MAR 754 - Music Streaming Survey

**Add a media habits section.**

Start of Block: Block 1

Q1 What is your first name?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q2 What is your last name?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q3 What is your year?

* Freshman (1)
* Sophomore (2)
* Junior (3)
* Senior (4)
* Graduate (5)
* Other (specify) (6) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q4 What is your home country?

* United States (1)
* China (2)
* Vietnam (3)
* Japan (4)
* Korea (5)
* Indonesia (6)
* Other (specify) (7) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q5 Major(s) (please list below)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q6 Age (please enter below)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

End of Block: Block 1

Start of Block: Block 2

Q7 Do you stream music?

* Yes (1)
* No (2)

Q8 Do you pay for a streaming service?

* Yes (1)
* No (2)

Q9 Which of the following do you use the most for music listening?

* Smart Phone (1)
* Smart Watch (2)
* iPod/MP3 player (3)
* Tablet (4)
* Smart Home Device (Amazon Echo, Google Dot, etc.) (5)
* Laptop Computer (6)
* Desktop Computer (7)
* Other (specify) (8) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q10 Which playback method(s) do you use the most (check all that apply)?

* Internal Device Speakers (1)
* Headphones (2)
* Dedicated Speakers (3)

Q11 Which of the following genres best suits your primary listening habits?

* Blues (1)
* Classical (2)
* Country (3)
* Electronic (4)
* Folk (5)
* Hip-Hop (6)
* Jazz (7)
* New age (8)
* Reggae (9)
* Rock (10)
* Other (specify) (11) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q12 Before streaming, what was your primary mode of music listening?

* Vinyl (1)
* Cassette (2)
* 8-track (3)
* CD (4)
* Digital Download (5)
* Radio (6)
* I did not have a mode of listening to music before streaming (7)
* Other (specify) (8) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

End of Block: Block 2

Start of Block: Block 3

Q13 In a typical day, how likely are you to stream music?

* Extremely likely (1)
* Very likely (2)
* Somewhat likely (3)
* Not at all likely (4)

Q14 In a typical day, how many hours (on average) do you listen to music?

* 0-1 (1)
* 2-3 (2)
* 4-5 (3)
* 6-7 (4)
* 8 or more (5)

Q15 In a typical day, how many hours (on average) do you stream music?

* 0-1 (1)
* 2-3 (2)
* 4-5 (3)
* 6-7 (4)
* 8 or more (5)

Q16 What kind of music listener would you describe yourself as?

* Unintended listener (has music on in the background for the intent of background noise) (1)
* Casual listener (enjoys music but doesn't pay mind to artists/genres specifically) (2)
* Critical/avid listener (analyzes music and avid artist/genre follower) (3)

End of Block: Block 3

Start of Block: Block 4

Q17 When selecting a music streaming service to use, how important are the following aspects? (0: not important, 100: very important)

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

|  |  |
| --- | --- |
| Audio quality () |  |
| Curated content () |  |
| Device compatibility () |  |
| Free version/trial () |  |
| Offline listening () |  |
| Price () |  |
| Social/friend features () |  |
| Student/military discount () |  |

Q18 Which of the following services have you heard of (select all that apply)?

* Amazon Music (1)
* Apple Music (2)
* Deezer (3)
* iHeart Radio (4)
* Pandora (5)
* Google Play Music (6)
* Sirius XM (7)
* SoundCloud (8)
* Spotify (9)
* Tidal (10)
* YouTube (General) (11)
* YouTube Music (12)
* Other (specify) (13) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q19 Which of the following have you used (select all that apply)?

* Amazon Music (1)
* Apple Music (2)
* Deezer (3)
* iHeart Radio (4)
* Pandora (5)
* Google Play Music (6)
* Sirius XM (7)
* SoundCloud (8)
* Spotify (9)
* Tidal (10)
* YouTube (general) (11)
* YouTube Music (12)
* Other (specify) (13)

End of Block: Block 4

Start of Block: Block 5

Q21 Which of the following do you subscribe to (select all that apply)?

* Amazon Music (1)
* Apple Music (2)
* Deezer (3)
* iHeart Radio (4)
* Pandora (5)
* Play Music (6)
* Sirius XM (7)
* SoundCloud (8)
* Spotify (9)
* Tidal (10)
* YouTube Music (11)
* Other (specify) (12) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q22 Which of the following is your primary streaming platform?

* Amazon Music (1)
* Apple Music (2)
* Deezer (3)
* iHeart Radio (4)
* Pandora (5)
* Google Play Music (6)
* Sirius XM (7)
* SoundCloud (8)
* Spotify (9)
* Tidal (10)
* YouTube (general) (11)
* YouTube Music (12)
* Other (specify) (13)

End of Block: Block 5

Start of Block: Block 6

Q23 How did you hear about the streaming platform you primarily use?

* Friends (1)
* Family (2)
* Advertisements (3)
* Company website (4)
* Other (specify) (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q24 Amongst your peers, which of the following platforms do your friends generally use (select all that apply)?

* Amazon Music (1)
* Apple Music (2)
* Deezer (3)
* iHeart Radio (4)
* Pandora (5)
* Google Play Music (6)
* Sirius XM (7)
* SoundCloud (8)
* Spotify (9)
* Tidal (10)
* YouTube (general) (11)
* YouTube Music (12)
* Other (specify) (13) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q25 If you could change your streaming platform for the same cost as the platform you are currently using (free or paid), which would you switch to?

* Amazon Music (1)
* Apple Music (2)
* Deezer (3)
* iHeart Radio (4)
* Pandora (5)
* Google Play Music (6)
* Sirius XM (7)
* SoundCloud (8)
* Spotify (9)
* Tidal (10)
* YouTube Music (11)
* I would not switch (12)
* Other (specify) (13) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

End of Block: Block 6