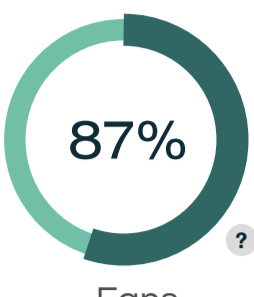
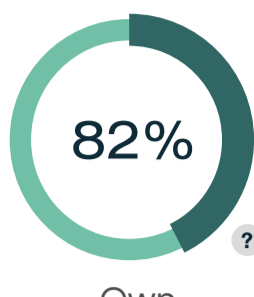
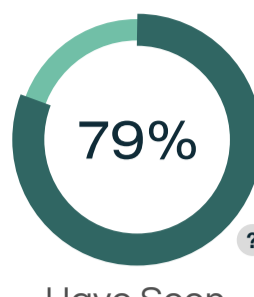
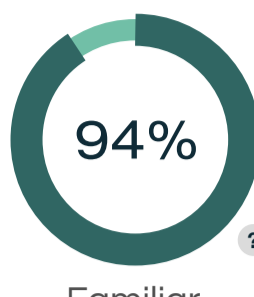


Ratings & Ranking

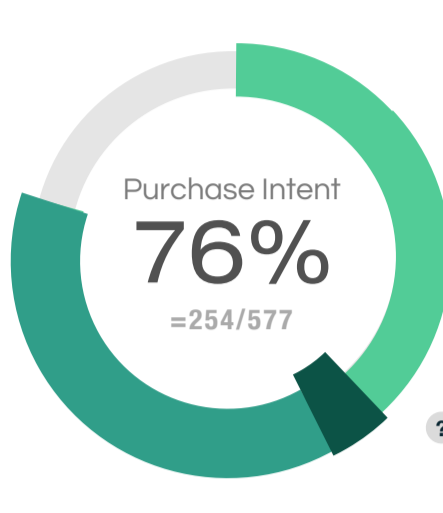
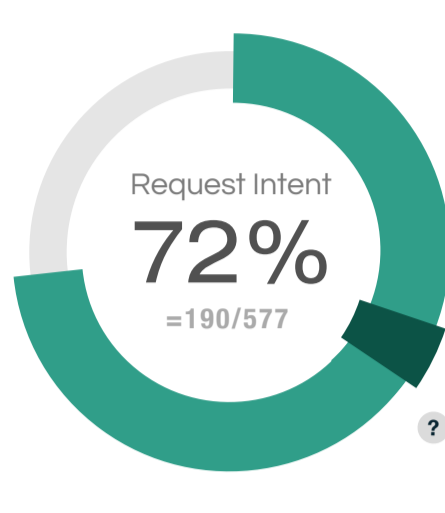
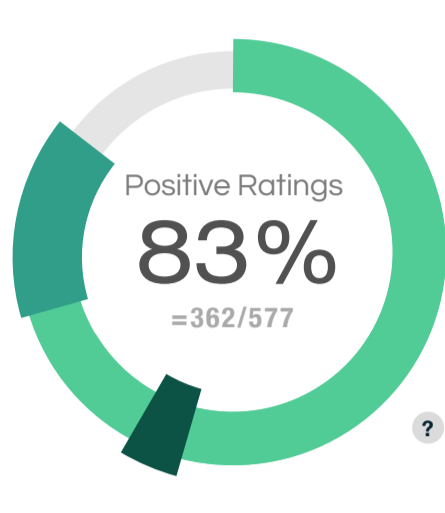
15/10/2019 - 18/10/2019



Artist: Lacie McQueen  
Artist Type: Indie



Song Title  
"Power Vixen"



● Good: 67 ● Great: 83 ● Avg: 51

● Request: 72 ● Avg: 33

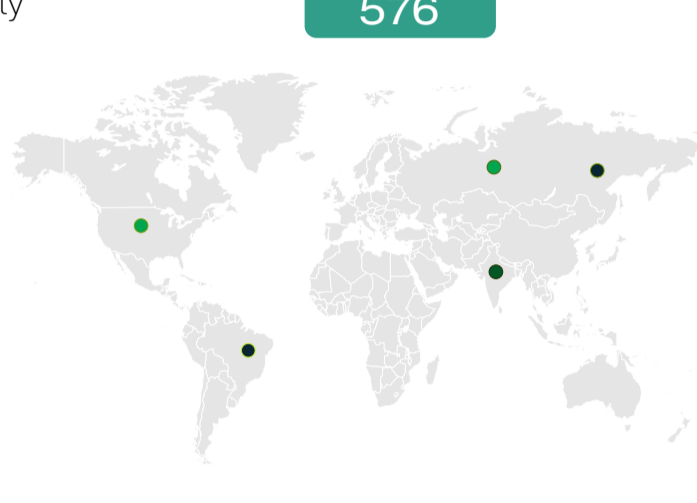
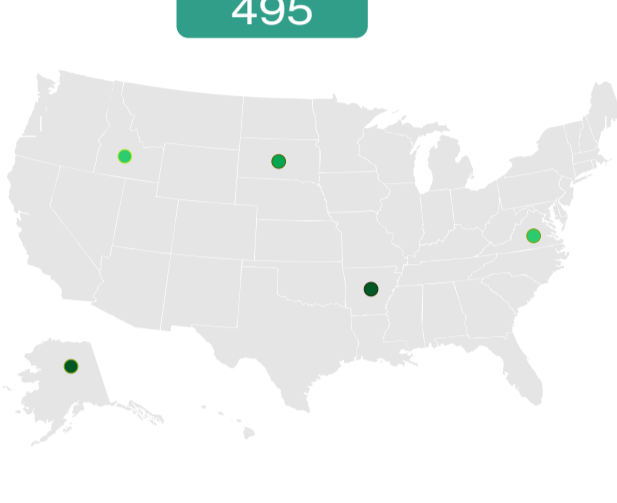
● Probably: 55 ● Definite: 76 ● Avg: 41

