

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

SGB2_Q0. To what extent, if at all, would you say you are a big music fan (e.g. regularly play/ listen to music etc.)?

Unweighted base	2069	961	1108	178	314	364	354	859	1262	807
Base: All GB Adults online	2069	1003	1066	230	321	356	349	813	1179	890
Very big music fan	22%	25%	19%	35%	29%	23%	20%	16%	23%	21%
Fairly big music fan	46%	45%	47%	46%	47%	48%	48%	44%	44%	48%
Not a very big fan of music	25%	24%	27%	14%	17%	23%	25%	33%	27%	23%
Not a music fan at all	5%	5%	5%	2%	5%	3%	6%	7%	5%	6%
Don't know	1%	1%	1%	4%	1%	3%	1%	1%	1%	2%

SGB_Q1. For the following question, by "music streaming service", we mean a service which allows you to listen to (i.e. "stream") music without needing to download the music on to your device.

Thinking about paid-for subscriptions only...

Which, if any, of the following music streaming services do you currently have access to and listen to? (Please select all that apply)

Unweighted base	2069	961	1108	178	314	364	354	859	1262	807
Base: All GB Adults online	2069	1003	1066	230	321	356	349	813	1179	890
Apple Music	10%	10%	10%	17%	13%	13%	10%	6%	11%	8%
Spotify	29%	30%	29%	57%	46%	30%	30%	15%	32%	26%
Deezer	2%	2%	2%	2%	2%	1%	3%	1%	1%	2%
Amazon Music	18%	19%	18%	6%	13%	23%	22%	20%	18%	18%
SoundCloud	3%	4%	2%	5%	5%	2%	4%	2%	3%	3%
YouTube Music	11%	11%	11%	12%	10%	13%	12%	9%	10%	12%
Tidal	1%	1%	0%	3%	1%	0%	1%	0%	1%	1%
Other	2%	2%	1%	2%	1%	2%	3%	2%	2%	2%
Don't know/ can't recall	1%	1%	0%	-	0%	2%	1%	1%	1%	1%
Not applicable - I do not currently have access to and listen to a music streaming service	44%	43%	46%	16%	30%	35%	44%	63%	42%	48%

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GB18 Sample: 24th - 25th August 2020

Total	Region							
	North	Midlands	East	London	South	England	Wales	Scotland

SGB2_Q0. To what extent, if at all, would you say you are a big music fan (e.g. regularly play/ listen to music etc.)?

Unweighted base	2069	509	346	200	235	490	1780	105	184
Base: All GB Adults online	2069	494	341	195	279	477	1788	101	180
Very big music fan	22%	25%	19%	22%	20%	22%	22%	20%	24%
Fairly big music fan	46%	43%	49%	41%	46%	48%	46%	54%	43%
Not a very big fan of music	25%	25%	25%	28%	26%	25%	25%	20%	28%
Not a music fan at all	5%	5%	6%	9%	5%	5%	6%	2%	4%
Don't know	1%	2%	1%	-	2%	1%	1%	3%	1%

SGB_Q1. For the following question, by "music streaming service", we mean a service which allows you to listen to (i.e. "stream") music without needing to download the music on to your device.

Thinking about paid-for subscriptions only...

Which, if any, of the following music streaming services do you currently have access to and listen to? (Please select all that apply)

Unweighted base	2069	509	346	200	235	490	1780	105	184
Base: All GB Adults online	2069	494	341	195	279	477	1788	101	180
Apple Music	10%	9%	10%	13%	9%	10%	10%	9%	12%
Spotify	29%	28%	28%	25%	25%	33%	29%	34%	36%
Deezer	2%	2%	3%	2%	1%	1%	2%	-	-
Amazon Music	18%	17%	22%	21%	10%	19%	18%	17%	22%
SoundCloud	3%	5%	3%	1%	5%	1%	3%	3%	4%
YouTube Music	11%	11%	11%	12%	10%	10%	11%	14%	11%
Tidal	1%	1%	1%	1%	0%	1%	1%	-	1%
Other	2%	2%	2%	2%	2%	1%	2%	2%	2%
Don't know/ can't recall	1%	1%	0%	2%	1%	0%	1%	1%	1%
Not applicable - I do not currently have access to and listen to a music streaming service	44%	46%	44%	44%	52%	41%	45%	44%	40%

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Total	For the following question, by "music streaming service", we mean a service which allows you to listen to (i.e. "stream") music without needing to download the music on to your device. Thinking about paid-for subscriptions only... Which, if any, of the following music streaming services do you currently have access to and listen to? (Please select all that apply)									
	Apple Music	Spotify	Deezer	Amazon Music	SoundCloud	YouTube Music	Tidal	Other	Don't know/ can't recall	N/A - I do not currently have access to and listen to a music streaming

SGB2_Q0. To what extent, if at all, would you say you are a big music fan (e.g. regularly play/ listen to music etc.)?

	2069	203	600	31	389	61	225	11	38	17	935
Unweighted base	2069	203	600	31	389	61	225	11	38	17	935
Base: All GB Adults online	2069	207	610	32	374	64	227	14	38	16	920
Very big music fan	22%	30%	30%	27%	23%	48%	31%	31%	52%	12%	14%
Fairly big music fan	46%	54%	53%	47%	51%	41%	50%	69%	34%	34%	41%
Not a very big fan of music	25%	16%	15%	27%	23%	4%	15%	-	10%	48%	34%
Not a music fan at all	5%	-	2%	-	2%	1%	2%	-	-	-	9%
Don't know	1%	0%	1%	-	1%	6%	2%	-	4%	6%	2%

SGB_Q1. For the following question, by "music streaming service", we mean a service which allows you to listen to (i.e. "stream") music without needing to download the music on to your device.

Thinking about paid-for subscriptions only...

Which, if any, of the following music streaming services do you currently have access to and listen to? (Please select all that apply)

	2069	203	600	31	389	61	225	11	38	17	935
Unweighted base	2069	203	600	31	389	61	225	11	38	17	935
Base: All GB Adults online	2069	207	610	32	374	64	227	14	38	16	920
Apple Music	10%	100%	8%	23%	15%	20%	15%	36%	6%	-	-
Spotify	29%	23%	100%	46%	32%	67%	39%	28%	26%	-	-
Deezer	2%	3%	2%	100%	3%	9%	4%	12%	2%	-	-
Amazon Music	18%	28%	19%	36%	100%	26%	34%	6%	20%	-	-
SoundCloud	3%	6%	7%	18%	4%	100%	14%	14%	13%	-	-
YouTube Music	11%	16%	14%	31%	20%	49%	100%	-	17%	-	-
Tidal	1%	2%	1%	5%	0%	3%	-	100%	-	-	-
Other	2%	1%	2%	3%	2%	8%	3%	-	100%	-	-
Don't know/ can't recall	1%	-	-	-	-	-	-	-	-	100%	-
Not applicable - I do not currently have access to and listen to a music streaming service	44%	-	-	-	-	-	-	-	-	-	100%

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GB18 Sample: 24th - 25th August 2020

Total	Music streaming service used MOST often								
	Apple Music	Spotify	Deezer	Amazon Music	SoundCloud	YouTube Music	Tidal	Other	Don't know/ can't recall

SGB2_Q0. To what extent, if at all, would you say you are a big music fan (e.g. regularly play/ listen to music etc.)?

Unweighted base	2069	143	514	13	253	5	138	7	26	18
Base: All GB Adults online	2069	151	526	13	242	6	143	8	26	17
Very big music fan	22%	31%	30%	36%	22%	42%	31%	43%	57%	5%
Fairly big music fan	46%	51%	53%	28%	50%	23%	47%	57%	26%	43%
Not a very big fan of music	25%	18%	14%	36%	24%	-	17%	-	11%	47%
Not a music fan at all	5%	-	2%	-	3%	14%	3%	-	-	-
Don't know	1%	-	1%	-	1%	21%	2%	-	7%	5%

SGB_Q1. For the following question, by "music streaming service", we mean a service which allows you to listen to (i.e. "stream") music without needing to download the music on to your device.

Thinking about paid-for subscriptions only...

Which, if any, of the following music streaming services do you currently have access to and listen to? (Please select all that apply)

Unweighted base	2069	143	514	13	253	5	138	7	26	18
Base: All GB Adults online	2069	151	526	13	242	6	143	8	26	17
Apple Music	10%	100%	4%	-	5%	-	9%	-	5%	47%
Spotify	29%	8%	100%	7%	12%	15%	19%	25%	19%	43%
Deezer	2%	3%	1%	100%	1%	15%	1%	-	4%	13%
Amazon Music	18%	15%	12%	6%	100%	15%	19%	-	5%	80%
SoundCloud	3%	3%	6%	-	1%	100%	11%	11%	3%	15%
YouTube Music	11%	6%	9%	-	8%	15%	100%	-	5%	47%
Tidal	1%	3%	0%	-	-	-	-	100%	-	-
Other	2%	-	1%	-	2%	-	3%	-	100%	-
Don't know/ can't recall	1%	-	-	-	-	-	-	-	-	-
Not applicable - I do not currently have access to and listen to a music streaming service	44%	-	-	-	-	-	-	-	-	-

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Total	Thinking about an average day... Approximately, how long do you spend listening to music via this music streaming service? (Please select the option that best applies. If you are unsure, please provide your best estimate)									
	Up to 30 minutes	More than 30 minutes, up to 1 hour	More than 1 hour, up to 2 hours	More than 2 hours, up to 3 hours	More than 3 hours, up to 4 hours	More than 4 hours, up to 5 hours	More than 5 hours, up to 6 hours	More than 6 hours	Don't know/ can't recall	N/A – I would not use this music streaming service in an

SGB2_Q0. To what extent, if at all, would you say you are a big music fan (e.g. regularly play/ listen to music etc.)?

Unweighted base	2069	297	266	185	92	48	27	12	22	55	95
Base: All GB Adults online	2069	290	275	194	94	48	30	13	22	59	92
Very big music fan	22%	13%	24%	41%	56%	58%	61%	75%	65%	16%	15%
Fairly big music fan	46%	53%	63%	49%	40%	38%	39%	25%	31%	41%	43%
Not a very big fan of music	25%	31%	12%	9%	3%	4%	-	-	-	27%	33%
Not a music fan at all	5%	2%	1%	0%	1%	-	-	-	4%	2%	9%
Don't know	1%	1%	0%	-	-	-	-	-	-	14%	-

SGB_Q1. For the following question, by "music streaming service", we mean a service which allows you to listen to (i.e. "stream") music without needing to download the music on to your device.

Thinking about paid-for subscriptions only...

Which, if any, of the following music streaming services do you currently have access to and listen to? (Please select all that apply)

Unweighted base	2069	297	266	185	92	48	27	12	22	55	95
Base: All GB Adults online	2069	290	275	194	94	48	30	13	22	59	92
Apple Music	10%	15%	21%	21%	19%	20%	14%	-	34%	18%	10%
Spotify	29%	52%	53%	57%	63%	64%	69%	93%	55%	44%	39%
Deezer	2%	3%	2%	2%	5%	6%	-	7%	-	3%	2%
Amazon Music	18%	39%	34%	28%	24%	15%	23%	7%	27%	30%	43%
SoundCloud	3%	4%	6%	6%	10%	2%	4%	-	7%	11%	5%
YouTube Music	11%	19%	17%	22%	22%	26%	10%	21%	14%	26%	17%
Tidal	1%	1%	2%	1%	6%	-	3%	-	-	-	-
Other	2%	1%	4%	1%	4%	2%	7%	7%	26%	3%	6%
Don't know/ can't recall	1%	-	-	-	-	-	-	-	-	-	-
Not applicable - I do not currently have access to and listen to a music streaming service	44%	-	-	-	-	-	-	-	-	-	-

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GB18 Sample: 24th - 25th August 2020

Total	Do you think music streaming services (e.g. Spotify, Apple Music etc.) should or should not pay fees to performers not named as the lead artist on a track or album?		
	Yes, they should	No, they shouldn't	Don't know

SGB2_Q0. To what extent, if at all, would you say you are a big music fan (e.g. regularly play/ listen to music etc.)?

	Unweighted base	895	59	145
Base: All GB Adults online	2069	903	65	148
Very big music fan	22%	30%	28%	24%
Fairly big music fan	46%	50%	45%	55%
Not a very big fan of music	25%	18%	14%	16%
Not a music fan at all	5%	1%	13%	1%
Don't know	1%	1%	-	4%

SGB_Q1. For the following question, by "music streaming service", we mean a service which allows you to listen to (i.e. "stream") music without needing to download the music on to your device.

Thinking about paid-for subscriptions only...

Which, if any, of the following music streaming services do you currently have access to and listen to? (Please select all that apply)

	Unweighted base	895	59	145
Base: All GB Adults online	2069	903	65	148
Apple Music	10%	18%	17%	15%
Spotify	29%	54%	50%	53%
Deezer	2%	3%	3%	3%
Amazon Music	18%	34%	24%	26%
SoundCloud	3%	5%	11%	6%
YouTube Music	11%	18%	34%	26%
Tidal	1%	1%	5%	1%
Other	2%	3%	3%	5%
Don't know/ can't recall	1%	-	-	-
Not applicable - I do not currently have access to and listen to a music streaming service	44%	-	-	-

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GB18 Sample: 24th - 25th August 2020

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

SGB_Q2_single. As a reminder, by "music streaming service", we mean a service which allows you to listen to (i.e. "stream") music without needing to download the music on to your device.

You previously said that you currently have access to and listen to each of the following paid-for music streaming service...

Which ONE, if any, of the following music streaming services do you personally use the MOST often? (Please select the option that BEST applies)

	Unweighted base	1117	528	589	151	222	233	198	313	712	405
Base: All GB Adults online who have access to and listen to a paid for subscription to a music streaming service		1133	564	569	192	225	226	194	297	673	460
Apple Music		13%	14%	13%	18%	18%	15%	12%	7%	14%	12%
Spotify		46%	46%	47%	64%	62%	40%	41%	32%	49%	42%
Deezer		1%	1%	1%	1%	2%	2%	1%	1%	1%	2%
Amazon Music		21%	20%	22%	3%	7%	26%	27%	37%	21%	22%
SoundCloud		1%	1%	1%	-	1%	1%	0%	0%	0%	1%
YouTube Music		13%	14%	12%	11%	8%	13%	13%	17%	10%	16%
Tidal		1%	1%	1%	2%	-	0%	1%	1%	1%	1%
Other		2%	3%	2%	1%	1%	3%	3%	3%	2%	3%
Don't know/ can't recall		2%	2%	1%	0%	1%	0%	2%	3%	2%	2%

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GB18 Sample: 24th - 25th August 2020

Total	Region							
	North	Midlands	East	London	South	England	Wales	Scotland

SGB_Q2_single. As a reminder, by "music streaming service", we mean a service which allows you to listen to (i.e. "stream") music without needing to download the music on to your device.

You previously said that you currently have access to and listen to each of the following paid-for music streaming service...

Which ONE, if any, of the following music streaming services do you personally use the MOST often? (Please select the option that BEST applies)

	Unweighted base	North	Midlands	East	London	South	England	Wales	Scotland
Base: All GB Adults online who have access to and listen to a paid for subscription to a music streaming service	1133	264	191	105	131	279	970	56	107
Apple Music	13%	12%	12%	16%	16%	13%	13%	12%	16%
Spotify	46%	44%	43%	36%	48%	51%	45%	53%	52%
Deezer	1%	2%	1%	2%	1%	1%	1%	-	-
Amazon Music	21%	22%	26%	25%	12%	22%	22%	19%	20%
SoundCloud	1%	-	1%	-	2%	-	1%	-	1%
YouTube Music	13%	13%	12%	12%	18%	10%	13%	16%	10%
Tidal	1%	1%	0%	2%	1%	-	1%	-	-
Other	2%	3%	3%	3%	2%	2%	3%	-	1%
Don't know/ can't recall	2%	3%	1%	4%	1%	0%	2%	-	1%

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GB18 Sample: 24th - 25th August 2020

Total	For the following question, by "music streaming service", we mean a service which allows you to listen to (i.e. "stream") music without needing to download the music on to your device. Thinking about paid-for subscriptions only... Which, if any, of the following music streaming services do you currently have access to and listen to? (Please select all that apply)									
	Apple Music	Spotify	Deezer	Amazon Music	SoundCloud	YouTube Music	Tidal	Other	Don't know/ can't recall	N/A - I do not currently have access to and listen to a music streaming

SGB_Q2_single. As a reminder, by "music streaming service", we mean a service which allows you to listen to (i.e. "stream") music without needing to download the music on to your device.

You previously said that you currently have access to and listen to each of the following paid-for music streaming service...

Which ONE, if any, of the following music streaming services do you personally use the MOST often? (Please select the option that BEST applies)

	Unweighted base	1117	203	600	31	389	61	225	11	38	-	-
Base: All GB Adults online who have access to and listen to a paid for subscription to a music streaming service		1133	207	610	32	374	64	227	14	38	-	-
Apple Music		13%	73%	2%	14%	6%	8%	4%	29%	-	-	-
Spotify		46%	10%	86%	17%	17%	46%	20%	13%	10%	-	-
Deezer		1%	-	0%	42%	0%	-	-	-	-	-	-
Amazon Music		21%	6%	5%	8%	65%	5%	8%	-	11%	-	-
SoundCloud		1%	-	0%	3%	0%	10%	0%	-	-	-	-
YouTube Music		13%	6%	4%	5%	7%	24%	63%	-	11%	-	-
Tidal		1%	-	0%	-	-	1%	-	58%	-	-	-
Other		2%	1%	1%	3%	0%	1%	1%	-	68%	-	-
Don't know/ can't recall		2%	4%	1%	7%	4%	4%	4%	-	-	-	-

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GB18 Sample: 24th - 25th August 2020

Total	Music streaming service used MOST often								
	Apple Music	Spotify	Deezer	Amazon Music	SoundCloud	YouTube Music	Tidal	Other	Don't know/ can't recall

SGB_Q2_single. As a reminder, by "music streaming service", we mean a service which allows you to listen to (i.e. "stream") music without needing to download the music on to your device.

You previously said that you currently have access to and listen to each of the following paid-for music streaming service...

Which ONE, if any, of the following music streaming services do you personally use the MOST often? (Please select the option that BEST applies)

Unweighted base	1117	143	514	13	253	5	138	7	26	18
Base: All GB Adults online who have access to and listen to a paid for subscription to a music streaming service	1133	151	526	13	242	6	143	8	26	17
Apple Music	13%	100%	-	-	-	-	-	-	-	-
Spotify	46%	-	100%	-	-	-	-	-	-	-
Deezer	1%	-	-	100%	-	-	-	-	-	-
Amazon Music	21%	-	-	-	100%	-	-	-	-	-
SoundCloud	1%	-	-	-	-	100%	-	-	-	-
YouTube Music	13%	-	-	-	-	-	100%	-	-	-
Tidal	1%	-	-	-	-	-	-	100%	-	-
Other	2%	-	-	-	-	-	-	-	100%	-
Don't know/ can't recall	2%	-	-	-	-	-	-	-	-	100%

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GB18 Sample: 24th - 25th August 2020

Total	Thinking about an average day... Approximately, how long do you spend listening to music via this music streaming service? (Please select the option that best applies. If you are unsure, please provide your best estimate)									
	Up to 30 minutes	More than 30 minutes, up to 1 hour	More than 1 hour, up to 2 hours	More than 2 hours, up to 3 hours	More than 3 hours, up to 4 hours	More than 4 hours, up to 5 hours	More than 5 hours, up to 6 hours	More than 6 hours	Don't know/ can't recall	N/A – I would not use this music streaming service in an

SGB_Q2_single. As a reminder, by "music streaming service", we mean a service which allows you to listen to (i.e. "stream") music without needing to download the music on to your device.

