

TV IS A TURN OFF AS BRITS PICK POP

The popularity of music is surging with nearly half of Britons (48 per cent) listening to music more often than they were a year ago according to new research* from Lloyds TSB Note for Note. This dramatic increase may be due in part to our love affair with technology as nearly one in 10 of us (8 per cent) now listen to music on an iPod.

Television is proving to be a real turn off among stressed out Brits with 19 per cent of those surveyed claiming that the reason they are listening to more music is because they find it more relaxing than watching TV and one in 10 stating that there simply isn't anything decent on the box anymore.

Other reasons people gave for turning on their radio and stereo more often included the ability to listen while doing other things (30 per cent) and the fact that they can listen to music and talk to their partner or friends at the same time (12 per cent).

Over a third (39 per cent) of people listen to music for between 30 minutes and two hours every day but 22 per cent listen for up to five hours daily. Nearly one in 10 (eight per cent) of pop princesses and rock gods listen to music for over five hours every day.

Most popular places / times to listen to music

In the car	62%
At the weekend	52%
After work at home	41%
First thing in the morning when getting ready for work	35%
At work	22%
On my i-pod	8%

... / more

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Yasmin Hughes, Head of the Lloyds TSB Note for Note programme, said: “Music is experiencing a real renaissance as more and more people are leaving their TV remote control down the side of the sofa and turning on their radio or CD player. Unlike television, music is great for helping people to relax. It’s also a great companion at home or on the move. The popularity of our Note for Note campaign is an example of how many people are increasingly tuned into music.”

Lloyds TSB recently launched Note for Note, a £10 million campaign bringing more music to young people across the country. The programme is the first of its kind in Britain and is backed by leading players in the music industry and endorsed by Government. Note for Note aims to inspire creativity and stimulate more interest among the nation’s young people through music. The campaign allows Lloyds TSB customers to donate the spare pennies from their bank balance every month to a school of their choice. The school has access to various heavily subsidised musical offerings. For further information visit www.lloydstsb.com

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Notes to editors:

1082 people were surveyed by Tickbox.net in February 2005

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