

# Bespoke Survey Research

July 2023

## Radio and Streaming Music

Volume 28 | Quarterly Survey

1,250 US Consumers Balanced To Census

Tickers Covered: SIRI, SPOT, AMZN, AAPL.

### KPIs and Key questions

1. Spotify Premium subs are generally not very surprised by today's price increase.
2. No one likes price increases, but most Spotify Premium subs indicate that they will take the price increase in stride.
3. Among free Spotify account holders, most say they don't pay for premium for reasons related to not wanting to spend the money. The higher price point does point to more of a headwind to signing up for free account holders compared to the \$9.99 price point.
4. There is some modest amount of interest in a potential TikTok paid music app. Younger respondents, especially those in the 25-44 year-old bucket are the most interested. Paid Pandora and Apple Music account holders are more likely to be interested than paid Spotify account holders.
5. Feedback toward Spotify's new app design remains far more positive than negative. The same is true for a personal AI DJ.
6. Spotify paid users are the most likely to feel that some streaming music services offer superior sound over others.
7. Spotify sentiment and engagement remains positive / improved sequentially.
8. Over the entire history of our survey, the share of consumers who feel picking individual songs, interviews, or playlists to listen to has increased (vs. picking a channel or station and having content played for them).
9. Sirius XM has the highest NPS in our survey this quarter, followed by YouTube Music and Spotify.
10. The number one decision catalyst for audio platform selection is, "variety" – Sirius XM's customers are the most likely to use the word "variety" to explain what they value most about the platform.

### Noteworthy Stats:

**44.9%**

Of Premium Spotify subs surveyed today said they heard about the price increase announced this morning.

**20.6%**

Of Premium Spotify subs surveyed today said they were "very surprised" by the price increase that was announced this morning.

**12.0%**

Of respondents are extremely interested in a paid only streaming music app from TikTok.

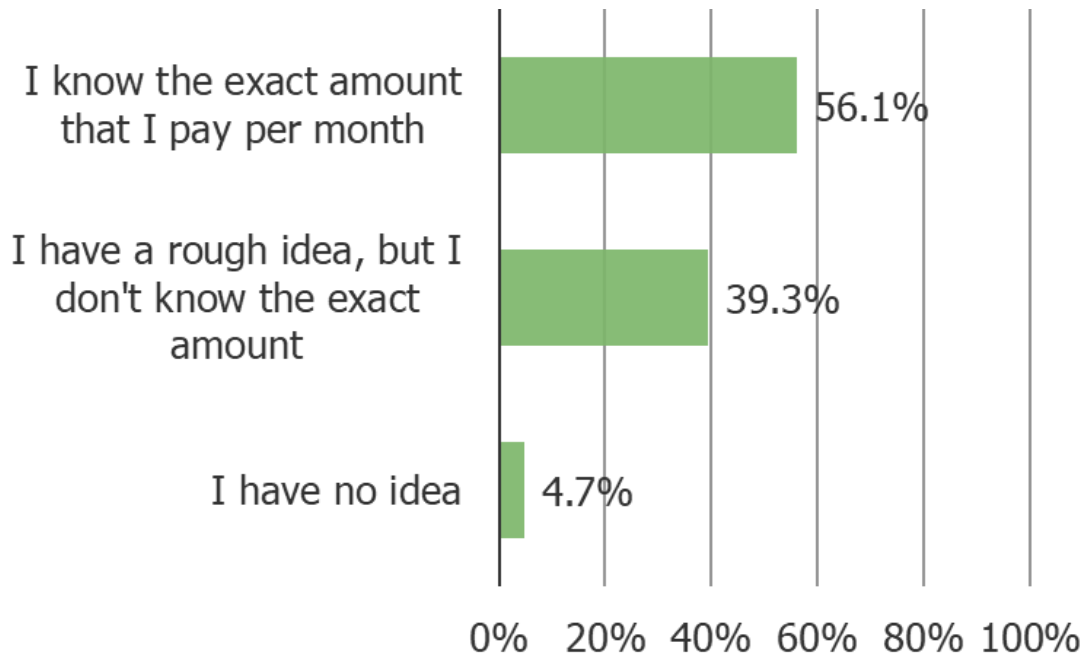
## SPOTIFY PRICE INCREASE

### QUICK REACTION SURVEY CONDUCTED ON 7.24.23

This quick reaction survey was a supplement to our quarterly survey in the following sections.

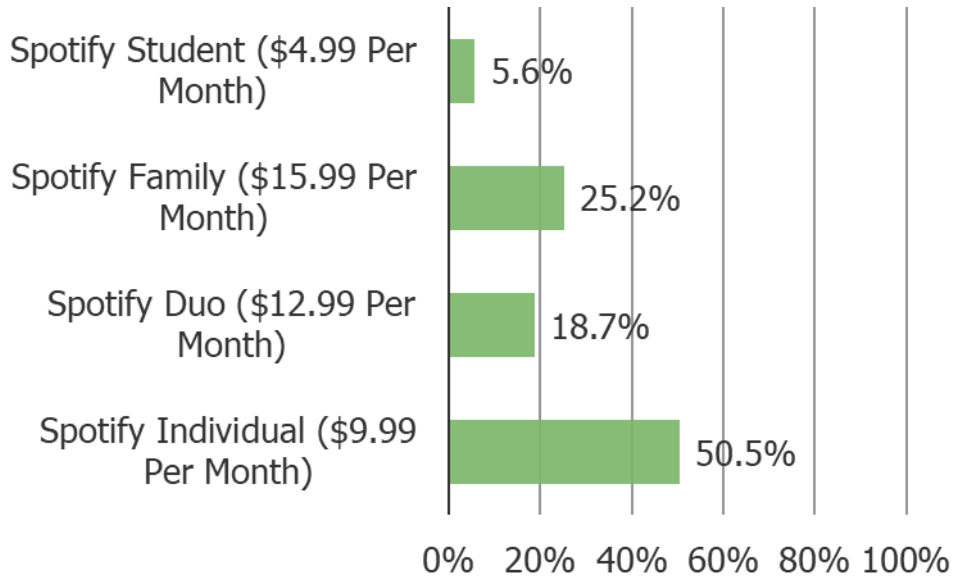
DO YOU KNOW HOW MUCH YOU PAY PER MONTH FOR YOUR SPOTIFY SUBSCRIPTION?

Posed to Spotify paid account holders (N = 107)



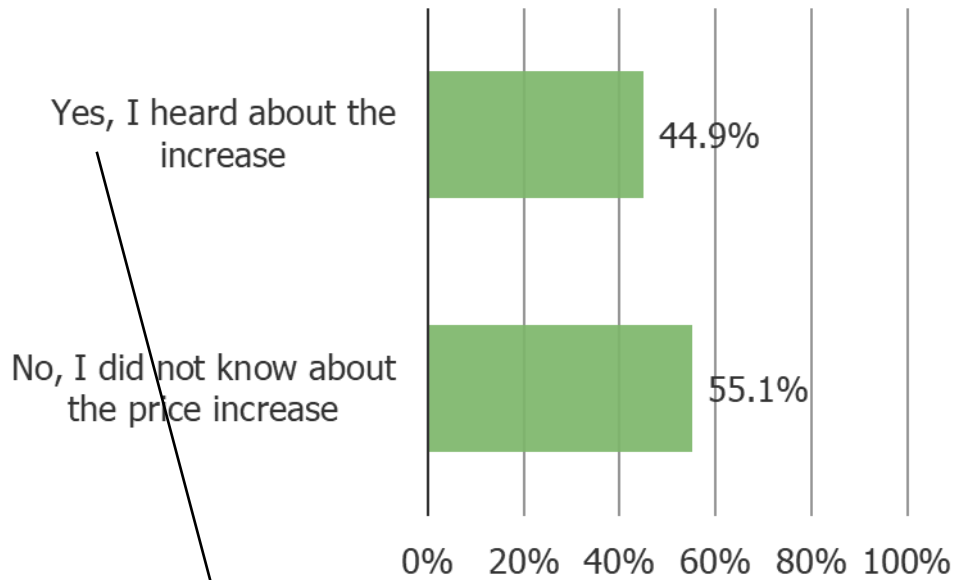
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR SPOTIFY PAID ACCOUNT?

Posed to Spotify paid account holders (N = 107)



DID YOU KNOW THAT SPOTIFY INCREASED THE PRICE OF THE PAID PLAN TODAY?

Posed to Spotify paid account holders (N = 107)

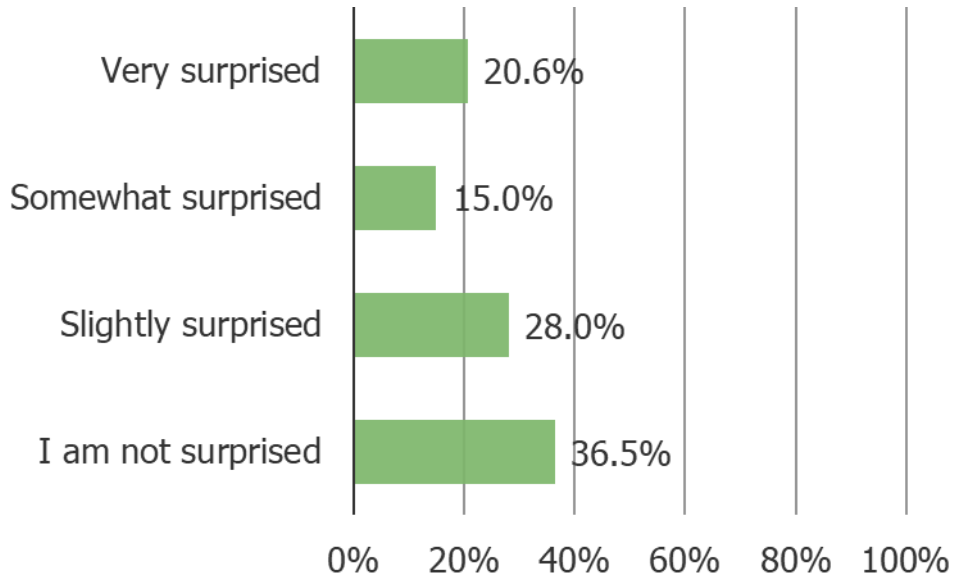


How did you hear about it?



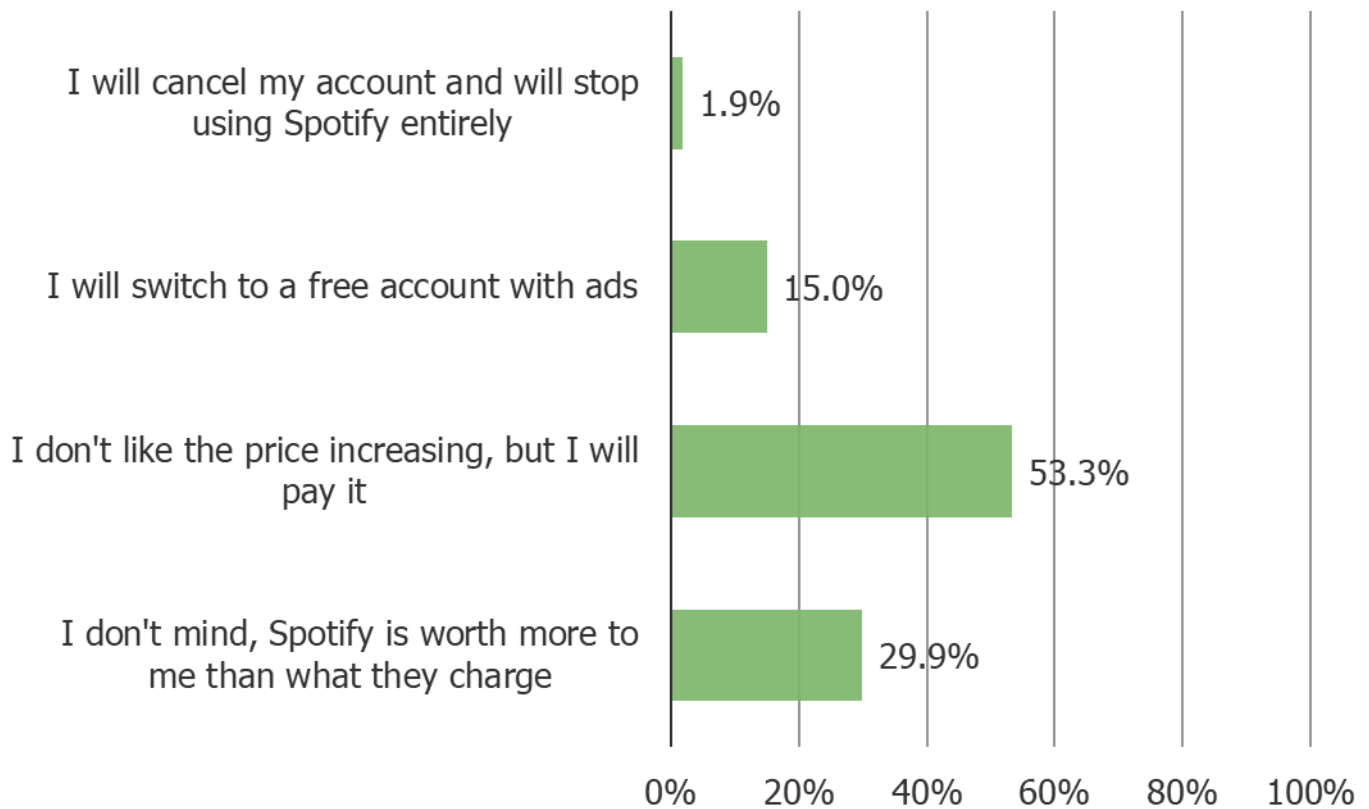
ARE YOU SURPRISED THAT SPOTIFY IS INCREASING PRICES OF PAID SUBSCRIPTIONS?

Posed to Spotify paid account holders (N = 107)



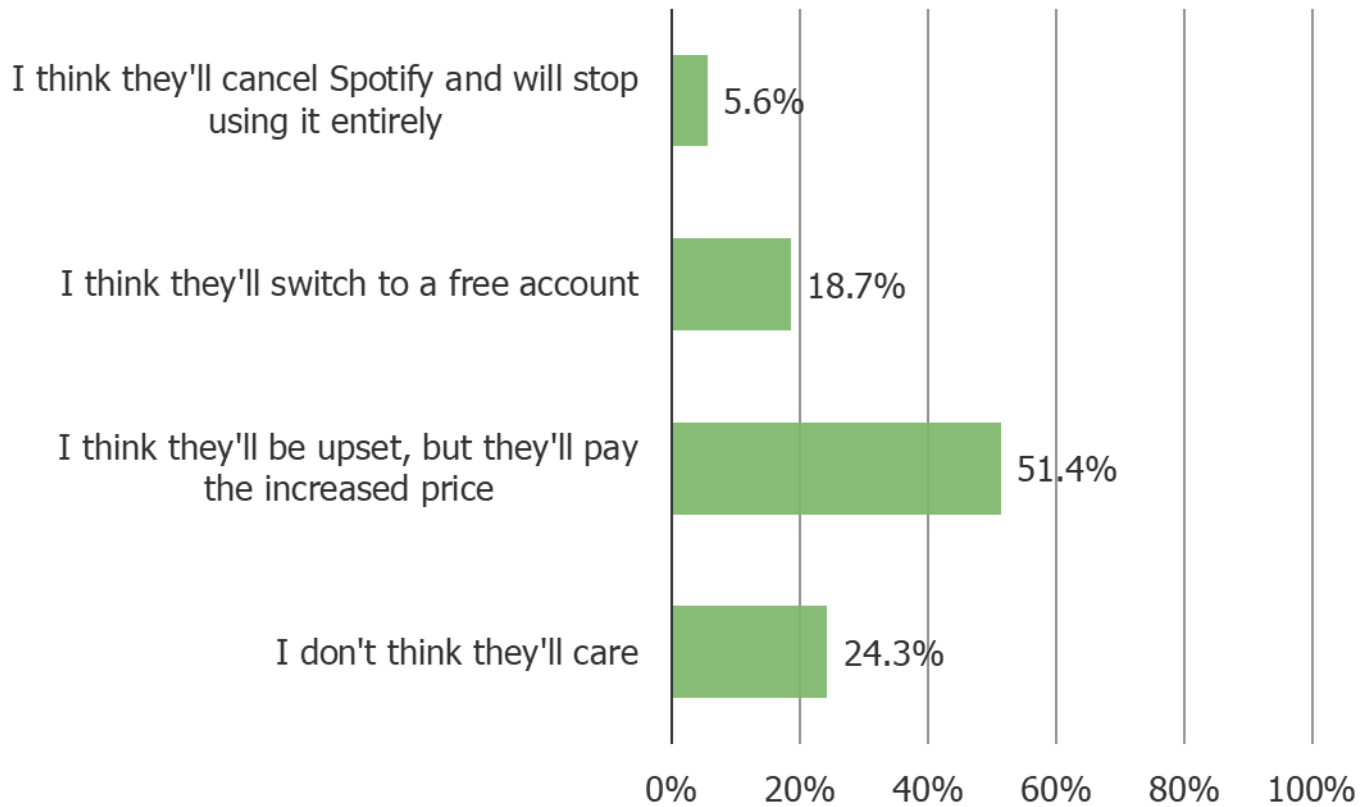
NOW THAT YOU ARE AWARE THE SPOTIFY IS INCREASING PRICES, HOW ARE YOU MOST LIKELY TO REACT TO THE NEWS?

Posed to Spotify paid account holders (N = 107)



WHAT DO YOU THINK THE AVERAGE SPOTIFY PAID SUBSCRIBER WILL DO IN RESPONSE TO THE PRICE INCREASING?

Posed to Spotify paid account holders (N = 107)

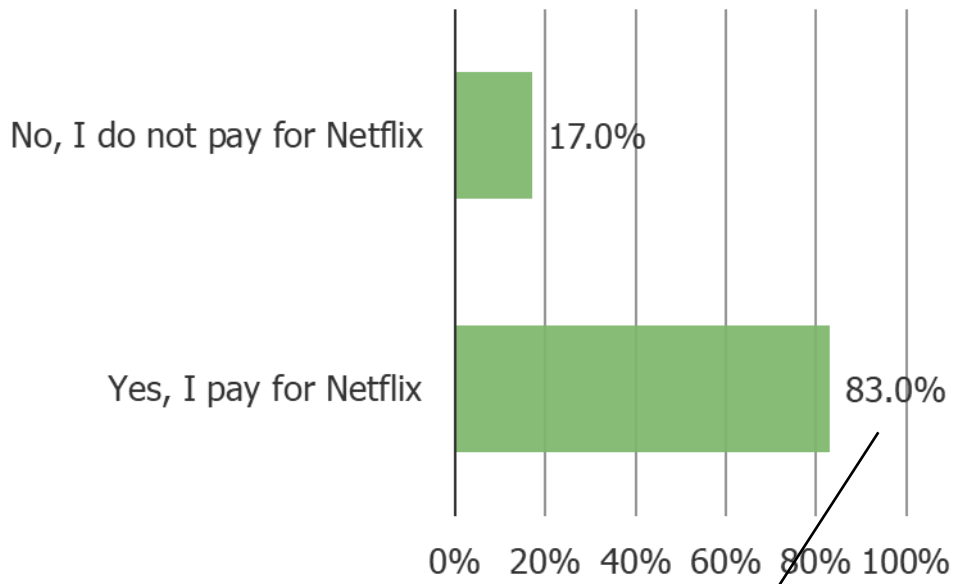




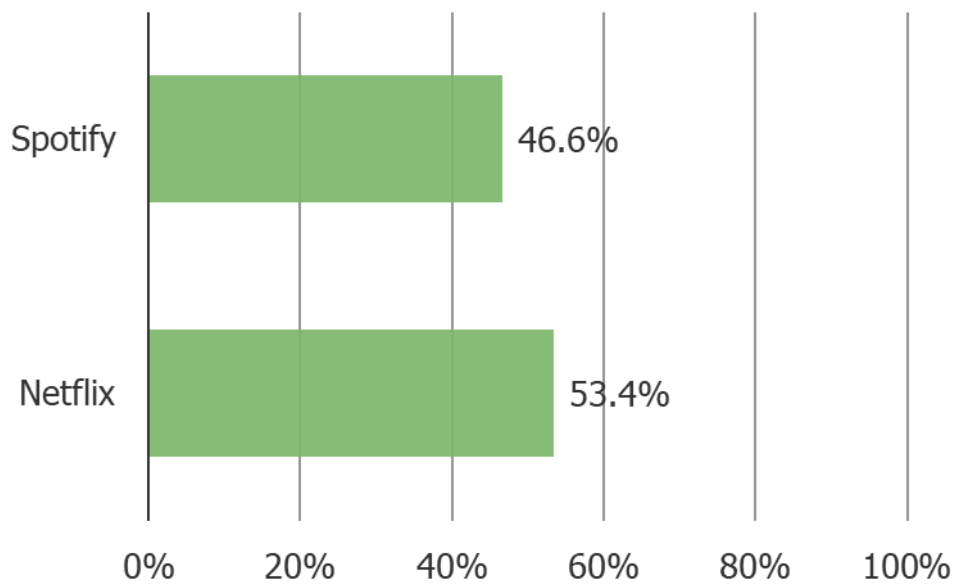


DO YOU ALSO HAVE A PAID SUBSCRIPTION WITH NETFLIX?

Posed to Spotify paid account holders (N = 107)

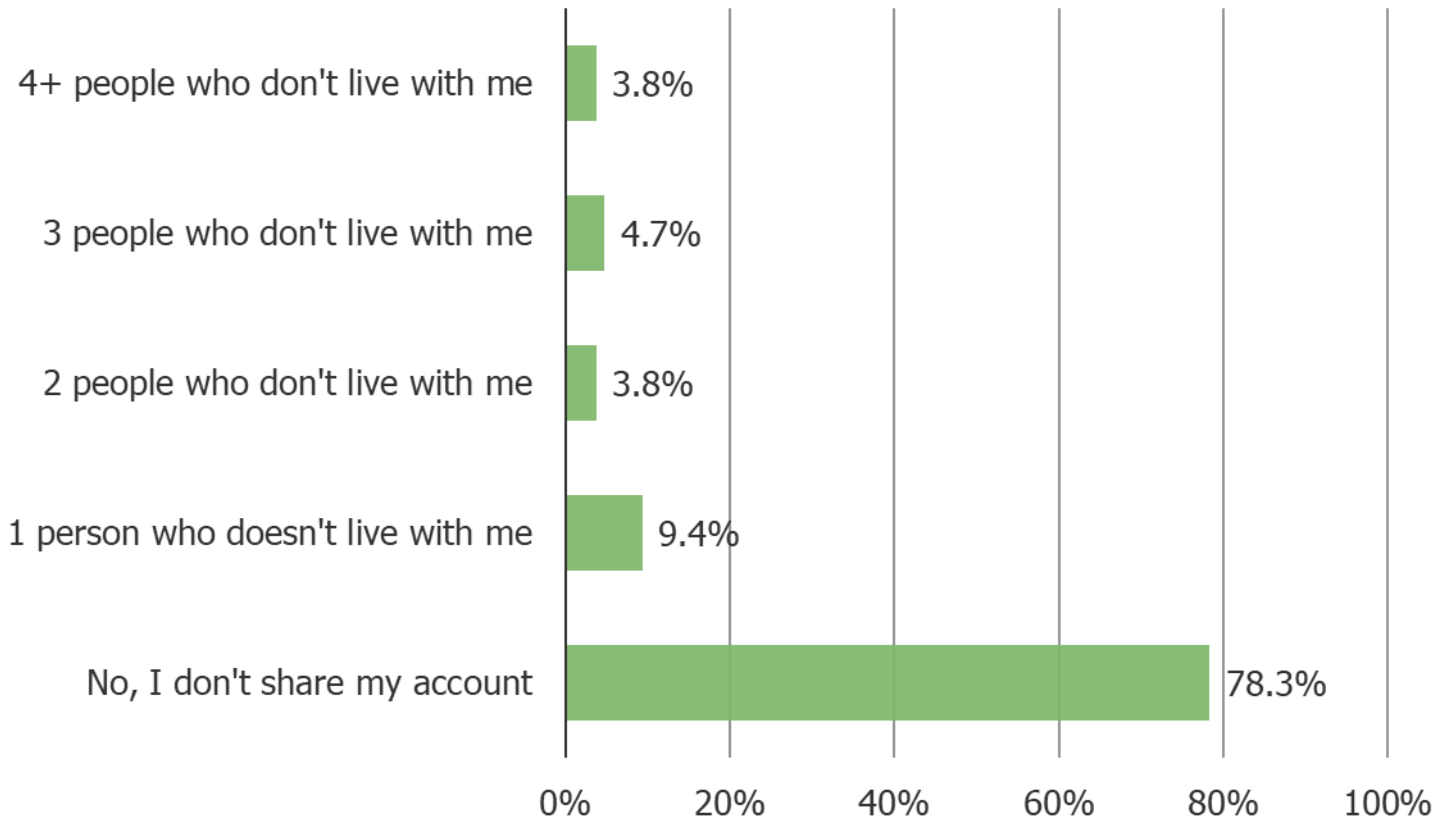


Which do you value more?



DO YOU SHARE YOUR SPOTIFY LOG-IN WITH ANYONE ELSE WHO DOES NOT LIVE WITH YOU?

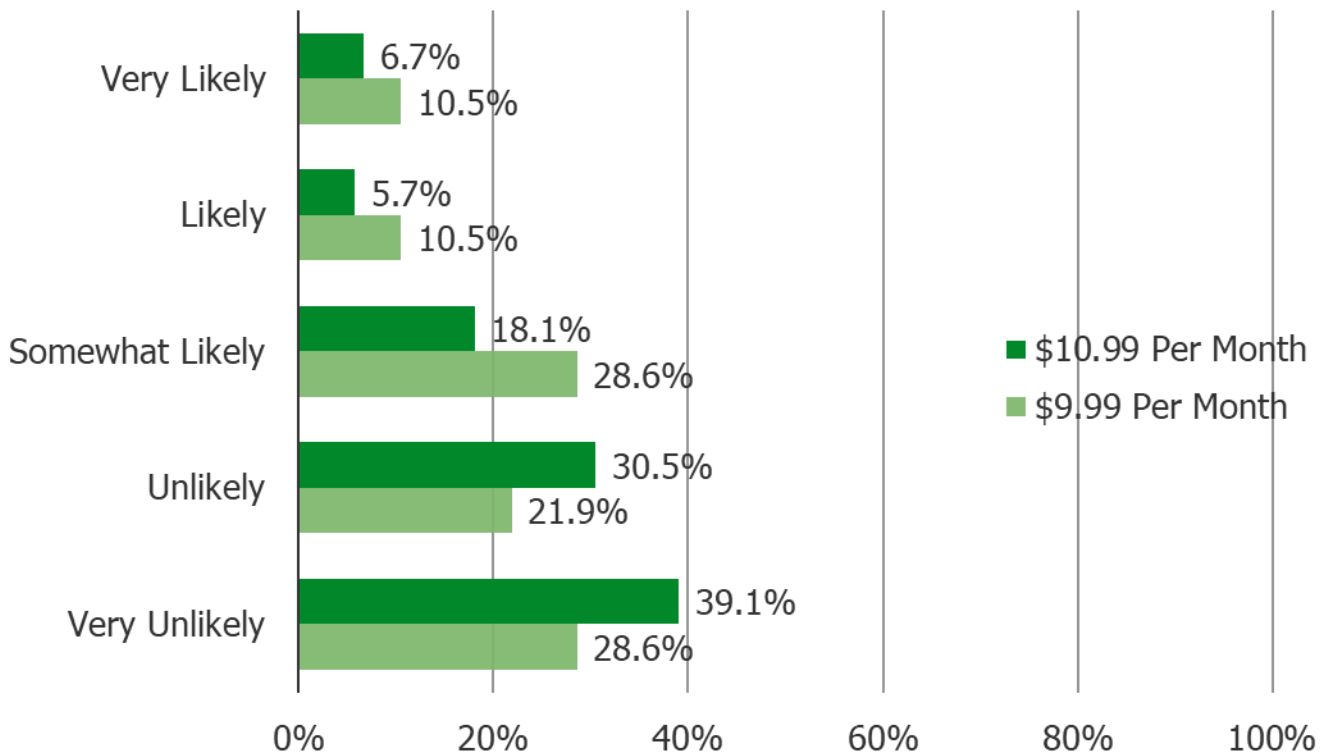
Posed to Spotify paid account holders (N = 107)





HOW LIKELY WOULD YOU BE TO SIGN UP FOR A PAID SUBSCRIPTION WITH SPOTIFY IN THE NEXT FEW MONTHS AT THE FOLLOWING PRICE POINTS?