Total Surveys

495

Density

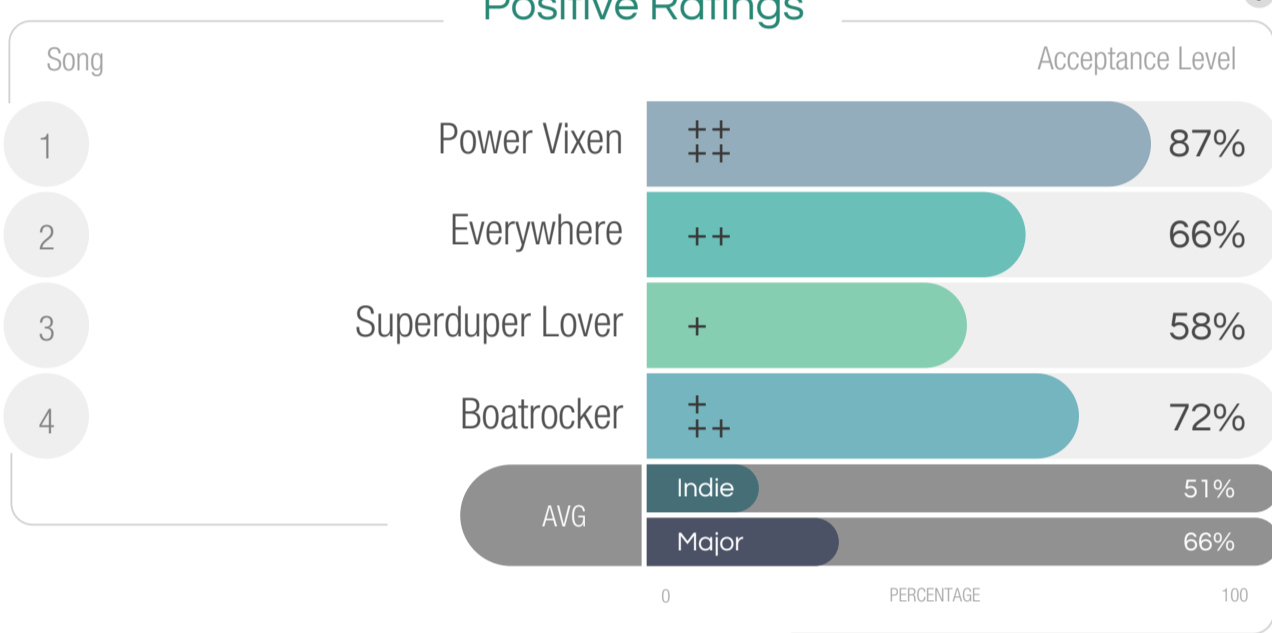
576



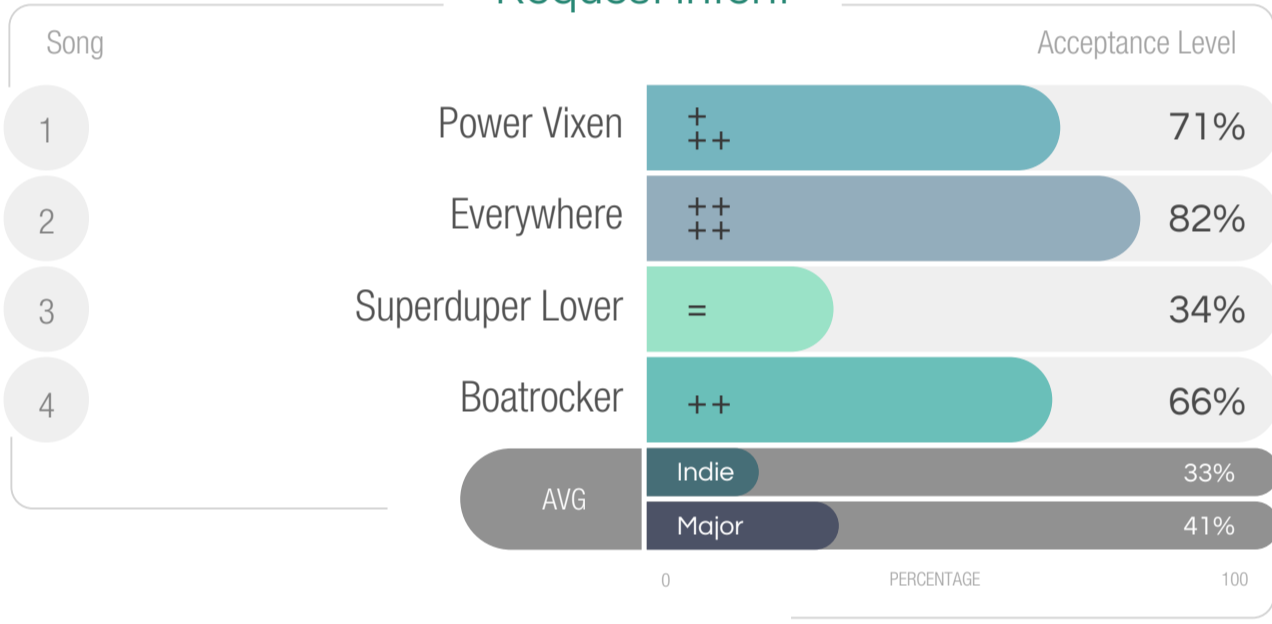
Density

Total Surveys : All Songs

All Songs Positive Ratings



All Songs Request Intent



All Songs Purchase Intent

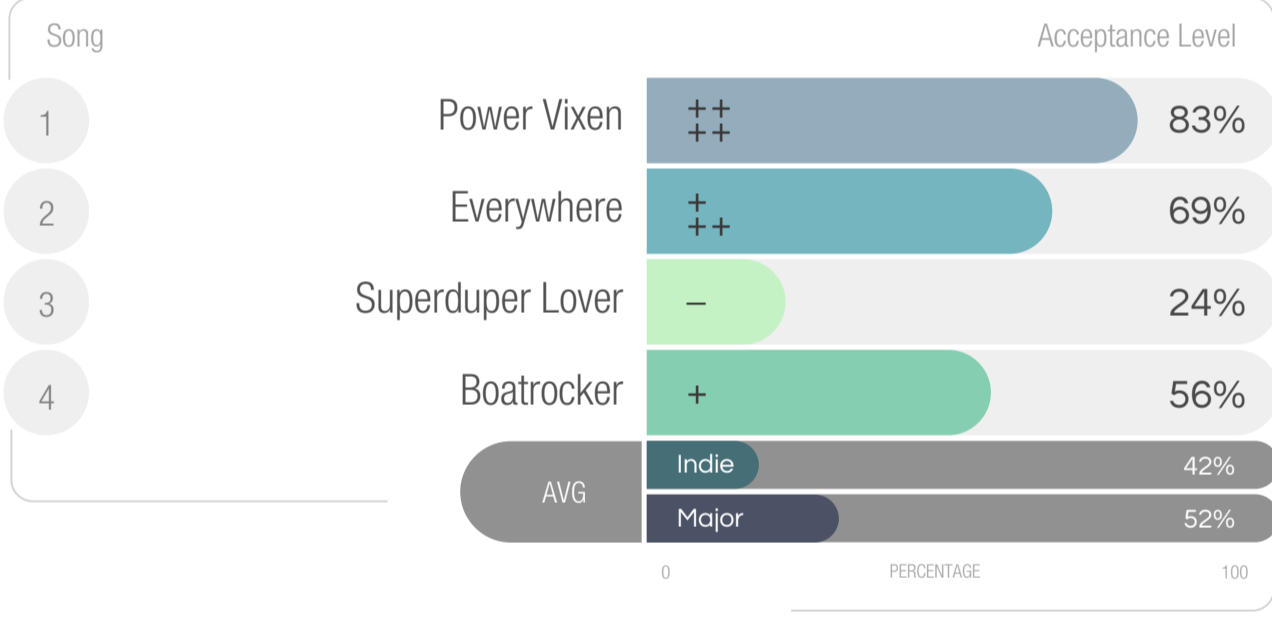


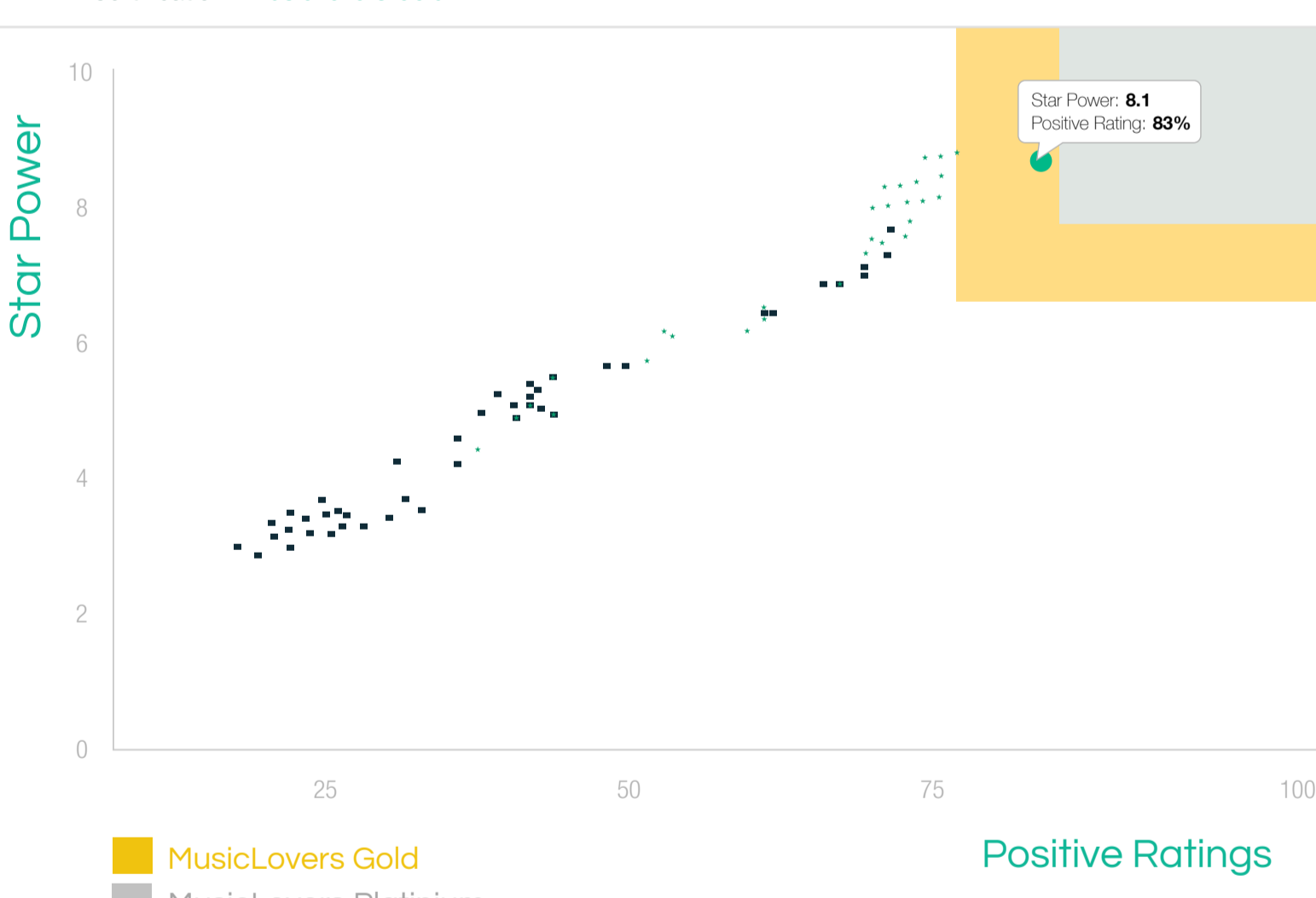
Chart Ranking : All Songs

Power Vixen

Certification: MusicLovers Gold

Indie: N/A

Major: 85



Everywhere

Certification: MusicLovers Gold

Indie: N/A

Major: 68

Superduper Lover

Certification: MusicLovers Gold

Indie: N/A

Major: 57

Boatrockers

Certification: MusicLovers Platinum

Indie: N/A

Major: 66

Tested Song

