



# The Big Survey 2022

## Topic 6 – Events and audiences

### SUMMARY – events and audiences

*Making Music members* (performing and promoting groups) **feature in or promote around 21,600 performances annually and organise or are invited to deliver another 6,100 other types of events**, such as workshops, school or care home visits and a wide range of other activities.

Making Music represents around 29% of the total sector (DCMS/ACE Our Creative Talent report 2008). **Thus, scaled to the whole leisure-time music sector from the Making Music member data, this means around 95,000 local music events annually are delivered by leisure-time music groups or volunteer promoters.**

**Total audiences for Making Music members annually** (performing and promoting groups) **are around 800,000, and for the whole sector around 2.7 million.**

These are significant numbers – and these events and audiences are everywhere in the UK where there are communities, large, small, rural or urban, **meaning that it is volunteer promoters and leisure-time music groups which ensure every community in the UK has live music on their doorstep.**

**Note** – all data in this report refer to information gathered in late **2022** about the previous 1-3 years which were Covid-impacted. That means that, if anything, **figures would be/will be higher for most data sets by this year, 2025.** There are regular reminders of this throughout the full report.

### SUMMARY – tickets and concessions

Half of **performing groups** charge for all their events; of those, half charged £11-15 for tickets (2022). More **promoters** charge for all performances, and many still operate a subscription model which has traditionally been a way to generate the cashflow to book artists; but with changed audience behaviours, these days more audience members pay per concert or on the door. A quarter of their subscribers attend concerts for free, a third paid £11-15 (2022), but half of non-subscribers paid £16+ per ticket (2022).

**Performing and promoter groups** focus concessions on Under-18s (two thirds/half) and full-time students (one third/half). Family discounts and concessions for people aged 60+, on benefits or disabled and their carers are infrequent, and developing these may represent an opportunity to attract more and new people to their concerts.

Only 7% of promoters and 1% of performing groups, however, know their audience demographics or collect information on their audiences, so this may be good place to start: to work on understanding their current audiences, to facilitate future growth through various means, including targeted concessions.

## **SUMMARY – planning timelines and days/times for events**

**Over 70% of performing groups and promoters plan their events 6-18 months in advance**, with promoters generally at 12+ months and a fifth of performers planning less than 6 months ahead, having more flexibility than the professionals booked by promoters. This question is always worth asking, as Making Music often finds that potential project or event partners are surprised that leisure-time music groups plan that far ahead and therefore perhaps need longer lead-in times than anticipated to plan participation in a new activity.

**Far more promoters than performing groups host events on a weekday evening (42% vs 17%)** – understandable that performing groups focus on Saturday and Sunday in particular, as they usually have a pre-event rehearsal which they would be unable to schedule during the week due to participants' work and other commitments.

**A large percentage of performing (34%) and promoting (38%) groups host events on a weekend afternoon** – this is positive in terms of accessibility for families and for the 60+ demographic which often does not like to travel during darkness and represents a significant increase for both types of groups since the 2016 survey.

*Note – in some parts of the report we distinguish between data gathered from our performing groups (where participants are usually hobby musicians, led by a professional music director) and promoting groups which are groups of volunteers who programme one or several events presenting professional musicians.*

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