

Music Concerts and Festivals - US - December 2017

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The concert and music festival industry continues on its upward trajectory, as the number of tickets sold grows, ticket prices increase, and events regularly sell out. The success of the live music industry will likely endure as young adults, a core audience, grow their income and the economy remains strong.

This report looks at the following areas:

- Ticket purchase issues and sold out events may impede increased attendance
- Advanced ticket purchases can lead to attendance issues down the road
- Attendees most likely to learn about concerts/music festivals from friends and family

About half of adults aged 18+ attended a concert or music festival in the past 12 months. Concert attendance is more common than music festivals, which is likely due to wider accessibility, variety, and lower ticket prices. Past year concert and/or music festival attendees reflect similar demographics and skew younger (18-34) as well as male, middle-income, and urban residents.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Music Festivals

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Young adults drive live music industry and are eager to attend more
 Direct ticket purchases and personal information sources are preferred
 Experiences are commemorated with physical items and social posts

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Verdict

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