



Site User Survey 2009

- Investigation conducted exclusively for *Electronic Musician* magazine.
- Methodology, data collection and analysis by Penton Research.
- Data collected October 8, 2009 through October 12, 2009.
- Methodology conforms to accepted marketing research methods, practices and procedures.

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Objectives & Methodology

Objectives

Objectives of this study effort include:

1. Determine incidence of site use.
2. Obtain key demographics of site users.

Methodology

Sample framework

E-mail Survey.

On October 12, 2009, Penton Media e-mailed invitations to participate in an online survey to a total of 14,578 subscribers of *Electronic Musician*.

Response motivation

To encourage prompt response and increase the response rate overall, the following marketing research techniques were used:

- A drawing was held for one of four \$50 Amazon.com gift certificates.
- A link was included on the invitation to route respondents directly to the questionnaire.
- The magazine name was used on the invitation to tie the study effort to *Electronic Musician*.

Survey instruments

Copies of the invitations and questionnaire are included in Appendix B.

Sample Statistics

A.	Total mailing	14,578
B.	Bouncebacks/undeliverables	1,089
C.	Effective mailing (A-B)	13,489
D.	Completed surveys	1,291
E.	Effective response rate	9.6%

Q1. I visit the Electronic Musician Web site:

Base = all respondents.	1291
No reply	2 0.2%
Daily	12 0.9%
3 - 4 times a week	27 2.1%
Weekly	94 7.3%
2 - 3 times a month	179 13.9%
Monthly	326 25.3%
Less than once a month	516 40.0%
I have never visited the web site	135 10.5%

Q2. I have used the Electronic Musician Web site to:

Base = respondents who have visited the Electronic Musician web site; multiple answer.	1156
No reply	2 0.2%
Read content from current issues of Electronic Musician	714 61.8%
View videos	461 39.9%
View archived webcasts	224 19.4%
Look for a specific advertiser	190 16.4%
Look for daily news	185 16.0%
Listen to a podcast	179 15.5%
Other (please specify below)	156 13.5%
Forward or e-mail articles to a friend	135 11.7%
Sign up for any of the Electronic Musician electronic newsletters	128 11.1%
None of the above	128 11.1%
Read a blog	127 11.0%
Click on a banner ad	77 6.7%
Use online classifieds	57 4.9%
Participate in discussion groups or forums	32 2.8%

Q3. The Web sites I visit on a regular basis (at least monthly):

Base = respondents who have visited the Electronic Musician web site; multiple answer.	1156
No reply	47 4.1%
facebook.com	603 52.2%
sweetwater.com	571 49.4%
musiciansfriend.com	533 46.1%
electronicmusician.com	520 45.0%
myspace.com	368 31.8%
guitarcenter.com	333 28.8%
harmony-central.com	322 27.9%
gearsllutz.com	284 24.6%
zzounds.com	246 21.3%
soundonsound.com	227 19.6%
Other (please specify below)	211 18.3%
bhphotovideo.com	200 17.3%
eqmag.com	195 16.9%
tapeop.com	145 12.5%
prosoundnews.com	134 11.6%
twitter.com	133 11.5%
recordingmag.com	132 11.4%
fullcompass.com	127 11.0%
proaudioreview.com	122 10.6%
remixmag.com	107 9.3%
gcpro.com	56 4.8%
audiomedia.com	47 4.1%
livesoundint.com	32 2.8%
millimeter.com	29 2.5%
livedesignonline.com	14 1.2%

Q4. The category that best matches my type of company/profession is:

Base = respondents who have visited the Electronic Musician web site.	1156
No reply	20 1.7%
Studio recording/production	280 24.2%
Musician	276 23.9%
Composer	147 12.7%
Independent engineer/producer	113 9.8%
Other (please specify below)	86 7.4%
Audio post-production for film/video	34 2.9%
Sound reinforcement	26 2.2%
Sound/video contracting	23 2.0%
Broadcast production	20 1.7%
Audio production for film/video	20 1.7%
Recording school or program	20 1.7%
Corporate audio/video production	19 1.6%
Remote recording	12 1.0%
Mastering	11 1.0%
Equipment sales/rental	11 1.0%
Equipment design/acoustics	10 0.9%
Game production/Interactive media	9 0.8%
Web audio production	9 0.8%
Facility design/acoustics	5 0.4%
Tape/disc manufacturing or duplication	4 0.3%
DVD authoring	1 0.1%

Q5. What is your level of musical involvement?

