

## ROMANIANS AT FESTIVALS **Festivals Participation** Awarness

Untold of

Neversea 3

**Awareness & Participation** Untold and Neversea are the most popular musical festivals, among urban population (9 out of 10 Romanian have heard of them). Followed by

Electric Castle on second place (79%) and on third by SummerWell and Festivalul George Enescu (6 out of 10 Romanian have heard of them). In terms of festival participation Untold has by far the highest score, followed at a significant difference by Neversea and Electric Castle.

Even some festivals are not organized anymore in 2019, they still have a good awareness score among festival participants (ex. Liberty Parade).

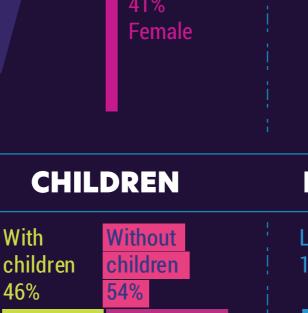
Festivalul George Enescu **Liberty Parade** Sunwaves Folk You **Afterhils** Rockstadt **Awake** Garana Jazz festival The Mission **TimeShift** Other festival

**Electric Castle** SummerWell

I participate at the festivals to dance and sing my favorite songs (88%) UNTOLD PERSONA

## 25-34 **30**% 35-44 16% 45-55 55+ 8% 41% Female

**AGE** 



**GENDER** 

**EDUCATION** High Low Medium 13% 40% FESTIVAL PREPARATION Highlight on results with higher than All Base

16-24 21%

3000-4000 RON 21% 4000-5000 RON 15% 5000-6000 RON > 6000 RON 11% **13**% No answer **MARITAL STATUS** Married Divorced 52% 3% Most of them To the festival take their participate to more than personal car (53%) and 3 festivals per year stay in a guest house (44%) and in other city (33%).

74%

Free Wireless (32%)

**HOUSEHOLD INCOME** 

2000-3000 RON \_\_\_\_\_ 10%

3%

17%

< 1000 RON

1000-2000 RON

57% 65% 47%

Get informed about

discussions with friends

(57%) and friends posts

on Facebook (65%).

festivals from

**TICKETS** 33% buy their ticket as soon as they hear the first news about the festival and the ticket is the entire festival period (47%).

**GENDER** 

46%

Male

54%

**Female** 

Have participated

and SummerWell

(22%).

also to Untold (62%),

**Electric Castle (35%)** 

**AGE** 

16-24

25-34

35-44

45-55

55+

Have participated also

to Neversea (47%) and

Electric Castle (36%).

36%

**TICKET** 

I don't go to a festival without my

special playlist (49%)

30%

**16%** 

FESTIVAL PREPARATION Highlight on results with higher than All Base

Get informed about

(55%) and events

websites (38%).

festivals from Facebook

events pages (59%), TV

55%

friends gang (58%) & On my way to

the festival I usually have prepared a

**IS IMPORTANT** To dance (28%)

When choosing to which

influenced by the type

of location (39%) and

entire experience (32%).

festival to go are

Drink and food at a good price (50%)

Significantly higher

18%

**12**%

Most of them

(77%).

participate to more than

(45%) and in other city

than the one they live in

Artists line-up (41%)

3 festivals per year

**HOUSEHOLD INCOME** 

< 1000 RON

1000-2000 RON

2000-3000 RON

4000-5000 RON

5000-6000 RON

When choosing to which

festival to go are

influenced by the

(37%).

37%

persons who will join

from their friends group

**PAY ATTENTION TO** 

Safety measures (62%)

3000-4000 RON

than the one they live in

**PAY ATTENTION TO** 

(74%).

44%

NEVERSEA PERSONA

**MARITAL STATUS** 

4%

To the festival take their

personal car (56%) or by

train (23%) and stay in a

guest house (34%) or to

Camping spaces (31%)

34%

a hotel (28%).

56%

Single

39%

> 6000 RON I don't know/ **CHILDREN EDUCATION** Low Medium High With Without children children 13% 38% 44%

8%

38% **59% TICKETS IS IMPORTANT** To dance (30%) and 33% buy their ticket have fun (29%). as soon as they announce the artists and the ticket is the entire festival period (53%).

> Significantly higher than All base The festivals are a escaping way from our day to day life/routine (97%) & During the day I stay at in the festival zone (58%) ELECTRIC CASTLE PERSONA

> > **AGE**

16-24

**HOUSEHOLD INCOME** < 1000 RON 1000-2000 RON **25**% **14**% **11%** 

16% 2000-3000 RON 8% 3000-4000 RON 18% 4000-5000 RON 19% 5000-6000 RON 12% > 6000 RON **15**% No answer **MARITAL STATUS** Married Divorced 51% 4%

To the festival take their

personal car (61%) and

stay at a hotel (28%) or

rented apartment (18%).

