

We are grateful to the more than **1,350** live industry professionals who participated in **Pollstar and VenuesNow's 2020 State of the Industry Survey, the largest live industry study of its kind.** It has yielded a treasure trove of data, including critical insights into the current state of the industry, a road map for recovery, a mandate for greater diversity and far more.

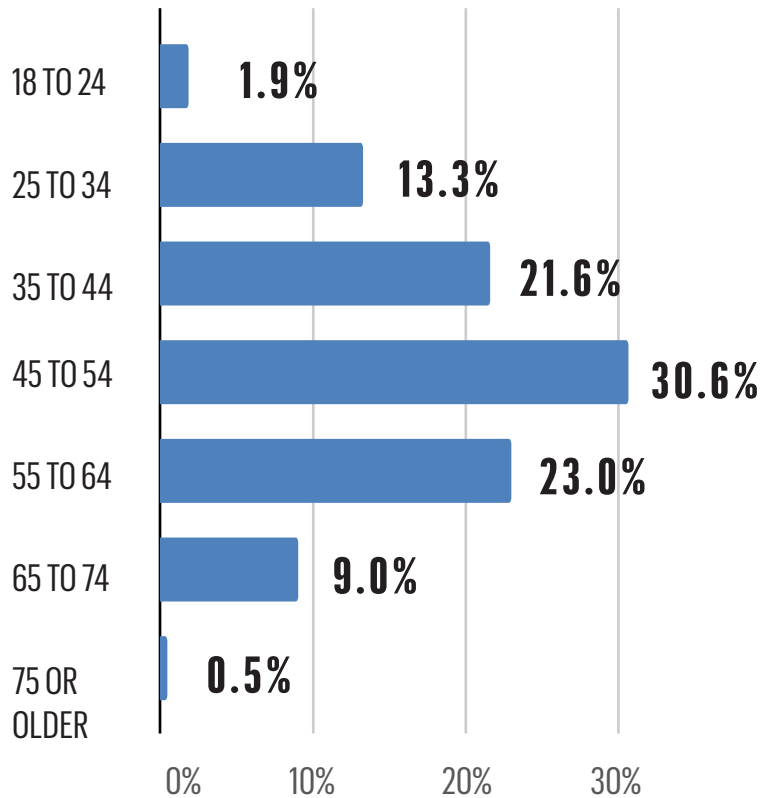
WE HOPE YOU FIND  
THIS INFORMATION VALUABLE.  
**Email [vote@pollstar.com](mailto:vote@pollstar.com)**  
for questions or more information.

- PANDEMIC RESPONSE
- DIVERSITY
- THE COMEBACK

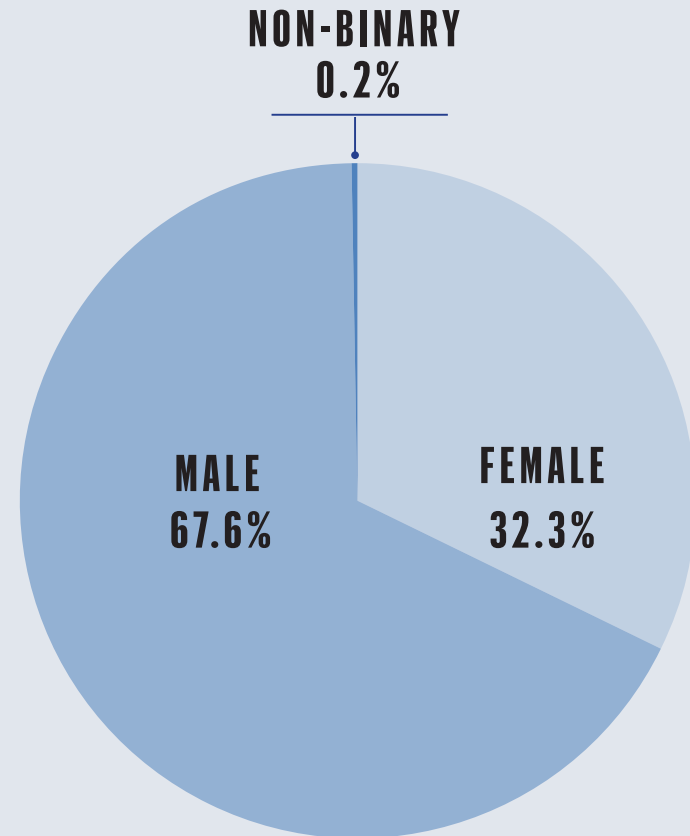
SURVEY CONDUCTED BETWEEN AUGUST 23 - SEPTEMBER 7, 2020



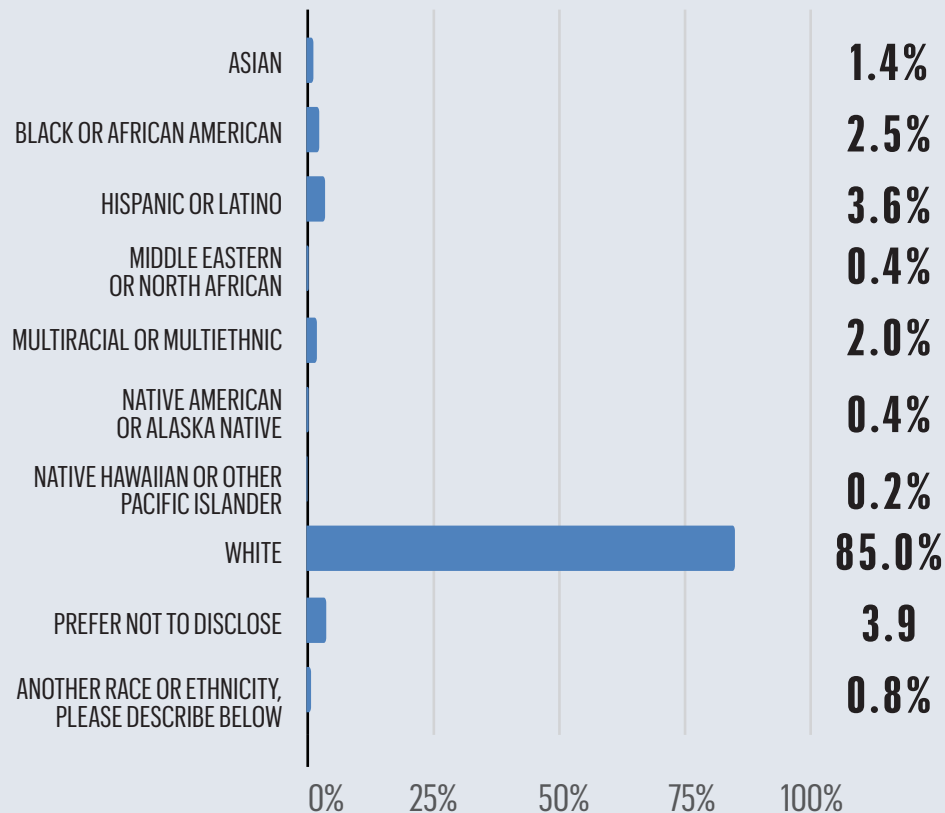
## What is your age?



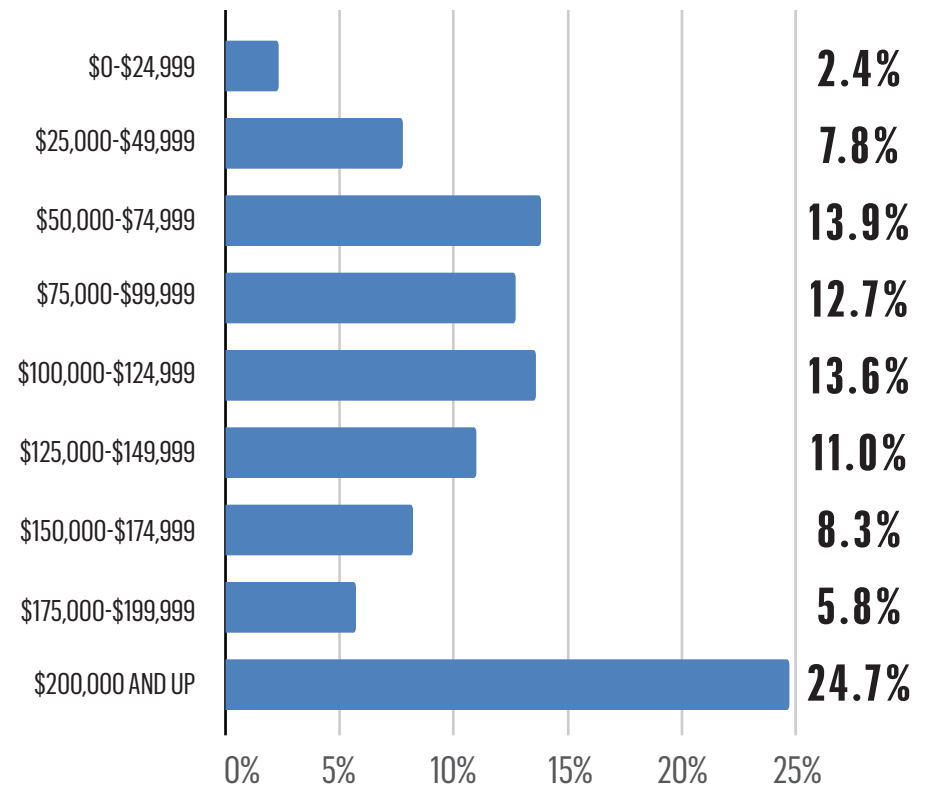
## What is your gender?



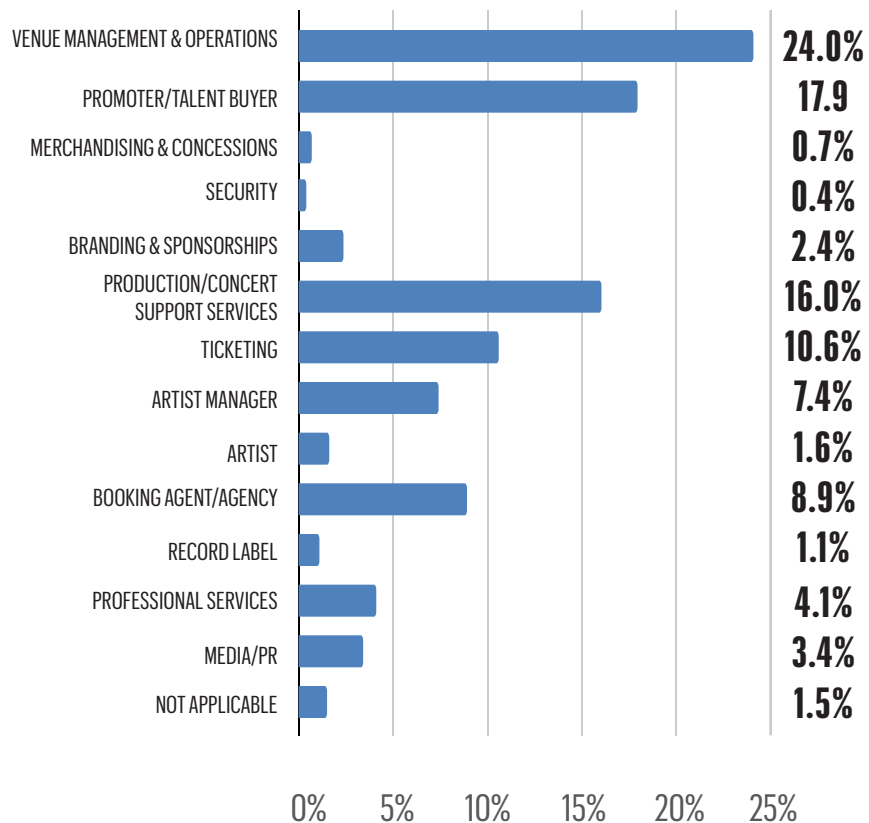
## What is your race or ethnicity?



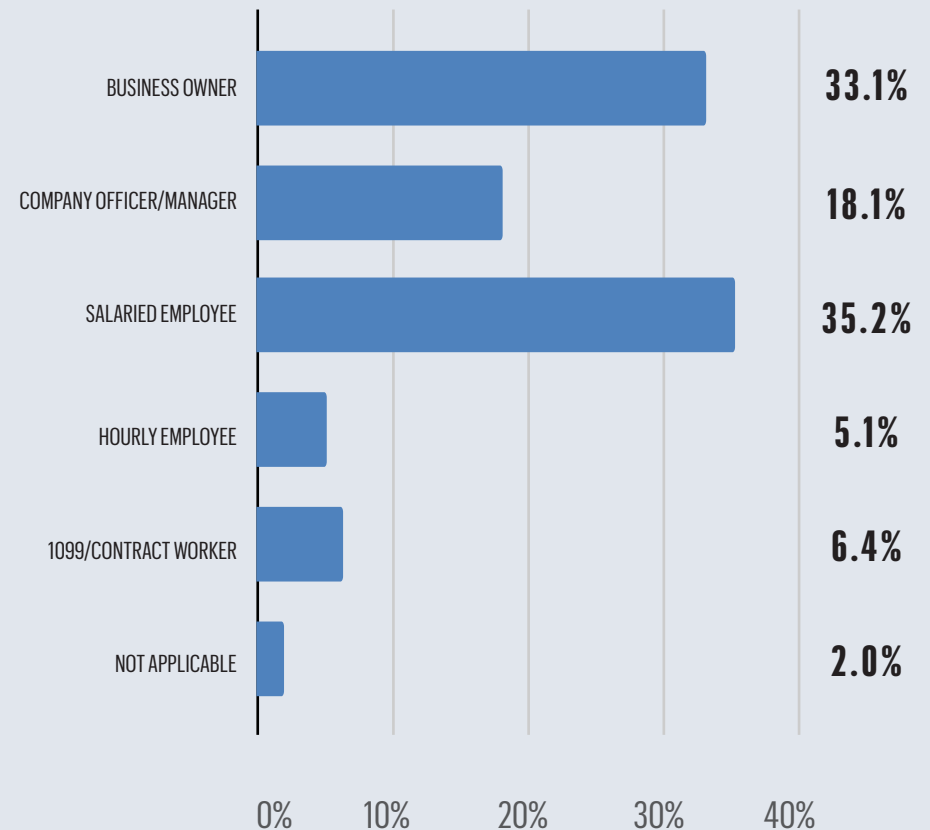
## What is your approximate average household income?