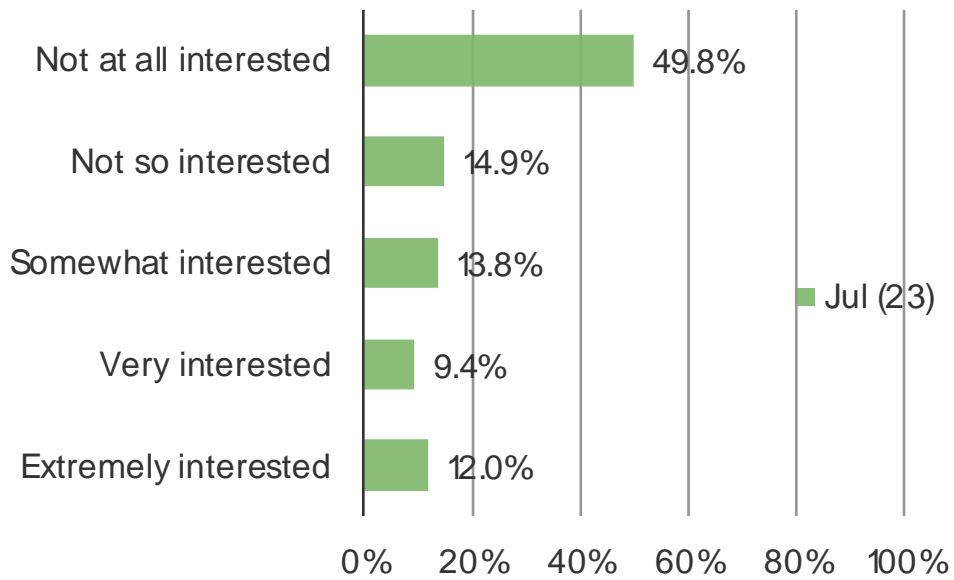
Posed to Spotify free account holders (N = 105)



## TIKTOK MUSIC COMPETITION

IF TIKTOK LAUNCHED A PAID ONLY STREAMING MUSIC APP, HOW INTERESTED WOULD YOU BE IN SIGNING UP?

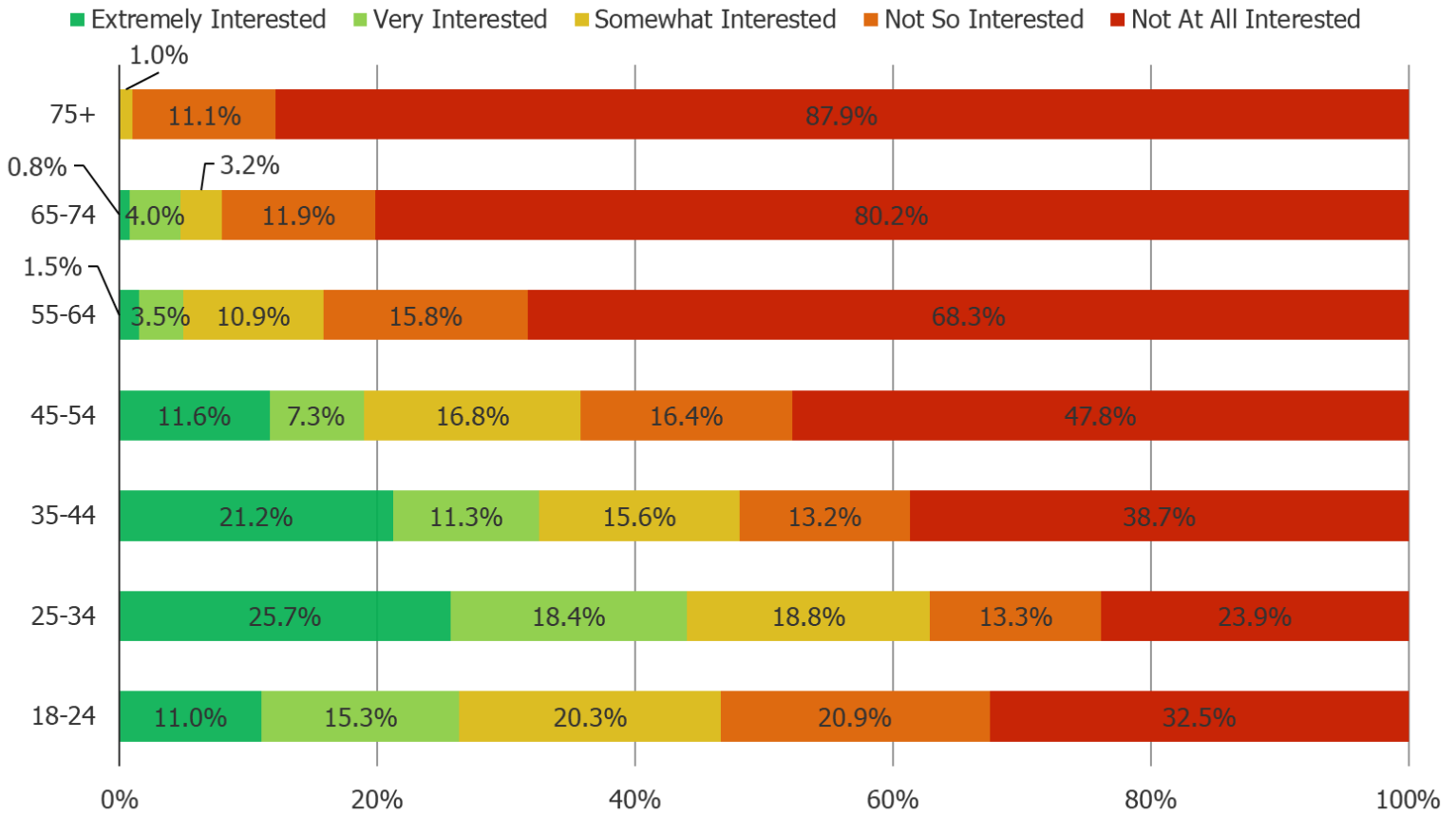
Posed to all respondents.



Radio and Streaming Music

IF TIKTOK LAUNCHED A PAID ONLY STREAMING MUSIC APP, HOW INTERESTED WOULD YOU BE IN SIGNING UP?

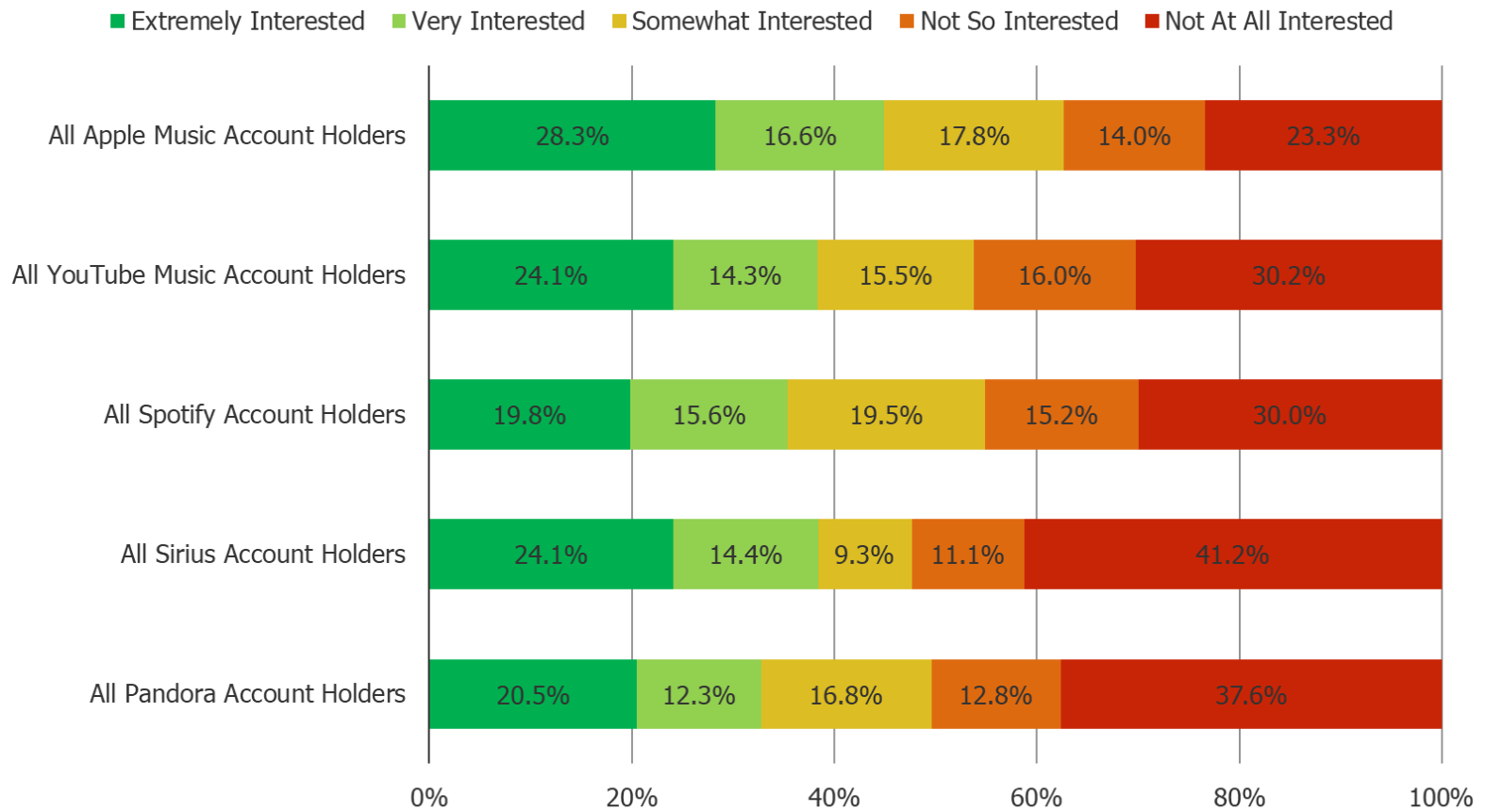
Posed to all respondents, cross-tabbed by AGE.





IF TIKTOK LAUNCHED A PAID ONLY STREAMING MUSIC APP, HOW INTERESTED WOULD YOU BE IN SIGNING UP?

Posed to all respondents, cross-tabbed by PLATFORMS RESPONDENTS HAVE A FREE ACCOUNT WITH



IF TIKTOK LAUNCHED A PAID ONLY STREAMING MUSIC APP, HOW INTERESTED WOULD YOU BE IN SIGNING UP?

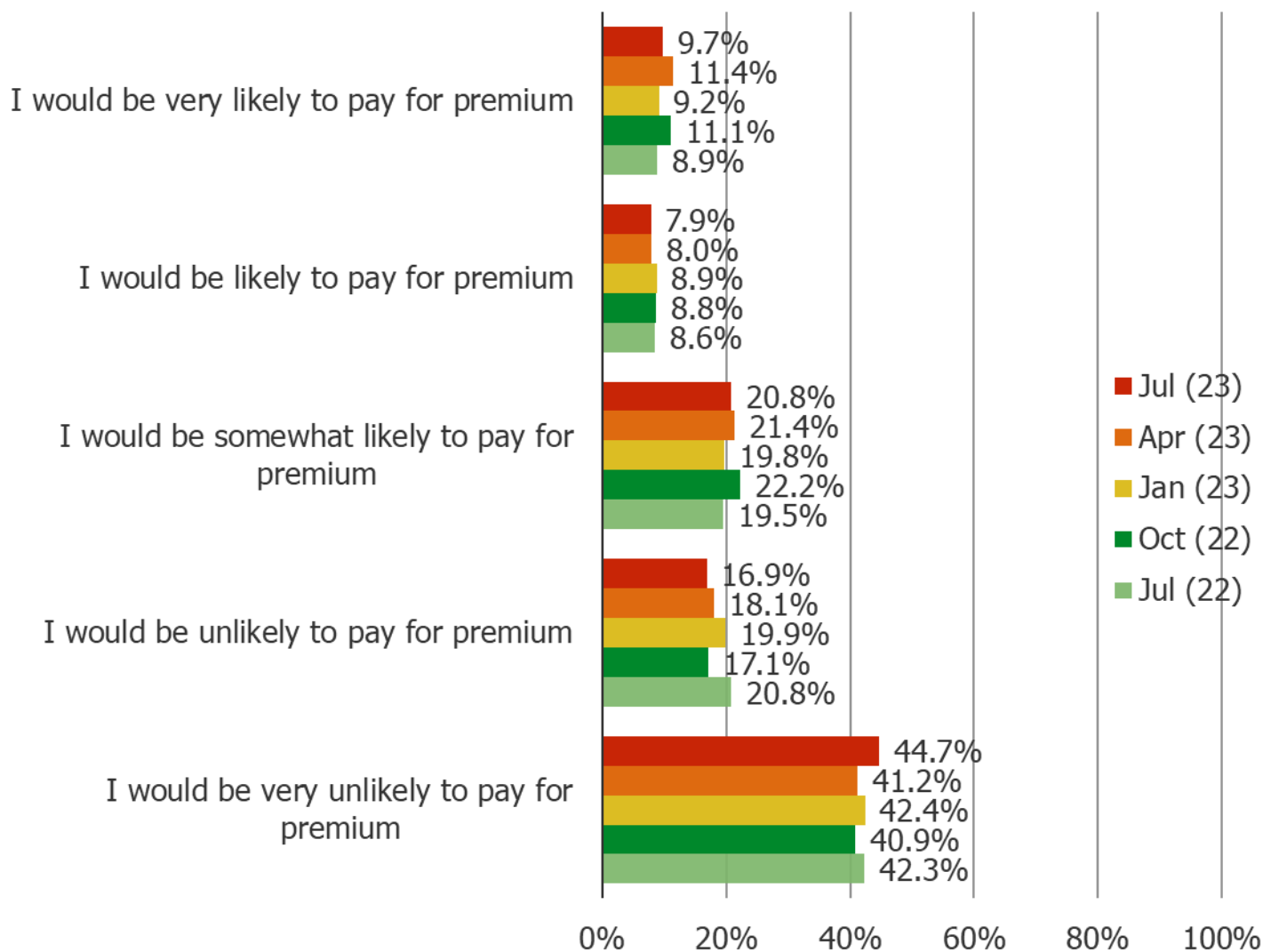
Posed to all respondents, cross-tabbed by PLATFORMS RESPONDENTS HAVE A PAID ACCOUNT WITH



# SPOTIFY APP REDESIGN AND FEATURE TESTING

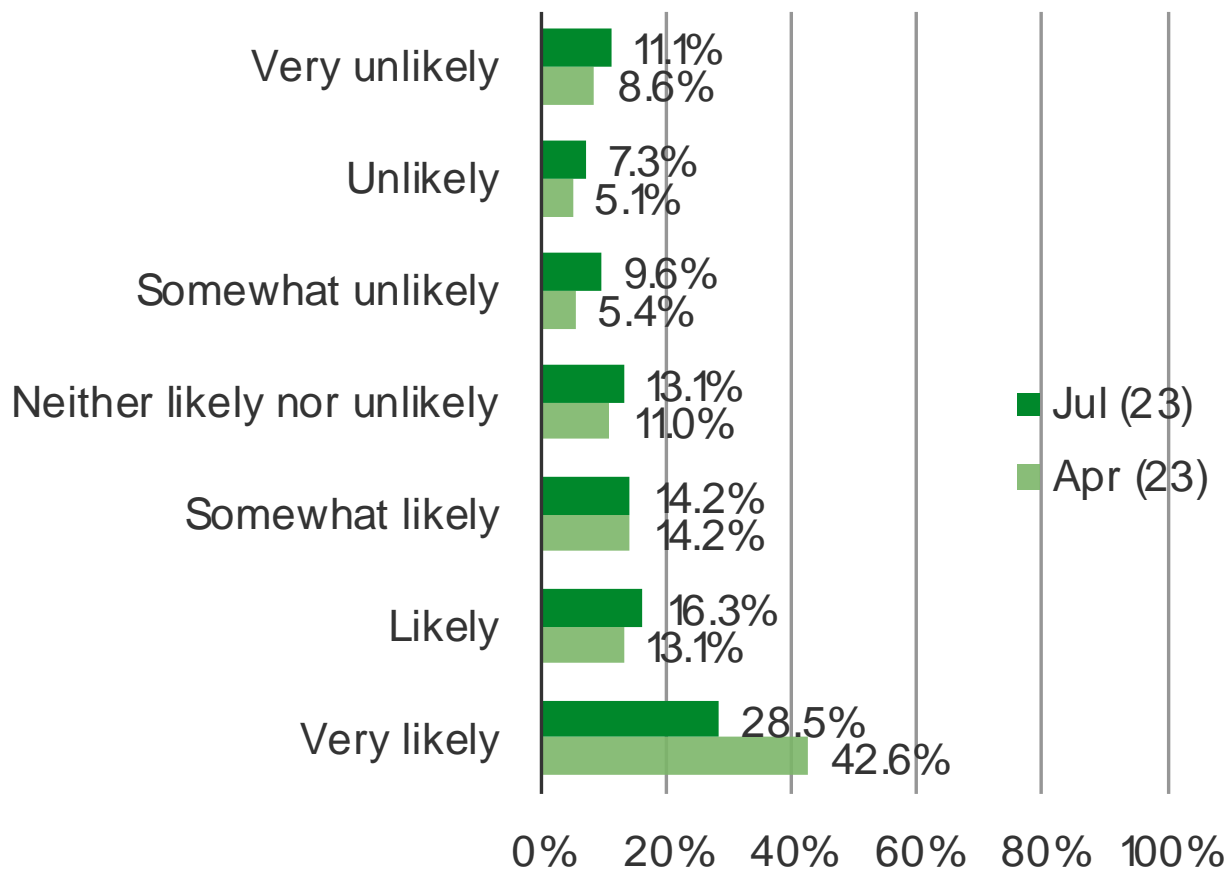
IF SPOTIFY OFFERED HIGH FIDELITY AUDIO (IE, CD QUALITY AUDIO) ON ITS PREMIUM SUBSCRIPTION, WOULD YOU PAY FOR PREMIUM TO GET ACCESS? (\$9.99 PER MONTH)

Posed to respondents who do not have an account with Spotify and Spotify Free Account Holders (N = 908)



HOW LIKELY WOULD YOU BE TO SWITCH TO A HIGHER LEVEL OF SPOTIFY PREMIUM FOR \$19.99 PER MONTH FOR FEATURES THAT WOULD INCLUDE "HIFI", HIGH FIDELITY AUDIO, STUDIO SOUND, HEADPHONE TUNER, LIBRARY PRO, AND PLAYLIST PRO?

Posed to respondents who have a paid account with Spotify (N = 344).

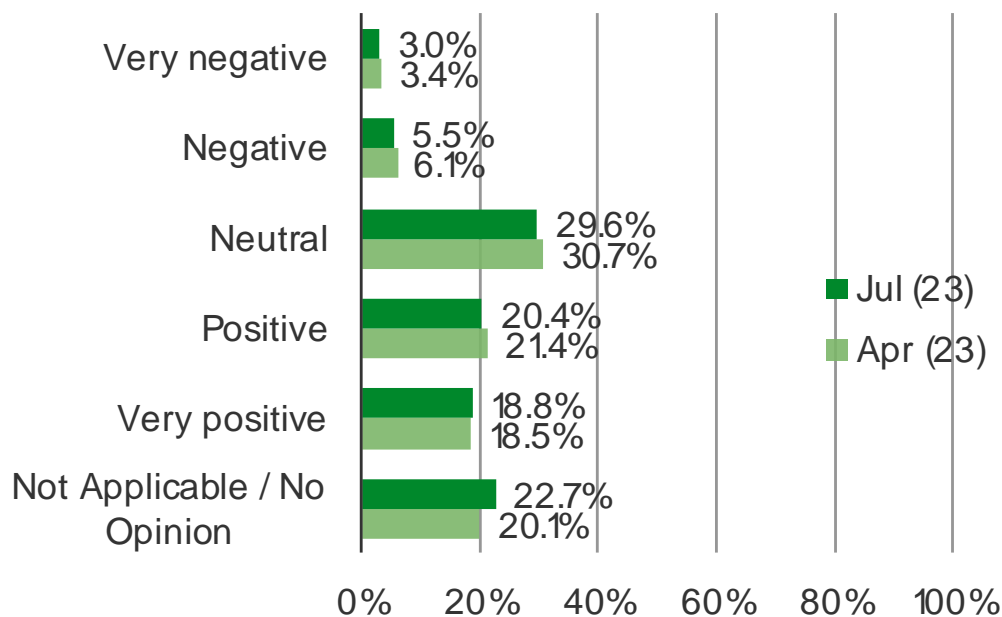


Respondents who listed optional comments complained about the pricing being too high or about inflation/not having enough money in general to do it. People who said they'd do it expressed interest in the higher quality offering.

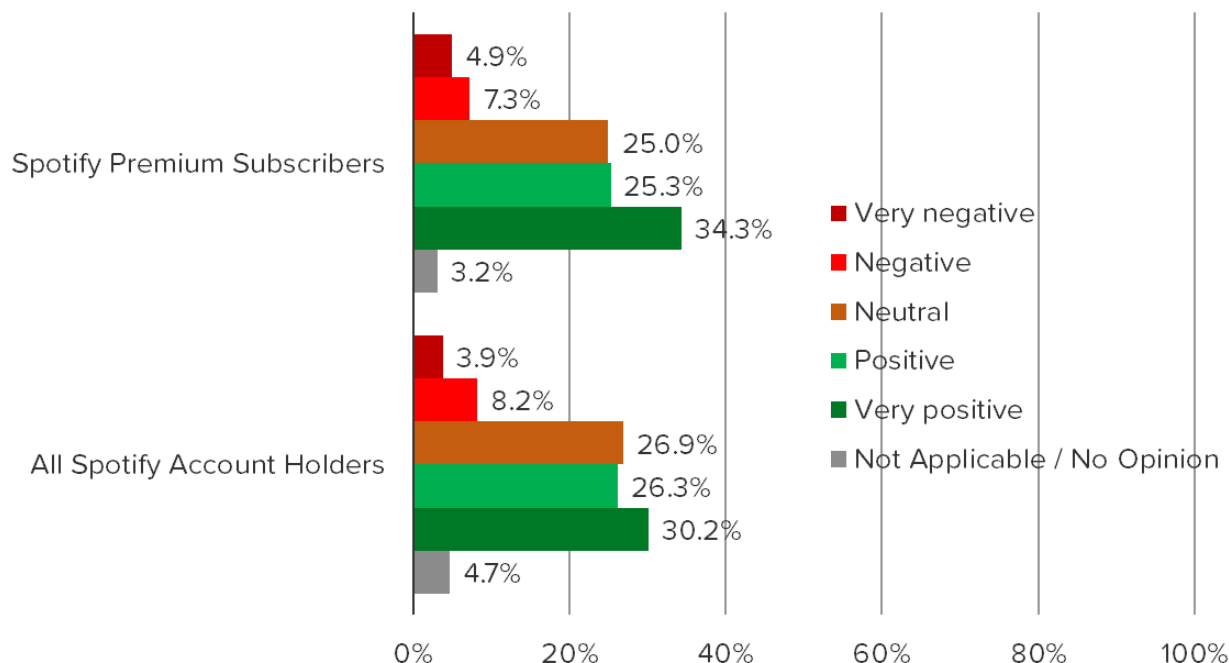
Radio and Streaming Music

SPOTIFY IS IN THE PROCESS OF ROLLING OUT A NEW APP DESIGN, INCLUDING A VERTICAL HOME SCREEN THAT RESEMBLES TIKTOK AND INSTAGRAM. THE SCROLLING FEED WILL CONSIST OF MUSIC, PODCASTS, AND SHOWS FOR USERS TO DISCOVER. WHAT IS YOUR OPINION OF THIS CHANGE?

Posed to all respondents (N = 1252).



Posed to Spotify Account Holders (All, and then specifically focusing on Premium subs).



SPOTIFY IS IN THE PROCESS OF ROLLING OUT A NEW APP DESIGN, INCLUDING A VERTICAL HOMESCREEN THAT RESEMBLES TIKTOK AND INSTAGRAM. THE SCROLLING FEED WILL CONSIST OF MUSIC, PODCASTS, AND SHOWS FOR USERS TO DISCOVER. WHAT IS YOUR OPINION OF THIS CHANGE?

### Spotify Account Holders – Optional Comments, why they like or dislike the change.

Might be easier to use

Don't really care much

Competition

Doesn't matter to me

I am not interested in Spotify or a new view

Not interested

Stick with music, don't try to be a social media platform

Think it may mess things up. Changes stink. I like the way it is.

I don't see the point of this feature.

Because my era of music is usually little or no content

Very favorable impression

Good idea

No interest

I guess it's good to expand. I wonder about it becoming too congested. Is it really that unique

I use tik tok to discover new music a lot anyway because I like it's format.

Not sure until I see it and get to use it

It is not a necessary function I need

I didn't know that, it sounds interesting and I'm glad to know it now.

It be a great addition

It will compete better in the market

Would not use it

I love tiktok

It would be a wait and see decision

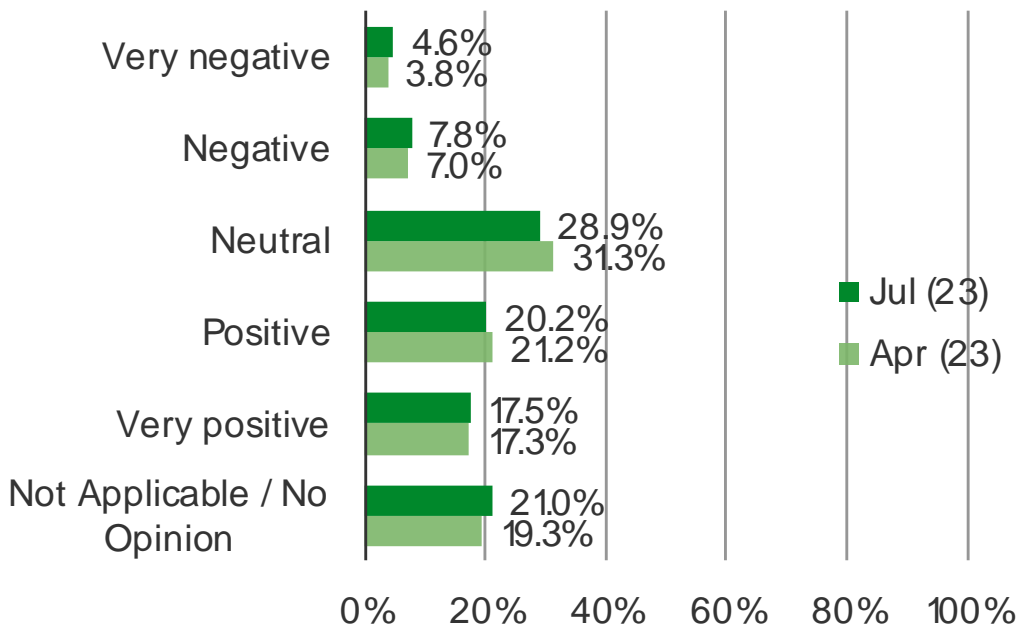
It just seems like a rip-off a little but it works

I have no problem with the current design and I like being able to see more than one option on my screen at a time.

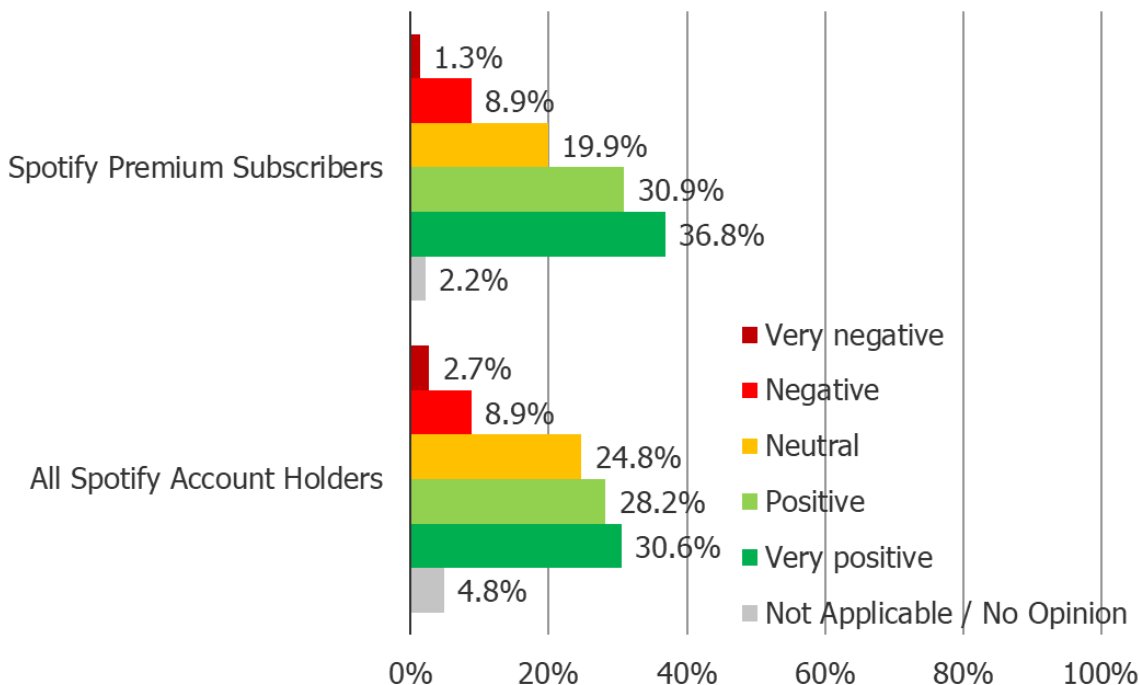
Radio and Streaming Music

SPOTIFY IS ADDING A NEW PERSONAL AI DJ FOR PREMIUM SUBSCRIBERS THAT ACTS LIKE A DJ PERSONALIZING YOUR LISTENING EXPERIENCE AND TALKING TO YOU LIKE A DJ TYPICALLY WOULD WHILE THEY PLAY MUSIC FOR YOU. WHAT IS YOUR OPINION OF THIS NEW FEATURE?