To the festival take their

personal car (59%) or by

train (22%), and stay at

a hotel (29%) or rented

29%

apartment (18%).

Significantly higher than All base

**HOUSEHOLD INCOME** 

6%

15%

11%

9%

**12**%

Divorced

24%

15%

9%

< 1000 RON

1000-2000 RON

2000-3000 RON

4000-5000 RON

5000-6000 RON

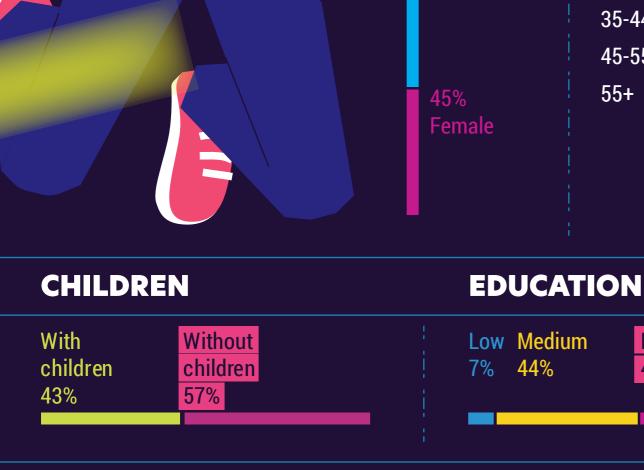
3000-4000 RON

28%

5%

25-34 35-44 45-55 55+

**GENDER** 



Have participated also

TICKETS

39% buy their ticket as

soon as they hear the

festival and the ticket is

first news about the

for the entire festival

period (51%).

**GENDER** 

47%

Male

53%

**Female** 

**CHILDREN** 

(56%), Electric Castle

(26%) and Sunwaves

NEVERSEA

**CHILDREN** 

Have participated also

to Electric Castle (39%),

Folk You (22%) and

SummerWell (20%).

20% SUMMERWELL

**TICKETS** 

festival.

33% buy their ticket as

soon as they hear the

first news about the

**GENDER** 

60%

Male

40%

children

**Female** 

**CHILDREN** 

Have participated

Enescu festival (33%)

and Rockstadt (25%).

also to George

with one month

(23%) or 2 weeks

before the festival

(11%).

33%

**Female** 

and SummerWell

42% SUMMERWELL

42% EEGTRIS

**TICKETS** 

38% buy their ticket

as soon as they hear

the first news about

the festival, or an

other part buy the

(20%).

(42%).

children

Without

children

42%

(45%), Afterhills

(21%).

With

40%

children

to Untold (85%), festivals from friends influenced by the artists Neversea (63%), posts on Facebook (73%), Facebook events Rockstadt (19%) and (86%). pages (61%) and from Sunwaves (15%). discussions with friends (59%). **59%** 

**73%** 

TICKET

I participate at the festivals to dance

During the day I return to the city and

**AGE** 

35-44

55+

and sing my favorite songs (93%)

visit other tourist sights (75%)

16-24 24%

45-55 13%

(67%), Facebook events

pages (63%) and from

events websites (48%).

48%

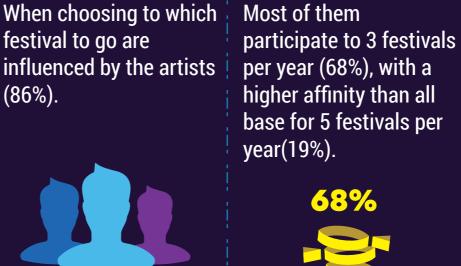
25-34 34%

21%

**EDUCATION** 

FESTIVAL PREPARATION Highlight on results with higher than All Base

Get informed about



To dance (29%)

SUMMWERWELL PERSONA

< 1000 RON

> 6000 RON

1000-2000 RON

2000-3000 RON 8%

4000-5000 RON \_\_\_\_\_ 10%

I don't know/

**MARITAL STATUS** 

higher affinity than all

base for 3 festivals per

**PAY ATTENTION TO** 

year (28%).

