

Polling - Young Australians' participation in live music

September 2024

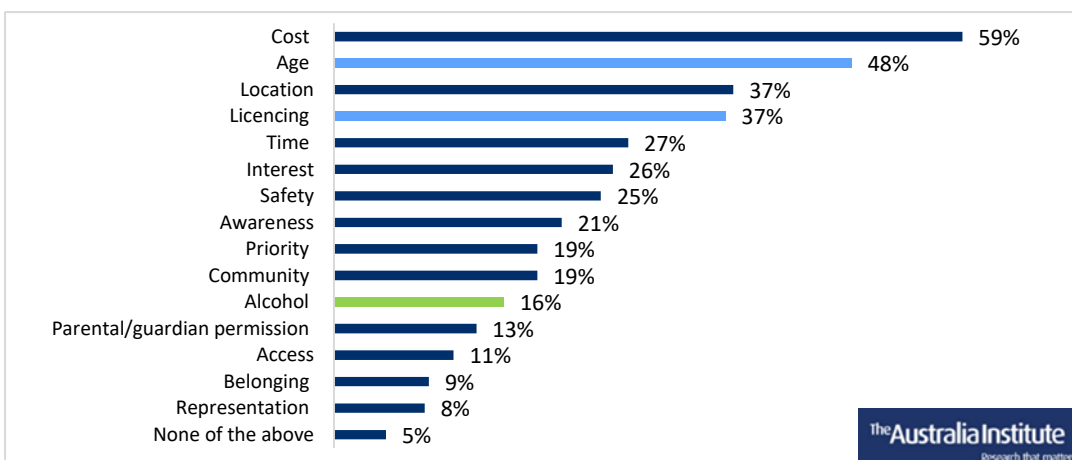
Key results

The Australia Institute surveyed a nationally representative sample of 1,009 young Australians aged 16 to 25 about their participation in live music.

The results show that:

- The most common barrier to attending music events is cost, with three in five 16–25-year-olds (59%) selecting it as a barrier, and 35% identifying it as the most significant barrier.
- Two in three young Australians (64%) say that attending music events is important to them, while 30% say that it is not.
- Four in five young Australians (81%) support government programs for young people to plan, develop, and deliver music events.
- Four in five young Australians (80%) say that a \$200 government-funded voucher would increase the number of music events they attend.
- Young Australians are most likely to discover new music via music streaming services (61%), followed by YouTube (54%) and TikTok (52%).

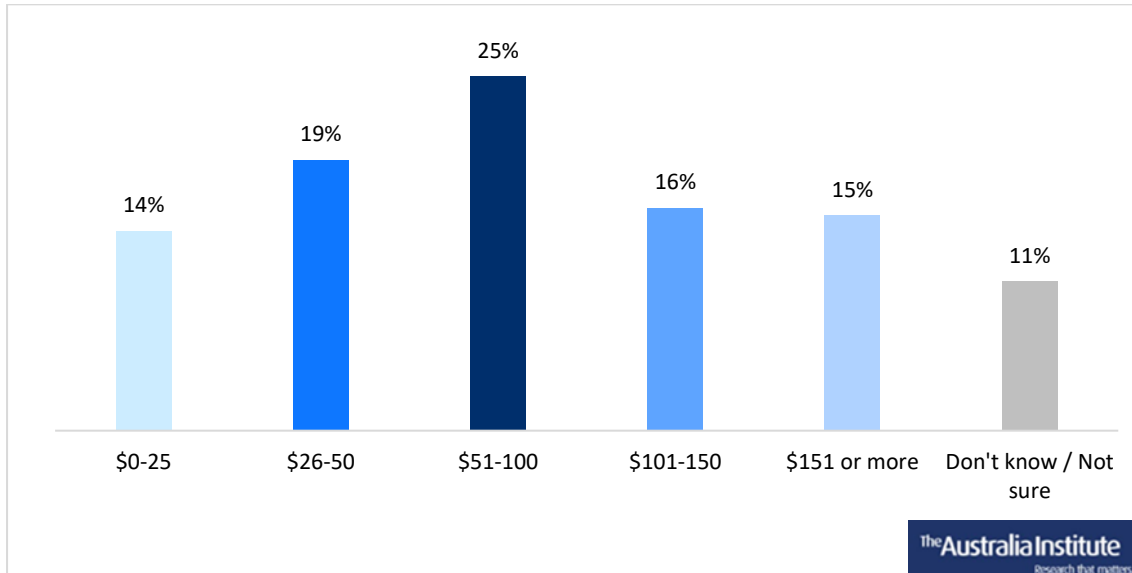
Figure 1: Barriers to attending music events



Note: Options given to all respondents are in dark blue. Options given only to respondents aged 16–17 are in light blue, and options only given to those aged 18–25 are in green.

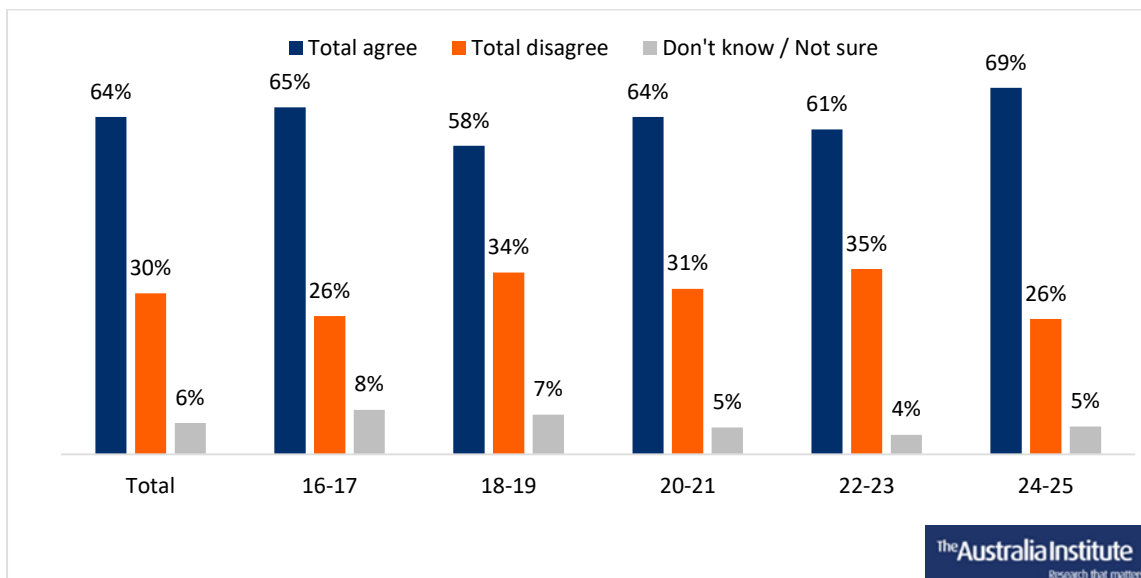
Respondents were asked how much they have every week to spend on all forms of entertainment and activities. 58% say they have \$100 or less to spend on all forms of entertainment and activities after they have covered all their other costs.

