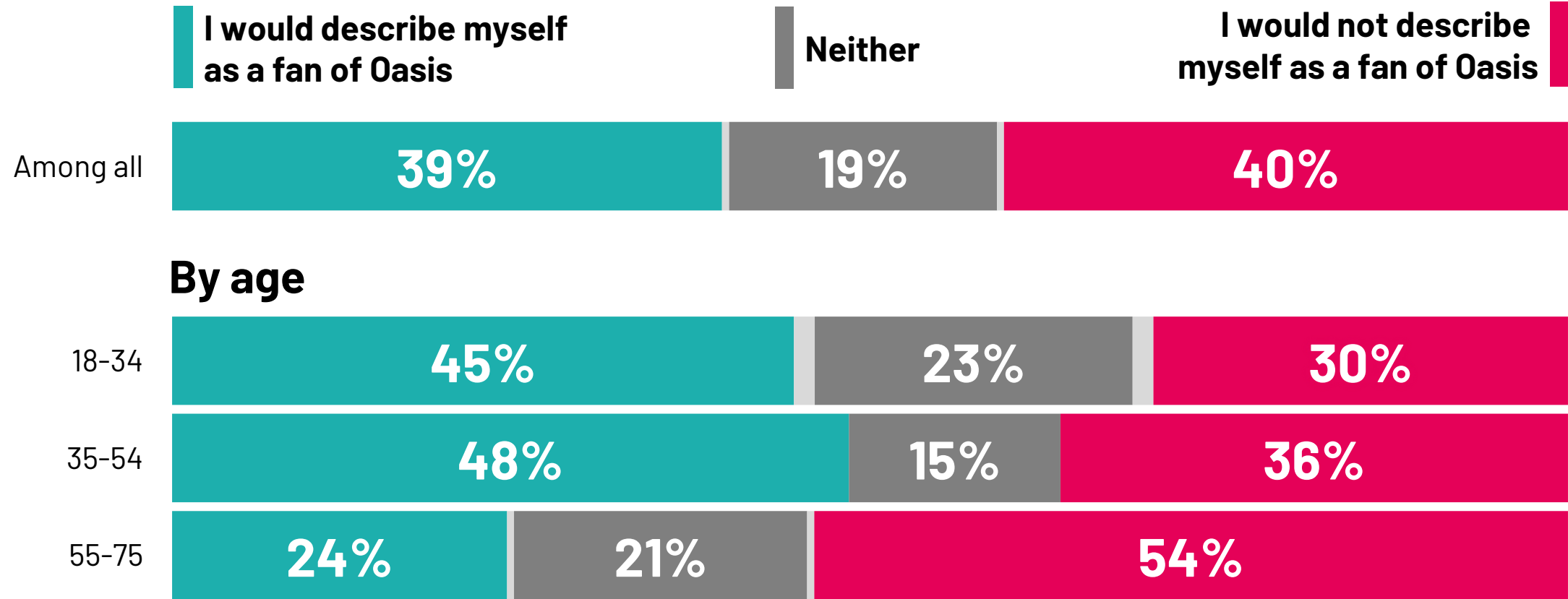


Ipsos Oasis polling

August 2024

Almost four in ten Britons claim to be a fan of Oasis

Would you describe yourself as a fan of the British Rock band, Oasis?

