

Question	Research Aim
<p>1.) How many hours per day do you listen to music?</p> <ul style="list-style-type: none"> • 0-1 • 1-2 • 2-3 • 3-4 • 4-5 • 5-6 • 6+ 	
<p>2.) Which music streaming services have you used in the last week?</p> <ul style="list-style-type: none"> • Spotify • Apple Music • Amazon Music • Others (please specify or put N/A for none) 	
<p>3.) Are you subscribed to Spotify Premium?</p> <ul style="list-style-type: none"> • Yes • No, I use the free version • No, I use another streaming service 	
<p>Overall Perception</p> <p>4.) How would you rate your overall perception of Spotify as a streaming platform? (1 = very poor, 5 = excellent)</p>	Brand Perception

Service Features and Customer Satisfaction

5.) How satisfied are you with the following aspects of Spotify?

(1 being very dissatisfied, 5 being very satisfied)

- Affordability (price of subscription)
- Subscription plans
- Music selection & variety
- Music library size
- Personalised playlists & recommendations
- Availability of podcasts & audiobooks
- Offline listening & downloads
- Social features (playlist sharing, friend activity, etc.)
- Live events recommendations
- User interface and ease of use
- Customer support

6.) What genre of music do you listen to? Please select up to 3 main genres you listen to:

- Jazz
- Hip-hop
- R&B
- Rock
- Pop
- Reggae
- Afrobeats
- Electric
- Country
- Others (please specify)

7.) How satisfied are you with the variety of content available on Spotify for the following options? (1 being very dissatisfied, 5 being very satisfied)

- Music
- Podcasts
- Audiobooks
- Live streaming events

8.) How many hours per day do you listen to podcasts?

- 0-1
- 1-2
- 2-3
- 3-4
- 4-5

- 5-6
- 6+

9.) What genre of podcast (if any) do you listen to? (choose all that apply)

- Comedy
- Society and Culture
- Lifestyle and Health
- True crime
- Educational
- Others (please specify)
- None

Comparison with Competitors

10.) Based on your knowledge of various subscription plans, how would you rank Spotify's pricing compared to other popular music streaming services?

- Spotify
- Apple Music
- Amazon Music
- YouTube Music

11.) How would you rank Spotify's features compared to other popular music streaming services?

- Spotify
- Apple Music
- Amazon Music
- YouTube Music

12.) Compared to other streaming platforms you have used, how satisfied are you with Spotify's overall user experience?

- Spotify much better
- Spotify somewhat better
- The same
- Competitor is somewhat better
- Competitor is much better
- N/A (have not used other platforms)

13.) Which of the following best describes your reason for choosing Spotify over other platforms? (Select all that apply)

- Better music recommendations
- More affordable pricing
- Better offline listening features

<ul style="list-style-type: none"> • Larger music & podcast library • More user-friendly interface • Exclusive content (e.g., Spotify Originals) • Other (please specify) 	
<p>User Consumption Patterns</p> <p>14.) How many hours did you spend on each type of content yesterday? (Enter 0 if none.)</p> <ul style="list-style-type: none"> • Music • Podcasts • Audiobooks • Live streaming events 	
<p>Environmental Sustainability</p> <p>15.) How important are environmental sustainability and green initiatives in your decision to choose a music streaming service like Spotify? (1 being not important at all, 5 being extremely important)</p>	
<p>Customer User Experience</p>	Customer Experience
<p>16.) How likely are you to recommend Spotify to others? 1 = Very Unlikely, 5 = Very Likely</p>	
<p>17.) How often do you have bad experiences, due to technical issues, using Spotify?</p> <ul style="list-style-type: none"> i.) Never ii.) Once a week iii.) Once a month iv.) Once a year v.) Every day 	
<p>18.) If you have had bad experiences, how helpful would you say Spotify was at resolving your issue(s)? (1 = Very Unhelpful, 5 = Very Helpful)</p>	
<p>19.) How satisfied are you with the audio quality, for the following categories? (1 = Very Dissatisfied, 5 = Very Satisfied)</p> <ul style="list-style-type: none"> • Music • Audiobooks • Podcasts • Live streaming events 	

