



## Interstitial Survey 2008

- Investigation conducted exclusively for Remix.
- Methodology, data collection and analysis by Penton Research.
- Data collected November 18, 2008, through December 8, 2008.
- 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. Obtain basic demographics of Web site visitors
2. Determine purchase involvement of Web site visitors.
3. Assess use of the Remix Web site (remixmag.com).

### Methodology

e-mail Survey.

*Sample framework*

On November 18, 2008, Penton Media posted an interstitial survey on the Remix Web site.

*Response motivation*

To encourage prompt response and increase the response rate overall, a drawing was held for one of four \$50 Amazon.com gift certificates.

*Survey instruments*

A copy of the questionnaire is included in Appendix B.

## Data Tables

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Q1. What do you consider to be your primary musical activity?

<b>Base = all respondents.</b>	126
<b>No reply</b>	- -
<b>Artist/Musician</b>	40 31.7%
<b>DJ/Turntablist</b>	30 23.8%
<b>Engineer</b>	17 13.5%
<b>Music Enthusiast</b>	14 11.1%
<b>Producer</b>	20 15.9%
<b>Other (see Appendix A)</b>	5 4.0%

**Q2. What do you consider to be your secondary musical activities?**

<b>Base = all respondents; multiple answer.</b>	126
<b>No reply</b>	3 2.4%
<b>Producer</b>	50 39.7%
<b>Artist/Musician</b>	38 30.2%
<b>Music Enthusiast</b>	34 27.0%
<b>Engineer</b>	29 23.0%
<b>DJ/Turntablist</b>	22 17.5%
<b>Other (see Appendix A)</b>	7 5.6%

Q3. I specify, recommend, approve, purchase or influence the purchase of:

<b>Base = all respondents; multiple answer.</b>	126
<b>No reply</b>	- -
<b>Recording products</b>	83 65.9%
<b>Personal computers</b>	82 65.1%
<b>Musical instruments</b>	79 62.7%
<b>Vinyl/CDs</b>	62 49.2%
<b>Recording media</b>	56 44.4%
<b>Live performance products</b>	54 42.9%
<b>DJ/Turntablist products</b>	47 37.3%
<b>None of the above</b>	9 7.1%
<b>Other (see Appendix A)</b>	5 4.0%

**Q4. Where do you purchase musical equipment, instruments, or recording equipment?**

<b>Base = all respondents; multiple answer.</b>	126
<b>No reply</b>	3 2.4%
<b>Guitar Center</b>	64 50.8%
<b>Local independent music store</b>	52 41.3%
<b>eBay</b>	41 32.5%
<b>Musician's Friend</b>	40 31.7%
<b>Other (see Appendix A)</b>	40 31.7%
<b>Sweetwater Sound</b>	36 28.6%
<b>Sam Ash</b>	34 27.0%
<b>Best Buy</b>	26 20.6%
<b>Full Compass</b>	7 5.6%
<b>Nova Musik</b>	6 4.8%
<b>Platinum Records</b>	3 2.4%

**Q5. I visit the Remix Web site (remixmag.com):**

<b>Base = all respondents.</b>	126
<b>No reply</b>	- -
<b>Daily</b>	7 5.6%
<b>3 - 4 times a week</b>	12 9.5%
<b>Weekly</b>	25 19.8%
<b>2 - 3 times a month</b>	11 8.7%
<b>Monthly</b>	19 15.1%
<b>Less than once a month</b>	52 41.3%

Q6. I have used the Remix Web site (remixmag.com) to:

<b>Base = all respondents; multiple answer.</b>	126
<b>No reply</b>	- -
<b>Learn about specific product or applications information</b>	74 58.7%
<b>Learn about new products</b>	73 57.9%
<b>Access the article archive</b>	39 31.0%
<b>Research artists</b>	37 29.4%
<b>Learn about the Remix Hotel events</b>	36 28.6%
<b>Watch videos</b>	33 26.2%
<b>View e-newsletter(s)</b>	25 19.8%
<b>Visit an online special report</b>	19 15.1%
<b>None of the above</b>	16 12.7%
<b>View webcasts</b>	13 10.3%
<b>Locate a specific advertiser/manufacturer</b>	12 9.5%
<b>Other (see Appendix A)</b>	4 3.2%

