

Music in the forest

Survey of concert attendees
June/July 2006



Music in the Forest is a series of concerts that take place at Forestry Commission sites across England, with the 2006 programme running during the months of June and July. TNS Travel & Tourism were commissioned to undertake research at three of these events – Embrace (Bedgebury, 11th June), UB40 (Dalby, 23rd June) and Jamie Cullum (Delamere, 21st July).

The primary research objective for this project was to compile a profile of those attending events at these sites including:

- demographic information such as age, gender, origin, working status and lifecycle grouping;
- transport used to reach the site;
- the relationship between visitors to the forest and concert attendees i.e. whether they visit the site at other times or if the concert is their only reason for visiting;
- previous visits to these forests;
- likelihood to return to these forests and other Forestry Commission sites;
- other events attended in the last 12 months.

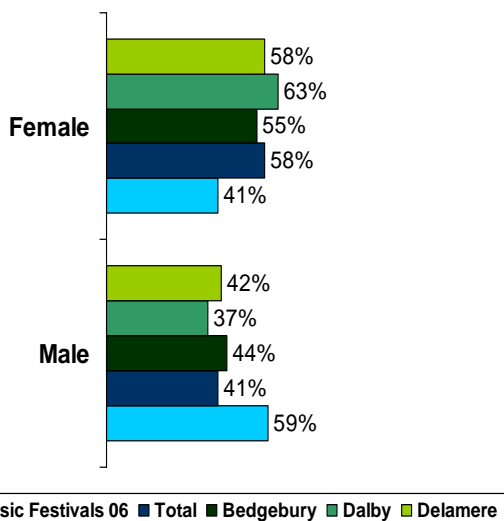
The data presented in this report was collected using interviewer administered self-completion questionnaires. Interviewers were present for two hours before each event to distribute and collect questionnaires amongst those attending the performances. A total of 1,073 interviews were completed in total with 374 at Bedgebury, 344 at Dalby and 355 at Delamere. Please note, as this was a self-completion questionnaire not all questions were answered by all respondents, therefore, not all of the percentages add up to 100.

Results are presented for each of the individual sites alongside results for all three sites combined and where appropriate, data obtained from Music festivals 06 research undertaken on TNS' online omnibus survey between 4th and 6th July 2006. Please note that this data was weighted to represent the UK population, therefore, any comparisons should be treated with caution.

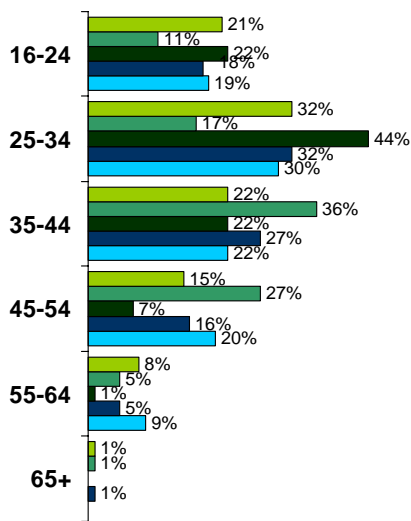
Demographics



Sex



Age



Base: Total sample (1073) / Bedgebury (374) / Dalby (344) / Delamere (355); Music Festivals 06 – ever been to a music festival (409)



Overall

Across the three sites covered, there was a higher proportion of female respondents than males (58% v 42%). Six in ten respondents on a trip from home were female (60%), while the proportions of overnight visitors were more evenly split (46% male, 52% female).

Approximately three-quarters of those attending were under the age of 44 (77%). Across the three sites, respondents were most likely to be between the ages of 25 and 34 (32%), while a slightly smaller proportion were in the 35-44 age bracket (27%). Respondents aged 34 and under were most likely to have been on their first visit to the forest; 64% of respondents on this type of visit in this age group. Conversely, 33% of those between the ages of 35 and 44 had visited the site of their interview in the previous 12 months, with a further 28% of these respondents having visited the site more than 12 months before.

In comparison, 59% of those interviewed in the Music Festivals 06 study who had previously attended a music festival were male, while two fifths (41%) were female. The age profile of respondents was broadly similar to that recorded for attendees at the three Forestry Commission concerts combined.

Variations by site

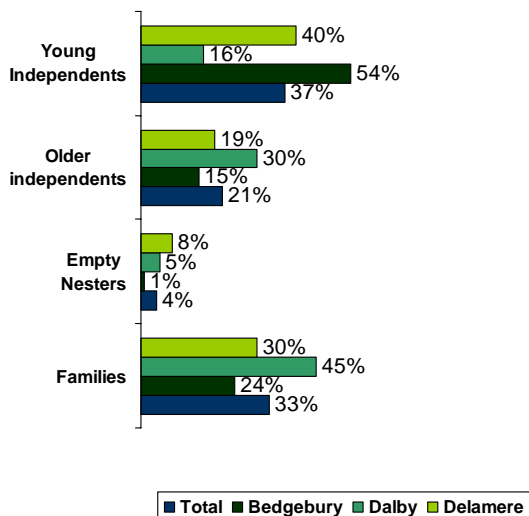
The highest proportion of female respondents was recorded at the UB40 concert at Dalby, where 63% of those completing a questionnaire were female compared to 37% who were male.

The age profile of respondents at Bedgebury was the youngest, with 66% of those attending the Embrace concert at this site between the ages of 16 and 34. Conversely, those attending the performance at Dalby tended to be older, with 36% of respondents at this site aged 35-44 and a further 27% between the ages of 45 and 54. The age profile at Delamere was slightly more mixed. Although the highest proportion of respondents were aged 34 or under (53%), a quarter of those interviewed were over the age of 45 (24%).

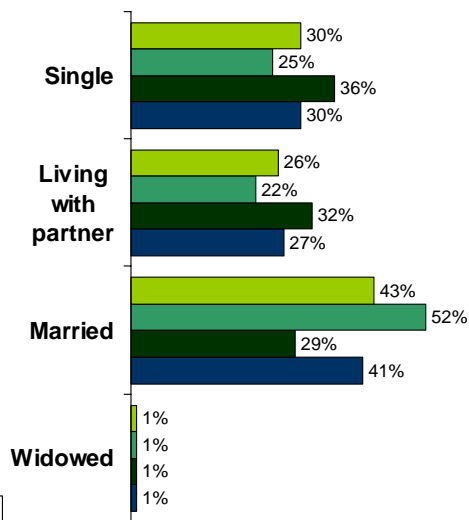
Demographics



Lifecycle



Marital status



Base: Total sample (1073); Bedgebury (374) / Dalby (344) / Delamere (355)



Overall

Across the three sites, 37% of respondents were in the Young Independents segment (under 35, no children living in the household), with a further 21% classed as Older Independents (35-54, no children in household). Approximately a third of respondents (33%) were in the Family lifecycle (any children in household), while a small proportion (4%) were Empty Nesters (aged 55+, no children in household). Reflecting the variations by age, 49% of those on their first visit to the site they were interviewed at were in the Young Independent lifecycle, while 23% of Older Independents had visited before in the past 12 months.

