

Musician's Survey - Keeping Music Education Alive!

Saturday, October 19, 2019

● Music
Incite

616 total responses

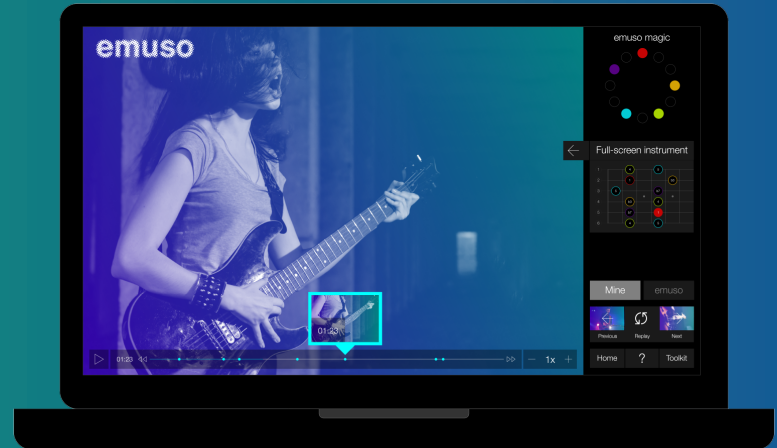
Date Created:

Wednesday, June 12, 2019

Complete Responses: 492



This survey was brought to you by MusicIncite, Ltd.
Founded in 2013 and creator of emuso™/Studio.
The world's first Ultimate Help System for Musicians!



EXECUTIVE SUMMARY

Overview

UK Music Industry Association members are interested in opportunities around music education and technology. The UK government is being lobbied to formally introduce technology into school music education for 2020. MusicIncite, Ltd., has leveraged an online survey application, Survey Monkey, to design and execute a survey to understand how technology can or could assist the way musicians approach music education and to identify musician's wants and needs from such technology with respect to teaching, practicing, learning and exploring music. We ran the online survey for over 3 months and collected 616 respondents with 492 completing the whole survey, globally. The data from our survey are just market indicators, insights into trends, and some validations. We understand the global market to be over 100M musicians and additional data points will be needed along our journey.

Responding Musicians

Our responding musicians are evenly distributed between the ages of: 25-34 (37%), 35-44 (20%), 18-24 (17%) and 35-44 (13%). Unfortunately, overwhelmingly 93% who answered are male, with only a 5% response from females. They are distributed around the world with 23.6% from the UK, 28.4% from US, 22.1% from EU, 8.95% from Canada, 4.9% from Australia/New Zealand, 4.3% from South America, and 7.8% Other (which includes Russia, India, Asia & the Middle East). Most are hobbyists (73%) or part-time professionals (16%). Since most musicians play multiple instruments their instrument of choice are: Guitar (91%), Acoustic Guitar (67%), Bass (51%), Piano/Keyboard (35%). Drums (28%) and Vocals (33%).

Insights of Note!

Musicians Just Want To Get Better & Have Fun!

- Over 95% want to become better Musicians (From Medium to High Importance)
- The top answers are why they are involved in music are "For Fun" (88%), "To Be Creative" (74%) and "To Perform" (62%) followed closely by "To Compose/Arrange" (58%).
- Top Answers on "Their goal as a Musician" – Be in an Original Band (74%), Be a Soloist (60%), In a Cover Band (47%). A Producer (27%) and a Teacher (23%).

Self-Learning Is A Top Priority With a Focus on Technique, Rhythm, Practice and Improvisation

- From a Learning perspective, (86%) will Teach Themselves, (70%) Will Play with Others, and 30% will use Private Teachers. (or combination of theses) ,
- When asked to rank the importance of music components we captured the percentages that thought it was Useful to Essential: Technique (95%), Rhythm & Timekeeping (97%), Effective Practice (95%), Improvisation (89%), Vocabulary (chords/Scales) (89%), Understanding Theory (86%), Aural Recognition (85%), Creating Music (87%), and Sight Reading (53%).
- When asked about their "playing" here are the top answers: (79%) Want to Improve, (64%) Believe Better Technique could Improve my Confidence, (61%) Would Like to Explore More, and (51%) believe understanding more about Music could improve Confidence. (Note: Only 25% are happy with their playing)
- Our musician's approach to improving their playing whether its occasionally or regularly; (86%) rely on Interactive Content, (96%) on Practicing, (95%) on Learning - (56%) on One-2-One Teaching, (29%) on Classroom Teaching, and (57%) on Online Teaching.

EXECUTIVE SUMMARY (cont.)

Access of Technology Is Through Smart Phones & Laptops

- Understanding how our Digital Age Musician receives their information is critical, here is what they **access Daily vs Never**: (42%) Daily - Android Smart Phone - (30%) Never, (23%) Daily - IOS Smart Phone- (62%) Never, (45%) Daily - Windows Desktop/Laptop - (17%) Never, (19%) Daily - Mac Desktop/Laptop (66%) Never, (7%) Daily - Android Tablet - (70%) Never, (13%) Daily - IOS Tablet (69%) Never, and (2%) Daily - Windows Tablet - (91%) Never.

Music Practice & Theory Seem to Drive Musicians

- 93% of All responding Musicians believe Music Practice is Essential for Improving.
- 88% of All responding Musicians have an interest in Music Theory.
- Regarding **Music Theory** – (65%) Apply It, (44%) Believe it's not complicated, (63%) Believe it's not Boring, (90%) Want to Learn It!!

Over 60% Want To Improve Their Music Vocabulary Regarding Chords, Scales, Melody, etc.

- Improving Music Vocabulary was key, out of the 487 responders selected: (69%) chose Chord Substitutions, (68%) Modes, (66%) Licks & Lines, (65%) Intervals and Chord/Scale Relationships, (60%) Chord Inversions, (58%) Seventh & Extended Chords. (45%) Interv als, and (32%) Basic Chord (Triads). Obviously, improving their knowledge around Music Vocabulary is important to them.
- When asked what they want to improve their knowledge of the following was identified: (72%) selected - How Chords and Melody (Scales) work together, (69%) selected – Melodic Construction, (64%) Chord Progression, (63%) – How to Harmonize a Melody, (58%) – Rhythmic Theory, (53%) Tonality, and (52%) – Song Structure.

Improvisation A Skill To Master!

- Regarding Improvisation there are some key insights from 498 responders...(68%) – Believe Practicing Improvisation is essential and Being able to Improvise is essential. (60%) – Using scale notes with an understanding on their effects on the listener is essential to improvise, (59%) Believe shapes and patterns are essential to improvise and (45%) believe using chord tones is essential to improvise.

EXECUTIVE SUMMARY (cont.)

Video is King, When It Comes to Educational Resources

- What physical sources do you use for learning or practicing – (84%) Rarely or Never use Music Magazines, (90%) Rarely or Never use Paid for Instructional DVDs, (74%) Rarely or Never use Music Theory Books, (74%) Rarely or Never use Music Chord & Scale Books, (72%) Rarely or Never use Song Books, (50%) Rarely or Never use Music CDs.
- For online resources for learning or practicing it's a different story. For YouTube (28%) Daily (38%) Weekly (20%) Monthly, (72%) Never used Paid Instructional Video Streaming, Music Related Web-Sites (32%) Daily, (36%) Weekly, (15%) Monthly. MP3s (15%) Daily, (27%) Monthly, 16% (Monthly). Paid for Loops (84%) Never and Free Loops (50%) Never.
- Ranking the following application use – Guitar Tab: (21%) Daily, (23%) Weekly, (12%) Monthly – (29%)- Never. Desktop Music Notation Software: (19%) Rarely & (52%) Never. DAW Software: (14%) Daily, (18%) Weekly and (12%) Rarely & (47%) Never. Smart Phone Apps – (16%) Daily, (19%) weekly, (13%) Monthly, (19%) Rarely & 33% Never. Tablet Apps – (12%) Rarely & (67%) Never.

Practice Components: Video Ranks 1st

- The form of content they use for practicing the top 3 are Video (65%), Digital Audio (58%) and Written Practice Regimes (28%).
- As far as exchanging practice ideas: (42%) Are Not Interested, (41%) Do It Face-to-Face and (29%) Use File Sharing.
- In regards to practice components the following were rated very similar: Quick to Load and Loop / Quick to Edit and Save / Quick to Create and Save & Realistic Sounds – all had around a 30% Nice to Have, 30% Really Nice to Have and 20% Must Have.

Over 70% See Value In Ear Training

- The importance of Ear Training from Med-High to High is over 70%.
- Top 3 Ear Training sources include: (52%) Online Videos, (27%) Ear Training Software, (25%) Other.

Musicians Are Price Sensitive to Technology

- As far as value of the above mentioned components, here are the top 3 prices that would be paid: 100 Pounds (21%), 50 Pounds (19%) and 25 Pounds (19%).

EXECUTIVE SUMMARY (Conclusion)

Conclusion:

Musician's thirst for ways to improve their skills and technique, over 95% of responders want to become better Musicians. But not for professional gain, since over 70% were hobbyists. Their reasons for improvement ran from: for fun, being creative, to perform or compose. They had a direct goal in mind, to be in an Original Band, a Soloist, Cover Band, a Producer or Teacher. As far as learning they prefer to teach themselves (86%) or play with others (70%) with having a private teacher at only (30%). Our musician's approach to improving their playing whether its occasionally or regularly; (86%) rely on Interactive Content, (96%) on Practicing, (95%) on Learning, (56%) on One-2-One Teaching, (29%) on Classroom Teaching, and (57%) on Online Teaching. Again, reinforces their interest to improve and become better musicians.

- 93% of All responding Musicians believe Music Practice is Essential for Improving.
- While 88% of All responding Musicians have an interest in Music Theory.
- And 68%, believe both practicing Improvisation and being able to Improvise is essential, as a musician. So where do they go to access their training and learning?

It's interesting that the physical sources for learning or practicing play very little; (84%) Rarely or Never use Music Magazines, (90%) Rarely or Never use Paid for Instructional DVDs, (74%) Rarely or Never use Music Theory Books, (74%) Rarely or Never use Music Chord & Scale Books, (72%) Rarely or Never use Song Books, (50%) Rarely or Never use Music CDs. So what's left? Online resources for learning or practicing is a different story. For YouTube (86%) usage, while (72%) Never used Paid Instructional Video Streaming, but (83%) use Music Related Web-Sites and (58%) use MP3s. For applications Guitar Tab had 56% usage followed by Smartphone Apps at 48%. Giving you an indication that online content and apps are where our musicians are turning too for their learning and practice information or tools. As for practicing the form of content they use are Video (65%), Digital Audio (58%) and Written Practice Regimes (28%). So what do we take away from all this data?

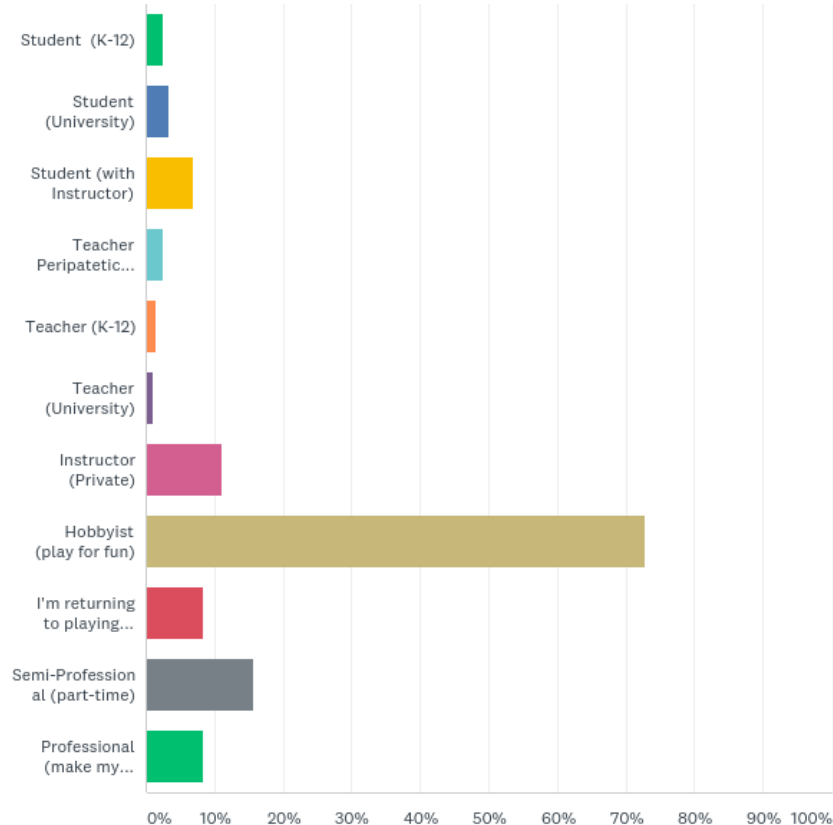
That today's musician likes their training, learning, exploring or practicing in a simple easy to access format preferred in an all-in-one application, that gives them the flexibility and music knowledge at their fingertips. Allowing them to create, capture and share their ideas! This validates the direction and substance of emuso™, the world's first, ultimate help system for musicians!

