1Y 2B	1A 1C 1D	1D		1A 1F			1G	1A 1G 1H			1K	1A 1N						1A	1A 1J	1A	1A 1W		1A	2B	1A 1Y 2B 2C	1Y 1Z 2B 2C		1A 1Y 2B	1A 1Y 2B	1A		1A 2F	1A 2F 2G	1A			1D 1K 2B 2F	1N 1Q 1P 1Q 1R 1U 1V 1W 1X 1Y 2B 2E 2F 2J 2K 2L
Median	2.00	3.00	2.00	2.00	2.00	2.00	2.00	2.00	3.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	3.00	3.00	2.00	3.00	2.00	3.00	2.00	3.00	5.00	2.00	3.00	3.00	2.00	2.00	4.00	8.00	3.00	2.00	2.00	2.00	3.00
Standard Deviation	2.20	2.38	2.14	1.66	2.29	2.08	2.04	2.01	2.47	2.38	1.85	2.36	2.25	2.11	2.29	2.13	1.95	2.11	2.27	2.76	2.34	2.41	2.19	2.37	2.02	2.75	2.92	1.85	2.34	2.21	2.27	0.77	0.79	1.95	2.65	2.23	2.29	2.00	2.48
Standard Error	0.04	0.07	0.06	0.07	0.06	0.06	0.07	0.06	0.08	0.27	0.08	0.12	0.11	0.06	0.07	0.17	0.09	0.12	0.18	0.18	0.11	0.06	0.05	0.07	0.05	0.21	0.33	0.07	0.13	0.15	0.05	0.02	0.03	0.14	0.09	0.11	0.08	0.04	0.09

Overlap formulae used.
*Column Proportions (5%) Minimum Base: (E**) Small Base: (50*)*
Base: 3000
Weight: 1=Do-Weight Variable
Level applied:

Contents

04. Light/Moderate/Heavy Music Festival Attendance (Net)

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)						Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness - General				
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	Q8. Length of Stay at Music Festivals - NET 1-2 days	Q8. Length of Stay at Music Festivals - NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	485	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	485	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Light Festival Goers (1-3 festivals in P2Y)	2052	713	862	477	966	1070	734	706	612	58	312	283	252	800	804	100	337	226	94	151	295	918	1355	795	1040	90	30	539	169	123	1556	2052			476	283	541	1555	471
	68%	60%	71%	79%	65%	72%	73%	71%	61%	70%	77%	70%	62%	72%	67%	64%	73%	70%	55%	61%	63%	60%	68%	61%	74%	50%	37%	78%	54%	56%	67%	100%			51%	64%	68%	73%	58%
	1B 1E 1I 1M 1S 1T 1U 1V 1X 1Z 2A 2C 2D 2E 2I 2J 2M		1A 1B	1A 1B 1C		1A 1E	1A 1I	1I			1A 1L			1A 1M 1O	1M		1A 1P					1V			1A 1Z 2A 2C 2D			1A 1Y 1Z 2A 2C 2D	2A	2A		1A 2G 2H						1H 1I 1M 1O 1P 1S 1T 1U 1V 1W 1X 1Z 2A 2C 2D 2E 2I 2J 2K 2M	2A 2I
Moderate Festival Goers (4-6 festivals in P2Y)	623	329	222	72	352	268	182	206	235	16	71	83	100	218	259	37	94	65	47	53	111	437	431	341	250	55	29	99	105	79	520		623		323	101	172	379	242
	21%	28%	18%	12%	24%	18%	18%	21%	24%	19%	18%	20%	24%	20%	22%	24%	20%	20%	28%	21%	24%	29%	22%	26%	18%	31%	36%	14%	34%	36%	22%		100%		34%	23%	22%	18%	30%
	1C 1D 1F 1G 1Y 2B 2L	1A 1C 1D	1D		1A 1F				1A 1G				1A 1N						1A			1A 1W		1A		1A 1Y 2B	1A 1Y 2B		1A 1Y 2B	1A 1Y 2B	1A		1A 2F 2H		1A			1D 2B	1A 1C 1D 1E 1F 1G 1H 1I 1J 1K 1L 1M 1N 1O 1Q 1R 1T 1U 1W 1X 1Y 2B 2E 2J 2K
Heavy Festival Goers (7 or more festivals in P2Y)	186	98	76	12	112	73	37	57	92	5	5	26	32	59	86	12	20	25	15	34	35	143	120	114	64	31	21	22	29	17	162			186	130	33	52	90	94
	6%	8%	6%	2%	8%	5%	4%	6%	9%	6%	1%	6%	8%	5%	7%	8%	4%	8%	9%	14%	8%	9%	6%	9%	5%	17%	26%	3%	9%	8%	7%			100%	14%	7%	7%	4%	11%
	1D 1F 1G 1K 1Y 2B 2L	1A 1D	1D		1A 1F			1G	1A 1G 1H	1K		1K						1Q		1A 1U		1A 1W		1A		1A 1Y 2B 2C 2D	1A 1Y 2B 2C 2D		1A 1Y 2B	1Y 2B	1A			1A 2F 2G	1A			1D 1K	1A 1C 1D 1E 1F 1G 1H 1K 1L 1M 1N 1O 1Q 1R 1U 1V 1W 1X 1Y 2B 2E 2J 2K
Can't remember	139	52	47	40	56	82	47	31	61	4	15	15	25	37	44	7	12	5	14	10	24	31	80	51	59	4	1	28	8	1	97				9	25	34	95	12
	5%	4%	4%	7%	4%	5%	5%	3%	6%	5%	4%	4%	6%	3%	4%	4%	3%	2%	8%	4%	5%	2%	4%	4%	4%	2%	1%	4%	3%	-	4%				1%	6%	4%	4%	1%
	1E 1H 1N 1Q 1R 1V 1W 2D 2E 2I 2M			1A 1B 1C		1A 1E			1A 1H				1N 1O						1A				1V		2D			2D										1H 1N 1O 1R 1V 2D 2I 2M	

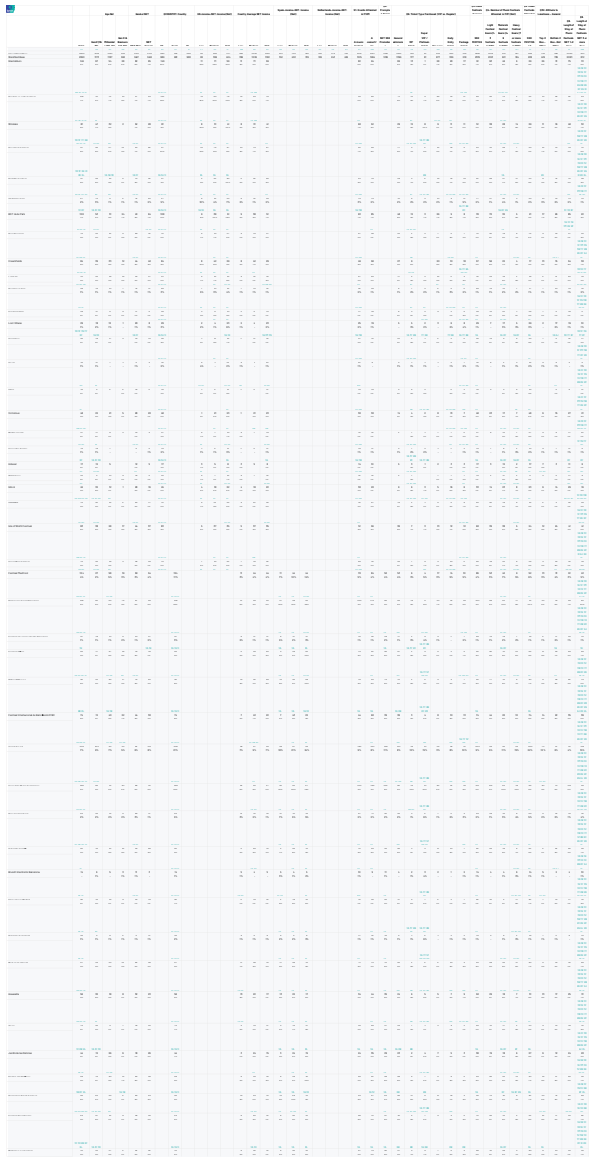
Overlap formulae used

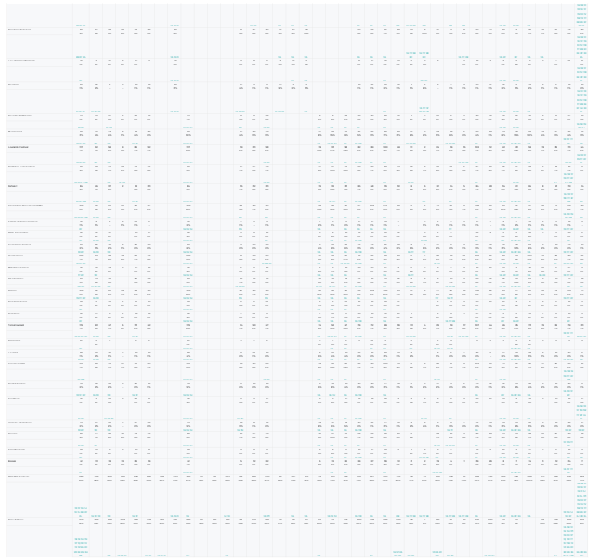
ColumnProportions (5%): Minimum Base: 0(**) Small Base: 30(*)

Base: 3000

Weight: 1</br>Weight Variable

Level applied:





Total Entries/Records: 4,847
Data Source: Census Publication P-1, "Primary Statistics of Tribal Groups, 2021"
Status: Draft
Prepared by: Bureau of Tribal Statistics
Processing Date: 03/14

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05. SSE Festivals vs Non-SSE Festivals Attended in P2Y (Net)

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)						SSE Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			SSE Festivals Attended	Q32. Attitude to Loneliness – General			
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	Q8. Length of Stay at Music Festivals - NET 1-2 days	Q8. Length of Stay at Music Festivals - NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
SSE FESTIVALS	938 31%	428 36%	377 31%	133 22%	538 36%	395 26%	198 20%	409 41%	331 33%	12 14%	70 17%	107 26%	115 28%	365 33%	407 34%	55 35%	194 42%	145 45%	48 28%	101 41%	155 33%	621 41%	654 33%	512 39%	421 30%	77 43%	41 51%	172 25%	128 41%	91 41%	938 40%	478 23%	323 52%	130 70%	938 100%	141 32%	269 34%	579 27%	358 44%
	1D 1F 1G 1J 1K 1L 2B 2F 2L	1A 1C 1D	1D		1A 1F			1A 1G 1I	1G			1J 1K			1A 1M		1A	1A 1P		1A 1S		1A 1W	1A	1A	2B	1A 1Y 2B	1A 1Y 2B		1A 1Y 2B	1A 1Y 2B	1A		1A 2F	1A 2F 2G	1A			1D 1G 1J 1K 2F	1A 1B 1C 1D 1E 1F 1G 1I 1J 1K 1L 1M 1N 1O 1P 1S 1U 1V 1W 1X 1Y 2B 2E 2F 2J 2K 2L
Non-SSE festivals (only attended festivals that are not part of SSE)	1313 44%	541 45%	512 42%	260 43%	635 43%	670 45%	490 49%	420 42%	403 40%	49 59%	218 54%	181 44%	201 49%	504 45%	495 41%	80 51%	188 41%	125 39%	72 42%	98 40%	189 41%	599 39%	834 42%	511 39%	592 42%	77 43%	36 44%	335 49%	138 44%	112 51%	825 35%	986 48%	251 40%	44 24%		208 47%	311 39%	934 44%	361 44%
	1I 1O 1V 1W 1X 2E 2H 2K						1A 1H 1I			1A 1L	1A 1L		1A 1O			1O 1R							1V					1A 1Y		1A 1Y		1A 2G 2H	2H		2K		1I 1O 1V 1W 1X 2E 2H 2K	1V 1X 2E 2H 2K
None of these	749 25%	223 19%	318 26%	208 35%	313 21%	428 29%	312 31%	171 17%	266 27%	22 27%	115 29%	119 29%	93 23%	245 22%	291 24%	21 13%	81 17%	51 16%	50 29%	49 20%	121 26%	309 20%	498 25%	278 21%	400 28%	26 14%	4 5%	181 26%	45 14%	17 8%	572 24%	590 29%	49 8%	12 6%		93 21%	219 27%	606 29%	100 12%
	1B 1E 1H 1N 1P 1Q 1R 1T 1V 1X 1Z 2A 2C 2D 2G 2H 2J 2M		1B	1A 1B 1C		1A 1E	1A 1H 1I		1H			1A							1T				1V		1A 1Z 2A 2C 2D	2A 2D		1Z 2A 2C 2D	2A 2D			1A 2G 2H			2J		1H 1M 1N 1O 1P 1Q 1R 1T 1V 1W 1X 1Z 2A 2C 2D 2E 2G 2H 2J 2M	2A 2D 2G 2H

Overlap formulae used

ColumnProportions(5%): Minimum Base: 0(**) Small Base: 30(*)

Base: 3000

Weight: 1 </br>Weight Variable

Level applied:

Contents

06. Ticket Type Purchased

		Age Net			Gender NET		0COUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)						Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness – General			
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	Q8. Length of Stay at Music Festivals - NET 1-2 days	Q8. Length of Stay at Music Festivals - NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
General admission	1413	556	577	280	683	718	443	543	427	34	177	178	180	523	569	79	257	176	67	89	215	743	976	634	1413						1124	1040	250	64	421	190	391	1006	389
	47%	47%	48%	47%	46%	48%	44%	54%	43%	41%	44%	44%	44%	47%	48%	51%	56%	55%	39%	36%	46%	49%	49%	49%	100%						48%	51%	40%	34%	45%	43%	49%	47%	47%
	1G 1I 1S 1T 2G 2H							1A 1G 1I									1A	1A			1T		1A		1A 1Z 2A 2B 2C 2D						1A	1A 2G 2H					2J	1G 1I 1S 1T 2G 2H	1I 1T 2G 2H
VIP ticket	180	88	74	18	102	76	71	64	45	4	21	43	27	62	82	12	26	23	11	15	16	109	116	66		180					133	90	55	31	77	43	52	104	75
	6%	7%	6%	3%	7%	5%	7%	6%	5%	5%	5%	11%	7%	6%	7%	8%	6%	7%	6%	6%	3%	7%	6%	5%		100%					6%	4%	9%	17%	8%	10%	7%	5%	9%
	1D 1F 1I 1U 2F 2L	1A 1D	1D		1A 1F		1I					1A 1K										1A 1W				1A 1Y 2A 2B 2C 2D							1A 2F	1A 2F 2G	1A	1A 2K		1D	1A 1C 1E 1E 1F 1G 1H 1I 1K 1N 1O 1Q 1U 1V 1W 1X 2E 2F 2K 2L
Super VIP / Platinum ticket	81	45	30	6	51	30	23	40	18	3	2	17	19	21	39	10	15	14	6	4	8	48	47	36			81				60	30	29	21	41	21	18	28	53
	3%	4%	2%	1%	3%	2%	2%	4%	2%	4%	-	4%	5%	2%	3%	6%	3%	4%	4%	2%	2%	3%	2%	3%			100%				3%	1%	5%	11%	4%	5%	2%	1%	6%
	1D 1F 1I 1K 1N 2F 2L	1A 1D	1D		1A 1F			1A 1G 1I		1K		1A 1K	1A 1N		1N	1A						1W					1A 1Y 1Z 2B 2C 2D							1A 2F	1A 2F 2G	1A	1A 2K			1A 1C 1D 1E 1F 1G 1H 1I 1K 1L 1N 1O 1Q 1T 1U 1V 1W 1X 2E 2F 2G 2I 2K 2L
Day pass	688	233	285	170	294	390	246	160	282	14	109	87	76	260	270	21	75	53	41	76	130	301	451	293				688			539	539	99	22	172	87	169	627	55
	23%	20%	24%	28%	20%	26%	25%	16%	28%	17%	27%	21%	19%	23%	23%	13%	16%	17%	24%	31%	28%	20%	23%	23%				100%			23%	26%	16%	12%	18%	20%	21%	30%	7%
	1B 1E 1H 1M 1P 1Q 1R 1V 2G 2H 2I 2M		1B	1A 1B 1C		1A 1E	1H		1A 1H		1A			1M						1A	1A		1V				1A 1Y 1Z 2A 2C 2D				1A 2G 2H						1A 1C 1D 1E 1F 1G 1H 1J 1L 1M 1N 1O 1P 1Q 1R 1V 1W 1X 2E 2F 2G 2H 2I 2J 2K 2M	
Early Entry ticket	311	142	123	46	174	137	102	91	118	13	47	37	50	126	118	15	45	26	22	34	55	176	207	146					311		234	169	105	29	128	49	83	188	121
	10%	12%	10%	8%	12%	9%	10%	9%	12%	16%	12%	9%	12%	11%	10%	10%	10%	8%	13%	14%	12%	12%	10%	11%					100%		10%	8%	17%	16%	14%	11%	10%	9%	15%
	1D 1F 2F 2L	1A 1D			1A 1F				1H													1A							1A 1Y 1Z 2A 2B 2D				1A 2F	1A 2F	1A				1A 1B 1C 1D 1E 1F 1G 1H 1I 1L 1N 1O 1Q 1R 1V 1W 1X 2E 2F 2J 2K 2L
Package ticket	220	102	81	37	127	91	82	82	56	10	35	34	38	96	79	15	40	25	13	21	20	114	132	91						220	164	123	79	17	91	37	55	106	114
	7%	9%	7%	6%	9%	6%	8%	8%	6%	12%	9%	8%	9%	9%	7%	10%	9%	8%	8%	8%	4%	7%	7%	7%						100%	7%	6%	13%	9%	10%	8%	7%	5%	14%
	1F 1I 1U 2F 2L	1A			1A 1F		1I	1I						1A						1U										1A 1Y 1Z 2A 2B 2C				1A 2F		1A				1A 1C 1D 1E 1F 1G 1H 1I 1K 1L 1M 1N 1O 1Q 1R 1S 1T 1U 1V 1W 1X 2E 2F 2H 2I 2J 2K
None of these	107	26	37	44	55	51	33	20	54	5	12	11	19	26	36	4	5	4	10	9	21	38	57	35							81	61	6	2	8	15	31	60	12
	4%	2%	3%	7%	4%	3%	3%	2%	5%	6%	3%	3%	5%	2%	3%	3%	1%	1%	6%	4%	5%	2%	3%	3%							3%	3%	1%	1%	1%	3%	4%	3%	1%
	1B 1H 1N 1O 1R 1V 1W 1X 2F 2G 2I 2L 2M			1A 1B 1C					1A 1G 1H				1N																			2G						1O 2G 2I 2M	

Overlap formulae used

ColumnProportions (5%): Minimum Base: 0(**)Small Base: 30(*)

Base: 3000

Weight: 1</br>Weight Variable

Level applied:

Contents

07. Travel Arrangements

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Prompted Brand	06. Ticket Type Purchased (VIP vs. Regular)						Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness – General			
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	08. Length of Stay at Music Festivals - NET 1-2 days	08. Length of Stay at Music Festivals - NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
I travelled locally via public transport	1052	515	369	168	510	532	416	300	336	42	158	175	166	381	420	51	139	92	73	84	153	567	718	445	526	61	24	235	110	80	808	686	251	76	319	193	242	776	266
	35%	43%	31%	28%	34%	36%	42%	30%	34%	51%	39%	43%	41%	34%	35%	33%	30%	29%	43%	34%	33%	37%	36%	34%	37%	34%	30%	34%	35%	36%	35%	33%	40%	41%	34%	44%	30%	37%	32%
	1C 1D 1H 1O 1R 2F 2K	1A 1C 1D					1A 1H 1I			1A		1A	1A 1N						1A 1U			1A			1A								1A	2F	2F		1A 2K		1A 1C 1D 1E 1H 1I 1O 1R 1X 2E 2F 2K 2M	1D
I travelled locally via rideshare services (e.g. Uber, Lyft, Bolt, etc.)	347	189	119	39	185	161	113	167	67	12	42	54	54	140	137	30	80	50	12	18	33	219	235	157	137	40	17	55	50	48	279	163	132	47	161	68	80	209	137
	12%	16%	10%	6%	12%	11%	11%	17%	7%	14%	10%	13%	13%	13%	11%	19%	17%	16%	7%	7%	7%	14%	12%	12%	10%	22%	21%	8%	16%	22%	12%	8%	21%	25%	17%	15%	10%	10%	17%
	1C 1D 1I 1T 1U 1Y 2B 2F 2L	1A 1C 1D	1D				1I	1A 1G 1I								1A	1A	1A				1A 1W				1A 1Y 2B	1A 1Y 2B		1A 1Y 2B	1A 1Y 2B			1A 2F	1A 2F	1A	1A 2K		1D 1I 1U 2F	1A 1C 1D 1E 1F 1G 1I 1K 1N 1O 1S 1T 1U 1V 1W 1X 1Y 2B 2E 2F 2K 2L
I drove to the venue or got a lift	1620	568	705	347	794	815	494	573	553	32	200	213	178	611	675	73	272	196	73	139	266	846	1100	742	791	94	45	383	165	108	1331	1124	342	103	582	189	482	1144	462
	54%	48%	58%	58%	53%	55%	49%	57%	55%	39%	50%	52%	44%	55%	57%	47%	59%	61%	43%	56%	57%	55%	55%	57%	56%	52%	56%	56%	53%	49%	57%	55%	55%	55%	62%	43%	60%	54%	58%
	1B 1G 1J 1M 1S 2J		1A 1B	1A 1B				1A 1G	1G			1J		1M	1A 1M		1A 1P	1A 1P		1S	1S		1A	1A	1A						1A				1A		1A 2J	1B 1G 1J 1K 1M 1P 1M 1S 2J 2D 2J
I travelled abroad to get to the venue	232	127	82	23	147	81	84	74	74	9	18	49	43	61	112	20	24	26	14	19	37	154	152	111	70	42	23	35	33	28	178	88	90	49	117	55	59	105	127
	8%	11%	7%	4%	10%	5%	8%	7%	7%	11%	4%	12%	11%	5%	9%	13%	5%	8%	8%	8%	8%	10%	8%	9%	5%	23%	28%	5%	11%	13%	8%	4%	14%	26%	12%	12%	7%	5%	16%
	1D 1F 1K 1N 1Q 1Y 2B 2F 2L	1A 1C 1D	1D		1A 1F					1K		1A 1K	1A 1N		1A 1N	1A 1Q						1A 1W				1A 1Y 2B 2C 2D	1A 1Y 2B 2C 2D		1A 1Y 2B	1A 1Y 2B			1A 2F	1A 2F 2G	1A	1A 2K			1D 1E 1F 1G 1H 1I 1K 1L 1M 1N 1O 1Q 1R 1S 1T 1U 1V 1W 1X 1Y 2B 2C 2E 2F 2I
I walked to the venue	328	146	126	56	169	156	96	134	98	7	30	48	40	120	134	21	59	44	12	31	42	182	215	140	145	17	12	64	50	19	254	213	71	33	115	51	90	224	93
	11%	12%	10%	9%	11%	10%	10%	13%	10%	8%	7%	12%	10%	11%	11%	13%	13%	14%	7%	13%	9%	12%	11%	11%	10%	9%	15%	9%	16%	9%	11%	10%	11%	18%	12%	12%	11%	11%	11%
	1K							1A 1G 1I				1K																	1A 1Y 1Z 2B 2D				1A 2F 2G				1K	1K
Other	67	25	21	21	25	42	11	17	39	1	8	2	17	15	29	8	3	6	8	4	21	46	46	38	37	3		16	2	3	56	39	16	4	15	6	22	55	11
	2%	2%	2%	3%	2%	3%	1%	2%	4%	1%	2%	-	4%	1%	2%	5%	1%	2%	5%	2%	5%	3%	2%	3%	3%	2%		2%	1%	1%	2%	2%	3%	2%	2%	1%	3%	3%	1%
	1G 1L 1N 1Q 2C			1A 1C		1A 1E			1A 1G 1H				1A 1N			1A 1Q 1R			1A		1A 1T	1A 1W		1A	2C													1A 1C 1E 1G 1L 1N 1O 2C 2F 2I 2M	
None of these	56	17	25	14	25	31	17	10	29		7	4	6	18	13	2	2		4	9	9	13	34	19	8	1	1	8	1	1	41	14	2	2	2	9	12	23	2
	2%	1%	2%	2%	2%	2%	2%	1%	3%		2%	1%	1%	2%	1%	1%	-		2%	4%	2%	1%	2%	1%	1%	1%	1%	1%	-	-	2%	1%	-	1%	-	2%	2%	1%	-
	1H 1O 1Q 1V 1Y 2C 2F 2G 2I 2L 2M								1A 1H							1R				1A			1V														1Y 2I 2M	

Overlap formulae used

ColumnProportions (5%): Minimum Base: 0(**)Small Base: 30(*)

Base: 3000

Weight: 1</br>Weight Variable

Level applied:

Contents

08. Length of Stay at Music Festivals

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)						Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness - General				
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/gig	NET SSE Promoter s	General admissio n	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	Q8. Length of Stay at Music Festivals - NET 1-2 days	Q8. Length of Stay at Music Festivals - NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1488	1455	1000	1000	1000	83	403	407	409	1174	1165	156	463	321	170	248	485	1529	1986	1301	1415	180	81	688	311	220	2535	2052	623	186	938	442	798	2119	819
Weighted Base	3000	1192	1207	601	1488	1455	1000	1000	1000	83	403	407	409	1174	1165	156	463	321	170	248	485	1529	1986	1301	1415	180	81	688	311	220	2535	2052	623	186	938	442	798	2119	819
1 day	1283	428	532	323	538	733	390	286	604	28	152	155	169	421	533	45	152	90	96	136	288	579	809	610	598	45	6	474	84	28	992	699	184	48	266	151	380	1283	
	43%	36%	44%	54%	36%	49%	39%	29%	60%	34%	38%	38%	41%	36%	45%	29%	29%	28%	56%	55%	62%	38%	41%	47%	42%	25%	7%	69%	27%	13%	42%	49%	26%	26%	28%	34%	48%	61%	
	1B 1E 1G 1H 1K 1L 1N 1P 1Q 1R 1V 1W 1Z 2A 2C 2D 2G 2H 2I 2J		1A 1B	1A 1D		1A 1E	1H		1A 1G 1H			1N	1A			1A	1A	1A				1V	1A	2D	2A 2D			1A 1Y 1Z 2A 2C 2D	2A 2D			1A 2G 2H					1A 2J	1A 1B 1C 1D 1E 1F 1G 1H 1J 1K 1L 1M 1N 1O 1P 1Q 1R 1V 1W 1X 1Y 1Z 2A 2C 2D 2E 2F 2G 2H 2I 2J 2K 2M	
2 days	806	361	374	161	428	404	298	342	166	30	122	120	119	338	349	49	163	112	40	53	94	432	562	336	408	59	22	155	104	78	654	566	215	42	313	137	205	636	
	28%	30%	26%	27%	29%	27%	30%	34%	20%	36%	30%	29%	29%	30%	27%	31%	35%	35%	24%	21%	20%	28%	28%	26%	29%	33%	27%	22%	33%	35%	28%	27%	35%	23%	33%	31%	25%	39%	
	1I 1T 1U 1X 2B	1A 1C					1I	1A 1G 1I				1A	1A	1A								2B	2B						1A 2B	1A 1Y 2B			1A 2F 2H		1A	2K		1A 2J	1D 1E 1F 1G 1H 1I 1K 1L 1M 1N 1O 1P 1Q 1S 1T 1U 1V 1W 1X 1Y 1Z 2A 2B 2C 2D 2E 2F 2G 2H 2I 2J 2K 2M	
3 days	543	240	217	86	524	237	187	239	117	14	78	81	69	231	243	33	150	85	20	43	44	333	396	229	280	48	23	34	70	82	442	342	145	53	234	87	137		543
	18%	20%	18%	14%	35%	16%	19%	24%	12%	17%	19%	20%	17%	21%	21%	22%	32%	26%	12%	17%	9%	22%	20%	18%	20%	27%	28%	5%	23%	37%	18%	17%	23%	27%	25%	20%	17%		66%
	1D 1F 1I 1S 1U 2B 2F	1A 1D	1D		1A 1F		1I	1A 1G 1I			1A			1A			1U		1A 1W	1A		1A 2B	1A 1Y 2B	1A 2B		1A 2B	1A 1Y 1Z 2B 2C	1A		1A 2F	1A 2F	1A					1D 1E 1F 1G 1H 1I 1J 1K 1L 1M 1N 1O 1P 1Q 1R 1S 1T 1U 1V 1W 1X 1Y 1Z 2A 2B 2C 2D 2E 2F 2G 2H 2I 2J 2K 2L	
4 days	170	76	66	28	95	74	69	70	31	5	33	27	19	76	65	11	37	19	3	6	19	111	117	65	76	14	9	12	34	20	137	90	61	14	75	33	41		170
	6%	6%	5%	5%	6%	5%	7%	7%	3%	6%	8%	7%	5%	7%	5%	7%	8%	6%	2%	2%	4%	7%	6%	5%	5%	8%	11%	2%	11%	9%	6%	4%	10%	8%	8%	7%	5%		21%
	1I 1S 1T 2B 2F							1A 1I	1A 1I			1A			1A			1A				1A 1W			2B	2B	1A 1Y 2B		1A 1Y 2B	1A 1Y 2B			1A 2F		1A				1D 1E 1F 1G 1H 1I 1J 1K 1L 1M 1N 1O 1P 1Q 1R 1S 1T 1U 1V 1W 1X 1Y 1Z 2A 2B 2C 2D 2E 2F 2G 2H 2I 2J 2K 2L	
5 days	66	36	23	7	41	25	25	26	15	2	10	12	12	26	25	5	12	8	5	4	5	44	49	27	22	7	13	6	11	7	47	30	26	10	30	13	14		66
	2%	3%	2%	1%	3%	2%	3%	3%	2%	2%	2%	3%	3%	2%	2%	3%	3%	2%	3%	2%	1%	3%	2%	2%	2%	4%	16%	1%	4%	3%	2%	1%	4%	5%	3%	3%	2%		8%
	1F 2B 2F	1A 1D			1A 1F			1I	1A 1I													1A					1A 1Y 1Z 2B 2C 2D		1A 1Y 2B	1A 1Y 2B			1A 2F	1A 2F	1A				1D 1E 1F 1G 1H 1I 1K 1L 1M 1N 1O 1P 1Q 1R 1S 1T 1U 1V 1W 1X 1Y 1Z 2B 2C 2D 2E 2F 2G 2J 2K 2L	
6 days	13	7	6		13		4	9			1	3	3	5	5	3	4	2				7	6	4	4	1	3		2	2	8	2	3	7	8	3	4		13
	-	1%	-		1%		-	1%			-	1%	1%	-	-	2%	1%	1%				-	-	-	-	1%	4%		1%	1%	-	-	-	4%	1%	1%	1%		2%
	2F				1A 1F		1I	1A 1I						1A													1A 1Y 2B 2C		2B	2B			1A 2F 2G		1A				1D 1E 1G 1H 1K 1N 1O 1R 1V 1W 1X 1Y 2E 2F 2G 2I 2K 2L	
7 days	17	10	7		11	6	4	6	7		1	3	3	5	9	2	1	5	1	5	5	10	8	9	4	3	3	2	4	1	11	4	4	9	8	5	2		17
	1%	1%	1%		1%	1%	-	1%	1%		-	1%	1%	-	1%	1%	-	1%	1%	1%	1%	1%	-	1%	-	-	2%	4%	-	1%	-	-	-	1%	5%	1%	1%	-	2%	
	2F	1D																				1A 1Y 2B					1A 1Y 2B 2C			1Y				1A 2F 2G			2K			1E 1F 1G 1H 1I 1K 1L 1M 1N 1O 1U 1V 1W 1X 1Y 2B 2E 2F 2G 2I 2K 2L	
Longer than a week	10	5	3	2	6	4	1	6	3			1	4	2	2	2	2	1	2			3	4	3	3	2	1		2	1	3	3	3	3	3	1	4		10
	-	-	-	-	-	-	-	1%	-			-	1%	-	-	1%	-	-	1%			-	-	-	-	1%	2%	-	1%		-	-	-	2%	-	-	1%		1%
							1A						1A 1N 1O			1A			1U							1A 1Y 2B 2C	1A 1Y 2B 2D		1Y					1A 2F						1D 1E 1F 1G 1H 1I 1L 1N 1O 1U 1V 1W 1X 1Y 2B 2E 2F 2G 2I 2L	
Don't know / prefer not to say	62	29	19	14	32	30	21	13	28	4	5	5	11	10	18	4	2	1	3	3	12	10	35	18	18	1		6	2		39	26	2	2	1	12	14		
	2%	2%	2%	2%	2%	2%	2%	1%	3%	5%	1%	1%	3%	1%	2%	5%	-	-	2%	1%	3%	1%	2%	1%	1%	1%		1%	1%		2%	1%	-	1%	-	3%	2%		
	1H 1N 1Q 1R 1V 1X 1Y 2B 2C 2F 2G 2I								1A 1H	1K 1L			1N		1Q 1R							1V									2G								
Mean	2.00	2.16	1.95	1.79	2.17	1.84	2.05	2.28	1.87	2.03	2.08	2.12	2.07	2.09	1.97	2.41	2.27	2.27	1.78	1.76	1.61	2.14	2.03	1.93	1.97	2.47	3.42	1.44	2.37	2.85	1.99	1.83	2.39	2.84	2.32	2.20	1.92	1.39	3.57
Mean Sig	1D 1F 1U 1X 2B	1A 1C 1D	1D		1A 1F		1I	1A 1G 1I			1A			1A 1D		1A	1A	1A		1U		1A 1W			2B	2B	1A 1Y 2B	1A 1Y 1Z 2B 2C		1A 1Y 2B	1A 1Y 2B 2C			1A 2F	1A 2F 2G	1A	1A 2K			1I 1S 1T 1U 1V 1W 1X 1Y 1Z 2B 2C 2D 2E 2F 2G 2H 2I 2J 2K 2L
Median	2.00	2.00	2.00	1.00	2.00	1.00	2.00	2.00	1.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	1.00	1.00	1.00	2.00	2.00	2.00	2.00	2.00	3.00	1.00	2.00	3.00	2.00	2.00	2.00	3.00	2.00	2.00	2.00	1.00	5.00
Standard Deviation	1.20	1.27	1.18	1.04	1.27	1.10	1.15	1.25	1.11	1.01	1.11	1.24	1.36	1.16	1.18	1.50	1.19	1.19	1.32	1.11	1.01	1.21	1.16	1.18	1.10	1.42	1.73	0.85	1.25	1.20	1.15	1.04	1.27	1.81	1.24	1.27	1.19	0.49	1.66
Standard Error	0.02	0.04	0.03	0.04	0.03	0.03	0.04	0.04	0.04	0.11	0.06	0.06	0.07	0.03	0.03	0.12	0.06	0.07	0.10	0.07	0.05	0.03	0.03	0.03	0.03	0.11	0.19	0.03	0.07	0.08	0.02	0.02	0.05	0.13	0.04	0.08	0.04	0.01	0.04

Overlap formulae used.
ColumnProportions(5%) Minimum Base: 30** (*Small Base: 100*)
Base: 3000
Weight: 1 vdrwtfinal1 Variable
Level applied:

Contents

09. Rituals before Music Festivals

	Total	Gen Z (19-28)	Millennial (29-43)	Gen X & Boomers (44+)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ clu	NET DSC Promote rs	General admissio n	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	DSC FESTIVA LS	Light Festival Goers (1-3 festivals in PY1)	Moderate Festival Goers (4-6 festivals in PY1)	Heavy Festival Goers (7 or more festivals in PY1)	DSC FESTIVA LS	Top 2 Box - Often	Bottom 2 Box - Not Often	09. Length of Stay at Music Festivals – NET 1-2 days	UK Length of Stay at Music Festivals – NET 3 or more days
Unweighted Base	2000	1153	1207	601	1486	1402	1000	1000	1000	83	403	407	409	1174	1162	154	463	331	170	348	465	1229	1986	1301	1413	1361	81	698	311	2201	2335	2052	622	186	938	442	1199	2178	818
Weighted Base	2000	1153	1207	601	1486	1402	1000	1000	1000	83	403	407	409	1174	1162	154	463	331	170	348	465	1229	1986	1301	1413	1361	81	698	311	2201	2335	2052	622	186	938	442	1199	2178	818
Waiting for the tickets to be released	612	371	340	186	439	488	331	330	261	26	130	138	107	350	376	34	158	111	46	92	127	624	659	380	490	494	54	17	184	69	57	739	616	370	50	263	139	239	668	243
	30.6%	31.1%	28.1%	30.9%	29.6%	34.8%	33.1%	33.0%	26.1%	31.3%	32.2%	34.0%	26.2%	29.8%	32.3%	22.1%	34.1%	33.5%	27.1%	26.5%	27.3%	50.8%	33.2%	29.2%	34.7%	36.3%	66.7%	26.3%	59.2%	31.4%	25.6%	36.1%	32.5%	34.5%	27.1%	28.1%	32.6%	29.5%	32.6%	29.7%
Waiting for the lineup announcement	694	355	340	194	465	488	365	263	266	29	138	147	113	335	367	34	131	87	47	88	123	521	712	368	484	461	45	16	202	76	55	754	624	191	57	273	119	227	619	272
	34.7%	30.8%	28.2%	32.2%	31.3%	34.8%	36.5%	26.3%	26.6%	35.0%	34.1%	36.1%	27.5%	28.6%	31.5%	22.0%	28.3%	26.4%	28.0%	25.2%	26.5%	42.4%	35.8%	28.3%	34.2%	33.9%	55.5%	19.5%	29.0%	24.4%	26.5%	32.5%	30.4%	31.0%	30.8%	29.1%	27.3%	28.6%	29.8%	33.3%
Making sure I've secured tickets months in advance	1086	423	438	225	635	598	368	377	338	30	144	171	148	461	494	60	168	130	68	89	153	628	798	513	648	648	76	31	234	115	84	861	744	255	69	396	155	294	743	340
	37.7%	36.1%	36.1%	37.3%	34.1%	39.1%	38.1%	38.1%	34.1%	36.1%	36.1%	42.1%	36.1%	39.1%	38.1%	39.1%	36.1%	40.1%	33.1%	38.1%	33.1%	41.1%	40.1%	39.1%	38.1%	38.1%	42.1%	38.1%	34.1%	37.1%	38.1%	39.1%	36.1%	41.1%	37.1%	42.1%	36.1%	37.1%	35.1%	42.1%
Planning for the trip with friends/family	1080	496	461	213	539	540	402	353	376	36	186	182	122	459	441	48	163	122	39	69	136	602	788	424	627	600	33	278	91	81	670	757	238	67	261	155	395	764	310
	36.1%	35.1%	37.1%	35.1%	34.1%	38.1%	40.1%	35.1%	38.1%	43.1%	46.1%	45.1%	29.1%	38.1%	37.1%	31.1%	35.1%	36.1%	22.1%	38.1%	29.1%	49.1%	39.1%	33.1%	37.1%	44.1%	40.1%	39.1%	28.1%	37.1%	27.1%	37.1%	37.1%	37.1%	36.1%	34.1%	35.1%	37.1%	36.1%	38.1%
Booking a flight months in advance	235	121	84	30	136	108	65	74	96	12	23	46	43	77	115	23	41	41	8	9	18	144	168	86	100	30	20	24	21	23	23	207	193	66	35	117	54	60	158	127
	8.1%	10.1%	7.1%	5.1%	8.1%	7.1%	6.1%	11.1%	4.1%	14.1%	6.1%	12.1%	11.1%	7.1%	9.1%	15.1%	9.1%	13.1%	5.1%	4.1%	4.1%	12.1%	8.1%	7.1%	7.1%	17.1%	22.1%	3.1%	11.1%	11.1%	8.1%	9.1%	6.1%	14.1%	19.1%	12.1%	12.1%	6.1%	6.1%	15.5%
Planning the itinerary (e.g. which performances/activities to attend)	864	357	341	160	430	440	349	267	163	27	144	155	122	334	347	40	140	100	36	60	92	465	641	331	433	399	47	21	168	76	86	701	585	186	53	303	131	303	666	267
	29.9%	30.1%	28.1%	27.1%	28.1%	29.1%	27.1%	30.1%	19.1%	33.1%	36.1%	38.1%	25.1%	30.1%	29.1%	26.1%	30.1%	31.1%	21.1%	20.1%	20.1%	30.1%	32.1%	25.1%	29.1%	29.1%	26.1%	26.1%	29.1%	24.1%	39.1%	30.1%	29.1%	32.1%	28.1%	32.1%	29.1%	26.1%	27.1%	26.1%
Starting to budget for the event and any expenses involved	727	299	290	138	376	348	315	196	215	130	134	133	108	263	148	140	89	99	29	37	40	389	533	262	344	412	24	161	79	79	683	630	176	42	272	127	156	455	267
	24.1%	25.1%	24.1%	23.1%	25.1%	22.1%	31.1%	19.1%	12.1%	30.1%	33.1%	32.1%	25.1%	29.1%	22.1%	31.1%	31.1%	29.1%	17.1%	10.1%	9.1%	25.1%	27.1%	20.1%	24.1%	30.1%	23.1%	23.1%	25.1%	25.1%	32.1%	25.1%	34.1%	27.1%	23.1%	29.1%	29.1%	20.1%	31.1%	33%
Preparing outfits in advance	662	428	348	115	332	522	326	335	332	31	153	131	117	347	340	51	148	116	45	68	91	512	643	399	427	414	64	28	194	100	65	743	579	178	65	339	146	198	624	263
	33.1%	37.1%	29.1%	19.1%	22.1%	37.1%	32.1%	34.1%	33.1%	36.1%	38.1%	32.1%	28.1%	29.1%	29.1%	33.1%	32.1%	35.1%	26.1%	27.1%	20.1%	33.1%	32.1%	30.1%	30.1%	30.1%	36.1%	35.1%	28.1%	32.1%	32.1%	36.1%	28.1%	29.1%	35.1%	36.1%	33.1%	29.1%	34.1%	32.1%
Listening to playlists from the artists performing at the festival	669	410	397	162	430	539	414	311	344	31	156	185	114	340	420	44	134	116	39	50	101	670	742	384	535	527	22	212	91	69	798	665	214	67	311	130	226	665	299
	33.1%	34.1%	32.1%	27.1%	28.1%	38.1%	41.1%	31.1%	34.1%	37.1%	38.1%	46.1%	28.1%	28.1%	36.1%	28.1%	29.1%	34.1%	23.1%	20.1%	21.1%	27.1%	37.1%	30.1%	38.1%	38.1%	27.1%	30.1%	29.1%	31.1%	36.1%	32.1%	34.1%	36.1%	33.1%	29.1%	28.1%	31.1%	37.1%
Watching said footage of the festival	442	214	187	62	245	274	204	122	115	21	79	89	55	169	209	16	57	55	18	34	60	266	338	186	191	177	27	21	68	60	43	209	179	121	43	184	78	155	304	154
	15.1%	18.1%	15.1%	10.1%	16.1%	14.1%	20.1%	12.1%	13.1%	25.1%	19.1%	22.1%	13.1%	14.1%	18.1%	10.1%	12.1%	17.1%	11.1%	9.1%	12.1%	19.1%	17.1%	15.1%	14.1%	13.1%	21.1%	24.1%	14.1%	19.1%	18.1%	20.1%	17.1%	19.1%	14.1%	19.1%	23.1%	20.1%	18.1%	18.1%
Engaging with festival communities on social media (e.g. to share excitement	386	160	140	54	203	181	107	119	70	18	75	89	52	145	186	23	49	43	11	21	34	250	291	141	174	170	35	22	62	45	46	313	221	120	38	157	65	86	217	166
	13.1%	16.1%	12.1%	9.1%	14.1%	12.1%	20.1%	12.1%	7.1%	22.1%	18.1%	22.1%	12.1%	13.1%	16.1%	15.1%	11.1%	13.1%	6.1%	6.1%	7.1%	20.1%	15.1%	11.1%	12.1%	12.1%	43.1%	3.1%	8.9%	14.1%	21.1%	15.1%	11.1%	19.1%	20.1%	17.1%	16.1%	15.1%	8.1%	20.1%
Talking to various people about the event (e.g. friends, family, colleagues)	1038	464	424	224	571	616	394	288	356	26	176	161	127	429	482	57	174	133	65	80	172	676	807	515	643	620	58	22	278	158	83	853	764	240	73	362	141	315	817	315
	38.1%	39.1%	38.1%	37.1%	34.1%	41.1%	40.1%	39.1%	34.1%	30.1%	42.1%	40.1%	33.1%	39.1%	39.1%	37.1%	38.1%	41.1%	32.1%	32.1%	37.1%	44.1%	42.1%	40.1%	46.1%	46.1%	32.1%	27.1%	40.1%	35.1%	38.1%	41.1%	37.1%	42.1%	36.1%	40.1%	32.1%	36.1%	39.1%	38.1%
Reconnecting with old festival friends	377	168	156	63	208	167	136	139	102	8	54	59	63	140	174	28	64	48	17	30	48	229	256	171	175	175	28	19	65	63	33	308	204	105	38	162	48	92	225	138
	13.1%	13.1%	13.1%	10.1%	14.1%	11.1%	14.1%	14.1%	10.1%	10.1%	13.1%	14.1%	13.1%	12.1%	15.1%	18.1%	13.1%	14.1%	10.1%	12.1%	11.1%	18.1%	13.1%	13.1%	12.1%	12.1%	16.1%	23.1%	9.1%	17.1%	15.1%	13.1%	10.1%	26.1%	20.1%	17.1%	11.1%	12.1%	11.1%	17.1%
Following news of my favourite artists who'll perform at the festival	667	286	253	128	340	340	224	171	181	18	114	135	91	257	277	40	91	88	33	53	84	449	533	288	330	330	56	20	148	78	49	570	463	188	51	242	102	174	458	207
	33.1%	24.1%	21.1%	21.1%	23.1%	24.1%	22.1%	17.1%	18.1%	22.1%	28.1%	31.1%	22.1%	22.1%	23.1%	26.1%	20.1%	27.1%	19.1%	15.1%	18.1%	36.1%	27.1%	22.1%	23.1%	24.1%	31.1%	29.1%	22.1%	25.1%	22.1%	24.1%	22.1%	27.1%	27.1%	24.1%	23.1%	22.1%	21.1%	25.1%
Preparing my camping gear and other festival essentials (e.g. portable charger	477	211	169	78	246	229	218	156	103	20	89	93	59	184	204	22	65	63	17	30	48	287	356	185	240	240	30	19	60	58	59	401	291	138	45	229	79	112	319	158
	16.1%	18.1%	14.1%	13.1%	16.1%	16.1%	22.1%	15.1%	10.1%	24.1%	22.1%	23.1%	14.1%	17.1%	17.1%	14.1%	14.1%	19.1%	10.1%	12.1%	10.1%	18.1%	18.1%	14.1%	17.1%	17.1%	17.1%	23.1%	9.1%	18.1%	27.1%	17.1%	14.1%	21.1%	24.1%	22.1%	18.1%	14.1%	15.1%	19.1%
Doing none of these	135	35	53	47	70	62	36	20	79	8	21	13	20	29	55	9	6	6	15	11	27	42	81	58	48	51	9	3	27	3	11	63	85	6	3	9	17	61	91	44
	6.1%	3%	4.1%	8%	5.1%	4.1%	4%	2%	8%	2.1%	5%	3%	5.1%	2.1%	5%	6.1%	1.1%	2%	8.1%	4.1%	6%	3.1%	4.1%	4.1%	3.1%	4%	11.1%	1.1%	1%	4.1%	1%	4.1%	3%	1.1%	1%	2.1%	1.1%	4.1%	6.1%	4.1%	2.1%

Overlap formulation used
Column Proportions (95% - Minimum Base: 30**) (Small Base: 100*)
Base: 2000
Weights - 1 = Not Weight Variable
Low/Legal Red