**Q7. Which of the following do you subscribe to?**

<b>Base = all respondents; multiple answer.</b>	126
<b>No reply</b>	3 2.4%
<b>None of the above</b>	80 63.5%
<b>Remix Transmissions</b>	33 26.2%
<b>Remix Hotel e-newsletter</b>	32 25.4%

**Q8. The Web sites I visit on a regular basis (at least monthly) include:**

<b>Base = all respondents; multiple answer.</b>	<b>126</b>
<b>No reply</b>	1 0.8%
<b>MySpace</b>	79 62.7%
<b>iTunes</b>	78 61.9%
<b>remixmag.com</b>	59 46.8%
<b>beatport.com</b>	37 29.4%
<b>emusician.com</b>	25 19.8%
<b>mixonline.com</b>	25 19.8%
<b>harmonycentral.com</b>	24 19.0%
<b>Other (see Appendix A)</b>	24 19.0%
<b>Pandora</b>	20 15.9%
<b>EMusic.com</b>	18 14.3%
<b>AllHipHop.com</b>	13 10.3%
<b>musicplayer.com</b>	13 10.3%
<b>Rhapsody</b>	13 10.3%
<b>prosoundweb.com</b>	12 9.5%
<b>Music blogs (see Appendix A)</b>	12 9.5%
<b>Pitchfork</b>	11 8.7%
<b>turntablelab.com</b>	11 8.7%
<b>Imeem.com</b>	10 7.9%
<b>Proton Radio</b>	8 6.3%
<b>Resident Advisor</b>	8 6.3%
<b>XLR8R.com</b>	8 6.3%
<b>HipHopDX.com</b>	6 4.8%
<b>None of the above</b>	5 4.0%

**Q9. Do you own a personal studio?**

<b>Base = all respondents.</b>	126
<b>No reply</b>	4 3.2%
<b>Yes</b>	87 69.0%
<b>No</b>	35 27.8%

**Q10. Approximately how much do you spend each year on music-production products (hardware, software, etc.)**

<b>Base = all respondents.</b>	126
<b>No reply</b>	- -
<b>Less than \$500</b>	26 20.6%
<b>\$500 to \$999</b>	29 23.0%
<b>\$1,000 to \$4,999</b>	40 31.7%
<b>\$5,000 to \$9,999</b>	12 9.5%
<b>\$10,000 or more</b>	11 8.7%
<b>None</b>	8 6.3%
<b>Mean</b>	2764
<b>Median</b>	1875

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

**Q11. Approximately how much do you spend each year on band performance/DJ-related equipment?**

<b>Base = all respondents.</b>	126
<b>No reply</b>	- -
<b>Less than \$500</b>	48 38.1%
<b>\$500 to \$999</b>	33 26.2%
<b>\$1,000 to \$4,999</b>	20 15.9%
<b>\$5,000 to \$9,999</b>	4 3.2%
<b>\$10,000 or more</b>	5 4.0%
<b>None</b>	16 12.7%
<b>Mean</b>	1403
<b>Median</b>	250

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

Full question text reads "Approximately how much do you spend each year on band performance/DJ-related equipment (turntables/mixers/CD players/stage equipment, etc.)?"

**Q12. What is your age?**

<b>Base = all respondents.</b>	126
<b>No reply</b>	1 0.8%
<b>Younger than 15</b>	1 0.8%
<b>15 to 20</b>	7 5.6%
<b>21 to 25</b>	22 17.5%
<b>26 to 30</b>	22 17.5%
<b>31 to 35</b>	19 15.1%
<b>36 to 40</b>	17 13.5%
<b>41 or older</b>	37 29.4%
<b>Mean</b>	32
<b>Median</b>	33

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

**Q13. What is your gender?**

<b>Base = all respondents.</b>	126
<b>No reply</b>	- -
<b>Male</b>	115 91.3%
<b>Female</b>	11 8.7%

