

FIRST NATIONAL MUSIC SURVEY REVEALS FUTURE GENERATIONS MAY LOSE THE GIFT OF PLAYING A MUSICAL INSTRUMENT

Submitted by: Yamaha Music London (Morvan)

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- AMAZING 60% ADULTS WANT TO LEARN
- REVEALS SHOCKING LACK OF ENCOURAGEMENT FOR KIDS TO LEARN TO PLAY
- DISCOVERS OPTIMUM AGE TO LEARN TO PLAY
- FINDS THE BEST INSTRUMENT FOR BEGINNERS

Yamaha Music London, Yamaha's flagship music store in Wardour Street, Soho London, has conducted its' first ever survey of over 1,000 adults across the UK to discover their views on learning to play a musical instrument. An amazing 60% of adults say they want to learn and the start of the New Year is the perfect time to start but sadly the future doesn't look so rosy for children who want to learn to play.

Only a generation ago, families made their own music gathered round the piano, singing Christmas Carols or performing a party piece. Today music is all around. Families have access to music from streaming devices, kids hear music in the car going to school and the music charts are even broadcast live on kids TV.

But...the findings reveal that despite 85% of those polled agreeing that children benefit from playing a musical instrument, a staggering 77% believe that there is a shocking lack of encouragement for children to learn to play despite the best efforts of the UK Music Industry, with the Music MIA (Music Industries Association) and companies like Yamaha to the fore.

Give the Gift of a Lifetime

Science has shown that students who have music lessons have an improved IQ, better memory and concentration skills. Much has been written about the health benefits and improved well-being that playing a musical instrument can bring to kids and adults but it seems that despite being surrounded by music 24-7 with sound at our fingertips from the moment we wake up, learning to play a musical instrument isn't a priority for children.

The joy of learning to play a musical instrument is in danger of becoming a lost art without encouragement and support from parents and schools. 50% of those polled verified that school was traditionally the place to learn to play a musical instrument.

Yamaha Music London Store Manager Nigel Hill explains: "We are recommending that you throw away apps, games and gizmos and pick up an instrument – it might just be the start of a life-long passion or career."

The Optimum Age to Learn

The good news is that anyone can learn to play at any age, however the Yamaha Music London survey found that the optimum age to learn to play is between 6-10 years of age and that the best starter instruments

are Piano and Guitar.

Try Before You Buy

Yamaha's European flagship store located in Wardour Street, a minute's walk away from Oxford Street, has everything you need to become a musician. The world famous Piano Hall is a must-see or try rocking out with guitars, synths, drums and the PA and Home Studio with its own stage and the largest Yamaha Guitar wall in Europe.

Taking centre stage on the ground floor are digital pianos and keyboards, orchestral instruments and essential sheet music.

Professional musicians and experts are on hand to give advice and throughout the year Yamaha Music London hosts free live music, demonstrations, workshops and classes for all ages and abilities.

For more information: www.yamahamusiclondon.com/

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