

National Tracking Poll

Project: 151006

N Size: 1690 Registered Voters

Margin of Error: ± 2%

October 22-25, 2015

Topline Report

Question	Response	Frequency	Percentage
P1	<i>Now, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?</i>		
	Right Direction	511	30%
	Wrong Track	1179	70%
P2NET	<i>Do you approve or disapprove of the job Barack Obama is doing as President?</i>		
	Approve	710	42%
	Disapprove	914	54%
	Don't Know / No Opinion	66	4%
P2	<i>Do you approve or disapprove of the job Barack Obama is doing as President?</i>		
	Strongly Approve	284	17%
	Somewhat Approve	427	25%
	Somewhat Disapprove	286	17%
	Strongly Disapprove	628	37%
	Don't Know / No Opinion	66	4%
P3	<i>Now, thinking about your vote, what would you say is the top set of issues on your mind when you cast your vote for federal offices such as U.S. Senate or Congress?</i>		
	Economic Issues	588	35%
	Security Issues	351	21%
	Health Care Issues	227	13%
	Senior's Issues	216	13%
	Women's Issues	58	3%
	Education Issues	116	7%
	Energy Issues	65	4%
	Other	69	4%
PA1_1NET	<i>Please indicate if you have a favorable or unfavorable opinion of each of the following: Spotify</i>		
	Total favorable	678	40%
	Total unfavorable	175	10%
	No Opinion / Never Heard Of	837	50%

Question	Response	Frequency	Percentage
PA1_1	<i>Please indicate if you have a favorable or unfavorable opinion of each of the following: Spotify</i>		
	Very favorable	273	16%
	Somewhat favorable	405	24%
	Somewhat unfavorable	140	8%
	Very unfavorable	35	2%
	Heard Of, No Opinion	498	29%
	Never Heard Of	339	20%
PA1_2NET	<i>Please indicate if you have a favorable or unfavorable opinion of each of the following: Pandora</i>		
	Total favorable	1062	63%
	Total unfavorable	135	8%
	No Opinion / Never Heard Of	492	29%
PA1_2	<i>Please indicate if you have a favorable or unfavorable opinion of each of the following: Pandora</i>		
	Very favorable	561	33%
	Somewhat favorable	501	30%
	Somewhat unfavorable	108	6%
	Very unfavorable	28	2%
	Heard Of, No Opinion	386	23%
	Never Heard Of	107	6%
PA1_3NET	<i>Please indicate if you have a favorable or unfavorable opinion of each of the following: Google Play Music</i>		
	Total favorable	824	49%
	Total unfavorable	154	9%
	No Opinion / Never Heard Of	712	42%
PA1_3	<i>Please indicate if you have a favorable or unfavorable opinion of each of the following: Google Play Music</i>		
	Very favorable	319	19%
	Somewhat favorable	505	30%
	Somewhat unfavorable	125	7%
	Very unfavorable	29	2%
	Heard Of, No Opinion	495	29%
	Never Heard Of	217	13%
PA1_4NET	<i>Please indicate if you have a favorable or unfavorable opinion of each of the following: Amazon Prime Music</i>		
	Total favorable	786	46%
	Total unfavorable	164	10%
	No Opinion / Never Heard Of	740	44%

Question	Response	Frequency	Percentage
PA1_4	<i>Please indicate if you have a favorable or unfavorable opinion of each of the following: Amazon Prime Music</i>		
	Very favorable	357	21%
	Somewhat favorable	429	25%
	Somewhat unfavorable	140	8%
	Very unfavorable	25	1%
	Heard Of, No Opinion	516	31%
	Never Heard Of	224	13%
PA1_5NET	<i>Please indicate if you have a favorable or unfavorable opinion of each of the following: Last.fm</i>		
	Total favorable	341	20%
	Total unfavorable	165	10%
	No Opinion / Never Heard Of	1184	70%
PA1_5	<i>Please indicate if you have a favorable or unfavorable opinion of each of the following: Last.fm</i>		
	Very favorable	128	8%
	Somewhat favorable	212	13%
	Somewhat unfavorable	132	8%
	Very unfavorable	34	2%
	Heard Of, No Opinion	316	19%
	Never Heard Of	868	51%
PA1_6NET	<i>Please indicate if you have a favorable or unfavorable opinion of each of the following: Sound Cloud</i>		
	Total favorable	520	31%
	Total unfavorable	147	9%
	No Opinion / Never Heard Of	1023	61%
PA1_6	<i>Please indicate if you have a favorable or unfavorable opinion of each of the following: Sound Cloud</i>		
	Very favorable	192	11%
	Somewhat favorable	328	19%
	Somewhat unfavorable	109	6%
	Very unfavorable	38	2%
	Heard Of, No Opinion	382	23%
	Never Heard Of	641	38%
PA1_7NET	<i>Please indicate if you have a favorable or unfavorable opinion of each of the following: Apple Music</i>		
	Total favorable	768	45%
	Total unfavorable	237	14%
	No Opinion / Never Heard Of	684	40%