"Power Vixen"



MusicLovers<sup>®</sup> Choice Gold\*

\*Positive ratings are greater than 59% based on comparisons to artist norms

\*Key to Symbols & Acceptance Levels

- +++ Well Above Average / Exceptional "The unreachable Stars." Universal enjoyment!
- ++ Well Above Average / Awesome In the Top 5 and almost everyone's favorite!
- ++ Well Above Average / Major In the Top 10% MusicLovers Choice Platinum!
- + Above Average / Substantial Most listeners like it! MusicLover's Choice Gold!
- = Average / Moderate 1/2 or more of listeners surveyed liked it.
- Below Average / Limited Listener acceptance is limited to certain segments

\* Statistical "norms" (Mean & Standard Deviation) of listener response are maintained for all test measures, across all audience subgroups.

\* Scores are compared to the mean/average through "Standard Scores," showing whether scores are within the mean/average range (=), or above (+), well-above (++) or below (-) average, as designated by these symbols.

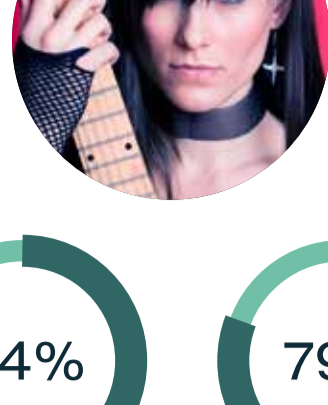
\* Acceptance levels indicate potential for listener acceptance following exposure on music stations and sites.



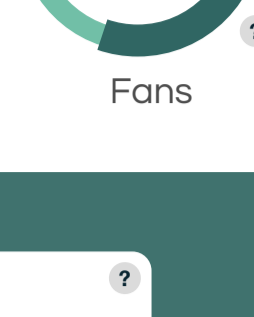
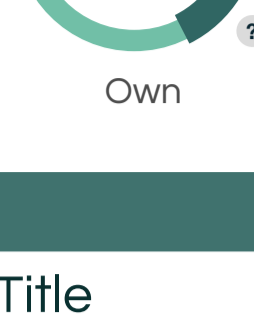
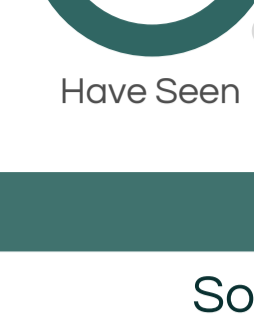
# MUSICLOVERS®