**Q14. What is the highest level of education you have completed?**

<b>Base = all respondents.</b>	126
<b>No reply</b>	- -
<b>High school (or equivalent)</b>	11 8.7%
<b>Some college</b>	42 33.3%
<b>Associate's degree</b>	9 7.1%
<b>Bachelor's degree</b>	38 30.2%
<b>Postgraduate work or degree</b>	23 18.3%
<b>Other (see Appendix A)</b>	3 2.4%

**Q15. What is your personal annual income?**

<b>Base = all respondents.</b>	126
<b>No reply</b>	4 3.2%
<b>Less than \$25,000</b>	34 27.0%
<b>\$25,000 to \$34,999</b>	23 18.3%
<b>\$35,000 to \$49,999</b>	18 14.3%
<b>\$50,000 to \$74,999</b>	24 19.0%
<b>\$75,000 to \$99,999</b>	10 7.9%
<b>\$100,000 or more</b>	13 10.3%
<b>Mean</b>	45533
<b>Median</b>	42500

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

## Appendix A – Write-in answers

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### Q1. What do you consider to be your primary musical activity? Other responses:

Artist management  
Composer  
Educator/designer/installer/tech  
Power Broker  
VJ

### Q2. What do you consider to be your secondary musical activities? Other responses:

Hopeless slave to anything audio  
Business Management  
Composer  
Reporter  
Run sound at live events; teacher  
Student  
Teacher (music), composer

### Q3. I specify, recommend, approve, purchase or influence the purchase of: Other responses:

Digital music releases  
MIDI  
MP3s, Computer Audio Hardware and controllers  
Plugins  
Video equipment and audio gear for production

### Q4. Where do you purchase musical equipment, instruments, or recording equipment? Other responses:

Amazon  
American Music Supply  
American Musical  
American Musical Supply  
AMS  
AudioMidi.com  
audiomidi.com, MarquetteAudioLabs.com  
audiomidi.com, zzounds.com, bandhphoto.com  
Australian Stores (Allans Music, Musicians Warehouse)  
Craigslist (2 mentions)  
Craigslist; local bands  
Dolphin music  
Ean Golden  
Griggs Music  
Hard to find records.com  
I don't purchase equipment  
Italmelodie  
Long and McQuade, Spaceman Music Manufacturers (2 mentions)  
M-Audio  
Mercenary  
Mostly where I froogle the lowest price.  
Music Center  
Planet DJ

Professional video equipment dealers  
Prosound (pssl.com)  
PSSL & DJ Supply  
pssl.com  
Second hand  
Sweetwater  
Talamas Broadcast  
Thomann (3 mentions)  
Thomann / MusicStore (Germany)  
Toms, Musica  
West LA Music  
Zzounds

### Q6. I have used the Remix Web site (remixmag.com) to: Other responses:

First visit to site  
Learn about new songs  
Production tips and techniques  
This is my first time on the site. I found it with a Google search for performance tips.

### Q8. The Web sites I visit on a regular basis (at least monthly) include:

Music blogs  
Beatportal, LWE  
bigstereo, missingtoof, palmsout, discodust, onemorestereo  
Brooklyn Vegan; Brooklyn Pigeon  
Create Digital Music, Armada, DJ Tech Tools, Wire To The Ear, Beatportal, Scratchworx, Megamind, Red Bull Music Academy  
djtechtools.com  
gearslut.com  
korg forums  
meysam57.persianblog.ir  
seeqpod.com, hypem.com  
Too many  
tussmusic.blogspot.com  
YouTube

### Other responses:

appleinsider.com  
audiofanzine.com  
AudioVisualizers.com  
computermusic.co.uk, propellerheads.se,  
dailymotion.com  
djscene.lt, ore.lt, facebook  
djtechtools.com  
dnbshare.com  
ebonyjet.com, vibe.com, black enterprise.com, the final call  
fantomized.info  
gearsluts  
Google, craigslist  
kvr, gearslut

## Appendix A – Write-in answers

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**Q8. The Web sites I visit on a regular basis (at least monthly) include: (Continued...)**

Other responses: (Continued...)

laptoprockers.eu

macmusic, soundonsound website, sonicstate.com

masterbeat.com

MusicForte.com

psyshop.com

songza.com

Sweetwater, AMS, Stewart MacDonald

TapeOp, Sound On Sound

tussmusic.com

Velvet Rope

www.okayplayer.com

**Q14. What is the highest level of education you have completed? Other responses:**

Middle School

Professional College Degree

Secondary School

**Appendix B – Survey Instruments**

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Thank you for participating in our survey. Your opinions are important to us! Please be assured any information you provide is strictly confidential.

