



BRIEFING – FOR INFORMATION ONLY

Results from Ticket Reselling Colmar-Brunton survey

Date:	5 March 2019	Priority:	Medium
Security classification:	In Confidence	Tracking number:	1830 18-19

Information for Minister

Hon Kris Faafoi
Minister of Commerce and Consumer Affairs

Contact for telephone discussion (if required)

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Minister's office to complete:

Approved

Noted

Seen

See Minister's Notes

Declined

Needs change

Overtaken by Events

Withdrawn

Comments:



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Purpose

To provide you with key insights from the responses to questions relating to ticket reselling commissioned by MBIE as part of a recent Colmar-Brunton survey.

Jennie Kerr
Manager, Competition and Consumer Policy

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Background

1. MBIE commissioned research company Colmar-Brunton to ask three key questions relating to ticket reselling as part of one of their fortnightly omnibus-type surveys.
2. The survey took place on 7 November 2018. They survey a sample of one thousand people and weigh it to be representative of the New Zealand population.
3. Our objective was to get representative data and further evidence on the extent of the issues identified in the ticket reselling discussion document that you have commissioned MBIE to produce. We have incorporated this evidence into the discussion document.

Questions

4. The ticket reselling questions in the survey were:
 - a. Have you purchased resale tickets to a live event or concert through any of the following?
 - i. Viagogo
 - ii. TicketMaster Resale
 - iii. Facebook
 - iv. Trade Me
 - v. Something else (please tell us)
 - vi. I have not purchased resale tickets.

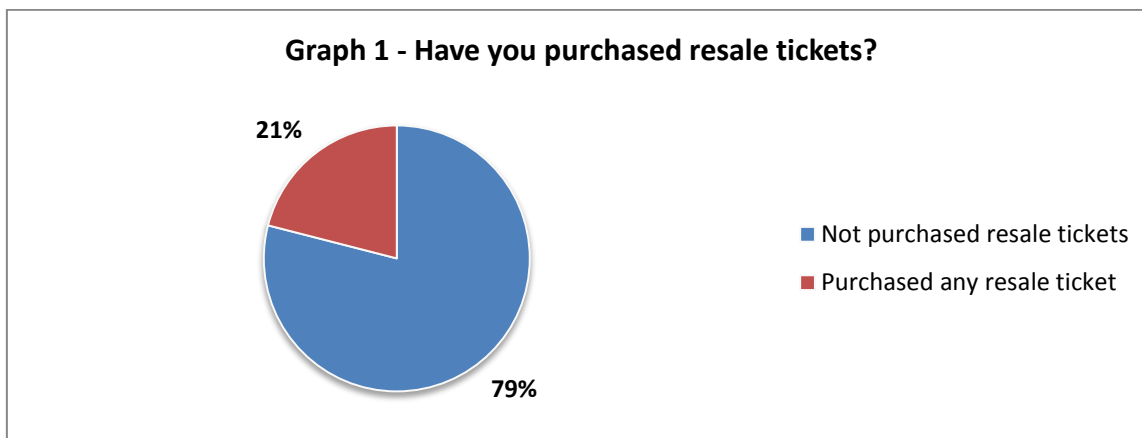
- b. How would you rate your experience purchasing resale tickets (1 to 5 scale from Poor to Excellent)?
- c. Would you support, or not, further regulation around ticket reselling (Yes, No, Don't have an opinion/don't care, Don't know)?

Key insights

- 5. The key insights from the survey are outlined below. Where the insights refer to demographics, the results are statistically significant.

