



**Magazine**

www.onewaymagazine.com

ISSN: 1542-3018

Issue 19 - February/March 2006

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ONE WAY Magazine is published bi-monthly (the second week in December, February, April, June, August, October) in Los Angeles, California. Subscriptions (6 Issues): National - \$30.00, International - \$65.00. All letters or emails sent to ONE WAY are considered as intended for publication (print or online).

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Printed in the United States of America

# ONE WAY Magazine Reader Survey

Complete for a chance to win the beautiful Gibson Blueshawk guitar on page 3.

## ABOUT YOU AND ONE WAY MAGAZINE

**1. How many issues of ONE WAY Magazine have you read?**  
(this is our 19th issue) \_\_\_\_\_

**2. How many people would you say read/borrow/"steal" your copy of ONE WAY?** \_\_\_\_\_

**3. Do you collect ONE WAY magazine?**  Yes  No

**4. What do you think about each section of the magazine?**  
(please circle the appropriate number)

	Absolutely Hate It!					Absolutely Love It!	
	1	2	3	4	5	6	7
Spotlight Feature	1	2	3	4	5	6	7
Rising Stars Features	1	2	3	4	5	6	7
Cover Stories	1	2	3	4	5	6	7
Music Lifestyle/General Stories	1	2	3	4	5	6	7
In The Bin	1	2	3	4	5	6	7
New In Soundtracks	1	2	3	4	5	6	7
New On DVD	1	2	3	4	5	6	7
ONE WAY Recommends	1	2	3	4	5	6	7
Upcoming Shows	1	2	3	4	5	6	7
New Releases	1	2	3	4	5	6	7
Discography	1	2	3	4	5	6	7

**5. Have you visited ONE WAY Magazine online?**  
(onewaymagazine.com)?  Yes  No

**6. Have you ever bought anything you saw advertised in ONE WAY Magazine?**  Yes  No

## ABOUT YOU AND MUSIC

**7. How many CDs have you purchased in the past 6 months?**  
(check one box)

0-10  11-20  21-30

31-40  41-50  51 or more

**8. Did you purchase any vinyl records?**  Yes  No  
If Yes, how many in the past 6 months? \_\_\_\_\_

**9. How many CDs do you own?** \_\_\_\_\_

**10. How many vinyl records?** \_\_\_\_\_

**11. Do you own an iPod or other MP3 Player?**  Yes  No

**12. How often do you use a service like iTunes, Napster, etc.?**  
(please circle the appropriate response)

Never Rarely Sometimes Often All the Time

**13. Do you consider yourself an audiophile?**  Yes  No

**14. Do you own home audio equipment?** (for example: amplifier, speakers, turntable, CD player, etc.)  Yes  No

... cont. on 8

**15. Approximately, how much did you spend buying home audio equipment (for example, amplifier, speakers, turntable, CD player, etc) the past 12 months?** (check one box)

- \$499 or less                       \$500 - \$999  
 \$1,000 - \$1,999                 \$2,000 - \$2,999  
 \$3,000 - \$3,999                 \$4,000 - \$4,999  
 \$5,000 and over

**16. Approximately, how much do you plan on spending buying home audio equipment (for example, amplifier, pre-amplifier, speakers, turntable, CD player, etc) in the next 12 months?** (check one box)

- \$499 or less                       \$500 - \$999  
 \$1,000 - \$1,999                 \$2,000 - \$2,999  
 \$3,000 - \$3,999                 \$4,000 - \$4,999  
 \$5,000 and over

**17. Please select a number with 1 being "Hate this genre!" and 7 being "Love this genre!"** (please circle the appropriate number)

	Hate It!						Love It!
	1	2	3	4	5	6	7
Rock							
Pop							
Jazz							
Folk/Roots/Americana							
World Music							

**18. Please enter any other genre of music you enjoy.** (Please enter any genre of music you enjoy that was not listed in previous questions. Do not include subgenres of genres listed (for example, hard rock, or smooth jazz))

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**19. What is the primary instrument you play?** (please check one box ONLY)

- Guitar                                       Bass  
 Keyboard                                 Drums (or percussion)  
 Wind instrument                       Other string instrument  
 Vocals                                       I do not play any instrument

**20. Are you in a band?**     Yes     No

**21. Do you own home studio equipment?**     Yes     No

**22. Approximately, how much did you spend buying music gear (for example, instruments, amps, recording gear, recording-editing software, etc) in the last 12 months?** (check one box)

- \$499 or less                       \$500 - \$999  
 \$1,000 - \$1,999                 \$2,000 - \$2,999  
 \$3,000 - \$3,999                 \$4,000 - \$4,999  
 \$5,000 and over

**23. Approximately, how much do you plan on spending buying music gear (for example, instruments, amps, recording gear, recording software, etc) in the next 12 months?** (check one box)

- \$499 or less                       \$500 - \$999  
 \$1,000 - \$1,999                 \$2,000 - \$2,999  
 \$3,000 - \$3,999                 \$4,000 - \$4,999  
 \$5,000 and over

**24. Which 3 magazines do you subscribe to?**

1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_

**ABOUT YOU**

**25. What year were you born?** (Please provide the year you were born ONLY. DO NOT ENTER your full birthdate)

19\_\_ \_\_

**26. What is your gender?**     Male     Female

**27. What is the last grade of school you have completed?** (check one box)

- High School  
 Technical or Professional School  
 2-Year College Degree (Associate's)  
 4-Year College Degree (Bachelor's)  
 Graduate Degree (Master's, PhD)

**28. Which of the following best describes your total household income before taxes?** (check one box)

- \$14,999 or less                       \$15,000 to \$24,999  
 \$25,000 to \$29,999                 \$30,000 to \$39,999  
 \$40,000 to \$49,999                 \$50,000 to \$59,999  
 \$60,000 to \$69,999                 \$70,000 to \$79,999  
 \$80,000 to \$89,999                 \$90,000 to \$99,000  
 \$100,000 or more

**Please note that all information you provide is completely confidential and will not be personally identifiable to you.**

**Thank you for your feedback. Good Luck!**

First Name \_\_\_\_\_

Last Name \_\_\_\_\_

E-mail \_\_\_\_\_

Mail to: ONE WAY Readers Survey, 311 N. Robertson Blvd., Suite 208, Beverly Hills, CA 90211, or FAX your completed survey to 310.765.4765