

Gig ticket prices

Fieldwork: 4th - 7th November 2022

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

IT_q1. Changing the subject... Thinking about live music concerts...How regularly, if ever, do you pay to attend live music concerts in person?

Unweighted base	2057	965	1092	205	308	377	282	885
Base: All UK Adults	2057	998	1059	228	312	379	280	858
Very regularly	3%	3%	3%	5%	3%	3%	3%	2%
Fairly regularly	11%	11%	11%	19%	13%	10%	12%	8%
Not very regularly	46%	43%	49%	36%	49%	54%	49%	43%
Never	37%	39%	36%	29%	31%	30%	35%	46%
Don't know	3%	3%	2%	12%	3%	2%	1%	0%

IT_q2. Do you believe the price of live music concert tickets is generally...

Unweighted base	2057	965	1092	205	308	377	282	885
Base: All UK Adults	2057	998	1059	228	312	379	280	858
Very expensive	44%	40%	48%	26%	40%	45%	50%	48%
Fairly expensive	33%	31%	35%	40%	38%	34%	31%	30%
About right	8%	9%	6%	13%	9%	7%	7%	6%
Fairly inexpensive	2%	2%	2%	5%	2%	2%	1%	0%
Very inexpensive	1%	1%	1%	1%	1%	0%	2%	1%
Don't know	12%	17%	8%	14%	10%	11%	9%	15%

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Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

IT_q3. What do you think is a fair price for a standard ticket to a large-scale arena/stadium live music concert featuring a popular act? (Please give your answer to the nearest pound in the box below).

	Unweighted base	Male	Female	18-24	25-34	35-44	45-54	55+
	1525	712	813	144	258	311	227	585
Base: All UK Adults	1523	732	791	155	260	312	224	572
5	1%	1%	-	-	0%	1%	1%	1%
6	0%	0%	-	1%	-	-	-	-
10	3%	4%	1%	3%	2%	3%	1%	3%
15	2%	3%	2%	3%	1%	3%	1%	2%
18	0%	0%	-	-	-	0%	-	-
20	7%	9%	5%	4%	4%	11%	6%	7%
22	0%	0%	-	-	0%	-	-	-
24	0%	0%	-	-	-	-	-	0%
25	9%	9%	9%	4%	7%	8%	11%	11%
26	0%	0%	0%	1%	-	-	-	0%
28	0%	-	0%	-	-	-	0%	-
29	0%	-	0%	-	-	0%	-	0%
30	14%	14%	14%	10%	16%	16%	13%	13%
34	0%	0%	-	1%	-	-	-	-
35	4%	4%	4%	3%	5%	4%	5%	5%
39	0%	0%	-	-	-	-	0%	-
40	13%	11%	14%	9%	11%	14%	17%	13%
44	0%	0%	-	1%	-	-	-	-
45	3%	3%	4%	1%	4%	4%	5%	2%
46	0%	-	0%	-	-	-	-	0%
48	0%	-	0%	-	-	-	-	0%

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	Total	Gender		Age				
		Male	Female	18-24	25-34	35-44	45-54	55+
49	0%	0%	-	-	-	0%	-	0%
50	24%	24%	24%	31%	24%	17%	23%	25%
55	0%	0%	0%	-	0%	1%	-	0%
58	0%	-	0%	1%	-	-	-	-
60	5%	5%	5%	6%	9%	4%	5%	4%
65	1%	0%	1%	1%	2%	1%	-	1%
70	3%	2%	4%	6%	5%	2%	3%	1%
75	2%	2%	2%	1%	1%	2%	2%	3%
77	0%	0%	-	-	0%	-	-	-
80	3%	2%	4%	6%	5%	3%	3%	2%
85	0%	-	1%	-	1%	0%	-	0%
90	0%	0%	1%	1%	0%	0%	0%	1%
100	3%	2%	3%	4%	2%	3%	2%	3%
120	0%	0%	0%	-	1%	0%	-	0%
125	0%	-	0%	-	0%	-	-	-
140	0%	0%	-	-	-	-	-	0%
150	1%	1%	1%	3%	0%	1%	1%	1%
170	0%	0%	-	-	-	0%	-	-
200	0%	0%	0%	1%	-	0%	0%	0%
250	0%	-	0%	-	-	-	-	0%
300	0%	0%	-	-	-	0%	-	-
400	0%	0%	-	1%	-	-	-	-

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Fieldwork: 4th - 7th November 2022

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

IT_q4. What is the most you have ever paid for a ticket to a live music concert? (Please give your answer to the nearest pound in the box below).

