

**Before the  
UNITED STATES COPYRIGHT ROYALTY JUDGES  
Washington, D.C.**

In the Matter of:

Determination of Royalty Rates and Terms  
for Transmission of Sound Recordings by  
Satellite Radio and “Preexisting”  
Subscription Services (SDARS III)

Docket No. 16-CRB-0001 SR/PSSR  
(2018-2022)

**WRITTEN REBUTTAL TESTIMONY OF**

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**February, 2017**

**REBUTTAL EXPERT REPORT OF DR. ITAMAR SIMONSON**

1. I am the Sebastian S. Kresge Professor of Marketing at the Graduate School of Business, Stanford University. A copy of my curriculum vitae, which includes a complete list of my publications, is attached as Appendix A.

2. I hold a Ph.D. in Marketing from Duke University, Fuqua School of Business, a Master's degree in business administration (MBA) from the UCLA Graduate School of Management, and a Bachelor's degree from The Hebrew University with majors in Economics and Political Science.

3. My field of expertise is consumer behavior, marketing management, survey methods, and human judgment and decision making. Most of my research has focused on buyers' purchasing behavior, the effect of product characteristics (such as brand name, price, and features), the competitive context, and marketing activities (such as promotions, advertising) on buying decisions, and trademark infringement from the customer's perspective.

4. I have published numerous articles in my career, which are listed in my attached C.V. I have received many awards, including (a) the award for the Best Article published in the *Journal of Consumer Research* (the major journal on consumer behavior) between 1987 and 1989; (b) The Ferber Award from the Association for Consumer Research, which is the largest association of consumer researchers in the world; (c) an Honorary Doctorate of the University of Paris – Sorbonne Universities; (d) the 1997 O'Dell Award, given for the *Journal of Marketing Research* (the major journal on marketing research issues) article that has had the greatest impact on the marketing field in the previous five years; (e) the 2001 O'Dell award (and a finalist for the O'Dell Award in 1995, 2002, 2004, 2005, 2007, 2008, and 2012); (f) the award for the Best Article published in the *Journal of Public Policy & Marketing* (the main journal on public policy and legal aspects of marketing) between 1993 and 1995; (g) the 2007 Society for Consumer Psychology Distinguished Scientific Achievement Award; (h) Elected Fellow of the Association for Consumer Research; (i) the American Marketing Association award for the Best

Article in the area of services marketing; and (j) the American Marketing Association award for the Best Book in Marketing. In addition to these awards, my research has been widely cited by other researchers in the marketing, consumer behavior, and other fields, and my publication record has been ranked as one of the most prolific and influential.<sup>1</sup> My articles have also been relied upon by various courts.<sup>2</sup>

5. At Stanford University I have taught MBA and executive courses on Marketing Management, covering such topics as buyer behavior, developing marketing strategies, building brand equity, advertising, sales promotions, and retailing. I also taught an MBA course on Marketing to Businesses and a course on High Technology Marketing. In addition to teaching MBA courses, I have guided and supervised numerous MBA student teams in their work on company and industry projects dealing with a variety of markets.

6. I have taught several doctoral courses. One doctoral course examines methods for conducting consumer research. It focuses on the various stages involved in a research project, including defining the problem to be investigated, selecting and developing the research approach, data collection and analysis, and deriving conclusions. A second doctoral course that I have taught focused on buyer behavior, covering such topics as buyer decision making processes, influences on purchase decisions, and persuasion. A third doctoral course that I have taught deals with buyer decision making. Prior to joining Stanford University, during the six years that I was on the faculty of the University of California at Berkeley, I taught an

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<sup>1</sup> See, e.g., S. Seggie and D. Griffith (2009), "What does it take to get promoted in marketing academia? Understanding exceptional publication productivity in the leading marketing journals," *Journal of Marketing*, 73, 122-132.

<sup>2</sup> 4 J. Thomas McCarthy, *McCarthy on Trademarks and Unfair Competition* (2007) at §32:174; *Simon Property Group L.P. v. MySimon, Inc.*, 104 F. Supp. 2d 1033; (S.D. Ind. 2000); *Malletier v. Dooney & Bourke, Inc.*, 525 F. Supp. 2d 558, 626, n.210 (S.D.N.Y. 2007); *Kargo Global, Inc. v. Advance Magazine Publishers, Inc.*, "Opinion & Order," 06 Civ. 550 (S.D.N.Y. 2007); OPINION AND ORDER, *THOIP v. The Walt Disney Co. et al.*, 08 Civ. 6823 (S.D.N.Y. Feb. 2010); *Starbucks Corp. v. Lundberg*, No. CV.02-948-HA, 2005 WL 6036699, at \*3 (D. Or. May 25, 2005).

MBA Marketing Management course, a Ph.D. course on buyer behavior, and a Ph.D. course on buyer decision making. I also taught in various executive education programs, including a program for marketing managers in high technology companies.

7. After completing my MBA studies and before starting the Ph.D. program, I worked for five years in a marketing capacity in a subsidiary of Motorola Inc., serving in the last two years as the product marketing manager for two-way communications products. My work included (a) defining new products and designing marketing plans for new product introductions, (b) customer and competitor surveys and analysis, and (c) sales forecasting.

8. I have conducted, supervised, or evaluated well over 1,000 marketing research studies, including many related to consumer behavior and information processing, trademark, branding, marketing strategies, and advertising-related issues. I serve on eight editorial boards, including leading journals such as the *Journal of Consumer Research*, *Journal of Marketing Research*, and the *Journal of Consumer Psychology*. I am also a frequent reviewer of articles submitted to journals in other fields, such as psychology, decision making, and economics. I received (twice) the Outstanding Reviewer Award from the *Journal of Consumer Research*. As a reviewer, I am asked to evaluate the research of scholars wishing to publish their articles in leading scholarly journals. I have also worked as a consultant for companies and organizations on a variety of marketing and buyer behavior topics. And I have served as an expert in prior litigation involving various marketing and buyer behavior issues, class actions, trademark-related matters, false advertising, branding, and other areas. A list of cases in which I provided sworn testimony during the past four years is included in Appendix B. I am being compensated at my standard rate of \$750 an hour.

9. I was asked by counsel for SoundExchange (a) to evaluate the survey conducted by Mr. Lenski ("Lenski Survey") on behalf of SiriusXM, and if I determine that the survey suffers from serious flaws, (b) to conduct a survey that corrects key flaws of the Lenski Survey and provides an estimate of consumers' music-source choices in case the SiriusXM service were no

longer available. In this report I first evaluate the Lenski Report and then describe the methodology and findings of the survey that I conducted.

#### SUMMARY OF CONCLUSIONS

10. The Lenski Survey suffered from a number of major biases, which largely determined its results and made its findings unreliable. These biases include the following:
- a. The Lenski Survey was both speculative and complex (asking respondents to answer up to 29 questions). Nonetheless, the entire interview was conducted by telephone (without offering respondents any compensation for their time). This unsuitable data collection methodology made the respondents particularly susceptible to biases created by the questions.
  - b. The key survey question asked respondents to identify the music sources they would switch to if SiriusXM were no longer available. Just before asking respondents this question, however, the Lenski Survey asked them an irrelevant question which biased the results of the key question: respondents were asked to identify the one source that SiriusXM primarily replaced. This question was likely to create a severe order effect and make AM/FM radio top-of-mind. Consequently, there is a strong likelihood that it contaminated the answers to subsequent questions.
  - c. For reasons that were not explained, the Lenski Survey provided incomplete information about music services that respondents could choose as substitutes for Sirius XM or Pandora. For instance, the survey failed to include certain popular music services, such as Apple Music and Google Play, as options. It also failed to present other music sources, failed to provide information about the pricing of the various music options available to consumers, and failed to differentiate paid from free services. These omissions misrepresented reality and biased the results.

- d. Relatedly, the Lenski Survey results did not reflect reality because they included a significant number of respondents who do not have a paid SiriusXM or a paid Pandora service, but who access these services for free (such as through trial subscriptions or using another person's account). Such respondents are not an accurate gauge of what services consumers would likely purchase as a substitute for a SiriusXM subscription.
- e. Respondents were also asked a series of improper and inherently unreliable questions. The Lenski survey required respondents to specify the percent of their time they would spend listening to each music source (in the event that SiriusXM or Pandora were no longer available). This line of questioning suffered from numerous flaws, including that it focused respondents on listening time rather than money spent, and that it asked them to predict and allocate their future behavior in a way that yields unreliable results— under any circumstances and especially in the context of a lengthy telephone survey.

11. I was asked to design a survey that parallels the Lenski Survey without violating basic survey principles. Consistent with my analysis of the major flaws of the Lenski Survey, the following principal changes were made:

- a. Instead of using an unsuitable telephone survey methodology, I designed an online survey. Internet surveys are the most commonly relied upon data collection methodology, and are particularly well-suited for the types of questions used in the present survey.
- b. Survey respondents included only paid SiriusXM and/or Pandora subscribers.
- c. The biasing question regarding the music source that SiriusXM primarily replaced was deleted.
- d. Respondents were given a more complete and representative set of alternative options they could choose from if SiriusXM service were no longer available, and respondents were given pricing information about these options.

e. Respondents were not asked the improper and invalid questions regarding specific future listening time allocation.

12. My survey results show that, if SiriusXM were no longer available, a large percentage of respondents would replace it with other paid services such as Apple Music, paid Spotify, or paid Pandora. As indicated, these options were not clearly offered to the Lenski Survey respondents – the survey either omitted them from the list of answer choices or failed to distinguish between paid and free versions of the services. My finding is consistent with prior research regarding consumer behavior; for example, research shows that consumers have a mental budget for entertainment, so discontinuing payments for the SiriusXM service is likely to lead to subscription to other paid services.<sup>3</sup>

#### INTRODUCTION

13. The purpose of a survey conducted in the context of litigation (and in many other contexts) is to inform us about reality. That is, the value of the survey depends on whether it corresponds to and represents reality. In the present case, a key question we must examine is whether the Lenski Survey does, as it suggests (Lenski Report, page 2), inform us about the impact of eliminating the option to subscribe to SiriusXM (and Pandora). Most significantly, can the Lenski Survey tell us what music services would be selected by current SiriusXM subscribers if SiriusXM was no longer available?

14. As explained in detail below, the relevance of information, if any, obtained from the Lenski Survey depends on whether the survey used reliable methodology and questions and whether it suffered from any biases that were likely to predetermine and undermine its findings. Considering that the stated purpose of the survey was to determine what SiriusXM (and Pandora) users would have done in a hypothetical world in which SiriusXM (or Pandora)

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<sup>3</sup> See n. 36 below.

were no longer available, we should determine if the Lenski Survey appropriately measured this hypothetical response to the discontinuation of those music services.

15. Based on my careful examination of the survey, I conclude that it was systematically biased. The Lenski Survey largely predetermined its findings by asking unreliable and biasing questions, and by relying on a data collection (telephone interview) methodology that was unsuitable for this type of survey. Before explaining this conclusion in detail, I provide a brief review of some basic, generally accepted survey principles.

#### A Brief Overview of Survey Principles

16. The methodology of a survey designed to study consumer perceptions and preferences must follow certain standards and reflect marketplace conditions. These standards are not arbitrary; they have been developed by survey experts based on a great deal of experience and a careful examination of different methodologies to estimate marketplace behavior.

17. As shown below, the Lenski Survey suffered from major flaws on key dimensions and was designed in a way that largely predetermined its findings. As I emphasize in articles that I published, survey results are contingent on the method used, with different methods potentially producing drastically different results.<sup>4</sup> Consequently, it is critical that the expert conducting the survey select the methods and measures that fit the particular case at issue and are most likely to lead to reliable findings.

18. Two developments have led to the declining reliance on phone surveys (with the possible exception of simple political polls). First, response rates have greatly decreased, and in many cases less than 10% of those contacted are willing to participate in the survey (or even

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<sup>4</sup> See, for example, "Trademark Infringement from the Buyer Perspective: Conceptual Analysis and Measurement Implications," *Journal of Public Policy & Marketing*, (Fall 1994, volume 13, 181-199).



take the call).<sup>5</sup> Although there are sometimes ways to test whether nonrespondents are systematically different from respondents, even with these measures there are often concerns that the included sample is unrepresentative. A second more recent development affecting the reliability of telephone surveys is the growing reliance on cellphones as substitutes for landlines. On the one hand, a survey cannot exclude cellphones, which may be the only telephones used by many consumers. However, cellphones or mobile phones are used in a wide range of environments, including many that involve various distractions and are likely to limit the respondent's ability and motivation to carefully consider survey questions. This growing problem indicates that phone surveys should not be used when survey questions are more complex or require respondents to predict behaviors under unfamiliar conditions. In this context, respondents are highly unlikely to spend the cognitive effort and take the time to thoughtfully consider their answers; instead, they are likely to provide their top-of-mind or oversimplified and unreliable answers.

19. In recent years, several researchers have compared the advantages and disadvantages of telephone and online surveys. While no data collection methodology is without flaws, the overall conclusion is that online surveys are more reliable for many types of surveys. For example, a study conducted by Chang and Krosnick<sup>6</sup> that was published in *Public Opinion Quarterly*, concluded that data collected via computer manifested higher validity, led to

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<sup>5</sup> Indeed, the Lenski Survey yielded a response rate of only 9%. See paragraph 29 below.

<sup>6</sup> L. Chang and J. Krosnick (2010), "Comparing Oral Interviewing With Self-Administered Computerized Questionnaires," *Public Opinion Quarterly*, Vol. 74, No. 1, pp. 154–167 (replicating the results of Chang and Krosnick's (2009) national survey field experiment and citing additional research on this topic). In this study, interviews via "intercom" were used as a proxy for "telephone" interviews; the data collected using this methodology was compared to data collected via computer. Chang and Krosnick further note that "[p]ast research has shown that respondents answering questions via computer made fewer completion mistakes, left fewer items blank, and refused to answer fewer items than did paper-and-pencil respondents (Kiesler and Sproull, 1986)" and that computer-assisted surveys can work well "even with respondents with no familiarity with computers . . ." (Davis and Cowles, 1989; O'Reilly et al., 1994).

less “satisficing,”<sup>7</sup> and was less prone to bias due to order effects (pages 161-163). These conclusions are consistent with the above analysis about the limitations of telephone surveys, especially surveys that require greater cognitive capacity (i.e., not just retrieval of preferences, opinions, and previous actions).

20. Although the limitations of telephone surveys are more pronounced due to the increase in cell phone usage, the challenges of this methodology are certainly not limited to cellphones. Regardless of whether potential respondents are contacted on cellphones or landlines, telephone surveys are not an appropriate methodology for complex, time-consuming surveys. Consider, for example, a consumer who is watching a television program or is having dinner when the survey firm contacts him/her. That consumer may be willing to try to help the interviewer and answer some questions, but such a consumer is unlikely to invest the cognitive effort necessary for more complex questions.

21. The limitations of phone surveys are much less severe for short and simple interviews that merely ask respondents to retrieve what they already know, as opposed to asking them for speculations and predictions that, at the very least, call for a careful consideration and analysis. Thus, phone surveys are suitable to many political and public

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<sup>7</sup> Krosnick elaborated on the phenomenon of “satisficing” and its implications for the (un)reliability of survey responses (J. Krosnick (1991), “Response Strategies for Coping With the Cognitive Demands of Attitude Measures in Surveys,” *Applied Cognitive Psychology*, 5, 213-236), which concluded the following (from the “Summary”):

This paper proposes that when optimally answering a survey question would require substantial cognitive effort, some respondents simply provide a satisfactory answer instead. This behaviour, called satisficing, can take the form of either (1) incomplete or biased information retrieval and/or information integration, or (2) no information retrieval or integration at all. Satisficing may lead respondents to employ a variety of response strategies, including choosing the first response alternative that seems to constitute a reasonable answer, agreeing with an assertion made by a question, endorsing the status quo instead of endorsing social change, failing to differentiate among a set of diverse objects in ratings, saying 'don't know' instead of reporting an opinion, and randomly choosing among the response alternatives offered. . . .

opinion polls, because most people have already determined and know their opinions and can simply retrieve them to generate the answers.

22. By contrast, a survey that asks respondents to imagine an alternative reality and asks them to try to predict how that reality would affect their choices requires much more time and cognitive effort. Answering such questions in a reasonably reliable manner is complex and requires the respondents to consider the options carefully and determine the implications of the change. Thus, the likelihood that a person interviewed on a cellphone or landline phone (even if that survey participant were compensated for his/her time) will make the cognitive effort and take the time to truly predict what they would do under such alternative reality is small. Thus, phone surveys are not suitable for such surveys. A person who answers such questions at his or her own pace using a computer is in a much better position to carefully consider the implications of the alternative reality and try to provide a thoughtful answer (as long as the questions are answerable with reasonable accuracy). Even computer-based answers may not be perfectly accurate, because making predictions about future choices is inherently challenging. But the likelihood that the provided answers online will be reliable and accurate is much higher compared to the answers generated while a person is interviewed on a cellphone or any other phone.

23. Phone surveys, especially those that contain questions requiring the respondent to form judgments or predictions, are particularly susceptible to biases due to so-called “question order effects” and the phrasing of questions.<sup>8</sup> It is thus critical that the order and phrasing of questions avoid any potential biases and make every effort to simplify and minimize the demands from the respondent.

24. The limitations of telephone surveys are particularly pronounced if, in addition to the complexity of answering questions, the survey is long, especially if respondents are not compensated for their time. The reason is quite simple. While some people are willing to

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<sup>8</sup> See Chang and Krosnick, *supra* n. 6, at 161-63.

interrupt whatever they were doing and postpone what they were planning to do, patience becomes scarce. As the survey proceeds, the respondents tend to get more impatient and spend less time and cognitive resources on the answers. Naturally, respondents are likely to try to “get it over with.”

25. A key survey principle is that a survey should avoid question order effects.<sup>9</sup> In particular, if respondents are asked a series of related questions, such as about their main music source in the past, the answers to these questions are likely to significantly impact and bias answers to subsequent questions about future music services. Question order effects reflect primarily (a) the awareness of the previous questions and related answers, which makes them salient or top-of-mind and thus more likely to influence subsequent answers, (b) priming effects,<sup>10</sup> and (c) that respondents are likely to infer that the sequence of questions was designed by the researcher in this manner because the answers to the early and subsequent questions were *meant* to be linked and consistent. For example, in one study,<sup>11</sup> college students were asked two questions: “How happy are you?” and “How many dates did you have last month?” The correlation between answers to these questions depended on the order in which they were asked – the correlation was 0.12 when the question about happiness was

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<sup>9</sup> For a discussion of order and priming effects, see, for example, F. Strack (1992), “‘Order Effects’ in Survey Research: Activation and Information Function of Preceding Questions,” N. Schwarz and S. Sudman (eds.), *Context Effects in Social and Psychological Research*, 23-34; J. Krosnick (1991), “Response Strategies for Coping with the Cognitive Demands of Attitude Measures in Surveys,” *Applied Cognitive Psychology*, 5, 213-36; see also Chapter 7 in Dillman et al. (2014), *Internet, Phone, Mail, and Mixed-Mode Surveys: The Tailored Design Method*, 3<sup>rd</sup> ed.

<sup>10</sup> Priming occurs when exposure to one stimulus affects responses to another, subsequently observed stimulus. See, for example, Daniel Kahneman (2011), *Thinking Fast and Slow*, pages 52-58; see also F. Strack (1992), “‘Order Effects’ in Survey Research: Activation and Information Function of Preceding Questions,” N. Schwarz and S. Sudman (eds.), *Context Effects in Social and Psychological Research*, 23-34.

<sup>11</sup> Described in N. Schwarz (1996), *Cognition and Communication: Judgmental Biases, Research Methods, and Logic of Conversation*, Hillsdale, NJ: Erlbaum.

asked first, and it increased to 0.66 when the question about the number of dates was asked first. Thus, judgments of happiness were strongly influenced by the number of dates only when the question about the number of dates appeared before the question about happiness.

26. Question order effect is related to the important survey concept known as “demand effects.” Demand effects<sup>12</sup> pertain to the phenomenon whereby survey respondents use cues provided by the survey procedure and questions to try to figure out the purpose of the survey and what they imagine to be the “correct” answers to the questions they are asked. The respondents then tend to provide what they perceive as the “correct” answers, to make sure that the results “come out right.” Demand and order effects can pollute the results of a survey dramatically. Accordingly, courts have recognized the significance of demand effects, and such problems have contributed to the rejection of surveys.<sup>13</sup>

27. When deciding which questions to include in a survey, the survey designer must determine if respondents can be reasonably expected to know the answers. If respondents are unlikely to know the answers and, therefore, merely guess (which may happen even if the survey follows the standard procedure and instructs respondents not to guess) or offer highly inaccurate answers, then it is a mistake to ask these questions, which will often produce misleading results. Indeed, many respondents try to be helpful even if they do not know the answer to a question, resulting in unreliable answers and survey data. This tendency is magnified in telephone surveys in which, as explained above, respondents are less likely to make the cognitive effort needed for providing reasonable accurate answers. The need to

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<sup>12</sup> See, for example, “On the Social Psychology of the Psychological Experiment,” M. Orne, *American Psychologist*, 17, 776-783. Itamar Simonson and Ran Kivetz (2012), “Demand Effects in Likelihood of Confusion Surveys: The Importance of Marketplace Conditions,” Ch. 11 in *Trademark and False Advertising Surveys*, Edited by Shari Diamond and Jerre Swann, American Bar Association.

