

FESTIVALS

URBAN

(Used as proxy for full London buses)

(Not 100% due to walking and cycling)

Location: London		Car, % total audience (occupancy 2)	Car return miles for half audience	Car return miles for half audience	Dedicated coach % total audience (occupancy 50)	Coach return miles	Train, % total audience	Train return miles for half audience	Train return miles for half audience	Domestic flight % total audience	Flight return miles	
All sectors	Venue type											
	Major	5	10	10	40	100	40	100	15	2	1800	87
	Large	5	10	10	40	100	40	100	15	1	1800	86
	Medium	5	10	10	30	100	50	15	15	1	1800	86
	Small	5	10	10	30	100	50	15	15	0	0	85

(Not 100% due to walking and cycling)

Location: Everywhere else (i.e. South East England/South West England/East England/Midlands England/North England/Wales/Scotland/Northern Ireland/outside UK)		Car, % total audience (occupancy 2)	Car return miles for half audience	Car return miles for half audience	Dedicated coach % total audience (occupancy 50)	Coach return miles	Train, % total audience	Train return miles for half audience	Train return miles for half audience	Domestic flight % total audience	Flight return miles	
All sectors	Venue type											
	Very large	40	100	50	30	100	25	100	15	2	1800	97
	Large	40	100	50	30	50	25	100	15	1	1800	96
	Medium	40	30	15	30	50	25	15	15	1	1800	96
	Small	40	30	15	30	25	25	15	15	0	0	95

PERI-URBAN

(Used as proxy for full London buses)

(Not 100% due to walking and cycling)

Location: London		Car, % total audience (occupancy 2)	Car return miles for half audience	Car return miles for half audience	Dedicated coach % total audience (occupancy 50)	Coach return miles	Train, % total audience	Train return miles for half audience	Train return miles for half audience	Domestic flight % total audience	Flight return miles	
All sectors	Venue type											
	Major	20	50	25	50	100	25	100	15	2	1800	97
	Large	20	50	25	50	100	25	100	15	1	1800	96
	Medium	20	10	10	45	100	25	15	15	1	1800	91
	Small	20	10	10	45	100	25	15	15	0	0	90

(Not 100% due to walking and cycling)

Location: Everywhere else (i.e. South East England/South West England/East England/Midlands England/North England/Wales/Scotland/Northern Ireland/outside UK)		Car, % total audience (occupancy 2)	Car return miles for half audience	Car return miles for half audience	Dedicated coach % total audience (occupancy 50)	Coach return miles	Train, % total audience	Train return miles for half audience	Train return miles for half audience	Domestic flight % total audience	Flight return miles	
All sectors	Venue type											
	Very large	40	200	100	18	150	38	100	50	2	1800	98
	Large	40	200	100	18	150	38	100	50	1	1800	97
	Medium	40	100	50	18	100	38	100	50	1	1800	97
	Small	40	50	25	18	25	38	50	25	0	0	96

GREENFIELD

(Not 100% due to walking and cycling)

Location: Everywhere (i.e. London/South East England/South West England/East England/Midlands England/North England/Wales/Scotland/Northern Ireland/outside UK)		Car, % total audience (occupancy 2)	Car return miles for half audience	Car return miles for half audience	Dedicated coach % total audience (occupancy 50)	Coach return miles	Train, % total audience	Train return miles for half audience	Train return miles for half audience	Domestic flight % total audience	Flight return miles	
All sectors	Venue type											
	Major	70	300	150	15	300	13	300	150	2	1800	100
	Large	70	300	150	15	300	13	300	150	1	1800	99
	Medium	70	200	100	15	200	13	200	100	1	1800	99
	Small	70	50	25	15	25	13	50	25	0	0	98