

BESPOKE SURVEYS

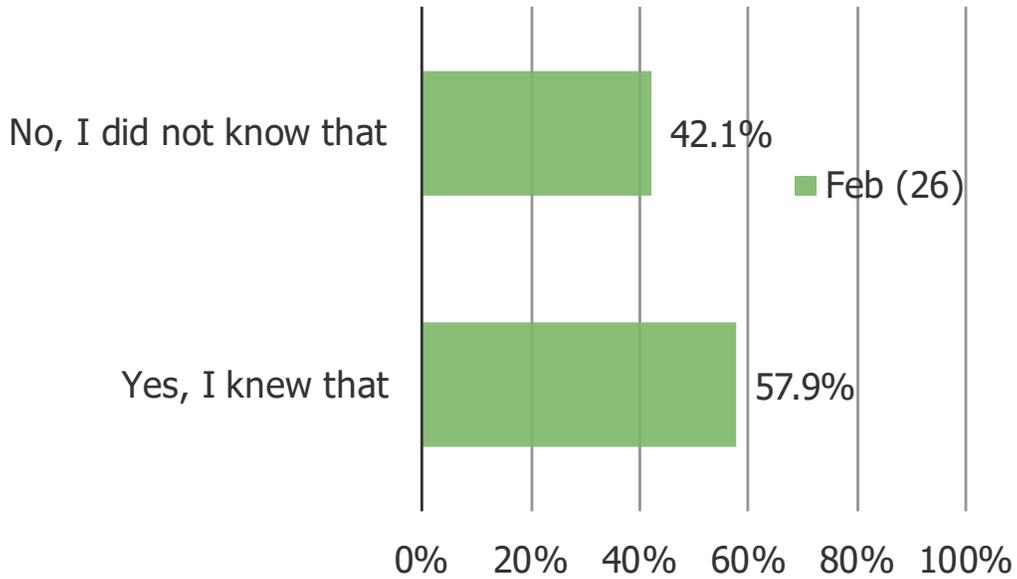
Audio (Streaming and Radio) Vol 38

1000+ Respondents Per Quarter

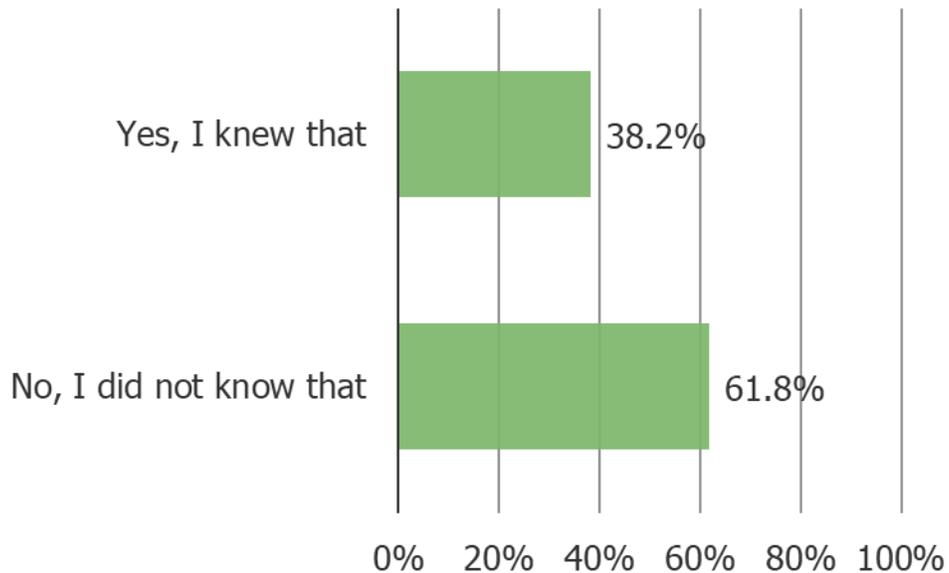
NEW QUESTIONS

DID YOU KNOW THAT SPOTIFY PREMIUM PLANS NOW INCLUDE LOSSLESS / HIGH FIDELITY AUDIO?

Posed to respondents who use Spotify (N = 380)

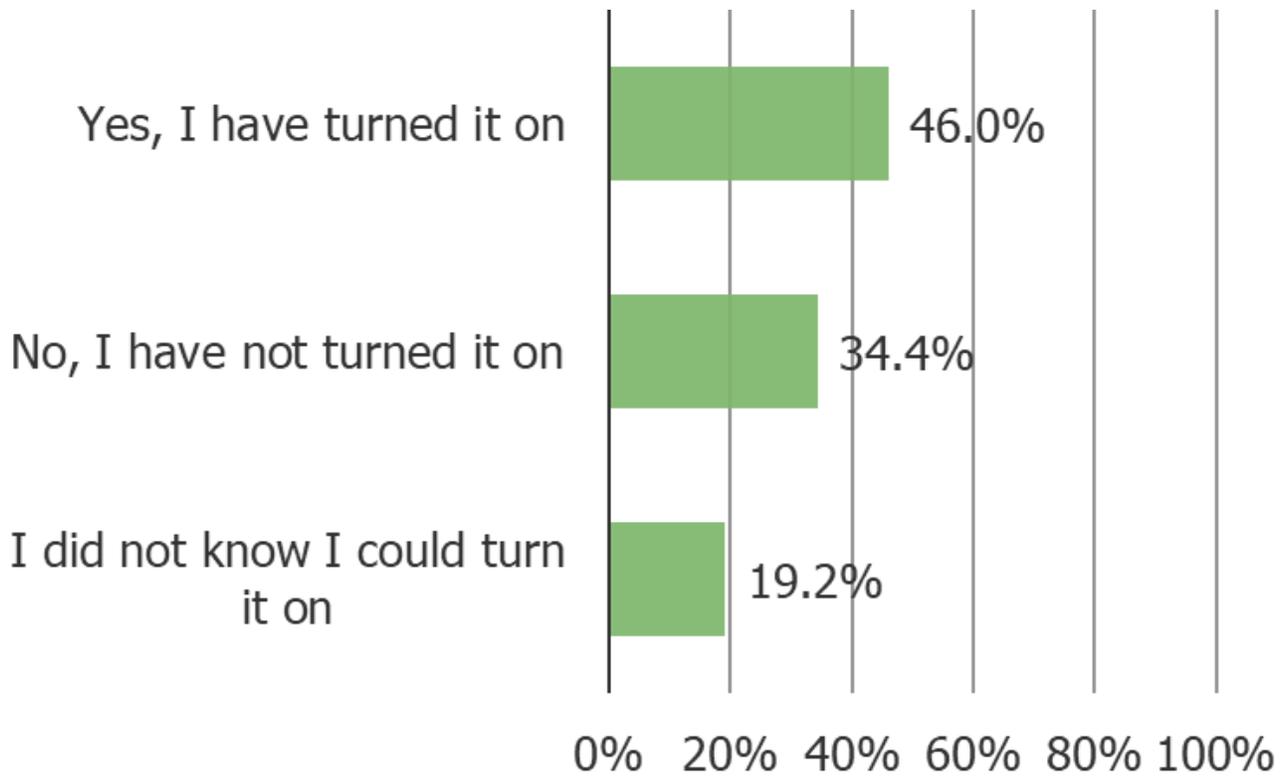


Filter: Spotify Free Account Holders (N = 131)



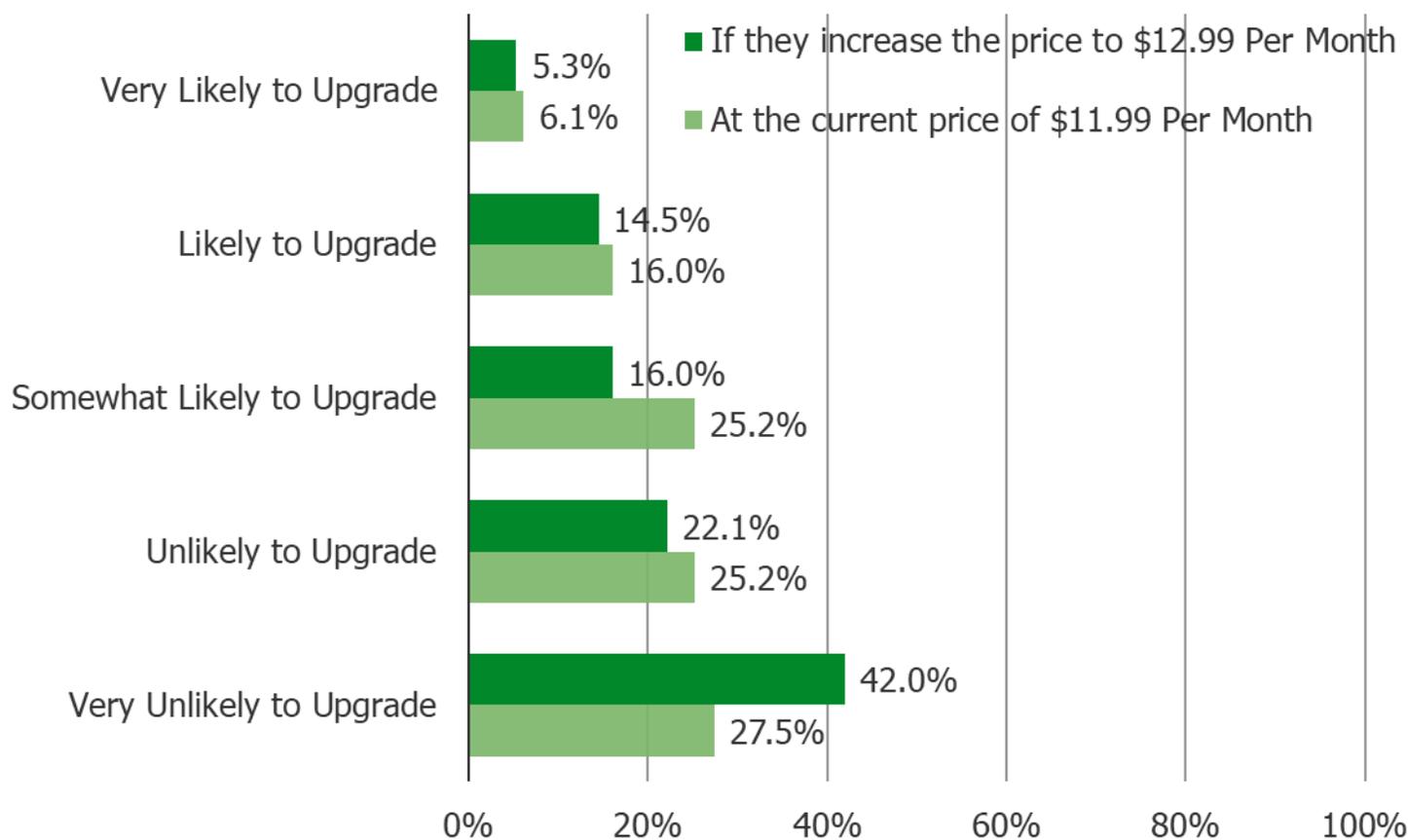
HAVE YOU MANUALLY ENABLED LOSSLESS AUDIO IN YOUR SETTINGS?

Posed to paid users of Spotify (N = 250)



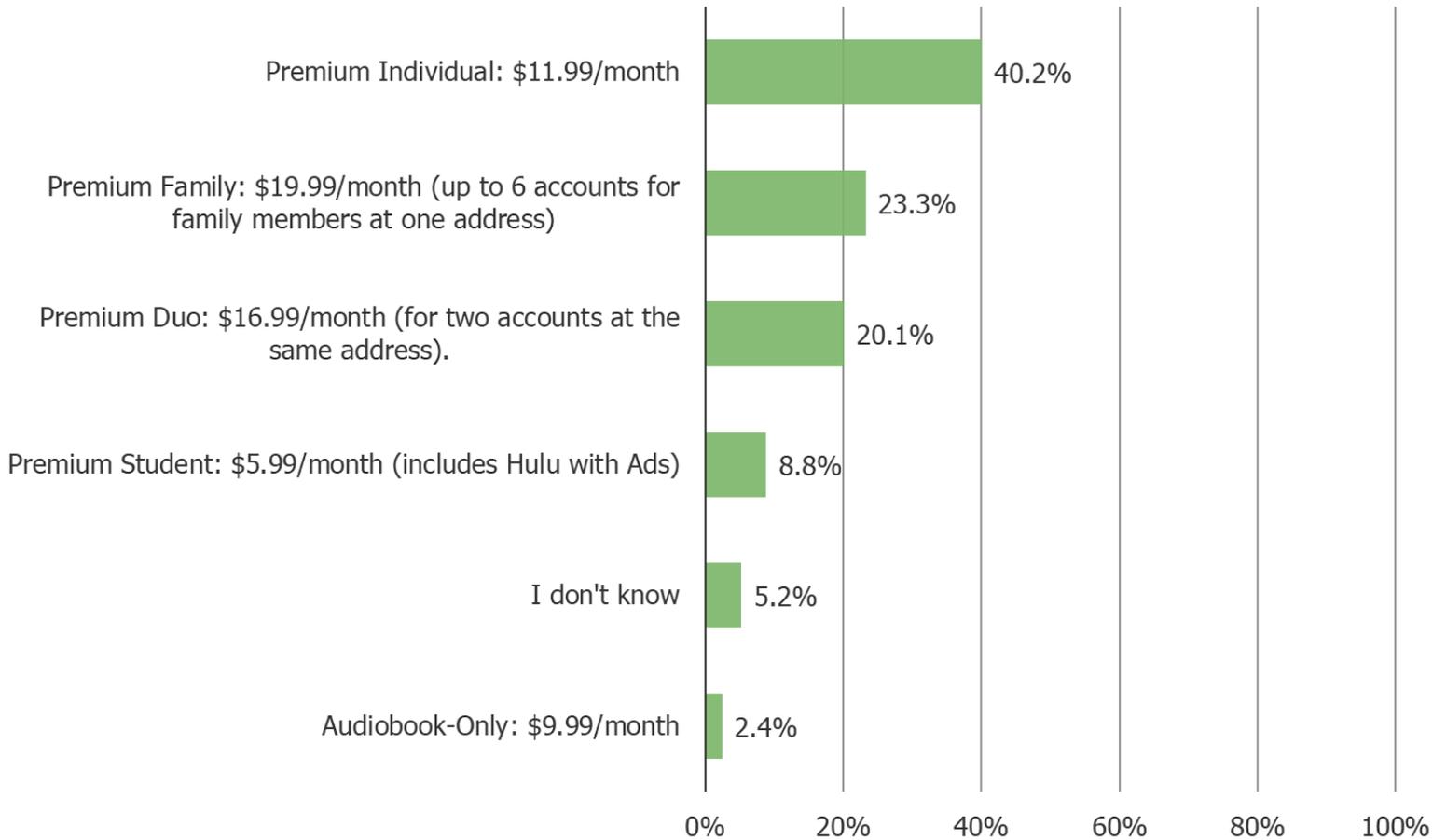
NOW THAT SPOTIFY HAS LOSSLESS AUDIO IN ITS PREMIUM PLANS, HOW LIKELY ARE YOU TO UPGRADE IN THE NEXT FEW MONTHS?

Posed to Spotify Free Account Holders (N = 131)



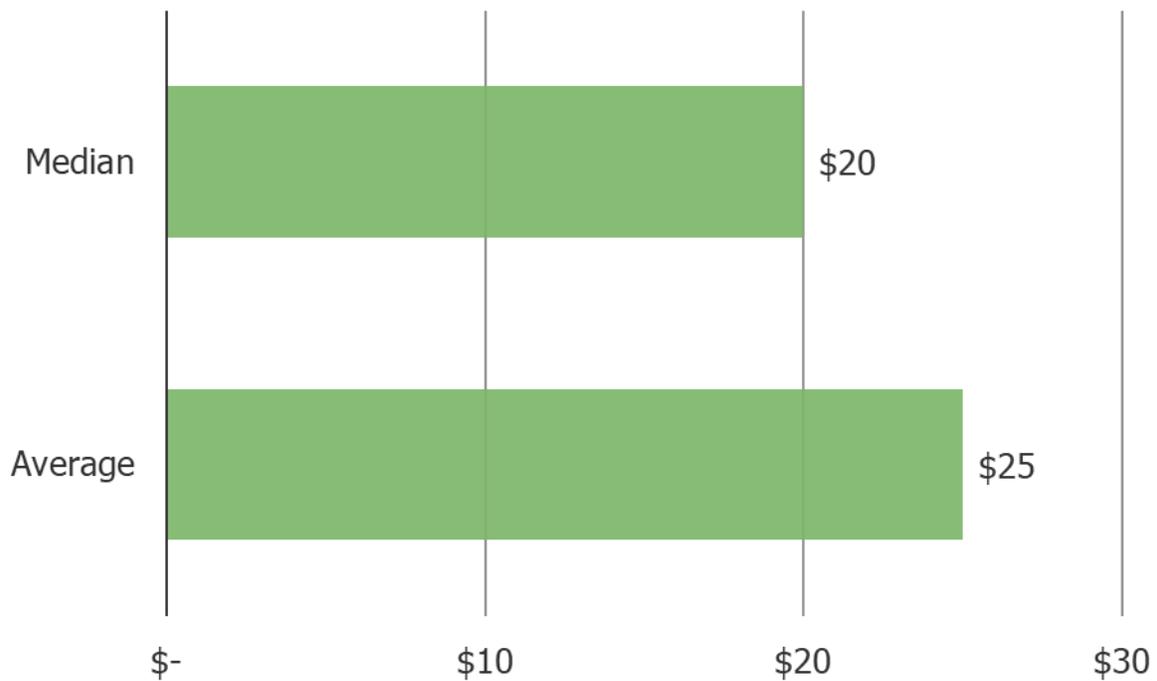
WHICH SPOTIFY PREMIUM PLAN DO YOU CURRENTLY PAY FOR?

Posed to Spotify Premium members (N = 250)



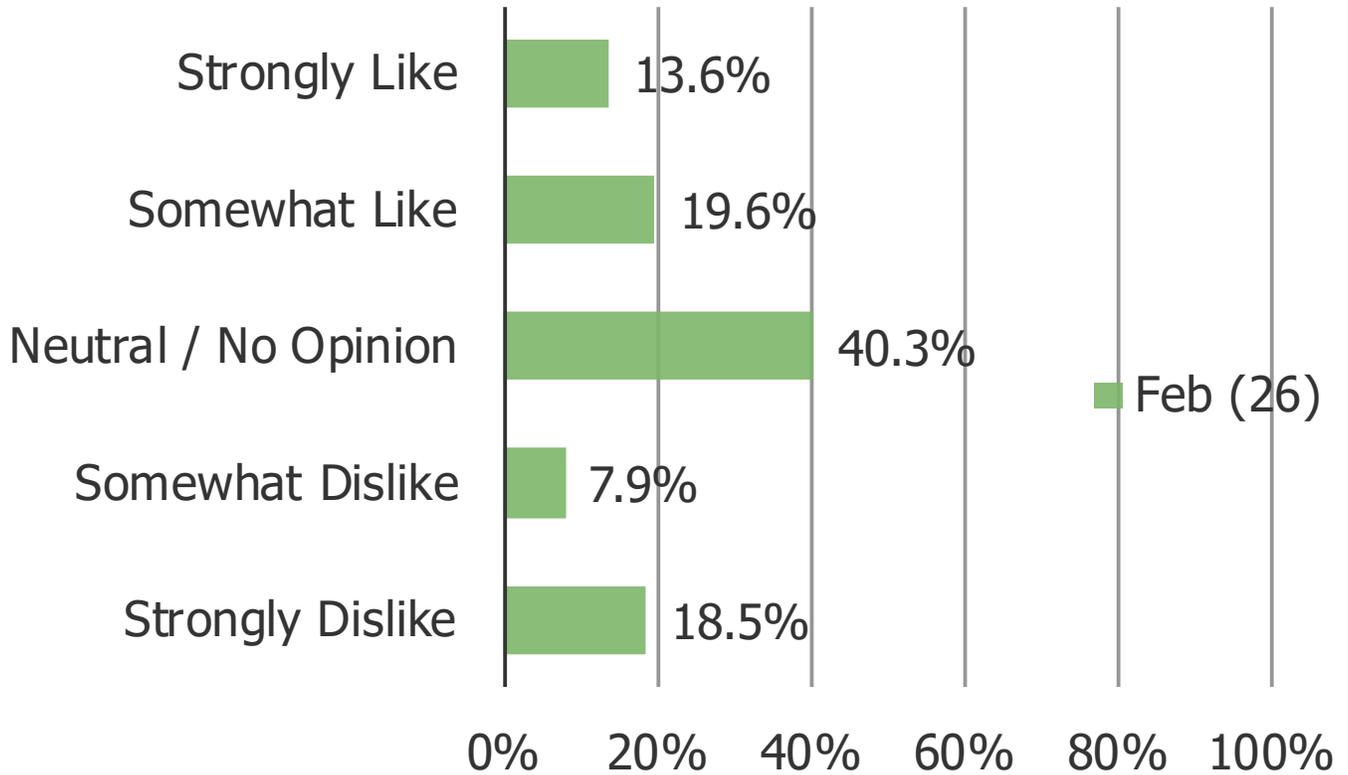
AT WHAT MONTHLY PRICE POINT WOULD YOU DECIDE TO CANCEL YOUR SPOTIFY SUBSCRIPTION?
(IE, IF SPOTIFY CONTINUES TO RAISE PRICES, WHAT PRICE POINT PER MONTH WOULD TRIGGER
YOUR CANCELLATION OF SPOTIFY)?

Posed to respondents who use Spotify (N = 380)



DO YOU LIKE ENCOUNTERING SONGS/AUDIO MADE BY AI IN YOUR DISCOVERY FEED ON STREAMING MUSIC PLATFORMS?

Posed to all respondents.



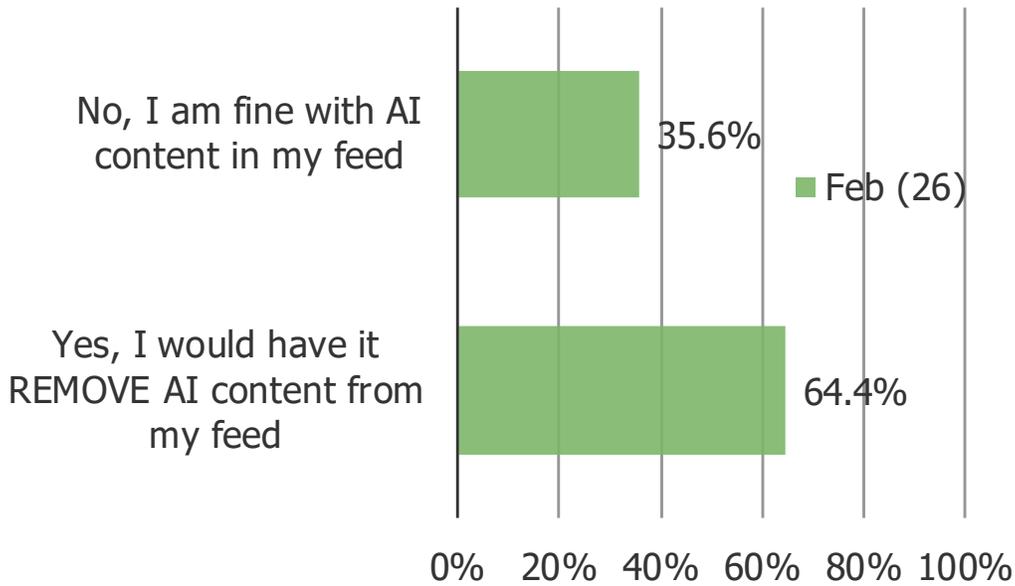
HOW OFTEN HAVE YOU COME ACROSS AI-GENERATED MUSIC IN YOUR FEED ON THE FOLLOWING?

Posed to respondents who use the below.

