



**LEWISCLARKBOONE**  
MARKET INTELLIGENCE

# *Acoustic Guitar*

## Reader Survey

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## Introduction

In the spring of 2009, the research firm of LewisClarkBoone Market Intelligence conducted a survey of *Acoustic Guitar* readers. The purpose of this survey was to gather information on readership and engagement with the magazine, pass-along readership, opinions on editorial quality and breadth of coverage, familiarity with the magazine's website, and demographic information including age, gender, and household income.

## Methodology

In May 2009, a total of 750 readers of *Acoustic Guitar* were mailed survey packets consisting of a cover letter, questionnaire, \$1.00 incentive, and pre-paid reply envelope. Respondents also had the option to complete the survey online.

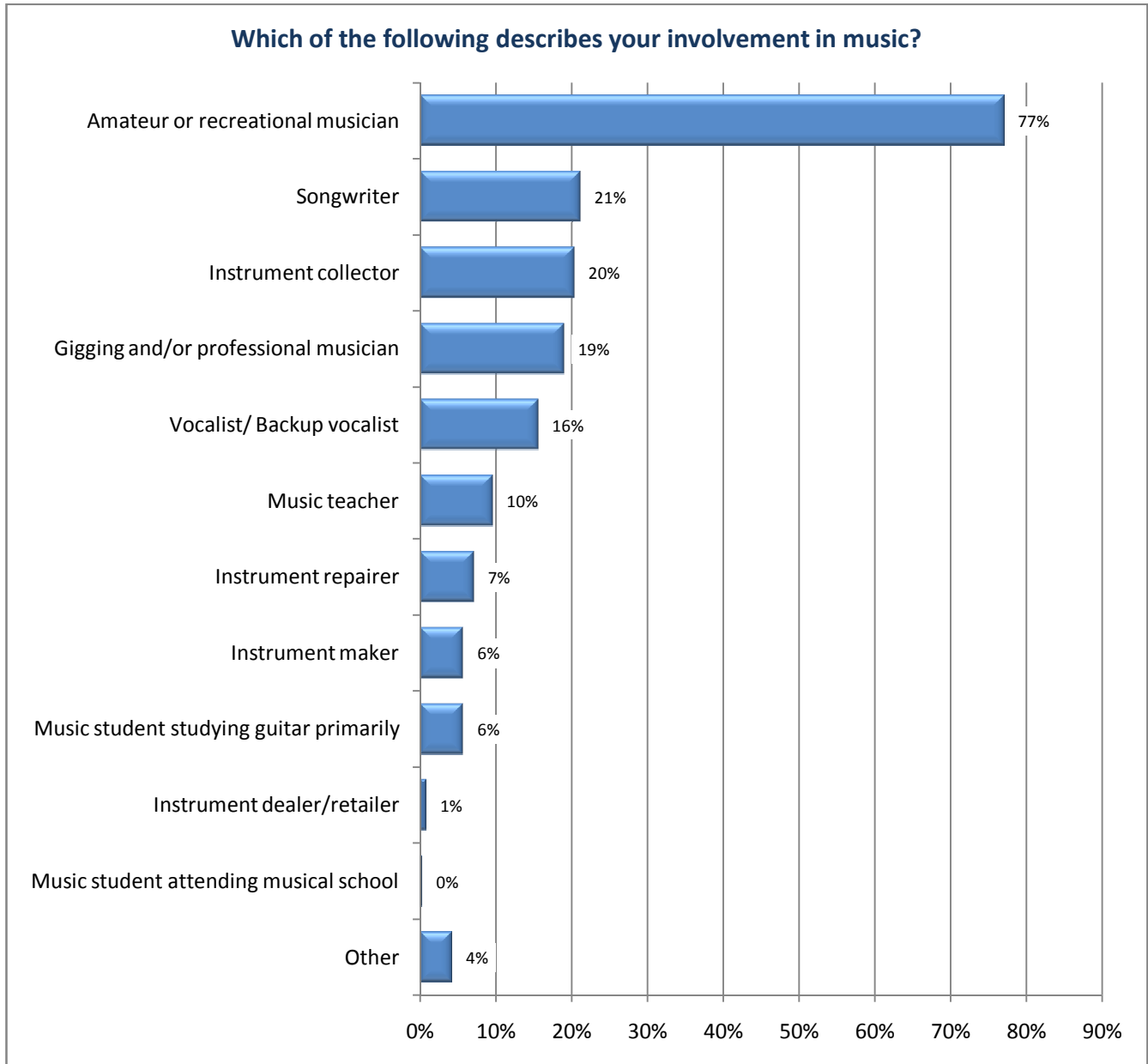
A total of 353 usable returns were received by the close of the field period, yielding a response rate of 47%. The sampling error for this survey is +/- 5.2% at a 95% confidence level.

## Highlights

- A majority of respondents identify themselves as amateur or recreational musicians, playing at an intermediate level. They enjoy playing and listening to blues, fingerstyle guitar, and rock music.
- In the past year, a majority of respondents have visited a musical instrument store, purchased music gear, attended a concert, and/or visited a CD/record store. In addition, in the past two years, a majority of respondents have used a computer for music applications.
- Respondents have been playing their primary instrument, which is most likely to be a flattop guitar, an average of twenty-four years.
- Most respondents spent at least \$500 on musical instruments and related products in the past year.
- In the past year, a majority of respondents purchased steel strings, CDs/DVDs, music instructional materials, picks, and/or music books/sheet music.
- When purchasing instruments and related products, respondents are most likely to rely on their own hands-on evaluation, although a majority of respondents also consult reviews in music publications, musician friends, and/or the Internet.
- Almost all respondents have access to the Internet and a majority use it to find guitar related information at least weekly. They are most likely to be seeking song tab and lyrics, gear information, and/or gear reviews.
- Most respondents have a good overall impression of *Acoustic Guitar*. They have been reading the magazine for several years, refer to it multiple times, spend at least one hour reading it, and save it when they are done. They are most interested in product reviews, musical instruction, product news, and player profiles/interviews.

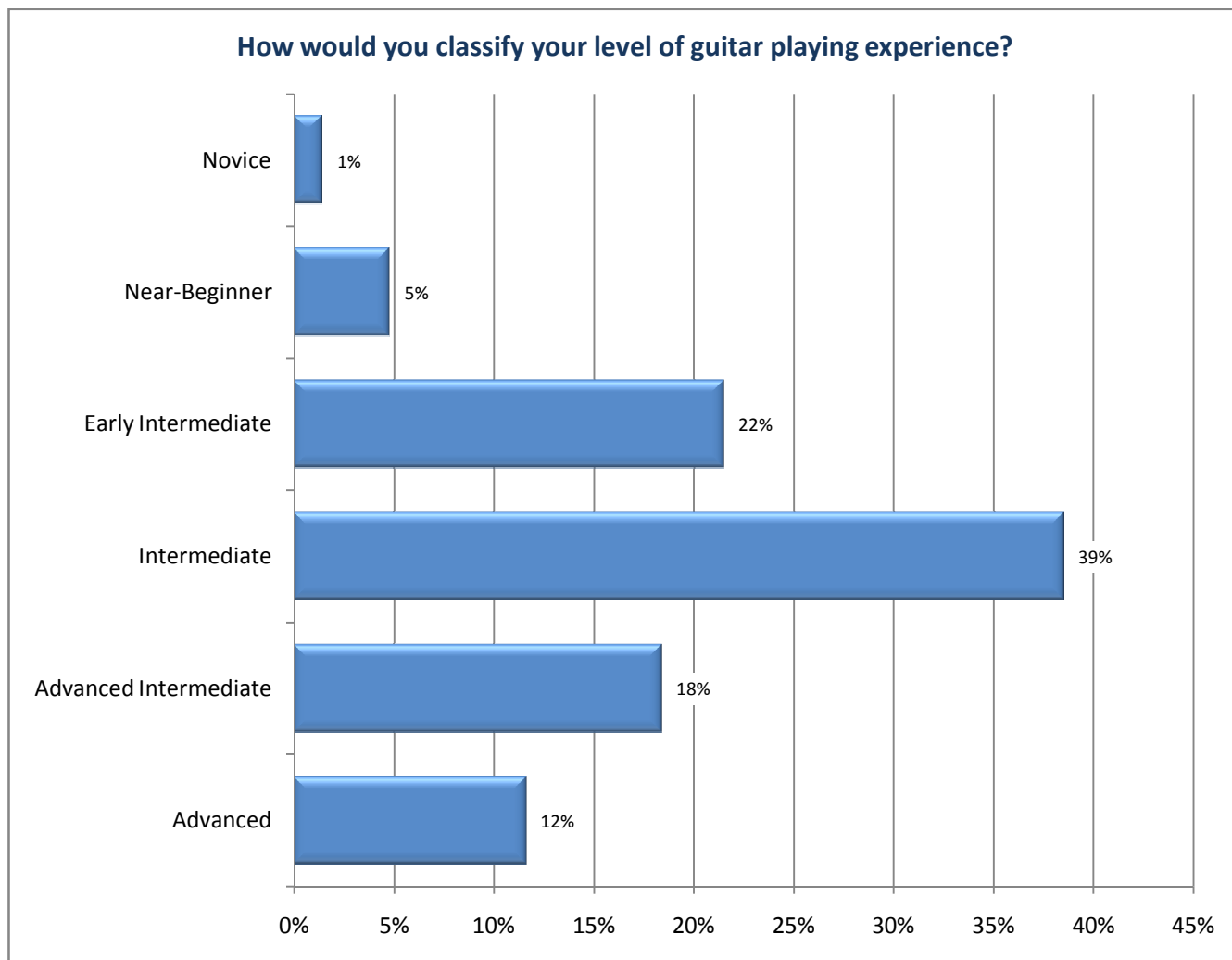
### Involvement with Music

More than three-fourths of *Acoustic Guitar* readers identify themselves as amateur or recreational musicians (77%). The next highest categories are songwriter (21%), instrument collector (20%), and gigging and/or professional musician (19%).



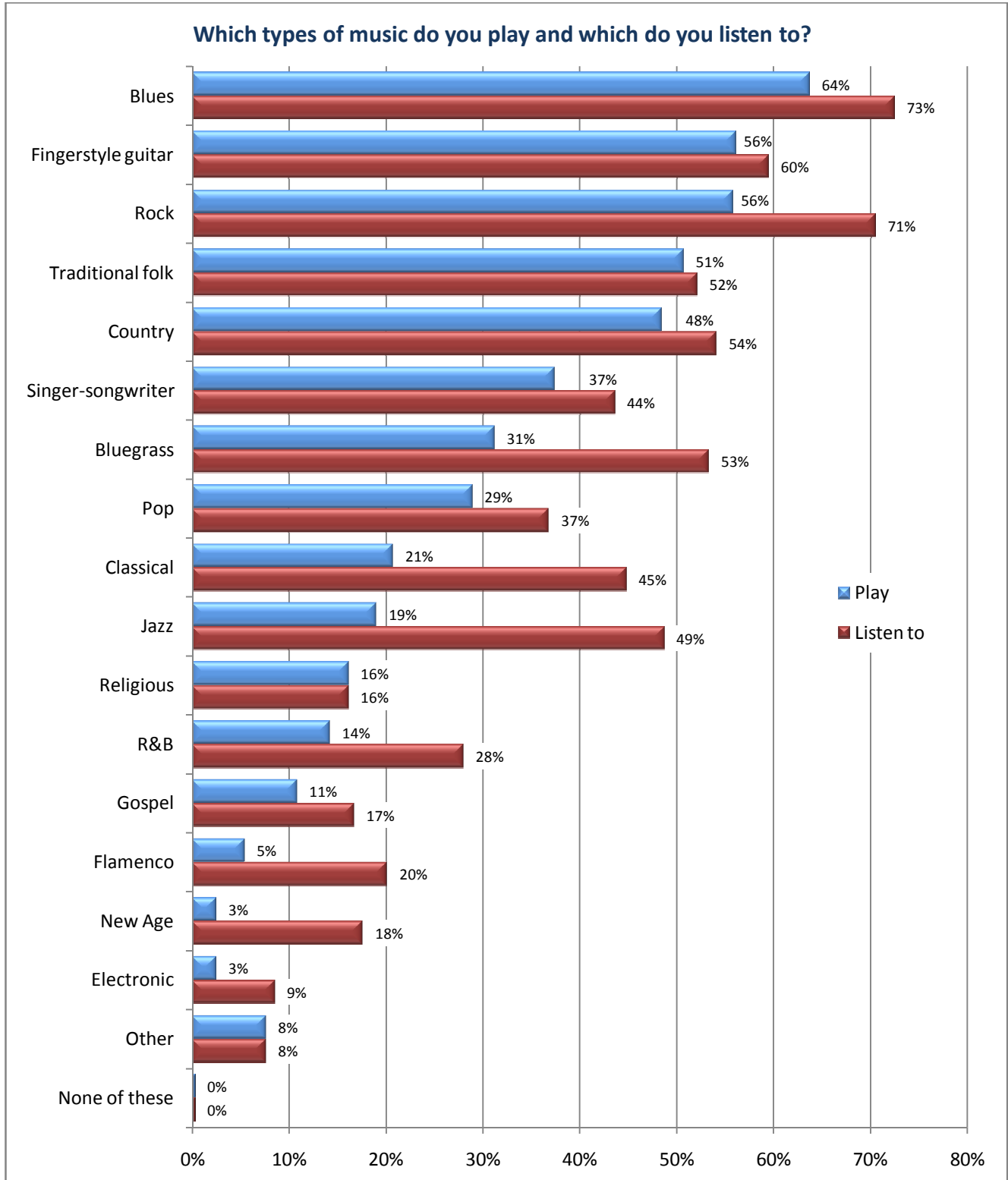
## Guitar Playing Experience

More than one-third of respondents classify themselves as intermediate level guitar players (39%), while 30% indicate they are advance intermediate to advanced guitar players. Only 6% of *Acoustic Guitar* readers classify themselves as novice or near-beginners.



