



## 2006 Readers Survey Results

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1. U.S. residents, what is your zip code?

<b>Total Respondents</b>	<b>886</b>
(skipped this question)	125

2. If not a U.S. resident, what is your country and city?

<b>Total Respondents</b>	<b>139</b>
(skipped this question)	872

3. What is your age range?

	<b>Response Percent</b>	<b>Response Total</b>
under 16	1%	10
17-21 █	11.2%	112
<b>22-30</b> █	<b>31%</b>	<b>309</b>
31-40 █	24.7%	246
41-50 █	21.8%	217
51-60+ █	10.3%	103
<b>Total Respondents</b>	<b>997</b>	
(skipped this question)		14

4. What is your marital status?

	<b>Response Percent</b>	<b>Response Total</b>
<b>single</b> █	<b>48.5%</b>	<b>484</b>
married █	24.1%	240
divorced/widowed █	12.4%	124
significant other █	14.9%	149
<b>Total Respondents</b>	<b>997</b>	
(skipped this question)		14

5. What is your race?

	<b>Response Percent</b>	<b>Response Total</b>
Native American	3.4%	34
<b>White</b>	<b>53.6%</b>	<b>534</b>
Black/African American	16.3%	163
Carribbean Islander	5.1%	51
South Pacific Islander (includes Hawaii)	2.5%	25
Hispanic	7.9%	79
Asian	2.1%	21
Other	9%	90
<b>Total Respondents</b>	<b>997</b>	
(skipped this question)		<b>14</b>

6. What is your gender?






	<b>Response Percent</b>	<b>Response Total</b>
Man	32.8%	327
<b>Woman</b>	<b>67.2%</b>	<b>670</b>
<b>Total Respondents</b>	<b>997</b>	
(skipped this question)		<b>14</b>

7. What is your yearly income? (Remember this survey is completely confidential; your answer will only be used for statistical purposes)





	<b>Response Percent</b>	<b>Response Total</b>
<\$20,000	31.5%	312
<b>\$21,000 - \$40,000</b>	<b>35.5%</b>	<b>351</b>
\$41,000 - \$50,000	14.2%	140
>\$50,000	18.8%	186
<b>Total Respondents</b>	<b>989</b>	
(skipped this question)		<b>22</b>

8. What is your education level? (check highest level)


<b>Response Percent</b>	<b>Response Total</b>
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some high School		5.9%	58
High School Graduate		14.4%	142
<b>some College</b>		<b>43.3%</b>	<b>428</b>
College Graduate		25.3%	250
Advanced Studies		11.2%	111
		<b>Total Respondents</b>	<b>989</b>
		(skipped this question)	22

9. Home life?

		<b>Response Percent</b>	<b>Response Total</b>
Live with parents		14.6%	144
Live at School		1.2%	12
<b>Rent</b>		<b>49.5%</b>	<b>487</b>
Own my Home		34.7%	341
		<b>Total Respondents</b>	<b>984</b>
		(skipped this question)	28

10. What is your employment status?

		<b>Response Percent</b>	<b>Response Total</b>
<b>Employed</b>		<b>62.7%</b>	<b>617</b>
Self-Employed		19%	187
Retired		2%	20
Student		10.4%	102
Not Employed		5.9%	58
		<b>Total Respondents</b>	<b>984</b>
		(skipped this question)	28

11. Your line of work? (check primary one)

		<b>Response Percent</b>	<b>Response Total</b>
Sales/Retail		12.1%	119
Management		8.4%	83
Homemaker		3.8%	37
Music Industry		7.7%	76
Civil Servant		5.5%	54

Military	0.6%	6
Education █	10.4%	102
<b>other/not applicable</b> ██████████	<b>51.5%</b>	<b>507</b>
<b>Total Respondents</b>		<b>984</b>
(skipped this question)		28

12. How many CDs do you purchase annually?

	Response Percent	Response Total
0-3 █	13.8%	135
4-6 █	18.4%	180
7-10 █	24.5%	239
11-20 █	18.3%	179
<b>20+</b> █	<b>24.9%</b>	<b>243</b>
<b>Total Respondents</b>		<b>976</b>
(skipped this question)		35

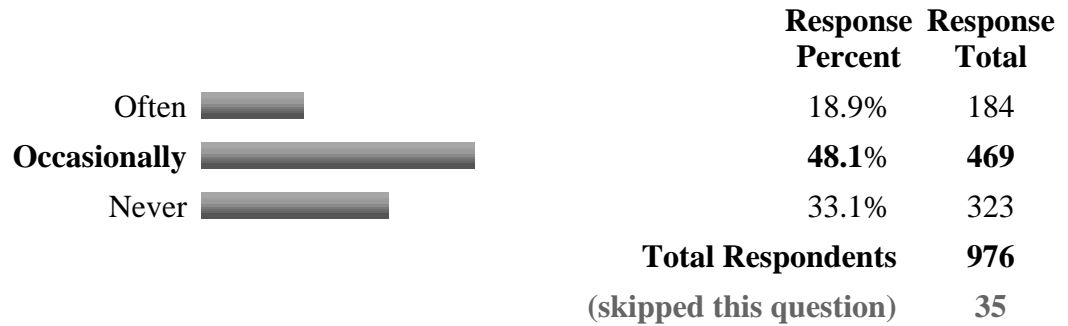
13. Do you purchase CDs online?

