

**THE  
PUSH**

**Youth Music  
Organisation**



**YouGov®**

Research commissioned and authored by The Push  
Polling conducted by YouGov



# Young Australian Music Audiences 2025

This report has been prepared by The Push. The views and opinions expressed in this publication are those of the authors.

---

The Push – Youth Music Organisation Ltd  
Collingwood Yards  
35 Johnston Street, COLLINGWOOD VIC 3066

---

PO Box 6062, COLLINGWOOD NORTH VIC 3066

---

03 9380 1277

---

hello@thepush.com.au

---

The Push acknowledges the Traditional Custodians of the Lands across Australia where our work takes place and recognises their continuing connection to land, waters, community and culture. We pay our respects to Elders, past and present. First Nations culture and community are integral to the way we work with young people in music.



Young Australian Music Audiences © 2025 authored by The Push is licensed under CC BY 4.0. To view a copy of this licence, visit [creativecommons.org/licenses/by/4.0](https://creativecommons.org/licenses/by/4.0).



Cover image: Ryley Clarke  
Back image: Sethen Sheehan

## **Music is more than entertainment for young Australians; it's a foundation for connection, identity and belonging.**

The research for *Young Australian Music Audiences 2025* builds on what we heard last year; affirming how important music is to young people. Yet it also shows us how many young people are still missing out.

Cost continues to impact the majority of young Australians, shutting out those who can't afford rising ticket prices and associated expenses. Age restrictions lock young people under 18 out of countless venues and opportunities to experience live music, and for those outside major cities, location and limited transport can make it feel almost impossible to attend events. Together, these barriers deny too many young Australians the formative and life-changing experience of music.

At the same time, the ways young people are discovering and engaging with music have shifted. Streaming services unlock pathways through which new artists are discovered, and social media platforms offer young people a sense of community and creativity; but they are also fragile. With social media restrictions for young Australians under the age of 16 just around the corner, we need to be asking what alternative spaces we're supporting that give young people places to connect, discover new artists and form lifelong friendships offline.

What young Australians have told us is clear. They see access to music events and programs as essential to staying connected, particularly in a world where digital access will be restricted. They want local, affordable and inclusive spaces where they can gather, share experiences and belong. Just as importantly, they want to shape those spaces themselves; not only as audiences, but as producers, promoters and performers in the communities where they live.

Listening to young people is critical if we are to keep music central to our Australian way of life. We have heard what young people need, and these solutions can guide the way governments, industries and communities respond. Together, we have a responsibility to remove the barriers and invest in opportunities that are led by young people to strengthen connection, identity and belonging.

Let's turn online discovery into real-world belonging. Let's ensure that music is not just something young Australians listen to, but a lived, shared experience that continues to connect, inspire and empower; no matter how old you are or where you live.



**Kate Duncan**  
CEO, The Push

# About This Research

**The Push is an Australian youth music organisation and registered charity. Over three decades we've supported millions of young people to access contemporary music programs and events; fostering a pipeline for young people into the contemporary music sector as artists, audiences and industry practitioners. Our work is guided by our purpose to give every young person the opportunity to participate and thrive in Australian music.**

This 2025 research report is based on polling conducted by YouGov in July 2025, with further longitudinal analysis conducted by The Push, based on polling data collected by The Australia Institute in August 2024.

Through this polling process, we engaged with a nationally representative sample of 1,000 young people aged 16 - 25 from across the country to gain insights into their relationship with music. A series of nine questions were co-devised by The Push and YouGov. Following the completion of the polling, the data was weighted by age, gender and region to reflect the latest Australian Bureau of Statistics (ABS) population estimates. While our survey acknowledged male, female and gender-diverse people, the reported statistics are presented as male and female only, in line with current ABS standards for population data. This study has been carried out in accordance with the ISO 20252:2019 standards, to which YouGov is accredited.

This report offers a valuable contribution to the evolving discourse on the role of music in the lives of young people in Australia. By elevating their perspectives, it enhances our understanding of how music shapes their experiences and underscores the importance of sustained support for the live music sector. The findings are intended to inform ongoing dialogue, stimulate further inquiry, and guide evidence-based policy development that fosters a vibrant and enduring music ecosystem for future generations.

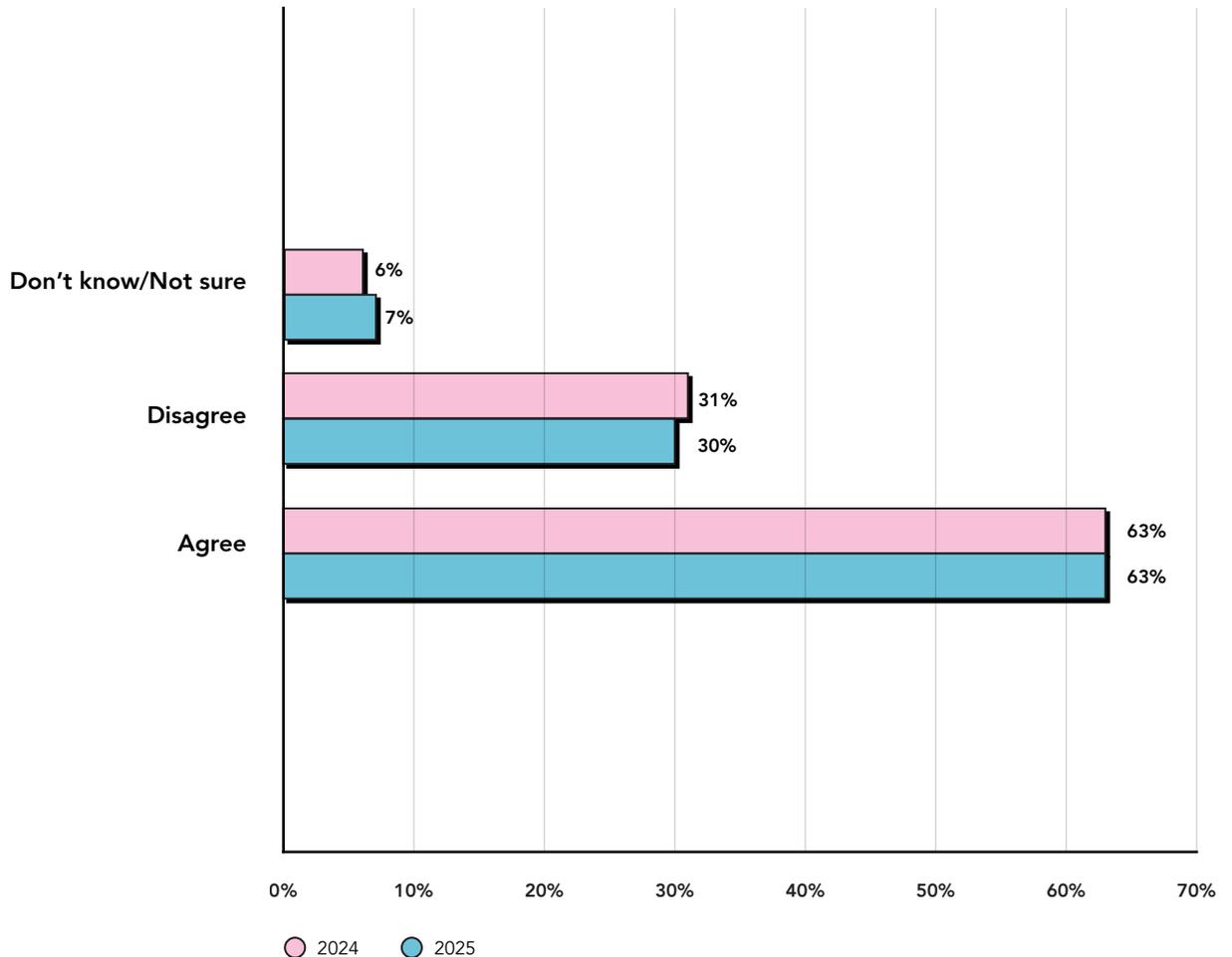
The Push would like to acknowledge and thank all those who have contributed to and participated in the development of this report.



