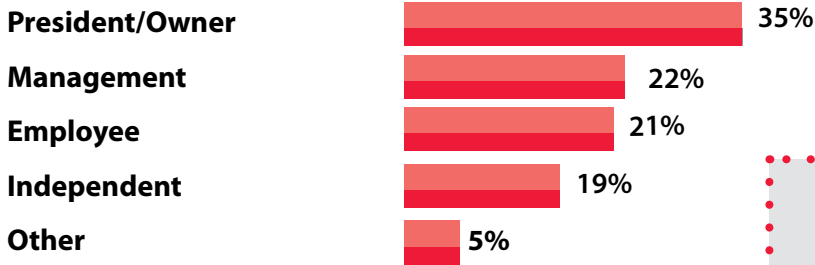


# FOH

## 2015 READER SURVEY



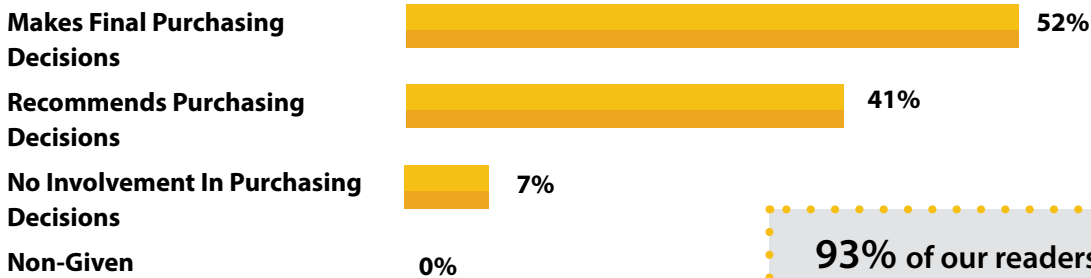
**What is your job title?\***



*FOH* readers are predominantly in the SENIOR LEVEL POSITIONS.

\*Publisher's Own Data, Based on January 2015 Circulation Files

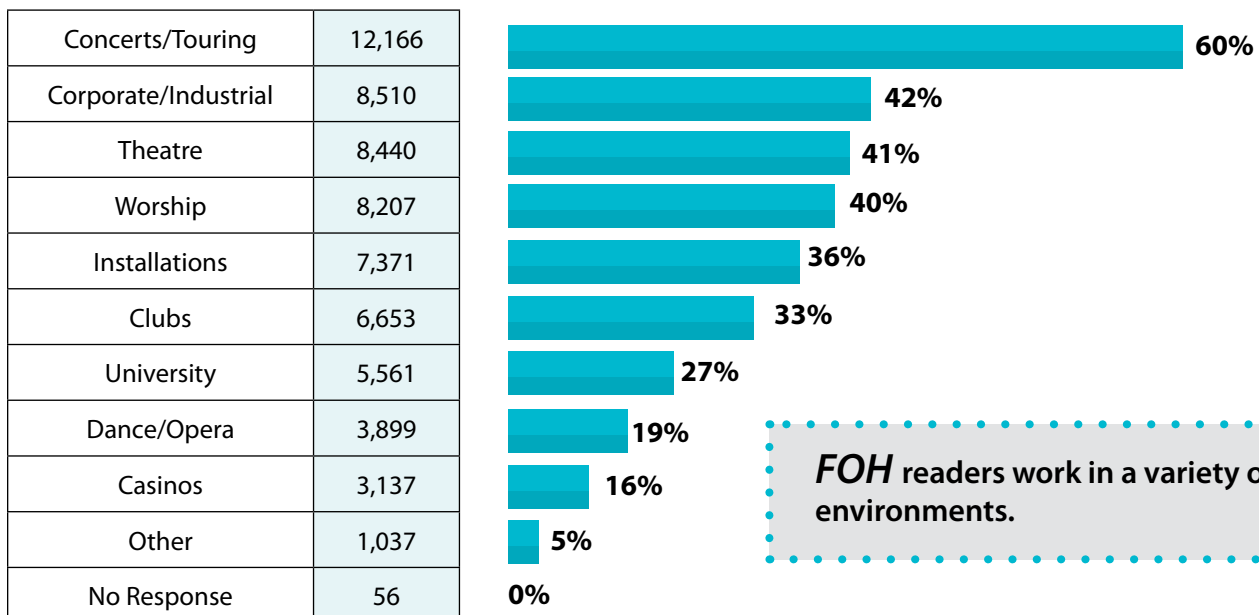
**What is your purchasing authority?\***



**93%** of our readers are involved in the purchasing process.

\*Publisher's Own Data, Based on January 2015 Circulation Files

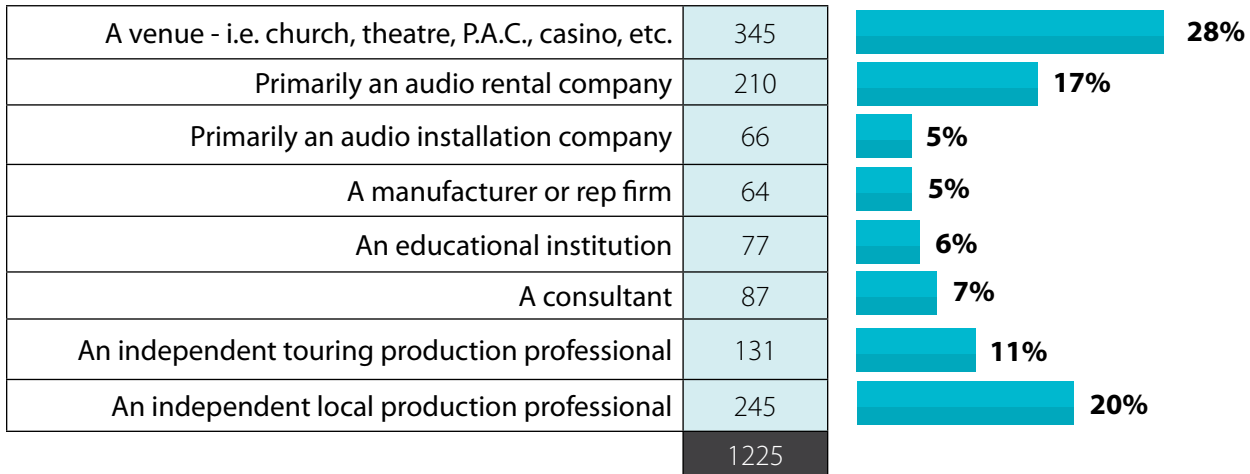
**What markets do you work in?**



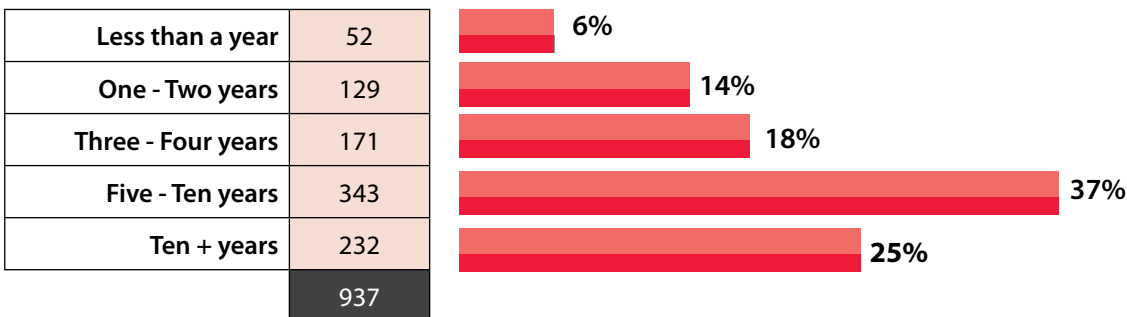
*FOH* readers work in a variety of live audio environments.