Posed to all respondents (N = 1252).



Posed to Spotify Account Holders (All, and then specifically focusing on Premium subs).



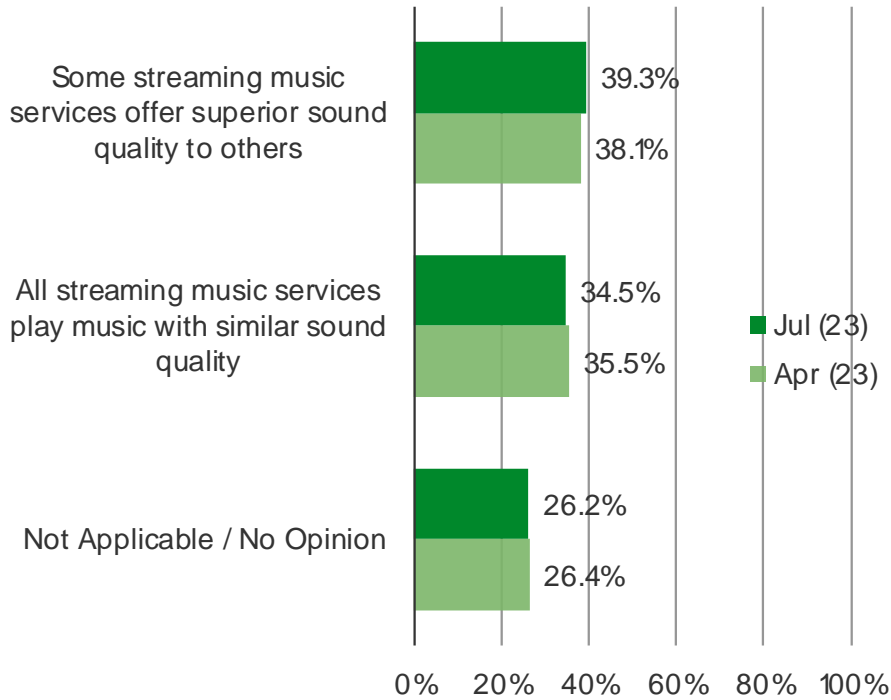


# STREAMING PLATFORM DECISION CATALYSTS AND CRITERIA

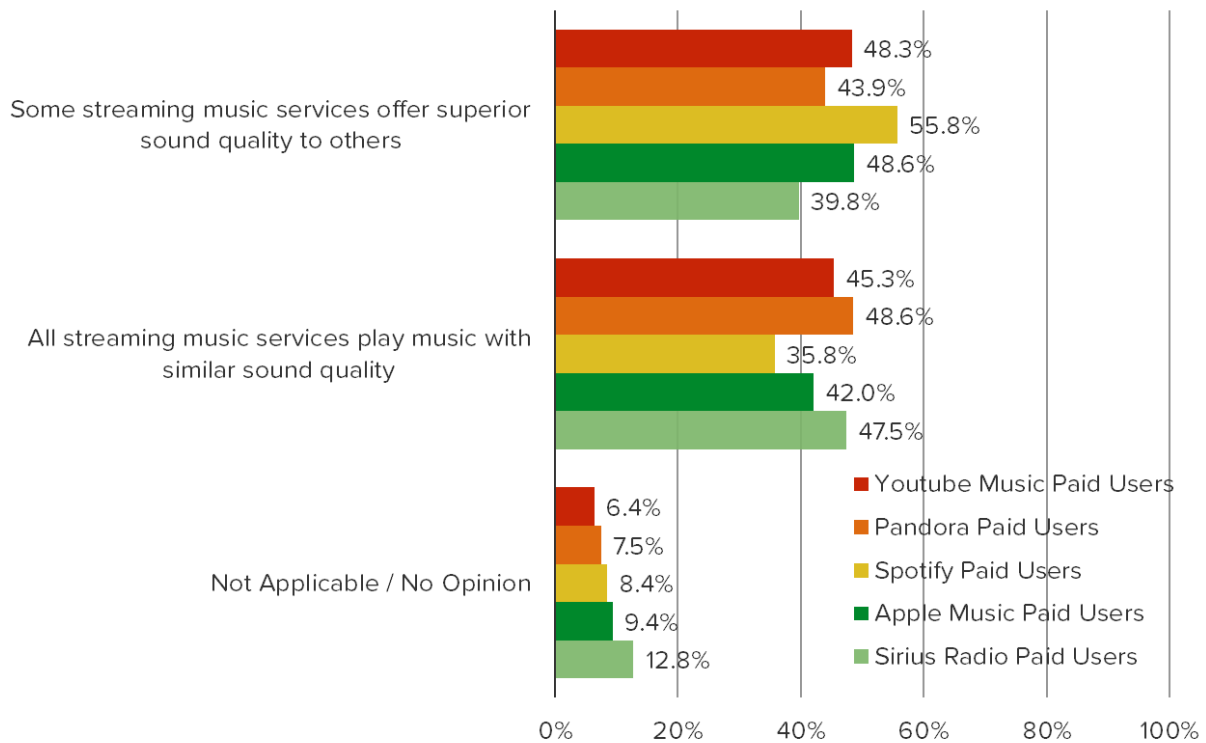


WHICH OF THE FOLLOWING DO YOU AGREE WITH?

Posed to all respondents (N = 1252).



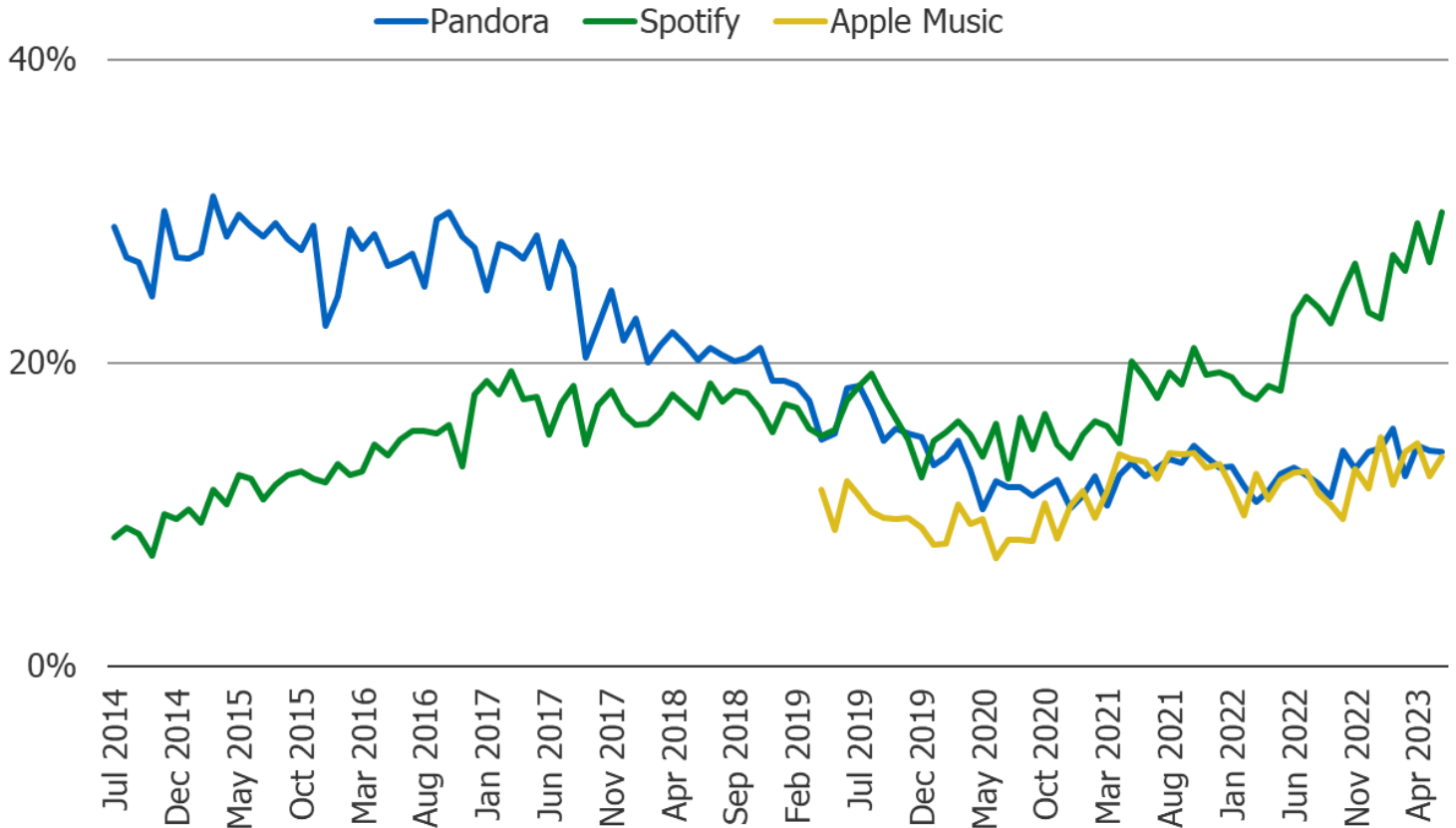
Cross-tab: Paid users of each of the following...



## COMPETITIVE DYNAMICS, STREAMING APPS

MONTHLY SURVEY TRACKER (DO YOU CURRENTLY HAVE AN ACCOUNT WITH ANY OF THE FOLLOWING)?

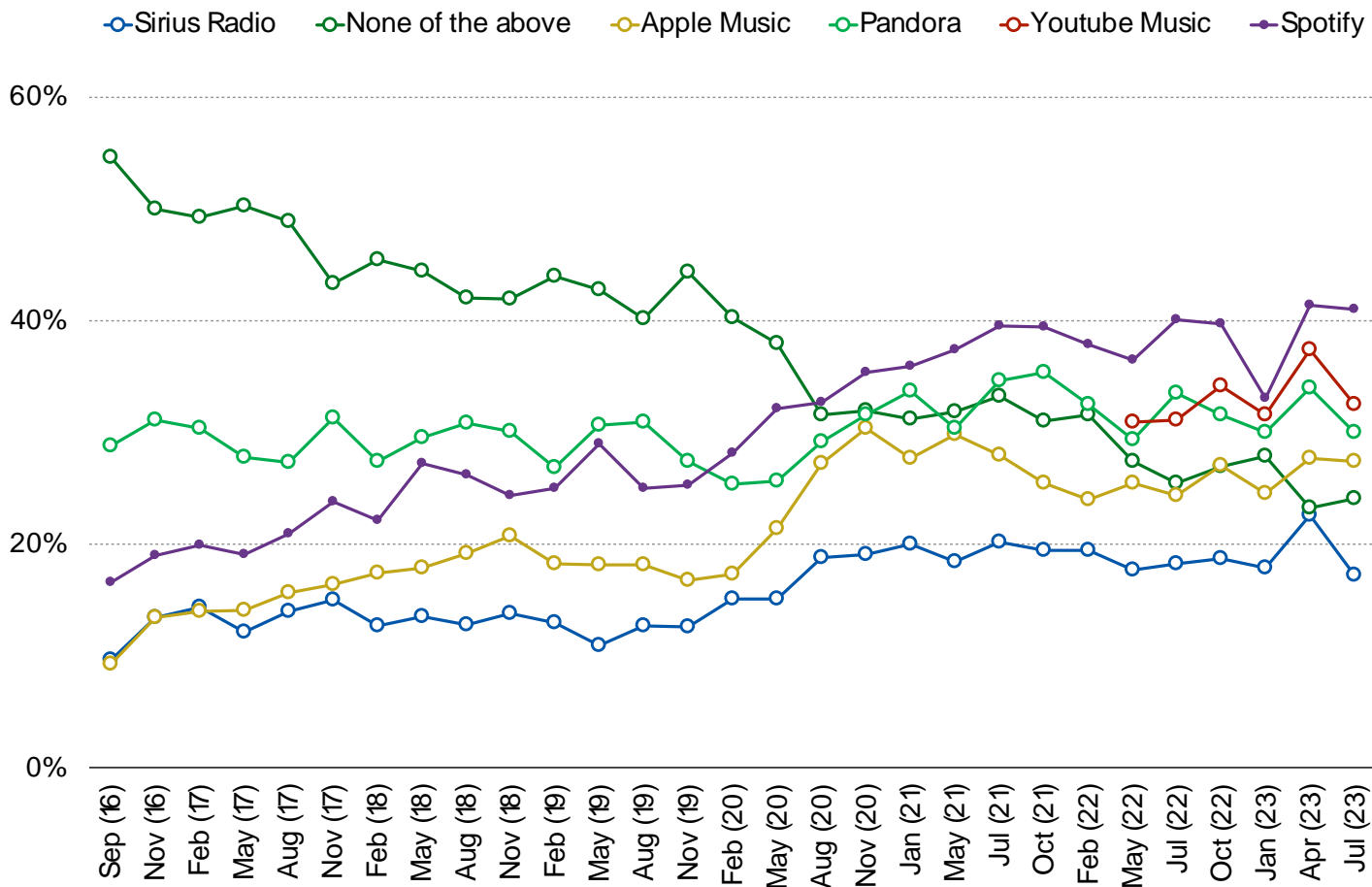
Posed to all respondents.



Most recent data point in chart above collected in June 2023.

DO YOU HAVE AN ACCOUNT WITH ANY OF THE FOLLOWING? SELECT ALL THAT APPLY

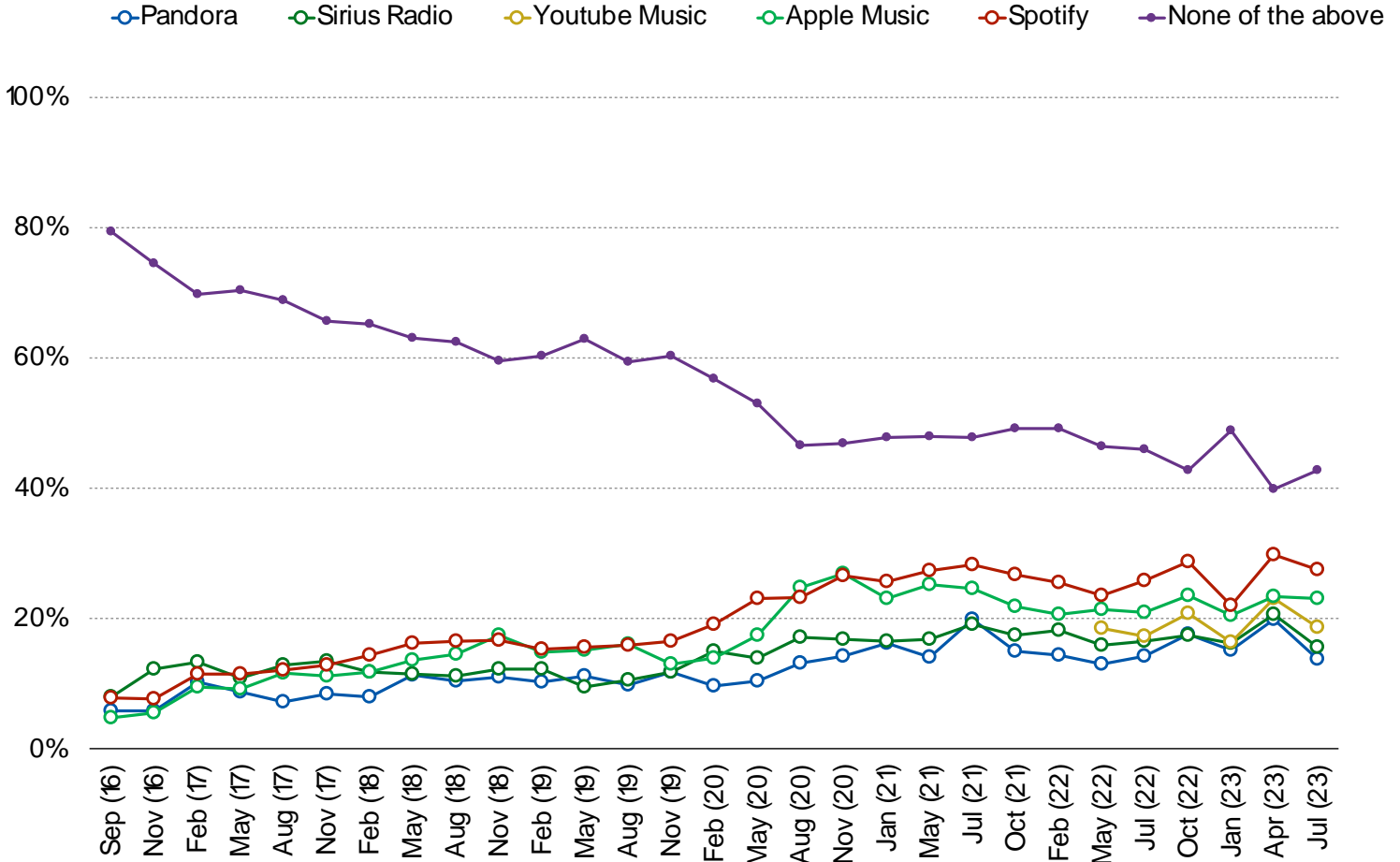
Posed to all respondents.



Radio and Streaming Music

ARE YOU CURRENTLY PAYING FOR A SUBSCRIPTION WITH ANY OF THE FOLLOWING? (SELECT ALL THAT APPLY)

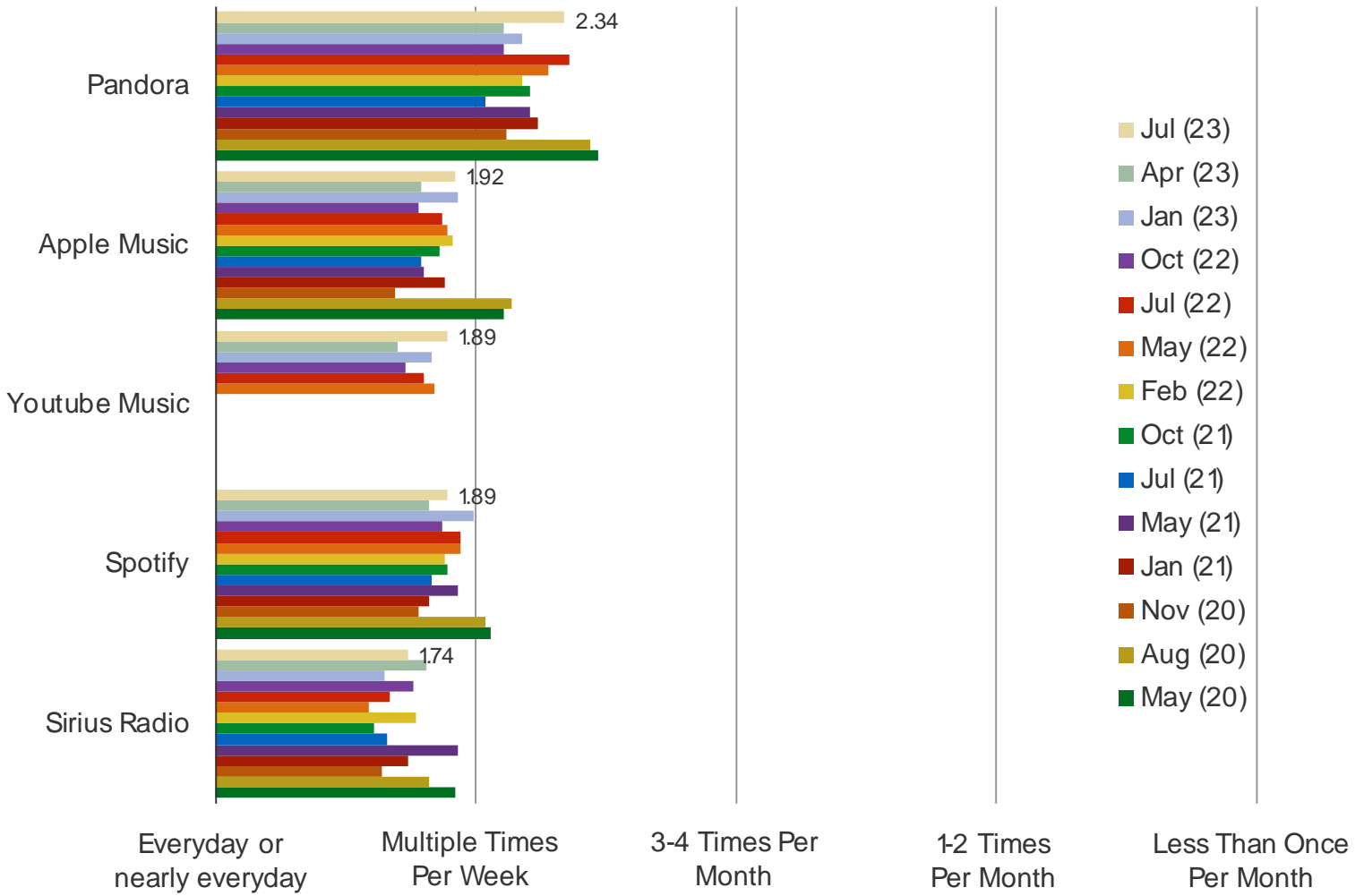
Posed to all respondents.



Radio and Streaming Music

HOW OFTEN DO YOU USE THE FOLLOWING?

Respondents who have an account with each platform (free or paid)

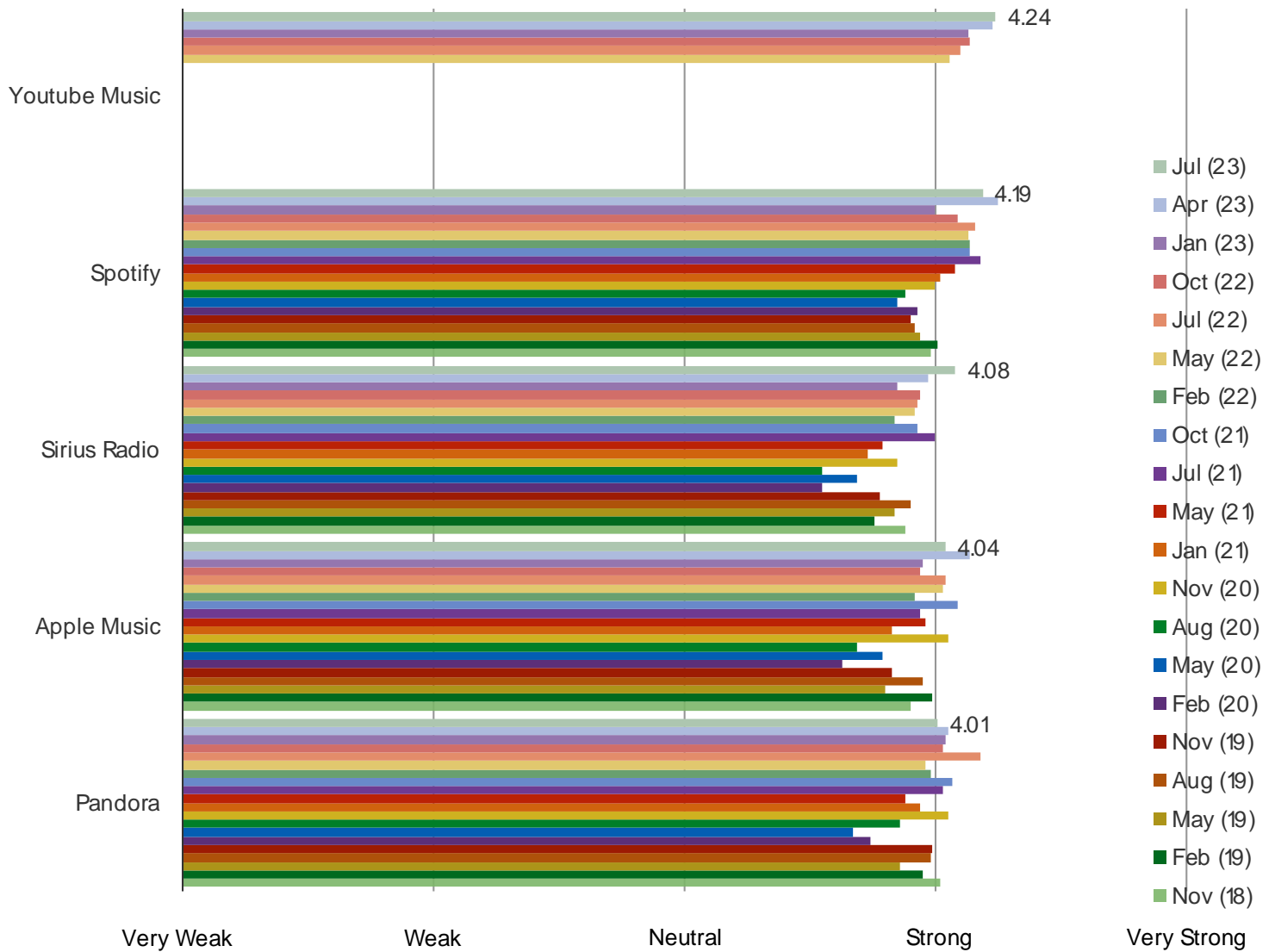


← More Frequent



WHAT IS YOUR OPINION OF THE VALUE YOU GET FOR YOUR MONEY IN PAYING FOR THIS PLATFORM?

