

SINGAPORE



INDONESIA



Stadium surfers:

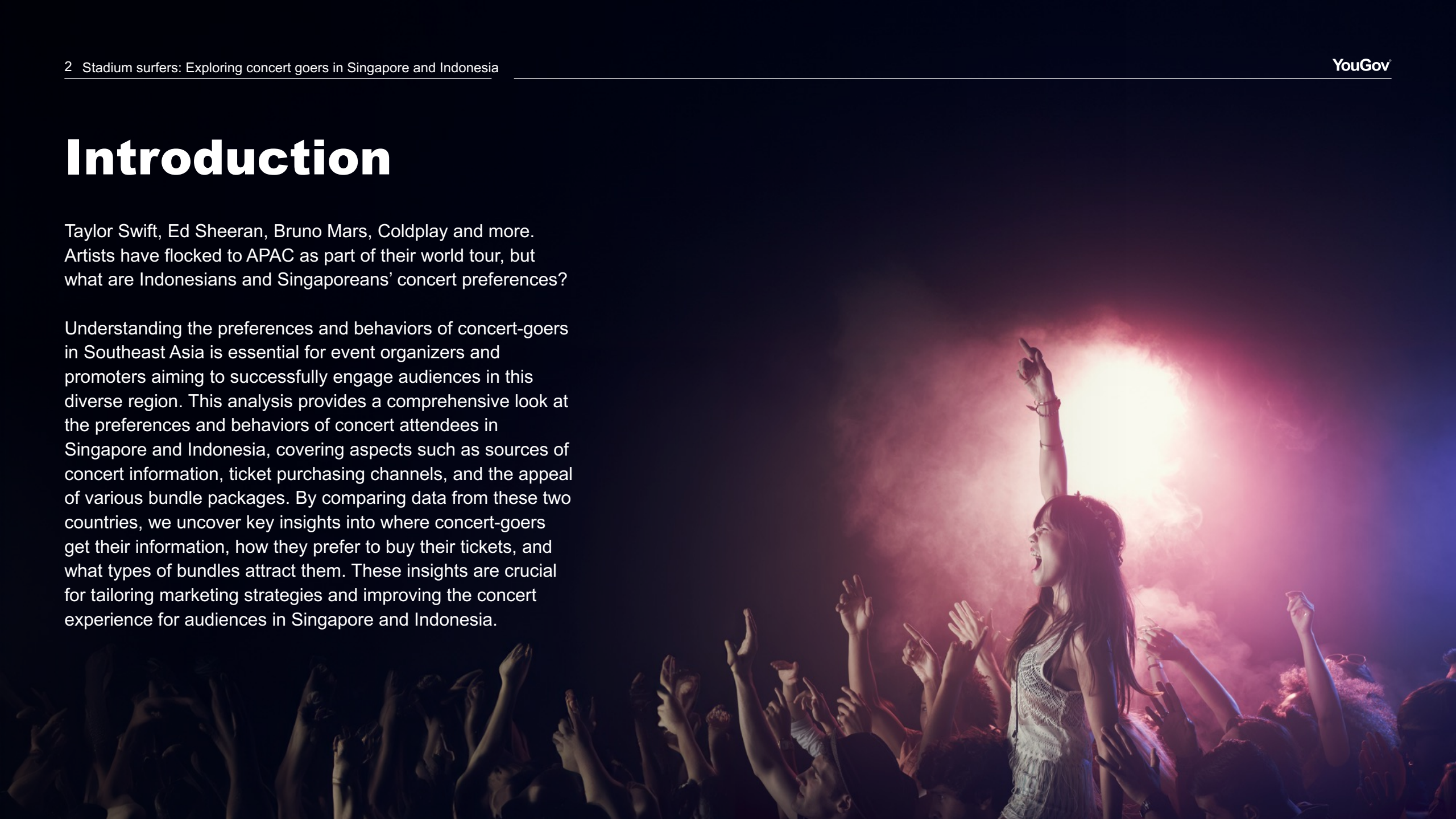
Exploring the profiles of concert goers in Singapore & Indonesia



Introduction

Taylor Swift, Ed Sheeran, Bruno Mars, Coldplay and more. Artists have flocked to APAC as part of their world tour, but what are Indonesians and Singaporeans' concert preferences?

