



# music in business

2013 SOCAN user study

**SOCAN** music. people.  
connected.

**Leger**

THE RESEARCH INTELLIGENCE GROUP

**SOCAN**  
socan.ca  
info@socan.ca  
@SOCANmusic



# STRATEGIC CONCLUSIONS

SOCAN

Music means business.

There's no doubt that music is important in business, especially in creating an atmosphere conducive to it. Want proof? Just check the results of our recent *Music in Business* study.

Not only did business owner respondents indicate that music is crucial to their business, they also believe that music enhances the overall customer experience. Asked to consider the contribution of the writers of that music to their business, respondents agreed that they should be fairly compensated.

Canadian business owners recognize that music helps create an inviting atmosphere for their customers, and most feel it's a vital part of their customers' experience.

The numbers show that businesses using music understand the contribution that Canadian songwriters make to the economy. SOCAN thanks those businesses, and encourages them to continue playing great Canadian music, and to make sure they're Licensed to Play.



# IMPORTANCE OF MUSIC

SOCCAN

Three quarters of Canadian business owners feel that playing music is important to their customers' experience in their establishment, with restaurants, theatres/concert halls, and health clubs more likely than any other establishment to say so. In addition, music is becoming increasingly important, with nearly half of owners indicating that **the importance of music to their establishment has increased in the last two years**. Theatre/concert hall owners are most likely to feel this way.

**74%**

feel music is  
important to  
customer  
experience



**46%**

of Canadian owners say that  
music is increasingly  
important to their business

Québec  
business  
owners lead  
the way at

**52%**



# REASONS FOR USING MUSIC

SOCCAN

Sixty-eight percent of business owners say that creating an atmosphere is the top reason they play music.

## Top reasons for playing music

1

Create an atmosphere (68%)

2

Attract specific customers (23%)

3

Help customers relax (22%)

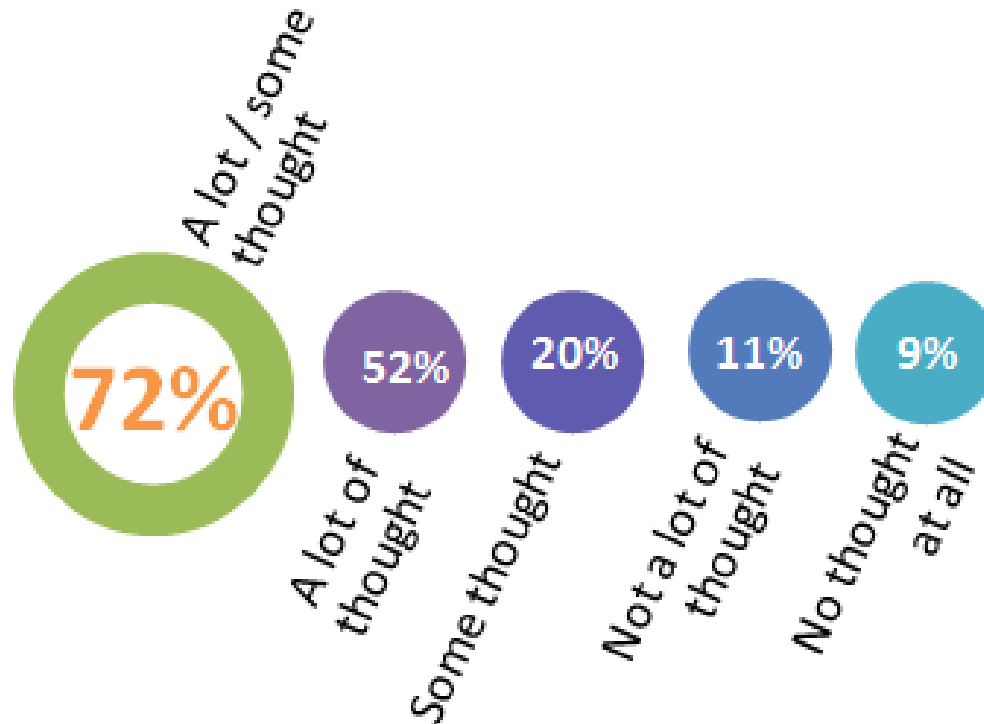
### Other reasons include:

- Enhance employee work experience (13%)
- Encourage customers to stay longer (12%)
- Bring a competitive advantage / differentiate ourselves (9%)



## PUTTING THOUGHT INTO MUSIC USE

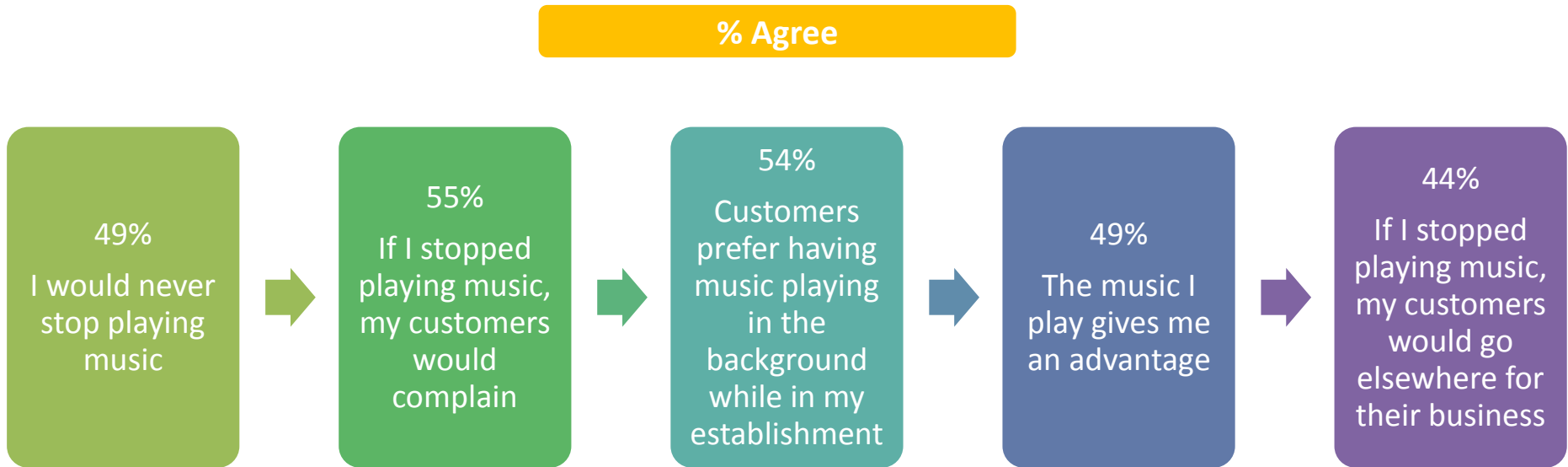
Music is important to owners, so it is not surprising that they put thought into the types and variety they play. **Nearly three quarters of Canadian business owners say they put at least some thought into their establishment's music selection**, with restaurant (89%), theatre/concert hall (89%), and health club (84%) owners most likely to do so.





