

**How often do you buy copies of SOS?**

12 issues a year via subscription	43.6%
12 issues a year via newsagent	17.2%
1 to 6 issues a year	15%
7 to 11 issues a year	11.4%
I have an eSub, but no paper subscription	8.9%
I read the open access material on-line	2.8%

**What age are you?**

001 34 (average)

**What sex are you?**

002 Male	98.0%
003 Female	2.0%

**What is your annual income?**

005 up to \$15,696	13.1%
006 \$15,697 - \$23,545	9.2%
007 \$23,546 - \$31,394	8.9%
008 \$31,395 - \$47,092	13.4%
009 \$47,093 - \$62,790	11.9%
010 \$62,791 or more	24.3%

**Is your main income derived from music/recording?**

011 Yes	30.8%
012 No	69.2%

**Is your studio...**

013 In commercial premises	8.6%
014 In domestic premises	79.2%
015 A mobile rig	5.7%
016 Don't own a studio	5.7%

**Which of the following best describes the use of your studio?**

017 Commercial use with external clients	14.4%
017 Mostly for private use, but some commercial jobs	42.4%
019 Private use only	36.8%
020 Don't own a studio	5.7%

**What is your MAIN instrument?**

021 Keyboards	28.3%
022 Guitar	38.1%
023 Bass	10.9%
024 Vocals	3.9%
025 Drums	8.6%
026 Other	5.1%
027 None	4.2%

**Which of the following instruments do you own?**

028 Keyboards	87.8%
029 Guitars	83.1%
030 Bass	53.0%
031 Drum kit	28.0%
032 Other percussion instruments	44.2%
033 Brass/woodwind	15.6%
034 Classical stringed instrument	13.1%
035 Others	30.6%
036 None	2.5%

**Do you play in a band with other musicians?**

051 Yes	42.8%
052 No	53.1%

**How often do you play gigs?**

053 Regularly	26.3%
054 Few times a year	37.8%
055 Never gig	35.2%

**Have you ever attended a Music Technology or Recording course?**

079 Yes	46.6%
080 Not yet, but would consider it	33.3%
081 No, not appropriate to my situation	19.6%

**Where/how do you buy most of your NEW equipment?**

108 Local music shop	51.3%
109 Non-local music shop	5.6%
110 US mail order	2.5%
111 Non-US mail order	1.3%
112 US retailer on-line	37.8%
113 Non-US retailer on-line	23.3%
114 eBay	23.5%
115 Other	5.1%

**Do SOS reviews influence your decision to buy equipment?**

116 Yes	96.0%
117 No	4.0%

**Did you utilise the services of a commercial CD duplication facility in the last 12 months?**

120 Yes	17.3%
121 No	67.1%
122 No, but intend to in the next 12 months	14.9%

**Did you make use of a commercial repair/servicing facility in the last 12 months.**

123 Yes: warranty repair performed by the manufacturer	13.1%
124 Yes: warranty repair performed by an independent business on behalf of the manufacturer	6.0%
125 Yes: paid-for repair/service via manufacturer/distributors in-house facility	4.3%
126 Yes: paid-for repair/service via independent business	12.8%
127 No repairs or servicing done	63.0%

**Which of the following do you feel applies to the majority of SOS product reviews?**

128 Too critical	0.3%
129 Not critical enough	24.4%
130 Well balanced	78.1%

**Do you feel that SOS product reviews are...**

131 Too detailed	1.4%
132 About right	93.6%
133 Not detailed enough	7.8%

**Which of the following do you feel applies to the majority of SOS practical/technique articles?**

134 Too complex	3.2%
135 Too basic	23.4%
136 About right for my level of expertise	76.2%

**Do you feel that the majority of SOS practical/technique articles are...**

137 Relevant to me	89.2%
138 Not relevant to me	14.4%

**What is your MAIN reason for buying SOS?**

151 For reviews	42.9%
152 For features	16.0%
153 For workshops	37.0%
154 For news	5.1%
156 For manufacturer ads	0.2%
157 For retailer ads	0.6%

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164 12 via digital subscription	8.9%
165 I read the free open access material on line	2.8%