Understanding the preferences and behaviors of concert-goers in Southeast Asia is essential for event organizers and promoters aiming to successfully engage audiences in this diverse region. This analysis provides a comprehensive look at the preferences and behaviors of concert attendees in Singapore and Indonesia, covering aspects such as sources of concert information, ticket purchasing channels, and the appeal of various bundle packages. By comparing data from these two countries, we uncover key insights into where concert-goers get their information, how they prefer to buy their tickets, and what types of bundles attract them. These insights are crucial for tailoring marketing strategies and improving the concert experience for audiences in Singapore and Indonesia.



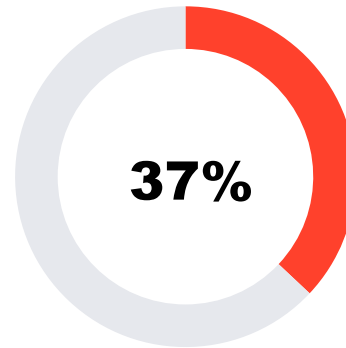
Who are the concert goers?

37% of Singaporeans have purchased concert tickets in the past two years. Whereas **46%** of Indonesians have purchased concert tickets in the past two years.

54% of concert goers in Singapore are Gen Z, while **51%** are Millennials. **48%** of concert goers in Indonesia are Gen Z and Millennials.

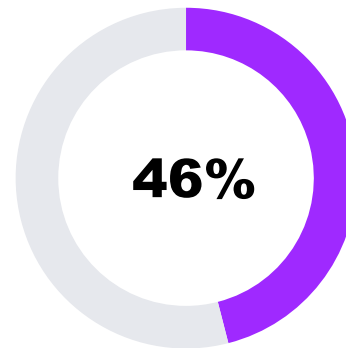
43% of concert goers in Singapore are working full time, and **44%** are full time student. However, more than half of concert goers in Indonesia are working full time (**52%**) and working part time (**54%**).