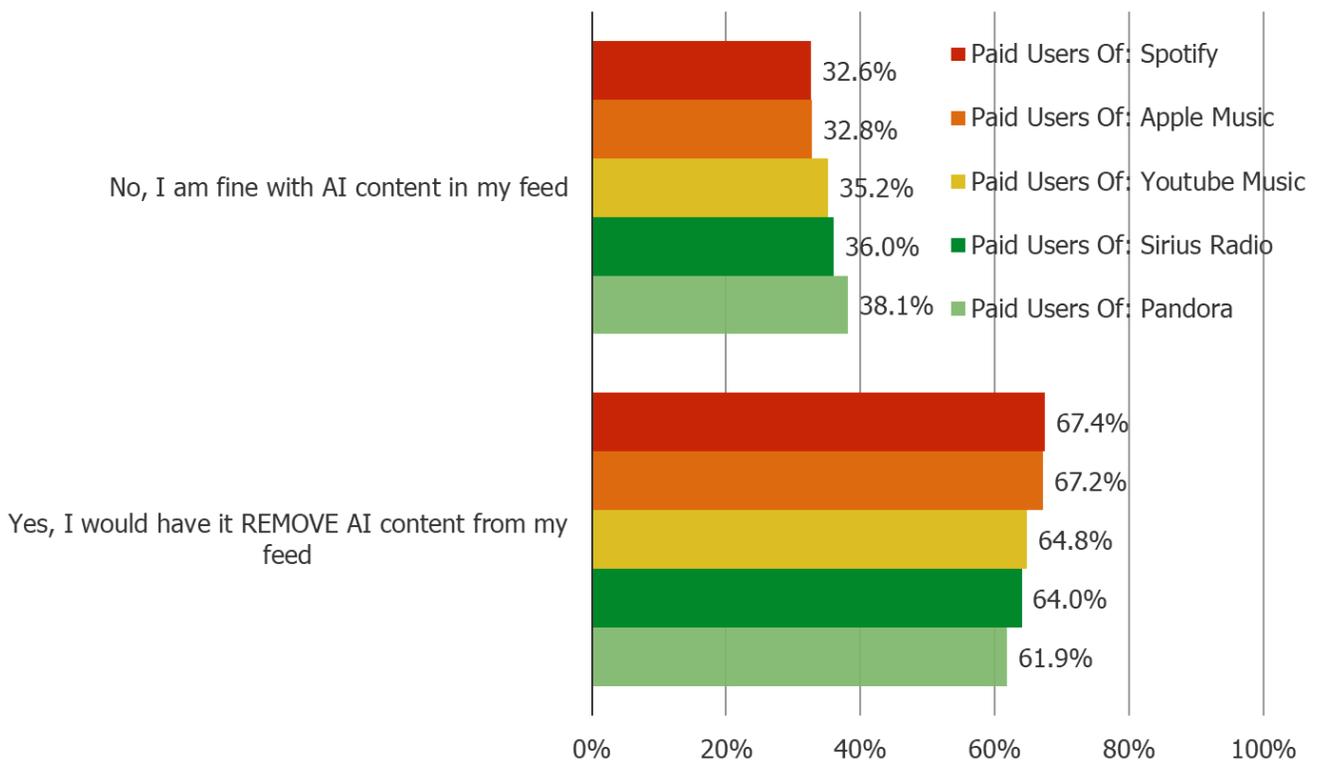


IF THERE WAS A "FILTER OUT AI BUTTON" IN YOUR STREAMING MUSIC PLATFORM SETTINGS, WOULD YOU CHOOSE TO USE IT?

Posed to all respondents.

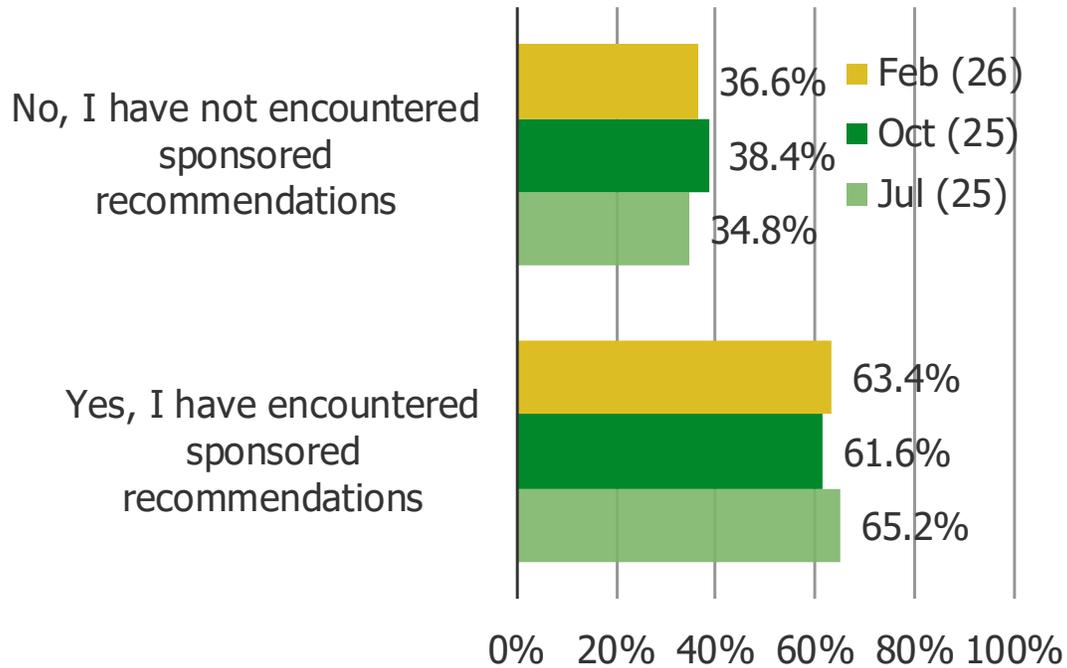


Cross-Tab Analysis: Posed to Paid Users of Each Platform...

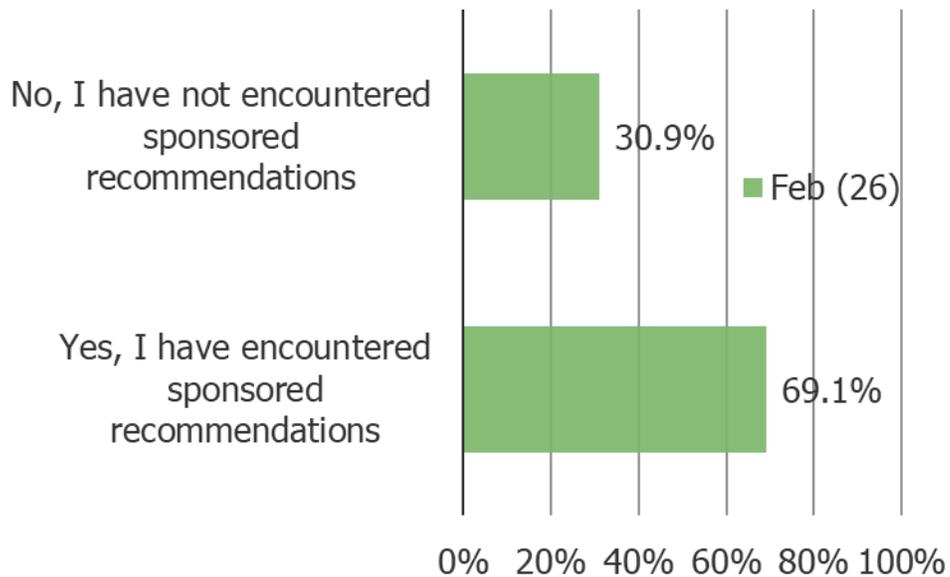


WHILE USING THE SPOTIFY APP, HAVE YOU ENCOUNTERED SPONSORED RECOMMENDATIONS IN YOUR HOME PAGE? SPONSORED RECOMMENDATIONS ARE SMALL POP-UPS IN YOUR HOME PAGE THAT SHOW MUSIC SUGGESTIONS AND SAY "SPONSORED RECOMMENDATION" NEAR IT.

Posed to respondents who use Spotify (N = 398)

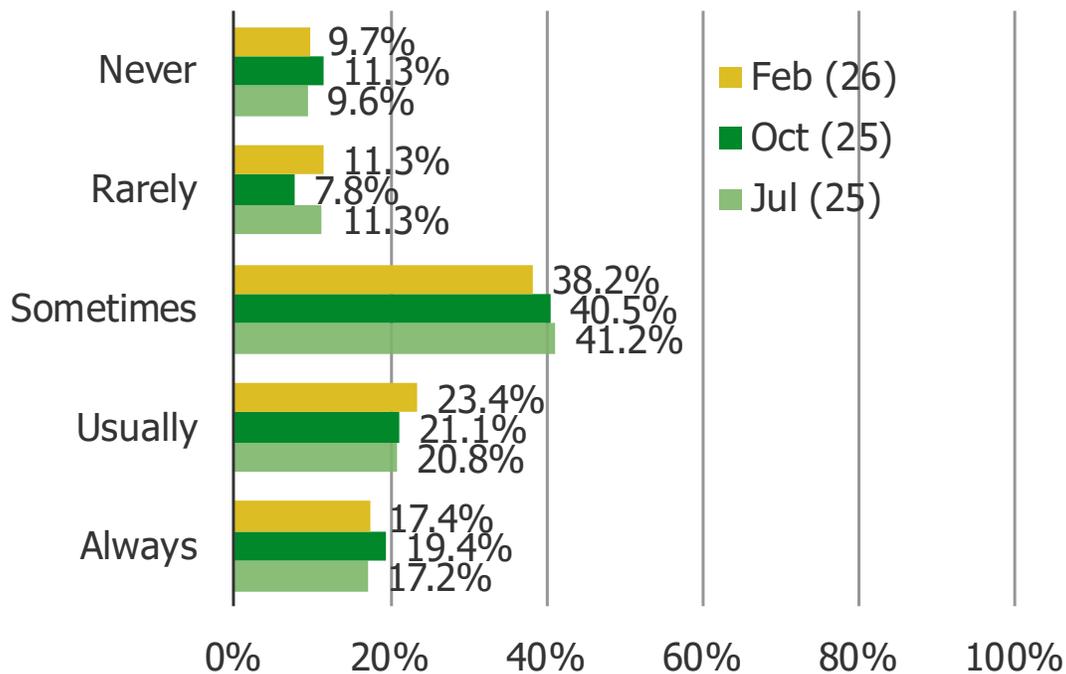


Filter: Paying Spotify Subscribers (N = 249)

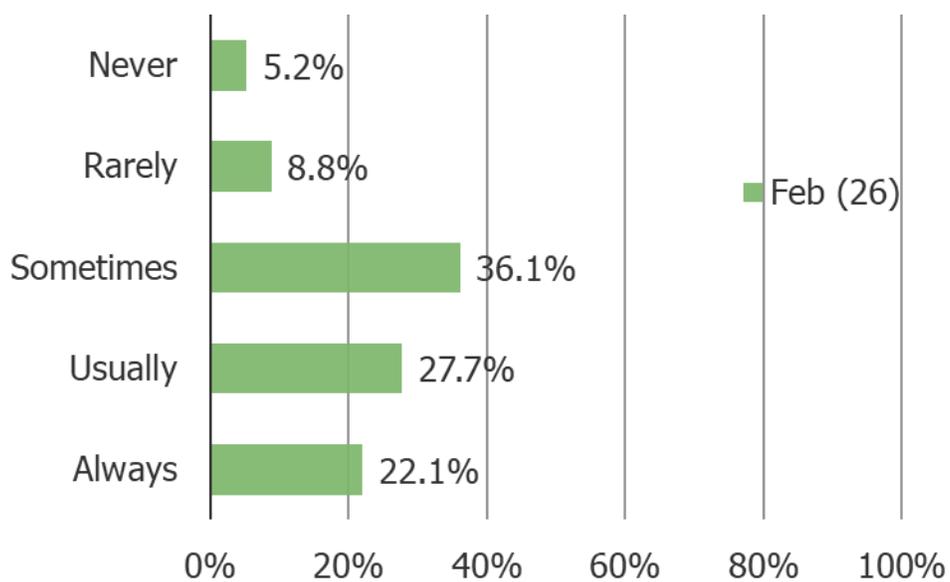


WHEN YOU ENCOUNTERED SPONSORED POSTS, HOW OFTEN HAVE THEY BEEN OF ARTISTS THAT YOU TYPICALLY LISTEN TO MUSIC FROM?

Posed to respondents who use Spotify (N = 398)

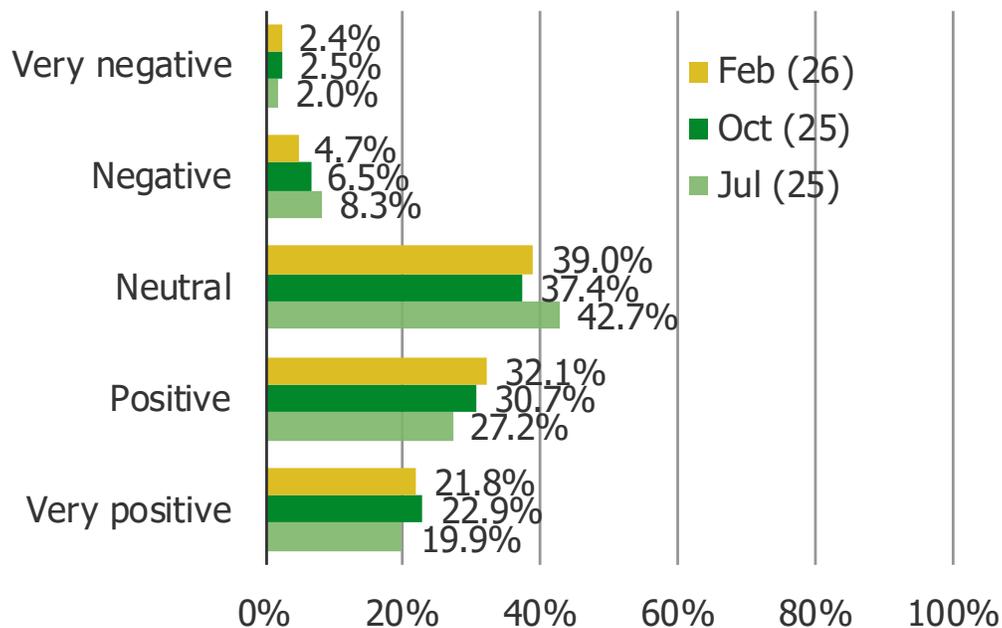


Filter: Paying Spotify Subscribers (N = 249)

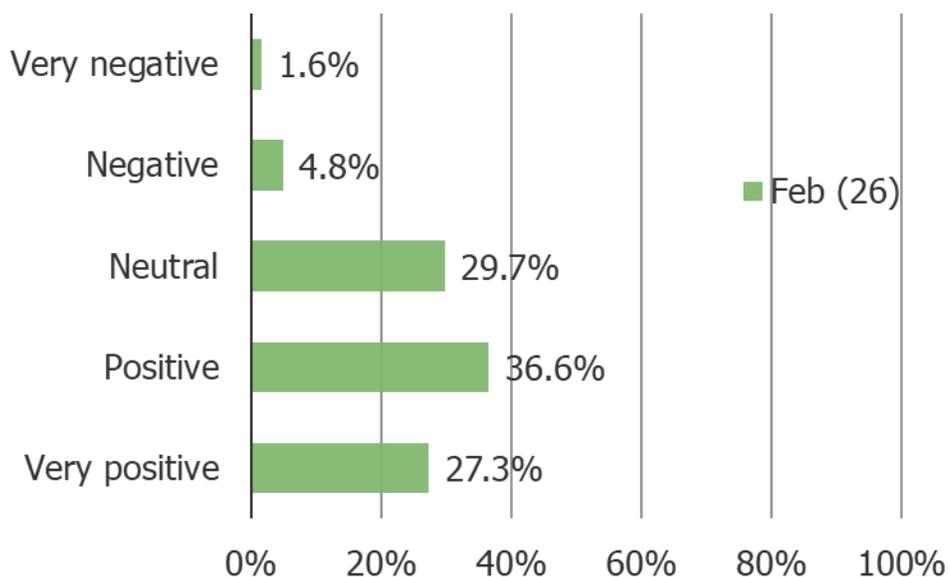


WHAT IS YOUR OPINION OF SPONSORED RECOMMENDATIONS IN THE SPOTIFY HOME PAGE?

Posed to respondents who use Spotify (N = 398)

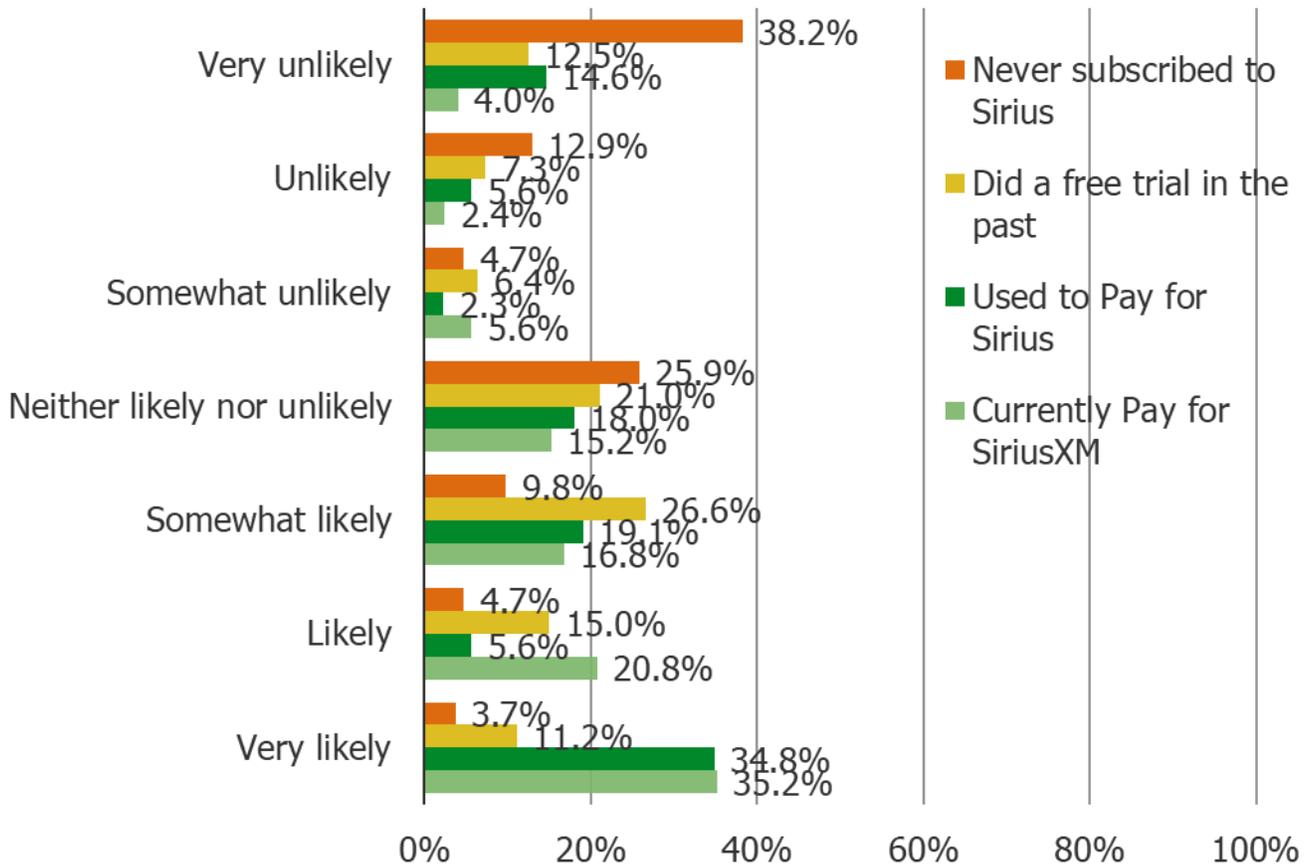


Filter: Paying Spotify Subscribers (N = 249)



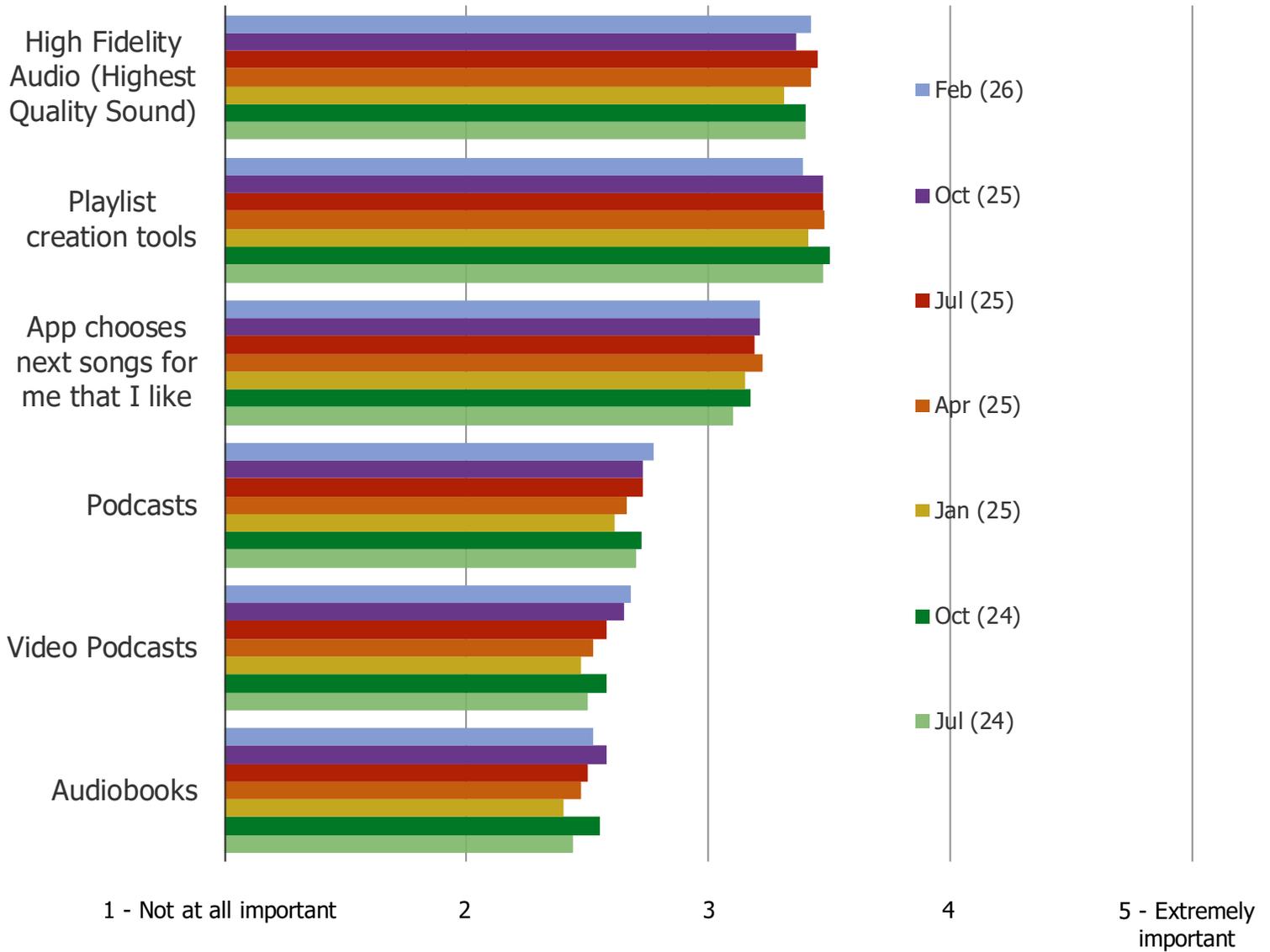
IF SIRIUSXM OFFERED A CHEAPER SUBSCRIPTION PLAN THAT INCLUDED OCCASIONAL ADS, HOW LIKELY WOULD YOU BE TO CONSIDER SUBSCRIBING?

Posed to all respondents, cross-tabbed by their relationship with Sirius XM.



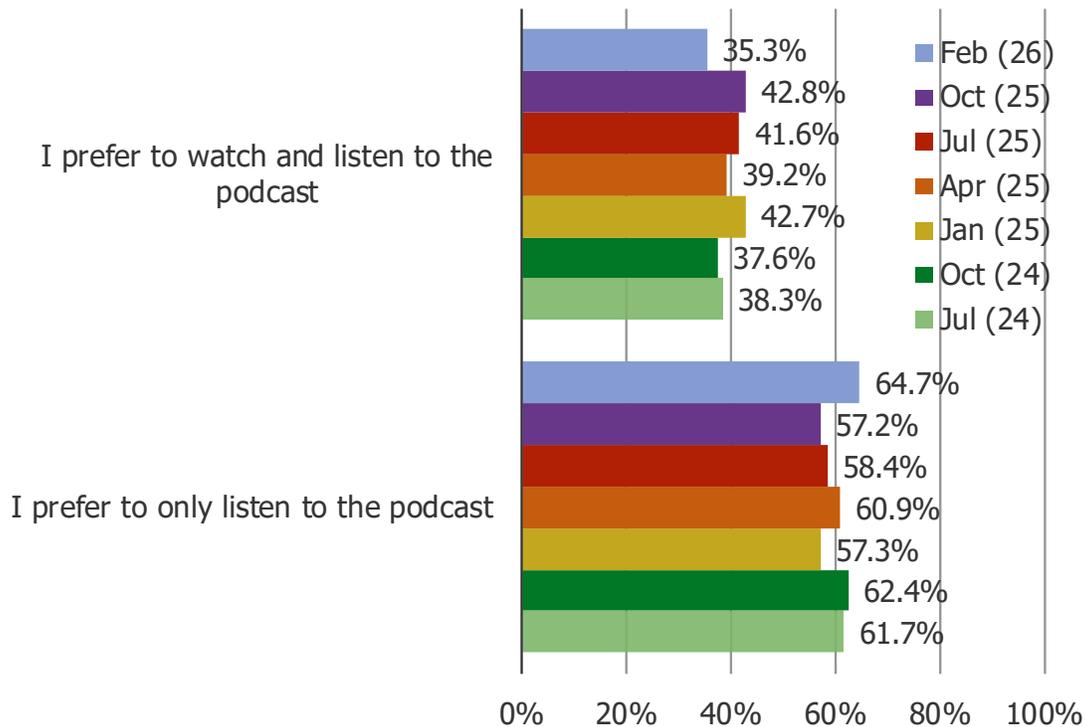
HOW IMPORTANT ARE THE FOLLOWING FEATURES TO YOU IN A MUSIC/AUDIO APP?