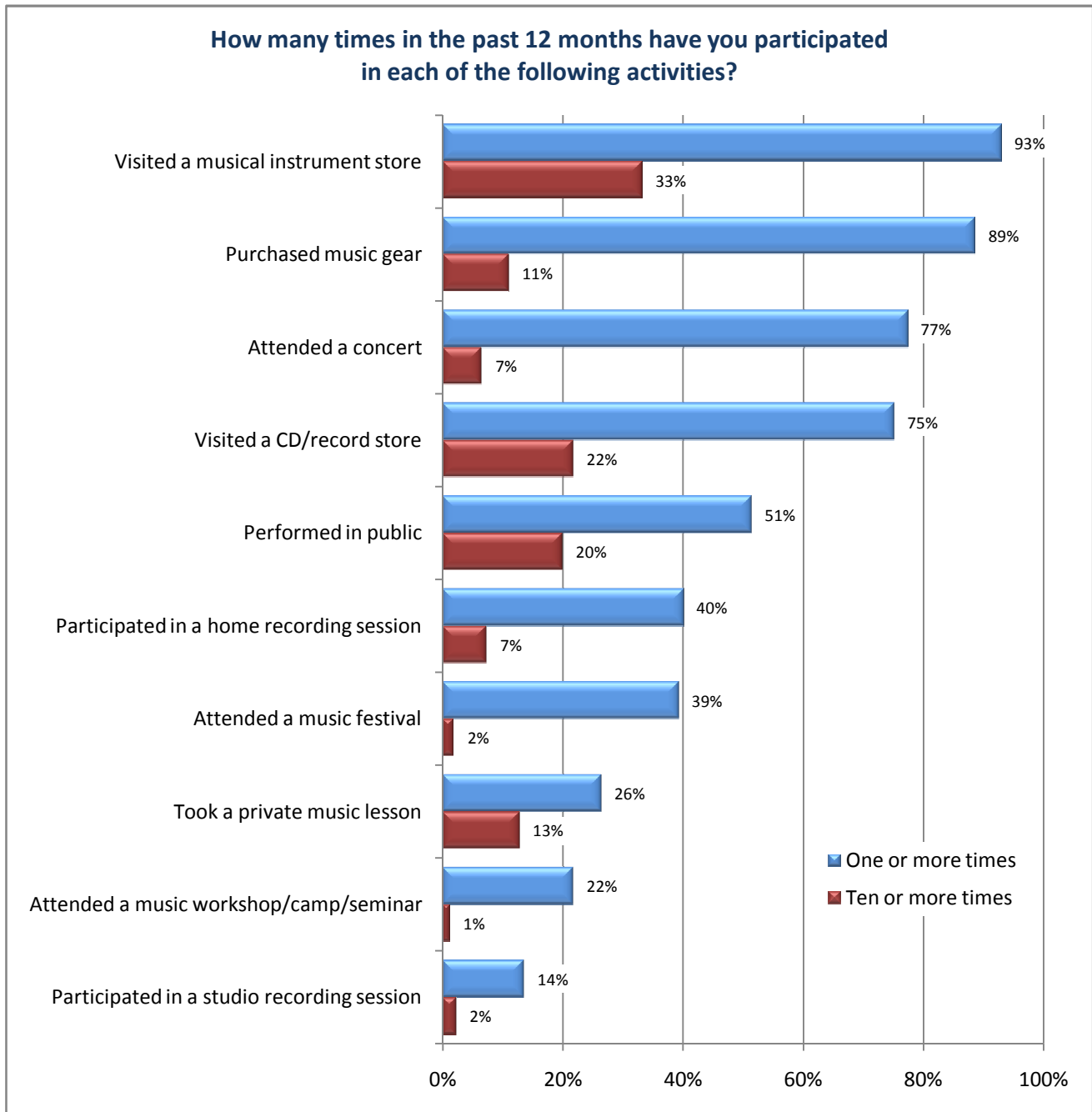
## Music

Approximately one-half or more of respondents play blues (64%), fingerstyle guitar and rock (56% each), traditional folk (51%) and/or country (48%). They are most likely to listen to blues (73%) and/or rock (71%).



### Music Activities

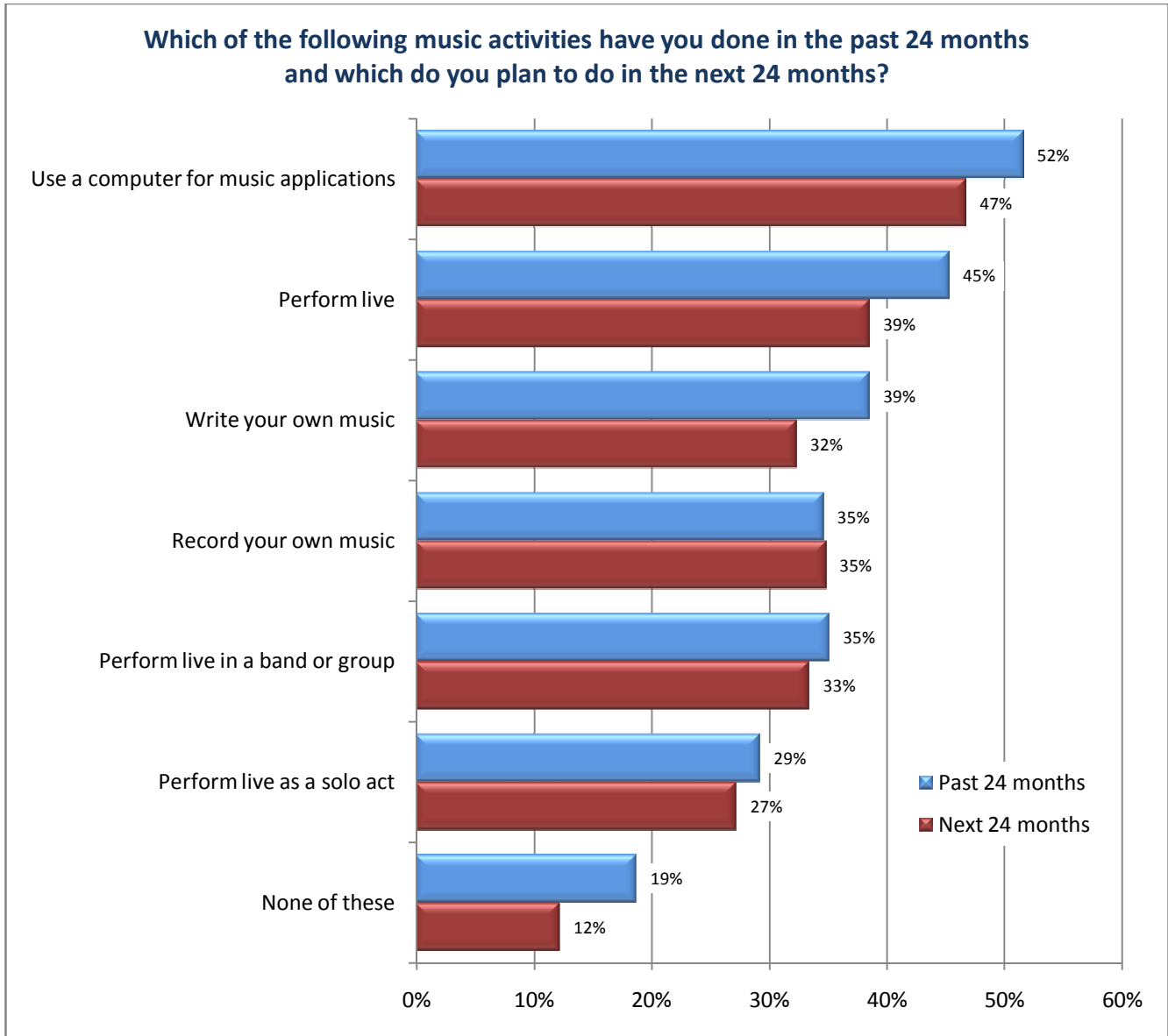
During the past twelve months, 93% of *Acoustic Guitar* readers report visiting a music store at least once and one-third indicate visiting ten or more times (33%). Almost nine-tenths of respondents purchased music gear at least once (89%), and approximately three-fourths attended at least one concert (77%) and/or visited a CD/record store at least once (75%).



The average *Acoustic Guitar* reader plays guitar five days per week.

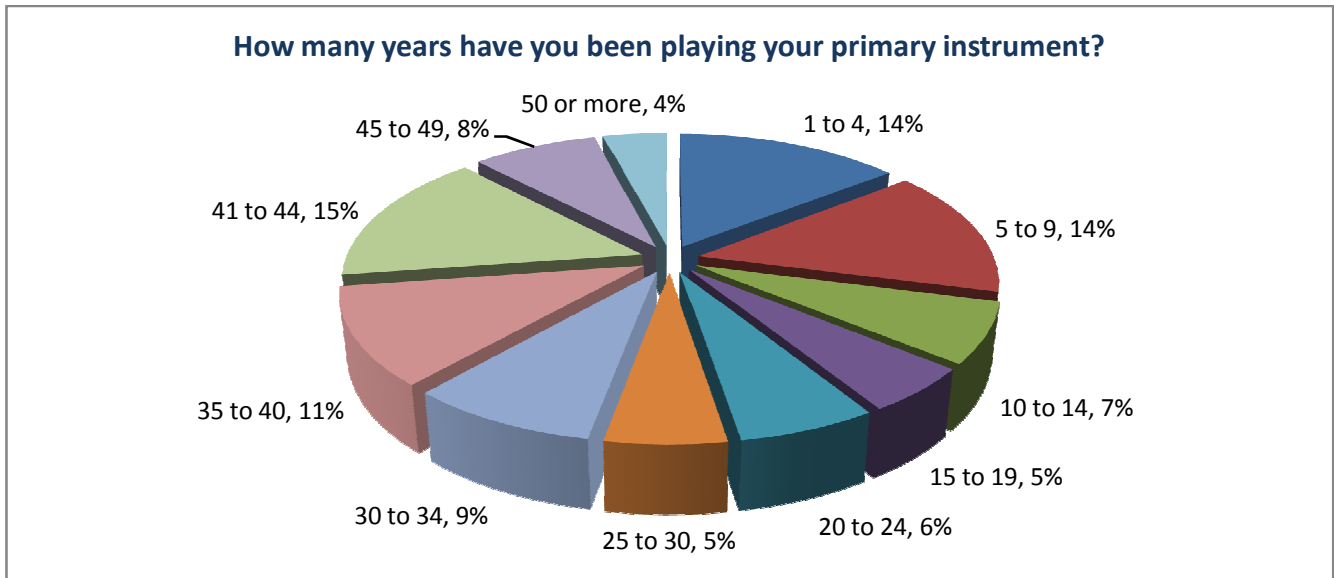
**Music Activities** (continued)

During the past twenty-four months, more than one-half of *Acoustic Guitar* readers (52%) used a computer for music applications, and 45% performed live. These are also the activities they are most likely to participate in over the next twenty-four months.



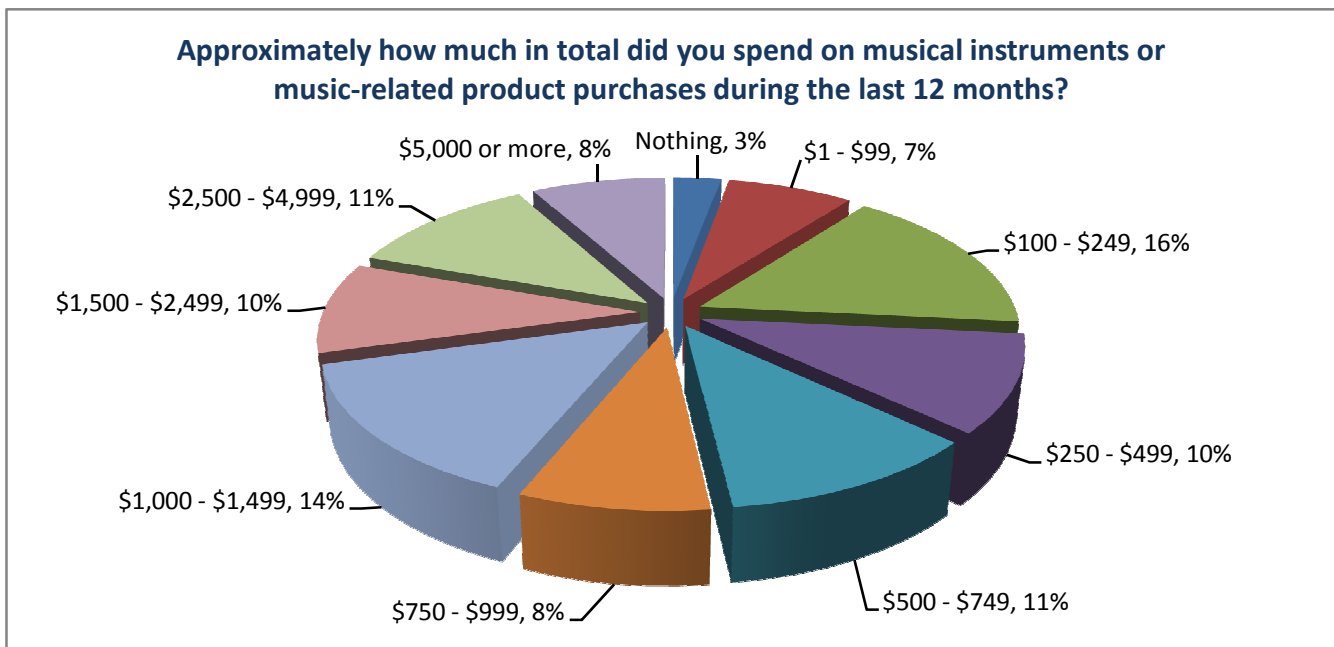
### Experience With Primary Instrument

Respondents have been playing their primary instrument for an average of twenty four years.



### Music Related Spending

Nearly two-thirds of respondents spent at least \$500 on musical instruments or music-related products during the past twelve months (62%), and slightly more than two-fourths spent at least \$1,000 (42%). Only about one-fourth of respondents spent less than \$250 on these products during the last year.



### Musical Instruments

Almost four-fifths of *Acoustic Guitar* readers (79%) own at least one flattop guitar, while 62% own at one least electric guitar, and more than one-half own at least one acoustic-electric guitar (52%). Respondents are most likely (8%) to purchase a flattop guitar in the next twelve months

	Primary instrument	Instruments currently owned				Instruments expected to purchase			
		Own 1 or more	Average # owned *	Maximum # owned	Average total \$ value *	Maximum total \$ value	Plan to buy	Average planning to spend **	Maximum planning to spend
Flattop guitar	43%	79%	3.2	30	\$5,948	\$100,000	8%	\$2,585	\$10,000
Archtop guitar	1%	16%	1.9	13	\$4,073	\$25,000	2%	\$3,057	\$10,000
Nylon-string guitar	7%	38%	1.6	12	\$1,774	\$50,000	4%	\$1,993	\$10,000
Travel guitar	0%	23%	1.2	4	\$420	\$2,000	1%	\$920	\$2,000
Acoustic-electric guitar	18%	52%	2.0	6	\$3,318	\$25,874	4%	\$3,506	\$14,000
Resonator guitar	2%	15%	2.1	23	\$2,554	\$30,000	1%	\$2,580	\$8,000
Electric guitar	8%	62%	3.6	68	\$5,769	\$100,000	4%	\$2,317	\$10,000
Acoustic bass guitar	0%	5%	1.5	7	\$781	\$3,000	1%	\$6,800	\$15,000
Electric bass guitar	1%	22%	1.3	4	\$981	\$7,500	1%	\$1,308	\$3,500
Mandolin	1%	24%	2.6	50	\$1,733	\$25,000	1%	\$3,110	\$12,000
Banjo	1%	18%	2.1	27	\$3,370	\$100,000	0%	\$1,000	\$1,000
Dulcimer	0%	9%	1.6	10	\$482	\$5,000	0%	n/a	n/a
Ukulele	0%	14%	1.4	6	\$274	\$1,500	0%	\$500	\$500
Other fretted instrument	1%	10%	3.7	23	\$5,393	\$40,000	1%	\$1,733	\$3,000