Singapore



■ Yes ■ No

Indonesia



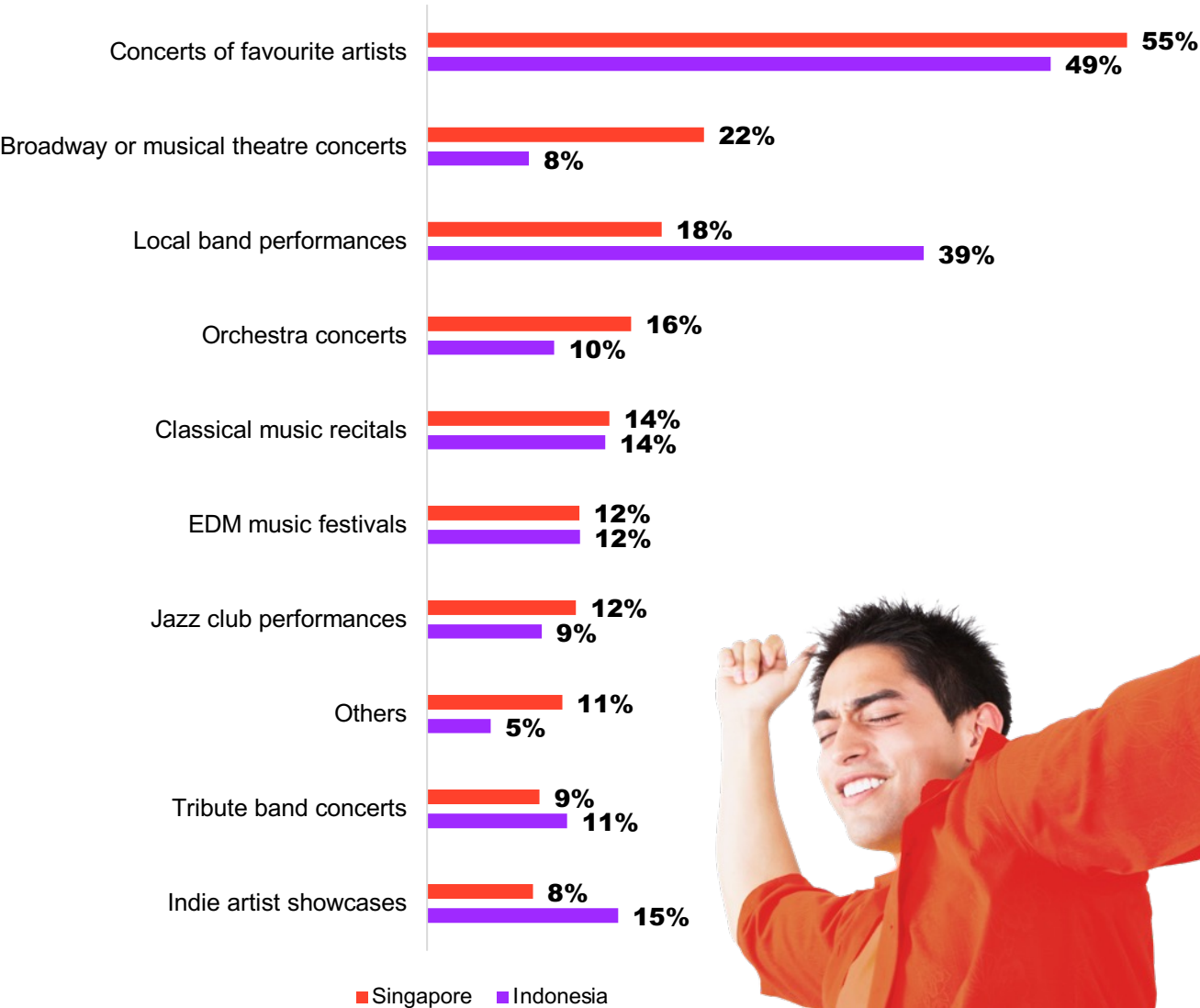
■ Yes ■ No



Interest in music

In Singapore, the top preference is for concerts of favorite artists, with **55%** of respondents favoring these events. This is followed by Broadway or musical theatre concerts at **22%**, showing a significant interest in theatrical performances. Local band performances, orchestra concerts, and classical music recitals also have a notable audience, reflecting a diverse range of musical interests.

In Indonesia, while concerts of favorite artists also top the list at **49%**, there is a much stronger preference for local band performances, with **39%** of respondents showing interest. This indicates a robust support for domestic talent. Indie artist showcases are also more popular in Indonesia compared to Singapore



Willingness to travel

In Singapore, **32%** of concert goers are willing to travel abroad to watch a concert, similarly **37%** of Indonesians are willing to travel abroad. Millennials in Singapore are more likely to be more willing to travel abroad (**45%** vs **38%**), whereas in Indonesia, Gen Z are more willing to travel abroad compared to Millennials (**42%** vs **37%**)