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:

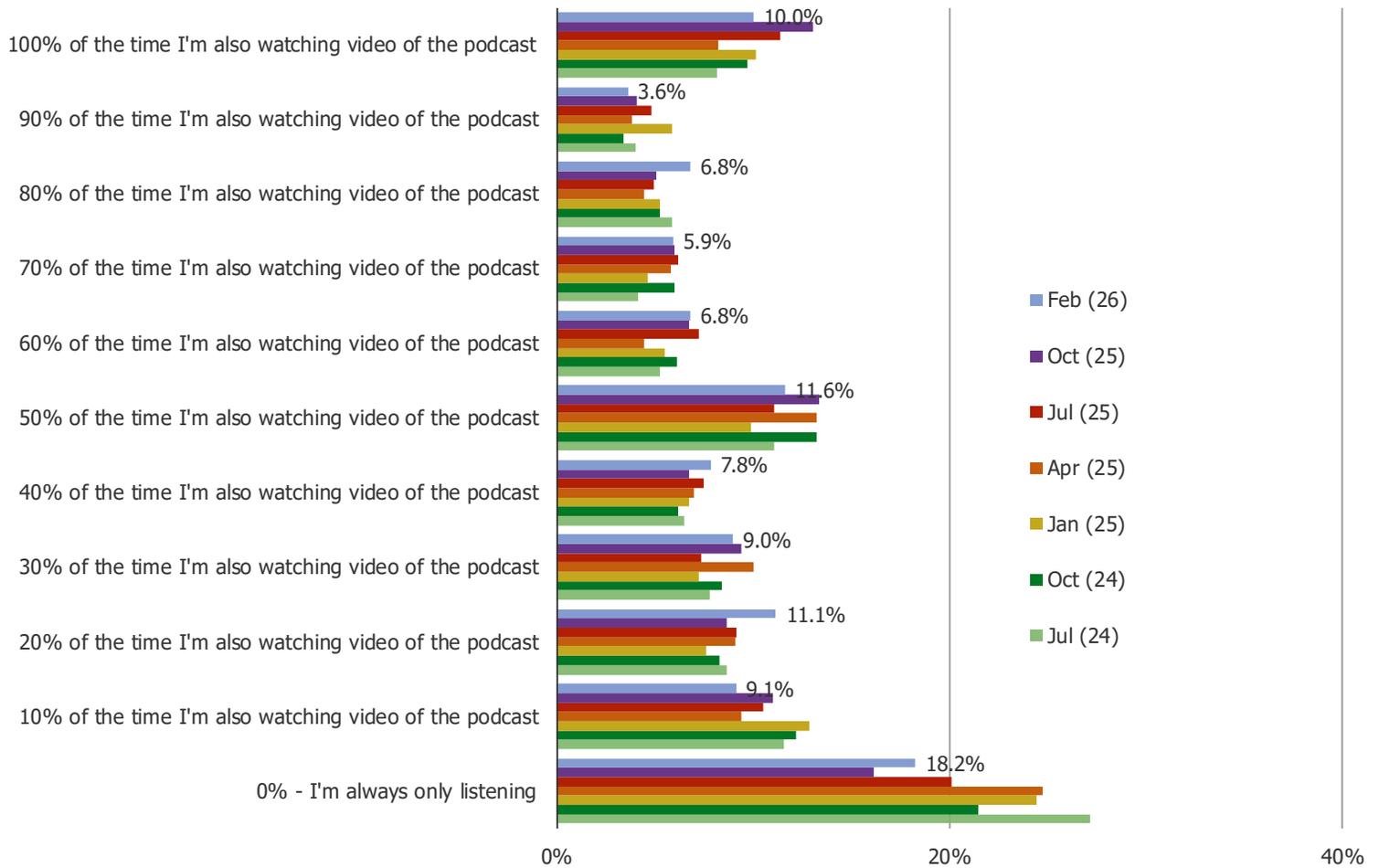
- Multitasking (driving, cleaning, working)
- Mobility/convenience
- Background listening
- Work restrictions

Video Preferences:

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

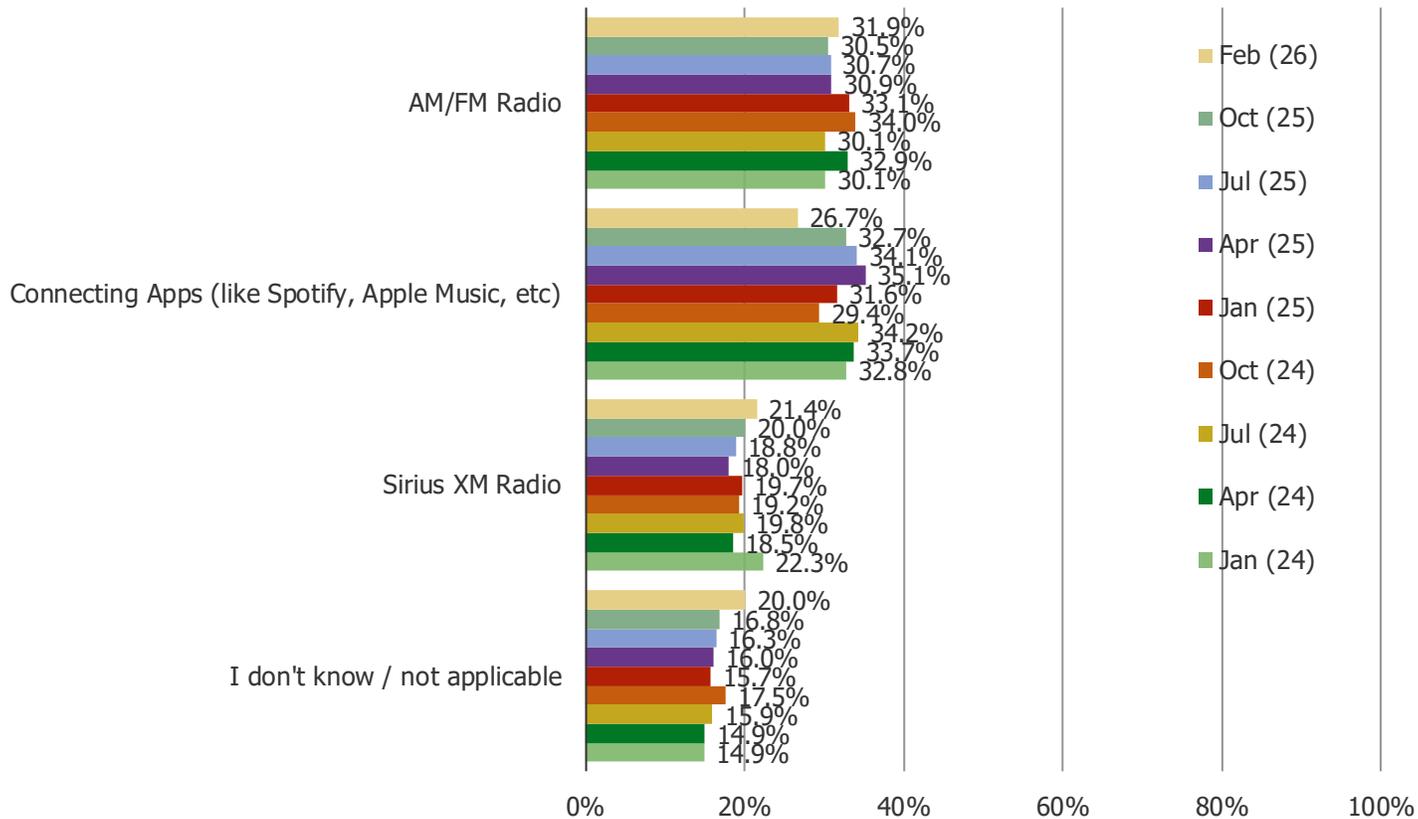
WHAT PERCENTAGE OF THE TIME THAT YOU ARE LISTENING TO PODCASTS ARE YOU WATCHING VIDEO OF THE PODCAST?

Posed to all respondents who listen to podcasts.

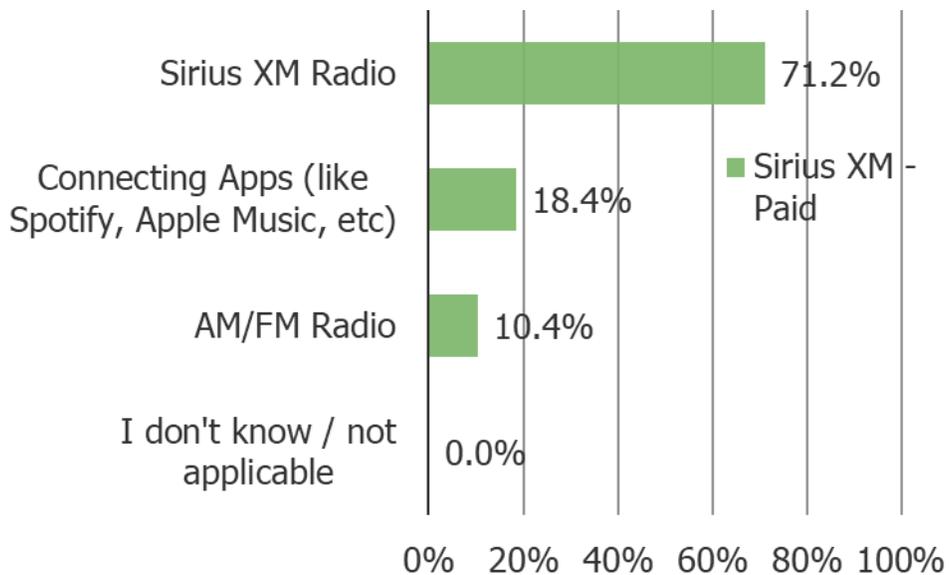


IN YOUR OPINION, WHICH IS BEST FOR LISTENING IN THE CAR?

Posed to all respondents.



Posed to paid Sirius XM users (February 26).

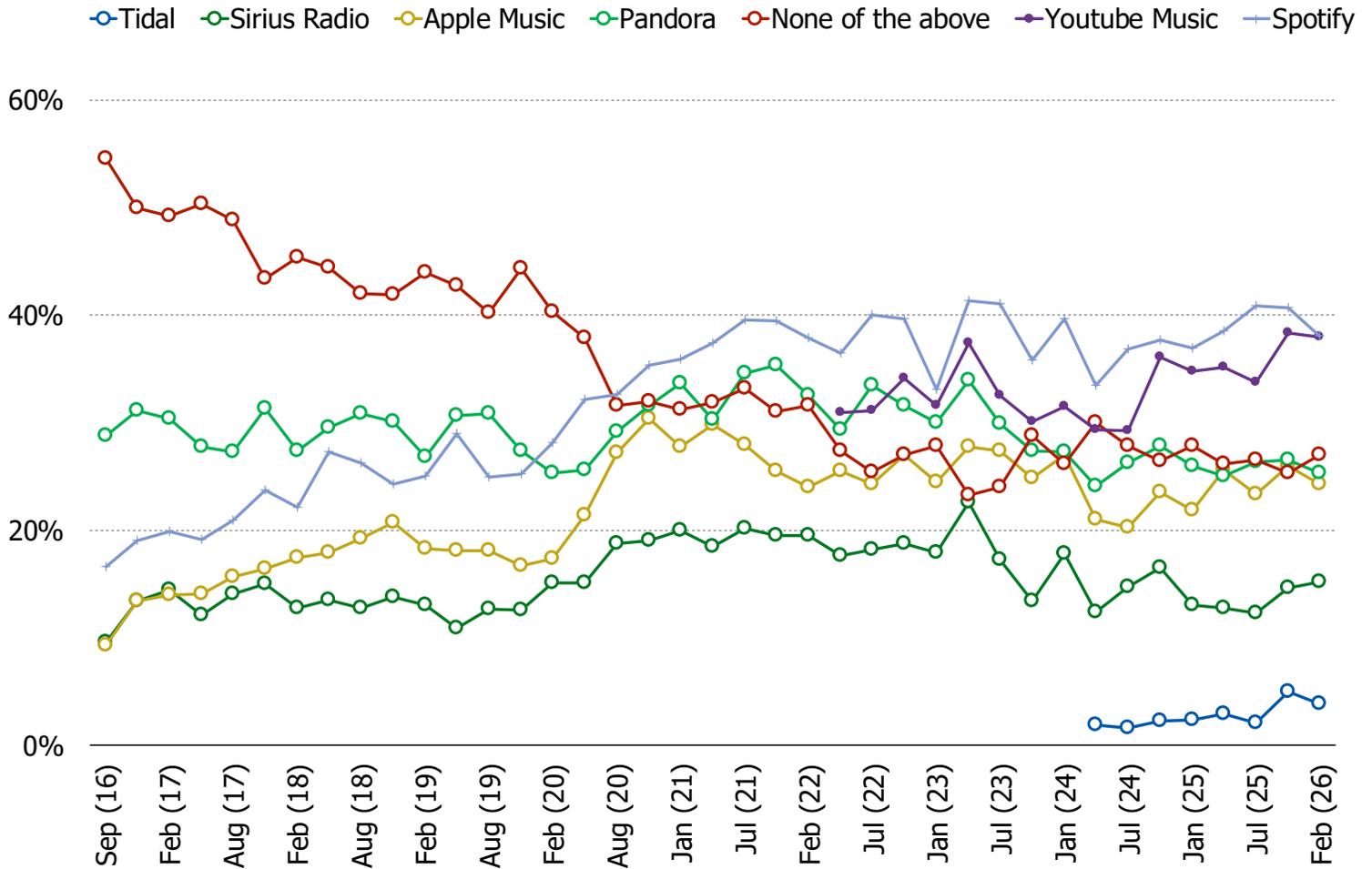


STREAMING PLATFORM DECISION CATALYSTS AND CRITERIA

COMPETITIVE DYNAMICS, STREAMING APPS

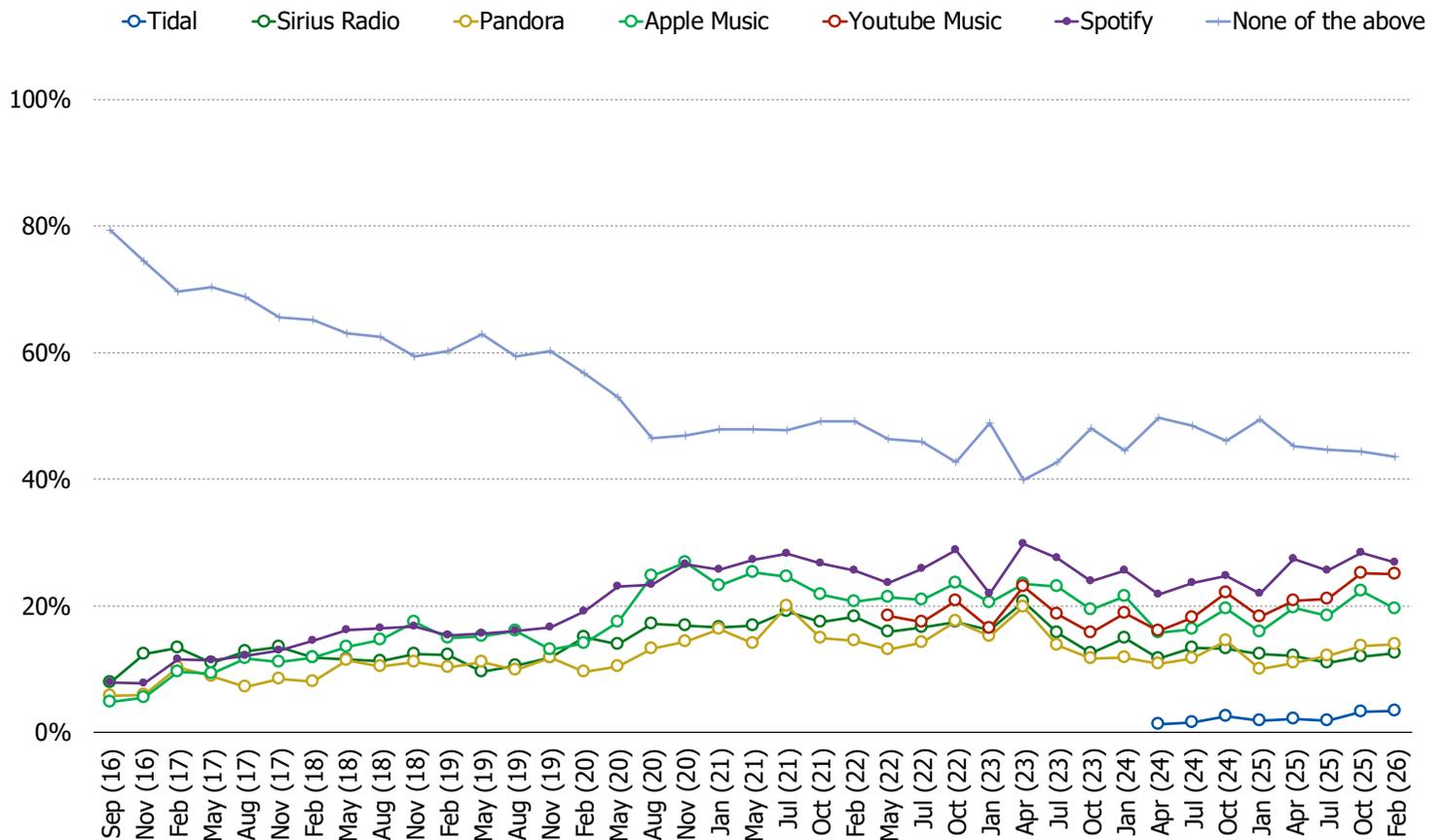
QUARTERLY SURVEY: DO YOU HAVE AN ACCOUNT WITH ANY OF THE FOLLOWING? SELECT ALL THAT APPLY

Posed to all respondents.



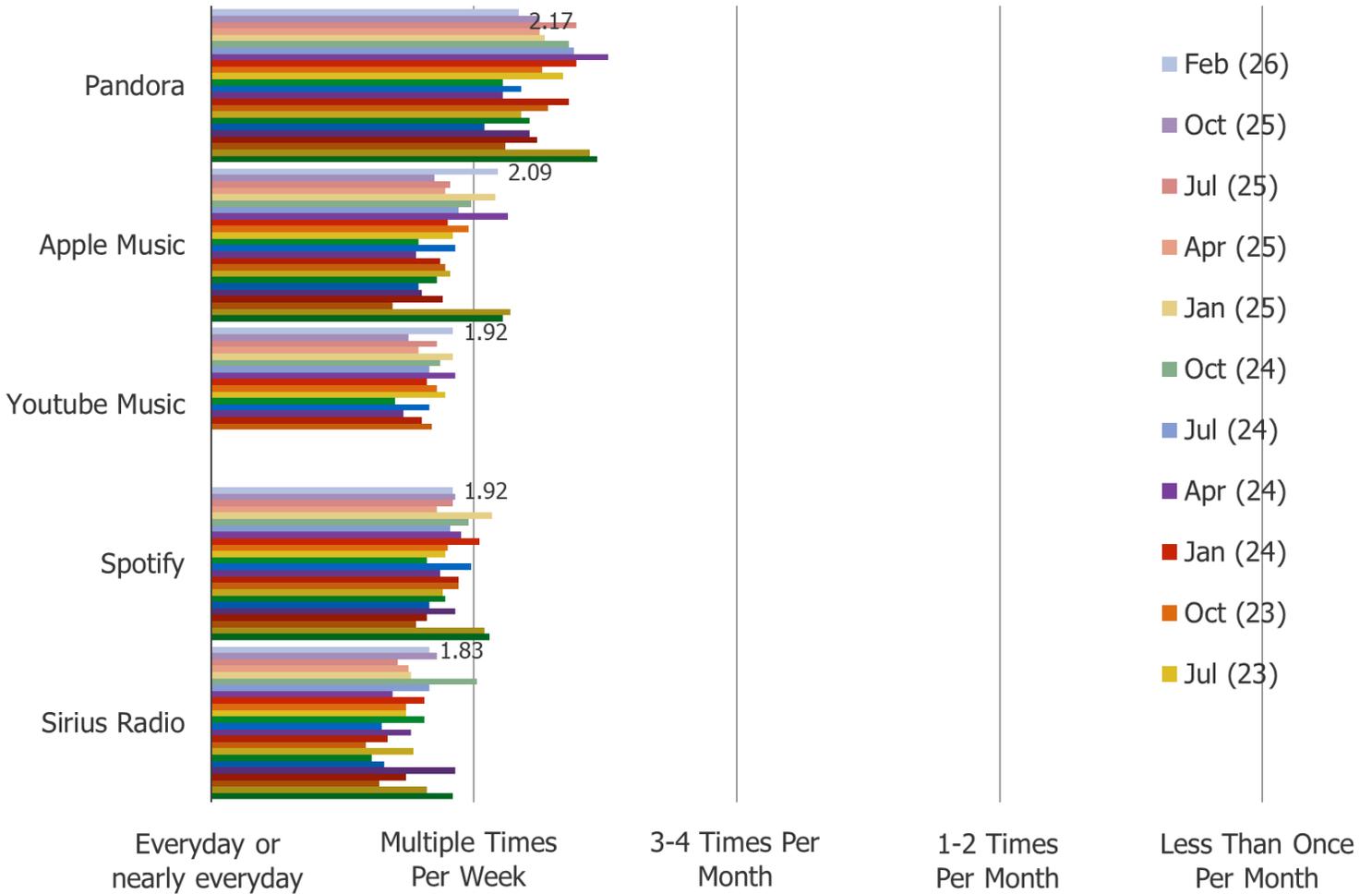
QUARTERLY SURVEY: ARE YOU CURRENTLY PAYING FOR A SUBSCRIPTION WITH ANY OF THE FOLLOWING?
(SELECT ALL THAT APPLY)

Posed to all respondents.



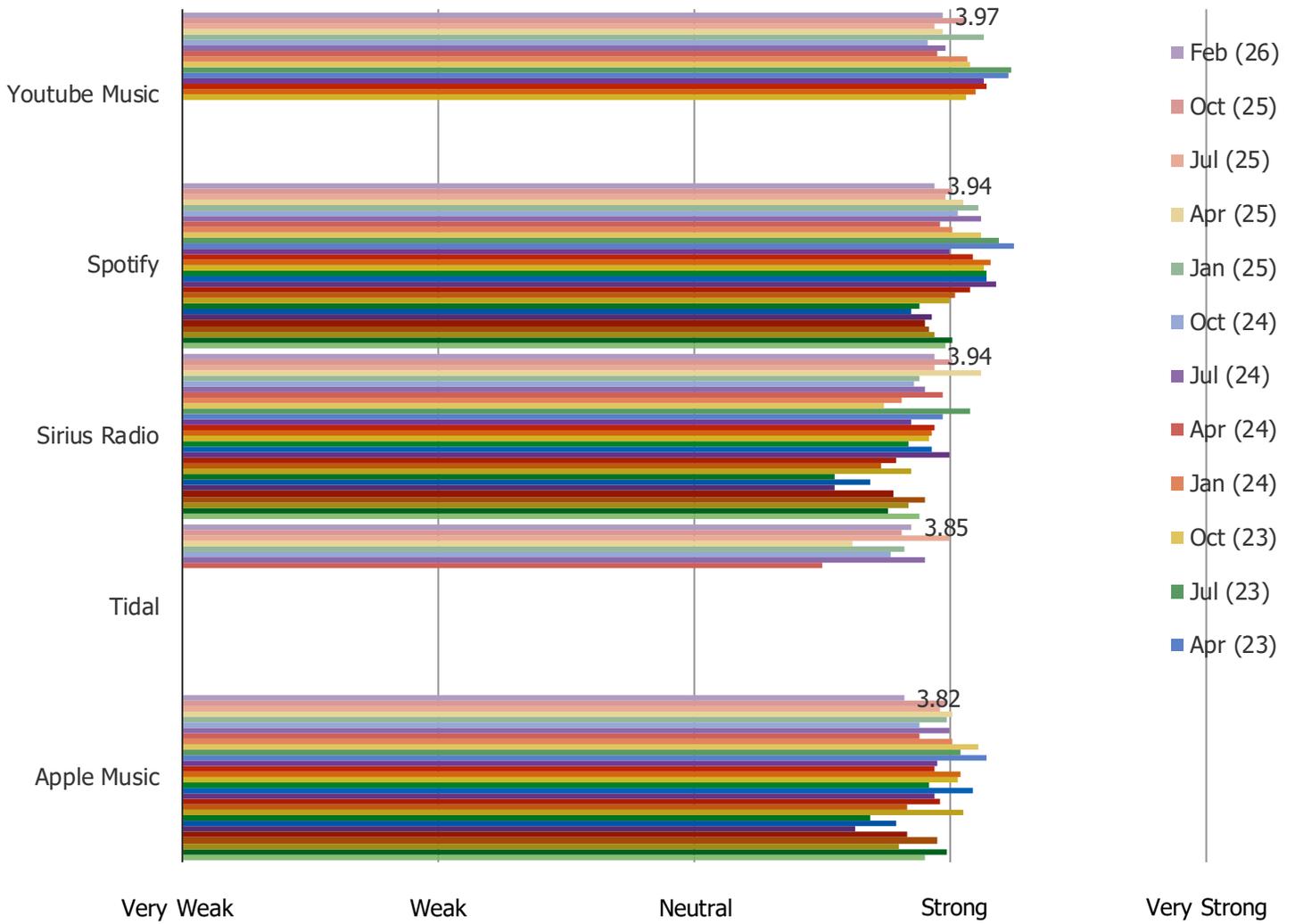
HOW OFTEN DO YOU USE THE FOLLOWING?