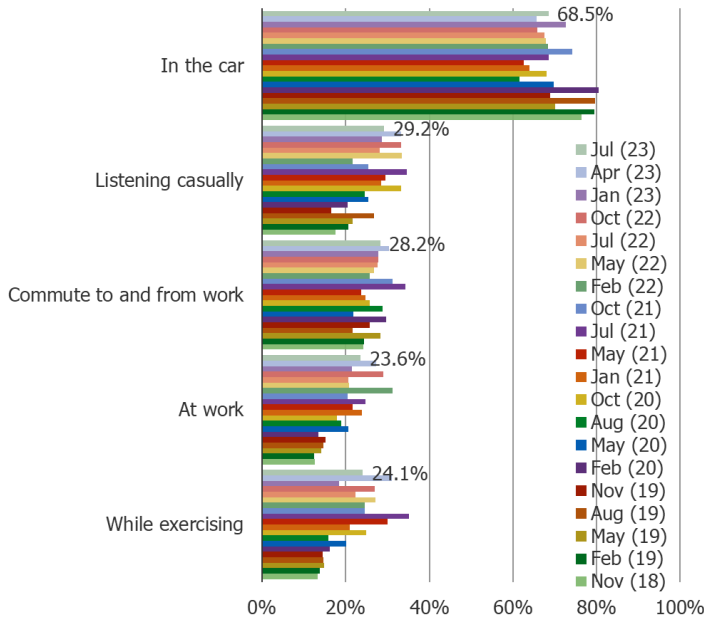
Respondents who pay for each platform



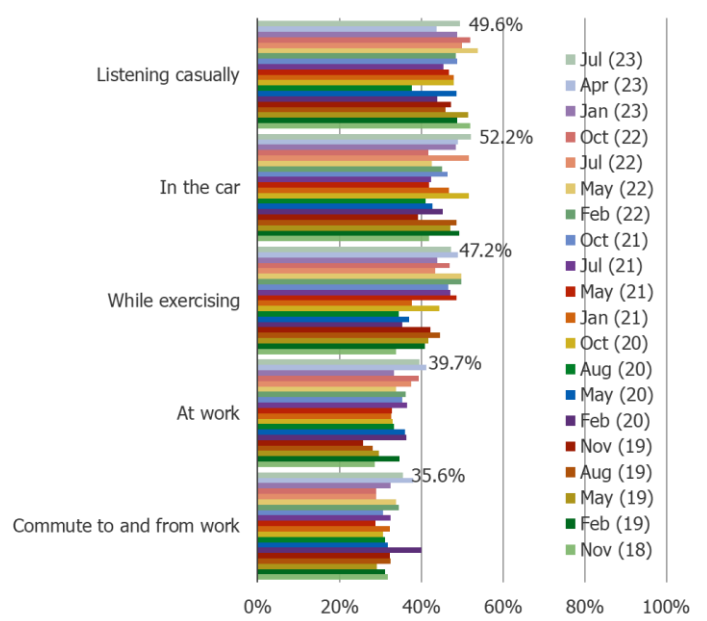
WHERE DO YOU TYPICALLY LISTEN TO THIS PLATFORM? (SELECT ALL THAT APPLY)

Respondents who have an account with each platform (free or paid)

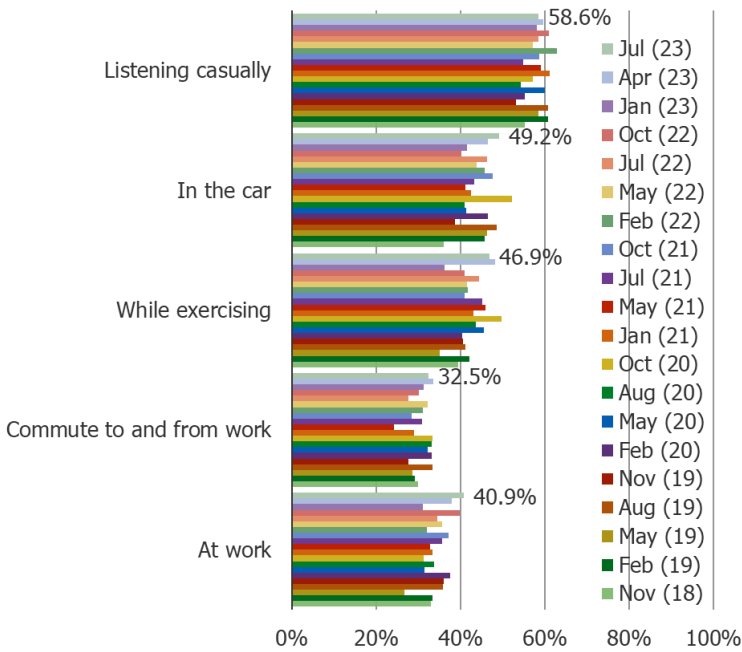
SIRIUS XM



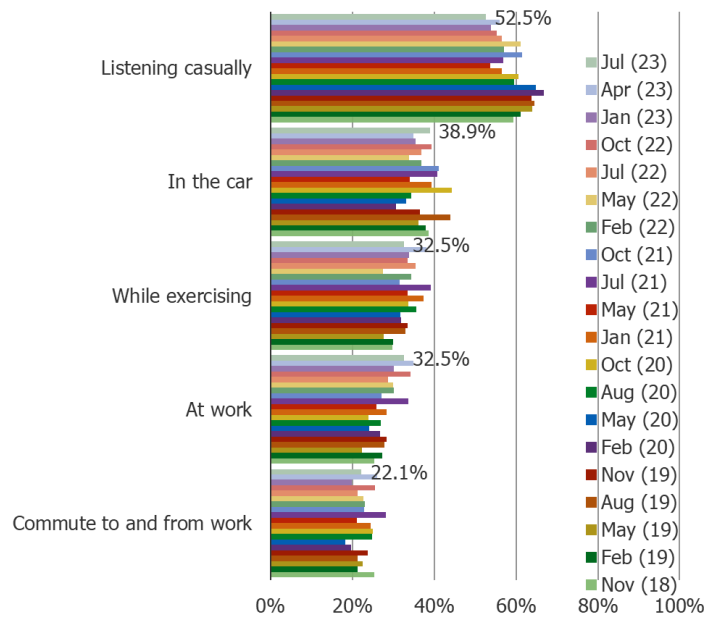
APPLE MUSIC



SPOTIFY

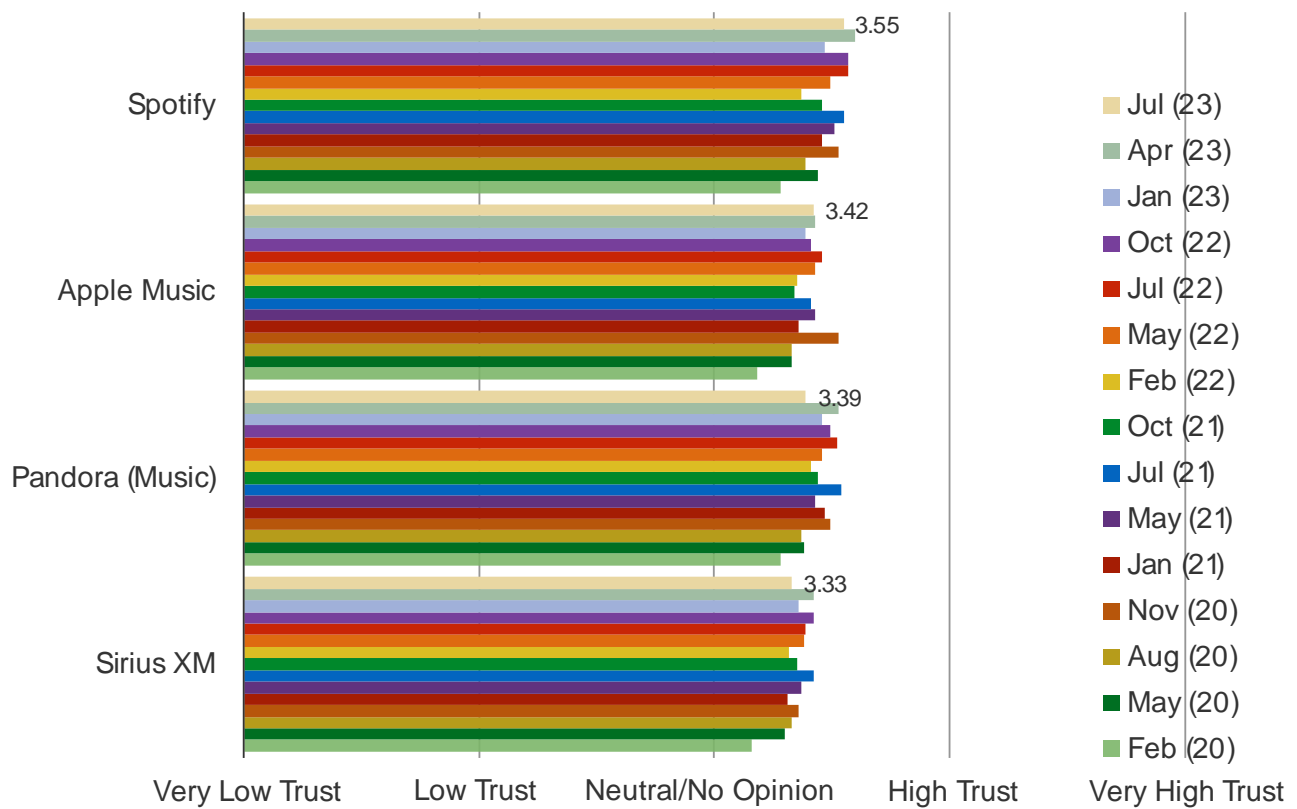


PANDORA



HOW MUCH TRUST WOULD YOU SAY YOU HAVE IN THE FOLLOWING BRANDS?

Posed to all respondents

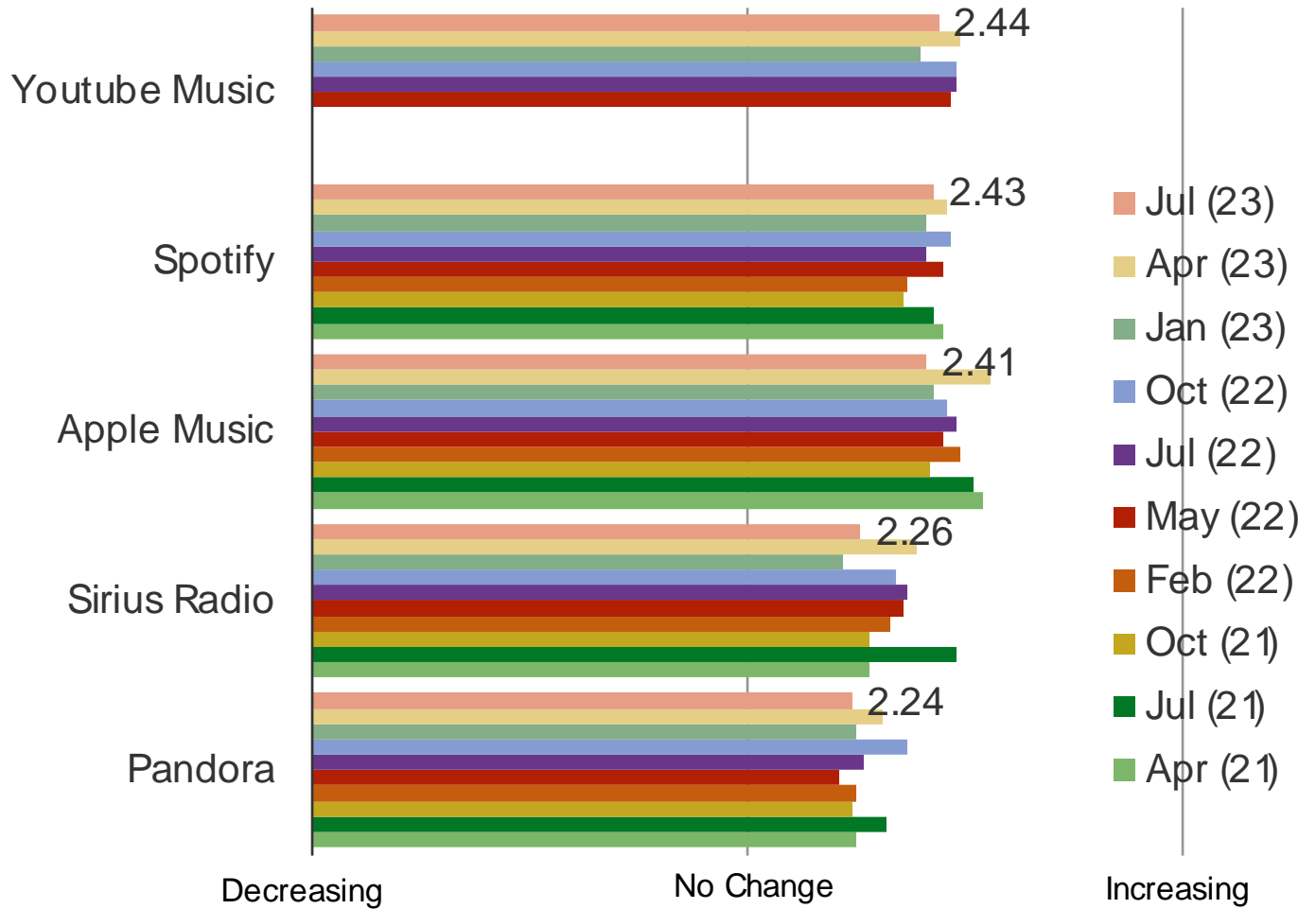


Radio and Streaming Music

DO YOU FEEL THAT YOUR LISTENING TIME ON THIS PLATFORM IS INCREASING OR DECREASING FOR THE FOLLOWING KIND OF MUSIC...

Posed to users of each platform.

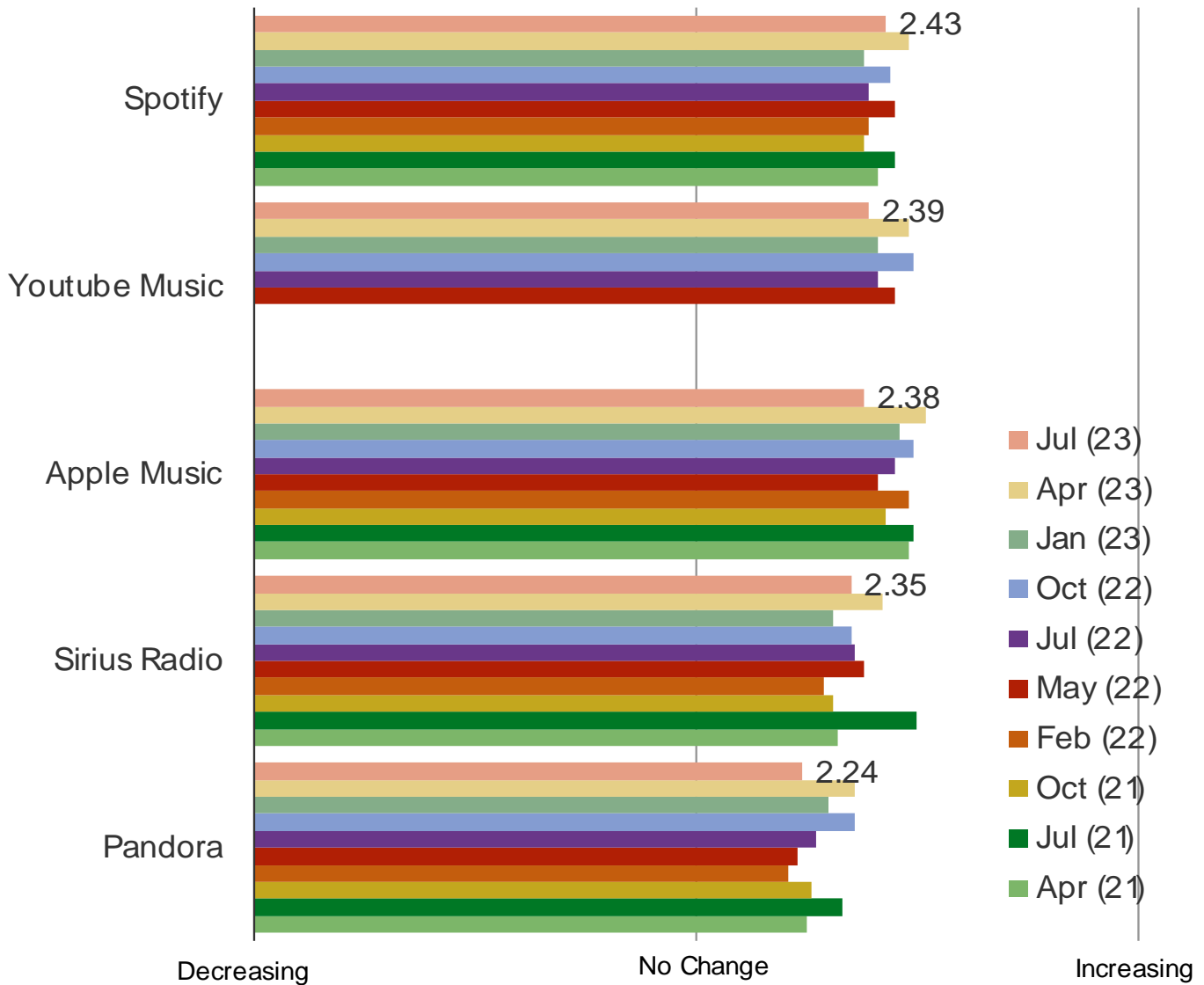
New Music (Released in the Past 6 Months)



# Radio and Streaming Music

DO YOU FEEL THAT YOUR LISTENING TIME ON THIS PLATFORM IS INCREASING OR DECREASING FOR THE FOLLOWING KIND OF MUSIC...

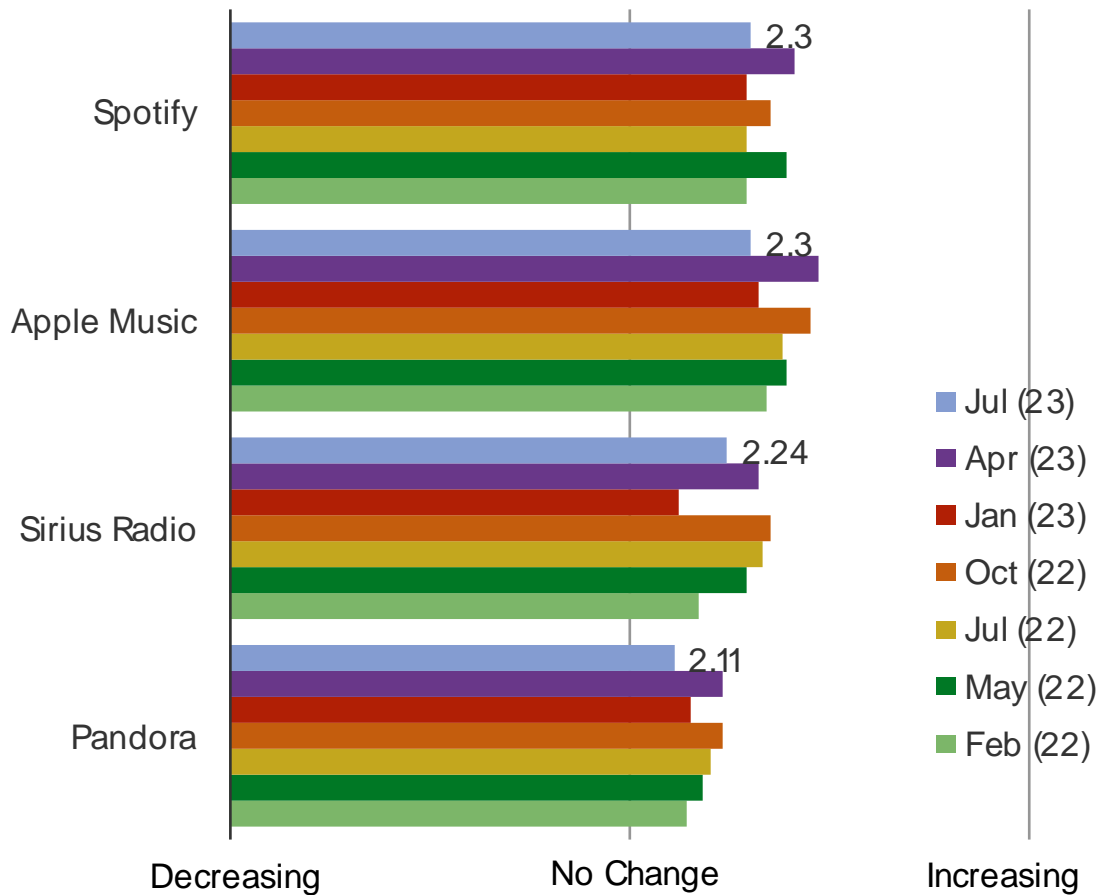
Posed to users of each platform.  
 Catalog Music (Released 6+ Months Ago)



DO YOU FEEL THAT YOUR LISTENING TIME ON THIS PLATFORM IS INCREASING OR DECREASING FOR PODCASTS...

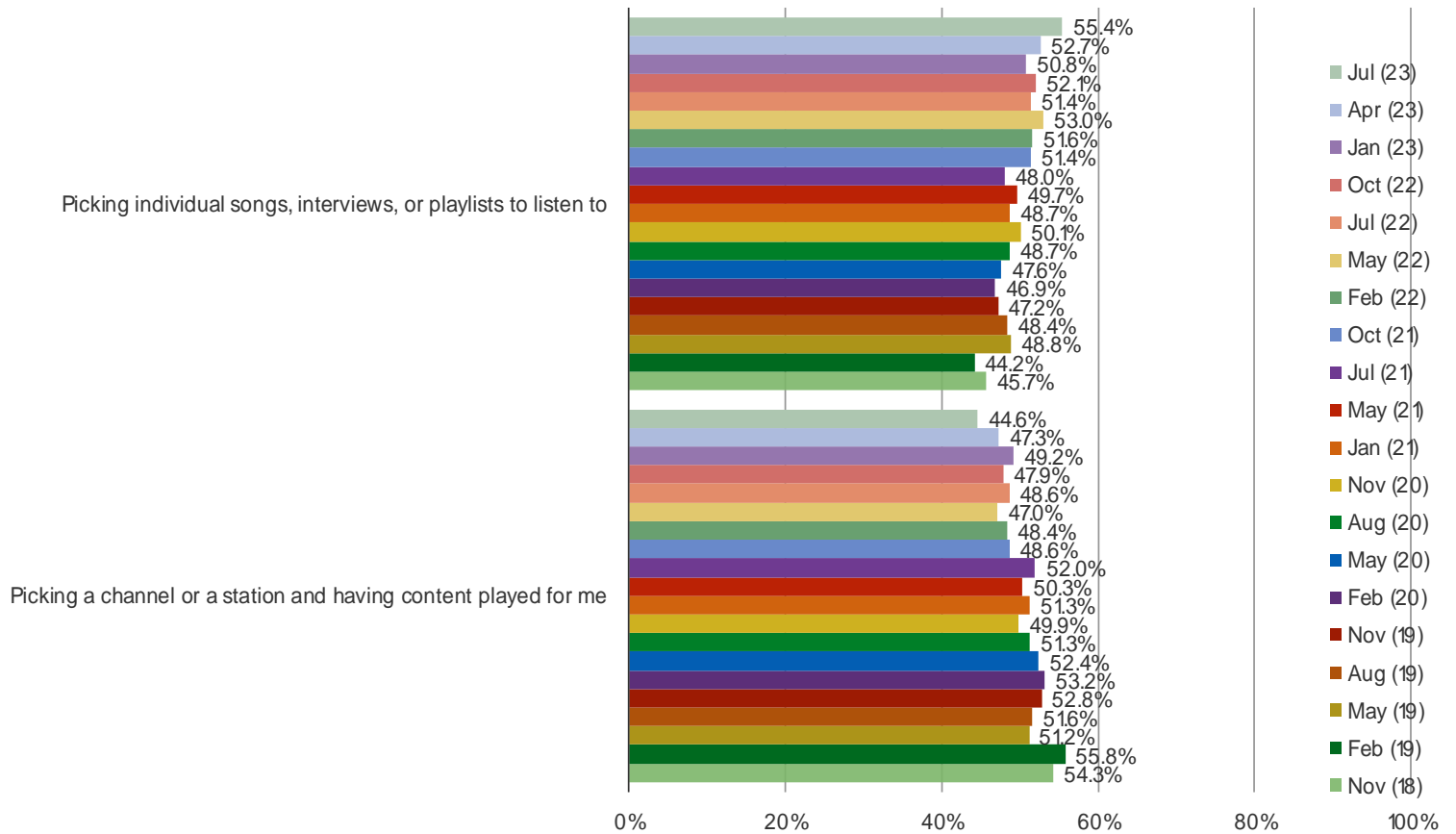
Posed to users of each platform.

Podcasts



FOR LISTENING TO MUSIC AND TALK-SHOW CONTENT, WHICH IS BETTER?

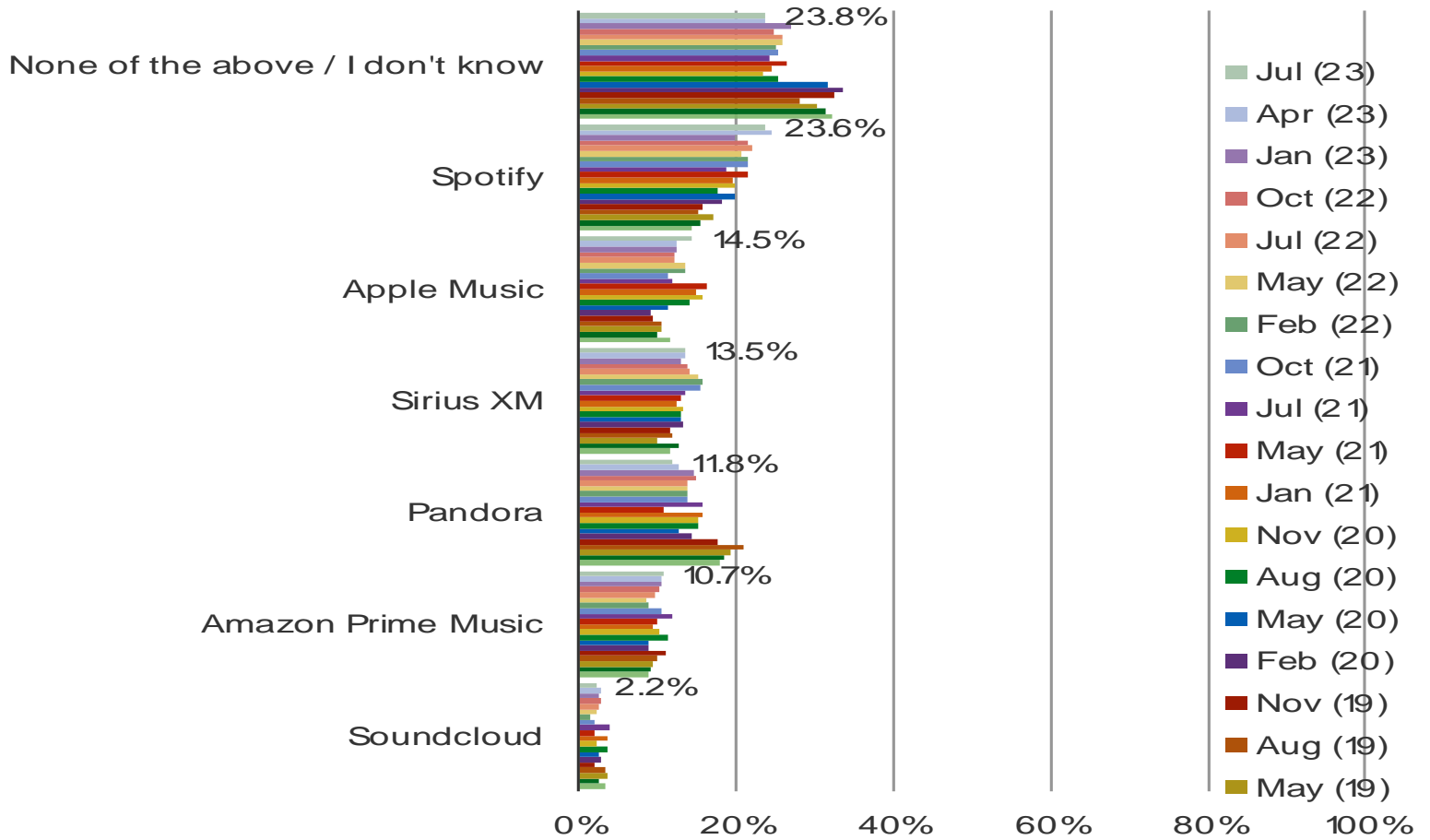
Posed to all respondents.



Radio and Streaming Music

IN YOUR OPINION, WHICH PLATFORM IS BEST WHEN IT COMES TO THE WAY IN WHICH THEY DELIVER CONTENT TO ITS USERS? (IE. THE BEST USER EXPERIENCE)

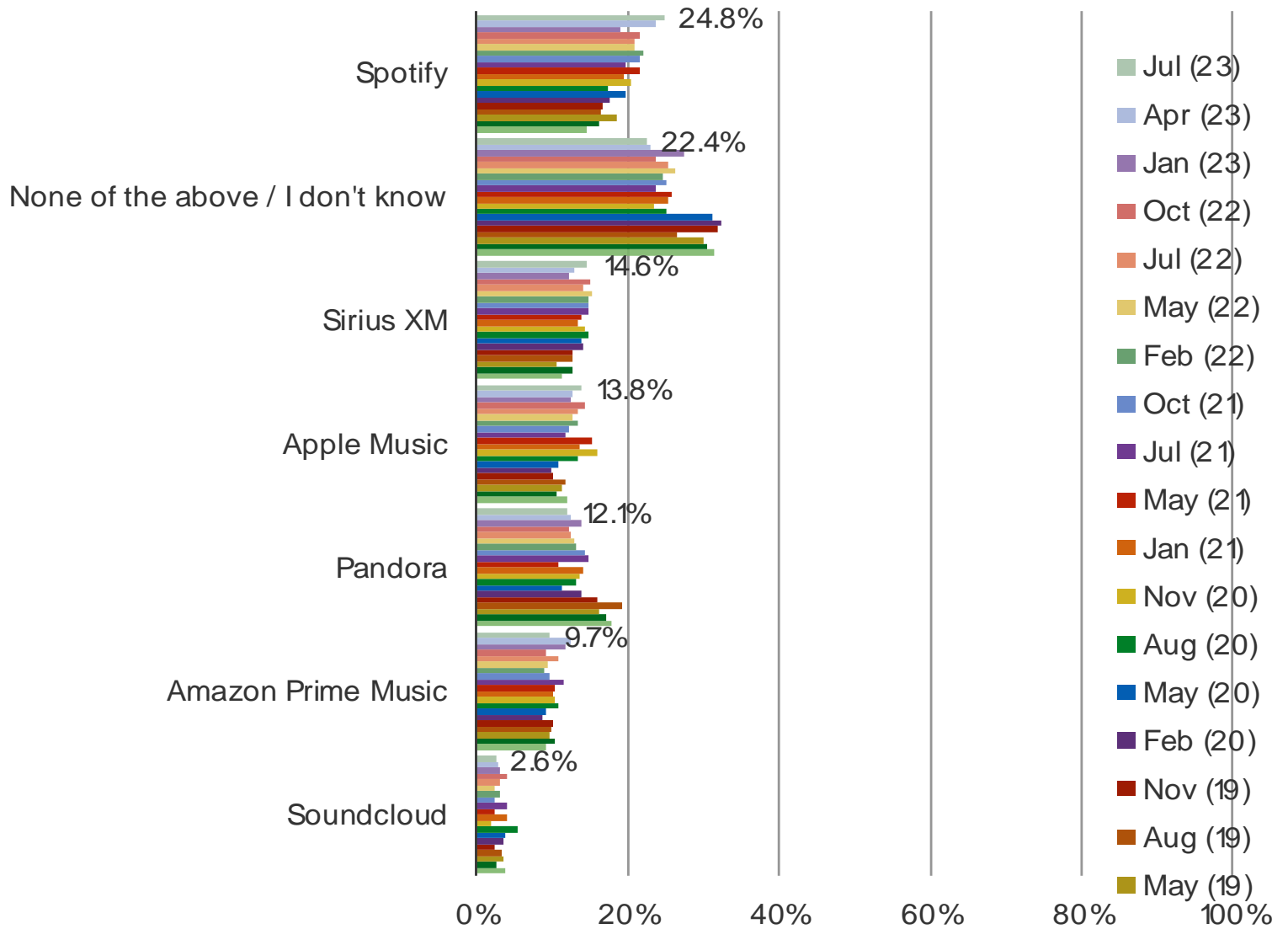
Posed to all respondents.





IN YOUR OPINION, WHICH PLATFORM HAS THE BEST CONTENT AVAILABLE?