Base = respondents who have visited the Electronic Musician web site.	1156
No reply	14 1.2%
Part-time professional musician	339 29.3%
Full-time professional musician	254 22.0%
Recreational musician	207 17.9%
Music educator	98 8.5%
Not a musician but work with musicians (e.g., engineer, producer)	91 7.9%
Aspiring professional musician	85 7.4%
Other (please specify below)	57 4.9%
Music student	11 1.0%

Q6. Which of the following recording and/or live-performance products do you (A) own/use and/or (B) plan to buy in the next 12 months:

		No reply	(A) Own/Use	(B) Plan to buy
Base = respondents who have visited the Electronic Musician web site; multiple answer.				
Headphone	1156	42 3.6%	1102 95.3%	157 13.6%
Mixing consoles	1156	289 25.0%	826 71.5%	107 9.3%
Controllers	1156	355 30.7%	741 64.1%	128 11.1%
Microphones	1156	91 7.9%	1043 90.2%	230 19.9%
Microphone preamps	1156	294 25.4%	796 68.9%	194 16.8%
Studio monitors	1156	164 14.2%	933 80.7%	144 12.5%
Live sound monitors	1156	695 60.1%	434 37.5%	48 4.2%
Reverb/multi-effects processors	1156	304 26.3%	825 71.4%	80 6.9%
Compressor/limiter/gate/expanders	1156	319 27.6%	804 69.6%	91 7.9%
Equalizers	1156	412 35.6%	719 62.2%	62 5.4%
DVD recorders	1156	541 46.8%	593 51.3%	43 3.7%
CD recorder/duplicators	1156	539 46.6%	596 51.6%	40 3.5%
Guitar amplifiers	1156	429 37.1%	708 61.2%	82 7.1%
Power amplifiers	1156	462 40.0%	671 58.0%	48 4.2%
Effects pedal/stomp boxes	1156	472 40.8%	665 57.5%	92 8.0%
Direct boxes	1156	490 42.4%	638 55.2%	67 5.8%
Patch bays	1156	557 48.2%	557 48.2%	59 5.1%
Soundproofing/acoustical materials	1156	470 40.7%	576 49.8%	208 18.0%
Instrument stand/case/racks	1156	281 24.3%	855 74.0%	99 8.6%
Portable Digital Studio (ex. Roland VS-2480, Korg D1200CD)	1156	926 80.1%	205 17.7%	32 2.8%
Synchronizers/time-code generators	1156	884 76.5%	242 20.9%	36 3.1%
Wireless systems	1156	826 71.5%	299 25.9%	55 4.8%
A/D Converters	1156	575 49.7%	528 45.7%	105 9.1%
Solid state or disk-based 2-track recorder	1156	832 72.0%	286 24.7%	58 5.0%
Modular hard-disk recorder (ex. Mackie HDR24/96, Tascam MX-2424, etc.)	1156	989 85.6%	150 13.0%	25 2.2%
None of these	1156	1128 97.6%	7 0.6%	23 2.0%

Q7. What is your approximate annual expenditure for music-related products?

Base = respondents who have visited the Electronic Musician web site.	1156
No reply	23 2.0%
Less than \$1,000	144 12.5%
\$1,000 to 2,999	390 33.7%
\$3,000 to \$4,999	211 18.3%
\$5,000 to \$9,999	197 17.0%
\$10,000 to \$19,999	119 10.3%
\$20,000 or more	72 6.2%
Mean	5647
Median	4000

Analyst note: Mean and median are estimated; based on the midpoints of the ranges provided.

Q8. I receive the following print and/or digital publications:

Base = respondents who have visited the Electronic Musician web site; multiple answer.	1156
No reply	14 1.2%
Electronic Musician	1118 96.7%
Mix	607 52.5%
EQ	478 41.3%
Keyboard	270 23.4%
Tape Op	245 21.2%
Pro Audio Review	194 16.8%
Pro Sound News	175 15.1%
Recording	160 13.8%
Sound on Sound	156 13.5%
Other (please specify below)	139 12.0%
Guitar Player	110 9.5%
Guitar World	49 4.2%
Bass Player	43 3.7%
Modern Drummer	25 2.2%
Performing Songwriter	19 1.6%

Q9. Which of the following newsletters do you receive?

Base = respondents who have visited the Electronic Musician web site; multiple answer.	1156
No reply	409 35.4%
Emusician Xtra	518 44.8%
MixLine	412 35.6%
ProSound News	178 15.4%
Transmissions	153 13.2%
MixLine Live	124 10.7%
Recording Magazine Spotlight	66 5.7%
Other (please specify below)	62 5.4%
EQ Record Ready	48 4.2%
Live Design Wire	48 4.2%
Keyboard Key	39 3.4%
Guitar Player Frets	37 3.2%
Bass Player LIVE!	26 2.2%

Q10. How do you prefer to receive information about trade shows and industry events as they occur?

Base = respondents who have visited the Electronic Musician web site; multiple answer.	1156
No reply	66 5.7%
E-newsletters	749 64.8%
Website	555 48.0%
Videos	79 6.8%
Podcasts	46 4.0%
Other (please specify below)	41 3.5%
Twitter	40 3.5%

Q11. What type of computer do you use for audio production?