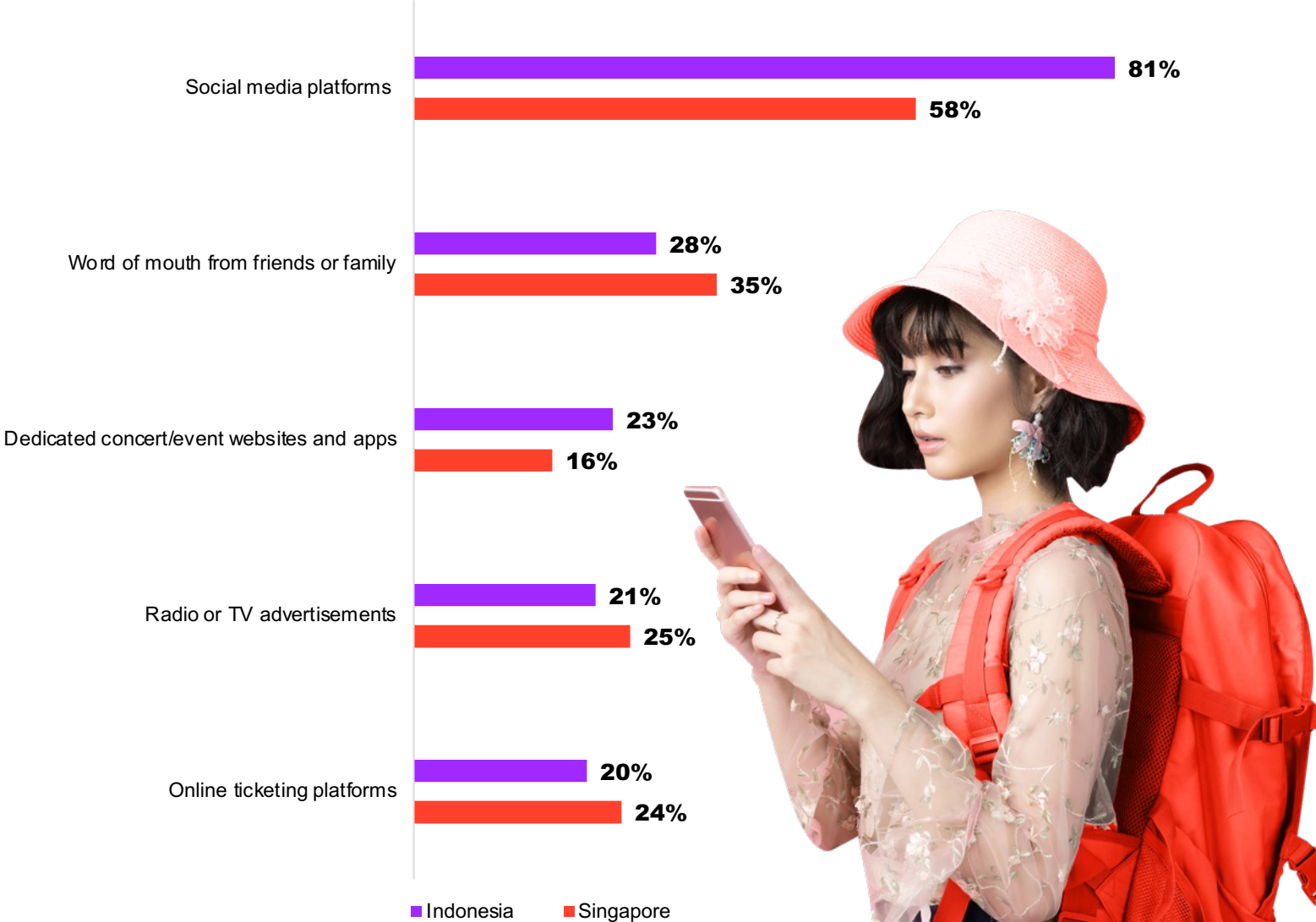
However, Indonesians are more willing to travel to another city domestically to watch a concert.



Sources of information

Concert-goers in Indonesia and Singapore rely on various sources to stay updated on music events, with notable differences between the two countries. In Indonesia, social media platforms dominate as the primary source of concert information, with **81%** of respondents using them. This contrasts with Singapore, where **58%** rely on social media, indicating its significant but relatively lower impact compared to Indonesia.

