

## OWNERSHIP AND PURCHASE INTENT

# Ukulele

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

	<i>% who own</i>	<i>Number owned</i>
All instruments, including ukuleles	100%	11.4

*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>
Concert ukulele	72%	2.0	15%
Soprano ukulele	65%	2.4	6%
Tenor ukulele	40%	1.4	17%
Baritone ukulele	23%	1.1	7%
Sopranino ukulele	7%	1.6	3%
Bass ukulele	7%	1.2	7%
Steel-string guitar	37%	n/a	4%
Nylon-string guitar	24%	n/a	3%
Mandolin	19%	n/a	3%
Banjo	19%	n/a	6%
Fiddle	9%	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	80%	53%
Music to play (songbook, sheet music)	74%	51%
Music instruction (book, CD, DVD, download)	74%	46%
Music to listen to (vinyl, CD, download)	74%	58%
Electronic tuner	70%	16%
Gig bag/instrument case	61%	20%
Instrument stand	46%	11%
Capo	33%	18%

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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>
Amplifier	51%	11%
Cables	49%	9%
Microphone	40%	8%
Pickup	36%	11%
Computer audio interface	21%	5%
Multitrack recording software	20%	3%
PA system	18%	5%
Effects processor	16%	4%
Acoustic DI boxes/preamp	14%	6%
Music sequencing software	13%	2%
Mixing board	10%	3%
Mastering software	8%	2%
Stand-alone multitrack recorder	7%	2%

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*When you purchase an instrument or other music-related products, where will you purchase them?(check all that apply)*

	<u>% who purchase</u>
Independent local music store	82%
Chain music store (Guitar Center, Sam Ash, etc.)	37%
Internet-only music retailer (Musician's Friend, etc.)	45%
Internet-only retailer (Amazon, eBay, etc.)	38%
Directly from the maker	26%
Show, swap meet, or event	19%
Auction	11%
Other (from owner, pawn shop, online classified)	9%
Chain store (Wal-Mart, Target, etc.)	1%

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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?*

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<i>Range</i>	<i>% of Respondents</i>	<i>Cumulative %</i>
\$0	0%	100%
\$1-\$99	5%	100%
\$100-\$249	12%	95%
\$250-\$499	23%	83%
\$500-\$999	24%	60%
\$1,000 to \$1,499	12%	37%
\$1,500 to \$2,499	13%	24%
\$2,500 to \$4,999	7%	11%
\$5,000 or more	4%	4%
Total Respondents	100%	
Average amount spent	\$1,218	
Spent \$1,000 or more	37%	
Spent \$2,500 or more	15%	