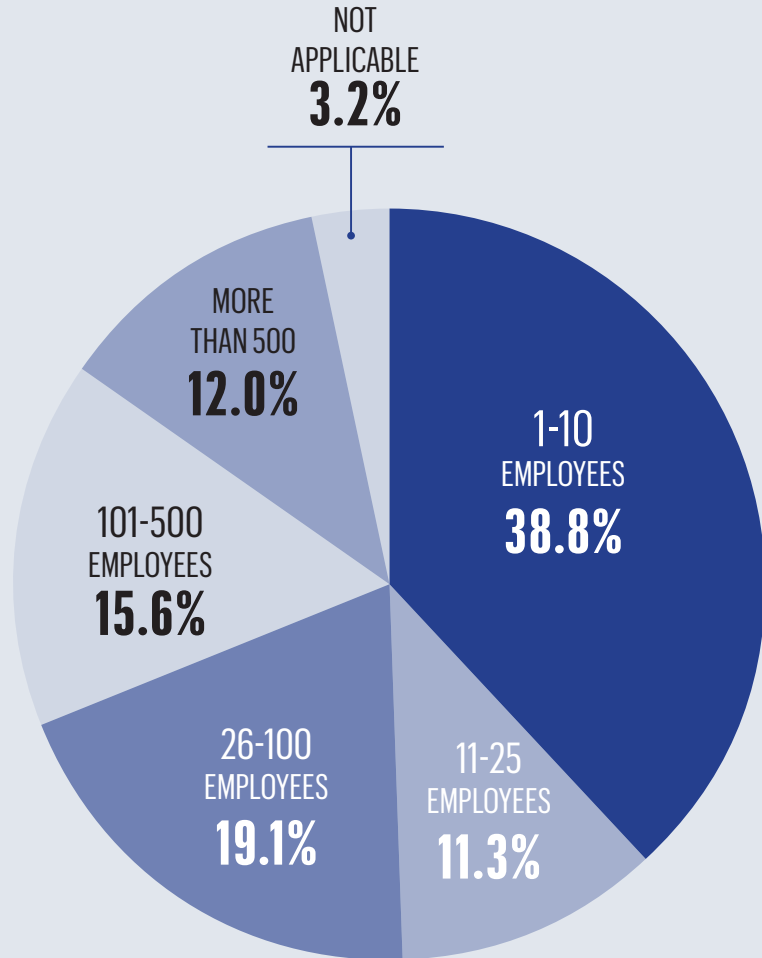
## What best describes your industry sector?



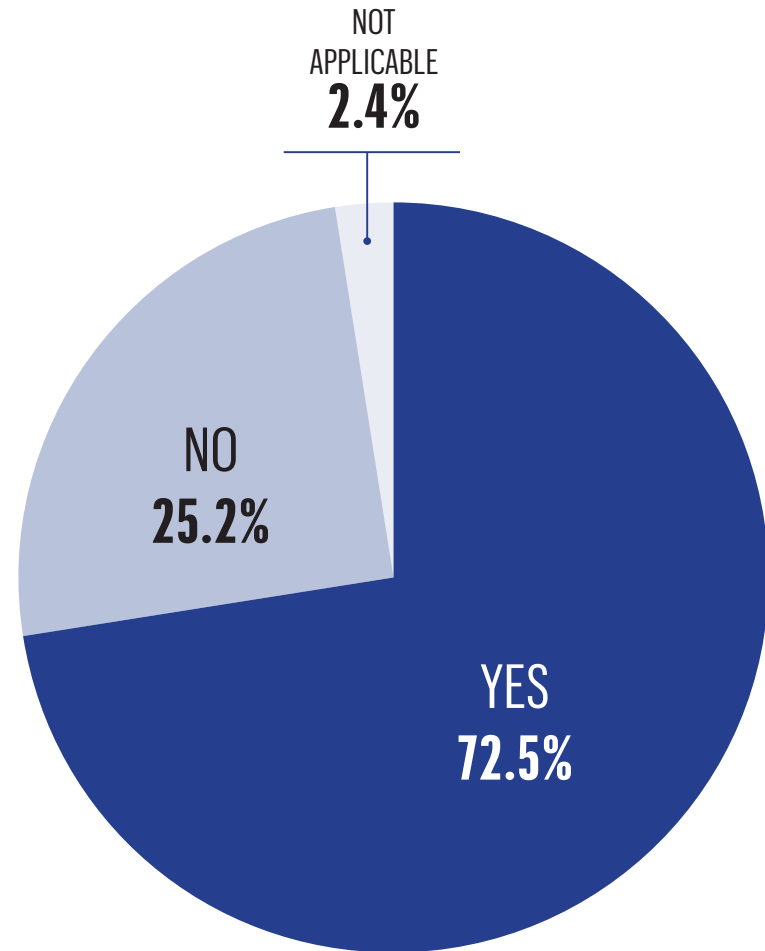
## What is your business role?



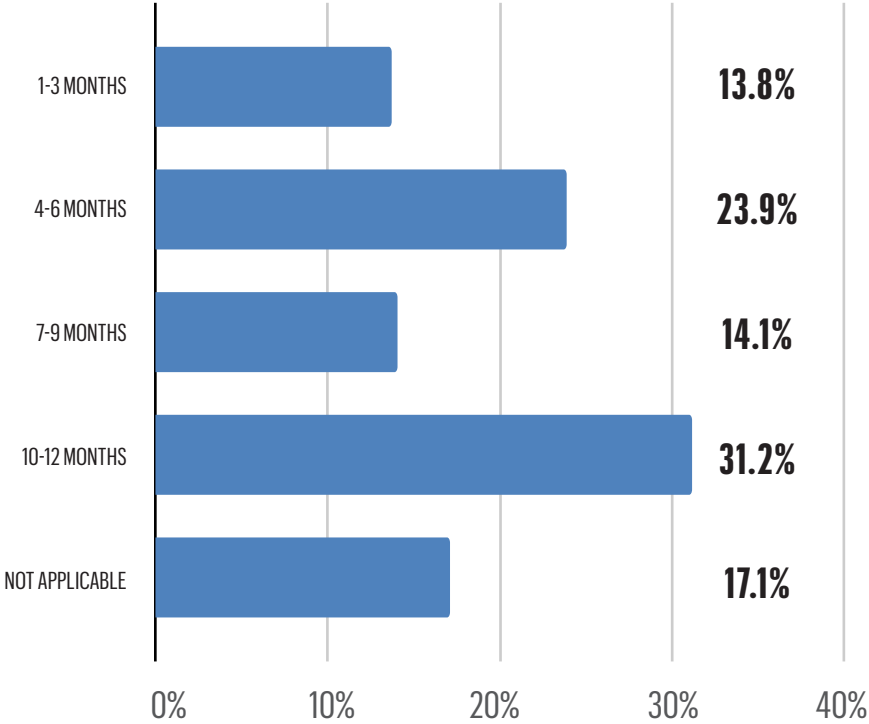
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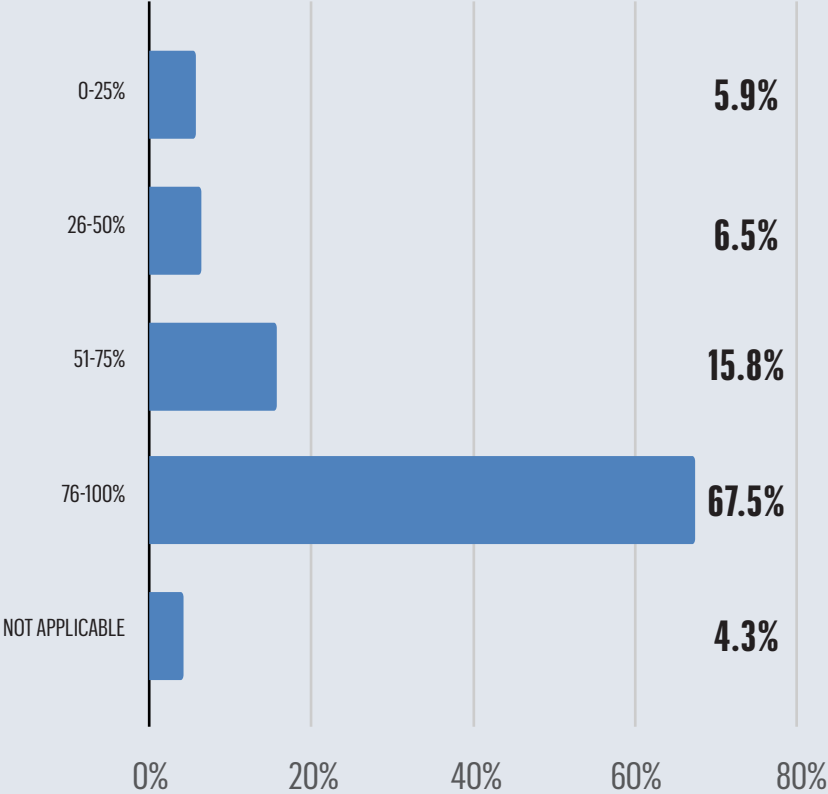
## Are you concerned about your company's ability to survive COVID-19?



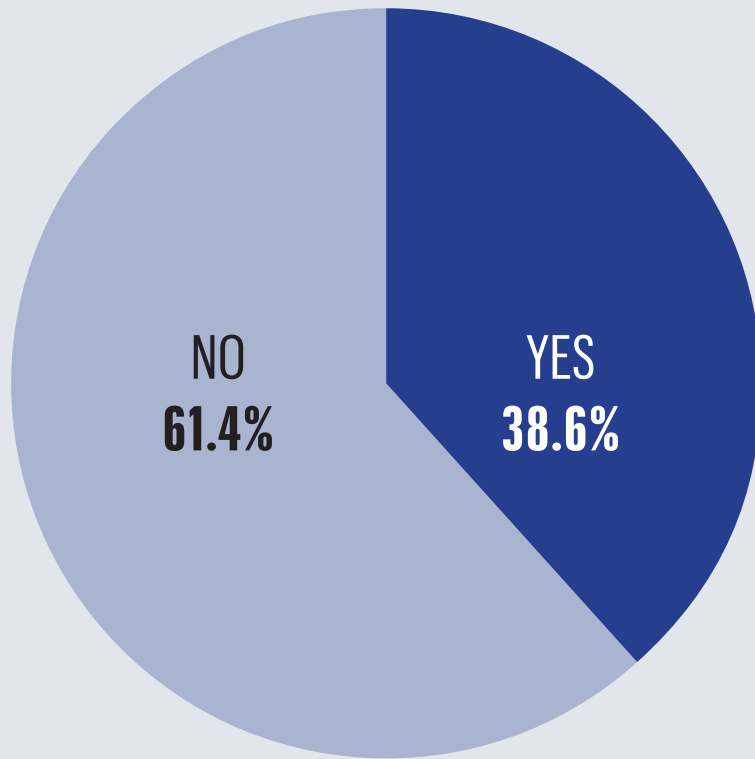
If yes, how much longer do you feel your company can remain in business if conditions do not improve?