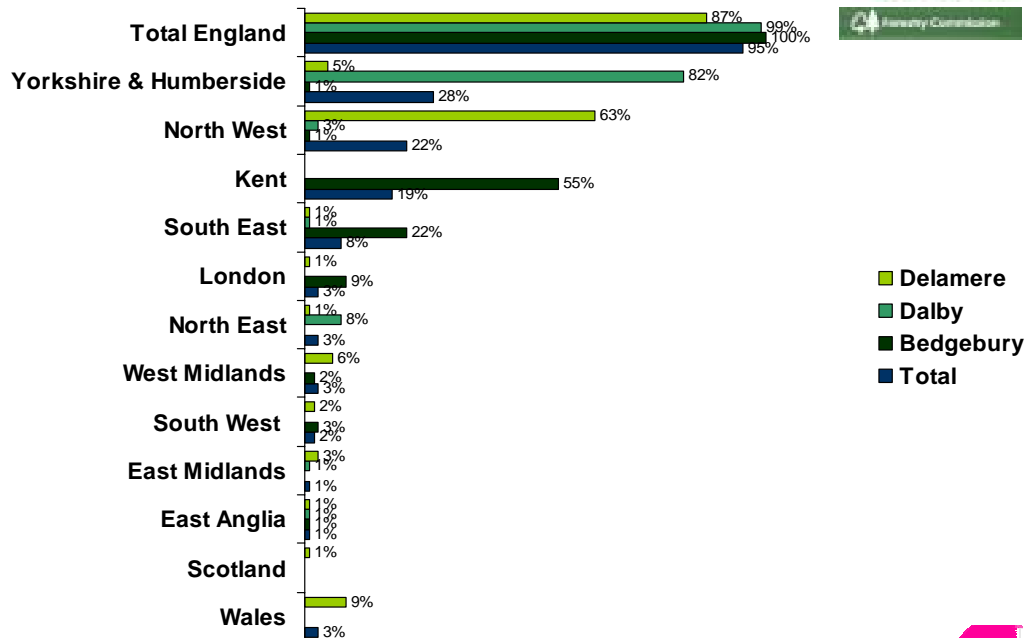
When looking at marital status, around two-fifths of respondents were married (41%). Three in ten described themselves as single (30%), while around a quarter were living with a partner (27%).

Variations by site

As with age, some interesting variations were apparent between the sites when looking at lifecycle. Slightly over half of respondents at Bedgebury were in the Young Independent lifecycle (54%), compared to 16% of respondents at Dalby. 45% of respondents at the Dalby concert were in the Family lifecycle (45%), while three in ten could be classed as Older Independents (30%). Again, Delamere was slightly more mixed with 40% of respondents at this site in the Young Independents lifecycle, while 30% were in the Family lifecycle.

The lifecycle variations described above correspond with those recorded between the sites for marital status. 52% of respondents at Dalby were married, compared to 43% at Delamere and 29% at Bedgebury, while 36% of respondents at Bedgebury were single compared to 25% at the performance at Dalby.

Origin



Base: Total sample (1073) / Bedgebury (374) / Dalby (344) / Delamere (355)



Overall

As may be expected, across the three sites, the vast majority of respondents were from England (95%), with a small proportion from Wales (3%). 28% of all respondents at the concerts gave their origin as within Yorkshire and Humberside, while around a fifth of respondents originated from the North West of England (22%). 19% of the total sample gave Kent as their place of origin.

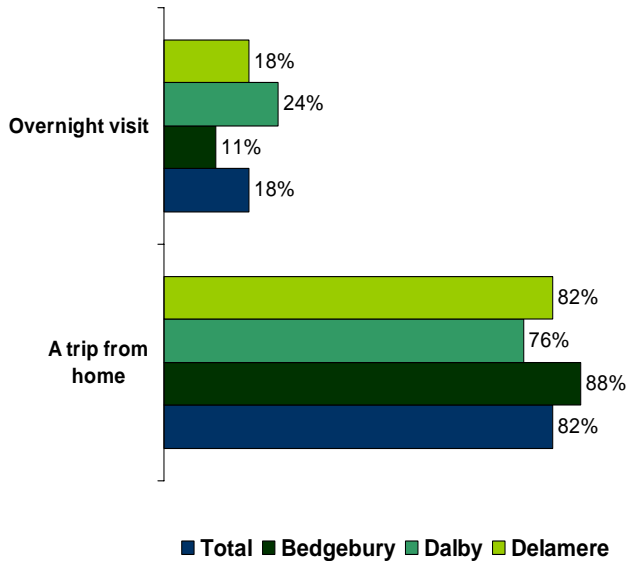
Variations by site

Variations in the origin of respondents at the various sites reflected the areas in which the individual forests are located. 55% of respondents at Bedgebury gave Kent as their place of origin, while a further 22% were from a location in the South East of England other than Kent and 9% were from London.

Dalby had a significantly higher proportion of respondents from the Yorkshire and Humberside area than either of the other two sites (82% v 5% at Delamere and 1% at Bedgebury). This site was also most likely to have respondents originating from elsewhere in the North East of England (8%).

Delamere had the highest proportion of respondents from outside of England (11%), most of whom were from Wales (9%). The majority of respondents at this site, however, originated from the North West of England (63%), while 6% were from the West Midlands.

Trip type



Base: All respondents – (1073) / Bedgebury (374) / Dalby (344) / Delamere (355)



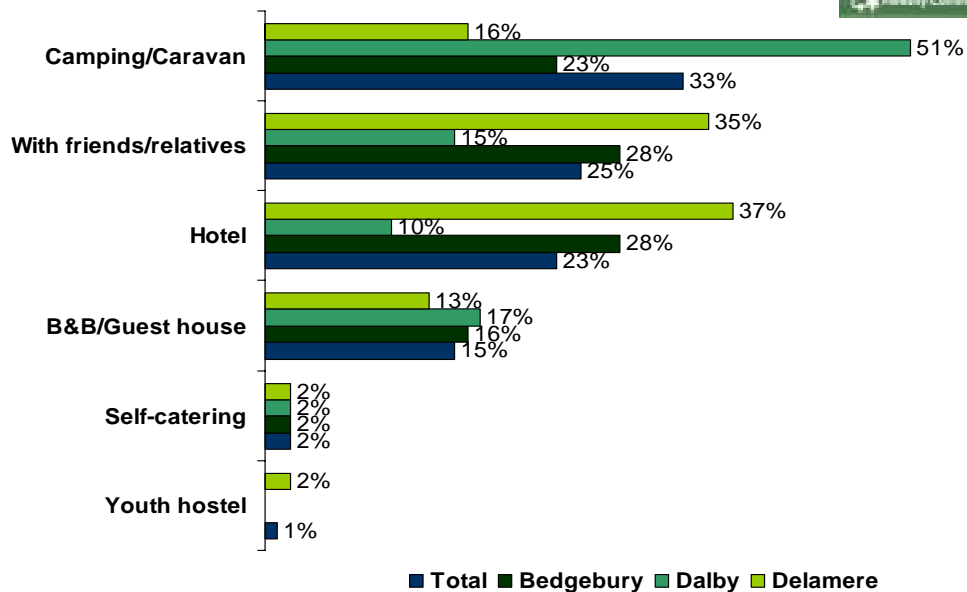
Overall

Across the three sites, over four-fifths of concert attendees were on a trip from home (82%). There was little variation when looking at age and lifecycle, however, the type of trip that respondents were on corresponded with the distance travelled to reach the site. 89% of those travelling less than 15 miles to reach the site and 88% of those travelling between 16 and 50 miles were on a trip from home, while two-fifths of those travelling more than 50 miles were on an overnight trip away from home (39%).

Variations by site

Respondents at the Dalby performance were more likely than the average to be on an overnight visit (24% v 18% across all three sites), whilst higher proportions of respondents at Bedgebury and Dalby were on a trip from home (88% and 82% respectively).