Emuso™/Studio is the world's first application for learning, practicing and exploring music, created with a long-held passion that everyone deserves the opportunity to unlock their musical potential, simply and affordably. Emuso deeply connects your senses with the building blocks of music as you practice. You interact with immersive media, inspirational, light on jargon and notation. Explore, or be guided through, an amazing world of musical possibilities. Fulfill your musical dreams!

Graphics & Data for 38 Questions

Q1: Please tell us about your current musician status? (select all that apply)

Answered: 616 Skipped: 0



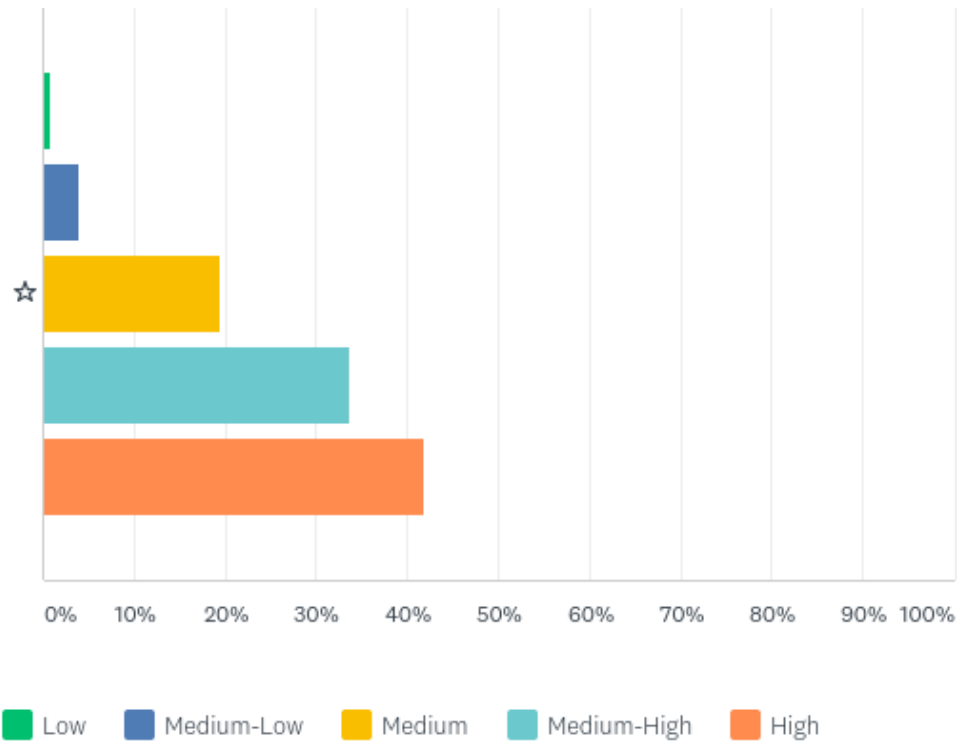
Q1: Please tell us about your current musician status? (select all that apply)

Answered: 616 Skipped: 0

ANSWER CHOICES	RESPONSES	
Student (K-12)	2.60%	16
Student (University)	3.25%	20
Student (with Instructor)	6.82%	42
Teacher Peripatetic School/Music Hub	2.60%	16
Teacher (K-12)	1.46%	9
Teacher (University)	0.97%	6
Instructor (Private)	11.04%	68
Hobbyist (play for fun)	72.73%	448
I'm returning to playing again	8.28%	51
Semi-Professional (part-time)	15.75%	97
Professional (make my living)	8.44%	52
Total Respondents: 616		

Q2: How important is it to you to become a better musician?

Answered: 616 Skipped: 0



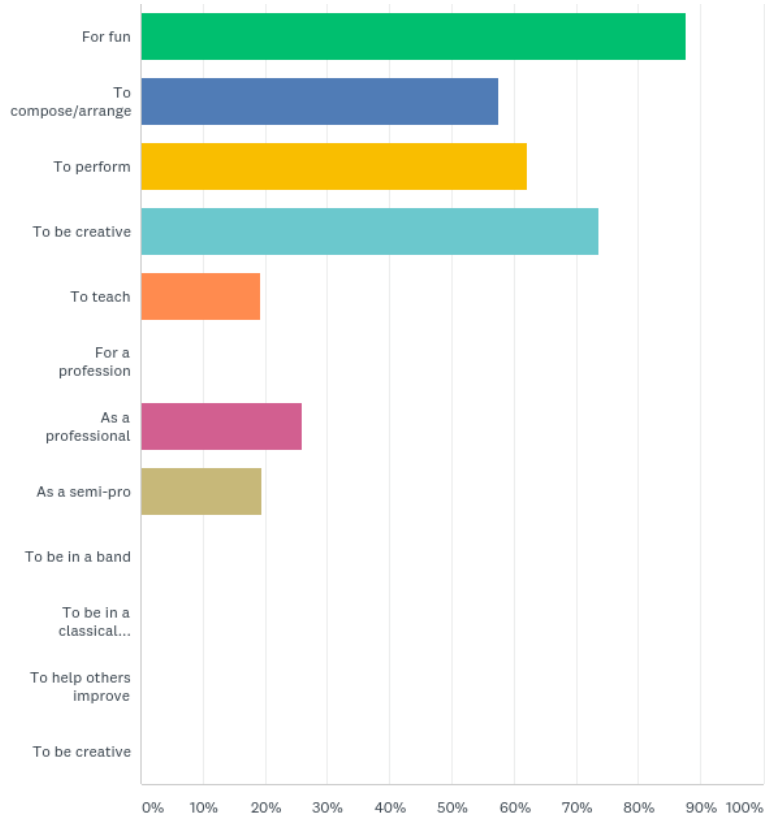
Q2: How important is it to you to become a better musician?

Answered: 616 Skipped: 0

	LOW	MEDIUM-LOW	MEDIUM	MEDIUM-HIGH	HIGH	TOTAL	WEIGHTED AVERAGE
☆	0.81% 5	4.06% 25	19.48% 120	33.77% 208	41.88% 258	616	4.12

Q4: Why do you want to be involved in music? (select all that apply)

Answered: 616 Skipped: 0



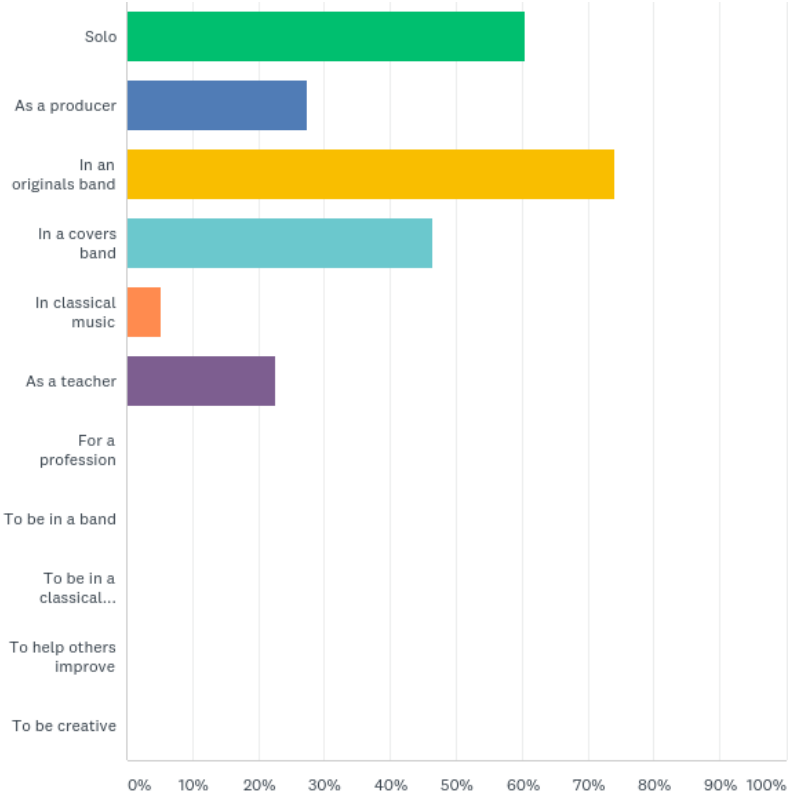
Q4: Why do you want to be involved in music? (select all that apply)

Answered: 616 Skipped: 0

ANSWER CHOICES	RESPONSES	
For fun	87.66%	540
To compose/arrange	57.63%	355
To perform	62.18%	383
To be creative	73.54%	453
To teach	19.16%	118
For a profession	0.00%	0
As a professional	25.97%	160
As a semi-pro	19.48%	120
To be in a band	0.00%	0
To be in a classical orchestra, ensemble etc	0.00%	0
To help others improve	0.16%	1
To be creative	0.00%	0
Total Respondents: 616		

Q5: How do you want to be involved as a musician? (select all that apply)

Answered: 604 Skipped: 12



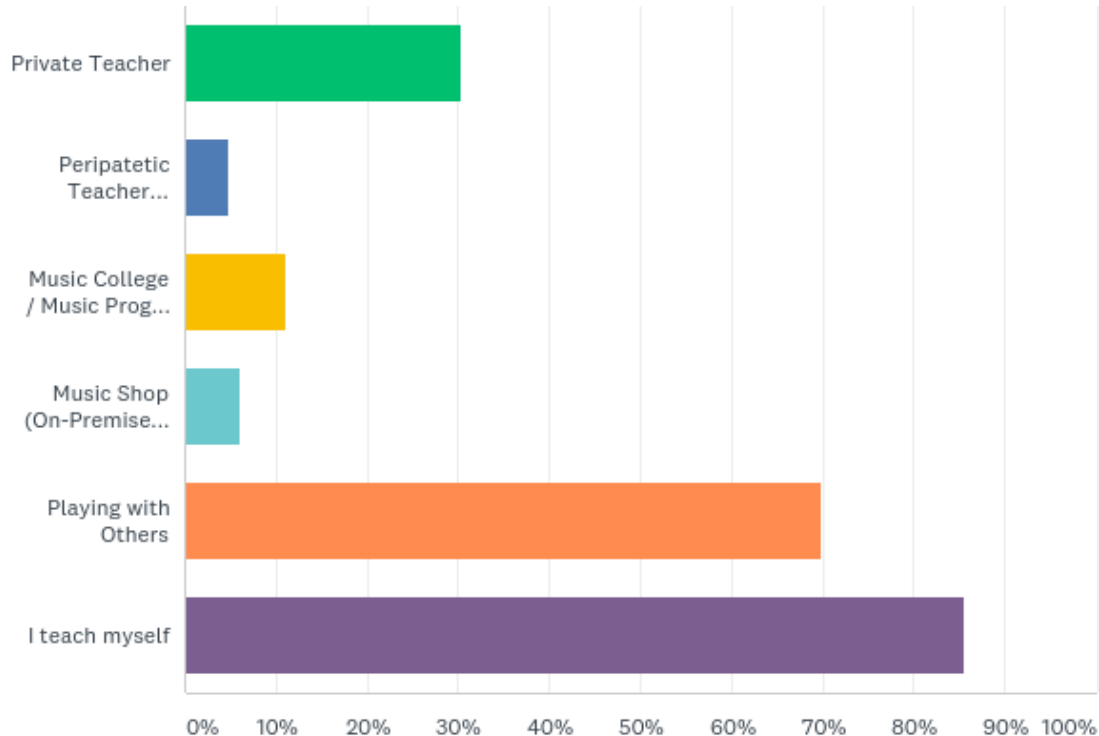
Q5: How do you want to be involved as a musician? (select all that apply)

Answered: 604 Skipped: 12

ANSWER CHOICES	RESPONSES	
Solo	60.43%	365
As a producer	27.48%	166
In an originals band	74.01%	447
In a covers band	46.52%	281
In classical music	5.13%	31
As a teacher	22.68%	137
For a profession	0.00%	0
To be in a band	0.00%	0
To be in a classical orchestra, ensemble etc	0.00%	0
To help others improve	0.00%	0
To be creative	0.00%	0
Total Respondents: 604		

Q6: Which of the following do you use now or think you'll use in the future?

