



# MORNING CONSULT

Morning Consult  
National Tracking Poll #180314  
March 08-10, 2018

## Crosstabulation Results

### Methodology:

This poll was conducted from March 08-10, 2018, among a national sample of 2201 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.



# Table Index

- 1 **Table BRD1\_1:** *Do you currently have a subscription to each of the following streaming services? Apple Music* . . . . . 4
- 2 **Table BRD1\_4:** *Do you currently have a subscription to each of the following streaming services? Spotify* 7
- 3 **Table BRD1\_5:** *Do you currently have a subscription to each of the following streaming services? Pandora* 10
- 4 **Table BRD2\_1:** *Would each of the following make you switch from one streaming service to another? A lower price point* . . . . . 13
- 5 **Table BRD2\_4:** *Would each of the following make you switch from one streaming service to another? The ability to combine your music library with your streaming service library* . . . . . 16
- 6 **Table BRD2\_5:** *Would each of the following make you switch from one streaming service to another? The streaming services compatibility with other devices (like a smart home device such as Apple HomePod or Amazon Echo)* . . . . . 19
- 7 **Table BRD2\_6:** *Would each of the following make you switch from one streaming service to another? Other (please specify)* . . . . . 22
- 8 **Table BRD3:** *If you had to choose, which of the following streaming services would you subscribe to?* . 25
- 9 **Table BRD4\_1:** *How important are each of the following features in a streaming music service? Curated playlists* . . . . . 28
- 10 **Table BRD4\_4:** *How important are each of the following features in a streaming music service? The ability to listen on multiple devices* . . . . . 32
- 11 **Table BRD4\_5:** *How important are each of the following features in a streaming music service? The ability to stream on smart home devices* . . . . . 36
- 12 **Table BRD4\_6:** *How important are each of the following features in a streaming music service? The ability to combine your music library with your streaming service library* . . . . . 40
- 13 **Table BRD4\_7:** *How important are each of the following features in a streaming music service? The variety of music available* . . . . . 44
- 14 **Table BRD4\_8:** *How important are each of the following features in a streaming music service? Good algorithms to find new music* . . . . . 48
- 15 **Table BRD4\_9:** *How important are each of the following features in a streaming music service? Clean user interface* . . . . . 52
- 16 **Table BRD4\_10:** *How important are each of the following features in a streaming music service? Low price point* . . . . . 56
- 17 **Table BRD4\_11:** *How important are each of the following features in a streaming music service? Artist exclusives* . . . . . 60
- 18 **Table BRD4\_12:** *How important are each of the following features in a streaming music service? The ability to stream HiFi music, like lossless* . . . . . 64

19	<b>Table BRD5:</b> <i>What is the most you would be willing to pay for a music streaming service without any ads?</i> . . . . .	68
20	<b>Table BRD6:</b> <i>What is the most you would be willing to pay for a music streaming service with ads?</i> . . . . .	71
21	<b>Table BRD7:</b> <i>How much extra would you be willing to pay each month for access to HiFi music, like lossless?</i> . . . . .	74
22	<b>Table BRD8:</b> <i>Do you currently stream music to a virtual assistant or smart home device?</i> . . . . .	77
23	<b>Table BRD9_1:</b> <i>And do you stream music through any of the following virtual assistants or smart home devices? Apple HomePod</i> . . . . .	80
24	<b>Table BRD9_4:</b> <i>And do you stream music through any of the following virtual assistants or smart home devices? Amazon Echo</i> . . . . .	83
25	<b>Table BRD9_5:</b> <i>And do you stream music through any of the following virtual assistants or smart home devices? Google Home</i> . . . . .	86
26	<b>Table BRD9_6:</b> <i>And do you stream music through any of the following virtual assistants or smart home devices? Echo Dot</i> . . . . .	89
27	<b>Table BRD10:</b> <i>Do you have a personal or family subscription plan for music streaming services?</i> . . . . .	92
28	<b>Table BRD11:</b> <i>Do you share your family plan with friends?</i> . . . . .	95
29	<b>Summary Statistics of Survey Respondent Demographics</b> . . . . .	97

## Crosstabulation Results by Respondent Demographics

**Table BRD1\_1:** Do you currently have a subscription to each of the following streaming services?

Apple Music

Demographic	Yes		No		Total N
Adults	15%	(331)	85%	(1870)	2201
Gender: Male	17%	(178)	83%	(881)	1060
Gender: Female	13%	(153)	87%	(989)	1141
Age: 18-29	28%	(124)	72%	(323)	448
Age: 30-44	17%	(99)	83%	(489)	588
Age: 45-54	12%	(42)	88%	(321)	363
Age: 55-64	10%	(39)	90%	(366)	405
Age: 65+	7%	(26)	93%	(372)	398
PID: Dem (no lean)	20%	(152)	80%	(592)	744
PID: Ind (no lean)	11%	(89)	89%	(752)	841
PID: Rep (no lean)	15%	(90)	85%	(526)	615
PID/Gender: Dem Men	24%	(72)	76%	(229)	301
PID/Gender: Dem Women	18%	(81)	82%	(363)	444
PID/Gender: Ind Men	10%	(42)	90%	(403)	445
PID/Gender: Ind Women	12%	(46)	88%	(349)	396
PID/Gender: Rep Men	20%	(64)	80%	(249)	313
PID/Gender: Rep Women	9%	(26)	91%	(276)	302
Ideo: Liberal (1-3)	22%	(162)	78%	(589)	751
Ideo: Moderate (4)	10%	(51)	90%	(461)	512
Ideo: Conservative (5-7)	12%	(74)	88%	(556)	630
Educ: < College	15%	(231)	85%	(1336)	1567
Educ: Bachelors degree	15%	(61)	85%	(355)	416
Educ: Post-grad	18%	(39)	82%	(180)	219
Income: Under 50k	13%	(160)	87%	(1069)	1229
Income: 50k-100k	18%	(126)	82%	(573)	698
Income: 100k+	16%	(45)	84%	(229)	274
Ethnicity: White	13%	(231)	87%	(1519)	1750
Ethnicity: Hispanic	27%	(89)	73%	(240)	329

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**Table BRD1\_1:** Do you currently have a subscription to each of the following streaming services?  
 Apple Music

Demographic	Yes	No	Total N
Adults	15% (331)	85% (1870)	2201
Ethnicity: Afr. Am.	23% (62)	77% (207)	269
Ethnicity: Other	21% (38)	79% (144)	182
Relig: Protestant	10% (56)	90% (491)	547
Relig: Roman Catholic	20% (84)	80% (336)	420
Relig: Ath./Agn./None	14% (91)	86% (565)	656
Relig: Something Else	18% (59)	82% (265)	323
Relig: Jewish	18% (12)	82% (55)	67
Relig: Evangelical	13% (79)	87% (504)	583
Relig: Non-Evang. Catholics	16% (102)	84% (525)	627
Relig: All Christian	15% (181)	85% (1029)	1210
Relig: All Non-Christian	15% (150)	85% (830)	979
Community: Urban	16% (91)	84% (468)	559
Community: Suburban	15% (143)	85% (839)	982
Community: Rural	15% (96)	85% (563)	660
Employ: Private Sector	18% (128)	82% (580)	708
Employ: Government	26% (32)	74% (92)	124
Employ: Self-Employed	22% (43)	78% (153)	196
Employ: Homemaker	12% (22)	88% (172)	194
Employ: Student	21% (21)	79% (82)	103
Employ: Retired	7% (33)	93% (447)	480
Employ: Unemployed	14% (27)	86% (172)	199
Employ: Other	12% (24)	88% (172)	196
Military HH: Yes	20% (75)	80% (306)	381
Military HH: No	14% (255)	86% (1565)	1820
RD/WT: Right Direction	16% (135)	84% (722)	857
RD/WT: Wrong Track	15% (196)	85% (1148)	1344
Strongly Approve	19% (80)	81% (344)	424
Somewhat Approve	11% (51)	89% (409)	460
Somewhat Disapprove	15% (43)	85% (249)	292
Strongly Disapprove	15% (129)	85% (714)	843
Dont Know / No Opinion	15% (26)	85% (154)	180

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**Table BRD1\_1:** Do you currently have a subscription to each of the following streaming services?

*Apple Music*

Demographic	Yes		No		Total N
Adults	15%	(331)	85%	(1870)	2201
#1 Issue: Economy	13%	(70)	87%	(473)	544
#1 Issue: Security	12%	(49)	88%	(371)	419
#1 Issue: Health Care	16%	(70)	84%	(354)	424
#1 Issue: Medicare / Social Security	10%	(32)	90%	(296)	329
#1 Issue: Women's Issues	34%	(41)	66%	(78)	118
#1 Issue: Education	23%	(39)	77%	(131)	170
#1 Issue: Energy	29%	(23)	71%	(56)	79
#1 Issue: Other	6%	(7)	94%	(111)	118
2016 Vote: Democrat Hillary Clinton	17%	(116)	83%	(558)	674
2016 Vote: Republican Donald Trump	14%	(100)	86%	(592)	692
2016 Vote: Someone else	10%	(19)	90%	(177)	196
2012 Vote: Barack Obama	16%	(142)	84%	(734)	876
2012 Vote: Mitt Romney	12%	(64)	88%	(469)	534
2012 Vote: Other	6%	(5)	94%	(71)	76
2012 Vote: Didn't Vote	17%	(120)	83%	(595)	715
4-Region: Northeast	18%	(73)	82%	(328)	402
4-Region: Midwest	10%	(48)	90%	(426)	474
4-Region: South	15%	(122)	85%	(693)	815
4-Region: West	17%	(88)	83%	(424)	511
Streaming Service User	34%	(331)	66%	(641)	971
Apple Music User	100%	(331)	—	(0)	331
Spotify User	31%	(147)	69%	(326)	472
Pandora User	29%	(188)	71%	(466)	654
Non-Streaming Service User	—	(0)	100%	(1230)	1230
Non-Streaming Service User/Age: 18-29	—	(0)	100%	(124)	124
Non-Streaming Service User/Age: 30-44	—	(0)	100%	(258)	258
Non-Streaming Service User/Age: 45-54	—	(0)	100%	(230)	230
Non-Streaming Service User/Age: 55-64	—	(0)	100%	(293)	293
Non-Streaming Service User/Age: 65+	—	(0)	100%	(324)	324

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD1\_4:** Do you currently have a subscription to each of the following streaming services?

*Spotify*

Demographic	Yes		No		Total N
Adults	21%	(472)	79%	(1729)	2201
Gender: Male	23%	(239)	77%	(820)	1060
Gender: Female	20%	(233)	80%	(909)	1141
Age: 18-29	43%	(195)	57%	(253)	448
Age: 30-44	26%	(152)	74%	(436)	588
Age: 45-54	16%	(59)	84%	(303)	363
Age: 55-64	11%	(46)	89%	(360)	405
Age: 65+	5%	(21)	95%	(377)	398
PID: Dem (no lean)	27%	(199)	73%	(546)	744
PID: Ind (no lean)	23%	(190)	77%	(651)	841
PID: Rep (no lean)	14%	(84)	86%	(532)	615
PID/Gender: Dem Men	30%	(89)	70%	(212)	301
PID/Gender: Dem Women	25%	(110)	75%	(334)	444
PID/Gender: Ind Men	22%	(97)	78%	(348)	445
PID/Gender: Ind Women	23%	(93)	77%	(303)	396
PID/Gender: Rep Men	17%	(53)	83%	(260)	313
PID/Gender: Rep Women	10%	(31)	90%	(271)	302
Ideo: Liberal (1-3)	30%	(222)	70%	(529)	751
Ideo: Moderate (4)	22%	(113)	78%	(399)	512
Ideo: Conservative (5-7)	12%	(77)	88%	(553)	630
Educ: < College	21%	(335)	79%	(1231)	1567
Educ: Bachelors degree	20%	(83)	80%	(333)	416
Educ: Post-grad	25%	(54)	75%	(165)	219
Income: Under 50k	22%	(272)	78%	(956)	1229
Income: 50k-100k	21%	(143)	79%	(555)	698
Income: 100k+	21%	(56)	79%	(217)	274
Ethnicity: White	19%	(340)	81%	(1410)	1750
Ethnicity: Hispanic	32%	(106)	68%	(224)	329
Ethnicity: Afr. Am.	27%	(72)	73%	(196)	269

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**Table BRD1\_4:** Do you currently have a subscription to each of the following streaming services?  
*Spotify*

Demographic	Yes	No	Total N
Adults	21% (472)	79% (1729)	2201
Ethnicity: Other	33% (60)	67% (122)	182
Relig: Protestant	14% (74)	86% (473)	547
Relig: Roman Catholic	21% (90)	79% (330)	420
Relig: Ath./Agn./None	27% (175)	73% (481)	656
Relig: Something Else	23% (74)	77% (249)	323
Relig: Jewish	13% (9)	87% (58)	67
Relig: Evangelical	21% (122)	79% (461)	583
Relig: Non-Evang. Catholics	16% (102)	84% (526)	627
Relig: All Christian	18% (223)	82% (987)	1210
Relig: All Non-Christian	25% (249)	75% (730)	979
Community: Urban	28% (156)	72% (403)	559
Community: Suburban	18% (182)	82% (801)	982
Community: Rural	20% (135)	80% (525)	660
Employ: Private Sector	24% (168)	76% (540)	708
Employ: Government	39% (48)	61% (76)	124
Employ: Self-Employed	31% (60)	69% (136)	196
Employ: Homemaker	20% (39)	80% (155)	194
Employ: Student	38% (39)	62% (64)	103
Employ: Retired	5% (24)	95% (457)	480
Employ: Unemployed	23% (46)	77% (153)	199
Employ: Other	25% (48)	75% (148)	196
Military HH: Yes	19% (74)	81% (307)	381
Military HH: No	22% (399)	78% (1421)	1820
RD/WT: Right Direction	17% (148)	83% (709)	857
RD/WT: Wrong Track	24% (324)	76% (1020)	1344
Strongly Approve	22% (93)	78% (331)	424
Somewhat Approve	15% (69)	85% (392)	460
Somewhat Disapprove	24% (71)	76% (222)	292
Strongly Disapprove	24% (203)	76% (640)	843
Dont Know / No Opinion	20% (36)	80% (145)	180

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**Table BRD1\_4:** Do you currently have a subscription to each of the following streaming services?  
*Spotify*

Demographic	Yes	No	Total N
Adults	21% (472)	79% (1729)	2201
#1 Issue: Economy	18% (99)	82% (444)	544
#1 Issue: Security	19% (79)	81% (341)	419
#1 Issue: Health Care	21% (91)	79% (333)	424
#1 Issue: Medicare / Social Security	14% (47)	86% (281)	329
#1 Issue: Women's Issues	27% (31)	73% (87)	118
#1 Issue: Education	36% (61)	64% (109)	170
#1 Issue: Energy	40% (32)	60% (47)	79
#1 Issue: Other	27% (33)	73% (86)	118
2016 Vote: Democrat Hillary Clinton	23% (157)	77% (517)	674
2016 Vote: Republican Donald Trump	15% (105)	85% (586)	692
2016 Vote: Someone else	21% (42)	79% (154)	196
2012 Vote: Barack Obama	22% (191)	78% (686)	876
2012 Vote: Mitt Romney	11% (58)	89% (476)	534
2012 Vote: Other	9% (7)	91% (69)	76
2012 Vote: Didn't Vote	30% (217)	70% (498)	715
4-Region: Northeast	19% (78)	81% (324)	402
4-Region: Midwest	20% (95)	80% (379)	474
4-Region: South	21% (171)	79% (643)	815
4-Region: West	25% (128)	75% (383)	511
Streaming Service User	49% (472)	51% (499)	971
Apple Music User	44% (147)	56% (184)	331
Spotify User	100% (472)	— (0)	472
Pandora User	40% (263)	60% (392)	654
Non-Streaming Service User	— (0)	100% (1230)	1230
Non-Streaming Service User/Age: 18-29	— (0)	100% (124)	124
Non-Streaming Service User/Age: 30-44	— (0)	100% (258)	258
Non-Streaming Service User/Age: 45-54	— (0)	100% (230)	230
Non-Streaming Service User/Age: 55-64	— (0)	100% (293)	293
Non-Streaming Service User/Age: 65+	— (0)	100% (324)	324

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD1\_5:** Do you currently have a subscription to each of the following streaming services?  
Pandora

Demographic	Yes	No	Total N
Adults	30% (654)	70% (1547)	2201
Gender: Male	29% (304)	71% (755)	1060
Gender: Female	31% (350)	69% (791)	1141
Age: 18-29	44% (198)	56% (249)	448
Age: 30-44	38% (224)	62% (364)	588
Age: 45-54	28% (102)	72% (260)	363
Age: 55-64	19% (79)	81% (327)	405
Age: 65+	13% (51)	87% (346)	398
PID: Dem (no lean)	33% (242)	67% (502)	744
PID: Ind (no lean)	30% (257)	70% (585)	841
PID: Rep (no lean)	25% (155)	75% (460)	615
PID/Gender: Dem Men	35% (104)	65% (197)	301
PID/Gender: Dem Women	31% (138)	69% (305)	444
PID/Gender: Ind Men	27% (121)	73% (324)	445
PID/Gender: Ind Women	34% (135)	66% (261)	396
PID/Gender: Rep Men	25% (79)	75% (234)	313
PID/Gender: Rep Women	25% (76)	75% (226)	302
Ideo: Liberal (1-3)	33% (248)	67% (503)	751
Ideo: Moderate (4)	26% (132)	74% (381)	512
Ideo: Conservative (5-7)	26% (161)	74% (469)	630
Educ: < College	31% (484)	69% (1082)	1567
Educ: Bachelors degree	26% (107)	74% (309)	416
Educ: Post-grad	29% (64)	71% (155)	219
Income: Under 50k	31% (380)	69% (849)	1229
Income: 50k-100k	28% (195)	72% (504)	698
Income: 100k+	29% (80)	71% (194)	274
Ethnicity: White	25% (442)	75% (1308)	1750
Ethnicity: Hispanic	43% (140)	57% (189)	329
Ethnicity: Afr. Am.	53% (143)	47% (126)	269

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**Table BRD1\_5:** Do you currently have a subscription to each of the following streaming services?

*Pandora*

Demographic	Yes	No	Total N
Adults	30% (654)	70% (1547)	2201
Ethnicity: Other	38% (69)	62% (113)	182
Relig: Protestant	21% (116)	79% (431)	547
Relig: Roman Catholic	27% (115)	73% (305)	420
Relig: Ath./Agn./None	32% (210)	68% (446)	656
Relig: Something Else	34% (109)	66% (215)	323
Relig: Jewish	23% (16)	77% (51)	67
Relig: Evangelical	31% (181)	69% (402)	583
Relig: Non-Evang. Catholics	24% (148)	76% (479)	627
Relig: All Christian	27% (329)	73% (881)	1210
Relig: All Non-Christian	33% (319)	67% (660)	979
Community: Urban	35% (197)	65% (362)	559
Community: Suburban	26% (252)	74% (730)	982
Community: Rural	31% (205)	69% (455)	660
Employ: Private Sector	26% (182)	74% (526)	708
Employ: Government	49% (61)	51% (63)	124
Employ: Self-Employed	43% (85)	57% (111)	196
Employ: Homemaker	34% (66)	66% (128)	194
Employ: Student	35% (36)	65% (67)	103
Employ: Retired	14% (69)	86% (411)	480
Employ: Unemployed	39% (78)	61% (121)	199
Employ: Other	39% (77)	61% (120)	196
Military HH: Yes	24% (91)	76% (290)	381
Military HH: No	31% (564)	69% (1256)	1820
RD/WT: Right Direction	27% (228)	73% (629)	857
RD/WT: Wrong Track	32% (427)	68% (917)	1344
Strongly Approve	31% (131)	69% (294)	424
Somewhat Approve	25% (116)	75% (345)	460
Somewhat Disapprove	28% (83)	72% (210)	292
Strongly Disapprove	31% (265)	69% (579)	843
Dont Know / No Opinion	34% (61)	66% (120)	180

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**Table BRD1\_5:** Do you currently have a subscription to each of the following streaming services?

*Pandora*

Demographic	Yes	No	Total N
Adults	30% (654)	70% (1547)	2201
#1 Issue: Economy	29% (158)	71% (385)	544
#1 Issue: Security	31% (131)	69% (289)	419
#1 Issue: Health Care	33% (139)	67% (285)	424
#1 Issue: Medicare / Social Security	22% (71)	78% (258)	329
#1 Issue: Women's Issues	36% (42)	64% (76)	118
#1 Issue: Education	37% (62)	63% (107)	170
#1 Issue: Energy	32% (25)	68% (53)	79
#1 Issue: Other	21% (25)	79% (93)	118
2016 Vote: Democrat Hillary Clinton	29% (195)	71% (479)	674
2016 Vote: Republican Donald Trump	27% (187)	73% (505)	692
2016 Vote: Someone else	25% (48)	75% (148)	196
2012 Vote: Barack Obama	29% (255)	71% (622)	876
2012 Vote: Mitt Romney	24% (130)	76% (404)	534
2012 Vote: Other	16% (12)	84% (64)	76
2012 Vote: Didn't Vote	36% (258)	64% (457)	715
4-Region: Northeast	24% (98)	76% (304)	402
4-Region: Midwest	25% (121)	75% (353)	474
4-Region: South	33% (272)	67% (542)	815
4-Region: West	32% (164)	68% (347)	511
Streaming Service User	67% (654)	33% (317)	971
Apple Music User	57% (188)	43% (142)	331
Spotify User	56% (263)	44% (209)	472
Pandora User	100% (654)	— (0)	654
Non-Streaming Service User	— (0)	100% (1230)	1230
Non-Streaming Service User/Age: 18-29	— (0)	100% (124)	124
Non-Streaming Service User/Age: 30-44	— (0)	100% (258)	258
Non-Streaming Service User/Age: 45-54	— (0)	100% (230)	230
Non-Streaming Service User/Age: 55-64	— (0)	100% (293)	293
Non-Streaming Service User/Age: 65+	— (0)	100% (324)	324

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD2\_1:** *Would each of the following make you switch from one streaming service to another?  
 A lower price point*

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	64%	(625)	20%	(196)	16%	(151)	971
Gender: Male	63%	(286)	22%	(99)	16%	(72)	457
Gender: Female	66%	(339)	19%	(96)	15%	(79)	514
Age: 18-29	69%	(223)	15%	(47)	17%	(54)	324
Age: 30-44	65%	(214)	22%	(73)	13%	(42)	329
Age: 45-54	62%	(83)	25%	(33)	13%	(17)	133
Age: 55-64	60%	(67)	26%	(30)	14%	(15)	112
Age: 65+	52%	(39)	17%	(12)	31%	(23)	73
PID: Dem (no lean)	63%	(245)	22%	(84)	15%	(58)	387
PID: Ind (no lean)	63%	(233)	21%	(77)	17%	(63)	373
PID: Rep (no lean)	69%	(147)	17%	(35)	14%	(30)	212
PID/Gender: Dem Men	64%	(103)	23%	(36)	13%	(21)	160
PID/Gender: Dem Women	63%	(142)	21%	(48)	16%	(37)	227
PID/Gender: Ind Men	57%	(104)	24%	(45)	19%	(35)	183
PID/Gender: Ind Women	68%	(129)	17%	(32)	15%	(28)	189
PID/Gender: Rep Men	70%	(79)	16%	(18)	14%	(16)	114
PID/Gender: Rep Women	69%	(67)	17%	(17)	14%	(14)	98
Ideo: Liberal (1-3)	63%	(259)	24%	(98)	12%	(51)	409
Ideo: Moderate (4)	69%	(140)	18%	(36)	13%	(26)	202
Ideo: Conservative (5-7)	70%	(152)	14%	(30)	16%	(35)	217
Educ: < College	62%	(435)	21%	(145)	17%	(117)	697
Educ: Bachelors degree	71%	(123)	18%	(31)	11%	(20)	174
Educ: Post-grad	66%	(66)	20%	(20)	14%	(14)	101
Income: Under 50k	60%	(325)	21%	(112)	19%	(100)	537
Income: 50k-100k	73%	(222)	17%	(52)	10%	(31)	305
Income: 100k+	60%	(78)	24%	(31)	16%	(20)	129
Ethnicity: White	65%	(444)	20%	(137)	15%	(101)	683
Ethnicity: Hispanic	62%	(140)	24%	(55)	14%	(31)	226

Continued on next page

**Table BRD2\_1:** *Would each of the following make you switch from one streaming service to another?  
A lower price point*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	64% (625)	20% (196)	16% (151)	971
Ethnicity: Afr. Am.	61% (110)	22% (40)	17% (30)	180
Ethnicity: Other	66% (71)	17% (18)	18% (19)	108
Relig: Protestant	67% (109)	18% (29)	15% (25)	163
Relig: Roman Catholic	62% (119)	27% (51)	10% (20)	190
Relig: Ath./Agn./None	64% (212)	19% (64)	17% (56)	332
Relig: Something Else	68% (103)	17% (25)	16% (24)	152
Relig: Evangelical	62% (152)	21% (50)	17% (42)	245
Relig: Non-Evang. Catholics	65% (154)	24% (56)	11% (26)	236
Relig: All Christian	64% (306)	22% (106)	14% (68)	481
Relig: All Non-Christian	65% (315)	18% (89)	17% (80)	484
Community: Urban	66% (191)	24% (71)	10% (29)	291
Community: Suburban	67% (274)	18% (72)	15% (61)	407
Community: Rural	59% (160)	19% (53)	22% (60)	273
Employ: Private Sector	66% (213)	22% (72)	12% (39)	325
Employ: Government	70% (53)	14% (10)	17% (13)	76
Employ: Self-Employed	63% (71)	21% (24)	16% (18)	114
Employ: Homemaker	67% (58)	28% (25)	5% (4)	87
Employ: Student	81% (56)	13% (9)	6% (4)	69
Employ: Retired	52% (49)	21% (20)	27% (25)	94
Employ: Unemployed	57% (64)	12% (14)	31% (35)	113
Employ: Other	65% (61)	22% (21)	13% (12)	94
Military HH: Yes	63% (103)	22% (36)	14% (23)	162
Military HH: No	65% (522)	20% (160)	16% (128)	809
RD/WT: Right Direction	67% (213)	20% (64)	13% (42)	319
RD/WT: Wrong Track	63% (412)	20% (132)	17% (109)	653
Strongly Approve	69% (116)	21% (35)	11% (18)	169
Somewhat Approve	63% (107)	19% (33)	18% (31)	171
Somewhat Disapprove	79% (112)	13% (19)	8% (11)	142
Strongly Disapprove	61% (249)	22% (91)	17% (67)	407
Dont Know / No Opinion	50% (41)	22% (18)	28% (23)	82

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**Table BRD2\_1:** Would each of the following make you switch from one streaming service to another?  
A lower price point

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	64% (625)	20% (196)	16% (151)	971
#1 Issue: Economy	72% (159)	14% (30)	14% (31)	220
#1 Issue: Security	61% (116)	23% (44)	15% (29)	188
#1 Issue: Health Care	66% (133)	20% (40)	14% (28)	201
#1 Issue: Medicare / Social Security	50% (46)	25% (23)	25% (23)	92
#1 Issue: Women's Issues	65% (53)	23% (18)	12% (10)	82
#1 Issue: Education	60% (61)	20% (21)	19% (20)	101
2016 Vote: Democrat Hillary Clinton	68% (213)	21% (65)	12% (37)	315
2016 Vote: Republican Donald Trump	66% (163)	21% (52)	13% (32)	247
2016 Vote: Someone else	67% (50)	19% (14)	14% (10)	74
2012 Vote: Barack Obama	63% (249)	23% (92)	14% (53)	394
2012 Vote: Mitt Romney	73% (120)	14% (24)	13% (22)	166
2012 Vote: Didn't Vote	62% (241)	19% (76)	19% (73)	390
4-Region: Northeast	66% (117)	22% (38)	12% (22)	177
4-Region: Midwest	71% (122)	16% (27)	13% (23)	171
4-Region: South	64% (235)	19% (69)	18% (65)	368
4-Region: West	59% (152)	24% (62)	16% (42)	255
Streaming Service User	64% (625)	20% (196)	16% (151)	971
Apple Music User	65% (215)	18% (60)	17% (55)	331
Spotify User	66% (313)	19% (92)	14% (68)	472
Pandora User	64% (417)	21% (141)	15% (97)	654

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD2\_4:** *Would each of the following make you switch from one streaming service to another?  
The ability to combine your music library with your streaming service library*