Question	Response	Frequency	Percentage
PA1_7	<i>Please indicate if you have a favorable or unfavorable opinion of each of the following: Apple Music</i>		
	Very favorable	285	17%
	Somewhat favorable	484	29%
	Somewhat unfavorable	165	10%
	Very unfavorable	72	4%
	Heard Of, No Opinion	502	30%
	Never Heard Of	182	11%
PA2	<i>How much have you seen, read or heard about online music streaming services such as Pandora, Spotify or Apple Music?</i>		
	A lot	442	26%
	Some	516	31%
	Not much	424	25%
	Nothing at all	307	18%
PA3	<i>Have you ever used an online music streaming service such as Pandora, Spotify or Apple Music?</i>		
	Yes	1027	61%
	No	608	36%
	Don't Know / No Opinion	56	3%
PA4	<i>Are you currently a subscriber or regular user of an online music streaming service, such as Pandora, Spotify or Apple Music? (N=1,027)</i>		
	Paid subscriber	174	17%
	Regular free user	744	73%
	Don't Know / No Opinion	108	11%
PA5NET	<i>How often, if ever, do you purchase music you first heard online or from an online music streaming service? (Among respondents that have used an online streaming service.)</i>		
	Total often	381	23%
	Total not often	1275	75%
	Don't Know / No Opinion	34	2%
PA5	<i>How often, if ever, do you purchase music you first heard online or from an online music streaming service? (Among respondents that have used an online streaming service.)</i>		
	Very often	142	8%
	Somewhat often	239	14%
	Not very often	503	30%
	Never	772	46%
	Don't Know / No Opinion	34	2%

Question	Response	Frequency	Percentage
PA6	<i>Generally speaking, do you think access to free, legal sources of music increase, decrease, or have no effect on illegal downloads of music, also known as internet piracy?</i>		
	Increase	355	21%
	Decrease	411	24%
	Have No Effect	512	30%
	Don't Know / No Opinion	413	24%
PA7NET	<i>As you may know, some online music streaming services do not charge listeners to stream music. Instead, legal "free-to-the-listener" services will occasionally play an advertisement. How important are "free-to-the-listener" online music streaming services to you?</i>		
	Total important	1009	60%
	Total unimportant	460	27%
	Don't Know / No Opinion	221	13%
PA7	<i>As you may know, some online music streaming services do not charge listeners to stream music. Instead, legal "free-to-the-listener" services will occasionally play an advertisement. How important are "free-to-the-listener" online music streaming services to you?</i>		
	Very important	525	31%
	Somewhat important	483	29%
	Somewhat unimportant	208	12%
	Very unimportant	252	15%
	Don't Know / No Opinion	221	13%
PA8NET	<i>How helpful do you think legal "free-to-the-listener" online music streaming services are for listeners to discover new artists or music they might not have heard otherwise?</i>		
	Total helpful	1244	74%
	Total not helpful	165	10%
	Don't Know / No Opinion	281	17%
PA8	<i>How helpful do you think legal "free-to-the-listener" online music streaming services are for listeners to discover new artists or music they might not have heard otherwise?</i>		
	Very helpful	658	39%
	Somewhat helpful	586	35%
	Not very helpful	108	6%
	Not at all helpful	57	3%
	Don't Know / No Opinion	281	17%

