

Festival attendee survey

Thanks for coming. Tell us about this year's festival. No name needed, and any question can be left blank.

Festival day

Where collected

For each statement, tick one box from 1 (strongly disagree) to 5 (strongly agree).

1 Counting this year, how many times have you been to this festival?

☐ This was my first time ☐ Twice ☐ 3 to 5 times ☐ 6 times or more

2 What was the main reason you came?

☐ The line-up ☐ Time with friends ☐ A family day out ☐ Food and drink ☐ Local culture
☐ Something else

STATEMENT	STRONGLY DISAGREE					STRONGLY AGREE						
3 The performances were worth coming for.	1	2	3	4	5							
4 Signs and site maps made it easy to find my way around.	1	2	3	4	5							
5 Queues for the gate, food and bars were short enough.	1	2	3	4	5							
6 The toilets were clean when I used them.	1	2	3	4	5							
7 I felt safe the whole time I was at the festival.	1	2	3	4	5							
8 How likely are you to recommend this festival to a friend or family member?												
Not at all likely	0	1	2	3	4	5	6	7	8	9	10	Extremely likely

9 Do you plan to come back next year?

☐ Definitely ☐ Probably ☐ Not sure yet ☐ Probably not ☐ Definitely not

10 What was the best moment of the festival for you?

11 What one change would make next year's festival better?

Thank you. Your answers are anonymous.

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Optional questions (1 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

The line-up and stages

12 Which of these did you see or do? (tick all that apply)

- ☐ Main stage acts
 ☐ Smaller stages
 ☐ Food and drink stalls
 ☐ Arts and crafts market
☐ Workshops or talks
 ☐ Children's activities

STATEMENT	STRONGLY DISAGREE				STRONGLY AGREE
13 There was always something on that I wanted to see or do.	1	2	3	4	5
14 I could hear the performers clearly from where I stood.	1	2	3	4	5
15 Did acts you wanted to see play at the same time?					
☐ Yes, more than once ☐ Yes, once ☐ No					

Next year's festival

16 What would make you more likely to come next year? (tick all that apply)

- ☐ A bigger headline act
 ☐ More local acts
 ☐ Lower prices
 ☐ More for children
 ☐ More food choice
☐ Better transport

17 How did you first hear about this year's festival?

- ☐ Social media
 ☐ Friends or family
 ☐ Posters or flyers
 ☐ Local news or radio
☐ Festival website or email

18 Which kind of act would you most like more of next year?

- ☐ Local bands
 ☐ Big-name headliners
 ☐ Comedy
 ☐ DJs and dance
 ☐ Family shows

Food, drink and water

STATEMENT	STRONGLY DISAGREE				STRONGLY AGREE
19 I could find food that suited my diet.	1	2	3	4	5
20 Food and drink prices felt fair for a festival.	1	2	3	4	5
21 Free drinking water was easy to find.	1	2	3	4	5

Optional questions (2 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

Travel, tickets and getting in

22 How did you travel to the festival today?

- ☐ Car ☐ Bus, train or shuttle ☐ Walked or cycled ☐ Taxi or rideshare ☐ Another way

STATEMENT	STRONGLY DISAGREE					STRONGLY AGREE				
23 Getting through the gate was quick.	1	2	3	4	5					
24 My ticket was good value for what the festival offered.	1	2	3	4	5					

Where visitors came from and what they spent (for funders)

25 Where do you live?

- ☐ In this town ☐ Rest of the region ☐ Rest of the country ☐ Abroad

26 Was the festival the main reason for your trip to this area?

- ☐ Yes, the main reason ☐ One of several reasons ☐ No, I was here anyway ☐ I live here

27 On how many days did you come to the festival, counting today?

- ☐ 1 day ☐ 2 days ☐ 3 days ☐ 4 or more days

28 Where are you staying tonight?

- ☐ At home ☐ Hotel, motel or B&B ☐ Festival campsite ☐ Holiday rental ☐ With friends or family

29 How many nights are you spending in the area?

- ☐ None ☐ 1 night ☐ 2 nights ☐ 3 nights or more

30 Including you, how many people does your spending cover?

- ☐ Just me ☐ 2 people ☐ 3 or 4 people ☐ 5 or more people

31 About how much will you spend in this area on this trip, for everyone your spending covers? Leave out festival tickets; include food, drink, shopping, fuel and accommodation.

Optional questions (3 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

Crowds, comfort and access

STATEMENT	STRONGLY DISAGREE		STRONGLY AGREE		
32 Crowds near the stages felt well managed.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
33 There were enough places to rest out of the sun or rain.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
34 I knew where to go for first aid or help.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
35 The site worked for everyone in my group, including anyone with access needs.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5

About you (optional)

36 How old are you?

- ☐ 16 to 24 ☐ 25 to 34 ☐ 35 to 54 ☐ 55 or older ☐ Prefer not to say

37 Who came with you?

- ☐ I came alone ☐ Partner ☐ Friends ☐ Family with children ☐ Adult family ☐ A club or group

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