Figure 2: Budget for all forms of entertainment and activities



A majority of young Australians (64%) agree with the statement that “attending music events is important to me,” while 30% disagree.

Figure 3: Attending music events is important



Respondents were asked how often they participate in music events featuring three types of artists:

- International artists touring from another country.
- Australian artists touring from outside their local area.
- Artists from their local area.

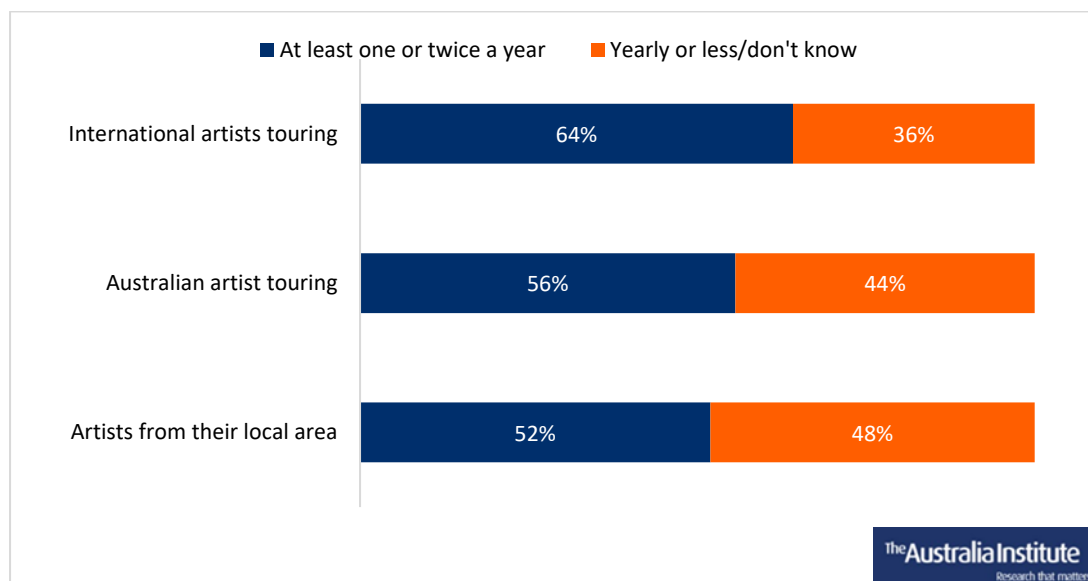
For each type of music event, respondents were asked to select the frequency at which they attend these events from the following options:

- Every few weeks
- Every few months
- Once or twice a year
- Rarely or never
- Don't know / Not sure

On a yearly basis, more Australians aged 16-25 attend music events featuring international artists than Australian artists:

- Two in three young Australians (64%) attend a music event featuring **international artists** touring from another country at least once or twice a year.
- Over half of young Australians (56%) attend a music event featuring **Australian artists** touring from outside their local area at least once or twice a year.
- Half of young Australians (52%) attend a music event featuring **artists from their local area** at least once or twice a year.

Figure 4: Frequency of participation in music events, 16-25-year-old Australians



Respondents were asked to select which barriers they face in attending music events. Only those aged 16-17 were given the options related to licencing and age, and only those aged 18-25 were given the option related to alcohol.

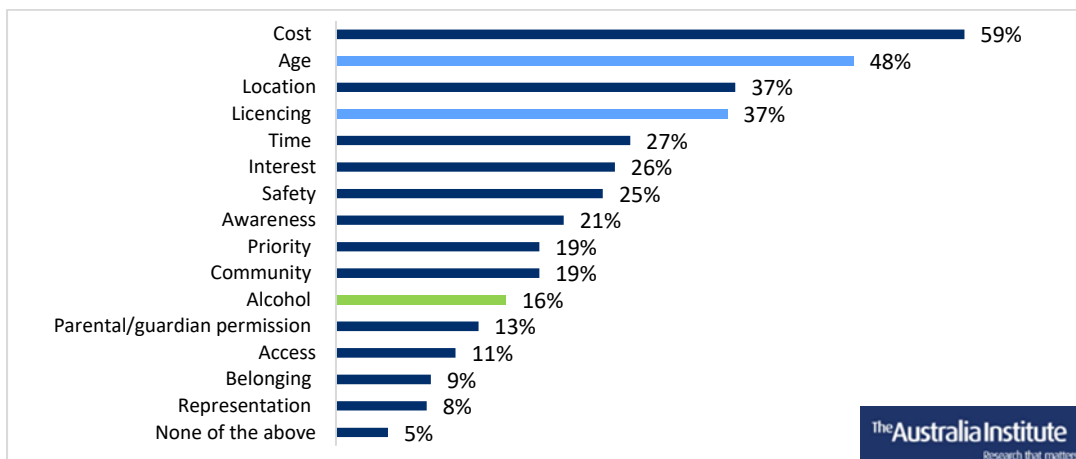
The options were:

- Cost - I cannot afford to go as often as I would like
- Safety - I sometimes don't feel safe
- Alcohol - I do not like going to licenced venues because of the presence of alcohol
- Licencing - I cannot easily go to licenced venues because I am under the age of 18
- Age - There are limited under 18 music events in my area
- Parental/guardian permission – my parent or guardian will not let me attend
- Location - It is difficult to get to the venues
- Access - I am not sure my access requirements will be met
- Awareness - I do not know what music events are on
- Community - I have no one to go with
- Interest - I am not interested in the types of music events in my area
- Representation - The music events available do not represent my identity
- Belonging - I don't feel welcome at music events
- Time - I want to attend but I don't have enough time
- Priority - Going to a music event is not important to me
- None of the above

The most common barrier is cost, with three in five young Australians (59%) identifying it as a barrier to attending music events.

- The second most identified barrier among all age groups is location (37%), followed by time (27%) and interest (26%).
- Among those aged 16 and 17, the second most identified barrier is age (48% of those aged 16 and 17), followed by licencing (37% of those aged 16 and 17).
- Among those aged 18 to 25, 16% identify the presence of alcohol as a barrier to attending music events.

