

# The value of music in pubs

## Summary of *PRS for Music* research conducted by CGA



A brief summary of key findings from the CGA research into the value of music in pubs and bars. *PRS for Music* commissioned three pieces of research:

1. Research utilising CGA's ROI tracking capability to compare pubs with a featured music offering to similar pubs without a featured music offering
2. A targeted survey of pub owners and managers.
3. Analysis of pub closures comparing music and non-music venues. CGA provide pub closure statistics to the industry.

### CGA Note on ROI research:

*"CGA ROI tracking methodology is designed to ensure the statistical validity of the data. ROI analysis is conducted using both a treatment group and a control group, both of which are subject to a T-Test to ensure the data sets are statistically different from one and other. On this basis we can be satisfied that the trends observed are statistically valid and relate, as far as is possible to tell, to the impact of music events on drink sales."*

### CGA Note on survey sample:

*"The sample (500 outlets) was specially created to provide a robust and broad cross section of venue and tenure types with a broad geographical spread."*

## Key Findings (ROI analysis)

### Summary of uplift gained when using music

	Unit Sales		Value	
	Units/day	%	£/day	%
Sun-Thurs	52	31	126	31
Fri-Sat*	184	56	485	60
All week	90	42	229	44

\*Fri/Sat are considered core weekend trading days.

March data shows that music pubs achieve 44% more wet sales revenue (worth almost £230 a day) during the week than non-music pubs, with a peak of 60% (£485) during core weekend trading. The data confirms that music pubs consistently achieve more wet sales revenue than non-music pubs every day of the week.

## Pub Closures

On average, pubs without featured music are three times more likely to close than pubs with featured music.