	Response Percent	Response Total
Usually █	10.7%	104
<b>Sometimes</b> ██████████	<b>59.6%</b>	<b>582</b>
Never █	29.7%	290
<b>Total Respondents</b>		<b>976</b>
(skipped this question)		35

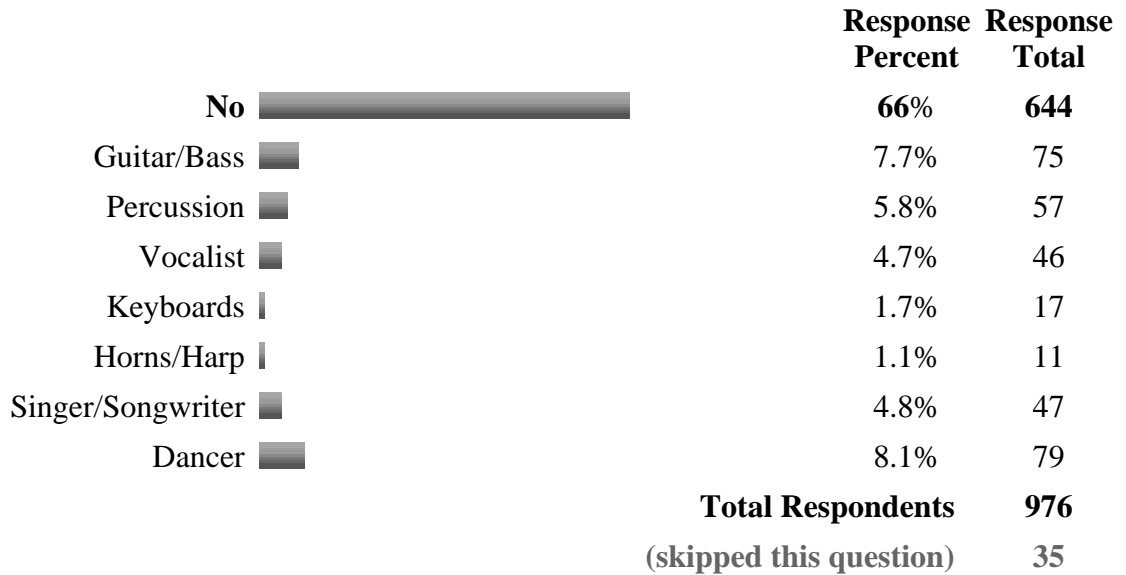
14. Where do you listen to reggae? (Check all that apply)

	Response Percent	Response Total
<b>FM Radio</b> ██████████	<b>66.4%</b>	<b>648</b>
Satellite Radio █	33%	322
Internet Streaming █	58.4%	570
Cable Television █	43.8%	427
<b>Total Respondents</b>		<b>976</b>
(skipped this question)		35

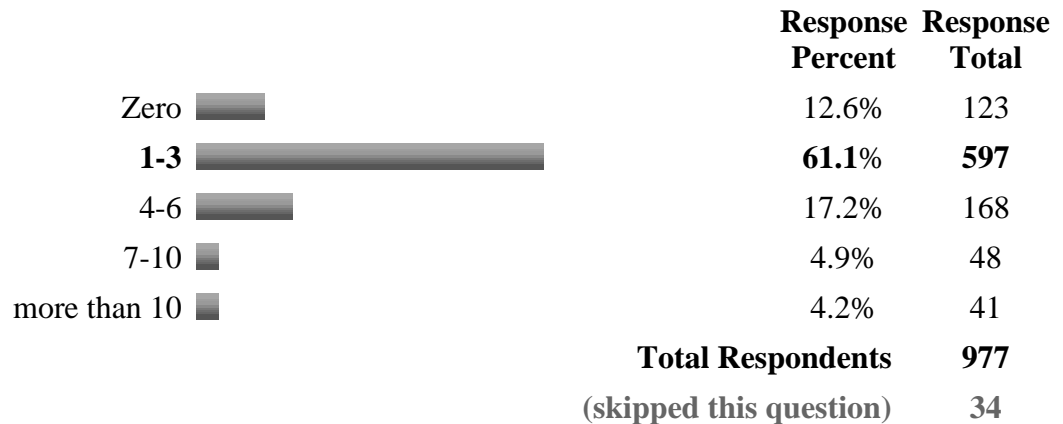
15. Do you download music from a computer?



16. Are you a musician/artist?








17. How many reggae festivals do you attend annually?










18. What distance are you willing to travel for a reggae festival?





Response Percent	Response Total
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zero-25 miles		3.7%	36
25-50 miles		7.5%	73
50-100 miles		16%	156
100-250 miles		16.5%	161
<b>more than 250 miles</b>		<b>56.4%</b>	<b>551</b>
		<b>Total Respondents</b>	<b>977</b>
		<b>(skipped this question)</b>	<b>34</b>

19. Any planned major purchases within the next year? (Check all that apply)




		<b>Response Percent</b>	<b>Response Total</b>
House		17.9%	138
Home Remodel		13.5%	104
New Car		26%	200
Appliances		17.2%	132
<b>Vacation</b>		<b>65.7%</b>	<b>505</b>
RV - recreational vehicle		2.7%	21
Motorcycle		4.9%	38
		<b>Total Respondents</b>	<b>769</b>
		<b>(skipped this question)</b>	<b>242</b>

20. How many credit cards do you use?

		<b>Response Percent</b>	<b>Response Total</b>
0		28.6%	278
1		<b>34.5%</b>	<b>335</b>
2-3		31.1%	302
4-5		3.8%	37
more than 5		2%	19
		<b>Total Respondents</b>	<b>971</b>
		<b>(skipped this question)</b>	<b>40</b>

21. What kind of magazines do you read? (Check All that Apply)

		<b>Response Percent</b>	<b>Response Total</b>
Sports		25.2%	219
Fashion		41.4%	360

<b>Music</b>		<b>78.9%</b>	<b>686</b>
Business Journals		16.5%	143
Weekly News		45.6%	396
<b>Total Respondents</b>			<b>869</b>
<b>(skipped this question)</b>			<b>142</b>