\*Publisher's Own Data, Based on January 2015 Circulation Files

**1.) In your professional audio career do you currently work at, or as:**

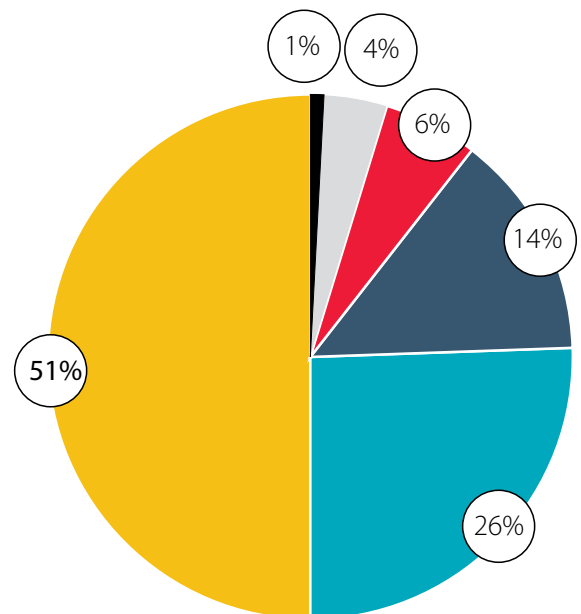


**2.) How many years have you been reading FOH?**

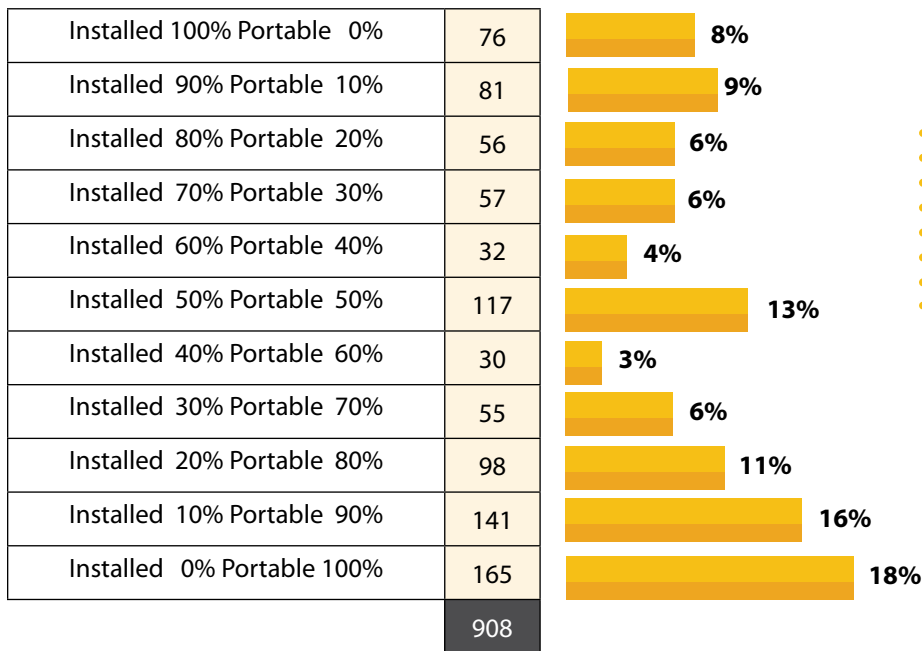


**3.) What age group are you in?**

|                           |     |
|---------------------------|-----|
| Less than 20 years of age | 8   |
| 21 - 25 years             | 34  |
| 26 - 30 years             | 51  |
| 31 - 40 years             | 128 |
| 41 - 50 years             | 237 |
| 51 years or older         | 468 |
|                           | 926 |

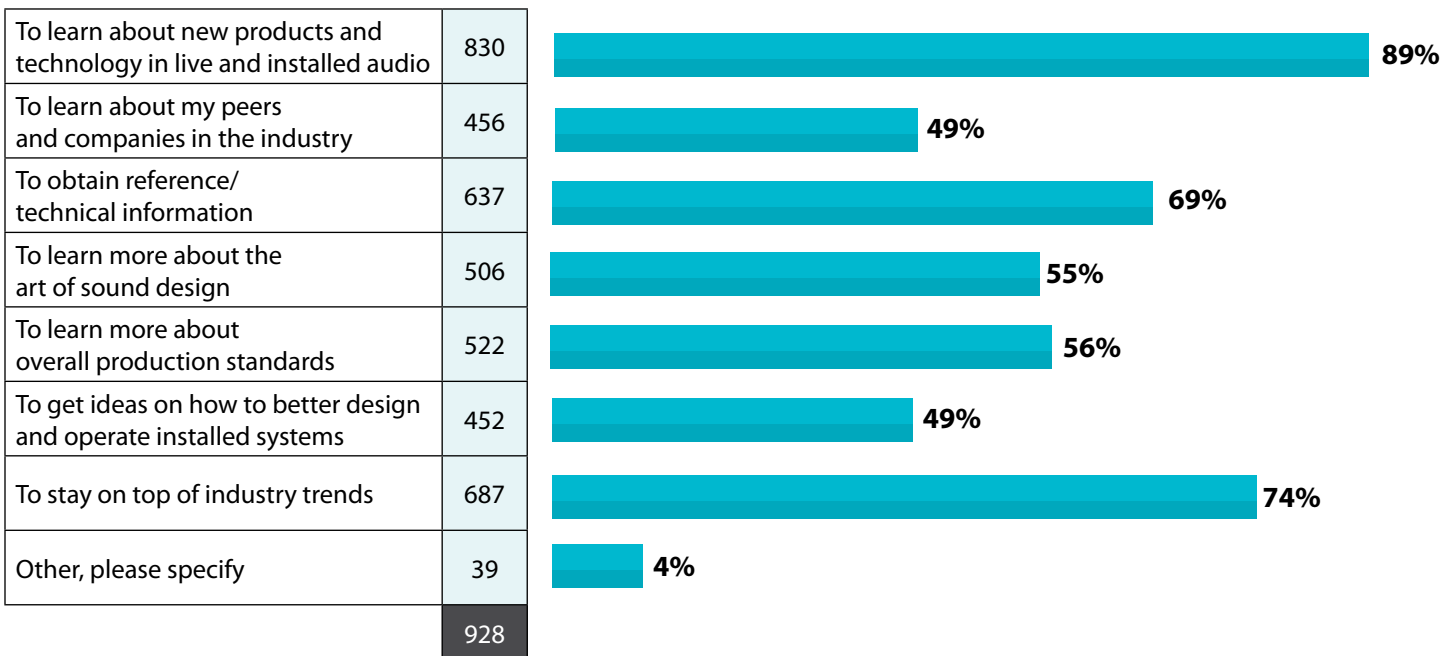


**4.) What percentage of you or your company's income is derived from work involving installed sound versus work involving portable live sound rentals?**



46% of FOH subscribers make 50% or more of their income from installed sound

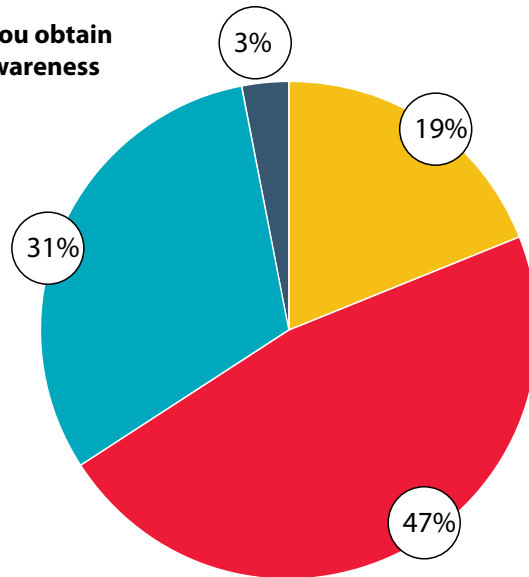
**5.) What are the principal reasons you read FRONT of HOUSE?**