Accommodation



Base: All on overnight visit – (190) / Bedgebury (43)* / Dalby (84) / Delamere (63)
 *Caution low base size



Overall

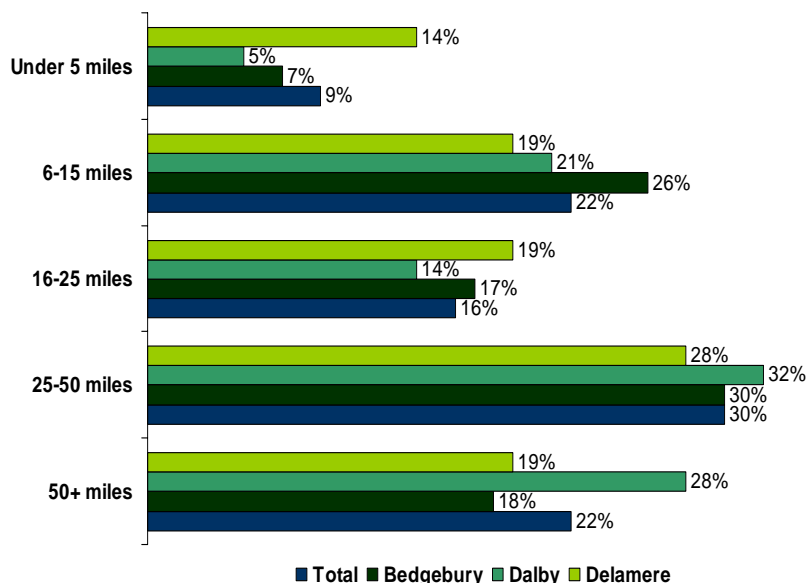
18% of all respondents stated that they were on an overnight trip away from home (190 respondents), 33% of whom stayed on a caravan or campsite. A quarter of those on an overnight visit stayed with friends and relatives (25%), with a similar proportion having stayed in a hotel (23%). Female respondents were more likely than males to have stayed in the home of a friend or relative (29% v 18%), with those travelling 15 miles or less also more likely to stay in this type of accommodation. There was little variation by age or lifecycle.

Due to small sample sizes for some of these groups, results should be treated with a degree of caution.

Variations by site

Around half of respondents on an overnight visit at Dalby chose to stay on a caravan or campsite during their time away from home (51%), a significantly higher proportion than at either Bedgebury or Delamere (23% and 16% respectively). Respondents at Bedgebury and Delamere were more likely to opt to stay with friends and relatives (28% and 35% respectively) or in a hotel (28% and 37%).

Distance travelled



Base: All respondents – (1073) / Bedgebury (374) / Dalby (344) / Delamere (355)



Overall

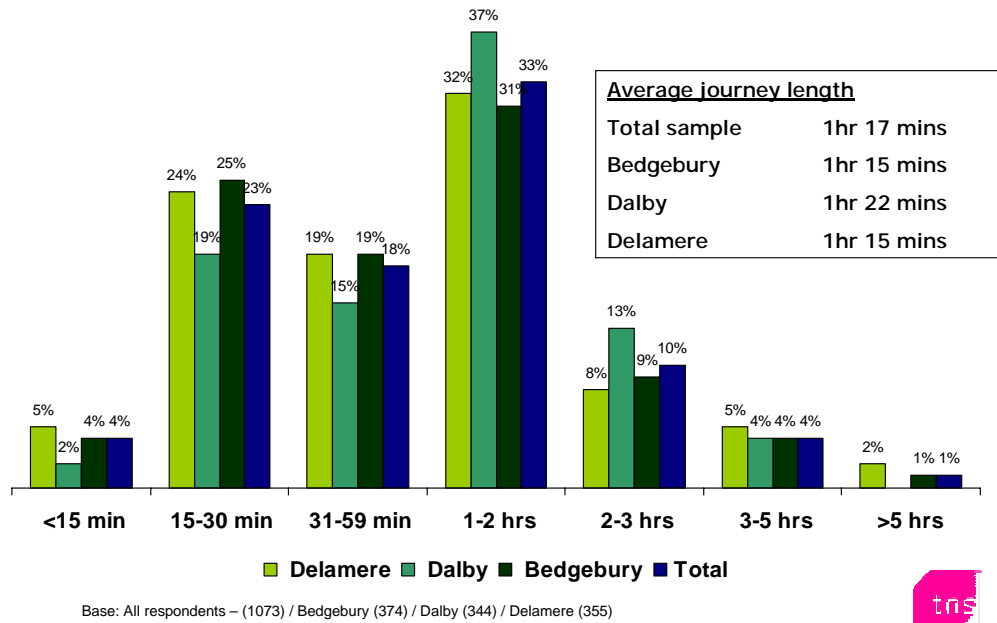
Across the three sites, slightly over half of respondents travelled for 25 miles or more from home or their overnight accommodation to reach one of the performances covered (52%). Approximately a third of all respondents travelled for up to 15 miles (31%), while 16% of visits involved a journey of between 15 and 25 miles.

Respondents aged 16-24 and those in the Young Independent lifecycle were most likely to have travelled more than 50 miles to reach the concert they attended (26% and 25% respectively). Conversely, 16% of those between the ages of 55 and 64 and 17% of those in the Empty Nester lifecycle made a journey of 5 miles or less. There also appeared to be some correspondence between distance travelled and previous visits. Seven in ten respondents who travelled for 25 miles or less had visited one of the sites covered in the past 12 months (70%), while 72% of those on their first visit travelled for 26 miles or more.

Variations by site

Respondents at Delamere were more likely than those visiting Dalby or Bedgebury to have travelled for 5 miles or less to reach the site (14% v 5% and 7% respectively). Respondents at Bedgebury concert were most likely to have made a journey of between 6 and 15 miles, while 28% of those attending the performance at Dalby travelled for more than 50 miles to reach the site.

Duration of journey



Overall

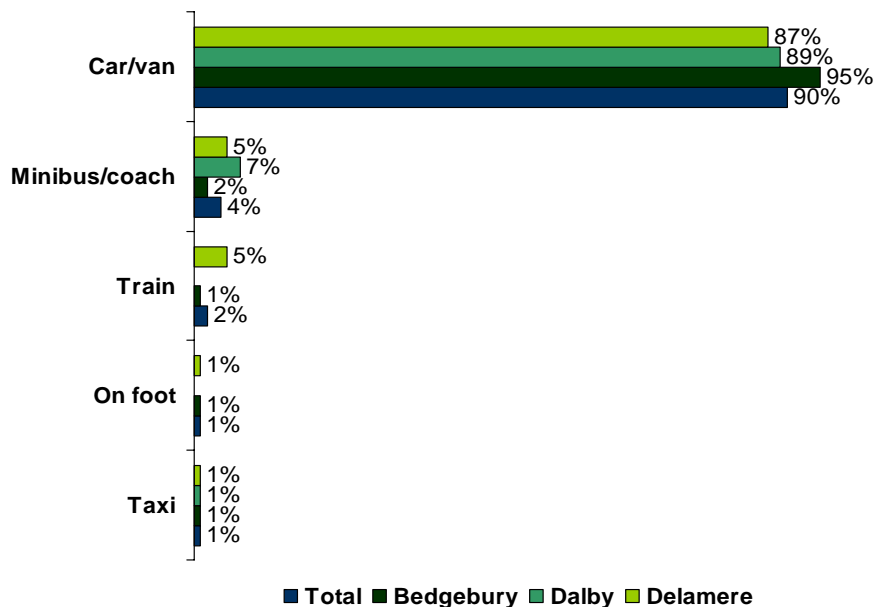
33% of respondents across the three sites travelled for between 1 and 2 hours to get to a performance. Approximately a fifth spent 15-30 minutes travelling to the concert (23%), while 18% of the total sample travelled for more than 30 minutes but less than an hour. The average journey length for all respondents was 1 hour and 17 minutes.