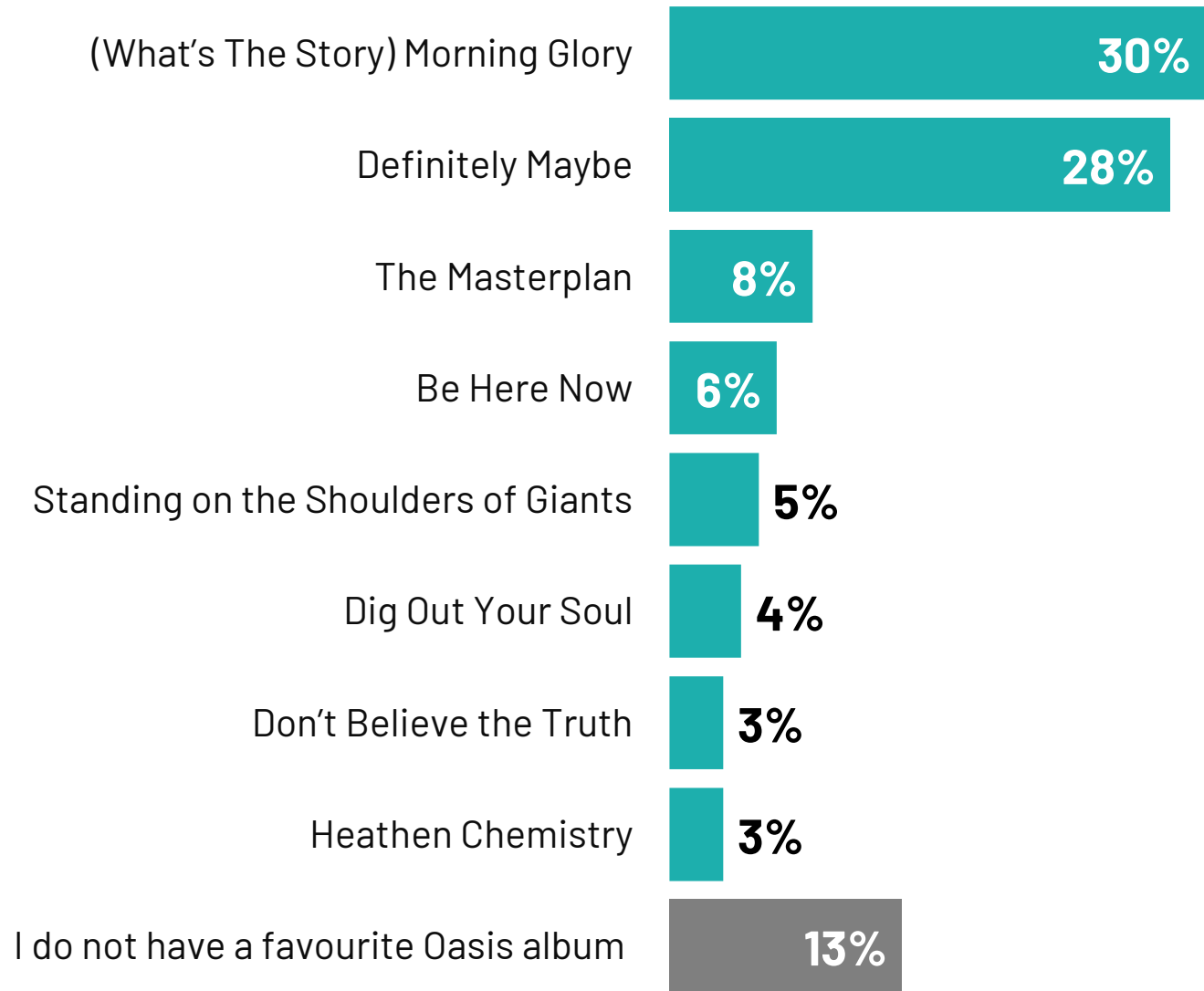


Base: 1,310 Online British adults aged 18-75, including (242) 18-34s, (608) 35-54s and (460) 55-75, 27-28 August 2024



Oasis fans are split on whether (What's The Story) Morning Glory or Definitely Maybe is their favourite album

