

# Importance of Music Study

August, 2016



**Leger**



**Key Findings**

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# KEY FINDINGS

## Music in general:

- The majority of Americans agree that music brings positivity to their daily life.
- Eight-in-ten Americans actively listen to music every day, and an even a greater number say music is an important part of their life.
- In general, music plays a huge role in families with children under 18.

## Music at bars / restaurants

- Seven-in-ten say music is an important part of choosing a restaurant.
- Nine-in-ten (88%) are likely to enjoy their experience more when hearing music in a bar / restaurant.
- More than eight-in-ten care about music volume, taste in music and type of music when making a decision to return or recommend a restaurant.

## Music at grocery store, retail shop and fitness clubs

- Three-quarters say their grocery store experience (76%), retail shop experience (77%) and 83% say fitness club experience is enhanced with the music played.
- Many who shop in grocery stores (57%) and retail shops (61%) slow down and listen when they hear music they enjoy.
- Music has a positive impact at fitness clubs; music enhances workouts, energizes, and increases focus.

## Holiday music

- Six-in-ten say that holiday music in stores (61%) and holiday music on the radio (57%) is the first sign of winter holidays and shopping for gifts.
- Half (45%) enjoy a mix of modern and traditional holiday music, however, not surprising, older Americans prefer traditional carols around the holidays.
- Families with children and females are most positive about holiday music.

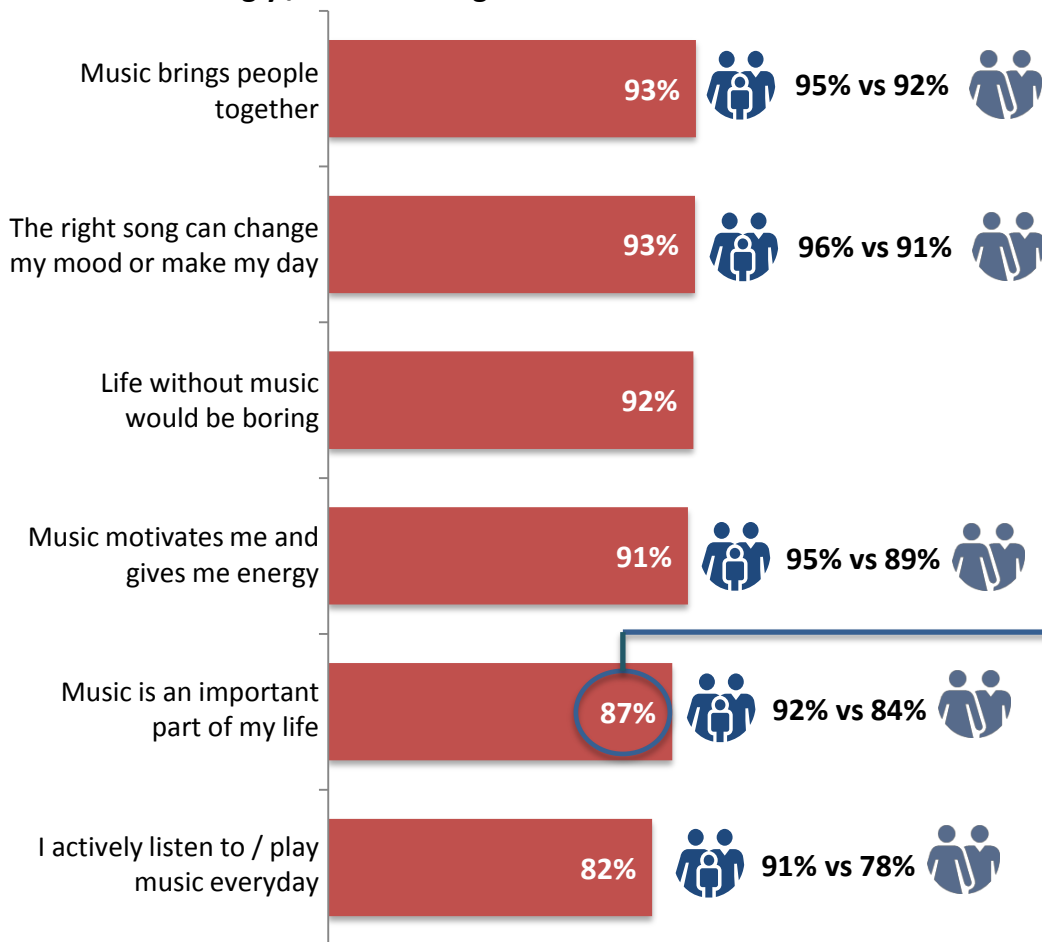


**Detailed Results**

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# IMPACT OF MUSIC

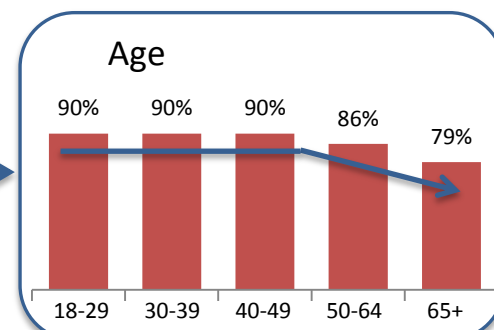
Agreement with the following statements:  
% Strongly / Somewhat agree



The majority of Americans agree that music brings positivity to their daily life. More than nine-in-ten Americans agree music 'brings people together' (93%), 'the right song can change moods or make their day' (93%), 'life without music would be boring' (92%) and 'music motivates and give them energy' (91%).

Americans with children under 18 are significantly more likely to agree with nearly all statements about music in their life.

Americans 50+ are significantly less likely to agree that 'music is an important part of their life' compared to Americans under 65 (79% vs 89%).



Americans with children under 18



Americans without children under 18

# IMPACT OF MUSIC – AGE BREAKDOWN

Agreement with the following statements:

% Strongly / Somewhat agree	Age							
	Total	18-49	50+	18-29	30-39	40-49	50-64	65+
Music brings people together	93%	93%	93%	92%	93%	93%	95%	91%
The right song can change my mood or make my day	93%	94%	91%	93%	93%	96%	95%	85%
Life without music would be boring	92%	92%	92%	92%	93%	92%	94%	89%
Music motivates me and gives me energy	91%	94%	87%	94%	93%	94%	91%	81%
Music is an important part of my life	87%	90%	83%	89%	90%	90%	86%	79%
I actively listen to / play music everyday	82%	89%	72%	90%	90%	87%	75%	67%

# IMPACT OF MUSIC – INCOME BREAKDOWN

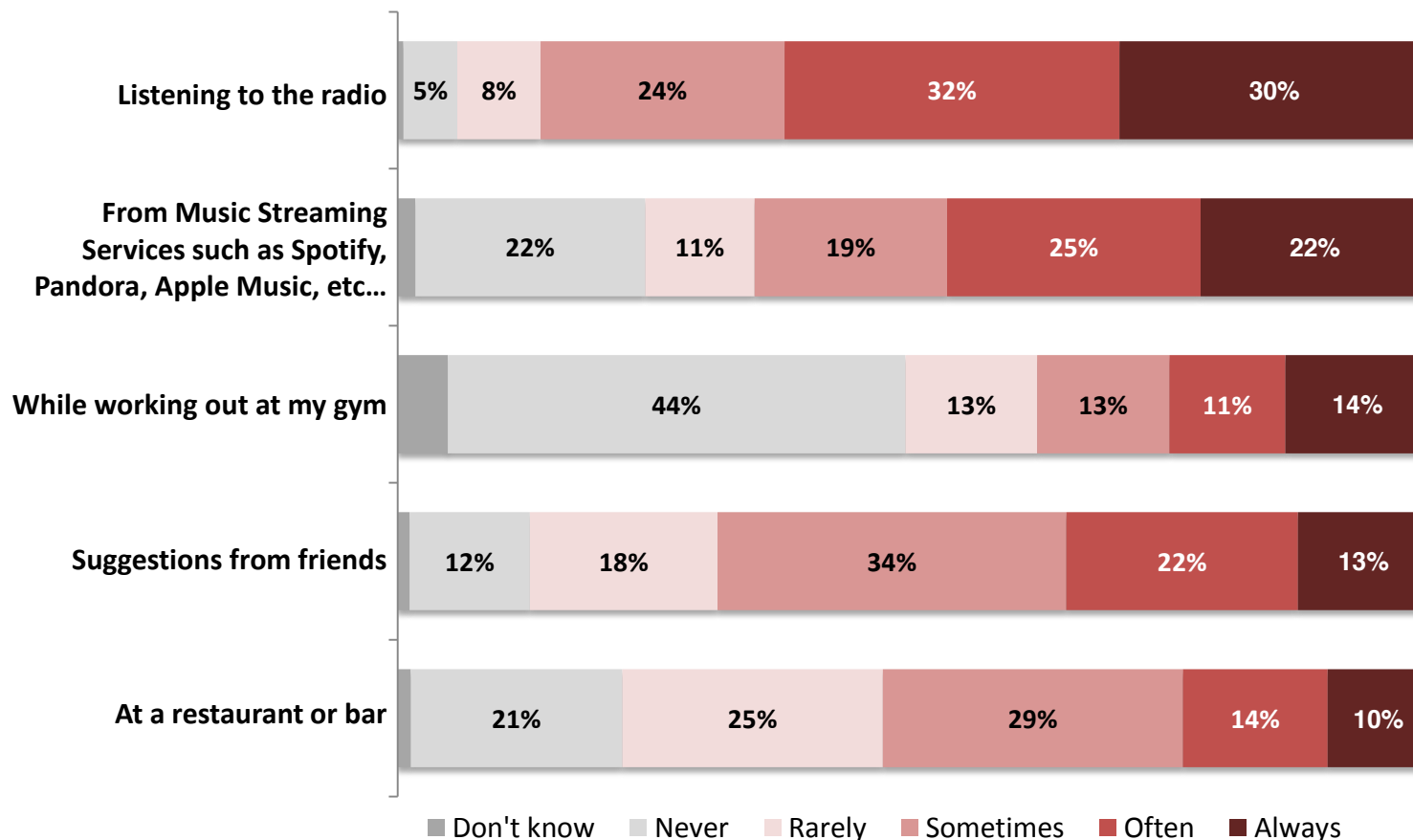
Agreement with the following statements:

% Strongly / Somewhat agree	Total	Income				
		<\$35K	\$35-\$49K	\$50-\$74K	\$75K-\$99K	\$100K+
Music brings people together	93%	92%	92%	94%	97%	95%
The right song can change my mood or make my day	93%	93%	94%	93%	95%	92%
Life without music would be boring	92%	90%	94%	93%	94%	94%
Music motivates me and gives me energy	91%	90%	92%	92%	91%	93%
Music is an important part of my life	87%	85%	87%	88%	91%	88%
I actively listen to / play music everyday	82%	80%	83%	84%	85%	83%

# FINDING NEW MUSIC

Six-in-ten (62%) Americans often / always find new music by listening to the radio, and 47% always / often find music from music streaming services. More than four in ten (44%) Americans never find new music while working out at the gym.

How often do you find new music through the following?





# FINDING NEW MUSIC – AGE BREAKDOWN

How often do you find new music through the following?

		Age						
% Always	Total	18-49	50+	18-29	30-39	40-49	50-64	65+
Listening to the radio	30%	35%	23%	32%	38%	36%	27%	18%
From Music Streaming Services	22%	31%	10%	40%	31%	21%	13%	5%
While working out at my gym	14%	21%	4%	25%	22%	14%	5%	4%
Suggestions from friends	13%	18%	5%	21%	20%	14%	7%	2%
At a restaurant or bar	10%	14%	4%	14%	16%	13%	5%	2%

# FINDING NEW MUSIC – INCOME BREAKDOWN

How often do you find new music through the following?