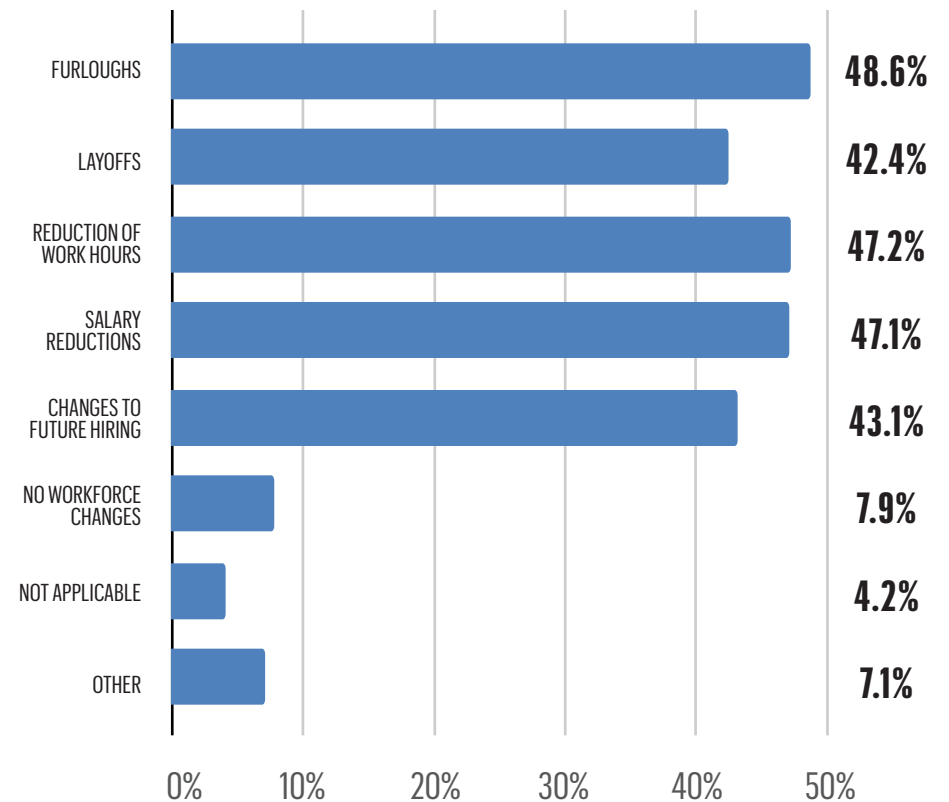
How much business has your company lost due to the pandemic?



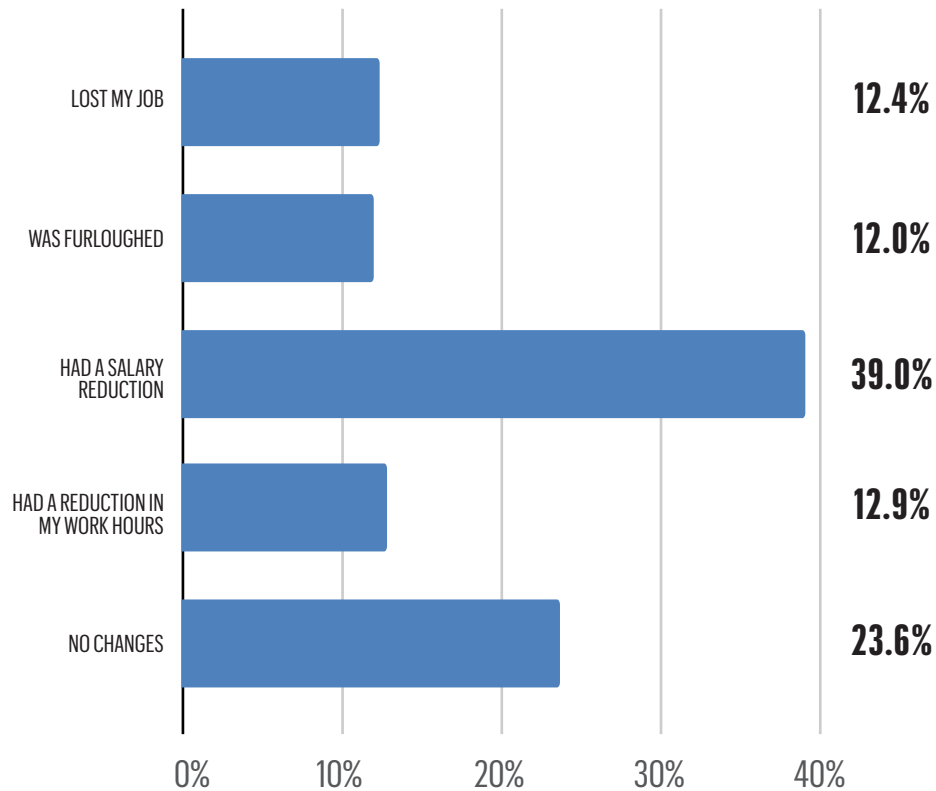
Have you taken on significant debt since COVID-19?



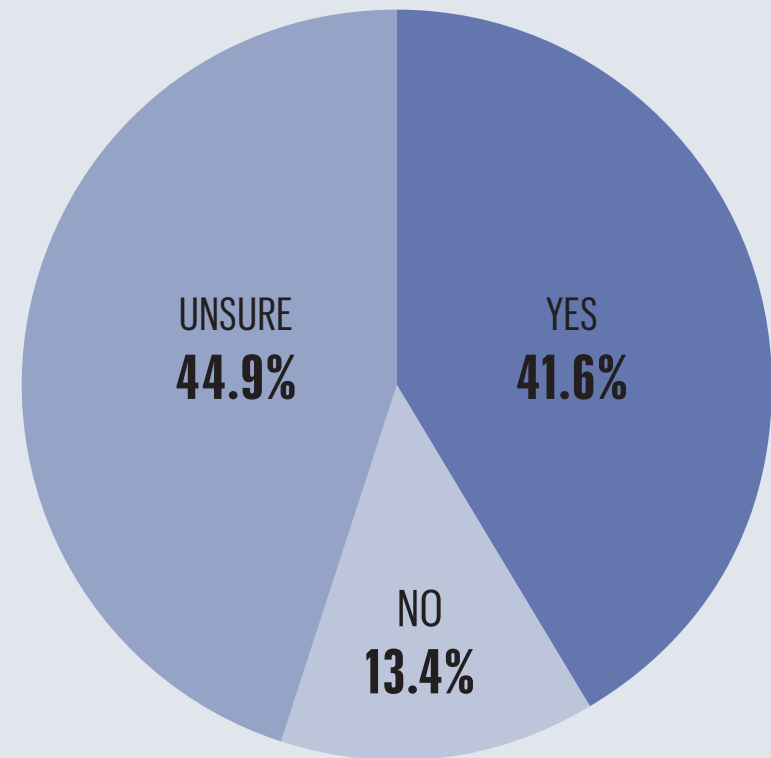
Which of these workforce changes apply to your business?



## How have you personally been affected due to the pandemic?

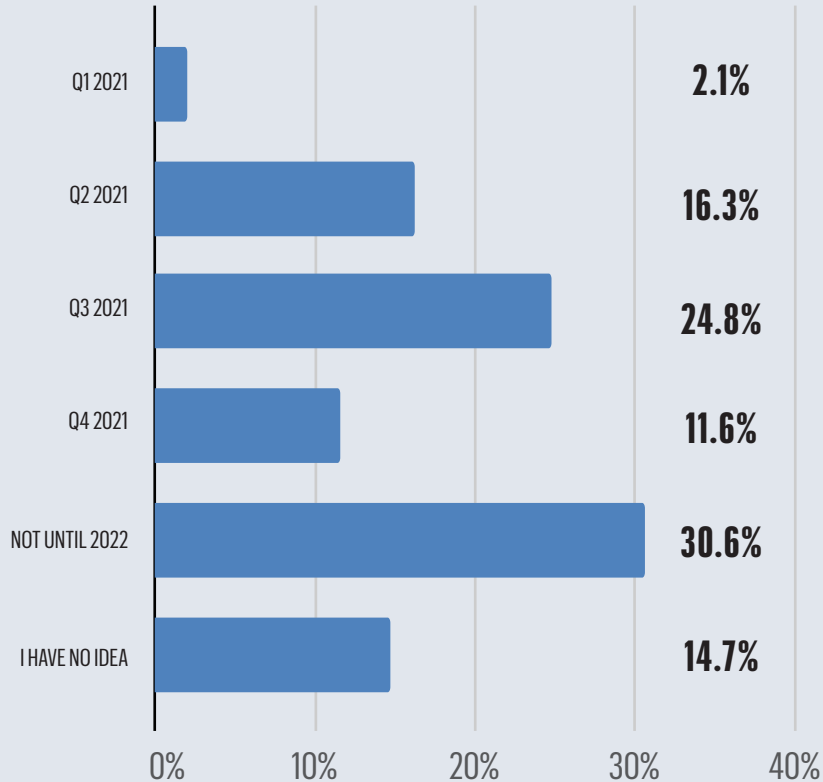


## If you have lost your job due to the pandemic, do you expect to return to work for the same company at some point?

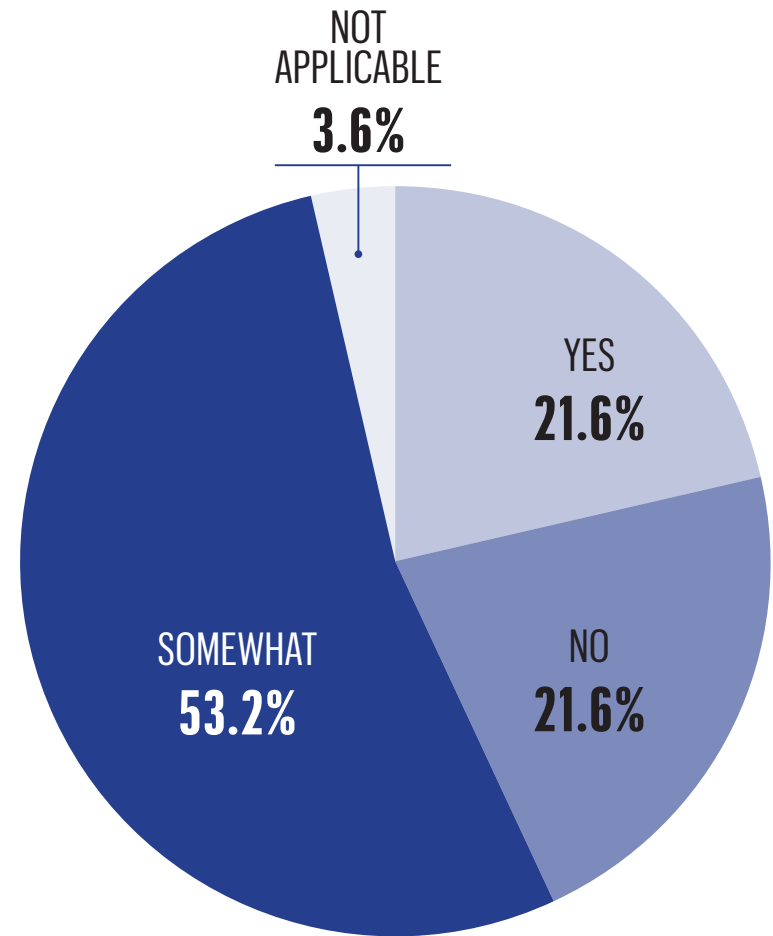




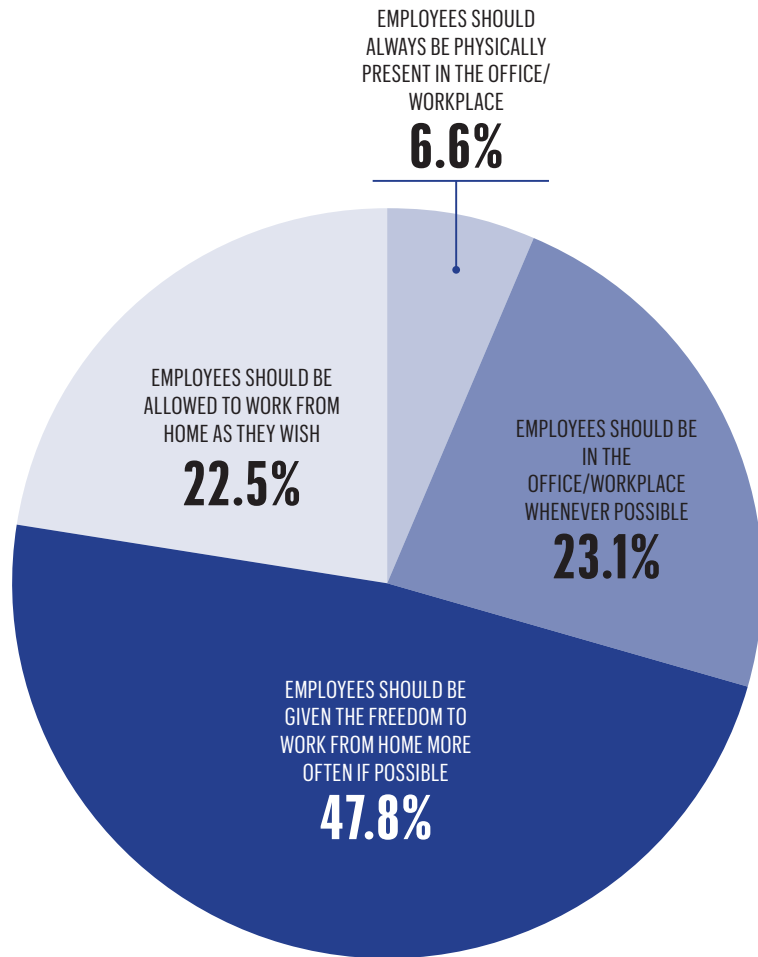
## When do you believe our industry will be back at full capacity?