# What We Know



## Attending music events is still important to young Australians aged 16 - 25, with more than three in five (63%) agreeing.



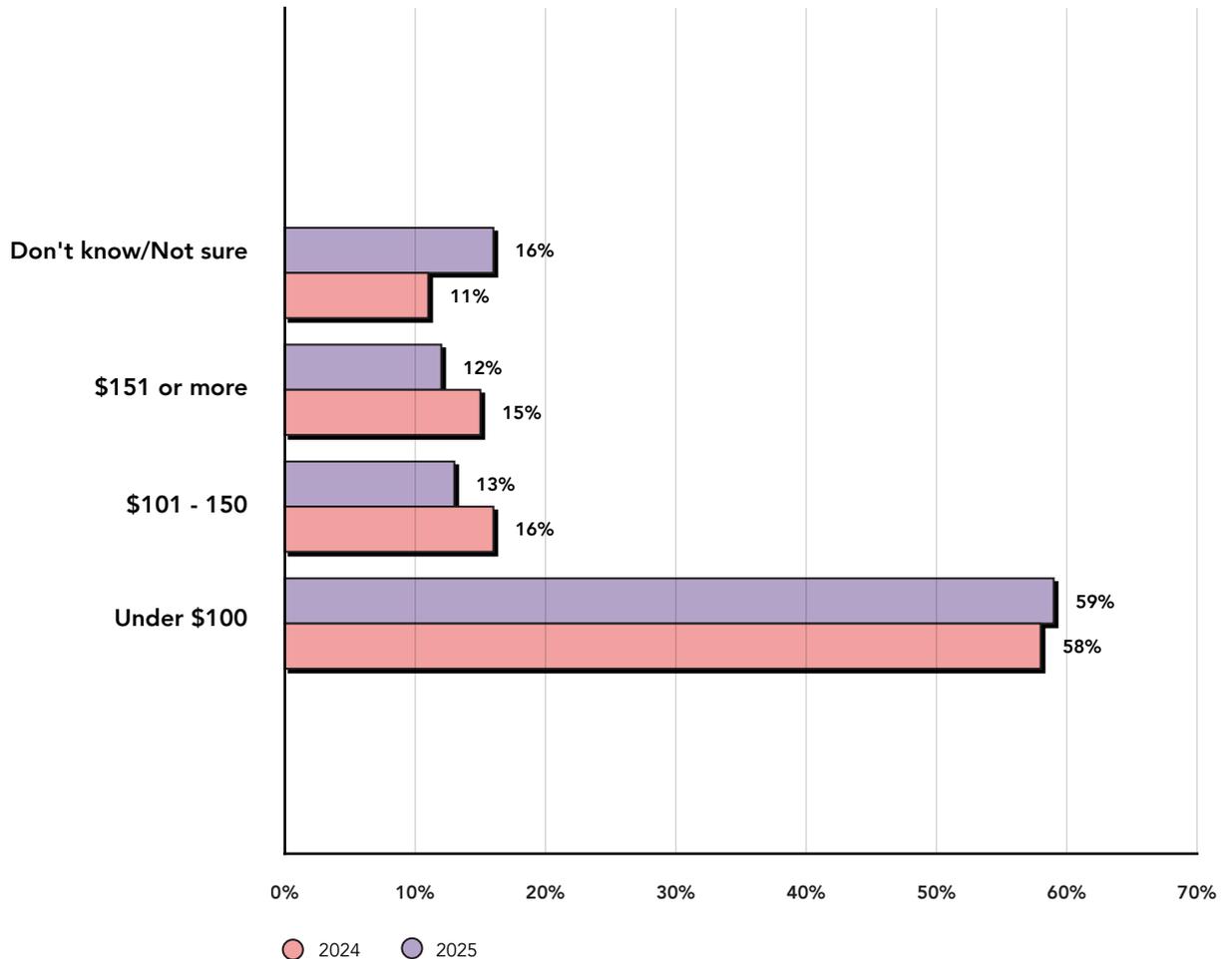
One in five young Australians aged 16 - 25 (21%) strongly agree that attending music events is important to them.

Young Australian males are more likely than young Australian females to strongly agree that attending music events is important to them (26% compared to 16%).

The more money young Australians have to spend on entertainment, after covering other costs, the more likely they are to agree that attending music events is important to them. Three quarters (74%) of those who have \$51 - \$150 to spend every week are more likely to agree, compared to over half (56%) for those who have under \$50.

