

DEMOGRAPHICS AND MUSICAL ACTIVITIES

CLASSICAL GUITAR

Which of the following describes your involvement in music?

Amateur musician	60%
Music teacher	22%
Music student	22%
Professional musician	21%
Composer or songwriter	11%
Maker of music products	5%
Provider of services to musicians or music industry	4%
Retailer of music products	2%

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

Intermediate (know many pieces and varied techniques)	27%
Advanced (adept at professional performance and/or teaching)	24%
Advanced Intermediate (able to pick up new styles and techniques readily)	23%
Early Intermediate (know some pieces and basic techniques)	20%
Near-Beginner (familiar with the fundamentals)	4%
Novice (just starting to play)	2%
Do not play	0%
Total	100%

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

Nylon-string classical guitar	83%
Nylon-string jazz or electric guitar	3%
Acoustic-electric steel-string guitar	3%
Nylon-string flamenco guitar	3%
Flat-top steel-string guitar	3%
Other fretted instrument	2%
Non-fretted instrument	1%
Electric guitar	1%
Archtop steel-string guitar	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	94%	9.1
Purchased a musical instrument or accessory	90%	4.3
Attended a concert	87%	7.1
Visited a CD/record store	74%	7.4
Attended a music festival	65%	1.9
Attended a music workshop/camp/seminar	59%	5.0
Taken a private music lesson	59%	27.6
Performed live solo	56%	15.2
Participated in a home recording session	54%	22.6
Performed live in a band or ensemble	49%	17.6
Written a song or musical composition	41%	24.9
Participated in a studio recording session	28%	3.0

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	90%	9.2
Attend a concert	87%	8.0
Purchase a musical instrument or accessory	79%	3.5
Visit a CD/record store	69%	7.2
Attend a music festival	65%	2.2
Attend a music workshop/camp/seminar	61%	3.6
Take a private music lesson	61%	27.1
Perform live solo	57%	17.9
Participate in a home recording session	55%	17.4
Perform live in a band or ensemble	50%	17.6
Write a song or musical composition	39%	23.4
Participate in a studio recording session	27%	7.2

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	12%	100%	
1 to 9	42%	88%	
10 to 19	17%	46%	
20 to 29	8%	29%	
30 to 39	5%	21%	
40 to 49	1%	16%	
50 or more	13%	16%	
Don't know/not sure	3%	3%	
Average annual occurrences	15.9		

What is your age?

	<i>% in this age range</i>		<i>Cumulative %</i>
under 21	1%	1%	
21 to 30	5%	5%	
31 to 40	7%	13%	
41 to 50	16%	28%	
51 to 60	26%	55%	
61 to 70	35%	89%	
71 or older	11%	100%	
Average Age	56		

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What is your gender?

Male	89%
Female	11%

Which of the following best describes your current residence?

Own your own home	81%
Rent your home	13%
Live with family	5%
Live on a campus	0%
Other	1%

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	0%	100%
High school graduate	3%	100%
Some college	15%	97%
Associate's degree	2%	82%
Bachelor's degree	26%	79%
Post-graduate study	13%	53%
Post-graduate degree	40%	40%
Bachelor's degree or higher	79%	

What is your approximate total annual household income before taxes?

	% whose income is at this level	Cumulative %
\$0 – \$14,999	3%	100%
\$15,000 – \$29,999	3%	97%
\$30,000 – \$49,999	12%	94%
\$50,000 – \$74,999	14%	83%
\$75,000 – \$99,999	13%	68%
\$100,000 – \$149,999	22%	55%
\$150,000 – \$199,999	11%	33%
\$200,000 – \$249,000	7%	22%
Other	14%	14%
Average Household Income	\$132,862	
\$50,000 or higher household income	83%	
\$100,000 or higher household income	55%	