\* BASE = Respondents who own one or more

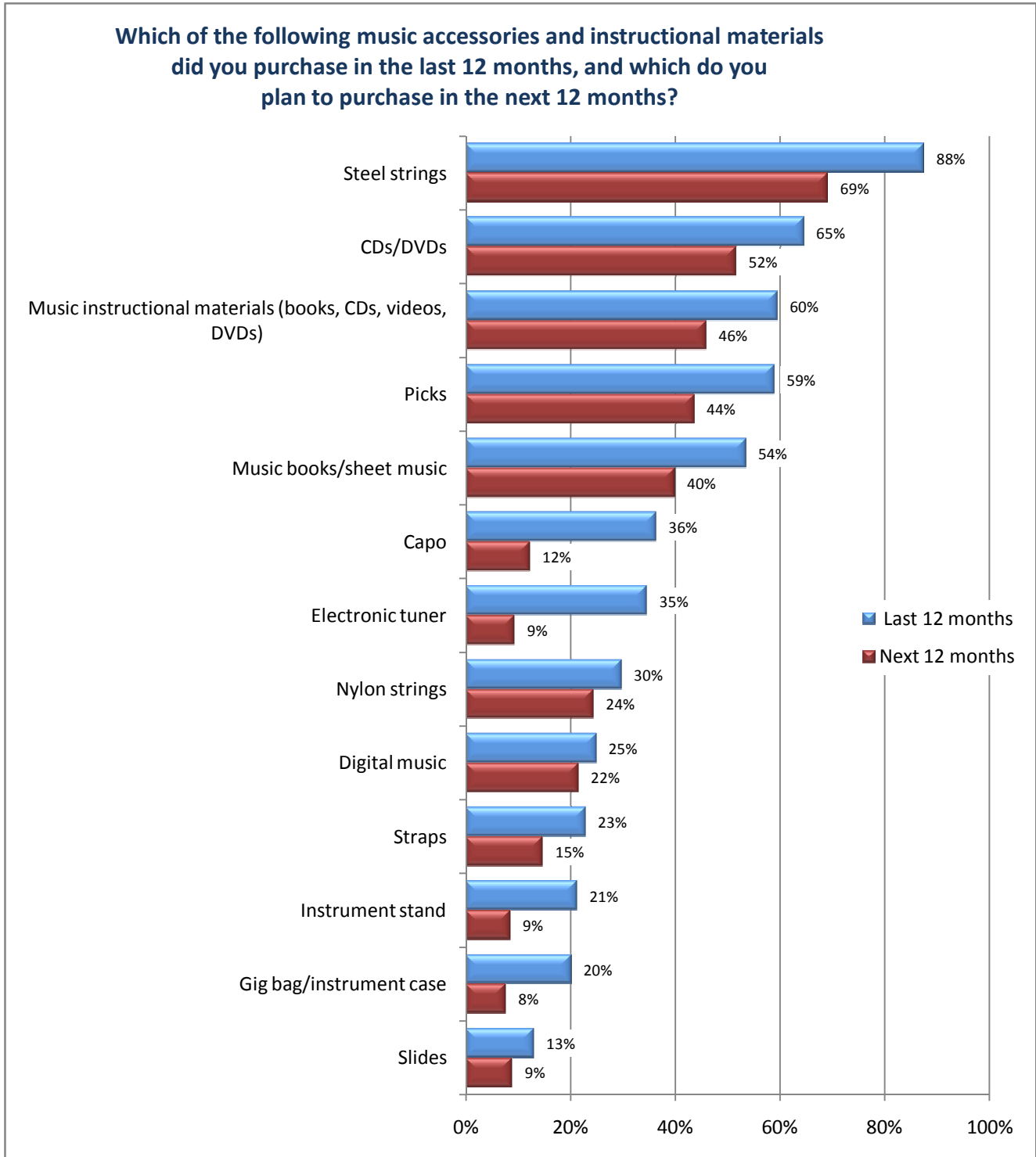
\*\* BASE - Respondents who expect to purchase

### Shopping

An independent music store is the most popular choice of respondents when purchasing either guitars (77%) or other music products (49%). Respondents are not as comfortable buying guitars through the Internet or a catalog.

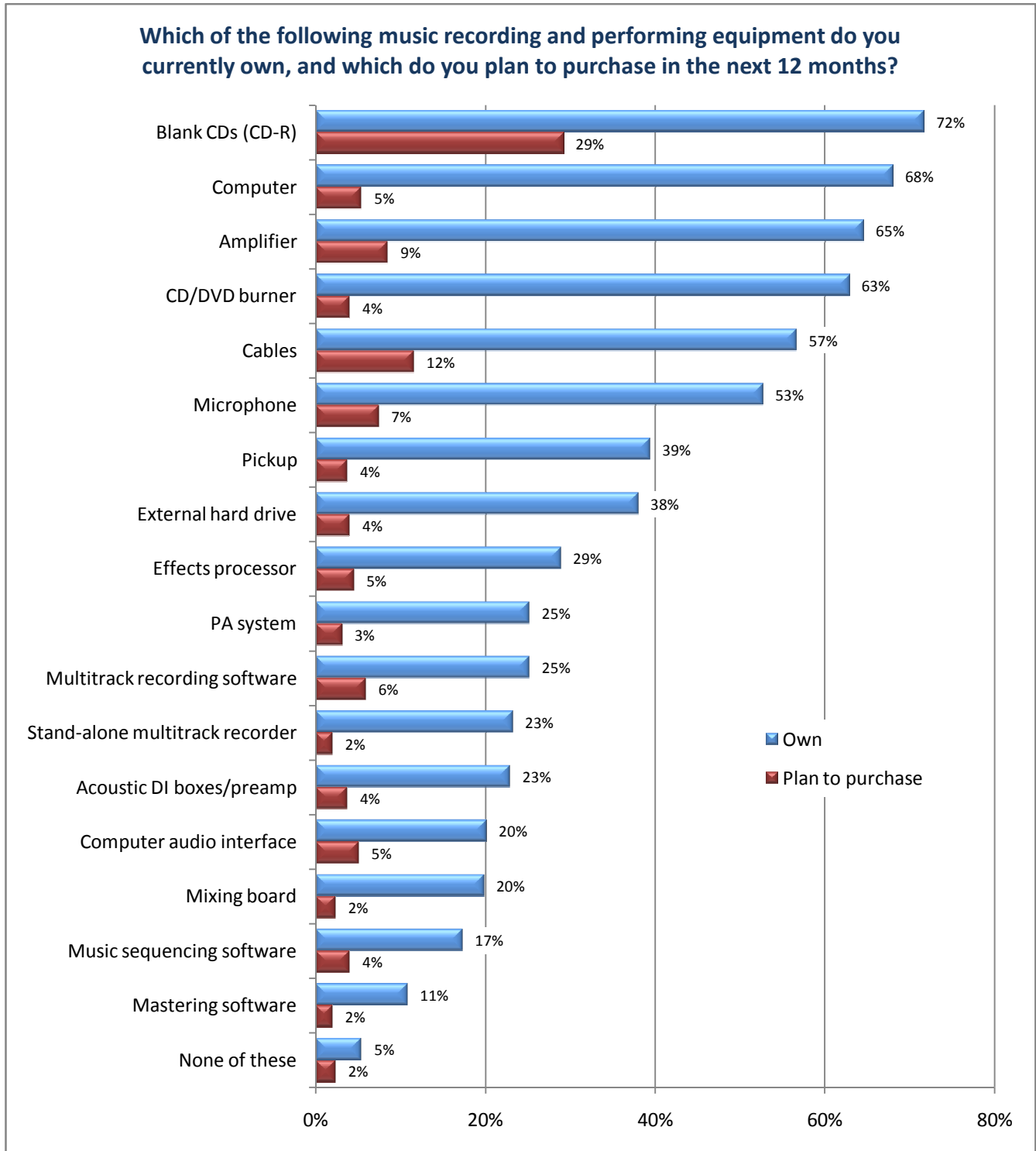
### Music Accessories

More than four-fifths of respondents purchased steel strings during the past twelve months (88%), while two-thirds purchased CDs / DVDs (65%), and 60% purchased music instructional materials. *Acoustic Guitar* readers plan on purchasing fewer items in every category during the next twelve months.



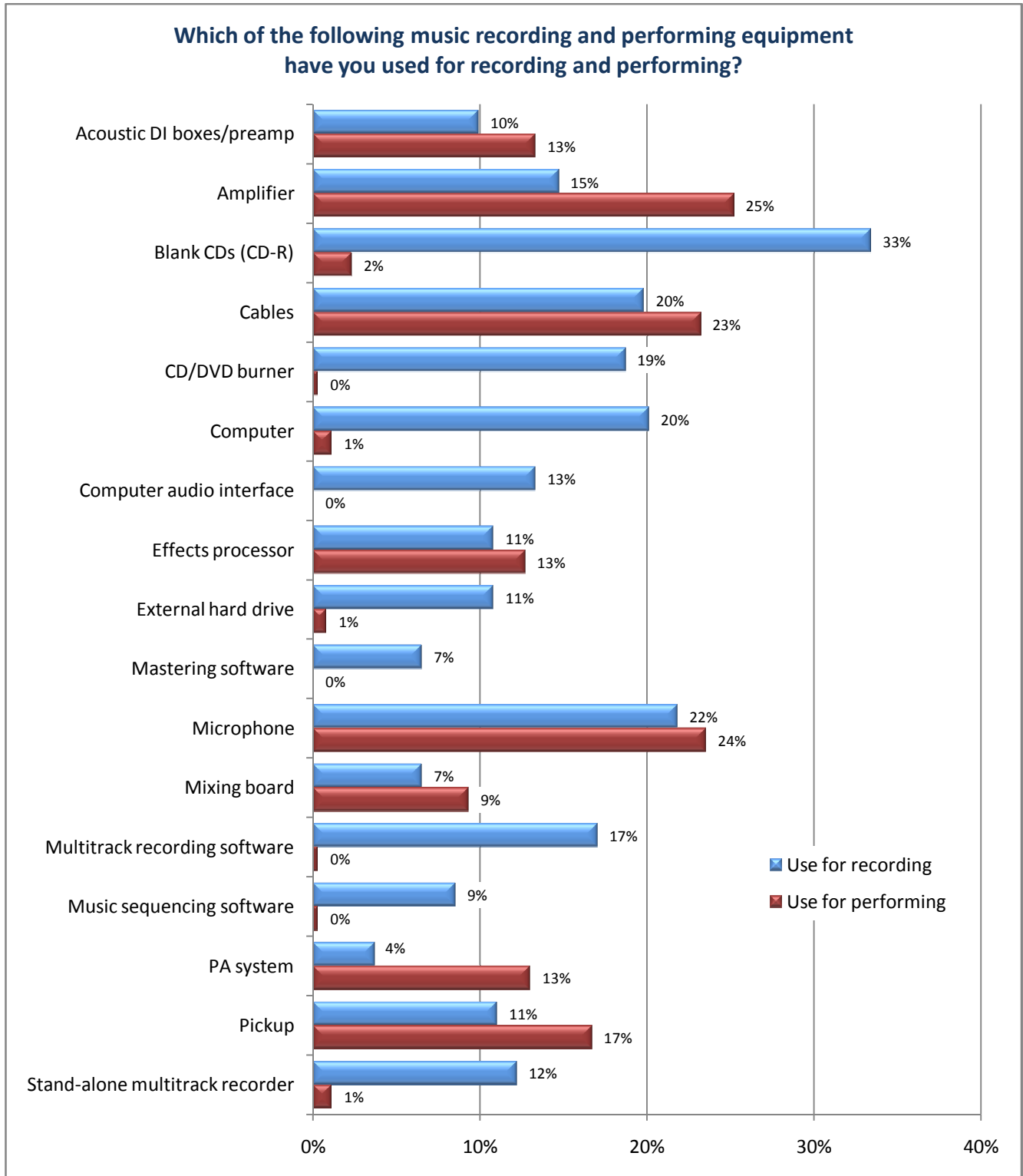
## Recording and Performing Equipment

Almost three-fourths of respondents own blank CDs (72%), while approximately two-thirds own a computer (68%) and/or amplifier (65%).



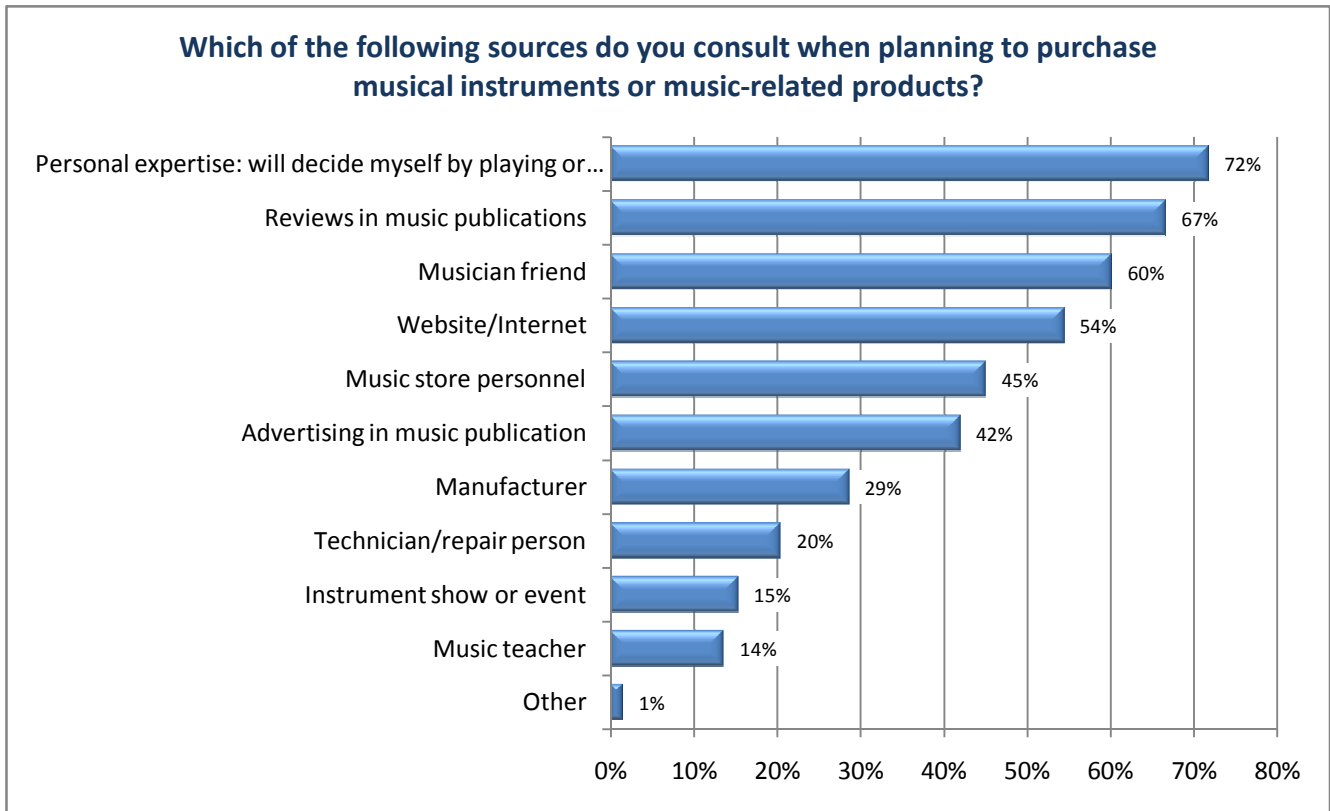
### Recording and Performing Equipment *(continued)*

As would be expected, microphones and cables are used most frequently by respondents for both recording and performing, along with effects processors and acoustic DI boxes / preamps.