	Unweighted base	874	398	476	88	169	182	139	296
Base: All UK Adults who ever attend live music concerts in person		868	404	463	90	170	182	135	290
5	0%	0%	0%	0%	-	1%	-	-	1%
10	0%	0%	0%	0%	-	0%	1%	-	-
12	0%	0%	0%	0%	-	1%	1%	-	-
15	1%	1%	1%	0%	2%	1%	-	1%	1%
17	0%	0%	0%	-	-	-	1%	-	-
18	0%	-	0%	0%	-	-	-	-	0%
20	2%	2%	2%	1%	-	4%	3%	1%	1%
22	0%	0%	0%	-	-	-	-	-	0%
25	2%	2%	2%	1%	1%	-	1%	1%	3%
28	0%	0%	0%	-	-	1%	-	-	-
30	4%	6%	6%	2%	5%	4%	4%	1%	4%
33	0%	-	0%	0%	-	-	0%	-	0%
34	0%	0%	0%	-	-	-	-	1%	-
35	2%	2%	2%	1%	4%	1%	2%	1%	2%
36	0%	0%	0%	-	-	-	-	-	0%
38	0%	-	0%	0%	-	-	-	-	1%
39	0%	-	0%	0%	-	-	-	-	0%
40	4%	5%	5%	3%	4%	2%	7%	3%	4%
42	0%	-	0%	0%	1%	1%	-	-	-
43	0%	0%	0%	-	2%	-	-	-	-
45	3%	3%	3%	2%	2%	3%	2%	1%	3%

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	Total	Gender		Age				
		Male	Female	18-24	25-34	35-44	45-54	55+
46	0%	0%	-	-	-	-	-	0%
47	0%	-	0%	-	-	-	1%	-
48	0%	0%	-	-	-	-	-	0%
50	7%	6%	7%	7%	5%	6%	9%	7%
55	2%	2%	2%	1%	2%	-	3%	3%
56	0%	-	0%	-	-	-	1%	-
57	0%	-	0%	-	-	1%	-	0%
58	0%	1%	0%	-	-	1%	1%	0%
59	0%	-	0%	-	-	-	-	0%
60	6%	5%	6%	7%	9%	6%	4%	4%
63	0%	-	0%	-	-	0%	-	-
65	2%	2%	3%	1%	1%	3%	2%	3%
67	0%	0%	0%	1%	1%	-	-	-
68	0%	-	0%	-	-	-	-	0%
69	0%	1%	-	-	-	1%	1%	-
70	3%	3%	2%	1%	3%	5%	3%	1%
74	0%	-	0%	-	-	-	-	0%
75	5%	6%	4%	2%	3%	3%	7%	7%
76	0%	0%	0%	-	1%	-	-	0%
80	7%	7%	8%	5%	9%	7%	11%	6%
83	0%	-	0%	1%	-	-	-	-
85	3%	2%	3%	3%	2%	2%	3%	2%
86	0%	-	0%	-	-	0%	-	-
89	0%	0%	0%	-	1%	-	-	-
90	6%	5%	7%	12%	9%	6%	3%	4%
91	0%	-	0%	-	-	-	1%	-

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	Total	Gender		Age				
		Male	Female	18-24	25-34	35-44	45-54	55+
95	2%	1%	2%	1%	2%	3%	1%	1%
97	0%	-	0%	-	1%	-	-	-
98	0%	0%	0%	-	1%	-	-	-
99	0%	0%	1%	-	1%	-	-	1%
100	9%	8%	10%	9%	6%	11%	8%	10%
105	0%	-	0%	-	1%	-	-	0%
110	2%	3%	2%	3%	3%	2%	2%	2%
111	0%	0%	-	-	-	-	1%	-
115	0%	0%	0%	-	-	-	1%	0%
119	0%	-	0%	-	-	-	-	0%
120	6%	7%	6%	5%	7%	6%	8%	5%
125	2%	2%	1%	-	-	1%	1%	4%
130	1%	1%	1%	-	1%	1%	1%	1%
135	0%	0%	1%	-	1%	-	1%	1%
140	1%	0%	1%	2%	-	1%	-	1%
150	3%	2%	3%	5%	4%	2%	3%	2%
151	0%	0%	-	-	1%	-	-	-
160	0%	0%	0%	-	1%	-	-	0%
170	0%	0%	0%	-	1%	1%	-	-
172	0%	0%	-	-	-	-	1%	-
173	0%	0%	-	-	-	1%	-	-
175	0%	-	1%	-	-	-	1%	1%
178	0%	-	0%	1%	-	-	-	-
180	1%	1%	1%	2%	-	2%	1%	0%
190	0%	1%	0%	-	-	1%	1%	0%
195	0%	-	0%	-	-	-	-	0%