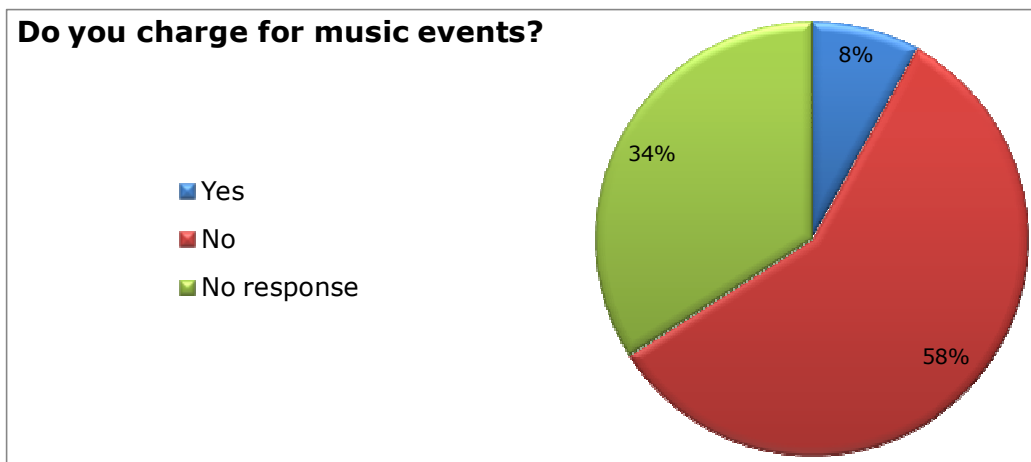
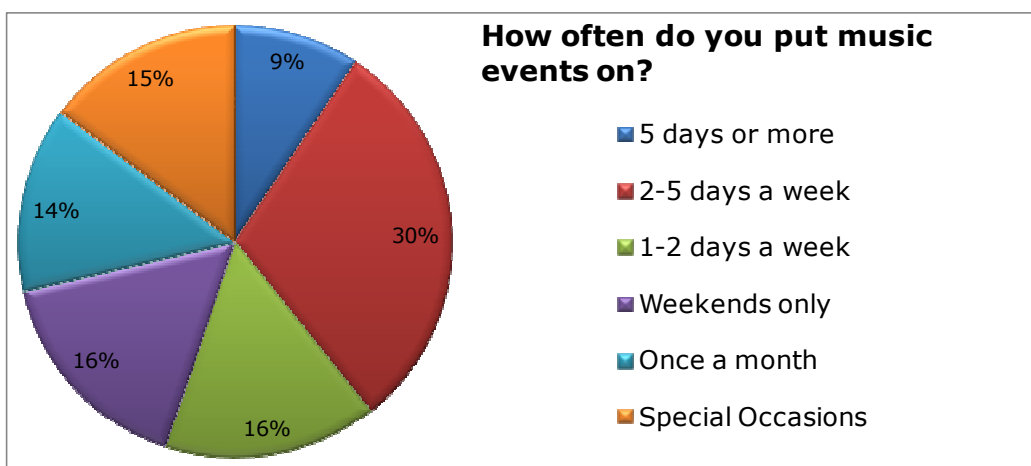
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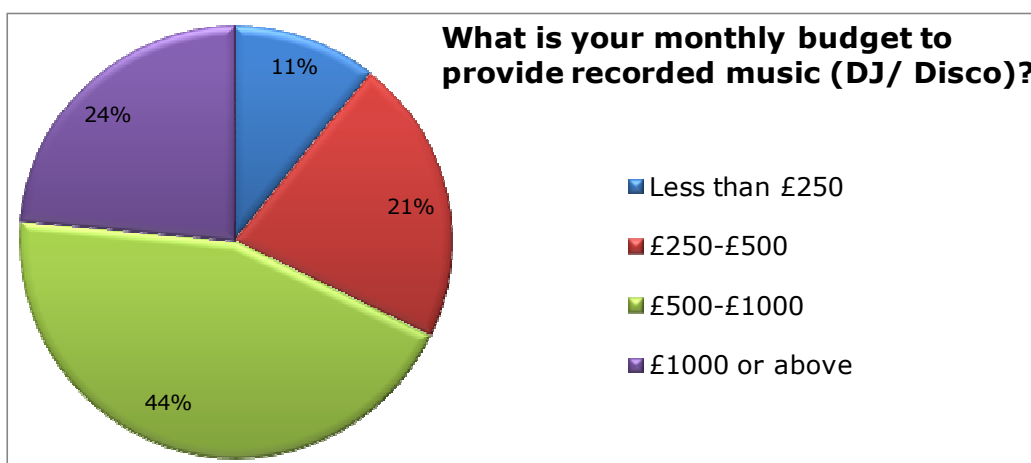
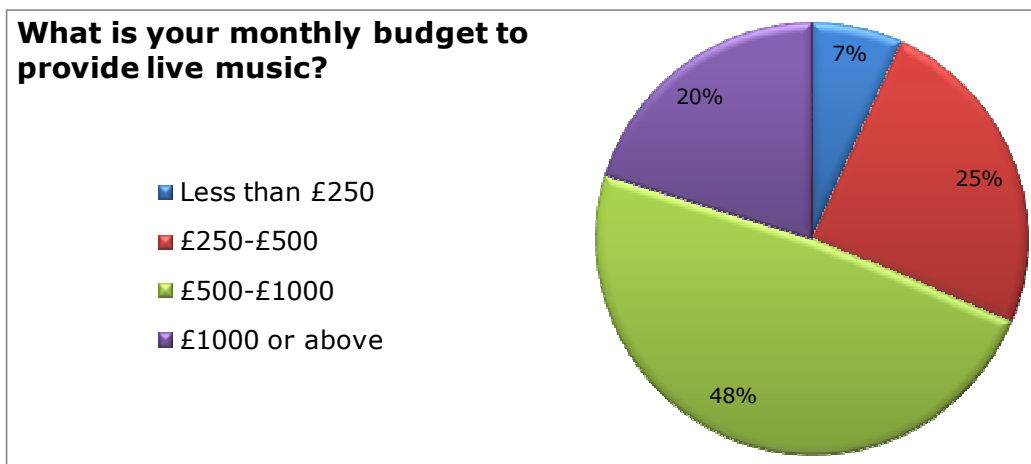
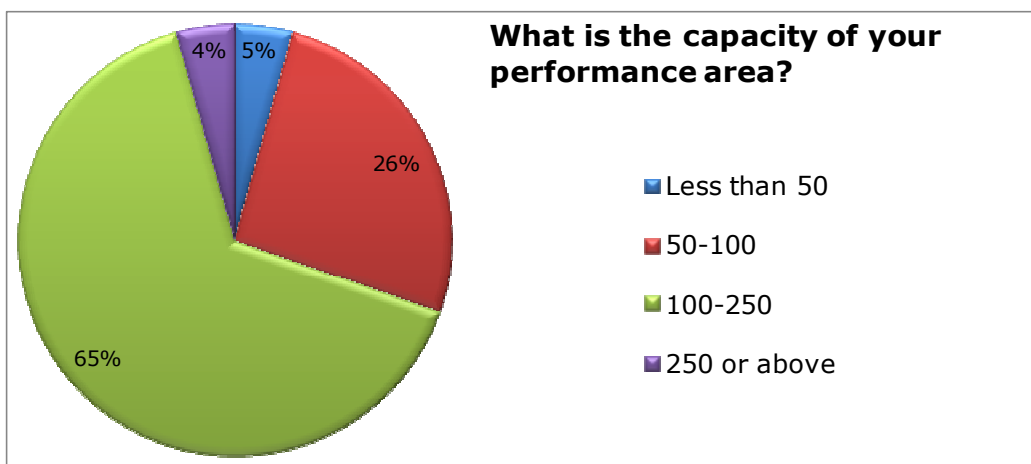
### Key Findings (Survey)

- 80% of pub managers said they felt music would help them survive the recession. One respondent said: "If we didn't have music we would have closed months ago"
- Live music is the best way to increase sales – with 24% of publicans reporting an increase in takings of 25%-50% on nights when they have music (compared to other nights) and 71% reporting an increase of 10-25%. (This was in comparison to different nights in their own premises – rather than to other non-music pubs).
- 96% of pubs said the capacity of their performance area was 250 or less. 30% had a capacity of 100 or less.
- One respondent said: "Since taking over 6 months ago, we do music 6 nights a week where there was none before and profits doubled"