64% of respondents who had visited one of the forests within the past 12 months and 45% of those visiting from home travelled for less than an hour to reach the performance. Conversely, those on their first visit (67%) and those on an overnight stay away from home (64%) were more likely to have travelled for an hour or more. Respondents in the Family lifecycle were particularly likely to have been on a journey of 15-30 minutes in duration (27%), while one in ten 16-24 year olds travelled for between 3 and 5 hours.

Variations by site

50% of respondents at the Dalby concert travelled for between 1 and 3 hours, resulting in the longest average journey time of all the sites of 1 hour and 22 minutes. The average journey time for both Bedgebury and Delamere was 1 hour and 15 minutes, with 48% of respondents at each of these sites travelling for less than an hour to reach their performance.

Main type of transport used



Base: All respondents – (1073) / Bedgebury (374) / Dalby (344) / Delamere (355)



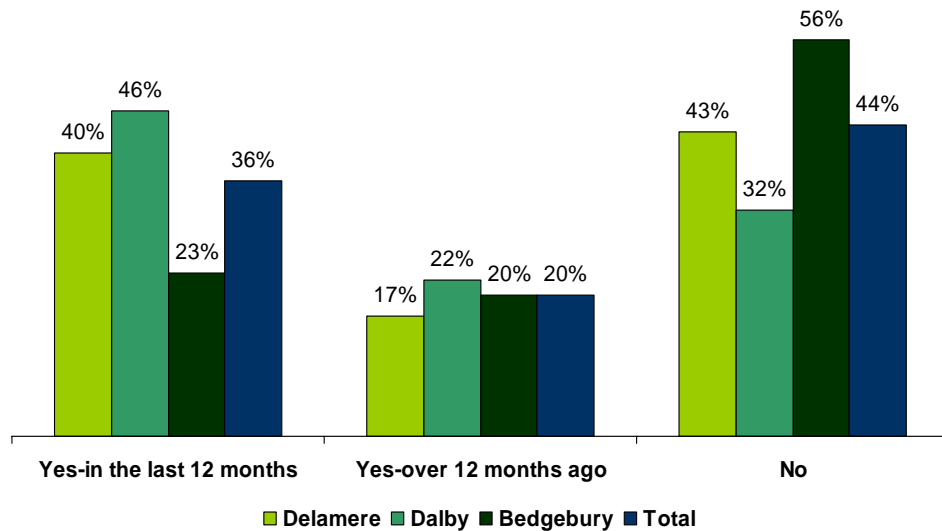
Overall

Across the three sites, nine in ten respondents stated that the main form of transport used to reach the performance that they attended was a car or van (90%), which was particularly likely to be the case amongst those travelling between 16 and 50 miles (92%). Respondents aged 45-54 were more likely than those in the other age groups to have travelled on a minibus or coach (7%), while 55-64 year olds and those in the Empty Nester lifecycle more likely than the average to travel by taxi (4% each).

Variations by site

At all three sites the vast majority of respondents travelled to the concert in a car or van. although, respondents at Bedgebury were particularly likely to do so (95%). Respondents at Dalby and Delamere were more likely than respondents at the Bedgebury concert to have travelled on a minibus or coach (7%, 5% and 2% respectively), reflecting the age and lifecycle profile of attendees at these sites. 5% of attendees at Delamere reached the site on foot.

Previous visits



Base: All respondents – (1073) / Bedgebury (374) / Dalby (344) / Delamere (355)



Overall

Overall, 56% of respondents had visited the site of the performance prior to the concert. 36% of the total sample had been to the site of their concert within the last 12 months, while a fifth (20%) had visited before over 12 months before the concert.

Variations in the likelihood of having visited before were evident in relation to age and lifecycle. 56% of respondents aged 34 and under were on their first visit to the site, while 45% of those between the ages of 35 and 64 had visited the site they were interviewed at within the past 12 months. Similarly, 59% of Young Independents had not visited the site of their event prior to the concert, while those in the Older Independent, Empty Nester* and Family lifecycles were more likely to have been before in the previous year (45%, 42% and 45% respectively).

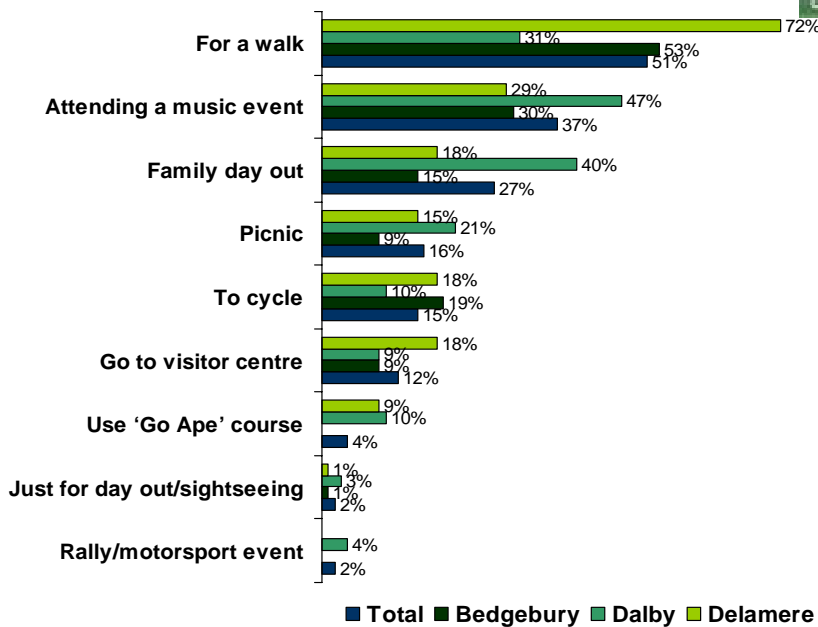
Variations were also evident in terms of the distance travelled and the type of trip respondents were on. Those travelling 15 miles or less and those on a trip from home were most likely to have visited within the last 12 months (58% and 38% respectively), while those travelling more than 50 miles and those on an overnight visit were likely to be on their first visit (70% and 54%).

Variations by site

Reflecting the age profile of attendees, respondents at Bedgebury were most likely to be on their first visit to the site (56%), while 46% of respondents at the Dalby performance had been to the site before within the past 12 months. At Delamere, the proportions of respondents who had visited on a previous occasion within the past year and who were on their first visit to the site were similar (40% and 43%).

* Small sample size – treat results with caution

Purpose of previous visit



Base: All visited in last 12 months – Total (386) / Bedgebury (86*) / Dalby (159) / Delamere (141)

* Caution low base size



Overall

Across the three sites, going for a walk was the reason most often given as the purpose of a previous visit to the site within the past 12 months (51%). There were no significant variations for this activity by age and lifecycle group, however, those who travelled less than 15 miles were most likely to mention this activity as the reason for a previous visit (66%).

37% of respondents who had visited before mentioned attending a music event as a reason for a previous visit to the site, with those in the 44-54 age bracket particularly likely to mention this reason*. Respondents aged 35-44 and those in the Family lifecycle were particularly likely to mention a family day out (39% and 46% respectively) and having a picnic (24% and 26%). These reasons were given by 27% and 16% respectively of all of those who had visited before.

