

MEDIA USAGE AND INFLUENCE

Ukulele

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>
Acoustic Guitar	27%	7%	6%	12%	7%	64%	3%
Guitar Player	17%	1%	3%	9%	6%	76%	5%
Guitar World	13%	2%	1%	5%	6%	81%	5%
Premier Guitar	9%	2%	0%	3%	4%	85%	6%
Guitar Aficionado	8%	0%	0%	2%	7%	85%	6%
Flatpicking Guitar	7%	1%	1%	3%	3%	87%	6%

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

<i>Platform</i>	<i>Print</i>	<i>Tablet</i>	<i>Website</i>	<i>Weekly e-News</i>	<i>Facebook</i>	<i>YouTube</i>	<i>All</i>
In print	100%	59%	57%	68%	56%	59%	57%
On a tablet	37%	100%	36%	37%	37%	47%	35%
On the website	64%	65%	100%	72%	70%	74%	63%
Through weekly e-news	64%	56%	61%	100%	57%	67%	54%
On Facebook	37%	39%	42%	40%	100%	55%	38%
On YouTube	30%	38%	34%	36%	41%	100%	29%

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

	<i>% who expect to connect</i>	<i>Average annual frequency</i>
In print	75%	17.5
On a tablet	59%	20.6
On the website	89%	23.0
Through weekly e-news	68%	44.5
On Facebook	85%	39.2
On YouTube	76%	24.0

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UKULELE MAGAZINE (PRINT ONLY)

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

I currently subscribe	67%
I regularly buy individual issues at a store	15%
I used to subscribe, but not at this time	11%
I sometimes buy individual issues at a store	5%
I read the magazine, but do not purchase it	2%
Total	100%

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

	<i>% who spend this much time</i>	<i>Cumulative %</i>
Less than 30 minutes	10%	100%
30 to 59 minutes	32%	90%
1 to 1½ hours	20%	58%
1½ to 2 hours	17%	38%
2 to 2½ hours	7%	21%
2½ to 3 hours	9%	14%
Other	5%	5%
Total	100%	

Average minutes spent with issue	81
% who spend one hour or more with each issue	58%

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The logo for 'Ukulele' is written in a stylized, cursive, black font.

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

Save issues for future reference	74%
Clip/copy articles of interest	8%
Lend/give to others	12%
Discard/recycle	4%
Place in a public area	4%
Other	7%

How many people, not including yourself, view your copies of Ukulele? 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 Ukulele?

Visit an advertiser's website	65%
Enter a giveaway or contest	56%
Visit an online retailer	55%
Be inspired to try something completely new	45%
Sign up for a newsletter or online service	43%
someone else	30%
Contact an advertiser for more information	28%
Visit a retailer to try out or examine a product	27%
Purchase an advertised product	23%
Save an ad for future reference	21%
Refer to an advertisement when purchasing musical instruments or music-related products	14%
Recommend an advertised product or company to someone else	13%
Other	3%

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

0	24%
1	20%
2	18%
3	5%
4	6%
5 or more	3%
Don't know/not sure	25%
Average number of purchases	1.4
% making one or more purchases	76%

MEDIA USAGE AND INFLUENCE



To what extent do you agree with each of the following statements about Ukulele 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.	85%	37%	48%	9%	0%	5%
aware of.	82%	28%	55%	12%	1%	4%
admire.	77%	29%	47%	17%	1%	5%
It's the best ukulele-related publication on the market.	75%	46%	29%	14%	0%	11%
It helps me become a better ukulele player.	75%	28%	47%	20%	0%	5%
It helps me learn the songs I want to play.	57%	22%	35%	34%	5%	5%

To what extent do you agree with each of the following statements about UkuleleMag.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.	75%	30%	45%	12%	0%	13%
aware of.	68%	23%	45%	16%	1%	15%
admire.	64%	23%	41%	20%	1%	15%
It helps me become a better ukulele player.	62%	22%	40%	21%	2%	15%
It's the best ukulele-related website on the market.	54%	30%	23%	24%	4%	18%
It helps me learn the songs I want to play.	48%	18%	29%	31%	6%	15%