

General Music Questions

How many music events do you attend per week?

How much money do you spend on music per month?

How many times a day do you listen to music?

If you pay to listen to music, what service(s) do you use?

Do you know anyone who is trying to make a living as a musician?

Do you play an instrument?

Music Content Engagement

Do you subscribe to any music magazines?

Do you subscribe to any non-music magazines?

(check all that apply) Do you use any of the following?:

- Pandora, -Spotify, -Grooveshark, - Soundcloud, - Hype Machine

What is your favorite way to access music online?

What device do you use to listen to music most?

Do you Torrent music?

If so, do you make an effort to support musicians whose music you enjoyed listening to after Torrenting?

Music Opinion

On a scale of 0-10, 0 being very negative, 10 being very positive, how would you rate your sentiment towards the music industry?

On a scale of 0-10, 0 being very negative, 10 being very positive, how would you rate your sentiment towards music played on the radio?

On a scale of 0-10, 0 being very poor, 10 being excellent, how would you rate the quality of your local music scene?

On a scale of 0-10, 0 being very unimportant, 10 being very important, how important of a role does music play in your life?

Music Model

Do you make an effort to support local music?

Who is your favorite contemporary musician or band?

If you could subscribe to your favorite artist like a magazine, would you?

Are you interested in 'back-stage' content such as demos, lyrics, and videos from your favorite musician?

Share

If you share content via email or social networks, what are the most common reasons you do so?

Do you like sharing new music with friends, if so, do you do it more online or by word of mouth?