## Survey Results

### Demographics



Artist: Lacie McQueen  
Artist Type: Indie

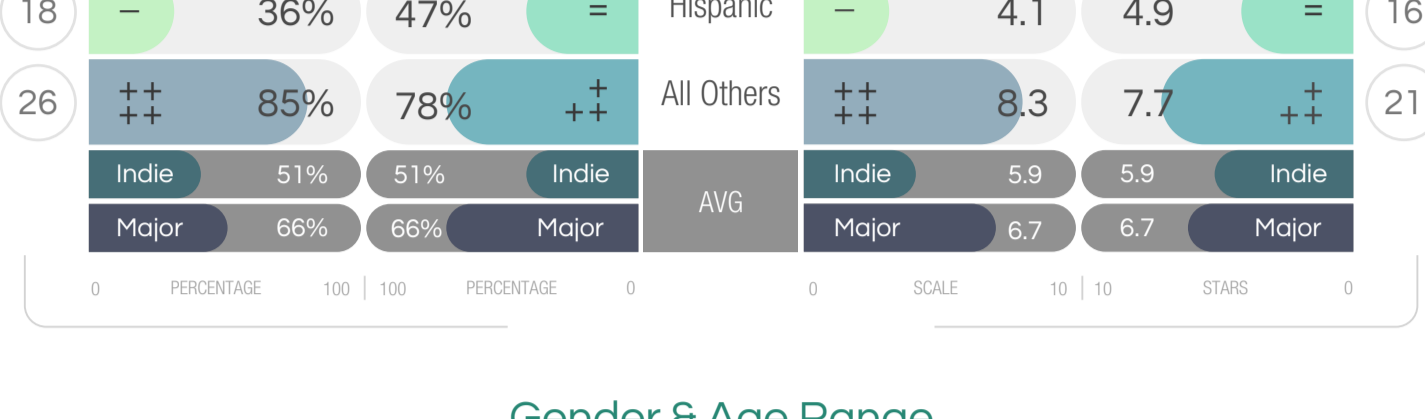


Song Title

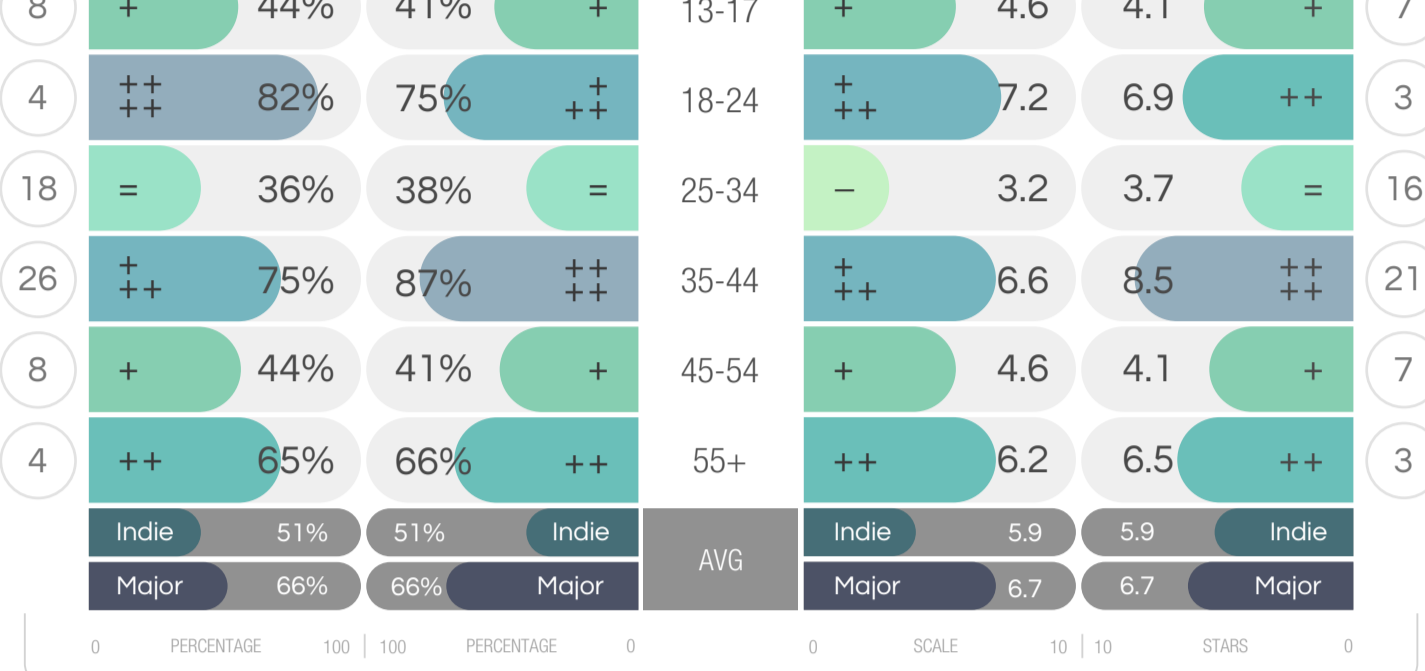
"Power Vixen"