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	53%	(514)	27%	(267)	20%	(191)	971
Gender: Male	51%	(233)	30%	(136)	19%	(88)	457
Gender: Female	55%	(281)	25%	(130)	20%	(103)	514
Age: 18-29	56%	(183)	28%	(90)	16%	(51)	324
Age: 30-44	57%	(189)	25%	(81)	18%	(59)	329
Age: 45-54	48%	(64)	32%	(42)	20%	(26)	133
Age: 55-64	47%	(52)	30%	(34)	23%	(26)	112
Age: 65+	35%	(25)	28%	(20)	37%	(28)	73
PID: Dem (no lean)	54%	(207)	28%	(108)	18%	(72)	387
PID: Ind (no lean)	51%	(192)	25%	(92)	24%	(89)	373
PID: Rep (no lean)	54%	(115)	31%	(67)	14%	(30)	212
PID/Gender: Dem Men	57%	(91)	28%	(44)	15%	(25)	160
PID/Gender: Dem Women	51%	(117)	28%	(64)	21%	(47)	227
PID/Gender: Ind Men	41%	(75)	32%	(59)	27%	(50)	183
PID/Gender: Ind Women	62%	(116)	18%	(34)	21%	(39)	189
PID/Gender: Rep Men	59%	(67)	29%	(33)	12%	(14)	114
PID/Gender: Rep Women	49%	(48)	34%	(33)	17%	(17)	98
Ideo: Liberal (1-3)	57%	(232)	29%	(120)	14%	(57)	409
Ideo: Moderate (4)	52%	(106)	26%	(53)	22%	(44)	202
Ideo: Conservative (5-7)	54%	(117)	27%	(59)	19%	(41)	217
Educ: < College	51%	(354)	28%	(197)	21%	(146)	697
Educ: Bachelors degree	61%	(105)	25%	(44)	14%	(25)	174
Educ: Post-grad	55%	(55)	26%	(26)	19%	(20)	101
Income: Under 50k	48%	(256)	30%	(163)	22%	(118)	537
Income: 50k-100k	60%	(182)	24%	(72)	17%	(51)	305
Income: 100k+	59%	(76)	24%	(31)	17%	(22)	129
Ethnicity: White	52%	(354)	29%	(198)	19%	(131)	683
Ethnicity: Hispanic	57%	(130)	28%	(64)	15%	(33)	226

Continued on next page



**Table BRD2\_4:** *Would each of the following make you switch from one streaming service to another?  
 The ability to combine your music library with your streaming service library*

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	53%	(514)	27%	(267)	20%	(191)	971
Ethnicity: Afr. Am.	51%	(92)	29%	(52)	20%	(36)	180
Ethnicity: Other	63%	(68)	15%	(16)	22%	(24)	108
Relig: Protestant	59%	(96)	25%	(41)	15%	(25)	163
Relig: Roman Catholic	50%	(96)	32%	(61)	17%	(33)	190
Relig: Ath./Agn./None	51%	(169)	29%	(95)	21%	(69)	332
Relig: Something Else	55%	(84)	24%	(37)	21%	(31)	152
Relig: Evangelical	59%	(144)	22%	(53)	19%	(47)	245
Relig: Non-Evang. Catholics	49%	(115)	33%	(79)	18%	(43)	236
Relig: All Christian	54%	(259)	27%	(132)	19%	(90)	481
Relig: All Non-Christian	52%	(252)	27%	(132)	21%	(100)	484
Community: Urban	57%	(166)	31%	(91)	12%	(34)	291
Community: Suburban	51%	(208)	29%	(117)	20%	(82)	407
Community: Rural	51%	(140)	21%	(58)	27%	(75)	273
Employ: Private Sector	56%	(182)	29%	(93)	15%	(50)	325
Employ: Government	58%	(44)	27%	(21)	15%	(12)	76
Employ: Self-Employed	51%	(58)	29%	(33)	21%	(24)	114
Employ: Homemaker	54%	(47)	33%	(29)	13%	(11)	87
Employ: Student	65%	(45)	28%	(19)	7%	(5)	69
Employ: Retired	37%	(35)	29%	(28)	34%	(32)	94
Employ: Unemployed	47%	(53)	18%	(20)	35%	(40)	113
Employ: Other	54%	(51)	26%	(24)	20%	(19)	94
Military HH: Yes	51%	(83)	29%	(47)	20%	(32)	162
Military HH: No	53%	(431)	27%	(220)	20%	(158)	809
RD/WT: Right Direction	56%	(177)	29%	(92)	16%	(49)	319
RD/WT: Wrong Track	52%	(336)	27%	(175)	22%	(141)	653
Strongly Approve	58%	(98)	27%	(46)	14%	(24)	169
Somewhat Approve	55%	(94)	26%	(45)	19%	(32)	171
Somewhat Disapprove	56%	(80)	25%	(35)	19%	(27)	142
Strongly Disapprove	52%	(213)	28%	(113)	20%	(80)	407
Dont Know / No Opinion	35%	(29)	33%	(27)	32%	(26)	82

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**Table BRD2\_4:** *Would each of the following make you switch from one streaming service to another?  
The ability to combine your music library with your streaming service library*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	53% (514)	27% (267)	20% (191)	971
#1 Issue: Economy	56% (123)	26% (58)	18% (39)	220
#1 Issue: Security	53% (100)	26% (49)	20% (39)	188
#1 Issue: Health Care	49% (99)	35% (70)	16% (32)	201
#1 Issue: Medicare / Social Security	37% (34)	29% (27)	34% (31)	92
#1 Issue: Women's Issues	67% (55)	14% (11)	19% (15)	82
#1 Issue: Education	58% (59)	25% (25)	17% (18)	101
2016 Vote: Democrat Hillary Clinton	57% (181)	26% (81)	17% (53)	315
2016 Vote: Republican Donald Trump	58% (143)	23% (58)	19% (46)	247
2016 Vote: Someone else	56% (41)	32% (24)	12% (9)	74
2012 Vote: Barack Obama	56% (221)	26% (102)	18% (71)	394
2012 Vote: Mitt Romney	57% (95)	25% (42)	18% (29)	166
2012 Vote: Didn't Vote	48% (189)	30% (116)	22% (85)	390
4-Region: Northeast	50% (89)	31% (55)	19% (33)	177
4-Region: Midwest	52% (88)	31% (53)	17% (30)	171
4-Region: South	57% (211)	25% (92)	18% (66)	368
4-Region: West	49% (126)	26% (67)	25% (63)	255
Streaming Service User	53% (514)	27% (267)	20% (191)	971
Apple Music User	60% (198)	22% (71)	18% (61)	331
Spotify User	59% (279)	25% (116)	16% (78)	472
Pandora User	52% (341)	29% (188)	19% (125)	654

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD2\_5:** *Would each of the following make you switch from one streaming service to another?  
The streaming services compatibility with other devices (like a smart home device such as Apple HomePod or Amazon Echo)*

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	50%	(483)	30%	(294)	20%	(194)	971
Gender: Male	51%	(233)	30%	(136)	19%	(88)	457
Gender: Female	49%	(251)	31%	(158)	21%	(106)	514
Age: 18-29	53%	(173)	26%	(85)	20%	(65)	324
Age: 30-44	54%	(179)	29%	(96)	16%	(54)	329
Age: 45-54	49%	(65)	35%	(47)	16%	(21)	133
Age: 55-64	39%	(43)	37%	(42)	24%	(27)	112
Age: 65+	31%	(23)	33%	(24)	36%	(26)	73
PID: Dem (no lean)	50%	(195)	31%	(119)	19%	(73)	387
PID: Ind (no lean)	43%	(162)	33%	(124)	23%	(87)	373
PID: Rep (no lean)	60%	(126)	24%	(52)	16%	(34)	212
PID/Gender: Dem Men	50%	(80)	34%	(54)	16%	(26)	160
PID/Gender: Dem Women	51%	(115)	29%	(65)	21%	(47)	227
PID/Gender: Ind Men	39%	(71)	36%	(65)	25%	(47)	183
PID/Gender: Ind Women	48%	(90)	31%	(59)	21%	(40)	189
PID/Gender: Rep Men	71%	(81)	15%	(17)	13%	(15)	114
PID/Gender: Rep Women	46%	(45)	35%	(34)	19%	(19)	98
Ideo: Liberal (1-3)	54%	(221)	31%	(126)	15%	(62)	409
Ideo: Moderate (4)	53%	(107)	28%	(56)	19%	(39)	202
Ideo: Conservative (5-7)	47%	(103)	33%	(71)	20%	(43)	217
Educ: < College	47%	(328)	32%	(223)	21%	(146)	697
Educ: Bachelors degree	58%	(101)	25%	(44)	17%	(29)	174
Educ: Post-grad	54%	(54)	27%	(27)	19%	(19)	101
Income: Under 50k	46%	(245)	32%	(171)	23%	(122)	537
Income: 50k-100k	54%	(164)	30%	(93)	16%	(48)	305
Income: 100k+	58%	(75)	24%	(31)	18%	(24)	129
Ethnicity: White	48%	(327)	31%	(214)	21%	(142)	683
Ethnicity: Hispanic	52%	(118)	33%	(74)	15%	(34)	226

Continued on next page

**Table BRD2\_5:** *Would each of the following make you switch from one streaming service to another?  
The streaming services compatibility with other devices (like a smart home device such as Apple HomePod or Amazon Echo)*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	50% (483)	30% (294)	20% (194)	971
Ethnicity: Afr. Am.	53% (95)	30% (55)	17% (31)	180
Ethnicity: Other	56% (61)	24% (26)	20% (22)	108
Relig: Protestant	49% (80)	35% (58)	16% (25)	163
Relig: Roman Catholic	53% (101)	27% (50)	20% (38)	190
Relig: Ath./Agn./None	47% (156)	32% (107)	21% (70)	332
Relig: Something Else	55% (84)	24% (37)	20% (31)	152
Relig: Evangelical	52% (128)	29% (70)	19% (47)	245
Relig: Non-Evang. Catholics	47% (112)	33% (78)	19% (46)	236
Relig: All Christian	50% (240)	31% (148)	19% (93)	481
Relig: All Non-Christian	50% (240)	30% (144)	21% (100)	484
Community: Urban	55% (159)	32% (94)	13% (38)	291
Community: Suburban	48% (197)	30% (122)	22% (88)	407
Community: Rural	47% (127)	29% (78)	25% (68)	273
Employ: Private Sector	53% (170)	30% (99)	17% (55)	325
Employ: Government	66% (51)	25% (19)	8% (6)	76
Employ: Self-Employed	56% (64)	24% (28)	20% (23)	114
Employ: Homemaker	62% (54)	28% (24)	10% (8)	87
Employ: Student	54% (37)	32% (22)	14% (10)	69
Employ: Retired	32% (30)	39% (36)	29% (27)	94
Employ: Unemployed	24% (27)	38% (43)	38% (43)	113
Employ: Other	54% (50)	25% (23)	22% (20)	94
Military HH: Yes	55% (89)	25% (41)	20% (32)	162
Military HH: No	49% (394)	31% (254)	20% (161)	809
RD/WT: Right Direction	55% (176)	28% (88)	17% (55)	319
RD/WT: Wrong Track	47% (308)	32% (206)	21% (139)	653
Strongly Approve	57% (96)	29% (50)	14% (23)	169
Somewhat Approve	52% (89)	24% (40)	25% (42)	171
Somewhat Disapprove	55% (78)	31% (44)	14% (20)	142
Strongly Disapprove	51% (206)	30% (123)	19% (78)	407
Dont Know / No Opinion	17% (14)	45% (37)	38% (31)	82

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**Table BRD2\_5:** *Would each of the following make you switch from one streaming service to another?  
 The streaming services compatibility with other devices (like a smart home device such as Apple HomePod or Amazon Echo)*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	50% (483)	30% (294)	20% (194)	971
#1 Issue: Economy	58% (127)	23% (51)	19% (42)	220
#1 Issue: Security	48% (90)	32% (61)	20% (37)	188
#1 Issue: Health Care	49% (99)	31% (62)	20% (40)	201
#1 Issue: Medicare / Social Security	24% (22)	44% (40)	32% (30)	92
#1 Issue: Women's Issues	57% (46)	27% (22)	16% (13)	82
#1 Issue: Education	59% (60)	26% (26)	15% (15)	101
2016 Vote: Democrat Hillary Clinton	58% (183)	27% (84)	15% (49)	315
2016 Vote: Republican Donald Trump	55% (135)	25% (61)	20% (50)	247
2016 Vote: Someone else	52% (38)	34% (25)	14% (11)	74
2012 Vote: Barack Obama	56% (222)	25% (99)	18% (73)	394
2012 Vote: Mitt Romney	56% (94)	27% (45)	16% (27)	166
2012 Vote: Didn't Vote	41% (161)	35% (138)	23% (90)	390
4-Region: Northeast	50% (88)	34% (60)	16% (28)	177
4-Region: Midwest	50% (85)	33% (56)	17% (30)	171
4-Region: South	54% (200)	27% (98)	19% (70)	368
4-Region: West	43% (110)	31% (80)	26% (66)	255
Streaming Service User	50% (483)	30% (294)	20% (194)	971
Apple Music User	59% (195)	23% (77)	18% (59)	331
Spotify User	50% (235)	31% (148)	19% (90)	472
Pandora User	52% (341)	29% (187)	19% (127)	654

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD2\_6:** *Would each of the following make you switch from one streaming service to another?*

*Other (please specify)*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	12% (115)	29% (281)	59% (575)	971
Gender: Male	18% (82)	33% (150)	49% (225)	457
Gender: Female	7% (34)	25% (131)	68% (350)	514
Age: 18-29	16% (53)	30% (97)	54% (174)	324
Age: 30-44	10% (32)	32% (104)	59% (193)	329
Age: 45-54	10% (13)	33% (43)	57% (76)	133
Age: 55-64	13% (14)	21% (23)	67% (75)	112
Age: 65+	3% (2)	19% (14)	78% (58)	73
PID: Dem (no lean)	13% (49)	31% (118)	57% (220)	387
PID: Ind (no lean)	7% (26)	30% (114)	62% (233)	373
PID: Rep (no lean)	19% (40)	23% (49)	58% (123)	212
PID/Gender: Dem Men	20% (33)	34% (54)	45% (73)	160
PID/Gender: Dem Women	7% (16)	28% (64)	65% (147)	227
PID/Gender: Ind Men	10% (18)	33% (61)	57% (105)	183
PID/Gender: Ind Women	5% (9)	28% (52)	68% (128)	189
PID/Gender: Rep Men	27% (31)	31% (35)	42% (48)	114
PID/Gender: Rep Women	9% (9)	14% (14)	76% (75)	98
Ideo: Liberal (1-3)	18% (73)	31% (127)	51% (209)	409
Ideo: Moderate (4)	8% (16)	30% (60)	62% (126)	202
Ideo: Conservative (5-7)	7% (16)	22% (48)	71% (153)	217
Educ: < College	12% (82)	30% (206)	59% (409)	697
Educ: Bachelors degree	9% (16)	24% (42)	66% (115)	174
Educ: Post-grad	17% (17)	32% (32)	51% (51)	101
Income: Under 50k	11% (62)	27% (144)	62% (331)	537
Income: 50k-100k	14% (42)	33% (101)	53% (162)	305
Income: 100k+	9% (12)	28% (36)	63% (82)	129
Ethnicity: White	10% (68)	28% (194)	62% (421)	683
Ethnicity: Hispanic	16% (37)	37% (83)	47% (107)	226

Continued on next page

**Table BRD2\_6:** *Would each of the following make you switch from one streaming service to another?  
 Other (please specify)*

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	12%	(115)	29%	(281)	59%	(575)	971
Ethnicity: Afr. Am.	15%	(27)	31%	(56)	54%	(97)	180
Ethnicity: Other	19%	(20)	29%	(31)	52%	(57)	108
Relig: Protestant	9%	(14)	30%	(49)	61%	(99)	163
Relig: Roman Catholic	14%	(26)	27%	(51)	59%	(112)	190
Relig: Ath./Agn./None	9%	(31)	29%	(97)	62%	(205)	332
Relig: Something Else	19%	(29)	26%	(40)	55%	(84)	152
Relig: Evangelical	13%	(31)	33%	(81)	54%	(133)	245
Relig: Non-Evang. Catholics	10%	(24)	26%	(61)	64%	(151)	236
Relig: All Christian	11%	(55)	29%	(141)	59%	(284)	481
Relig: All Non-Christian	12%	(60)	28%	(136)	60%	(288)	484
Community: Urban	11%	(33)	33%	(96)	56%	(162)	291
Community: Suburban	7%	(29)	29%	(118)	64%	(260)	407
Community: Rural	19%	(52)	24%	(67)	56%	(154)	273
Employ: Private Sector	11%	(36)	29%	(95)	60%	(193)	325
Employ: Government	19%	(15)	38%	(29)	42%	(32)	76
Employ: Self-Employed	22%	(25)	25%	(28)	54%	(61)	114
Employ: Homemaker	17%	(15)	24%	(21)	59%	(51)	87
Employ: Student	15%	(10)	25%	(17)	60%	(41)	69
Employ: Retired	2%	(2)	21%	(20)	77%	(73)	94
Employ: Unemployed	2%	(2)	27%	(31)	71%	(80)	113
Employ: Other	11%	(10)	42%	(39)	47%	(44)	94
Military HH: Yes	15%	(24)	24%	(39)	61%	(99)	162
Military HH: No	11%	(91)	30%	(242)	59%	(477)	809
RD/WT: Right Direction	21%	(67)	31%	(100)	47%	(151)	319
RD/WT: Wrong Track	7%	(48)	28%	(181)	65%	(424)	653
Strongly Approve	26%	(44)	31%	(52)	43%	(72)	169
Somewhat Approve	6%	(10)	28%	(48)	66%	(113)	171
Somewhat Disapprove	9%	(13)	28%	(40)	63%	(90)	142
Strongly Disapprove	10%	(41)	30%	(123)	60%	(243)	407
Dont Know / No Opinion	8%	(7)	22%	(18)	70%	(57)	82

Continued on next page

**Table BRD2\_6:** *Would each of the following make you switch from one streaming service to another?  
Other (please specify)*

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	12%	(115)	29%	(281)	59%	(575)	971
#1 Issue: Economy	9%	(20)	25%	(54)	66%	(145)	220
#1 Issue: Security	7%	(13)	33%	(63)	60%	(112)	188
#1 Issue: Health Care	17%	(33)	29%	(58)	55%	(110)	201
#1 Issue: Medicare / Social Security	7%	(6)	32%	(29)	61%	(57)	92
#1 Issue: Women's Issues	14%	(11)	24%	(20)	62%	(51)	82
#1 Issue: Education	19%	(20)	31%	(31)	50%	(51)	101
2016 Vote: Democrat Hillary Clinton	14%	(43)	28%	(88)	59%	(185)	315
2016 Vote: Republican Donald Trump	16%	(40)	26%	(65)	58%	(143)	247
2016 Vote: Someone else	8%	(6)	27%	(20)	66%	(49)	74
2012 Vote: Barack Obama	13%	(51)	28%	(109)	60%	(235)	394
2012 Vote: Mitt Romney	11%	(18)	25%	(42)	64%	(107)	166
2012 Vote: Didn't Vote	12%	(46)	32%	(124)	57%	(221)	390
4-Region: Northeast	9%	(16)	27%	(47)	64%	(113)	177
4-Region: Midwest	10%	(16)	29%	(50)	61%	(105)	171
4-Region: South	14%	(50)	24%	(89)	62%	(229)	368
4-Region: West	13%	(32)	37%	(95)	50%	(128)	255
Streaming Service User	12%	(115)	29%	(281)	59%	(575)	971
Apple Music User	22%	(72)	27%	(89)	51%	(170)	331
Spotify User	18%	(86)	30%	(141)	52%	(246)	472
Pandora User	14%	(91)	29%	(192)	57%	(371)	654

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



**Table BRD3:** *If you had to choose, which of the following streaming services would you subscribe to?*

Demographic	Apple Music		Spotify		Pandora		Total N
Adults	25%	(518)	26%	(552)	49%	(1019)	2089
Gender: Male	26%	(255)	29%	(285)	45%	(450)	991
Gender: Female	24%	(263)	24%	(267)	52%	(569)	1099
Age: 18-29	23%	(94)	45%	(184)	31%	(127)	406
Age: 30-44	19%	(107)	31%	(171)	50%	(282)	560
Age: 45-54	24%	(83)	25%	(87)	51%	(176)	345
Age: 55-64	23%	(91)	18%	(68)	59%	(227)	386
Age: 65+	37%	(144)	11%	(41)	53%	(207)	392
PID: Dem (no lean)	30%	(205)	25%	(172)	45%	(310)	688
PID: Ind (no lean)	19%	(155)	32%	(261)	49%	(397)	813
PID: Rep (no lean)	27%	(158)	20%	(119)	53%	(312)	588
PID/Gender: Dem Men	31%	(84)	28%	(75)	41%	(108)	267
PID/Gender: Dem Women	29%	(122)	23%	(97)	48%	(202)	421
PID/Gender: Ind Men	21%	(90)	33%	(140)	47%	(202)	432
PID/Gender: Ind Women	17%	(65)	32%	(121)	51%	(195)	381
PID/Gender: Rep Men	28%	(82)	24%	(70)	48%	(140)	292
PID/Gender: Rep Women	26%	(76)	17%	(49)	58%	(171)	296
Ideo: Liberal (1-3)	29%	(201)	32%	(223)	39%	(267)	691
Ideo: Moderate (4)	23%	(114)	27%	(135)	50%	(246)	495
Ideo: Conservative (5-7)	25%	(151)	18%	(111)	57%	(346)	608
Educ: < College	24%	(353)	27%	(398)	50%	(737)	1488
Educ: Bachelors degree	26%	(104)	26%	(104)	48%	(191)	400
Educ: Post-grad	30%	(61)	25%	(50)	45%	(90)	201
Income: Under 50k	22%	(260)	29%	(342)	48%	(565)	1167
Income: 50k-100k	26%	(173)	22%	(145)	52%	(343)	661
Income: 100k+	33%	(85)	25%	(65)	42%	(111)	261
Ethnicity: White	25%	(420)	26%	(435)	49%	(815)	1670
Ethnicity: Hispanic	29%	(87)	35%	(104)	36%	(109)	300
Ethnicity: Afr. Am.	22%	(55)	20%	(49)	58%	(144)	248
Ethnicity: Other	25%	(44)	40%	(68)	35%	(59)	171

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**Table BRD3:** *If you had to choose, which of the following streaming services would you subscribe to?*

Demographic	Apple Music		Spotify		Pandora		Total N
Adults	25%	(518)	26%	(552)	49%	(1019)	2089
Relig: Protestant	28%	(148)	22%	(113)	50%	(262)	523
Relig: Roman Catholic	28%	(112)	21%	(83)	51%	(202)	397
Relig: Ath./Agn./None	21%	(135)	35%	(223)	43%	(273)	631
Relig: Something Else	23%	(70)	26%	(79)	50%	(151)	300
Relig: Jewish	32%	(19)	9%	(6)	59%	(36)	61
Relig: Evangelical	23%	(123)	23%	(127)	54%	(297)	547
Relig: Non-Evang. Catholics	31%	(185)	21%	(124)	48%	(290)	599
Relig: All Christian	27%	(308)	22%	(251)	51%	(588)	1147
Relig: All Non-Christian	22%	(205)	32%	(301)	46%	(424)	931
Community: Urban	25%	(129)	33%	(174)	42%	(223)	526
Community: Suburban	26%	(250)	24%	(229)	49%	(467)	945
Community: Rural	23%	(140)	24%	(149)	53%	(330)	619
Employ: Private Sector	26%	(172)	28%	(188)	46%	(304)	665
Employ: Government	21%	(23)	27%	(29)	52%	(56)	107
Employ: Self-Employed	21%	(37)	33%	(58)	47%	(83)	178
Employ: Homemaker	23%	(44)	23%	(44)	54%	(104)	191
Employ: Student	19%	(18)	58%	(57)	24%	(23)	98
Employ: Retired	33%	(156)	13%	(61)	54%	(256)	474
Employ: Unemployed	21%	(40)	29%	(56)	50%	(97)	193
Employ: Other	15%	(28)	33%	(60)	52%	(96)	183
Military HH: Yes	27%	(97)	22%	(79)	51%	(186)	361
Military HH: No	24%	(422)	27%	(473)	48%	(833)	1728
RD/WT: Right Direction	26%	(213)	22%	(175)	52%	(419)	807
RD/WT: Wrong Track	24%	(306)	29%	(377)	47%	(600)	1283
Strongly Approve	28%	(109)	20%	(79)	51%	(197)	385
Somewhat Approve	24%	(106)	23%	(104)	53%	(238)	448
Somewhat Disapprove	22%	(62)	29%	(82)	49%	(139)	283
Strongly Disapprove	25%	(197)	30%	(237)	46%	(367)	802
Dont Know / No Opinion	26%	(44)	29%	(50)	45%	(78)	172

Continued on next page

**Table BRD3:** *If you had to choose, which of the following streaming services would you subscribe to?*

Demographic	Apple Music		Spotify		Pandora		Total N
Adults	25%	(518)	26%	(552)	49%	(1019)	2089
#1 Issue: Economy	23%	(119)	26%	(133)	52%	(268)	521
#1 Issue: Security	26%	(103)	22%	(91)	52%	(210)	404
#1 Issue: Health Care	26%	(104)	28%	(115)	46%	(183)	402
#1 Issue: Medicare / Social Security	24%	(76)	19%	(61)	57%	(181)	317
#1 Issue: Women's Issues	35%	(39)	28%	(31)	37%	(41)	111
#1 Issue: Education	21%	(32)	42%	(64)	37%	(57)	153
#1 Issue: Energy	30%	(20)	28%	(18)	42%	(27)	65
#1 Issue: Other	22%	(25)	34%	(39)	45%	(52)	116
2016 Vote: Democrat Hillary Clinton	30%	(190)	25%	(161)	45%	(285)	637
2016 Vote: Republican Donald Trump	28%	(184)	19%	(124)	53%	(348)	657
2016 Vote: Someone else	18%	(34)	32%	(61)	50%	(96)	190
2012 Vote: Barack Obama	27%	(226)	25%	(209)	48%	(397)	832
2012 Vote: Mitt Romney	29%	(147)	16%	(84)	55%	(284)	514
2012 Vote: Other	19%	(15)	27%	(21)	53%	(40)	76
2012 Vote: Didn't Vote	19%	(130)	36%	(239)	45%	(299)	667
4-Region: Northeast	28%	(108)	23%	(88)	49%	(190)	386
4-Region: Midwest	21%	(95)	26%	(120)	53%	(240)	455
4-Region: South	26%	(197)	25%	(193)	49%	(373)	763
4-Region: West	25%	(119)	31%	(151)	44%	(215)	486
Streaming Service User	21%	(177)	34%	(288)	46%	(394)	860
Apple Music User	63%	(138)	12%	(26)	25%	(55)	219
Spotify User	10%	(35)	71%	(257)	19%	(68)	361
Pandora User	12%	(63)	20%	(107)	69%	(374)	543
Non-Streaming Service User	28%	(341)	21%	(264)	51%	(625)	1230
Non-Streaming Service User/Age: 18-29	22%	(27)	44%	(55)	34%	(42)	124
Non-Streaming Service User/Age: 30-44	21%	(54)	28%	(71)	51%	(133)	258
Non-Streaming Service User/Age: 45-54	27%	(63)	24%	(56)	48%	(111)	230
Non-Streaming Service User/Age: 55-64	25%	(72)	16%	(48)	59%	(173)	293
Non-Streaming Service User/Age: 65+	38%	(125)	10%	(34)	51%	(166)	324

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD4\_1: How important are each of the following features in a streaming music service?**  
*Curated playlists*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	23%	(514)	28%	(624)	16%	(362)	9%	(204)	23%	(498)	2201
Gender: Male	25%	(260)	24%	(255)	16%	(169)	12%	(126)	23%	(249)	1060
Gender: Female	22%	(253)	32%	(368)	17%	(192)	7%	(78)	22%	(249)	1141
Age: 18-29	34%	(151)	29%	(131)	16%	(73)	8%	(37)	12%	(56)	448
Age: 30-44	30%	(175)	34%	(199)	14%	(85)	8%	(44)	14%	(85)	588
Age: 45-54	24%	(88)	27%	(98)	16%	(57)	10%	(36)	23%	(83)	363
Age: 55-64	19%	(76)	25%	(102)	19%	(78)	9%	(36)	28%	(113)	405
Age: 65+	6%	(23)	24%	(94)	17%	(69)	12%	(50)	41%	(162)	398
PID: Dem (no lean)	26%	(196)	32%	(236)	16%	(118)	10%	(78)	16%	(117)	744
PID: Ind (no lean)	22%	(189)	27%	(229)	17%	(139)	10%	(82)	24%	(202)	841
PID: Rep (no lean)	21%	(129)	26%	(159)	17%	(105)	7%	(44)	29%	(179)	615
PID/Gender: Dem Men	28%	(86)	30%	(89)	16%	(49)	15%	(44)	11%	(33)	301
PID/Gender: Dem Women	25%	(110)	33%	(147)	16%	(69)	8%	(34)	19%	(84)	444
PID/Gender: Ind Men	22%	(99)	22%	(99)	17%	(75)	12%	(54)	27%	(118)	445
PID/Gender: Ind Women	23%	(90)	33%	(130)	16%	(64)	7%	(28)	21%	(84)	396
PID/Gender: Rep Men	24%	(76)	21%	(67)	15%	(45)	9%	(28)	31%	(98)	313
PID/Gender: Rep Women	18%	(54)	30%	(92)	20%	(59)	5%	(16)	27%	(81)	302
Ideo: Liberal (1-3)	26%	(195)	29%	(219)	17%	(130)	10%	(73)	18%	(134)	751
Ideo: Moderate (4)	20%	(105)	29%	(150)	19%	(98)	10%	(50)	21%	(109)	512
Ideo: Conservative (5-7)	20%	(126)	29%	(181)	17%	(104)	8%	(52)	26%	(167)	630
Educ: < College	26%	(404)	27%	(424)	14%	(225)	9%	(137)	24%	(376)	1567
Educ: Bachelors degree	17%	(71)	32%	(132)	21%	(87)	10%	(43)	20%	(83)	416
Educ: Post-grad	18%	(38)	31%	(67)	23%	(49)	11%	(24)	18%	(39)	219
Income: Under 50k	24%	(300)	26%	(324)	14%	(168)	10%	(121)	26%	(315)	1229
Income: 50k-100k	23%	(158)	31%	(218)	18%	(126)	9%	(66)	19%	(130)	698
Income: 100k+	20%	(55)	30%	(81)	24%	(67)	6%	(17)	19%	(53)	274
Ethnicity: White	21%	(372)	27%	(481)	17%	(302)	9%	(164)	25%	(431)	1750
Ethnicity: Hispanic	31%	(101)	27%	(88)	15%	(49)	9%	(30)	19%	(62)	329

