

Young Australian Music Audiences

RESEARCH COMMISSIONED BY

The Push

CO-AUTHORED BY


Associate Professor Catherine Strong (RMIT University) and The Push

POLLING CONDUCTED BY

The Australia Institute



THE PUSH

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Acknowledgement

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.



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Foreword

Participation in music at any level can be the 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 and belonging, and collective understanding.

For over three decades, The Push has connected millions of young people with music. Our work is guided by our purpose of giving every young person the opportunity to participate and thrive in Australian music.

However, a string of significant events has created additional barriers for young Australians wanting to participate in music. There was already a troubling decline in the number of all-ages events over the past decade. Then, COVID-19 brought the entire industry to a complete standstill for almost two years, preventing many young people from attending music events that have otherwise been a rite of passage for generations of live audiences.

As the sector continues to recover post-pandemic, particularly over the last 18-months, we have seen shifting trends in regard to how young people are engaging with live music across Australia. There has been much speculation about what is driving these changing behaviours and many unanswered questions as to what barriers are preventing younger audiences from attending in the numbers that they once were.

For the first time, we have the data that provides visibility of the key issues and enables the entire sector to better understand the experiences of young Australians as live music audiences - who are growing up at a time when the challenges they face are far more complex than what previous generations have experienced.

This research provides us with the evidence to support what we have heard anecdotally for many years - that attending live music is overwhelmingly important to young Australians, however, as cost-of-living continues to disproportionately impact young people, communities across the country are struggling to attend concerts, gigs, and festivals.

Now more than ever, we need to be listening to young Australians about the solutions they want to see. We have heard loud and clear that young people believe there is a significant role for all levels of government to support initiatives - from grassroots all the way to the biggest stages - so that all young Australians can experience music events.

The Push is committed to celebrating these vibrant communities of young Australians and we will continue to work with the industry and all levels of government to strengthen communities, develop all-ages audiences and support young Australians with career pathways for a more representative contemporary music sector.



Kate Duncan
CEO, The Push

About this project



PHOTO: TANYA VOLT

This research report is based on polling conducted by The Australia Institute in August, 2024 and published in the Polling Brief in Appendix 1.

Through this polling process, The Push engaged with a nationally representative sample of 1,009 individuals aged 16 - 25 from across the country to gain insights into their relationship with music, barriers to attending live music and potential solutions to support young Australians to engage in greater depth with local music. A series of ten questions were co-devised with young people to ensure that the language was meaningful to the respondents.

This research centres the perspectives of young people in the ongoing conversation about their relationship with music. The accompanying analysis by Dr Catherine Strong (RMIT University) explores the context of this conversation, alongside contributing factors. By understanding the perspectives of young people, the report aims to provide valuable information to policymakers, industry stakeholders, and community leaders who are committed to nurturing and supporting the next generation of Australian music audiences.

Our findings highlight the diverse and evolving nature of young Australians' engagement with music, reflecting broader economic, cultural and social shifts. By placing the voices of young Australians at the forefront, this project offers a vital insight into the current landscape and serves as a roadmap for future initiatives that aim to connect young people to the live music events.

This snapshot of young Australians and their relationship with live music is situated in a broader context of research into the music industry, audiences and artists of all ages throughout Australia, and is intended to provide a starting point for further conversations and research.

Context

Live music plays an important role in the lives of young people in Australia. It provides a way to explore changing identities, bond with other young people and gain new skills and confidence.^[1] Music events can play a critical role in forming core memories, providing an important rite of passage.^[2]

Yet, young people's connection with music is ever evolving. In the decades leading up to the pandemic, young people's relationship with music shifted. Live music began to attract a wider spread of ages, and leisure activities for young people diversified to incorporate gaming, social media, and broader engagement with content through online and streaming platforms.^[3] The pandemic presented new challenges due to the impacts of lockdown and social distancing requirements; during 2020 and 2021 many gigs were cancelled,^[4] and music workers struggled to find jobs, particularly in the live sector.^[5]

Recovery from this period has not been straightforward. While there has been significant government support aimed at restarting live music events, festival cancellations, venue closures, skills shortages and changed audience behaviours have highlighted the fragility of the sector.^[6] Questions have been raised about whether and how the pandemic has impacted young people's relationship with live music and what this might mean for the sector's recovery. As future music leaders of the country, ensuring that young people continue to engage with music is vital to an ongoing healthy music industry, and central to the continuation of the positive social and health benefits that music brings.

Changes in young people's music participation have been documented since the end of lockdowns, reflecting new trends post-COVID and continuing patterns. This has included a study on audience trends in 2023 which found that 'last-minute buying is most common among young audiences and lower spenders'.^[7] Research into music festivals has shown that people aged 18-24 were 41% of buyers of festival tickets in 2018-19, but only 27% in 2022-23.^[8] Additionally, the way

young people consume alcohol has changed – with the number of people aged 18-24 who drink weekly decreasing from 47% to 30% between 2001 and 2022-23, presenting a challenge to the alcohol-focused business models of many music venues.^[9] The number of 14-17 year olds who had drunk alcohol in the previous 12 months decreased from 69% to only 31% over the same time period.^[10]

The impact of the pandemic on the sector raises questions about whether the strong connection between music and young people has been disrupted for a cohort who missed out on the socialisation and rites of passage of late adolescence that comes from attending live music events.^[11] This research aims to begin answering these questions, by providing evidence to investigate the current relationship between young Australians and music.



- [1] Howard, F. (2022) Artistic Production and (Re)production: Youth Arts Programmes as Enablers of Common Cultural Dispositions. *Cultural Sociology*, 16(4), 468-485.
- [2] Green, B. and Bennett, A. (2020) 'No festivals, no schoolies: young people are missing out on vital rites of passage during COVID', *The Conversation*, 7 September. Available at: <https://theconversation.com/no-festivals-no-schoolies-young-people-are-missing-out-on-vital-rites-of-passage-during-covid-145097>
- [3] Bennett, A. and Bennett, D. (2024) 'Youth, music and identity in a post-digital world' in Jenny Chesters (ed) *Research Handbook on Transitions into Adulthood*, Elgar, 250-58.
- [4] I Lost My Gig (2021) 'How Long Can We Last: \$21M in Live Revenue Lost Since July 1', 29 July. Available at: <https://ilostmygig.net.au/latest-news/f/how-long-can-we-last-64m-in-live-revenue-lost-since-july-1>
- [5] Strong, C., & Cannizzo, F. (2021) Pre-existing conditions: precarity, creative justice and the impact of the COVID-19 pandemic on the Victorian music industries. *Perfect Beat*, 21(1), 10-24.
- [6] Strong, C., Green, B. and Whiting, S. (2024) 'The budget has earmarked \$8.6 million for live music. Is it enough to save the flailing industry?' *The Conversation*, 17 May. Available at: <https://theconversation.com/the-budget-has-earmarked-8-6-million-for-live-music-is-it-enough-to-save-the-flailing-industry-230114>
- [7] Patternmakers (2023) 'Audiences 2023+', Audience Outlook Monitor. Available at: https://www.thepatternmakers.com.au/s/AOM_August2023_Full_Phase_9_National_Snapshot_Report.pdf
- [8] Creative Australia (2024) Soundcheck: Insights into Australia's music festival sector. Available at: <https://creative.gov.au/advocacy-and-research/soundcheck-insights-into-australias-music-festival-sector/>
- [10] Australian Government (2024) National Drug Strategy Survey 2022-2023: Young people's consumption of alcohol. Australia Institute of Health and Welfare. Available at: <https://www.aihw.gov.au/reports/alcohol/young-people-alcohol>
- [11] Green and Bennett, 'No festivals, no schoolies'.

