



The value of music in pubs

Summary of *PRS for Music* research conducted by CGA
September 2011



Introduction

PRS for Music wanted to understand the 'Value of Music' in pubs so commissioned independent research from CGA Strategy Ltd. This research provides an indicator of the ways pubs and bars are using music and their link, if any, to sales.

They used a sample of music and non-music pubs to provide a comparative base from which to apply trended analysis, with a focus on understanding the value of music on takings.

Methodology

A pool of 194 individual venues (minimum statistically valid sample = 100) was used in the total pub music outlet sample. Research was conducted between – 04/09/11 to 17/09/11.

- The venues were chosen from the following set of operational types, (Late night) YPV circuit venues/ community wet led pubs and café bars - and have been chosen to correspond as closely as possible in relation to size of outlet, bar/leisure bands and operational features, GB wide.
- The data has been correlated from a combined sample of over 5,500 outlets for which CGA have detailed beer volumes based on EPOS, delivered in and flowmeter information. This was then used to create daily rate of sale statistics for volume and value to show differentials across the complete sample.

Key findings

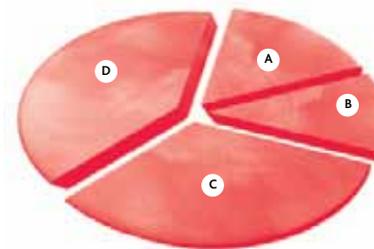
There is a significant uplift for music venues compared to non-music venues:

- Fri/Sat - Average value rate of sale uplift: **48.2%**
- Weekdays - Average value rate of sale uplift: **21%**

On average music venues:

- take **£306** more per day on wet sales (at weekends this can rise to as much as **£667** per venue per day).
- sell **36 more units/products per day** (at weekends this can rise to as much as **86 more units** per day).

Venues sampled 04/09/11 - 17/09/11



- A Cafe bar / wine bar / brasserie / bar & restaurant (31)
- B Circuit bar - traditional town (22)
- C Late night venues - young persons (63)
- D Community / wet led / local (78)

Boost your day's wet sales by **£306** on the days live music is played - and up to **£667** on Fridays and Saturdays.

There is clear and statistical evidence to suggest that most venues see an increase in volume, and value of sales, when live music is used.

