

OWNERSHIP AND PURCHASE INTENT



In total, how many musical instruments, including your guitars and other types of instruments, do you own?

	<i>% who own</i>	<i>Number owned</i>
All instruments, including guitars	100%	10.0

Which of the following musical instruments do you currently own, and which do you plan to purchase in the next 12 months?

	<i>% who own</i>	<i>Number owned</i>	<i>% who plan to purchase</i>
Flattop guitar	80%	2.7	13%
Acoustic-electric guitar	59%	2.2	13%
Electric guitar	59%	2.7	15%
Nylon-string guitar	38%	1.4	8%
Ukulele	28%	n/a	6%
Travel guitar	24%	n/a	7%
Mandolin	22%	n/a	7%
Banjo	21%	n/a	5%
Electric bass guitar	20%	1.5	3%
Archtop guitar	18%	1.4	8%
Resonator guitar	13%	1.2	8%
Fiddle	10%	n/a	2%
Acoustic bass guitar	5%	1.7	3%

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Which of the following music accessories and instructional materials did you purchase in the last 12 months, and which do you plan to purchase in the next 12 months?

	<i>% who purchased</i>	<i>% who plan to purchase</i>
Steel strings	92%	67%
Music to listen to (vinyl, CD, download)	75%	59%
Electronic tuner	56%	12%
Music instruction (book, CD, DVD, download)	56%	41%
Capo	53%	16%
Music to play (songbook, sheet music)	48%	38%
Instrument stand	35%	10%
Gig bag/instrument case	33%	13%
Nylon strings	28%	22%

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Which of the following music recording and performing equipment do you currently own and/or plan to purchase in the next 12 months?

	<i>% who own</i>	<i>% who plan to purchase</i>
Amplifier	69%	15%
Cables	67%	17%
Microphone	57%	14%
Pickup	41%	9%
Computer audio interface	33%	10%
Effects processor	32%	10%
Multitrack recording software	32%	7%
Stand-alone multitrack recorder	22%	5%
Acoustic DI boxes/preamp	22%	10%
PA system	21%	8%
Mixing board	21%	6%
Music sequencing software	15%	5%
Mastering software	12%	7%
None of these	11%	10%

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When you purchase an instrument or other music-related products, where will you purchase them?

	<i>% who purchase</i>
Independent local music store	75%
Chain music store (Guitar Center, Sam Ash, etc.)	50%
Internet-only music retailer (Musician's Friend, etc.)	42%
Internet-only retailer (Amazon, eBay, etc.)	29%
Directly from the maker	14%
Show, swap meet, or event	14%
Auction	8%
Other (from owner, pawn shop, online classified)	5%
Chain store (Wal-Mart, Target, etc.)	1%

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During the past 12 months, approximately how much in total did you spend on musical instruments and music-related products or services, including repair, insurance, instruction, and the like?

<i>Range</i>	<i>% of Respondents</i>	<i>Cumulative %</i>
\$0	2%	100%
\$1-\$99	5%	98%
\$100-\$249	13%	93%
\$250-\$499	15%	80%
\$500-\$999	20%	65%
\$1,000 to \$1,499	14%	45%
\$1,500 to \$2,499	14%	30%
\$2,500 to \$4,999	11%	16%
\$5,000 or more	6%	6%
Total Respondents	100%	
Average amount spent	\$1,435	
Spent \$1,000 or more	45%	
Spent \$2,500 or more	22%	