

Zogby Analytics Online Survey of Adults in Michigan
7/12/18 - 7/15/18 MOE +/- 4.0 Percentage Points

State

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Michigan	601	100.0	100.0	100.0

1. Have you purchased tickets for live entertainment or sporting events in the last 12 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	301	50.1	50.1	50.1
	No	289	48.1	48.1	98.2
	Not sure	11	1.8	1.8	100.0
	Total	601	100.0	100.0	

2. Have you ever purchased tickets for live entertainment or sporting events online (computer or mobile device)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	360	59.9	59.9	59.9
	No	228	37.9	37.9	97.9
	Not sure	13	2.1	2.1	100.0
	Total	601	100.0	100.0	

3. Have you ever purchased a resale ticket from another individual, through an online ticket marketplace or from a ticket broker? (Choose all that apply)

		n	%
\$Q3	Yes, from another individual	67	11.1
	Yes, online	159	26.5
	Yes, from a ticket broker	80	13.2
	No	382	63.6
	Total	601	100.0

Subsets have a larger margin of error than the whole data set. As a rule we do not rely on the validity of very small subsets of the data, especially sets smaller than 50-75 respondents. At that size subset we can make generalizations, but in these cases the data is more qualitative than quantitative

Zogby Analytics Online Survey of Adults in Michigan
7/12/18 - 7/15/18 MOE +/- 4.0 Percentage Points

4. Have you ever resold tickets to another individual, through an online marketplace or to a ticket broker? (Choose all that apply)

		n	%
§Q4	Yes, from another individual	32	5.3
	Yes, online	55	9.2
	Yes, from a ticket broker	15	2.5
	No	516	85.8
	Total	601	100.0

5. When thinking about tickets for entertainment or sporting events, which of the following statements is closer to your view? Statement A: Once I've bought a ticket, it is my personal property. I have full control over what I can do with my ticket, whether I use it myself, give it away or resell it to anyone I choose. Statement B: Once I've bought a ticket, the original ticket issuer, artist, team or venue still controls the ticket, and can limit what I can do with that ticket.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Statement A	413	68.7	68.7	68.7
	Statement B	91	15.1	15.1	83.8
	Neither statement A or B	47	7.9	7.9	91.7
	Not sure	50	8.3	8.3	100.0
	Total	601	100.0	100.0	

5b. When you have unused or extra tickets to a live entertainment or sporting event which of the following statements is closer to your view? Statement A: As the consumer that purchased the tickets you should have the choice to resell them, give them away, or donate them. Statement B You are only renting the space to watch an event and the organizer should be allowed to prevent you from sharing or reselling your tickets.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Statement A	480	79.9	79.9	79.9
	Statement B	43	7.1	7.1	87.1
	Neither statement A or B	44	7.3	7.3	94.4
	Not sure	34	5.6	5.6	100.0
	Total	601	100.0	100.0	

Subsets have a larger margin of error than the whole data set. As a rule we do not rely on the validity of very small subsets of the data, especially sets smaller than 50-75 respondents. At that size subset we can make generalizations, but in these cases the data is more qualitative than quantitative

Zogby Analytics Online Survey of Adults in Michigan
7/12/18 - 7/15/18 MOE +/- 4.0 Percentage Points

6. When thinking about reselling tickets for entertainment or sporting events, which of the following statements is closer to your view? Statement A: Ticket holders who purchased the ticket should be free to determine if, how, and at what price their ticket is resold. Statement B: The original ticket issuer (e.g. sports team, or performing artist) should determine if, how, and at what price the ticket is resold.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Statement A	364	60.6	60.6	60.6
	Statement B	97	16.1	16.1	76.7
	Neither statement A or B	89	14.8	14.8	91.5
	Not sure	51	8.5	8.5	100.0
	Total	601	100.0	100.0	

7. Do you believe that ticket issuers/event organizers should be allowed to decide what price you can resell your ticket for if you can no longer use that ticket?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	127	21.2	21.2	21.2
	No	383	63.6	63.6	84.8
	Not sure	91	15.2	15.2	100.0
	Total	601	100.0	100.0	

8. Forty-Four states allow consumers to resell the tickets that they have purchased at a price they deem appropriate - regardless of the original purchase price of a ticket. Michigan's law does not allow consumers to do that. Michigan law prohibits consumers from reselling a ticket for more than its face value, unless the consumer has written permission from the venue or event itself. When thinking about reselling tickets for entertainment or sporting events, which of the following statements is closer to your view? Statement A: Michigan should change current law to align with the 44 other states that let consumers decide the price that they want to resell their tickets. Statement B: Michigan should keep its existing law and continue to let venues or event organizers decide if consumers are allowed to resell their tickets for more than its face value.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Statement A	371	61.8	61.8	61.8
	Statement B	132	21.9	21.9	83.7
	Neither statement A or B	43	7.2	7.2	91.0
	Not sure	54	9.0	9.0	100.0
	Total	601	100.0	100.0	

Subsets have a larger margin of error than the whole data set. As a rule we do not rely on the validity of very small subsets of the data, especially sets smaller than 50-75 respondents. At that size subset we can make generalizations, but in these cases the data is more qualitative than quantitative