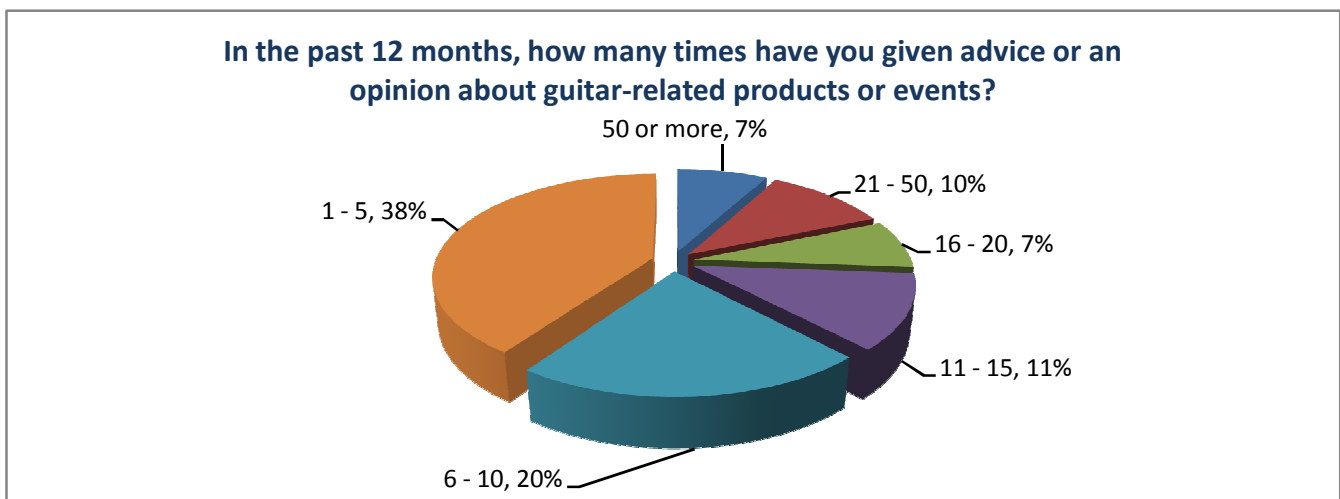
### Sources of Information

When it comes to purchasing musical instruments or music-related products, *Acoustic Guitar* readers trust themselves (72%) more than any other source of information. Reviews in music publications (67%) are the second most trusted source of advice, followed by a musician friend (60%).



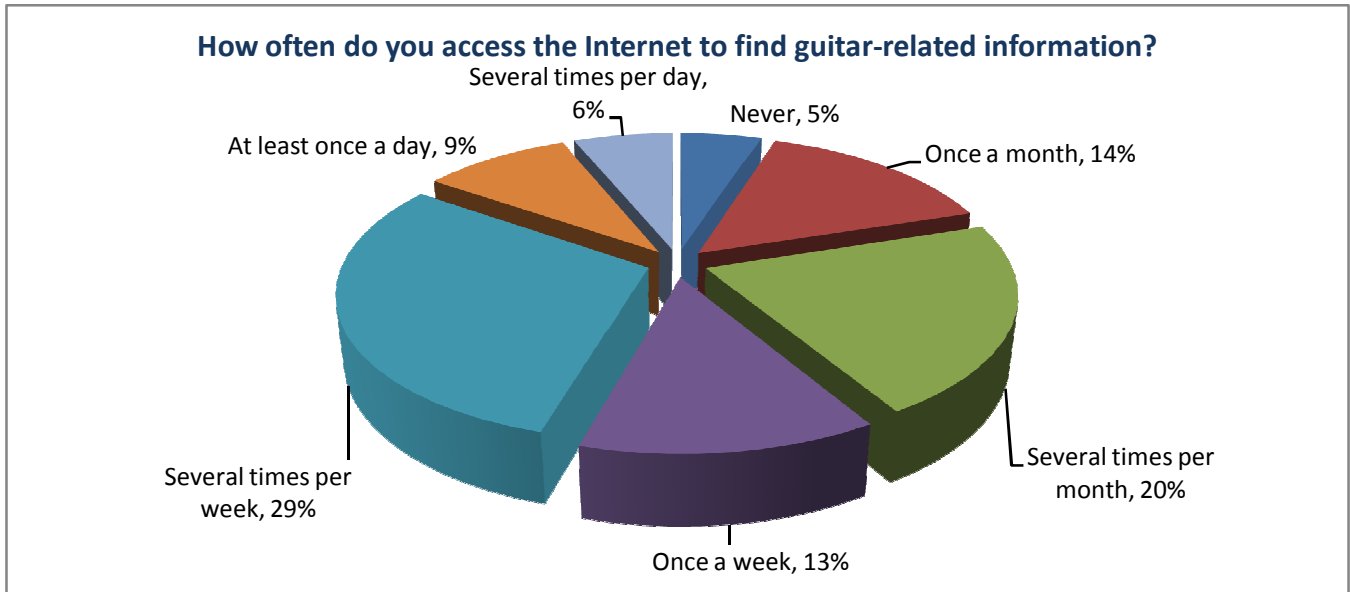
### Giving Advice

Almost one-quarter of *Acoustic Guitar* readers report giving their advice or an opinion about guitar-related products or events at least sixteen times during the past twelve months (24%).

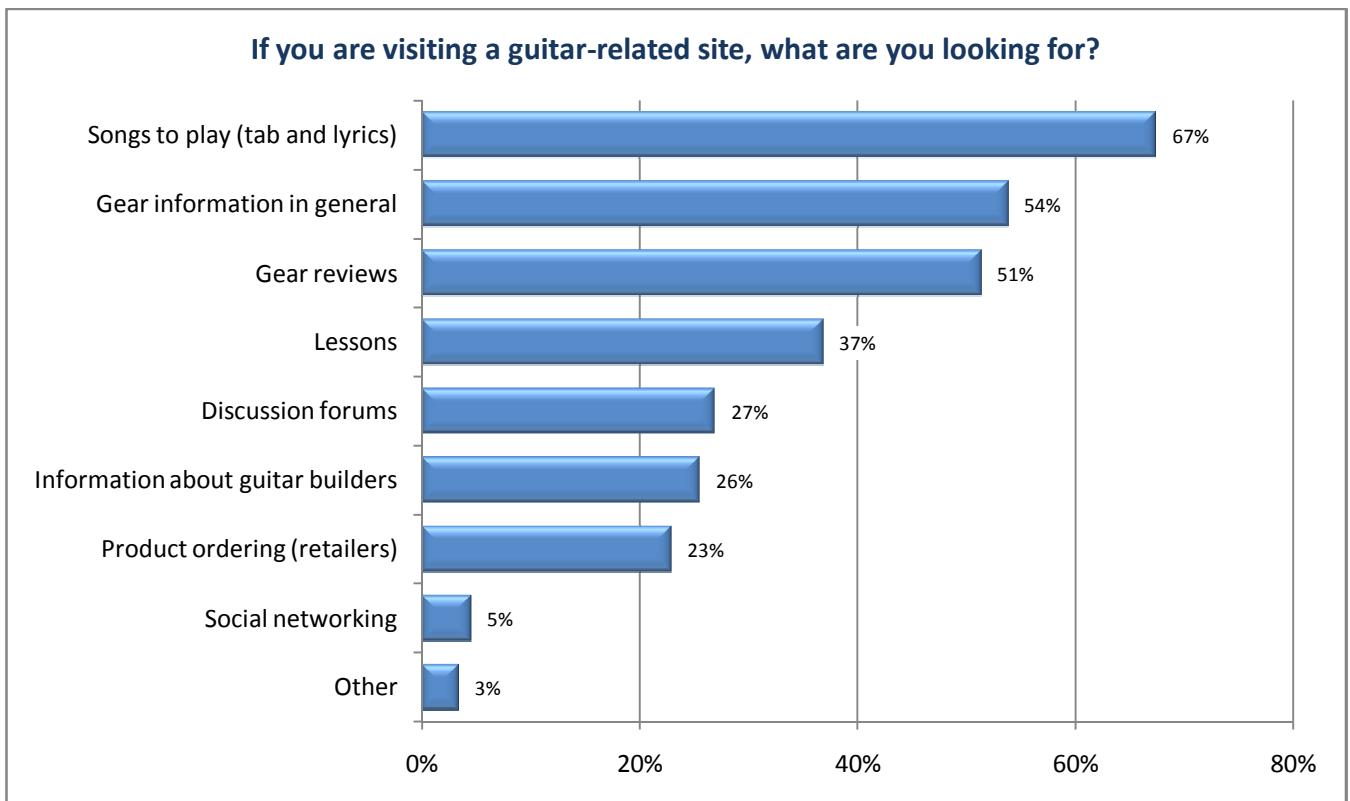


### Usage of the Internet

The vast majority of respondents have access to the internet (94%). More than one-half of respondents access the Internet to find guitar-related information at least once a week (51%).

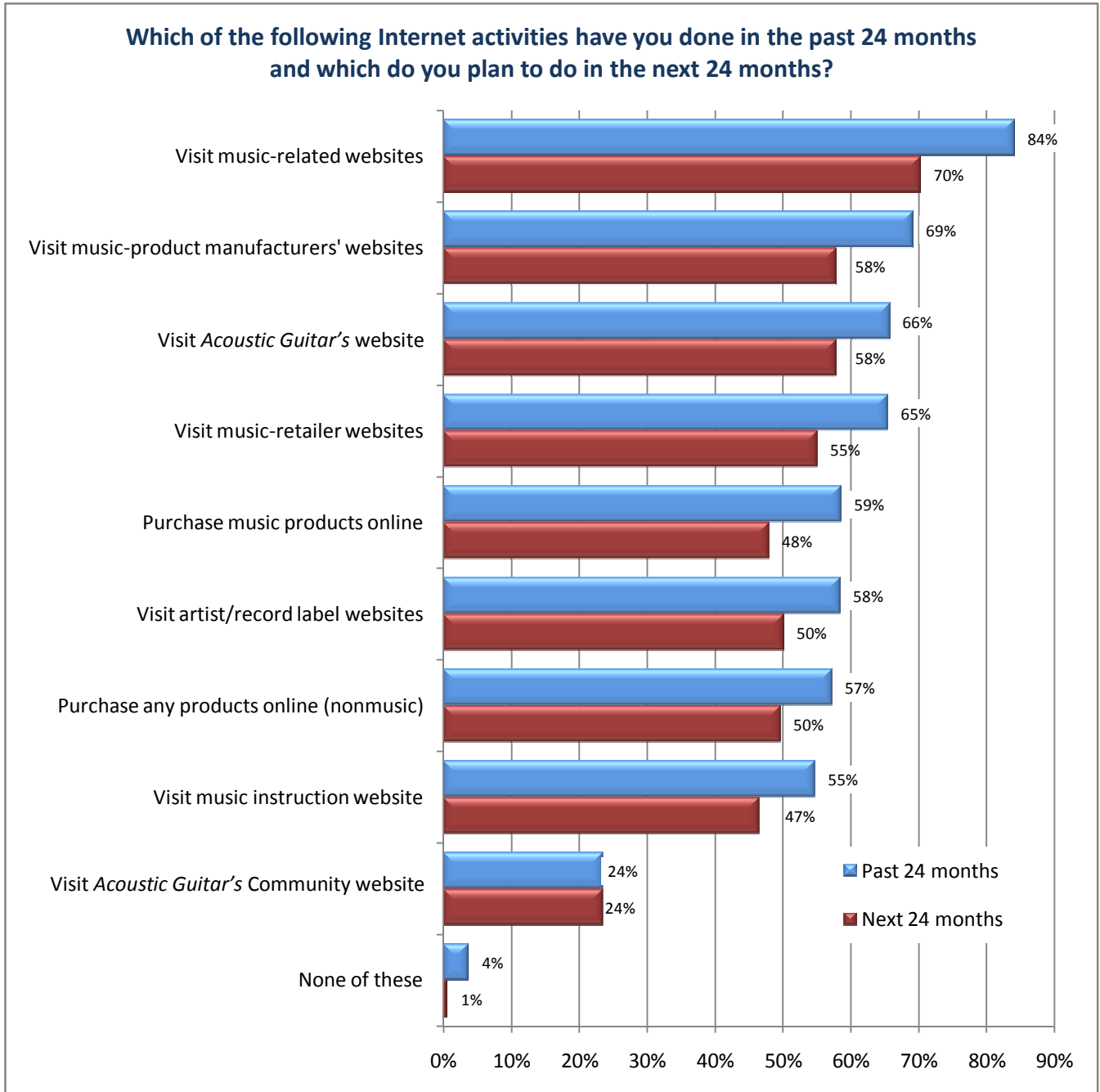


Respondents are most likely to visit guitar-related web sites to find songs to play (67%), gear information in general (54%), and/or gear reviews (51%).



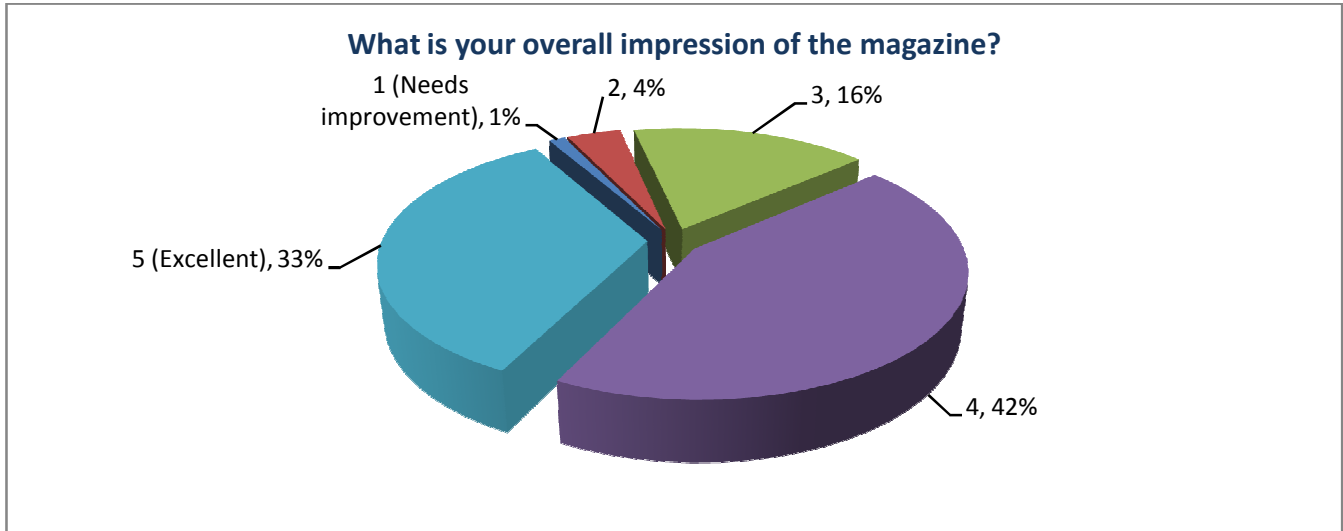
### Internet Activities

The most typical Internet activities among respondents are visiting music-related websites (84%), visiting music-product manufacturers' websites (69%), visiting *Acoustic Guitar's* website (66%), and/or visiting music-related websites (55%). Respondents expect to continue focusing on these activities for the next twenty-four months.