Location (61%)

Waiting time at the

bar/for tokens (45%)

During the day I return to the city

favorite artist's songs (31%)

21%

32%

and visit other tourist sights (73%) &

Before going to a festival I learn my

5000-6000 RON 6%

3000-4000 RON

**HOUSEHOLD INCOME** 

22%

High

49%

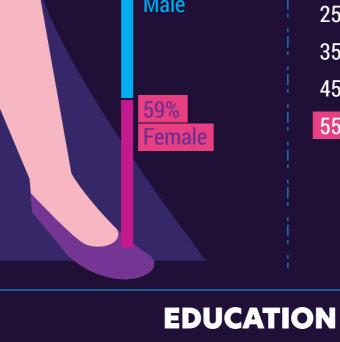
IS IMPORTANT PAY ATTENTION TO Clean spaces (79%) **Hygiene conditions** (75%)

Low Medium Divorced 2% 38% FESTIVAL PREPARATION Highlight on results with higher than All Base Have participated When choosing to which Most of them partici-Get informed about also to Neversea festivals from festival to go are pate to 5 festivals per discussions with friends influenced by the artists year (58%), with a

(86%) and the entire

experience (37%).





FESTIVAL PREPARATION Highlight on results with higher than All Base

Get informed about

discussions with friends

44%

TICKET

The festivals are a escaping way

(96%) & During the day I return to the

**AGE** 

16-24

25-34

35-44

from our day to day life/routine

city and visit other tourist sights

festivals from

(44%).

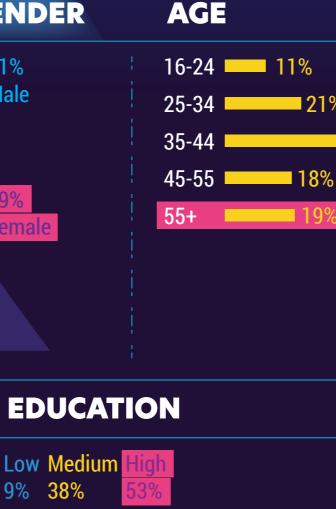
**59%** 

(59%) and street

billboards/posters

**GENDER** 

9% 38%



When choosing to which

location (41%), distance

from the city where they

live (44%) and the entire

**IS IMPORTANT** 

Socialize (14%), be

present to the festival

(11%) and relax (8%).

(81%)

**26%** 

22%

**EDUCATION** 

Low Medium High

5% 44%

FESTIVAL PREPARATION Highlight on results with higher than All Base

Get informed about

discussions with friends

(67%), Facebook events

festivals from

45-55 28%

41%

festival to go are

influenced by the

experience (24%).

GEORGE ENESCU

FESTIVAL PERSONA



**PAY ATTENTION TO** 

Respecting the program

(69%)

Significantly higher than All base

**HOUSEHOLD INCOME** 

**MARITAL STATUS** 

Divorced

10%

Most of them

per year (40%).

40%

Clean spaces (86%)

Significantly higher than All base

**1**%

Hygiene conditions (79%)

**PAY ATTENTION TO** 

Respecting the program (80%)

participate to 2 festivals

1000-2000 RON \_\_\_\_\_\_10%

< 1000 RON

2000-3000 RON

3000-4000 RON

4000-5000 RON

> 6000 RON

5000-6000 RON = 3%

Single Married

27%

When choosing to which

(88%) and distance from

festival to go are

influenced by artists

Location (59%)

Free wireless (37%)



To the festival take their

personal car (62%) and

stay at a hotel (30%) or

most of them stay only

one day that's why they

(20%).

62%

don't need accommodation

30%

the city where they live pages (66%) and events websites (43%). (47%). 43% ROCKSTADT 66% 88% 47% **TICKETS IS IMPORTANT** Listen to good music (28%) Participants to Folk You buy the tickets and socialize (21%).

At the festival I meet people all

23%

16-24

25-34

35-44

55+

45-55 10%

12%

friends (74%), Facebook

events pages (69%) and

events websites (58%).

**IS IMPORTANT** 

1 out of 2 respondents

declared they just want to

74%

have FUN.

66%

**HOUSEHOLD INCOME** < 1000 RON 1000-2000 RON 2000-3000 RON 3000-4000 RON 4000-5000 RON 5000-6000 RON — 4% > 6000 RON I don't know/ No answer

10% **3**% Divorced 3%

53%

Clean spaces (90%)

Hygiene conditions (84%)

Safety measures (65%)

Parking spaces (61%)

**PAY ATTENTION TO** 

12%

74% 25%

friend's house (16%).

around the world (95%) & I participate at the festivals to dance and sing my favorite songs (88%) AFTERHILLS PERSONA **GENDER AGE** 

**CHILDREN EDUCATION MARITAL STATUS** Low Medium With Married children 3% 27% 48% 43% FESTIVAL PREPARATION Highlight on results with higher than All Base When choosing to which Have participated Get informed about Most of them To the festival take their also to Untold (66%), festivals from friends festival to go are participate to more than personal car (74%) and influenced by artists 3 festivals per year Neversea (52%), stay at a rented posts on Facebook (92%), location type Electric Castle (42%) (77%), discussions with (53%). apartment (25%) or at a

(43%) and who will join

from the friends group

43%

(40%).