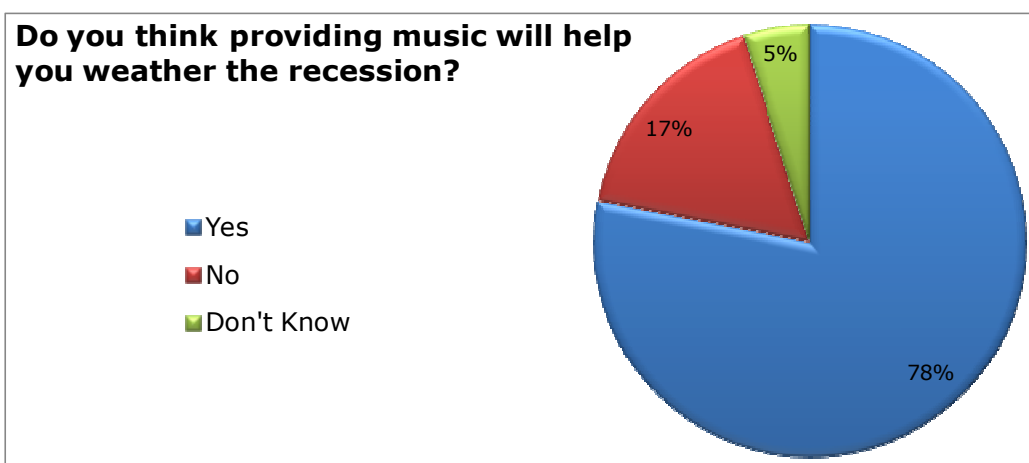
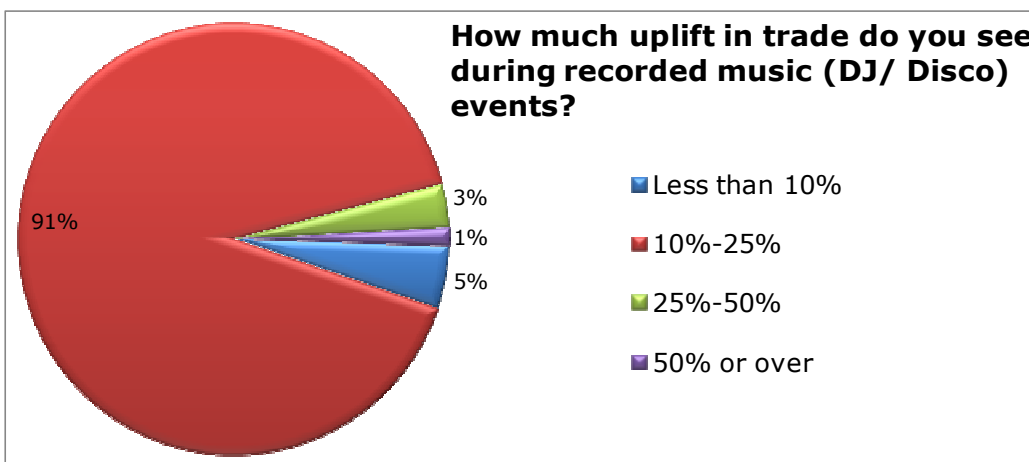
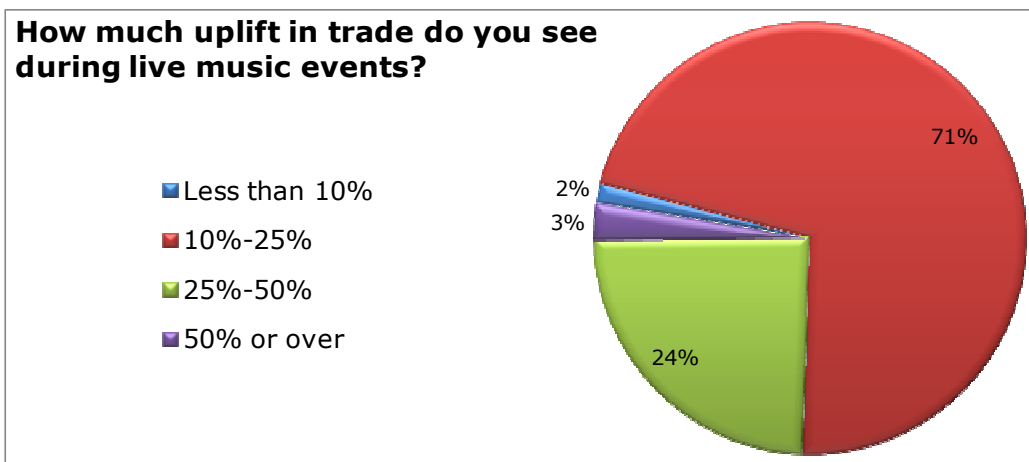
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### Further information

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