Contents

010. Rituals before Concerts/Gigs

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)							Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q52. Attitude to Loneliness – General				
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	Q8. Length of Stay at Music Festivals - NET 1-2 days	Length of Stay at Music Festivals - NET 3 or more days
	1686	730	712	478	782	904	1022	647	370	629	42	254	277	2350	742	829	96	336	244	92	152	308	1038	648	1686	900	976	116	47	451	207	132	1612	1395	431	120	1654	276	538	1571	580
Unweighted Base	1686	758	809	478	854	1022	647	710	629	42	254	277	2350	742	829	96	336	244	92	152	308	1038	1686	900	976	116	47	451	207	132	1612	1395	431	120	1654	276	538	1571	580
Weighted Base	703	270	269	164	324	378	261	235	207	16	104	112	74	278	350	27	120	77	31	55	101	428	703	301	380	39	14	157	68	35	580	480	159	40	230	87	188	401	206
Waiting for the tickets to be released	35%	36%	33%	39%	34%	37%	40%	33%	33%	38%	41%	40%	32%	38%	35%	28%	36%	32%	34%	36%	33%	38%	35%	33%	39%	34%	30%	35%	33%	27%	37%	35%	37%	33%	35%	32%	35%	36%	36%
	2CI			1C			1A 1H 1I				1A											1A 1W			1A 2D					1A							2CI	2CI
Waiting for the supporting act to be announced	344	149	126	69	167	176	165	126	53	15	67	68	47	140	130	20	60	42	12	13	20	211	344	127	173	26	12	66	32	31	236	237	76	24	126	49	87	218	126
	17%	20%	16%	16%	18%	17%	26%	18%	8%	36%	26%	25%	20%	19%	16%	21%	18%	17%	13%	9%	6%	19%	17%	14%	18%	22%	26%	15%	15%	23%	18%	17%	18%	20%	19%	18%	16%	16%	22%
	1I 1T 1U 1X 2L	1A 1C					1A 1H 1I	1I		1A	1A	1A							1U						2IB				2IB								1I 1T 1U	2D 2H 2L
Making sure I've secured tickets months in advance	730	289	288	153	346	380	251	280	199	15	100	111	77	278	372	40	128	98	22	50	103	445	730	352	383	44	21	158	64	48	611	493	161	51	262	94	196	489	236
	37%	38%	36%	37%	36%	37%	39%	39%	32%	36%	39%	40%	33%	37%	38%	42%	38%	40%	24%	33%	33%	39%	37%	39%	39%	38%	40%	35%	31%	38%	38%	36%	37%	43%	40%	36%	36%	36%	41%
	1I 1JS						1I	1I														1A 1W		1A	1A 2C						1A				1I 1C	2J 2L
Planning for the event with friends/family	779	292	332	155	331	448	315	257	207	20	152	131	80	307	391	29	127	87	31	48	100	463	779	327	390	42	15	194	76	47	659	528	179	48	256	111	213	542	229
	39%	39%	41%	37%	35%	43%	45%	36%	33%	48%	52%	47%	35%	41%	38%	30%	38%	36%	34%	32%	32%	41%	39%	36%	40%	36%	32%	43%	37%	38%	40%	39%	42%	40%	39%	40%	40%	40%	39%
	1E 1H 1I 1T 1U																																					1E 1I 1T 1U	
	1X				1A 1E		1A 1H 1I				1A	1A																									1X	1E 1I 1U
Booking a flight months in advance	148	68	60	20	87	61	50	79	19	2	13	32	14	53	71	11	33	29	1	7	10	108	148	63	82	16	12	29	17	117	75	47	24	83	28	41	82	85
	7%	9%	7%	5%	9%	6%	8%	11%	3%	5%	5%	12%	6%	7%	9%	11%	10%	12%	1%	5%	3%	9%	7%	7%	6%	14%	26%	3%	14%	13%	7%	6%	11%	20%	13%	10%	8%	5%	15%
	1D 1F 1I 1S 1U 2B 2F 2L	1A 1D			1A 1F		1I	1A 1G 1I				1A 1K						1A				1A 1W			2IB		1A 1Y 2B	1A 1Y 2B 2JJ		1A 1Y 2B	1A 1Y 2B			1A 2F	1A 2F 2G	1A			2IB	2K 2L
Planning the itinerary (e.g. timings/logistics to get to the venue)	597	230	247	120	264	331	254	220	143	17	88	100	68	217	249	31	91	82	20	38	67	359	597	259	302	39	16	126	51	48	504	406	157	32	198	74	150	398	193
	30%	30%	31%	29%	28%	32%	36%	31%	23%	40%	35%	36%	30%	29%	30%	32%	27%	34%	22%	25%	22%	32%	30%	29%	31%	34%	34%	28%	25%	36%	31%	30%	32%	27%	30%	27%	28%	29%	33%
	1E 1I 1J					1A 1E	1A 1H 1I	1I				1A																									1I 1J	1A 1E 1I 1N 1Q 1S 1T 1U 1W 1X 2C 2J 2K
Start budgeting for the event and any expenses involved	483	216	184	83	237	244	188	207	88	19	80	69	69	204	168	29	96	67	21	28	32	301	483	198	226	32	13	103	68	35	390	322	121	31	194	67	106	304	178
	24%	28%	23%	20%	25%	24%	29%	29%	14%	45%	31%	25%	30%	27%	20%	30%	29%	27%	23%	18%	10%	26%	24%	22%	23%	28%	28%	23%	33%	27%	24%	24%	28%	26%	28%	24%	20%	22%	31%
	1D 1I 1Q 1U 1X 2H 2L	1A 1C 1D					1A 1I	1A 1I		1A 1L		1A		1A 1D	1A 1D		1A		1U	1U		1A 1W							1A 1Y 2B			1A		1A		1I 1J	2L
Preparing an outfit in advance	579	269	228	82	201	375	189	241	149	15	86	71	73	242	217	33	118	78	25	38	68	375	579	269	284	37	14	122	68	44	489	379	141	45	223	98	121	402	176
	29%	35%	28%	20%	21%	37%	29%	34%	24%	36%	34%	28%	32%	33%	26%	34%	35%	32%	27%	25%	22%	33%	29%	30%	29%	32%	30%	27%	33%	33%	32%	28%	33%	38%	34%	36%	22%	29%	30%
	1D 1E 1I 1Q 1U	2K	1A 1C 1D	1D		1A 1E	1I	1A 1I			1L			1A 1D			1A					1A 1W						1A				1A 2F	1A	1A 2K		1U 2K	1U 2K
Listening to playlists from the artist/s performing at the concert/gig	716	319	273	124	312	402	317	227	172	20	119	143	72	254	314	26	96	88	26	39	83	445	716	289	386	44	16	159	60	38	598	485	160	43	213	104	157	471	237
	36%	42%	34%	30%	33%	39%	49%	32%	27%	48%	47%	52%	31%	34%	38%	27%	29%	38%	28%	28%	26%	27%	36%	32%	40%	38%	34%	35%	29%	29%	37%	36%	37%	36%	33%	28%	29%	34%	41%
	1D 1E 1H 1I 1Q 1T 1U 1X 2C 2I 2K 2L	1A 1C 1D			1A 1E		1A 1H 1I				1A	1A										1A 1W			1A 2C 2D						1A			2K			1D 1I 1Q 1T 1U 2K	1E 1H 1I 1M 1N 1P 1Q 1S 1T 1U 1W 1X 2C 2D 2E 2F 2H 2K 2L
Watching past footage of the artist/s performances	377	194	144	69	178	198	151	119	107	9	55	73	49	135	194	19	50	46	21	30	45	255	377	162	194	18	11	76	47	23	318	226	106	30	148	59	98	246	127
	19%	22%	18%	16%	19%	19%	23%	17%	17%	21%	22%	26%	21%	18%	20%	20%	15%	19%	23%	20%	15%	22%	19%	18%	20%	16%	23%	17%	23%	17%	20%	17%	25%	25%	23%	21%	18%	18%	22%
	1G 1J 2F	1A 1D					1A 1H 1I	1I				1A										1A 1W										1A 2F	2F	1A				1E 1H 1I 1N 1Q 1J 1W 1X 2B 2F 2L
Engaging with music communities on social media(e.g. to share excitement	257	133	94	30	124	132	122	85	50	11	53	52	34	92	114	15	29	37	8	13	24	169	257	102	110	20	16	53	29	26	220	138	89	24	105	41	48	143	114
	13%	18%	12%	7%	13%	13%	18%	12%	8%	26%	20%	19%	15%	13%	14%	16%	9%	15%	9%	9%	8%	17%	13%	11%	11%	17%	34%	12%	14%	20%	14%	10%	21%	20%	18%	15%	9%	10%	20%
	1D 1I 1Q 1U 1Y 2F 2H 2L	1A 1C 1D	1D				1A 1H 1I	1I		1A	1A	1A				1D		1D				1A 1W					1A 1Y 1Z 2B 2C 2D		1A 1Y 2B		1A		1A 2F	1A 2F	1A	2K		1D 1I	1E 1F 1H 1I 1N 1Q 1T 1U 1V 1W 1X 2C 2F 2I 2J 2K 2L
Talking to various people about the event (e.g. friends, family, colleagues)	779	329	288	162	334	442	279	281	219	17	125	117	82	298	332	35	126	107	30	47	108	490	779	357	386	52	19	182	76	49	653	531	166	61	261	105	209	537	235
	39%	43%	36%	33%	35%	43%	43%	40%	35%	40%	48%	42%	36%	40%	40%	36%	38%	44%	33%	31%	35%	43%	39%	40%	40%	45%	40%	40%	37%	37%	41%	39%	39%	51%	40%	38%	36%	39%	41%
	1C 1E 1I 1T	1A 1C			1A 1E		1A 1I				1A											1A 1W									1A		1A 2F 2G					1C 1E 1I 1T
Reconnecting with old music fans	210	101	82	27	121	87	75	80	55	3	35	32	29	80	87	14	32	29	12	13	26	143	210	96	83	27	13	32	34	20	174	105	74	25	98	29	50	172	98
	11%	13%	10%	6%	13%	9%	12%	11%	8%	7%	14%	12%	13%	11%	10%	15%	10%	12%	13%	9%	8%	13%	11%	11%	9%	23%	28%	7%	18%	15%	11%	8%	17%	21%	15%	11%	8%	8%	17%
	1D 1F 1I 2B 2F 2L	1A 1C 1D	1D		1A 1F																	1A 1W			1A 1Y 2B	1A 1Y 2B	1I 2B		1A 2B	1I 2B			1A 2F	1A 2F	1A				2K 2L
Following news of the artist/s who'll perform at the concert/gig	506	216	194	96	229	275	205	185	116	12	91	83	49	206	214	18	83	78	19	32	53	326	506	206	250	34	12	114	56	31	433	338	124	32	175	69	118	332	170
	25%	28%	24%	23%	24%	27%	32%	26%	18%	29%	36%	30%	31%	28%	26%	19%	25%	32%	21%	21%	21%	29%	25%	23%	26%	29%	28%	25%	27%	23%	27%	25%	29%	27%	27%	25%	22%	24%	29%
	1I 1U 1X 2K	1A 1C 1D					1A 1H 1I	1I			1A							1A 1P				1A 1W									1A						1I 1U	1E 1I 1M 1P 1T 1U 1W 1X 1Y 2F 2K 2L
Doing none of these	90	20	36	34	50	39	28	10	52	1	10	10	9	23	42	1	4	5	7	9	27	38	90	41	39	5		22	3	2	70	65	4	4	9	11	36	64	13
	5%	3%	4%	8%	5%	4%	4%	1%	8%	2%	4%	4%	4%	3%	5%	5%	1%	2%	8%	6%	9%	3%	5%	5%	4%	4%		5%	1%	2%	4%	5%	1%	3%	1%	4%	7%	5%	2%
	1B 1H 1N 1Q 1R 1V 2C 2G 2I 2M			1A 1B 1C			1H		1A 1G 1H												1A		1V					2C			2G				1A	1B 1H 1N 1Q 1R 1V 2C 2G 2I 2M	

Overlap formulae used.
*ColumnProportions(5%). Minimum Base: 0(**Small Base: 30*)*
Base: 1686
Weight: 1 =Ubiweight Variable
Level applied:

Contents

Q11. Emotions Leading up to Music Festival vs. Concerts/Gigs
Music festival

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Q. Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)						Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness – General			
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVAL	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVAL	Top 2 Box - Often	Bottom 2 Box - Not Often	Q8. Length of Stay at Music Festivals - NET 1-2 days	Q8. Length of Stay at Music Festivals - NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	1986	758	809	419	954	1022	647	710	629	42	254	277	230	742	829	96	336	244	92	152	308	1138	1986	900	976	116	47	451	207	132	1612	1355	431	120	654	276	538	1371	580
Weighted Base	1986	758	809	419	954	1022	647	710	629	42	254	277	230	742	829	96	336	244	92	152	308	1138	1986	900	976	116	47	451	207	132	1612	1355	431	120	654	276	538	1371	580
Excitement	1224	477	489	258	564	655	498	377	351	31	192	218	145	453	506	58	176	121	56	85	167	719	1224	505	631	72	23	273	117	75	998	852	257	72	377	154	321	846	363
	62%	63%	60%	62%	59%	64%	77%	53%	56%	74%	76%	79%	63%	61%	61%	60%	52%	50%	61%	56%	54%	63%	62%	56%	65%	62%	49%	61%	57%	57%	62%	63%	60%	60%	58%	56%	60%	62%	63%
	1E 1H 1I 1Q 1R 1U 1X 2I 2J					1A 1E	1A 1H 1I				1A	1A													1A 2A 2C													1H 1I 1Q 1R 1U 1X 2I 2J	1H 1I 1Q 1R 1U 1X 2I 2J
Anxiety	212	107	81	24	95	117	65	21	126	5	27	24	27	75	83	2	14	3	20	34	56	118	212	120	90	15	3	61	26	11	177	133	52	16	71	35	37	155	52
	11%	14%	10%	6%	10%	11%	10%	3%	20%	12%	11%	9%	12%	10%	10%	2%	4%	1%	22%	22%	18%	10%	11%	13%	9%	13%	6%	14%	13%	8%	11%	10%	12%	13%	11%	13%	7%	11%	9%
	1D 1H 1P 1Q 1R 1Y 2K	1A 1C 1D	1D				1H		1A 1G 1H								1R		1A	1A	1A			1A				1A 1Y								2K		1D 1H 1P 1Q 1R 1Y 2F 2K	1D 1H 1P 1Q 1R
Elation	407	162	165	80	210	196	47	307	53	5	14	20	55	180	149	36	154	104	14	12	25	245	407	207	213	30	13	73	43	32	348	270	102	23	175	62	123	254	149
	20%	21%	20%	19%	22%	19%	7%	43%	8%	12%	6%	7%	24%	24%	18%	38%	46%	43%	15%	8%	8%	22%	20%	23%	22%	26%	28%	16%	21%	24%	22%	20%	24%	19%	27%	22%	23%	19%	26%
	1G 1I 1K 1L 1O 1T 1U 2B 2L						1A 1G 1I						1O	1A 1O		1A	1A	1A	1U					1A	2B	2B	2B		1A 1Y		1A				1A			1G 1I 1K 1L 1T 1U	1A 1B 1C 1D 1E 1F 1G 1I 1J 1K 1L 1O 1S 1T 1U 1V 1W 1Y 2B 2E 2F 2L
Anticipation	800	272	331	197	395	402	300	230	270	18	115	133	76	276	365	16	105	94	42	56	138	477	800	361	403	48	15	201	60	47	657	552	166	53	237	94	224	560	228
	40%	36%	41%	47%	41%	39%	46%	32%	43%	43%	45%	48%	33%	37%	44%	17%	31%	39%	46%	37%	45%	42%	40%	40%	41%	41%	32%	45%	29%	36%	41%	41%	39%	44%	36%	34%	42%	41%	39%
	1B 1H 1M 1N 1P 1Q 2C 2I 2J		1B	1A 1B 1C			1A 1H		1H			1A			1A 1M 1N		1P	1P							2C	2C		1A 2C								2J	1B 1H 1M 1N 1P 1Q 2C 2I 2J	1H 1P 1Q 2C
Restlessness	125	60	44	21	69	55	35	63	27	2	16	14	13	59	45	4	35	22	7	8	9	76	125	57	57	8	2	30	16	9	105	82	25	13	57	28	26	79	46
	6%	8%	5%	5%	7%	5%	5%	9%	4%	5%	6%	5%	6%	8%	5%	4%	10%	9%	8%	5%	3%	7%	6%	6%	6%	7%	4%	7%	8%	7%	7%	6%	6%	11%	9%	10%	5%	6%	8%
	1I 1U	1A 1C					1A 1G 1I							1A 1O			1A		1U														1A 2F	1A	1A 2K		1U	1A 1C 1F 1G 1I 1O 1U 1W 1Y 2K
Curiosity	365	139	143	83	178	186	103	119	143	8	40	44	46	125	158	15	52	46	23	33	68	216	365	191	173	15	11	81	38	37	309	245	79	28	120	57	94	270	92
	18%	18%	18%	20%	19%	18%	16%	17%	23%	19%	16%	16%	20%	17%	19%	16%	15%	19%	25%	22%	22%	19%	18%	21%	18%	13%	23%	18%	18%	28%	19%	18%	18%	23%	18%	21%	17%	20%	16%
									1A 1G 1H										1A										1A 1Y 1Z 2B 2C	1A								1A 1G 1H 1N 1Q 1W 2F 2M	
Joy	841	347	334	160	382	457	251	331	259	20	105	108	98	321	354	45	151	121	33	65	127	504	841	401	392	50	24	191	100	66	699	539	213	61	318	113	243	581	246
	42%	46%	41%	38%	40%	45%	39%	47%	41%	48%	41%	38%	43%	43%	43%	47%	45%	50%	36%	43%	41%	44%	42%	45%	40%	43%	51%	42%	48%	50%	43%	40%	49%	51%	49%	41%	45%	42%	42%
	1G 2F	1A 1D				1A 1E		1A 1G 1I										1A				1A 1W							1Y	1Y	1A			2F	1A			1G 2F	
Apathy	44	17	23	4	26	18	15	11	18	3	4	7	11	15	16	3	6	2	5	5	7	24	44	23	19	3	5	8	5	4	34	27	10	7	15	12	10	27	16
	2%	2%	3%	1%	3%	2%	2%	2%	3%	7%	2%	3%	5%	2%	2%	3%	2%	1%	5%	3%	2%	2%	2%	3%	2%	3%	11% 1A 1Y 1Z 2B 2C 2D	2%	2%	3%	2%	2%	2%	6%	2%	4%	2%	2%	3%
			1D							1A 1K			1A 1N 1O						1A														1A 2F 2G		1A 2K			1D
Nostalgic	281	108	119	54	147	131	131	60	90	6	55	59	33	113	114	17	30	11	10	28	44	168	281	105	123	14	4	60	46	27	212	201	82	12	83	45	70	181	97
	14%	14%	15%	13%	15%	13%	20%	8%	14%	14%	22%	21%	14%	15%	14%	18%	9%	5%	11%	18%	14%	15%	14%	12%	13%	12%	9%	13%	22%	20%	13%	15%	14%	10%	13%	16%	13%	13%	17%
	1H 1Q 1R 1X 2E						1A 1H 1I		1H		1A	1A				1Q 1R	1R												1A 1Y 1Z 2A 2B	1A 1Y 2B								1H 1Q 1R	1A 1F 1H 1J 1Q 1R 1W 1X 1Y 2E 2H 2I 2K 2L
Euphoric	404	194	163	47	210	192	92	195	117	6	37	40	53	157	166	36	79	71	11	41	55	258	404	221	204	23	13	81	54	27	345	250	106	41	173	72	97	252	147
	20%	26%	20%	11%	22%	19%	14%	27%	19%	14%	15%	14%	23%	21%	20%	38%	24%	29%	12%	27%	18%	23%	20%	25%	21%	20%	28%	18%	26%	20%	21%	18%	25%	34%	26%	26%	18%	18%	25%
	1D 1G 1K 1L 1S 2F 2L	1A 1C 1D	1D					1A 1G 1I	1G							1A 1O		1A		1A 1S 1U		1A 1W		1A					1A 2B		1A			2F	1A 2F 2G	1A	1A 2K		1D 1G	1A 1C 1D 1E 1F 1G 1I 1K 1L 1N 1O 1S 1U 1W 1Y 2B 2E 2F 2K 2L

Overlap formulae used
ColumnProportions(5%): Minimum Base: 0(**) Small Base: 30(*)
Base: 1986
Weight: 1 </bn>Weight Variable
Level applied:

Contents

Q11. Emotions Leading up to Music Festival vs. Concerts/Gigs
Concert/gig

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)						Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness – General		Q8. Length of Stay at Music Festivals - NET 1-2 days	Q8. Length of Stay at Music Festivals - NET 3 or more days
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often		
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	1986	758	809	419	954	1022	647	710	629	42	254	277	230	742	829	96	336	244	92	152	308	1138	1986	900	976	116	47	451	207	132	1612	1355	431	120	654	276	538	1371	580
Weighted Base	1986	758	809	419	954	1022	647	710	629	42	254	277	230	742	829	96	336	244	92	152	308	1138	1986	900	976	116	47	451	207	132	1612	1355	431	120	654	276	538	1371	580
Excitement	1182	432	491	259	532	644	479	376	327	25	195	204	114	443	502	46	168	140	43	80	158	689	1182	474	607	55	24	282	108	73	956	804	269	59	354	152	321	845	319
	60%	57%	61%	62%	56%	63%	74%	53%	52%	60%	77%	74%	50%	60%	61%	48%	50%	57%	47%	53%	51%	61%	60%	53%	62%	47%	51%	63%	52%	55%	59%	59%	62%	49%	54%	55%	60%	62%	55%
	1E 1H 1I 1M 1P 1Q 1S 1U 1X 1Z 2C 2H 2I 2M					1A 1E	1A 1H 1I				1A 1J	1A		1M	1M										1A 1Z 2C			1Z 2C				2H	2H					1I 1M 1P 1Q 1S 1T 1U 1W 1X 1Z 2C 2E 2F 2H 2I 2J 2M	
Anxiety	185	94	62	29	93	92	55	23	107	7	24	19	32	63	76	4	12	5	21	27	52	116	185	108	85	10	2	47	25	10	147	114	43	19	59	33	33	134	46
	9%	12%	8%	7%	10%	9%	9%	3%	17%	17%	9%	7%	14%	8%	9%	4%	4%	2%	23%	18%	17%	10%	9%	12%	9%	9%	4%	10%	12%	8%	9%	8%	10%	16%	9%	12%	6%	10%	8%
	1C 1H 1Q 1R 2K	1A 1C 1D					1H		1A 1G 1H	1L			1A 1N 1O						1A	1A	1A			1A										1A 2F	2K			1C 1D 1H 1Q 1R 2F 2K	1H 1Q 1R
Elation	454	188	178	88	226	226	314	314	75	6	25	28	55	196	171	38	149	112	11	22	31	268	454	230	236	28	14	92	43	38	397	316	100	27	198	67	131	288	163
	23%	25%	22%	21%	24%	22%	10%	44%	12%	14%	10%	10%	24%	26%	21%	40%	44%	46%	12%	14%	10%	24%	23%	26%	24%	24%	30%	20%	21%	29%	25%	23%	23%	23%	30%	24%	24%	21%	28%
	1G 1I 1K 1L 1S 1T 1U 2L							1A 1G 1I						1A 1O		1A	1A	1A						1A						2B	1A				1A			1G 1I 1K 1L 1S 1T 1U	1A 1C 1D 1E 1F 1G 1I 1J 1K 1L 1O 1S 1T 1U 1V 1W 1Y 2B 2C 2E 2F 2G 2L
Anticipation	694	262	282	170	339	352	260	227	207	14	95	125	64	242	324	21	103	90	29	44	109	411	694	310	356	42	14	156	55	45	574	469	153	45	209	84	197	478	205
	35%	35%	32%	41%	36%	34%	40%	32%	33%	33%	37%	45%	28%	33%	39%	22%	31%	37%	32%	29%	35%	36%	35%	34%	36%	36%	30%	35%	27%	34%	36%	35%	35%	38%	32%	30%	37%	35%	35%
	1H 1M 1P 2C			1A 1B 1C			1A 1H 1I					1A			1A 1M 1N			1P							2C			2C										1M 1P 2C	1M 1P 2C
Restlessness	104	57	35	12	61	43	26	58	20	2	10	13	14	34	46	9	21	22	3	3	11	59	104	45	44	9	3	26	12	9	86	69	25	7	41	21	21	58	44
	5%	8%	4%	3%	6%	4%	4%	8%	3%	5%	4%	5%	6%	5%	6%	9%	6%	9%	3%	2%	4%	5%	5%	5%	5%	8%	6%	6%	6%	7%	5%	5%	6%	6%	6%	8%	4%	4%	8%
	1D 1F 1I 2L	1A 1C 1D			1A 1F			1A 1G 1I										1A																	2K			1A 1C 1D 1F 1G 1I 1K 1N 1T 1U 1V 1W 1X 1Y 2E 2F 2K 2L
Curiosity	352	131	144	77	161	190	101	87	164	4	37	48	47	113	154	14	42	30	29	34	76	213	352	200	154	24	9	88	37	20	292	221	83	33	130	48	103	248	96
	18%	17%	18%	18%	17%	19%	16%	12%	26%	10%	15%	17%	20%	15%	19%	15%	13%	12%	32%	22%	25%	19%	18%	22%	16%	21%	19%	20%	18%	15%	18%	16%	19%	28%	20%	17%	19%	18%	17%
	1H 1N 1Q 1R 1Y 2F								1A 1G 1H										1A		1A			1A										1A 2F				1H 1N 1Q 1R 1Y 2F	1H
Joy	902	347	376	179	411	487	284	346	272	19	117	121	98	360	371	46	163	121	33	80	129	515	902	419	441	58	20	207	90	61	742	617	187	59	297	127	233	619	267
	45%	46%	46%	43%	43%	48%	44%	49%	43%	45%	46%	44%	43%	49%	45%	48%	49%	50%	36%	53%	42%	45%	45%	47%	45%	50%	43%	46%	43%	46%	46%	46%	43%	49%	45%	46%	43%	45%	46%
	1E					1A 1E		1A 1I						1A						1S 1U																			
Apathy	42	26	15	1	31	9	16	12	14	4	3	8	10	14	14	4	7	1	2	4	5	25	42	19	11	2	4	10	9	4	37	23	10	8	20	10	8	21	20
	2%	3%	2%	-	3%	1%	2%	2%	2%	10%	1%	3%	4%	2%	2%	4%	2%	-	2%	3%	2%	2%	2%	2%	1%	2%	9%	2%	4%	3%	2%	2%	2%	7%	3%	4%	1%	2%	3%
	1D 1F 1Y 2L	1A 1D	1D		1A 1F					1A 1K 1L			1A 1N 1O			1R										1A 1Y 1Z 2B		1A 1Y					1A 2F 2G	1A	2K		1D 1F	1A 1C 1D 1F 1H 1N 1O 1R 1W 1X 1Y 2E 2F 2K 2L
Nostalgic	286	119	115	52	153	132	132	75	79	8	55	52	30	110	110	10	36	24	12	19	34	164	286	99	126	14	7	66	40	25	219	194	63	16	101	45	67	188	89
	14%	16%	14%	12%	16%	13%	20%	11%	13%	19%	22%	19%	13%	15%	13%	10%	11%	10%	13%	13%	11%	14%	14%	11%	13%	12%	15%	15%	19%	19%	14%	14%	15%	13%	15%	16%	12%	14%	15%
	1H 1Q 1R 1X					1A 1F		1A 1H 1I			1A	1A																	1A 1Y									1H 1X	1H 1Q 1R 1X
Euphoric	419	185	174	60	216	199	98	196	125	11	40	38	56	179	157	24	107	57	21	32	62	259	419	220	203	31	14	84	49	33	352	273	101	31	168	63	106	282	135
	21%	24%	22%	14%	23%	19%	15%	28%	20%	26%	16%	14%	24%	24%	19%	25%	32%	23%	23%	21%	20%	23%	21%	24%	21%	27%	30%	19%	24%	25%	22%	20%	23%	26%	28%	23%	20%	21%	23%
	1D 1G 1K 1L	1A 1D	1D					1A 1G 1I	1G	1L				1A 1O			1A 1R					1A 1W		1A											1A			1D 1G 1L	1D 1F 1G 1K 1L 1O

Overlap formulae used
Column Proportions (5%): Minimum Base: 0(**) Small Base: 30(*)
Base: 1986
Weight: 1 </bn>Weight Variable
Level applied:

Contents

011. Overall Event Emotions

		Age Net			Gender NET		0COUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)						Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness - General		Q8. Length of Stay at Music Festivals - NET 1-2 days	Q8. Length of Stay at Music Festivals - NET 3 or more days
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	NET 1-2 days	NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	1986	758	809	419	954	1022	647	710	629	42	254	277	230	742	829	96	336	244	92	152	308	1138	1986	900	976	116	47	451	207	132	1612	1355	431	120	654	276	538	1371	580
Weighted Base	1986	758	809	419	954	1022	647	710	629	42	254	277	230	742	829	96	336	244	92	152	308	1138	1986	900	976	116	47	451	207	132	1612	1355	431	120	654	276	538	1371	580
Excitement	1527	583	622	322	700	821	564	518	445	35	223	240	170	571	636	70	238	182	65	110	214	891	1527	653	780	79	30	350	150	98	1245	1047	336	87	488	207	402	1071	435
	77%	77%	77%	77%	73%	80%	87%	73%	71%	83%	88%	87%	74%	77%	77%	73%	71%	75%	71%	72%	69%	78%	77%	73%	80%	68%	64%	78%	72%	74%	77%	77%	78%	73%	75%	75%	75%	78%	75%
	1E 1H 1I 1Q 1U 1X 1Z 2A					1A 1E	1A 1H 1I				1A	1A													1A 1Z 2A 2C			1Z 2A										1A 1E 1H 1I 1Q 1U 1W 1X 1Z 2A 2C 2I 2K	
Anxiety	311	159	111	41	148	163	87	39	185	8	37	32	45	109	127	5	24	7	32	48	88	188	311	184	134	22	4	82	42	18	257	194	75	28	111	55	56	224	80
	16%	21%	14%	10%	16%	16%	13%	5%	29%	19%	15%	12%	20%	15%	15%	5%	7%	3%	35%	32%	29%	17%	16%	20%	14%	19%	9%	18%	20%	14%	16%	14%	17%	23%	17%	20%	10%	16%	14%
	1D 1H 1L 1P 1Q 1R 1Y 2F 2K	1A 1C 1D	1D				1H		1A 1G 1H								1R		1A	1A	1A			1A				1Y	1Y					1A 2F		1A 2K		1C 1D 1G 1H 1L 1P 1Q 1R 1Y 2F 2K	1D 1H 1P 1Q 1R
Elation	661	279	256	126	341	318	98	446	117	10	35	42	82	284	251	51	217	157	21	32	52	394	661	337	330	47	22	128	74	55	566	451	155	39	280	96	193	418	238
	33%	37%	32%	30%	36%	31%	15%	63%	19%	24%	14%	15%	36%	38%	30%	53%	65%	64%	23%	21%	17%	35%	33%	37%	34%	41%	47%	28%	36%	42%	35%	33%	36%	33%	43%	35%	36%	30%	41%
	1F 1G 1I 1K 1L 1O 1S 1T 1U 2B 2L	1A 1C 1D			1A 1F			1A 1G 1I						1A 1O		1A	1A 1P	1A						1A	2B	2B	1A 2B			1A 2B	1A				1A			1G 1I 1K 1L 1T 1U	1D 1E 1F 1G 1I 1J 1K 1L 1O 1S 1T 1U 1V 1W 1Y 2B 2E 2F 2G 2H 2J 2K
Anticipation	1057	395	418	244	520	532	372	349	336	24	142	167	109	373	477	33	160	137	52	71	173	631	1057	488	528	62	22	256	84	69	879	716	235	70	335	131	295	727	314
	53%	52%	52%	58%	55%	52%	57%	49%	53%	57%	56%	60%	47%	50%	58%	34%	48%	58%	57%	47%	56%	55%	53%	54%	54%	53%	47%	57%	41%	52%	55%	53%	55%	51%	47%	55%	53%	54%
	1H 1N 1P 1Q 2C 2J			1A 1B 1C			1A 1H					1A			1A 1M 1N		1P	1P 1Q				1A 1W		2C	2C		2C		2C	1A						2J	1H 1P 1Q 2C	1H 1P 1Q 2C 2J
Restlessness	204	104	70	30	116	87	54	109	41	3	22	25	23	83	81	12	51	39	8	10	17	122	204	92	92	15	5	48	25	15	172	134	43	19	85	43	45	125	77
	10%	14%	9%	7%	12%	9%	8%	15%	7%	7%	9%	9%	10%	11%	10%	13%	15%	16%	9%	7%	6%	11%	10%	10%	9%	13%	11%	11%	12%	11%	11%	10%	10%	16%	13%	16%	8%	9%	13%
	1D 1F 1I 1U 2L	1A 1C 1D			1A 1F			1A 1G 1I						1A	1A																		1A	1A 2K		1I 1U	1A 1C 1D 1F 1G 1I 1K 1L 1O 1T 1U 1V 1W 1X 1Y 2E 2F 2G 2K
Curiosity	584	226	234	124	277	306	163	181	240	9	66	71	76	198	255	26	80	69	41	52	115	352	584	314	268	32	14	138	59	48	492	379	134	49	210	84	162	418	157
	29%	30%	29%	30%	29%	30%	25%	25%	38%	21%	26%	26%	33%	27%	31%	27%	24%	28%	45%	34%	37%	31%	29%	35%	27%	28%	30%	31%	29%	36%	31%	28%	31%	41%	32%	30%	30%	30%	27%
	1G 1H 1N 1Q 2F								1A 1G 1H										1A		1A			1A						1Y	1A			1A 2F 2G				1G 1H 1N 1Q 1Y 2F	
Joy	1218	493	489	236	566	647	370	476	372	28	154	156	143	478	500	63	225	168	52	99	176	718	1218	572	583	76	29	274	136	90	1002	807	278	85	434	168	319	838	380
	61%	65%	60%	56%	59%	63%	57%	67%	59%	67%	61%	56%	62%	64%	60%	66%	67%	69%	57%	65%	57%	63%	61%	64%	60%	66%	62%	61%	66%	68%	62%	60%	65%	71%	66%	61%	59%	61%	62%
	1D 1G 2F	1A 1D						1A 1G 1I						1A			1A	1A																1A 2F	1A			1D 1G	1D 1G
Apathy	76	37	34	5	49	25	26	20	30	7	5	12	19	25	26	6	11	3	6	9	11	44	76	39	28	4	7	16	12	7	62	43	19	13	31	18	15	42	32
	4%	5%	4%	1%	5%	2%	4%	3%	5%	17%	2%	4%	8%	3%	3%	6%	3%	1%	7%	6%	4%	4%	4%	4%	3%	3%	15%	4%	6%	5%	4%	3%	4%	11%	5%	7%	3%	3%	6%
	1D 1F 1R 1Y 2L	1A 1D	1D		1A 1F					1A 1K 1L			1A 1N 1O			1R											1A 1Y 1Z 2B 2C 2D		1Y						1A 2F 2G		1A 2K		1D	1A 1J 1F 1H 1K 1N 1O 1Q 1R 1V 1W 1Y 2E 2F 2K 2L
Nostalgic	461	191	185	85	236	222	206	115	140	10	89	88	48	184	185	20	57	32	18	38	65	270	461	175	203	23	9	105	68	41	357	322	98	26	154	68	109	303	149
	23%	25%	23%	20%	25%	22%	32%	16%	22%	24%	35%	32%	21%	25%	22%	21%	17%	13%	20%	25%	21%	24%	23%	19%	21%	20%	19%	23%	33%	31%	22%	24%	23%	22%	24%	25%	20%	22%	26%
	1H 1Q 1R 1X 1Y 2E						1A 1H 1I		1H		1A	1A																	1A 1Y 1Z 2B	1A 1Y 1Z									1H 1O 1R 1X	1D 1F 1H 1O 1R 1X 1Y 2E 2K
Euphoric	665	308	272	85	345	316	152	316	197	14	63	61	90	274	254	50	152	99	26	59	94	412	685	356	320	44	23	137	87	49	560	428	163	55	277	107	162	433	227
	33%	41%	34%	20%	36%	31%	23%	45%	31%	33%	25%	22%	39%	37%	31%	52%	45%	41%	28%	39%	31%	36%	33%	40%	33%	38%	49%	30%	42%	37%	35%	32%	38%	46%	42%	39%	30%	32%	39%
	1D 1F 1G 1K 1L 1O 2F 2L	1A 1C 1D	1D		1A 1F			1A 1G 1I	1G				1O	1A 1O		1A	1A	1A				1A 1W		1A			1A 1Y 2B		1A 1Y 2B		1A			1A 2F	1A 2F	1A	1A 2K		1D 1G 1K 1L	1A 1C 1D 1F 1G 1I 1K 1L 1O 1S 1U 1W 1Y 2B 2E 2F 2K 2L

Overlap formulae used

ColumnProportions (5%): Minimum Base: 0(**)Small Base: 30(*)

Base: 1986

Weight: 1</br>Weight Variable

Level applied:

Contents

012. Associations with Music Festivals

		Age Net			Gender NET		2COUNTRY. Country			UK_Income_NET. Income (Net)			Country Average NET Income			Spain_Income_NET. Income (Net)			Netherlands_Income_NET. Income (Net)			S1. Events Attended in P12M		Prompte d Brand	Q6. Ticket Type Purchased (VIP vs. Regular)					Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attende	Loneliness – General		Q8. Length of Stay at Music Festivals NET 1-2 days	Q8. Length of Stay at Music Festivals NET 3 or more days
	Total	Gen Z (18-26)	Millennials (27-42)	Gen X & Boomers (43+)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSC Promote rs	General admissio n	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVA LS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVA LS	Top 2 Box - Often	Bottom 2 Box - Not Often		
Unweighted Base	3000	1182	1497	601	1498	1493	1000	1000	1000	83	403	407	409	1174	1163	156	463	321	170	248	485	1529	1686	1301	1413	180	81	688	311	220	2335	2052	623	186	659	442	799	2119	819
Weighted Base	3000	1182	1497	601	1498	1493	1000	1000	1000	83	403	407	409	1174	1163	156	463	321	170	248	485	1529	1686	1301	1413	180	81	688	311	220	2335	2052	623	186	659	442	799	2119	819
A sense of community and belonging	707	272	288	147	327	375	253	149	305	13	105	111	76	250	315	19	70	54	44	75	150	401	468	348	352	34	17	137	70	48	577	474	154	52	232	79	188	509	198
	24%	23%	24%	24%	22%	25%	25%	15%	31%	16%	26%	27%	19%	22%	27%	12%	15%	17%	26%	30%	32%	26%	28%	27%	25%	19%	21%	23%	23%	22%	25%	23%	25%	28%	29%	18%	24%	24%	23%
	1H 1M 3F 1Q 1R																																					1C 1H 1M	3H 3M 1F
	2J					1A 1C	1H			1A 1G 1H		1J 1J	1J		1A 1M 1N				1A	1A	1A	1A	1A	1A							1A						1F 1Q 1R	2J 1Q 1R 2J
Being able to escape from daily life	986	333	431	232	474	506	356	308	322	25	143	148	109	371	412	36	151	102	48	77	161	521	665	439	501	66	17	217	97	58	807	686	201	54	324	136	271	711	265
	33%	28%	35%	39%	32%	34%	36%	31%	32%	30%	35%	37%	27%	32%	35%	23%	33%	32%	28%	31%	35%	34%	53%	34%	35%	37%	21%	32%	31%	28%	35%	33%	32%	26%	41%	34%	34%	34%	32%
	1M 1M 3F 2G																																					1F 1Q 1R	2J 1Q 1R 2J
	2G		1G	1A 1G			1A 1H						1H	1M	1M																					1F 2G 2G	2G
Trust that I can be myself	520	233	191	96	278	239	133	212	175	9	56	62	74	209	198	17	98	63	22	55	73	295	344	259	224	37	25	109	68	48	413	305	152	46	208	91	131	354	162
	17%	20%	16%	16%	19%	16%	13%	21%	18%	11%	14%	15%	18%	18%	17%	28%	21%	20%	13%	22%	16%	19%	17%	20%	16%	21%	31%	16%	22%	22%	18%	15%	24%	25%	22%	21%	16%	17%	20%
																																						1M 1G 1J	
																																						1F 1G 1J	
																																						1G 1M 1Y	
	1G 1Y 2F	1A 1C		1A 1F				1A 1G 1I	1G				1A			1A 1G 1J	1A					1A 1W		1A			1A 1Y 2G		1Y 2G						1G 2F	
The opportunity to meet new people	562	259	217	86	317	243	178	241	143	17	67	83	87	222	218	41	108	79	29	47	56	309	353	245	253	35	21	128	58	58	445	340	154	50	225	79	152	382	193
	19%	22%	18%	14%	21%	16%	18%	24%	14%	20%	17%	20%	21%	20%	18%	26%	23%	25%	17%	19%	12%	20%	21%	19%	18%	25%	26%	18%	19%	26%	19%	17%	25%	27%	24%	18%	19%	17%	24%
																																						1F 1G 1I 1K	
																																						1H 1G 1J	
																																						1H 1M 1Q	
	1G 1F 3 1J 2F																																					1G 2F 2J	
	2L	1A 1C 1D	1D		1A 1F		1I	1A 1G 1I					1A	1A	1A					1J		1A 1W							1A 1Y 2B	2C				1A 2F	1A		1I 1J	
Being able to disconnect from the digital world (e.g. scrolling on my phone)	427	153	161	73	234	191	102	171	94	12	67	67	65	168	166	24	83	57	19	18	42	236	291	168	208	28	12	86	53	39	345	261	113	23	158	76	100	286	139
	14%	13%	13%	12%	16%	13%	16%	11%	9%	14%	17%	16%	16%	14%	14%	15%	18%	18%	11%	7%	9%	15%	17%	13%	15%	16%	15%	12%	17%	13%	15%	13%	18%	12%	13%	17%	15%	13%	17%
																																						1A 1C 1D	
																																						1F 1G 1I	
																																						1J 1J 2B	
	1F 1I 1T 1J	1A 1C 1D			1A 1F		1A 1I	1A 1G					1A															2B			1A					1H 1T 1J	
Enjoying live music from my favourite artists	1394	521	540	343	640	747	528	411	455	37	202	231	158	485	686	56	190	137	65	103	228	740	862	601	684	80	30	339	119	105	1139	894	262	78	423	175	399	1015	365
	46%	43%	45%	57%	43%	50%	53%	41%	46%	43%	50%	54%	39%	41%	59%	36%	41%	43%	38%	42%	48%	48%	51%	46%	48%	44%	37%	49%	38%	34%	49%	44%	42%	42%	64%	40%	50%	48%	45%
																																						1C 1H 1M	
	1G 1C 1H 1M																																					1N 1P 1Q	
	1F 1Q 1S 2C																																					1S 1T 2C	
	2G 2J			1A 1B 1C	1A 1F	1A 1H 1I	1H		1H				1H	1M	1M 1N	1I			1I	1A	1A		1A	1A		1A 2A 2C		2A 2C	2C	1A	1A 2G					1A 2J	2G 2J	1H 1P 2C
Discovering new artists	806	324	374	108	390	398	296	294	214	25	174	128	107	355	297	41	144	96	41	57	78	446	581	342	412	36	26	191	75	46	659	548	182	46	262	108	223	522	277
	27%	27%	26%	18%	26%	26%	30%	29%	21%	30%	28%	31%	26%	30%	26%	26%	31%	30%	24%	23%	17%	29%	34%	26%	29%	20%	32%	28%	24%	27%	28%	27%	29%	26%	27%	26%	28%	25%	34%
																																						1D 1E 1F	
																																						1G 1K 1L	
																																						1M 1N 1Q	
																																						1R 1S 1T	
																																						1U 1V 1W	
																																						1X 1Y 2F	
	1I 1J 1Z 2D 2L				1A 1I	1A 1J																1A	1A		1A 1Z 2D		1Z 2D	1Z 2D										2H 2L	
The energy (e.g. dancing with the crowd)	1060	441	454	167	482	563	432	330	298	28	173	181	123	407	452	46	148	117	48	86	164	560	784	466	534	73	25	240	116	73	862	747	208	67	362	156	310	827	258
	36%	37%	38%	33%	33%	40%	43%	33%	33%	35%	43%	44%	30%	37%	38%	29%	32%	36%	29%	35%	33%	39%	46%	36%	38%	41%	31%	35%	37%	33%	38%	36%	37%	36%	49%	35%	38%	39%	32%
																																						1A 1J 1L	
	1G 1C 1H 1I 1M																																					1H 1I 1M 1P	
	1Q 1S 2M		1G		1A 1C	1A 1H 1I																1A	1A								1G						1Q 1S 1U	
Summertime fun	1205	450	488	266	559	639	439	342	424	40	172	170	154	404	518	48	151	125	68	91	223	631	814	532	624	53	10	296	110	76	965	869	230	57	358	151	357	814	277
	40%	38%	41%	43%	38%	43%	43%	34%	43%	48%	43%	42%	38%	37%	43%	29%	33%	39%	40%	37%	48%	41%	47%	41%	44%	29%	12%	43%	35%	35%	41%	42%	37%	31%	39%	34%	45%	43%	34%
																																						1H 1M 1N	
																																						1P 1Q 1T	
																																						1W 1X 1Z	
	1B 1C 1H 1N																																					2A 2C 2D	
	1P 1Q 1Z 2A																											1Z 2A 2C										2E 2G 2H	
	2H 2I 2J 2M		1B		1A 2C	1A 2H			1A 1H						1A 1M 1N			1P	1A 1T						1A 1Z 2A 2C		2C	2A	2A	1A	1A 2G 2H				1A 2J		2I 2J 2M	2A
Stress from navigating the event	210	83	82	35	109	100	66	76	68	9	40	31	35	85	77	16	32	23	10	13	23	109	129	70	85	14	10	44	23	16	147	148	36	17	66	46	38	146	61
	7%	8%	7%	6%	7%	7%	9%	8%	6%	11%	10%	8%	8%	8%	6%	10%	7%	7%	6%	5%	5%	7%	8%	5%	7%	8%	12%	6%	7%	7%	6%	7%	6%	9%	7%	10%	5%	7%	7%
							1A 1I																				1A				2B							1I 1K 2K		
Feeling overwhelmed by the large crowds	399	173	165	61	173	220	155	107	137	8	66	61	53	156	158	14	56	32	20	34	63	197	278	163	176	23	9	109	47	21	295	284	74	20	112	73	76	307	84
	13%	15%	14%	10%	12%	15%	16%	11%	14%	10%	16%	15%	12%	14%	13%	9%	12%	10%	12%	14%	13%	13%	17%	13%	13%	13%	13%	10%	16%	15%	13%	14%	12%	11%	12%	17%	10%	14%	10%
																																						1A 1H	
	1G 1E 1H 2K																																					1H 1P 1R	
	2M	1G	1G		1A 1C	1A 1H			1H		1A																	1A 1Y 2G										7V 1X 1Y	
																																						2G 2K 2L	
Fatigue from all the activity and lack of rest	282	114	127	41	135	146	88	87	58	8	31	35	43	102	113	12	47	35	23	24	43	141	202	131	133	18	9	72	22	19	224	198	57	13	80	46	59	203	74
	9%	10%	11%	7%	9%	10%	9%	10%	10%	10%	8%	9%	11%	9%	9%	8%	10%	11%	14%	10%	9%	9%	12%	10%	9%	10%	11%	7%	7%	6%	10%	10%	9%	7%	10%	10%	7%	10%	9%
	1D 2K																					1A																1C 2K	
Long queues for the toilet	652	251	264	137	286	362	268	204	180	20	127	91	86	264	244	25	91	72	40	36	81	300	452	236	305	24	15	180	47	33	505	483	99	27	160	100	135	511	132
	22%	21%	23%	23%	19%	24%	27%	20%	18%	24%	32%	22%	21%	23%	20%	16%	20%	22%	24%	15%	17%	20%	27%	18%	23%	13%	19%	26%	15%	15%	22%	24%	16%	17%	23%	23%	17%	24%	16%
																																						1C 1H 1I 1Q	
																																						1P 1Q 1T	
																																						1U 1V 1W	
	1C 1I 1T 1U 1V																																					1X 1Z 2C	
	1X 1Z 2C 2D																																					2D 2E 2G	
	2G 2H 2J 2K																																					2H 2I 2K	
	2M				1A 1C	1A 1H 1I					1A 1L								1T				1V		1Z 2C 2D			1A 1Z 2C										2A		
Feeling a part of something bigger than myself	520	204	270	96	252	268	160	161	147	12	90	78	60	194	211	26	71	55	22	33	78	264	350	210	224	35	20	103	68	37	353	341	119	32	171	85	122	345	158
	17%	17%	17%	16%	17%	17%	16%	16%	15%	14%	22%	19%	15%	17%	18%	17%	15%	17%	13%	13%	17%	17%	18%	16%	16%	19%	25%	16%	22%	17%	15%	17%	19%	17%	18%	19%	15%	16%	18%
																																						1A 1I 1P 1Q	
	1I																																					1T 1U 1V	
					1A 1H 1I						1A															1Y											2A	
Music applications (apps) with updates on artists and festivals	194	111	63	20	123	68	71	65	58	10	31	28	35	81	77	15	36	13	10	14	30	107	126	61	78	18	13	37	20	24	152	113	57	21	87	29	46	120	70
	6%	9%	5%	3%	8%	5%	7%	7%	6%	12%	8%	7%	9%	7%	6%	10%	8%	4%	6%	6%	6%	7%	8%	5%	6%	6%	16%	5%	6%	11%	7%	6%	9%	7%	7%	7%	6%	6%	9%
																																						1A 1I 1J	
	1C 1D 1E 2K																																					1F 1H 1K	
	2L	1A 1C 1D			1A 1F		1A									1H	1J	1Q										1A 1Y 2B										1D 1F	
The ability to truly switch off from real life	788	300	321	167	404	381	249	280	259	21	95	132	104	275	348	42	126	96	41	54	119	438	557	362	410	46	20	163	84	50	650	519	185	53	269	120	219	555	223
	26%	25%	27%	28%	27%	26%	27%	28%	24%	25%	24%	32%	25%	25%	29%	27%	27%	30%	24%	22%	25%	29%	33%	28%	29%	26%	25%	24%	27%	23%	28%	25%	31%	28%	26%	27%	27%	26%	27%
																																						1A 1I	
	1I																																					1J 1T	
Lack of amenities (e.g. a poorly managed venue, lack of organisation, etc.)	293	104	101	48	144	104	65	86	60	11	39	37	41	93	98	15	39	35	15	15	26	120	194	91	118	19	7	54	17	27	137	108	58	11	68	54	59	173	74
	10%	9%	8%	8%	10%	7%	10%	10%	6%	13%	10%	9%	10%	8%	8%	10%	8%	11%	9%	6%	6%	8%	12%	7%	8%	11%	9%	8%	5%	12%	8%	8%	9%	6%	7%	12%	7%	8%	9%
																																						1F 1I 1J	
	1F 1I 1J 1K				1A 1F		1I	1I																														1F 1J 1Q	
Fear of missing out, trying to experience as much as possible	297	151	98	38	164	119	87	108	82	16	40	30	53	106	101	15	50	34	22	19	37	165	194	132	139	15	9	54	32	33	223	163	60	25	113	51	55	178	107
	10%	13%	8%	6%	11%	8%	10%	11%	8%	19%	10%	7%	13%	10%	8%	10%	11%	11%	13%	8%	8%	11%	12%	10%	10%	8%	10%	8%	10%	15%	10%	8%	14%	13%	12%	12%	7%	8%	13%
																																						1C 1I 1J	
																																						1M 1L 1N	
																																						1O 1T 1U	
																																						1W 1X 1Z	
																																						2B 2E 2K	
	1C 1D 1E 2K																																						
	2M 2L	1A 1C 1D			1A 1F		1I		1A 1M 1L				1A 1D						1T			1A																2L	
None of these	38	13	14	11	18	19	6	10	22	1	2	2	7	8	14	1	4	1	1	2	11	11	18	14	9	2		6	3	3	26	18	3		5	6	15	17	4
	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	–	–	2%	1%	1%	1%	1%	1%	–	1%	2%	1%	1%	1%	1%	1%		1%	1%	1%	1%	1%			1%	1%	2%	1%	–
	1G 1V 1Y 2F 2I																																						
	2L 2M							1A 1G 1H																															

Overlap formula=used
ColumnProportions (95%) Minimum Base: 30** Small Base: 100*
Base: 3000
Weight: 1 after Weight Variable
Level applied