Executive summary



The Australia Institute, commissioned by The Push, surveyed 1,009 Australians between the age of 16 and 25 between 9 and 15 August 2024. The survey has a margin of error of plus or minus 3%.

KEY POINTS:

- Two in three 16-25-year-olds (64%) say that attending music events is important to them.
- The most common barrier stopping young Australians from attending more live music events is cost.
- Three in five 16-25-year-olds (59%) say cost is a barrier, and one in three (35%) say it is the most significant barrier.

A significant majority of young Australians support multiple policies that would encourage them to attend more live music events:

- Four in five 16-25-year-olds (81%) support a national government program for young people to stage music events in their local community, and
- Four in five 16-25-year-olds (80%) support a \$200 government-funded voucher to spend on cultural and creative interests.

Findings

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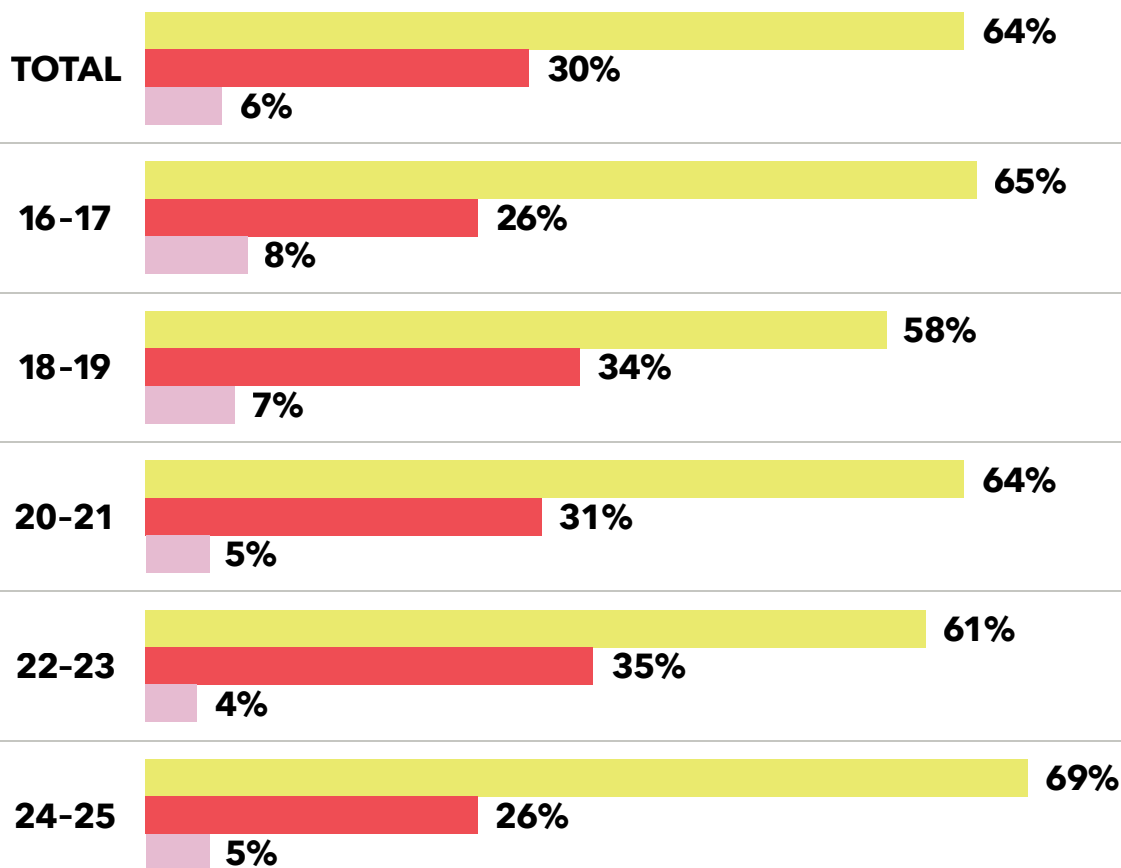
Top ten insights



PHOTO: TANYA VOLT

#1

Two in every three young Australians described attending live music as important to them.

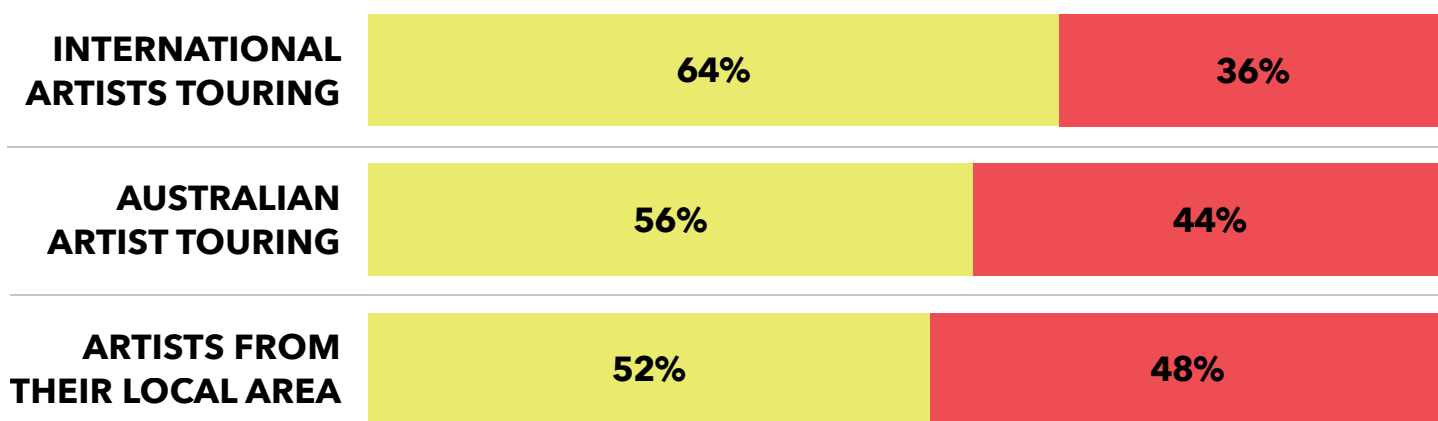


TOTAL AGREE **TOTAL DISAGREE** **DON'T KNOW / NOT SURE**

#2

Australians aged 16-25 years-old are more likely to attend a music event featuring an international artist than an Australian artist