Base = respondents who have visited the Electronic Musician web site.	1156
No reply	11 1.0%
PC	476 41.2%
Mac	421 36.4%
Both	248 21.5%

Appendix A – Write-in Answers

Q2. I have used the Electronic Musician Web site to: Other responses:

Access bonus material listed in magazine
Access web clips
Archived articles
Archived reviews
Ask for missing print editions
Back issue research
Been there, but I don't remember why
Buy downloads
Check for new products & artist/music reviews
Check new gear
Check out tutorials and articles
Check out web clips to articles
Check past reviews
Check product reviews
Content from past issues
Download digital edition. Read archived articles. Check out intent related to articles in print version.
Download vst's
eClips
Equipment reviews (2 mentions)
Find past product reviews
Find reviews (2 mentions)
Follow email article link to the website to view article
Follow the trail on things you mention in the newsletter and to get more info on possible purchases.
Gear reviews (2 mentions)
General cruising
Get info on products, find out about new products, link to companies
Hear web clips (2 mentions)
I don't remember
I have been directed there while troubleshooting my DAW. I wound up subscribing!
I know I need to be doing this more

I seem to have a problem viewing content on the site. I gave up going to the site a year or so ago.
I think I've gone there from the newsletter - there are so many it's hard to remember if it was EM, EQ, tape op or Mix
I tried to view a web clip that was referenced in the magazine, but I couldn't find it, so I don't really go to the web site any more
Just to look
Links from the digital version of the magazine
Listen to audio demos
Listen to audio examples mentioned in the print magazine
Listen to audio samples
Listen to audio samples from articles
Listen to examples
Listen to sound clips
Listen to sound clips referred to in magazine
Listen to sound examples mentioned in the magazine
Listen to web clips referenced in the magazine
Listen to webclips
Listen to webclips for articles
Listen to webclips from articles
Listen to 'webclips' mentioned in articles
Look at articles after receiving an email from EM
Look at online bonus material
Look for additional content that used to be in the EM magazine
look for additional info
Look for advertisers for equipment and make contact on their website
Look for archived articles
Look for archived articles to print out as text for my recording tips notebook
Look for articles
Look for articles from previous issues
Look for old and new reviews

Look for old article
Look for old articles from the past
Look for past issues/articles
Look for product opinion or review
Look for product reviews (2 mentions)
Look for recording tips and read about different gear
Look for reviews
Look up archived text articles
Look up articles from previous issues
Look up older reviews
Look up past articles (2 mentions)
Look up past issues/columns
Looking for soundclips of tested products
Lookup archive
Mainly to check for previous articles or reviews of equipment
Misc. - just browse to see if anything is of interest...
Mostly to view additional media from latest issue
Online content mentioned in the magazine articles: soundclips, demos, webclips, etc.
Pay bill
Product research
Product reviews (3 mentions)
Product reviews and/or tips for the home producer
Professional advice in mixing and mastering.
Read archive articles
Read archived articles (2 mentions)
Read archived articles from past issues
Read archived content
Read archived gear reviews and tech tips
Read archived reviews or articles
Read articles from past issues
Read articles from previous issues.
Read articles listed in e-mail
Read content from archived issues of Electronic Musician

Appendix A – Write-in Answers

Q2. I have used the Electronic Musician Web site to: Other responses: (Continued...)

Read content from back issues
Read content from PAST issues of Electronic Musician
Read content from previous EM's
Read content from previous issues, research equipment reviews, research techniques
Read mail/ feedback to editor letter from editor
Read old article
Read older articles
Read past and current reviews
Read past articles
Read past reviews
Read past reviews and other content
Read product reviews
Read product reviews and tutorials
Read reviews
Read reviews on latest gear
Read reviews on products
Read software reviews
Reference articles
Renew my subscription
Renew subscription
Research
Research equipment reviews
Research on specific product, technical details, etc.
Research reviews of products
Research tech issues
Re-subscribe to EM magazine
Review / search archives
Review articles that are in the email newsletter
Reviews (3 mentions)
Search for archived articles
Search for Bonus Content to articles, reviews, etc.
Search for content from previous issues
Search for past product reviews
Search gear reviews

Search links/info/reference
Search product reviews
Searching for previous articles, reviews of products, view videos.
Subscribe
Subscribe to the magazine
Subscriber services (address change)
Teach a class on Music Tech
The writing is too small for me to read easily on the web so I read the real mag when it comes for ideas and new product reviews
To find/search for specific articles that I know of.
To listen to WebClips (do you still have them?)
To look up links as printed in your magazine- please don't stop printing the mag :(
Trying to find gear reviews
View archived articles of interest
View archived articles on topics of interest
View back issue information
View back issues. Why wasn't this on your list?
View extra content mentioned in the magazine articles and reviews
View older articles on gear I encounter OR own
Web Clips
Web Clips from current and past issues

Q3. The Web sites I visit on a regular basis (at least monthly): Other responses:

8thstreet.com
ableton.com
aes.org
aes.org, asa.aip.org, berklee.edu
Amazon, apple, me, Rolling Stone, Pandora
amazon.com
American Audio, Pro Audio
americanmusical.com (12 mentions)
americanmusical.com amazon.com
americanmusical.com, altomusic.com

americanmusicalsupply.com,
symbolicsound.com
Apple, Open Office.org, You Tube
Apple.com
artisthousemusic.com
audiomidi.com (3 mentions)
audiomidi.com createdigitalmusic.com kvr-
vst.com
audio-midi.com, amazon.com
AV Technology
B&H
Bass Player
BBC
bestbuy.com
Big Fish Audio
bsw.com, billboard.com, esesions.com,
napster.com, broadjam.com
bswusa.com
buy.com, gametrailers.com, djdeals.com,
guitarcenter.com
Cakewalk forum Reaper forum
CD Baby
cdbaby.com
CDM Create Digital Music
Clonewheel, Organ-ized, Nord-Electro Group,
Vunyl Engine, Vinyl Asylum, AudioKarma
computermusic.com, futuremusic.com,
musictech.com
couchsurfing.com, sitepoint.com
craigslist & ebay
craigslist, LinkedIn, eBay, American Airlines
Create Digital Music, Sonic State, Novamusik
createdigitalmusic.com (2 mentions)
createdigitalmusic.com, makershed.com,
makezine.com/magazine, instructables.com,
narratlve.com/forum, getlofi.com,
forums.musicplayer.com
createdigitalmusic.com, www.kvraudio.com
Digidesign DUC
Digidesign user confernece

Appendix A – Write-in Answers

Q3. The Web sites I visit on a regular basis (at least monthly): Other responses: (Continued...)

Digidesign Users Forum
digidesign, motu, propellerhead, ableton, IK,
Apple (Logic)
digidesign.com (5 mentions)
Digidesign.com,, UAD, Ebay
digidsign, waves, mcDSP, steven slate
dontcrack.com, kvradio.com
ebay, digidesign, search engines (google)
ebay.com (4 mentions)
ebay.com, craigslist.com
electro-music.com (3 mentions)
filmmusicmag.com
front end audio
futuremusic
gearwire.com
Geeks.com Tigerdirect.com Charles
Schwab.com
geoffreyarnes.com
grammy
Great site: johnlsayers.com/
greenmonkeyrecords.com
guitar player, mix magazine
guitarplayer.com
hitsdailydouble.com
recforums.prosoundweb.com
twitchfilm.net -quietearth.us -darkhorizons.com
keyboardmag.com
soundofneworleans.com
Huge Racks Inc . (Yes, it's a music site!)
I only go to websites to check out specific
product prices & features. For reading I still
prefer a magazine.
I only visit these types of sites when I'm
researching a purchase... that is not a regular
activity: only when finances allow!
I prefer written copies sent to my business
address

I read the mags, not the online stuff unless I
find something interesting enough to spend
the time.
Karma-Labs.com
keyboard, fender, epiphone and gibson
keyboardmag.com (6 mentions)
keyboardmag.com ; virtualinstrumentsmag.com
KVR Audio (4 mentions)
kvradio.com (7 mentions)
kvradio.com, createdigitalmusic.com
kvradio.com, createdigitalmusic.com,
muffwiggler.com/forum
kvradio.com, formums for SAWStuido, SAC,
Sonar, Sibelius, EWQL, Plogue Bidule,
Audioease
kvradio.com, sonicstate.com
Lighting & Sound America, Premier Guitar,
Keyboard
linuxtoday.com, slashdot.org, lwn.net
Logic User Group
lpga.com pगतour.com
macsurfer.com
macworld, boston.com, cnn
makemusic.com, northernsounds.org
matrixsynth
matrixsynth.com, moogmusic.com,
synthesizers.com
mcintoshroadstudio.com
Metric Halo, Universal audio
Mix online, and manufactures web sites
Mix, Bass Player,
mix.com and fohonline.com
MIXLINE
mixmag.com
mixonline.com (14 mentions)
mixonline.com, ebay.com
mixonline.com, computermusic.com,
soundcloud.com
mixonline.com, wired.com
mojo4music.com

motunation.com, macrumors.com
muffwiggler.com
Music 123 (2 mentions)
MusicRadar.COM
musictoyz.com, thegearpage.net,
acousticguitar.com
native-instruments.com, soniccouture.com,
(music software sites)
None at least monthly
non-music related sites
Northern Sounds (2 mentions)
nothernsoundandlight.net
novamusik.com
Only occasionally on those checked
Other artists sites for research, yahoo music,
reverb nation, jango airplay, itunes
paia.com, ebay
pgmusic.com
pitchfork.com
Premier Guitar
PremierGuitar.com, GuitarEdge.com
premierguitar.com, mixonline.com
Pro Audio DVD
ProRec
prosoundweb, vintageking, mercenaryaudio
prosoundweb.com
prosoundweb.com, proaudiospace.com,
mixonline.com
read mags not really an on liner
recording project, home recording studio, Digi
DUC
reverbnation
salon, google, craigslist, youtub, gearwire,
gay.com
Samash.com (2 mentions)
samash.com; ejazzlines.com; jazzbooks.com;
musicnotes.com; others
samedaymusic.com (3 mentions)
samedaymusic.com, mix
Sawstudio.com KVRaudio.com