# 2

**Young Australians aged 16 - 25 have less to spend on all forms of entertainment and activities in 2025 than they did in 2024, after they have covered all other expenses each week.**



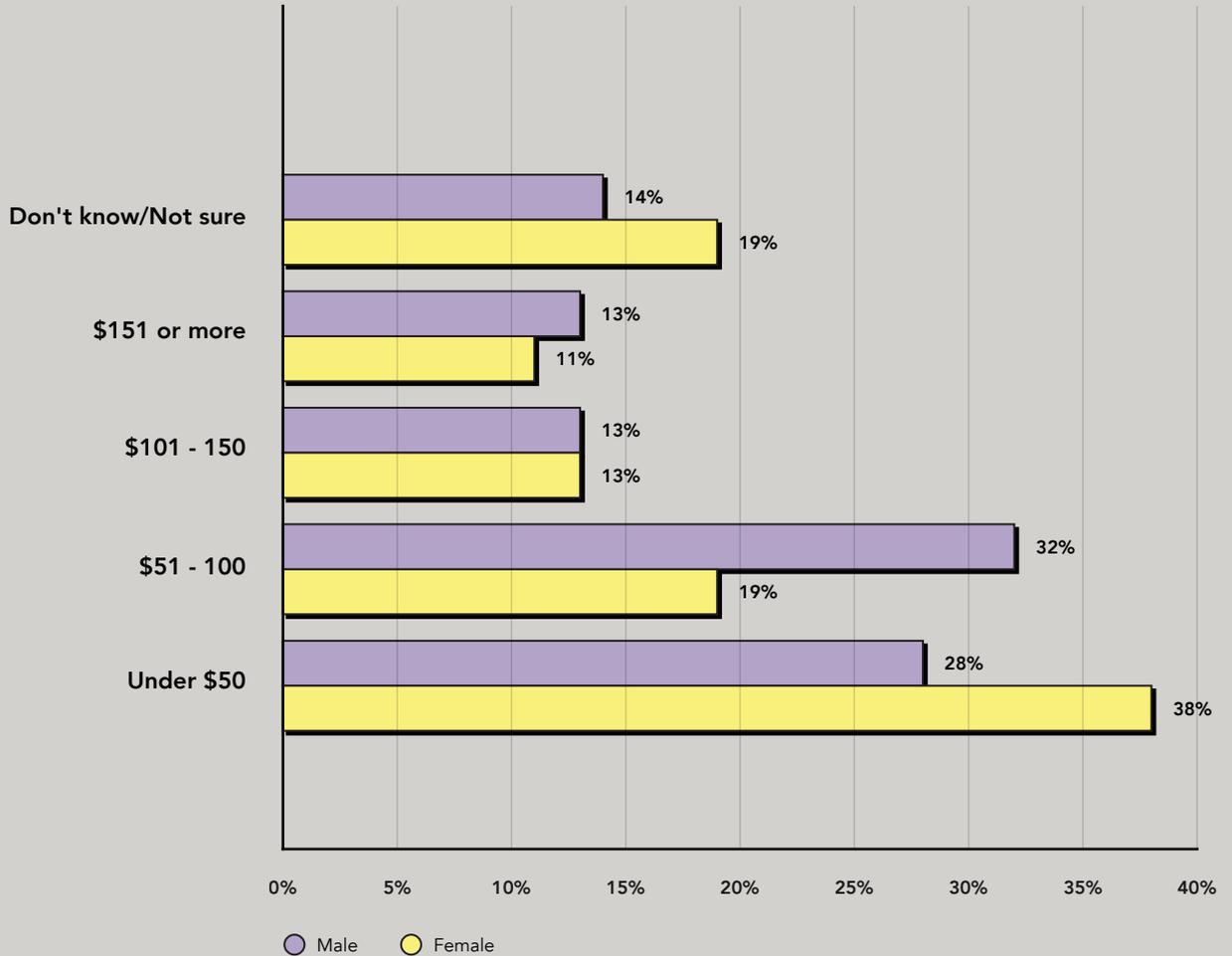
After covering all their other costs, a third (33%) of young Australians aged 16 - 25 say they have \$0 - \$50 every week to spend on all forms of entertainment and activities.

Just over one in ten young Australians (12%) say they have \$151 or more to spend on all forms of entertainment and activities every week after covering all their other costs.

Young Australians aged 18 - 25 are more than twice as likely as those aged 16 - 17 to have \$51 - \$150 to spend on all forms of entertainment and activities every week after covering all their other costs (43% compared to 20%).

# 3

## Young Australian males aged 16 - 25 have more money to spend on entertainment and activities each week than young Australian females aged 16 - 25.



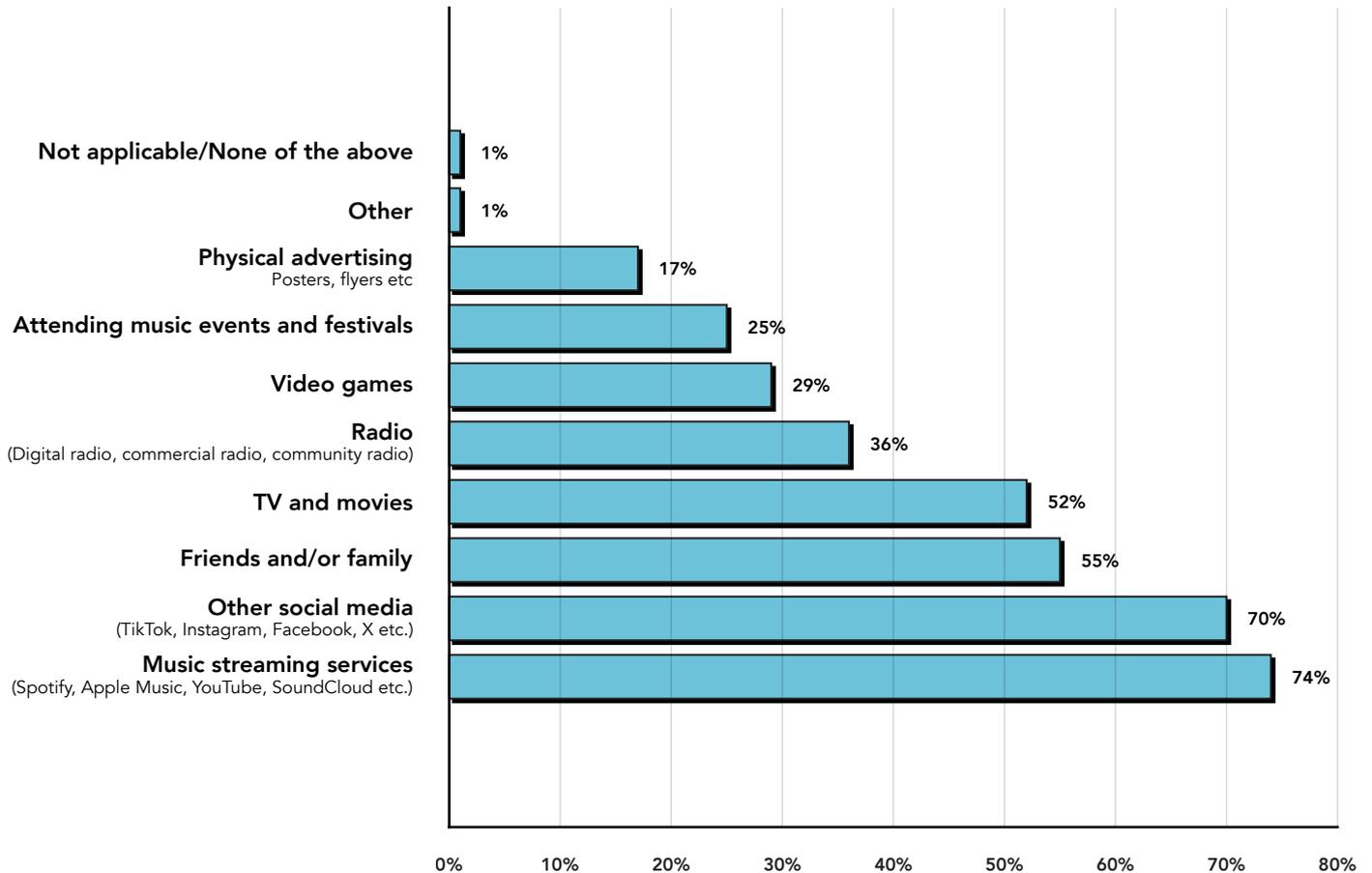
Young Australian females aged 16 - 25 are more likely than young Australian males aged 16 - 25 to say they have \$0 - \$50 to spend on all forms of entertainment and activities every week after covering all their other costs (38% compared to 28%).

