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**MIX**  
PROFESSIONAL AUDIO AND MUSIC PRODUCTION  
Site User Survey  
2009

- Investigation conducted exclusively for *Mix* magazine.
- Methodology, data collection and analysis by Penton Research.
- Data collected October 8, 2009 through October 16, 2009.
- Methodology conforms to accepted marketing research methods, practices and procedures.

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# Objectives & Methodology

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## 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 8, 2009, Penton Media e-mailed invitations to participate in an online survey to a total of 5,192 subscribers of *Mix*.

*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 *Mix*.

*Survey instruments*

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

## Sample Statistics

A.	Total mailing .....	5,192
B.	Bouncebacks/undeliverables .....	484
C.	Effective mailing (A-B) .....	4,708
D.	Completed surveys .....	169
E.	<b>Effective response rate</b> .....	<b>3.6%</b>



**Q1. I visit the Mix Web site:**

<b>Base = all respondents.</b>	<b>169</b>
<b>No reply</b>	1 0.6%
<b>Daily</b>	2 1.2%
<b>3 - 4 times a week</b>	4 2.4%
<b>Weekly</b>	20 11.8%
<b>2 - 3 times a month</b>	22 13.0%
<b>Monthly</b>	28 16.6%
<b>Less than once a month</b>	71 42.0%
<b>I have never visited the web site</b>	21 12.4%

**Q2. I have used the Mix Web site to:**

<b>Base = respondents who have visited the Mix web site; multiple answer.</b>	<b>148</b>
No reply	1 0.7%
Read content from current issues of Mix	95 64.2%
Access the story archive	73 49.3%
Watch videos	53 35.8%
Access Mix Guides	32 21.6%
Look for daily news	29 19.6%
Locate a specific advertiser	23 15.5%
View archived webcasts	20 13.5%
Access the Mix Master Directory	18 12.2%
Forward or e-mail articles to a friend	15 10.1%
Use online classifieds	13 8.8%
None of the above	11 7.4%
Listen to a podcast	9 6.1%
Sign up for any of the Mix electronic newsletters	8 5.4%
Subscribe to the newsletters	7 4.7%
Click on a banner ad	6 4.1%
Fill out product guide submission form	5 3.4%
Other (please specify below)	4 2.7%
Interact with others on the blogs/forum	1 0.7%

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

Base = respondents who have visited the Mix web site; multiple answer.	148
No reply	5 3.4%
facebook.com	82 55.4%
sweetwater.com	66 44.6%
myspace.com	53 35.8%
musiciansfriend.com	50 33.8%
gearsutz.com	48 32.4%
emusician.com	43 29.1%
guitarcenter.com	40 27.0%
soundonsound.com	34 23.0%
prosoundnews.com	31 20.9%
harmony-central.com	27 18.2%
bhphotovideo.com	26 17.6%
eqmag.com	24 16.2%
tapeop.com	22 14.9%
zzounds.com	20 13.5%
proaudioreview.com	18 12.2%
twitter.com	18 12.2%
fullcompass.com	18 12.2%
gcpro.com	16 10.8%
recordingmag.com	14 9.5%
Other (please specify below)	14 9.5%
remixmag.com	8 5.4%
livesoundint.com	8 5.4%
millimeter.com	5 3.4%
audiomedia.com	5 3.4%
livedesignonline.com	1 0.7%

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

Base = respondents who have visited the Mix site.	148
No reply	2 1.4%
Studio recording/production	51 34.5%
Independent engineer/producer	18 12.2%
Music composition/performance	17 11.5%
Sound reinforcement	9 6.1%
Other (please specify below)	9 6.1%
Audio post-production for film/video	8 5.4%
Facility design/acoustics	6 4.1%
Recording school or program	5 3.4%
Equipment sales/rental	5 3.4%
Broadcast production	4 2.7%
Audio production for film/video	4 2.7%
Mastering	3 2.0%
Sound/video contracting	3 2.0%
Remote recording	2 1.4%
Corporate audio/video production	2 1.4%
Tape/disc manufacturing or duplication	- -
Game production/Interactive media	- -
DVD authoring	- -
Equipment design	- -
Web audio production	- -

