

Festival Littering

Green Music Australia

Survey Analysis
March 2019

As the festival scene in Australia continues to grow so too does the garbage pile

Australian Festivals

> **23 Mn**

People attended live events
(2017)

> **850,000**

People attended music
festivals (2017)

> **\$100 Mn**

In music festival ticket revenue
(2017)

50%

Of festival litter is generated
from the campsite

Survey

> **880**

People were surveyed at Falls
Festival (Lorne), Party in the
Paddock and Unify Gathering

28

Questions were asked to each
person surveyed

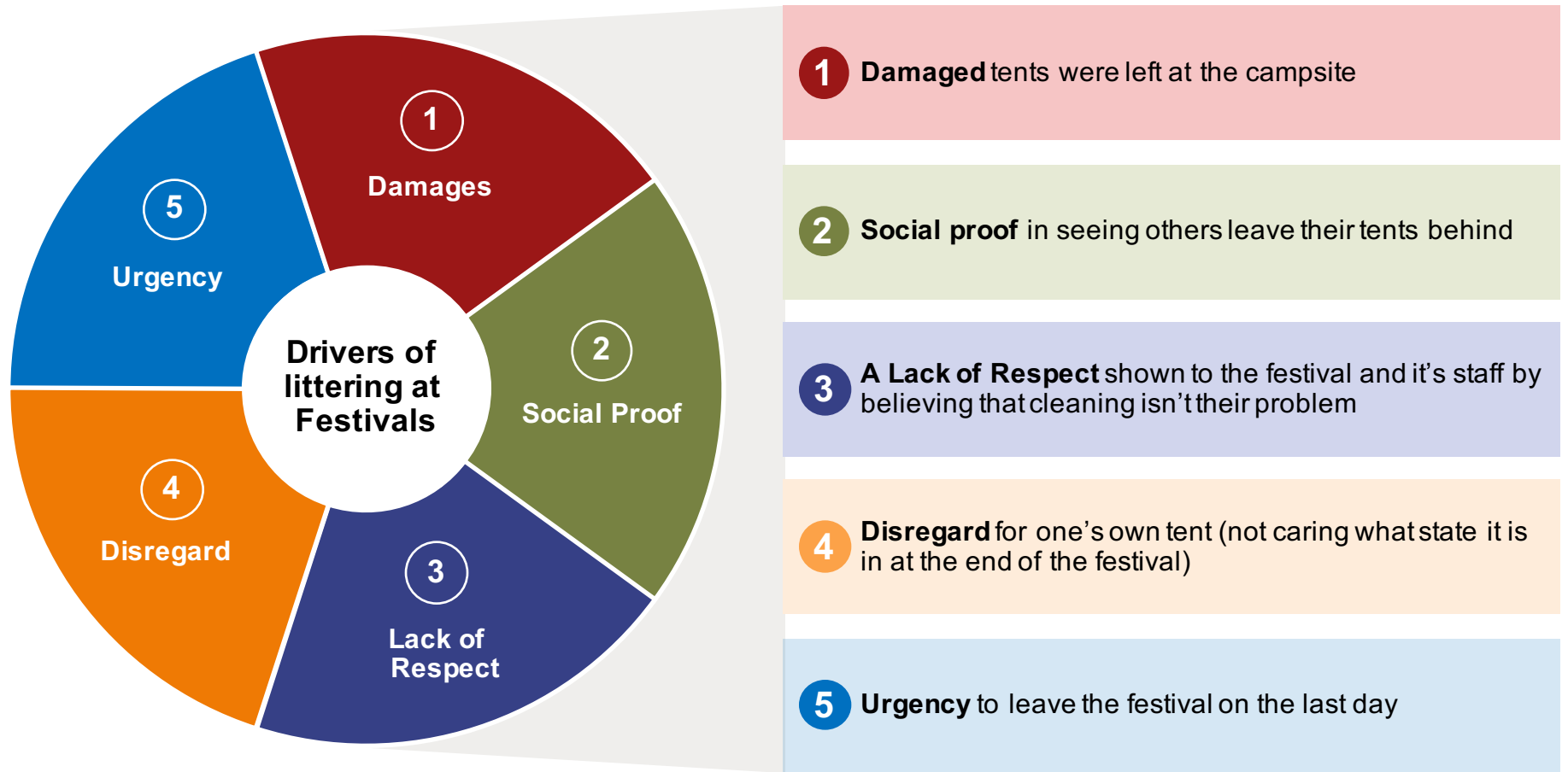
11

Drivers were hypothesised
before the survey

5

Drivers were identified as
leading causes for campsite
littering

5 Main Drivers were identified to be the cause



These 5 were found to be the most impactful across all three festivals surveyed

Driver	Impact			Statistically Significant
	Falls	Party in the Paddock	Unify	
Damaged Tents	4	3	4	✓
Social Proof – others leaving their tents behind	4	4	3	✓
Didn't Understand The Impact	2	2	1	✓
Lack of Respect for the festival	2	2	1	✓
Disregard for one's own tent	2	2	1	✓
