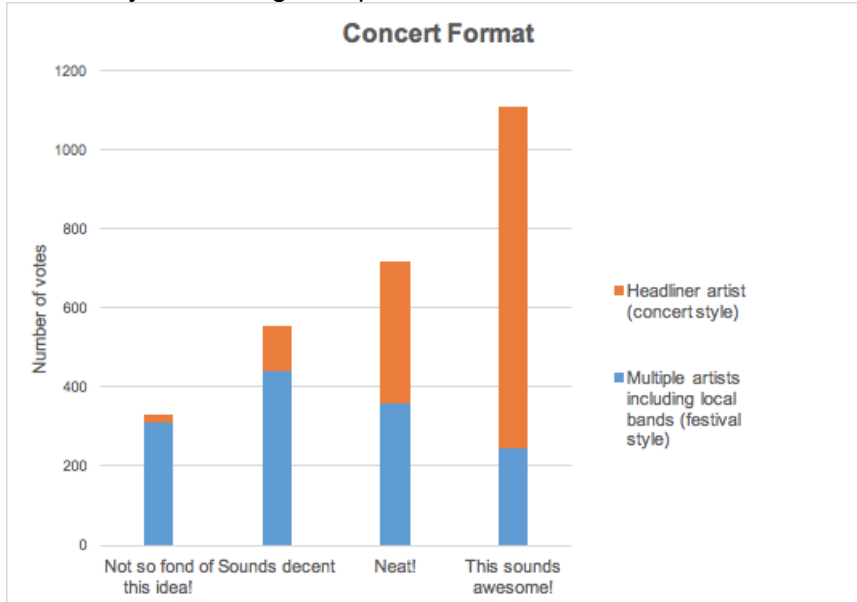


[UA Events] SpringFEST 2017 Survey Results

General Concert Format

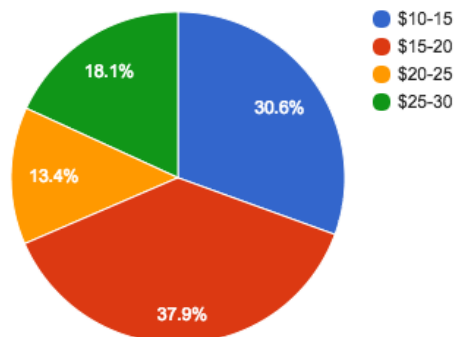
There was a strong preference for the traditional concert format of having a main headliner artist over a festival style featuring multiple artists.



Cost of Tickets

68.5% of responders are willing to pay up to \$10-20 for Spring Fest.

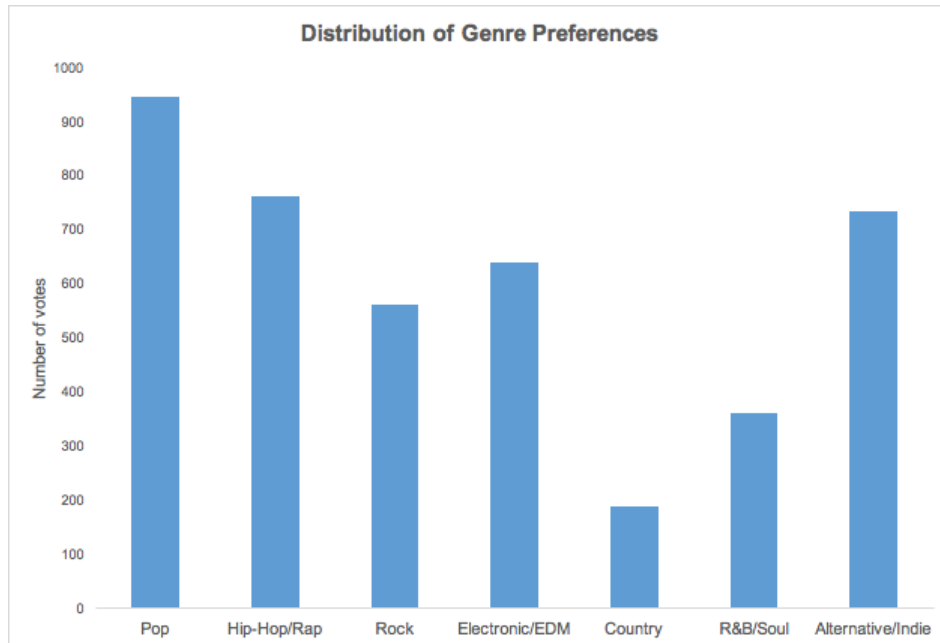
Amount Willing to Pay for Spring Fest



Top Genres

The top four genres picked were:

1. Pop
2. Hip-hop/Rap
3. Alternative Indie
4. Electronic/EDM



Pop

The top artists selected were:

1. Beyonce
2. Maroon 5
3. Twenty One Pilots

Answer	%	Count
Beyoncé	66.34%	611
Sia	51.57%	475
Rihanna	51.79%	477
Adele	48.21%	444
Alessia Cara	21.72%	200
Maroon 5	60.69%	559
OneRepublic	49.51%	456
Justin Bieber	30.29%	279
Shawn Mendez	24.86%	229
Selena Gomez	26.93%	248
Twenty One Pilots	53.85%	496
Total	100%	921

Hip-hop/Rap

The top artists selected were:

1. Kendrick Lamar
2. Drake
3. Kanye West

Answer	%	Count
Chance the Rapper	60.35%	443
Drake	67.57%	496
Kanye West	65.26%	479
Jay Z	36.92%	271
Big Sean	22.62%	166
J Cole	43.05%	316
Kendrick Lamar	67.98%	499
Wiz Khalifa	24.66%	181
Future	28.47%	209
Lil Wayne	26.57%	195
Total	100%	734

Alternative/Indie

The top artists selected were:

1. Vampire Weekend
2. Two Door Cinema Club
3. Young the Giant

Answer	%	Count
Matt & Kim	27.99%	194
Brand New	5.92%	41
Hudson Taylor	2.60%	18
Clean Bandit	22.51%	156
OK Go	28.57%	198
Young the Giant	47.33%	328
Vampire Weekend	53.39%	370
Two Door Cinema Club	49.21%	341
MGMT	49.78%	345
Sleigh Bells	6.06%	42
Total	100%	693

Electronic/EDM:

The top artists selected were:

1. The Chainsmokers
2. Calvin Harris
3. Major Lazer

Answer	%	Count
Major Lazer	53.11%	324
Calvin Harris	62.46%	381
Kaskade	16.07%	98
DJ Snake	37.70%	230
The Chainsmokers	74.59%	455
Skrillex	25.57%	156
Axwell	7.54%	46
Krewella	14.10%	86
Zedd	47.05%	287
Flume	51.31%	313
Kuge	1.97%	12
Jack U	19.18%	117
Tiesto	29.51%	180
Avicii	55.57%	339
Diplo	34.75%	212
Total	100%	610

Rock

The top artists selected were:

1. Coldplay
2. Arctic Monkeys
3. Red Hot Chili Peppers

Answer	%	Count
Hozier	37.97%	202
Fall Out Boy	49.62%	264
Coldplay	58.27%	310
St. Vincent	10.53%	56
Red Hot Chili Peppers	53.95%	287
U2	25.19%	134
Paramore	34.77%	185
Bastille	42.11%	224

Arctic Monkeys	55.83%	297
KONGOS	13.72%	73
Total	100%	532

R&B/Soul

The top artists selected were:

1. The Weeknd
2. Frank Ocean
3. John Legend

Answer	%	Count
August Alsina	10.26%	35
Frank Ocean	62.17%	212
Pharell Williams	41.94%	143
Jhene Aiko	29.91%	102
Sam Smith	48.68%	166
Sevyn Streeter	6.16%	21
Jeremih	18.48%	63
The Weeknd	69.50%	237
Tinashe	22.87%	78
John Legend	52.79%	180
Total	100%	341

Country

The top artists selected were:

1. Taylor Swift
2. Luke Bryan
3. Florida Georgia Line

Answer	%	Count
Lydia Loveless	2.82%	5
Carrie Underwood	54.24%	96
Taylor Swift	63.84%	113
Lady Antebellum	45.20%	80
Sugarland	19.77%	35
Josh Turner	18.08%	32
Luke Bryan	58.76%	104
Gavin DeGraw	29.38%	52
Florida Georgia Line	58.19%	103
Total	100%	177