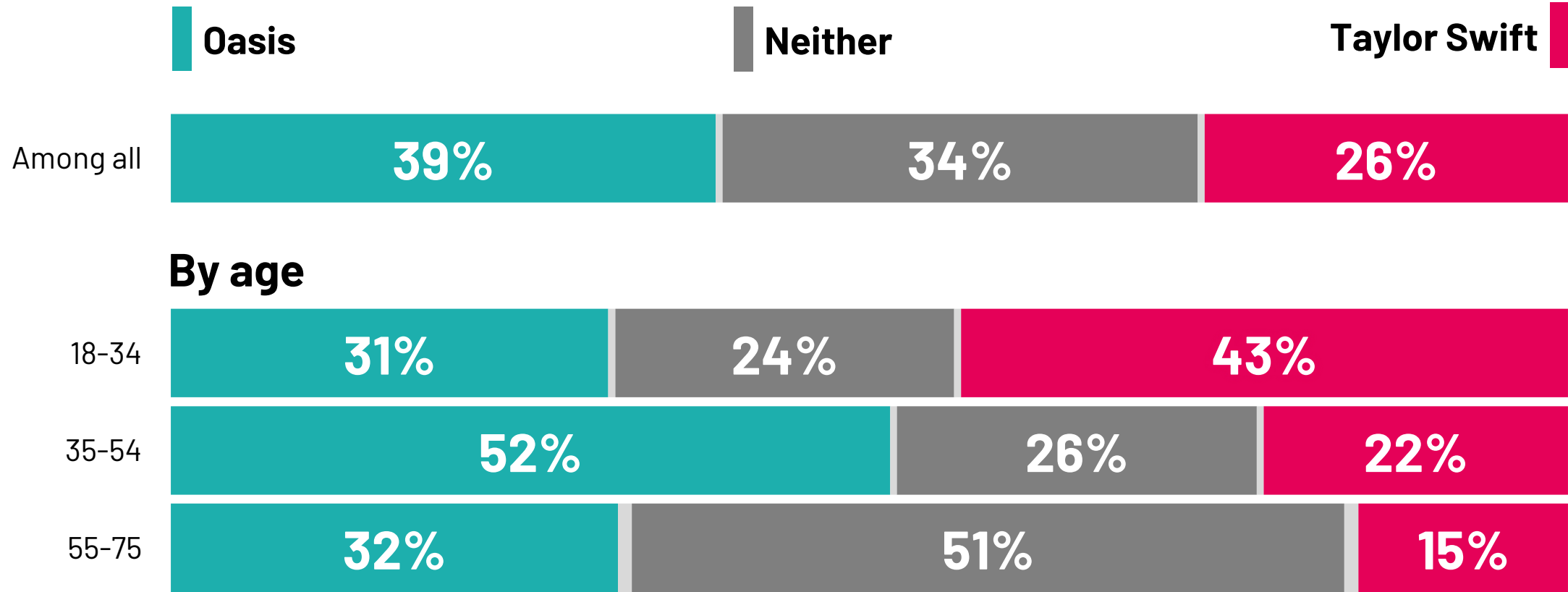
Which of these Oasis albums is your favourite? Please select one.



Base: 508 Online British adults 18-75 who described themselves as fans of Oasis, 27-28 August 2024.

Despite her Eras tour taking Britain by storm in 2024, Britons are more likely to say they prefer Oasis to Taylor Swift

Which of the following artists do you prefer?

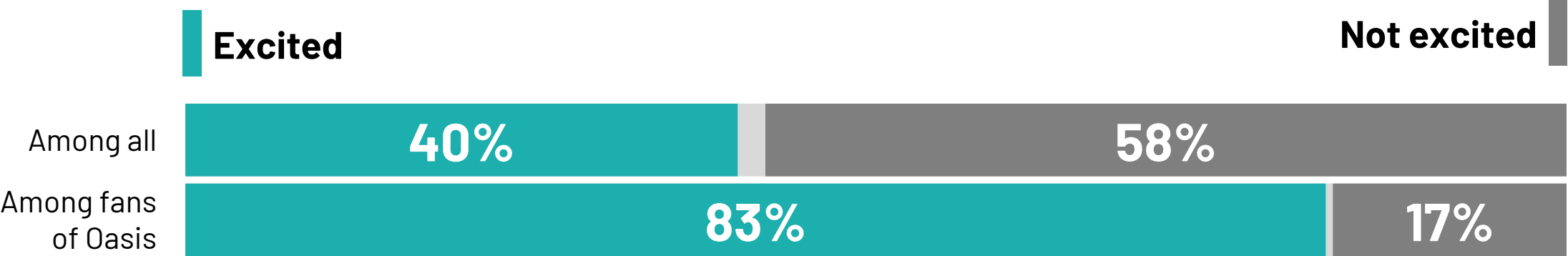


Base: 1,310 Online British adults aged 18-75, including (242) 18-34s, (608) 35-54s and (460) 55-75s, 27-28 August 2024



An overwhelming majority of Oasis fans are excited by their reunion. Young people aged 18-34 are most excited about Oasis' return.