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



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

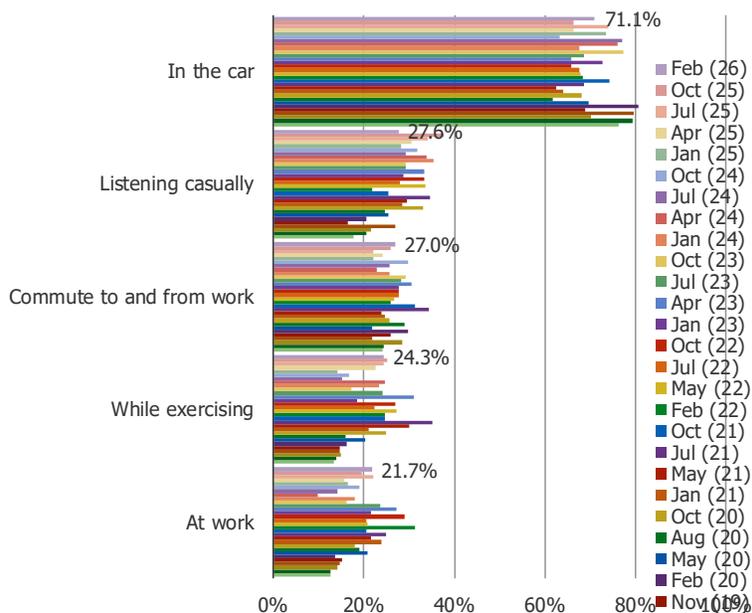
Respondents who pay for each platform



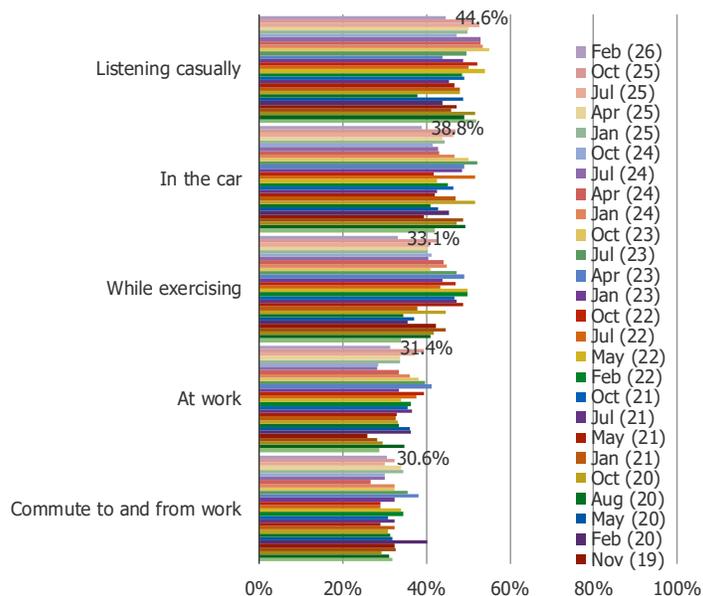
WHERE DO YOU TYPICALLY LISTEN TO THIS PLATFORM? (SELECT ALL THAT APPLY)

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

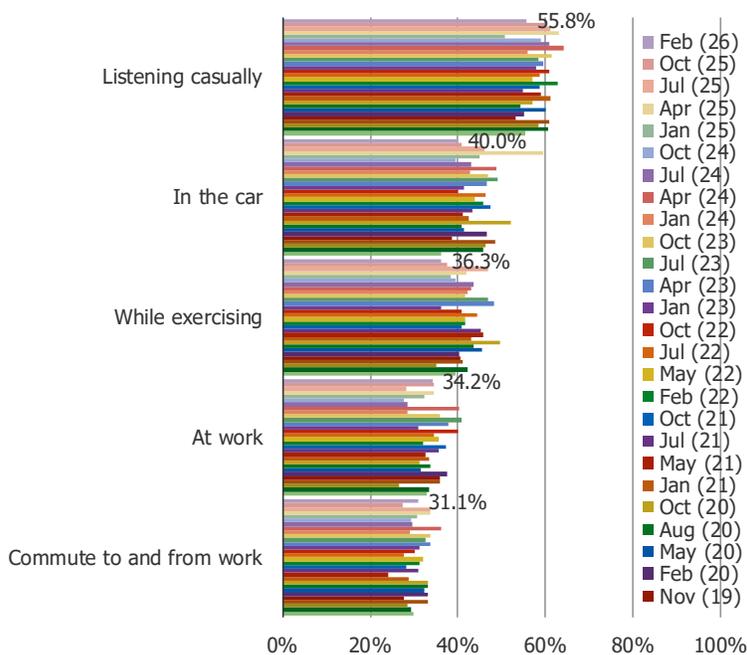
SIRIUS XM



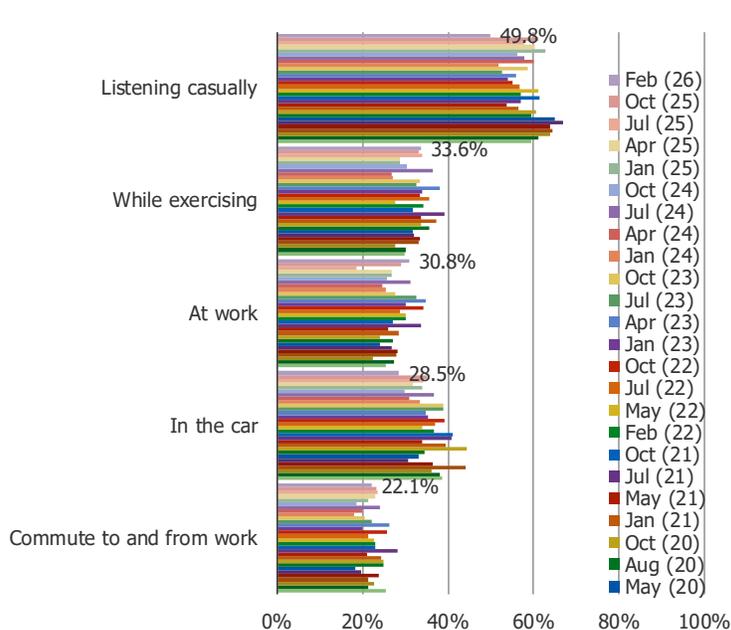
APPLE MUSIC



SPOTIFY

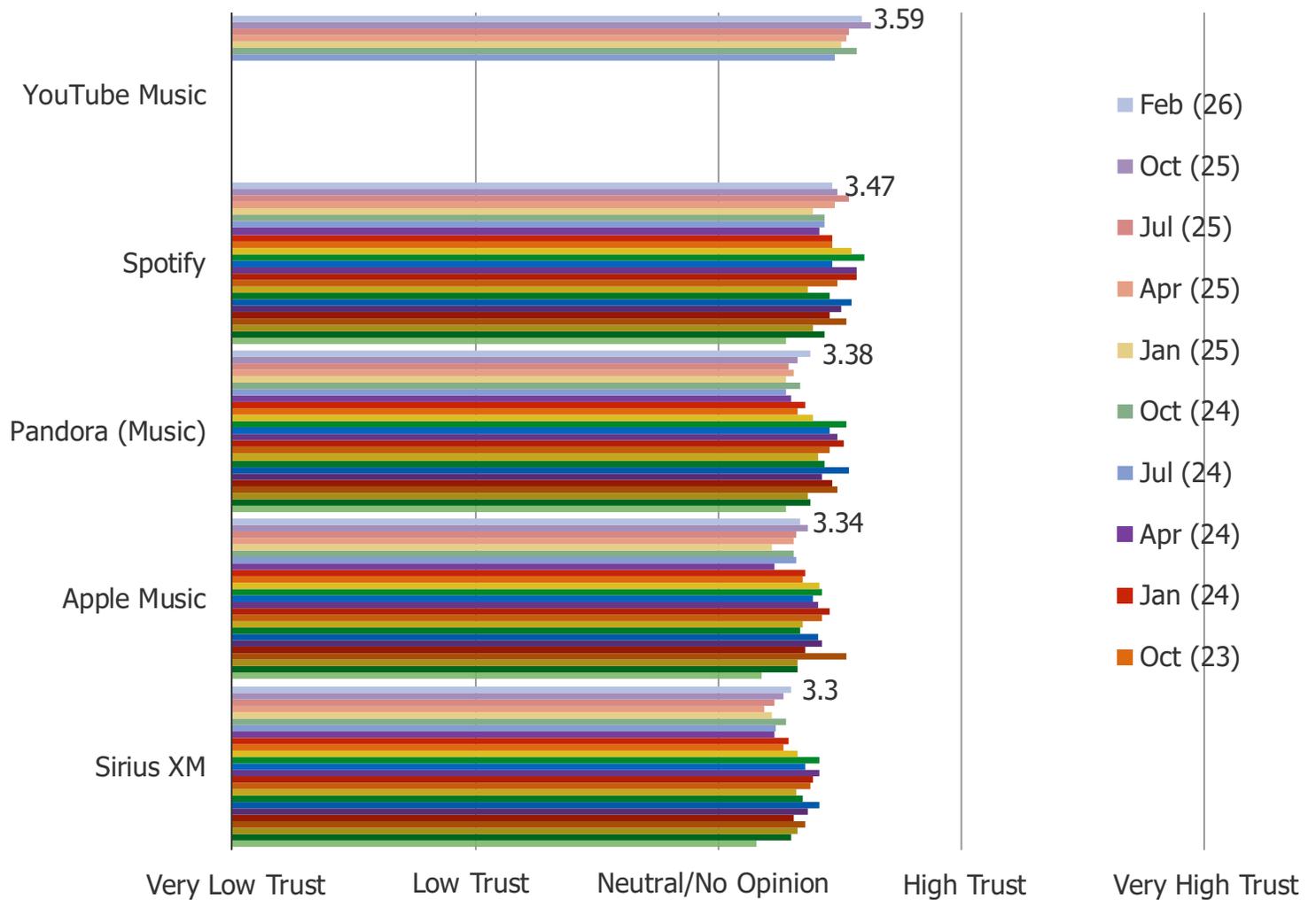


PANDORA



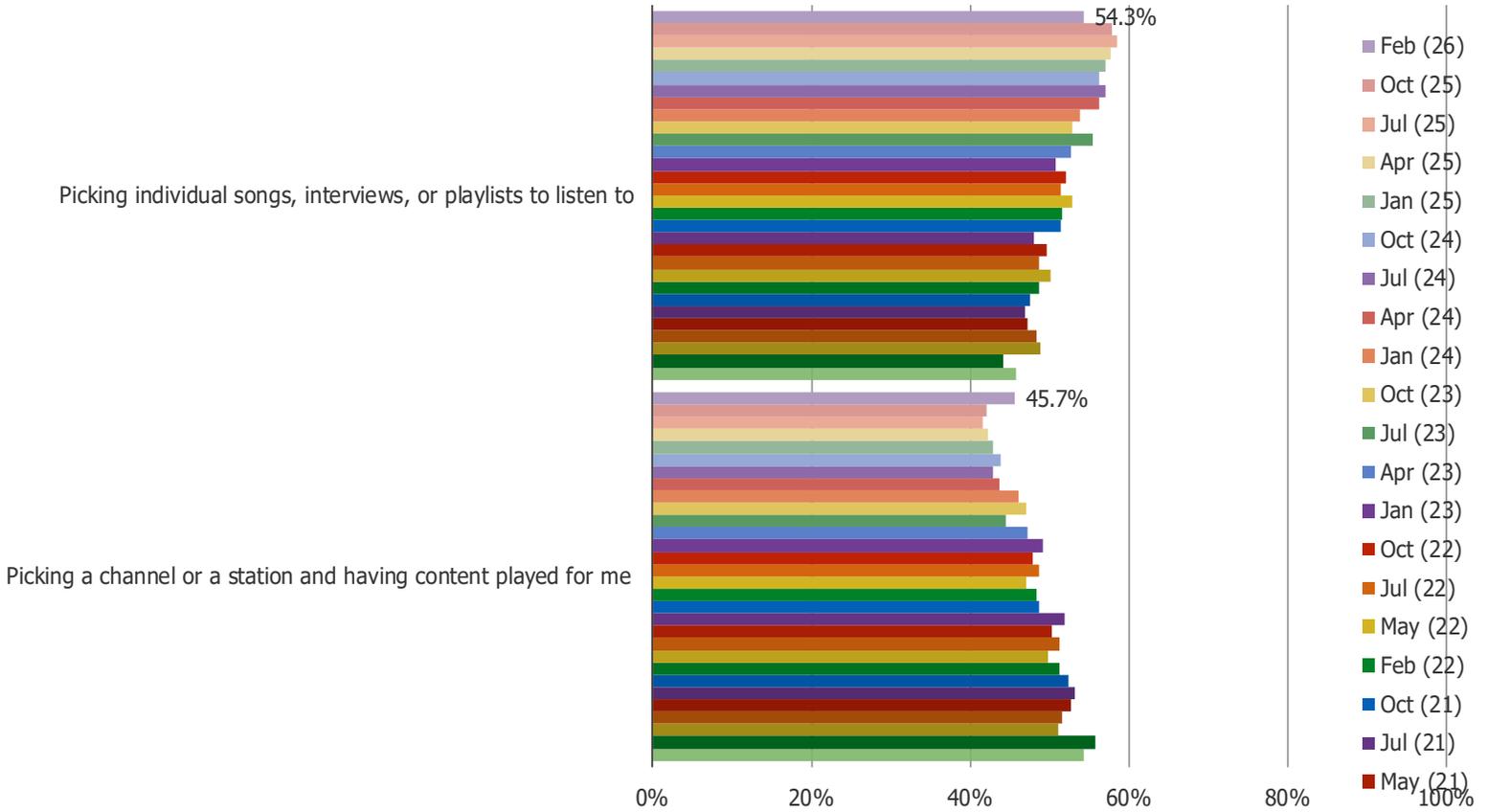
HOW MUCH TRUST WOULD YOU SAY YOU HAVE IN THE FOLLOWING BRANDS?

Posed to all respondents



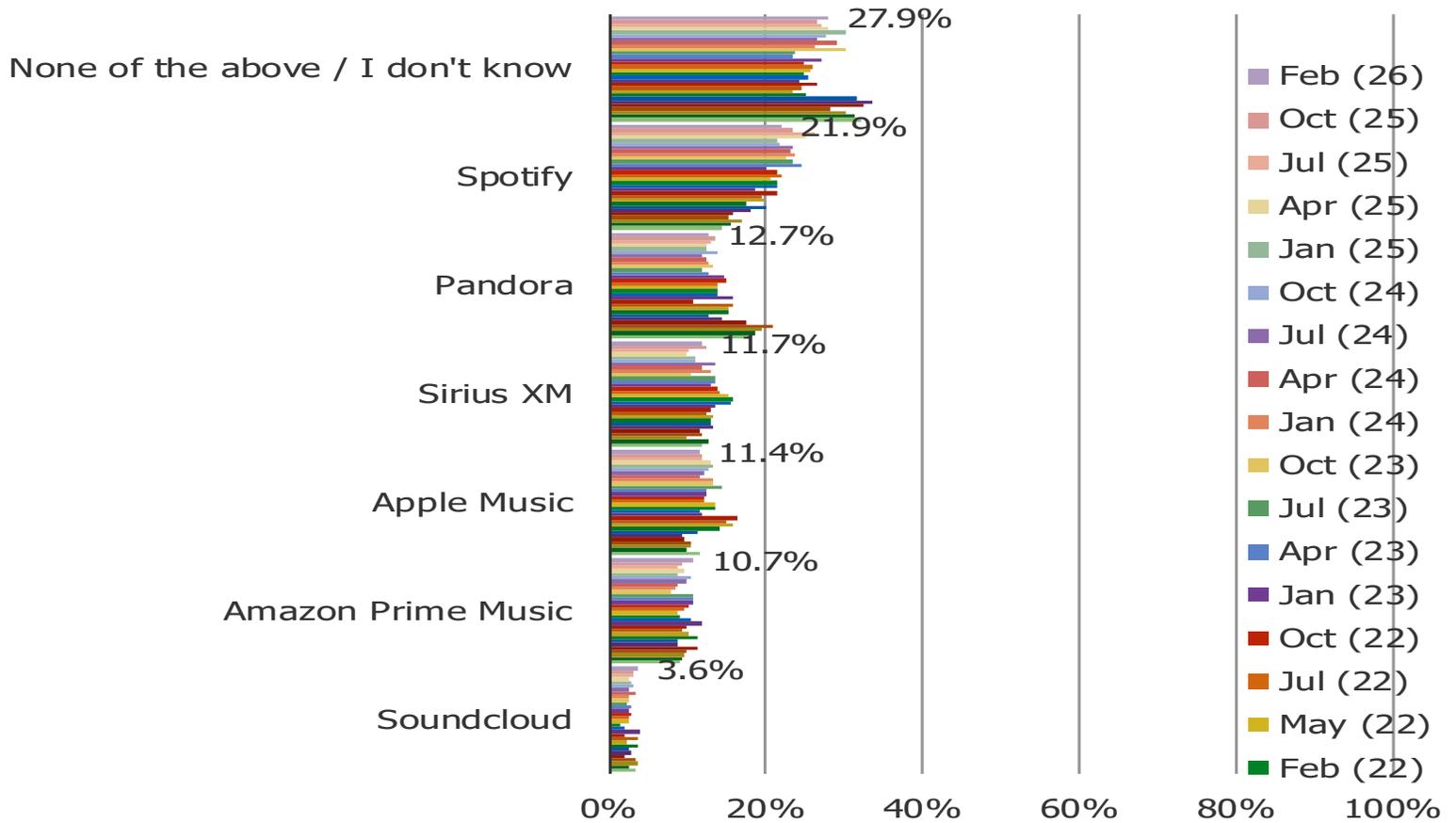
FOR LISTENING TO MUSIC AND TALK-SHOW CONTENT, WHICH IS BETTER?

Posed to all respondents.



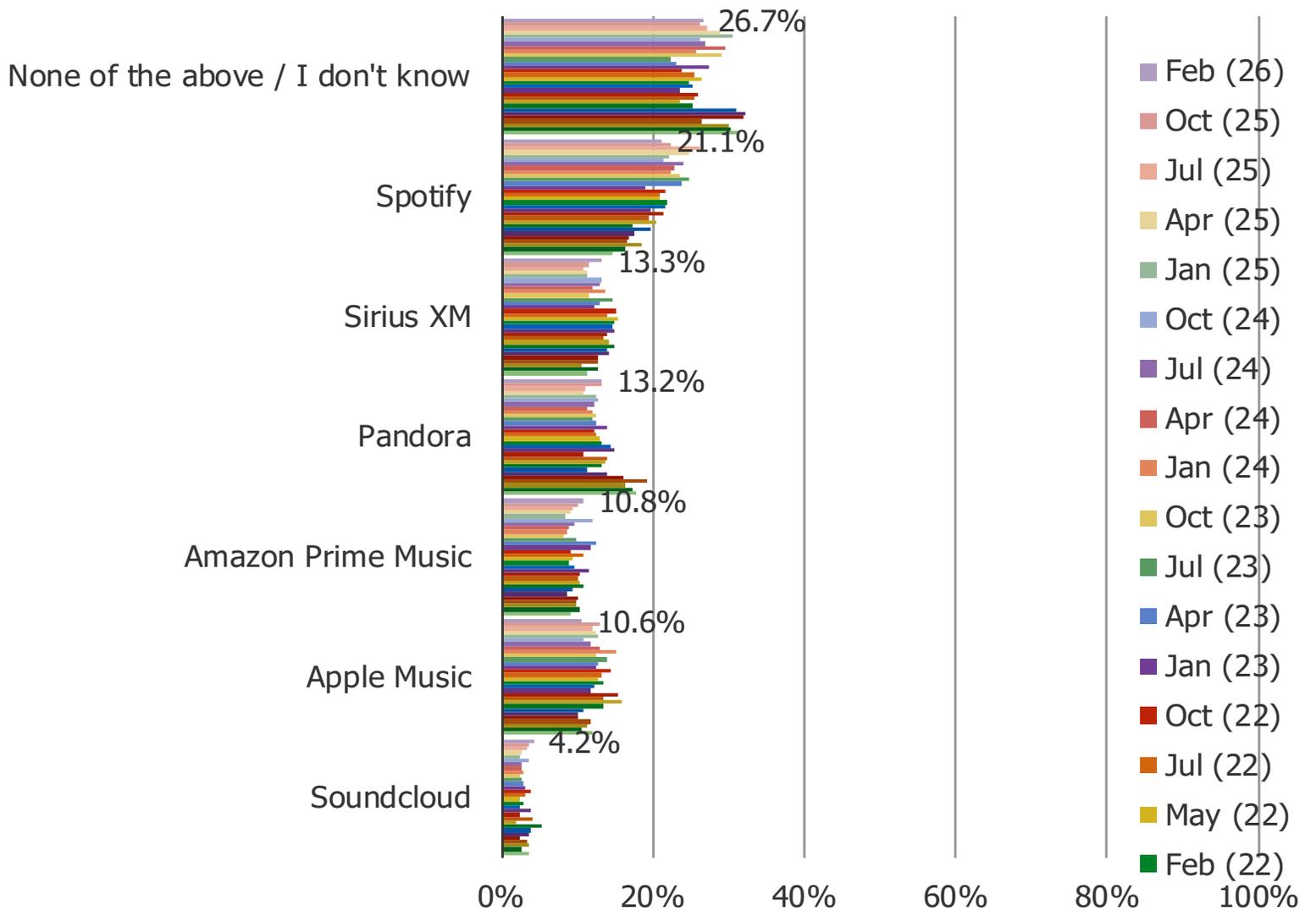
IN YOUR OPINION, WHICH PLATFORM IS BEST WHEN IT COMES TO THE WAY IN WHICH THEY DELIVER CONTENT TO ITS USERS? (IE. THE BEST USER EXPERIENCE)

Posed to all respondents.



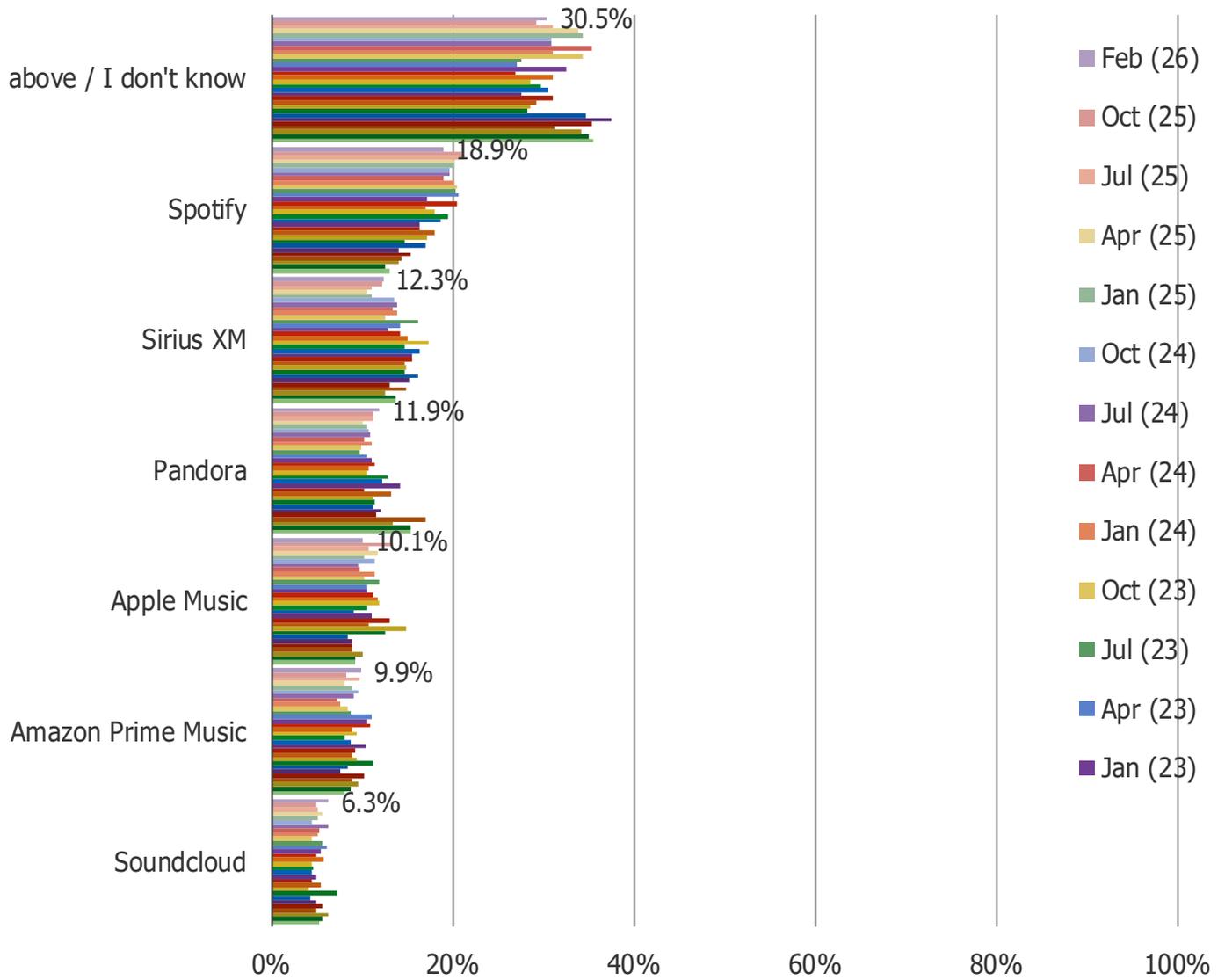
IN YOUR OPINION, WHICH PLATFORM HAS THE BEST CONTENT AVAILABLE?

