

Summer 2025

provoke

insights

Live Events Trends
&
Consumer Buying Behaviors



Background & Objectives

Provoke Insights is a leader in research for branding, advertising, media, and content marketing strategies. To stay ahead of market trends, the company conducts a bi-annual study, delivering cutting-edge insights into shifting consumer behaviors across industries.

Now in its landmark tenth wave, this extensive study continues to uncover key trends in Americans' buying behaviors and attitudes toward AI's integration into shopping, including consumer receptivity and adoption.

For this wave, Provoke Insights developed 15 industry-specific reports—this deck provides an in-depth look at the live events industry.



Methodology

Provoke Insights conducted a 15-minute online survey among 1,500 Americans aged 21 to 65 in March 2025.

To ensure a representative sample of the U.S. population, Census data was used to guide a random stratified sampling approach, balancing key demographics such as household income, age, gender, geography, ethnicity, and presence of children in the household.

With this sample size, the results have a maximum margin of error of $\pm 2.5\%$ at a 95% confidence level.

Statistical significance testing was conducted at the 95% confidence level, with differences between subgroups highlighted in callout boxes within the graphs.

A large crowd of people at a festival, with many hands raised in the air. The scene is outdoors, with trees and festival structures in the background. The crowd is diverse in age and appearance, and many are wearing colorful wristbands. The overall atmosphere is festive and energetic.

Key Findings



Live Events Becoming an Exclusive Experience

Fewer Americans are attending live events compared to three years ago, with participation declining especially among women and those earning under \$150,000 annually. Just 14% attended a concert or performing arts event in the past month, and only 11% went to a professional sporting event.

Attendance is significantly higher among wealthier individuals, urban dwellers, and younger generations such as Gen Z and Millennials, indicating that live experiences are increasingly reserved for those with more disposable income. A major factor behind this shift is the noticeable rise in ticket prices, which over a third of Americans report having seen. As everyday costs continue to rise, many consumers now view live events as occasional splurges rather than regular outings.

For middle and lower-income Americans, these experiences feel out of reach, reinforcing a growing perception that such events are exclusive rather than broadly accessible. While reducing ticket prices may not be realistic, offering tiered access, added-value perks, and messaging that emphasizes emotional or once-in-a-lifetime rewards can help consumers feel the splurge is worthwhile.



Turn Attendees into Brand Advocates

Americans who attend live events are more than twice as likely to participate in branded experiences compared to the general population, making them a valuable audience for immersive, cross-promotional campaigns. These individuals are highly engaged and open to brand interactions, offering strong potential for in-person activations and partnerships. Media consumption varies by event type—television is particularly effective for reaching professional sports fans, while Instagram and TikTok are key platforms for engaging concert and performing arts attendees.

These behaviors provide a roadmap for brands to reach the right audiences with tailored messaging and experiences. To connect effectively, brands should leverage media channels based on event type and build layered, on-site activations that extend engagement beyond the event itself.

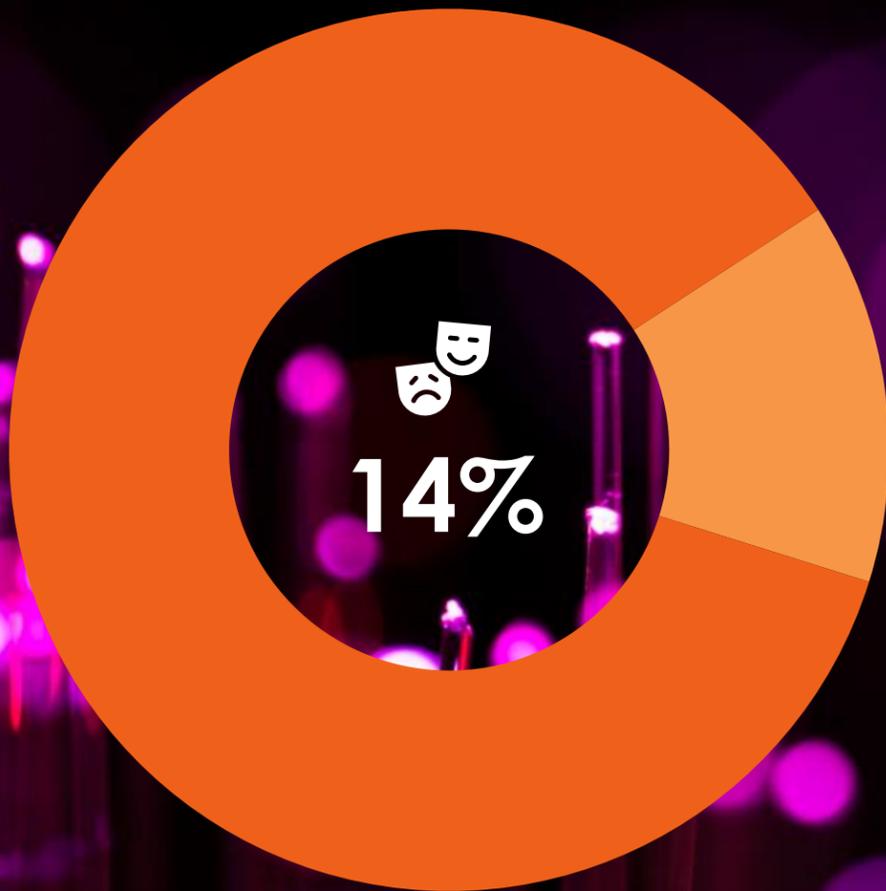


Live Events Trends

Concert/Performing Arts

A small percentage of Americans went to a concert or the theater in the last month, with wealthier individuals and city residents more likely to attend.

Attended in the Last Month



Who Is Significantly More Likely to Attend



17% Household income \$150K+



17% live in Urban Areas

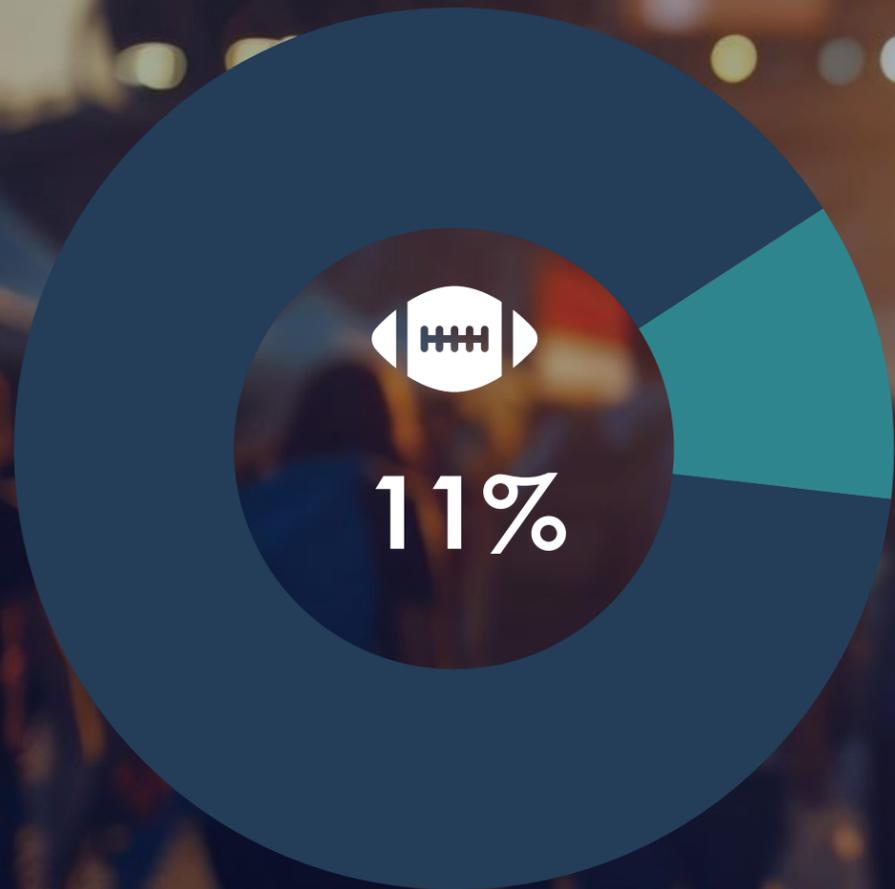


16% Millennials

Professional Sporting Event

Only eleven percent of Americans attend sporting events, with wealthier individuals being more likely to support their teams in-person.

Attended in the Last Month

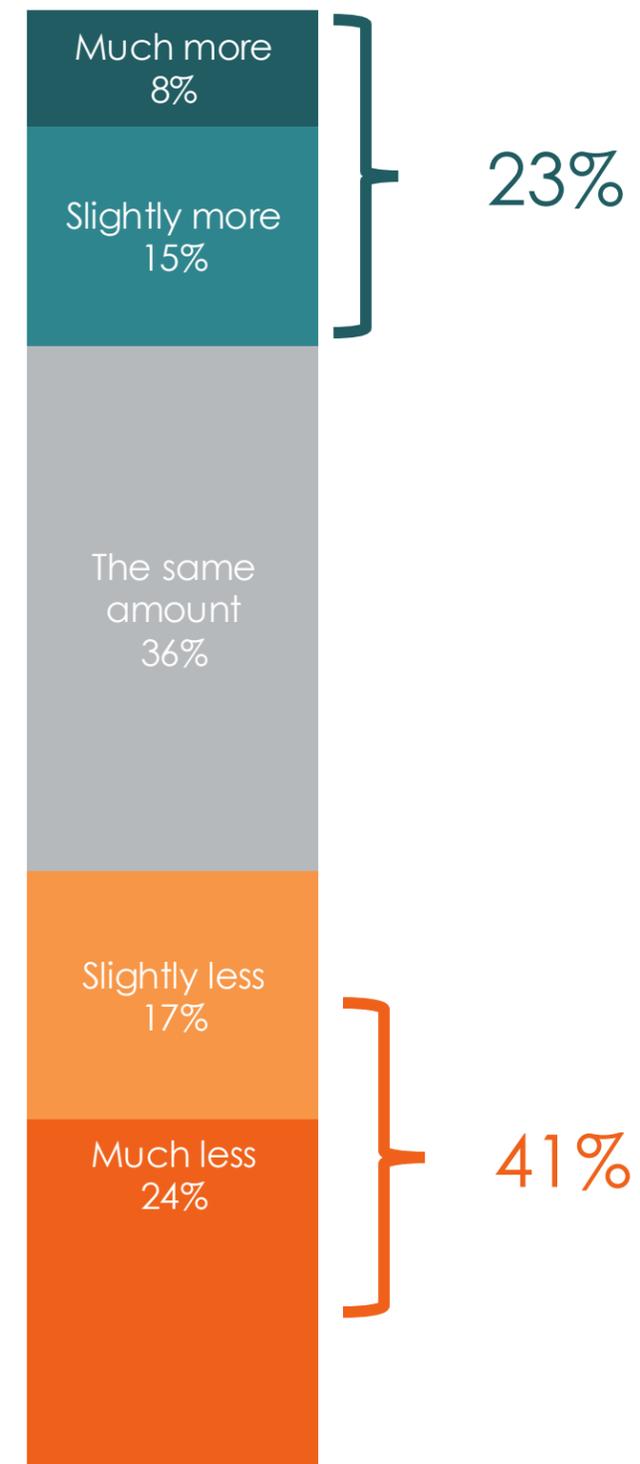


Who Is Significantly More Likely to Attend

-  17% Household income \$150K+
-  15% Parents
-  15% Men
-  14% Millennials
-  14% Gen Z
-  14% Lives in Urban Areas

Frequency of Live Event Ticket Purchase

There has been a twenty percent drop of people purchasing concert and professional sporting event tickets.



Who's Buying More or Less Event Tickets?

Almost half of women and those with incomes below \$150K are buying less tickets to events.

Buying More (23%)

- Live in Urban Areas (36%)
- Parents (33%)
- Gen Z (30%)
- Millennials (30%)
- Men (28%)
- HHI \$150K+ (28%)

Buying Less (41%)

- Females (47%)
- Live in Rural Areas (47%)
- Under HHI \$150K (46%)
- Not parents (44%)

Inflation Impact on Live Events



36%

of Americans Noticed Price Increases at Live Events

Which Groups are More Significantly Aware of Price Increases at Live Events



44% HHI \$150K+



39% Millennials

How to Reach Event Goers

Television is essential for promoting professional sporting events, while Instagram and TikTok are crucial for both types of experiences.

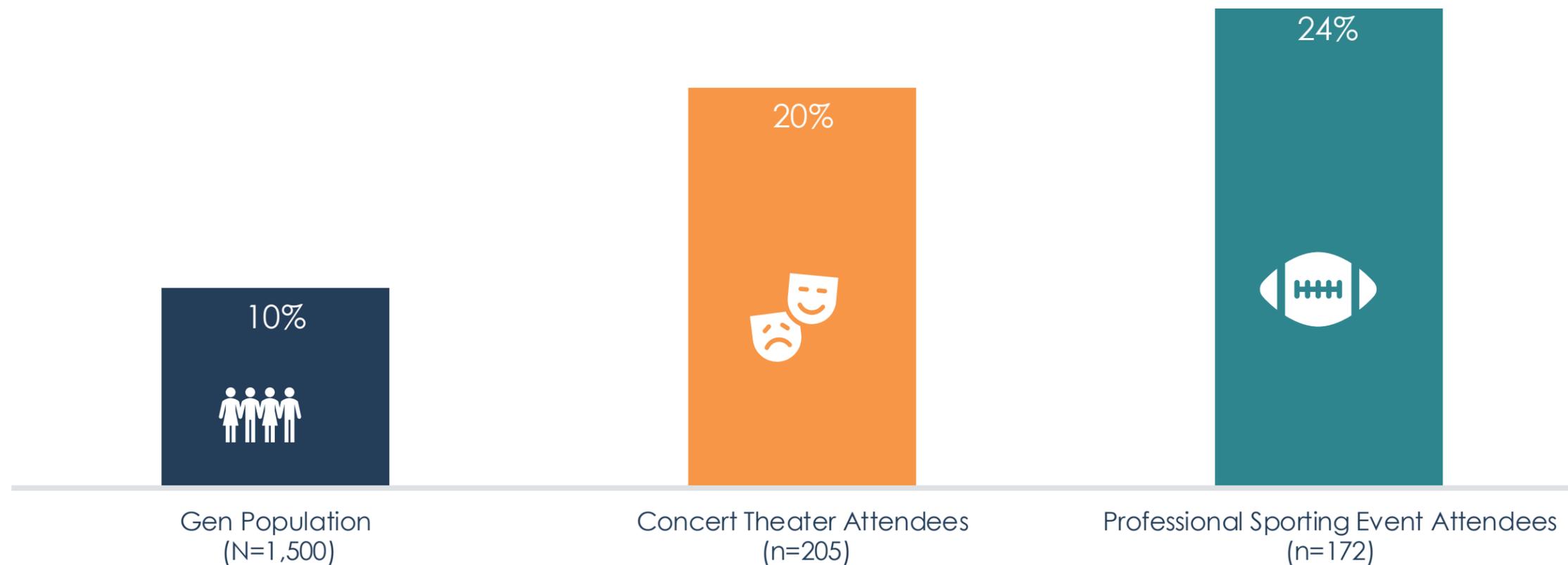
Media Channels Accessed in the Last Week

	Gen Population N=1,500	Concerts/ Theater Attendee n=205	Professional Sporting Event Attendee n=172
Facebook	71%	75%	77%
Television	65%	67%	73%
Instagram	55%	69%	69%
TikTok	39%	47%	50%
Radio	37%	38%	40%
Podcast	29%	42%	47%
LinkedIn	26%	36%	42%
Reddit	25%	40%	39%
News Publications	21%	31%	36%
Magazines	17%	29%	25%
Blog	11%	21%	24%

Engagement in Branded Events

Event attendees are more than twice as likely to attend branded events, highlighting the opportunity for brands to engage with these individuals through in-person experiences.

Attended in-person branded event



Optimism & Concerns



Consumer Optimism

Overall, Americans remain positive about the future.

Optimism
Top 2 box on a 4-point scale



Why are Americans Optimistic? (75% of total responses)

Americans who are hopeful about the future point to the current administration as a major factor behind their optimism. Additionally, belief that financial stability, possibility of tech advances, and personal plus familial health also adds to their positive outlook.

Political and Economic Reasons

"The new administration has brought changes that have improved my living situation."

"I believe the economy will improve under the current leadership."

"The economy seems to be improving, and the efforts are being made to cut federal expenses to reduce national debt."

Financial Stability

"My job is secure and high paying"

"I believe I will be financially very stable in coming years"

"I got a raise recently"

"I have added a new exciting business picture with my existing business model and it will be very profitable."

"I am three years away from retirement and have worked to save for it."

Family and Personal Wellbeing

"I have a wonderful family and friends that are supporting. I have a career I love and my husband is very successful. We also have a nice sum for retirement."

"Seeing my grandchildren grow makes me keeping going."

"We are planning to move out of state and purchase a home."

"I have a good family, good wife, I have new born baby 8 months old. I am trying to make better life for my son and its actually make me optimistic."

"I have God in my life, a beautiful marriage and kids and all my needs are met."

Advancing Technology

"The possibility of AI to drive growth and innovation"

"I'm optimistic about the future because technology keeps improving daily, making life easier and more connected worldwide."

"I am optimistic about the future mainly because of the incredible advancements we're seeing in technology, sustainability, global cooperation, and new innovations in areas like renewable energy and more."

"Technology advancement will solve most problems in the future."

"Rapid progress in technology such as artificial intelligence"

Why are Americans Not Optimistic? (25% of total responses)

In the same vein, Americans who are pessimistic about the future also blame the current administration for their frustrations. Other contributing factors include concerns about financial instability, and climate change.

Governance Failures

"I am concerned about the direction of leadership in the country."

"I feel that the current policies are negatively impacting the country."

"There are unsettling developments in the government that contribute to uncertainty."

"I am concerned about policies that may negatively impact certain communities"

"The outcome of recent elections has made me less hopeful about the future."

"The government is scary. "

Financial Instability

"I am concerned about having enough financial resources for retirement."

"Inflation is reducing my purchasing power, and as a senior, I have limited opportunities to increase my income."

"Things are too expensive"

"Prices continue to increase while wages and income have remained relatively unchanged."

"Inflation and recent policy changes have created uncertainty about future affordability and financial stability."

Inflation shows no signs of stopping. Trump and Musk don't care what happens to the average citizen. I can't afford groceries or gasoline

Climate Concerns

"The increasing frequency of extreme weather events makes it hard to feel optimistic."

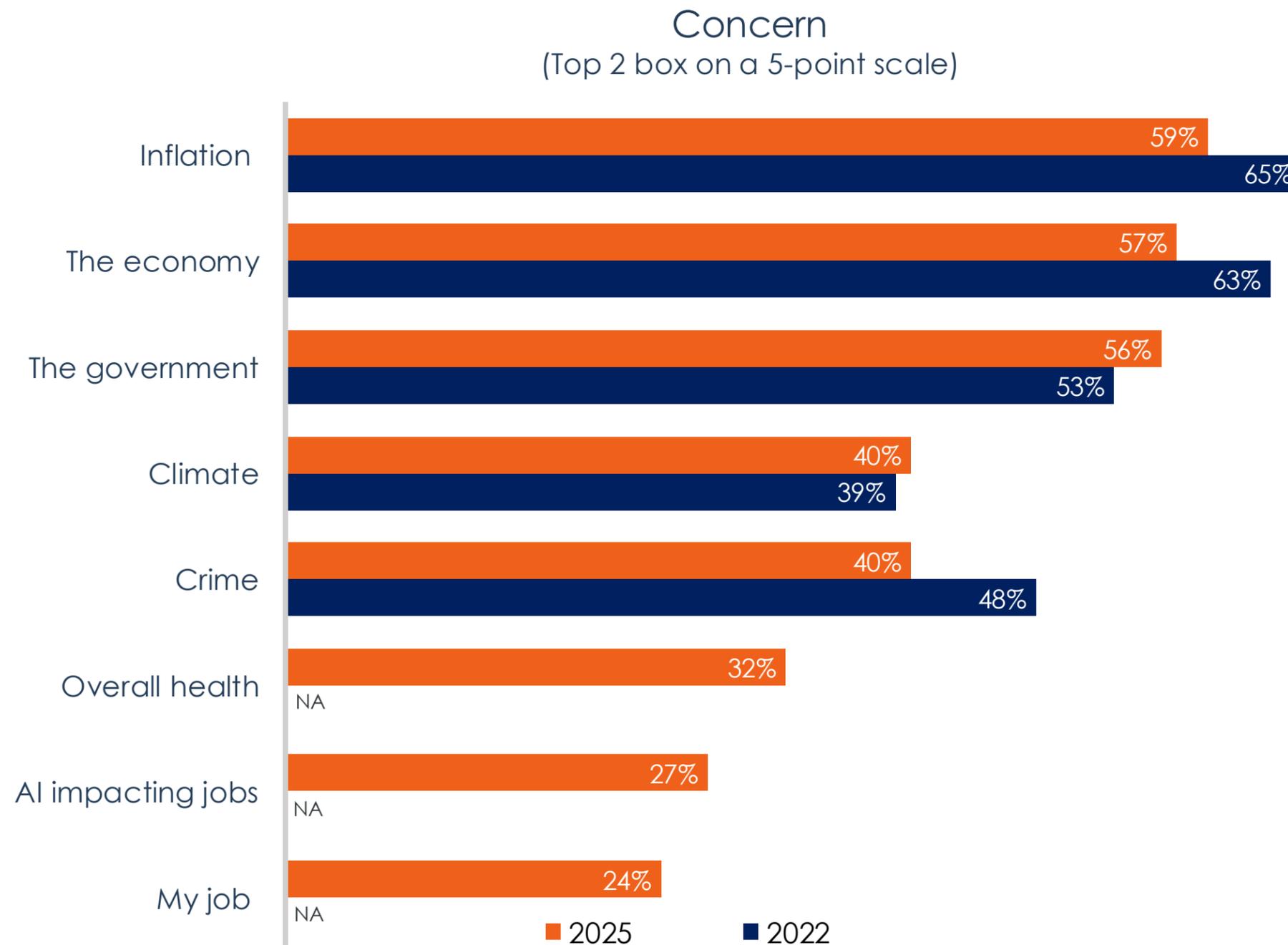
"There needs to be stronger action on climate change and there is little being done."

"I worry about the stability of the planet."

"The slow pace of climate action makes it difficult to believe meaningful changes will happen in time."

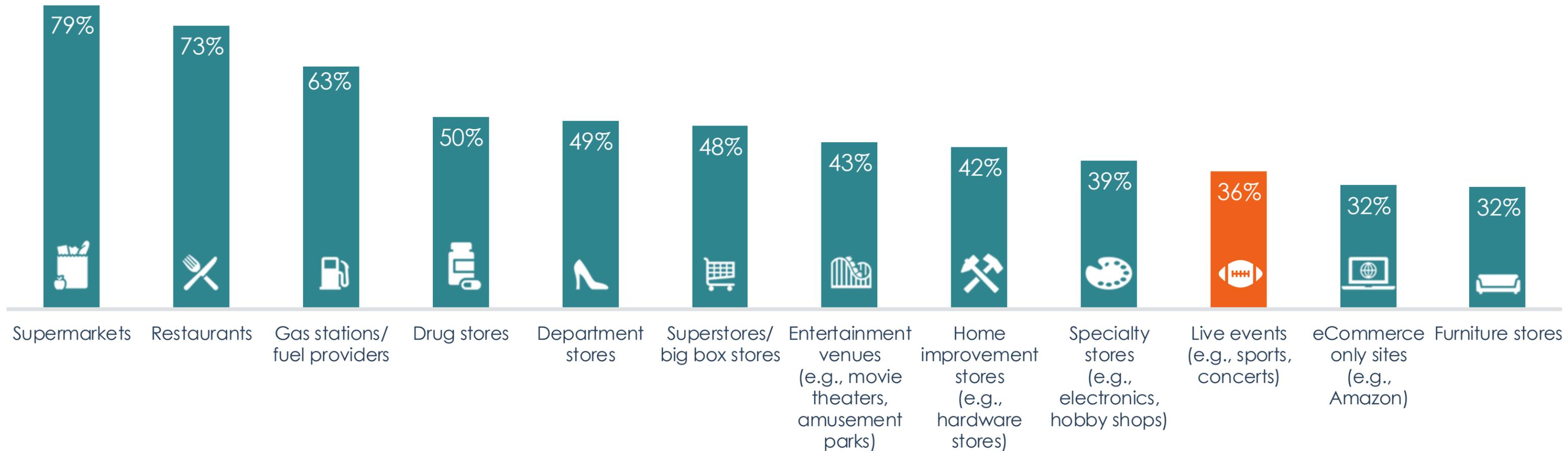
Top Concerns Impacting Consumers

Despite a decrease from three years ago, inflation and the economy continues to be the leading concern for Americans. Governmental concerns has risen since 2022, while crime has sharply declined.



Inflation Impact Across Different Types of Stores

While one-third of consumers have seen price increases for live events, it is not as high as supermarkets and restaurants.





Live Events Customer Profile

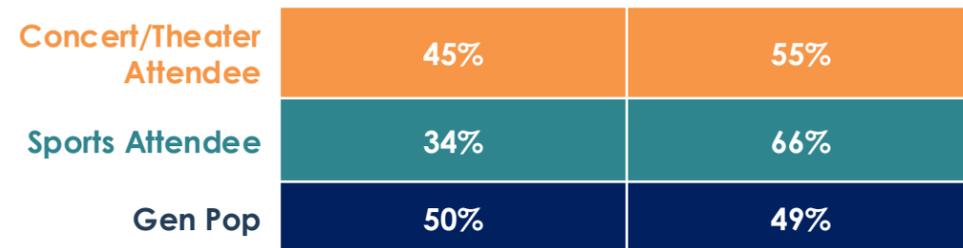
Respondent Profile

Gender



Female

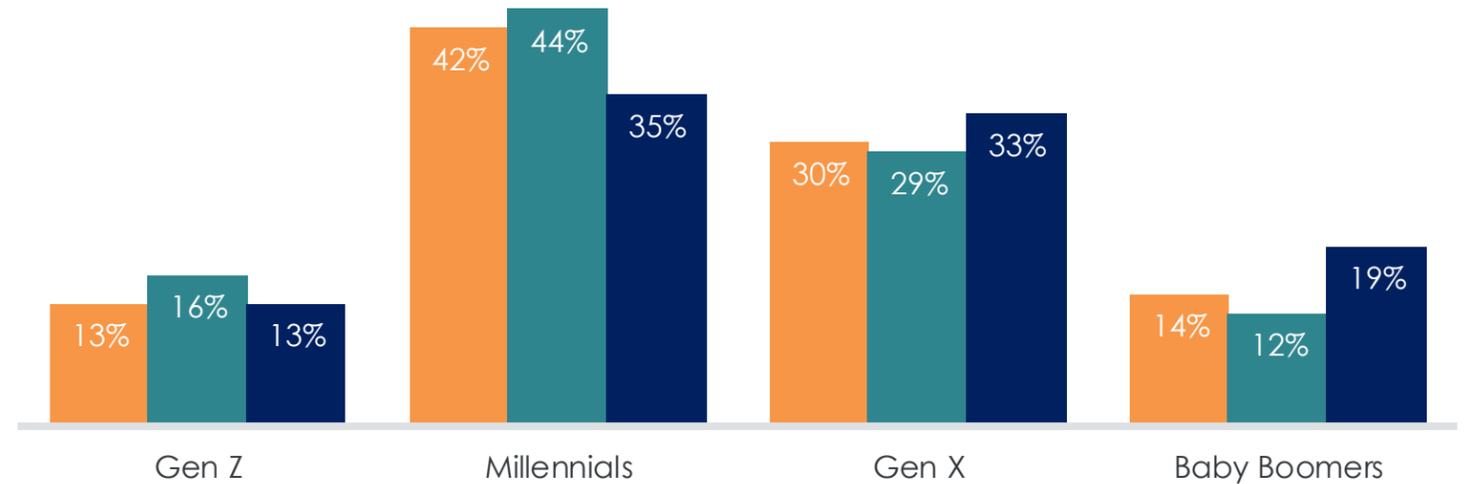
Male



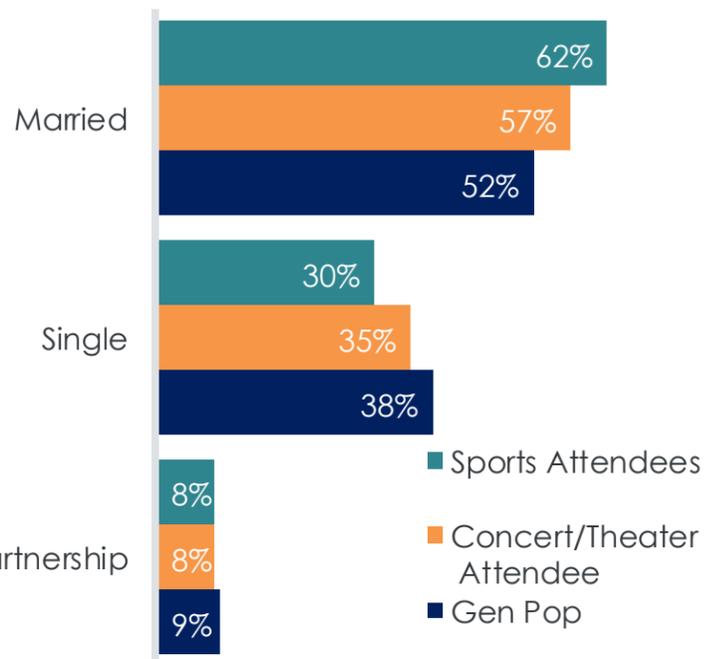
*<1% other identity

Generation

Concert/Theater Attendees Sports Attendee Gen Pop

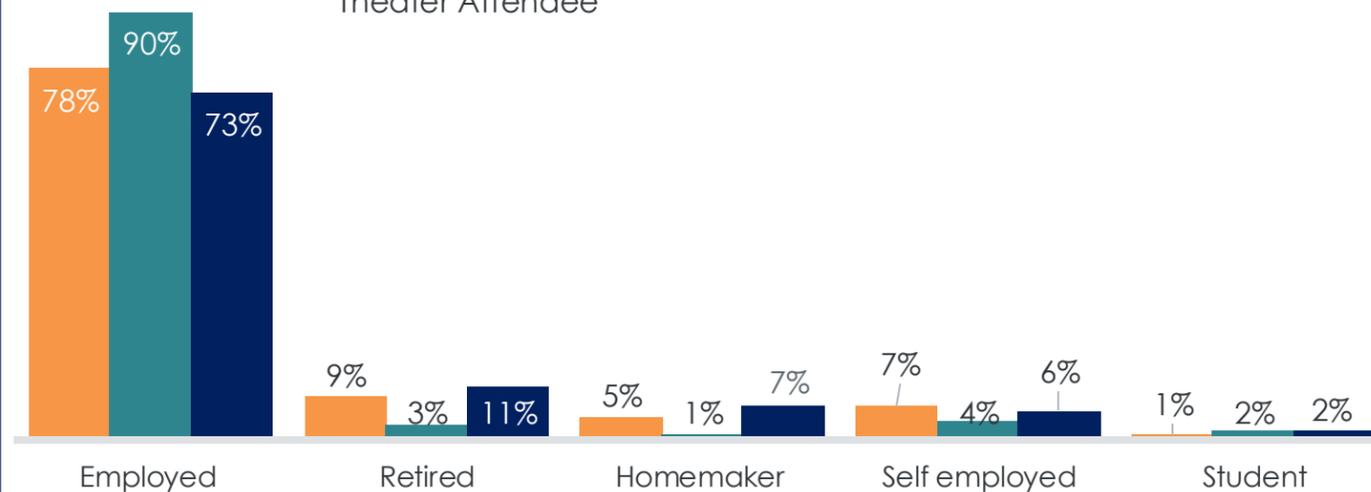


Civil Status



Employment Status

Concert/Theater Attendee Sports Attendee Gen Pop



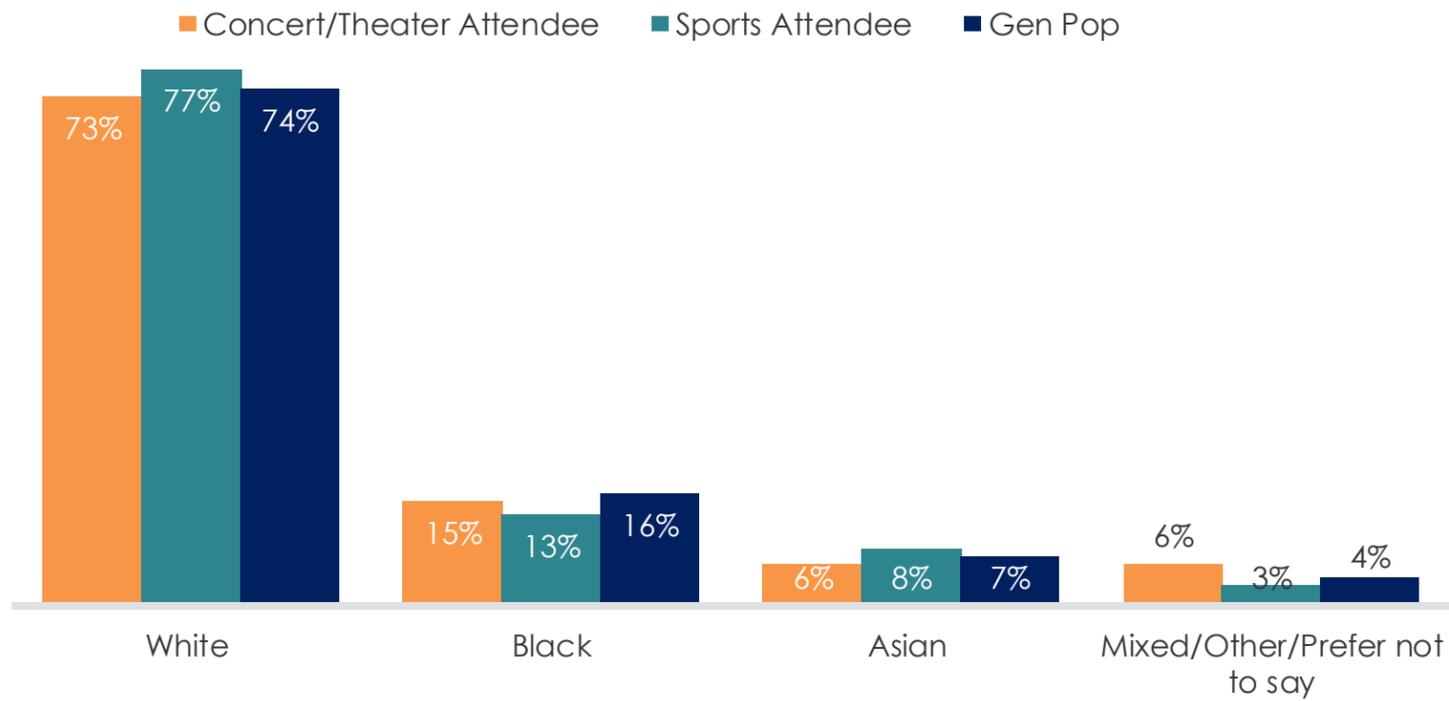
Parents of Children Under 18



42% Attend Concert/Theater
51% Attend Sporting Event
39% Gen Pop

Respondent Profile

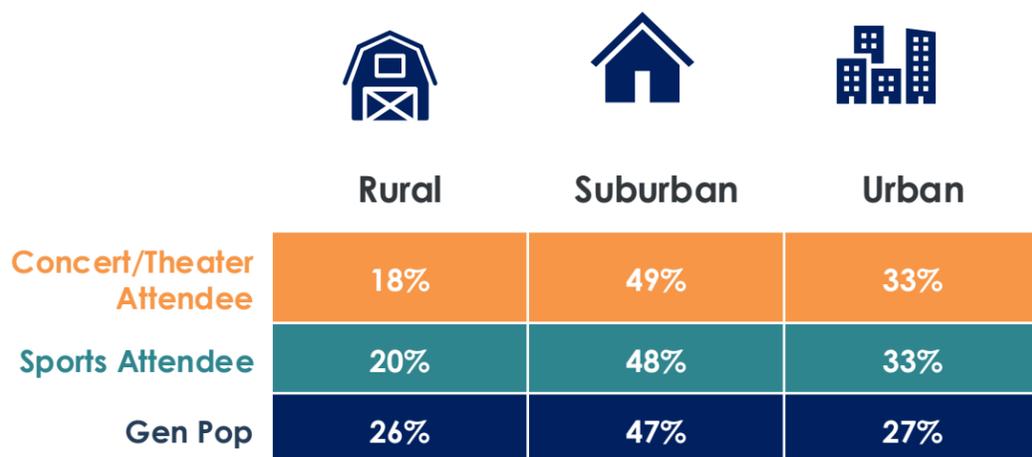
Ethnicity



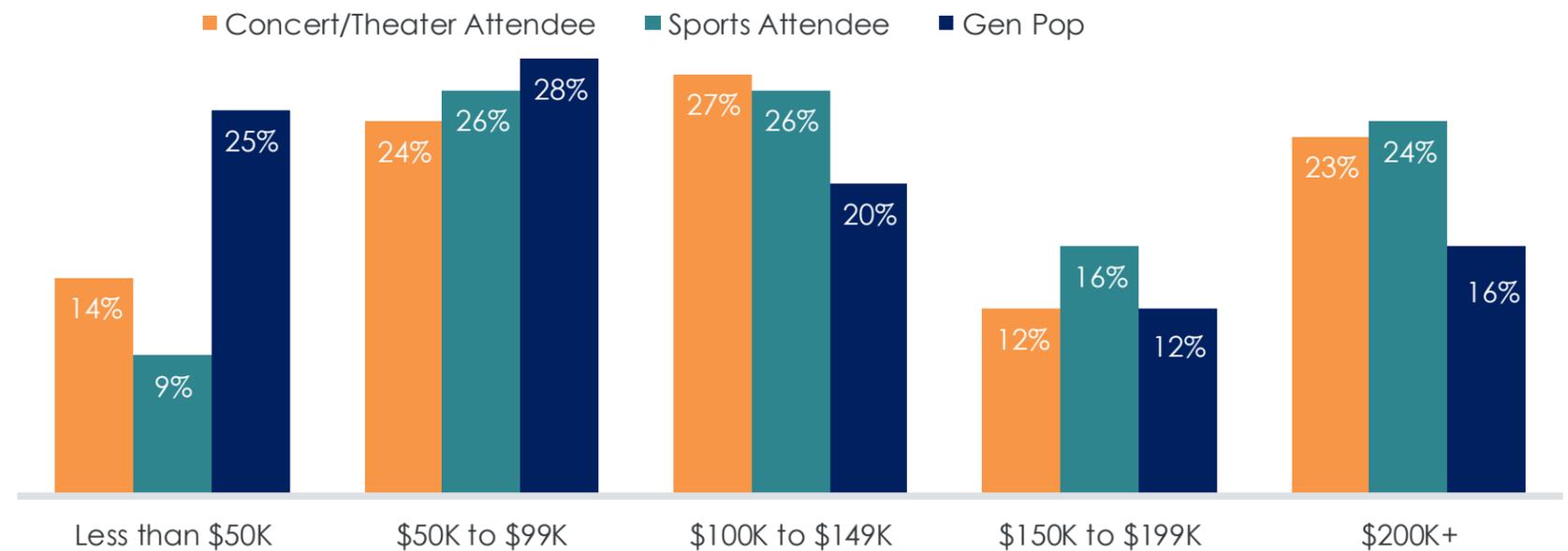
Hispanic



Area



Household Income



About Provoke Insights

Provoke Insights is a full-service market research firm founded on the belief that research should better align with marketers' needs. Our mission is to empower brands by providing them with the insights they need to navigate today's ever-changing marketing landscape.

Unlike traditional market research firms, we take a more agile and innovative approach to our work. Our team is dedicated to developing initiatives that are designed to address the unique and evolving needs of today's market quickly and effectively.

What sets Provoke Insights apart from other research firms is our singular focus on branding and advertising initiatives. Our team consists of seasoned researchers who are also experienced brand and media strategists. With this expertise, we deliver actionable insights that help brands succeed in their marketing efforts.

For more information or press inquiries, reach out to info@provokeinsights.com.

