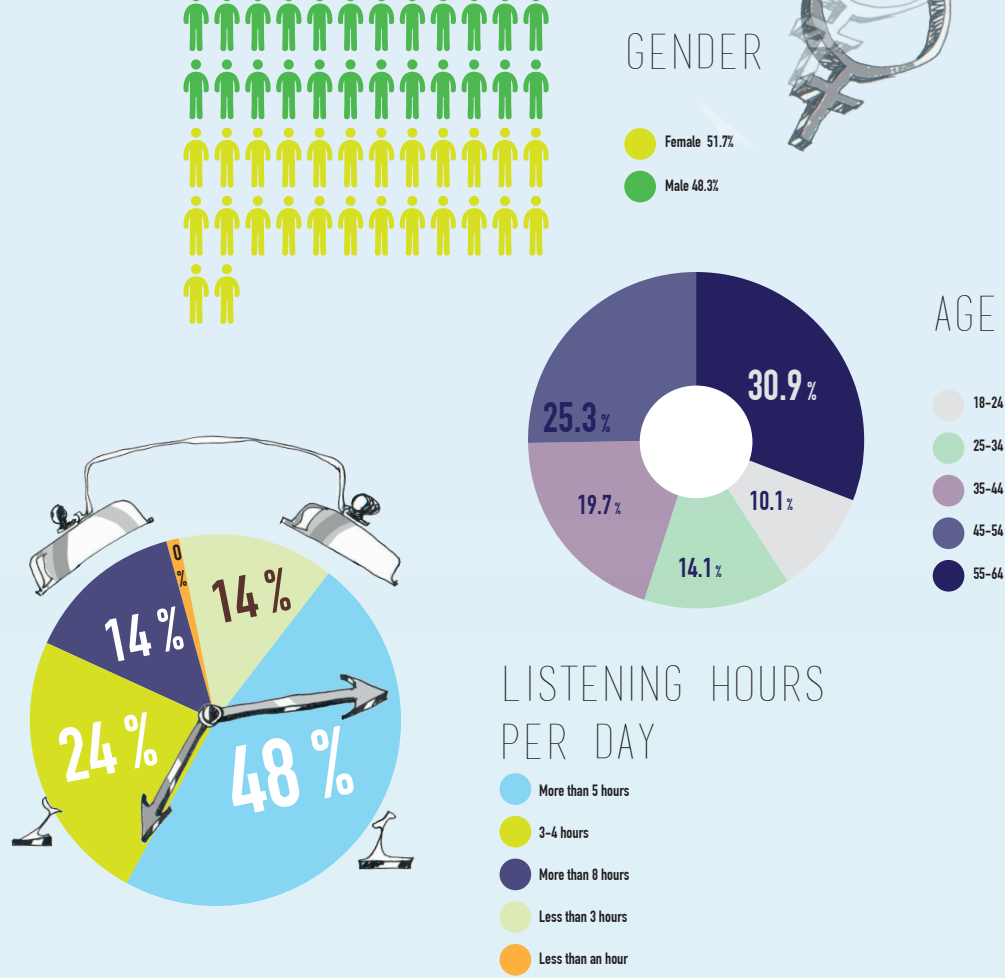
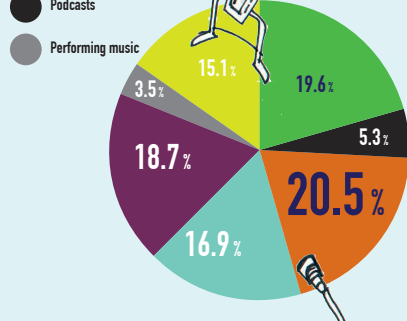


GENERAL MUSIC LISTENING



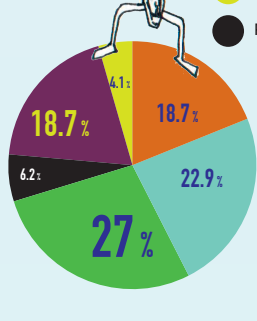
EVERYDAY LISTENING METHOD

- Physical formats
- Radio
- MP3/Digital files
- Streaming
- Livemusic
- Podcasts
- Performing music



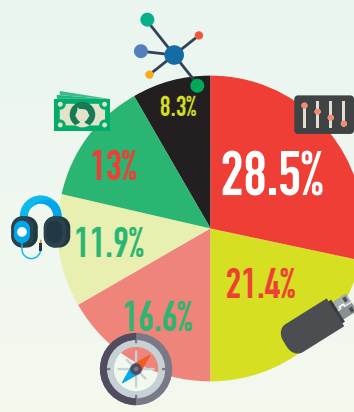
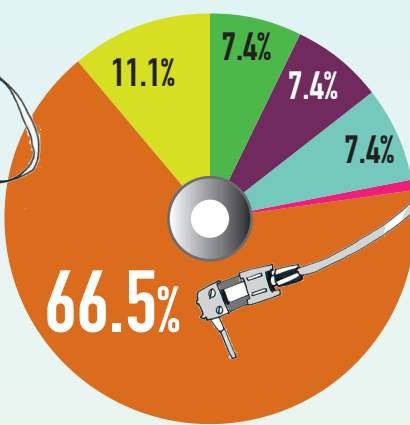
MOST USED LISTENING METHOD