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	Total	Gender		Age				
		Male	Female	18-24	25-34	35-44	45-54	55+
199	0%	0%	-	-	-	-	-	0%
200	3%	4%	3%	5%	5%	3%	4%	2%
210	0%	-	0%	-	-	1%	1%	-
219	0%	0%	-	-	1%	-	-	-
220	0%	1%	-	-	-	1%	1%	-
225	0%	0%	-	-	-	1%	-	-
228	0%	0%	-	-	-	-	-	0%
230	0%	0%	-	-	-	-	-	0%
235	0%	-	0%	-	-	0%	-	-
240	0%	-	0%	-	-	-	1%	-
250	1%	0%	2%	3%	-	1%	1%	2%
255	0%	-	0%	1%	-	-	-	-
280	0%	-	0%	-	-	-	1%	-
300	1%	1%	1%	1%	1%	1%	1%	2%
325	0%	-	0%	-	-	1%	-	-
345	0%	-	0%	-	-	-	-	0%
350	0%	0%	0%	-	1%	-	1%	1%
360	0%	-	0%	-	-	1%	-	-
400	0%	-	0%	-	-	-	-	1%
450	0%	0%	0%	-	-	1%	1%	0%
500	0%	0%	0%	-	1%	-	-	1%
620	0%	-	0%	1%	-	-	-	-
700	0%	-	0%	-	1%	-	-	-
998	0%	-	0%	-	-	-	-	0%
1200	0%	-	0%	-	-	-	-	0%

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Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

IT_q5. Within the last five years (i.e. since November 2017)...How often, if at all, has the price of a ticket prevented you from attending a live music concert? (If you have not wanted to attend a live music concert in the last five years, please choose the not applicable option)

Unweighted base	2057	965	1092	205	308	377	282	885
Base: All UK Adults	2057	998	1059	228	312	379	280	858
Frequently	18%	15%	20%	17%	19%	21%	21%	15%
Occasionally	23%	22%	24%	25%	29%	28%	26%	17%
Rarely	10%	10%	11%	17%	12%	13%	9%	8%
Never	9%	11%	7%	7%	8%	7%	8%	11%
Don't know/can't recall	6%	7%	6%	11%	6%	6%	5%	6%
Not applicable - I have not wanted to attend a live music concert in the last five years	34%	35%	32%	23%	26%	26%	32%	43%

IT_q6. Have you ever bought a live music concert ticket from any of these unofficial sellers? (Please select all that apply)

Unweighted base	2057	965	1092	205	308	377	282	885
Base: All UK Adults	2057	998	1059	228	312	379	280	858
A tout on the street	2%	3%	2%	2%	4%	4%	2%	1%
An online reselling site	8%	10%	7%	14%	12%	11%	8%	5%
A friend or family member	9%	10%	8%	14%	15%	11%	10%	4%
A stranger	3%	3%	2%	4%	4%	5%	1%	1%
None of these	74%	73%	76%	54%	66%	68%	73%	86%
Don't know/can't recall	8%	8%	8%	16%	9%	9%	8%	4%

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Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

IT_q7. You mentioned that you have previously bought a live music concert ticket from an unofficial ticket seller... Thinking generally about all of the occasions when you have done so...On average was the ticket price more or less than face value, or was it about the same?

	Unweighted base	Male	Female	18-24	25-34	35-44	45-54	55+
Base: All UK Adults who bought a live music concert ticket from an unofficial ticket seller	367	187	180	64	80	85	53	85
	368	196	172	68	78	87	52	84
Considerably more than face value	13%	11%	14%	14%	7%	13%	9%	18%
Somewhat more than face value	23%	23%	24%	29%	26%	17%	23%	22%
About face value	49%	54%	44%	38%	46%	55%	57%	50%
Somewhat less than face value	8%	5%	10%	10%	7%	11%	4%	5%
Considerably less than face value	3%	2%	4%	3%	3%	3%	-	2%
Don't know/can't recall	5%	5%	5%	5%	9%	1%	7%	4%

IT_q8. Dynamic or surge ticket pricing is when authorised ticket sellers change the price of a ticket depending on demand, so there is no set ticket price...In general do you support or oppose the use of dynamic/surge ticket pricing?