Continued on next page

**Table BRD4\_1:** How important are each of the following features in a streaming music service?  
*Curated playlists*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	23% (514)	28% (624)	16% (362)	9% (204)	23% (498)	2201
Ethnicity: Afr. Am.	34% (92)	30% (81)	12% (32)	9% (25)	15% (39)	269
Ethnicity: Other	28% (50)	34% (61)	15% (28)	8% (15)	15% (28)	182
Relig: Protestant	18% (96)	25% (136)	16% (88)	9% (51)	32% (175)	547
Relig: Roman Catholic	25% (104)	27% (115)	16% (69)	12% (51)	19% (81)	420
Relig: Ath./Agn./None	24% (159)	31% (200)	16% (106)	10% (65)	19% (125)	656
Relig: Something Else	26% (85)	34% (109)	17% (54)	6% (19)	17% (56)	323
Relig: Jewish	15% (10)	26% (18)	21% (14)	5% (4)	32% (22)	67
Relig: Evangelical	26% (149)	26% (152)	16% (91)	6% (37)	26% (153)	583
Relig: Non-Evang. Catholics	19% (119)	26% (161)	17% (109)	12% (77)	26% (162)	627
Relig: All Christian	22% (269)	26% (313)	16% (199)	9% (114)	26% (315)	1210
Relig: All Non-Christian	25% (245)	32% (309)	16% (160)	9% (84)	19% (181)	979
Community: Urban	30% (169)	27% (152)	15% (82)	10% (56)	18% (100)	559
Community: Suburban	20% (193)	30% (293)	19% (191)	9% (84)	23% (222)	982
Community: Rural	23% (152)	27% (178)	14% (89)	10% (64)	27% (177)	660
Employ: Private Sector	26% (182)	29% (206)	17% (119)	10% (68)	19% (134)	708
Employ: Government	25% (31)	27% (34)	23% (28)	8% (10)	16% (20)	124
Employ: Self-Employed	25% (50)	33% (64)	20% (38)	8% (15)	14% (28)	196
Employ: Homemaker	28% (55)	32% (62)	14% (27)	3% (5)	23% (44)	194
Employ: Student	30% (31)	40% (41)	19% (20)	8% (8)	4% (4)	103
Employ: Retired	8% (39)	25% (120)	17% (82)	14% (66)	36% (174)	480
Employ: Unemployed	31% (61)	26% (52)	11% (23)	10% (21)	21% (42)	199
Employ: Other	33% (65)	22% (44)	13% (25)	6% (11)	26% (51)	196
Military HH: Yes	21% (78)	25% (97)	19% (71)	10% (38)	26% (97)	381
Military HH: No	24% (435)	29% (527)	16% (291)	9% (166)	22% (401)	1820
RD/WT: Right Direction	25% (211)	28% (242)	15% (127)	6% (55)	26% (222)	857
RD/WT: Wrong Track	23% (303)	28% (382)	17% (235)	11% (149)	21% (276)	1344

Continued on next page

**Table BRD4\_1:** How important are each of the following features in a streaming music service?  
Curated playlists

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	23%	(514)	28%	(624)	16%	(362)	9%	(204)	23%	(498)	2201
Strongly Approve	28%	(120)	24%	(102)	17%	(70)	9%	(40)	22%	(92)	424
Somewhat Approve	21%	(98)	33%	(150)	13%	(61)	5%	(21)	28%	(130)	460
Somewhat Disapprove	19%	(55)	33%	(96)	19%	(56)	10%	(29)	19%	(57)	292
Strongly Disapprove	24%	(206)	28%	(237)	18%	(156)	12%	(101)	17%	(144)	843
Dont Know / No Opinion	20%	(35)	21%	(38)	10%	(18)	7%	(13)	42%	(75)	180
#1 Issue: Economy	22%	(120)	31%	(166)	20%	(110)	10%	(54)	17%	(93)	544
#1 Issue: Security	19%	(81)	29%	(120)	17%	(70)	9%	(36)	27%	(112)	419
#1 Issue: Health Care	29%	(123)	27%	(112)	17%	(74)	8%	(34)	19%	(81)	424
#1 Issue: Medicare / Social Security	15%	(50)	24%	(78)	12%	(40)	12%	(40)	37%	(122)	329
#1 Issue: Women's Issues	33%	(39)	36%	(42)	16%	(19)	7%	(8)	9%	(10)	118
#1 Issue: Education	29%	(49)	34%	(58)	14%	(23)	6%	(11)	17%	(28)	170
#1 Issue: Energy	28%	(22)	28%	(22)	12%	(9)	18%	(14)	15%	(11)	79
#1 Issue: Other	26%	(30)	20%	(24)	14%	(17)	6%	(7)	33%	(40)	118
2016 Vote: Democrat Hillary Clinton	22%	(146)	31%	(208)	18%	(124)	10%	(70)	19%	(126)	674
2016 Vote: Republican Donald Trump	22%	(149)	28%	(196)	17%	(118)	8%	(55)	25%	(174)	692
2016 Vote: Someone else	18%	(35)	30%	(59)	18%	(35)	11%	(21)	23%	(46)	196
2012 Vote: Barack Obama	23%	(204)	30%	(265)	18%	(158)	11%	(99)	17%	(150)	876
2012 Vote: Mitt Romney	17%	(88)	28%	(148)	17%	(88)	8%	(43)	31%	(166)	534
2012 Vote: Other	12%	(9)	24%	(18)	15%	(11)	17%	(13)	33%	(25)	76
2012 Vote: Didn't Vote	30%	(213)	27%	(192)	15%	(104)	7%	(49)	22%	(157)	715
4-Region: Northeast	22%	(89)	27%	(109)	19%	(76)	12%	(50)	19%	(78)	402
4-Region: Midwest	21%	(98)	30%	(141)	15%	(71)	9%	(45)	25%	(118)	474
4-Region: South	26%	(211)	26%	(212)	15%	(124)	8%	(63)	25%	(206)	815
4-Region: West	23%	(116)	32%	(161)	18%	(91)	9%	(46)	19%	(96)	511
Streaming Service User	32%	(312)	32%	(309)	17%	(161)	8%	(74)	12%	(116)	971
Apple Music User	39%	(129)	29%	(98)	16%	(54)	8%	(27)	7%	(24)	331
Spotify User	33%	(154)	34%	(160)	16%	(74)	5%	(26)	12%	(58)	472
Pandora User	35%	(230)	31%	(200)	15%	(96)	7%	(44)	13%	(86)	654
Non-Streaming Service User	16%	(201)	26%	(315)	16%	(201)	11%	(130)	31%	(383)	1230

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**Table BRD4\_1:** How important are each of the following features in a streaming music service?*Curated playlists*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	23%	(514)	28%	(624)	16%	(362)	9%	(204)	23%	(498)	2201
Non-Streaming Service User/Age: 18-29	35%	(43)	28%	(35)	15%	(19)	9%	(11)	13%	(16)	124
Non-Streaming Service User/Age: 30-44	25%	(65)	28%	(73)	17%	(44)	7%	(18)	23%	(59)	258
Non-Streaming Service User/Age: 45-54	19%	(43)	28%	(65)	14%	(33)	13%	(29)	26%	(61)	230
Non-Streaming Service User/Age: 55-64	13%	(37)	25%	(72)	19%	(55)	11%	(32)	33%	(96)	293
Non-Streaming Service User/Age: 65+	4%	(14)	22%	(70)	15%	(49)	12%	(40)	46%	(151)	324

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD4\_4:** How important are each of the following features in a streaming music service?  
The ability to listen on multiple devices

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	41%	(896)	28%	(606)	10%	(228)	7%	(152)	15%	(319)	2201
Gender: Male	41%	(430)	23%	(239)	12%	(125)	8%	(84)	17%	(182)	1060
Gender: Female	41%	(466)	32%	(367)	9%	(103)	6%	(68)	12%	(138)	1141
Age: 18-29	59%	(263)	22%	(98)	8%	(36)	5%	(22)	6%	(28)	448
Age: 30-44	50%	(295)	28%	(164)	8%	(49)	5%	(28)	9%	(51)	588
Age: 45-54	39%	(140)	28%	(103)	12%	(45)	7%	(27)	13%	(48)	363
Age: 55-64	34%	(137)	31%	(125)	10%	(41)	7%	(29)	18%	(73)	405
Age: 65+	15%	(60)	29%	(116)	14%	(56)	12%	(46)	30%	(120)	398
PID: Dem (no lean)	44%	(324)	30%	(222)	9%	(64)	8%	(62)	10%	(72)	744
PID: Ind (no lean)	41%	(346)	25%	(212)	11%	(89)	7%	(59)	16%	(135)	841
PID: Rep (no lean)	37%	(226)	28%	(171)	12%	(75)	5%	(31)	18%	(112)	615
PID/Gender: Dem Men	50%	(151)	22%	(68)	10%	(31)	9%	(28)	7%	(23)	301
PID/Gender: Dem Women	39%	(173)	35%	(155)	7%	(33)	8%	(34)	11%	(50)	444
PID/Gender: Ind Men	39%	(172)	22%	(97)	12%	(53)	8%	(36)	20%	(87)	445
PID/Gender: Ind Women	44%	(174)	29%	(115)	9%	(36)	6%	(23)	12%	(48)	396
PID/Gender: Rep Men	34%	(107)	24%	(74)	13%	(41)	6%	(20)	23%	(72)	313
PID/Gender: Rep Women	40%	(119)	32%	(97)	11%	(34)	4%	(11)	13%	(40)	302
Ideo: Liberal (1-3)	45%	(334)	29%	(220)	8%	(58)	7%	(56)	11%	(83)	751
Ideo: Moderate (4)	39%	(199)	28%	(145)	14%	(70)	6%	(29)	14%	(70)	512
Ideo: Conservative (5-7)	34%	(215)	31%	(195)	13%	(80)	6%	(39)	16%	(100)	630
Educ: < College	41%	(649)	26%	(414)	10%	(150)	7%	(107)	16%	(246)	1567
Educ: Bachelors degree	39%	(161)	30%	(125)	12%	(51)	6%	(25)	13%	(53)	416
Educ: Post-grad	39%	(86)	31%	(67)	12%	(26)	9%	(19)	9%	(20)	219
Income: Under 50k	40%	(487)	25%	(311)	10%	(128)	8%	(101)	16%	(201)	1229
Income: 50k-100k	40%	(281)	31%	(220)	11%	(75)	6%	(42)	12%	(81)	698
Income: 100k+	47%	(127)	27%	(75)	9%	(25)	3%	(10)	14%	(37)	274
Ethnicity: White	38%	(658)	29%	(499)	10%	(179)	7%	(131)	16%	(283)	1750
Ethnicity: Hispanic	54%	(179)	23%	(77)	6%	(20)	4%	(12)	12%	(41)	329

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**Table BRD4\_4:** How important are each of the following features in a streaming music service?  
The ability to listen on multiple devices

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	41% (896)	28% (606)	10% (228)	7% (152)	15% (319)	2201
Ethnicity: Afr. Am.	52% (140)	25% (68)	12% (33)	4% (12)	6% (16)	269
Ethnicity: Other	54% (99)	21% (38)	9% (16)	5% (9)	11% (20)	182
Relig: Protestant	31% (171)	27% (148)	12% (68)	8% (42)	21% (117)	547
Relig: Roman Catholic	40% (167)	28% (118)	13% (53)	8% (34)	11% (47)	420
Relig: Ath./Agn./None	46% (301)	29% (192)	6% (40)	7% (43)	12% (80)	656
Relig: Something Else	44% (142)	30% (95)	9% (29)	7% (21)	11% (36)	323
Relig: Jewish	26% (17)	31% (21)	14% (9)	4% (3)	26% (17)	67
Relig: Evangelical	43% (253)	25% (146)	11% (65)	4% (23)	16% (96)	583
Relig: Non-Evang. Catholics	32% (199)	28% (173)	14% (88)	10% (62)	17% (105)	627
Relig: All Christian	37% (452)	26% (319)	13% (153)	7% (86)	17% (201)	1210
Relig: All Non-Christian	45% (443)	29% (287)	7% (69)	7% (64)	12% (116)	979
Community: Urban	46% (258)	27% (152)	11% (59)	6% (31)	10% (58)	559
Community: Suburban	39% (383)	30% (297)	10% (102)	6% (62)	14% (137)	982
Community: Rural	38% (254)	24% (157)	10% (66)	9% (59)	19% (125)	660
Employ: Private Sector	42% (299)	30% (210)	10% (69)	6% (43)	12% (87)	708
Employ: Government	45% (55)	27% (34)	15% (19)	5% (6)	8% (10)	124
Employ: Self-Employed	47% (92)	28% (55)	9% (18)	6% (12)	10% (19)	196
Employ: Homemaker	46% (89)	33% (64)	8% (16)	3% (5)	11% (20)	194
Employ: Student	65% (67)	21% (22)	7% (7)	3% (4)	4% (4)	103
Employ: Retired	22% (106)	29% (137)	12% (60)	11% (51)	26% (126)	480
Employ: Unemployed	47% (93)	27% (54)	9% (18)	7% (15)	10% (20)	199
Employ: Other	48% (94)	16% (31)	11% (21)	8% (16)	17% (34)	196
Military HH: Yes	35% (134)	26% (98)	13% (49)	9% (33)	18% (67)	381
Military HH: No	42% (761)	28% (508)	10% (179)	7% (119)	14% (253)	1820
RD/WT: Right Direction	37% (321)	31% (267)	9% (80)	6% (47)	16% (141)	857
RD/WT: Wrong Track	43% (574)	25% (339)	11% (148)	8% (105)	13% (178)	1344

Continued on next page

**Table BRD4\_4:** How important are each of the following features in a streaming music service?  
The ability to listen on multiple devices

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	41% (896)	28% (606)	10% (228)	7% (152)	15% (319)	2201
Strongly Approve	42% (180)	26% (111)	11% (48)	7% (30)	13% (55)	424
Somewhat Approve	35% (161)	35% (161)	8% (37)	4% (18)	18% (84)	460
Somewhat Disapprove	37% (109)	31% (92)	14% (42)	6% (17)	11% (32)	292
Strongly Disapprove	44% (372)	26% (219)	10% (85)	9% (78)	11% (90)	843
Dont Know / No Opinion	41% (74)	13% (24)	9% (16)	5% (9)	32% (58)	180
#1 Issue: Economy	46% (250)	29% (157)	11% (59)	5% (25)	10% (52)	544
#1 Issue: Security	34% (141)	33% (137)	14% (58)	6% (23)	14% (60)	419
#1 Issue: Health Care	41% (174)	30% (128)	8% (34)	8% (32)	13% (56)	424
#1 Issue: Medicare / Social Security	29% (96)	22% (72)	11% (37)	13% (42)	25% (81)	329
#1 Issue: Women's Issues	54% (64)	23% (27)	11% (13)	4% (4)	9% (10)	118
#1 Issue: Education	51% (87)	26% (45)	8% (13)	5% (9)	10% (16)	170
#1 Issue: Energy	46% (36)	30% (24)	5% (4)	5% (4)	14% (11)	79
#1 Issue: Other	40% (48)	14% (17)	8% (10)	10% (12)	27% (33)	118
2016 Vote: Democrat Hillary Clinton	41% (274)	31% (207)	9% (59)	8% (54)	12% (81)	674
2016 Vote: Republican Donald Trump	35% (245)	32% (218)	12% (80)	6% (42)	15% (107)	692
2016 Vote: Someone else	44% (86)	23% (45)	8% (15)	9% (18)	16% (32)	196
2012 Vote: Barack Obama	40% (347)	31% (271)	10% (89)	9% (76)	11% (93)	876
2012 Vote: Mitt Romney	36% (190)	29% (153)	10% (56)	6% (34)	19% (102)	534
2012 Vote: Other	34% (25)	24% (18)	6% (5)	9% (7)	27% (21)	76
2012 Vote: Didn't Vote	47% (334)	23% (164)	11% (79)	5% (35)	15% (104)	715
4-Region: Northeast	37% (147)	29% (115)	14% (55)	11% (42)	11% (43)	402
4-Region: Midwest	37% (173)	29% (136)	10% (46)	7% (33)	18% (86)	474
4-Region: South	43% (347)	26% (210)	11% (86)	6% (52)	15% (120)	815
4-Region: West	45% (228)	29% (146)	8% (41)	5% (25)	14% (71)	511
Streaming Service User	50% (484)	29% (283)	10% (93)	6% (54)	6% (57)	971
Apple Music User	54% (177)	30% (99)	8% (26)	5% (16)	4% (13)	331
Spotify User	55% (258)	25% (118)	9% (42)	6% (27)	6% (27)	472
Pandora User	48% (316)	28% (185)	11% (70)	6% (39)	7% (45)	654
Non-Streaming Service User	33% (412)	26% (323)	11% (134)	8% (98)	21% (263)	1230

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**Table BRD4\_4:** How important are each of the following features in a streaming music service?  
 The ability to listen on multiple devices

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	41%	(896)	28%	(606)	10%	(228)	7%	(152)	15%	(319)	2201
Non-Streaming Service User/Age: 18-29	62%	(77)	20%	(25)	7%	(8)	5%	(6)	6%	(8)	124
Non-Streaming Service User/Age: 30-44	47%	(122)	26%	(68)	9%	(24)	4%	(11)	13%	(34)	258
Non-Streaming Service User/Age: 45-54	38%	(87)	28%	(64)	10%	(24)	7%	(16)	17%	(39)	230
Non-Streaming Service User/Age: 55-64	29%	(85)	29%	(85)	11%	(31)	8%	(25)	23%	(68)	293
Non-Streaming Service User/Age: 65+	13%	(42)	25%	(82)	14%	(46)	12%	(40)	35%	(114)	324

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD4\_5: How important are each of the following features in a streaming music service?**  
*The ability to stream on smart home devices*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	32%	(696)	25%	(548)	14%	(306)	12%	(263)	18%	(387)	2201
Gender: Male	32%	(343)	24%	(250)	13%	(140)	12%	(127)	19%	(200)	1060
Gender: Female	31%	(353)	26%	(299)	15%	(166)	12%	(137)	16%	(187)	1141
Age: 18-29	39%	(175)	24%	(107)	19%	(84)	9%	(42)	9%	(41)	448
Age: 30-44	42%	(245)	25%	(145)	14%	(81)	9%	(54)	11%	(63)	588
Age: 45-54	30%	(108)	28%	(102)	14%	(50)	11%	(40)	17%	(63)	363
Age: 55-64	28%	(113)	24%	(95)	11%	(44)	15%	(60)	23%	(93)	405
Age: 65+	14%	(55)	25%	(99)	12%	(49)	17%	(68)	32%	(126)	398
PID: Dem (no lean)	34%	(254)	26%	(191)	16%	(115)	14%	(102)	11%	(82)	744
PID: Ind (no lean)	32%	(268)	24%	(205)	13%	(109)	11%	(96)	19%	(164)	841
PID: Rep (no lean)	28%	(174)	25%	(152)	13%	(82)	11%	(65)	23%	(142)	615
PID/Gender: Dem Men	38%	(115)	24%	(71)	17%	(50)	13%	(39)	9%	(26)	301
PID/Gender: Dem Women	31%	(139)	27%	(120)	15%	(66)	14%	(64)	12%	(55)	444
PID/Gender: Ind Men	31%	(137)	23%	(104)	12%	(54)	11%	(51)	22%	(100)	445
PID/Gender: Ind Women	33%	(130)	26%	(101)	14%	(55)	11%	(45)	16%	(64)	396
PID/Gender: Rep Men	29%	(91)	24%	(75)	12%	(36)	12%	(37)	24%	(74)	313
PID/Gender: Rep Women	28%	(83)	26%	(77)	15%	(46)	9%	(28)	22%	(67)	302
Ideo: Liberal (1-3)	33%	(252)	26%	(198)	15%	(112)	12%	(89)	13%	(101)	751
Ideo: Moderate (4)	29%	(147)	30%	(156)	13%	(67)	12%	(62)	16%	(80)	512
Ideo: Conservative (5-7)	28%	(179)	24%	(148)	15%	(94)	13%	(83)	20%	(126)	630
Educ: < College	33%	(524)	22%	(344)	14%	(216)	11%	(177)	19%	(304)	1567
Educ: Bachelors degree	28%	(114)	30%	(124)	15%	(63)	14%	(56)	14%	(57)	416
Educ: Post-grad	26%	(57)	36%	(80)	12%	(27)	14%	(30)	12%	(25)	219
Income: Under 50k	32%	(397)	22%	(272)	14%	(171)	12%	(143)	20%	(247)	1229
Income: 50k-100k	31%	(216)	26%	(180)	15%	(106)	14%	(97)	14%	(99)	698
Income: 100k+	30%	(83)	35%	(96)	11%	(30)	9%	(23)	15%	(41)	274
Ethnicity: White	29%	(507)	25%	(437)	14%	(243)	13%	(228)	19%	(334)	1750
Ethnicity: Hispanic	46%	(152)	15%	(48)	16%	(54)	7%	(22)	16%	(54)	329

Continued on next page

**Table BRD4\_5:** How important are each of the following features in a streaming music service?  
 The ability to stream on smart home devices

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	32% (696)	25% (548)	14% (306)	12% (263)	18% (387)	2201
Ethnicity: Afr. Am.	43% (117)	25% (67)	15% (40)	7% (18)	10% (27)	269
Ethnicity: Other	40% (72)	24% (44)	13% (24)	9% (17)	14% (25)	182
Relig: Protestant	23% (128)	22% (122)	14% (75)	15% (84)	25% (139)	547
Relig: Roman Catholic	32% (135)	25% (104)	16% (66)	13% (56)	14% (58)	420
Relig: Ath./Agn./None	33% (218)	27% (175)	14% (93)	11% (69)	15% (100)	656
Relig: Something Else	40% (129)	26% (84)	11% (37)	10% (31)	13% (43)	323
Relig: Jewish	25% (17)	28% (18)	9% (6)	14% (10)	23% (16)	67
Relig: Evangelical	32% (187)	24% (143)	12% (67)	12% (69)	20% (117)	583
Relig: Non-Evang. Catholics	26% (162)	23% (143)	17% (107)	14% (90)	20% (124)	627
Relig: All Christian	29% (349)	24% (286)	14% (175)	13% (160)	20% (241)	1210
Relig: All Non-Christian	35% (347)	26% (259)	13% (130)	10% (100)	15% (144)	979
Community: Urban	35% (198)	24% (136)	16% (90)	11% (61)	13% (75)	559
Community: Suburban	29% (283)	27% (265)	16% (160)	12% (122)	15% (152)	982
Community: Rural	33% (215)	22% (147)	9% (57)	12% (81)	24% (160)	660
Employ: Private Sector	32% (228)	26% (185)	14% (102)	13% (89)	15% (104)	708
Employ: Government	38% (47)	22% (27)	19% (24)	12% (14)	10% (12)	124
Employ: Self-Employed	35% (69)	26% (51)	18% (34)	9% (17)	12% (24)	196
Employ: Homemaker	38% (74)	33% (63)	7% (13)	7% (14)	15% (29)	194
Employ: Student	40% (42)	18% (19)	28% (29)	11% (11)	2% (2)	103
Employ: Retired	17% (83)	25% (122)	12% (56)	17% (81)	29% (138)	480
Employ: Unemployed	36% (71)	19% (38)	15% (30)	12% (24)	19% (37)	199
Employ: Other	42% (83)	21% (42)	10% (19)	6% (12)	21% (40)	196
Military HH: Yes	27% (104)	25% (94)	13% (51)	15% (59)	19% (74)	381
Military HH: No	33% (592)	25% (454)	14% (256)	11% (205)	17% (313)	1820
RD/WT: Right Direction	31% (268)	27% (232)	12% (103)	9% (81)	20% (173)	857
RD/WT: Wrong Track	32% (428)	24% (316)	15% (203)	14% (182)	16% (214)	1344

Continued on next page

**Table BRD4\_5:** How important are each of the following features in a streaming music service?  
The ability to stream on smart home devices

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	32% (696)	25% (548)	14% (306)	12% (263)	18% (387)	2201
Strongly Approve	36% (151)	25% (105)	11% (48)	13% (53)	16% (67)	424
Somewhat Approve	27% (124)	27% (124)	14% (65)	9% (42)	23% (105)	460
Somewhat Disapprove	31% (90)	26% (75)	16% (46)	14% (42)	14% (40)	292
Strongly Disapprove	33% (277)	26% (216)	15% (127)	14% (118)	12% (105)	843
Dont Know / No Opinion	30% (54)	16% (28)	11% (21)	4% (8)	39% (70)	180
#1 Issue: Economy	35% (191)	24% (131)	15% (83)	11% (61)	14% (78)	544
#1 Issue: Security	26% (110)	29% (122)	16% (66)	12% (50)	17% (72)	419
#1 Issue: Health Care	33% (139)	28% (120)	13% (54)	12% (52)	14% (60)	424
#1 Issue: Medicare / Social Security	25% (82)	20% (65)	9% (30)	16% (53)	30% (99)	329
#1 Issue: Women's Issues	40% (47)	23% (28)	21% (24)	7% (8)	9% (11)	118
#1 Issue: Education	39% (66)	28% (48)	15% (25)	6% (11)	11% (19)	170
#1 Issue: Energy	32% (25)	23% (18)	16% (13)	14% (11)	14% (11)	79
#1 Issue: Other	31% (36)	14% (16)	9% (11)	15% (18)	31% (37)	118
2016 Vote: Democrat Hillary Clinton	32% (216)	28% (191)	13% (87)	13% (91)	13% (89)	674
2016 Vote: Republican Donald Trump	28% (193)	26% (183)	12% (85)	13% (91)	20% (140)	692
2016 Vote: Someone else	23% (45)	28% (56)	14% (27)	15% (29)	20% (39)	196
2012 Vote: Barack Obama	33% (289)	28% (244)	13% (118)	13% (113)	13% (113)	876
2012 Vote: Mitt Romney	25% (135)	25% (135)	13% (71)	13% (71)	23% (122)	534
2012 Vote: Other	20% (15)	23% (17)	9% (7)	21% (16)	27% (20)	76
2012 Vote: Didn't Vote	36% (256)	21% (153)	15% (111)	9% (64)	18% (132)	715
4-Region: Northeast	30% (122)	21% (83)	18% (74)	17% (69)	13% (53)	402
4-Region: Midwest	30% (144)	25% (120)	11% (51)	13% (61)	20% (97)	474
4-Region: South	33% (269)	25% (203)	12% (101)	11% (92)	18% (150)	815
4-Region: West	31% (161)	28% (141)	16% (81)	8% (41)	17% (87)	511
Streaming Service User	38% (373)	30% (291)	15% (148)	8% (80)	8% (79)	971
Apple Music User	44% (146)	30% (98)	13% (42)	8% (27)	5% (17)	331
Spotify User	38% (178)	30% (141)	16% (76)	7% (33)	10% (45)	472
Pandora User	40% (263)	30% (196)	14% (89)	8% (51)	9% (56)	654
Non-Streaming Service User	26% (323)	21% (257)	13% (159)	15% (183)	25% (307)	1230

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**Table BRD4\_5:** How important are each of the following features in a streaming music service?*The ability to stream on smart home devices*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	32%	(696)	25%	(548)	14%	(306)	12%	(263)	18%	(387)	2201
Non-Streaming Service User/Age: 18-29	49%	(60)	13%	(16)	16%	(20)	13%	(15)	9%	(11)	124
Non-Streaming Service User/Age: 30-44	36%	(93)	21%	(53)	15%	(38)	12%	(30)	17%	(44)	258
Non-Streaming Service User/Age: 45-54	26%	(59)	27%	(62)	13%	(31)	13%	(30)	21%	(48)	230
Non-Streaming Service User/Age: 55-64	24%	(71)	20%	(59)	10%	(30)	17%	(48)	29%	(85)	293
Non-Streaming Service User/Age: 65+	12%	(39)	21%	(67)	12%	(39)	18%	(59)	37%	(120)	324

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD4\_6:** How important are each of the following features in a streaming music service?  
The ability to combine your music library with your streaming service library