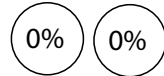
The #1 reason people read FOH is to **LEARN ABOUT NEW PRODUCTS?**

**6.) To what extent does the information you obtain as a result of reading FOH create initial awareness of new products in the market?**

|                              |            |
|------------------------------|------------|
| Greatly                      | 170        |
| Significantly                | 430        |
| Moderately                   | 283        |
| Marginally                   | 31         |
| Barely                       | 1          |
| Doesn't keep me aware at all | 3          |
|                              | <b>918</b> |

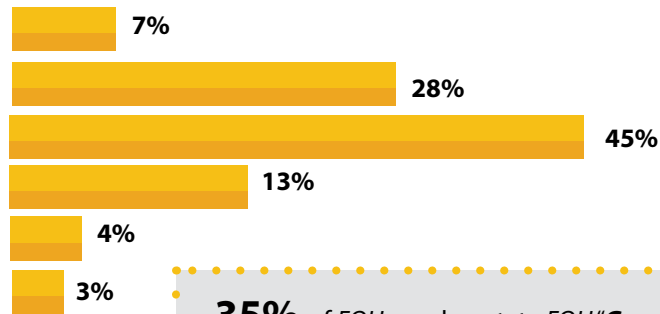


**65%** of the FOH audience states FOH "Greatly or Significantly" creates initial awareness of new products in the market.



**7.) To what extent does the information you obtain as a result of reading FOH influence your purchasing decisions?**

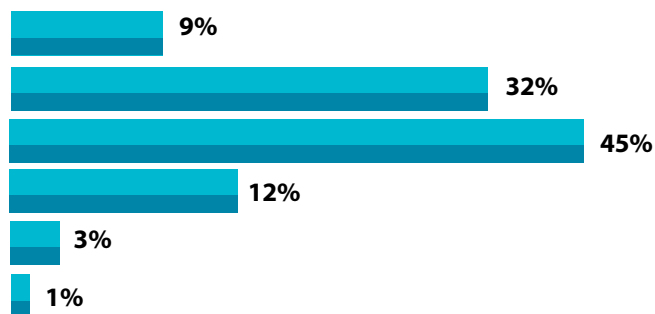
|                             |            |
|-----------------------------|------------|
| Greatly                     | 66         |
| Significantly               | 259        |
| Moderately                  | 416        |
| Marginally                  | 116        |
| Barely                      | 34         |
| Doesn't influence me at all | 30         |
|                             | <b>921</b> |



**35%** of FOH rereaders state FOH "Greatly or Significantly" influences their purchasing decisions

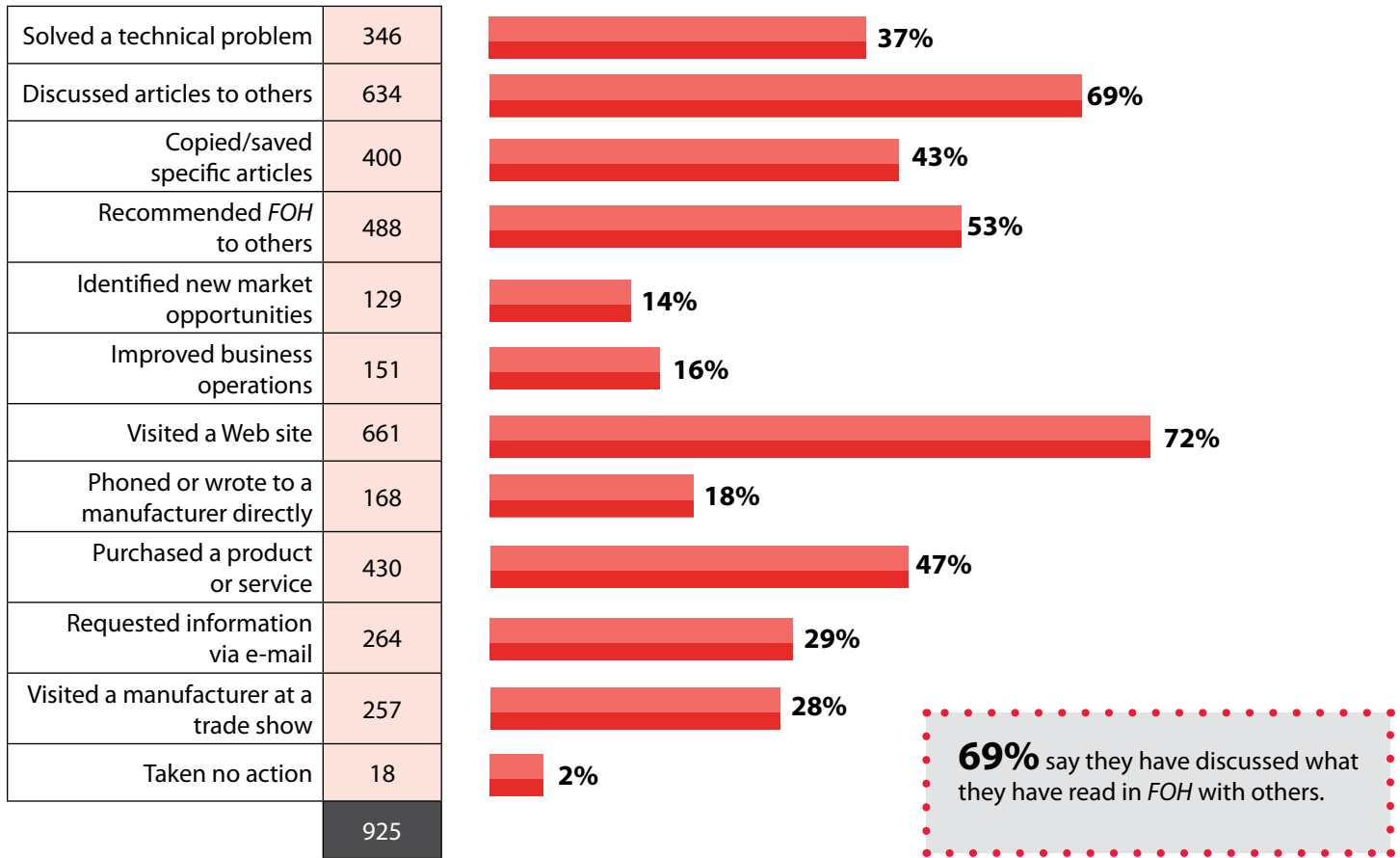
**8.) How beneficial is reading FOH in terms of helping you do your job better and making your business more successful?**

|                       |            |
|-----------------------|------------|
| Greatly               | 85         |
| Significantly         | 292        |
| Moderately            | 413        |
| Marginally            | 106        |
| Barely                | 24         |
| Not beneficial at all | 5          |
|                       | <b>925</b> |