% Strongly / Somewhat agree	Total	Income				
		<\$35K	\$35-\$49K	\$50-\$74K	\$75K-\$99K	\$100K+
Listening to the radio	30%	30%	34%	32%	32%	26%
From Music Streaming Services	22%	23%	18%	24%	24%	23%
While working out at my gym	14%	15%	14%	15%	12%	14%
Suggestions from friends	13%	14%	13%	14%	9%	11%
At a restaurant or bar	10%	10%	10%	11%	11%	8%

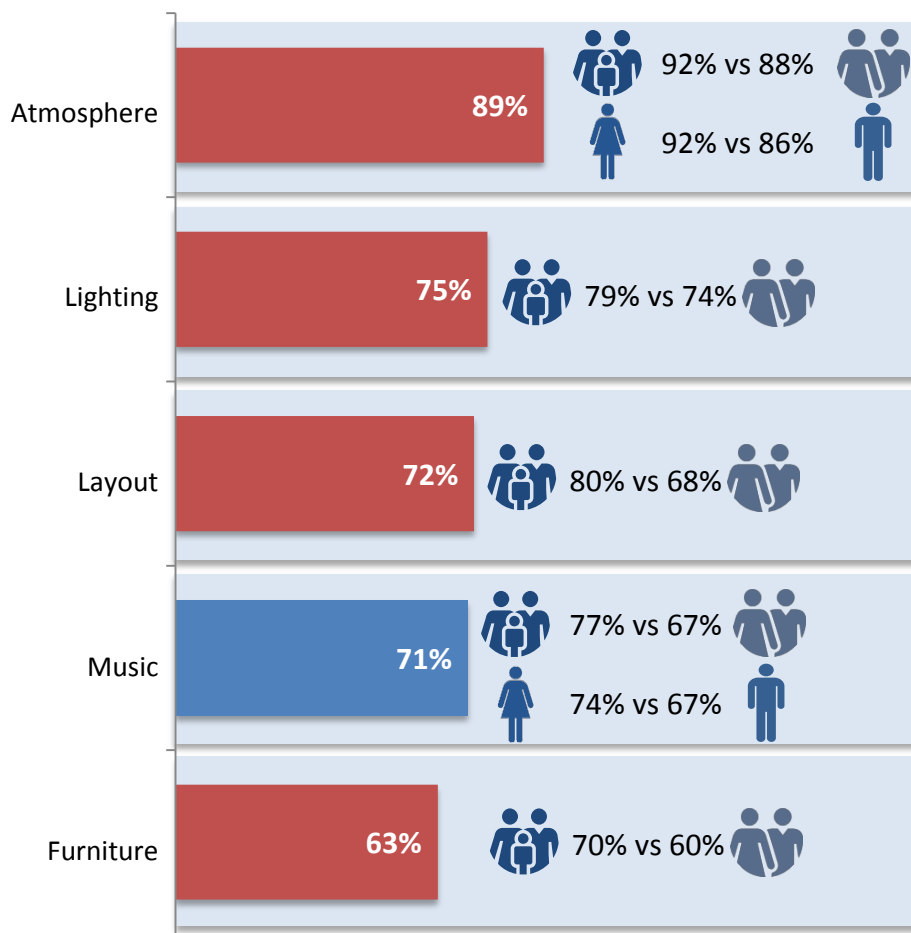


**Detailed Results:  
Restaurant/Bar Focused**

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# IMPORTANT FACTORS WHEN CHOOSING A BAR OR RESTAURANT

How important are each of the following to you when choosing a bar or restaurant?  
(% Very important / Somewhat important)



**Seven-in-ten (71%) of Americans agree that music is important when choosing a bar or restaurant.**

Americans with children under 18 are significantly more likely to say all aspects of a bar or restaurant (including music) play a role when choosing a bar or restaurant, and women are significantly more likely to say music and atmosphere are important when choosing a bar or restaurant.

Older Americans are less likely to be influenced by music.



Americans with children under 18



Americans without children under 18

# IMPORTANT FACTORS WHEN CHOOSING A BAR OR RESTAURANT – AGE BREAKDOWN

How important are each of the following to you when choosing a bar or restaurant?

% Very important / Somewhat important	Total	Age						
		18-49	50+	18-29	30-39	40-49	50-64	65+
Atmosphere	89%	90%	88%	89%	90%	90%	88%	88%
Lighting	75%	77%	73%	78%	75%	78%	74%	73%
Layout	72%	76%	67%	80%	76%	71%	69%	63%
Music	71%	75%	65%	74%	77%	73%	69%	59%
Furniture	63%	67%	57%	69%	68%	65%	57%	58%

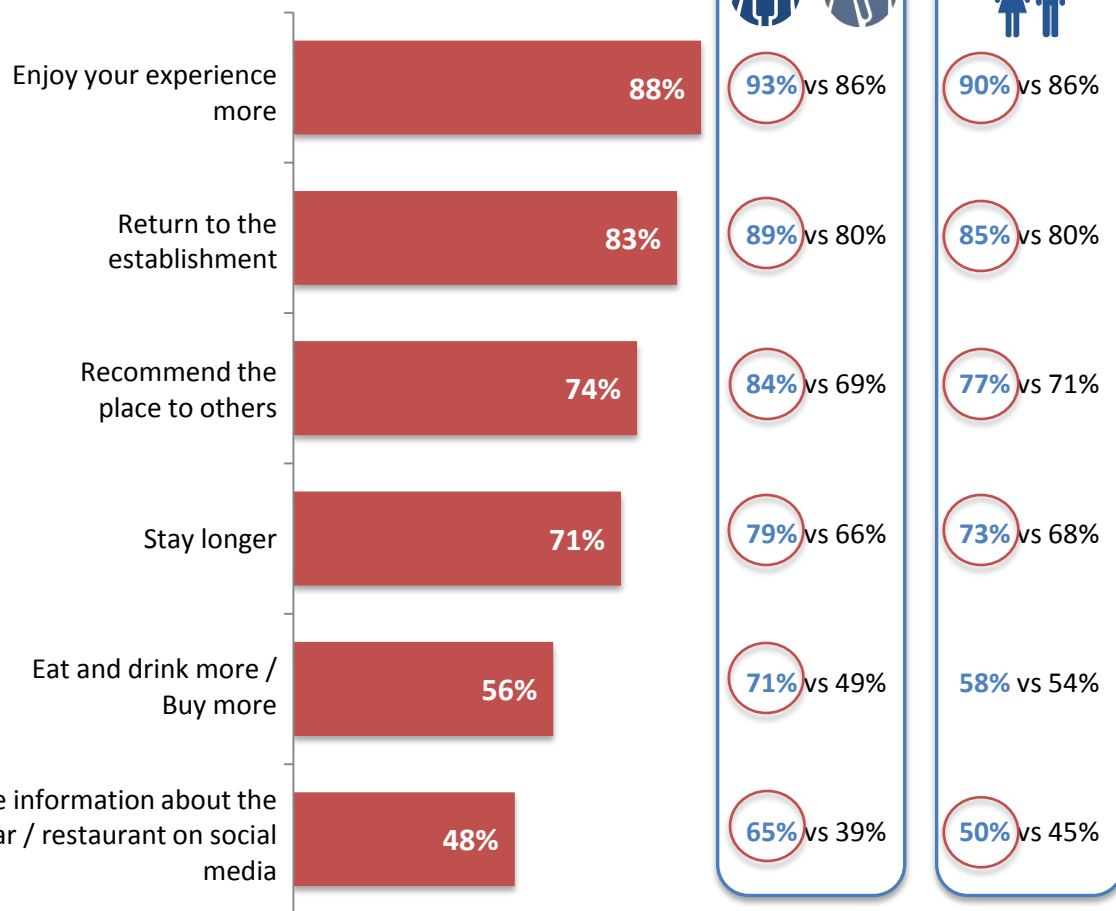
# IMPORTANT FACTORS WHEN CHOOSING A BAR OR RESTAURANT – INCOME BREAKDOWN

How important are each of the following to you when choosing a bar or restaurant?

% Strongly / Somewhat agree	Total	Income				
		<\$35K	\$35-\$49K	\$50-\$74K	\$75K-\$99K	\$100K+
Atmosphere	89%	87%	87%	92%	95%	92%
Lighting	75%	73%	76%	76%	79%	78%
Layout	72%	69%	70%	76%	76%	75%
Music	71%	71%	71%	72%	75%	66%
Furniture	63%	63%	61%	66%	65%	65%

# IMPACT OF MUSIC

When you hear music you like in a bar or restaurant, how likely are you to do each of the following:  
(% Very likely / Somewhat likely)



The majority (88%) of Americans agree when they hear music they like in a bar / restaurant they will 'enjoy their experience more'. Eight-in-ten (83%) agree they will 'return to the establishment if they hear music they like', and 74% will 'recommend the place to others'.

Americans with children under 18 and women are significantly more likely to agree with all statements when they hear music they like at a bar / restaurant.

Older Americans (age 65+) are less likely to do any of the mentioned statements if they hear music in a bar / restaurant they like.



Americans with children under 18



Americans without children under 18



Significantly higher

# IMPACT OF MUSIC – AGE BREAKDOWN

When you hear music you like in a bar or restaurant, how likely are you to do each of the following:

% Very / Somewhat likely	Total	Age						
		18-49	50+	18-29	30-39	40-49	50-64	65+
Enjoy your experience more	88%	90%	85%	89%	90%	90%	88%	80%
Return to the establishment	83%	85%	79%	84%	87%	85%	81%	76%
Recommend the place to others	74%	79%	67%	76%	81%	79%	71%	62%
Stay longer	71%	78%	61%	77%	81%	75%	68%	50%
Eat and drink more / Buy more	56%	66%	41%	65%	72%	63%	49%	30%
Share information about the bar / restaurant on social media	48%	60%	30%	62%	64%	54%	37%	20%



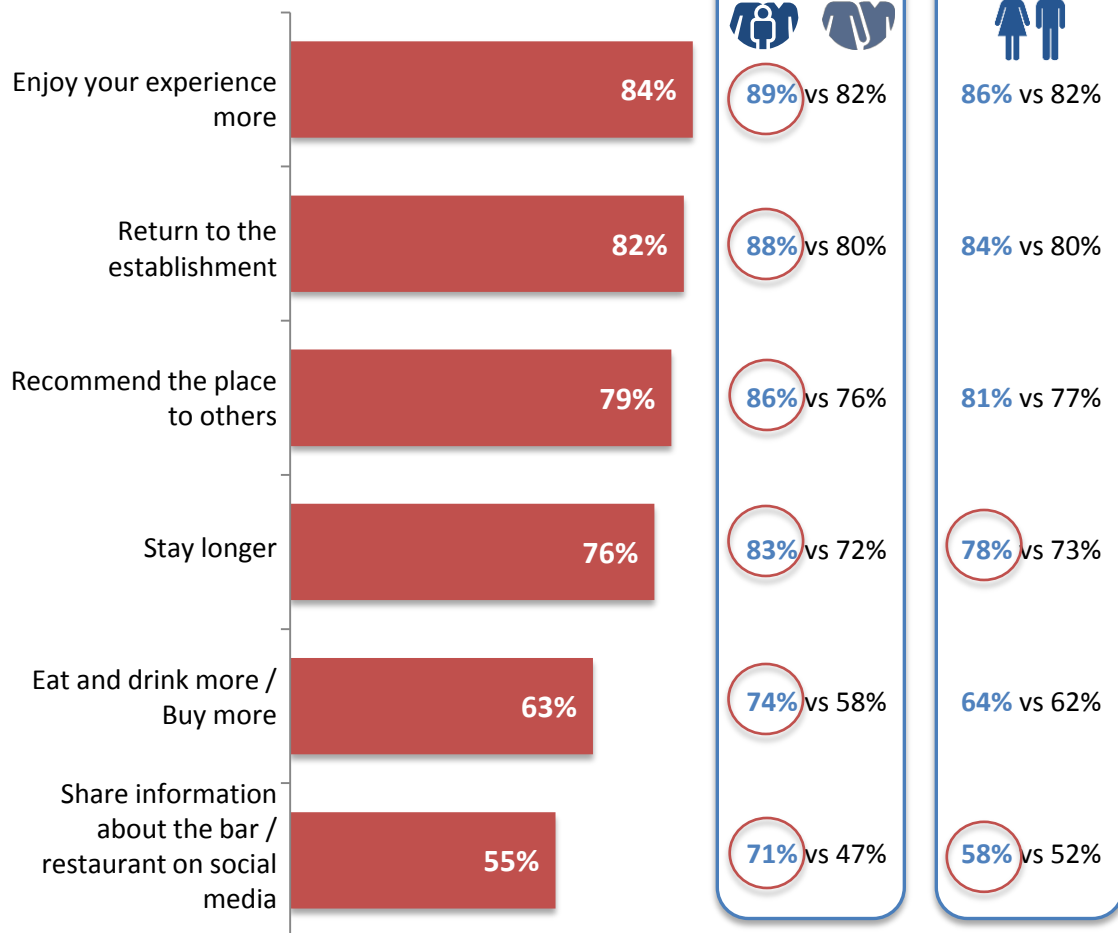
# IMPACT OF MUSIC – INCOME BREAKDOWN

When you hear music you like in a bar or restaurant, how likely are you to do each of the following:

% Strongly / Somewhat agree	Total	Income				
		<\$35K	\$35-\$49K	\$50-\$74K	\$75K-\$99K	\$100K+
Enjoy your experience more	88%	88%	88%	90%	88%	90%
Return to the establishment	83%	82%	83%	85%	84%	83%
Recommend the place to others	74%	75%	73%	78%	77%	73%
Stay longer	71%	70%	69%	77%	69%	72%
Eat and drink more / Buy more	56%	57%	54%	61%	59%	54%
Share information about the bar / restaurant on social media	48%	52%	47%	49%	47%	43%

# IMPACT OF LIVE MUSIC

When hearing live music you enjoy in a bar or restaurant, how likely are you to do each of the following:  
(% Very likely / Somewhat likely)



Similar to when Americans hear music, eight-in-ten Americans agree when they hear live music they like in a bar / restaurant they will 'enjoy their experience more' (84%), 'return to the establishment' (82%) and 'recommended the place to others' (79%).

Also similar to when Americans hear music, Americans with children under 18 and women are more likely to agree with all statements when they hear live music they like at a bar / restaurant.

Older Americans (age 65+) are also less likely to do any the mentioned statements if they hear live music in a bar / restaurant they like.



Americans with children under 18



Americans without children under 18



Significantly higher

# IMPACT OF LIVE MUSIC – AGE BREAKDOWN

When hearing live music you enjoy in a bar or restaurant, how likely are you to do each of the following:

(% Very / Somewhat likely)	Total	Age						
		18-49	50+	18-29	30-39	40-49	50-64	65+
Enjoy your experience more	84%	85%	81%	85%	86%	86%	84%	78%
Return to the establishment	82%	83%	80%	82%	85%	83%	82%	76%
Recommend the place to others	79%	82%	75%	81%	83%	82%	79%	70%
Stay longer	76%	80%	70%	79%	83%	78%	75%	62%
Eat and drink more / Buy more	63%	70%	53%	67%	76%	68%	59%	45%
Share information about the bar / restaurant on social media	55%	67%	39%	71%	71%	59%	45%	29%

# IMPACT OF LIVE MUSIC – INCOME BREAKDOWN

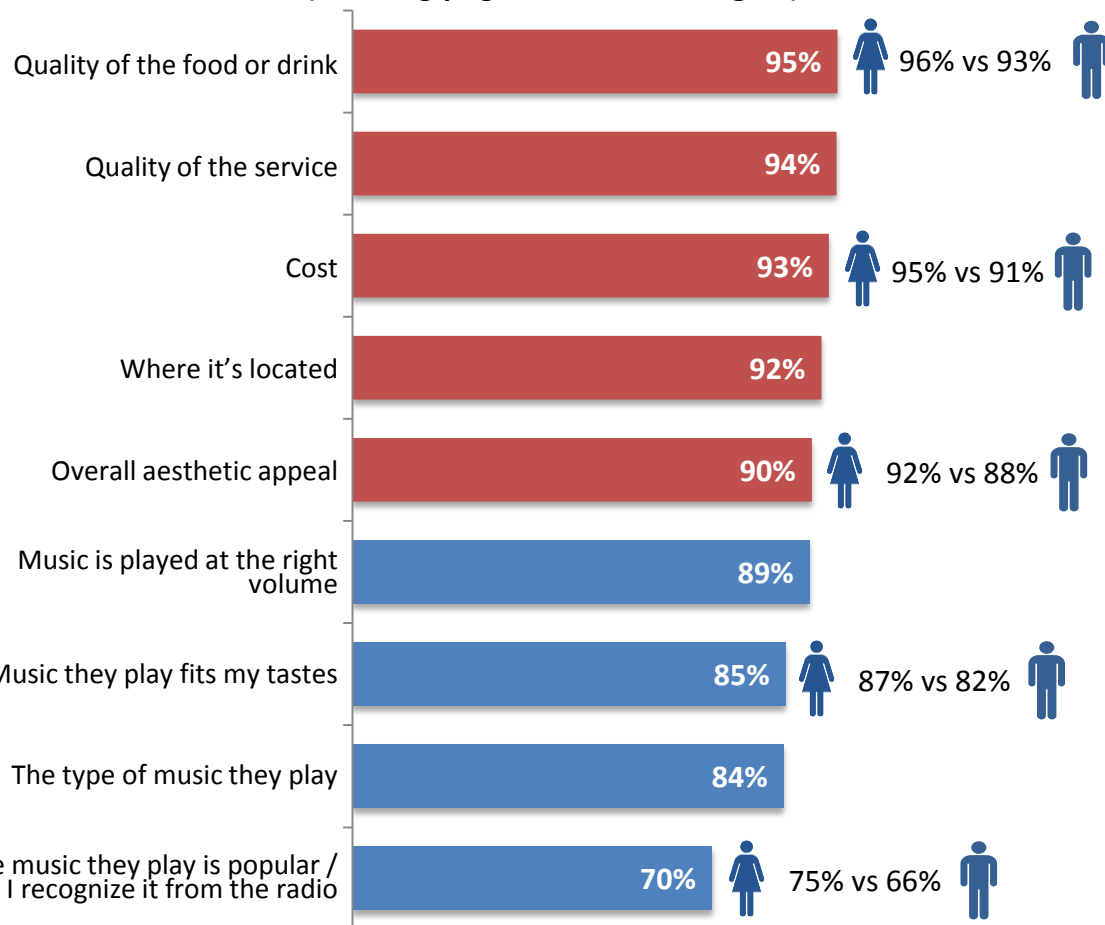
When hearing live music you enjoy in a bar or restaurant, how likely are you to do each of the following:

% Strongly / Somewhat agree	Total	Income				
		<\$35K	\$35-\$49K	\$50-\$74K	\$75K-\$99K	\$100K+
Enjoy your experience more	84%	83%	84%	85%	88%	86%
Return to the establishment	82%	82%	83%	83%	84%	84%
Recommend the place to others	79%	78%	80%	81%	83%	83%
Stay longer	76%	75%	75%	78%	81%	78%
Eat and drink more / Buy more	63%	63%	62%	66%	68%	66%
Share information about the bar / restaurant on social media	55%	58%	56%	55%	54%	56%

# CHARACTERISTICS IMPACTING RETURN TO / RECOMMENDATION OF ESTABLISHMENT

To what extent do you agree or disagree that each of the following characteristics would impact your decision to return to or recommend a bar or restaurant?

(% Strongly agree / Somewhat agree)



In general, the characteristics mentioned are important to the majority of Americans. Nearly nine-in-ten (89%) say that the volume of the music impacts their decision to return to or recommend a bar or restaurant. Additionally, music that fits their tastes (85%), type of music (84%), and that the music they play is popular (70%) also impact a decision to return or recommend a bar or restaurant.

Women and men differ significantly on numerous characteristics. Americans with children under 18 compared to households without children under 18 say that if music fits their tastes (89% vs 83%), and if the music they play is popular (80% vs 66%), they are more likely to agree their decision to return or recommend the establishment will be impacted.

# CHARACTERISTICS IMPACTING RETURN TO / RECOMMENDATION OF ESTABLISHMENT – AGE BREAKDOWN

To what extent do you agree or disagree that each of the following characteristics would impact your decision to return to or recommend a bar or restaurant?

% Strongly / Somewhat agree	Total	Age						
		18-49	50+	18-29	30-39	40-49	50-64	65+
Quality of the food or drink	95%	94%	96%	93%	94%	94%	95%	97%
Quality of the service	94%	94%	96%	93%	95%	94%	95%	97%
Cost	93%	92%	95%	90%	93%	92%	95%	95%
Where it's located	92%	91%	92%	89%	92%	93%	92%	93%
Overall aesthetic appeal	90%	88%	91%	86%	87%	92%	92%	91%
Music is played at the right volume	89%	87%	92%	83%	91%	90%	91%	92%
Music they play fits my tastes	85%	83%	86%	80%	85%	86%	88%	84%
The type of music they play	84%	84%	85%	81%	84%	87%	87%	81%
The music they play is popular / I recognize it from the radio	70%	73%	66%	71%	74%	75%	69%	60%

# CHARACTERISTICS IMPACTING RETURN TO / RECOMMENDATION OF ESTABLISHMENT – INCOME BREAKDOWN

To what extent do you agree or disagree that each of the following characteristics would impact your decision to return to or recommend a bar or restaurant?

	Income					
% Strongly / Somewhat agree	Total	<\$35K	\$35-\$49K	\$50-\$74K	\$75K-\$99K	\$100K+
Quality of the food or drink	95%	93%	94%	96%	96%	97%
Quality of the service	94%	93%	92%	97%	97%	97%
Cost	93%	92%	91%	96%	93%	92%
Where it's located	92%	90%	88%	95%	95%	92%
Overall aesthetic appeal	90%	87%	89%	91%	92%	92%
Music is played at the right volume	89%	88%	89%	90%	91%	92%
Music they play fits my tastes	85%	83%	86%	87%	87%	88%
The type of music they play	84%	84%	84%	87%	87%	83%
The music they play is popular / I recognize it from the radio	70%	74%	69%	74%	69%	63%

# IMPACT OF MUSIC AT A BAR / RESTAURANT

Agreement with the following statements:  
(% Strongly agree/ Somewhat agree)

Nine-in-ten (88%) Americans agree 'music helps create a more lively atmosphere in a bar / restaurant' and three-quarters (75%) of Americans agree 'when a bar or restaurant matches the music to its menu, it seems more authentic'. Half (50%) of Americans said they 'don't stay long in a restaurant or bar with no music'.

Older Americans are significantly less likely to agree with any of the statements about music. Americans with children under 18 are significantly more likely to agree with every statement about music in bars / restaurants.