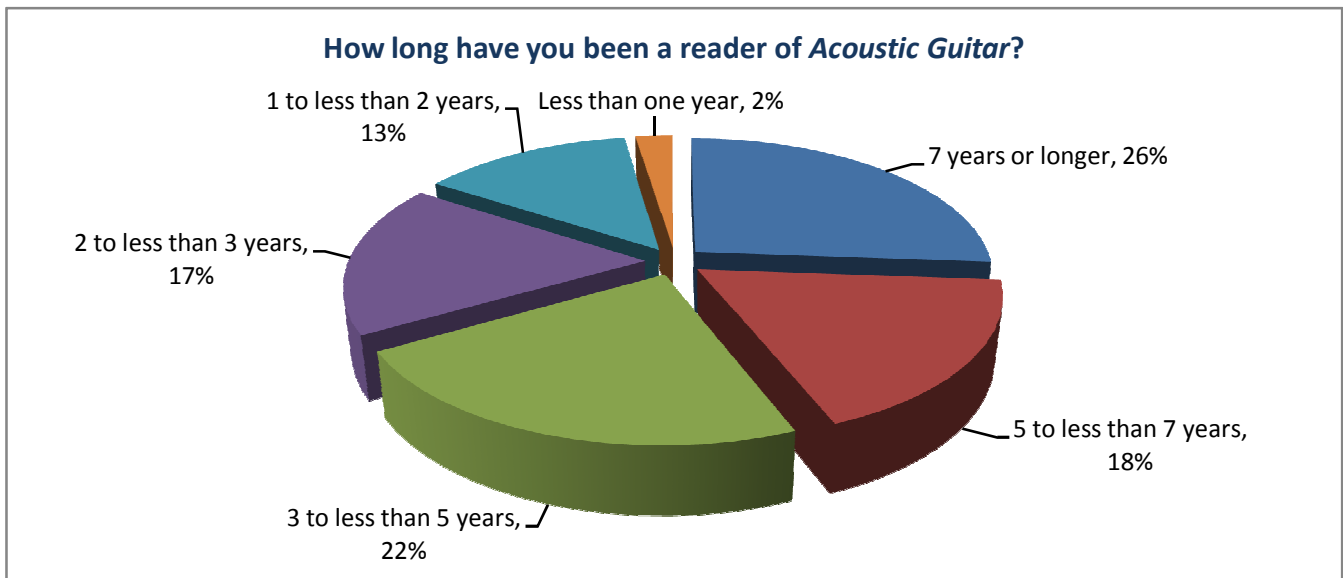
### Impression of *Acoustic Guitar*

Respondents have a high opinion of *Acoustic Guitar*, with three-fourths (75%) of them rating the magazine 4 or 5 on a 5-point scale (5=excellent).



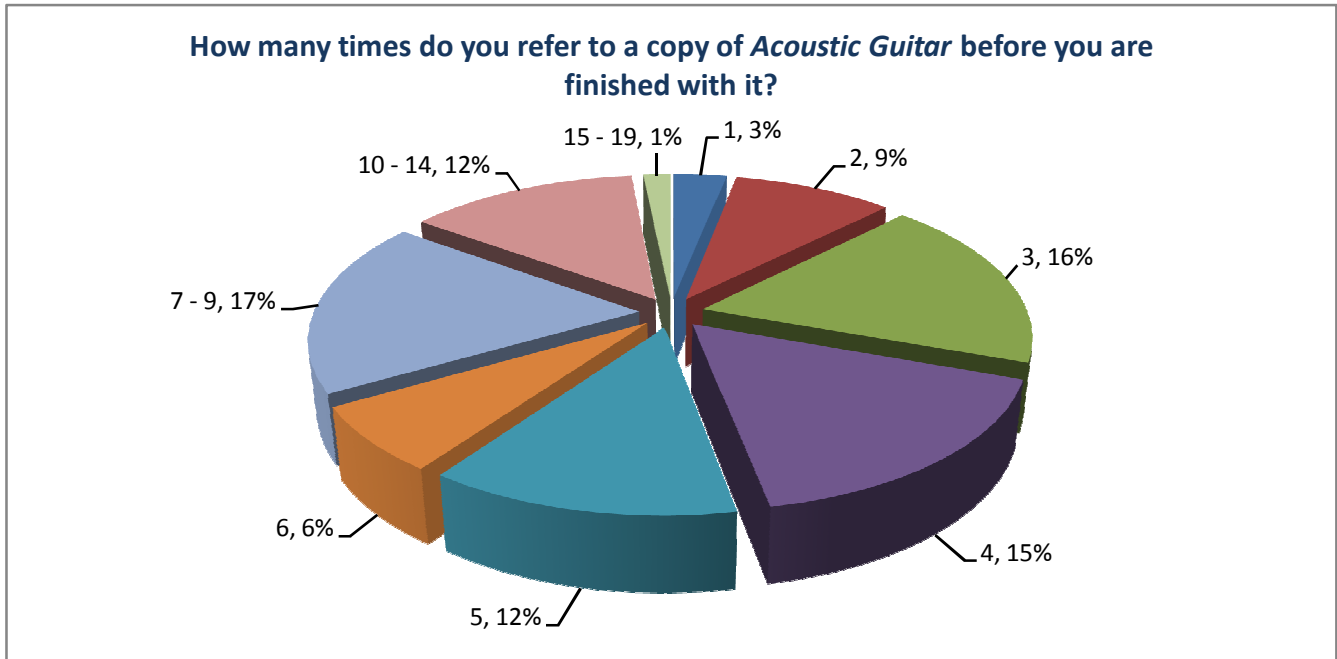
### Time as Reader

More than two-fifths of respondents have been readers of *Acoustic Guitar* for at least five years (44%), and 83% of respondents have been readers for a minimum of two years.

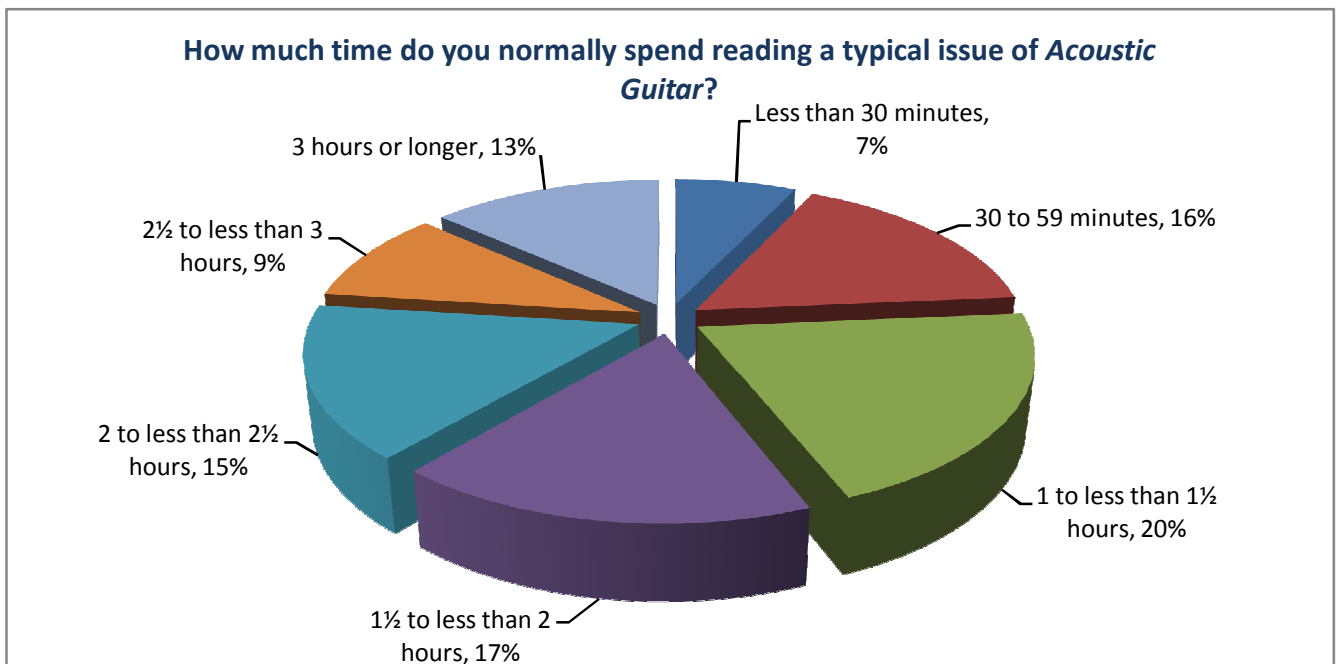


### Reading *Acoustic Guitar*

Almost one-half of respondents refer to a copy of *Acoustic Guitar* at least five times (48%).

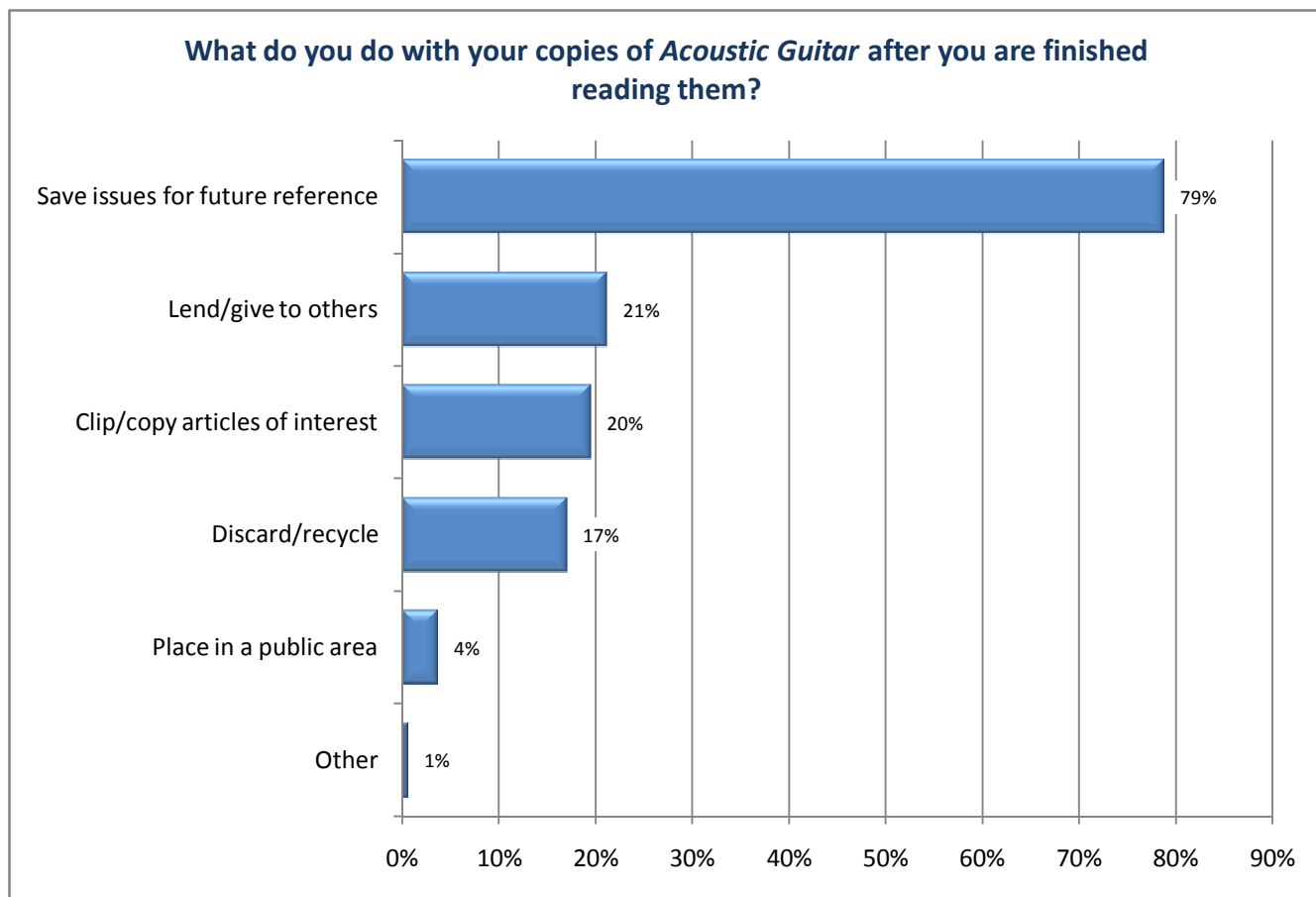


Nearly three-fourths of respondents spend at least an hour reading a typical issue of *Acoustic Guitar* (74%), and more than one-third spend at least two hours reading a typical issue (37%).



### After Reading *Acoustic Guitar*

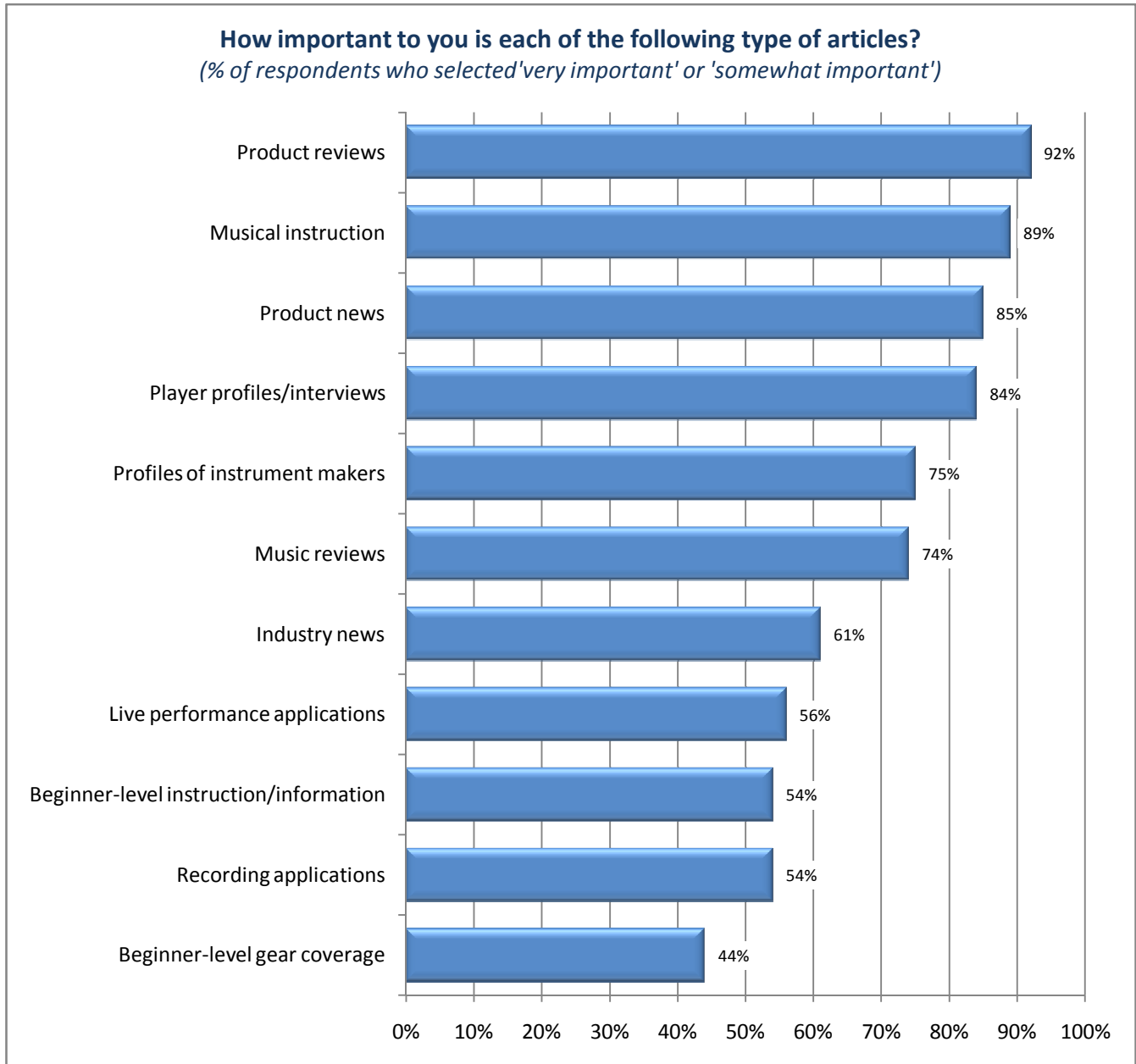
*Acoustic Guitar* readers are very fond of their copies of the magazine – almost four-fifths (79%) save their issues for future reference. Nearly equal amounts of respondents lend / give their copies to others (21%) or clip / copy articles of interest (20%).