Figure 5: Barriers to attending music events

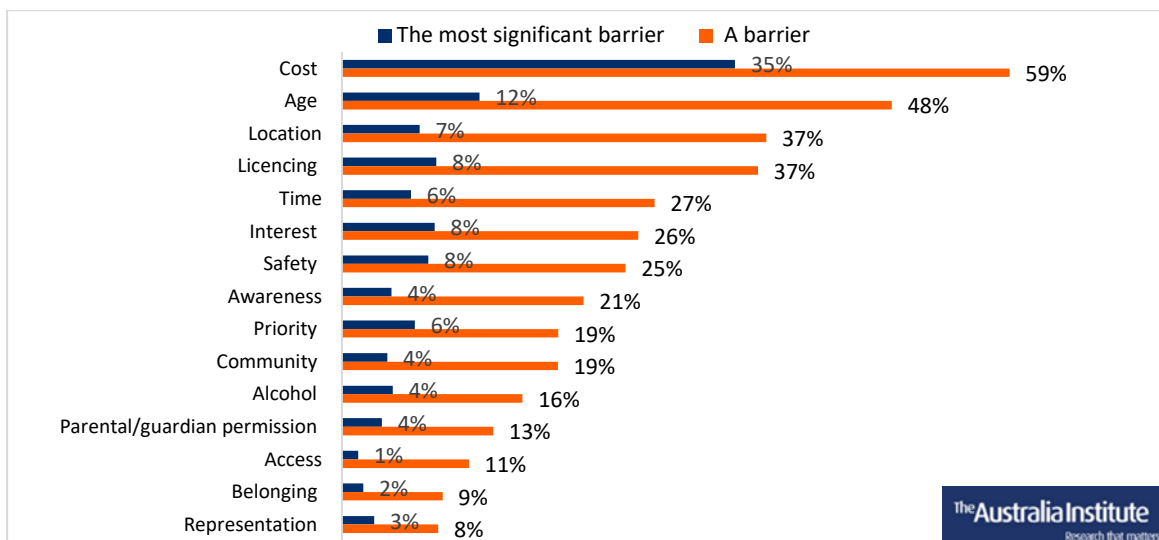


Note: Options given to all respondents are in dark blue. Options only given to respondents aged 16–17 are in light blue, and options given only to those aged 18–25 are in green.

Respondents were then asked to rank the options they selected from most significant to least significant. While the above question shows how many people felt a particular option was a barrier, these responses reflect the degree to which a particular barrier is a factor in attending music events.

- 35% of young Australians identify cost as the most significant barrier, followed by interest (8%) and safety (8%).
- Among those aged 16-17, 12% say age is the most significant barrier and 8% say licencing is the most significant barrier.

Figure 6: The most significant barriers to attending music events



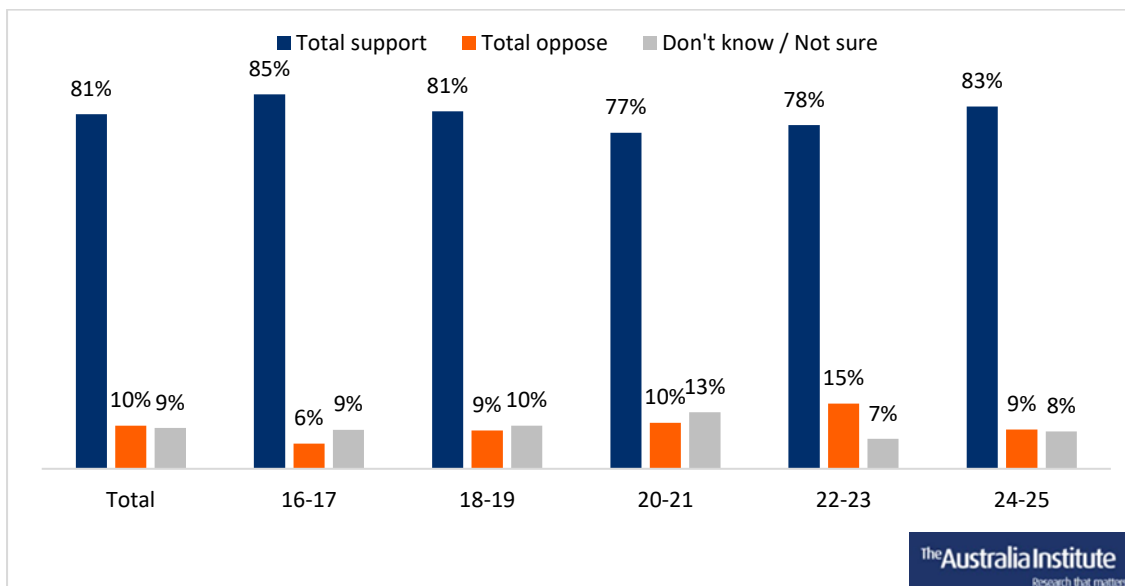
Note: Age and licencing apply only to those aged 16–17, while alcohol applies only to those aged 18–25.

Respondents were asked about their level of support for programs that could potentially increase youth involvement in music events.

They were first asked whether they would support or oppose a government program where young people are funded to plan, develop and deliver music events in their local community.

- Four in five young Australians (81%) support government programs where young people are funded to plan, develop and deliver music events in their local community.
- Support for a government program where young people are funded to plan, develop and deliver music events in their local community is high across age groups, ranging from 77% among 20-21-year-olds to 85% among 16-17-year-olds.