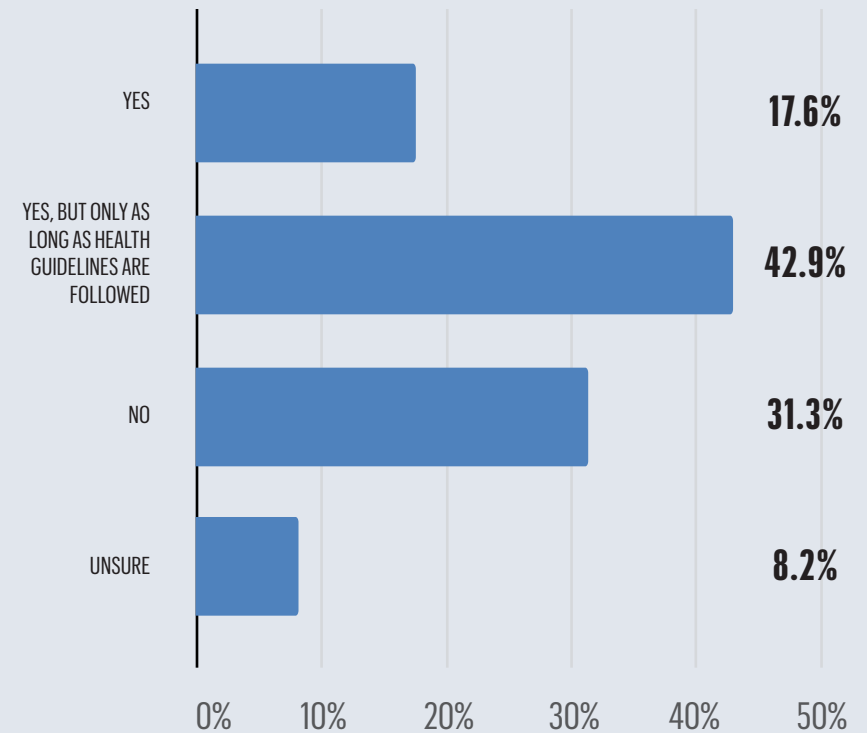
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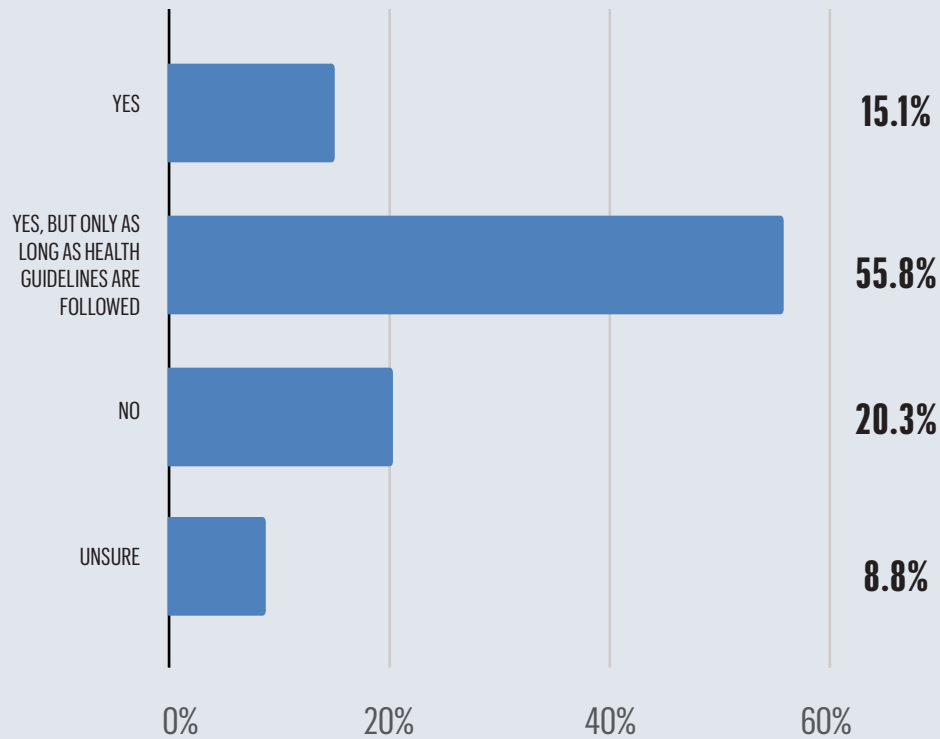
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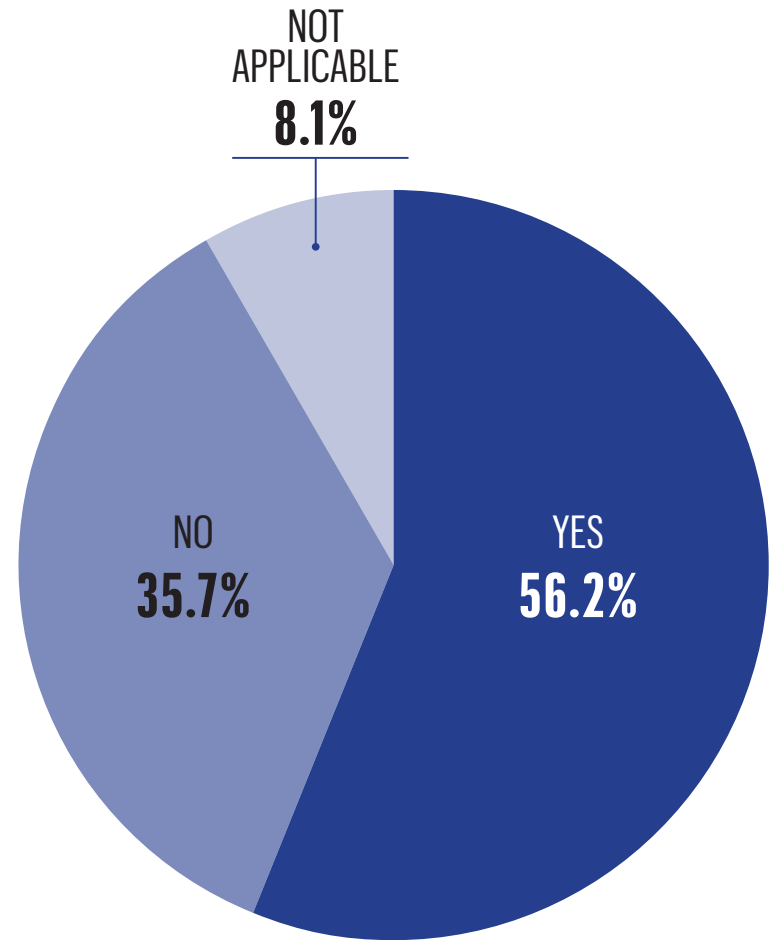
Would you personally embark on a tour or work a show if it were to occur now?



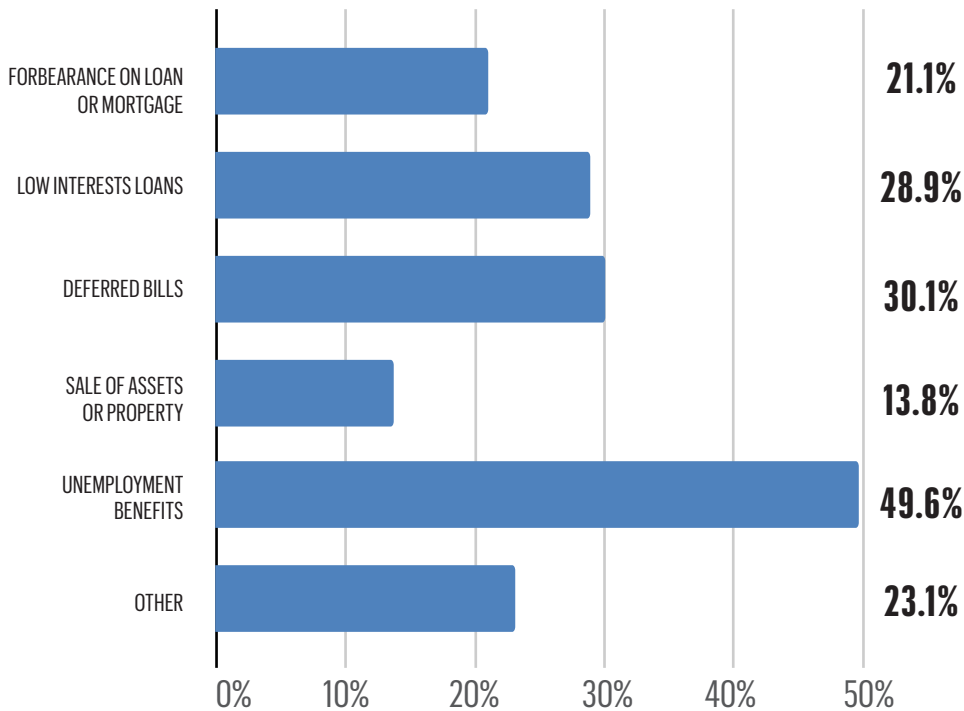
Do you feel that shows should be permitted to occur in areas that are less impacted by the pandemic?



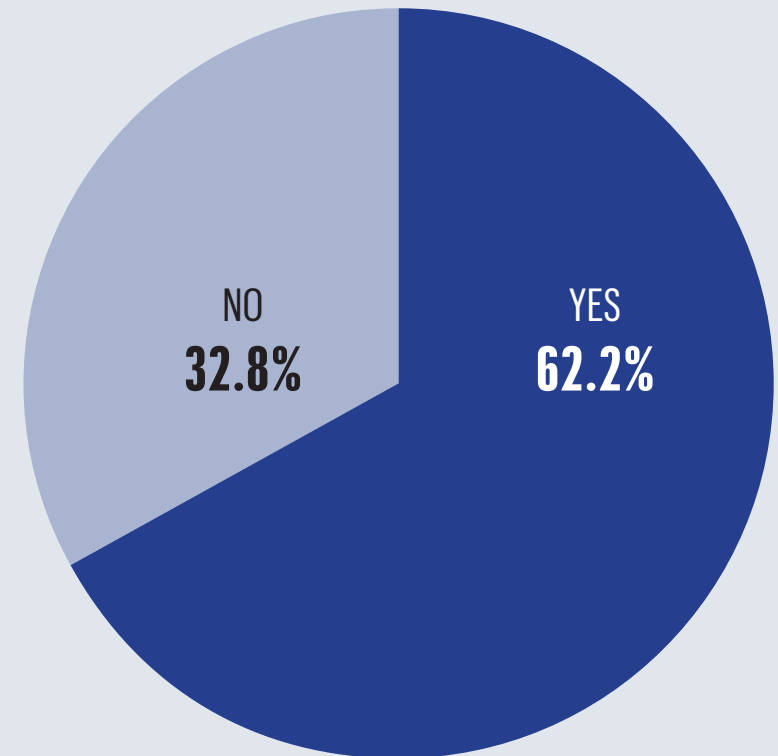
Have you or your company asked for and/or received government assistance for your business such as a PPP loan?



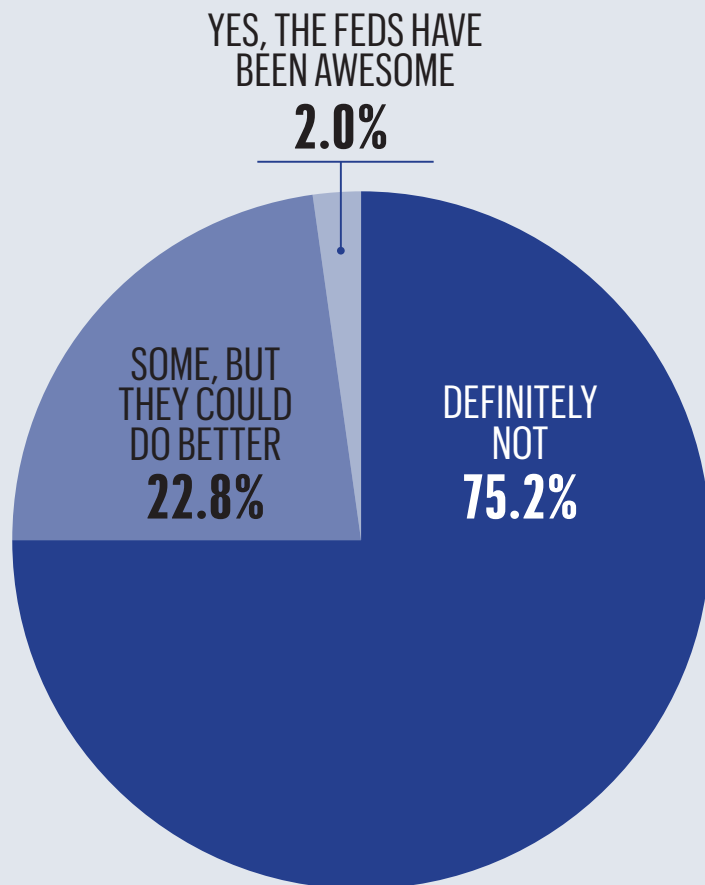
## What kind of financial strategies or assistance programs have you used?



