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Rocking on or all jazzed up, more Aussies go to see live music than live sport

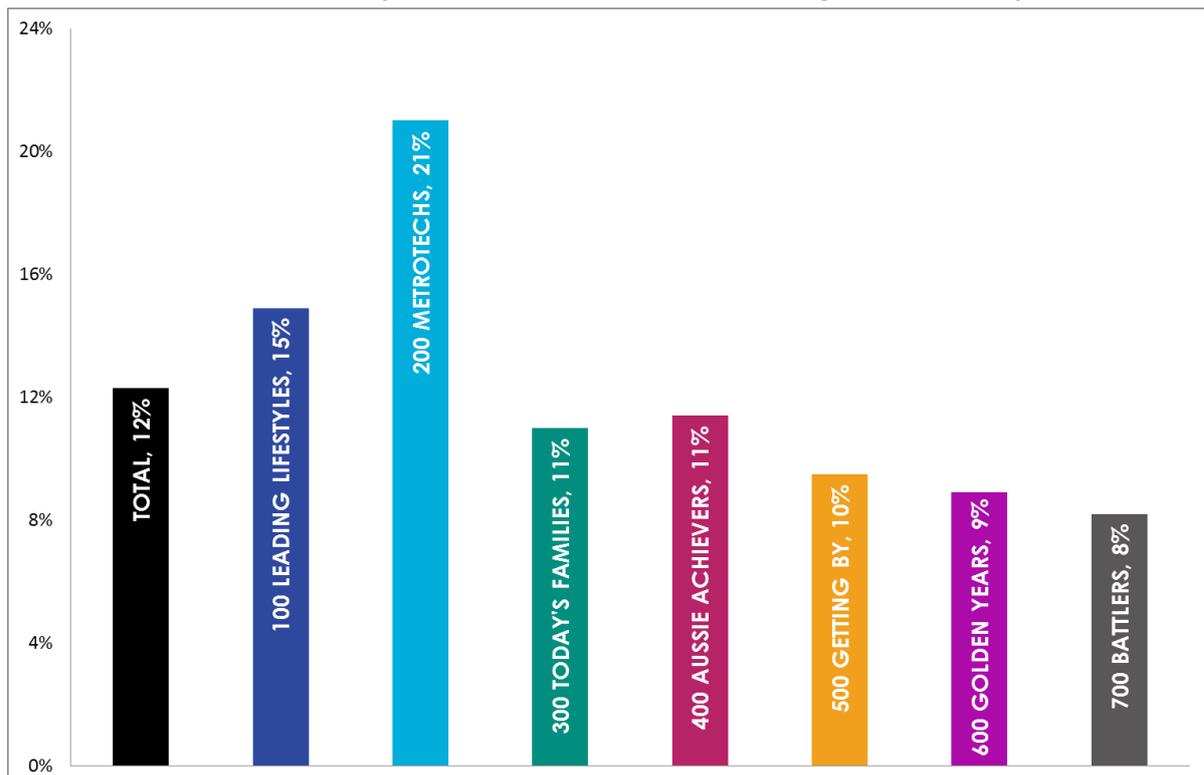
Around 1 in 8 Australians aged 14+ (12%, or almost 2.4 million) go to at least one concert within an average three month period—whether for rock, pop, jazz, blues or classical music—compared with 11% going to a professional sports event, data from Roy Morgan Research shows.

[Helix Personas](#) has segmented Australians into seven distinct communities based on shared attitudes, behaviours and demographics. People in the Metrotech community of young, trendy and often high-earning urbanites are, perhaps not surprisingly, by far the most likely to have seen a concert recently (21%), ahead of Leading Lifestyles (15%), Aussie Achievers or Today's Families (11%), Getting By (10%), Golden Years (9%) or Battlers (8%).

Overall, rock or pop concerts are almost 2.5 times more popular than jazz, blues or classical performances: 78% of all concert-goers went to rock or pop and 32% went to jazz, blues or classical, (meaning 10% went to both types of concert during the period).

Perhaps surprisingly, 40% of Metrotech concert-goers saw a jazz, blues or classical performance—the highest proportion of all communities. Jazz, blues or classical is also more popular than average among Leading Lifestyle and Aussie Achiever concert-goers. Meanwhile concert-goers in Today's Families or Getting By are nearly five times more likely to go see rock or pop than jazz, blues or classical music.

% of Helix Community who went to a concert in an average three month period



Source: Roy Morgan Single Source, July 2013 – June 2014, sample = 16,809 Australians 14+

Rock or pop concert-goers are almost 50% more likely than the average Australian to agree they wear clothes that will get them noticed, 35% more likely to buy a product because of the label, and 29%

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more likely to enjoy being with a crowd of people—but are 39% less likely to regularly go to church or other place of worship.

Those who went to a jazz, blues or classical concert are 71% more likely than average to drink wine with their meals, 60% more likely to consider themselves ‘a bit of an intellectual’, and 40% more likely to say they try to buy organic food.

But funnily enough, attendees at a rock or pop concert are actually almost 20% more likely than those at a jazz, blues or classical concert to think obedience and respect for authority are the most important values children should learn.

Norman Morris, Industry Communications Director, Roy Morgan Research, says:

“More Australians go to a concert within an average three months than go to a professional sporting event. However those identified as Today’s Families or Aussie Achievers are more likely to go see live sport than live music.

“Clearly the biggest fans of live music, Metrotechs are not only more likely to have gone to a concert at all, but they go more often and are more likely to see music across different genres.

“Helix Personas provides the ability to understand and home in on target markets more accurately and effectively than ever before. Everyone from concert promoters to ticketing outlets would do well to get a firm knowledge of the underlying attitude and behaviours (as well as favourite brands and preferred media) of those most likely to attend an event.”

For comments or more information on how to identify, understand and reach different types of Australian concert-goers, please contact

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About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4

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20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

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