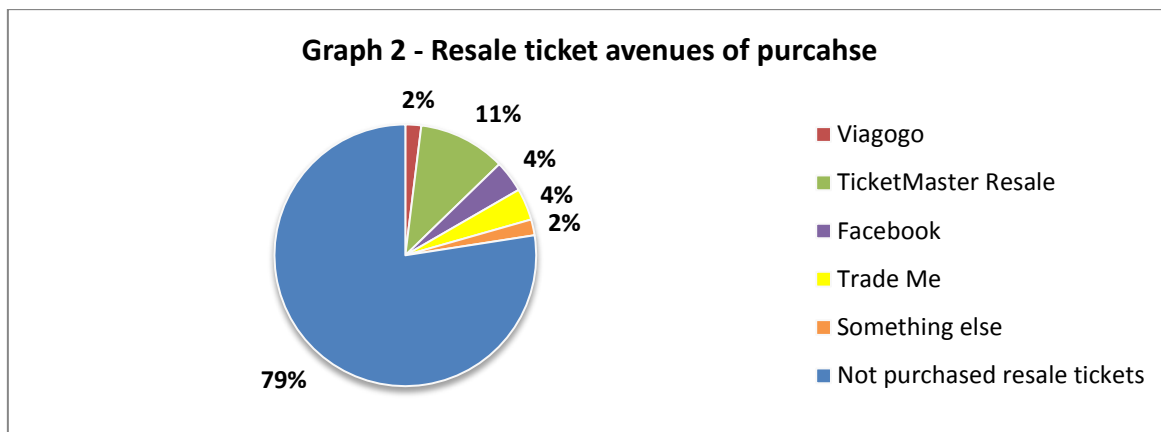
Have you purchased resale tickets?

- 6. The first question was asked to understand the prevalence of ticket reselling in New Zealand.
- 7. Out of the 1000 people surveyed, 21% had purchased resale tickets to a live event or concert via at least one resale avenue (see Graph 1).
- 8. People who had purchased resale tickets:
 - a. Tended to be younger. 30% of people aged between 18-29 years and 28% aged between 30-39 years had purchased resale tickets. Only 8% of people in the 60+ age group had purchased resale tickets.
 - b. Were more likely to be male (25%) than female (17%).
 - c. Were more likely to have a higher household income. 26% had a household income of '\$100k or more', compared with 16% with a household income of 'up to \$50k'.



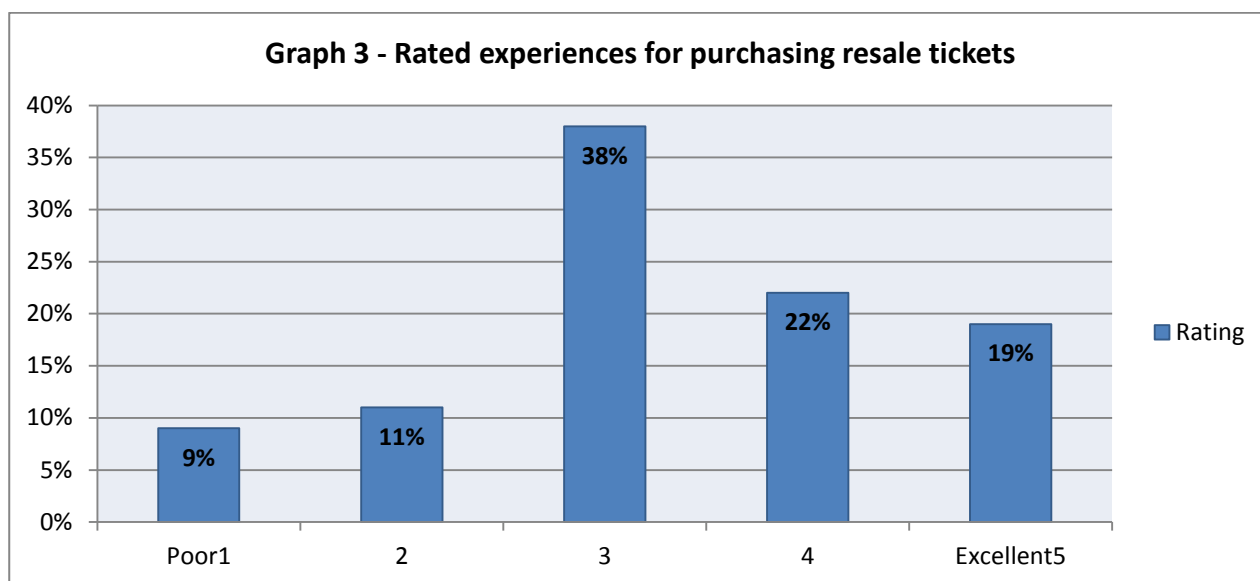
- 9. Of the 21% who had purchased resale tickets, TicketMaster Resale was the most popular avenue, with Facebook and Trade Me being the next most popular avenues (see Graph 2). Note that the percentages in Graph 2 don't add up to 100% as some people have purchased tickets from more than one ticket reselling avenue.
- 10. Only 2% of people had purchased tickets using Viagogo.
- 11. Another 2% of people had purchased tickets using other resale avenues. The qualitative responses to the 'Something else' category identified six other resale sites that people use¹ as well as purchasing resale tickets directly from friends.