You previously said that you currently have access to and listen to each of the following paid-for music streaming service...

Which ONE, if any, of the following music streaming services do you personally use the MOST often? (Please select the option that BEST applies)

	Unweighted base	1117	297	266	185	92	48	27	12	22	55	95
Base: All GB Adults online who have access to and listen to a paid for subscription to a music streaming service		1133	290	275	194	94	48	30	13	22	59	92
Apple Music		13%	12%	16%	15%	17%	10%	11%	-	23%	15%	5%
Spotify		46%	44%	45%	53%	55%	56%	66%	93%	32%	34%	36%
Deezer		1%	2%	1%	-	2%	6%	-	-	-	2%	-
Amazon Music		21%	28%	23%	16%	10%	7%	13%	-	15%	22%	38%
SoundCloud		1%	-	0%	-	-	-	-	-	-	5%	3%
YouTube Music		13%	13%	11%	14%	11%	20%	10%	-	4%	20%	13%
Tidal		1%	1%	1%	-	5%	-	-	-	-	-	-
Other		2%	0%	3%	1%	1%	-	-	7%	26%	3%	6%
Don't know/ can't recall		2%	-	-	-	-	-	-	-	-	-	-

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GB18 Sample: 24th - 25th August 2020

Total	Do you think music streaming services (e.g. Spotify, Apple Music etc.) should or should not pay fees to performers not named as the lead artist on a track or album?		
	Yes, they should	No, they shouldn't	Don't know

SGB_Q2_single. As a reminder, by "music streaming service", we mean a service which allows you to listen to (i.e. "stream") music without needing to download the music on to your device.

You previously said that you currently have access to and listen to each of the following paid-for music streaming service...

Which ONE, if any, of the following music streaming services do you personally use the MOST often? (Please select the option that BEST applies)

Unweighted base	1117	895	59	145
Base: All GB Adults online who have access to and listen to a paid for subscription to a music streaming service	1133	903	65	148
Apple Music	13%	14%	11%	10%
Spotify	46%	48%	44%	46%
Deezer	1%	1%	1%	2%
Amazon Music	21%	23%	12%	20%
SoundCloud	1%	1%	1%	-
YouTube Music	13%	11%	26%	20%
Tidal	1%	1%	1%	-
Other	2%	2%	3%	3%
Don't know/ can't recall	2%	-	-	-

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

SGB_Q3. You previously said that the music streaming service that you personally use the most often is \$supplier.

Thinking about an average day...

Approximately, how long do you spend listening to music via this music streaming service? (Please select the option that best applies. If you are unsure, please provide your best estimate)

	Unweighted base	1099	518	581	150	220	232	195	302	700	399
Base: All GB Adults online who uses a paid for music streaming service		1116	554	562	191	222	225	190	287	662	454
Up to 30 minutes	26%	26%	26%	26%	14%	26%	24%	29%	33%	29%	22%
More than 30 minutes, up to 1 hour	25%	24%	24%	25%	27%	27%	26%	26%	19%	23%	26%
More than 1 hour, up to 2 hours	17%	17%	17%	18%	22%	16%	17%	16%	17%	17%	18%
More than 2 hours, up to 3 hours	8%	8%	9%	8%	12%	9%	9%	7%	5%	8%	9%
More than 3 hours, up to 4 hours	4%	4%	4%	4%	8%	6%	3%	4%	1%	4%	5%
More than 4 hours, up to 5 hours	3%	3%	3%	2%	7%	3%	2%	2%	1%	3%	3%
More than 5 hours, up to 6 hours	1%	1%	1%	1%	3%	1%	1%	1%	-	2%	1%
More than 6 hours	2%	2%	2%	2%	3%	2%	2%	2%	1%	2%	2%
Don't know/ can't recall	5%	5%	6%	4%	2%	3%	8%	7%	6%	4%	7%
Not applicable – I would not use this music streaming service in an average day	8%	8%	7%	9%	3%	6%	6%	5%	17%	9%	8%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Region							
	North	Midlands	East	London	South	England	Wales	Scotland

SGB_Q3. You previously said that the music streaming service that you personally use the most often is \$supplier.

Thinking about an average day...

Approximately, how long do you spend listening to music via this music streaming service? (Please select the option that best applies. If you are unsure, please provide your best estimate)

	Unweighted base	North	Midlands	East	London	South	England	Wales	Scotland
Unweighted base	1099	262	184	101	110	282	939	56	104
Base: All GB Adults online who uses a paid for music streaming service	1116	256	189	100	130	278	954	56	106
Up to 30 minutes	26%	26%	24%	25%	23%	29%	26%	26%	27%
More than 30 minutes, up to 1 hour	25%	22%	28%	21%	22%	21%	23%	38%	32%
More than 1 hour, up to 2 hours	17%	16%	15%	22%	21%	19%	18%	16%	13%
More than 2 hours, up to 3 hours	8%	9%	9%	9%	8%	8%	8%	9%	8%
More than 3 hours, up to 4 hours	4%	5%	5%	4%	4%	4%	4%	3%	4%
More than 4 hours, up to 5 hours	3%	2%	3%	2%	5%	3%	3%	-	2%
More than 5 hours, up to 6 hours	1%	1%	1%	2%	2%	1%	1%	2%	-
More than 6 hours	2%	3%	2%	1%	4%	2%	2%	2%	-
Don't know/ can't recall	5%	7%	4%	5%	8%	5%	6%	-	4%
Not applicable – I would not use this music streaming service in an average day	8%	8%	10%	9%	6%	7%	8%	5%	11%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	For the following question, by "music streaming service", we mean a service which allows you to listen to (i.e. "stream") music without needing to download the music on to your device. Thinking about paid-for subscriptions only... Which, if any, of the following music streaming services do you currently have access to and listen to? (Please select all that apply)									
	Apple Music	Spotify	Deezer	Amazon Music	SoundCloud	YouTube Music	Tidal	Other	Don't know/ can't recall	N/A - I do not currently have access to and listen to a music streaming

SGB_Q3. You previously said that the music streaming service that you personally use the most often is \$supplier.

Thinking about an average day...

Approximately, how long do you spend listening to music via this music streaming service? (Please select the option that best applies. If you are unsure, please provide your best estimate)

	Unweighted base	1099	194	592	29	375	59	216	11	38	-	-
Base: All GB Adults online who uses a paid for music streaming service		1116	199	602	29	360	61	218	14	38	-	-
Up to 30 minutes	26%	22%	25%	28%	31%	18%	25%	13%	8%	-	-	-
More than 30 minutes, up to 1 hour	25%	29%	24%	20%	26%	26%	22%	32%	32%	-	-	-
More than 1 hour, up to 2 hours	17%	20%	18%	11%	15%	18%	19%	7%	7%	-	-	-
More than 2 hours, up to 3 hours	8%	9%	10%	15%	6%	16%	10%	43%	10%	-	-	-
More than 3 hours, up to 4 hours	4%	5%	5%	10%	2%	1%	6%	-	2%	-	-	-
More than 4 hours, up to 5 hours	3%	2%	3%	-	2%	2%	1%	6%	6%	-	-	-
More than 5 hours, up to 6 hours	1%	-	2%	3%	0%	-	1%	-	2%	-	-	-
More than 6 hours	2%	4%	2%	-	2%	3%	1%	-	15%	-	-	-
Don't know/ can't recall	5%	5%	4%	7%	5%	10%	7%	-	4%	-	-	-
Not applicable – I would not use this music streaming service in an average day	8%	5%	6%	6%	11%	7%	7%	-	13%	-	-	-

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Music streaming service used MOST often								
	Apple Music	Spotify	Deezer	Amazon Music	SoundCloud	YouTube Music	Tidal	Other	Don't know/ can't recall

SGB_Q3. You previously said that the music streaming service that you personally use the most often is \$supplier.

Thinking about an average day...

Approximately, how long do you spend listening to music via this music streaming service? (Please select the option that best applies. If you are unsure, please provide your best estimate)

	Unweighted base	Apple Music	Spotify	Deezer	Amazon Music	SoundCloud	YouTube Music	Tidal	Other	Don't know/ can't recall
Unweighted base	1099	143	514	13	253	5	138	7	26	-
Base: All GB Adults online who uses a paid for music streaming service	1116	151	526	13	242	6	143	8	26	-
Up to 30 minutes	26%	23%	24%	42%	33%	-	27%	22%	3%	-
More than 30 minutes, up to 1 hour	25%	30%	24%	15%	26%	15%	21%	25%	31%	-
More than 1 hour, up to 2 hours	17%	19%	20%	-	13%	-	19%	-	10%	-
More than 2 hours, up to 3 hours	8%	10%	10%	13%	4%	-	7%	53%	3%	-
More than 3 hours, up to 4 hours	4%	3%	5%	22%	1%	-	7%	-	-	-
More than 4 hours, up to 5 hours	3%	2%	4%	-	2%	-	2%	-	-	-
More than 5 hours, up to 6 hours	1%	-	2%	-	-	-	-	-	4%	-
More than 6 hours	2%	3%	1%	-	1%	-	1%	-	22%	-
Don't know/ can't recall	5%	6%	4%	8%	5%	44%	8%	-	7%	-
Not applicable – I would not use this music streaming service in an average day	8%	3%	6%	-	14%	41%	8%	-	20%	-

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Thinking about an average day... Approximately, how long do you spend listening to music via this music streaming service? (Please select the option that best applies. If you are unsure, please provide your best estimate)									
	Up to 30 minutes	More than 30 minutes, up to 1 hour	More than 1 hour, up to 2 hours	More than 2 hours, up to 3 hours	More than 3 hours, up to 4 hours	More than 4 hours, up to 5 hours	More than 5 hours, up to 6 hours	More than 6 hours	Don't know/ can't recall	N/A – I would not use this music streaming service in an

SGB_Q3. You previously said that the music streaming service that you personally use the most often is \$supplier.

Thinking about an average day...

Approximately, how long do you spend listening to music via this music streaming service? (Please select the option that best applies. If you are unsure, please provide your best estimate)

Unweighted base	1099	297	266	185	92	48	27	12	22	55	95
Base: All GB Adults online who uses a paid for music streaming service	1116	290	275	194	94	48	30	13	22	59	92
Up to 30 minutes	26%	100%	-	-	-	-	-	-	-	-	-
More than 30 minutes, up to 1 hour	25%	-	100%	-	-	-	-	-	-	-	-
More than 1 hour, up to 2 hours	17%	-	-	100%	-	-	-	-	-	-	-
More than 2 hours, up to 3 hours	8%	-	-	-	100%	-	-	-	-	-	-
More than 3 hours, up to 4 hours	4%	-	-	-	-	100%	-	-	-	-	-
More than 4 hours, up to 5 hours	3%	-	-	-	-	-	100%	-	-	-	-
More than 5 hours, up to 6 hours	1%	-	-	-	-	-	-	100%	-	-	-
More than 6 hours	2%	-	-	-	-	-	-	-	100%	-	-
Don't know/ can't recall	5%	-	-	-	-	-	-	-	-	100%	-
Not applicable – I would not use this music streaming service in an average day	8%	-	-	-	-	-	-	-	-	-	100%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Do you think music streaming services (e.g. Spotify, Apple Music etc.) should or should not pay fees to performers not named as the lead artist on a track or album?		
	Yes, they should	No, they shouldn't	Don't know

SGB_Q3. You previously said that the music streaming service that you personally use the most often is \$supplier.

Thinking about an average day...

Approximately, how long do you spend listening to music via this music streaming service? (Please select the option that best applies. If you are unsure, please provide your best estimate)

Unweighted base	1099	895	59	145
Base: All GB Adults online who uses a paid for music streaming service	1116	903	65	148
Up to 30 minutes	26%	27%	21%	25%
More than 30 minutes, up to 1 hour	25%	24%	21%	27%
More than 1 hour, up to 2 hours	17%	17%	25%	14%
More than 2 hours, up to 3 hours	8%	9%	10%	6%
More than 3 hours, up to 4 hours	4%	4%	8%	4%
More than 4 hours, up to 5 hours	3%	3%	1%	4%
More than 5 hours, up to 6 hours	1%	1%	1%	-
More than 6 hours	2%	2%	3%	1%
Don't know/ can't recall	5%	4%	3%	13%
Not applicable – I would not use this music streaming service in an average day	8%	9%	6%	5%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

For the following question, we would like you to think about the different parties in the music business who receive income from music subscription services (e.g. Apple music, Spotify etc.) and how you think this income should be divided between them. We would like you to consider which of the five parties you think should receive the most income and which of the five parties should receive the least income.

In your opinion, which of the following parties do you think music streaming services should pay the most and least to? (Please select one option in each row and column)

SGB2_Q4_1. Musical Artists'These are the named, credited or 'featured' performers on music.'

Unweighted base	1099	518	581	150	220	232	195	302	700	399
Base: All GB Adults online who uses a paid for music streaming service	1116	554	562	191	222	225	190	287	662	454
Paid the most	54%	54%	53%	58%	52%	50%	46%	59%	55%	52%
Paid the 2nd most	31%	27%	34%	25%	31%	35%	33%	30%	30%	32%
Paid the 3rd most	8%	10%	7%	11%	9%	9%	10%	5%	8%	9%
Paid the 4th most	5%	6%	3%	2%	6%	5%	7%	4%	5%	4%
Paid the 5th most	2%	3%	2%	4%	2%	2%	4%	1%	2%	4%

SGB2_Q4_2. Record companies'Sometimes known as 'record labels', these companies invest in artists, often own the recordings and pay for the marketing of the music.'

Unweighted base	1099	518	581	150	220	232	195	302	700	399
Base: All GB Adults online who uses a paid for music streaming service	1116	554	562	191	222	225	190	287	662	454
Paid the most	10%	11%	9%	13%	14%	8%	12%	7%	10%	10%
Paid the 2nd most	11%	11%	10%	8%	13%	12%	9%	10%	11%	10%
Paid the 3rd most	26%	27%	24%	27%	25%	25%	24%	27%	26%	25%
Paid the 4th most	38%	35%	41%	34%	31%	40%	42%	43%	39%	38%
Paid the 5th most	15%	15%	15%	18%	18%	15%	13%	13%	14%	17%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Region							
	North	Midlands	East	London	South	England	Wales	Scotland

For the following question, we would like you to think about the different parties in the music business who receive income from music subscription services (e.g. Apple music, Spotify etc.) and how you think this income should be divided between them. We would like you to consider which of the five parties you think should receive the most income and which of the five parties should receive the least income.

In your opinion, which of the following parties do you think music streaming services should pay the most and least to? (Please select one option in each row and column)

SGB2_Q4_1. Musical Artists'These are the named, credited or 'featured' performers on music.'									
Unweighted base	1099	262	184	101	110	282	939	56	104
Base: All GB Adults online who uses a paid for music streaming service	1116	256	189	100	130	278	954	56	106
Paid the most	54%	52%	53%	52%	53%	59%	54%	55%	46%
Paid the 2nd most	31%	32%	31%	32%	27%	25%	29%	31%	44%
Paid the 3rd most	8%	8%	7%	6%	12%	10%	9%	9%	4%
Paid the 4th most	5%	5%	6%	7%	5%	4%	5%	5%	4%
Paid the 5th most	2%	3%	3%	3%	3%	2%	3%	-	2%
SGB2_Q4_2. Record companies'Sometimes known as 'record labels', these companies invest in artists, often own the recordings and pay for the marketing of the music.'									
Unweighted base	1099	262	184	101	110	282	939	56	104
Base: All GB Adults online who uses a paid for music streaming service	1116	256	189	100	130	278	954	56	106
Paid the most	10%	8%	9%	10%	13%	12%	10%	15%	9%
Paid the 2nd most	11%	9%	13%	14%	12%	11%	11%	10%	7%
Paid the 3rd most	26%	25%	26%	26%	19%	25%	24%	31%	32%
Paid the 4th most	38%	43%	34%	34%	42%	36%	38%	34%	42%
Paid the 5th most	15%	15%	18%	15%	14%	16%	16%	10%	10%

Tom Gray Music #BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	For the following question, by "music streaming service", we mean a service which allows you to listen to (i.e. "stream") music without needing to download the music on to your device. Thinking about paid-for subscriptions only... Which, if any, of the following music streaming services do you currently have access to and listen to? (Please select all that apply)									
	Apple Music	Spotify	Deezer	Amazon Music	SoundCloud	YouTube Music	Tidal	Other	Don't know/ can't recall	N/A - I do not currently have access to and listen to a music streaming

For the following question, we would like you to think about the different parties in the music business who receive income from music subscription services (e.g. Apple music, Spotify etc.) and how you think this income should be divided between them. We would like you to consider which of the five parties you think should receive the most income and which of the five parties should receive the least income.

In your opinion, which of the following parties do you think music streaming services should pay the most and least to? (Please select one option in each row and column)

SGB2_Q4_1. Musical Artists 'These are the named, credited or 'featured' performers on music.'												
	Unweighted base	1099	194	592	29	375	59	216	11	38	-	-
Base:	All GB Adults online who uses a paid for music streaming service	1116	199	602	29	360	61	218	14	38	-	-
	Paid the most	54%	57%	53%	46%	55%	39%	54%	19%	49%	-	-
	Paid the 2nd most	31%	31%	31%	23%	30%	31%	30%	40%	33%	-	-
	Paid the 3rd most	8%	7%	8%	13%	10%	11%	6%	17%	9%	-	-
	Paid the 4th most	5%	2%	5%	19%	4%	13%	7%	6%	9%	-	-
	Paid the 5th most	2%	3%	2%	-	1%	6%	4%	18%	-	-	-
SGB2_Q4_2. Record companies 'Sometimes known as 'record labels', these companies invest in artists, often own the recordings and pay for the marketing of the music.'												
	Unweighted base	1099	194	592	29	375	59	216	11	38	-	-
Base:	All GB Adults online who uses a paid for music streaming service	1116	199	602	29	360	61	218	14	38	-	-
	Paid the most	10%	10%	10%	13%	8%	7%	12%	17%	10%	-	-
	Paid the 2nd most	11%	9%	11%	22%	11%	19%	11%	6%	10%	-	-
	Paid the 3rd most	26%	30%	25%	26%	25%	16%	26%	31%	27%	-	-
	Paid the 4th most	38%	40%	38%	23%	43%	42%	37%	21%	26%	-	-
	Paid the 5th most	15%	11%	15%	16%	13%	17%	15%	24%	27%	-	-

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Music streaming service used MOST often								
	Apple Music	Spotify	Deezer	Amazon Music	SoundCloud	YouTube Music	Tidal	Other	Don't know/ can't recall

For the following question, we would like you to think about the different parties in the music business who receive income from music subscription services (e.g. Apple music, Spotify etc.) and how you think this income should be divided between them. We would like you to consider which of the five parties you think should receive the most income and which of the five parties should receive the least income.