	Unweighted base	Male	Female	18-24	25-34	35-44	45-54	55+
Base: All UK Adults	2057	965	1092	205	308	377	282	885
	2057	998	1059	228	312	379	280	858
Strongly support	1%	1%	1%	3%	1%	2%	1%	0%
Tend to support	4%	6%	3%	12%	5%	4%	3%	2%
Neither support nor oppose	10%	12%	8%	17%	11%	12%	9%	8%
Tend to oppose	19%	17%	20%	16%	18%	19%	20%	18%
Strongly oppose	52%	50%	54%	35%	51%	52%	56%	56%
Don't know	14%	13%	14%	17%	14%	11%	11%	15%

Gig ticket prices

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Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

Cell Contents (Column Percentages)

Gig ticket prices

Fieldwork: 4th - 7th November 2022

Total	Social Grade		Region				
	ABC1	C2DE	North	Midlands	East	London	South

IT_q1. Changing the subject... Thinking about live music concerts...How regularly, if ever, do you pay to attend live music concerts in person?

Unweighted base	2057	1246	811	486	336	200	258	454
Base: All UK Adults	2057	1172	885	479	331	194	269	456
Very regularly	3%	4%	1%	3%	3%	3%	3%	2%
Fairly regularly	11%	12%	10%	12%	9%	14%	14%	9%
Not very regularly	46%	50%	41%	44%	48%	42%	44%	49%
Never	37%	32%	45%	39%	36%	41%	35%	38%
Don't know	3%	2%	4%	2%	2%	1%	5%	2%

IT_q2. Do you believe the price of live music concert tickets is generally...

Unweighted base	2057	1246	811	486	336	200	258	454
Base: All UK Adults	2057	1172	885	479	331	194	269	456
Very expensive	44%	43%	45%	48%	47%	42%	40%	41%
Fairly expensive	33%	36%	30%	32%	32%	38%	34%	36%
About right	8%	7%	8%	8%	7%	7%	10%	7%
Fairly inexpensive	2%	1%	2%	0%	2%	2%	3%	1%
Very inexpensive	1%	1%	1%	1%	1%	1%	2%	1%
Don't know	12%	11%	14%	11%	11%	10%	11%	14%

Gig ticket prices

Fieldwork: 4th - 7th November 2022

Total	Social Grade		Region				
	ABC1	C2DE	North	Midlands	East	London	South

IT_q3. What do you think is a fair price for a standard ticket to a large-scale arena/stadium live music concert featuring a popular act? (Please give your answer to the nearest pound in the box below).

	Unweighted base	ABC1	C2DE	North	Midlands	East	London	South
	1525	943	582	369	245	152	186	334
	1523	886	637	363	241	148	194	334
5	1%	1%	0%	0%	1%	1%	1%	0%
6	0%	0%	-	-	-	-	1%	-
10	3%	2%	3%	2%	2%	3%	2%	4%
15	2%	2%	3%	2%	3%	2%	2%	2%
18	0%	-	0%	-	-	-	1%	-
20	7%	6%	9%	8%	6%	9%	6%	7%
22	0%	-	0%	-	0%	-	-	-
24	0%	0%	-	-	-	-	-	0%
25	9%	8%	10%	10%	11%	9%	8%	7%
26	0%	0%	-	-	-	-	-	1%
28	0%	0%	-	-	-	-	-	0%
29	0%	0%	0%	-	0%	-	1%	-
30	14%	14%	14%	14%	11%	10%	16%	15%
34	0%	0%	-	-	-	-	0%	-
35	4%	5%	3%	6%	6%	3%	3%	3%
39	0%	0%	-	-	-	-	-	0%
40	13%	13%	12%	12%	12%	12%	12%	12%
44	0%	0%	-	-	-	-	1%	-
45	3%	3%	3%	3%	4%	1%	4%	4%
46	0%	0%	-	-	-	-	-	0%
48	0%	0%	-	-	0%	-	-	-