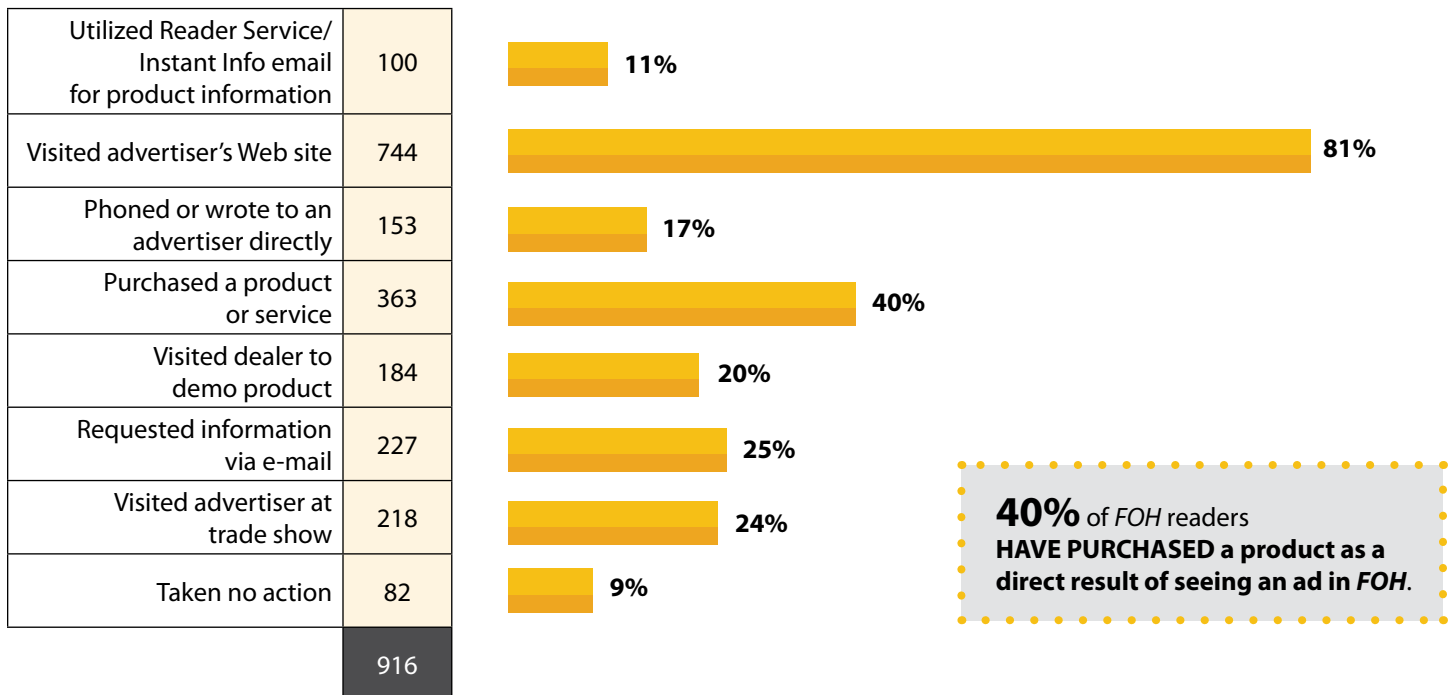


**41%** of FOH readers say that FOH "Greatly or Significantly" helps them run their business or do their job better.

**9.) Which of the following actions have you taken as a direct result of reading an article in *FRONT of HOUSE*?**



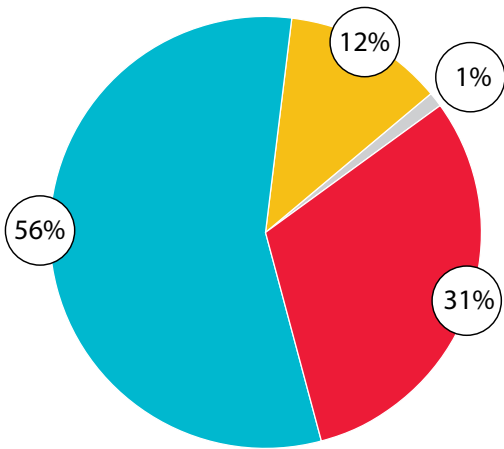
**10.) Which of the following actions have you taken as a direct result of reading an advertisement in *FRONT of HOUSE*?**



**11.) How much involvement do you have reading each issue of FOH?**

|  |     |
|--|-----|
| Initially—Only when I first receive it in the mail and then no more                    | 282 |
| Frequently—I often flip through it throughout the month until the next issue comes out | 518 |
| Religiously—I keep going back to past issues throughout the year                       | 111 |
| Never—I just don't have the time anymore   | 6   |
|  | 917 |

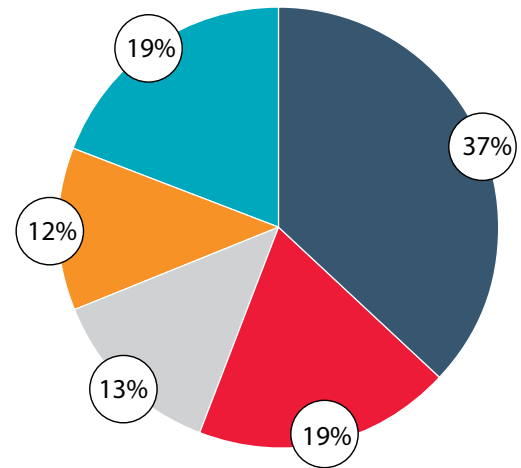
**68%** of FOH readers say they read each issue of FOH frequently or religiously.



**12.) What do you typically do with an issue of FRONT of HOUSE after you are done reading it?**

|                                |     |
|--------------------------------|-----|
| Save entire issue              | 338 |
| Place issue in a public place  | 174 |
| Clip or copy items of interest | 117 |
| Give to someone else           | 107 |
| Throw away or recycle it       | 175 |
|                                | 911 |

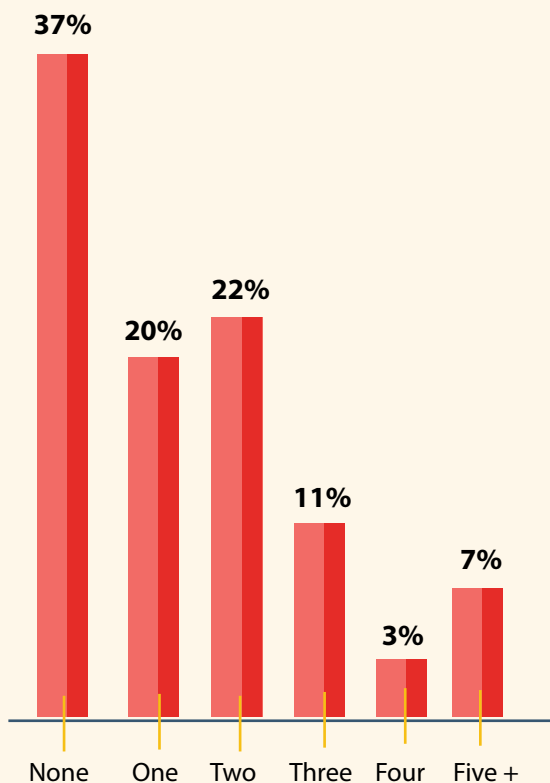
Less than **20%** of FOH issues are thrown away.



