

LOVE MUSIC, ARTS AND CULTURE



Urbanites have had a busy 12 months going to....:

61% Concerts/Gigs

51% Museum

35% Art Gallery

25% A play

51% Tourist Attractions

76% The Cinema



1 in 5 are heading to a festival this year

- 43% Camp at festivals
- 33% Going for one day
- 30% Stay in hotel/B&B nearby



Festivals urbanites are going to this year:



Don't forget the popcorn!

16% go to the cinema once a month

42% go every couple of months

35% go once or twice a year

Favourite Genres:

21% Comedy

15% Thriller

18% Science Fiction

14% Action



4% of urbanites have turned up to an event on the wrong day



41% never skip the support act at a gig



36% have smuggled alcohol into a festival



QUEEN

BOWIE

ELVIS

GEORGE MICHAEL

COLDPLAY