Young Australian males are more likely than young Australian females to say they have \$51 - \$150 to spend (45% compared to 32%).

Almost one in five young Australian females (18%) have under \$25 to spend on all forms of entertainment and activities every week after covering all their other costs.

# 4

**Young Australians aged 16 - 25 are most likely to discover new music via music streaming services (74%) and other social media platforms (70%).**



There has been a significant increase in young Australians aged 16 - 25 discovering new music via social media, increasing to 70% in 2025 from 41% in 2024. In addition, there has been a significant increase in young Australians discovering new music via music streaming services, increasing to 74% in 2025 from 61% in 2024.

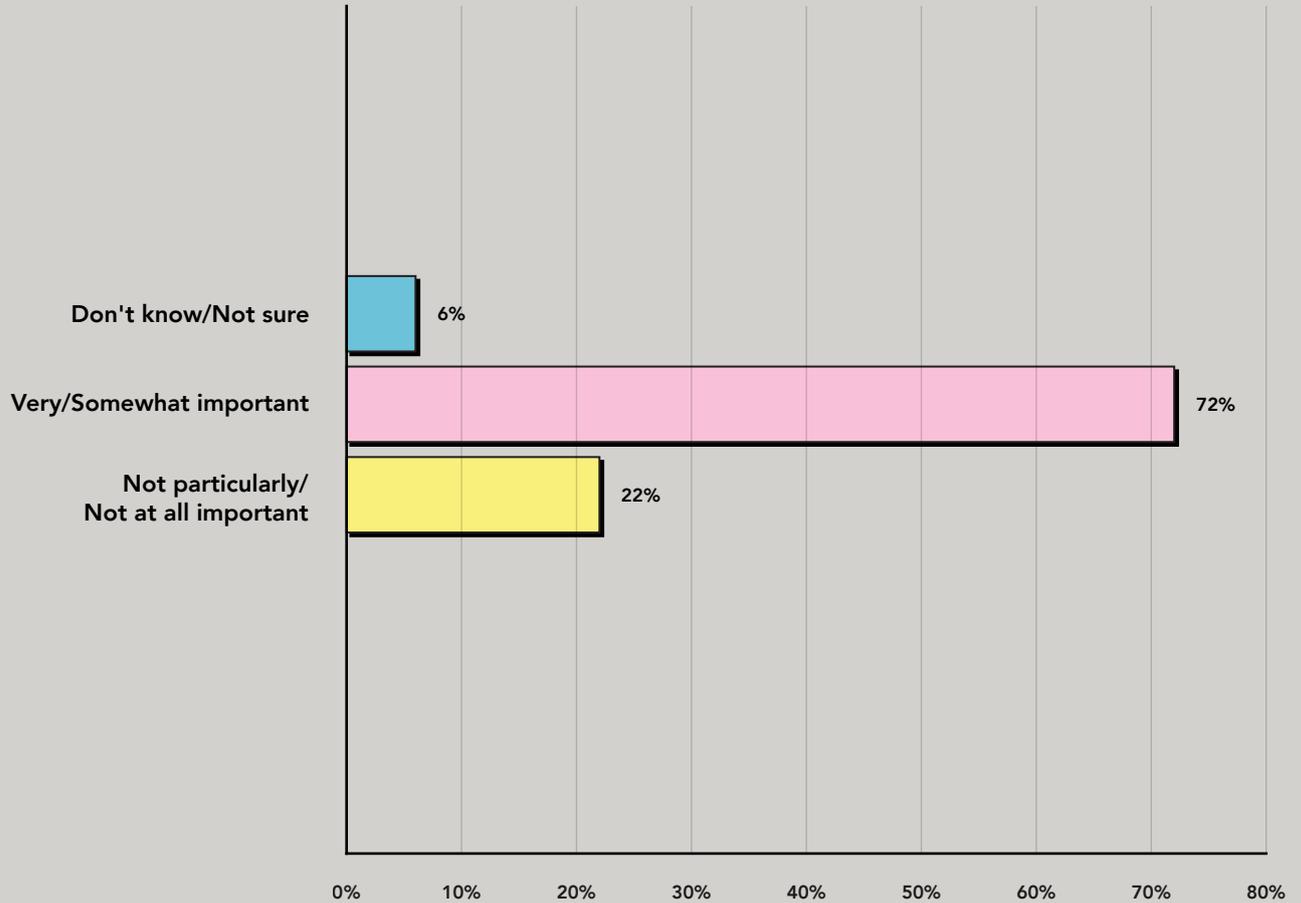
Over half of young Australians discover new music through friends and/or family (55%), as well as TV and movies (52%).

More than a third (36%) of young Australians say they discover new music via the radio (including digital radio, commercial radio and community radio), and this has increased over the last year (27% in 2024).

Young Australian males are more likely than young Australian females to say they discover new music via video games (37% compared to 20%), while young Australian females are more likely to do so via music streaming services (78% compared to 71%) and other social media platforms (76% compared to 64%).