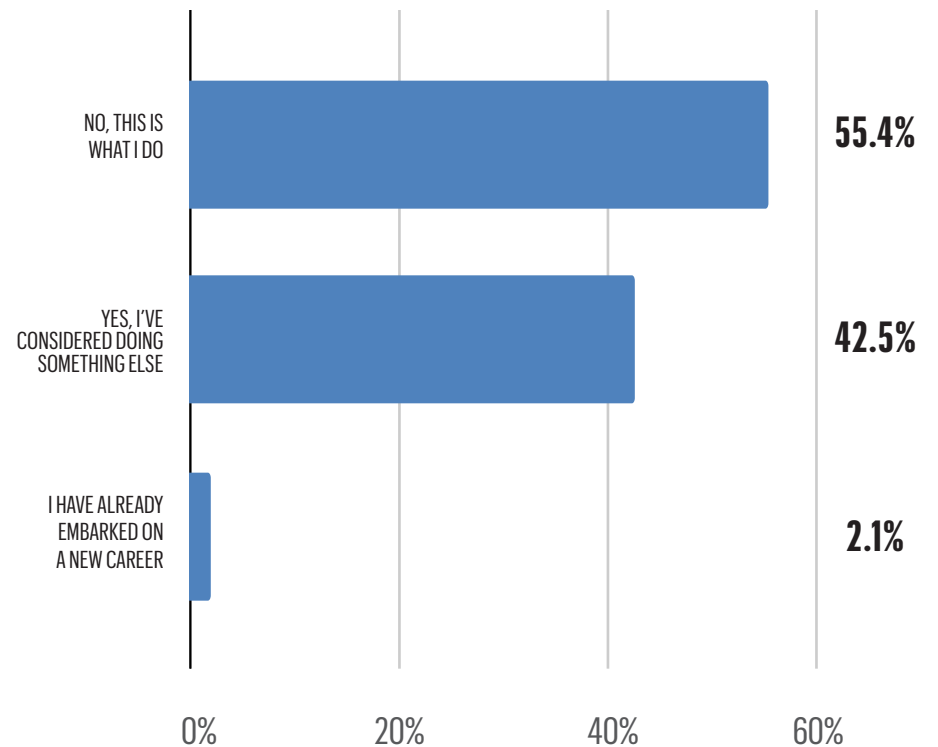
## During this economic crisis, have you engaged in or supported any political advocacy on behalf of your sector of the live industry?



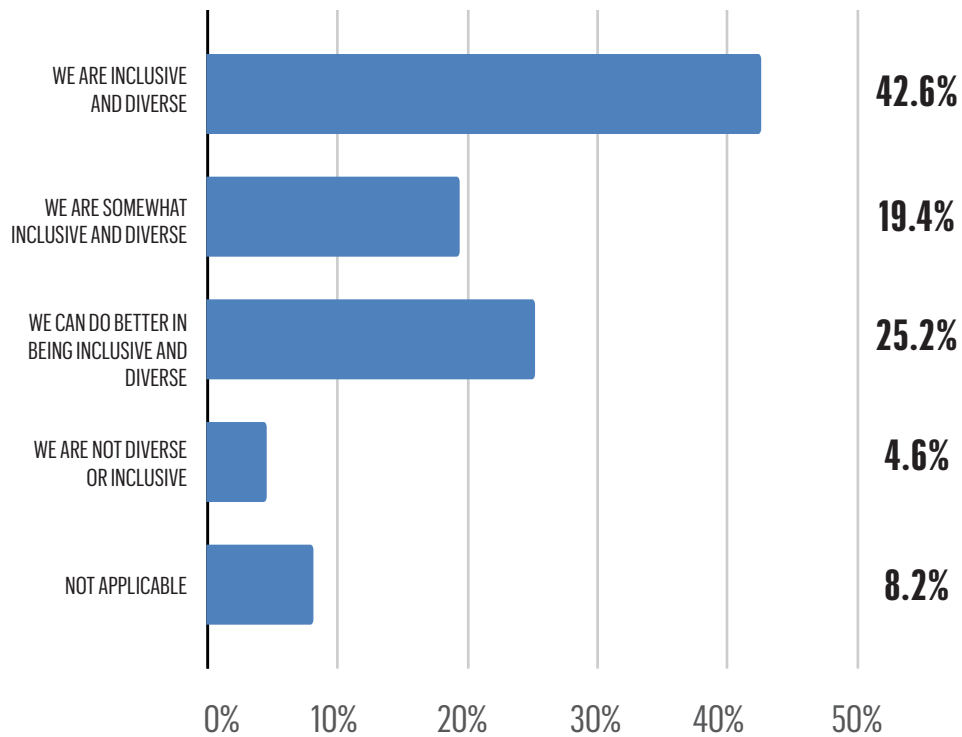
Do you believe your government has given proper consideration to the plight of the sports and live entertainment industry as compared to other impacted industries such as airlines, hotels, restaurants/retail?



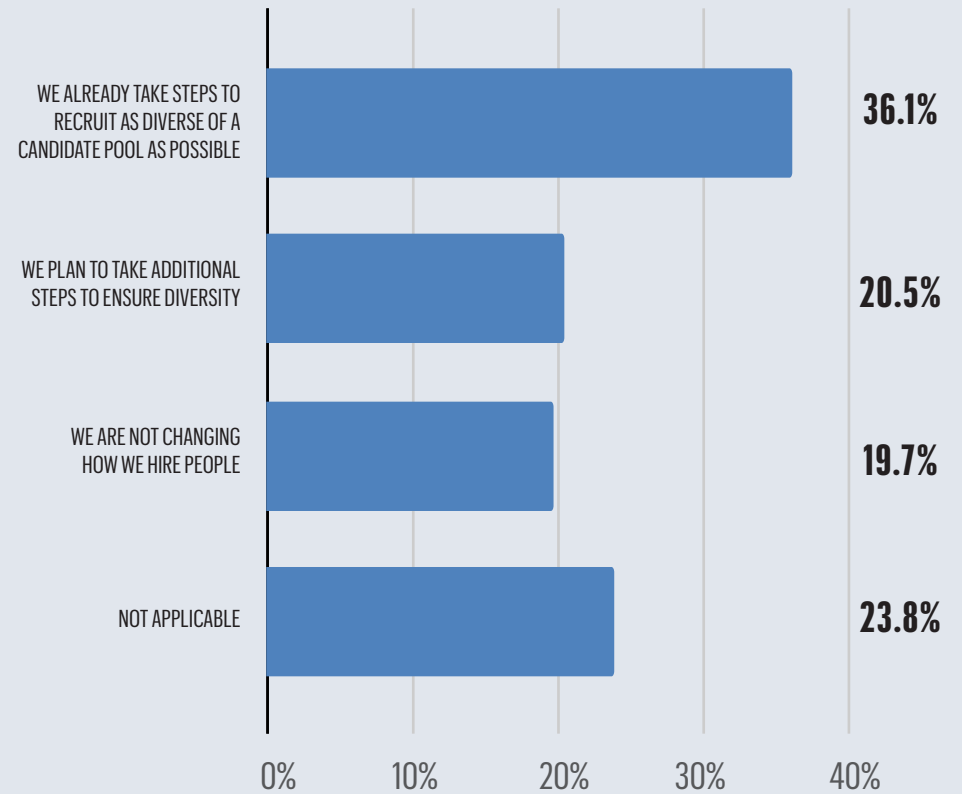
Have you considered leaving the live entertainment industry due to events of 2020?



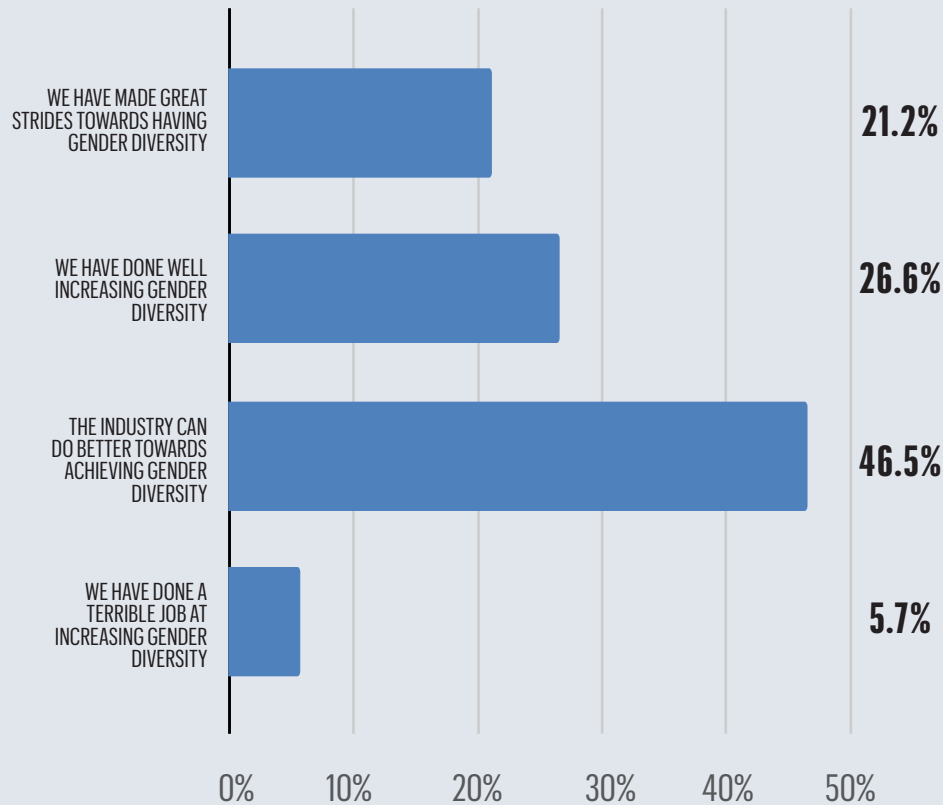
## How do you think your own company stacks up in terms of inclusivity and diversity?



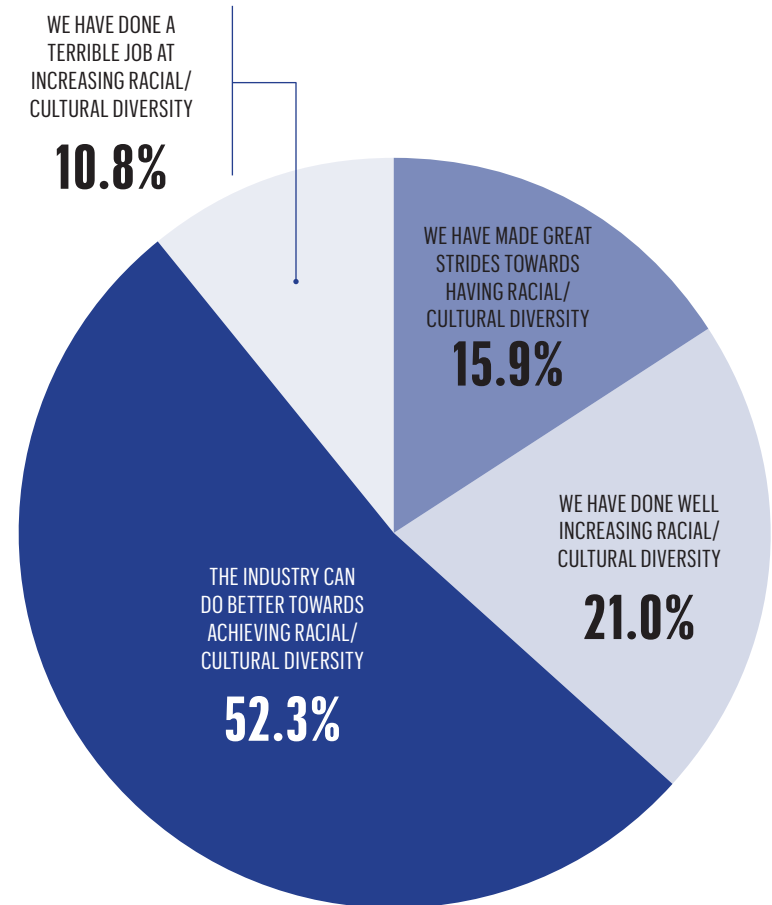
## If you are involved in hiring, how are you in assuring diversity?



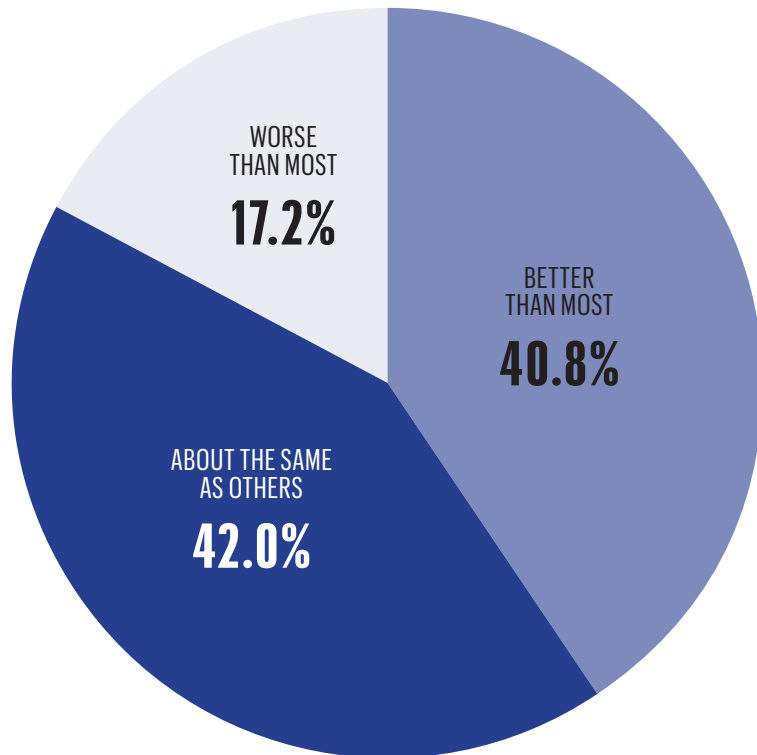
## Which of these describes gender diversity in our industry?



