

MEDIA USAGE AND INFLUENCE

CLASSICAL GUITAR

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

<i>Title</i>	<i>Read</i>	<i>Currently subscribe</i>	<i>Used to subscribe</i>	<i>Purchase individual issues</i>	<i>Read but do not purchase</i>	<i>Do not read</i>	<i>Don't know/Not sure</i>
Classical Guitar	88%	72%	5%	8%	8%	5%	2%
Acoustic Guitar	45%	25%	19%	15%	5%	32%	4%
Soundboard	34%	21%	8%	4%	9%	53%	5%
Guitar World	33%	5%	6%	16%	12%	58%	3%
Fretboard Journal	28%	8%	4%	8%	11%	63%	6%
Guitarmaker	21%	4%	4%	6%	11%	71%	4%
Guitar Aficionado	20%	2%	2%	6%	12%	69%	10%
Premier Guitar	21%	9%	1%	3%	9%	73%	6%
Vintage Guitar	19%	3%	1%	5%	12%	74%	6%
Flatpicking Guitar	10%	1%	3%	4%	4%	79%	7%
Guitar Player	8%	1%	0%	1%	6%	83%	10%

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

<i>Platform</i>	<i>All</i>
In print	66%
On a tablet	18%
On the website	48%
Through weekly e-news	58%
On Facebook	31%

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

	<i>% who expect to connect</i>	<i>Average annual frequency</i>
In print	77%	22.2
On a tablet	44%	15.1
On the website	84%	18.1
Through weekly e-news	85%	46.9
On Facebook	52%	55.2

CLASSICAL GUITAR MAGAZINE (PRINT ONLY)

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

I currently subscribe	81%
I sometimes buy individual issues at a store	7%
I read the magazine, but do not purchase it	7%
I used to subscribe, but not at this time	2%
I regularly buy individual issues at a store	2%
Total	100%

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

	<i>% who spend this much time</i>	<i>Cumulative %</i>
Less than 30 minutes	6%	100%
30 to 59 minutes	26%	94%
1 to 1½ hours	25%	67%
1½ to 2 hours	18%	42%
2 to 2½ hours	12%	24%
2½ to 3 hours	9%	12%
Other	2%	2%
Total	100%	

Average minutes spent with issue	87
% who spend one hour or more with each issue	67%

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

Save issues for future reference	65%
Clip/copy articles of interest	6%
Lend/give to others	10%
Discard/recycle	4%
Place in a public area	14%
Other	6%

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

Average number of additional viewers	0.9
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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 Classical Guitar?

Visit an advertiser's website	53%
Visit an online retailer	46%
Be inspired to try something completely new	27%
Purchase an advertised product	26%
Discuss an advertised product or service with someone else	24%
Sign up for a newsletter or online service	23%
Contact an advertiser for more information	21%
Save an ad for future reference	20%
Enter a giveaway or contest	18%
Visit a retailer to try out or examine a product	13%
Recommend an advertised product or company to someone else	12%
Refer to an advertisement when purchasing musical instruments or music-related products	12%
Other, please specify View individual responses to this question	3%

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

0	24%
1	18%
2	18%
3	11%
4	4%
5 or more	4%
Don't know/not sure	21%
Average number of purchases	1.5
% making one or more purchases	76%

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

	<i>Strongly agree or</i>					<i>Disagree</i>	<i>Don't know/not sure</i>
	<i>Agree</i>	<i>Strongly agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>		
It tells me about up-and-coming artists I should be aware of.	85%	28%	56%	12%	1%	2%	
It gives me reliable information about new instruments, accessories, and other products.	83%	32%	51%	12%	2%	4%	
It keeps me up to date about the artists I know and admire.	81%	32%	49%	15%	2%	3%	
It helps me become a better guitarist.	48%	13%	35%	36%	12%	4%	
It's the best guitar-related publication on the market.	47%	20%	27%	35%	10%	8%	
It helps me learn the music I want to play.	33%	11%	22%	41%	22%	4%	

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

	<i>Strongly agree or</i>					<i>Disagree</i>	<i>Don't know/not sure</i>
	<i>Agree</i>	<i>Strongly agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>		
It gives me reliable information about new instruments, accessories, and other products.	75%	23%	52%	14%	2%	9%	
It tells me about up-and-coming artists I should be aware of.	74%	21%	52%	17%	1%	9%	
It keeps me up to date about the artists I know and admire.	72%	23%	49%	18%	1%	9%	
It helps me become a better guitarist.	41%	11%	30%	40%	11%	8%	
It helps me learn the music I want to play.	33%	11%	22%	44%	14%	9%	
It's the best guitar-related site on the web.	31%	14%	17%	44%	13%	12%	