# 5

**Almost three-quarters (72%) of young Australians aged 16 - 25 agree that access to music events and programs would be important to help them feel connected to each other if access to social media was restricted.**



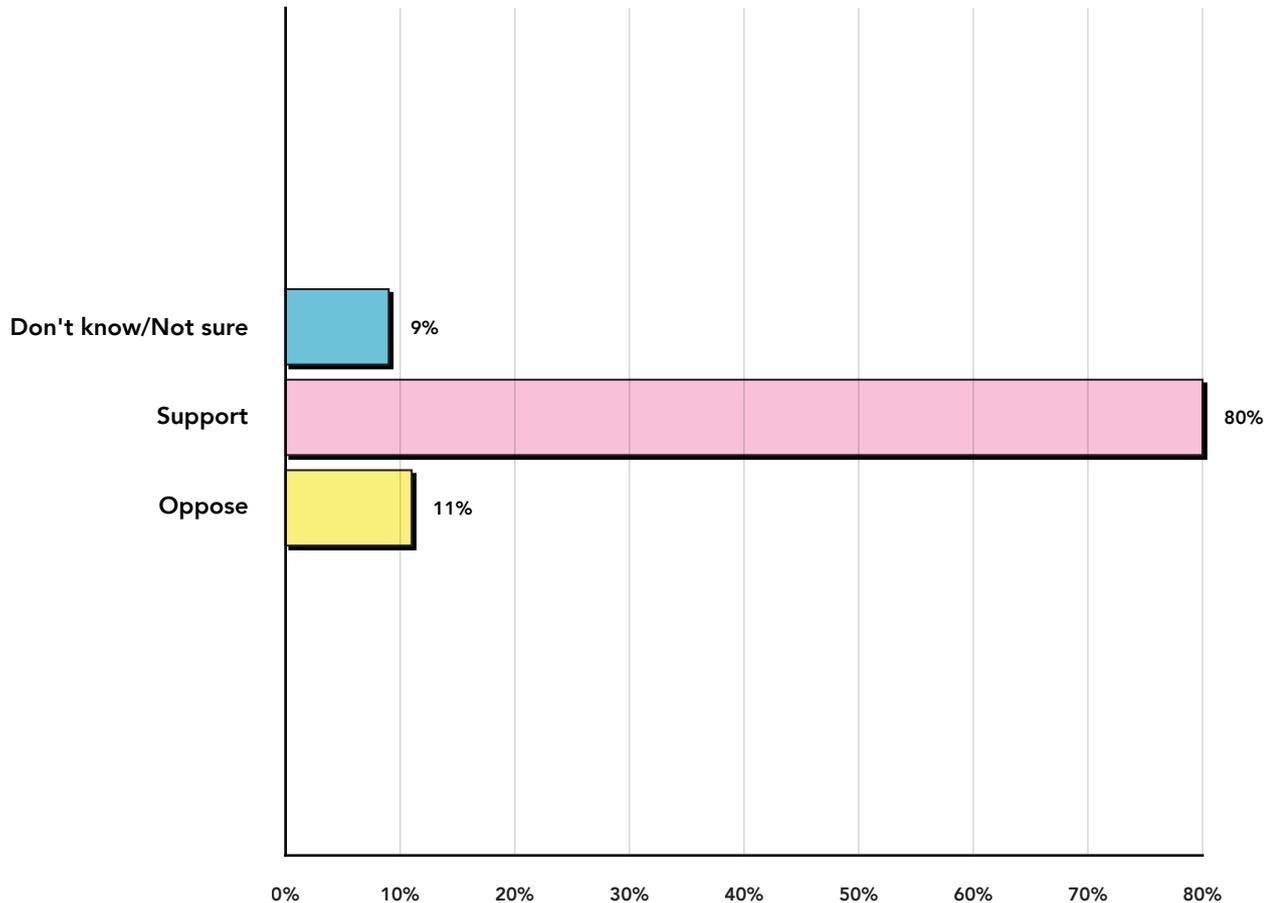
If access to social media was restricted, almost a third (32%) of young Australians aged 16 - 25 say music events or programs would be very important to help them feel connected to others.

Young Australian males are more likely than young Australian females to say that music events or programs would be very important to help them feel connected to others if their access to social media was restricted (37% compared to 27%).

Those who have \$51 - \$150 weekly to spend on entertainment are more likely than those who have \$0 - \$50, to consider music events or programs very important to help them feel connected to others if their access to social media was restricted (44% compared to 27%).

# 6

## Young Australians aged 16 - 25 would overwhelmingly (80%) support a government program for young people to organise and/or attend music events, to stay connected without social media.

