

Bucks New University/ A Greener Festival

Knowing the Audience

2012 Survey Results

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About the 2012 Research

The research was supported by the Association of Independent Festivals (AIF) in the UK and Yourope, The Association of European Festivals

- Asked festival fans 15 questions on green issues.
- 2281 Responses
- Fans responded from 32 countries worldwide.

- Responding countries included the
 - UK (40%),
 - Slovakia (27%)
 - Germany (13%)
 - Finland (2.5%)

- home nations of other fans responding included other European countries, the USA, Canada, China, Russia, India and Turkey.

Methodology

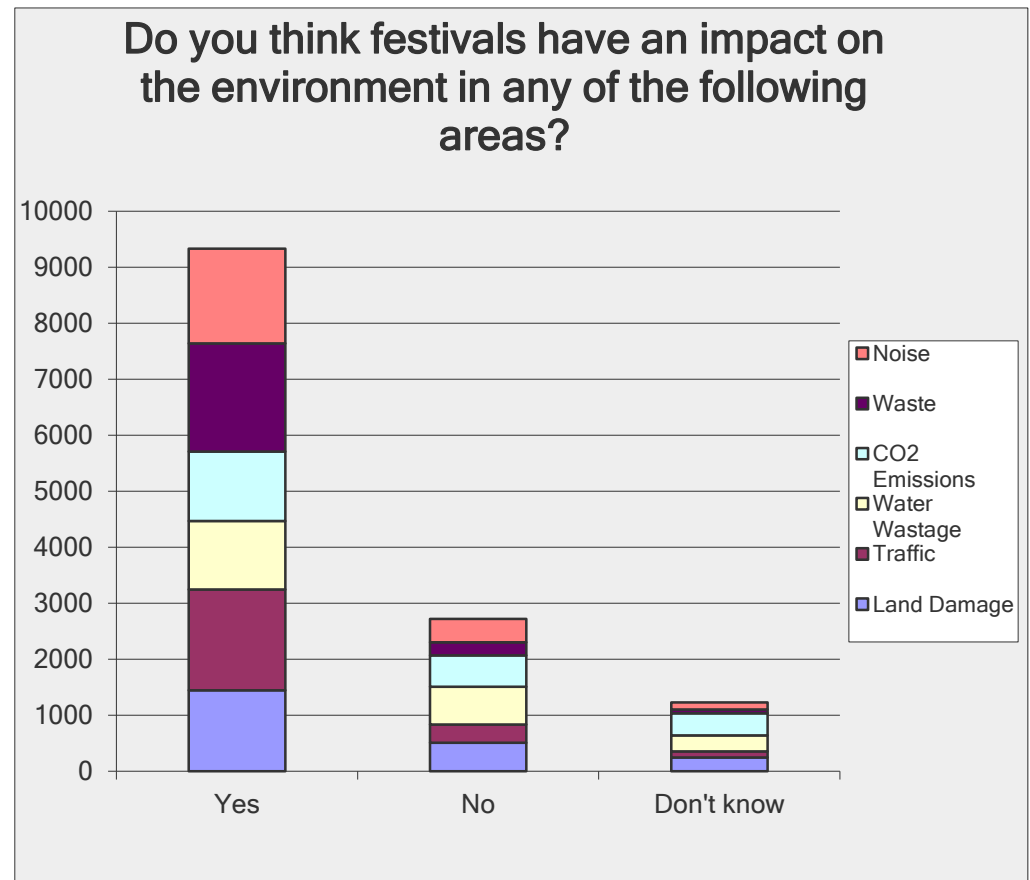
The survey

- has been designed to mirror the 2008 survey so that we can look at changes over time (Longitudinal study)
- Was a mixture of open and closed questions.
- 15 questions in total
- was conducted wholly online using survey monkey to collect responses.
- used the questionnaire tool for analysis of the closed questions .
- Initial analysis of the open questions has been undertaken manually.

Do you think festivals have an impact on the environment ?