Answered: 616 Skipped: 0



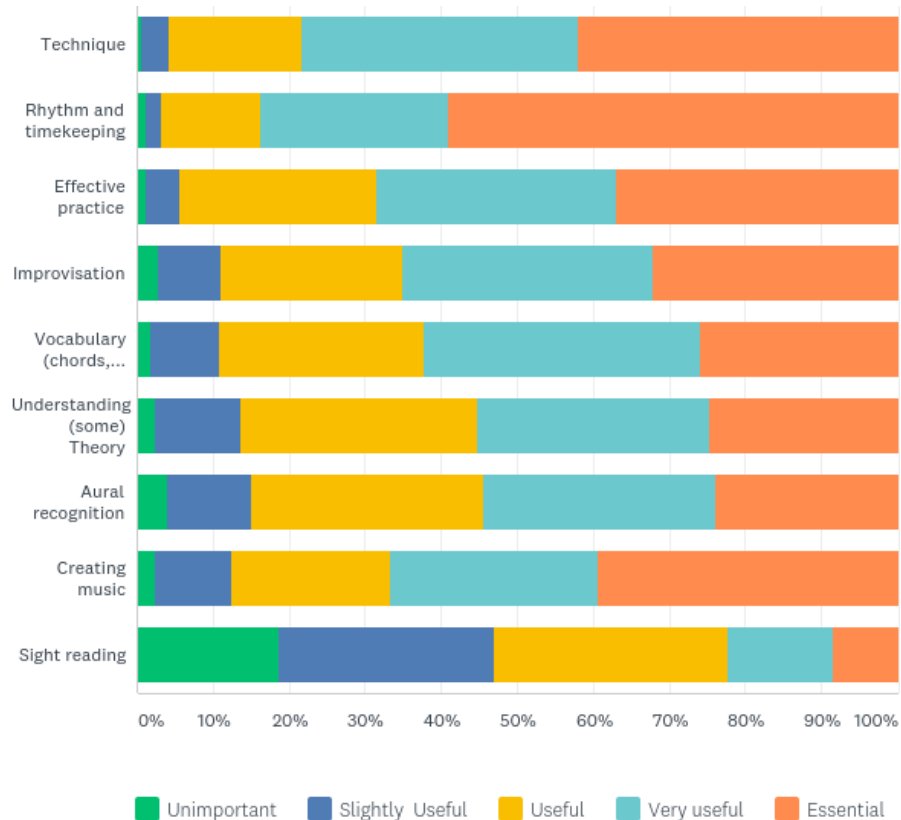
Q6: Which of the following do you use now or think you'll use in the future?

Answered: 616 Skipped: 0

ANSWER CHOICES	RESPONSES	
Private Teacher	30.36%	187
Peripatetic Teacher (School/Music Hub)	4.87%	30
Music College / Music Program at University	11.04%	68
Music Shop (On-Premise Teachers)	6.17%	38
Playing with Others	69.81%	430
I teach myself	85.55%	527
Total Respondents: 616		

Q7: How important are the following aspects for you to improve on? (Please rate all of these)

Answered: 616 Skipped: 0



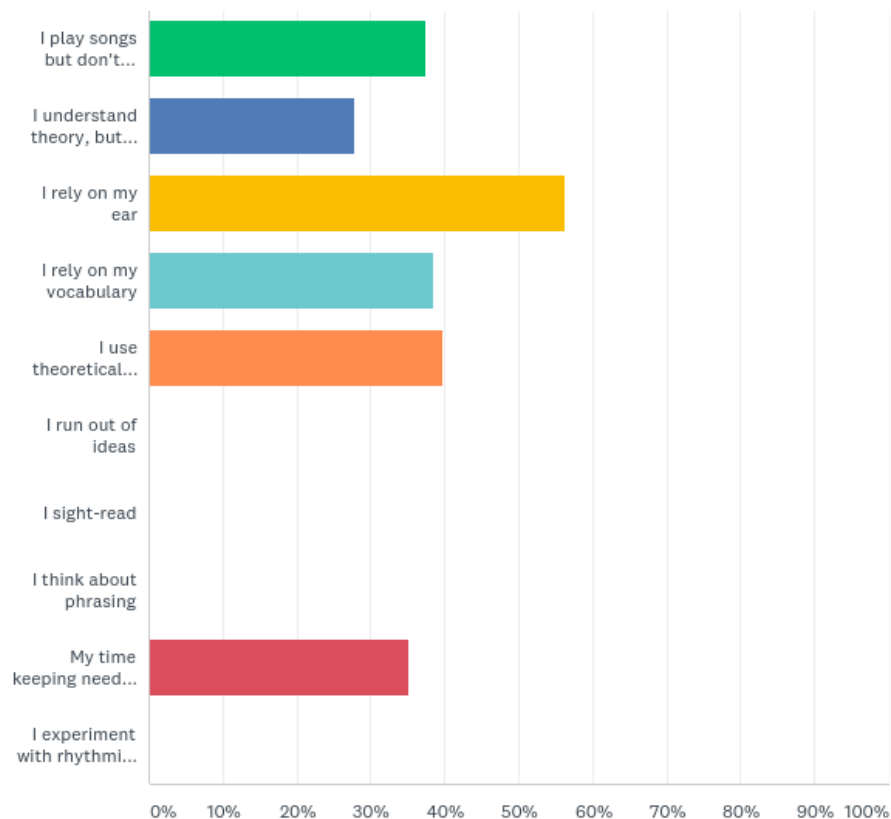
Q7: How important are the following aspects for you to improve on? (Please rate all of these)

Answered: 616 Skipped: 0

	UNIMPORTANT	SLIGHTLY USEFUL	USEFUL	VERY USEFUL	ESSENTIAL	TOTAL	WEIGHTED AVERAGE
Technique	0.65% 4	3.60% 22	17.51% 107	36.17% 221	42.06% 257	611	4.15
Rhythm and timekeeping	1.14% 7	2.12% 13	13.03% 80	24.76% 152	58.96% 362	614	4.38
Effective practice	1.14% 7	4.40% 27	25.94% 159	31.65% 194	36.87% 226	613	3.99
Improvisation	2.76% 17	8.28% 51	23.86% 147	32.95% 203	32.14% 198	616	3.83
Vocabulary (chords, scales, licks)	1.79% 11	9.12% 56	26.87% 165	36.32% 223	25.90% 159	614	3.75
Understanding (some) Theory	2.45% 15	11.26% 69	31.16% 191	30.51% 187	24.63% 151	613	3.64
Aural recognition	4.08% 25	10.95% 67	30.56% 187	30.56% 187	23.86% 146	612	3.59
Creating music	2.45% 15	9.97% 61	20.92% 128	27.29% 167	39.38% 241	612	3.91
Sight reading	18.73% 115	28.18% 173	30.78% 189	13.84% 85	8.47% 52	614	2.65

Q8: Which of the following apply to your performing? (select all that apply)

Answered: 610 Skipped: 6



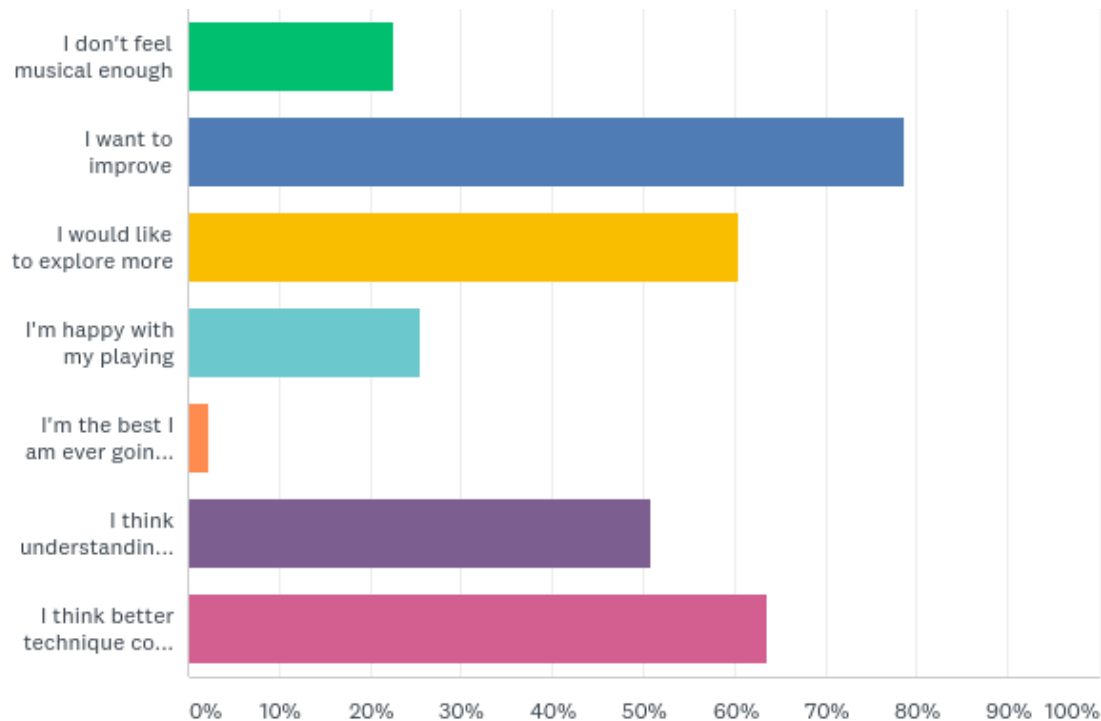
Q8: Which of the following apply to your performing? (select all that apply)

Answered: 610 Skipped: 6

ANSWER CHOICES	RESPONSES	
I play songs but don't understand what's going on with chord or scale choices	37.54%	229
I understand theory, but can't apply it when improvising	27.87%	170
I rely on my ear	56.23%	343
I rely on my vocabulary	38.52%	235
I use theoretical knowledge	39.67%	242
I run out of ideas	0.00%	0
I sight-read	0.00%	0
I think about phrasing	0.00%	0
My time keeping needs improvement	35.25%	215
I experiment with rhythmic ideas	0.00%	0
Total Respondents: 610		

Q9: How do you feel about your playing? (select all that apply)

Answered: 613 Skipped: 3



Q9: How do you feel about your playing? (select all that apply)

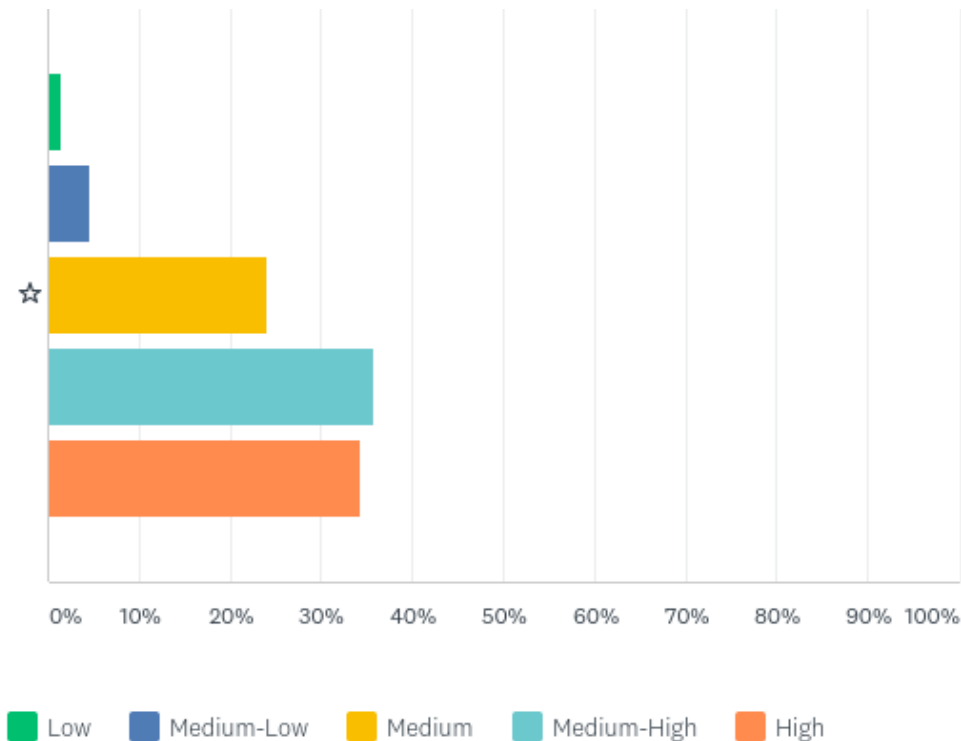
Answered: 613 Skipped: 3

ANSWER CHOICES	RESPONSES	
I don't feel musical enough	22.51%	138
I want to improve	78.63%	482
I would like to explore more	60.52%	371
I'm happy with my playing	25.45%	156
I'm the best I am ever going to be	2.28%	14
I think understanding more about music could improve my confidence playing	50.73%	311
I think better technique could improve my confidence playing	63.62%	390
Total Respondents: 613		

Imagine that music education technology could really help you successfully and rapidly improve with all aspects of learning, practicing, playing and improvisation, and interactive content is available for it.