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	35% (777)	28% (624)	11% (248)	8% (179)	17% (372)	2201
Gender: Male	34% (362)	26% (277)	12% (126)	9% (98)	19% (197)	1060
Gender: Female	36% (416)	30% (347)	11% (123)	7% (82)	15% (175)	1141
Age: 18-29	45% (200)	27% (120)	13% (58)	6% (28)	9% (42)	448
Age: 30-44	46% (270)	29% (170)	11% (65)	6% (38)	8% (45)	588
Age: 45-54	34% (122)	32% (116)	10% (35)	7% (26)	17% (63)	363
Age: 55-64	32% (130)	28% (114)	10% (41)	9% (36)	21% (85)	405
Age: 65+	14% (55)	26% (104)	13% (50)	13% (52)	34% (137)	398
PID: Dem (no lean)	41% (304)	26% (194)	12% (91)	9% (66)	12% (89)	744
PID: Ind (no lean)	34% (283)	31% (265)	9% (79)	8% (66)	18% (149)	841
PID: Rep (no lean)	31% (191)	27% (165)	13% (78)	8% (47)	22% (134)	615
PID/Gender: Dem Men	43% (130)	25% (75)	13% (39)	11% (33)	8% (23)	301
PID/Gender: Dem Women	39% (174)	27% (119)	12% (52)	7% (33)	15% (66)	444
PID/Gender: Ind Men	32% (144)	27% (119)	11% (48)	9% (38)	22% (97)	445
PID/Gender: Ind Women	35% (139)	37% (146)	8% (31)	7% (28)	13% (51)	396
PID/Gender: Rep Men	28% (88)	27% (84)	12% (39)	8% (26)	24% (76)	313
PID/Gender: Rep Women	34% (103)	27% (81)	13% (39)	7% (21)	19% (58)	302
Ideo: Liberal (1-3)	38% (287)	29% (221)	11% (85)	9% (67)	12% (92)	751
Ideo: Moderate (4)	33% (171)	31% (158)	12% (61)	7% (38)	17% (85)	512
Ideo: Conservative (5-7)	31% (195)	29% (185)	13% (80)	8% (49)	19% (120)	630
Educ: < College	37% (575)	27% (421)	10% (158)	8% (127)	18% (286)	1567
Educ: Bachelors degree	32% (132)	33% (136)	15% (61)	7% (29)	14% (58)	416
Educ: Post-grad	32% (71)	31% (67)	13% (29)	11% (23)	13% (28)	219
Income: Under 50k	36% (446)	25% (307)	11% (132)	9% (110)	19% (235)	1229
Income: 50k-100k	35% (248)	31% (214)	13% (90)	7% (51)	14% (95)	698
Income: 100k+	31% (84)	38% (103)	10% (27)	6% (18)	15% (42)	274
Ethnicity: White	32% (558)	30% (519)	11% (199)	9% (149)	19% (325)	1750
Ethnicity: Hispanic	52% (170)	19% (61)	11% (37)	5% (17)	14% (45)	329

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**Table BRD4\_6:** How important are each of the following features in a streaming music service?  
 The ability to combine your music library with your streaming service library

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	35% (777)	28% (624)	11% (248)	8% (179)	17% (372)	2201
Ethnicity: Afr. Am.	48% (128)	28% (74)	9% (24)	7% (18)	9% (24)	269
Ethnicity: Other	50% (91)	17% (30)	14% (26)	7% (13)	12% (23)	182
Relig: Protestant	24% (134)	30% (163)	11% (61)	9% (49)	26% (140)	547
Relig: Roman Catholic	35% (147)	31% (131)	12% (49)	9% (36)	14% (57)	420
Relig: Ath./Agn./None	40% (261)	29% (189)	11% (73)	8% (53)	12% (80)	656
Relig: Something Else	42% (137)	25% (82)	13% (41)	6% (20)	13% (43)	323
Relig: Jewish	28% (19)	18% (12)	17% (12)	10% (7)	27% (18)	67
Relig: Evangelical	36% (208)	28% (163)	9% (53)	6% (36)	21% (123)	583
Relig: Non-Evang. Catholics	27% (171)	30% (187)	13% (80)	11% (67)	20% (122)	627
Relig: All Christian	31% (379)	29% (350)	11% (132)	9% (103)	20% (246)	1210
Relig: All Non-Christian	41% (398)	28% (271)	12% (114)	7% (73)	13% (123)	979
Community: Urban	42% (235)	27% (153)	11% (61)	8% (43)	12% (67)	559
Community: Suburban	33% (328)	30% (293)	13% (123)	8% (79)	16% (158)	982
Community: Rural	32% (214)	27% (178)	10% (64)	9% (57)	22% (147)	660
Employ: Private Sector	37% (263)	30% (212)	11% (78)	8% (53)	14% (101)	708
Employ: Government	43% (53)	26% (32)	15% (18)	7% (8)	10% (13)	124
Employ: Self-Employed	35% (68)	36% (70)	14% (28)	9% (17)	7% (13)	196
Employ: Homemaker	46% (90)	30% (58)	7% (14)	4% (7)	13% (25)	194
Employ: Student	46% (48)	34% (36)	12% (12)	2% (2)	5% (5)	103
Employ: Retired	18% (87)	27% (131)	10% (49)	13% (64)	31% (149)	480
Employ: Unemployed	40% (79)	22% (44)	15% (30)	9% (17)	15% (30)	199
Employ: Other	46% (90)	21% (41)	9% (18)	6% (11)	19% (36)	196
Military HH: Yes	30% (116)	28% (108)	12% (47)	9% (36)	19% (74)	381
Military HH: No	36% (661)	28% (516)	11% (201)	8% (144)	16% (298)	1820
RD/WT: Right Direction	34% (295)	30% (257)	10% (84)	7% (59)	19% (162)	857
RD/WT: Wrong Track	36% (483)	27% (367)	12% (165)	9% (120)	16% (210)	1344

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**Table BRD4\_6:** How important are each of the following features in a streaming music service?  
The ability to combine your music library with your streaming service library

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	35% (777)	28% (624)	11% (248)	8% (179)	17% (372)	2201
Strongly Approve	37% (156)	26% (112)	13% (56)	7% (30)	16% (70)	424
Somewhat Approve	30% (139)	35% (161)	9% (42)	5% (25)	20% (93)	460
Somewhat Disapprove	30% (87)	33% (96)	12% (36)	12% (36)	13% (38)	292
Strongly Disapprove	39% (333)	26% (219)	12% (103)	9% (77)	13% (112)	843
Dont Know / No Opinion	35% (62)	20% (36)	7% (12)	6% (12)	33% (59)	180
#1 Issue: Economy	38% (206)	30% (165)	12% (67)	7% (40)	12% (65)	544
#1 Issue: Security	29% (122)	31% (130)	15% (62)	8% (35)	17% (72)	419
#1 Issue: Health Care	37% (159)	31% (132)	10% (44)	7% (30)	14% (59)	424
#1 Issue: Medicare / Social Security	26% (87)	22% (73)	11% (35)	12% (39)	29% (95)	329
#1 Issue: Women's Issues	51% (61)	32% (37)	4% (5)	4% (4)	10% (11)	118
#1 Issue: Education	46% (79)	28% (47)	9% (15)	4% (7)	13% (23)	170
#1 Issue: Energy	36% (28)	29% (23)	13% (10)	11% (9)	11% (9)	79
#1 Issue: Other	30% (36)	14% (17)	9% (11)	13% (15)	33% (39)	118
2016 Vote: Democrat Hillary Clinton	39% (264)	27% (183)	11% (74)	9% (62)	14% (92)	674
2016 Vote: Republican Donald Trump	31% (214)	31% (212)	12% (80)	8% (59)	18% (127)	692
2016 Vote: Someone else	33% (65)	29% (58)	9% (17)	9% (17)	20% (40)	196
2012 Vote: Barack Obama	36% (319)	30% (262)	11% (95)	10% (89)	13% (112)	876
2012 Vote: Mitt Romney	28% (149)	30% (159)	12% (63)	8% (43)	22% (120)	534
2012 Vote: Other	21% (16)	31% (24)	10% (7)	13% (10)	25% (19)	76
2012 Vote: Didn't Vote	41% (293)	25% (180)	12% (83)	5% (38)	17% (121)	715
4-Region: Northeast	33% (132)	28% (112)	14% (54)	14% (54)	12% (49)	402
4-Region: Midwest	32% (151)	27% (127)	11% (53)	10% (47)	20% (95)	474
4-Region: South	37% (305)	28% (225)	11% (87)	6% (48)	18% (149)	815
4-Region: West	37% (190)	31% (160)	10% (54)	6% (30)	15% (78)	511
Streaming Service User	42% (405)	32% (314)	12% (121)	6% (63)	7% (69)	971
Apple Music User	50% (166)	30% (99)	10% (32)	4% (14)	6% (18)	331
Spotify User	47% (220)	28% (134)	12% (55)	6% (28)	7% (35)	472
Pandora User	43% (279)	31% (203)	13% (82)	6% (37)	8% (52)	654
Non-Streaming Service User	30% (373)	25% (310)	10% (128)	9% (117)	25% (302)	1230

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**Table BRD4\_6:** How important are each of the following features in a streaming music service?  
*The ability to combine your music library with your streaming service library*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	35% (777)	28% (624)	11% (248)	8% (179)	17% (372)	2201
Non-Streaming Service User/Age: 18-29	54% (66)	21% (25)	10% (13)	7% (8)	9% (11)	124
Non-Streaming Service User/Age: 30-44	45% (117)	25% (63)	12% (31)	6% (15)	12% (32)	258
Non-Streaming Service User/Age: 45-54	31% (72)	31% (70)	8% (17)	8% (19)	22% (51)	230
Non-Streaming Service User/Age: 55-64	27% (80)	25% (75)	10% (29)	11% (31)	27% (79)	293
Non-Streaming Service User/Age: 65+	12% (38)	23% (76)	12% (38)	13% (43)	40% (129)	324

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD4\_7: How important are each of the following features in a streaming music service?**  
*The variety of music available*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	59% (1308)	21% (469)	4% (88)	3% (73)	12% (262)	2201
Gender: Male	55% (580)	21% (222)	5% (55)	4% (43)	15% (160)	1060
Gender: Female	64% (728)	22% (247)	3% (33)	3% (31)	9% (102)	1141
Age: 18-29	72% (321)	15% (68)	5% (21)	2% (9)	7% (30)	448
Age: 30-44	68% (397)	19% (112)	4% (21)	3% (15)	7% (42)	588
Age: 45-54	57% (207)	22% (81)	4% (15)	4% (13)	13% (47)	363
Age: 55-64	55% (225)	23% (92)	4% (15)	3% (14)	15% (60)	405
Age: 65+	40% (159)	29% (116)	4% (16)	6% (23)	21% (83)	398
PID: Dem (no lean)	64% (476)	21% (159)	4% (27)	4% (27)	7% (56)	744
PID: Ind (no lean)	60% (503)	20% (169)	3% (29)	3% (28)	13% (113)	841
PID: Rep (no lean)	54% (330)	23% (141)	5% (31)	3% (19)	15% (94)	615
PID/Gender: Dem Men	62% (186)	23% (68)	5% (14)	4% (13)	6% (19)	301
PID/Gender: Dem Women	65% (289)	20% (91)	3% (13)	3% (14)	8% (36)	444
PID/Gender: Ind Men	57% (252)	19% (86)	4% (18)	3% (13)	17% (76)	445
PID/Gender: Ind Women	63% (250)	21% (83)	3% (12)	4% (14)	9% (37)	396
PID/Gender: Rep Men	45% (141)	22% (68)	7% (23)	5% (17)	21% (65)	313
PID/Gender: Rep Women	62% (189)	24% (74)	3% (8)	1% (2)	10% (29)	302
Ideo: Liberal (1-3)	61% (456)	23% (174)	4% (31)	3% (22)	9% (68)	751
Ideo: Moderate (4)	59% (304)	21% (107)	4% (23)	4% (21)	11% (57)	512
Ideo: Conservative (5-7)	57% (362)	24% (148)	4% (24)	3% (19)	12% (76)	630
Educ: < College	59% (927)	19% (305)	4% (69)	3% (53)	14% (212)	1567
Educ: Bachelors degree	60% (251)	26% (107)	3% (11)	3% (13)	8% (34)	416
Educ: Post-grad	60% (130)	26% (57)	3% (8)	3% (7)	8% (17)	219
Income: Under 50k	58% (710)	20% (245)	5% (58)	4% (46)	14% (169)	1229
Income: 50k-100k	62% (432)	23% (164)	3% (20)	3% (21)	9% (61)	698
Income: 100k+	61% (166)	22% (60)	4% (10)	2% (6)	12% (32)	274
Ethnicity: White	57% (1006)	21% (375)	4% (72)	4% (67)	13% (231)	1750
Ethnicity: Hispanic	66% (218)	18% (59)	2% (7)	2% (7)	12% (38)	329

Continued on next page

**Table BRD4\_7:** How important are each of the following features in a streaming music service?  
The variety of music available

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	59% (1308)	21% (469)	4% (88)	3% (73)	12% (262)	2201
Ethnicity: Afr. Am.	69% (184)	23% (61)	3% (8)	1% (2)	5% (13)	269
Ethnicity: Other	65% (118)	18% (33)	4% (7)	3% (5)	10% (18)	182
Relig: Protestant	52% (282)	25% (137)	3% (19)	3% (14)	17% (95)	547
Relig: Roman Catholic	59% (246)	24% (99)	4% (18)	5% (19)	9% (37)	420
Relig: Ath./Agn./None	65% (425)	18% (117)	4% (27)	3% (20)	10% (67)	656
Relig: Something Else	65% (211)	20% (63)	4% (11)	3% (10)	9% (28)	323
Relig: Jewish	50% (33)	23% (15)	5% (4)	3% (2)	18% (12)	67
Relig: Evangelical	57% (332)	24% (139)	4% (21)	3% (16)	13% (74)	583
Relig: Non-Evang. Catholics	54% (339)	23% (147)	4% (22)	4% (27)	14% (91)	627
Relig: All Christian	55% (671)	24% (287)	4% (44)	4% (43)	14% (165)	1210
Relig: All Non-Christian	65% (635)	18% (181)	4% (38)	3% (30)	10% (95)	979
Community: Urban	63% (351)	21% (116)	5% (28)	2% (13)	9% (50)	559
Community: Suburban	60% (586)	23% (230)	3% (34)	3% (27)	11% (105)	982
Community: Rural	56% (371)	19% (124)	4% (26)	5% (33)	16% (107)	660
Employ: Private Sector	62% (437)	20% (142)	5% (38)	3% (19)	10% (72)	708
Employ: Government	57% (71)	25% (31)	7% (9)	3% (4)	8% (10)	124
Employ: Self-Employed	60% (117)	28% (55)	4% (9)	1% (3)	7% (13)	196
Employ: Homemaker	71% (139)	19% (38)	— (1)	1% (2)	8% (15)	194
Employ: Student	77% (79)	17% (17)	4% (5)	2% (2)	— (1)	103
Employ: Retired	43% (207)	28% (133)	3% (15)	6% (31)	20% (94)	480
Employ: Unemployed	67% (134)	16% (31)	2% (5)	3% (7)	11% (22)	199
Employ: Other	64% (125)	11% (22)	4% (7)	3% (6)	18% (36)	196
Military HH: Yes	57% (217)	21% (79)	3% (12)	5% (18)	14% (55)	381
Military HH: No	60% (1091)	21% (390)	4% (76)	3% (56)	11% (207)	1820
RD/WT: Right Direction	56% (476)	23% (200)	4% (38)	3% (29)	13% (115)	857
RD/WT: Wrong Track	62% (832)	20% (269)	4% (50)	3% (45)	11% (147)	1344

Continued on next page

**Table BRD4\_7: How important are each of the following features in a streaming music service?**  
*The variety of music available*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	59% (1308)	21% (469)	4% (88)	3% (73)	12% (262)	2201
Strongly Approve	60% (256)	21% (91)	5% (21)	4% (15)	10% (41)	424
Somewhat Approve	56% (258)	24% (113)	3% (13)	2% (11)	14% (66)	460
Somewhat Disapprove	61% (177)	23% (67)	5% (15)	2% (7)	9% (26)	292
Strongly Disapprove	64% (536)	20% (171)	4% (33)	4% (33)	8% (70)	843
Dont Know / No Opinion	45% (82)	15% (27)	3% (5)	4% (8)	33% (59)	180
#1 Issue: Economy	65% (351)	21% (112)	4% (20)	2% (13)	9% (48)	544
#1 Issue: Security	58% (244)	22% (93)	4% (17)	4% (17)	11% (48)	419
#1 Issue: Health Care	58% (245)	22% (95)	7% (30)	3% (13)	10% (41)	424
#1 Issue: Medicare / Social Security	45% (147)	25% (82)	4% (12)	6% (20)	21% (68)	329
#1 Issue: Women's Issues	68% (81)	23% (27)	— (1)	2% (2)	7% (8)	118
#1 Issue: Education	70% (118)	20% (34)	2% (3)	— (1)	8% (14)	170
#1 Issue: Energy	62% (49)	18% (14)	5% (4)	4% (3)	12% (9)	79
#1 Issue: Other	62% (74)	9% (11)	2% (2)	5% (6)	22% (26)	118
2016 Vote: Democrat Hillary Clinton	61% (410)	24% (159)	4% (25)	3% (21)	9% (61)	674
2016 Vote: Republican Donald Trump	56% (388)	23% (161)	5% (31)	4% (29)	12% (83)	692
2016 Vote: Someone else	61% (120)	20% (38)	2% (4)	3% (6)	14% (27)	196
2012 Vote: Barack Obama	61% (533)	24% (209)	3% (27)	4% (38)	8% (69)	876
2012 Vote: Mitt Romney	54% (289)	24% (128)	4% (22)	3% (17)	15% (78)	534
2012 Vote: Other	50% (38)	15% (12)	5% (4)	4% (3)	26% (19)	76
2012 Vote: Didn't Vote	63% (448)	17% (120)	5% (35)	2% (16)	13% (96)	715
4-Region: Northeast	62% (248)	22% (89)	4% (17)	5% (18)	7% (30)	402
4-Region: Midwest	55% (260)	21% (100)	3% (15)	4% (19)	17% (80)	474
4-Region: South	61% (495)	21% (168)	4% (32)	3% (26)	11% (93)	815
4-Region: West	60% (305)	22% (113)	5% (25)	2% (10)	12% (59)	511
Streaming Service User	68% (656)	23% (220)	4% (37)	1% (14)	5% (44)	971
Apple Music User	64% (211)	25% (81)	6% (21)	2% (6)	3% (11)	331
Spotify User	67% (314)	21% (100)	4% (20)	2% (9)	6% (29)	472
Pandora User	66% (430)	24% (157)	4% (25)	2% (11)	5% (30)	654
Non-Streaming Service User	53% (652)	20% (249)	4% (51)	5% (59)	18% (218)	1230

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**Table BRD4\_7:** How important are each of the following features in a streaming music service?  
 The variety of music available

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	59%	(1308)	21%	(469)	4%	(88)	3%	(73)	12%	(262)	2201
Non-Streaming Service User/Age: 18-29	71%	(88)	16%	(19)	2%	(3)	4%	(5)	7%	(8)	124
Non-Streaming Service User/Age: 30-44	63%	(164)	17%	(44)	4%	(12)	3%	(8)	12%	(30)	258
Non-Streaming Service User/Age: 45-54	57%	(132)	16%	(38)	5%	(11)	4%	(10)	17%	(40)	230
Non-Streaming Service User/Age: 55-64	52%	(153)	20%	(59)	4%	(11)	4%	(13)	19%	(57)	293
Non-Streaming Service User/Age: 65+	36%	(115)	27%	(89)	5%	(15)	7%	(23)	26%	(83)	324

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD4\_8:** How important are each of the following features in a streaming music service?  
*Good algorithms to find new music*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	30%	(670)	28%	(614)	12%	(269)	8%	(172)	22%	(477)	2201
Gender: Male	31%	(332)	24%	(259)	12%	(128)	10%	(102)	22%	(238)	1060
Gender: Female	30%	(337)	31%	(354)	12%	(141)	6%	(70)	21%	(239)	1141
Age: 18-29	47%	(208)	28%	(124)	11%	(49)	4%	(18)	11%	(48)	448
Age: 30-44	39%	(230)	30%	(174)	11%	(62)	7%	(39)	14%	(82)	588
Age: 45-54	27%	(97)	30%	(110)	11%	(40)	9%	(32)	23%	(84)	363
Age: 55-64	23%	(94)	29%	(117)	14%	(56)	9%	(35)	26%	(104)	405
Age: 65+	10%	(40)	22%	(88)	16%	(62)	12%	(48)	40%	(159)	398
PID: Dem (no lean)	36%	(266)	28%	(206)	11%	(83)	8%	(61)	17%	(128)	744
PID: Ind (no lean)	29%	(243)	27%	(229)	13%	(111)	8%	(70)	22%	(188)	841
PID: Rep (no lean)	26%	(161)	29%	(178)	12%	(75)	7%	(41)	26%	(161)	615
PID/Gender: Dem Men	39%	(118)	25%	(74)	12%	(37)	10%	(30)	14%	(41)	301
PID/Gender: Dem Women	33%	(148)	30%	(132)	10%	(45)	7%	(31)	20%	(87)	444
PID/Gender: Ind Men	29%	(130)	23%	(103)	12%	(55)	10%	(46)	25%	(112)	445
PID/Gender: Ind Women	29%	(113)	32%	(126)	14%	(57)	6%	(24)	19%	(76)	396
PID/Gender: Rep Men	27%	(84)	26%	(82)	11%	(36)	8%	(26)	27%	(85)	313
PID/Gender: Rep Women	25%	(76)	32%	(96)	13%	(39)	5%	(15)	25%	(76)	302
Ideo: Liberal (1-3)	34%	(257)	30%	(224)	11%	(84)	8%	(58)	17%	(128)	751
Ideo: Moderate (4)	30%	(156)	27%	(139)	14%	(73)	8%	(42)	20%	(102)	512
Ideo: Conservative (5-7)	24%	(151)	31%	(195)	14%	(86)	7%	(47)	24%	(151)	630
Educ: < College	32%	(506)	25%	(393)	11%	(174)	8%	(120)	24%	(374)	1567
Educ: Bachelors degree	26%	(106)	35%	(145)	16%	(67)	7%	(28)	17%	(70)	416
Educ: Post-grad	26%	(58)	34%	(75)	13%	(29)	11%	(24)	15%	(33)	219
Income: Under 50k	31%	(382)	26%	(313)	11%	(134)	8%	(101)	24%	(299)	1229
Income: 50k-100k	30%	(207)	30%	(209)	14%	(96)	7%	(50)	19%	(136)	698
Income: 100k+	30%	(81)	33%	(91)	14%	(39)	8%	(21)	15%	(42)	274
Ethnicity: White	27%	(464)	28%	(496)	14%	(238)	8%	(147)	23%	(406)	1750
Ethnicity: Hispanic	41%	(135)	27%	(89)	8%	(28)	4%	(14)	19%	(64)	329

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**Table BRD4\_8:** How important are each of the following features in a streaming music service?  
Good algorithms to find new music

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	30% (670)	28% (614)	12% (269)	8% (172)	22% (477)	2201
Ethnicity: Afr. Am.	48% (129)	27% (71)	5% (13)	5% (13)	16% (42)	269
Ethnicity: Other	42% (77)	26% (47)	10% (18)	7% (12)	16% (29)	182
Relig: Protestant	20% (112)	29% (160)	11% (63)	8% (42)	31% (170)	547
Relig: Roman Catholic	29% (123)	31% (131)	12% (52)	11% (46)	16% (68)	420
Relig: Ath./Agn./None	35% (227)	27% (174)	13% (86)	7% (47)	19% (122)	656
Relig: Something Else	35% (113)	30% (98)	12% (38)	6% (18)	17% (56)	323
Relig: Jewish	21% (14)	22% (15)	14% (9)	10% (7)	34% (23)	67
Relig: Evangelical	31% (180)	26% (154)	11% (67)	6% (35)	25% (147)	583
Relig: Non-Evang. Catholics	24% (149)	30% (187)	12% (76)	11% (68)	24% (148)	627
Relig: All Christian	27% (329)	28% (341)	12% (143)	9% (103)	24% (295)	1210
Relig: All Non-Christian	35% (339)	28% (272)	13% (124)	7% (66)	18% (178)	979
Community: Urban	37% (209)	28% (158)	11% (60)	7% (39)	17% (93)	559
Community: Suburban	26% (260)	31% (308)	14% (138)	8% (81)	20% (195)	982
Community: Rural	30% (201)	22% (147)	11% (70)	8% (52)	29% (190)	660
Employ: Private Sector	32% (229)	30% (215)	12% (82)	8% (57)	18% (125)	708
Employ: Government	38% (47)	34% (42)	12% (15)	6% (7)	11% (14)	124
Employ: Self-Employed	34% (66)	32% (62)	16% (32)	6% (11)	12% (24)	196
Employ: Homemaker	35% (69)	31% (60)	9% (18)	5% (10)	19% (38)	194
Employ: Student	49% (51)	23% (23)	19% (19)	4% (5)	5% (5)	103
Employ: Retired	13% (63)	25% (121)	13% (64)	11% (55)	37% (177)	480
Employ: Unemployed	37% (73)	25% (49)	8% (16)	7% (13)	24% (47)	199
Employ: Other	36% (71)	21% (41)	11% (22)	7% (14)	24% (48)	196
Military HH: Yes	27% (103)	25% (95)	14% (54)	10% (37)	24% (92)	381
Military HH: No	31% (567)	28% (519)	12% (214)	7% (135)	21% (385)	1820
RD/WT: Right Direction	30% (253)	28% (238)	12% (104)	6% (49)	25% (214)	857
RD/WT: Wrong Track	31% (417)	28% (375)	12% (165)	9% (123)	20% (263)	1344

Continued on next page

**Table BRD4\_8:** How important are each of the following features in a streaming music service?  
Good algorithms to find new music

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	30% (670)	28% (614)	12% (269)	8% (172)	22% (477)	2201
Strongly Approve	33% (142)	24% (102)	12% (51)	9% (40)	21% (89)	424
Somewhat Approve	24% (111)	33% (153)	14% (65)	3% (14)	25% (117)	460
Somewhat Disapprove	29% (85)	31% (90)	14% (41)	8% (24)	18% (54)	292
Strongly Disapprove	34% (286)	27% (231)	12% (101)	10% (84)	17% (142)	843
Dont Know / No Opinion	25% (45)	21% (38)	6% (11)	6% (10)	42% (76)	180
#1 Issue: Economy	32% (175)	31% (167)	13% (72)	6% (31)	18% (99)	544
#1 Issue: Security	27% (113)	30% (126)	14% (57)	8% (32)	22% (91)	419
#1 Issue: Health Care	31% (131)	28% (119)	13% (56)	8% (34)	20% (84)	424
#1 Issue: Medicare / Social Security	19% (63)	19% (63)	10% (34)	14% (45)	38% (124)	329
#1 Issue: Women's Issues	43% (51)	30% (36)	14% (17)	3% (4)	9% (10)	118
#1 Issue: Education	40% (67)	34% (57)	10% (17)	4% (6)	13% (22)	170
#1 Issue: Energy	46% (37)	23% (18)	6% (4)	8% (6)	17% (14)	79
#1 Issue: Other	28% (33)	24% (28)	9% (10)	11% (13)	29% (34)	118
2016 Vote: Democrat Hillary Clinton	32% (213)	30% (201)	11% (76)	9% (60)	18% (124)	674
2016 Vote: Republican Donald Trump	26% (182)	28% (196)	14% (94)	7% (52)	24% (168)	692
2016 Vote: Someone else	26% (51)	32% (63)	13% (25)	10% (19)	19% (38)	196
2012 Vote: Barack Obama	31% (269)	29% (258)	13% (115)	10% (84)	17% (150)	876
2012 Vote: Mitt Romney	21% (109)	30% (161)	13% (72)	8% (45)	27% (147)	534
2012 Vote: Other	28% (21)	27% (20)	9% (7)	7% (5)	30% (23)	76
2012 Vote: Didn't Vote	38% (270)	24% (174)	11% (75)	5% (38)	22% (157)	715
4-Region: Northeast	29% (115)	28% (111)	13% (53)	12% (48)	19% (75)	402
4-Region: Midwest	26% (125)	27% (127)	14% (65)	8% (36)	25% (119)	474
4-Region: South	31% (256)	28% (225)	11% (92)	6% (53)	23% (189)	815
4-Region: West	34% (173)	29% (151)	11% (58)	7% (35)	18% (94)	511
Streaming Service User	40% (393)	31% (301)	11% (110)	6% (57)	11% (110)	971
Apple Music User	42% (140)	32% (105)	13% (43)	5% (18)	8% (26)	331
Spotify User	46% (219)	26% (124)	8% (39)	6% (27)	13% (62)	472
Pandora User	41% (267)	32% (209)	11% (72)	5% (33)	11% (74)	654
Non-Streaming Service User	22% (276)	25% (313)	13% (159)	9% (115)	30% (367)	1230

Continued on next page

**Table BRD4\_8:** How important are each of the following features in a streaming music service?  
 Good algorithms to find new music

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	30%	(670)	28%	(614)	12%	(269)	8%	(172)	22%	(477)	2201
Non-Streaming Service User/Age: 18-29	50%	(62)	24%	(30)	12%	(14)	4%	(5)	11%	(14)	124
Non-Streaming Service User/Age: 30-44	33%	(84)	26%	(68)	13%	(33)	7%	(17)	21%	(55)	258
Non-Streaming Service User/Age: 45-54	25%	(57)	30%	(69)	10%	(22)	10%	(23)	25%	(58)	230
Non-Streaming Service User/Age: 55-64	16%	(47)	27%	(79)	16%	(46)	10%	(29)	32%	(93)	293
Non-Streaming Service User/Age: 65+	8%	(27)	21%	(67)	13%	(44)	12%	(40)	45%	(147)	324

