

OWNERSHIP AND PURCHASE INTENT

STRINGS

In total, how many musical instruments, including your stringed instruments and others, do you own?

	<i>% who own</i>	<i>Number owned</i>
All instruments	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>
Violin (Fiddle)	80%	2.6	13%
Violin Bow	61%	2.2	16%
Viola	32%	1.1	8%
Cello	29%	2.0	7%
Viola Bow	26%	1.6	8%
Cello Bow	24%	3.5	8%
Electric violin	15%	n/a	9%
Double Bass	5%	1.4	2%
Double Bass Bow	5%	2.1	1%
Electric cello	2%	n/a	3%
Electric viola	1%	n/a	2%
Electric upright bass	0%	n/a	1%

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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>
Strings	82%	64%
Music to play (songbook, sheet music)	77%	67%
Music to listen to (vinyl, CD, download)	72%	64%
Rosin	59%	35%
Music instruction (book, CD, DVD, download)	57%	46%
Shoulder rest	36%	14%
Gig bag/instrument case	32%	20%
Instrument stand	31%	10%
Electronic tuner	31%	11%

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>
Cables	30%	6%
Microphone	29%	7%
Amplifier	28%	8%
Pickup	23%	7%
Computer audio interface	20%	4%
Multitrack recording software	17%	4%
Music sequencing software	16%	5%
Acoustic DI boxes/preamp	11%	4%
Effects processor	10%	5%
Mastering software	9%	4%
Stand-alone multitrack recorder	9%	4%
PA system	8%	3%
Mixing board	7%	3%

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

	% who purchase
Independent local music store or violin shop	82%
Internet-only music retailer (Musician's Friend, Shar Music, etc.)	49%
Directly from the maker	34%
Private dealer	28%
Internet-only retailer (Amazon, eBay, etc.)	27%
Chain music store (Guitar Center, Sam Ash, etc.)	15%
Show, swap meet, or event	9%
Auction	6%
Chain store (Wal-Mart, Target, etc.)	2%

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?

Range	% of Respondents	Cumulative %
\$0	2%	100%
\$1-\$99	6%	98%
\$100-\$249	15%	93%
\$250-\$499	14%	78%
\$500-\$999	15%	64%
\$1,000 to \$1,499	10%	49%
\$1,500 to \$2,499	11%	39%
\$2,500 to \$4,999	14%	28%
\$5,000 or more	8%	14%
Total Respondents	100%	
Average amount spent	\$2,400	
Spent \$1,000 or more	49%	
Spent \$2,500 or more	28%	