Our biggest limitation with this data is that the majority of the listings don’t indicate which specific seats are for sale – it usually just shows section and row. But it’s sometimes obvious that the same set of seats were for sale – at the same time – on two different sites. For example, for the Beyoncé concert there was a batch of 26 seats in Floor J, Row 46 for $214 on Vivid Seats and $235 on StubHub. The price difference can be explained by the fact that the two sites have different fee structures (StubHub actually will adjust the fees automatically depending on demand).

I tried to match the Beyoncé tickets on the two sites and can safely say that AT LEAST one-third of the tickets on StubHub were also on VividSeats. But I also determined that there were about 1,100 tickets that were on one site, but not the other (out of about 13,000 tickets on the two sites combined). So based on that, I’m giving percentages based on a range of one-third to one-half of the total tickets we counted.

We can work around this; plus I think it’s actually useful to point this out for our readers.

With that said…. Here’s what we can say from the data based on just what we found on StubHub and VividSeats, the two biggest secondary markets:

The limitations put in place by Adele significantly reduced the number of tickets that ended up in the secondary market for her concerts. Springsteen was less successful. Beyoncé’s concert was an ideal example of the flood of tickets that end up in that market.

Even 10 days before the Beyoncé tickets went on sale, there were over 900 seats listed on StubHub and VividSeats – assuming that at least one-third were duplicates, that would mean there were something around 400 to 600 seats (out of 35,000).

Within an hour after tickets went on sale, there were more than 14,000 tickets on the two sites. Considering the duplication problem, I’d estimate that 20-27% of the show’s tickets were on those two sites that first day. The number of tickets did not increase by much in the following days. On the day of the concert there were still 916 tickets available on StubHub as of 2:30 pm and that number dwindled quickly as the day went on.

By comparison, tickets for Adele’s two shows (which together would number about 36,000 seats) were almost non-existent on the secondary market. Within the first hour after tickets went on sale there were only about 400 tickets total between the two sites for both shows. That number jumped quite a bit a couple hours later – with almost 3,000 tickets listed. Assuming there is duplication here, I’d estimate that only 4-5% of the tickets made it onto the secondary market.

For Springsteen, almost 3,000 tickets were listed on the two sites an hour after tickets went on-sale; it jumped up a bit to 3,700 a couple hours later. After adjusting for duplication, I’d estimate that about 10% of Springsteen’s tickets made it to the secondary market.

Paul McCartney’s two shows – totaling about 34,000 seats – resulted in nearly 6,000 tickets on the two sites. I’d estimate 8-10% of the tickets for the two shows made it to the secondary market.

We also tracked Zac Brown but only 3-4% of the tickets made it to the secondary market. I’m guessing there wasn’t as much demand for this one.