Urgency to leave	2	2	2	✓
Didn't know how to pack their tent	1	1	1	X
No clear "owner" of the tent	1	1	0	X
Can't be stuffed to pack up	1	0	0	X
Limited boot space	0	0	0	X

Broken tents were seen as the primary cause for littering in the campsite

Impact by Festival: Falls 4 Party in the Paddock 3 Unify 4

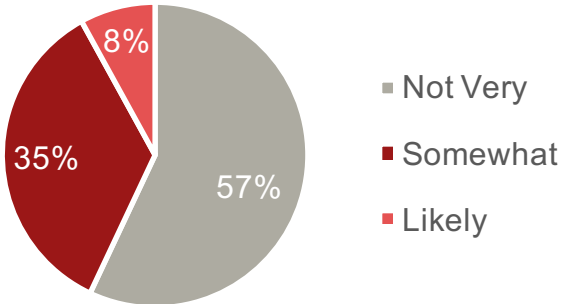


2.0x More likely to leave your damaged tent if you were from out of state

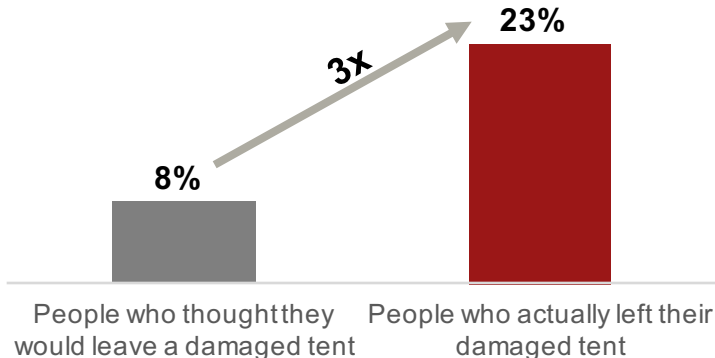
20% More likely to leave your damaged tent behind if you had attended that festival before

38% Didn't attempt to fix their broken tent

Likelihood of tent being damaged (% of people)



Tendency to leave tents behind (% of people)



Seeing other attendees leave their tents made festival goers 3 times more likely to leave their tent

Impact by Festival: Falls **4** Party in the Paddock **4** Unify **3**



Social Proof

62%

Received advice from friends on what to pack for the festival

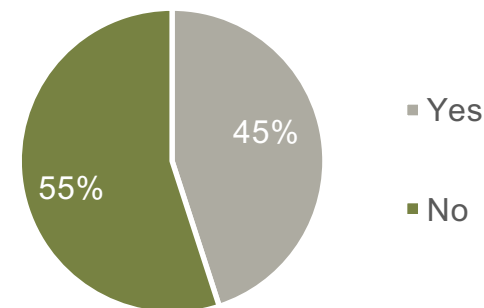
2.2x

More likely to not even attempt to fix your tent after having seen your friend leave theirs

