



01/10/2025

REPORT

Feeling Supersonic: The Oasis Fan Experience



AUDIENCE

Demographics

United Kingdom

Custom Screening

Over the past few years, which of the following music tours have you been to?

Qualified: Oasis Live '25 (Oasis)

Unqualified: The Eras Tour (Taylor Swift), Love On Tour (Harry Styles), Music Of The Spheres World Tour (Coldplay), After Hours til Dawn Tour (The Weeknd)

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This survey includes video responses as video clips. These clips from your recorded videos may be shown as examples on our website, social media accounts (LinkedIn and Twitter), and during marketing events. Do you agree to continue?

Qualified: Yes

Unqualified: No



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OBJECTIVE

To delve into the emotional connections, memorable moments, and overall impact of attending Oasis concerts in the UK, exploring factors such as ticket affordability, logistical challenges, and the extent to which these experiences shaped audience perceptions and cultural identity.

BURNING QUESTION

What specific emotions and memorable moments do attendees associate with Oasis concerts in the UK?



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CHAT GUIDE

1. To start, could you tell me a bit about your interests in music?
2. How would you describe your relationship with live music events in general?
3. Thinking back, what first sparked your interest in Oasis as a band?
4. How did you first hear Oasis were getting back together?
5. Was this comeback tour the first time you had seen Oasis live? Or did you see them in the past as well?
6. Would you mind sharing how much you paid for your tickets and how many tickets you got?
7. Did you buy your tickets from Ticketmaster in the original sale or on reseller sites like Viagogo?
8. To what extent did the cost of tickets influence your decision to attend the Oasis reunion concert?
9. When thinking about attending an Oasis concert, what were the main challenges you faced?
10. Where and when did you see Oasis on their reunion tour?
11. How would you describe the atmosphere at an Oasis concert in one word? Why did you choose that word?



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CHAT GUIDE

12. What were some of the most memorable moments or highlights from the Oasis reunion concert you attended?

13. Could you share a photo you took at the Oasis concert?

14. How would you rate the following aspects of your Oasis concert experience?

Statements: Sound quality, Ticket affordability, Venue facilities, Crowd atmosphere, Travel logistics

15. How do you think Oasis have impacted your perception of British music culture or identity?

16. If you could go back in time and go to a past Oasis concert, which would it be and why?

17. Thinking about all concerts you've attended, how would you rank Oasis concerts in terms of personal significance?

18. And finally...what is your favourite Oasis song?



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AI SUMMARY

Based on attendee feedback, Oasis concerts in the UK are an overwhelmingly emotional and communal pilgrimage, far transcending a typical live music event.

The atmosphere is consistently described with powerful, almost primal words like "electric," "unbelievable," "booming," and "astonishing," driven by a profound sense of unity and shared joy. Attendees associate the experience with intense emotions ranging from pure happiness and goosebumps to tears, particularly during collective, mass singalongs to iconic anthems like "Don't Look Back In Anger" and "Wonderwall."

The most frequently cited memorable moments are the electrifying instant the band first walks on stage and the powerful feeling of thousands of people singing in unison, creating a "core memory" that feels like a once-in-a-lifetime opportunity.

For many, the concert is deeply personal, strengthening bonds with friends and family, serving as a nostalgic connection to their youth, or even acting as a spiritual link to lost loved ones. This shared experience often culminates in a reinforced sense of cultural identity, making fans feel immensely "proud to be British" or connected to their Mancunian heritage.





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KEY INSIGHTS

The 'Once in a Lifetime' Premium: Emotional Value Overrides High Ticket Costs

- Fans consistently frame the reunion tour as a 'once in a lifetime opportunity,' a perception that makes high ticket prices a secondary concern. Many expressed a 'willing to pay whatever it took' attitude, viewing the expense as a necessary investment in a priceless experience rather than a deterrent.
- The emotional return on investment—fulfilling a lifelong dream, connecting with personal history, or sharing a unique moment—is valued far higher than the monetary cost. This explains why even participants who paid exorbitant resale prices ultimately felt the purchase was justified and worthwhile.

Quotes:

"I was willing to pay a lot of money for them as I knew it would be a once in a lifetime opportunity"

Age 25, Male

"We were pretty willing to pay whatever it took"

Age 26, Male

"Oasis haven't toured in years and years yet their music is so so popular. It's a once in a lifetime opportunity"

Age 25, Male

"It was the first time I had seen oasis live and it did not disappoint. They were incredible"

Age 24, Male





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KEY INSIGHTS

A Communal Chorus: The Audience-Driven 'Electric' Atmosphere

- Attendees universally describe the atmosphere with superlatives like 'unbelievable,' 'electric,' and 'astonishing.' This energy is primarily attributed to collective audience participation, with thousands of fans passionately singing every word to every song in unison.
- The most frequently cited memorable moments are the mass singalongs of anthems like 'Wonderwall' and 'Don't Look Back in Anger.' These communal experiences create a powerful sense of unity and shared emotion, which fans identify as the core of the concert's magic and a primary source of 'goosebumps' and tears.