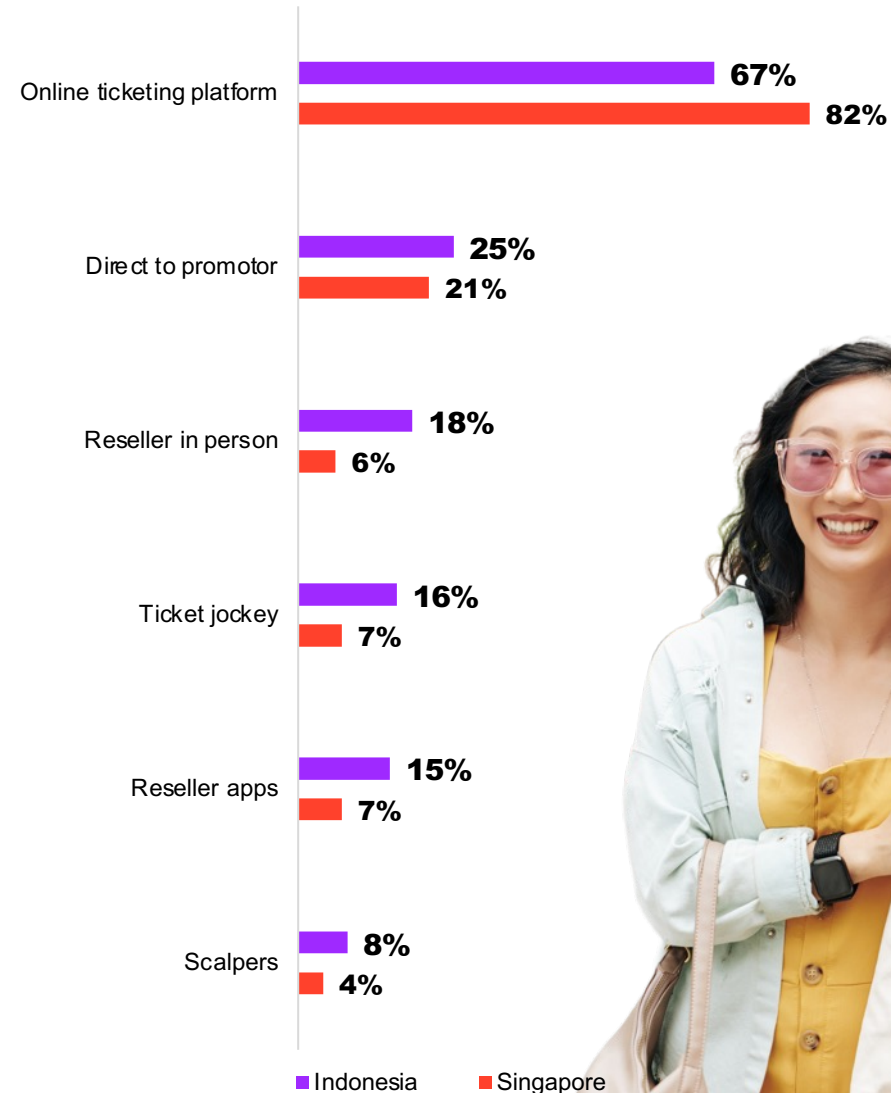
Word of mouth is a stronger source in Singapore (**35%**) than in Indonesia (**28%**), highlighting the importance of personal recommendations in Singapore.



Purchase channels

When it comes to purchasing concert tickets, concert-goers in Indonesia and Singapore show distinct preferences across various channels. In Singapore, online ticketing platforms are the most popular, with **82%** of respondents using them to secure their tickets. This preference underscores the strong trust and reliance on digital platforms for ticket purchases in Singapore.

