

**Ticket Sales
(4/13/2017)**

Ticket resellers

Q14 How often do you purchase tickets for live events – i.e., for any sort of live entertainment event where seating is limited and tickets are sold (i.e. concerts, sports, comedy shows, etc.)?

- More than 5 times a year
- 3-5 times a year
- 1-2 times a year or less
- Never

[ASK THOSE WHO HAVE PURCHASED]

Q15 There are two marketplaces for tickets to these events. There is the primary market – a seller like TicketMaster or the official venue for the event, and there is the secondary market – resale services like StubHub, SeatGeek, etc.

Have you ever used a secondary market ticket re-seller to purchase or sell tickets?

[CHOOSE ALL THAT APPLY]

- Yes, Purchased tickets that way
- Yes, Sold tickets that way
- [EXCLUSIVE]No, have never used secondary services

[FOR THOSE WHO HAVE PURCHASED TICKETS THROUGH SECONDARY SERVICES]

Q16 How would you describe prices of tickets you've seen on resale markets? In general, would you say prices are:

- Very reasonable
- Somewhat reasonable
- Somewhat unreasonable
- Very unreasonable
- Not sure

[ASK ALL]

Q17 Resellers often use automated 'bots' to purchase large numbers of tickets online within seconds of the tickets going on sale. Tickets are then resold on secondary markets through companies such as StubHub, or SeatGeek, and others, which may mean higher prices for people who missed out on tickets at the original price.

You may have heard about this issue during the Tragically Hip's final tour last year.

Which of the following statements is closer to your opinion on this issue? Would you say the use of 'bots' to buy tickets for resale is...

[ROTATE]

A huge problem for consumers that must be fixed

A lesser problem – mostly an inconvenience

[ANCHORED]Not really a problem, just a fact of modern life

Q18 Thinking about the issue of ticket resales more broadly, which of the following statements would you say is closer to your opinion, even if neither is exactly how you feel?

[ROTATE]

People purchasing tickets specifically to try to resell them for a profit is unfair

Tickets are a commodity and it is okay for people to buy and resell them if they want to

Q19. In most cases, performers and venues strive to make it clear to the buyer where tickets can be legitimately purchased. Here are some additional measures performers and venues have proposed to combat the reselling of tickets. For each one, please indicate whether you are in favour of it or against it.

[ROWS – RANDOMIZE]

Require ticket-holders to show a credit card or receipt to prove they're the original buyer and no reseller was involved

Invalidate and not accept any tickets sold on secondary markets

[COLUMNS]

Strongly against

Moderately against

Moderately in favour

Strongly in favour

Don't know/Can't say

Q20. Here are some things governments have proposed to combat the reselling of tickets. For each one, please indicate whether you are in favour of it or against it.

[ROWS – RANDOMIZE]

Make it illegal to use bots to purchase tickets, and punish offenders with fines or jail time

Set a legal limit on the maximum amount resellers can increase the price of a ticket

[COLUMNS]

Strongly against

Moderately against

Moderately in favour

Strongly in favour

Don't know/Can't say

Q21. Now, thinking more broadly about this issue of ticket resales, which of the following statements is closest to your own opinion?

[ROTATE]

It should be left up to the industry to decide how to handle this issue

Government should step in and do something about this issue