**Where do you buy your copy of SOS?**

166 National news retailer	22.7%
167 Local newsagent	17.8%
168 Subscriber	49.3%
169 Not applicable to me	6.2%

**What do you do with your copies of SOS after reading them?**

172 Keep them	73.4%
173 Pass them to a friend/colleague	12.8%
174 Throw them away	0.6%
175 Replace them with the CD-ROM/DVD	3.5%

**How many other people normally read your copy of SOS?**

176 Only me	64.6%
177 1 other	21.4%
178 2 others	10.0%
179 3 others	3.7%
180 4 others	0.6%
181 5 others	2.0%

**How much have you spent on music/recording software in the past 12 months?**

263 Nothing	3.6%
264 \$1 - \$783	13.5%
265 \$784 - \$1,568	20.0%
266 \$1,569 - \$3,138	22.6%
267 \$3,169 - \$4,707	13.7%
268 \$4,708 - \$6,277	7.2%

269 \$6,278 - \$7,847	4.9%
270 \$7,848 - \$15,696	8.9%
271 \$15,697 - \$31,394	2.3%
272 \$31,395 - \$47,092	0.7%
273 \$47,093or more	0.6%

**How much do you intend spending on music/ recording hardware in the next 12 months?**

274 Nothing	5.0%
275 \$1 - \$783	9.0%
276 \$784 - \$1,568	20.7%
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**Which of the following recording systems do you use?**

329 Logic	40.7%
330 Cubase	33.4%
331 Sonar	11.5%
332 Pro Tools	34.5%
333 Digital Performer	5.4%
334 Nuendo	5.6%
335 Reason	24.3%
336 Live	20.4%
337 Reaper	8.8%
338 Integrated digital multitracker (4416 etc)	4.4%
339 Hardware separates	9.8%
340 Other	10.2%

**Where did you buy your computer for music?**

342 Specialist manufacturer / music retailer	25.9%
343 High street computer shop	20.9%
344 Internet	28.3%
345 Self-build	24.5%
346 Secondhand	4.6%
347 Not applicable	3.7%

**Which computer(s) do you use?**

348 Purpose-built music PC	30.7%
349 Modern generic PC	24.0%
350 Intel Mac	36.8%
351 G5 Mac	14.8%
352 G4 Mac	6.8%
356 Other	5.1%
357 None	1.0%

**Which computer platform are you most likely to adopt next?**

360 Windows PC	37.4%
361 Apple Mac	51.5%
362 Other	6.8%

**What is your current computer O/S?**

365 Windows Vista	10.0%
366 Windows XP	40.4%
367 Mac OS X	50.2%
368 Mac OS 9 or earlier	0.3%
369 Other	0.9%
370 Not a computer user	1.6%

Gear buying in the last 12 months or intent to buy:			
Item	New	Used	Intent to buy
Computer	39%	5%	19%
Audio interface	39%	8%	16%
Hardware control surface	20%	5%	22%
DAW software	44%	3%	13%
Soft synths/samplers	29%	3%	11%
Processing & effects plug-ins	1%	0%	1%
Computer hard drive	51%	1%	13%
Mixer (analogue)	9%	7%	10%
Mixer (digital)	4%	2%	7%
Master control keyboard	18%	3%	11%
Synthesizer keyboard	8%	6%	8%
MIDI sound module	6%	5%	5%
Home keyboard/digital piano	6%	3%	5%
Hardware modular synth components	2%	1%	5%
Sampler (hardware)	1%	3%	5%
Multitrack reel-to-reel	1%	3%	2%
Multitrack analogue cassette	0%	1%	2%
Integrated multitrack recorder	1%	1%	2%
Stand-alone multitrack recorder	2%	1%	4%
Drum machine	4%	4%	5%
Microphone	38%	8%	20%
Monitor speakers	26%	5%	22%
Multi-effects unit	7%	5%	7%
Guitar	16%	7%	8%
Guitar effects processor	11%	5%	7%
Mic preamp / voice channel	16%	6%	20%
Hardware signal processor	10%	6%	12%
Acoustic treatment/soundproofing	18%	2%	27%
Studio furniture and stands	1%	0%	2%
Power amp	5%	3%	6%
Instrument amp	10%	5%	7%
PA equipment	7%	3%	7%
Other	7%	2%	7%

*Data compiled from 2,675 survey replies*