Salon Client Demographic Music Analysis

In [Episode 60](#) of Marketing 100 on [The Salon Business Show](#) we explored how to create the perfect salon playlist that delights clients and energizes staff.

Your clients' demographics significantly influence their music preferences. This worksheet helps you analyze your clientele, understand their musical tastes, and create playlists that resonate with your specific audience. When clients hear music they connect with, they feel more comfortable, stay longer, and develop stronger loyalty to your salon.

PART 1: SALON CLIENT PROFILING

Demographic Breakdown

Estimate the percentage of your clients that fall into each demographic segment:

Age Distribution

Age Group	Percentage	Typical Visit Frequency	Primary Services
Gen Z (18-26)	___%		
Millennials (27-42)	___%		
Gen X (43-58)	___%		
Baby Boomers (59-77)	___%		
Silent Gen (78+)	___%		

Gender Distribution (approximate)

Gender	Percentage
Women	___%
Men	___%
Non-binary/Other	___%

Client Lifestyle Segments

Check the top 3 lifestyle segments that represent your clientele:

□ Urban professionals
□ Suburban parents
□ Luxury seekers
□ Budget-conscious
□ Wellness enthusiasts
□ Fashion-forward
□ Natural/organic focused
□ Traditional/conservative
□ Other: _____

PART 2: GENERATIONAL MUSIC PREFERENCES

Formative Years Music Impact

Music from people's formative years (ages 12-25) creates the strongest emotional connections. For your client demographics, these influential periods would be:

Client Age Group	Formative Years	Key Musical Genres & Artists	Notable Cultural Events
Gen Z (18-26)	2009-2023		
Millennials (27-42)	1995-2011		

Gen X (43-58)	1979-1995		
Baby Boomers (59-77)	1960-1979		
Silent Gen (78+)	Pre-1960		

Generational Music Preferences Chart

Generation	Generally Responds Positively To	Often Responds Negatively To	Safe Choices
Gen Z			
Millennials			
Gen X			
Baby Boomers			
Silent Gen			

Nostalgic Triggers By Generation

Nostalgic music creates powerful positive emotions. Note key nostalgic triggers for your primary client segments:

- Gen Z nostalgic triggers: _____
- Millennial nostalgic triggers: _____
- Gen X nostalgic triggers: _____
- Baby Boomer nostalgic triggers: _____
- Silent Gen nostalgic triggers: _____

PART 3: TIME & SCHEDULE ANALYSIS

Client Traffic Patterns

Analyze when different demographic groups typically visit your salon:

Time Period	Primary Client Demographics	Music Strategy Adjustments
Weekday mornings		
Weekday afternoons		
Weekday evenings		
Saturday mornings		
Saturday afternoons		
Sundays		

Seasonal Demographic Shifts

Note any seasonal changes in your clientele:

Season/Time of Year	Client Demographic Shifts	Music Adaptation Strategy
Winter		
Spring		
Summer		
Fall		
Holiday periods		

PART 4: VOLUME & TEMPO PREFERENCES BY DEMOGRAPHIC

Age-Related Volume Sensitivities

Research shows different age groups have different volume tolerances and preferences:

Age Group	Preferred Volume Level	Notes
18-30	Medium to Medium-High	Can tolerate higher volumes; often associate volume with energy
31-45	Medium	Balanced approach; sensitive to very loud music
46-65	Low to Medium	Increasingly sensitive to higher volumes
65+	Low	Often find higher volumes uncomfortable or distracting

Music Tempo Preferences

Different demographics often respond differently to music tempo:

Client Group	Tempo Preferences	Effect on Behavior
Younger clients		
Middle-aged clients		
Older clients		
Morning clients		
Evening clients		

PART 5: CLIENT MUSIC PREFERENCE RESEARCH

Client Survey Questions

Consider implementing these questions in your client intake forms or follow-up surveys:

1. What type of music do you enjoy hearing during your salon visit? □ Upbeat/energetic □ Calm/relaxing □ Current hits □ Classics □ Instrumental only □ Other: _____
2. Is there any music that would make you uncomfortable during your visit?
   _____
3. Do you prefer: □ Background music □ Prominent music □ No music
4. What artists or genres put you in a positive mood?
   _____
5. Would you prefer to: □ Hear salon-selected music □ Use headphones for your own music

Observation Tracking Sheet

Use this sheet to track client reactions to different music over a 2-week period:

Date	Time	Music Playing	Client Demographics	Observed Reactions	Notes

PART 6: CULTURAL & GEOGRAPHICAL CONSIDERATIONS

Local Cultural Influences

Consider how your salon's location influences music expectations:

1. Regional musical preferences in your area: _____
2. Cultural diversity of your client base: _____
3. Local events/festivals that influence musical tastes: _____
4. Regional sensitivities to certain music types: _____

Multi-Cultural Client Considerations

If your salon serves a diverse clientele, consider these factors:

1. Cultural celebration periods when music could be themed: _____
2. Multi-cultural music options that cross boundaries: _____
3. Potentially divisive music to avoid: _____

PART 7: SERVICE-SPECIFIC DEMOGRAPHIC TRENDS

Service-Client-Music Mapping

Different services attract different demographics and require different music approaches:

Service Type	Primary Client Demographics	Recommended Music Approach
Color services		
Cuts		
Styling		
Treatments		
Spa services		
Nail services		

PART 8: DEMOGRAPHIC PLAYLIST STRATEGY

Primary Client Personas

Based on your analysis, identify your 2-3 primary client personas:

Persona 1: _____

- Age range: _____
- Lifestyle: _____
- Visit frequency: _____
- Primary services: _____
- Music preferences: _____

Persona 2: _____

- Age range: _____
- Lifestyle: _____
- Visit frequency: _____
- Primary services: _____
- Music preferences: _____

Persona 3: _____

- Age range: _____
- Lifestyle: _____
- Visit frequency: _____
- Primary services: _____
- Music preferences: _____

Playlist Strategy By Persona

Create a targeted playlist strategy for each primary persona:

Client Persona	Key Artists/Genres	Sample Tracks	Volume Level	When to Play
Persona 1				
Persona 2				
Persona 3				

PART 9: IMPLEMENTATION PLAN

Music Schedule Based on Demographics

Create a weekly music schedule based on client traffic patterns:

Day	Morning	Afternoon	Evening
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Saturday			
Sunday			

Client Feedback Loop

How will you gather ongoing feedback about your music from different demographic groups?

□ Post-visit surveys (digital) □ Comment cards at checkout □ Active social media polling □ Direct questions during service □ Focus groups with loyal clients □ Other: _____

PART 10: MEASURING SUCCESS BY DEMOGRAPHIC

Success Metrics Tracking

Track how different demographics respond to your music strategy:

Client Demographic	Positive Indicators	Negative Indicators	Adjustments Made

Continuous Improvement Plan

Schedule regular reviews of your demographic music strategy:

□ Monthly review of client feedback by demographic group □ Quarterly analysis of demographic shifts in clientele □ Seasonal playlist updates based on demographic preferences □ Annual comprehensive demographic music strategy review

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