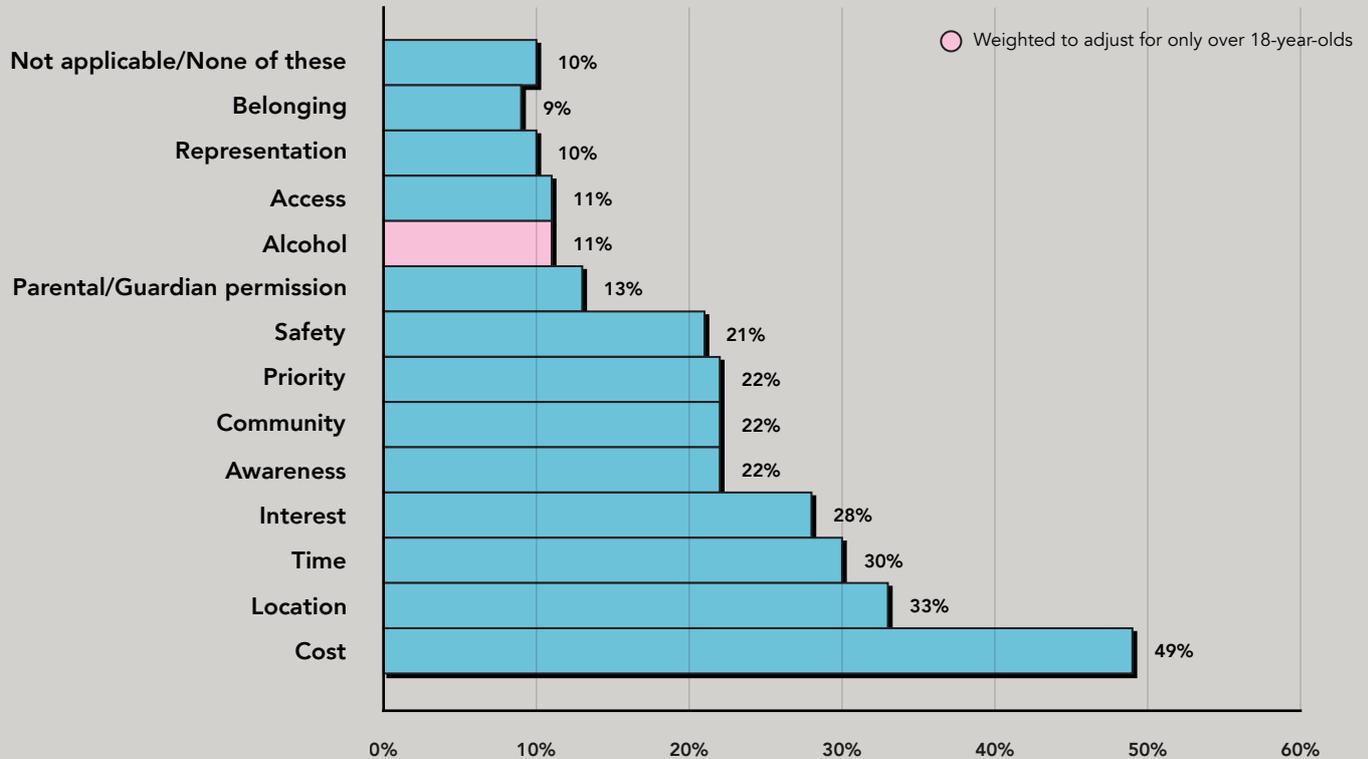


More than a third (35%) of young Australians aged 16 - 25 would strongly support a government program for young people to organise and/or attend music events or programs so that they can stay connected without social media.

Young Australians aged 18 - 25 are more likely than those aged 16 - 17 to say they would support this type of government program (82% compared to 72%).

# 7

## Cost is the most common barrier for young Australians aged 16 - 25 when it comes to attending music events, with almost half (49%) stating this as a barrier.



Priority and time have both increased as barriers for young Australians aged 16 - 25 attending music events from 2024 to 2025, further suggesting that cost of living pressures are a growing concern, increasing to 22% from 19% (priority) and 30% from 27% (time).

Young Australian males are more likely than young Australian females to say that access (14% compared to 7%), representation (13% compared to 7%) and belonging (11% compared to 6%) are barriers to them attending music events.

Young Australian females are more likely than young Australian males to identify cost (61% compared to 37%) and location as a barrier (38% compared to 28%).

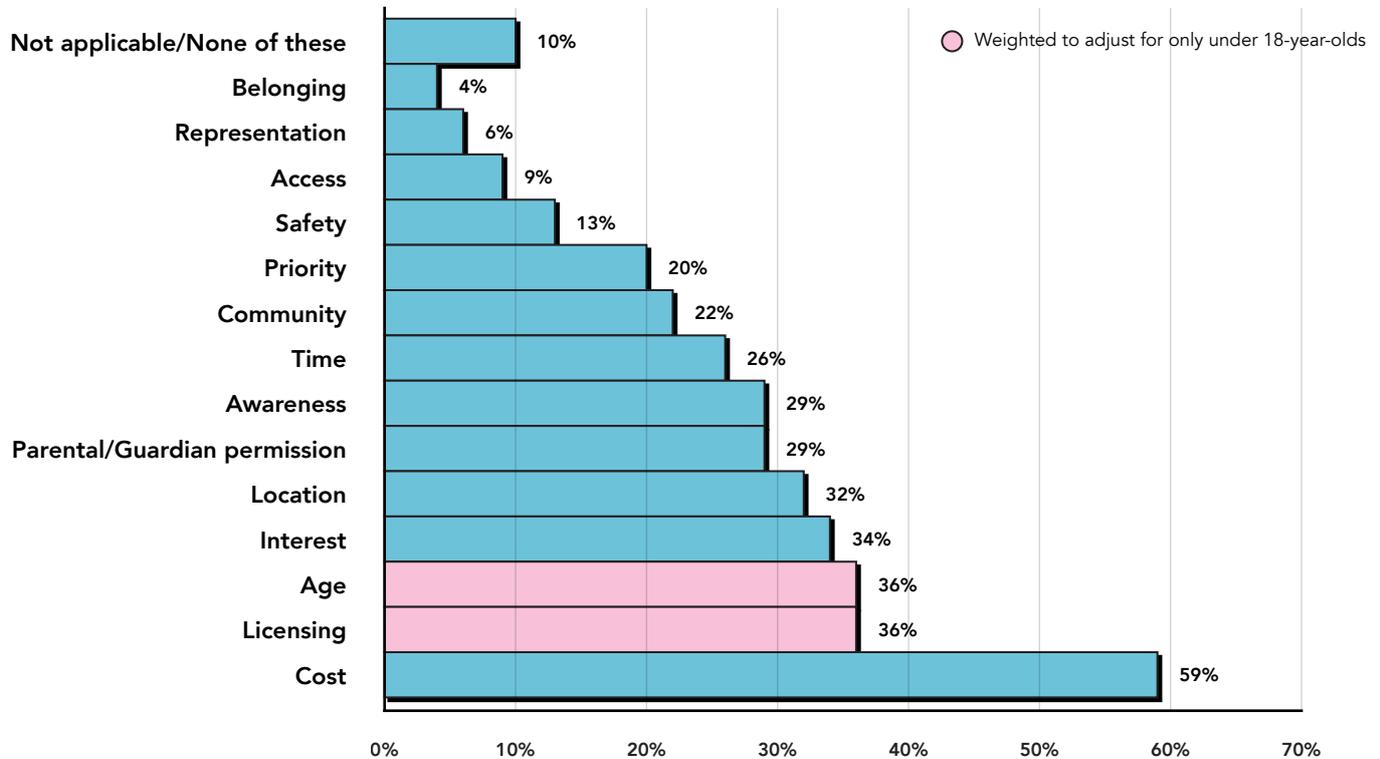
One in ten (11%) young Australians aged 18 - 25 say that alcohol (not wanting to go to licensed venues because of the presence of alcohol) is a barrier.

Six in ten (61%) young Australians who have \$0 - \$50 every week to spend on all forms of entertainment and activities, identified cost as a barrier to attending music events.

Safety (not feeling safe) is more of a barrier for young Australians aged 18 - 25, with almost a quarter (23%), compared to those aged 16 - 17 (13%).

# 8

**For young Australians aged 16 - 17, while cost is still the most common barrier (59%), over a third say that licensing (36%) and age (36%) are barriers.**



More than a third (36%) of young Australians aged 16 - 17 say that licensing (not being able to attend a licensed venue because of their age) and age (not being able to attend because there are limited under 18 music events in their area) are barriers to them attending music events.

Three in ten (29%) young Australians aged 16 - 17 identified parental/guardian permission as a barrier to them attending music events.

