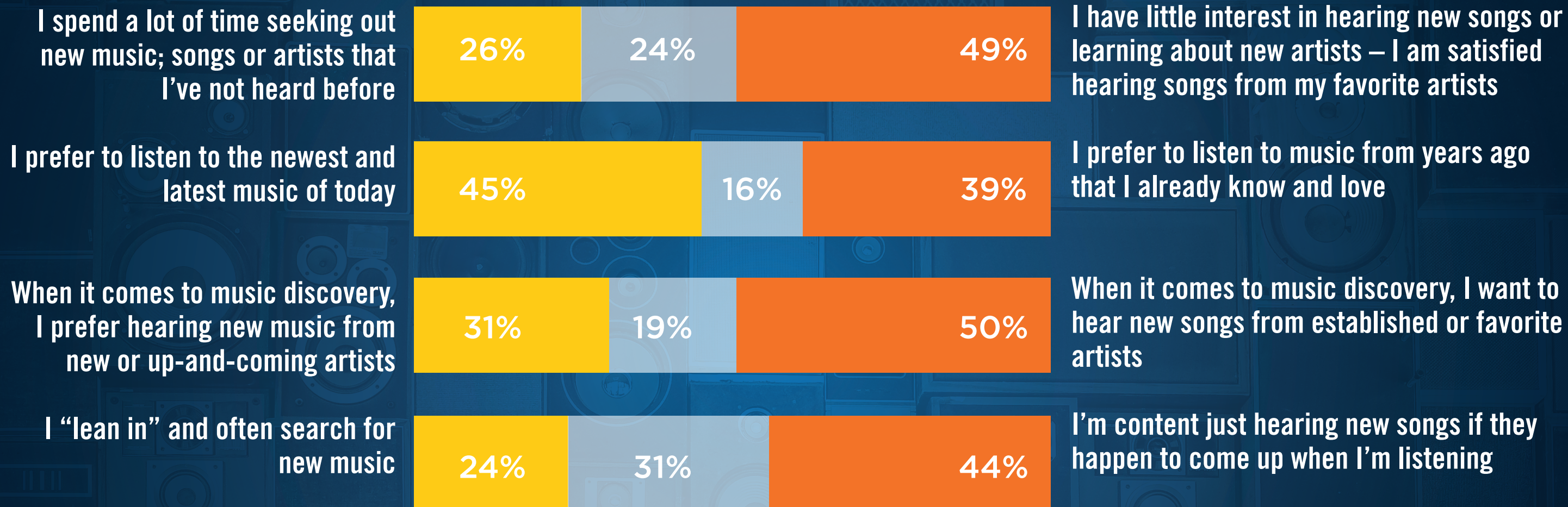


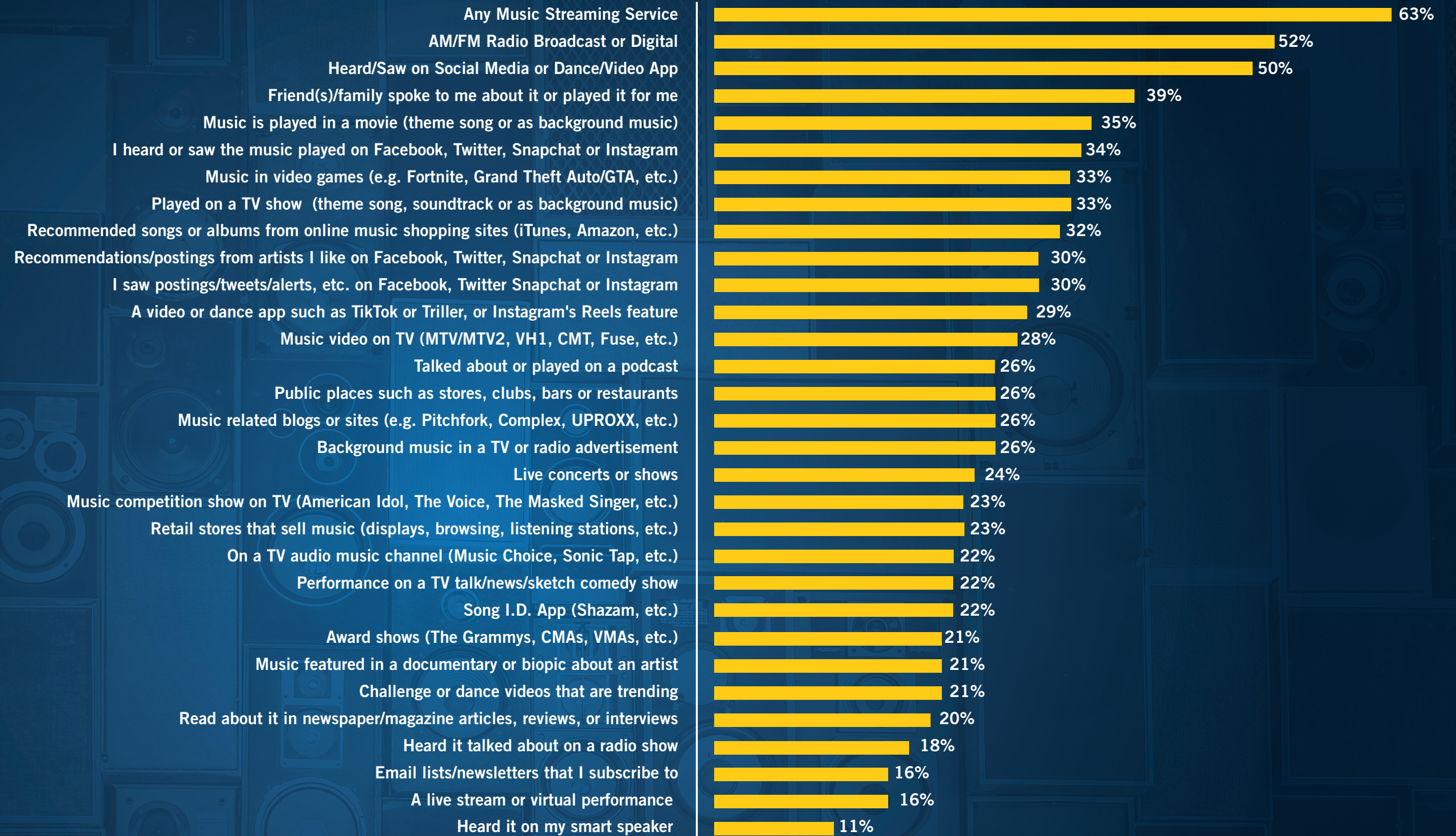
WHICH BEST DESCRIBES INTERESTS OR PREFERENCES?



SOURCES

Which of the following sources do you find most helpful for hearing or learning about new songs and artists, or for rediscovering songs and artists?

If you are an active “music discoverer?” Which sources do you rely on most for music discovery?