Question	Response	Frequency	Percentage
PA9NET	<i>How helpful do you think legal “free-to-the-listener” online music streaming services are for musicians and artists to reach new listeners that may not have heard their music otherwise?</i>		
	Total helpful	1268	75%
	Total not helpful	148	9%
	Don't Know / No Opinion	273	16%
PA9	<i>How helpful do you think legal “free-to-the-listener” online music streaming services are for musicians and artists to reach new listeners that may not have heard their music otherwise?</i>		
	Very helpful	702	42%
	Somewhat helpful	567	34%
	Not very helpful	110	7%
	Not at all helpful	38	2%
	Don't Know / No Opinion	273	16%
PA10_1NET	<i>Please indicate if you agree or disagree with the following statements: It is important for all people to have access to free, ad-supported music</i>		
	Total agree	1238	73%
	Total disagree	244	14%
	Don't Know / No Opinion	208	12%
PA10_1	<i>Please indicate if you agree or disagree with the following statements: It is important for all people to have access to free, ad-supported music</i>		
	Strongly agree	648	38%
	Somewhat agree	590	35%
	Somewhat disagree	187	11%
	Strongly Disagree	57	3%
	Don't Know / No Opinion	208	12%
PA10_2NET	<i>Please indicate if you agree or disagree with the following statements: Music should be available only to people that pay to listen</i>		
	Total agree	388	23%
	Total disagree	1070	63%
	Don't Know / No Opinion	232	14%
PA10_2	<i>Please indicate if you agree or disagree with the following statements: Music should be available only to people that pay to listen</i>		
	Strongly agree	177	10%
	Somewhat agree	210	12%
	Somewhat disagree	395	23%
	Strongly Disagree	675	40%
	Don't Know / No Opinion	232	14%

Question	Response	Frequency	Percentage
PA10_3NET	<i>Please indicate if you agree or disagree with the following statements: Music should be made as widely available as possible</i>		
	Total agree	1361	81%
	Total disagree	160	9%
	Don't Know / No Opinion	168	10%
PA10_3	<i>Please indicate if you agree or disagree with the following statements: Music should be made as widely available as possible</i>		
	Strongly agree	803	48%
	Somewhat agree	559	33%
	Somewhat disagree	135	8%
	Strongly Disagree	25	2%
	Don't Know / No Opinion	168	10%
PA10_4NET	<i>Please indicate if you agree or disagree with the following statements: Increasing transparency in how artists are paid for their work is important</i>		
	Total agree	1032	61%
	Total disagree	277	16%
	Don't Know / No Opinion	381	23%
PA10_4	<i>Please indicate if you agree or disagree with the following statements: Increasing transparency in how artists are paid for their work is important</i>		
	Strongly agree	484	29%
	Somewhat agree	548	32%
	Somewhat disagree	209	12%
	Strongly Disagree	68	4%
	Don't Know / No Opinion	381	23%
PA10_5NET	<i>Please indicate if you agree or disagree with the following statements: Increasing transparency in how artists are paid for their work will help move the music industry forward</i>		
	Total agree	1016	60%
	Total disagree	256	15%
	Don't Know / No Opinion	418	25%
PA10_5	<i>Please indicate if you agree or disagree with the following statements: Increasing transparency in how artists are paid for their work will help move the music industry forward</i>		
	Strongly agree	443	26%
	Somewhat agree	573	34%
	Somewhat disagree	186	11%
	Strongly Disagree	70	4%
	Don't Know / No Opinion	418	25%

Question	Response	Frequency	Percentage
PA10_6NET	<i>Please indicate if you agree or disagree with the following statements: Online music streaming services make it easier to listen to music without needing to download music illegally</i>		
	Total agree	1291	76%
	Total disagree	154	9%
	Don't Know / No Opinion	245	15%
PA10_6	<i>Please indicate if you agree or disagree with the following statements: Online music streaming services make it easier to listen to music without needing to download music illegally</i>		
	Strongly agree	757	45%
	Somewhat agree	534	32%
	Somewhat disagree	121	7%
	Strongly Disagree	33	2%
	Don't Know / No Opinion	245	15%
PA10_7NET	<i>Please indicate if you agree or disagree with the following statements: Record labels pay their artists fairly</i>		
	Total agree	777	46%
	Total disagree	429	25%
	Don't Know / No Opinion	484	29%
PA10_7	<i>Please indicate if you agree or disagree with the following statements: Record labels pay their artists fairly</i>		
	Strongly agree	352	21%
	Somewhat agree	425	25%
	Somewhat disagree	266	16%
	Strongly Disagree	163	10%
	Don't Know / No Opinion	484	29%
PA11NET	<i>If online music streaming services no longer offered "free-to-the-listener" options, how likely is it that you would pay for a subscription?</i>		
	Total likely	404	24%
	Total unlikely	1115	66%
	Don't Know / No Opinion	171	10%
PA11	<i>If online music streaming services no longer offered "free-to-the-listener" options, how likely is it that you would pay for a subscription?</i>		
	Very likely	147	9%
	Somewhat likely	257	15%
	Somewhat unlikely	300	18%
	Very unlikely	815	48%
	Don't Know / No Opinion	171	10%

