

## Abstract

This qualitative research report explores the motivations for, and barriers to, young people attending and consuming live music in small to medium venues in Johannesburg. With the average age of South Africans being just 25 years, young people represent a large, existing and potential new audience for live music venues looking to grow new audiences. Yet there are challenging racial, spatial and economic legacies of apartheid which live music venues need to overcome to reach out to more young people.

Young South Africans are often described as one entity, defined by their 'race', age and education level. This research uncovers new insights into what motivates young South Africans to attend live music from socialising with friends to deeper emotional connections with music and artists. Broader themes such as young people's desire for authenticity, uniqueness and self-identity are explored in the context of live music as well as their preferences for open spaces and freedom of movement during their live music experiences.

This research explores how to segment South African live music audiences based on motivation and consumption patterns, to understand if it could help inform future audience development strategies in South Africa. Live music venues' understanding and practice of audience development has been analysed to better understand how embedded the arts marketing profession is within the sector and what appetite there could be for the introduction of a motivation-based audience segmentation tool.

Finally, the report reflects on the findings and makes recommendations on how live music venues could authentically engage with young audiences; what measures could be taken to cultivate more artistically-led, but audience-focused venues; and ultimately, how to attract more young audiences to their venues.

## Keywords

Audience development, arts motivation, arts marketing, arts consumption, arts audiences, hedonic consumption, authenticity, live music, live music venues, barriers to arts attendance, Johannesburg, Gauteng, South Africa, young people, Morris Hargreaves and McIntyre, Concerts SA, The Orbit, Niki's Oasis, Afrikan Freedom Station and the Soweto Theatre.