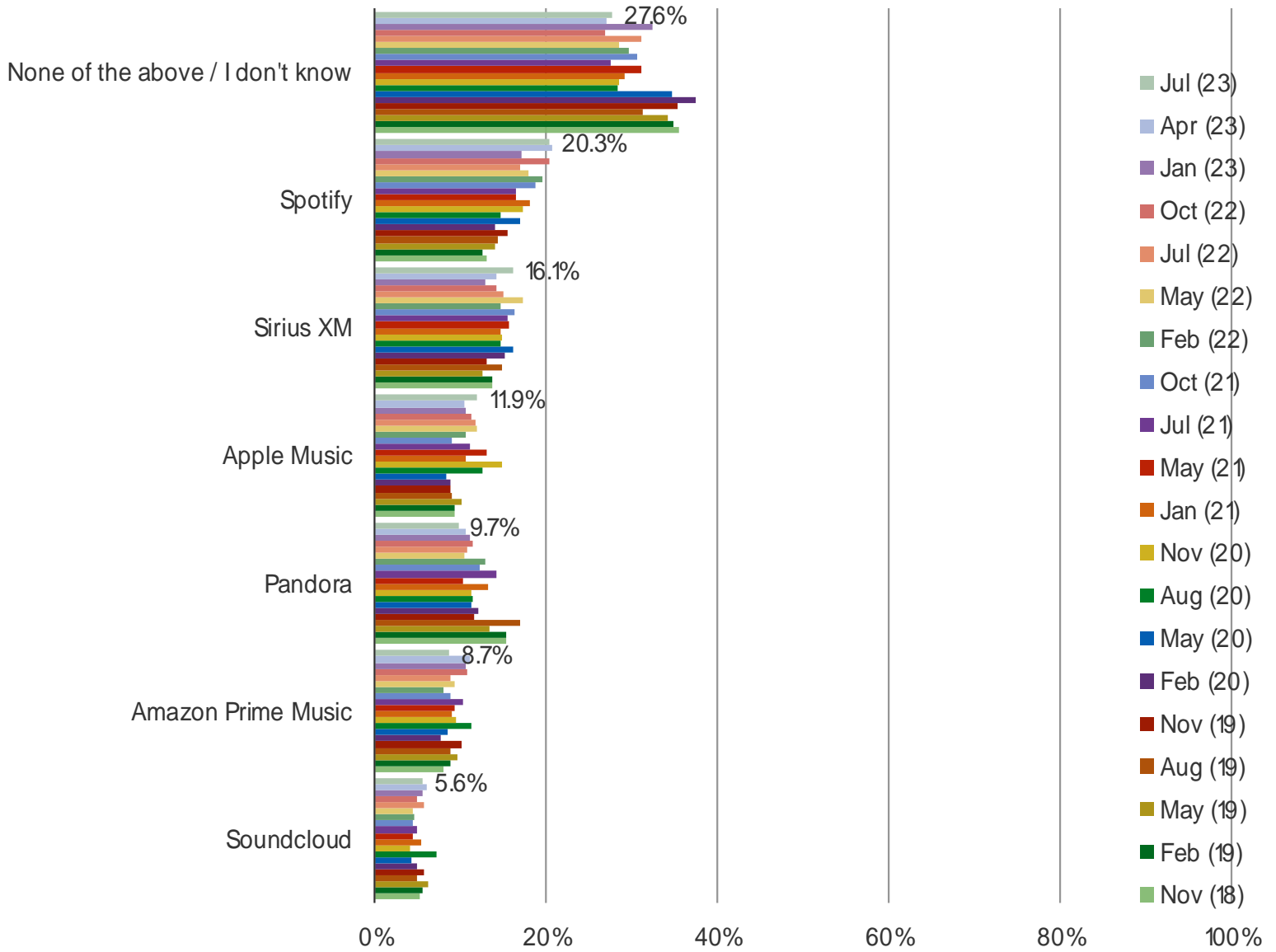
Posed to all respondents.



# Radio and Streaming Music

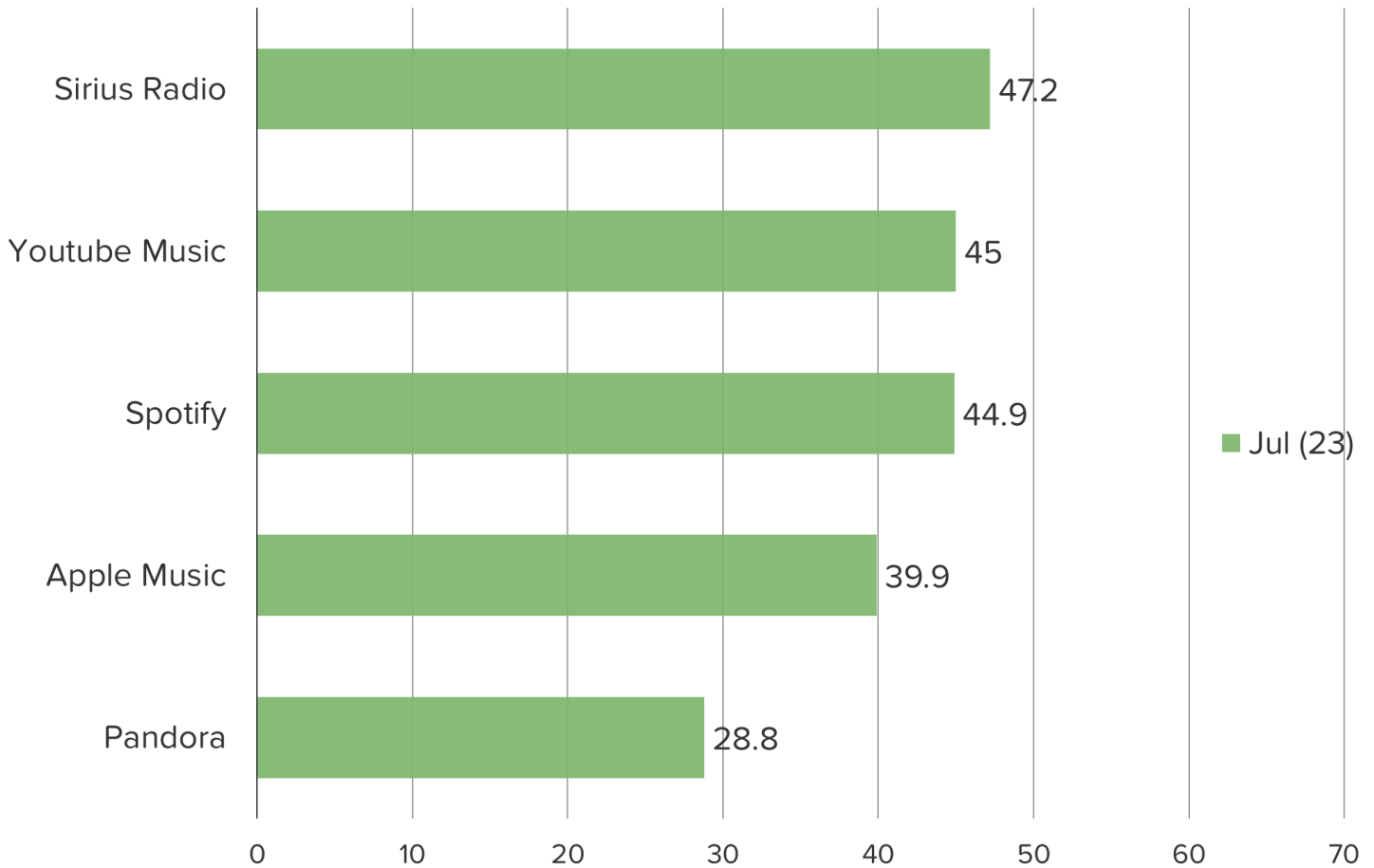
IN YOUR OPINION, WHICH PLATFORM HAS THE MOST UNIQUE CONTENT AVAILABLE THAT YOU CAN'T FIND ANYWHERE ELSE?

Posed to all respondents.



HOW LIKELY IS IT THAT YOU WOULD RECOMMEND THIS PLATFORM TO A FRIEND OR COLLEAGUE?

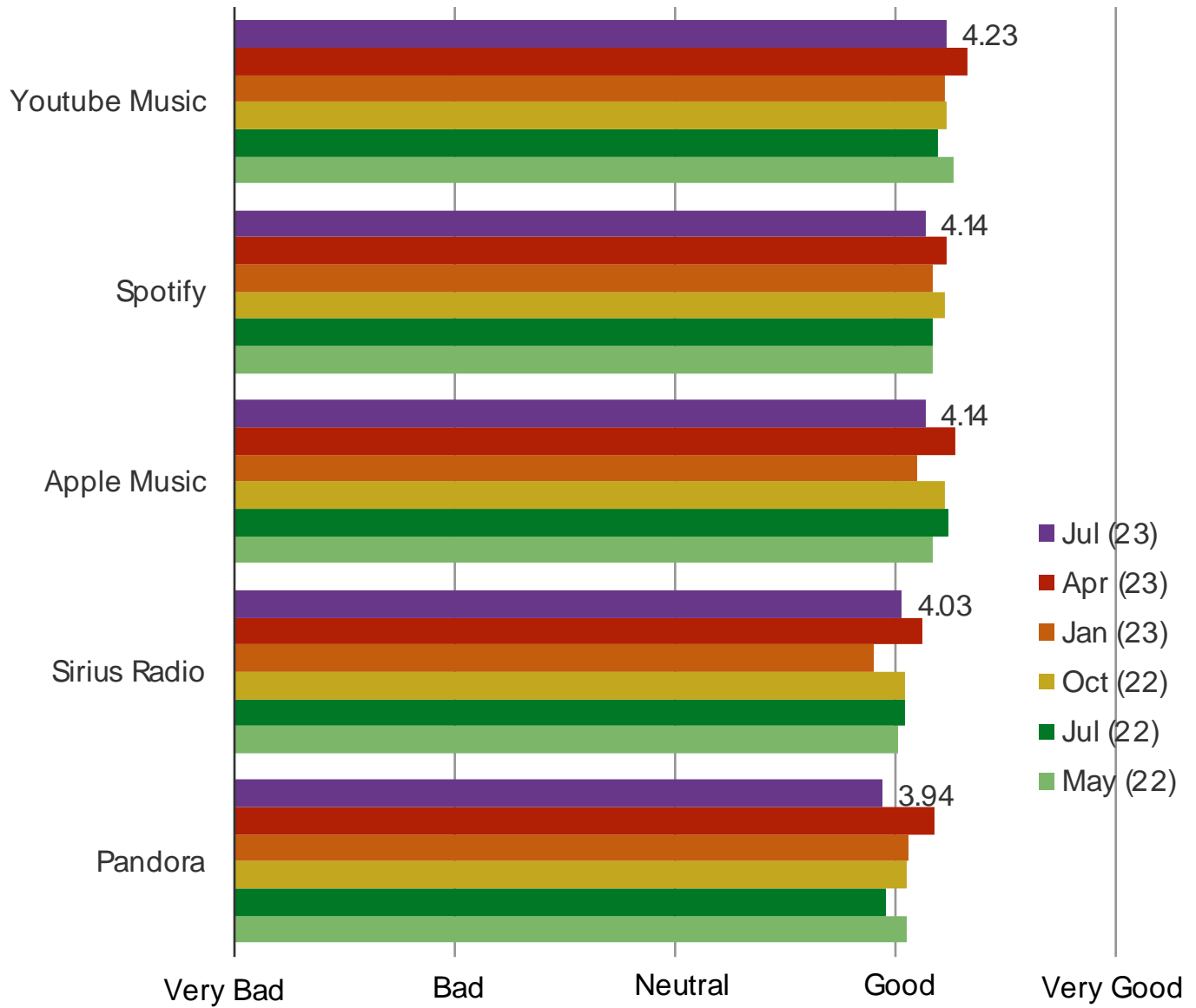
Posed to respondents who have an account with each of the following.



	N=
Sirius Radio	216
Apple Music	343
Spotify	514
Pandora	375
Youtube Music	407

HOW DO YOU FIND THE RECOMMENDATIONS / DISCOVERY ASPECT OF USING THIS PLATFORM TO BE?

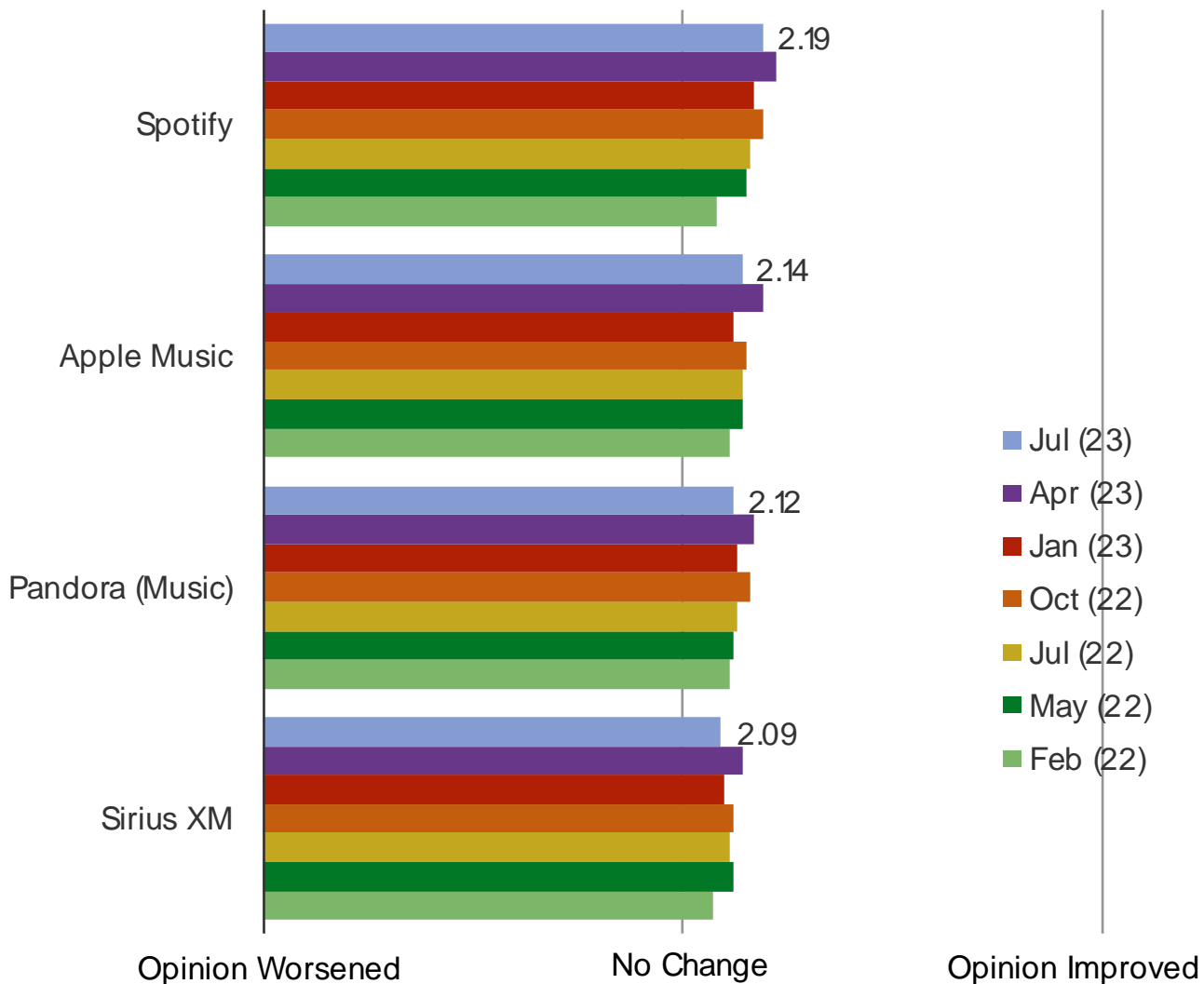
Posed to users of each of the following.



	N=
Sirius Radio	216
Apple Music	343
Spotify	514
Pandora	375
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HAS YOUR OPINION OF ANY OF THE FOLLOWING CHANGED RECENTLY?

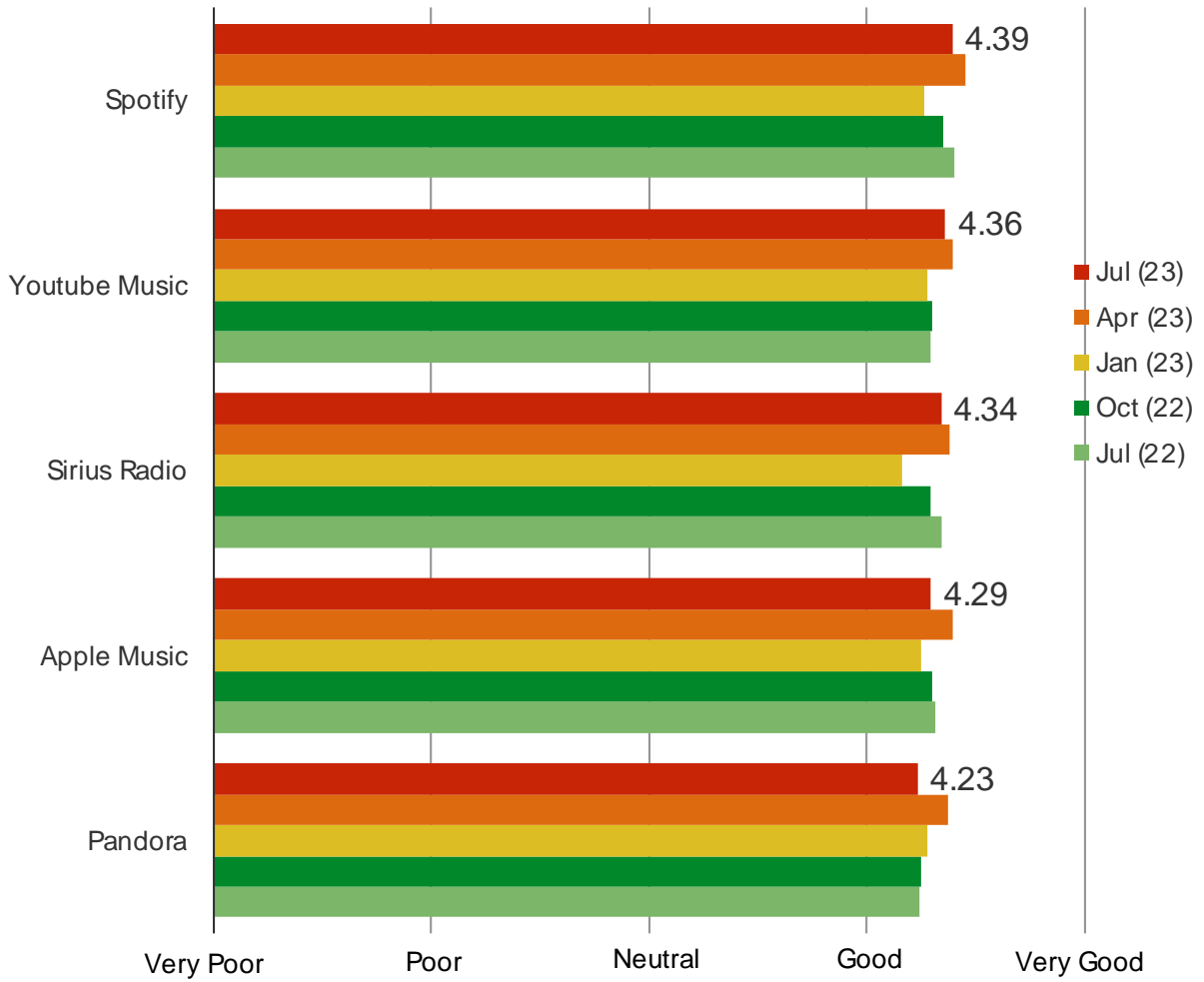
Posed to all respondents.



Radio and Streaming Music

WHAT IS YOUR OPINION OF THE SOUND QUALITY ON THE FOLLOWING:

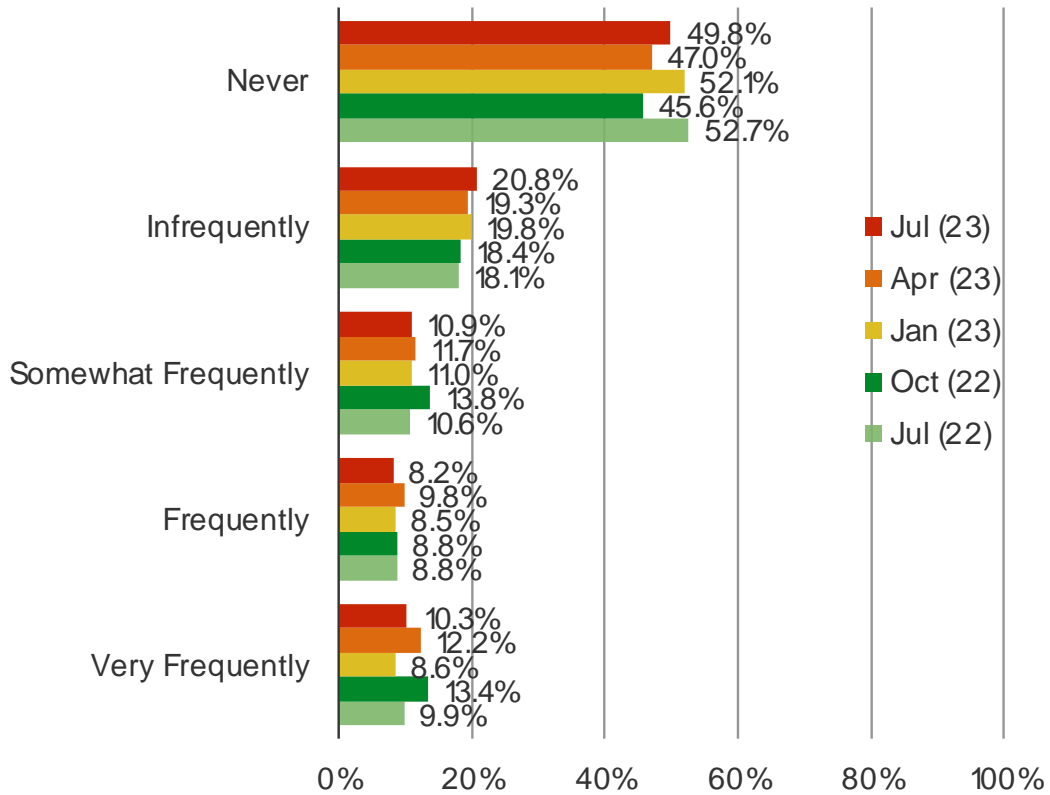
Posed to users of each of the following.



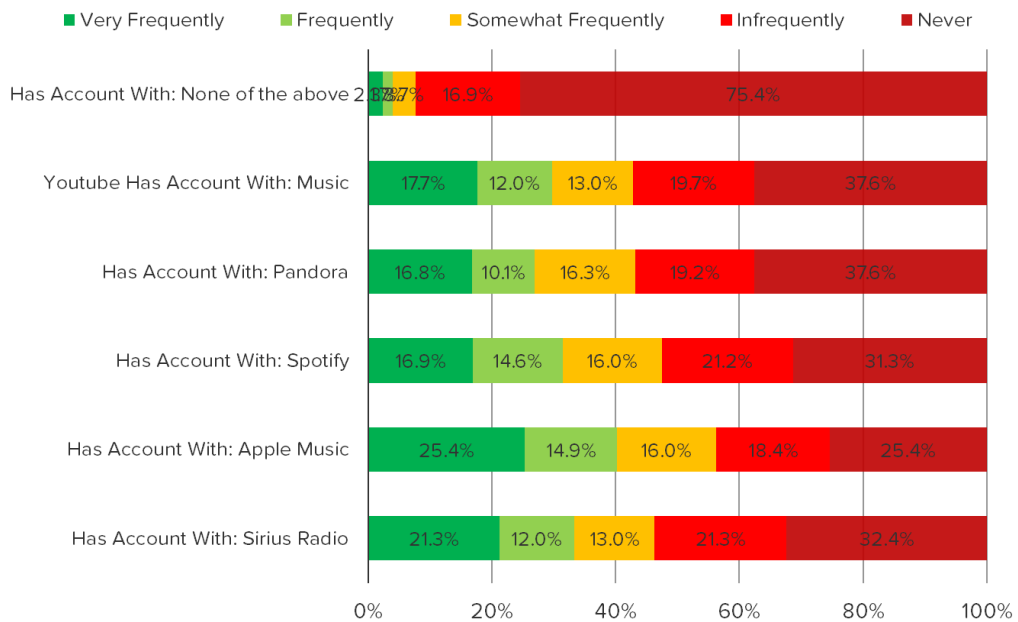
	N=
Sirius Radio	216
Apple Music	343
Spotify	514
Pandora	375
Youtube Music	407

HOW OFTEN DO YOU LISTEN TO AUDIOBOOKS?

Posed to all respondents.



Cross-Tab Analysis: How often users of the following listen to audiobooks in general



WHAT IS THE FIRST PLATFORM THAT COMES TO MIND FOR LISTENING TO THE FOLLOWING?

Posed to respondents who listen to each of the following at least somewhat frequently.

MUSIC



PODCASTS



AUDIOBOOKS



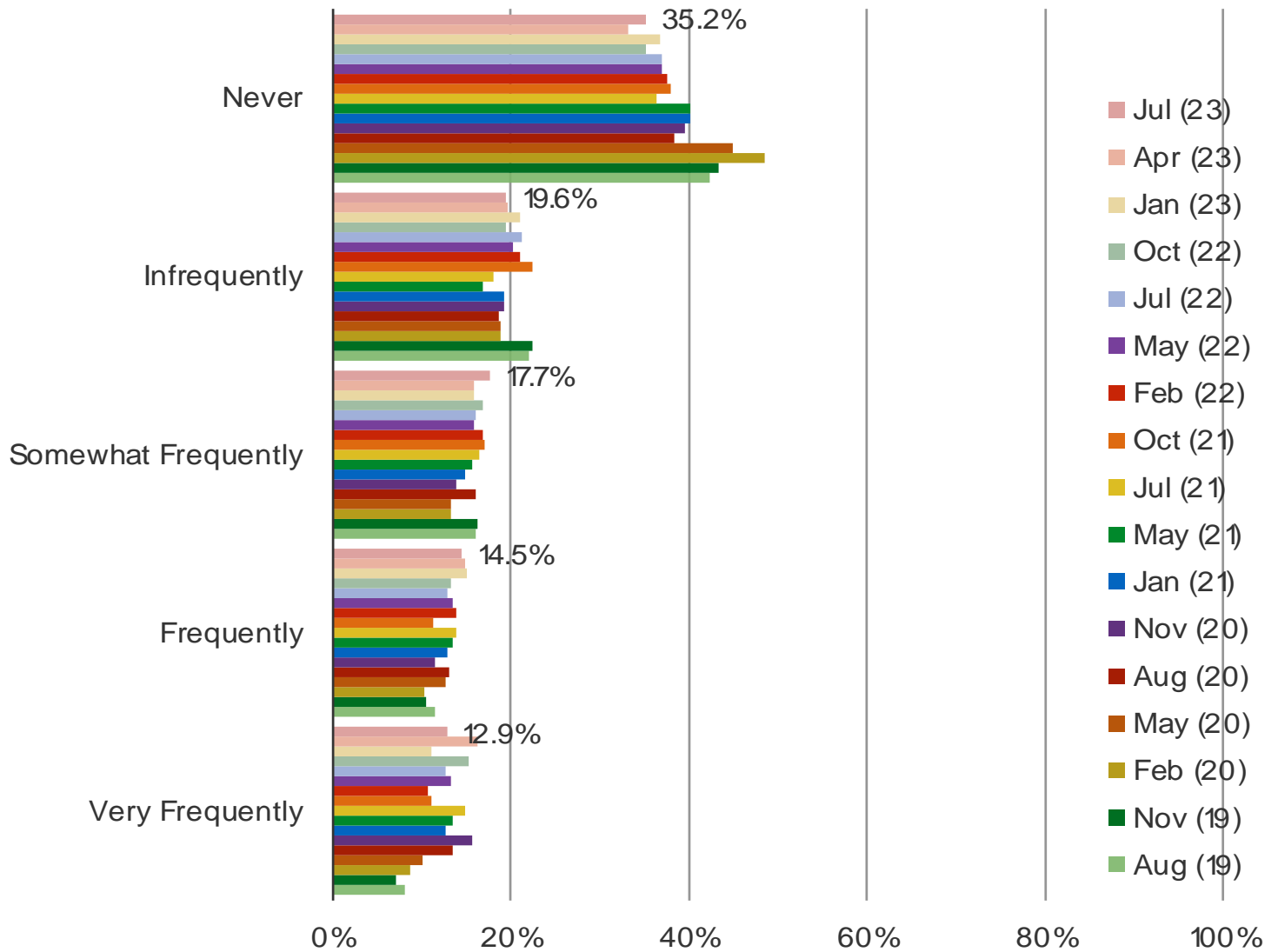




## PODCASTS

HOW OFTEN DO YOU LISTEN TO PODCASTS?