Quotes:

"Unbelievable. This is because it was the best atmosphere I have ever experienced"

Age 24, Male

"everyone singing together espically songs like wonderwall that are classics"

Age 43, Female

"When they sung 'don't look back in anger', it gave me goosebumps and a lot of tears were out"

Age 24, Male

"everyone just enjoying the moment together, everyone on the same page"

Age 43, Female





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KEY INSIGHTS

More Than Music: The Concert as a Personal Milestone and Relationship Anchor

- For many attendees, the concert transcends a simple gig to become a significant life event or 'core memory.' It serves as an anchor for deep personal connections, whether it's strengthening a friendship, creating a spiritual link to a lost family member, or sharing a formative experience with a partner for the first time.
- The reunion's long-awaited and almost mythical status amplifies its significance. The feeling of being present for a historic, 'surreal' event that 'no one ever thought the day would actually come' elevates the concert from entertainment to a personal milestone that attendees will carry with them for years.

Quotes:

"It's a core memory"

Age 25, Male

"Because no one ever thought the day would actually come"

Age 26, Male

"This was a really special experience for me as I lost my dad in 2019 and this is the type of music he held really close. I felt like in going to see the Oasis 2025 tour it was something I could do to feel closer to him spiritually"

Age 26, Male

"It made us closer together and strengthened our relationship."

Age 24, Male





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KEY INSIGHTS

An Anthem of Identity: The Concert as a Celebration of British and Northern Pride

- The concert experience powerfully reinforces a sense of national and regional pride, with attendees frequently connecting Oasis to their identity as 'British' and, more specifically, from 'the north.' Fans describe the band as an integral part of 'British music heritage' and a source of patriotic feeling.
- For fans from Manchester in particular, being an Oasis fan is described as 'a part of my culture being a Mancunian.' The concert acts as a celebration of this identity, connecting attendees not just to the band, but to a shared cultural background and a specific, iconic era of British music.

Quotes:

"It a part of my culture being a Mancunian"

Age 26, Male

"made me proud to be british and also from the north"

Age 34, Male

"They're still going decades later and are part of British music heritage."

Age 24, Male

"It brings people together and it's patriotic"

Age 38, Male





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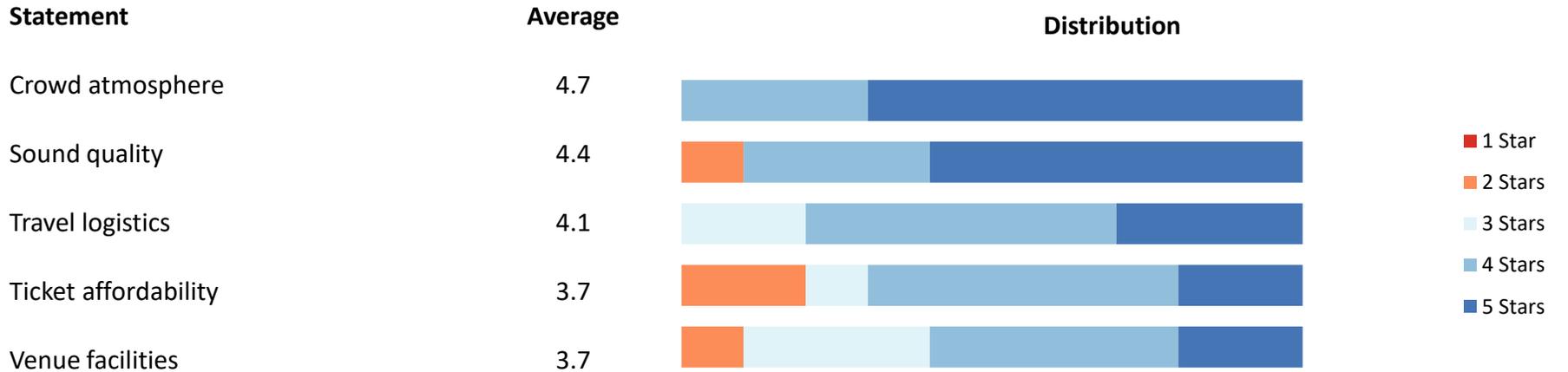
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METRICS

How would you rate the following aspects of your Oasis concert experience?