**13.) How many other people read your copy of FRONT of HOUSE?**

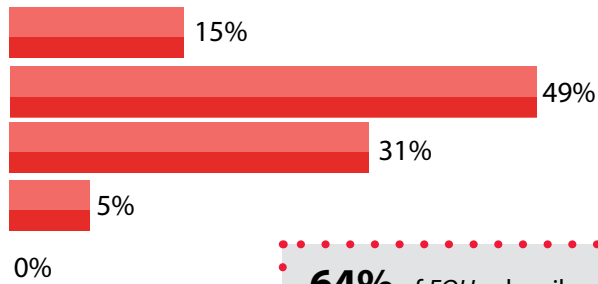
|              |     |
|--------------|-----|
| None         | 343 |
| One          | 182 |
| Two          | 204 |
| Three        | 100 |
| Four         | 23  |
| Five or more | 64  |
|              | 916 |

FOH has a **TOTAL AUDIENCE OF 49,254 READERS.**



**15.) How would you rate the overall usefulness of FOH's editorial content?**

|                   |            |
|-------------------|------------|
| Extremely         | 138        |
| Very              | 453        |
| Somewhat          | 283        |
| Marginally        | 44         |
| Not useful at all | 2          |
|                   | <b>920</b> |



**64%** of FOH subscribers say FOH's editorial is extremely or very useful.

**16.) How many of the last four issues of the following magazines did you read?**

|                          | 1 out of 4 | 2 out of 4 | 3 out of 4 | 4 out of 4 | None   |
|--------------------------|------------|------------|------------|------------|--------|
| Church Production        | 71         | 37         | 26         | 120        | 529    |
|                          | 9%         | 5%         | 3%         | 15%        | 68%    |
| FRONT of HOUSE           | 39         | 43         | 98         | 704        | 10     |
|                          | 4%         | 5%         | 11%        | 79%        | 1%     |
| Lighting & Sound America | 56         | 41         | 46         | 120        | 524    |
|                          | 7%         | 5%         | 6%         | 15%        | 67%    |
| Live Sound International | 52         | 45         | 51         | 257        | 390    |
|                          | 7%         | 6%         | 6%         | 32%        | 49%    |
| Mix                      | 93         | 86         | 56         | 198        | 377    |
|                          | 11%        | 11%        | 7%         | 24%        | 47%    |
| Pro Audio Review         | 56         | 91         | 47         | 152        | 441    |
|                          | 7.12%      | 11.56%     | 5.97%      | 19.31%     | 56.04% |
| Pro Sound News           | 58         | 77         | 74         | 260        | 338    |
|                          | 7%         | 10%        | 9%         | 32%        | 42%    |
| Rental & Staging         | 64         | 39         | 33         | 59         | 590    |
|                          | 8%         | 5%         | 4%         | 8%         | 75%    |
| Sound & Communications   | 45         | 56         | 35         | 91         | 553    |
|                          | 6%         | 7%         | 4%         | 12%        | 71%    |
| Sound & Video Contractor | 58         | 57         | 31         | 88         | 536    |
|                          | 8%         | 7%         | 4%         | 11%        | 70%    |
| Stage Directions         | 52         | 64         | 31         | 116        | 518    |
|                          | 7%         | 8%         | 4%         | 15%        | 66%    |
| System Contractor News   | 47         | 33         | 40         | 67         | 586    |
|                          | 6%         | 4%         | 5%         | 9%         | 76%    |

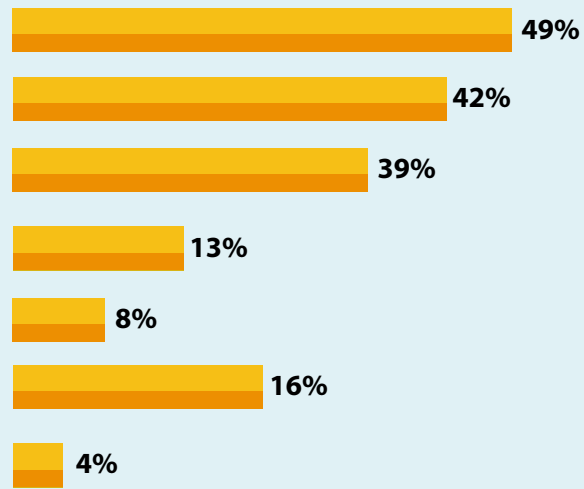
**49%** of FOH readers have none of the last 4 issues of Live Sound International.

**42%** of FOH subscribers have none of the last 4 issues of Pro Sound News.



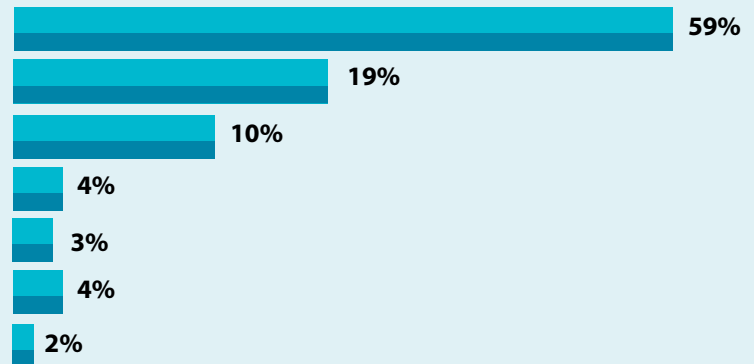
**17.) Where do you purchase the majority of your audio equipment?**

|  |            |
|--|------------|
| Direct from a manufacturer or manufacturer rep | 439        |
| Via an internet or catalogue retailer          | 378        |
| Through locally owned audio/video dealers      | 351        |
| Through large chain music stores               | 117        |
| From used gear brokers                         | 73         |
| From used gear classified and auction sites    | 146        |
| Other (please specify)                         | 36         |
|  | <b>905</b> |



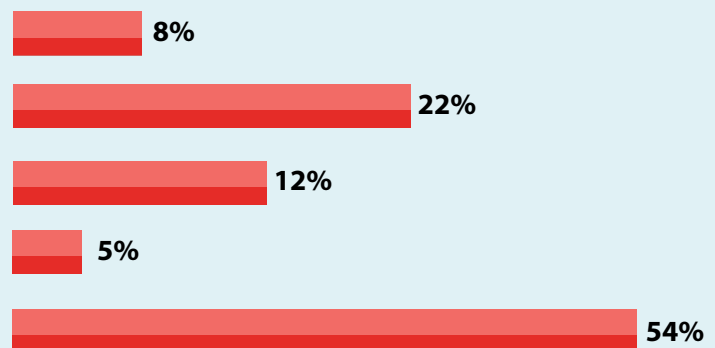
**18.) Please indicate the level of spending on audio technology you, your company or venue are anticipating in the next 12 month period:**

|                       |            |
|-----------------------|------------|
| \$0 - \$49,999        | 526        |
| \$50,000 - \$99,999   | 174        |
| \$100,000 - \$249,999 | 85         |
| \$250,000 - \$499,999 | 37         |
| \$500,000 - \$1 mil   | 30         |
| \$1 mil - \$5 mil     | 31         |
| \$5 mil+              | 14         |
|                       | <b>897</b> |



**19.) Please indicate the time of year when you most frequently make all your major purchases:**

|                                  |            |
|----------------------------------|------------|
| Winter                           | 68         |
| Spring                           | 193        |
| Summer                           | 104        |
| Fall                             | 45         |
| Consistently throughout the year | 487        |
|                                  | <b>897</b> |



**20.) Please indicate approximately how much you or your company plan on spending on the following product categories within the next 12 months:**