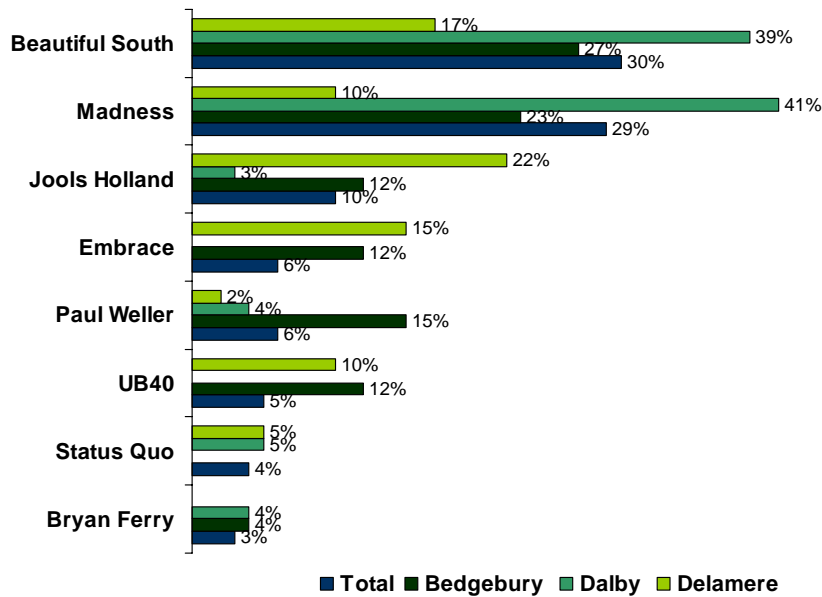
Reasons given by 2% or more of respondents are shown above.

Variations by site

Respondents at Dalby who had been before within the past 12 months were more likely than those visiting the other two sites covered to give attending a music event and/or a family day out as reasons for their visit(s) (47% and 40% respectively). Respondents at Delamere and Bedgebury* were more likely to mention going for a walk (72% and 53% respectively) and/or cycling (18% and 19%) as reasons for their previous visit(s).

* Small sample size – treat with caution.

Artists seen on previous visit



Base: All attended music event in last 12 months – Total (142) / Bedgebury (26)* / Dalby (75)* / Delamere (41)*

*Caution low base size



Overall

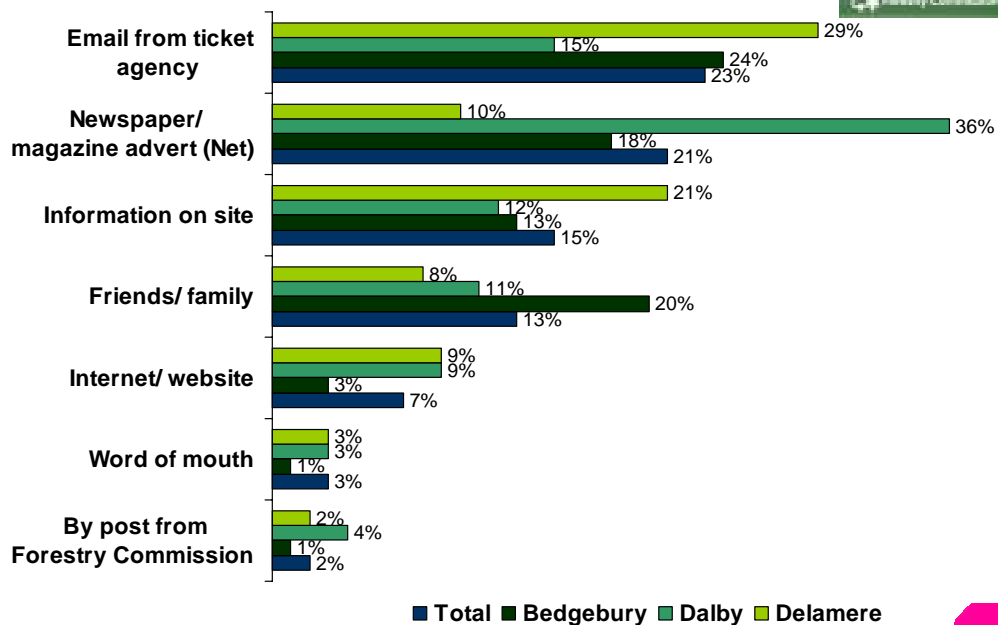
Three in ten respondents across the three sites stated that they had seen the Beautiful South on their previous visit to the forest that they were interviewed at (30%). A similar proportion mentioned attending a Madness performance (29%), with smaller proportions mentioning Jools Holland (10%), Embrace and Paul Weller (6% each). Artists mentioned by 3% or more respondents are shown above.

Variations by site

When looking at the individual sites covered, respondents at Dalby who had attended a music event at that site in the 12 months prior to being interviewed were particularly likely to state that they had seen the Beautiful South (39%) and/or Madness (41%). Jools Holland (22%) and UB40 (10%) were the artists most likely to be mentioned by attendees at Delamere. There were no significant variations in the artists seen by respondents at Bedgebury, with the sample size for this site particularly low for this question.

Due to small sample sizes for all sites, results should be treated with a degree of caution.

Information sources used



Base: All respondents – Total (1073) / Bedgebury (374) / Dalby (344) / Delamere (355)



Overall

Approximately a fifth of all those interviewed indicated that they had heard about the concert they attended through an email from the ticket agency (23%) and/or in a newspaper or magazine advertisement (21%). Respondents in the Young Independent lifecycle (30%), those aged 16-34 (29%), males (25%) and those travelling over 15 miles (25%) were particularly likely to mention an email from a ticket agency. Respondents who had visited one of the sites in the past twelve months were less likely than those who had been more than 12 months previously or not at all to mention this information source (17% v 25% and 27% respectively).

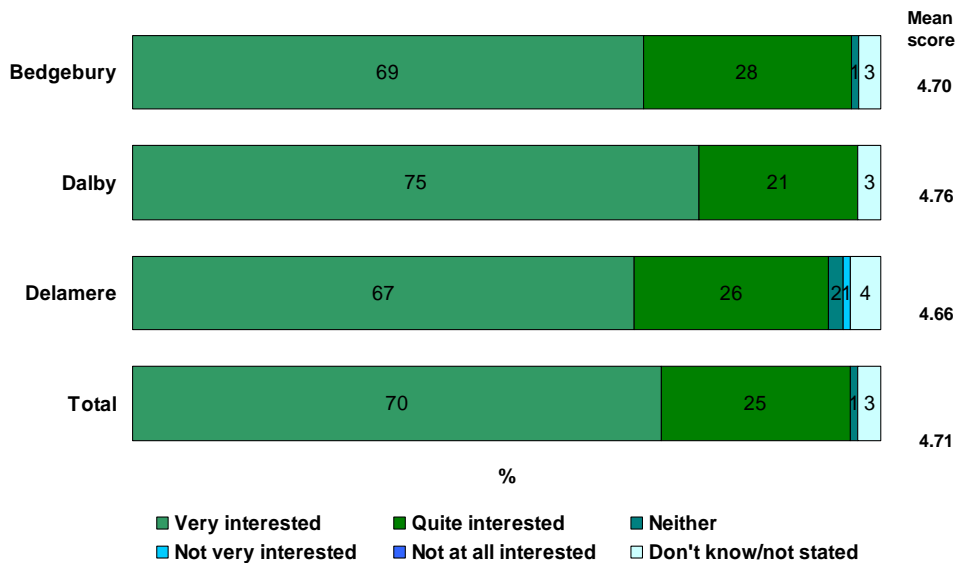
26% of 35-54 year olds mentioned a press advertisement, as did 28% of Older Independents, 26% of those who had visited the site before and 27% of those travelling 15 miles or less to reach one of the sites.