Q10: How important would this be to you?

Answered: 616 Skipped: 0



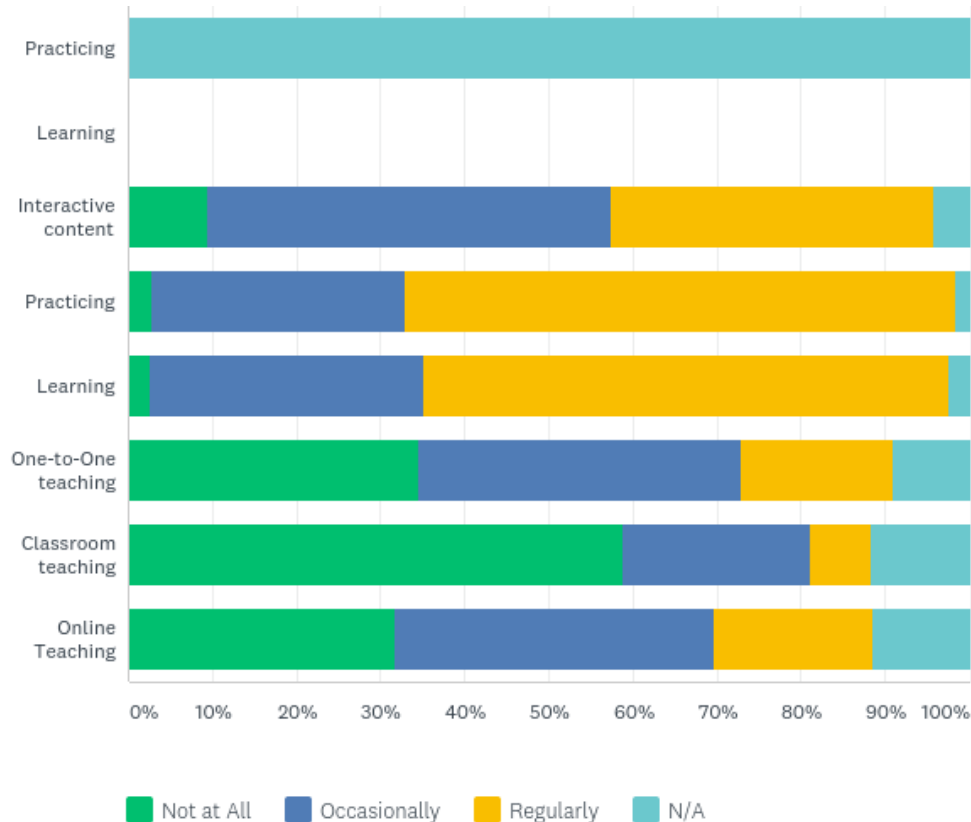
Q10: How important would this be to you?

Answered: 616 Skipped: 0

	LOW	MEDIUM-LOW	MEDIUM	MEDIUM-HIGH	HIGH	TOTAL	WEIGHTED AVERAGE
☆	1.46% 9	4.55% 28	24.03% 148	35.71% 220	34.25% 211	616	3.97

Q11: Which of the following would you use it for? Please select all that apply.

Answered: 616 Skipped: 0



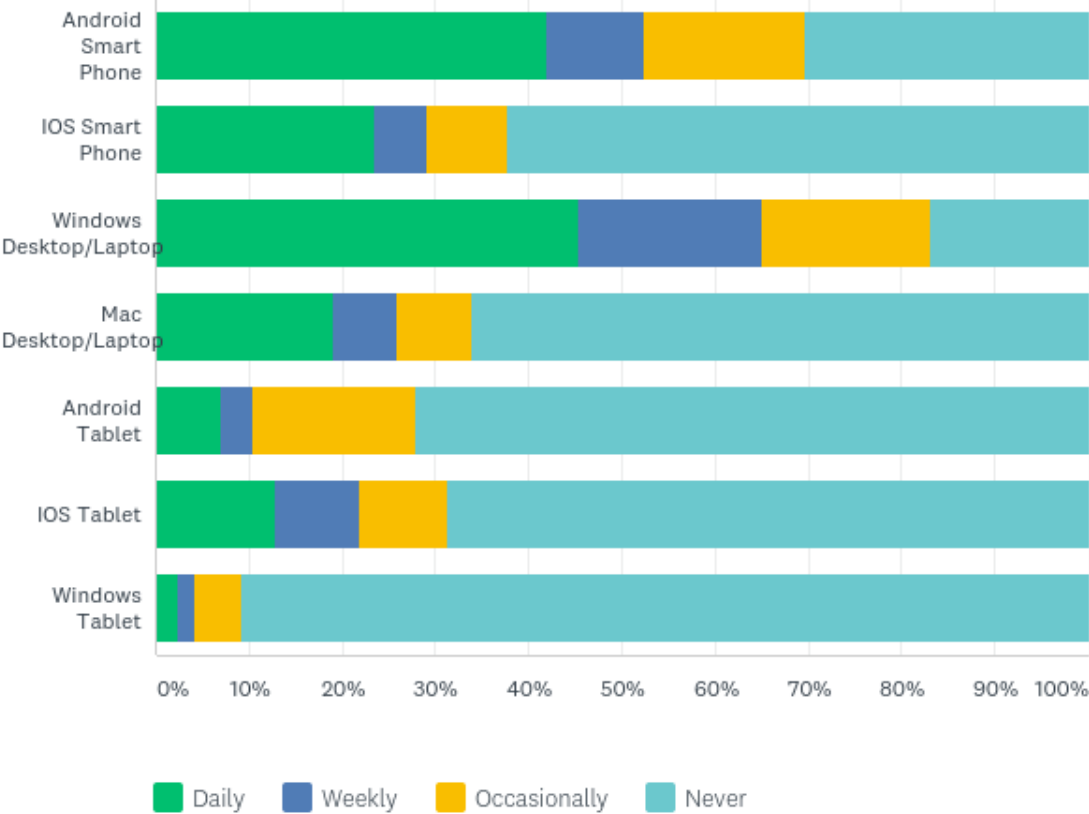
Q11: Which of the following would you use it for? Please select all that apply.

Answered: 616 Skipped: 0

	NOT AT ALL	OCCASIONALLY	REGULARLY	N/A	TOTAL	WEIGHTED AVERAGE
Practicing	0.00% 0	0.00% 0	0.00% 0	100.00% 1	1	0.00
Learning	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0	0.00
Interactive content	9.43% 56	47.98% 285	38.38% 228	4.21% 25	594	2.30
Practicing	2.80% 17	30.10% 183	65.46% 398	1.64% 10	608	2.64
Learning	2.66% 16	32.45% 195	62.56% 376	2.33% 14	601	2.61
One-to- One teaching	34.47% 202	38.40% 225	18.09% 106	9.04% 53	586	1.82
Classroom teaching	58.90% 344	22.26% 130	7.19% 42	11.64% 68	584	1.41
Online Teaching	31.73% 185	37.91% 221	18.87% 110	11.49% 67	583	1.85

Q12: Which device(s) would you use and how often? Please rate at least one row.

Answered: 616 Skipped: 0



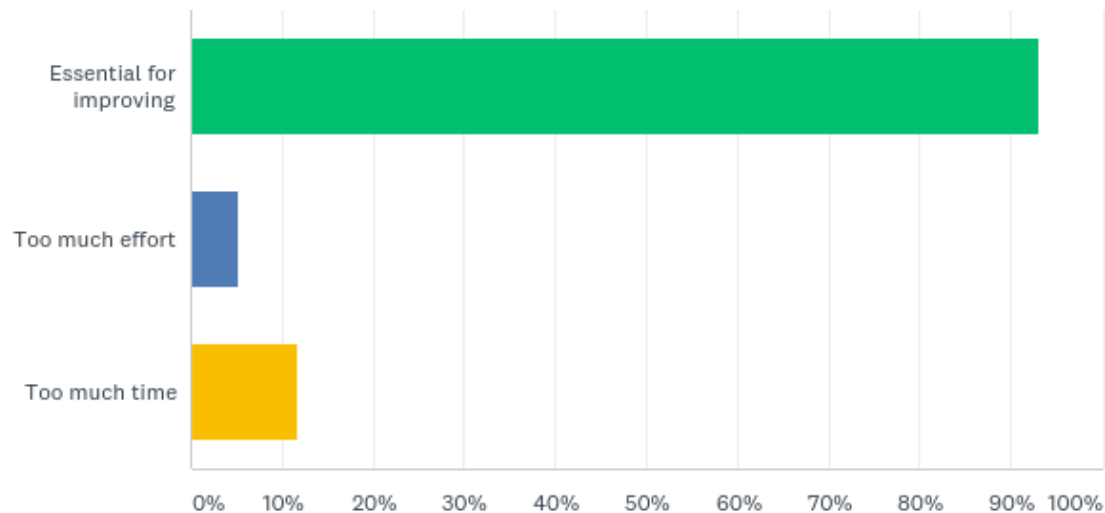
Q12: Which device(s) would you use and how often? Please rate at least one row.

Answered: 616 Skipped: 0

	DAILY	WEEKLY	OCCASIONALLY	NEVER	TOTAL	WEIGHTED AVERAGE
Android Smart Phone	41.91% 228	10.48% 57	17.28% 94	30.33% 165	544	2.36
IOS Smart Phone	23.45% 121	5.62% 29	8.72% 45	62.21% 321	516	3.10
Windows Desktop/Laptop	45.38% 260	19.72% 113	17.98% 103	16.93% 97	573	2.06
Mac Desktop/Laptop	19.08% 99	6.74% 35	8.09% 42	66.09% 343	519	3.21
Android Tablet	7.00% 35	3.40% 17	17.60% 88	72.00% 360	500	3.55
IOS Tablet	12.94% 66	9.02% 46	9.41% 48	68.63% 350	510	3.34
Windows Tablet	2.46% 12	1.85% 9	4.93% 24	90.76% 442	487	3.84

Q13: How do you view Music Practice?

Answered: 616 Skipped: 0



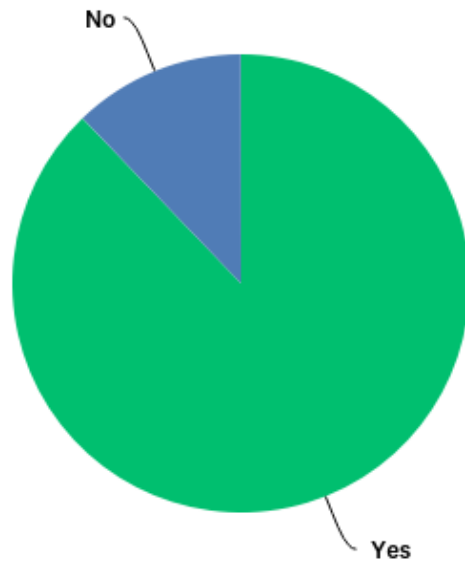
Q13: How do you view Music Practice?