2012

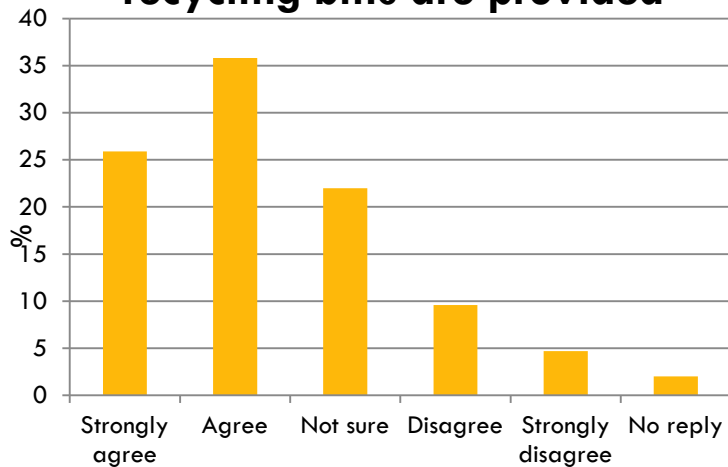
- Noise 76.5%
- Waste 87.4%
- CO2 56.1%
- Water
- Wastage 55.3%
- Traffic 81.4%
- Land
- Damage 65.5%



Separating Waste 2008/2012 Results

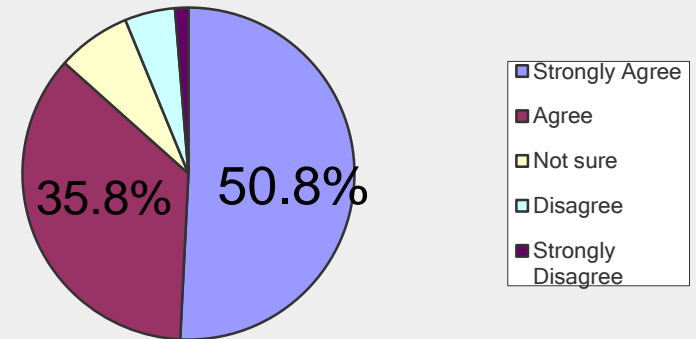
2008

I separate my rubbish at festivals where separate recycling bins are provided



2012

“I separate my rubbish at festivals where separate recycling bins are provided.”



Waste 2012

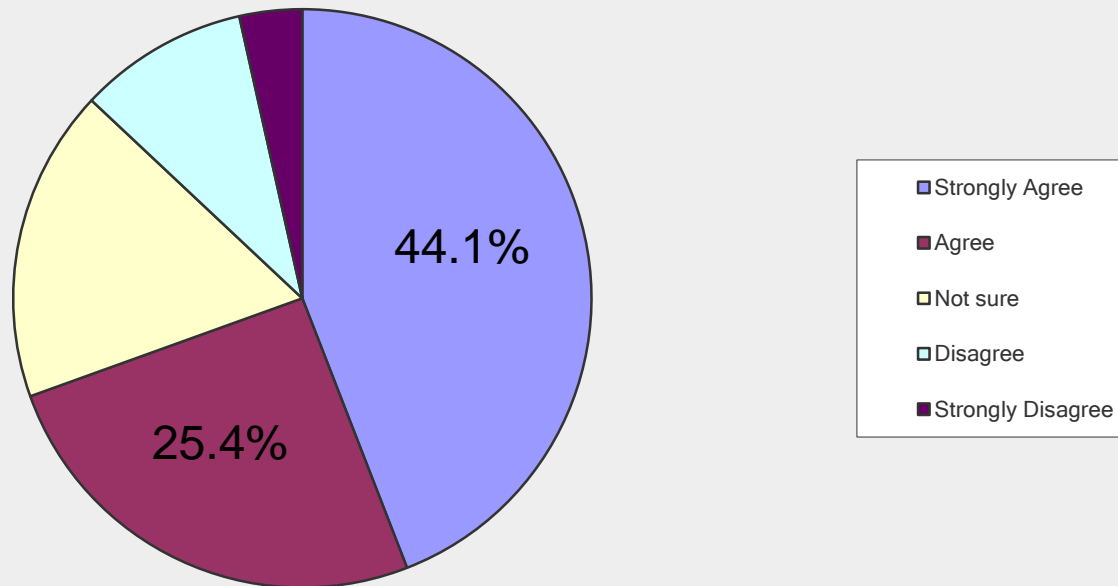
- 68.5% of fans supported the use of re-usable cups, plates and glasses. This number was actually a drop from 2008 when 78% of fans supported re-usable utensils.
- 65.5% of festival goers would be happy to pay a deposit on reusable cups and glasses although 17.7% would not.
- 86% supported the composting of food waste.