<sup>13</sup> See, for example, *Simon Property Group L.P. v. MySimon, Inc.*, 104 F. Supp. 2d 1033 (S.D. Ind. 2000); for a review, see Itamar Simonson and Ran Kivetz (2012), “Demand Effects in Likelihood of Confusion Surveys,” *Lanham Act Surveys*, Shari Diamond and Jerre Swann, Eds., American Bar Association.

avoid questions that exert unreasonable demands on the respondent applies to questions about the future as well as the past. A recent study that analyzes survey questions about past behavior explains this problem as follows:

Frequently survey designers want respondents to provide far more detail about past behaviors than can be recalled, and as a result, they write questions respondents find difficult, if not impossible, to answer. Doing this causes respondents to draw even more on features of the questions' context rather than their real experiences in formulating their answers . . . . To avoid this tendency, surveyors should consider three recall problems. First, memory tends to fade over time. Second, individual episodes or occurrences of regular and mundane events are generally not precisely remembered (Rockwood, Sangster, & Dillman, 1997; Tourangeau, Rips, & Rasinski, 2000). And third, people usually do not categorize information by precise month or year. Given these limitations, respondents are unlikely to be able to accurately report how many days they drove more than 1 mile during the past 6 months. But they can probably very accurately report how many days they drove their car during the past week or drove more than 200 miles at a time in the past 3 months.<sup>14</sup>

Thus, when designing a survey, it is important to limit the questions to those for which respondents can be reasonably expected to know the answer or able to provide reasonably accurate estimates.

#### AN EVALUATION OF THE KEY FLAWS OF THE LENSKI SURVEY

28. Based on the survey principles outlined above, I next consider the main flaws I identified in the Lenski Survey.

29. Briefly, the Lenski Survey was constructed as follows (see Appendix B to the Lenski Report):

- a. Telephone interviews were conducted by calling consumers using random digit dialing (RDD). Overall, 9% of those who were reached agreed to participate (Lenski Report, page 4). Those who qualified to participate were asked up to 29 questions (Lenski Report, page 3).

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<sup>14</sup> Dillman, Don A.; Smyth, Jolene D.; Christian, Leah Melani (2014), *Internet, Phone, Mail, and Mixed-Mode Surveys: The Tailored Design Method* (p. 98), 3<sup>rd</sup> ed., Ch. 4, Wiley. Kindle Edition.

- b. The Screener mostly consisted of questions that were used to determine if respondents would subsequently be asked questions about SiriusXM, Pandora, or both. Regarding Sirius, both respondents who indicated that they had a paid subscription and those with a trial subscription were allowed to answer the SiriusXM questions. And with respect to Pandora, respondents were not asked if they had a paid subscription (i.e., “Pandora Plus” or “Pandora One”) or a free Pandora subscription.<sup>15</sup> Question 4 in the Lenski Screener – “How important is it to you to keep up-to-date with music?” – was apparently not used to screen or qualify respondents.
- c. Those classified as SiriusXM subscribers were first asked:  
“Q8A. Now I’d like you to think about your current listening to SiriusXM Satellite Radio. How much total time, in hours or minutes, would you say you spend listening to SiriusXM in a typical WEEK?”  
(If respondents could not give an exact amount of time, they were asked to provide their best estimate. The objective of that question was not explained in the Lenski Report.)
- d. The SiriusXM respondents were next asked (Q8B):  
“Now think about what you used to do before you ever started listening to SiriusXM. Which ONE of the following is SiriusXM **mostly replacing?**” The response options included:  
“Traditional, over-the-air AM/FM radio stations,” “CDs or your own music downloads,”  
“Online radio services such as Pandora, Spotify, Rhapsody, iHeartRadio, or streamed AM/FM stations”, “Podcasts,” or “it is new listening time that is not time taken from other sources of audio listening.” Those who answered “online radio services” were next asked (Q8C): “And which type of online service did SiriusXM mostly replace?” with two response options: (a) “Online radio services where you pick specific songs you want to hear, such as

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<sup>15</sup> Later, in the main survey (Q9), respondents coded as Pandora listeners were asked whether they use free or paid Pandora, but this question was not part of the screening stage.

Spotify or Rhapsody,” or (b) “Online streaming radio services such as Pandora, iHeartRadio, or the online streams of AM/FM radio stations,” (or DK/NA).

- e. Respondents were then asked question (Q8D):

“Now imagine that SiriusXM were no longer available. What would you do instead of listening to SiriusXM? Would you replace any of your SiriusXM listening to . . .”; the response options were: “traditional, over-the-air AM/FM radio,” “CDs or your own music downloads,” “online radio services where you pick specific songs you want to hear, such as Spotify or Rhapsody,” “online streaming radio services such as Pandora, iHeartRadio or the online streams of AM/FM radio stations,” “podcasts,” or “other types of audio that I have not already mentioned.” There was no mention, for example, of services such as Apple Music or Google Play.

- f. Respondents were next asked if, assuming SiriusXM were no longer available, they would “listen to less audio overall or not?”

If they said they would listen less, they were next asked:

“In hours or minutes, how much less time would you listen in a typical week?” (The basis for expecting respondents to know how much less time they would listen in a typical week was not explained in the Lenski Report.)

- g. Respondents were next asked to provide other specific listening time estimates. They were first asked (Q8F):

“If SiriusXM were no longer available, how would you divide your listening to the other types of audio you just mentioned? I’m going to read you each of the (INSERT #) types of audio you said you would listen to instead of SiriusXM. I’d like you to tell me what percent out of a total of 100% would go to each. If your numbers don’t add up to 100% I will let you know.”

The basis for expecting respondents to be able to know their hypothetical listening allocation across types of audio was not explained in the Lenski Report.



The interviewer then asked the respondent what percent of time, out of 100%, would go to each response option; respondents were alerted by the interviewer to inconsistencies and numbers that did not add up to 100%, making adjustments, and so on, until the phone interviewee managed to appropriately allocate 100% across the provided options.

30. As shown in Appendix B to the Lenski Report, respondents who subscribed to Pandora were asked similar questions, including the percent time allocations. Those who subscribed to both SiriusXM and Pandora answered the questions pertaining to both services.

#### The Reliance on an Unsuitable Data Collection Methodology

31. I next review key flaws of the Lenski Survey methodology. As I explain, these methodological flaws alone make the survey unreliable and uninformative.

32. As I discuss in greater detail below, a number of the questions in the Lenski Survey could not be reliably answered regardless of methodology. Putting the questions' inherent flaws questions aside for a moment, the telephone survey methodology used to ask them is particularly unsuitable.

33. The volunteer respondents who participated in the Lenski telephone survey were asked up to 29 questions (Lenski Report, page 3). These questions (discussed below) called for detailed speculations and "best estimates" about alternative realities. Furthermore, respondents were asked for specific duration and percentage numbers, with the percentages having to add up to 100%. All of these demands applied while respondents were answering an unexpected phone call requesting them to interrupt and postpone whatever they were doing.

34. As explained above, asking this large number of questions and these types of questions, many of which were cognitively demanding, in a telephone survey is likely to greatly exceed the cognitive resources, patience, and willingness to spend time of respondents. Thus, the reliance on an unsuitable data collection methodology, even if the questions were not

flawed, speculative, and unreasonably demanding (as discussed below) made the data produced by this survey particularly unreliable.<sup>16</sup>

35. Accordingly, in formulating a survey that tried to maintain some aspects of the Lenski Survey but remedy its critical flaws, I concluded that it was necessary to change the data collection methodology. Therefore, I switched from telephone interviews to a methodology that allows respondents to read, reread if needed, and carefully consider the questions asked.

### The Reliance on Order and Demand Effects and on Biased, Unreliable Questions

#### *Unnecessary Questions About Past Behavior*

36. The Lenski Survey relied on questions that respondents could not reliably answer and were particularly susceptible to question order effects and demand effects. First, the question that asked “what you used to do before you ever started listening to SiriusXM” served no purpose other than influencing and biasing the answers to subsequent questions. As indicated, that initial question was the following:

“Now think about what you used to do before you ever started listening to SiriusXM.

Which **ONE** of the following is SiriusXM **mostly replacing?**” (the bolding of the words

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<sup>16</sup> I do not mean to suggest that telephone surveys are never an appropriate methodology. Despite the very low response rate, telephone surveys are still an acceptable data collection methodology for simple surveys (for example, many political polls). But they are less suitable for complex surveys in which those who agree to complete the survey may misrepresent the typical consumer. For a discussion of this and related issues with the use and implementation of telephone surveys, see, for example, Dillman, Don A.; Smyth, Jolene D.; Christian, Leah Melani (2014), *Internet, Phone, Mail, and Mixed-Mode Surveys: The Tailored Design Method*, Chapter 8, 3<sup>rd</sup> ed., Wiley. Kindle Edition. Among other concerns, more time consuming surveys like the present one create a risk that those who agree to spend the necessary time provide answers suggesting that they are qualified to participate, and can be unrepresentative. For instance, because respondents who agree to participate may have a lower cost of time, they may also be less likely to spend money on music services.

“mostly replacing” as well as the use of capital letters for “ONE” was apparently designed to encourage interviewers to emphasize these words).

37. This question served no purpose other than biasing subsequent answers. Additionally, it is unclear why the question required the respondent to provide just “ONE” music source that SiriusXM was “**mostly replacing**.” The answer options listed are not mutually exclusive. Moreover, it is likely that this artificial limitation affects SiriusXM respondents and Pandora respondents differently: When SiriusXM started operating around the year 2001, AM/FM radio was still a main source of music available to consumers, and many other services were not yet available (even to consumers who subscribed to SiriusXM after 2001 but not in the last several years). By the time Pandora started operating years later, consumers had a greater variety of music sources, including online sources.<sup>17</sup> Of course, even more new sources of music have become available in recent years.

38. This unneeded question created an obvious and severe order bias on answers to subsequent questions. When respondents are asked to come up with “ONE music source” that SiriusXM was mostly replacing, AM/FM, which has been used by consumers for a long time, is most likely to be the easiest, most available, top-of-mind answer. Moreover, the sequence of questions was likely to suggest that the answers to music sources used before and after SiriusXM should be related, which is an example of a survey demand effect whereby the survey questions suggest the “correct” or “expected” answer. Consequently, the telephone interviewees were likely to be preconditioned to simply repeat the reference to AM/FM and/or CDs (which have also been available for decades) when asked the next question about what and how much they would listen to if SiriusXM were no longer available.

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<sup>17</sup> Notably, Mr. Lenski did not confirm that the Pandora and SiriusXM groups were comparable with respect to relevant characteristics. For example, the Lenski Survey did not ask respondents when they first subscribed to Pandora or SiriusXM. Such information might have been relevant in informing their usage of various music categories that have become available over the past fifteen years or so.

39. Furthermore, consistent with the widely accepted concept of “conversational norms,” the placement of the question about future listening to music types immediately after the (unnecessary) question about past listening was likely to influence the answers (i.e., AM/FM used before SiriusXM → AM/FM used after SiriusXM; and CDs + music downloads before SiriusXM → CDs + music downloads after SiriusXM). Briefly, consistent with basic rules (or norms) of conversation (and the work of Paul Grice<sup>18</sup>), especially the “cooperative principle,”<sup>19</sup> a survey respondent who is asked two seemingly similar and linked consecutive questions is likely to believe that similar answers are expected.

40. It is unclear why Mr. Lenski asked the question about the past and why he told his respondents to mention just one pre-SiriusXM music type, even though there is little doubt that most consumers obtain music from multiple sources. For example, the Lenski Survey respondents who indicated that they subscribed to both SiriusXM and Pandora may very well also occasionally listen to AM/FM radio, subscribe to Apple Music, and watch music videos on YouTube and on TV. The fact that a consumer who listened, for example, to AM/FM also listened to streaming services in the past seems relevant and should have been considered and appropriately presented. [REDACTED]

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<sup>18</sup> See Grice, Paul (1975). “Logic and conversation.” In Cole, P.; Morgan, J. *Syntax and semantics*. 3: Speech acts. New York: Academic Press. pp. 41–58.

<sup>19</sup> For a review of articles that have discussed instances and consequences of the cooperative principle, see, for example, K. Lindblom (2001), “Cooperating with Grice: A cross-disciplinary meta-perspective on uses of Grice’s cooperative principle,” *Journal of Pragmatics*, 33, 1601-23.

<sup>20</sup> [REDACTED]



### *Unreliable Allocation Questions*

41. The Lenski Survey asked his telephone interviewees to estimate, assuming an alternative reality in which SiriusXM (or Pandora) were no longer available, temporal durations and allocation of time across various sources of music. These questions are inherently unreliable and inappropriate for any survey; they are especially inappropriate for telephone interviews.

42. Detailed time predictions and time allocation estimates are susceptible to a wide range of influences and biases.<sup>21</sup> Even under the best conditions but particularly when asked about durations under some alternative reality, it is highly unlikely that time estimates and predictions can provide reliable information (and the use of telephone surveys makes such estimates even less reliable). Thus, while survey respondents may be able to predict with some accuracy the choices they would make, they certainly cannot offer reliable estimates regarding the amount of time they would hypothetically spend listening to various “audio types.” As indicated, the inability to offer reliable estimates does not mean that respondents would not answer the questions given to them. Once they start answering survey questions, many respondents would try to satisfy the interviewer (“satisficing” discussed above) whether or not they have any clear idea as to how much time they would spend on each activity they are asked about.

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<sup>21</sup> See, for example, M. Roy et al. (2005), “Underestimating the Duration of Future Events: Memory Incorrectly Used or Memory Bias?,” *Psychological Bulletin*, 131, 738-756; B. Fredrickson and D. Kahneman (1993), “Duration Neglect in Retrospective Evaluations of Affective Episodes,” *Journal of Personality and Social Psychology*, 65, 45-55; D. Zakay (1993), “Relative and Absolute Duration Judgments Under Prospective and Retrospective Paradigms,” *Perception & Psychophysics*, 54, 656-654; R. Block and D. Zakay (1997), “Prospective and Retrospective Duration Judgments: A Meta-Analytic Review,” *Psychonomic Bulletin & Review*, 4, 184-197.

43. Thus, asking respondents to estimate the time they previously spent and certainly about future hypothetical time allocation across multiple music types is unrealistic and bound to produce unreliable “data.” Accordingly, there is nothing we can learn from the answers to the Lenski Survey questions pertaining to future projections of duration of listening to music types that might replace SiriusXM.

*Insufficient Options and Descriptions in Answer Choices*

44. Yet another deficiency embedded in the Lenski Survey questions was the failure to provide many popular music choices as options, and the failure to provide sufficient information about the answer choices that were presented. The Lenski Survey does not mention numerous popular music sources such as Apple Music,<sup>22</sup> Google Play, and YouTube. It does not even mention the costs of any of the options provided or include other important information, such as whether the options are ad-supported (free) or commercial-free (paid). Instead, selected streaming services were included in a single answer option: “Online streaming radio services such as Pandora, iHeartRadio, or the online streams of AM/FM radio stations,” and Spotify and Rhapsody were included in a single category also without specifying free or paid versions. These ambiguous, ill-defined descriptions were less likely to be selected by the telephone survey respondents. Moreover, the Lenski Survey completely disregarded the distinction between paid and unpaid services, including Pandora.

45. These flaws implicate the well-established “availability bias.”<sup>23</sup> Because the Lenski Survey failed to list key examples of music categories available to consumers in reality,

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<sup>22</sup> [REDACTED]

<sup>23</sup> A. Tversky and D. Kahneman (1982), “Availability: A Heuristic for Judging Frequency and Probability,” Chapter 11 in *Judgment Under Uncertainty: Heuristics and Biases*, D. Kahneman, P. Slovic, and A. Tversky, Eds., Cambridge University Press.

those music categories were less likely to be selected (and additional options not listed, such as YouTube, could not be selected at all by the respondents). This was a major flaw that largely determined key survey results. The Lenski Report does not explain how the presented music options were selected and why key music categories, details (e.g., ad free) and pricing information were omitted.<sup>24</sup>

#### Conclusions Regarding the Lenski Survey

46. In summary, the main flaws of the Lenski Survey include the following:
- a. Despite the complex and speculative nature of the Lenski Survey (which asked each respondent up to 29 questions), the entire interview was conducted by telephone (without offering respondents any compensation for their time). This unsuitable data collection methodology made the respondents particularly susceptible to biases created by the questions asked while exerting as little time and effort as possible.
  - b. Just before asking respondents the key question regarding the music sources they would switch to in case the SiriusXM service were no longer available, respondents were asked to identify the one source that SiriusXM primarily replaced. This question was likely to create a severe order effect and make AM/FM radio top-of-mind, and consequently, contaminate the answers to subsequent questions.
  - c. For reasons that were not explained, the Lenski Survey failed to mention paid music services such as Apple Music and Google Play, and failed to differentiate paid services from free services. In addition, respondents were not given any pricing information. These omissions and the failure to present other music sources that are available to consumers biased the results.

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<sup>24</sup> Although the foregoing analysis focuses on the questions related to SiriusXM, the Lenski Survey's Pandora-related questions suffer from many of the problems discussed above in terms of questions, response options, and methodology.

- d. Relatedly, the Lenski Survey universe included a significant number of respondents who did not have a paid SiriusXM or a paid Pandora service.
- e. The telephone survey respondents were asked a series of improper and inherently unreliable questions that required them to specify the amount of time they would spend listening to each music source (in the event that SiriusXM or Pandora were no longer available).

**A SURVEY THAT CORRECTS KEY FLAWS OF THE LENSKI SURVEY AND ESTIMATES THE CHOICES THAT SIRIUSXM USERS WOULD MAKE IF THE SERVICE WERE NO LONGER AVAILABLE**

47. A question that naturally arises is how we can address the issues examined in the Lenski Survey while avoiding its main flaws and biases. In light of the flaws discussed above, I was asked to conduct a survey that examines the choices that SiriusXM subscribers would make if the service were no longer available. Although the survey avoided the main flaws of the Lenski Survey, I tried to follow the Lenski Survey methodology as much as possible. Thus, my objective was to maintain all aspects of the Lenski Survey that were not clearly and substantially flawed, but to make the necessary changes to address the key flaws identified above.

48. The main changes in the survey described below include the following:

- a. Instead of using telephone interviews, the survey was a standard online panel survey, which is now the most commonly used data collection methodology. Thus, respondents viewed the questions and entered their answers on their computer/laptops.
- b. Survey participants were paid SiriusXM subscribers and/or subscribers to the paid Pandora service (Pandora Plus or Pandora One).
- c. The biasing question about the types of music services that the respondents used before subscribing to SiriusXM/Pandora was deleted (as well as the redundant question, which was included in the Screener but was not used for screening respondents,



- regarding whether respondents kept up with the latest music). Instead of asking the biasing question about previously used music types, respondents were asked an open-ended question, with no predetermined response options, about what led them to subscribe to SiriusXM and/or Pandora Plus/One.
- d. Similar to the Lenski Survey, respondents were asked about what they would choose if SiriusXM/Pandora were no longer available.
  - e. Similar to the Lenski Survey, those who subscribed to both SiriusXM and Pandora were first asked about their choice/s if SiriusXM were no longer available and were then asked a similar question about Pandora One/Plus.
  - f. A proper, more inclusive list of music categories was presented to consumers as well as the corresponding prices (or “free”) of the different options. Including prices is important, because it is a key attribute determining consumer choice.<sup>25</sup>
  - g. Respondents were not asked to estimate or allocate listening time across different sources of music.

## SURVEY METHODOLOGY

### Introduction

49. As much as possible, the survey that I designed followed the methodology used by Mr. Lenski. However, given the major flaws of the Lenski Survey, a number of significant corrections had to be made. I next describe the survey methodology and results. The complete

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<sup>25</sup> See, for example, Stephen Nowlis and Itamar Simonson (1997), "Attribute–Task Compatibility as a Determinant of Consumer Preference Reversals," *Journal of Marketing Research*, 34 (May), 205-218; Kent Monroe (1990), *Pricing*, 2<sup>nd</sup> ed., McGraw Hill. I understand the Judges have previously recognized the importance of including pricing information in this type of survey. *In re Determination of Royalty Rates and Terms for Ephemeral Recording and Digital Performance of Sound Recordings (Web IV)*, 81 FR 26316-01, 26327-28 (2016).

questionnaire used, before programming, is presented in Appendix D. Screenshots of the questionnaire, as seen by respondents, are presented in Appendix E.

50. Consistent with the Lenski Survey, my survey was designed to learn about the music choices SiriusXM (paid) subscribers would make in case SiriusXM were no longer available. Furthermore, similar to the Lenski Survey, both SiriusXM subscribers and Pandora subscribers were included, but unlike the Lenski Survey, only subscribers to the paid Pandora service (i.e., Pandora One or Pandora Plus) were included. For those who were subscribers of both music services, the questions pertaining to SiriusXM were asked before the questions pertaining to Pandora.