Answered: 616 Skipped: 0

ANSWER CHOICES	RESPONSES	
Essential for improving	93.18%	574
Too much effort	5.19%	32
Too much time	11.69%	72
Total Respondents: 616		

Q14: Are you interested in Music Theory?

Answered: 616 Skipped: 0



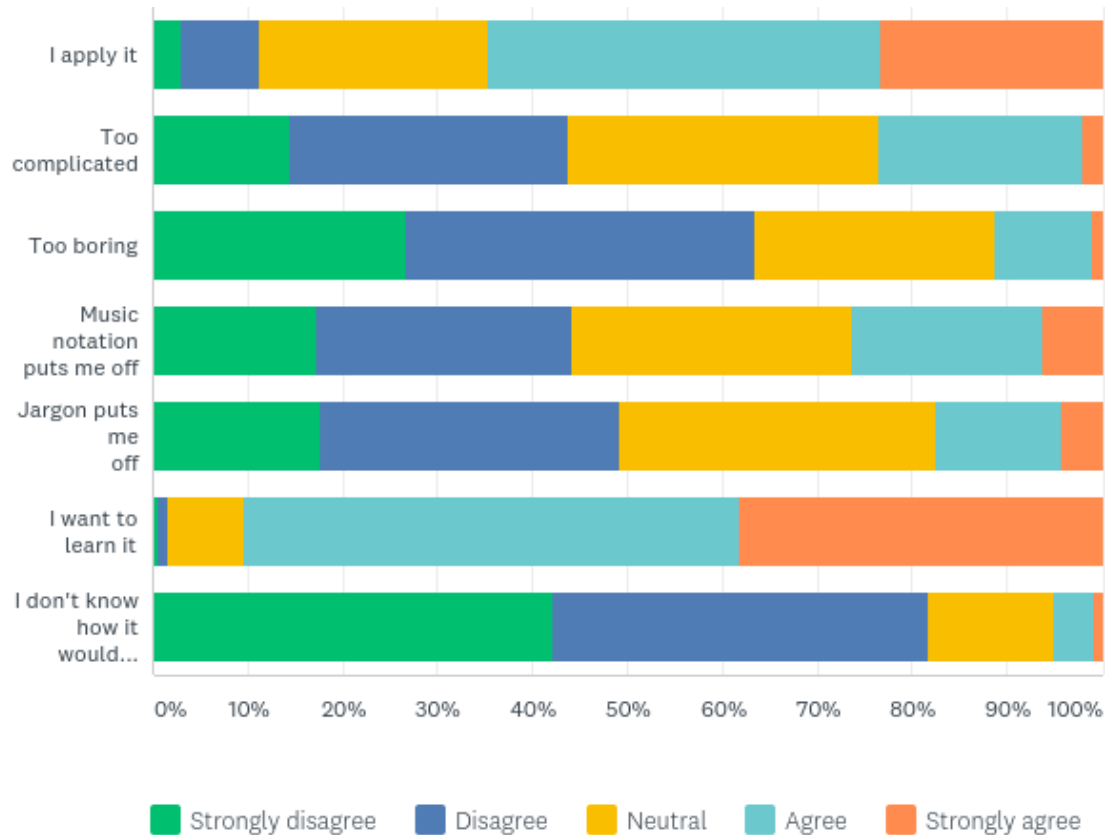
Q14: Are you interested in Music Theory?

Answered: 616 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	87.82%	541
No	12.18%	75
TOTAL		616

Q15: How do you view Music Theory? Please rate all rows.

Answered: 485 Skipped: 131



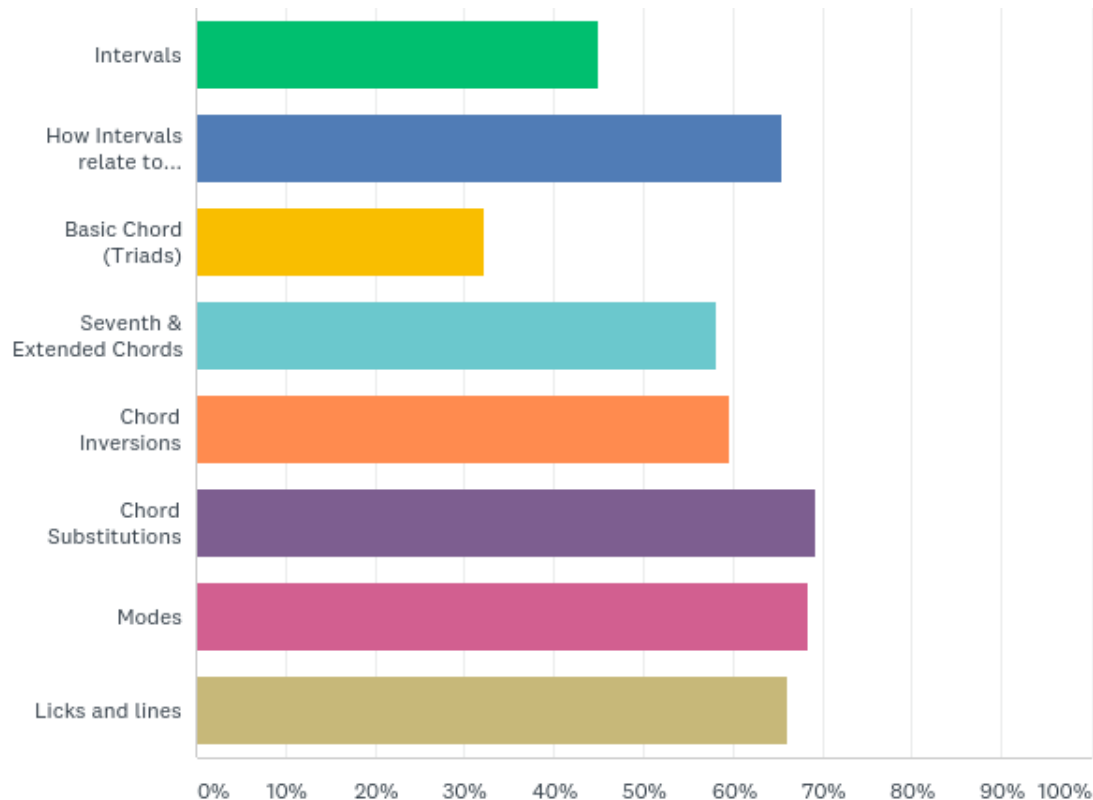
Q15: How do you view Music Theory? Please rate all rows.

Answered: 485 Skipped: 131

	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
I apply it	3.09% 15	8.25% 40	23.92% 116	41.44% 201	23.30% 113	485	3.74
Too complicated	14.43% 70	29.28% 142	32.78% 159	21.44% 104	2.06% 10	485	2.67
Too boring	26.80% 130	36.70% 178	25.15% 122	10.31% 50	1.03% 5	485	2.22
Music notation puts me off	17.32% 84	26.80% 130	29.48% 143	20.21% 98	6.19% 30	485	2.71
Jargon puts me off	17.73% 86	31.55% 153	33.20% 161	13.40% 65	4.12% 20	485	2.55
I want to learn it	0.62% 3	1.03% 5	8.04% 39	52.16% 253	38.14% 185	485	4.26
I don't know how it would help me	42.27% 205	39.38% 191	13.40% 65	4.12% 20	0.82% 4	485	1.82

Q16: Which aspects of music vocabulary do you want to improve your knowledge of? (select all that apply)

Answered: 487 Skipped: 129



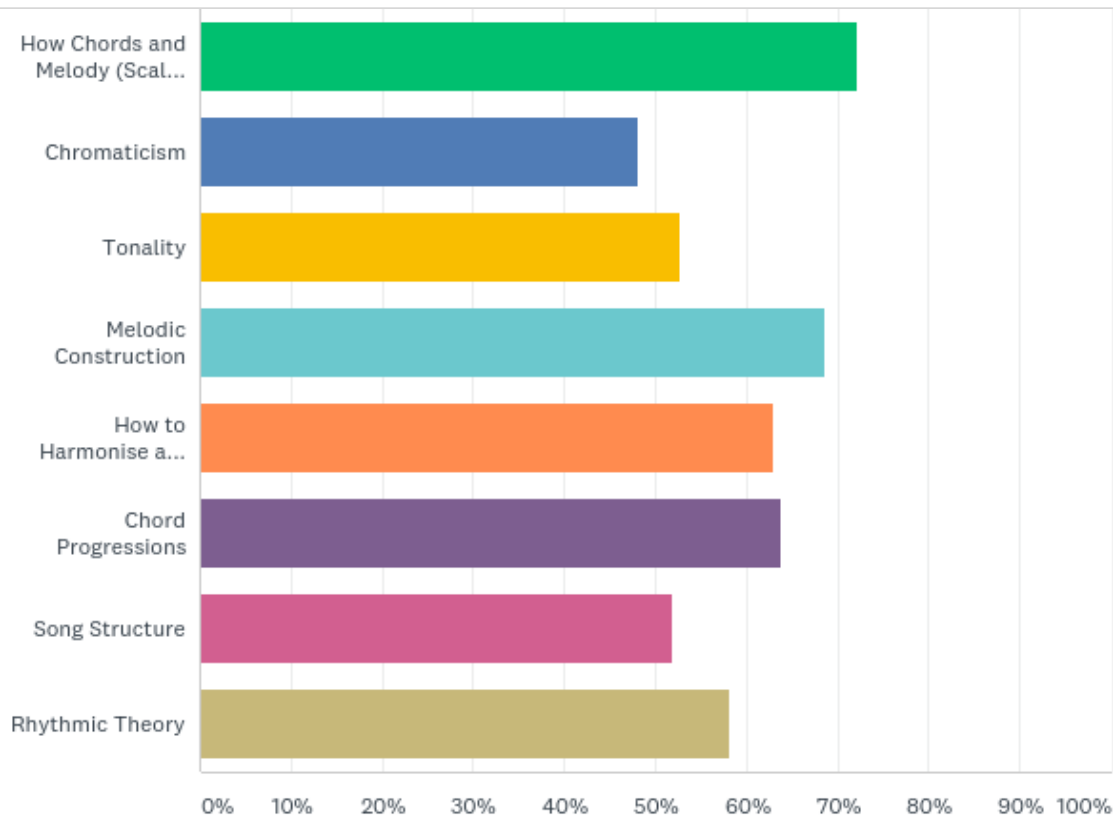
Q16: Which aspects of music vocabulary do you want to improve your knowledge of? (select all that apply)

Answered: 487 Skipped: 129

ANSWER CHOICES	RESPONSES	
Intervals	44.97%	219
How Intervals relate to Chords & Scales	65.50%	319
Basic Chord (Triads)	32.24%	157
Seventh & Extended Chords	58.11%	283
Chord Inversions	59.55%	290
Chord Substitutions	69.20%	337
Modes	68.38%	333
Licks and lines	66.12%	322
Total Respondents: 487		

Q17: Which of these do you want to improve your knowledge of? (select all that apply)

Answered: 487 Skipped: 129



Q17: Which of these do you want to improve your knowledge of? (select all that apply)

Answered: 487 Skipped: 129

ANSWER CHOICES	RESPONSES	
How Chords and Melody (Scales) work together	72.07%	351
Chromaticism	48.05%	234
Tonality	52.77%	257
Melodic Construction	68.58%	334
How to Harmonise a Melody	63.04%	307
Chord Progressions	63.86%	311
Song Structure	51.95%	253
Rhythmic Theory	58.11%	283
Total Respondents: 487		

