

National Tracking Poll

Project: 161203
 N Size: 2000 Adults
 Margin of Error: $\pm 2\%$
 December 06-08, 2016

Topline Report

Question	Response	Frequency	Percentage
BRN4_1	<i>How often do you use each of the following? Spotify</i>		
	More than once a day	149	7%
	Once a day	110	5%
	A few times a week	108	5%
	About once a week	63	3%
	About once every few weeks	55	3%
	About once a month	72	4%
	Less often	147	7%
	I do not use	1296	65%
BRN4_2	<i>How often do you use each of the following? Pandora</i>		
	More than once a day	231	12%
	Once a day	121	6%
	A few times a week	200	10%
	About once a week	108	5%
	About once every few weeks	100	5%
	About once a month	126	6%
	Less often	223	11%
	I do not use	890	45%
BRN4_3	<i>How often do you use each of the following? AM/FM Radio</i>		
	More than once a day	633	32%
	Once a day	386	19%
	A few times a week	329	16%
	About once a week	128	6%
	About once every few weeks	90	4%
	About once a month	71	4%
	Less often	118	6%
	I do not use	244	12%

Question	Response	Frequency	Percentage
BRN4_4	<i>How often do you use each of the following? Music Ive purchased such as CDs, iTunes, etc.</i>		
	More than once a day	229	11%
	Once a day	175	9%
	A few times a week	254	13%
	About once a week	153	8%
	About once every few weeks	135	7%
	About once a month	137	7%
	Less often	317	16%
	I do not use	600	30%
BRN4_5	<i>How often do you use each of the following? iHeartRadio</i>		
	More than once a day	109	5%
	Once a day	95	5%
	A few times a week	117	6%
	About once a week	74	4%
	About once every few weeks	87	4%
	About once a month	83	4%
	Less often	179	9%
	I do not use	1258	63%
BRN4_6	<i>How often do you use each of the following? Amazon Prime</i>		
	More than once a day	133	7%
	Once a day	84	4%
	A few times a week	247	12%
	About once a week	129	6%
	About once every few weeks	105	5%
	About once a month	153	8%
	Less often	189	9%
	I do not use	960	48%
BRN4_7	<i>How often do you use each of the following? Tidal</i>		
	More than once a day	41	2%
	Once a day	34	2%
	A few times a week	48	2%
	About once a week	34	2%
	About once every few weeks	27	1%
	About once a month	18	1%
	Less often	74	4%
	I do not use	1723	86%

Question	Response	Frequency	Percentage
BRN4_8	<i>How often do you use each of the following? Apple Music</i>		
	More than once a day	92	5%
	Once a day	62	3%
	A few times a week	92	5%
	About once a week	49	2%
	About once every few weeks	67	3%
	About once a month	87	4%
	Less often	173	9%
	I do not use	1378	69%
BRN4_9	<i>How often do you use each of the following? Google Play</i>		
	More than once a day	209	10%
	Once a day	128	6%
	A few times a week	166	8%
	About once a week	117	6%
	About once every few weeks	121	6%
	About once a month	95	5%
	Less often	183	9%
	I do not use	981	49%
BRN5	<i>Which of the following do you use most when listening to music?</i>		
	Spotify	176	9%
	Pandora	345	17%
	AM/FM Radio	734	37%
	Music Ive purchased such as CDs, iTunes, etc.	299	15%
	iHeartRadio	87	4%
	Amazon Prime	90	5%
	Tidal	9	0%
	Apple Music	67	3%
	Google Play	77	4%
	Dont Know/ No Opinion	115	6%
BRN6	<i>How much have you seen, read, or heard lately about the 2017 Grammy Awards?</i>		
	A lot	109	5%
	Some	338	17%
	Not much	661	33%
	Nothing at all	891	45%
BRN7	<i>If a song, album, or artist is nominated for a Grammy award, does that make you more or less likely to purchase that song, album, or artist's work?</i>		
	Much more likely	137	7%
	Somewhat more likely	499	25%
	Somewhat less likely	144	7%
	Much less likely	140	7%
	Dont Know/ No Opinion	1080	54%

Question	Response	Frequency	Percentage
BRN8	<i>If a song, album, or artist is nominated for a Grammy award, does that make you more or less likely to listen to that song, album, or artist's work?</i>		
	Much more likely	232	12%
	Somewhat more likely	667	33%
	Somewhat less likely	116	6%
	Much less likely	116	6%
	Dont Know/ No Opinion	868	43%