Contents

013. Associations with Concerts/Gigs

		Age Net			Gender NET		QCOUNTRY. Country			UK_income...NET. Income (Net)			Country Average NET income			Spain_income...NET. Income (Net)			Netherlands_income...NET. Income (Net)			S1. Events Attended in P12M		Prompte d Brand	Q6. Ticket Type Purchased (VIP vs. Regular)					Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness – General		Q8. Length of Stay at Music Festivals - NET 1-2 days	Length of Stay at Music Festivals - NET 3 or more days
	Total	Gen Z (18-28)	Millennials (30-45)	Gen X & Boomers (46-80)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often		
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	1986	758	809	419	954	1022	647	710	629	42	254	277	230	742	829	96	336	244	92	152	308	1138	1686	900	976	116	47	451	207	132	1612	1355	431	120	654	276	538	1371	580
Weighted Base	1986	758	809	419	954	1022	647	710	629	42	254	277	230	742	829	96	336	244	92	152	308	1138	1686	900	976	116	47	451	207	132	1612	1355	431	120	654	276	538	1371	580
A sense of community and belonging	484	203	187	94	230	250	165	140	179	11	61	76	54	166	222	13	58	61	30	47	85	300	484	230	238	29	12	109	50	33	401	310	118	39	162	60	136	343	135
	24%	27%	23%	22%	24%	24%	26%	20%	28%	26%	24%	27%	23%	22%	27%	14%	17%	25%	33%	31%	28%	26%	29%	26%	24%	25%	26%	24%	24%	25%	25%	23%	27%	33%	25%	22%	25%	25%	23%
		1A 1P 1Q 2F	1A				1H		1A 1H						1A 1N			1P 1Q		1A	1A 1W										2F	1A 2F					1P 1Q
Being able to escape from daily life	641	223	267	151	308	331	222	228	191	7	93	98	52	245	281	20	107	90	25	45	93	371	641	292	319	35	12	153	69	36	527	440	137	36	207	82	172	455	179
	32%	29%	33%	36%	32%	32%	34%	32%	30%	17%	37%	35%	23%	33%	34%	21%	32%	37%	27%	30%	30%	33%	38%	32%	33%	30%	26%	34%	33%	27%	33%	32%	32%	30%	32%	30%	32%	33%	31%
		1B 1J 1M 1P		1B					1J	1J			1M	1M		1P	1P														1P							1B 1J 1M	
Trust that I can be myself	399	181	149	69	205	192	117	176	106	11	47	45	52	167	140	21	91	51	20	29	44	237	399	180	193	26	13	81	52	26	320	255	112	19	146	53	116	262	133
	20%	24%	18%	16%	21%	19%	18%	25%	17%	26%	19%	16%	23%	23%	17%	22%	27%	21%	22%	19%	14%	21%	24%	20%	20%	22%	28%	18%	25%	20%	20%	19%	26%	16%	22%	19%	22%	19%	23%
		1D 1I 1O 1U 2F	1A 1C 1D					1A 1G 1I			1O			1A 1O			1A											2B					1A 2F 2H					1U	1A 1C 1D 1F 1G 1I 1L 1O 1U 1W 2B 2E 2F
The opportunity to meet new people	300	120	113	67	160	140	81	148	71	6	36	37	42	119	126	23	60	61	13	23	28	195	300	144	137	29	13	50	37	31	247	176	90	25	132	45	92	192	107
	15%	16%	14%	16%	17%	14%	13%	21%	11%	14%	14%	13%	18%	16%	15%	24%	18%	25%	14%	15%	9%	17%	18%	16%	14%	25%	28%	11%	18%	23%	15%	13%	21%	21%	20%	16%	17%	14%	18%
		1G 1I 1U 2B 2F				1A		1A 1G 1I							1A			1A 1Q				1A 1W				1A 1Y 2B	1A 1Y 2B		2B	1A 1Y 2B		1A 2F	2F	1A			1I 1U 2B	1A 1C 1F 1G 1I 1L 1O 1U 1W 1Y 2B 2E 2F
Being able to disconnect from a digital world (e.g. scrolling on my phone less o	315	139	126	50	152	162	111	130	74	8	47	50	39	127	121	18	82	42	13	18	29	174	315	136	156	22	4	63	39	24	261	216	76	12	115	55	70	198	112
	16%	18%	16%	12%	16%	16%	17%	18%	12%	19%	19%	18%	17%	17%	15%	19%	25%	17%	14%	12%	9%	15%	16%	15%	16%	19%	9%	14%	19%	18%	16%	16%	18%	10%	18%	20%	13%	14%	19%
		1D 1I 1J 2K 2L	1A 1D				1I	1A 1I																															1A 1C 1E 1F 1H 1I 1J 1M 1N 1O 1P 1Q 1R 1W 1X 1Y 2B 2E 2F 2H 2K 2L
Enjoying live music from my favourite artist/s	1077	389	400	288	455	558	393	292	332	25	145	181	105	362	452	37	136	105	43	81	166	585	1017	449	528	45	17	255	89	50	849	714	210	55	294	111	292	725	275
	51%	49%	49%	59%	48%	55%	61%	41%	53%	60%	57%	65%	46%	49%	55%	39%	40%	43%	47%	53%	54%	51%	51%	50%	54%	39%	36%	57%	43%	38%	53%	53%	48%	46%	45%	40%	54%	53%	47%
		1E 1H 1P 1Q 1R 1Z 2A 2C 2D 2J 2M				1A 1B 1C		1A 1E			1H			1A	1A		1A 1M 1N									1A 1Z 2A			1A 1Z 2A 2C 2D			1A	1A			1A 2K			1E 1H 1M 1N 1P 1Q 1R 1W 1X 1Z 2A 2C 2D 2I 2J 2M	1H 1Q 2D 2J
Discovering new artists	463	174	185	104	238	223	163	171	129	11	57	72	58	169	182	26	82	50	21	30	60	295	463	213	232	38	19	80	56	28	381	308	115	28	167	62	117	294	163
	23%	23%	23%	25%	25%	22%	25%	24%	21%	26%	22%	26%	25%	23%	22%	27%	24%	20%	23%	20%	19%	26%	27%	24%	24%	33%	40%	18%	27%	21%	24%	23%	27%	23%	26%	22%	22%	21%	28%
		1I 2B 2L					1I															1A 1W			2B	1A 1Y 2B 2D	1A 1Y 2B 2D		2B										2B	2L
The energy (e.g. dancing with the crowd)	784	320	316	148	341	440	315	255	214	16	121	141	74	286	345	28	117	100	30	48	104	461	784	330	398	49	13	190	73	41	652	526	175	51	249	95	211	544	230
	39%	42%	39%	35%	36%	43%	49%	36%	34%	38%	48%	51%	32%	39%	42%	29%	35%	41%	33%	32%	34%	41%	46%	37%	41%	42%	28%	42%	35%	31%	40%	39%	41%	43%	38%	34%	39%	40%	40%
		1E 1H 1I 1M 1P 1T 1U 1X 2D	1A 1D			1A 1E	1A 1H 1I			1A	1A		1M			1P								2D				2D										1M 1P 1T 1U 1X 2D	1E 1I 1M 1P 2D
Summertime fun	511	201	192	118	269	241	153	195	163	10	57	67	65	186	208	33	83	67	22	46	74	307	511	245	255	33	11	114	51	38	423	340	118	35	175	57	170	363	141
	26%	27%	24%	28%	28%	24%	24%	27%	26%	24%	22%	24%	28%	25%	25%	34%	25%	27%	24%	30%	24%	27%	26%	27%	26%	29%	23%	25%	25%	29%	26%	25%	27%	29%	27%	21%	32%	26%	24%
		1F 2J			1A 1F											1A																					1A 2J	1C 1F 2J
Stress from navigating the event	130	55	50	25	89	60	45	50	35	3	17	22	19	53	51	7	27	15	9	9	14	81	130	52	64	10	7	27	14	6	101	81	33	10	46	29	21	87	42
	7%	7%	6%	6%	7%	6%	7%	7%	6%	7%	7%	8%	8%	7%	6%	7%	8%	6%	10%	6%	5%	7%	7%	6%	7%	9%	15%	6%	7%	5%	6%	6%	8%	8%	7%	11%	4%	6%	7%
		2K							1I																		1A 1Y 2B 2D												2K	2K
Feeling overwhelmed by the large crowds	255	113	97	41	115	135	81	85	85	7	38	32	32	103	98	12	48	24	13	19	42	142	251	111	118	9	5	72	25	18	199	168	57	16	83	45	44	187	59
	13%	15%	12%	10%	12%	13%	13%	12%	14%	17%	14%	12%	14%	14%	12%	13%	14%	10%	14%	13%	14%	12%	13%	12%	12%	8%	11%	16%	12%	14%	12%	12%	13%	13%	13%	16%	8%	14%	10%
		2K 2M	1A 1D						1I																			1A 1Y 1Z									1A 2K		1A 1D 1W 2E 2K 2M
Fatigue from all the activity	119	46	56	17	57	61	41	52	26	5	15	13	17	47	41	8	28	13	4	4	15	60	119	46	52	5	3	30	15	10	93	89	23	3	37	28	16	84	32
	6%	6%	7%	4%	6%	6%	6%	7%	4%	12%	6%	5%	7%	6%	5%	8%	8%	5%	4%	3%	5%	5%	6%	5%	5%	4%	6%	7%	7%	8%	6%	7%	5%	3%	6%	10%	3%	6%	6%
		1I 2K		1D					1I																													1I 2K	2K
Long queues for the toilet	293	105	122	66	122	170	126	103	64	3	52	54	26	109	130	10	42	46	13	15	30	154	293	101	132	18	8	85	31	16	229	223	47	12	76	42	65	229	62
	15%	14%	15%	16%	13%	17%	19%	15%	10%	7%	20%	19%	11%	15%	16%	10%	13%	19%	14%	10%	10%	14%	15%	11%	14%	16%	17%	19%	15%	12%	14%	16%	11%	10%	12%	15%	12%	17%	11%
		1E 1I 1J 1K 2G 2I 2K 2M				1A 1E	1A 1H 1I	1I			1A 1J	1A						1D											1A 1Y			1A 2G							1H 1Q 1T 1U 1V 1W 1X 1Y 2E 2G 2H 2I 2K 2M	
Feeling part of something bigger than myself	382	141	145	76	159	201	148	130	84	7	64	63	38	143	148	17	56	49	14	23	36	214	362	142	180	13	9	91	42	17	286	250	84	18	119	45	93	242	114
	18%	19%	18%	18%	17%	20%	23%	18%	13%	17%	25%	23%	17%	19%	18%	18%	17%	20%	15%	15%	12%	19%	21%	16%	18%	11%	19%	20%	20%	13%	18%	18%	19%	15%	18%	16%	17%	18%	20%
		1I 1U 1X 1Z					1A 1H 1I	1I			1A	1A																1Z	1Z										1I 1U	1I 1J 1Z 2D
Music applications (apps) with updates on artists and concerts/gigs	167	80	53	34	101	66	53	70	44	5	23	22	29	69	60	18	33	18	6	13	20	100	167	81	74	16	11	24	18	20	131	88	56	18	78	34	31	97	67
	8%	11%	7%	8%	11%	6%	8%	10%	7%	12%	9%	8%	13%	9%	7%	19%	10%	7%	7%	9%	6%	9%	8%	9%	8%	14%	23%	5%	9%	15%	8%	8%	13%	15%	12%	12%	6%	7%	12%
		1C 1F 2B 2F 2K 2L	1A 1C			1A 1F		1I	1A 1I						1A 1O			1A 1Q 1R								1A 1Y 2B	1A 1Y 2B	2C		1A 1Y 2B										1A 1C 1F 1G 1I 1J 1L 1O 1R 1U 1V 1W 1X 1Y 2B 2E 2F 2K 2L
The ability to truly switch off from real life	537	185	216	136	260	275	197	211	139	12	71	83	65	205	218	28	105	68	25	29	67	299	537	243	288	23	9	111	58	34	449	379	107	32	193	73	154	374	159
	27%	24%	27%	32%	27%	27%	29%	30%	22%	29%	28%	30%	28%	28%	26%	29%	31%	28%	27%	19%	22%	26%	27%	27%	30%	20%	19%	25%	28%	26%	28%	28%	25%	27%	30%	26%	29%	27%	27%
		1B 1I 1T 1U		1A 1B 1C			1I	1A 1I																	1A 1Z														1I 1J	9 1T
Lack of amenities (e.g. a poorly managed venue, lack of organisation, etc.)	165	71	60	34	89	73	56	72	37	6	22	20	20	73	60	9	37	23	5	14	17	100	165	74	78	7	5	44	15	15	129	111	39	12	65	31	43	112	51
	8%	9%	7%	8%	9%	7%	9%	10%	6%	14%	9%	7%	9%	10%	7%	9%	11%	9%	5%	9%	6%	9%	8%	6%	8%	6%	11%	10%	7%	11%	8%	8%	9%	10%	10%	11%	8%	8%	9%
		1I						1A 1I						1A																								1I	1I
Fear of missing out, trying to experience as much as possible	166	89	57	20	93	72	44	62	60	5	17	21	25	66	65	7	33	18	13	16	26	101	166	80	76	15	2	29	20	21	135	102	41	16	70	35	32	105	61
	8%	12%	7%	5%	10%	7%	7%	9%	10%	12%	7%	8%	11%	9%	8%	7%	10%	7%	14%	11%	8%	9%	8%	9%	8%	13%	4%	6%	10%	16%	8%	8%	10%	13%	11%	13%	6%	8%	11%
		1D 1F 2K	1A 1C 1D			1A 1F													1A							2B				1A 1Y 2A 2B									1A 1C 1D 1F 1G 1I 1W 1Y 2B
None of these	24	11	10	3	11	12	5	4	15	2		1	3	4	14		2	2	1	2	11	13	24	12	10	1		7	1	2	20	17	2	2	7	1	10	19	1
	1%	1%	1%	1%	1%	1%	1%	1%	2%	5%		-	1%	1%	2%		1%	1%	1%	1%	4%	1%	1%	1%	1%	1%		2%	-	2%	1%	1%	-	2%	1%	-	2%	1%	-
	2M								1A 1G 1H	1A 1K 1L					1N						1A																			

Overlap formulae used
ColumnProportions(5,1%) Minimum Base: 30** Small Base: 250*)
Base: 1986
Weight: 1 <Grid Weight Variable
Level applied:

Contents

01A. Value of Music Festivals

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M			Prompte d Brand	Q6. Ticket Type Purchased (VIP vs. Regular)					Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness - General			Q8. Length of Stay at Music Festivals - NET 1-2 days	Q8. Length of Stay at Music Festivals - NET 3 or more days
	Total	Gen Z (18-28)	Millennials (29-45)	Gen X & Boomers (46-80)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoter s	General admissio n	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVA LS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVA LS	Top 2 Box - Often	Bottom 2 Box - Not Often		
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1483	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1686	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1483	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1686	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
The convenience of the festival location	751	273	294	184	357	382	282	291	198	23	103	107	90	286	306	33	135	104	34	48	95	390	520	304	372	45	18	160	79	54	600	525	163	38	238	106	203	533	209
	25%	23%	24%	31%	24%	26%	28%	29%	20%	28%	26%	26%	22%	26%	26%	21%	29%	32%	20%	19%	20%	26%	26%	23%	26%	25%	22%	23%	25%	25%	26%	26%	26%	26%	25%	24%	25%	25%	26%
	1B 1S 1T 1U			1A 1B 1C			1I	1J	1I														1A															1I 1T 1U	1I 1T 1U
The size/scale of the venue	584	237	207	120	300	259	198	181	185	19	96	72	78	215	229	24	78	70	35	41	87	291	386	261	270	40	12	132	59	40	444	398	119	37	177	79	144	411	148
	19%	20%	17%	20%	20%	17%	20%	18%	19%	23%	24%	18%	19%	19%	19%	15%	17%	22%	21%	17%	19%	19%	19%	20%	19%	22%	15%	19%	19%	18%	19%	19%	19%	20%	19%	18%	18%	19%	18%
	1F				1A 1F							1A 1L																										1C 1F	
The ability to be outdoors / in nature	764	266	332	166	370	392	301	246	217	19	132	123	91	294	312	36	107	84	36	55	105	404	512	310	372	52	25	170	79	44	602	529	170	35	257	110	193	553	199
	25%	22%	28%	28%	25%	26%	30%	25%	22%	23%	33%	30%	22%	26%	26%	23%	23%	26%	21%	22%	23%	26%	26%	24%	26%	29%	31%	25%	25%	20%	26%	26%	27%	19%	27%	25%	24%	26%	24%
	1B 1I 2H		1A 1B	1B			1A 1H 1I				1A	1A														2D	2D	2D				2H	2H					2H	
The atmosphere	1748	627	723	398	832	904	613	536	599	44	244	256	222	608	731	77	237	185	101	127	290	934	1185	775	856	99	37	457	152	98	1413	1245	330	97	533	223	514	1301	431
	58%	53%	60%	66%	56%	61%	61%	54%	60%	53%	61%	63%	54%	55%	61%	49%	51%	58%	59%	51%	62%	61%	70%	60%	61%	55%	46%	66%	49%	45%	61%	61%	53%	52%	57%	50%	64%	61%	53%
	1B 1E 1H 1N 1P 1Q 1T 2A 2C 2D 2G 2J 2M		1B	1A 1B 1C		1A 1E	1A 1H		1H			1A			1A 1M 1N						1A 1T	1A	1A		1A 2A 2C 2D	2D		1A 1Y 1Z 2A 2C 2D		1A	1A 2G 2H				1A 2J		1W 2A 2C 2G 2G 2H 2I 2J 2M	2D
The food experience	527	209	219	99	277	248	272	139	116	25	101	120	77	195	256	28	67	40	26	27	56	274	351	161	240	35	6	119	72	42	386	366	112	27	145	80	126	359	160
	18%	18%	18%	16%	19%	17%	27%	14%	12%	30%	25%	29%	19%	18%	18%	17%	14%	12%	15%	11%	12%	18%	21%	12%	17%	19%	7%	17%	23%	19%	17%	18%	18%	15%	15%	18%	16%	17%	20%
	1H 1I 1R 1T 1U 1X 2A 2E 2I						1A 1H 1I			1A	1A	1A													2A	2A			1A 1Y 2A 2B	2A								1H 1I 1R 1T 1U 1X 2A	1X 2A 2E 2I 2K
The community	633	236	236	101	332	296	261	183	189	19	109	107	72	257	248	24	83	70	32	65	72	345	425	255	295	37	13	147	71	57	488	405	151	53	236	88	144	498	206
	21%	20%	20%	17%	22%	20%	26%	18%	19%	23%	27%	26%	18%	23%	21%	15%	18%	22%	19%	26%	15%	23%	21%	20%	21%	21%	18%	21%	23%	26%	21%	20%	24%	28%	25%	20%	18%	23%	25%
	1D 1H 1I 1J 2F 2K 2L	1A 1C 1D					1A 1H 1I				1A	1A		1A 1M						1A 1J			1A								1A 2F	1A 2F	1A				1J	
The safety and security	800	333	308	159	372	422	295	340	165	24	104	129	118	302	306	62	157	100	32	41	77	425	525	299	390	45	25	163	99	58	620	537	183	46	271	129	193	542	244
	27%	28%	26%	26%	25%	28%	30%	34%	17%	29%	26%	32%	29%	27%	26%	40%	34%	31%	19%	17%	17%	28%	31%	23%	28%	25%	31%	24%	32%	26%	27%	26%	29%	24%	29%	29%	24%	26%	30%
	1I 1S 1T 1U 1X 2B 2L				1A 1E	1A 1I	1A 1I	1A 1G 1I			1A					1A	1A											1A 2B									1I 1S 1T 1U 1X	2B 2E 2F 2K 2L
The price of a ticket	947	392	364	191	457	483	341	368	238	41	127	137	151	355	347	62	176	108	48	52	102	487	632	369	487	45	14	232	89	52	757	689	175	46	270	159	232	708	231
	32%	33%	30%	32%	31%	32%	34%	37%	24%	49%	32%	34%	37%	32%	29%	40%	38%	34%	28%	21%	22%	32%	32%	28%	34%	25%	17%	34%	29%	24%	32%	34%	28%	25%	29%	36%	29%	33%	28%
	1I 1O 1T 1U 1X 2A 2D 2G 2H 2I 2M						1A 1I	1A 1I		1A 1K 1L			1A 1O			1A	1A							1A 1Z 2A 2C 2D														1O 1T 1U 1X 1Z 2A 2D 2G 2H 2I 2K 2M	1I 1T 1U 2A
The lineup variety (e.g. diversity in genres)	928	344	375	209	433	489	386	291	272	22	160	137	103	347	376	43	128	100	38	59	139	484	678	394	480	45	18	226	77	61	784	657	194	38	271	133	253	682	253
	31%	29%	31%	35%	29%	33%	37%	29%	27%	27%	40%	34%	25%	31%	32%	28%	28%	31%	22%	24%	30%	32%	34%	30%	34%	25%	22%	33%	25%	28%	33%	32%	31%	20%	29%	30%	32%	31%	31%
	1B 1E 1I 1M 1S 1T 2C 2H			1A 1B		1A 1E	1A 1H 1I				1A 1J			1M	1M							1A 1V	2C		1A 1Z 2A			1Z 2C			1A	2H	2H					2C 2H	2C 2M
The values of the festival	604	239	253	112	328	275	230	205	169	21	90	104	78	249	240	23	107	66	34	52	70	335	396	243	271	48	24	127	66	52	487	377	159	50	227	91	156	403	194
	20%	20%	21%	19%	22%	18%	23%	21%	17%	25%	22%	26%	19%	22%	20%	15%	23%	21%	20%	21%	15%	22%	20%	19%	19%	27%	30%	18%	21%	24%	20%	18%	26%	27%	24%	21%	20%	19%	24%
	1F 1I 1J 2F 2L				1A 1F		1A 1I	1I				1A				1P			1J			1A 1W				1A 1Y 2B	1A 1Y 2B				1A 2F	1A 2F	1A				1J	
The theme, culture and aesthetics (or look and feel) of the festival	785	352	313	120	373	405	271	238	276	23	106	118	92	292	332	21	118	87	48	68	127	420	537	370	398	40	17	160	84	66	639	513	190	57	268	103	204	552	224
	26%	30%	26%	20%	25%	27%	27%	24%	28%	28%	26%	29%	22%	26%	28%	13%	25%	27%	28%	27%	27%	27%	27%	28%	28%	22%	21%	23%	27%	30%	27%	25%	30%	31%	29%	23%	26%	26%	27%
	1D 1H 1P 2F	1A 1C 1D	1D													1P	1P							1A	1A 2B					2B	1A		1A 2F		1A			1D 1P 2B	1P
Other activities available (e.g. games, wellness spaces, art installations, etc.)	353	168	141	44	184	167	116	144	93	13	44	54	60	132	142	34	60	44	13	28	44	184	232	152	145	30	21	66	49	35	282	215	95	34	137	60	85	222	128
	12%	14%	12%	7%	12%	11%	12%	14%	9%	16%	11%	13%	15%	12%	12%	22%	13%	14%	8%	11%	9%	12%	12%	12%	10%	17%	26%	10%	16%	16%	12%	10%	15%	18%	15%	14%	11%	10%	16%
	1D 1I 1Y 2B 2F 2L	1A 1D	1D			1A 1F	1I	1A 1G 1I								1A	1A									1A 1Y 2B 2C	1A 1Y 2B 2C	2C		1A 1Y 2B	1A 1Y 2B 2C								1D	1A 1C 1D 1E 1F 1G 1I 1K 1N 1O 1S 1U 1V 1W 1X 1Y 2B 2E 2F 2K 2L
The services available (e.g. VIP lounges, glamping, express entry, etc.)	311	154	108	51	182	126	99	139	73	8	37	48	48	119	132	25	59	51	15	23	33	179	207	137	108	46	23	50	37	44	247	174	91	38	136	59	70	193	118
	10%	13%	9%	8%	12%	8%	10%	14%	7%	10%	9%	12%	12%	11%	11%	16%	13%	16%	9%	9%	7%	12%	10%	11%	8%	26%	28%	7%	12%	20%	11%	8%	15%	20%	14%	13%	9%	9%	14%
	1C 1F 1I 1J 1Y 2B 2F 2L	1A 1C 1D			1A 1F		1I	1A 1G 1I								1A	1A					1A 1W				1A 1Y 2B 2C	1A 1Y 2B 2C		1Y 2B	1A 1Y 2B 2C					1A 2F	1A 2F	1A	1A 2K		1I 1Y	1F 1G 1I 1K 1N 1O 1T 1U 1V 1W 1X 1Y 2B 2E 2F 2K
Exposure to different art forms and organisations	424	186	174	64	228	195	162	143	119	13	63	73	48	161	182	19	65	49	16	33	60	252	290	172	195	35	17	73	58	42	331	252	122	37	173	69	112	271	148
	14%	16%	14%	11%	15%	13%	16%	14%	12%	16%	16%	18%	12%	14%	15%	12%	14%	15%	9%	13%	13%	16%	15%	13%	14%	19%	21%	11%	19%	19%	14%	12%	20%	20%	18%	16%	14%	13%	18%
	1D 1I 2B 2F 2L	1D	1D				1A 1I		1A													1A 1W		2B	1A 1Y 2B	2B			1A 1Y 2B	1A 1Y 2B					1A 2F	1A 2F	1A				1E 1F 1H 1I 1M 1N 1O 1S 1U 1W 1X 1Y 2B 2E 2F 2K 2L
The gender balance of the lineup	250	128	90	32	133	113	47	55	48	4	16	22	35	103	99	19	77	54	12	10	23	147	178	135	124	12	6	50	29	27	220	188	61	17	111	41	68	161	86
	8%	11%	7%	5%	9%	8%	5%	6%	5%	5%	4%	5%	9%	9%	8%	12%	17%	17%	7%	4%	5%	10%	9%	10%	9%	7%	7%	7%	9%	12%	9%	8%	10%	9%	12%	9%	9%	8%	11%
	1D 1G 1I 1K 1L 1T 1U 2L	1A 1C 1D						1A 1G 1I									1A	1A				1A		1A						1A 2B	1A				1A			1D 1G 1I 1K 1T 1U	1A 1C 1D 1E 1F 1G 1I 1L 1O 1T 1U 2B 2F
Don't know / none of these	78	25	27	21	41	31	18	11	44	2	5	7	10	20	25	1	4	1	7	11	17	19	49	30	27	2		17	3	1	42	43	2	3	7	9	23	42	9
	2%	2%	2%	3%	3%	2%	2%	1%	4%	2%	1%	2%	2%	2%	2%	1%	1%	-	4%	4%	4%	1%	2%	2%	2%	1%		2%	1%	-	2%	2%	-	2%	1%	2%	3%	2%	1%
	1H 1Q 1R 1V 2E 2G 2I 2L 2M								1A 1G 1H												1A			1V								2G			2G				2I	

Overlap formulae used
ColumnProportions(SIG) Minimum Base: 0(**)Small Base: 30(*)
Base: 3000
Weight: 1-chrisWeight Variable
Level applied

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015. External Influences

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M			Q6. Ticket Type Purchased (VIP vs. Regular)						Q4. Number of Music Festivals Attended in P2Y (Net)			Q32. Attitude to Loneliness - General			
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS Awarene	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS Attended	Top 2 Box - Often	Bottom 2 Box - Not Often	Q8. Length of Stay at Music Festivals - NET 1-2 days	vs. Length of Stay at Music Festivals - NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1483	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1483	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Recommendations from friends/family	1054	444	414	196	514	534	374	347	333	29	152	162	138	379	448	48	160	121	61	67	165	566	707	454	541	56	26	241	100	74	840	721	235	69	353	147	278	770	276
	35%	37%	34%	33%	35%	36%	37%	35%	33%	35%	38%	40%	34%	34%	38%	31%	35%	38%	36%	27%	35%	37%	36%	35%	38%	31%	32%	35%	32%	34%	36%	35%	38%	37%	38%	33%	35%	36%	34%
	1T	1A										1A			1A						1T	1A			1A 2C											1A 1O 1I 1T	1T
Recommendations from social media influencers	368	197	133	38	216	152	133	137	98	16	56	53	60	151	132	28	69	33	16	26	46	212	148	148	148	48	21	58	54	37	294	206	121	37	171	77	85	224	143
	12%	17%	11%	6%	15%	10%	13%	14%	10%	19%	14%	13%	15%	14%	11%	18%	15%	10%	9%	10%	10%	14%	12%	12%	10%	27%	26%	8%	17%	17%	13%	10%	19%	20%	18%	17%	11%	11%	17%
	1D 1F 1I 1Y 2B 2F 2L	1A 1C 1D	1D		1A 1F		1I	1I		1A						1A 1R						1A 1W				1A 1Y 2B 2C 2D	1A 1Y 2B		1A 1Y 2B	1A 1Y 2B				1A 2F	1A 2F	1A	1A 2K		1D 2B	1A 1C 1I 1E 1F 1G 1H 1I 1L 1N 1O 1R 1S 1T 1U 1V 1W 1X 1Y 2B 2E 2F 2K 2L
The reputation of the festival organiser/promoter (i.e. the organisation runn	783	348	305	130	428	347	321	253	209	30	127	141	101	286	343	37	111	94	34	48	108	429	517	316	345	67	29	149	111	71	615	480	213	70	294	123	185	500	274
	26%	29%	25%	22%	29%	23%	32%	25%	21%	36%	32%	35%	25%	26%	29%	24%	24%	29%	20%	19%	23%	28%	26%	24%	24%	37%	36%	22%	36%	32%	26%	23%	34%	38%	31%	28%	23%	24%	33%
	1D 1F 1I 1T 2B 2F 2K 2L	1A 1C 1D			1A 1F		1A 1H 1I	1I		1A	1A	1A			1A							1A 1W				1A 1Y 2B	1A 1Y 2B		1A 1Y 2B	1A 1Y 2B				1A 2F	1A 2F	1A			1I	1D 1E 1F 1H 1I 1M 1N 1O 1P 1Q 1S 1T 1U 1V 1W 1X 1Y 2B 2E 2F 2J 2K 2L
The popularity of the festival on social media (e.g. trending posts about the f	797	383	310	104	433	357	259	318	220	20	107	115	106	321	316	48	144	110	38	70	91	472	529	356	361	72	37	141	96	83	634	483	231	75	324	126	208	537	257
	27%	32%	26%	17%	29%	24%	26%	32%	22%	24%	27%	28%	26%	29%	26%	31%	31%	34%	22%	28%	20%	31%	27%	27%	26%	40%	46%	20%	31%	38%	27%	24%	37%	40%	35%	29%	28%	25%	31%
	1D 1F 1I 1U 2B 2F 2L	1A 1C 1D	1D		1A 1F		1I	1A 1G 1I						1A			1A	1A		1U		1A 1W			2B	1A 1Y 2B 2C	1A 1Y 2B 2C		2B	1A 1Y 2B				1A 2F	1A 2F	1A			1D 1I 1J 2B 2F	1A 1C 1I 1M 1O 1S 1U 1W 1X 1Y 2B 2E 2F 2K 2L
Promotion by the artist/s performing (e.g. on their website or on social med	728	347	273	108	383	340	246	294	188	18	115	95	104	300	275	50	128	104	36	57	76	401	502	314	344	56	28	141	94	56	590	464	182	69	287	124	167	471	248
	24%	29%	23%	18%	26%	23%	25%	29%	19%	22%	29%	23%	25%	27%	23%	32%	28%	32%	21%	23%	16%	26%	25%	24%	24%	31%	35%	20%	30%	25%	25%	23%	29%	37%	31%	28%	21%	22%	30%
	1D 1I 1J 2B 2F 2K 2L	1A 1C 1D	1D				1I	1A 1G 1I			1A			1A 1O		1A		1A		1U		1A			2B	1A 1Y 2B	1A 1Y 2B			1A 1Y 2B		1A		1A 2F	1A 2F 2G	1A	1A 2K		1D 1I 1J	1E 1F 1G 1I 1L 1M 1N 1O 1S 1T 1U 1V 1W 1X 1Y 2B 2E 2F 2K 2L
My friends/family were going even though I'm not interested in the music	736	335	297	104	393	338	248	249	239	24	100	110	109	272	306	43	105	89	42	67	107	391	455	336	333	40	29	161	87	68	576	481	174	58	257	138	176	506	221
	25%	28%	25%	17%	26%	23%	25%	25%	24%	29%	25%	27%	27%	24%	26%	28%	23%	28%	25%	27%	23%	26%	23%	26%	24%	22%	36%	23%	28%	31%	25%	23%	28%	31%	27%	31%	22%	24%	27%
	1D 1F 1W 2F	1A 1D	1D		1A 1F																	1W					1A 1Y 1Z 2B			1A 1Y 2B				1A 2F	1A 2F	1A	1A 2K		1D	1D 1F 1G 1W 1Y 2F 2K
Something else	187	59	78	50	84	99	70	33	84	3	23	32	21	45	86	9	8	13	9	14	51	102	120	81	79	11	4	48	14	10	151	138	31	9	48	26	49	128	55
	6%	5%	6%	8%	6%	7%	7%	3%	8%	4%	6%	8%	5%	4%	8%	6%	2%	4%	5%	6%	11%	7%	6%	6%	6%	6%	5%	7%	5%	5%	6%	7%	5%	5%	5%	6%	6%	6%	7%
	1B 1H 1N 1Q			1A 1B			1H		1A 1H						1A 1N	1Q		1Q			1A 1S 1T				2B													1H 1N 1Q	1B 1H 1N 1O 1R
The music was the only influence	537	135	222	180	242	294	176	176	185	13	61	71	64	195	207	19	89	52	32	45	84	256	399	245	278	27	8	142	41	23	430	395	94	16	134	58	173	413	118
	18%	11%	18%	30%	16%	20%	18%	18%	19%	16%	15%	17%	16%	18%	17%	12%	19%	16%	19%	18%	18%	17%	20%	19%	20%	15%	10%	21%	13%	10%	18%	19%	15%	9%	14%	13%	22%	19%	14%
	1B 1E 2C 2D 2G 2H 2I 2J 2M		1B	1A 1B 1C		1A 1E											1P								1A 2A 2C 2D			1A 2A 2C 2D				1A 2G 2H	2H				1A 2J	2J 2M	1A 1B 1E 1K 1M 1N 1O 1P 1V 2A 2C 2D 2G 2H 2I	1B 2H
Don't know / none of these	115	38	47	30	51	63	35	18	62	2	11	12	15	28	42	4	3	6	9	14	24	41	75	44	41	2		31	5	2	83	65	6	5	18	11	40	74	11
	4%	3%	4%	5%	3%	4%	4%	2%	6%	2%	3%	3%	4%	3%	4%	3%	1%	2%	5%	6%	5%	3%	4%	3%	3%	1%		5%	2%	1%	4%	3%	1%	1%	2%	2%	5%	3%	1%
	1H 1N 1Q 1V 1Y 2C 2D 2F 2G 2I 2M						1H		1A 1G 1H														1V					1Z 2C 2D				2G				1A 2J	2M	1H 1Q 1V 2D 2G 2I
NET Social Media + Promotion	1427	687	544	196	770	647	473	559	395	42	210	190	208	580	544	95	252	186	71	118	168	791	940	613	649	119	60	275	182	126	1126	899	382	125	563	246	342	944	473
	48%	58%	45%	33%	52%	43%	47%	56%	40%	51%	52%	47%	51%	52%	46%	61%	54%	58%	42%	48%	36%	52%	47%	47%	46%	66%	74%	40%	59%	57%	48%	44%	61%	67%	60%	56%	43%	45%	58%
	1C 1D 1F 1I 1U 2B 2F 2K 2L	1A 1C 1D	1D		1A 1F		1I	1A 1G 1I			1A			1A 1O		1A	1A	1A		1U		1A 1W			2B	1A 1Y 2B	1A 1Y 2B 2C 2D		1A 1Y 2B	1A 1Y 2B				1A 2F	1A 2F	1A	1A 2K		1D 1I 1J 2B	1E 1F 1G 1I 1K 1L 1M 1N 1O 1S 1T 1U 1V 1W 1X 1Y 2B 2E 2F 2K 2L
NET Social Media	1013	500	385	128	592	444	330	396	287	29	140	141	146	410	392	67	183	127	50	87	124	586	663	443	451	96	46	179	129	104	805	614	293	96	419	174	253	668	344
	34%	42%	32%	21%	38%	30%	33%	40%	29%	35%	35%	35%	36%	37%	33%	43%	40%	40%	29%	35%	27%	38%	33%	34%	32%	53%	57%	26%	41%	47%	34%	30%	47%	52%	45%	39%	32%	31%	42%
	1D 1F 1I 1U 1Y 2B 2F 2L	1A 1C 1D	1D		1A 1F		1I	1A 1G 1I						1A 1O		1A	1A	1A		1U		1A 1W			2B	1A 1Y 2B 2C	1A 1Y 2B 2C		1A 1Y 2B	1A 1Y 2B				1A 2F	1A 2F	1A	1A 2K		1D 1I 1J 2B	1A 1C 1I 1E 1F 1G 1I 1K 1L 1M 1N 1O 1S 1T 1U 1V 1W 1X 1Y 2B 2E 2F 2K 2L

Overlap formulae used
ColumnProportions(5%): Minimum Base: 0(**) Small Base: 30(*)
Base: 3000
Weight: 1-<Sn>Weight Variable
Levelapplied:

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Q16. Timing Triggers for Purchasing Festival Tickets

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)							Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness – General			
	Total	Gen Z (16-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	08. Length of Stay at Music Festivals - NET 1-2 days	09. Length of Stay at Music Festivals - NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
As soon as Early Bird tickets were released	862 29%	334 28%	348 29%	180 30%	403 27%	455 30%	314 31%	270 27%	278 28%	25 30%	119 30%	144 35%	100 24%	315 28%	373 31%	39 25%	116 25%	98 31%	36 21%	80 32%	131 28%	507 33%	608 31%	381 29%	403 29%	67 37%	26 32%	164 24%	136 44%	58 26%	700 30%	572 28%	192 31%	69 37%	317 34%	119 27%	253 32%	592 28%	266 32%
	1M 1S 2B					1A 1E	1A 1H					1A			1A 1M					1S		1A 1W	1A		2B	1A 1Y 2B 2D			1A 1Y 2B 2D		1A			1A 2F	1A		1A	1S 2B	1A 1B 1C 1E 1H 1I 1M 1N 1P 1Q 1S 1Y 2B 2F 2J 2L
As soon as the key headliners were announced	862 29%	339 28%	362 30%	161 27%	423 28%	436 29%	355 36%	261 26%	246 25%	20 24%	145 36%	154 38%	88 22%	334 30%	370 31%	30 19%	127 27%	97 30%	38 22%	62 25%	119 26%	440 29%	603 30%	357 27%	420 30%	52 29%	21 26%	217 32%	68 22%	78 35%	676 29%	598 29%	205 33%	40 22%	271 29%	140 32%	212 27%	604 29%	254 31%
	1H 1I 1M 1P 2C 2H						1A 1H 1I				1A 1J	1A 1J		1M	1A 1M		1P	1P					1A		2C				2C		1A 2C		2H	1A 2H				1I 1M 1P 2C 2H	1H 1I 1M 1P 1S 1U 1X 2C 2H 2K
As soon as the rest of the lineup was announced	530 18%	234 20%	210 17%	86 14%	292 20%	234 16%	130 13%	215 22%	185 19%	15 18%	65 16%	38 9%	92 22%	216 19%	183 15%	40 26%	100 22%	63 20%	37 22%	51 21%	82 18%	269 18%	337 17%	251 19%	269 19%	25 14%	13 16%	124 18%	48 15%	44 20%	413 18%	367 18%	118 19%	29 16%	172 18%	71 16%	122 15%	369 17%	154 19%
	1D 1F 1G 1L 1O 2K	1A 1D			1A 1F			1A 1G	1G	1L	1L		1A 1O	1O		1A	1A							1A															1D 1F 1G 1L 1O	1D 1F 1G 1L 1O 2K
As soon as my travel and accommodation arrangements had been confirmed	271 9%	117 10%	103 9%	51 8%	145 10%	124 8%	64 6%	146 15%	61 6%	13 16%	20 5%	26 6%	56 14%	116 10%	84 7%	25 16%	78 17%	37 12%	18 11%	18 7%	21 5%	112 7%	151 8%	106 8%	118 8%	23 13%	14 17%	45 7%	41 13%	28 13%	189 8%	181 9%	55 9%	29 16%	100 11%	52 12%	65 8%	169 8%	98 12%
	1G 1I 1K 1L 1O 1U 1V 1W 2B 2E 2L							1A 1G 1I		1A 1K 1L			1A 1O	1A 1O		1A	1A 1R		1U							1Y 2B	1A 1Y 2B		1A 1Y 2B	1A 1Y 2B				1A 2F 2G	1A	1A 2K		1I 1K 1U	1A 1B 1C 1D 1E 1F 1G 1I 1K 1L 1O 1T 1U 1V 1W 1X 1Y 2B 2E 2F 2G 2K 2L
Closer to the event date / at the last minute	260 9%	97 8%	110 9%	53 9%	114 8%	142 10%	75 8%	68 7%	117 12%	1 1%	36 9%	23 6%	40 10%	80 7%	103 9%	15 10%	26 6%	19 6%	24 14%	18 7%	61 13%	122 8%	157 8%	113 9%	129 9%	7 4%	3 4%	88 13%	11 4%	9 4%	200 9%	195 10%	41 7%	12 6%	52 6%	31 7%	72 9%	230 11%	24 3%
	1H 1J 1L 1N 1Q 1Z 2C 2D 2G 2I 2M								1A 1G 1H		1J								1A 1T		1A 1T				1Z 2C 2D			1A 1Y 1Z 2A 2C 2D				1A 2G						1A 1B 1C 1E 1F 1G 1H 1J 1L 1N 1O 1Q 1R 1V 1W 1X 1Y 1Z 2A 2C 2D 2E 2F 2G 2H 2I 2J 2M	
Don't know / can't remember	215 7%	71 6%	74 6%	70 12%	109 7%	102 7%	62 6%	40 4%	113 11%	9 11%	18 4%	22 5%	33 8%	53 5%	80 7%	7 4%	16 3%	7 2%	17 10%	19 8%	51 11%	79 5%	130 7%	93 7%	74 5%	6 3%	4 5%	50 7%	7 2%	3 1%	157 7%	141 7%	12 2%	7 4%	26 3%	29 7%	75 9%	155 7%	23 3%
	1B 1H 1K 1N 1Q 1R 1V 1Y 1Z 2C 2D 2G 2I 2M			1A 1B 1C			1H		1A 1G 1H	1K			1N		1N						1A		1V		2C 2D			2C 2D				2G					1A	1S 1H 1K 1N 1Q 1R 1V 1Y 1Z 2C 2D 2G 2I 2M	

Overlap formulae used

ColumnProportions(5%): Minimum Base: 0(**) Small Base: 30(*)

Base: 3000

Weight: 1 </br>Weight Variable

Level applied:

Contents

017. Information Sources & Channels

		Age Net			Gender NET		0COUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M			Q6. Ticket Type Purchased (VIP vs. Regular)								Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Loneliness - General			
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	Q8. Length of Stay at Music Festivals - NET 1-2 days	Q8. Length of Stay at Music Festivals - NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
On my social media feed/algorithm	795	370	307	118	388	401	373	164	258	36	139	163	112	263	342	27	74	55	49	50	124	455	547	320	413	55	18	163	76	50	628	521	184	58	282	122	195	572	213
	27%	31%	25%	20%	26%	27%	37%	16%	26%	43%	34%	40%	27%	24%	29%	17%	16%	17%	29%	20%	27%	30%	28%	25%	29%	31%	22%	24%	24%	23%	27%	25%	30%	31%	28%	28%	24%	27%	26%
	1D 1H 1N 1P 1Q 1R 1T 1X	1A 1C 1D	1D				1A 1H 1I		1H	1A	1A	1A			1A 1N				1T			1A 1W			1A 2B 2D								2F						1D 1H 1N 1P 1Q 1R 1T 1X 2B	1D 1H 1P 1Q 1R
On social media, via influencers	627	333	228	66	332	292	223	235	169	20	90	100	87	237	265	33	102	87	34	45	78	356	410	274	292	59	29	96	90	54	503	383	176	52	244	95	156	422	199
	21%	28%	19%	11%	22%	20%	22%	24%	17%	24%	22%	25%	21%	21%	22%	21%	22%	27%	20%	18%	17%	23%	21%	21%	21%	32%	36%	14%	29%	25%	22%	19%	28%	28%	26%	21%	20%	20%	24%
	1C 1D 1I 1U 2B 2F 2L	1A 1C 1D	1D		1A		1I	1A 1I			1A				1A				1A 1W			2B	1A 1Y 2B	1A 1Y 2B		1A 1Y 2B	2B		1A 2F	1A 2F	1A				1D 1I 2B	2F 2K 2L	1A 1L 1U 1F 1I 1N 1T 1U 1W 1X 1Y 2B 2E
On social media, via music pages	994	432	359	203	474	514	369	353	272	37	150	148	128	390	383	41	165	128	50	75	107	568	694	427	509	53	29	204	107	76	821	653	237	71	359	141	271	683	300
	33%	36%	30%	34%	32%	34%	37%	35%	27%	45%	37%	36%	31%	35%	32%	26%	36%	40%	29%	30%	23%	37%	35%	33%	36%	29%	36%	30%	34%	35%	35%	32%	38%	38%	38%	32%	34%	32%	37%
	1C 1I 1U 2B 2F	1A 1C					1A 1I	1I		1A							1P	1A 1P		1U		1A 1W	1A		1A 2B							1A 2F		1A				1C 1I 1U	1A 1C 1E 1I 1M 1O 1P 1U 1X 1Z 2B 2F 2L
On social media, via artists' pages	1017	478	377	162	470	542	359	356	302	26	139	154	133	395	399	50	177	109	57	79	136	579	744	459	462	72	30	249	109	76	851	658	252	78	350	157	247	716	280
	34%	40%	31%	27%	32%	36%	36%	36%	30%	31%	34%	38%	33%	35%	33%	32%	38%	34%	34%	32%	29%	38%	37%	35%	33%	40%	37%	36%	35%	35%	36%	32%	40%	42%	37%	36%	31%	34%	35%
	1C 1D 1E 1I 1U 2F 2K	1A 1C 1D				1A 1E	1I	1I									1A					1A	1A								1A		1A 2F	1A 2F	1A			2F	1C 1D 1E 1I 1U 2F 2K
On artists' websites	620	216	267	138	327	280	209	253	158	16	94	84	85	271	224	46	128	69	23	49	71	345	460	262	280	42	27	130	75	54	490	398	168	42	231	98	164	413	203
	21%	18%	22%	23%	22%	19%	21%	25%	16%	19%	23%	21%	21%	24%	19%	29%	28%	21%	14%	20%	15%	23%	23%	20%	20%	23%	33%	19%	24%	25%	21%	19%	25%	23%	25%	22%	21%	19%	25%
	1B 1I 1O 1S 1U 2F 2L		1B	1B			1I	1A 1G 1I						1A 1O		1A	1A					1A	1A				1A 1Y 2B						1A 2F		1A			1I 1S 1U	1A 1B 1E 1F 1G 1I 1O 1S 1U 1X 1Y 2B 2E 2F 2K 2L
On popular music blogs/websites/apps (e.g. EARMILK, Pitchfork, NME, etc.	327	160	127	40	202	122	126	125	76	16	39	66	59	120	127	25	59	33	18	22	28	195	218	145	120	36	13	58	50	46	266	171	113	36	153	51	76	201	124
	11%	13%	11%	7%	14%	8%	13%	13%	8%	19%	10%	16%	14%	11%	11%	16%	13%	10%	11%	9%	6%	13%	11%	11%	8%	20%	16%	8%	16%	21%	11%	8%	18%	19%	16%	12%	10%	9%	15%
	1D 1F 1I 1U 1Y 2B 2F 2L	1A 1C 1D	1D		1A 1F		1A 1I	1A 1I		1A 1K		1A 1K	1A 1N 1O			1A			1U			1A 1W				1A 1Y 2B	1Y 2B		1A 1Y 2B	1A 1Y 2B			1A 2F	1A 2F	1A			1D 1F 1I 1U 2F	1A 1L 1U 1F 1G 1H 1I 1K 1N 1O 1R 1T 1U 1V 1W 1X 1Y 2B 2E 2F 2J 2K
On music forums (e.g. Music Banter, Reddit, Pulse Music Board, etc.)	389	185	160	64	255	131	136	163	90	17	44	66	62	152	155	28	79	51	17	29	38	231	263	162	162	41	22	61	60	43	307	213	127	41	168	66	103	218	169
	13%	14%	13%	11%	17%	9%	14%	16%	9%	20%	11%	16%	15%	14%	13%	18%	17%	16%	10%	12%	8%	15%	13%	12%	11%	23%	27%	9%	19%	20%	13%	10%	20%	22%	18%	15%	13%	10%	21%
	1F 1I 1U 1Y 2B 2F 2L				1A 1F		1I	1A 1I		1A 1K		1A 1K					1A					1A 1W				1A 1Y 2B	1A 1Y 2B		1A 1Y 2B	1A 1Y 2B			1A 2F	1A 2F	1A			1F	1A 1D 1L 1M 1N 1O 1R 1S 1T 1U 1W 1X 1Y 2B 2E 2F 2I 2J 2K
On news channels (e.g.TV, websites, apps, etc)	549	183	228	138	294	250	147	219	183	18	59	56	80	184	235	38	86	83	24	39	96	301	377	270	252	33	21	132	56	46	451	354	131	46	202	83	153	373	170
	18%	15%	19%	23%	20%	17%	15%	22%	18%	22%	15%	14%	20%	17%	20%	24%	19%	26%	14%	16%	21%	20%	19%	21%	18%	18%	26%	19%	18%	21%	19%	17%	21%	25%	22%	19%	19%	18%	21%
	1B 1F 1G 1K 1L 2F		1B	1A 1B 1C	1A 1F			1A 1G 1I	1G						1N	1A		1A 1Q				1A		1A							1A		1A 2F	1A 2F	1A			1B 1G 1L	1A 1B 1F 1G 1K 1L 1N 1S 1Y 2F 2L
On music radio stations	516	138	232	146	284	230	172	209	135	10	66	82	55	191	232	27	88	84	18	37	66	253	354	211	247	31	16	115	51	38	428	350	103	42	199	69	161	346	162
	17%	12%	19%	24%	19%	15%	17%	21%	14%	12%	16%	20%	13%	17%	19%	17%	19%	26%	11%	15%	14%	17%	18%	16%	17%	17%	20%	17%	16%	17%	18%	17%	17%	23%	21%	16%	20%	16%	20%
	1B 1F 1I 1M 1S		1A 1B	1A 1B 1C	1A 1F		1I	1A 1G 1I							1A 1M			1A 1P 1Q				1A									1A		1A		1A 2J	1B 1I 1S	1A 1B 1F 1I 1M 1S 1U 1V 1X 2F 2J 2L
From word of mouth	931	343	387	201	461	460	359	262	310	26	142	154	106	319	414	37	108	107	43	69	153	493	629	406	477	54	19	224	74	52	746	646	190	59	288	131	271	677	244
	31%	29%	32%	33%	31%	31%	36%	26%	31%	31%	35%	38%	26%	29%	35%	24%	23%	33%	25%	28%	33%	32%	32%	31%	34%	30%	23%	33%	24%	24%	32%	31%	30%	32%	31%	30%	34%	32%	30%
	1B 1H 1M 1N 1P 1Q 2C 2D			1B			1A 1H 1I		1H		1A	1A			1A 1M 1N			1P 1Q							1A 2C 2D		2C 2D				1A						1A	2C 2D	1B 1H 1M 1N 1P 1Q 1H 1Q 2C 2D
From other sources	209	51	88	70	90	115	92	33	84	6	31	41	29	61	88	7	12	9	16	18	38	101	148	86	85	9	2	61	17	13	154	161	22	4	35	30	60	165	36
	7%	4%	7%	12%	6%	8%	9%	3%	8%	7%	8%	10%	7%	5%	7%	4%	3%	3%	9%	7%	8%	7%	7%	7%	6%	5%	2%	9%	5%	6%	7%	8%	4%	2%	4%	7%	8%	8%	4%
	1B 1H 1N 1Q 1R 2G 2H 2I 2M		1B	1A 1B 1C			1A 1H		1A 1H			1A													1A 1Y 2A						1A 2G 2H						1A 1B 1F 1L 1H 1N 1Q 1R 1V 1X 1Y 2E 2G 2H 2I 2M
None of these	80	32	32	16	36	43	19	20	41	2	7	4	12	24	24	4	9	2	6	8	18	36	44	27	27	2	3	21	2	2	58	53	5	4	15	13	20	49	9
	3%	3%	3%	3%	2%	3%	2%	2%	4%	2%	2%	1%	3%	2%	2%	3%	2%	1%	4%	3%	4%	2%	2%	2%	2%	1%	4%	3%	1%	1%	2%	3%	1%	2%	2%	3%	3%	2%	1%
	1L 1R 1Y 2C 2G 2I 2M								1A 1G 1H																		2C	2C				2G						1R 2C 2G 2M
NET Social media	2147	953	820	374	1045	1090	780	708	659	67	309	325	286	811	856	95	336	238	124	166	293	1185	1459	935	1059	131	63	466	228	157	1722	1444	488	143	732	318	551	1512	611
	72%	80%	68%	62%	70%	73%	78%	71%	66%	81%	77%	80%	70%	73%	72%	61%	73%	74%	73%	67%	63%	76%	73%	72%	75%	73%	78%	68%	73%	71%	74%	70%	78%	77%	78%	72%	69%	71%	75%
	1C 1D 1I 1P 1U 2B 2F	1A 1C 1D	1D				1A 1H 1I	1I			1A	1A					1P	1P	1U			1A 1W	1A		1A 2B						1A		1A 2F		1A			1U 2B	1A 1C 1D 1E 1H 1I 1P 1T 1U 2B 2F 2K