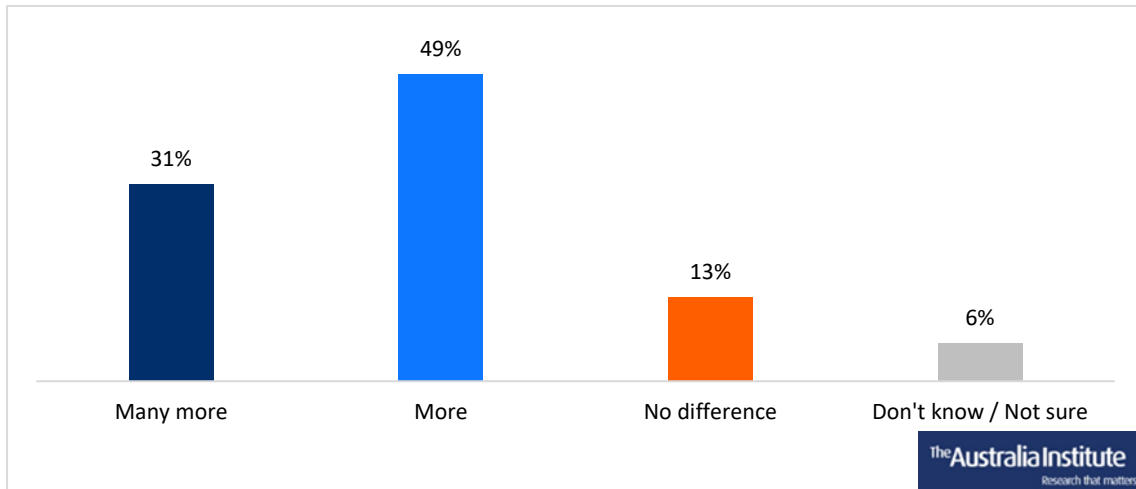
Figure 7: Support for a program to increase youth involvement in music events



Respondents were asked if a \$200 government-funded voucher for cultural and creative interests would influence the number of music events they attend.

- Four in five young Australians (80%) say that a \$200 government-funded voucher for cultural and creative interests would increase their attendance at music events this year, including 31% who say they would attend many more, and 49% who say they would attend more.
- Only 13% of young Australians say that the voucher would make no difference.

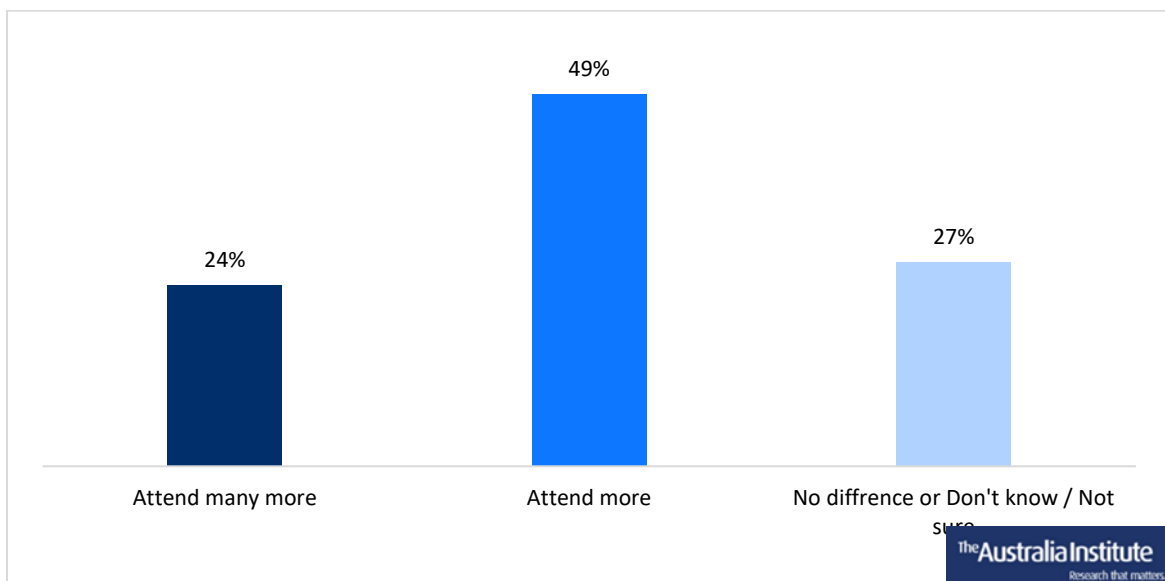
Figure 8: Difference a \$200 government-funded voucher for cultural interests would make to attendance at music events



Support for a \$200 government-funded voucher is high regardless of how often a person currently engages with music events. A crosstab was created to compare level of attendance at music events alongside the influence of a \$200 voucher. The results show:

- Among those who say they attend some kind of music event every few weeks or months over 90% say they would attend more music events if a \$200 government-funded voucher for cultural and creative interests were available.
- Among those who say they attend some kind of music event less often, almost half (49%) say they would attend more music events, and a quarter (24%) say they would attend many more music events if a \$200 government-funded voucher for cultural and creative interests were available.

Figure 9: Difference a \$200 government-funded voucher would make among people who attend music events yearly or less.



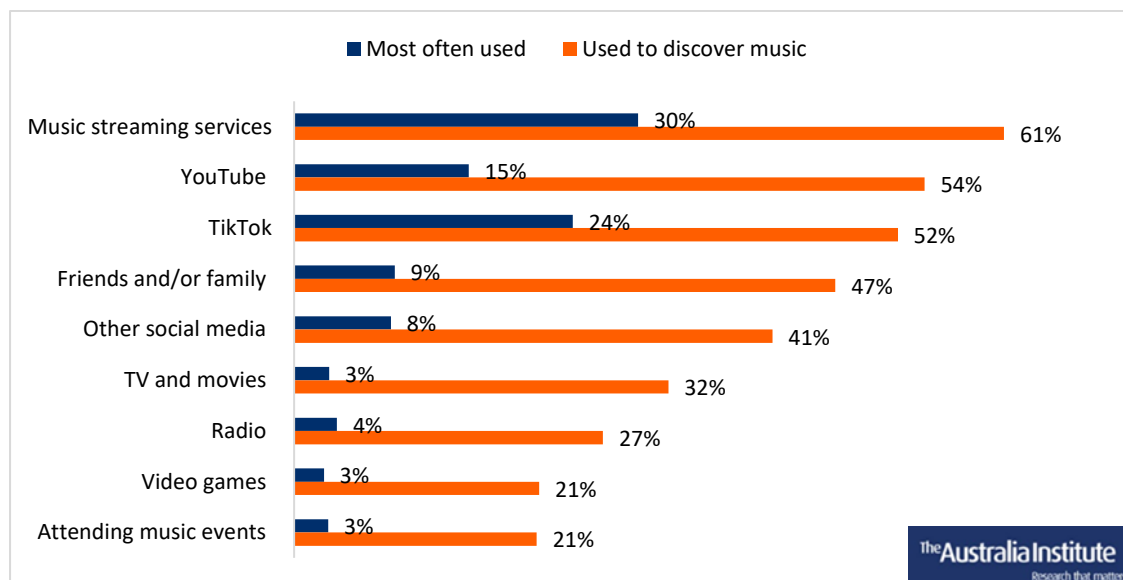
Respondents were asked how they discover new music, from 10 options:

- Music streaming services (Spotify, Apple Music, SoundCloud etc.)
- YouTube
- TikTok
- Video games
- TV and movies
- Other social media (Instagram, Facebook, X etc.)
- Radio
- Friends and/or family
- Attending music events
- Other

Respondents were then asked to rank the options they selected, from most often used to least often used.