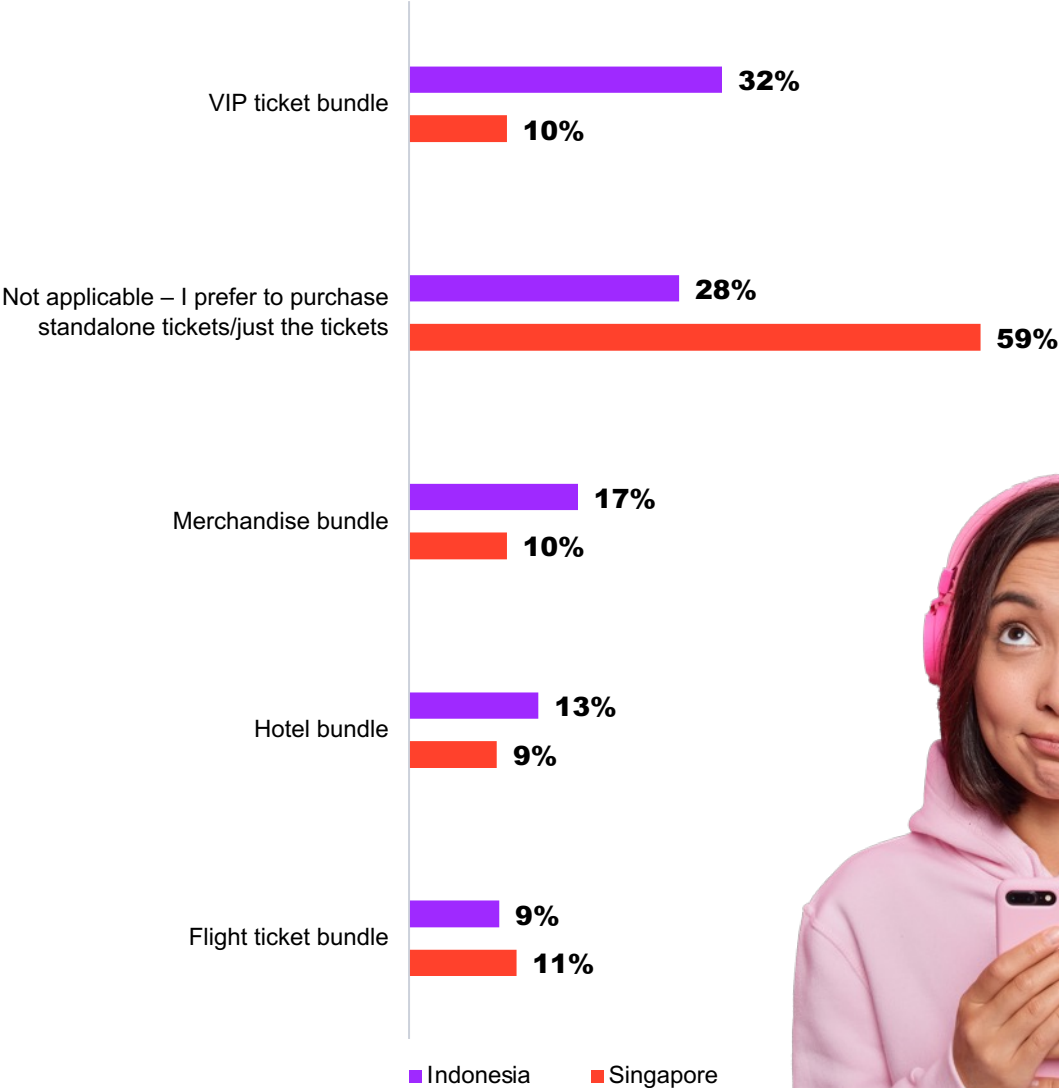
In Indonesia, online ticketing platforms are also the leading choice but to a lesser extent, with **67%** of respondents opting for this method. Additionally, a notable **25%** of Indonesian concert-goers purchase tickets directly from promoters, compared to **21%** in Singapore.



Preference for bundled tickets

In Indonesia, VIP ticket bundles are particularly popular, with **32%** of respondents opting for these exclusive packages. Conversely, only **10%** of Singaporean concert-goers prefer VIP bundles, indicating a lower demand for premium experiences in Singapore.