Music helps create a more lively atmosphere in a bar / restaurant

88%



92% vs 87%



When a bar or restaurant matches the music to its menu, it seems more authentic

75%



83% vs 72%



I have gone to a restaurant/ bar specifically for the live music they play

60%



68% vs 57%



I have gone to a restaurant/ bar specifically because of the music they play

54%



63% vs 49%



I generally don't stay long in a restaurant or bar with no music

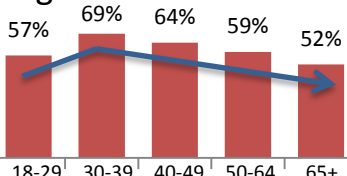
50%



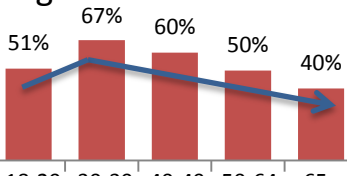
63% vs 43%



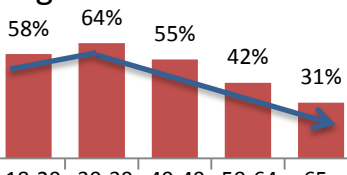
Age



Age



Age



Americans with children under 18



Americans without children under 18



# IMPACT OF MUSIC AT A BAR / RESTAURANT – AGE BREAKDOWN

Agreement with the following statements:

% Strongly / Somewhat agree	Total	Age						
		18-49	50+	18-29	30-39	40-49	50-64	65+
Music helps create a more lively atmosphere in a bar / restaurant.	88%	90%	86%	89%	91%	89%	88%	84%
When a bar or restaurant matches the music to its menu, it seems more authentic	75%	77%	73%	78%	76%	78%	73%	73%
I have gone to a restaurant/bar specifically for the <u>live</u> music they play.	60%	63%	56%	57%	69%	64%	59%	52%
I have gone to a restaurant/bar specifically because of the music they play.	54%	59%	46%	51%	67%	60%	50%	40%
I generally don't stay long in a restaurant or bar with no music	50%	59%	37%	57%	64%	55%	42%	31%

# IMPACT OF MUSIC AT A BAR / RESTAURANT – INCOME BREAKDOWN

Agreement with the following statements:

% Strongly / Somewhat agree	Income					
	Total	<\$35K	\$35-\$49K	\$50-\$74K	\$75K-\$99K	\$100K+
Music helps create a more lively atmosphere in a bar / restaurant.	88%	87%	86%	91%	92%	90%
When a bar or restaurant matches the music to its menu, it seems more authentic	75%	78%	70%	77%	78%	73%
I have gone to a restaurant/bar specifically for the <u>live</u> music they play.	60%	55%	60%	64%	70%	68%
I have gone to a restaurant/bar specifically because of the music they play.	54%	52%	55%	57%	61%	54%
I generally don't stay long in a restaurant or bar with no music	50%	52%	50%	52%	51%	46%

# IMPACT OF MUSIC IN A BAR / RESTAURANT

Agreement with the following statement:

*When I hear music in a bar / restaurant.....*

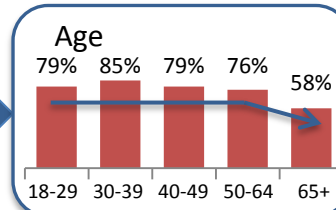
(% Strongly agree/ Somewhat agree)

...I notice the artist or track that is being played

76%



84% vs 71%

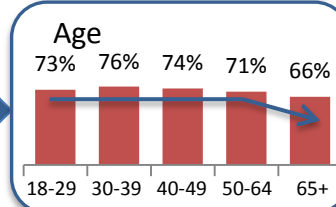


...it significantly impacts how I rate my overall experience

72%



76% vs 70%

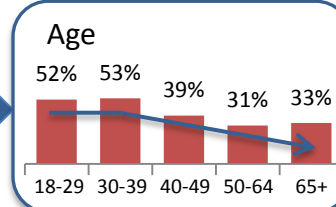


...I notice that there is sound, but I hardly notice the type of music

41%



46% vs 38%

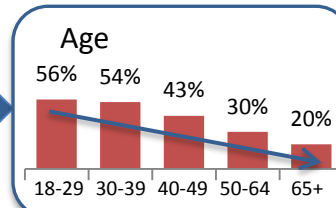


...It doesn't matter what type of music it is as long as there is music

41%



51% vs 35%



Americans with children under 18



Americans without children under 18

Three-quarters (76%) of Americans agree when they hear music 'they notice the artist or track that is being played' and 72% say when they hear music playing in a bar / restaurant 'it significantly impacts how they rate their overall experience'.

Americans with children under 18 as well as younger Americans are significantly more likely to 'notice the artist or track that is being played', 'notice that there is sound, but hardly notice the type of music', say that 'it doesn't matter what type of music it is as long as there is music' and say it significantly impacts how they rate their overall experience.

# IMPACT OF MUSIC IN A BAR / RESTAURANT – AGE BREAKDOWN

Agreement with the following statement: *When I hear music in a bar /restaurant.....*

% Strongly / Somewhat agree	Total	Age						
		18-49	50+	18-29	30-39	40-49	50-64	65+
...I notice the artist or track that is being played	76%	81%	69%	79%	84%	79%	76%	58%
...it significantly impacts how I rate my overall experience	72%	74%	69%	73%	75%	74%	71%	66%
...I notice that there is sound, but I hardly notice the type of music	41%	48%	32%	52%	53%	39%	31%	33%
...It doesn't matter what type of music it is as long as there is music	41%	51%	26%	56%	54%	43%	30%	20%

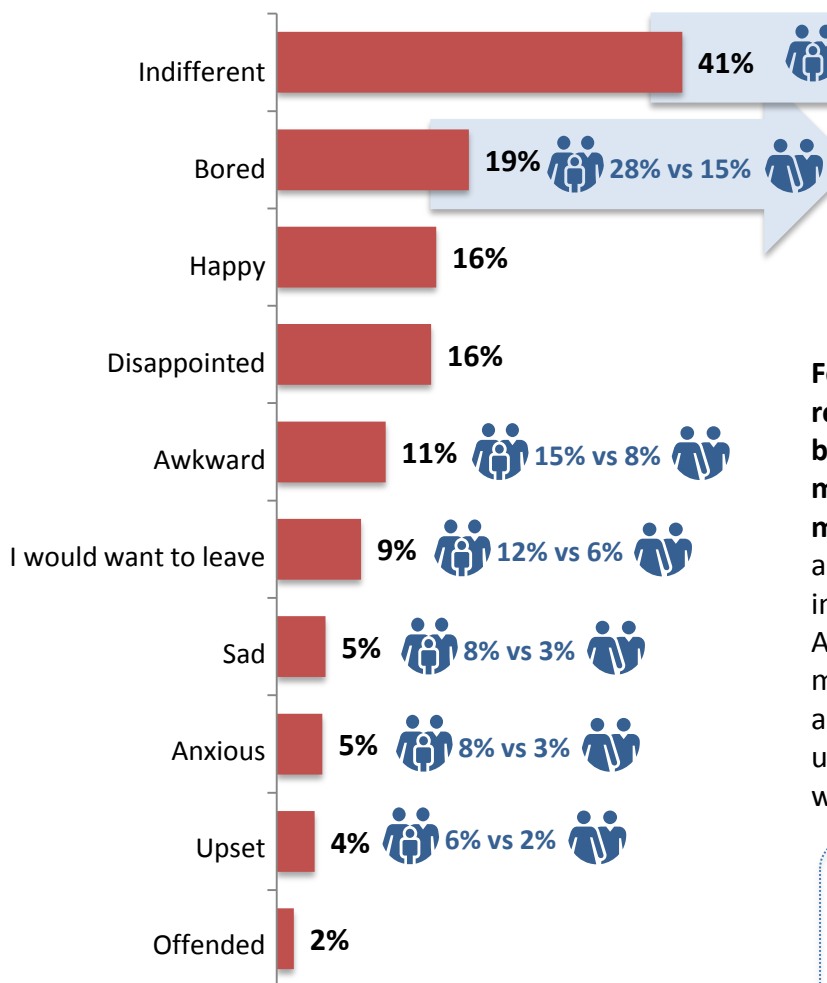
# IMPACT OF MUSIC IN A BAR / RESTAURANT – INCOME BREAKDOWN

Agreement with the following statement: *When I hear music in a bar /restaurant.....*

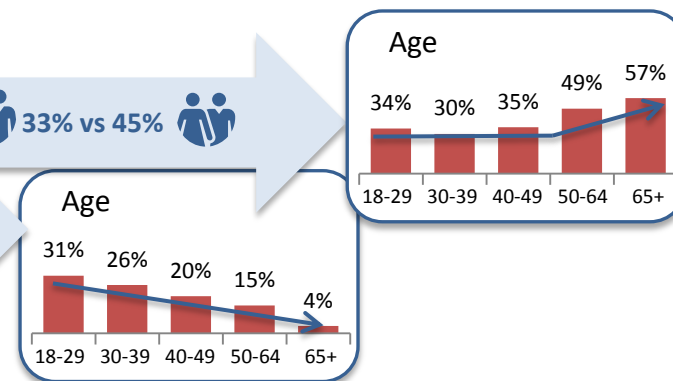
	Income					
% Strongly / Somewhat agree	Total	<\$35K	\$35-\$49K	\$50-\$74K	\$75K-\$99K	\$100K+
...I notice the artist or track that is being played	76%	76%	78%	78%	80%	74%
...it significantly impacts how I rate my overall experience	72%	72%	73%	73%	74%	75%
...I notice that there is sound, but I hardly notice the type of music	41%	43%	39%	41%	41%	40%
...It doesn't matter what type of music it is as long as there is music	41%	44%	43%	40%	39%	35%

# FEELING IF NO MUSIC IN A BAR / RESTAURANT

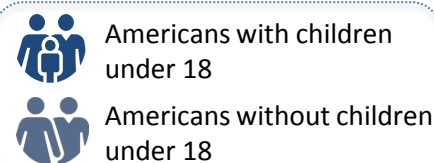
If you were at a restaurant/bar that didn't have music, how would you feel?



14% Don't know / prefer not to answer

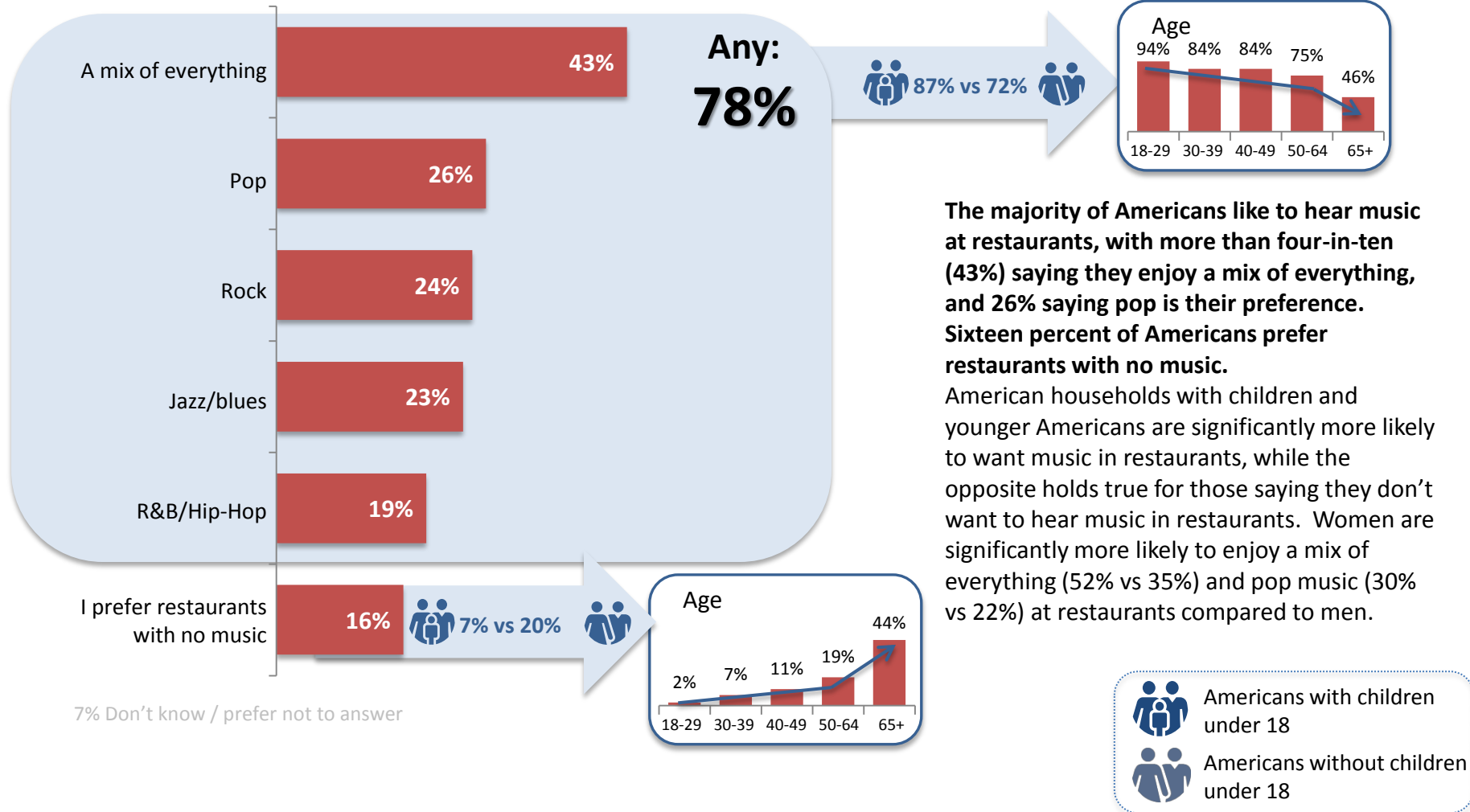


**Four-in-ten (41%) Americans feel indifferent about a restaurant with no music, while 19% say they would be bored and 16% said they would be disappointed with no music. On the other hand, 16% would be happy to have no music at a restaurant.** Families with no children under 18 and older Americans are significantly more likely to be indifferent, while families with children and younger Americans are significantly more likely to be bored with no music at a restaurant. Families with children under 18 are also significantly more likely to feel awkward, sad, anxious, upset or would want to leave, if they were at a restaurant with no music.