An average of one other person views the respondents' copies of *Acoustic Guitar*.

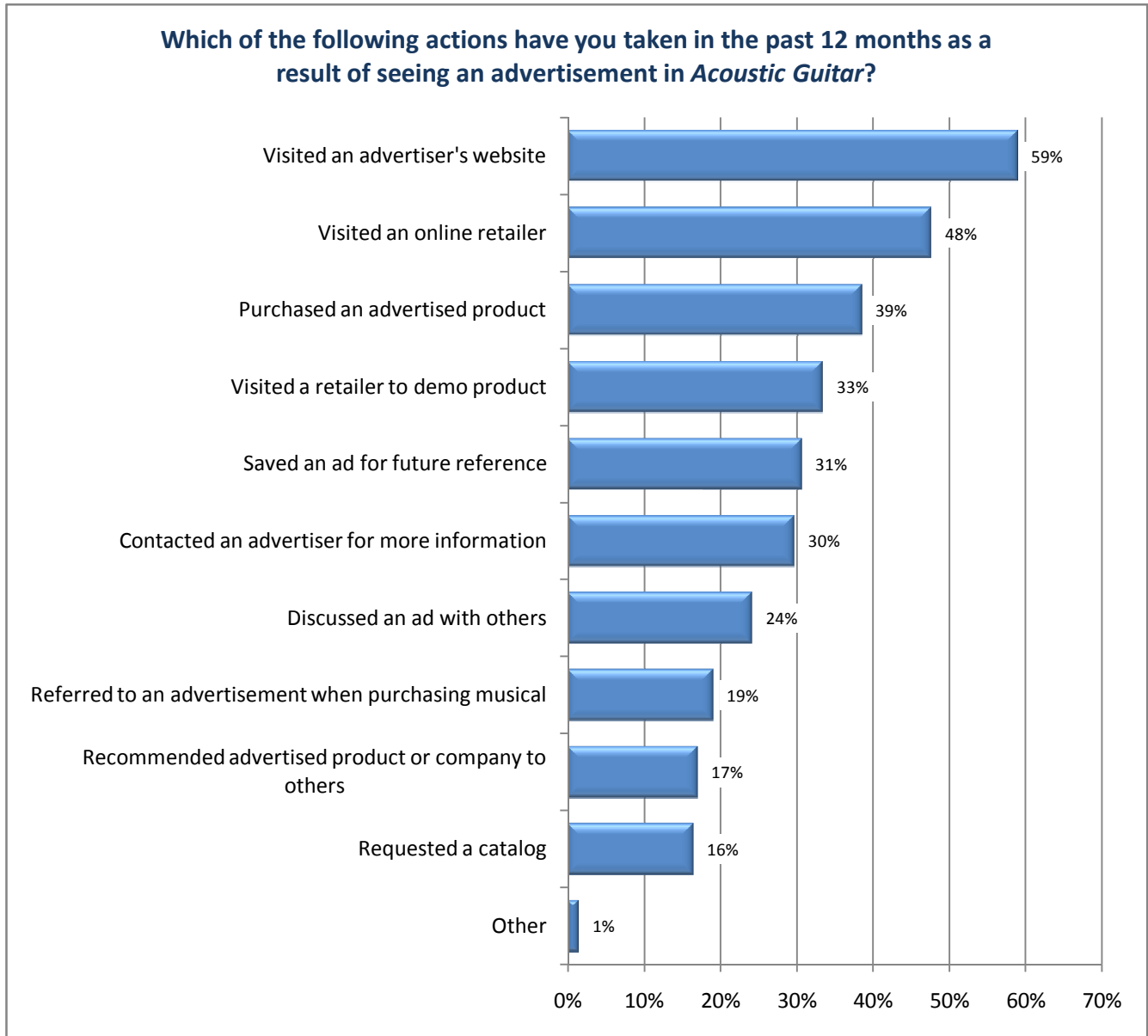
### Interest in Topics Covered in *Acoustic Guitar*

Product reviews (92%) and musical instruction (89%) lead the way as the types of articles respondents indicate are most important.



### Responding To Advertisements in *Acoustic Guitar*

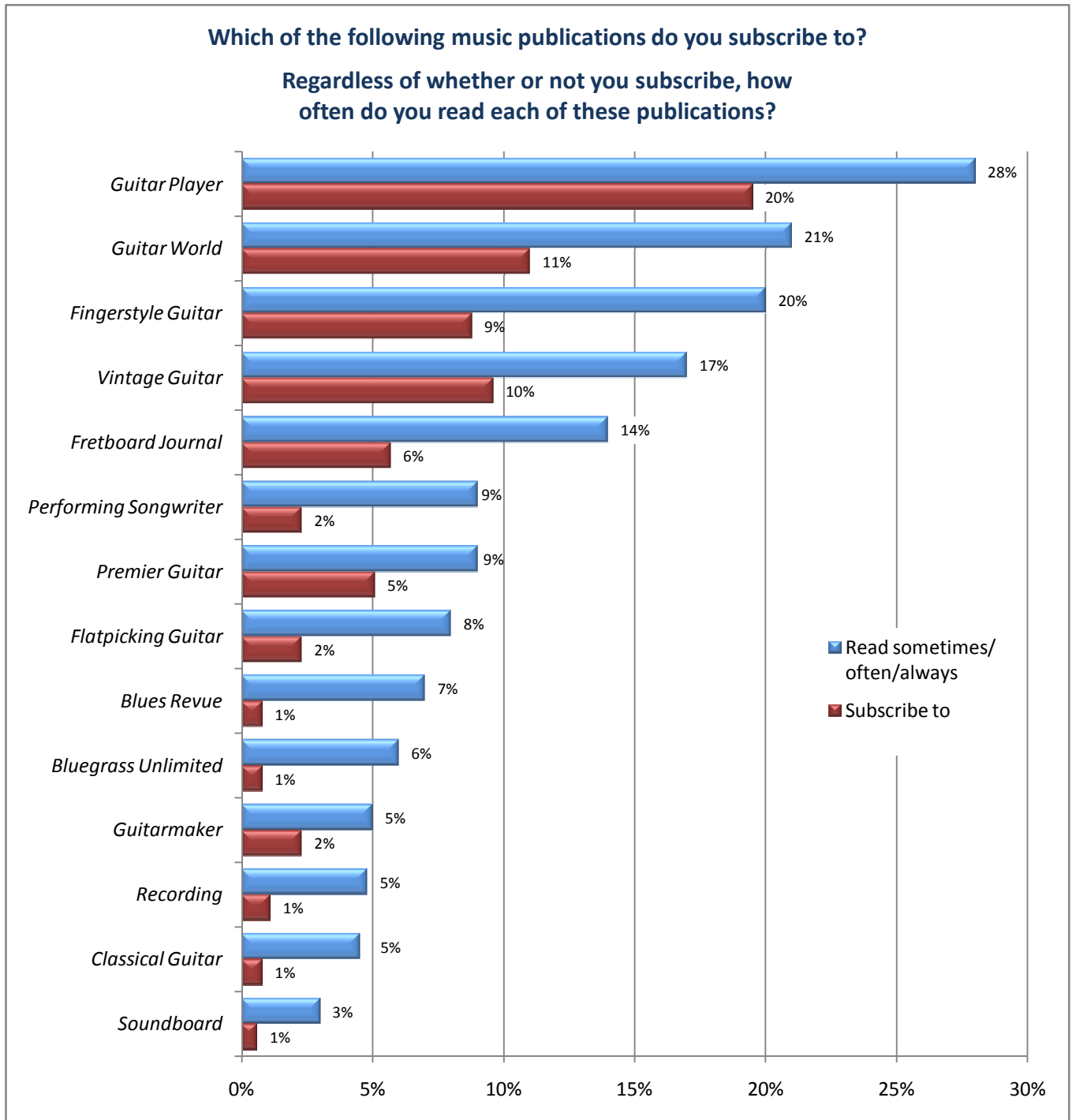
Almost three-fifths of respondents have visited an advertiser’s website as a result of seeing an advertisement in *Acoustic Guitar* (59%), while 48% have visited an online retailer.



In the past twelve months, slightly more than two-thirds of respondents (67%) have purchased a product from a company or individual who advertises in *Acoustic Guitar*. Two-fifths of respondents (39%) have specifically purchased an advertised product after seeing it in the magazine.

### Other Music Publications

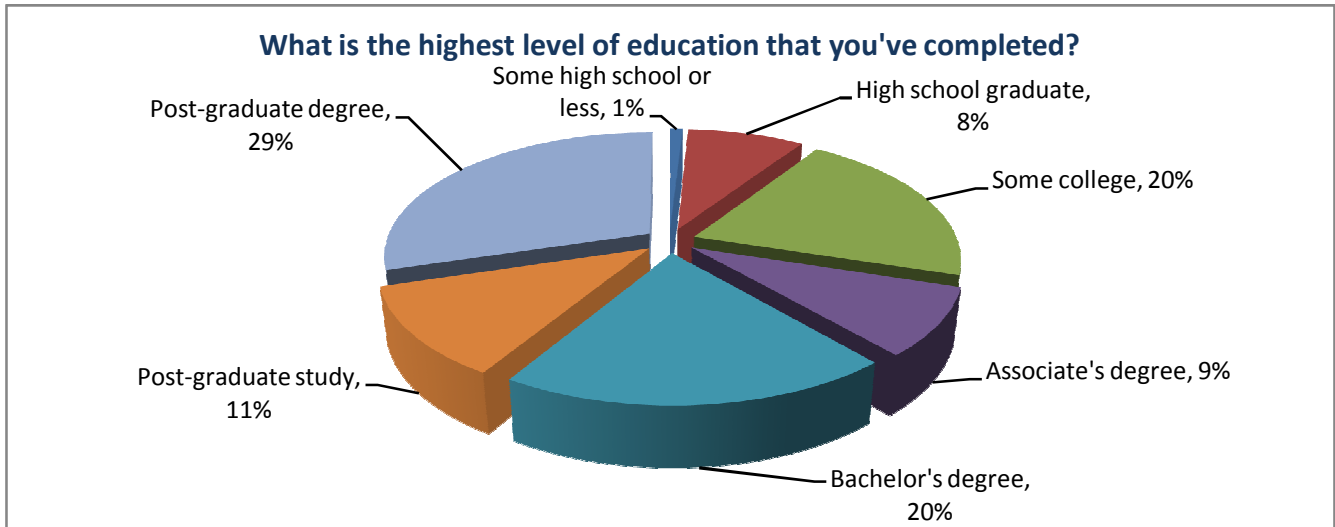
The other music-related publications most frequently read by *Acoustic Guitar* subscribers are *Guitar Player* (28%), *Guitar World* (21%), and *Fingerstyle Guitar* (20%). *Guitar Player* is also the one they are most likely to also subscribe to.



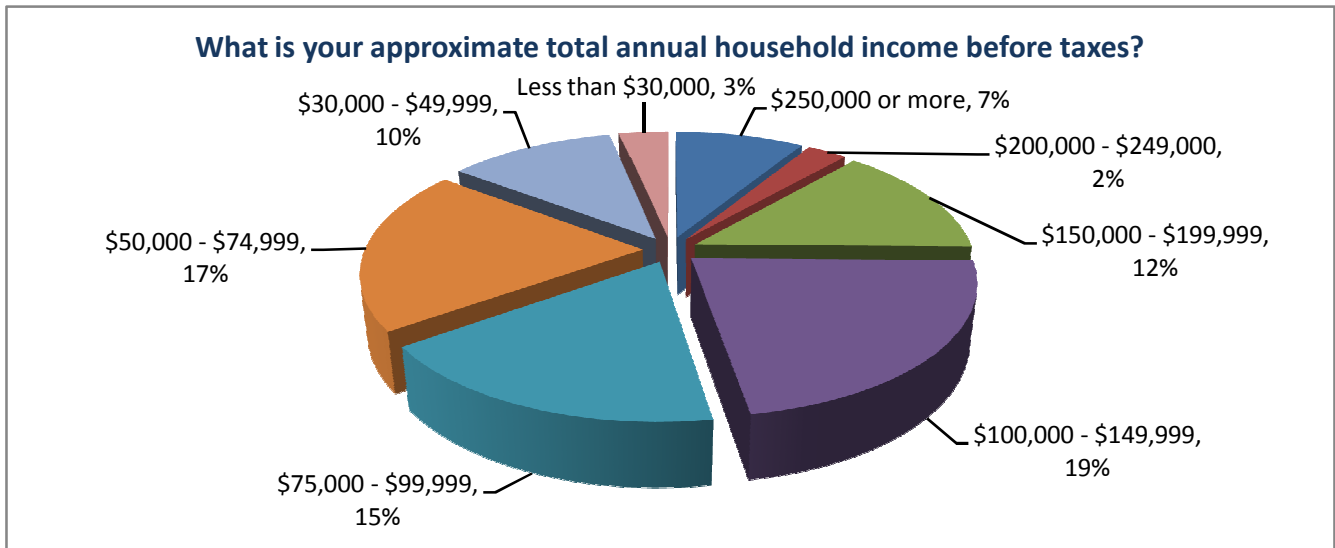
### About You

The typical *Acoustic Guitar* reader is 55 years old, and the overwhelming majority are men (93%). More than four-fifths live in a home they own (86%).

Readers of *Acoustic Guitar* tend to be well educated. Almost two-thirds of respondents have at least a Bachelor's degree (60%), and two-fifths indicate that they have done post-graduate work (40%).



Two-fifths of respondents report a total annual household income of at least \$100,000, and only 13% report an annual income of less than \$50,000.



## 1. Which of the following describes your involvement in music?

	#	%
Amateur or recreational musician	272	77.1 %
Songwriter	75	21.2 %
Instrument collector	72	20.4 %
Gigging and/or professional musician	67	19.0 %
Vocalist/ Backup vocalist	55	15.6 %
Music teacher	34	9.6 %
Instrument repairer	25	7.1 %
Instrument maker	20	5.7 %
Music student studying guitar primarily	20	5.7 %
Instrument dealer/retailer	3	0.8 %
Music student attending musical school	1	0.3 %
Other	15	4.2 %
Total responding	347	98.3%

Other answers:

Aspiring instrument maker/repairer

Composer

Independent label

Listening

Liturgical musician

Manufactures' rep

Pastor

Play on worship team (3 mentions)

Producer

Retired pro

Sales rep / instrument

Self- taught/collector

Semi-professional - serious instrumental guitarist - some gigging

## 2. How would you classify your level of guitar playing experience?

	#	%
Novice	5	1.4 %
Near-Beginner	17	4.8 %
Early Intermediate	76	21.5 %
Intermediate	136	38.5 %
Advanced Intermediate	65	18.4 %
Advanced	41	11.6 %
Total responding	340	96.3 %

## 3a. Which types of music do you play and which do you listen to?

	#	Play %	#	Listen to %
Rock	197	55.8%	249	70.5%
Blues	225	63.7%	256	72.5%
Country	171	48.4%	191	54.1%
Classical	73	20.7%	158	44.8%
Jazz	67	19.0%	172	48.7%
Bluegrass	110	31.2%	188	53.3%
Singer-songwriter	132	37.4%	154	43.6%
Traditional folk	179	50.7%	184	52.1%
Pop	102	28.9%	130	36.8%
R&B	50	14.2%	99	28.0%
New Age	9	2.5%	62	17.6%
Electronic	9	2.5%	30	8.5%
Flamenco	19	5.4%	71	20.1%
Fingerstyle guitar	198	56.1%	210	59.5%
Religious	57	16.1%	57	16.1%
Gospel	38	10.8%	59	16.7%
Other	27	7.6%	27	7.6%
None of these	1	0.3%	1	0.3%
Total responding	348	98.6%	339	96.0%

Other answers:

Alt. country / roots  
 American songbook, Gershwin  
 Americana (2 mentions)  
 Brazilian  
 Celtic (2 mentions)  
 Christian Rock  
 Contemporary Christian (2 mentions)  
 Flatpicking (2 mentions)  
 Gypsy jazz  
 Heavy metal  
 Irish  
 Reggae (3 mentions)  
 Rock Espanol  
 Rockabilly (2 mentions)  
 Slack key  
 Swing (3 mentions)  
 World  
 Worship

## 4. How many times in the past 12 months have you participated in each of the following activities:

	None	1 - 4	5 - 9	10 - 19	20 - 29	30 - 39	40 or more	Total
Purchased music gear	23 6.5%	195 55.2%	79 22.4%	27 7.6%	9 2.5%	2 0.6%	1 0.3%	336 95.2%
Attended a concert	51 14.4%	188 53.3%	62 17.6%	16 4.5%	6 1.7%	1 0.3%	0 0.0%	324 91.8%
Attended a music workshop/camp/seminar	222 62.9%	70 19.8%	3 0.8%	1 0.3%	1 0.3%	1 0.3%	1 0.3%	299 84.7%
Took a private music lesson	210 59.5%	37 10.5%	11 3.1%	17 4.8%	6 1.7%	8 2.3%	14 4.0%	303 85.8%
Attended a music festival	176 49.9%	119 33.7%	13 3.7%	4 1.1%	3 0.8%	0 0.0%	0 0.0%	315 89.2%
Visited a musical instrument store	13 3.7%	97 27.5%	114 32.3%	68 19.3%	29 8.2%	6 1.7%	14 4.0%	341 96.6%
Visited a CD/record store	62 17.6%	104 29.5%	84 23.8%	44 12.5%	15 4.2%	4 1.1%	14 4.0%	327 92.6%
Participated in a home recording session	163 46.2%	93 26.3%	23 6.5%	11 3.1%	8 2.3%	3 0.8%	4 1.1%	305 86.4%
Participated in a studio recording session	245 69.4%	35 9.9%	5 1.4%	5 1.4%	2 0.6%	0 0.0%	1 0.3%	293 83.0%
Performed in public	132 37.4%	87 24.6%	24 6.8%	28 7.9%	15 4.2%	1 0.3%	27 7.6%	314 89.0%

5. How many days per week do you typically play guitar?

	#	%
0	1	0.3 %
1	10	2.8 %
2	31	8.8 %
3	54	15.3 %
4	46	13.0 %
5	65	18.4 %
6	43	12.2 %
7	99	28.0 %
Total responding	349	98.9 %

Minimum = 0  
Maximum = 7  
Mean = 4.85  
Median = 5

6. Which of the following music activities have you done in the past 24 months and which do you plan to do in the next 24 months?

	Have done		Plan to do	
	#	%	#	%
Use a computer for music applications	182	51.6%	165	46.7%
Perform live	160	45.3%	136	38.5%
Perform live in a band or group	124	35.1%	118	33.4%
Perform live as a solo act	103	29.2%	96	27.2%
Write your own music	136	38.5%	114	32.3%
Record your own music	122	34.6%	123	34.8%
None of these	66	18.7%	43	12.2%
Total responding	328	92.9%	268	75.9%

<u>7. How many years have you been playing your primary instrument?</u>	<u>#</u>	<u>%</u>
1 to 4	50	14.2 %
5 to 9	51	14.4 %
10 to 14	24	6.8 %
15 to 19	18	5.1 %
20 to 24	22	6.2 %
25 to 30	19	5.4 %
30 to 34	30	8.5 %
35 to 40	39	11.0 %
41 to 44	53	15.0 %
45 to 49	28	7.9 %
50 or more	14	4.0 %
Total responding	348	98.6 %

Minimum = 1  
Maximum = 60  
Mean = 24.25  
Median = 25

8. Approximately how much in total did you spend on musical instruments or music-related product purchases during the last 12 months?

	#	%
Nothing	10	2.8 %
\$1 - \$99	26	7.4 %
\$100 - \$249	56	15.9 %
\$250 - \$499	36	10.2 %
\$500 - \$749	39	11.0 %
\$750 - \$999	28	7.9 %
\$1,000 - \$1,499	50	14.2 %
\$1,500 - \$2,499	34	9.6 %
\$2,500 - \$4,999	40	11.3 %
\$5,000 or more	28	7.9 %
Total responding	347	98.3 %

- 9a. Which of the following musical instruments do you currently own?  
 9b. Which ONE is your primary instrument?  
 9e. Which musical instruments do you plan to purchase in the next 12 months?

	Owned		Primary		Plan to buy	
	#	%	#	%	#	%
Flattop guitar	278	78.8%	150	42.5%	28	7.9%
Archtop guitar	57	16.1%	4	1.1%	6	1.7%
Nylon-string guitar	135	38.2%	24	6.8%	13	3.7%
Travel guitar	82	23.2%	1	0.3%	3	0.8%
Acoustic-electric guitar	184	52.1%	64	18.1%	14	4.0%
Resonator guitar	52	14.7%	7	2.0%	5	1.4%
Electric guitar	219	62.0%	29	8.2%	15	4.2%
Acoustic bass guitar	16	4.5%	0	0.0%	2	0.6%
Electric bass guitar	77	21.8%	5	1.4%	5	1.4%
Mandolin	85	24.1%	3	0.8%	5	1.4%
Banjo	62	17.6%	3	0.8%	1	0.3%
Dulcimer	33	9.3%	0	0.0%	0	0.0%
Ukulele	50	14.2%	0	0.0%	1	0.3%
Other fretted instrument	36	10.2%	2	0.6%	3	0.8%
Total responding	349	98.9%	280	79.3%	76	21.5%

Other responses:

12 string (6 mentions)  
 12 string acoustic (2 mentions)  
 audioharp  
 Banjo Uke  
 Cittern - Jarocho  
 Electric sitar  
 Fiddle  
 Gypsy jazz guitar  
 Hawaiian guitar  
 Irish Bouzouki (4 mentions)  
 Koto  
 Lap steel (6 mentions)  
 Lap steel (electric) (2 mentions)  
 Lute  
 Mandoceko  
 Mandola (2 mentions)  
 Modeling guitar  
 Pedal steel  
 Puerto Rican Cuatro  
 Standup electric bass  
 Strum stick  
 Tenor Guitar  
 Violin, tenor guitar

## 9c. How many of each type of instrument do you own?

	1	2	3	4	5	6	7	8	9	10 or more	Total	Max	Mean	Median
Flattop guitar	80 22.7%	71 20.1%	42 11.9%	26 7.4%	20 5.7%	5 1.4%	10 2.8%	2 0.6%	1 0.3%	13 3.7%	270 76.5%	30	3.19	2
Archtop guitar	29 8.2%	12 3.4%	5 1.4%	2 0.6%	1 0.3%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 0.3%	50 14.2%	13	1.88	1
Nylon-string guitar	85 24.1%	31 8.8%	6 1.7%	2 0.6%	1 0.3%	1 0.3%	0 0.0%	0 0.0%	1 0.3%	1 0.3%	128 36.3%	12	1.60	1
Travel guitar	58 16.4%	9 2.5%	2 0.6%	1 0.3%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	70 19.8%	4	1.23	1
Acoustic-electric guitar	84 23.8%	40 11.3%	19 5.4%	18 5.1%	4 1.1%	2 0.6%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	167 47.3%	6	1.95	1
Resonator guitar	28 7.9%	13 3.7%	1 0.3%	3 0.8%	1 0.3%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 0.3%	47 13.3%	23	2.06	1
Electric guitar	96 27.2%	42 11.9%	15 4.2%	14 4.0%	11 3.1%	4 1.1%	0 0.0%	1 0.3%	0 0.0%	18 5.1%	201 56.9%	68	3.58	2
Acoustic bass guitar	12 3.4%	2 0.6%	1 0.3%	0 0.0%	0 0.0%	0 0.0%	1 0.3%	0 0.0%	0 0.0%	0 0.0%	16 4.5%	7	1.53	1
Electric bass guitar	58 16.4%	11 3.1%	2 0.6%	2 0.6%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	73 20.7%	4	1.29	1
Mandolin	48 13.6%	14 4.0%	6 1.7%	2 0.6%	2 0.6%	0 0.0%	1 0.3%	0 0.0%	0 0.0%	2 0.6%	75 21.2%	50	2.59	1
Banjo	42 11.9%	5 1.4%	2 0.6%	1 0.3%	2 0.6%	0 0.0%	1 0.3%	1 0.3%	0 0.0%	1 0.3%	55 15.6%	27	2.07	1
Dulcimer	24 6.8%	5 1.4%	0 0.0%	1 0.3%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 0.3%	31 8.8%	10	1.55	1
Ukulele	33 9.3%	6 1.7%	2 0.6%	0 0.0%	1 0.3%	1 0.3%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	43 12.2%	6	1.44	1
Other fretted instrument	25 7.1%	5 1.4%	2 0.6%	0 0.0%	3 0.8%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	5 1.4%	40 11.3%	23	3.68	1

## 9d. What is the estimated current total dollar value of the musical instruments that you own in each category?

	Less than \$1,000	\$1,000 to \$2,499	\$2,500 to \$4,999	\$5,000 to \$7,499	\$7,500 to \$9,999	\$10,000 more	Total	Min	Max	Mean	Median
Flattop guitar	47 19.2%	61 24.9%	50 20.4%	26 10.6%	18 7.3%	43 17.6%	245	\$100	\$100,000	\$5,948	\$3,000
Archtop guitar	13 32.5%	5 12.5%	12 30.0%	4 10.0%	2 5.0%	4 10.0%	40	\$200	\$25,000	\$4,073	\$2,550
Nylon-string guitar	72 63.2%	22 19.3%	12 10.5%	3 2.6%	1 0.9%	4 3.5%	114	\$60	\$50,000	\$1,774	\$500
Travel guitar	60 93.8%	4 6.3%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	64	\$50	\$2,000	\$420	\$350
Acoustic-electric guitar	41 26.6%	44 28.6%	39 25.3%	15 9.7%	4 2.6%	11 7.1%	154	\$200	\$25,874	\$3,318	\$2,000
Resonator guitar	16 37.2%	13 30.2%	9 20.9%	3 7.0%	1 2.3%	1 2.3%	43	\$75	\$30,000	\$2,554	\$1,400
Electric guitar	65 36.1%	43 23.9%	25 13.9%	18 10.0%	5 2.8%	24 13.3%	180	\$50	\$100,000	\$5,769	\$1,500
Acoustic bass guitar	10 71.4%	3 21.4%	1 7.1%	0 0.0%	0 0.0%	0 0.0%	14	\$100	\$3,000	\$781	\$493
Electric bass guitar	41 68.3%	16 26.7%	1 1.7%	1 1.7%	1 1.7%	0 0.0%	60	\$75	\$7,500	\$981	\$600
Mandolin	40 60.6%	13 19.7%	8 12.1%	2 3.0%	2 3.0%	1 1.5%	66	\$50	\$25,000	\$1,733	\$500
Banjo	32 65.3%	9 18.4%	5 10.2%	1 2.0%	0 0.0%	2 4.1%	49	\$20	\$100,000	\$3,370	\$500
Dulcimer	21 95.5%	0 0.0%	0 0.0%	1 4.5%	0 0.0%	0 0.0%	22	\$20	\$5,000	\$482	\$250
Ukulele	31 96.9%	1 3.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	32	\$10	\$1,500	\$274	\$125
Other fretted instrument	19 48.7%	7 17.9%	5 12.8%	2 5.1%	1 2.6%	5 12.8%	39	\$100	\$40,000	\$5,393	\$1,000

## 9e. Which musical instruments do you plan to purchase in the next 12 months?

	#	%
Flattop guitar	28	7.9 %
Archtop guitar	6	1.7 %
Nylon-string guitar	13	3.7 %
Travel guitar	3	0.8 %
Acoustic-electric guitar	14	4.0 %
Resonator guitar	5	1.4 %
Electric guitar	15	4.2 %
Acoustic bass guitar	2	0.6 %
Electric bass guitar	5	1.4 %
Mandolin	5	1.4 %
Banjo	1	0.3 %
Dulcimer	0	0.0 %
Ukulele	1	0.3 %
Other fretted instrument	3	0.8 %
Total	76	21.5%

9f. What is the approximate dollar value you expect to spend on each musical instrument that you plan to purchase?

	Less than \$1,000	\$1,000 to \$2,499	\$2,500 to \$4,999	\$5,000 to \$7,499	\$7,500 to \$9,999	\$10,000 more	Total	Min	Max	Mean	Median
Flattop guitar	2 6.5%	13 41.9%	13 41.9%	2 6.5%	0 0.0%	1 3.2%	31 100.0%	\$600	\$10,000	\$2,585	\$2,500
Archtop guitar	1 14.3%	4 57.1%	0 0.0%	1 14.3%	0 0.0%	1 14.3%	7 100.0%	\$750	\$10,000	\$3,057	\$1,500
Nylon-string guitar	5 35.7%	7 50.0%	1 7.1%	0 0.0%	0 0.0%	1 7.1%	14 100.0%	\$250	\$10,000	\$1,993	\$1,500
Travel guitar	2 50.0%	2 50.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	4 100.0%	\$250	\$2,000	\$920	\$715
Acoustic-eletric guitar	2 13.3%	7 46.7%	0 0.0%	5 33.3%	0 0.0%	1 6.7%	15 100.0%	\$750	\$14,000	\$3,506	\$2,000
Resonator guitar	2 40.0%	2 40.0%	0 0.0%	0 0.0%	1 20.0%	0 0.0%	5 100.0%	\$500	\$8,000	\$2,580	\$1,500
Electric guitar	1 5.6%	12 66.7%	3 16.7%	1 5.6%	0 0.0%	1 5.6%	18 100.0%	\$300	\$10,000	\$2,317	\$1,500
Acoustic bass guitar	1 33.3%	0 0.0%	0 0.0%	1 33.3%	0 0.0%	1 33.3%	3 100.0%	\$400	\$15,000	\$6,800	\$5,000
Electric bass guitar	3 50.0%	2 33.3%	1 16.7%	0 0.0%	0 0.0%	0 0.0%	6 100.0%	\$300	\$3,500	\$1,308	\$825
Mandolin	2 40.0%	2 40.0%	0 0.0%	0 0.0%	0 0.0%	1 20.0%	5 100.0%	\$600	\$12,000	\$3,110	\$1,000
Banjo	0 0.0%	1 100.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 100.0%	\$1,000	\$1,000	\$1,000	\$1,000
Dulcimer	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	n/a	n/a	n/a	n/a
Ukulele	1 100.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 100.0%	\$500	\$500	\$500	\$500
Other fretted instrument	0 0.0%	5 83.3%	1 16.7%	0 0.0%	0 0.0%	0 0.0%	6 100.0%	\$1,000	\$3,000	\$1,733	\$1,500

10. When you purchase an instrument or other music-related products, from whom will you purchase them?

	Guitar or other Fretted instrument		Other music product	
	#	%	#	%
Independent music store	271	76.8%	172	48.7%
Chain music store	138	39.1%	116	32.9%
Individual luthier	67	19.0%	16	4.5%
Internet retailer	93	26.3%	115	32.6%
Catalog	33	9.3%	61	17.3%
Other	21	5.9%	5	1.4%
Total responding	330	93.5%	232	65.7%

Other responses:

Auction  
 Collector  
 Craig's List  
 Ebay (7 mentions)  
 Guitar kit LMI  
 Homebuilt  
 Individual (3 mentions)  
 Manufacturer  
 Online Auction  
 Pawn shop  
 Private seller (3 mentions)

11a. 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?