- Three in five young Australians (61%) use music streaming services to discover new music, and 30% say it is the way they most often discover new music.
- YouTube is the second most common way young people discover new music with 54% selecting this option, followed by TikTok (52%).

Figure 10: Ways that 16–25-year-olds discover new music



Live music is part of Australia’s arts and entertainment sector which, according to previous Australia Institute research, contributed \$14.7 billion per year in value added (GDP) to Australia’s economy, and employed 193,600 Australians in 2016. For more details see Browne, B (2020) *Art vs Dismal Science*, <https://australiainstitute.org.au/report/art-vs-dismal-science/>

Method

Short disclosure statement

Panel provider	Dynata
Research company	The Australia Institute
Client commissioning the research	The Push – Youth Music Organisation Ltd
Fieldwork dates	9 August 2024 to 15 August 2024
Mode of data collection	Online recruited from research panel
Target population	Australians aged 16 to 25
Sample size	1,009
Australian Polling Council compliant	Yes
Voting intention published	No
Long disclosure statement	See below

Long disclosure statement

Effective sample size after weighting applied	1,002
Margin of error associated with effective sample size	±3%
Variables used in weighting	Age, gender, state or territory based on Australian Bureau of Statistics “National, state and territory population” data
Gender identity categorisation	Those who answered the gender identity question as “Non-binary”, “I use a different term”, or “Prefer not to answer” had their responses included with females for the purpose of reporting, due to constraints from weighting data availability
Weighting method used	Raking method
Full question text, responses categories and randomisation	See below
Source of online sample	Dynata’s online panel
Positioning of voting intention questions in questionnaire	Immediately after demographics, before policy questions. Lower house voting intention was asked first, followed by upper house voting intention. Those under voting age (18) were not asked voting intention.
How were undecided voters handled?	Respondents who answered “Don’t know / Not sure” for voting intention were then asked a leaning question; these leanings are included in voting intention crosstabs
Method of calculating 2PP	N/A
Voting intention categorisation	Voting crosstabs show voting intentions for the House of Representatives. “Coalition” includes separate responses for Liberal and National. “Other” refers to Independent/Other, and minor parties in cases where they were included in the voting intention but represent too small a sample to be reported separately in the crosstabs
Location results	Results are shown only for larger states



Detailed results

No preceding questions in the poll are expected to have influenced the results of the questions published here.

After I have covered all my other costs, I have about \$X every week to spend on all forms of entertainment and activities.

	<i>Total</i>	<i>Male</i>	<i>Female</i>	<i>NSW</i>	<i>VIC</i>	<i>QLD</i>	<i>WA</i>
\$0-25	14%	11%	17%	13%	15%	15%	16%
\$26-50	19%	17%	21%	19%	20%	19%	17%
\$51-100	25%	26%	24%	21%	28%	27%	25%
\$101-150	16%	17%	15%	20%	13%	12%	17%
\$151 or more	15%	17%	14%	19%	13%	15%	11%
Don't know / Not sure	11%	12%	9%	8%	11%	11%	14%

	<i>Total</i>	<i>Labor</i>	<i>Coalition</i>	<i>Greens</i>	<i>One Nation</i>	<i>Other</i>
\$0-25	14%	12%	9%	12%	13%	19%
\$26-50	19%	17%	21%	21%	22%	10%
\$51-100	25%	28%	29%	27%	5%	14%
\$101-150	16%	17%	19%	16%	28%	13%
\$151 or more	15%	18%	16%	16%	23%	16%
Don't know / Not sure	11%	9%	6%	8%	10%	28%

16-17-year-olds were not asked the voting intention question. The voting intention question was asked only of respondents aged 18-25. Of this age group, the total sample size is 807, the effective sample size is 799, and the margin of error is plus/minus 3%.

	<i>Total</i>	<i>16-17</i>	<i>18-19</i>	<i>20-21</i>	<i>22-23</i>	<i>24-25</i>
\$0-25	14%	24%	16%	13%	9%	9%
\$26-50	19%	23%	22%	18%	19%	15%
\$51-100	25%	22%	23%	22%	29%	29%
\$101-150	16%	11%	12%	19%	17%	19%
\$151 or more	15%	8%	10%	15%	22%	20%
Don't know / Not sure	11%	13%	17%	12%	5%	8%

To what extent do you agree or disagree with the following statement?

“Attending music events is important to me.”

	Total	Male	Female	NSW	VIC	QLD	WA
Strongly agree	18%	16%	21%	23%	15%	16%	18%
Agree	45%	45%	46%	46%	43%	44%	50%
Disagree	22%	23%	20%	19%	24%	25%	20%
Strongly disagree	9%	10%	7%	8%	10%	10%	6%
Don't know / Not sure	6%	6%	6%	5%	7%	5%	7%

	Total	Labor	Coalition	Greens	One Nation	Other
Strongly agree	18%	18%	19%	22%	15%	14%
Agree	45%	44%	49%	49%	31%	27%
Disagree	22%	24%	22%	21%	17%	35%
Strongly disagree	9%	10%	7%	5%	28%	7%
Don't know / Not sure	6%	5%	3%	3%	9%	17%

16-17-year-olds were not asked the voting intention question. The voting intention question was asked only of respondents aged 18-25. Of this age group, the total sample size is 807, the effective sample size is 799, and the margin of error is plus/minus 3%.

	Total	16-17	18-19	20-21	22-23	24-25
Strongly agree	18%	17%	15%	20%	19%	20%
Agree	45%	49%	43%	43%	43%	49%
Disagree	22%	16%	24%	24%	25%	20%
Strongly disagree	9%	11%	11%	8%	10%	5%
Don't know / Not sure	6%	8%	7%	5%	4%	5%

How often do you participate in the following types of music events?

“I attend music events that feature international artists touring from another country.”