In your opinion, which of the following parties do you think music streaming services should pay the most and least to? (Please select one option in each row and column)

SGB2_Q4_1. Musical Artists'These are the named, credited or 'featured' performers on music.'										
Unweighted base	1099	143	514	13	253	5	138	7	26	-
Base: All GB Adults online who uses a paid for music streaming service	1116	151	526	13	242	6	143	8	26	-
Paid the most	54%	58%	54%	52%	52%	73%	55%	22%	44%	-
Paid the 2nd most	31%	29%	32%	13%	32%	-	30%	36%	33%	-
Paid the 3rd most	8%	8%	8%	21%	10%	27%	6%	-	13%	-
Paid the 4th most	5%	2%	5%	14%	5%	-	5%	11%	10%	-
Paid the 5th most	2%	3%	2%	-	2%	-	5%	32%	-	-
SGB2_Q4_2. Record companies'Sometimes known as 'record labels', these companies invest in artists, often own the recordings and pay for the marketing of the music.'										
Unweighted base	1099	143	514	13	253	5	138	7	26	-
Base: All GB Adults online who uses a paid for music streaming service	1116	151	526	13	242	6	143	8	26	-
Paid the most	10%	11%	10%	15%	9%	-	13%	-	15%	-
Paid the 2nd most	11%	9%	11%	21%	11%	-	10%	11%	12%	-
Paid the 3rd most	26%	31%	25%	29%	23%	-	26%	32%	28%	-
Paid the 4th most	38%	38%	38%	28%	43%	50%	36%	36%	19%	-
Paid the 5th most	15%	11%	15%	7%	15%	50%	15%	22%	27%	-

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Thinking about an average day... Approximately, how long do you spend listening to music via this music streaming service? (Please select the option that best applies. If you are unsure, please provide your best estimate)									
	Up to 30 minutes	More than 30 minutes, up to 1 hour	More than 1 hour, up to 2 hours	More than 2 hours, up to 3 hours	More than 3 hours, up to 4 hours	More than 4 hours, up to 5 hours	More than 5 hours, up to 6 hours	More than 6 hours	Don't know/can't recall	N/A – I would not use this music streaming service in an

For the following question, we would like you to think about the different parties in the music business who receive income from music subscription services (e.g. Apple music, Spotify etc.) and how you think this income should be divided between them. We would like you to consider which of the five parties you think should receive the most income and which of the five parties should receive the least income.

In your opinion, which of the following parties do you think music streaming services should pay the most and least to? (Please select one option in each row and column)

SGB2_Q4_1. Musical Artists'These are the named, credited or 'featured' performers on music.'

	Unweighted base	1099	297	266	185	92	48	27	12	22	55	95
Base: All GB Adults online who uses a paid for music streaming service		1116	290	275	194	94	48	30	13	22	59	92
Paid the most	54%	58%	49%	57%	55%	49%	53%	72%	56%	45%	49%	
Paid the 2nd most	31%	26%	34%	31%	34%	28%	20%	14%	29%	36%	36%	
Paid the 3rd most	8%	10%	10%	7%	2%	14%	12%	-	-	10%	8%	
Paid the 4th most	5%	4%	5%	5%	4%	7%	7%	15%	15%	1%	5%	
Paid the 5th most	2%	1%	3%	1%	5%	2%	8%	-	-	8%	2%	

SGB2_Q4_2. Record companies'Sometimes known as 'record labels', these companies invest in artists, often own the recordings and pay for the marketing of the music.'

	Unweighted base	1099	297	266	185	92	48	27	12	22	55	95
Base: All GB Adults online who uses a paid for music streaming service		1116	290	275	194	94	48	30	13	22	59	92
Paid the most	10%	9%	13%	8%	5%	11%	28%	7%	13%	13%	10%	
Paid the 2nd most	11%	12%	11%	11%	8%	15%	6%	8%	7%	11%	9%	
Paid the 3rd most	26%	31%	24%	24%	26%	26%	24%	33%	13%	16%	23%	
Paid the 4th most	38%	37%	35%	44%	39%	33%	22%	39%	49%	42%	43%	
Paid the 5th most	15%	12%	17%	13%	22%	14%	20%	13%	19%	18%	16%	

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Do you think music streaming services (e.g. Spotify, Apple Music etc.) should or should not pay fees to performers not named as the lead artist on a track or album?		
	Yes, they should	No, they shouldn't	Don't know

For the following question, we would like you to think about the different parties in the music business who receive income from music subscription services (e.g. Apple music, Spotify etc.) and how you think this income should be divided between them. We would like you to consider which of the five parties you think should receive the most income and which of the five parties should receive the least income.

In your opinion, which of the following parties do you think music streaming services should pay the most and least to? (Please select one option in each row and column)

SGB2_Q4_1. Musical Artists'These are the named, credited or 'featured' performers on music.'				
Unweighted base	1099	895	59	145
Base: All GB Adults online who uses a paid for music streaming service	1116	903	65	148
Paid the most	54%	58%	38%	35%
Paid the 2nd most	31%	30%	37%	35%
Paid the 3rd most	8%	7%	15%	16%
Paid the 4th most	5%	4%	9%	8%
Paid the 5th most	2%	2%	1%	7%
SGB2_Q4_2. Record companies'Sometimes known as 'record labels', these companies invest in artists, often own the recordings and pay for the marketing of the music.'				
Unweighted base	1099	895	59	145
Base: All GB Adults online who uses a paid for music streaming service	1116	903	65	148
Paid the most	10%	8%	16%	20%
Paid the 2nd most	11%	10%	14%	13%
Paid the 3rd most	26%	25%	34%	28%
Paid the 4th most	38%	41%	23%	26%
Paid the 5th most	15%	16%	13%	12%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

SGB2_Q4_3. Songwriters'Songwriters are not necessarily the people who perform the music we listen to. Instead they are the individuals who write the songs we listen to.'

Unweighted base	1099	518	581	150	220	232	195	302	700	399
Base: All GB Adults online who uses a paid for music streaming service	1116	554	562	191	222	225	190	287	662	454
Paid the most	27%	24%	30%	17%	23%	30%	34%	29%	26%	27%
Paid the 2nd most	44%	43%	44%	45%	41%	41%	42%	47%	45%	41%
Paid the 3rd most	16%	17%	14%	16%	18%	13%	14%	17%	15%	16%
Paid the 4th most	11%	12%	10%	16%	16%	13%	8%	5%	11%	12%
Paid the 5th most	3%	4%	2%	5%	2%	3%	3%	2%	2%	3%

SGB2_Q4_4. Streaming Service'The provider of your streaming service e.g. Spotify, Apple Music etc.'

Unweighted base	1099	518	581	150	220	232	195	302	700	399
Base: All GB Adults online who uses a paid for music streaming service	1116	554	562	191	222	225	190	287	662	454
Paid the most	8%	8%	7%	8%	11%	10%	5%	4%	8%	7%
Paid the 2nd most	8%	10%	5%	12%	7%	8%	9%	4%	8%	8%
Paid the 3rd most	12%	10%	14%	14%	13%	14%	11%	10%	11%	14%
Paid the 4th most	25%	24%	26%	27%	22%	22%	27%	27%	24%	26%
Paid the 5th most	48%	48%	48%	39%	47%	47%	49%	55%	50%	45%

SGB2_Q4_5. Un-named or 'non-featured' performers on music'There are other musicians who perform on the music we listen to. They are unnamed on the song's credits. They may be session musicians playing instrumentation or backing singers.'

Unweighted base	1099	518	581	150	220	232	195	302	700	399
Base: All GB Adults online who uses a paid for music streaming service	1116	554	562	191	222	225	190	287	662	454
Paid the most	2%	3%	1%	3%	1%	3%	3%	1%	1%	4%
Paid the 2nd most	7%	8%	7%	9%	8%	5%	7%	8%	6%	10%
Paid the 3rd most	38%	36%	40%	32%	35%	40%	41%	42%	40%	36%
Paid the 4th most	21%	22%	19%	20%	25%	20%	16%	21%	22%	19%
Paid the 5th most	32%	31%	33%	35%	32%	33%	32%	29%	32%	31%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Region							
	North	Midlands	East	London	South	England	Wales	Scotland

SGB2_Q4_3. Songwriters'Songwriters are not necessarily the people who perform the music we listen to. Instead they are the individuals who write the songs we listen to.'

Unweighted base	1099	262	184	101	110	282	939	56	104
Base: All GB Adults online who uses a paid for music streaming service	1116	256	189	100	130	278	954	56	106
Paid the most	27%	31%	24%	25%	26%	21%	26%	23%	37%
Paid the 2nd most	44%	45%	41%	38%	43%	48%	44%	47%	37%
Paid the 3rd most	16%	15%	19%	19%	14%	16%	16%	14%	11%
Paid the 4th most	11%	8%	12%	13%	12%	13%	11%	14%	10%
Paid the 5th most	3%	1%	4%	4%	5%	2%	3%	2%	5%

SGB2_Q4_4. Streaming Service'The provider of your streaming service e.g. Spotify, Apple Music etc.'

Unweighted base	1099	262	184	101	110	282	939	56	104
Base: All GB Adults online who uses a paid for music streaming service	1116	256	189	100	130	278	954	56	106
Paid the most	8%	9%	10%	10%	6%	6%	8%	7%	6%
Paid the 2nd most	8%	4%	7%	9%	11%	10%	8%	9%	3%
Paid the 3rd most	12%	16%	11%	14%	13%	11%	13%	11%	8%
Paid the 4th most	25%	24%	27%	21%	22%	26%	25%	25%	28%
Paid the 5th most	48%	47%	46%	46%	48%	47%	47%	48%	55%

SGB2_Q4_5. Un-named or 'non-featured' performers on music'There are other musicians who perform on the music we listen to. They are unnamed on the song's credits. They may be session musicians playing instrumentation or backing singers.'

Unweighted base	1099	262	184	101	110	282	939	56	104
Base: All GB Adults online who uses a paid for music streaming service	1116	256	189	100	130	278	954	56	106
Paid the most	2%	0%	4%	3%	2%	2%	2%	-	2%
Paid the 2nd most	7%	9%	8%	7%	6%	6%	7%	3%	9%
Paid the 3rd most	38%	37%	37%	34%	42%	37%	38%	34%	45%
Paid the 4th most	21%	20%	22%	25%	19%	21%	21%	22%	16%
Paid the 5th most	32%	33%	29%	32%	30%	33%	32%	41%	28%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	For the following question, by "music streaming service", we mean a service which allows you to listen to (i.e. "stream") music without needing to download the music on to your device. Thinking about paid-for subscriptions only... Which, if any, of the following music streaming services do you currently have access to and listen to? (Please select all that apply)										
	Apple Music	Spotify	Deezer	Amazon Music	SoundCloud	YouTube Music	Tidal	Other	Don't know/ can't recall	N/A - I do not currently have access to and listen to a music streaming	

SGB2_Q4_3. Songwriters'Songwriters are not necessarily the people who perform the music we listen to. Instead they are the individuals who write the songs we listen to.'

Unweighted base	1099	194	592	29	375	59	216	11	38	-	-
Base: All GB Adults online who uses a paid for music streaming service	1116	199	602	29	360	61	218	14	38	-	-
Paid the most	27%	26%	27%	23%	28%	39%	27%	21%	32%	-	-
Paid the 2nd most	44%	47%	43%	39%	47%	32%	42%	19%	33%	-	-
Paid the 3rd most	16%	14%	16%	19%	14%	17%	21%	6%	21%	-	-
Paid the 4th most	11%	11%	11%	16%	8%	8%	8%	47%	15%	-	-
Paid the 5th most	3%	3%	3%	3%	3%	4%	2%	7%	-	-	-

SGB2_Q4_4. Streaming Service'The provider of your streaming service e.g. Spotify, Apple Music etc.'

Unweighted base	1099	194	592	29	375	59	216	11	38	-	-
Base: All GB Adults online who uses a paid for music streaming service	1116	199	602	29	360	61	218	14	38	-	-
Paid the most	8%	6%	8%	15%	7%	13%	4%	18%	9%	-	-
Paid the 2nd most	8%	8%	7%	10%	5%	3%	7%	35%	10%	-	-
Paid the 3rd most	12%	10%	12%	9%	10%	11%	12%	7%	9%	-	-
Paid the 4th most	25%	23%	25%	22%	27%	26%	28%	20%	35%	-	-
Paid the 5th most	48%	54%	47%	43%	51%	47%	48%	20%	37%	-	-

SGB2_Q4_5. Un-named or 'non-featured' performers on music'There are other musicians who perform on the music we listen to. They are unnamed on the song's credits. They may be session musicians playing instrumentation or backing singers.'

Unweighted base	1099	194	592	29	375	59	216	11	38	-	-
Base: All GB Adults online who uses a paid for music streaming service	1116	199	602	29	360	61	218	14	38	-	-
Paid the most	2%	2%	1%	3%	2%	2%	4%	25%	-	-	-
Paid the 2nd most	7%	5%	7%	6%	7%	15%	10%	-	14%	-	-
Paid the 3rd most	38%	40%	39%	33%	41%	45%	35%	38%	34%	-	-
Paid the 4th most	21%	24%	20%	20%	18%	11%	21%	6%	16%	-	-
Paid the 5th most	32%	30%	32%	38%	32%	28%	31%	30%	36%	-	-

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Music streaming service used MOST often								
	Apple Music	Spotify	Deezer	Amazon Music	SoundCloud	YouTube Music	Tidal	Other	Don't know/ can't recall

SGB2_Q4_3. Songwriters'Songwriters are not necessarily the people who perform the music we listen to. Instead they are the individuals who write the songs we listen to.'

Unweighted base	1099	143	514	13	253	5	138	7	26	-
Base: All GB Adults online who uses a paid for music streaming service	1116	151	526	13	242	6	143	8	26	-
Paid the most	27%	25%	26%	20%	30%	27%	24%	36%	31%	-
Paid the 2nd most	44%	51%	43%	44%	44%	52%	41%	22%	20%	-
Paid the 3rd most	16%	10%	16%	14%	14%	21%	23%	11%	27%	-
Paid the 4th most	11%	12%	12%	22%	9%	-	10%	32%	21%	-
Paid the 5th most	3%	2%	3%	-	3%	-	1%	-	-	-

SGB2_Q4_4. Streaming Service'The provider of your streaming service e.g. Spotify, Apple Music etc.'

Unweighted base	1099	143	514	13	253	5	138	7	26	-
Base: All GB Adults online who uses a paid for music streaming service	1116	151	526	13	242	6	143	8	26	-
Paid the most	8%	6%	9%	6%	8%	-	4%	11%	10%	-
Paid the 2nd most	8%	9%	8%	15%	5%	-	8%	32%	15%	-
Paid the 3rd most	12%	9%	12%	14%	13%	-	13%	11%	14%	-
Paid the 4th most	25%	22%	24%	14%	26%	50%	29%	22%	30%	-
Paid the 5th most	48%	53%	48%	51%	48%	50%	46%	25%	32%	-

SGB2_Q4_5. Un-named or 'non-featured' performers on music'There are other musicians who perform on the music we listen to. They are unnamed on the song's credits. They may be session musicians playing instrumentation or backing singers.'

Unweighted base	1099	143	514	13	253	5	138	7	26	-
Base: All GB Adults online who uses a paid for music streaming service	1116	151	526	13	242	6	143	8	26	-
Paid the most	2%	1%	1%	7%	2%	-	4%	32%	-	-
Paid the 2nd most	7%	2%	7%	7%	8%	48%	11%	-	20%	-
Paid the 3rd most	38%	42%	39%	21%	40%	52%	32%	46%	18%	-
Paid the 4th most	21%	25%	21%	23%	18%	-	20%	-	20%	-
Paid the 5th most	32%	30%	32%	43%	32%	-	33%	22%	42%	-

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Thinking about an average day... Approximately, how long do you spend listening to music via this music streaming service? (Please select the option that best applies. If you are unsure, please provide your best estimate)									
	Up to 30 minutes	More than 30 minutes, up to 1 hour	More than 1 hour, up to 2 hours	More than 2 hours, up to 3 hours	More than 3 hours, up to 4 hours	More than 4 hours, up to 5 hours	More than 5 hours, up to 6 hours	More than 6 hours	Don't know/can't recall	N/A – I would not use this music streaming service in an

SGB2_Q4_3. Songwriters'Songwriters are not necessarily the people who perform the music we listen to. Instead they are the individuals who write the songs we listen to.'

Unweighted base	1099	297	266	185	92	48	27	12	22	55	95
Base: All GB Adults online who uses a paid for music streaming service	1116	290	275	194	94	48	30	13	22	59	92
Paid the most	27%	24%	29%	30%	24%	20%	7%	14%	19%	31%	34%
Paid the 2nd most	44%	46%	45%	44%	44%	37%	42%	65%	40%	32%	41%
Paid the 3rd most	16%	16%	9%	19%	17%	26%	34%	7%	23%	15%	13%
Paid the 4th most	11%	13%	14%	7%	9%	13%	6%	-	5%	20%	11%
Paid the 5th most	3%	2%	2%	1%	6%	4%	11%	15%	14%	2%	1%

SGB2_Q4_4. Streaming Service'The provider of your streaming service e.g. Spotify, Apple Music etc.'

Unweighted base	1099	297	266	185	92	48	27	12	22	55	95
Base: All GB Adults online who uses a paid for music streaming service	1116	290	275	194	94	48	30	13	22	59	92
Paid the most	8%	7%	8%	5%	12%	11%	12%	-	13%	8%	6%
Paid the 2nd most	8%	9%	6%	7%	7%	7%	26%	7%	12%	8%	6%
Paid the 3rd most	12%	13%	17%	8%	8%	8%	6%	21%	17%	13%	8%
Paid the 4th most	25%	24%	24%	25%	33%	18%	30%	33%	14%	18%	29%
Paid the 5th most	48%	47%	46%	55%	40%	56%	27%	39%	44%	53%	51%

SGB2_Q4_5. Un-named or 'non-featured' performers on music'There are other musicians who perform on the music we listen to. They are unnamed on the song's credits. They may be session musicians playing instrumentation or backing singers.'

Unweighted base	1099	297	266	185	92	48	27	12	22	55	95
Base: All GB Adults online who uses a paid for music streaming service	1116	290	275	194	94	48	30	13	22	59	92
Paid the most	2%	1%	2%	1%	4%	9%	-	8%	-	4%	1%
Paid the 2nd most	7%	8%	4%	7%	7%	13%	7%	7%	12%	12%	9%
Paid the 3rd most	38%	29%	40%	43%	46%	26%	24%	39%	47%	46%	47%
Paid the 4th most	21%	22%	22%	20%	16%	29%	35%	13%	17%	19%	13%
Paid the 5th most	32%	39%	32%	30%	28%	23%	34%	33%	24%	20%	30%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Do you think music streaming services (e.g. Spotify, Apple Music etc.) should or should not pay fees to performers not named as the lead artist on a track or album?		
	Yes, they should	No, they shouldn't	Don't know

SGB2_Q4_3. Songwriters'Songwriters are not necessarily the people who perform the music we listen to. Instead they are the individuals who write the songs we listen to.'