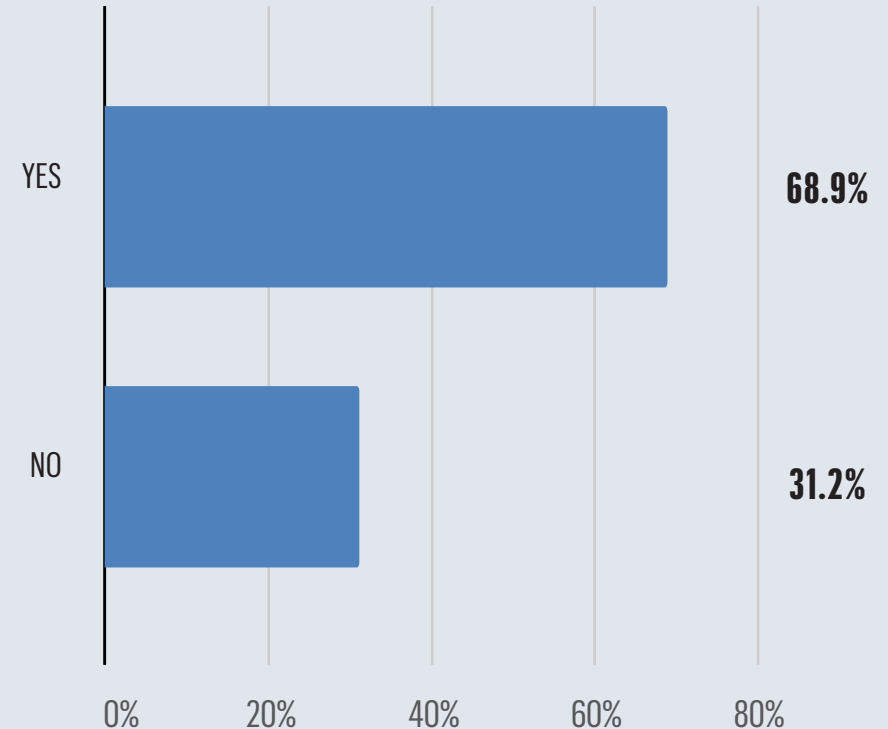
## Which of these describes racial/cultural diversity in our industry?



How do you think the live entertainment industry compares to other industries in terms of inclusivity and diversity?

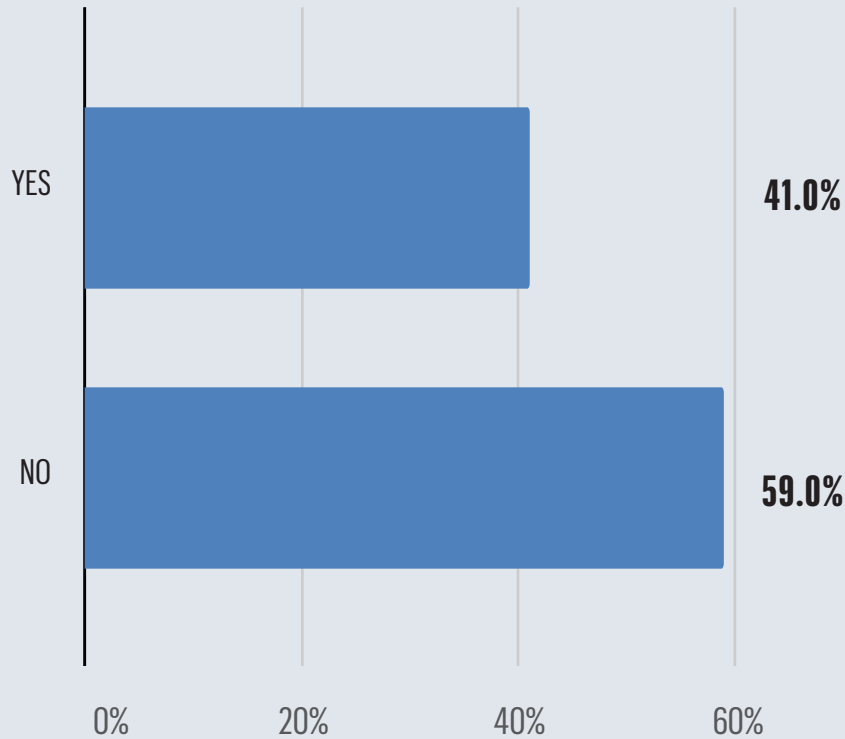


Do you believe the live entertainment industry has made significant positive progress in terms of diversity and inclusivity in the past five years?

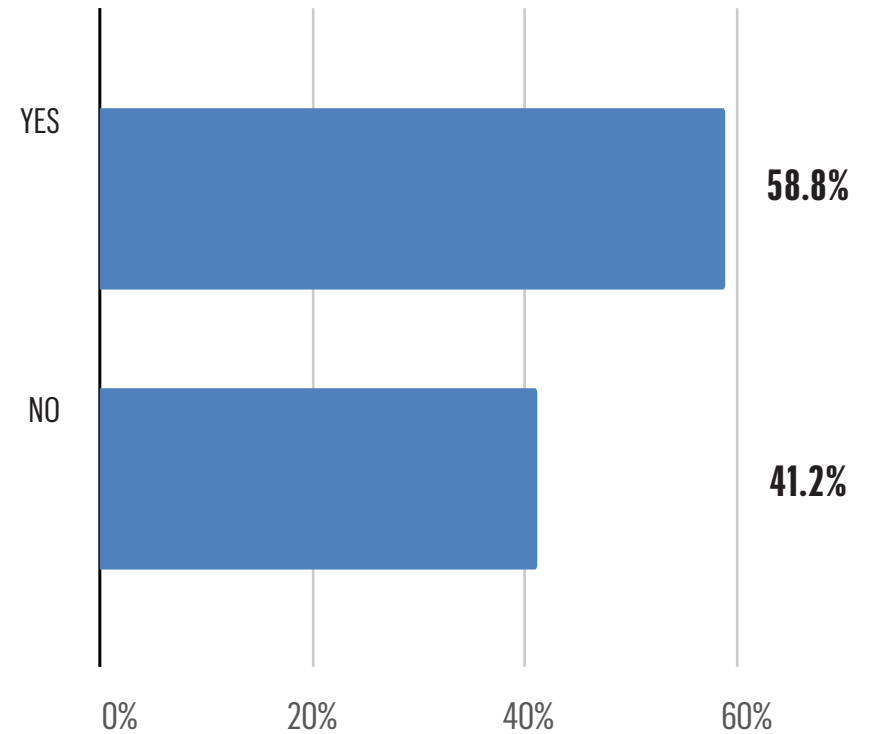




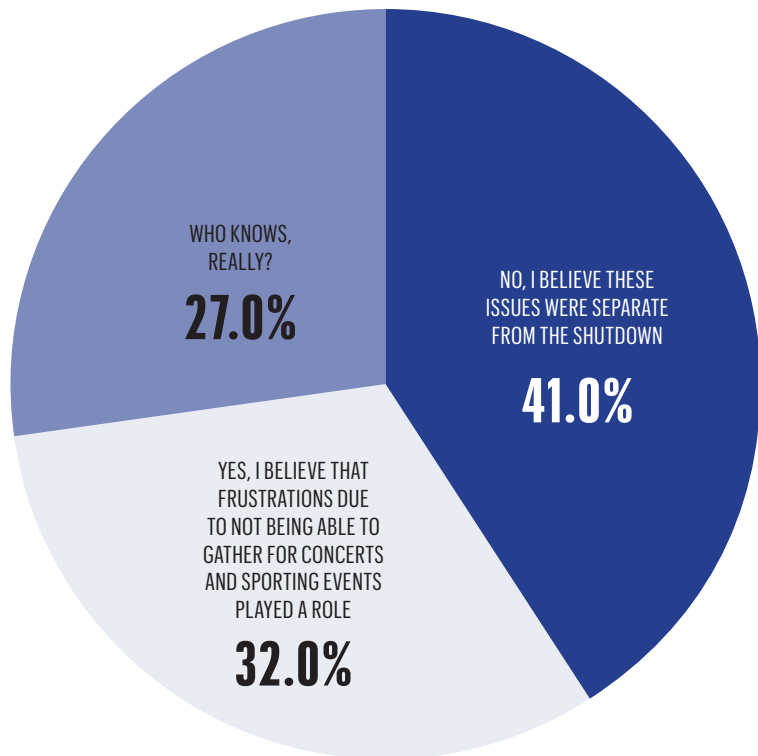
Have you ever witnessed or been subjected to discrimination in the live entertainment industry?



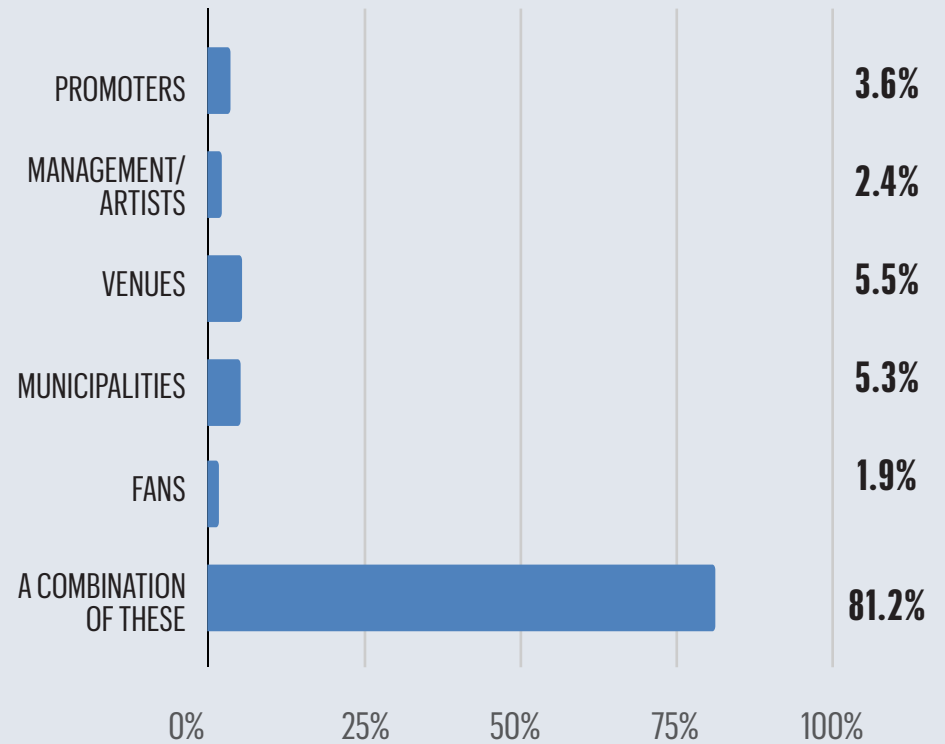
Are you concerned about social unrest as it relates to live events going forward?



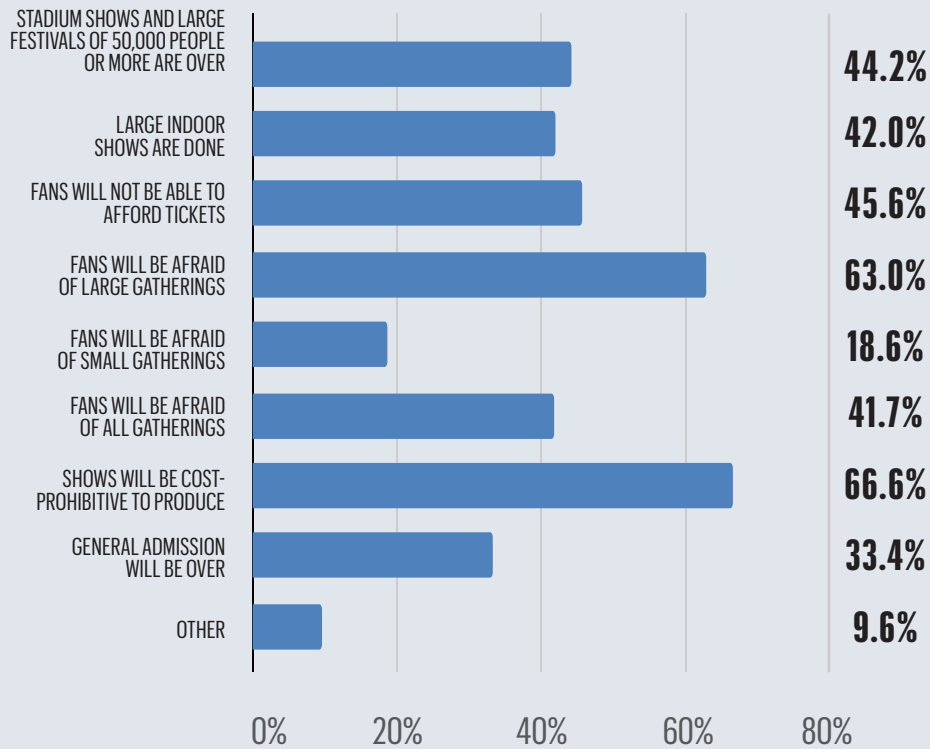
Do you believe that quarantines and a lack of live shows and sporting events contributed to the social unrest we saw over spring and summer of 2020?