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD4\_9: How important are each of the following features in a streaming music service?**  
*Clean user interface*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	38%	(846)	28%	(613)	7%	(157)	4%	(93)	22%	(492)	2201
Gender: Male	39%	(418)	27%	(291)	7%	(72)	5%	(54)	21%	(224)	1060
Gender: Female	37%	(428)	28%	(322)	7%	(85)	3%	(38)	24%	(268)	1141
Age: 18-29	54%	(243)	25%	(110)	8%	(36)	2%	(9)	11%	(49)	448
Age: 30-44	47%	(274)	28%	(165)	7%	(42)	4%	(25)	14%	(81)	588
Age: 45-54	35%	(126)	31%	(112)	8%	(28)	6%	(21)	21%	(75)	363
Age: 55-64	32%	(130)	30%	(120)	6%	(23)	2%	(9)	30%	(123)	405
Age: 65+	18%	(72)	26%	(105)	7%	(28)	7%	(28)	41%	(165)	398
PID: Dem (no lean)	40%	(295)	32%	(238)	6%	(42)	5%	(34)	18%	(135)	744
PID: Ind (no lean)	39%	(331)	26%	(221)	8%	(65)	4%	(32)	23%	(191)	841
PID: Rep (no lean)	36%	(220)	25%	(153)	8%	(50)	4%	(27)	27%	(166)	615
PID/Gender: Dem Men	44%	(132)	33%	(98)	6%	(17)	5%	(14)	13%	(39)	301
PID/Gender: Dem Women	37%	(162)	31%	(140)	6%	(25)	4%	(20)	22%	(96)	444
PID/Gender: Ind Men	39%	(174)	25%	(111)	7%	(31)	5%	(21)	24%	(108)	445
PID/Gender: Ind Women	40%	(157)	28%	(110)	9%	(34)	3%	(11)	21%	(83)	396
PID/Gender: Rep Men	36%	(112)	26%	(81)	8%	(24)	6%	(19)	25%	(77)	313
PID/Gender: Rep Women	36%	(108)	24%	(72)	8%	(25)	3%	(8)	29%	(89)	302
Ideo: Liberal (1-3)	40%	(298)	31%	(234)	7%	(53)	4%	(32)	18%	(135)	751
Ideo: Moderate (4)	37%	(189)	28%	(145)	8%	(39)	4%	(20)	23%	(120)	512
Ideo: Conservative (5-7)	35%	(220)	30%	(191)	8%	(48)	3%	(21)	24%	(150)	630
Educ: < College	40%	(620)	25%	(392)	7%	(113)	4%	(65)	24%	(376)	1567
Educ: Bachelors degree	35%	(144)	35%	(145)	7%	(29)	4%	(15)	20%	(83)	416
Educ: Post-grad	38%	(82)	35%	(76)	7%	(16)	6%	(12)	15%	(33)	219
Income: Under 50k	39%	(485)	24%	(297)	7%	(88)	5%	(55)	25%	(304)	1229
Income: 50k-100k	37%	(261)	32%	(225)	8%	(53)	4%	(27)	19%	(132)	698
Income: 100k+	37%	(100)	33%	(91)	6%	(16)	4%	(10)	21%	(57)	274
Ethnicity: White	35%	(609)	29%	(502)	7%	(131)	5%	(79)	24%	(428)	1750
Ethnicity: Hispanic	49%	(161)	25%	(82)	6%	(21)	3%	(9)	17%	(56)	329

Continued on next page

**Table BRD4\_9:** How important are each of the following features in a streaming music service?

Clean user interface

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	38% (846)	28% (613)	7% (157)	4% (93)	22% (492)	2201
Ethnicity: Afr. Am.	55% (147)	23% (63)	6% (16)	3% (8)	13% (34)	269
Ethnicity: Other	49% (89)	26% (48)	6% (10)	3% (5)	16% (30)	182
Relig: Protestant	30% (164)	27% (145)	8% (45)	4% (22)	31% (170)	547
Relig: Roman Catholic	33% (140)	33% (137)	7% (30)	7% (27)	20% (85)	420
Relig: Ath./Agn./None	45% (298)	27% (178)	6% (37)	3% (21)	19% (123)	656
Relig: Something Else	42% (134)	29% (93)	8% (27)	3% (11)	18% (59)	323
Relig: Jewish	21% (14)	40% (27)	5% (3)	4% (2)	30% (20)	67
Relig: Evangelical	38% (220)	27% (160)	8% (44)	3% (17)	24% (143)	583
Relig: Non-Evang. Catholics	31% (193)	29% (181)	8% (48)	6% (40)	26% (164)	627
Relig: All Christian	34% (413)	28% (341)	8% (92)	5% (57)	25% (307)	1210
Relig: All Non-Christian	44% (432)	28% (271)	6% (64)	3% (32)	19% (181)	979
Community: Urban	47% (261)	26% (143)	5% (31)	5% (28)	17% (96)	559
Community: Suburban	34% (334)	31% (302)	9% (91)	4% (39)	22% (216)	982
Community: Rural	38% (250)	25% (168)	5% (35)	4% (26)	27% (181)	660
Employ: Private Sector	40% (284)	28% (200)	9% (65)	5% (32)	18% (127)	708
Employ: Government	36% (44)	40% (49)	4% (5)	6% (8)	14% (18)	124
Employ: Self-Employed	44% (86)	31% (60)	10% (19)	2% (5)	13% (26)	196
Employ: Homemaker	47% (91)	24% (46)	5% (9)	2% (3)	23% (45)	194
Employ: Student	54% (56)	27% (28)	7% (7)	2% (2)	10% (10)	103
Employ: Retired	20% (95)	30% (144)	6% (28)	6% (30)	38% (184)	480
Employ: Unemployed	50% (99)	24% (48)	5% (10)	4% (7)	18% (35)	199
Employ: Other	47% (91)	19% (38)	7% (14)	3% (5)	25% (48)	196
Military HH: Yes	33% (127)	26% (98)	9% (35)	6% (23)	26% (98)	381
Military HH: No	40% (719)	28% (515)	7% (122)	4% (69)	22% (395)	1820
RD/WT: Right Direction	37% (314)	28% (240)	7% (59)	4% (33)	25% (211)	857
RD/WT: Wrong Track	40% (532)	28% (372)	7% (98)	4% (60)	21% (282)	1344

Continued on next page

**Table BRD4\_9:** How important are each of the following features in a streaming music service?  
Clean user interface

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	38% (846)	28% (613)	7% (157)	4% (93)	22% (492)	2201
Strongly Approve	44% (185)	25% (107)	7% (30)	5% (20)	19% (81)	424
Somewhat Approve	31% (141)	30% (138)	9% (41)	2% (11)	28% (128)	460
Somewhat Disapprove	39% (115)	33% (97)	6% (18)	3% (10)	18% (54)	292
Strongly Disapprove	39% (331)	29% (246)	8% (64)	5% (45)	19% (158)	843
Dont Know / No Opinion	41% (74)	14% (24)	2% (4)	3% (6)	40% (72)	180
#1 Issue: Economy	41% (221)	32% (176)	8% (45)	3% (18)	15% (84)	544
#1 Issue: Security	35% (147)	28% (118)	8% (31)	5% (20)	25% (103)	419
#1 Issue: Health Care	41% (174)	28% (118)	7% (30)	4% (18)	20% (84)	424
#1 Issue: Medicare / Social Security	25% (83)	25% (82)	7% (22)	6% (19)	37% (123)	329
#1 Issue: Women's Issues	46% (54)	27% (32)	9% (11)	2% (2)	16% (19)	118
#1 Issue: Education	50% (85)	28% (48)	6% (10)	3% (5)	13% (22)	170
#1 Issue: Energy	46% (37)	23% (18)	5% (4)	4% (3)	22% (17)	79
#1 Issue: Other	39% (46)	18% (21)	4% (5)	6% (7)	34% (40)	118
2016 Vote: Democrat Hillary Clinton	37% (252)	33% (221)	7% (46)	4% (29)	19% (126)	674
2016 Vote: Republican Donald Trump	35% (245)	27% (189)	8% (54)	4% (31)	25% (173)	692
2016 Vote: Someone else	40% (78)	25% (49)	7% (14)	5% (10)	23% (45)	196
2012 Vote: Barack Obama	37% (324)	31% (270)	8% (70)	6% (50)	19% (162)	876
2012 Vote: Mitt Romney	30% (163)	29% (157)	7% (40)	4% (20)	29% (154)	534
2012 Vote: Other	35% (26)	24% (18)	3% (3)	6% (5)	32% (24)	76
2012 Vote: Didn't Vote	47% (333)	23% (167)	6% (44)	3% (18)	21% (152)	715
4-Region: Northeast	36% (144)	29% (117)	9% (36)	7% (27)	19% (77)	402
4-Region: Midwest	35% (167)	26% (124)	7% (32)	4% (21)	27% (130)	474
4-Region: South	41% (332)	26% (215)	7% (53)	3% (25)	23% (190)	815
4-Region: West	40% (203)	31% (157)	7% (36)	4% (20)	19% (96)	511
Streaming Service User	46% (446)	32% (306)	9% (83)	3% (34)	11% (102)	971
Apple Music User	48% (159)	33% (108)	12% (38)	3% (8)	5% (18)	331
Spotify User	49% (233)	31% (145)	7% (33)	3% (14)	10% (47)	472
Pandora User	46% (298)	32% (210)	7% (48)	4% (27)	11% (70)	654
Non-Streaming Service User	33% (400)	25% (307)	6% (74)	5% (59)	32% (390)	1230

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**Table BRD4\_9:** How important are each of the following features in a streaming music service?  
 Clean user interface

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	38%	(846)	28%	(613)	7%	(157)	4%	(93)	22%	(492)	2201
Non-Streaming Service User/Age: 18-29	55%	(69)	23%	(29)	4%	(5)	2%	(2)	15%	(19)	124
Non-Streaming Service User/Age: 30-44	50%	(128)	21%	(54)	7%	(19)	2%	(6)	20%	(51)	258
Non-Streaming Service User/Age: 45-54	31%	(70)	30%	(69)	6%	(14)	7%	(16)	26%	(60)	230
Non-Streaming Service User/Age: 55-64	28%	(81)	26%	(77)	6%	(17)	3%	(8)	38%	(110)	293
Non-Streaming Service User/Age: 65+	16%	(52)	24%	(78)	6%	(19)	8%	(25)	46%	(150)	324

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD4\_10: How important are each of the following features in a streaming music service?**

*Low price point*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	61%	(1338)	19%	(427)	5%	(103)	3%	(65)	12%	(268)	2201
Gender: Male	56%	(592)	19%	(203)	6%	(68)	4%	(44)	14%	(153)	1060
Gender: Female	65%	(746)	20%	(224)	3%	(35)	2%	(22)	10%	(115)	1141
Age: 18-29	68%	(304)	16%	(73)	7%	(30)	3%	(13)	6%	(27)	448
Age: 30-44	65%	(383)	19%	(114)	6%	(36)	2%	(12)	7%	(42)	588
Age: 45-54	59%	(214)	19%	(69)	3%	(11)	3%	(12)	15%	(56)	363
Age: 55-64	62%	(253)	20%	(82)	2%	(9)	2%	(7)	13%	(55)	405
Age: 65+	46%	(183)	22%	(89)	4%	(17)	5%	(21)	22%	(88)	398
PID: Dem (no lean)	63%	(472)	21%	(153)	4%	(33)	4%	(28)	8%	(58)	744
PID: Ind (no lean)	60%	(504)	19%	(158)	6%	(46)	2%	(19)	14%	(114)	841
PID: Rep (no lean)	59%	(362)	19%	(115)	4%	(23)	3%	(19)	16%	(96)	615
PID/Gender: Dem Men	65%	(195)	18%	(55)	6%	(18)	4%	(13)	6%	(19)	301
PID/Gender: Dem Women	62%	(277)	22%	(98)	3%	(15)	3%	(15)	9%	(39)	444
PID/Gender: Ind Men	54%	(242)	19%	(85)	8%	(34)	3%	(14)	16%	(70)	445
PID/Gender: Ind Women	66%	(262)	18%	(73)	3%	(12)	1%	(5)	11%	(44)	396
PID/Gender: Rep Men	49%	(154)	20%	(63)	5%	(16)	5%	(17)	20%	(64)	313
PID/Gender: Rep Women	69%	(207)	18%	(53)	2%	(7)	1%	(2)	11%	(32)	302
Ideo: Liberal (1-3)	59%	(445)	23%	(171)	5%	(38)	3%	(21)	10%	(76)	751
Ideo: Moderate (4)	61%	(311)	18%	(94)	5%	(26)	3%	(17)	12%	(64)	512
Ideo: Conservative (5-7)	63%	(394)	21%	(129)	4%	(24)	3%	(16)	11%	(67)	630
Educ: < College	60%	(943)	18%	(281)	5%	(81)	3%	(47)	14%	(215)	1567
Educ: Bachelors degree	64%	(266)	22%	(92)	3%	(13)	3%	(11)	8%	(33)	416
Educ: Post-grad	59%	(129)	25%	(54)	4%	(9)	3%	(7)	9%	(20)	219
Income: Under 50k	61%	(754)	17%	(203)	5%	(62)	3%	(38)	14%	(171)	1229
Income: 50k-100k	60%	(417)	24%	(164)	4%	(31)	3%	(18)	10%	(68)	698
Income: 100k+	61%	(166)	22%	(59)	3%	(9)	3%	(9)	11%	(29)	274
Ethnicity: White	59%	(1041)	20%	(352)	4%	(76)	3%	(49)	13%	(233)	1750
Ethnicity: Hispanic	58%	(189)	22%	(73)	6%	(20)	2%	(7)	12%	(40)	329

Continued on next page



**Table BRD4\_10:** How important are each of the following features in a streaming music service?

*Low price point*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	61% (1338)	19% (427)	5% (103)	3% (65)	12% (268)	2201
Ethnicity: Afr. Am.	67% (181)	16% (44)	6% (17)	3% (8)	7% (18)	269
Ethnicity: Other	63% (115)	17% (31)	5% (10)	5% (8)	10% (17)	182
Relig: Protestant	56% (308)	19% (105)	4% (24)	2% (13)	18% (98)	547
Relig: Roman Catholic	62% (259)	23% (95)	2% (10)	5% (19)	9% (37)	420
Relig: Ath./Agn./None	64% (419)	17% (112)	6% (42)	2% (16)	10% (67)	656
Relig: Something Else	63% (204)	19% (63)	5% (15)	3% (9)	10% (33)	323
Relig: Jewish	55% (37)	17% (11)	5% (3)	3% (2)	20% (14)	67
Relig: Evangelical	61% (355)	20% (119)	3% (20)	2% (12)	13% (78)	583
Relig: Non-Evang. Catholics	57% (358)	21% (133)	3% (21)	4% (27)	14% (89)	627
Relig: All Christian	59% (713)	21% (251)	3% (41)	3% (38)	14% (167)	1210
Relig: All Non-Christian	64% (623)	18% (175)	6% (57)	3% (25)	10% (99)	979
Community: Urban	63% (354)	19% (109)	6% (36)	2% (13)	8% (47)	559
Community: Suburban	62% (607)	21% (202)	4% (35)	3% (29)	11% (110)	982
Community: Rural	57% (376)	18% (116)	5% (32)	4% (24)	17% (111)	660
Employ: Private Sector	63% (448)	18% (130)	5% (34)	2% (16)	11% (81)	708
Employ: Government	61% (76)	17% (21)	11% (14)	2% (3)	8% (10)	124
Employ: Self-Employed	58% (114)	24% (47)	7% (13)	4% (9)	6% (13)	196
Employ: Homemaker	65% (126)	20% (38)	1% (3)	1% (2)	13% (25)	194
Employ: Student	75% (77)	16% (16)	7% (7)	1% (1)	2% (2)	103
Employ: Retired	49% (237)	23% (111)	4% (18)	5% (23)	19% (91)	480
Employ: Unemployed	63% (126)	21% (41)	2% (4)	5% (9)	9% (18)	199
Employ: Other	68% (133)	11% (22)	5% (10)	1% (3)	15% (29)	196
Military HH: Yes	56% (214)	22% (85)	5% (18)	3% (13)	14% (51)	381
Military HH: No	62% (1123)	19% (342)	5% (85)	3% (52)	12% (217)	1820
RD/WT: Right Direction	57% (490)	22% (193)	4% (38)	2% (20)	14% (117)	857
RD/WT: Wrong Track	63% (848)	17% (234)	5% (65)	3% (46)	11% (151)	1344

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**Table BRD4\_10: How important are each of the following features in a streaming music service?**

*Low price point*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	61% (1338)	19% (427)	5% (103)	3% (65)	12% (268)	2201
Strongly Approve	63% (265)	19% (82)	3% (15)	3% (13)	11% (48)	424
Somewhat Approve	56% (258)	23% (106)	4% (18)	2% (10)	15% (69)	460
Somewhat Disapprove	66% (193)	20% (57)	6% (17)	2% (5)	7% (20)	292
Strongly Disapprove	64% (539)	18% (155)	5% (45)	4% (33)	8% (72)	843
Dont Know / No Opinion	45% (81)	15% (26)	5% (9)	3% (5)	33% (59)	180
#1 Issue: Economy	66% (357)	19% (102)	5% (25)	3% (14)	8% (45)	544
#1 Issue: Security	55% (232)	26% (107)	6% (25)	2% (9)	11% (45)	419
#1 Issue: Health Care	64% (271)	18% (74)	5% (20)	4% (15)	10% (44)	424
#1 Issue: Medicare / Social Security	52% (169)	17% (57)	3% (11)	4% (15)	23% (77)	329
#1 Issue: Women's Issues	69% (82)	20% (23)	2% (3)	2% (2)	6% (8)	118
#1 Issue: Education	64% (108)	19% (33)	6% (11)	1% (1)	10% (17)	170
#1 Issue: Energy	63% (50)	17% (13)	7% (5)	3% (2)	10% (8)	79
#1 Issue: Other	57% (67)	14% (17)	3% (3)	6% (7)	20% (24)	118
2016 Vote: Democrat Hillary Clinton	62% (415)	21% (140)	5% (34)	3% (22)	9% (64)	674
2016 Vote: Republican Donald Trump	60% (414)	21% (143)	4% (26)	3% (19)	13% (90)	692
2016 Vote: Someone else	58% (115)	19% (38)	4% (9)	2% (5)	15% (30)	196
2012 Vote: Barack Obama	61% (536)	23% (200)	4% (37)	3% (28)	9% (76)	876
2012 Vote: Mitt Romney	58% (312)	21% (111)	3% (17)	3% (17)	14% (77)	534
2012 Vote: Other	56% (43)	13% (10)	1% (1)	4% (3)	26% (20)	76
2012 Vote: Didn't Vote	63% (447)	15% (106)	7% (49)	3% (18)	13% (95)	715
4-Region: Northeast	64% (255)	20% (80)	5% (20)	4% (15)	8% (32)	402
4-Region: Midwest	61% (287)	18% (85)	4% (21)	2% (11)	15% (70)	474
4-Region: South	61% (494)	20% (161)	5% (37)	3% (28)	12% (95)	815
4-Region: West	59% (301)	20% (102)	5% (25)	2% (12)	14% (72)	511
Streaming Service User	64% (617)	22% (217)	6% (57)	3% (26)	6% (54)	971
Apple Music User	63% (207)	26% (85)	6% (20)	2% (8)	3% (11)	331
Spotify User	63% (297)	20% (94)	7% (33)	3% (14)	7% (34)	472
Pandora User	62% (407)	22% (146)	6% (42)	3% (18)	6% (41)	654
Non-Streaming Service User	59% (720)	17% (210)	4% (46)	3% (39)	17% (214)	1230

Continued on next page

**Table BRD4\_10:** How important are each of the following features in a streaming music service?

*Low price point*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	61% (1338)	19% (427)	5% (103)	3% (65)	12% (268)	2201
Non-Streaming Service User/Age: 18-29	75% (93)	12% (14)	3% (4)	4% (5)	6% (7)	124
Non-Streaming Service User/Age: 30-44	69% (177)	11% (29)	6% (16)	1% (3)	13% (33)	258
Non-Streaming Service User/Age: 45-54	58% (133)	19% (43)	3% (6)	3% (7)	18% (41)	230
Non-Streaming Service User/Age: 55-64	59% (172)	20% (59)	2% (7)	2% (5)	17% (50)	293
Non-Streaming Service User/Age: 65+	45% (145)	20% (64)	4% (12)	6% (19)	26% (83)	324

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD4\_11: How important are each of the following features in a streaming music service?**  
*Artist exclusives*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	21%	(456)	25%	(557)	21%	(468)	14%	(313)	19%	(407)	2201
Gender: Male	22%	(237)	23%	(242)	20%	(214)	15%	(160)	19%	(205)	1060
Gender: Female	19%	(219)	28%	(315)	22%	(253)	13%	(153)	18%	(202)	1141
Age: 18-29	33%	(149)	24%	(109)	21%	(94)	11%	(50)	10%	(46)	448
Age: 30-44	28%	(163)	25%	(149)	21%	(123)	14%	(83)	12%	(70)	588
Age: 45-54	17%	(61)	25%	(91)	22%	(79)	16%	(57)	21%	(76)	363
Age: 55-64	13%	(51)	32%	(129)	21%	(84)	15%	(60)	20%	(82)	405
Age: 65+	8%	(33)	20%	(80)	22%	(88)	16%	(63)	34%	(134)	398
PID: Dem (no lean)	24%	(180)	28%	(207)	21%	(153)	15%	(110)	13%	(94)	744
PID: Ind (no lean)	19%	(157)	23%	(195)	22%	(189)	15%	(124)	21%	(177)	841
PID: Rep (no lean)	19%	(119)	25%	(156)	20%	(126)	13%	(79)	22%	(136)	615
PID/Gender: Dem Men	29%	(88)	28%	(84)	18%	(56)	15%	(46)	9%	(28)	301
PID/Gender: Dem Women	21%	(93)	28%	(123)	22%	(98)	14%	(64)	15%	(67)	444
PID/Gender: Ind Men	18%	(81)	20%	(88)	23%	(103)	16%	(73)	22%	(100)	445
PID/Gender: Ind Women	19%	(76)	27%	(107)	22%	(86)	13%	(51)	19%	(77)	396
PID/Gender: Rep Men	22%	(68)	22%	(70)	18%	(56)	13%	(41)	25%	(78)	313
PID/Gender: Rep Women	17%	(51)	28%	(85)	23%	(70)	12%	(38)	19%	(58)	302
Ideo: Liberal (1-3)	23%	(172)	29%	(218)	21%	(157)	14%	(102)	14%	(102)	751
Ideo: Moderate (4)	21%	(108)	25%	(131)	20%	(104)	13%	(68)	20%	(103)	512
Ideo: Conservative (5-7)	14%	(90)	24%	(151)	26%	(162)	16%	(101)	20%	(126)	630
Educ: < College	23%	(364)	25%	(398)	19%	(302)	12%	(194)	20%	(309)	1567
Educ: Bachelors degree	14%	(57)	26%	(109)	26%	(107)	18%	(74)	17%	(69)	416
Educ: Post-grad	16%	(35)	23%	(50)	27%	(59)	21%	(45)	13%	(29)	219
Income: Under 50k	24%	(293)	25%	(304)	19%	(228)	12%	(153)	20%	(250)	1229
Income: 50k-100k	17%	(121)	27%	(188)	23%	(163)	16%	(114)	16%	(112)	698
Income: 100k+	15%	(42)	24%	(65)	28%	(76)	17%	(46)	16%	(45)	274
Ethnicity: White	17%	(299)	25%	(437)	23%	(397)	15%	(264)	20%	(353)	1750
Ethnicity: Hispanic	34%	(111)	26%	(86)	15%	(50)	9%	(29)	16%	(52)	329

Continued on next page

**Table BRD4\_11: How important are each of the following features in a streaming music service?**  
*Artist exclusives*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	21%	(456)	25%	(557)	21%	(468)	14%	(313)	19%	(407)	2201
Ethnicity: Afr. Am.	36%	(97)	30%	(80)	12%	(31)	12%	(33)	10%	(27)	269
Ethnicity: Other	33%	(60)	22%	(40)	21%	(39)	8%	(15)	15%	(27)	182
Relig: Protestant	12%	(67)	24%	(129)	21%	(117)	15%	(85)	27%	(149)	547
Relig: Roman Catholic	22%	(94)	28%	(116)	20%	(84)	15%	(64)	15%	(62)	420
Relig: Ath./Agn./None	22%	(147)	23%	(152)	24%	(158)	14%	(93)	16%	(104)	656
Relig: Something Else	29%	(94)	24%	(79)	21%	(68)	11%	(36)	14%	(47)	323
Relig: Jewish	13%	(9)	24%	(16)	24%	(16)	14%	(9)	25%	(17)	67
Relig: Evangelical	19%	(112)	30%	(176)	18%	(104)	12%	(71)	21%	(120)	583
Relig: Non-Evang. Catholics	16%	(103)	24%	(149)	22%	(135)	17%	(106)	21%	(134)	627
Relig: All Christian	18%	(215)	27%	(325)	20%	(239)	15%	(176)	21%	(254)	1210
Relig: All Non-Christian	25%	(241)	24%	(231)	23%	(227)	13%	(130)	15%	(151)	979
Community: Urban	27%	(151)	27%	(149)	22%	(121)	11%	(60)	14%	(79)	559
Community: Suburban	16%	(158)	26%	(255)	24%	(233)	17%	(167)	17%	(169)	982
Community: Rural	22%	(147)	23%	(153)	17%	(114)	13%	(86)	24%	(159)	660
Employ: Private Sector	19%	(138)	26%	(186)	23%	(162)	16%	(115)	15%	(106)	708
Employ: Government	27%	(33)	27%	(34)	19%	(24)	17%	(21)	10%	(13)	124
Employ: Self-Employed	22%	(44)	30%	(59)	22%	(43)	14%	(28)	11%	(22)	196
Employ: Homemaker	28%	(55)	29%	(55)	16%	(32)	10%	(19)	17%	(34)	194
Employ: Student	33%	(34)	18%	(19)	29%	(30)	14%	(15)	6%	(6)	103
Employ: Retired	9%	(42)	23%	(109)	22%	(106)	15%	(74)	31%	(150)	480
Employ: Unemployed	24%	(48)	26%	(51)	19%	(39)	13%	(26)	18%	(36)	199
Employ: Other	33%	(64)	22%	(44)	17%	(32)	8%	(16)	20%	(40)	196
Military HH: Yes	15%	(56)	25%	(95)	22%	(84)	16%	(60)	23%	(86)	381
Military HH: No	22%	(400)	25%	(462)	21%	(384)	14%	(253)	18%	(321)	1820
RD/WT: Right Direction	22%	(191)	26%	(223)	19%	(165)	12%	(100)	21%	(179)	857
RD/WT: Wrong Track	20%	(265)	25%	(334)	23%	(303)	16%	(213)	17%	(229)	1344

Continued on next page

**Table BRD4\_11: How important are each of the following features in a streaming music service?**

Artist exclusives

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	21%	(456)	25%	(557)	21%	(468)	14%	(313)	19%	(407)	2201
Strongly Approve	30%	(126)	19%	(82)	21%	(91)	13%	(56)	17%	(70)	424
Somewhat Approve	13%	(59)	31%	(144)	19%	(86)	13%	(58)	25%	(114)	460
Somewhat Disapprove	15%	(45)	30%	(89)	26%	(76)	14%	(40)	14%	(42)	292
Strongly Disapprove	22%	(185)	25%	(208)	23%	(195)	17%	(144)	13%	(112)	843
Dont Know / No Opinion	24%	(43)	19%	(34)	11%	(21)	8%	(14)	38%	(69)	180
#1 Issue: Economy	20%	(106)	28%	(154)	25%	(134)	15%	(83)	12%	(67)	544
#1 Issue: Security	20%	(82)	24%	(99)	24%	(102)	15%	(61)	18%	(75)	419
#1 Issue: Health Care	21%	(91)	27%	(115)	19%	(81)	15%	(62)	18%	(74)	424
#1 Issue: Medicare / Social Security	14%	(45)	23%	(77)	16%	(52)	14%	(48)	33%	(107)	329
#1 Issue: Women's Issues	33%	(39)	26%	(31)	20%	(24)	10%	(12)	10%	(12)	118
#1 Issue: Education	25%	(43)	29%	(50)	19%	(31)	12%	(20)	15%	(26)	170
#1 Issue: Energy	29%	(23)	21%	(17)	19%	(15)	18%	(14)	13%	(10)	79
#1 Issue: Other	22%	(27)	12%	(14)	25%	(29)	11%	(13)	30%	(35)	118
2016 Vote: Democrat Hillary Clinton	20%	(137)	28%	(187)	23%	(153)	15%	(103)	14%	(94)	674
2016 Vote: Republican Donald Trump	20%	(136)	23%	(160)	22%	(155)	14%	(100)	20%	(141)	692
2016 Vote: Someone else	11%	(22)	26%	(52)	23%	(44)	19%	(37)	21%	(41)	196
2012 Vote: Barack Obama	19%	(170)	29%	(254)	22%	(194)	16%	(141)	13%	(118)	876
2012 Vote: Mitt Romney	16%	(84)	23%	(123)	22%	(119)	16%	(83)	23%	(125)	534
2012 Vote: Other	10%	(8)	22%	(17)	20%	(15)	20%	(15)	27%	(21)	76
2012 Vote: Didn't Vote	27%	(195)	23%	(163)	20%	(140)	10%	(73)	20%	(144)	715
4-Region: Northeast	17%	(68)	27%	(107)	21%	(86)	21%	(83)	14%	(57)	402
4-Region: Midwest	18%	(87)	24%	(116)	22%	(104)	13%	(60)	22%	(107)	474
4-Region: South	24%	(198)	24%	(194)	21%	(169)	13%	(104)	18%	(149)	815
4-Region: West	20%	(102)	27%	(140)	21%	(109)	13%	(65)	18%	(94)	511
Streaming Service User	28%	(276)	30%	(296)	21%	(199)	12%	(117)	9%	(84)	971
Apple Music User	36%	(118)	28%	(92)	21%	(68)	10%	(34)	6%	(19)	331
Spotify User	35%	(167)	25%	(119)	19%	(88)	9%	(44)	11%	(54)	472
Pandora User	31%	(202)	31%	(202)	18%	(120)	11%	(74)	9%	(56)	654
Non-Streaming Service User	15%	(180)	21%	(261)	22%	(268)	16%	(196)	26%	(323)	1230