### Positive Ratings & Star Power

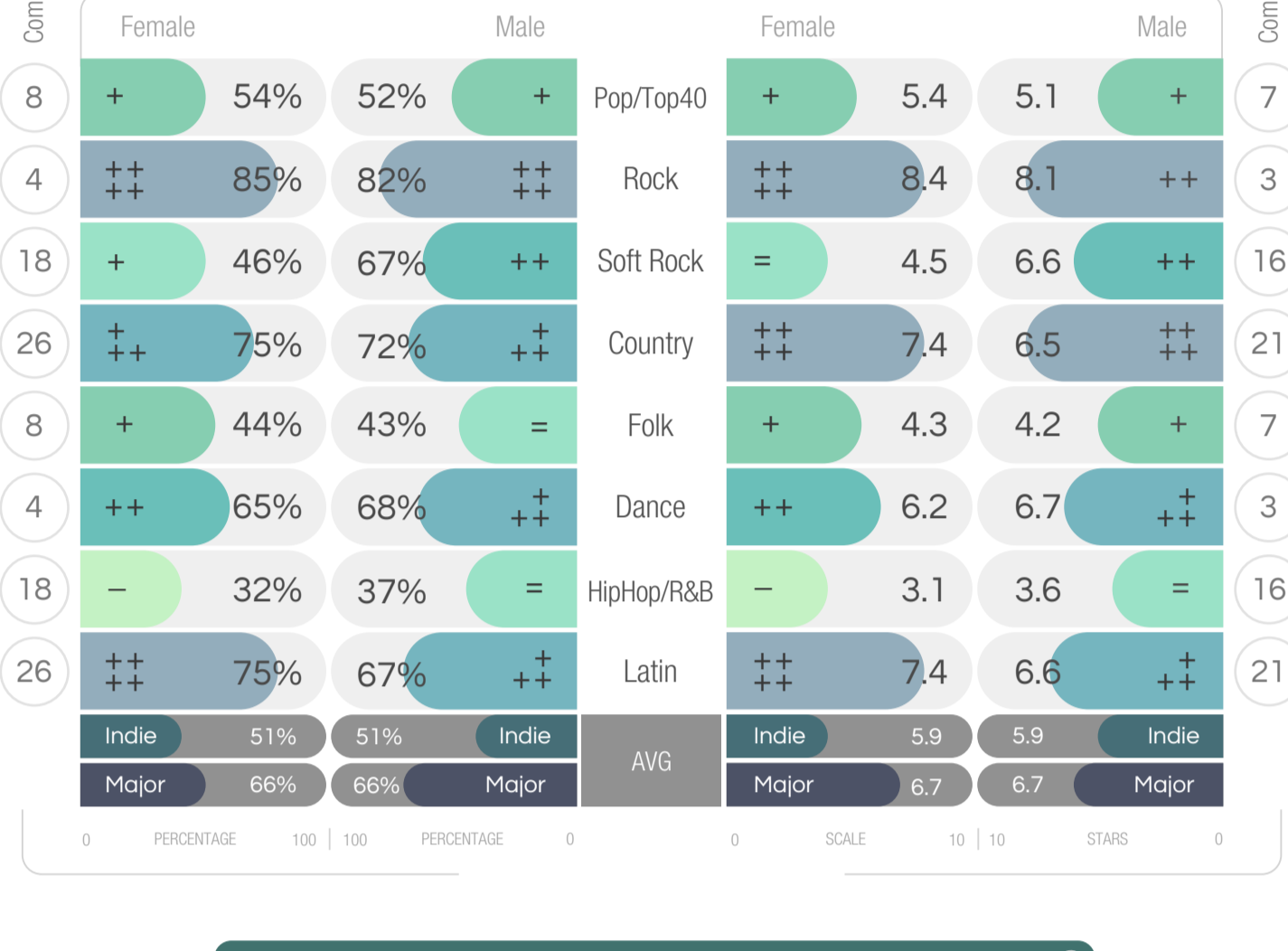
#### Gender & Ethnicity Total Audience



#### Gender & Age Range Total Audience

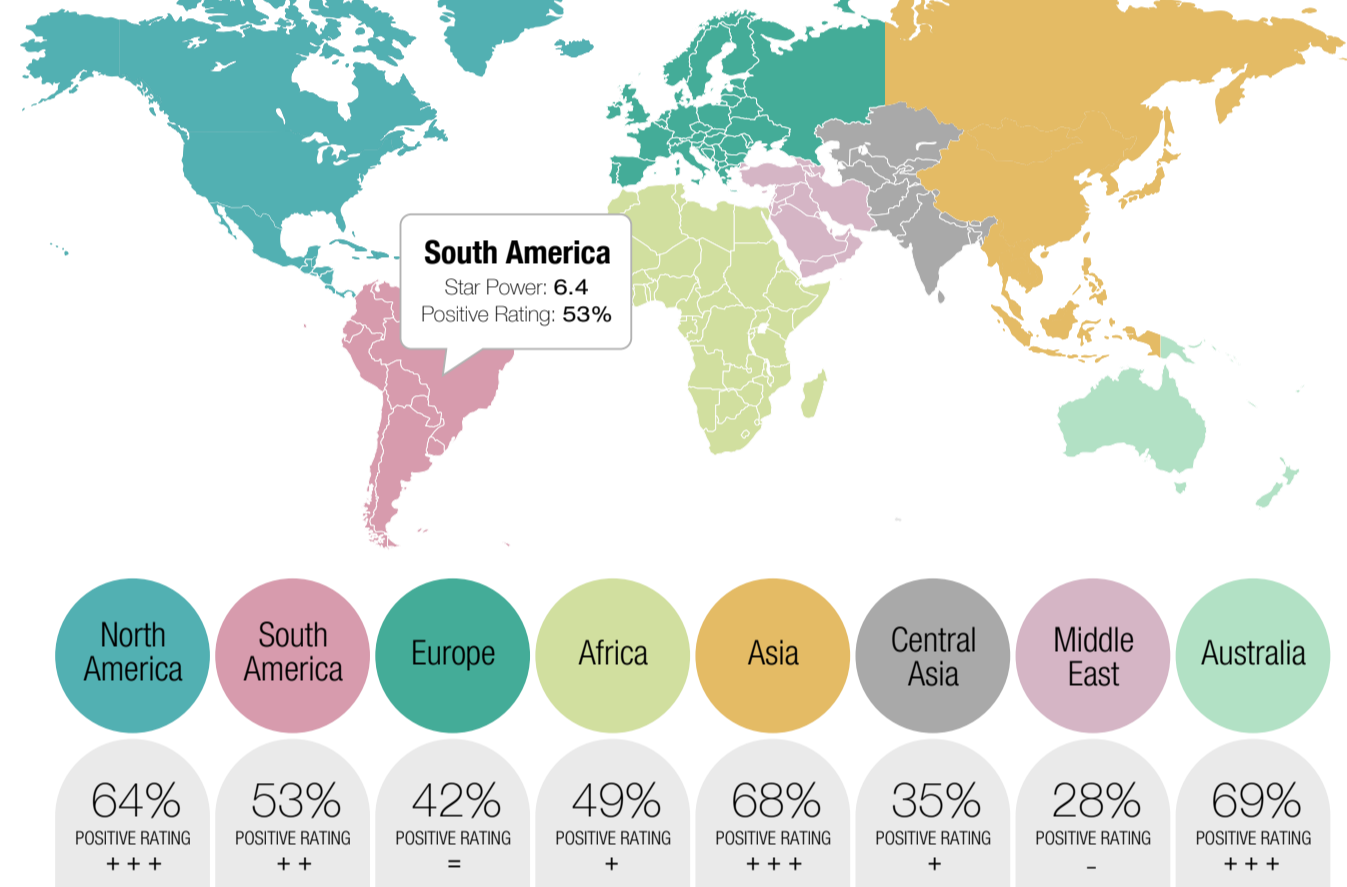


#### Listening & Buying Preferences Total Audience

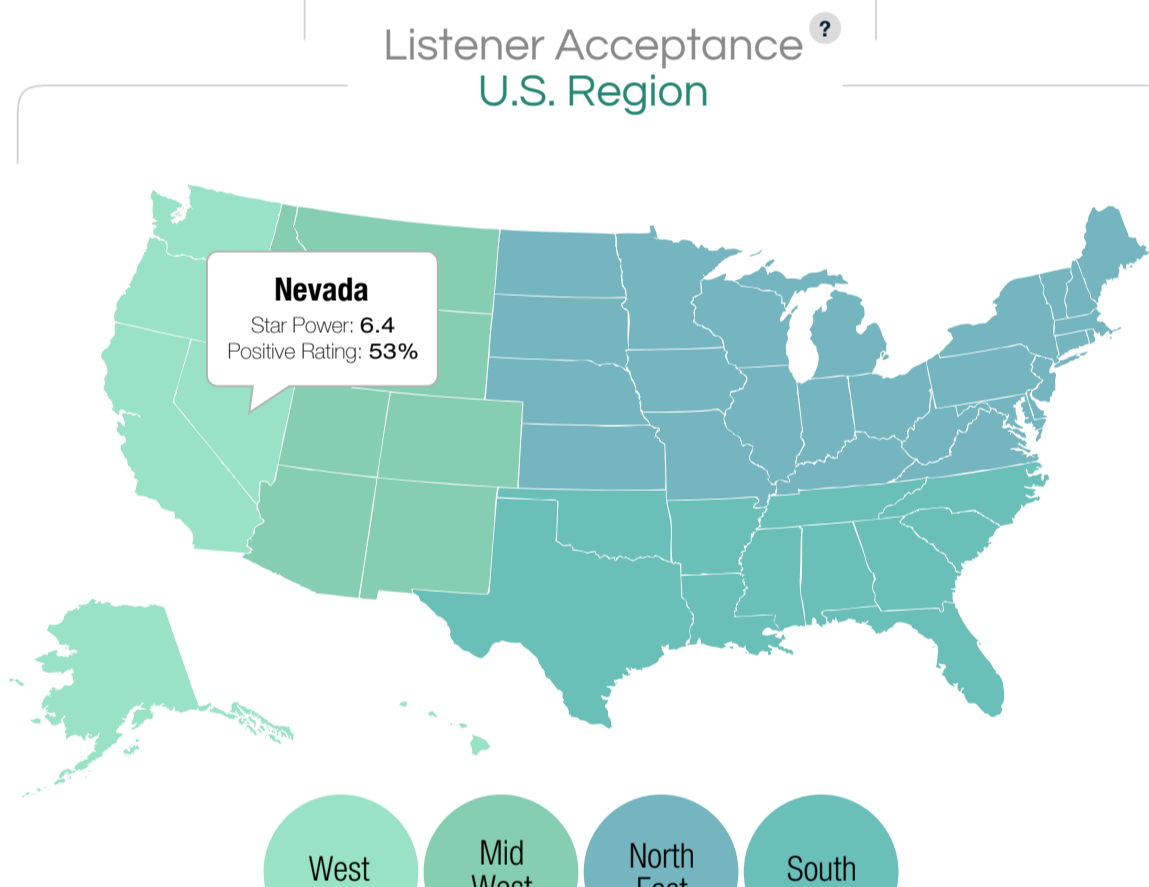


### Listener Acceptance

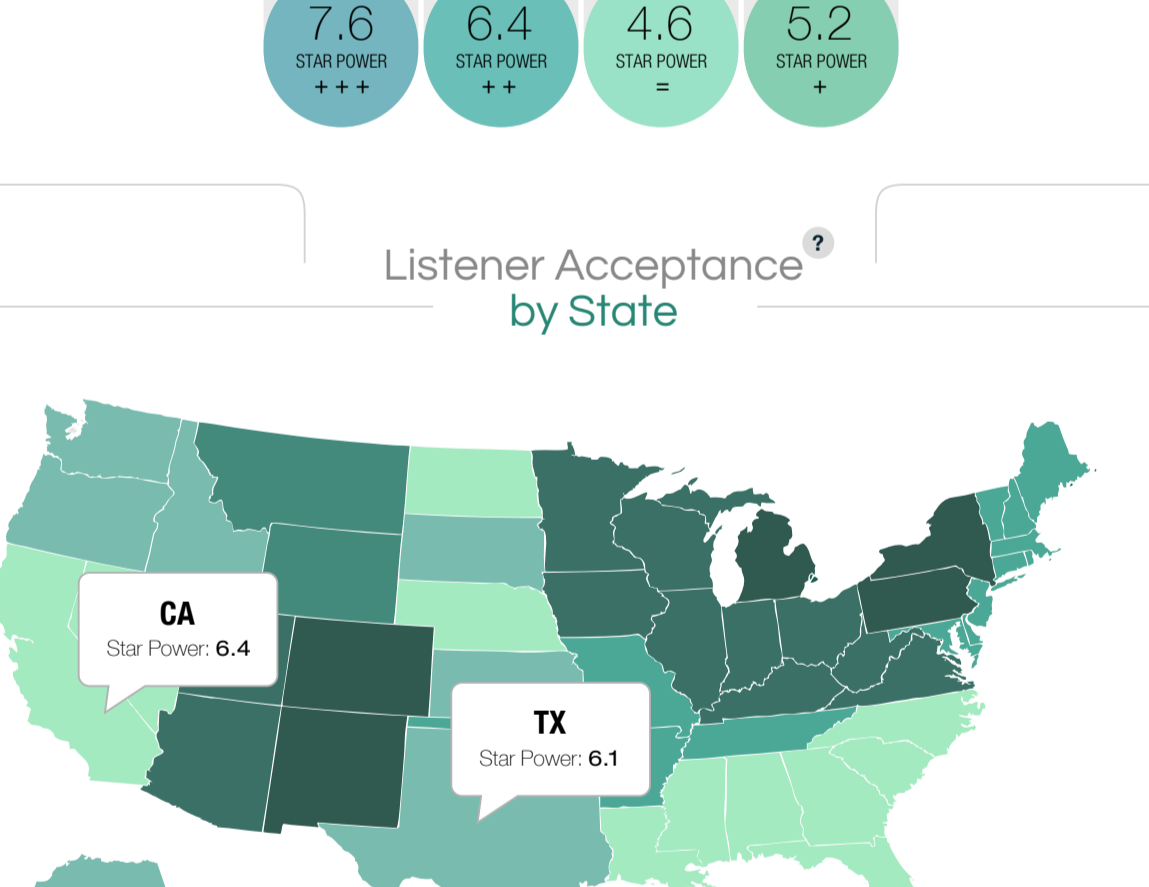
#### World Region



#### U.S. Region



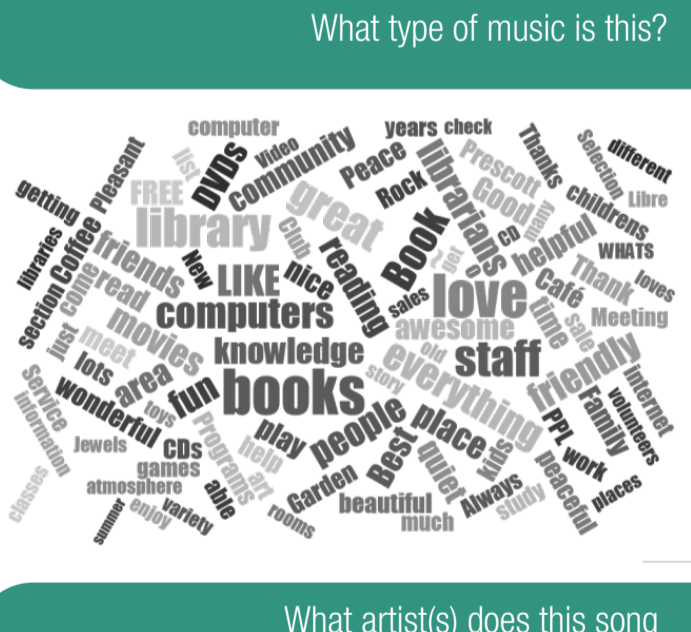
