

Bespoke Survey Research

January 2025

Radio and Streaming Music

Volume 34 | Quarterly Survey

1,250 US Consumers Balanced To Census

Tickers Covered: SIRI, SPOT, AMZN, AAPL.

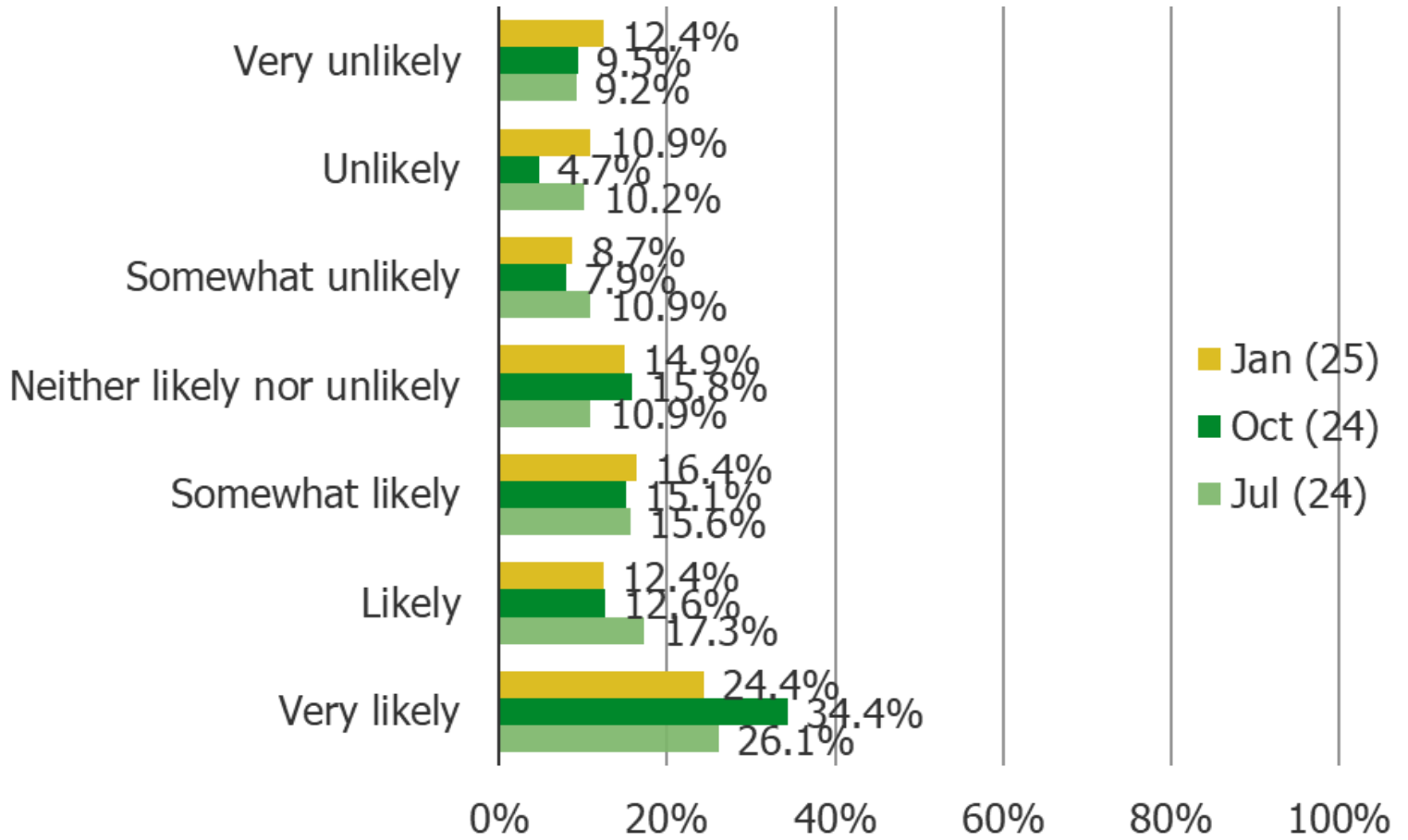
Key Takeaways:

- 24.4% of paid Spotify subscribers say they would be very likely to pay \$5 extra for a Spotify Supremium subscription.
- Among the features we asked respondents about, playlist creation tools was the most important, followed by high fidelity audio and the app choosing the next songs for them that they like. Podcasts, Video Podcasts, and Audiobooks were not seen as being as important as the top three features mentioned above.
- Podcast users prefer to only listen to podcasts, but the share who prefer to watch and listen grew q/q.
- Generally speaking, usage rates of audio platforms is strong/frequent (on average, generally landing in the multiple times per week range).
- Over the history of our survey, the share of consumers who say they prefer picking individual songs, interviews, or playlists to listen to has increased. During the same period, the share who say picking a channel, station, or having content played for me has declined.
- Consumer sentiment is broadly stronger toward Spotify and YouTube Music compared to alternatives that we ask about in the survey.
- The share of consumers who listen to audio books is relatively low (~15% say frequently or very frequently). The data is mostly unchanged over time.
- The share of Sirius subscribers who view it as a platform to listen to outside of the car has softened a bit following a period in which this KPI had shown improvement.

NEW QUESTIONS

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?

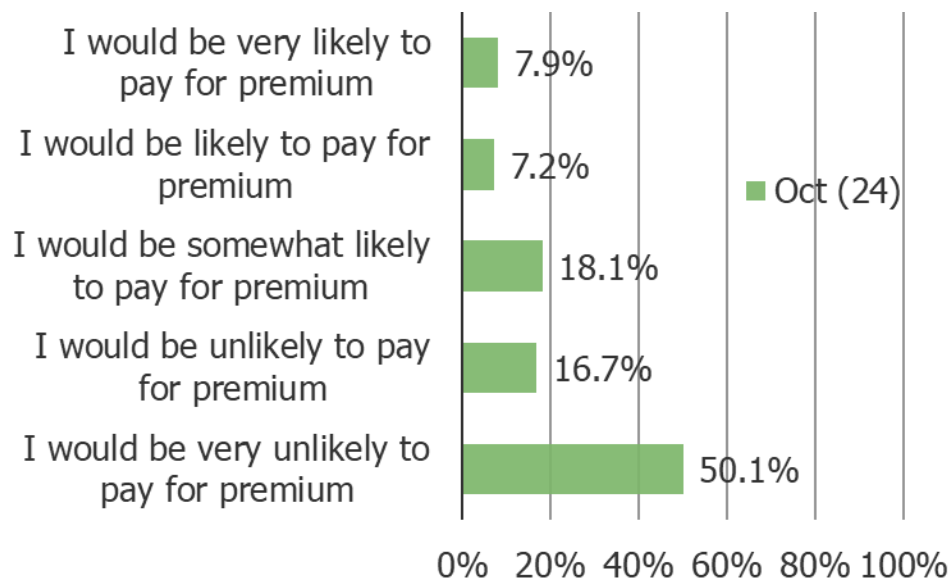
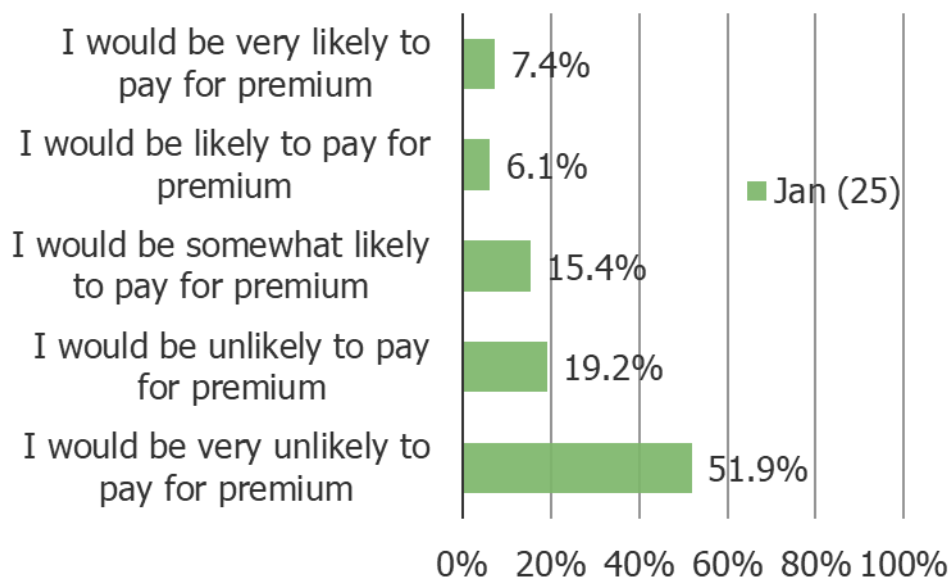
Posed to respondents who have a paid account with Spotify (N = 275)



Reasons people said they would be likely were liking Spotify and having interest in better audio quality. Some said they would need more information before deciding. Among those who said unlikely, the top reasons were that the current features are already meeting their needs, that they have cost concerns, or that they are skeptical they would notice a sound difference.

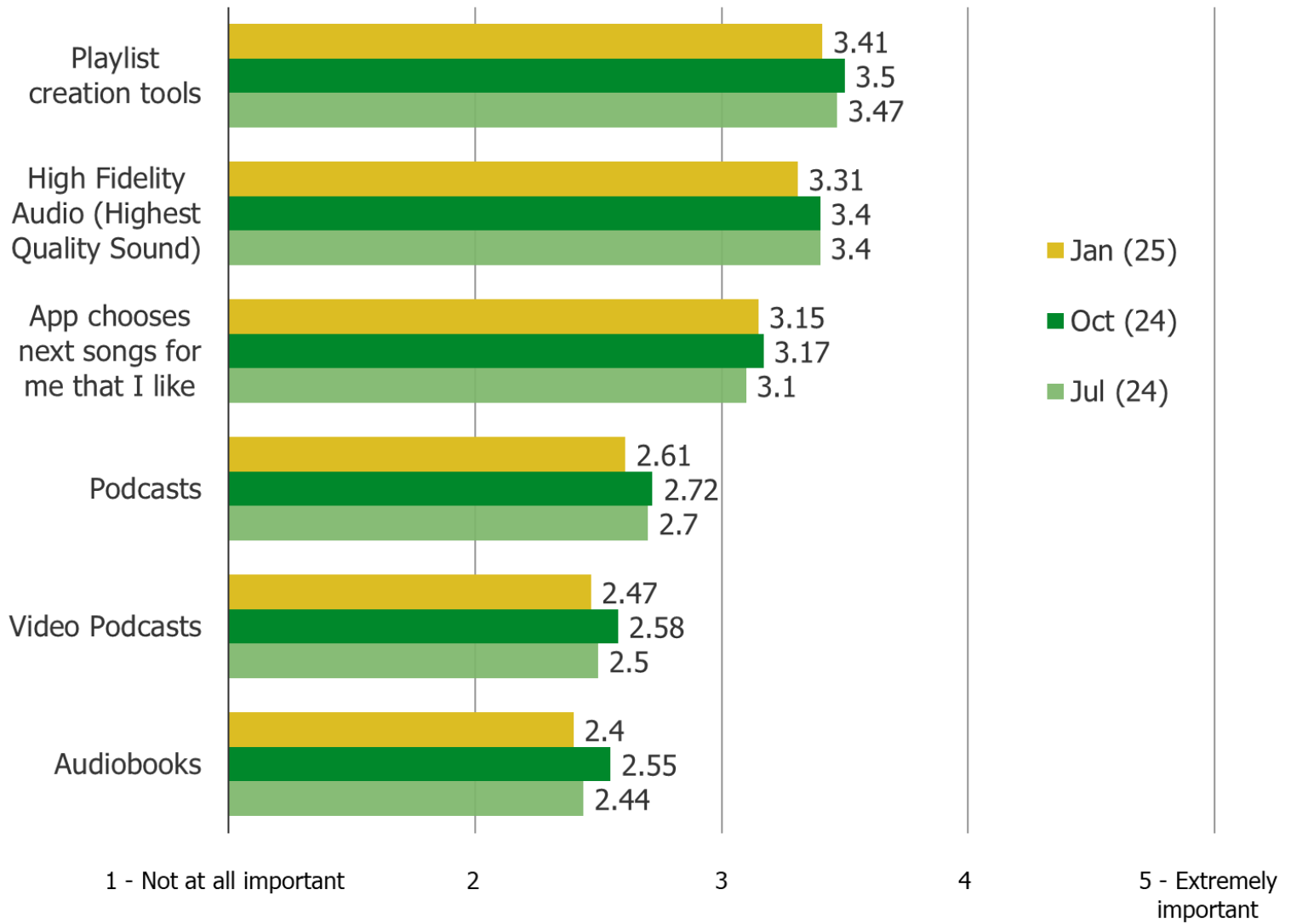
IF SPOTIFY OFFERED HIGH FIDELITY AUDIO (IE, CD QUALITY AUDIO) ON ITS PREMIUM SUBSCRIPTION, WOULD YOU PAY FOR PREMIUM TO GET ACCESS? (\$11.99 PER MONTH FOR PREMIUM PLUS \$5 PER MONTH FOR HIGH FIDELITY AUDIO AND OTHER PLAYLIST TOOLS)

Posed to respondents who do not have an account with Spotify and Spotify Free Account Holders (N = 977)



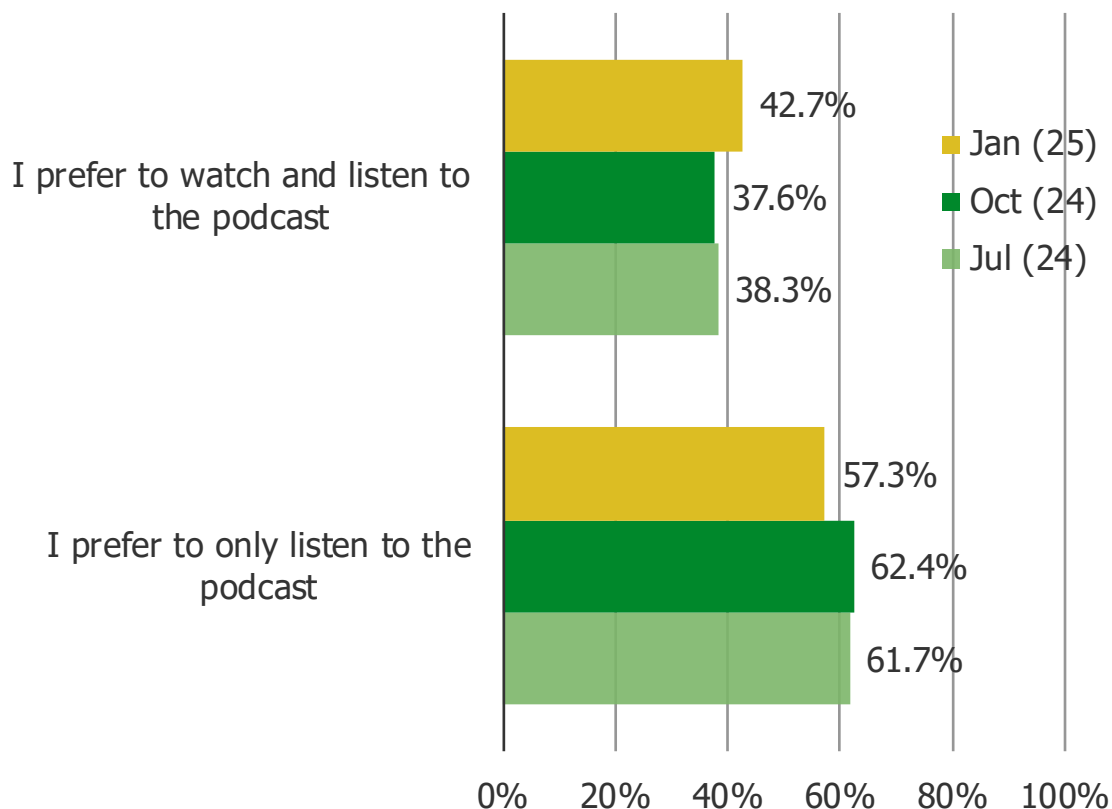
HOW IMPORTANT ARE THE FOLLOWING FEATURES TO YOU IN A MUSIC/AUDIO APP?

Posed to all respondents.



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.



Audio Preferences:

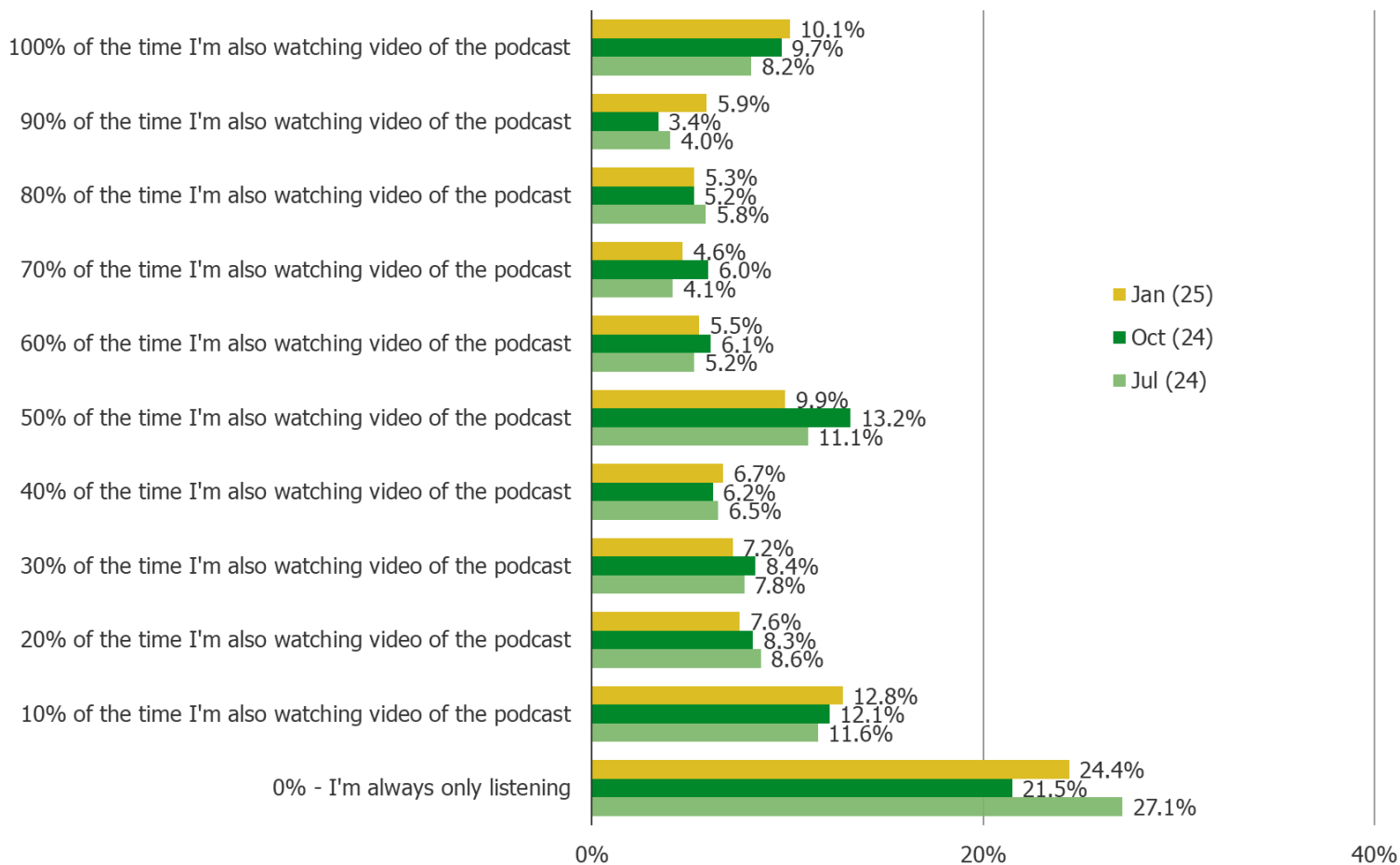
- Multitasking (driving, cleaning, working)
- Mobility/convenience
- Background listening
- Work restrictions

Video Preferences:

- Seeing facial expressions/reactions
- Visual learning/retention
- Additional content/context
- Body language understanding

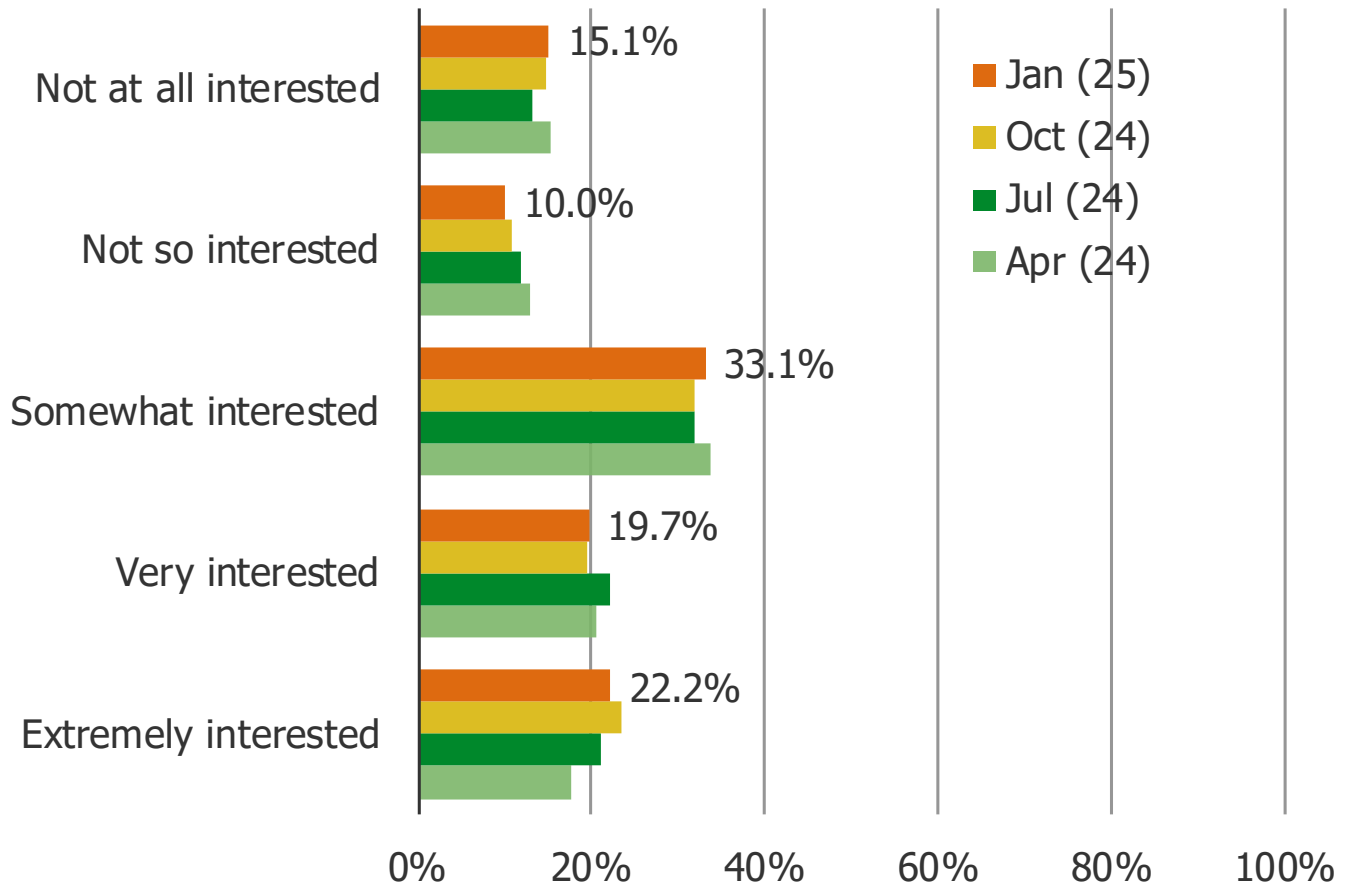
WHAT PERCENTAGE OF THE TIME THAT YOU ARE LISTENING TO PODCASTS ARE YOU WATCHING VIDEO OF THE PODCAST?

Posed to all respondents who listen to podcasts.



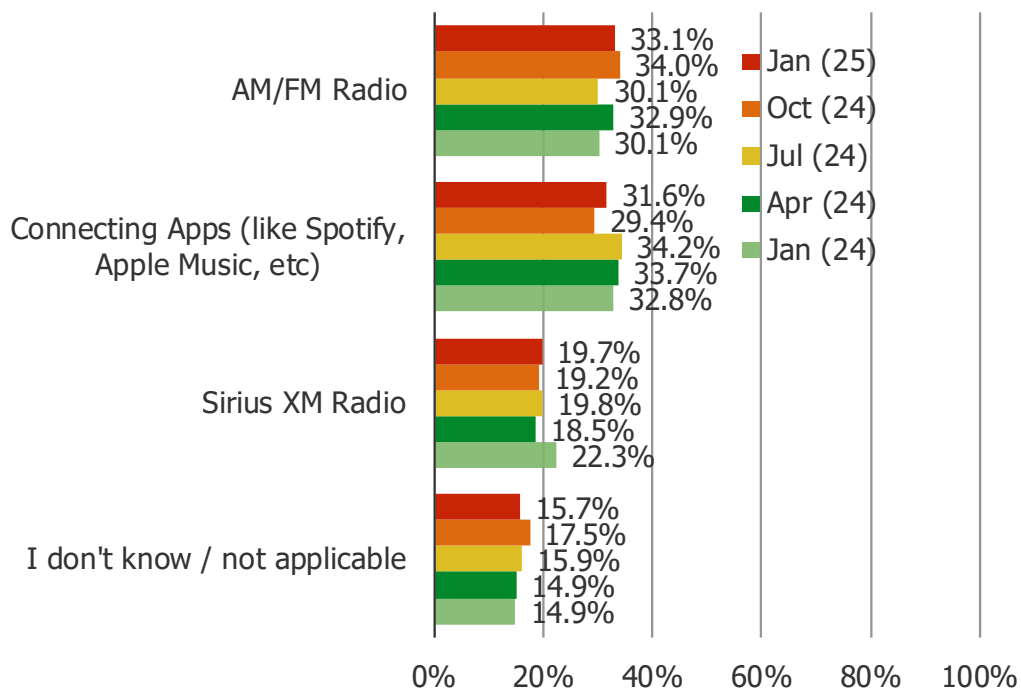
HOW MUCH INTEREST DO YOU HAVE IN VIDEO LEARNING COURSES ON SUBJECTS OF INTEREST TO YOU?

Posed to all respondents.

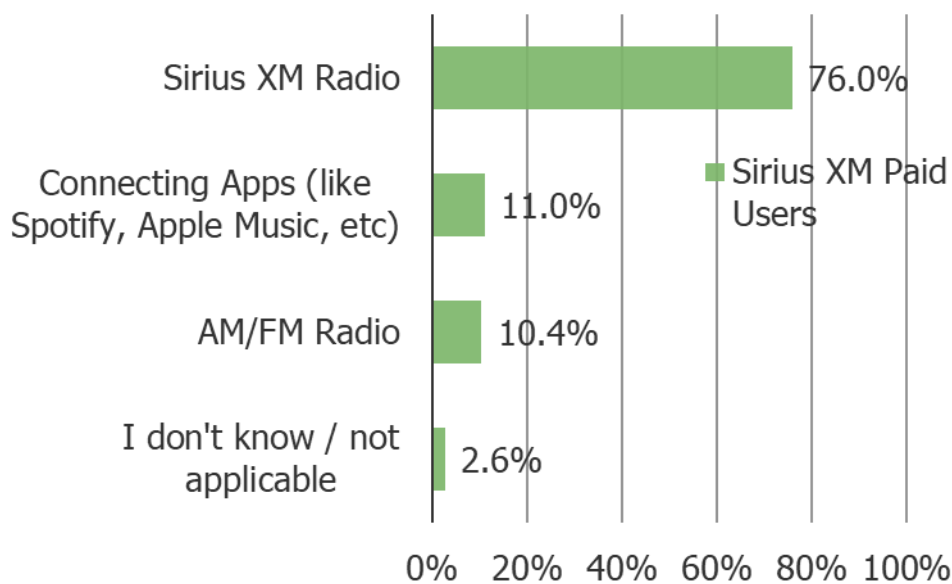


IN YOUR OPINION, WHICH IS BEST FOR LISTENING IN THE CAR?

Posed to all respondents.



Posed to paid Sirius XM users (Jan 25).



STREAMING PLATFORM DECISION CATALYSTS AND CRITERIA

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

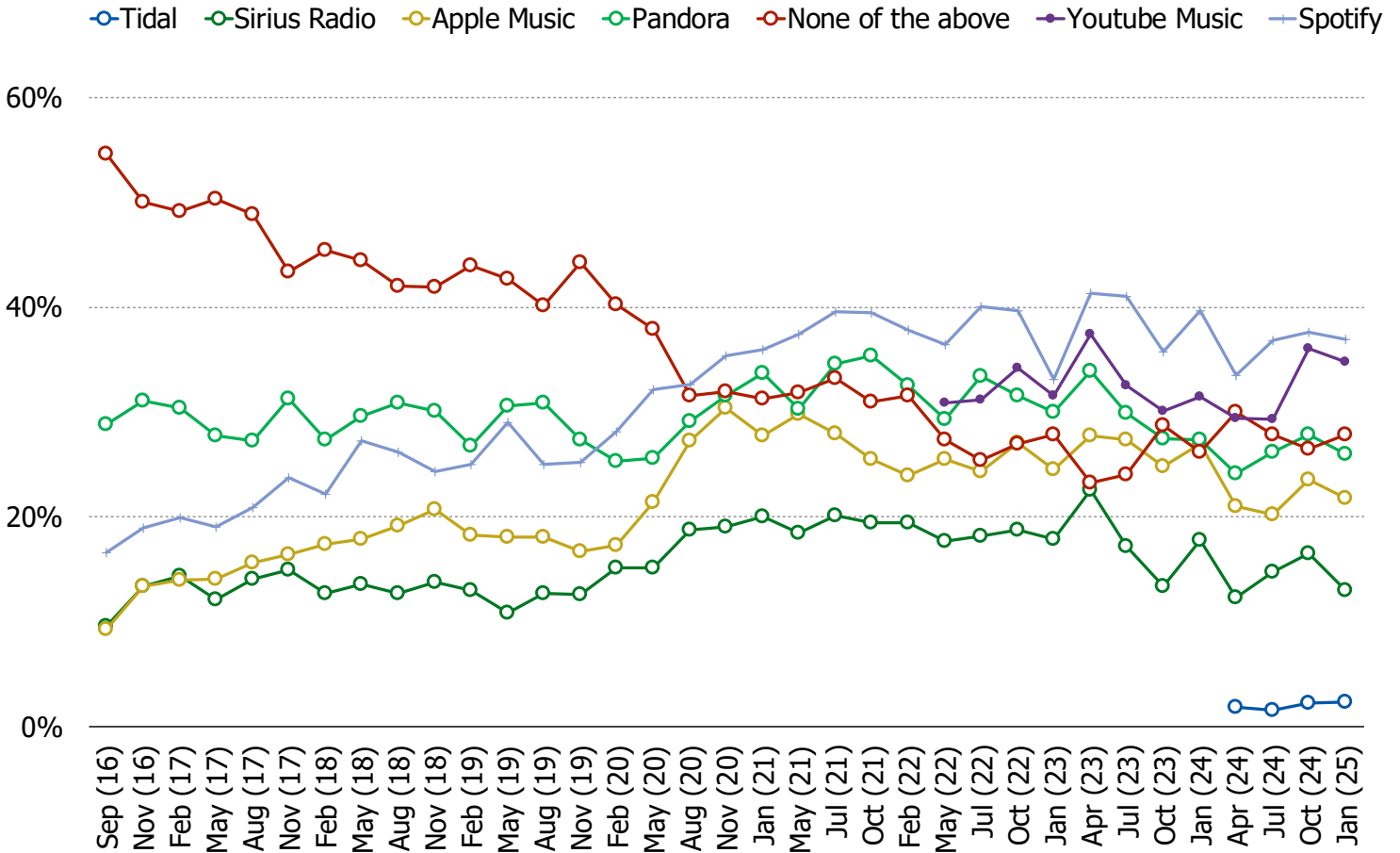
Posed to respondents who have an account with one or more streaming audio platforms.



COMPETITIVE DYNAMICS, STREAMING APPS

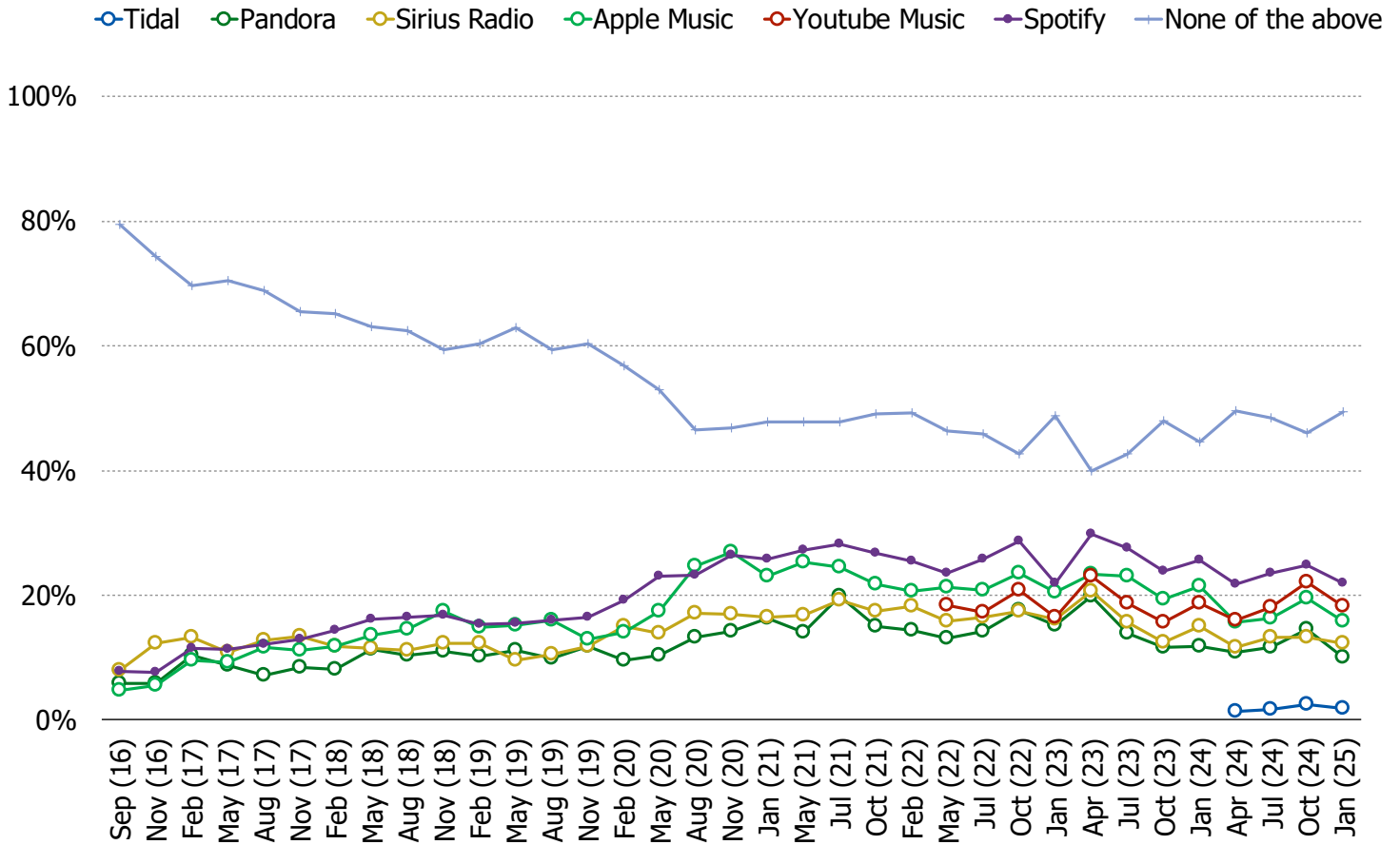
QUARTERLY SURVEY: DO YOU HAVE AN ACCOUNT WITH ANY OF THE FOLLOWING? SELECT ALL THAT APPLY

Posed to all respondents.



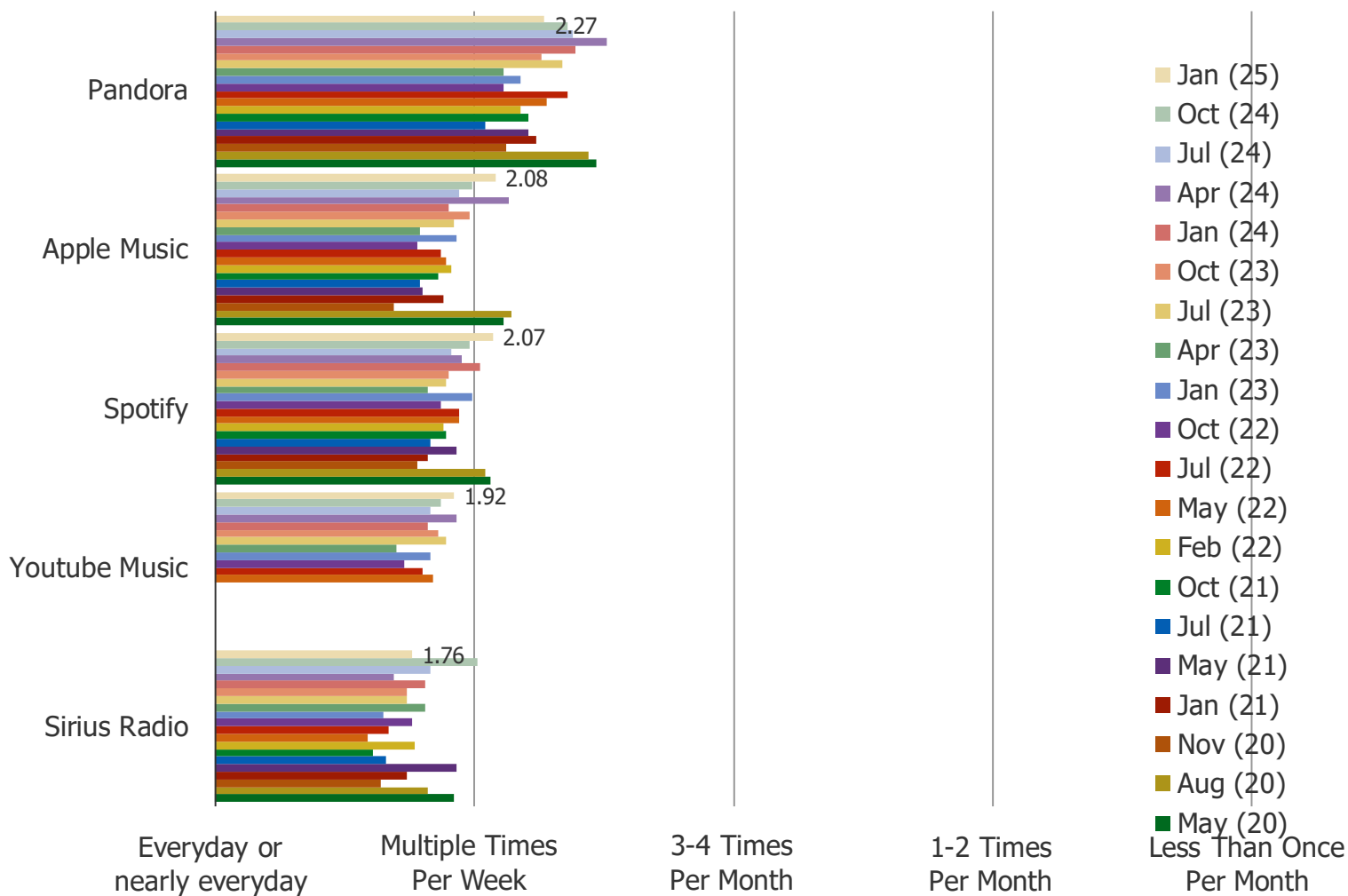
QUARTERLY SURVEY: ARE YOU CURRENTLY PAYING FOR A SUBSCRIPTION WITH ANY OF THE FOLLOWING?
(SELECT ALL THAT APPLY)

Posed to all respondents.



HOW OFTEN DO YOU USE THE FOLLOWING?

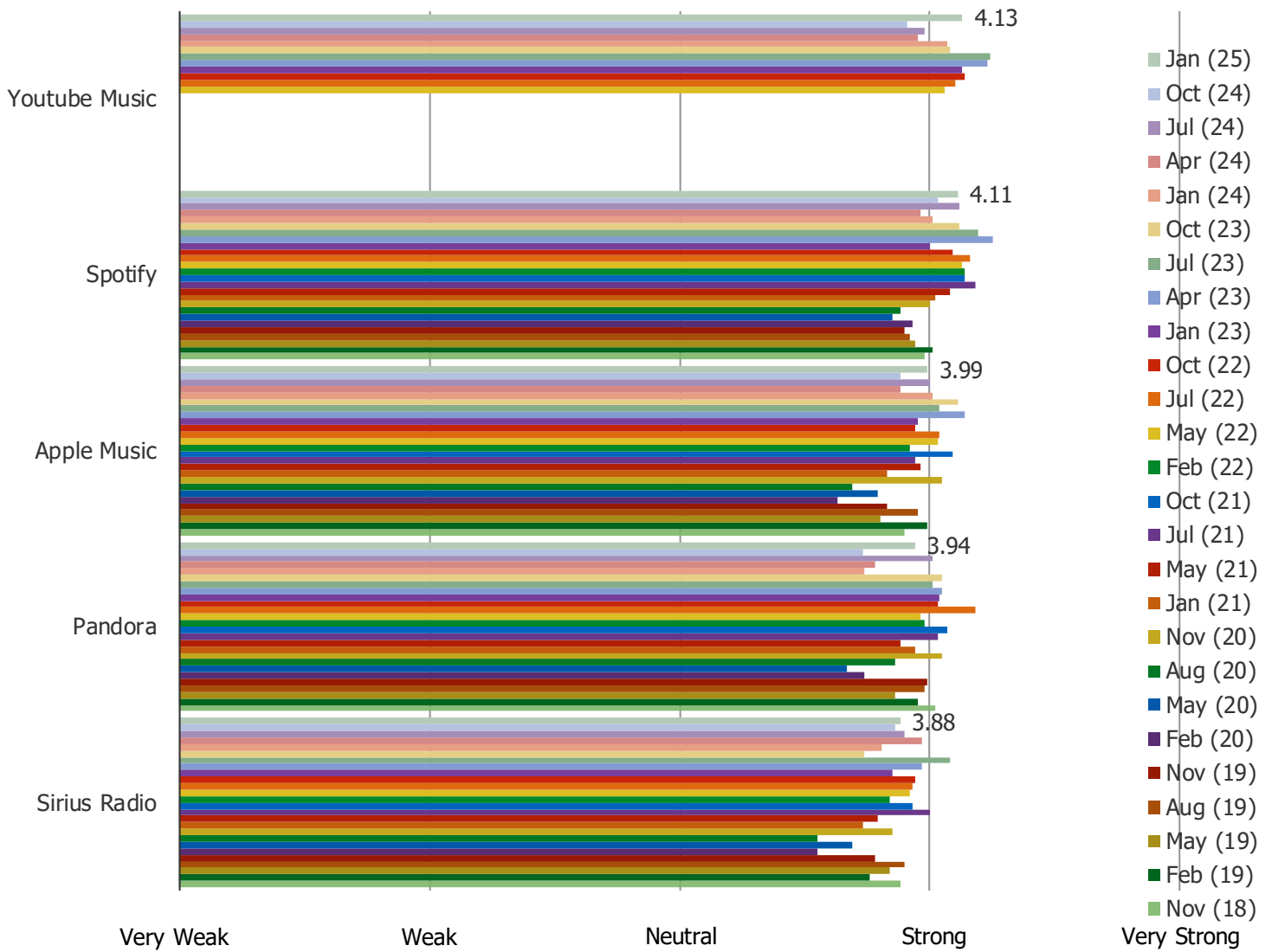
Respondents who have an account with each platform (free or paid)



← More Frequent

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

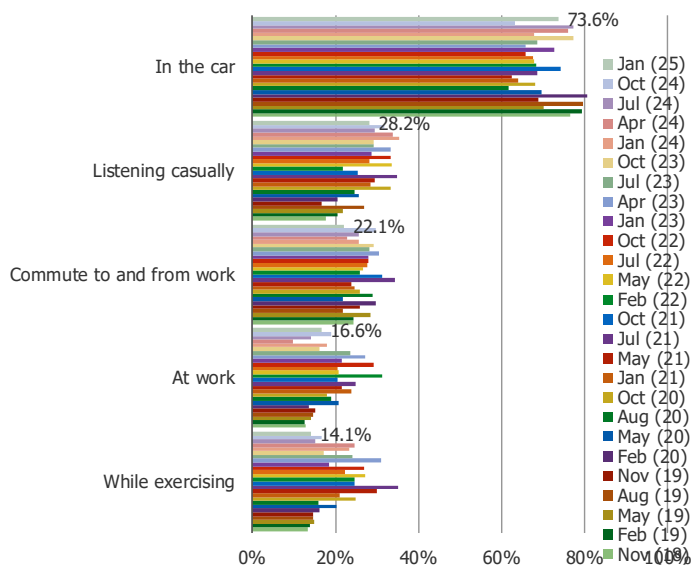
Respondents who pay for each platform



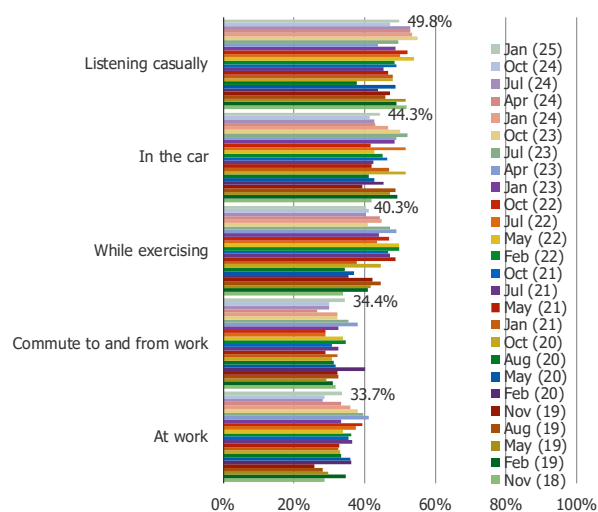
WHERE DO YOU TYPICALLY LISTEN TO THIS PLATFORM? (SELECT ALL THAT APPLY)

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

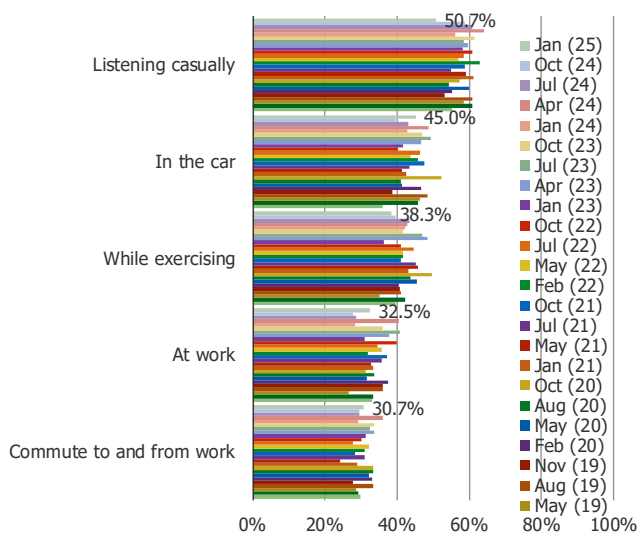
SIRIUS XM



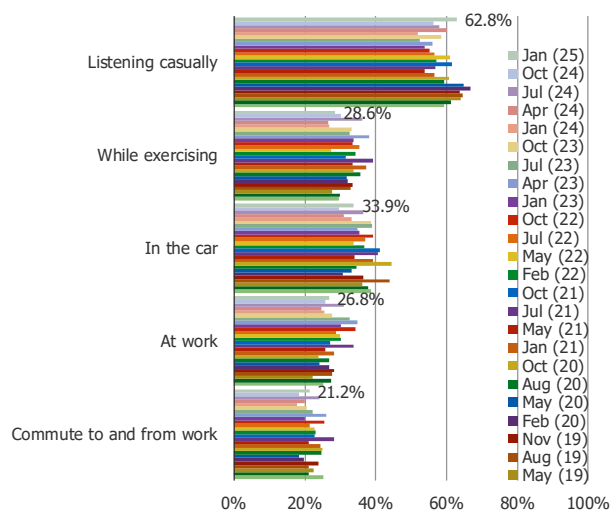
APPLE MUSIC



SPOTIFY

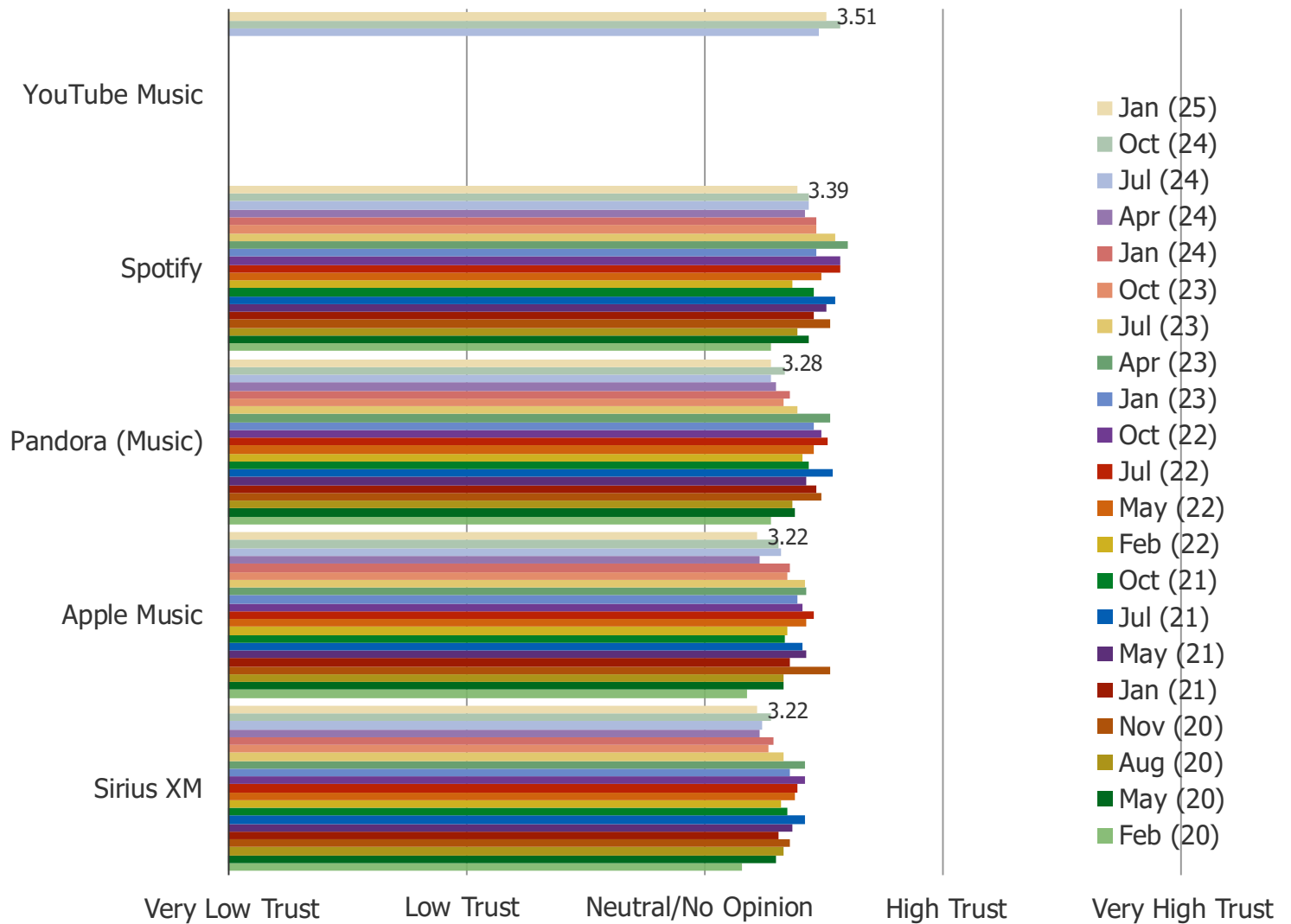


PANDORA



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

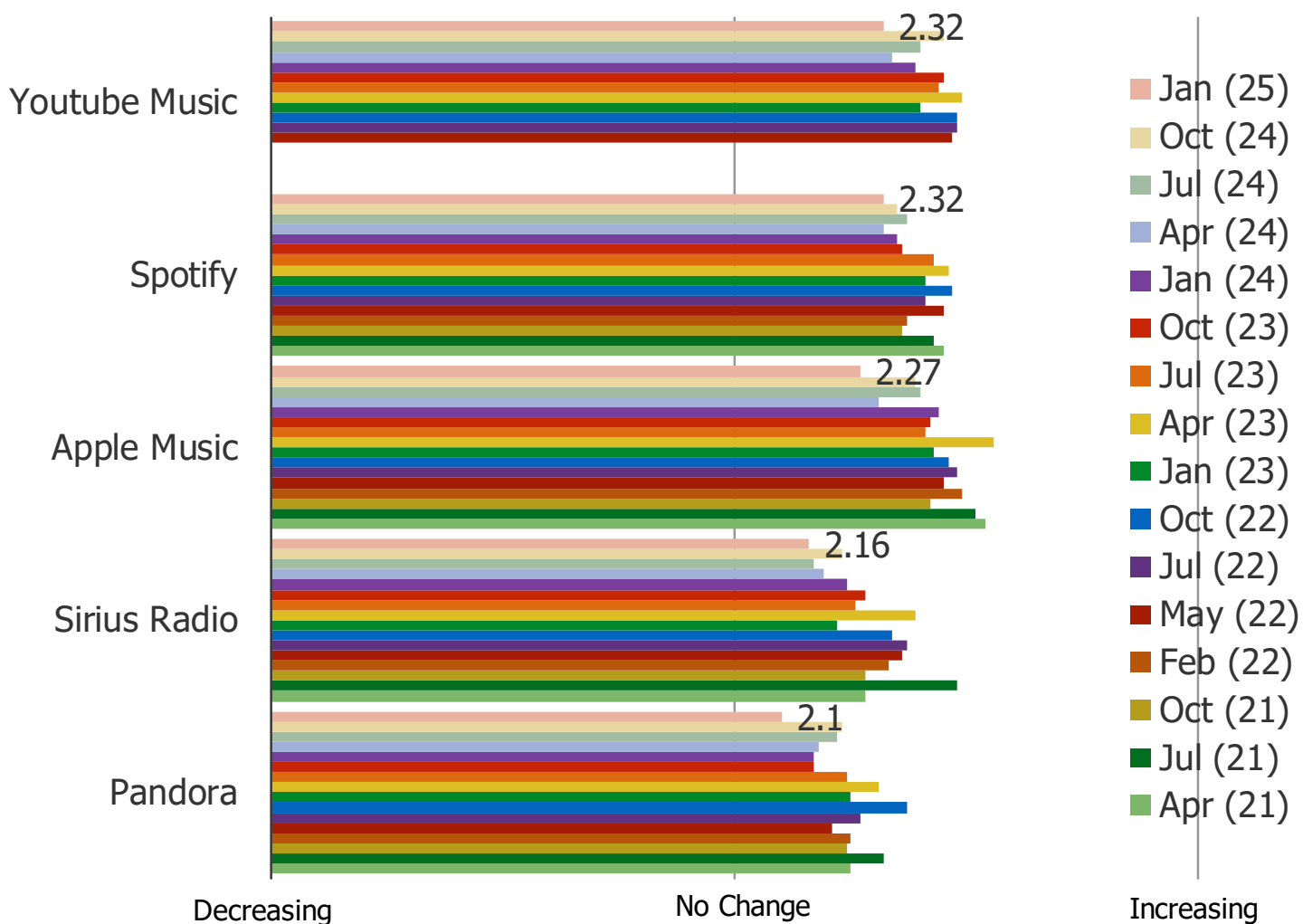
Posed to all respondents



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.

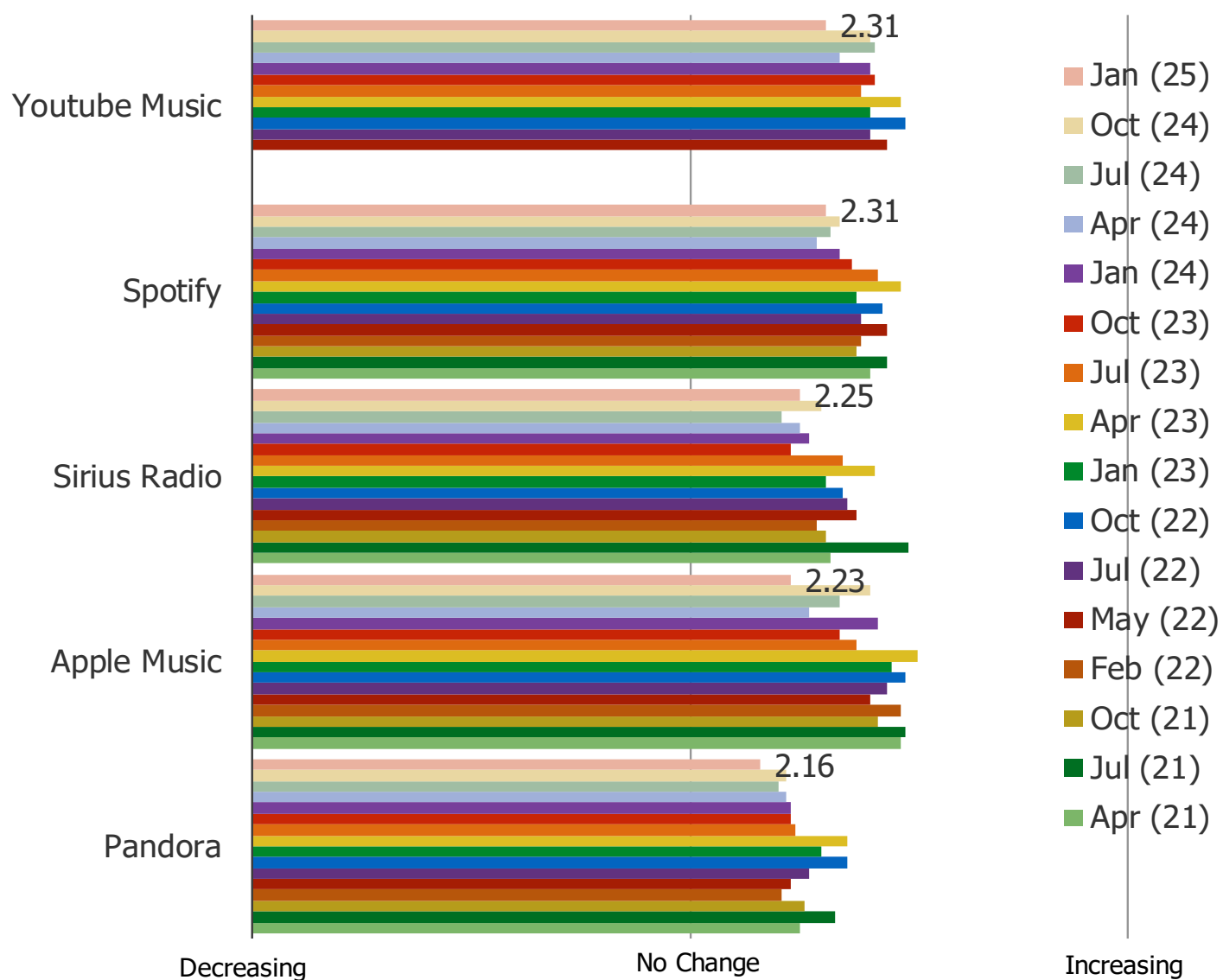
New Music (Released in the Past 6 Months)



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.

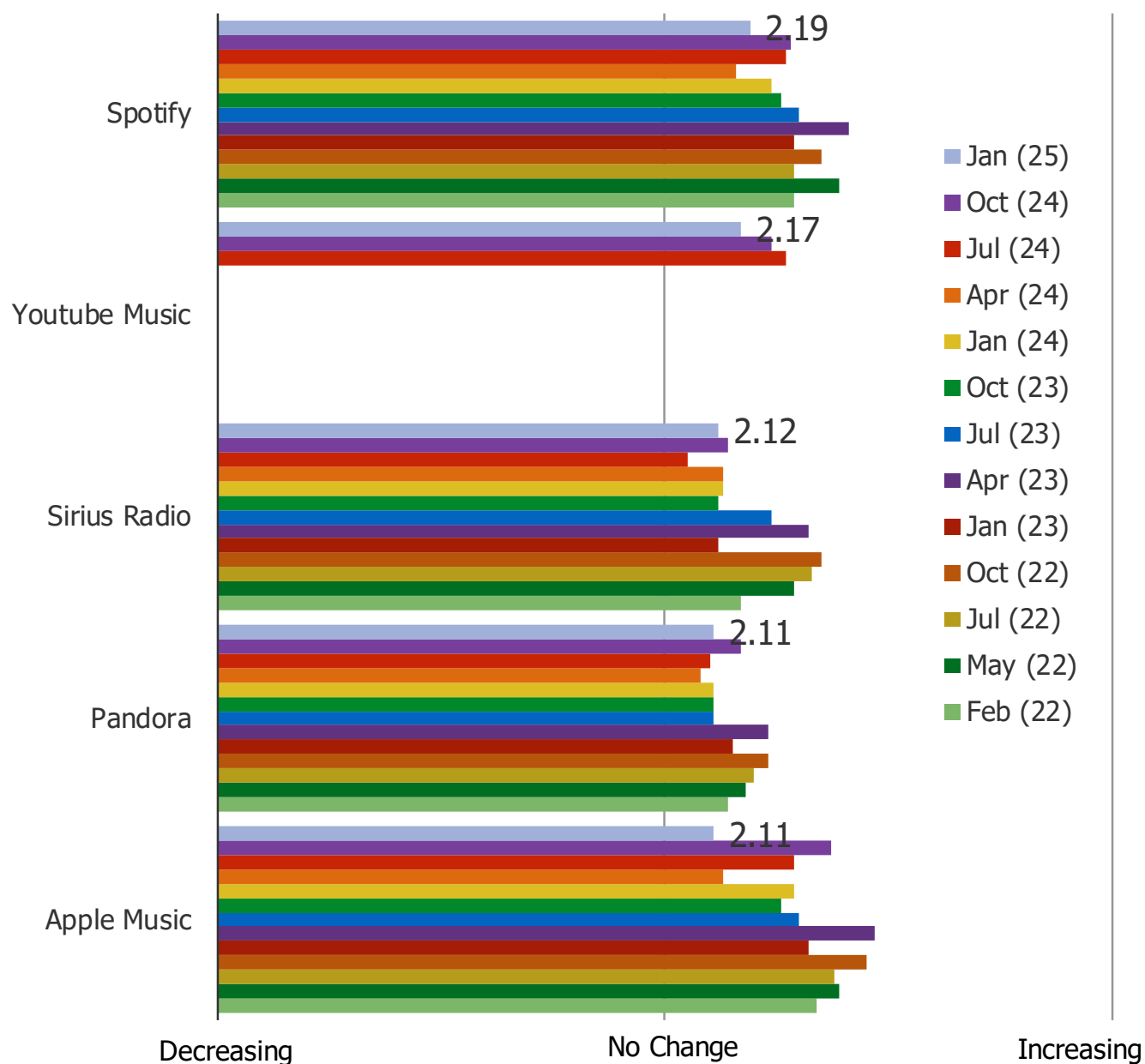
Catalog Music (Released 6+ Months Ago)



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

Posed to users of each platform.

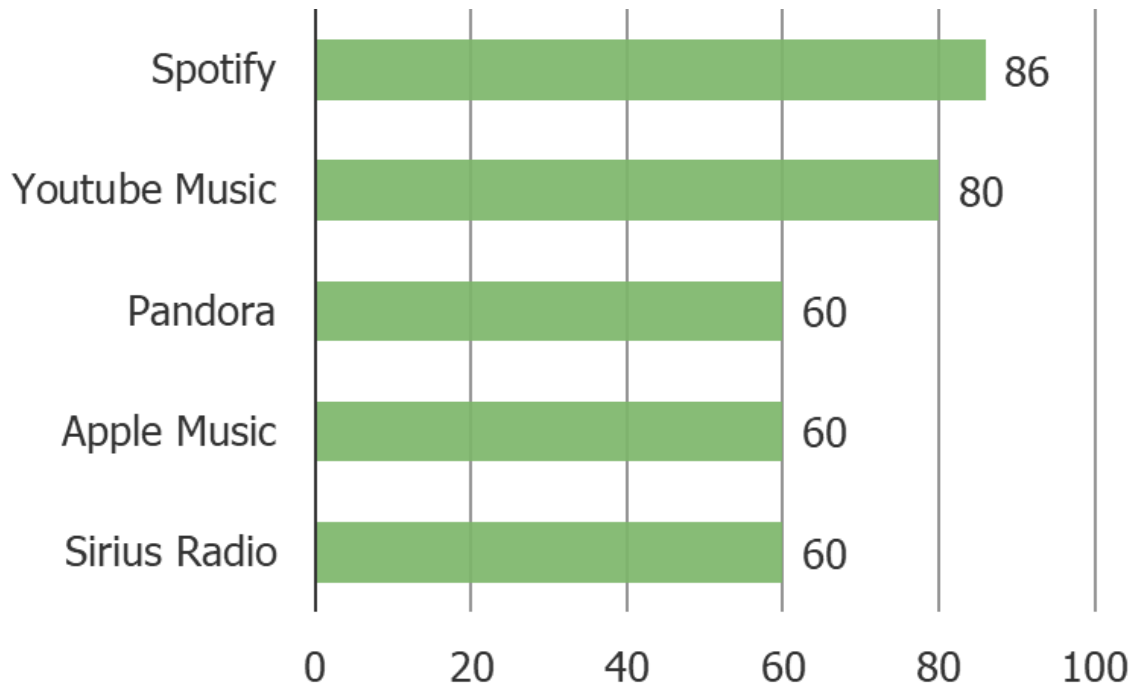
Podcasts



APPROXIMATELY HOW MANY MINUTES PER DAY WOULD YOU SAY YOU SPEND LISTENING TO THE FOLLOWING?

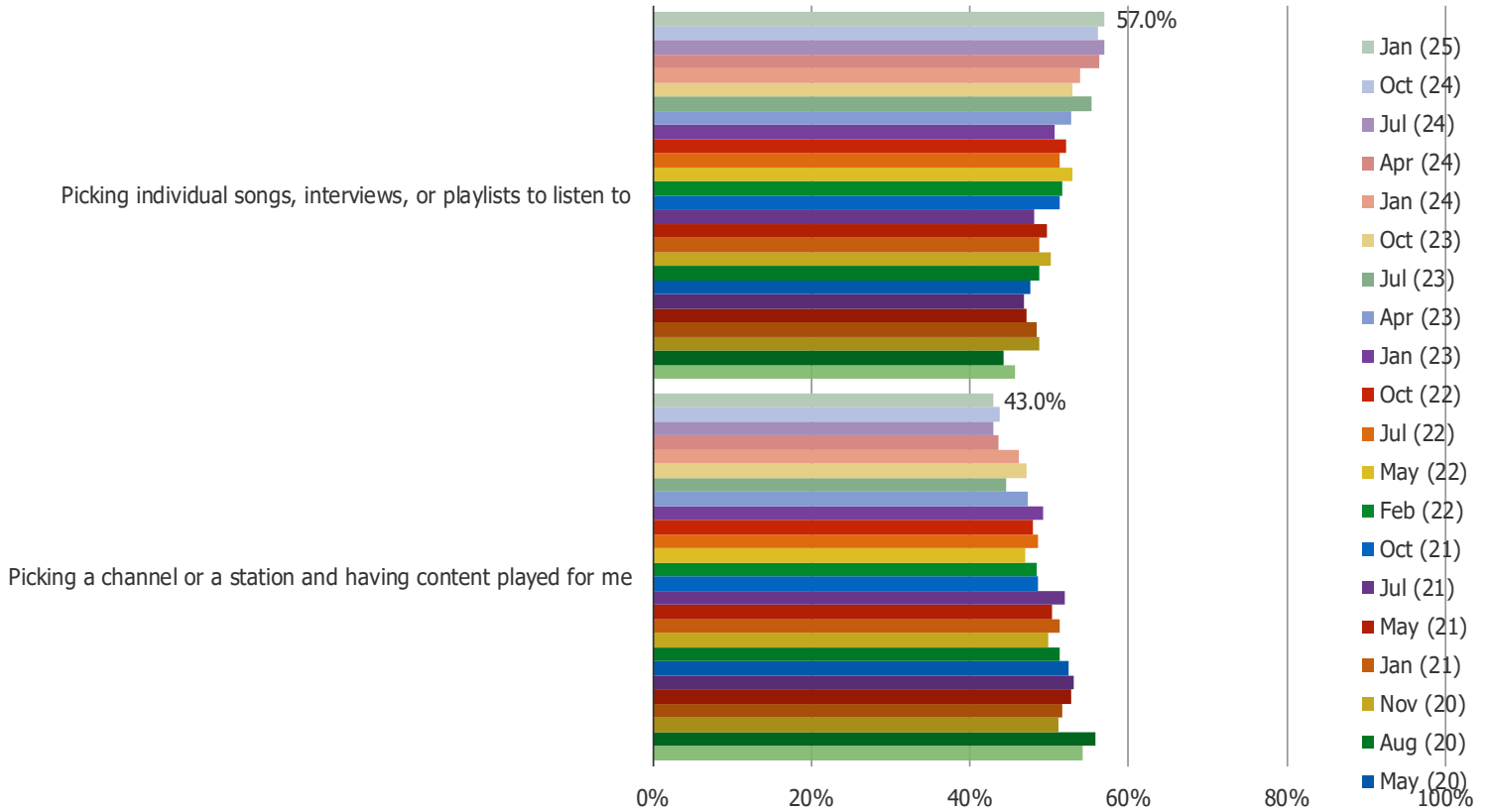
Posed to users of each platform.

Median



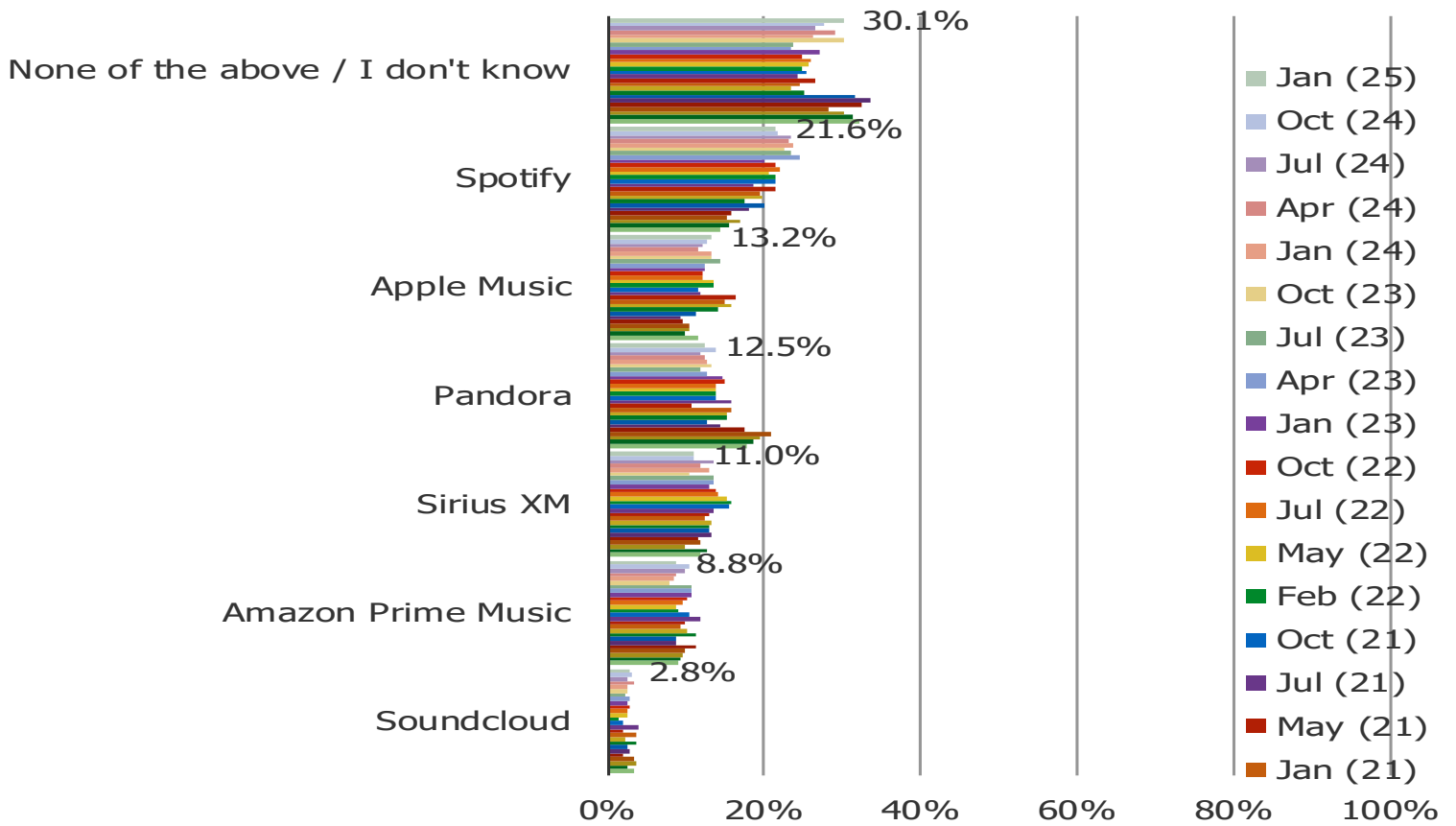
FOR LISTENING TO MUSIC AND TALK-SHOW CONTENT, WHICH IS BETTER?

Posed to all respondents.



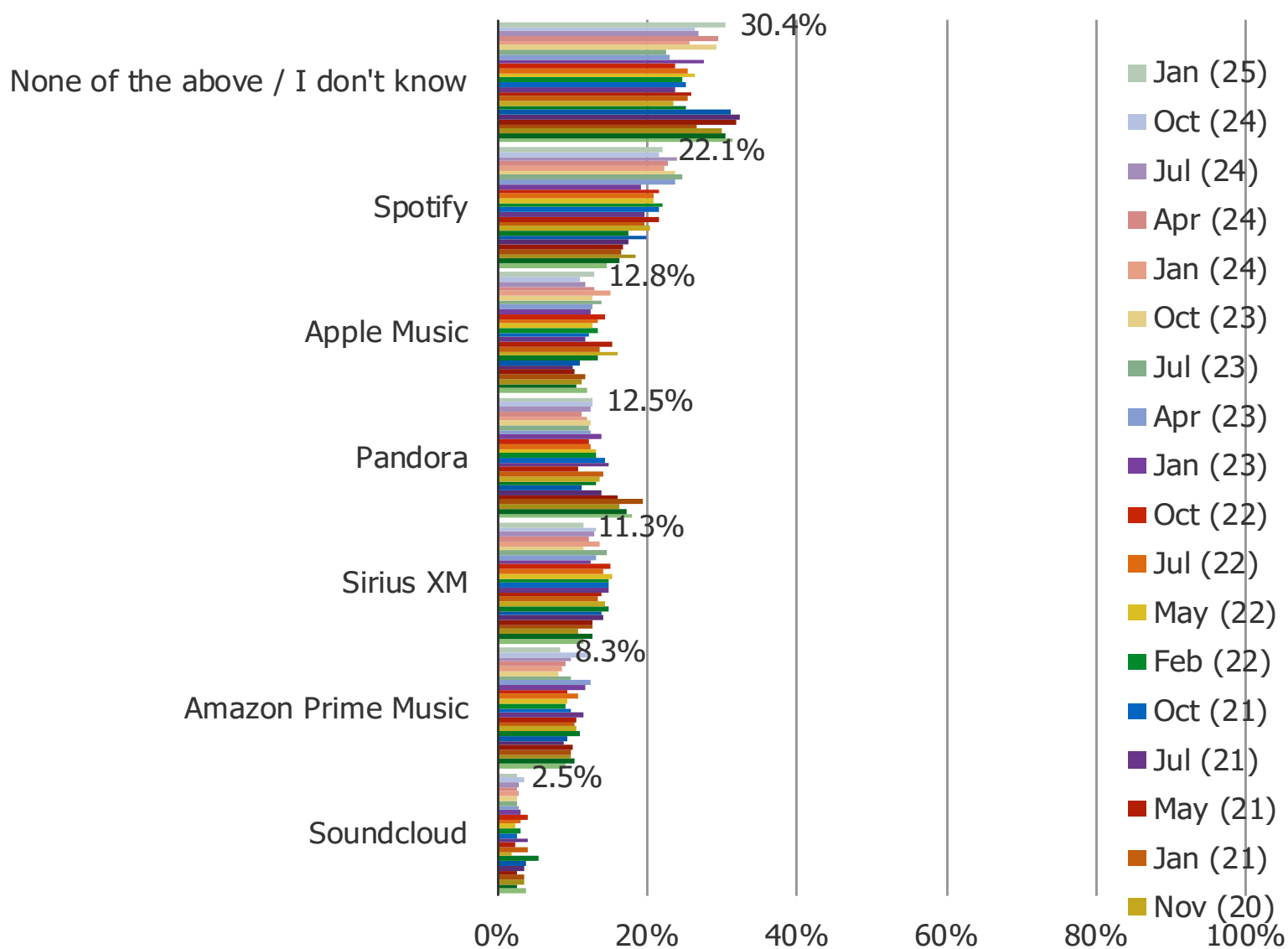
IN YOUR OPINION, WHICH PLATFORM IS BEST WHEN IT COMES TO THE WAY IN WHICH THEY DELIVER CONTENT TO ITS USERS? (IE. THE BEST USER EXPERIENCE)

Posed to all respondents.



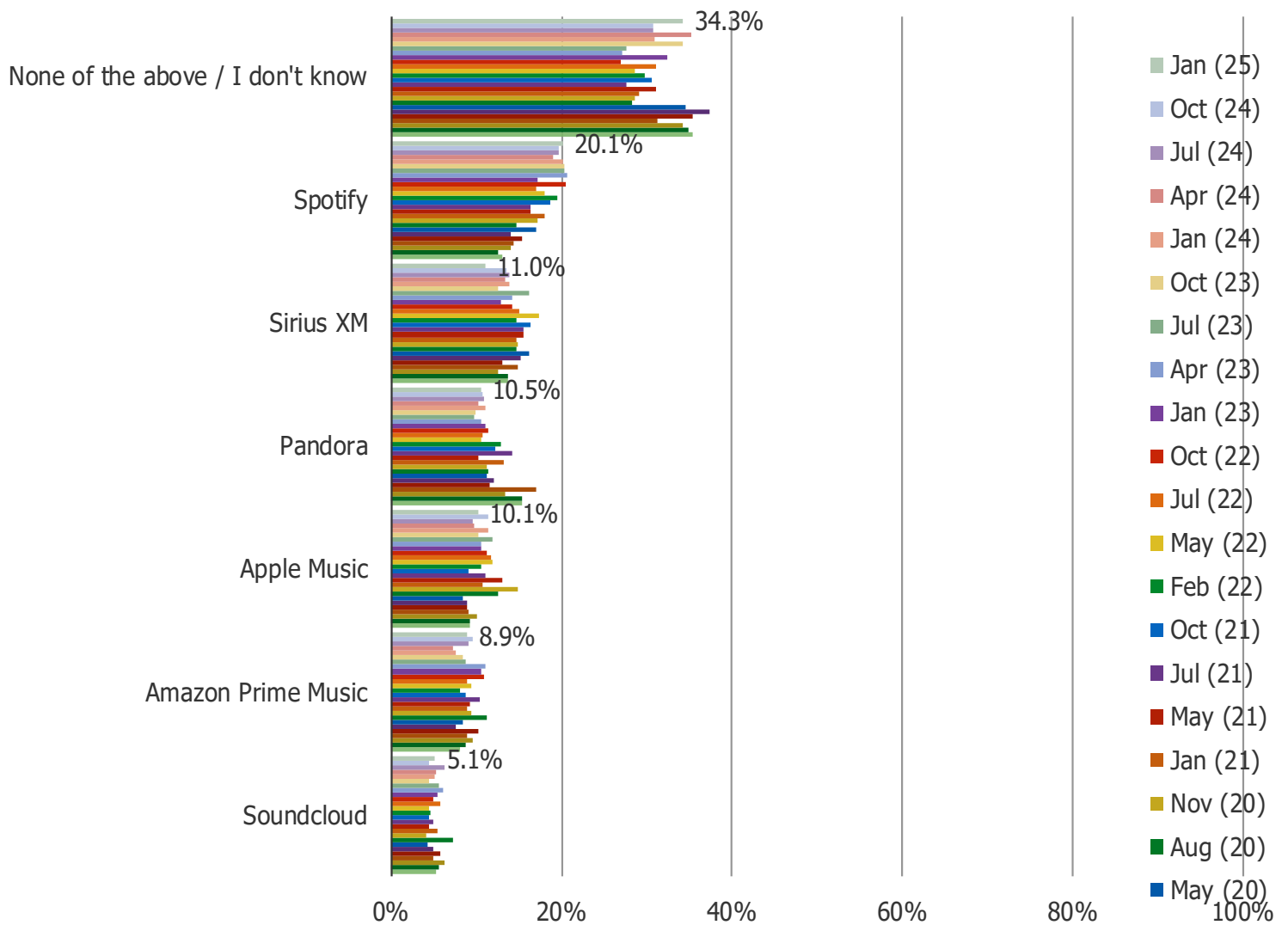
IN YOUR OPINION, WHICH PLATFORM HAS THE BEST CONTENT AVAILABLE?

Posed to all respondents.



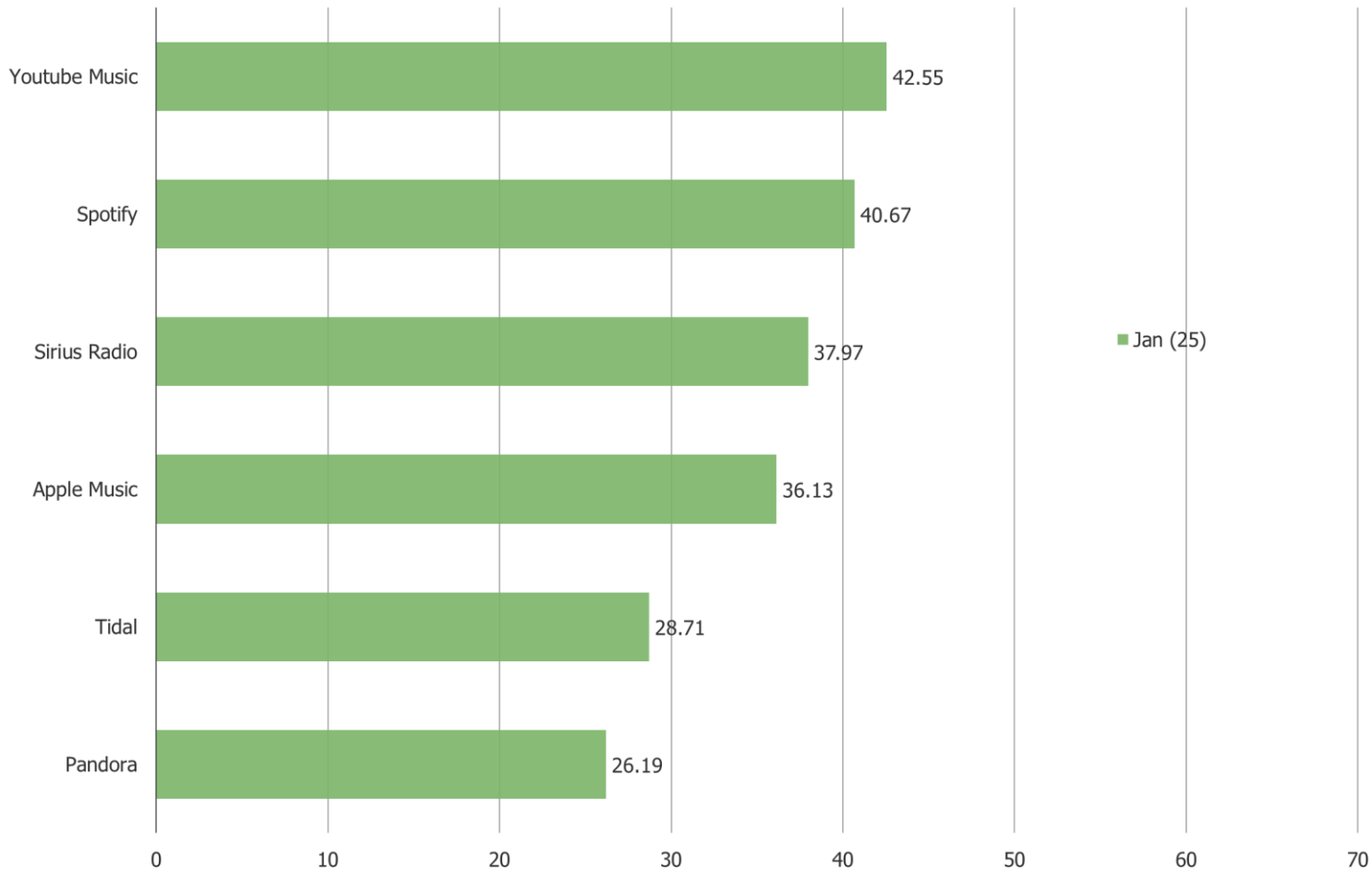
IN YOUR OPINION, WHICH PLATFORM HAS THE MOST UNIQUE CONTENT AVAILABLE THAT YOU CAN'T FIND ANYWHERE ELSE?

Posed to all respondents.



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

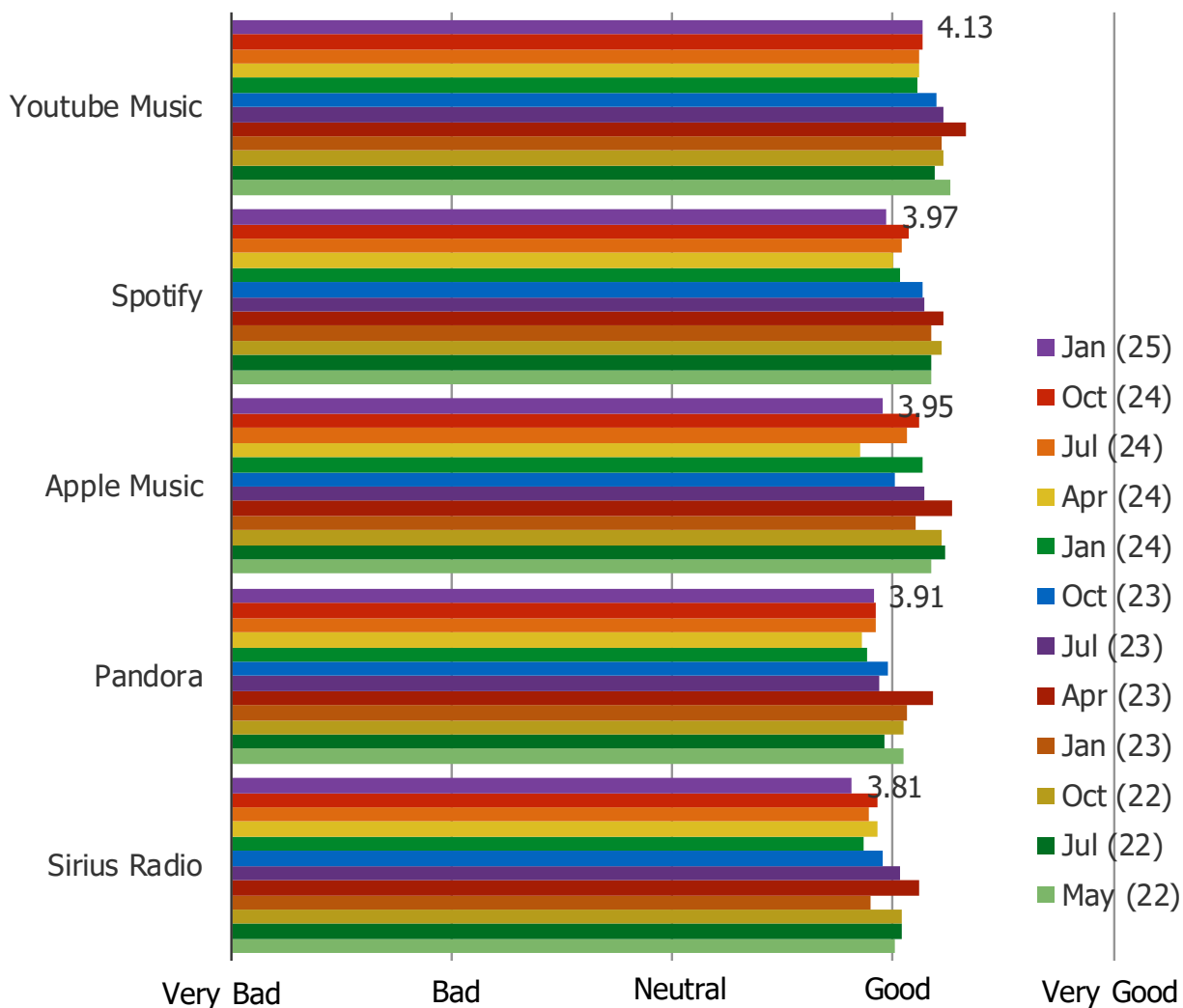
Posed to respondents who have an account with each of the following (combining all responses to date to achieve larger N sizes).



	N=
Sirius Radio	2054
Apple Music	3072
Spotify	4709
Pandora	3555
Youtube Music	4094
Tidal	101

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

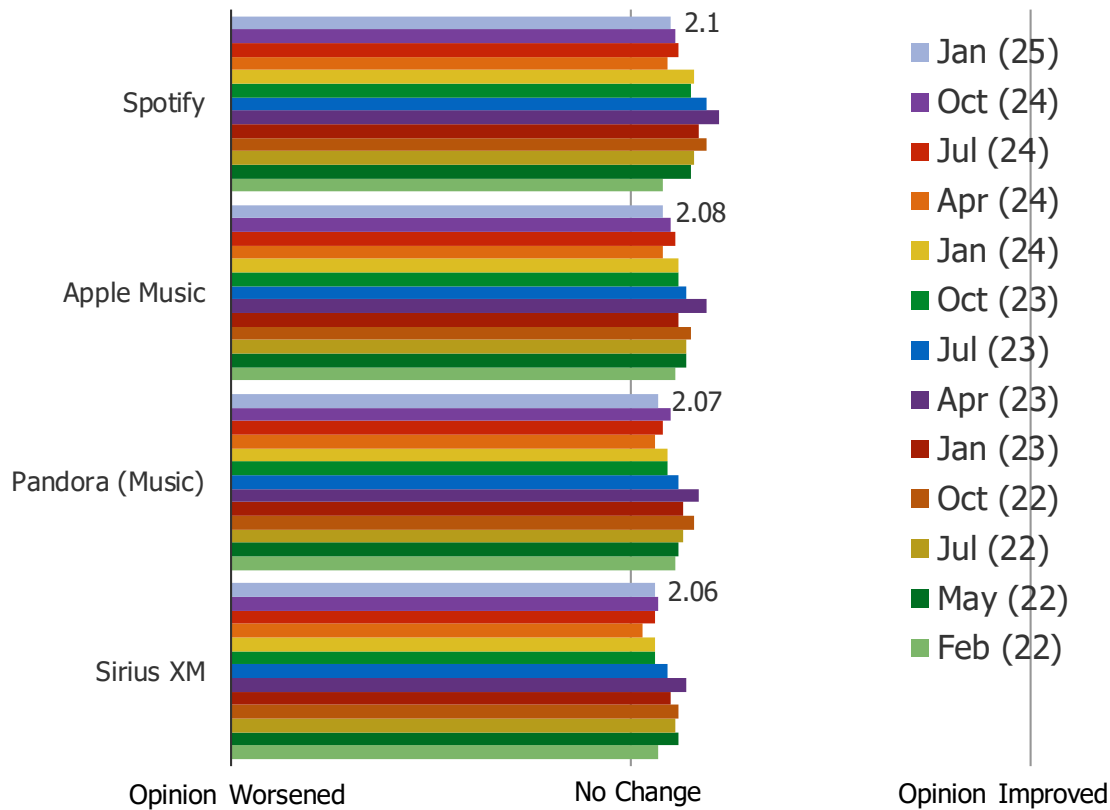
Posed to users of each of the following.



	N=
Sirius Radio	163
Apple Music	273
Spotify	462
Pandora	325
Youtube Music	436
Tidal	30

HAS YOUR OPINION OF ANY OF THE FOLLOWING CHANGED RECENTLY?

Posed to all respondents.



Optional Fill-Ins, Why?

Key findings:

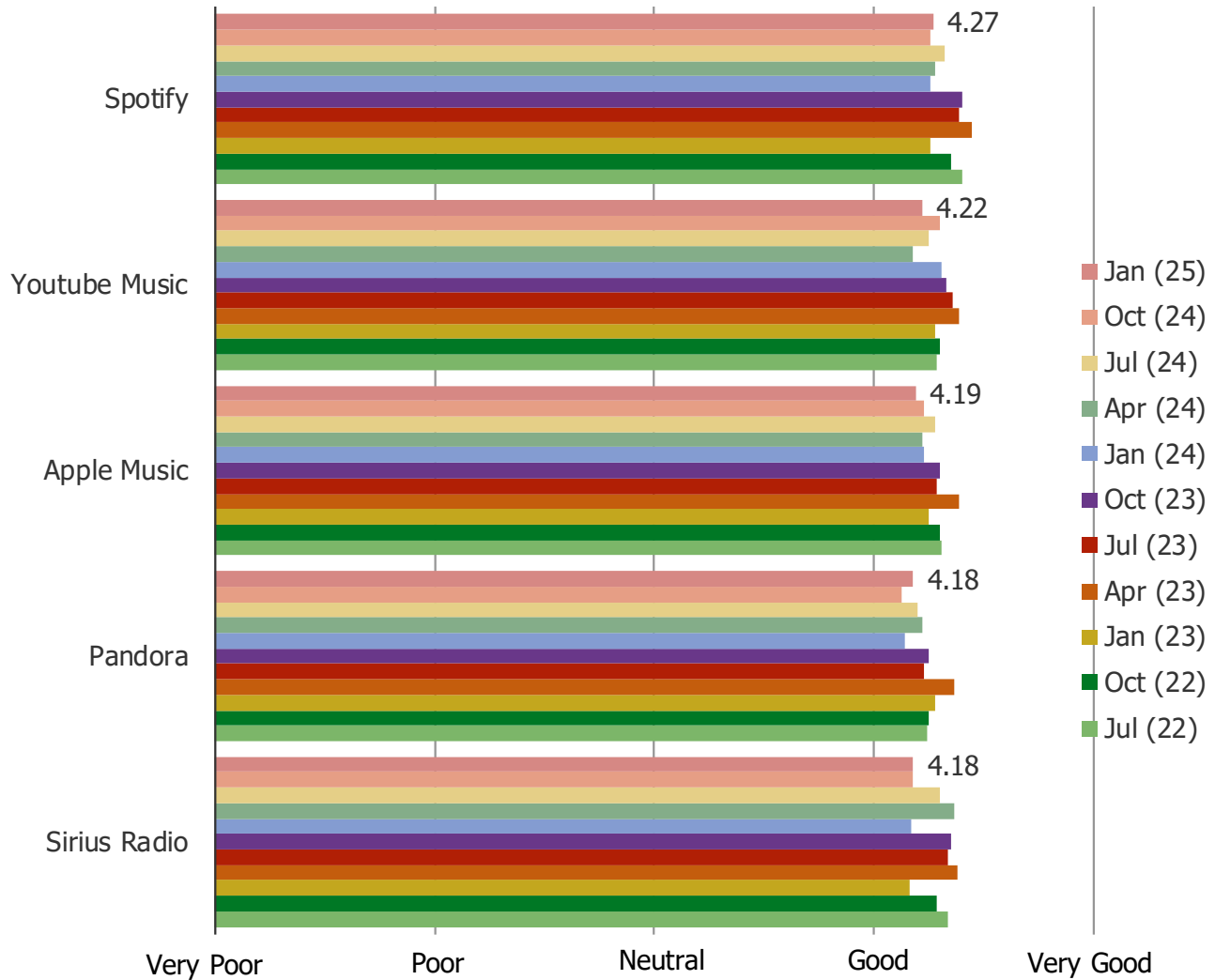
- Most frequent reasons for opinion changes:
- Spotify: Updates to features, pricing changes, and increased/decreased usage
- Apple Music: Price increases, sound quality improvements, and platform updates
- Pandora: Ad frequency changes, music selection updates, and reduced usage
- Sirius XM: Price concerns, new channel offerings, and automotive usage
- YouTube Music: Improved recommendations, expanded library, and ad-related changes

Notable trends:

- Platform improvements drove positive changes, especially for Spotify and YouTube Music
- Price increases caused negative opinion shifts across all platforms
- Ad frequency was a major factor for free-tier users
- Content variety and personalization features significantly impacted user satisfaction

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

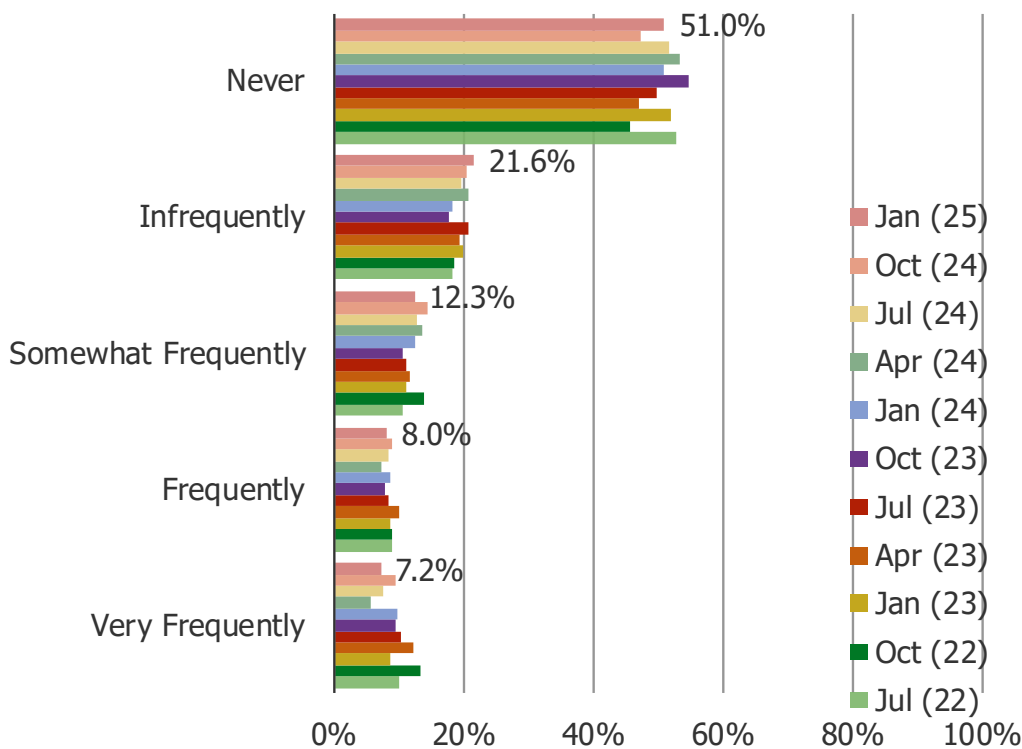
Posed to users of each of the following.



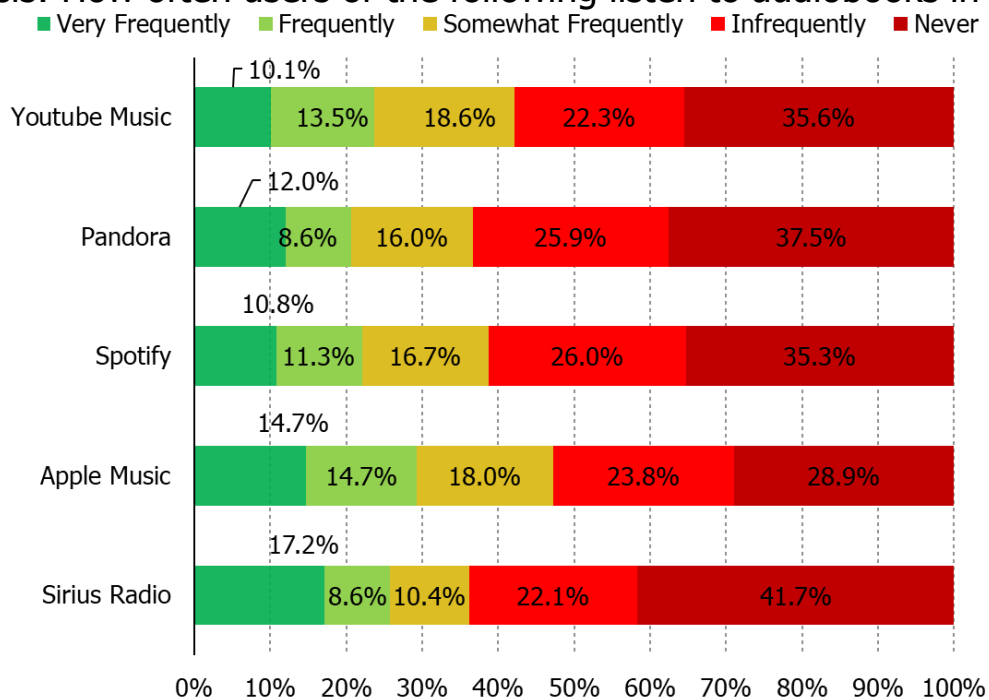
	N=
Sirius Radio	163
Apple Music	273
Spotify	462
Pandora	325
Youtube Music	436
Tidal	30

HOW OFTEN DO YOU LISTEN TO AUDIOBOOKS?

Posed to all respondents.

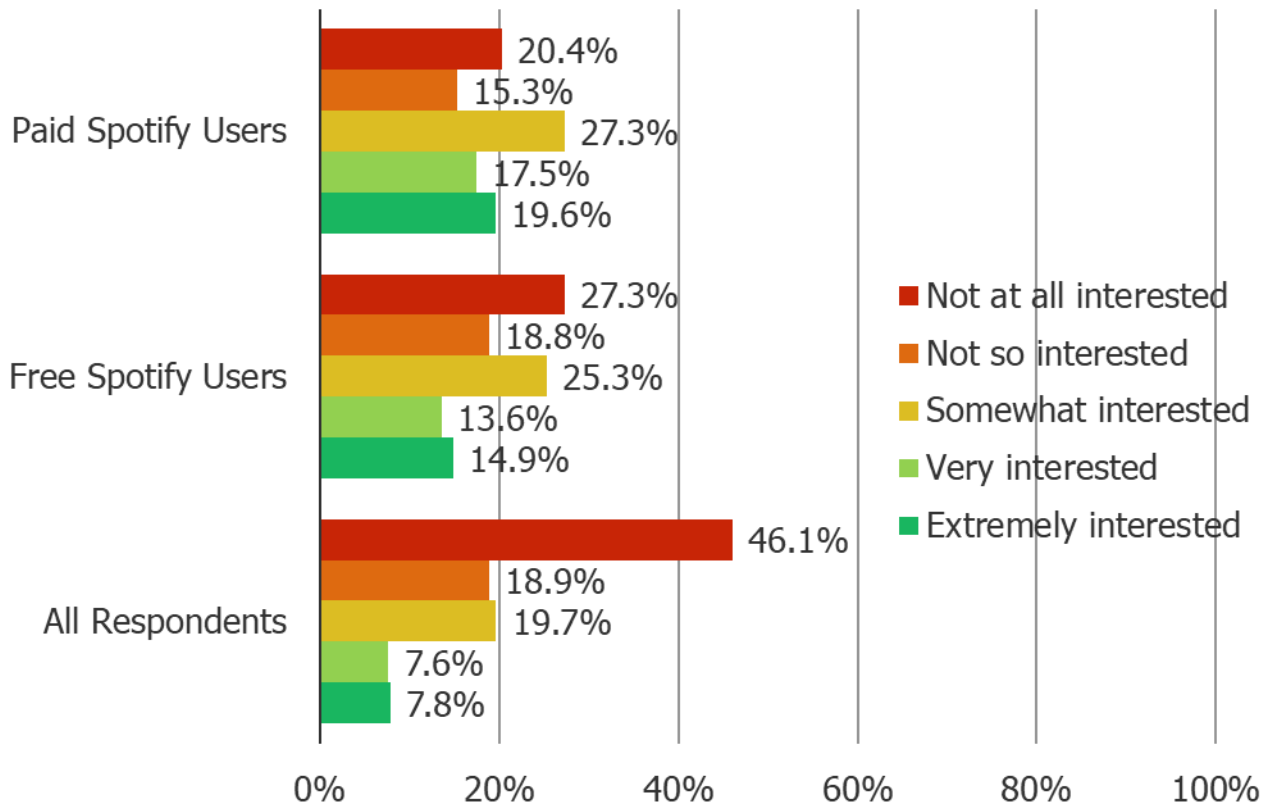


Cross-Tab Analysis: How often users of the following listen to audiobooks in general



PLEASE EVALUATE YOUR INTEREST LEVEL IN BEING ABLE TO LISTEN AUDIOBOOKS ON SPOTIFY?

Posed to all respondents (Cross-tabbed).



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.

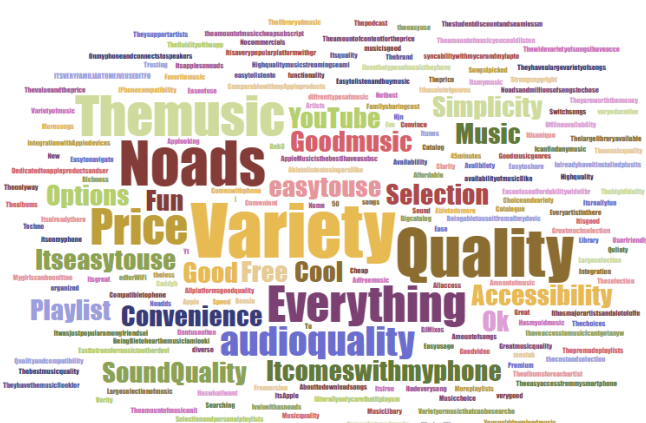
Spotify



YouTube Music



Apple Music



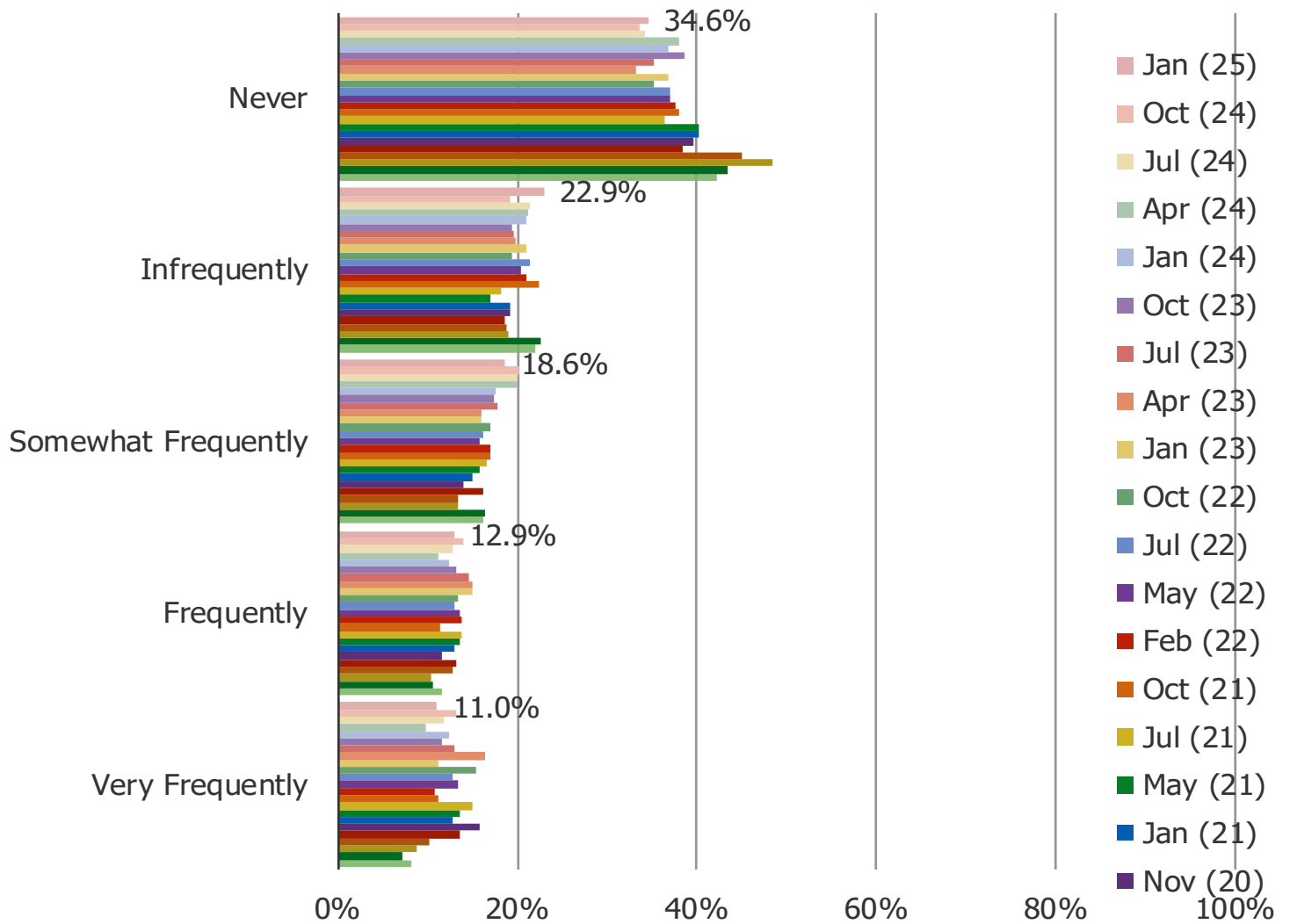
Sirius XM



PODCASTS

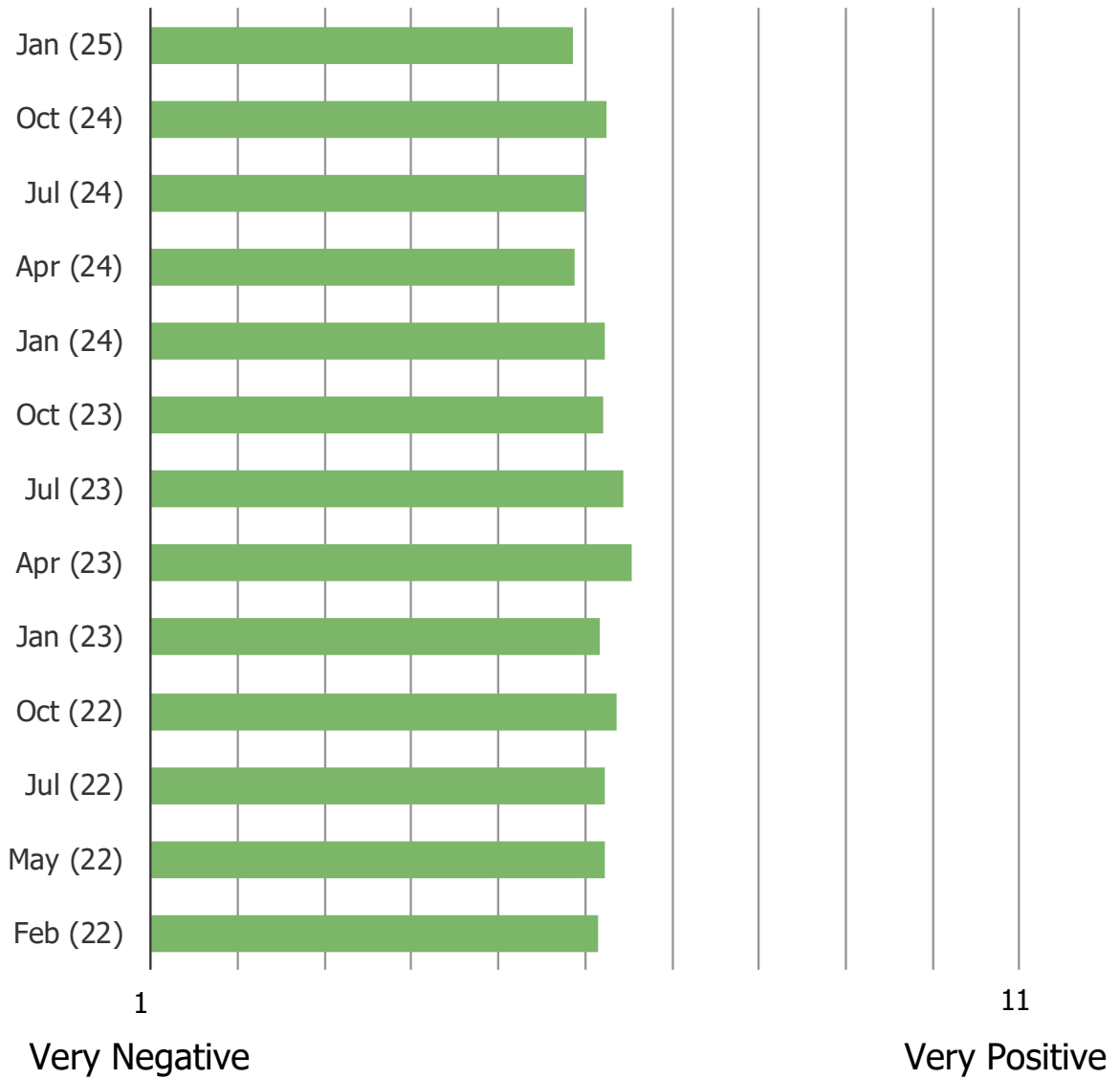
HOW OFTEN DO YOU LISTEN TO PODCASTS?

Posed to all respondents.



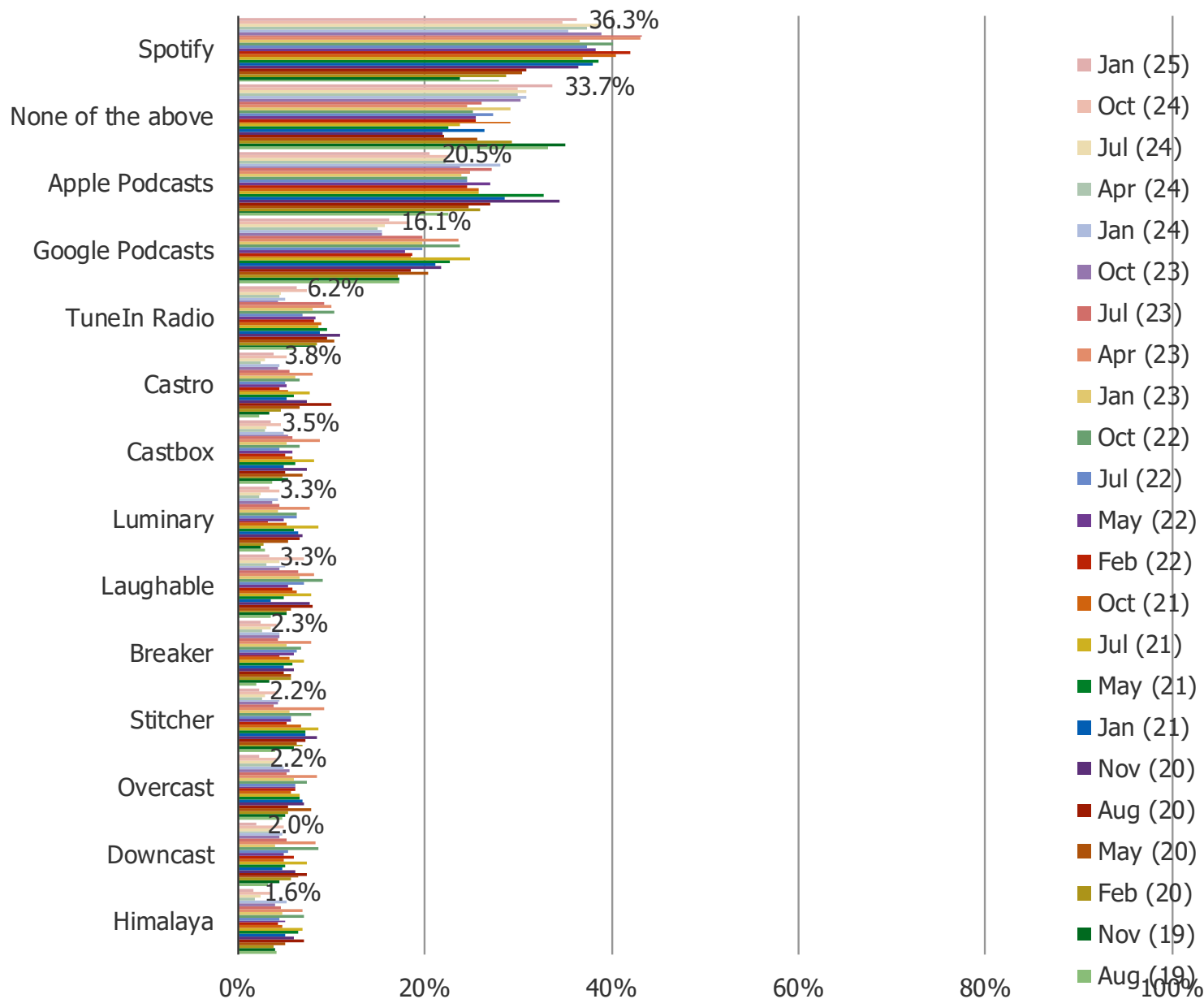
WHAT IS YOUR OPINION OF JOE ROGAN?

Posed to all respondents.



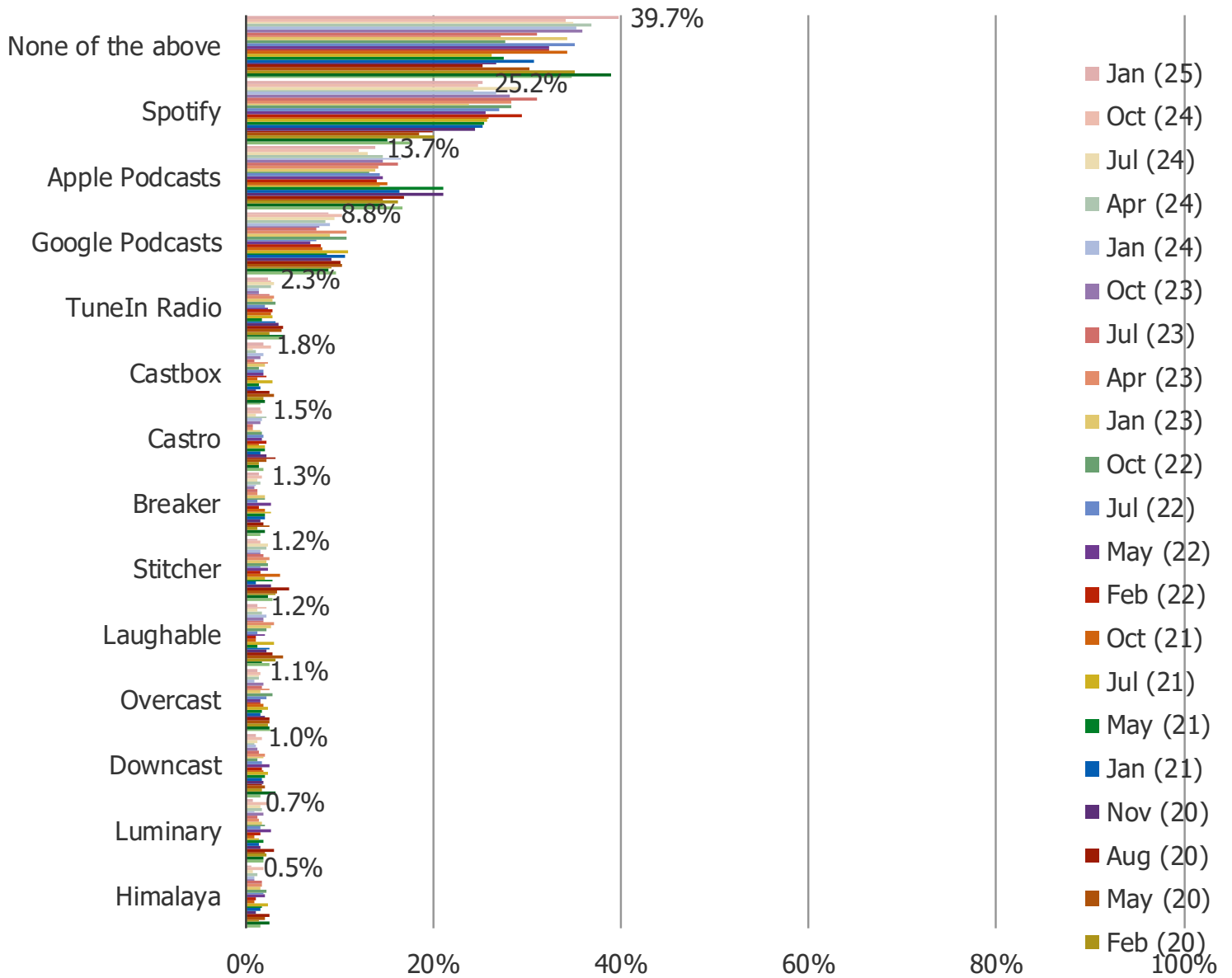
WHICH OF THE FOLLOWING PLATFORMS DO YOU USE TO LISTEN TO PODCASTS?

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?

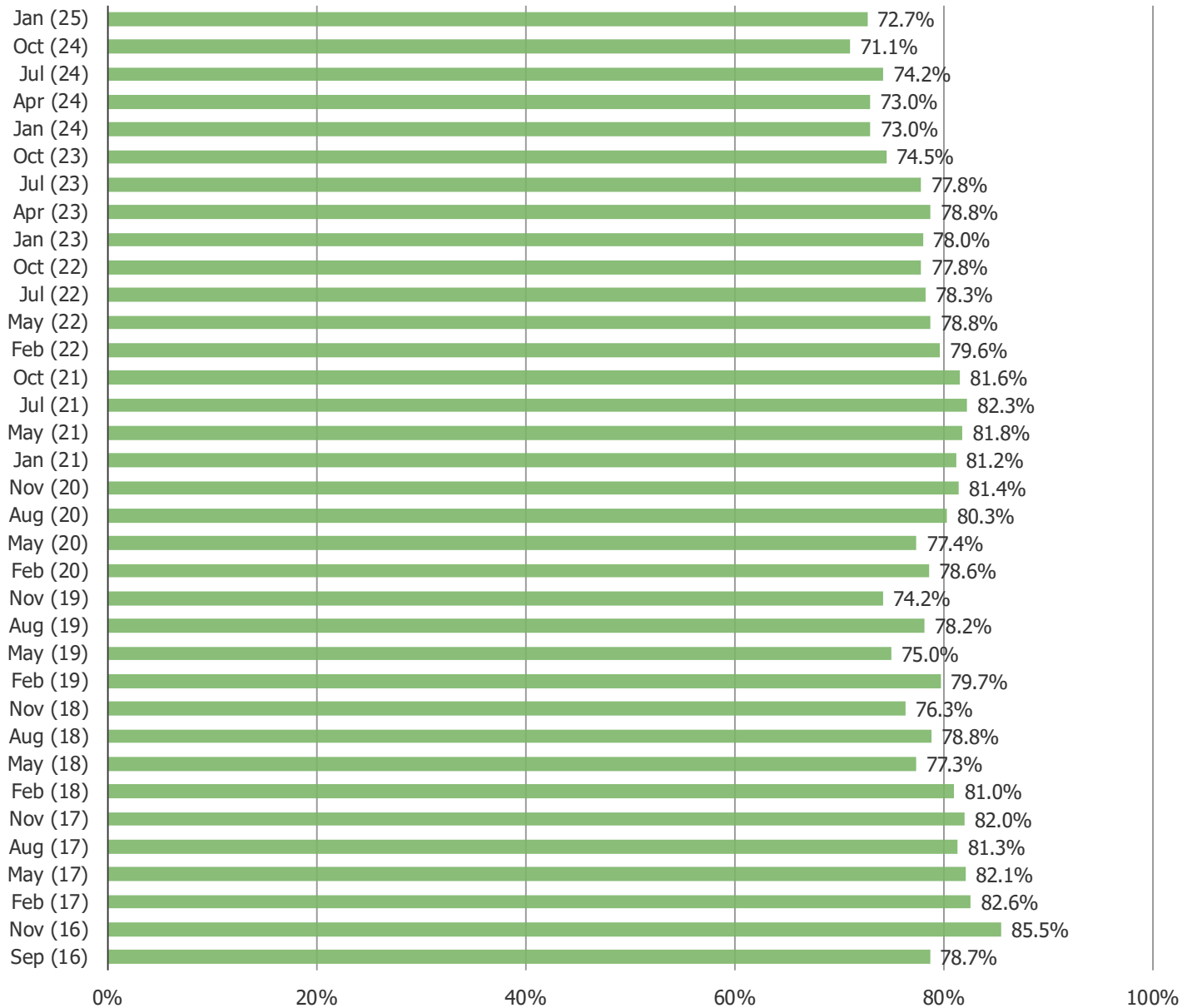
Posed to respondents who listen to podcasts (more often than never)



CONNECTED CAR

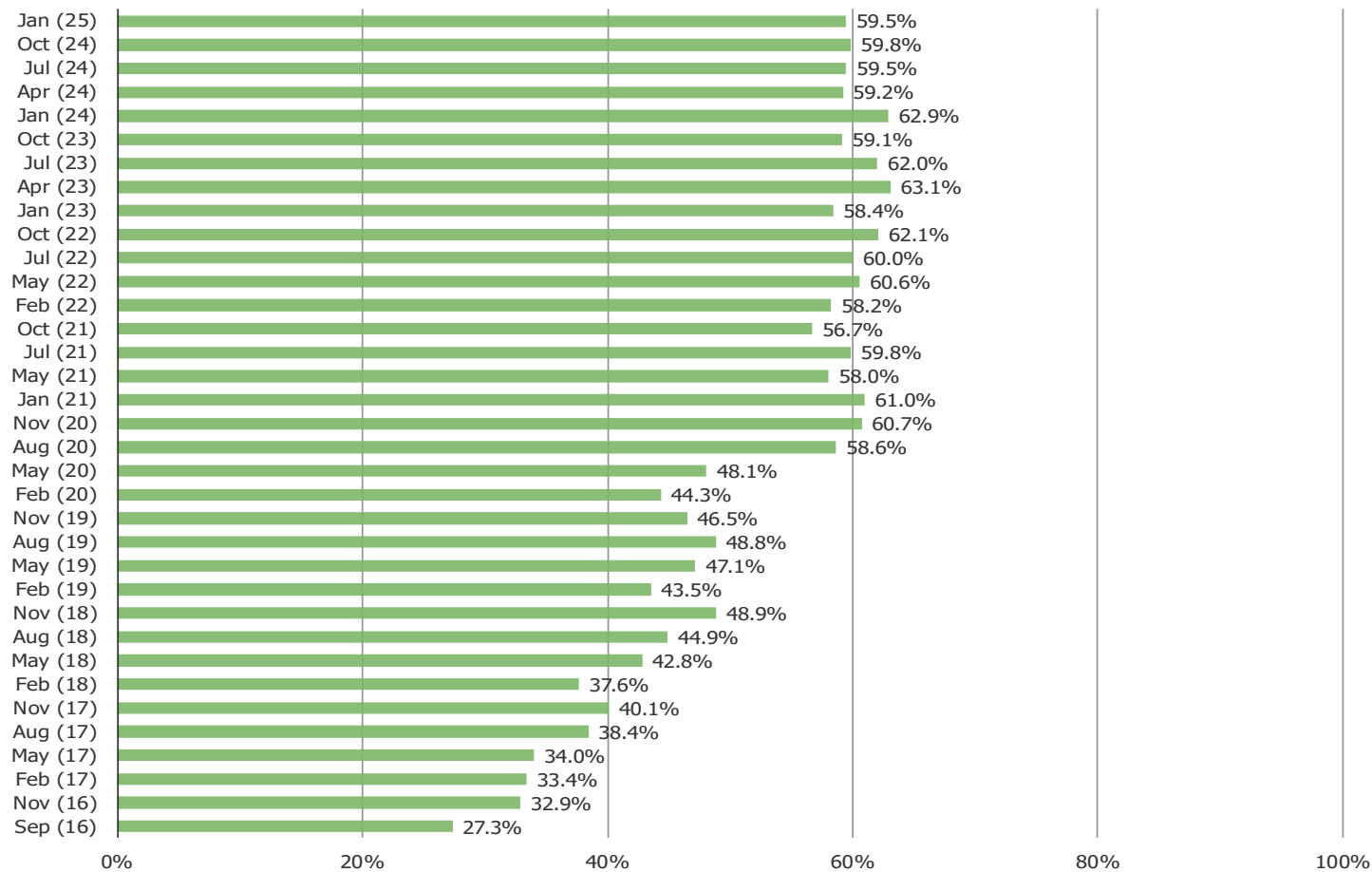
OWNS OR LEASES A CAR

Posed to all respondents



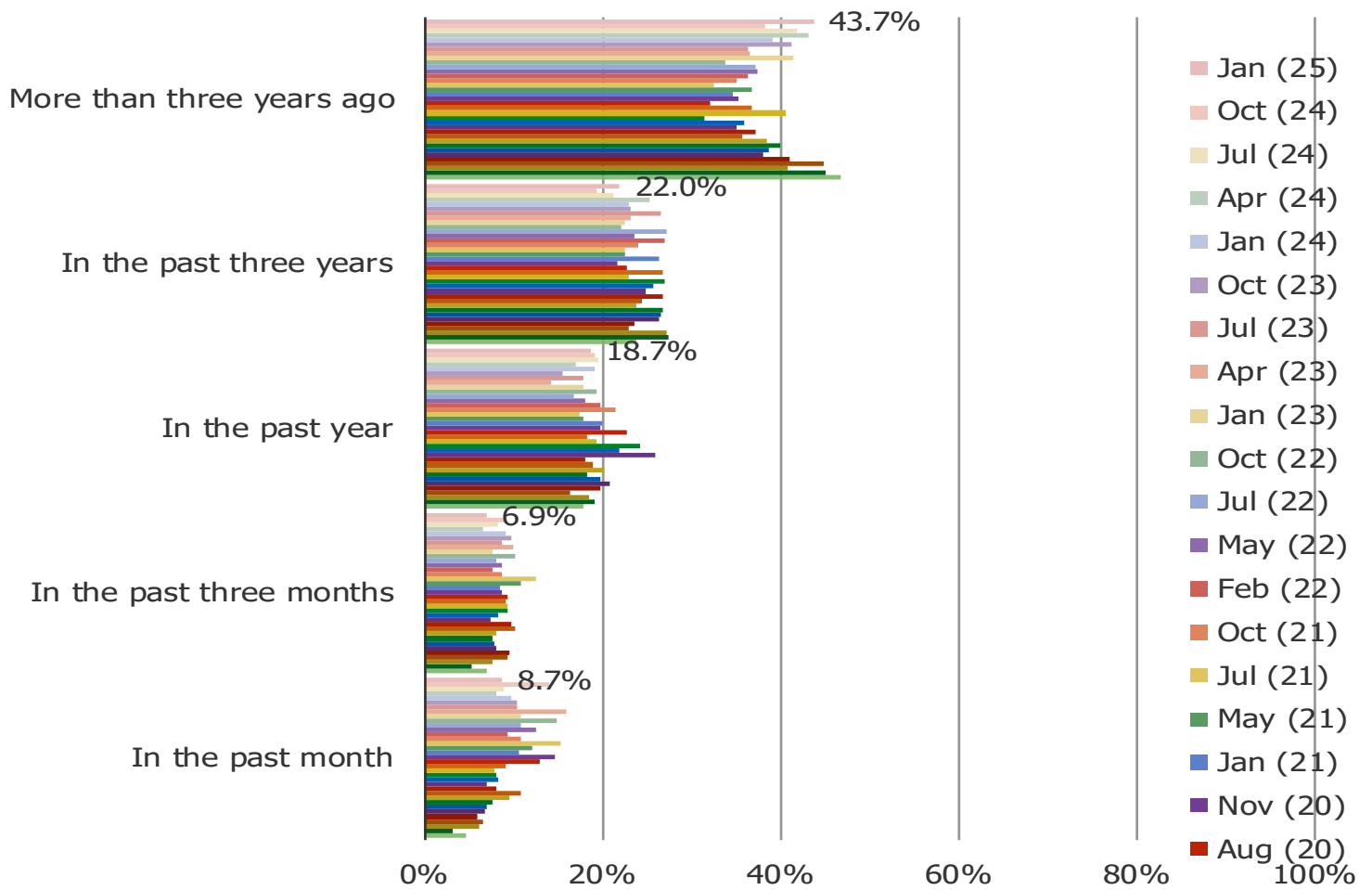
DO YOU EVER CONNECT A SMARTPHONE TO LISTEN TO MUSIC APPS IN YOUR CAR LIKE SPOTIFY, PANDORA, APPLE MUSIC, ETC?

Posed to all respondents who own / lease a car



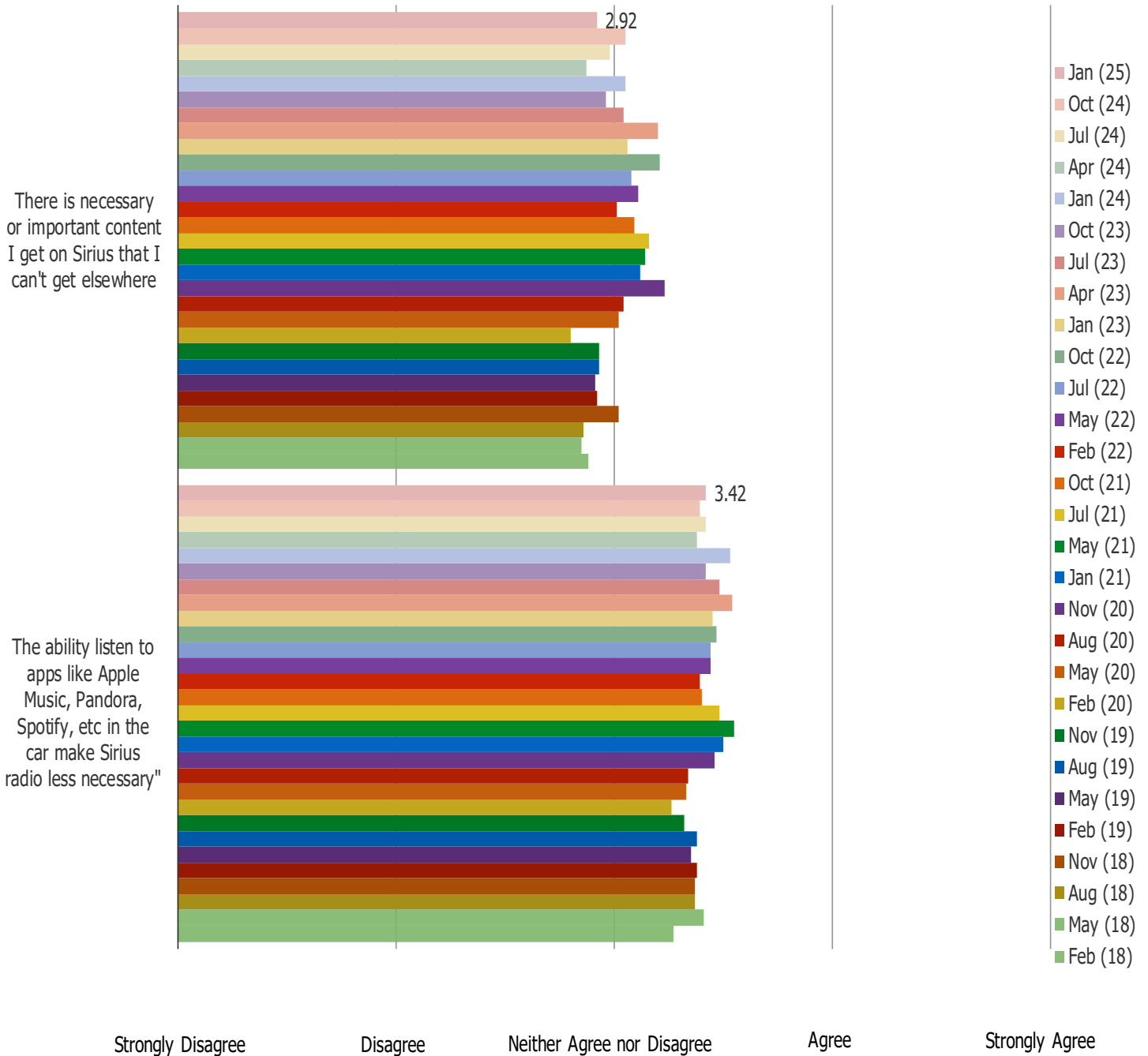
WHEN IS THE LAST TIME YOU PURCHASED OR LEASED A CAR?

Posed to all respondents who own / lease a car



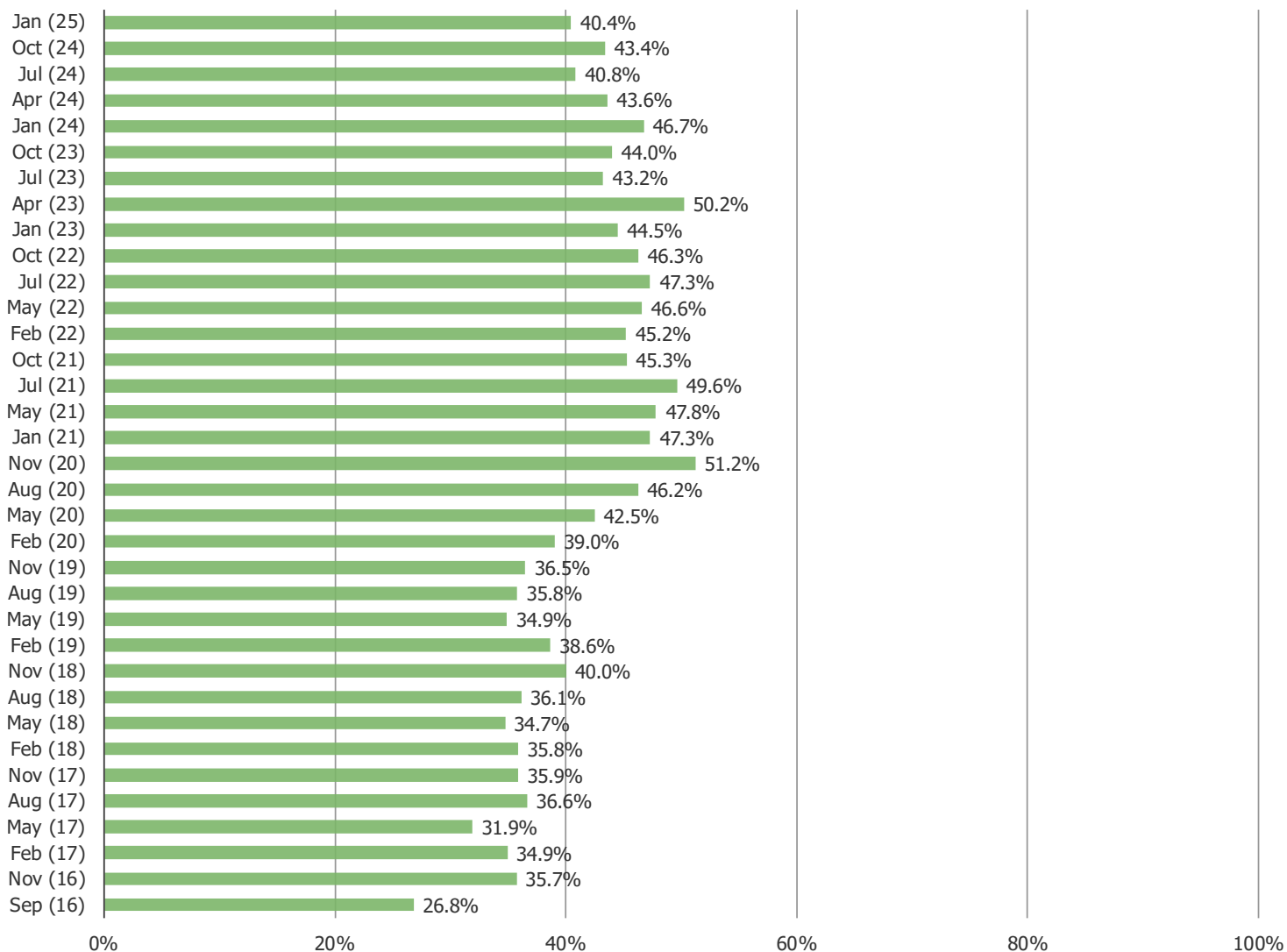
HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS:

Posed to all respondents who own / lease a car



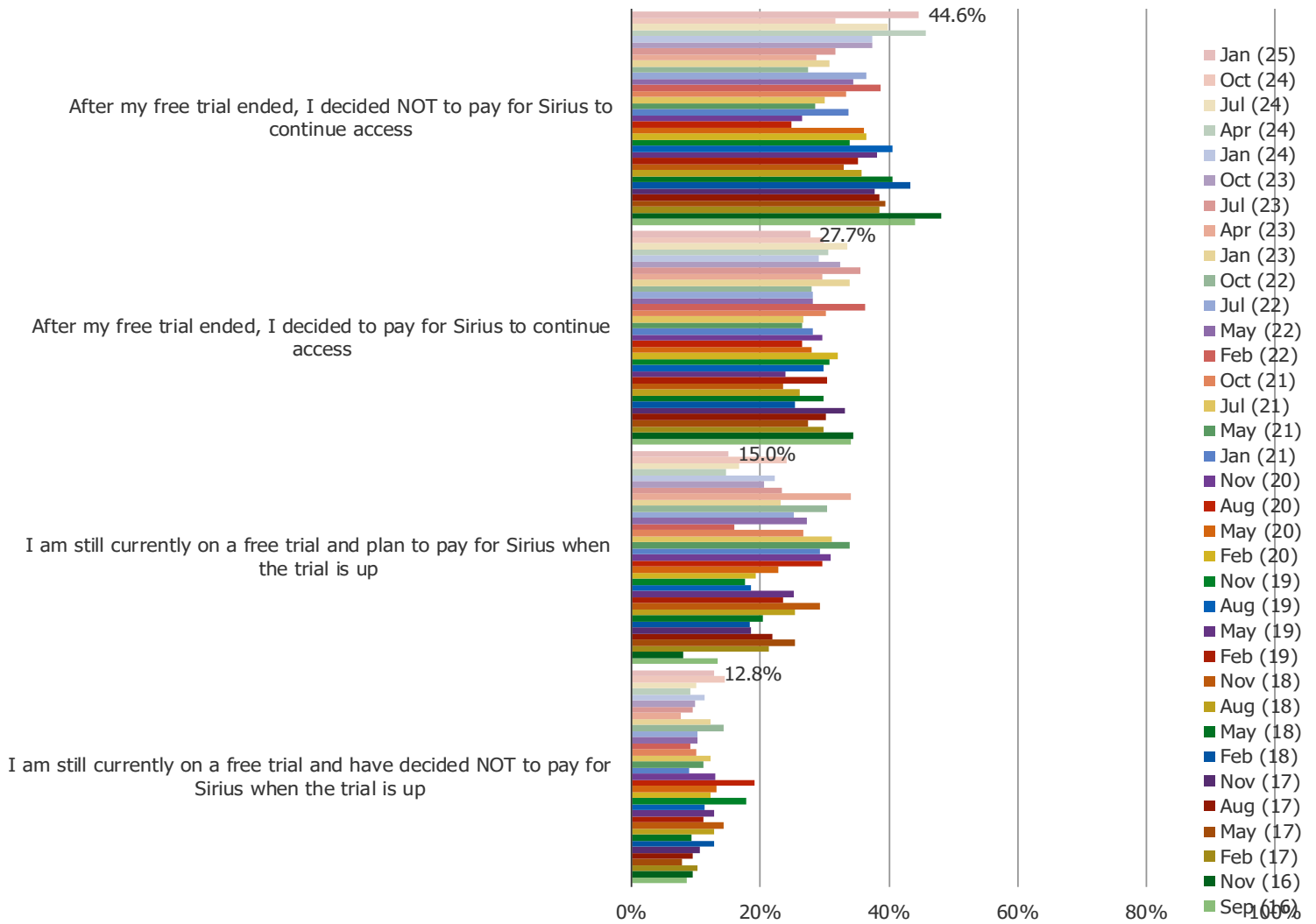
WHEN YOU MOST RECENTLY LEASED OR BOUGHT A CAR, DID IT COME WITH A FREE TRIAL TO SIRIUS RADIO?

Posed to all respondents who own / lease a car



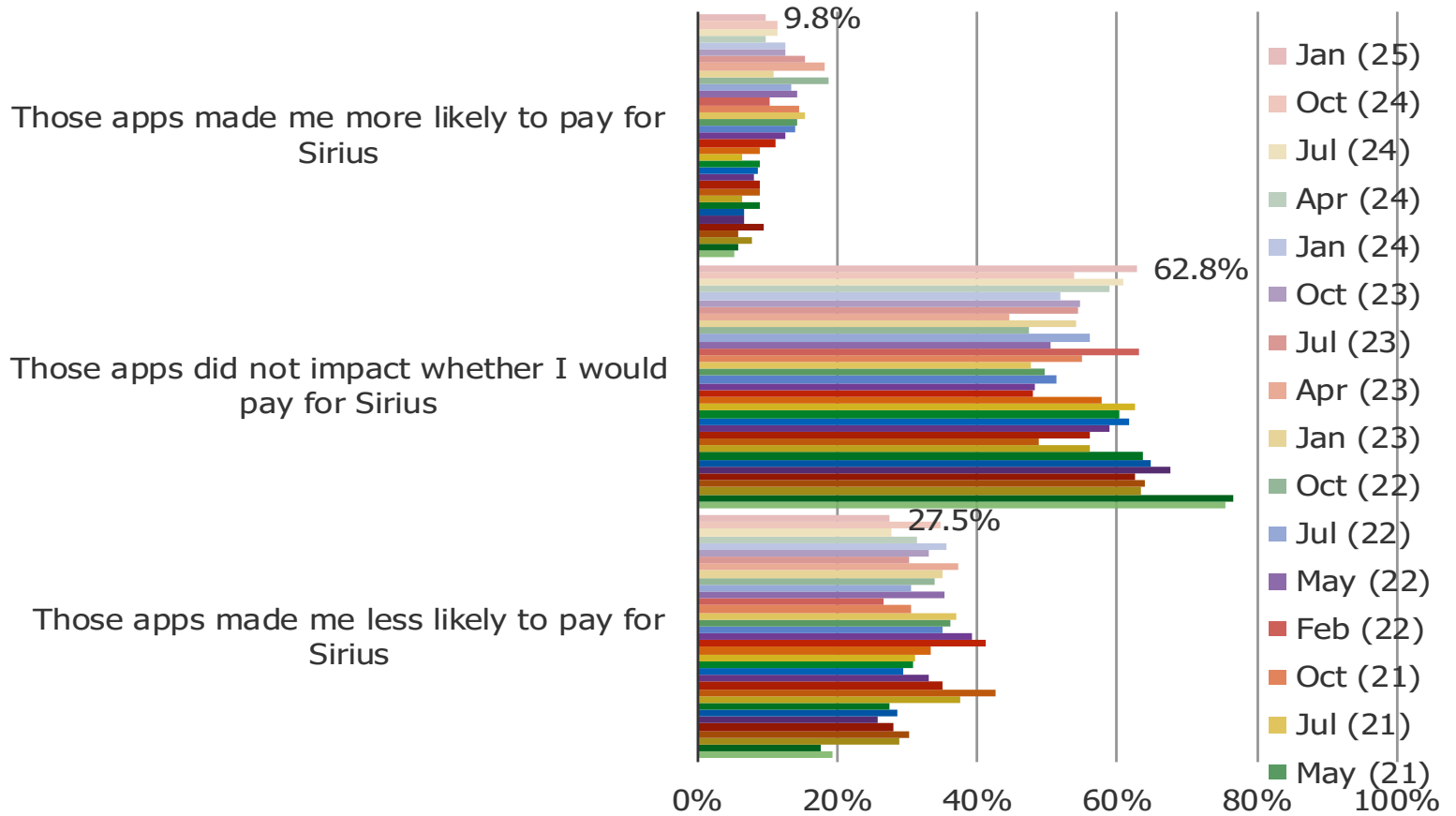
WHEN THE FREE TRIAL WAS UP, WHAT DID YOU DO?

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?

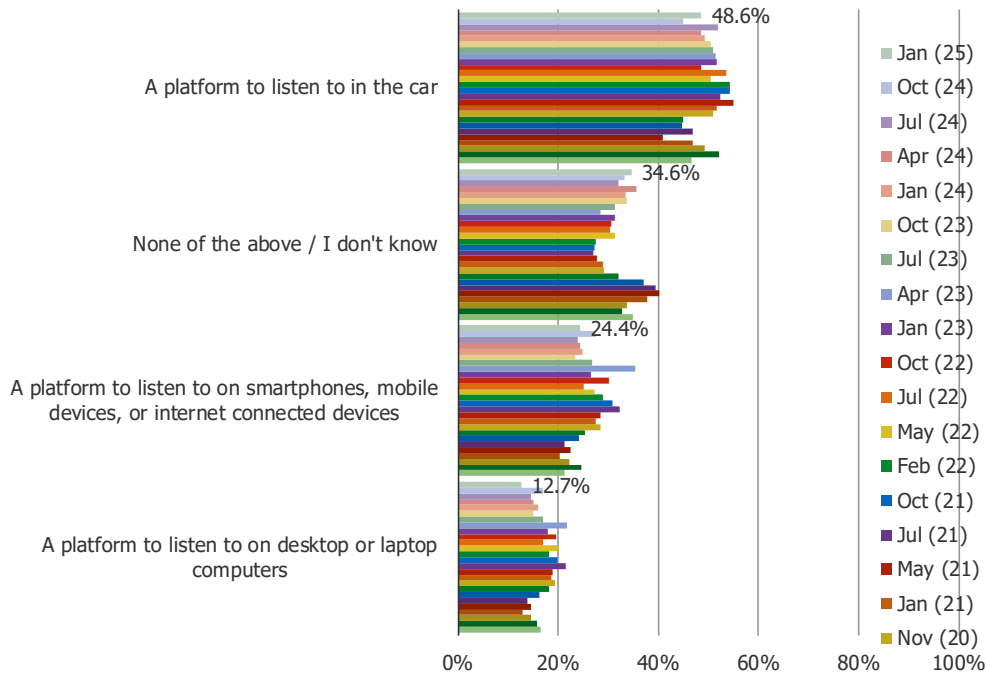
Posed to respondents who had/have a free trial when they most recently got a new car.



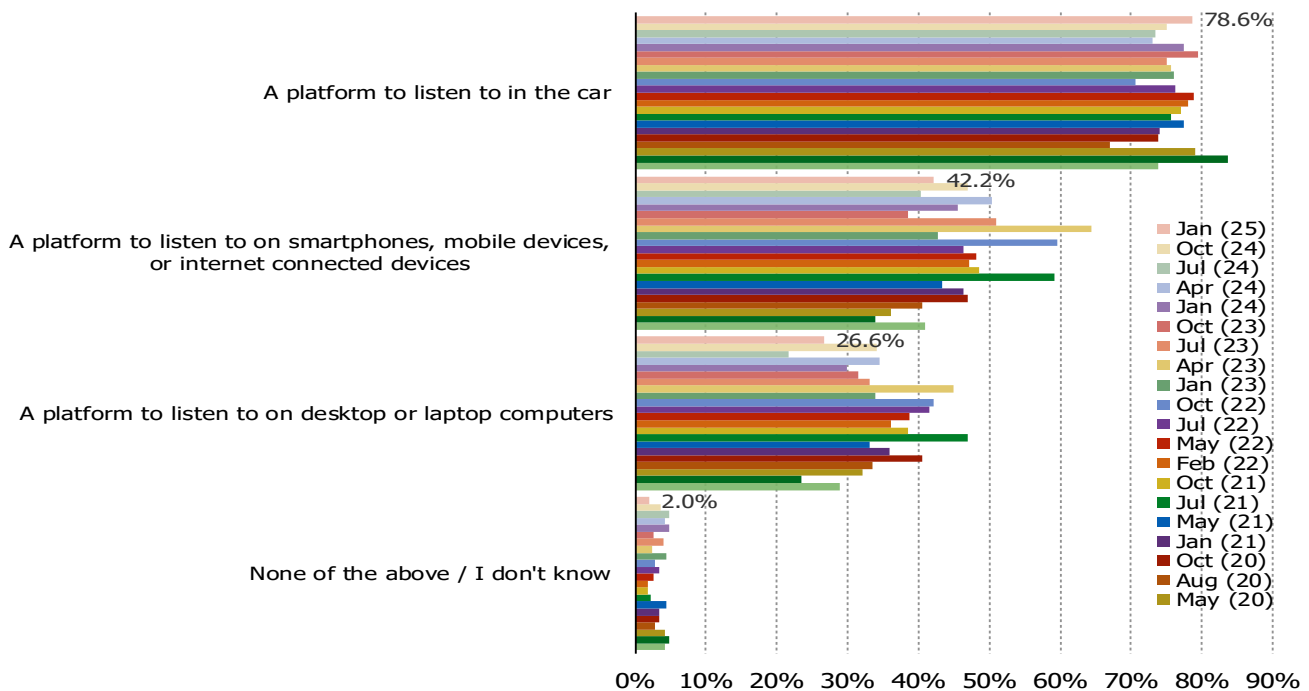
SIRIUS XM

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

Posed to all respondents.

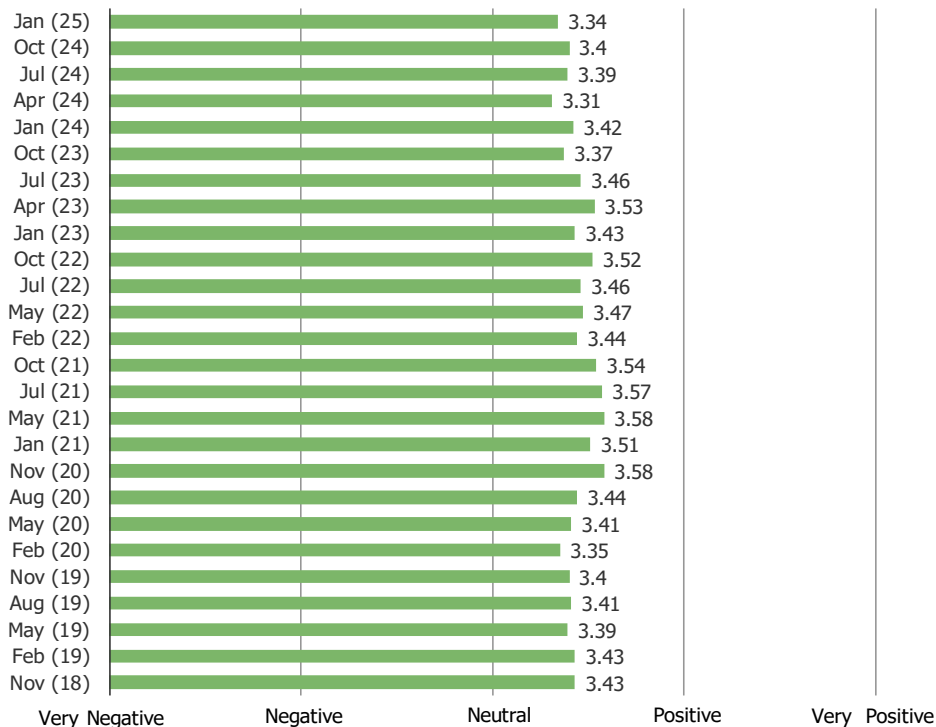


Posed to paying Sirius subscribers.

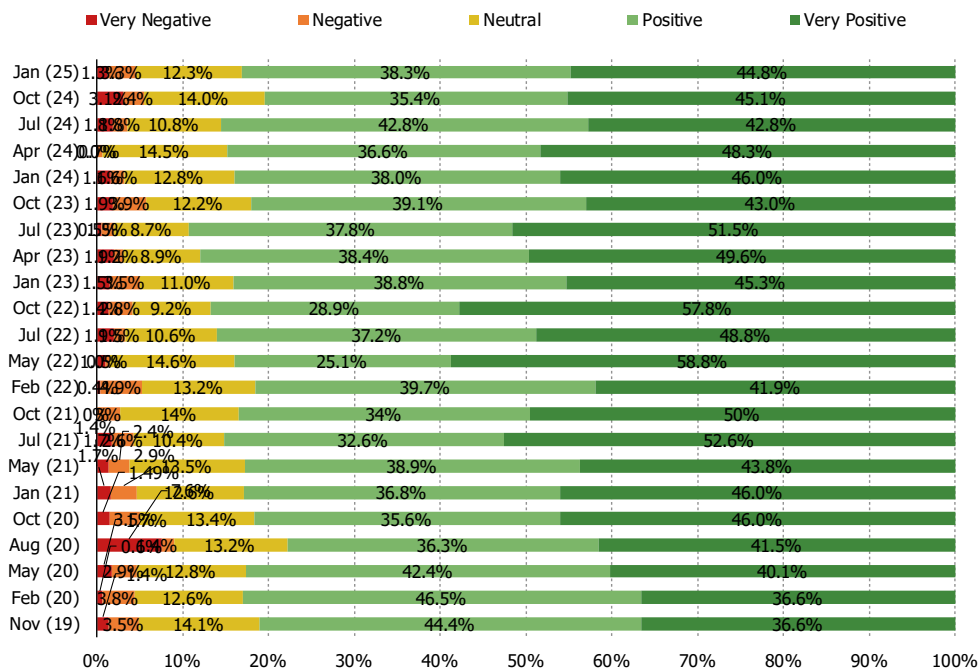


WHAT IS YOUR PERCEPTION OF SIRIUS XM?

Posed to all respondents.



Posed to paying Sirius subscribers.



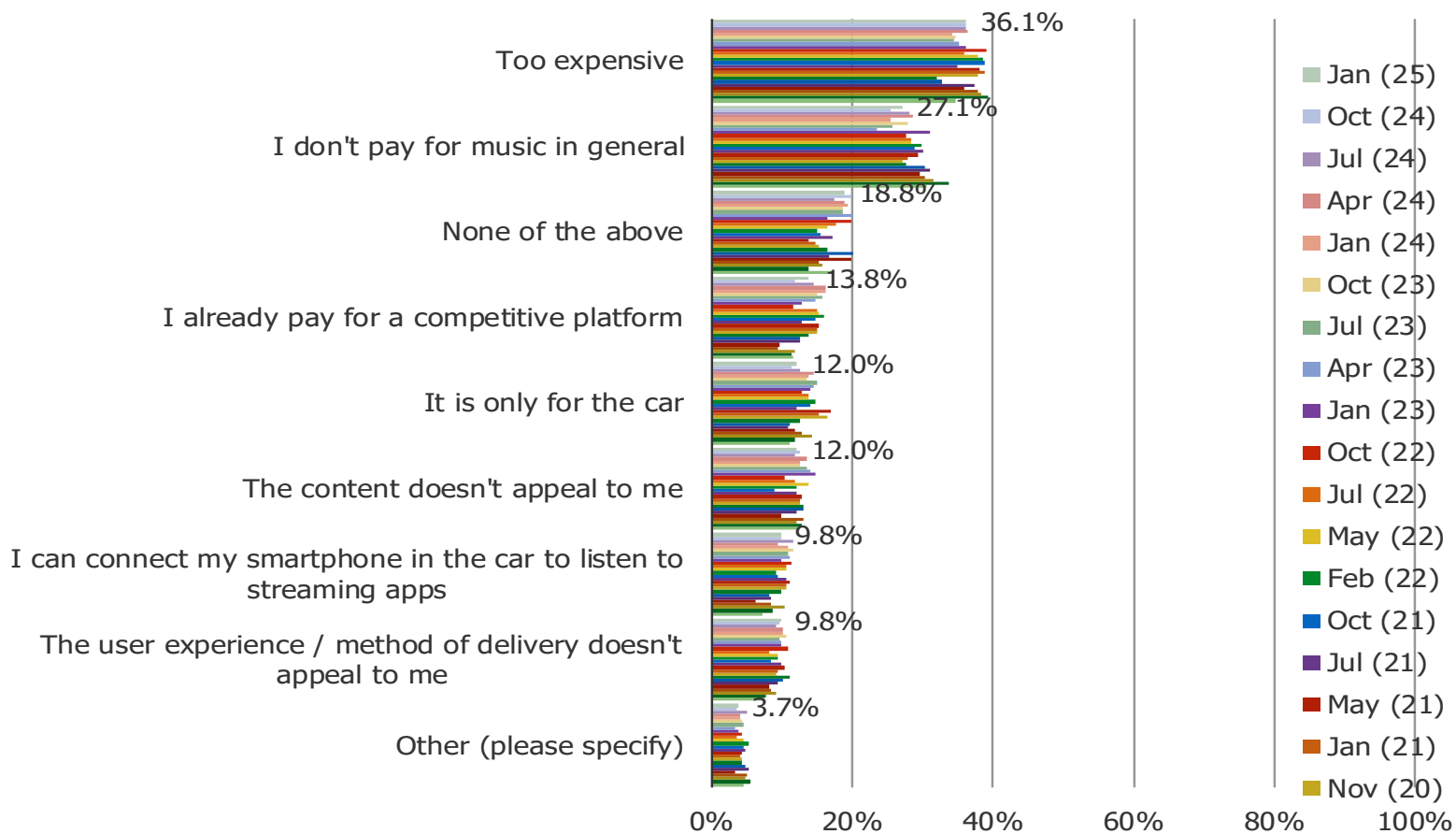
WHY IS YOUR OPINION NEGATIVE?

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

- It doesn't offer anything that Spotify doesn't
- It's too expensive
- Expensive to use
- Bad
- I don't know anything about it.
- Because I don't listen to this music
- Because it plays none of my favorite songs
- Don't care about it
- I don't know anything about it
- Over charged me
- Politics
- Too much, it's radio it should be free
- Don't like to pay to listen to music it's free on radio
- With all of these apps, it's kind of pointless to have Sirius xm radio. I can now play what I want whenever I want to
- It is very hard to cancel with them
- Because I don't listen to it
- Everyone i know and myself included have had a hassle trying to get out of a subscription. Too expensive for the variety
- Four of the past seven times I attempted to access my free trial, I was unable to, got very frustrated and turned to pre-recorded flash drives in place of radio or a streaming service for exactly what I want to listen to, for free.

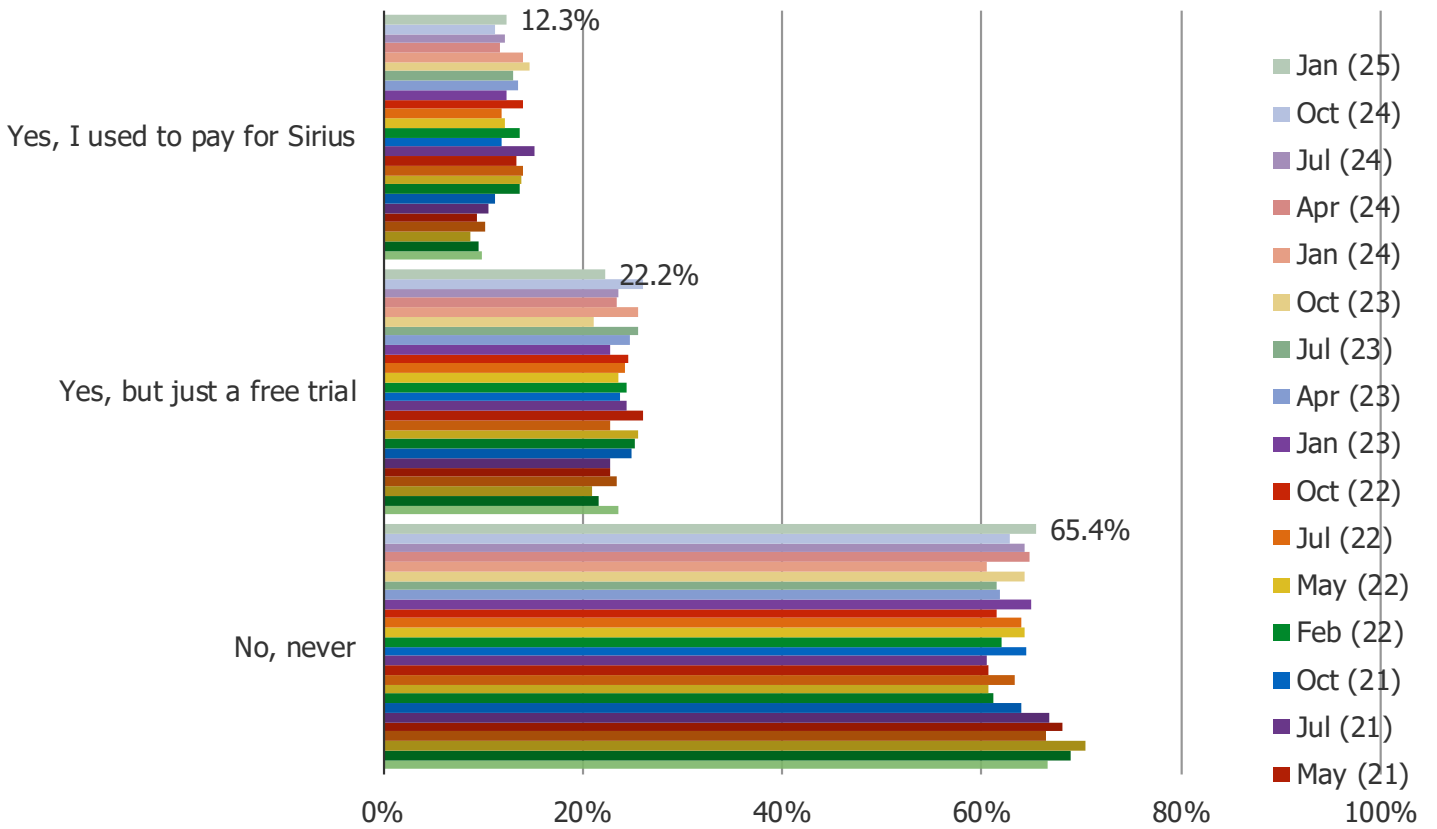
WHY ARE YOU NOT A SIRIUS XM SUBSCRIBER? (SELECT ALL THAT APPLY)

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



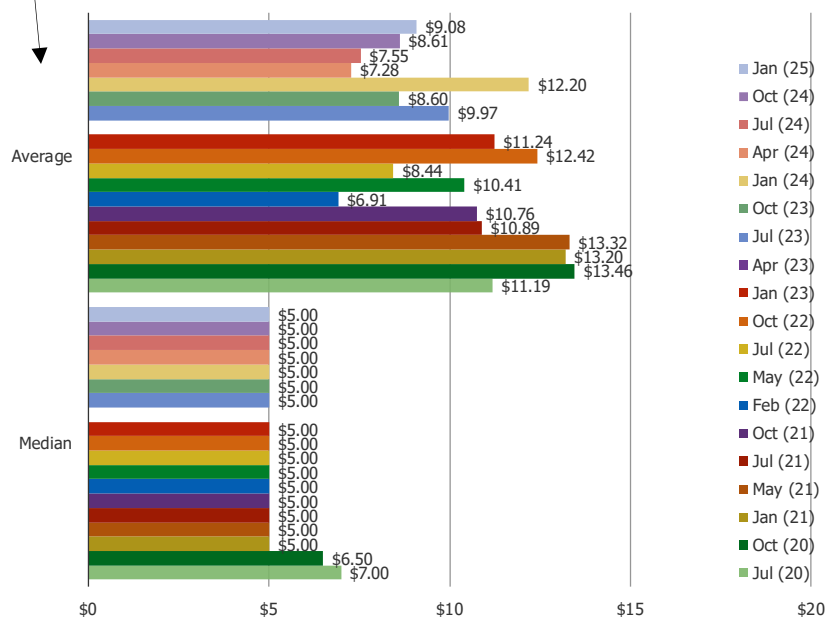
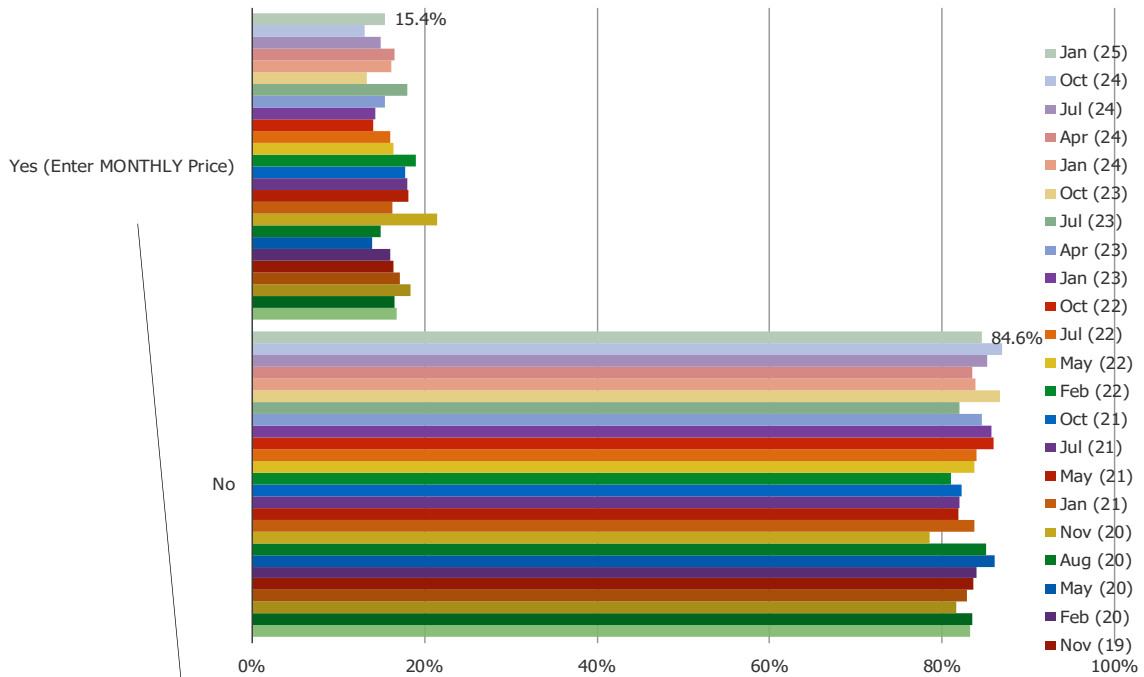
HAVE YOU EVER BEEN A SIRIUS XM SUBSCRIBER?

Posed to non-Sirius XM subscribers.



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

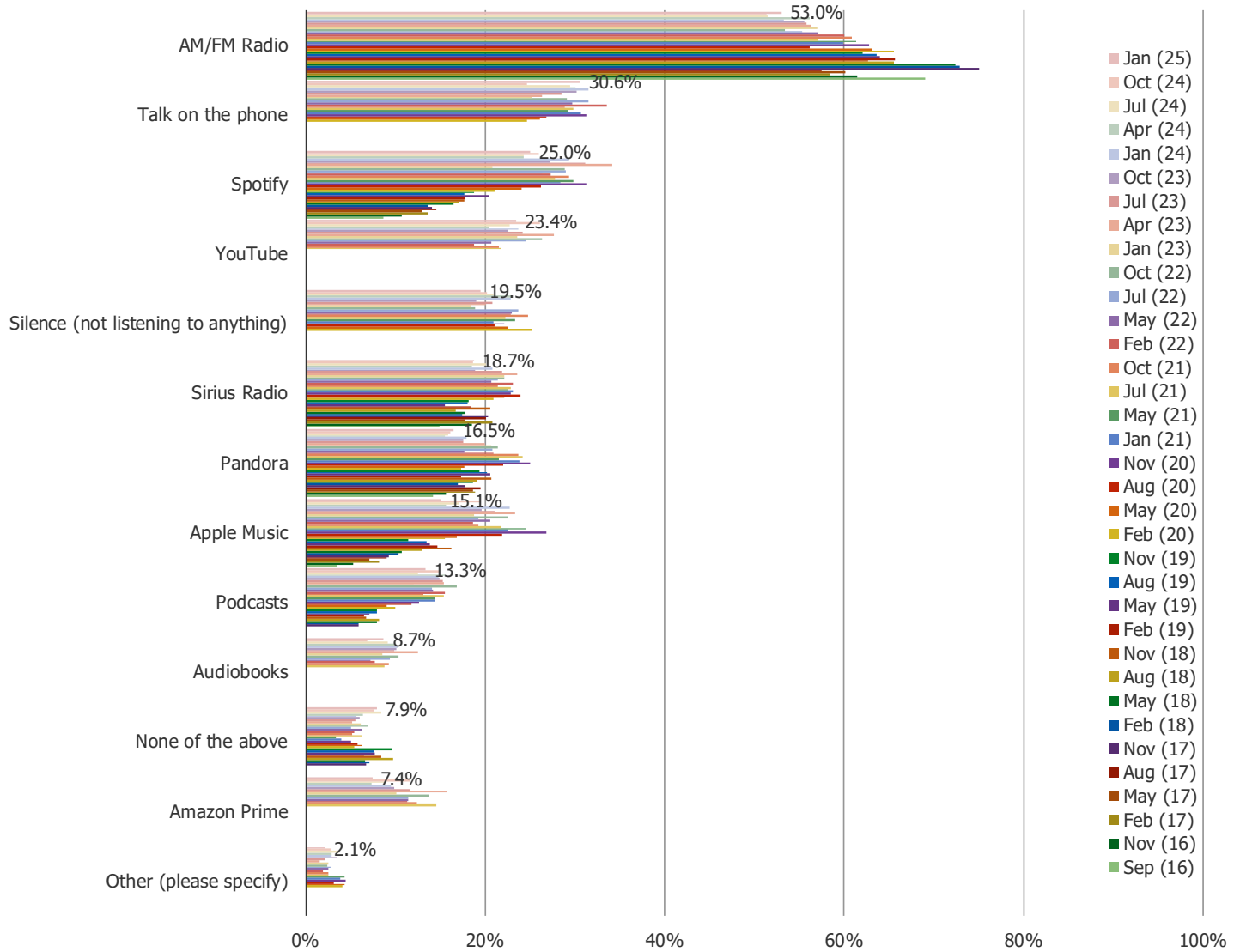
Posed to non-Sirius XM subscribers.



MARKET SHARE IN THE CAR

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

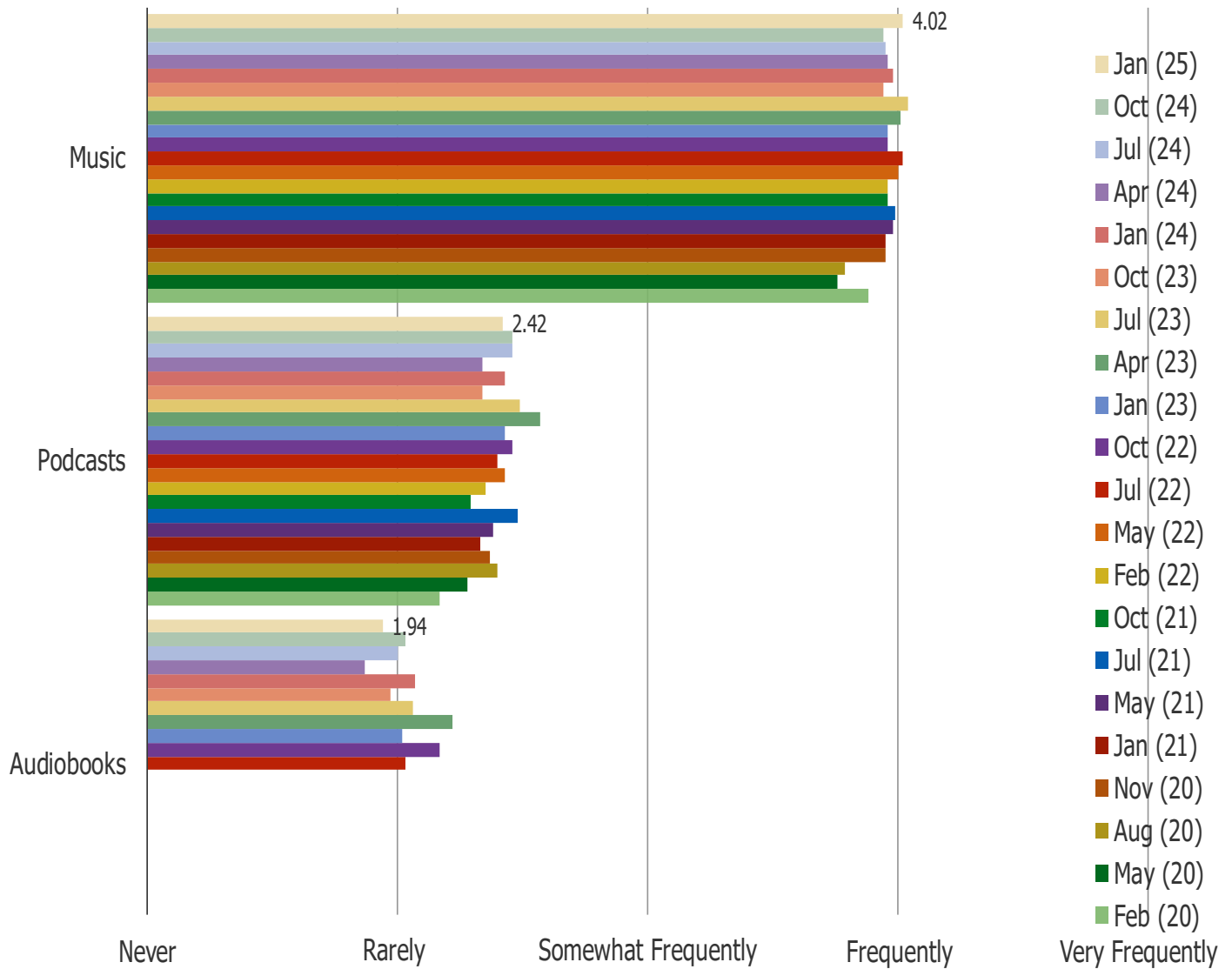
Posed to all respondents who own / lease a car



AIRPODS

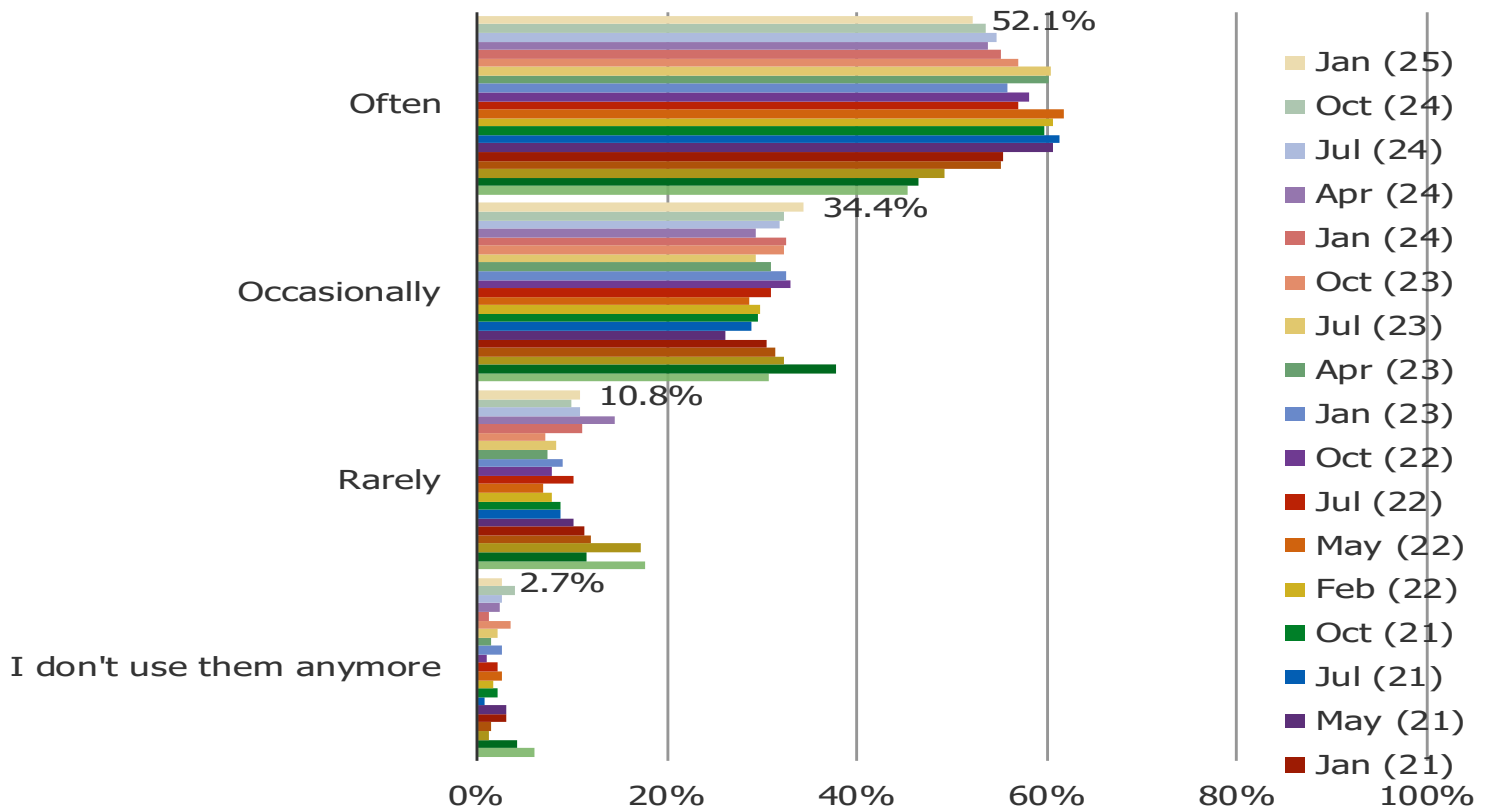
HOW OFTEN DO YOU LISTEN TO...

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

