



# Holiday Music In Business

2014



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THE RESEARCH INTELLIGENCE GROUP

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# HOLIDAY REMINDER

Among those Canadians who buy gifts or participate in the holidays, a third say that holiday music on the radio or in stores is the best reminder that the holidays are coming and they need to start shopping.



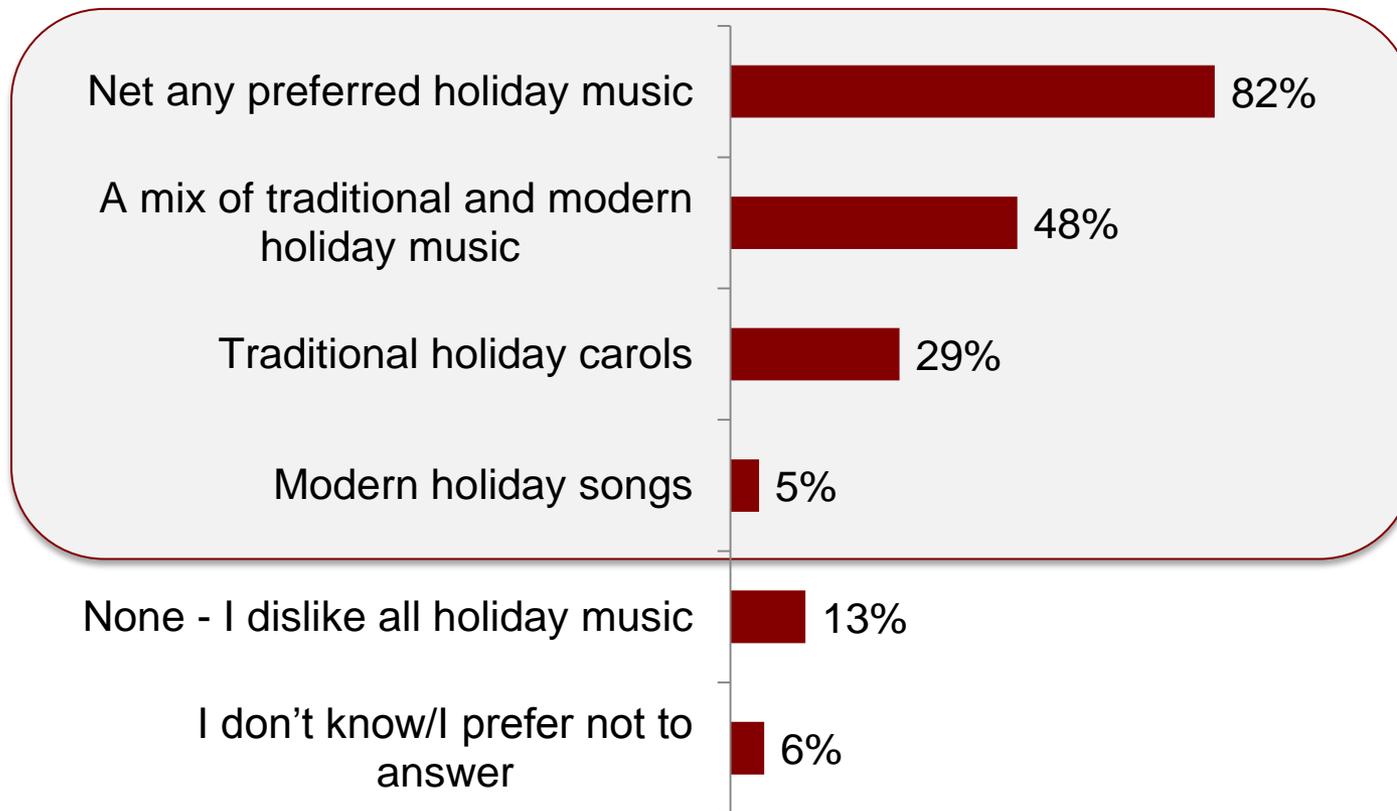
**33% of Canadians who buy gifts say that holiday music in stores or on the radio remind them that the holidays are coming and they need to start shopping**

*NB: 33% represents the percentage of Canadians who said that either holiday music in stores or holiday music on the radio or both holiday music in stores and on the radio remind them that the holidays are coming and they need to buy gifts*

# FAVOURITE HOLIDAY MUSIC

One-half of holiday shoppers prefer a mix of traditional and modern holiday music. Among those who show a preference for one type over the other, traditional holiday carols are preferred over modern holiday songs (29% vs. 5%). Thirteen percent of holiday shoppers show a dislike for all types of holiday music; this is significantly higher among men than women (15% vs. 10%). Older shoppers (55+) show a greater preference for traditional holiday carols than those 54 and younger (37% vs. 24%).