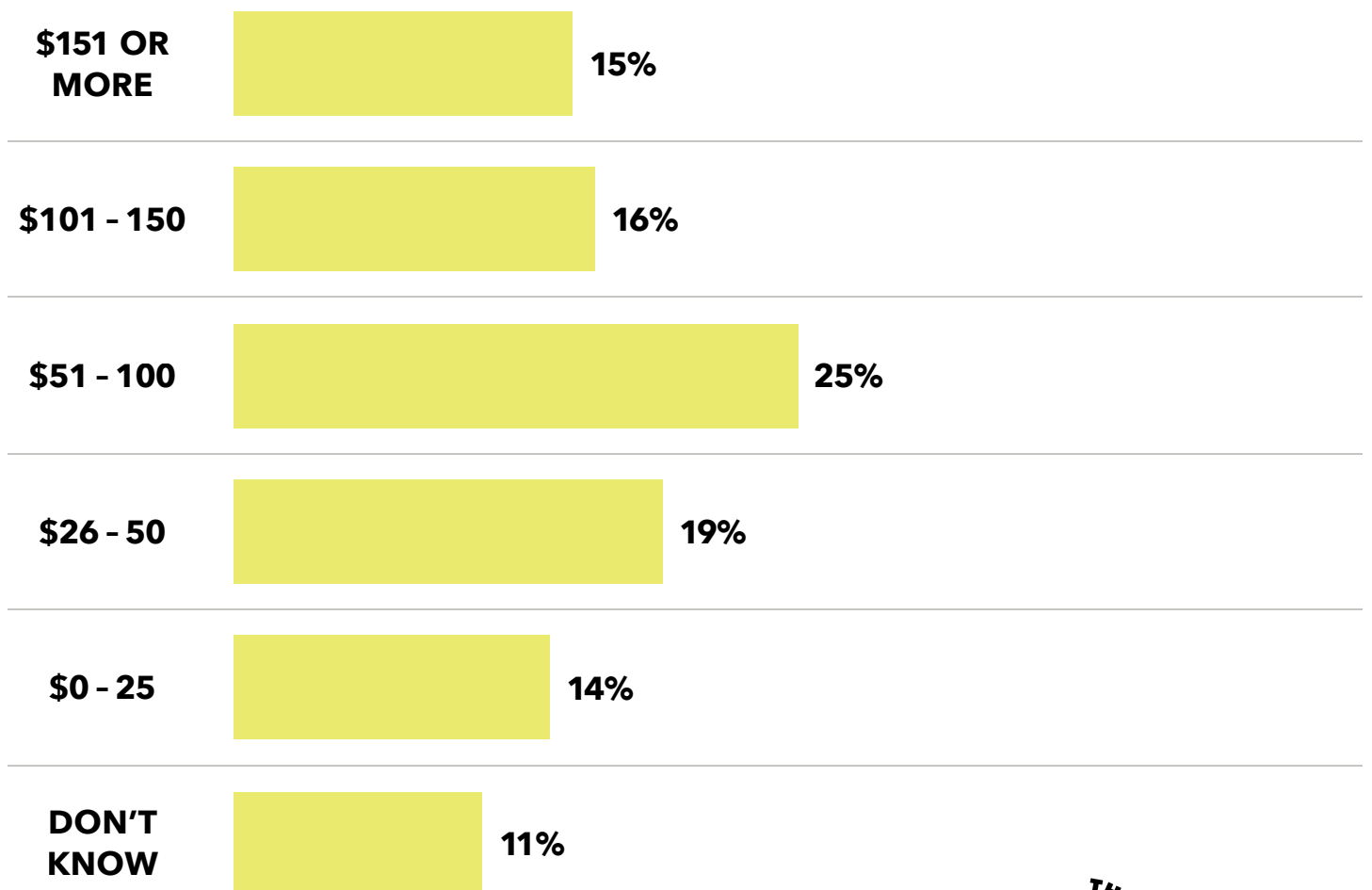
and slightly more likely to see an Australian artist touring from outside their local area than a local artist. Interestingly, 24-25 year olds grow increasingly likely to see local music.



■ AT LEAST ONCE OR TWICE A YEAR ■ YEARLY OR LESS / DON'T KNOW

#3

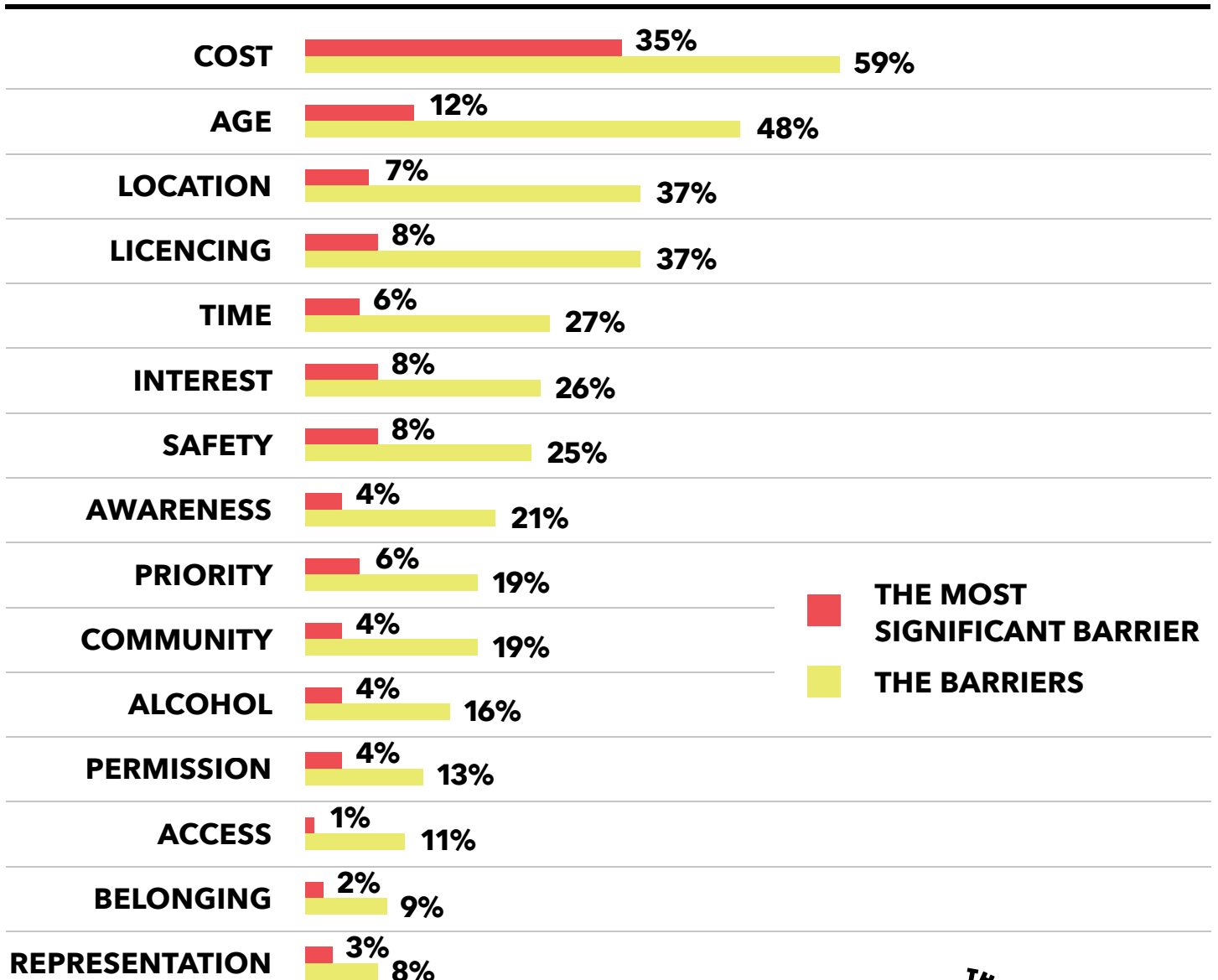
After paying all their bills, most young Australians have \$100 or less per week to spend on all forms of entertainment and activities.



#4

The most common barrier for young people attending music events is cost.

Three in five (59%) 16-25 year-olds identified cost as a barrier, and 35% identified it as the most significant barrier.



#5

48% of young Australians aged 16 and 17 identify age as a barrier. 12% say age is the most significant barrier.