As you may know, Oasis have announced that they will be reuniting for a series of concerts in 2025. In general, how excited are you about the reunion?



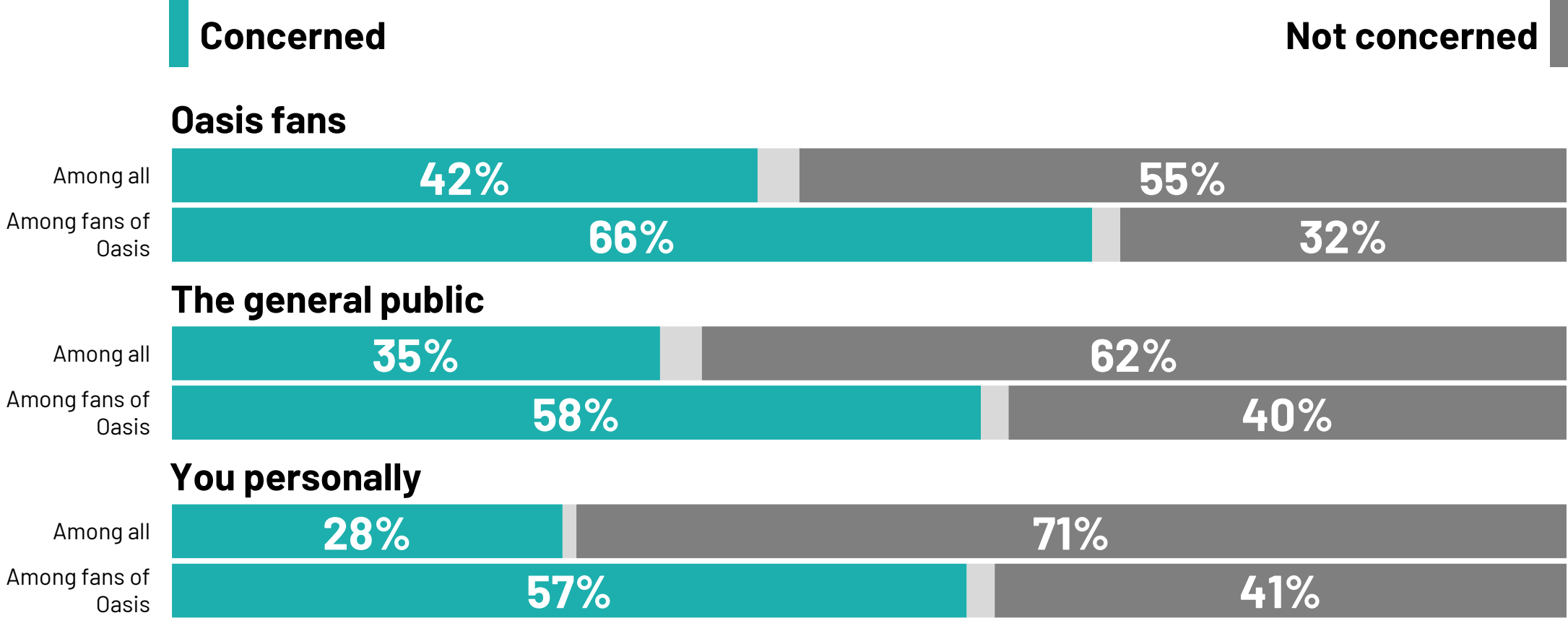
By age



Base: 1,310 Online British adults aged 18-75, including (242) 18-34s, (608) 35-54s and (460) 55-75s, and (508) who described themselves as fans of Oasis, 27-28 August 2024

Oasis fans are concerned about them – and other fans – being able to get tickets for the concerts in 2025

How concerned are you about the following being able to get tickets for the concerts, if they want them?