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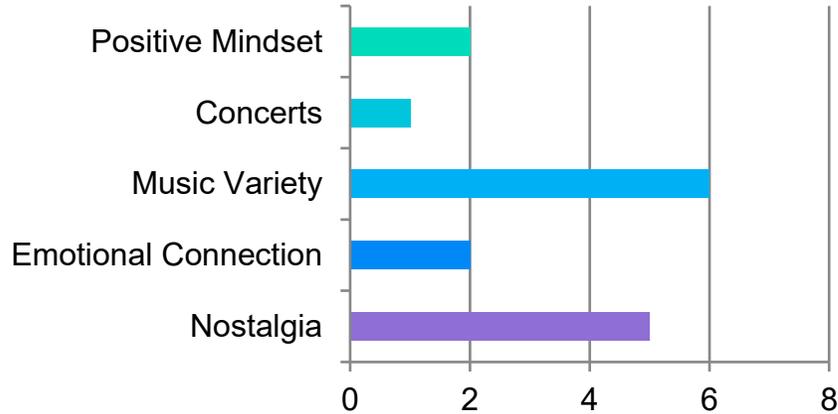
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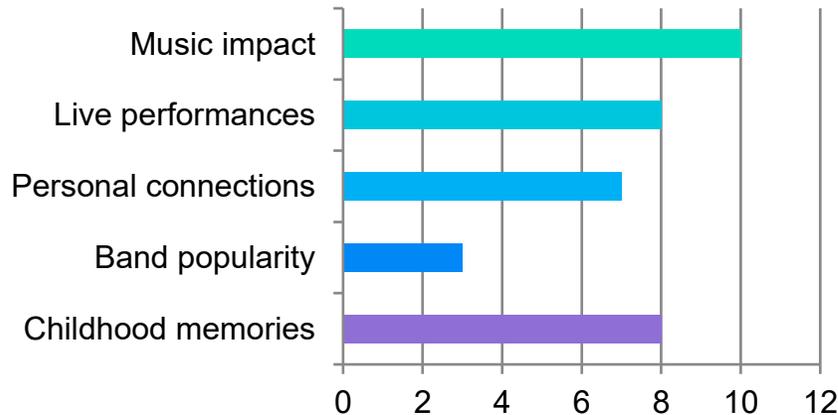
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TOPICS

To start, could you tell me a bit about your interests in music?



Thinking back, what first sparked your interest in Oasis as a band?



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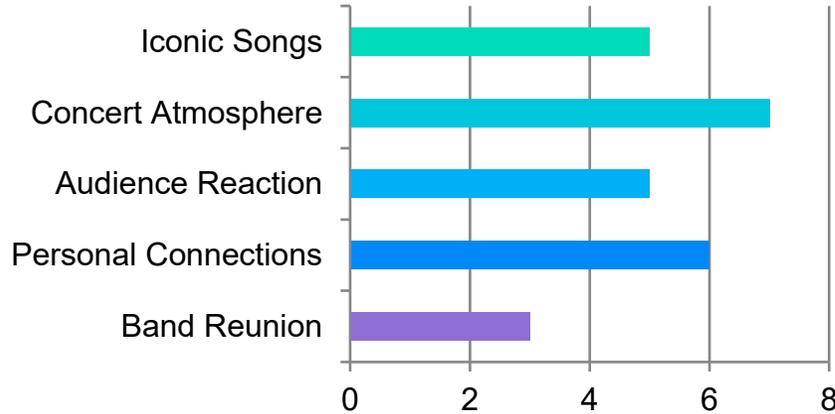
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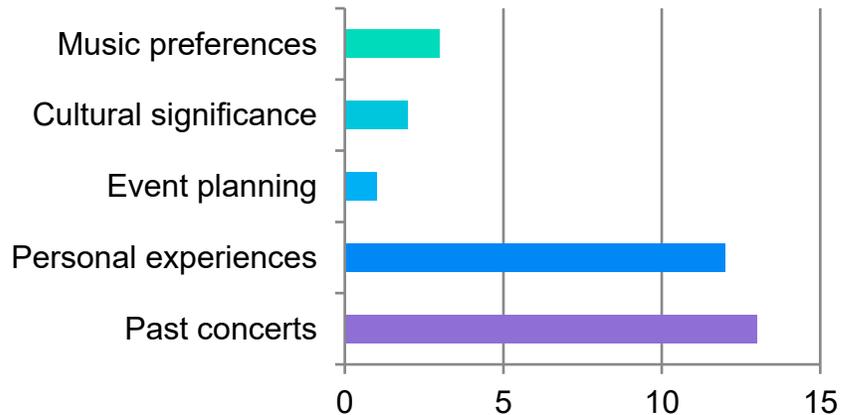
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TOPICS

What were some of the most memorable moments or highlights from the Oasis reunion concert you attended?