	Total	Male	Female	NSW	VIC	QLD	WA
Every few weeks	9%	13%	6%	13%	4%	8%	13%
Every few months	16%	16%	17%	18%	18%	13%	14%
Once or twice a year	38%	35%	41%	38%	44%	35%	32%
Rarely or never	34%	34%	34%	29%	33%	40%	41%
Don't know / Not sure	2%	2%	2%	2%	1%	4%	1%

	Total	Labor	Coalition	Greens	One Nation	Other
Every few weeks	9%	10%	12%	8%	23%	11%
Every few months	16%	19%	21%	14%	13%	10%
Once or twice a year	38%	39%	41%	44%	27%	22%
Rarely or never	34%	31%	25%	32%	37%	45%
Don't know / Not sure	2%	1%	1%	2%	0%	11%

16-17-year-olds were not asked the voting intention question. The voting intention question was asked only of respondents aged 18-25. Of this age group, the total sample size is 807, the effective sample size is 799, and the margin of error is plus/minus 3%.

	Total	16-17	18-19	20-21	22-23	24-25
Every few weeks	9%	4%	7%	14%	9%	12%
Every few months	16%	12%	14%	15%	17%	23%
Once or twice a year	38%	37%	38%	38%	40%	38%
Rarely or never	34%	45%	37%	30%	32%	26%
Don't know / Not sure	2%	2%	4%	2%	1%	1%

“I attend music events that feature Australian artists touring from outside my local area.”

	Total	Male	Female	NSW	VIC	QLD	WA
Every few weeks	4%	6%	3%	4%	4%	3%	8%
Every few months	20%	21%	20%	26%	16%	17%	23%
Once or twice a year	31%	31%	31%	30%	30%	35%	28%
Rarely or never	41%	40%	43%	37%	49%	42%	39%
Don't know / Not sure	3%	2%	4%	4%	1%	4%	2%

	Total	Labor	Coalition	Greens	One Nation	Other
Every few weeks	4%	5%	6%	3%	9%	6%
Every few months	20%	21%	23%	24%	24%	10%
Once or twice a year	31%	32%	34%	34%	12%	24%
Rarely or never	41%	41%	34%	38%	55%	46%
Don't know / Not sure	3%	2%	3%	2%	0%	14%

16-17-year-olds were not asked the voting intention question. The voting intention question was asked only of respondents aged 18-25. Of this age group, the total sample size is 807, the effective sample size is 799, and the margin of error is plus/minus 3%.

	Total	16-17	18-19	20-21	22-23	24-25
Every few weeks	4%	2%	4%	4%	4%	6%
Every few months	20%	17%	14%	22%	20%	28%
Once or twice a year	31%	30%	29%	30%	34%	31%
Rarely or never	41%	48%	48%	41%	39%	34%
Don't know / Not sure	3%	3%	5%	3%	3%	1%

“I attend music events that feature artists from my local area.”

	Total	Male	Female	NSW	VIC	QLD	WA
Every few weeks	8%	9%	6%	7%	6%	6%	13%
Every few months	18%	17%	18%	20%	15%	18%	16%
Once or twice a year	27%	27%	27%	27%	21%	29%	30%
Rarely or never	45%	44%	46%	43%	56%	45%	37%
Don't know / Not sure	3%	3%	3%	4%	1%	3%	4%

	Total	Labor	Coalition	Greens	One Nation	Other
Every few weeks	8%	6%	9%	8%	14%	5%
Every few months	18%	19%	20%	17%	4%	9%
Once or twice a year	27%	31%	28%	28%	33%	27%
Rarely or never	45%	42%	41%	44%	49%	50%
Don't know / Not sure	3%	2%	2%	3%	0%	10%

16-17-year-olds were not asked the voting intention question. The voting intention question was asked only of respondents aged 18-25. Of this age group, the total sample size is 807, the effective sample size is 799, and the margin of error is plus/minus 3%.

	Total	16-17	18-19	20-21	22-23	24-25
Every few weeks	8%	9%	4%	7%	8%	10%
Every few months	18%	19%	17%	14%	17%	20%
Once or twice a year	27%	18%	21%	32%	34%	28%
Rarely or never	45%	51%	54%	44%	39%	39%
Don't know / Not sure	3%	3%	4%	3%	3%	2%

What are the barriers you face in attending music events?

The order of options was randomised for each respondent, except for 'None of the above'. Respondents could select any number of responses. On average, respondents selected 3.8 responses. Only those aged 16–17 were given the options related to licensing and age, and only those aged 18–25 were given the option related to alcohol. The remaining options were given to all respondents aged 16–25.

	Total	Male	Female	NSW	VIC	QLD	WA
Cost - I cannot afford to go as often as I would like	59%	50%	68%	52%	63%	66%	54%
Safety - I sometimes don't feel safe	25%	23%	27%	26%	24%	23%	25%
Alcohol - I do not like going to licenced venues because of the presence of alcohol	16%	18%	13%	20%	15%	10%	21%
Licencing - I cannot easily go to licenced venues because I am under the age of 18	37%	35%	39%	38%	31%	35%	40%
Age - There are limited under 18 music events in my area	48%	53%	42%	56%	37%	41%	48%
Parental/guardian permission - my parent or guardian will not let me attend	13%	13%	13%	17%	11%	12%	12%
Location - It is difficult to get to the venues	37%	35%	40%	37%	40%	40%	29%
Access - I am not sure my access requirements will be met	11%	11%	11%	14%	11%	9%	8%
Awareness - I do not know what music events are on	21%	21%	21%	23%	19%	22%	22%
Community - I have no one to go with	19%	18%	20%	20%	18%	19%	21%
Interest - I am not interested in the types of music events in my area	26%	28%	24%	27%	28%	21%	29%
Representation - The music events available do not represent my identity	8%	10%	7%	9%	8%	8%	9%
Belonging - I don't feel welcome at music events	9%	10%	8%	11%	7%	8%	7%
Time - I want to attend but I don't have enough time	27%	28%	27%	29%	29%	26%	24%
Priority - Going to a music event is not important to me	19%	21%	16%	21%	16%	22%	19%
None of the above	5%	5%	4%	4%	7%	3%	8%

	Total	Labor	Coalition	Greens	One Nation	Other
Cost - I cannot afford to go as often as I would like	59%	52%	58%	68%	54%	52%
Safety - I sometimes don't feel safe	25%	26%	24%	21%	13%	20%
Alcohol - I do not like going to licenced venues because of the presence of alcohol	16%	16%	16%	17%	9%	14%
Licencing - I cannot easily go to licenced venues because I am under the age of 18	-	-	-	-	-	-
Age - There are limited under 18 music events in my area	-	-	-	-	-	-
Parental/guardian permission - my parent or guardian will not let me attend	13%	12%	12%	8%	14%	6%
Location - It is difficult to get to the venues	37%	35%	40%	34%	32%	28%
Access - I am not sure my access requirements will be met	11%	12%	12%	12%	10%	4%
Awareness - I do not know what music events are on	21%	22%	24%	28%	21%	13%
Community - I have no one to go with	19%	24%	18%	19%	28%	18%
Interest - I am not interested in the types of music events in my area	26%	26%	28%	30%	23%	20%
Representation - The music events available do not represent my identity	8%	10%	10%	10%	0%	6%
Belonging - I don't feel welcome at music events	9%	12%	9%	8%	9%	1%
Time - I want to attend but I don't have enough time	27%	31%	29%	31%	19%	23%
Priority - Going to a music event is not important to me	19%	23%	16%	17%	13%	17%
None of the above	5%	5%	5%	4%	13%	16%

16-17-year-olds were not asked the voting intention question. The voting intention question was asked only of respondents aged 18-25. Of this age group, the total sample size is 807, the effective sample size is 799, and the margin of error is plus/minus 3%.