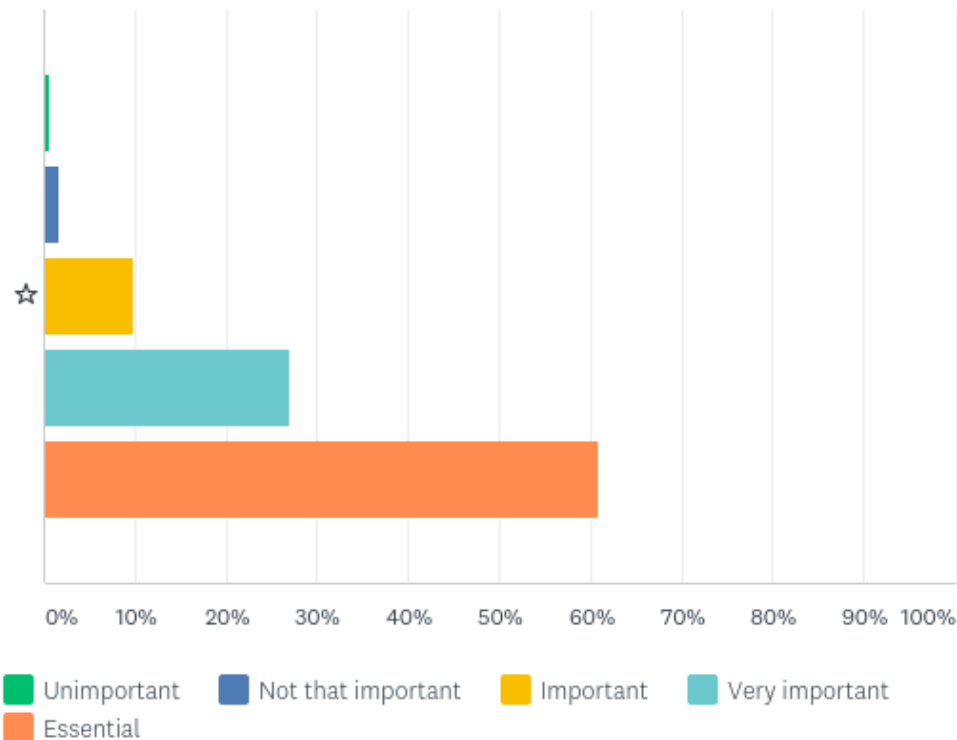
Q18: Please rate how interesting the following forms of content would be for learning new musical concepts?

Answered: 0 Skipped: 616

	UNINTERESTING	NOT THAT INTERESTING	INTERESTING	REALLY INTERESTING	MUST HAVE	TOTAL	WEIGHTED AVERAGE
interactive video	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0	0.00
interactive audio	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0	0.00
interactive text / graphics	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0	0.00

Q19: How important do you think it is to know your way around your instrument, so you don't get lost, and don't hit wrong notes?

Answered: 502 Skipped: 114



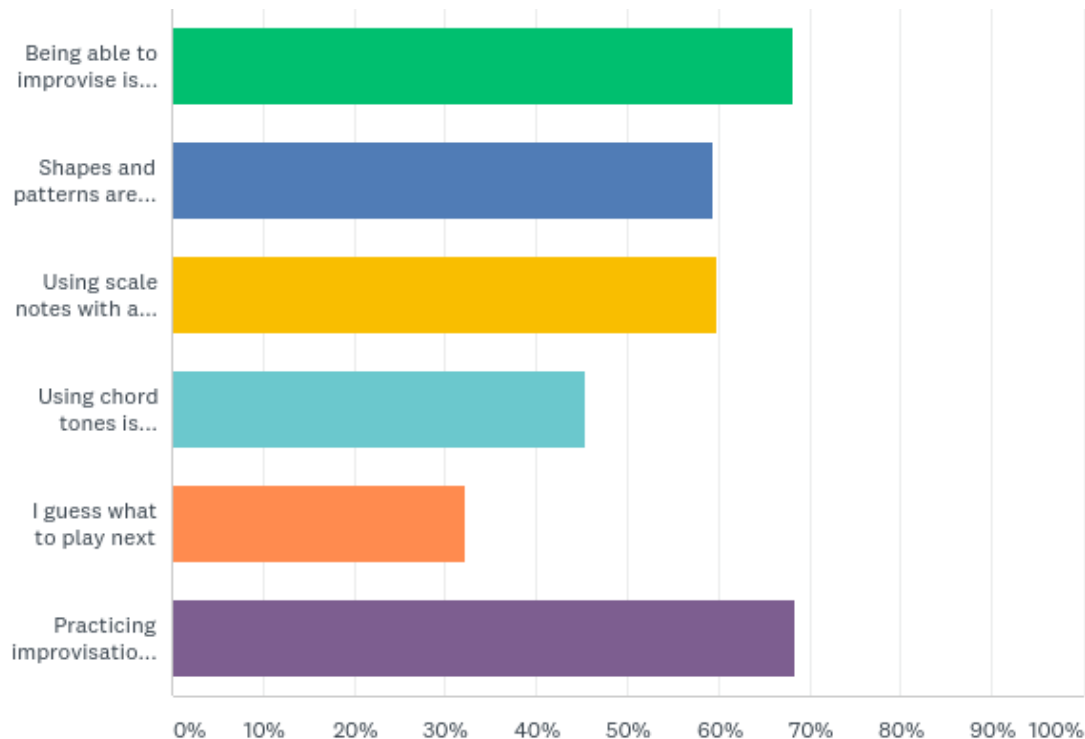
Q19: How important do you think it is to know your way around your instrument, so you don't get lost, and don't hit wrong notes?

Answered: 502 Skipped: 114

	UNIMPORTANT	NOT THAT IMPORTANT	IMPORTANT	VERY IMPORTANT	ESSENTIAL	TOTAL	WEIGHTED AVERAGE
☆	0.60% 3	1.59% 8	9.76% 49	27.09% 136	60.96% 306	502	4.46

Q20: Think about improvising. Which of these are true for you? (select all that apply)

Answered: 498 Skipped: 118



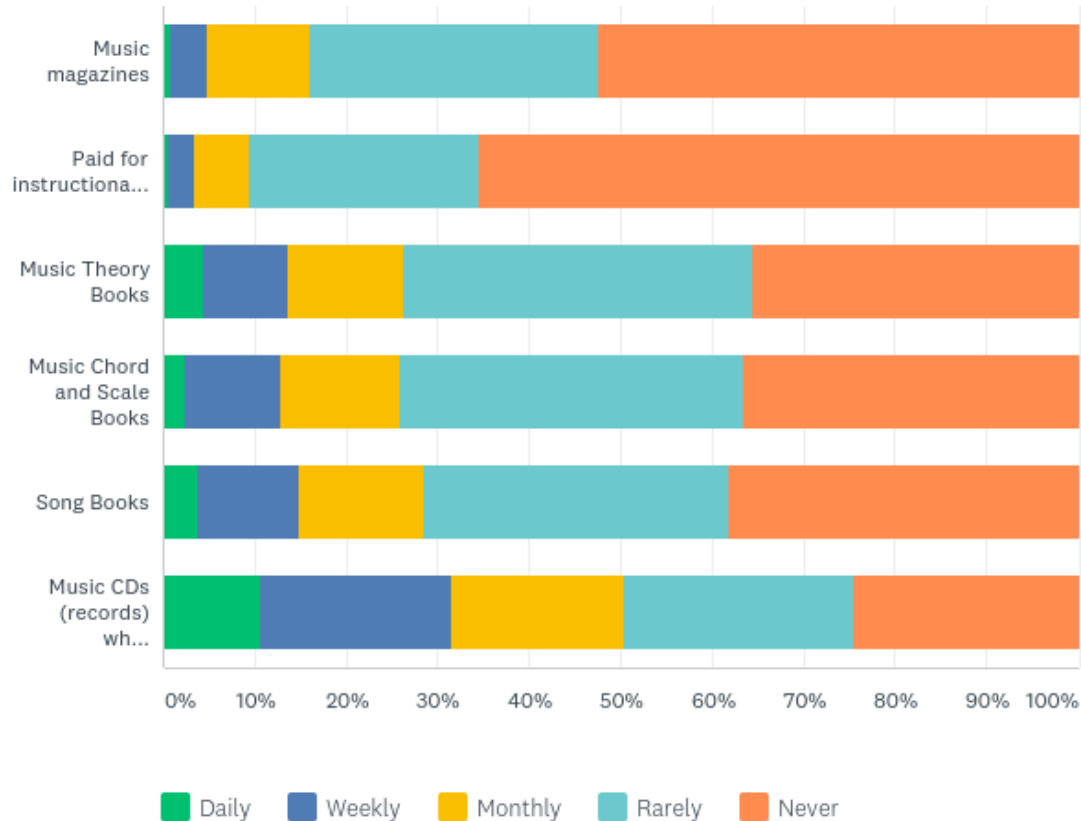
Q20: Think about improvising. Which of these are true for you? (select all that apply)

Answered: 498 Skipped: 118

ANSWER CHOICES	RESPONSES	
Being able to improvise is essential	68.27%	340
Shapes and patterns are essential to improvise	59.44%	296
Using scale notes with an understanding on their effect on the listener is essential to improvise	59.84%	298
Using chord tones is essential to improvise	45.38%	226
I guess what to play next	32.13%	160
Practicing improvisation is essential	68.47%	341
Total Respondents: 498		

Q21: How frequently do you use the following physical sources for learning or practice material?

Answered: 504 Skipped: 112



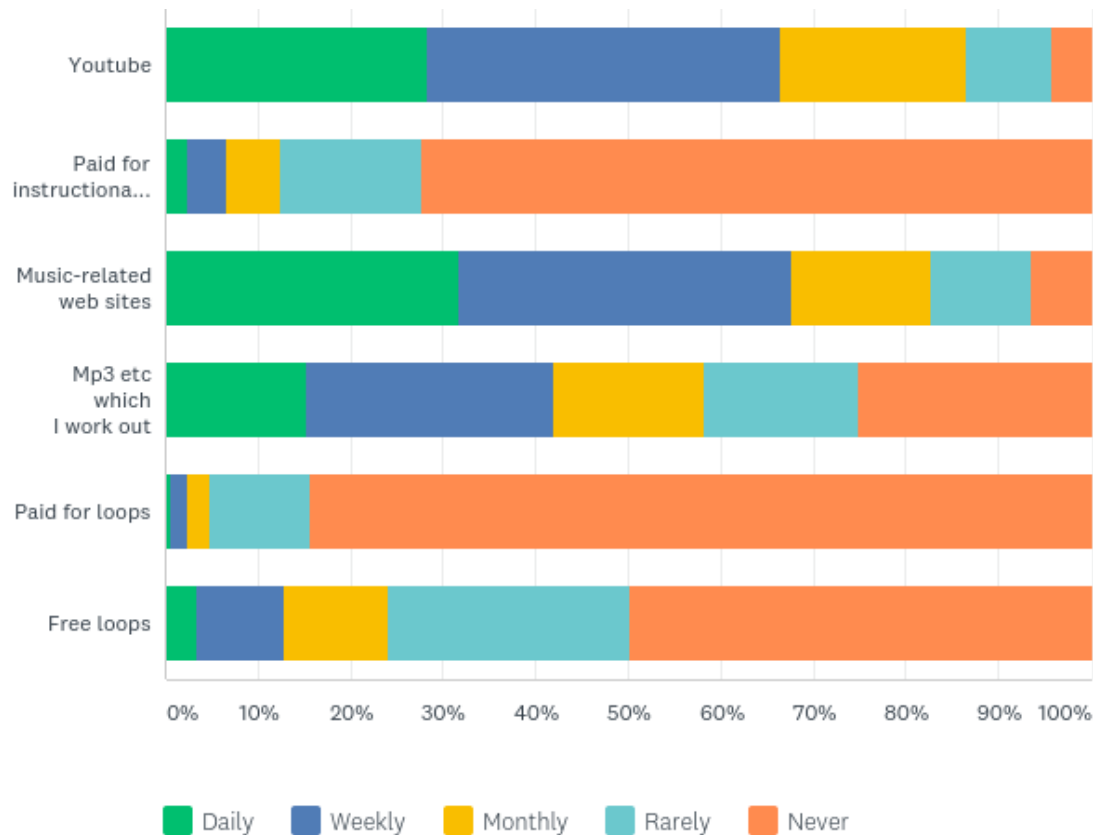
Q21: How frequently do you use the following physical sources for learning or practice material?