Overlap formulae used.
ColumnProportions(5%): Minimum Base: 0(**) Small Base: 30(*)
Base: 3000
Weight: 1-<Err>Weight Variable
Levelapplied:

Contents

018. Social Media Channels

		Age Net			Gender NET		0COUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Prompted Brand	06. Ticket Type Purchased (VIP vs. Regular)							Festivals Awarene	04. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness - General			
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	08. Length of Stay at Music Festivals NET 1-2 days	Length of Stay at Music Festivals - NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	2147	953	820	374	1045	1090	780	708	659	67	309	325	286	811	856	95	336	238	124	166	293	1165	1459	935	1059	131	63	466	228	157	1722	1444	488	143	732	318	551	1512	611
Weighted Base	2147	953	820	374	1045	1090	780	708	659	67	309	325	286	811	856	95	336	238	124	166	293	1165	1459	935	1059	131	63	466	228	157	1722	1444	488	143	732	318	551	1512	611
TikTok	872 41%	530 56%	246 30%	96 26%	381 36%	487 45%	311 40%	318 45%	243 37%	35 52%	122 39%	133 41%	145 51%	341 42%	327 38%	51 54%	155 46%	99 42%	59 48%	64 39%	95 32%	518 44%	581 40%	377 40%	399 38%	63 48%	40 63%	157 34%	125 55%	81 52%	702 41%	507 35%	246 50%	92 64%	353 48%	153 48%	190 34%	595 39%	271 44%
	1C 1D 1E 1I 1U 1Y 2B 2F 2K	1A 1C 1D				1A 1E		1A 1G 1I		1A			1A 1N 1O			1A 1R	1A		1U			1A 1W			1Y	1Z	1A 1Y 1Z 2B	2B	1A 1Y 2B	1A 1Y 2B			1A 2F	1A 2F 2G	1A	1A 2K		1C 1D 1E 1U 2B 2F 2K	1A 1C 1I 1L 1G 1I 1O 1U 1W 1X 1Y 2B 2E 2F 2K 2L
Instagram	1618 75%	783 82%	599 73%	234 63%	741 71%	864 79%	562 72%	579 82%	475 72%	49 73%	205 66%	244 75%	208 73%	582 72%	670 78%	72 76%	272 81%	205 86%	87 70%	105 63%	221 75%	904 78%	1128 77%	739 79%	809 76%	101 77%	48 76%	340 73%	172 75%	119 76%	1331 77%	1082 74%	387 79%	115 80%	589 80%	252 79%	408 74%	1136 75%	486 76%
	1D 1E 1G 1I 1K 1N 1T 2F	1A 1C 1D	1D			1A 1E		1A 1G 1I				1K			1A 1N		1A	1A 1P			1T	1A	1A	1A							1A		1A 2F		1A			1D 1E 1G 1I 1K 1N 1T	1D 1E 1G 1K 1N 1T
Facebook	961 45%	258 27%	438 53%	265 71%	466 45%	491 45%	410 53%	249 35%	302 46%	34 51%	174 56%	168 52%	119 42%	382 47%	383 45%	38 40%	123 37%	80 34%	47 38%	85 51%	135 46%	522 45%	640 44%	403 43%	434 41%	59 45%	33 52%	220 47%	118 52%	71 45%	784 46%	632 44%	224 46%	69 48%	335 46%	137 43%	270 49%	671 44%	279 46%
	1B 1H 1Q 1R 1Y		1A 1B	1A 1B 1C			1A 1H 1I		1H		1A	1A								1S								1Y	1A 1Y								1A	1B 1H 1Q 1R 1Y	1B 1H 1Q 1R 1Y
X/Twitter	493 23%	251 26%	169 21%	73 20%	329 31%	162 15%	196 25%	223 31%	74 11%	10 15%	74 24%	102 31%	50 17%	204 25%	216 25%	28 29%	99 29%	86 36%	12 10%	31 19%	28 10%	278 24%	341 23%	198 21%	224 21%	40 31%	28 44%	94 20%	57 25%	46 29%	401 23%	313 22%	126 26%	45 31%	209 29%	69 22%	130 24%	289 19%	201 33%
	1C 1F 1I 1M 1S 1U 2L	1A 1C 1D				1A 1F		1I	1A 1G 1I			1A 1J 1K		1M	1A 1M		1A	1A		1S 1U						1A 1Y 2B	1A 1Y 2B 2C 2D			1A 1Y 2B				1A 2F	1A			1F 1I 1S 1U	1F 1G 1I 1J 1K 1M 1N 1O 1S 1T 1U 1V 1W 1X 1Y 2B 2C 2E 2F 2G 2I 2J 2K 2L
YouTube	780 36%	364 38%	291 35%	125 33%	474 45%	303 28%	276 35%	303 43%	201 31%	25 37%	107 35%	122 38%	108 38%	319 39%	305 36%	45 47%	145 43%	104 44%	38 31%	67 40%	79 27%	443 38%	521 36%	349 37%	344 32%	58 44%	36 57%	153 33%	102 45%	77 49%	627 36%	461 32%	236 48%	65 45%	340 46%	122 38%	195 35%	519 34%	252 41%
	1F 1I 1U 1Y 2F 2L				1A 1F		1I	1A 1G 1I						1A		1A	1A	1A		1U		1W				1Y 2B	1A 1Y 2B		1A 1Y 2B	1A 1Y 2B			1A 2F	1A 2F	1A			1F 1I 1U 2F	1A 1C 1I 1J 1P 1G 1I 1K 1O 1S 1U 1W 1Y 2B 2E 2F 2K 2L
Reddit	176 8%	88 9%	73 9%	15 4%	117 11%	57 5%	81 10%	37 5%	58 9%	7 10%	32 10%	38 12%	26 9%	58 7%	83 10%	8 8%	12 4%	16 7%	11 9%	14 8%	29 10%	113 10%	128 9%	80 9%	86 8%	14 11%	11 17%	25 5%	20 9%	18 11%	144 8%	91 6%	59 12%	22 15%	75 10%	25 8%	41 7%	98 6%	77 13%
	1D 1F 1H 1Q 2B 2F 2L	1D	1D		1A 1F		1A 1H		1H			1A			1A	1Q						1A				2B	1A 1Y 2B 2C			2B			1A 2F	1A 2F	1A			1D 1Q	1A 1B 1C 1D 1F 1H 1I 1N 1O 1Q 1R 1V 1W 1X 1Y 2B 2E 2F 2J 2K 2L
Discord	114 5%	65 7%	39 5%	10 3%	73 7%	41 4%	34 4%	46 6%	34 5%	4 6%	13 4%	17 5%	25 9%	43 5%	44 5%	13 14%	17 5%	16 7%	8 6%	13 8%	11 4%	71 6%	79 5%	60 6%	38 4%	15 11%	12 19%	18 4%	14 6%	17 11%	98 6%	46 3%	45 9%	21 15%	64 9%	27 8%	22 4%	66 4%	48 8%
	1D 1F 1Y 2F 2L	1A 1D			1A 1F								1A 1N 1O			1A 1Q 1R						1A				1A 1Y 2B	1A 1Y 2B 2C			1A 1Y 2B			1A 2F	1A 2F	1A	1A 2K		2F	1A 1C 1G 1I 1Q 1I 1K 1N 1O 1U 1W 1Y 2B 2E 2F 2K 2L
SoundCloud	125 6%	58 6%	47 6%	20 5%	69 7%	56 5%	37 5%	48 7%	40 6%	6 9%	12 4%	18 6%	29 10%	40 5%	52 6%	13 14%	19 6%	14 6%	10 8%	9 5%	20 7%	85 7%	82 6%	65 7%	49 5%	12 9%	12 19%	18 4%	19 8%	14 9%	106 6%	41 3%	58 12%	23 16%	70 10%	24 8%	32 6%	70 5%	55 9%
	1Y 2B 2F 2L												1A 1N 1O			1A 1Q 1R						1A 1W		1A		1Y 2B	1A 1Y 2B 2C 2D		1Y 2B	1Y 2B			1A 2F	1A 2F	1A			2F	1A 1B 1C 1D 1E 1F 1G 1H 1I 1K 1L 1N 1O 1Q 1W 1X 1Y 2B 2E 2F 2K 2L
Other social media channels	41 2%	18 2%	14 2%	9 2%	26 2%	15 1%	16 2%	8 1%	17 3%	2 3%	5 2%	8 2%	8 3%	10 1%	20 2%		4 1%	3 1%	6 5%	1 1%	9 3%	25 2%	28 2%	20 2%	17 2%	2 2%	4 6%	8 2%	6 3%	3 2%	36 2%	24 2%	16 3%	1 1%	14 2%	6 2%	11 2%	24 2%	17 3%
					1A				1H										1A 1T								1A 1Y 2B						1A 2F					1F 1H 1N 1Y 2F
Prefer not to say	6 -		3 -	3 1% 1A 1B	4 -	2 -	3 -	1 -	2 -		1 -			2 -						1 1%		4 -	4 -	1 -	4 -			1 -			3 -	4 -	1 -		2 -	1 -	1 -	4 -	1 -

Overlap formulae used
ColumnProportions(5%): Minimum Base: 0(**) Small Base: 30(*)
Base: 2147
Weight: 1 </bn>Weight Variable
Level applied:

Footprints

019. Barriers to Attending Music Festivals

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Prompte d Brand	Q6. Ticket Type Purchased (VIP vs. Regular)					Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness - General			Q8. Length of Stay at Music Festivals - NET 1-2 days	Q8. Length of Stay at Music Festivals - NET 3 or more days
	Total	Gen Z (18-28)	Millennials (30-45)	Gen X & Boomers (46-81)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often		
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1483	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1686	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1483	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1686	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
A remote or difficult-to-reach venue	833	285	344	204	375	446	298	276	259	19	112	135	105	317	339	35	131	96	51	74	108	433	578	365	440	46	18	197	67	38	669	588	158	46	242	117	217	639	167
	28%	24%	29%	34%	25%	30%	30%	28%	26%	23%	28%	33%	26%	28%	28%	22%	28%	30%	30%	30%	23%	28%	29%	28%	31%	26%	22%	29%	22%	17%	29%	29%	25%	25%	26%	26%	27%	30%	23%
	1B 1E 1U 2C 2D 2M		1B	1A 1B 1C		1A 1E																	1A		1A 2C 2D	2D		2C 2D			1A								1A 1B 1L 1M 1P 1U 1X 2C 2D 2E 2F 2G 2I 2K 2M
High ticket prices	1628	567	668	375	758	838	574	443	561	36	243	223	188	573	668	61	203	150	91	127	295	820	1123	726	837	74	18	419	127	78	1291	1159	302	75	426	207	464	1220	363
	54%	48%	55%	62%	51%	56%	57%	44%	56%	43%	60%	55%	46%	51%	56%	39%	44%	47%	54%	51%	63%	54%	67%	56%	59%	41%	22%	61%	41%	35%	55%	56%	48%	40%	45%	47%	57%	58%	44%
	1B 1E 1H 1M 1P 1Q 1R 1Z 2A 2C 2D 2G 2H 2I 2J 2M		1B	1A 1B 1C		1A 1E	1A 1H		1A 1H		1A 1J			1A 1M 1N		45	142	99	51	53	84	427	577	339	440	40	16	205	85	53	671	629	157	39	250	133	220	648	203
High travel costs	886	333	348	185	425	435	347	304	215	36	142	131	132	337	314	29%	31%	31%	30%	21%	18%	28%	29%	26%	31%	22%	20%	30%	27%	24%	29%	31%	25%	21%	27%	30%	28%	31%	25%
	29%	28%	29%	31%	29%	29%	35%	30%	22%	43%	35%	32%	32%	30%	26%																							1A 1B 1L 1R 1S 1T 1U 1Y 1W 1X 1Z 2A 2D 2E 2G 2H 2I 2K 2M	
	1I 1Q 1T 1U 1X 1Z 2G 2H 2M						1A 1H 1I	1I		1A	1A		1Q	1Q		1T 1U									1A 1Z 2A 2G		1Z				1A 2G 2H								1U
High accommodation expenses	778	282	282	155	368	346	248	300	171	22	93	105	104	269	282	47	142	97	35	34	80	374	478	285	351	40	16	176	62	54	573	511	142	38	229	123	183	500	209
	26%	24%	23%	26%	25%	23%	25%	30%	17%	27%	23%	26%	25%	24%	24%	30%	31%	30%	21%	14%	17%	24%	28%	22%	25%	22%	20%	26%	20%	25%	25%	25%	23%	20%	24%	28%	23%	24%	26%
	1I 1T 1U 1X						1I	1A 1G 1I									1A	1A																				1I 1T 1U 1C 1G 1K 1L 1M 1Q 1R 1S 1V 2K
The festival duration being too long	243	108	97	38	135	108	55	108	80	8	23	20	42	102	87	24	50	31	10	29	36	138	154	112	104	15	6	53	34	27	186	166	53	17	91	36	50	167	71
	8%	9%	8%	6%	9%	7%	6%	11%	8%	10%	6%	5%	10%	9%	7%	15%	11%	10%	6%	12%	8%	9%	9%	9%	7%	8%	7%	8%	11%	12%	8%	8%	9%	9%	10%	8%	6%	8%	9%
	1G 1L 2K	1D		1A			1A	1A 1G 1I	1G				1A	1A		1A 1G						1A 1W				1Y	1A 1Y 2B								1A			1G 1K 1L 2K
The festival duration being too short	282	150	88	44	182	100	71	91	120	4	36	26	45	110	109	17	44	29	24	30	54	161	188	154	120	20	17	51	31	37	227	172	78	27	119	51	69	194	93
	9%	13%	7%	7%	12%	7%	7%	9%	12%	5%	9%	6%	11%	10%	9%	11%	10%	9%	14%	12%	12%	11%	8%	12%	8%	11%	21%	7%	10%	17%	10%	8%	13%	15%	13%	12%	9%	9%	11%
	1C 1F 1G 1L 1W 2B 2F	1A 1C 1D			1A 1F				1A 1G 1H							1A						1A 1W		1A			1A 1Y 1Z 2B 2C			1A 1Y 2B 2C		1A 2F	1A 2F	1A			1F	2K 2L	1A 1C 1U 1Y 1Z 2F 2K 2L
Consistently bad weather over the years (e.g. rain, mud)	737	262	293	182	341	389	267	254	216	16	114	109	92	272	310	40	118	85	36	40	118	380	504	324	383	41	24	175	67	46	579	517	141	48	212	101	208	534	193
	25%	22%	24%	30%	23%	26%	27%	25%	22%	19%	28%	27%	22%	24%	26%	26%	25%	26%	21%	16%	25%	25%	30%	25%	26%	23%	30%	25%	22%	21%	25%	25%	23%	26%	23%	23%	26%	25%	24%
	1B 1E 1I 1T			1A 1B 1C		1E	1I		1I												1T			1A 1V															1T
Tickets selling out too quickly	769	299	316	154	382	383	272	225	272	22	116	101	98	281	318	33	105	72	43	60	145	381	536	356	381	37	18	187	82	50	619	524	171	40	258	101	228	583	200
	26%	25%	26%	26%	26%	26%	27%	23%	27%	27%	29%	25%	24%	25%	27%	21%	23%	22%	25%	24%	31%	25%	32%	27%	27%	21%	22%	27%	26%	23%	27%	26%	27%	22%	28%	23%	29%	27%	24%
	1H						1H		1H												1A 1T		1A 1V									1A						1H	
Family/work responsibilities	554	212	230	112	286	267	216	196	142	22	84	92	72	194	240	30	83	70	20	27	78	283	360	207	281	28	17	126	43	40	418	371	114	44	192	80	132	398	146
	18%	18%	19%	19%	19%	18%	22%	20%	14%	27%	21%	23%	18%	17%	20%	19%	18%	22%	12%	11%	17%	19%	18%	16%	20%	16%	21%	18%	14%	18%	18%	18%	18%	24%	20%	18%	17%	19%	18%
	1I 1S 1T 1X 2C						1A 1I	1I													1T				2G													2C	1I 1S 1T
Planning inconveniences	316	146	123	47	169	145	127	101	88	17	40	63	42	109	141	15	44	36	10	25	42	162	198	128	143	22	11	61	45	29	230	199	88	21	111	46	70	274	98
	11%	12%	10%	8%	11%	10%	13%	10%	9%	20%	10%	15%	10%	10%	12%	10%	10%	11%	6%	10%	9%	11%	10%	10%	10%	12%	14%	9%	14%	13%	10%	10%	14%	11%	12%	10%	9%	13%	12%
	1D 1I 1S 2E 2F	1A 1D					1A 1I			1A 1K		1A 1K																	1A 1Y 2B				1A 2F					1D	1D 1F 1I 1S 1W 2B 2E 2F 2K
Feeling unsafe or uncomfortable	892	318	335	197	357	489	324	270	278	20	132	133	94	315	358	27	128	99	47	57	134	447	584	372	438	49	16	230	86	48	685	600	158	51	248	98	218	644	195
	28%	27%	28%	33%	24%	33%	30%	27%	28%	24%	33%	30%	23%	28%	30%	17%	27%	31%	28%	23%	29%	29%	29%	29%	29%	27%	20%	31%	28%	21%	29%	29%	25%	27%	26%	22%	27%	30%	24%
	1E 1M 1P 2D 2J 2M																																					1A 1B 1C 1E 1H 1I 1M 1P 1T 2A 2D 2G 2I 2J 2K 2M	
Feeling excluded / not fitting in	245	120	88	37	141	104	92	73	80	8	36	38	39	88	100	15	31	26	16	21	36	134	159	97	98	22	15	57	32	14	190	157	55	22	100	56	48	159	81
	8%	10%	7%	6%	9%	7%	9%	7%	8%	10%	9%	9%	10%	8%	8%	10%	7%	8%	9%	8%	8%	9%	8%	7%	7%	12%	19%	8%	10%	6%	8%	8%	9%	12%	11%	13%	6%	8%	10%
	1D 1F 1Y 2K	1A 1C 1D			1A 1F																					1A 1Y 2D	1A 1Y 2B 2C 2D		1Y					2F	1A	1A 2K			1A 1C 1D 1F 1I 1N 1Q 1W 1X 1Y 2E 2F 2K 2L
The festival doesn't align with my values	398	157	157	74	186	196	120	165	103	10	43	54	48	148	198	19	78	56	19	27	46	204	267	156	172	34	11	86	36	31	312	281	80	26	124	50	89	254	124
	13%	13%	13%	12%	13%	13%	12%	17%	10%	12%	11%	13%	12%	13%	13%	12%	17%	17%	11%	11%	10%	13%	16%	12%	12%	19%	14%	13%	12%	14%	13%	13%	13%	14%	13%	11%	11%	12%	15%
	1I 1U 2L							1A 1G 1I									1A	1A								1A 1Y 2B 2C													1A 1E 1G 1I 1K 1U 1X 1Y 2F 2J 2K 2L
Negative discourse/reviews	392	189	148	55	209	178	156	155	101	14	64	61	44	151	155	17	80	52	13	27	42	219	259	158	175	27	18	83	50	33	322	258	84	32	145	66	99	263	124
	13%	16%	12%	9%	14%	12%	16%	14%	10%	17%	16%	15%	11%	14%	13%	11%	13%	16%	8%	11%	9%	14%	13%	12%	12%	15%	22%	12%	16%	15%	14%	13%	13%	17%	15%	15%	12%	12%	15%
	1D 1I 1S 1U	1A 1C 1D	1D				1A 1I	1I														1A					1A 1Y 2B				1A							1D 1I 1U	1A 1C 1D 1F 1I 1M 1Q 1U 1X 1Y 2F 2L
Items of mine were previously stolen at music festivals	246	113	96	36	124	120	91	87	67	7	37	43	36	100	101	11	45	30	18	18	28	115	155	98	109	17	13	48	28	27	190	163	60	14	80	45	47	162	79
	8%	9%	8%	6%	8%	8%	9%	9%	7%	8%	9%	11%	9%	9%	8%	7%	10%	9%	11%	7%	6%	8%	8%	7%	8%	9%	16%	7%	8%	12%	8%	8%	10%	8%	10%	10%	8%	8%	10%
	1D 1I 2K	1A 1D					1I												1U								1A 1Y 2B 2C				1A 1Y 2B				2K			2K	1D 1I 1U 1V 1W 2K
Unpleasant encounters with people at previous festivals (e.g. drunk/rude fans	522	227	197	98	247	272	207	165	150	17	86	80	65	214	190	30	81	46	18	47	64	276	342	207	240	27	18	128	56	37	399	343	121	31	165	98	100	367	144
	17%	19%	16%	16%	17%	18%	21%	17%	15%	20%	21%	20%	16%	19%	16%	19%	17%	14%	11%	19%	14%	18%	17%	16%	17%	15%	22%	19%	18%	17%	17%	17%	19%	17%	18%	22%	13%	17%	18%
	1I 1S 1J 2K	1A					1A 1H 1I							1A 1O					1S																	1A 2K			1I 1S 1J 2K	1S 2K
If none of my friends/family wanted to attend	746	317	302	127	325	418	277	214	255	23	102	118	94	239	326	27	91	78	44	46	130	392	528	325	395	28	8	188	50	50	608	527	147	44	225	106	187	548	185
	25%	27%	25%	21%	22%	28%	28%	21%	26%	28%	25%	29%	23%	21%	27%	17%	20%	24%	26%	19%	28%	26%	27%	25%	28%	16%	10%	27%	16%	23%	26%	26%	24%	24%	24%	24%	23%	26%	23%
	1D 1E 1H 1N 1P 1Q 1T 1Z 2A																								1A 1Z 2A													1A 1D 1E 1H 1N 1P 1Q 1T 1Z	
Don't know / none of these	98	36	43	19	55	42	30	28	40	1	8	17	8	29	41	3	6	9	4	15	15	55	66	42	29	10	3	17	12	8	76	53	18	9	29	11	47	56	26
	3%	3%	4%	3%	4%	3%	3%	3%	4%	1%	2%	4%	2%	3%	3%	2%	1%	3%	2%	6%	3%	4%	4%	3%	2%	1%	4%	2%	4%	4%	3%	3%	3%	1%	3%	2%	6%	3%	3%
	1Q 1Y 2F 2L																			1A						1Y 2B											1A 2J	1Q

Overlap formulae used
ColumnsProportions(512) Minimum Base: 30.**(Small Base: 250*)
Base: 3000
Weight: 1 v3.v4Weight Variable
Level applied:

Contents

Q20. Identity & Authenticity at Music Festivals

Music festivals allow me to associate with people who are different to me (e.g. in age, gender, values, beliefs, ethnicities) more than I do in daily life

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)						Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness – General			
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	08. Length of Stay at Music Festivals - NET 1-2 days	09. Length of Stay at Music Festivals - NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Strongly agree	680	310	260	110	363	315	233	302	145	27	81	110	118	254	271	57	137	103	34	36	58	374	448	283	291	62	33	121	91	71	539	397	188	76	278	134	173	419	254
	23%	26%	22%	18%	24%	21%	23%	30%	15%	33%	20%	27%	29%	23%	23%	37%	30%	32%	20%	15%	12%	24%	23%	22%	21%	34%	41%	18%	29%	32%	23%	19%	30%	41%	30%	30%	22%	20%	31%
	1D 1F 1I 1T 1U 1Y 2B 2F 2L	1A 1C 1D			1A 1F		1I	1A 1G 1I		1A 1K		1A 1K	1A 1N 1O			1A	1A	1A	1U			1A 1W				1A 1Y 2B 2C		1A 1Y 2B	1A 1Y 2B			1A 2F	1A 2F 2G	1A	1A 2K		1I 1T 1U	1E 1F 1G 1I 1K 1N 1O 1S 1T 1U 1V 1W 1X 1Y 2B 2E 2F 2K 2L
Tend to agree	1302	509	536	257	627	666	469	436	397	31	213	178	149	513	516	54	197	150	64	103	188	657	869	520	655	82	30	291	140	90	1014	938	266	50	408	195	323	926	356
	43%	43%	44%	43%	42%	45%	47%	44%	40%	37%	53%	44%	36%	46%	43%	35%	43%	47%	38%	42%	40%	43%	44%	40%	46%	34%	37%	42%	45%	41%	43%	46%	43%	27%	43%	44%	40%	44%	43%
	1I 1M 1P 1X 1Z 2H						1A 1I				1A 1J 1L			1A 1M	1M			1P							1A 1Z				1Z			1A 2H	2H				1I 1M 1P 1X 1Z 2H 2K	1M 1P 1Z 2H
Neither agree nor disagree	725	269	296	160	360	359	230	204	291	20	81	93	104	254	279	35	105	49	49	68	137	353	475	333	337	42	14	200	52	42	548	508	123	40	189	76	199	552	147
	24%	23%	25%	27%	24%	24%	23%	20%	29%	24%	20%	23%	25%	23%	23%	22%	23%	15%	29%	27%	29%	23%	24%	26%	24%	23%	17%	29%	17%	19%	23%	25%	20%	22%	20%	17%	25%	26%	18%
	1H 1K 1R 2C 2G 2I 2J 2M								1A 1G 1H								1R				1A				2C			1A 1Y 2A 2C 2D				2G					2J	1H 1K 1N 1O 1R 1V 1W 1Y 2C 2D 2E 2F 2G 2I 2J 2M	
Tend to disagree	213	78	81	54	99	111	55	43	115	5	20	22	27	64	99	8	15	16	14	29	61	108	142	126	99	11	4	54	20	13	173	153	33	16	47	26	75	165	44
	7%	7%	7%	9%	7%	7%	6%	4%	12%	6%	5%	5%	7%	6%	8%	5%	3%	5%	8%	12%	13%	7%	7%	10%	7%	6%	5%	8%	6%	6%	7%	7%	5%	9%	5%	6%	9%	8%	5%
	1G 1H 1N 1Q 2I 2M			1A					1A 1G 1H						1A 1N					1A	1A						1A										1A 2J	1A 1G 1H 1K 1N 1O 2G 2I 2M	1O
Strongly disagree	80	26	34	20	37	42	13	15	52		8	4	11	29	28	2	9	3	9	12	21	37	52	39	31	3		22	8	4	61	56	13	4	16	11	29	57	18
	3%	2%	3%	3%	2%	3%	1%	2%	5%		2%	1%	3%	3%	2%	1%	2%	1%	5%	5%	5%	2%	3%	3%	2%	2%		3%	3%	2%	3%	3%	2%	2%	2%	2%	4%	3%	2%
	1G 1H 1L 1R 2I								1A 1G 1H										1A	1A	1A																1A	1G 1H 1L 1R 2I	
Top 2 Box	1982	819	786	367	990	981	702	738	542	58	294	288	267	767	787	111	334	253	98	139	246	1031	1317	803	946	124	63	412	231	161	1553	1335	454	126	686	329	496	1345	610
	66%	69%	66%	61%	67%	66%	70%	74%	54%	70%	73%	71%	65%	69%	66%	71%	72%	79%	58%	56%	53%	67%	66%	62%	67%	69%	78%	60%	74%	73%	67%	65%	73%	68%	73%	74%	62%	63%	74%
	1D 1I 1S 1T 1U 1X 2B 2K 2L	1A 1D	1D				1A 1I	1A 1I			1A	1A		1A			1A	1A 1O							2B	2B	1A 1Y 2B		1A 1Y 2B	1A 2B			1A 2F		1A	1A 2K		1I 1T 1U 2B	1A 1B 1C 1D 1E 1F 1G 1I 1M 1N 1O 1S 1T 1U 1V 1W 1X 1Y 2B 2E 2F 2H 2K 2L
Bottom 2 Box	293	104	115	74	136	153	68	58	167	5	28	26	38	93	127	10	24	19	23	41	82	145	194	165	130	14	4	76	28	17	234	209	46	20	63	37	104	222	62
	10%	9%	10%	12%	9%	10%	7%	6%	17%	6%	7%	6%	9%	8%	11%	6%	5%	6%	14%	17%	18%	9%	10%	13%	9%	8%	5%	11%	9%	8%	10%	10%	7%	11%	7%	8%	13%	10%	8%
	1G 1H 1K 1L 1N 1O 1R 2G 2I 2M			1A 1B					1A 1G 1H											1A	1A			1A									2G				1A 2J	1A 1B 1G 1H 1K 1L 1N 1O 1R 2G 2I 2M	

Overlap formulae used

ColumnProportions(5%): Minimum Base: 0(**) Small Base: 30(*)

Base: 3000

Weight: 1 Weight Variable

Level applied:

Contents

020. Identity & Authenticity at Music Festivals
I feel more authentic at music festivals than in daily life

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)							Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness - General			
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	Q8. Length of Stay at Music Festivals - NET 1-2 days	Q8. Length of Stay at Music Festivals - NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Strongly agree	491	230	189	72	267	223	178	207	106	19	80	72	87	207	174	43	94	63	25	33	39	296	333	212	210	40	21	88	81	49	389	279	159	49	219	110	119	297	192
	16%	19%	16%	12%	18%	15%	18%	21%	11%	23%	20%	18%	21%	19%	15%	28%	20%	20%	15%	13%	8%	19%	17%	16%	15%	22%	26%	13%	26%	22%	17%	14%	26%	26%	23%	25%	15%	14%	23%
	1D 1F 1I 1O 1U 1Y 2B 2F 2L	1A 1C 1D	1D		1A 1F		1I	1A 1I			1A		1A 1O	1A 1O		1A	1A		1U	1U		1A 1W				1A 1Y 2B	1A 1Y 2B		1A 1Y 2B	1A 1Y 2B			1A 2F	1A 2F	1A	1A 2K		1I 1U	1A 1B 1C 1D 1E 1F 1G 1I 1L 1N 1O 1S 1T 1U 1V 1W 1X 1Y 2B 2E 2F 2K
Tend to agree	1070	441	442	187	511	553	379	360	331	32	157	152	142	416	427	56	170	122	54	89	153	584	703	447	513	61	37	233	116	91	846	736	233	70	360	172	232	730	331
	36%	37%	37%	31%	34%	37%	38%	36%	33%	39%	39%	37%	35%	37%	36%	36%	37%	38%	32%	36%	33%	38%	35%	34%	36%	34%	46%	34%	37%	41%	36%	36%	37%	38%	38%	39%	29%	34%	40%
	1D 1I 2K 2L	1D	1D				1I															1A 1W					2B			2B					1A	2K		2K	1A 1B 1C 1D 1E 1H 1I 1M 1O 1S 1U 1W 1X 1Y 2B 2E 2F 2K 2L
Neither agree nor disagree	909	357	347	205	460	442	294	277	338	26	107	115	121	323	343	37	132	78	58	84	150	425	595	394	449	52	13	223	72	54	690	649	158	42	245	109	241	676	198
	30%	30%	29%	34%	31%	30%	29%	28%	34%	31%	27%	28%	30%	29%	29%	24%	29%	24%	34%	34%	32%	28%	30%	30%	32%	29%	16%	32%	23%	25%	30%	32%	25%	23%	26%	25%	30%	32%	24%
	1H 1R 1V 2A 2C 2G 2H 2I 2J 2M			1A 1C					1A 1G 1H														1V		2A 2C 2D	2A		2A 2C 2D									2J	1A 1C 1F 1H 1K 1N 1O 1P 1R 1V 1W 2A 2C 2D 2E 2G 2H 2I 2J 2M	
Tend to disagree	344	115	144	85	157	185	104	101	139	5	44	45	38	116	157	14	39	41	19	33	71	147	237	159	164	16	9	91	28	15	272	247	57	14	80	36	129	276	61
	11%	10%	12%	14%	11%	12%	10%	10%	14%	6%	11%	11%	9%	10%	13%	9%	8%	13%	11%	13%	15%	10%	12%	12%	12%	9%	11%	13%	9%	7%	12%	12%	9%	8%	9%	8%	16%	13%	7%
	1B 1G 1O 1V 2D 2G 2I 2J 2M			1A 1B					1A 1G 1H						1A 1M 1N			1O			1A		1V		2D			2D				2G					1A 2J	1A 1B 1E 1G 1H 1M 1N 1O 1V 1W 2C 2D 2E 2F 2G 2H 2I 2J 2M	
Strongly disagree	186	49	85	52	91	90	45	55	86	1	15	23	21	52	92	6	28	17	14	9	52	77	118	89	77	11	1	53	14	11	138	141	16	11	34	15	78	140	37
	6%	4%	7%	9%	6%	6%	5%	6%	9%	1%	4%	6%	5%	5%	8%	4%	6%	5%	8%	4%	11%	5%	6%	7%	5%	6%	1%	8%	5%	5%	6%	7%	3%	6%	4%	3%	10%	7%	5%
	1B 1G 1K 1N 1V 2G 2I 2J 2M		1B	1A 1B					1A 1G 1H						1A 1N				1T		1A 1T							1Y 2A				1A 2G		2G			1A 2J	1B 1G 1J 1K 1N 1V 1Y 2G 2I 2J 2M	2G
Top 2 Box	1561	671	631	259	778	776	557	567	437	51	237	224	229	623	601	99	264	185	79	122	192	880	1036	659	723	101	58	321	197	140	1235	1015	392	119	579	282	351	1027	523
	52%	56%	52%	43%	52%	52%	56%	57%	44%	61%	59%	55%	56%	56%	50%	63%	57%	58%	46%	49%	41%	58%	52%	51%	51%	56%	72%	47%	63%	64%	53%	49%	63%	64%	62%	64%	44%	48%	64%
	1D 1I 1U 2B 2F 2K 2L	1A 1C 1D	1D				1A 1I	1A 1I			1A		1O	1A 1O		1A	1A	1A		1U		1A 1W				2B	1A 1Y 1Z 2B		1A 1Y 2B	1A 1Y 2B			1A 2F	1A 2F	1A	1A 2K		1D 1I 1U 2K	1A 1B 1C 1D 1E 1F 1G 1H 1I 1L 1M 1N 1O 1O 1R 1S 1T 1U 1V 1W 1X 1Y 1Z 2B 2E 2F 2K 2L
Bottom 2 Box	530	164	229	137	248	275	149	156	225	6	59	68	59	168	249	20	67	58	33	42	123	224	355	248	241	27	10	144	42	26	410	388	73	25	114	51	207	416	98
	18%	14%	19%	23%	17%	18%	15%	16%	23%	7%	15%	17%	14%	15%	21%	13%	14%	18%	19%	17%	26%	15%	18%	19%	17%	15%	12%	21%	14%	12%	18%	19%	12%	13%	12%	12%	26%	20%	12%
	1B 1G 1H 1J 1N 1V 2C 2D 2G 2I 2J 2M		1B	1A 1B					1A 1G 1H			1J			1A 1M 1N						1A 1T		1V					1A 1Y 2C 2D				1A 2G					1A 2J	1B 1G 1H 1J 1K 1M 1N 1P 1O 1V 1W 1Y 2C 2D 2E 2G 2H 2I 2J 2M	

Overlap formulae used
ColumnProportions (5%): Minimum Base: 0(**)Small Base: 30(*)
Base: 3000
Weight: 1</br>Weight Variable
Level applied:

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020. Identity & Authenticity at Music Festivals
My job or social status feels irrelevant here

		Age Net			Gender NET		0COUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)						Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	O32. Attitude to Loneliness – General				
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	Q8. Length of Stay at Music Festivals - NET 1-2 days	Q8. Length of Stay at Music Festivals - NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Strongly agree	918	337	369	212	452	464	289	340	289	30	115	121	126	346	371	44	156	126	52	75	124	489	622	413	445	53	29	227	93	50	737	641	190	58	293	150	261	648	264
	31%	28%	31%	35%	30%	31%	29%	34%	29%	36%	29%	30%	31%	31%	31%	28%	34%	39%	31%	30%	27%	32%	31%	32%	31%	29%	36%	33%	30%	23%	32%	31%	30%	31%	31%	34%	33%	31%	32%
	1B 1U 2D			1A 1B 1C				1A 1G 1I										1A 1P							2D			2D	2D		1A							1U 2D	1B 1U 2D
Tend to agree	1091	438	450	203	523	558	400	333	358	23	165	159	124	388	464	49	148	112	52	75	193	550	741	454	521	55	28	268	103	78	861	782	210	55	327	156	266	791	282
	36%	37%	37%	34%	35%	37%	40%	33%	36%	28%	41%	39%	30%	35%	39%	31%	32%	35%	31%	30%	42%	36%	37%	35%	37%	31%	35%	39%	33%	35%	37%	38%	34%	30%	35%	35%	33%	37%	34%
	1H 1M 1O 1T 2H 2K						1A 1H				1A 1J				1A 1M 1N						1A 1S 1T							1Z				1A 2G 2H						1H 1M 1Q 1T 1X 2H 2K	
Neither agree nor disagree	671	247	277	147	342	323	218	231	222	22	85	84	99	261	238	38	117	60	39	59	94	323	422	284	333	41	15	135	69	46	504	448	134	36	205	84	201	475	169
	22%	21%	23%	24%	23%	22%	22%	23%	22%	27%	21%	21%	24%	23%	20%	24%	25%	19%	23%	24%	20%	21%	21%	22%	24%	23%	19%	20%	22%	21%	22%	22%	22%	19%	22%	19%	25%	22%	21%
	10 1W													1O			1R								2B											1A 2J	1O 2B	
Tend to disagree	222	126	73	23	124	96	68	68	86	6	29	29	42	88	79	20	31	15	16	28	35	111	142	101	77	21	5	42	32	38	162	131	63	23	78	35	44	141	77
	7%	11%	6%	4%	8%	6%	7%	7%	9%	7%	7%	7%	10%	8%	7%	13%	7%	5%	9%	11%	8%	7%	7%	8%	5%	12%	6%	6%	10%	17%	7%	6%	10%	12%	8%	8%	6%	7%	9%
	1C 1D 1R 1Y 2F 2K 2L	1A 1C 1D	1D		1A 1F								1A 1O			1A 1O 1R					1A				1A 1Y 2B			1A 1Y 2A 2B 2C				1A 2F	1A 2F				1D 1Y	1A 1C 1D 1F 1G 1H 1O 1R 1V 1W 1Y 2B 2E 2F 2K
Strongly disagree	98	44	38	16	45	52	25	28	45	2	9	14	18	31	41	5	11	8	11	11	19	56	59	49	37	10	4	16	14	8	71	50	26	14	35	17	27	64	27
	3%	4%	3%	3%	3%	3%	3%	3%	5%	2%	2%	3%	4%	3%	3%	3%	2%	2%	6%	4%	4%	4%	3%	4%	3%	6%	5%	2%	5%	4%	3%	2%	4%	8%	4%	4%	3%	3%	3%
	2F								1A 1G 1H										1A			1W				1Y 2B							2F	1A 2F				2F	
Top 2 Box	2009	775	819	415	975	1022	689	673	647	53	280	280	250	734	835	93	304	238	104	150	317	1039	1363	867	966	108	57	495	196	128	1598	1423	400	113	620	306	527	1439	546
	67%	65%	68%	69%	66%	68%	69%	67%	65%	64%	69%	69%	61%	66%	70%	60%	66%	74%	61%	60%	68%	68%	69%	67%	68%	60%	70%	72%	63%	58%	68%	69%	64%	61%	66%	69%	66%	68%	67%
	1M 1P 1T 1Z 2D						1I								1A 1M 1N			1A 1P 1O			1T		1A		1Z 2D			1A 1Z 2C 2D			1A	1A 2G 2H						1B 1E 1I 1M 1P 1T 1Z 2D 2G 2H	1M 2D
Bottom 2 Box	320	170	111	39	169	148	93	96	131	8	38	43	60	119	120	25	42	23	27	39	54	167	201	150	114	31	9	58	46	46	233	181	89	37	113	52	71	205	104
	11%	14%	9%	6%	11%	10%	9%	10%	13%	10%	9%	11%	15%	11%	10%	16%	9%	7%	16%	16%	12%	11%	10%	12%	8%	17%	11%	8%	15%	21%	10%	9%	14%	20%	12%	12%	9%	10%	13%
	1C 1D 1R 1Y 2B 2E 2F 2L	1A 1C 1D	1D						1A 1G 1H				1A 1N 1O			1A 1O 1R			1A	1A			1A 1Y 2B						1A 1Y 2B	1A 1Y 2B			1A 2F	1A 2F				1D 1Y	1A 1C 1D 1F 1G 1H 1O 1Q 1R 1W 1Y 2B 2E 2F 2K

Overlap formulae used
ColumnProportions (5%): Minimum Base: 0(**) Small Base: 30(*)
Base: 3000
Weight: 1</br>Weight Variable
Level applied:

Contents

Q20. Identity & Authenticity at Music Festivals
Music festivals can create social and political tensions between people

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Q5. Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)						Q31. Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Q31. Festivals Attended	Q32. Attitude to Loneliness – General		Q8. Length of Stay at Music Festivals - NET 1-2 days	Q8. Length of Stay at Music Festivals - NET 3 or more days
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often		
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Strongly agree	277	145	107	25	172	105	101	114	62	8	43	45	48	108	104	28	52	29	12	13	30	154	162	97	103	27	23	56	43	24	211	150	89	30	115	72	58	162	111
	9%	12%	9%	4%	12%	7%	10%	11%	6%	10%	11%	11%	12%	10%	9%	18%	11%	9%	7%	5%	6%	10%	8%	7%	7%	15%	28%	8%	14%	11%	9%	7%	14%	16%	12%	16%	7%	8%	14%
	1D 1F 1I 1T 1U 1W 1X 1Y 2F 2K 2L	1A 1C 1D	1D		1A 1F		1I	1A 1I								1A 1Q 1R						1W				1A 1Y 2B	1A 1Y 1Z 2B 2C 2D		1A 1Y 2B				1A 2F	1A 2F	1A	1A 2K		1D	1A 1C 1D 1E 1F 1G 1H 1I 1N 1O 1R 1S 1T 1U 1V 1W 1X 1Y 2B 2E 2F 2K 2L
Tend to agree	722	330	278	114	381	337	242	270	210	23	114	86	100	303	264	38	134	88	39	55	90	366	452	289	335	39	19	150	79	83	535	510	150	36	252	113	166	494	213
	24%	28%	23%	19%	26%	23%	24%	27%	21%	28%	28%	21%	24%	27%	22%	24%	29%	27%	23%	22%	19%	24%	23%	22%	24%	22%	23%	22%	25%	38%	23%	25%	24%	19%	27%	26%	21%	23%	26%
	1D 1I 1O 1U 1W 1X 2E 2K	1A 1C 1D	1D		1A			1A 1I			1A 1L			1A 1O			1A													1A 1Y 1Z 2A 2B 2C					1A			1D 1F 1I 1L 1O 1U 1W 1X 2B 2E 2H 2K
Neither agree nor disagree	886	324	376	186	416	460	282	297	307	26	100	111	144	314	315	57	131	80	61	83	124	409	579	393	425	55	18	218	82	48	674	616	166	47	252	122	210	654	205
	30%	27%	31%	31%	28%	31%	28%	30%	31%	31%	25%	27%	35%	28%	26%	37%	28%	25%	36%	33%	27%	27%	29%	30%	30%	31%	22%	32%	26%	22%	29%	30%	27%	25%	27%	28%	26%	31%	25%
	1B 1K 1O 1V 2D 2I 2K 2M		1B										1A 1N 1O			1A 1R			1U				1V		2D	2D		2D										1A 1B 1E 1G 1K 1N 1O 1R 1U 1V 1W 2D 2E 2G 2I 2K 2M
Tend to disagree	771	281	309	181	335	433	291	200	280	21	110	131	74	272	356	18	93	77	35	69	148	407	545	332	392	41	14	172	68	47	630	548	147	41	210	97	235	564	198
	26%	24%	26%	30%	23%	29%	29%	20%	28%	25%	27%	32%	18%	24%	30%	12%	20%	24%	21%	28%	32%	27%	27%	26%	28%	23%	17%	25%	22%	21%	27%	27%	24%	22%	22%	22%	29%	27%	24%
	1B 1E 1H 1M 1P 1Q 2I			1A 1B 1C		1A 1E	1A 1H		1A 1H			1A		1M	1A 1M 1N		1P	1P			1A 1S		1A		1A 2A 2C 2D						1A						1A 2J	1B 1E 1H 1M 1P 1Q 2I 2J	1H 1M 1P
Strongly disagree	344	112	137	95	182	158	84	119	141	5	36	34	43	117	154	15	53	47	23	28	73	193	248	190	158	18	7	92	39	18	285	228	71	32	109	38	130	245	92
	11%	9%	11%	16%	12%	11%	8%	12%	14%	6%	9%	8%	11%	11%	13%	10%	11%	15%	14%	11%	16%	13%	12%	15%	11%	10%	9%	13%	13%	8%	12%	11%	11%	17%	12%	9%	16%	12%	11%
	1B 1G 1L 2J			1A 1B 1C				1G	1A 1G						1A						1A	1A	1A	1A				2D			1A			1A 2F 2G			1A 2J	2J	1G	1B 1G 1L
Top 2 Box	999	475	385	139	553	442	343	384	272	31	157	131	148	411	368	66	186	117	51	68	120	520	614	386	438	66	42	208	122	107	746	660	239	66	367	185	224	656	324
	33%	40%	32%	23%	37%	30%	34%	38%	27%	37%	39%	32%	36%	37%	31%	42%	40%	36%	30%	27%	26%	34%	31%	30%	31%	37%	52%	30%	39%	49%	32%	32%	38%	35%	39%	42%	28%	31%	40%
	1D 1F 1I 1O 1T 1U 1W 1X 1Y 2B 2E 2K 2L	1A 1C 1D	1D		1A 1F		1I	1A 1I			1A 1L		1O	1A 1O		1A	1A					1W					1A 1Y 1Z 2B 2C		1A 1Y 2B	1A 1Y 1Z 2B 2C			1A 2F		1A	1A 2K		1D 1I 1U	1A 1C 1D 1E 1F 1G 1H 1I 1N 1O 1R 1S 1T 1U 1V 1W 1X 1Y 2B 2E 2F 2K 2L
Bottom 2 Box	1115	393	446	276	517	591	375	319	421	26	146	165	117	389	510	33	146	124	58	97	221	600	793	522	550	59	21	264	107	65	915	776	218	73	319	135	365	809	290
	37%	33%	37%	46%	35%	40%	38%	32%	42%	31%	36%	41%	29%	35%	43%	21%	32%	39%	34%	39%	48%	39%	40%	40%	39%	33%	26%	38%	34%	30%	39%	38%	35%	39%	34%	31%	46%	38%	35%
	1B 1E 1H 1M 1P 1Q 2A 2D 2I 2J		1B	1A 1B 1C		1A 1E	1H		1A 1G 1H					1M	1A 1M 1N		1P	1P 1Q			1A 1S 1T	1A	1A	1A	2A 2D			2A 2D			1A						1A 2J	1M 1P 2I 2J	1M 1P

Overlap formulae used
Column Proportions (5%): Minimum Base: 0(**) Small Base: 30(*)
Base: 3000
Weight: 1 </br>Weight Variable
Level applied:

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Q20. Identity & Authenticity at Music Festivals
Music festivals show me how I can be more open and spontaneous during everyday life

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Q3. Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)							Q4. Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Q4. Festivals Attended	Q32. Attitude to Loneliness – General			Q8. Length of Stay at Music Festivals - NET 3 or more days
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	Q8. Length of Stay at Music Festivals - NET 1-2 days	
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Strongly agree	632	302	227	103	314	315	246	263	123	27	104	99	104	248	245	51	109	97	26	35	49	366	437	242	262	48	36	118	93	67	514	391	164	66	268	135	155	391	235
	21%	25%	19%	17%	21%	21%	25%	26%	12%	33%	26%	24%	25%	22%	21%	33%	24%	30%	15%	14%	11%	24%	22%	19%	19%	27%	44%	17%	30%	30%	22%	19%	26%	35%	29%	31%	19%	18%	29%
																											1A 1Y 1Z 2B 2C 2D												1A 1D 1I 1J 1E 1F 1G 1I 1N 1O 1Q 1S 1T 1U 1V 1W 1X 1Y 2B 2E 2F 2K 2L
	1C 1D 1I 1T 1U 1X 1Y 2B 2F 2L	1A 1C 1D					1A 1I	1A 1I		1A	1A		1A 1O			1A 1Q		1A 1Q				1A 1W				1Y 2B		1A 1Y 2B	1A 1Y 2B	1A		1A 2F	1A 2F 2G	1A	1A 2K		1I 1U	
Tend to agree	1247	497	512	238	611	627	457	421	369	34	181	194	157	480	496	55	207	137	68	92	165	643	840	522	630	69	31	290	120	83	989	886	260	58	392	171	304	894	342
	42%	42%	42%	40%	41%	42%	46%	42%	37%	41%	45%	48%	38%	43%	42%	35%	45%	43%	40%	37%	35%	42%	42%	40%	45%	38%	38%	42%	39%	38%	41%	43%	42%	31%	42%	39%	38%	42%	42%
	1I 1U 2H 2K						1A 1I	1I				1A					1P								1A							1A 2H	2H					1I 1U 2H 2K	1I 1U 2H
Neither agree nor disagree	779	274	335	170	397	376	228	231	320	18	89	85	103	272	303	35	105	64	50	78	154	363	482	355	360	44	13	193	75	48	577	530	147	42	204	100	213	572	173
	26%	23%	28%	28%	27%	25%	23%	23%	32%	22%	22%	21%	25%	24%	25%	22%	23%	20%	29%	31%	33%	24%	24%	27%	25%	24%	16%	28%	24%	22%	25%	26%	24%	23%	22%	23%	27%	27%	21%
	1B 1G 1H 1L 1R 1V 1W 2A 2E 2I 2M		1B	1B					1A 1G 1H											1A	1A							2A										1H 1K 1L 1N 1Q 1R 1V 1W 2A 2E 2G 2I 2J 2M	
Tend to disagree	217	79	88	50	107	109	52	55	110	4	21	21	27	72	96	9	24	18	14	27	57	102	145	112	103	14	1	52	16	16	175	152	37	13	46	25	80	164	48
	7%	7%	7%	8%	7%	7%	5%	6%	11%	5%	5%	5%	7%	6%	8%	6%	5%	6%	8%	11%	12%	7%	7%	9%	7%	8%	1%	8%	5%	7%	7%	7%	6%	7%	5%	6%	10%	8%	6%
	1G 1H 2A 2I								1A 1G 1H											1A	1A			1A	2A	2A		2A		2A							1A 2J	1G 1H 1K 1L 1Q 2A 2I	
Strongly disagree	125	40	45	40	57	66	17	30	78		8	8	18	42	53	6	18	5	12	16	40	55	82	70	58	5		35	7	6	100	93	15	7	28	11	47	98	21
	4%	3%	4%	7%	4%	4%	2%	3%	8%		2%	2%	4%	4%	4%	4%	4%	2%	7%	6%	9%	4%	4%	5%	4%	3%		5%	2%	3%	4%	5%	2%	1%	3%	2%	6%	5%	3%
	1G 1H 1K 1L 1R 2G 2I 2M			1A 1B 1C					1A 1G 1H												1A			1A				2A 2C				2G					1A 2J	1A 1B 1G 1H 1K 1L 1R 1V 2C 2G 2I 2J 2M	
Top 2 Box	1879	799	739	341	925	942	703	684	492	61	285	293	261	728	741	106	316	234	94	127	214	1009	1277	764	892	117	67	408	213	150	1483	1277	424	124	660	306	459	1285	577
	63%	67%	61%	57%	62%	63%	70%	68%	49%	73%	71%	72%	64%	65%	62%	68%	68%	73%	55%	51%	46%	66%	64%	59%	63%	65%	83%	59%	68%	68%	64%	62%	68%	67%	70%	69%	57%	61%	70%
	1D 1I 1S 1T 1U 1X 2B 2K 2L	1A 1C 1D					1A 1I	1A 1I		1A	1A	1A		1A			1A	1U				1A	1A				1A 1Y 1Z 2B 2C 2D		1A 2B	2B			1A 2F		1A	1A 2K		1D 1I 1T 1U 2K	1E 1F 1I 1M 1N 1O 1S 1T 1U 1V 1W 1X 1Y 2B 2E 2F 2K 2L
Bottom 2 Box	342	119	133	90	164	175	69	85	188	4	29	29	45	114	149	15	42	23	26	43	97	157	227	182	161	19	1	87	23	22	275	245	52	20	74	36	127	262	69
	11%	10%	11%	15%	11%	12%	7%	9%	19%	5%	7%	7%	11%	10%	12%	10%	9%	7%	15%	17%	21%	10%	11%	14%	11%	11%	1%	13%	7%	10%	12%	12%	8%	11%	8%	8%	16%	12%	8%
	1G 1H 1K 1L 1R 2A 2C 2G 2I 2J 2M			1A 1B 1C					1A 1G 1H											1A	1A			1A	2A 2C	2A		2A 2C	2A	2A		2G					1A 2J	1A 1B 1G 1H 1J 1K 1L 1N 1Q 1R 1V 2A 2C 2G 2I 2J 2M	2A

