

DEMOGRAPHICS AND MUSICAL ACTIVITIES

Ukulele

Which of the following describes your involvement in music?

Amateur musician	77%
Music student	15%
Music teacher	10%
Professional musician	8%
Composer or songwriter	8%
Maker of music products	2%
Provider of services to musicians or music industry	2%
Retailer of music products	1%

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

Early Intermediate	33%
Intermediate	25%
Near-Beginner	15%
Advanced Intermediate	11%
Novice	9%
Advanced	6%
Do not play	1%
Total	100%

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

Tenor ukulele	38%
Concert ukulele	37%
Soprano ukulele	15%
Baritone ukulele	5%
Other (banjolele, guitar, etc.)	3%
Sopranino ukulele	1%
Bass ukulele	1%
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	99%	13.4
Purchased a musical instrument or accessory	91%	4.6
Attended a concert	91%	5.5
Visited a CD/record store	73%	5.5
Attended a music festival	67%	2.2
Attended a music workshop/camp/seminar	63%	5.2
Performed live in a band	57%	16.5
Taken a private music lesson	44%	17.3
Performed live solo	44%	10.2
Participated in a home recording session	41%	8.9
Wrote a song or musical composition	38%	5.0
Participated in a studio recording session	19%	2.2

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

	<i>% who participate</i>	<i>Average annual frequency</i>
Visit a musical instrument store	93%	12.2
Attend a concert	87%	5.5
Purchase a musical instrument or accessory	80%	2.8
Attend a music workshop/camp/seminar	71%	4.1
Attend a music festival	70%	2.3
Visit a CD/record store	68%	6.5
Perform live in a band	56%	16.6
Take a private music lesson	53%	13.9
Participate in a home recording session	48%	8.4
Perform live solo	48%	12.7
Write a song or musical composition	37%	5.8
Participate in a studio recording session	21%	6.4

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	10%	100%
1 to 9	43%	90%
10 to 19	22%	47%
20 to 29	7%	25%
30 to 39	4%	18%
40 to 49	1%	14%
50 or more	9%	13%
Don't know/not sure	4%	4%
Average annual occurrences	13.9	

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What is your age?

	<i>% in this age range</i>	<i>Cumulative %</i>
under 21	0%	0%
21 to 30	1%	1%
31 to 40	4%	5%
41 to 50	17%	21%
51 to 60	34%	55%
61 to 70	33%	88%
71 or over	12%	100%
Average Age	60	

What is your gender?

Male	69%
Female	31%

Which of the following best describes your current residence?

Own	82%
Rent	14%
Live with family	1%
Live on campus	0%
Other	3%

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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	3%	100%
High school graduate	6%	97%
Some college	24%	91%
Associate's degree	11%	67%
Bachelor's degree	22%	56%
Post-graduate study	7%	34%
Post-graduate degree	27%	27%
 Bachelor's degree or higher	 56%	

What is your approximate total annual household income before taxes?

	<i>% whose income is at this level</i>	<i>Cumulative %</i>
\$0 – \$14,999	3%	100%
\$15,000 – \$29,999	7%	97%
\$30,000 – \$49,999	14%	89%
\$50,000 – \$74,999	26%	76%
\$75,000 – \$99,999	20%	50%
\$100,000 – \$149,999	18%	30%
\$150,000 – \$199,999	8%	12%
\$200,000 – \$249,000	4%	4%
 Average Household Income	 \$86,259	
 \$50,000 or higher household income	 76%	
\$100,000 or higher household income	30%	