**Q5. My primary job title or function is:**

<b>Base = respondents who have visited the Mix site.</b>	<b>148</b>
No reply	1 0.7%
Owner	51 34.5%
Studio engineer/mixer	28 18.9%
Musician/artist	20 13.5%
Other (please specify below)	9 6.1%
Producer	8 5.4%
Manager	8 5.4%
Live sound engineer/mixer	7 4.7%
Educator	5 3.4%
Audio editor for film/video	4 2.7%
Designer/acoustics	4 2.7%
Technician	3 2.0%
Other, specify	- -

**Q6. I specify, recommend, approve, purchase or influence the purchase of:**

<b>Base = respondents who have visited the Mix web site; multiple answer.</b>	<b>148</b>
No reply	2 1.4%
Microphones	129 87.2%
Studio monitors	113 76.4%
Cables and connectors	112 75.7%
Mic preamps	107 72.3%
Signal processing hardware/software	102 68.9%
Equalizers	102 68.9%
Compressor/limiter/gate/expanders	100 67.6%
Mixing Consoles	96 64.9%
Reverb/multi-effects processors	96 64.9%
DAWs	95 64.2%
Power amplifiers	88 59.5%
Acoustical materials	87 58.8%
A/D Converters	85 57.4%
DAW controllers	79 53.4%
Patch bays	79 53.4%
Hard disk/network storage	79 53.4%
Software-based instruments	70 47.3%
CD recorder/duplicators	67 45.3%
Controllers	63 42.6%
Sound effects/music libraries	60 40.5%
Sequencing/scoring software	59 39.9%
DVD recorders	59 39.9%
Measurement/testing equipment	54 36.5%
Live sound monitors	51 34.5%
Surround monitor systems	39 26.4%
Other (please specify below)	15 10.1%

**Q7.The approximate number of people employed by my entire company is:**

<b>Base = respondents who have visited the Mix site.</b>	<b>148</b>
<b>No reply</b>	6 4.1%
<b>1 - 4</b>	92 62.2%
<b>5 - 9</b>	21 14.2%
<b>10 - 19</b>	11 7.4%
<b>20 - 49</b>	5 3.4%
<b>50 - 99</b>	1 0.7%
<b>100 - 249</b>	2 1.4%
<b>250 - 499</b>	2 1.4%
<b>500 - 999</b>	- -
<b>1,000 - 2,499</b>	5 3.4%
<b>2,500 - 4,999</b>	1 0.7%
<b>5,000 or more</b>	2 1.4%
<b>Mean</b>	172
<b>Median</b>	3

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

**Q8. What is your approximate annual expenditure for music-related products?**

<b>Base = respondents who have visited the Mix site.</b>	<b>148</b>
No reply	5 3.4%
Less than \$2,500	17 11.5%
\$2,500 to \$4,999	24 16.2%
\$5,000 to \$9,999	37 25.0%
\$10,000 to \$24,999	30 20.3%
\$25,000 to \$49,999	14 9.5%
\$50,000 to \$99,999	8 5.4%
\$100,000 to \$249,999	6 4.1%
\$250,000 or more	7 4.7%
Mean	33837
Median	7500

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

**Q9. I receive the following print and/or digital publications:**

<b>Base = respondents who have visited the Mix web site; multiple answer.</b>	<b>148</b>
No reply	13 8.8%
Electronic Musician	93 62.8%
EQ	61 41.2%
ProSound News	47 31.8%
Tape Op	40 27.0%
Pro Audio Review	30 20.3%
Sound On Sound	23 15.5%
Recording	15 10.1%
Other (please specify below)	14 9.5%
Live Sound International	13 8.8%
Audio Media	12 8.1%
Live Design	8 5.4%

**Q10. Which of the following newsletters do you receive?**

<b>Base = respondents who have visited the Mix web site; multiple answer.</b>	<b>148</b>
<b>No reply</b>	61 41.2%
<b>MixLine</b>	75 50.7%
<b>Emusician Xtra</b>	34 23.0%
<b>ProSound News</b>	30 20.3%
<b>MixLine Live</b>	21 14.2%
<b>EQ Record Ready</b>	9 6.1%
<b>Live Design Wire</b>	9 6.1%
<b>Transmissions</b>	7 4.7%
<b>Recording Magazine Spotlight</b>	5 3.4%
<b>Other (please specify below)</b>	3 2.0%

Q11. How do you prefer to receive information about trade shows and industry events as they occur?