# TYPE OF MUSIC PREFERENCE AT A RESTAURANT

Which of the following types of music do you like to hear while you are out at a restaurant or bar?





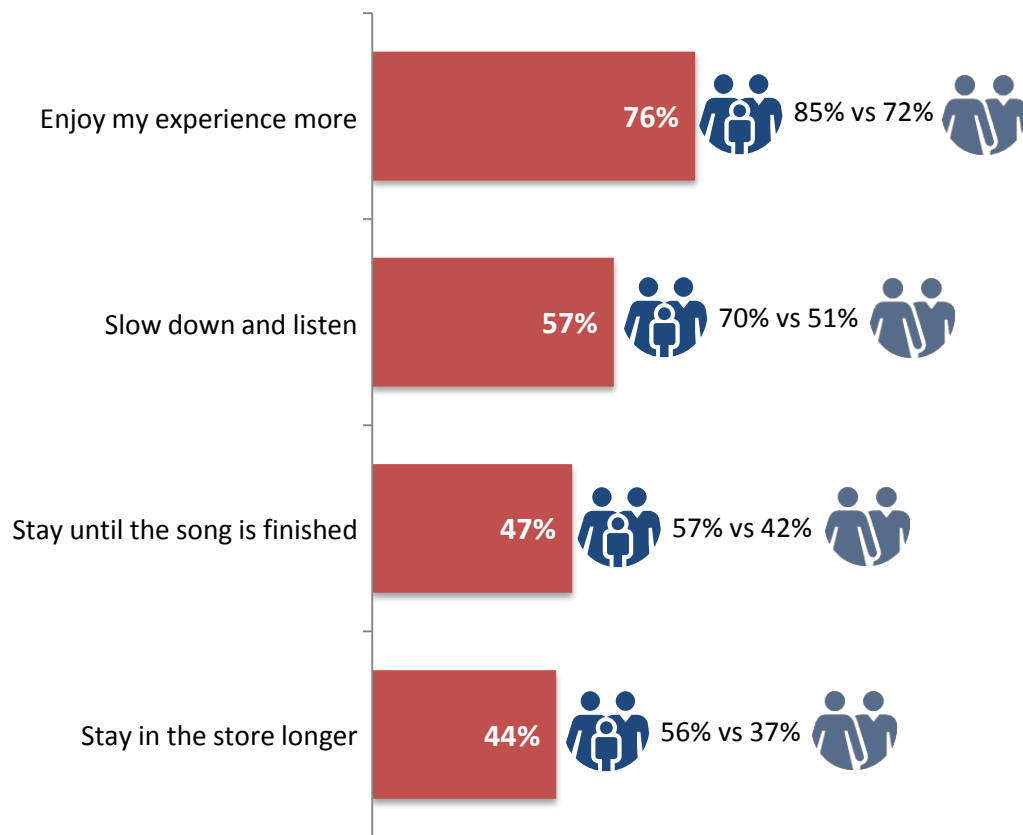
**Detailed Results:**  
**Grocery / Retail / Fitness Club Focused**

**Leger**



# IMPACT OF MUSIC AT A GROCERY STORE

When you hear music you like at a grocery store, how likely are you to do each of the following:  
(% Very likely / Somewhat likely)



**When Americans hear music they like at a grocery store, three-quarters (76%) are likely to enjoy their experience more, and 57% are likely to slow down and listen.**

Americans with children under 18 as well as older Americans (age 65+) are significantly more likely to enjoy their experience more, slow down and listen, stay until the song is finished, and stay in the store longer when hearing music they like at a grocery store.



Americans with children under 18



Americans without children under 18

# IMPACT OF MUSIC AT A GROCERY STORE – AGE BREAKDOWN

When you hear music you like at a grocery store, how likely are you to do each of the following:

		Age						
% Very / Somewhat likely	Total	18-49	50+	18-29	30-39	40-49	50-64	65+
Enjoy my experience more	76%	81%	70%	82%	81%	80%	76%	60%
Slow down and listen	57%	65%	46%	66%	67%	62%	51%	39%
Stay until the song is finished	47%	55%	36%	58%	57%	50%	42%	27%
Stay in the store longer	44%	53%	30%	53%	58%	49%	37%	20%

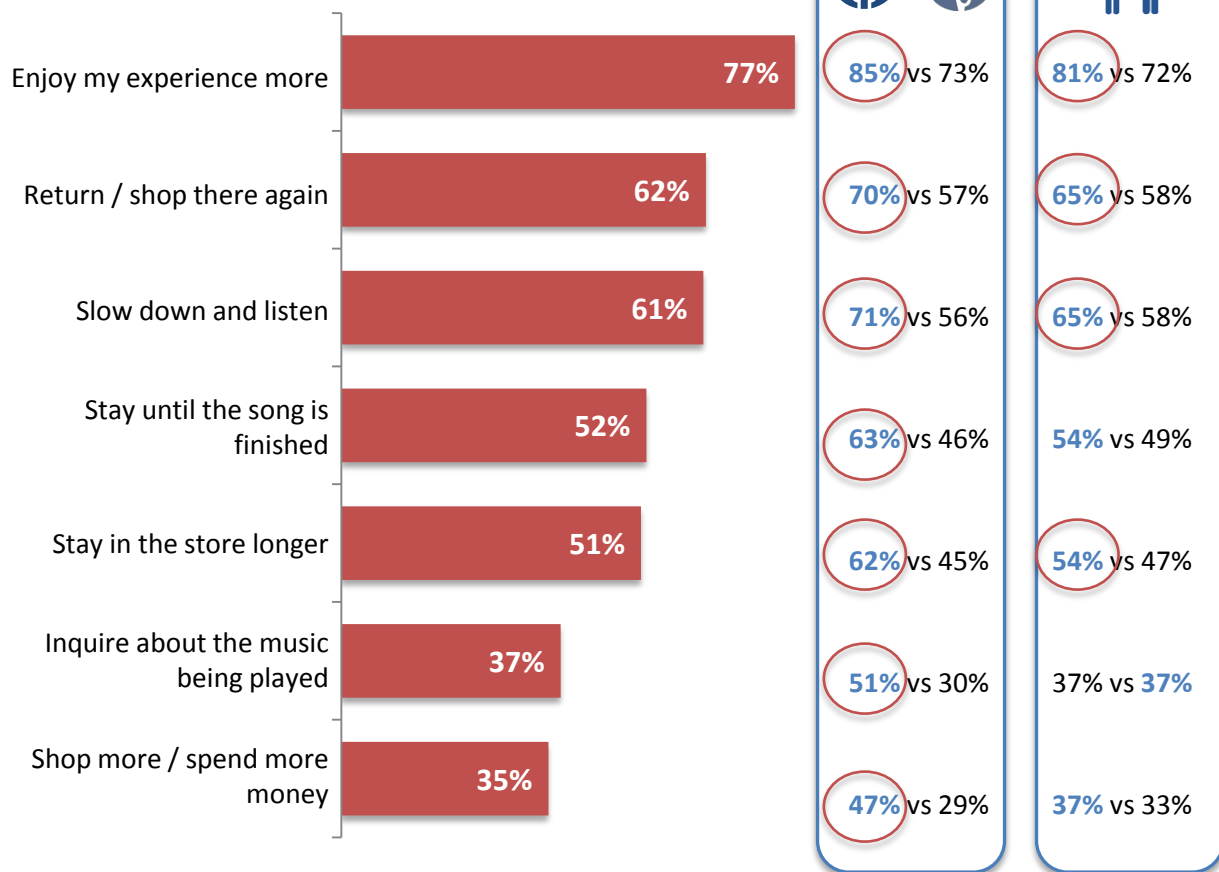
# IMPACT OF MUSIC AT A GROCERY STORE – INCOME BREAKDOWN

When you hear music you like at a grocery store, how likely are you to do each of the following:

	Income					
% Very / Somewhat likely	Total	<\$35K	\$35-\$49K	\$50-\$74K	\$75K-\$99K	\$100K+
Enjoy my experience more	76%	78%	75%	81%	78%	75%
Slow down and listen	57%	61%	53%	60%	57%	56%
Stay until the song is finished	47%	51%	46%	50%	47%	44%
Stay in the store longer	44%	47%	39%	46%	44%	41%

# IMPACT OF MUSIC AT A RETAIL STORE

When hearing music you enjoy in a retail store, how likely are you to do each of the following:  
(% Very likely / Somewhat likely)



Similar to hearing music in a grocery store, when Americans hear music they like at a retail store, three-quarters (77%) are likely to enjoy their experience more, 61% are likely to return / shop there again, and 62% are likely to slow down and listen.

Americans with children under 18 are significantly more likely to do each of the mentioned actions when hearing music in a retail store they enjoy.

Women are more likely to enjoy their experience more, return / shop there again, slow down and listen and stay in the store longer when hearing music they enjoy in a retail store.

Older Americans (age 65+) are significantly less likely to agree with any of the mentioned actions when hearing music they enjoy in a retail store.



Americans with children under 18



Americans without children under 18



Significantly higher

# IMPACT OF MUSIC AT A RETAIL STORE – AGE BREAKDOWN

When hearing music you enjoy in a retail store, how likely are you to do each of the following:

		Age						
% Very / Somewhat likely	Total	18-49	50+	18-29	30-39	40-49	50-64	65+
Enjoy my experience more	77%	82%	70%	83%	84%	79%	75%	61%
Return / shop there again	62%	67%	53%	68%	68%	66%	59%	45%
Slow down and listen	61%	68%	52%	72%	69%	63%	56%	46%
Stay until the song is finished	52%	59%	41%	61%	63%	54%	47%	31%
Stay in the store longer	51%	60%	37%	62%	64%	55%	44%	26%
Inquire about the music being played	37%	49%	20%	51%	54%	42%	25%	13%
Shop more / spend more money	35%	44%	22%	43%	51%	39%	26%	15%