Unweighted base	1099	895	59	145
Base: All GB Adults online who uses a paid for music streaming service	1116	903	65	148
Paid the most	27%	26%	31%	28%
Paid the 2nd most	44%	47%	27%	30%
Paid the 3rd most	16%	15%	20%	19%
Paid the 4th most	11%	10%	14%	19%
Paid the 5th most	3%	2%	7%	4%

SGB2_Q4_4. Streaming Service'The provider of your streaming service e.g. Spotify, Apple Music etc.'

Unweighted base	1099	895	59	145
Base: All GB Adults online who uses a paid for music streaming service	1116	903	65	148
Paid the most	8%	6%	10%	14%
Paid the 2nd most	8%	7%	12%	11%
Paid the 3rd most	12%	12%	12%	16%
Paid the 4th most	25%	23%	35%	30%
Paid the 5th most	48%	52%	30%	29%

SGB2_Q4_5. Un-named or 'non-featured' performers on music'There are other musicians who perform on the music we listen to. They are unnamed on the song's credits. They may be session musicians playing instrumentation or backing singers.'

Unweighted base	1099	895	59	145
Base: All GB Adults online who uses a paid for music streaming service	1116	903	65	148
Paid the most	2%	1%	5%	3%
Paid the 2nd most	7%	7%	10%	11%
Paid the 3rd most	38%	42%	19%	21%
Paid the 4th most	21%	21%	19%	17%
Paid the 5th most	32%	28%	48%	48%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

For the following question, please read the information below before answering the question that follows.

This is how the total income from music streaming services from subscriptions is most commonly divided between each of the different parties involved in the music business:

Record companies receive around 41% (although some independent labels may receive less) Streaming services receive around 29%

Music Artists receive around 16% (although some independent artists may receive more)

Songwriters receive around 14%

Non-featured performers receive 0%

Based on this information, overall, how fair or unfair do you think the distribution of income that music streaming services use is for each of the following parties in the music business? (Please select one option on each row)

SGB2_Q5_2. Record companies'Sometimes known as 'record labels', these companies invest in artists, often own the recordings and pay for the marketing of the music.'

	Unweighted base	1099	518	581	150	220	232	195	302	700	399
Base: All GB Adults Online who uses a paid for music streaming service		1116	554	562	191	222	225	190	287	662	454
This is fair		9%	10%	8%	11%	12%	4%	8%	8%	7%	10%
This is unfair - they're paid too much		83%	82%	85%	81%	84%	84%	82%	84%	85%	81%
This is unfair - they're not paid enough		1%	1%	2%	3%	-	2%	2%	1%	1%	3%
Don't know		7%	7%	6%	6%	5%	9%	7%	7%	7%	6%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Region							
	North	Midlands	East	London	South	England	Wales	Scotland

For the following question, please read the information below before answering the question that follows.

This is how the total income from music streaming services from subscriptions is most commonly divided between each of the different parties involved in the music business:

Record companies receive around 41% (although some independent labels may receive less) Streaming services receive around 29%

Music Artists receive around 16% (although some independent artists may receive more)

Songwriters receive around 14%

Non-featured performers receive 0%

Based on this information, overall, how fair or unfair do you think the distribution of income that music streaming services use is for each of the following parties in the music business? (Please select one option on each row)

SGB2_Q5_2. Record companies'Sometimes known as 'record labels', these companies invest in artists, often own the recordings and pay for the marketing of the music.'

	Unweighted base	1099	262	184	101	110	282	939	56	104
Base: All GB Adults Online who uses a paid for music streaming service		1116	256	189	100	130	278	954	56	106
This is fair		9%	5%	8%	17%	8%	5%	8%	10%	17%
This is unfair - they're paid too much		83%	87%	83%	75%	78%	88%	84%	84%	75%
This is unfair - they're not paid enough		1%	1%	0%	3%	4%	1%	1%	2%	2%
Don't know		7%	7%	8%	6%	10%	6%	7%	5%	6%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	For the following question, by "music streaming service", we mean a service which allows you to listen to (i.e. "stream") music without needing to download the music on to your device. Thinking about paid-for subscriptions only... Which, if any, of the following music streaming services do you currently have access to and listen to? (Please select all that apply)									
	Apple Music	Spotify	Deezer	Amazon Music	SoundCloud	YouTube Music	Tidal	Other	Don't know/ can't recall	N/A - I do not currently have access to and listen to a music streaming

For the following question, please read the information below before answering the question that follows.

This is how the total income from music streaming services from subscriptions is most commonly divided between each of the different parties involved in the music business: Record companies receive around 41% (although some independent labels may receive less) Streaming services receive around 29%

Music Artists receive around 16% (although some independent artists may receive more)

Songwriters receive around 14%

Non-featured performers receive 0%

Based on this information, overall, how fair or unfair do you think the distribution of income that music streaming services use is for each of the following parties in the music business? (Please select one option on each row)

SGB2_Q5_2. Record companies 'Sometimes known as 'record labels', these companies invest in artists, often own the recordings and pay for the marketing of the music.'											
Unweighted base	1099	194	592	29	375	59	216	11	38	-	-
Base: All GB Adults Online who uses a paid for music streaming service	1116	199	602	29	360	61	218	14	38	-	-
This is fair	9%	8%	9%	6%	8%	8%	11%	25%	5%	-	-
This is unfair - they're paid too much	83%	86%	84%	87%	85%	85%	77%	75%	76%	-	-
This is unfair - they're not paid enough	1%	2%	1%	-	1%	-	2%	-	2%	-	-
Don't know	7%	4%	7%	7%	6%	7%	11%	-	16%	-	-

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Music streaming service used MOST often								
	Apple Music	Spotify	Deezer	Amazon Music	SoundCloud	YouTube Music	Tidal	Other	Don't know/ can't recall

For the following question, please read the information below before answering the question that follows.

This is how the total income from music streaming services from subscriptions is most commonly divided between each of the different parties involved in the music business:

Record companies receive around 41% (although some independent labels may receive less) Streaming services receive around 29%

Music Artists receive around 16% (although some independent artists may receive more)

Songwriters receive around 14%

Non-featured performers receive 0%

Based on this information, overall, how fair or unfair do you think the distribution of income that music streaming services use is for each of the following parties in the music business? (Please select one option on each row)

SGB2_Q5_2. Record companies 'Sometimes known as 'record labels', these companies invest in artists, often own the recordings and pay for the marketing of the music.'

Unweighted base	1099	143	514	13	253	5	138	7	26	-
Base: All GB Adults Online who uses a paid for music streaming service	1116	151	526	13	242	6	143	8	26	-
This is fair	9%	7%	9%	-	7%	-	10%	32%	8%	-
This is unfair - they're paid too much	83%	87%	83%	93%	86%	100%	76%	68%	72%	-
This is unfair - they're not paid enough	1%	2%	1%	-	1%	-	3%	-	4%	-
Don't know	7%	4%	7%	7%	6%	-	11%	-	17%	-

Tom Gray Music #BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Thinking about an average day... Approximately, how long do you spend listening to music via this music streaming service? (Please select the option that best applies. If you are unsure, please provide your best estimate)									
	Up to 30 minutes	More than 30 minutes, up to 1 hour	More than 1 hour, up to 2 hours	More than 2 hours, up to 3 hours	More than 3 hours, up to 4 hours	More than 4 hours, up to 5 hours	More than 5 hours, up to 6 hours	More than 6 hours	Don't know/can't recall	N/A – I would not use this music streaming service in an

For the following question, please read the information below before answering the question that follows.

This is how the total income from music streaming services from subscriptions is most commonly divided between each of the different parties involved in the music business:
Record companies receive around 41% (although some independent labels may receive less)
Streaming services receive around 29%
Music Artists receive around 16% (although some independent artists may receive more)
Songwriters receive around 14%
Non-featured performers receive 0%

Based on this information, overall, how fair or unfair do you think the distribution of income that music streaming services use is for each of the following parties in the music business? (Please select one option on each row)

SGB2_Q5_2. Record companies'Sometimes known as 'record labels', these companies invest in artists, often own the recordings and pay for the marketing of the music.'											
Unweighted base	1099	297	266	185	92	48	27	12	22	55	95
Base: All GB Adults Online who uses a paid for music streaming service	1116	290	275	194	94	48	30	13	22	59	92
This is fair	9%	9%	10%	7%	9%	10%	3%	7%	13%	8%	5%
This is unfair - they're paid too much	83%	84%	83%	90%	82%	84%	76%	67%	67%	68%	86%
This is unfair - they're not paid enough	1%	1%	0%	-	5%	5%	-	-	14%	3%	-
Don't know	7%	5%	7%	3%	4%	2%	21%	27%	6%	21%	8%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Do you think music streaming services (e.g. Spotify, Apple Music etc.) should or should not pay fees to performers not named as the lead artist on a track or album?		
	Yes, they should	No, they shouldn't	Don't know

For the following question, please read the information below before answering the question that follows.

This is how the total income from music streaming services from subscriptions is most commonly divided between each of the different parties involved in the music business:

Record companies receive around 41% (although some independent labels may receive less) Streaming services receive around 29%

Music Artists receive around 16% (although some independent artists may receive more)

Songwriters receive around 14%

Non-featured performers receive 0%

Based on this information, overall, how fair or unfair do you think the distribution of income that music streaming services use is for each of the following parties in the music business? (Please select one option on each row)

SGB2_Q5_2. Record companies' Sometimes known as 'record labels', these companies invest in artists, often own the recordings and pay for the marketing of the music.'					
	Unweighted base	1099	895	59	145
Base:	All GB Adults Online who uses a paid for music streaming service	1116	903	65	148
	This is fair	9%	7%	19%	11%
	This is unfair - they're paid too much	83%	88%	71%	60%
	This is unfair - they're not paid enough	1%	1%	4%	1%
	Don't know	7%	3%	5%	28%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

SGB2_Q5_4. Streaming Service'The provider of your streaming service e.g. Spotify, Apple Music etc.'

Unweighted base	1099	518	581	150	220	232	195	302	700	399
Base: All GB Adults Online who uses a paid for music streaming service	1116	554	562	191	222	225	190	287	662	454
This is fair	21%	22%	20%	32%	25%	20%	14%	17%	20%	23%
This is unfair - they're paid too much	68%	67%	70%	58%	65%	68%	73%	75%	69%	67%
This is unfair - they're not paid enough	3%	3%	3%	5%	2%	4%	2%	1%	3%	3%
Don't know	8%	8%	8%	4%	8%	9%	12%	8%	8%	7%

SGB2_Q5_1. Musical Artists'These are the named, credited or 'featured' performers on music.'

Unweighted base	1099	518	581	150	220	232	195	302	700	399
Base: All GB Adults Online who uses a paid for music streaming service	1116	554	562	191	222	225	190	287	662	454
This is fair	13%	17%	10%	18%	21%	8%	7%	13%	13%	14%
This is unfair - they're paid too much	4%	5%	4%	6%	4%	6%	4%	3%	3%	6%
This is unfair - they're not paid enough	77%	73%	80%	73%	72%	78%	82%	78%	78%	74%
Don't know	6%	5%	7%	3%	4%	8%	8%	6%	6%	5%

SGB2_Q5_3. Songwriters'Songwriters are not necessarily the people who perform the music we listen to. Instead they are the individuals who write the songs we listen to.'

Unweighted base	1099	518	581	150	220	232	195	302	700	399
Base: All GB Adults Online who uses a paid for music streaming service	1116	554	562	191	222	225	190	287	662	454
This is fair	14%	18%	11%	22%	19%	12%	8%	12%	14%	15%
This is unfair - they're paid too much	3%	4%	2%	3%	4%	4%	4%	2%	2%	5%
This is unfair - they're not paid enough	76%	71%	80%	71%	73%	75%	81%	79%	77%	75%
Don't know	6%	6%	6%	4%	5%	9%	7%	7%	7%	5%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Region							
	North	Midlands	East	London	South	England	Wales	Scotland

SGB2_Q5_4. Streaming Service'The provider of your streaming service e.g. Spotify, Apple Music etc.'

Unweighted base	1099	262	184	101	110	282	939	56	104
Base: All GB Adults Online who uses a paid for music streaming service	1116	256	189	100	130	278	954	56	106
This is fair	21%	20%	21%	32%	19%	20%	21%	19%	19%
This is unfair - they're paid too much	68%	68%	64%	61%	70%	71%	68%	72%	73%
This is unfair - they're not paid enough	3%	3%	7%	1%	2%	2%	3%	2%	1%
Don't know	8%	9%	9%	6%	9%	7%	8%	8%	8%

SGB2_Q5_1. Musical Artists'These are the named, credited or 'featured' performers on music.'

Unweighted base	1099	262	184	101	110	282	939	56	104
Base: All GB Adults Online who uses a paid for music streaming service	1116	256	189	100	130	278	954	56	106
This is fair	13%	9%	19%	21%	14%	8%	13%	14%	18%
This is unfair - they're paid too much	4%	6%	7%	2%	4%	3%	5%	3%	3%
This is unfair - they're not paid enough	77%	81%	67%	70%	72%	84%	76%	78%	76%
Don't know	6%	5%	7%	7%	10%	5%	6%	5%	3%

SGB2_Q5_3. Songwriters'Songwriters are not necessarily the people who perform the music we listen to. Instead they are the individuals who write the songs we listen to.'

Unweighted base	1099	262	184	101	110	282	939	56	104
Base: All GB Adults Online who uses a paid for music streaming service	1116	256	189	100	130	278	954	56	106
This is fair	14%	10%	16%	23%	18%	13%	15%	13%	14%
This is unfair - they're paid too much	3%	3%	6%	2%	3%	3%	3%	5%	3%
This is unfair - they're not paid enough	76%	81%	70%	69%	69%	79%	76%	77%	78%
Don't know	6%	5%	8%	6%	10%	5%	7%	5%	6%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	For the following question, by "music streaming service", we mean a service which allows you to listen to (i.e. "stream") music without needing to download the music on to your device. Thinking about paid-for subscriptions only... Which, if any, of the following music streaming services do you currently have access to and listen to? (Please select all that apply)										
	Apple Music	Spotify	Deezer	Amazon Music	SoundCloud	YouTube Music	Tidal	Other	Don't know/ can't recall	N/A - I do not currently have access to and listen to a music streaming	

SGB2_Q5_4. Streaming Service 'The provider of your streaming service e.g. Spotify, Apple Music etc.'

Unweighted base	1099	194	592	29	375	59	216	11	38	-	-
Base: All GB Adults Online who uses a paid for music streaming service	1116	199	602	29	360	61	218	14	38	-	-
This is fair	21%	23%	24%	12%	18%	8%	14%	14%	24%	-	-
This is unfair - they're paid too much	68%	68%	66%	75%	72%	74%	72%	55%	58%	-	-
This is unfair - they're not paid enough	3%	4%	2%	3%	2%	7%	2%	24%	-	-	-
Don't know	8%	5%	8%	10%	8%	11%	12%	7%	19%	-	-

SGB2_Q5_1. Musical Artists 'These are the named, credited or 'featured' performers on music.'

Unweighted base	1099	194	592	29	375	59	216	11	38	-	-
Base: All GB Adults Online who uses a paid for music streaming service	1116	199	602	29	360	61	218	14	38	-	-
This is fair	13%	19%	12%	15%	12%	8%	13%	47%	7%	-	-
This is unfair - they're paid too much	4%	6%	4%	19%	5%	12%	6%	-	-	-	-
This is unfair - they're not paid enough	77%	73%	78%	59%	78%	76%	72%	53%	79%	-	-
Don't know	6%	3%	6%	7%	5%	4%	10%	-	14%	-	-

SGB2_Q5_3. Songwriters 'Songwriters are not necessarily the people who perform the music we listen to. Instead they are the individuals who write the songs we listen to.'

Unweighted base	1099	194	592	29	375	59	216	11	38	-	-
Base: All GB Adults Online who uses a paid for music streaming service	1116	199	602	29	360	61	218	14	38	-	-
This is fair	14%	14%	15%	12%	13%	6%	13%	42%	9%	-	-
This is unfair - they're paid too much	3%	5%	2%	6%	3%	13%	4%	7%	-	-	-
This is unfair - they're not paid enough	76%	76%	77%	72%	77%	77%	74%	50%	72%	-	-
Don't know	6%	5%	6%	10%	6%	4%	9%	-	19%	-	-

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Music streaming service used MOST often								
	Apple Music	Spotify	Deezer	Amazon Music	SoundCloud	YouTube Music	Tidal	Other	Don't know/ can't recall

SGB2_Q5_4. Streaming Service'The provider of your streaming service e.g. Spotify, Apple Music etc.'

Unweighted base	1099	143	514	13	253	5	138	7	26	-
Base: All GB Adults Online who uses a paid for music streaming service	1116	151	526	13	242	6	143	8	26	-
This is fair	21%	23%	24%	7%	19%	23%	11%	14%	27%	-
This is unfair - they're paid too much	68%	69%	65%	87%	71%	77%	75%	75%	53%	-
This is unfair - they're not paid enough	3%	6%	2%	-	3%	-	3%	11%	-	-
Don't know	8%	2%	8%	7%	8%	-	11%	-	20%	-

SGB2_Q5_1. Musical Artists'These are the named, credited or 'featured' performers on music.'

Unweighted base	1099	143	514	13	253	5	138	7	26	-
Base: All GB Adults Online who uses a paid for music streaming service	1116	151	526	13	242	6	143	8	26	-
This is fair	13%	18%	12%	-	12%	-	14%	32%	10%	-
This is unfair - they're paid too much	4%	5%	3%	14%	5%	27%	7%	-	-	-
This is unfair - they're not paid enough	77%	74%	78%	79%	78%	73%	71%	68%	76%	-
Don't know	6%	3%	6%	7%	5%	-	8%	-	13%	-

SGB2_Q5_3. Songwriters'Songwriters are not necessarily the people who perform the music we listen to. Instead they are the individuals who write the songs we listen to.'

Unweighted base	1099	143	514	13	253	5	138	7	26	-
Base: All GB Adults Online who uses a paid for music streaming service	1116	151	526	13	242	6	143	8	26	-
This is fair	14%	14%	15%	7%	13%	14%	13%	42%	13%	-
This is unfair - they're paid too much	3%	5%	2%	14%	3%	27%	6%	-	-	-
This is unfair - they're not paid enough	76%	77%	77%	66%	78%	59%	73%	58%	66%	-
Don't know	6%	4%	6%	13%	6%	-	8%	-	20%	-

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Thinking about an average day... Approximately, how long do you spend listening to music via this music streaming service? (Please select the option that best applies. If you are unsure, please provide your best estimate)									
	Up to 30 minutes	More than 30 minutes, up to 1 hour	More than 1 hour, up to 2 hours	More than 2 hours, up to 3 hours	More than 3 hours, up to 4 hours	More than 4 hours, up to 5 hours	More than 5 hours, up to 6 hours	More than 6 hours	Don't know/ can't recall	N/A – I would not use this music streaming service in an

SGB2_Q5_4. Streaming Service'The provider of your streaming service e.g. Spotify, Apple Music etc.'

Unweighted base	1099	297	266	185	92	48	27	12	22	55	95
Base: All GB Adults Online who uses a paid for music streaming service	1116	290	275	194	94	48	30	13	22	59	92
This is fair	21%	23%	23%	17%	22%	25%	23%	31%	16%	17%	17%
This is unfair - they're paid too much	68%	69%	66%	74%	68%	71%	61%	60%	63%	55%	73%
This is unfair - they're not paid enough	3%	1%	5%	2%	4%	2%	-	-	11%	3%	1%
Don't know	8%	7%	6%	7%	6%	2%	16%	8%	10%	26%	9%

SGB2_Q5_1. Musical Artists'These are the named, credited or 'featured' performers on music.'