|  | \$0    | <\$5,000 | \$5,000 - \$9,999 | \$10,000 - \$24,999 | \$25,000 - \$49,999 | \$50,000 - \$99,999 | \$100,000 - \$249,000 | >\$250,000 |
|--|--------|----------|-------------------|---------------------|---------------------|---------------------|-----------------------|------------|
| Analog Audio Consoles                          | 539    | 169      | 39                | 14                  | 6                   | 5                   | 4                     | 4          |
|  | 69.10% | 21.67%   | 5.00%             | 1.79%               | 0.77%               | 0.64%               | 0.51%                 | 0.51%      |
| Digital Audio Consoles - 32 Or Less Channels   | 301    | 238      | 125               | 79                  | 21                  | 10                  | 4                     | 4          |
|  | 38.49% | 30.43%   | 15.98%            | 10.10%              | 2.69%               | 1.28%               | 0.51%                 | 0.51%      |
| Digital Audio Consoles - More Than 32 Channels | 451    | 33       | 51                | 84                  | 78                  | 38                  | 25                    | 16         |
|  | 58.12% | 4.25%    | 6.57%             | 10.82%              | 10.05%              | 4.90%               | 3.22%                 | 2.06%      |
| Amplifiers                                     | 284    | 262      | 93                | 71                  | 41                  | 15                  | 16                    | 10         |
|  | 35.86% | 33.08%   | 11.74%            | 8.96%               | 5.18%               | 1.89%               | 2.02%                 | 1.26%      |
| House Cabinets - Traditional                   | 481    | 132      | 58                | 33                  | 15                  | 12                  | 2                     | 6          |
|  | 65.09% | 17.86%   | 7.85%             | 4.47%               | 2.03%               | 1.62%               | 0.27%                 | 0.81%      |
| House Cabinets - Line Array                    | 456    | 67       | 56                | 53                  | 38                  | 40                  | 29                    | 17         |
|  | 60.32% | 8.86%    | 7.41%             | 7.01%               | 5.03%               | 5.29%               | 3.84%                 | 2.25%      |
| House Cabinets - Self-Powered                  | 335    | 219      | 90                | 60                  | 26                  | 11                  | 9                     | 8          |
|  | 44.20% | 28.89%   | 11.87%            | 7.92%               | 3.43%               | 1.45%               | 1.19%                 | 1.06%      |
| Wired Microphones                              | 153    | 509      | 81                | 29                  | 5                   | 11                  | 1                     | 4          |
|  | 19.29% | 64.19%   | 10.21%            | 3.66%               | 0.63%               | 1.39%               | 0.13%                 | 0.50%      |
| Wireless Microphones                           | 190    | 374      | 112               | 57                  | 29                  | 16                  | 4                     | 7          |
|  | 24.08% | 47.40%   | 14.20%            | 7.22%               | 3.68%               | 2.03%               | 0.51%                 | 0.89%      |
| Networked Audio Systems/ Digital Snakes        | 344    | 248      | 74                | 62                  | 19                  | 9                   | 5                     | 5          |
|  | 44.91% | 32.38%   | 9.66%             | 8.09%               | 2.48%               | 1.17%               | 0.65%                 | 0.65%      |
| Cables & Connectors                            | 78     | 580      | 96                | 25                  | 11                  | 10                  | 3                     | 5          |
|  | 9.65%  | 71.78%   | 11.88%            | 3.09%               | 1.36%               | 1.24%               | 0.37%                 | 0.62%      |
| Signal Processing                              | 258    | 353      | 86                | 37                  | 25                  | 12                  | 3                     | 9          |
|  | 32.95% | 45.08%   | 10.98%            | 4.73%               | 3.19%               | 1.53%               | 0.38%                 | 1.15%      |



**21.) Please indicate approximately how much you or your company plan on spending on the following product categories within the next 12 months:**

|  | \$0    | <\$5,000 | \$5,000 - \$9,999 | \$10,000 - \$24,999 | \$25,000 - \$49,999 | \$50,000 - \$99,999 | \$100,000 - \$249,000 | >\$250,000 |
|--|--------|----------|-------------------|---------------------|---------------------|---------------------|-----------------------|------------|
| System Control (Hardware)<br>System Control (Software) | 393    | 259      | 59                | 32                  | 13                  | 6                   | 4                     | 6          |
|  | 50.91% | 33.55%   | 7.64%             | 4.15%               | 1.68%               | 0.78%               | 0.52%                 | 0.78%      |
| Production Intercoms                                   | 498    | 203      | 38                | 17                  | 14                  | 2                   | 1                     | 1          |
|  | 64.34% | 26.23%   | 4.91%             | 2.20%               | 1.81%               | 0.26%               | 0.13%                 | 0.13%      |
| Monitor Cabinets                                       | 392    | 252      | 72                | 36                  | 12                  | 6                   | 4                     | 2          |
|  | 50.52% | 32.47%   | 9.28%             | 4.64%               | 1.55%               | 0.77%               | 0.52%                 | 0.26%      |
| Subwoofer Cabinets                                     | 382    | 215      | 72                | 69                  | 22                  | 16                  | 4                     | 4          |
|  | 48.72% | 27.42%   | 9.18%             | 8.80%               | 2.81%               | 2.04%               | 0.51%                 | 0.51%      |
| Portable PA Systems                                    | 371    | 264      | 82                | 37                  | 9                   | 7                   | 5                     | 4          |
|  | 47.63% | 33.89%   | 10.53%            | 4.75%               | 1.16%               | 0.90%               | 0.64%                 | 0.51%      |
| Cases & Racks  | 211    | 437      | 85                | 30                  | 7                   | 8                   | 5                     | 2          |
|  | 26.88% | 55.67%   | 10.83%            | 3.82%               | 0.89%               | 1.02%               | 0.64%                 | 0.25%      |
| Ear Personal Monitors                                  | 394    | 273      | 63                | 34                  | 11                  | 1                   | 3                     | 1          |
|  | 50.51% | 35.00%   | 8.08%             | 4.36%               | 1.41%               | 0.13%               | 0.38%                 | 0.13%      |
| Power Distros  | 451    | 224      | 60                | 21                  | 9                   | 3                   | 2                     | 1          |
|  | 58.50% | 29.05%   | 7.78%             | 2.72%               | 1.17%               | 0.39%               | 0.26%                 | 0.13%      |
| Chain Motors   | 584    | 95       | 44                | 21                  | 10                  | 8                   | 0                     | 1          |
|  | 76.54% | 12.45%   | 5.77%             | 2.75%               | 1.31%               | 1.05%               | 0.00%                 | 0.13%      |
| Trussing or Lifts                                      | 531    | 134      | 59                | 25                  | 7                   | 4                   | 2                     | 1          |
|  | 69.59% | 17.56%   | 7.73%             | 3.28%               | 0.92%               | 0.52%               | 0.26%                 | 0.13%      |
| Rental Tracking Software                               | 656    | 77       | 9                 | 5                   | 3                   | 1                   | 0                     | 1          |
|  | 87.23% | 10.24%   | 1.20%             | 0.66%               | 0.40%               | 0.13%               | 0.00%                 | 0.13%      |