Paying for Environmental Initiatives

“I would travel by public transport to a festival if it was provided as part of the ticket price.”

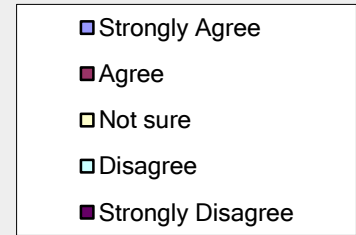
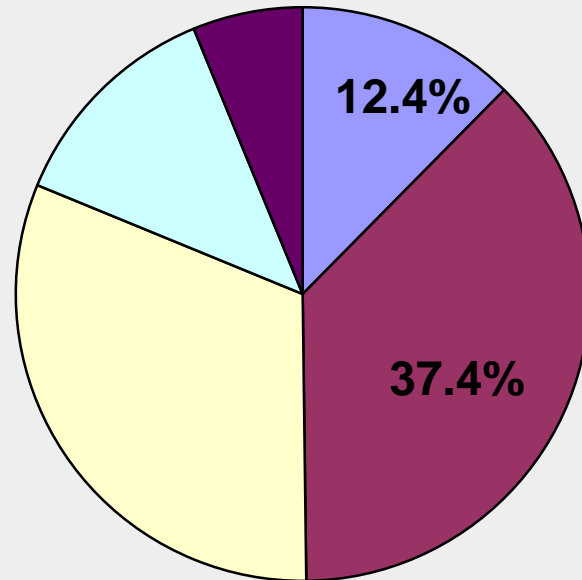
%



Paying for Environmental Initiatives 2012 Results

"I would accept an increased ticket price for a festival if it was for the reason of improving environmental performance."

%



What They Said

On Increasing Ticket Prices

Yes

- £1 Enviro tax
- up to £5 - but would need clear evidence of improvements
- Not an insane amount, it doesn't cost much to raise awareness and let people know not to litter
- Finnish respondent said 1/5th of Ticket Price

No

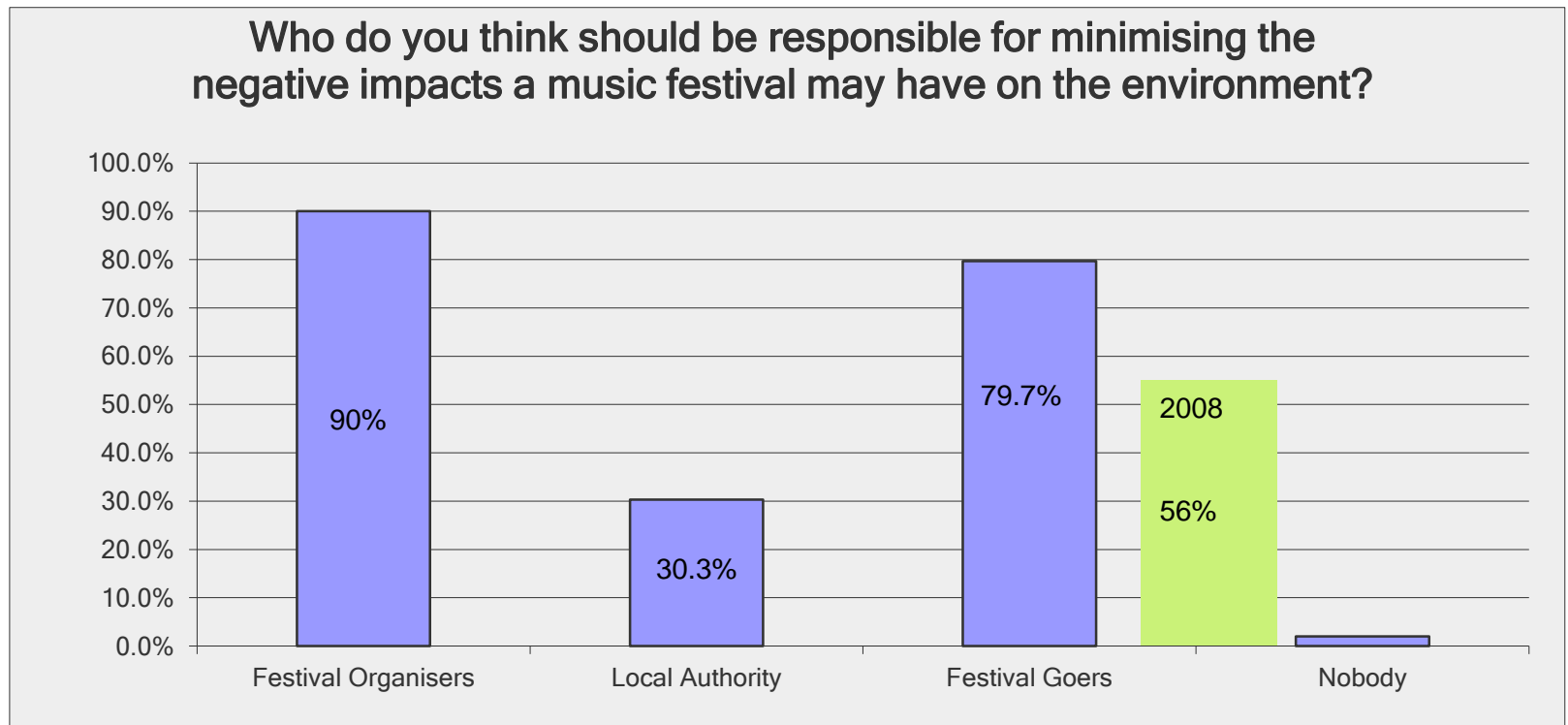
- Cost should not be passed solely to festival goer and should also be absorbed by organiser/festival traders profits
- Tickets are expensive enough for some of the larger festivals. Glastonbury & Bestival are the price of a last minute holiday abroad!