Unweighted base	1099	297	266	185	92	48	27	12	22	55	95
Base: All GB Adults Online who uses a paid for music streaming service	1116	290	275	194	94	48	30	13	22	59	92
This is fair	13%	15%	16%	8%	13%	11%	6%	25%	16%	9%	13%
This is unfair - they're paid too much	4%	3%	5%	5%	7%	3%	9%	-	6%	2%	6%
This is unfair - they're not paid enough	77%	77%	74%	83%	77%	84%	71%	67%	71%	71%	73%
Don't know	6%	5%	5%	5%	3%	2%	13%	8%	6%	18%	8%

SGB2_Q5_3. Songwriters'Songwriters are not necessarily the people who perform the music we listen to. Instead they are the individuals who write the songs we listen to.'

Unweighted base	1099	297	266	185	92	48	27	12	22	55	95
Base: All GB Adults Online who uses a paid for music streaming service	1116	290	275	194	94	48	30	13	22	59	92
This is fair	14%	18%	15%	11%	13%	21%	13%	31%	12%	3%	13%
This is unfair - they're paid too much	3%	3%	2%	5%	3%	3%	13%	-	22%	2%	2%
This is unfair - they're not paid enough	76%	73%	78%	82%	77%	73%	61%	60%	56%	77%	76%
Don't know	6%	6%	5%	2%	7%	4%	13%	8%	10%	18%	9%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Do you think music streaming services (e.g. Spotify, Apple Music etc.) should or should not pay fees to performers not named as the lead artist on a track or album?		
	Yes, they should	No, they shouldn't	Don't know

SGB2_Q5_4. Streaming Service'The provider of your streaming service e.g. Spotify, Apple Music etc.'

Unweighted base	1099	895	59	145
Base: All GB Adults Online who uses a paid for music streaming service	1116	903	65	148
This is fair	21%	22%	23%	13%
This is unfair - they're paid too much	68%	72%	60%	50%
This is unfair - they're not paid enough	3%	2%	12%	5%
Don't know	8%	4%	5%	32%

SGB2_Q5_1. Musical Artists'These are the named, credited or 'featured' performers on music.'

Unweighted base	1099	895	59	145
Base: All GB Adults Online who uses a paid for music streaming service	1116	903	65	148
This is fair	13%	14%	14%	11%
This is unfair - they're paid too much	4%	4%	17%	3%
This is unfair - they're not paid enough	77%	80%	64%	59%
Don't know	6%	2%	5%	27%

SGB2_Q5_3. Songwriters'Songwriters are not necessarily the people who perform the music we listen to. Instead they are the individuals who write the songs we listen to.'

Unweighted base	1099	895	59	145
Base: All GB Adults Online who uses a paid for music streaming service	1116	903	65	148
This is fair	14%	15%	19%	10%
This is unfair - they're paid too much	3%	3%	10%	4%
This is unfair - they're not paid enough	76%	79%	65%	58%
Don't know	6%	3%	6%	28%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

SGB2_Q5_5. Un-named or 'non-featured' performers on music There are other musicians who perform on the music we listen to. They are unnamed on the song's credits. They may be session musicians playing instrumentation or backing singers.'

Unweighted base	1099	518	581	150	220	232	195	302	700	399
Base: All GB Adults Online who uses a paid for music streaming service	1116	554	562	191	222	225	190	287	662	454
This is fair	9%	11%	7%	9%	12%	10%	7%	8%	9%	10%
This is unfair - they're paid too much	3%	4%	1%	5%	3%	2%	3%	1%	1%	4%
This is unfair - they're not paid enough	76%	72%	80%	77%	74%	72%	77%	79%	77%	74%
Don't know	12%	13%	11%	8%	11%	16%	13%	12%	12%	12%

SGB_Q7. For the following question, please imagine that it were possible for the available income from your subscription fee to go only to the parties involved in the music that you personally listen to, rather than being pooled together.

To what extent would you support or oppose this type of payment system being used by music streaming services?

Unweighted base	1099	518	581	150	220	232	195	302	700	399
Base: All GB Adults online who uses a paid for music streaming service	1116	554	562	191	222	225	190	287	662	454
Strongly support	21%	20%	21%	17%	21%	25%	20%	19%	20%	22%
Tend to support	43%	45%	41%	45%	42%	38%	45%	45%	44%	42%
Tend to oppose	14%	14%	15%	20%	15%	13%	13%	12%	16%	12%
Strongly oppose	4%	5%	3%	4%	6%	3%	4%	4%	4%	4%
Don't know	18%	16%	19%	14%	16%	20%	19%	20%	16%	20%
Net: Support	64%	65%	62%	62%	63%	63%	65%	65%	63%	64%
Net: Oppose	18%	19%	18%	24%	21%	17%	17%	16%	20%	15%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Region							
	North	Midlands	East	London	South	England	Wales	Scotland

SGB2_Q5_5. Un-named or 'non-featured' performers on music There are other musicians who perform on the music we listen to. They are unnamed on the song's credits. They may be session musicians playing instrumentation or backing singers.'

Unweighted base	1099	262	184	101	110	282	939	56	104
Base: All GB Adults Online who uses a paid for music streaming service	1116	256	189	100	130	278	954	56	106
This is fair	9%	8%	8%	17%	9%	7%	9%	9%	13%
This is unfair - they're paid too much	3%	3%	4%	4%	3%	2%	3%	-	1%
This is unfair - they're not paid enough	76%	78%	75%	69%	74%	80%	77%	72%	73%
Don't know	12%	11%	12%	10%	14%	11%	12%	18%	13%

SGB_Q7. For the following question, please imagine that it were possible for the available income from your subscription fee to go only to the parties involved in the music that you personally listen to, rather than being pooled together.

To what extent would you support or oppose this type of payment system being used by music streaming services?

Unweighted base	1099	262	184	101	110	282	939	56	104
Base: All GB Adults online who uses a paid for music streaming service	1116	256	189	100	130	278	954	56	106
Strongly support	21%	18%	21%	20%	23%	20%	20%	32%	20%
Tend to support	43%	48%	44%	46%	38%	41%	44%	33%	43%
Tend to oppose	14%	12%	14%	13%	15%	16%	14%	19%	13%
Strongly oppose	4%	5%	7%	1%	4%	4%	5%	2%	1%
Don't know	18%	16%	15%	20%	20%	19%	18%	15%	22%
Net: Support	64%	66%	65%	66%	61%	61%	64%	65%	63%
Net: Oppose	18%	18%	20%	14%	19%	20%	19%	20%	14%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	For the following question, by "music streaming service", we mean a service which allows you to listen to (i.e. "stream") music without needing to download the music on to your device. Thinking about paid-for subscriptions only... Which, if any, of the following music streaming services do you currently have access to and listen to? (Please select all that apply)									
	Apple Music	Spotify	Deezer	Amazon Music	SoundCloud	YouTube Music	Tidal	Other	Don't know/ can't recall	N/A - I do not currently have access to and listen to a music streaming

SGB2_Q5_5. Un-named or 'non-featured' performers on music There are other musicians who perform on the music we listen to. They are unnamed on the song's credits. They may be session musicians playing instrumentation or backing singers.'

Unweighted base	1099	194	592	29	375	59	216	11	38	-	-
Base: All GB Adults Online who uses a paid for music streaming service	1116	199	602	29	360	61	218	14	38	-	-
This is fair	9%	9%	9%	12%	11%	9%	10%	-	12%	-	-
This is unfair - they're paid too much	3%	4%	2%	3%	2%	12%	3%	49%	-	-	-
This is unfair - they're not paid enough	76%	76%	78%	72%	76%	69%	70%	32%	67%	-	-
Don't know	12%	10%	11%	13%	11%	10%	17%	18%	21%	-	-

SGB_Q7. For the following question, please imagine that it were possible for the available income from your subscription fee to go only to the parties involved in the music that you personally listen to, rather than being pooled together.

To what extent would you support or oppose this type of payment system being used by music streaming services?

Unweighted base	1099	194	592	29	375	59	216	11	38	-	-
Base: All GB Adults online who uses a paid for music streaming service	1116	199	602	29	360	61	218	14	38	-	-
Strongly support	21%	23%	21%	9%	21%	22%	18%	27%	15%	-	-
Tend to support	43%	44%	41%	52%	45%	41%	43%	50%	39%	-	-
Tend to oppose	14%	16%	15%	9%	14%	11%	16%	17%	14%	-	-
Strongly oppose	4%	4%	4%	10%	4%	7%	4%	6%	5%	-	-
Don't know	18%	13%	19%	20%	17%	18%	19%	-	28%	-	-
Net: Support	64%	67%	62%	61%	66%	63%	61%	77%	54%	-	-
Net: Oppose	18%	20%	19%	19%	18%	18%	20%	23%	19%	-	-

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Music streaming service used MOST often								
	Apple Music	Spotify	Deezer	Amazon Music	SoundCloud	YouTube Music	Tidal	Other	Don't know/ can't recall

SGB2_Q5_5. Un-named or 'non-featured' performers on music 'There are other musicians who perform on the music we listen to. They are unnamed on the song's credits. They may be session musicians playing instrumentation or backing singers.'

Unweighted base	1099	143	514	13	253	5	138	7	26	-
Base: All GB Adults Online who uses a paid for music streaming service	1116	151	526	13	242	6	143	8	26	-
This is fair	9%	8%	9%	7%	12%	-	7%	-	17%	-
This is unfair - they're paid too much	3%	4%	2%	-	1%	27%	4%	43%	-	-
This is unfair - they're not paid enough	76%	77%	78%	86%	76%	73%	72%	46%	59%	-
Don't know	12%	10%	11%	7%	11%	-	18%	11%	24%	-

SGB_Q7. For the following question, please imagine that it were possible for the available income from your subscription fee to go only to the parties involved in the music that you personally listen to, rather than being pooled together.

To what extent would you support or oppose this type of payment system being used by music streaming services?

Unweighted base	1099	143	514	13	253	5	138	7	26	-
Base: All GB Adults online who uses a paid for music streaming service	1116	151	526	13	242	6	143	8	26	-
Strongly support	21%	22%	21%	14%	22%	23%	17%	36%	10%	-
Tend to support	43%	47%	41%	44%	45%	21%	44%	54%	44%	-
Tend to oppose	14%	15%	15%	13%	12%	14%	16%	-	13%	-
Strongly oppose	4%	4%	4%	8%	4%	42%	4%	10%	7%	-
Don't know	18%	13%	19%	22%	17%	-	19%	-	25%	-
Net: Support	64%	68%	62%	57%	67%	44%	61%	90%	55%	-
Net: Oppose	18%	19%	19%	21%	15%	56%	20%	10%	20%	-

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Thinking about an average day... Approximately, how long do you spend listening to music via this music streaming service? (Please select the option that best applies. If you are unsure, please provide your best estimate)									
	Up to 30 minutes	More than 30 minutes, up to 1 hour	More than 1 hour, up to 2 hours	More than 2 hours, up to 3 hours	More than 3 hours, up to 4 hours	More than 4 hours, up to 5 hours	More than 5 hours, up to 6 hours	More than 6 hours	Don't know/ can't recall	N/A – I would not use this music streaming service in an

SGB2_Q5_5. Un-named or 'non-featured' performers on music 'There are other musicians who perform on the music we listen to. They are unnamed on the song's credits. They may be session musicians playing instrumentation or backing singers.'

Unweighted base	1099	297	266	185	92	48	27	12	22	55	95
Base: All GB Adults Online who uses a paid for music streaming service	1116	290	275	194	94	48	30	13	22	59	92
This is fair	9%	11%	10%	8%	5%	11%	10%	13%	7%	5%	10%
This is unfair - they're paid too much	3%	1%	2%	3%	8%	5%	6%	-	11%	-	3%
This is unfair - they're not paid enough	76%	77%	76%	80%	74%	77%	63%	72%	63%	71%	75%
Don't know	12%	11%	12%	9%	13%	6%	21%	15%	18%	23%	13%

SGB_Q7. For the following question, please imagine that it were possible for the available income from your subscription fee to go only to the parties involved in the music that you personally listen to, rather than being pooled together.

To what extent would you support or oppose this type of payment system being used by music streaming services?

Unweighted base	1099	297	266	185	92	48	27	12	22	55	95
Base: All GB Adults online who uses a paid for music streaming service	1116	290	275	194	94	48	30	13	22	59	92
Strongly support	21%	20%	22%	16%	26%	28%	18%	22%	20%	19%	20%
Tend to support	43%	45%	42%	45%	41%	35%	58%	45%	49%	27%	46%
Tend to oppose	14%	14%	16%	19%	12%	16%	13%	27%	8%	7%	8%
Strongly oppose	4%	3%	5%	3%	5%	4%	-	6%	14%	2%	6%
Don't know	18%	18%	15%	16%	16%	17%	12%	-	8%	45%	21%
Net: Support	64%	65%	64%	61%	67%	63%	76%	67%	69%	47%	65%
Net: Oppose	18%	17%	20%	23%	17%	20%	13%	33%	23%	9%	13%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Do you think music streaming services (e.g. Spotify, Apple Music etc.) should or should not pay fees to performers not named as the lead artist on a track or album?		
	Yes, they should	No, they shouldn't	Don't know

SGB2_Q5_5. Un-named or 'non-featured' performers on music'There are other musicians who perform on the music we listen to. They are unnamed on the song's credits. They may be session musicians playing instrumentation or backing singers.'

Unweighted base	1099	895	59	145
Base: All GB Adults Online who uses a paid for music streaming service	1116	903	65	148
This is fair	9%	7%	31%	15%
This is unfair - they're paid too much	3%	2%	13%	1%
This is unfair - they're not paid enough	76%	84%	40%	42%
Don't know	12%	7%	16%	42%

SGB_Q7. For the following question, please imagine that it were possible for the available income from your subscription fee to go only to the parties involved in the music that you personally listen to, rather than being pooled together.

To what extent would you support or oppose this type of payment system being used by music streaming services?

Unweighted base	1099	895	59	145
Base: All GB Adults online who uses a paid for music streaming service	1116	903	65	148
Strongly support	21%	24%	10%	6%
Tend to support	43%	46%	40%	30%
Tend to oppose	14%	14%	31%	9%
Strongly oppose	4%	4%	5%	3%
Don't know	18%	12%	14%	53%
Net: Support	64%	69%	50%	36%
Net: Oppose	18%	18%	36%	12%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

SGB_Q9. On a slightly different topic...

To what extent do you agree or disagree with the following statement?

"When a music streaming service plays music I haven't chosen to listen to (e.g. it plays auto-recommended music or a curated playlist such as 'Feel Good Summer Music' or 'Sunday Afternoon' etc.), it feels like I am listening to a radio station."

Unweighted base	1099	518	581	150	220	232	195	302	700	399
Base: All GB Adults online who uses a paid for music streaming service	1116	554	562	191	222	225	190	287	662	454
Strongly agree	13%	12%	14%	14%	12%	11%	11%	16%	11%	16%
Tend to agree	47%	45%	50%	38%	51%	47%	47%	50%	48%	46%
Tend to disagree	22%	24%	20%	31%	25%	21%	19%	16%	25%	18%
Strongly disagree	4%	5%	3%	6%	4%	5%	4%	3%	5%	4%
Don't know	14%	14%	14%	11%	9%	16%	18%	15%	12%	16%
Net: Agree	60%	57%	63%	52%	63%	58%	58%	66%	58%	63%
Net: Disagree	26%	29%	23%	37%	28%	26%	24%	19%	29%	22%

SGB_Q10. For the following question, please read the following information before answering the question below. UK radio stations currently pay fees to un-named or 'non-featured' performers who are not named as the lead artist on a track or album (e.g. session musicians, backing singers etc.).

Do you think music streaming services (e.g. Spotify, Apple Music etc.) should or should not pay fees to performers not named as the lead artist on a track or album?

Unweighted base	1099	518	581	150	220	232	195	302	700	399
Base: All GB Adults online who uses a paid for music streaming service	1116	554	562	191	222	225	190	287	662	454
Yes, they should	81%	80%	82%	80%	82%	80%	75%	85%	83%	78%
No, they shouldn't	6%	7%	5%	11%	6%	5%	6%	4%	5%	7%
Don't know	13%	14%	13%	10%	12%	15%	20%	11%	12%	15%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Region							
	North	Midlands	East	London	South	England	Wales	Scotland

SGB_Q9. On a slightly different topic...

To what extent do you agree or disagree with the following statement?

"When a music streaming service plays music I haven't chosen to listen to (e.g. it plays auto-recommended music or a curated playlist such as 'Feel Good Summer Music' or 'Sunday Afternoon' etc.), it feels like I am listening to a radio station."

	Unweighted base	1099	262	184	101	110	282	939	56	104
Base: All GB Adults online who uses a paid for music streaming service		1116	256	189	100	130	278	954	56	106
Strongly agree		13%	12%	14%	15%	14%	14%	14%	8%	11%
Tend to agree		47%	47%	45%	45%	44%	48%	46%	58%	51%
Tend to disagree		22%	22%	26%	24%	19%	20%	22%	19%	22%
Strongly disagree		4%	5%	4%	2%	8%	5%	5%	2%	3%
Don't know		14%	14%	12%	14%	15%	14%	14%	14%	14%
Net: Agree		60%	59%	58%	60%	58%	62%	60%	65%	62%
Net: Disagree		26%	27%	30%	26%	27%	24%	27%	21%	24%

SGB_Q10. For the following question, please read the following information before answering the question below. UK radio stations currently pay fees to un-named or 'non-featured' performers who are not named as the lead artist on a track or album (e.g. session musicians, backing singers etc.).

Do you think music streaming services (e.g. Spotify, Apple Music etc.) should or should not pay fees to performers not named as the lead artist on a track or album?

	Unweighted base	1099	262	184	101	110	282	939	56	104
Base: All GB Adults online who uses a paid for music streaming service		1116	256	189	100	130	278	954	56	106
Yes, they should		81%	83%	80%	76%	82%	85%	82%	80%	73%
No, they shouldn't		6%	5%	6%	10%	2%	6%	5%	2%	11%
Don't know		13%	13%	14%	15%	16%	10%	13%	18%	16%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	For the following question, by "music streaming service", we mean a service which allows you to listen to (i.e. "stream") music without needing to download the music on to your device. Thinking about paid-for subscriptions only... Which, if any, of the following music streaming services do you currently have access to and listen to? (Please select all that apply)									
	Apple Music	Spotify	Deezer	Amazon Music	SoundCloud	YouTube Music	Tidal	Other	Don't know/ can't recall	N/A - I do not currently have access to and listen to a music streaming

SGB_Q9. On a slightly different topic...

To what extent do you agree or disagree with the following statement?

"When a music streaming service plays music I haven't chosen to listen to (e.g. it plays auto-recommended music or a curated playlist such as 'Feel Good Summer Music' or 'Sunday Afternoon' etc.), it feels like I am listening to a radio station."