Answered: 504 Skipped: 112

	DAILY	WEEKLY	MONTHLY	RARELY	NEVER	TOTAL	WEIGHTED AVERAGE
Music magazines	0.80% 4	3.99% 20	11.18% 56	31.54% 158	52.50% 263	501	4.31
Paid for instructional DVDs	0.60% 3	2.80% 14	6.00% 30	25.20% 126	65.40% 327	500	4.52
Music Theory Books	4.40% 22	9.20% 46	12.80% 64	38.00% 190	35.60% 178	500	3.91
Music Chord and Scale Books	2.40% 12	10.40% 52	13.20% 66	37.40% 187	36.60% 183	500	3.95
Song Books	3.81% 19	11.02% 55	13.63% 68	33.47% 167	38.08% 190	499	3.91
Music CDs (records) which I work out	10.56% 53	20.92% 105	18.92% 95	25.10% 126	24.50% 123	502	3.32

Q22: How frequently do you use the following online sources for learning or practice material?

Answered: 504 Skipped: 112



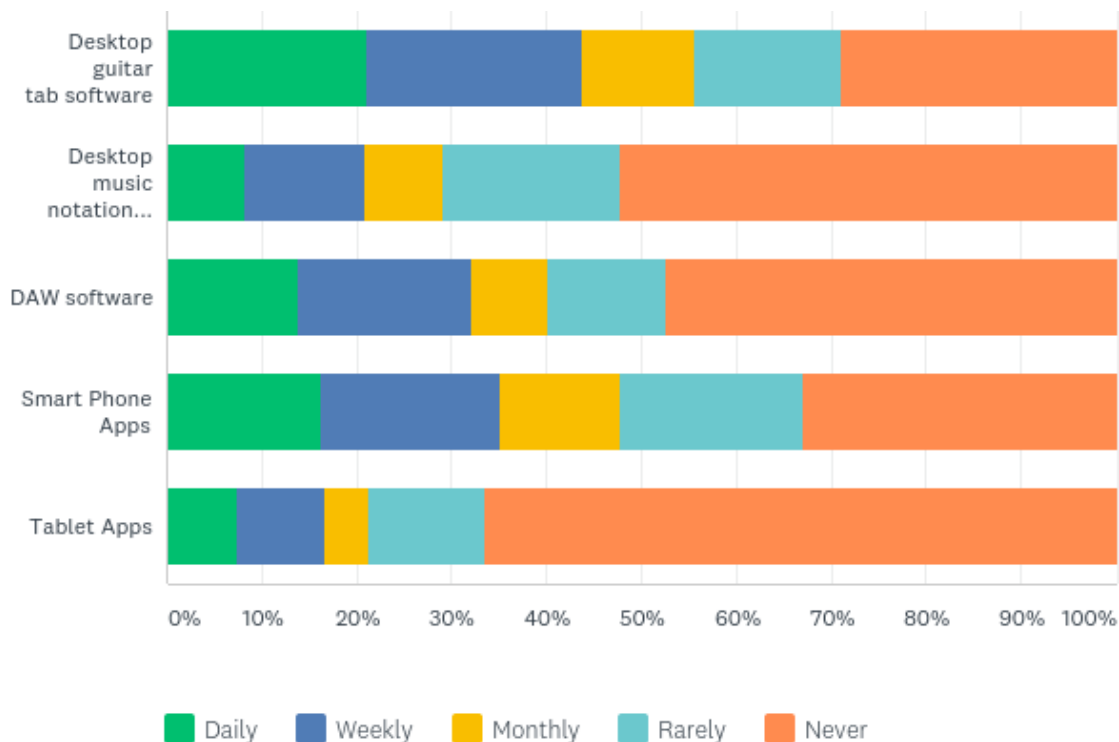
Q22: How frequently do you use the following online sources for learning or practice material?

Answered: 504 Skipped: 112

	DAILY	WEEKLY	MONTHLY	RARELY	NEVER	TOTAL	WEIGHTED AVERAGE
Youtube	28.26% 141	38.28% 191	20.04% 100	9.22% 46	4.21% 21	499	2.23
Paid for instructional video streaming	2.40% 12	4.19% 21	5.79% 29	15.37% 77	72.26% 362	501	4.51
Music-related web sites	31.81% 160	35.79% 180	15.11% 76	10.93% 55	6.36% 32	503	2.24
Mp3 etc which I work out	15.31% 77	26.64% 134	16.30% 82	16.70% 84	25.05% 126	503	3.10
Paid for loops	0.60% 3	1.80% 9	2.40% 12	10.78% 54	84.43% 423	501	4.77
Free loops	3.42% 17	9.46% 47	11.27% 56	25.96% 129	49.90% 248	497	4.09

Q23: How frequently do you use the following applications for learning or practice material?

Answered: 504 Skipped: 112



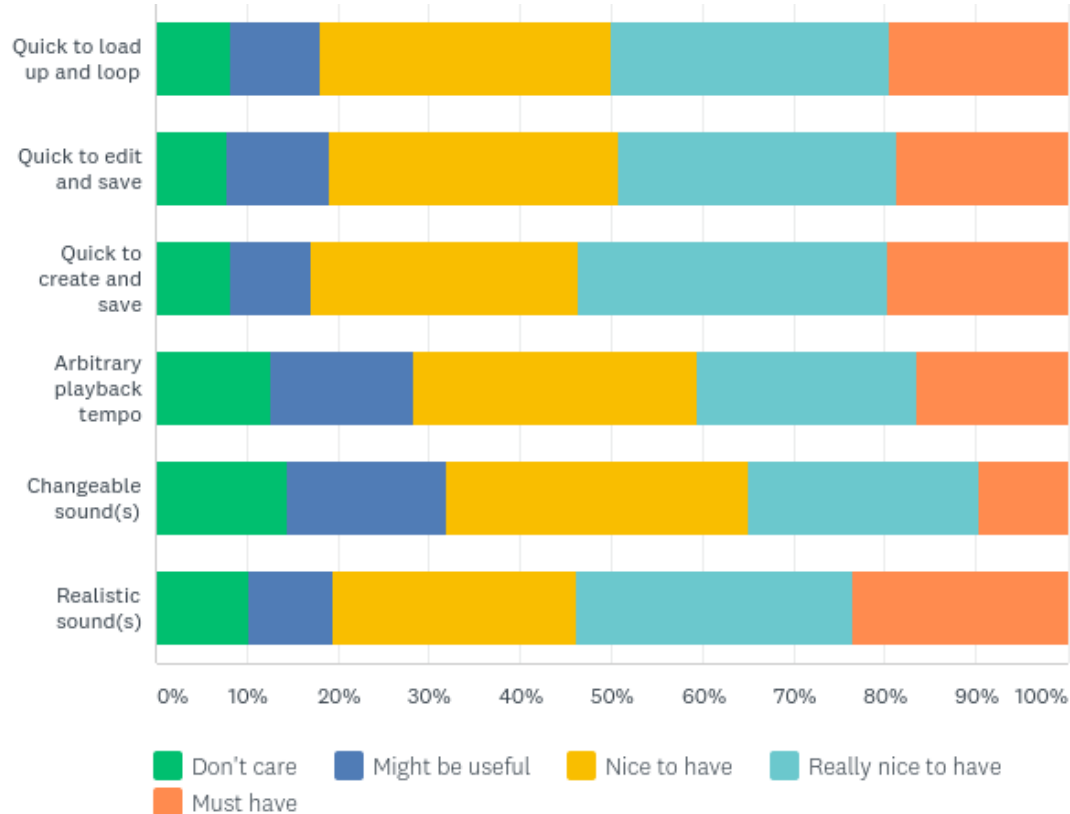
Q23: How frequently do you use the following applications for learning or practice material?

Answered: 504 Skipped: 112

	DAILY	WEEKLY	MONTHLY	RARELY	NEVER	TOTAL	WEIGHTED AVERAGE
Desktop guitar tab software	21.07% 106	22.66% 114	11.93% 60	15.51% 78	28.83% 145	503	3.08
Desktop music notation software	8.20% 41	12.60% 63	8.40% 42	18.60% 93	52.20% 261	500	3.94
DAW software	13.86% 69	18.27% 91	8.03% 40	12.45% 62	47.39% 236	498	3.61
Smart Phone Apps	16.20% 81	19.00% 95	12.60% 63	19.20% 96	33.00% 165	500	3.34
Tablet Apps	7.46% 37	9.27% 46	4.64% 23	12.10% 60	66.53% 330	496	4.21

Q25: Consider practice material (such as for use with scales, chord progressions, arpeggios, rhythms) . How important are the following details about this material? (please rate all)

Answered: 504 Skipped: 112



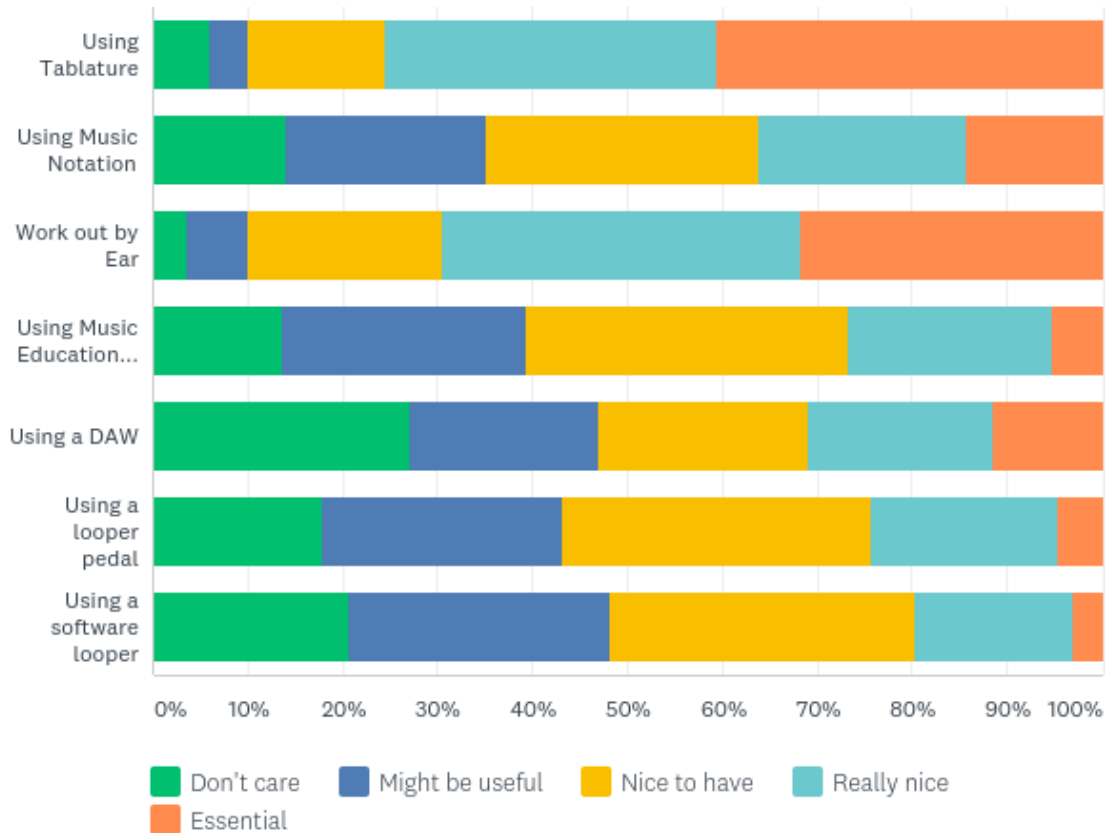
Q25: Consider practice material (such as for use with scales, chord progressions, arpeggios, rhythms) . How important are the following details about this material? (please rate all)

Answered: 504 Skipped: 112

	DON'T CARE	MIGHT BE USEFUL	NICE TO HAVE	REALLY NICE TO HAVE	MUST HAVE	TOTAL	WEIGHTED AVERAGE
Quick to load up and loop	8.33% 42	9.72% 49	31.94% 161	30.56% 154	19.44% 98	504	3.43
Quick to edit and save	7.74% 39	11.31% 57	31.75% 160	30.56% 154	18.65% 94	504	3.41
Quick to create and save	8.33% 42	8.73% 44	29.37% 148	33.93% 171	19.64% 99	504	3.48
Arbitrary playback tempo	12.70% 64	15.67% 79	31.15% 157	24.01% 121	16.47% 83	504	3.16
Changeable sound(s)	14.48% 73	17.46% 88	33.13% 167	25.20% 127	9.72% 49	504	2.98
Realistic sound(s)	10.32% 52	9.13% 46	26.79% 135	30.36% 153	23.41% 118	504	3.47

Q26: What's your opinion on using the following methods of practicing and learning?