Zogby Analytics Online Survey of Adults in Michigan
7/12/18 - 7/15/18 MOE +/- 4.0 Percentage Points

9. Would you support or oppose legislation that guaranteed the ability to resell event tickets at the price you choose?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly support	225	37.4	37.4	37.4
	Somewhat support	182	30.3	30.3	67.7
	Somewhat oppose	79	13.1	13.1	80.8
	Strongly oppose	39	6.6	6.6	87.4
	Not sure	76	12.6	12.6	100.0
	Total	601	100.0	100.0	

10. Would you be more or less likely to vote for a legislator who supports your right to resell or transfer tickets however you choose?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more likely	124	20.6	20.6	20.6
	Somewhat more likely	167	27.8	27.8	48.4
	Somewhat less likely	44	7.4	7.4	55.8
	Much less likely	21	3.6	3.6	59.3
	Would make no difference	174	28.9	28.9	88.2
	Not sure	71	11.8	11.8	100.0
	Total	601	100.0	100.0	

11. Are you aware or unaware that event producers, concert promoters, performing artists, and professional sports teams frequently hold back tickets from the general public and reserve them for industry insiders, VIPs, event sponsors, fan clubs and premium credit card holders?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very aware	247	41.0	41.0	41.0
	Somewhat aware	199	33.1	33.1	74.1
	Somewhat unaware	69	11.5	11.5	85.6
	Very unaware	62	10.4	10.4	96.0
	Not sure	24	4.0	4.0	100.0
	Total	601	100.0	100.0	

Subsets have a larger margin of error than the whole data set. As a rule we do not rely on the validity of very small subsets of the data, especially sets smaller than 50-75 respondents. At that size subset we can make generalizations, but in these cases the data is more qualitative than quantitative

Zogby Analytics Online Survey of Adults in Michigan
7/12/18 - 7/15/18 MOE +/- 4.0 Percentage Points

12. Do you agree or disagree that event organizers/ticket issuers should be required to post online how many tickets are actually being made available for sale to the general public, so customers can know if they have a realistic opportunity to purchase tickets at original release prices?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	282	46.9	46.9	46.9
	Somewhat agree	170	28.2	28.2	75.2
	Somewhat disagree	57	9.4	9.4	84.6
	Strongly disagree	20	3.4	3.4	88.0
	Not sure	72	12.0	12.0	100.0
	Total	601	100.0	100.0	

13. Are you aware or unaware that many sports and entertainment venues receive millions of tax-payer dollars to help pay for their construction and renovation?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very aware	222	36.9	36.9	36.9
	Somewhat aware	135	22.5	22.5	59.3
	Somewhat unaware	77	12.8	12.8	72.1
	Very unaware	127	21.1	21.1	93.2
	Not sure	41	6.8	6.8	100.0
	Total	601	100.0	100.0	

14. Do you agree or disagree that taxpayer-subsidized venues should allow taxpayers that purchase a ticket to freely use, transfer, give away, or resell their tickets as they see fit.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	300	49.9	49.9	49.9
	Somewhat agree	152	25.3	25.3	75.2
	Somewhat disagree	43	7.2	7.2	82.4
	Strongly disagree	29	4.8	4.8	87.3
	Not sure	76	12.7	12.7	100.0
	Total	601	100.0	100.0	

Subsets have a larger margin of error than the whole data set. As a rule we do not rely on the validity of very small subsets of the data, especially sets smaller than 50-75 respondents. At that size subset we can make generalizations, but in these cases the data is more qualitative than quantitative

Zogby Analytics Online Survey of Adults in Michigan
7/12/18 - 7/15/18 MOE +/- 4.0 Percentage Points

15A. Do you agree or disagree with the following statement: Privately funded sports/entertainment venues should allow event organizers to fully dictate if and how taxpayers that purchase a ticket use, transfer give away, or resell their tickets.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	76	12.6	12.6	12.6
	Somewhat agree	111	18.5	18.5	31.1
	Somewhat disagree	136	22.7	22.7	53.8
	Strongly disagree	165	27.4	27.4	81.3
	Not sure	113	18.7	18.7	100.0
	Total	601	100.0	100.0	

15B. Do you agree or disagree with the following statement: Publicly funded sports/entertainment venues should allow event organizers to fully dictate if and how tax-payers that purchase a ticket use, transfer give away, or resell their tickets.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	49	8.1	8.1	8.1
	Somewhat agree	100	16.7	16.7	24.8
	Somewhat disagree	131	21.9	21.9	46.7
	Strongly disagree	234	38.9	38.9	85.6
	Not sure	87	14.4	14.4	100.0
	Total	601	100.0	100.0	

Party

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democrat	192	32.0	32.0	32.0
	Republican	175	29.1	29.1	61.2
	Independent/unaffiliated/ no party	171	28.4	28.4	89.5
	Other/Minor party	11	1.8	1.8	91.4
	Not sure	52	8.6	8.6	100.0
	Total	601	100.0	100.0	