51. For the reasons discussed above, the survey that I designed did not rely on telephone/cellphone interviews. Instead, it used online survey methodology, which is now the most commonly used methodology for litigation, business, and academic surveys and allows the consumer a better opportunity to review and carefully consider the questions, definitions, options, and other information included in the survey. It is noteworthy that SiriusXM used online surveys internally, and that one of its experts conducted an online survey in a previous CRB proceeding.<sup>26</sup>

#### Data Collection and Screening

52. The Internet survey was conducted in collaboration with Target Research Group (<http://www.targetturbo.com/legal-research/>), which has a great deal of experience

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<sup>26</sup> See, for example, the following study conducted for SiriusXM: SoundExchange Exhibit 167, SiriusXM “Pandora User Survey, dated July 2015,” at SXM\_DIR\_00024169. Also, in his 2011 Testimony on behalf of SiriusXM, Dr. Hauser stated the following (in support of his online survey):

“38. **Use of the Internet for the survey.** The survey was administered via the Internet. Internet surveys are used widely by major corporations to make substantial business decisions. I have extensive experience with online surveys in the contexts of litigation, corporate applications, and academic research . . . .”

conducting online consumer surveys. The online survey panel was provided by the Prodege Market Research firm (<http://www.prodegemr.com/about/>), which has over 19 million members. To draw statistical inferences for a target population, the representativeness of the survey population was ensured by “click-balancing” the inbound sample (*i.e.*, targeting a representative sample from the market research panel based on the distribution of individuals by validated demographics) to the U.S. Census data. The demographic variables used for balancing were gender, age, and Census region, and the resulting survey population was within 3% of the U.S. Census.<sup>27</sup> The final sample also reflects the screening criteria (for example, whether the respondents were SiriusXM and/or Pandora subscribers). The survey was double-blind and respondents were not told who sponsored the survey. Prior to launching the survey I tested the links, skip logic, and randomization instructions.

53. The screening questions pertaining to a (paid) SiriusXM subscription, which were adopted from the Lenski Screener, included the following:

- a. Do you currently ever listen to SiriusXM Satellite Radio? (only those who answered “Yes” were asked the subsequent questions pertaining to SiriusXM)
- b. Do you currently have a paid subscription to SiriusXM, a free trial, or no subscription? (only those who indicated that they had a “paid subscription” were asked the subsequent questions pertaining to SiriusXM)
- c. Are you a primary user of your SiriusXM subscription? (only those who answered “Yes” were asked the subsequent questions pertaining to SiriusXM)

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<sup>27</sup> The Census population estimates were the same as those applied for the Dhar Survey. For related data, see U.S. Census Bureau, “Annual Estimates of the Resident Population: April 1, 2010 to July 1, 2016,” Population Division, accessed January, 2017. <http://www.census.gov/programs-surveys/popest/data/tables.html>. Reweighting responses by age and gender would not alter my conclusions. Although I believe reweighting responses is unnecessary here, I understand that the Brattle Group performed this calculation and found that my results before and after weighting are not materially different (within 0.3%).

- d. Who made the decision to get this paid subscription to SiriusXM satellite radio? (only those indicating that they made the decision or played a major role in the decision were asked the subsequent questions pertaining to SiriusXM).<sup>28</sup>

54. Two nonscreening questions, which appeared in the Lenski Screener but served no screening purpose while potentially creating question order effect, were not included in my survey. These deleted questions (Q3 and Q4 in Appendix B to the Lenski Report) were the following:

“3. Thinking about all of the different ways you might listen to music, approximately how much time in hours or minutes do you spend listening to music in a typical day? If you don’t listen to music in a typical day, just say so. **(IF RESPONDENT CANNOT GIVE AN EXACT AMOUNT OF TIME, ENCOURAGE BEST ESTIMATE)**”

4. How important is it to you to keep up-to-date with music? Is it... **(READ LIST)**”

55. The screening questions pertaining to a (paid) Pandora subscription, which were adopted from the Lenski Screener and modified (*e.g.*, to present service prices), included the following:

- a. Now I’d like you to think about Internet Radio, specifically the Internet Radio service called “Pandora One” or “Pandora Plus,” which typically costs \$4.99 per month, and allows you to listen to music without any commercial or advertising interruptions. Have you listened to Pandora One or Pandora Plus in the last month? (only those who answered “Yes” were asked the subsequent questions pertaining to Pandora)
- b. Who made the decision to get this paid subscription to Pandora One or Pandora Plus? (only those indicating that they made the decision or played a major role in the decision were asked the subsequent questions pertaining to Pandora)

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<sup>28</sup> For reasons that were not provided, this standard question was not included among the Lenski Survey’s screening criteria. A person who is a user of a particular music source, especially a paid service, but is not the decision maker is unlikely to be the one choosing which service to subscribe to.

56. At the conclusion of the screening phase, respondents were given the following instructions:

“Thank you, you qualify for this study.

Now, we need you to provide us with your name and phone number so we can call you to verify that you participated in this survey.

Your name and phone number and your responses to this survey will be kept completely confidential. We will not be calling to sell you anything; we will only call to verify your participation.

Please record your name and phone number below:

Name \_\_\_\_\_

Phone Number: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

If you wear eyeglasses or contacts while using the computer, please put them on now.”

### Main Questionnaire

57. At the beginning of the main part of the questionnaire, respondents were given the following instruction:

“For each question, if you don’t know or don’t have an answer, please don’t guess, just indicate that you “don’t know” or “don’t have an answer” by typing in the words “don’t know” and it will go on to the next question. Also, you should complete this survey without stopping in the middle, and please make sure not to consult anyone and not open another browser while working on this survey.”

58. In the first part of the Main Questionnaire, SiriusXM respondents were asked an open-ended question: “If you remember, why did you decide to subscribe to the SiriusXM service? Please type your answer below. Please be specific and include details.” (This was followed by a probe regarding any other reasons). This open-ended question, which did not suggest any particular answers and allowed respondents to mention whatever they chose to,

helped place the respondents in the mindset of what they like about SiriusXM when they are considering other sources of music if SiriusXM were no longer available.<sup>29</sup> In particular, prior research indicates that, assuming respondents are capable of answering questions reliably, prior mindsets tend to correspond to future mindsets pertaining to comparable decisions.<sup>30</sup>

59. As indicated, only paid SiriusXM subscribers were asked the questions relating to SiriusXM,<sup>31</sup> though the subscription fee varies across subscribers (whereas the paid Pandora service costs \$4.99/month for virtually all subscribers). Accordingly, the next question asked respondents about their monthly SiriusXM subscription fee, as follows:

“Approximately how much do you pay for your SiriusXM subscription in a typical MONTH?  
Do you pay approximately:

1. \$1 to \$10
2. \$11 to \$20
3. \$21 to \$25

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<sup>29</sup> Unlike the Lenski Survey, the respondents in my survey were not asked sequentially about what they used before SiriusXM and what they would use under the hypothetical future without SiriusXM. Thus, in addition to being an open-ended question (rather than the Lenski Survey’s repeated multiple choice question), the question included in my survey could not have created any order effect because it was on a different subject, namely, the mindset that led respondents to subscribe to SiriusXM in the first place. The role of consumer mindsets has been demonstrated extensively in the consumer behavior and psychological literatures; see, for example, Leilei Gao and Itamar Simonson (2016), “The positive effect of assortment size on purchase likelihood: The moderating influence of decision order,” *Journal of Consumer Psychology*, 26, 542-549; Chezy Ofir and Itamar Simonson (2001), “In Search of Negative Customer Feedback: The Effect of Expecting to Evaluate on Satisfaction Evaluations,” *Journal of Marketing Research*, 38 (May), 170-82; S. Malkoc et al. (2010), “Unstuck from the concrete: Carryover effects of abstract mindsets in intertemporal preferences,” *OBHDP*, 113, 112-126; Alison Jing Xu and Robert S. Wyer, Jr. (2007), “The Effect of Mindsets on Consumer Decision Strategies,” in *NA - Advances in Consumer Research Volume 34*, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN : Association for Consumer Research, page 631.

<sup>30</sup> See, for example, Robert S. Wyer, Alison Jing Xu and Hao Shen (2012), “The Effects of Past Behavior on Future Goal-Directed Activity,” in James M. Olson and Mark P. Zanna, editors: *Advances in Experimental Social Psychology*, Vol. 46, Burlington: Academic Press, 2012, pp. 237-283.

<sup>31</sup> My understanding is that paid SiriusXM users are relevant to the analysis of the economists.

4. Don't know"

60. In order to replicate as much as possible the Lenski Survey, the main survey question, similar to a question in the Lenski Survey, asked respondents about what they would do in case SiriusXM were no longer available. Specifically, respondents were shown a set of options that would be available to them in case the SiriusXM service were not available. Thus, the current status quo (*i.e.*, being a Sirius subscriber) would change, and consumers would have to look for substitutes. Accordingly, respondents first evaluated all the options (the order of options was randomized). As shown below, the presented music options focused on changes resulting from the hypothetical unavailability of the SiriusXM service. Respondents were next asked about the option/s, if any, that they would choose. Specifically, they received the following instructions:

(QUESTION 240)

"Now imagine that SiriusXM were no longer available, and as a result, you no longer have your paid SiriusXM subscription.

We would like you to think about what, if anything, you would do if you no longer had your SiriusXM subscription.

First, please CAREFULLY REVIEW options available to you that are shown below on this page (After reviewing the options, you will make your selections on the next page):

- a. Subscribe to an interactive, commercial-free, streaming music service that you do not currently subscribe to (for example, Apple Music, Google Play, Spotify Premium, or Rhapsody, where you can choose the music you want to listen to on-demand over the Internet, at a price of approximately \$9.99 per month)?
- b. Listen to a free interactive streaming music service, along with commercials, more than you currently do (for example, the free version of Spotify, where you can choose the music you want to listen to on-demand over the Internet)?
- c. Subscribe to a non-interactive, commercial-free, streaming music service that you do not currently subscribe to (for example, Pandora One or Pandora Plus, where you can listen to music customized to your tastes over the Internet, at a price of approximately \$4.99 per month)?

- d. Listen to a free non-interactive streaming music service, along with commercials, more than you currently do (for example, the free version of Pandora, where you can listen to music customized to your tastes over the Internet)?
- e. Listen to AM/FM radio more than you currently do?
- f. Buy more music CDs or downloads than you currently do?
- g. Listen to music or watch music videos on YouTube more than you currently do?
- h. None of the above

(QUESTION 250)

Now, if you no longer had your SiriusXM XM subscription, which, if any, of these options would you choose? You may choose none or any number of these options. (Select all that apply) (the above options were then repeated)

61. After indicating their reasons for subscribing to the paid Pandora service, respondents who were (paid) Pandora subscribers were asked a similar question regarding their choices in case the paid Pandora service were no longer available (again, with the order of options randomized):

(QUESTION 340)

Now imagine that Pandora One and Pandora Plus were no longer available, and as a result, you no longer have your paid Pandora subscription.

We would like you to think about what, if anything, you would do if you no longer had your Pandora One or Pandora Plus subscription.

First, please CAREFULLY REVIEW options available to you that are shown below on this page (After reviewing the options, you will make your selections on the next page):

- a. Subscribe to an interactive, commercial-free, streaming music service that you do not currently subscribe to (for example, Apple Music, Google Play, Spotify Premium, or Rhapsody, where you can choose the music you want to listen to on-demand over the Internet, at a price of approximately \$9.99 per month)?



- b. Listen to a free interactive streaming music service, along with commercials, more than you currently do (for example, the free version of Spotify, where you can choose the music you want to listen to on-demand over the Internet)?
- c. Listen to a free non-interactive streaming music service, along with commercials, more than you currently do (for example, the free version of Pandora, where you can listen to music customized to your tastes over the Internet)?
- d. Subscribe to a satellite radio service that you do not currently subscribe to, such as SiriusXM XM, at a price of approximately \$10.99 to \$19.99 per month?
- e. Listen to AM/FM radio more than you currently do?
- f. Buy more music CDs or downloads than you currently do?
- g. Listen to music or watch music videos on YouTube more than you currently do?
- h. None of the above?

#### Analysis and Validation

62. A total of 1,351 respondents completed the survey, including those qualified as SiriusXM-only users, those who qualified as Pandora-only users, and those qualified as users of both services. The survey data were collected between January 20, 2017 and January 30, 2017. The study's implementation was managed and supervised by Target Research Group, a highly experienced survey research firm.

63. Consistent with common practice, a total of 93 respondents were excluded from the final sample because they completed the survey too fast (less than three minutes) or took too long (over 40 minutes).

64. Respondents were asked (though not required) to provide their name and phone number, and 1,319 of them did. These respondents were subsequently contacted by an independent research firm, Field Solutions (located in Delray Beach, Florida), which contacted them after they completed the survey to validate that they were in fact the individuals who had

completed it. The research firm was able to reach 1,150 of these respondents (87%). Based on these validation interviews (in which Field Solutions representatives again asked respondents to verify their current music service subscriptions), 17 respondents were removed from the final data set. Eight out of these 17 were removed because they were Pandora respondents who indicated on the validation call that they had not listened to Pandora during the past month. Six of the 17 removed respondents were removed because they were SiriusXM respondents who said on the validation call that they did not have SiriusXM subscriptions. The three additional respondents were removed because they said that they did not participate in a survey about SiriusXM/Pandora. (The data for the respondents that were excluded from the final results tabulations are available.) Thus, the final, tabulated sample is based on 1,241 interviews ( $1,351 - 93 - 17 = 1,241$ ).

#### SUMMARY OF KEY FINDINGS

65. The complete tabulated survey results are presented in Appendix F. Appendix G includes an Excel file that presents the coded answers of all respondents as well as their verbatim answers. The codebook, which can be used to identify the meaning of each code (in Appendix G), is included in Appendix H. In this section I will review key findings and discuss their implications. (Additional findings are included in Appendix F and G.)

66. As indicated, invitations to participate in the survey represented the census data with respect to age, gender, and geographical regions. Prospective respondents were then asked the screening questions, such as whether they were SiriusXM listeners and/or subscribers to the paid Pandora service. Accordingly, the final sample corresponds to the relevant population.<sup>32</sup>

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<sup>32</sup> [REDACTED]

Results Pertaining to SiriusXM

67. Qualified SiriusXM respondents were first asked an open-ended question regarding their reasons for subscribing to SiriusXM. As shown in Table 10 in Appendix F, respondents mentioned a wide range of considerations (given that respondents usually provided more than one reason, the percentages add up to more than 100%). Common responses included the following:

- a. Among those who provided programming-related reasons (62% of all SiriusXM respondents), over half (61%) mentioned music (e.g., “good music”).
- b. Twenty-one percent of the SiriusXM respondents mentioned “no-commercials” (or similar).
- c. Twenty-six percent of the respondents mentioned that SiriusXM came with the car.
- d. Fifteen percent mentioned the price.
- e. Thirteen percent mentioned the advantage of being able to use it in the car.
- f. Fifteen percent mentioned quality, without being more specific.
- g. Approximately 10% mentioned talk/news/sports channels.

68. SiriusXM respondents were next asked about the price they paid for their SiriusXM service. As shown in Table 11 (Appendix F), about half the respondents indicated that they paid between \$11 and \$20, about 30% paid between \$1 and \$10, and about ten percent paid between \$21 and \$25.

69. As explained above, the next question presented respondents with a set of available music service options and asked them about the choices they would make (for

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[REDACTED] Thus, for example, the Pandora respondents were younger, on average, than the SiriusXM respondents (see Table 1 in Appendix F).

example, whether they would listen more than previously to a particular streaming service or AM/FM radio) in case the SiriusXM service were no longer available. The music options distinguish between new subscriptions that respondents did not previously subscribe to and listening more (without trying to quantify) to music sources they already listened to. The results are presented in Table 12 (Appendix F). The key response categories and corresponding percent answers are as follows:<sup>33</sup>

- a. **Subscribe to an interactive, commercial-free, streaming music service that you do not currently subscribe to (for example, Apple Music, Google Play, Spotify Premium, or Rhapsody, where you can choose the music you want to listen to on-demand over the Internet, at a price of approximately \$9.99 per month):**  
31%
- b. **Listen to a free interactive streaming music service, along with commercials, more than you currently do (for example, the free version of Spotify, where you can choose the music you want to listen to on-demand over the Internet):**  
26%
- c. **Subscribe to a non-interactive, commercial-free, streaming music service that you do not currently subscribe to (for example, Pandora One or Pandora Plus, where you can listen to music customized to your tastes over the Internet, at a price of approximately \$4.99 per month):**  
33%
- d. **Listen to a free non-interactive streaming music service, along with commercials, more than you currently do (for example, the free version of Pandora, where you can listen to music customized to your tastes over the Internet):**  
29%

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<sup>33</sup> Estimates are associated with a confidence interval of between +/- 1% and +/- 3%. Most percentage estimates for the music response categories are associated with a confidence interval of +/- 2%. In addition to my own calculations, I asked the Brattle Group to conduct a “bootstrapping” procedure (pursuant to American Association for Public Opinion Research recommendations) to estimate the precision of, and create a confidence interval around, each one of the reported survey results. A set of 1,000 independent “resamples” were generated by the Brattle Group by randomly selecting respondents with replacement from the original, full-sample of survey respondents. Sampling weights were adjusted by age, gender, and Census region for the resampling. The variation in these 1,000 weighted estimates derived from each of the 1,000 “resamples” forms the basis of standard error calculations attached as Appendix C.

- e. Listen to AM/FM radio more than you currently do:  
59%<sup>34</sup>
- f. Buy more music CDs or downloads than you currently do:  
19%
- g. Listen to music or watch music videos on YouTube more than you currently do:  
17%
- h. None of the above: 4%

On average, respondents selected 2.2 music-sources that would have been added or consumed at a higher rate if the SiriusXM service were no longer available. This average is similar to that obtained in the Lenski Survey (2.3; see Lenski Report, page 5), though the distribution across music sources was quite different. In particular, as noted above, not surprisingly streaming options were not selected as much in the Lenski Survey because important streaming services were not even listed, because of the prior question priming respondents to think of AM/FM radio, and because pricing and other important features (e.g., commercial-free) were omitted as well.

#### Results Pertaining to Pandora

70. Qualified Pandora respondents were first asked an open-ended question regarding their reasons for subscribing to Pandora. As shown in Table 13 in Appendix F, answers mentioned a wide range of considerations (given that respondents usually gave more than one reason, the percentages add up to more than 100%). Common responses included the following (Table 13 in Appendix F):

- a. Among those who provided programming-related reasons (49% of all Pandora respondents), over half (69%) mentioned music (e.g., “good music”).

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<sup>34</sup> Given that the SiriusXM service is consumed primarily in vehicles, it is not surprising that many subscribers would have listened to more AM/FM in case the SiriusXM service were unavailable.

- b. Thirty-one percent of the Pandora respondents mentioned “no-commercials” (or similar).
- c. Seventeen percent mentioned the price.
- d. Eighteen percent mentioned quality.

71. As explained above, the next question presented the Pandora respondents with a set of available music service options and asked them about the choices they would make (for example, whether they would subscribe to or listen more than previously to a particular service or AM/FM) in case the (paid) Pandora service were no longer available. The results are presented in Table 14 (Appendix F). The key response categories and corresponding percent answers are as follows:<sup>35</sup>

- a. Subscribe to an interactive, commercial-free, streaming music service that you do not currently subscribe to (for example, Apple Music, Google Play, Spotify Premium, or Rhapsody, where you can choose the music you want to listen to on-demand over the Internet, at a price of approximately \$9.99 per month):  
39%
- b. Listen to a free interactive streaming music service, along with commercials, more than you currently do (for example, the free version of Spotify, where you can choose the music you want to listen to on-demand over the Internet):  
40%
- c. Listen to a free non-interactive streaming music service, along with commercials, more than you currently do (for example, the free version of Pandora, where you can listen to music customized to your tastes over the Internet):  
39%
- d. Subscribe to a satellite radio service that you do not currently subscribe to, such as SiriusXM XM, at a price of approximately \$10.99 to \$19.99 per month:  
27%

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<sup>35</sup> Estimates are associated with a confidence interval of between +/- 1% and +/- 4%. Most percentage estimates for the music response categories are associated with a confidence interval of +/- 3%.

- e. Listen to AM/FM radio more than you currently do:  
41%
- f. Buy more music CDs or downloads than you currently do:  
19%
- g. Listen to music or watch music videos on YouTube more than you currently do:  
33%
- h. None of the above:  
2%

72. On average, respondents selected 2.4 music-sources that would have been added or consumed at a higher rate if the paid Pandora service were no longer available. This average is similar to that obtained in the Lenski Survey for Pandora users (2.6; see Lenski Report, page 7), though the distribution across music sources was again quite different.

### Conclusion

73. The survey that I conducted paralleled the Lenski Survey while correcting its main flaws. The survey did include a (corrected) question regarding changes in music consumption and sources in case the SiriusXM were no longer available.

74. Not surprisingly, music categories presented in the Lenski Survey that failed to mention key services (for example, the interactive, commercial-free, streaming music service Apple Music) were much less likely to be chosen by the Lenski Survey respondents. The unjustified and unexplained omission of key music options was corrected in my survey. The results of the survey showed that, by not presenting key music source options (and their prices) that are in fact available to consumers in reality, the Lenski Survey failed to provide reliable estimates of the choices that consumers would make if SiriusXM were not available. By contrast, my survey does provide reliable predictions of the sources of music that SiriusXM users would likely subscribe to or consume at a higher rate in case their current SiriusXM service were no longer available.

75. Furthermore, as noted above, the Lenski Survey made no attempt to separate the paid music services from unpaid services within the answer choices to Q8. The decision not to separate paid from unpaid subscriptions, and to not list any prices in a survey designed to measure consumer preferences, is puzzling considering that it is well established that many consumers apply budgets for certain categories of entertainment and other expense categories.<sup>36</sup> Accordingly, one would expect that, if consumers will no longer spend money on SiriusXM, their music mental budget might allow them to replace it with other paid music services (such as Apple Music). Indeed, an examination of the total cost of the substitutes for SiriusXM indicated by my survey respondents shows that it is generally comparable to or even less than the cost of the service being substituted (i.e., the SiriusXM subscription fee).