#### by State



### Q&A Clusters

What type of music is this?

What mood does it produce? (How does it make you feel?)



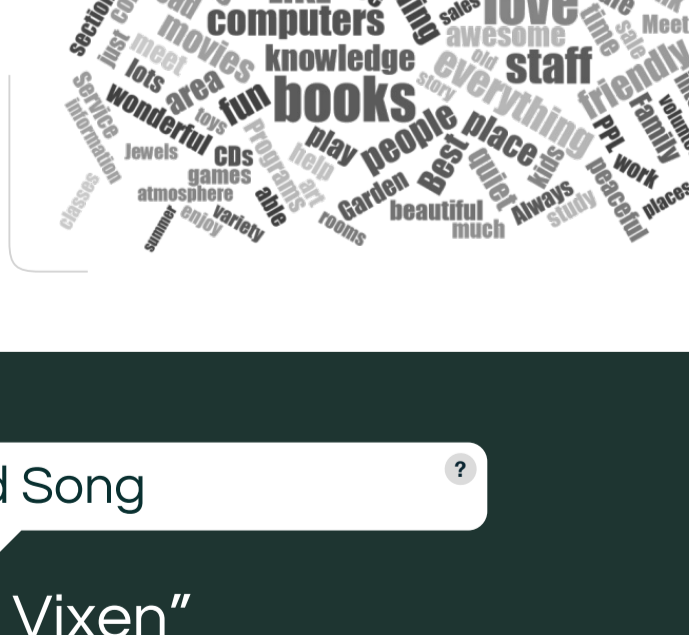
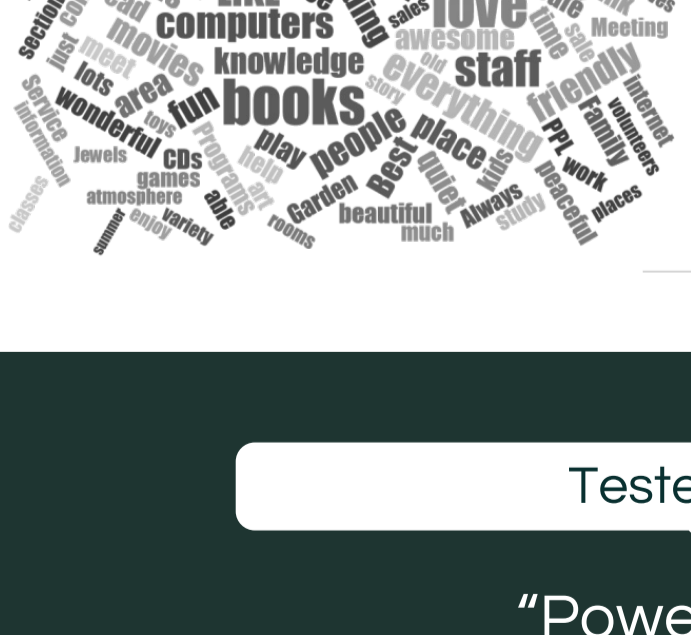
What artist(s) does this song bring to mind or sound like?

What TV show, series or movie would this song be a good fit for?



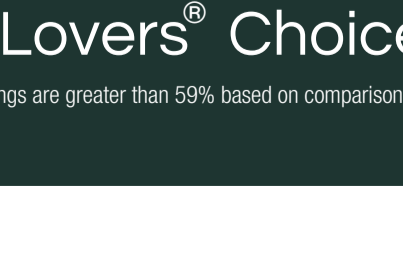
What Internet sites or channel would this song be a good fit for?

What products or brands does this song bring to mind?



Tested Song

"Power Vixen"



MusicLovers® Choice Gold\*

\*Positive ratings are greater than 59% based on comparisons to artist norms

### \*Key to Symbols & Acceptance Levels

- ++ Well Above Average / Exceptional "The unreachable Stars." Universal enjoyment!
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