	Purchased in last 12 months		Plan to purchase in next 12 months	
	#	%	#	%
Steel strings	309	87.5%	244	69.1%
Nylon strings	105	29.7%	86	24.4%
Gig bag/instrument case	71	20.1%	27	7.6%
Instrument stand	75	21.2%	30	8.5%
Electronic tuner	122	34.6%	33	9.3%
Capo	128	36.3%	43	12.2%
Music instructional materials (books, CDs, videos, DVDs)	210	59.5%	162	45.9%
Music books/sheet music	189	53.5%	141	39.9%
CDs/DVDs	228	64.6%	182	51.6%
Digital music	88	24.9%	76	21.5%
Straps	81	22.9%	52	14.7%
Picks	208	58.9%	154	43.6%
Slides	46	13.0%	31	8.8%
Total responding	337	95.5%	285	80.7%

11b. Which of the following music recording and performing equipment do you currently own, which do you plan to purchase in the next 12 months, and which have you used for recording or performing?

	Currently own		Plan to purchase in next 12 months		Use for recording		Use for performing	
	#	%	#	%	#	%	#	%
Blank CDs (CD-R)	253	71.7%	103	29.2%	118	33.4%	8	2.3%
External hard drive	134	38.0%	14	4.0%	38	10.8%	3	0.8%
Computer	240	68.0%	19	5.4%	71	20.1%	4	1.1%
Music sequencing software	61	17.3%	14	4.0%	30	8.5%	1	0.3%
Multitrack recording software	89	25.2%	21	5.9%	60	17.0%	1	0.3%
Computer audio interface	71	20.1%	18	5.1%	47	13.3%	0	0.0%
CD/DVD burner	222	62.9%	14	4.0%	66	18.7%	1	0.3%
Mastering software	38	10.8%	7	2.0%	23	6.5%	0	0.0%
Stand-alone multitrack recorder	82	23.2%	7	2.0%	43	12.2%	4	1.1%
Mixing board	70	19.8%	8	2.3%	23	6.5%	33	9.3%
PA system	89	25.2%	11	3.1%	13	3.7%	46	13.0%
Microphone	186	52.7%	26	7.4%	77	21.8%	83	23.5%
Acoustic DI boxes/preamp	81	22.9%	13	3.7%	35	9.9%	47	13.3%
Effects processor	102	28.9%	16	4.5%	38	10.8%	45	12.7%
Cables	200	56.7%	41	11.6%	70	19.8%	82	23.2%
Amplifier	228	64.6%	30	8.5%	52	14.7%	89	25.2%
Pickup	139	39.4%	13	3.7%	39	11.0%	59	16.7%
None of these	19	5.4%	8	2.3%	7	2.0%	8	2.3%
Total	331	93.8%	164	46.5%	157	44.5%	119	33.7%

12. Which of the following sources do you consult when planning to purchase musical instruments or music-related products?

	#	%
Musician friend	212	60.1 %
Music teacher	48	13.6 %
Technician/repair person	72	20.4 %
Advertising in music publication	148	41.9 %
Personal expertise: will decide myself by playing or using	253	71.7 %
Reviews in music publications	235	66.6 %
Music store personnel	159	45.0 %
Manufacturer	101	28.6 %
Website/Internet	192	54.4 %
Instrument show or event	54	15.3 %
Other	5	1.4 %
Total responding	348	98.6%

Other responses:

Acoustic Guitar  
 Forums on internet  
 Guitar forum  
 Harmony Central  
 Sweetwater

13. In the past 12 months, how many times have you given advice or an opinion about guitar-related products or events?

	#	%
1 - 5	133	37.7 %
6 - 10	72	20.4 %
11 - 15	39	11.0 %
16 - 20	25	7.1 %
21 - 30	20	5.7 %
31 - 40	2	0.6 %
41 - 50	10	2.8 %
50 or more	26	7.4 %
Total	327	92.6 %

## 14. Do you have access to the Internet?

	#	%
Yes	330	93.5 %
No	15	4.2 %
Total	345	97.7 %

## 15. How often do you access the Internet to find guitar-related information?

	#	%
Several times per day	21	5.9 %
At least once a day	31	8.8 %
Several times per week	102	28.9 %
Once a week	44	12.5 %
Several times per month	72	20.4 %
Once a month	51	14.4 %
Never	17	4.8 %
Total	338	95.8 %

## 16. If you are visiting a guitar-related site, what are you looking for?

	#	%
Discussion forums	95	26.9 %
Gear reviews	181	51.3 %
Information about guitar builders	90	25.5 %
Gear information in general	190	53.8 %
Lessons	130	36.8 %
Songs to play (tab and lyrics)	238	67.4 %
Product ordering (retailers)	81	22.9 %
Social networking	16	4.5 %
Other	12	3.4 %
Total	327	92.6%

Other responses:

Artist info

Artist performances

Browse guitars

Classical songs

Pricing (2 mentions)

Vintage guitar info

Window shopping

Youtube performances

17. Which of the following Internet activities have you done in the past 24 months and which do you plan to do in the next 24 months?

	Have done in past 24 months		Plan to do in next 24 months	
	#	%	#	%
Visit music-related websites	297	84.1%	248	70.3%
Visit artist/record label websites	206	58.4%	177	50.1%
Visit music-product manufacturers' websites	244	69.1%	204	57.8%
Visit music-retailer websites	231	65.4%	194	55.0%
Visit music instruction website	193	54.7%	164	46.5%
Purchase music products online	207	58.6%	169	47.9%
Purchase any products online (nonmusic)	202	57.2%	175	49.6%
Visit Acoustic Guitar's website	232	65.7%	204	57.8%
Visit Acoustic Guitar's Community website	83	23.5%	83	23.5%
None of these	13	3.7%	2	0.6%
Total	334	94.6%	277	78.5%

18. What is your overall impression of the magazine?	#	%
1 (needs improvement)	4	1.1 %
2	13	3.7 %
3	58	16.4 %
4	149	42.2 %
5 (Excellent)	117	33.1 %
Total responding	341	96.6 %

19. How long have you been a reader of Acoustic Guitar?	#	%
Less than one year	8	2.3 %
1 to less than 2 years	47	13.3 %
2 to less than 3 years	61	17.3 %
3 to less than 5 years	79	22.4 %
5 to less than 7 years	62	17.6 %
7 years or longer	91	25.8 %
Total responding	348	98.6 %

20. How many times do you refer to a copy of Acoustic Guitar before you are finished with it?

	#	%
1	10	2.8 %
2	30	8.5 %
3	58	16.4 %
4	53	15.0 %
5	41	11.6 %
6	22	6.2 %
7 - 9	59	16.7 %
10 - 14	43	12.2 %
15 - 19	5	1.4 %
Total responding	321	90.9 %

21. How much time do you normally spend reading a typical issue of Acoustic Guitar?

	#	%
Less than 30 minutes	24	6.8 %
30 to 59 minutes	57	16.1 %
1 to less than 1½ hours	70	19.8 %
1½ to less than 2 hours	59	16.7 %
2 to less than 2½ hours	54	15.3 %
2½ to less than 3 hours	33	9.3 %
3 hours or longer	46	13.0 %
Total responding	343	97.2 %

22. What do you do with your copies of Acoustic Guitar after you are finished reading them?

	#	%
Save issues for future reference	278	78.8 %
Clip/copy articles of interest	69	19.5 %
Lend/give to others	75	21.2 %
Place in a public area	13	3.7 %
Discard/recycle	60	17.0 %
Other	2	0.6 %
Total responding	348	98.6%

Other responses:

Garage sale or ebay

Use them to teach

23. How many people, other than you, also view your copies of Acoustic Guitar? Please include in your count family members, friends, students, or any others who read your issue. (If none, write "0")

	#	%
None	146	41.4 %
One	57	16.1 %
Two	42	11.9 %
Three	21	5.9 %
Four	6	1.7 %
Five	5	1.4 %
More than five	5	1.4 %
Total responding	282	79.9 %

Minimum = 0  
 Maximum = 30  
 Mean = 1.17  
 Median = 0

## 24. How important to you is each of the following types of articles?

	Very important	Somewhat important	Not very important	Not at all important	Total
Product reviews	190 53.8%	134 38.0%	16 4.5%	3 0.8%	343 97.2%
Product news	150 42.5%	148 41.9%	33 9.3%	3 0.8%	334 94.6%
Player profiles/interviews	144 40.8%	153 43.3%	38 10.8%	6 1.7%	341 96.6%
Profiles of instrument makers	119 33.7%	143 40.5%	66 18.7%	8 2.3%	336 95.2%
Music reviews	115 32.6%	143 40.5%	58 16.4%	16 4.5%	332 94.1%
Musical instruction	227 64.3%	87 24.6%	18 5.1%	8 2.3%	340 96.3%
Live performance applications	80 22.7%	116 32.9%	111 31.4%	29 8.2%	336 95.2%
Recording applications	73 20.7%	116 32.9%	110 31.2%	34 9.6%	333 94.3%
Beginner-level instruction/information	107 30.3%	86 24.4%	107 30.3%	39 11.0%	339 96.0%
Beginner-level gear coverage	55 15.6%	97 27.5%	122 34.6%	58 16.4%	332 94.1%
Industry news	59 16.7%	156 44.2%	85 24.1%	31 8.8%	331 93.8%

25. Which of the following actions have you taken in the past 12 months as a result of seeing an advertisement in Acoustic Guitar?

	#	%
Contacted an advertiser for more information	105	29.7 %
Visited a retailer to demo product	118	33.4 %
Visited an online retailer	168	47.6 %
Purchased an advertised product	136	38.5 %
Visited an advertiser's website	208	58.9 %
Discussed an ad with others	85	24.1 %
Referred to an advertisement when purchasing musical	67	19.0 %
Saved an ad for future reference	108	30.6 %
Recommended advertised product or company to others	60	17.0 %
Requested a catalog	58	16.4 %
Other	5	1.4 %
Total	308	87.3%

Other mentions:

Looked for it on ebay

Purchased a guitar after reading a review

26. In the past 12 months, have you purchased a product from a company or individual who advertises in Acoustic Guitar?

	#	%
Yes	235	66.6 %
No	77	21.8 %
Total responding	312	88.4 %

27a. Which of the following music publications do you subscribe to?

	#	%
Blues Revue	3	0.8 %
Bluegrass Unlimited	3	0.8 %
Classical Guitar	3	0.8 %
Fingerstyle Guitar	31	8.8 %
Flatpicking Guitar	8	2.3 %
Fretboard Journal	20	5.7 %
Guitarmaker	8	2.3 %
Guitar Player	69	19.5 %
Guitar World	39	11.0 %
Performing Songwriter	8	2.3 %
Premier Guitar	18	5.1 %
Recording	4	1.1 %
Soundboard	2	0.6 %
Vintage Guitar	34	9.6 %
None of these	120	34.0 %
Total responding	252	71.4%

27b. Regardless of whether or not you subscribe, how often do you read each of these publications?

	Always	Often	Sometimes	Never	Total
Blues Revue	2 0.6%	4 1.1%	19 5.4%	53 15.0%	78 22.1%
Bluegrass Unlimited	3 0.8%	3 0.8%	15 4.2%	54 15.3%	75 21.2%
Classical Guitar	3 0.8%	2 0.6%	12 3.4%	56 15.9%	73 20.7%
Fingerstyle Guitar	22 6.2%	13 3.7%	34 9.6%	37 10.5%	106 30.0%
Flatpicking Guitar	6 1.7%	3 0.8%	19 5.4%	50 14.2%	78 22.1%
Fretboard Journal	18 5.1%	8 2.3%	23 6.5%	44 12.5%	93 26.3%
Guitarmaker	7 2.0%	4 1.1%	6 1.7%	56 15.9%	73 20.7%
Guitar Player	35 9.9%	14 4.0%	50 14.2%	27 7.6%	126 35.7%
Guitar World	16 4.5%	15 4.2%	44 12.5%	34 9.6%	109 30.9%
Performing Songwriter	5 1.4%	7 2.0%	19 5.4%	51 14.4%	82 23.2%
Premier Guitar	11 3.1%	5 1.4%	15 4.2%	49 13.9%	80 22.7%
Recording	1 0.3%	0 0.0%	15 4.2%	56 15.9%	72 20.4%
Soundboard	1 0.3%	0 0.0%	8 2.3%	57 16.1%	66 18.7%
Vintage Guitar	14 4.0%	9 2.5%	36 10.2%	37 10.5%	96 27.2%
None of these	8 2.3%	0 0.0%	0 0.0%	24 6.8%	32 9.1%

## 28. What is your age?

	#	%
Under 40	13	3.7 %
40 to 44	13	3.7 %
45 to 49	46	13.0 %
50 to 54	83	23.5 %
55 to 59	105	29.7 %
60 to 64	56	15.9 %
65 to 69	16	4.5 %
70 or older	17	4.8 %
Total responding	349	98.9 %

Minimum = 12  
Maximum = 87  
Mean = 54.85  
Median = 55

## 29. Are you male or female?

	#	%
Male	329	93.2 %
Female	14	4.0 %
Total responding	343	97.2 %

30. Which of the following best describes your current residence?

	#	%
A home you own	303	85.8 %
A home you rent	25	7.1 %
Live with family or friends	12	3.4 %
Live on a school campus	0	0.0 %
Other	0	0.0 %
Total responding	340	96.3 %

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

	#	%
Some high school or less	3	0.8 %
High school graduate	29	8.2 %
Some college	71	20.1 %
Associate's degree	30	8.5 %
Bachelor's degree	69	19.5 %
Post-graduate study	40	11.3 %
Post-graduate degree	102	28.9 %
Total responding	344	97.5 %

## 32. What is your approximate total annual household income before taxes?

	#	%
Less than \$30,000	10	2.8 %
\$30,000 - \$49,999	34	9.6 %
\$50,000 - \$74,999	60	17.0 %
\$75,000 - \$99,999	53	15.0 %
\$100,000 - \$149,999	66	18.7 %
\$150,000 - \$199,999	41	11.6 %
\$200,000 - \$249,000	8	2.3 %
\$250,000 or more	26	7.4 %
Total responding	298	84.4 %