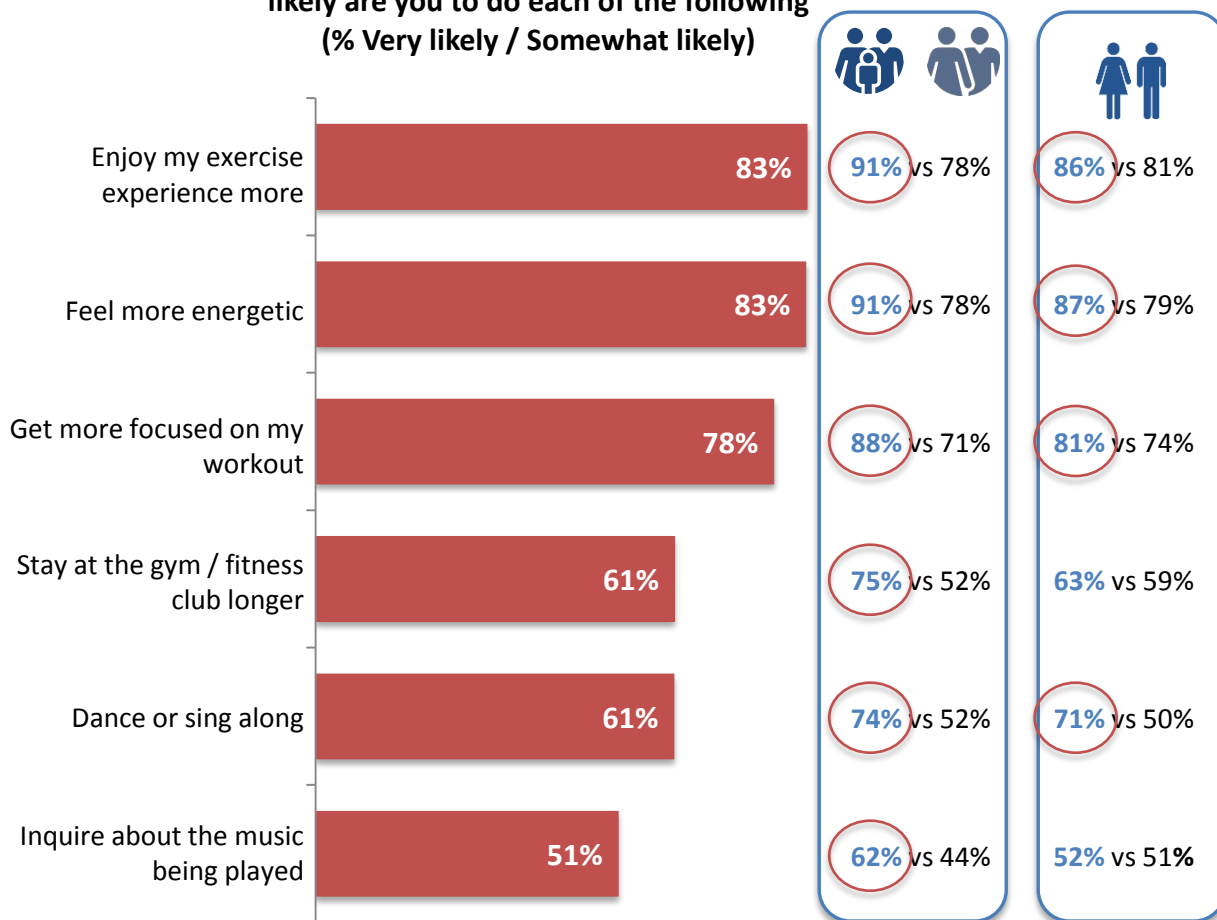
# IMPACT OF MUSIC AT A RETAIL STORE – INCOME BREAKDOWN

When hearing music you enjoy in a retail store, how likely are you to do each of the following:

	Income					
% Very / Somewhat likely	Total	<\$35K	\$35-\$49K	\$50-\$74K	\$75K-\$99K	\$100K+
Enjoy my experience more	77%	78%	78%	81%	75%	74%
Return / shop there again	62%	65%	63%	62%	60%	56%
Slow down and listen	61%	64%	61%	64%	60%	58%
Stay until the song is finished	52%	55%	51%	53%	51%	49%
Stay in the store longer	51%	52%	50%	54%	50%	50%
Inquire about the music being played	37%	40%	37%	37%	38%	36%
Shop more / spend more money	35%	37%	34%	38%	36%	31%

# IMPACT OF MUSIC AT A FITNESS CLUB

When hearing music you enjoy at a **fitness club** or gym, how likely are you to do each of the following  
(% Very likely / Somewhat likely)



Similar to hearing music in a grocery store and retail store, when Americans hear music they like at a **fitness club**, eight-in-ten (83%) are likely to enjoy their experience more and feel more energetic when hearing music they enjoy. Nearly eight-in-ten (78%) get more focused on their workout when hearing music they enjoy at the fitness club.

Once again, Americans with children under 18 significantly more likely do to each of the mentioned actions when hearing music in a fitness club they enjoy.

Women are more likely to feel more energetic, get more focused on their workout and dance or sing along when hearing music they enjoy at a fitness club.

Older Americans (age 65+) are significantly less likely to agree with any of the mentioned actions when hearing music they enjoy at a fitness club.



Americans with children under 18



Americans without children under 18

**Significantly higher**

# IMPACT OF MUSIC AT A FITNESS CLUB – AGE BREAKDOWN

When hearing music you enjoy at a fitness club or gym, how likely are you to do each of the following

% Very likely / Somewhat likely	Total	Age						
		18-49	50+	18-29	30-39	40-49	50-64	65+
Enjoy my exercise experience more	83%	88%	73%	91%	89%	84%	79%	62%
Feel more energetic	83%	88%	73%	89%	88%	85%	81%	60%
Get more focused on my workout	78%	85%	62%	89%	86%	79%	70%	49%
Stay at the gym / fitness club longer	61%	71%	40%	77%	74%	61%	47%	26%
Dance or sing along	61%	67%	48%	67%	68%	65%	57%	32%
Inquire about the music being played	51%	60%	32%	63%	62%	56%	38%	22%



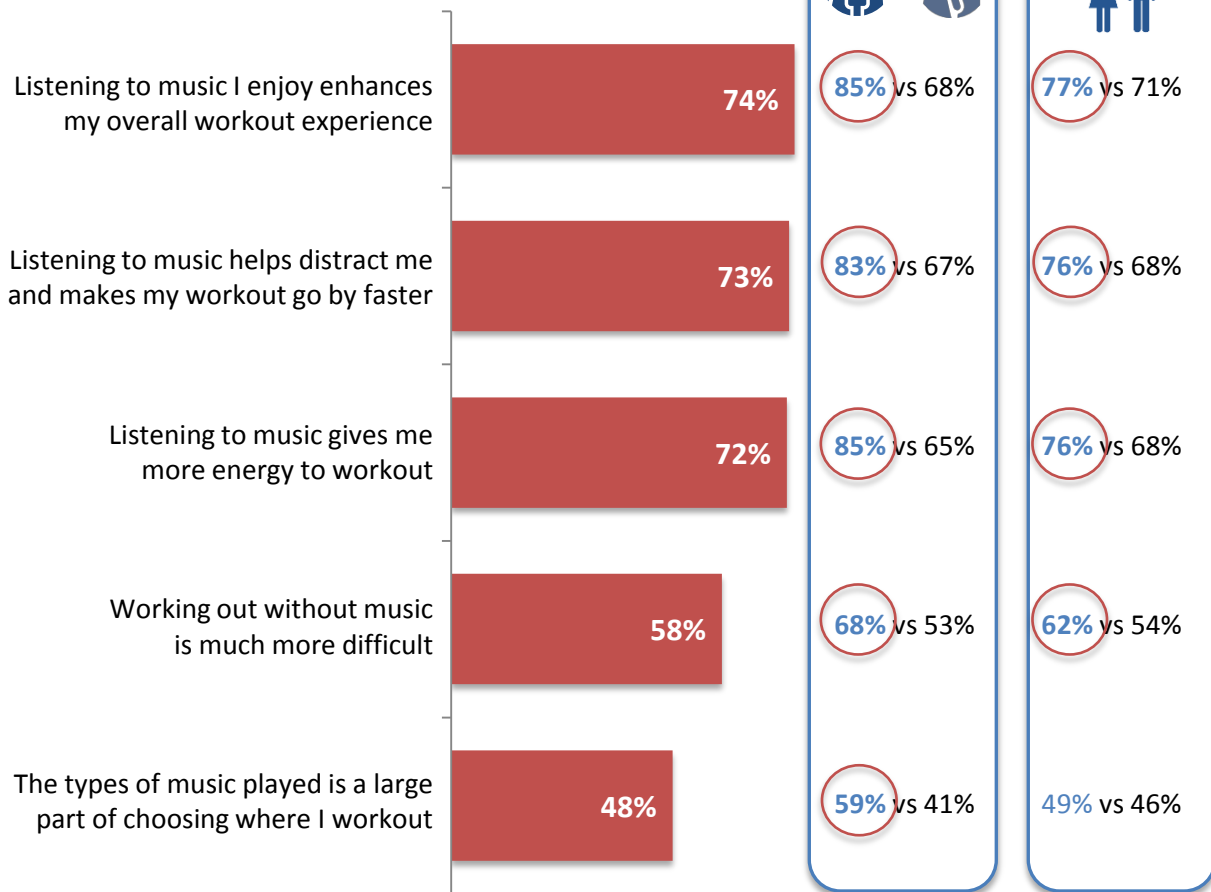
# IMPACT OF MUSIC AT A FITNESS CLUB – INCOME BREAKDOWN

When hearing music you enjoy at a fitness club or gym, how likely are you to do each of the following

	Income					
% Very / Somewhat likely	Total	<\$35K	\$35-\$49K	\$50-\$74K	\$75K-\$99K	\$100K+
Enjoy my exercise experience more	83%	82%	82%	85%	86%	85%
Feel more energetic	83%	81%	81%	86%	85%	86%
Get more focused on my workout	78%	78%	76%	81%	78%	77%
Stay at the gym / fitness club longer	61%	61%	64%	59%	60%	62%
Dance or sing along	61%	62%	60%	64%	59%	58%
Inquire about the music being played	51%	54%	54%	49%	50%	49%

# IMPACT OF MUSIC WHILE WORKING OUT

Agreement with the following statements:  
(% Strong agree/ Somewhat agree)



Slightly more than seven-in-ten Americans agree that 'listening to music they enjoy enhances the overall workout experience' (74%), 'helps distract them and make the workout go by faster' (73%) and 'gives them more energy to workout' (72%).

Once again, Americans with children under 18 are significantly more likely do to agree with the statements about music and its positive impact on working out.

Women are more likely to agree listening to music 'enhances the overall workout experience', 'helps distract them and make the workout go by faster', 'gives them more energy to work out', and 'that working out without music is much more difficult'.

Older Americans are less likely to feel a positive impact from working out with music.



Americans with children under 18



Americans without children under 18



Significantly higher

# IMPACT OF MUSIC WHILE WORKING OUT – AGE BREAKDOWN

Agreement with the following statements:

		Age						
% Strongly / Somewhat agree	Total	18-49	50+	18-29	30-39	40-49	50-64	65+
Listening to music I enjoy enhances my overall workout experience	74%	84%	60%	85%	88%	78%	67%	49%
Listening to music helps distract me and makes my workout go by faster	73%	83%	58%	85%	88%	75%	64%	50%
Listening to music gives me more energy to workout	72%	83%	56%	87%	86%	76%	63%	46%
Working out without music is much more difficult	58%	68%	44%	71%	72%	61%	50%	34%
The types of music played is a large part of choosing where I workout	48%	58%	32%	59%	66%	50%	37%	24%

# IMPACT OF MUSIC WHILE WORKING OUT – INCOME BREAKDOWN

Agreement with the following statements:

% Very / Somewhat likely	Income					
	Total	<\$35K	\$35-\$49K	\$50-\$74K	\$75K-\$99K	\$100K+
Listening to music I enjoy enhances my overall workout experience	74%	74%	73%	75%	78%	77%
Listening to music helps distract me and makes my workout go by faster	73%	71%	74%	75%	76%	75%
Listening to music gives me more energy to workout	72%	72%	72%	74%	75%	73%
Working out without music is much more difficult	58%	56%	58%	64%	61%	61%
The types of music played is a large part of choosing where I workout	48%	50%	49%	48%	45%	44%