Overlap formulae used
Column Proportions (5%): Minimum Base: 0(**) Small Base: 30(*)
Base: 3000
Weight: 1 </br>Weight Variable
Level applied:

Contents

Q20. Identity & Authenticity at Music Festivals
I feel a strong sense of connection to new people I meet at festivals

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Q. Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)						Q. Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Q. Festivals Attended	Q32. Attitude to Loneliness – General			Q. Length of Stay at Music Festivals - NET 3 or more days
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	Q8. Length of Stay at Music Festivals - NET 1-2 days	
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Strongly agree	513	229	210	74	279	233	182	204	127	21	76	72	79	207	195	32	95	73	26	36	50	293	347	223	198	49	26	88	88	58	408	268	170	64	225	85	145	287	223
	17%	19%	17%	12%	19%	16%	18%	20%	13%	25%	19%	18%	19%	19%	16%	21%	21%	23%	15%	15%	11%	19%	17%	17%	14%	27%	32%	13%	28%	26%	17%	13%	27%	34%	24%	19%	18%	14%	27%
	1D 1F 1I 1U 1Y 2B 2F 2L	1A 1D	1D		1A 1F		1I	1A 1I		1A												1A 1W				1A 1Y 2B	1A 1Y 2B	1A 1Y 2B	1A 1Y 2B	1A 1Y 2B			1A 2F	1A 2F	1A			1E 1F 1G 1H 1I 1K 1L 1M 1N 1O 1Q 1S 1T 1U 1V 1W 1X 1Y 2B 2E 2F 2I 2J 2K 2L
Tend to agree	1072	460	412	200	539	529	367	373	332	26	154	159	139	431	423	58	177	122	55	100	142	596	719	468	529	61	29	241	112	79	853	730	251	61	389	166	259	769	293
	36%	39%	34%	33%	36%	35%	37%	37%	33%	31%	38%	39%	34%	39%	35%	37%	38%	38%	32%	40%	31%	39%	36%	36%	37%	34%	36%	35%	36%	36%	37%	36%	40%	33%	41%	38%	32%	36%	36%
	1I 1U 2K	1A 1C 1D												1A						1U		1A 1W											1A 2F		1A			1I 1U 2K	1U
Neither agree nor disagree	924	332	381	211	451	466	283	310	331	26	109	104	133	317	359	53	141	87	54	67	168	426	605	410	458	51	18	223	79	55	709	681	143	38	226	120	243	678	212
	31%	28%	32%	35%	30%	31%	28%	31%	33%	31%	27%	26%	33%	28%	30%	34%	30%	27%	32%	27%	36%	28%	30%	32%	32%	28%	22%	32%	25%	25%	30%	33%	23%	20%	24%	27%	30%	32%	26%
	1B 1G 1L 1N 1V 2C 2G 2H 2I 2M		1B	1A 1B					1G												1A 1T		1V		2C 2D			2C 2D				1A 2G 2H						1A 1B 1G 1K 1L 1N 1V 2C 2D 2E 2G 2H 2I 2J 2M
Tend to disagree	347	124	139	84	155	187	131	72	144	7	52	58	35	110	166	8	28	29	20	30	79	157	227	144	168	14	6	91	23	21	270	261	46	18	75	45	108	272	67
	12%	10%	12%	14%	10%	13%	13%	7%	14%	8%	13%	14%	9%	10%	14%	5%	6%	9%	12%	12%	17%	10%	11%	11%	12%	8%	7%	13%	7%	10%	12%	13%	7%	10%	8%	10%	13%	13%	8%
	1H 1M 1N 1P 1Q 1V 2C 2G 2I 2M			1A 1B			1H		1A 1H						1A 1M 1N						1A				2C			1Z 2C				1A 2G						1A 1B 1E 1H 1M 1N 1P 1Q 1R 1V 1W 1X 1Z 2C 2E 2G 2I 2M
Strongly disagree	144	47	65	32	62	78	37	41	66	3	12	14	23	49	50	5	22	10	15	15	26	57	88	56	60	5	2	45	9	7	95	112	13	5	23	26	46	113	24
	5%	4%	5%	5%	4%	5%	4%	4%	7%	4%	3%	3%	6%	4%	4%	3%	5%	3%	9%	6%	6%	4%	4%	4%	4%	3%	2%	7%	3%	3%	4%	5%	2%	3%	2%	6%	6%	5%	3%
	1V 2E 2G 2I 2M								1A 1G 1H										1A									1A 1Y 2C				1A 2G						1A 1B 1E 1G 1K 1O 1V 1W 1X 1Y 2C 2E 2G 2I 2M
Top 2 Box	1585	689	622	274	818	762	549	577	459	47	230	231	218	638	618	90	272	195	81	136	192	889	1066	691	727	110	55	329	200	137	1261	998	421	125	614	251	404	1056	516
	53%	58%	52%	46%	55%	51%	55%	58%	46%	57%	57%	57%	53%	57%	52%	58%	59%	61%	48%	55%	41%	58%	54%	53%	51%	61%	68%	48%	64%	62%	54%	49%	68%	67%	65%	57%	51%	50%	63%
	1D 1I 1U 2B 2F 2L	1A 1C 1D	1D		1A 1F		1I	1A 1I						1A 1O			1A	1A		1U		1A 1W				1A 1Y 2B	1A 1Y 2B		1A 1Y 2B	1A 1Y 2B	1A		1A 2F	1A 2F	1A	2K		1D 1I 1U	1A 1B 1C 1D 1E 1F 1G 1H 1I 1K 1L 1M 1N 1O 1S 1T 1U 1V 1W 1X 1Y 2B 2E 2F 2J 2K 2L
Bottom 2 Box	491	171	204	116	217	265	168	113	210	10	64	72	58	159	216	13	50	39	35	45	105	214	315	200	228	19	8	138	32	28	365	373	59	23	98	71	152	385	91
	16%	14%	17%	19%	15%	18%	17%	11%	21%	12%	16%	18%	14%	14%	18%	8%	11%	12%	21%	18%	23%	14%	16%	15%	16%	11%	10%	20%	10%	13%	16%	18%	9%	12%	10%	16%	19%	18%	11%
	1B 1E 1H 1N 1P 1Q 1R 1V 1Z 2C 2G 2I 2M			1A 1B		1A 1E	1H		1A 1G 1H						1A 1N						1A		1V		2C			1A 1Y 1Z 2A 2C 2D				1A 2G 2H					1A	1A 1B 1E 1H 1M 1N 1P 1Q 1R 1V 1W 1X 1Y 1Z 2C 2D 2E 2G 2H 2I 2M

Overlap formulae used
Column Proportions (5%): Minimum Base: 0(**) Small Base: 30(*)
Base: 3000
Weight: 1 Weight Variable
Level applied:

Contents

Q20. Identity & Authenticity at Music Festivals
Music festivals mostly feel like entertainment, not important milestones in my life story

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)							Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness - General			
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	08. Length of Stay at Music Festivals - NET 1-2 days	09. Length of Stay at Music Festivals - NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Strongly agree	697	291	271	135	351	341	184	301	212	19	81	71	102	282	258	48	149	89	35	52	98	361	477	311	337	50	27	150	73	49	561	482	143	49	238	124	191	487	201
	23%	24%	22%	22%	24%	23%	18%	30%	21%	23%	20%	17%	25%	25%	22%	31%	32%	28%	21%	21%	21%	24%	24%	24%	24%	28%	33%	22%	23%	22%	24%	23%	23%	26%	25%	28%	24%	23%	25%
		1G 1L						1A 1G 1I						1A 1O		1A	1A	1A									1A 2B				1A					1A		1G 1L	1G 1L
Tend to agree	1215	465	501	249	592	613	390	409	416	25	155	175	153	444	514	59	187	141	69	102	198	605	811	557	592	57	24	303	113	85	982	862	237	61	379	178	329	894	301
	41%	39%	42%	41%	40%	41%	39%	41%	42%	30%	38%	43%	37%	40%	43%	38%	40%	44%	41%	41%	43%	40%	41%	43%	42%	32%	30%	44%	36%	39%	41%	42%	38%	33%	40%	40%	41%	42%	37%
																												1A 1Z 2A 2C											1A 1B 1E 1G 1J 1M 1V 1Z 2A 2C 2G 2H 2M
Neither agree nor disagree	672	284	254	134	341	325	235	201	236	23	88	89	98	240	254	34	89	62	41	63	103	333	419	277	298	51	20	140	70	54	496	432	145	46	206	87	168	463	181
	22%	24%	21%	22%	23%	22%	24%	20%	24%	28%	22%	22%	24%	22%	21%	22%	19%	19%	24%	25%	22%	22%	21%	21%	21%	28%	25%	20%	23%	25%	21%	21%	23%	25%	22%	20%	21%	22%	22%
																										1A 1Y 2B													
Tend to disagree	331	119	143	69	160	171	153	67	111	12	63	59	44	116	136	9	29	24	23	24	53	175	224	125	154	16	8	78	36	26	257	225	74	23	94	42	83	225	103
	11%	10%	12%	11%	11%	11%	15%	7%	11%	14%	16%	14%	11%	10%	11%	6%	6%	7%	14%	10%	11%	11%	11%	10%	11%	9%	10%	11%	12%	12%	11%	11%	12%	12%	10%	10%	10%	11%	13%
							1A 1H 1I		1H		1A	1A																										1H 1P 1Q	1B 1H 1P 1Q 1R 1X 2I
Strongly disagree	85	33	38	14	42	43	38	22	25	4	16	13	12	32	31	6	9	5	2	7	13	55	55	31	32	6	2	17	19	6	59	51	24	7	21	11	28	50	33
	3%	3%	3%	2%	3%	3%	4%	2%	3%	5%	4%	3%	3%	3%	3%	4%	2%	2%	1%	3%	3%	4%	3%	2%	2%	3%	2%	2%	6%	3%	3%	2%	4%	4%	2%	2%	4%	2%	4%
							1A 1H															1A 1W						1A 1Y 2B											1A 1B 1E 1F 1H 1I 1O 1Q 1R 1W 1X 1Y 2E 2F 2I 2L
Top 2 Box	1912	756	772	384	943	954	574	710	628	44	236	246	255	726	772	107	336	230	104	154	296	966	1288	868	929	107	51	453	186	134	1523	1344	380	110	617	302	520	1381	502
	64%	63%	64%	64%	63%	64%	57%	71%	63%	53%	59%	60%	62%	65%	65%	69%	73%	72%	61%	62%	64%	63%	65%	67%	66%	59%	63%	66%	60%	61%	65%	65%	61%	59%	66%	68%	65%	65%	61%
								1A 1G 1I	1G								1A	1A						1A	1A 2C						1A	1A 2G				1A		1A 1G 1J 1K 1L 2C 2G 2M	1G
Bottom 2 Box	416	152	181	83	202	214	191	89	136	16	79	72	56	148	167	15	38	29	25	31	66	230	279	156	186	22	10	95	55	32	316	276	98	30	115	53	111	275	136
	14%	13%	15%	14%	14%	14%	19%	9%	14%	19%	20%	18%	14%	13%	14%	10%	8%	9%	15%	13%	14%	15%	14%	12%	13%	12%	12%	14%	18%	15%	14%	13%	16%	16%	12%	12%	14%	13%	17%
							1A 1H 1I		1H		1A	1A										1A							1A 1Y								1H 1O 1R	1A 1B 1E 1H 1I 1N 1P 1Q 1R 1W 1X 1Y 2E 2F 2I 2J 2L

Overlap formulae used
ColumnProportions(5%): Minimum Base: 0(**) Small Base: 30(*)
Base: 3000
Weight: 1 Weight Variable
Level applied:

Contents

021. Benefits of Music Festivals

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M			Q6. Ticket Type Purchased (VIP vs. Regular)								Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness - General			vs.
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVAL LS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVAL LS	Top 2 Box - Often	Bottom 2 Box - Not Often	08. Length of Stay at Music Festivals - NET 1-2 days	Length of Stay at Music Festivals - NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1483	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1483	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Building memories with friends/family	1586	580	653	353	702	875	595	494	497	42	230	259	183	559	686	64	221	178	77	108	248	833	1090	672	833	83	26	360	144	95	1273	1143	295	86	469	207	448	1182	384
	53%	49%	54%	59%	47%	59%	60%	49%	50%	51%	57%	64%	45%	50%	58%	41%	48%	55%	45%	44%	54%	54%	55%	52%	59%	46%	32%	52%	46%	43%	55%	56%	47%	46%	50%	47%	56%	58%	47%
	1B 1E 1H 1I 1M 1N 1P 1Q 1S 1T 2A 2C 2D 2G 2I 2J 2M		1B	1A 1B		1A 1E	1A 1H 1I					1A 1J			1A 1M 1N			1P 1Q			1T		1A		1A 1Z 2A 2B 2C 2D	2A		2A 2D	2A		1A	1A 2G 2H				1A 2J	2J 2M	2A
Building my identity as a music fan	441	211	164	66	241	198	173	141	127	16	63	85	61	167	179	24	64	45	21	40	48	250	296	176	192	34	16	92	64	37	355	268	119	43	173	69	116	287	149
	15%	18%	14%	11%	16%	13%	17%	14%	13%	19%	16%	21%	15%	15%	15%	15%	14%	14%	12%	16%	11%	16%	15%	14%	14%	19%	20%	13%	21%	17%	15%	13%	19%	23%	18%	16%	15%	14%	18%
	1D 1F 1I 1U 2F 2L	1A 1C 1D			1A 1F		1A 1H 1I					1A								1U		1A 1W							1A 1Y 2B				1A 2F	1A 2F	1A			1D 1U	1A 1C 1D 1F 1H 1I 1N 1O 1Q 1U 1W 1X 1Y 2B 2E 2F 2K 2L
Building my social media profile through festival content posts	316	178	108	30	189	125	106	130	80	15	40	44	51	125	120	25	60	41	11	25	35	184	197	130	107	37	18	56	57	36	248	170	103	33	140	62	67	194	119
	11%	15%	9%	5%	13%	8%	11%	13%	8%	18%	10%	11%	12%	11%	10%	16%	13%	13%	6%	10%	8%	12%	10%	10%	8%	21%	22%	8%	18%	16%	11%	8%	17%	8%	15%	14%	9%	9%	15%
	1C 1D 1F 1I 1U 1Y 2B 2F 2K 2L	1A 1C 1D	1D		1A 1F		1I	1A 1I		1A 1K		1A 1W			1A							1A 1W				1A 1Y 2B	1A 1Y 2B		1A 1Y 2B	1A 1Y 2B			1A 2F	1A 2F	1A	1A 2K		1D 1Y	1A 1C 1D 1F 1I 1K 1L 1N 1O 1S 1U 1W 1X 1Y 2B 2E 2F 2K 2L
Experiencing a sense of community with likeminded fans	728	324	284	120	384	339	293	195	240	20	135	116	94	290	292	34	89	64	40	66	112	415	487	302	313	60	27	180	71	59	570	456	191	51	256	115	176	496	221
	24%	27%	24%	20%	26%	23%	29%	20%	24%	24%	33%	29%	23%	26%	24%	22%	19%	20%	24%	27%	24%	27%	25%	23%	22%	33%	33%	26%	23%	27%	24%	22%	31%	27%	27%	26%	22%	23%	27%
	1D 1H 1Q 1Y 2F	1A 1C 1D			1A 1F		1A 1H 1I		1H		1A	1A										1A 1W				1A 1Y 2C	1Y	1Y					1A 2F		1A			1D 1H 1Q	1A 1C 1D 1F 1H 1Q 1R 1X 1Y 2E 2F 2K
Discovering new artists and/or music genres	1114	404	441	269	558	546	421	369	324	34	174	167	146	427	428	51	173	121	61	80	140	620	812	488	559	60	21	257	114	70	900	789	225	56	332	145	298	771	333
	37%	34%	37%	45%	38%	37%	42%	37%	32%	41%	43%	41%	36%	38%	36%	33%	37%	38%	36%	32%	30%	41%	41%	36%	40%	33%	26%	37%	37%	32%	39%	38%	36%	30%	35%	33%	37%	38%	41%
	1B 1I 1U 2A 2H 2J			1A 1B 1C			1A 1H 1I	1I			1A											1A	1A		1A 2A 2D			2A			1A	1A 2H						1D 1H 1Q	1A 1B 1L 1F 1H 1I 1O 1P 1T 1U 1X 1Z 2A 2D 2G 2H 2I 2J 2L
A greater sense of purpose and meaning through the whole experience	512	226	203	83	290	218	196	173	143	19	75	88	67	204	199	30	79	55	18	52	56	292	319	222	228	38	21	96	73	48	406	307	162	35	207	91	125	332	174
	17%	19%	17%	14%	20%	15%	20%	17%	14%	23%	18%	22%	16%	18%	17%	19%	17%	17%	11%	21%	12%	19%	16%	17%	16%	21%	26%	14%	23%	22%	17%	15%	26%	19%	22%	21%	16%	16%	21%
	1D 1F 1I 1S 1U 2B 2F 2L	1A 1D			1A 1F		1A 1I					1A								1S 1U		1A 1W				2B	1A 1Y 2B		1A 1Y 2B	1Y 2B			1A 2F 2H		1A	1A 2K		1U	1A 1C 1U 1F 1H 1I 1M 1N 1O 1Q 1S 1U 1W 1X 1Y 2B 2E 2F 2K
Forgetting about the worries of the world	1120	396	473	251	547	564	443	334	343	32	179	187	145	421	453	49	161	106	64	81	160	583	778	476	552	61	28	278	106	72	888	787	219	70	353	173	282	819	282
	37%	33%	39%	42%	37%	38%	44%	33%	34%	39%	44%	46%	35%	38%	38%	31%	35%	33%	38%	33%	34%	38%	39%	37%	39%	34%	35%	40%	34%	33%	38%	38%	35%	38%	39%	39%	35%	39%	36%
	1B 1H 1I		1B	1A 1B			1A 1H 1I				1A	1A											1A					2D										1A 1B 1H 1I 1R 1T 1U 2K
Being physically present with the music, beyond the digital world	1099	424	443	232	516	574	442	343	314	34	162	195	148	387	482	51	154	118	63	71	149	571	769	438	542	77	34	270	96	55	867	770	226	68	329	162	278	800	290
	37%	36%	37%	39%	35%	38%	44%	34%	31%	41%	40%	48%	36%	35%	39%	33%	33%	37%	37%	29%	32%	37%	39%	34%	38%	43%	42%	39%	31%	25%	37%	38%	36%	37%	35%	37%	35%	38%	35%
	1E 1I 1T 1U 1X 2C 2D					1A 1E	1A 1H 1I					1A 1K			1A 1N								1A		2C 2D	2C 2D	2D	2C 2D										1A 1E 1H 1I 1N 1O 1T 1U 1X 2C 2D	1I 1T 2D
Meeting new people and growing my social circle	720	321	278	121	390	325	233	295	192	25	102	86	111	284	263	51	127	100	35	55	77	391	481	328	343	52	27	105	103	77	581	434	195	65	288	104	173	486	246
	24%	27%	23%	20%	26%	22%	23%	30%	19%	30%	25%	21%	27%	25%	22%	33%	27%	31%	21%	22%	17%	26%	23%	25%	24%	29%	33%	15%	33%	35%	24%	21%	31%	35%	31%	24%	22%	22%	30%
	1D 1F 1I 1O 1U 2B 2F 2L	1A 1C 1D			1A 1F		1I	1A 1G 1I			1O			1A			1A					1A 1W			2B	2B	1A 2B		1A 1Y 2B	1A 1Y 2B			1A 2F	1A 2F	1A			1I 1U 2B	1D 1E 1F 1G 1I 1L 1N 1O 1S 1T 1U 1V 1W 1X 1Y 2B 2E 2F 2J 2K 2L
A sense of release like being on holiday	1314	480	559	275	617	688	445	421	448	31	167	202	151	475	570	50	196	154	70	112	214	723	902	606	684	75	25	316	107	93	1065	930	258	79	421	181	343	949	352
	44%	40%	46%	46%	42%	46%	45%	42%	45%	37%	41%	50%	37%	43%	48%	32%	42%	48%	41%	45%	46%	47%	45%	47%	47%	42%	31%	46%	34%	42%	46%	45%	41%	42%	45%	41%	43%	45%	43%
	1B 1E 1M 1P 2A 2C		1A 1B	1B		1A 1E						1A 1J 1K		1M	1A 1M 1N		1P	1P				1A	1A	1A	1A 2A 2C			2A 2C			1A	1A					1P 2A 2C	1B 1E 1M 1M 1P 2A 2C
Discovering a new village, town, city or community as a byproduct of visiting	477	225	162	90	278	197	146	226	105	20	63	57	78	206	167	39	109	66	17	34	44	234	306	206	208	31	24	79	77	52	374	300	124	39	198	82	111	306	163
	16%	19%	13%	15%	19%	13%	15%	23%	11%	24%	16%	14%	19%	18%	14%	25%	24%	21%	10%	14%	9%	15%	15%	16%	15%	17%	30%	11%	25%	24%	16%	15%	20%	21%	21%	19%	14%	14%	20%
	1C 1F 1I 1O 1S 1U 2B 2F 2L	1A 1C 1D			1A 1F		1I	1A 1G 1I		1A 1L			1O	1A 1O		1A	1A	1A				2B	2B	2B			1A 1Y 1Z 2B		1A 1Y 2B	1A 1Y 2B			1A 2F	2F	1A	2K		1I 1U 2B	1A 1C 1D 1F 1G 1I 1K 1L 1O 1S 1T 1U 1V 1W 1X 1Y 2B 2E 2F 2K 2L
None of these /prefer not to say	67	23	29	15	32	34	19	14	34	1	6	8	10	17	22	3	5	1	6	6	13	23	39	25	17	2	2	16	3	1	46	31	5	3	9	9	28	42	2
	2%	2%	2%	2%	2%	2%	2%	1%	3%	1%	1%	2%	2%	2%	2%	2%	1%	-	4%	2%	3%	2%	2%	2%	1%	1%	2%	2%	1%	-	2%	2%	1%	2%	1%	2%	4%	2%	-
	1H 1R 1V 1Y 2F 2G 2I 2M								1A 1G 1H																												1A	1R 1Y 2F 2G 2I 2M	

Overlap formulae used
Column Proportions (5%): Minimum Base: 0(**) Small Base: 30(*)
Base: 3000
*Weight: 1-
Weight Variable*
Level applied:

Contents

022. Phone Usage at Music Festivals

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Q2. Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)							Q4. Music Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Q4. Music Festivals Attended	Q32. Attitude to Loneliness - General				
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	Q8. Length of Stay at Music Festivals - NET 1-2 days	Q8. Length of Stay at Music Festivals - NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
To take pictures/videos of performing artists	1484	594	574	316	666	807	574	445	465	44	212	254	182	511	633	53	197	198	85	102	211	778	1050	623	766	89	33	333	134	91	1178	1036	286	92	438	214	396	1072	391
	49%	50%	48%	53%	45%	54%	57%	45%	47%	53%	53%	62%	44%	46%	53%	34%	43%	52%	50%	41%	45%	51%	53%	48%	54%	49%	41%	48%	43%	41%	50%	50%	46%	49%	47%	48%	50%	51%	48%
	1E 1H 1I 1M 1N 1P 1Q 1T 2C 2D 2G 2I			1C		1A 1E	1A 1H 1I					1A 1K			1A 1M 1N			1P 1Q					1A 1V		1A 2A 2B 2C 2D						1A	2G						1A 1C 1E 1H 1I 1M 1N 1P 1Q 1T 1U 1X 2C 2D 2G 2I	1P 1Q
To take pictures/videos of friends/family	1392	549	559	284	626	765	539	423	430	40	212	231	177	498	581	63	184	150	74	102	200	694	940	575	690	82	31	345	125	89	1101	997	262	70	415	205	370	1024	349
	46%	46%	46%	47%	42%	51%	54%	42%	43%	48%	53%	57%	43%	45%	48%	40%	40%	47%	44%	41%	43%	45%	47%	44%	48%	46%	38%	50%	40%	40%	47%	48%	42%	38%	44%	46%	46%	48%	43%
	1E 1H 1I 1Q 1X 2C 2G 2H 2M					1A 1E	1A 1H 1I				1A	1A			1A						1U		1A 1W		1A 2C 2D			1A 2A 2C 2D				1A 2G 2H						1A 1E 1H 1I 1M 1N 1P 1Q 1T 1U 1V 1X 2C 2D 2G 2H 2I 2M	
To post pictures/videos of my experience on social media	887	408	356	123	399	483	330	296	261	32	131	142	139	327	357	52	126	107	55	70	108	500	602	375	417	59	35	185	109	66	710	560	223	71	334	140	232	625	256
	30%	34%	29%	20%	27%	32%	33%	30%	26%	39%	33%	35%	34%	29%	30%	33%	27%	33%	32%	28%	23%	33%	30%	29%	30%	33%	43%	27%	36%	30%	30%	27%	36%	38%	36%	32%	29%	29%	31%
	1D 1E 1I 1U 2F	1A 1C 1D	1D			1A 1E	1A 1I				1A	1A							1U			1A 1W					1A 1Y 2B 2D		1A 2B		1A		1A 2F	1A 2F	1A			1D 1E 1I 1U 2F	2F
To keep an eye on social media updates	433	197	168	68	248	181	148	197	88	14	59	67	67	175	170	36	94	62	17	22	41	220	284	180	171	33	30	90	58	44	325	278	117	29	160	76	107	274	152
	14%	17%	14%	11%	17%	12%	15%	20%	9%	17%	15%	16%	16%	16%	14%	23%	20%	19%	10%	9%	9%	14%	14%	14%	12%	18%	37%	13%	19%	20%	14%	14%	19%	16%	17%	17%	13%	13%	19%
	1D 1F 1I 1T 1U 1Y 2L	1A 1D			1A 1F		1I	1A 1G 1I								1A	1A	1A							1Y	1A 1Y 1Z 2B 2C 2D			1A 2F		1A			1I 1U	1A 1C 1D 1F 1G 1I 1N 1O 1S 1T 1U 1V 1W 1X 1Y 2B 2E 2F 2K 2L
To call friends/family	836	322	342	172	431	399	311	325	200	23	140	113	101	337	323	44	145	116	34	52	94	446	562	327	418	52	17	168	99	63	653	580	172	52	272	119	217	565	262
	28%	27%	28%	29%	29%	27%	31%	33%	20%	28%	35%	28%	25%	30%	27%	28%	31%	36%	20%	21%	20%	29%	28%	25%	30%	29%	21%	24%	32%	29%	28%	28%	28%	28%	29%	27%	27%	27%	32%
	1I 1S 1T 1U 1X 2B 2L						1A 1I	1A 1I			1A 1L			1A 1M				1A							1A 2B				2B									1I 1S 1T 1U	1A 1B 1C 1E 1F 1I 1M 1O 1S 1T 1U 1W 1X 2A 2B 2E 2F 2G 2J 2K 2L
To share performances with friends/family	784	330	308	146	401	378	253	294	237	19	104	112	119	297	314	48	131	100	52	62	102	427	516	347	355	43	31	174	90	76	636	479	219	57	319	110	212	552	226
	26%	28%	26%	24%	27%	25%	25%	29%	24%	23%	26%	28%	29%	27%	26%	31%	28%	31%	31%	25%	22%	28%	26%	27%	25%	24%	36%	25%	29%	35%	27%	23%	35%	31%	34%	25%	27%	26%	28%
	1I 1U 2F							1A 1G 1I														1A 1W					1A 1Y 1Z 2B				1A 1Y 1Z 2B	1A		1A 2F	2F	1A			1I 1U 2F	1I 1U 2F
To livestream performances on social media	360	174	139	47	203	154	110	150	100	11	39	55	70	143	130	36	73	39	23	31	36	208	217	172	140	35	29	55	56	44	290	187	120	46	171	65	84	235	120
	12%	15%	12%	8%	14%	10%	11%	15%	10%	13%	10%	14%	17%	13%	11%	23%	16%	12%	14%	13%	8%	14%	11%	13%	10%	19%	36%	8%	18%	20%	12%	9%	19%	25%	18%	15%	11%	11%	15%
	1D 1F 1I 1U 1W 1Y 2B 2F 2L	1A 1C 1D	1D		1A 1F			1A 1G 1I					1A 1N 1O			1A 1Q 1R	1A		1U	1U		1A 1W				1A 1Y 2B	1A 1Y 1Z 2B 2C 2D		1A 1Y 2B	1A 1Y 2B			1A 2F	1A 2F	1A	2K		1D 1U 2B 2F	1A 1C 1D 1F 1G 1I 1K 1O 1U 1W 1Y 2B 2E 2F 2K 2L
To scroll during downtime	553	220	222	111	317	232	176	262	125	18	71	74	74	213	230	32	114	95	24	28	61	279	368	246	270	40	22	108	51	43	442	370	111	46	199	92	145	364	180
	18%	18%	18%	18%	21%	16%	18%	25%	13%	22%	18%	18%	18%	19%	19%	21%	25%	30%	14%	11%	13%	18%	19%	19%	19%	22%	27%	16%	16%	20%	19%	18%	18%	25%	21%	21%	18%	17%	22%
	1F 1I 1T 1U 2B 2L				1A 1F		1I	1A 1G 1I									1A	1A 1P								2B	1A 2B 2C							1A 2F 2G	1A			1F 1I 1T 1U	1A 1B 1C 1F 1G 1I 1S 1T 1U 1V 1W 1X 1Y 2B 2C 2E 2F 2G 2K 2L
To navigate the venue and plan my itinerary through the festival app	851	348	344	159	426	417	340	270	241	28	124	152	110	300	358	50	119	82	32	57	124	459	608	350	420	37	26	193	91	64	670	576	199	51	293	118	209	557	282
	28%	29%	29%	26%	29%	28%	34%	27%	24%	34%	31%	37%	27%	27%	30%	32%	26%	26%	19%	23%	27%	30%	31%	27%	30%	21%	32%	28%	29%	29%	29%	28%	32%	27%	31%	27%	26%	26%	34%
	1I 1S 1Z 2L						1A 1H 1I					1A 1K									1S	1A	1A		1Z		1Z	1Z	1Z				1A		1A			1S	1A 1B 1C 1D 1E 1F 1H 1I 1M 1N 1O 1Q 1R 1S 1T 1U 1V 1W 1X 1Y 1Z 2B 2E 2F 2H 2J 2K 2L
Other	33	10	17	6	20	13	8	7	18		5	3	3	10	15		4	1	3	1	11	14	19	13	12	4	1	4	3	2	22	20	7	2	3	4	10	24	5
	1%	1%	1%	1%	1%	1%	1%	1%	2%		1%	1%	1%	1%	1%		1%	-	2%	-	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	-	1%	1%	1%	1%
	2I								1A 1G 1H												1A					2B												2I	
I do not use my phone	181	44	70	67	101	79	54	40	87	3	22	20	15	62	80	4	20	9	8	20	51	85	113	79	80	7	1	44	13	8	143	131	28	4	31	22	70	131	31
	6%	4%	6%	11%	7%	5%	5%	4%	9%	4%	5%	5%	4%	6%	7%	3%	4%	3%	5%	8%	11%	6%	6%	6%	6%	4%	1%	6%	4%	4%	6%	6%	4%	2%	3%	5%	9%	6%	4%
	1B 1H 1M 1R 2G 2H 2I 2M		1B	1A 1B 1C					1A 1G 1H						1M						1A 1S															1A 2J	1B 1H 1M 1R 2G 2H 2I 2M	

Overlap formulae used
Column Proportions (5%): Minimum Base: 0(**) Small Base: 30(*)
Base: 3000
*Weight: 1
 Weight Variable*
Level applied:

Contents

Q23. Emotions from No Phone Usage

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)						Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness – General			
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	08. Length of Stay at Music Festivals - NET 1-2 days	09. Length of Stay at Music Festivals - NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Disappointed that I cannot record the performances	619	306	227	86	298	313	246	205	168	27	101	93	113	236	216	40	97	61	46	38	62	329	385	234	288	47	24	118	80	54	449	380	156	55	231	128	123	425	187
	21%	26%	19%	14%	20%	21%	25%	21%	17%	33%	25%	23%	28%	21%	18%	26%	21%	19%	27%	15%	13%	22%	19%	18%	20%	26%	30%	17%	26%	25%	19%	19%	25%	30%	25%	29%	15%	20%	23%
	1C 1D 1I 1O 1T 1U 1W 1X 2B 2E 2F 2K	1A 1C 1D	1D				1A 1H 1I	1I		1A	1A		1A 1N 1O						1A 1T 1U				1W			2B	1A 1Y 2B		1A 1Y 2B	2B				1A 2F	1A 2F	1A	1A 2K		1D 1I 1J 1X 2B 2F 2K	1C 1D 1E 1I 1O 1T 1U 1W 1X 2B 2E 2F 2K
Concerned that I won't be able to contact friends/family	1084	436	444	204	464	608	457	332	295	34	192	184	136	408	437	56	148	109	46	68	144	547	711	411	545	65	23	252	96	71	841	760	219	84	321	177	238	765	304
	36%	37%	37%	34%	31%	41%	46%	33%	30%	41%	48%	45%	33%	37%	37%	36%	32%	34%	27%	27%	31%	36%	36%	32%	39%	36%	28%	37%	31%	32%	36%	37%	35%	34%	34%	40%	30%	36%	37%
	1E 1H 1I 1Q 1S 1T 1U 1X 2C 2K					1A 1E	1A 1H 1I				1A	1A													1A 2C												2K	1E 1H 1I 1S 1T 1U 1X 2C 2K	1E 1H 1I 1Q 1S 1T 1U 1X 2C 2K
Relieved about being able to disconnect	649	269	273	107	357	289	163	267	219	16	65	64	93	256	246	43	127	86	34	64	96	340	457	322	290	49	28	143	63	59	545	421	166	45	249	102	167	434	205
	22%	23%	23%	18%	24%	19%	16%	27%	22%	19%	16%	16%	23%	23%	21%	28%	27%	27%	20%	26%	21%	22%	23%	25%	21%	27%	35%	21%	20%	27%	23%	21%	27%	24%	27%	23%	21%	20%	25%
	1D 1F 1G 1K 1L 2F 2L	1D	1D		1A 1F			1A 1G 1I	1G								1A	1A					1A	1A		1Y	1A 1Y 2B 2C			1Y	1A		1A 2F		1A			1G 1K 1L	1A 1D 1F 1G 1K 1L 1O 1V 1Y 2B 2F 2K 2L
Unsure whether to attend the festival	482	216	183	83	239	234	174	161	147	17	71	67	73	186	178	30	80	42	26	35	69	251	310	208	215	32	13	125	51	30	355	334	95	28	136	88	101	339	137
	16%	18%	15%	14%	16%	16%	17%	16%	15%	20%	18%	16%	18%	17%	15%	19%	17%	13%	15%	14%	15%	16%	16%	16%	15%	18%	16%	18%	16%	14%	15%	16%	15%	15%	14%	20%	13%	16%	17%
	2E 2K	1A 1D																							1A 2K												2K	2K
Pleased that everyone will be able to enjoy the show without any distraction	966	381	383	202	510	451	308	333	325	28	133	121	124	364	400	47	150	117	49	81	162	504	672	433	457	61	30	205	109	73	782	651	214	70	334	158	258	675	269
	32%	32%	32%	34%	34%	30%	31%	33%	33%	34%	33%	30%	30%	33%	34%	30%	32%	36%	29%	33%	35%	33%	34%	33%	32%	34%	37%	30%	35%	33%	33%	32%	34%	38%	36%	36%	32%	32%	33%
	1F				1A 1F																		1A								1A				1A				
Unsafe as I rely on my phone for navigation or to contact people	912	399	380	133	375	527	387	210	315	38	144	164	132	331	367	33	108	62	61	79	141	470	610	380	421	48	29	227	91	65	688	637	174	57	269	153	176	676	220
	30%	33%	31%	22%	25%	35%	39%	21%	32%	46%	36%	40%	32%	30%	31%	21%	23%	19%	36%	32%	30%	31%	31%	29%	30%	27%	36%	33%	29%	30%	29%	31%	28%	31%	29%	35%	22%	32%	27%
	1D 1E 1H 1P 1Q 1R 2E 2K 2M	1A 1D	1D			1A 1E	1A 1H 1I		1H	1A	1A	1A																								1A 2K		1A 1D 1E 1H 1P 1Q 1R 1X 1Y 2E 2G 2I 2K 2M	1D 1H 1R 2K
None of these	237	68	99	70	135	100	68	75	94	3	24	31	24	74	103	11	26	28	10	24	44	129	157	96	118	7	3	55	19	8	186	165	33	7	54	11	97	165	52
	8%	6%	8%	12%	9%	7%	7%	8%	9%	4%	6%	8%	6%	7%	9%	7%	6%	9%	6%	10%	9%	8%	8%	7%	8%	4%	4%	8%	6%	4%	8%	8%	5%	4%	6%	2%	12%	8%	6%
	1B 1F 1G 1Z 2D 2G 2H 2I 2J		1B	1A 1B 1C	1A 1F				1A 1G																1Z 2D			2D				2G 2H					1A 2J	1B 2D 2G 2H 2I 2J	2J

Overlap formulae used

Column Proportions (5%): Minimum Base: 0(**) Small Base: 30(*)

Base: 3000

Weight: 1 </br>Weight Variable

Level applied:

Contents

024. Phone Usage Attitudes
I actively document my experience on social media

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)							Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness - General			
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	Q8. Length of Stay at Music Festivals - NET 1-2 days	Q8. Length of Stay at Music Festivals - NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Strongly agree	274 9%	129 11%	104 9%	41 7%	148 10%	124 8%	111 11%	109 11%	54 5%	13 16%	39 10%	56 14%	39 10%	109 10%	114 10%	13 8%	53 11%	39 12%	13 8%	17 7%	19 4%	157 10%	169 9%	98 8%	84 6%	29 16%	21 26%	50 7%	49 16%	40 18%	211 9%	142 7%	87 14%	40 22%	123 13%	61 14%	75 9%	148 7%	120 15%
Tend to agree	697 23%	318 27%	262 22%	117 19%	339 23%	353 24%	256 26%	267 27%	174 17%	29 35%	96 24%	113 28%	110 27%	258 23%	284 24%	46 29%	124 27%	89 28%	35 21%	38 15%	82 18%	398 26%	462 23%	272 21%	321 23%	53 29%	28 35%	136 20%	84 27%	64 29%	546 23%	444 22%	186 30%	42 23%	257 27%	119 27%	161 20%	474 22%	219 27%
Neither agree nor disagree	602 20%	253 21%	264 22%	85 14%	304 20%	297 20%	180 18%	239 24%	183 18%	12 14%	91 23%	57 14%	90 22%	258 23%	199 17%	42 27%	110 24%	73 23%	36 21%	57 23%	69 15%	280 18%	389 20%	262 20%	276 20%	37 21%	15 19%	147 21%	75 24%	40 18%	439 19%	406 20%	117 19%	42 23%	200 21%	96 22%	143 18%	433 20%	158 19%
Tend to disagree	541 18%	234 20%	202 17%	105 17%	265 18%	272 18%	185 19%	170 17%	186 19%	14 17%	77 19%	69 17%	82 20%	196 18%	200 17%	28 18%	75 16%	56 17%	40 24%	44 18%	75 16%	264 17%	350 18%	241 19%	287 20%	27 15%	7 9%	116 17%	44 14%	36 16%	428 18%	383 19%	101 16%	31 17%	152 16%	70 16%	137 17%	387 18%	142 17%
Strongly disagree	713 24%	212 18%	298 25%	203 34%	343 23%	365 24%	235 24%	178 18%	300 30%	12 14%	90 22%	99 24%	64 16%	242 22%	326 27%	17 11%	87 19%	59 18%	35 21%	65 26%	168 36%	347 23%	507 26%	334 26%	375 27%	25 14%	8 10%	195 28%	46 15%	30 14%	569 24%	569 28%	97 16%	22 12%	162 17%	69 16%	239 30%	544 26%	155 19%
Not applicable	154 5%	36 3%	71 6%	47 8%	79 5%	72 5%	31 3%	29 3%	94 9%	3 4%	9 2%	12 3%	20 5%	46 4%	65 5%	6 4%	13 3%	5 2%	11 6%	24 10%	48 10%	71 5%	100 5%	85 7%	65 5%	9 5%	2 2%	39 6%	12 4%	10 5%	129 6%	100 5%	30 5%	8 4%	38 4%	26 6%	38 5%	124 6%	22 3%
Don't know	19 1%	10 1%	6 -	3 -	8 1%	10 1%	2 -	8 1%	9 1%		1 -	1 -	4 1%	5 -	5 -	4 3%	1 -			3 1%	4 1%	12 1%	9 -	9 1%	5 -			5 1%	1 -		13 1%	8 -	5 1%	1 1%	6 1%	1 -	6 1%	9 -	3 -
Top 2 Box	971 32%	447 38%	366 30%	158 26%	487 33%	477 32%	367 37%	376 38%	228 23%	42 51%	135 33%	169 42%	149 36%	367 33%	398 33%	59 38%	177 38%	128 40%	48 28%	55 22%	101 22%	555 36%	631 32%	370 28%	405 29%	82 46%	49 60%	186 27%	133 43%	104 47%	757 32%	586 29%	273 44%	82 44%	380 41%	180 41%	236 30%	622 29%	339 41%
Bottom 2 Box	1254 42%	446 37%	500 41%	308 51%	608 41%	637 43%	420 42%	348 35%	486 49%	26 31%	167 41%	168 41%	146 36%	438 39%	526 44%	45 29%	162 35%	115 36%	75 44%	109 44%	243 52%	611 40%	857 43%	575 44%	662 47%	52 29%	15 19%	311 45%	90 29%	66 30%	997 43%	952 46%	198 32%	53 28%	314 33%	139 31%	376 47%	931 44%	297 36%

Overlap formulae used
Column Proportions (5%): Minimum Base: 0(**) Small Base: 30(*)
Base: 3000
Weight: 1 </bn>Weight Variable
Level applied:

Contents

Q24. Phone Usage Attitudes
Posting about the festival is an important part of the experience

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Q. Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)						Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness – General			
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVAL	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVAL	Top 2 Box - Often	Bottom 2 Box - Not Often	Q8. Length of Stay at Music Festivals - NET 1-2 days	Q9. Length of Stay at Music Festivals - NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Strongly agree	342	163	138	41	192	148	130	137	75	14	51	59	58	140	124	27	67	38	17	22	27	196	195	136	132	40	22	65	45	34	257	170	108	51	157	85	80	214	124
	11%	14%	11%	7%	13%	10%	13%	14%	8%	17%	13%	14%	14%	13%	10%	17%	14%	12%	10%	9%	6%	13%	10%	10%	9%	22%	27%	9%	14%	15%	11%	8%	17%	27%	17%	19%	10%	10%	15%
	1D 1F 1I 1U 1W 1Y 2F 2L	1A 1D	1D		1A 1F		1A 1I	1A 1I				1A	1O			1A	1A					1A 1W			1Y	1A 1Y 2B 2C	1A 1Y 2B 2C 2D	2B	1Y 2B	1A 1Y 2B			1A 2F	1A 2F 2G	1A	1A 2K		1D 1I 1U 2F	1A 1C 1G 1E 1F 1I 1N 1O 1T 1U 1V 1W 1X 1Y 2B 2E 2F 2K 2L
Tend to agree	703	312	267	124	339	360	263	266	174	22	114	111	88	288	280	38	126	89	28	48	80	369	452	280	301	53	25	152	90	68	540	490	153	36	252	105	169	491	205
	23%	26%	22%	21%	23%	24%	26%	27%	17%	27%	28%	27%	22%	26%	23%	24%	27%	28%	16%	19%	17%	24%	23%	22%	21%	29%	31%	22%	29%	31%	23%	24%	25%	19%	27%	24%	21%	23%	25%
	1I 1S 1U 1X 1Y	1A 1C 1D					1A 1I	1A 1I			1A	1A		1A			1A									1A 1Y 2B	1Y		1A 1Y 2B	1A 1Y 2B					1A			1I 1S 1U	1D 1I 1S 1T 1U 1X 1Y 2K
Neither agree nor disagree	675	273	289	113	347	324	187	282	206	18	77	67	104	250	259	44	124	101	42	49	91	348	450	298	325	40	19	148	68	56	522	464	145	41	213	92	173	476	191
	23%	23%	24%	19%	23%	22%	19%	28%	21%	22%	19%	16%	25%	22%	22%	28%	27%	31%	25%	20%	20%	23%	23%	23%	23%	22%	23%	22%	22%	25%	22%	23%	23%	22%	23%	21%	22%	22%	23%
	1D 1G 1L	1D	1D					1A 1G 1I									1A	1A																				1D 1G 1L	1D 1G 1L
Tend to disagree	479	196	181	102	226	249	194	131	154	14	73	82	55	181	189	16	68	34	25	40	73	229	326	191	252	15	7	115	41	33	372	346	81	27	125	70	127	338	126
	16%	16%	15%	17%	15%	17%	19%	13%	15%	17%	18%	20%	13%	16%	16%	10%	15%	11%	15%	16%	16%	15%	16%	15%	18%	8%	9%	17%	13%	15%	16%	17%	13%	15%	13%	16%	16%	16%	15%
	1H 1P 1R 1Z 2G 2I						1A 1H 1I					1A						1V					1V		1A 1Z 2A 2C			1Z		1Z		1A 2G						2G 2I	1H 1R 1Z 1R 1Z
Strongly disagree	651	203	275	173	310	336	200	154	297	9	80	82	72	214	292	19	69	54	44	65	156	319	474	317	347	25	6	168	54	20	528	486	113	20	156	68	206	494	143
	22%	17%	23%	29%	21%	23%	20%	15%	30%	11%	20%	20%	18%	19%	24%	12%	15%	17%	26%	26%	34%	21%	24%	24%	25%	14%	7%	24%	17%	9%	23%	24%	18%	11%	17%	15%	26%	23%	17%
	1B 1H 1J 1M 1N 1P 1Q 1R 1Z 2A 2D 2G 2H 2I 2J 2M		1B	1A 1B 1C			1H		1A 1G 1H			1J			1A 1M 1N						1A 1T		1A 1V	1A	1A 1Z 2A 2C 2D			1A 1Z 2A 2C 2D	2A 2D		1A	1A 2G 2H	2H				1A 2J	1A 1B 1E 1G 1H 1J 1M 1N 1P 1Q 1R 1V 1Z 2A 2C 2D 2G 2H 2I 2J 2M	2A 2D 2H
Not applicable	121	35	47	39	58	61	22	19	80	4	7	5	26	33	40	9	6	3	13	20	32	53	70	62	50	4	2	35	9	8	96	82	18	8	28	19	35	93	20
	4%	3%	4%	6%	4%	4%	2%	2%	8%	5%	2%	1%	6%	3%	3%	6%	1%	1%	8%	8%	7%	3%	4%	5%	4%	2%	2%	5%	3%	4%	4%	4%	3%	4%	3%	4%	4%	4%	2%
	1B 1G 1H 1K 1L 1N 1Q 1R 2M			1A 1B 1C					1A 1G 1H	1L			1A 1N 1O			1Q 1R			1A	1A	1A																		1B 1J 1M 1K 1L 1N 1O 1R 1V 1W 1Y 2I 2M	
Don't know	29	10	10	9	14	15	4	11	14	2	1	1	6	8	9	3	3	2	1	4	6	15	19	17	6	3		5	4	1	20	14	5	3	7	3	9	13	10
	1%	1%	1%	1%	1%	1%	-	1%	1%	2%	-	-	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	-	2%		1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%
	1G 1Y 2L								1G	1K 1L																1Y													1G 1L 1Y
Top 2 Box	1045	475	405	165	531	508	393	403	249	36	165	170	146	428	404	65	193	127	45	70	107	565	647	416	433	93	47	217	135	102	797	660	261	87	409	190	249	705	329
	35%	40%	34%	27%	36%	34%	39%	40%	25%	43%	41%	42%	36%	38%	34%	42%	42%	40%	26%	28%	23%	37%	33%	32%	31%	52%	58%	32%	43%	46%	34%	32%	42%	47%	44%	43%	31%	33%	40%
	1D 1I 1S 1T 1U 1W 1X 1Y 2B 2F 2K 2L	1A 1C 1D	1D				1A 1I	1A 1I			1A	1A		1A 1O			1A					1A 1W				1A 1Y 2B	1A 1Y 2B 2C		1A 1Y 2B	1A 1Y 2B			1A 2F	1A 2F	1A	1A 2K		1D 1I 1U 1Y	1A 1C 1G 1E 1F 1I 1O 1S 1T 1U 1V 1W 1X 1Y 2B 2E 2F 2K 2L
Bottom 2 Box	1130	399	456	275	536	585	394	285	451	23	153	164	127	395	481	35	137	88	69	105	229	548	800	508	599	40	13	283	95	53	900	832	194	47	281	138	333	832	269
	38%	33%	38%	46%	36%	39%	39%	29%	45%	28%	38%	40%	31%	35%	40%	22%	30%	27%	41%	42%	49%	36%	40%	39%	42%	22%	16%	41%	31%	24%	39%	41%	31%	25%	30%	31%	42%	39%	33%
	1B 1H 1M 1P 1Q 1R 1V 1Z 2A 2C 2D 2G 2H 2I 2J 2M		1B	1A 1B 1C			1H		1A 1G 1H			1J			1A 1M 1N						1A		1A 1V		1A 1Z 2A 2C 2D			1A 1Z 2A 2C 2D	1Z 2A			1A 2G 2H					1A 2J	1A 1B 1E 1H 1J 1M 1N 1P 1Q 1R 1V 1Z 2A 2C 2D 2G 2H 2I 2J 2M	1H 1P 1Z 2A 2D 2H

Overlap formulae used
Column Proportions (5%): Minimum Base: 0(**) Small Base: 30(*)
Base: 3000
Weight: 1 </bn>Weight Variable
Level applied:

Contents

024. Phone Usage Attitudes
Being present matters more to me than capturing content

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)						Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness - General			
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	Q8. Length of Stay at Music Festivals - NET 1-2 days	Q8. Length of Stay at Music Festivals - NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Strongly agree	1166	394	465	307	579	582	370	413	383	26	141	168	142	408	506	56	192	137	60	75	201	625	842	543	578	82	35	274	103	73	956	821	236	72	342	158	362	839	313
	39%	33%	39%	51%	39%	39%	37%	41%	38%	31%	35%	41%	35%	37%	42%	36%	41%	43%	35%	30%	43%	41%	42%	42%	41%	34%	43%	40%	33%	33%	41%	40%	38%	39%	36%	36%	45%	40%	38%
	1B 1T 2C		1B	1A 1B 1C				1G							1A 1M 1N						1A 1T	1A	1A	1A	1A 2C 2D			2C			1A						1A 2J	1B 1K 1M 1N 1T 2C 2I	1B 1T
Tend to agree	986	394	410	182	465	513	382	320	284	25	155	152	124	372	398	51	139	117	48	78	129	490	657	399	484	49	23	228	105	72	769	696	197	45	312	147	258	710	260
	33%	33%	34%	30%	31%	34%	38%	32%	28%	30%	38%	37%	30%	33%	33%	33%	30%	36%	28%	31%	28%	32%	33%	31%	34%	27%	28%	33%	34%	33%	33%	34%	32%	24%	33%	33%	32%	34%	32%
	1I 1U 1X 2H						1A 1H 1I				1A	1A																				2H						1E 1I 1U 1X 2H	2H
Neither agree nor disagree	445	198	184	63	234	206	154	157	134	16	71	55	62	184	164	25	81	43	21	32	66	222	262	167	197	45	15	93	49	34	317	297	84	43	151	71	101	303	133
	15%	17%	15%	10%	16%	14%	15%	16%	13%	19%	18%	14%	15%	17%	14%	16%	17%	13%	12%	13%	14%	15%	13%	13%	14%	25%	19%	14%	16%	15%	14%	14%	13%	23%	16%	16%	13%	14%	16%
	1D 1W 1X 2E 2K	1A 1D	1D											1A												1A 1Y 2B 2C 2D							1A 2F 2G				1D	1D 1W 1X 2E 2K
Tend to disagree	234	110	97	27	128	105	63	70	101	11	26	20	51	84	77	14	34	17	26	24	40	110	133	109	104	12	7	45	32	26	170	147	65	9	81	36	40	154	72
	8%	9%	8%	4%	9%	7%	6%	7%	10%	13%	6%	5%	12%	8%	6%	9%	7%	5%	15%	10%	9%	7%	7%	8%	7%	7%	9%	7%	10%	12%	7%	7%	10%	5%	9%	8%	5%	7%	9%
	1D 1G 1L 1O 1W 2K	1A 1D	1D						1A 1G 1H	1K 1L			1A 1N 1O						1A 1U										2B	1A 1Y 2B			1A 2F 2H			2K		1D 2K	1D 1G 1L 1O 1R 1W 2H 2K
Strongly disagree	106	63	34	9	46	60	20	20	66	3	7	8	17	43	32	3	10	5	11	26	19	52	56	57	36	7	1	32	13	12	79	61	30	9	35	20	23	74	29
	4%	5%	3%	1%	3%	4%	2%	2%	7%	4%	2%	2%	4%	4%	3%	2%	2%	2%	6%	10%	4%	3%	3%	4%	3%	4%	1%	5%	4%	5%	3%	3%	5%	5%	4%	5%	3%	3%	4%
	1D 1G 1H 1K 1O 1R 1W 1Y 2F	1A 1C 1D							1A 1G 1H										1A	1A 1U				1A				1Y		1Y			1A 2F				1D 1G 1H 1W 1Y	1D 1G 1H 1K
Not applicable	45	23	14	8	28	16	7	11	27	2	1	3	7	19	13	2	6	2	3	12	8	24	26	20	11	3		11	8	3	32	19	10	8	15	9	11	30	9
	2%	2%	1%	1%	2%	1%	1%	1%	3%	2%	-	1%	2%	2%	1%	1%	1%	1%	2%	5%	2%	2%	1%	2%	1%	2%		2%	3%	1%	1%	1%	2%	4%	2%	2%	1%	1%	1%
	1G 1K 1Y 2F								1A 1G 1H	1K										1A 1U								1Y						1A 2F 2G				1G 1Y 2F	
Don't know	18	10	3	5	6	11	4	9	5		2	1	6	4	3	5	1		1	1	2	6	10	6	3	2		5	1		12	11	1		2	1	4	9	3
	1%	1%	-	1%	-	1%	-	1%	1%		-	-	1%	-	-	3%	-		1%	-	-	-	1%	-	-	1%		1%	-		1%	1%	-		-	-	1%	-	-
	1Y	1C											1A 1N 1O			1A 1Q 1R										1Y													
Top 2 Box	2152	788	875	489	1044	1095	752	733	667	51	296	320	266	780	904	107	331	254	108	153	330	1115	1499	942	1062	111	58	502	208	145	1725	1517	433	117	654	305	620	1549	573
	72%	66%	72%	81%	70%	73%	75%	73%	67%	61%	73%	79%	65%	70%	76%	69%	71%	79%	64%	62%	71%	73%	75%	72%	75%	62%	72%	73%	67%	66%	74%	74%	70%	63%	70%	69%	78%	73%	70%
	1B 1I 1J 1M 1S 1T 1Z 2C 2D 2H		1B	1A 1B 1C		1A	1A 1I	1I			1J	1A 1J			1A 1M 1N			1A 1P 1Q			1T		1A 1V		1A 1Z 2C 2D			1Z 2C 2D			1A	1A 2G 2H					1A 2J	1A 1B 1E 1I 1J 1M 1N 1S 1T 1Z 2C 2D 2G 2H 2I 2J	1B 1T 1Z 2H
Bottom 2 Box	340	173	131	36	174	165	83	90	167	14	33	28	68	127	109	17	44	22	37	50	59	162	189	166	140	19	8	77	45	38	249	208	95	18	116	56	63	228	101
	11%	15%	11%	6%	12%	11%	8%	9%	17%	17%	8%	7%	17%	11%	9%	11%	10%	7%	22%	20%	13%	11%	10%	13%	10%	11%	10%	11%	14%	17%	11%	10%	15%	10%	12%	13%	8%	11%	12%
	1D 1G 1H 1K 1L 1O 1R 1W 1Y 2E 2F 2K	1A 1C 1D	1D						1A 1G 1H	1K 1L			1A 1N 1O						1A 1U	1A 1U				1A					1Y	1A 1Y 2B			1A 2F			2K		1D 1G 1L 1O 1R 1W 2K	1K 1L 1O 1R 1W 1Y 2F 2K

Overlap formulae used
ColumnProportions (5%): Minimum Base: 0(**) Small Base: 30(*)
Base: 3000
Weight: 1</br>Weight Variable
Level applied:

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Q24. Phone Usage Attitudes
I'd prefer designated phone-free zones rather than a full ban

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Q. Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)							Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness - General			
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVAL	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVAL	Top 2 Box - Often	Bottom 2 Box - Not Often	Q8. Length of Stay at Music Festivals - NET 1-2 days	Q8. Length of Stay at Music Festivals - NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Strongly agree	616	262	239	115	293	320	239	214	163	22	99	99	92	237	248	34	100	72	36	38	77	301	418	247	276	40	26	138	72	47	484	423	126	46	189	111	162	417	193
	21%	22%	20%	19%	20%	21%	24%	21%	16%	27%	25%	24%	22%	21%	21%	22%	22%	22%	21%	15%	17%	20%	21%	19%	20%	22%	32%	20%	23%	21%	21%	21%	20%	25%	20%	25%	20%	20%	24%
																																							1A 1C 1U 1L 1I 1T 1U 1V 1W 1X 1Y 2E 2F 2I
	1I 1T 1U						1A 1I	1I	1I		1A	1A	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	1A 1Y 2B	2B	2C	2D	2E	2F	2G	2H	2I	1A 2K		1I	2L
Tend to agree	965	376	395	194	467	494	374	291	300	24	149	167	111	357	418	35	144	99	52	64	150	511	645	398	451	52	27	243	93	76	777	671	205	57	315	150	242	691	282
	32%	32%	33%	32%	31%	33%	37%	29%	30%	29%	37%	41%	27%	32%	35%	22%	31%	31%	31%	26%	32%	33%	32%	31%	32%	29%	33%	35%	30%	35%	33%	33%	33%	31%	34%	34%	30%	33%	32%
	1H 1I 1M 1P 1T						1A 1H 1I				1A	1A 1J			1A 1M		1P											1A			1A							1H 1I 1M 1P 1T	1P 1T
Neither agree nor disagree	715	275	288	152	396	313	227	259	229	21	84	91	92	272	276	40	117	86	31	71	99	343	469	306	338	53	16	150	76	53	534	479	146	46	224	84	198	498	198
	24%	23%	24%	25%	27%	21%	23%	26%	23%	25%	21%	22%	22%	24%	23%	26%	25%	27%	18%	29%	21%	22%	24%	24%	24%	29%	20%	22%	24%	24%	23%	23%	23%	25%	24%	19%	25%	24%	24%
	1F 2E 2J				1A 1F															1S 1U						2B										2J	1F 2J	1F 2J
Tend to disagree	288	113	119	56	142	142	67	102	119	8	25	26	56	100	103	22	48	23	26	27	54	147	186	140	144	17	6	62	33	18	227	196	60	17	83	44	71	206	75
	10%	9%	10%	9%	10%	10%	7%	10%	12%	10%	6%	6%	14%	9%	9%	14%	10%	7%	15%	11%	12%	10%	9%	11%	10%	9%	7%	9%	11%	8%	10%	10%	10%	9%	9%	10%	9%	10%	9%
	1G 1K 1L							1G	1A 1G				1A 1N 1O			1A 1R			1A																			1G 1K 1L	1G
Strongly disagree	244	100	91	53	112	131	58	86	100	3	33	14	30	102	86	13	40	28	14	29	44	135	166	117	119	14	2	59	25	19	185	167	54	13	83	31	69	185	56
	8%	8%	8%	9%	8%	9%	6%	9%	10%	4%	8%	3%	7%	9%	7%	8%	9%	9%	8%	12%	9%	9%	8%	9%	8%	8%	2%	9%	8%	9%	8%	8%	9%	7%	9%	7%	9%	9%	7%
	1G 1L							1G	1A 1G		1L									1A																		1A 1G 1L 1O 2A 2E	1L
Not applicable	81	39	31	11	36	44	16	23	42	4	6	3	16	24	28	8	5	8	4	13	17	43	49	40	41	1	2	18	5	5	60	55	14	5	22	14	28	59	16
	3%	3%	3%	2%	2%	3%	2%	2%	4%	5%	1%	1%	4%	2%	2%	5%	1%	2%	2%	5%	4%	3%	2%	3%	3%	1%	2%	3%	2%	2%	3%	3%	2%	3%	2%	3%	4%	3%	2%
	1G 1L 1O								1A 1G 1H	1L						1O				1A																		1G 1L 1O	
Don't know	91	27	44	20	40	49	19	25	47	1	7	7	12	22	36	4	9	5	7	6	24	49	53	53	44	3	2	18	7	2	68	61	18	2	22	8	29	63	19
	3%	2%	4%	3%	3%	3%	2%	3%	5%	1%	2%	2%	3%	2%	3%	3%	2%	2%	4%	2%	5%	3%	3%	4%	3%	2%	2%	3%	2%	1%	3%	3%	3%	1%	2%	2%	4%	3%	2%
	1G 1N		1B						1A 1G 1H												1A			1A														1G 1N	
Top 2 Box	1581	638	634	309	760	814	613	505	463	46	248	266	203	594	664	69	244	171	88	102	227	812	1063	645	727	92	53	381	165	123	1261	1094	331	103	504	261	404	1108	455
	53%	54%	53%	51%	51%	55%	61%	51%	46%	55%	62%	65%	50%	53%	56%	44%	53%	53%	52%	41%	49%	53%	54%	50%	51%	51%	65%	55%	53%	56%	54%	53%	53%	55%	54%	59%	51%	52%	56%
																																							1E 1H 1I 1M 1P 1T 1U 1X
	1I 1P 1T 1X					1A	1A 1H 1I				1A	1A			1A 1M				1T		1T						1A 1Y 1Z 2C				1A				1A 2K		1I 1P 1T 1X	1Y 2K
Bottom 2 Box	532	213	210	109	254	273	125	188	219	11	58	40	86	202	189	35	88	51	40	56	98	282	352	257	263	31	8	121	58	37	412	363	114	30	166	75	140	391	131
	18%	18%	17%	18%	17%	18%	13%	19%	22%	13%	14%	10%	21%	18%	16%	22%	19%	16%	24%	23%	21%	18%	18%	20%	19%	17%	10%	18%	19%	17%	18%	18%	18%	16%	18%	17%	18%	18%	16%
								1G	1A 1G		1L		1O						1A	1A	1A			1A	2A													1G 1K 1L 1O 2A	1G 1L

Overlap formulae used
ColumnProportions(5%): Minimum Base: 0(**) Small Base: 30(*)
Base: 3000
Weight: 1 n Weight Variable
Level applied:

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Q25. General Attitudes to Festival Experience
Physical intensity (e.g. fatique, dancing, intoxication) enhances my experience

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Q5. Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)						Q31. Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Q31. Festivals Attended	Q32. Attitude to Loneliness – General			Q8. Length of Stay at Music Festivals - NET 3 or more days
	Total	Gen Z (16-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	08. Length of Stay at Music Festivals - NET 1-2 days	
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Strongly agree	386	198	139	49	217	168	135	164	87	21	54	55	67	150	150	29	77	55	17	19	40	233	252	164	160	32	24	67	60	40	302	209	120	46	165	76	100	237	146
	13%	17%	12%	8%	15%	11%	14%	16%	9%	25%	13%	14%	16%	13%	13%	19%	17%	17%	10%	8%	9%	15%	13%	13%	11%	18%	30%	10%	19%	18%	13%	10%	19%	25%	18%	17%	13%	11%	18%
	1D 1F 1I 1T 1U 1Y 2B 2F 2L	1A 1C 1D	1D		1A 1F		1I	1A 1I		1A 1K 1L			1A			1A	1A	1A				1A 1W				1A 1Y 2B	1A 1Y 1Z 2B 2C 2D		1A 1Y 2B	1A 1Y 2B			1A 2F	1A 2F	1A	1A 2K		1D 1I	1A 1C 1D 1E 1F 1G 1I 1K 1L 1N 1O 1S 1T 1U 1V 1W 1X 1Y 2B 2E 2F 2K 2L
Tend to agree	971	392	398	181	509	455	352	327	292	28	142	152	106	374	414	41	157	113	37	75	149	535	659	416	469	64	27	223	97	73	775	676	216	58	354	143	255	681	280
	32%	33%	33%	30%	34%	30%	35%	33%	29%	34%	35%	37%	26%	34%	35%	26%	34%	35%	22%	30%	32%	35%	33%	32%	33%	36%	33%	32%	31%	33%	33%	33%	35%	31%	38%	32%	32%	32%	34%
	1F 1I 1M 1S				1A 1F		1A 1I					1A		1M	1A 1M						1S	1A 1W													1A			1I 1M 1S	1F 1I 1M 1P 1S
Neither agree nor disagree	845	318	353	174	417	423	273	277	295	19	116	102	123	322	302	42	129	80	62	77	120	400	534	368	410	44	15	196	79	62	657	583	160	47	240	114	221	598	225
	28%	27%	29%	29%	28%	28%	27%	28%	30%	23%	29%	25%	30%	29%	25%	27%	28%	25%	36%	31%	26%	26%	27%	28%	29%	24%	19%	28%	25%	28%	28%	28%	26%	25%	26%	26%	28%	28%	27%
	1O 1V 1W 2I																		1A 1U						2A													1O 1V	
Tend to disagree	473	174	191	108	196	274	155	150	168	13	54	62	67	160	196	27	64	51	27	42	83	218	326	200	235	22	13	118	47	22	363	353	76	22	116	61	126	363	103
	16%	15%	16%	18%	13%	18%	16%	15%	17%	16%	13%	15%	16%	14%	16%	17%	14%	16%	16%	17%	18%	14%	16%	15%	17%	12%	16%	17%	15%	10%	16%	17%	12%	12%	12%	14%	16%	17%	13%
	1E 1V 2D 2G 2I 2M					1A 1E																	1V		2D			2D				1A 2G						1A 1B 1E 1H 1K 1N 1O 1V 1X 2D 2E 2G 2I 2M	
Strongly disagree	259	78	105	76	114	140	77	62	120	1	36	32	35	92	108	13	29	17	21	27	59	115	172	121	116	17	2	69	20	19	189	194	40	8	50	35	82	196	55
	9%	7%	9%	13%	8%	9%	8%	6%	12%	1%	9%	8%	9%	8%	9%	8%	6%	5%	12%	11%	13%	8%	9%	9%	8%	9%	2%	10%	6%	9%	8%	9%	6%	4%	5%	8%	10%	9%	7%
	1B 1H 1J 1R 1V 2A 2G 2H 2I 2M		1B	1A 1B 1C					1A 1G 1H		1J	1J									1A		1V			2A		2A					1A 2O 2H						1A 1B 1E 1H 1J 1O 1R 1V 2A 2E 2G 2H 2I 2M	1J
Don't know	66	32	21	13	33	33	8	20	38	1	1	4	11	16	23	4	7	5	6	8	14	28	43	32	23	1		15	8	4	49	37	11	5	13	13	15	44	10
	2%	3%	2%	2%	2%	2%	1%	2%	4%	1%	-	1%	3%	1%	2%	3%	2%	2%	4%	3%	3%	2%	2%	2%	2%	1%		2%	3%	2%	2%	2%	2%	1%	1%	3%	2%	2%	1%
	1G 1K 1N 2I 2M							1G	1A 1G 1H																													2% 1G 1K	
Top 2 Box	1357	590	537	230	726	623	487	491	379	49	196	207	173	524	564	70	234	168	54	94	189	768	911	580	629	96	51	290	157	113	1077	885	336	104	519	219	355	918	426
	45%	49%	44%	38%	49%	42%	49%	49%	38%	59%	49%	51%	42%	47%	47%	45%	51%	52%	32%	38%	41%	50%	46%	45%	45%	53%	63%	42%	50%	51%	46%	43%	54%	56%	55%	50%	44%	43%	52%
	1D 1F 1I 1S 1T 1U 2F 2L	1A 1C 1D	1D		1A 1F		1A 1I	1A 1I		1A		1A					1A	1A			1S	1A 1W			1A 1Y 2B	1A 1Y 2B 2C		1A 2B	2B			1A 2F	1A 2F	1A	1A		1D 1I 1S	1A 1C 1D 1E 1F 1I 1M 1N 1O 1S 1T 1U 1W 1X 1Y 2B 2E 2F 2K 2L
Bottom 2 Box	732	252	296	184	310	414	232	212	288	14	90	94	102	252	304	40	93	68	48	69	142	333	498	321	351	39	15	187	67	41	552	547	116	30	166	96	208	559	158
	24%	21%	25%	31%	21%	28%	23%	21%	29%	17%	22%	23%	25%	23%	25%	26%	20%	21%	28%	28%	31%	22%	25%	25%	25%	22%	19%	27%	22%	19%	24%	27%	19%	16%	18%	22%	26%	26%	19%
	1B 1E 1H 1O 1V 2D 2G 2H 2I 2M		1B	1A 1B 1C		1A 1E			1A 1G 1H												1A		1V		2D			2D				1A 2O 2H						1A 1C 1D 1E 1G 1H 1J 1N 1O 1R 1V 2C 2D 2E 2G 2H 2I 2J 2M	

Overlap formulae used
Column Proportions (5%): Minimum Base: 0(**) Small Base: 30(*)
Base: 3000
Weight: 1 </br>Weight Variable
Level applied:

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025. General Attitudes to Festival Experience
Shared physical experiences make me feel close to others

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)						Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness - General				
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	Q8. Length of Stay at Music Festivals NET 1-2 days	Q8. Length of Stay at Music Festivals NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Strongly agree	496	220	189	87	273	221	178	229	89	20	64	82	72	198	194	35	107	81	17	27	31	291	337	209	219	43	36	88	60	48	401	282	145	59	230	96	137	293	199
	17%	18%	16%	14%	18%	15%	18%	23%	9%	24%	16%	20%	18%	18%	16%	22%	23%	25%	10%	11%	7%	19%	17%	16%	15%	24%	44%	13%	19%	22%	17%	14%	23%	32%	25%	22%	17%	14%	24%
	1F 1I 1S 1T 1U 2B 2F 2L	1A 1D			1A 1F		1I	1A 1G 1I				1A				1A	1A	1A		1U		1A 1W				1A 1Y 2B	1A 1Y 1Z 2B 2C 2D		2B	1A 1Y 2B			1A 2F	1A 2F 2G	1A	1A 2K		1I 1U	1D 1E 1F 1G 1I 1K 1M 1N 1O 1S 1T 1U 1V 1W 1X 1Y 2B 2C 2E 2F 2K 2L
Tend to agree	1193	455	507	231	590	597	467	403	323	31	195	202	142	454	509	51	182	150	60	77	157	635	818	466	574	72	20	279	132	84	930	842	246	61	369	167	311	857	323
	40%	38%	42%	38%	40%	40%	47%	40%	32%	37%	48%	50%	35%	41%	43%	33%	39%	47%	35%	31%	34%	42%	41%	36%	41%	40%	25%	41%	42%	38%	40%	41%	39%	33%	39%	38%	39%	40%	39%
	1I 1M 1T 1U 1X 2A 2H		1A				1A 1H 1I	1I			1A	1A 1J		1M	1A 1M			1A 1P 1Q				1A	1A		2A	2A		2A	2A	2A		1A 2H						1I 1M 1P 1T 1U 1X 2A 2H	1I 1T 1U 1X 2A
Neither agree nor disagree	805	326	306	173	388	409	236	249	320	22	89	93	110	288	310	41	125	61	47	74	156	382	514	367	403	36	19	194	66	51	625	578	145	36	208	96	215	596	184
	27%	27%	25%	29%	26%	27%	24%	25%	32%	27%	22%	23%	27%	26%	26%	26%	27%	19%	28%	30%	34%	25%	26%	28%	29%	20%	23%	28%	21%	23%	27%	28%	23%	19%	22%	22%	27%	28%	22%
	1G 1K 1R 1V 1Z 2C 2G 2H 2I 2J 2M								1A 1G 1H								1R				1A				1A 1Z 2C			1Z 2C				1A 2G 2H					2J	1A 1C 1E 1G 1H 1K 1L 1R 1V 1W 1Z 2C 2E 2G 2H 2I 2J 2M	
Tend to disagree	279	111	113	55	130	146	74	72	133	6	36	16	45	98	102	18	26	22	21	36	64	119	172	138	140	18	1	61	25	26	217	194	54	17	82	49	69	206	71
	9%	9%	9%	9%	9%	10%	7%	7%	13%	7%	9%	4%	11%	9%	9%	12%	6%	7%	12%	15%	14%	8%	9%	10%	10%	10%	1%	9%	8%	12%	9%	9%	9%	9%	9%	11%	9%	10%	9%
	1G 1H 1L 1O 1V 2A								1A 1G 1H		1L					1O				1A	1A			1A	2A	2A		2A	2A	2A								1G 1H 1L 1O 1V 1W 2A	1L 1Q 2A
Strongly disagree	158	47	69	42	74	82	32	35	91	3	14	10	28	53	57	9	18	5	16	21	42	71	96	82	58	7	4	48	19	6	115	115	25	5	34	23	51	126	25
	5%	4%	6%	7%	5%	5%	3%	4%	9%	4%	3%	2%	7%	5%	5%	6%	4%	2%	9%	8%	9%	5%	5%	6%	4%	4%	5%	7%	6%	3%	5%	6%	4%	3%	4%	5%	6%	6%	3%
	1B 1G 1H 1L 1R 1Y 2I 2M		1B	1A 1B					1A 1G 1H							1R			1A	1A	1A			1A				1A 1Y 2D										1A 1B 1G 1H 1K 1L 1O 1Q 1R 1V 1W 1Y 2D 2E 2G 2I 2M	
Don't know	69	33	23	13	31	38	13	12	44	1	5	4	12	23	21	2	5	2	9	13	15	31	49	41	19	4	1	18	9	5	47	41	8	8	15	11	16	41	17
	2%	3%	2%	2%	2%	3%	1%	1%	4%	1%	1%	1%	3%	2%	2%	1%	1%	1%	5%	5%	3%	2%	2%	3%	1%	2%	1%	3%	3%	2%	2%	2%	1%	4%	2%	2%	2%	2%	2%
	1G 1H 1R 1Y								1A 1G 1H										1A	1A				1A				1Y						2F 2G					
Top 2 Box	1689	675	696	318	863	818	645	632	412	51	259	284	214	652	703	86	289	231	77	104	188	926	1155	675	793	115	56	367	192	132	1331	1124	391	120	599	263	448	1150	522
	56%	57%	58%	53%	58%	55%	65%	63%	41%	61%	64%	70%	52%	59%	59%	55%	62%	72%	45%	42%	40%	61%	58%	52%	56%	64%	69%	53%	62%	60%	57%	55%	63%	65%	64%	60%	56%	54%	64%
	1I 1S 1T 1U 1X 2F 2L				1A		1A 1I	1A 1I			1A	1A		1M	1A 1M		1A	1A 1P 1Q				1A 1W	1A			1A 1Y 2B	1A 1Y 2B		1A 2B				1A 2F	1A 2F	1A			1I 1S 1T 1U	1D 1E 1F 1I 1M 1N 1O 1P 1S 1T 1U 1V 1W 1X 1Y 2B 2E 2F 2K 2L
Bottom 2 Box	437	158	182	97	204	228	106	107	224	9	50	26	73	151	159	27	44	27	37	57	106	190	268	218	198	25	5	109	44	32	332	309	79	22	116	72	120	332	96
	15%	13%	15%	16%	14%	15%	11%	11%	22%	11%	12%	6%	18%	14%	13%	17%	10%	8%	22%	23%	23%	12%	13%	17%	14%	14%	6%	16%	14%	15%	14%	15%	13%	12%	12%	16%	15%	16%	12%
	1G 1H 1L 1O 1R 1V 1W 2A 2I 2M								1A 1G 1H		1L		1A 1N 1O			1O 1R			1A	1A	1A			1A	2A			2A										1A 1E 1L 1G 1H 1L 1N 1O 1O 1R 1V 1W 1Y 2A 2E 2G 2I 2M	1L

Overlap formulae used
ColumnProportions (5%): Minimum Base: 0(**) Small Base: 30(*)
Base: 3000
Weight: 1</br>Weight Variable
Level applied:

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Q25. General Attitudes to Festival Experience
Going through the hardships of the festival life (e.g. mud, crowds, lack of sleep) contributes to authenticity/community

Ipsos		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Q5. Prompted Brand	Q8. Ticket Type Purchased (VIP vs. Regular)					Q9. Music Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Q9. Music Festivals Attended	Q32. Attitude to Loneliness - General			
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	08. Length of Stay at Music Festivals - NET 1-2 days	Vs. Length of Stay at Music Festivals - NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Strongly agree	368	180	135	53	196	172	125	145	98	12	46	61	65	133	155	34	58	51	19	29	43	211	239	160	142	32	30	69	52	37	286	207	110	41	149	95	93	223	144
	12%	15%	11%	9%	13%	12%	13%	15%	10%	14%	11%	15%	16%	12%	13%	22%	13%	16%	11%	12%	9%	14%	12%	12%	10%	18%	37%	10%	17%	17%	12%	10%	18%	22%	16%	21%	12%	11%	18%
	1D 1I 1U 1Y 2B 2F 2L	1A 1C 1D						1A 1I					1A 1N			1A 1Q		1A				1A 1W					1A 1Y 1Z 2B 2C 2D		1A 1Y 2B	1A 1Y 2B			1A 2F	1A 2F	1A	1A 2K			1A 1B 1C 1D 1E 1F 1G 1H 1I 1K 1N 1O 1Q 1S 1T 1U 1V 1W 1X 1Y 2B 2E 2F 2K 2L
Tend to agree	1013	422	412	179	511	499	388	309	316	36	162	159	130	387	424	47	144	107	47	81	158	541	678	435	477	69	21	221	109	94	803	695	228	61	334	139	244	679	320
	34%	35%	34%	30%	34%	33%	39%	31%	32%	43%	40%	39%	32%	35%	36%	30%	31%	33%	28%	33%	34%	35%	34%	33%	34%	38%	26%	32%	35%	43%	34%	34%	36%	33%	36%	31%	31%	32%	39%
	1D 1H 2K 2L	1D					1A 1H 1I				1A	1A																		1A 1Y 2A 2B								1A 1B 1C 1D 1E 1F 1H 1I 1M 1N 1O 1P 1Q 1R 1S 1V 1W 1X 1Y 2A 2B 2E 2F 2J 2K 2L
Neither agree nor disagree	833	330	321	182	427	397	255	298	282	24	111	83	123	327	287	49	144	81	50	72	123	417	546	369	418	48	21	190	80	45	631	570	166	55	257	95	229	612	201
	28%	28%	27%	30%	29%	27%	26%	30%	28%	29%	28%	20%	30%	29%	24%	31%	31%	25%	29%	29%	26%	27%	27%	28%	30%	27%	26%	28%	26%	20%	27%	28%	27%	30%	27%	21%	29%	29%	25%
	1L 1O 2D 2J 2M						1G				1L		1O	1O											1A 2D			2D										2J	1A 1C 1F 1G 1L 1O 2D 2E 2J 2M	
Tend to disagree	451	148	209	94	195	253	151	155	145	6	60	66	47	174	184	14	79	51	27	35	67	217	304	177	221	21	5	116	44	31	361	339	73	17	124	63	119	341	102
	15%	12%	17%	16%	13%	17%	15%	16%	15%	7%	15%	16%	11%	16%	15%	9%	17%	16%	16%	14%	14%	14%	15%	14%	16%	12%	6%	17%	14%	14%	15%	17%	12%	9%	13%	14%	15%	16%	12%
	1B 1E 1J 1M 1P 2A 2G 2H 2M		1A 1B			1A 1E						1J		1M			1P	1P						2A				2A				1A 2G 2H						1A 1B 1E 1J 1M 1P 1V 1X 2A 2G 2H 2I 2M	
Strongly disagree	248	78	101	69	122	121	55	80	113	4	19	26	32	73	112	8	32	31	20	22	55	111	162	121	121	10	2	64	23	11	192	178	42	8	57	40	89	199	41
	8%	7%	8%	11%	8%	8%	6%	8%	11%	5%	5%	6%	8%	7%	9%	5%	7%	10%	12%	9%	12%	7%	8%	9%	9%	6%	2%	9%	7%	5%	8%	9%	7%	4%	6%	9%	11%	9%	5%
	1B 1G 1K 1N 2H 2I 2M			1A 1B 1C				1G	1A 1G 1H						1N						1A							2A 2D				2H					1A	1A 1B 1F 1G 1K 1L 1N 1V 1W 2A 2D 2E 2G 2H 2I 2M	
Don't know	87	34	29	24	35	51	26	15	46	1	5	12	12	20	31	4	6		7	9	19	32	57	39	34		2	28	3	2	62	63	6	4	17	10	25	65	11
	3%	3%	2%	4%	2%	3%	3%	2%	5%	1%	1%	3%	3%	2%	3%	3%	1%		4%	4%	4%	2%	3%	3%	2%		2%	4%	1%	1%	3%	3%	1%	2%	2%	2%	3%	3%	1%
	1H 1K 1N 1Q 1V 2C 2G 2I 2M								1A 1G 1H							1R	1R						1V		1Z		1Z	1A 1Y 1Z 2C 2D				2G						1H 1K 1N 1Q 1V 2C 2G 2I 2M	
Top 2 Box	1381	602	547	232	707	671	513	454	414	48	208	220	195	520	579	81	202	158	66	110	201	752	917	595	619	101	51	290	161	131	1089	902	336	102	483	234	337	902	464
	46%	51%	45%	39%	48%	45%	51%	45%	41%	58%	52%	54%	48%	47%	49%	52%	44%	49%	39%	44%	43%	49%	46%	46%	44%	56%	63%	42%	52%	60%	47%	44%	54%	55%	51%	53%	42%	43%	57%
	1D 1I 1Y 2B 2F 2K 2L	1A 1C 1D		1D			1A 1H 1I			1A	1A	1A			1A							1A 1W				1A 1Y 2B	1A 1Y 2B		1A 1Y 2B	1A 1Y 2B			1A 2F	1A 2F	1A	1A 2K		1D	1A 1B 1C 1D 1E 1F 1G 1H 1I 1M 1N 1O 1R 1S 1T 1U 1V 1W 1X 1Y 2B 2E 2F 2I 2K 2L
Bottom 2 Box	699	228	310	163	317	374	206	235	258	10	79	92	79	247	296	22	111	82	47	57	122	328	466	298	342	31	7	180	67	42	553	517	115	25	181	103	208	540	143
	23%	19%	26%	27%	21%	25%	21%	24%	26%	12%	20%	23%	19%	22%	25%	14%	24%	26%	28%	23%	26%	21%	23%	23%	24%	17%	9%	26%	22%	19%	24%	25%	18%	13%	19%	23%	26%	25%	17%
	1B 1E 1G 1J 1M 1P 1V 1Z 2A 2G 2H 2I 2M		1A 1B	1A 1B		1A 1E			1A 1G			1J			1M		1P	1P					1V		1Z 2A			1A 1Z 2A 2D	2A	2A		1A 2G 2H					1A	2E 2G 2H 2I 2M	2A

Overlap formulae used
ColumnProportions(5%): Minimum Base: 0(**)Small Base: 30(*)
Base: 3000
Weight: 1 Weight Variable
Level applied:

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025. General Attitudes to Festival Experience
Visible VIP areas reduce the sense of equality at a festival

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)							Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness - General		Q8. Length of Stay at Music Festivals - NET 1-2 days	Q8. Length of Stay at Music Festivals - NET 3 or more days
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often		
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Strongly agree	647	239	265	143	323	320	186	253	208	19	67	86	94	232	271	37	117	82	38	48	103	346	451	290	319	24	19	155	64	44	503	439	133	49	187	117	164	452	186
	22%	20%	22%	24%	22%	21%	19%	25%	21%	23%	17%	21%	23%	21%	23%	24%	25%	26%	22%	19%	22%	23%	23%	22%	23%	13%	23%	23%	21%	20%	22%	21%	21%	26%	20%	26%	21%	21%	23%
	1G 1K 1Z							1A 1G 1I									1A						1A		1Z		1Z	1Z	1Z						1A 2K		1G 1K 1Z	1G 1K 1Z
Tend to agree	985	402	371	212	480	497	341	325	319	18	151	133	112	392	383	42	163	104	52	78	146	515	662	423	491	55	28	235	89	67	788	700	203	48	323	145	261	693	284
	33%	34%	31%	35%	32%	33%	34%	33%	32%	22%	37%	33%	27%	35%	32%	27%	35%	32%	31%	31%	31%	34%	33%	33%	35%	31%	35%	34%	29%	30%	34%	34%	33%	26%	34%	33%	33%	33%	35%
	1C 1J 1M 2H										1A 1J	1J		1A 1M											1A 2C						1A	1A 2H						1J 1M 2H	1C 1J 1M 1P 2C 2H
Neither agree nor disagree	748	295	308	145	371	372	262	237	249	24	101	106	114	275	285	43	103	76	47	71	103	364	479	320	341	51	19	167	81	60	572	505	157	45	241	86	191	545	181
	25%	25%	26%	24%	25%	25%	26%	24%	25%	29%	25%	26%	28%	25%	24%	28%	22%	24%	28%	29%	22%	24%	24%	25%	24%	28%	23%	24%	26%	27%	24%	25%	25%	24%	26%	19%	24%	26%	22%
	2J 2M																																					1V 1W 2J 2M	
Tend to disagree	368	154	154	60	181	187	126	109	133	15	49	51	47	129	160	19	48	36	13	32	73	180	235	163	163	33	7	72	48	32	281	250	80	23	123	53	103	258	104
	12%	13%	13%	10%	12%	13%	13%	11%	13%	18%	12%	13%	11%	12%	13%	12%	10%	11%	8%	13%	16%	12%	12%	13%	12%	18%	9%	10%	15%	15%	12%	12%	13%	12%	13%	12%	13%	12%	13%
																					1A 1S					1A 1Y 2A 2B				2B									
Strongly disagree	171	64	74	33	98	73	56	50	65	2	26	26	25	62	73	8	22	18	15	14	29	90	112	74	69	17	8	37	21	11	135	106	38	17	50	26	62	121	45
	6%	5%	6%	5%	7%	5%	6%	5%	7%	2%	6%	6%	6%	6%	6%	5%	5%	6%	9%	6%	6%	6%	6%	6%	5%	9%	10%	5%	7%	5%	6%	5%	6%	9%	5%	6%	8%	6%	5%
					1A 1F																					1A 1Y 2B	1Y							1A 2F			1A		
Don't know	81	38	35	8	33	44	29	26	26	5	9	5	17	24	21	7	10	5	5	5	11	34	47	31	30			22	8	6	56	52	12	4	14	15	18	50	19
	3%	3%	3%	1%	2%	3%	3%	3%	3%	6%	2%	1%	4%	2%	2%	4%	2%	2%	3%	2%	2%	2%	2%	2%	2%			3%	3%	3%	2%	3%	2%	1%	3%	2%	2%	2%	2%
	1D 1O 2I	1D	1D							1L			1A 1N 1O									1Z			1Z			1Z	1Z	1Z								2I	
Top 2 Box	1632	641	636	355	803	817	527	578	527	37	218	219	206	624	654	79	280	186	90	126	249	861	1113	713	810	79	47	390	153	111	1291	1139	336	97	510	262	425	1145	470
	54%	54%	53%	59%	54%	55%	53%	58%	53%	45%	54%	54%	50%	56%	55%	51%	60%	58%	53%	51%	54%	56%	56%	55%	57%	44%	58%	57%	49%	50%	55%	56%	54%	52%	54%	59%	53%	54%	57%
	1Z			1A 1B 1C				1A 1G 1I						1M			1A 1P					1A	1A		1A 1Z 2C		1Z	1Z 2C								1A 2K		1Z	1A 1B 1C 1E 1G 1I 1J 1M 1Z 2C 2D
Bottom 2 Box	539	218	228	93	279	260	182	159	198	17	75	77	72	191	233	27	70	54	28	46	102	270	347	237	232	50	15	109	69	43	416	356	118	40	173	79	165	379	149
	18%	18%	19%	15%	19%	17%	18%	16%	20%	20%	19%	19%	18%	17%	20%	17%	15%	17%	16%	19%	22%	18%	17%	18%	16%	28%	19%	16%	22%	20%	18%	17%	19%	22%	18%	18%	21%	18%	18%
	1H 1Y								1H												1A					1A 1Y 2B			1A 1Y 2B								1A		

Overlap formulae used
ColumnProportions (5%): Minimum Base: 0(**) Small Base: 30(*)
Base: 3000
Weight: 1</br>Weight Variable
Level applied:

Contents

Q25. General Attitudes to Festival Experience
Festivals are accessible to people from all economic backgrounds

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)						Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness – General			
	Total	Gen Z (16-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	08. Length of Stay at Music Festivals - NET 1-2 days	08. Length of Stay at Music Festivals - NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Strongly agree	498 17%	216 18%	192 16%	90 15%	272 18%	223 15%	187 19%	155 16%	156 16%	12 14%	74 18%	89 22%	85 21%	179 16%	195 16%	35 22%	72 16%	42 13%	38 22%	33 13%	64 14%	283 19%	315 16%	225 17%	198 14%	50 28%	28 35%	89 13%	81 26%	46 21%	384 16%	266 13%	148 24%	69 37%	198 21%	98 22%	146 18%	318 15%	172 21%
	1F 1Y 2B 2F 2L				1A 1F		1A					1A	1A 1N 1O			1A 1Q 1R			1A 1T 1U			1A 1W				1A 1Y 2B	1A 1Y 2B 2D		1A 1Y 2B	1Y 2B			1A 2F	1A 2F 2G	1A	1A		2F	1A 1C 1D 1E 1F 1H 1I 1N 1O 1O 1R 1T 1U 1V 1W 1X 1Y 2B 2E 2F 2L
Tend to agree	848 28%	341 29%	349 29%	158 26%	452 30%	390 26%	290 29%	304 30%	254 25%	22 27%	128 32%	119 29%	98 24%	333 30%	359 30%	34 22%	135 29%	122 38%	42 25%	70 28%	118 25%	449 29%	547 28%	363 28%	415 29%	44 24%	22 27%	199 29%	78 25%	70 32%	661 28%	578 28%	205 33%	32 17%	296 32%	121 27%	217 27%	598 28%	244 30%
	1F 1I 1M 2H				1A 1F			1I						1M	1M			1A 1P 1Q				1W										2H	1A 2F 2H		1A			1F 1I 1M 2H	1F 1I 1M 1P 2H
Neither agree nor disagree	615 21%	253 21%	247 20%	115 19%	328 22%	285 19%	171 17%	216 22%	228 23%	23 28%	73 18%	51 13%	98 24%	230 21%	219 18%	34 22%	105 23%	64 20%	41 24%	52 21%	104 22%	288 19%	392 20%	265 20%	286 20%	43 24%	19 23%	119 17%	72 23%	49 22%	458 20%	435 21%	112 18%	42 23%	177 19%	76 17%	165 21%	435 21%	161 20%
	1G 1L 1O 1V 2B 2E				1A 1F			1G	1A 1G	1K 1L	1L		1O													2B			2B									1G 1L 1O 2B	1L
Tend to disagree	646 22%	241 20%	261 22%	144 24%	273 18%	368 25%	240 24%	199 20%	207 21%	17 20%	88 22%	100 25%	79 19%	233 21%	285 22%	34 22%	93 20%	57 18%	28 16%	52 21%	108 23%	314 21%	445 22%	267 21%	345 24%	30 17%	9 11%	147 21%	54 17%	37 17%	508 22%	481 23%	104 17%	30 16%	173 18%	89 20%	186 21%	474 22%	161 20%
	1E 2A 2G 2I					1A 1E	1A 1H																1V		1A 1Z 2A 2C 2D			2A				1A 2G 2H						1B 1E 1H 1R 1V 2A 2C 2D 2G 2H 2I	2A
Strongly disagree	346 12%	119 10%	141 12%	86 14%	143 10%	198 13%	100 10%	112 11%	134 13%	7 8%	36 9%	46 11%	40 10%	126 11%	142 12%	16 10%	53 11%	34 11%	17 10%	37 15%	62 13%	176 12%	262 13%	156 12%	159 11%	11 6%	3 4%	115 17%	22 7%	15 7%	291 12%	264 13%	44 7%	12 6%	81 9%	49 11%	96 12%	262 12%	77 9%
	1B 1E 1Z 2A 2C 2D 2G 2H 2I 2M			1A 1B		1A 1E			1A 1G														1A 1V		1Z 2A 2C 2D			1A 1Y 1Z 2A 2C 2D			1A	1A 2G 2H						1A 1B 1E 1G 1K 1Z 2A 2C 2D 2G 2H 2I 2M	
Don't know	47 2% 1Y 2M	22 2%	17 1%	8 1%	18 1%	29 2%	12 1%	14 1%	21 2%	2 2%	4 1%	2 -	9 2%	13 1%	13 1%	3 2%	5 1%	2 1%	4 2%	4 2%	9 2%	19 1%	25 1%	25 2%	10 1%	2 1%		19 3% 1A 1Y	4 1%	3 1%	33 1%	28 1%	10 2%	1 1%	13 1%	9 2%	9 1%	32 2% 1Y 2M	4 -
Top 2 Box	1346 45%	557 47%	541 45%	248 41%	724 49%	613 41%	477 48%	459 46%	410 41%	34 41%	202 50%	208 51%	183 45%	512 46%	554 46%	69 44%	207 45%	164 51%	80 47%	103 42%	182 39%	732 48%	862 43%	588 45%	613 43%	94 52%	50 62%	288 42%	159 51%	116 53%	1045 45%	844 41%	353 57%	101 54%	494 53%	219 50%	363 45%	916 43%	416 51%
	1D 1F 1I 1U 1W 2F 2L	1D			1A 1F		1A 1I	1I			1A	1A						1A				1A 1W				1A 1Y 2B	1A 1Y 2B		1A 1Y 2B	1A 1Y 2B			1A 2F	1A 2F	1A	1A		1F 2F	1A 1B 1C 1D 1F 1H 1I 1M 1N 1O 1O 1T 1U 1W 1X 1Y 2B 2E 2F 2K 2L
Bottom 2 Box	992 33%	360 30%	402 33%	230 38%	416 28%	566 38%	340 34%	311 31%	341 34%	24 29%	124 31%	146 36%	119 29%	359 32%	407 34%	50 32%	146 32%	91 28%	45 26%	89 36%	170 37%	490 32%	707 36%	423 33%	504 36%	41 23%	12 15%	262 38%	76 24%	52 24%	799 34%	745 36%	148 24%	42 23%	254 27%	138 31%	282 33%	736 35%	238 29%
	1B 1E 1Z 2A 2C 2D 2G 2H 2I 2M			1A 1B 1C		1A 1E						1S			1S			1A 1V				1A 1Z 2A 2C 2D				1A 1Z 2A 2C 2D				1A	1A 2G 2H						1A 1B 1C 1D 1E 1F 1M 1N 1R 1S 1V 1X 1Z 2A 2C 2D 2G 2H 2I 2M	2A 2G

Overlap formulae used
Column Proportions (5%): Minimum Base: 0(**) Small Base: 30(*)
Base: 3000
Weight: 1 </br>Weight Variable
Level applied:

Contents

Q25. General Attitudes to Festival Experience
Political expression at music festivals feels performative rather than real or authentic

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)						Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness – General			
	Total	Gen Z (16-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	08. Length of Stay at Music Festivals - NET 1-2 days	08. Length of Stay at Music Festivals - NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Strongly agree	409	169	165	75	246	162	146	136	127	16	47	74	57	154	172	25	74	32	16	33	66	227	276	184	175	34	21	85	48	37	324	246	108	41	153	76	109	260	144
	14%	14%	14%	12%	17%	11%	15%	14%	13%	19%	12%	18%	14%	14%	14%	16%	16%	10%	9%	13%	14%	15%	14%	14%	12%	19%	26%	12%	15%	17%	14%	12%	17%	22%	16%	17%	14%	12%	18%
	1F 1R 2F 2L				1A 1F							1A 1K					1R					1A				1A 1Y 2B	2C												1A 1C 1D 1F 1G 1H 1I 1K 1N 1O 1R 1S 1V 1W 1X 1Y 2B 2E 2F 2K 2L
Tend to agree	773	330	300	143	409	360	282	238	253	18	112	127	103	281	327	39	106	81	46	63	119	387	508	338	353	47	23	180	88	68	577	526	175	42	242	129	187	543	215
	26%	28%	25%	24%	28%	24%	28%	24%	25%	22%	28%	31%	25%	25%	27%	25%	23%	25%	27%	25%	26%	25%	26%	26%	25%	26%	28%	26%	28%	31%	25%	26%	28%	23%	26%	29%	23%	26%	26%
	1F 2E	1A			1A 1F		1A 1H					1A																								2K			
Neither agree nor disagree	996	371	402	223	472	518	320	388	288	24	130	122	126	394	373	43	192	127	59	72	124	493	634	416	494	64	23	212	103	66	796	704	191	56	319	114	277	704	277
	33%	31%	33%	37%	32%	35%	32%	39%	29%	29%	32%	30%	31%	35%	31%	28%	41%	40%	35%	29%	27%	32%	32%	32%	35%	36%	28%	31%	33%	30%	34%	34%	31%	30%	34%	26%	35%	33%	34%
	1I 1U 1W 2J			1A 1B				1A 1G 1I						1A 1O			1A 1P	1A 1P	1U						1A							1A	1A					2J	1I 1U 2J	1I 1U 2J
Tend to disagree	412	167	161	84	188	217	165	112	135	18	67	63	58	145	172	18	44	44	22	34	65	224	294	150	203	22	6	100	37	28	324	288	78	27	121	68	109	316	93
	14%	14%	13%	14%	13%	15%	17%	11%	14%	22%	17%	15%	14%	13%	14%	12%	10%	14%	13%	14%	14%	15%	15%	12%	14%	12%	7%	15%	12%	13%	14%	14%	13%	15%	13%	15%	14%	15%	11%
	1H 1Q 1X 2M						1A 1H			1A													1A																1A 1E 1H 1N 1Q 1X 2E 2M	
Strongly disagree	206	71	96	39	100	105	54	66	86	5	29	10	31	82	75	17	27	19	9	26	46	104	145	95	91	7	3	53	24	16	156	138	44	11	57	26	57	147	50
	7%	6%	8%	6%	7%	7%	5%	7%	9%	6%	7%	2%	8%	7%	6%	11%	6%	6%	5%	10%	10%	7%	7%	7%	6%	4%	4%	8%	8%	7%	7%	7%	7%	6%	6%	6%	7%	7%	6%
	1G 1L		1A						1A 1G		1L					1A 1Q				1A	1A																	1G 1L	1L
Don't know	204	84	83	37	71	131	33	60	111	2	18	11	34	58	74	14	20	18	18	20	45	94	129	118	97	6	5	58	11	5	158	150	27	9	46	29	60	149	40
	7%	7%	7%	6%	5%	9%	3%	6%	11%	2%	4%	3%	8%	5%	6%	9%	4%	6%	11%	8%	10%	6%	6%	9%	7%	3%	6%	8%	4%	2%	7%	7%	4%	5%	5%	7%	8%	7%	5%
	1E 1G 1K 1L 1N 1Q 2C 2D 2G 2I 2M					1A 1E		1G	1A 1G 1H				1N			1Q			1A		1A			1A	2C 2D			1A 1Z 2C 2D				2G						1E 1G 1K 1L 1N 1Q 1Z 2C 2D 2G 2I 2M	2D
Top 2 Box	1182	499	465	218	655	522	428	374	380	34	159	201	160	435	499	64	180	113	62	96	185	614	784	522	528	81	44	265	136	105	901	772	283	83	395	205	296	803	359
	39%	42%	39%	36%	44%	35%	43%	37%	38%	41%	39%	49%	39%	39%	42%	41%	39%	35%	36%	39%	40%	40%	39%	40%	37%	45%	54%	39%	44%	48%	39%	38%	45%	45%	42%	46%	37%	38%	44%
	1F 1Y 2F 2L	1A 1D			1A 1F		1A 1H 1I					1A 1K			1A											1Y	1A 1Y 2B		1Y	1A 1Y 2B				1A 2F		1A	1A 2K		1F	1A 1C 1D 1F 1H 1I 1N 1Q 1R 1V 1W 1X 1Y 2B 2E 2F 2K 2L
Bottom 2 Box	618	238	257	123	288	322	219	178	221	23	96	73	89	227	247	35	71	63	31	60	111	328	439	245	294	29	9	153	61	44	480	426	122	38	178	94	166	463	143
	21%	20%	21%	20%	19%	22%	22%	18%	22%	28%	24%	18%	22%	20%	21%	22%	15%	20%	18%	24%	24%	21%	22%	19%	21%	16%	11%	22%	20%	20%	21%	21%	20%	20%	19%	21%	21%	22%	17%
	1H 1Q 1X 2A 2M						1H		1H	1L	1L					1Q							1A		2A			2A										1A 1E 1H 1L 1Q 1X 2A 2E 2I 2M	

Overlap formulae used
ColumnProportions(5%): Minimum Base: 0(**),Small Base: 30(*)
Base: 3000
Weight: 1 </br>Weight Variable
Level applied:

Footprints

026. Lasting Effects of Music Festivals

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Q5. Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)					Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q52. Attitude to Loneliness – General		Q8. Length of Stay at Music Festivals - NET 1-2 days	Q8. Length of Stay at Music Festivals - NET 3 or more days
	Total	Gen Z (18-28)	Millennials (30-45)	Gen X & Boomers (46-80)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS Attended	Top 2 Box - Often	Bottom 2 Box - Not Often		
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1483	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1686	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1483	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1686	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
I decided to pick up a new hobby	226	124	80	22	137	88	79	73	74	10	28	36	44	88	79	19	33	19	15	27	24	134	135	99	98	17	13	36	35	23	177	120	72	29	105	53	44	139	84
	8%	10%	7%	4%	9%	6%	8%	7%	7%	12%	7%	9%	11%	8%	7%	12%	7%	6%	9%	11%	5%	9%	7%	8%	7%	9%	16%	5%	11%	10%	8%	6%	12%	16%	11%	12%	6%	7%	10%
	1D 1F 1J 1W 2B 2F 2K 2L	1A 1C 1D	1D		1A 1F								1A 1D							1A 1U		1A 1W				2B	1A 1Y 2B		1A 1Y 2B	2B			1A 2F	1A 2F	1A	1A 2K		1D	1A, 1D, 1F, 1I, 1J, 1K, 1N, 1O, 1Q, 1R, 1U, 1W, 1X, 1Y, 2B, 2E, 2F, 2K, 2L
I strived to develop a healthier lifestyle	311	151	124	36	192	119	104	127	80	9	45	48	54	136	114	28	65	34	17	26	32	165	208	130	135	27	14	58	35	36	245	181	93	32	140	64	64	209	100
	10%	13%	10%	6%	13%	8%	10%	13%	8%	11%	11%	12%	13%	12%	10%	18%	14%	11%	10%	10%	7%	11%	10%	10%	10%	15%	17%	8%	11%	16%	10%	9%	15%	17%	15%	14%	8%	10%	12%
	1D 1F 1I 1J 2F 2K	1A 1D	1D		1A 1F			1A 1I					1A 1O	1A 1Q		1A 1R	1A					1A 1W				1A 1Y 2B	1A 1Y 2B		1A 1Y 2B	1A 1Y 2B			1A 2F	1A 2F	1A	1A 2K		1D 1F 1I 1J 2F 2K	1A, 1D, 1F, 1I, 1J, 1X, 1Y, 2B, 2F, 2K
I began to rethink my values	286	124	108	34	161	124	92	102	72	10	41	39	40	111	103	20	42	37	10	28	27	170	172	105	105	24	16	47	40	33	201	135	95	32	115	61	60	194	101
	9%	10%	9%	6%	11%	7%	9%	10%	7%	12%	10%	10%	10%	10%	9%	13%	9%	12%	6%	11%	6%	11%	9%	8%	7%	13%	20%	7%	13%	15%	9%	7%	15%	17%	12%	14%	8%	8%	12%
	1D 1F 1I 1J 1Y 2B 2F 2L	1A 1D	1D		1A 1F			1I					1A 1Y 2B	1A 1Y 2B			1U			1A 1U		1A 1W				1A 1Y 2B	1A 1Y 2B		1A 1Y 2B	1A 1Y 2B			1A 2F	1A 2F	1A	1A 2K		1D 2F	1A, 1D, 1F, 1I, 1J, 1N, 1O, 1Q, 1S, 1U, 1W, 1X, 1Y, 2B, 2E, 2F, 2K, 2L
I've maintained connections formed at the festival	515	239	204	72	305	208	185	176	174	15	66	74	79	205	195	30	77	63	34	62	58	301	326	251	228	43	19	95	61	62	411	278	161	60	202	69	125	313	197
	17%	20%	17%	12%	21%	14%	17%	18%	17%	18%	16%	18%	19%	18%	16%	19%	17%	20%	20%	25%	12%	20%	19%	19%	16%	24%	23%	14%	20%	28%	18%	14%	26%	32%	22%	16%	16%	15%	24%
	1D 1F 1J 2B 2F 2L	1A 1C 1D	1D		1A 1F								1A 1Y 2B	1A 1Y 2B					1U	1A 1U		1A 1W		1A	282	1A 1Y 2B	2B		2B	2C			1A 2F	1A 2F	1A			1D	1D 1E 1F 1G 1H 1I 1K 1L 1M 1N 1O 1Q 1U 1V 1W 1X 1Y 2B 2E 2F 2J 2K
I developed a more positive outlook on life	582	236	238	110	305	275	226	199	157	19	101	94	76	232	240	25	93	73	22	38	73	330	407	245	282	43	20	114	85	45	454	385	134	51	208	90	148	410	170
	19%	20%	20%	18%	21%	18%	23%	20%	16%	23%	25%	23%	19%	21%	20%	16%	20%	23%	13%	15%	16%	22%	20%	19%	19%	24%	25%	17%	27%	20%	19%	19%	22%	27%	22%	20%	19%	19%	21%
	1I 1U 2B						1A 1I	1I			1A	1A							1U	1A		1A	1A		2B				1A 1Y 2B					1A 2F	1A			1I 1J 2B	1I 1T 1U 2B
I realised I want to go to more music festivals	931	367	371	193	444	482	396	318	247	26	157	148	107	359	383	44	141	120	37	61	115	499	662	393	448	65	21	212	91	74	757	655	199	60	316	138	228	680	295
	31%	31%	31%	32%	30%	32%	37%	32%	25%	31%	39%	36%	26%	32%	32%	28%	30%	37%	22%	25%	25%	33%	33%	30%	32%	36%	26%	31%	29%	34%	32%	32%	32%	32%	34%	31%	29%	31%	32%
	1I 1M 1S 1T 1U						1A 1H 1I	1I			1A	1A		1M	1M			1A 1P 1Q				1A	1A								1A				1A			1U	1I 1M 1S 1T
I began to care more about political issues around the world	220	121	87	12	135	84	76	90	54	11	31	32	38	91	83	18	43	27	9	17	24	134	147	90	96	17	15	33	33	22	168	122	66	28	98	51	45	130	88
	7%	10%	7%	2%	9%	6%	8%	9%	5%	13%	8%	8%	9%	8%	7%	12%	9%	8%	5%	7%	5%	9%	7%	7%	7%	9%	19%	5%	11%	10%	7%	6%	11%	15%	10%	12%	6%	6%	11%
	1D 1F 1I 2B 2F 2K	1A 1C 1D	1D		1A 1F		1I	1A 1I		1A												1A 1W				2B	1A 1Y 1Z 2B 2D		1A 1Y 2B	2B			1A 2F	1A 2F	1A	1A 2K		1D	1A, 1D, 1F, 1I, 1J, 1N, 1O, 1Q, 1U, 1V, 1W, 1X, 1Y, 2B, 2E, 2F, 2K, 2L
I discovered a new product or brand at the festival that I now use in my daily li	320	153	126	41	202	117	109	135	76	7	49	49	48	123	135	25	58	47	16	16	39	177	212	141	139	33	21	54	44	28	261	180	102	35	148	57	71	192	127
	11%	13%	10%	7%	14%	8%	11%	14%	8%	8%	12%	12%	12%	11%	11%	16%	13%	15%	9%	6%	8%	12%	11%	11%	10%	18%	26%	8%	14%	13%	11%	9%	16%	19%	16%	13%	9%	9%	16%
	1D 1F 1I 1T 2B 2F 2L	1A 1D	1D		1A 1F		1I	1A 1I					1A 1O			1A 1Q		1A				1A 1W				1A 1Y 2B	1A 1Y 2B 2D		1A 1Y 2B	2B			1A 2F	1A 2F	1A	2K		1D	1D 1F 1G 1I 1N 1O 1S 1T 1U 1W 1X 1Y 2B 2E 2F 2K 2L
I shared memorable stories with others after I attended the festival	885	362	352	171	413	463	396	269	220	32	155	169	120	339	346	49	120	87	39	64	90	463	626	327	451	46	18	182	92	79	692	609	205	50	292	134	204	605	274
	30%	30%	29%	28%	28%	31%	40%	27%	22%	39%	38%	42%	29%	30%	29%	31%	26%	27%	23%	26%	19%	30%	37%	25%	32%	26%	22%	26%	30%	36%	30%	30%	33%	27%	31%	30%	26%	29%	33%
	1E 1H 1I 1U 1X 2B 2K						1A 1H 1I	1I			1A	1A								1U			1A		1A 2B				1A 1Z 2A 2B					1A				1I 1J 1X 2K	1E, 1H, 1I, 1O, 1R, 1S, 1T, 1U, 1V, 1X, 1Z, 2A, 2B, 2E, 2F, 2K, 2L
I became more open and welcoming of people from diverse social and cultural	488	257	163	68	259	228	169	198	121	19	72	70	76	213	171	37	95	55	20	46	46	280	310	203	193	44	28	91	76	53	370	282	146	51	208	80	99	318	167
	16%	22%	14%	11%	17%	15%	17%	20%	12%	23%	18%	17%	19%	19%	14%	24%	21%	17%	12%	19%	10%	18%	18%	16%	14%	24%	35%	13%	24%	23%	16%	14%	23%	27%	22%	18%	12%	15%	20%
	1C 1D 1I 1U 1Y 2B 2F 2K 2L	1A 1C 1D					1I	1A 1I			1A	1A	1O	1A 1Q		1A	1A			1U		1A 1W				1A 1Y 2B	1A 1Y 2B 2D		1A 1Y 2B	1A 1Y 2B			1A 2F	1A 2F	1A	2K		1D 1I 1J 2F	1A, 1C, 1J, 1K, 1O, 1S, 1U, 1W, 1X, 1Y, 2B, 2E, 2F, 2K, 2L
I became more aware of the values of music organisations	640	226	148	66	234	203	167	154	119	14	66	79	68	174	173	28	76	42	26	32	52	242	284	195	190	35	24	80	63	45	357	243	145	43	189	65	108	289	146
	21%	19%	12%	11%	16%	14%	17%	15%	12%	17%	16%	19%	17%	16%	15%	18%	16%	13%	15%	13%	11%	16%	17%	15%	13%	19%	30%	12%	20%	20%	15%	12%	23%	23%	20%	15%	13%	14%	18%
	1C 1D 1I 1J 2B 2F 2L	1A 1C 1D					1A 1I	1I			1A											1W				1Y 2B	1A 1Y 2B		1A 1Y 2B	1A 1Y 2B			1A 2F	1A 2F	1A			1D 2F	1A, 1C, 1D, 1F, 1I, 1J, 1K, 1N, 1O, 1Q, 1S, 1T, 1U, 1W, 1X, 1Y, 2B, 2C, 2F, 2K
I noticed a positive impact on my wellbeing	832	328	322	182	416	413	301	299	232	21	131	125	97	312	355	38	134	109	38	47	121	468	585	357	403	57	21	189	83	66	668	571	187	54	296	124	210	585	238
	28%	28%	27%	30%	28%	28%	30%	30%	23%	25%	33%	31%	24%	28%	30%	24%	29%	34%	22%	19%	26%	31%	29%	27%	29%	32%	26%	27%	27%	30%	29%	28%	30%	29%	32%	28%	26%	28%	29%
	1I 1T						1A 1I	1I			1A				1A 1M			1A 1P			1T	1A	1A								1A				1A			1I 1M 1T
I felt withdrawal/loss when the festival ended	377	188	137	52	181	193	118	139	120	10	51	47	66	135	141	30	56	42	26	28	52	208	271	181	195	25	15	77	34	25	308	237	99	32	148	71	61	245	133
	13%	16%	11%	9%	12%	13%	12%	14%	12%	12%	13%	12%	16%	12%	12%	19%	12%	13%	15%	11%	11%	14%	14%	14%	14%	14%	19%	11%	11%	11%	13%	12%	16%	17%	16%	16%	8%	12%	16%
	1D 2F 2K 2L	1A 1C 1D											1A 1N 1O			1A 1Q							1A	1A	1A						1A		1A 2F	1A 2F	1A	1A 2K		1D 2K	2L
None of these / prefer not to say	474	110	211	153	213	255	144	102	228	11	46	57	47	137	210	8	51	30	28	40	123	213	313	216	230	12	4	136	22	12	376	367	33	10	68	46	188	368	68
	16%	9%	17%	25%	14%	17%	14%	10%	23%	13%	11%	14%	11%	12%	18%	5%	11%	9%	16%	16%	26%	14%	16%	17%	16%	7%	5%	20%	7%	5%	16%	18%	5%	5%	7%	10%	24%	17%	8%
	1B 1E 1H 1K 1M 1N 1P 1Q 1R 1V 1Z 2A 2C 2D 2H 2I 2J 2M		1A 1B	1A 1B 1C		1A 1E	1H		1A 1G 1H						1A 1M 1N		1P			1A 1S 1T		1V		1Z 2A 2C 2D		1A 1Y 1Z 2A 2C 2D				1A 2G 2H				1A 2J	2J 2M	2G	1B, 1C, 1E, 1H, 1I, 1K, 1M, 1N, 1P, 1Q, 1R, 1V, 1Z, 2A, 2C, 2D, 2E, 2H, 2I, 2J, 2M

Overlap formulae used
ColumnProportions(5%) Minimum Base: 30.0**(Small Base: 30)*)
Base: 3000
Weight: 1-
Weight Variable
Level applied:

Contents

027. Lasting Effects of Music Festivals – Most Applicable

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M			Q6. Ticket Type Purchased (VIP vs. Regular)							Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness – General			
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	08. Length of Stay at Music Festivals - NET 1-2 days	08. Length of Stay at Music Festivals - NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	2898	1173	1153	572	1444	1433	1000	898	1000	83	403	407	401	1063	1163	148	412	291	170	248	465	1474	1917	1276	1356	178	77	664	307	219	2249	1971	615	186	914	432	756	2046	797
Weighted Base	2898	1173	1153	572	1444	1433	1000	898	1000	83	403	407	401	1063	1163	148	412	291	170	248	465	1474	1917	1276	1356	178	77	664	307	219	2249	1971	615	186	914	432	756	2046	797
I decided to pick up a new hobby	87	49	31	7	54	33	34	24	29	5	9	18	21	28	32	6	9	9	10	10	5	47	47	35	40	2	8	13	11	10	64	46	29	9	38	20	11	47	37
	3%	4%	3%	1%	4%	2%	3%	3%	3%	6%	2%	4%	5%	3%	3%	4%	2%	3%	6%	4%	1%	3%	2%	3%	3%	1%	10%	2%	4%	5%	3%	2%	5%	5%	4%	5%	1%	2%	5%
	1D 1F 1U 1W 2F 2K 2L				1A 1F								1A 1N 1O						1A 1U	1U		1W					1A 1Y 1Z 2B 2C			1Z 2B		1A 2F	2F	1A	1A 2K			1F 1H 1I 1K 1N 1O 1Q 1U 1V 1W 1X 1Y 1Z 2B 2E 2F 2K 2L
I strived to develop a healthier lifestyle	143	68	58	17	94	49	53	57	33	3	25	23	25	61	52	14	29	14	8	7	15	78	92	51	65	13	4	29	16	16	109	84	43	13	65	32	30	99	42
	5%	6%	5%	3%	7%	3%	5%	6%	3%	4%	6%	6%	6%	6%	4%	9%	7%	5%	5%	3%	3%	5%	5%	4%	5%	7%	5%	4%	5%	7%	5%	4%	7%	7%	7%	7%	4%	5%	5%
	1D 1F 1I 1X 2F	1D	1D		1A 1F		1I	1A 1I								1A	1A																					1D 1F 1I
I began to rethink my values	114	56	49	9	71	43	39	37	38	5	11	22	17	44	46	8	20	8	4	13	16	66	63	49	41	12	6	14	21	20	87	54	45	14	51	24	26	72	41
	4%	5%	4%	2%	5%	3%	4%	4%	4%	6%	3%	5%	4%	4%	4%	5%	5%	3%	2%	5%	3%	4%	3%	4%	3%	7%	8%	2%	7%	9%	4%	3%	7%	8%	6%	6%	3%	4%	5%
	1D 1F 1W 1Y 2B 2F	1A 1D	1D		1A 1F																	1W				1A 1Y 2B	1Y 2B		1A 1Y 2B	1A 1Y 2B		1A 2F	1A 2F	1A			1D 2B 2F	1A 1D 1F 1K 1W 1Y 2B 2E 2F
I've maintained connections formed at the festival	300	132	123	45	173	126	97	83	110	9	39	45	44	126	111	15	44	31	20	43	35	172	188	148	137	28	11	52	34	35	244	162	93	34	118	37	79	191	108
	10%	11%	11%	8%	12%	9%	10%	10%	11%	11%	10%	11%	11%	12%	10%	10%	11%	11%	12%	17%	8%	12%	10%	12%	10%	16%	14%	8%	11%	16%	11%	8%	15%	18%	13%	9%	10%	9%	14%
	1D 1F 1U 2B 2F 2L	1D			1A 1F									1A						1A 1U		1A 1W		1A		1A 1Y 2B			1A 1Y 2B			1A 2F	1A 2F	1A			2F	1A 1B 1E 1D 1F 1G 1H 1K 1O 1U 1W 1Y 2B 2E 2F 2J 2K 2L
I developed a more positive outlook on life	313	120	139	54	175	137	129	99	85	13	59	52	41	135	131	8	47	39	20	19	40	180	215	129	134	22	10	57	54	29	237	202	70	34	123	47	82	219	93
	11%	10%	12%	9%	12%	10%	13%	11%	9%	16%	15%	13%	10%	12%	11%	5%	11%	13%	12%	8%	9%	12%	11%	10%	10%	12%	13%	9%	18%	13%	11%	10%	11%	18%	13%	11%	11%	11%	12%
	1F 1I 1P 2B				1A 1F		1A 1I				1A						1P	1P				1A							1A 1Y 2B	2B				1A 2F 2G	1A			1I 1P 2B
I realised I want to go to more music festivals	631	257	239	135	285	341	240	218	173	20	98	97	77	231	263	29	97	83	28	36	83	344	452	272	315	41	12	140	60	51	509	460	123	34	198	89	166	451	174
	22%	22%	21%	24%	20%	24%	24%	24%	17%	24%	24%	24%	19%	22%	23%	20%	24%	28%	16%	15%	18%	23%	24%	21%	23%	23%	16%	21%	20%	23%	23%	23%	20%	18%	22%	21%	22%	22%	22%
	1E 1I 1T 1U					1A 1E	1A 1I	1A 1I										1A 1P				1A	1A									1A	1A				1E 1I 1T 1U	1I 1T
I began to care more about political issues around the world	93	57	32	4	57	36	33	35	25	5	14	13	17	44	30	7	22	6	5	8	11	55	57	36	28	9	6	18	21	8	71	54	26	12	50	20	19	59	34
	3%	5%	3%	1%	4%	3%	3%	4%	3%	6%	3%	3%	4%	4%	3%	5%	5%	2%	3%	3%	2%	4%	3%	3%	2%	5%	8%	3%	7%	4%	3%	3%	4%	6%	5%	5%	3%	3%	4%
	1D 1F 1Y	1A 1C 1D			1A 1F									1A 1O			1A 1R					1W				1Y	1A 1Y 2B		1A 1Y 2B					1A 2F	1A	2K		1D 1Y	1A 1C 1D 1F 1I 1O 1R 1W 1X 1Y 2E 2F 2K
I discovered a new product or brand at the festival that I now use in my daily l	148	71	53	24	94	53	55	61	32	1	24	27	20	56	62	12	26	19	7	6	16	84	97	60	65	18	10	23	17	15	115	79	52	16	68	18	36	82	66
	5%	6%	5%	4%	7%	4%	6%	7%	3%	1%	6%	7%	5%	5%	5%	8%	6%	7%	4%	2%	3%	6%	5%	5%	5%	10%	13%	3%	6%	7%	5%	4%	8%	9%	7%	4%	5%	4%	8%
	1F 1I 1T 2B 2F 2L	1A			1A 1F		1I	1A 1I																		1A 1Y 2B	1A 1Y 2B 2C			2B			1A 2F	1A 2F	1A			1A 1D 1E 1F 1G 1I 1J 1M 1N 1O 1S 1T 1U 1V 1W 1X 1Y 2B 2E 2F 2J 2K 2L
I shared memorable stories with others after I attended the festival	584	232	238	114	270	307	269	176	139	22	103	115	77	213	240	35	70	60	20	40	65	310	396	208	299	28	11	130	55	49	459	405	126	38	184	82	148	406	172
	20%	20%	21%	20%	19%	21%	27%	20%	14%	27%	26%	28%	19%	20%	21%	24%	17%	21%	12%	16%	14%	21%	21%	16%	22%	16%	14%	20%	18%	22%	20%	21%	20%	20%	20%	19%	20%	20%	22%
	1I 1S 1U 1X						1A 1H 1I	1I			1A	1A									1U																	1E 1I 1O 1S 1I 1S 1U 1X 1T 1U 1X
I became more open and welcoming of people from diverse social and cultur	296	162	99	35	160	135	100	132	64	14	45	36	50	133	97	24	63	38	12	25	23	176	190	114	112	33	21	51	49	26	221	155	93	39	131	49	60	181	112
	10%	14%	9%	6%	11%	9%	10%	15%	6%	17%	11%	9%	12%	13%	8%	16%	15%	13%	7%	10%	5%	12%	10%	9%	8%	19%	27%	8%	16%	12%	10%	8%	15%	21%	14%	11%	8%	9%	14%
	1C 1D 1I 1O 1U 1Y 2B 2F 2K 2L	1A 1C 1D					1I	1A 1G 1I		1A 1L			1O	1A 1O		1A	1A			1U		1A 1W				1A 1Y 2B	1A 1Y 2B 2C 2D		1A 1Y 2B			1A 2F	1A 2F	1A			1D 1I 1U	1A 1C 1D 1E 1F 1O 1I 1L 1O 1S 1U 1V 1W 1X 1Y 2B 2E 2F 2K 2L
I became more aware of the values of music organisations	219	113	73	33	117	99	83	80	56	4	28	49	32	80	97	18	37	21	10	15	27	121	135	97	84	22	14	42	34	22	177	121	76	17	95	27	57	149	67
	8%	10%	6%	6%	8%	7%	8%	9%	6%	5%	7%	12%	8%	8%	8%	12%	9%	7%	6%	6%	6%	8%	7%	8%	6%	12%	18%	6%	11%	10%	8%	6%	12%	9%	10%	6%	8%	7%	8%
	1C 1I 1Y 2F	1A 1C 1D					1I	1I				1A 1K				1A						1W				1A 1Y 2B	1A 1Y 2B		1A 1Y 2B	1Y		1A 2F		1A			1I 2F	1C 1D 1I 1Y 2F
I noticed a positive impact on my wellbeing	546	196	220	130	261	283	194	206	146	12	88	79	54	217	233	23	100	73	19	29	81	315	395	235	260	36	16	130	56	39	429	377	121	30	182	82	143	381	160
	19%	17%	19%	23%	18%	20%	19%	23%	15%	14%	22%	19%	13%	20%	20%	16%	24%	25%	11%	12%	17%	21%	21%	18%	19%	20%	21%	20%	18%	18%	19%	19%	20%	16%	20%	19%	19%	19%	20%
	1B 1I 1M 1S 1T			1A 1B			1I	1A 1I						1M	1M		1A 1P	1A 1P			1T	1A	1A															1I 1M 1S 1T	1B 1I 1M 1S 1T
I felt withdrawal/loss when the festival ended	183	86	76	21	90	91	58	64	61	4	20	25	33	57	69	14	24	18	15	13	26	104	132	89	90	11	8	37	20	14	151	115	47	13	68	38	29	110	72
	6%	7%	7%	4%	6%	6%	6%	7%	6%	5%	5%	6%	8%	5%	6%	9%	6%	6%	9%	5%	6%	7%	7%	7%	7%	6%	10%	6%	7%	6%	7%	6%	8%	7%	7%	9%	4%	5%	9%
	1D 2K 2L	1D	1D										1N																						1A 2K			1E 1F 1G 1I 1K 1L 1N 1O 1Q 1T 1U 1V 1W 1X 1Y 2B 2E 2F 2K 2L
None of these / prefer not to say	372	91	157	124	171	195	144		228	11	46	57	39	86	180				28	40	123	158	244	191	173	10		112	18	11	290	286	25	10	44	36	145	295	46
	13%	8%	14%	22%	12%	14%	14%		23%	13%	11%	14%	10%	8%	15%				16%	16%	26%	11%	13%	15%	13%	6%		17%	6%	5%	13%	15%	4%	5%	5%	8%	19%	14%	6%
	1B 1M 1N 1V 1Z 2C 2D 2G 2H 2I 2J 2M			1B	1A 1B 1C			1H		1A 1G 1H						1A 1M 1N					1A 1S 1T		1V	1A	1Z 2A 2C 2D	2A		1A 1Y 1Z 2A 2C 2D	2A	2A		1A 2G 2H					2J	2J 2M	1A 1B 1E 1M 1N 1V 1W 1Y 1Z 2C 2D 2E 2G 2H 2I

Overlap formulae used
Column Proportions (5%): Minimum Base: 0(**) Small Base: 30(*)
Base: 2898
Weight: 1-<3>=Weight Variable
Level applied:

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028. Lasting Effects of Concerts/Gigs

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Q8. Prompted Brand	Q8. Ticket Type Purchased (VIP vs. Regular)						Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness - General			
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/gig	NET SSE Promotions	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	Q8. Length of Stay at Music Festivals: NET 1-2 days	Q8. Length of Stay at Music Festivals: NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	1986	758	809	419	954	1022	647	710	629	42	254	277	230	742	829	96	336	244	92	152	308	1138	1986	900	976	116	47	451	207	132	1612	1355	431	120	654	276	538	1371	580
Weighted Base	1986	758	809	419	954	1022	647	710	629	42	254	277	230	742	829	96	336	244	92	152	308	1138	1986	900	976	116	47	451	207	132	1612	1355	431	120	654	276	538	1371	580
I decided to pick up a new hobby	133	69	44	20	77	55	34	60	39	1	21	10	19	64	41	9	27	21	9	16	10	82	133	70	59	8	6	20	25	14	110	74	49	10	66	20	31	86	46
	7%	9%	5%	5%	8%	5%	5%	8%	6%	2%	8%	4%	8%	9%	5%	9%	8%	9%	10%	11%	3%	7%	7%	8%	6%	7%	13%	4%	12%	11%	7%	5%	11%	8%	10%	7%	6%	6%	8%
	1F 1L 1O 1U 2B 2F	1A 1C 1D			1A 1F			1A 1O			1L			1A 1O					1U	1A 1U							2B		1A 1Y 2B	1Y 2B		1A 2F			1U				1C 1D 1F 1G 1L 1O 1U 2B 2F
I strived to develop a healthier lifestyle	200	92	83	25	118	83	50	100	50	1	20	26	27	85	77	21	48	28	5	17	23	117	200	100	89	18	9	39	24	20	97	114	58	24	97	30	48	118	79
	10%	12%	10%	6%	12%	8%	8%	14%	8%	2%	8%	9%	12%	11%	9%	22%	14%	11%	5%	11%	7%	10%	10%	11%	9%	16%	19%	9%	24 12%	14%	15%	8%	13%	20%	15%	11%	9%	9%	14%
	1D 1F 1G 1I 2F 2L	1A 1D	1D		1A 1F			1A 1G 1I					1A 1R	1A												1A 1Y 2B	1A 1Y 2B				1A 2F	1A 2F	1A				1G	1A 1C 1J 1K 1L 1O 1S 1U 1V 1W 1Y 2B 2E 2F 2K 2L
I began to rethink my values	146	59	69	18	94	50	49	80	37	7	20	21	24	54	63	11	26	20	6	8	22	98	146	63	60	6	10	26	26	18	108	85	47	13	64	19	32	83	61
	7%	8%	9%	4%	10%	5%	8%	8%	6%	17%	8%	8%	10%	7%	8%	11%	8%	8%	7%	5%	7%	9%	7%	7%	6%	5%	21%	6%	13%	14%	7%	6%	11%	11%	10%	7%	6%	6%	11%
	1D 1F 2E 2F 2L	1D	1D		1A 1F					1A												1A 1W					1A 1Y 1Z 2B		1A 1Y 1Z 2B	1A 1Y 12 2B		1A 2F		1A				1A 1C 1D 1F 1G 1I 1N 1O 1T 1V 1W 1X 1Y 2B 2E 2F 2K 2L
I've maintained connections formed at the concert/gig	239	118	75	46	141	98	80	100	59	4	41	30	26	94	104	13	41	44	9	12	30	151	239	110	104	18	12	51	23	30	199	140	72	26	101	36	58	153	86
	12%	16%	9%	11%	15%	10%	12%	14%	9%	10%	16%	11%	11%	13%	13%	14%	12%	18%	10%	8%	10%	13%	12%	12%	11%	16%	26%	11%	11%	23%	12%	10%	17%	22%	15%	13%	11%	11%	15%
	1C 1F 1I 2F	1A 1C 1D			1A 1F			1A 1I			1A							1A				1A 1W					1A 1Y 2B 2C			1A 1Y 2B 2C		1A 2F	1A 2F	1A				1A 1C 1J 1T 1I 1U 1W 1Y 2E 2F 2K 2L
I developed a more positive outlook on life	371	148	155	68	197	173	123	166	82	9	53	54	46	147	158	26	70	62	11	24	40	237	371	160	168	27	10	67	64	32	302	231	98	37	155	52	95	245	126
	19%	20%	19%	16%	21%	17%	19%	23%	13%	21%	21%	19%	20%	20%	19%	27%	21%	25%	12%	16%	13%	21%	19%	18%	17%	23%	21%	15%	31%	24%	19%	17%	22%	31%	24%	19%	18%	18%	22%
	1F 1I 1J 2B 2F				1A 1F		1I	1A 1G 1I					1A		1A							1A 1W				2B			1A 1Y 2B	1Y 2B		1A 2F	1A 2F	1A				1I 1J	1A 1J 1T 1I 1S 1J 1W 1X 1Y 2B 2E 2F 2K 2L
I realised I want to go to more concerts/gigs	707	278	277	152	293	411	273	244	190	17	111	115	72	266	301	28	107	98	27	48	88	423	707	311	396	40	13	164	62	44	590	503	139	39	217	91	167	463	205
	36%	37%	34%	36%	31%	40%	42%	34%	30%	40%	44%	42%	31%	36%	36%	29%	32%	40%	29%	32%	29%	37%	36%	35%	38%	34%	28%	36%	30%	33%	37%	37%	32%	33%	33%	33%	31%	36%	35%
	1E 1I 1U 2K					1A 1E	1A 1H 1I		1A		1A	1A						1J								2C					1A	1A			1A			1E 1I 1J 2K	1E 1I 1U
I began to care more about political issues around the world	155	80	58	19	83	71	43	70	42	3	20	19	25	63	61	11	38	21	11	5	21	84	155	80	61	12	10	29	23	18	128	91	38	24	69	32	38	90	62
	8%	11%	7%	5%	9%	7%	7%	10%	7%	7%	8%	7%	11%	8%	7%	11%	11%	9%	12%	3%	7%	7%	8%	9%	6%	10%	21%	6%	11%	14%	8%	7%	9%	20%	11%	12%	7%	7%	11%
	1D 1T 1Y 2F 2L	1A 1C 1D						1A 1G 1I									1A			1T							1A 1Y 2B		1Y 2B	1A 1Y 2B		1A 2F 2G		1A	1A 2K				1A 1C 1J 1P 1G 1I 1L 1O 1T 1U 1V 1W 1Y 2B 2E 2F 2K 2L
I discovered a new product or brand at the concert/gig that I now use in my da	191	98	70	23	115	75	60	88	43	9	23	29	27	74	82	12	42	31	9	9	22	115	191	91	89	17	7	30	28	20	152	97	65	25	90	34	44	120	71
	10%	13%	9%	5%	12%	7%	9%	12%	7%	14%	9%	10%	12%	10%	10%	13%	13%	13%	10%	6%	7%	10%	10%	10%	9%	15%	15%	7%	14%	15%	9%	7%	15%	21%	14%	12%	8%	9%	12%
	1D 1F 2B 2F	1A 1C 1D	1D		1A 1F			1A 1I									1A					2B	2B				1A 2B	1A 1Y 2B				1A 2F	1A 2F	1A				1D 1F 2F 2L
I shared memorable stories with others after I attended the concert/gig	546	226	210	110	230	310	236	177	133	15	94	103	55	206	233	24	77	67	18	35	63	338	546	219	287	38	13	112	48	38	438	385	127	37	186	82	123	383	157
	27%	30%	26%	26%	24%	30%	36%	25%	21%	36%	37%	37%	24%	28%	28%	25%	23%	27%	17%	23%	20%	30%	27%	24%	29%	33%	28%	25%	23%	29%	27%	27%	29%	31%	28%	30%	23%	28%	27%
	1E 1I 1O 1S 1U 1X 2K					1A 1E	1A 1H 1I				1A	1A										1A 1W														2K			1E 1I 1O 1S 1U 1X 2K	1I 1S 1U
I became more open and welcoming of people from diverse social and cultur	282	147	96	39	163	119	80	138	64	5	36	36	44	129	98	27	70	38	12	23	24	196	282	139	121	18	17	46	44	35	234	147	107	25	143	41	63	181	101
	14%	19%	12%	9%	17%	12%	12%	19%	10%	12%	14%	13%	19%	17%	12%	28%	21%	16%	13%	15%	8%	17%	14%	15%	12%	16%	36%	10%	21%	27%	15%	11%	25%	21%	22%	15%	12%	13%	17%
	1C 1D 1F 1I 1O 1U 1Y 2B 2F	1A 1C 1D			1A 1F			1A 1G 1I					1A 1O	1A 1O		1A 1R	1A			1U		1A 1W					1A 1Y 1Z 2B 2C		1A 1Y 2B	1A 1Y 1Z 2B		1A 2F	1A 2F	1A				1D 1I 1J 2B 2E 2F 2K 2L
I became more aware of the values of music organisations	254	128	80	46	124	130	75	109	70	4	35	34	33	104	104	20	50	35	9	19	35	169	254	119	115	18	7	45	45	22	210	139	85	26	122	41	70	158	92
	13%	17%	10%	11%	13%	13%	12%	15%	11%	10%	14%	12%	14%	14%	13%	21%	15%	14%	10%	13%	11%	15%	13%	13%	12%	16%	15%	10%	22%	17%	13%	10%	20%	22%	19%	15%	13%	12%	16%
	1C 2B 2F 2L	1A 1C 1D						1A 1G 1I									1A					1A 1W							1A 1Y 2B	2B		1A 2F	1A 2F	1A				1A 1C 1J 1K 1L 1O 1W 1Y 2B 2E 2F 2L
I noticed a positive impact on my wellbeing	533	210	207	116	250	278	190	259	134	14	76	88	67	206	223	29	95	78	24	33	57	320	533	243	277	30	15	107	58	36	452	359	119	36	185	75	139	359	168
	27%	28%	26%	28%	26%	27%	29%	29%	21%	33%	31%	32%	29%	28%	27%	30%	28%	32%	26%	22%	19%	28%	27%	27%	28%	28%	32%	24%	28%	27%	28%	26%	28%	30%	28%	27%	26%	26%	29%
	1I 1U						1I	1A 1I				1A																			1A								1I 1U
I felt withdrawal/loss when the concert/gig ended	280	143	102	35	122	158	90	103	67	13	32	33	50	101	101	17	43	30	20	26	32	175	280	128	148	18	11	55	29	12	234	181	68	25	102	49	45	167	107
	14%	19%	13%	8%	13%	15%	14%	15%	14%	31%	13%	12%	22%	14%	12%	18%	13%	15%	22%	17%	10%	15%	14%	14%	15%	16%	23%	12%	14%	9%	15%	13%	15%	21%	16%	18%	8%	12%	18%
	1D 1G 1J 2K 2L	1A 1C 1D	1D							1A 1K 1L			1A 1N 1O						1A 1J	1J		1A 1W				2B 2D						1A 2F			2K			1D 2K	1A 1J 1K 1L 1E 1F 1G 1H 1I 1K 1L 1N 1G 1Q 1U 1V 1W 1X 1Y 2B 2D 2E 2F 2K 2L
None of these / prefer not to say	325	78	133	114	159	165	104	73	148	5	26	48	24	93	153	5	35	25	14	32	80	162	325	148	153	10	4	104	18	8	266	255	28	10	57	30	134	251	60
	16%	10%	16%	27%	17%	16%	16%	10%	24%	12%	10%	17%	10%	13%	18%	5%	10%	10%	15%	21%	26%	14%	16%	16%	16%	9%	9%	23%	9%	6%	17%	19%	6%	8%	9%	11%	25%	18%	10%
	1B 1H 1K 1M 1N 1P 1Q 1R 1V 1Z 2C 2D 2G 2H 2I 2J 2M		1B	1A 1B 1C			1H		1A 1G 1H			1K			1A 1M 1N						1A 1S			1V		1Z 2C 2D			1A 1Y 1Z 2A 2C 2D			1A 2G 2H					1A 2J	1H 1K 1M 1N 1P 1Q 1R 1V 1W 1Y 1Z 2C 2D 2E 2G 2H 2I 2J 2M	2G

Overlap formulae used.
Column Proportions (95%) Minimum Base: 30** Small Base: 100*)
Base: 986
Weight: 1<>Un-Weight Variable
Level applied:

Contents

029. Lasting Effects of Concerts/Gigs - Most Applicable

		Age Net			Gender NET		0COUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Q6. Ticket Type Purchased (VIP vs. Regular)							Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Loneliness - General			
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promotors	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	08. Length of Stay at Music Festivals - NET 1-2 days	08. Length of Stay at Music Festivals - NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	1986	758	809	419	954	1022	647	710	629	42	254	277	230	742	829	96	336	244	92	152	308	1138	1986	900	976	116	47	451	207	132	1612	1355	431	120	654	276	538	1371	580
Weighted Base	1986	758	809	419	954	1022	647	710	629	42	254	277	230	742	829	96	336	244	92	152	308	1138	1986	900	976	116	47	451	207	132	1612	1355	431	120	654	276	538	1371	580
I decided to pick up a new hobby	68 3%	35 5%	26 3%	7 2%	42 4%	26 3%	22 3%	24 3%	22 3%	1 2%	12 5%	8 3%	8 3%	37 5%	19 2%	3 3%	15 4%	6 2%	4 4%	10 7%	5 2%	42 4%	68 3%	32 4%	29 3%	5 4%	2 4%	10 2%	15 7%	6 5%	57 4%	38 3%	26 6%	4 3%	35 5%	10 4%	16 3%	40 3%	28 5%,
	1D 1F 1O	1A 1D			1A 1F									1A 1O						1A 1U									1A 1Y 2B				1A 2F		1A				1A 1C 1D 1F 1O 1U 1W 1Y 2B 2E 2F 2K
I strived to develop a healthier lifestyle	92 5%	41 5%	38 5%	13 3%	53 6%	39 4%	23 4%	45 6%	24 4%		10 4%	12 4%	13 6%	42 6%	34 4%	12 13%	22 7%	10 4%	1 1%	10 7%	12 4%	54 5%	92 5%	47 5%	46 5%	7 6%	2 4%	14 3%	13 6%	10 8%	80 5%	53 4%	29 7%	9 8%	54 8%	16 6%	28 5%	57 4%	33 6%
	2F				1A			1A 1G 1I								1A 1R				1S											2B				1A				1D 1F 1G 1S 2B 2F
I began to rethink my values	75 4%	28 4%	39 5%	8 2%	44 5%	31 3%	27 4%	28 4%	20 3%	4 10%	11 4%	11 4%	12 5%	28 4%	31 4%	6 6%	11 3%	9 4%	2 2%	6 4%	11 4%	51 4%	75 4%	30 3%	30 3%	3 3%	6 13%	13 3%	12 6%	11 8%	50 3%	43 3%	23 5%	8 7%	27 4%	9 3%	17 3%	41 3%	32 6%
	1D 2E 2L		1A 1D		1A					1A												1A 1W					1A 1Y 1Z 2B			1A 1Y 2B				1A 2F	2F				1A 1B 1J 1F 1H 1I 1N 1O 1Q 1W 1X 1Y 2B 2E 2F 2K 2L
I've maintained connections formed at the concert/gig	134 7%	59 8%	44 5%	31 7%	82 9%	52 5%	48 7%	54 8%	32 5%	3 7%	22 9%	20 7%	15 7%	46 6%	65 8%	7 7%	18 5%	28 11%	5 5%	6 4%	17 6%	84 7%	134 7%	61 7%	65 7%	10 9%	3 6%	28 6%	9 4%	19 14% 1A 1Y 2B	111 7%	80 6%	43 10%	11 9%	58 9%	7 3%	38 7%	92 7%	42 7%
	1F 2F 2J				1A 1F													1A 1Q												2C			1A 2F		1A		2J	1F 2J	1F 2J
I developed a more positive outlook on life	214 11%	81 11%	94 12%	39 9%	122 13%	91 9%	72 11%	97 14%	45 7%	3 7%	32 13%	33 12%	20 9%	88 12%	96 12%	12 13%	42 13%	38 16%	5 5%	14 9%	25 8%	139 12%	214 11%	90 10%	98 10%	16 14%	4 9%	35 8%	38 18%	22 17%	174 11%	135 10%	58 14%	17 14%	92 14%	27 10%	64 12%	131 10%	83 14%
	1F 1I 2B 2L				1A 1F		1I	1A 1I							1A			1A 1P 1Q				1A 1W				2B		1A 1Y 2B	1A 1Y 2B				1A 2F		1A			1I	1A 1B 1C 1D 1F 1G 1I 1M 1O 1S 1U 1W 1X 1Y 2B 2E 2F 2J 2L
I realised I want to go to more concerts/gigs	504 25% 1E 1I 1T	189 25%	204 25%	111 26%	199 21%	302 30% 1A 1E	191 30% 1A 1I	178 25%	135 21%	12 29%	70 28%	86 31% 1A	53 23%	173 23%	226 27%	19 20%	76 23%	75 31% 1A 1P 1Q	22 24%	27 18%	65 21%	305 27%	504 25%	216 24%	260 27%	30 26%	8 17%	117 26%	47 23%	27 20%	424 26% 1A	362 27% 1A	95 22%	26 22%	152 23%	62 22%	126 23%	347 25% 1E 1I 1T	148 26% 1E 1T
I began to care more about political issues around the world	67 3%	32 4%	29 4%	6 1%	36 4%	31 3%	19 3%	31 4%	17 3%	2 5%	6 2%	10 4%	10 4%	28 4%	27 3%	3 3%	19 6%	9 4%	5 5%	3 2%	8 3%	39 3%	67 3%	34 4%	25 3%	2 2%	6 13%	12 3%	12 6%	9 7%	53 3%	33 2%	17 4%	15 13%	32 5%	15 5%	14 3%	38 3%	28 5%
	1D 2F	1D	1D														1A										1A 1Y 1Z 2B		1A 1Y 2B	1A 1Y 2B				1A 2F 2G	1A	1A 2K				1A 1D 1F 1G 1I 1O 1V 1W 1Y 2E 2F 2K 2L
I discovered a new product or brand at the concert/gig that I now use in my	103 5%	54 7%	35 4%	14 3%	62 6%	40 4%	30 5%	50 7%	23 4%	3 7%	13 5%	13 5%	19 8%	40 5%	41 5%	10 10%	22 7%	17 7%	6 7%	5 3%	11 4%	61 5%	103 5%	53 6%	46 5%	12 10%	3 6%	14 3%	16 8%	12 9%	81 5%	52 4%	39 9%	11 9%	49 7%	18 7%	27 5%	67 5%	36 6%
	1F 1I 2B 2F	1A 1C 1D			1A 1F			1A 1I					1A			1A												1A 1Y 2B		1A 1Y 2B			1A 2F	1A 2F	1A			2F	1C 1D 1F 1I 2B 2F
I shared memorable stories with others after I attended the concert/gig	322 16% 1E 1H 1I 1Q 1S 1X	122 16%	135 17%	65 16%	133 14%	186 18% 1A 1E	155 24% 1A 1H 1I	86 12%	81 13%	10 24%	65 26% 1A	62 22% 1A	31 13%	120 16%	140 17%	13 14%	34 10%	32 13%	8 9%	21 14%	46 15%	194 17%	322 16%	116 13%	168 17%	23 20%	5 11%	65 14%	38 18%	18 14%	255 16%	215 16%	74 17%	21 18%	109 17%	44 16%	82 15%	227 17% 1E 1H 1I 1Q 1S 1X	91 16% 1H 1O
I became more open and welcoming of people from diverse social and cultu	169 9%	87 11%	58 7%	24 6%	100 10%	69 7%	48 7%	86 12%	35 6%	4 10%	23 9%	20 7%	22 10%	80 11%	58 7%	14 15%	45 13%	24 10%	4 4%	12 8%	14 5%	123 11%	169 9%	81 9%	66 7%	10 9%	10 21%	28 6%	28 14%	26 20%	142 9%	88 6%	65 15%	14 12%	88 13%	29 11%	35 7%	102 7%	67 12%
	1D 1F 1I 1O 1U 1Y 2F 2L	1A 1C 1D			1A 1F			1A 1G 1I						1A 1O		1A	1A					1A 1W					1A 1Y 1Z 2B	4	1A 1Y 2B	1A 1Y 1Z 2B				1A 2F	2F	1A	2K		1U	1A 1L 1U 1F 1G 1I 1L 1O 1S 1U 1W 1X 1Y 2B 2E 2F 2K 2L
I became more aware of the values of music organisations	135 6%	62 8%	41 5%	22 5%	64 7%	61 6%	40 6%	50 7%	35 6%	2 5%	20 8%	17 6%	12 5%	52 7%	54 7%	6 6%	24 7%	17 7%	4 4%	8 5%	20 6%	89 8%	125 6%	59 7%	44 5%	14 12%	4 9%	28 6%	23 11%	11 8%	98 6%	63 5%	47 11%	14 12%	61 9%	18 7%	35 7%	73 5%	49 8%
	1Y 2F 2L	1A 1C																				1A 1W				1A 1Y 2B			1A 1Y 2B				1A 2F	1A 2F	1A				1A 1C 1D 1F 1I 1W 1Y 2E 2F
I noticed a positive impact on my wellbeing	334 17%	118 16%	137 17%	79 19%	166 17%	163 16%	113 17%	129 18%	92 15%	6 14%	50 20%	50 18%	40 17%	125 17%	142 17%	19 20%	54 16%	52 21% 1A	15 16%	21 14%	40 13%	203 18%	334 17%	162 18%	162 17%	16 14%	10 21%	74 16%	40 19%	28 21%	288 18% 1A	223 16%	82 19%	19 16%	116 18%	48 17%	94 17%	219 16%	112 19%
	1B 1F 1I 1U																																						
I felt withdrawal/loss when the concert/gig ended	146 7%	76 10%	50 6%	20 5%	67 7%	77 8%	44 7%	57 8%	45 7%	5 12%	15 6%	17 6%	25 11%	54 7%	51 6%	10 10%	24 7%	18 7%	10 11%	15 10%	16 5%	96 8%	146 7%	66 7%	77 8%	6 5%	5 11%	36 8%	15 7%	5 4%	117 7%	102 8%	31 7%	11 9%	45 7%	31 11%	23 4%	86 6%	58 10%
	1D 2K 2L	1A 1C 1D											1A 1O									1A 1W														1A 2K		2K	1A 1L 1U 1E 1F 1G 1I 1K 1L 1N 1O 1U 1W 1X 1Y 2D 2E 2F 2I 2K 2L
None of these / prefer not to say	325 16%	78 10%	133 16%	114 27%	159 17%	165 16%	104 16%	73 10%	148 24%	5 12%	26 10%	48 17%	24 10%	93 13%	153 18%	5 5%	35 10%	25 10%	14 15%	32 21%	80 26%	162 14%	325 16%	148 16%	153 16%	10 9%	4 9%	104 23%	18 9%	8 6%	266 17%	255 19%	28 6%	10 8%	57 9%	30 11%	134 25%	251 18%	60 10%
	1B 1H 1K 1M 1N 1P 1Q 1R 1V 1Z 2C 2D 2G 2H 2I 2J 2M		1B	1A 1B 1C			1H		1A 1G 1H			1K			1A 1M 1N						1A 1S		1V		1Z 2C 2D			1A 1Y 1Z 2A 2C 2D				1A 2G 2H					1A 2J	1A 1G 1I 1H 1K 1M 1N 1P 1Q 1R 1V 1W 1Y 1Z 2C 2D 2E 2G 2H 2I 2J 2M	2G

Overlap formulae used
Column Proportions (5%): Minimum Base: 0(**) Small Base: 30(*)
Base: 1986
Weight: 1-<3rd>Weight Variable
Level applied:

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Q30. Lasting Effects of Music Festivals on Values

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Q7. Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)								Q01. Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Q01. Festivals Attended	Q32. Attitude to Loneliness - General			Q8. Length of Stay at Music Festivals - NET 1-2 days	Q8. Length of Stay at Music Festivals - NET 3 or more days
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	NET 1-2 days	NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	266	124	108	34	161	104	92	102	72	10*	41	39	40	111	103	20*	42	37	10*	28*	27*	170	172	105	105	24*	16*	47	40	33	201	135	95	32	115	61	60	164	101
Weighted Base	266	124	108	34	161	104	92	102	72	10	41	39	40	111	103	20	42	37	10	28	27	170	172	105	105	24	16	47	40	33	201	135	95	32	115	61	60	164	101
Political (e.g. democracy, justice, equality, etc.)	65 24% 1E 2F	37 30% 1A	23 21%	5 15%	31 19%	33 32% 1A 1E	19 21%	24 24%	22 31%	2 20%	8 20%	9 23%	12 30%	25 23%	26 25%	6 30%	9 21%	8 22%	4 40%	8 29%	9 33%	50 29% 1A	47 27%	31 30%	26 25%	7 29%	4 25%	9 19%	10 25%	9 27%	55 27% 1A	24 18%	28 29% 2F	12 38% 2F	32 28%	15 25%	16 27%	37 23%	27 27%
Environmental (e.g. sustainability, conservation, renewable resources, etc.)	103 39% 1I 1X	43 35%	42 39%	18 53%	59 37%	43 41%	46 50% 1A 1I	40 39% 1I	17 24%	3 30%	21 51%	21 54% 1A	14 35%	43 39%	42 41%	7 35%	18 43%	15 41%	4 40%	4 14%	6 22%	69 41%	65 38%	31 30%	35 33%	14 58%	6 38%	18 38%	18 45%	12 36%	81 40%	50 37%	39 41%	13 41%	52 45% 1A	19 31%	30 50% 1A 2J	58 35% 1I	45 45% 1I 1X 1Y
Cultural (e.g. heritage, diversity, tradition, etc.)	129 48% 1I 2L	61 49%	50 46%	18 53%	78 48%	50 48%	51 55% 1I	55 54% 1I	23 32%	8 80%	23 56%	18 46%	20 50%	57 51%	46 45%	10 50%	26 62%	19 51%	2 20%	8 29%	9 33%	87 51%	86 50%	51 49%	56 53%	14 58%	5 31%	19 40%	18 45%	17 52%	96 48%	82 46%	47 49%	18 56%	56 49%	32 52%	25 42%	67 41%	62 61% 1A 1B 1C 1E 1F 1I 1N 1O 1V 1W 1X 2B 2C 2E 2F 2G 2I 2K 2L
Social (e.g. community, empathy, inclusivity, etc.)	156 59% 1H 1M 1X 2E 2M	74 60%	63 58%	19 56%	93 58%	63 61%	67 73% 1A 1H 1I	51 50%	38 53%	6 60%	30 73% 1A	29 74% 1A	17 43%	66 59% 1M	64 62%	8 40%	22 52%	19 51%	3 30%	14 50%	16 59%	104 61%	102 59%	53 50%	64 61%	10 42%	8 50%	35 74% 1A 2C 2D	21 53%	17 52%	110 55%	84 62%	53 56%	17 53%	65 57%	41 67% 2K	29 48%	104 63% 1A 1H 1I 1M 1X 2E 2K 2M	51 50%
Ethical (e.g. integrity, fairness, accountability, etc.)	93 35% 1B	34 27%	46 43% 1A 1B	13 38%	60 37%	33 32%	34 37%	39 38%	20 28%	4 40%	15 37%	14 36%	14 35%	35 32%	41 40%	6 30%	13 31%	19 51% 1A	4 40%	7 25%	8 30%	57 34%	60 35%	33 31%	35 33%	11 46%	6 38%	11 23%	17 43%	12 36%	76 38%	42 31%	36 38%	13 41%	42 37%	19 31%	21 35%	56 34%	37 37%
Other	7 3%	3 2%	3 3%	1 3%	4 2%	3 3%	4 4% 1H		3 4% 1H		4 10% 1A 1L			6 5% 1A	1 1%					2 7%	1 4%	4 2%	4 2%	3 3%	3 3%		1 6%		1 3%	2 6%	4 2%	6 4% 1A	1 1%		1 1%		3 5%	5 3%	2 2%
None of these / prefer not to say	3 1%	1 1%	1 1%	1 3%	2 1%	1 1%	2 2%		1 1%		2 5% 1A			2 2%	1 1%						1 4%	2 1%	2 1%		1 1%		1 6%	1 2%			2 1%	2 1%		1 3%			1 2%	2 1% 1W	1 1% 1B 1Y

