

Bespoke Survey Research

October 2024

Radio and Streaming Music

Volume 33 | Quarterly Survey

1,250 US Consumers Balanced To Census

Tickers Covered: SIRI, SPOT, AMZN, AAPL.

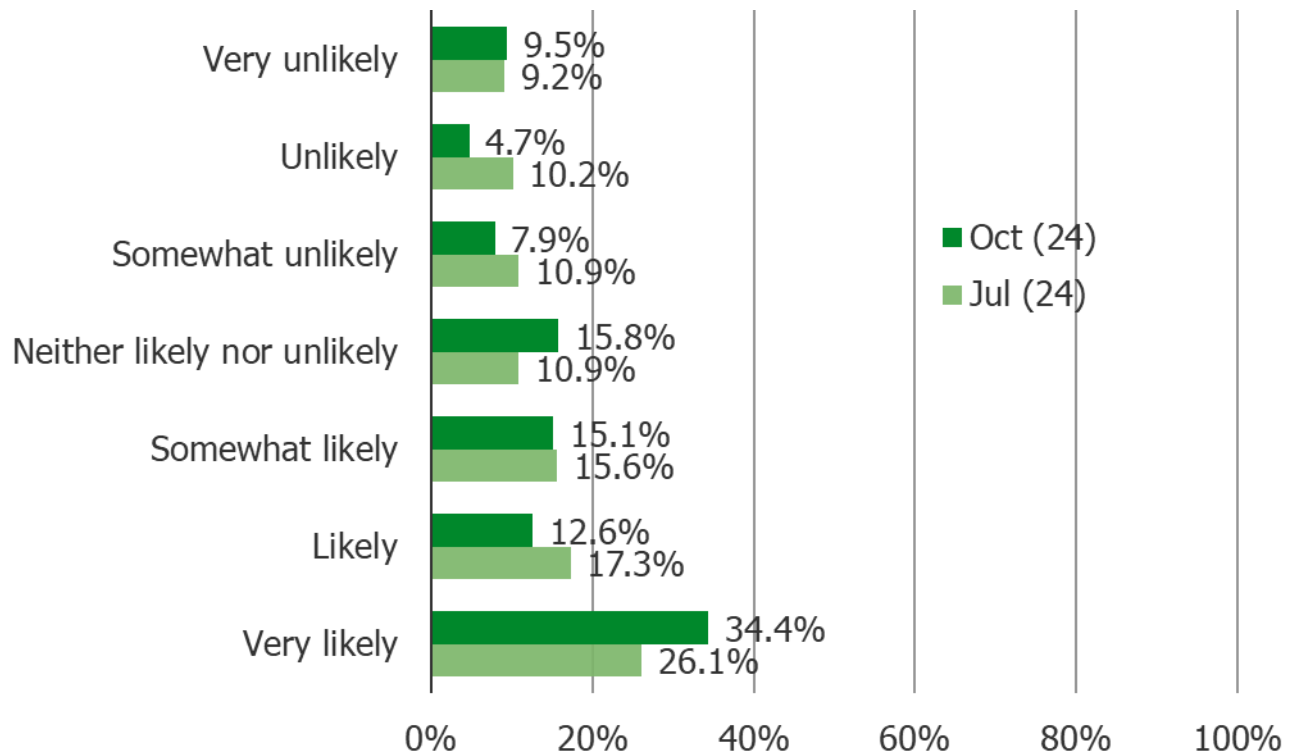
Key Takeaways:

- The share of respondents who listen to podcasts and indicate that they prefer to watch AND listen to the podcast is holding mostly steady at around 38%.
- The share who connect a smartphone to listen to music apps in the car is holding flat at ~60%.
- Sirius XM feedback remains fairly consistent with most consumers viewing it as a platform to listen to in the car and paying subs noting they have a mostly positive perception of Sirius XM.
- NPS for the major platforms we ask about remain high with YouTube Music (NPS of ~43) in the lead, followed by Spotify (NPS of ~42) and Sirius XM (NPS of ~39), respectively.
- Of the possible features that a Spotify Supremium add-on would have, playlist creation tools would be most important to consumers (followed by high fidelity audio / highest quality sound).
- Among paid Spotify users, interest in paying \$5 extra for a Supremium add-on improved sequentially. A relatively strong percentage of paid subs said they would add it.
- Over the history of our survey, the share of consumers who say they would prefer picking individual songs or playlists to listen to has increased (at the expense of picking a channel or station and having content played for them).

NEW QUESTIONS

Q17. SPOTIFY WILL BE LAUNCHING A PREMIUM ADD-ON THAT OFFERS ACCESS TO HIGH-FIDELITY AUDIO (BETTER QUALITY SOUND) AND WILL COME WITH TOOLS TO HELP USERS CREATE PLAYLISTS AND MANAGE MUSIC LIBRARIES. THE NEW TIER WILL COST \$5 EXTRA PER MONTH, ADDED TO WHAT USERS ALREADY PAY FOR PREMIUM. HOW LIKELY ARE YOU TO PAY \$5 EXTRA PER MONTH TO ADD THIS?

Posed to respondents who have a paid account with Spotify (N = 317)



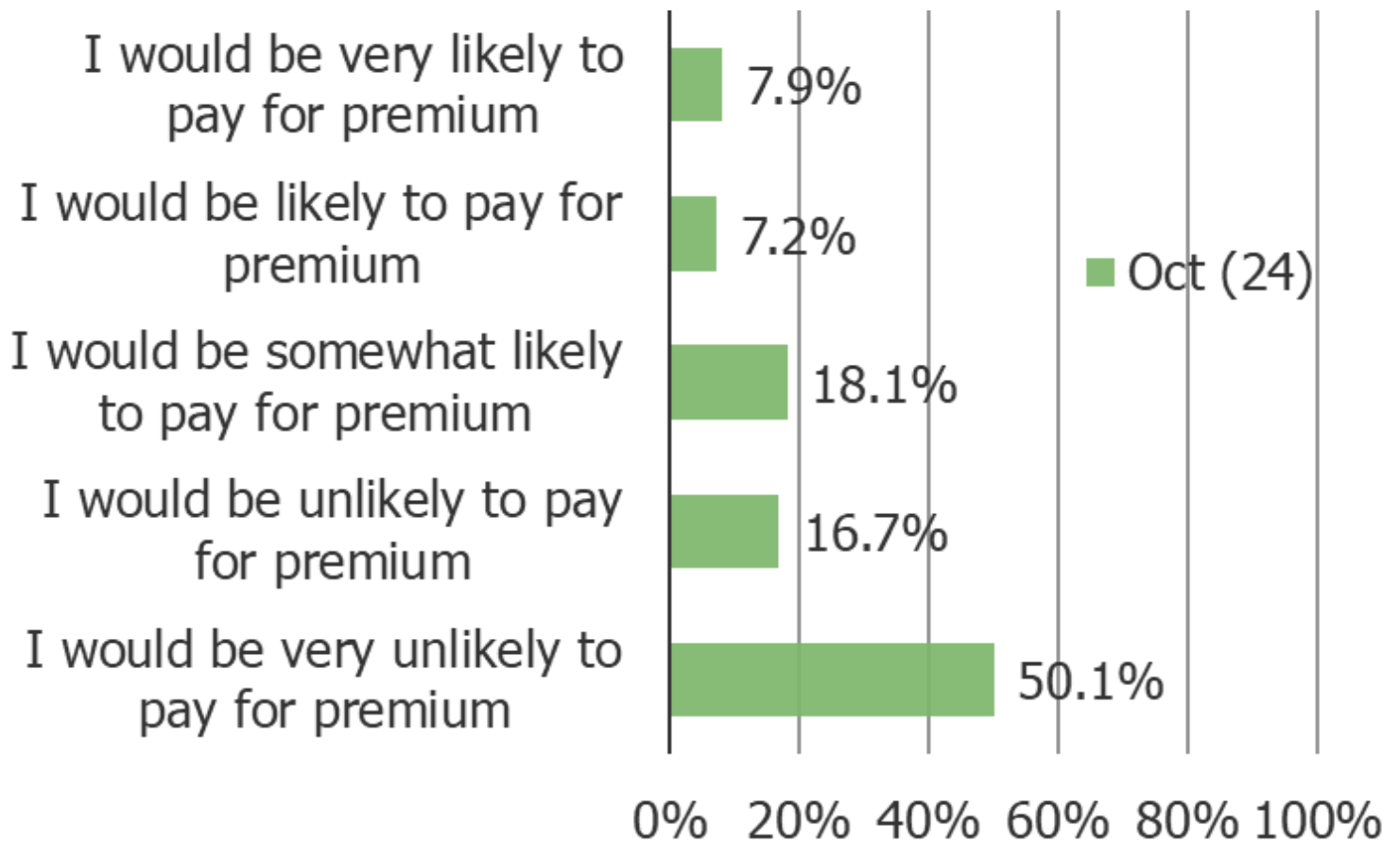
Fill-ins | Reasons for saying likely / not likely

Likely | People said they were interested in the better quality sound.

Unlikely | People don't want to pay more or they think Spotify is already good enough. If anything, some said they want Spotify to provide better quality at the same price.

IF SPOTIFY OFFERED HIGH FIDELITY AUDIO (IE, CD QUALITY AUDIO) ON ITS PREMIUM SUBSCRIPTION, WOULD YOU PAY FOR PREMIUM TO GET ACCESS? (\$11.99 PER MONTH FOR PREMIUM PLUS \$5 PER MONTH FOR HIGH FIDELITY AUDIO AND OTHER PLAYLIST TOOLS)

Posed to respondents who do not have an account with Spotify and Spotify Free Account Holders (N = 933)

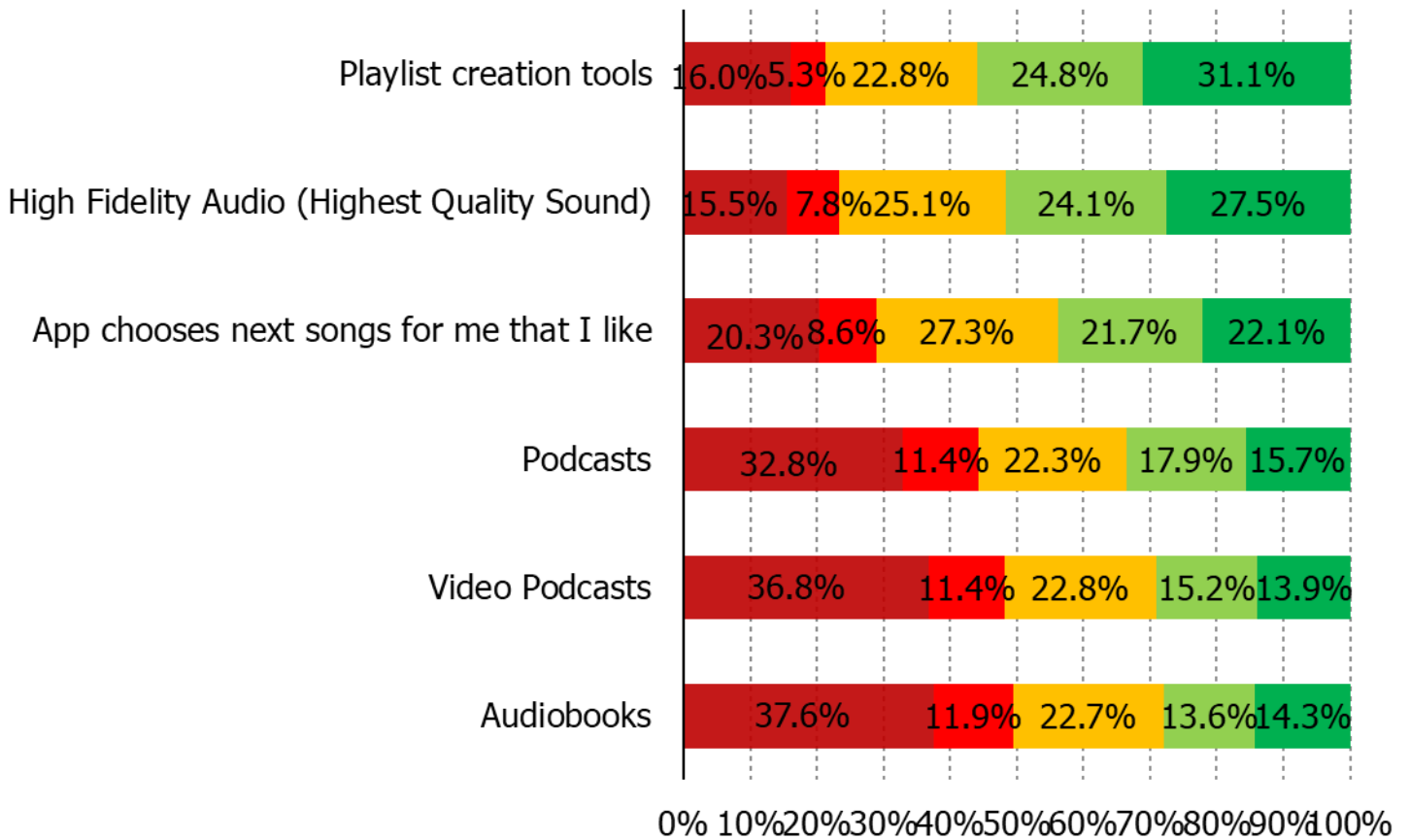


HOW IMPORTANT ARE THE FOLLOWING FEATURES TO YOU IN A MUSIC/AUDIO APP?

Posed to all respondents.

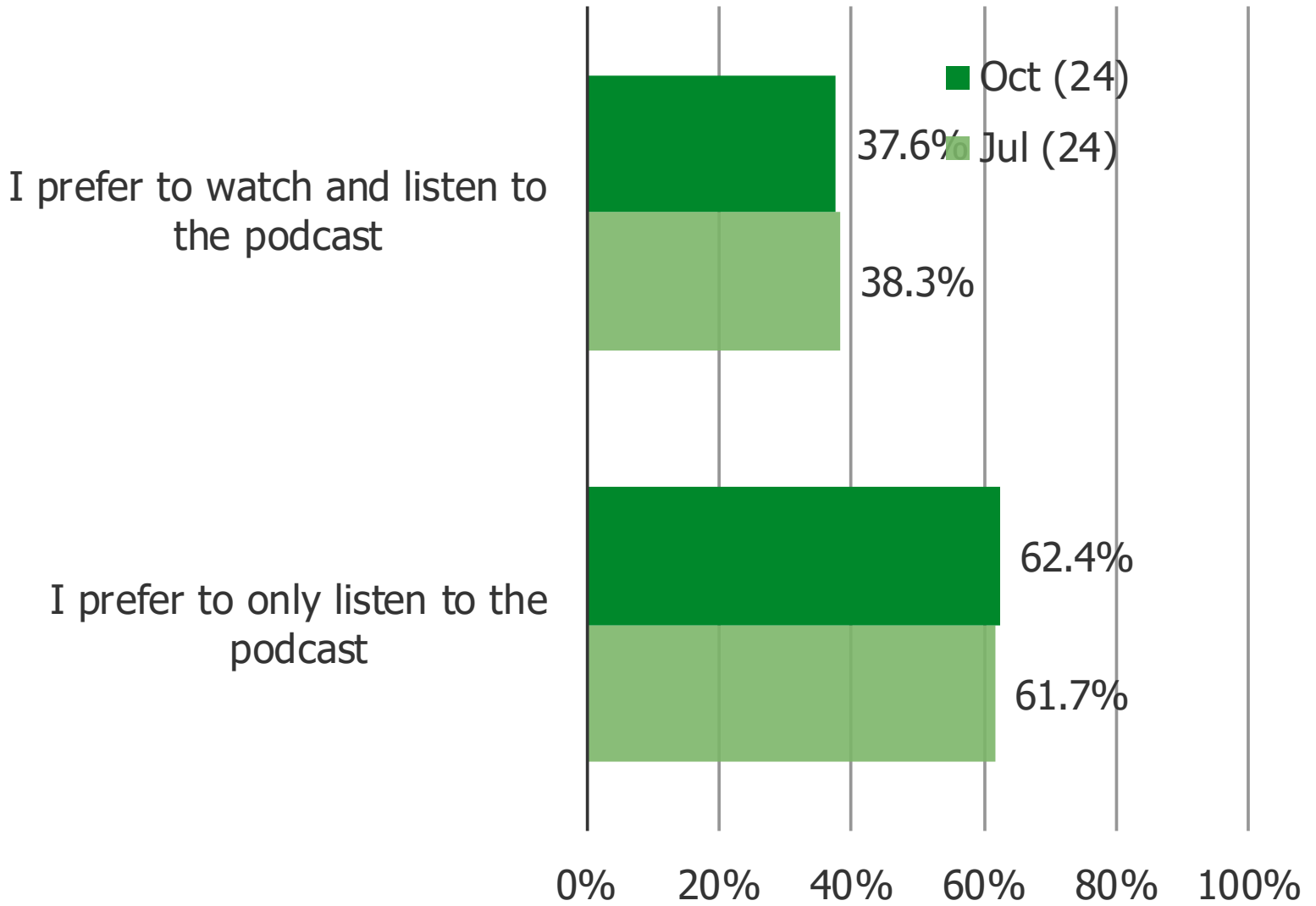
OCTOBER 2024

■ 1 - Not at all important ■ 2 ■ 3 ■ 4 ■ 5 - Extremely important



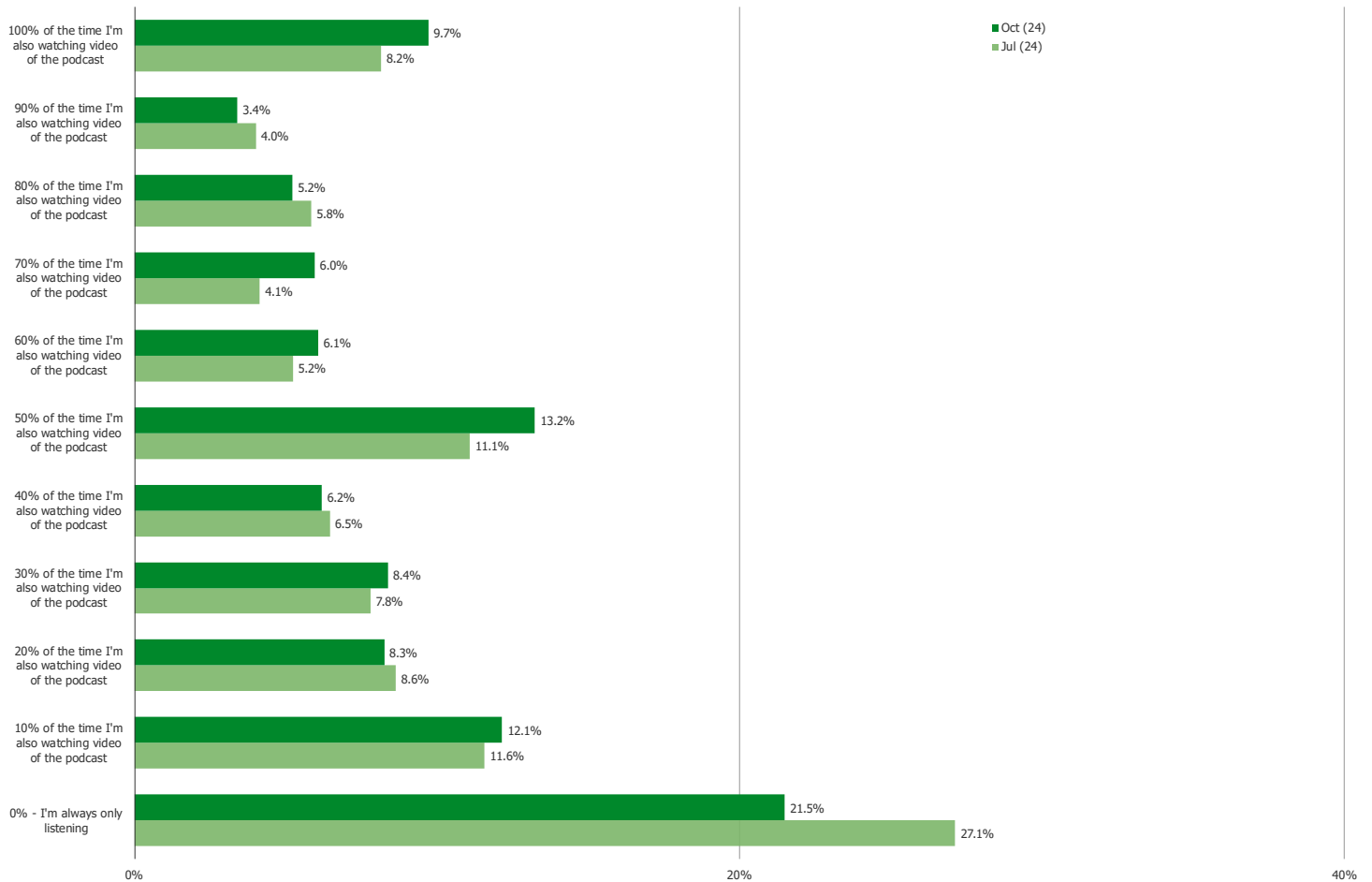
WHEN YOU THINK ABOUT LISTENING TO PODCASTS, DO YOU PREFER TO JUST LISTEN TO THE PODCAST OR LISTEN AND WATCH THE PODCAST AT THE SAME TIME?

Posed to all respondents who listen to podcasts.



