

## MEDIA USAGE AND INFLUENCE



Please describe your relationship to each of the following music-related magazines.

Title	Read	Currently subscribe	Used to subscribe	Purchase individual issues	Read but do not purchase	Do not read	Don't know/Not sure
Acoustic Guitar	81%	53%	10%	14%	14%	8%	1%
Guitar World	36%	6%	6%	17%	13%	51%	7%
Guitar Player	35%	7%	13%	13%	15%	46%	6%
Fretboard Journal	29%	6%	3%	9%	13%	62%	7%
Premier Guitar	28%	8%	2%	7%	13%	62%	8%
Vintage Guitar	27%	5%	3%	11%	11%	63%	8%
Guitar Aficionado	21%	2%	1%	11%	9%	69%	8%
Flatpicking Guitar	11%	1%	3%	3%	7%	78%	8%
Classical Guitar	8%	1%	0%	2%	5%	83%	9%
Guitarmaker	7%	1%	1%	2%	4%	82%	10%
Soundboard	5%	0%	0%	1%	3%	85%	10%

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Through which of these media platforms have you connected with Acoustic Guitar during the past 12 months?

Platform	Print	Tablet	Website	Daily e-News	Weekly e-News	Facebook	YouTube	All
In print	<b>100%</b>	70%	64%	74%	74%	44%	54%	52%
On a tablet	27%	<b>100%</b>	24%	26%	29%	16%	28%	20%
On the website	75%	74%	<b>100%</b>	84%	81%	65%	83%	61%
Through daily e-news	39%	36%	38%	<b>100%</b>	52%	21%	30%	27%
Through weekly e-news	54%	55%	50%	72%	<b>100%</b>	33%	47%	38%
On Facebook	43%	40%	54%	40%	44%	<b>100%</b>	67%	51%
On YouTube	34%	46%	44%	35%	40%	43%	<b>100%</b>	33%

About how often do you expect to connect with Acoustic Guitar through these different channels in the coming 12 months?

	% who expect to connect	Number of times
In print	50%	35.0
On a tablet	30%	24.8
On the website	61%	38.8
Through daily e-news	51%	82.7
Through weekly e-news	49%	132.7
On Facebook	52%	46.2
On YouTube	51%	34.7

## MEDIA USAGE AND INFLUENCE



ACOUSTIC GUITAR MAGAZINE (PRINT ONLY)

*Which of the following statements best describes your relationship to Acoustic Guitar Magazine?*

I currently subscribe	60%
I sometimes buy individual issues at a store	15%
I used to subscribe, but not at this time	11%
I read the magazine, but do not purchase it	8%
I regularly buy individual issues at a store	6%
Total	100%

*How much time do you normally spend reading an issue of Acoustic Guitar? (Count all times you pick up an issue.)*

	<i>% who spend this much time</i>	<i>Cumulative %</i>
Less than 30 minutes	9%	100%
30 to 59 minutes	22%	91%
1 to 1½ hours	26%	69%
1½ to 2 hours	14%	43%
2 to 2½ hours	10%	29%
2½ to 3 hours	13%	19%
Other	6%	6%
Total	100%	

Average minutes spent with issue 91  
 % who spend one hour or more with each issue 69%

## MEDIA USAGE AND INFLUENCE



*What do you do with your copies of Acoustic Guitar after you are finished reading them?*

Save issues for future reference	75%
Clip/copy articles of interest	13%
Lend/give to others	12%
Discard/recycle	12%
Place in a public area	3%
Other	3%

*How many people, not including yourself, view your copies of Acoustic Guitar? Please include family members, friends, students, band mates, and others.*

Average number of additional viewers	1.0
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*Which of the following actions have you taken in the past 12 months as a result of seeing an advertisement in Acoustic Guitar?*

Visit an advertiser's website	65%
Enter a giveaway or contest	60%
Visit an online retailer	59%
Be inspired to try something completely new	48%
Visit a retailer to try out or examine a product	45%
Discuss an advertised product or service with someone else	39%
Sign up for a newsletter or online service	39%
Purchase an advertised product	36%
Contact an advertiser for more information	29%
Save an ad for future reference	23%
Recommend an advertised product or company to someone else	20%
Refer to an advertisement when purchasing musical instruments or music-related products	18%
Other	3%

*In the past 12 months, how many times have you purchased a product from a company or individual who advertises in Acoustic Guitar?*

0	12%
1	17%
2	18%
3	15%
4	5%
5 or more	9%
Don't know/not sure	24%
Average number of purchases	2.1
% making one or more purchases	88%

## MEDIA USAGE AND INFLUENCE



To what extent do you agree with each of the following statements about Acoustic Guitar Magazine?

	Strongly agree or Agree	Strongly agree	Agree	Neutral	Disagree	Don't know/not sure
It gives me reliable information about new instruments, accessories, and other products.	95%	50%	45%	4%	0%	1%
It helps me become a better guitarist.	83%	33%	50%	15%	1%	1%
It tells me about up-and-coming artists I should be aware of.	77%	27%	50%	21%	1%	2%
It keeps me up to date about the artists I know and admire.	71%	24%	48%	24%	2%	2%
It's the best guitar-related publication on the market.	66%	30%	36%	24%	3%	7%
It helps me learn the songs I want to play.	57%	15%	42%	35%	7%	0%

To what extent do you agree with each of the following statements about AcousticGuitar.com?

	Strongly agree or Agree	Strongly agree	Agree	Neutral	Disagree	Don't know/not sure
It gives me reliable information about new instruments, accessories, and other products.	83%	38%	45%	10%	0%	7%
It helps me become a better guitarist.	71%	24%	47%	20%	3%	6%
It tells me about up-and-coming artists I should be aware of.	64%	20%	43%	27%	1%	9%
It keeps me up to date about the artists I know and admire.	60%	16%	43%	29%	1%	10%
It helps me learn the songs I want to play.	49%	15%	34%	35%	8%	8%
It's the best guitar-related website on the market.	48%	17%	30%	32%	5%	16%