Appendix A – Write-in Answers

Q3. The Web sites I visit on a regular basis (at least monthly): Other responses: (Continued...)

seymourduncan.com
Sonicstate synthsite
sonicstate.com (2 mentions)
steinberg.com ; propellerhead.se ;
craigslist.com
suicidegirls.com, apple.com
Sweetwater.com, AudioMidi.com, Same Day
Music.com
Tekserve.com
thewombforums.com
Various other guitar related sites
vintage king
Voxengo.com
vs planet (for roland vs users), kvr
WashingtonPost.com
wfmj.com, boingboing.com, yahoo.com,
metafilter.com
World Music
Yahoo
You missed KvR in your list!!!! Also MacJams
and iCompositions. How about Indaba?
youtube
youtube.com, macworld.com, apple.com

Q4. The category that best matches my type of company/profession is: Other responses:

Amateur
Amateur musician/hobbyist
Artist/Label Management & Music Distribution
Audio consultant
Audio Post Production
Audiovisual Consultant
Broadcast Engineer
Business services for arts related nonprofits
Commercial audio radio primary video growing
Commercial composer and producer
Corporate A/V production & Mastering

Day job of Information Technology for
Financial Company
Digital TV infrastructure systems and software
Education
Education and Engineering
Educational audio/video production
Electrical Contractor
Electrical engineer not associated with music
Equipment designer/manufacture
Fine art sound-based sculpture & installation
works
Full-time professional audio engineer,
producer, musician, composer
Fun
Funemployed
Higher Education
Hobbyist (2 mentions)
House of Worship
I play, teach & record
Independent artist/producer/self-
promoter/distributor
Inventory Specialist
IT
Mainly I am a wannabe with a lot of equipment
Manufacture
Manufacturing/Service
Mechanical engineering
Mobile DJ
Most of the above emphasizing composing and
audio post. No way to break it down further!
Multimedia producer and writer
Multimedia production and distribution
Music department at university
Music educator
Music journalist
Music photographer and studio columnist
Music publisher/musician/composer
Music publishing - song writing group
Music software
Music software developer

Music teacher (2 mentions)
Musician, composer, studio owner/op, audio
engineer, sound design
Musician, composer, voice announcer,
broadcast production, jingle producer
Non music industry
Non music related
One man band; loops, narration, production
mixing content
Optical engineer
Piano tuner-tech, sound tech, musician,
composer
PR - marketing - advertising
Pro Studio
Producer of music composition software
Producer, musician, composer, home studio
Producer/Composer/Educator/Engineer (trains
and sells studio time.)
Producer/Engineer/Musician/transcriptions/cha
rts w/private studio there are a lot of us
around, general music services types. I also
build and repair gear
producer/musician/composer
Semiconductor Manufacturing/Product
Architecture
Set decorator
Singer/songwriter
Software
Software design
Software development
Software engineer
Software programming
Songwriter/composer
Songwriting/ recording demos
Special education teacher
Studio recording production, full time session
musician, composer, engineer
Studio recording/musician/electronic repairs
Synthesist, author, historian, teacher, journalist,
& performer

Appendix A – Write-in Answers

Q4. The category that best matches my type of company/profession is: Other responses: (Continued...)

Talent buyer/booking/promotion
Teacher
Technical support for conservatory of music concerts
Territory manage
Theatrical sound design
Theatrical sound designer
Translation and documentation
University professor
Video game audio

Q5. What is your level of musical involvement? Other responses:

Arrange/Compose Music for Clients
Audio consultant
Audio educator
Audiovisual Consultant
AV Consultant and producer
Boom operator
Both Musician and Engineer
Compose computer-based music.
Composer Publisher Musician Music Editor
Composer--play organ in churches design and make custom music related gear.
Engineer, producer, composer
Engineer, Producer and Musician
Engineer/producer & custom music composer
Engineer/producer/musician
Full time
engineer/producer/songwriter/musician
Full time musician and producer/ engineer
Full time performer and teacher
Full time pro musician/engineer
Full time professional musician
Full-time fine artist, working with sound as substance.

