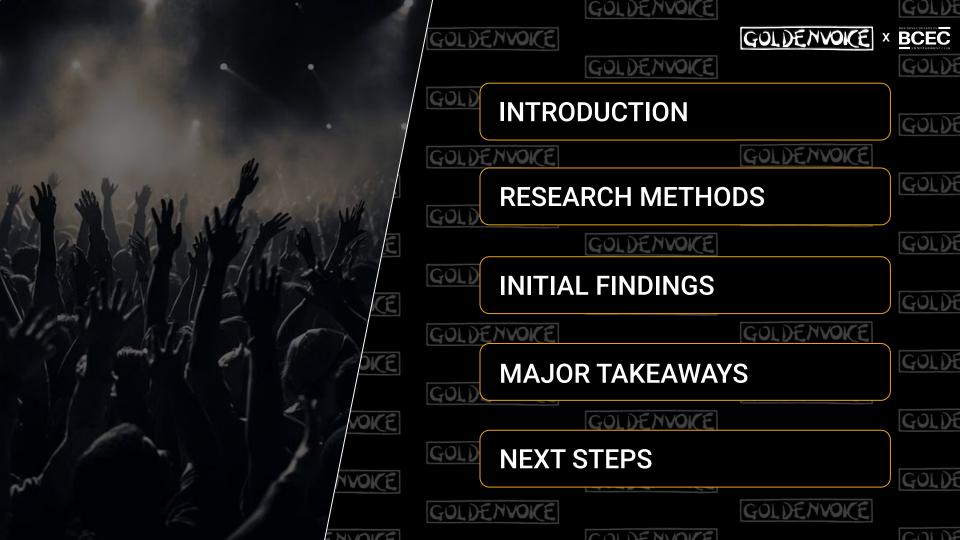


# Goldenvoice X BCEC

Spring 2024 | Midterm Deliverable



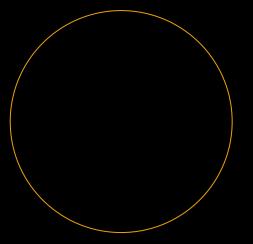


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**Project Managers** 





Lilah Navale B.A. Economics



Elaine Hong B.A. Media Studies B.A. Art Practice

### Research Scope and Context

### **Our Mission**

Our goal is to understand the factor of price resistance among the 18-24 year old demographic, according to music genres Rap, EDM, and Indie.





### **UC Berkeley Survey Goals**

Survey goals include understanding genre-specific spending, general purchasing habits, platforms, venue/seating preferences, VIP benefits, and festivals vs concerts.





### **Research Methods**



#### **Survey Creation**

Created a survey focusing on purchasing habits and factors that influence people to buy a concert ticket and how much they are willing to spend on Electronic, Indie, and Rap/Hip-Hop genres.

#### **Survey Collection**

- Goal of 200 survey responses
- Shared survey on social media networks
- Distributed fliers
- Set a table on campus offering students incentives to complete the survey

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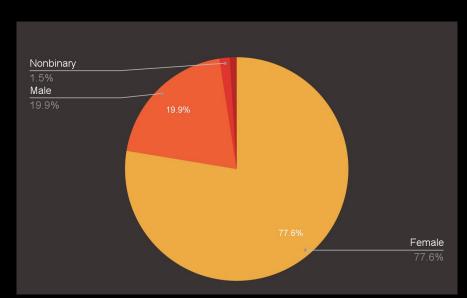


## **Respondent Demographics**

#### Race/Ethnicity

# Other 1.8% Black/African-Hispanic or Latino Asian White/Caucasian

#### **Gender Identity**

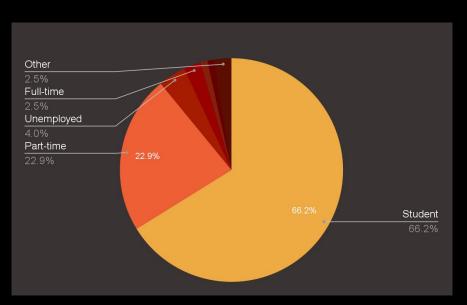


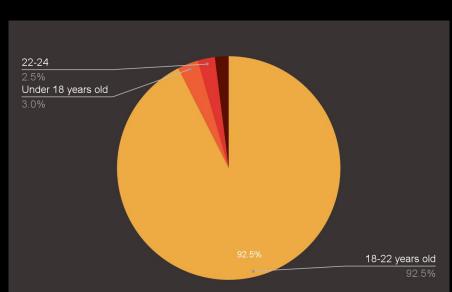


## **Respondent Demographics**









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### **Next Steps**

User Research

**2**Data Analysis I

In-depth

4 Data Analysis II 5
Conclusion & Suggestion

Campus research through survey distribution

Initial findings based on survey results Conduct interviews recruiting people who consider themselves fans of electronic, indie rock, rap / hip-hop

Continue
analyzing and
drawing
conclusions
from data,
segment by
genre to
identify trends

Summarize
results and
provide
Goldenvoice
with
comprehensive
data analysis
and potential
suggestions

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