76. Relatedly, the Lenski Survey respondents included also SiriusXM free trial subscribers as well as the free Pandora service subscribers. Considering that consumers who do not pay for the SiriusXM and/or Pandora service cannot be assumed to replace their low/non-commitment subscription with another paid service, they should not have been presumed to be part of the relevant survey universe.

77. Finally, as explained above, the Lenski Survey questions about the time that respondents would spend listening to each source of music in case they no longer would have their SiriusXM subscription were unreliable. These questions reflect a basic misunderstanding of principles of survey-un/suitable questions and the types of questions that are bound to produce unreliable, misleading numbers. These problems are compounded because the Lenski Survey interviews were administered by telephone. Although speculative time allocations are inherently unreliable, predicting future purchasing choices is something consumers often do in real life. Consumers also make choices of music sources in reality, for example, when deciding

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<sup>36</sup> See, for example, Chip Heath and Jack Sole (1996), "Mental Budgeting and Consumer Decisions," *Journal of Consumer Research*, 23, 40-52; see also R. Thaler (1985), "Mental Accounting and Consumer Choice," *Marketing Science*, 4(3), 199-214.



to subscribe to one music service and not to another. Accordingly, while recognizing that predictions are often not exactly right, properly designed survey questions about future choices in familiar categories can provide useful and informative data. In the present case, my survey questions were carefully designed to allow making predictions regarding the music choices that consumers would be inclined to make.

78. In conclusion, the Lenski Survey suffered from major flaws that made its findings unreliable. The survey that I conducted maintained, as much as possible, the Lenski Survey elements that were not fatally flawed while correcting the survey's key flaws. Accordingly, the findings of my survey provide reliable estimates of the choices that SiriusXM (and paid Pandora) subscribers are likely to make in case the current service were no longer available.

# **APPENDIX A**

Itamar Simonson

**ADDRESSES**

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**EDUCATION**

Ph.D.

Duke University, Fuqua School of Business  
Major: Marketing; May 1987

M.B.A.

UCLA, Graduate School of Management  
Major: Marketing; March 1978

B.A.

Hebrew University, Jerusalem, Israel  
Major: Economics, Political Science; August 1976

**ACADEMIC POSITIONS**

July 1987 - June 1993 University of California, Berkeley  
Haas School of Business  
Assistant Professor

July 1993 – Aug. 1996 Stanford Graduate School of Business  
Associate Professor of Marketing

Sept. 1996 – Aug. 1999 Stanford Graduate School of Business  
Professor of Marketing

Sept. 1999 – Present Stanford Graduate School of Business  
Sebastian S. Kresge Professor of Marketing

1994 – 2000 Stanford Graduate School of Business  
Marketing Group Head

2000, 2004, 2012 Visiting Professor of Marketing: MIT; NYU; Columbia

## **AWARDS**

- Best Article in the *Journal of Consumer Research* during the period 1987-1989.
- The 1997 O'Dell Award (for the *Journal of Marketing Research* article that has had the greatest impact on the marketing field in the previous five years).
- The 2001 O'Dell Award.
- Honorary Doctorate: University of Paris II – Sorbonne Universities.
- The American Marketing Association Best Book in Marketing Award.
- Elected Fellow of the Association for Consumer Research.
- The 2007 Society for Consumer Psychology Distinguished Scientific Achievement Award.
- Finalist for the O'Dell Award: 1995; 2002; 2004; 2005; 2007; 2008; 2012.
- Best Article in the *Journal of Public Policy & Marketing* during the period 1993-1995.
- The 2016 Association for Consumer Research Conference Best Paper Award.
- The 2002 American Marketing Association Award for the Best Article on Services Marketing.
- The Association for Consumer Research 1990 "Ferber Award."
- Finalist for the 2003 Paul Green Award (for the *Journal of Marketing Research* article with the greatest potential to contribute to the practice of marketing research).
- Runner-up for the 2005 *Journal of Consumer Research* Best Article Award.
- Winner in the Marketing Science Institute and Direct Marketing Association competition on "Understanding and Measuring the Effect of Direct Marketing."
- Runner-up for the 1993 *California Management Review* Best Article Award.
- National Science Foundation Grant (for 1996-8).
- Outstanding Reviewer Award, *Journal of Consumer Research*, 2005, 2009.
- Honorable Mention for the Sloan Executive Program Teaching Award.

## **TEACHING EXPERIENCE**

### Stanford University:

Marketing Management (for MBAs and the Sloan Executive Program)  
Marketing to Businesses (for MBAs); Technology Marketing (for MBAs)  
Critical Analytical Thinking (for MBAs)  
Research Methods for Studying Consumer Behavior (a Ph.D. Course)  
Behavioral Decision Making (a Ph.D. Course)  
Consumer Behavior (a Ph.D. course)

### University Of California, Berkeley:

MBA, Ph.D. and Executive Education Classes on Marketing Management and Consumer Behavior.

## **BUSINESS EXPERIENCE**

October 1978-August 1983 Motorola, Inc.

Worked in an international subsidiary; responsibilities included marketing research and customer analysis, definition of new products, pricing, analysis of sales force performance, competitive intelligence, and forecasting. Conducted studies of markets for various communications products. Last two years served as Product Marketing Manager for communications products.

### **Consulting:**

Consulted for clients from a wide range of industries such as technology, communications, services, and manufacturing sectors.

Expert witness assignments: trademark infringement, deceptive advertising, surveys, consumer behavior, marketing management, branding, retailing, distribution, assessment of demand drivers and feature value, and other marketing issues.

## **PUBLICATIONS**

Itamar Simonson (2016), "Imperfect Progress: An Objective, Quality Assessment of the Role of User Reviews in Consumer Decision Making," *Journal of Consumer Research*, 42, 840-845.

Itamar Simonson (2016), "The Construction of the Consumer Decision Making Field by Jim Bettman – The Case of Preference Construction," in *Legends in Consumer Behavior*, I. Simonson, editor.

Leilei Gao and Itamar Simonson (2016), "The positive effect of assortment size on purchase likelihood: The moderating influence of decision order," *Journal of Consumer Psychology*, 26, 542-549.

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- Aner Sela, Itamar Simonson, and Ran Kivetz (2013), "Beating the Market: The Allure of Unintended Value," *Journal of Marketing Research*, Vol. L (December), 691-705.
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- Michal Maimaran and Itamar Simonson (2011), "Multiple Routes to Self Versus Other-Expression in Consumer Choice," *Journal of Marketing Research*, August, 755-66.
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- Stephen Nowlis, Ravi Dhar, and Itamar Simonson (2010), "The Effect of Decision Order on Purchase Quantity Decisions," *Journal of Marketing Research*, 40 (4), 725-737.
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## ARTICLES UNDER REVIEW

Franklin Shaddy, Ayelet Fishbach, and Itamar Simonson (2016), "How Tradeoff Propensity Affects Choice."

Aimee Drolet, Aner Sela, and Itamar Simonson (2015), "Construction Disposition: The Case of Compromising."

Haiyang Yang, Ziv Carmon, and Itamar Simonson, "The Preference for Practical Knowledge: Its Conceptualization, Measurement, and Ability to Predict Consumer Behaviors."

Wendy Liu and Itamar Simonson, "Jeopardy! Understanding the Beat-the-Incumbent Choice Process."

Ioannis Evangelidis, Jonathan Levav, and Itamar Simonson "Comparison Focus: The Asymmetric Impact of Context Effects on Advantaged versus Disadvantaged Options."

## Doctoral Dissertations Chaired:

Ravi Dhar (Chaired Professor, Yale U.)

Aimee Drolet (Chaired Professor, UCLA)

Stephen Nowlis (Chaired Professor, Washington U., St. Louis)

Ziv Carmon (Chaired Professor, INSEAD)

Ran Kivetz (Chaired Professor, Columbia U.)

Donnel Briley (Professor, U.O. Sydney)

Thomas Kramer (Tenured Associate Professor, U.O. South Carolina)

Wendy Liu (Tenured Associate Professor, U.O. Calif., San Diego)

Sanjay Sood (Tenured Professor, UCLA)

Song-Oh Yoon (Assistant Professor, Korea U.)

Michal Maimaran (Clinical Assistant Professor, Kellogg School)

Leilei Gao (Assistant Professor, Chinese University, Hong Kong)

Aner Sela (Assistant Professor, U. O. Florida)

Jonah Berger (Tenured Associate Professor, Wharton School, U.O. Penn.)

## EDITORIAL ACTIVITIES

Editorial Boards: *Journal of Marketing Research, Journal of Consumer Psychology, Journal of Marketing, Journal of Consumer Research, Journal of Behavioral Decision Making, International Journal of Research in Marketing, Journal of Marketing in Emerging Economies, Marketing Letters, Journal of Academy of Marketing Science, Review of Marketing Research.*

Reviewer for *Marketing Science, Journal of Economic Behavior and Organization, Science, Management Science, Journal of Retailing and Consumer Services, Journal of Marketing, Journal of Retailing, Organizational Behavior and Human Decision Processes, Journal of Experimental Psychology, Psychological Review, Psychological Bulletin, Journal of Personality and Social Psychology, Psychological Science, California Management Review, Journal of Economic*

*Psychology, European Journal of Social Psychology, Journal of Judgment and Decision Making, Medical Decision Making, and National Science Foundation.*

**PROFESSIONAL AFFILIATIONS**

Association for Consumer Research  
Judgment and Decision Making Society  
American Psychological Society

# **APPENDIX B**

## APPENDIX B

### Cases in which Dr. Itamar Simonson Testified as an Expert at Trial (including written expert reports submitted to the court) or by Deposition in the Past Four Years

1. Mobilemedia Ideas v. Research in Motion Limited (Nor. Dist. of TX; Dallas Div.; 3:11-CV-2353-N) (deposition)
2. Gucci America, Inc. v. Guess?, Inc. (S.D.N.Y.; 09-cv-4373).
3. Car Freshner v. Exotica Fresheners (SDNY; 14-CV-391) (Trial)
4. Romag Fasteners, Inc. v. Fossil Inc. et al. (Dist. of Conn.; 3: 10CV1827) (deposition).
5. Laura McCabe et al. v. Six Continents Hotels, Inc. (No. Dist. of CA, SF Div., 12-cv-04818 NC) (deposition).
6. GeoTag, Inc. v. AT&T et al. (Nor. Dist. of Texas, Dallas Div.; 2:10-CV-570) (deposition)
7. POM Wonderful LLC Marketing and Sales Practices Litigation (Cent. Dist. of CA; 2:10-ml 2199-DDP) (deposition)
8. Poquito Mas Licensing Corp. v. Taco Bell Corp. (Cent. Dist. of CA; 8:13-CV-01933) (deposition)
9. Whirlpool Corp. Front-Loading Washer Products Liability Litigation (Nor. Dist. Ohio; 1:08-wp-65000; MDL 2001) (trial)
10. Playtex Products, LLC v. Munchkin, Inc. (Cent. Dist. CA; CASE NO. CV 11-0503 AHM (RZX) (trial)
11. Tria Beauty, Inc. v. Radiancy, Inc. (No. Dist. of CA, SF Div.; C 10-5030 RS).
12. SRI International, Inc. v. Cisco Systems, Inc. (US Dist. of Del., 13-1534) (deposition)
13. Fage Dairy Processing Industry, S.A. v. General Mills, Inc. (Nort. Dist. of NY; 6:11-cv-01174) (deposition)
14. Fox Broadcasting Company et al. v. Dish Network (Cent. Dist. of CA; 12-04529) (deposition)
15. Skye Astiana et al. v. Kashi Company (South. dist. of CA; 11-CV-1967-HBGS) (deposition)
16. Bank of America v. Trilegiant Corp. & Affinion Group (Arbitration, Reference # 01-14-0000-4517) (Arbitration testimony)
17. Larry Butler et al. v. Sears, Roebuck and Co. (Nor. Dist. of IL, Eastern Div., 06-CV-7-23) (deposition)

18. Edward Tovey v. Nike, Inc. (Nor. Dist. of Ohio; 1:12 CV 448) (deposition)
19. RPI v. Apple Inc. (No. Dist. of NY, Albany Div.; 1:13-CV-633) (deposition)
20. WNET, ABC et al. (Broadcast networks) v. Aereo, Inc. (SDNY; 12-cv-1540)
21. Prism Technologies v. AT&T Mobility (Dist. of Nebraska; 8:12CV122) (deposition)
22. Western Sugar Cooperative et al. v. Archer-Daniels-Midland Company et al. (Cent. Dist. of CA, CV11-3473-CBM) (Trial)
23. Sazerak Company, Inc. v. Fetzer Vineyard, Inc. (N. D. of CA; 3:15-cv-04618) (deposition)
24. Lena Thodos et al. v. Nicor, Inc. et al. (Circuit Ct. of Cook County, IL, Chancery Div.; 11 CH06556) (deposition).
25. Intellectual Ventures II v. AT&T Mobility et al. (Dist. of Del.; 13-cv-1631) (deposition)
26. Lights Out Holdings and Shawne Merriman v. Nike, Inc. (South. Dist. Of CA, 3:14-cv- 00872-JAH-NLS) (deposition)
27. Koninklijke Philips Electronics N.V. v. Hunt Control Systems (Dist. of NJ, 11-03684) (deposition).
28. Beaulieu Group v. Mohawk Industries (N. D. of Georgia, Rome Div.; 4:15 – cv-00124) (deposition).
29. Adidas America, Inc. et al. v. Skechers USA, Inc. (Dist. of Oregon, Portland Div.; 3:15-cv-01741) (Deposition)
30. B Property Management, Inc., et al. v. Goodman Global (Middle Dist. of FL; 3:12-CV-1366-HES-JBT) and Anne McVicar et al., v. Goodman Global (Cent. Dist. of CA; 8:13-cv-13-01223-DOC-RNB) (deposition)
31. Exxon Mobil Corp. v. FX Networks et al. (South. Dist. of TX; 4:13– CV–02906) (deposition)
32. VIP Products v. Jack Daniel’s Properties (US Dist. of Ariz., CV 14-02057) (deposition).
33. Versata Software, Inc. v. Zoho Corp. (W.D. Texas; 1:13-00371) (deposition)
34. Margarita Delgado, et al. v. Ocwen Loan Services (E.D. of NY; 1:13-cv-04427)
35. Oracle America, Inc. v. Google Inc. (No. Dist. of CA; C 10-03561) (deposition.
36. TrueCar, Inc. v. Sonic Automotive, Inc. (Cent. Dist. of CA, West. Div.; 13-cv-05812) (deposition).

# **APPENDIX C**

**Please see disc submitted with this testimony  
for Appendix C in electronic format.**



# **APPENDIX D**

103-17003 MUSIC STUDY

SPECS:

N=1033 SIRIUS SUBSCRIBERS

N=517 PANDORA SUBSCRIBERS

IF DUAL USERS, CAN INTERVIEW FOR BOTH CELLS AND WILL APPLY TO BOTH QUOTAS.

[INVITE RESPONDENTS SO AS TO MATCH CENSUS DATA RE: AGE, GENDER, AND CENSUS REGION—SCREENING QUOTAS AS PER THE CENSUS DATA]

103-17003 MUSIC STUDY  
SCREENER

QUESTION 10:

Today we are interviewing people about music. Please take a few moments to complete our questions; we are sure you will find it interesting. We are only asking your opinions, and your answers will be held strictly confidential.

**CAPTCHA SEQUENCE**

**{PROGRAMMER: PIPE IN ONE RANDOMLY SELECTED WORD FROM LIST. CONFIRM THAT WHAT THE RESPONDENT TYPES IN MATCHES THE PIPED-IN WORD FOR SPELLING AND CASE.}**

QUESTION 15:

So that we can confirm that you are actually a person, please type the following word into the text box below. Please enter it exactly as shown, including upper and lower case letters.

TEXT BOX: \_\_\_\_\_

**{PROGRAMMER: IF THE WORD DOES NOT MATCH ON THE FIRST TRY, ASK Q.18.}**

**{PIPE IN A DIFFERENT RANDOMLY-SELECTED WORD. CONFIRM THAT WHAT THE RESPONDENT TYPES IN MATCHES THE PIPED-IN WORD FOR SPELLING AND CASE.}**

QUESTION 18:

Please type the following word in the text box below. Please enter it exactly as shown, including upper and lower case letters.

TEXT BOX: \_\_\_\_\_

**{PROGRAMMER: IF THE WORD DOES NOT MATCH, TERMINATE.}**

QUESTION 20:

It is important for this survey to represent people of all age groups. Are you...? (**Select one response**)

1. Under 18 [**TERMINATE**]
2. 18-24
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. 65-74
8. 75+
9. Don't know/refused [**TERMINATE**]

QUESTION 22:

Are you...? (**Select one response**)

1. Male
2. Female

QUESTION 24:

In which of the following states do you live? (Select one response)

QUESTION 25:

Which of the following devices are you using right now to take this survey? (**Select one response**)

- A. Desktop computer → **[SKIP TO Q.40]**
- B. Laptop computer → **[SKIP TO Q.40]**
- C. Tablet (such as an iPad, Android table, etc.) → **[SKIP TO Q.40]**
- D. Cell phone (not a smartphone) → **[ASK Q.30]**
- E. Smartphone → **[ASK Q.30]**
- F. Other mobile device → **[ASK Q.30]**

QUESTION 30:

**[IF NOT DESKTOP, LAPTOP, OR TABLET]** This survey may or may not be compatible with cell phones, smartphones or other mobile devices, so please use your tablet, or desktop or laptop computer to complete this survey. To complete this survey, please re-try your invitation link using your tablet, or desktop or laptop computer. **{TERMINATE.}**

QUESTION 40:

**[PROGRAMMER: RANDOMIZE CHOICES 1-6; IF ANY ITEM 1-5 IS SELECTED, TERMINATE. RESPONSE MUST BE EITHER PUNCH 7 "NONE OF THE ABOVE" OR PUNCH 6 EXCLUSIVELY TO CONTINUE]**

Do you or does anyone in your household work in any of the following areas? (**Select all that apply**)

- 1. For a satellite radio company?
- 2. For a streaming music company?
- 3. For Apple, Google or Amazon?
- 4. For a company that creates music such as a recording studio, record company, or a music publisher?
- 5. For a market research company, an advertising agency, or a public relations agency?
- 6. For an Internet service provider?
- 7. None of the above **[SINGLE RESPONSE]**

QUESTION 70:

Do you currently ever listen to SiriusXM Satellite Radio? (**Select one response**)

- 1. Yes **[CONTINUE]**
- 2. No **[SKIP TO Q.110]**
- 3. Don't know **[SKIP TO Q.110]**

QUESTION 80:

Do you currently have a paid subscription to SiriusXM, a free trial, or no subscription? (**Select one response**)

- 1. Paid subscription **[CONTINUE]**
- 2. Free trial **[SKIP TO Q.110]**
- 3. No subscription to SiriusXM **[SKIP TO Q.110]**
- 4. Don't know **[SKIP TO Q.110]**

QUESTION 90:

Are you a primary user of your SiriusXM subscription? (**Select one response**)

- 1. Yes **[CONTINUE]**
- 2. No **[SKIP TO Q.110]**
- 3. Don't know **[SKIP TO Q.110]**

**QUESTION 100:**

If you have more than one paid subscription to Sirius XM satellite radio, please answer the following questions based on the one you have had the longest. Who made the decision to get this paid subscription to Sirius XM satellite radio? (**Select one response**)

1. I made the decision myself
2. I played a major role in the decision
3. I played a minor role in the decision
4. I was not involved in the decision at all
5. Don't know

**QUESTION 110:**

Now I'd like you to think about Internet Radio, specifically the Internet Radio service called "Pandora One" or "Pandora Plus", which typically costs \$4.99 per month, and allows you to listen to music without any commercial or advertising interruptions. Have you listened to Pandora One or Pandora Plus in the last month? (**Select one response**)

1. Yes [**CONTINUE**]
2. No [**SKIP TO Q.140**]
3. Don't know [**SKIP TO Q.140**]

**QUESTION 120:**

Are you a primary user of your Pandora One or Pandora Plus subscription? (**Select one response**)

1. Yes [**CONTINUE**]
2. No [**SKIP TO Q.140**]
3. Don't know [**SKIP TO Q.140**]

**QUESTION 130:**

Who made the decision to get this paid subscription to Pandora One or Pandora Plus? (**Select one response**)

1. I made the decision myself.
2. I played a major role in the decision
3. I played a minor role in the decision
4. I was not involved in the decision at all
5. Don't know

**QUESTION 140:**

**PROGRAMMER: CHECK QUOTA QUALIFICATION:**

**SIRIUS XM SUBSCRIBER CELL:**

**IF "YES" IN Q70; "PAID SUBSCRIPTION" IN Q80; "YES" IN Q90; AND RESPONSE "1" OR "2" SELECTED IN Q100—QUALIFIES FOR SIRIUS XM SUBSCRIBER CELL.**

**ASK QUESTIONS 150 THROUGH 200, THEN 210 THROUGH 250.**

**PANDORA ONE OR PANDORA PLUS CELL:**

**IF "YES" IN Q110; "YES" IN Q120; AND RESPONSE "1" OR "2" SELECTED IN Q130—QUALIFIES FOR PANDORA ONE/PANDORA PLUS CELL. ASK QUESTIONS 150**

**THROUGH 200, THEN 310 THROUGH 350.**

**IF QUALIFY FOR BOTH CELLS:**

**ALWAYS ASK Q150 THROUGH 200, THEN 210 THROUGH 250 FIRST, THEN Q 310 THROUGH 350 SECOND**

***KEEP TRACK OF TOTAL NUMBER OF COMPLETES AS WELL AS COMPLETES FOR EACH CELL. BECAUSE OF DUAL USAGE WE MAY DO LESS THAN 1500 INTERVIEWS.***

**IF DO NOT QUALIFY FOR EITHER CELL, TERMINATE.**

**QUESTION 150:**

Thank you, you qualify for this study.

