

18 January 2024

For Immediate Release

89% think it is great for Singapore to be a major concert destination

Post-Covid, concerts are back in full swing in Singapore and 2024 will see a series of concerts to delight fans¹. RySense's recent poll found that 89% think it is great for Singapore to be a major concert destination. The top 3 reasons they cited for this are:

1. It boosts Singapore's economy – 74%
 2. More tourists will come to Singapore – 67%
 3. Makes Singapore more dynamic and exciting – 60%
- (Figure 1)

64% are willing to pay up to \$300 to watch their favourite artiste or band (Figure 2)

Western artistes are the most sought after, with 32% willing to pay to attend their live concerts. This is closely followed by Chinese and Taiwanese artistes (29%). Korean artistes came in third at 15%. (Figure 3)

13% will go the extra mile to travel out of Singapore to watch a live concert by their favourite artiste or band.

For some fans, going the extra mile involves purchasing tickets from scalpers. 8% of respondents indicated that they have bought resale concert tickets from scalpers or unofficial channels. (Figure 4)

61% feel that scalping should be made illegal

11% are not in favour as they will not be able to get popular tickets then. 28% do not have an opinion on the matter. (Figure 5)

Top 3 reasons for not buying tickets from scalpers

Of the 92% who did not buy tickets from scalpers, the top 3 reasons cited for not doing so are:

1. It may be a scam – 70%
2. The markup in price is ridiculous – 53%
3. We shouldn't support scalpers – 49%

Views are mixed on the possibility of reserving tickets for locals

40% hope for concert organisers to reserve tickets only for Singaporeans and not sell them to foreigners. 25% feel this should not be done and 35% do not have an opinion on the matter. (Figure 6)

As renowned artistes stage upcoming concerts here and concert attendance grows, a more orderly and transparent ticketing system will contribute to a better experience for concert-goers and a boost in Singapore's reputation as a concert destination.

¹ <https://sg.style.yahoo.com/best-most-anticipated-2024-music-023930919.html>



Appendix

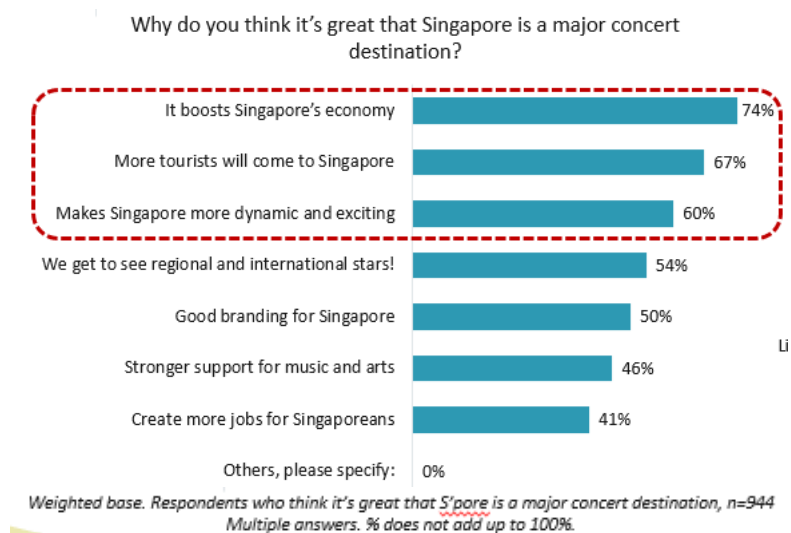


Figure 1

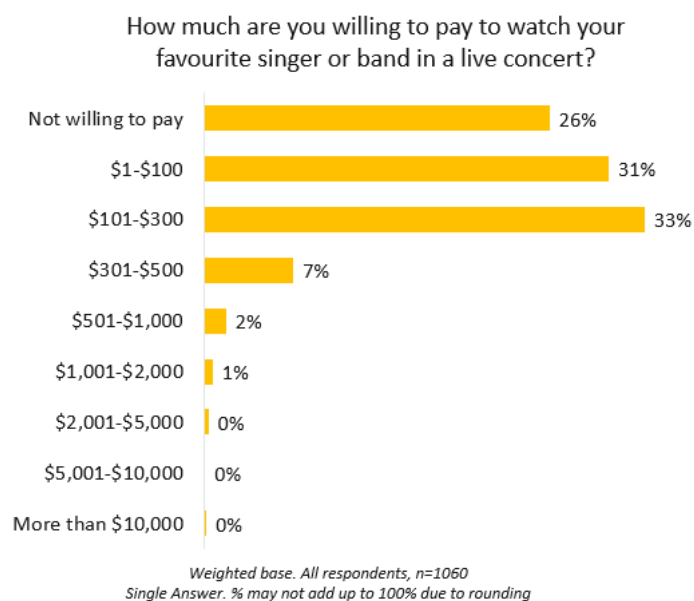


Figure 2



Will you pay to attend live concerts from these groups of music artistes?