# RELATIONSHIP WITH MUSIC

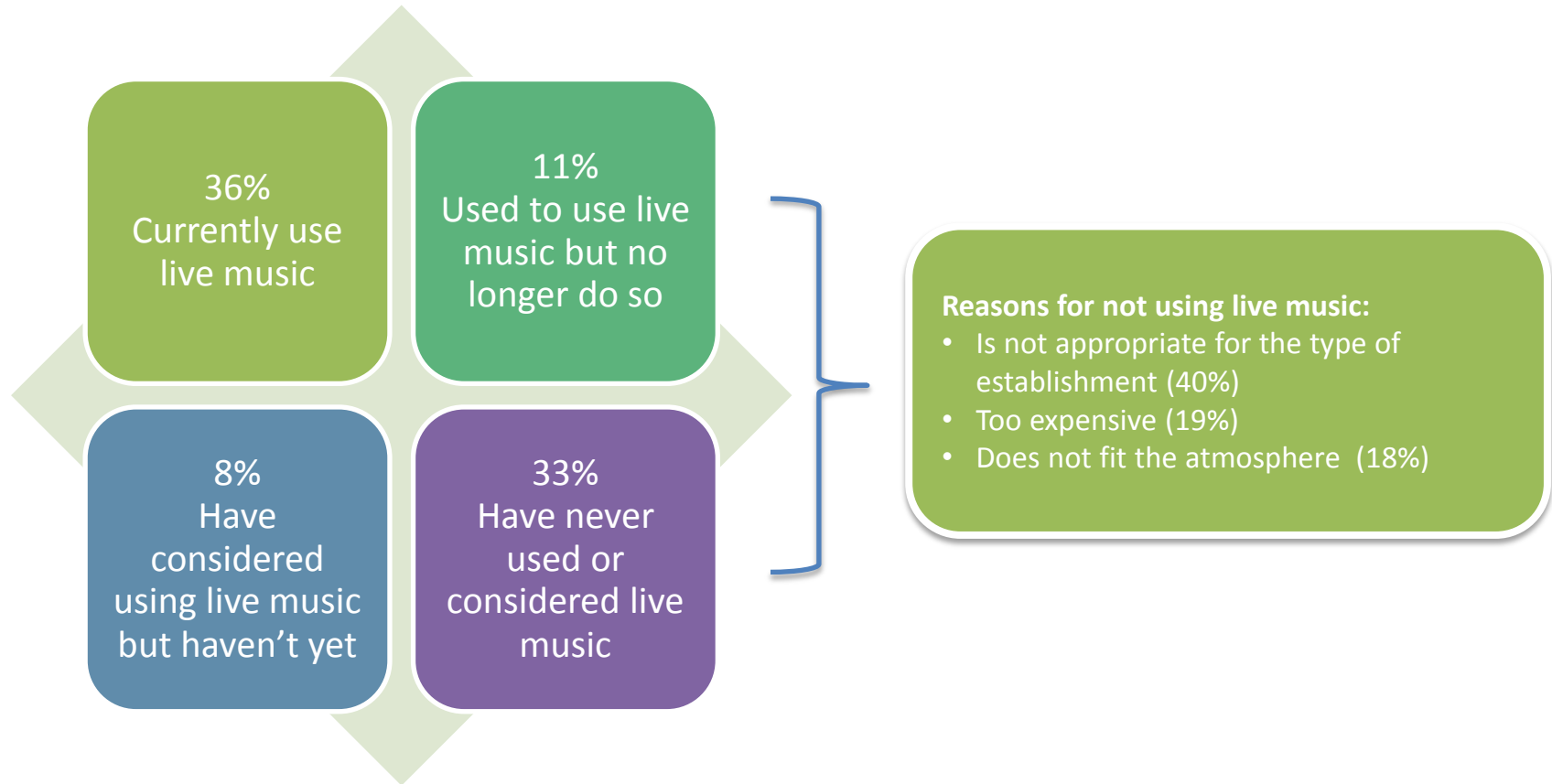
**Almost half of Canadian business owners would never stop playing music in their establishment.** A similar proportion say that music gives their business an advantage, and believe that if they stopped playing music their customers would complain (55%) or go elsewhere (44%). **Fifty-four percent think their customers prefer having background music playing.**





# LIVE MUSIC

More than a third of business owners are currently using live music in their establishment – although a similar share have never used or would never consider using live music. Of those, 40% say that live music is not appropriate for their enterprise. Interestingly, restaurants are less likely to use live music (27%) than many other types of establishment.







# POPULARITY OF CANADIAN MUSIC CREATORS

SOCAN

8

**Canadian business owners believe that approximately half of the music they play is by Canadian music creators.** Owners in the Atlantic provinces are more likely than the rest of Canada to play a majority of Canadian music.

Neil Young is the most commonly-mentioned Canadian musician among business owners, although 69% say they do not know a favourite artist to play in their establishment.



On average, 47% of the music played is by Canadian artists and songwriters

Favourite Canadian artists/songwriters to play include: Neil Young (3%), any Québécois artists (1%), and Michael Bublé (1%)

Nearly 70% of owners agree that it is fair to compensate the songwriters/artists who create the music that makes their establishment better.





