

DEMOGRAPHICS AND MUSICAL ACTIVITIES



Which of the following describes your involvement in music?

Amateur musician	74%
Composer or songwriter	24%
Music student	15%
Professional musician	15%
Music teacher	7%
Provider of services to musicians or music industry	4%
None of the above	3%
Maker of music products	3%

(Multiple responses allowed to question above, so combined percentages exceed 100%.)

How would you classify your level of guitar-playing experience?

Intermediate	36%
Advanced Intermediate	25%
Early Intermediate	20%
Advanced	12%
Near-Beginner	5%
Novice	2%
Do not play	0%
Total	100%

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Which of the following do you consider your primary instrument, meaning the one that you most often play?

Flat-top steel-string guitar	50%
Acoustic-electric guitar	32%
Electric guitar	8%
Nylon-string guitar	4%
Archtop guitar	2%
Other	2%
Electric bass guitar	1%
Resonator guitar	0%
Acoustic bass guitar	0%
Total	100%

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During the past 12 months, how frequently have you participated in the following activities?

	<i>% who participate</i>	<i>Times per year</i>
Visited a musical instrument store	96%	15.5
Purchased a musical instrument or accessory	90%	7.0
Attended a concert	83%	5.4
Visited a CD/record store	72%	7.6
Attended a music festival	59%	2.5
Participated in a home recording session	58%	24.7
Wrote a song or musical composition	57%	23.0
Performed live in a band	55%	17.6
Performed live solo	53%	10.5
Attended a music workshop/camp/seminar	39%	3.5
Taken a private music lesson	37%	18.6
Participated in a studio recording session	29%	12.9

In the coming 12 months, how frequently will you participate in the following activities?

	<i>% who participate</i>	<i>Times per year</i>
Visit a musical instrument store	94%	15.6
Purchase a musical instrument or accessory	84%	5.6
Attend a concert	84%	4.4
Visit a CD/record store	69%	8.5
Attend a music festival	64%	2.3
Participate in a home recording session	62%	23.6
Write a song or musical composition	60%	27.0
Perform live solo	56%	12.6
Attend a music workshop/camp/seminar	54%	2.4
Perform live in a band	54%	18.2
Take a private music lesson	44%	14.8
Participate in a studio recording session	35%	11.4

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During the past 12 months, about how many times has someone asked you for advice about music-related products, services, or events?

	<i>% who are asked for advice</i>	<i>Cumulative %</i>
0	8%	100%
1 to 9	44%	92%
10 to 19	24%	49%
20 to 29	7%	24%
30 to 39	3%	17%
40 to 49	1%	14%
50 or more	5%	13%
Don't know/not sure	8%	8%
Average annual occurrences	11.9	

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What is your age?

	<i>% in this age range</i>	<i>Cumulative %</i>
under 21	2%	2%
21 to 30	2%	5%
31 to 40	5%	10%
41 to 50	13%	23%
51 to 60	40%	63%
61 to 70	36%	98%
70 or over	2%	100%
Average Age	55	

What is your gender?

Male	93%
Female	7%

Which of the following best describes your current residence?

Own your own home	72%
Rent your home	18%
Live with family	6%
Live on campus	1%
Other	3%

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What is the highest level of education that you've completed?

	<i>% at this level</i>	<i>Cumulative %</i>
Some high school or less	3%	100%
High school graduate	10%	97%
Some college	25%	86%
Associate's degree	10%	62%
Bachelor's degree	21%	52%
Post-graduate study	9%	31%
Post-graduate degree	22%	22%
Bachelor's degree or higher	52%	

What is your approximate total annual household income before taxes?

	<i>% at this level</i>	<i>Cumulative %</i>
\$0 – \$14,999	6%	100%
\$15,000 – \$29,999	10%	94%
\$30,000 – \$49,999	13%	85%
\$50,000 – \$74,999	20%	72%
\$75,000 – \$99,999	15%	53%
\$100,000 – \$149,999	16%	38%
\$150,000 – \$199,999	6%	22%
\$200,000 – \$249,000	3%	16%
Other	13%	13%
Average Household Income	\$108,345	
\$50,000 or higher household income	72%	
\$100,000 or higher household income	38%	