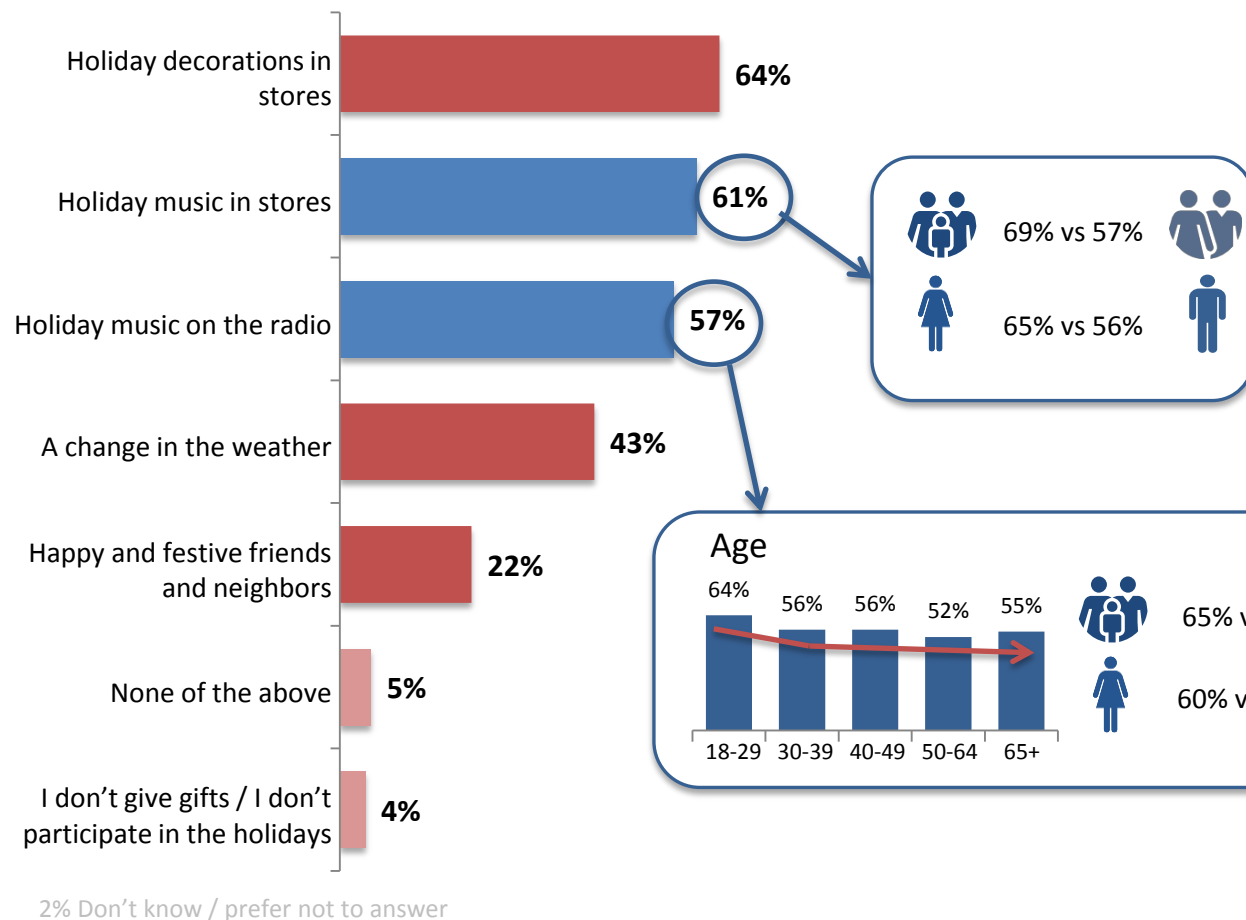


**Holiday Music**

**Leger**

# IMPACT OF HOLIDAY MUSIC

What are the first sign(s) that the winter holidays are coming and it's time to shop for gifts?



Two-thirds (64%) of Americans say the first sign of winter holidays coming is holiday decorations in stores, and six-in-ten say music in stores (61%) and holiday music on the radio (57%).

Americans with children under 18 and females are significantly more likely to say that holiday music in stores and holiday music on the radio are signs of winter holidays and time to shop for gifts.

Young Americans (age 18-29) are significantly more likely to say holiday music on the radio is a sign that winter holidays is coming and its time to shop for gifts.

Americans with children under 18

Americans without children under 18

# IMPACT OF HOLIDAY MUSIC – AGE BREAKDOWN

What are the first sign(s) that the winter holidays are coming and it's time to shop for gifts?

	Total	Age						
		18-49	50+	18-29	30-39	40-49	50-64	65+
Holiday decorations in stores	64%	65%	64%	67%	61%	65%	62%	67%
Holiday music in stores	61%	62%	58%	64%	58%	64%	57%	59%
Holiday music on the radio	57%	59%	53%	64%	56%	56%	52%	55%
A change in the weather	43%	44%	43%	45%	42%	44%	46%	38%
Happy and festive friends and neighbors	22%	26%	17%	28%	26%	24%	18%	15%
None of the above	5%	4%	7%	4%	3%	5%	5%	9%
I don't give gifts / I don't participate in the holidays	4%	3%	6%	3%	3%	4%	4%	8%
I don't know / prefer not to answer	2%	2%	1%	2%	3%	1%	2%	1%

# IMPACT OF HOLIDAY MUSIC – INCOME BREAKDOWN

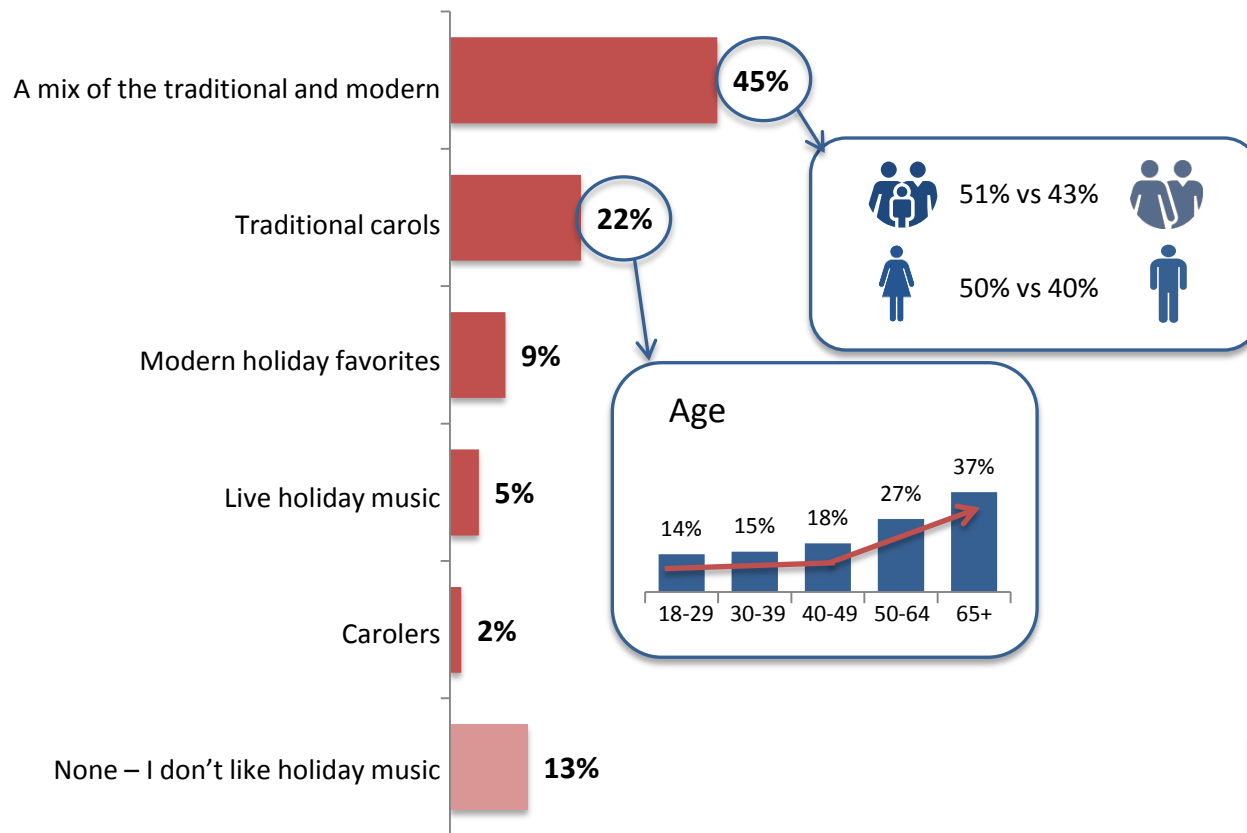
What are the first sign(s) that the winter holidays are coming and it's time to shop for gifts?

	Income					
% Very / Somewhat likely	Total	<\$35K	\$35-\$49K	\$50-\$74K	\$75K-\$99K	\$100K+
Holiday decorations in stores	64%	65%	67%	64%	68%	59%
Holiday music in stores	61%	61%	61%	64%	66%	54%
Holiday music on the radio	57%	57%	53%	61%	61%	53%
A change in the weather	43%	45%	42%	45%	39%	43%
Happy and festive friends and neighbors	22%	23%	24%	23%	22%	22%
None of the above	5%	6%	3%	3%	5%	7%
I don't give gifts / I don't participate in the holidays	4%	6%	3%	2%	2%	4%
I don't know / prefer not to answer	2%	1%	2%	2%	1%	1%



# PREFERENCE FOR HOLIDAY MUSIC

What kind of holiday music do you like to hear most when shopping?



4% Don't know / prefer not to answer

Nearly half (45%) of Americans like to hear a mix of traditional and modern holiday music when shopping, while one-in-five (22%) like to hear traditional carols. Slightly more than one-in-ten (13%) Americans do not like holiday music when shopping.

Americans with children under 18 and women are significantly more likely to enjoy a mix of traditional and modern music when shopping. Not surprisingly, older Americans enjoy traditional carols more than younger Americans.



Americans with children under 18



Americans without children under 18

# PREFERENCE FOR HOLIDAY MUSIC – AGE BREAKDOWN

What kind of holiday music do you like to hear most when shopping?

	Total	Age						
		18-49	50+	18-29	30-39	40-49	50-64	65+
A mix of the traditional and modern	45%	46%	44%	43%	47%	50%	46%	40%
Traditional carols	22%	16%	31%	14%	15%	18%	27%	37%
Modern holiday favorites	9%	13%	5%	14%	13%	11%	6%	3%
Live holiday music	5%	7%	2%	8%	8%	5%	2%	1%
Carolers	2%	2%	1%	4%	1%	1%	1%	2%
None – I don't like holiday music	13%	13%	13%	13%	13%	13%	13%	13%
I don't know /prefer not to answer	4%	3%	4%	4%	3%	2%	4%	4%

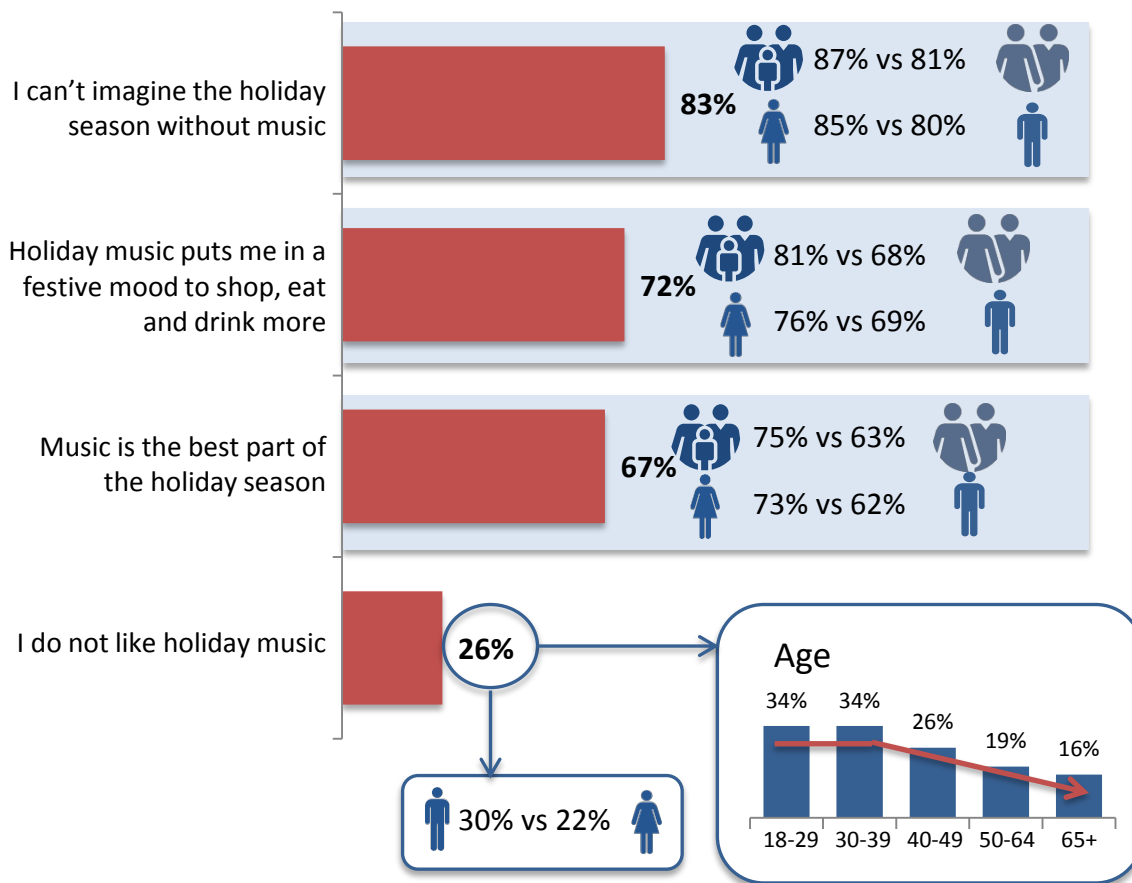
# PREFERENCE FOR HOLIDAY MUSIC – INCOME BREAKDOWN

What kind of holiday music do you like to hear most when shopping?

