



Customer insight: Playing music in your business

The impact of listening to background music when purchasing goods and receiving other services.

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TheMusicLicence

In this survey the term 'business' refers to shops & stores, salons, barbers & beauty premises and hospitality based businesses such as restaurants, pubs, bars, cafés & hotels.

82%

of customers believe playing background music creates a better atmosphere in a business.

76%

of customers enjoy listening to background music when in a business.

84%

agree that playing background music creates a better customer experience.

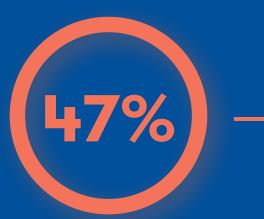
47%

of customers believe there are awkward silences when no music is being played at a business.

people believe that different genres of music have the power to influence a person's perception of a brands identity.



agree that playing background music in a business makes customers feel more comfortable and relaxed.



of customers would be inclined to stay longer in restaurants, cafés and other businesses if background music was being playing.



Additionally, 41% of people would potentially stay for longer if the right music was being played.

We surveyed 500 people in the UK to discover the impact of listening to background music when purchasing goods and receiving other services from various sectors. Survey conducted via Attest in February 2023.