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**Table BRD4\_11:** How important are each of the following features in a streaming music service?*Artist exclusives*

<b>Demographic</b>	<b>Very important</b>		<b>Somewhat important</b>		<b>Not too important</b>		<b>Not at all important</b>		<b>Don't Know / No Opinion</b>		<b>Total N</b>
Adults	21%	(456)	25%	(557)	21%	(468)	14%	(313)	19%	(407)	2201
Non-Streaming Service User/Age: 18-29	30%	(38)	21%	(26)	21%	(27)	13%	(16)	14%	(18)	124
Non-Streaming Service User/Age: 30-44	23%	(58)	18%	(48)	25%	(65)	16%	(40)	18%	(47)	258
Non-Streaming Service User/Age: 45-54	15%	(34)	25%	(57)	19%	(44)	17%	(39)	24%	(55)	230
Non-Streaming Service User/Age: 55-64	9%	(27)	26%	(76)	21%	(63)	17%	(49)	27%	(78)	293
Non-Streaming Service User/Age: 65+	7%	(23)	17%	(54)	21%	(69)	16%	(52)	39%	(126)	324

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD4\_12: How important are each of the following features in a streaming music service?**  
*The ability to stream HiFi music, like lossless*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	23%	(508)	21%	(471)	15%	(330)	10%	(224)	30%	(669)	2201
Gender: Male	25%	(270)	21%	(225)	15%	(156)	10%	(107)	29%	(302)	1060
Gender: Female	21%	(238)	22%	(246)	15%	(174)	10%	(117)	32%	(367)	1141
Age: 18-29	30%	(136)	24%	(107)	13%	(57)	11%	(48)	22%	(100)	448
Age: 30-44	34%	(199)	22%	(129)	14%	(83)	8%	(45)	22%	(132)	588
Age: 45-54	21%	(75)	25%	(89)	18%	(64)	9%	(34)	27%	(100)	363
Age: 55-64	17%	(69)	20%	(80)	15%	(63)	10%	(42)	37%	(151)	405
Age: 65+	7%	(28)	16%	(65)	16%	(64)	14%	(55)	47%	(186)	398
PID: Dem (no lean)	24%	(181)	22%	(167)	16%	(120)	11%	(85)	26%	(192)	744
PID: Ind (no lean)	25%	(210)	20%	(171)	15%	(128)	8%	(69)	31%	(264)	841
PID: Rep (no lean)	19%	(116)	22%	(133)	13%	(83)	11%	(70)	35%	(213)	615
PID/Gender: Dem Men	29%	(87)	25%	(75)	16%	(49)	11%	(33)	19%	(57)	301
PID/Gender: Dem Women	21%	(94)	21%	(92)	16%	(71)	12%	(52)	30%	(135)	444
PID/Gender: Ind Men	26%	(117)	18%	(81)	15%	(68)	8%	(36)	32%	(143)	445
PID/Gender: Ind Women	23%	(93)	23%	(90)	15%	(60)	8%	(32)	31%	(121)	396
PID/Gender: Rep Men	21%	(65)	22%	(70)	13%	(39)	12%	(37)	33%	(103)	313
PID/Gender: Rep Women	17%	(52)	21%	(64)	14%	(43)	11%	(33)	37%	(111)	302
Ideo: Liberal (1-3)	25%	(189)	23%	(175)	16%	(120)	11%	(79)	25%	(189)	751
Ideo: Moderate (4)	23%	(116)	21%	(108)	16%	(84)	9%	(44)	31%	(159)	512
Ideo: Conservative (5-7)	18%	(111)	22%	(140)	16%	(104)	11%	(69)	33%	(206)	630
Educ: < College	25%	(384)	21%	(322)	14%	(225)	10%	(156)	31%	(480)	1567
Educ: Bachelors degree	18%	(77)	24%	(100)	17%	(69)	11%	(46)	30%	(124)	416
Educ: Post-grad	21%	(47)	22%	(48)	17%	(36)	10%	(22)	30%	(65)	219
Income: Under 50k	23%	(283)	20%	(241)	15%	(180)	11%	(133)	32%	(392)	1229
Income: 50k-100k	24%	(165)	23%	(163)	15%	(106)	10%	(70)	28%	(194)	698
Income: 100k+	22%	(59)	24%	(66)	16%	(44)	7%	(20)	30%	(83)	274
Ethnicity: White	20%	(346)	21%	(360)	16%	(281)	11%	(187)	33%	(576)	1750
Ethnicity: Hispanic	35%	(115)	23%	(77)	8%	(26)	9%	(31)	25%	(81)	329

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**Table BRD4\_12: How important are each of the following features in a streaming music service?**  
*The ability to stream HiFi music, like lossless*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	23% (508)	21% (471)	15% (330)	10% (224)	30% (669)	2201
Ethnicity: Afr. Am.	39% (106)	26% (69)	10% (27)	9% (23)	17% (44)	269
Ethnicity: Other	31% (56)	23% (42)	12% (22)	7% (14)	27% (49)	182
Relig: Protestant	17% (92)	18% (99)	14% (77)	12% (65)	39% (214)	547
Relig: Roman Catholic	22% (94)	22% (90)	17% (73)	13% (53)	26% (110)	420
Relig: Ath./Agn./None	26% (168)	24% (157)	14% (90)	8% (54)	28% (187)	656
Relig: Something Else	29% (94)	23% (75)	14% (45)	8% (26)	26% (84)	323
Relig: Jewish	15% (10)	22% (15)	15% (10)	7% (5)	41% (28)	67
Relig: Evangelical	24% (138)	20% (115)	15% (88)	8% (45)	34% (197)	583
Relig: Non-Evang. Catholics	17% (108)	20% (124)	16% (101)	15% (95)	32% (200)	627
Relig: All Christian	20% (246)	20% (238)	16% (189)	12% (140)	33% (397)	1210
Relig: All Non-Christian	27% (262)	24% (232)	14% (135)	8% (80)	28% (271)	979
Community: Urban	29% (160)	24% (132)	16% (90)	8% (44)	24% (133)	559
Community: Suburban	20% (200)	22% (214)	15% (151)	11% (106)	32% (312)	982
Community: Rural	22% (147)	19% (124)	14% (90)	11% (74)	34% (225)	660
Employ: Private Sector	25% (178)	22% (157)	16% (115)	10% (69)	27% (189)	708
Employ: Government	26% (33)	27% (33)	19% (24)	8% (10)	20% (24)	124
Employ: Self-Employed	26% (51)	27% (54)	18% (36)	7% (14)	21% (41)	196
Employ: Homemaker	28% (55)	22% (43)	11% (21)	4% (8)	35% (68)	194
Employ: Student	29% (30)	24% (24)	15% (15)	11% (12)	21% (22)	103
Employ: Retired	9% (42)	19% (92)	14% (70)	14% (67)	44% (209)	480
Employ: Unemployed	31% (63)	19% (37)	10% (20)	14% (27)	26% (52)	199
Employ: Other	28% (56)	16% (31)	15% (30)	8% (16)	32% (63)	196
Military HH: Yes	20% (76)	19% (74)	17% (64)	11% (43)	33% (124)	381
Military HH: No	24% (431)	22% (397)	15% (266)	10% (181)	30% (545)	1820
RD/WT: Right Direction	24% (208)	23% (199)	13% (113)	8% (68)	32% (271)	857
RD/WT: Wrong Track	22% (300)	20% (272)	16% (218)	12% (156)	30% (399)	1344

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**Table BRD4\_12: How important are each of the following features in a streaming music service?**  
*The ability to stream HiFi music, like lossless*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	23%	(508)	21%	(471)	15%	(330)	10%	(224)	30%	(669)	2201
Strongly Approve	29%	(124)	19%	(80)	15%	(64)	10%	(42)	27%	(115)	424
Somewhat Approve	17%	(80)	25%	(116)	15%	(70)	8%	(35)	35%	(161)	460
Somewhat Disapprove	18%	(53)	26%	(75)	20%	(58)	11%	(33)	25%	(74)	292
Strongly Disapprove	26%	(218)	19%	(164)	15%	(129)	11%	(94)	28%	(238)	843
Dont Know / No Opinion	18%	(33)	20%	(36)	6%	(10)	11%	(20)	44%	(80)	180
#1 Issue: Economy	25%	(135)	23%	(126)	17%	(91)	9%	(51)	26%	(140)	544
#1 Issue: Security	20%	(82)	21%	(90)	17%	(70)	11%	(45)	31%	(132)	419
#1 Issue: Health Care	25%	(106)	23%	(99)	14%	(58)	11%	(47)	27%	(114)	424
#1 Issue: Medicare / Social Security	13%	(42)	18%	(60)	13%	(43)	13%	(43)	43%	(142)	329
#1 Issue: Women's Issues	37%	(44)	16%	(18)	21%	(25)	6%	(7)	21%	(25)	118
#1 Issue: Education	28%	(47)	28%	(48)	11%	(19)	7%	(12)	26%	(44)	170
#1 Issue: Energy	27%	(21)	25%	(20)	13%	(10)	11%	(9)	24%	(19)	79
#1 Issue: Other	26%	(31)	8%	(10)	13%	(15)	8%	(10)	45%	(53)	118
2016 Vote: Democrat Hillary Clinton	24%	(159)	22%	(145)	16%	(105)	11%	(73)	29%	(192)	674
2016 Vote: Republican Donald Trump	21%	(146)	22%	(155)	15%	(101)	11%	(73)	31%	(216)	692
2016 Vote: Someone else	19%	(38)	18%	(36)	16%	(32)	11%	(22)	35%	(69)	196
2012 Vote: Barack Obama	25%	(219)	21%	(183)	16%	(142)	11%	(98)	27%	(233)	876
2012 Vote: Mitt Romney	17%	(88)	22%	(118)	15%	(81)	10%	(53)	36%	(194)	534
2012 Vote: Other	20%	(15)	18%	(14)	12%	(9)	12%	(9)	37%	(28)	76
2012 Vote: Didn't Vote	26%	(184)	22%	(155)	14%	(97)	9%	(63)	30%	(215)	715
4-Region: Northeast	22%	(88)	19%	(76)	16%	(65)	16%	(62)	27%	(110)	402
4-Region: Midwest	18%	(85)	22%	(102)	15%	(71)	9%	(45)	36%	(171)	474
4-Region: South	26%	(213)	20%	(164)	14%	(118)	10%	(80)	29%	(239)	815
4-Region: West	24%	(120)	25%	(129)	15%	(77)	7%	(37)	29%	(149)	511
Streaming Service User	29%	(286)	27%	(263)	15%	(141)	9%	(83)	20%	(198)	971
Apple Music User	35%	(117)	29%	(96)	13%	(42)	7%	(23)	16%	(52)	331
Spotify User	33%	(154)	28%	(133)	12%	(59)	7%	(34)	19%	(92)	472
Pandora User	32%	(213)	26%	(169)	14%	(89)	8%	(53)	20%	(131)	654
Non-Streaming Service User	18%	(221)	17%	(207)	15%	(189)	11%	(141)	38%	(471)	1230

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**Table BRD4\_12:** How important are each of the following features in a streaming music service?  
 The ability to stream HiFi music, like lossless

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	23%	(508)	21%	(471)	15%	(330)	10%	(224)	30%	(669)	2201
Non-Streaming Service User/Age: 18-29	35%	(44)	19%	(23)	12%	(14)	12%	(15)	23%	(28)	124
Non-Streaming Service User/Age: 30-44	32%	(83)	15%	(38)	16%	(42)	7%	(17)	31%	(79)	258
Non-Streaming Service User/Age: 45-54	17%	(40)	22%	(51)	16%	(38)	11%	(26)	33%	(76)	230
Non-Streaming Service User/Age: 55-64	13%	(37)	15%	(45)	17%	(49)	12%	(35)	43%	(127)	293
Non-Streaming Service User/Age: 65+	6%	(18)	16%	(51)	14%	(46)	15%	(48)	50%	(162)	324

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD5:** *What is the most you would be willing to pay for a music streaming service without any ads?*

Demographic	\$4 or less per month	\$5 per month	\$10 per month	\$15 per month	\$20 or more per month	None	Total N
Adults	25% (544)	20% (435)	22% (479)	5% (102)	2% (35)	28% (606)	2201
Gender: Male	23% (246)	16% (173)	23% (243)	4% (44)	2% (26)	31% (327)	1060
Gender: Female	26% (298)	23% (262)	21% (236)	5% (58)	1% (9)	24% (279)	1141
Age: 18-29	22% (100)	24% (108)	34% (153)	4% (20)	2% (11)	12% (56)	448
Age: 30-44	27% (156)	19% (110)	26% (153)	7% (41)	2% (15)	19% (113)	588
Age: 45-54	25% (91)	21% (77)	21% (75)	6% (21)	1% (3)	26% (96)	363
Age: 55-64	27% (111)	20% (82)	14% (56)	3% (14)	1% (6)	34% (136)	405
Age: 65+	21% (85)	15% (58)	11% (42)	2% (6)	— (1)	52% (205)	398
PID: Dem (no lean)	26% (197)	22% (164)	24% (179)	5% (37)	1% (9)	21% (158)	744
PID: Ind (no lean)	26% (221)	18% (151)	20% (169)	4% (37)	2% (17)	29% (247)	841
PID: Rep (no lean)	21% (126)	19% (120)	21% (131)	5% (28)	1% (9)	33% (202)	615
PID/Gender: Dem Men	28% (84)	21% (63)	24% (72)	6% (19)	2% (6)	19% (58)	301
PID/Gender: Dem Women	26% (113)	23% (102)	24% (108)	4% (18)	1% (3)	22% (100)	444
PID/Gender: Ind Men	24% (105)	15% (69)	21% (92)	3% (14)	3% (14)	34% (152)	445
PID/Gender: Ind Women	29% (116)	21% (82)	20% (77)	6% (23)	1% (3)	24% (95)	396
PID/Gender: Rep Men	18% (58)	13% (42)	25% (80)	4% (11)	2% (6)	37% (117)	313
PID/Gender: Rep Women	23% (69)	26% (78)	17% (51)	5% (16)	1% (3)	28% (85)	302
Ideo: Liberal (1-3)	25% (189)	21% (161)	26% (198)	5% (40)	2% (18)	19% (145)	751
Ideo: Moderate (4)	23% (120)	19% (98)	23% (120)	5% (25)	1% (6)	28% (144)	512
Ideo: Conservative (5-7)	25% (159)	19% (122)	19% (117)	4% (26)	1% (8)	32% (199)	630
Educ: < College	25% (384)	19% (304)	21% (331)	4% (65)	2% (25)	29% (457)	1567
Educ: Bachelors degree	24% (100)	20% (82)	25% (103)	6% (25)	1% (5)	24% (100)	416
Educ: Post-grad	28% (60)	23% (49)	20% (44)	5% (11)	2% (5)	22% (49)	219
Income: Under 50k	25% (308)	18% (223)	19% (238)	4% (45)	2% (20)	32% (394)	1229
Income: 50k-100k	24% (168)	22% (152)	25% (177)	5% (37)	1% (7)	22% (157)	698
Income: 100k+	25% (68)	22% (60)	23% (64)	7% (19)	3% (7)	20% (56)	274
Ethnicity: White	25% (437)	19% (336)	20% (353)	4% (78)	1% (18)	30% (528)	1750
Ethnicity: Hispanic	22% (71)	18% (61)	31% (103)	6% (21)	3% (8)	20% (65)	329
Ethnicity: Afr. Am.	24% (65)	22% (59)	28% (75)	7% (18)	3% (9)	16% (42)	269
Ethnicity: Other	23% (42)	22% (40)	28% (52)	3% (5)	4% (8)	19% (35)	182

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**Table BRD5:** What is the most you would be willing to pay for a music streaming service without any ads?

Demographic	\$4 or less per month	\$5 per month	\$10 per month	\$15 per month	\$20 or more per month	None	Total N
Adults	25% (544)	20% (435)	22% (479)	5% (102)	2% (35)	28% (606)	2201
Relig: Protestant	25% (138)	19% (106)	15% (84)	5% (25)	1% (7)	34% (187)	547
Relig: Roman Catholic	25% (104)	24% (101)	19% (81)	5% (21)	3% (12)	24% (100)	420
Relig: Ath./Agn./None	25% (163)	17% (109)	26% (169)	5% (33)	1% (7)	27% (176)	656
Relig: Something Else	27% (89)	23% (76)	23% (73)	3% (9)	2% (6)	22% (71)	323
Relig: Jewish	21% (14)	18% (12)	16% (10)	1% (1)	1% (1)	43% (29)	67
Relig: Evangelical	25% (147)	19% (112)	20% (114)	6% (33)	2% (14)	28% (162)	583
Relig: Non-Evang. Catholics	23% (143)	22% (138)	19% (119)	4% (27)	1% (8)	31% (193)	627
Relig: All Christian	24% (290)	21% (250)	19% (233)	5% (60)	2% (22)	29% (355)	1210
Relig: All Non-Christian	26% (252)	19% (185)	25% (242)	4% (42)	1% (13)	25% (247)	979
Community: Urban	25% (138)	21% (116)	23% (126)	7% (38)	3% (15)	23% (127)	559
Community: Suburban	26% (253)	21% (207)	21% (211)	4% (43)	1% (7)	27% (260)	982
Community: Rural	23% (153)	17% (112)	22% (142)	3% (20)	2% (13)	33% (219)	660
Employ: Private Sector	28% (198)	20% (140)	24% (167)	5% (38)	2% (16)	21% (149)	708
Employ: Government	22% (27)	21% (26)	35% (43)	8% (10)	— (0)	14% (17)	124
Employ: Self-Employed	25% (49)	20% (40)	28% (55)	6% (12)	2% (4)	18% (36)	196
Employ: Homemaker	31% (60)	19% (37)	22% (43)	5% (9)	2% (4)	21% (41)	194
Employ: Student	24% (25)	36% (37)	34% (35)	1% (1)	— (0)	6% (6)	103
Employ: Retired	22% (108)	16% (78)	12% (56)	1% (6)	— (2)	48% (231)	480
Employ: Unemployed	18% (35)	21% (41)	22% (44)	7% (15)	1% (3)	31% (62)	199
Employ: Other	21% (42)	19% (36)	19% (37)	6% (12)	3% (6)	33% (64)	196
Military HH: Yes	22% (82)	19% (74)	21% (81)	4% (14)	2% (9)	32% (121)	381
Military HH: No	25% (462)	20% (361)	22% (398)	5% (87)	1% (26)	27% (486)	1820
RD/WT: Right Direction	23% (198)	19% (159)	22% (190)	4% (31)	2% (18)	30% (261)	857
RD/WT: Wrong Track	26% (346)	21% (276)	22% (289)	5% (70)	1% (17)	26% (345)	1344
Strongly Approve	23% (98)	19% (79)	20% (86)	5% (21)	3% (14)	30% (126)	424
Somewhat Approve	24% (112)	18% (83)	23% (105)	4% (19)	1% (3)	30% (139)	460
Somewhat Disapprove	23% (67)	23% (67)	24% (70)	8% (24)	2% (6)	20% (59)	292
Strongly Disapprove	27% (231)	21% (180)	23% (196)	4% (32)	1% (7)	23% (197)	843
Dont Know / No Opinion	21% (38)	14% (24)	13% (23)	3% (6)	3% (5)	47% (85)	180

Continued on next page

**Table BRD5:** What is the most you would be willing to pay for a music streaming service without any ads?

Demographic	\$4 or less per month	\$5 per month	\$10 per month	\$15 per month	\$20 or more per month	None	Total N
Adults	25% (544)	20% (435)	22% (479)	5% (102)	2% (35)	28% (606)	2201
#1 Issue: Economy	26% (140)	21% (117)	23% (126)	5% (29)	2% (11)	22% (121)	544
#1 Issue: Security	24% (100)	22% (91)	17% (71)	5% (23)	3% (12)	29% (123)	419
#1 Issue: Health Care	25% (104)	17% (73)	29% (122)	5% (22)	1% (4)	23% (98)	424
#1 Issue: Medicare / Social Security	26% (86)	16% (54)	11% (36)	2% (7)	— (1)	44% (145)	329
#1 Issue: Women's Issues	26% (30)	18% (21)	37% (43)	5% (5)	— (0)	15% (18)	118
#1 Issue: Education	27% (47)	23% (38)	26% (45)	6% (11)	3% (5)	15% (25)	170
#1 Issue: Energy	25% (20)	23% (18)	24% (19)	4% (3)	1% (1)	23% (18)	79
#1 Issue: Other	15% (18)	19% (23)	15% (17)	2% (2)	1% (1)	49% (58)	118
2016 Vote: Democrat Hillary Clinton	28% (188)	18% (123)	25% (167)	5% (30)	2% (14)	22% (151)	674
2016 Vote: Republican Donald Trump	22% (154)	20% (140)	18% (126)	5% (31)	2% (10)	33% (230)	692
2016 Vote: Someone else	28% (55)	19% (37)	23% (46)	2% (5)	2% (3)	26% (50)	196
2012 Vote: Barack Obama	27% (232)	20% (174)	23% (201)	5% (44)	3% (22)	23% (202)	876
2012 Vote: Mitt Romney	23% (122)	18% (98)	19% (101)	4% (19)	— (1)	36% (192)	534
2012 Vote: Other	21% (16)	14% (10)	16% (12)	7% (5)	1% (1)	40% (31)	76
2012 Vote: Didn't Vote	24% (174)	21% (152)	23% (165)	5% (34)	1% (10)	25% (181)	715
4-Region: Northeast	27% (110)	18% (72)	24% (95)	4% (15)	1% (4)	26% (106)	402
4-Region: Midwest	23% (110)	20% (95)	20% (94)	4% (18)	1% (5)	32% (152)	474
4-Region: South	24% (192)	20% (162)	19% (154)	6% (46)	2% (18)	30% (243)	815
4-Region: West	26% (132)	21% (106)	27% (136)	5% (23)	2% (8)	21% (106)	511
Streaming Service User	23% (221)	21% (207)	31% (305)	8% (75)	3% (32)	14% (132)	971
Apple Music User	21% (69)	23% (76)	36% (121)	7% (24)	5% (17)	7% (25)	331
Spotify User	19% (91)	18% (86)	35% (168)	9% (41)	5% (22)	14% (64)	472
Pandora User	26% (170)	23% (150)	27% (174)	5% (35)	3% (22)	16% (104)	654
Non-Streaming Service User	26% (323)	19% (228)	14% (174)	2% (27)	— (3)	39% (474)	1230
Non-Streaming Service User/Age: 18-29	27% (34)	30% (37)	23% (28)	1% (2)	2% (3)	17% (21)	124
Non-Streaming Service User/Age: 30-44	33% (84)	18% (47)	19% (49)	4% (11)	— (0)	26% (67)	258
Non-Streaming Service User/Age: 45-54	26% (59)	21% (48)	20% (45)	2% (4)	— (0)	32% (74)	230
Non-Streaming Service User/Age: 55-64	27% (78)	17% (50)	12% (35)	2% (5)	— (1)	43% (125)	293
Non-Streaming Service User/Age: 65+	21% (68)	14% (46)	5% (17)	2% (5)	— (0)	58% (188)	324

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD6:** What is the most you would be willing to pay for a music streaming service with ads?

Demographic	\$4 or less per month	\$5 per month	\$10 per month	\$15 per month	\$20 or more per month	None	Total N
Adults	29% (636)	14% (316)	6% (137)	2% (33)	1% (27)	48% (1052)	2201
Gender: Male	26% (276)	15% (161)	7% (78)	2% (20)	2% (21)	47% (502)	1060
Gender: Female	31% (360)	14% (155)	5% (58)	1% (13)	— (5)	48% (550)	1141
Age: 18-29	31% (138)	19% (85)	9% (39)	2% (9)	2% (10)	37% (167)	448
Age: 30-44	31% (184)	13% (77)	8% (48)	3% (18)	2% (10)	43% (251)	588
Age: 45-54	33% (121)	17% (61)	5% (19)	— (1)	1% (2)	44% (159)	363
Age: 55-64	28% (112)	13% (55)	4% (17)	1% (3)	1% (3)	53% (215)	405
Age: 65+	20% (81)	10% (40)	4% (14)	1% (2)	— (1)	65% (259)	398
PID: Dem (no lean)	33% (242)	18% (131)	7% (51)	2% (15)	1% (7)	40% (299)	744
PID: Ind (no lean)	28% (237)	12% (102)	5% (43)	1% (7)	2% (15)	52% (437)	841
PID: Rep (no lean)	25% (156)	14% (83)	7% (43)	2% (12)	1% (5)	51% (316)	615
PID/Gender: Dem Men	34% (102)	17% (52)	9% (28)	3% (8)	2% (5)	35% (106)	301
PID/Gender: Dem Women	32% (140)	18% (79)	5% (22)	1% (6)	— (2)	44% (193)	444
PID/Gender: Ind Men	24% (106)	13% (56)	5% (24)	2% (7)	3% (12)	54% (240)	445
PID/Gender: Ind Women	33% (132)	12% (46)	5% (19)	— (0)	1% (3)	50% (197)	396
PID/Gender: Rep Men	22% (69)	17% (53)	8% (26)	2% (5)	1% (5)	50% (156)	313
PID/Gender: Rep Women	29% (87)	10% (30)	6% (17)	2% (7)	— (1)	53% (160)	302
Ideo: Liberal (1-3)	34% (257)	16% (124)	7% (55)	3% (21)	2% (18)	37% (277)	751
Ideo: Moderate (4)	28% (143)	14% (73)	7% (36)	1% (6)	— (2)	49% (253)	512
Ideo: Conservative (5-7)	27% (170)	13% (83)	4% (28)	1% (6)	1% (4)	54% (339)	630
Educ: < College	29% (453)	15% (234)	6% (91)	1% (13)	1% (19)	48% (757)	1567
Educ: Bachelors degree	30% (125)	12% (51)	8% (32)	2% (10)	1% (5)	46% (193)	416
Educ: Post-grad	27% (58)	14% (31)	7% (14)	4% (10)	1% (3)	47% (103)	219
Income: Under 50k	29% (353)	13% (156)	6% (69)	1% (12)	1% (17)	51% (622)	1229
Income: 50k-100k	29% (200)	18% (123)	7% (50)	1% (10)	1% (6)	44% (309)	698
Income: 100k+	30% (83)	13% (37)	7% (18)	4% (11)	1% (4)	44% (122)	274
Ethnicity: White	28% (493)	13% (221)	6% (97)	1% (23)	1% (13)	52% (904)	1750
Ethnicity: Hispanic	32% (105)	19% (62)	9% (28)	2% (5)	3% (9)	36% (119)	329
Ethnicity: Afr. Am.	29% (79)	26% (69)	10% (26)	4% (10)	2% (5)	30% (80)	269
Ethnicity: Other	35% (64)	15% (27)	8% (14)	— (0)	5% (9)	37% (68)	182

Continued on next page

**Table BRD6:** What is the most you would be willing to pay for a music streaming service with ads?

Demographic	\$4 or less per month	\$5 per month	\$10 per month	\$15 per month	\$20 or more per month	None	Total N
Adults	29% (636)	14% (316)	6% (137)	2% (33)	1% (27)	48% (1052)	2201
Relig: Protestant	27% (149)	11% (61)	7% (37)	1% (6)	1% (3)	53% (291)	547
Relig: Roman Catholic	28% (119)	18% (77)	5% (22)	2% (9)	3% (11)	44% (183)	420
Relig: Ath./Agn./None	31% (202)	12% (76)	6% (38)	1% (9)	1% (5)	50% (326)	656
Relig: Something Else	26% (83)	21% (67)	6% (20)	1% (3)	2% (5)	45% (145)	323
Relig: Jewish	22% (15)	13% (8)	4% (3)	1% (1)	1% (1)	59% (40)	67
Relig: Evangelical	30% (175)	12% (71)	8% (44)	2% (14)	1% (8)	46% (270)	583
Relig: Non-Evang. Catholics	27% (170)	16% (102)	5% (34)	1% (7)	1% (8)	49% (307)	627
Relig: All Christian	28% (345)	14% (173)	6% (78)	2% (21)	1% (16)	48% (577)	1210
Relig: All Non-Christian	29% (285)	15% (143)	6% (59)	1% (12)	1% (10)	48% (470)	979
Community: Urban	31% (175)	17% (95)	9% (52)	2% (11)	2% (8)	39% (218)	559
Community: Suburban	29% (283)	14% (136)	5% (48)	1% (13)	1% (8)	50% (494)	982
Community: Rural	27% (178)	13% (85)	6% (37)	1% (10)	2% (10)	52% (341)	660
Employ: Private Sector	32% (223)	15% (109)	7% (49)	3% (21)	1% (8)	42% (297)	708
Employ: Government	35% (44)	18% (22)	12% (14)	— (0)	2% (2)	34% (42)	124
Employ: Self-Employed	32% (63)	13% (26)	9% (17)	2% (4)	1% (3)	42% (83)	196
Employ: Homemaker	30% (58)	15% (29)	6% (12)	2% (4)	1% (3)	46% (89)	194
Employ: Student	47% (49)	18% (18)	2% (2)	1% (1)	— (0)	32% (33)	103
Employ: Retired	23% (109)	11% (52)	3% (14)	— (2)	— (2)	63% (300)	480
Employ: Unemployed	25% (51)	13% (25)	7% (15)	— (1)	2% (4)	52% (103)	199
Employ: Other	21% (40)	18% (35)	6% (13)	— (0)	2% (4)	53% (105)	196
Military HH: Yes	25% (94)	14% (55)	6% (23)	2% (9)	1% (4)	51% (196)	381
Military HH: No	30% (542)	14% (262)	6% (114)	1% (24)	1% (22)	47% (856)	1820
RD/WT: Right Direction	26% (223)	15% (127)	7% (62)	2% (20)	1% (11)	48% (414)	857
RD/WT: Wrong Track	31% (412)	14% (190)	6% (75)	1% (13)	1% (16)	48% (639)	1344
Strongly Approve	26% (110)	16% (67)	8% (35)	2% (9)	3% (12)	45% (191)	424
Somewhat Approve	29% (131)	13% (58)	6% (29)	2% (7)	— (1)	51% (234)	460
Somewhat Disapprove	35% (102)	13% (39)	7% (21)	3% (9)	1% (3)	41% (119)	292
Strongly Disapprove	31% (262)	15% (129)	5% (44)	1% (8)	1% (8)	47% (393)	843
Dont Know / No Opinion	17% (30)	13% (24)	5% (8)	— (0)	2% (3)	64% (115)	180