	Unweighted base	1099	194	592	29	375	59	216	11	38	-	-
Base: All GB Adults online who uses a paid for music streaming service		1116	199	602	29	360	61	218	14	38	-	-
Strongly agree		13%	12%	11%	19%	15%	16%	18%	24%	17%	-	-
Tend to agree		47%	46%	49%	46%	49%	48%	43%	38%	43%	-	-
Tend to disagree		22%	23%	23%	13%	24%	19%	16%	24%	13%	-	-
Strongly disagree		4%	4%	4%	6%	3%	7%	6%	14%	7%	-	-
Don't know		14%	14%	13%	16%	10%	10%	18%	-	21%	-	-
Net: Agree		60%	59%	60%	65%	64%	63%	61%	62%	60%	-	-
Net: Disagree		26%	27%	27%	19%	26%	26%	21%	38%	20%	-	-

SGB_Q10. For the following question, please read the following information before answering the question below. UK radio stations currently pay fees to un-named or 'non-featured' performers who are not named as the lead artist on a track or album (e.g. session musicians, backing singers etc.).

Do you think music streaming services (e.g. Spotify, Apple Music etc.) should or should not pay fees to performers not named as the lead artist on a track or album?

	Unweighted base	1099	194	592	29	375	59	216	11	38	-	-
Base: All GB Adults online who uses a paid for music streaming service		1116	199	602	29	360	61	218	14	38	-	-
Yes, they should		81%	84%	82%	81%	85%	75%	73%	69%	76%	-	-
No, they shouldn't		6%	5%	5%	6%	4%	11%	10%	24%	6%	-	-
Don't know		13%	11%	13%	13%	11%	14%	17%	7%	18%	-	-

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Music streaming service used MOST often								
	Apple Music	Spotify	Deezer	Amazon Music	SoundCloud	YouTube Music	Tidal	Other	Don't know/ can't recall

SGB_Q9. On a slightly different topic...

To what extent do you agree or disagree with the following statement?

"When a music streaming service plays music I haven't chosen to listen to (e.g. it plays auto-recommended music or a curated playlist such as 'Feel Good Summer Music' or 'Sunday Afternoon' etc.), it feels like I am listening to a radio station."

Unweighted base	1099	143	514	13	253	5	138	7	26	-
Base: All GB Adults online who uses a paid for music streaming service	1116	151	526	13	242	6	143	8	26	-
Strongly agree	13%	13%	11%	16%	15%	15%	19%	11%	8%	-
Tend to agree	47%	46%	49%	42%	47%	23%	40%	53%	52%	-
Tend to disagree	22%	23%	24%	6%	25%	35%	13%	11%	3%	-
Strongly disagree	4%	4%	4%	7%	2%	-	7%	25%	10%	-
Don't know	14%	14%	12%	29%	11%	27%	21%	-	27%	-
Net: Agree	60%	59%	60%	58%	63%	38%	59%	64%	60%	-
Net: Disagree	26%	28%	28%	13%	27%	35%	20%	36%	13%	-

SGB_Q10. For the following question, please read the following information before answering the question below. UK radio stations currently pay fees to un-named or 'non-featured' performers who are not named as the lead artist on a track or album (e.g. session musicians, backing singers etc.).

Do you think music streaming services (e.g. Spotify, Apple Music etc.) should or should not pay fees to performers not named as the lead artist on a track or album?

Unweighted base	1099	143	514	13	253	5	138	7	26	-
Base: All GB Adults online who uses a paid for music streaming service	1116	151	526	13	242	6	143	8	26	-
Yes, they should	81%	86%	82%	73%	84%	86%	68%	89%	76%	-
No, they shouldn't	6%	5%	5%	7%	3%	14%	12%	11%	9%	-
Don't know	13%	10%	13%	20%	12%	-	20%	-	15%	-

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Thinking about an average day... Approximately, how long do you spend listening to music via this music streaming service? (Please select the option that best applies. If you are unsure, please provide your best estimate)									
	Up to 30 minutes	More than 30 minutes, up to 1 hour	More than 1 hour, up to 2 hours	More than 2 hours, up to 3 hours	More than 3 hours, up to 4 hours	More than 4 hours, up to 5 hours	More than 5 hours, up to 6 hours	More than 6 hours	Don't know/ can't recall	N/A – I would not use this music streaming service in an

SGB_Q9. On a slightly different topic...

To what extent do you agree or disagree with the following statement?

"When a music streaming service plays music I haven't chosen to listen to (e.g. it plays auto-recommended music or a curated playlist such as 'Feel Good Summer Music' or 'Sunday Afternoon' etc.), it feels like I am listening to a radio station."

Unweighted base	1099	297	266	185	92	48	27	12	22	55	95
Base: All GB Adults online who uses a paid for music streaming service	1116	290	275	194	94	48	30	13	22	59	92
Strongly agree	13%	16%	11%	10%	18%	25%	9%	22%	12%	8%	8%
Tend to agree	47%	53%	48%	43%	42%	42%	52%	64%	53%	20%	52%
Tend to disagree	22%	14%	25%	31%	31%	17%	33%	15%	13%	15%	14%
Strongly disagree	4%	5%	3%	7%	4%	6%	-	-	8%	4%	2%
Don't know	14%	11%	13%	9%	5%	10%	5%	-	14%	53%	24%
Net: Agree	60%	69%	59%	53%	60%	67%	62%	85%	65%	28%	60%
Net: Disagree	26%	19%	28%	38%	35%	23%	33%	15%	21%	19%	16%

SGB_Q10. For the following question, please read the following information before answering the question below. UK radio stations currently pay fees to un-named or 'non-featured' performers who are not named as the lead artist on a track or album (e.g. session musicians, backing singers etc.).

Do you think music streaming services (e.g. Spotify, Apple Music etc.) should or should not pay fees to performers not named as the lead artist on a track or album?

Unweighted base	1099	297	266	185	92	48	27	12	22	55	95
Base: All GB Adults online who uses a paid for music streaming service	1116	290	275	194	94	48	30	13	22	59	92
Yes, they should	81%	82%	80%	81%	83%	78%	76%	94%	82%	63%	87%
No, they shouldn't	6%	5%	5%	8%	7%	11%	3%	6%	8%	3%	5%
Don't know	13%	13%	15%	10%	10%	11%	21%	-	10%	34%	9%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Do you think music streaming services (e.g. Spotify, Apple Music etc.) should or should not pay fees to performers not named as the lead artist on a track or album?		
	Yes, they should	No, they shouldn't	Don't know

SGB_Q9. On a slightly different topic...

To what extent do you agree or disagree with the following statement?

"When a music streaming service plays music I haven't chosen to listen to (e.g. it plays auto-recommended music or a curated playlist such as 'Feel Good Summer Music' or 'Sunday Afternoon' etc.), it feels like I am listening to a radio station."

Unweighted base	1099	895	59	145
Base: All GB Adults online who uses a paid for music streaming service	1116	903	65	148
Strongly agree	13%	15%	12%	3%
Tend to agree	47%	49%	46%	36%
Tend to disagree	22%	23%	31%	13%
Strongly disagree	4%	4%	5%	3%
Don't know	14%	9%	5%	44%
Net: Agree	60%	64%	58%	40%
Net: Disagree	26%	27%	36%	17%

SGB_Q10. For the following question, please read the following information before answering the question below. UK radio stations currently pay fees to un-named or 'non-featured' performers who are not named as the lead artist on a track or album (e.g. session musicians, backing singers etc.).

Do you think music streaming services (e.g. Spotify, Apple Music etc.) should or should not pay fees to performers not named as the lead artist on a track or album?

Unweighted base	1099	895	59	145
Base: All GB Adults online who uses a paid for music streaming service	1116	903	65	148
Yes, they should	81%	100%	-	-
No, they shouldn't	6%	-	100%	-
Don't know	13%	-	-	100%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

SGB_Q11. For the following question, please read the following information before answering the question below.

The average monthly subscription cost for a paid music streaming service is £10.

How willing, if at all, would you/ your household be to pay an increased monthly subscription fee, at an amount you consider to be reasonable, if you knew this additional money went directly and only to the music artists, songwriters and performers who write and/ or perform the music you listen to?

Unweighted base	1099	518	581	150	220	232	195	302	700	399
Base: All GB Adults online who uses a paid for music streaming service	1116	554	562	191	222	225	190	287	662	454
Very willing	9%	10%	8%	14%	10%	10%	8%	6%	8%	10%
Fairly willing	36%	34%	37%	37%	43%	33%	36%	32%	35%	37%
Not very willing	27%	27%	27%	31%	28%	25%	21%	29%	29%	24%
Not at all willing	18%	18%	17%	11%	12%	17%	22%	24%	18%	17%
Don't know	10%	11%	10%	6%	8%	15%	13%	10%	10%	12%
Net: Willing	45%	44%	45%	51%	53%	43%	44%	37%	43%	47%
Net: Not willing	45%	45%	44%	43%	40%	42%	44%	53%	47%	41%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Region							
	North	Midlands	East	London	South	England	Wales	Scotland

SGB_Q11. For the following question, please read the following information before answering the question below.

The average monthly subscription cost for a paid music streaming service is £10.

How willing, if at all, would you/ your household be to pay an increased monthly subscription fee, at an amount you consider to be reasonable, if you knew this additional money went directly and only to the music artists, songwriters and performers who write and/ or perform the music you listen to?

Unweighted base	1099	262	184	101	110	282	939	56	104
Base: All GB Adults online who uses a paid for music streaming service	1116	256	189	100	130	278	954	56	106
Very willing	9%	7%	9%	9%	11%	11%	9%	11%	7%
Fairly willing	36%	35%	34%	30%	33%	37%	35%	41%	44%
Not very willing	27%	26%	34%	22%	23%	28%	27%	30%	23%
Not at all willing	18%	22%	17%	24%	17%	14%	18%	10%	16%
Don't know	10%	10%	6%	15%	16%	10%	11%	8%	11%
Net: Willing	45%	42%	43%	39%	44%	48%	44%	52%	51%
Net: Not willing	45%	48%	51%	46%	40%	42%	46%	40%	39%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	For the following question, by "music streaming service", we mean a service which allows you to listen to (i.e. "stream") music without needing to download the music on to your device. Thinking about paid-for subscriptions only... Which, if any, of the following music streaming services do you currently have access to and listen to? (Please select all that apply)									
	Apple Music	Spotify	Deezer	Amazon Music	SoundCloud	YouTube Music	Tidal	Other	Don't know/ can't recall	N/A - I do not currently have access to and listen to a music streaming

SGB_Q11. For the following question, please read the following information before answering the question below.

The average monthly subscription cost for a paid music streaming service is £10.

How willing, if at all, would you/ your household be to pay an increased monthly subscription fee, at an amount you consider to be reasonable, if you knew this additional money went directly and only to the music artists, songwriters and performers who write and/ or perform the music you listen to?

	Unweighted base	1099	194	592	29	375	59	216	11	38	-	-
Base: All GB Adults online who uses a paid for music streaming service		1116	199	602	29	360	61	218	14	38	-	-
Very willing	9%	9%	9%	13%	6%	14%	10%	31%	5%	-	-	
Fairly willing	36%	44%	39%	28%	35%	32%	26%	57%	41%	-	-	
Not very willing	27%	27%	26%	13%	30%	14%	27%	-	22%	-	-	
Not at all willing	18%	14%	16%	19%	19%	21%	22%	7%	30%	-	-	
Don't know	10%	6%	9%	28%	9%	20%	15%	6%	2%	-	-	
Net: Willing	45%	53%	49%	40%	41%	45%	36%	87%	45%	-	-	
Net: Not willing	45%	40%	42%	32%	50%	35%	49%	7%	52%	-	-	

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Music streaming service used MOST often								
	Apple Music	Spotify	Deezer	Amazon Music	SoundCloud	YouTube Music	Tidal	Other	Don't know/ can't recall

SGB_Q11. For the following question, please read the following information before answering the question below.

The average monthly subscription cost for a paid music streaming service is £10.

How willing, if at all, would you/ your household be to pay an increased monthly subscription fee, at an amount you consider to be reasonable, if you knew this additional money went directly and only to the music artists, songwriters and performers who write and/ or perform the music you listen to?

Unweighted base	1099	143	514	13	253	5	138	7	26	-
Base: All GB Adults online who uses a paid for music streaming service	1116	151	526	13	242	6	143	8	26	-
Very willing	9%	9%	10%	8%	6%	15%	9%	53%	7%	-
Fairly willing	36%	44%	40%	28%	31%	-	23%	25%	31%	-
Not very willing	27%	29%	26%	14%	32%	-	25%	-	18%	-
Not at all willing	18%	11%	15%	20%	20%	41%	24%	11%	41%	-
Don't know	10%	7%	9%	30%	10%	44%	18%	10%	3%	-
Net: Willing	45%	53%	50%	36%	37%	15%	32%	78%	38%	-
Net: Not willing	45%	40%	41%	34%	53%	41%	50%	11%	59%	-

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Thinking about an average day... Approximately, how long do you spend listening to music via this music streaming service? (Please select the option that best applies. If you are unsure, please provide your best estimate)									
	Up to 30 minutes	More than 30 minutes, up to 1 hour	More than 1 hour, up to 2 hours	More than 2 hours, up to 3 hours	More than 3 hours, up to 4 hours	More than 4 hours, up to 5 hours	More than 5 hours, up to 6 hours	More than 6 hours	Don't know/ can't recall	N/A – I would not use this music streaming service in an

SGB_Q11. For the following question, please read the following information before answering the question below.

The average monthly subscription cost for a paid music streaming service is £10.

How willing, if at all, would you/ your household be to pay an increased monthly subscription fee, at an amount you consider to be reasonable, if you knew this additional money went directly and only to the music artists, songwriters and performers who write and/ or perform the music you listen to?

Unweighted base	1099	297	266	185	92	48	27	12	22	55	95
Base: All GB Adults online who uses a paid for music streaming service	1116	290	275	194	94	48	30	13	22	59	92
Very willing	9%	6%	7%	13%	19%	15%	9%	20%	13%	3%	5%
Fairly willing	36%	31%	41%	32%	46%	36%	51%	34%	47%	24%	34%
Not very willing	27%	31%	28%	33%	16%	23%	32%	47%	12%	10%	22%
Not at all willing	18%	21%	15%	14%	8%	16%	3%	-	22%	32%	32%
Don't know	10%	11%	9%	8%	11%	10%	5%	-	6%	31%	7%
Net: Willing	45%	36%	48%	45%	65%	51%	60%	53%	60%	27%	39%
Net: Not willing	45%	52%	43%	47%	24%	39%	35%	47%	34%	42%	54%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Do you think music streaming services (e.g. Spotify, Apple Music etc.) should or should not pay fees to performers not named as the lead artist on a track or album?		
	Yes, they should	No, they shouldn't	Don't know

SGB_Q11. For the following question, please read the following information before answering the question below.

The average monthly subscription cost for a paid music streaming service is £10.

How willing, if at all, would you/ your household be to pay an increased monthly subscription fee, at an amount you consider to be reasonable, if you knew this additional money went directly and only to the music artists, songwriters and performers who write and/ or perform the music you listen to?

Unweighted base	1099	895	59	145
Base: All GB Adults online who uses a paid for music streaming service	1116	903	65	148
Very willing	9%	10%	8%	2%
Fairly willing	36%	40%	21%	14%
Not very willing	27%	27%	31%	26%
Not at all willing	18%	16%	30%	21%
Don't know	10%	6%	10%	36%
Net: Willing	45%	51%	29%	17%
Net: Not willing	45%	43%	61%	47%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

SGB_Q12. You previously said that you/ your household would be willing to pay an increased monthly subscription fee, if you knew the additional money went directly and only to the music artists, songwriters and performers who write and/ or perform the music you listen to...

How much more money would you/ your household be willing to pay each month, if you knew this additional fee was going directly to the music artists who write/ perform the songs you listen to? (Please select the option that best applies)

	Unweighted base	486	224	262	75	114	98	86	113	303	183
Base: All GB Adults online who uses a paid for music streaming service and would be willing to pay more if they knew the additional money went directly to music artists, songwriters and performers who write and/ or perform the music they listen to		501	247	254	98	117	96	83	107	286	215
Less than £1 more a month		12%	8%	16%	11%	12%	14%	12%	12%	13%	12%
Between £1 and £1.99 more a month		40%	44%	37%	40%	34%	43%	40%	45%	40%	40%
Between £2 and £2.99 more a month		22%	21%	23%	23%	26%	15%	25%	19%	21%	23%
Between £3 and £3.99 more a month		6%	4%	7%	4%	9%	8%	4%	4%	6%	5%
Between £4 and £4.99 more a month		8%	11%	6%	8%	5%	12%	9%	9%	11%	5%
£5 or more a month		6%	6%	6%	9%	3%	6%	3%	6%	5%	6%
Don't know		6%	6%	6%	5%	11%	2%	6%	4%	4%	8%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Region							
	North	Midlands	East	London	South	England	Wales	Scotland

SGB_Q12. You previously said that you/ your household would be willing to pay an increased monthly subscription fee, if you knew the additional money went directly and only to the music artists, songwriters and performers who write and/ or perform the music you listen to...

How much more money would you/ your household be willing to pay each month, if you knew this additional fee was going directly to the music artists who write/ perform the songs you listen to? (Please select the option that best applies)

	Unweighted base	486	113	76	40	48	134	411	26	49
Base: All GB Adults online who uses a paid for music streaming service and would be willing to pay more if they knew the additional money went directly to music artists, songwriters and performers who write and/ or perform the music they listen to		501	107	82	39	57	133	418	29	54
Less than £1 more a month	12%	15%	17%	11%	18%	9%	14%	14%	11%	4%
Between £1 and £1.99 more a month	40%	38%	47%	47%	28%	42%	40%	40%	54%	33%
Between £2 and £2.99 more a month	22%	20%	14%	15%	26%	25%	21%	21%	16%	33%
Between £3 and £3.99 more a month	6%	7%	8%	5%	9%	5%	7%	7%	3%	-
Between £4 and £4.99 more a month	8%	5%	7%	15%	10%	9%	8%	8%	10%	10%
£5 or more a month	6%	8%	4%	2%	6%	6%	6%	6%	-	6%
Don't know	6%	7%	3%	5%	4%	4%	5%	5%	6%	13%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	For the following question, by "music streaming service", we mean a service which allows you to listen to (i.e. "stream") music without needing to download the music on to your device. Thinking about paid-for subscriptions only... Which, if any, of the following music streaming services do you currently have access to and listen to? (Please select all that apply)									
	Apple Music	Spotify	Deezer	Amazon Music	SoundCloud	YouTube Music	Tidal	Other	Don't know/ can't recall	N/A - I do not currently have access to and listen to a music streaming

SGB_Q12. You previously said that you/ your household would be willing to pay an increased monthly subscription fee, if you knew the additional money went directly and only to the music artists, songwriters and performers who write and/ or perform the music you listen to...