% Very / Somewhat likely	Income					
	Total	<\$35K	\$35-\$49K	\$50-\$74K	\$75K-\$99K	\$100K+
A mix of the traditional and modern	45%	43%	45%	48%	46%	52%
Traditional carols	22%	20%	25%	21%	25%	24%
Modern holiday favorites	9%	10%	10%	9%	11%	7%
Live holiday music	5%	5%	3%	6%	4%	4%
Carolers	2%	3%	2%	1%	2%	0%
None – I don't like holiday music	13%	16%	11%	11%	10%	11%
I don't know /prefer not to answer	4%	4%	4%	3%	2%	2%

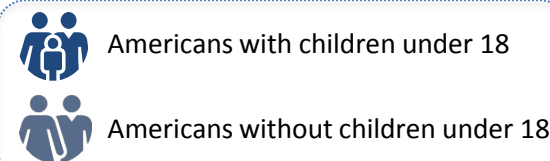
# IMPACT OF HOLIDAY MUSIC

Please indicate the extent to which you agree or disagree with the following statements:  
(% Strongly / somewhat agree)



In general, Americans are positive towards holiday music. Eight-in-ten (83%) Americans 'can't imagine the holiday season without music' and seven-in-ten (72%) say 'holiday music puts them in a festive mood to shop, eat and drink more'.

Americans with children under 18 and females are significantly more likely to agree they 'can't imagine the holiday season without music', 'holiday music puts them in a festive mood to shop, eat and drink more', and that 'music is the best part of the holiday season'. On the other hand, men are significantly more likely to say they 'don't like holiday music'. Also, younger Americans (age 18-39) are significantly more likely to say they do not like holiday music (34% vs 20%).



# IMPACT OF HOLIDAY MUSIC – AGE BREAKDOWN

Please indicate the extent to which you agree or disagree with the following statements:

		Age						
% Strongly / somewhat agree	Total	18-49	50+	18-29	30-39	40-49	50-64	65+
I can't imagine the holiday season without music	83%	82%	84%	81%	82%	82%	83%	85%
Holiday music puts me in a festive mood to shop, eat and drink more	72%	75%	68%	76%	77%	73%	71%	64%
Music is the best part of the holiday season	67%	69%	65%	68%	69%	70%	67%	62%
I do not like holiday music	26%	31%	18%	34%	34%	25%	19%	16%

# IMPACT OF HOLIDAY MUSIC – INCOME BREAKDOWN

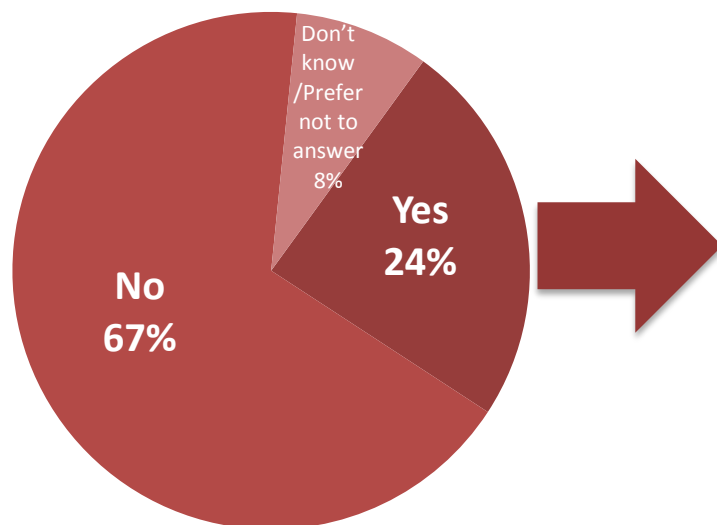
Please indicate the extent to which you agree or disagree with the following statements:

% Very / Somewhat likely	Income					
	Total	<\$35K	\$35-\$49K	\$50-\$74K	\$75K-\$99K	\$100K+
I can't imagine the holiday season without music	83%	79%	85%	87%	86%	84%
Holiday music puts me in a festive mood to shop, eat and drink more	72%	69%	73%	78%	79%	74%
Music is the best part of the holiday season	67%	67%	68%	71%	73%	65%
I do not like holiday music	26%	29%	25%	24%	21%	23%

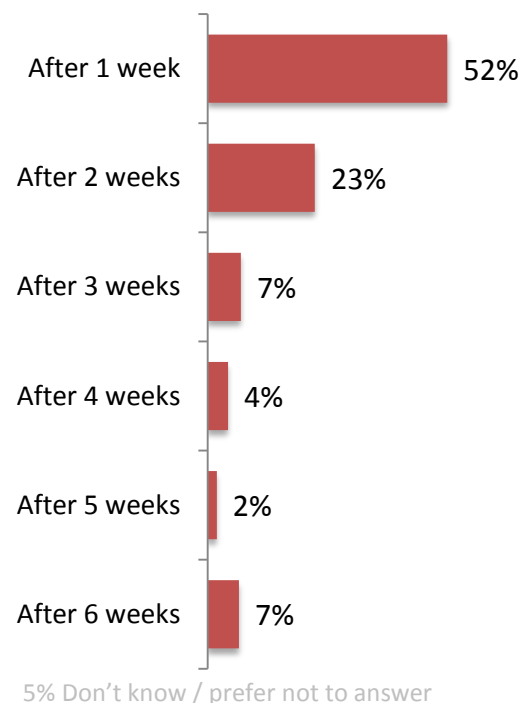
# IMPACT OF HOLIDAY MUSIC

One-quarter (24%) of Americans say repetitive holiday music is a deterrent to their holiday shopping. More than half (52%) who feel they are deterred by holiday music become burned out after one week of holiday music.

Is repetitive holiday music a deterrent to your holiday shopping?



At what point do you become 'burned' out on holiday music after the season begins?





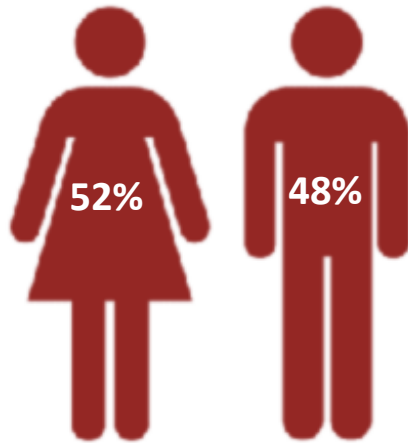
**Respondent Profile**

**Leger**



# Respondent Profile

## Gender

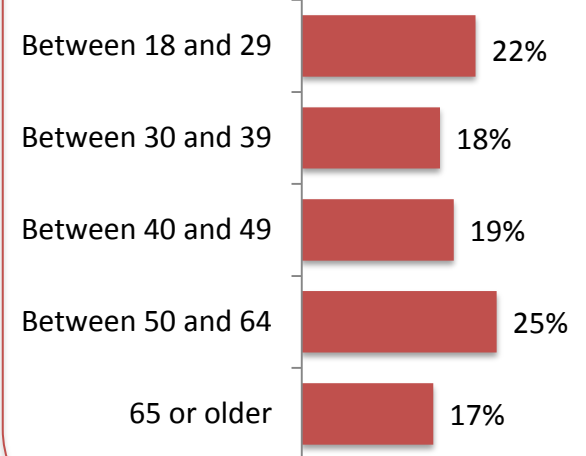


## Marital Status

Marital Status	% of Respondents
Married / Living as married	53%
Never married	31%
Divorced	10%
Widowed	3%
Separated	2%

1% don't know / prefer not to answer

## Age

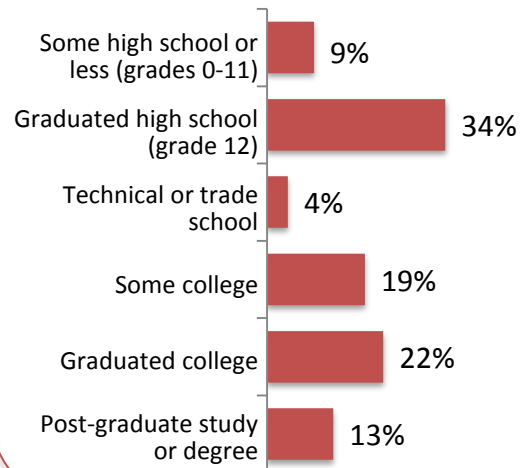


# Respondent Profile

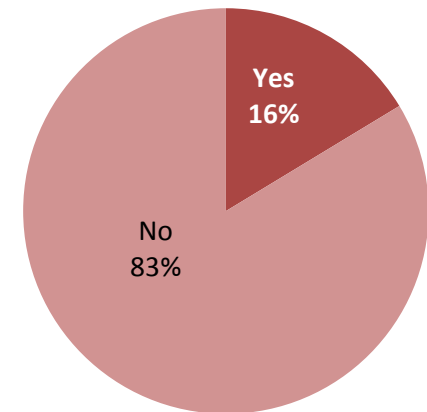
## Region

Region	% of Respondents
South	37%
West	23%
Midwest	22%
Northeast	18%

## Highest Level of Education



## Latino Decent?



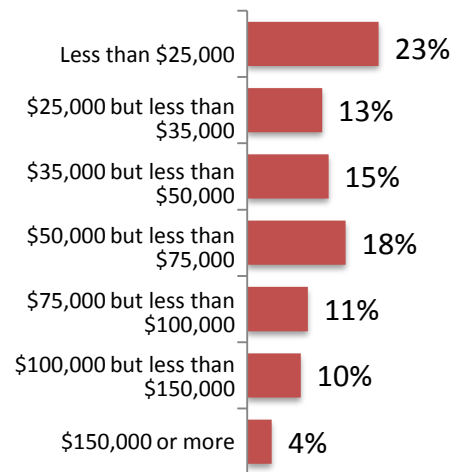
# Respondent Profile

## Ethnicity

Ethnicity	% of Respondents
White or Caucasian	71%
Hispanic or Latino	12%
Black or African-American	10%
American indian or Alaska native or other	4%
Asian or Asian-American	3%

1% don't know / prefer not to answer

## Income



6% don't know / prefer not to answer

## Employment status

Employment status:	% of Respondents
Employed part-time	16%
Employed full-time	35%
Temporarily Unemployed	8%
Not employed and not looking for work	2%
Disabled	7%
Retired	17%
Retired but working at a second occupation	1%
Full-time homemaker	9%
Student	4%

1% don't know / prefer not to answer

# Respondent Profile

## Number of people in household

# of People in household:	% of Respondents
1	21%
2	31%
3	18%
4	16%
5	7%
6	3%
7 or more	2%

1% don't know / prefer not to answer

## Number of children under 18 in household

# of children:	% of Respondents
0	55%
1	20%
2	15%
3	6%
4 or more	4%

1% don't know / prefer not to answer

# METHODOLOGY

## QUANTITATIVE RESEARCH

### INSTRUMENT

A survey of 2244 Americans was completed online between May 17th and May 24th.

A probability sample of the same size would yield a margin of error of +/-2.1%, 19 times out of 20.

## QUALITY CONTROL

Stringent quality assurance measures allow Leger to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients' needs with honesty, total confidentiality, and integrity.