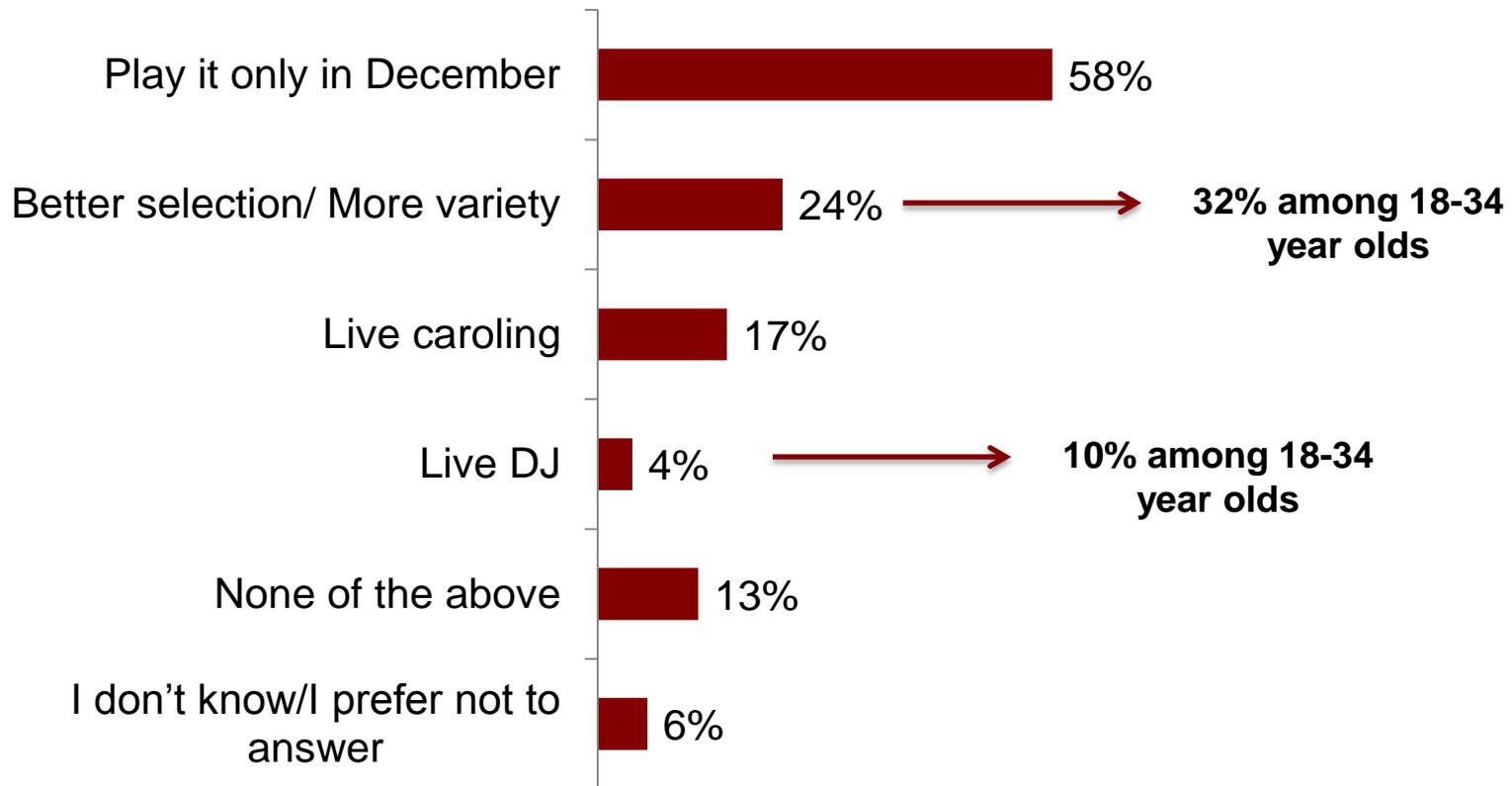
## Preferred Holiday Music



# IMPROVING HOLIDAY SHOPPING WITH MUSIC

Six in ten holiday shoppers state that holiday music could improve their shopping experience if it was only played in December.

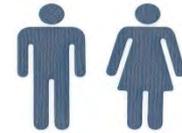
## Desired Improvements for Holiday Music



# ATTITUDES TOWARDS HOLIDAY MUSIC

Two-thirds of holiday shoppers agree that they would like to hear holiday music while waiting, although BC residents are less in favour of this (53%). Women are significantly more likely to support playing holiday music in public places and in the workplace, and admit to having stayed longer in a store because of holiday music.

## Somewhat/Strongly Agree with the Following



59% 68%↑

64%

I'd like to hear holiday music playing in places where I have to wait (i.e. post office, doctor's office)

58%

I'd like to hear holiday music being played in public transportation stations (i.e. subways, airports)

43%

I'd like to hear holiday music being played in my workplace

37% 48%↑

36%

I have left a store sooner because of the music being played

29%

I have stayed in a store longer because of the music being played

24% 34%↑

# METHODOLOGY

## **INSTRUMENT**

A survey of 1543 Canadians was completed online between October 27<sup>th</sup> to October 30<sup>th</sup>, 2014 using Leger's online panel, [LegerWeb](#).

A probability sample of the same size would yield a margin of error of +/- 2.5%, 19 times out of 20.

## **ONLINE PANEL**

Leger's online panel has approximately 460,000 members nationally – with between 10,000 and 20,000 new members added each month, and has a retention rate of 90%.

Panel members are randomly selected to receive email invitations to the individual surveys.

We ensure the protection of privacy via the usage of unique URLs and respondent IDs in combination with survey IDs.

## **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.