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	Total	Social Grade		Region				
		ABC1	C2DE	North	Midlands	East	London	South
49	0%	0%	0%	-	-	-	-	-
50	24%	25%	21%	26%	23%	32%	20%	19%
55	0%	0%	0%	1%	0%	-	-	0%
58	0%	-	0%	-	-	-	-	0%
60	5%	4%	7%	3%	5%	4%	6%	6%
65	1%	1%	0%	-	1%	-	3%	1%
70	3%	3%	2%	3%	2%	1%	2%	2%
75	2%	3%	2%	2%	2%	3%	4%	2%
77	0%	0%	-	-	0%	-	-	-
80	3%	3%	4%	3%	2%	5%	2%	4%
85	0%	1%	0%	0%	0%	1%	-	1%
90	0%	1%	0%	1%	-	-	1%	1%
100	3%	3%	3%	1%	4%	2%	3%	5%
120	0%	0%	0%	0%	0%	1%	1%	0%
125	0%	0%	-	-	0%	-	-	-
140	0%	0%	-	0%	-	-	-	-
150	1%	1%	2%	1%	1%	1%	1%	1%
170	0%	-	0%	0%	-	-	-	-
200	0%	0%	0%	1%	-	1%	1%	1%
250	0%	0%	0%	0%	-	-	-	0%
300	0%	0%	-	-	-	-	1%	-
400	0%	0%	-	-	-	1%	-	-

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Total	Social Grade		Region				
	ABC1	C2DE	North	Midlands	East	London	South

IT_q4. What is the most you have ever paid for a ticket to a live music concert? (Please give your answer to the nearest pound in the box below).

Unweighted base	874	587	287	214	142	83	97	202
Base: All UK Adults who ever attend live music concerts in person	868	551	317	209	141	80	100	200
5	0%	0%	0%	0%	1%	-	1%	-
10	0%	0%	-	-	1%	-	-	0%
12	0%	1%	-	1%	-	-	-	-
15	1%	1%	1%	-	1%	-	4%	-
17	0%	-	0%	0%	-	-	-	-
18	0%	0%	-	-	-	-	-	0%
20	2%	2%	2%	1%	3%	2%	3%	2%
22	0%	0%	-	-	-	-	1%	-
25	2%	1%	2%	2%	1%	1%	-	2%
28	0%	-	0%	-	1%	-	-	-
30	4%	3%	5%	3%	4%	2%	2%	4%
33	0%	0%	-	-	-	-	1%	0%
34	0%	0%	-	-	-	-	-	0%
35	2%	1%	2%	0%	3%	1%	2%	2%
36	0%	-	0%	1%	-	-	-	-
38	0%	-	1%	0%	1%	-	-	-
39	0%	0%	-	0%	-	-	-	-
40	4%	3%	6%	4%	1%	7%	5%	4%
42	0%	0%	0%	-	1%	-	-	1%
43	0%	0%	-	-	-	-	-	1%
45	3%	2%	4%	3%	5%	2%	1%	1%

Gig ticket prices

Fieldwork: 4th - 7th November 2022

	Total	Social Grade		Region				
		ABC1	C2DE	North	Midlands	East	London	South
46	0%	-	0%	1%	-	-	-	-
47	0%	0%	-	0%	-	-	-	-
48	0%	0%	-	-	-	-	-	0%
50	7%	6%	8%	5%	5%	7%	7%	10%
55	2%	2%	2%	1%	1%	3%	3%	2%
56	0%	0%	-	-	-	-	-	-
57	0%	0%	0%	0%	-	-	-	-
58	0%	1%	0%	1%	1%	-	-	1%
59	0%	0%	-	-	-	1%	-	-
60	6%	6%	5%	8%	5%	5%	4%	5%
63	0%	0%	-	0%	-	-	-	-
65	2%	3%	1%	4%	3%	-	2%	0%
67	0%	1%	-	-	1%	-	1%	-
68	0%	0%	-	0%	-	-	-	-
69	0%	0%	0%	-	-	2%	-	-
70	3%	2%	3%	3%	4%	2%	1%	1%
74	0%	0%	-	-	-	-	-	0%
75	5%	5%	5%	5%	6%	5%	1%	7%
76	0%	0%	-	-	1%	-	-	0%
80	7%	8%	7%	7%	5%	9%	14%	5%
83	0%	0%	-	-	1%	-	-	-
85	3%	3%	2%	3%	2%	2%	2%	4%
86	0%	0%	-	-	1%	-	-	-
89	0%	-	1%	-	-	-	-	1%
90	6%	5%	7%	7%	7%	9%	4%	4%
91	0%	0%	-	-	-	-	1%	-