Posed to all respondents.



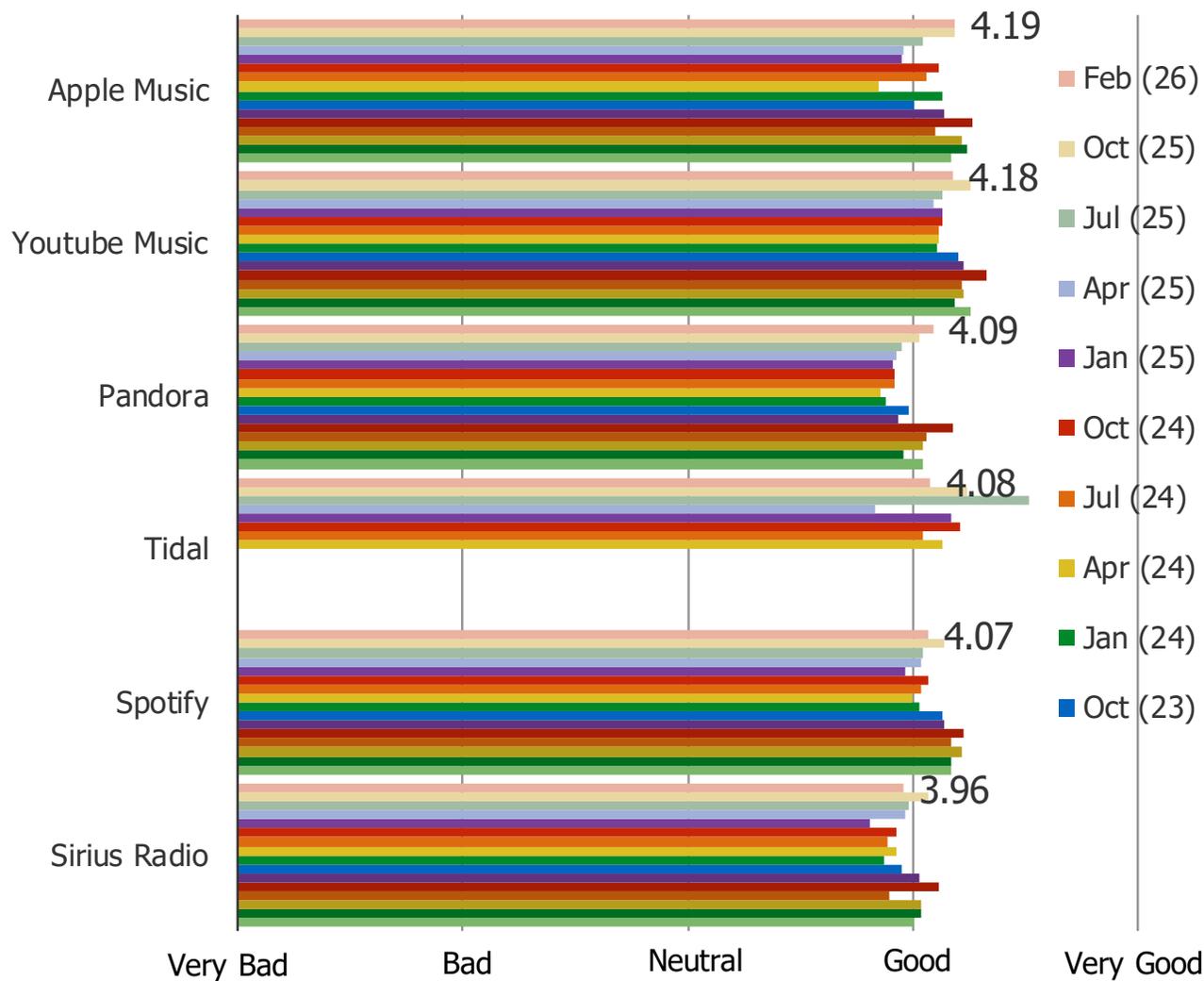
IN YOUR OPINION, WHICH PLATFORM HAS THE MOST UNIQUE CONTENT AVAILABLE THAT YOU CAN'T FIND ANYWHERE ELSE?

Posed to all respondents.



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

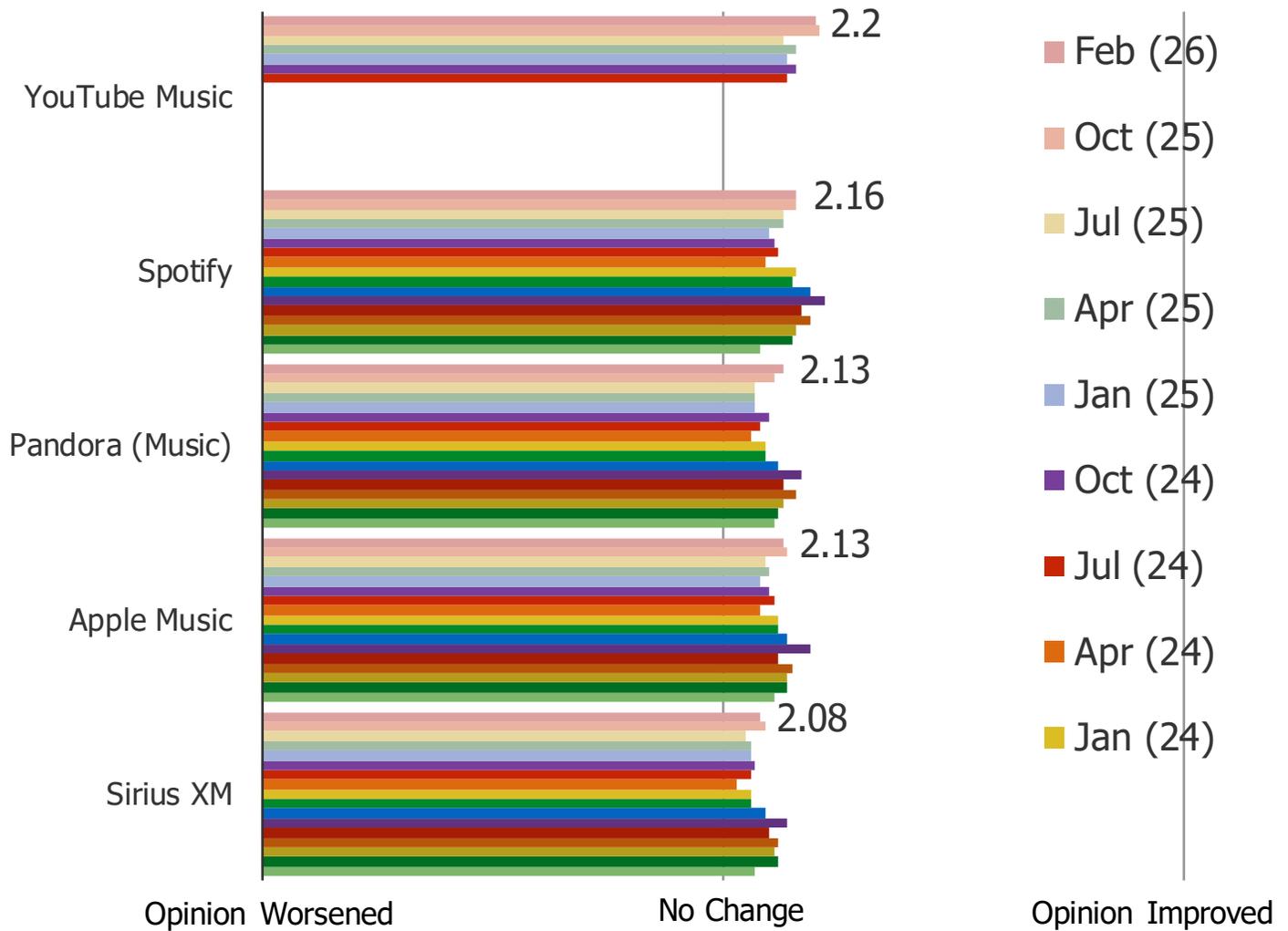
Posed to users of each of the following.



	N=
Sirius Radio	152
Apple Music	242
Spotify	380
Pandora	253
Youtube Music	379
Tidal	38

HAS YOUR OPINION OF ANY OF THE FOLLOWING CHANGED RECENTLY?

Posed to all respondents.



HAS YOUR OPINION OF ANY OF THE FOLLOWING CHANGED RECENTLY? **OPTIONAL COMMENTS**
SUMMARIZED

Spotify

Overall distribution of reasons (% of answered)

Reason cited	% of answered
Content selection / artists / songs	11.5
Ads / commercials	5.59
Pricing / cost	4.42
Audio quality / performance	3.43
Features / functionality	2.61
Ease of use / interface	1.32
Reliability / bugs	0.32

No statistically significant shifts detected in the mix of reasons cited over time.

YouTube Music

Overall distribution of reasons (% of answered)

Reason cited	% of answered
Content selection / artists / songs	15.51
Ads / commercials	5.67
Features / functionality	4.27
Audio quality / performance	3.56
Pricing / cost	2.96
Ease of use / interface	2.01
Reliability / bugs	0.25

Changes in reasons over time (statistically significant only)

The share of respondents citing features / functionality changes significantly over time, indicating a sustained shift in the types of reasons users reference when discussing the platform.

Apple Music

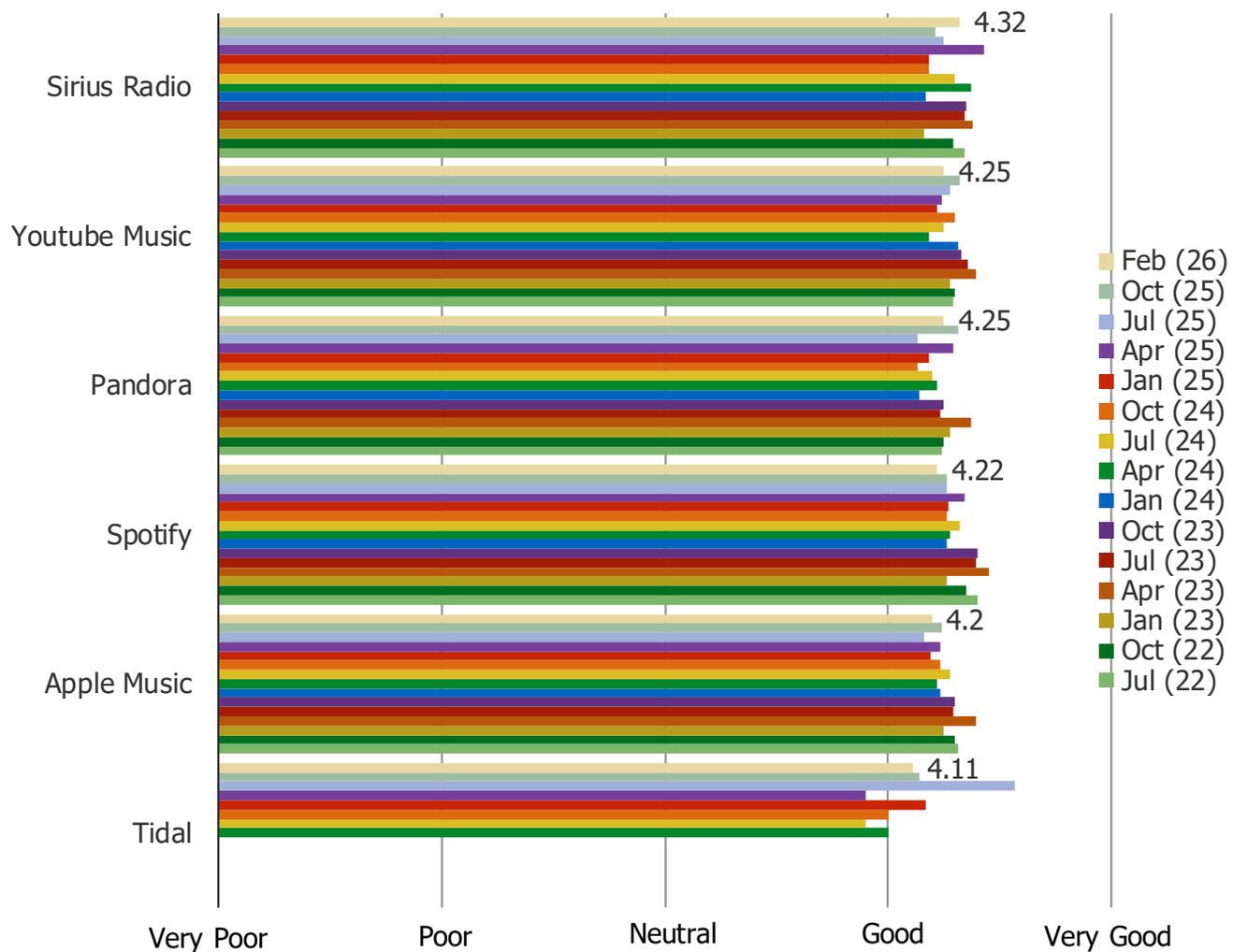
Overall distribution of reasons (% of answered)

Reason cited	% of answered
Content selection / artists / songs	11.53
Pricing / cost	4.9
Ads / commercials	4.46
Audio quality / performance	4.43
Ease of use / interface	1.46
Features / functionality	1.13
Reliability / bugs	0.41

No statistically significant shifts detected in the mix of reasons cited over time.

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

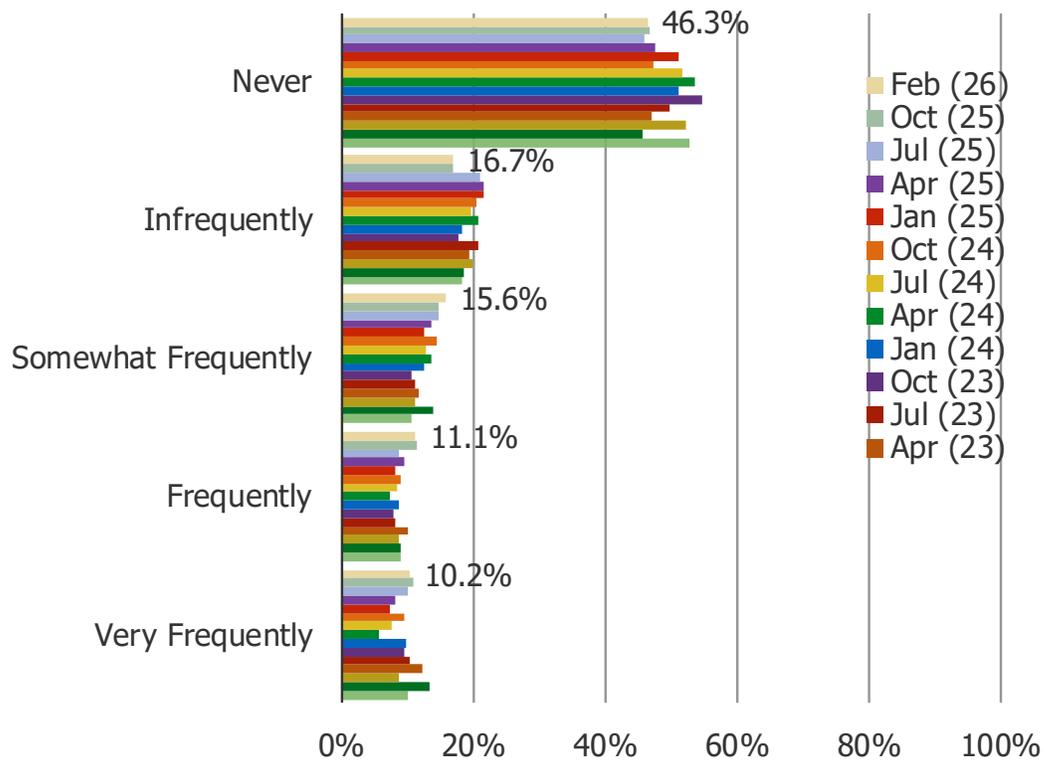
Posed to users of each of the following.



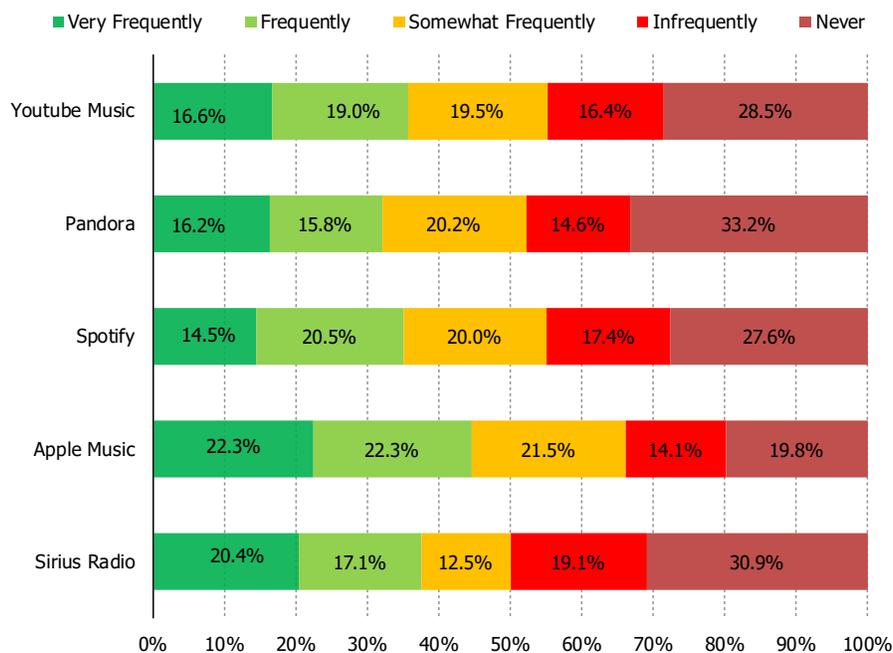
	N=
Sirius Radio	152
Apple Music	242
Spotify	380
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Youtube Music	379
Tidal	38

HOW OFTEN DO YOU LISTEN TO AUDIOBOOKS?

Posed to all respondents.

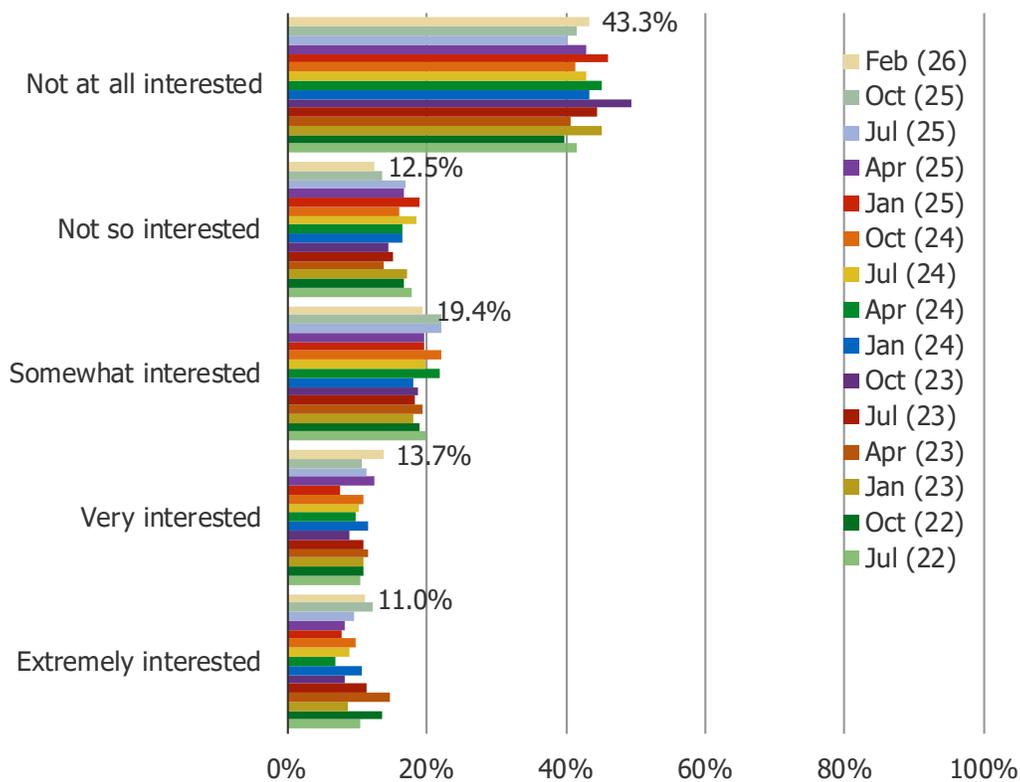


Cross-Tab Analysis: How often users of the following listen to audiobooks in general

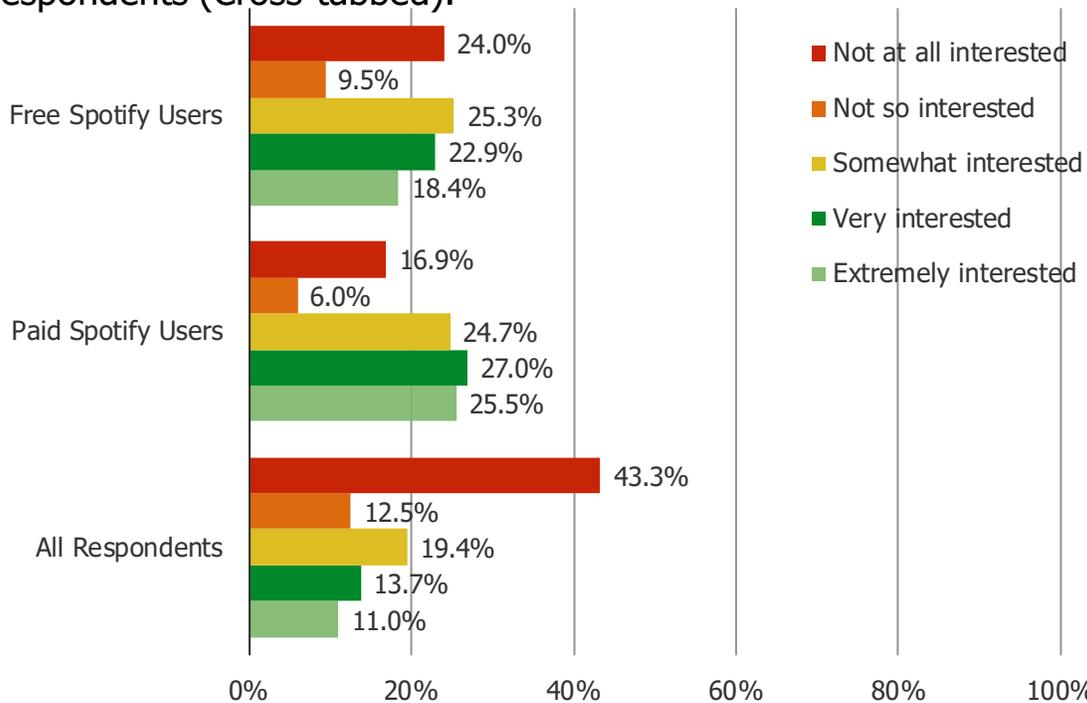


PLEASE EVALUATE YOUR INTEREST LEVEL IN BEING ABLE TO LISTEN AUDIOBOOKS ON SPOTIFY?

Posed to all respondents



Posed to all respondents (Cross-tabbed).



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

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

Music (top-of-mind platform)

Answer rate: 14,462 / 14,965 = 96.64% answered (non-blank).

Overall leaders (share of answered)

- Spotify: 23.47% (3,394)
- Other (verbatim): 19.12% (2,765)
- YouTube: 14.02% (2,027)
- Pandora: 10.48% (1,515)
- Apple Music: 6.56% (949)

Trend (quarterly % of answered, linear)

Significant trend:

- YouTube share increases over time: slope +0.369 pp/quarter, $R^2=0.694$, $p=0.0002$.

Notable endpoint movement (2022Q4 → 2026Q1, % of answered):

- Spotify: 21.36% → 24.53% (+3.17 pp)
 - YouTube: 12.80% → 15.33% (+2.53 pp)
 - Pandora: 10.22% → 7.67% (-2.56 pp)
 - Apple Music: 6.45% → 4.83% (-1.61 pp)
-

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

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

Podcasts (top-of-mind platform)

Answer rate: 7,105 / 14,965 = 47.48% answered (non-blank). (So > 50% are null/missing for this question.)

Overall leaders (share of answered)

- Other (verbatim): 33.50% (2,380)
- Spotify: 19.13% (1,359)
- YouTube: 17.73% (1,260)
- Apple (unspecified): 5.87% (417)
- Apple Podcasts: 3.46% (246)
- Don't know / IDK: 3.32% (236)

Trend (quarterly % of answered, linear)

Significant trend:

- YouTube share increases over time: slope +0.711 pp/quarter, $R^2=0.328$, $p=0.0322$.

(Trend tables for the other categories are included in the workspace output.)

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

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

Audiobooks (top-of-mind platform)

Answer rate: 4,727 / 14,965 = 31.59% answered (non-blank). (Most rows are null/missing for this question.)

Overall leaders (share of answered)

- Other (verbatim): 37.49% (1,772)
- Audible: 18.43% (871)
- Amazon (unspecified): 10.30% (487)
- Spotify: 5.82% (275)
- YouTube: 5.27% (249)
- Kindle: 4.65% (220)
- Don't know / IDK: 4.19% (198)

Trend (quarterly % of answered, linear)

Significant trends:

- Spotify share increases: slope +0.246 pp/quarter, $R^2=0.505$, $p=0.0044$
- Other (verbatim) decreases: slope -0.702 pp/quarter, $R^2=0.409$, $p=0.0138$
- YouTube increases: slope +0.282 pp/quarter, $R^2=0.311$, $p=0.0382$

WHAT DO YOU VALUE MOST ABOUT THIS PLATFORM?