“The benefits that music festivals bring outweigh any environmental damage they may cause.”

	Response Percent	
Strongly Agree	8.0%	
Agree	27.6%	
Not sure	38.4%	
Disagree	21.7%	
Strongly Disagree	4.4%	
<p>64.5% were either not sure or disagreed</p>		

Responsibility

2012/2008



What they said

On whose responsibility

- The government through law-making
- Artists, all stakeholders
- CORPORATE SPONSORS
- also traders, particularly food outlets.
- NGO organisations, green organizations
- Finnish respondents thought it was local authorities and organisers

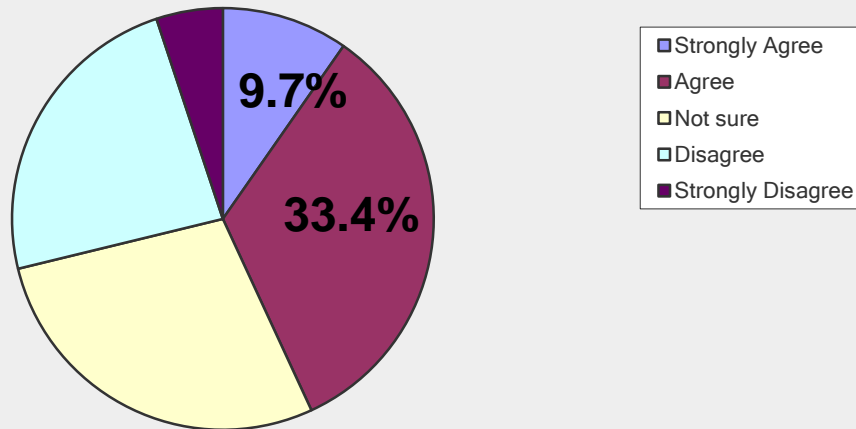
- All need to play their part - goers should clear up and organisers/local authority should include it in their planning

Findings 2012

Do attitudes reflect behaviour?

56.9% either disagreed or weren't sure

“Have you ever changed your day to day behaviour as a result of environmental initiatives or ideas you have learned at a festival.”



About the 2012 Research

TOP RESPONDING FESTIVALS

- Melt! Festival (Germany, capacity 20,000)
- Glastonbury Festival (UK, capacity 177,000)
- Pohoda Festival (Slovakia, capacity 30,000)
- The Cambridge Folk Festival (UK, capacity 20,000)
- OpenAir St Gallen (Switzerland, capacity 30,000)

Research Reference and Sources

Moore T (2013) Audience Attitudes to the Environmental Impact of Live Events

More details of the research can also be found on:

Bucks CM&SS website

www.crowdsafetymangement.co.uk



A Greener Festival

www.agreener.com



GO-Group Europe

<http://go-group.org/>