# CUSTOMER EXPERIENCE

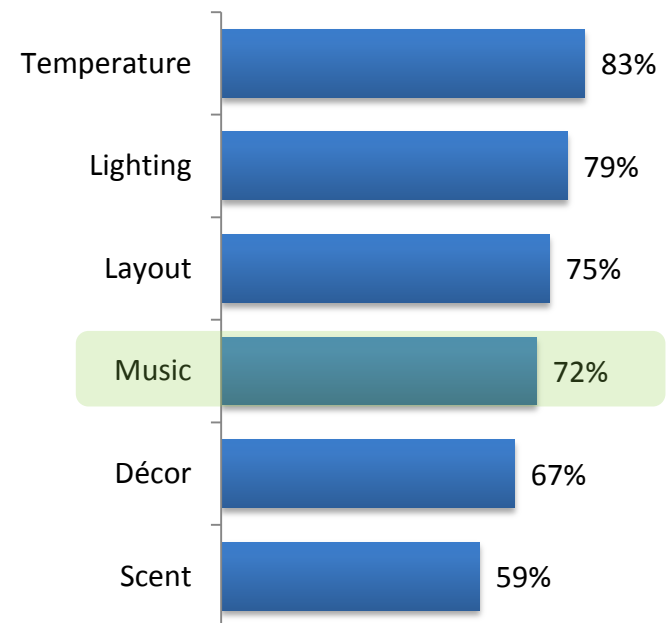
SOCAN

As noted earlier, three quarters of owners put thought into their music selection. This is not surprising, given that a further **three-quarters believe that playing music is important to their customers' overall experience**, with owners of restaurants (81%), bars/lounges (83%), theatres/concert halls (89%), and health clubs (90%) more likely to feel this way. Music is considered to be even more important than décor and scent.

72% say they put a lot of thought or some thought into what music is played at their establishment

74% say that music is very important or somewhat important to their customers' overall experience

How important are each of the following factors?

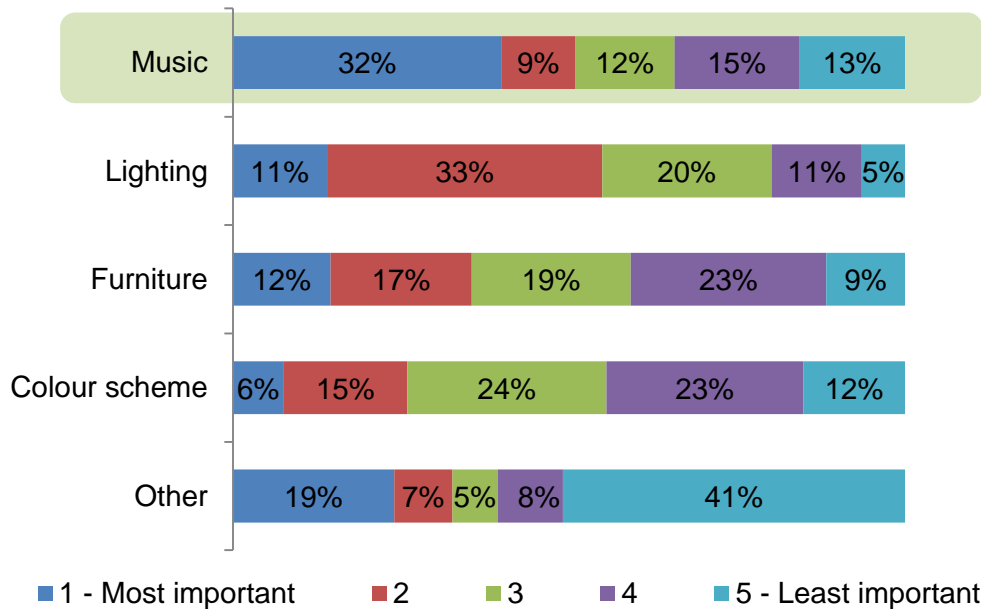




# AMBIANCE

A third of business owners ranked music as the most important aspect of their establishment's ambiance or environment, and a similar share would give up conveniences such as coffee, WiFi, credit/debit machines, air conditioning, and even drinking water or heat before they gave up music.

Aspects of establishment's ambiance/environment listed from most to least importance



36% would sacrifice at least one of the following before they would give up music:

- Coffee (19%)
- WiFi access (18%)
- Credit/debit machines (12%)
- Air conditioning (7%)
- Drinking water (3%)
- Heat (2%)

## RESEARCH METHODS

---



### **INSTRUMENT**

A survey of 1079 Canadian business owners was completed online between September 16 and October 4, 2013. SOCAN provided the list of business owners.

A probability sample of the same size would yield a margin of error of +/- 2.9%, 19 times out of 20.

### **QUALITY CONTROL**

Stringent quality assurance measures allow Leger to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients' needs with honesty, total confidentiality, and integrity.