Question	Response	Frequency	Percentage
PA12	<i>Businesses, such as radio stations and online music streaming services, have to purchase a license that pays artists in order to play music. Do you think that online music streaming services, such as Pandora and Spotify, should pay more, less, or about the same as radio stations to play music?</i>		
	More	133	8%
	About the same	947	56%
	Less	159	9%
	Don't Know / No Opinion	450	27%

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated for registered voters with demographic post-stratification weights applied.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Registered Voters	1690	100%
xdemGender	Gender: Male	788	47%
	Gender: Female	902	53%
	N	1690	
age5	Age: 18-29	270	16%
	Age: 30-44	421	25%
	Age: 45-54	325	19%
	Age: 55-64	313	19%
	Age: 65+	361	21%
	N	1690	
xpid3	PID: Dem (no lean)	557	33%
	PID: Ind (no lean)	568	34%
	PID: Rep (no lean)	565	33%
	N	1690	
xpidGender	PID/Gender: Dem Men	239	14%
	PID/Gender: Dem Women	317	19%
	PID/Gender: Ind Men	280	17%
	PID/Gender: Ind Women	288	17%
	PID/Gender: Rep Men	269	16%
	PID/Gender: Rep Women	297	18%
	N	1690	
xdemTea	Tea Party: Supporter	537	32%
	Tea Party: Not Supporter	1151	68%
	N	1688	
xdemIdeo3	Ideo: Liberal (1-3)	511	30%
	Ideo: Moderate (4)	421	25%
	Ideo: Conservative (5-7)	616	36%
	N	1547	
xeduc3	Educ: < College	1111	66%
	Educ: Bachelors degree	375	22%
	Educ: Post-grad	204	12%
	N	1690	
xdemInc3	Income: Under 50k	733	43%
	Income: 50k-100k	556	33%
	Income: 100k+	401	24%
	N	1690	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1376	81%
xdemHispBin	Ethnicity: Hispanic	151	9%
demBlackBin	Ethnicity: Afr. Am.	217	13%
demRaceOther	Ethnicity: Other	96	6%
xrelNet	Relig: Protestant	425	25%
	Relig: Roman Catholic	390	23%
	Relig: Ath./Agn./None	401	24%
	Relig: Something Else	277	16%
	<i>N</i>	1492	
xreligion1	Relig: Jewish	66	4%
xreligion2	Relig: Evangelical	501	30%
	Relig: Non-Evang. Catholics	511	30%
	<i>N</i>	1012	
xreligion3	Relig: All Christian	1012	60%
	Relig: All Non-Christian	678	40%
	<i>N</i>	1690	
xdemUsr	Community: Urban	400	24%
	Community: Suburban	833	49%
	Community: Rural	457	27%
	<i>N</i>	1690	
xdemEmploy	Employ: Private Sector	574	34%
	Employ: Government	101	6%
	Employ: Self-Employed	147	9%
	Employ: Homemaker	178	11%
	Employ: Student	50	3%
	Employ: Retired	406	24%
	Employ: Unemployed	128	8%
	Employ: Other	106	6%
	<i>N</i>	1690	
xdemJobStatus	Job Type: White-collar	699	41%
	Job Type: Blue-collar	719	43%
	Job Type: Don't Know	272	16%
	<i>N</i>	1690	
xdemMilHH1	Military HH: Yes	356	21%
	Military HH: No	1334	79%
	<i>N</i>	1690	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	511	30%
	RD/WT: Wrong Track	1179	70%
	N	1690	
xnr2Bin	Obama Job: Approve	710	42%
	Obama Job: Disapprove	914	54%
	N	1624	
xnr3	#1 Issue: Economy	588	35%
	#1 Issue: Security	351	21%
	#1 Issue: Health Care	227	13%
	#1 Issue: Medicare / Social Security	216	13%
	#1 Issue: Women's Issues	58	3%
	#1 Issue: Education	116	7%
	#1 Issue: Energy	65	4%
	#1 Issue: Other	69	4%
	N	1690	
xsubVote14O	2014 Vote: Democrat	603	36%
	2014 Vote: Republican	613	36%
	2014 Vote: Other	81	5%
	2014 Vote: Didn't Vote	391	23%
	N	1688	
xsubVote12O	2012 Vote: Barack Obama	695	41%
	2012 Vote: Mitt Romney	598	35%
	2012 Vote: Other	79	5%
	2012 Vote: Didn't Vote	317	19%
	N	1688	
xreg4	4-Region: Northeast	308	18%
	4-Region: Midwest	399	24%
	4-Region: South	628	37%
	4-Region: West	355	21%
	N	1690	

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.



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