Now, we need you to provide us with your name and phone number so we can call you to verify that you participated in this survey.

Your name and phone number and your responses to this survey will be kept completely confidential. We will not be calling to sell you anything; we will only call to verify your participation.

Please record your name and phone number below:

Name \_\_\_\_\_

Phone Number: (\_\_\_\_) \_\_\_\_\_- \_\_\_\_\_

**QUESTION 200**

If you wear eyeglasses or contacts while using the computer, please put them on now.

---

**103-17003 MUSIC STUDY**  
**MAIN QUESTIONNAIRE**

**SIRIUS XM SUBSCRIBER CELL QUESTIONS:**

**QUESTION 210**

For each question, if you don't know or don't have an answer, please don't guess, just indicate that you "don't know" or "don't have an answer" by typing in the words "don't know" and it will go on to the next question. Also, you should complete this survey without stopping in the middle, and please make sure not to consult anyone and not open another browser while working on this survey.

**QUESTION 220**

If you remember, why did you decide to subscribe to the SiriusXM service? Please type your answer below. Please be specific and include details.

**(QUESTION 225)**

***{Programmer: This question may be left blank, as long as there is an answer in Q220}***

If you remember, what other reasons, if any, led to your decision to subscribe to Sirius XM? Please type your answer below. Please be specific and include details.

**(QUESTION 230)**

Approximately how much do you pay for your SiriusXM subscription in a typical MONTH? Do you pay approximately: **(Select one response)?**

1. \$1 to \$10
2. \$11 to \$20
3. \$21 to \$25
4. Don't know

(QUESTION 240)

**{RANDOMIZE ORDER OF OPTIONS 1 THROUGH 7; SHOW ALL OPTIONS ON ONE PAGE}**

Now imagine that SiriusXM were no longer available, and as a result, you no longer have your paid Sirius XM subscription.

We would like you to think about what, if anything, you would do if you no longer had your SiriusXM subscription.

First, please CAREFULLY REVIEW options available to you that are shown below on this page (After reviewing the options, you will make your selections on the next page):

1. Subscribe to an interactive, commercial-free, streaming music service that you do not currently subscribe to (for example, Apple Music, Google Play, Spotify Premium, or Rhapsody, where you can choose the music you want to listen to on-demand over the Internet, at a price of approximately \$9.99 per month)?
2. Listen to a free interactive streaming music service, along with commercials, more than you currently do (for example, the free version of Spotify, where you can choose the music you want to listen to on-demand over the Internet)?
3. Subscribe to a non-interactive, commercial-free, streaming music service that you do not currently subscribe to (for example, Pandora One or Pandora Plus, where you can listen to music customized to your tastes over the Internet, at a price of approximately \$4.99 per month)?
4. Listen to a free non-interactive streaming music service, along with commercials, more than you currently do (for example, the free version of Pandora, where you can listen to music customized to your tastes over the Internet)?
5. Listen to AM/FM radio more than you currently do?
6. Buy more music CDs or downloads than you currently do?
7. Listen to music or watch music videos on YouTube more than you currently do?
8. None of the above (single punch)

(QUESTION 250)

Now, if you no longer had your Sirius XM subscription, which, if any, of these options would you choose? You may choose none or any number of these options. **(Select all that apply)**

**REPEAT OPTIONS 1-8 BELOW**

**PANDORA ONE/PANDORA PLUS SUBSCRIBER CELL QUESTIONS:**

***{PROGRAMMER: IF ALREADY ANSWERED Q 210-250, SKIP TO Q315}***

**QUESTION 310**

For each question, if you don't know or don't have an answer, please don't guess, just indicate that you "don't know" or "don't have an answer" by typing in the words "don't know" and it will go on to the next question. Also, you should complete this survey without stopping in the middle, and please make sure not to consult anyone and not open another browser while working on this survey.

**QUESTION 315**

Now we'd like to ask you about your Pandora subscription.

**QUESTION 320**

If you remember, why did you decide to subscribe to the paid Pandora One or Pandora Plus service?

Please type your answer below. Please be specific and include details.

**(QUESTION 325)**

***{Programmer: This question may be left blank, as long as there is an answer in Q320}***

If you remember, what other reasons, if any, led to your decision to subscribe to Pandora? Please type your answer below. Please be specific and include details.

**(QUESTION 340)**

**{RANDOMIZE ORDER OF OPTIONS 1 THROUGH 7; SHOW ALL OPTIONS ON ONE PAGE}**

Now imagine that Pandora One and Pandora Plus were no longer available, and as a result, you no longer have your paid Pandora subscription.

We would like you to think about what, if anything, you would do if you no longer had your Pandora One or Pandora Plus subscription.

First, please CAREFULLY REVIEW options available to you that are shown below on this page (After reviewing the options, you will make your selections on the next page):

1. Subscribe to an interactive, commercial-free, streaming music service that you do not currently subscribe to (for example, Apple Music, Google Play, Spotify Premium, or Rhapsody, where you can choose the music you want to listen to on-demand over the Internet, at a price of approximately \$9.99 per month)?
2. Listen to a free interactive streaming music service, along with commercials, more than you currently do (for example, the free version of Spotify, where you can choose the music you want to listen to on-demand over the Internet)?
3. Listen to a free non-interactive streaming music service, along with commercials, more than you currently do (for example, the free version of Pandora, where you can listen to music customized to your tastes over the Internet)?
4. Subscribe to a satellite radio service that you do not currently subscribe to, such as Sirius XM, at a price of approximately \$10.99 to \$19.99 per month?
5. Listen to AM/FM radio more than you currently do?

6. Buy more music CDs or downloads than you currently do?
7. Listen to music or watch music videos on YouTube more than you currently do?
8. None of the above (single punch)

(QUESTION 350)

Now, if you no longer had your Pandora One or Pandora Plus subscription, which, if any, of these options would you choose? You may choose none or any number of these options.

**(Select all that apply)**

**REPEAT OPTIONS 1-8 BELOW**

(QUESTION 360)

**ASK EVERYONE**

Which of the following best describes you? **(Select one response)**

1. Hispanic or Latino descent
2. White
3. African-American
4. Asian-American
5. Another background
6. Prefer not to answer
7. Don't know

(QUESTION 370)

**ASK EVERYONE**

And finally, what is your zip code? **(ACCEPT ONLY A 5 OR 9 DIGIT NUMBER)**

\_\_\_\_\_

(QUESTION 400)

**ASK EVERYONE**

Thank you for your participation in this survey.



# **APPENDIX E**

Today we are interviewing people about music. Please take a few moments to complete our questions; we are sure you will find it interesting. We are only asking your opinions, and your answers will be held strictly confidential.

Please continue when you are ready.



P 7 S G B 4 I z

So that we can confirm that you are actually a person, please type the following word into the text box below. Please enter it exactly as shown, including upper and lower case letters.

Please type the code above.



It is important for this survey to represent people of all age groups. Are you...?

Please select one answer.

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+
- Don't know/refused



Are you...?

Please select one answer.

- Male
- Female



In which of the following states do you live?

Please select one answer.

- Please select your answer
- Please select your answer
- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- District of Columbia
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana



Which of the following devices are you using right now to take this survey?

Please select one answer.

- Desktop computer
- Laptop computer
- Tablet (such as an iPad, Android tablet, etc.)
- Cell phone (not a smartphone)
- Smartphone
- Other mobile device



Do you, or does anyone in your household work in any of the following areas?

Please select all that apply.

- For an Internet service provider?
- For a market research company, an advertising agency, or a public relations agency?
- For Apple, Google or Amazon?
- For a satellite radio company?
- For a streaming music company?
- For a company that creates music such as a recording studio, record company, or a music publisher?
- None of the above





Do you currently ever listen to SiriusXM Satellite Radio?

Please select one answer.

- Yes
- No
- Don't Know



Do you currently have a paid subscription to SiriusXM, a free trial, or no subscription?

Please select one answer.

- Paid subscription
- Free trial
- No subscription to SiriusXM
- Don't know



Are you a primary user of your SiriusXM subscription?

Please select one answer.

- Yes
- No
- Don't know



If you have more than one paid subscription to Sirius XM satellite radio, please answer the following questions based on the one you have had the longest. Who made the decision to get this paid subscription to Sirius XM satellite radio?

Please select one answer.

- I made the decision myself
- I played a major role in the decision
- I played a minor role in the decision
- I was not involved in the decision at all
- Don't know



Now I'd like you to think about Internet Radio, specifically the Internet Radio service called "Pandora One" or "Pandora Plus", which typically costs \$4.99 per month, and allows you to listen to music without any commercial or advertising interruptions. Have you listened to Pandora One or Pandora Plus in the last month?

Please select one answer.

- Yes
- No
- Don't Know



Are you a primary user of your Pandora One or Pandora Plus subscription?

Please select one answer.

- Yes
- No
- Don't know



Who made the decision to get this paid subscription to Pandora One or Pandora Plus?

Please select one answer.

- I made the decision myself
- I played a major role in the decision
- I played a minor role in the decision
- I was not involved in the decision at all
- Don't know



Thank you, you qualify for this study.

Now, we need you to provide us with your name and phone number so we can call you to verify that you participated in this survey.

Your name and phone number and your responses to this survey will be kept completely confidential. We will not be calling to sell you anything; we will only call to verify your participation.

Please record your name and phone number below:

Name:   
Phone Number:





If you wear eyeglasses or contacts while using the computer, please put them on now.

\_\_\_\_\_  
Please continue when you are ready.



For each question, if you don't know or don't have an answer, please don't guess, just indicate that you "don't know" or "don't have an answer" by typing in the words "don't know" and it will go on to the next question. Also, you should complete this survey without stopping in the middle, and please make sure not to consult anyone and not open another browser while working on this survey.

Please continue when you are ready.



If you remember, why did you decide to subscribe to the SiriusXM service?

Please type your answer below. Please be specific and include details.



If you remember, what other reasons, if any, led to your decision to subscribe to Sirius XM?

Please type your answer below. Please be specific and include details.



Approximately how much do you pay for your SiriusXM subscription in a typical MONTH? Do you pay approximately:

Please select one answer.

- \$1 to \$10
- \$11 to \$20
- \$21 to \$25
- Don't know



Now imagine that SiriusXM were no longer available, and as a result, you no longer have your paid Sirius XM subscription.

We would like you to think about what, if anything, you would do if you no longer had your SiriusXM subscription.

First, please CAREFULLY REVIEW options available to you that are shown below on this page (After reviewing the options, you will make your selections on the next page):

- Subscribe to a non-interactive, commercial-free, streaming music service that you do not currently subscribe to (for example, Pandora One or Pandora Plus, where you can listen to music customized to your tastes over the Internet, at a price of approximately \$4.99 per month)?
- Listen to music or watch music videos on YouTube more than you currently do?
- Listen to a free interactive streaming music service, along with commercials, more than you currently do (for example, the free version of Spotify, where you can choose the music you want to listen to on-demand over the Internet)?
- Listen to a free non-interactive streaming music service, along with commercials, more than you currently do (for example, the free version of Pandora, where you can listen to music customized to your tastes over the Internet)?
- Listen to AM/FM radio more than you currently do?
- Subscribe to an interactive, commercial-free, streaming music service that you do not currently subscribe to (for example, Apple Music, Google Play, Spotify Premium, or Rhapsody, where you can choose the music you want to listen to on-demand over the Internet, at a price of approximately \$9.99 per month)?
- Buy more music CDs or downloads than you currently do?
- None of the above

Please continue when you are ready.



Now, if you no longer had your Sirius XM subscription, which, if any, of these options would you choose? You may choose none or any number of these options.

Select all that apply

- Subscribe to a non-interactive, commercial-free, streaming music service that you do not currently subscribe to (for example, Pandora One or Pandora Plus, where you can listen to music customized to your tastes over the Internet, at a price of approximately \$4.99 per month)?
- Listen to music or watch music videos on YouTube more than you currently do?
- Listen to a free interactive streaming music service, along with commercials, more than you currently do (for example, the free version of Spotify, where you can choose the music you want to listen to on-demand over the Internet)?
- Listen to a free non-interactive streaming music service, along with commercials, more than you currently do (for example, the free version of Pandora, where you can listen to music customized to your tastes over the Internet)?
- Listen to AM/FM radio more than you currently do?
- Subscribe to an interactive, commercial-free, streaming music service that you do not currently subscribe to (for example, Apple Music, Google Play, Spotify Premium, or Rhapsody, where you can choose the music you want to listen to on-demand over the Internet, at a price of approximately \$9.99 per month)?
- Buy more music CDs or downloads than you currently do?
- None of the above



Now we'd like to ask you about your Pandora subscription.

Please continue when you are ready.





If you remember, why did you decide to subscribe to the paid Pandora One or Pandora Plus service?

Please type your answer below. Please be specific and include details.



If you remember, what other reasons, if any, led to your decision to subscribe to Pandora?

Please type your answer below. Please be specific and include details.



Now imagine that Pandora One and Pandora Plus were no longer available, and as a result, you no longer have your paid Pandora subscription.

We would like you to think about what, if anything, you would do if you no longer had your Pandora One or Pandora Plus subscription.

First, please CAREFULLY REVIEW options available to you that are shown below on this page (After reviewing the options, you will make your selections on the next page):

- Listen to a free non-interactive streaming music service, along with commercials, more than you currently do (for example, the free version of Pandora, where you can listen to music customized to your tastes over the Internet)?
- Listen to music or watch music videos on YouTube more than you currently do?
- Listen to a free interactive streaming music service, along with commercials, more than you currently do (for example, the free version of Spotify, where you can choose the music you want to listen to on-demand over the Internet)?
- Subscribe to a satellite radio service that you do not currently subscribe to, such as Sirius XM, at a price of approximately \$10.99 to \$19.99 per month?
- Listen to AM/FM radio more than you currently do?
- Subscribe to an interactive, commercial-free, streaming music service that you do not currently subscribe to (for example, Apple Music, Google Play, Spotify Premium, or Rhapsody, where you can choose the music you want to listen to on-demand over the Internet, at a price of approximately \$9.99 per month)?
- Buy more music CDs or downloads than you currently do?
- None of the above

Please continue when you are ready.



Now, if you no longer had your Pandora One or Pandora Plus subscription, which, if any, of these options would you choose? You may choose none or any number of these options.

Select all that apply

<input type="checkbox"/>	Listen to a free non-interactive streaming music service, along with commercials, more than you currently do (for example, the free version of Pandora, where you can listen to music customized to your tastes over the Internet)?
<input type="checkbox"/>	Listen to music or watch music videos on YouTube more than you currently do?
<input type="checkbox"/>	Listen to a free interactive streaming music service, along with commercials, more than you currently do (for example, the free version of Spotify, where you can choose the music you want to listen to on-demand over the Internet)?
<input type="checkbox"/>	Subscribe to a satellite radio service that you do not currently subscribe to, such as Sirius XM, at a price of approximately \$10.99 to \$19.99 per month?
<input type="checkbox"/>	Listen to AM/FM radio more than you currently do?
<input type="checkbox"/>	Subscribe to an interactive, commercial-free, streaming music service that you do not currently subscribe to (for example, Apple Music, Google Play, Spotify Premium, or Rhapsody, where you can choose the music you want to listen to on-demand over the Internet, at a price of approximately \$9.99 per month)?
<input type="checkbox"/>	Buy more music CDs or downloads than you currently do?
<input type="radio"/>	None of the above



Which of the following best describes you?

Please select one answer.

- Hispanic or Latino descent
- White
- African-American
- Asian-American
- Another background
- Prefer not to answer
- Don't know



And finally, what is your 5-digit zip code?

Please enter your zip code below.



Thank you for your participation in this survey.

\_\_\_\_\_  
Please continue when you are ready.

**carbonview**

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# **APPENDIX F**



TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Page	Table	Title
----	-----	-----
1	1	Q.20/22 GENDER/AGE
3	2	Q.24 REGION/STATE
7	3	Q.70 DO YOU CURRENTLY EVER LISTEN TO SIRIUSXM SATELLITE RADIO?
8	4	Q.80 DO YOU CURRENTLY HAVE A PAID SUBSCRIPTION TO SIRIUSXM, A FREE TRIAL, OR NO SUBSCRIPTION?
9	5	Q.90 ARE YOU A PRIMARY USER OF YOUR SIRIUSXM SUBSCRIPTION?
10	6	Q.100 WHO MADE THE DECISION TO GET THIS PAID SUBSCRIPTION TO SIRIUS XM SATELLITE RADIO?
12	7	Q.110 HAVE YOU LISTENED TO PANDORA ONE OR PANDORA PLUS IN THE LAST MONTH?
13	8	Q.120 ARE YOU A PRIMARY USER OF YOUR PANDORA ONE OR PANDORA PLUS SUBSCRIPTION?
14	9	Q.130 WHO MADE THE DECISION TO GET THIS PAID SUBSCRIPTION TO PANDORA ONE OR PANDORA PLUS?
15	10	Q.220/225 IF YOU REMEMBER, WHY DID YOU DECIDE TO SUBSCRIBE TO THE SIRIUSXM SERVICE? WHAT OTHER REASONS, IF ANY, LED TO YOUR DECISION TO SUBSCRIBE TO SIRIUSXM?
23	11	Q.230 APPROXIMATELY HOW MUCH DO YOU PAY FOR YOUR SIRIUSXM SUBSCRIPTION IN A TYPICAL MONTH?
25	12	Q.250 NOW, IF YOU NO LONGER HAD YOUR SIRIUS XM SUBSCRIPTION, WHICH, IF ANY, OF THESE OPTIONS WOULD YOU CHOOSE?
28	13	Q.320/325 IF YOU REMEMBER, WHY DID YOU DECIDE TO SUBSCRIBE TO THE PAID PANDORA ONE OR PANDORA PLUS SERVICE? WHAT OTHER REASONS, IF ANY, LED TO YOUR DECISION TO SUBSCRIBE TO PANDORA?
35	14	Q.350 NOW, IF YOU NO LONGER HAD YOUR PANDORA ONE OR PANDORA PLUS SUBSCRIPTION, WHICH, IF ANY, OF THESE OPTIONS WOULD YOU CHOOSE?
37	15	Q.360 WHICH OF THE FOLLOWING BEST DESCRIBES YOU?

TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Table 1

Q.20/22 GENDER/AGE

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
TOTAL					
18-24	79 7.9	35 5.2	44 13.3	44 18.5	88 15.4
25-34	198 19.7	88 13.1	110 33.1	59 24.8	169 29.6
35-44	208 20.7	121 18.0	87 26.2	57 23.9	144 25.3
45-54	199 19.8	150 22.4	49 14.8	39 16.4	88 15.4
55-64	196 19.5	160 23.8	36 10.8	28 11.8	64 11.2
65-74	110 11.0	104 15.5	6 1.8	10 4.2	16 2.8
75 OR OLDER	13 1.3	13 1.9	0 0	1 0.4	1 0.2
MALES	578 57.6	365 54.4	213 64.2	135 56.7	348 61.1
18-24	43 4.3	18 2.7	25 7.5	24 10.1	49 8.6
25-34	119 11.9	50 7.5	69 20.8	35 14.7	104 18.2
35-44	130 13.0	66 9.8	64 19.3	33 13.9	97 17.0
45-54	120 12.0	85 12.7	35 10.5	25 10.5	60 10.5
55-64	97 9.7	80 11.9	17 5.1	13 5.5	30 5.3
65-74	60 6.0	57 8.5	3 0.9	4 1.7	7 1.2

TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Table 1

Q.20/22 GENDER/AGE

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
75 OR OLDER	9 0.9	9 1.3	0 0	1 0.4	1 0.2
FEMALES	425 42.4	306 45.6	119 35.8	103 43.3	222 38.9
18-24	36 3.6	17 2.5	19 5.7	20 8.4	39 6.8
25-34	79 7.9	38 5.7	41 12.3	24 10.1	65 11.4
35-44	78 7.8	55 8.2	23 6.9	24 10.1	47 8.2
45-54	79 7.9	65 9.7	14 4.2	14 5.9	28 4.9
55-64	99 9.9	80 11.9	19 5.7	15 6.3	34 6.0
65-74	50 5.0	47 7.0	3 0.9	6 2.5	9 1.6
75 OR OLDER	4 0.4	4 0.6	0 0	0 0	0 0

TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Table 2

## Q.24 REGION/STATE

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
NORTHEAST (NET)	215 21.4	146 21.8	69 20.8	40 16.8	109 19.1
CONNECTICUT	10 1.0	7 1.0	3 0.9	3 1.3	6 1.1
MAINE	3 0.3	1 0.1	2 0.6	1 0.4	3 0.5
MASSACHUSETTS	16 1.6	13 1.9	3 0.9	6 2.5	9 1.6
NEW HAMPSHIRE	8 0.8	4 0.6	4 1.2	0 0	4 0.7
RHODE ISLAND	0 0	0 0	0 0	1 0.4	1 0.2
NEW JERSEY	37 3.7	27 4.0	10 3.0	6 2.5	16 2.8
NEW YORK	72 7.2	47 7.0	25 7.5	11 4.6	36 6.3
PENNSYLVANIA	69 6.9	47 7.0	22 6.6	12 5.0	34 6.0
MIDWEST (NET)	216 21.5	153 22.8	63 19.0	56 23.5	119 20.9
ILLINOIS	44 4.4	28 4.2	16 4.8	8 3.4	24 4.2
INDIANA	17 1.7	14 2.1	3 0.9	3 1.3	6 1.1
MICHIGAN	39 3.9	29 4.3	10 3.0	6 2.5	16 2.8
OHIO	37 3.7	24 3.6	13 3.9	20 8.4	33 5.8
WISCONSIN	23 2.3	18 2.7	5 1.5	5 2.1	10 1.8

TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Table 2

## Q.24 REGION/STATE

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
IOWA	5 0.5	4 0.6	1 0.3	1 0.4	2 0.4
KANSAS	5 0.5	3 0.4	2 0.6	2 0.8	4 0.7
MINNESOTA	15 1.5	11 1.6	4 1.2	3 1.3	7 1.2
MISSOURI	21 2.1	15 2.2	6 1.8	4 1.7	10 1.8
NEBRASKA	3 0.3	1 0.1	2 0.6	1 0.4	3 0.5
NORTH DAKOTA	3 0.3	3 0.4	0 0	0 0	0 0
SOUTH DAKOTA	4 0.4	3 0.4	1 0.3	3 1.3	4 0.7
SOUTH (NET)	371 37.0	241 35.9	130 39.2	81 34.0	211 37.0
DELAWARE	2 0.2	1 0.1	1 0.3	1 0.4	2 0.4
DISTRICT OF COLUMBIA	2 0.2	1 0.1	1 0.3	0 0	1 0.2
FLORIDA	80 8.0	51 7.6	29 8.7	18 7.6	47 8.2
GEORGIA	40 4.0	24 3.6	16 4.8	8 3.4	24 4.2
MARYLAND	26 2.6	16 2.4	10 3.0	2 0.8	12 2.1
NORTH CAROLINA	29 2.9	19 2.8	10 3.0	7 2.9	17 3.0
SOUTH CAROLINA	11 1.1	8 1.2	3 0.9	4 1.7	7 1.2

TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Table 2

## Q.24 REGION/STATE

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
VIRGINIA	21 2.1	14 2.1	7 2.1	4 1.7	11 1.9
WEST VIRGINIA	11 1.1	7 1.0	4 1.2	1 0.4	5 0.9
ALABAMA	24 2.4	16 2.4	8 2.4	3 1.3	11 1.9
KENTUCKY	18 1.8	15 2.2	3 0.9	3 1.3	6 1.1
MISSISSIPPI	6 0.6	5 0.7	1 0.3	0 0	1 0.2
TENNESSEE	13 1.3	9 1.3	4 1.2	5 2.1	9 1.6
ARKANSAS	7 0.7	5 0.7	2 0.6	2 0.8	4 0.7
LOUISIANA	14 1.4	7 1.0	7 2.1	3 1.3	10 1.8
OKLAHOMA	7 0.7	4 0.6	3 0.9	2 0.8	5 0.9
TEXAS	60 6.0	39 5.8	21 6.3	18 7.6	39 6.8
WEST (NET)	201 20.0	131 19.5	70 21.1	61 25.6	131 23.0
ARIZONA	21 2.1	15 2.2	6 1.8	6 2.5	12 2.1
COLORADO	10 1.0	6 0.9	4 1.2	2 0.8	6 1.1
IDAHO	1 0.1	1 0.1	0 0	4 1.7	4 0.7
MONTANA	3 0.3	3 0.4	0 0	0 0	0 0

TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Table 2

## Q.24 REGION/STATE

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
NEVADA	15 1.5	11 1.6	4 1.2	2 0.8	6 1.1
NEW MEXICO	8 0.8	7 1.0	1 0.3	0 0	1 0.2
UTAH	10 1.0	9 1.3	1 0.3	3 1.3	4 0.7
CALIFORNIA	107 10.7	63 9.4	44 13.3	33 13.9	77 13.5
ALASKA	1 0.1	1 0.1	0 0	0 0	0 0
HAWAII	2 0.2	0 0	2 0.6	1 0.4	3 0.5
OREGON	9 0.9	5 0.7	4 1.2	2 0.8	6 1.1
WASHINGTON	14 1.4	10 1.5	4 1.2	8 3.4	12 2.1

TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Table 3

Q.70 DO YOU CURRENTLY EVER LISTEN TO SIRIUSXM SATELLITE RADIO?

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
YES	1003	671	332	138	470
	100.0	100.0	100.0	58.0	82.5
NO	0	0	0	99	99
	0	0	0	41.6	17.4
DON'T KNOW	0	0	0	1	1
	0	0	0	0.4	0.2



Q.80 DO YOU CURRENTLY HAVE A PAID SUBSCRIPTION TO SIRIUSXM, A FREE TRIAL, OR NO SUBSCRIPTION?

Table 4

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
CURRENTLY EVER LISTEN TO SIRIUSXM SATELLITE RADIO	1003 100.0	671 100.0	332 100.0	138 58.0	470 82.5
PAID SUBSCRIPTION	1003 100.0	671 100.0	332 100.0	10 4.2	342 60.0
FREE TRIAL	0 0	0 0	0 0	97 40.8	97 17.0
NO SUBSCRIPTION TO SIRIUSXM	0 0	0 0	0 0	29 12.2	29 5.1
DON'T KNOW	0 0	0 0	0 0	2 0.8	2 0.4
NO, DON'T CURRENTLY EVER LISTEN TO SIRIUSXM SATELLITE RADIO	0 0	0 0	0 0	99 41.6	99 17.4
DON'T KNOW IF CURRENTLY EVER LISTEN TO SIRIUSXM SATELLITE RADIO	0 0	0 0	0 0	1 0.4	1 0.2

Table 5

Q.90 ARE YOU A PRIMARY USER OF YOUR SIRIUSXM SUBSCRIPTION?

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
CURRENTLY EVER LISTEN TO SIRIUSXM SATELLITE RADIO	1003 100.0	671 100.0	332 100.0	138 58.0	470 82.5
CURRENTLY HAVE A PAID SUBSCRIPTION TO SIRIUSXM	1003 100.0	671 100.0	332 100.0	10 4.2	342 60.0
YES	1003 100.0	671 100.0	332 100.0	0 0	332 58.2
NO	0 0	0 0	0 0	10 4.2	10 1.8
DON'T KNOW	0 0	0 0	0 0	0 0	0 0
CURRENTLY HAVE A FREE TRIAL FOR SIRIUSXM	0 0	0 0	0 0	97 40.8	97 17.0
NO SUBSCRIPTION TO SIRIUSXM	0 0	0 0	0 0	29 12.2	29 5.1
DON'T KNOW IF HAVE A PAID SUBSCRIPTION TO SIRIUSXM	0 0	0 0	0 0	2 0.8	2 0.4
NO, DON'T CURRENTLY EVER LISTEN TO SIRIUSXM SATELLITE RADIO	0 0	0 0	0 0	99 41.6	99 17.4
DON'T KNOW IF CURRENTLY EVER LISTEN TO SIRIUSXM SATELLITE RADIO	0 0	0 0	0 0	1 0.4	1 0.2

TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Table 6

Q.100 WHO MADE THE DECISION TO GET THIS PAID SUBSCRIPTION TO SIRIUS XM SATELLITE RADIO?

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
CURRENTLY EVER LISTEN TO SIRIUSXM SATELLITE RADIO	1003 100.0	671 100.0	332 100.0	138 58.0	470 82.5
CURRENTLY HAVE A PAID SUBSCRIPTION TO SIRIUSXM	1003 100.0	671 100.0	332 100.0	10 4.2	342 60.0
PRIMARY USER OF SIRIUSXM SUBSCRIPTION	1003 100.0	671 100.0	332 100.0	0 0	332 58.2
MADE THE DECISION MYSELF/PLAYED A MAJOR ROLE IN THE DECISION (NET)	1003 100.0	671 100.0	332 100.0	0 0	332 58.2
I MADE THE DECISION MYSELF	817 81.5	511 76.2	306 92.2	0 0	306 53.7
I PLAYED A MAJOR ROLE IN THE DECISION	186 18.5	160 23.8	26 7.8	0 0	26 4.6
I PLAYED A MINOR ROLE IN THE DECISION	0 0	0 0	0 0	0 0	0 0
I WAS NOT INVOLVED IN THE DECISION AT ALL	0 0	0 0	0 0	0 0	0 0
DON'T KNOW	0 0	0 0	0 0	0 0	0 0
NOT THE PRIMARY USER OF SIRIUSXM SUBSCRIPTION	0 0	0 0	0 0	10 4.2	10 1.8
DON'T KNOW IF PRIMARY USER OF SIRIUSXM SUBSCRIPTION	0 0	0 0	0 0	0 0	0 0
CURRENTLY HAVE A FREE TRIAL FOR SIRIUSXM	0 0	0 0	0 0	97 40.8	97 17.0
NO SUBSCRIPTION TO SIRIUSXM	0 0	0 0	0 0	29 12.2	29 5.1
DON'T KNOW IF HAVE A PAID SUBSCRIPTION TO SIRIUSXM	0 0	0 0	0 0	2 0.8	2 0.4
NO, DON'T CURRENTLY EVER LISTEN TO SIRIUSXM SATELLITE RADIO	0 0	0 0	0 0	99 41.6	99 17.4

Q.100 WHO MADE THE DECISION TO GET THIS PAID SUBSCRIPTION TO SIRIUS XM SATELLITE RADIO?

Table 6

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
DON'T KNOW IF CURRENTLY EVER LISTEN TO SIRIUSXM SATELLITE RADIO	0	0	0	1	1
	0	0	0	0.4	0.2

TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Table 7

Q.110 HAVE YOU LISTENED TO PANDORA ONE OR PANDORA PLUS IN THE LAST MONTH?

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
YES	391 39.0	59 8.8	332 100.0	238 100.0	570 100.0
NO	604 60.2	604 90.0	0 0	0 0	0 0
DON'T KNOW	8 0.8	8 1.2	0 0	0 0	0 0

TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Table 8

Q.120 ARE YOU A PRIMARY USER OF YOUR PANDORA ONE OR PANDORA PLUS SUBSCRIPTION?

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
HAVE LISTENED TO PANDORA ONE OR PANDORA PLUS IN THE LAST MONTH	391 39.0	59 8.8	332 100.0	238 100.0	570 100.0
YES	334 33.3	2 0.3	332 100.0	238 100.0	570 100.0
NO	55 5.5	55 8.2	0 0	0 0	0 0
DON'T KNOW	2 0.2	2 0.3	0 0	0 0	0 0
HAVE NOT LISTENED TO PANDORA ONE OR PANDORA PLUS IN THE LAST MONTH	604 60.2	604 90.0	0 0	0 0	0 0
DON'T KNOW IF LISTENED TO PANDORA ONE OR PANDORA PLUS IN THE LAST MONTH	8 0.8	8 1.2	0 0	0 0	0 0

TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Table 9

Q.130 WHO MADE THE DECISION TO GET THIS PAID SUBSCRIPTION TO PANDORA ONE OR PANDORA PLUS?

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
HAVE LISTENED TO PANDORA ONE OR PANDORA PLUS IN THE LAST MONTH	391 39.0	59 8.8	332 100.0	238 100.0	570 100.0
PRIMARY USER OF PANDORA ONE OR PANDORA PLUS SUBSCRIPTION	334 33.3	2 0.3	332 100.0	238 100.0	570 100.0
MADE THE DECISION MYSELF/PLAYED A MAJOR ROLE IN THE DECISION (NET)	332 33.1	0 0	332 100.0	238 100.0	570 100.0
I MADE THE DECISION MYSELF	305 30.4	0 0	305 91.9	208 87.4	513 90.0
I PLAYED A MAJOR ROLE IN THE DECISION	27 2.7	0 0	27 8.1	30 12.6	57 10.0
I PLAYED A MINOR ROLE IN THE DECISION	2 0.2	2 0.3	0 0	0 0	0 0
I WAS NOT INVOLVED IN THE DECISION AT ALL	0 0	0 0	0 0	0 0	0 0
DON'T KNOW	0 0	0 0	0 0	0 0	0 0
NOT THE PRIMARY USER OF PANDORA ONE OR PANDORA PLUS SUBSCRIPTION	55 5.5	55 8.2	0 0	0 0	0 0
DON'T KNOW IF PRIMARY USER OF PANDORA ONE OR PANDORA PLUS SUBSCRIPTION	2 0.2	2 0.3	0 0	0 0	0 0
HAVE NOT LISTENED TO PANDORA ONE OR PANDORA PLUS IN THE LAST MONTH	604 60.2	604 90.0	0 0	0 0	0 0
DON'T KNOW IF LISTENED TO PANDORA ONE OR PANDORA PLUS IN THE LAST MONTH	8 0.8	8 1.2	0 0	0 0	0 0

TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Table 10

Q.220/225 IF YOU REMEMBER, WHY DID YOU DECIDE TO SUBSCRIBE TO THE SIRIUSXM SERVICE?  
WHAT OTHER REASONS, IF ANY, LED TO YOUR DECISION TO SUBSCRIBE TO SIRIUSXM?

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
CURRENTLY EVER LISTEN TO SIRIUSXM SATELLITE RADIO	1003 100.0	671 100.0	332 100.0	138 58.0	470 82.5
CURRENTLY HAVE A PAID SUBSCRIPTION TO SIRIUSXM	1003 100.0	671 100.0	332 100.0	10 4.2	342 60.0
PRIMARY USER OF SIRIUSXM SUBSCRIPTION	1003 100.0	671 100.0	332 100.0	0 0	332 58.2
MADE THE DECISION MYSELF/PLAYED A MAJOR ROLE IN THE DECISION TO GET SIRIUSXM SUBSCRIPTION	1003 100.0	671 100.0	332 100.0	0 0	332 58.2
PROGRAMMING (NET)	621 61.9	419 62.4	202 60.8	0 0	202 35.4
MUSIC (SUBNET)	378 37.7	250 37.3	128 38.6	0 0	128 22.5
MUSIC CHANNELS (SUB-SUBNET)	105 10.5	85 12.7	20 6.0	0 0	20 3.5
CHANNELS DEDICATED TO DIFFERENT GENRES/TYPES OF MUSIC: COUNTRY CHANNELS, CLASSIC ROCK CHANNELS, ETC. (CODE "I LIKE GOSPEL," "I LIKE HEAVY METAL" HERE)	61 6.1	52 7.7	9 2.7	0 0	9 1.6
LIKE THE DECADES CHANNELS/PLAY THE MUSIC OF DIFFERENT DECADES: THE 80'S, 90'S, ETC.	22 2.2	18 2.7	4 1.2	0 0	4 0.7
LIKE THE ARTIST CHANNELS/PLAY THE MUSIC OF A SPECIFIC ARTIST/BAND (GRATEFUL DEAD, ELVIS, BOB DYLAN, ETC.)	13 1.3	11 1.6	2 0.6	0 0	2 0.4
OTHER MUSIC CHANNELS MENTIONS	21 2.1	16 2.4	5 1.5	0 0	5 0.9
MISCELLANEOUS MUSIC					
THE MUSIC/I LIKE TO LISTEN TO MUSIC	78 7.8	47 7.0	31 9.3	0 0	31 5.4



TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Table 10

Q.220/225 IF YOU REMEMBER, WHY DID YOU DECIDE TO SUBSCRIBE TO THE SIRIUSXM SERVICE?  
WHAT OTHER REASONS, IF ANY, LED TO YOUR DECISION TO SUBSCRIBE TO SIRIUSXM?

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
GOOD/BETTER MUSIC/MUSIC SELECTION/ LIKE THE KIND OF MUSIC THEY PLAY (UNSPEC)	101 10.1	61 9.1	40 12.0	0 0	40 7.0
VARIETY OF MUSIC/GOOD VARIETY/LARGE SELECTION OF MUSIC	89 8.9	52 7.7	37 11.1	0 0	37 6.5
PLAYS NEW MUSIC/A GOOD PLACE TO FIND NEW MUSIC/NEW ARTISTS	4 0.4	2 0.3	2 0.6	0 0	2 0.4
PLAYS DIFFERENT/UNIQUE MUSIC/MUSIC YOU DON'T HEAR ON REGULAR/FM RADIO	9 0.9	7 1.0	2 0.6	0 0	2 0.4
OTHER MUSIC MENTIONS	24 2.4	19 2.8	5 1.5	0 0	5 0.9
STATIONS/CHANNELS (SUBNET)	261 26.0	183 27.3	78 23.5	0 0	78 13.7
NEWS/TALK CHANNELS (SUB-SUBNET)	85 8.5	63 9.4	22 6.6	0 0	22 3.9
NEWS CHANNELS: FOX NEWS, ETC. (CODE "I LISTEN TO THE NEWS" HERE)	21 2.1	17 2.5	4 1.2	0 0	4 0.7
TALK RADIO CHANNELS (CODE "I LISTEN TO TALK RADIO" HERE)	17 1.7	10 1.5	7 2.1	0 0	7 1.2
HOWARD STERN/LIKE THE HOWARD CHANNEL/HOWARD STERN SHOW	49 4.9	35 5.2	14 4.2	0 0	14 2.5
OTHER NEWS/TALK CHANNELS MENTIONS	5 0.5	5 0.7	0 0	0 0	0 0
MISCELLANEOUS STATIONS/CHANNELS					
LIKE THE STATIONS/CHANNELS/GOOD SELECTION OF STATIONS	59 5.9	36 5.4	23 6.9	0 0	23 4.0
SPORTS CHANNELS (CODE "I LISTEN TO SPORTS", "I LISTEN TO NHL GAMES" HERE)	49 4.9	40 6.0	9 2.7	0 0	9 1.6

TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Table 10

Q.220/225 IF YOU REMEMBER, WHY DID YOU DECIDE TO SUBSCRIBE TO THE SIRIUSXM SERVICE?  
WHAT OTHER REASONS, IF ANY, LED TO YOUR DECISION TO SUBSCRIBE TO SIRIUSXM?

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
COMEDY CHANNELS	13 1.3	12 1.8	1 0.3	0 0	1 0.2
GOOD/LARGE VARIETY OF STATIONS/ CHANNELS/HAS MORE STATIONS	74 7.4	49 7.3	25 7.5	0 0	25 4.4
OTHER MISCELLANEOUS STATIONS/ CHANNELS MENTIONS	26 2.6	15 2.2	11 3.3	0 0	11 1.9
SHOWS (SUBNET)	25 2.5	16 2.4	9 2.7	0 0	9 1.6
OTHER SHOWS MENTIONS	25 2.5	16 2.4	9 2.7	0 0	9 1.6
CUSTOMIZATION (SUBNET)	4 0.4	2 0.3	2 0.6	0 0	2 0.4
CUSTOMIZABLE/CAN SELECT/PLAY ONLY THE MUSIC/TYPES OF MUSIC YOU WANT TO HEAR	2 0.2	1 0.1	1 0.3	0 0	1 0.2
CAN CREATE/CUSTOMIZE YOUR OWN PLAYLISTS/STATIONS	1 0.1	0 0	1 0.3	0 0	1 0.2
OTHER CUSTOMIZATION MENTIONS	1 0.1	1 0.1	0 0	0 0	0 0
MISCELLANEOUS PROGRAMMING					
LIKE THE PROGRAMMING/CONTENT (UNSPEC)	13 1.3	8 1.2	5 1.5	0 0	5 0.9
(GOOD) VARIETY/MORE SELECTIONS/CHOICES (UNSPEC)	80 8.0	52 7.7	28 8.4	0 0	28 4.9
DIFFERENT/UNIQUE CONTENT/PROGRAMMING/ THINGS YOU CAN'T/DON'T HEAR ON REGULAR/FM RADIO	7 0.7	6 0.9	1 0.3	0 0	1 0.2
OTHER MISCELLANEOUS PROGRAMMING MENTIONS	18 1.8	14 2.1	4 1.2	0 0	4 0.7

TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Table 10

Q.220/225 IF YOU REMEMBER, WHY DID YOU DECIDE TO SUBSCRIBE TO THE SIRIUSXM SERVICE?  
WHAT OTHER REASONS, IF ANY, LED TO YOUR DECISION TO SUBSCRIBE TO SIRIUSXM?

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
BENEFITS OF SUBSCRIPTION (NET)	212	153	59	0	59
	21.1	22.8	17.8	0	10.4
MISCELLANEOUS BENEFITS OF SUBSCRIPTION					
NO/LIMITED COMMERCIALS/INTERRUPTIONS/ COMMERCIAL FREE/DON'T WANT TO HEAR COMMERCIALS	210	153	57	0	57
	20.9	22.8	17.2	0	10.0
OTHER MISCELLANEOUS BENEFITS OF SUBSCRIPTION MENTIONS	5	2	3	0	3
	0.5	0.3	0.9	0	0.5
PRICE/ECONOMY (NET)	154	96	58	0	58
	15.4	14.3	17.5	0	10.2
PRICE/GOOD/LOW/CHEAP PRICE/AFFORDABLE	86	48	38	0	38
	8.6	7.2	11.4	0	6.7
GOOD DEAL/VALUE/WORTH THE PRICE	29	19	10	0	10
	2.9	2.8	3.0	0	1.8
PROMOTION/PROMOTIONAL RATE/OFFER/ DISCOUNT	33	26	7	0	7
	3.3	3.9	2.1	0	1.2
OTHER COST/ECONOMY MENTIONS	11	5	6	0	6
	1.1	0.7	1.8	0	1.1
ACCESSIBILITY (NET)	191	149	42	0	42
	19.0	22.2	12.7	0	7.4
CAN LISTEN IN MY CAR/WHEN I DRIVE/TRAVEL	133	104	29	0	29
	13.3	15.5	8.7	0	5.1
AVAILABLE AS AN APP/CAN LISTEN ON MY PHONE/MOBILE DEVICE	4	3	1	0	1
	0.4	0.4	0.3	0	0.2
CAN LISTEN EVERYWHERE/YOU DON'T LOSE THE SIGNAL	50	45	5	0	5
	5.0	6.7	1.5	0	0.9

TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Table 10

Q.220/225 IF YOU REMEMBER, WHY DID YOU DECIDE TO SUBSCRIBE TO THE SIRIUSXM SERVICE?  
WHAT OTHER REASONS, IF ANY, LED TO YOUR DECISION TO SUBSCRIBE TO SIRIUSXM?