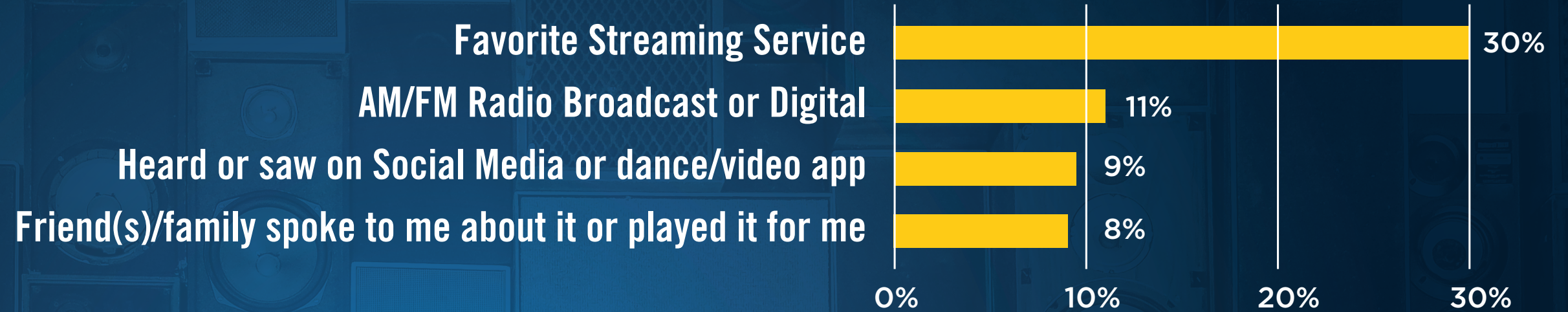


INFLUENCES

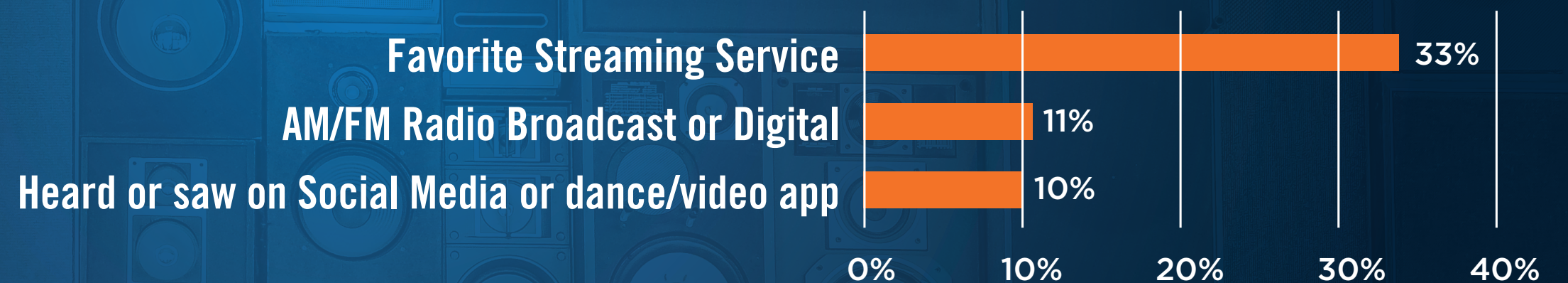
Thinking specifically about new songs and artists that you had not heard before or were not familiar with, which one of these sources is most influential to your discovery of them?

Now thinking specifically about music that you had heard before and were familiar with, which one of these sources is most influential to your re-discovery?