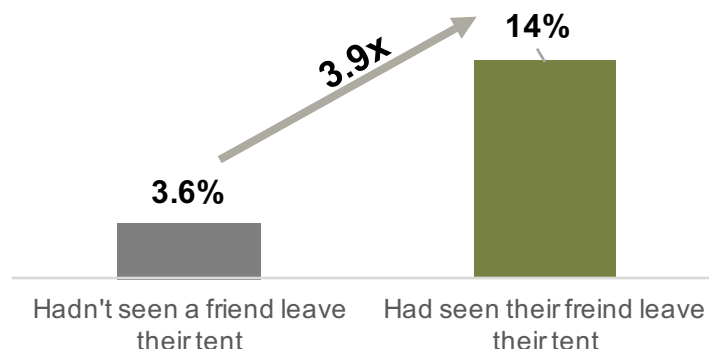
63%

Believed it wasn't their responsibility to clean if they had seen a friend leave their tent before

Had seen a friend previously leave a tent
(% of people)

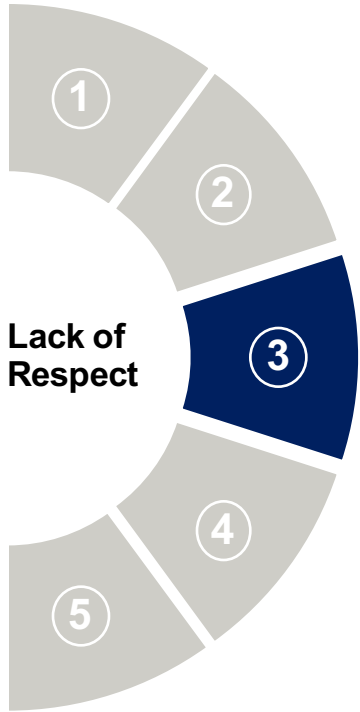


Tendency to leave tents behind
(% of people)



A lack of respect and understanding of the festivals role made attendees more likely to litter

Impact by Festival: Falls 2 Party in the Paddock 2 Unify 1



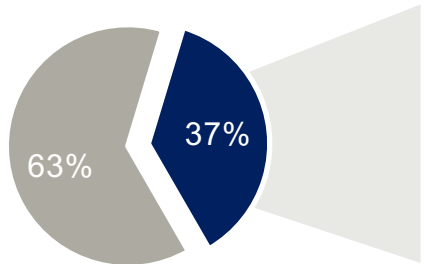
50% Of attendees think that their waste doesn't go to landfill

55% Of attendees think that it is not everyone's responsibility to clean up

20% Would pay more to have someone clean for them

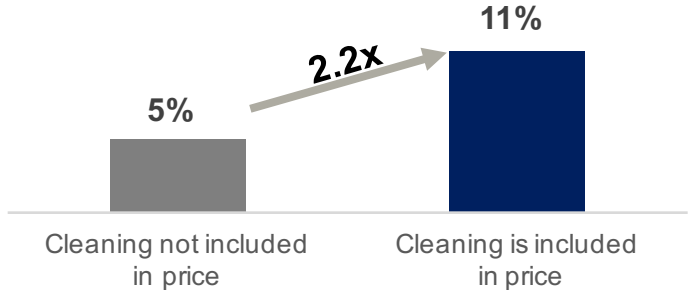
Do you think cleaning up is included in your ticket price? (% of people)

- No
- Yes



57% of "Yes" respondents had been to that festival before

Tendency to leave tents behind (% of people)



The attendees that purchased cheaper tents specifically for the festival didn't care what happened to them

