

## MEDIA USAGE AND INFLUENCE

# STRINGS

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
Strings	64%	33%	14%	8%	24%	17%	4%
The Strad	45%	7%	9%	12%	26%	4%	7%
American String Teacher	16%	8%	5%	1%	6%	70%	9%
Fiddler	12%	1%	3%	4%	6%	8%	9%

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

Platform	Print	Tablet	Website	Weekly e-News	Facebook	YouTube	All
In print	<b>100%</b>	37%	48%	56%	31%	46%	37%
On a tablet	9%	<b>100%</b>	21%	19%	15%	25%	16%
On the website	34%	59%	<b>100%</b>	68%	44%	68%	46%
Through weekly e-news	27%	37%	46%	<b>100%</b>	23%	43%	31%
On Facebook	30%	62%	63%	48%	<b>100%</b>	78%	65%
On YouTube	11%	25%	24%	22%	20%	<b>100%</b>	16%

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

	<i>% who expect to connect</i>	<i>Average annual frequency</i>
In print	48%	20.4
On a tablet	35%	31.2
On the website	68%	20.1
Through daily e-news	67%	94.1
On Facebook	57%	35.6
On YouTube	52%	19.7

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### STRINGS MAGAZINE (PRINT ONLY)

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

I currently subscribe	47%
I read the magazine, but do not purchase it	26%
I used to subscribe, but not at this time	14%
I sometimes buy individual issues at a store	12%
I regularly buy individual issues at a store	1%
Total	100%

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

	<i>% who spend this much time</i>	<i>Cumulative %</i>
Less than 30 minutes	21%	100%
30 to 59 minutes	39%	79%
1 to 1½ hours	20%	40%
1½ to 2 hours	12%	20%
2 to 2½ hours	3%	7%
2½ to 3 hours	4%	5%
Other	1%	1%
Total	100%	
Average minutes spent with issue	60	
% who spend one hour or more with each issue	40%	

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

Save issues for future reference	61%
Lend/give to others	25%
Clip/copy articles of interest	14%
Discard/recycle	13%
Place in a public area	7%
Other	6%

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

Average number of additional viewers	2.3
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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 Strings?*

Visit an advertiser's website	54%
Visit an online retailer	43%
Be inspired to try something completely new	38%
Discuss an advertised product or service with someone else	33%
Enter a giveaway or contest	28%
Purchase an advertised product	28%
Save an ad for future reference	27%
Sign up for a newsletter or online service	17%
Contact an advertiser for more information	15%
Visit a retailer to try out or examine a product	15%
Recommend an advertised product or company to someone else	14%
Refer to an advertisement when purchasing musical instruments or music-related products	12%
Other	2%

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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 Strings?*

0	23%
1	14%
2	15%
3	7%
4	4%
5 or more	3%
Don't know/not sure	33%
Average number of purchases	1.4
% making one or more purchases	77%

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To what extent do you agree with each of the following statements about Strings 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.	88%	39%	49%	8%	1%	3%
It keeps me up to date about the artists I know and admire.	82%	38%	44%	15%	2%	2%
It tells me about up-and-coming artists I should be aware of.	79%	30%	49%	17%	1%	2%
It helps me become a better string player.	73%	32%	41%	20%	3%	3%
It's the best string-related publication on the market.	50%	23%	27%	31%	5%	14%
It helps me learn the music I want to play.	43%	17%	26%	41%	11%	4%

To what extent do you agree with each of the following statements about AllThingsStrings.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.	69%	27%	42%	13%	0%	18%
It keeps me up to date about the artists I know and admire.	65%	22%	42%	17%	2%	17%
It tells me about up-and-coming artists I should be aware of.	62%	23%	38%	19%	1%	18%
It helps me become a better string player.	57%	21%	36%	22%	4%	17%
It helps me learn the music I want to play.	39%	17%	23%	35%	8%	18%
It's the best string-related site on the web.	38%	15%	23%	33%	4%	25%