Most Influential: New Music Discovery

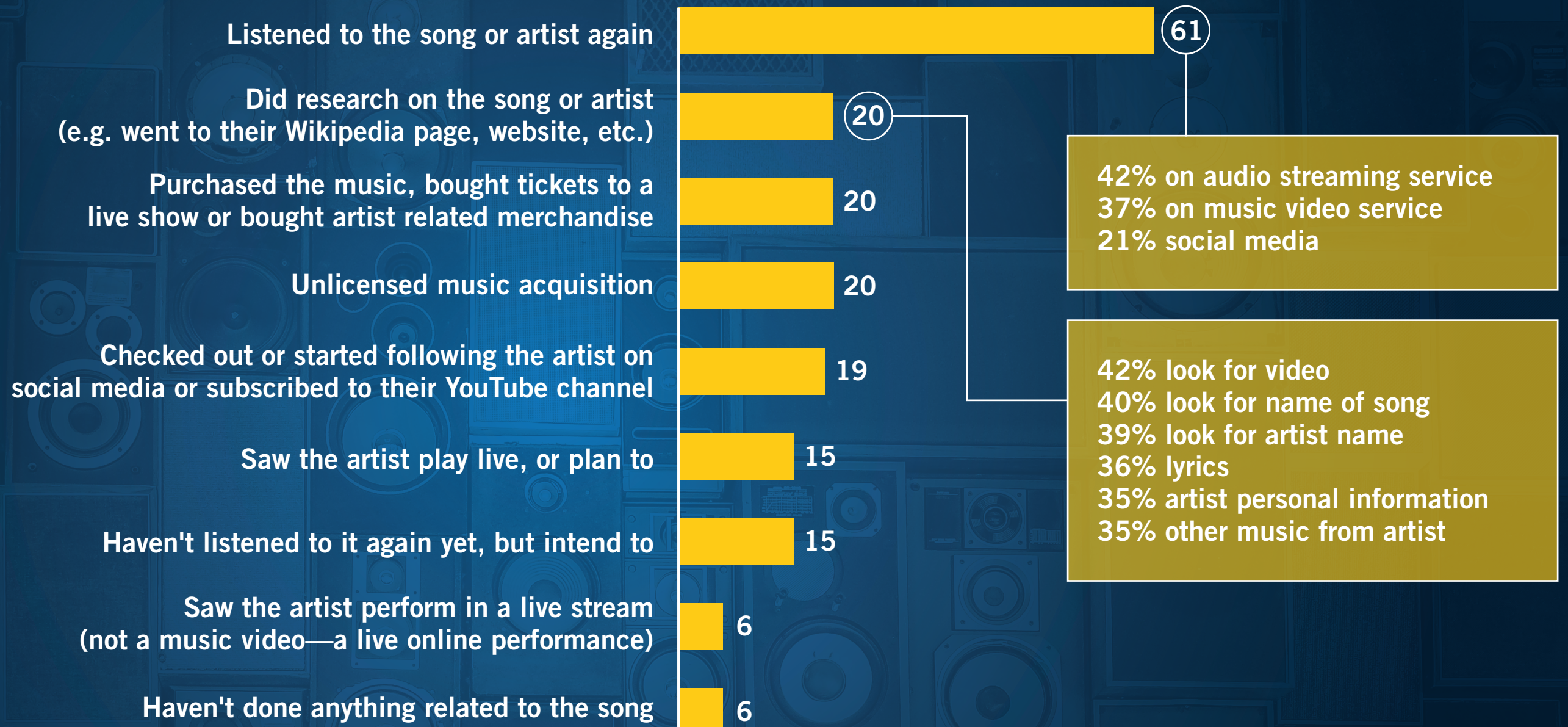


Most Influential: Re-discovery



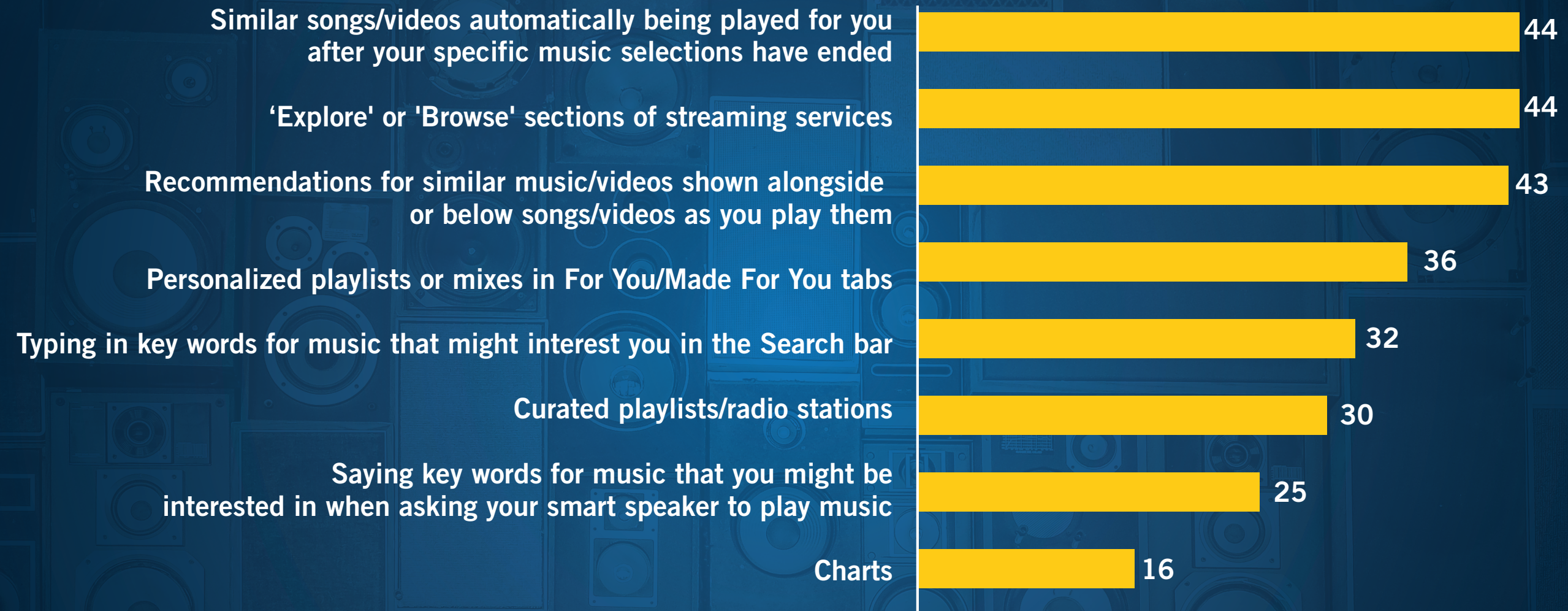
ACTIONS

What have you done since first hearing the song?



FEATURES

Streaming Features Relied on Most for Discovery



INSPIRATION

Thinking about an artist whose music you have not listened to before; besides the music itself, which of the following would be very important in inspiring you to give them a listen?