As may be expected, information on site, mentioned by 15% of the total sample, was particularly likely to have been mentioned by those who had visited in the past 12 months (21%).

Variations by site

Respondents at Delamere and Bedgebury were more likely than those at the Dalby performance to have received an email about the concert from a ticket agency (29%, 24% and 15% respectively), which may be due to the younger age profile at these sites. Approximately a third of respondents at Dalby indicated that they became aware of the concert through a newspaper or magazine advertisement (36%), while 21% of respondents at Delamere found out about the concert from information on-site.

Future attendance - concerts



Base: All respondents – Total (1073) / Bedgebury (374) / Dalby (344) / Delamere (355)



Overall

In the above chart, results are presented both as percentages (e.g. 20% stated 'very interested') and overall mean scores. Respondents indicated their interest in attending a Forestry Commission concert in the future on a scale of 1-5 (1=not at all interested, 5=very interested). A mean score of 4 or more suggests a high level of interest.

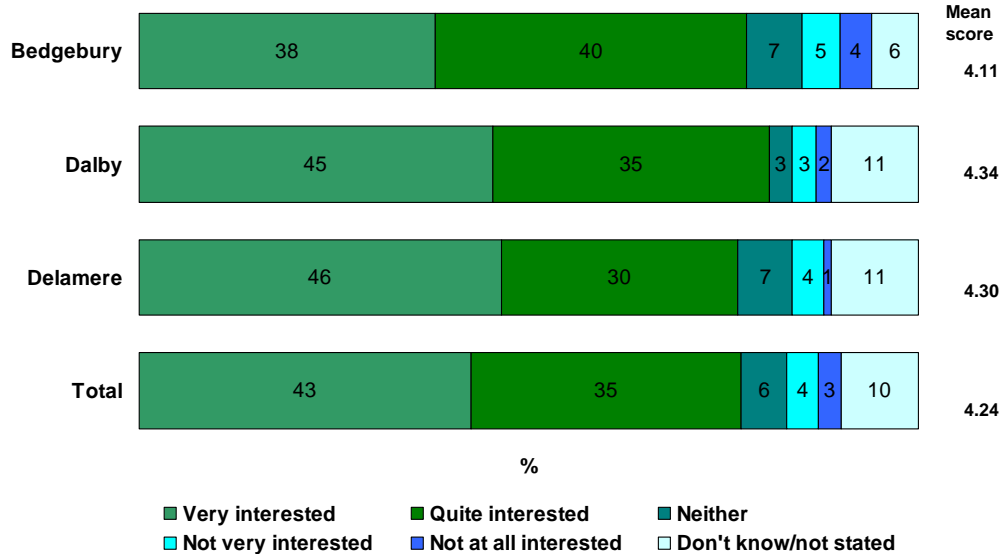
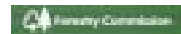
Across the three sites, seven in ten concert respondents indicated that they would be 'very interested' in attending another Music in the Forest event in the future (70%). Respondents in the 35-44 age bracket were more likely than the average to indicate that they were 'very' likely to attend a future event (76%), with a mean score for this group of 4.76. Those in the Family lifecycle were also more likely than the average to indicate a high level of interest in attending another concert (75%, av. 4.76), as were respondents who had visited one of the sites before in the previous 12 months (77%, av. 4.77).

Overall, 95% of those attending a concert at one of the three sites covered stated that they were 'very' or 'quite' interested in attending a similar event in the future, with a mean score of 4.71

Variations by site

Respondents at the concert at Dalby indicated the highest level of interest in attending a future Music in the Forest event. 75% of respondents at this site indicated that they were 'very' interested, with a further 21% stating that they were 'quite' interested. The average score for this site was 4.76. High levels of interest were also indicated at both Bedgebury and Delamere, with little variation between these sites (average scores of 4.70 and 4.66 respectively given for these sites).

Future attendance – other reasons



Base: All respondents – Total (1073) / Bedgebury (374) / Dalby (344) / Delamere (355)



Overall

In the above chart, results are presented both as percentages (e.g. 20% stated 'very interested') and overall mean scores. Respondents indicated their interest in visiting the site again for other reasons in the next 12 months on a scale of 1-5 (1=not at all interested, 5=very interested). A mean score of 4 or more suggests a high level of interest.

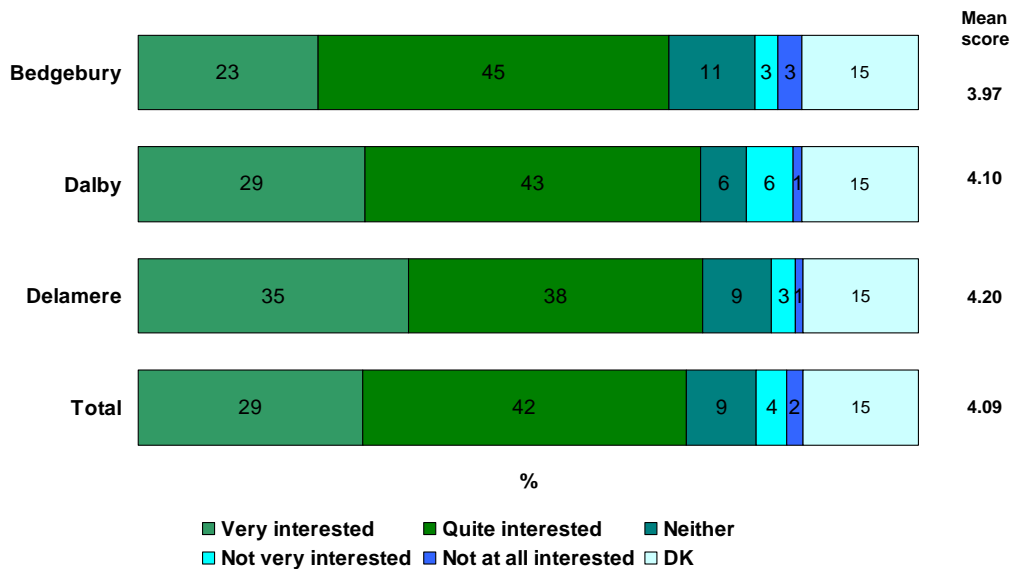
Overall, 78% of respondents indicated that they were interested in returning to the site of their interview for reasons other than attending a concert, with 43% indicating that they were 'very' interested in doing so. Female respondents were more likely than males to indicate that they were 'very' interested in returning (45% v 40%), with average scores of 4.31 and 4.15 respectively.

Variations in the levels of interest in returning to the site for other reasons can be seen in relation to previous visits and the distance travelled. Six in ten respondents who had visited one of the sites covered in the past 12 months indicated that they were 'very' interested in returning to the site (60%) compared to 31% of those on their first visit. Similarly, 54% of those travelling for less than 15 miles were 'very' interested in returning compared to 30% of those travelling for 50 miles or more.

Variations by site

As well as indicating the highest levels of interest in attending another Music in the Forest event, respondents at Dalby were also most likely, overall, to be interested in returning to the site for other reasons in the next 12 months (av. 4.34), with 80% of respondents indicating that they were 'very' or 'quite' interested in doing so. High proportions of respondents at Delamere (76%) and 78% of those at Bedgebury indicated that this was the case (av. 4.30 and 4.11 respectively). Respondents at Bedgebury were the most likely to indicate that they were 'not very' or 'not at all' likely to do so (9%).