¹ These were 'Universe.com', 'Tixel', 'Ticketfairly', 'Under the Radar', 'Seat geek' and 'Stub hub'.



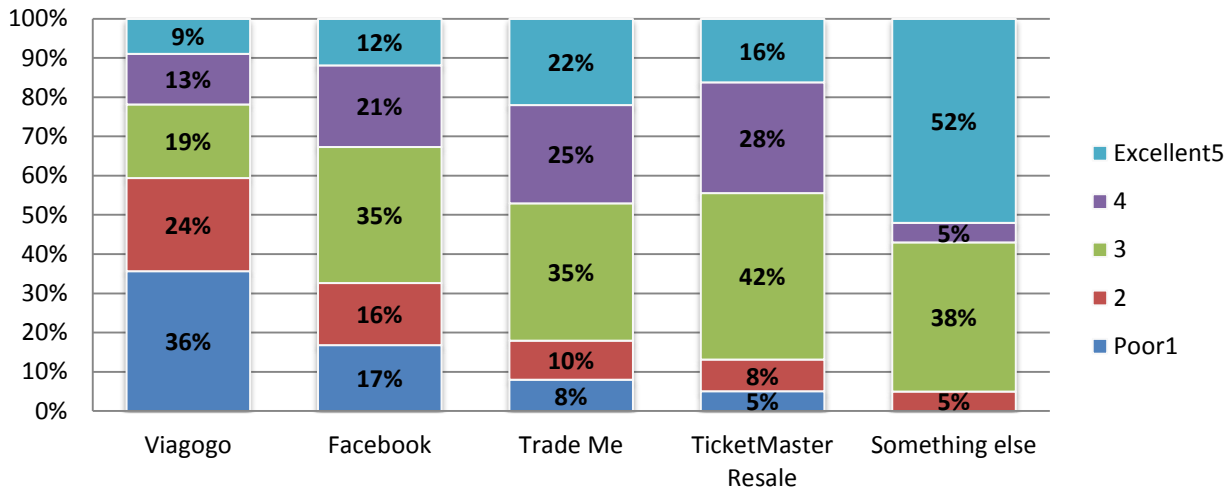
People’s experiences purchasing resale tickets

12. The second question sought to understand the extent to which people had experienced problems with ticket reselling. The nature of the problem was not asked here as Consumer NZ has already undertaken into the types of problems people encounter.
13. Of the people who had purchased resale tickets, most had neither a poor nor excellent experience purchasing resale tickets (see Graph 3). However, more people had a positive experience (41% rated 4 or 5) than a negative experience (20% rated 1 or 2).
14. The people that rated their experience when purchasing resale tickets as excellent (rating of 5), are more likely to have a lower household income (33% for ‘up to \$50k’).



15. When comparing the purchase experiences against the resale avenue, negative experiences were much more common for those using Viagogo, followed by Facebook (see Graph 4).
16. 60% of people had a negative experience (rated 1 or 2) purchasing resale tickets using Viagogo and 33% of people had a negative experience (rated 1 or 2) purchasing resale tickets via Facebook.