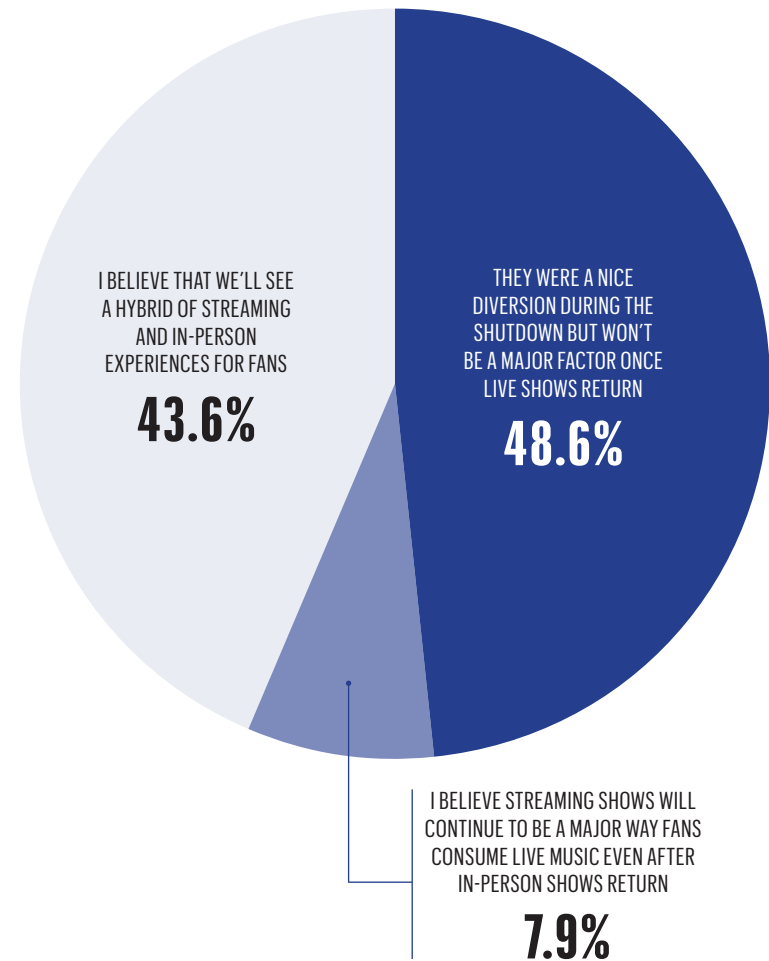
Who should bear MOST of the increased expenses related to safety and security going forward?



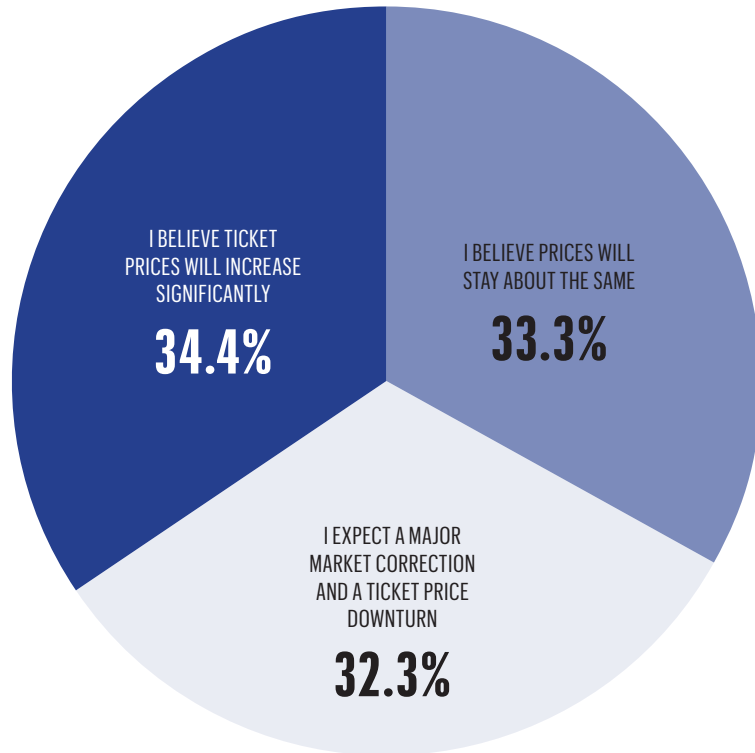
# What are your biggest concerns about the future of live entertainment?



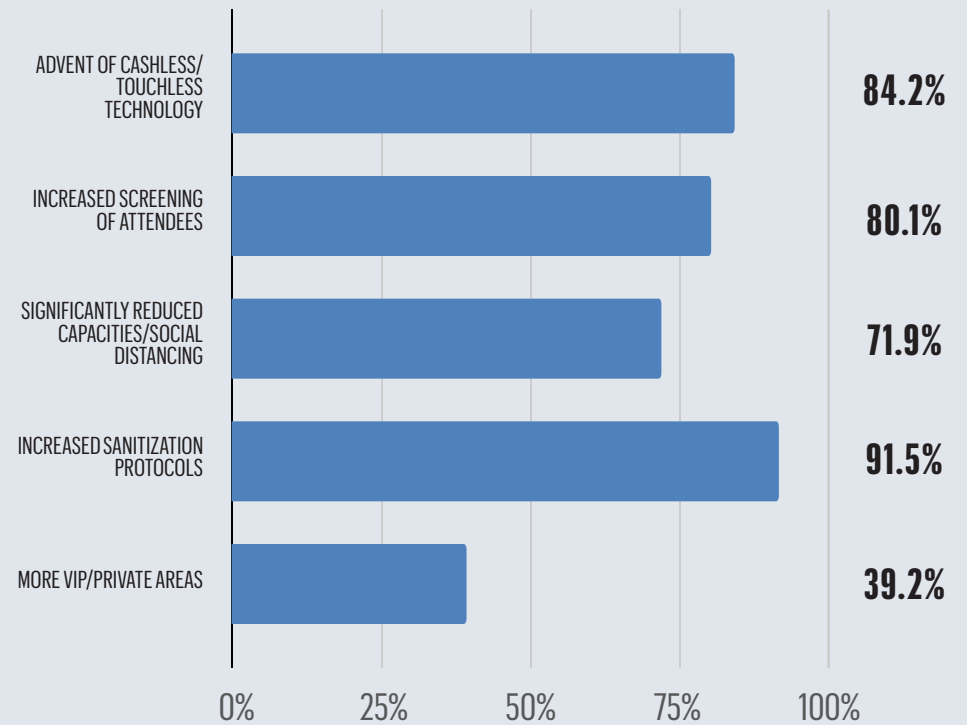
# What are your thoughts on streaming concerts?



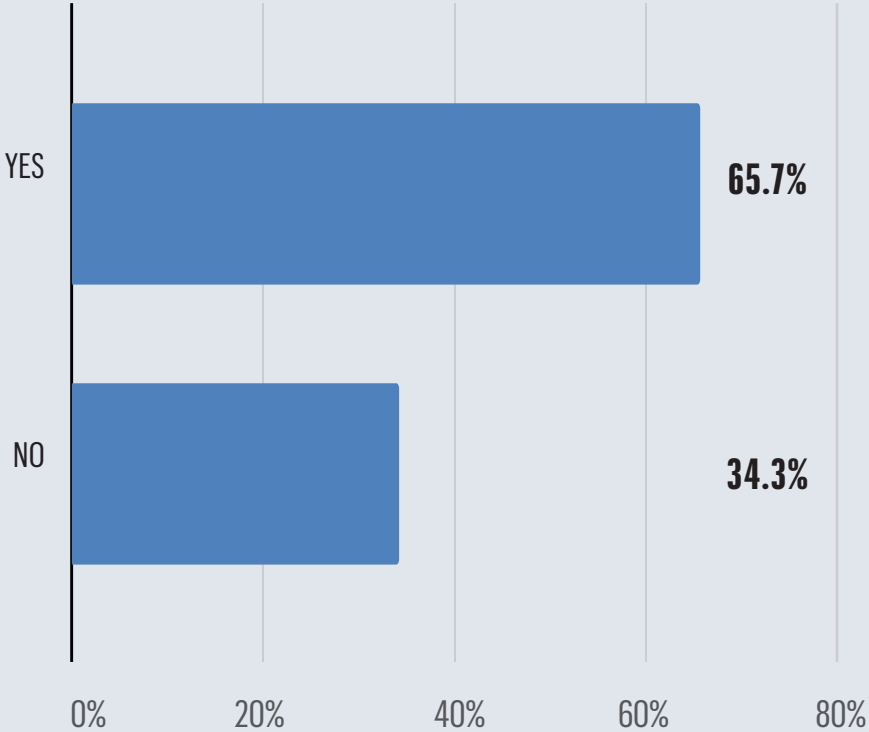
In terms of ticket prices when the industry returns:



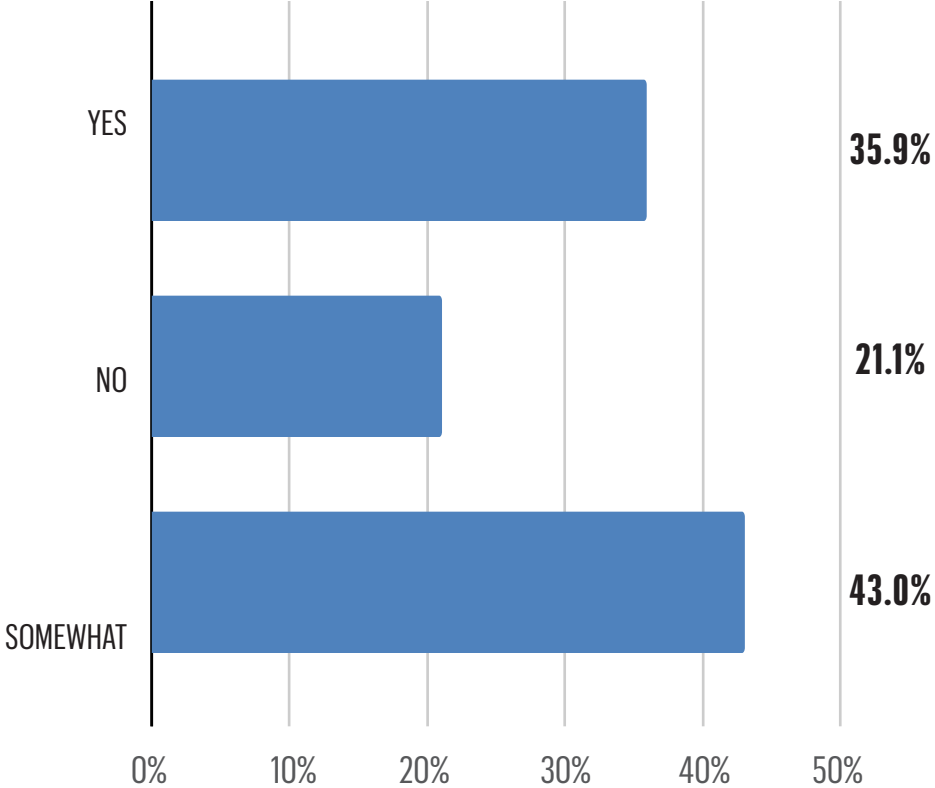
How will shows be different when they return?



Have you attended any online industry roundtables, town halls or discussions?



If you have attended, has it been helpful?



## What is your age?

### ANSWER CHOICES

18 to 24	1.9%	26
25 to 34	13.3%	180
35 to 44	21.6%	292
45 to 54	30.6%	414
55 to 64	23.0%	310
65 to 74	9.0%	122
75 or older	0.5%	7

**ANSWERED** 1351  
**SKIPPED** 8

## What is your gender?

### ANSWER CHOICES

Female	32.3%	435
Male	67.6%	911
Non-Binary	0.2%	2

**ANSWERED** 1348  
**SKIPPED** 11

## What is your race or ethnicity?

### ANSWER CHOICES

Asian	1.4%	19
Black or African American	2.5%	33
Hispanic or Latino	3.6%	48
Middle Eastern or North African	0.4%	5
Multiracial or Multiethnic	2.0%	27
Native American or Alaska Native	0.4%	5
Native Hawaiian or other Pacific Islander	0.2%	2
White	85.0%	1142
Prefer not to disclose	3.9%	52
Another race or ethnicity,	0.8%	11

**ANSWERED** 1344  
**SKIPPED** 15

## What is your approximate average household income?

### ANSWER CHOICES

\$0-\$24,999	2.4%	31
\$25,000-\$49,999	7.8%	103
\$50,000-\$74,999	13.9%	183
\$75,000-\$99,999	12.7%	168
\$100,000-\$124,999	13.6%	180
\$125,000-\$149,999	11.0%	145
\$150,000-\$174,999	8.3%	109
\$175,000-\$199,999	5.8%	76
\$200,000 and up	24.7%	326

**ANSWERED** 1321  
**SKIPPED** 38

What best describes your industry sector?