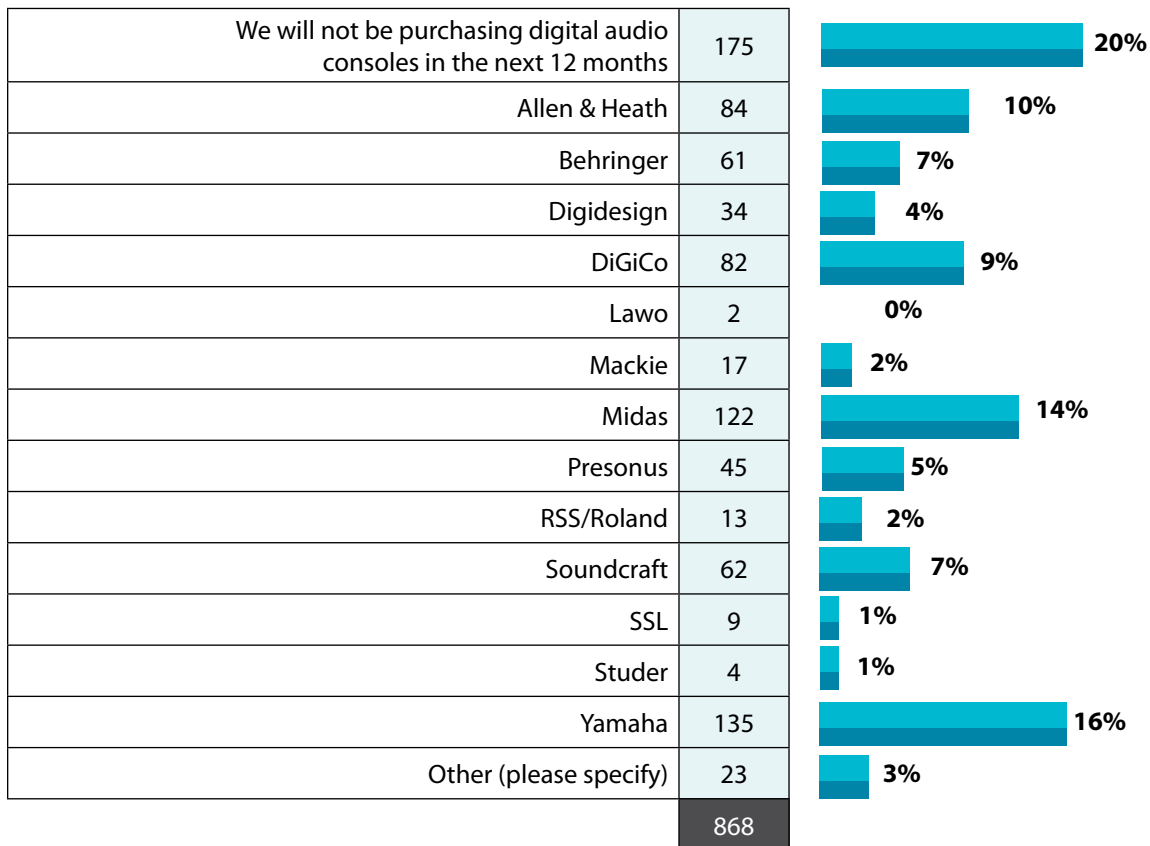


**22.) If you, your company or venue will be purchasing line array speakers in the next 12 month period, please indicate the brand you will give the most consideration to?**

|   |            |     |
|---|------------|-----|
| We will not be purchasing line array speakers in the next 12 months | 338        | 40% |
| Adamson   | 7          | 1%  |
| Alcon   | 2          | 0%  |
| A-Line  | 1          | 0%  |
| Bose  | 7          | 1%  |
| Carvin  | 8          | 1%  |
| Community   | 1          | 0%  |
| d&b audiotechnik  | 54         | 6%  |
| Danley  | 1          | 0%  |
| DAS   | 7          | 1%  |
| dB Technologies   | 12         | 1%  |
| EAW   | 27         | 3%  |
| E-V   | 18         | 2%  |
| FBT   | 0          | 0%  |
| Grund   | 0          | 0%  |
| ISP   | 1          | 0%  |
| JBL   | 103        | 12% |
| K-Array   | 8          | 1%  |
| L-Acoustics   | 47         | 6%  |
| Martin Audio  | 20         | 2%  |
| McCauley  | 5          | 1%  |
| Meyer   | 58         | 7%  |
| NEXO  | 8          | 1%  |
| Outline   | 0          | 0%  |
| Peavey  | 3          | 0%  |
| QSC   | 32         | 4%  |
| RCF   | 16         | 2%  |
| Renkus-Heinz  | 7          | 1%  |
| SLS   | 0          | 0%  |
| T.V.I.  | 5          | 1%  |
| Turbosound  | 5          | 1%  |
| VUE AudioTechnik  | 11         | 1%  |
| Worx/Presonus   | 5          | 1%  |
| Yamaha  | 4          | 1%  |
| Yorkville   | 1          | 0%  |
| Other, please specify   | 25         | 3%  |
|   | <b>847</b> |     |



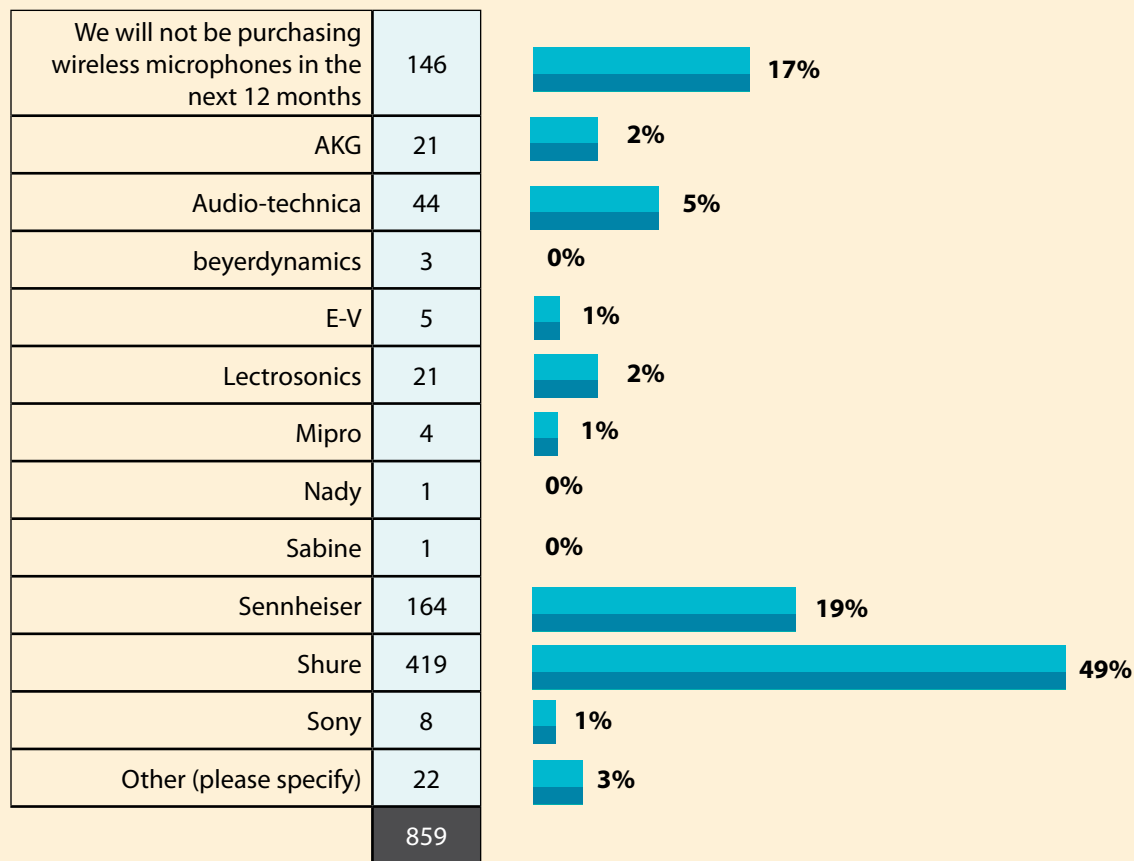
**23.) If you, your company or venue will be purchasing a digital audio console in the next 12 month period, please indicate the brand you will give the most consideration to?**