How much more money would you/ your household be willing to pay each month, if you knew this additional fee was going directly to the music artists who write/ perform the songs you listen to? (Please select the option that best applies)

	486	104	287	12	151	29	78	9	17	-	-
Unweighted base	486	104	287	12	151	29	78	9	17	-	-
Base: All GB Adults online who uses a paid for music streaming service and would be willing to pay more if they knew the additional money went directly to music artists, songwriters and performers who write and/ or perform the music they listen to	501	106	295	12	148	28	79	12	17	-	-
Less than £1 more a month	12%	15%	9%	-	14%	14%	9%	24%	10%	-	-
Between £1 and £1.99 more a month	40%	33%	41%	54%	44%	47%	31%	42%	49%	-	-
Between £2 and £2.99 more a month	22%	22%	24%	30%	21%	16%	30%	28%	18%	-	-
Between £3 and £3.99 more a month	6%	7%	6%	-	5%	6%	5%	-	5%	-	-
Between £4 and £4.99 more a month	8%	12%	9%	7%	6%	10%	8%	7%	12%	-	-
£5 or more a month	6%	7%	4%	9%	5%	-	10%	-	-	-	-
Don't know	6%	5%	7%	-	5%	6%	8%	-	6%	-	-

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Music streaming service used MOST often								
	Apple Music	Spotify	Deezer	Amazon Music	SoundCloud	YouTube Music	Tidal	Other	Don't know/ can't recall

SGB_Q12. You previously said that you/ your household would be willing to pay an increased monthly subscription fee, if you knew the additional money went directly and only to the music artists, songwriters and performers who write and/ or perform the music you listen to...

How much more money would you/ your household be willing to pay each month, if you knew this additional fee was going directly to the music artists who write/ perform the songs you listen to? (Please select the option that best applies)

	486	75	255	5	92	1	43	5	10	-
Unweighted base	486	75	255	5	92	1	43	5	10	-
Base: All GB Adults online who uses a paid for music streaming service and would be willing to pay more if they knew the additional money went directly to music artists, songwriters and performers who write and/ or perform the music they listen to	501	79	264	5	90	1	46	6	10	-
Less than £1 more a month	12%	18%	10%	-	15%	-	10%	32%	18%	-
Between £1 and £1.99 more a month	40%	32%	42%	59%	46%	100%	22%	54%	64%	-
Between £2 and £2.99 more a month	22%	21%	23%	19%	17%	-	37%	-	-	-
Between £3 and £3.99 more a month	6%	6%	5%	-	7%	-	6%	-	9%	-
Between £4 and £4.99 more a month	8%	14%	9%	-	5%	-	4%	13%	9%	-
£5 or more a month	6%	5%	5%	22%	4%	-	14%	-	-	-
Don't know	6%	3%	7%	-	4%	-	8%	-	-	-

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Thinking about an average day... Approximately, how long do you spend listening to music via this music streaming service? (Please select the option that best applies. If you are unsure, please provide your best estimate)									
	Up to 30 minutes	More than 30 minutes, up to 1 hour	More than 1 hour, up to 2 hours	More than 2 hours, up to 3 hours	More than 3 hours, up to 4 hours	More than 4 hours, up to 5 hours	More than 5 hours, up to 6 hours	More than 6 hours	Don't know/ can't recall	N/A – I would not use this music streaming service in an

SGB_Q12. You previously said that you/ your household would be willing to pay an increased monthly subscription fee, if you knew the additional money went directly and only to the music artists, songwriters and performers who write and/ or perform the music you listen to...

How much more money would you/ your household be willing to pay each month, if you knew this additional fee was going directly to the music artists who write/ perform the songs you listen to? (Please select the option that best applies)

	486	107	123	84	58	24	18	7	13	16	36
Unweighted base	486	107	123	84	58	24	18	7	13	16	36
Base: All GB Adults online who uses a paid for music streaming service and would be willing to pay more if they knew the additional money went directly to music artists, songwriters and performers who write and/ or perform the music they listen to	501	106	133	88	61	24	18	7	13	16	36
Less than £1 more a month	12%	13%	13%	13%	10%	18%	10%	-	11%	5%	15%
Between £1 and £1.99 more a month	40%	46%	47%	32%	45%	31%	23%	12%	33%	33%	38%
Between £2 and £2.99 more a month	22%	26%	19%	26%	18%	22%	13%	36%	21%	32%	14%
Between £3 and £3.99 more a month	6%	3%	4%	11%	3%	11%	14%	15%	8%	-	7%
Between £4 and £4.99 more a month	8%	7%	8%	6%	8%	-	26%	12%	15%	12%	11%
£5 or more a month	6%	1%	4%	8%	8%	7%	10%	25%	13%	-	7%
Don't know	6%	5%	5%	5%	6%	11%	5%	-	-	18%	8%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Do you think music streaming services (e.g. Spotify, Apple Music etc.) should or should not pay fees to performers not named as the lead artist on a track or album?		
	Yes, they should	No, they shouldn't	Don't know

SGB_Q12. You previously said that you/ your household would be willing to pay an increased monthly subscription fee, if you knew the additional money went directly and only to the music artists, songwriters and performers who write and/ or perform the music you listen to...

How much more money would you/ your household be willing to pay each month, if you knew this additional fee was going directly to the music artists who write/ perform the songs you listen to? (Please select the option that best applies)

	Unweighted base	486	446	14	26
Base: All GB Adults online who uses a paid for music streaming service and would be willing to pay more if they knew the additional money went directly to music artists, songwriters and performers who write and/ or perform the music they listen to		501	457	19	25
Less than £1 more a month	12%	12%	22%	11%	
Between £1 and £1.99 more a month	40%	42%	14%	32%	
Between £2 and £2.99 more a month	22%	23%	17%	13%	
Between £3 and £3.99 more a month	6%	6%	6%	7%	
Between £4 and £4.99 more a month	8%	8%	11%	7%	
£5 or more a month	6%	5%	19%	15%	
Don't know	6%	5%	11%	15%	

Tom Gray Music #BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

SGB2_Q13. As a reminder, the average monthly subscription cost for a paid music streaming service is £10.

How willing, if at all, would you/ your household be to pay an increased monthly subscription fee, at an amount you consider to be reasonable, if the pooled subscription fees continued to be shared in the way they are currently?

Unweighted base	1099	518	581	150	220	232	195	302	700	399
Base: All GB Adults online who uses a paid for music streaming service	1116	554	562	191	222	225	190	287	662	454
Very willing	3%	4%	2%	5%	2%	4%	2%	2%	3%	3%
Fairly willing	16%	17%	16%	21%	21%	15%	15%	11%	17%	15%
Not very willing	36%	38%	34%	34%	40%	33%	34%	38%	37%	35%
Not at all willing	33%	31%	35%	29%	27%	31%	38%	39%	33%	33%
Don't know	12%	10%	13%	12%	9%	17%	11%	10%	10%	14%
Net: Willing	19%	21%	18%	26%	24%	19%	17%	13%	20%	19%
Net: Not willing	69%	69%	69%	63%	68%	64%	72%	77%	70%	67%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Region							
	North	Midlands	East	London	South	England	Wales	Scotland

SGB2_Q13. As a reminder, the average monthly subscription cost for a paid music streaming service is £10.

How willing, if at all, would you/ your household be to pay an increased monthly subscription fee, at an amount you consider to be reasonable, if the pooled subscription fees continued to be shared in the way they are currently?

Unweighted base	1099	262	184	101	110	282	939	56	104
Base: All GB Adults online who uses a paid for music streaming service	1116	256	189	100	130	278	954	56	106
Very willing	3%	2%	2%	1%	2%	4%	2%	10%	4%
Fairly willing	16%	17%	17%	19%	14%	14%	16%	24%	14%
Not very willing	36%	32%	41%	31%	34%	37%	36%	36%	40%
Not at all willing	33%	38%	31%	37%	37%	32%	35%	20%	27%
Don't know	12%	11%	9%	13%	13%	13%	11%	10%	15%
Net: Willing	19%	19%	19%	20%	16%	18%	19%	34%	18%
Net: Not willing	69%	71%	72%	67%	71%	69%	70%	56%	67%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	For the following question, by "music streaming service", we mean a service which allows you to listen to (i.e. "stream") music without needing to download the music on to your device. Thinking about paid-for subscriptions only... Which, if any, of the following music streaming services do you currently have access to and listen to? (Please select all that apply)									
	Apple Music	Spotify	Deezer	Amazon Music	SoundCloud	YouTube Music	Tidal	Other	Don't know/ can't recall	N/A - I do not currently have access to and listen to a music streaming

SGB2_Q13. As a reminder, the average monthly subscription cost for a paid music streaming service is £10.

How willing, if at all, would you/ your household be to pay an increased monthly subscription fee, at an amount you consider to be reasonable, if the pooled subscription fees continued to be shared in the way they are currently?

Unweighted base	1099	194	592	29	375	59	216	11	38	-	-
Base: All GB Adults online who uses a paid for music streaming service	1116	199	602	29	360	61	218	14	38	-	-
Very willing	3%	3%	3%	3%	3%	5%	5%	-	3%	-	-
Fairly willing	16%	17%	20%	18%	12%	14%	17%	30%	10%	-	-
Not very willing	36%	40%	34%	26%	41%	19%	31%	30%	30%	-	-
Not at all willing	33%	33%	31%	43%	34%	38%	36%	34%	48%	-	-
Don't know	12%	8%	12%	10%	10%	24%	12%	6%	9%	-	-
Net: Willing	19%	19%	23%	21%	16%	19%	21%	30%	13%	-	-
Net: Not willing	69%	73%	65%	69%	75%	57%	67%	64%	78%	-	-

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Music streaming service used MOST often								
	Apple Music	Spotify	Deezer	Amazon Music	SoundCloud	YouTube Music	Tidal	Other	Don't know/ can't recall

SGB2_Q13. As a reminder, the average monthly subscription cost for a paid music streaming service is £10.

How willing, if at all, would you/ your household be to pay an increased monthly subscription fee, at an amount you consider to be reasonable, if the pooled subscription fees continued to be shared in the way they are currently?

Unweighted base	1099	143	514	13	253	5	138	7	26	-
Base: All GB Adults online who uses a paid for music streaming service	1116	151	526	13	242	6	143	8	26	-
Very willing	3%	3%	3%	-	3%	-	3%	-	-	-
Fairly willing	16%	18%	20%	21%	10%	-	14%	32%	10%	-
Not very willing	36%	40%	35%	28%	41%	15%	30%	22%	26%	-
Not at all willing	33%	31%	29%	37%	35%	41%	39%	46%	58%	-
Don't know	12%	9%	12%	14%	10%	44%	14%	-	7%	-
Net: Willing	19%	21%	23%	21%	13%	-	17%	32%	10%	-
Net: Not willing	69%	71%	65%	65%	77%	56%	69%	68%	83%	-

Tom Gray Music #BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Thinking about an average day... Approximately, how long do you spend listening to music via this music streaming service? (Please select the option that best applies. If you are unsure, please provide your best estimate)									
	Up to 30 minutes	More than 30 minutes, up to 1 hour	More than 1 hour, up to 2 hours	More than 2 hours, up to 3 hours	More than 3 hours, up to 4 hours	More than 4 hours, up to 5 hours	More than 5 hours, up to 6 hours	More than 6 hours	Don't know/ can't recall	N/A – I would not use this music streaming service in an

SGB2_Q13. As a reminder, the average monthly subscription cost for a paid music streaming service is £10.

How willing, if at all, would you/ your household be to pay an increased monthly subscription fee, at an amount you consider to be reasonable, if the pooled subscription fees continued to be shared in the way they are currently?

Unweighted base	1099	297	266	185	92	48	27	12	22	55	95
Base: All GB Adults online who uses a paid for music streaming service	1116	290	275	194	94	48	30	13	22	59	92
Very willing	3%	2%	3%	5%	6%	4%	6%	13%	-	1%	-
Fairly willing	16%	13%	20%	13%	25%	16%	20%	35%	23%	11%	11%
Not very willing	36%	42%	39%	36%	31%	32%	41%	20%	22%	13%	36%
Not at all willing	33%	33%	29%	35%	26%	34%	21%	31%	55%	39%	45%
Don't know	12%	10%	10%	12%	13%	14%	12%	-	-	35%	8%
Net: Willing	19%	15%	23%	18%	30%	20%	26%	49%	23%	13%	11%
Net: Not willing	69%	74%	68%	71%	57%	66%	62%	51%	77%	52%	81%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Do you think music streaming services (e.g. Spotify, Apple Music etc.) should or should not pay fees to performers not named as the lead artist on a track or album?		
	Yes, they should	No, they shouldn't	Don't know

SGB2_Q13. As a reminder, the average monthly subscription cost for a paid music streaming service is £10.

How willing, if at all, would you/ your household be to pay an increased monthly subscription fee, at an amount you consider to be reasonable, if the pooled subscription fees continued to be shared in the way they are currently?

Unweighted base	1099	895	59	145
Base: All GB Adults online who uses a paid for music streaming service	1116	903	65	148
Very willing	3%	3%	5%	-
Fairly willing	16%	18%	10%	10%
Not very willing	36%	37%	49%	26%
Not at all willing	33%	35%	31%	25%
Don't know	12%	7%	6%	40%
Net: Willing	19%	21%	15%	10%
Net: Not willing	69%	71%	79%	50%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

SGB2_Q14. You previously said that you/ your household would be willing to pay an increased monthly subscription fee, if the pooled subscription fees continue to be shared in the way they are currently...

How much more money would you/ your household be willing to pay each month? (Please select the option that best applies)

	Unweighted base	204	102	102	36	50	43	34	41	137	67
Base: All GB Adults online who uses a paid for music streaming service and would be willing to pay more if pooled subscription fees continued to be shared in the way they are currently		215	115	100	50	52	43	32	38	130	86
Less than £1 more a month	17%	15%	19%	6%	20%	26%	17%	17%	16%	19%	
Between £1 and £1.99 more a month	38%	42%	33%	37%	38%	39%	30%	44%	38%	38%	
Between £2 and £2.99 more a month	16%	15%	18%	23%	14%	15%	13%	16%	14%	19%	
Between £3 and £3.99 more a month	9%	7%	11%	4%	13%	11%	12%	5%	9%	9%	
Between £4 and £4.99 more a month	8%	9%	8%	13%	6%	4%	8%	12%	10%	6%	
£5 or more a month	6%	7%	4%	17%	-	-	8%	5%	6%	5%	
Don't know	6%	4%	7%	2%	10%	4%	12%	2%	7%	4%	

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Region							
	North	Midlands	East	London	South	England	Wales	Scotland

SGB2_Q14. You previously said that you/ your household would be willing to pay an increased monthly subscription fee, if the pooled subscription fees continue to be shared in the way they are currently...

How much more money would you/ your household be willing to pay each month? (Please select the option that best applies)

Unweighted base	204	49	33	20	18	52	172	17	15
Base: All GB Adults online who uses a paid for music streaming service and would be willing to pay more if pooled subscription fees continued to be shared in the way they are currently	215	48	37	20	21	51	177	19	20
Less than £1 more a month	17%	14%	22%	27%	11%	19%	18%	9%	13%
Between £1 and £1.99 more a month	38%	35%	52%	26%	22%	33%	35%	58%	41%
Between £2 and £2.99 more a month	16%	11%	14%	17%	29%	19%	17%	6%	23%
Between £3 and £3.99 more a month	9%	15%	10%	4%	13%	7%	10%	5%	-
Between £4 and £4.99 more a month	8%	7%	-	8%	16%	12%	8%	15%	5%
£5 or more a month	6%	11%	2%	-	5%	5%	6%	-	13%
Don't know	6%	6%	-	18%	5%	5%	6%	7%	5%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	For the following question, by "music streaming service", we mean a service which allows you to listen to (i.e. "stream") music without needing to download the music on to your device. Thinking about paid-for subscriptions only... Which, if any, of the following music streaming services do you currently have access to and listen to? (Please select all that apply)									
	Apple Music	Spotify	Deezer	Amazon Music	SoundCloud	YouTube Music	Tidal	Other	Don't know/ can't recall	N/A - I do not currently have access to and listen to a music streaming

SGB2_Q14. You previously said that you/ your household would be willing to pay an increased monthly subscription fee, if the pooled subscription fees continue to be shared in the way they are currently...

How much more money would you/ your household be willing to pay each month? (Please select the option that best applies)

	Unweighted base	204	37	131	6	57	12	47	2	5	-	-
Base: All GB Adults online who uses a paid for music streaming service and would be willing to pay more if pooled subscription fees continued to be shared in the way they are currently		215	38	138	6	57	12	47	4	5	-	-
Less than £1 more a month	17%	18%	16%	-	13%	18%	9%	-	19%	-	-	-
Between £1 and £1.99 more a month	38%	23%	43%	45%	45%	21%	35%	-	23%	-	-	-
Between £2 and £2.99 more a month	16%	16%	16%	55%	13%	7%	18%	100%	18%	-	-	-
Between £3 and £3.99 more a month	9%	12%	10%	-	8%	29%	15%	-	18%	-	-	-
Between £4 and £4.99 more a month	8%	16%	6%	-	8%	17%	13%	-	23%	-	-	-
£5 or more a month	6%	11%	6%	-	3%	8%	8%	-	-	-	-	-
Don't know	6%	5%	3%	-	9%	-	2%	-	-	-	-	-

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Music streaming service used MOST often								
	Apple Music	Spotify	Deezer	Amazon Music	SoundCloud	YouTube Music	Tidal	Other	Don't know/ can't recall

SGB2_Q14. You previously said that you/ your household would be willing to pay an increased monthly subscription fee, if the pooled subscription fees continue to be shared in the way they are currently...

How much more money would you/ your household be willing to pay each month? (Please select the option that best applies)

	Unweighted base	204	29	113	3	32	-	23	1	3	-
Base: All GB Adults online who uses a paid for music streaming service and would be willing to pay more if pooled subscription fees continued to be shared in the way they are currently		215	31	121	3	31	-	24	3	3	-
Less than £1 more a month	17%	18%	17%	-	18%	-	17%	-	34%	-	
Between £1 and £1.99 more a month	38%	25%	43%	100%	45%	-	18%	-	-	-	
Between £2 and £2.99 more a month	16%	18%	16%	-	6%	-	24%	100%	33%	-	
Between £3 and £3.99 more a month	9%	12%	7%	-	4%	-	22%	-	33%	-	
Between £4 and £4.99 more a month	8%	14%	7%	-	8%	-	11%	-	-	-	
£5 or more a month	6%	8%	7%	-	3%	-	5%	-	-	-	
Don't know	6%	6%	4%	-	17%	-	4%	-	-	-	

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Thinking about an average day... Approximately, how long do you spend listening to music via this music streaming service? (Please select the option that best applies. If you are unsure, please provide your best estimate)									
	Up to 30 minutes	More than 30 minutes, up to 1 hour	More than 1 hour, up to 2 hours	More than 2 hours, up to 3 hours	More than 3 hours, up to 4 hours	More than 4 hours, up to 5 hours	More than 5 hours, up to 6 hours	More than 6 hours	Don't know/can't recall	N/A – I would not use this music streaming service in an

SGB2_Q14. You previously said that you/ your household would be willing to pay an increased monthly subscription fee, if the pooled subscription fees continue to be shared in the way they are currently...