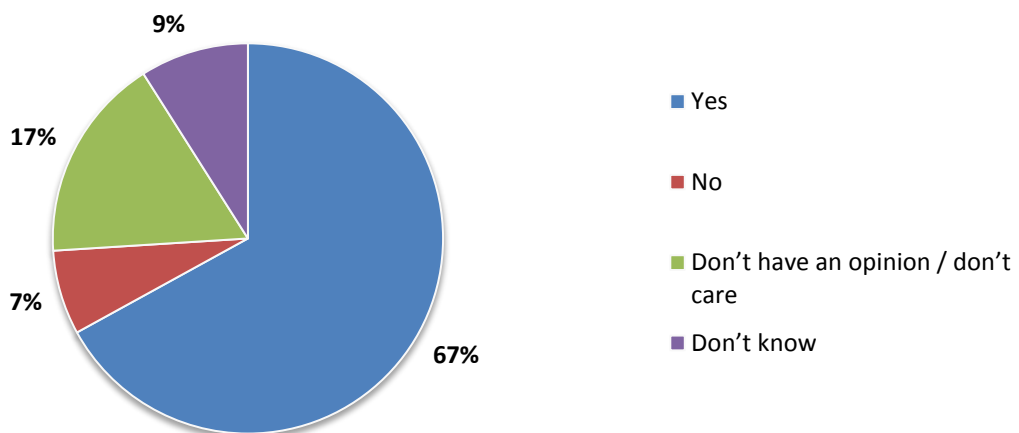
Graph 4 - Rated experiences for resale tickets by avenues



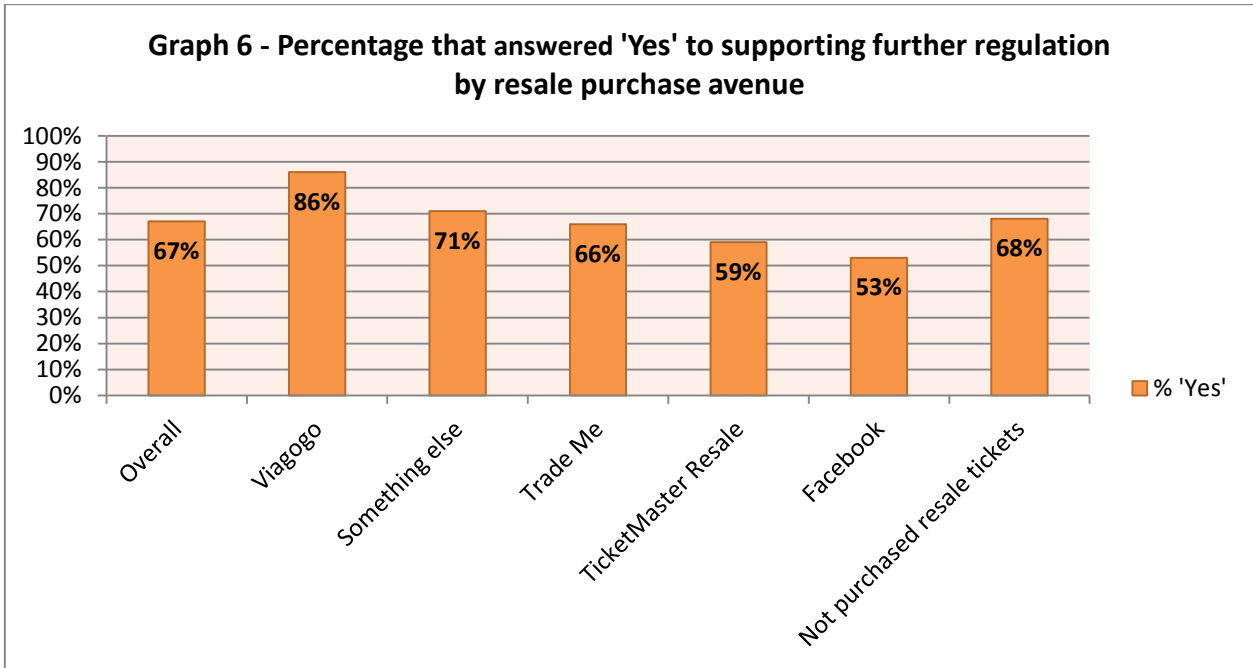
Support for further regulation of ticket reselling

- 17. The third question aimed to gauge the attitudes that people had towards introducing stronger regulatory measures to address ticket reselling issues.
- 18. Out of the 1000 people surveyed, 67% would support further regulation around ticket reselling, 7% would not support further regulation, 17% didn't have an opinion/don't care and 9% didn't know (see Graph 5).