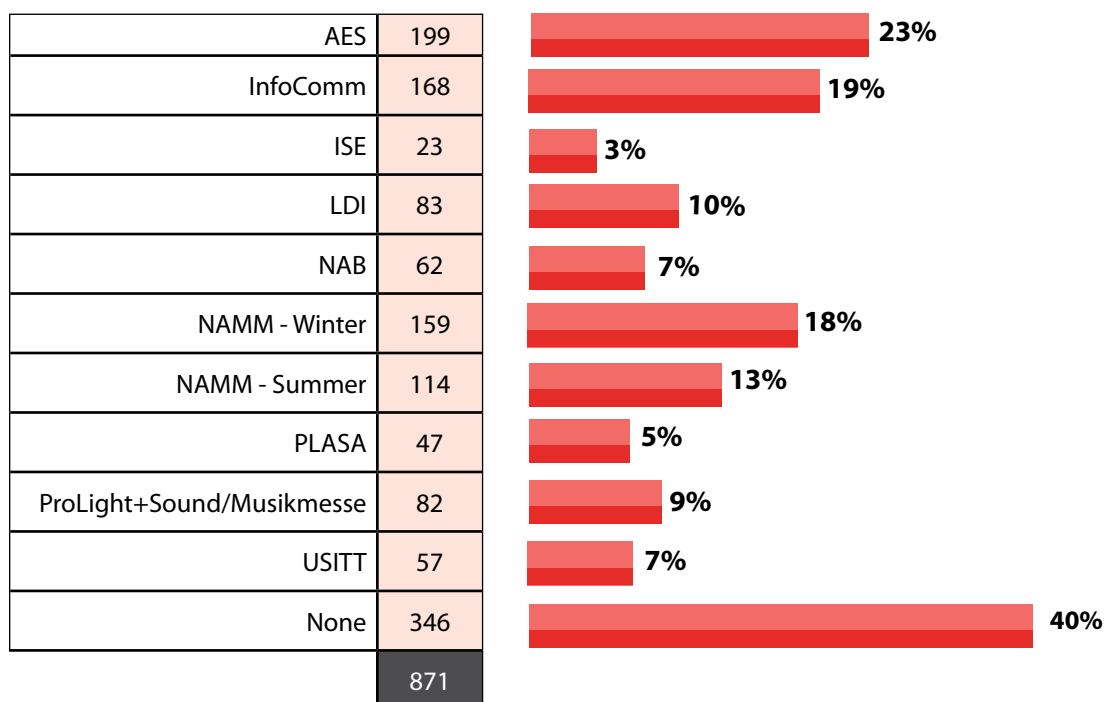
**24.) Please rate the following factors as to what determines the purchase of a new speaker system for your company or venue(s), 5 being most important 1 being least important:**

|                              | 1      | 2      | 3      | 4      | 5      |
|------------------------------|--------|--------|--------|--------|--------|
| Audio quality                | 50     | 5      | 18     | 119    | 656    |
|                              | 5.90%  | 0.59%  | 2.12%  | 14.03% | 77.36% |
| Price                        | 36     | 59     | 207    | 269    | 267    |
|                              | 4.30%  | 7.04%  | 24.70% | 32.10% | 31.86% |
| Color availabilities         | 471    | 168    | 97     | 34     | 29     |
|                              | 58.95% | 21.03% | 12.14% | 4.26%  | 3.63%  |
| Ease of installation         | 138    | 152    | 246    | 179    | 94     |
|                              | 17.06% | 18.79% | 30.41% | 22.13% | 11.62% |
| Warranty                     | 76     | 116    | 264    | 204    | 154    |
|                              | 9.34%  | 14.25% | 32.43% | 25.06% | 18.92% |
| Reputation of product        | 37     | 57     | 149    | 295    | 289    |
|                              | 4.47%  | 6.89%  | 18.02% | 35.67% | 34.95% |
| Recommendation of peers      | 64     | 104    | 230    | 265    | 148    |
|                              | 7.89%  | 12.82% | 28.36% | 32.68% | 18.25% |
| Recommendation of consultant | 163    | 155    | 247    | 150    | 81     |
|                              | 20.48% | 19.47% | 31.03% | 18.84% | 10.18% |
| Other                        | 94     | 6      | 14     | 17     | 39     |
|                              | 55.29% | 3.53%  | 8.24%  | 10.00% | 22.94% |

25.) If you, your company or venue will be purchasing a wireless microphone system in the next 12 month period, please indicate the brand you will give the most consideration to?



26.) What industry trade shows do you attend/ plan to attend in the upcoming year?

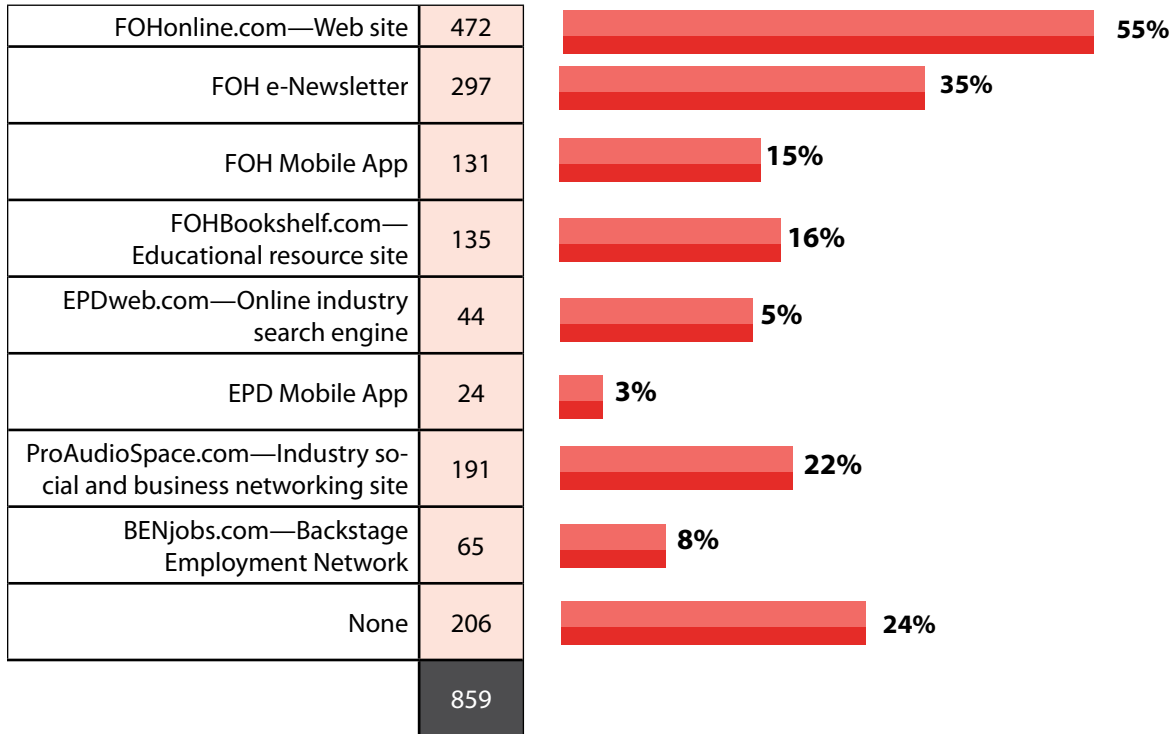


**27.) Rate the following sources in terms of importance for getting your current audio industry news:**

|   | Extremely important | Very important | Important | Marginally important | Not important |
|---|---------------------|----------------|-----------|----------------------|---------------|
| Blogs   | 41                  | 72             | 203       | 236                  | 276           |
|   | 4.95%               | 8.70%          | 24.52%    | 28.50%               | 33.33%        |
| E-mail newsletters  | 44                  | 111            | 279       | 268                  | 138           |
|   | 5.24%               | 13.21%         | 33.21%    | 31.90%               | 16.43%        |
| Industry newsgroups   | 38                  | 95             | 274       | 234                  | 172           |
|   | 4.67%               | 11.69%         | 33.70%    | 28.78%               | 21.16%        |
| Manufacturer Web sites  | 151                 | 284            | 284       | 91                   | 37            |
|   | 17.83%              | 33.53%         | 33.53%    | 10.74%               | 4.37%         |
| Monthly trade magazines<br>(including their Web sites,<br>newsletters, and mobile apps) | 236                 | 331            | 216       | 57                   | 21            |
|   | 27.41%              | 38.44%         | 25.09%    | 6.62%                | 2.44%         |
| Social networking sites   | 51                  | 128            | 203       | 229                  | 223           |
|   | 6.12%               | 15.35%         | 24.34%    | 27.46%               | 26.74%        |
| Word of mouth   | 186                 | 268            | 254       | 109                  | 36            |
|   | 21.81%              | 31.42%         | 29.78%    | 12.78%               | 4.22%         |



**28.) Besides FOH magazine, select which of our electronic media properties has additional value to you as a professional in the live sound industry:**



**29.) Are you a member of ProAudioSpace.com?**



**30.) Do you utilize our digital media editions of FRONT of HOUSE?**