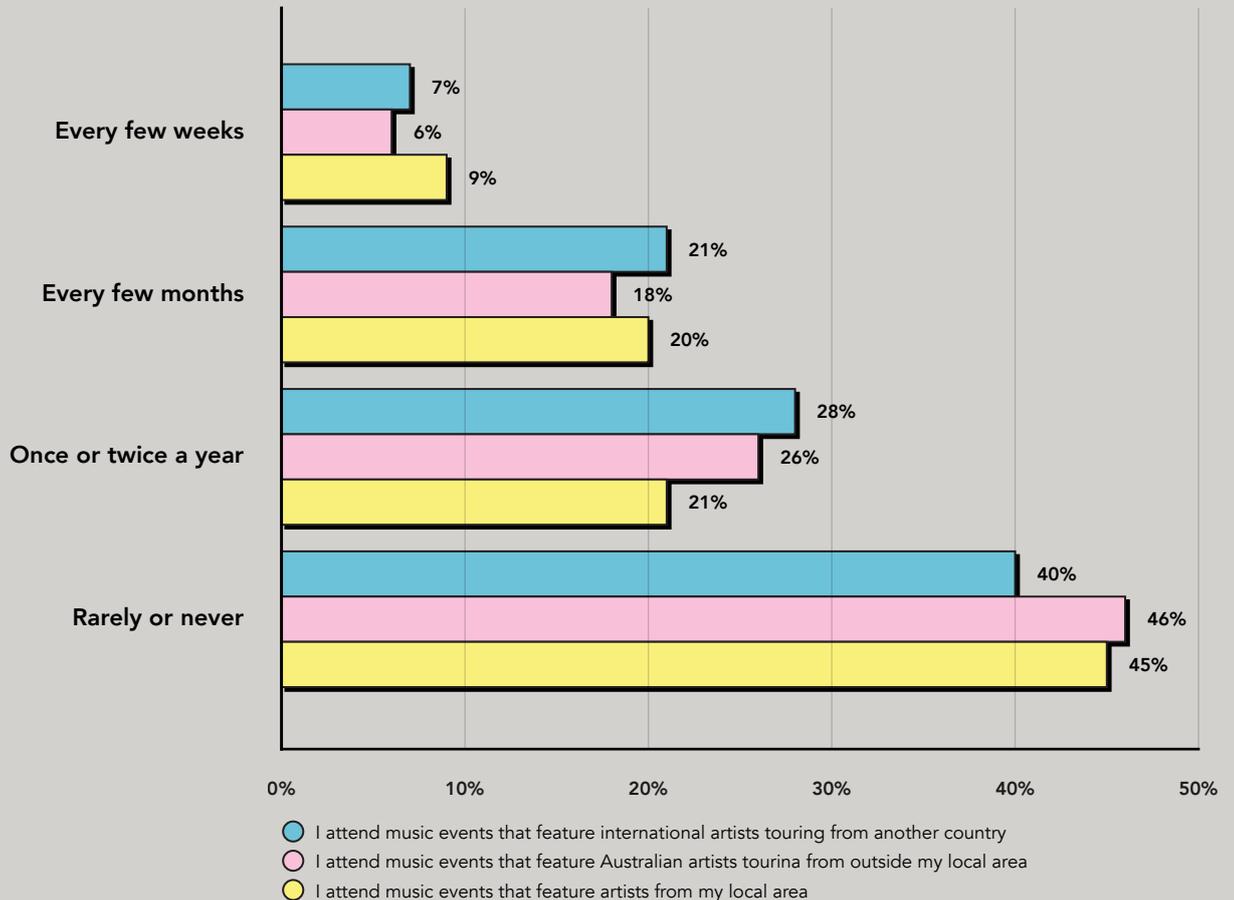
Young Australians aged 16 - 17 are more likely than those aged 18 - 25 to say that cost (59% compared to 47%) and awareness (29% compared to 20%) are barriers to them attending music events.

Young Australians aged 18 - 25 are more than twice as likely (10% compared to 4%) to identify belonging (not feeling welcome at music events) as a barrier.

There is also significant disparity across the states and territories for young Australians aged 16 - 17 indicating that licensing (not being able to attend a licensed venue because of their age) is a barrier. In Western Australia, 53% of young Australians aged 16 - 17 state this as a barrier, while 16% of young Australians aged 16 - 17 in South Australia state this as a barrier.

# 9

**Young Australians aged 16 - 25 who regularly attend music events (at least every few months and up to every few weeks), are more likely to see local artists (29%) and international artists (28%) over Australian artists touring from outside their local area (24%).**



Young Australians aged 16 - 25 who rarely or never attend music events are more likely to see Australian artists touring from outside their local area (46%) and local artists (45%) than international artists (40%).

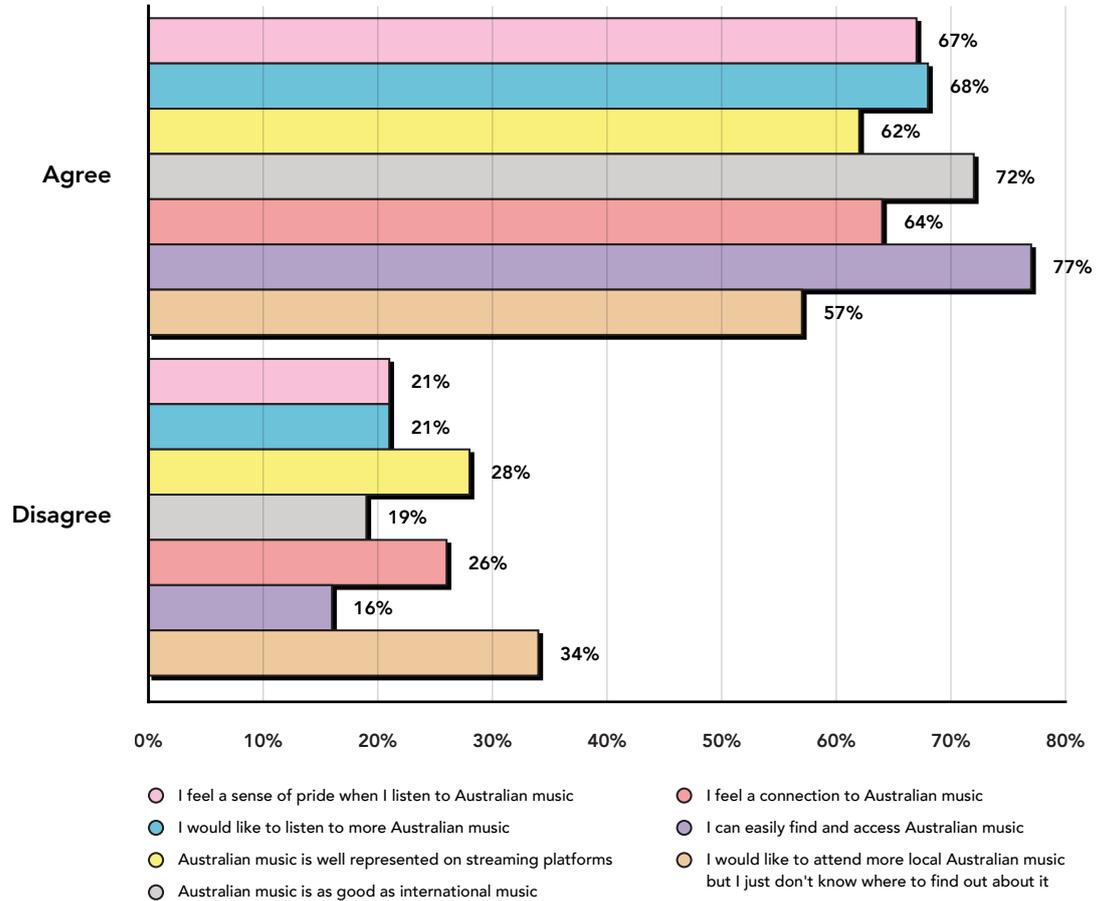
Young Australian males are more likely than young Australian females to say they attend a music event that features international artists touring from another country every few weeks (11% compared to 4%) and every few months (25% compared to 17%), while young Australian females are more likely to say they do this once or twice a year (33% compared to 23%).

