

The Power of Music

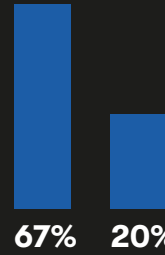
Music amplifies everything it touches, not just in our personal lives but our professional ones too! Here we share what 2000 people think about using music in UK businesses and the benefits that playing it can bring.



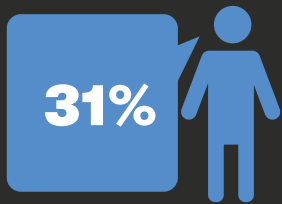
Restaurant owners, take note - 40% of adults said that they are more likely to indulge in an extra treat if pop music plays in a pub or cafe. Soul and Jazz are also popular, depending on the ambiance you're aiming for.



66% of UK adults say that the type of music a shop or business plays influences what they buy.



67% 20%



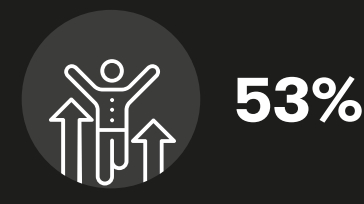
Classical tunes encourage 31% of restaurant diners to order more expensive items on the menu.

When thinking about the best customer experience, music could be a good place to start given that 67% of people admit to LEAVING a venue after realising no songs were playing. This scenario is most common in pubs - where one in five revellers have chosen the door over a drink after a silent reception - closely followed by cafes. Evidently, a soundtrack to sipping, snacking and socialising is essential!

In ← → **Out**



When a venue isn't playing music, over two-thirds of customers would LEAVE because of the lack of atmosphere.



53%

53% of customers dislike sitting in silence while eating a meal - particularly the younger generation.

POP

The study shows that customers believe businesses owners should play pop music to help them stay longer and spend more.



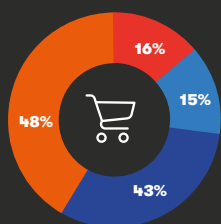
Nearly two-thirds (63%) admit that different types of music affect their mood in different ways.



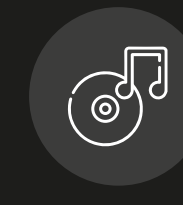
When shoppers were asked to rank genres, pop came out on top. Over a third (35%) of customers said that they feel more inclined to buy extravagant clothes and accessories, like a designer pair of trainers if pop songs play.



Crucially, over half (61%) of customers who visit businesses that don't play music say that the primary put-off is the lack of atmosphere while 32% claim the experience isn't as fun without background music.



Pop also reigns supreme at the UK's supermarkets with 43% of shoppers preferring the genre. Food shops could also experiment with reggae - which tempts 16% to fill their trolleys - and hip-hop encourages 15% shoppers to spend on tasty treats.



Ultimately, the senses play a pivotal role in creating a positive experience for customers in shops and businesses like restaurants, shops or salons. When asked to rank stimulants, music was a priority for a 21% of people - second only to colours but it surpassed both fragrance and lighting.



Pop has persuasive powers in hair salons too, with 37% of people tempted to try a new hairstyle when listening to this genre. That said, moody rock anthems and soul melodies are also likely to leave customers feeling brave in the hairdresser's chair. 18% of over-60s sway towards a new style if classical tracks play - more so than other age groups.