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
CAN LISTEN TO THE SAME STATIONS EVERYWHERE/NO MATTER WHERE I AM/NO NEED TO LOOK FOR/SWITCH STATIONS (WHILE TRAVELING)	34 3.4	30 4.5	4 1.2	0 0	4 0.7
CAN LISTEN ANYTIME/WHENEVER I WANT	9 0.9	5 0.7	4 1.2	0 0	4 0.7
OTHER ACCESSIBILITY MENTIONS	10 1.0	9 1.3	1 0.3	0 0	1 0.2
USAGE (NET)	5 0.5	4 0.6	1 0.3	0 0	1 0.2
LISTEN TO IT AT WORK	2 0.2	1 0.1	1 0.3	0 0	1 0.2
OTHER USAGE MENTIONS	3 0.3	3 0.4	0 0	0 0	0 0
GENERAL QUALITY (NET)	153 15.3	81 12.1	72 21.7	0 0	72 12.6
IT'S GOOD/I LIKE IT/ENJOY IT/IT'S A GOOD SERVICE	88 8.8	37 5.5	51 15.4	0 0	51 8.9
GOOD/BETTER/HIGH QUALITY	10 1.0	0 0	10 3.0	0 0	10 1.8
BETTER THAN REGULAR/FM RADIO/NOT SATISFIED WITH REGULAR/COMMERCIAL RADIO	54 5.4	42 6.3	12 3.6	0 0	12 2.1
OTHER GENERAL QUALITY MENTIONS	9 0.9	2 0.3	7 2.1	0 0	7 1.2
RECOMMENDATIONS/REVIEWS (NET)	38 3.8	16 2.4	22 6.6	0 0	22 3.9
RECOMMENDED BY OTHERS: FRIEND, FAMILY MEMBER	33 3.3	13 1.9	20 6.0	0 0	20 3.5
OTHER RECOMMENDATIONS/REVIEWS MENTIONS	5 0.5	3 0.4	2 0.6	0 0	2 0.4

TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Table 10

Q.220/225 IF YOU REMEMBER, WHY DID YOU DECIDE TO SUBSCRIBE TO THE SIRIUSXM SERVICE?  
WHAT OTHER REASONS, IF ANY, LED TO YOUR DECISION TO SUBSCRIBE TO SIRIUSXM?

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
FAMILIARITY/AWARENESS (NET)	40 4.0	29 4.3	11 3.3	0 0	11 1.9
PREVIOUS EXPERIENCE/HAD IT IN THE PAST	7 0.7	7 1.0	0 0	0 0	0 0
HEARD IT BEFORE (AND LIKED IT)	17 1.7	12 1.8	5 1.5	0 0	5 0.9
FRIEND/FAMILY MEMBER/OTHERS HAD IT	20 2.0	14 2.1	6 1.8	0 0	6 1.1
ADVERTISING: SAW A COMMERCIAL, GOT AN OFFER IN THE MAIL, ETC.	4 0.4	3 0.4	1 0.3	0 0	1 0.2
POPULAR/WELL-KNOWN	2 0.2	1 0.1	1 0.3	0 0	1 0.2
OTHER FAMILIARITY/AWARENESS MENTIONS	1 0.1	0 0	1 0.3	0 0	1 0.2
MISCELLANEOUS					
SOUNDED GOOD/LIKE SOMETHING I WANTED (UNSPEC)	17 1.7	6 0.9	11 3.3	0 0	11 1.9
EASY/EASY TO USE/CONVENIENT	19 1.9	15 2.2	4 1.2	0 0	4 0.7
CAME WITH MY CAR	265 26.4	225 33.5	40 12.0	0 0	40 7.0
SUBSCRIBED AFTER THE (FREE) TRIAL/INITIALLY USED FREE VERSION	261 26.0	217 32.3	44 13.3	0 0	44 7.7
WANTED TO TRY IT/SEE WHAT IT WAS LIKE/WAS CURIOUS ABOUT IT	26 2.6	13 1.9	13 3.9	0 0	13 2.3
NEW/DIFFERENT	10 1.0	3 0.4	7 2.1	0 0	7 1.2
FRIEND/OTHER FAMILY MEMBER LIKED IT/WANTED IT (ALSO)	23 2.3	20 3.0	3 0.9	0 0	3 0.5

TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Table 10

Q.220/225 IF YOU REMEMBER, WHY DID YOU DECIDE TO SUBSCRIBE TO THE SIRIUSXM SERVICE?  
WHAT OTHER REASONS, IF ANY, LED TO YOUR DECISION TO SUBSCRIBE TO SIRIUSXM?

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
FUN/ENTERTAINING	9 0.9	7 1.0	2 0.6	0 0	2 0.4
GOOD/BETTER SOUND QUALITY/RECEPTION	17 1.7	13 1.9	4 1.2	0 0	4 0.7
TO HAVE ANOTHER OPTION/ALTERNATIVE WAY OF LISTENING TO MUSIC	3 0.3	2 0.3	1 0.3	0 0	1 0.2
NO RADIO STATIONS AVAILABLE WHERE I LIVE/NO/POOR RECEPTION IN MY AREA	8 0.8	8 1.2	0 0	0 0	0 0
OTHER MISCELLANEOUS MENTIONS	23 2.3	13 1.9	10 3.0	0 0	10 1.8
NONE/NO REASON	6 0.6	2 0.3	4 1.2	0 0	4 0.7
DON'T KNOW/NA	2 0.2	2 0.3	0 0	0 0	0 0
PLAYED A MINOR ROLE IN THE DECISION TO GET SIRIUSXM SUBSCRIPTION	0 0	0 0	0 0	0 0	0 0
NOT INVOLVED IN THE DECISION TO GET SIRIUSXM SUBSCRIPTION	0 0	0 0	0 0	0 0	0 0
DON'T KNOW WHO MADE THE DECISION TO GET SIRIUSXM SUBSCRIPTION	0 0	0 0	0 0	0 0	0 0
NOT THE PRIMARY USER OF SIRIUSXM SUBSCRIPTION	0 0	0 0	0 0	10 4.2	10 1.8
DON'T KNOW IF PRIMARY USER OF SIRIUSXM SUBSCRIPTION	0 0	0 0	0 0	0 0	0 0
CURRENTLY HAVE A FREE TRIAL FOR SIRIUSXM	0 0	0 0	0 0	97 40.8	97 17.0
NO SUBSCRIPTION TO SIRIUSXM	0 0	0 0	0 0	29 12.2	29 5.1

TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Table 10

Q.220/225 IF YOU REMEMBER, WHY DID YOU DECIDE TO SUBSCRIBE TO THE SIRIUSXM SERVICE?  
WHAT OTHER REASONS, IF ANY, LED TO YOUR DECISION TO SUBSCRIBE TO SIRIUSXM?

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
DON'T KNOW IF HAVE A PAID SUBSCRIPTION TO SIRIUSXM	0	0	0	2	2
	0	0	0	0.8	0.4
NO, DON'T CURRENTLY EVER LISTEN TO SIRIUSXM SATELLITE RADIO	0	0	0	99	99
	0	0	0	41.6	17.4
DON'T KNOW IF CURRENTLY EVER LISTEN TO SIRIUSXM SATELLITE RADIO	0	0	0	1	1
	0	0	0	0.4	0.2

TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Table 11

Q.230 APPROXIMATELY HOW MUCH DO YOU PAY FOR YOUR SIRIUSXM SUBSCRIPTION IN A TYPICAL MONTH?

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
CURRENTLY EVER LISTEN TO SIRIUSXM SATELLITE RADIO	1003 100.0	671 100.0	332 100.0	138 58.0	470 82.5
CURRENTLY HAVE A PAID SUBSCRIPTION TO SIRIUSXM	1003 100.0	671 100.0	332 100.0	10 4.2	342 60.0
PRIMARY USER OF SIRIUSXM SUBSCRIPTION	1003 100.0	671 100.0	332 100.0	0 0	332 58.2
MADE THE DECISION MYSELF/PLAYED A MAJOR ROLE IN THE DECISION TO GET SIRIUSXM SUBSCRIPTION	1003 100.0	671 100.0	332 100.0	0 0	332 58.2
\$1 TO \$10 (5.5)	307 30.6	217 32.3	90 27.1	0 0	90 15.8
\$11 TO \$20 (15.5)	492 49.1	303 45.2	189 56.9	0 0	189 33.2
\$21 TO \$25 (23)	109 10.9	62 9.2	47 14.2	0 0	47 8.2
DON'T KNOW	95 9.5	89 13.3	6 1.8	0 0	6 1.1
MEAN	13.02	12.57	13.82	0	13.82
STD. DEV.	5.87	5.90	5.74	0	5.74
STD. ERR.	0.195	0.244	0.318	0	0.318
MEDIAN	12.99	12.44	13.86	0	13.86
PLAYED A MINOR ROLE IN THE DECISION TO GET SIRIUSXM SUBSCRIPTION	0 0	0 0	0 0	0 0	0 0
NOT INVOLVED IN THE DECISION TO GET SIRIUSXM SUBSCRIPTION	0 0	0 0	0 0	0 0	0 0
DON'T KNOW WHO MADE THE DECISION TO GET SIRIUSXM SUBSCRIPTION	0 0	0 0	0 0	0 0	0 0
NOT THE PRIMARY USER OF SIRIUSXM SUBSCRIPTION	0 0	0 0	0 0	10 4.2	10 1.8
DON'T KNOW IF PRIMARY USER OF SIRIUSXM SUBSCRIPTION	0 0	0 0	0 0	0 0	0 0



TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Table 11

Q.230 APPROXIMATELY HOW MUCH DO YOU PAY FOR YOUR SIRIUSXM SUBSCRIPTION IN A TYPICAL MONTH?

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
CURRENTLY HAVE A FREE TRIAL FOR SIRIUSXM	0	0	0	97	97
	0	0	0	40.8	17.0
NO SUBSCRIPTION TO SIRIUSXM	0	0	0	29	29
	0	0	0	12.2	5.1
DON'T KNOW IF HAVE A PAID SUBSCRIPTION TO SIRIUSXM	0	0	0	2	2
	0	0	0	0.8	0.4
NO, DON'T CURRENTLY EVER LISTEN TO SIRIUSXM SATELLITE RADIO	0	0	0	99	99
	0	0	0	41.6	17.4
DON'T KNOW IF CURRENTLY EVER LISTEN TO SIRIUSXM SATELLITE RADIO	0	0	0	1	1
	0	0	0	0.4	0.2

TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Table 12

Q.250 NOW, IF YOU NO LONGER HAD YOUR SIRIUS XM SUBSCRIPTION,  
WHICH, IF ANY, OF THESE OPTIONS WOULD YOU CHOOSE?

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
CURRENTLY EVER LISTEN TO SIRIUSXM SATELLITE RADIO	1003 100.0	671 100.0	332 100.0	138 58.0	470 82.5
CURRENTLY HAVE A PAID SUBSCRIPTION TO SIRIUSXM	1003 100.0	671 100.0	332 100.0	10 4.2	342 60.0
PRIMARY USER OF SIRIUSXM SUBSCRIPTION	1003 100.0	671 100.0	332 100.0	0 0	332 58.2
MADE THE DECISION MYSELF/PLAYED A MAJOR ROLE IN THE DECISION TO GET SIRIUSXM SUBSCRIPTION	1003 100.0	671 100.0	332 100.0	0 0	332 58.2
SUBSCRIBE TO AN INTERACTIVE, COMMERCIAL-FREE, STREAMING MUSIC SERVICE THAT YOU DO NOT CURRENTLY SUBSCRIBE TO (FOR EXAMPLE, APPLE MUSIC, GOOGLE PLAY, SPOTIFY PREMIUM, OR RHAPSODY, WHERE YOU CAN CHOOSE THE MUSIC YOU WANT TO LISTEN TO ON-DEMAND OVER THE INTERNET, AT A PRICE OF APPROXIMATELY \$9.99 PER MONTH)?	314 31.3	148 22.1	166 50.0	0 0	166 29.1
LISTEN TO A FREE INTERACTIVE STREAMING MUSIC SERVICE, ALONG WITH COMMERCIALS, MORE THAN YOU CURRENTLY DO (FOR EXAMPLE, THE FREE VERSION OF SPOTIFY, WHERE YOU CAN CHOOSE THE MUSIC YOU WANT TO LISTEN TO ON-DEMAND OVER THE INTERNET)?	265 26.4	147 21.9	118 35.5	0 0	118 20.7
SUBSCRIBE TO A NON-INTERACTIVE, COMMERCIAL-FREE, STREAMING MUSIC SERVICE THAT YOU DO NOT CURRENTLY SUBSCRIBE TO (FOR EXAMPLE, PANDORA ONE OR PANDORA PLUS, WHERE YOU CAN LISTEN TO MUSIC CUSTOMIZED TO YOUR TASTES OVER THE INTERNET, AT A PRICE OF APPROXIMATELY \$4.99 PER MONTH)?	330 32.9	177 26.4	153 46.1	0 0	153 26.8

TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Table 12

Q.250 NOW, IF YOU NO LONGER HAD YOUR SIRIUS XM SUBSCRIPTION,  
WHICH, IF ANY, OF THESE OPTIONS WOULD YOU CHOOSE?

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
LISTEN TO A FREE NON-INTERACTIVE STREAMING MUSIC SERVICE, ALONG WITH COMMERICALS, MORE THAN YOU CURRENTLY DO (FOR EXAMPLE, THE FREE VERSION OF PANDORA, WHERE YOU CAN LISTEN TO MUSIC CUSTOMIZED TO YOUR TASTES OVER THE INTERNET)?	295 29.4	180 26.8	115 34.6	0 0	115 20.2
LISTEN TO AM/FM RADIO MORE THAN YOU CURRENTLY DO?	592 59.0	444 66.2	148 44.6	0 0	148 26.0
BUY MORE MUSIC CDS OR DOWNLOADS THAN YOU CURRENTLY DO?	189 18.8	115 17.1	74 22.3	0 0	74 13.0
LISTEN TO MUSIC OR WATCH MUSIC VIDEOS ON YOUTUBE MORE THAN YOU CURRENTLY DO?	176 17.5	81 12.1	95 28.6	0 0	95 16.7
NONE OF THE ABOVE	38 3.8	33 4.9	5 1.5	0 0	5 0.9
PLAYED A MINOR ROLE IN THE DECISION TO GET SIRIUSXM SUBSCRIPTION	0 0	0 0	0 0	0 0	0 0
NOT INVOLVED IN THE DECISION TO GET SIRIUSXM SUBSCRIPTION	0 0	0 0	0 0	0 0	0 0
DON'T KNOW WHO MADE THE DECISION TO GET SIRIUSXM SUBSCRIPTION	0 0	0 0	0 0	0 0	0 0
NOT THE PRIMARY USER OF SIRIUSXM SUBSCRIPTION	0 0	0 0	0 0	10 4.2	10 1.8
DON'T KNOW IF PRIMARY USER OF SIRIUSXM SUBSCRIPTION	0 0	0 0	0 0	0 0	0 0
CURRENTLY HAVE A FREE TRIAL FOR SIRIUSXM	0 0	0 0	0 0	97 40.8	97 17.0
NO SUBSCRIPTION TO SIRIUSXM	0 0	0 0	0 0	29 12.2	29 5.1

TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Table 12

Q.250 NOW, IF YOU NO LONGER HAD YOUR SIRIUS XM SUBSCRIPTION,  
WHICH, IF ANY, OF THESE OPTIONS WOULD YOU CHOOSE?

	SIRIUS			PANDORA	
	TOTAL	ONLY	PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
DON'T KNOW IF HAVE A PAID SUBSCRIPTION TO SIRIUSXM	0	0	0	2	2
NO, DON'T CURRENTLY EVER LISTEN TO SIRIUSXM SATELLITE RADIO	0	0	0	99	99
DON'T KNOW IF CURRENTLY EVER LISTEN TO SIRIUSXM SATELLITE RADIO	0	0	0	41.6	17.4

TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Table 13

Q.320/325 IF YOU REMEMBER, WHY DID YOU DECIDE TO SUBSCRIBE TO THE PAID PANDORA ONE OR PANDORA PLUS SERVICE? WHAT OTHER REASONS, IF ANY, LED TO YOUR DECISION TO SUBSCRIBE TO PANDORA?

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
HAVE LISTENED TO PANDORA ONE OR PANDORA PLUS IN THE LAST MONTH	391 39.0	59 8.8	332 100.0	238 100.0	570 100.0
PRIMARY USER OF PANDORA ONE OR PANDORA PLUS SUBSCRIPTION	334 33.3	2 0.3	332 100.0	238 100.0	570 100.0
MADE THE DECISION MYSELF/PLAYED A MAJOR ROLE IN THE DECISION	332 33.1	0 0	332 100.0	238 100.0	570 100.0
PROGRAMMING (NET)	149 14.9	0 0	149 44.9	131 55.0	280 49.1
MUSIC (SUBNET)	92 9.2	0 0	92 27.7	102 42.9	194 34.0
MUSIC CHANNELS (SUB-SUBNET)	6 0.6	0 0	6 1.8	1 0.4	7 1.2
CHANNELS DEDICATED TO DIFFERENT GENRES/TYPES OF MUSIC: COUNTRY CHANNELS, CLASSIC ROCK CHANNELS, ETC. (CODE "I LIKE GOSPEL," "I LIKE HEAVY METAL" HERE)	4 0.4	0 0	4 1.2	1 0.4	5 0.9
LIKE THE ARTIST CHANNELS/PLAY THE MUSIC OF A SPECIFIC ARTIST/BAND (GRATEFUL DEAD, ELVIS, BOB DYLAN, ETC.)	2 0.2	0 0	2 0.6	0 0	2 0.4
OTHER MUSIC CHANNELS MENTIONS	1 0.1	0 0	1 0.3	0 0	1 0.2
MISCELLANEOUS MUSIC					
THE MUSIC/I LIKE TO LISTEN TO MUSIC	24 2.4	0 0	24 7.2	50 21.0	74 13.0
GOOD/BETTER MUSIC/MUSIC SELECTION/ LIKE THE KIND OF MUSIC THEY PLAY (UNSPEC)	37 3.7	0 0	37 11.1	25 10.5	62 10.9
VARIETY OF MUSIC/GOOD VARIETY/LARGE SELECTION OF MUSIC	23 2.3	0 0	23 6.9	24 10.1	47 8.2

TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Table 13

Q.320/325 IF YOU REMEMBER, WHY DID YOU DECIDE TO SUBSCRIBE TO THE PAID PANDORA ONE OR PANDORA PLUS SERVICE?  
WHAT OTHER REASONS, IF ANY, LED TO YOUR DECISION TO SUBSCRIBE TO PANDORA?

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
PLAYS NEW MUSIC/A GOOD PLACE TO FIND NEW MUSIC/NEW ARTISTS	5 0.5	0 0	5 1.5	8 3.4	13 2.3
PLAYS DIFFERENT/UNIQUE MUSIC/MUSIC YOU DON'T HEAR ON REGULAR/FM RADIO	0 0	0 0	0 0	1 0.4	1 0.2
OTHER MUSIC MENTIONS	4 0.4	0 0	4 1.2	3 1.3	7 1.2
STATIONS/CHANNELS (SUBNET)	12 1.2	0 0	12 3.6	2 0.8	14 2.5
NEWS/TALK CHANNELS (SUB-SUBNET)	1 0.1	0 0	1 0.3	0 0	1 0.2
TALK RADIO CHANNELS (CODE "I LISTEN TO TALK RADIO" HERE)	1 0.1	0 0	1 0.3	0 0	1 0.2
MISCELLANEOUS STATIONS/CHANNELS					
LIKE THE STATIONS/CHANNELS/GOOD SELECTION OF STATIONS	5 0.5	0 0	5 1.5	2 0.8	7 1.2
COMEDY CHANNELS	1 0.1	0 0	1 0.3	0 0	1 0.2
GOOD/LARGE VARIETY OF STATIONS/ CHANNELS/HAS MORE STATIONS	3 0.3	0 0	3 0.9	0 0	3 0.5
OTHER MISCELLANEOUS STATIONS/ CHANNELS MENTIONS	3 0.3	0 0	3 0.9	0 0	3 0.5
SHOWS (SUBNET)	1 0.1	0 0	1 0.3	0 0	1 0.2
OTHER SHOWS MENTIONS	1 0.1	0 0	1 0.3	0 0	1 0.2
CUSTOMIZATION (SUBNET)	36 3.6	0 0	36 10.8	28 11.8	64 11.2
CUSTOMIZABLE/CAN SELECT/PLAY ONLY THE MUSIC/TYPES OF MUSIC YOU WANT TO HEAR	21 2.1	0 0	21 6.3	18 7.6	39 6.8

TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Table 13

Q.320/325 IF YOU REMEMBER, WHY DID YOU DECIDE TO SUBSCRIBE TO THE PAID PANDORA ONE OR PANDORA PLUS SERVICE?  
WHAT OTHER REASONS, IF ANY, LED TO YOUR DECISION TO SUBSCRIBE TO PANDORA?