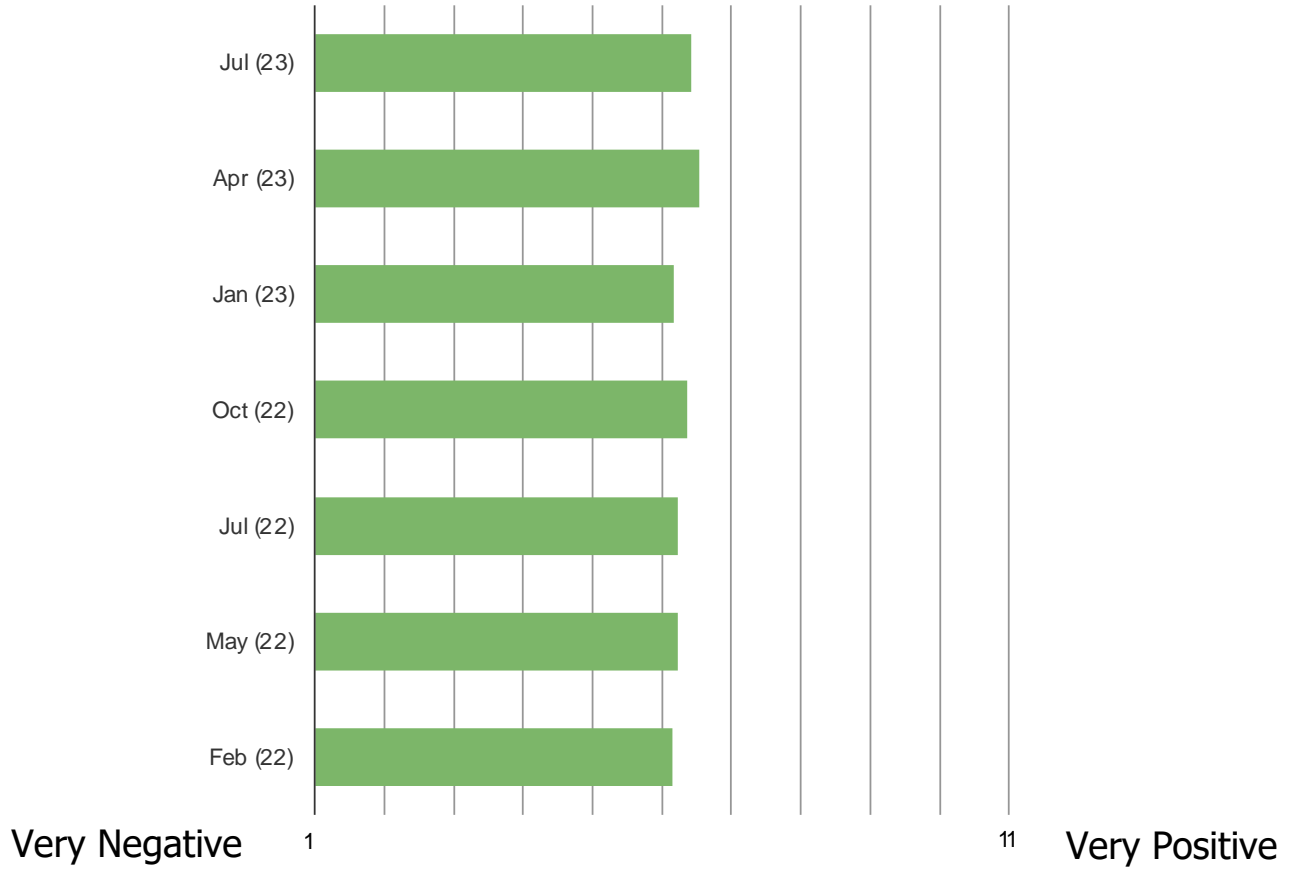
Posed to all respondents.





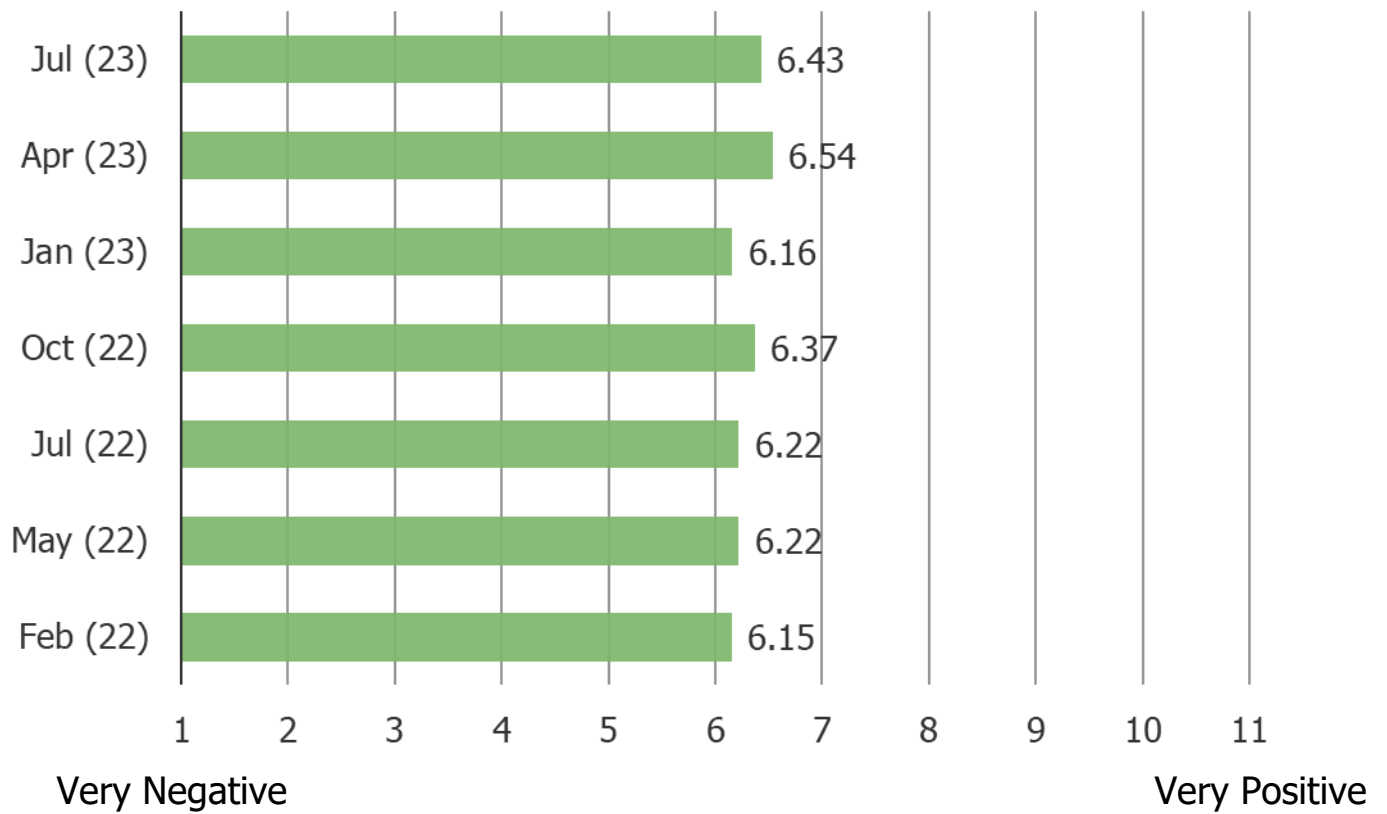
WHAT IS YOUR OPINION OF JOE ROGAN?

Posed to all respondents.



WHAT IS YOUR OPINION OF JOE ROGAN?

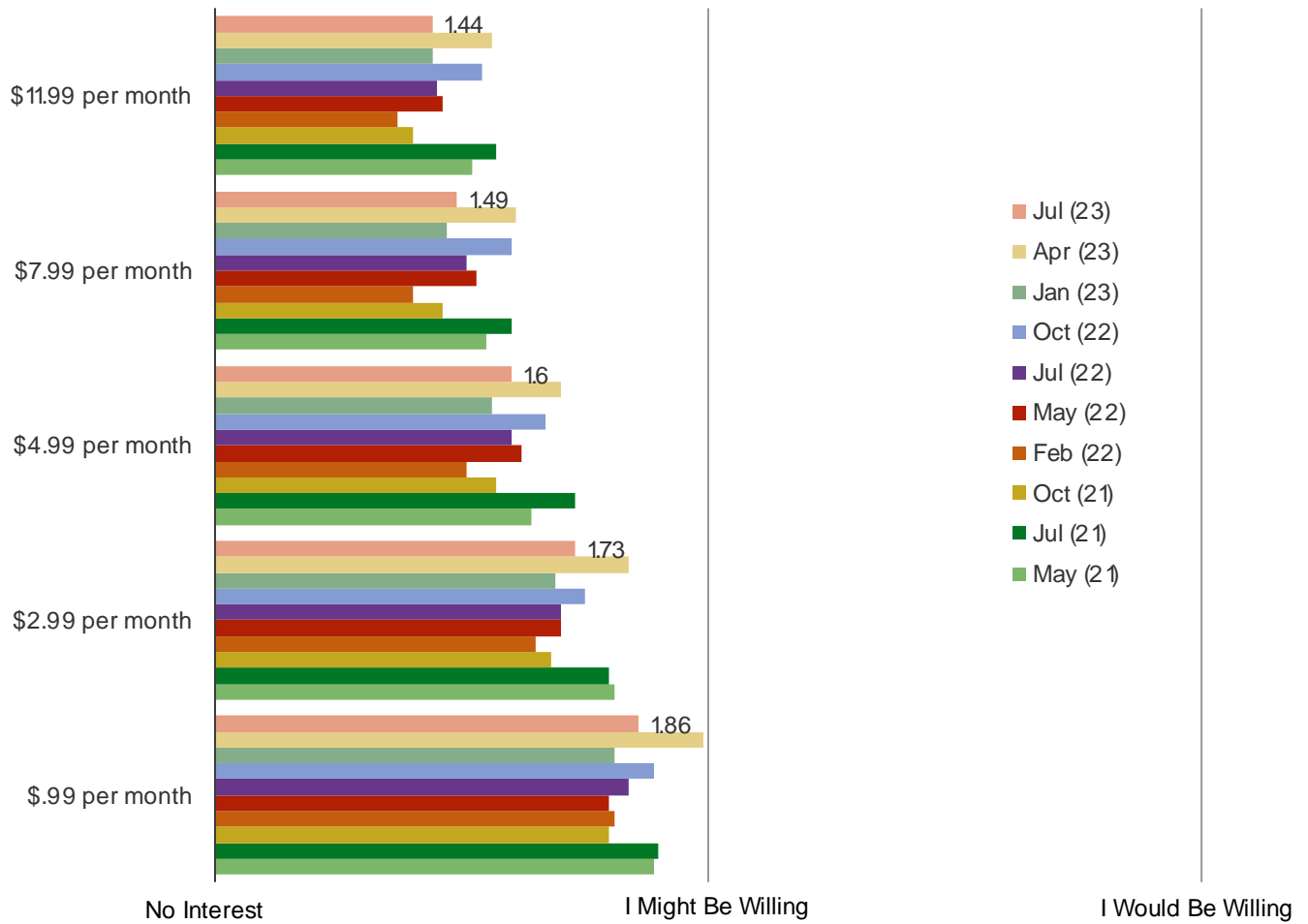
Posed to all respondents



\*Weighted average, excluding those who selected "NA"

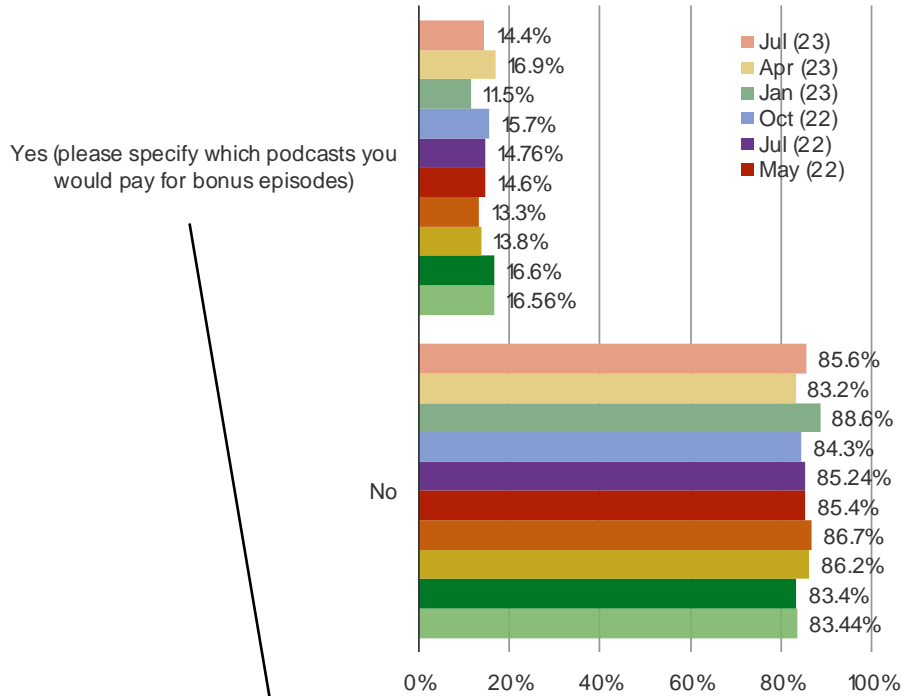
HOW INTERESTED WOULD YOU BE IN PAYING FOR SUBSCRIBER ONLY BONUS EPISODES TO ANY OF THE PODCASTS YOU LISTEN TO OR MIGHT DISCOVER IN THE FUTURE?

Posed to podcast listeners.



DO YOU LISTEN TO ANY PODCASTS NOW THAT YOU WOULD BE WILLING TO PAY FOR SUBSCRIBER ONLY BONUS EPISODES?

Posed to podcast listeners.



Yes (please specify which podcasts you would pay for bonus episodes)

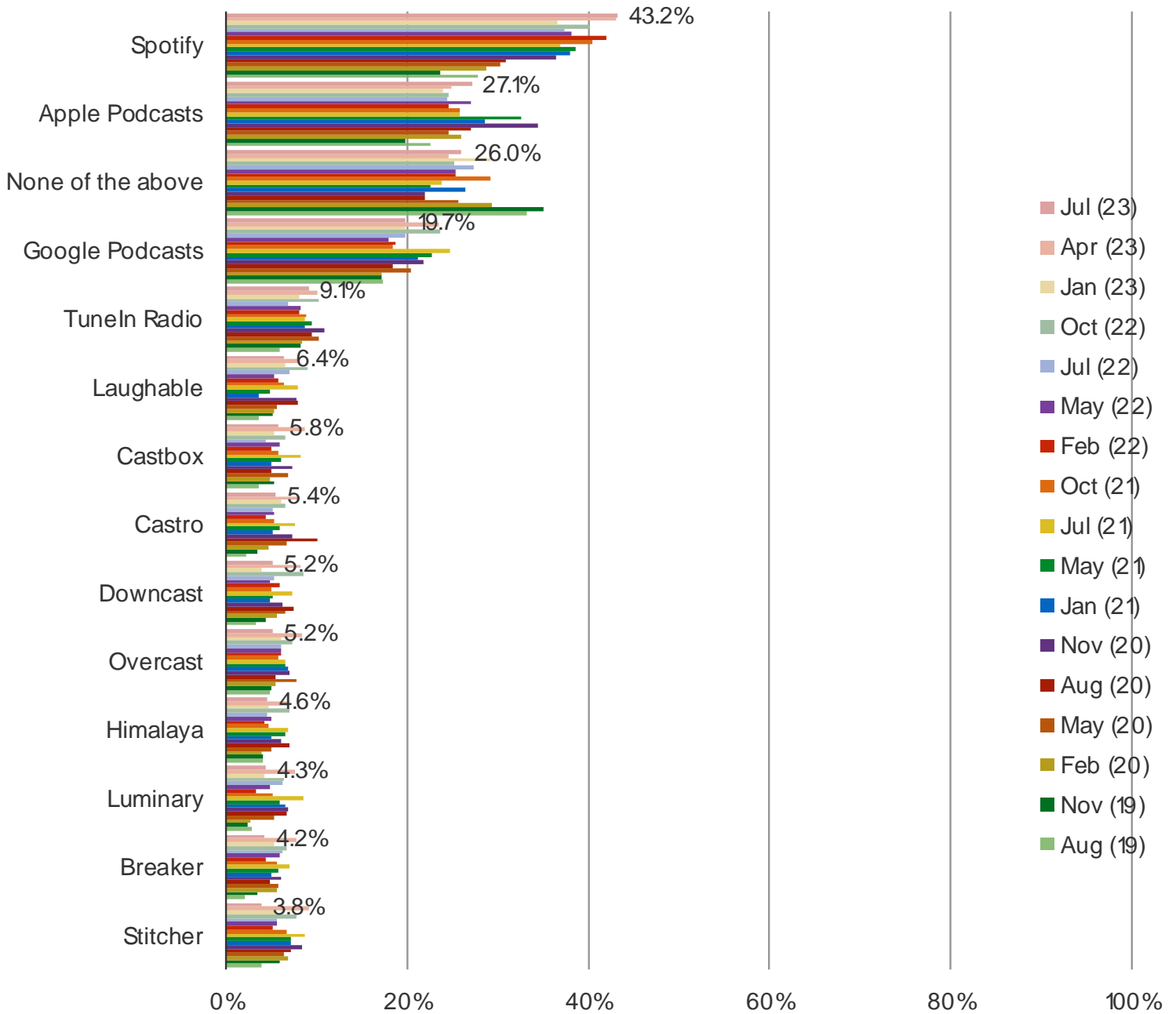
No





WHICH OF THE FOLLOWING PLATFORMS DO YOU USE TO LISTEN TO PODCASTS?

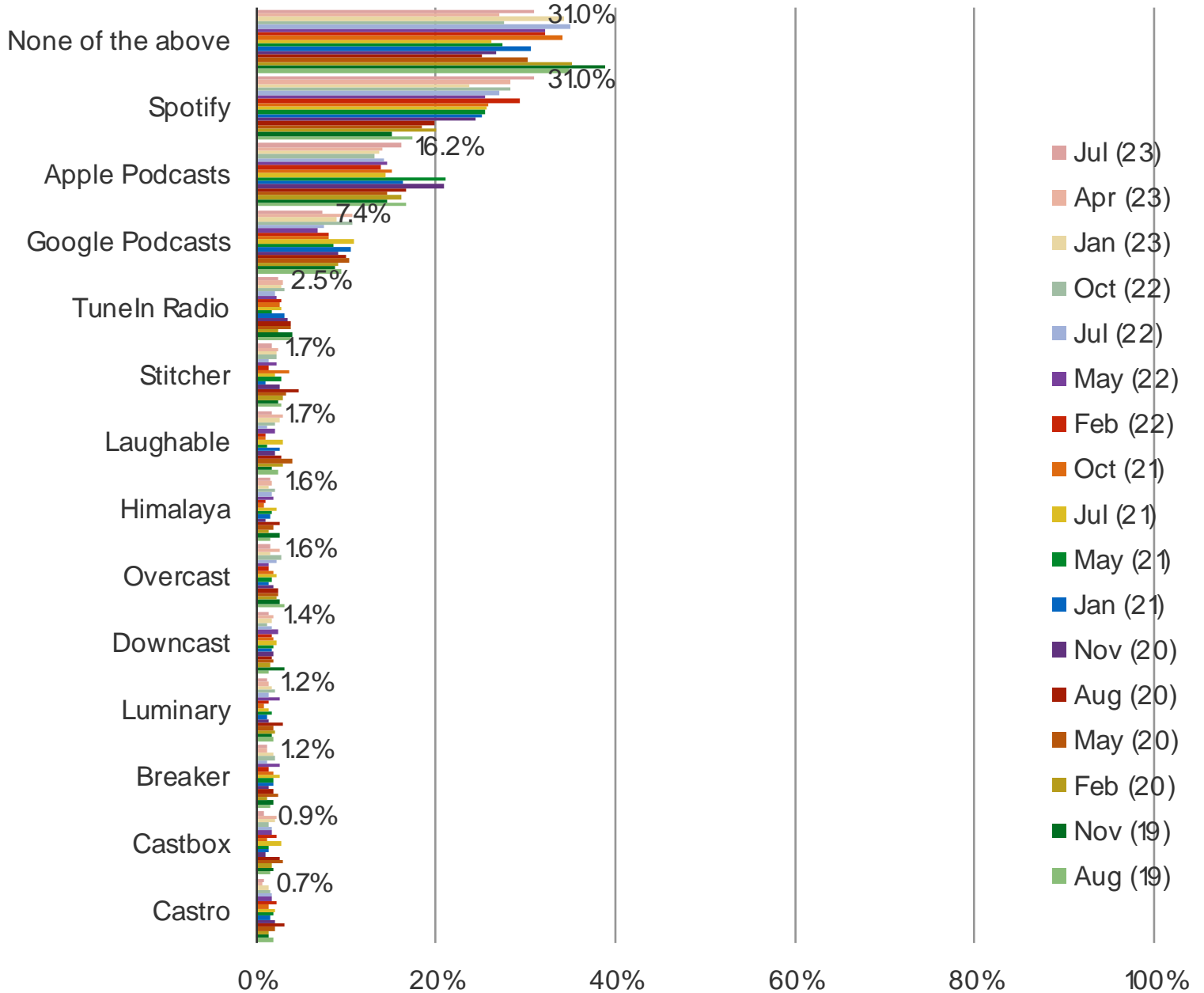
Posed to respondents who listen to podcasts (more often than never)



# Radio and Streaming Music

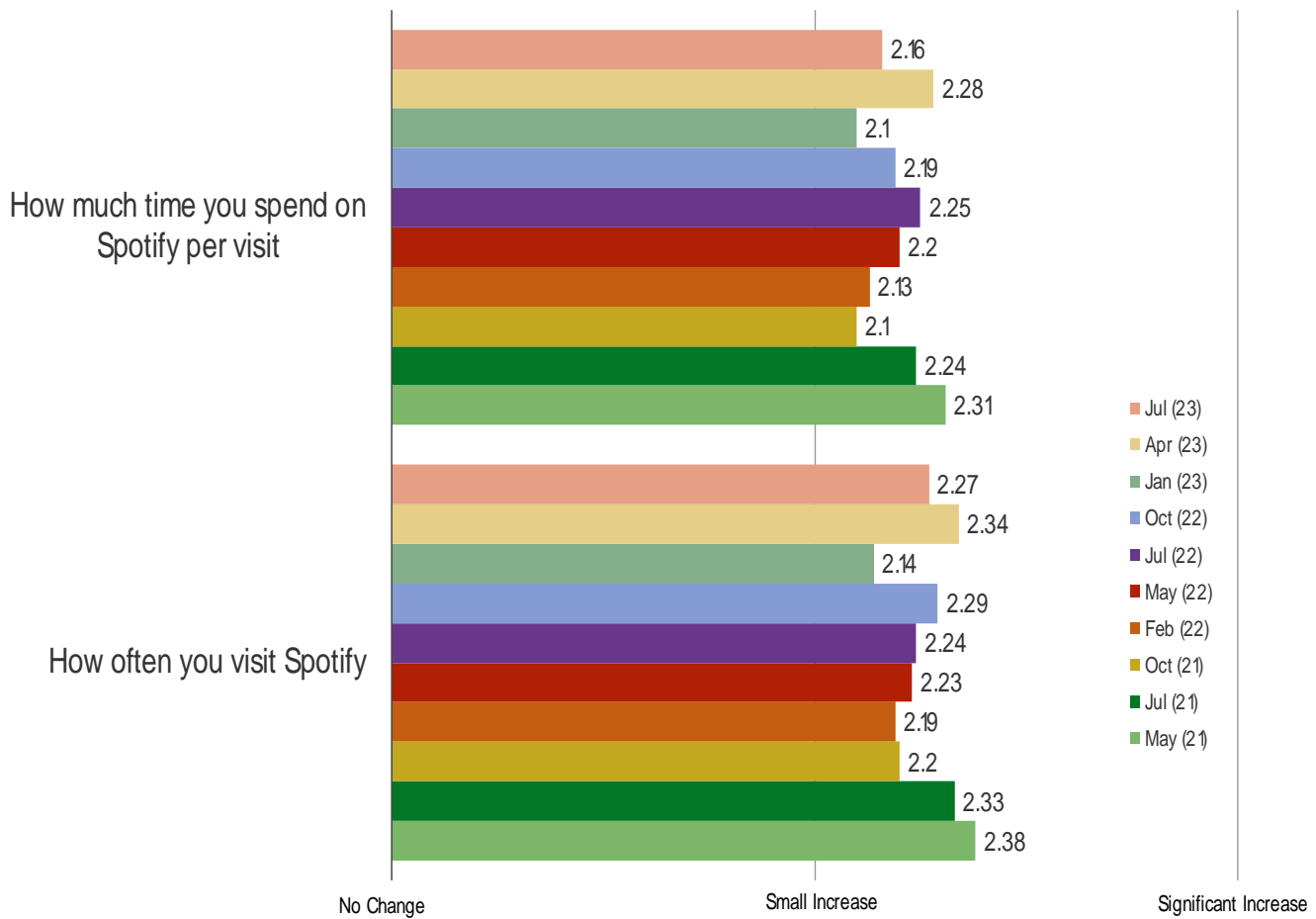
WHICH OF THE FOLLOWING HAS THE MOST UNIQUE PODCAST CONTENT THAT YOU CANNOT FIND ON OTHER PLATFORMS?

Posed to respondents who listen to podcasts (more often than never)



SINCE THE JOE ROGAN EXPERIENCE BECAME AVAILABLE ON SPOTIFY IN SEPTEMBER, HAVE YOU CHANGED...

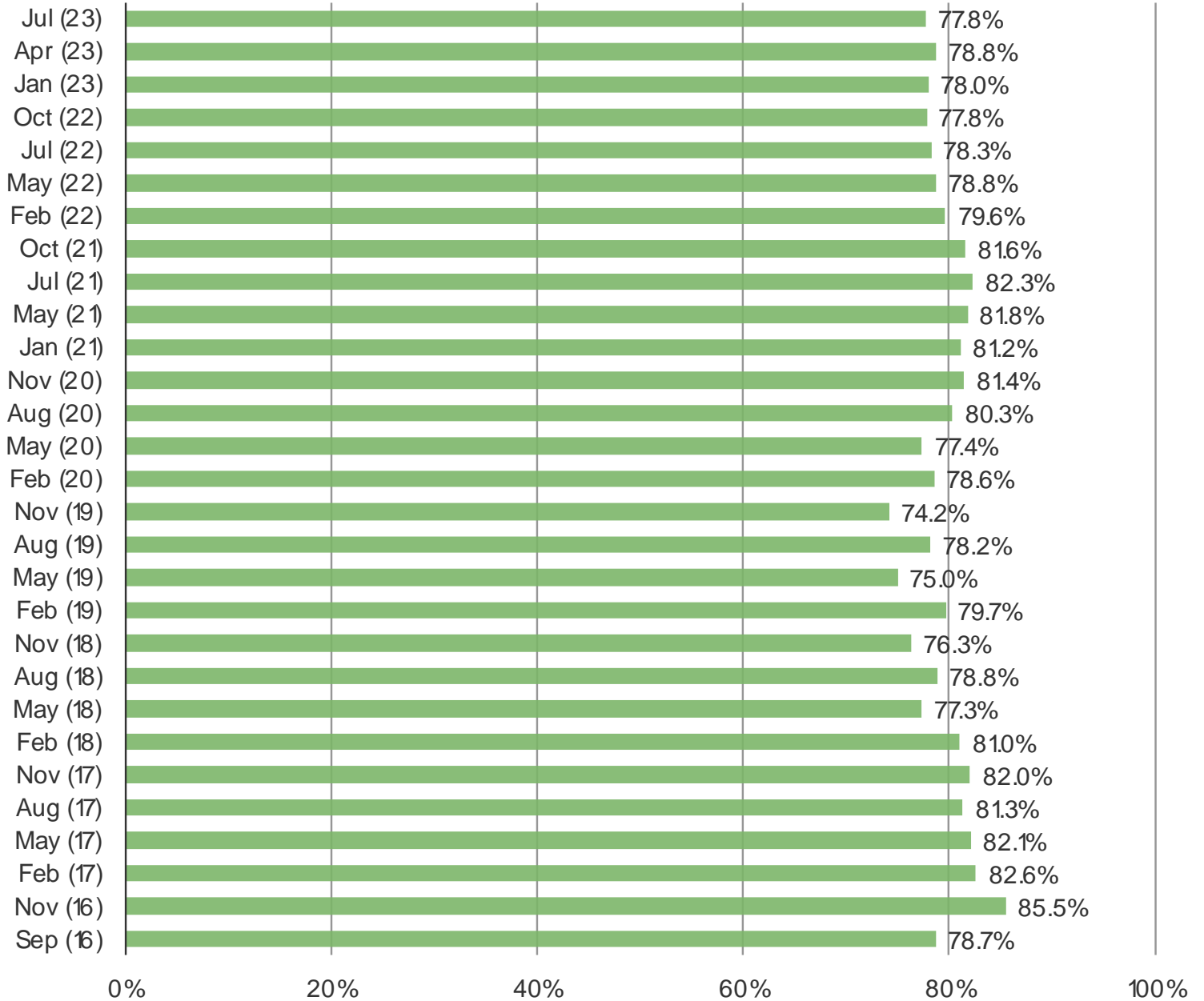
Posed to respondents who listen to Joe Rogan at least somewhat frequently