Full-time professional audio engineer, producer, musician, composer
Give private drum lessons and help friends record demos in my studio.
Have played, produced and engineered professionally; currently programming full time, playing part-time
Hobbyist (3 mentions)
I like to buy a lot of shit.
Independent studio. I write and record my own music for Sale and Create sound for Commercials and do Mastering for other musicians
Instrument design, electronic musician
Lighting tech
Mix Engineer/producer/musician
Music educator and professional musician.
Music educator, work with musicians, and recreational
Music Educator/Prof. Musician/Theater Tech Manager
Music Publisher/Musician
Musician engineer producer studio owner
Musician, studio engineer, composer
Musician/composer, engineer, producer, mentor
Musician/teacher
Play some instruments and work with others
Post-Production
Producer, musician, project finance
Producer, writer, Engineer, Muscian
Professional lutenist
Professional Rock N' Roll Musician, Retired from gigs
Rec musician/home recording
Recording Studio Owner, Engineer, Producer, Musician.
Sales (3 mentions)
Solo
Somewhat all of the above

Songwriter/Composer
Sound Artist
Studio engineer and musician.
Studio Owner, Engineer, Multi-Instrumentalist
Translate recording/music product manuals; recreational musician

Q8. I receive the following print and/or digital publications: Other responses:

Acoustic Guitar (4 mentions)
Acoustic Guitar, Just Jazz Guitar
AES
American Songwriter (2 mentions)
ASCAP Playback
Broadcast Engineering, Sound & Communications
Church Production
Classic Drummer
Computer Music (8 mentions)
Computer Music Journal (MIT Press)
Computer Music, Remix, Music Tech
Computer musician
DJ times
Downbeat (2 mentions)
Downbeat, Jazziz, Jazz Times, JazzEd
Drum
Drum Head, Future Music, Computer Music
Drum Mag
DRUM!
DV mag, catalogs from most major companies selling pro gear.
DV, Videography, Videomaker
Entertainment Weekly
entertainment weekly, sweet twater publication etc
Film Music Monthly
Fingerstyle guitar, acoustic guitar, vintage guitar, bluegrass mag
Flatpicking Guitar, Acoustic Guitar, Musician
FOH

Appendix A – Write-in Answers

Q8. I receive the following print and/or digital publications: Other responses: (Continued...)

FOH
FOH, Live Sound
FOH, SVC, DV Event, eContent
Front of House (3 mentions)
Future Music (4 mentions)
Future Music, MacWorld
Guitar Player (2 mentions)
I used to get Mix magazine from you guys but for some reason they stopped. I think there may have been a forwarding error
I used to receive Remix, and I'm very sorry it's gone.
Jazz Times
Just jazz guitar
Live Sound
Live Sound Int, FOH, Drumhead, Post, Church Production, Making Music
Live Sound Intl (2 mentions)
Live Sound Intl., Remix, FOH
MacWorld (3 mentions)
Make
Many music education magazines
Many newsletters from music, magazine, and vendor sites
Menc trade journal
Millimeter (2 mentions)
MIT computer music journal
Mix (2 mentions)
Mojo (2 mentions)
Music Connection
Music Educators Journal
Music Educators National Conference Mag; International Musicians Union Newspaper
Music Ministry Magazine
Music Tech, Computer Music
Musican Union, IEEE,
Musictech
Newsweek

PC World
PC World, Popular Photography, Videomaker
Popular Photography
Post (2 mentions)
Premier Guitar (10 mentions)
Premier Guitar, American Rifleman, Guns & Ammo
Premier Guitar, Jazz Educator, MEJ
Premier Guitar, Keyboard, Sound & Lighting America
Premier Guitar/Vintage Guitar
Pro film industry mags
Remix (7 mentions)
Remix & Virtual Instruments
Rolling Stone (2 mentions)
Rolling Stone, Newsweek, Poular Photography
Science News
Scientific American
Share w/ friends
Sheet Music Magazine
Sound & Communications, Live Sound International
Sound and Communications
Sound International
Stereophile
Strings Magazine
Strings, ASTA magazine, Music Educators Journal
Teaching Music, SBO, The Instrumentalist.
Texas Music, Dirty Linen
The Instrumentalist
Various computer (mac specific)
Videography, Millimeter.....etc
Vintage Guitar
Vintage Guitar, Guitar Player, Accoustic Guitar
Vintage Guitar, Premier Guitar, Rolling Stone
Vintage Guitar/ The New Yorker
Virtual Instrument Magazine
Wired (2 mentions)
Worship Leader

Writers Digest, Popular Mechanics

Q9. Which of the following newsletters do you receive? Other responses:

ASCAP
Audio bytes, millimeter and HP
Audio Pro Intl, LSA Online, Church Production
Celebrity access
Digidesign Ezine
DONT REMEMBER
Downbeat
e-mu newsletter
Flatpicking Online
FOH
Guitar Center, Sweetwater,
Guitar Edge (2 mentions)
guitarplayer.com
Harmony Central, Sweetwater Gear, Musician's Friend, Guitar Center, Music123, BSW, zZounds
KORG/TOONTRACK
KVR Audio, M-Pulse
KVR, Sweetwater and computer related newsletters
KVRAudio News
Lighting & Sound America, SweetWater,
Modern Drummer
Mojo
Music Radar, Mac Music, Music Producer musurgia
NAB Smartbrief
Native instruments, soundsonline
None (11 mentions)
None of above
Premier Guitar
Scott Garigus (?)
Sheet Music
Shure Notes

Appendix A – Write-in Answers

Q9. Which of the following newsletters do you receive? Other responses:

SOSseSub, Backbeat Books, Sweetwater,
Mac/Life
Soundonsound
Stewart Macdonald tips
Studio Daily
Sweet Notes (From Sweetwater)
Sweetnotes
sweetnotes, zzounds, harmony-central
confidential, variety of others
Sweetwater (4 mentions)
Sweetwater and DiscMakers
Sweetwater in sync
Sweetwater News
Taxi
The instrumentalist
Too many to remember
We are listening
WFX
ZDNET (Daily)

Not
Not interested
Not sure I care
Paper Magazines
Print (5 mentions)
Print magazine coverage
Print media
Publications
Regular mail
Snail mail (2 mentions)
Standard email
U.S. mail
You Tube

Q10. How do you prefer to receive information about trade shows and industry events as they occur? Other responses:

Email (7 mentions)
Facebook (2 mentions)
I don't, I'd rather go looking
I know about the ones I care about, I'd prefer to
be left alone otherwise
I prefer to not receive them
If I happen to hear about it and its local.
In Electronic Musician Print
In print
Magazine (4 mentions)
Magazines and snail mail
Mail
MySpace/Facebook
None

Appendix B – Survey Instruments



Dear *Electronic Musician* Subscriber:

In an effort to learn more about you and your information needs, we would appreciate your participation in a very brief survey. The survey should take less than five minutes to complete.

Since the number of subscribers being contacted is small, your assistance is vital for us to achieve meaningful results. As always, all of the answers by our survey respondents will be kept strictly confidential and reported only in aggregate. Simply click the link below to begin:

[Take the Survey!](#)

Thank you for your participation in this survey, and thank you especially for reading *Electronic Musician*. Without your input and enthusiasm for our publication, we would not be able to provide the high level of industry coverage you've come to expect.

Sincerely,

Kristin Letourneau
Research Director
Electronic Musician

DRAWING—A \$50 AMAZON.COM GIFT CERTIFICATE

P.S. At the end of the survey, you may enter a drawing for one of four \$50 Amazon.com gift certificates. To view the rules and regulations regarding the drawing, please click on the following link: [Sweepstakes Rules](#)



Site Visitor Survey

After completing this brief survey, you may enter a drawing to win one of four \$50 Amazon.com gift certificates. Your answers will remain confidential, and be used only in combination with all other responses. You will never be contacted as a result of taking this survey - we will use the information to ensure we're providing the most relevant information for our visitors.

Q1 I visit the *Electronic Musician* Web site:

- Daily
- 3 - 4 times a week
- Weekly
- 2 - 3 times a month
- Monthly
- Less than once a month
- I have never visited the web site

Q2 I have used the *Electronic Musician* Web site to: (Select all that apply.)

- Read content from current issues of *Electronic Musician*
- Look for daily news
- Look for a specific advertiser
- Sign up for any of the *Electronic Musician* electronic newsletters
- View videos
- Forward or e-mail articles to a friend
- Click on a banner ad
- Read a blog
- Use online classifieds
- Listen to a podcast
- View archived webcasts
- Participate in discussion groups or forums
- None of the above
- Other (please specify below)

Q3 The Web sites I visit on a regular basis (at least monthly): *(Select all that apply.)*

- | | |
|---|---|
| <input type="checkbox"/> emusician.com | <input type="checkbox"/> harmony-central.com |
| <input type="checkbox"/> remixmag.com | <input type="checkbox"/> facebook.com |
| <input type="checkbox"/> prosoundnews.com | <input type="checkbox"/> myspace.com |
| <input type="checkbox"/> proaudioreview.com | <input type="checkbox"/> twitter.com |
| <input type="checkbox"/> tapeop.com | <input type="checkbox"/> sweetwater.com |
| <input type="checkbox"/> soundonsound.com | <input type="checkbox"/> guitarcenter.com |
| <input type="checkbox"/> eqmag.com | <input type="checkbox"/> gcpro.com |
| <input type="checkbox"/> millimeter.com | <input type="checkbox"/> fullcompass.com |
| <input type="checkbox"/> recordingmag.com | <input type="checkbox"/> bhphotovideo.com |
| <input type="checkbox"/> audiomedia.com | <input type="checkbox"/> musiciansfriend.com |
| <input type="checkbox"/> livesoundint.com | <input type="checkbox"/> zzounds.com |
| <input type="checkbox"/> livedesignonline.com | <input type="checkbox"/> Other (please specify below) |
| <input type="checkbox"/> gearslutz.com | |

Q4 The category that best matches my type of company/profession is:

- | | |
|--|--|
| <input type="radio"/> Studio recording/production | <input type="radio"/> Tape/disc manufacturing or duplication |
| <input type="radio"/> Musician | <input type="radio"/> Game production/Interactive media |
| <input type="radio"/> Composer | <input type="radio"/> Corporate audio/video production |
| <input type="radio"/> Independent engineer/producer | <input type="radio"/> DVD authoring |
| <input type="radio"/> Sound reinforcement | <input type="radio"/> Sound/video contracting |
| <input type="radio"/> Audio post-production for film/video | <input type="radio"/> Equipment design/acoustics |
| <input type="radio"/> Broadcast production | <input type="radio"/> Facility design/acoustics |
| <input type="radio"/> Remote recording | <input type="radio"/> Web audio production |
| <input type="radio"/> Audio production for film/video | <input type="radio"/> Equipment sales/rental |
| <input type="radio"/> Recording school or program | <input type="radio"/> Other (please specify below) |
| <input type="radio"/> Mastering | |

Q5 What is your level of musical involvement?