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
CAN CREATE/CUSTOMIZE YOUR OWN PLAYLISTS/STATIONS	13 1.3	0 0	13 3.9	8 3.4	21 3.7
OTHER CUSTOMIZATION MENTIONS	7 0.7	0 0	7 2.1	4 1.7	11 1.9
MISCELLANEOUS PROGRAMMING					
LIKE THE PROGRAMMING/CONTENT (UNSPEC)	4 0.4	0 0	4 1.2	0 0	4 0.7
(GOOD) VARIETY/MORE SELECTIONS/CHOICES (UNSPEC)	18 1.8	0 0	18 5.4	6 2.5	24 4.2
OTHER MISCELLANEOUS PROGRAMMING MENTIONS	2 0.2	0 0	2 0.6	1 0.4	3 0.5
BENEFITS OF SUBSCRIPTION (NET)	86 8.6	0 0	86 25.9	116 48.7	202 35.4
SKIPS (SUBNET)	15 1.5	0 0	15 4.5	23 9.7	38 6.7
LIKE THE SKIPS/CAN SKIP OVER SONGS YOU DON'T WANT TO HEAR	4 0.4	0 0	4 1.2	2 0.8	6 1.1
GIVES YOU MORE SKIPS	2 0.2	0 0	2 0.6	9 3.8	11 1.9
UNLIMITED SKIPS	9 0.9	0 0	9 2.7	12 5.0	21 3.7
OTHER SKIPS FEATURE MENTIONS	0 0	0 0	0 0	1 0.4	1 0.2
MISCELLANEOUS BENEFITS OF SUBSCRIPTION					
NO/LIMITED COMMERCIALS/INTERRUPTIONS/ COMMERCIAL FREE/DON'T WANT TO HEAR COMMERCIALS	72 7.2	0 0	72 21.7	103 43.3	175 30.7
OTHER MISCELLANEOUS BENEFITS OF SUBSCRIPTION MENTIONS	11 1.1	0 0	11 3.3	9 3.8	20 3.5

TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Table 13

Q.320/325 IF YOU REMEMBER, WHY DID YOU DECIDE TO SUBSCRIBE TO THE PAID PANDORA ONE OR PANDORA PLUS SERVICE?  
WHAT OTHER REASONS, IF ANY, LED TO YOUR DECISION TO SUBSCRIBE TO PANDORA?

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
PRICE/ECONOMY (NET)	62 6.2	0 0	62 18.7	34 14.3	96 16.8
PRICE/GOOD/LOW/CHEAP PRICE/AFFORDABLE	43 4.3	0 0	43 13.0	22 9.2	65 11.4
IT'S FREE	1 0.1	0 0	1 0.3	0 0	1 0.2
GOOD DEAL/VALUE/WORTH THE PRICE	7 0.7	0 0	7 2.1	2 0.8	9 1.6
PROMOTION/PROMOTIONAL RATE/OFFER/ DISCOUNT	7 0.7	0 0	7 2.1	3 1.3	10 1.8
OTHER COST/ECONOMY MENTIONS	7 0.7	0 0	7 2.1	8 3.4	15 2.6
ACCESSIBILITY (NET)	28 2.8	0 0	28 8.4	23 9.7	51 8.9
CAN LISTEN IN MY CAR/WHEN I DRIVE/TRAVEL	3 0.3	0 0	3 0.9	6 2.5	9 1.6
AVAILABLE AS AN APP/CAN LISTEN ON MY PHONE/MOBILE DEVICE	8 0.8	0 0	8 2.4	8 3.4	16 2.8
CAN LISTEN EVERYWHERE/YOU DON'T LOSE THE SIGNAL	1 0.1	0 0	1 0.3	3 1.3	4 0.7
CAN LISTEN ANYTIME/WHENEVER I WANT	3 0.3	0 0	3 0.9	2 0.8	5 0.9
OTHER ACCESSIBILITY MENTIONS	17 1.7	0 0	17 5.1	7 2.9	24 4.2
USAGE (NET)	13 1.3	0 0	13 3.9	20 8.4	33 5.8
LISTEN TO IT AT WORK	6 0.6	0 0	6 1.8	5 2.1	11 1.9



TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Table 13

Q.320/325 IF YOU REMEMBER, WHY DID YOU DECIDE TO SUBSCRIBE TO THE PAID PANDORA ONE OR PANDORA PLUS SERVICE?  
WHAT OTHER REASONS, IF ANY, LED TO YOUR DECISION TO SUBSCRIBE TO PANDORA?

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
USE IT WHEN I WORK OUT/EXERCISE	2 0.2	0 0	2 0.6	7 2.9	9 1.6
OTHER USAGE MENTIONS	6 0.6	0 0	6 1.8	10 4.2	16 2.8
GENERAL QUALITY (NET)	61 6.1	0 0	61 18.4	43 18.1	104 18.2
IT'S GOOD/I LIKE IT/ENJOY IT/IT'S A GOOD SERVICE	33 3.3	0 0	33 9.9	15 6.3	48 8.4
I LIKE PANDORA/REGULAR PANDORA	10 1.0	0 0	10 3.0	12 5.0	22 3.9
GOOD/BETTER/HIGH QUALITY	8 0.8	0 0	8 2.4	4 1.7	12 2.1
BETTER THAN REGULAR/FM RADIO/NOT SATISFIED WITH REGULAR/COMMERCIAL RADIO	2 0.2	0 0	2 0.6	4 1.7	6 1.1
OTHER GENERAL QUALITY MENTIONS	10 1.0	0 0	10 3.0	10 4.2	20 3.5
RECOMMENDATIONS/REVIEWS (NET)	23 2.3	0 0	23 6.9	17 7.1	40 7.0
RECOMMENDED BY OTHERS: FRIEND, FAMILY MEMBER	21 2.1	0 0	21 6.3	14 5.9	35 6.1
OTHER RECOMMENDATIONS/REVIEWS MENTIONS	3 0.3	0 0	3 0.9	3 1.3	6 1.1
FAMILIARITY/AWARENESS (NET)	12 1.2	0 0	12 3.6	9 3.8	21 3.7
HEARD IT BEFORE (AND LIKED IT)	3 0.3	0 0	3 0.9	3 1.3	6 1.1
FRIEND/FAMILY MEMBER/OTHERS HAD IT	5 0.5	0 0	5 1.5	1 0.4	6 1.1
ADVERTISING: SAW A COMMERCIAL, GOT AN OFFER IN THE MAIL, ETC.	2 0.2	0 0	2 0.6	4 1.7	6 1.1

TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Table 13

Q.320/325 IF YOU REMEMBER, WHY DID YOU DECIDE TO SUBSCRIBE TO THE PAID PANDORA ONE OR PANDORA PLUS SERVICE?  
WHAT OTHER REASONS, IF ANY, LED TO YOUR DECISION TO SUBSCRIBE TO PANDORA?

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
POPULAR/WELL-KNOWN	4 0.4	0 0	4 1.2	1 0.4	5 0.9
OTHER FAMILIARITY/AWARENESS MENTIONS	0 0	0 0	0 0	1 0.4	1 0.2
MISCELLANEOUS					
SOUNDED GOOD/LIKE SOMETHING I WANTED (UNSPEC)	6 0.6	0 0	6 1.8	0 0	6 1.1
EASY/EASY TO USE/CONVENIENT	16 1.6	0 0	16 4.8	6 2.5	22 3.9
CAME WITH MY CAR	1 0.1	0 0	1 0.3	0 0	1 0.2
SUBSCRIBED AFTER THE (FREE) TRIAL/ INITIALLY USED FREE VERSION	26 2.6	0 0	26 7.8	26 10.9	52 9.1
WANTED TO TRY IT/SEE WHAT IT WAS LIKE/ WAS CURIOUS ABOUT IT	10 1.0	0 0	10 3.0	12 5.0	22 3.9
NEW/DIFFERENT	5 0.5	0 0	5 1.5	3 1.3	8 1.4
GOT IT AS A GIFT	0 0	0 0	0 0	1 0.4	1 0.2
FRIEND/OTHER FAMILY MEMBER LIKED IT/ WANTED IT (ALSO)	6 0.6	0 0	6 1.8	5 2.1	11 1.9
FUN/ENTERTAINING	6 0.6	0 0	6 1.8	1 0.4	7 1.2
GOOD/BETTER SOUND QUALITY/RECEPTION	1 0.1	0 0	1 0.3	3 1.3	4 0.7
TO HAVE ANOTHER OPTION/ALTERNATIVE WAY OF LISTENING TO MUSIC	4 0.4	0 0	4 1.2	3 1.3	7 1.2
OTHER MISCELLANEOUS MENTIONS	12 1.2	0 0	12 3.6	4 1.7	16 2.8

TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Table 13

Q.320/325 IF YOU REMEMBER, WHY DID YOU DECIDE TO SUBSCRIBE TO THE PAID PANDORA ONE OR PANDORA PLUS SERVICE?  
WHAT OTHER REASONS, IF ANY, LED TO YOUR DECISION TO SUBSCRIBE TO PANDORA?

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
NONE/NO REASON	6 0.6	0 0	6 1.8	2 0.8	8 1.4
DON'T KNOW/NA	14 1.4	0 0	14 4.2	4 1.7	18 3.2
PLAYED A MINOR ROLE IN THE DECISION TO GET PANDORA ONE OR PANDORA PLUS SUBSCRIPTION	2 0.2	2 0.3	0 0	0 0	0 0
NOT INVOLVED IN THE DECISION TO GET PANDORA ONE OR PANDORA PLUS SUBSCRIPTION	0 0	0 0	0 0	0 0	0 0
DON'T KNOW WHO MADE THE DECISION TO GET PANDORA ONE OR PANDORA PLUS SUBSCRIPTION	0 0	0 0	0 0	0 0	0 0
NOT THE PRIMARY USER OF PANDORA ONE OR PANDORA PLUS SUBSCRIPTION	55 5.5	55 8.2	0 0	0 0	0 0
DON'T KNOW IF PRIMARY USER OF PANDORA ONE OR PANDORA PLUS SUBSCRIPTION	2 0.2	2 0.3	0 0	0 0	0 0
HAVE NOT LISTENED TO PANDORA ONE OR PANDORA PLUS IN THE LAST MONTH	604 60.2	604 90.0	0 0	0 0	0 0
DON'T KNOW IF LISTENED TO PANDORA ONE OR PANDORA PLUS IN THE LAST MONTH	8 0.8	8 1.2	0 0	0 0	0 0

TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Table 14

Q.350 NOW, IF YOU NO LONGER HAD YOUR PANDORA ONE OR PANDORA PLUS SUBSCRIPTION, WHICH, IF ANY, OF THESE OPTIONS WOULD YOU CHOOSE?

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
HAVE LISTENED TO PANDORA ONE OR PANDORA PLUS IN THE LAST MONTH	391 39.0	59 8.8	332 100.0	238 100.0	570 100.0
PRIMARY USER OF PANDORA ONE OR PANDORA PLUS SUBSCRIPTION	334 33.3	2 0.3	332 100.0	238 100.0	570 100.0
MADE THE DECISION MYSELF/PLAYED A MAJOR ROLE IN THE DECISION	332 33.1	0 0	332 100.0	238 100.0	570 100.0
SUBSCRIBE TO AN INTERACTIVE, COMMERCIAL-FREE, STREAMING MUSIC SERVICE THAT YOU DO NOT CURRENTLY SUBSCRIBE TO (FOR EXAMPLE, APPLE MUSIC, GOOGLE PLAY, SPOTIFY PREMIUM, OR RHAPSODY, WHERE YOU CAN CHOOSE THE MUSIC YOU WANT TO LISTEN TO ON-DEMAND OVER THE INTERNET, AT A PRICE OF APPROXIMATELY \$9.99 PER MONTH)?	141 14.1	0 0	141 42.5	81 34.0	222 38.9
LISTEN TO A FREE INTERACTIVE STREAMING MUSIC SERVICE, ALONG WITH COMMERCIALS, MORE THAN YOU CURRENTLY DO (FOR EXAMPLE, THE FREE VERSION OF SPOTIFY, WHERE YOU CAN CHOOSE THE MUSIC YOU WANT TO LISTEN TO ON-DEMAND OVER THE INTERNET)?	117 11.7	0 0	117 35.2	111 46.6	228 40.0
LISTEN TO A FREE NON-INTERACTIVE STREAMING MUSIC SERVICE, ALONG WITH COMMERCIALS, MORE THAN YOU CURRENTLY DO (FOR EXAMPLE, THE FREE VERSION OF PANDORA, WHERE YOU CAN LISTEN TO MUSIC CUSTOMIZED TO YOUR TASTES OVER THE INTERNET)?	119 11.9	0 0	119 35.8	105 44.1	224 39.3
SUBSCRIBE TO A SATELLITE RADIO SERVICE THAT YOU DO NOT CURRENTLY SUBSCRIBE TO, SUCH AS SIRIUS XM, AT A PRICE OF APPROXIMATELY \$10.99 TO \$19.99 PER MONTH?	104 10.4	0 0	104 31.3	51 21.4	155 27.2

TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Table 14

Q.350 NOW, IF YOU NO LONGER HAD YOUR PANDORA ONE OR PANDORA PLUS SUBSCRIPTION, WHICH, IF ANY, OF THESE OPTIONS WOULD YOU CHOOSE?

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
LISTEN TO AM/FM RADIO MORE THAN YOU CURRENTLY DO?	129 12.9	0 0	129 38.9	105 44.1	234 41.1
BUY MORE MUSIC CDS OR DOWNLOADS THAN YOU CURRENTLY DO?	76 7.6	0 0	76 22.9	30 12.6	106 18.6
LISTEN TO MUSIC OR WATCH MUSIC VIDEOS ON YOUTUBE MORE THAN YOU CURRENTLY DO?	97 9.7	0 0	97 29.2	90 37.8	187 32.8
NONE OF THE ABOVE	5 0.5	0 0	5 1.5	5 2.1	10 1.8
PLAYED A MINOR ROLE IN THE DECISION TO GET PANDORA ONE OR PANDORA PLUS SUBSCRIPTION	2 0.2	2 0.3	0 0	0 0	0 0
NOT INVOLVED IN THE DECISION TO GET PANDORA ONE OR PANDORA PLUS SUBSCRIPTION	0 0	0 0	0 0	0 0	0 0
DON'T KNOW WHO MADE THE DECISION TO GET PANDORA ONE OR PANDORA PLUS SUBSCRIPTION	0 0	0 0	0 0	0 0	0 0
NOT THE PRIMARY USER OF PANDORA ONE OR PANDORA PLUS SUBSCRIPTION	55 5.5	55 8.2	0 0	0 0	0 0
DON'T KNOW IF PRIMARY USER OF PANDORA ONE OR PANDORA PLUS SUBSCRIPTION	2 0.2	2 0.3	0 0	0 0	0 0
HAVE NOT LISTENED TO PANDORA ONE OR PANDORA PLUS IN THE LAST MONTH	604 60.2	604 90.0	0 0	0 0	0 0
DON'T KNOW IF LISTENED TO PANDORA ONE OR PANDORA PLUS IN THE LAST MONTH	8 0.8	8 1.2	0 0	0 0	0 0

TARGET RESEARCH GROUP INC.  
MUSIC STUDY (#103-17003)

Table 15

Q.360 WHICH OF THE FOLLOWING BEST DESCRIBES YOU?

	SIRIUS			PANDORA	
	TOTAL	ONLY	AND PANDORA	ONLY	TOTAL
BASE: TOTAL RESPONDENTS	1003	671	332	238	570
HISPANIC OR LATINO DESCENT	92 9.2	41 6.1	51 15.4	24 10.1	75 13.2
WHITE	785 78.3	572 85.2	213 64.2	181 76.1	394 69.1
AFRICAN-AMERICAN	74 7.4	34 5.1	40 12.0	16 6.7	56 9.8
ASIAN-AMERICAN	44 4.4	19 2.8	25 7.5	12 5.0	37 6.5
ANOTHER BACKGROUND	7 0.7	4 0.6	3 0.9	5 2.1	8 1.4
PREFER NOT TO ANSWER	1 0.1	1 0.1	0 0	0 0	0 0
DON'T KNOW	0 0	0 0	0 0	0 0	0 0

# **APPENDIX G**

**Please see disc submitted with this testimony  
for Appendix G in electronic format.**



# **APPENDIX H**

February 3, 2017

**Q220/225/320/325 Why you decided to subscribe to the SiriusXM/paid Pandora One/Pandora Plus service**

**Programming (Net)**

**Music (SubNet)**

**Music Channels (Sub-SubNet)**

007 Channels dedicated to different genres/types of music: country channels, classic rock channels, etc. (code "I like gospel," "I like heavy metal" here)

008 Like the decades channels/play the music of different decades: the 80's, 90's, etc.

009 Like the artist channels/play the music of a specific artist/band (Grateful Dead, Elvis, Bob Dylan, etc.)

010 Other Music Channels Mentions (List)

**Miscellaneous Music**

001 The music/I like to listen to music

002 Good/better music/music selection/like the kind of music they play (Unspec)

003 Variety of music/good variety/large selection of music

004 Plays new music/a good place to find new music/new artists

005 Plays different/unique music/music you don't hear on regular/FM radio

006 Other Music Mentions (List)

**Stations/Channels (SubNet)**

**News/Talk Channels (Sub-SubNet)**

011 News channels: Fox News, etc. [Code "I listen to the news" here]

012 Talk radio channels [Code "I listen to talk radio" here]

013 Howard Stern/like the Howard channel/Howard Stern show

014 Other News/Talk Channels Mentions (List)

**Miscellaneous Stations/Channels**

015 Like the stations/channels/good selection of stations

016 Sports channels [Code "I listen to sports", "I listen to NHL games" here]

017 Comedy channels

018 Good/large variety of stations/channels/has more stations

019 Other Miscellaneous Stations/Channels Mentions (List)

**Shows (SubNet)**

020 Other Shows Mentions (List)

**Customization (SubNet)**

021 Customizable/can select/play only the music/types of music you want to hear

022 Can create/customize your own playlists/stations

023 Other Customization Mentions (List)

**Miscellaneous Programming**

024 Like the programming/content (Unspec)

025 (Good) variety/more selections/choices (Unspec)

026 Different/unique content/programming/things you can't/don't hear on regular/FM radio

027 Other Miscellaneous Programming Mentions (List)

February 3, 2017

**Benefits of Subscription (Net)**

**Skips (SubNet)**

- 028 Like the skips/can skip over songs you don't want to hear
- 029 Gives you more skips
- 030 Unlimited skips
- 031 Other Skips Feature Mentions (List)

**Miscellaneous Benefits of Subscription**

- 032 No/limited commercials/interruptions/commercial free/don't want to hear commercials
- 033 Other Miscellaneous Benefits of Subscription Mentions (List)

**Price/Economy (Net)**

- 034 Price/good/low/cheap price/affordable
- 035 It's free
- 036 Good deal/value/worth the price
- 037 Promotion/promotional rate/offer/discount
- 038 Other Cost/Economy Mentions (List)

**Accessibility (Net)**

- 039 Can listen in my car/when I drive/travel
- 040 Available as an app/can listen on my phone/mobile device
- 041 Can listen everywhere/you don't lose the signal
- 042 Can listen to the same stations everywhere/no matter where I am/no need to look for/switch stations (while traveling)
- 043 Can listen anytime/whenever I want
- 044 Other Accessibility Mentions (List)

**Usage (Net)**

- 045 Listen to it at work
- 046 Use it when I work out/exercise
- 047 Other Usage Mentions (List)

**General Quality (Net)**

- 048 It's good/I like it/enjoy it/it's a good service
- 049 I like Pandora/regular Pandora
- 050 Good/better/high quality
- 051 Better than regular/FM radio/not satisfied with regular/commercial radio
- 052 Other General Quality Mentions (List)

**Recommendations/Reviews (Net)**

- 053 Recommended by others: friend, family member
- 054 Other Recommendations/Reviews Mentions (List)

**Familiarity/Awareness (Net)**

- 055 Previous experience/had it in the past
- 056 Heard it before (and liked it)
- 057 Friend/family member/others had it
- 058 Advertising: saw a commercial, got an offer in the mail, etc.
- 059 Popular/well-known
- 060 Other Familiarity/Awareness Mentions (List)

February 3, 2017

**Miscellaneous**

- 061 Sounded good/like something I wanted (Unspec)
- 062 Easy/easy to use/convenient
- 063 Came with my car
- 064 Subscribed after the (free) trial/initially used free version
- 065 Wanted to try it/see what it was like/was curious about it
- 066 New/different
- 067 Got it as a gift
- 068 Friend/other family member liked it/wanted it (also)
- 069 Fun/entertaining
- 070 Good/better sound quality/reception
- 071 To have another option/alternative way of listening to music
- 072 No radio stations available where I live/no/poor reception in my area
- 073 Other Miscellaneous Mentions (List)
  
- 074 None/no reason
- 075 Don't know/na

I declare under penalty of perjury that the foregoing testimony is true and correct.

Date: 2/17/2017

I. Simonson  
Itamar Simonson

Exhibits Sponsored by Itamar Simonson

Exhibit No.	Description	Designation
SX Ex. 165	[Redacted]	Restricted
SX Ex. 166	[Redacted]	Restricted
SX Ex. 167	[Redacted]	Restricted