INTEREST IS UP

Experiential live events are growing more and more popular each year, as shown by the boom in attendance of music festivals, sporting events and live theater. To better understand this growth and the emerging trends in the live event ticket space, Google worked with Ipsos MediaCT. Here we present a snapshot of one of the most engaging and fastest-growing fields.

**QUERIES ON GOOGLE FOR SPORTS TICKETS INCREASED 32% FROM THE FIRST HALF OF 2012 TO THE FIRST HALF OF 2014.**

**CONSIDERATION & RESEARCH**

70% use online resources to research and purchase tickets. 64% use the internet as their main source of live event information.

Top 4 ways smartphones are used in event research: Search Engines, Social Networking, Ticket Sites, Online Video

**PURCHASE**

69% purchase tickets online. A total of 20% have purchased tickets on smartphones.

50% increase in smartphones for ticket purchases from 2012 to 2014.

61% of consumers bought tickets within the month of the show.

25% of consumers bought tickets within one week of the show.

**ENGAGEMENT**

66% of people attending a live event engage in online activities during the event.

1 in 3 people were eventually bought tickets.

AWARENESS

Top sources of event information:

- Search Engines
- Social Networking
- Ticket Sites
- Online Video

**THE CONSUMER PATH**

36% of consumers have purchased tickets for sports, music, and arts and theater events in the past six months.

79% use online resources to research and purchase tickets. 64% use the internet as their main source of live event information.

50% increase in smartphones for ticket purchases from 2012 to 2014.

**LIFTING THE CURTAIN ON LIVE EVENTS**

LIFTING THE CURTAIN ON BROADWAY

**THEATRE**

Submit a query on Google for Broadway and Theatre were up 10%.

**FUTURE EVENTS**

Lift the curtain and find out how you can affect event consideration.

64% say the internet is the main source for live event information.

79% use smartphones to look up live event information at the beginning of their research.

Top 4 ways smartphones are being used in event research:

- Search Engines
- Social Networking
- Ticket Sites
- Online Video

The majority spend 2 weeks researching before making a purchase.

Video has the most impact on consideration. 25% of those who viewed an online video as part of their research found that it affected consideration.

If people had been aware that an event was happening in their area 30% would have bought tickets.

People still buy tickets - the growth is coming in the mobile and tablet space.

71% of all ticket buying happens online. 69% purchase tickets within the month of the show.

1 in 3 people thinking about going to a live event are uncertain about which event they will attend.

1 in 5 eventually bought tickets.

**SOURCES**


2 Google Data, Q1–Q2 2012 and Q1–Q2 2014.


4 Google Data, Q1–Q2 2012 and Q1–Q2 2014.


Methodology: Google commissioned Ipsos MediaCT to conduct a study among ticket purchasers of sports, music, and arts and theater events. A total of 3,044 respondents completed a 20-minute online survey. Respondents met the following criteria: U.S. residents, aged 18–64, purchased tickets for themselves or as a gift for at least one live event (via any means) in the past six months and not a first-time ticket purchaser.