Posed to account holders of each of the following platforms.

Spotify

Overall (% of answered)

Reason	% of answered
Content selection / variety / library	34.02
Price / value / free	17.71
Discovery / recommendations / playlists	16.65
Ease of use / user-friendly	11.61
Ads / ad-free / fewer commercials	9.24
Interface / UI / features	3.21
Don't know / no opinion / haven't used	2.65
Audio quality	1.91
Offline / downloads	1.59
Integration / device ecosystem	0.53
Live radio / talk / sports / news	0.49
Exclusive content / originals	0.21
Video features	0.18

Key statistically significant shifts

- Discovery / recommendations / playlists: 6.1% → 7.9% (+1.9 pp; p=0.008)

WHAT DO YOU VALUE MOST ABOUT THIS PLATFORM?

Posed to account holders of each of the following platforms.

YouTube Music

Overall (% of answered)

Reason	% of answered
Content selection / variety / library	33.91
Price / value / free	16.75
Video features	15.11
Ads / ad-free / fewer commercials	10.4
Ease of use / user-friendly	9.28
Discovery / recommendations / playlists	5.76
Don't know / no opinion / haven't used	2.8
Audio quality	1.56
Offline / downloads	1.44
Interface / UI / features	1.24
Live radio / talk / sports / news	1.0
Integration / device ecosystem	0.52
Exclusive content / originals	0.24

Key statistically significant shifts

- Audio quality: 0.5% → 0.3% (-0.2 pp; p=0.036)
- Discovery / recommendations / playlists: 2.1% → 3.2% (+1.1 pp; p=0.049)
- Don't know / no opinion / haven't used: 0.5% → 1.6% (+1.1 pp; p=0.016)

WHAT DO YOU VALUE MOST ABOUT THIS PLATFORM?

Posed to account holders of each of the following platforms.

Apple Music

Overall (% of answered)

Reason	% of answered
Content selection / variety / library	35.47
Ease of use / user-friendly	14.16
Price / value / free	12.84
Ads / ad-free / fewer commercials	10.92
Discovery / recommendations / playlists	6.42
Audio quality	5.29
Don't know / no opinion / haven't used	3.71
Integration / device ecosystem	3.71
Interface / UI / features	2.71
Offline / downloads	2.45
Live radio / talk / sports / news	1.13
Exclusive content / originals	0.79
Video features	0.4

Key statistically significant shifts

- Audio quality: 0.6% → 4.6% (+4.0 pp; p=0.008)
- Integration / device ecosystem: 0.0% → 2.9% (+2.9 pp; p=0.000)

WHAT DO YOU VALUE MOST ABOUT THIS PLATFORM?

Posed to account holders of each of the following platforms.

Sirius XM

Overall (% of answered)

Reason	% of answered
Content selection / variety / library	43.49
Ads / ad-free / fewer commercials	16.53
Price / value / free	10.68
Live radio / talk / sports / news	10.27
Integration / device ecosystem	9.6
Ease of use / user-friendly	4.42
Don't know / no opinion / haven't used	2.09
Audio quality	1.17
Interface / UI / features	0.75
Exclusive content / originals	0.5
Discovery / recommendations / playlists	0.42
Offline / downloads	0.08

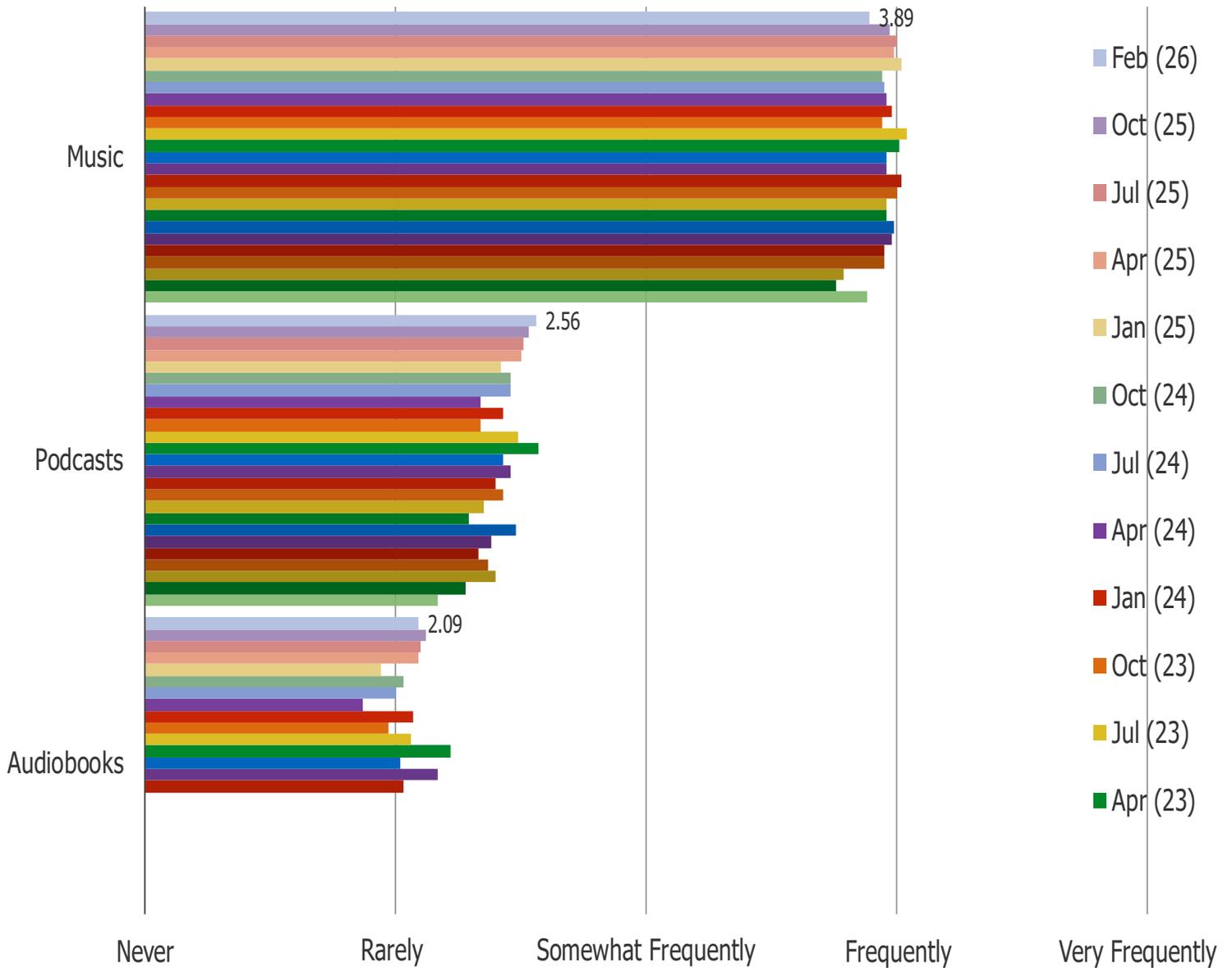
Key statistically significant shifts

- Audio quality: 0.0% → 0.7% (+0.7 pp; p=0.010)
- Discovery / recommendations / playlists: 0.0% → 1.3% (+1.3 pp; p=0.046)
- Don't know / no opinion / haven't used: 0.0% → 1.3% (+1.3 pp; p=0.018)
- Exclusive content / originals: 0.0% → 0.7% (+0.7 pp; p=0.042)

PODCASTS

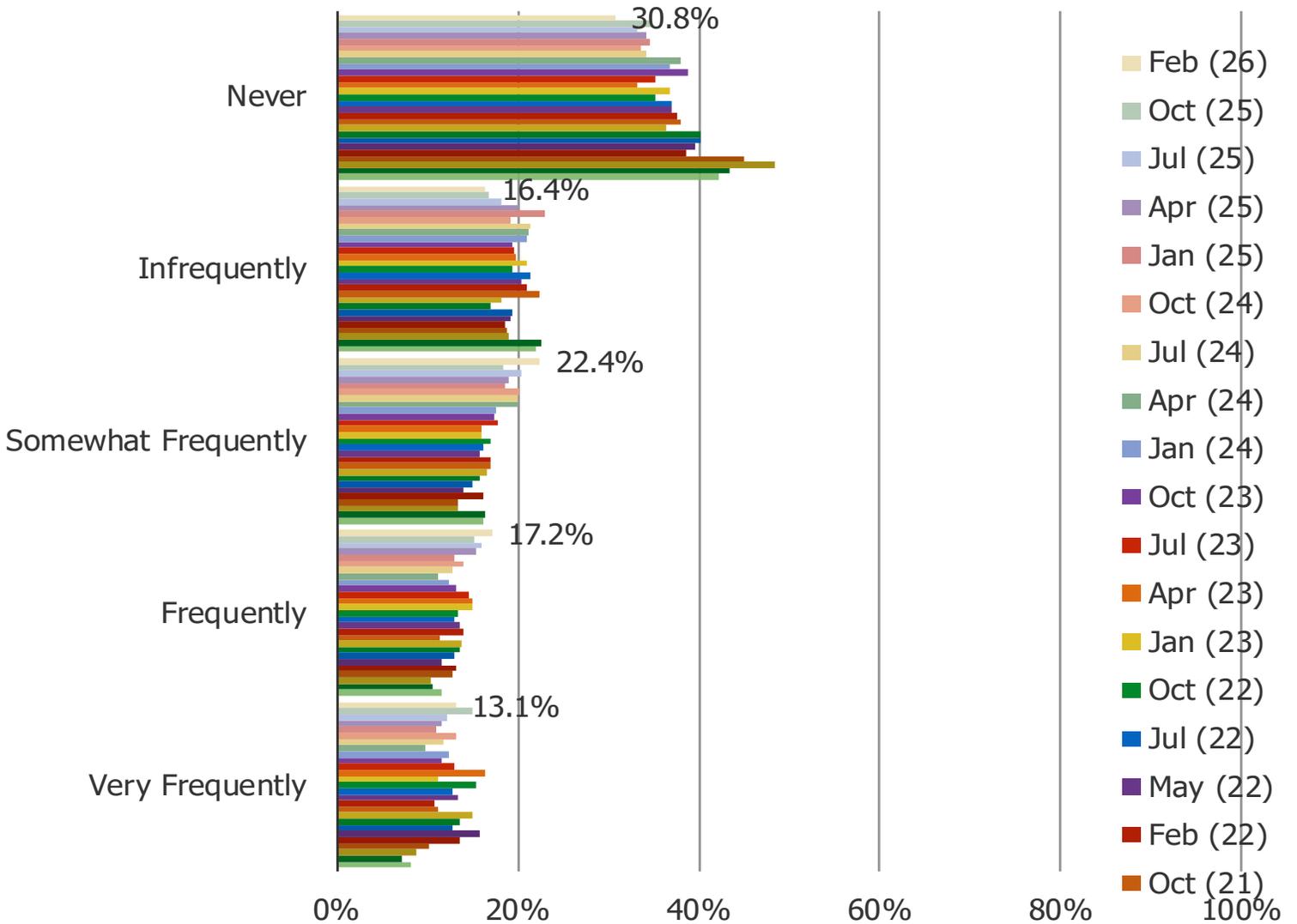
HOW OFTEN DO YOU LISTEN TO...

Posed to all respondents



HOW OFTEN DO YOU LISTEN TO PODCASTS?

Posed to all respondents.



WHAT ARE YOUR FAVORITE PODCASTS TO LISTEN TO AT THE MOMENT?

Posed to all respondents.

First Choice Podcast (% of answered)

Podcast	% of answered (First choice)
joe rogan experience	14.12
true crime	1.33
crime junkie	0.85
the daily	0.73
call her daddy	0.7
sports	0.65
news	0.51
crime	0.47
new heights	0.44
dan bongino	0.36
breakfast club	0.36
npr	0.35
mr ballen	0.33
rachel maddow	0.33
comedy	0.31
smartless	0.3
morbid	0.29
crime junkies	0.29
this american life	0.28

All Mentions Podcast (% of answered)

Podcast	% of answered (All mentions)
joe rogan experience	8.55
true crime	1
crime junkie	0.77
the daily	0.71
call her daddy	0.67
sports	0.67
news	0.51
apple music	0.48
crime	0.4
comedy	0.38
smartless	0.32
this american life	0.31
morbid	0.28
google	0.28
dateline	0.26
serial	0.26
breakfast club	0.26
dan bongino	0.26

Biggest Podcast Movers Over Time

Tables show the ten largest statistically significant gainers and losers, ranked by total percentage-point change from first to last quarter.

Top 10 Gainers (Statistically Significant)

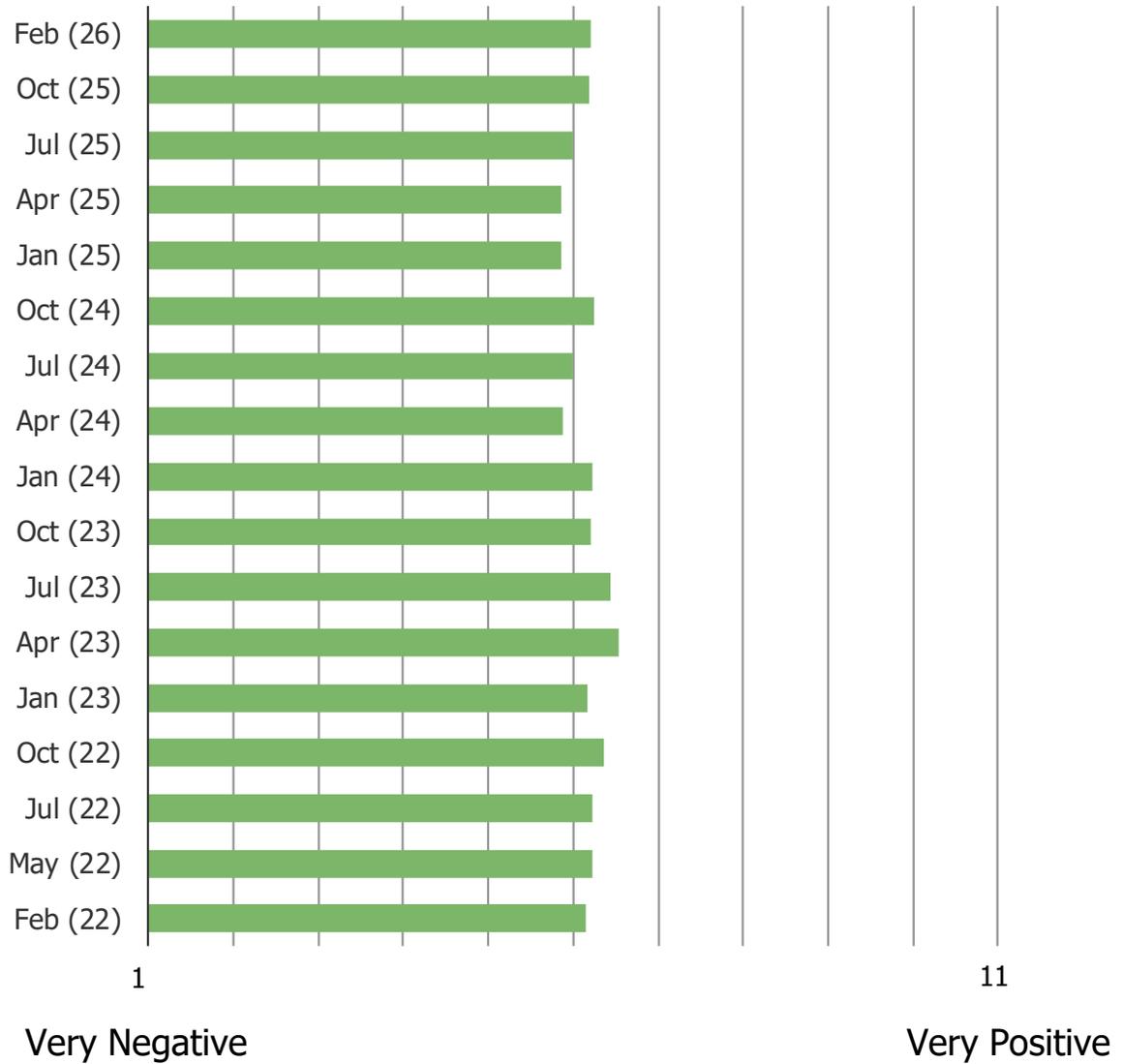
Podcast	Change (pp)	Slope (pp / quarter)	R ²	p-value
call her daddy	1.09	0.0564	0.44	0.00971
new heights	0.56	0.0373	0.3719	0.02059
nightcap	0.32	0.0127	0.3757	0.01976
the breakfast club	0.25	0.0126	0.3256	0.0331
good hang	0.16	0.0134	0.5268	0.00329
how did this get made	0.16	0.0075	0.3369	0.02954
huberman lab	0.16	0.0107	0.5057	0.00435
the why files	0.16	0.0094	0.2963	0.04417
the mel robbins podcast	0.16	0.0097	0.3057	0.04031
mr ballen	0.12	0.017	0.3504	0.02574

Top Losers (Statistically Significant)

Podcast	Change (pp)	Slope (pp / quarter)	R ²	p-value
the american life	-0.2	-0.0123	0.3072	0.03972
gaming	-0.14	-0.0047	0.2857	0.04895
relationship	-0.14	-0.0067	0.4261	0.01138
97.9	-0.07	-0.0037	0.2918	0.04613
investigation discovery	-0.07	-0.0028	0.3442	0.02743
Kennedy	-0.07	-0.0028	0.3442	0.02743
lip service	-0.07	-0.0036	0.3696	0.02108

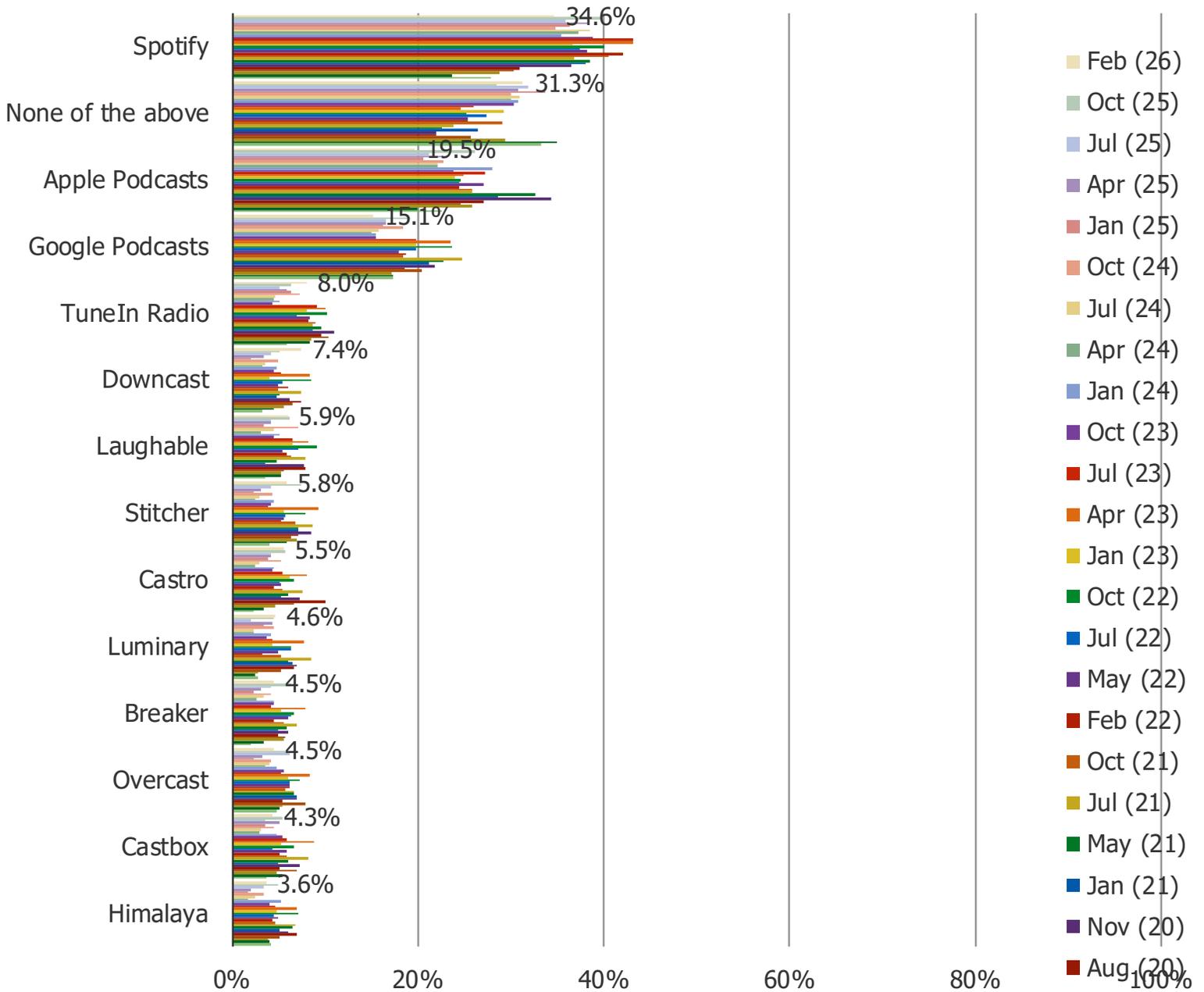
WHAT IS YOUR OPINION OF JOE ROGAN?

Posed to all respondents.



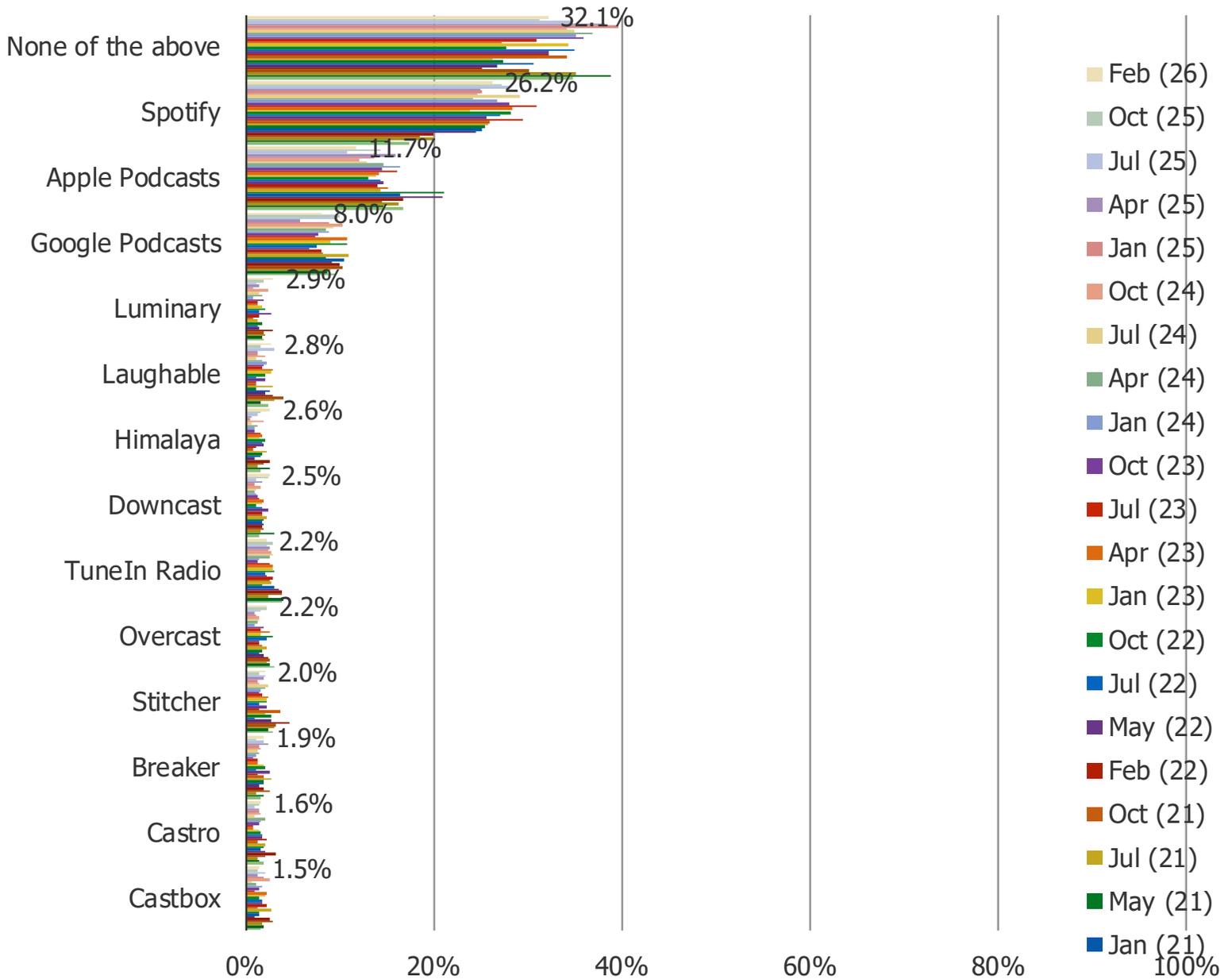
WHICH OF THE FOLLOWING PLATFORMS DO YOU USE TO LISTEN TO PODCASTS?

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?