**ANSWER CHOICES**

Venue Management & Operations	24.0%	303
Promoter/Talent Buyer	17.9%	226
Merchandising & Concessions	0.7%	9
Security	0.4%	5
Branding & Sponsorships	2.4%	30
Production/Concert Support Services	16.0%	202
Ticketing	10.6%	133
Artist Manager	7.4%	93
Artist	1.6%	20
Booking Agent/Agency	8.9%	112
Record Label	1.1%	14
Professional Services	4.1%	52
Media/PR	3.4%	43
Not Applicable	1.5%	19
Other		156
	<b>ANSWERED</b>	<b>1261</b>
	<b>SKIPPED</b>	<b>98</b>

What is your business role?

**ANSWER CHOICES**

Business Owner	33.1%	446
Company Officer/Manager	18.1%	244
Salaried Employee	35.2%	474
Hourly Employee	5.1%	69
1099/Contract Worker	6.4%	86
Not Applicable	2.0%	27
	<b>ANSWERED</b>	<b>1346</b>
	<b>SKIPPED</b>	<b>13</b>

What is the size of your business?

**ANSWER CHOICES**

1-10 employees	38.8%	524
11-25	11.3%	152
26-100	19.1%	258
101-500	15.6%	211
More than 500	12.0%	162
Not Applicable	3.2%	43
	<b>ANSWERED</b>	<b>1350</b>
	<b>SKIPPED</b>	<b>9</b>

Are you concerned about your company's ability to survive COVID-19?

**ANSWER CHOICES**

Yes	72.5%	981
No	25.2%	341
Not Applicable	2.4%	32
	<b>ANSWERED</b>	<b>1354</b>
	<b>SKIPPED</b>	<b>5</b>



If yes, how much longer do you feel your company can remain in business if conditions do not improve?

**ANSWER CHOICES**

1-3 Months	13.8%	169
4-6 Months	23.9%	294
7-9 Months	14.1%	173
10-12 Months	31.2%	383
Not Applicable	17.1%	210
<b>ANSWERED</b>		<b>1229</b>
<b>SKIPPED</b>		<b>130</b>

How much business has your company lost due to the pandemic?

**ANSWER CHOICES**

0-25%	5.9%	79
26-50%	6.5%	88
51-75%	15.8%	213
76-100%	67.5%	909
Not Applicable	4.3%	58
<b>ANSWERED</b>		<b>1347</b>
<b>SKIPPED</b>		<b>12</b>

Have you taken on significant debt since COVID-19?

**ANSWER CHOICES**

Yes	38.6%	519
No	61.4%	824
<b>ANSWERED</b>		<b>1343</b>
<b>SKIPPED</b>		<b>16</b>

Which of these workforce changes apply to your business?

**ANSWER CHOICES**

Furloughs	48.6%	657
Layoffs	42.4%	573
Reduction of work hours	47.2%	638
Salary reductions	47.1%	636
Changes to future hiring	43.1%	582
No workforce changes	7.9%	106
Not Applicable	4.2%	56
Other	7.1%	96
<b>ANSWERED</b>		<b>1351</b>
<b>SKIPPED</b>		<b>8</b>



How have you personally been affected due to the pandemic?

**ANSWER CHOICES**

Lost my job	12.4%	167
Was furloughed	12.0%	162
Had a salary reduction	39.0%	525
Had a reduction in my work hours	12.9%	173
No changes	23.6%	318
<b>ANSWERED</b>		<b>1345</b>
<b>SKIPPED</b>		<b>14</b>

If you have lost your job due to the pandemic, do you expect to return to work for the same company at some point?

**ANSWER CHOICES**

Yes	41.6%	406
No	13.4%	131
Unsure	44.9%	438
<b>ANSWERED</b>		<b>975</b>
<b>SKIPPED</b>		<b>384</b>

When do you believe our industry will be back at full capacity?

**ANSWER CHOICES**

Q1 2021	2.1%	28
Q2 2021	16.3%	220
Q3 2021	24.8%	335
Q4 2021	11.6%	157
Not until 2022	30.6%	414
I have no idea.	14.7%	199
<b>ANSWERED</b>		<b>1353</b>
<b>SKIPPED</b>		<b>6</b>

Would running at less than full capacity work for your business?

**ANSWER CHOICES**

Yes	21.6%	290
No	21.6%	290
Somewhat	53.2%	716
Not Applicable	3.6%	49
<b>ANSWERED</b>		<b>1345</b>
<b>SKIPPED</b>		<b>14</b>



## What is your attitude toward returning to the workplace, once safe to do so?

### ANSWER CHOICES

Employees should always be physically present in the office/workplace.	6.6%	89
Employees should be in the office/workplace whenever possible.	23.1%	311
Employees should be given the freedom to work from home more often if possible.	47.8%	642
Employees should be allowed to work from home as they wish.	22.5%	302
	<b>ANSWERED</b>	<b>1344</b>
	<b>SKIPPED</b>	<b>15</b>

## Would you personally embark on a tour or work a show if it were to occur now?

### ANSWER CHOICES

Yes	17.6%	237
Yes, but only as long as health guidelines are followed	42.9%	578
No	31.3%	422
Unsure	8.2%	110
	<b>ANSWERED</b>	<b>1347</b>
	<b>SKIPPED</b>	<b>12</b>

## Do you feel that shows should be permitted to occur in areas that are less impacted by the pandemic?

### ANSWER CHOICES

Yes	15.1%	204
Yes, but only as long as health guidelines are followed	55.8%	755
No	20.3%	275
Unsure	8.8%	119
	<b>ANSWERED</b>	<b>1353</b>
	<b>SKIPPED</b>	<b>6</b>

## Have you or your company asked for and/or received government assistance for your business such as a PPP loan?

### ANSWER CHOICES

Yes	56.2%	748
No	35.7%	475
Not Applicable	8.1%	108
	<b>ANSWERED</b>	<b>1331</b>
	<b>SKIPPED</b>	<b>28</b>

What kind of financial strategies or assistance programs have you used?

**ANSWER CHOICES**

Forbearance on loan or mortgage	21.1%	239
Low interests loans	28.9%	328
Deferred bills	30.1%	341
Sale of assets or property	13.8%	156
Unemployment benefits	49.6%	562
Other	23.1%	262
<b>ANSWERED</b>		<b>1134</b>
<b>SKIPPED</b>		<b>225</b>

During this economic crisis, have you engaged in or supported any political advocacy on behalf of your sector of the live industry?

**ANSWER CHOICES**

Yes	67.2%	899
No	32.8%	439
<b>ANSWERED</b>		<b>1338</b>
<b>SKIPPED</b>		<b>21</b>

Do you believe your government has given proper consideration to the plight of the sports and live entertainment industry as compared to other impacted industries such as airlines, hotels, restaurants/retail?

**ANSWER CHOICES**

Definitely not.	75.2%	1011
Some, but they could do better	22.8%	307
Yes, the Feds have been awesome	2.0%	27
<b>ANSWERED</b>		<b>1345</b>
<b>SKIPPED</b>		<b>14</b>

Have you considered leaving the live entertainment industry due to events of 2020?

**ANSWER CHOICES**

No, this is what I do	55.4%	744
Yes, I've considered doing something else	42.5%	571
I have already embarked on a new career.	2.1%	28
<b>ANSWERED</b>		<b>1343</b>
<b>SKIPPED</b>		<b>16</b>



How do you think your own company stacks up in terms of inclusivity and diversity?

**ANSWER CHOICES**

We are inclusive and diverse	42.6%	572
We are somewhat inclusive and diverse	19.4%	260
We can do better in being inclusive and diverse	25.2%	339
We are not diverse or inclusive	4.6%	62
Not Applicable	8.2%	110
<b>ANSWERED</b>		<b>1343</b>
<b>SKIPPED</b>		<b>16</b>

If you are involved in hiring, how are you in assuring diversity?

**ANSWER CHOICES**

We already take steps to recruit as diverse of a candidate pool as possible	36.1%	451
We plan to take additional steps to ensure diversity	20.5%	256
We are not changing how we hire people	19.7%	246
Not Applicable	23.8%	298
<b>ANSWERED</b>		<b>1251</b>
<b>SKIPPED</b>		<b>108</b>

Which of these describes gender diversity in our industry?

**ANSWER CHOICES**

We have made great strides towards having gender diversity	21.2%	281
We have done well increasing gender diversity	26.6%	353
The industry can do better towards achieving gender diversity	46.5%	617
We have done a terrible job at increasing gender diversity	5.7%	76
<b>ANSWERED</b>		<b>1327</b>
<b>SKIPPED</b>		<b>32</b>

Which of these describes racial/cultural diversity in our industry?

**ANSWER CHOICES**

We have made great strides towards having racial/cultural diversity	15.9%	210
We have done well increasing racial/cultural diversity	21.0%	278
The industry can do better towards achieving racial/cultural diversity	52.3%	691
We have done a terrible job at increasing racial/cultural diversity	10.8%	143
<b>ANSWERED</b>		<b>1322</b>
<b>SKIPPED</b>		<b>37</b>



How do you think the live entertainment industry compares to other industries in terms of inclusivity and diversity?

**ANSWER CHOICES**

Better than most	40.8%	544
About the same as others	42.0%	561
Worse than most	17.2%	230
<b>ANSWERED</b>		<b>1335</b>
<b>SKIPPED</b>		<b>24</b>

Do you believe the live entertainment industry has made significant positive progress in terms of diversity and inclusivity in the past five years?

**ANSWER CHOICES**

Yes	68.9%	915
No	31.2%	414
<b>ANSWERED</b>		<b>1329</b>
<b>SKIPPED</b>		<b>30</b>

Have you ever witnessed or been subjected to discrimination in the live entertainment industry?

**ANSWER CHOICES**

Yes	41.0%	549
No	59.0%	789
<b>ANSWERED</b>		<b>1338</b>
<b>SKIPPED</b>		<b>21</b>

Are you concerned about social unrest as it relates to live events going forward?

**ANSWER CHOICES**

Yes	58.8%	789
No	41.2%	553
<b>ANSWERED</b>		<b>1342</b>
<b>SKIPPED</b>		<b>17</b>



Do you believe that quarantines and a lack of live shows and sporting events contributed to the social unrest we saw over spring and summer of 2020?

**ANSWER CHOICES**

No, I believe these issues were separate from the shutdown.	41.0%	552
Yes, I believe that frustrations due to not being able to gather for concerts and sporting events played a role.	32.0%	431
Who knows, really?	27.0%	364
<b>ANSWERED</b>		<b>1347</b>
<b>SKIPPED</b>		<b>12</b>

Who should bear MOST of the increased expenses related to safety and security going forward?

**ANSWER CHOICES**

Promoters	3.6%	49
Management/Artists	2.4%	32
Venues	5.5%	74
Municipalities	5.3%	72
Fans	1.9%	26
A combination of these	81.2%	1095
<b>ANSWERED</b>		<b>1348</b>
<b>SKIPPED</b>		<b>11</b>

What are your biggest concerns about the future of live entertainment?

**ANSWER CHOICES**

Stadium shows and large festivals of 50,000 people or more are over.	44.2%	59
Large indoor shows are done.	42.0%	562
Fans will not be able to afford tickets.	45.6%	610
Fans will be afraid of large gatherings.	63.0%	842
Fans will be afraid of small gatherings.	18.6%	249
Fans will be afraid of all gatherings.	41.7%	558
Shows will be cost-prohibitive to produce	66.6%	890
General Admission will be over.	33.4%	446
Other	9.6%	128
<b>ANSWERED</b>		<b>1337</b>
<b>SKIPPED</b>		<b>22</b>

What are your thoughts on streaming concerts?

**ANSWER CHOICES**

They were a nice diversion during the shutdown but won't be a major factor once live shows return	48.6%	653
I believe streaming shows will continue to be a major way fans consume live music even after in-person shows return	7.9%	106
I believe that we'll see a hybrid of streaming and in-person experiences for fans	43.6%	586
<b>ANSWERED</b>		<b>1345</b>
<b>SKIPPED</b>		<b>14</b>



## In terms of ticket prices when the industry returns:

### ANSWER CHOICES

I believe prices will stay about the same.	33.3%	448
I expect a major market correction and a ticket price downturn	32.3%	434
I believe ticket prices will increase significantly.	34.4%	462
	<b>ANSWERED</b>	<b>1344</b>
	<b>SKIPPED</b>	<b>15</b>

## How will shows be different when they return?

### ANSWER CHOICES

Advent of cashless/touchless technology	84.2%	1135
Increased screening of attendees	80.1%	1080
Significantly reduced capacities/social distancing	71.9%	969
Increased sanitization protocols	91.5%	1233
More VIP/private areas	39.2%	529
	<b>ANSWERED</b>	<b>1348</b>
	<b>SKIPPED</b>	<b>11</b>

## Have you attended any online industry roundtables, town halls or discussions?

### ANSWER CHOICES

Yes	65.7%	887
No	34.3%	463
	<b>ANSWERED</b>	<b>1350</b>
	<b>SKIPPED</b>	<b>9</b>

## If you have attended, has it been helpful?

### ANSWER CHOICES

Yes	35.9%	392
No	21.1%	230
Somewhat	43.0%	470
	<b>ANSWERED</b>	<b>1092</b>
	<b>SKIPPED</b>	<b>267</b>



# REMEMBER THIS?



## Be Ready!

**We all miss live shows.** This has been tough. But, like a coiled spring, our business is gearing up for the **return of live entertainment** like never before. No matter what your role in the industry, **Pollstar** stands with you, ready to help you prepare for the return to the **Golden Age of Live** with the best set of data tools and industry intel available. **Let's go!**



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