## CONNECTED CAR

OWNS OR LEASES A CAR

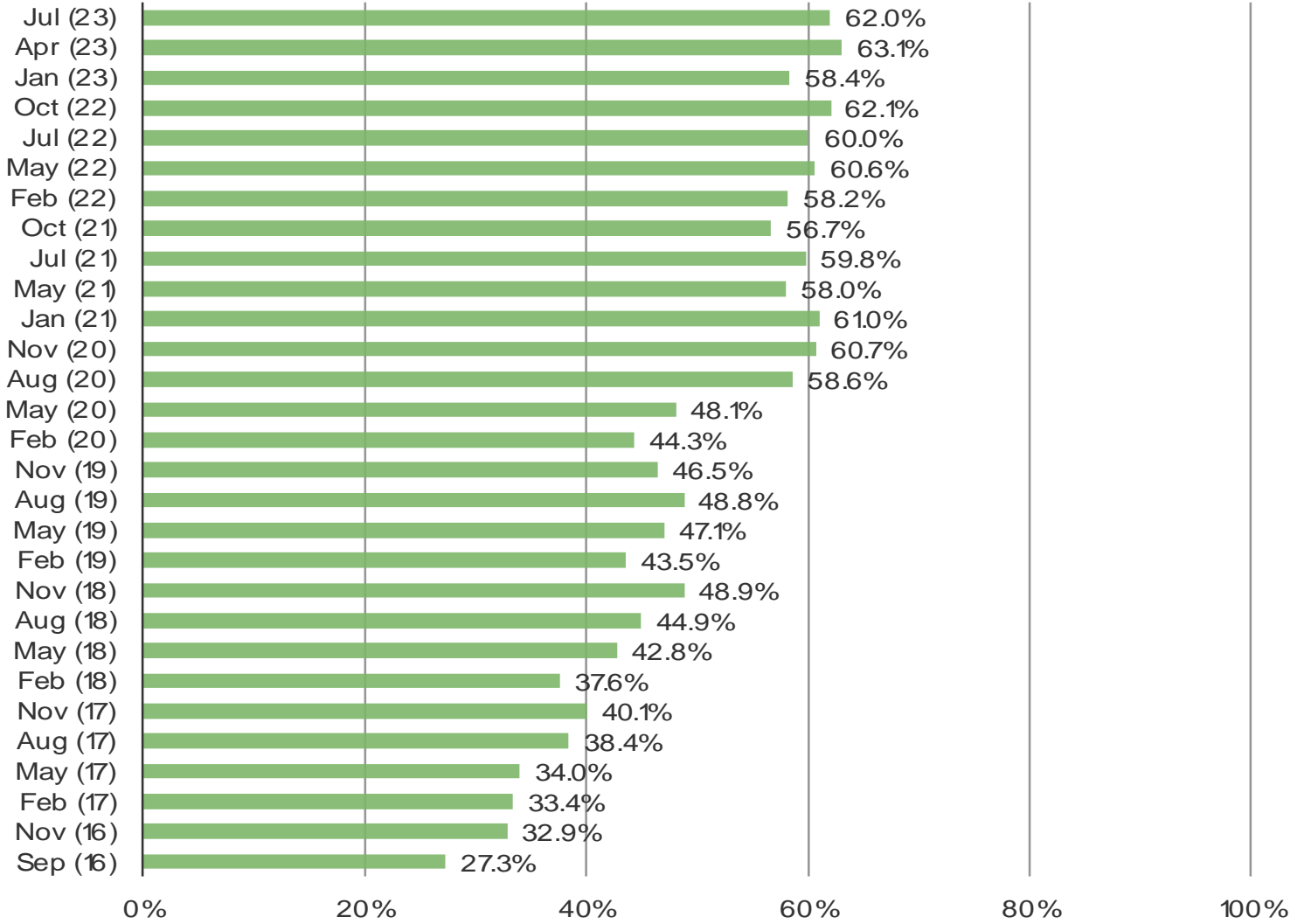
Posed to all respondents



# Radio and Streaming Music

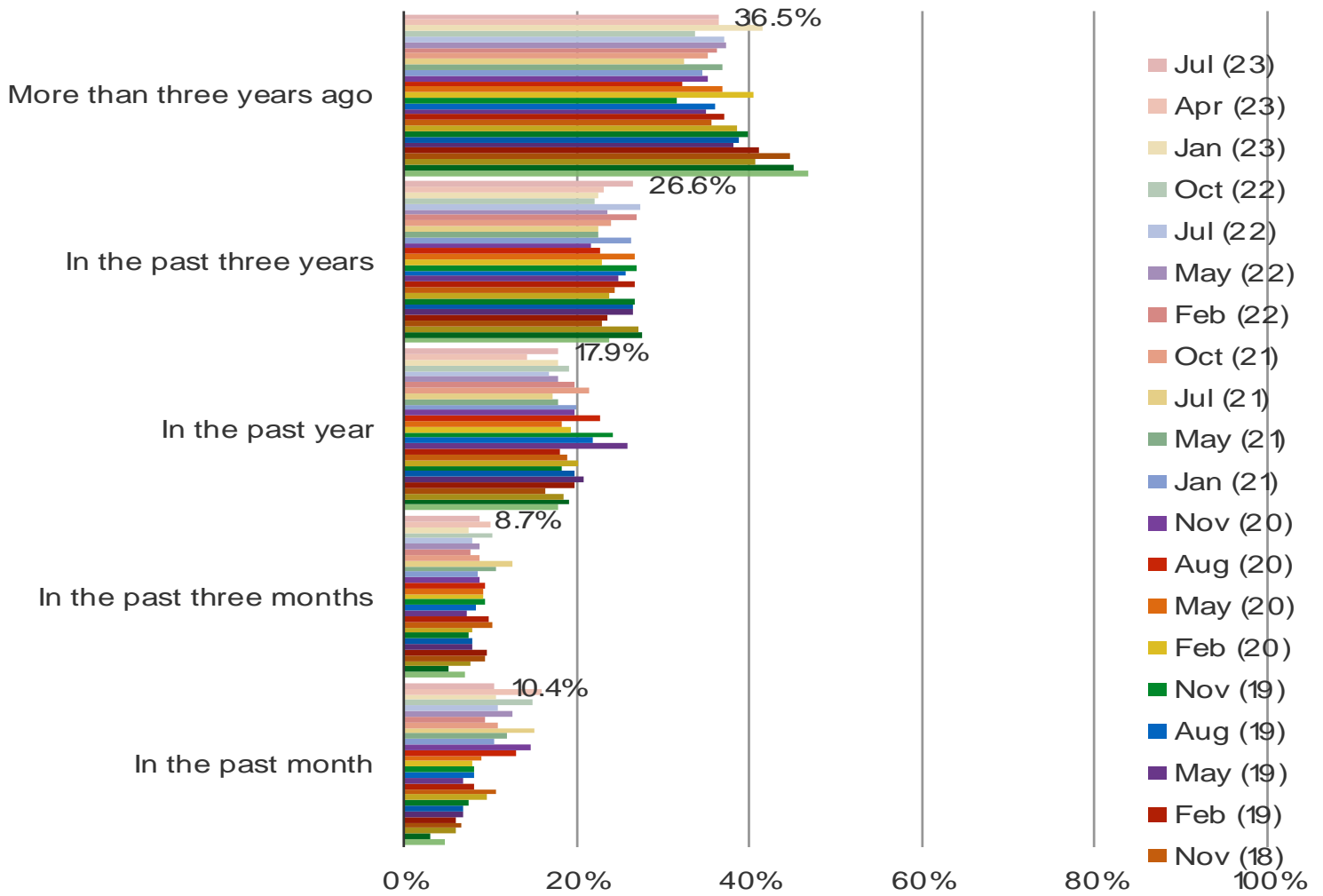
DO YOU EVER CONNECT A SMARTPHONE TO LISTEN TO MUSIC APPS IN YOUR CAR LIKE SPOTIFY, PANDORA, APPLE MUSIC, ETC?

Posed to all respondents who own / lease a car



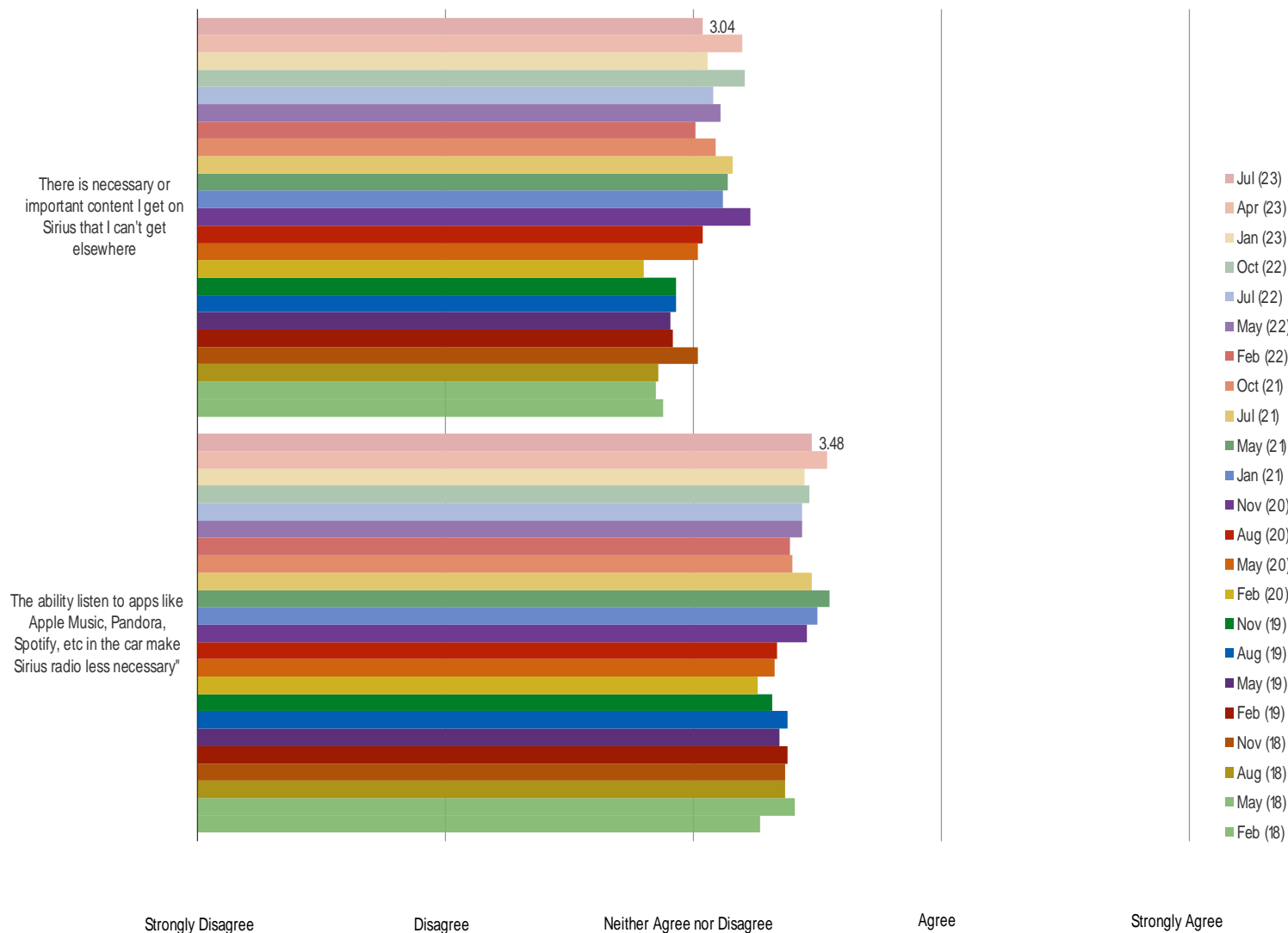
WHEN IS THE LAST TIME YOU PURCHASED OR LEASED A CAR?

Posed to all respondents who own / lease a car



HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS:

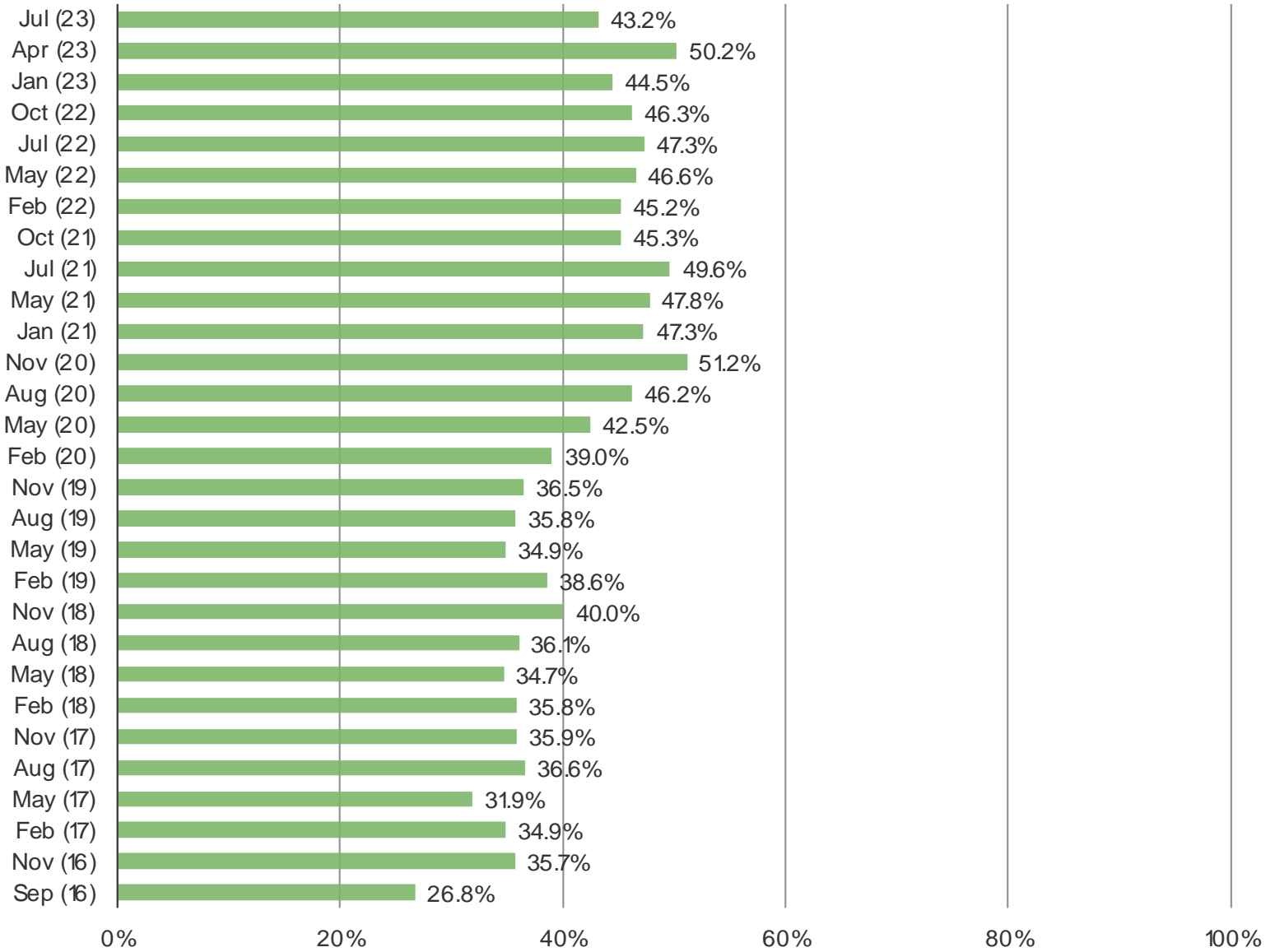
Posed to all respondents who own / lease a car





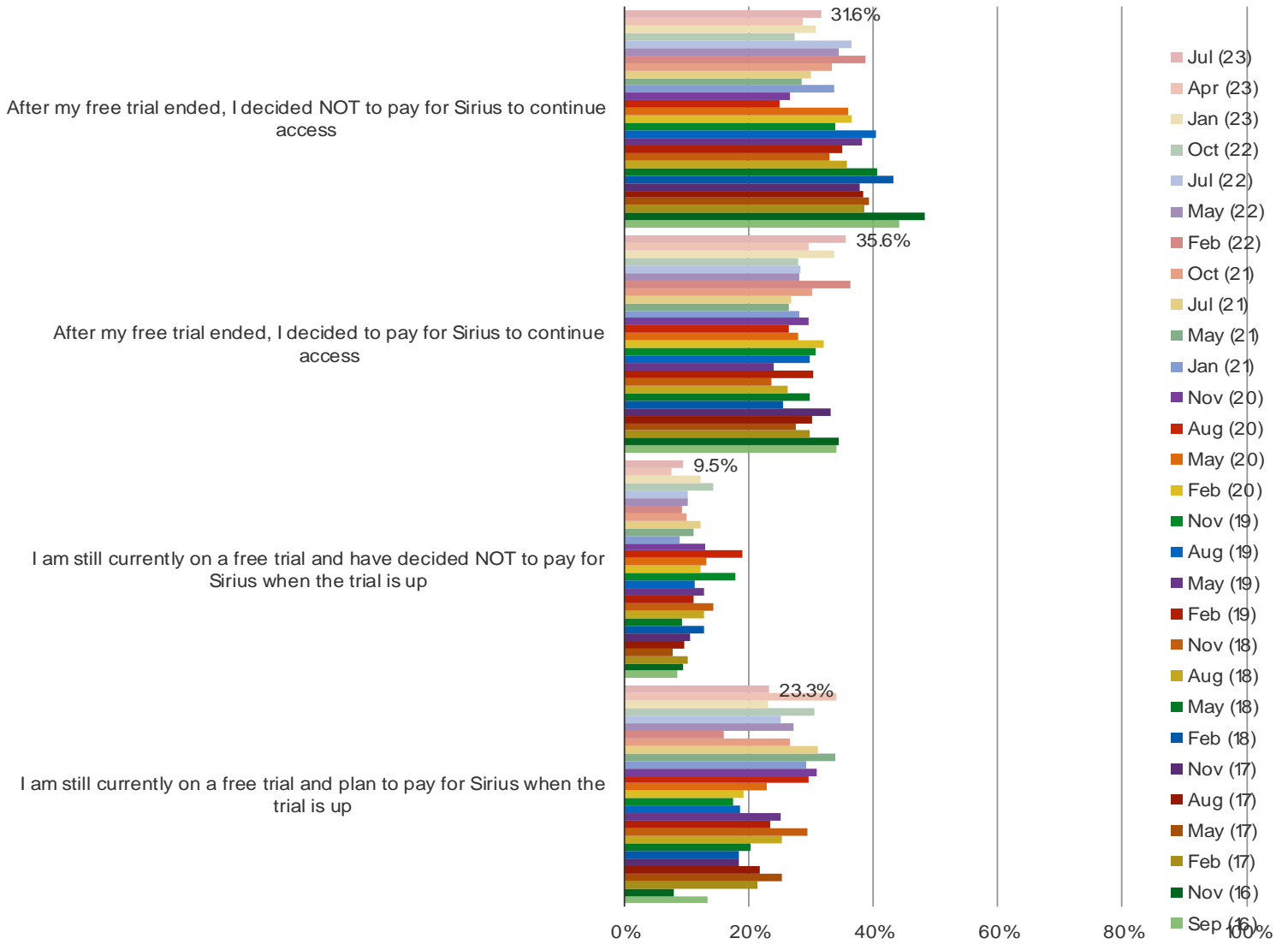
WHEN YOU MOST RECENTLY LEASED OR BOUGHT A CAR, DID IT COME WITH A FREE TRIAL TO SIRIUS RADIO?

Posed to all respondents who own / lease a car



WHEN THE FREE TRIAL WAS UP, WHAT DID YOU DO?

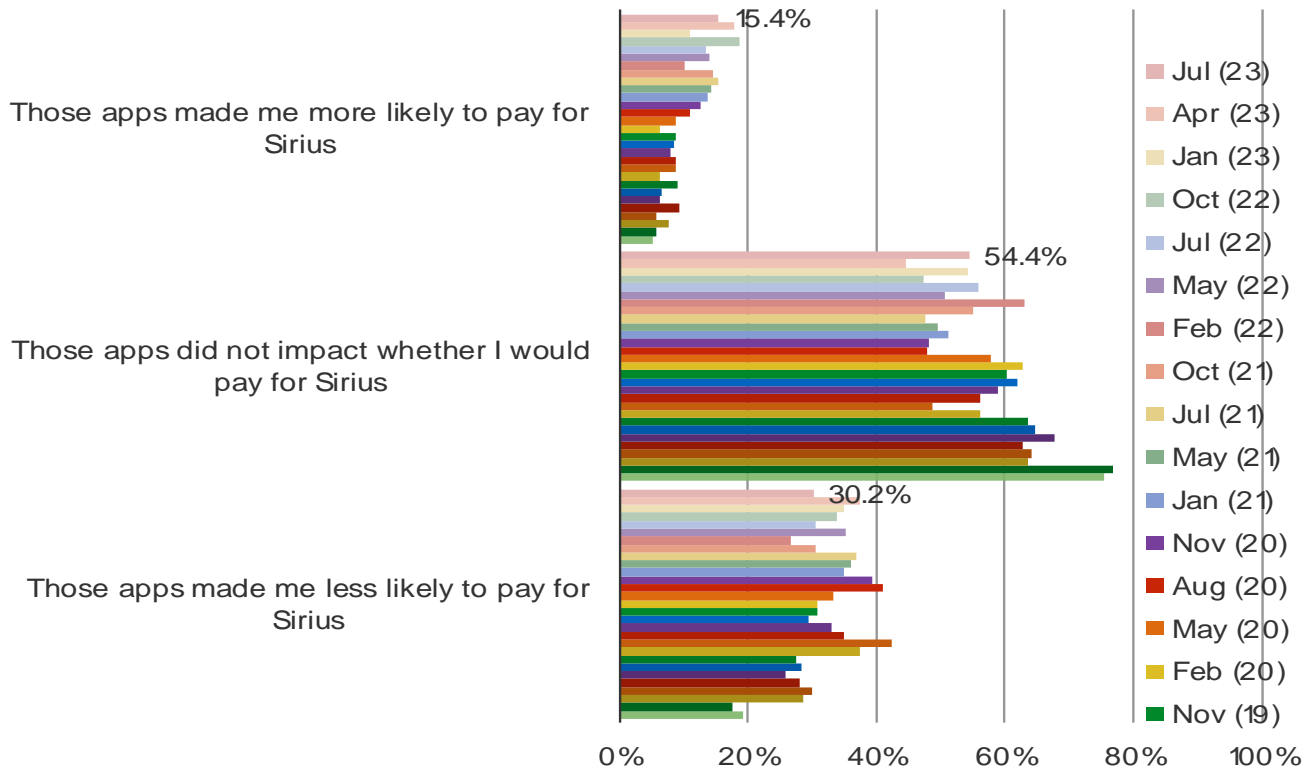
Posed to respondents who had a free trial when they most recently got a new car.



# Radio and Streaming Music

DID APPS LIKE PANDORA, SPOTIFY, AND APPLE MUSIC INFLUENCE YOUR DECISION REGARDING PAYING FOR ACCESS TO SIRIUS?

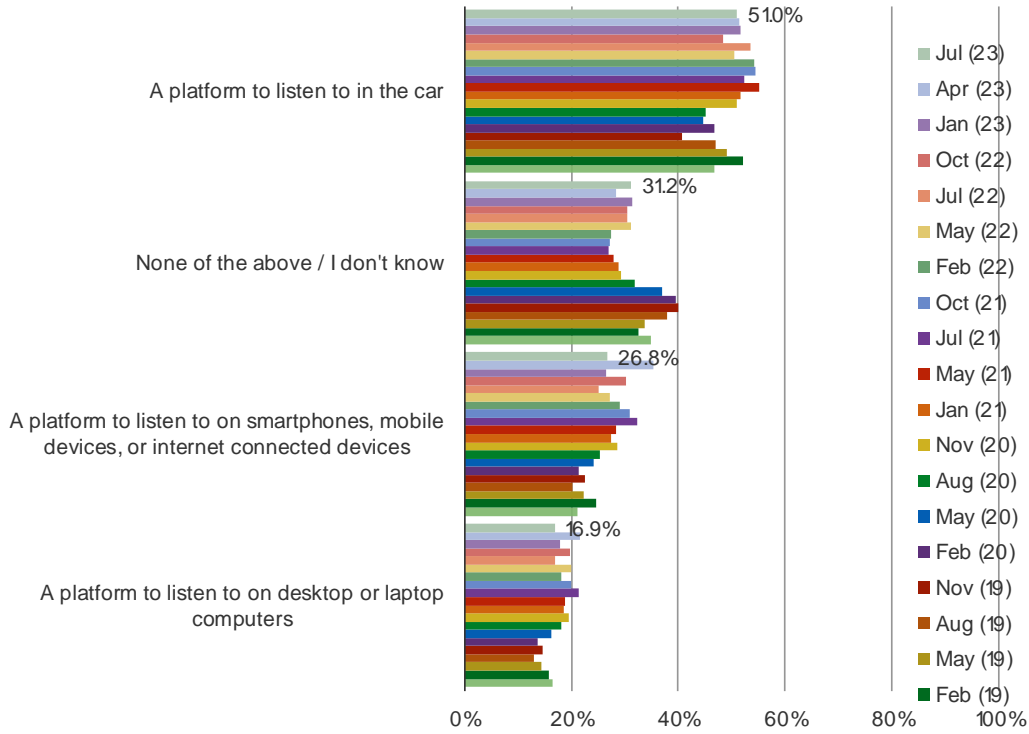
Posed to respondents who had/have a free trial when they most recently got a new car.



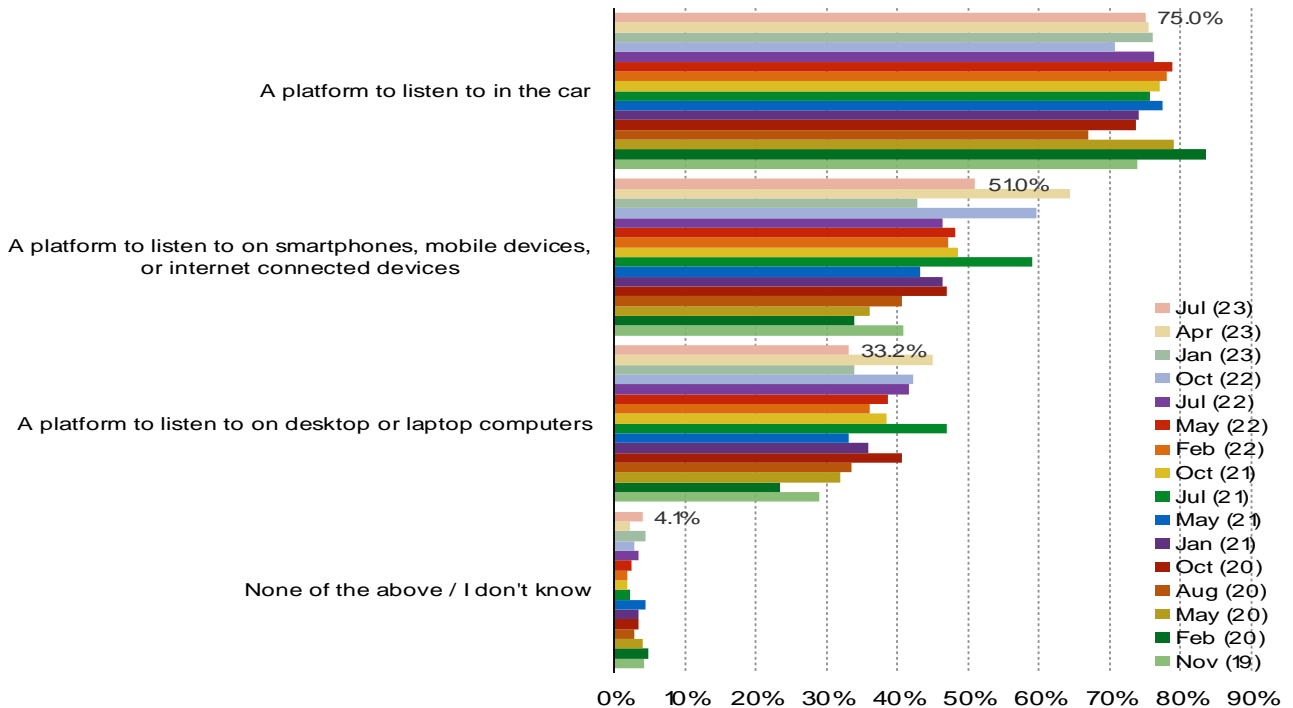
## SIRIUS XM

WHAT DO YOU VIEW SIRIUS XM AS? (SELECT ALL THAT APPLY)

Posed to all respondents.

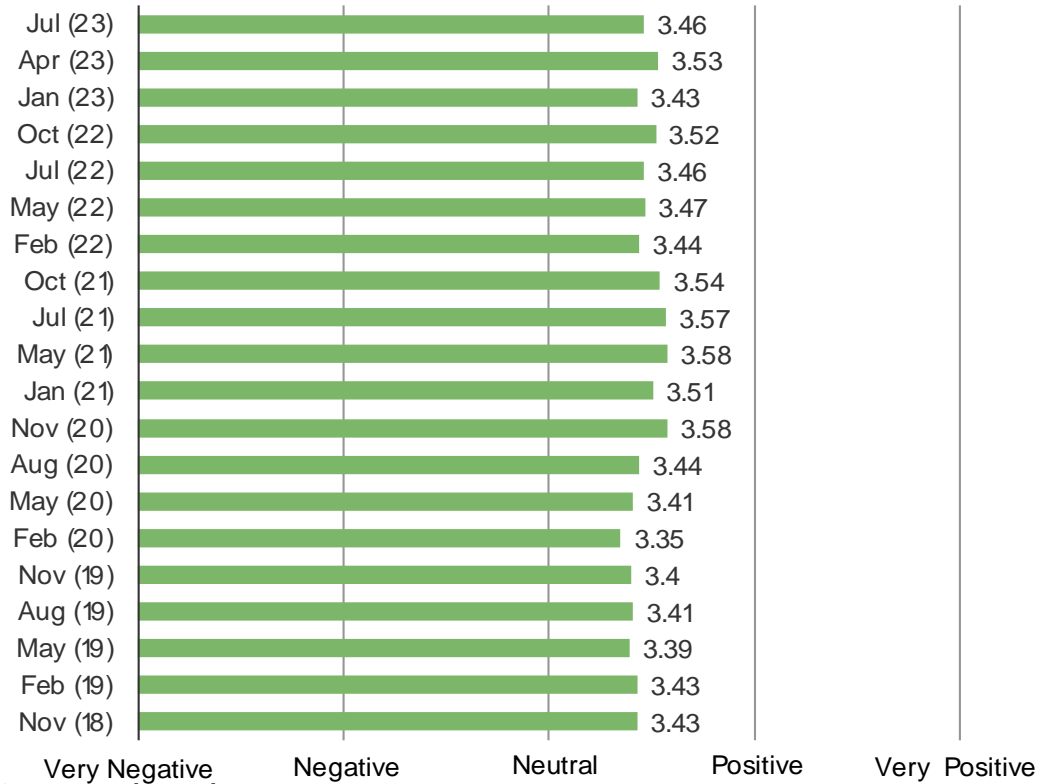


Posed to paying Sirius subscribers.