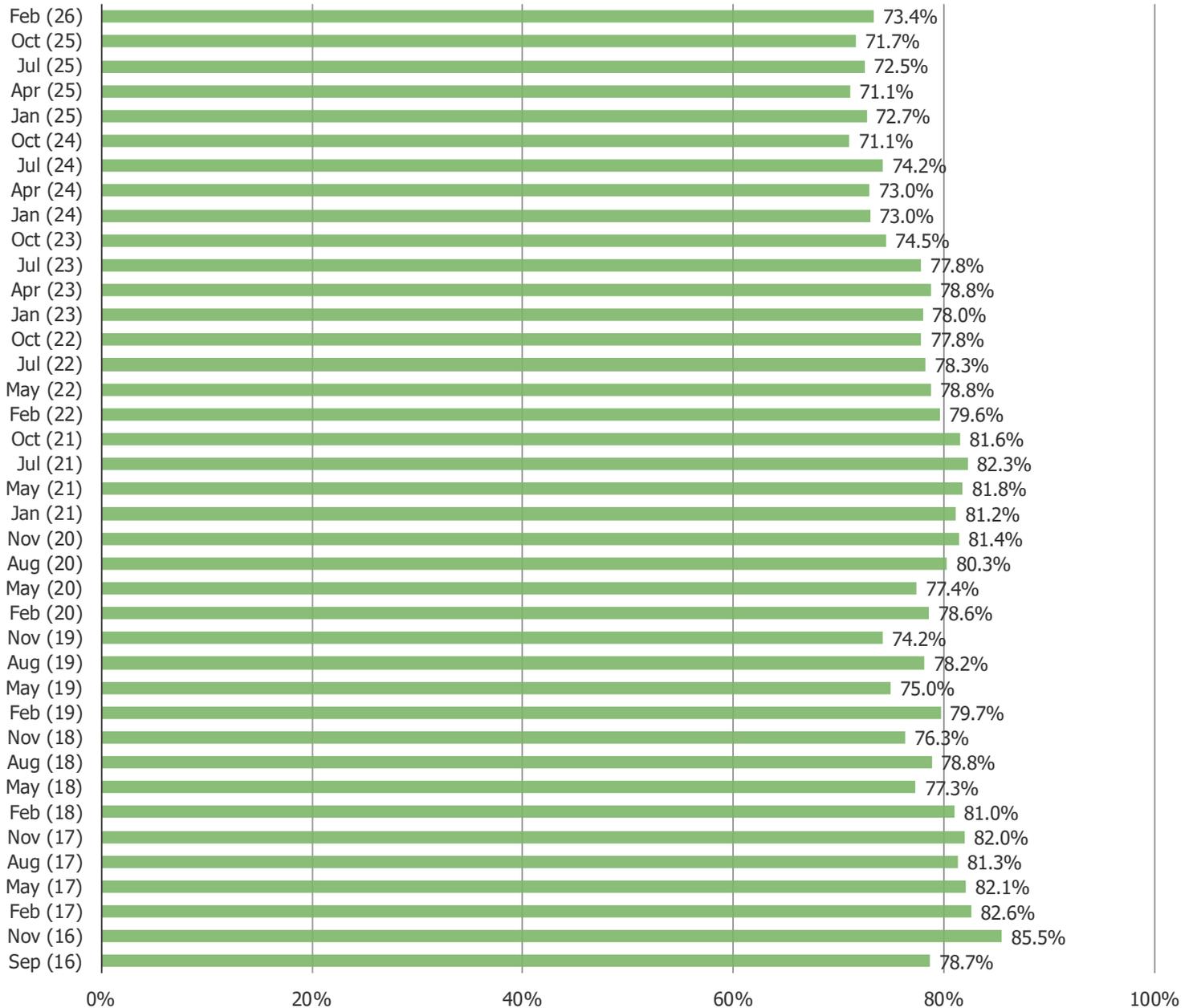
Posed to respondents who listen to podcasts (more often than never)



CONNECTED CAR

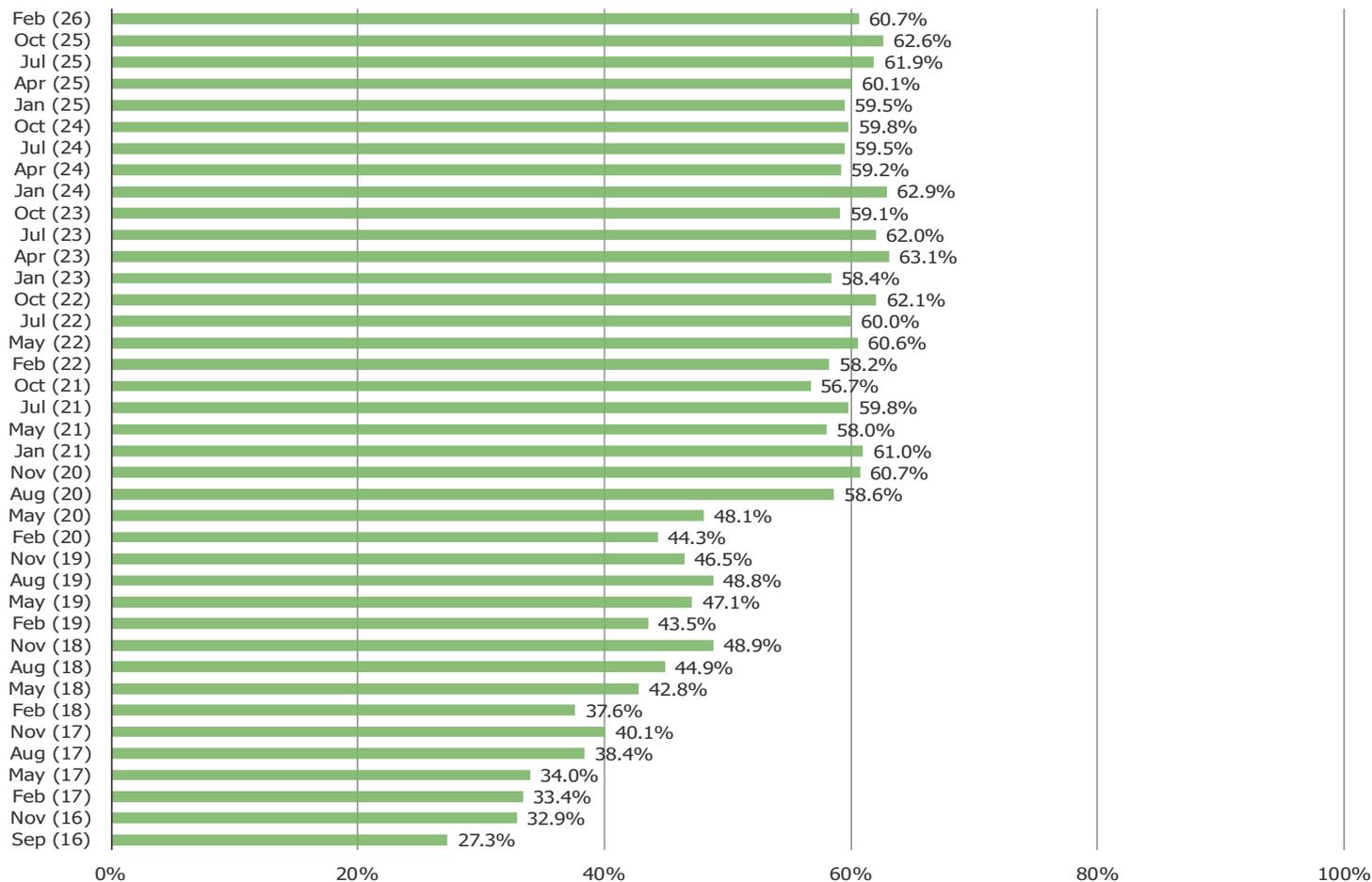
OWNS OR LEASES A CAR

Posed to all respondents



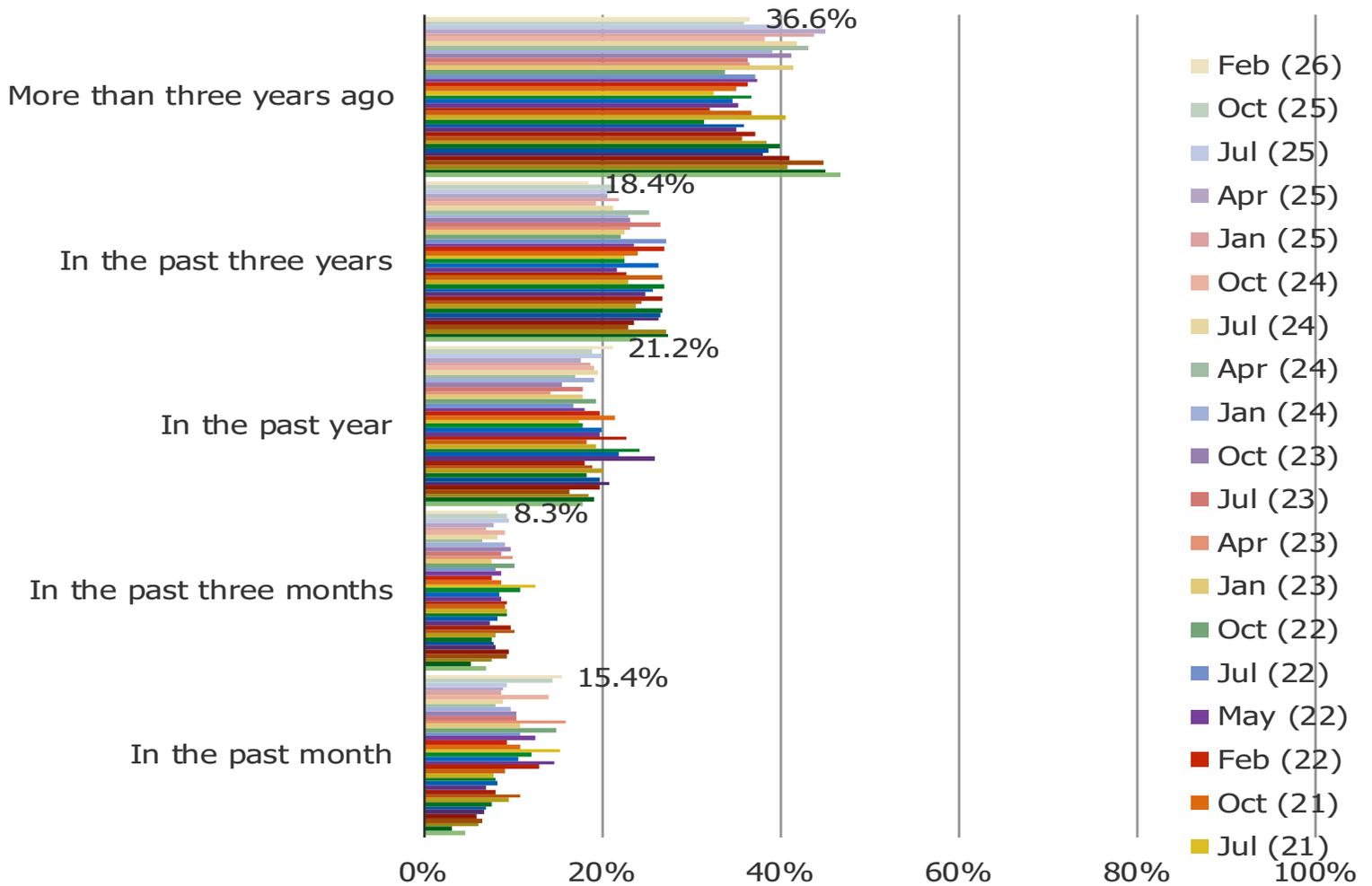
DO YOU EVER CONNECT A SMARTPHONE TO LISTEN TO MUSIC APPS IN YOUR CAR LIKE SPOTIFY, PANDORA, APPLE MUSIC, ETC?

Posed to all respondents who own / lease a car



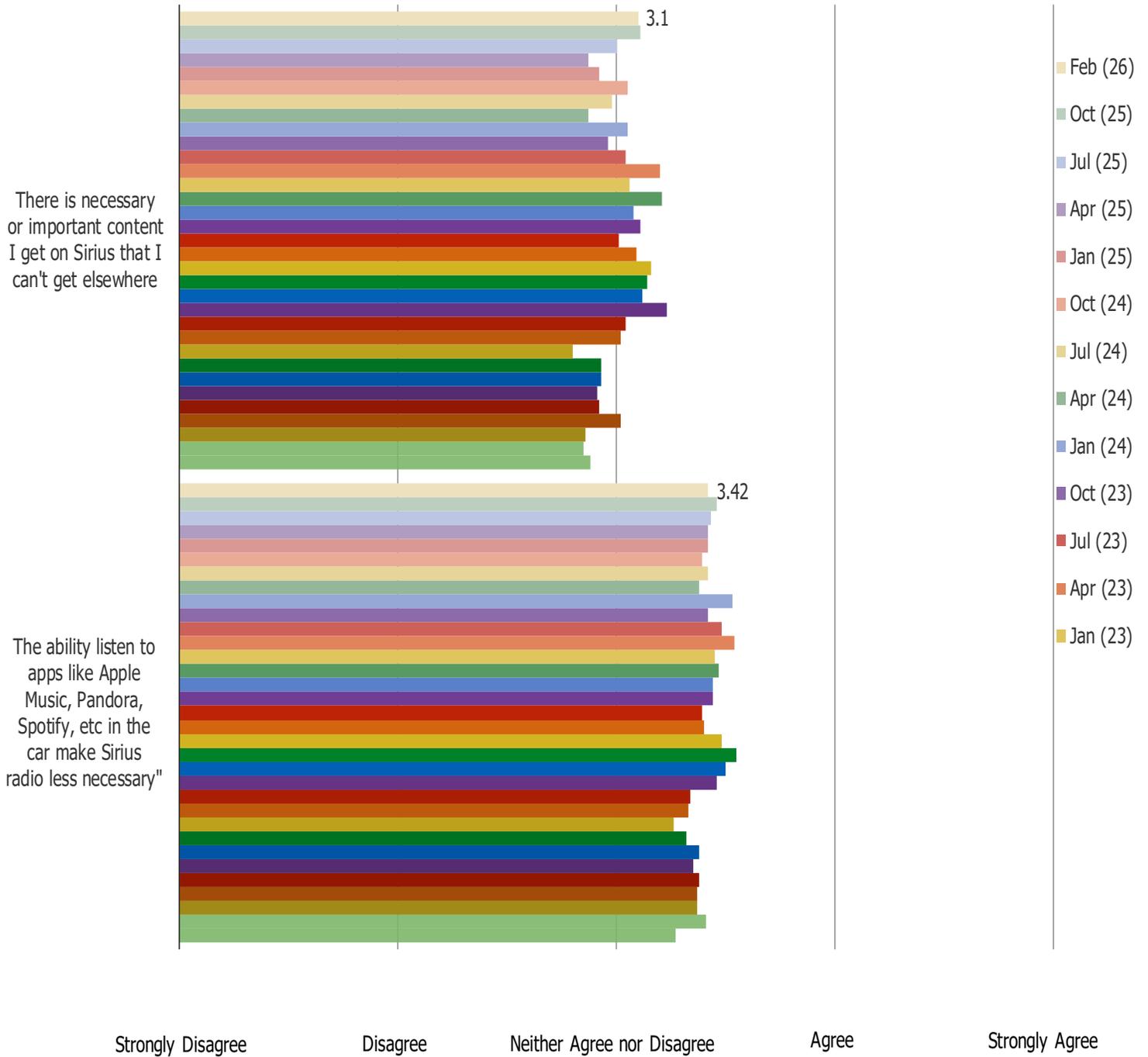
WHEN IS THE LAST TIME YOU PURCHASED OR LEASED A CAR?

Posed to all respondents who own / lease a car



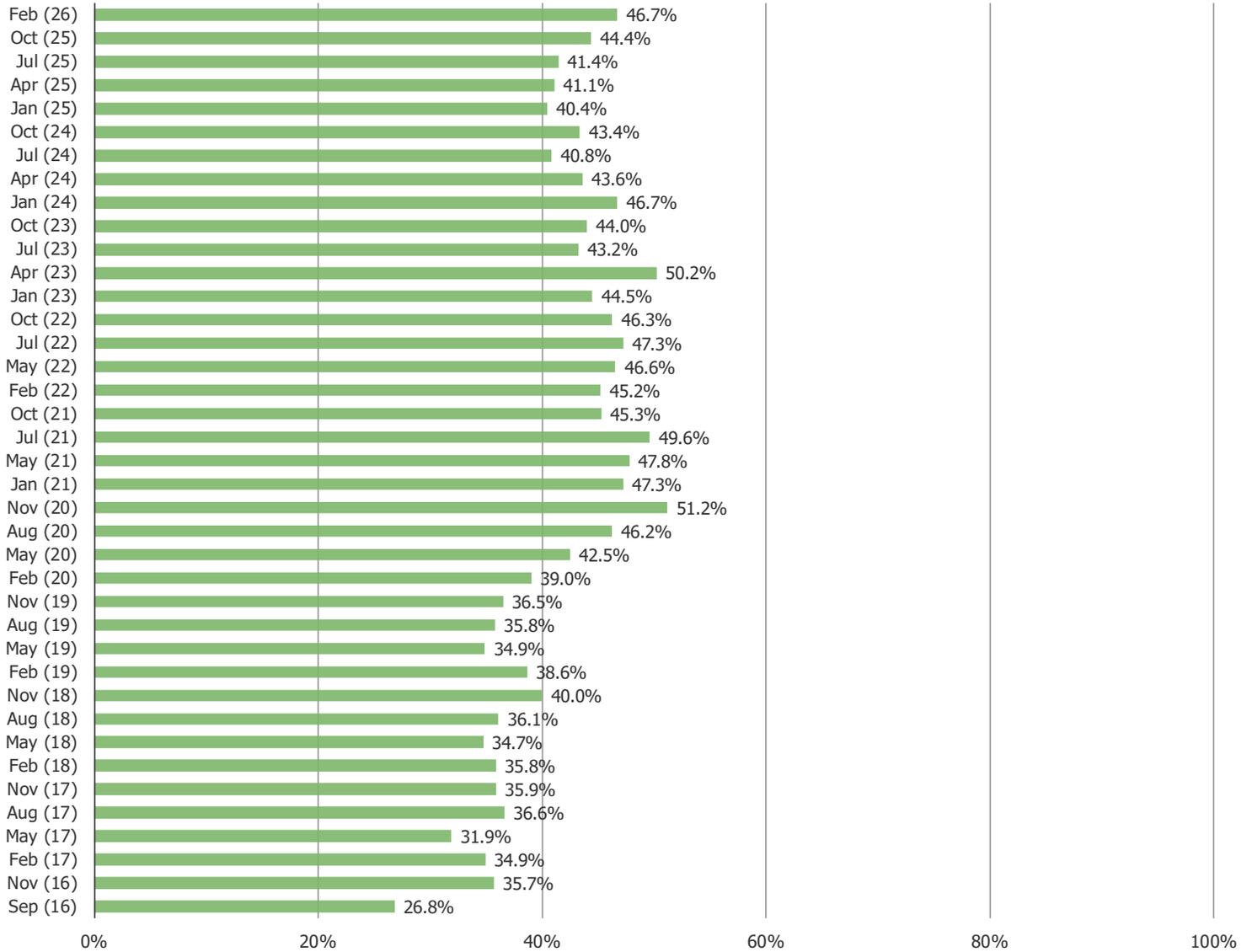
HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS:

Posed to all respondents who own / lease a car



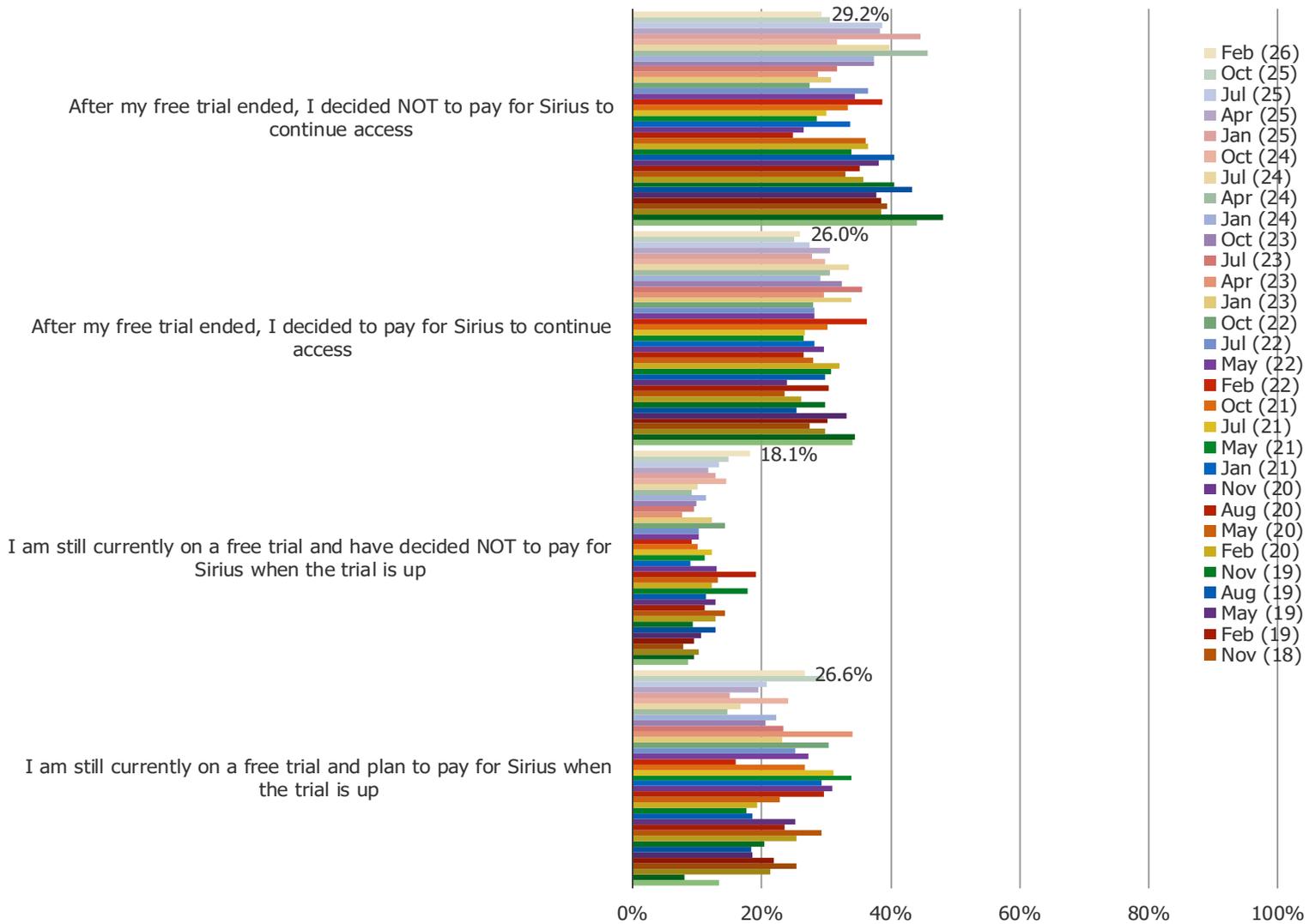
WHEN YOU MOST RECENTLY LEASED OR BOUGHT A CAR, DID IT COME WITH A FREE TRIAL TO SIRIUS RADIO?

Posed to all respondents who own / lease a car



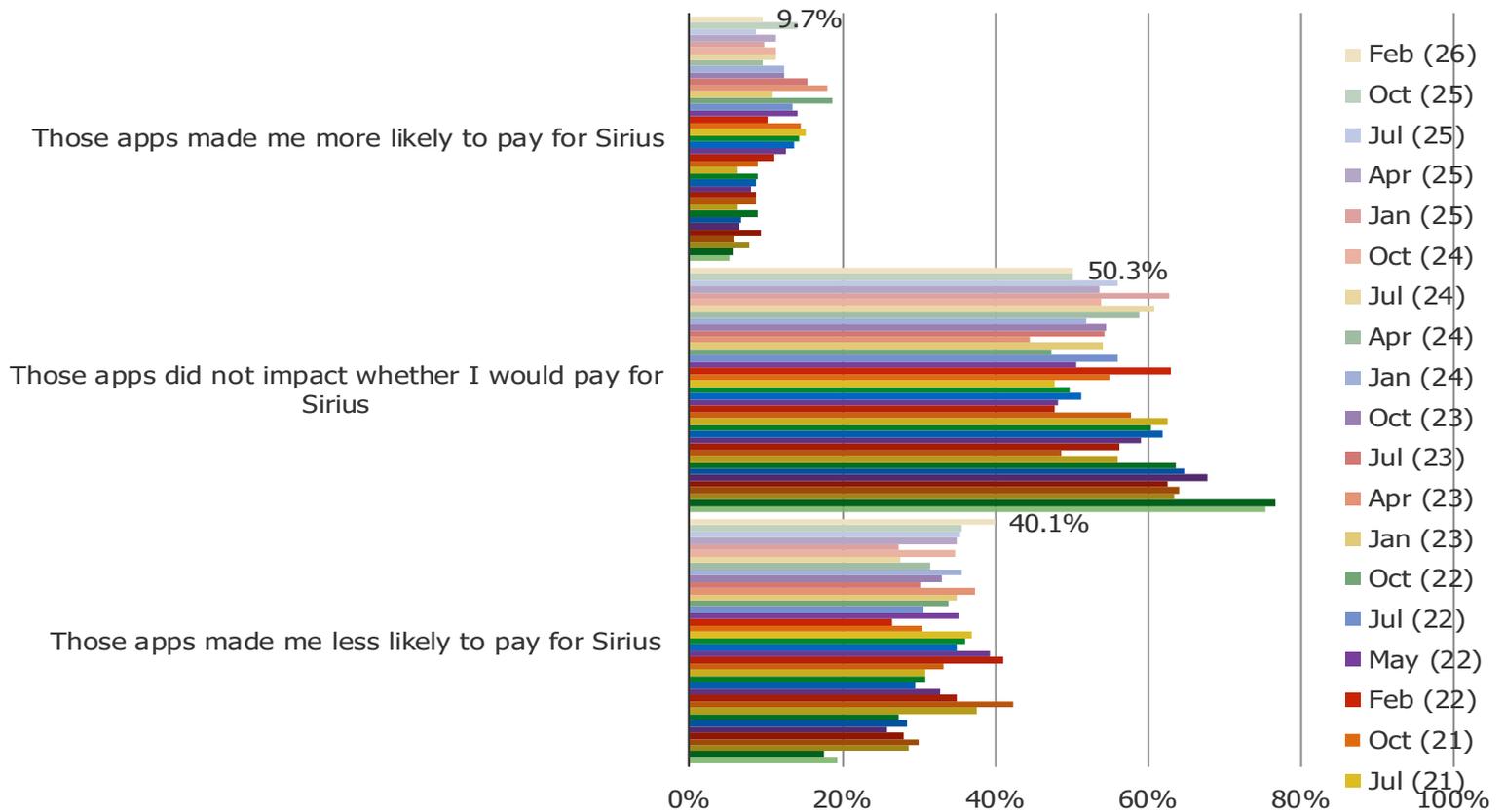
WHEN THE FREE TRIAL WAS UP, WHAT DID YOU DO?