If you could go back in time and go to a past Oasis concert, which would it be and why?



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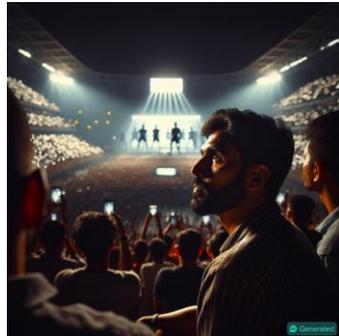
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PERSONAS



The New Generation Disciple

Description:

- Aged in his mid-20s, this is his first Oasis concert, an event he views as a legendary, unmissable rite of passage. His connection to the band is often inherited from his parents or absorbed through culture, making their music a nostalgic soundtrack to his upbringing.
- He is undeterred by high ticket prices, viewing the experience as priceless and was 'willing to spend a lot of money' to be there. He endures long online queues to buy from official vendors and attends with close friends, finding the shared experience strengthens their bond.
- He describes the concert atmosphere with superlatives like 'Unbelievable' and 'Booming,' feeling completely immersed in the communal joy of the crowd singing every word. The event is a 'core memory' that reinforces his sense of local and national identity, particularly if from Manchester.

Insights:

- For this younger generation, the emotional connection is not about reliving the 90s, but about creating their own foundational memory with a piece of cultural heritage they've only heard about.
- The 'once in a lifetime' narrative, heavily amplified by social media, completely overrides price sensitivity, making ticket cost a near-irrelevant factor in the decision to attend.
- The concert acts as a powerful bonding ritual, forging stronger connections between friends and cementing a tangible link to a broader sense of British cultural identity.

The Nostalgic Pilgrim

Description:

- In his late 30s or early 40s, this is often his first time seeing Oasis live, fulfilling a dream he's held since his youth. His motivation is deeply personal, seeking to connect with a past self, a cherished memory, or even a late family member who loved the band.
- The concert is a destination event requiring significant planning, including travel and overnight accommodation, which he views as necessary parts of the pilgrimage. He's willing to 'find a way regardless' of cost, as the experience itself is 'priceless'.
- He describes the atmosphere as 'electric' and 'astonishing,' finding the experience cathartic and emotionally charged. He leaves with a renewed perspective, feeling the concert taught him to 'live in the right now' and appreciate fleeting moments of pure happiness.

Insights:

- This persona's experience transcends a typical concert; it's a form of time travel that allows for a tangible, emotional connection to their youth or a loved one's memory.
- Logistical hurdles like travel and hotels are not seen as deterrents but as integral parts of the journey, reinforcing the significance of the event and the ultimate reward.
- The overwhelming communal atmosphere provides a powerful, albeit temporary, escape from life's difficulties, leaving a lasting impression and a reminder of the importance of shared joy.

The Seasoned Loyalist

Description:

- Aged in his early 40s, he is a 'super fan' who has seen the band multiple times, including before their split in the 90s and early 2000s. His devotion is unwavering, but his perspective is more nuanced and critical than a first-timer's.
- He is deeply frustrated by modern ticketing, facing exorbitant prices from 'scalpers' or dynamic pricing, which he finds 'ridiculous.' Despite the cost, he attends out of loyalty and often to share the experience with a loved one (like his wife) who has never seen them before.
- While he finds the atmosphere 'Epic' and is thrilled to see the Gallagher brothers back on stage, he may rate the performance slightly lower than their past shows, wishing for more variety in the setlist. The core emotional payoff is simply witnessing the reunion.

Insights:

- For the veteran fan, the primary emotional driver is the sheer significance of the reunion itself; seeing the brothers on stage together again is the ultimate reward, even if the performance isn't as raw as it was in their heyday.
- Ticket affordability and accessibility are major pain points. The frustration with scalping suggests a feeling that long-term, loyal fans are being exploited for their devotion.
- Nostalgia for this persona is tempered with a critical lens. They compare the current experience to past glories, allowing for a more measured appreciation that can identify flaws while still cherishing the overall event.





**REACH OUT TO US IF YOU HAVE
FURTHER QUESTIONS ABOUT THIS
REPORT**

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