

Sterio – Users' Listening Habits and Preferences Survey

The following survey was conducted within a Master's thesis to obtain the degree course in Computer Science and Engineering at Instituto Superior Técnico. We estimate that the time required to complete this survey is less than 5 minutes.

The survey aims to collect information relevant to the development of a platform that aims to combine music streaming and traditional terrestrial radio features in an integrated and personalised experience that may be shared within small networks of friends and family. The survey is completed anonymously and confidentially, and all the data collected will only be used for academic purposes.

Please answer this survey according to the instructions provided in each question, with the maximum attention and commitment possible. If you have any questions regarding this survey, its purpose, or any other inquiries, feel free to contact the following e-mail address: miguelregouga@tecnico.ulisboa.pt

Thank you for your cooperation!

***Obrigatório**

User
characterisation

This section is about the users' basic personal details. All of this data is anonymous and will be used for academical purposes only.

1. What's your age? *

Select just one option.

Marcar apenas uma oval.

- ☐ Less than 18 years old
- ☐ 18 – 24
- ☐ 25 – 30
- ☐ 31 – 45
- ☐ 46 – 60
- ☐ More than 60 years old

2. What's your gender? *

Select just one option.

Marcar apenas uma oval.

- ☐ Male
- ☐ Female
- ☐ Prefer not to answer
- ☐ Other

3. What's your occupation? *

Select just one option.

Marcar apenas uma oval.

- ☐ Student
- ☐ Working student
- ☐ Employed
- ☐ Unemployed
- ☐ Retired

4. Which electronic devices do you use on a daily basis? *

Select all the options that apply.

Marcar tudo o que for aplicável.

- ☐ Smartphone
- ☐ Computer
- ☐ Smartwatch
- ☐ Tablet

Outra: ☐ _____

Music
consumption
habits

In this section, we cover the users' music consumption habits and their listening preferences. All of this data is anonymous and will be used for academical purposes only.

5. How often do you listen to music? *

Select just one option.

Marcar apenas uma oval.

- ☐ Daily
- ☐ Weekly
- ☐ Every other week
- ☐ Monthly
- ☐ Rarely
- ☐ I don't listen to music

6. Which mediums do you use regularly to listen to music? *

Select all the options that apply.

Marcar tudo o que for aplicável.

- ☐ Streaming services (Spotify, Apple Music, Deezer, ...)
- ☐ Traditional terrestrial radio stations (Rádio Comercial, RFM, ...)
- ☐ Physical format (Vinyl, CD, Cassette, ...)
- ☐ Music videos (on YouTube, music TV channels, ...)
- ☐ Live music (concerts, discotheques...)
- ☐ Not applicable

Outra: ☐ _____

Music
streaming
services
consumption
habits

In this section, we cover the users' music streaming services consumption habits, why and how these services are important to them. All of this data is anonymous and will be used for academical purposes only.

7. How often do you use streaming services? *

Select just one option.

Marcar apenas uma oval.

- ☐ Daily *Avançar para a pergunta 8*
- ☐ Weekly *Avançar para a pergunta 8*
- ☐ Every other week *Avançar para a pergunta 8*
- ☐ Monthly *Avançar para a pergunta 8*
- ☐ Rarely *Avançar para a pergunta 8*
- ☐ I don't use streaming services *Avançar para a pergunta 13*

Music
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In this section, we cover the users' music streaming services consumption habits, why and how these services are important to them. All of this data is anonymous and will be used for academical purposes only.

8. Which music streaming service is your most used one? *

Select just one option.

Marcar apenas uma oval.

- ☐ Spotify
- ☐ Apple Music
- ☐ Deezer
- ☐ Amazon Music
- ☐ Tidal
- ☐ YouTube Music
- ☐ Outra: _____

9. On average, how long do you use streaming services in a listening session? *

Select just one option.

Marcar apenas uma oval.

- ☐ Less than 10 minutes
- ☐ Between 10 and 29 minutes
- ☐ Between 30 and 59 minutes
- ☐ Between 1 and 2 hours
- ☐ More than 2 hours
- ☐ Not sure

10. Which of these factors do you consider more relevant when using a streaming service? *

Select all the options that apply.

Marcar tudo o que for aplicável.

- ☐ Sound quality
- ☐ Wide range of music selection
- ☐ Convenience
- ☐ To discover new music
- ☐ To check out my friend's listening activity
- ☐ Low price or free
- ☐ Wide range of already created playlists
- ☐ Not applicable

Outra: ☐ _____

11. What are the factors that stop you from using streaming services on a more regular basis?

Select all the options that apply.

Marcar tudo o que for aplicável.

- ☐ Too expensive / I don't want to pay
- ☐ Too many advertisings
- ☐ The free plan does not allow my choice of songs
- ☐ Confusing user interface
- ☐ I don't see the value in it
- ☐ I prefer to listen to radio or other formats
- ☐ Not applicable

Outra: ☐ _____

12. Do you listen regularly to podcasts? *

Select just one option.

Marcar apenas uma oval.

- ☐ Yes
- ☐ No
- ☐ Not sure

Terrestrial
radio
consumption
habits

In this section, we cover the users' terrestrial radio consumption habits, why and how these services are important to them. All of this data is anonymous and will be used for academical purposes only.

13. How often do you listen to traditional radio stations? *

Select just one option.

Marcar apenas uma oval.

- ☐ Daily
- ☐ Weekly
- ☐ Every other week
- ☐ Monthly
- ☐ Rarely
- ☐ I don't listen to traditional radio stations

Terrestrial
radio
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habits

In this section, we cover the users' terrestrial radio consumption habits, why and how these services are important to them. All of this data is anonymous and will be used for academical purposes only.

14. On average, how long do you typically listen to radio? *

Select just one option.

Marcar apenas uma oval.

- ☐ Less than 10 minutes
- ☐ Between 10 and 29 minutes
- ☐ Between 30 and 59 minutes
- ☐ Between 1 and 2 hours
- ☐ More than 2 hours
- ☐ Not sure

15. Where do you usually listen to radio? *

Select all the options that apply.

Marcar tudo o que for aplicável.

- ☐ While driving
- ☐ At home
- ☐ At work
- ☐ On public transportation

Outra: ☐ _____

16. What are the main reasons that make you listen to radio stations? *

Select all the options that apply.

Marcar tudo o que for aplicável.

- ☐ Music selection
- ☐ For a human connection
- ☐ Good mood of the radio hosts
- ☐ The variety of radio programs
- ☐ Listening to news, weather, or traffic information
- ☐ Convenience
- ☐ Sports reports
- ☐ To discover new music

Outra: ☐ _____

17. What are the factors that stop you from listening to radio stations on a more regular basis?

Select all the options that apply.

Marcar tudo o que for aplicável.

- ☐ Music is too repetitive
- ☐ Music does not fit my taste
- ☐ Too many advertisements or commercial breaks
- ☐ I can't choose what and when to listen
- ☐ Not applicable

Outra: ☐ _____