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?

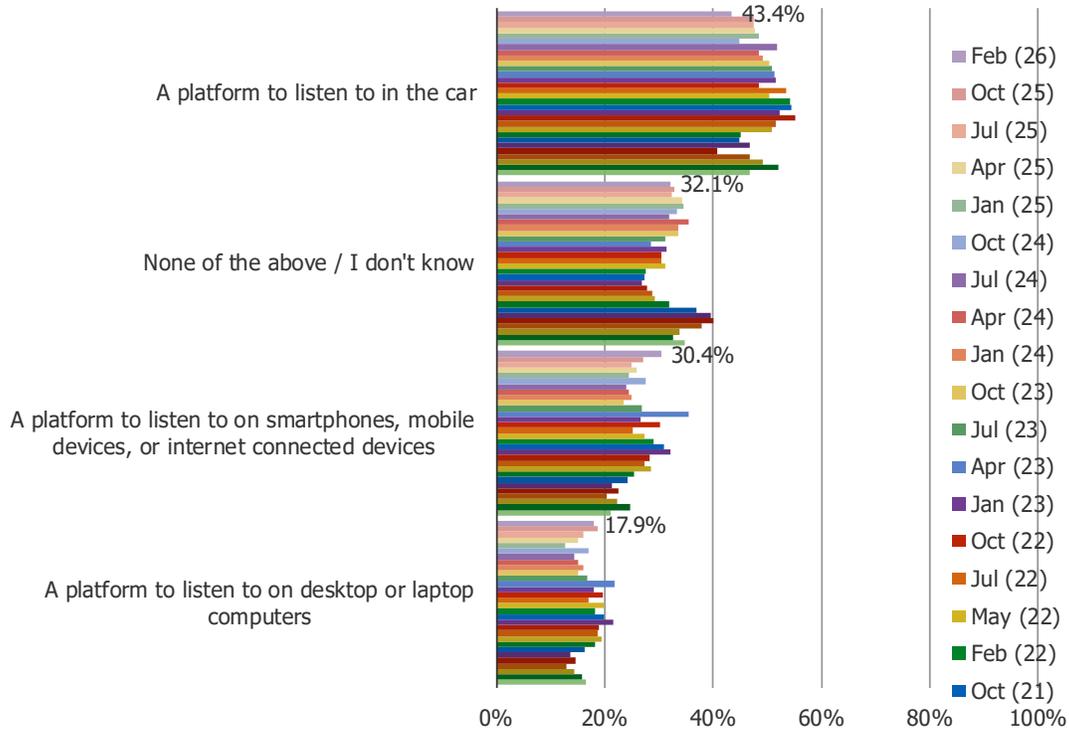
Posed to respondents who had/have a free trial when they most recently got a new car.



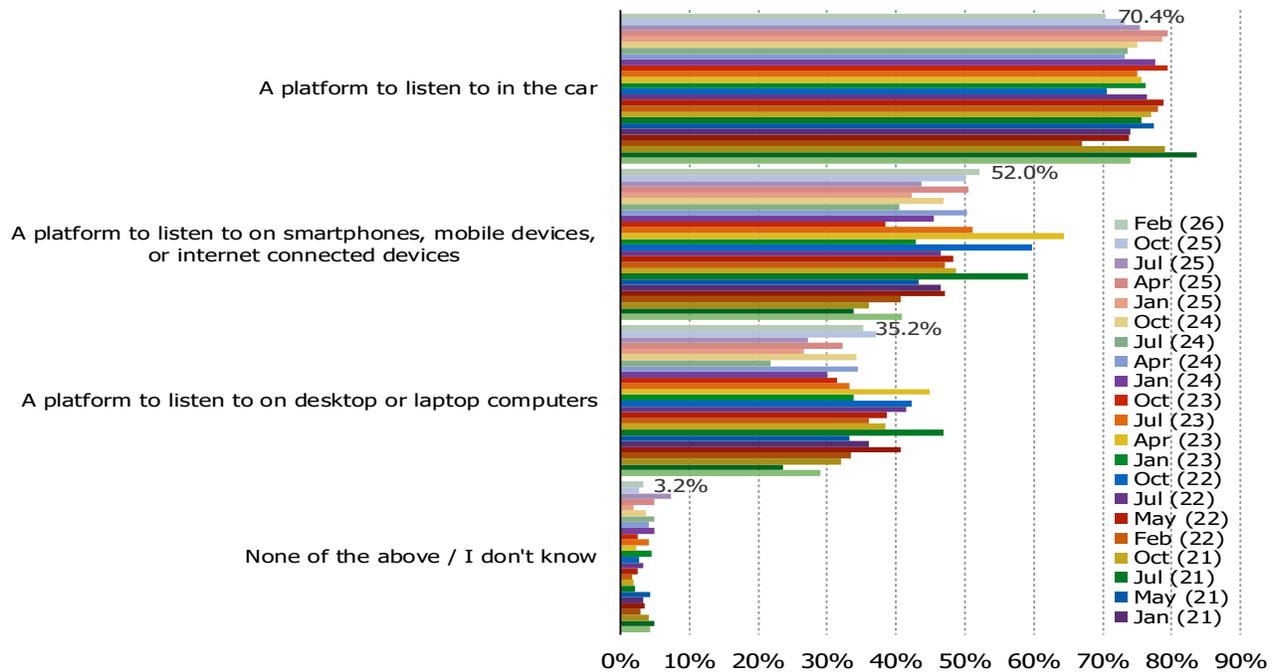
SIRIUS XM

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

Posed to all respondents.

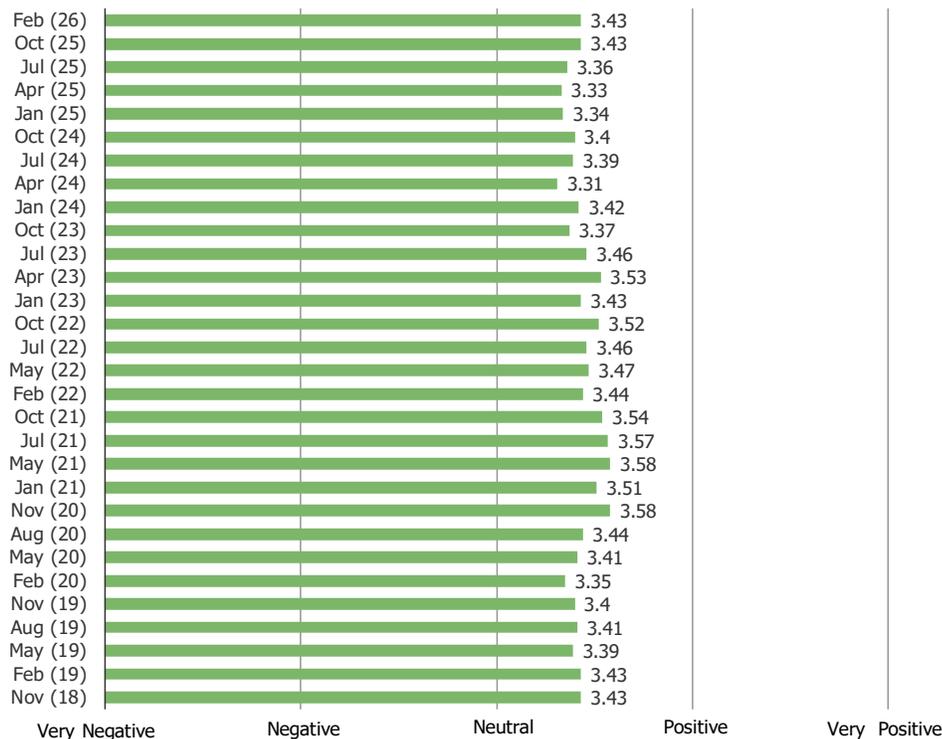


Posed to paying Sirius subscribers.

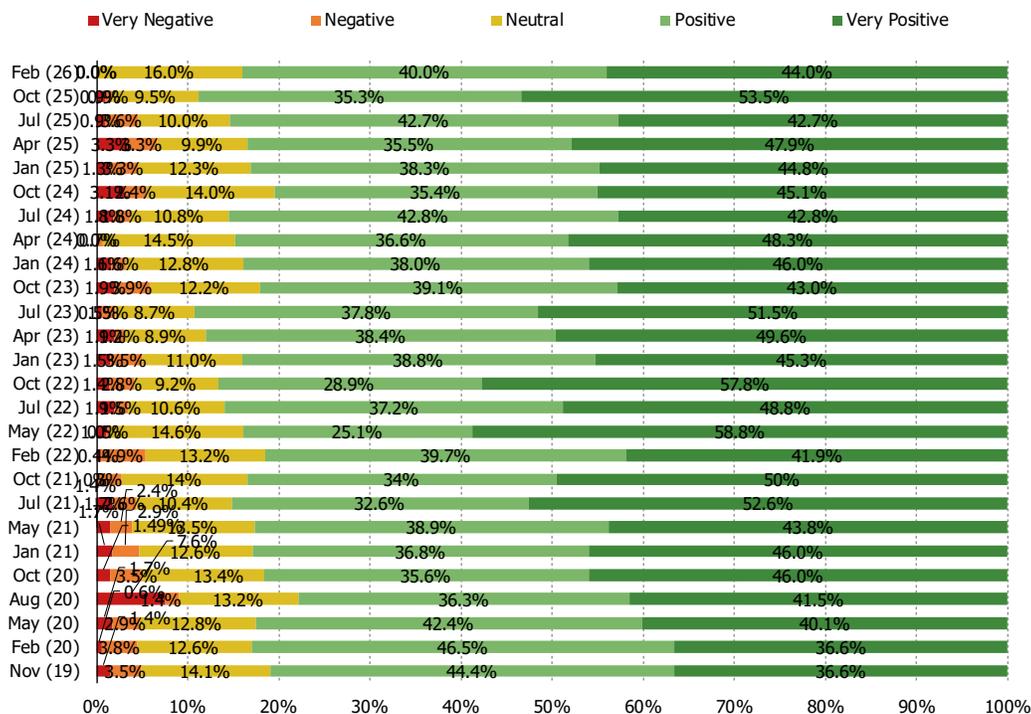


WHAT IS YOUR PERCEPTION OF SIRIUS XM?

Posed to all respondents.



Posed to paying Sirius subscribers.



WHY IS YOUR OPINION NEGATIVE?

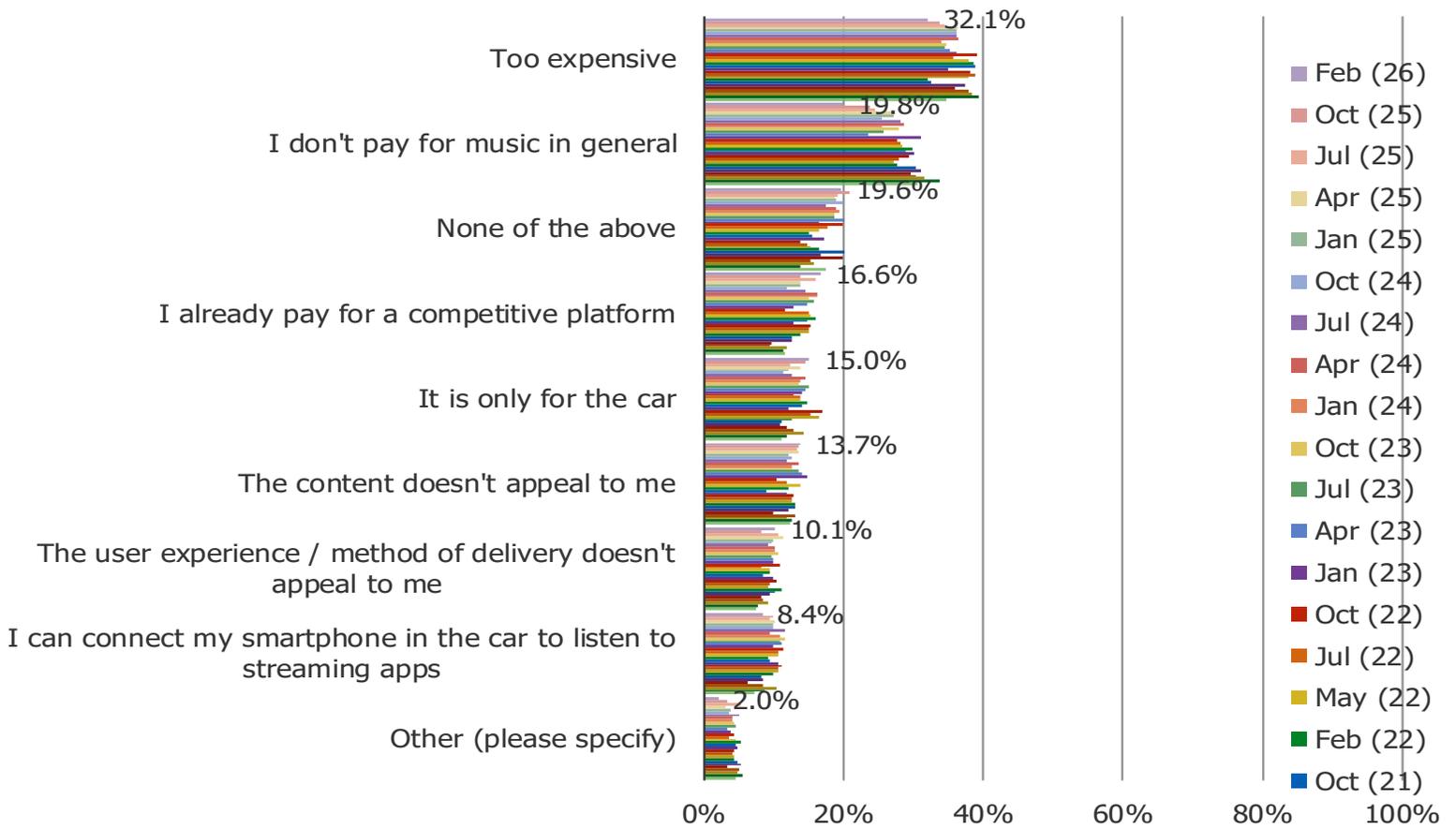
Posed to respondents who said they have a negative opinion of Sirius XM.

Overall distribution of reasons (% of answered)

Reason	% of answered
Other reasons (uncategorized)	58.53
Pricing / cost / not worth it	17.85
Don't know / unclear	5.91
Don't use / don't care / no need	5.38
Content / programming not appealing	4.86
Prefer free alternatives	3.94
Customer service / cancellation / billing	2.95
Specific host/show dislike (e.g., Howard Stern)	2.23
Ads / commercials	2.1
Ease of use / app / interface issues	1.71
Audio / signal / reception issues	0.39

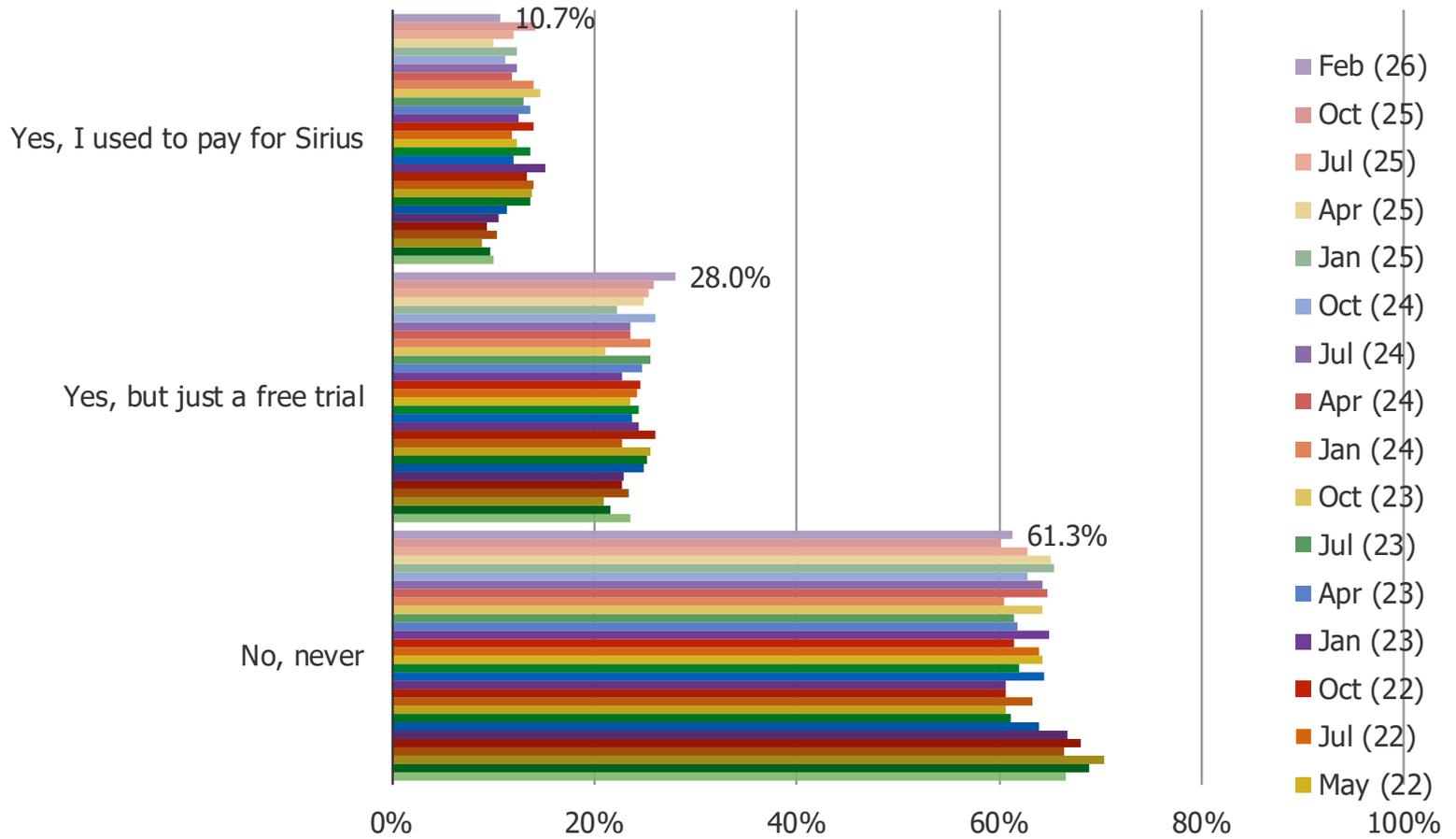
WHY ARE YOU NOT A SIRIUS XM SUBSCRIBER? (SELECT ALL THAT APPLY)

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



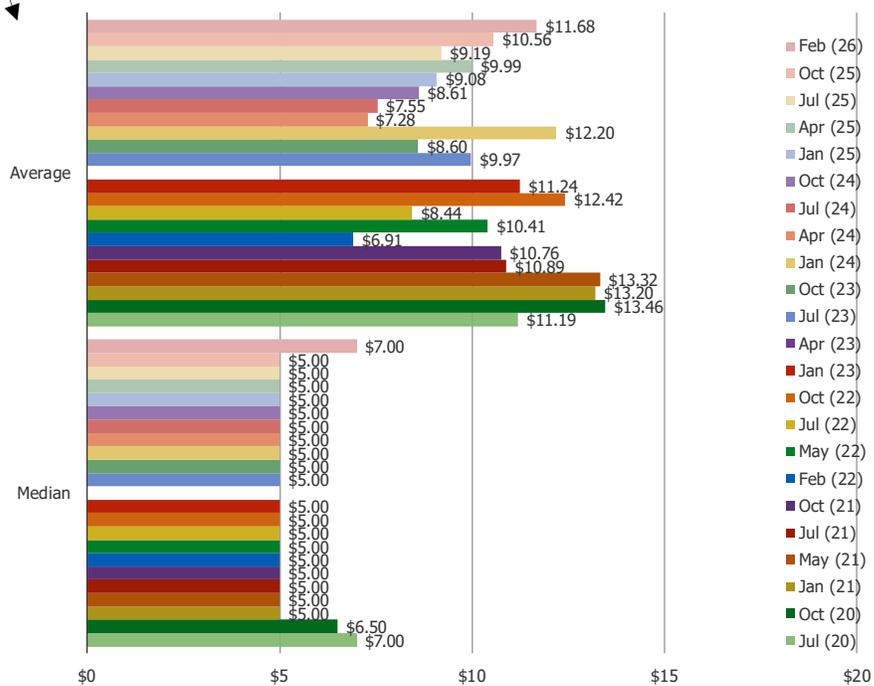
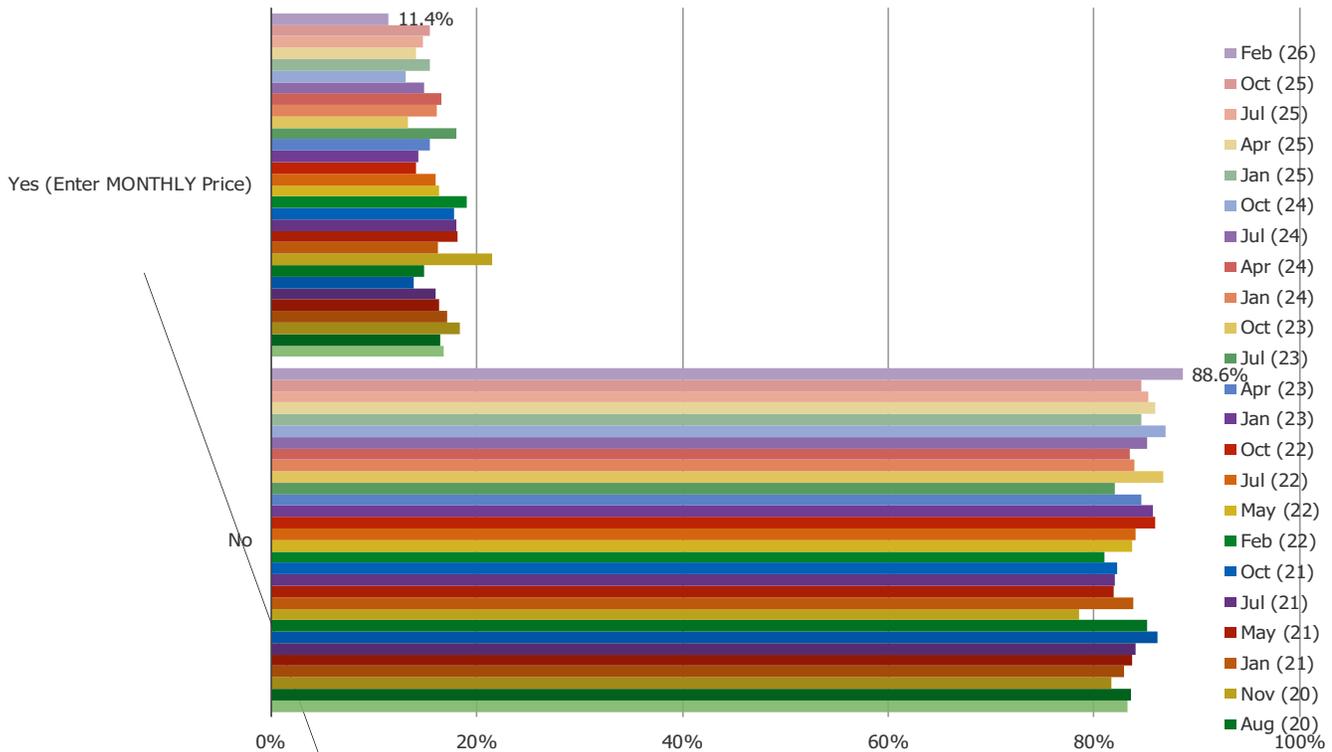
HAVE YOU EVER BEEN A SIRIUS XM SUBSCRIBER?

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