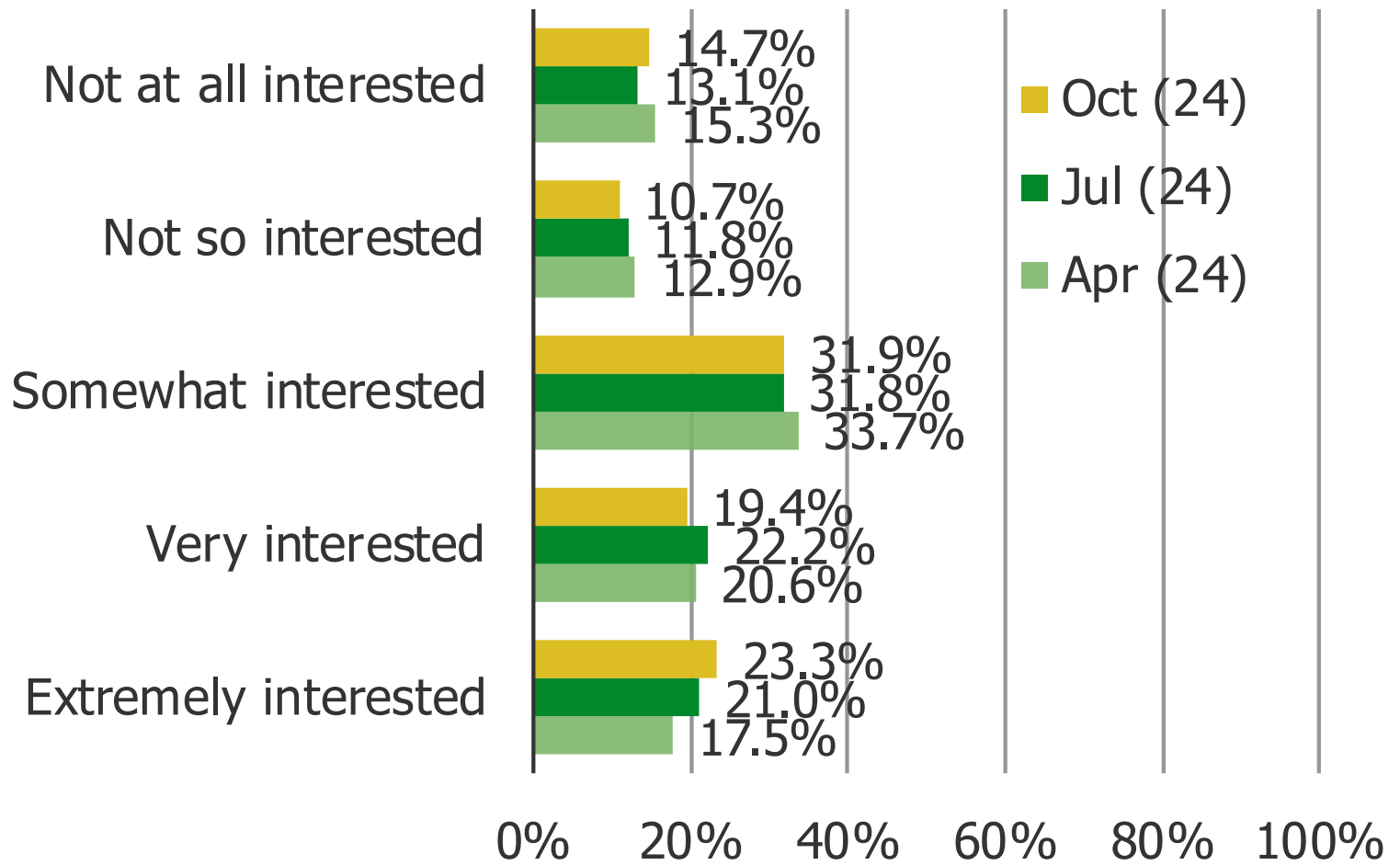
WHAT PERCENTAGE OF THE TIME THAT YOU ARE LISTENING TO PODCASTS ARE YOU WATCHING VIDEO OF THE PODCAST?

Posed to all respondents who listen to podcasts.



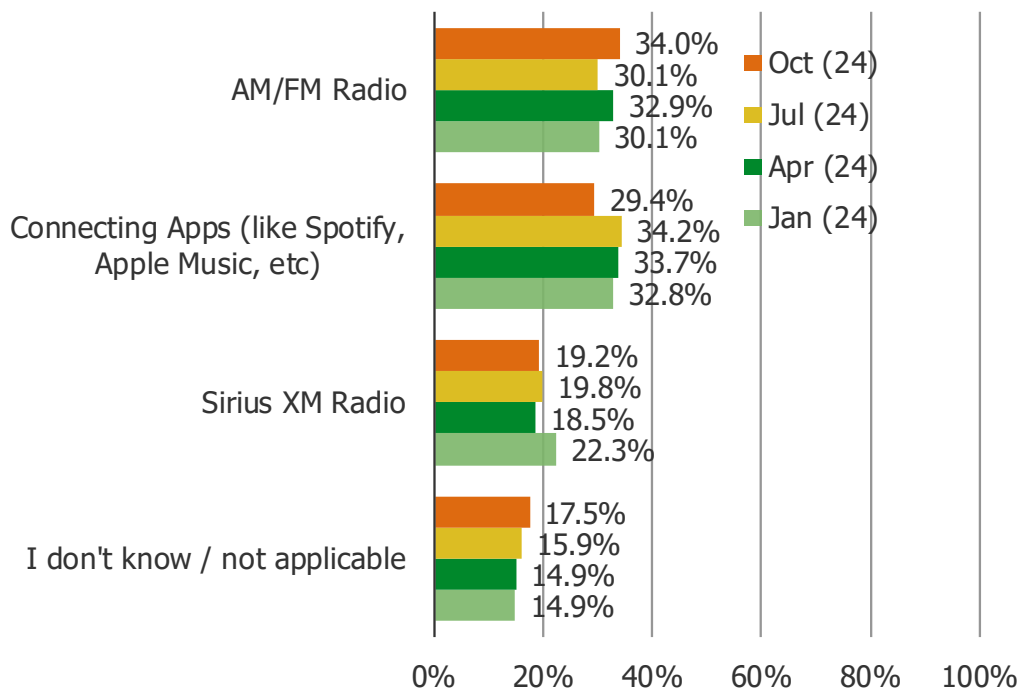
HOW MUCH INTEREST DO YOU HAVE IN VIDEO LEARNING COURSES ON SUBJECTS OF INTEREST TO YOU?

Posed to all respondents.

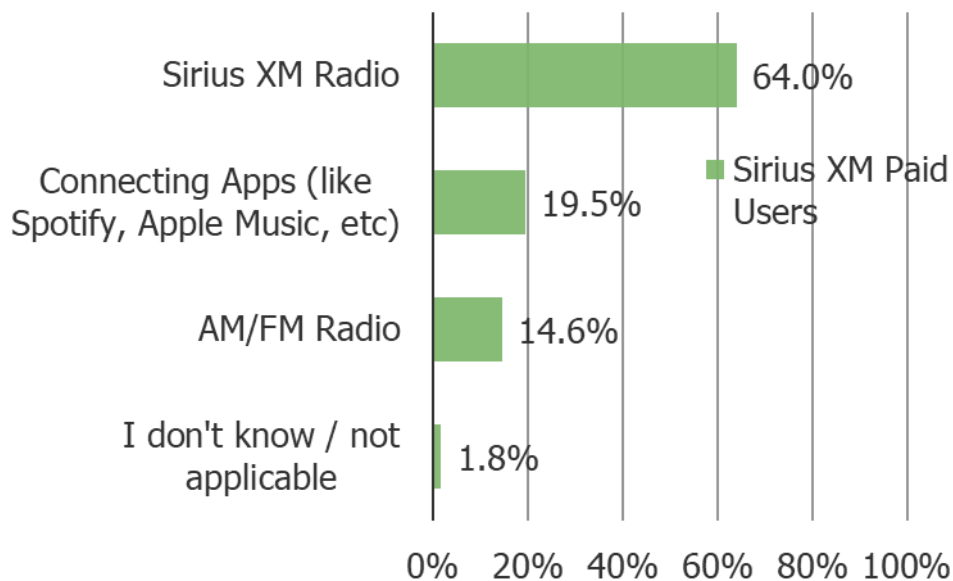


IN YOUR OPINION, WHICH IS BEST FOR LISTENING IN THE CAR?

Posed to all respondents.



Posed to paid Sirius XM users (Oct 24).



STREAMING PLATFORM DECISION CATALYSTS AND CRITERIA

WHAT IS MOST IMPORTANT TO YOU ABOUT THE STREAMING PLATFORMS YOU USE THAT MAKE YOU PICK THEM?

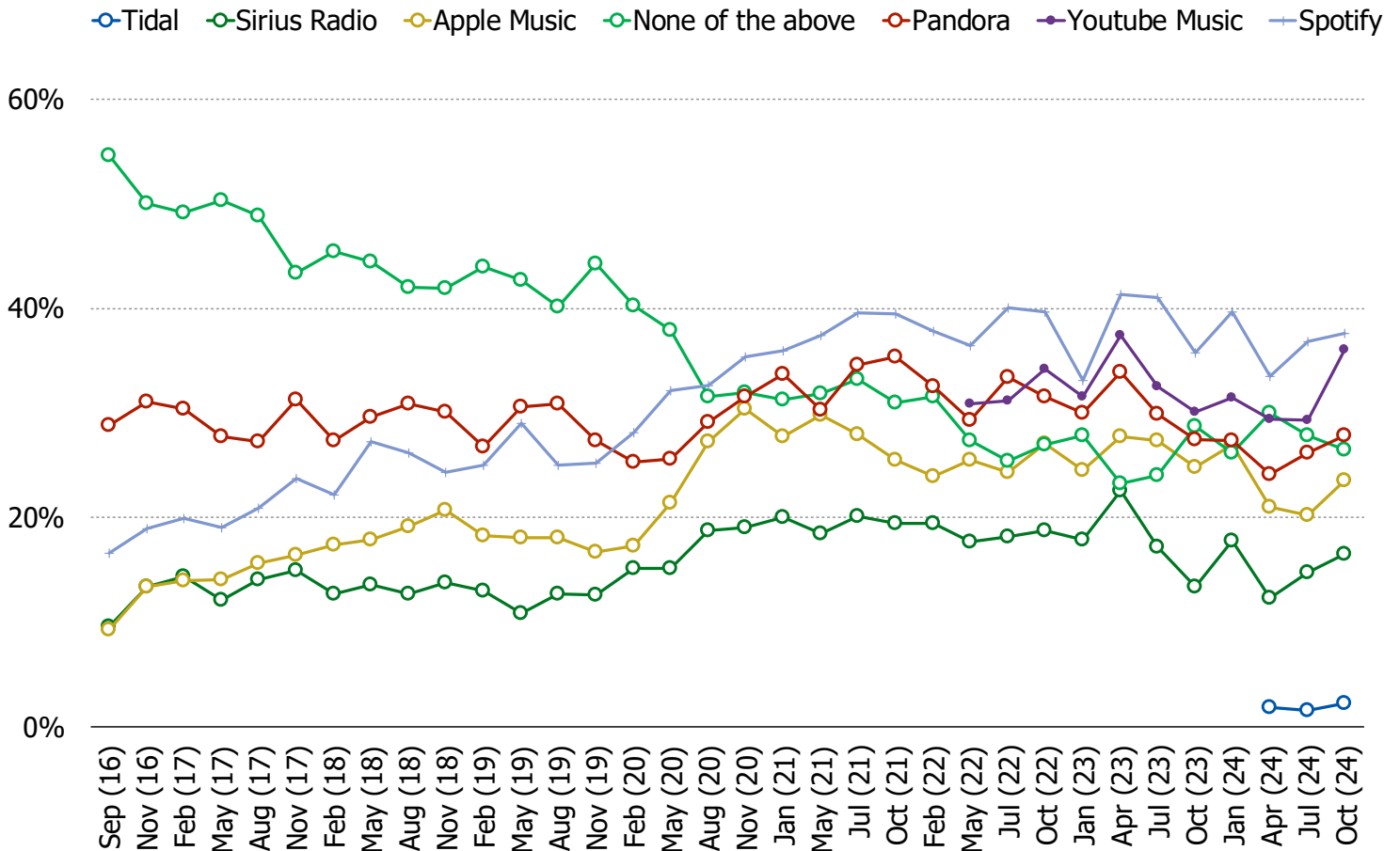
Posed to respondents who have an account with one or more streaming audio platforms.



COMPETITIVE DYNAMICS, STREAMING APPS

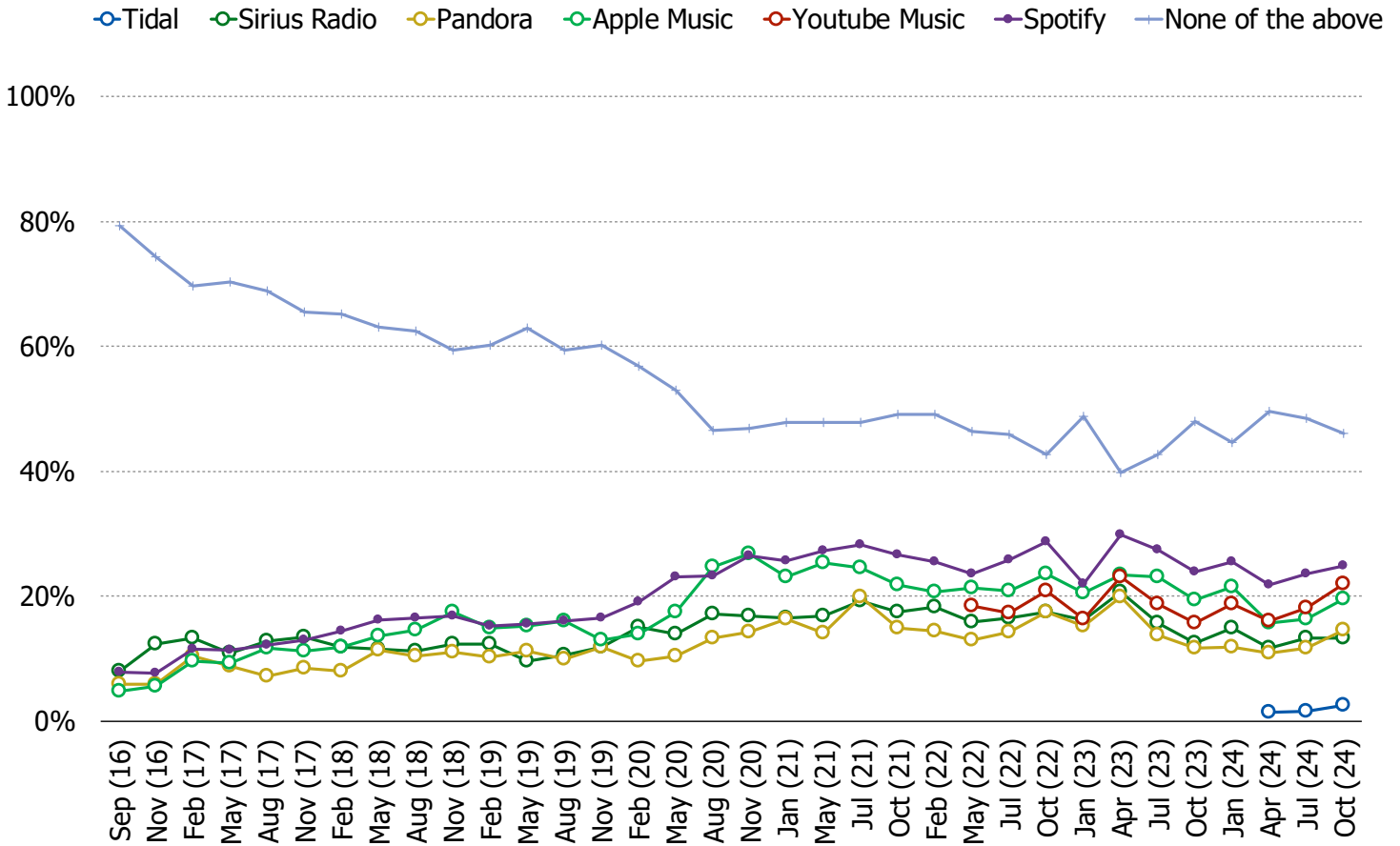
QUARTERLY SURVEY: DO YOU HAVE AN ACCOUNT WITH ANY OF THE FOLLOWING? SELECT ALL THAT APPLY

Posed to all respondents.



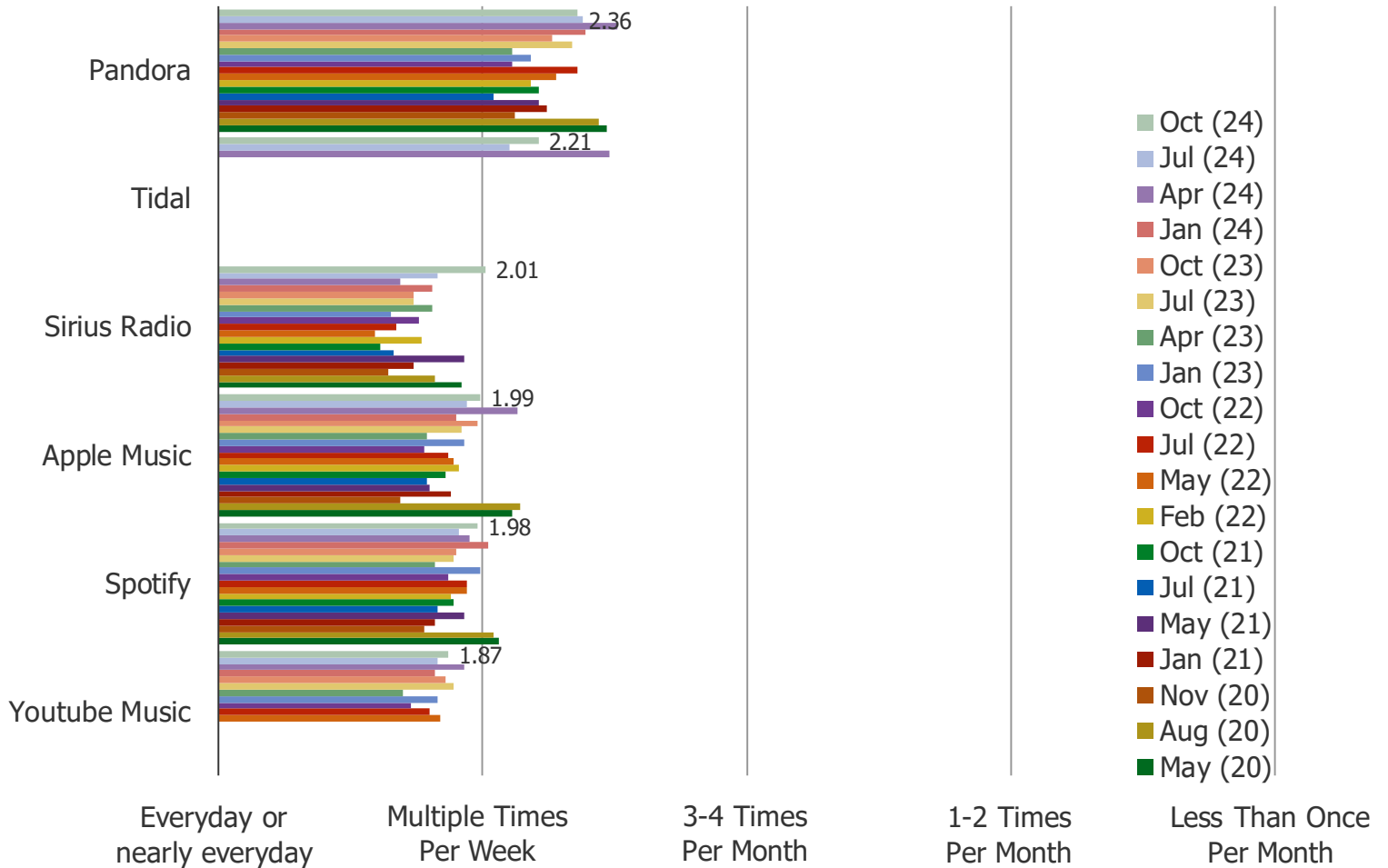
QUARTERLY SURVEY: ARE YOU CURRENTLY PAYING FOR A SUBSCRIPTION WITH ANY OF THE FOLLOWING?
(SELECT ALL THAT APPLY)

Posed to all respondents.



HOW OFTEN DO YOU USE THE FOLLOWING?

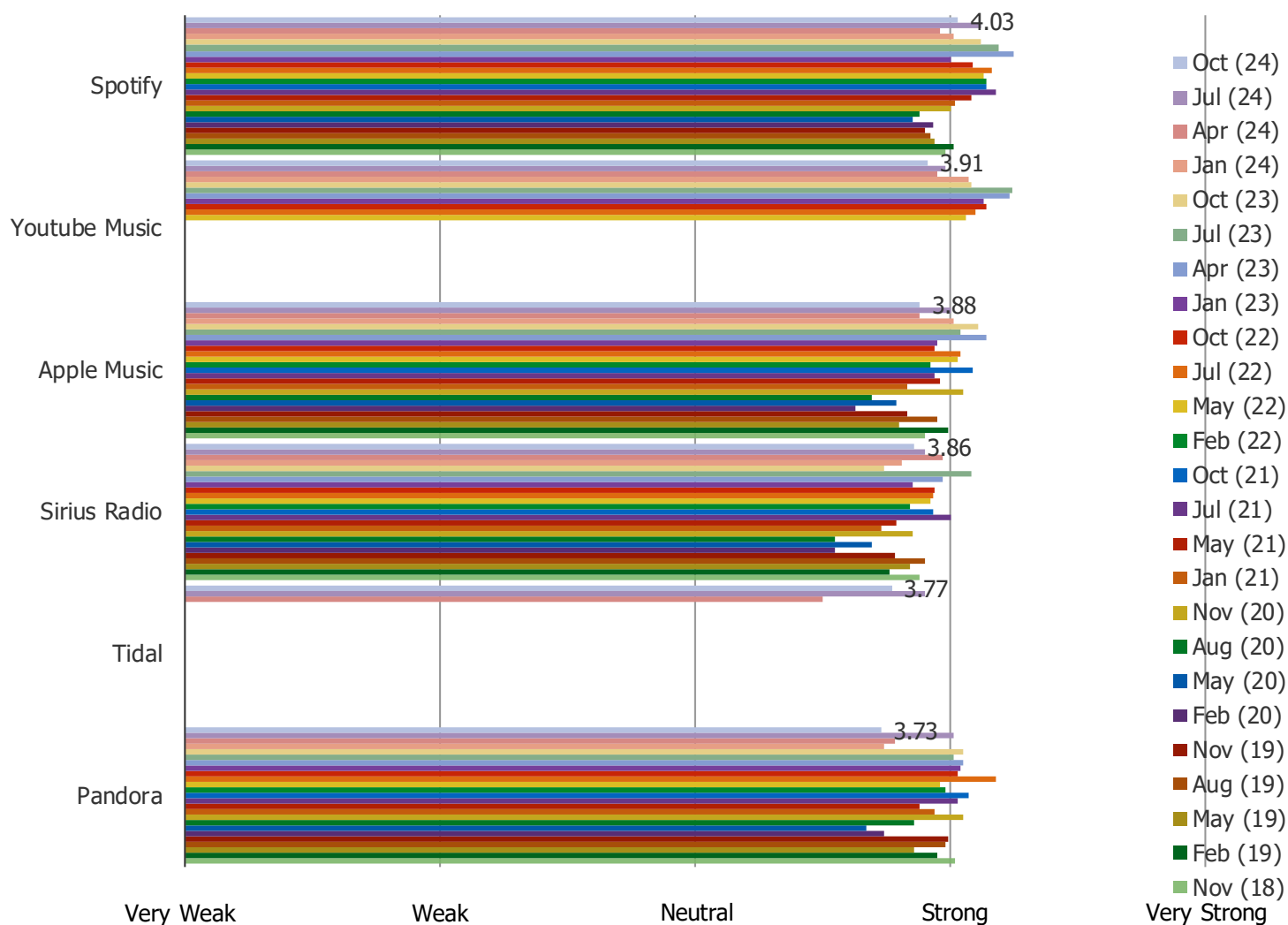
Respondents who have an account with each platform (free or paid)



← More Frequent

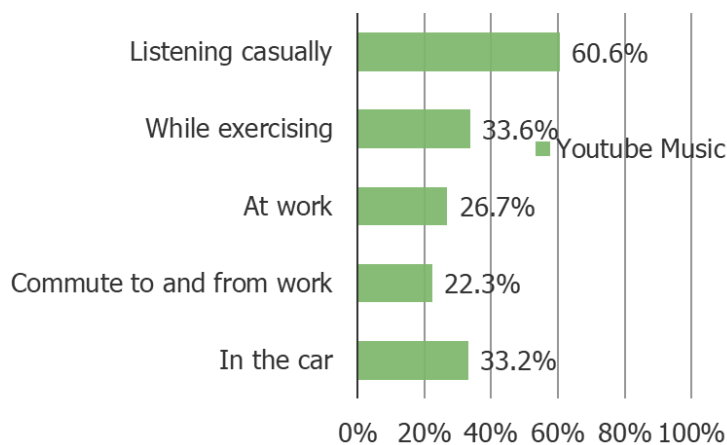
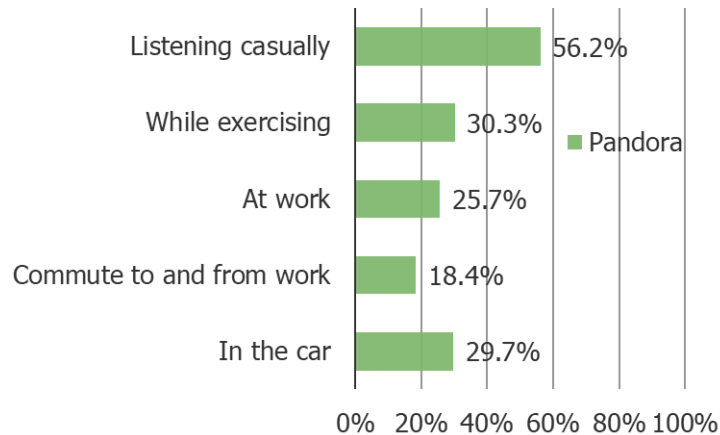
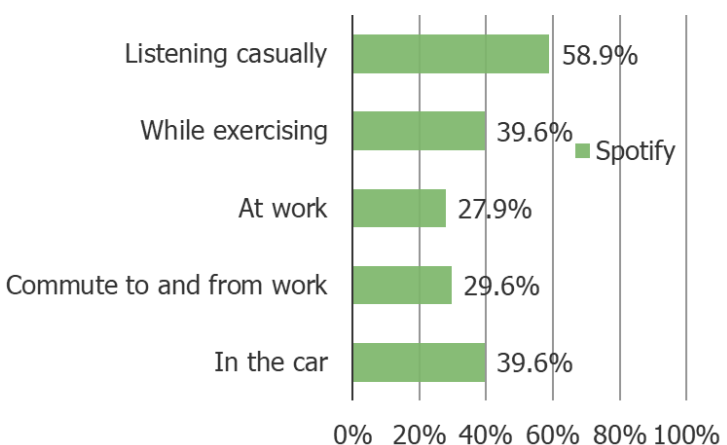
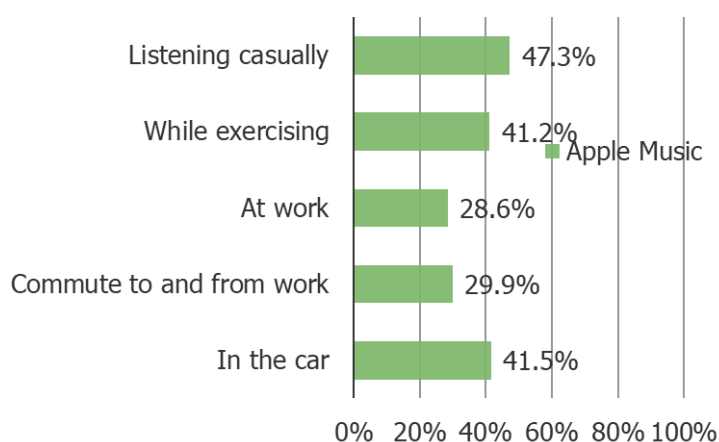
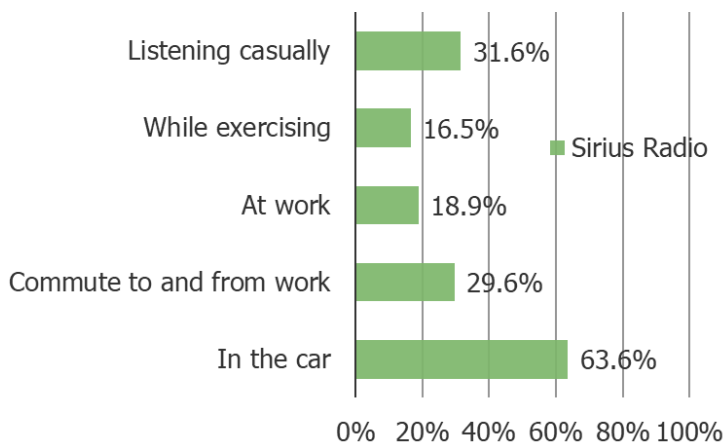
WHAT IS YOUR OPINION OF THE VALUE YOU GET FOR YOUR MONEY IN PAYING FOR THIS PLATFORM?

Respondents who pay for each platform



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

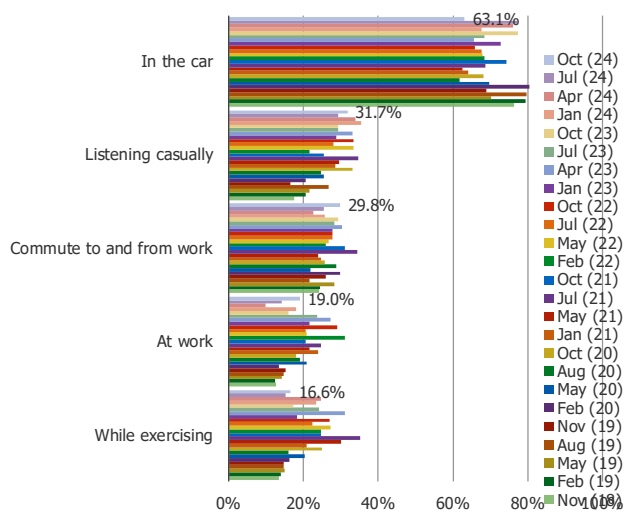
Respondents who have an account with each platform (free or paid)



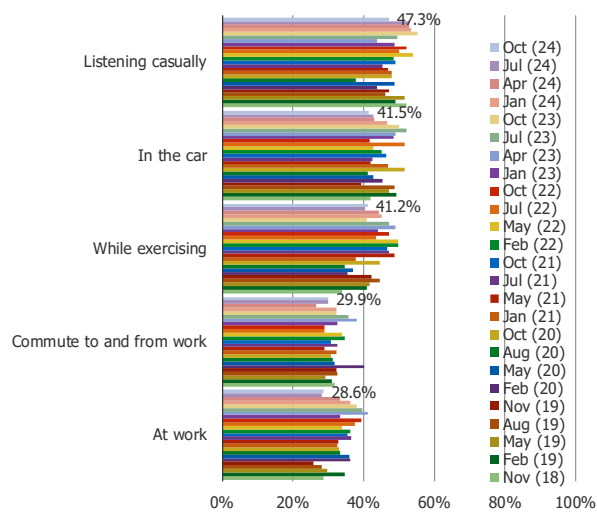
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Respondents who have an account with each platform (free or paid)

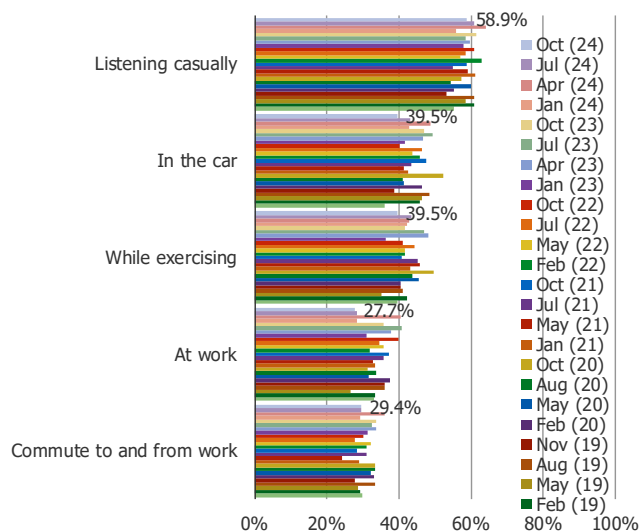
SIRIUS XM



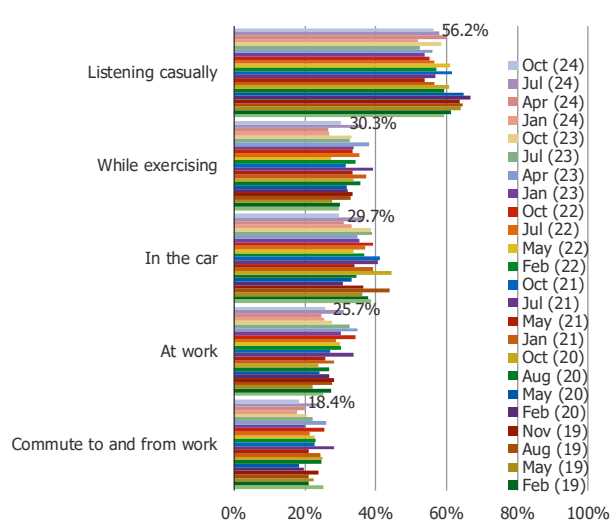
APPLE MUSIC



SPOTIFY

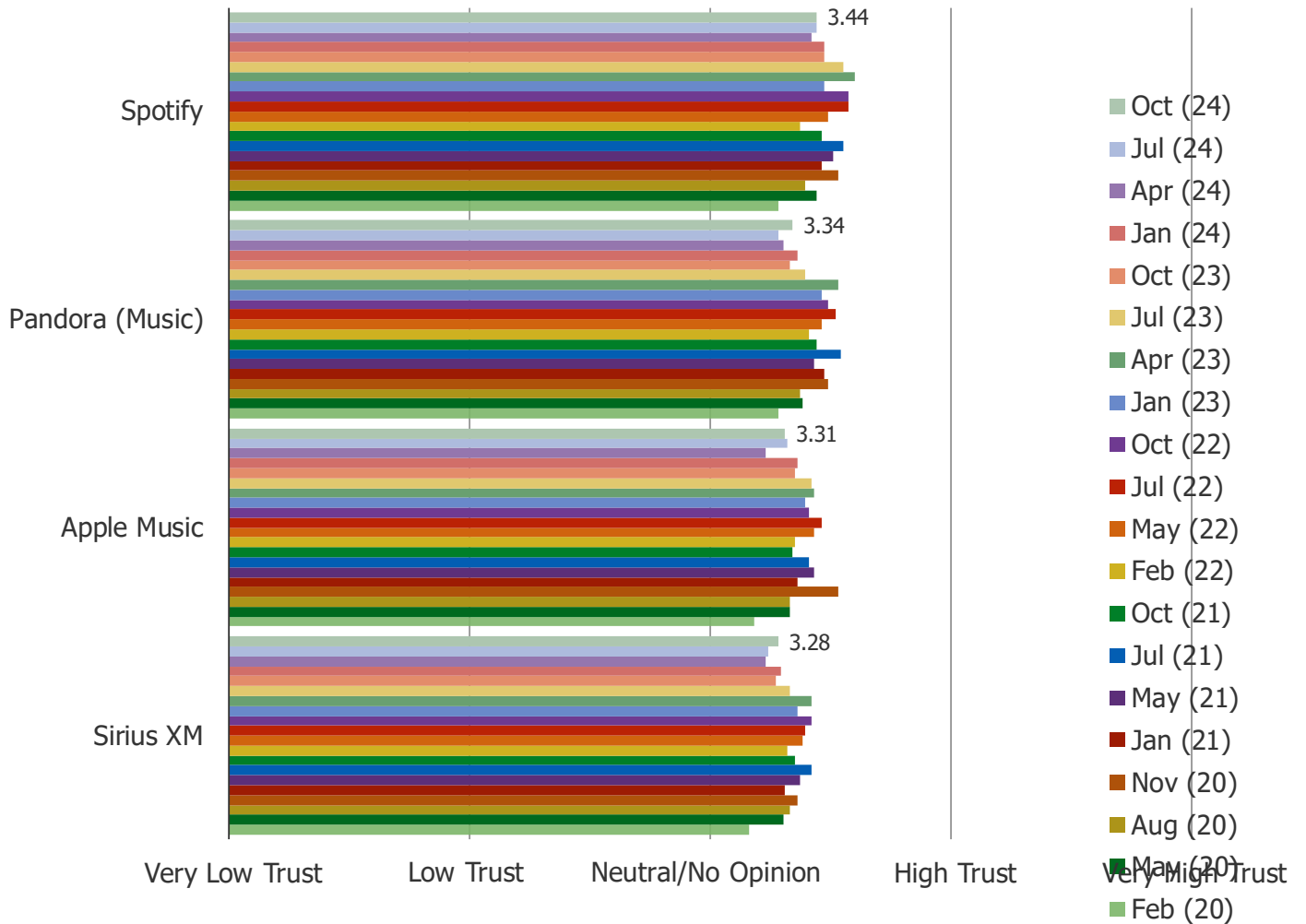


PANDORA



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

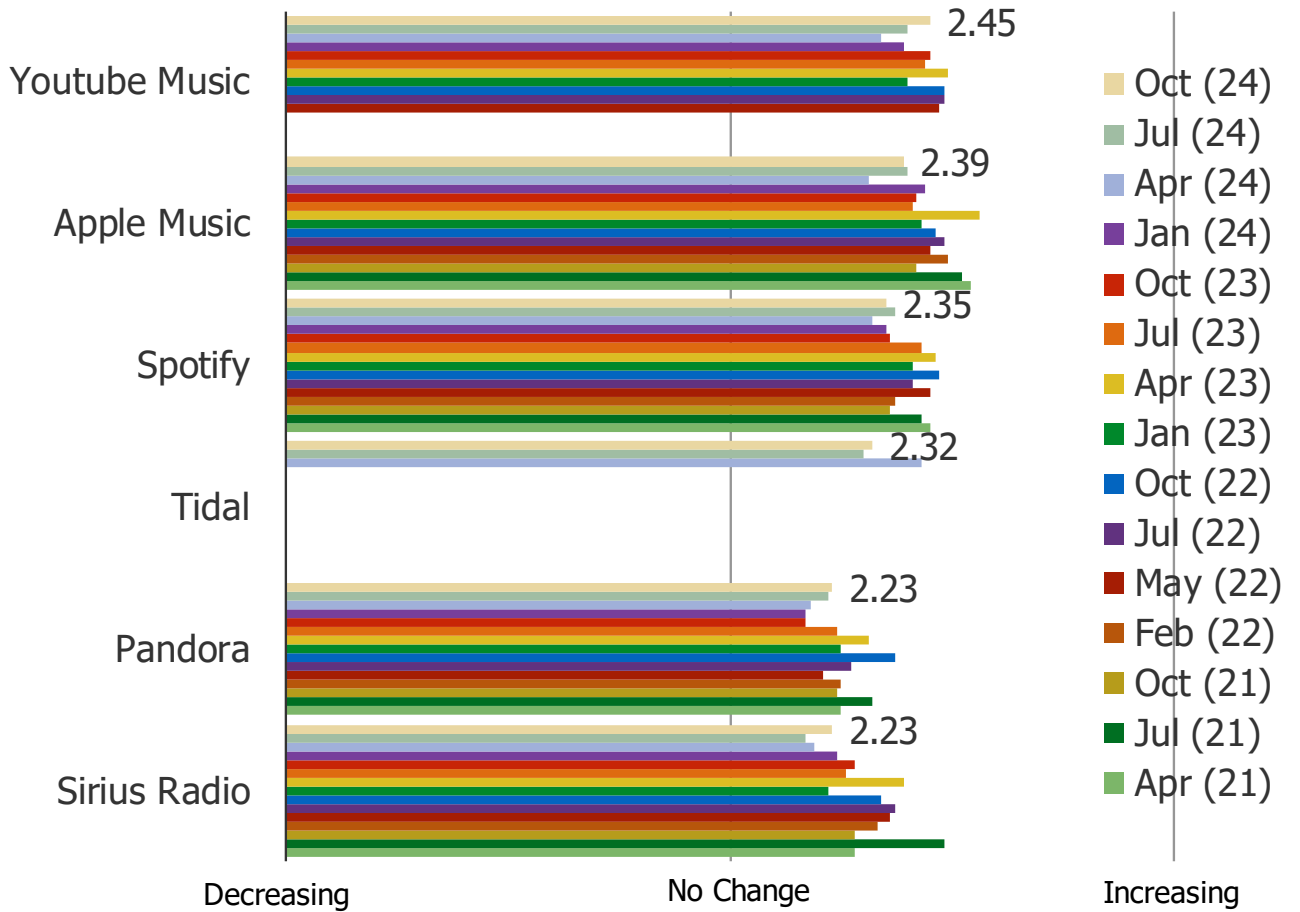
Posed to all respondents



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.

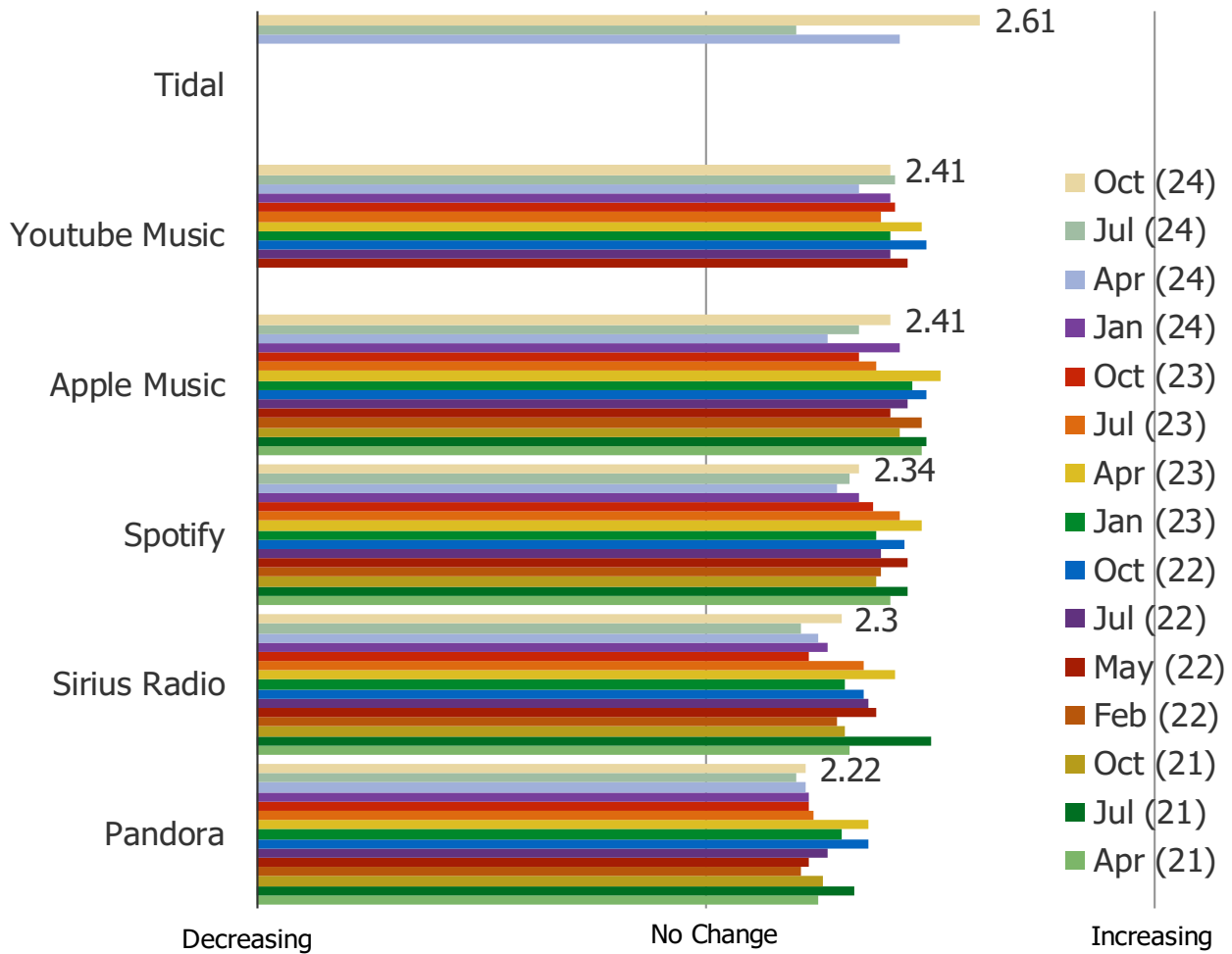
New Music (Released in the Past 6 Months)



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.

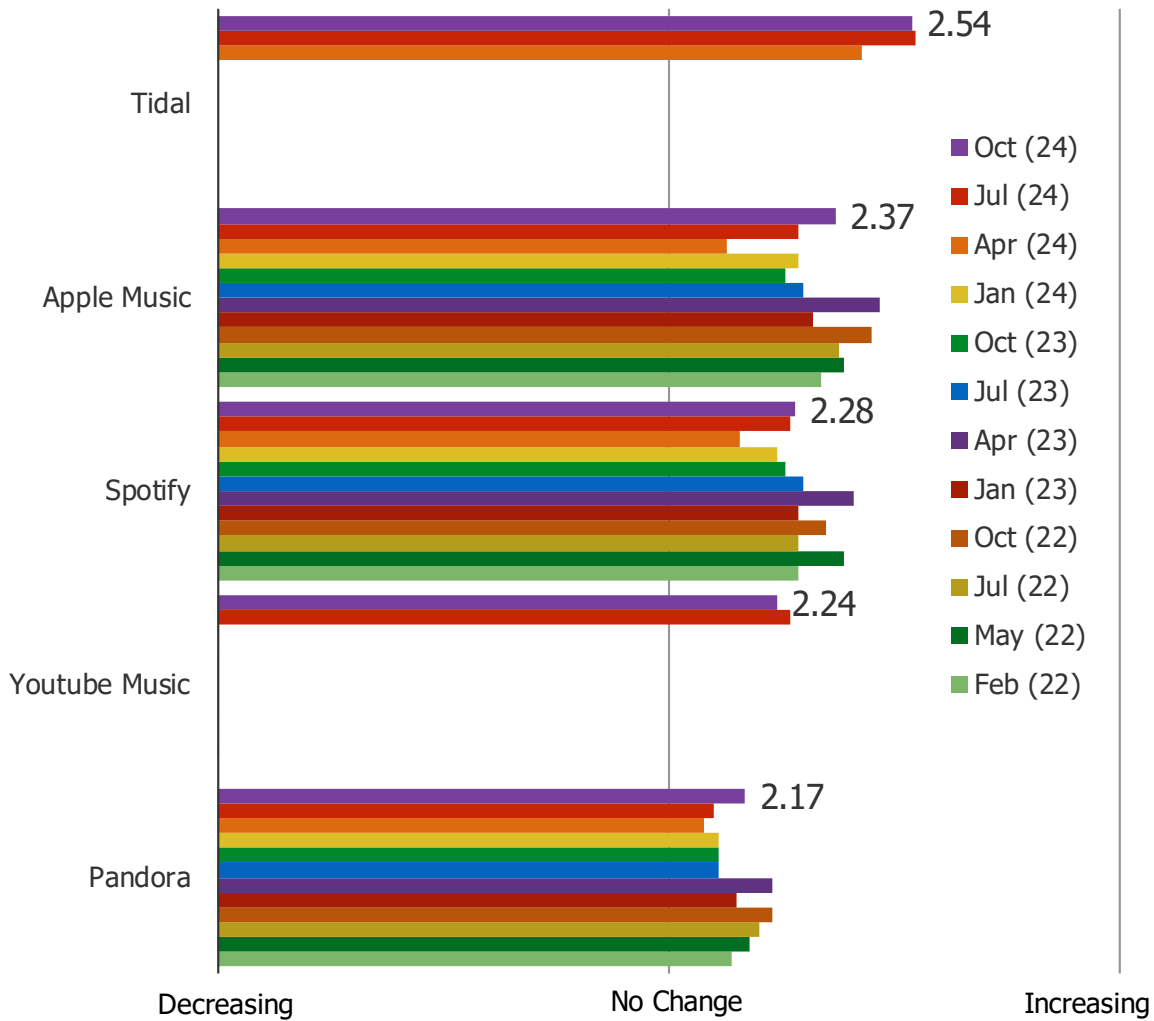
Catalog Music (Released 6+ Months Ago)



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

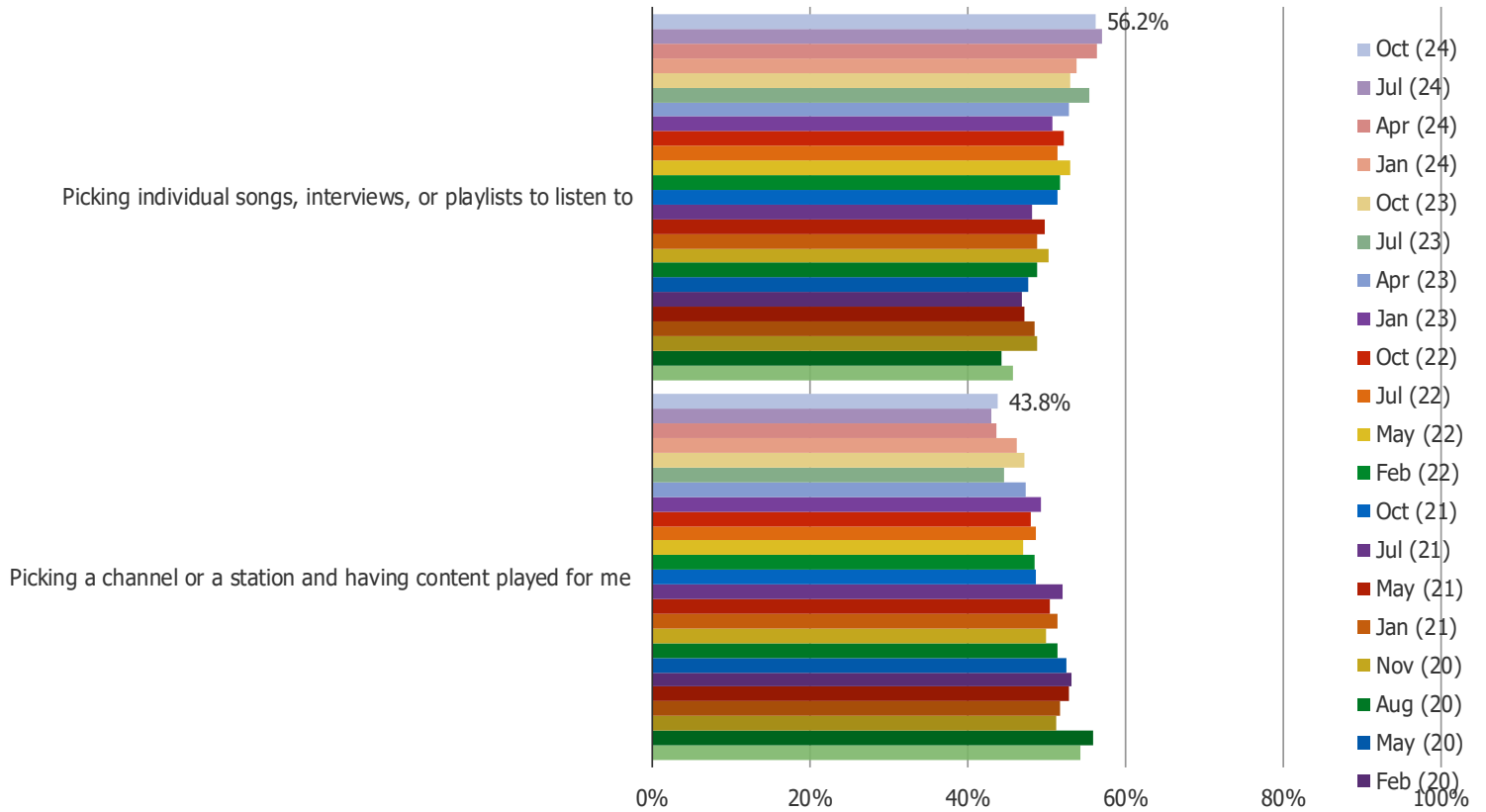
Posed to users of each platform.

Podcasts



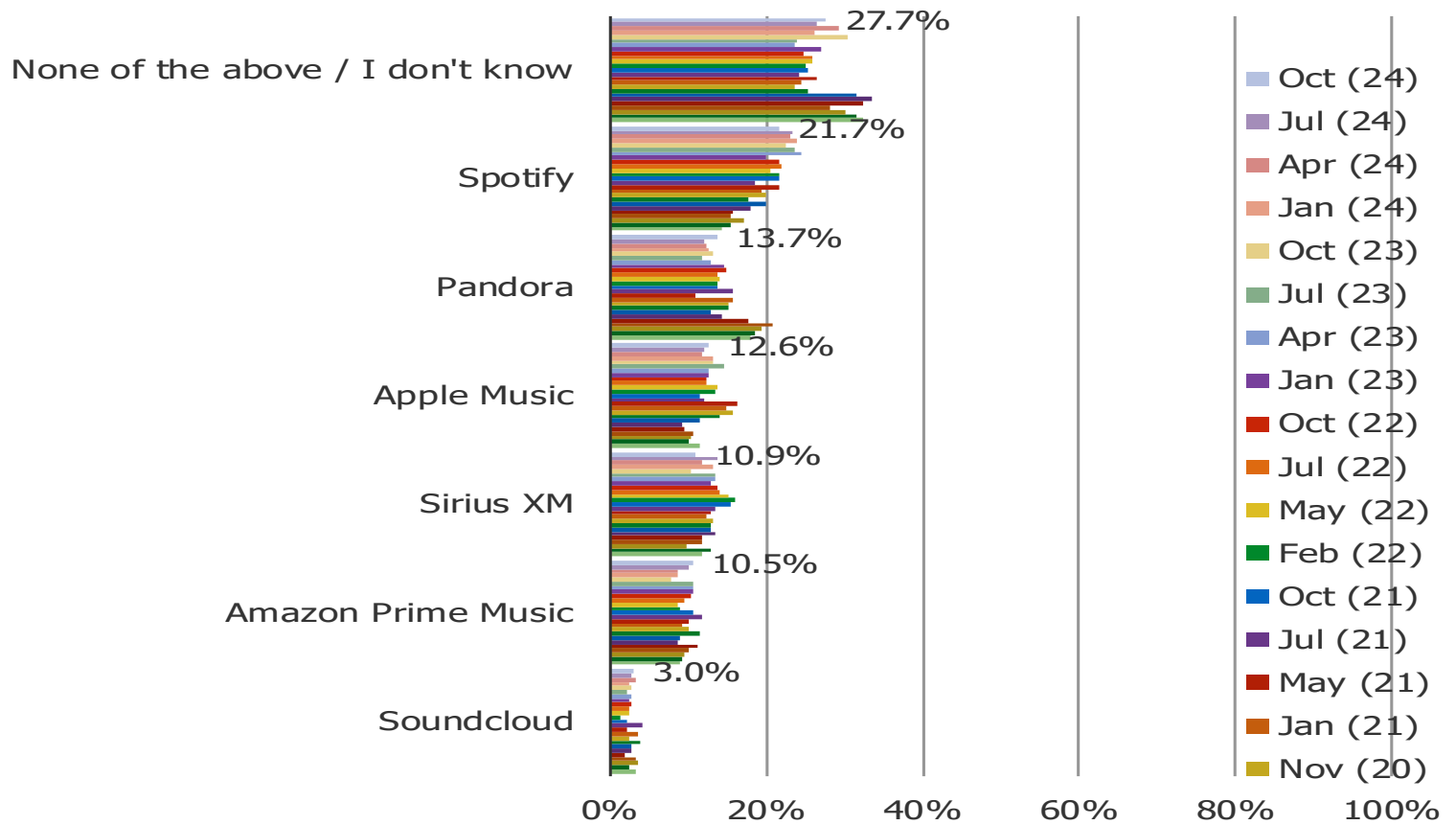
FOR LISTENING TO MUSIC AND TALK-SHOW CONTENT, WHICH IS BETTER?

Posed to all respondents.



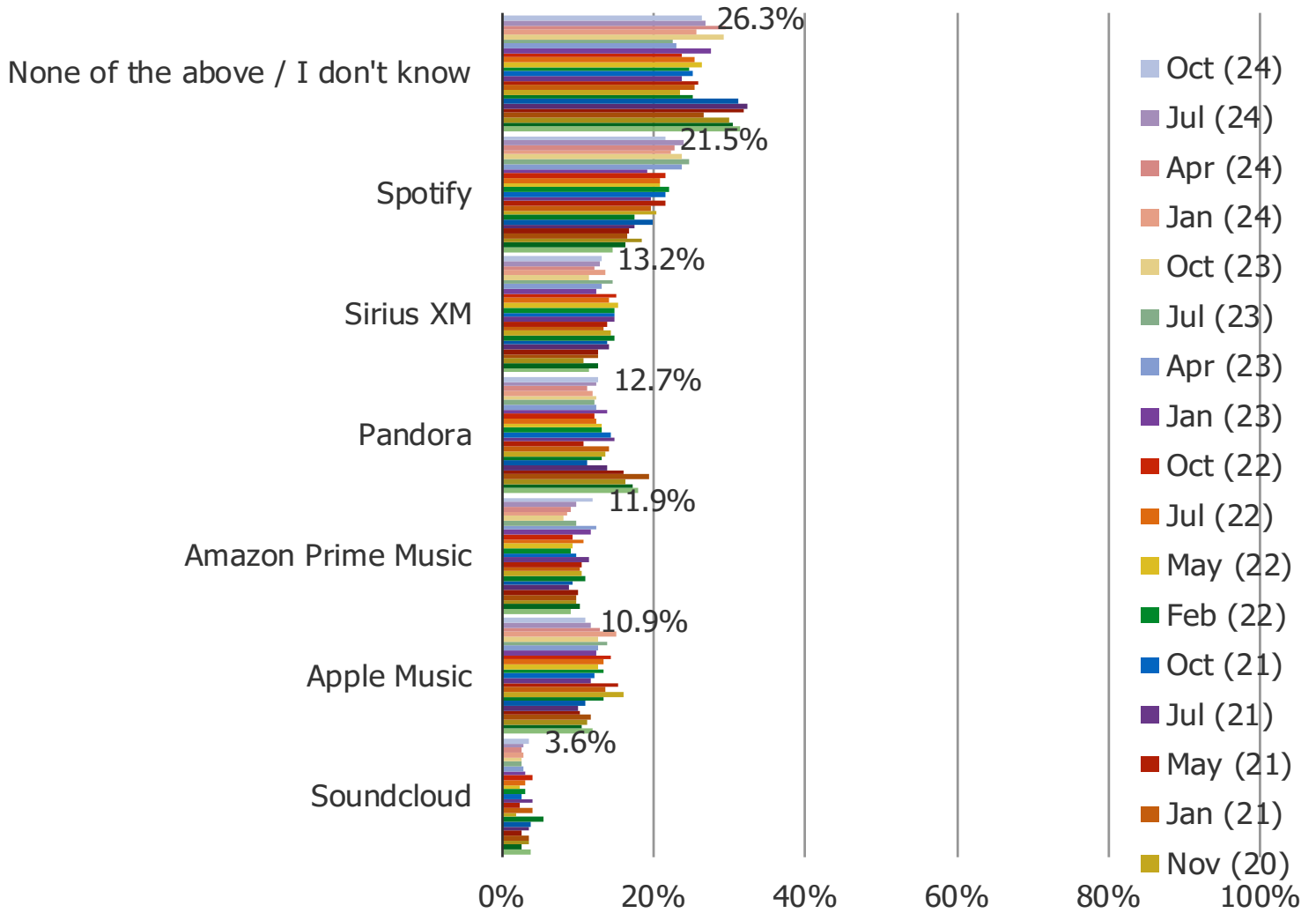
IN YOUR OPINION, WHICH PLATFORM IS BEST WHEN IT COMES TO THE WAY IN WHICH THEY DELIVER CONTENT TO ITS USERS? (IE. THE BEST USER EXPERIENCE)

Posed to all respondents.



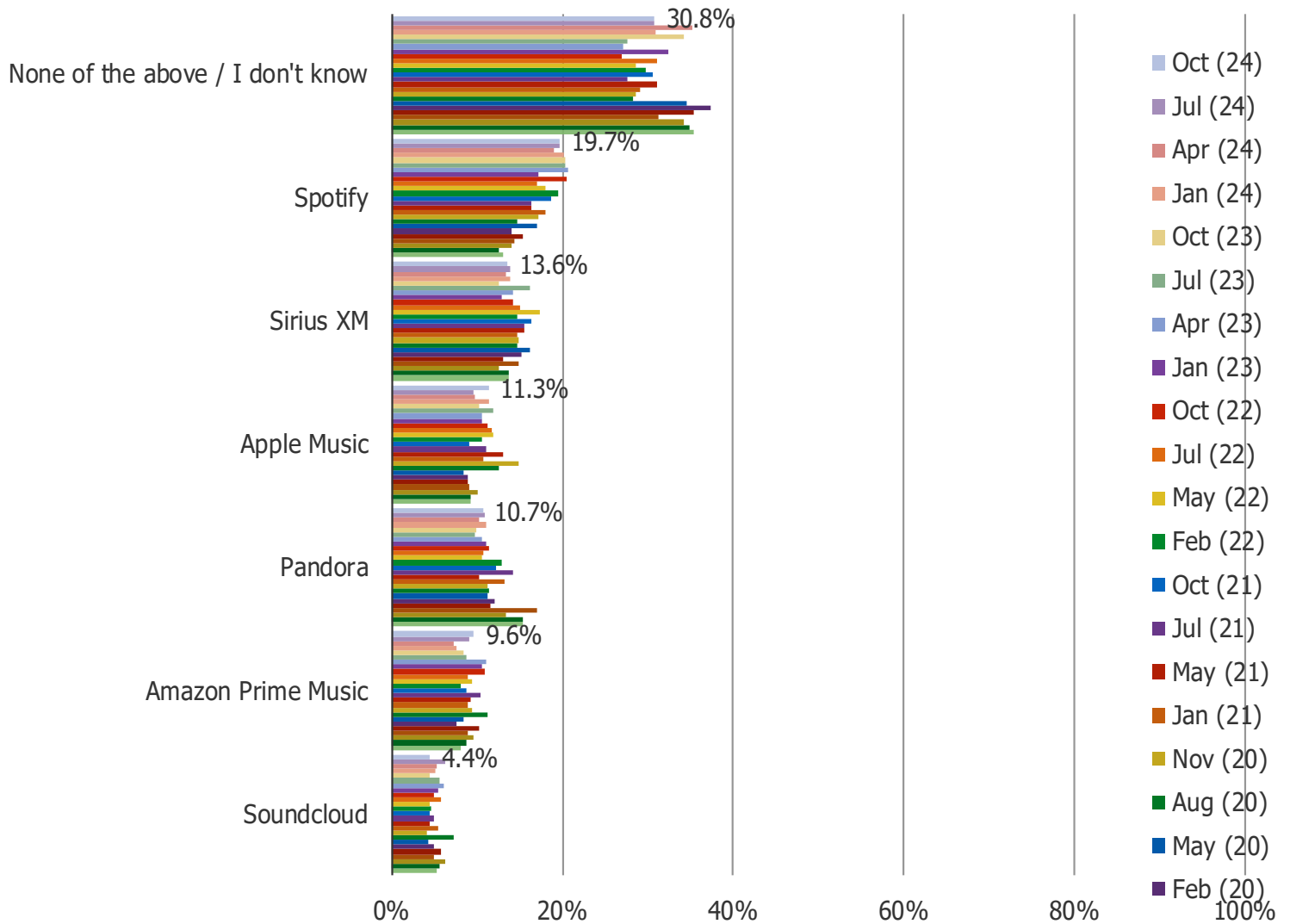
IN YOUR OPINION, WHICH PLATFORM HAS THE BEST CONTENT AVAILABLE?

Posed to all respondents.



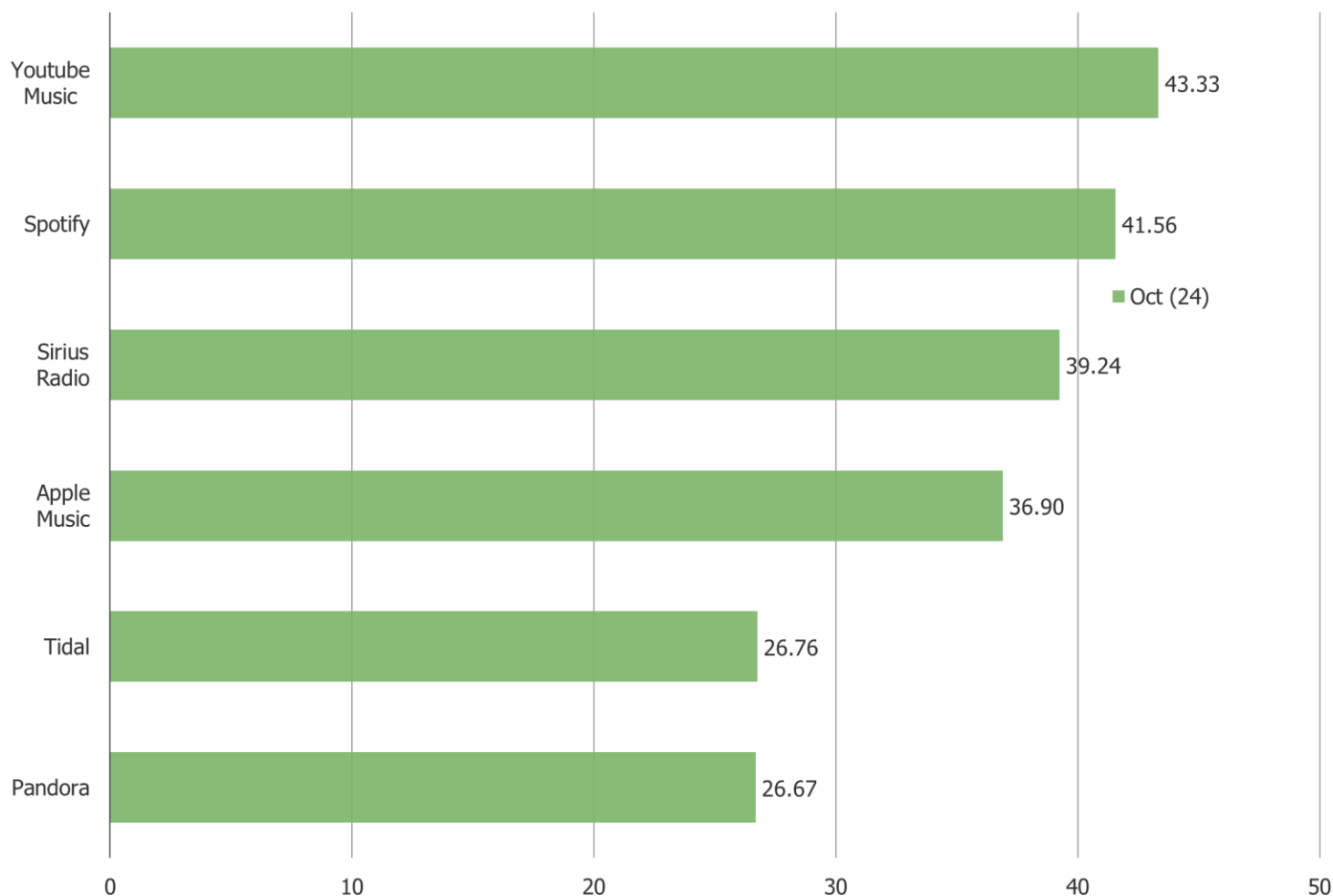
IN YOUR OPINION, WHICH PLATFORM HAS THE MOST UNIQUE CONTENT AVAILABLE THAT YOU CAN'T FIND ANYWHERE ELSE?

Posed to all respondents.



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

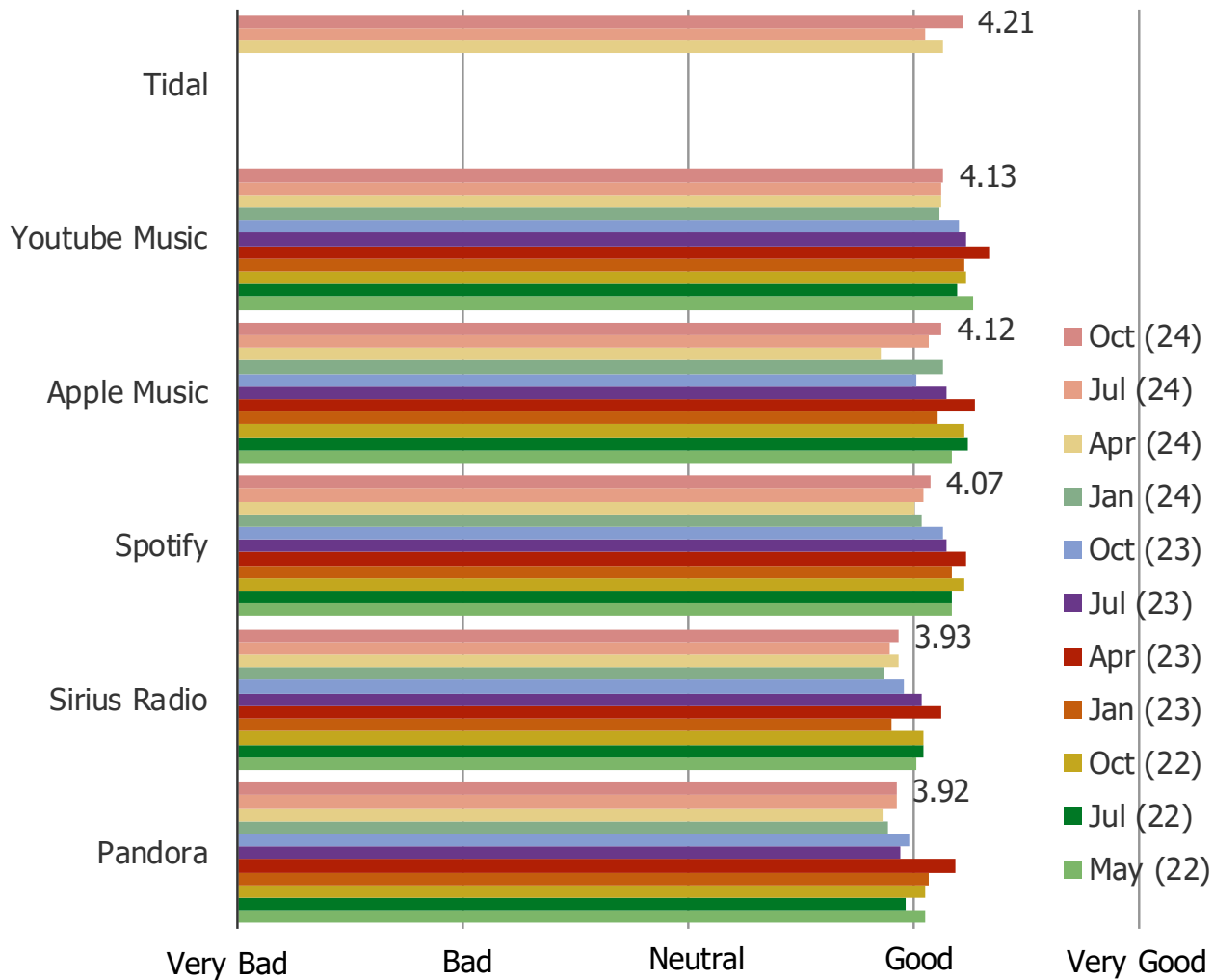
Posed to respondents who have an account with each of the following (combining all responses to date to achieve larger N sizes).



	N=
Sirius Radio	1891
Apple Music	2797
Spotify	4240
Pandora	3228
Youtube Music	3653
Tidal	71

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

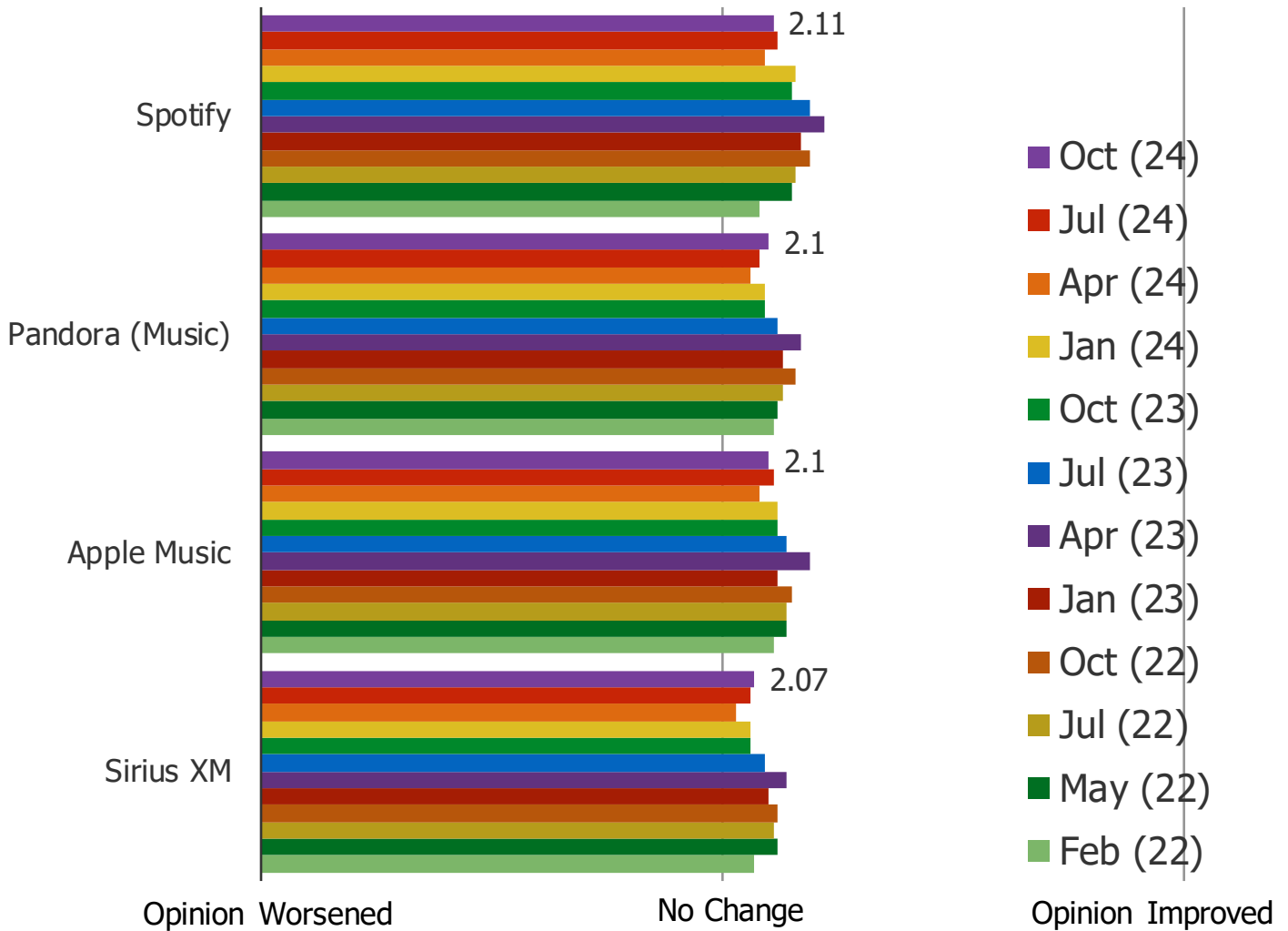
Posed to users of each of the following.



	N=
Sirius Radio	205
Apple Music	292
Spotify	467
Pandora	345
Youtube Music	447
Tidal	28

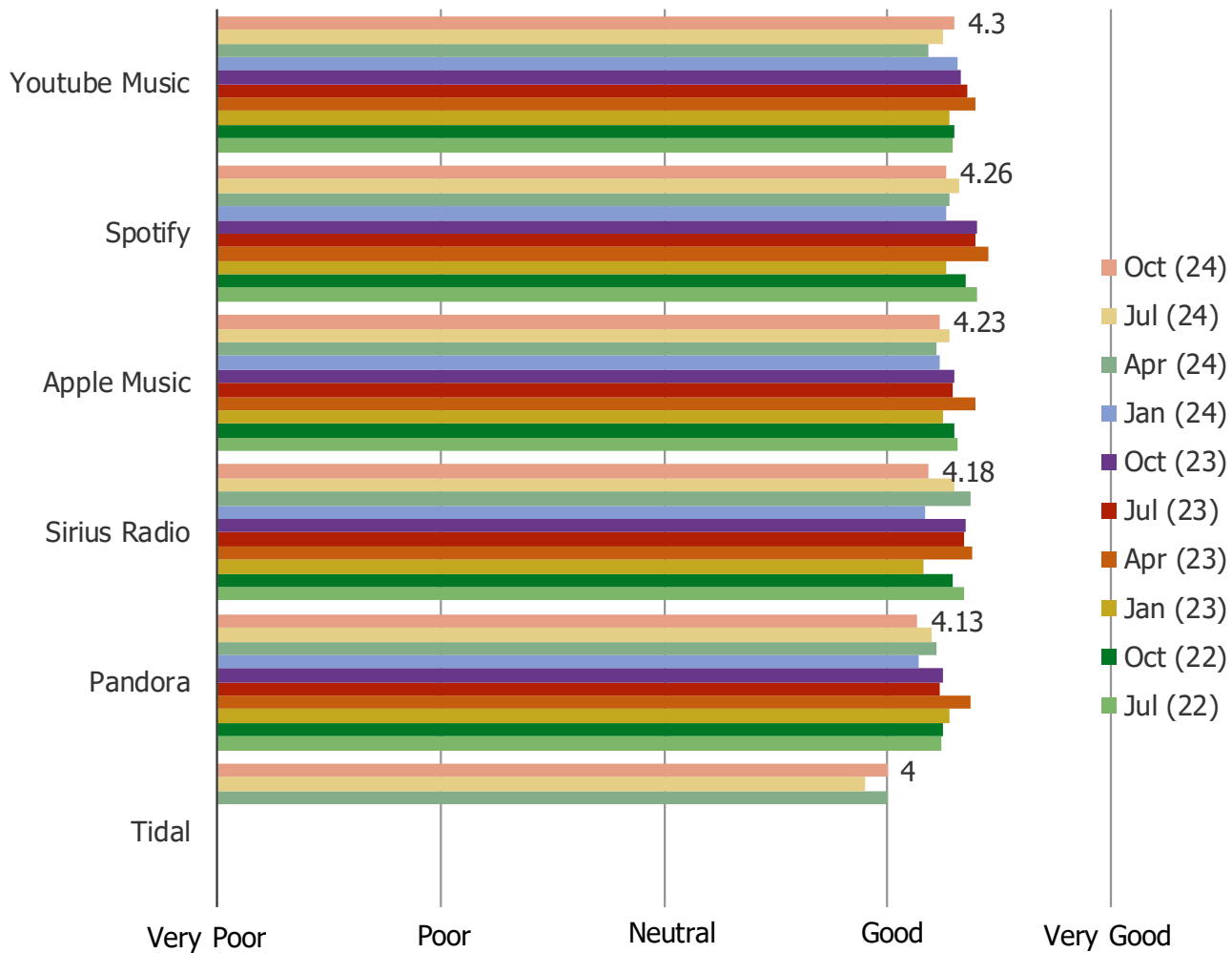
HAS YOUR OPINION OF ANY OF THE FOLLOWING CHANGED RECENTLY?

Posed to all respondents.



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

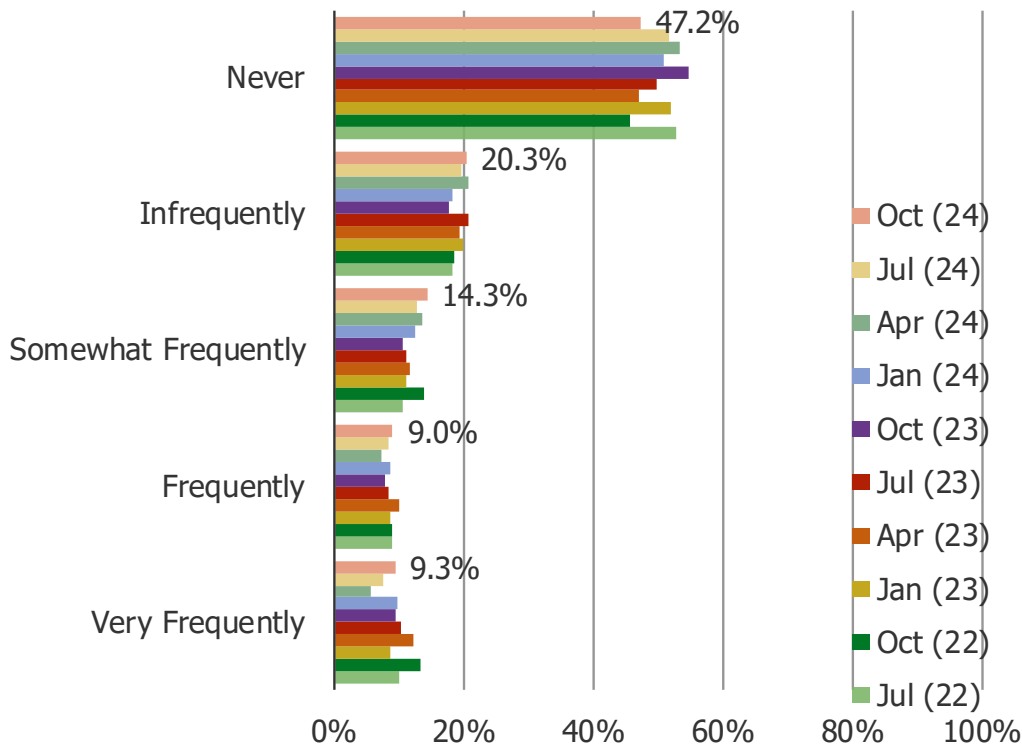
Posed to users of each of the following.



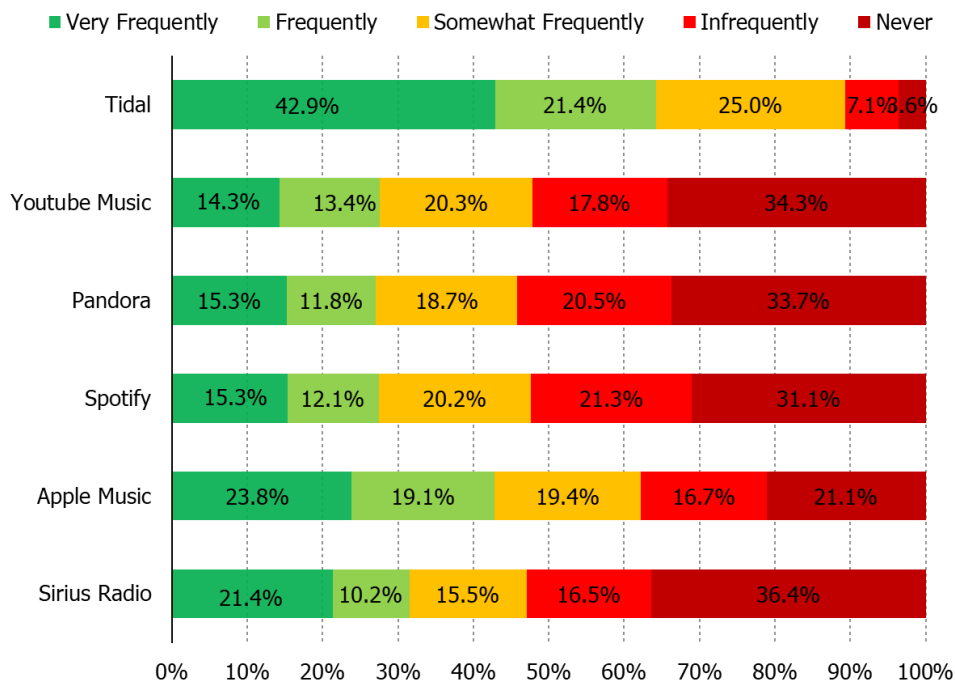
	N=
Sirius Radio	205
Apple Music	292
Spotify	467
Pandora	345
Youtube Music	447
Tidal	28

HOW OFTEN DO YOU LISTEN TO AUDIOBOOKS?

Posed to all respondents.



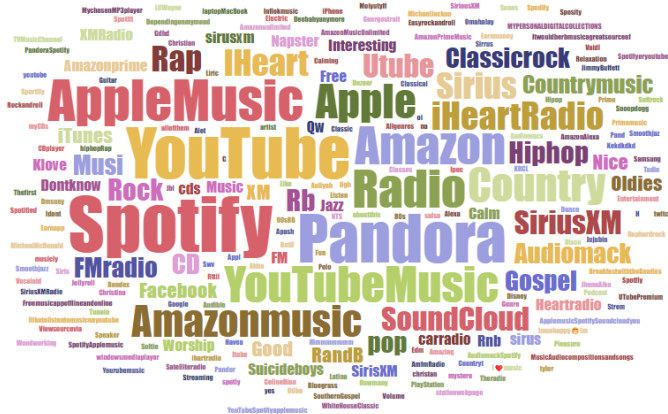
Cross-Tab Analysis: How often users of the following listen to audiobooks in general



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.

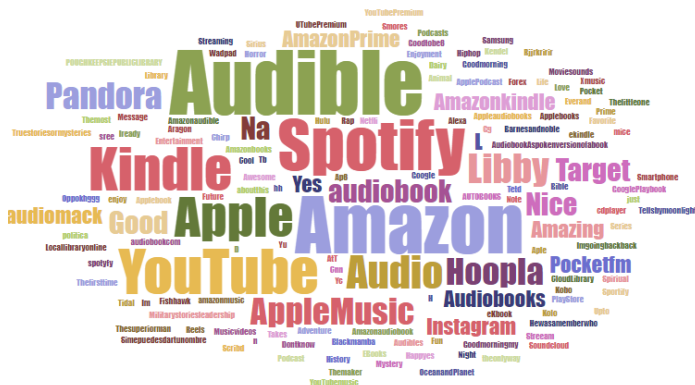
MUSIC



PODCASTS



AUDIOBOOKS



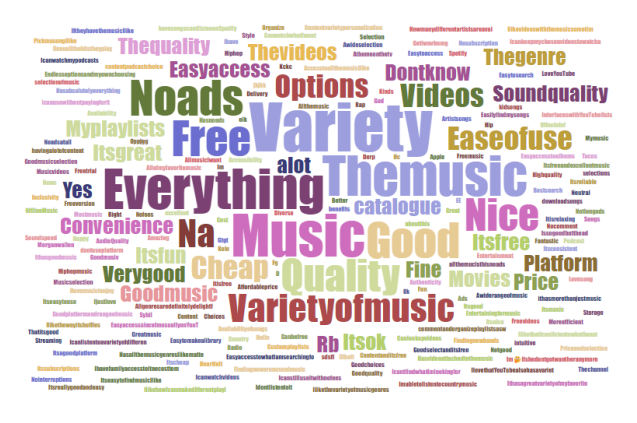
WHAT DO YOU VALUE MOST ABOUT THIS PLATFORM?

Posed to account holders of each of the following platforms.

Spotify



YouTube Music



Apple Music



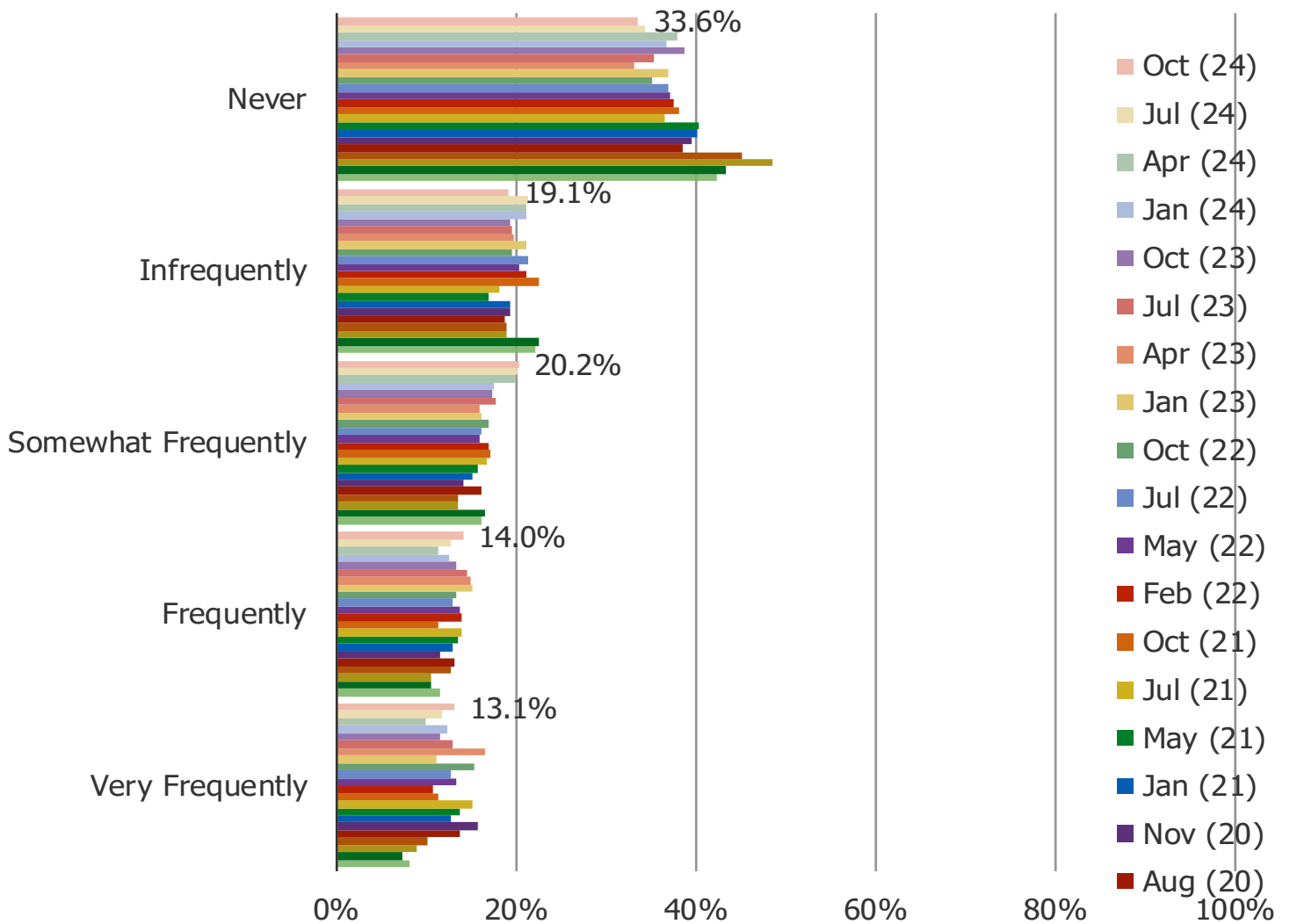
Sirius XM



PODCASTS

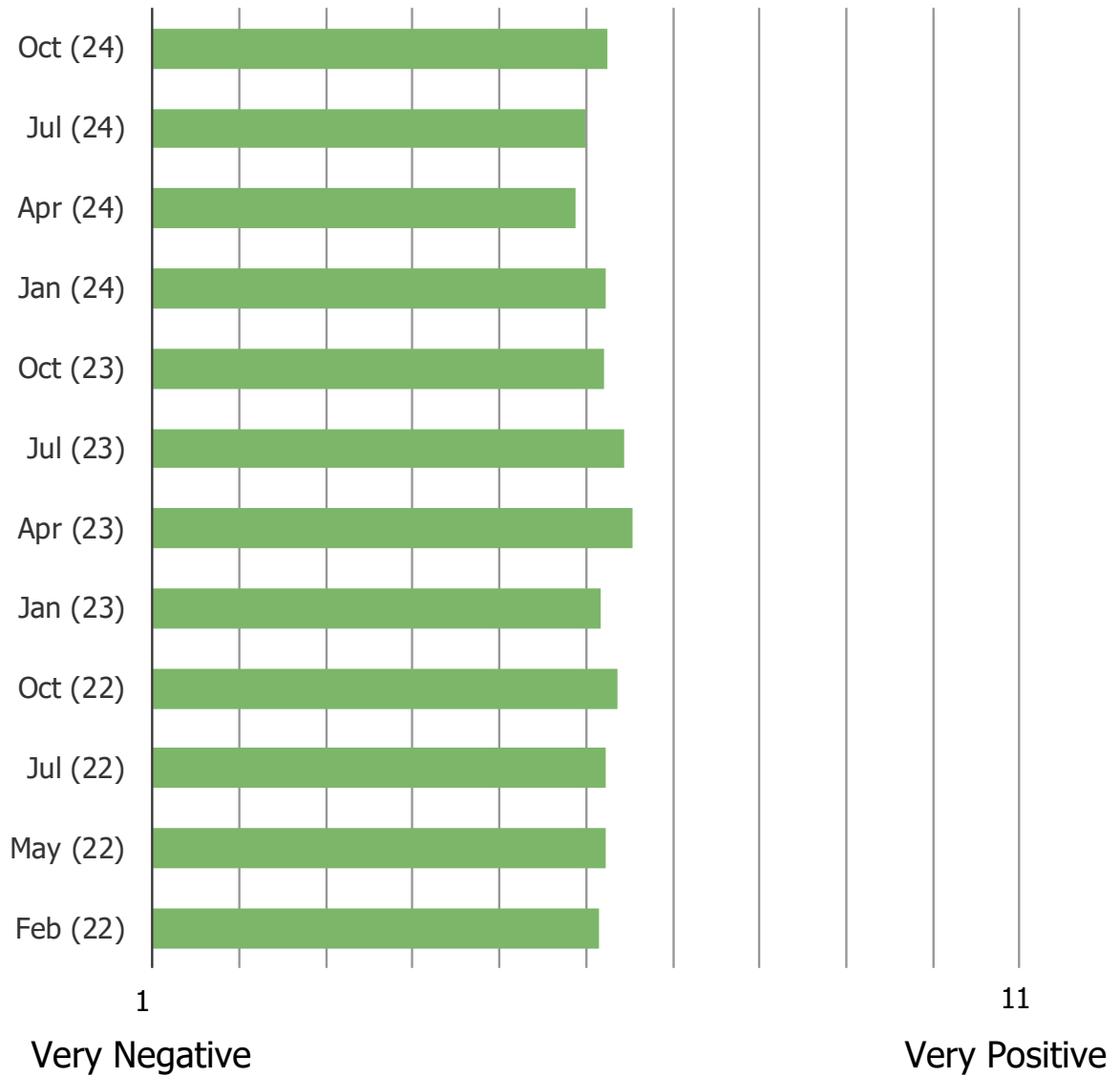
HOW OFTEN DO YOU LISTEN TO PODCASTS?

Posed to all respondents.



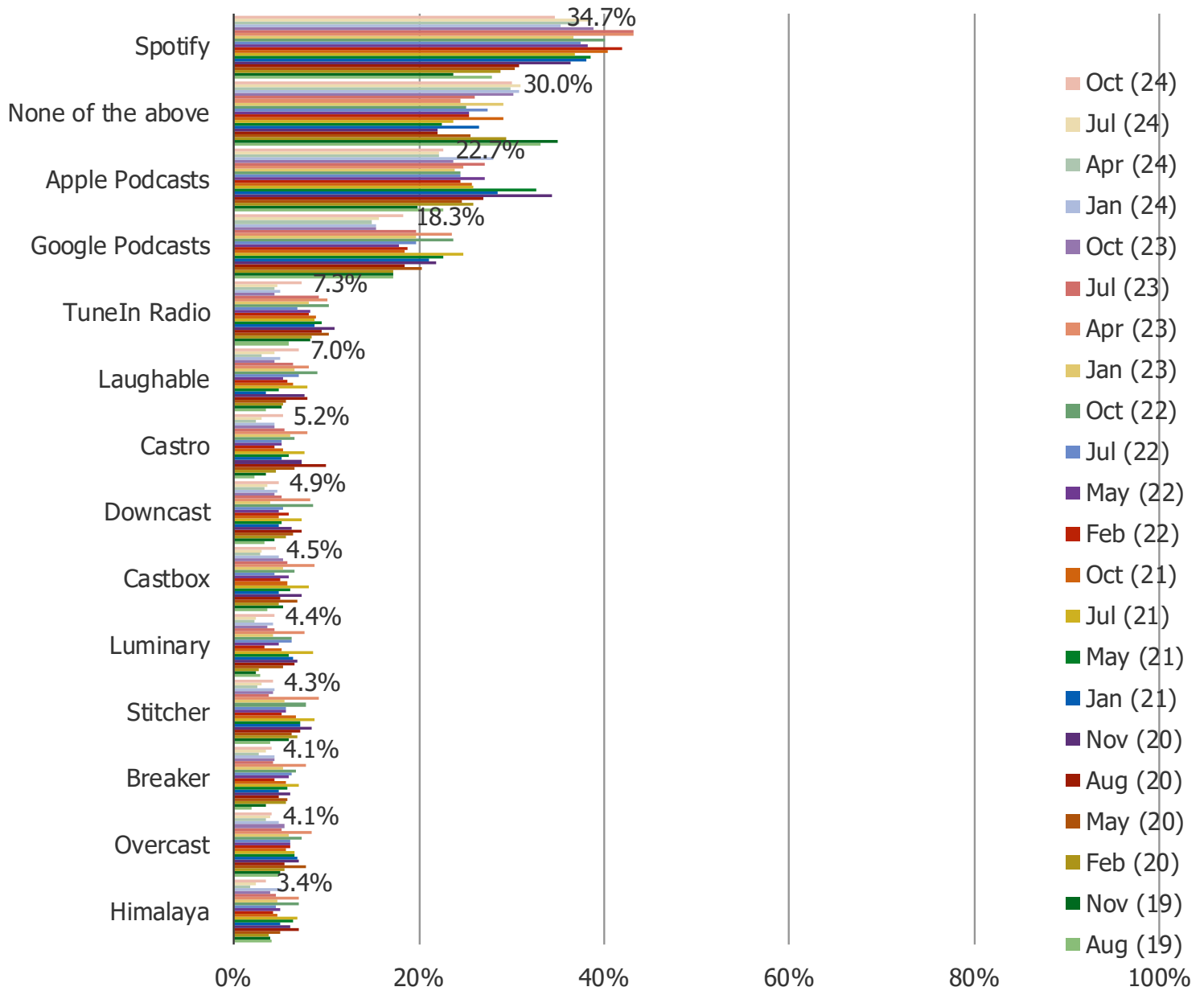
WHAT IS YOUR OPINION OF JOE ROGAN?

Posed to all respondents.



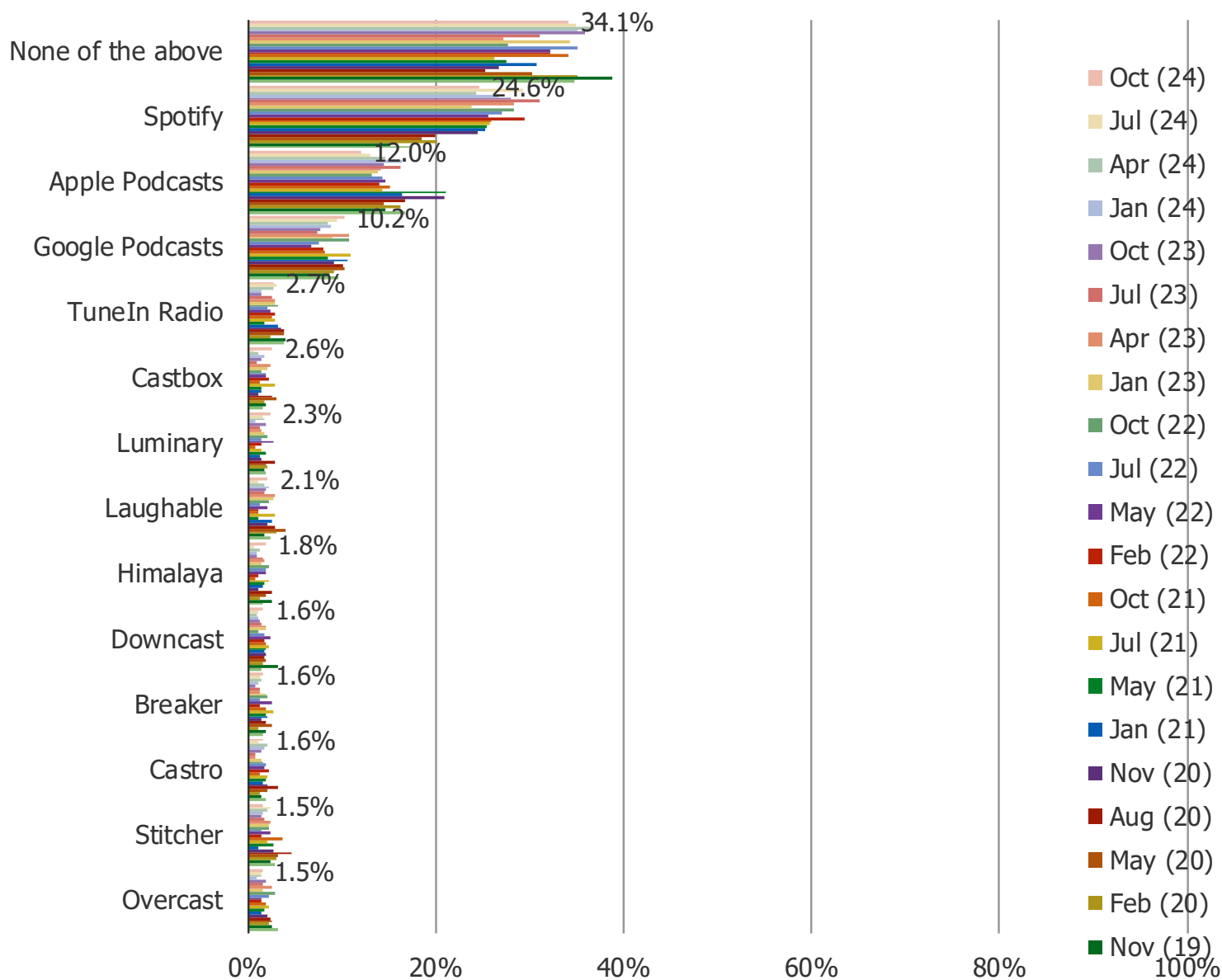
WHICH OF THE FOLLOWING PLATFORMS DO YOU USE TO LISTEN TO PODCASTS?

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



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

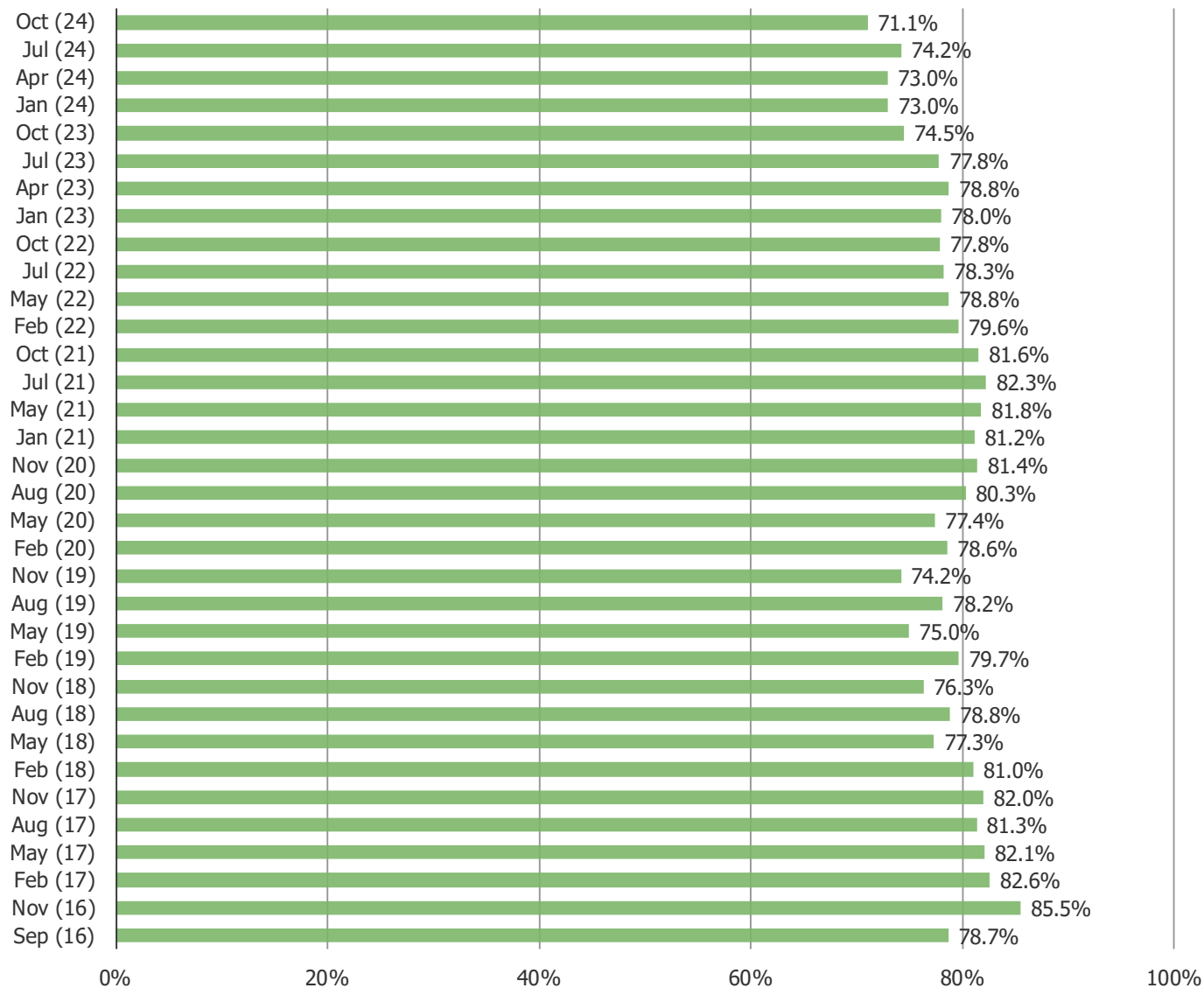
Posed to respondents who listen to podcasts (more often than never)



CONNECTED CAR

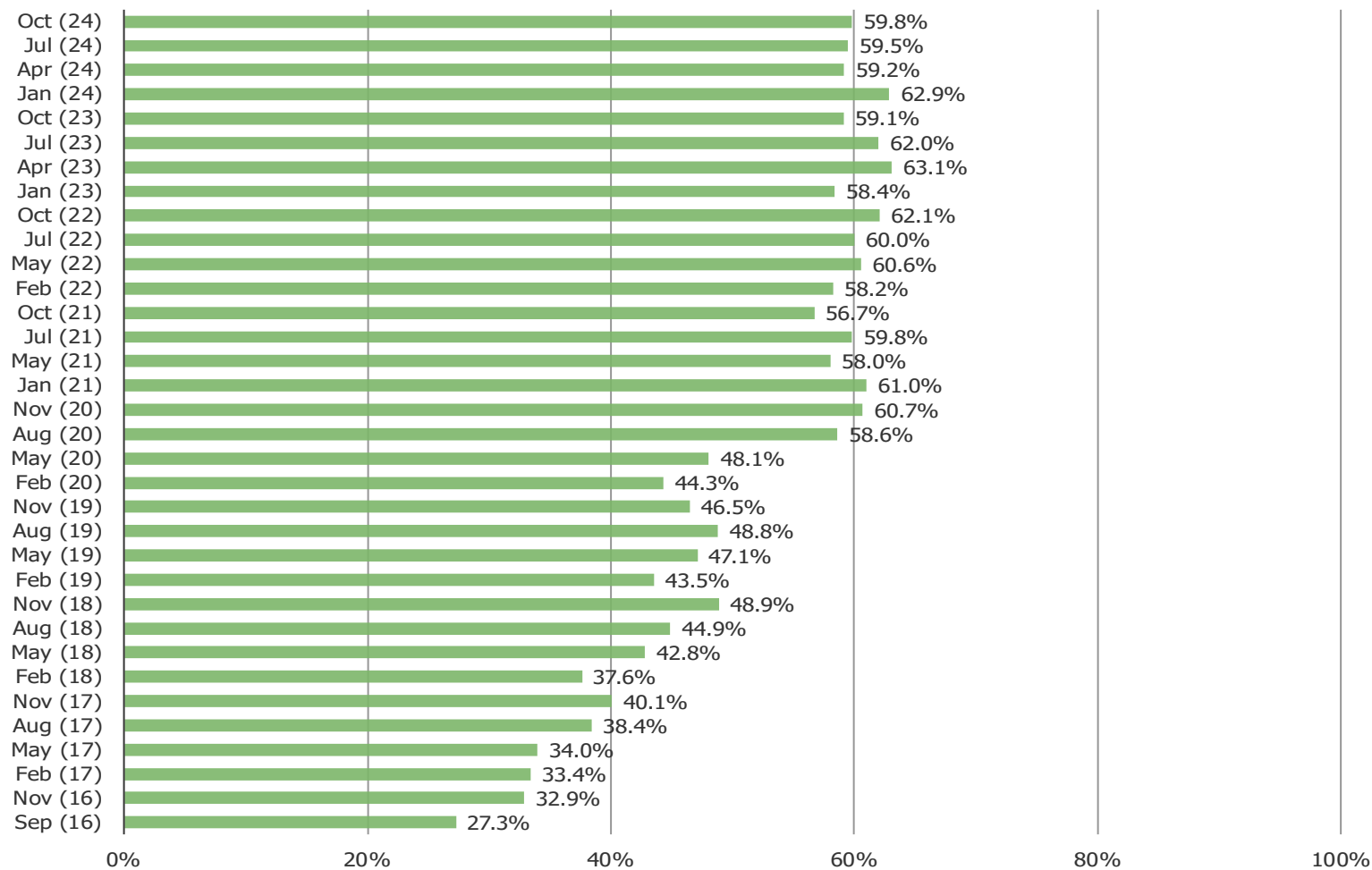
OWNS OR LEASES A CAR

Posed to all respondents



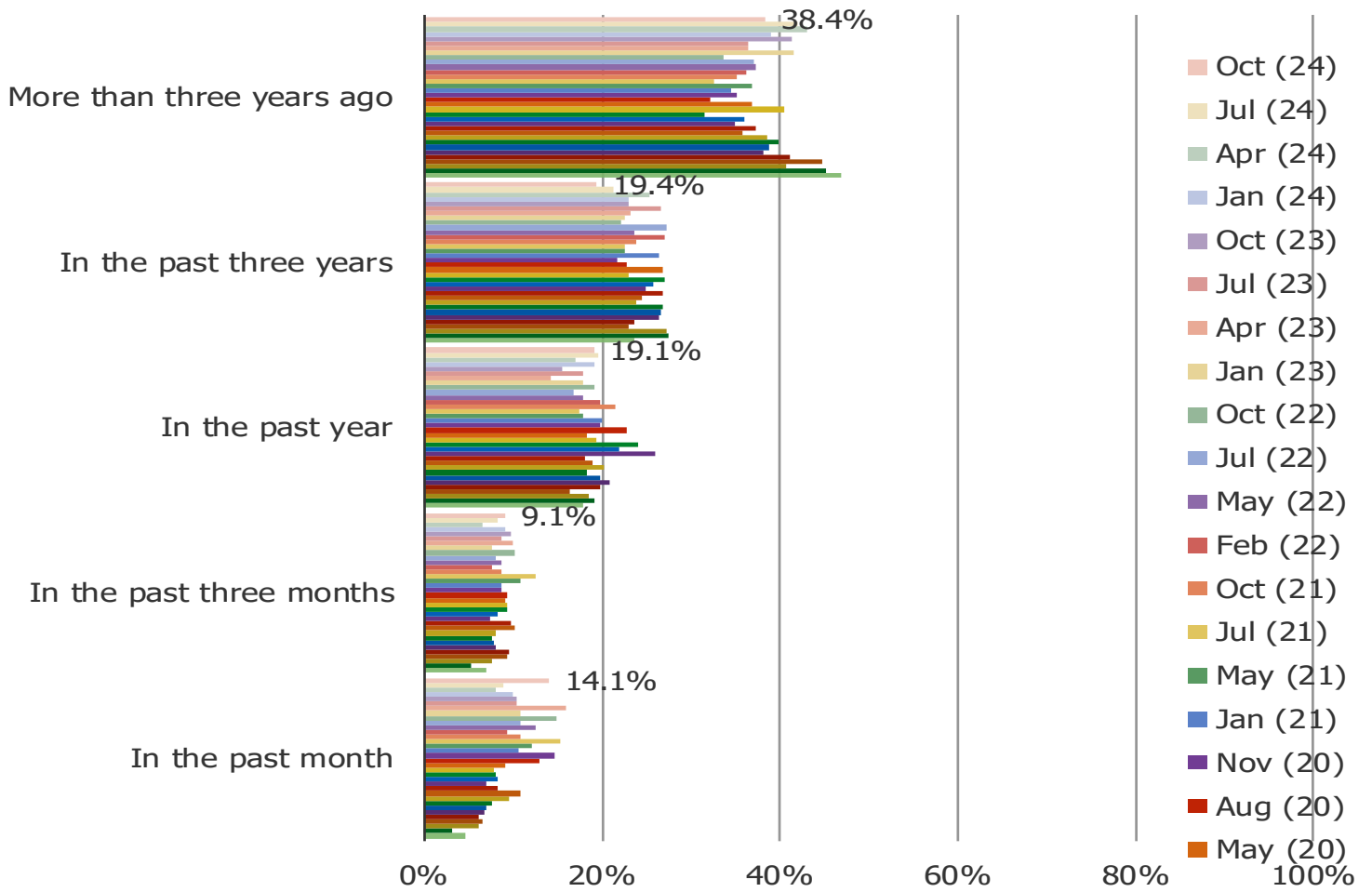
DO YOU EVER CONNECT A SMARTPHONE TO LISTEN TO MUSIC APPS IN YOUR CAR LIKE SPOTIFY, PANDORA, APPLE MUSIC, ETC?

Posed to all respondents who own / lease a car



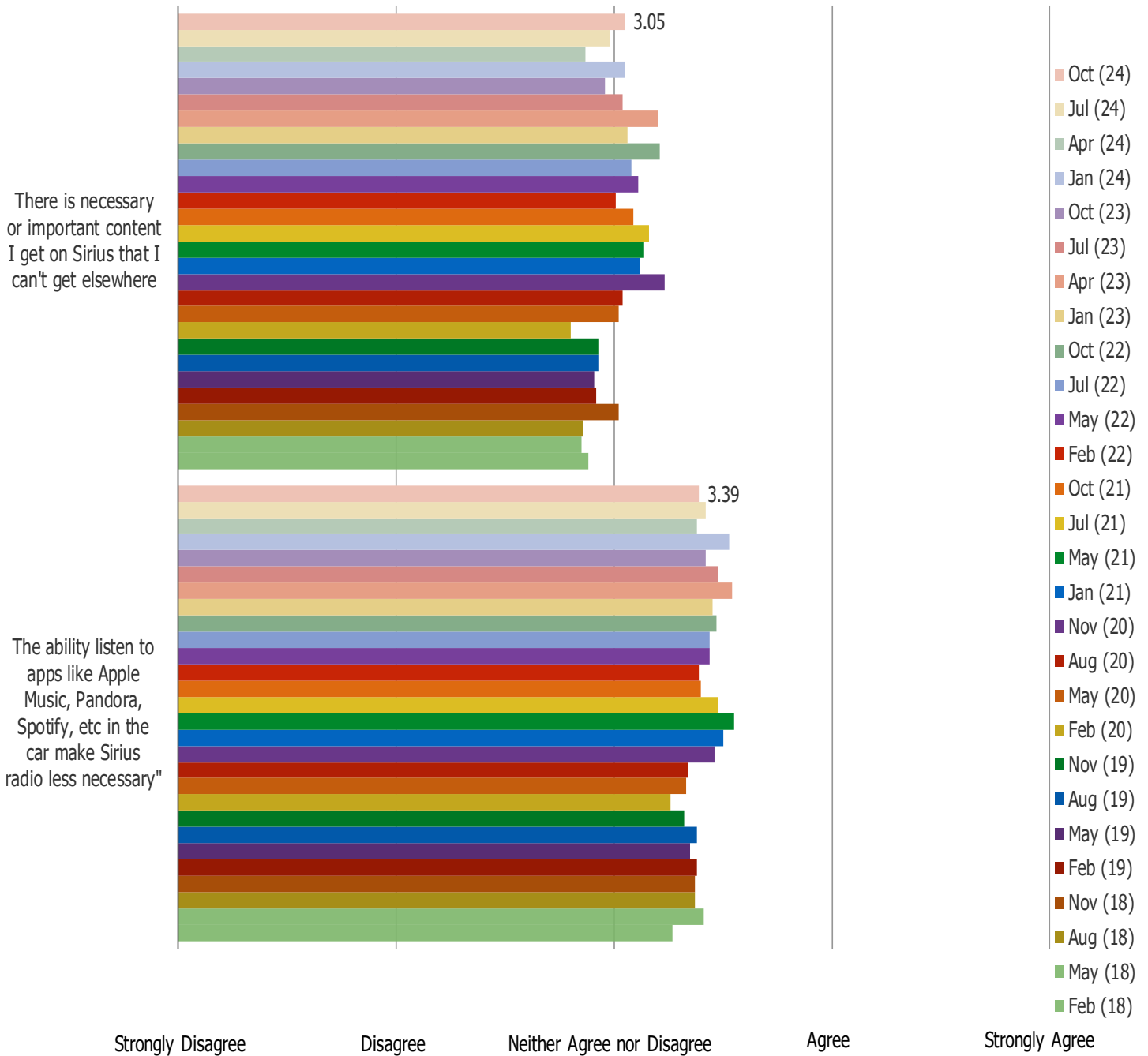
WHEN IS THE LAST TIME YOU PURCHASED OR LEASED A CAR?

Posed to all respondents who own / lease a car



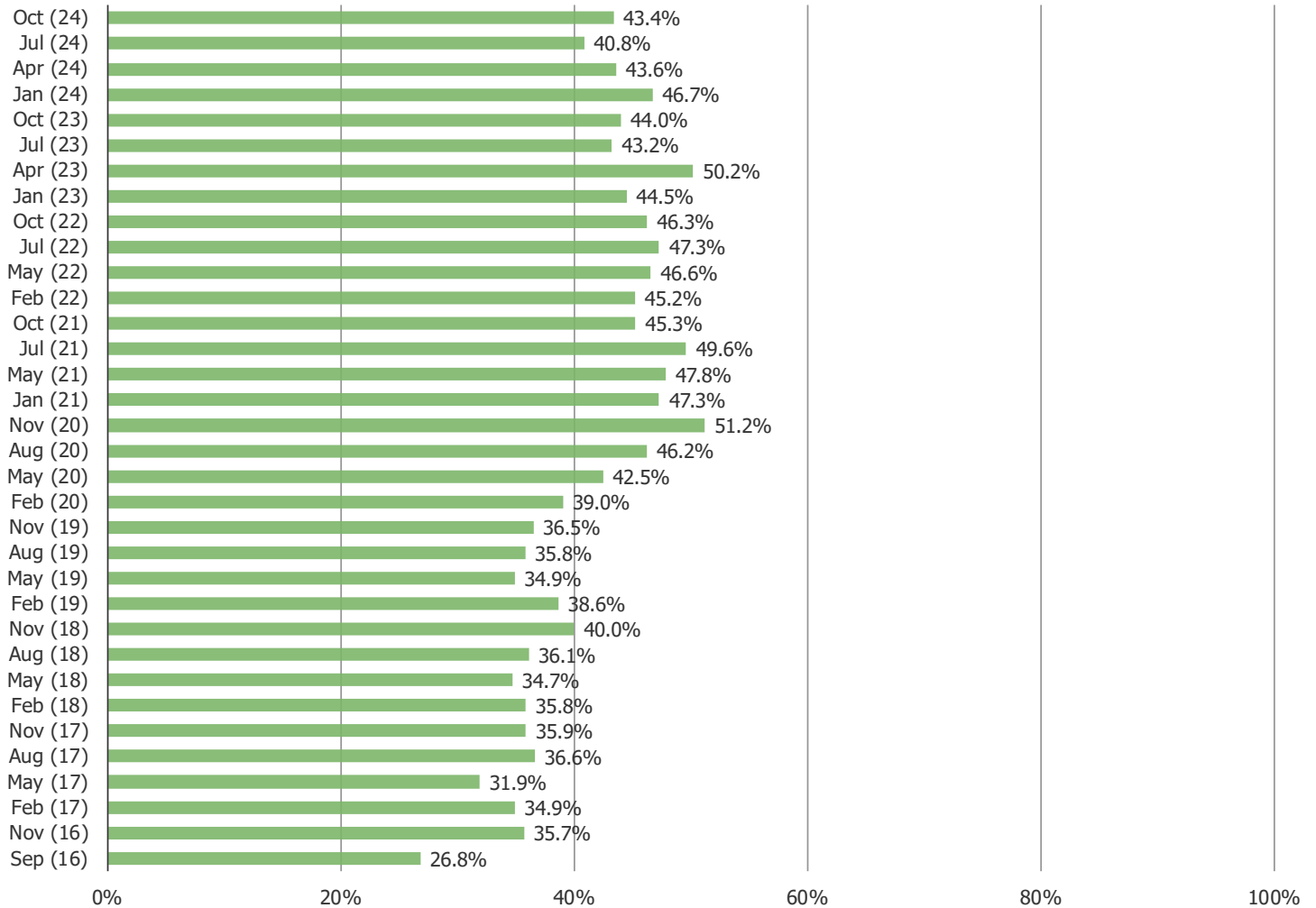
HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS:

Posed to all respondents who own / lease a car



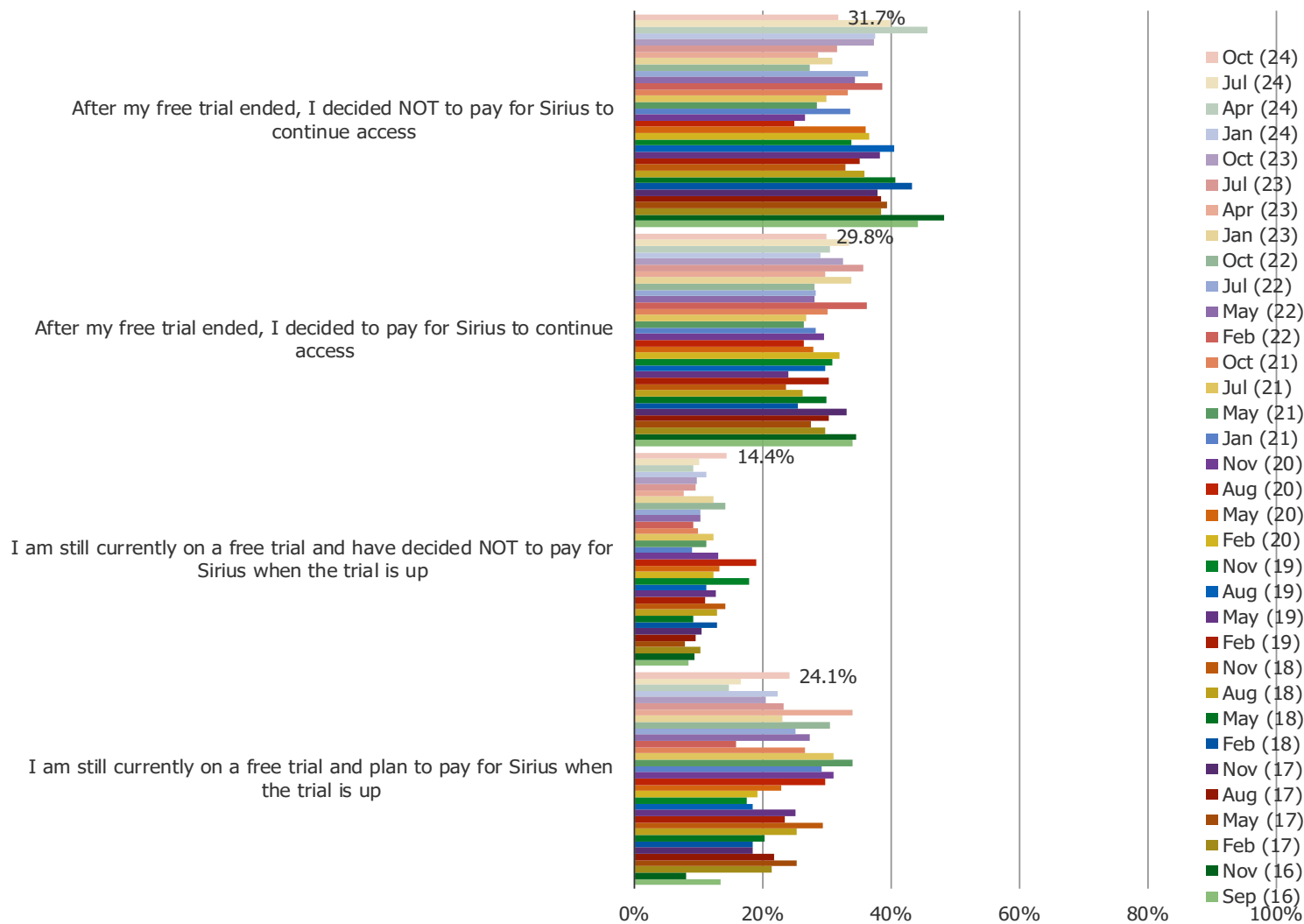
WHEN YOU MOST RECENTLY LEASED OR BOUGHT A CAR, DID IT COME WITH A FREE TRIAL TO SIRIUS RADIO?

Posed to all respondents who own / lease a car



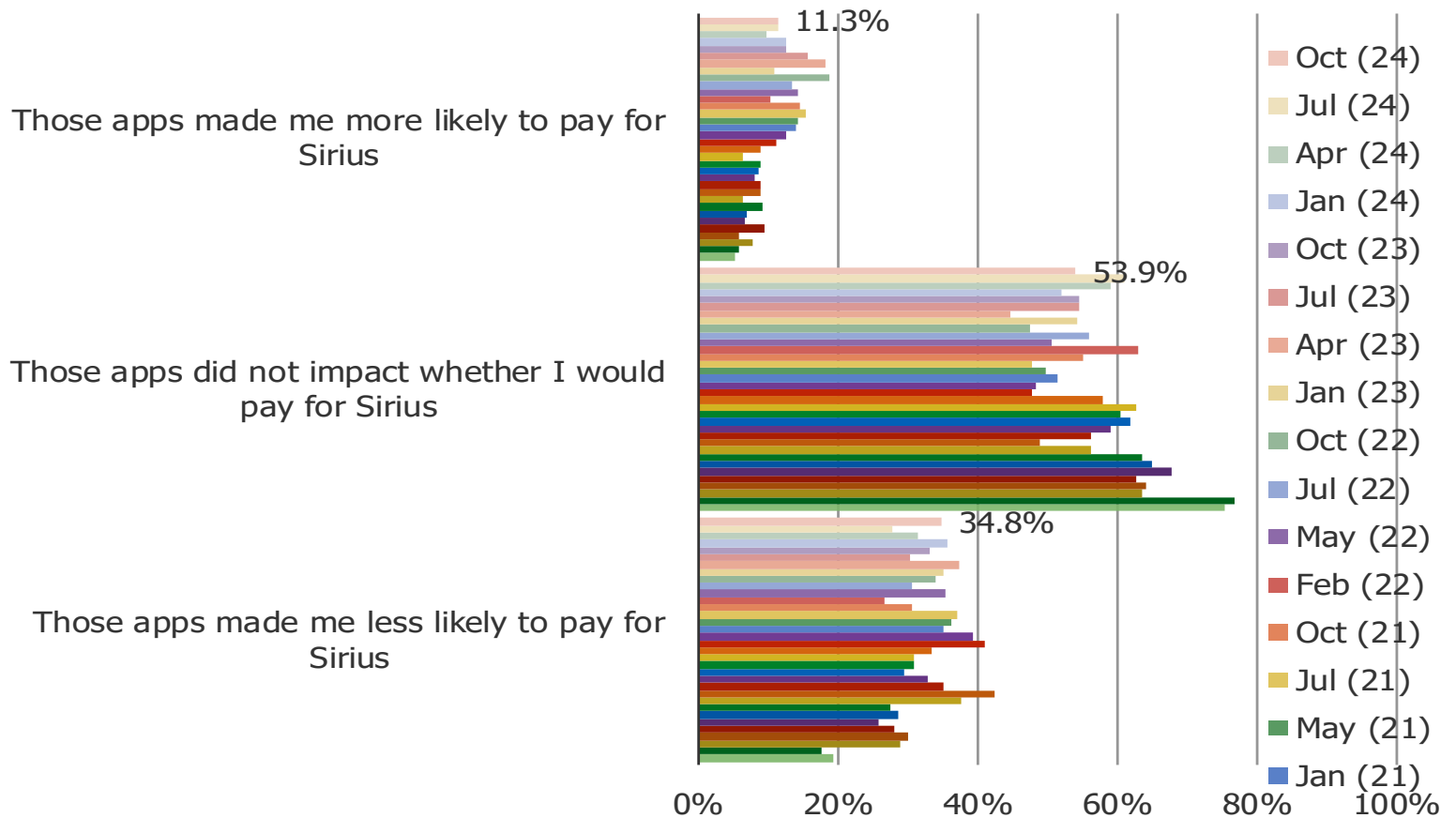
WHEN THE FREE TRIAL WAS UP, WHAT DID YOU DO?

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



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

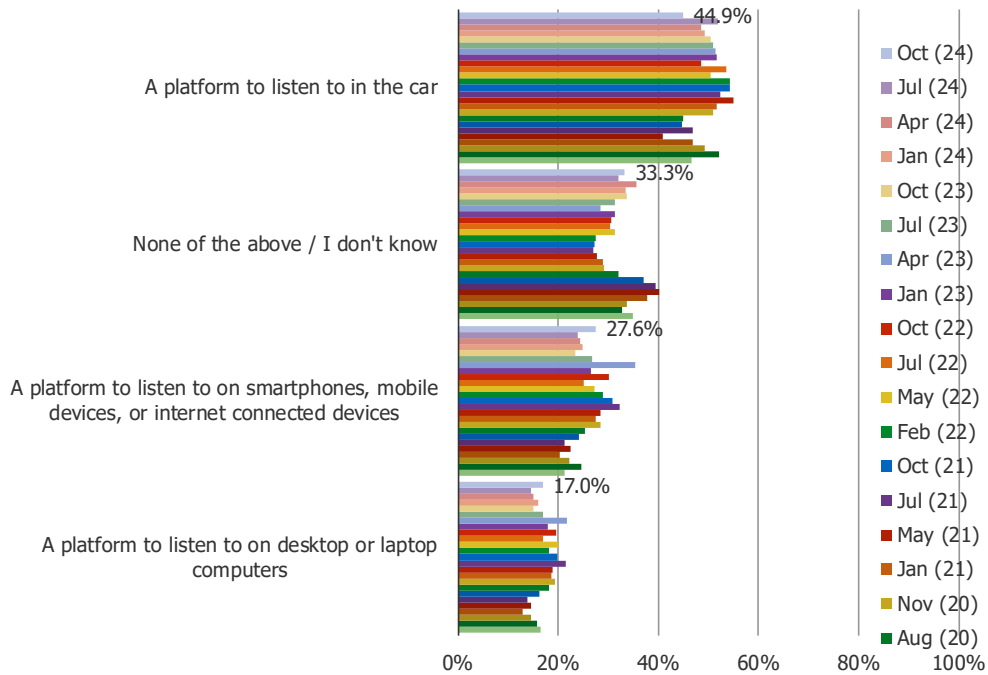
Posed to respondents who had/have a free trial when they most recently got a new car.



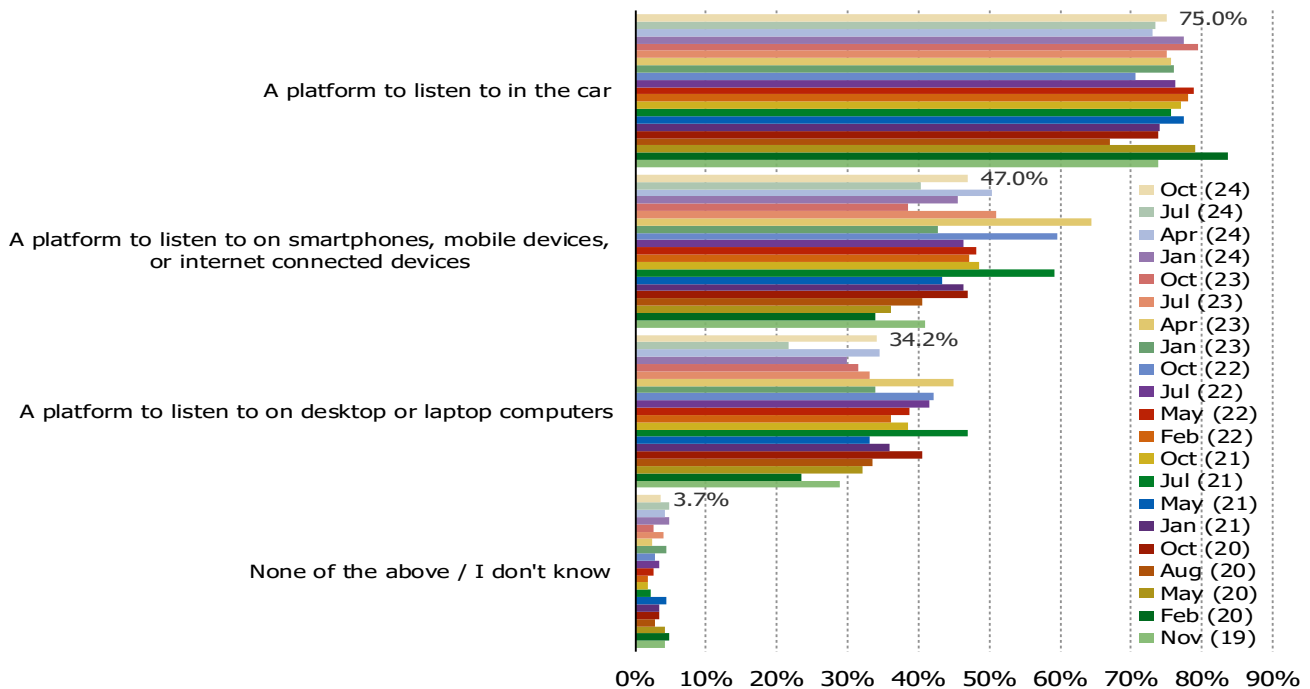
SIRIUS XM

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

Posed to all respondents.

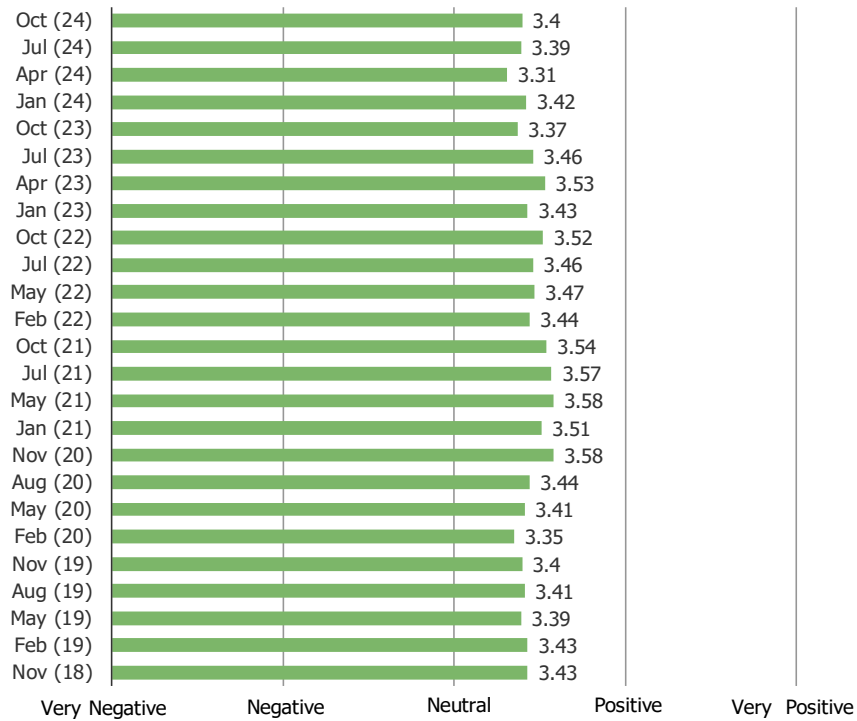


Posed to paying Sirius subscribers.

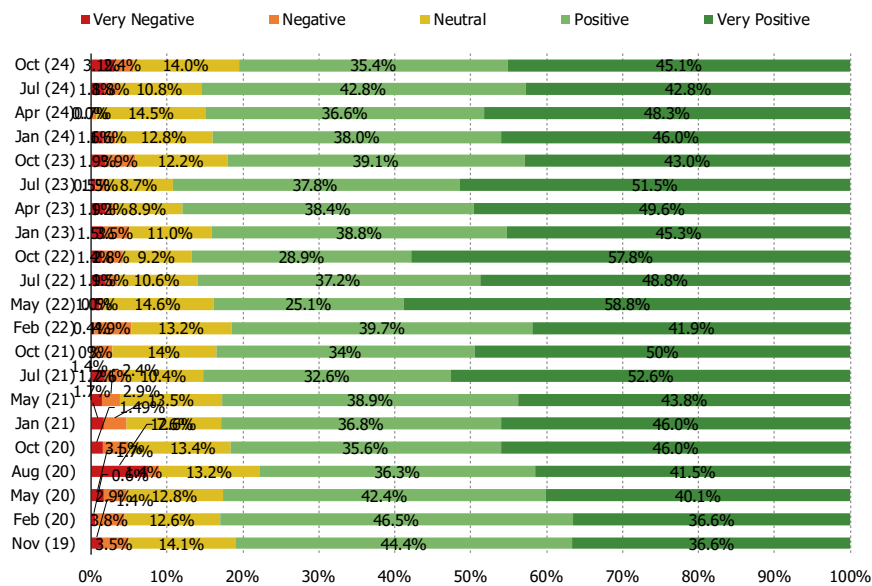


WHAT IS YOUR PERCEPTION OF SIRIUS XM?

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.

Too expensive

They hound you over the phone

I do not like to have to pay for radio

Price

No need for it.

Used my parents car once with it and it seemed like a waste of money

Just don't listen to it

It's out of date

Because it lacks new features and the user interface is also overly complicated.

I have a bad experience

Cost for product ridiculous

Because I don't have interest to modern day app I stick to old am/fm radio

Irrelevant. Doubt many use it.

Shouldn't have to pay to listen to radio.

Because it's not good

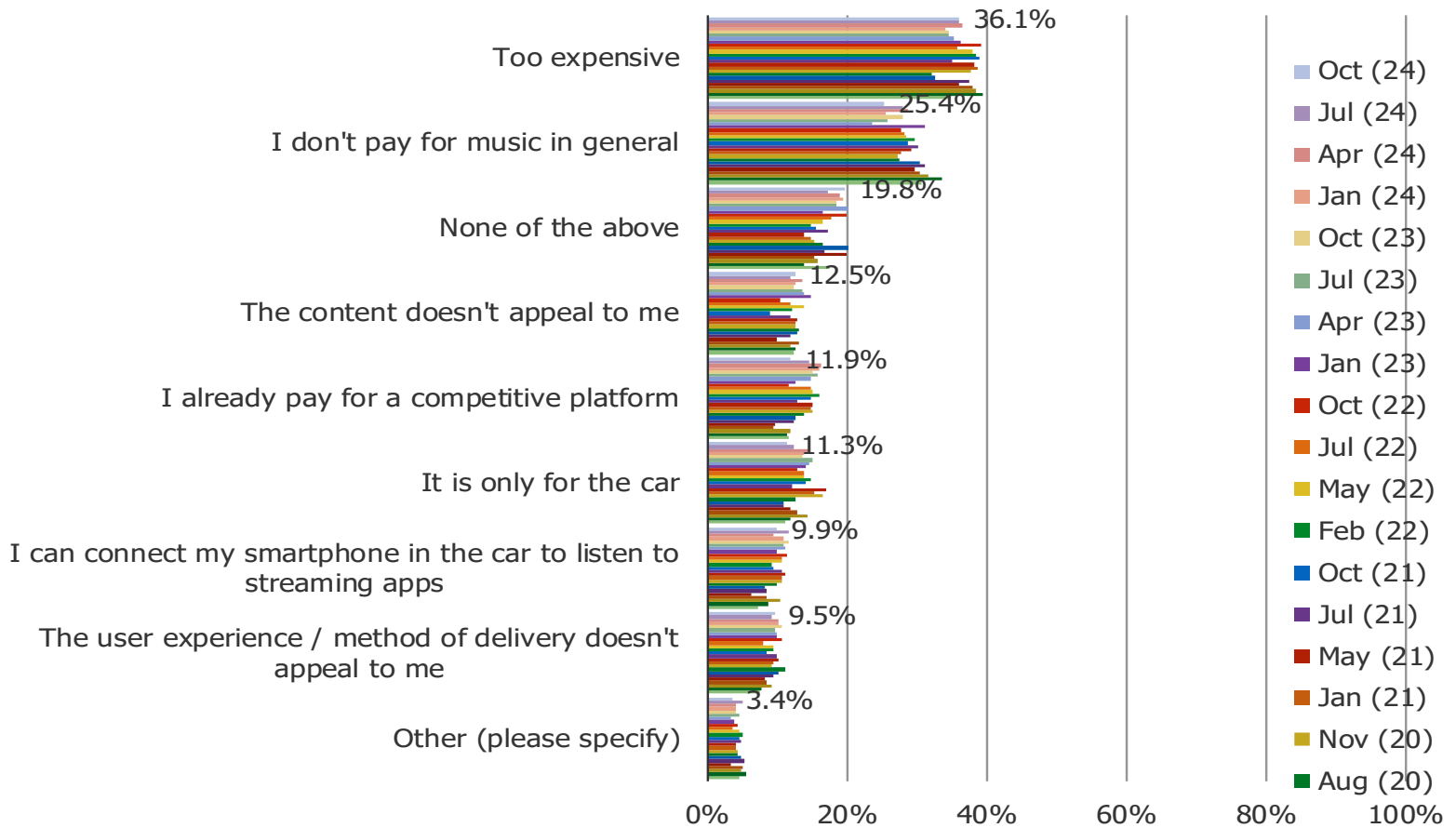
High price had in previous vehicles

Too much money

Not worth the price

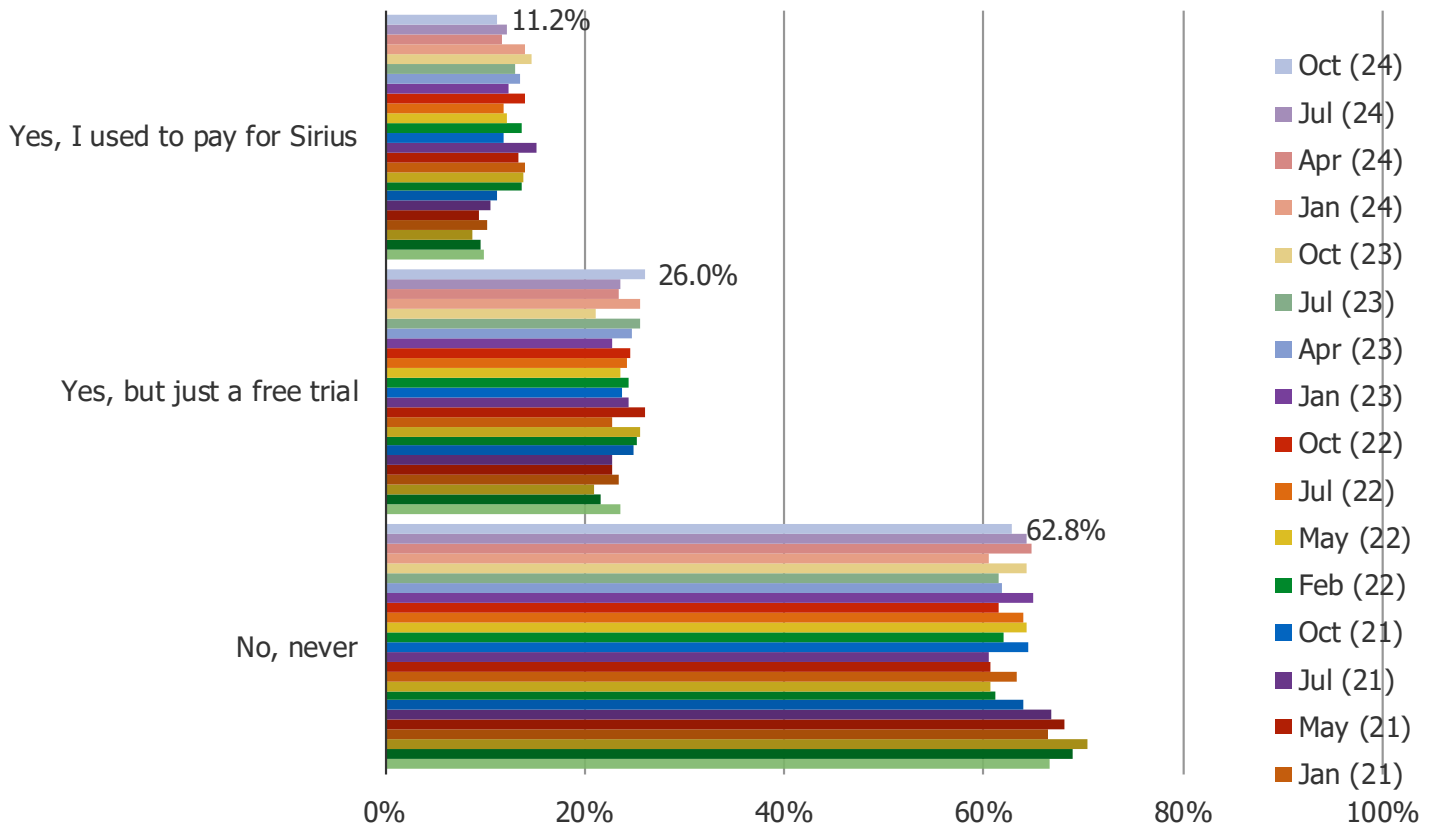
WHY ARE YOU NOT A SIRIUS XM SUBSCRIBER? (SELECT ALL THAT APPLY)

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



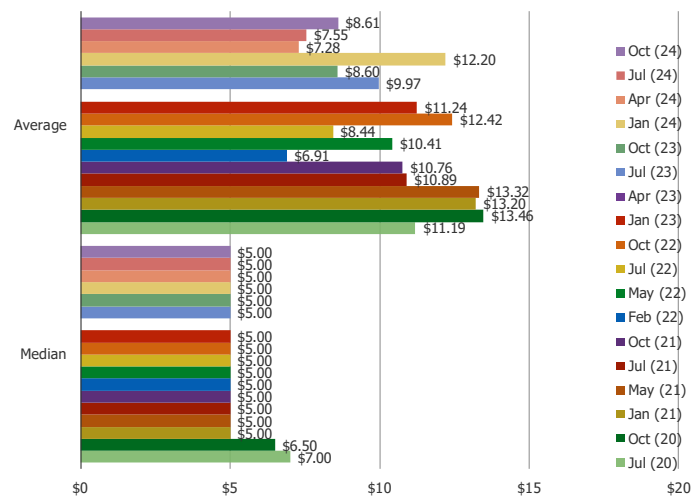
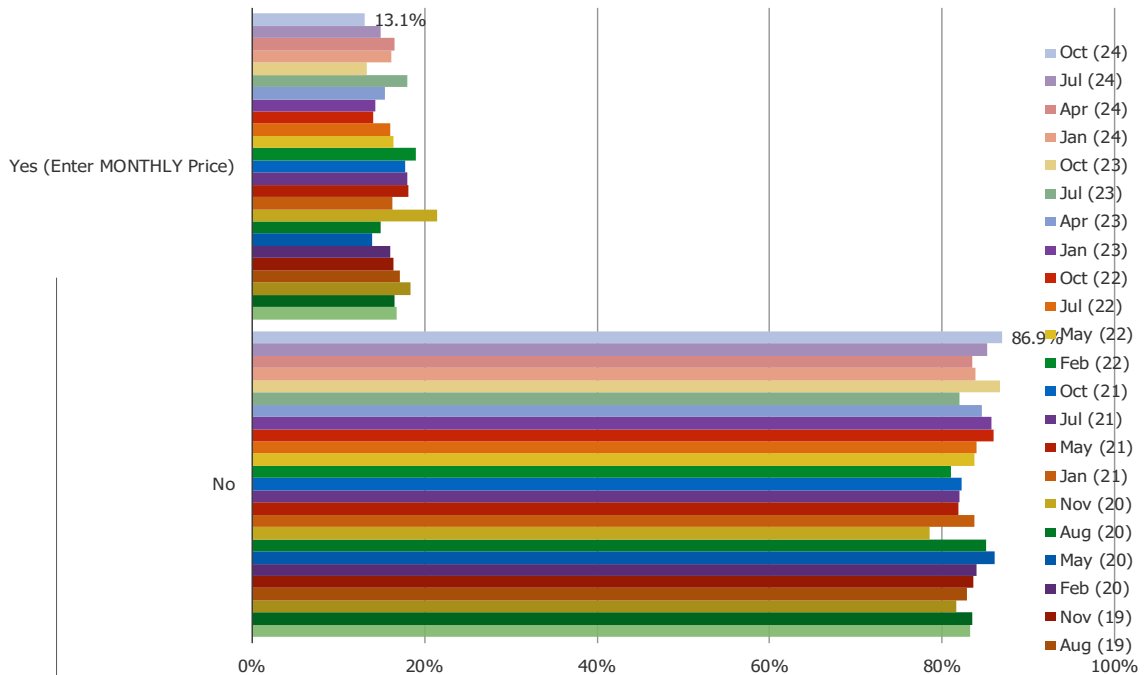
HAVE YOU EVER BEEN A SIRIUS XM SUBSCRIBER?

Posed to non-Sirius XM subscribers.



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

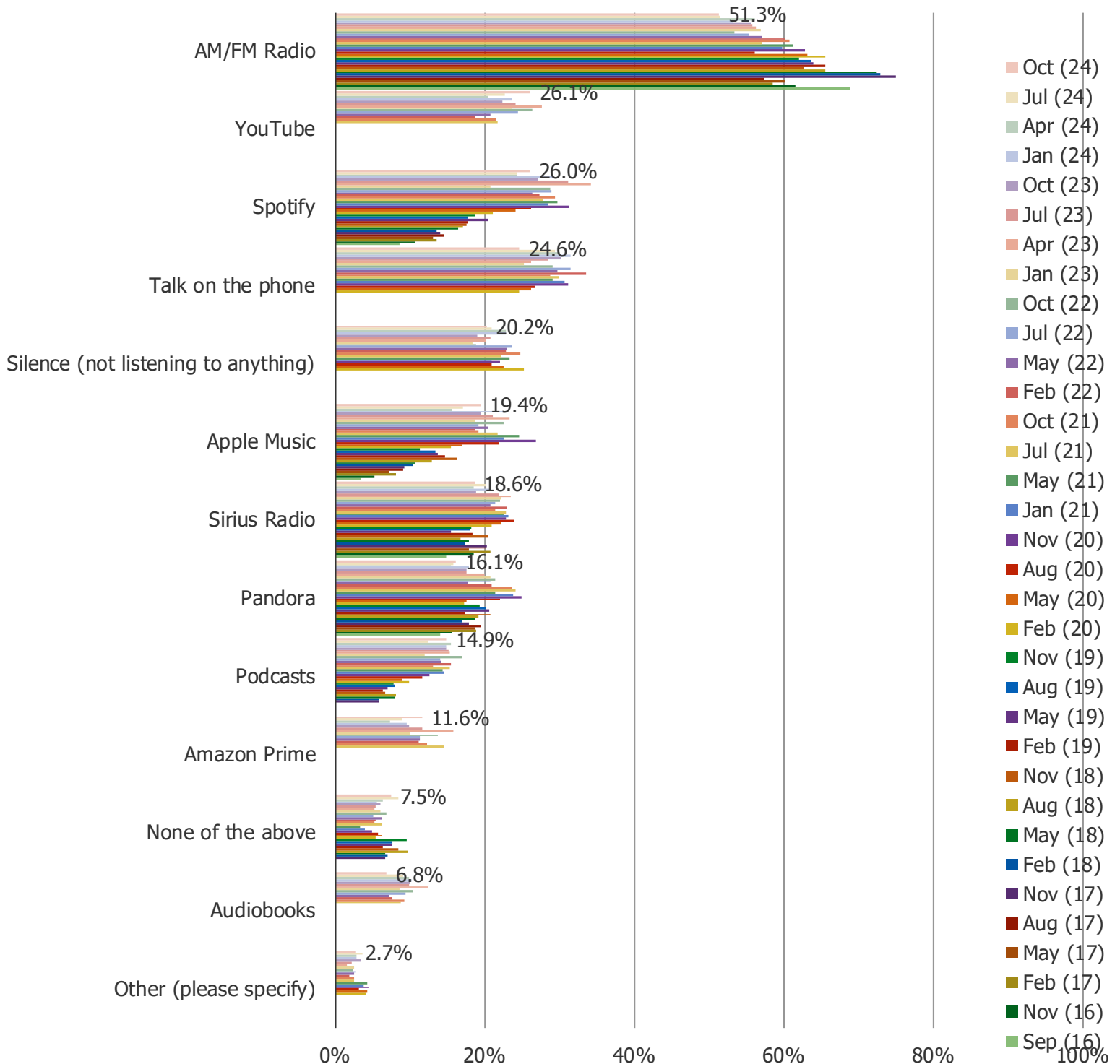
Posed to non-Sirius XM subscribers.



MARKET SHARE IN THE CAR

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

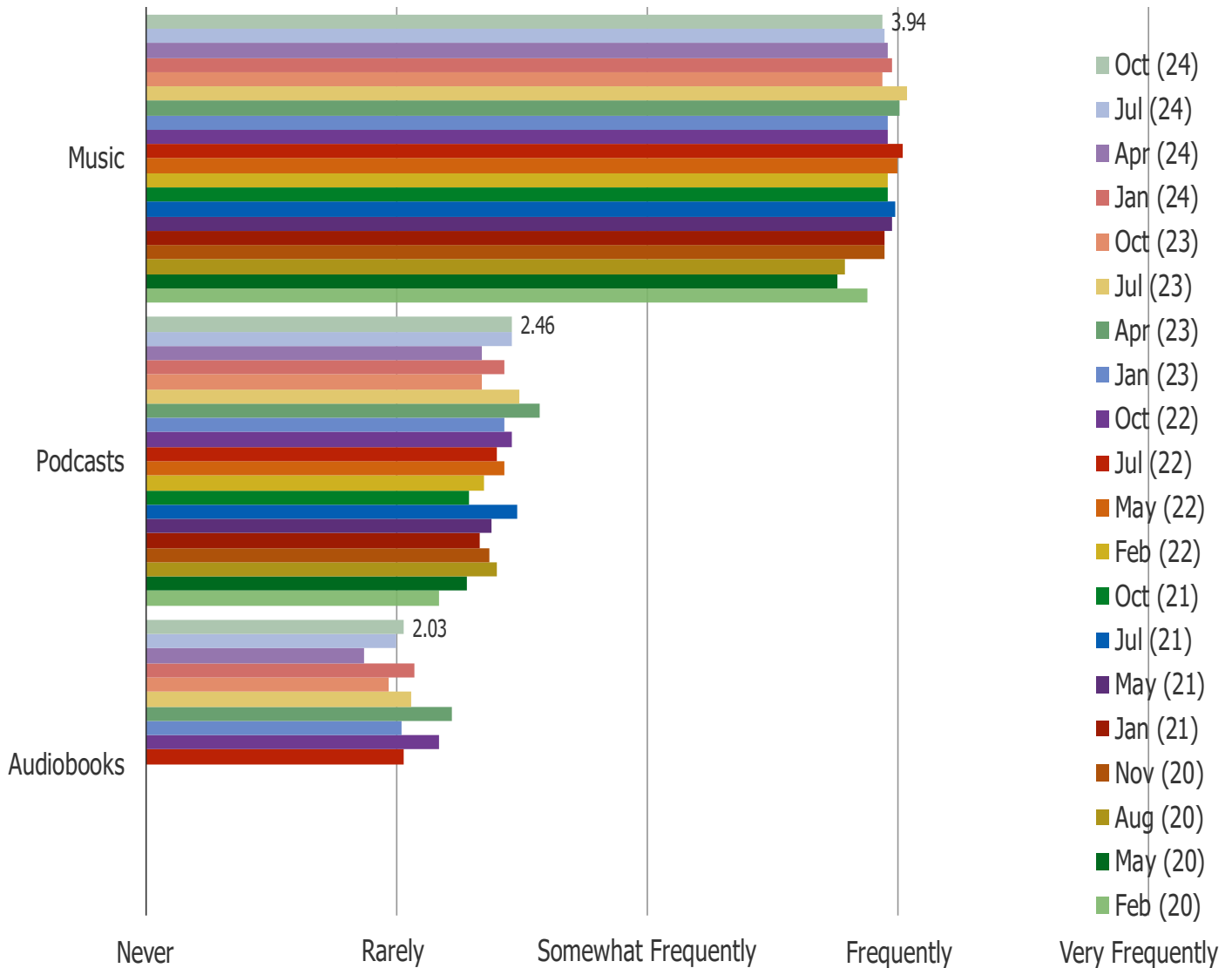
Posed to all respondents who own / lease a car



AIRPODS

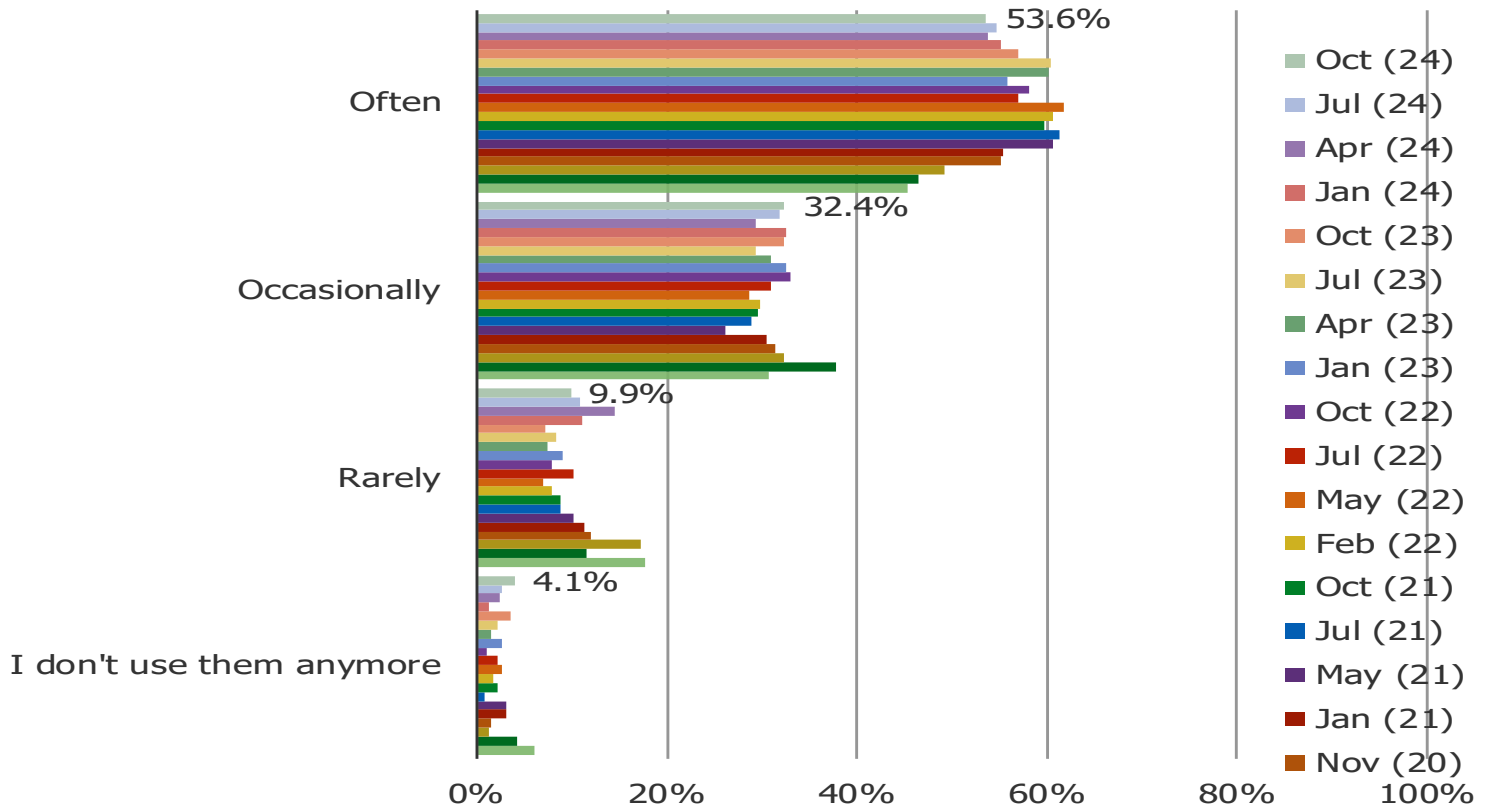
HOW OFTEN DO YOU LISTEN TO...

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