Continued on next page



**Table BRD6:** What is the most you would be willing to pay for a music streaming service with ads?

Demographic	\$4 or less per month		\$5 per month		\$10 per month		\$15 per month		\$20 or more per month		None	Total N	
Adults	29%	(636)	14%	(316)	6%	(137)	2%	(33)	1%	(27)	48%	(1052)	2201
#1 Issue: Economy	34%	(185)	12%	(65)	6%	(35)	2%	(12)	1%	(5)	44%	(242)	544
#1 Issue: Security	25%	(106)	12%	(52)	6%	(23)	1%	(5)	2%	(9)	53%	(224)	419
#1 Issue: Health Care	28%	(119)	19%	(79)	7%	(32)	3%	(11)	2%	(7)	42%	(177)	424
#1 Issue: Medicare / Social Security	25%	(81)	12%	(41)	4%	(13)	1%	(3)	—	(0)	58%	(189)	329
#1 Issue: Women's Issues	32%	(37)	20%	(23)	10%	(12)	—	(0)	—	(0)	39%	(46)	118
#1 Issue: Education	32%	(55)	18%	(31)	9%	(15)	1%	(1)	3%	(5)	37%	(63)	170
#1 Issue: Energy	34%	(27)	14%	(11)	5%	(4)	1%	(1)	1%	(1)	45%	(35)	79
#1 Issue: Other	21%	(25)	12%	(14)	2%	(3)	—	(0)	—	(0)	65%	(77)	118
2016 Vote: Democrat Hillary Clinton	31%	(212)	17%	(113)	6%	(44)	3%	(17)	2%	(10)	41%	(278)	674
2016 Vote: Republican Donald Trump	26%	(177)	13%	(90)	6%	(42)	2%	(12)	1%	(8)	53%	(363)	692
2016 Vote: Someone else	30%	(59)	11%	(22)	6%	(12)	1%	(2)	1%	(3)	50%	(99)	196
2012 Vote: Barack Obama	30%	(261)	17%	(153)	6%	(57)	2%	(19)	2%	(17)	42%	(369)	876
2012 Vote: Mitt Romney	25%	(135)	13%	(67)	5%	(28)	1%	(6)	—	(3)	55%	(295)	534
2012 Vote: Other	21%	(16)	8%	(6)	3%	(2)	1%	(1)	—	(0)	68%	(51)	76
2012 Vote: Didn't Vote	31%	(224)	13%	(90)	7%	(50)	1%	(6)	1%	(7)	47%	(337)	715
4-Region: Northeast	29%	(118)	16%	(63)	6%	(26)	1%	(4)	1%	(6)	46%	(185)	402
4-Region: Midwest	28%	(135)	13%	(63)	7%	(31)	1%	(4)	—	(0)	51%	(241)	474
4-Region: South	27%	(220)	15%	(122)	6%	(52)	2%	(16)	2%	(13)	48%	(392)	815
4-Region: West	32%	(163)	13%	(69)	5%	(28)	2%	(9)	1%	(8)	46%	(234)	511
Streaming Service User	30%	(294)	18%	(179)	10%	(97)	3%	(27)	2%	(23)	36%	(353)	971
Apple Music User	31%	(101)	26%	(86)	15%	(51)	5%	(17)	3%	(9)	20%	(67)	331
Spotify User	29%	(139)	17%	(82)	12%	(55)	3%	(14)	3%	(15)	35%	(167)	472
Pandora User	30%	(193)	18%	(116)	9%	(59)	3%	(17)	3%	(18)	39%	(252)	654
Non-Streaming Service User	28%	(342)	11%	(138)	3%	(40)	1%	(7)	—	(4)	57%	(700)	1230
Non-Streaming Service User/Age: 18-29	34%	(43)	15%	(19)	4%	(5)	1%	(1)	1%	(2)	44%	(55)	124
Non-Streaming Service User/Age: 30-44	33%	(85)	8%	(22)	3%	(9)	1%	(3)	1%	(2)	53%	(137)	258
Non-Streaming Service User/Age: 45-54	29%	(67)	18%	(40)	4%	(10)	—	(0)	—	(1)	49%	(112)	230
Non-Streaming Service User/Age: 55-64	30%	(87)	10%	(29)	2%	(6)	—	(1)	—	(0)	58%	(171)	293
Non-Streaming Service User/Age: 65+	18%	(60)	9%	(28)	3%	(10)	—	(2)	—	(0)	69%	(225)	324

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD7: How much extra would you be willing to pay each month for access to HiFi music, like lossless?**

Demographic	\$4 or less per month	\$5 per month	\$10 per month	\$15 per month	\$20 or more per month	None	Don't Know	Total N
							/ No Opinion	
Adults	20% (191)	18% (172)	11% (112)	4% (40)	3% (27)	24% (231)	21% (206)	978
Gender: Male	18% (87)	17% (84)	14% (67)	4% (21)	5% (24)	25% (124)	18% (87)	495
Gender: Female	21% (103)	18% (88)	9% (44)	4% (19)	1% (3)	22% (106)	25% (119)	484
Age: 18-29	18% (43)	21% (51)	21% (50)	5% (13)	4% (9)	11% (27)	20% (50)	243
Age: 30-44	19% (64)	18% (59)	10% (34)	6% (18)	4% (14)	23% (74)	20% (65)	328
Age: 45-54	26% (43)	13% (22)	10% (16)	1% (2)	1% (1)	26% (43)	23% (37)	165
Age: 55-64	16% (24)	18% (28)	4% (6)	3% (5)	2% (3)	33% (49)	23% (34)	149
Age: 65+	19% (17)	13% (12)	6% (6)	2% (1)	— (0)	40% (37)	21% (20)	93
PID: Dem (no lean)	23% (79)	20% (70)	14% (49)	3% (11)	2% (8)	19% (65)	19% (67)	348
PID: Ind (no lean)	18% (68)	15% (59)	8% (32)	3% (11)	3% (11)	28% (105)	25% (95)	381
PID: Rep (no lean)	18% (44)	17% (43)	12% (31)	7% (18)	3% (8)	24% (61)	18% (45)	250
PID/Gender: Dem Men	23% (38)	16% (26)	18% (29)	3% (5)	4% (6)	21% (34)	15% (24)	162
PID/Gender: Dem Women	22% (41)	24% (44)	11% (20)	3% (6)	1% (1)	17% (31)	23% (43)	186
PID/Gender: Ind Men	14% (28)	16% (31)	7% (13)	3% (7)	5% (10)	32% (63)	24% (47)	198
PID/Gender: Ind Women	22% (40)	15% (28)	10% (19)	2% (4)	1% (1)	23% (42)	26% (48)	182
PID/Gender: Rep Men	16% (22)	20% (27)	19% (26)	6% (9)	6% (8)	21% (28)	12% (16)	134
PID/Gender: Rep Women	20% (23)	14% (16)	5% (6)	8% (9)	1% (1)	28% (33)	25% (29)	115
Ideo: Liberal (1-3)	21% (75)	22% (79)	15% (54)	5% (17)	4% (15)	17% (62)	17% (62)	364
Ideo: Moderate (4)	16% (35)	19% (44)	13% (28)	4% (8)	2% (4)	27% (61)	20% (44)	225
Ideo: Conservative (5-7)	24% (61)	14% (36)	9% (22)	4% (11)	2% (6)	25% (62)	21% (53)	251
Educ: < College	19% (136)	17% (117)	13% (89)	3% (23)	2% (17)	24% (170)	22% (154)	706
Educ: Bachelors degree	21% (37)	21% (36)	9% (16)	6% (10)	3% (5)	23% (41)	18% (32)	177
Educ: Post-grad	19% (18)	19% (18)	7% (7)	8% (7)	5% (5)	21% (19)	22% (20)	95
Income: Under 50k	21% (110)	15% (81)	12% (62)	3% (15)	3% (16)	24% (126)	22% (113)	524
Income: 50k-100k	19% (64)	22% (72)	13% (43)	5% (15)	1% (5)	22% (72)	18% (59)	328
Income: 100k+	14% (17)	15% (19)	5% (6)	8% (10)	5% (6)	26% (33)	28% (35)	126
Ethnicity: White	20% (139)	18% (131)	9% (63)	4% (28)	2% (14)	24% (171)	23% (161)	706
Ethnicity: Hispanic	21% (40)	23% (45)	17% (32)	6% (11)	5% (9)	9% (18)	20% (38)	192
Ethnicity: Afr. Am.	19% (34)	14% (24)	18% (31)	4% (8)	5% (9)	22% (38)	18% (31)	174

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**Table BRD7:** How much extra would you be willing to pay each month for access to HiFi music, like lossless?

Demographic	\$4 or less per month	\$5 per month	\$10 per month	\$15 per month	\$20 or more per month	None	Don't Know		Total N
							/ No Opinion		
Adults	20% (191)	18% (172)	11% (112)	4% (40)	3% (27)	24% (231)	21% (206)		978
Ethnicity: Other	18% (18)	17% (17)	18% (17)	5% (5)	5% (5)	22% (22)	15% (14)		98
Relig: Protestant	26% (49)	15% (29)	8% (15)	3% (5)	3% (6)	29% (55)	16% (31)		191
Relig: Roman Catholic	20% (38)	21% (38)	10% (19)	6% (10)	4% (7)	20% (36)	19% (35)		184
Relig: Ath./Agn./None	19% (61)	14% (45)	12% (39)	4% (12)	2% (6)	23% (75)	27% (87)		325
Relig: Something Else	15% (26)	24% (41)	14% (24)	1% (1)	3% (6)	25% (41)	17% (29)		168
Relig: Evangelical	20% (51)	14% (35)	11% (27)	8% (21)	6% (14)	24% (62)	17% (43)		253
Relig: Non-Evang. Catholics	22% (52)	22% (51)	9% (22)	2% (5)	1% (1)	23% (52)	21% (48)		231
Relig: All Christian	21% (103)	18% (85)	10% (49)	5% (26)	3% (16)	24% (114)	19% (91)		484
Relig: All Non-Christian	18% (87)	18% (87)	13% (63)	3% (13)	2% (11)	24% (116)	23% (116)		493
Community: Urban	22% (65)	18% (51)	13% (39)	6% (18)	4% (11)	20% (57)	18% (52)		293
Community: Suburban	18% (75)	19% (78)	8% (34)	2% (10)	2% (9)	27% (113)	23% (96)		414
Community: Rural	19% (51)	16% (42)	14% (39)	4% (12)	3% (8)	22% (60)	21% (58)		271
Employ: Private Sector	24% (80)	22% (73)	11% (36)	5% (17)	4% (12)	17% (56)	18% (61)		335
Employ: Government	21% (14)	22% (15)	17% (11)	4% (3)	4% (3)	17% (11)	14% (9)		66
Employ: Self-Employed	16% (17)	19% (19)	16% (16)	7% (8)	1% (1)	27% (28)	14% (14)		104
Employ: Homemaker	11% (11)	18% (18)	13% (12)	2% (2)	4% (3)	31% (30)	21% (20)		98
Employ: Student	23% (12)	19% (10)	9% (5)	— (0)	1% (1)	18% (10)	30% (16)		55
Employ: Retired	17% (22)	11% (15)	6% (8)	3% (4)	— (0)	38% (51)	25% (34)		135
Employ: Unemployed	21% (20)	14% (14)	15% (15)	3% (3)	3% (3)	21% (21)	24% (24)		100
Employ: Other	16% (14)	8% (7)	9% (8)	4% (3)	5% (4)	27% (23)	31% (27)		87
Military HH: Yes	14% (21)	18% (27)	16% (23)	3% (5)	1% (2)	25% (37)	23% (34)		150
Military HH: No	20% (169)	18% (145)	11% (88)	4% (35)	3% (25)	23% (193)	21% (172)		828
RD/WT: Right Direction	16% (63)	20% (80)	14% (57)	5% (21)	4% (15)	25% (100)	17% (69)		406
RD/WT: Wrong Track	22% (128)	16% (91)	10% (55)	3% (18)	2% (12)	23% (131)	24% (137)		572
Strongly Approve	22% (44)	16% (32)	17% (34)	6% (12)	6% (12)	23% (46)	12% (24)		203
Somewhat Approve	14% (28)	24% (47)	12% (24)	6% (11)	2% (4)	23% (45)	19% (37)		195
Somewhat Disapprove	23% (30)	23% (30)	8% (10)	4% (6)	3% (4)	24% (30)	15% (19)		128
Strongly Disapprove	21% (81)	14% (53)	11% (41)	2% (9)	1% (5)	24% (92)	26% (100)		382
Dont Know / No Opinion	12% (8)	14% (10)	4% (3)	3% (2)	4% (3)	25% (17)	37% (26)		70

Continued on next page

**Table BRD7:** How much extra would you be willing to pay each month for access to HiFi music, like lossless?

Demographic	\$4 or less per month	\$5 per month	\$10 per month	\$15 per month	\$20 or more per month	None	Don't Know		Total N
							/ No Opinion		
Adults	20% (191)	18% (172)	11% (112)	4% (40)	3% (27)	24% (231)	21% (206)		978
#1 Issue: Economy	17% (44)	18% (48)	13% (34)	3% (8)	4% (11)	26% (67)	19% (50)		261
#1 Issue: Security	22% (39)	12% (21)	11% (20)	5% (9)	5% (9)	26% (44)	18% (32)		173
#1 Issue: Health Care	18% (37)	22% (44)	15% (31)	4% (9)	1% (2)	18% (38)	21% (43)		205
#1 Issue: Medicare / Social Security	21% (21)	14% (14)	6% (6)	6% (6)	— (0)	27% (28)	26% (27)		101
#1 Issue: Women's Issues	16% (10)	35% (22)	11% (7)	5% (3)	1% (1)	13% (8)	19% (12)		62
#1 Issue: Education	20% (19)	17% (16)	8% (8)	4% (4)	4% (4)	21% (20)	26% (25)		95
2016 Vote: Democrat Hillary Clinton	23% (70)	14% (43)	12% (37)	3% (10)	3% (8)	23% (69)	22% (67)		304
2016 Vote: Republican Donald Trump	16% (48)	18% (54)	11% (32)	7% (20)	4% (11)	27% (82)	18% (55)		302
2016 Vote: Someone else	21% (16)	21% (16)	8% (6)	2% (1)	4% (3)	26% (20)	18% (13)		74
2012 Vote: Barack Obama	19% (77)	19% (77)	10% (41)	4% (16)	4% (17)	22% (87)	22% (87)		403
2012 Vote: Mitt Romney	20% (40)	15% (32)	11% (22)	4% (8)	2% (3)	28% (57)	21% (43)		206
2012 Vote: Didn't Vote	20% (67)	16% (54)	14% (46)	4% (14)	2% (7)	23% (78)	22% (73)		340
4-Region: Northeast	25% (41)	18% (29)	10% (17)	2% (3)	2% (3)	24% (40)	18% (30)		164
4-Region: Midwest	18% (34)	19% (35)	16% (30)	3% (6)	1% (2)	27% (51)	15% (29)		187
4-Region: South	21% (79)	13% (51)	13% (48)	4% (16)	4% (16)	21% (81)	23% (86)		378
4-Region: West	14% (36)	23% (56)	7% (17)	6% (15)	2% (5)	24% (59)	25% (61)		249
Streaming Service User	21% (117)	20% (109)	15% (82)	5% (30)	4% (23)	15% (84)	19% (106)		550
Apple Music User	20% (42)	22% (47)	19% (41)	8% (17)	8% (16)	12% (25)	12% (25)		213
Spotify User	22% (62)	18% (53)	16% (46)	8% (24)	6% (16)	16% (45)	14% (42)		287
Pandora User	23% (87)	18% (70)	17% (63)	5% (21)	5% (19)	13% (51)	18% (70)		382
Non-Streaming Service User	17% (74)	15% (62)	7% (30)	2% (10)	1% (4)	34% (147)	24% (101)		428
Non-Streaming Service User/Age: 18-29	17% (11)	23% (15)	6% (4)	— (0)	6% (4)	24% (16)	25% (16)		66
Non-Streaming Service User/Age: 30-44	18% (22)	11% (13)	9% (11)	5% (6)	— (0)	37% (44)	21% (25)		121
Non-Streaming Service User/Age: 45-54	17% (15)	15% (14)	11% (10)	1% (1)	— (0)	27% (25)	29% (26)		91
Non-Streaming Service User/Age: 55-64	16% (13)	14% (11)	2% (1)	4% (3)	— (0)	40% (33)	25% (20)		82
Non-Streaming Service User/Age: 65+	18% (13)	13% (9)	6% (4)	1% (1)	— (0)	42% (29)	19% (13)		69

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD8:** *Do you currently stream music to a virtual assistant or smart home device?*

Demographic	Yes		No		Total N
Adults	26%	(563)	74%	(1638)	2201
Gender: Male	28%	(293)	72%	(767)	1060
Gender: Female	24%	(270)	76%	(871)	1141
Age: 18-29	41%	(185)	59%	(263)	448
Age: 30-44	33%	(194)	67%	(393)	588
Age: 45-54	22%	(80)	78%	(282)	363
Age: 55-64	15%	(61)	85%	(345)	405
Age: 65+	11%	(43)	89%	(355)	398
PID: Dem (no lean)	29%	(213)	71%	(531)	744
PID: Ind (no lean)	25%	(208)	75%	(633)	841
PID: Rep (no lean)	23%	(141)	77%	(474)	615
PID/Gender: Dem Men	33%	(98)	67%	(202)	301
PID/Gender: Dem Women	26%	(115)	74%	(329)	444
PID/Gender: Ind Men	24%	(107)	76%	(338)	445
PID/Gender: Ind Women	26%	(101)	74%	(295)	396
PID/Gender: Rep Men	28%	(87)	72%	(227)	313
PID/Gender: Rep Women	18%	(55)	82%	(247)	302
Ideo: Liberal (1-3)	34%	(255)	66%	(496)	751
Ideo: Moderate (4)	21%	(109)	79%	(403)	512
Ideo: Conservative (5-7)	18%	(116)	82%	(514)	630
Educ: < College	25%	(393)	75%	(1173)	1567
Educ: Bachelors degree	26%	(106)	74%	(309)	416
Educ: Post-grad	29%	(63)	71%	(156)	219
Income: Under 50k	22%	(276)	78%	(952)	1229
Income: 50k-100k	28%	(198)	72%	(500)	698
Income: 100k+	32%	(88)	68%	(186)	274
Ethnicity: White	22%	(384)	78%	(1367)	1750
Ethnicity: Hispanic	44%	(144)	56%	(185)	329
Ethnicity: Afr. Am.	39%	(105)	61%	(164)	269
Ethnicity: Other	41%	(74)	59%	(108)	182

Continued on next page

**Table BRD8:** Do you currently stream music to a virtual assistant or smart home device?

Demographic	Yes		No		Total N
Adults	26%	(563)	74%	(1638)	2201
Relig: Protestant	19%	(102)	81%	(445)	547
Relig: Roman Catholic	24%	(102)	76%	(318)	420
Relig: Ath./Agn./None	25%	(161)	75%	(495)	656
Relig: Something Else	35%	(113)	65%	(211)	323
Relig: Jewish	34%	(23)	66%	(44)	67
Relig: Evangelical	27%	(160)	73%	(423)	583
Relig: Non-Evang. Catholics	20%	(125)	80%	(502)	627
Relig: All Christian	24%	(285)	76%	(925)	1210
Relig: All Non-Christian	28%	(274)	72%	(706)	979
Community: Urban	29%	(164)	71%	(395)	559
Community: Suburban	24%	(240)	76%	(742)	982
Community: Rural	24%	(159)	76%	(501)	660
Employ: Private Sector	28%	(198)	72%	(510)	708
Employ: Government	38%	(47)	62%	(77)	124
Employ: Self-Employed	37%	(73)	63%	(123)	196
Employ: Homemaker	32%	(61)	68%	(133)	194
Employ: Student	32%	(33)	68%	(70)	103
Employ: Retired	11%	(54)	89%	(426)	480
Employ: Unemployed	24%	(47)	76%	(152)	199
Employ: Other	25%	(49)	75%	(147)	196
Military HH: Yes	26%	(98)	74%	(283)	381
Military HH: No	26%	(465)	74%	(1355)	1820
RD/WT: Right Direction	26%	(226)	74%	(631)	857
RD/WT: Wrong Track	25%	(337)	75%	(1007)	1344
Strongly Approve	31%	(130)	69%	(295)	424
Somewhat Approve	23%	(104)	77%	(356)	460
Somewhat Disapprove	27%	(80)	73%	(213)	292
Strongly Disapprove	26%	(217)	74%	(627)	843
Dont Know / No Opinion	18%	(32)	82%	(148)	180

Continued on next page

**Table BRD8:** Do you currently stream music to a virtual assistant or smart home device?

Demographic	Yes		No		Total N
Adults	26%	(563)	74%	(1638)	2201
#1 Issue: Economy	24%	(131)	76%	(412)	544
#1 Issue: Security	20%	(83)	80%	(336)	419
#1 Issue: Health Care	31%	(130)	69%	(294)	424
#1 Issue: Medicare / Social Security	18%	(59)	82%	(269)	329
#1 Issue: Women's Issues	39%	(46)	61%	(73)	118
#1 Issue: Education	35%	(60)	65%	(110)	170
#1 Issue: Energy	35%	(28)	65%	(51)	79
#1 Issue: Other	21%	(25)	79%	(93)	118
2016 Vote: Democrat Hillary Clinton	28%	(190)	72%	(484)	674
2016 Vote: Republican Donald Trump	23%	(160)	77%	(532)	692
2016 Vote: Someone else	21%	(42)	79%	(155)	196
2012 Vote: Barack Obama	26%	(228)	74%	(649)	876
2012 Vote: Mitt Romney	19%	(103)	81%	(430)	534
2012 Vote: Other	14%	(11)	86%	(65)	76
2012 Vote: Didn't Vote	31%	(221)	69%	(494)	715
4-Region: Northeast	25%	(101)	75%	(301)	402
4-Region: Midwest	22%	(102)	78%	(371)	474
4-Region: South	26%	(215)	74%	(600)	815
4-Region: West	28%	(145)	72%	(366)	511
Streaming Service User	40%	(384)	60%	(588)	971
Apple Music User	49%	(161)	51%	(170)	331
Spotify User	45%	(212)	55%	(261)	472
Pandora User	41%	(271)	59%	(384)	654
Non-Streaming Service User	15%	(179)	85%	(1051)	1230
Non-Streaming Service User/Age: 18-29	28%	(35)	72%	(89)	124
Non-Streaming Service User/Age: 30-44	23%	(60)	77%	(199)	258
Non-Streaming Service User/Age: 45-54	13%	(30)	87%	(200)	230
Non-Streaming Service User/Age: 55-64	9%	(27)	91%	(267)	293
Non-Streaming Service User/Age: 65+	9%	(28)	91%	(296)	324

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD9\_1:** *And do you stream music through any of the following virtual assistants or smart home devices?*  
*Apple HomePod*

Demographic	Yes		No		Total N
Adults	19%	(108)	81%	(455)	563
Gender: Male	26%	(75)	74%	(217)	293
Gender: Female	12%	(33)	88%	(237)	270
Age: 18-29	28%	(52)	72%	(133)	185
Age: 30-44	20%	(38)	80%	(156)	194
Age: 45-54	8%	(6)	92%	(74)	80
Age: 55-64	10%	(6)	90%	(54)	61
PID: Dem (no lean)	19%	(41)	81%	(172)	213
PID: Ind (no lean)	14%	(30)	86%	(179)	208
PID: Rep (no lean)	26%	(37)	74%	(104)	141
PID/Gender: Dem Men	25%	(25)	75%	(73)	98
PID/Gender: Dem Women	14%	(16)	86%	(98)	115
PID/Gender: Ind Men	19%	(20)	81%	(87)	107
PID/Gender: Ind Women	9%	(9)	91%	(92)	101
PID/Gender: Rep Men	34%	(30)	66%	(57)	87
PID/Gender: Rep Women	13%	(7)	87%	(47)	55
Ideo: Liberal (1-3)	25%	(63)	75%	(192)	255
Ideo: Moderate (4)	18%	(19)	82%	(90)	109
Ideo: Conservative (5-7)	16%	(19)	84%	(97)	116
Educ: < College	18%	(69)	82%	(325)	393
Educ: Bachelors degree	18%	(19)	82%	(88)	106
Educ: Post-grad	33%	(20)	67%	(43)	63
Income: Under 50k	18%	(50)	82%	(227)	276
Income: 50k-100k	22%	(44)	78%	(154)	198
Income: 100k+	16%	(14)	84%	(74)	88
Ethnicity: White	17%	(67)	83%	(317)	384
Ethnicity: Hispanic	30%	(43)	70%	(101)	144
Ethnicity: Afr. Am.	27%	(28)	73%	(76)	105
Ethnicity: Other	17%	(13)	83%	(62)	74

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**Table BRD9\_1:** And do you stream music through any of the following virtual assistants or smart home devices?

Apple HomePod

Demographic	Yes		No		Total N
Adults	19%	(108)	81%	(455)	563
Relig: Protestant	21%	(21)	79%	(81)	102
Relig: Roman Catholic	25%	(26)	75%	(76)	102
Relig: Ath./Agn./None	11%	(19)	89%	(143)	161
Relig: Something Else	27%	(30)	73%	(83)	113
Relig: Evangelical	19%	(30)	81%	(130)	160
Relig: Non-Evang. Catholics	24%	(30)	76%	(95)	125
Relig: All Christian	21%	(60)	79%	(225)	285
Relig: All Non-Christian	18%	(48)	82%	(225)	274
Community: Urban	23%	(37)	77%	(127)	164
Community: Suburban	15%	(35)	85%	(205)	240
Community: Rural	23%	(36)	77%	(123)	159
Employ: Private Sector	23%	(45)	77%	(153)	198
Employ: Self-Employed	27%	(19)	73%	(53)	73
Employ: Homemaker	30%	(18)	70%	(43)	61
Employ: Retired	4%	(2)	96%	(52)	54
Military HH: Yes	21%	(20)	79%	(77)	98
Military HH: No	19%	(88)	81%	(377)	465
RD/WT: Right Direction	29%	(66)	71%	(160)	226
RD/WT: Wrong Track	13%	(42)	87%	(295)	337
Strongly Approve	33%	(43)	67%	(87)	130
Somewhat Approve	21%	(22)	79%	(82)	104
Somewhat Disapprove	12%	(10)	88%	(70)	80
Strongly Disapprove	16%	(34)	84%	(183)	217
#1 Issue: Economy	16%	(21)	84%	(110)	131
#1 Issue: Security	10%	(9)	90%	(74)	83
#1 Issue: Health Care	29%	(38)	71%	(93)	130
#1 Issue: Medicare / Social Security	15%	(9)	85%	(50)	59
#1 Issue: Education	13%	(8)	87%	(52)	60
2016 Vote: Democrat Hillary Clinton	16%	(31)	84%	(159)	190
2016 Vote: Republican Donald Trump	24%	(38)	76%	(122)	160

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**Table BRD9\_1:** *And do you stream music through any of the following virtual assistants or smart home devices?*  
*Apple HomePod*

Demographic	Yes		No		Total N
Adults	19%	(108)	81%	(455)	563
2012 Vote: Barack Obama	22%	(50)	78%	(178)	228
2012 Vote: Mitt Romney	19%	(20)	81%	(84)	103
2012 Vote: Didn't Vote	16%	(36)	84%	(185)	221
4-Region: Northeast	20%	(20)	80%	(81)	101
4-Region: Midwest	15%	(15)	85%	(87)	102
4-Region: South	21%	(45)	79%	(170)	215
4-Region: West	19%	(28)	81%	(116)	145
Streaming Service User	24%	(91)	76%	(293)	384
Apple Music User	43%	(70)	57%	(91)	161
Spotify User	30%	(63)	70%	(148)	212
Pandora User	25%	(67)	75%	(203)	271
Non-Streaming Service User	9%	(17)	91%	(162)	179
Non-Streaming Service User/Age: 30-44	2%	(1)	98%	(59)	60

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD9\_4:** *And do you stream music through any of the following virtual assistants or smart home devices?*

*Amazon Echo*

Demographic	Yes		No		Total N
Adults	40%	(225)	60%	(338)	563
Gender: Male	44%	(128)	56%	(164)	293
Gender: Female	36%	(97)	64%	(174)	270
Age: 18-29	47%	(87)	53%	(98)	185
Age: 30-44	39%	(76)	61%	(118)	194
Age: 45-54	37%	(30)	63%	(50)	80
Age: 55-64	30%	(18)	70%	(42)	61
PID: Dem (no lean)	41%	(88)	59%	(125)	213
PID: Ind (no lean)	35%	(72)	65%	(136)	208
PID: Rep (no lean)	46%	(65)	54%	(77)	141
PID/Gender: Dem Men	42%	(41)	58%	(57)	98
PID/Gender: Dem Women	41%	(47)	59%	(68)	115
PID/Gender: Ind Men	36%	(39)	64%	(68)	107
PID/Gender: Ind Women	33%	(33)	67%	(68)	101
PID/Gender: Rep Men	55%	(48)	45%	(39)	87
PID/Gender: Rep Women	30%	(16)	70%	(38)	55
Ideo: Liberal (1-3)	50%	(128)	50%	(127)	255
Ideo: Moderate (4)	39%	(43)	61%	(66)	109
Ideo: Conservative (5-7)	35%	(40)	65%	(75)	116
Educ: < College	36%	(142)	64%	(252)	393
Educ: Bachelors degree	51%	(55)	49%	(52)	106
Educ: Post-grad	45%	(29)	55%	(34)	63
Income: Under 50k	34%	(93)	66%	(183)	276
Income: 50k-100k	42%	(83)	58%	(115)	198
Income: 100k+	55%	(48)	45%	(40)	88
Ethnicity: White	37%	(142)	63%	(242)	384
Ethnicity: Hispanic	50%	(72)	50%	(72)	144
Ethnicity: Afr. Am.	55%	(57)	45%	(47)	105
Ethnicity: Other	34%	(25)	66%	(49)	74

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**Table BRD9\_4:** And do you stream music through any of the following virtual assistants or smart home devices?