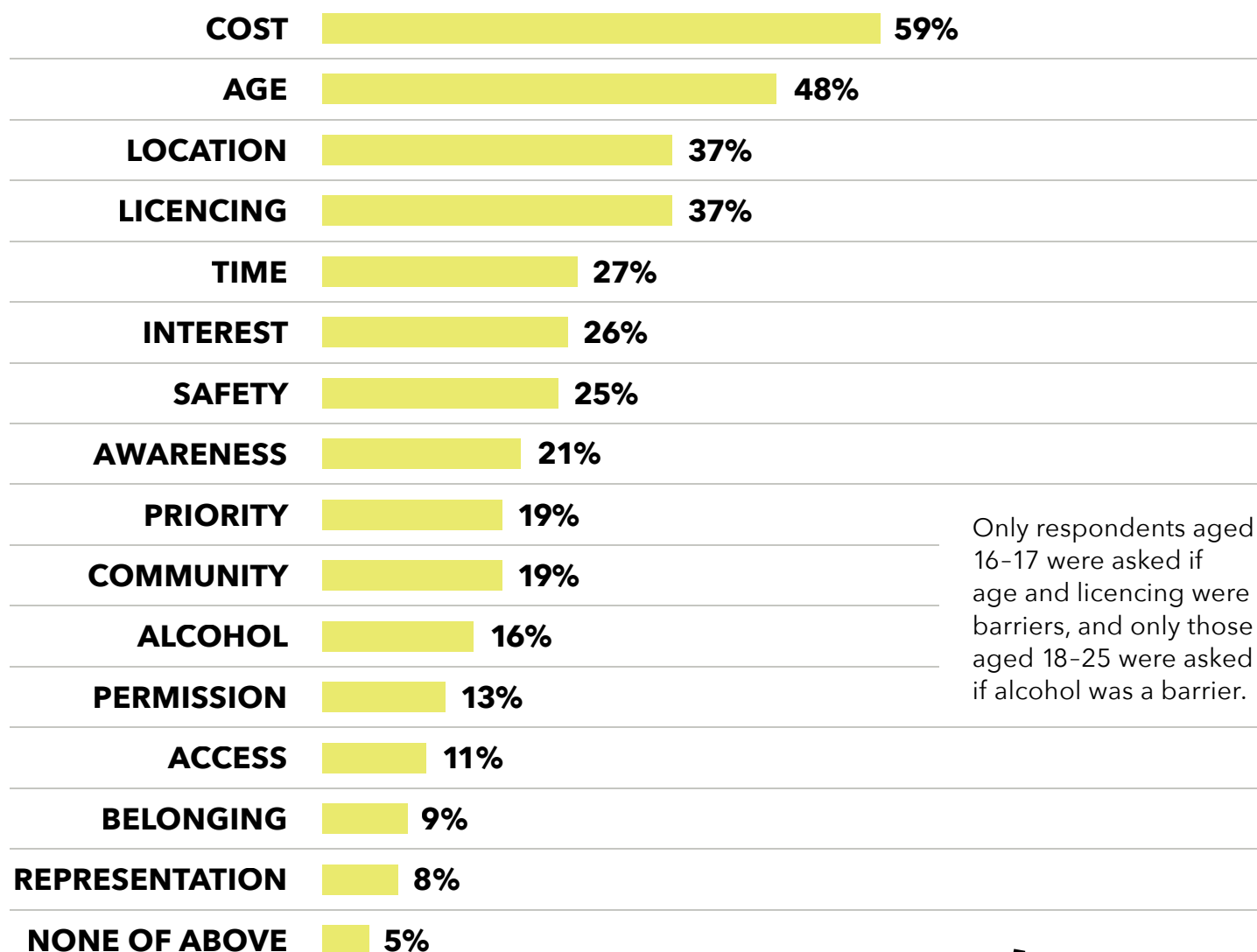
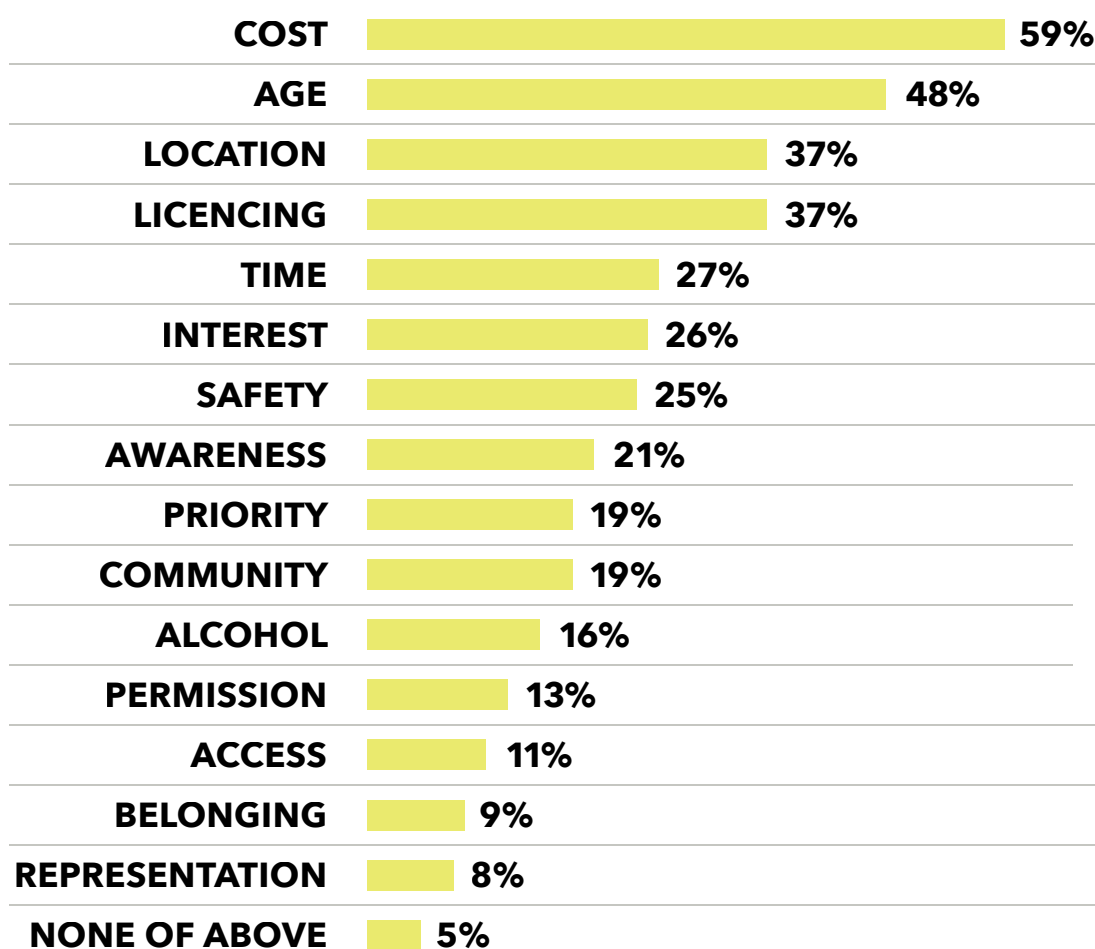