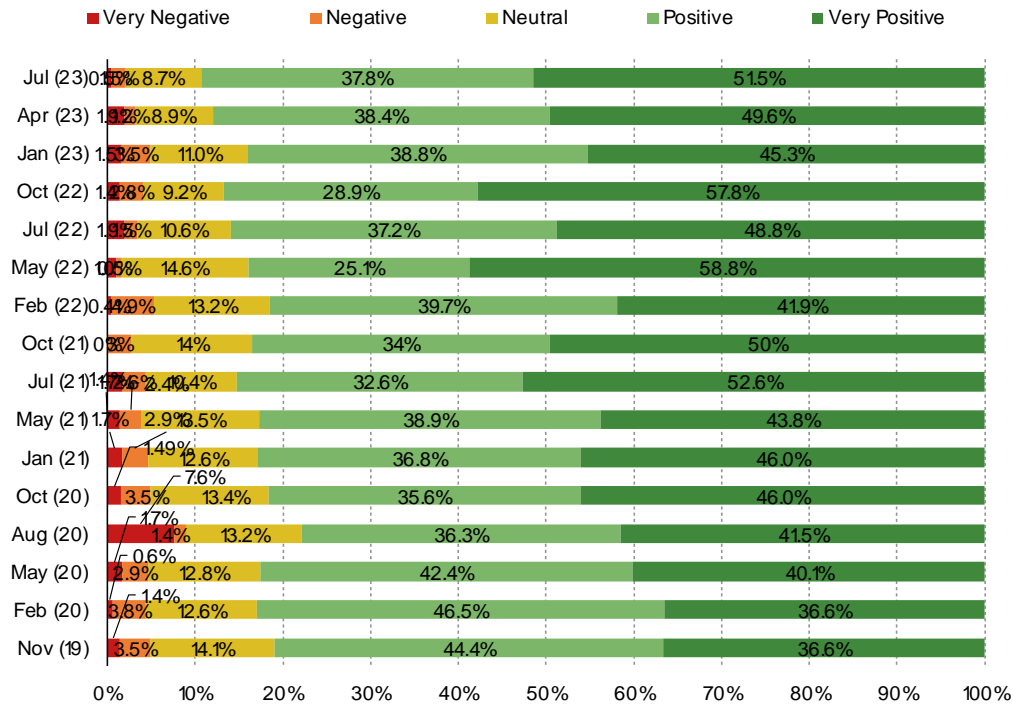


WHAT IS YOUR PERCEPTION OF SIRIUS XM?

Posed to all respondents.



Posed to paying Sirius subscribers.



WHY IS YOUR OPINION NEGATIVE?

Posed to respondents who said they have a negative opinion of Sirius XM.

Nothing to offer me

Their selection sucks and you have to listen to a channel not individual artist

Totally unnecessary

They got some real trash on there they paid high money for

Any time you have to pay for music is a waste of money to me

Cost too much

If you don't have car then the channel is not as reliable as listening to you tube or pandora

Very high subscription fees

Price

Because you have to subscribe to it and I REFUSE

Owned by woke company

Don't listen to music much

It expensive and doesn't have much options

Heard bad things

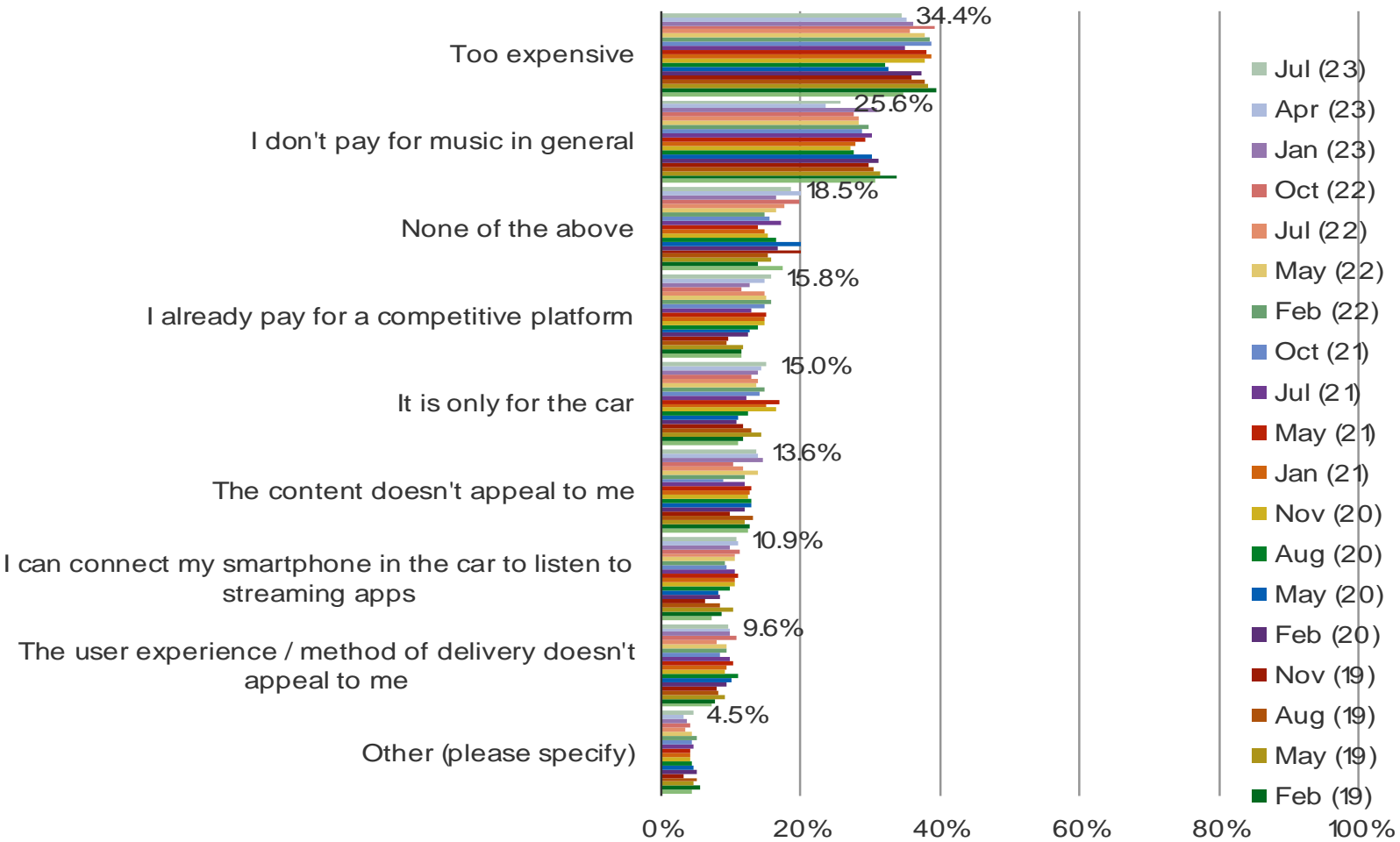
It should be free, it's just radio

Because I don't use it a lot

Never really cared about it

WHY ARE YOU NOT A SIRIUS XM SUBSCRIBER? (SELECT ALL THAT APPLY)

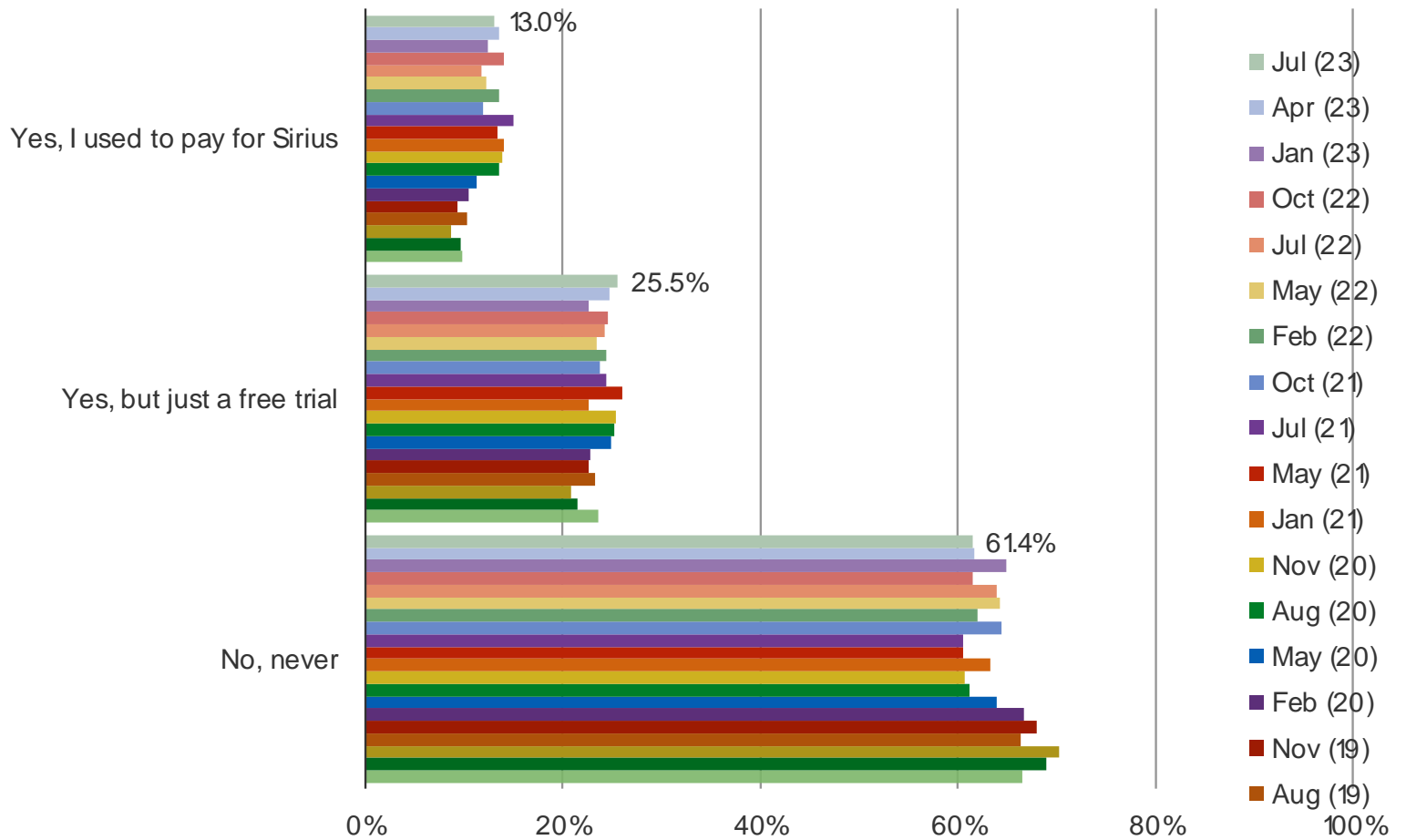
Posed to respondents **who are not subscribers** of Sirius XM.





HAVE YOU EVER BEEN A SIRIUS XM SUBSCRIBER?

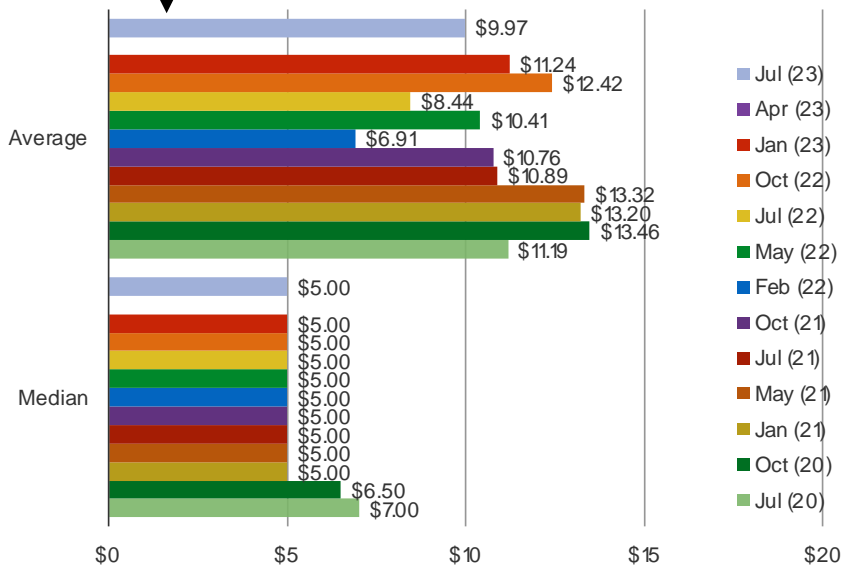
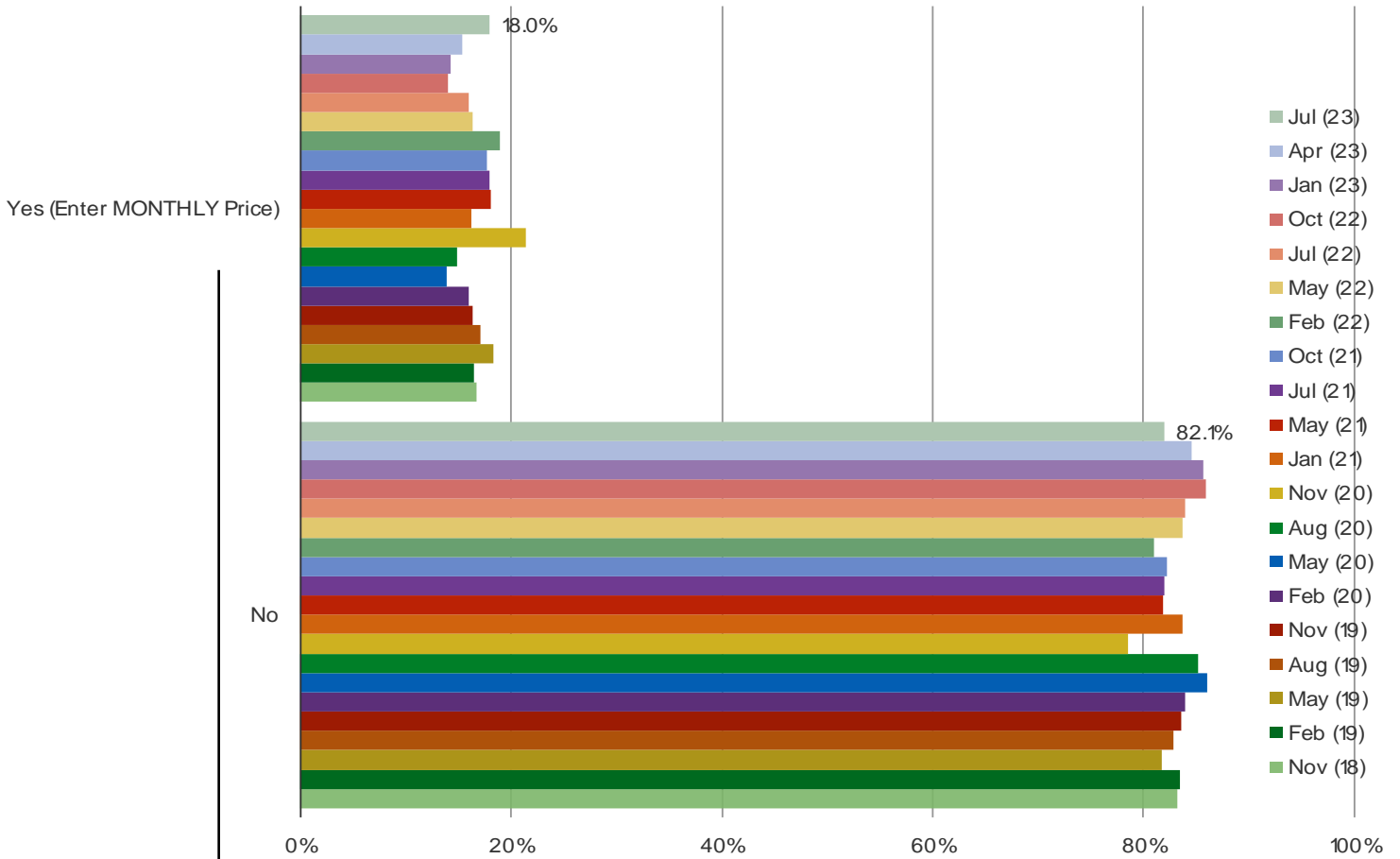
Posed to non-Sirius XM subscribers.



Radio and Streaming Music

WOULD THERE BE ANY PRICE POINT (PER MONTH) WHERE YOU WOULD DECIDE TO SUBSCRIBE TO SIRIUS XM?

Posed to non-Sirius XM subscribers.

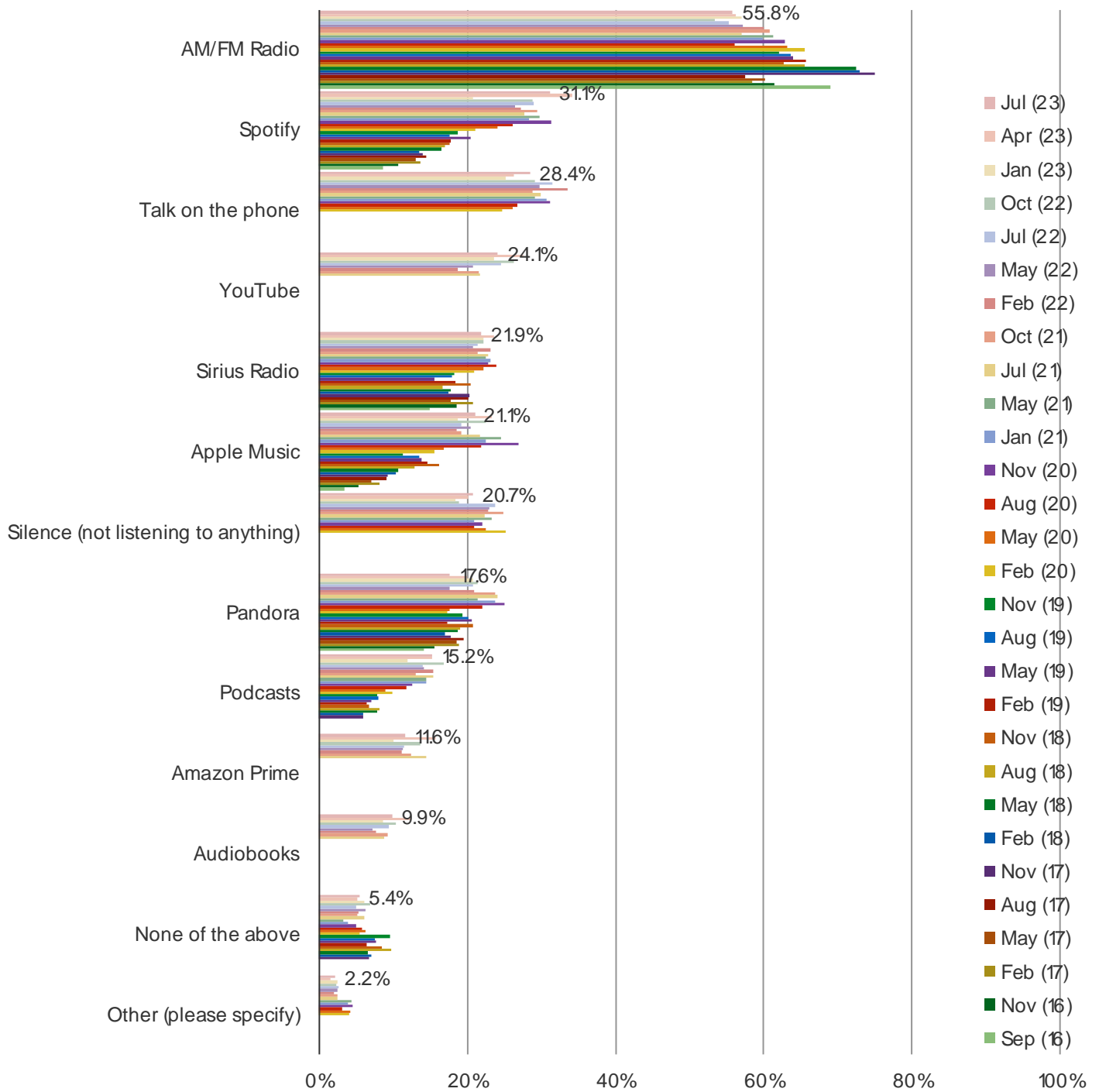


## MARKET SHARE IN THE CAR

# Radio and Streaming Music

DO YOU REGULARLY OR OCCASIONALLY LISTEN TO THE FOLLOWING IN YOUR CAR? (SELECT ALL THAT APPLY)

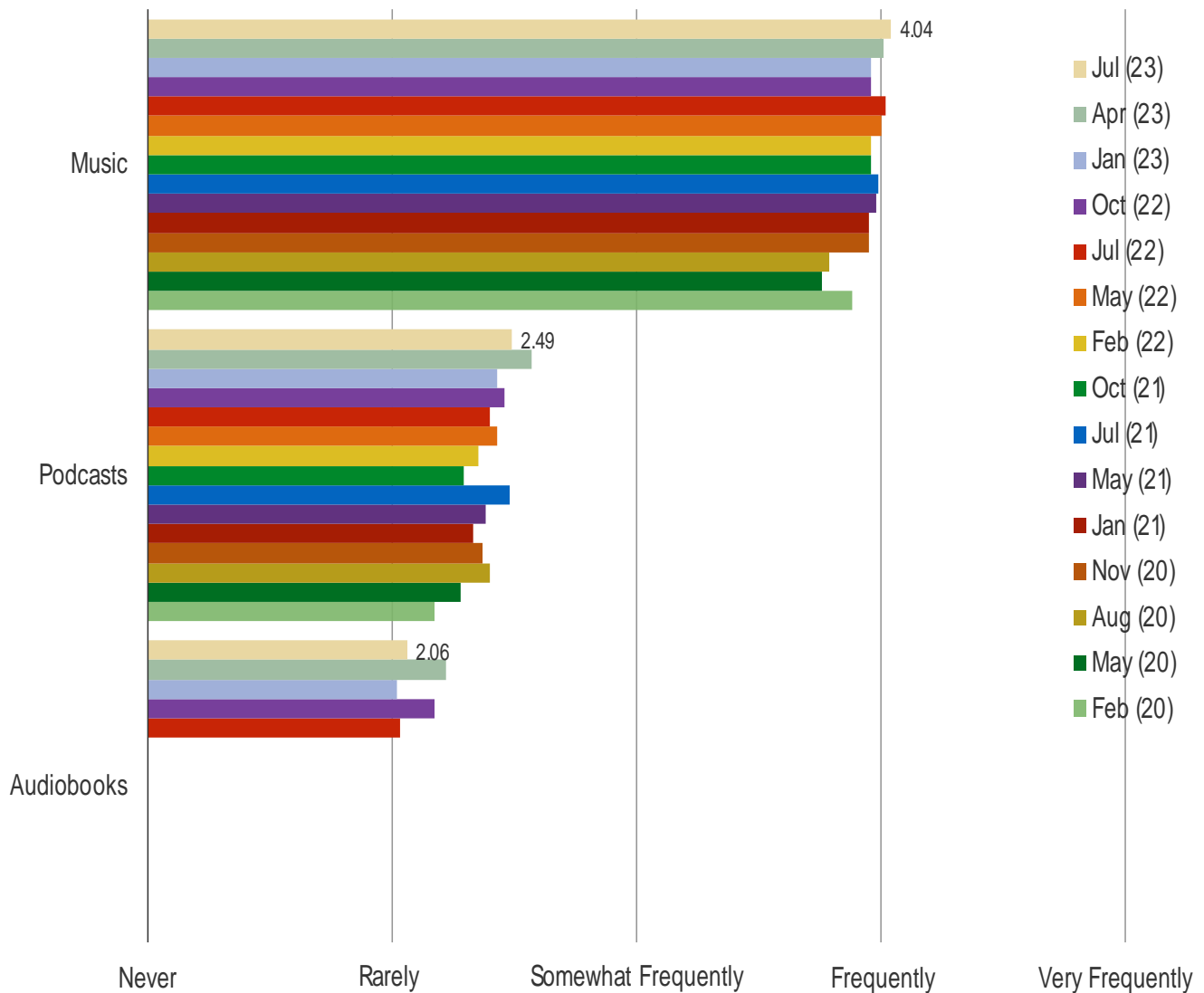
Posed to all respondents who own / lease a car



# AIRPODS

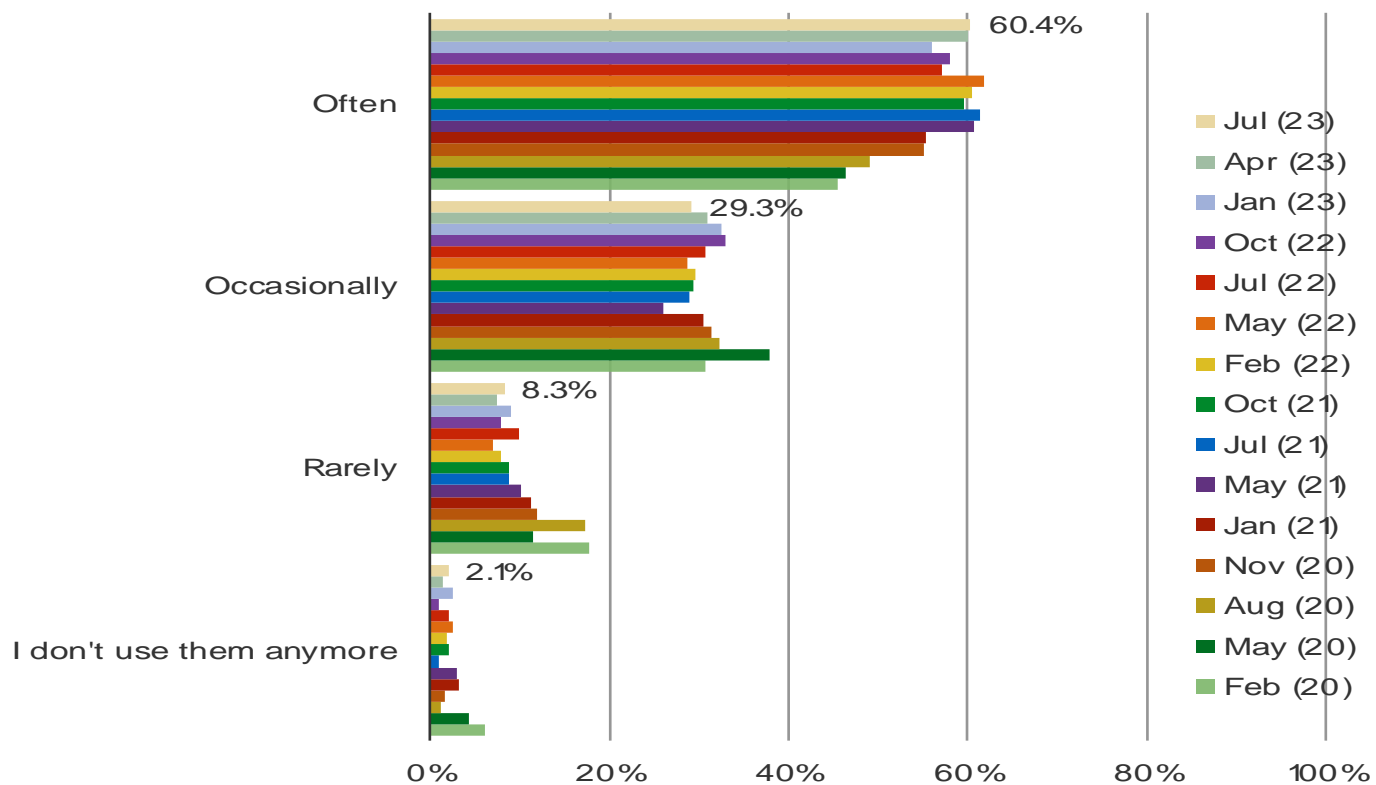
HOW OFTEN DO YOU LISTEN TO...

Posed to all respondents



HOW OFTEN DO YOU USE YOUR AIRPODS?

Posed to Airpod owners



DO YOU THINK YOUR USAGE OF AIRPODS MAKES YOU DO ANY OF THE FOLLOWING MORE OR LESS OFTEN THAN YOU DID BEFORE YOU GOT AIRPODS?

Posed to Airpod owners