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	All Adults	2000	100%
xdemGender	Gender: Male	963	48%
	Gender: Female	1037	52%
	N	2000	
age5	Age: 18-29	449	22%
	Age: 30-44	491	25%
	Age: 45-54	414	21%
	Age: 55-64	284	14%
	Age: 65+	361	18%
	N	2000	
xpid3	PID: Dem (no lean)	699	35%
	PID: Ind (no lean)	696	35%
	PID: Rep (no lean)	606	30%
	N	2000	
xpidGender	PID/Gender: Dem Men	325	16%
	PID/Gender: Dem Women	374	19%
	PID/Gender: Ind Men	356	18%
	PID/Gender: Ind Women	340	17%
	PID/Gender: Rep Men	282	14%
	PID/Gender: Rep Women	324	16%
	N	2000	
xdemTea	Tea Party: Supporter	474	24%
	Tea Party: Not Supporter	1515	76%
	N	1989	
xdemIdeo3	Ideo: Liberal (1-3)	618	31%
	Ideo: Moderate (4)	439	22%
	Ideo: Conservative (5-7)	674	34%
	N	1730	
xeduc3	Educ: < College	1424	71%
	Educ: Bachelors degree	378	19%
	Educ: Post-grad	199	10%
	N	2000	
xdemInc3	Income: Under 50k	1248	62%
	Income: 50k-100k	544	27%
	Income: 100k+	208	10%
	N	2000	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1591	80%
xdemHispBin	Ethnicity: Hispanic	299	15%
demBlackBin	Ethnicity: Afr. Am.	244	12%
demRaceOther	Ethnicity: Other	165	8%
xrelNet	Relig: Protestant	452	23%
	Relig: Roman Catholic	393	20%
	Relig: Ath./Agn./None	554	28%
	Relig: Something Else	333	17%
	<i>N</i>	1732	
xreligion1	Relig: Jewish	52	3%
xreligion2	Relig: Evangelical	585	29%
	Relig: Non-Evang. Catholics	528	26%
	<i>N</i>	1114	
xreligion3	Relig: All Christian	1114	56%
	Relig: All Non-Christian	886	44%
	<i>N</i>	2000	
xdemUsr	Community: Urban	503	25%
	Community: Suburban	916	46%
	Community: Rural	581	29%
	<i>N</i>	2000	
xdemEmploy	Employ: Private Sector	655	33%
	Employ: Government	156	8%
	Employ: Self-Employed	144	7%
	Employ: Homemaker	177	9%
	Employ: Student	107	5%
	Employ: Retired	388	19%
	Employ: Unemployed	213	11%
	Employ: Other	161	8%
	<i>N</i>	2000	
xdemJobStatus	Job Type: White-collar	698	35%
	Job Type: Blue-collar	871	44%
	Job Type: Don't Know	431	22%
	<i>N</i>	2000	
xdemMilHH1	Military HH: Yes	377	19%
	Military HH: No	1623	81%
	<i>N</i>	2000	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	599	30%
	RD/WT: Wrong Track	1401	70%
	N	2000	
xnr2Bin	Obama Job: Approve	1059	53%
	Obama Job: Disapprove	819	41%
	N	1877	
xnr3	#1 Issue: Economy	700	35%
	#1 Issue: Security	367	18%
	#1 Issue: Health Care	304	15%
	#1 Issue: Medicare / Social Security	211	11%
	#1 Issue: Women's Issues	97	5%
	#1 Issue: Education	148	7%
	#1 Issue: Energy	99	5%
	#1 Issue: Other	74	4%
	N	2000	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	684	34%
	2016 Vote: Republican Donald Trump	684	34%
	2016 Vote: Someone else	153	8%
	N	1520	
xsubVote12O	2012 Vote: Barack Obama	748	37%
	2012 Vote: Mitt Romney	513	26%
	2012 Vote: Other	96	5%
	2012 Vote: Didn't Vote	637	32%
	N	1995	
xreg4	4-Region: Northeast	365	18%
	4-Region: Midwest	430	22%
	4-Region: South	740	37%
	4-Region: West	464	23%
	N	2000	

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

