

Customer insight: Playing music in your business

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



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.

3/5

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

85%

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

47%

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

41%

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