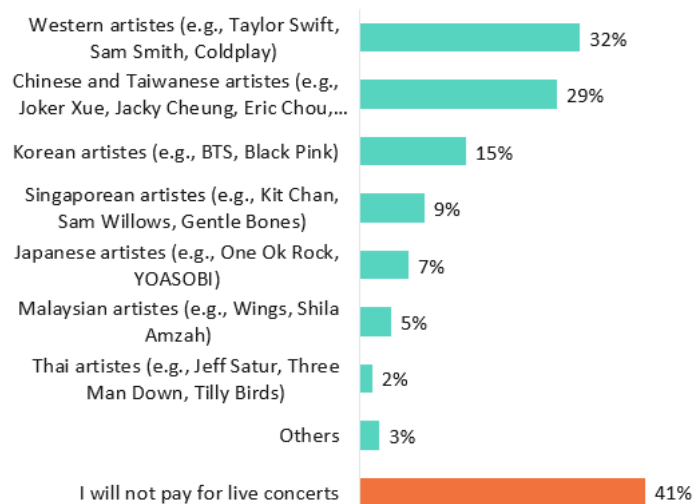
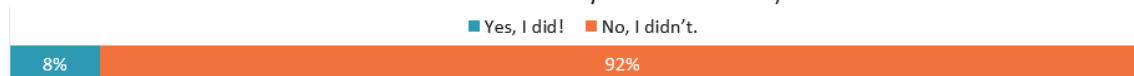


Figure 3

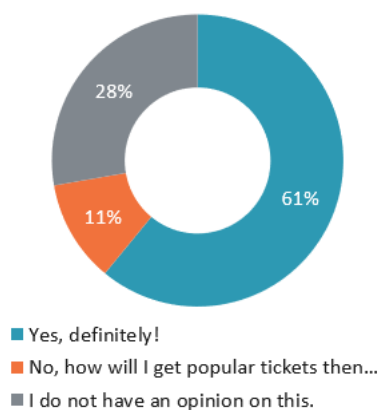
Have you bought resale concert tickets from scalpers or through unofficial channels? (e.g., Carousell or X formerly known as Twitter)



Weighted base. All respondents, n=1060
Single Answer. % may not add up to 100% due to rounding

Figure 4

Should scalping, which is the resale of tickets, be made illegal?

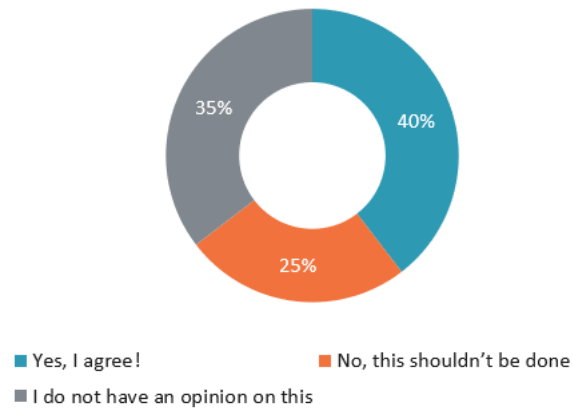


Weighted base. All respondents, n=1060
Single Answer. % may not add up to 100% due to rounding

Figure 5



Should organisers of concerts reserve tickets only for Singaporeans and not sell them to foreigners?



Weighted base. All respondents, n=1060
Single Answer. % may not add up to 100% due to rounding

Figure 6

Above figures are based on a survey conducted in December 2023 of 1,060 Singapore residents from RySense's online panel, HappyDot.sg, aged 15+ and representative of national population. Percentages may not add up to 100% and are rounded off.



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About RySense

RySense is a Singapore-based research organisation which seeks to understand what people in Singapore think, feel and do. We are specialists in research methods, public opinion research and social trends and have conducted research on a range of socio-economic issues as well as current affairs topics. Using robust approaches, we seek to generate reliable insights about the Singapore landscape, which reflect both subtle nuances and macro perspectives. We are run by a diverse team of market research professionals.

For more information, please visit www.rysense.sg.

About HappyDot.sg

HappyDot.sg is an online survey community for Singapore residents to voice their opinions on issues that impact Singapore. We survey our panellists on a variety of social issues to understand the aspirations of Singaporeans. HappyDot.sg is owned by RySense.

For more information, please visit www.happydot.sg.