PHOTO: TANYA VOLT

#6

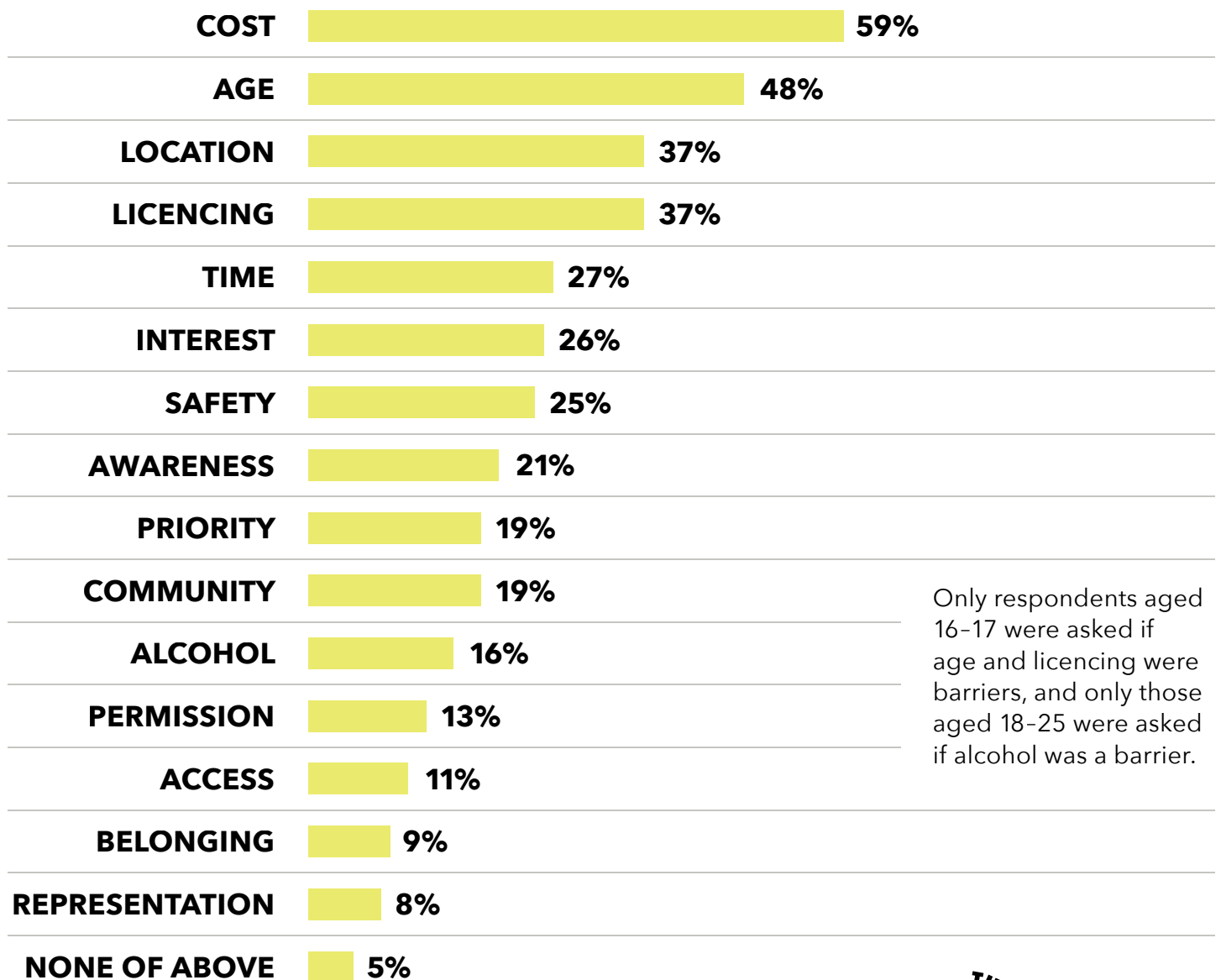
After cost and age, the next most identified barrier across all age groups is location (37%), followed by time (27%) and interest (26%).



Only respondents aged 16-17 were asked if age and licencing were barriers, and only those aged 18-25 were asked if alcohol was a barrier.

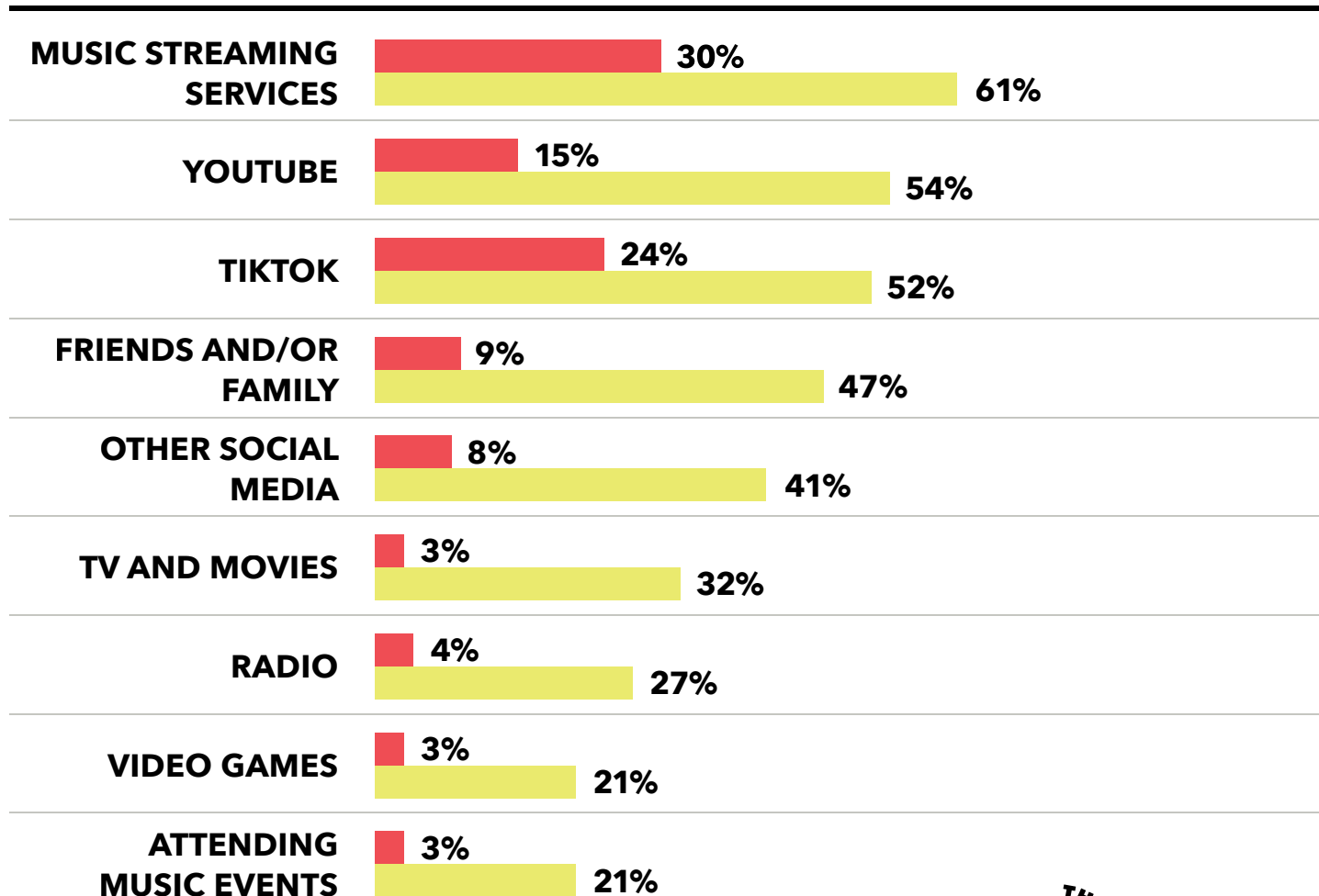
#7

25% of young Australians identify safety as a barrier. 8% say safety is the most significant barrier.