Gig ticket prices

Fieldwork: 4th - 7th November 2022

	Total	Social Grade		Region				
		ABC1	C2DE	North	Midlands	East	London	South
95	2%	2%	1%	3%	2%	-	-	2%
97	0%	0%	-	-	-	-	-	-
98	0%	0%	0%	-	-	-	1%	1%
99	0%	-	1%	-	2%	-	-	1%
100	9%	10%	8%	9%	10%	9%	10%	8%
105	0%	0%	-	1%	-	-	-	-
110	2%	3%	1%	2%	2%	-	4%	2%
111	0%	-	0%	-	-	1%	-	-
115	0%	0%	-	-	-	-	-	0%
119	0%	0%	-	0%	-	-	-	-
120	6%	6%	6%	6%	4%	7%	7%	9%
125	2%	2%	2%	2%	-	3%	1%	2%
130	1%	1%	-	-	1%	1%	-	2%
135	0%	1%	0%	1%	1%	-	-	1%
140	1%	1%	1%	1%	-	-	1%	-
150	3%	3%	3%	2%	3%	4%	3%	3%
151	0%	0%	-	-	-	-	-	-
160	0%	0%	0%	0%	1%	-	-	1%
170	0%	0%	1%	1%	-	-	-	-
172	0%	0%	-	-	-	-	-	1%
173	0%	0%	-	-	-	-	-	0%
175	0%	1%	-	1%	-	-	1%	-
178	0%	-	0%	-	-	-	-	1%
180	1%	1%	1%	2%	1%	1%	-	-
190	0%	0%	0%	0%	-	-	-	0%
195	0%	0%	-	-	-	-	-	0%

Gig ticket prices

Fieldwork: 4th - 7th November 2022

	Total	Social Grade		Region				
		ABC1	C2DE	North	Midlands	East	London	South
199	0%	-	0%	1%	-	-	-	-
200	3%	3%	4%	3%	2%	6%	4%	2%
210	0%	0%	-	-	-	1%	1%	-
219	0%	0%	-	-	1%	-	-	-
220	0%	0%	1%	-	1%	-	-	-
225	0%	0%	-	0%	-	-	-	-
228	0%	0%	-	-	1%	-	-	-
230	0%	-	0%	-	-	-	-	-
235	0%	0%	-	-	-	1%	-	-
240	0%	0%	-	-	-	-	-	0%
250	1%	1%	2%	1%	1%	1%	2%	1%
255	0%	-	0%	-	1%	-	-	-
280	0%	0%	-	-	1%	-	-	-
300	1%	1%	1%	0%	3%	1%	-	1%
325	0%	0%	-	0%	-	-	-	-
345	0%	0%	-	-	-	-	1%	-
350	0%	1%	-	-	2%	1%	-	-
360	0%	-	0%	-	1%	-	-	-
400	0%	0%	-	-	-	-	-	0%
450	0%	0%	0%	-	-	-	2%	0%
500	0%	1%	-	0%	-	-	1%	0%
620	0%	0%	-	-	-	-	-	0%
700	0%	0%	-	-	-	-	1%	-
998	0%	0%	-	-	1%	-	-	-
1200	0%	0%	-	-	-	-	-	0%

Gig ticket prices

Fieldwork: 4th - 7th November 2022

Total	Social Grade		Region				
	ABC1	C2DE	North	Midlands	East	London	South

IT_q5. Within the last five years (i.e. since November 2017)...How often, if at all, has the price of a ticket prevented you from attending a live music concert? (If you have not wanted to attend a live music concert in the last five years, please choose the not applicable option)

Unweighted base	2057	1246	811	486	336	200	258	454
Base: All UK Adults	2057	1172	885	479	331	194	269	456
Frequently	18%	18%	17%	18%	17%	16%	20%	17%
Occasionally	23%	26%	19%	23%	25%	25%	23%	23%
Rarely	10%	11%	10%	11%	11%	13%	10%	9%
Never	9%	11%	7%	10%	7%	8%	7%	9%
Don't know/can't recall	6%	6%	7%	5%	6%	4%	10%	7%
Not applicable - I have not wanted to attend a live music concert in the last five years	34%	29%	40%	33%	35%	34%	30%	35%

IT_q6. Have you ever bought a live music concert ticket from any of these unofficial sellers? (Please select all that apply)

Unweighted base	2057	1246	811	486	336	200	258	454
Base: All UK Adults	2057	1172	885	479	331	194	269	456
A tout on the street	2%	2%	3%	1%	2%	2%	3%	3%
An online reselling site	8%	9%	8%	8%	9%	9%	9%	9%
A friend or family member	9%	11%	6%	11%	9%	7%	11%	7%
A stranger	3%	3%	2%	3%	3%	2%	2%	2%
None of these	74%	73%	76%	75%	76%	76%	68%	75%
Don't know/can't recall	8%	7%	9%	8%	6%	8%	11%	7%

Gig ticket prices

Fieldwork: 4th - 7th November 2022

Total	Social Grade		Region				
	ABC1	C2DE	North	Midlands	East	London	South

IT_q7. You mentioned that you have previously bought a live music concert ticket from an unofficial ticket seller... Thinking generally about all of the occasions when you have done so...On average was the ticket price more or less than face value, or was it about the same?