- Radio
- Streaming
- MP3/Digital files
- Physical formats
- Live Music
- Podcasts



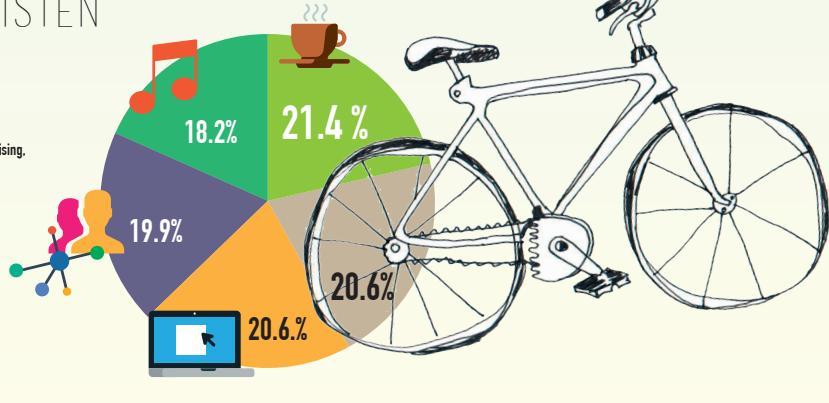
FAVOURITE LISTENING METHOD

- Radio
- Streaming
- MP3/Digital files
- Podcasts
- Physical formats
- Live Music



I LIKE TO LISTEN TO MUSIC...

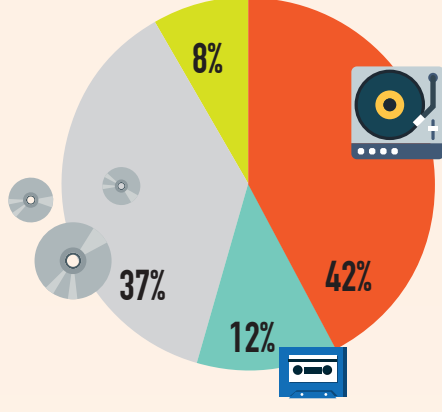
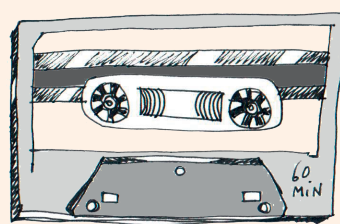
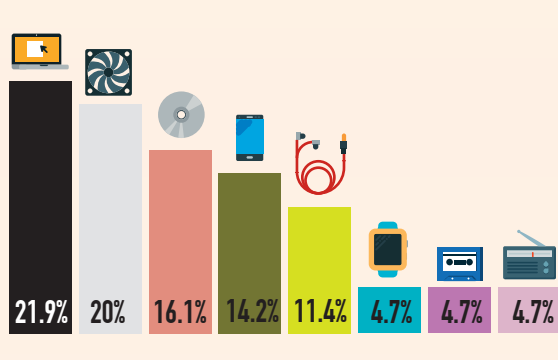
- To relax
- Whilst doing something else (e.g. exercising, housework)
- Whilst working
- When socialising
- As background



TECHNOLOGY FORMATS &

DEVICES USED

- Analog radio
- Cassette deck
- Others
- MP3 player
- Smart phone
- CD player
- Vinyl turntable
- Digital radio

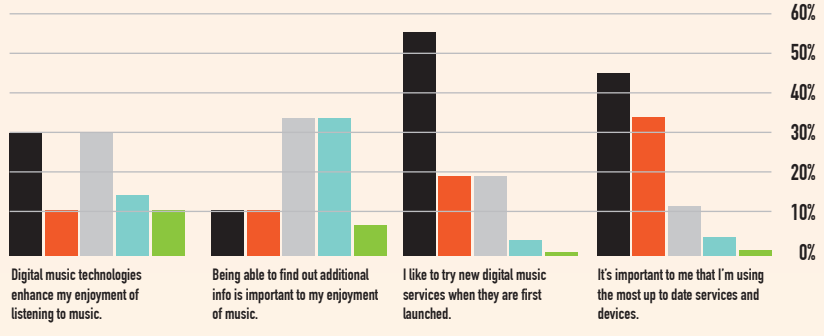


PHYSICAL MUSIC FORMATS REGULARLY USED

- Vinyl
- Cassette
- CD
- I don't listen to physical formats

TECHNOLOGY

- Not at all true
- Somewhat true
- Neither true/Untrue
- Quite true
- Very true



RECOMMENDATION DISCOVERY &

RECOMMENDATION



- Not at all true
- Sometimes
- Often
- All the time