Amazon Echo

Demographic	Yes	No	Total N
Adults	40% (225)	60% (338)	563
Relig: Protestant	38% (39)	62% (63)	102
Relig: Roman Catholic	40% (41)	60% (61)	102
Relig: Ath./Agn./None	37% (60)	63% (101)	161
Relig: Something Else	47% (53)	53% (60)	113
Relig: Evangelical	38% (61)	62% (99)	160
Relig: Non-Evang. Catholics	38% (47)	62% (77)	125
Relig: All Christian	38% (108)	62% (176)	285
Relig: All Non-Christian	41% (113)	59% (161)	274
Community: Urban	42% (69)	58% (95)	164
Community: Suburban	43% (103)	57% (137)	240
Community: Rural	33% (53)	67% (106)	159
Employ: Private Sector	37% (73)	63% (125)	198
Employ: Self-Employed	55% (40)	45% (33)	73
Employ: Homemaker	56% (34)	44% (27)	61
Employ: Retired	31% (17)	69% (38)	54
Military HH: Yes	54% (53)	46% (45)	98
Military HH: No	37% (172)	63% (293)	465
RD/WT: Right Direction	48% (108)	52% (118)	226
RD/WT: Wrong Track	35% (117)	65% (220)	337
Strongly Approve	45% (58)	55% (71)	130
Somewhat Approve	42% (44)	58% (60)	104
Somewhat Disapprove	44% (35)	56% (45)	80
Strongly Disapprove	39% (84)	61% (133)	217
#1 Issue: Economy	35% (47)	65% (85)	131
#1 Issue: Security	43% (36)	57% (48)	83
#1 Issue: Health Care	56% (73)	44% (57)	130
#1 Issue: Medicare / Social Security	26% (15)	74% (44)	59
#1 Issue: Education	23% (14)	77% (46)	60
2016 Vote: Democrat Hillary Clinton	40% (76)	60% (114)	190
2016 Vote: Republican Donald Trump	44% (70)	56% (90)	160

Continued on next page

**Table BRD9\_4:** And do you stream music through any of the following virtual assistants or smart home devices?

*Amazon Echo*

Demographic	Yes	No	Total N
Adults	40% (225)	60% (338)	563
2012 Vote: Barack Obama	48% (109)	52% (119)	228
2012 Vote: Mitt Romney	34% (35)	66% (68)	103
2012 Vote: Didn't Vote	34% (75)	66% (146)	221
4-Region: Northeast	52% (53)	48% (48)	101
4-Region: Midwest	37% (38)	63% (65)	102
4-Region: South	39% (83)	61% (132)	215
4-Region: West	35% (51)	65% (94)	145
Streaming Service User	46% (175)	54% (209)	384
Apple Music User	57% (92)	43% (69)	161
Spotify User	51% (107)	49% (105)	212
Pandora User	48% (129)	52% (142)	271
Non-Streaming Service User	28% (50)	72% (129)	179
Non-Streaming Service User/Age: 30-44	23% (14)	77% (46)	60

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD9\_5:** *And do you stream music through any of the following virtual assistants or smart home devices?*  
*Google Home*

Demographic	Yes		No		Total N
Adults	40%	(225)	60%	(338)	563
Gender: Male	45%	(132)	55%	(160)	293
Gender: Female	34%	(93)	66%	(177)	270
Age: 18-29	44%	(81)	56%	(104)	185
Age: 30-44	41%	(79)	59%	(115)	194
Age: 45-54	38%	(31)	62%	(50)	80
Age: 55-64	34%	(20)	66%	(40)	61
PID: Dem (no lean)	36%	(77)	64%	(136)	213
PID: Ind (no lean)	40%	(84)	60%	(125)	208
PID: Rep (no lean)	46%	(65)	54%	(77)	141
PID/Gender: Dem Men	42%	(41)	58%	(57)	98
PID/Gender: Dem Women	31%	(36)	69%	(79)	115
PID/Gender: Ind Men	42%	(46)	58%	(62)	107
PID/Gender: Ind Women	38%	(38)	62%	(63)	101
PID/Gender: Rep Men	52%	(45)	48%	(41)	87
PID/Gender: Rep Women	36%	(19)	64%	(35)	55
Ideo: Liberal (1-3)	42%	(107)	58%	(148)	255
Ideo: Moderate (4)	43%	(47)	57%	(63)	109
Ideo: Conservative (5-7)	37%	(43)	63%	(73)	116
Educ: < College	39%	(152)	61%	(242)	393
Educ: Bachelors degree	44%	(47)	56%	(60)	106
Educ: Post-grad	43%	(27)	57%	(36)	63
Income: Under 50k	42%	(116)	58%	(161)	276
Income: 50k-100k	40%	(80)	60%	(119)	198
Income: 100k+	34%	(30)	66%	(58)	88
Ethnicity: White	37%	(143)	63%	(240)	384
Ethnicity: Hispanic	55%	(79)	45%	(65)	144
Ethnicity: Afr. Am.	39%	(41)	61%	(64)	105
Ethnicity: Other	56%	(41)	44%	(33)	74

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**Table BRD9\_5:** *And do you stream music through any of the following virtual assistants or smart home devices?*  
 Google Home

Demographic	Yes	No	Total N
Adults	40% (225)	60% (338)	563
Relig: Protestant	47% (48)	53% (54)	102
Relig: Roman Catholic	42% (42)	58% (59)	102
Relig: Ath./Agn./None	33% (54)	67% (107)	161
Relig: Something Else	46% (52)	54% (61)	113
Relig: Evangelical	42% (67)	58% (93)	160
Relig: Non-Evang. Catholics	42% (52)	58% (72)	125
Relig: All Christian	42% (119)	58% (166)	285
Relig: All Non-Christian	39% (106)	61% (168)	274
Community: Urban	47% (77)	53% (87)	164
Community: Suburban	34% (82)	66% (158)	240
Community: Rural	42% (66)	58% (93)	159
Employ: Private Sector	42% (84)	58% (114)	198
Employ: Self-Employed	43% (31)	57% (42)	73
Employ: Homemaker	46% (28)	54% (33)	61
Employ: Retired	24% (13)	76% (42)	54
Military HH: Yes	42% (41)	58% (56)	98
Military HH: No	40% (184)	60% (281)	465
RD/WT: Right Direction	51% (116)	49% (110)	226
RD/WT: Wrong Track	32% (109)	68% (228)	337
Strongly Approve	49% (64)	51% (66)	130
Somewhat Approve	51% (53)	49% (51)	104
Somewhat Disapprove	27% (21)	73% (59)	80
Strongly Disapprove	35% (75)	65% (142)	217
#1 Issue: Economy	47% (62)	53% (69)	131
#1 Issue: Security	35% (29)	65% (54)	83
#1 Issue: Health Care	43% (57)	57% (74)	130
#1 Issue: Medicare / Social Security	32% (19)	68% (40)	59
#1 Issue: Education	23% (14)	77% (46)	60
2016 Vote: Democrat Hillary Clinton	40% (76)	60% (115)	190
2016 Vote: Republican Donald Trump	41% (66)	59% (94)	160

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**Table BRD9\_5:** And do you stream music through any of the following virtual assistants or smart home devices?

Google Home

Demographic	Yes	No	Total N
Adults	40% (225)	60% (338)	563
2012 Vote: Barack Obama	41% (93)	59% (134)	228
2012 Vote: Mitt Romney	40% (41)	60% (62)	103
2012 Vote: Didn't Vote	38% (84)	62% (137)	221
4-Region: Northeast	35% (35)	65% (66)	101
4-Region: Midwest	43% (44)	57% (58)	102
4-Region: South	40% (86)	60% (129)	215
4-Region: West	42% (60)	58% (85)	145
Streaming Service User	43% (166)	57% (218)	384
Apple Music User	54% (87)	46% (74)	161
Spotify User	51% (108)	49% (104)	212
Pandora User	44% (119)	56% (152)	271
Non-Streaming Service User	33% (59)	67% (120)	179
Non-Streaming Service User/Age: 30-44	28% (16)	72% (43)	60

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



**Table BRD9\_6:** *And do you stream music through any of the following virtual assistants or smart home devices?*  
*Echo Dot*

Demographic	Yes		No		Total N
Adults	29%	(163)	71%	(399)	563
Gender: Male	35%	(102)	65%	(190)	293
Gender: Female	23%	(61)	77%	(209)	270
Age: 18-29	33%	(62)	67%	(123)	185
Age: 30-44	29%	(57)	71%	(138)	194
Age: 45-54	19%	(15)	81%	(65)	80
Age: 55-64	35%	(21)	65%	(39)	61
PID: Dem (no lean)	28%	(59)	72%	(154)	213
PID: Ind (no lean)	26%	(55)	74%	(153)	208
PID: Rep (no lean)	35%	(50)	65%	(92)	141
PID/Gender: Dem Men	29%	(29)	71%	(70)	98
PID/Gender: Dem Women	26%	(30)	74%	(84)	115
PID/Gender: Ind Men	36%	(38)	64%	(69)	107
PID/Gender: Ind Women	17%	(17)	83%	(84)	101
PID/Gender: Rep Men	41%	(36)	59%	(51)	87
PID/Gender: Rep Women	26%	(14)	74%	(41)	55
Ideo: Liberal (1-3)	35%	(90)	65%	(165)	255
Ideo: Moderate (4)	28%	(30)	72%	(79)	109
Ideo: Conservative (5-7)	27%	(32)	73%	(84)	116
Educ: < College	27%	(106)	73%	(287)	393
Educ: Bachelors degree	27%	(29)	73%	(78)	106
Educ: Post-grad	45%	(29)	55%	(34)	63
Income: Under 50k	25%	(70)	75%	(206)	276
Income: 50k-100k	33%	(66)	67%	(133)	198
Income: 100k+	32%	(28)	68%	(60)	88
Ethnicity: White	28%	(106)	72%	(278)	384
Ethnicity: Hispanic	30%	(44)	70%	(100)	144
Ethnicity: Afr. Am.	38%	(40)	62%	(65)	105
Ethnicity: Other	24%	(18)	76%	(56)	74

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**Table BRD9\_6:** And do you stream music through any of the following virtual assistants or smart home devices?

Echo Dot

Demographic	Yes	No	Total N
Adults	29% (163)	71% (399)	563
Relig: Protestant	29% (29)	71% (73)	102
Relig: Roman Catholic	33% (33)	67% (69)	102
Relig: Ath./Agn./None	27% (43)	73% (118)	161
Relig: Something Else	36% (41)	64% (72)	113
Relig: Evangelical	21% (34)	79% (126)	160
Relig: Non-Evang. Catholics	33% (42)	67% (83)	125
Relig: All Christian	27% (76)	73% (209)	285
Relig: All Non-Christian	31% (84)	69% (190)	274
Community: Urban	32% (53)	68% (111)	164
Community: Suburban	28% (68)	72% (171)	240
Community: Rural	27% (42)	73% (117)	159
Employ: Private Sector	30% (59)	70% (139)	198
Employ: Self-Employed	35% (25)	65% (47)	73
Employ: Homemaker	38% (24)	62% (38)	61
Employ: Retired	23% (12)	77% (42)	54
Military HH: Yes	35% (34)	65% (63)	98
Military HH: No	28% (129)	72% (336)	465
RD/WT: Right Direction	38% (87)	62% (139)	226
RD/WT: Wrong Track	23% (76)	77% (260)	337
Strongly Approve	41% (53)	59% (76)	130
Somewhat Approve	30% (31)	70% (73)	104
Somewhat Disapprove	21% (16)	79% (64)	80
Strongly Disapprove	27% (59)	73% (158)	217
#1 Issue: Economy	29% (39)	71% (93)	131
#1 Issue: Security	28% (23)	72% (60)	83
#1 Issue: Health Care	37% (48)	63% (83)	130
#1 Issue: Medicare / Social Security	18% (11)	82% (49)	59
#1 Issue: Education	33% (20)	67% (40)	60
2016 Vote: Democrat Hillary Clinton	34% (64)	66% (126)	190
2016 Vote: Republican Donald Trump	34% (54)	66% (106)	160

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**Table BRD9\_6:** And do you stream music through any of the following virtual assistants or smart home devices?  
 Echo Dot

Demographic	Yes		No		Total N
Adults	29%	(163)	71%	(399)	563
2012 Vote: Barack Obama	31%	(71)	69%	(157)	228
2012 Vote: Mitt Romney	33%	(34)	67%	(69)	103
2012 Vote: Didn't Vote	25%	(54)	75%	(167)	221
4-Region: Northeast	30%	(30)	70%	(71)	101
4-Region: Midwest	31%	(32)	69%	(70)	102
4-Region: South	28%	(60)	72%	(155)	215
4-Region: West	29%	(41)	71%	(103)	145
Streaming Service User	30%	(116)	70%	(268)	384
Apple Music User	39%	(62)	61%	(99)	161
Spotify User	37%	(78)	63%	(133)	212
Pandora User	35%	(95)	65%	(175)	271
Non-Streaming Service User	26%	(47)	74%	(132)	179
Non-Streaming Service User/Age: 30-44	26%	(15)	74%	(44)	60

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD10:** Do you have a personal or family subscription plan for music streaming services?

Demographic	Personal		Family		Both		Total N
Adults	71%	(693)	19%	(185)	10%	(93)	971
Gender: Male	67%	(307)	23%	(104)	10%	(47)	457
Gender: Female	75%	(386)	16%	(82)	9%	(46)	514
Age: 18-29	70%	(226)	19%	(61)	12%	(38)	324
Age: 30-44	67%	(222)	22%	(71)	11%	(36)	329
Age: 45-54	72%	(95)	19%	(25)	9%	(12)	133
Age: 55-64	81%	(91)	15%	(17)	4%	(5)	112
Age: 65+	82%	(60)	15%	(11)	3%	(2)	73
PID: Dem (no lean)	69%	(267)	20%	(78)	11%	(42)	387
PID: Ind (no lean)	74%	(277)	15%	(55)	11%	(40)	373
PID: Rep (no lean)	71%	(150)	24%	(52)	5%	(11)	212
PID/Gender: Dem Men	64%	(103)	25%	(39)	11%	(18)	160
PID/Gender: Dem Women	72%	(164)	17%	(39)	11%	(24)	227
PID/Gender: Ind Men	72%	(132)	16%	(29)	13%	(23)	183
PID/Gender: Ind Women	77%	(145)	14%	(27)	9%	(17)	189
PID/Gender: Rep Men	64%	(73)	31%	(36)	5%	(6)	114
PID/Gender: Rep Women	79%	(77)	16%	(16)	5%	(5)	98
Ideo: Liberal (1-3)	64%	(260)	25%	(104)	11%	(45)	409
Ideo: Moderate (4)	80%	(162)	12%	(25)	8%	(16)	202
Ideo: Conservative (5-7)	72%	(157)	21%	(45)	7%	(15)	217
Educ: < College	71%	(497)	19%	(131)	10%	(69)	697
Educ: Bachelors degree	70%	(122)	21%	(36)	9%	(15)	174
Educ: Post-grad	73%	(74)	18%	(18)	9%	(9)	101
Income: Under 50k	76%	(407)	14%	(77)	10%	(53)	537
Income: 50k-100k	68%	(207)	24%	(72)	8%	(25)	305
Income: 100k+	61%	(79)	28%	(36)	11%	(14)	129
Ethnicity: White	68%	(467)	23%	(156)	9%	(59)	683
Ethnicity: Hispanic	64%	(146)	21%	(48)	15%	(33)	226
Ethnicity: Afr. Am.	79%	(143)	12%	(21)	9%	(16)	180
Ethnicity: Other	76%	(83)	8%	(8)	16%	(17)	108

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**Table BRD10:** Do you have a personal or family subscription plan for music streaming services?

Demographic	Personal		Family		Both		Total N
Adults	71%	(693)	19%	(185)	10%	(93)	971
Relig: Protestant	75%	(122)	16%	(27)	9%	(14)	163
Relig: Roman Catholic	69%	(131)	17%	(33)	14%	(26)	190
Relig: Ath./Agn./None	70%	(231)	21%	(68)	10%	(33)	332
Relig: Something Else	68%	(103)	21%	(32)	11%	(17)	152
Relig: Evangelical	75%	(182)	19%	(45)	7%	(17)	245
Relig: Non-Evang. Catholics	72%	(170)	17%	(40)	11%	(27)	236
Relig: All Christian	73%	(352)	18%	(85)	9%	(44)	481
Relig: All Non-Christian	69%	(335)	21%	(100)	10%	(49)	484
Community: Urban	78%	(226)	16%	(48)	6%	(17)	291
Community: Suburban	66%	(267)	23%	(92)	12%	(48)	407
Community: Rural	73%	(200)	17%	(46)	10%	(28)	273
Employ: Private Sector	69%	(224)	20%	(67)	10%	(34)	325
Employ: Government	69%	(52)	23%	(17)	9%	(7)	76
Employ: Self-Employed	67%	(76)	24%	(27)	9%	(11)	114
Employ: Homemaker	64%	(56)	20%	(18)	15%	(13)	87
Employ: Student	75%	(51)	20%	(14)	5%	(4)	69
Employ: Retired	83%	(78)	12%	(11)	5%	(5)	94
Employ: Unemployed	73%	(82)	17%	(19)	10%	(12)	113
Employ: Other	78%	(73)	13%	(12)	9%	(8)	94
Military HH: Yes	63%	(102)	25%	(41)	11%	(18)	162
Military HH: No	73%	(591)	18%	(144)	9%	(74)	809
RD/WT: Right Direction	68%	(216)	21%	(66)	12%	(37)	319
RD/WT: Wrong Track	73%	(477)	18%	(120)	9%	(56)	653
Strongly Approve	65%	(110)	24%	(41)	11%	(18)	169
Somewhat Approve	65%	(111)	23%	(40)	12%	(20)	171
Somewhat Disapprove	73%	(103)	21%	(29)	7%	(9)	142
Strongly Disapprove	73%	(299)	17%	(69)	10%	(39)	407
Dont Know / No Opinion	85%	(70)	8%	(6)	8%	(6)	82

Continued on next page

**Table BRD10:** Do you have a personal or family subscription plan for music streaming services?

Demographic	Personal		Family		Both		Total N
Adults	71%	(693)	19%	(185)	10%	(93)	971
#1 Issue: Economy	72%	(157)	16%	(36)	12%	(26)	220
#1 Issue: Security	71%	(134)	21%	(40)	8%	(15)	188
#1 Issue: Health Care	69%	(139)	21%	(42)	10%	(20)	201
#1 Issue: Medicare / Social Security	83%	(77)	12%	(11)	5%	(5)	92
#1 Issue: Women's Issues	72%	(59)	20%	(16)	8%	(7)	82
#1 Issue: Education	67%	(68)	21%	(21)	12%	(12)	101
2016 Vote: Democrat Hillary Clinton	72%	(227)	18%	(57)	10%	(32)	315
2016 Vote: Republican Donald Trump	72%	(178)	20%	(50)	7%	(18)	247
2016 Vote: Someone else	68%	(50)	22%	(16)	11%	(8)	74
2012 Vote: Barack Obama	69%	(273)	20%	(78)	11%	(43)	394
2012 Vote: Mitt Romney	75%	(124)	21%	(34)	5%	(8)	166
2012 Vote: Didn't Vote	72%	(281)	18%	(69)	10%	(40)	390
4-Region: Northeast	68%	(120)	23%	(41)	9%	(16)	177
4-Region: Midwest	64%	(109)	21%	(36)	15%	(26)	171
4-Region: South	75%	(278)	16%	(60)	8%	(31)	368
4-Region: West	73%	(187)	19%	(48)	8%	(20)	255
Streaming Service User	71%	(693)	19%	(185)	10%	(93)	971
Apple Music User	60%	(198)	26%	(87)	14%	(45)	331
Spotify User	69%	(325)	20%	(92)	12%	(55)	472
Pandora User	72%	(469)	17%	(112)	11%	(74)	654

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD11: Do you share your family plan with friends?**

Demographic	Yes		No		Total N
Adults	29%	(82)	71%	(197)	278
Gender: Male	39%	(59)	61%	(91)	150
Gender: Female	18%	(23)	82%	(105)	128
Age: 18-29	34%	(33)	66%	(65)	98
Age: 30-44	36%	(39)	64%	(69)	107
PID: Dem (no lean)	26%	(31)	74%	(90)	120
PID: Ind (no lean)	25%	(24)	75%	(72)	96
PID: Rep (no lean)	44%	(27)	56%	(35)	62
PID/Gender: Dem Men	38%	(22)	62%	(35)	57
PID/Gender: Dem Women	14%	(9)	86%	(54)	63
PID/Gender: Ind Men	27%	(14)	73%	(38)	52
Ideo: Liberal (1-3)	32%	(47)	68%	(101)	149
Ideo: Conservative (5-7)	28%	(17)	72%	(43)	60
Educ: < College	29%	(59)	71%	(141)	200
Educ: Bachelors degree	25%	(13)	75%	(38)	51
Income: Under 50k	28%	(36)	72%	(94)	130
Income: 50k-100k	35%	(34)	65%	(63)	98
Income: 100k+	22%	(11)	78%	(39)	50
Ethnicity: White	31%	(66)	69%	(149)	215
Ethnicity: Hispanic	29%	(23)	71%	(57)	81
Relig: Roman Catholic	23%	(13)	77%	(45)	59
Relig: Ath./Agn./None	30%	(30)	70%	(71)	101
Relig: Evangelical	34%	(21)	66%	(41)	62
Relig: Non-Evang. Catholics	20%	(13)	80%	(53)	66
Relig: All Christian	27%	(35)	73%	(94)	129
Relig: All Non-Christian	31%	(47)	69%	(102)	149
Community: Urban	41%	(26)	59%	(39)	65
Community: Suburban	22%	(31)	78%	(108)	140
Community: Rural	33%	(24)	67%	(50)	74
Employ: Private Sector	24%	(24)	76%	(77)	100

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**Table BRD11: Do you share your family plan with friends?**

Demographic	Yes	No	Total N
Adults	29% (82)	71% (197)	278
Military HH: Yes	31% (18)	69% (41)	60
Military HH: No	29% (63)	71% (155)	219
RD/WT: Right Direction	35% (36)	65% (67)	103
RD/WT: Wrong Track	26% (46)	74% (130)	176
Strongly Approve	51% (30)	49% (29)	59
Somewhat Approve	29% (18)	71% (42)	60
Strongly Disapprove	26% (28)	74% (80)	108
#1 Issue: Economy	27% (17)	73% (46)	62
#1 Issue: Security	30% (16)	70% (38)	55
#1 Issue: Health Care	43% (27)	57% (36)	62
2016 Vote: Democrat Hillary Clinton	23% (20)	77% (68)	88
2016 Vote: Republican Donald Trump	39% (27)	61% (42)	69
2012 Vote: Barack Obama	30% (36)	70% (85)	121
2012 Vote: Didn't Vote	32% (35)	68% (74)	110
4-Region: Northeast	6% (3)	94% (54)	57
4-Region: Midwest	34% (21)	66% (41)	62
4-Region: South	41% (37)	59% (54)	91
4-Region: West	29% (20)	71% (48)	68
Streaming Service User	29% (82)	71% (197)	278
Apple Music User	30% (40)	70% (92)	132
Spotify User	36% (52)	64% (95)	147
Pandora User	34% (63)	66% (123)	186

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2201	100%
xdemGender	Gender: Male	1060	48%
	Gender: Female	1141	52%
	N	2201	
age5	Age: 18-29	448	20%
	Age: 30-44	588	27%
	Age: 45-54	363	16%
	Age: 55-64	405	18%
	Age: 65+	398	18%
	N	2201	
xpid3	PID: Dem (no lean)	744	34%
	PID: Ind (no lean)	841	38%
	PID: Rep (no lean)	615	28%
	N	2201	
xpidGender	PID/Gender: Dem Men	301	14%
	PID/Gender: Dem Women	444	20%
	PID/Gender: Ind Men	445	20%
	PID/Gender: Ind Women	396	18%
	PID/Gender: Rep Men	313	14%
	PID/Gender: Rep Women	302	14%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	751	34%
	Ideo: Moderate (4)	512	23%
	Ideo: Conservative (5-7)	630	29%
	N	1893	
xeduc3	Educ: < College	1567	71%
	Educ: Bachelors degree	416	19%
	Educ: Post-grad	219	10%
	N	2201	
xdemInc3	Income: Under 50k	1229	56%
	Income: 50k-100k	698	32%
	Income: 100k+	274	12%
	N	2201	
xdemWhite	Ethnicity: White	1750	80%
xdemHispBin	Ethnicity: Hispanic	329	15%

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
demBlackBin	Ethnicity: Afr. Am.	269	12%
demRaceOther	Ethnicity: Other	182	8%
xrelNet	Relig: Protestant	547	25%
	Relig: Roman Catholic	420	19%
	Relig: Ath./Agn./None	656	30%
	Relig: Something Else	323	15%
	N	1946	
xreligion1	Relig: Jewish	67	3%
xreligion2	Relig: Evangelical	583	26%
	Relig: Non-Evang. Catholics	627	28%
	N	1210	
xreligion3	Relig: All Christian	1210	55%
	Relig: All Non-Christian	979	45%
	N	2189	
xdemUsr	Community: Urban	559	25%
	Community: Suburban	982	45%
	Community: Rural	660	30%
	N	2201	
xdemEmploy	Employ: Private Sector	708	32%
	Employ: Government	124	6%
	Employ: Self-Employed	196	9%
	Employ: Homemaker	194	9%
	Employ: Student	103	5%
	Employ: Retired	480	22%
	Employ: Unemployed	199	9%
	Employ: Other	196	9%
	N	2201	
xdemMilHH1	Military HH: Yes	381	17%
	Military HH: No	1820	83%
	N	2201	
xnrl	RD/WT: Right Direction	857	39%
	RD/WT: Wrong Track	1344	61%
	N	2201	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
Q172	Strongly Approve	424	19%
	Somewhat Approve	460	21%
	Somewhat Disapprove	292	13%
	Strongly Disapprove	843	38%
	Dont Know / No Opinion	180	8%
	N	2201	
xnr3	#1 Issue: Economy	544	25%
	#1 Issue: Security	419	19%
	#1 Issue: Health Care	424	19%
	#1 Issue: Medicare / Social Security	329	15%
	#1 Issue: Women's Issues	118	5%
	#1 Issue: Education	170	8%
	#1 Issue: Energy	79	4%
	#1 Issue: Other	118	5%
	N	2201	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	674	31%
	2016 Vote: Republican Donald Trump	692	31%
	2016 Vote: Someone else	196	9%
	N	1562	
xsubVote12O	2012 Vote: Barack Obama	876	40%
	2012 Vote: Mitt Romney	534	24%
	2012 Vote: Other	76	3%
	2012 Vote: Didn't Vote	715	32%
	N	2201	
xreg4	4-Region: Northeast	402	18%
	4-Region: Midwest	474	22%
	4-Region: South	815	37%
	4-Region: West	511	23%
	N	2201	
BRDdem1	Streaming Service User	971	44%
BRDdem2	Apple Music User	331	15%
BRDdem3	Spotify User	472	21%
BRDdem4	Pandora User	654	30%
BRDdem5	Non-Streaming Service User	1230	56%

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
BRDdem6	Non-Streaming Service User/Age: 18-29	124	6%
	Non-Streaming Service User/Age: 30-44	258	12%
	Non-Streaming Service User/Age: 45-54	230	10%
	Non-Streaming Service User/Age: 55-64	293	13%
	Non-Streaming Service User/Age: 65+	324	15%
	<i>N</i>	1230	

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