How much more money would you/ your household be willing to pay each month? (Please select the option that best applies)

	Unweighted base	204	45	57	33	24	10	6	6	5	8	10
Base: All GB Adults online who uses a paid for music streaming service and would be willing to pay more if pooled subscription fees continued to be shared in the way they are currently		215	44	62	34	29	10	8	7	5	8	10
Less than £1 more a month	17%	21%	21%	23%	8%	20%	11%	-	-	22%	-	-
Between £1 and £1.99 more a month	38%	52%	43%	28%	34%	23%	15%	47%	-	36%	36%	-
Between £2 and £2.99 more a month	16%	12%	15%	8%	29%	30%	-	26%	34%	-	35%	-
Between £3 and £3.99 more a month	9%	5%	6%	12%	6%	18%	17%	27%	31%	-	8%	-
Between £4 and £4.99 more a month	8%	4%	7%	18%	-	-	14%	-	35%	25%	11%	-
£5 or more a month	6%	2%	2%	5%	16%	9%	43%	-	-	-	-	-
Don't know	6%	5%	7%	5%	7%	-	-	-	-	17%	9%	-

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Do you think music streaming services (e.g. Spotify, Apple Music etc.) should or should not pay fees to performers not named as the lead artist on a track or album?		
	Yes, they should	No, they shouldn't	Don't know

SGB2_Q14. You previously said that you/ your household would be willing to pay an increased monthly subscription fee, if the pooled subscription fees continue to be shared in the way they are currently...

How much more money would you/ your household be willing to pay each month? (Please select the option that best applies)

	Unweighted base	204	181	9	14
Base: All GB Adults online who uses a paid for music streaming service and would be willing to pay more if pooled subscription fees continued to be shared in the way they are currently		215	190	10	15
Less than £1 more a month	17%	17%	27%	13%	
Between £1 and £1.99 more a month	38%	39%	26%	32%	
Between £2 and £2.99 more a month	16%	18%	9%	5%	
Between £3 and £3.99 more a month	9%	9%	17%	-	
Between £4 and £4.99 more a month	8%	7%	21%	19%	
£5 or more a month	6%	5%	-	22%	
Don't know	6%	6%	-	8%	

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

SGB2_Q15. You previously said that you/ your household wouldn't be willing to pay an increased monthly subscription fee, if the pooled subscription fees continue to be shared in the way they are currently...

How willing, if at all, would you be to pay an increased monthly subscription fee, at an amount you consider to be reasonable, if the income from your subscription fee was divided up and went directly and only to the music artists, songwriters and performers who write and/ or perform the music you listen to?

Unweighted base	768	362	406	96	150	151	140	231	491	277
Base: All GB Adults online who uses a paid for music streaming service and would not be willing to pay more if pooled subscription fees continued to be shared in the way they are currently	771	382	390	119	150	144	137	221	466	305
Very willing	9%	10%	9%	10%	12%	11%	11%	6%	9%	10%
Fairly willing	38%	36%	40%	37%	43%	35%	37%	39%	38%	40%
Not very willing	25%	26%	25%	37%	25%	25%	21%	22%	27%	23%
Not at all willing	19%	21%	18%	13%	13%	20%	26%	23%	19%	20%
Don't know	7%	6%	8%	4%	7%	8%	6%	10%	7%	8%
Net: Willing	48%	46%	49%	46%	55%	46%	47%	45%	47%	50%
Net: Not willing	45%	47%	43%	50%	39%	46%	47%	45%	46%	43%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Region							
	North	Midlands	East	London	South	England	Wales	Scotland

SGB2_Q15. You previously said that you/ your household wouldn't be willing to pay an increased monthly subscription fee, if the pooled subscription fees continue to be shared in the way they are currently...

How willing, if at all, would you be to pay an increased monthly subscription fee, at an amount you consider to be reasonable, if the income from your subscription fee was divided up and went directly and only to the music artists, songwriters and performers who write and/ or perform the music you listen to?

Unweighted base	768	185	136	68	78	196	663	33	72
Base: All GB Adults online who uses a paid for music streaming service and would not be willing to pay more if pooled subscription fees continued to be shared in the way they are currently	771	181	137	68	92	192	669	31	71
Very willing	9%	6%	9%	10%	11%	13%	10%	6%	9%
Fairly willing	38%	37%	33%	38%	41%	40%	38%	38%	45%
Not very willing	25%	29%	32%	15%	23%	25%	26%	39%	14%
Not at all willing	19%	24%	18%	29%	19%	15%	20%	9%	18%
Don't know	7%	4%	8%	8%	6%	7%	7%	8%	14%
Net: Willing	48%	43%	42%	48%	52%	53%	47%	44%	54%
Net: Not willing	45%	53%	50%	44%	42%	40%	46%	48%	32%

Tom Gray Music #BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	For the following question, by "music streaming service", we mean a service which allows you to listen to (i.e. "stream") music without needing to download the music on to your device. Thinking about paid-for subscriptions only... Which, if any, of the following music streaming services do you currently have access to and listen to? (Please select all that apply)									
	Apple Music	Spotify	Deezer	Amazon Music	SoundCloud	YouTube Music	Tidal	Other	Don't know/ can't recall	N/A - I do not currently have access to and listen to a music streaming

SGB2_Q15. You previously said that you/ your household wouldn't be willing to pay an increased monthly subscription fee, if the pooled subscription fees continue to be shared in the way they are currently...

How willing, if at all, would you be to pay an increased monthly subscription fee, at an amount you consider to be reasonable, if the income from your subscription fee was divided up and went directly and only to the music artists, songwriters and performers who write and/ or perform the music you listen to?

Unweighted base	768	141	390	20	282	34	143	8	29	-	-
Base: All GB Adults online who uses a paid for music streaming service and would not be willing to pay more if pooled subscription fees continued to be shared in the way they are currently	771	145	391	20	268	35	145	9	30	-	-
Very willing	9%	13%	11%	25%	6%	14%	4%	58%	10%	-	-
Fairly willing	38%	37%	36%	35%	42%	47%	40%	32%	32%	-	-
Not very willing	25%	26%	25%	19%	26%	21%	24%	-	22%	-	-
Not at all willing	19%	20%	20%	10%	18%	19%	25%	10%	33%	-	-
Don't know	7%	5%	8%	10%	7%	-	7%	-	3%	-	-
Net: Willing	48%	50%	47%	61%	49%	61%	44%	90%	42%	-	-
Net: Not willing	45%	45%	45%	29%	44%	39%	49%	10%	55%	-	-

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Music streaming service used MOST often								
	Apple Music	Spotify	Deezer	Amazon Music	SoundCloud	YouTube Music	Tidal	Other	Don't know/ can't recall

SGB2_Q15. You previously said that you/ your household wouldn't be willing to pay an increased monthly subscription fee, if the pooled subscription fees continue to be shared in the way they are currently...

How willing, if at all, would you be to pay an increased monthly subscription fee, at an amount you consider to be reasonable, if the income from your subscription fee was divided up and went directly and only to the music artists, songwriters and performers who write and/ or perform the music you listen to?

	Unweighted base	768	101	339	8	195	3	95	6	21	-
Base: All GB Adults online who uses a paid for music streaming service and would not be willing to pay more if pooled subscription fees continued to be shared in the way they are currently		771	107	341	9	185	4	99	6	22	-
Very willing		9%	13%	11%	48%	6%	26%	3%	32%	4%	-
Fairly willing		38%	37%	35%	19%	45%	-	41%	52%	34%	-
Not very willing		25%	28%	26%	21%	27%	-	23%	-	12%	-
Not at all willing		19%	17%	19%	12%	14%	74%	25%	17%	45%	-
Don't know		7%	6%	8%	-	8%	-	8%	-	4%	-
Net: Willing		48%	49%	46%	67%	51%	26%	44%	83%	39%	-
Net: Not willing		45%	45%	46%	33%	41%	74%	49%	17%	58%	-

Tom Gray Music #BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Thinking about an average day... Approximately, how long do you spend listening to music via this music streaming service? (Please select the option that best applies. If you are unsure, please provide your best estimate)									
	Up to 30 minutes	More than 30 minutes, up to 1 hour	More than 1 hour, up to 2 hours	More than 2 hours, up to 3 hours	More than 3 hours, up to 4 hours	More than 4 hours, up to 5 hours	More than 5 hours, up to 6 hours	More than 6 hours	Don't know/ can't recall	N/A – I would not use this music streaming service in an

SGB2_Q15. You previously said that you/ your household wouldn't be willing to pay an increased monthly subscription fee, if the pooled subscription fees continue to be shared in the way they are currently...

How willing, if at all, would you be to pay an increased monthly subscription fee, at an amount you consider to be reasonable, if the income from your subscription fee was divided up and went directly and only to the music artists, songwriters and performers who write and/ or perform the music you listen to?

Unweighted base	768	220	184	131	56	31	18	6	17	28	77
Base: All GB Adults online who uses a paid for music streaming service and would not be willing to pay more if pooled subscription fees continued to be shared in the way they are currently	771	216	186	137	53	32	19	7	17	30	74
Very willing	9%	6%	11%	13%	21%	16%	16%	-	12%	-	2%
Fairly willing	38%	38%	38%	36%	42%	35%	45%	74%	46%	32%	38%
Not very willing	25%	28%	26%	29%	23%	23%	23%	26%	5%	11%	24%
Not at all willing	19%	18%	19%	18%	11%	17%	5%	-	31%	49%	26%
Don't know	7%	10%	7%	4%	4%	8%	12%	-	5%	8%	9%
Net: Willing	48%	44%	49%	49%	63%	51%	60%	74%	58%	32%	41%
Net: Not willing	45%	46%	45%	47%	34%	40%	28%	26%	36%	60%	51%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Do you think music streaming services (e.g. Spotify, Apple Music etc.) should or should not pay fees to performers not named as the lead artist on a track or album?		
	Yes, they should	No, they shouldn't	Don't know

SGB2_Q15. You previously said that you/ your household wouldn't be willing to pay an increased monthly subscription fee, if the pooled subscription fees continue to be shared in the way they are currently...

How willing, if at all, would you be to pay an increased monthly subscription fee, at an amount you consider to be reasonable, if the income from your subscription fee was divided up and went directly and only to the music artists, songwriters and performers who write and/ or perform the music you listen to?

Unweighted base	768	648	46	74
Base: All GB Adults online who uses a paid for music streaming service and would not be willing to pay more if pooled subscription fees continued to be shared in the way they are currently	771	645	52	74
Very willing	9%	10%	11%	5%
Fairly willing	38%	42%	28%	12%
Not very willing	25%	25%	28%	30%
Not at all willing	19%	18%	26%	31%
Don't know	7%	6%	6%	22%
Net: Willing	48%	52%	39%	17%
Net: Not willing	45%	42%	55%	61%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

SGB2_Q16. You previously said that you/ your household wouldn't be willing to pay an increased monthly subscription fee, if the pooled subscription fees continue to be shared in the way they are currently but would be willing to pay more, if income from your subscription was divided up and went directly and only to the music artists, songwriters and performers who write and/ or perform the music you listen to...

How much more money would you/ your household be willing to pay each month? (Please select the option that best applies)

	Unweighted base	362	165	197	44	79	69	66	104	227	135
Base: All GB Adults online who uses a paid for music streaming service and would not be willing to pay more based on the current system, but would pay more for the new proposed system		368	177	191	55	82	66	65	100	217	151
Less than £1 more a month	13%	13%	14%	15%	17%	9%	12%	12%	14%	14%	12%
Between £1 and £1.99 more a month	45%	42%	48%	41%	43%	43%	44%	51%	46%	46%	43%
Between £2 and £2.99 more a month	19%	20%	18%	28%	18%	16%	22%	14%	18%	18%	20%
Between £3 and £3.99 more a month	6%	7%	5%	6%	9%	5%	6%	4%	7%	7%	5%
Between £4 and £4.99 more a month	9%	11%	7%	10%	5%	18%	10%	5%	9%	9%	10%
£5 or more a month	4%	4%	4%	-	3%	4%	-	9%	3%	3%	5%
Don't know	4%	4%	3%	4%	-	4%	5%	5%	4%	4%	5%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Region							
	North	Midlands	East	London	South	England	Wales	Scotland

SGB2_Q16. You previously said that you/ your household wouldn't be willing to pay an increased monthly subscription fee, if the pooled subscription fees continue to be shared in the way they are currently but would be willing to pay more, if income from your subscription was divided up and went directly and only to the music artists, songwriters and performers who write and/ or perform the music you listen to...

How much more money would you/ your household be willing to pay each month? (Please select the option that best applies)

	Unweighted base	362	81	57	31	40	102	311	13	38
Base: All GB Adults online who uses a paid for music streaming service and would not be willing to pay more based on the current system, but would pay more for the new proposed system		368	78	58	32	48	101	317	14	38
Less than £1 more a month	13%		20%	19%	25%	7%	7%	14%	6%	8%
Between £1 and £1.99 more a month	45%		39%	41%	46%	49%	53%	46%	52%	35%
Between £2 and £2.99 more a month	19%		15%	21%	12%	18%	18%	17%	28%	29%
Between £3 and £3.99 more a month	6%		6%	6%	8%	2%	10%	7%	-	-
Between £4 and £4.99 more a month	9%		10%	5%	8%	10%	7%	8%	7%	18%
£5 or more a month	4%		7%	3%	-	5%	3%	4%	6%	3%
Don't know	4%		3%	5%	-	10%	1%	4%	-	8%

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	For the following question, by "music streaming service", we mean a service which allows you to listen to (i.e. "stream") music without needing to download the music on to your device. Thinking about paid-for subscriptions only... Which, if any, of the following music streaming services do you currently have access to and listen to? (Please select all that apply)									
	Apple Music	Spotify	Deezer	Amazon Music	SoundCloud	YouTube Music	Tidal	Other	Don't know/ can't recall	N/A - I do not currently have access to and listen to a music streaming

SGB2_Q16. You previously said that you/ your household wouldn't be willing to pay an increased monthly subscription fee, if the pooled subscription fees continue to be shared in the way they are currently but would be willing to pay more, if income from your subscription was divided up and went directly and only to the music artists, songwriters and performers who write and/ or perform the music you listen to...

How much more money would you/ your household be willing to pay each month? (Please select the option that best applies)

	Unweighted base	362	73	183	12	137	21	60	7	12	-	-
Base: All GB Adults online who uses a paid for music streaming service and would not be willing to pay more based on the current system, but would pay more for the new proposed system		368	73	185	12	131	21	64	8	12	-	-
Less than £1 more a month	13%	13%	12%	25%	16%	17%	9%	13%	21%	-	-	-
Between £1 and £1.99 more a month	45%	47%	45%	35%	52%	51%	37%	47%	30%	-	-	-
Between £2 and £2.99 more a month	19%	18%	21%	24%	15%	21%	16%	30%	33%	-	-	-
Between £3 and £3.99 more a month	6%	7%	6%	-	6%	4%	9%	-	7%	-	-	-
Between £4 and £4.99 more a month	9%	13%	10%	-	7%	-	8%	11%	9%	-	-	-
£5 or more a month	4%	-	2%	16%	3%	4%	9%	-	-	-	-	-
Don't know	4%	2%	4%	-	2%	4%	12%	-	-	-	-	-

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Music streaming service used MOST often								
	Apple Music	Spotify	Deezer	Amazon Music	SoundCloud	YouTube Music	Tidal	Other	Don't know/ can't recall

SGB2_Q16. You previously said that you/ your household wouldn't be willing to pay an increased monthly subscription fee, if the pooled subscription fees continue to be shared in the way they are currently but would be willing to pay more, if income from your subscription was divided up and went directly and only to the music artists, songwriters and performers who write and/ or perform the music you listen to...

How much more money would you/ your household be willing to pay each month? (Please select the option that best applies)

	Unweighted base	362	52	156	5	98	1	37	5	8	-
Base: All GB Adults online who uses a paid for music streaming service and would not be willing to pay more based on the current system, but would pay more for the new proposed system		368	53	158	6	95	1	43	5	8	-
Less than £1 more a month	13%	14%	11%	37%	17%	-	10%	-	32%	-	
Between £1 and £1.99 more a month	45%	47%	47%	14%	49%	100%	31%	82%	33%	-	
Between £2 and £2.99 more a month	19%	20%	21%	16%	16%	-	19%	-	11%	-	
Between £3 and £3.99 more a month	6%	5%	5%	-	7%	-	9%	-	11%	-	
Between £4 and £4.99 more a month	9%	15%	9%	-	6%	-	9%	18%	13%	-	
£5 or more a month	4%	-	3%	33%	3%	-	11%	-	-	-	
Don't know	4%	-	5%	-	2%	-	11%	-	-	-	

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Thinking about an average day... Approximately, how long do you spend listening to music via this music streaming service? (Please select the option that best applies. If you are unsure, please provide your best estimate)									
	Up to 30 minutes	More than 30 minutes, up to 1 hour	More than 1 hour, up to 2 hours	More than 2 hours, up to 3 hours	More than 3 hours, up to 4 hours	More than 4 hours, up to 5 hours	More than 5 hours, up to 6 hours	More than 6 hours	Don't know/ can't recall	N/A – I would not use this music streaming service in an

SGB2_Q16. You previously said that you/ your household wouldn't be willing to pay an increased monthly subscription fee, if the pooled subscription fees continue to be shared in the way they are currently but would be willing to pay more, if income from your subscription was divided up and went directly and only to the music artists, songwriters and performers who write and/ or perform the music you listen to...

How much more money would you/ your household be willing to pay each month? (Please select the option that best applies)

	Unweighted base	362	98	87	63	35	14	12	4	10	9	30
Base: All GB Adults online who uses a paid for music streaming service and would not be willing to pay more based on the current system, but would pay more for the new proposed system		368	95	91	67	33	16	11	5	10	10	30
Less than £1 more a month	13%	12%	11%	11%	12%	33%	-	48%	13%	-	23%	
Between £1 and £1.99 more a month	45%	46%	54%	45%	44%	39%	33%	16%	30%	54%	34%	
Between £2 and £2.99 more a month	19%	19%	17%	19%	19%	16%	27%	18%	18%	18%	25%	
Between £3 and £3.99 more a month	6%	7%	5%	11%	-	12%	-	-	19%	-	-	
Between £4 and £4.99 more a month	9%	7%	10%	9%	10%	-	33%	18%	20%	-	6%	
£5 or more a month	4%	6%	4%	-	10%	-	-	-	-	-	6%	
Don't know	4%	3%	-	5%	4%	-	8%	-	-	35%	7%	

Tom Gray Music

#BrokenRecord

GB18 Sample: 24th - 25th August 2020

Total	Do you think music streaming services (e.g. Spotify, Apple Music etc.) should or should not pay fees to performers not named as the lead artist on a track or album?		
	Yes, they should	No, they shouldn't	Don't know

SGB2_Q16. You previously said that you/ your household wouldn't be willing to pay an increased monthly subscription fee, if the pooled subscription fees continue to be shared in the way they are currently but would be willing to pay more, if income from your subscription was divided up and went directly and only to the music artists, songwriters and performers who write and/ or perform the music you listen to...

How much more money would you/ your household be willing to pay each month? (Please select the option that best applies)

Unweighted base	362	334	15	13
Base: All GB Adults online who uses a paid for music streaming service and would not be willing to pay more based on the current system, but would pay more for the new proposed system	368	336	20	12
Less than £1 more a month	13%	13%	20%	27%
Between £1 and £1.99 more a month	45%	47%	22%	23%
Between £2 and £2.99 more a month	19%	19%	29%	-
Between £3 and £3.99 more a month	6%	6%	10%	6%
Between £4 and £4.99 more a month	9%	8%	19%	29%
£5 or more a month	4%	4%	-	15%
Don't know	4%	4%	-	-