	Unweighted base	367	248	119	87	62	31	55	80
Base: All UK Adults who bought a live music concert ticket from an unofficial ticket seller		368	235	133	86	62	31	58	80
Considerably more than face value		13%	13%	12%	6%	13%	11%	7%	20%
Somewhat more than face value		23%	25%	20%	21%	19%	30%	34%	23%
About face value		49%	46%	54%	56%	46%	44%	46%	50%
Somewhat less than face value		8%	8%	7%	7%	12%	9%	6%	1%
Considerably less than face value		3%	3%	2%	4%	1%	3%	5%	-
Don't know/can't recall		5%	5%	5%	6%	9%	3%	3%	5%

IT_q8. Dynamic or surge ticket pricing is when authorised ticket sellers change the price of a ticket depending on demand, so there is no set ticket price...In general do you support or oppose the use of dynamic/surge ticket pricing?

	Unweighted base	2057	1246	811	486	336	200	258	454
Base: All UK Adults		2057	1172	885	479	331	194	269	456
Strongly support		1%	1%	1%	1%	1%	2%	0%	1%
Tend to support		4%	4%	4%	3%	3%	4%	8%	3%
Neither support nor oppose		10%	9%	12%	11%	9%	8%	14%	10%
Tend to oppose		19%	21%	16%	17%	18%	19%	23%	20%
Strongly oppose		52%	53%	51%	54%	55%	52%	44%	51%
Don't know		14%	12%	16%	14%	14%	14%	11%	15%

Gig ticket prices

Fieldwork: 4th - 7th November 2022

Total	Social Grade		Region				
	ABC1	C2DE	North	Midlands	East	London	South

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Gig ticket prices

Fieldwork: 4th - 7th November 2022

Total	
	Scotland

IT_q1. Changing the subject... Thinking about live music concerts...How regularly, if ever, do you pay to attend live music concerts in person?

Unweighted base	2057	174
Base: All UK Adults	2057	173
Very regularly	3%	3%
Fairly regularly	11%	8%
Not very regularly	46%	48%
Never	37%	37%
Don't know	3%	4%

IT_q2. Do you believe the price of live music concert tickets is generally...

Unweighted base	2057	174
Base: All UK Adults	2057	173
Very expensive	44%	47%
Fairly expensive	33%	27%
About right	8%	8%
Fairly inexpensive	2%	2%
Very inexpensive	1%	1%
Don't know	12%	15%

Gig ticket prices

Fieldwork: 4th - 7th November 2022

Total	
	Scotland

IT_q3. What do you think is a fair price for a standard ticket to a large-scale arena/stadium live music concert featuring a popular act? (Please give your answer to the nearest pound in the box below).

	Unweighted base	
	1525	120
Base: All UK Adults	1523	120
5	1%	-
6	0%	-
10	3%	2%
15	2%	2%
18	0%	-
20	7%	4%
22	0%	-
24	0%	-
25	9%	7%
26	0%	-
28	0%	-
29	0%	-
30	14%	12%
34	0%	-
35	4%	5%
39	0%	-
40	13%	18%
44	0%	-
45	3%	4%
46	0%	-
48	0%	-

Gig ticket prices

Fieldwork: 4th - 7th November 2022

	Total	Scotland
49	0%	2%
50	24%	30%
55	0%	-
58	0%	-
60	5%	5%
65	1%	-
70	3%	6%
75	2%	2%
77	0%	-
80	3%	1%
85	0%	-
90	0%	1%
100	3%	-
120	0%	-
125	0%	-
140	0%	-
150	1%	-
170	0%	-
200	0%	-
250	0%	-
300	0%	-
400	0%	-

Gig ticket prices

Fieldwork: 4th - 7th November 2022

Total	
	Scotland

IT_q4. What is the most you have ever paid for a ticket to a live music concert? (Please give your answer to the nearest pound in the box below).