Overlap formulae used

Column Proportions (5%): Minimum Base: 0(**) Small Base: 30(*)

Base: 266

Weight: 1 </br>Weight Variable

Level applied:

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Q31. General Attitudes
I feel optimistic about the future

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)						Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness – General		Q8. Length of Stay at Music Festivals - NET 1-2 days	Q8. Length of Stay at Music Festivals - NET 3 or more days
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often		
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Strongly agree	416	197	166	53	255	160	153	173	90	11	46	91	52	144	202	26	74	68	15	24	43	247	279	172	163	44	30	62	71	42	327	232	116	56	182	75	132	246	166
	14%	17%	14%	9%	17%	11%	15%	17%	9%	13%	11%	22%	13%	13%	17%	17%	16%	21%	9%	10%	9%	16%	14%	13%	12%	24%	37%	9%	23%	19%	14%	11%	19%	30%	19%	17%	17%	12%	20%
	1D 1F 1I 1T 1U 1Y 2B 2F 2L	1A 1D	1D		1A 1F		1I	1A 1I				1A 1K			1A 1M 1N			1A				1A 1W				1A 1Y 2B	1A 1Y 1Z 2B 2C 2D		1A 1Y 2B	1A 1Y 2B			1A 2F	1A 2F 2G	1A	1A	1A	1D 1I 2B	1A 1C 1D 1E 1F 1G 1H 1I 1K 1M 1N 1O 1Q 1S 1T 1U 1V 1W 1X 1Y 2B 2E 2F 2K
Tend to agree	949	387	364	198	471	475	351	283	315	26	147	147	110	334	426	40	128	100	44	59	179	505	626	400	465	53	24	214	89	72	763	660	207	42	301	101	303	703	236
	32%	32%	30%	33%	32%	32%	35%	28%	32%	31%	36%	36%	27%	30%	36%	26%	28%	31%	26%	24%	38%	33%	32%	31%	33%	29%	30%	31%	29%	33%	33%	32%	33%	23%	32%	23%	38%	33%	29%
	1H 1M 1Q 1T 2H 2J 2M						1A 1H				1A	1A			1A 1M 1N						1A 1S 1T										1A	2H	2H				1A 2J	1A 1C 1H 1M 1N 1P 1Q 1S 1T 1W 1X 2H 2J 2M	2J
Neither agree nor disagree	801	299	337	165	384	410	245	257	299	23	98	87	126	298	280	43	128	69	60	72	124	378	518	355	377	42	17	198	75	55	604	554	163	39	237	107	189	580	198
	27%	25%	28%	27%	26%	27%	25%	26%	30%	28%	24%	21%	31%	27%	23%	28%	28%	21%	35%	29%	27%	25%	26%	27%	27%	23%	21%	29%	24%	25%	26%	27%	26%	21%	25%	24%	24%	27%	24%
	1L 1O 1R 1V 2K								1A 1G 1H				1A 1Q						1A 1U																			1B 1G 1L 1O 1R 1V 2E 2H 2K	
Tend to disagree	525	192	212	121	232	286	171	167	187	13	81	53	66	216	183	24	76	49	29	59	81	241	359	233	272	26	6	125	42	36	410	398	77	28	125	87	119	373	142
	18%	16%	18%	20%	16%	19%	17%	17%	19%	16%	20%	13%	16%	19%	15%	15%	16%	15%	17%	24%	17%	16%	18%	18%	19%	14%	7%	18%	14%	16%	18%	19%	12%	15%	13%	20%	15%	18%	17%
	1E 1L 1O 1V 2A 2G 2I 2K			1B		1A 1E					1L			1A 1O						1A 1U			1V		1A 2A 2C		2A		2A		1A 2G				2K		1E 1L 1O 1V 2A 2G 2I 2K	1L 2A 2G 2I
Strongly disagree	262	90	113	59	121	139	72	104	86	9	28	26	48	104	90	20	49	32	19	27	32	132	179	113	121	12	4	76	26	11	198	182	46	17	80	63	48	190	64
	9%	8%	9%	10%	8%	9%	7%	10%	9%	11%	7%	6%	12%	9%	8%	13%	11%	10%	11%	11%	7%	9%	9%	9%	9%	7%	5%	11%	8%	5%	8%	9%	7%	9%	9%	14%	6%	9%	8%
	1G 2D 2K							1A 1G					1A 1O															1A 2D								1A 2K		1G 2D 2K	
Don't know	47	27	15	5	23	23	8	16	23	1	3	3	7	18	12	3	8	3	3	7	6	26	25	28	15	3		13	8	4	33	26	14	4	13	9	8	27	13
	2%	2%	1%	1%	2%	2%	1%	2%	2%	1%	1%	1%	2%	2%	1%	2%	2%	1%	2%	3%	1%	2%	1%	2%	1%	2%		2%	3%	2%	1%	1%	2%	2%	1%	2%	1%	1%	2%
	1G	1A 1D							1A 1G													1W		1A					1Y										
Top 2 Box	1365	584	530	251	726	635	504	456	405	37	193	238	162	478	628	66	202	168	59	83	222	752	905	572	628	97	54	276	160	114	1090	892	323	98	483	176	435	949	402
	46%	49%	44%	42%	49%	43%	50%	46%	41%	45%	48%	58%	40%	43%	53%	42%	44%	52%	35%	33%	48%	49%	46%	44%	44%	54%	67%	40%	51%	52%	47%	43%	52%	53%	51%	40%	54%	45%	48%
	1D 1F 1I 1M 1N 1S 1T 2B 2F 2J	1A 1C 1D			1A 1F		1A 1H 1I	1I				1A 1J 1K			1A 1M 1N			1A 1P 1Q			1S 1T	1A 1W				1A 1Y 2B	1A 1Y 2B 2C 2D		1A 1Y 2B	1A 1Y 2B	1A		1A 2F	1A 2F	1A		1A 2J	1F 1I 1M 1S 1T 2B 2J	1A 1L 1U 1F 1H 1I 1M 1N 1O 1S 1T 1U 1W 1X 1Y 2B 2F 2J 2L
Bottom 2 Box	787	282	325	180	353	425	243	271	273	22	109	79	114	320	273	44	125	81	48	86	113	373	538	346	393	38	10	201	68	47	608	580	123	45	205	150	167	563	206
	26%	24%	27%	30%	24%	28%	24%	27%	27%	27%	27%	19%	28%	29%	23%	28%	27%	25%	28%	35%	24%	24%	27%	27%	28%	21%	12%	29%	22%	21%	26%	28%	20%	24%	22%	34%	21%	27%	25%
	1B 1E 1L 1O 1V 2A 2G 2I 2K			1A 1B		1A 1E					1L		1O	1A 1O						1A 1U			1V		2A 2C 2D			1A 1Z 2A 2C 2D				1A 2G				1A 2K		1B 1E 1L 1O 1V 2A 2G 2I 2K	1L 2A 2G 2I 2K

Overlap formulae used
ColumnProportions (5%): Minimum Base: 0(**) Small Base: 30(*)
Base: 3000
Weight: 1</br>Weight Variable
Level applied:

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Q31. General Attitudes
Artificial Intelligence is having a positive impact on the world we live in

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Q5. Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)							Q7. Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Q7. Festivals Attended	Q32. Attitude to Loneliness – General		Q8. Length of Stay at Music Festivals - NET 1-2 days	Q8. Length of Stay at Music Festivals - NET 3 or more days
	Total	Gen Z (16-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often		
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Strongly agree	359	167	149	43	216	142	128	155	76	10	41	75	56	140	153	34	72	47	12	27	31	213	227	154	132	40	27	55	63	40	288	182	116	52	168	74	105	211	147
	12%	14%	12%	7%	15%	10%	13%	16%	8%	12%	10%	18%	14%	13%	13%	22%	16%	15%	7%	11%	7%	14%	11%	12%	9%	22%	33%	8%	20%	18%	12%	9%	19%	28%	18%	17%	13%	10%	18%
	1D 1F 1I 1S 1U 1Y 2B 2F 2L	1A 1D	1D		1A 1F		1I	1A 1I				1A 1K				1A	1A			1U		1A 1W				1A 1Y 2B 2C 2D		1A 1Y 2B	1A 1Y 2B			1A 2F	1A 2F 2G	1A	1A		1D 1I 1U 2F	1A 1B 1C 1D 1E 1F 1G 1H 1I 1K 1M 1N 1O 1S 1T 1U 1V 1W 1X 1Y 2B 2E 2F 2K 2L
Tend to agree	760	322	292	146	413	341	230	301	229	18	87	112	92	275	343	38	143	105	36	45	126	409	515	328	353	55	23	159	81	71	588	506	180	41	272	103	228	514	233
	25%	27%	24%	24%	28%	23%	23%	30%	23%	22%	22%	28%	22%	25%	29%	24%	31%	33%	21%	18%	27%	27%	26%	25%	25%	31%	28%	23%	26%	32%	25%	25%	29%	22%	29%	23%	29%	24%	28%
	1F 1G 1I 1T 2L				1A 1F			1A 1G 1I							1A 1M 1N		1A	1A			1T					2B				1A 1Y 2B			1A 2F		1A		1A 2J	1T	1A 1B 1K 1M 1N 1S 1T 1X 1Y 2B 2E 2F 2J 2L
Neither agree nor disagree	938	337	401	200	446	487	274	312	352	23	118	101	121	353	361	42	146	99	56	89	161	486	592	434	451	47	17	250	85	55	732	676	173	51	276	115	250	711	215
	31%	28%	33%	33%	30%	33%	27%	31%	35%	28%	29%	25%	30%	32%	30%	27%	32%	31%	33%	36%	35%	30%	30%	33%	32%	26%	21%	36%	27%	25%	31%	33%	28%	27%	29%	26%	31%	34%	26%
	1B 1G 1L 1W 2A 2D 2G 2J 2M		1B	1B					1A 1G															1A	2A 2D			1A 1Y 1Z 2A 2C 2D					1A 2G						1A 1B 1E 1G 1L 1O 1V 1W 1Z 2A 2C 2D 2E 2G 2I 2J 2M
Tend to disagree	515	202	195	118	236	277	199	139	177	12	93	65	61	195	199	19	64	43	30	38	91	232	335	211	267	24	6	120	48	29	398	379	89	21	130	66	111	378	122
	17%	17%	16%	20%	16%	19%	20%	14%	18%	14%	23%	16%	15%	18%	17%	12%	14%	13%	18%	15%	20%	15%	17%	16%	19%	13%	7%	17%	15%	13%	17%	18%	14%	11%	14%	15%	14%	18%	15%
	1H 1O 1V 2A 2G 2H 2I 2K 2M					1A	1A 1H		1H		1A 1L				1V							1A 2A 2D					2A				1A 2G 2H						1E 1H 1O 1R 1V 2A 2G 2H 2I 2K	
Strongly disagree	367	134	149	84	147	214	154	76	137	19	57	51	65	131	124	17	34	23	29	40	50	177	279	148	187	12	6	92	26	19	281	275	51	13	73	71	91	269	85
	12%	11%	12%	14%	10%	14%	15%	8%	14%	23%	14%	13%	16%	12%	10%	11%	7%	7%	17%	16%	11%	12%	14%	11%	13%	7%	7%	13%	8%	9%	12%	13%	8%	7%	8%	16%	11%	13%	10%
	1E 1H 1O 1Q 1R 1Z 2C 2G 2H 2I					1A 1E	1A 1H		1H	1A 1K 1L				1A 1N 1O					1A 1U	1A 1U			1A 1V		1Z 2C			1Z 2C				1A 2G 2H				1A 2K		1E 1H 1O 1O 1R 1Z 2C 2G 2H 2I	1H 1O 2I
Don't know	61	30	21	10	28	32	15	17	29	1	7	3	14	20	13	6	4	4	7	9	6	32	38	28	23	2	2	12	8	6	48	34	14	8	19	13	14	36	17
	2%	3%	2%	2%	2%	2%	2%	2%	3%	1%	2%	1%	3%	2%	1%	4%	1%	1%	4%	4%	1%	2%	2%	2%	2%	1%	2%	2%	3%	3%	2%	2%	2%	4%	3%	3%	2%	2%	2%
	1O								1A 1G				1A 1O			1O			1A 1U	1U														1A 2F					1O
Top 2 Box	1119	489	441	189	629	483	358	456	305	28	128	187	148	415	496	72	215	152	48	72	157	622	742	482	485	95	50	214	144	111	876	688	296	93	440	177	333	725	380
	37%	41%	37%	31%	42%	32%	36%	46%	31%	34%	32%	46%	36%	37%	42%	46%	46%	47%	28%	29%	34%	41%	37%	37%	34%	53%	62%	31%	46%	50%	38%	34%	48%	50%	47%	40%	42%	34%	46%
	1D 1F 1I 1K 1S 1T 1Y 2B 2F 2L	1A 1C 1D	1D		1A 1F		1I	1A 1G 1I				1A 1J 1K			1A 1N	1A	1A	1A				1A 1W				1A 1Y 2B 2C		1A 1Y 2B	1A 1Y 2B			1A 2F	1A 2F	1A		1A	1I 2B	1E 1F 1G 1I 1J 1K 1M 1N 1O 1S 1T 1U 1V 1W 1X 1Y 2B 2E 2F 2J 2K 2L
Bottom 2 Box	882	336	344	202	383	491	353	215	314	31	150	116	126	326	323	36	98	66	59	78	141	409	614	359	454	36	12	212	74	48	679	654	140	34	203	137	202	647	207
	29%	28%	29%	34%	26%	33%	35%	22%	31%	37%	37%	29%	31%	29%	27%	23%	21%	21%	35%	31%	30%	27%	31%	28%	32%	20%	15%	31%	24%	22%	29%	32%	22%	18%	22%	31%	25%	31%	25%
	1E 1H 1O 1Q 1R 1V 1Z 2A 2C 2D 2G 2H 2I 2K 2M			1A 1B 1C		1A 1E	1A 1H		1H		1A 1L				1A 1V							1A 1Z 2A 2C 2D				1Z 2A 2C 2D					1A 2G 2H				2K		1A 1B 1E 1H 1O 1P 1Q 1R 1V 1X 1Z 2A 2C 2D 2E 2G 2H 2I 2K 2M	1H 2A 2H 2I

Overlap formulae used
ColumnProportions(5%): Minimum Base: 0(**) Small Base: 30(*)
Base: 3000
Weight: 1 </br>Weight Variable
Level applied:

Contents

Q31. General Attitudes
I feel secure about my financial situation

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)						Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness – General			
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	Q8. Length of Stay at Music Festivals - NET 1-2 days	Q8. Length of Stay at Music Festivals - NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Strongly agree	389	181	147	61	223	164	117	144	128	10	26	74	53	110	207	30	59	50	13	25	83	228	245	187	162	39	27	54	60	36	304	214	107	54	154	65	145	243	138
	13%	15%	12%	10%	15%	11%	12%	14%	13%	12%	6%	18%	13%	10%	17%	19%	13%	16%	8%	10%	18%	15%	12%	14%	11%	22%	33%	8%	19%	16%	13%	10%	17%	29%	16%	15%	18%	11%	17%
	1D 1F 1K 1N 1S 1Y 2B 2F 2L	1A 1C 1D			1A 1F							1A 1K			1A 1M 1N	1A 1O					1A 1S 1T	1A 1W		1A	2B	1A 1Y 2B	1A 1Y 1Z 2B 2C 2D		1A 1Y 2B	1Y 2B			1A 2F	1A 2F 2G	1A		1A	1K 2B	1A 1C 1D 1F 1G 1H 1I 1K 1M 1N 1O 1S 1T 1W 1X 1Y 2B 2E 2F
Tend to agree	957	334	398	225	496	459	309	314	334	14	104	163	93	336	452	37	149	113	42	83	176	482	646	432	458	54	25	218	98	77	773	670	198	48	305	113	312	674	275
	32%	28%	33%	37%	33%	31%	31%	31%	33%	17%	26%	40%	23%	30%	38%	24%	32%	35%	25%	33%	38%	32%	33%	33%	32%	30%	31%	32%	32%	35%	33%	33%	31%	26%	33%	26%	39%	32%	34%
	1B 1J 1K 1M 1P 1S 2J		1B	1A 1B								1A 1J 1K		1M	1A 1M 1N		1P	1P			1A 1S										1A						2J	1B 1J 1K 1M 1P 1S 2H 2J
Neither agree nor disagree	772	315	306	151	393	370	244	265	263	26	109	73	112	308	266	41	124	81	45	75	112	391	500	339	374	43	13	185	81	50	589	537	160	42	233	88	196	552	201
	26%	26%	25%	25%	26%	25%	24%	27%	26%	31%	27%	18%	27%	28%	22%	26%	27%	25%	26%	30%	24%	26%	25%	26%	26%	24%	16%	27%	26%	23%	25%	26%	26%	23%	25%	20%	25%	26%	25%
	1L 1O 2A 2J									1L	1L		1O	1O											2A			2A										2J	1L 2J
Tend to disagree	541	234	214	93	241	298	232	159	150	19	116	72	74	221	180	21	70	53	34	35	55	253	359	194	282	27	10	132	41	30	413	401	97	19	146	86	93	397	133
	18%	20%	18%	15%	16%	20%	23%	16%	15%	23%	29%	18%	18%	20%	15%	13%	15%	17%	20%	14%	12%	17%	18%	15%	20%	15%	12%	19%	13%	14%	18%	20%	16%	10%	16%	19%	12%	19%	16%
	1E 1H 1I 1O 1U 1V 1X 2C 2H 2I 2K	1D				1A 1E	1A 1H 1I					1A 1L		1A 1O						1U			1V		1A 2C 2D			2C				1A 2G 2H			2K			1D 1E 1H 1I 1O 1Q 1U 1V 1X 2C 2G 2H 2I 2K	1U 2H 2K
Strongly disagree	300	105	130	65	115	182	91	106	103	13	46	22	69	131	76	23	58	21	33	27	33	154	214	132	124	16	4	88	25	25	227	206	57	20	82	84	44	229	62
	10%	9%	11%	11%	8%	12%	9%	11%	10%	16%	11%	5%	17%	12%	6%	15%	13%	7%	19%	11%	7%	10%	11%	10%	9%	9%	5%	13%	8%	11%	10%	10%	9%	11%	9%	19%	6%	11%	8%
	1E 1L 1O 1R 1U 1Y 2K 2M					1A 1E				1L	1L		1A 1N 1O	1A 1O		1A 1R	1A 1R		1A 1T 1U			1A						1A 1Y 2A 2C								1A 2K		1A 1B 1E 1L 1O 1R 1U 1Y 2E 2I 2K 2M
Don't know	41	23	12	6	18	22	7	12	22	1	2	3	8	8	12	4	3	3	3	3	6	21	22	17	13	1	2	11	6	2	29	24	6	3	18	6	9	24	10
	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	-	1%	2%	1%	1%	3%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%
	1G 1N	1A							1A 1G				1N																										
Top 2 Box	1346	515	545	286	719	623	426	458	462	24	130	237	146	446	659	67	208	163	55	108	259	710	891	619	620	93	52	272	158	113	1077	884	303	102	459	178	457	917	413
	45%	43%	45%	48%	48%	42%	43%	46%	46%	29%	32%	58%	36%	40%	55%	43%	45%	51%	32%	44%	56%	46%	45%	48%	44%	52%	64%	40%	51%	51%	46%	43%	49%	55%	49%	40%	57%	43%	50%
	1F 1J 1K 1M 1N 1S 2B 2F 2J 2L				1A 1F							1A 1J 1K			1A 1M 1N			1A		1S	1A 1S 1T			1A		1Y 2B	1A 1Y 2B 2C 2D		1A 1Y 2B	1A 1Y 2B	1A		1A 2F	1A 2F	1A		1A 2J	1J 1K 1M 1N 1S 2B	1A 1C 1D 1F 1G 1H 1I 1J 1K 1M 1N 1O 1S 1T 1W 1X 1Y 2B 2E 2F 2J 2L
Bottom 2 Box	841	339	344	158	356	478	323	265	253	32	162	94	143	352	256	44	128	74	67	62	88	407	573	326	406	43	14	220	66	55	640	607	154	39	228	170	137	626	195
	28%	28%	29%	26%	24%	32%	32%	27%	25%	39%	40%	23%	35%	32%	21%	28%	28%	23%	39%	25%	19%	27%	29%	25%	29%	24%	17%	32%	21%	25%	27%	30%	25%	21%	24%	38%	17%	30%	24%
	1E 1I 1L 1O 1R 1U 1X 2A 2C 2G 2H 2I 2K 2M					1A 1E	1A 1H 1I			1A 1L	1A 1L		1A 1O	1A 1O					1A 1T 1U				1V		2A 2C			1A 1Z 2A 2C				1A 2G 2H			1A 2K			1A 1E 1H 1I 1L 1O 1R 1U 1V 1X 2A 2C 2E 2G 2H 2I 2K 2M	1U 2K

Overlap formulae used
ColumnProportions (5%): Minimum Base: 0(**) Small Base: 30(*)
Base: 3000
Weight: 1</br>Weight Variable
Level applied:

Contents

Q31. General Attitudes
I feel uncertain about the state of global politics

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)						Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness – General			
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	Q8. Length of Stay at Music Festivals NET 1-2 days	Q8. Length of Stay at Music Festivals NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Strongly agree	897	309	356	232	381	509	331	349	217	24	139	131	133	355	328	50	170	110	59	46	87	439	639	347	428	50	29	228	71	60	695	638	171	50	256	171	214	641	241
	30%	26%	29%	39%	26%	34%	33%	35%	22%	29%	34%	32%	33%	32%	27%	32%	37%	34%	35%	19%	19%	29%	32%	27%	30%	28%	36%	33%	23%	27%	30%	31%	27%	27%	27%	39%	27%	30%	29%
	1B 1E 1I 1O 1T 1U 1X 2C 2I 2K			1A 1B 1C		1A 1E	1A 1I	1A 1I			1A			1O			1A		1T 1U				1A 1V		2C		2C	1A 2C				1A			1A 2K		1B 1E 1I 1O 1T 1U 1X 2C 2I 2K	1B 1E 1I 1T 1U 2C
Tend to agree	1111	431	448	232	537	568	395	349	367	34	152	168	123	394	495	48	157	126	41	85	201	573	757	491	564	61	20	248	106	75	900	798	213	52	329	155	294	778	312
	37%	36%	37%	39%	36%	38%	40%	35%	37%	41%	38%	41%	30%	35%	41%	31%	34%	39%	24%	34%	43%	37%	38%	38%	40%	34%	25%	36%	34%	34%	39%	39%	34%	28%	35%	35%	37%	37%	38%
	1M 1S 2A 2H						1A 1H								1A 1M 1N					1S	1A 1S 1T				1A 2A			2A			1A	1A 2G 2H						1M 1S 2A 2H	1M 1S 2A 2H
Neither agree nor disagree	577	249	247	81	331	242	163	181	233	19	64	64	84	217	217	33	84	52	32	69	101	300	356	279	265	42	14	115	72	48	430	369	132	41	187	59	174	428	142
	19%	21%	20%	13%	22%	16%	16%	18%	23%	23%	16%	16%	21%	19%	18%	21%	18%	16%	19%	28%	22%	20%	18%	21%	19%	23%	17%	17%	23%	22%	18%	18%	21%	22%	20%	13%	22%	20%	17%
	1D 1F 1G 1W 2E 2F 2J	1D	1D		1A 1F				1A 1G 1H											1A 1S		1W		1A		2B			2B							1A 2J		1A 1D 1F 1G 1K 1L 1O 1W 2B 2E 2F 2J	1D 2J
Tend to disagree	251	118	99	34	143	106	69	71	111	6	28	28	39	87	107	10	32	24	23	27	55	132	150	113	98	16	9	52	36	31	195	152	65	26	99	28	70	160	85
	8%	10%	8%	6%	10%	7%	7%	7%	11%	7%	7%	7%	10%	8%	9%	6%	7%	7%	14%	11%	12%	9%	8%	9%	7%	9%	11%	8%	12%	14%	8%	7%	10%	14%	11%	6%	9%	8%	10%
	1D 1F 1G 1W 1Y 2F 2L	1A 1D			1A 1F				1A 1G 1H										1A		1A								1A 1Y 2B	1A 1Y 2B			1A 2F	1A 2F	1A				1A 1C 1D 1F 1G 1H 1K 1L 1N 1O 1W 1Y 2B 2E 2F 2J 2L
Strongly disagree	124	61	43	20	76	47	36	34	54		17	15	19	50	40	8	17	7	11	16	18	65	65	52	41	9	9	35	22	4	88	72	35	14	53	21	36	86	33
	4%	5%	4%	3%	5%	3%	4%	3%	5%		4%	4%	5%	4%	3%	5%	4%	2%	6%	6%	4%	4%	3%	4%	3%	5%	11%	5%	7%	2%	4%	4%	6%	8%	6%	5%	5%	4%	4%
	1F 1W 1Y 2F	1A			1A 1F				1A 1H													1W					1A 1Y 2B 2D	1Y 2D	1A 1Y 2D				1A 2F	1A 2F	1A			1F 1W 1Y
Don't know	40	24	14	2	18	21	6	16	18		3	1	11	11	6	7	3	2	4	5	3	20	19	19	17	2		10	4	2	27	23	7	3	14	8	11	26	6
	1%	2%	1%	-	1%	1%	1%	2%	2%		1%	-	3%	1%	1%	4%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%		1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
	1D 1G 1L 1O	1A 1D						1G	1G				1A 1N 1O			1A 1Q 1R																						1D 1G 1O	
Top 2 Box	2008	740	804	464	918	1077	726	698	584	58	291	299	256	749	823	98	327	236	100	131	288	1012	1396	838	992	111	49	476	177	135	1595	1436	384	102	585	326	508	1419	553
	67%	62%	67%	77%	62%	72%	73%	70%	58%	70%	72%	73%	63%	67%	69%	63%	71%	74%	59%	53%	62%	66%	70%	64%	70%	62%	60%	69%	57%	61%	68%	70%	62%	55%	62%	74%	64%	67%	68%
	1B 1E 1I 1M 1S 1T 1U 1X 2C 2G 2H 2I 2K		1B	1A 1B 1C		1A 1E	1A 1I	1A 1I			1A	1A			1A 1M			1A 1P			1T		1A 1V		1A 1Z 2C 2D			2C 2D			1A	1A 2G 2H				1A 2K		1B 1E 1I 1S 1T 1U 1X 2C 2G 2H 2I 2K	1B 1E 1I 1S 1T 1U 2C 2G 2H 2I
Bottom 2 Box	375	179	142	54	219	153	105	105	165	6	45	43	58	137	147	18	49	31	34	43	73	197	215	165	139	25	18	87	58	35	283	224	100	40	152	49	106	246	118
	13%	15%	12%	9%	15%	10%	11%	11%	17%	7%	11%	11%	14%	12%	12%	12%	11%	10%	20%	17%	16%	13%	11%	13%	10%	14%	22%	13%	19%	16%	12%	11%	16%	22%	16%	11%	13%	12%	14%
	1D 1F 1G 1H 1W 1Y 2F 2L	1A 1C 1D			1A 1F				1A 1G 1H										1A	1A	1A	1W					1A 1Y 2B		1A 1Y 2B	1Y			1A 2F	1A 2F	1A			1D 1Y	1A 1C 1D 1F 1G 1H 1L 1Q 1R 1W 1Y 2E 2F 2L

Overlap formulae used

ColumnProportions (5%): Minimum Base: 0(**) Small Base: 30(*)

Base: 3000

Weight: 1</br>Weight Variable

Level applied:

Contents

Q31. General Attitudes
The political agenda of organisations matters to me

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)						Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness - General		Q8. Length of Stay at Music Festivals - NET 1-2 days	Q8. Length of Stay at Music Festivals - NET 3 or more days
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often		
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Strongly agree	389	175	157	57	203	182	152	157	80	12	52	76	58	149	162	31	71	51	15	26	35	216	266	148	137	38	32	86	48	45	299	226	108	45	169	95	86	229	159
	13%	15%	13%	9%	14%	12%	15%	16%	8%	14%	13%	19%	14%	13%	14%	20%	15%	16%	9%	10%	8%	14%	13%	11%	10%	21%	40%	13%	15%	20%	13%	11%	17%	24%	18%	21%	11%	11%	19%
	1D 1I 1U 1X 1Y 2F 2K 2L	1A 1D	1D				1A 1I	1A 1I				1A 1K				1A						1A				1A 1Y 2B	1A 1Y 1Z 2B 2C 2D		1Y	1A 1Y 2B			1A 2F	1A 2F 2G	1A	1A 2K		1I 1U	1A 1B 1C 1D 1E 1F 1G 1H 1I 1K 1M 1N 1O 1S 1T 1U 1V 1W 1X 1Y 2B 2E 2F 2K
Tend to agree	917	391	329	197	446	463	367	319	231	30	143	159	112	345	384	39	142	123	43	60	102	485	616	349	450	63	25	197	93	61	709	632	206	45	280	136	223	632	270
	31%	33%	27%	33%	30%	31%	37%	32%	23%	36%	35%	39%	27%	31%	32%	25%	31%	38%	25%	24%	22%	32%	31%	27%	32%	35%	31%	29%	30%	28%	30%	31%	33%	24%	30%	31%	28%	30%	33%
	1C 1I 1T 1U 1X	1A 1C		1C			1A 1H 1I	1I			1A	1A						1A 1P 1Q															2H						1C 1I 1M 1P 1S 1T 1U 1X 1X 2H 2K
Neither agree nor disagree	839	303	382	154	399	434	267	273	299	24	112	100	119	308	323	46	126	82	49	70	141	397	539	367	425	44	14	178	84	65	651	589	155	51	237	109	230	625	196
	28%	25%	32%	26%	27%	29%	27%	27%	30%	29%	28%	25%	29%	28%	27%	29%	27%	26%	29%	28%	30%	26%	27%	28%	30%	24%	17%	26%	27%	30%	28%	29%	25%	27%	25%	25%	29%	29%	24%
	1B 1V 2A 2I 2M		1A 1B 1D																						1A 2A 2B					2A									1A 1B 1J 1E 1G 1L 1O 1V 1W 2A 2B 2E 2G 2I 2J
Tend to disagree	433	178	161	94	220	213	123	137	173	11	49	46	57	159	170	16	75	36	30	35	88	225	290	212	222	18	5	102	46	24	344	311	77	23	124	43	117	324	103
	14%	15%	13%	16%	15%	14%	12%	14%	17%	13%	12%	11%	14%	14%	14%	10%	16%	11%	18%	14%	19%	15%	15%	16%	18%	10%	6%	15%	15%	11%	15%	15%	12%	12%	13%	10%	15%	15%	13%
	1G 2A 2J								1A 1G 1H								1R				1A			1A	1Z 2A			2A	2A							2J		1A 1C 1G 1L 1R 1Z 2A 2G 2J	
Strongly disagree	341	106	148	87	188	150	78	84	179	5	42	24	45	129	133	14	41	21	26	46	88	168	231	186	145	13	2	110	32	18	274	244	59	18	105	44	122	259	69
	11%	9%	12%	14%	13%	10%	8%	8%	18%	6%	10%	6%	11%	12%	11%	9%	9%	7%	15%	19%	19%	11%	12%	14%	10%	7%	2%	16%	10%	8%	12%	12%	9%	10%	11%	10%	15%	12%	8%
	1B 1F 1G 1H 1L 1R 2A 2M		1B	1A 1B	1A 1F				1A 1G 1H		1L									1A	1A			1A	2A			1A 1Y 1Z 2A 2C 2D	2A								1A	1A 1B 1F 1G 1H 1L 1O 1R 1Y 1Z 2A 2G 2M	2A
Don't know	81	39	30	12	30	51	13	30	38	1	5	2	18	24	21	10	8	8	7	11	11	38	44	39	34	4	3	15	8	7	58	50	18	4	23	15	21	50	22
	3%	3%	2%	2%	2%	3%	1%	3%	4%	1%	1%	-	4%	2%	2%	6%	2%	2%	4%	4%	2%	2%	2%	3%	2%	2%	4%	2%	3%	3%	2%	2%	3%	2%	3%	3%	3%	2%	3%
	1E 1G 1L 1O					1A 1E		1G	1A 1G				1A 1N 1O			1A 1Q 1R																							1G 1L	1G 1L
Top 2 Box	1306	586	486	254	649	645	519	476	311	42	195	235	170	484	548	70	213	174	58	86	137	701	882	497	587	101	57	283	141	106	1008	858	314	90	449	231	309	861	429
	44%	47%	40%	42%	44%	43%	52%	48%	31%	51%	48%	58%	42%	44%	46%	45%	46%	54%	34%	35%	29%	46%	44%	38%	42%	56%	70%	41%	45%	48%	43%	42%	50%	48%	48%	52%	39%	41%	52%
	1C 1I 1S 1T 1U 1X 1Y 2F 2K 2L	1A 1C 1D					1A 1I	1A 1I			1A	1A 1K			1A			1A 1Q				1A				1A 1Y 2B 2C	1A 1Y 1Z 2B 2C 2D						1A 2F		1A	1A 2K		1I 1U 1X	1D 1E 1F 1H 1I 1M 1N 1O 1Q 1S 1T 1U 1V 1W 1X 1Y 2B 2C 2E 2F 2I 2K
Bottom 2 Box	774	284	309	181	408	363	201	221	352	16	91	70	102	288	303	30	116	57	56	81	176	393	521	398	367	31	7	212	78	42	618	555	136	41	229	87	239	583	172
	26%	24%	26%	30%	27%	24%	20%	22%	35%	19%	23%	17%	25%	26%	25%	19%	25%	18%	33%	33%	38%	26%	26%	31%	26%	17%	9%	31%	25%	19%	26%	27%	22%	22%	24%	20%	30%	28%	21%
	1B 1G 1H 1L 1R 1Z 2A 2D 2G 2J 2M			1A 1B 1C	1A				1A 1G 1H								1R		1A	1A	1A		1Z 2A 2D	1A				1A 1Y 1Z 2A 2D		1Z 2A	2A		1A 2G					1A 2J	1A 1B 1F 1G 1H 1K 1L 1P 1R 1Z 2A 2D 2G 2I 2J	2A

Overlap formulae used
ColumnProportions (5%): Minimum Base: 0(**) Small Base: 30(*)
Base: 3000
Weight: 1</br>Weight Variable
Level applied:

Contents

Q31. General Attitudes
I feel like all my conversations are online these days

		Age Net			Gender NET		QCOUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)							Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	Q32. Attitude to Loneliness - General			
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	Q8. Length of Stay at Music Festivals - NET 1-2 days	Q8. Length of Stay at Music Festivals - NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Strongly agree	275	128	110	37	160	113	94	116	65	12	38	36	55	110	97	31	49	35	12	23	26	153	170	119	100	26	20	55	46	26	203	145	88	33	127	70	66	175	95
	9%	11%	9%	6%	11%	8%	9%	12%	7%	14%	9%	9%	13%	10%	8%	20%	11%	11%	7%	9%	6%	10%	9%	9%	7%	14%	25%	8%	15%	12%	9%	7%	14%	18%	14%	16%	8%	8%	12%
	1D 1F 1I 1S 1U 2F 2L	1A 1D	1D		1A 1F		1I	1A 1I					1A 1N 1O			1A 1Q 1R						1W				1A 1Y 2B	1A 1Y 1Z 2B 2C 2D		1A 1Y 2B	1Y			1A 2F	1A 2F	1A	1A 2K		1D 1I 1U 2F	1A 1C 1J 1F 1I 1O 1U 1W 1X 1Y 2B 2E 2F 2K 2L
Tend to agree	813	365	312	136	417	391	288	317	208	23	120	120	102	323	325	48	148	106	31	55	99	413	559	334	392	49	28	162	90	76	644	560	192	38	288	151	176	572	232
	27%	31%	26%	23%	28%	26%	29%	32%	21%	28%	30%	29%	25%	29%	27%	31%	32%	33%	18%	22%	21%	27%	28%	26%	28%	27%	35%	24%	29%	35%	28%	27%	31%	20%	31%	34%	22%	27%	28%
	1D 1I 1S 1U 2B 2H 2K	1A 1C 1D					1I	1A 1I									1A	1A				2B			2B			2B		1A 1Y 2B		2H	1A 2H		1A	1A 2K		1D 1I 1S 1U 2B 2H 2K	1D 1I 1S 1T 1U 2B 2H 2K
Neither agree nor disagree	854	349	345	160	454	395	232	340	282	25	92	89	126	344	299	45	171	100	56	81	110	424	532	393	402	53	23	191	95	60	639	576	169	61	265	120	194	600	238
	28%	29%	29%	27%	31%	26%	23%	34%	28%	30%	23%	22%	31%	31%	25%	29%	37%	31%	33%	33%	24%	28%	27%	30%	28%	29%	28%	28%	31%	27%	27%	28%	27%	33%	28%	27%	24%	28%	29%
	1F 1G 1K 1L 1O 1U 1W 2E 2K				1A 1F			1A 1G 1I	1G				1O	1A 1O			1A		1U	1U																		1F 1G 1K 1L 1L 1O 1U	1G 1K 1L 1O 1U 2K
Tend to disagree	638	223	279	136	261	371	264	129	245	15	105	106	57	209	291	11	58	48	31	46	137	320	433	252	325	32	2	169	46	40	511	469	104	32	157	58	185	467	158
	21%	19%	23%	23%	18%	25%	26%	13%	25%	18%	26%	26%	14%	19%	24%	7%	13%	15%	18%	19%	29%	21%	22%	19%	23%	18%	2%	25%	15%	18%	22%	23%	17%	17%	17%	13%	23%	22%	19%
	1B 1E 1H 1M 1N 1P 1Q 1R 1X 2A 2C 2G 2I 2J		1A 1B			1A 1E	1A 1H		1A 1H		1A	1A		1M	1A 1M 1N			1P			1A 1S 1T				1A 2A 2C	2A		1A 2A 2C	2A	2A		1A 2G					2J	1B 1E 1H 1M 1N 1P 1Q 1R 1X 2A 2C 2G 2I 2J	1H 1M 1P 1Q 2A 2C 2J
Strongly disagree	369	103	142	124	167	200	114	76	179	8	44	53	56	108	172	14	28	30	34	36	89	194	262	180	177	20	7	98	22	18	302	273	57	20	86	35	164	277	83
	12%	9%	12%	21%	11%	13%	11%	8%	18%	10%	11%	13%	14%	10%	14%	9%	6%	9%	20%	15%	19%	13%	13%	14%	13%	11%	9%	14%	7%	8%	13%	13%	9%	11%	9%	8%	21%	13%	10%
	1B 1H 1N 1Q 2C 2G 2I 2J 2M		1B	1A 1B 1C			1H		1A 1G 1H				1N		1A 1N				1A		1A		1A	1A	2C			2C 2D			1A	1A 2G					1A 2J	1A 1B 1E 1H 1N 1O 1R 2C 2D 2G 2I 2J 2M	1H 1O
Don't know	51	24	19	8	27	23	8	22	21		4	3	13	20	9	7	9	2	6	7	4	25	30	23	17		1	13	12		36	29	13	2	15	8	14	28	13
	2%	2%	2%	1%	2%	2%	1%	2%	2%		1%	1%	3%	2%	1%	4%	2%	1%	4%	3%	1%	2%	2%	2%	1%		1%	2%	4%		2%	1%	2%	1%	2%	2%	2%	1%	2%
	1G 1O 2L							1G	1G				1A 1O	1O		1A 1R			1U	1U								2D	1A 1Y 1Z 2D										
Top 2 Box	1088	493	422	173	577	504	382	433	273	35	158	156	157	433	422	79	197	141	43	78	125	566	729	453	492	75	48	217	136	102	847	705	280	71	415	221	242	747	327
	36%	41%	35%	29%	39%	34%	38%	43%	27%	42%	39%	38%	38%	39%	35%	51%	43%	44%	25%	31%	27%	37%	37%	35%	35%	42%	59%	32%	44%	46%	36%	34%	45%	38%	44%	50%	30%	35%	40%
	1D 1F 1I 1S 1U 2B 2F 2K	1A 1C 1D	1D		1A 1F		1I	1A 1G 1I						1A		1A	1A	1A								2B	1A 1Y 1Z 2B 2C 2D		1A 1Y 2B	1A 1Y 2B			1A 2F		1A	1A 2K		1D 1I 1S 1U 2B 2K	1A 1C 1J 1F 1I 1O 1S 1T 1U 1W 1X 1Y 2B 2E 2F 2K
Bottom 2 Box	1007	326	421	260	428	571	378	205	424	23	149	159	113	317	463	25	86	78	65	82	226	514	695	432	502	52	9	267	68	58	813	742	161	52	243	93	349	744	241
	34%	27%	35%	43%	29%	38%	38%	21%	42%	28%	37%	39%	28%	28%	39%	16%	19%	24%	38%	33%	49%	34%	35%	33%	36%	29%	11%	39%	22%	26%	35%	36%	26%	28%	26%	21%	44%	35%	29%
	1B 1E 1H 1M 1N 1P 1Q 1R 2A 2C 2D 2G 2I 2J 2M		1B	1A 1B 1C		1A 1E	1A 1H		1A 1G 1H			1A			1A 1M 1N			1P			1A 1S 1T		1A		1A 2A 2C 2D	2A		1A 1Z 2A 2C 2D	2A	2A	1A	1A 2G 2H					1A 2J	1A 1C 1J 1H 1M 1N 1P 1Q 1R 2A 2C 2D 2G 2H 2I 2J 2M	1H 1P 1Q 2A 2C 2I 2J

Overlap formulae used
ColumnProportions (5%): Minimum Base: 0(**) Small Base: 30(*)
Base: 3000
Weight: 1</br>Weight Variable
Level applied:

Contents

032. Attitude to Loneliness - General

		Age Net			Gender NET		0COUNTRY. Country			UK_income_NET. Income (Net)			Country Average NET Income			Spain_income_NET. Income (Net)			Netherlands_income_NET. Income (Net)			S1. Events Attended in P12M		Prompted Brand	Q6. Ticket Type Purchased (VIP vs. Regular)							Festivals Awarene	Q4. Number of Music Festivals Attended in P2Y (Net)			Festivals Attended	032. Attitude to Loneliness - General			
	Total	Gen Z (18-29)	Millennials (30-45)	Gen X & Boomers (46-60)	NET Male	NET Female	UK	Spain	NL	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	A music festival	A concert/ gig	NET SSE Promoters	General admission	VIP ticket	Super VIP / Platinum ticket	Day pass	Early Entry ticket	Package ticket	SSE FESTIVALS	Light Festival Goers (1-3 festivals in P2Y)	Moderate Festival Goers (4-6 festivals in P2Y)	Heavy Festival Goers (7 or more festivals in P2Y)	SSE FESTIVALS	Top 2 Box - Often	Bottom 2 Box - Not Often	08. Length of Stay at Music Festivals - NET 1-2 days	08. Length of Stay at Music Festivals - NET 3 or more days
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D	2E	2F	2G	2H	2I	2J	2K	2L	2M
Unweighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Weighted Base	3000	1192	1207	601	1486	1493	1000	1000	1000	83	403	407	409	1114	1193	156	463	321	170	248	465	1529	1986	1301	1413	180	81	688	311	220	2335	2052	623	186	938	442	799	2119	819
Always/ Nearly always	89	52	27	10	43	46	28	37	24	11	9	5	33	32	18	12	18	6	10	5	7	42	56	38	30	12	8	15	12	8	59	53	20	6	29	89		57	27
	3%	4%	2%	2%	3%	3%	3%	4%	2%	13%	2%	1%	8%	3%	2%	8%	4%	2%	6%	2%	2%	3%	3%	3%	2%	7%	10%	2%	4%	4%	3%	3%	3%	3%	3%	20%		3%	3%
	1D 1L 1O 1U 1Y 2E	1A 1C 1D								1A 1K 1L			1A 1N 1O	1O		1A 1R			1A 1T 1U							1A 1Y 2B	1A 1Y 2B 2C 2D									1A 2K		1O	1D 1L 1O 1U 1Y
Very often	353	164	149	40	156	193	136	138	79	21	63	41	69	159	104	33	65	37	15	31	26	175	220	124	160	31	13	72	37	29	253	230	81	27	112	353		231	115
	12%	14%	12%	7%	10%	13%	14%	14%	8%	25%	16%	10%	17%	14%	9%	21%	14%	12%	9%	13%	6%	11%	11%	10%	11%	17%	16%	10%	12%	13%	11%	11%	13%	15%	12%	80%		11%	14%
	1D 1E 1I 1O 1U 1X 2E 2L	1A 1D	1D			1A 1E	1A 1I	1A 1I		1A 1K 1L	1A 1L		1A 1O	1A 1O		1A 1Q 1R				1U						1A 1Y 2B										1A 2K		1D 1I 1O 1U	1A 1D 1E 1I 1L 1O 1U 1V 1W 1X 1Y 2B 2E 2F 2L
Sometimes	1092	480	426	186	494	589	404	355	333	26	185	150	156	445	390	59	178	96	71	82	144	550	739	435	528	53	31	267	109	72	830	799	191	55	317			775	299
	36%	40%	35%	31%	33%	39%	40%	36%	33%	31%	46%	37%	38%	40%	33%	38%	38%	30%	42%	33%	31%	36%	37%	33%	37%	29%	38%	39%	35%	33%	36%	39%	31%	30%	34%			37%	37%
	1D 1E 1I 1O 1R 1U 1X 1Z 2G 2H 2I	1A 1C 1D				1A 1E	1A 1H 1I				1A 1J 1L		1O	1A 1O			1R		1U						1Z			1Z				1A 2G 2H						1D 1E 1I 1O 1R 1U 1X 1Z 2G 2H	1D 1E 1O 1R 1U 1X 1Z 2G 2H
Not very often	643	261	255	127	324	315	213	205	225	14	83	94	86	247	254	33	93	66	39	71	94	330	422	298	294	31	9	158	70	56	513	414	157	44	208			458	174
	21%	22%	21%	21%	22%	21%	21%	21%	23%	17%	21%	23%	21%	22%	21%	21%	20%	21%	23%	29%	20%	22%	21%	23%	21%	17%	11%	23%	23%	25%	22%	20%	25%	24%	22%			22%	21%
	2A 2F																			1A 1U					2A			2A	2A	1Z 2A			1A 2F				2A 2F	2A
Hardly ever	554	166	232	156	317	235	152	185	217	8	40	90	48	154	299	13	81	82	27	33	127	297	376	265	263	38	7	118	64	41	470	379	122	36	199		554	404	142
	18%	14%	19%	26%	21%	16%	15%	19%	22%	10%	10%	22%	12%	14%	25%	8%	17%	26%	16%	13%	27%	19%	19%	20%	19%	21%	9%	17%	21%	19%	20%	18%	20%	19%	21%		69%	19%	17%
	1B 1F 1G 1J 1K 1M 1N 1P 1T 2A		1B	1A 1B 1C	1A 1F			1G	1A 1G			1A 1J 1K			1A 1M 1N		1P	1A 1P 1Q			1A 1S 1T			1A	2A	2A		2A	2A	2A	1A				1A		1A 2J	1B 1F 1G 1J 1K 1M 1N 1P 1T 2A	1B 1K 1M 1N 1P 2A
Never	245	58	109	78	141	103	60	73	112	2	22	26	13	72	125	4	27	33	7	23	66	124	162	132	128	14	11	51	19	14	196	162	50	16	70		245	179	60
	8%	5%	9%	13%	9%	7%	6%	7%	11%	2%	5%	6%	3%	6%	10%	3%	6%	10%	4%	9%	14%	8%	8%	10%	9%	8%	14%	7%	6%	6%	8%	8%	8%	9%	7%		31%	8%	7%
	1B 1F 1G 1K 1M 1N 1P 1Q 1S		1B	1A 1B 1C	1A 1F				1A 1G 1H					1M	1A 1M 1N			1P 1Q		1S	1A 1S			1A			2C 2D										1A 2J	1B 1F 1G 1J 1K 1M 1N 1P 1Q 1S	1B 1M 1P
Don't know	24	11	9	4	11	12	7	7	10	1	1	1	4	5	3	2	1	1	1	3	1	11	11	9	10	1	2	7			14	15	2	2	3			15	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	1%	-	-	1%	-	-	1%	1%	-	1%	1%	1%	1%	1%	2%	1%			1%	1%	1%	1%	-			1%	-
	1O 2M																										2C 2D												
Top 2 Box - Often	442	216	176	50	199	239	164	175	103	32	72	46	102	191	122	45	83	43	25	36	33	217	276	162	190	43	21	87	49	37	312	283	101	33	141	442		288	142
	15%	18%	15%	8%	13%	16%	16%	18%	10%	39%	18%	11%	25%	17%	10%	29%	18%	13%	15%	15%	7%	14%	14%	12%	13%	24%	26%	13%	16%	17%	13%	14%	16%	18%	15%	100%		14%	17%
	1D 1E 1I 1L 1O 1U 1X 2E 2F 2L	1A 1C 1D	1D			1A 1E	1I	1A 1I		1A 1K 1L	1L		1A 1N 1O	1A 1O		1A 1Q 1R	1A		1U	1U						1A 1Y 2B 2C	1A 1Y 2B 2C										1A 2K		1D 1I 1O 1U	1A 1J 1L 1E 1I 1L 1O 1U 1V 1W 1X 1Y 2B 2E 2F 2L
Bottom 2 Box - Not Often	799	224	341	234	458	338	212	258	329	10	62	116	61	226	424	17	108	115	34	56	193	421	538	397	391	52	18	169	83	55	666	541	172	52	269		799	583	202
	27%	19%	28%	39%	31%	23%	21%	26%	33%	12%	15%	29%	15%	20%	36%	11%	23%	36%	20%	23%	42%	28%	27%	31%	28%	29%	22%	25%	27%	25%	29%	26%	28%	28%	29%		100%	28%	25%
	1B 1F 1G 1J 1K 1M 1N 1P 1S		1B	1A 1B 1C	1A 1F			1G	1A 1G 1H			1J 1K		1M	1A 1M 1N		1P	1A 1P 1Q			1A 1S 1T			1A														1A 2J	1B 1F 1G 1J 1K 1M 1N 1P 1Q 1S 2B	1B 1G 1J 1K 1M 1N 1P

Overlap formulae used

ColumnProportions (5%): Minimum Base: 0(**) Small Base: 30(*)

Base: 3000

Weight: 1</br>Weight Variable

Level applied: