REDC

FAIR TICKETING ALLIANCE
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Experience of purchasing tickets for major events in the Republic of Ireland

February 2025

Job Ref: 7812-2025



The Fair Ticketing Alliance (FTA) is a UK-based organisation established in April 2018 by a group of responsible and concerned ticket traders. Its mission is to advocate for a fair, transparent, and flexible ticketing market that benefits all live entertainment enthusiasts.

The Sale of Tickets Act (2021) was recently introduced in the Republic of Ireland with the aim of tackling reselling and ensuring fairer access to events. Similar legislation is being considered for the UK.

As a result, the FTA wanted to understand the impact of the Act in Ireland from the viewpoint of consumers.

Research methodology

- Research was conducted using RED C's online omnibus, the RED Line
- Through an online panel of over 40,000 members, RED Line allows us to reach a representative sample of the adult population aged 18+ across the Republic of Ireland (ROI) in a cost effective and timely manner
- Quota controls are used to ensure a nationally representative sample of people aged 18+ living in ROI, with interlocking quotas to provide extra confidence in sample profile
- Final data was weighted across gender, age, region and social class so as to ensure a nationally representative sample based on latest CSO projections
- n=1,029 respondents took part in the fieldwork taking place between the 14th and 19th February 2025

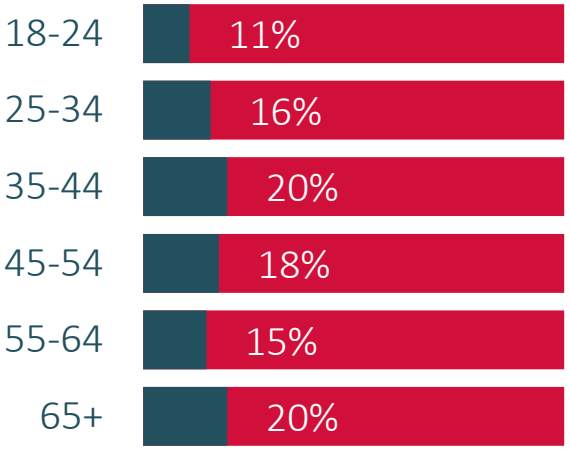




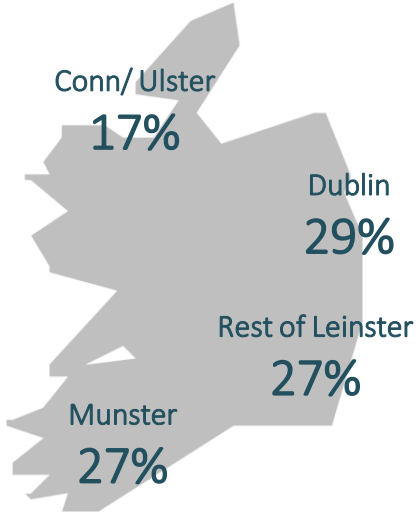
Gender



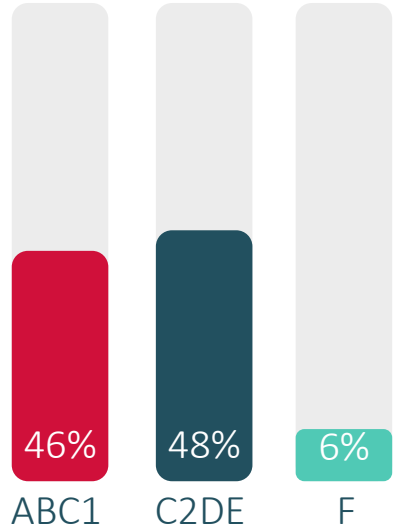
Age



Region



Social Class



Key findings from the research



Just over half of adults in Ireland aged 18+ have purchased a ticket to an event in the last 12 months

Around one-in-twenty say they have purchased a ticket above the asking price, while just over one-in-five have tried to purchase tickets but have not been able to do so for a variety of reasons



Cost of tickets and the use of dynamic pricing seen as main reason that make it difficult to get tickets

Four-out-of-five that have purchased / tried to purchase tickets in the past 12 months said they had experienced some degree of difficulty in getting tickets



Many believe the Sale of Tickets Act 2021 has resulted in official sales outlets introducing dynamic pricing

Just one-in-three of those that have bought / tried to buy tickets in the past 12 months believe the Act has made it easier to get tickets, while less than half agree that the Act has reduced the number of tickets being sold by resellers and through unofficial channels at higher prices

Just over half of people in Ireland have purchased tickets for major events in the past 12 months

One-in-twenty say they have purchased tickets for an event where they paid above face value

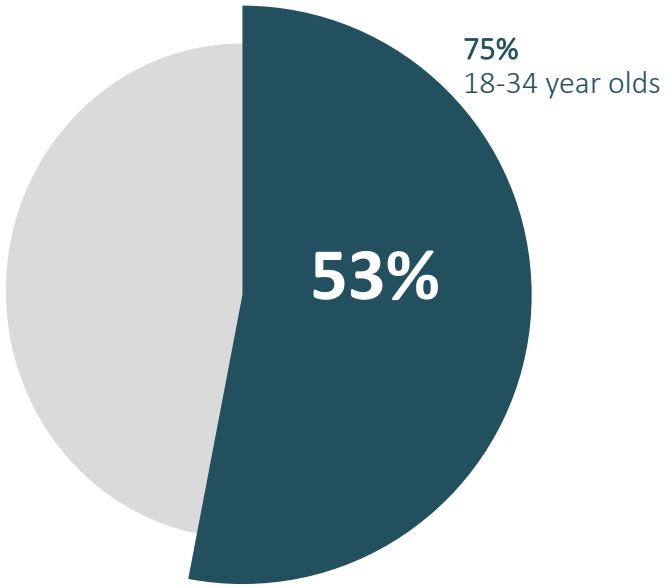
Just over one-in-five have tried to purchase tickets, but for various reasons have been unsuccessful

Q1. Thinking back over the past 12 months, have you purchased or attempted to purchase tickets for an event in Ireland? This can include live music concerts, festivals, major sporting events, theatre, or other cultural events. Base: all adults aged 18+ living in ROI; n=1,029

Incidence of purchasing tickets for events in past 12 months

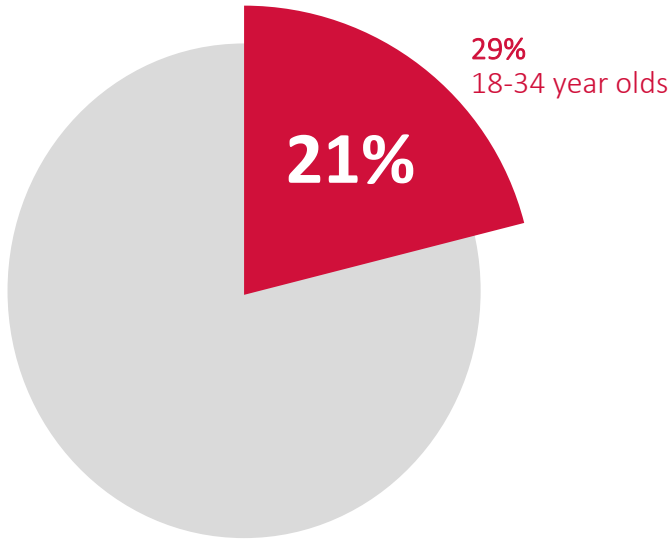
% of total population aged 18+ living in Republic of Ireland

Purchased tickets



51%	Purchased at face value
5%	Purchased above face value

Tried to purchase tickets



16%	Tried but sold out
11%	Tried but price too high
7%	Tried but had tech difficulties

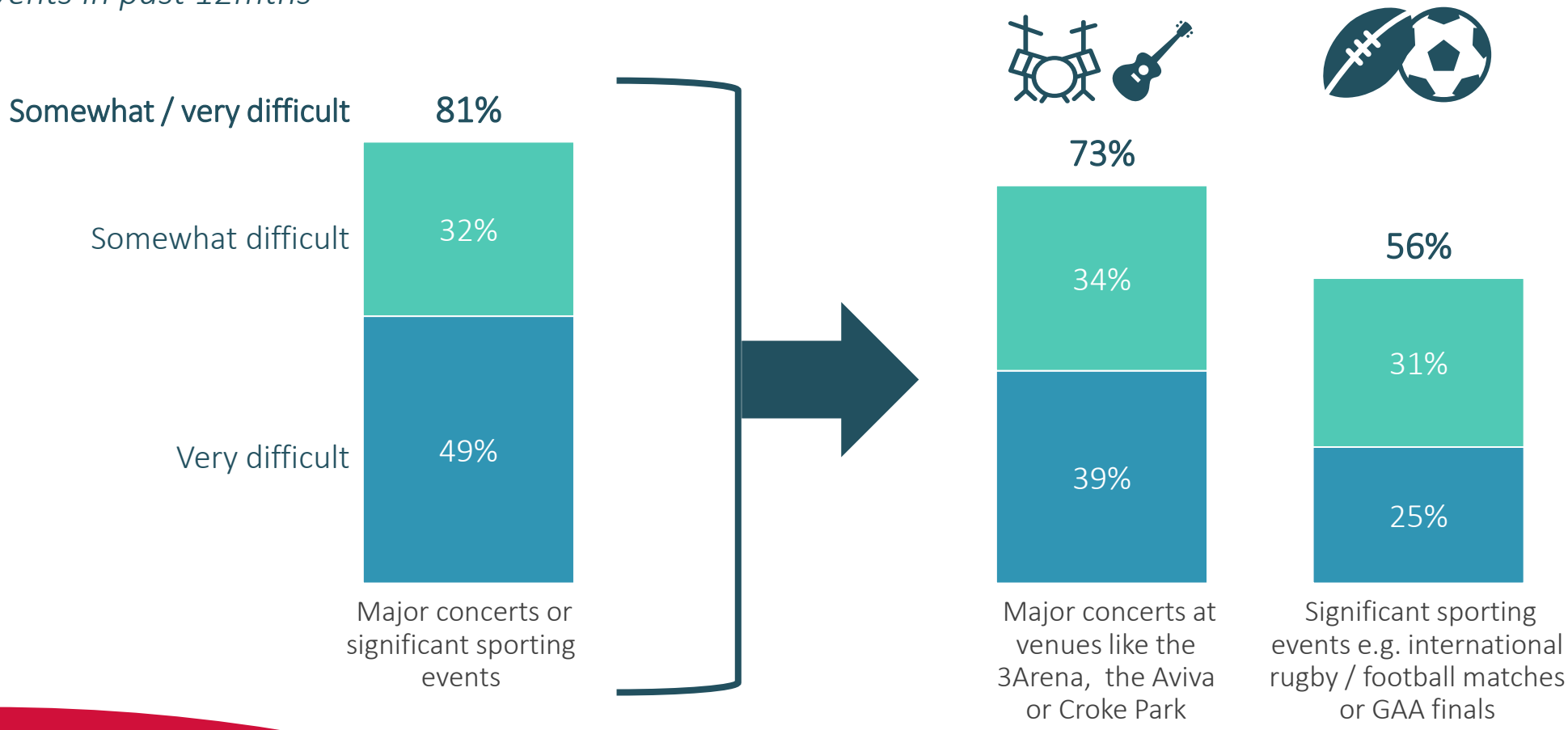
NOTE: these categories are not mutually exclusive – some people have both purchased tickets and tried to purchase tickets. A total of 63% have purchased tickets and / or tried to purchase tickets.

Vast majority feel it is difficult to get tickets to events

Four out of five people that have either bought or tried to buy tickets in the past 12mths said they felt it was difficult to get tickets for major concerts / significant sporting events – around half (49%) said it was very difficult

Difficulty of getting tickets to events

% of those that have purchased / tried to purchase tickets for events in past 12mths



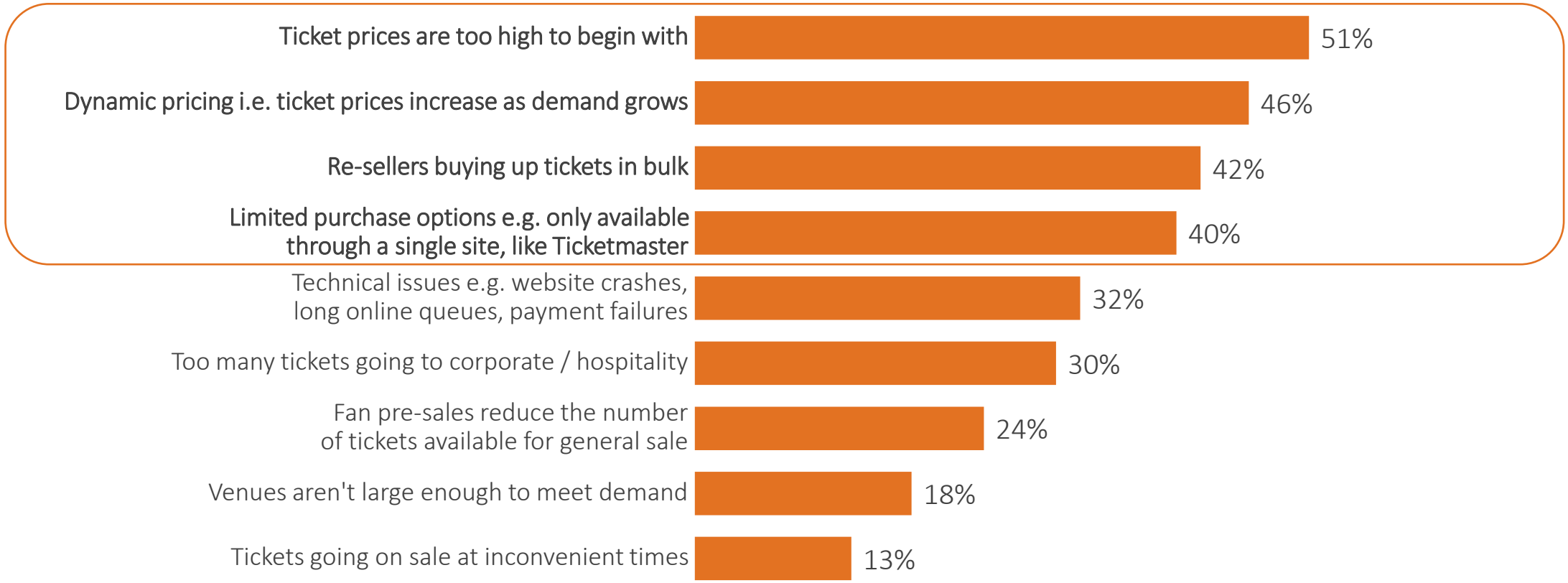
Q2. For each of the following types of events, how easy or difficult do you feel it is to get tickets?
Base: if purchased / tried to purchase tickets; n=659

Main difficulty in getting tickets is down to prices being too high

Dynamic pricing, bulk purchasing by resellers and limited purchase options are also making it difficult for people to buy tickets for events

Main reasons for difficulty in purchasing tickets

% of those that say they believe it is difficult to get tickets for events



Q3. What do you believe are the main reasons that make it difficult to get tickets for events? Please select the top three from the list below.
Base: feel it is difficult to get tickets for events; n=752

Explanation of the Sale of Tickets Act 2021 shown to survey respondents:

In July 2021, a ban on the resale of event tickets above face value was introduced in Ireland under the **Sale of Tickets (Cultural, Entertainment, Recreational and Sporting Events) Act 2021.** The law was aimed at **tackling reselling and ensuring fairer access to events.**

65%

of people that have purchased / tried to purchase tickets in Ireland in the past 12 months believe that the introduction of the Sale of Tickets Act has resulted in official sales outlets introducing dynamic pricing where they can increase prices as demand grows

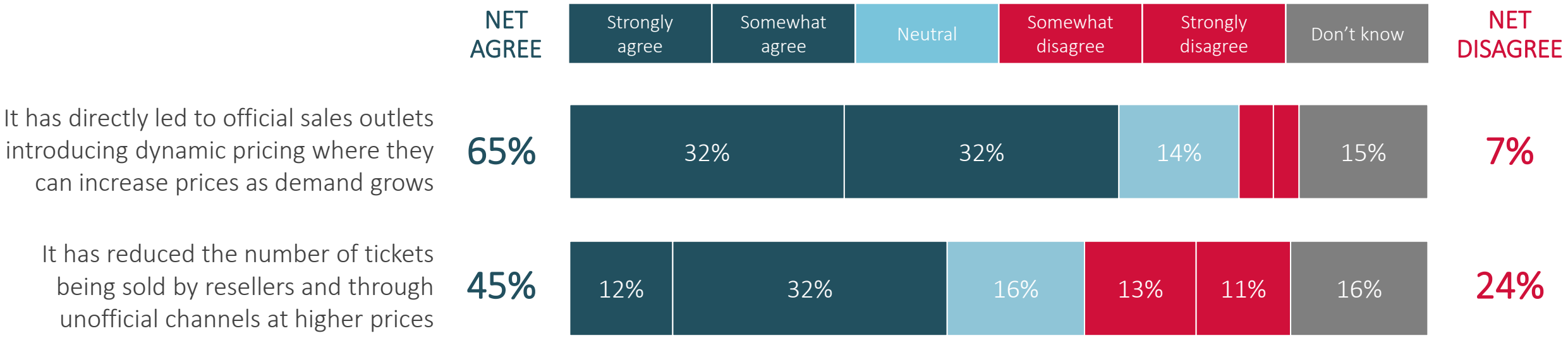


Many feel the Act has opened the door to dynamic pricing

The main purposes of the Act was to place a ban on the resale of tickets at higher prices – a majority believe the Act has had some impact, although only one-in-eight strongly believe this

Views on impact of Sale of Tickets Act 2021

% of those that have purchased / tried to purchase tickets for events in past 12mths



Q4. In July 2021, a ban on the resale of event tickets above face value was introduced in Ireland under the Sale of Tickets (Cultural, Entertainment, Recreational and Sporting Events) Act 2021. The law was aimed at tackling reselling and ensuring fairer access to events. Thinking about the ban on ticket resale, do you agree or disagree with each of the following statements?
Base: purchased / tried to purchase tickets in past 12 months; n=659

Just one-in-three believe the Act has made it easier to get tickets

At that, only around one-in-twelve are strongly of the view that the Act has made it easier to get tickets. Many do not feel the Act has helped to increase the number of official ticket sales outlets.

Views on impact of Sale of Tickets Act 2021

% of those that have purchased / tried to purchase tickets for events in past 12mths



Q4. In July 2021, a ban on the resale of event tickets above face value was introduced in Ireland under the Sale of Tickets (Cultural, Entertainment, Recreational and Sporting Events) Act 2021. The law was aimed at tackling reselling and ensuring fairer access to events. Thinking about the ban on ticket resale, do you agree or disagree with each of the following statements?
Base: if purchased / tried to purchase tickets in past 12 months; n=659

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