	Unweighted base	
	874	71
Base: All UK Adults who ever attend live music concerts in person	868	71
5	0%	-
10	0%	-
12	0%	-
15	1%	-
17	0%	-
18	0%	-
20	2%	-
22	0%	-
25	2%	4%
28	0%	-
30	4%	1%
33	0%	-
34	0%	-
35	2%	3%
36	0%	-
38	0%	-
39	0%	-
40	4%	3%
42	0%	-
43	0%	-
45	3%	1%

Gig ticket prices

Fieldwork: 4th - 7th November 2022

	Total	Scotland
46	0%	-
47	0%	-
48	0%	-
50	7%	5%
55	2%	2%
56	0%	1%
57	0%	1%
58	0%	-
59	0%	-
60	6%	3%
63	0%	-
65	2%	3%
67	0%	1%
68	0%	-
69	0%	-
70	3%	7%
74	0%	-
75	5%	5%
76	0%	-
80	7%	9%
83	0%	-
85	3%	2%
86	0%	-
89	0%	-
90	6%	3%
91	0%	-

Gig ticket prices

Fieldwork: 4th - 7th November 2022

	Total	Scotland
95	2%	4%
97	0%	1%
98	0%	-
99	0%	-
100	9%	8%
105	0%	-
110	2%	3%
111	0%	-
115	0%	1%
119	0%	-
120	6%	4%
125	2%	3%
130	1%	3%
135	0%	-
140	1%	1%
150	3%	3%
151	0%	-
160	0%	-
170	0%	1%
172	0%	-
173	0%	-
175	0%	-
178	0%	-
180	1%	1%
190	0%	2%
195	0%	-

Gig ticket prices

Fieldwork: 4th - 7th November 2022

	Total	Scotland
199	0%	-
200	3%	4%
210	0%	-
219	0%	-
220	0%	1%
225	0%	1%
228	0%	-
230	0%	-
235	0%	-
240	0%	-
250	1%	-
255	0%	-
280	0%	-
300	1%	1%
325	0%	-
345	0%	-
350	0%	-
360	0%	-
400	0%	1%
450	0%	-
500	0%	-
620	0%	-
700	0%	-
998	0%	-
1200	0%	-

Gig ticket prices

Fieldwork: 4th - 7th November 2022

Total	
	Scotland

IT_q5. Within the last five years (i.e. since November 2017)...How often, if at all, has the price of a ticket prevented you from attending a live music concert? (If you have not wanted to attend a live music concert in the last five years, please choose the not applicable option)

Unweighted base	2057	174
Base: All UK Adults	2057	173
Frequently	18%	17%
Occasionally	23%	21%
Rarely	10%	12%
Never	9%	10%
Don't know/can't recall	6%	7%
Not applicable - I have not wanted to attend a live music concert in the last five years	34%	34%

IT_q6. Have you ever bought a live music concert ticket from any of these unofficial sellers? (Please select all that apply)

Unweighted base	2057	174
Base: All UK Adults	2057	173
A tout on the street	2%	4%
An online reselling site	8%	7%
A friend or family member	9%	9%
A stranger	3%	5%
None of these	74%	76%
Don't know/can't recall	8%	7%

Gig ticket prices

Fieldwork: 4th - 7th November 2022

Total	
	Scotland

IT_q7. You mentioned that you have previously bought a live music concert ticket from an unofficial ticket seller... Thinking generally about all of the occasions when you have done so...On average was the ticket price more or less than face value, or was it about the same?

	Unweighted base	
	367	31
Base: All UK Adults who bought a live music concert ticket from an unofficial ticket seller	368	29
Considerably more than face value	13%	23%
Somewhat more than face value	23%	16%
About face value	49%	44%
Somewhat less than face value	8%	9%
Considerably less than face value	3%	4%
Don't know/can't recall	5%	4%

IT_q8. Dynamic or surge ticket pricing is when authorised ticket sellers change the price of a ticket depending on demand, so there is no set ticket price...In general do you support or oppose the use of dynamic/surge ticket pricing?

	Unweighted base	
	2057	174
Base: All UK Adults	2057	173
Strongly support	1%	1%
Tend to support	4%	4%
Neither support nor oppose	10%	8%
Tend to oppose	19%	17%
Strongly oppose	52%	56%
Don't know	14%	14%

Gig ticket prices

Fieldwork: 4th - 7th November 2022

Total	
	Scotland

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