

DEMOGRAPHICS AND MUSICAL ACTIVITIES

STRINGS

Which of the following describes your involvement in music?

Amateur musician	54%
Music student	44%
Music teacher	30%
Professional musician	24%
Composer or songwriter	10%
Provider of services to musicians or music industry	3%
Maker of music products	2%
None of the above	2%

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

Advanced Intermediate	28%
Advanced	26%
Intermediate	22%
Early Intermediate	13%
Near-Beginner	7%
Novice	2%
Do not play	1%
Total	100%

DEMOGRAPHICS AND MUSICAL ACTIVITIES

STRINGS

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

Violin (or Fiddle)	59%
Cello	19%
Viola	13%
Other	6%
Bass	3%
Total	100%

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

	<i>% who participate</i>	<i>Average annual frequency</i>
Visited a musical instrument store	94%	11.8
Attended a concert	94%	11.6
Purchased a musical instrument or accessory	91%	7.0
Performed live in a band	81%	32.0
Taken a private music lesson	73%	37.8
Visited a CD/record store	71%	6.8
Attended a music workshop/camp/seminar	70%	10.9
Attended a music festival	68%	2.1
Performed live solo	67%	10.8
Participated in a home recording session	49%	14.7
Wrote a song or musical composition	47%	12.3
Participated in a studio recording session	35%	3.4

DEMOGRAPHICS AND MUSICAL ACTIVITIES

STRINGS

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

	<i>% who participate</i>	<i>Average annual frequency</i>
Attend a concert	94%	11.8
Visit a musical instrument store	92%	13.7
Perform live in a band	80%	30.6
Purchase a musical instrument or accessory	80%	6.0
Take a private music lesson	74%	40.8
Attend a music workshop/camp/seminar	72%	10.9
Attend a music festival	70%	4.7
Visit a CD/record store	67%	8.1
Perform live solo	65%	17.1
Participate in a home recording session	50%	17.8
Write a song or musical composition	44%	18.6
Participate in a studio recording session	38%	6.8

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	38%	92%
10 to 19	17%	54%
20 to 29	11%	37%
30 to 39	6%	27%
40 to 49	2%	21%
50 or more	13%	19%
Don't know/not sure	6%	6%
Average annual occurrences	17.1	

DEMOGRAPHICS AND MUSICAL ACTIVITIES

STRINGS

What is your age?

	<i>% in this age range</i>	<i>Cumulative %</i>
under 21	16%	16%
21 to 30	13%	29%
31 to 40	10%	39%
41 to 50	15%	54%
51 to 60	22%	76%
61 to 70	16%	92%
71 and older	8%	100%
Average Age	45	

What is your gender?

Male	34%
Female	66%

Which of the following best describes your current residence?

Own your own home	55%
Rent your home	20%
Live with family	20%
Live on a campus	4%
Other	2%

DEMOGRAPHICS AND MUSICAL ACTIVITIES

STRINGS

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

	<i>% who attained this level</i>	<i>Cumulative %</i>
Some high school or less	9%	100%
High school graduate	7%	91%
Some college	18%	84%
Associate's degree	3%	67%
Bachelor's degree	26%	64%
Post-graduate study	8%	38%
Post-graduate degree	30%	30%
Bachelor's degree or higher	64%	

What is your approximate total annual household income before taxes?

	<i>% whose income is at this level</i>	<i>Cumulative %</i>
\$0 – \$14,999	16%	100%
\$15,000 – \$29,999	11%	84%
\$30,000 – \$49,999	18%	73%
\$50,000 – \$74,999	20%	55%
\$75,000 – \$99,999	12%	34%
\$100,000 – \$149,999	12%	23%
\$150,000 – \$199,999	6%	11%
\$200,000 – \$249,000	5%	5%
Other	0%	0%
Average Household Income	\$70,329	
\$50,000 or higher household income	55%	
\$100,000 or higher household income	23%	