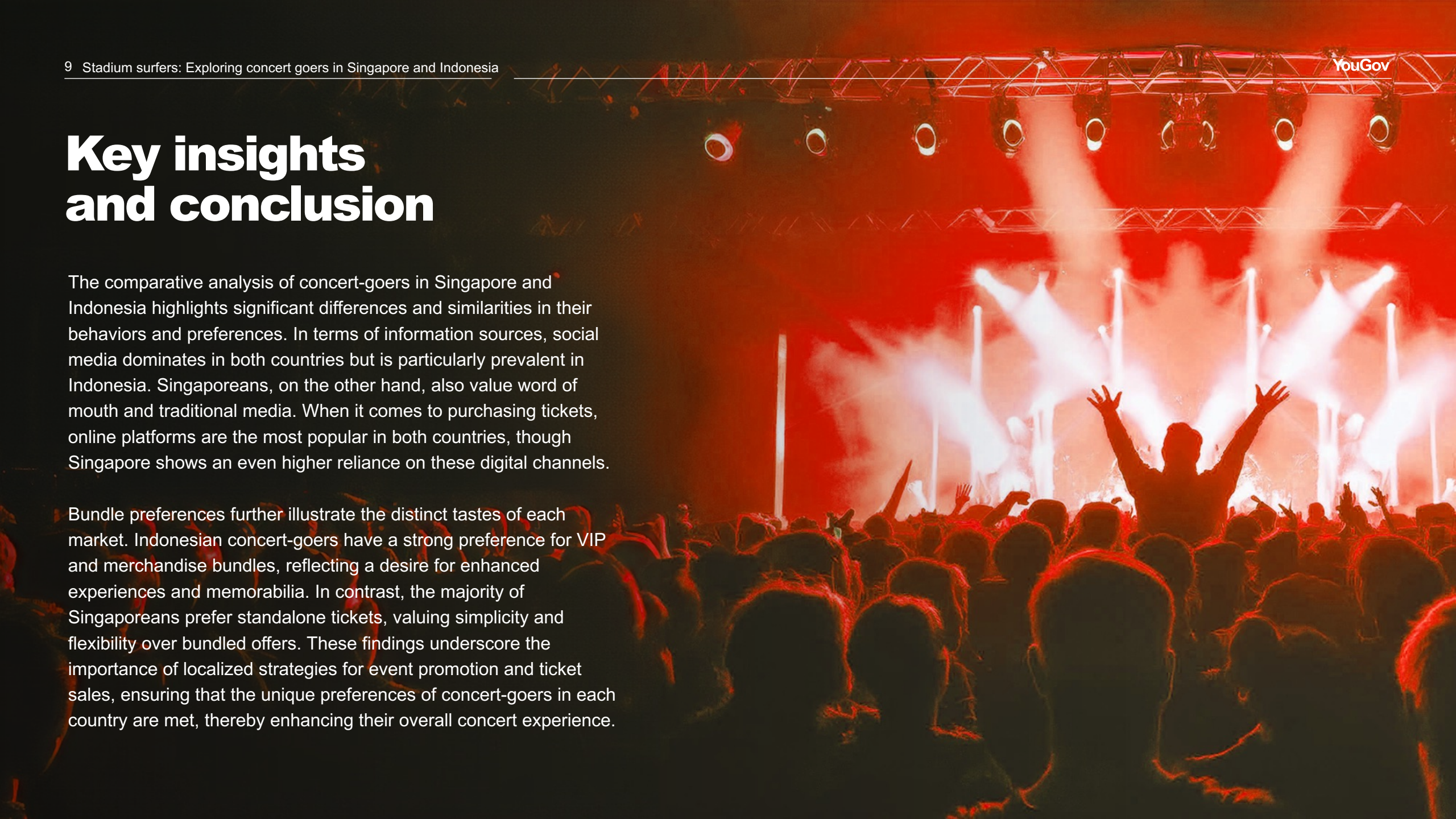
In Singapore, a significant majority (**59%**) prefer to purchase standalone tickets, highlighting a strong inclination towards simplicity and flexibility. This contrasts sharply with Indonesia, where only **28%** prefer standalone ticket purchases, suggesting a greater openness to bundled offerings.



Key insights and conclusion

The comparative analysis of concert-goers in Singapore and Indonesia highlights significant differences and similarities in their behaviors and preferences. In terms of information sources, social media dominates in both countries but is particularly prevalent in Indonesia. Singaporeans, on the other hand, also value word of mouth and traditional media. When it comes to purchasing tickets, online platforms are the most popular in both countries, though Singapore shows an even higher reliance on these digital channels.

Bundle preferences further illustrate the distinct tastes of each market. Indonesian concert-goers have a strong preference for VIP and merchandise bundles, reflecting a desire for enhanced experiences and memorabilia. In contrast, the majority of Singaporeans prefer standalone tickets, valuing simplicity and flexibility over bundled offers. These findings underscore the importance of localized strategies for event promotion and ticket sales, ensuring that the unique preferences of concert-goers in each country are met, thereby enhancing their overall concert experience.



Thank you

Living consumer intelligence | yougov.com/business

YouGov, 2024, all rights reserved. All materials contained herein are protected by copyright laws. Any storage, reproduction or distribution of such materials, in whole or in part, in any form without the prior written permission of YouGov is prohibited. This information (including any enclosures and attachments) is propriety and confidential and has been prepared for the exclusive use and benefit of the addressee(s) and solely for the purpose for which it is provided. We make no representations, warranties or guarantees, whether express or implied, that the information is accurate, complete or up to date. We exclude all implied conditions, warranties, representations or other terms that may apply and we will not be liable to you for any loss or damage, whether in contract, tort (including negligence), breach of statutory duty, or otherwise, even if foreseeable, arising under or in connection with use of or reliance on the information. We do not exclude or limit in any way our liability to you where it would be unlawful to do so.