

CUSTOMER COMPLAINT CARD

For the attention of the management/customer relations department

Please switch off the
compulsory muzak
in your store.
Many people dislike it ...

More people hate piped music than like it. Contrary to what is often believed, objectors to piped music outnumber those who like it. In April 1994, Gatwick Airport Management carried out a survey of travellers' attitudes to the piped music then being played in the airport. Of the 68,077 who replied, 43% said they disliked the piped music, only 34% said they liked it, the remainder had no opinion. (Gatwick Airport has since discontinued its piped music). This is the largest impartial survey ever carried out.

Thank you for your attention. This message comes to you courtesy of <http://nomuzak.co.uk/>

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For the attention of the management/customer relations department

Please end the
compulsory piped music
in your store.
Many people dislike it ...

Despite all the propaganda about piped music boosting sales, highly successful companies such as Tesco, John Lewis/Waitrose and the Wetherspoon pub chain thrive without it. You do not need to use it to increase sales. In fact, there is evidence showing that it will deter many customers from shopping with you. The NOP poll of 1998 found that among people with hearing problems (16% of the population), 86% hated piped music. The Royal National Institute of the Deaf now backs the campaign against piped music.

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