

# Beyond Borders: **A Study of Indonesian Concert-Goers' Behavior**

January 2024



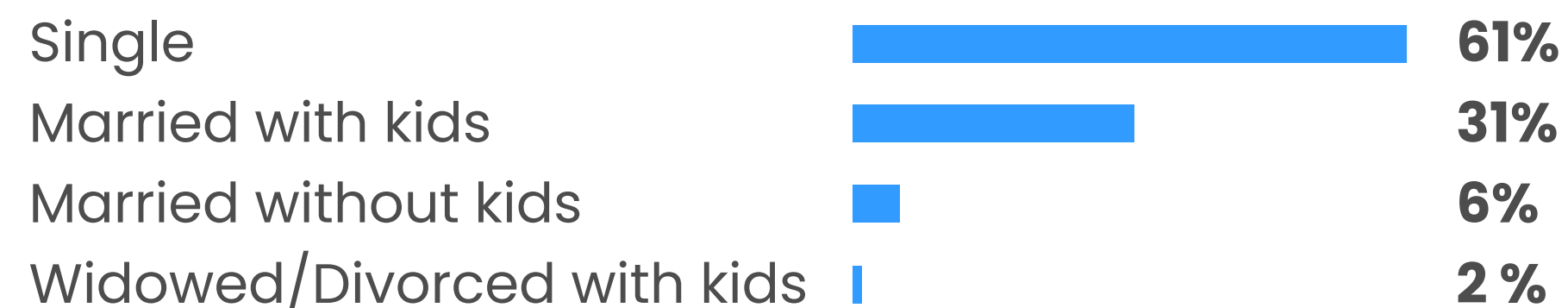
# Respondent Profiles

The majority of respondents are Gen Z and Millennials, from the upper middle class, working, and mainly live in Java Island.

## Gender



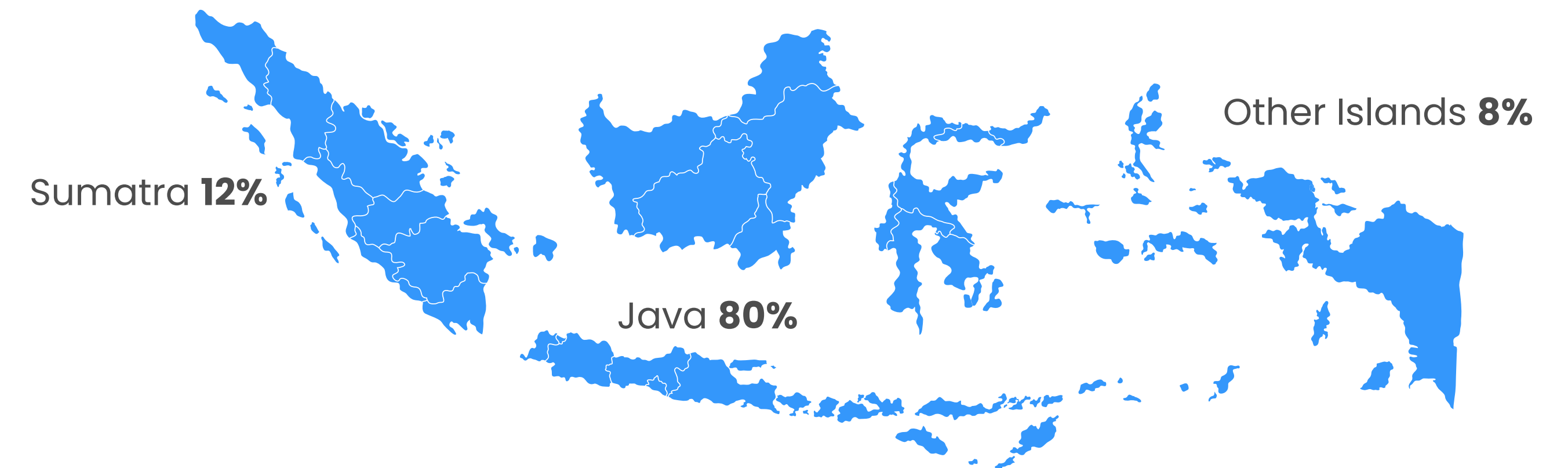
## Marital Status



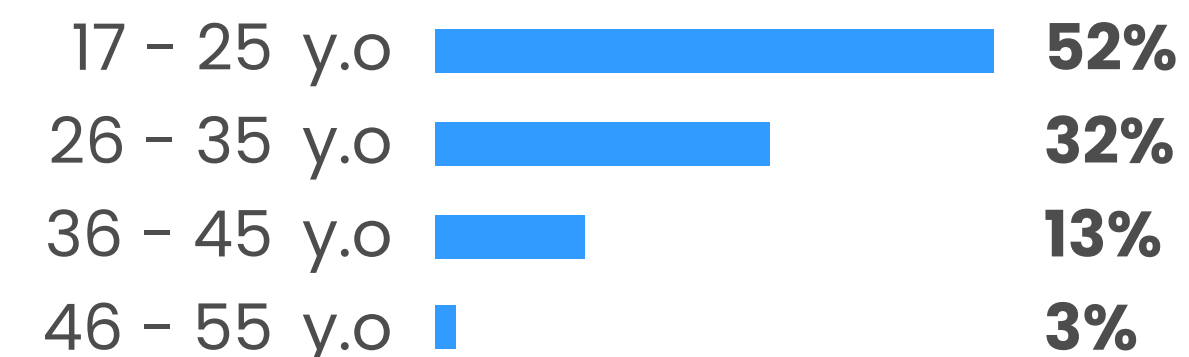
## SES



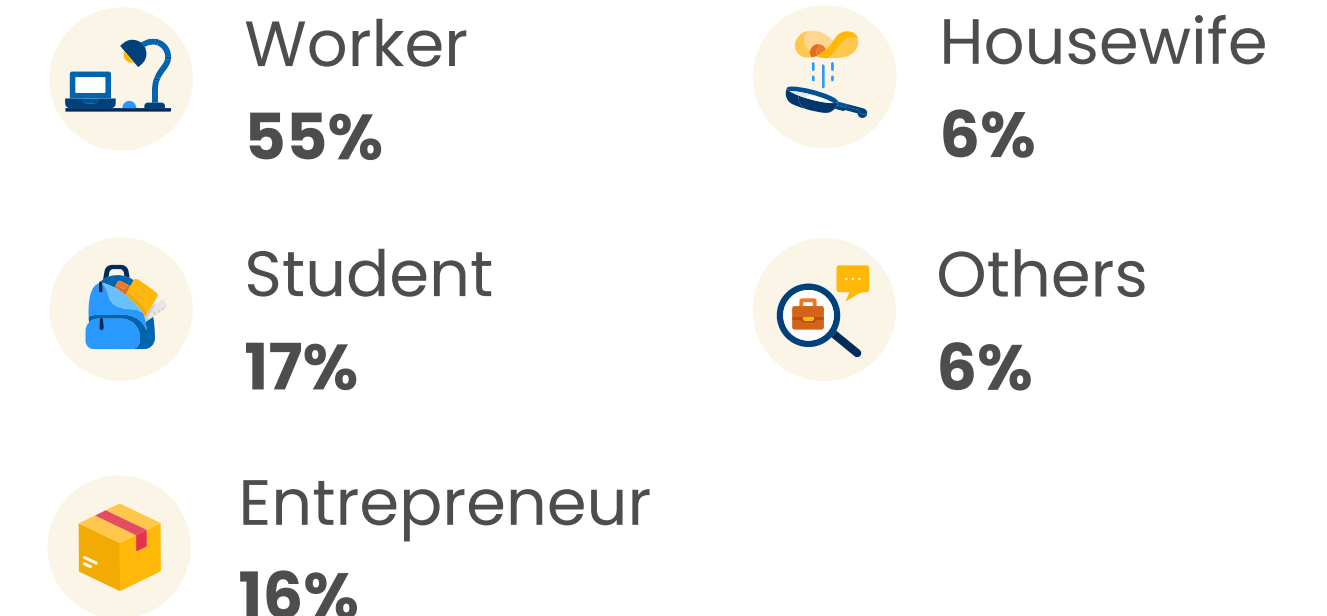
## Area



## Age



## Occupation



1.

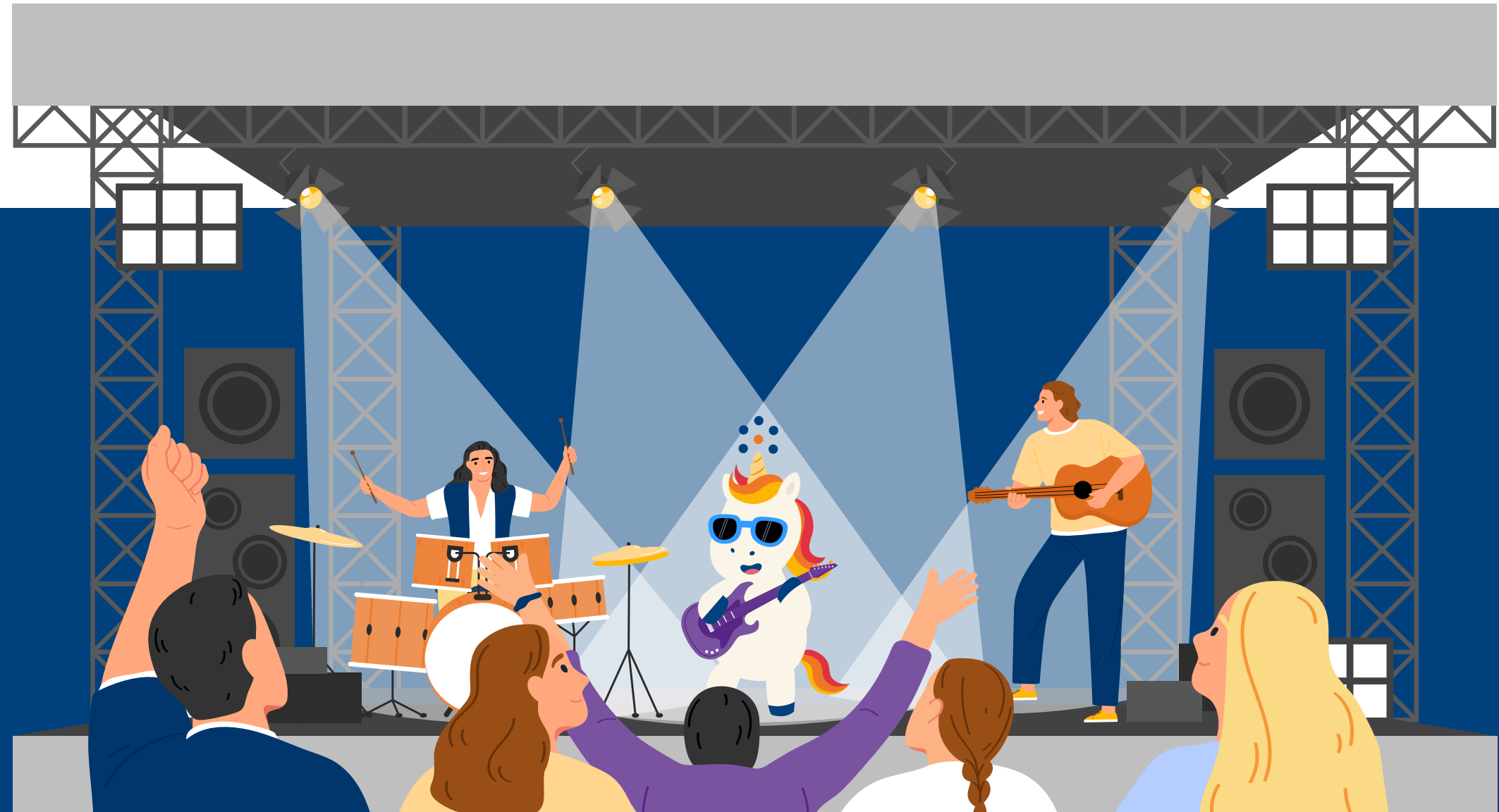
---

# Insights & Findings



The high level of interest and participation in music concerts, with around 80% of respondents expressing enjoyment, suggests a huge market for the music concert-goers. This gives a tremendous opportunity for businesses and event organizers to reach out to this eager audience and cater to their interests, potentially resulting in a robust concert industry.

|                                                                |     |
|----------------------------------------------------------------|-----|
| I watch music concerts at home and abroad                      | 19% |
| I am interested in watching music concerts abroad              | 9%  |
| I am more interested in watching music concerts in the country | 49% |
| I am not interested in watching music concerts                 | 23% |



It is noteworthy that more than 40% of the panel has visited a music concert in the past year, with the majority of these concerts taking place in Indonesia, highlighting the active involvement and engagement of this segment in the local music scene.

Given that many of them attended concerts numerous times in a year implies that live music events are in high demand in Indonesia.

Activities in the Past Year



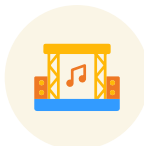
Visit a mall  
70%



Come to a bazaar  
46%



Watch a musical performance at a mall/street  
43%



Attend a music concert  
42%



Watch a sports event  
38%



Attend an art or cultural exhibition  
35%

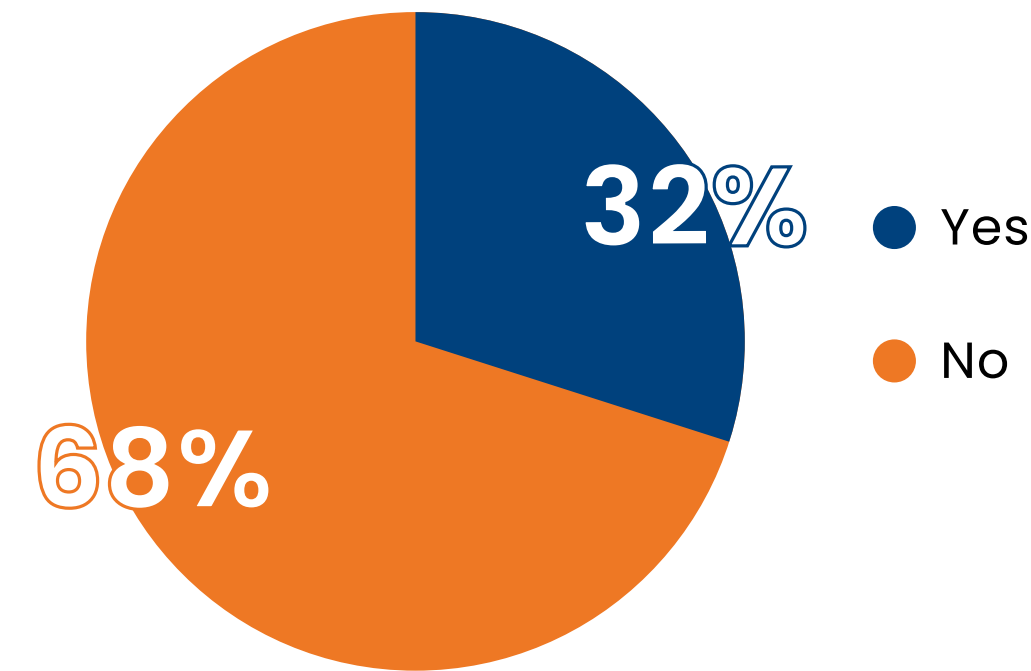


Attend a celebrity meet & greet  
11%

Music Concert Attendance in the Past Year

|              |     |
|--------------|-----|
| 1 - 3 times  | 68% |
| 4 - 6 times  | 24% |
| 7 - 10 times | 5%  |
| > 10 times   | 3%  |

Prevalence of Overseas Music Concert Attendance



\*Repondents who watched a music concert





Activities to Do in 2024



Visit a mall  
61%



Attend a music concert  
57%



Attend an art or cultural exhibition  
48%



Come to a bazaar  
45%



Watch a musical performance at a mall/street  
42%



Watch a sports event  
39%



Attend a celebrity meet & greet  
17%

N = 601

Plan to Attend  
Music Concert in 2024

|              |     |
|--------------|-----|
| 1 - 3 times  | 64% |
| 4 - 6 times  | 26% |
| 7 - 10 times | 5%  |
| > 10 times   | 5%  |

\*Respondent planning to attend a music concert in 2024

With plans to attend music concerts 1-3 times in 2024, the anticipated increase to 57% indicates a growing interest in live music events in the coming year. This encouraging trend means that the music concert sector will grow in the future year, making it an even more important element of the entertainment landscape.

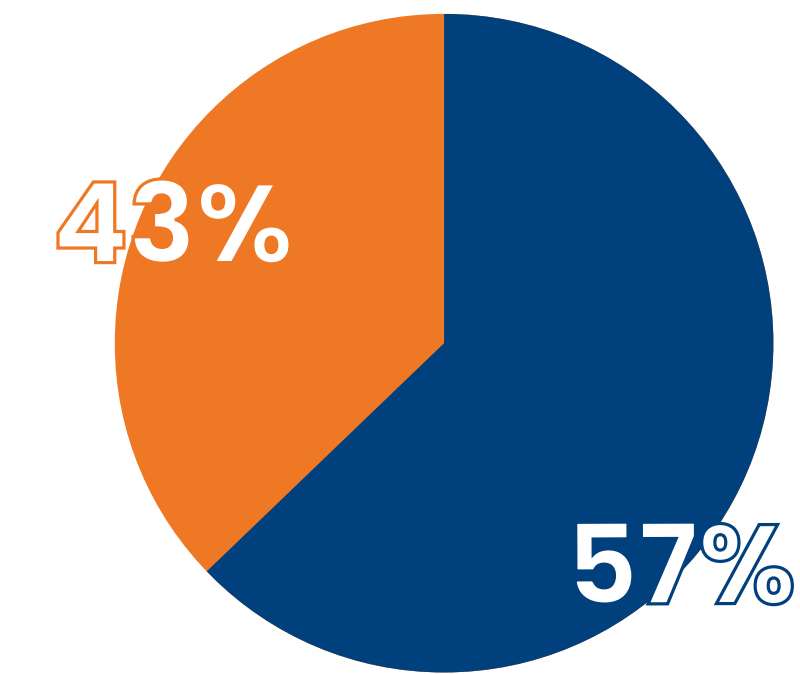
The inclination to buy music concert tickets priced below IDR 1 million demonstrates a preference for affordability and accessibility. The equal interest in both concert tour and festival shows a wide spectrum of musical tastes, allowing a thriving and diverse

music scene. The continuous popularity of Indonesian bands and singers among music concert-goers indicates the significant influence and attractiveness of local talent in the music business.

Ticket Budget

|                               |                                                                                                                           |       |
|-------------------------------|---------------------------------------------------------------------------------------------------------------------------|-------|
| < IDR 1,000,000               | <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> | 51%   |
| IDR 1,000,000 – IDR 2,000,000 | <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> | 25.5% |
| IDR 2,000,000 – IDR 3,500,000 | <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> | 11%   |
| IDR 3,500,000 – IDR 5,000,000 | <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> | 7%    |
| > IDR 5,000,000               | <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> | 5.5%  |

Concert Type



Festival      Concert tour

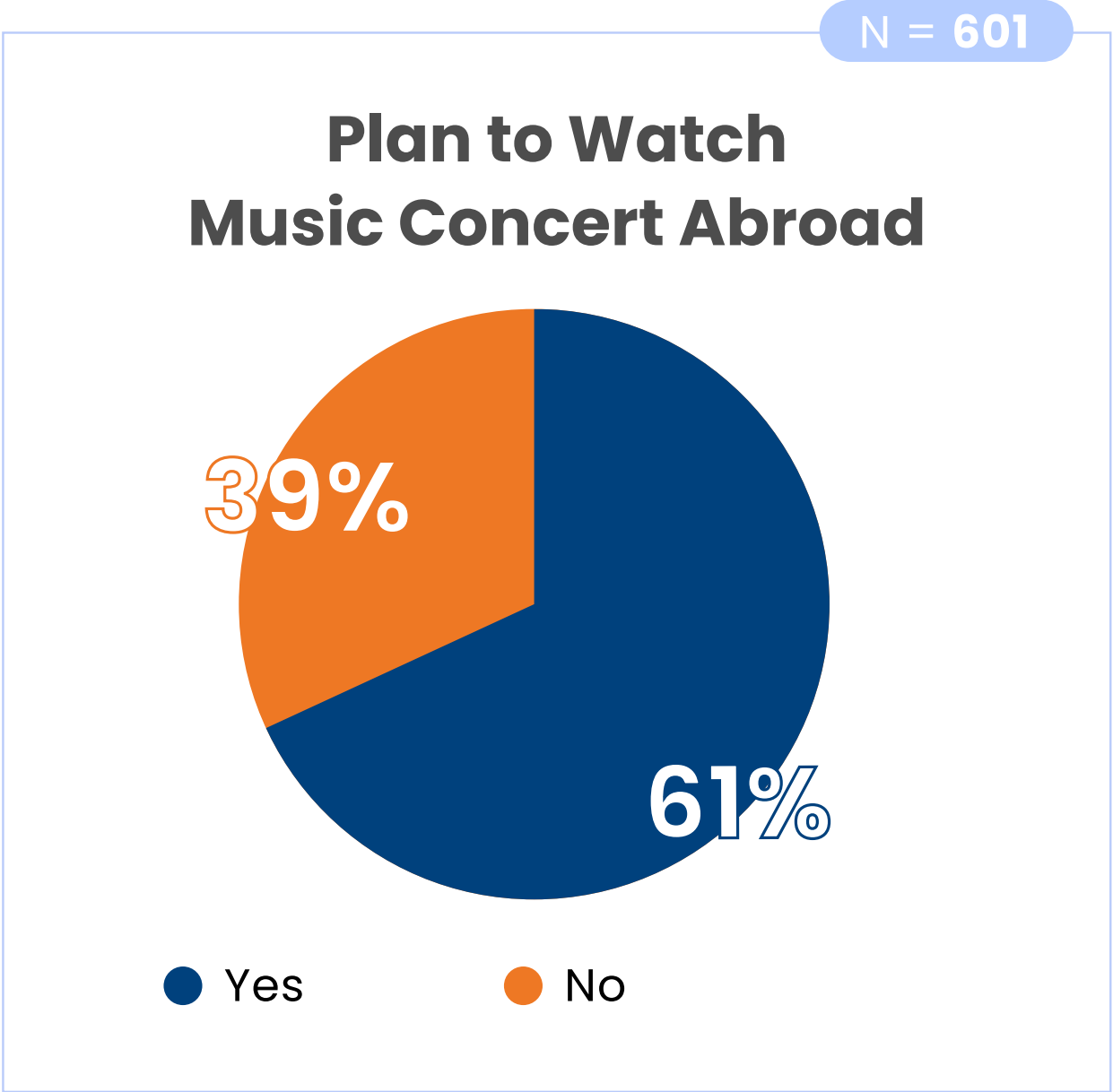
Band/Singer's Origin

|               |     |
|---------------|-----|
| Indonesian    | 51% |
| K-Pop         | 26% |
| International | 23% |

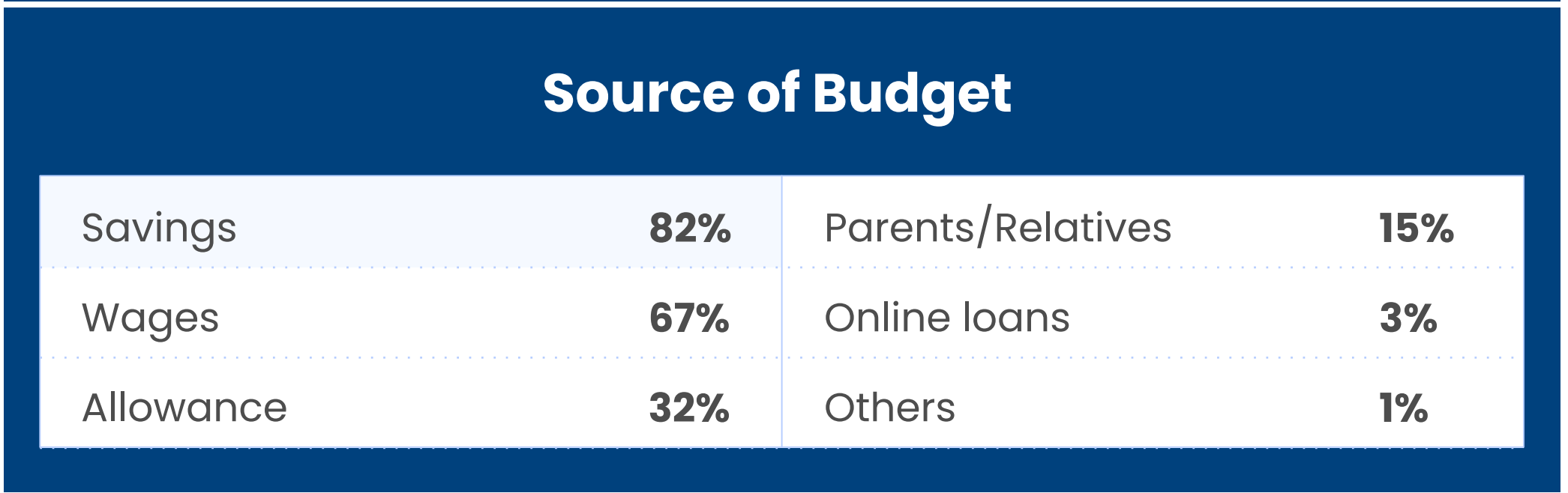
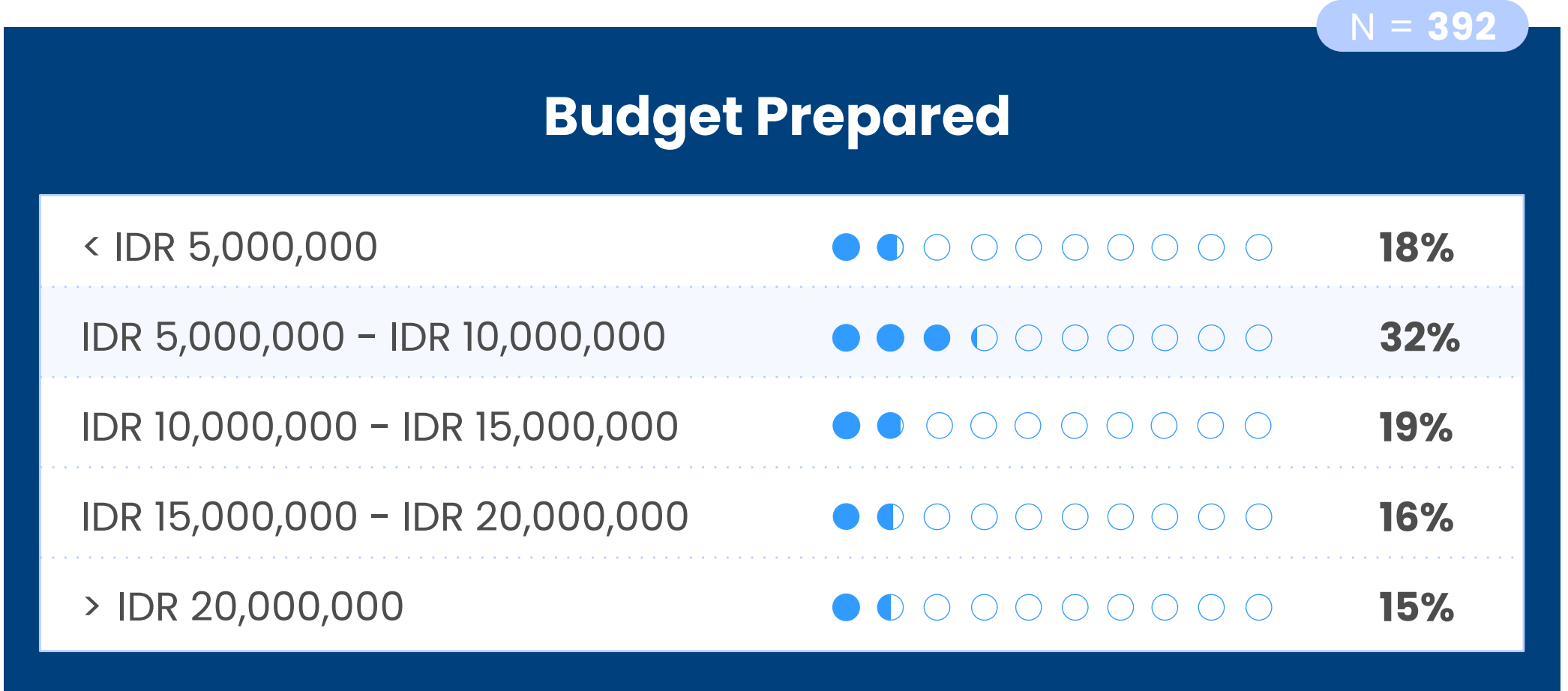




A majority of respondents plan to attend concerts in other countries, with a budget of IDR 5-10 million. They will fund this out of their savings, indicating a strong interest in international music events.



\*Repondents who will watch a music concert



\*Repondents who watch a music concert abroad



Watching music concert abroad is being motivated by a desire to see specific performers who may not tour locally, as well as the possibility to enjoy a vacation while attending a music event, resulting in a memorable and delightful experience.

| Considerations to Attend Music Concert Abroad |     |
|-----------------------------------------------|-----|
| Favorite singer/band                          | 84% |
| Ticket price                                  | 57% |
| Well-known promoter with good reputation      | 38% |
| Invited by a friend                           | 22% |
| Treated by a friend/partner                   | 18% |
| Following trends                              | 11% |

| Reasons to Attend Music Concert Abroad             |     |
|----------------------------------------------------|-----|
| Part of the vacation plan                          | 72% |
| Performance by favorite singer/band                | 64% |
| Looking for a different concert vibes              | 54% |
| The singer/band did not perform in Indonesia       | 46% |
| Dream destination                                  | 43% |
| Affordable ticket offers                           | 36% |
| Attend with friends/family                         | 18% |
| Unable to secure tickets for the Indonesia concert | 17% |
| Recommended by a friend                            | 15% |

Opting for budget hotel accommodation for three days to attend music performances abroad indicates an emphasis on cost-effective accommodation while dedicating a large portion of their budget to the concert experience. South Korea & Singapore are the primary destinations for them.

| Length of Stay |     |
|----------------|-----|
| Round trip     | 6%  |
| 1 – 3 days     | 52% |
| 4 – 7 days     | 31% |
| 7 – 10 days    | 6%  |
| > 10 days      | 5%  |

| Type of Hotel                                                                                          |     |
|--------------------------------------------------------------------------------------------------------|-----|
|  Budget hotel       | 61% |
|  Capsule hotel     | 15% |
|  Apartment        | 13% |
|  4 – 5 star hotel | 10% |
|  Others           | 1%  |

| Destination Country                                                                             |     |
|-------------------------------------------------------------------------------------------------|-----|
|  South Korea | 30% |
|  USA         | 8%  |
|  Singapore  | 30% |
|  Malaysia   | 5%  |
|  Europe    | 12% |
|  Thailand  | 3%  |
|  Japan     | 9%  |
|  Australia | 3%  |



3.

---

# About Us





## The Go-to Data and Insight Services

Discover the power of technology to support and simplify comprehensive data collection.

We provide beyond leads but valuable insights and analysis to meet your business, individual, and academic needs.

### Research Services

Customizable research solutions. Leveraging technology in collecting data through online and face-to-face approaches.

### Consumer Trend Report

Dive into our comprehensive Customer Trend Report, shedding lights on the latest market dynamics and trends.

### Easy & Quick Survey (Poplite)

Providing a broad distribution network as well as targeting at speed and affordable pricing, we present Poplite by Populix, an online survey platform to support business and academic research needs.

### B2C Leads Generation

Suite of services of lead generation and brand activation, from product sampling and acquisition to reliable brand narrative amplification.

Member of:



Featured in:



Available on:



# Indonesia's Deepest and Widest Respondent Pool

## Panel Quality

- Criteria based recruiting
- Panel selection
- Panel engagement

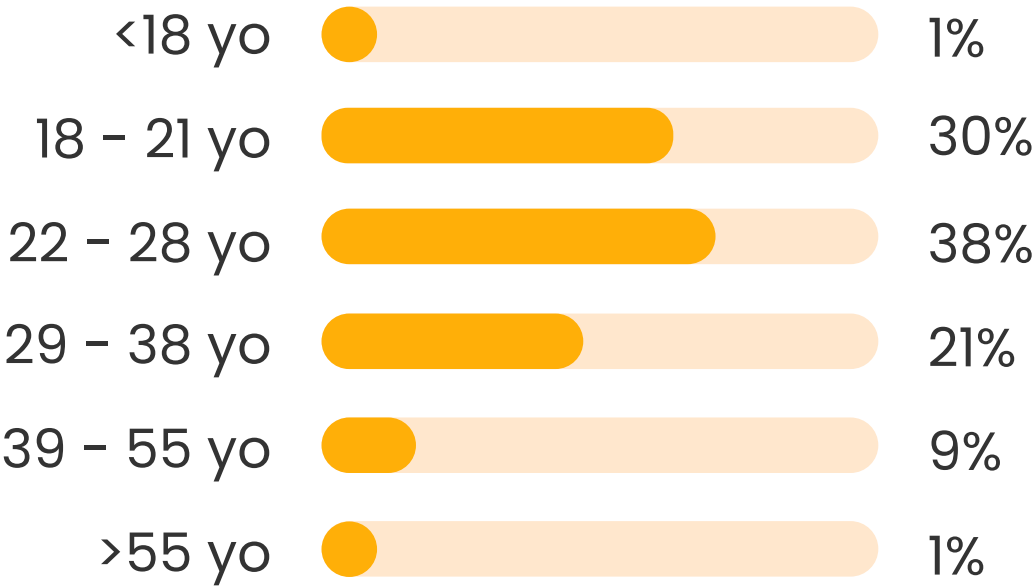
## Basic Demographic

- Gender
- Age
- Marital status
- Highest education level

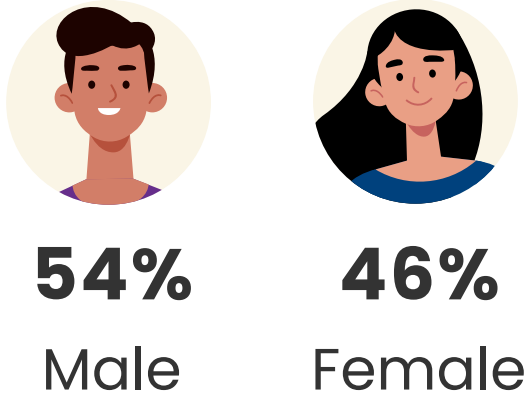
## Finance

- Monthly income
- Monthly expense
- Bank transaction frequency
- E-wallet

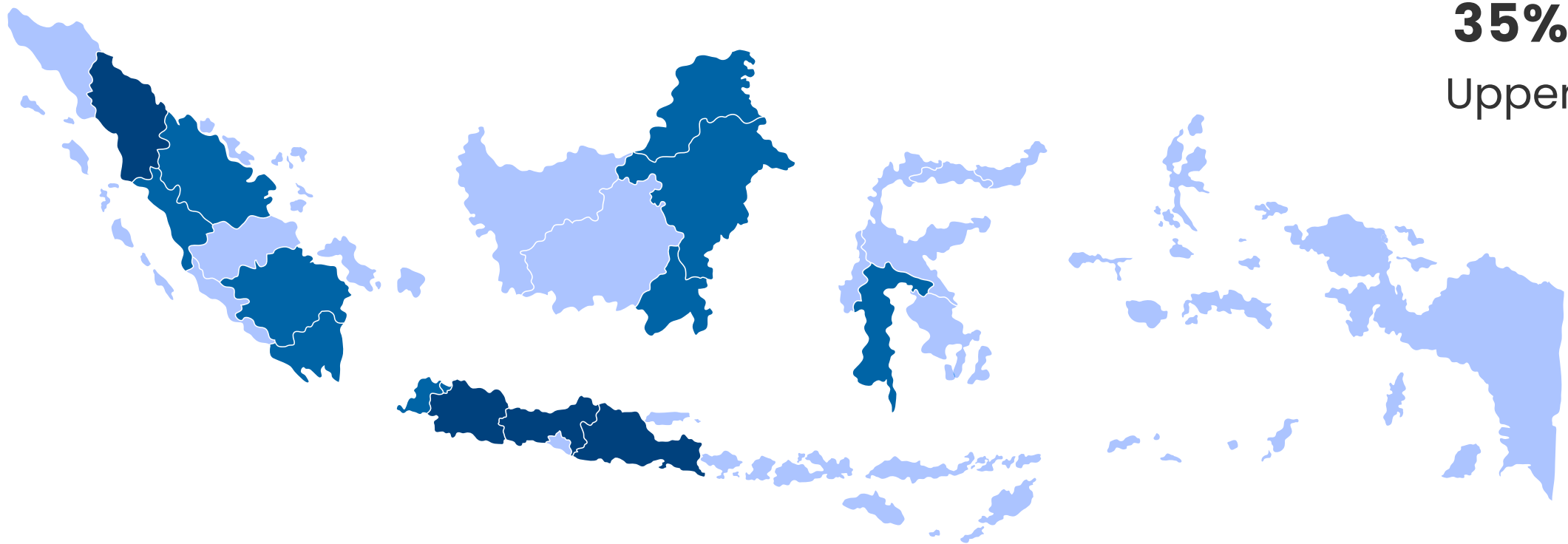
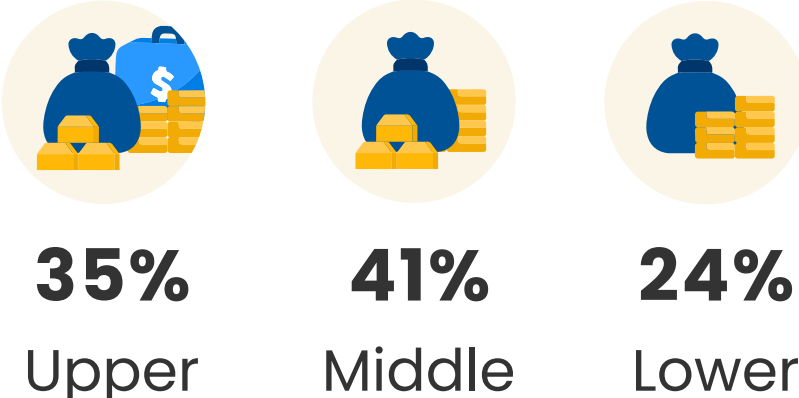
### Panel Age



### 500k Panel Size



### Panel SES



### Hobby, Lifestyle, & Appearance

- Smoking
- Pet
- Workout frequency
- Hijab usage

### Media & Entertainment

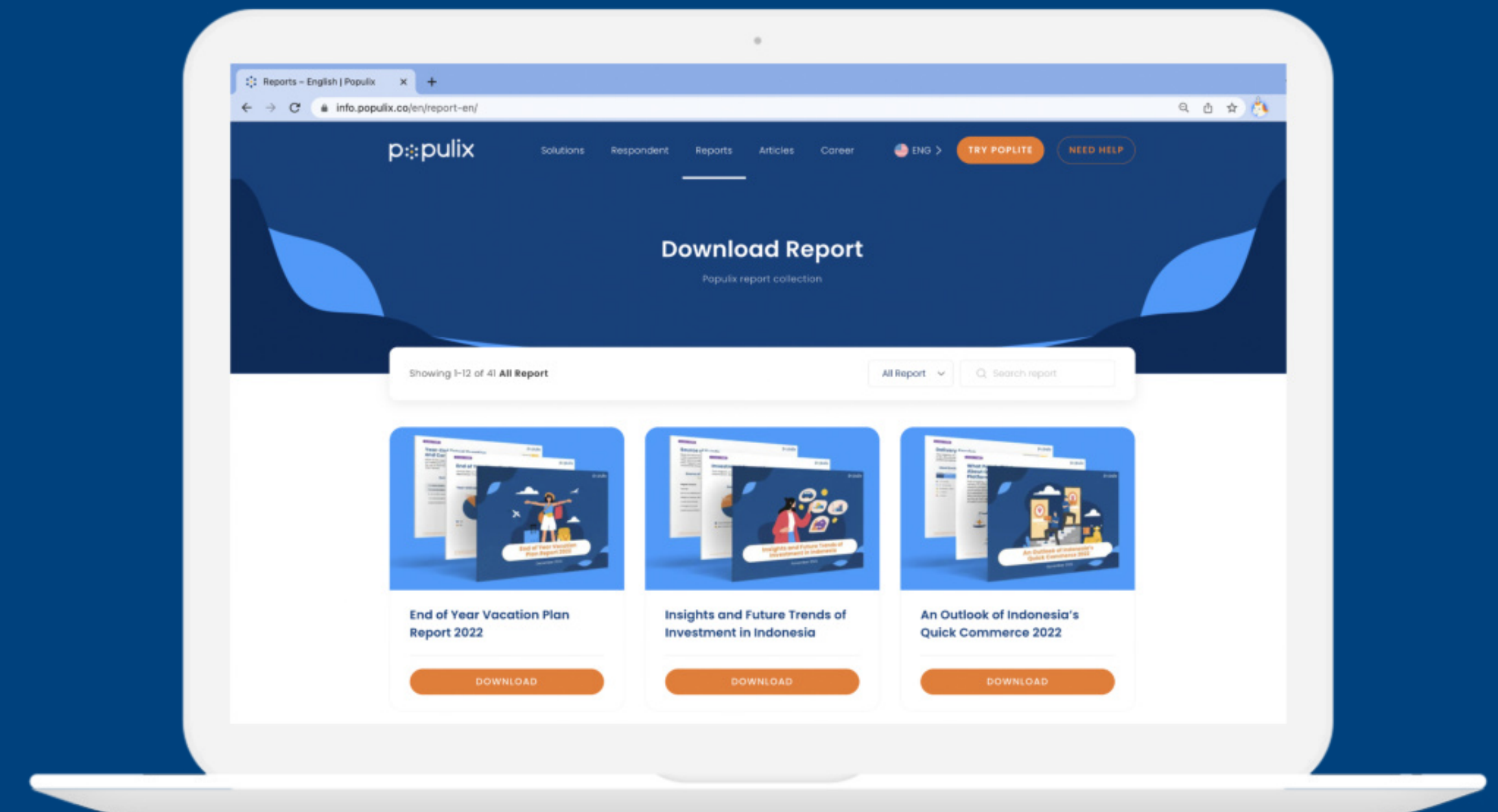
- Media preference
- Phone brand
- Social media
- Data provider

### Spending Behaviour

- E-commerce
- Shopping frequency
- Payment preference
- Household spending



Visit our blog to  
download the  
report for **FREE**  
and see more of  
our latest studies



<https://info.populix.co/product/consumer-trend-report>

# Book a **free** consultation with our team to find the **perfect solution** for you!



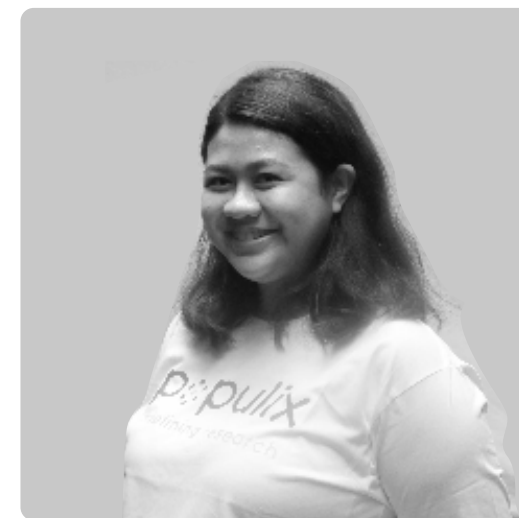
**Dodi  
Iskandar**

+62 857 1806 3600  
dodi@populix.co



**Shafira  
Iskandar**

+62 878 7508 3411  
shafira@populix.co



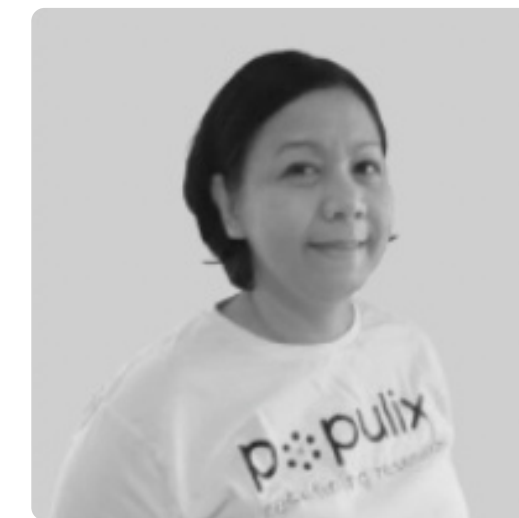
**Annisa  
Ekky**

+62 819 0895 8255  
ekky@populix.co



**Wiji  
Rahayu**

+62 812 8323 0887  
wiji@populix.co



**Olivia K  
Samosir**

+62 812 8323 0887  
oliviasamosir@populix.co

## Indonesia

GoWork Central Park Mall,  
Level LG, Unit L-109-114  
Letjen S. Parman No.Kav.28,  
Jakarta, 11470, Indonesia

## Singapore

30 Cecil Street #19-08,  
Prudential Tower,  
049712, Singapore



 [info.populix.co](mailto:info.populix.co)  
 [populix.co](https://www.populix.co)  
 [populix](https://www.linkedin.com/company/populix)