#8

Young Australians are most likely to discover new music via music streaming services (61%), followed by YouTube (54%) and TikTok (52%).



#9

80% of young Australians say that a \$200 government-funded voucher would increase the number of music events they attend.

Among those who attend events every few weeks, every few months, or once or twice a year, 91% say they would attend many more or more music events.

Among those who rarely or never attend a music event, 73% say they would attend many more or more music events.

#10

81% of young Australians support a government program where young people are funded to plan, develop and deliver music events in their local community.

Key findings and analysis



PHOTO: TANYA VOLT

#1

The importance of developing opportunities for young people to attend live music.

This research confirms the importance of music in the lives of young Australians. Two-thirds of young people believe live music is important and over half attend live events at least once or twice a year. Yet, there are barriers which suggest that youth attendance could be higher if the right policy measures are taken.

Since the pandemic, music has been increasingly prioritised in policy spaces. The Australian Government's 2023 National Cultural Policy Revive established Music Australia, a new peak body with music as its key focus. In the wake of ongoing perceptions of crisis in the sector, a 2024 House of Representatives enquiry into live music has gathered evidence from across the music ecosystem. This speaks to an increased understanding of the importance of music in terms of cultural, social, economic, health and wellbeing outcomes.

Revive noted the relative lack of young people in cultural activities across the board but stated that 'providing meaningful avenues for engagement and investment in youth arts will give young Australians an increased voice and ability to influence issues that matter to them'.^[1] The results of this survey provide a strong indicator that music is an area where young people are already engaged and would like to be engaged more.

Revive's policy can be achieved by working to remove the barriers to attending live music that young people have identified. Much of this data suggests that young people's participation in music could be increased through greater inclusivity. Investigating why 37% of young people cite 'location' as a barrier could reveal whether this relates to issues around transportation, a lack of venues, or rural vs urban distinctions, and thereby point to policy solutions. Importantly, 25% of participants identified 'safety' as a barrier, and, given existing research that shows women and gender diverse people can be less safe in music spaces,^[2] developing a full understanding of what 'safety' looks like to all young people and determining how to provide this is crucial. Exploring these barriers creates an opportunity for event stakeholders to improve accessibility and increase audiences. Further interrogation of these findings through qualitative and quantitative research will help to better understand the experiences that young people have, and to ensure that certain types of young people will not miss out or be more at risk than others.

[1] Commonwealth of Australia (2023) Revive: a place for every story, a story for every place – Australia's cultural policy for the next five years, p45. Available at: <https://www.arts.gov.au/publications/national-cultural-policy-revive-place-every-story-story-every-place>

[2] Fileborn, B., Wadds, P., & Barnes, A. (2019) Setting the stage for sexual assault: the dynamics of gender, culture, space and sexual violence at live music events. In S. Raine and C. Strong (eds) Towards gender equality in the music industry: education, practice and strategies for change. New York & London: Bloomsbury Academic, pp. 89-102.

#2

The role of all-ages events and all-ages event teams.

Young people show strong support for a program that allows them to plan, develop and deliver music events in their local community. Since 1997, The Push has supported the delivery of the FReeZA program - a youth development program that provides young people aged 12-25 across metropolitan, regional and rural Victoria with opportunities to access live music events and other cultural, recreational and artistic events that are drug, alcohol and smoke-free in supervised and safe venues.

Through grants provided by the Victorian Government, young people have the opportunity to become a part of a FReeZA committee to make decisions and lead in the staging of events, whilst also broadening networks within the community by connecting with local businesses, schools and other organisations. Being a part of a FReeZA committee also builds self-confidence, create and develop professional relationships, and provide opportunities to explore various education and employment pathways in the music industry. The ongoing success of this program demonstrates the benefits of giving young people agency when deciding on the types of music experiences they wish to have. The results from this survey suggest that there is widespread support for all-ages programs like FReeZA, and this provides another opportunity to ensure young people are experiencing the benefits of being involved with music.

The gap between the high number of young people who say music is important to them, and those who cite lack of interest as a barrier to their

participation, could be minimised by increasing young people's involvement in decision making processes around events. Positioning young people at the centre of events could mitigate further barriers; for example, identifying locations that are convenient for them, making sure events cater to the accessibility and safety needs of their cohorts, and increasing the number of all-ages events so that age is not a barrier. However, the greatest opportunity here is that young people can provide innovative solutions for the problems the industry is currently facing.

Led by their insights into how young people want to engage with music, moving away from the current alcohol- and venue- based Australian models, the arts sector has much to benefit from valuing and prioritising young people's voices.

#3

The potential of a voucher scheme to subsidise access to live music for young people.

The findings from this research identify 'cost' as the biggest barrier to young people attending music events, revealing that young people have little in the way of disposable income. This finding is unsurprising given that people aged 18-24 are one of the most financially challenged groups in Australia. This means they are more likely to have difficulty paying for essentials like food, rent and medical services^[1] with increasing levels of debt for this cohort.^[2] Young people are often among the most underemployed or unemployed groups and were especially impacted by the effects that COVID-19 had on the workforce.

Young people are more likely than other age groups to be in precarious work by participating in the gig economy or being employed casually. For those who are working, people aged 20-24 are more likely to be working multiple jobs than other age groups,^[3] with those in study filling the time outside class with paid employment. This results in a lack of time, energy and money to pursue leisure activities. The strong support from participants for a voucher to attend cultural events is, therefore, unsurprising. What is noteworthy here is that this has 16% more support than participants who said that music was important to them. This speaks to the potential of this scheme to increase young people's engagement with music by motivating higher attendance at music events than currently occurs.

This finding comes at a time of ongoing debate about the value of music work. A report released by the MEAA in 2024 shows that 64% of musicians earn less than \$15 000 from their music work in 2023 with 60% being paid less than \$250 per gig.^[4] This is an ongoing issue, with research conducted during COVID-19 lockdowns showing that for some musicians the Job Keeper payments represented a welcome break from precarious and low-paying music work.^[5] In working to increase the engagement and attendance of young people, their needs must be considered whilst ensuring that the work of musicians (including young musicians) is properly valued. This means that paying artists less to reduce ticket prices is not a viable option to increase attendance. Implementing event vouchers as suggested could be an important element in socialising the next generation of audiences to prioritise paying artists and contribute to the sustainability of the arts sector.

[1] Botha, F., Payne, A. and Gamarra Rondinel, A. (2023) 'Twelve months later: Most Australians facing high levels of challenges covering housing and/or food costs'. Melbourne University: Melbourne Institute. Available at: <https://melbourneinstitute.unimelb.edu.au/data/taking-the-pulse-of-the-nation-2022/2023/ttpp-november-2023>

[2] Walsh, L., Deng, Z., Hunyh, T. B. & Cutler, B. (2024) 'The 2024 Australian Youth Barometer: Understanding Young People in Australia Today.' Monash University: Centre for Youth Policy and Education Practice. DOI:10.26180/26212346

[3] Walsh, L., Deng, Z., Hunyh, T. B. & Cutler, B. (2024) 'The 2024 Australian Youth Barometer: Understanding Young People in Australia Today.' Monash University: Centre for Youth Policy and Education Practice. DOI:10.26180/26212346

[4] MEAA (2024) 'Insecure work and poor pay forces musicians to hang up their instruments: new survey'. Available at: <https://www.meaa.org/mediaroom/insecure-work-and-poor-pay-forces-musicians-to-hang-up-their-instruments-new-survey/>

[5] Strong and Cannizzo, 'Preexisting conditions.'