	<i>Total</i>	16-17	18-19	20-21	22-23	24-25
Cost - I cannot afford to go as often as I would like	59%	62%	69%	54%	59%	51%
Safety - I sometimes don't feel safe	25%	27%	22%	31%	26%	19%
Alcohol - I do not like going to licenced venues because of the presence of alcohol	16%	-	13%	19%	15%	17%
Licencing - I cannot easily go to licenced venues because I am under the age of 18	37%	37%	-	-	-	-
Age - There are limited under 18 music events in my area	48%	48%	-	-	-	-
Parental/guardian permission - my parent or guardian will not let me attend	13%	23%	15%	9%	10%	10%
Location - It is difficult to get to the venues	37%	44%	34%	31%	42%	35%
Access - I am not sure my access requirements will be met	11%	10%	9%	13%	11%	13%
Awareness - I do not know what music events are on	21%	11%	32%	19%	21%	23%
Community - I have no one to go with	19%	11%	24%	19%	23%	18%
Interest - I am not interested in the types of music events in my area	26%	24%	32%	27%	26%	22%
Representation - The music events available do not represent my identity	8%	5%	7%	12%	7%	11%
Belonging - I don't feel welcome at music events	9%	7%	7%	9%	10%	11%
Time - I want to attend but I don't have enough time	27%	16%	33%	30%	28%	30%
Priority - Going to a music event is not important to me	19%	18%	19%	23%	21%	15%
None of the above	5%	1%	4%	6%	5%	7%

Of these, please rank the options you selected from most significant to least significant, where "1" is the most significant, "2" is the next most significant, and so on.

The table below shows each barrier as a percentage of how it was ranked by those who selected it as a barrier.

Ranks	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Alcohol	28%	18%	21%	17%	9%	4%	1%	-	1%	-	1%	-	-	-
Licencing	23%	29%	18%	9%	12%	7%	1%	1%	-	-	-	-	-	-
Age	25%	29%	30%	6%	7%	2%	1%	-	-	-	-	-	-	-
Parental/ guardian permission	26%	24%	19%	19%	5%	3%	2%	-	1%	1%	-	-	-	-
Location	18%	30%	25%	14%	8%	3%	1%	-	1%	1%	-	-	-	-
Access	13%	17%	23%	24%	12%	2%	2%	4%	1%	-	-	-	2%	-
Awareness	21%	27%	23%	13%	8%	4%	2%	0%	1%	1%	0%	0%	-	-
Community	21%	25%	22%	20%	5%	5%	-	1%	1%	-	-	1%	-	-
Interest	31%	27%	16%	12%	9%	3%	-	0%	1%	-	0%	0%	-	-
Representation	34%	18%	23%	7%	7%	1%	6%	1%	-	-	1%	3%	-	-
Cost	59%	22%	9%	7%	2%	1%	0%	-	0%	-	-	-	0%	-
Safety	30%	28%	20%	10%	6%	4%	2%	1%	-	-	0%	-	-	-
Belonging	21%	14%	21%	11%	15%	6%	7%	3%	-	-	1%	-	-	1%
Time	22%	30%	29%	10%	4%	1%	1%	1%	-	1%	0%	-	-	-
Priority	34%	26%	17%	11%	5%	2%	2%	1%	-	1%	-	-	1%	-

The table below shows:

- The percentage of young Australians who consider a particular barrier to attending live music as the most significant barrier, out of the total number respondents.
- The percentage of young Australians who consider a particular factor as a barrier to attending live music, out of the total number of respondents.

	#1 barrier	A barrier
Cost	35%	59%
Age	12%	48%
Location	7%	37%
Licencing	8%	37%
Time	6%	27%
Interest	8%	26%
Safety	8%	25%
Awareness	4%	21%
Priority	6%	19%
Community	4%	19%
Alcohol	4%	16%
Parental/guardian permission	4%	13%
Access	1%	11%
Belonging	2%	9%
Representation	3%	8%

To what extent would you support or oppose a government program where young people are funded to plan, develop and deliver music events in their local community?

	Total	Male	Female	NSW	VIC	QLD	WA
Strongly support	29%	27%	32%	34%	24%	28%	27%
Support	52%	54%	50%	53%	52%	50%	56%
Oppose	7%	7%	8%	5%	11%	7%	5%
Strongly oppose	3%	4%	2%	1%	3%	4%	2%
Don't know / Not sure	9%	10%	9%	7%	9%	11%	10%

	Total	Labor	Coalition	Greens	One Nation	Other
Strongly support	29%	32%	27%	35%	10%	12%
Support	52%	51%	56%	47%	54%	44%
Oppose	7%	6%	7%	10%	18%	10%
Strongly oppose	3%	2%	3%	1%	9%	6%
Don't know / Not sure	9%	9%	6%	6%	9%	28%

16-17-year-olds were not asked the voting intention question. The voting intention question was asked only of respondents aged 18-25. Of this age group, the total sample size is 807, the effective sample size is 799, and the margin of error is plus/minus 3%.

	Total	16-17	18-19	20-21	22-23	24-25
Strongly support	29%	28%	25%	28%	28%	35%
Support	52%	57%	56%	49%	50%	48%
Oppose	7%	4%	7%	7%	11%	7%
Strongly oppose	3%	2%	2%	4%	3%	2%
Don't know / Not sure	9%	9%	10%	13%	7%	8%

Would a \$200 government-funded voucher to spend on cultural and creative interests make a difference to how many music events you attend this year?