- | | |
|---|---|
| <input type="radio"/> Recreational musician | <input type="radio"/> Music educator |
| <input type="radio"/> Aspiring professional musician | <input type="radio"/> Music student |
| <input type="radio"/> Part-time professional musician | <input type="radio"/> Not a musician but work with musicians (e.g., engineer, producer) |
| <input type="radio"/> Full-time professional musician | <input type="radio"/> Other (please specify below) |

Q6 Which of the following recording and/or live-performance products do you (A) own/use and/or (B) plan to buy in the next 12 months

	(A) Own/Use	(B) Plan to buy
Headphone	<input type="checkbox"/>	<input type="checkbox"/>
Mixing consoles	<input type="checkbox"/>	<input type="checkbox"/>
Controllers	<input type="checkbox"/>	<input type="checkbox"/>
Microphones	<input type="checkbox"/>	<input type="checkbox"/>
Microphone preamps	<input type="checkbox"/>	<input type="checkbox"/>
Studio monitors	<input type="checkbox"/>	<input type="checkbox"/>
Live sound monitors	<input type="checkbox"/>	<input type="checkbox"/>
Reverb/multi-effects processors	<input type="checkbox"/>	<input type="checkbox"/>
Compressor/limiter/gate/expanders	<input type="checkbox"/>	<input type="checkbox"/>
Equalizers	<input type="checkbox"/>	<input type="checkbox"/>
DVD recorders	<input type="checkbox"/>	<input type="checkbox"/>
CD recorder/duplicators	<input type="checkbox"/>	<input type="checkbox"/>
Guitar amplifiers	<input type="checkbox"/>	<input type="checkbox"/>
Power amplifiers	<input type="checkbox"/>	<input type="checkbox"/>
Effects pedal/stomp boxes	<input type="checkbox"/>	<input type="checkbox"/>
Direct boxes	<input type="checkbox"/>	<input type="checkbox"/>
Patch bays	<input type="checkbox"/>	<input type="checkbox"/>
Soundproofing/acoustical materials	<input type="checkbox"/>	<input type="checkbox"/>
Instrument stand/case/racks	<input type="checkbox"/>	<input type="checkbox"/>
Portable Digital Studio (ex. Roland VS-2480, Korg D1200CD)	<input type="checkbox"/>	<input type="checkbox"/>
Synchronizers/time-code generators	<input type="checkbox"/>	<input type="checkbox"/>
Wireless systems	<input type="checkbox"/>	<input type="checkbox"/>
A/D Converters	<input type="checkbox"/>	<input type="checkbox"/>
Solid state or disk-based 2-track recorder	<input type="checkbox"/>	<input type="checkbox"/>
Modular hard-disk recorder (ex. Mackie HDR24/96, Tascam MX-2424, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
None of these	<input type="checkbox"/>	<input type="checkbox"/>

Q7 What is your approximate annual expenditure for music-related products?

- Less than \$1,000
- \$1,000 to 2,999
- \$3,000 to \$4,999
- \$5,000 to \$9,999
- \$10,000 to \$19,999
- \$20,000 or more

Q8 I receive the following print and/or digital publications: (Select all that apply.)

- Keyboard
- Electronic Musician
- EQ
- Recording
- Guitar Player
- Tape Op
- Mix
- Sound on Sound
- Guitar World
- Pro Audio Review
- Bass Player
- Pro Sound News
- Performing Songwriter
- Modern Drummer
- Other (please specify below)

Q9 Which of the following newsletters do you receive? (Select all that apply.)

- Emusician Xtra
- Transmissions
- MixLine
- MixLine Live
- ProSound News
- EQ Record Ready
- Guitar Player Frets
- Bass Player LIVE!
- Keyboard Key
- Recording Magazine Spotlight
- Live Design Wire
- Other (please specify below)

Q10 How do you prefer to receive information about trade shows and industry events as they occur? *(Select all that apply.)*

- Website
- E-newsletters
- Podcasts
- Videos
- Twitter
- Other (please specify below)

Q11 What type of computer do you use for audio production?

- PC
- Mac
- Both

Thank you for your input!

Please fill in your e-mail address to enter into a drawing for one of four \$50 Amazon.com gift certificates. Your email address will be used to contact you **ONLY** if you are chosen as a drawing winner.

Please click the "Submit" button below to complete the survey.