<b>Base = respondents who have visited the Mix web site; multiple answer.</b>	<b>148</b>
No reply	5 3.4%
E-newsletters	97 65.5%
Website	76 51.4%
Videos	16 10.8%
Podcasts	6 4.1%
Twitter	4 2.7%
Other (please specify below)	3 2.0%

Q12. What type of computer do you use for audio production?

<b>Base = respondents who have visited the Mix site.</b>	<b>148</b>
No reply	1 0.7%
Mac	63 42.6%
PC	49 33.1%
Both	35 23.6%

## Appendix A – Write-in Answers

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### **Q2. I have used the Mix Web site to: Other responses:**

Archived stories from past issues  
Check my web ads for Five Towns College  
Look at gear reviews  
Look for training centers - education information.  
Research a specific product

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

bassplayer.tv  
BSW  
duc.digidesign.com, forums.mackie.com  
linkedin, studio daily  
Many pub and radio station web sites  
Music123.com  
Myspace 4x a day  
novamusik  
paudio.com  
prodigypro.com, ebay, craigslist, recording.org  
johnsayers.com  
prosoundweb.com  
Recording Consoles of the 20th Century  
waves.com , act.co.il  
www.craigslist.com

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

College for Music Media, Education and the Performing Arts  
Label  
Management consulting  
Recording and Archiving Audio  
Songwriter/Composer  
Student recording/production cert.  
Studio recording/electronic repair/musician  
University  
University; event support

### **Q5. My primary job title or function is: Other responses:**

Advertising Administrator  
Audio Systems Engineer  
Consultant  
Marketing Manager, VocalBooth.com, Inc  
Operations Manager  
Remote engineer/mixer  
Songwriter/Composer  
Student  
Studio Manager/Head Engineer

### **Q6. I specify, recommend, approve, purchase or influence the purchase of: Other responses:**

Advertising of all forms, print, web, radio, etc.  
Anything related to marketing  
Computers, Guitars, Keyboards, Instructional Materials etc.  
Do not specify equipment  
Everything  
Everything we buy  
EVERYTHING!  
Interface  
Lighting  
Lighting, etc  
Musical instruments, electronic and acoustic  
Personal: mics, computer interface, software, headphones  
Video systems and equipment

### **Q9. I receive the following print and/or digital publications: Other responses:**

Brandon Drury-Home Recording,  
Broadcast Engineering  
FOH  
FOH, Mix  
Guitar Player, Guitar World, XLR8R,  
Keyboard, Future Music, Computer Music  
Keyboard

Many music, audio, guitar, film, theatre, etc...  
Mix (6 mentions)  
Mix, Keyboard, Guitar Player, Church  
Production, Resolution, Premier Guitar  
Post, Studio Daily  
Premiere Guitar, Guitar Xtra  
Resolution  
Technologies for Worship  
Vintage Guitar, Premier Guitar

### **Q10. Which of the following newsletters do you receive? Other responses:**

AudioMidi.com and nearly every online store,  
AES, ASCAP  
Many  
None

### **Q11. How do you prefer to receive information about trade shows and industry events as they occur?**

Email from Mix  
Facebook  
Print

## Appendix B – Survey Instruments

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Dear *Mix* 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 *Mix*. 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  
*Mix*

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 *Mix* 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 *Mix* Web site to:** *(Select all that apply.)*