Subsets have a larger margin of error than the whole data set. As a rule we do not rely on the validity of very small subsets of the data, especially sets smaller than 50-75 respondents. At that size subset we can make generalizations, but in these cases the data is more qualitative than quantitative

Zogby Analytics Online Survey of Adults in Michigan
7/12/18 - 7/15/18 MOE +/- 4.0 Percentage Points

Age group A

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	122	20.3	21.0	21.0
	30-49	180	29.9	31.0	52.0
	50-64	157	26.1	27.0	79.0
	65+	122	20.3	21.0	100.0
	Total	580	96.5	100.0	
Missing	.00	21	3.5		
Total		601	100.0		

Age group B

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	58	9.6	10.0	10.0
	25-34	111	18.4	19.1	29.0
	35-54	188	31.2	32.3	61.4
	55-69	156	26.0	27.0	88.3
	70+	68	11.3	11.7	100.0
	Total	580	96.5	100.0	
Missing	.00	21	3.5		
Total		601	100.0		

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No College Degree	369	61.5	62.0	62.0
	College Degree+	226	37.7	38.0	100.0
	Total	596	99.2	100.0	
Missing	.00	5	.8		
Total		601	100.0		

Subsets have a larger margin of error than the whole data set. As a rule we do not rely on the validity of very small subsets of the data, especially sets smaller than 50-75 respondents. At that size subset we can make generalizations, but in these cases the data is more qualitative than quantitative

Zogby Analytics Online Survey of Adults in Michigan
7/12/18 - 7/15/18 MOE +/- 4.0 Percentage Points

Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White, non-Hispanic	448	74.5	76.0	76.0
	Hispanic	24	3.9	4.0	80.0
	African American	82	13.7	14.0	94.0
	Asian or Pacific Islander	18	2.9	3.0	97.0
	Other race or mixed	18	2.9	3.0	100.0
	Total	589	98.0	100.0	
Missing	0	12	2.0		
Total		601	100.0		

Live

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Large city (100,000 or more residents)	107	17.8	17.9	17.9
	Small city (less than 100,000 residents)	131	21.8	22.0	39.9
	Suburbs	217	36.1	36.4	76.3
	Rural area	141	23.5	23.7	100.0
	Total	596	99.2	100.0	
Missing	0	5	.8		
Total		601	100.0		

Ideology Recoded

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Liberal	109	18.1	20.2	20.2
	Moderate	223	37.1	41.4	61.7
	Conservative	205	34.1	38.1	99.7
	Populist	1	.2	.3	100.0
	Total	538	89.5	100.0	
Missing	.00	63	10.5		
Total		601	100.0		

Subsets have a larger margin of error than the whole data set. As a rule we do not rely on the validity of very small subsets of the data, especially sets smaller than 50-75 respondents. At that size subset we can make generalizations, but in these cases the data is more qualitative than quantitative

Zogby Analytics Online Survey of Adults in Michigan
7/12/18 - 7/15/18 MOE +/- 4.0 Percentage Points

Union

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	122	20.3	20.8	20.8
	No	466	77.5	79.2	100.0
	Total	588	97.8	100.0	
Missing	0	13	2.2		
Total		601	100.0		

What is your current employment status?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Working full time	234	39.0	39.3	39.3
	Working part time	84	14.0	14.1	53.5
	Temporarily unemployed and looking for work	29	4.8	4.9	58.3
	Temporarily unemployed and not looking for work	13	2.2	2.2	60.6
	Student	31	5.2	5.2	65.8
	Stay at home parent/spouse	47	7.8	7.8	73.6
	Retired	157	26.2	26.4	100.0
	Total	595	99.1	100.0	
Missing	0	6	.9		
Total		601	100.0		

Household Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$25,000	116	19.4	20.5	20.5
	\$25001 - 35000	62	10.3	10.9	31.5
	\$35001 - 50000	99	16.5	17.5	49.0
	\$50001 - 75000	106	17.6	18.7	67.7
	\$75001 - 100000	70	11.6	12.3	80.0
	\$100001 - 150000	79	13.2	14.0	94.0
	Greater than \$150000	34	5.7	6.0	100.0
	Total	567	94.3	100.0	
Missing	0	34	5.7		
Total		601	100.0		

Subsets have a larger margin of error than the whole data set. As a rule we do not rely on the validity of very small subsets of the data, especially sets smaller than 50-75 respondents. At that size subset we can make generalizations, but in these cases the data is more qualitative than quantitative

Zogby Analytics Online Survey of Adults in Michigan
7/12/18 - 7/15/18 MOE +/- 4.0 Percentage Points

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	294	49.0	49.0	49.0
	Female	307	51.0	51.0	100.0
	Total	601	100.0	100.0	

Considering your finances, are you better off, worse off, or about the same now as you were four years ago?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better off	210	34.9	34.9	34.9
	Worse off	121	20.1	20.1	55.0
	About the same	246	41.0	41.0	96.0
	Not sure	24	4.0	4.0	100.0
	Total	601	100.0	100.0	

Subsets have a larger margin of error than the whole data set. As a rule we do not rely on the validity of very small subsets of the data, especially sets smaller than 50-75 respondents. At that size subset we can make generalizations, but in these cases the data is more qualitative than quantitative