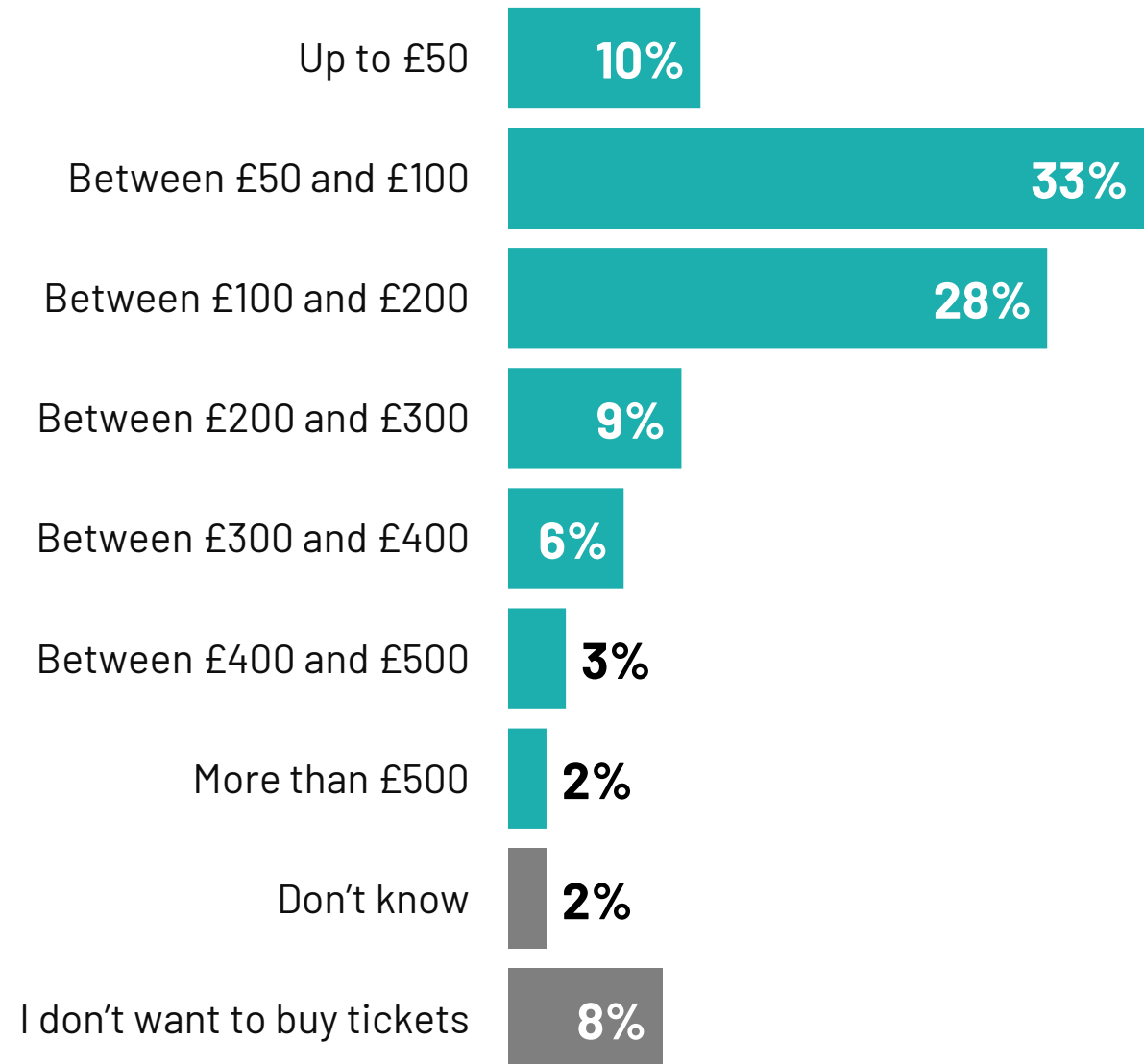
Base: 1,310 Online British adults aged 18-75, including (508) who described themselves as fans of Oasis, 27-28 August 2024



One in five Oasis fans say they would be prepared to pay more than £200 for a ticket at one of next year's concerts

And what is the most you would personally be prepared to pay per ticket, assuming you wanted to go to one of the concerts?

Base: 508 Online British adults 18-75 who described themselves as fans of Oasis, 27-28 August 2024.



Ipsos

August 2024

Ipsos – Oasis Polling

For more information

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