<p><u>Section 1: Awareness and Interest</u></p>	<p>Potential new initiatives</p>
<p>20.) What would make you willing to try a new service or feature (e.g., live streaming)? (Select all that apply)</p> <ul style="list-style-type: none"> • Engaging and attractive advertising • Free trial offer • Unique content (e.g., exclusive artist interactions) • Positive reviews from others • Other (please specify) 	
<p>21.) How familiar are you with live-streaming services for music events (e.g., virtual concerts, artist Q&A sessions) for your favourite artists(s)?</p> <ul style="list-style-type: none"> • Very familiar • Somewhat familiar • Heard of them but never used • Not familiar at all 	
<p>22.) How interested would you be in using a live-streaming feature on Spotify for events like live concerts, exclusive interviews, or virtual festivals? <i>(1 = Not at all interested, 5 = Extremely interested)</i></p>	
<p>23.) What type of live content would you be most interested in if Spotify launched a live-streaming service?(Select top 3)</p> <ul style="list-style-type: none"> • <i>Live concerts</i> • <i>Behind-the-scenes sessions with artists</i> • <i>Exclusive album listening parties</i> • <i>Artist interviews and Q&A sessions</i> • <i>Music festivals</i> • <i>Virtual DJ sets and parties</i> • <i>Other (please specify)</i> 	
<p><u>Section 2: Willingness to Pay and Pricing Preferences</u></p>	
<p>24.) Would you be willing to pay for access to exclusive live-streaming events on Spotify?</p> <ul style="list-style-type: none"> • Yes 	

<ul style="list-style-type: none"> • No • Maybe, depending on the artist 	
<p>25.) If yes or maybe, which pricing model would you prefer?</p> <ul style="list-style-type: none"> • Pay-per-event • Monthly subscription add-on • Included in existing Premium plans • Other (please specify) 	
<p>26.) What do you think would be a fair premium charge for exclusive live-streamed concerts or events in addition to your premium subscription?</p> <ul style="list-style-type: none"> • £1–£5 per event • £6–£10 per event • £11–£20 per event • Over £20 per event • I would only attend if it's free • I don't have premium 	
<p><u>Section 3: User Experience Expectations</u></p>	
<p>27.) What features would enhance your experience with a live-streaming service on Spotify? (Select top 3)</p> <ul style="list-style-type: none"> • High-definition video and audio quality • Interactive chats with artists during live events • Ability to watch past events on-demand • Personalised event recommendations • Virtual meet-and-greet options • Multi-device access (e.g., phone, tablet, smart TV) • Other (please specify) 	
<p><u>Section 4: Competitor Comparison</u></p>	
<p>28.) Have you ever attended a virtual concert or live-streaming event on another platform (e.g., YouTube Live, Instagram Live, Twitch)?</p> <ul style="list-style-type: none"> • Yes • No 	
<p>29.) If yes, what did you like or dislike about those experiences? (Open-ended)</p>	

<p>30.) What would make you choose Spotify's live-streaming service over other platforms? (Open-ended)</p>	
<p><u>Section 5: Final Thoughts/ Suggestions</u></p>	
<p>31.) Do you have any suggestions for Spotify regarding live-streaming features? (Open-ended)</p>	
<p>32.) What improvements or additional features would you like to see on Spotify? (Open-ended)</p> <p>_____</p> <p>_____</p> <p>_____</p>	Formality
<p>33.) Would you like to participate in any further questionnaires we may have?</p> <p>- Yes (please provide email)</p> <p>- No</p>	
<p>34.) What is your gender?</p> <p>Male</p> <p>Female</p> <p>Non-binary</p> <p>Prefer not to say</p>	General/ Introduction Question
<p>35.) How old are you?</p> <p>18-23</p> <p>24-29</p> <p>30-35</p> <p>35+</p>	
<p>36.) What is your occupation?</p> <p>_____</p>	