Future attendance – other Forestry Commission sites



Base: All respondents – Total (1073) / Bedgebury (374) / Dalby (344) / Delamere (355)



Overall

In the above chart, results are presented both as percentages (e.g. 20% stated 'very interested') and overall mean scores. Respondents indicated their interest in visiting a Forestry Commission site elsewhere in the next year on a scale of 1-5 (1=not at all interested, 5=very interested). A mean score of 4 or more suggests a high level of interest.

When asked how interested they would be in visiting another Forestry Commission site, 29% of respondents indicated that they were 'very' interested, while a further 42% stated that they were 'quite' interested. Respondents who had visited in the previous 12 months were particularly likely to demonstrate a high level of interest in visiting another site, with 36% of respondents in this group indicating that they were 'very' interested in doing so (av. 4.19).

Variations by age were also evident. Respondents between the ages of 16 and 24 were less likely than those aged 45-54 to indicate that they were 'very' interested in visiting another Forestry Commission site (19% v 30%) but more likely to state that they were 'not very' or not at all interested in doing so (10% v 3%). The mean scores for these groups were 3.79 and 4.23 respectively.

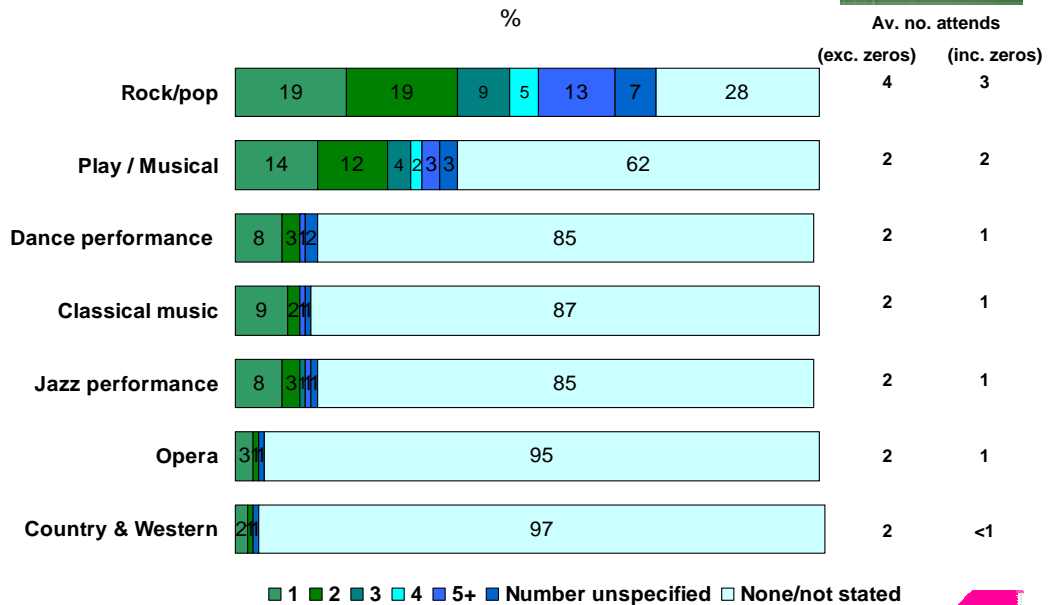
Variations by site

Respondents at Delamere indicated the highest level of interest in visiting another Forestry Commission site. Slightly over a third of respondents at this site indicated that they were 'very' interested in visiting another forest site (35%), with a mean score of 4.20. Similar proportions of respondents at Dalby and Bedgebury indicated that they were 'quite' interested in visiting another site (43% and 45% respectively) with average scores of 4.10 and 3.97 respectively.

Attendance - other events



Healthy Commission



Base: All respondents (1073)



Overall

Respondents were given a list of other music events and performances and asked how many times, if any, they had attended one or more of these types of events in the past 12 months.

Attendance across all the sites was highest at rock or pop music events, with 72% of respondents having attended at least one of these events in the past year. Younger respondents in the 16-24 age bracket were particularly likely to have attended 5 or more of these performances in the past twelve months, as were those in the Young Independent lifecycle (20% each). Excluding those who did not attend any rock or pop music events, the average number of visits was 4.

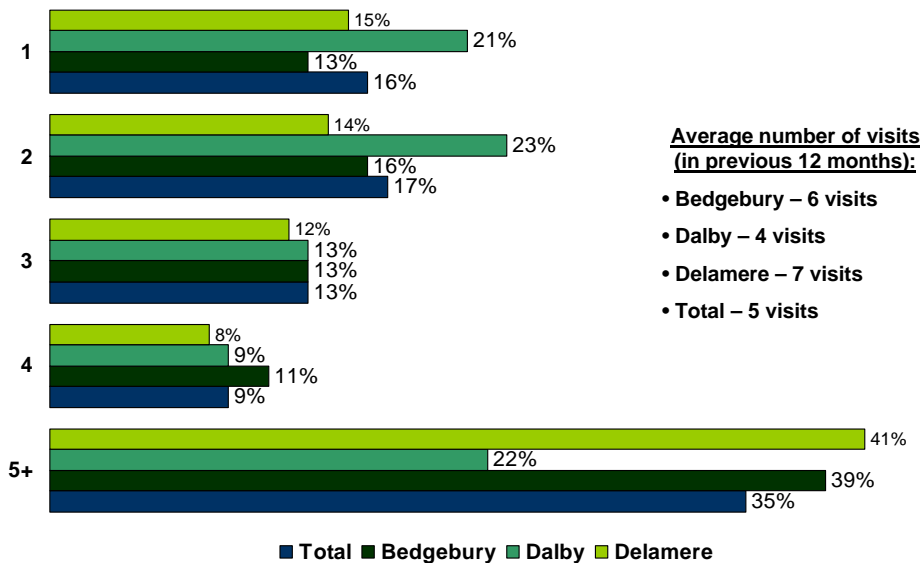
The second most frequently attended event was a play or musical, with 38% of the total sample having attended this type of performance in the past year. The average number of visits, excluding zeros, was 2 in the previous 12 months.

Variations by site

Excluding those who did not attend any of these events, respondents at Bedgebury attended an average of 4 rock or pop music events in the 12 months prior to being interviewed, which reflects the younger profile of attendees at this site. 24% of respondents at this site stated that they had attended 5 or more of these events in the past 12 months. This compares to 17% of respondents at Delamere and 8% of those at the performance at Dalby forest.

When looking at other events, respondents at the Delamere concert were most likely to have attended a play or musical in the past year. 15% of respondents at this site had attended such an event 2 times in the past year, with a further 6% having been 5 or more times. Respondents at this site were also most likely to attend a classical music event (21%), with an average of 2 visits in the past 12 months, excluding zeros.