Recommendations from The Push



PHOTO: TANYA VOLT

The high-level results of this survey demonstrates the importance of continuing to explore the viability and support for the ideas endorsed by young Australians in this poll. It is not up to the sector alone to address the survey findings, there is an important role for all levels of government through further research, carefully targeted policy and sustained investment in live music to support a thriving music sector.

The Push remains committed to ensuring that every young person, regardless of cultural background, gender or sexual identity, location, income or ability can participate and thrive in Australian music.

Ongoing research into young audience behaviours

Although this research gives us important insight, the results raise more questions than they answer. There is an ongoing need for high-quality data and independent research to understand young Australian's engagement with music, exploring issues of discoverability, consumption and motivations and barriers for live music attendance.

Embrace youth-led initiatives to build new audiences

In order to provide greater opportunities for young people to participate in live music and create a new generation of live music audiences, we must create opportunities for young people and they must be youth-led. The survey showed strong support for a government program where young people plan, develop and deliver events in their local community.

Live music vouchers to increase attendances at music events

Cost is the most common barrier for young people attending music events. There is strong support for young people receiving vouchers for music events. This evidence indicates that there is potential to reach the 16% of young people who do not see events as important but would be motivated to attend if such a scheme were in place.

Thanks

The Push would like to thank and acknowledge the immense contributions of our project partners, Dr Catherine Strong (RMIT University) and Dr Morgan Harrington (The Australia Institute) for their crucial guidance, support and efforts in this project.

Thank you to our community of industry stakeholders and supporters who have lent their voices to supporting this project.



Appendices



PHOTO: TANYA VOLT

Young Australians' Participation in Live Music Polling Brief



Polling - Young Australians' participation in live music

September 2024

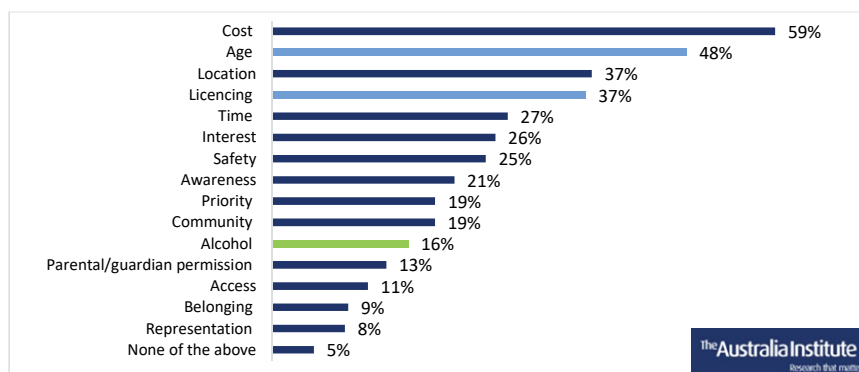
Key results

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

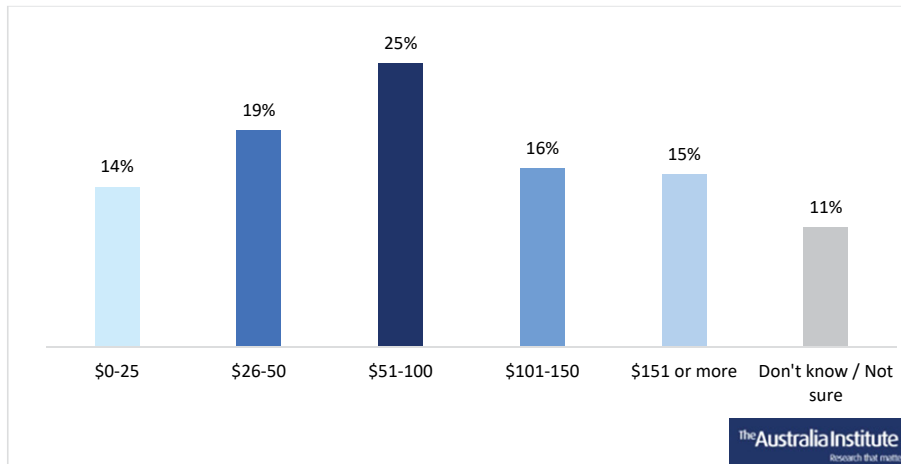


Note: Options given to all respondents are in dark blue. Options given only to respondents aged 16–17 are in light blue, and options only given to those aged 18–25 are in green.

Young Australians' Participation in Live Music Polling Brief

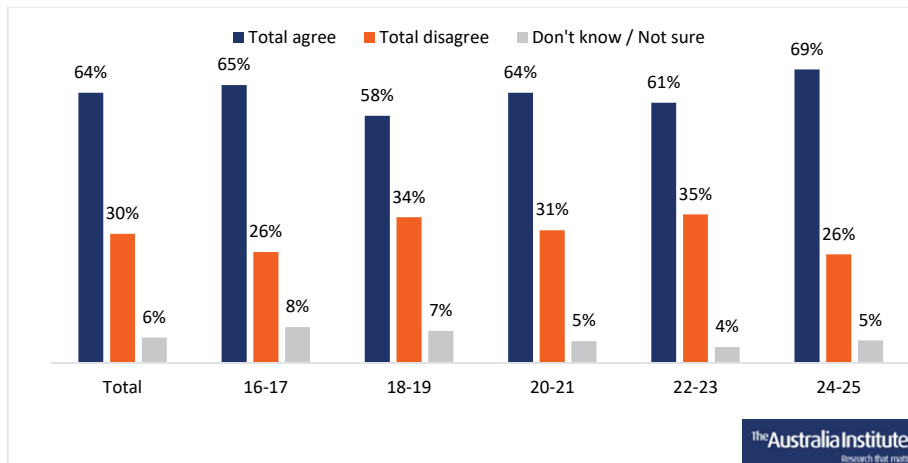
Respondents were asked how much they have every week to spend on all forms of entertainment and activities. 58% say they have \$100 or less to spend on all forms of entertainment and activities after they have covered all their other costs.

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



Young Australians' Participation in Live Music Polling Brief

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.

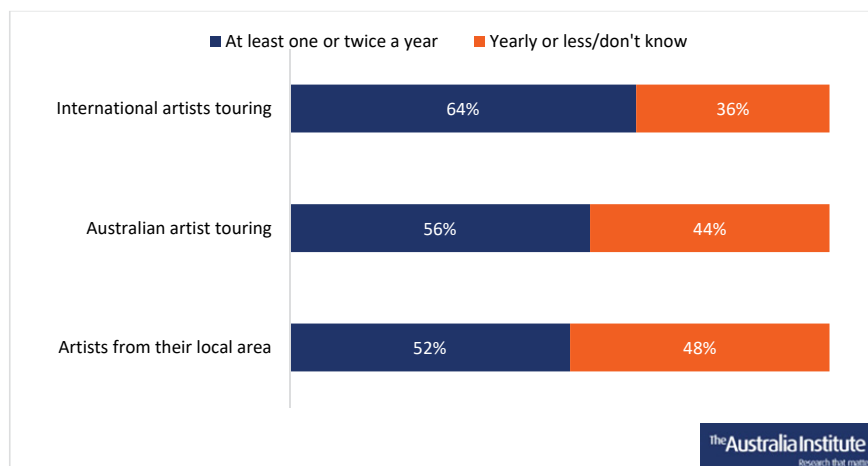
For each type of music event, respondents were asked to select the frequency at which they attend these events from the following options:

- 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



Young Australians' Participation in Live Music Polling Brief

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.

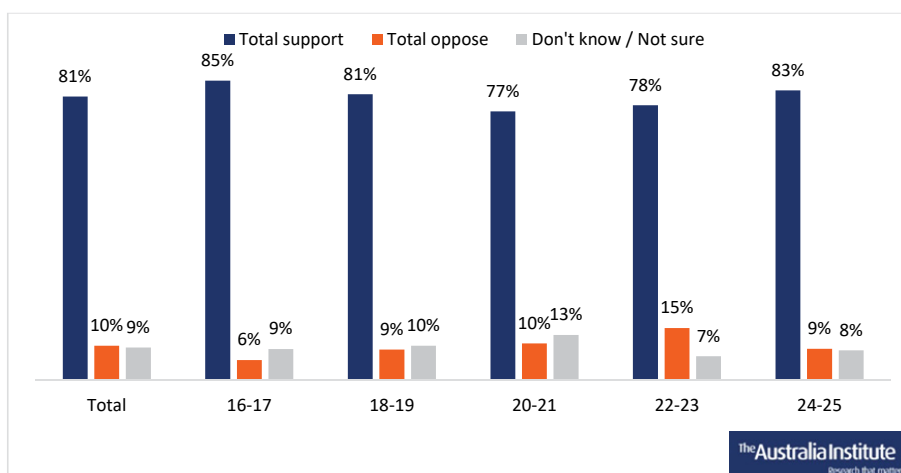
Young Australians' Participation in Live Music Polling Brief

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

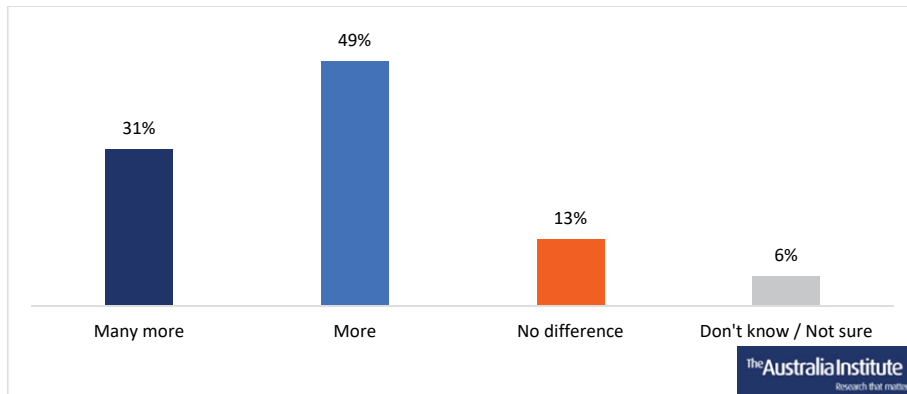


Respondents were asked if a \$200 government-funded voucher for cultural and creative interests would influence the number of music events they attend.

- 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.

Young Australians' Participation in Live Music Polling Brief

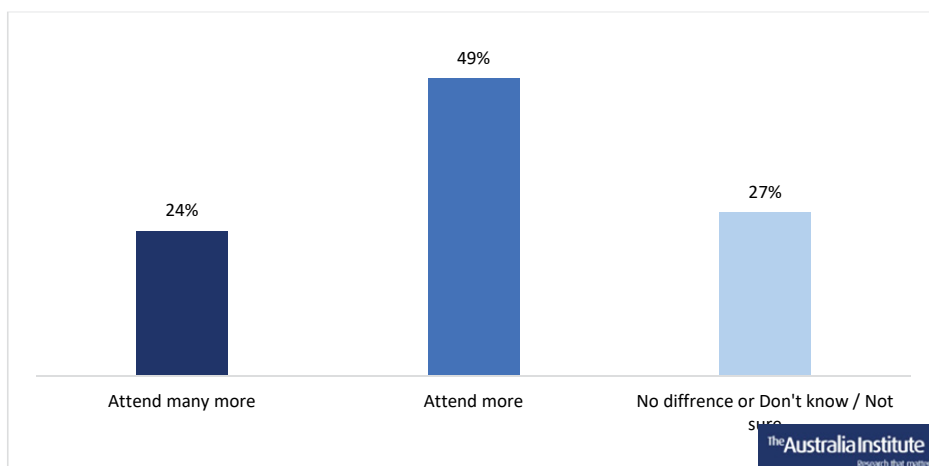
Figure 8: Difference a \$200 government-funded voucher for cultural interests would make to attendance at music events



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.



Young Australians' Participation in Live Music Polling Brief

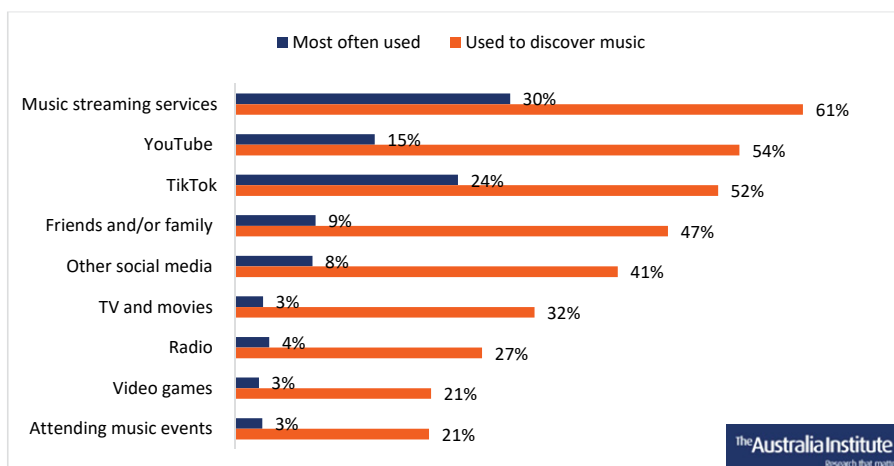
Respondents were asked how they discover new music, from 10 options:

- 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/>

Young Australians' Participation in Live Music Polling Brief

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



Young Australians' Participation in Live Music Polling Brief

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.

	Total	Male	Female	NSW	VIC	QLD	WA
\$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%

	Total	Labor	Coalition	Greens	One Nation	Other
\$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%.

	Total	16-17	18-19	20-21	22-23	24-25
\$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%

Young Australians' Participation in Live Music Polling Brief

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%

Young Australians' Participation in Live Music Polling Brief

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%

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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%

Young Australians' Participation in Live Music Polling Brief

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%

Young Australians' Participation in Live Music Polling Brief

	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%.

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	<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%

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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%	-

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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%.

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	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%

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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>	<i>Weekly or monthly</i>	<i>Yearly or less/don't know</i>
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>	<i>Male</i>	<i>Female</i>	<i>NSW</i>	<i>VIC</i>	<i>QLD</i>	<i>WA</i>
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%

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	Total	Labor	Coalition	Greens	One Nation	Other
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%.

	Total	16-17	18-19	20-21	22-23	24-25
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%

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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%

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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%

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