- Read content from current issues of Mix
- Access the story archive
- Subscribe to the newsletters
- Watch videos
- Interact with others on the blogs/forum
- Access Mix Guides
- Locate a specific advertiser
- View archived webcasts
- Access the Mix Master Directory
- Look for daily news
- Sign up for any of the Mix electronic newsletters
- Forward or e-mail articles to a friend
- Click on a banner ad
- Use online classifieds
- Listen to a podcast
- Fill out product guide submission form
- 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"/> Music composition/performance        | <input type="radio"/> Game production/Interactive media      |
| <input type="radio"/> Independent engineer/producer        | <input type="radio"/> Corporate audio/video production       |
| <input type="radio"/> Sound reinforcement                  | <input type="radio"/> DVD authoring                          |
| <input type="radio"/> Audio post-production for film/video | <input type="radio"/> Sound/video contracting                |
| <input type="radio"/> Broadcast production                 | <input type="radio"/> Equipment design                       |
| <input type="radio"/> Remote recording                     | <input type="radio"/> Facility design/acoustics              |
| <input type="radio"/> Audio production for film/video      | <input type="radio"/> Web audio production                   |
| <input type="radio"/> Recording school or program          | <input type="radio"/> Equipment sales/rental                 |
| <input type="radio"/> Mastering                            | <input type="radio"/> Other (please specify below)           |

**Q5 My primary job title or function is:**

- |   |  |
|---|--|
| <input type="radio"/> Owner                     | <input type="radio"/> Technician                   |
| <input type="radio"/> Studio engineer/mixer     | <input type="radio"/> Educator                     |
| <input type="radio"/> Live sound engineer/mixer | <input type="radio"/> Audio editor for film/video  |
| <input type="radio"/> Musician/artist           | <input type="radio"/> Designer/acoustics           |
| <input type="radio"/> Producer                  | <input type="radio"/> Other, specify               |
| <input type="radio"/> Manager                   | <input type="radio"/> Other (please specify below) |

**Q6 I specify, recommend, approve, purchase or influence the purchase of:** *(Select all that apply.)*

- |  |  |
|--|--|
| <input type="checkbox"/> Cables and connectors   | <input type="checkbox"/> Signal processing hardware/software |
| <input type="checkbox"/> DAWs                    | <input type="checkbox"/> Software-based instruments          |
| <input type="checkbox"/> DAW controllers         | <input type="checkbox"/> Sequencing/scoring software         |
| <input type="checkbox"/> Microphones             | <input type="checkbox"/> Reverb/multi-effects processors     |
| <input type="checkbox"/> Mic preamps             | <input type="checkbox"/> Compressor/limiter/gate/expanders   |
| <input type="checkbox"/> CD recorder/duplicators | <input type="checkbox"/> Equalizers                          |
| <input type="checkbox"/> Power amplifiers        | <input type="checkbox"/> DVD recorders                       |
| <input type="checkbox"/> Acoustical materials    | <input type="checkbox"/> Patch bays                          |
| <input type="checkbox"/> Studio monitors         | <input type="checkbox"/> Sound effects/music libraries       |
| <input type="checkbox"/> Live sound monitors     | <input type="checkbox"/> Measurement/testing equipment       |
| <input type="checkbox"/> Mixing Consoles         | <input type="checkbox"/> Hard disk/network storage           |
| <input type="checkbox"/> Controllers             | <input type="checkbox"/> Surround monitor systems            |
| <input type="checkbox"/> A/D Converters          | <input type="checkbox"/> Other (please specify below)        |

**Q7 The approximate number of people employed by my entire company is:**

- 1 - 4
- 5 - 9
- 10 - 19
- 20 - 49
- 50 - 99
- 100 - 249
- 250 - 499
- 500 - 999
- 1,000 - 2,499
- 2,500 - 4,999
- 5,000 or more

**Q8 What is your approximate annual expenditure for music-related products?**

- Less than \$2,500
- \$2,500 to \$4,999
- \$5,000 to \$9,999
- \$10,000 to \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$249,999
- \$250,000 or more

**Q9 I receive the following print and/or digital publications:** *(Select all that apply.)*

- Electronic Musician
- ProSound News
- Pro Audio Review
- Tape Op
- EQ
- Audio Media
- Recording
- Sound On Sound
- Live Sound International
- Live Design
- Other (please specify below)

**Q10 Which of the following newsletters do you receive?** *(Select all that apply.)*

- MixLine
- MixLine Live
- Emusician Xtra
- Transmissions
- ProSound News
- EQ Record Ready
- Recording Magazine Spotlight
- Live Design Wire
- Other (please specify below)

**Q11 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)

**Q12 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.