**Q1** What do you consider to be your primary musical activity?

- Artist/Musician
- DJ/Turntablist
- Engineer
- Music Enthusiast
- Producer
- Other (please specify below)

**Q2** What do you consider to be your secondary musical activities? *(Select all that apply.)*

- Artist/Musician
- DJ/Turntablist
- Engineer
- Music Enthusiast
- Producer
- Other (please specify below)

**Q3 I specify, recommend, approve, purchase or influence the purchase of:** *(Select all that apply.)*

- DJ/Turntablist products
- Live performance products
- Musical instruments
- Personal computers
- Recording products
- Recording media
- Vinyl/CDs
- None of the above
- Other (please specify below)

**Q4 Where do you purchase musical equipment, instruments, or recording equipment?** *(Select all that apply)*

- Best Buy
- eBay
- Full Compass
- Guitar Center
- Local independent music store
- Musician's Friend
- Nova Musik
- Platinum Records
- Sam Ash
- Sweetwater Sound
- Other (please specify below)

**Q5 I visit the Remix Web site (remixmag.com):**

- Daily
- 3 - 4 times a week
- Weekly
- 2 - 3 times a month
- Monthly
- Less than once a month

**Q6 I have used the Remix Web site (remixmag.com) to:** *(Select all that apply)*

- Learn about specific product or applications information
- Learn about the Remix Hotel events
- Learn about new products
- Locate a specific advertiser/manufacture
- Access the article archive
- Watch videos
- View webcasts
- Research artists
- Visit an online special report
- View e-newsletter(s)
- None of the above
- Other (please specify below)

**Q7 Which of the following do you subscribe to?** *(Select all that apply)*

- Remix Hotel e-newsletter
- Remix Transmissions
- None of the above

**Q8 The Web sites I visit on a regular basis (at least monthly) include:** *(Select all that apply)*

- AllHipHop.com
- beatport.com
- EMusic.com
- emusician.com
- harmonycentral.com
- HipHopDX.com
- Imeem.com
- iTunes
- mixonline.com
- musicplayer.com
- MySpace
- Pandora
- Pitchfork
- prosoundweb.com
- Proton Radio
- remixmag.com
- Resident Advisor
- Rhapsody
- turntablelab.com
- XLR8R.com

Music blogs (please specify below)

Other (please specify below)

None of the above

**Q9 Do you own a personal studio?**

Yes

No

**Q10 Approximately how much do you spend each year on music-production products (hardware, software, etc.)?**

Less than \$500

\$500 to \$999

\$1,000 to \$4,999

\$5,000 to \$9,999

\$10,000 or more

None

**Q11 Approximately how much do you spend each year on band performance/DJ-related equipment (turntables/mixers/CD players/stage equipment, etc.)?**

Less than \$500

\$500 to \$999

\$1,000 to \$4,999

\$5,000 to \$9,999

\$10,000 or more

None

**Q12 What is your age?**

Younger than 15

15 to 20

21 to 25

26 to 30

31 to 35

36 to 40

41 or older

**Q13 What is your gender?**

Male

Female

**Q14 What is the highest level of education you have completed?**

- High school (or equivalent)
- Some college
- Associate's degree
- Bachelor's degree
- Postgraduate work or degree
- Other (please specify below)

**Q15 What is your personal annual income?** *(Please include your personal income from all sources before taxes.)*

- Less than \$25,000
- \$25,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 or more

**Thank you for your time and input!**

To enter into a drawing for one of four \$50 Amazon.com gift certificates, please fill in your name and e-mail address. Only surveys that contain both names and e-mail addresses are eligible for the gift certificates. Again, all answers will remain completely anonymous.

Full name:

Email address:

**PLEASE CLICK THE "SUBMIT" BUTTON BELOW TO COMPLETE THE SURVEY.**