

OWNERSHIP AND PURCHASE INTENT

CLASSICAL GUITAR

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

	<i>% who own</i>	<i>Number owned</i>
All instruments, including guitars	100%	9.2

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>
Nylon-string classical guitar	95%	2.5	18%
Steel-string flattop guitar	39%	2.2	3%
Acoustic-electric guitar	31%	2.3	2%
Travel guitar	24%	n/a	5%
Ukulele	19%	n/a	3%
Nylon-string electric guitar	16%	1.4	5%
Archtop guitar	15%	n/a	2%
Nylon-string flamenco guitar	15%	1.4	5%
Mandolin	12%	n/a	1%
Fiddle	12%	n/a	1%
Banjo	9%	n/a	2%
Nylon-string jazz guitar	5%	1.4	2%
Resonator guitar	0%	n/a	0%

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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>
Nylon strings	95%	71%
Music to listen to (vinyl, CD, download)	86%	64%
Music to play (songbook, sheet music)	81%	64%
Music instruction (book, CD, DVD, download)	64%	49%
Electronic tuner	46%	9%
Steel-strings	44%	33%
Gig bag/instrument case	28%	15%
Instrument stand	27%	6%
Capo	27%	6%

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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>
Microphone	52%	11%
Cables	51%	9%
Amplifier	47%	8%
Computer audio interface	35%	7%
Pickup	32%	6%
Multitrack recording software	31%	6%
Acoustic DI boxes/preamp	25%	2%
None of these	24%	17%
Music sequencing software	22%	3%
Effects processor	22%	4%
Stand-alone multitrack recorder	21%	5%
Mastering software	18%	6%
PA system	15%	4%
Mixing board	14%	3%

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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	59%
Internet-only music retailer (Musician's Friend, etc.)	35%
Directly from the maker	34%
Internet-only retailer (Amazon, eBay, etc.)	28%
Chain music store (Guitar Center, Sam Ash, etc.)	28%
Show, swap meet, or event	10%
Other (from owner, pawn shop, online classified)	9%
Auction	8%
Chain store (Wal-Mart, Target, etc.)	0%

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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>Cume %</i>
\$0	1%	100%
\$1-\$99	6%	99%
\$100-\$249	9%	93%
\$250-\$499	13%	84%
\$500-\$999	13%	71%
\$1,000 to \$1,499	12%	58%
\$1,500 to \$2,499	19%	46%
\$2,500 to \$4,999	12%	27%
\$5,000 or more	14%	14%
Total Respondents	100%	
Average amount spent	\$2,024	
Spent \$1,000 or more	58%	
Spent \$2,500 or more	41%	