Attendance – any music events



Base: All who have attended at least one event – Total (899) / Bedgebury (335) / Dalby (263) / Delamere (301)



Overall

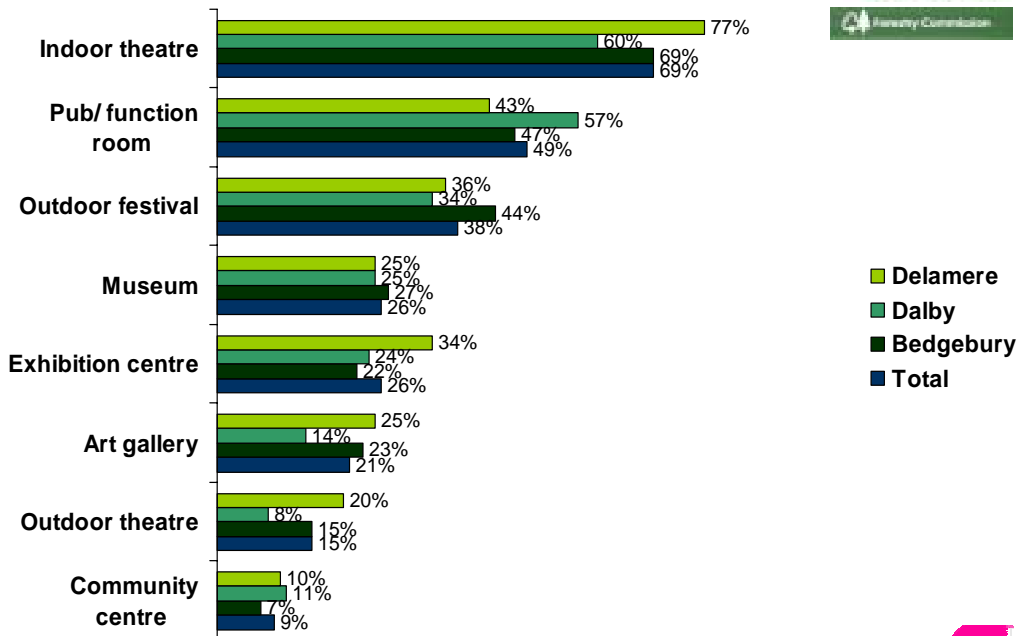
Across the three sites covered, the average number of other music events (see previous page) attended was 5 in the previous 12 months. Approximately a third of respondents stated that they had been to 5 or more events in the last year (35%), while a similar proportion had been to 1 or 2 events over the same time period (33%). Younger respondents were, on the whole, more likely than older respondents to have attended a number of events in the previous 12 months. 38% of respondents aged 34 and under had been to five or more events in the last year compared to 30% of those over the age of 35. Those aged 16-24 were particularly likely to have attended multiple events, with an average of 7 visits made by this group.

A high number of visits to other music events and performances were recorded for those on their first visit to the Forestry Commission site they were interviewed at, with a high proportion of these respondents under the age of 35. 39% of respondents in this group had attended 5 or more events in the past 12 months, with an average of 6 visits made by these respondents. A similar proportion of those travelling over 50 miles had attended 5 or more events (40%), a higher proportion than amongst those whose journey was 15 miles or less in length (29%).

Variations by site

On the whole, respondents at Dalby had attended the fewest number of events in the previous twelve months. Approximately two-fifths of respondents at this site had attended 1 or 2 other performances in the past year (44%), with an average of 4 visits made by respondents at this site. Similar proportions of respondents at Bedgebury and Dalby had attended 5 or more events in the previous year (39% and 41% respectively), with average visits of 6 and 7 respectively at these sites.

Venues visited



Base: All who have attended at least one event – Total (984) / Bedgebury (351) / Dalby (305) / Delamere (328)



Overall

Two-thirds of respondents who had attended at least one of the events listed on page 18 had been to a performance in an indoor theatre (69%), with those who had visited more than 12 months previously particularly likely to have visited this type of venue (74%).

49% of respondents had been to a performance in a pub or function room. Those in the Empty Nester lifecycle were less likely than Young Independents, Older Independents and those in Families to have visited this type of venue (27% v 50%, 51% and 50% respectively), although the small sample size for this group means results should be treated with caution.

Approximately two-fifths of respondents had been to a performance at an outdoor festival (38%). Respondents between the ages of 16 and 24 (46%), those aged 25-34 (43%), Young Independents (47%) and those on an overnight trip (47%) were more likely than the average to have visited this type of venue.

Variations by site

Performances at an indoor theatre were most likely to have been attended by respondents at Delamere and Bedgebury (77% and 69% respectively), while respondents at Dalby were most likely to have been to an event at a pub or function room (57%). Respondents at the Bedgebury concert were more likely than the average to have also attended a performance at an outdoor festival in the past 12 months (44%), whilst those at Delamere were more likely than the average to have been to an event at an exhibition centre (34%).

On the whole, respondents at Dalby were less likely to have attended events at the venues listed than those interviewed at the other two sites.

Please note that the bases shown for this question include those who did not state how many times they had visited the events listed on page 18.

Key variations by site

Bedgebury

- The Embrace concert at Bedgebury had the youngest profile of respondents, around two-thirds of whom were in the 16-34 year age bracket, which corresponds with the lifecycle and marital status of respondents at this performance. This site had the highest proportion of respondents in the Young Independent lifecycle of all the three sites, as well as a high proportion of single respondents.
- Respondents at this site were most likely to originate from Kent, significantly more so than at either Dalby or Delamere, as well as locations in the South East of England and London. A higher proportion of respondents at this site travelled by car than at the other two sites, with a high proportion visiting the event from home and slightly over half on their first visit to the site.
- Respondents at this performance who were staying overnight away from home were likely to choose to stay with friends or relatives or in a hotel.
- A small proportion of respondents at this site had visited the forest on a previous occasion within the last 12 months, with the main reasons for these visits to walk or cycle.
- The most frequently mentioned information source for respondents at this site was an email from a ticket agency. Respondents at this site were most likely of all the sites to have attended a rock or pop music event in the past twelve months.

Dalby

- The UB40 performance at Dalby had the oldest age profile of the three sites. This site had the highest proportion of married respondents of all the sites, as well as the highest proportion in the Family or Older Independent lifecycles.
- The vast majority of respondents at this concert were from Yorkshire and Humberside, the highest proportion across the three sites, as well as some from other locations within the North East of England. Of the three sites, respondents at Dalby were most likely to be on an overnight trip and over two-fifths had visited the site previously within the past twelve months.
- Over half of respondents at this site on an overnight trip away from home stayed on a caravan or campsite, significantly more than at the other sites. Although still a small proportion, respondents at this site were more likely than those visiting the other two sites to have travelled by minibus or coach.
- Those who had visited this site previously were most likely of repeat visitors across the three sites to have visited previously to attend a music event and/or family day out.
- Respondents at Dalby were the most likely of all the three sites to have heard about the event through a press advertisement, with slightly over a third of respondents citing this information source. Respondents at this forest indicated the highest level of interest in attending another Music in the Forest event and in returning to the site for other reasons.

Key variations by site

Delamere

- The Jamie Cullum concert at Delamere had the most mixed age and lifecycle profile of all the sites, with 40% of respondents in the Young Independent lifecycle while three in ten were in the Family lifecycle.
- Respondents at Delamere were most likely to originate from the North West of England and the Midlands, more so than at Dalby or Bedgebury. This was the only site with respondents visiting from Wales.
- There was a fairly equal split between those who had visited in the past 12 months and those on their first visit to the site. Those who were on an overnight trip to this site were likely to stay with friends or relatives or in a hotel.
- Respondents at this site were the most likely of all the three sites covered to have travelled for less than 5 miles to reach the site..
- Amongst those who had visited the site before, walking was the main reason for their visit, with respondents here the most likely of all three sites to cite this reason. Respondents at this site were most likely to have seen information about the concert on-site, although an email from a ticket agency was the most frequently mentioned information source.
- Respondents at Delamere indicated the highest level of interest in visiting another Forestry Commission site within the next 12 months. Respondents at this site were the most likely of all three sites to have attended a play or musical or a classical music event in the 12 months prior to being interviewed.