Almost one in ten (9%) young Australians say they attend music events that feature artists from their local area every few weeks, one in five (20%) every few months and a similar proportion (21%) once or twice a year.

Young Australian males are more likely than young Australian females to say they attend music events that feature artists from their local area every few weeks (12% compared to 5%) and every few months (24% compared to 16%), while young Australian females are more likely to say they rarely or never do this (55% compared to 37%).

# 10

## Young Australians aged 16 - 25 are overwhelmingly supportive of Australian music.



Young Australian males are more likely to strongly agree than young Australian females that they feel a sense of pride when they listen to Australian music (31% compared to 17%), as are young Australians aged 18 - 25 compared to those aged 16 - 17 (28% compared to 9%).

Young Australian males are more likely to strongly agree than young Australian females that they want to listen to more Australian music (31% compared to 16%), as are young Australians aged 18 - 25 compared to those aged 16 - 17 (26% compared to 14%).

Young Australian males are more likely than young Australian females to strongly agree that Australian music is well represented on streaming platforms (27% compared to 10%), as are young Australians aged 18 - 25 compared to those aged 16 - 17 (22% compared to 5%).

Young Australian males are more likely than young Australian females to feel a connection to Australian music (71% compared to 56%), as are young Australians aged 18 - 25 compared to those aged 16 - 17 (68% compared to 45%).



Image: Ryley Clarke

# What We Need

**Since the release of The Push's inaugural *Young Australian Music Audiences* research in 2024, a range of developments have further strengthened the relationship between young people and music in Australia.**

Among these, the Australian Government's publication of the *Am I Ever Gonna See You Live Again?* House of Representatives' inquiry report,<sup>1</sup> which offered valuable recommendations to strengthen support for young audiences and enhance access to live music for young people nationwide.

We know that participation in music at any level can be a defining moment in a young person's life. It helps young people shape their identity and establish lifelong relationships. Attending a live music performance can provide feelings of social connectedness, commonality, belonging and collective understanding.<sup>2</sup>

This new data sheds further light on the critical role music plays in the daily lives of young Australians, particularly at a time of unprecedented digital policy change.<sup>3</sup>

With Australia set to implement the world's first social media restrictions for young people under the age of 16, these findings take on added urgency. Social media currently plays a major role in music discovery, with 70% of young Australians reporting they find new music through platforms such as TikTok, Instagram, Facebook and X. As the online environment changes, it will be vital to ensure that alternative channels for music engagement and event information are accessible to younger audiences.

Across Australia, there are significant barriers experienced by young people who want to participate in and experience music events. Without accessible entry points, we risk losing the next generation of live music audiences; and with them, the artists, industry workers and cultural leaders who will sustain the sector in years to come.

Importantly, almost three-quarters (72%) of young Australians agree that access to music events and programs would be important to help them feel connected to each other without access to social media platforms. Further, four out of five (80%) respondents say they would support government initiatives that enable young people to organise or attend music events and programs, highlighting a clear desire to remain socially connected and culturally engaged.

These findings present a timely opportunity to complement digital reforms with proactive strategies that sustain and grow young people's participation in music programs and events. We have heard loud and clear from young Australians about the solutions they want from governments, industries and communities.

---

<sup>1</sup> House of Representatives, Standing Committee on Communications and the Arts (2025) [Am I ever gonna see you live again? Yes way! You bet! On yeah!](#), Parliament of Australia, accessed 16 August 2025.

<sup>2</sup> Perkins R, Mason-Bertrand A, Tymoszuk U, Spiro N, Gee K and Williamon A (2021) 'Arts engagement supports social connectedness in adulthood: findings from the HEartS Survey', BMC Public Health, 21,1208, <https://doi.org/10.1186/s12889-021-11233-6>.

<sup>3</sup> eSafety Commissioner (2025) [Social media age restrictions](#), Australian Government, accessed 16 August 2025.

Young Australians have told us they need affordable, inclusive music spaces to stay connected; especially as digital access becomes restricted. They want to gather, share experiences and, just as importantly, shape these spaces themselves as artists, audiences and producers. These solutions show how governments, industries and communities can respond by removing barriers and investing in opportunities that are led by young people to strengthen connection, identity and belonging.

How can we respond to this?

## **1. Expand access to affordable, all-ages events**

Invest in all-ages and under 18 music events, particularly in regional and outer-metropolitan areas.

## **2. Fund youth-led music programs**

Support initiatives that empower young Australians to organise and deliver their own music events; building skills, confidence and belonging.

## **3. Introduce affordability measures**

Establish programs such as a youth music pass or subsidised ticketing schemes to ensure music participation remains accessible to young Australians from low-income households during cost-of-living pressures.

## **4. Create alternative pathways for music discovery**

Resource schools, local councils and community organisations to host discovery-focused programs and events that respond to reduced digital access.

## **5. Strengthen visibility of Australian artists**

Guarantee that young people see and hear more Australian artists at live events, and in media and education; matching their pride in and demand for Australian music.



**Youth Music  
Organisation**

 @ thepushau       / thepushau       @ thepushau  
 The Push       @ thepushau

Research commissioned and authored by The Push  
Polling conducted by YouGov



**YouGov®**