Impact by Festival: Falls **2** Party in the Paddock **2** Unify **1**

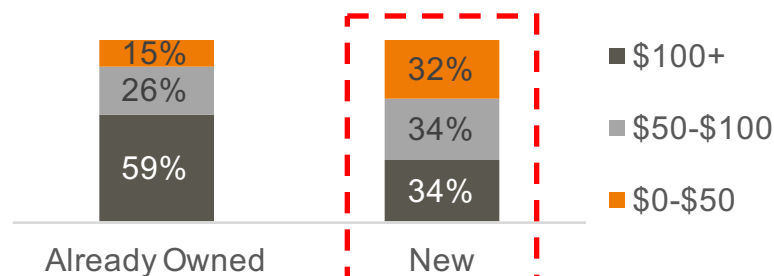


15% Of tent owners wouldn't be fussed if their tent was completely destroyed

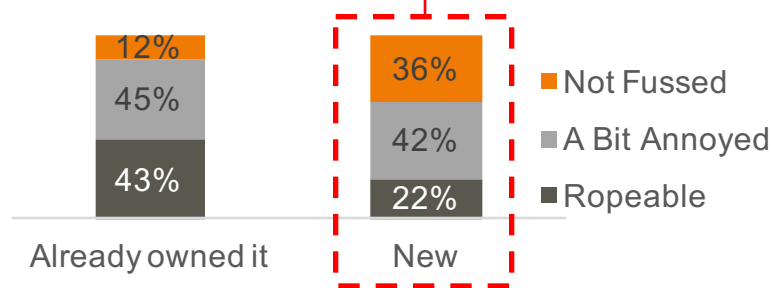
2.1x More likely to leave your tent if it was purchased for the festival

20% Purchased a new tent for the festival

Expenditure on Tent (%)



How mad would you be if your tent was destroyed? (%)



People who purchased tents for the festival typically spent less and cared less about them.

Attendees wanted to rush out on the last day meaning they were two times more likely to leave their broken tent

Impact by Festival: Falls 2 Party in the Paddock 2 Unify 2



48%

Of attendees wanted to "Get the hell out of here"

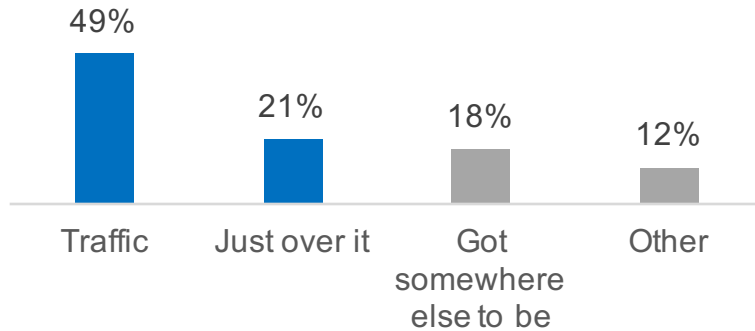
52%

Of attendees think that their tent will slow them down

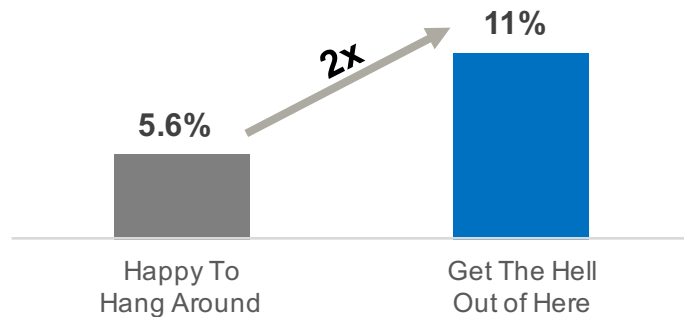
27%

Had never packed their tent up before

Reason for the urgency to leave (%)



% likelihood to leave your broken tent? (% by urgency)



To build on the success of the survey, a few changes can be made to make the results more powerful

What was done well

- 

1 Over 800 people were surveyed!
Allowed for the trends to be statistically significant
- 


2 An extensive range of questions were asked
Allowing for us to assess each of the 11 proposed drivers
- 


3 Gathered clear and consistent data across the festivals
Meaning that we did not have corrupted or inaccurate answers.
- 


4 Identified multiple drivers
Allowing for a range of solutions to be developed
- 


5 Surveyed attendees from a range of festival archetypes
The three festivals surveyed were in different locations and attract different clientele


What can be included to make it even more successful

- 

1 Introduce a more substantial baseline
“Have you ever left an item at a festival campsite”
- 

2 Incrementally change that baseline to measure change
“If an item of yours was broken would you leave it at the campsite”
- 

3 Give respondents a scale to answer from
If your tent was damaged how likely would you be to leave it behind (1 = Definitely not 10 = Definitely)
- 

4 Gather more demographic data
Age, sex, etc.
- 

5 Provide framing for the responsee
If you purchased your tent new for the festival would your intention be to.. ?