	Total	Male	Female	NSW	VIC	QLD	WA
I'd attend many more	31%	31%	32%	35%	29%	35%	27%
I'd attend more	49%	47%	51%	50%	53%	42%	50%
It would make no difference	13%	16%	10%	11%	13%	17%	15%
Don't know / Not sure	6%	6%	5%	5%	6%	7%	8%

	Total	Labor	Coalition	Greens	One Nation	Other
I'd attend many more	31%	34%	30%	35%	14%	19%
I'd attend more	49%	45%	55%	54%	59%	32%
It would make no difference	13%	15%	13%	6%	21%	27%
Don't know / Not sure	6%	5%	3%	5%	5%	21%

16-17-year-olds were not asked the voting intention question. The voting intention question was asked only of respondents aged 18-25. Of this age group, the total sample size is 807, the effective sample size is 799, and the margin of error is plus/minus 3%.

	Total	16-17	18-19	20-21	22-23	24-25
I'd attend many more	31%	31%	32%	33%	29%	33%
I'd attend more	49%	49%	47%	46%	49%	53%
It would make no difference	13%	14%	14%	12%	18%	10%
Don't know / Not sure	6%	6%	8%	9%	5%	4%

A crosstab was created to compare level of attendance at music events alongside the influence of a \$200 voucher

This table shows:

- The percentage of respondents who would be influenced by a \$200 government-funded voucher, out of the total who attend live music events weekly or monthly.
- The percentage of respondents who would be influenced by a \$200 government-funded voucher, out of the total who attend live music events yearly or less, rarely or never, and those who said 'don't know'.

	<i>Total</i>	Weekly or monthly	Yearly or less/don't know
I'd attend many more	31%	42%	24%
I'd attend more	49%	49%	49%
It would make no difference	13%	7%	18%
Don't know / Not sure	6%	2%	9%

How do you discover new music?

The order of options was randomised for each respondent, except for 'Other' and 'None of the above'. Respondents could select any number of responses. On average, respondents selected 3.6 responses.

	<i>Total</i>	Male	Female	NSW	VIC	QLD	WA
Music streaming services (Spotify, Apple Music, SoundCloud etc.)	61%	58%	65%	59%	64%	64%	60%
YouTube	54%	62%	46%	61%	51%	53%	50%
TikTok	52%	45%	60%	51%	50%	54%	58%
Video games	21%	30%	12%	21%	22%	19%	24%
TV and movies	32%	31%	33%	31%	31%	32%	36%
Other social media (Instagram, Facebook, X etc.)	41%	38%	45%	46%	38%	42%	35%
Radio	27%	25%	29%	26%	29%	24%	25%
Friends and/or family	47%	44%	50%	46%	45%	48%	50%
Attending music events	21%	19%	23%	24%	19%	19%	21%
Other	0%	0%	1%	0%	0%	0%	0%
None of the above	2%	2%	2%	1%	1%	1%	6%

	<i>Total</i>	<i>Labor</i>	<i>Coalition</i>	<i>Greens</i>	<i>One Nation</i>	<i>Other</i>
Music streaming services (Spotify, Apple Music, SoundCloud etc.)	61%	63%	57%	62%	49%	53%
YouTube	54%	61%	51%	53%	32%	48%
TikTok	52%	54%	52%	59%	55%	46%
Video games	21%	30%	18%	18%	29%	20%
TV and movies	32%	34%	32%	33%	32%	24%
Other social media (Instagram, Facebook, X etc.)	41%	43%	36%	45%	22%	35%
Radio	27%	27%	24%	29%	36%	12%
Friends and/or family	47%	43%	43%	49%	28%	32%
Attending music events	21%	25%	20%	20%	14%	10%
Other	0%	1%	0%	0%	4%	0%
None of the above	2%	1%	1%	0%	0%	11%

16-17-year-olds were not asked the voting intention question. The voting intention question was asked only of respondents aged 18-25. Of this age group, the total sample size is 807, the effective sample size is 799, and the margin of error is plus/minus 3%.

	<i>Total</i>	<i>16-17</i>	<i>18-19</i>	<i>20-21</i>	<i>22-23</i>	<i>24-25</i>
Music streaming services (Spotify, Apple Music, SoundCloud etc.)	61%	67%	64%	59%	65%	53%
YouTube	54%	52%	50%	54%	56%	59%
TikTok	52%	43%	62%	50%	56%	49%
Video games	21%	14%	24%	21%	21%	25%
TV and movies	32%	31%	37%	31%	28%	35%
Other social media (Instagram, Facebook, X etc.)	41%	43%	43%	47%	39%	36%
Radio	27%	30%	24%	23%	27%	29%
Friends and/or family	47%	60%	52%	41%	40%	42%
Attending music events	21%	25%	18%	18%	23%	21%
Other	0%	0%	2%	0%	0%	0%
None of the above	2%	1%	3%	2%	1%	2%

Of the ways you discover new music, please rank the options you selected from most often used to least often used, where "1" is the most often used, "2" is the next often used, and so on.

The table below shows the percentage of each option as ranked only by those who selected them in the previous question. 'Other' was not included because it was a text box option and only four people selected it in the previous question.

Ranks	1	2	3	4	5	6	7	8	9
Music streaming services (Spotify, Apple Music, SoundCloud etc.)	48%	28%	11%	6%	3%	2%	0%	0%	0%
YouTube	28%	28%	16%	13%	9%	3%	2%	1%	0%
TikTok	46%	24%	15%	7%	5%	3%	1%	0%	-
Video games	12%	15%	20%	21%	11%	10%	6%	4%	0%
TV and movies	9%	14%	23%	22%	17%	7%	4%	2%	1%
Other social media (Instagram, Facebook, X etc.)	20%	28%	23%	15%	5%	5%	2%	1%	0%
Radio	14%	22%	20%	14%	13%	7%	6%	3%	0%
Friends and/or family	19%	20%	28%	15%	10%	6%	3%	0%	-
Attending music events	14%	18%	17%	17%	15%	9%	7%	2%	1%

The table below shows:

- The percentage of young Australians who rank a particular way to discover new music as the most often use way out of total young Australians.
- The percentage of young Australians who select a particular way as one of their ways to discover new music out of total young Australians.

	Most often	Used to discover
Music streaming services (Spotify, Apple Music, SoundCloud etc.)	30%	61%
YouTube	15%	54%
TikTok	24%	52%
Video games	3%	21%
TV and movies	3%	32%
Other social media (Instagram, Facebook, X etc.)	8%	41%
Radio	4%	27%
Friends and/or family	9%	47%
Attending music events	3%	21%