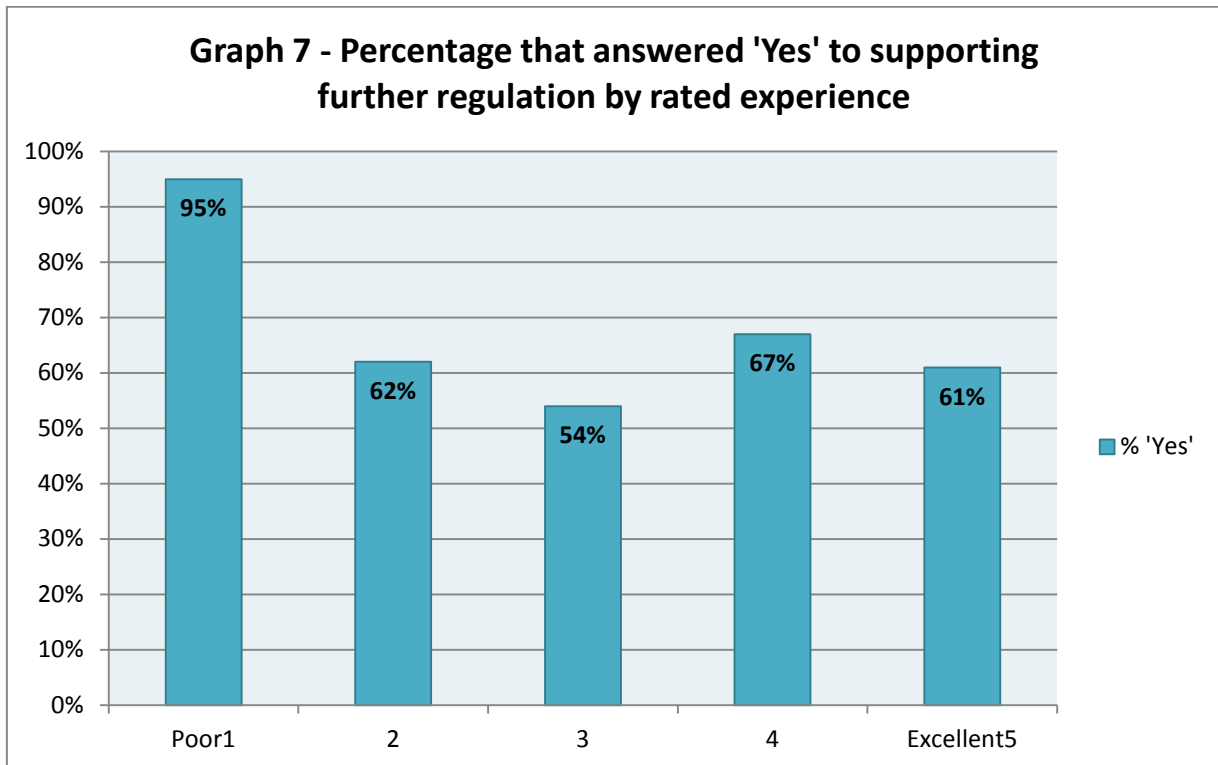
Graph 5 - Support for further regulation of ticket reselling?



- 19. When compared against the ticketing reselling avenue used to purchase resale tickets, Graph 6 shows that more people than the average (67%) were supportive of further regulation if they had purchased tickets using Viagogo (86%), whereas less people were supportive of further regulation if they had purchased tickets using Facebook (53%).



20. Interestingly, slightly more people (68%) than the average (67%) were supportive of further regulation if they had not purchased resale tickets before.
21. Unsurprisingly, when compared against the rated experience of purchasing resale tickets, those who rated their experience as poor were the most supportive (95%) of further regulation (see Graph 7).



Conclusion

22. Overall the results highlight that:
- a. Only around a fifth of people have purchased resale tickets.
 - b. There are a variety of avenues that people purchase resale tickets from, but TicketMaster Resale tends to be the most commonly used.
 - c. More people have good experiences (41%) than bad (20%) when purchasing resale tickets, though many people have an average experience (38%).
 - d. People who purchase resale tickets from Viagogo and Facebook are the most likely to have a negative experience.
 - e. Most people would support further regulation of ticket reselling, particularly those who have had a poor experience purchasing resale tickets and/or have purchased tickets using Viagogo.