Answered: 504 Skipped: 112



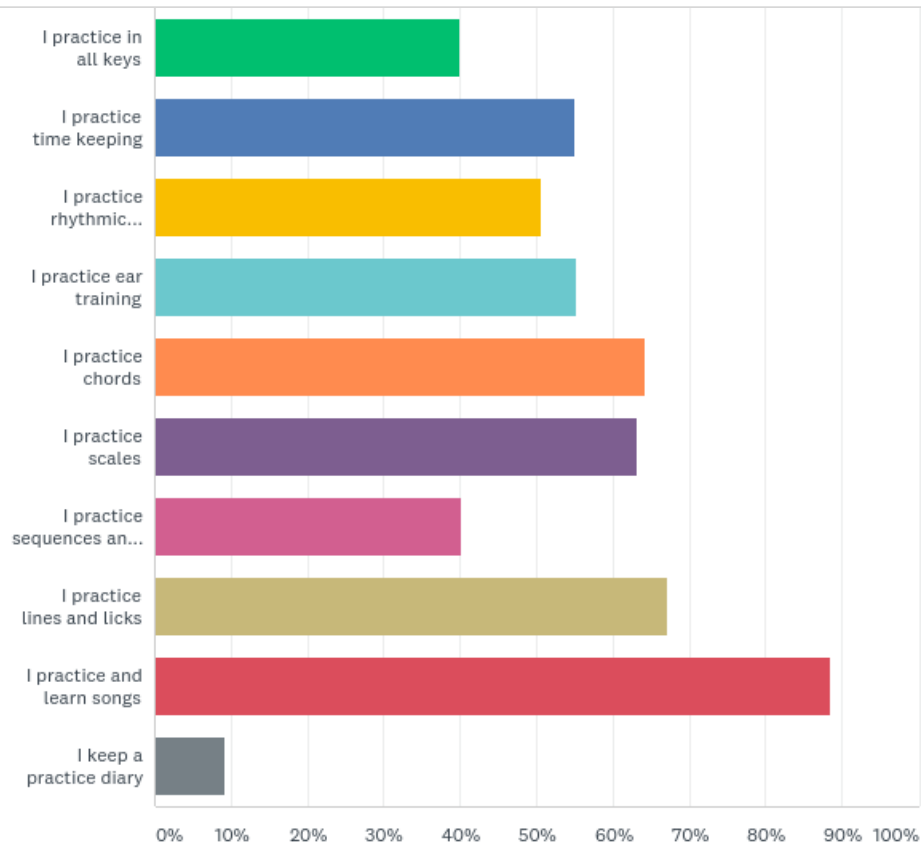
Q26: What's your opinion on using the following methods of practicing and learning?

Answered: 504 Skipped: 112

	DON'T CARE	MIGHT BE USEFUL	NICE TO HAVE	REALLY NICE	ESSENTIAL	TOTAL	WEIGHTED AVERAGE
Using Tablature	5.95% 30	4.17% 21	14.29% 72	35.12% 177	40.48% 204	504	4.00
Using Music Notation	14.14% 71	20.92% 105	28.88% 145	21.71% 109	14.34% 72	502	3.01
Work out by Ear	3.58% 18	6.56% 33	20.48% 103	37.57% 189	31.81% 160	503	3.87
Using Music Education Software	13.72% 69	25.65% 129	34.00% 171	21.47% 108	5.17% 26	503	2.79
Using a DAW	27.11% 135	19.88% 99	22.09% 110	19.48% 97	11.45% 57	498	2.68
Using a looper pedal	17.89% 90	25.25% 127	32.60% 164	19.68% 99	4.57% 23	503	2.68
Using a software looper	20.68% 104	27.44% 138	32.21% 162	16.70% 84	2.98% 15	503	2.54

Q27: Please select from the following ways of practicing and learning that apply to you.

Answered: 502 Skipped: 114



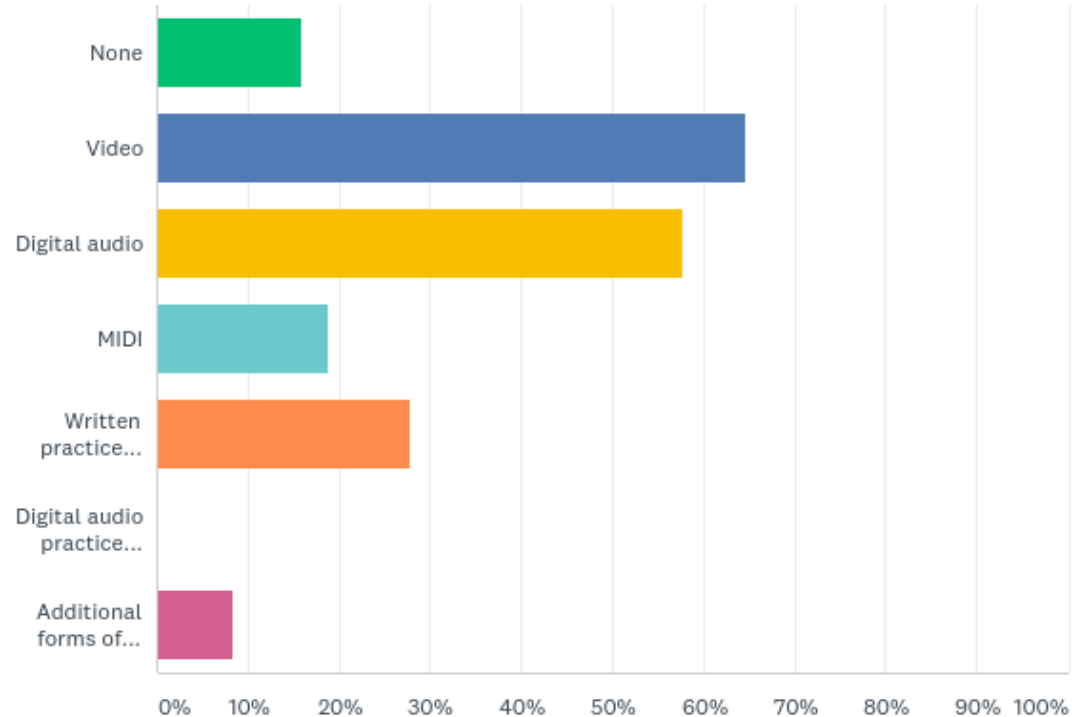
Q27: Please select from the following ways of practicing and learning that apply to you.

Answered: 502 Skipped: 114

ANSWER CHOICES	RESPONSES	
I practice in all keys	40.04%	201
I practice time keeping	54.98%	276
I practice rhythmic concepts	50.60%	254
I practice ear training	55.18%	277
I practice chords	64.14%	322
I practice scales	63.15%	317
I practice sequences and arpeggios	40.24%	202
I practice lines and licks	67.13%	337
I practice and learn songs	88.45%	444
I keep a practice diary	9.16%	46
Total Respondents: 502		

Q28: What form of content do you use for practicing? (select all that apply)

Answered: 502 Skipped: 114



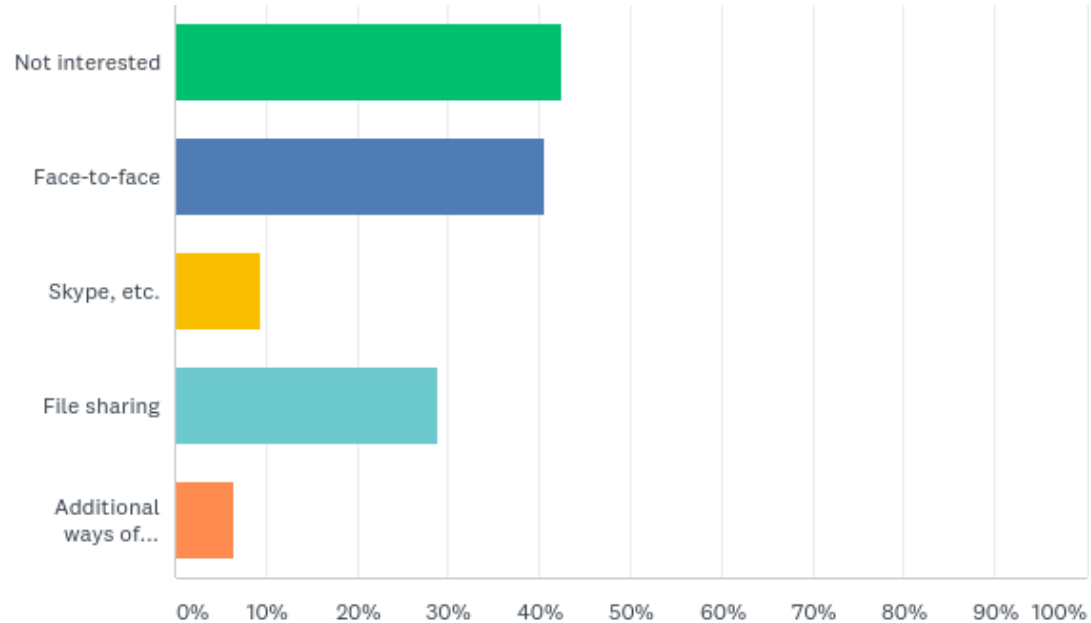
Q28: What form of content do you use for practicing? (select all that apply)

Answered: 502 Skipped: 114

ANSWER CHOICES	RESPONSES	
None	15.94%	80
Video	64.54%	324
Digital audio	57.77%	290
MIDI	18.73%	94
Written practice regimes	27.89%	140
Digital audio practice regimes	0.00%	0
Additional forms of content for practicing?	8.37%	42
Total Respondents: 502		

Q29: What mechanism(s) do you use for exchanging practice ideas? (select all that apply)

Answered: 476 Skipped: 140



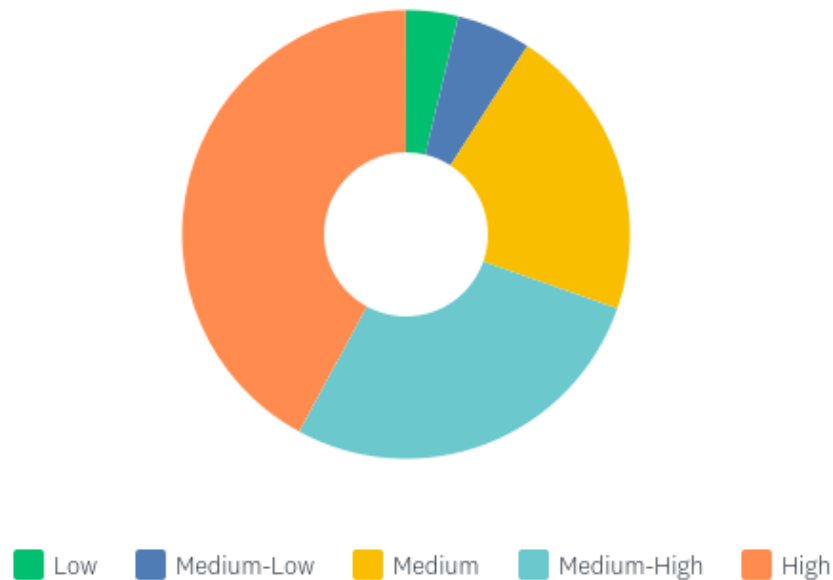
Q29: What mechanism(s) do you use for exchanging practice ideas? (select all that apply)

Answered: 476 Skipped: 140

ANSWER CHOICES	RESPONSES	
Not interested	42.44%	202
Face-to-face	40.55%	193
Skype, etc.	9.45%	45
File sharing	28.78%	137
Additional ways of exchanging ideas?	6.51%	31
Total Respondents: 476		

Q30: What about Ear Training, how important is it to you?

Answered: 504 Skipped: 112



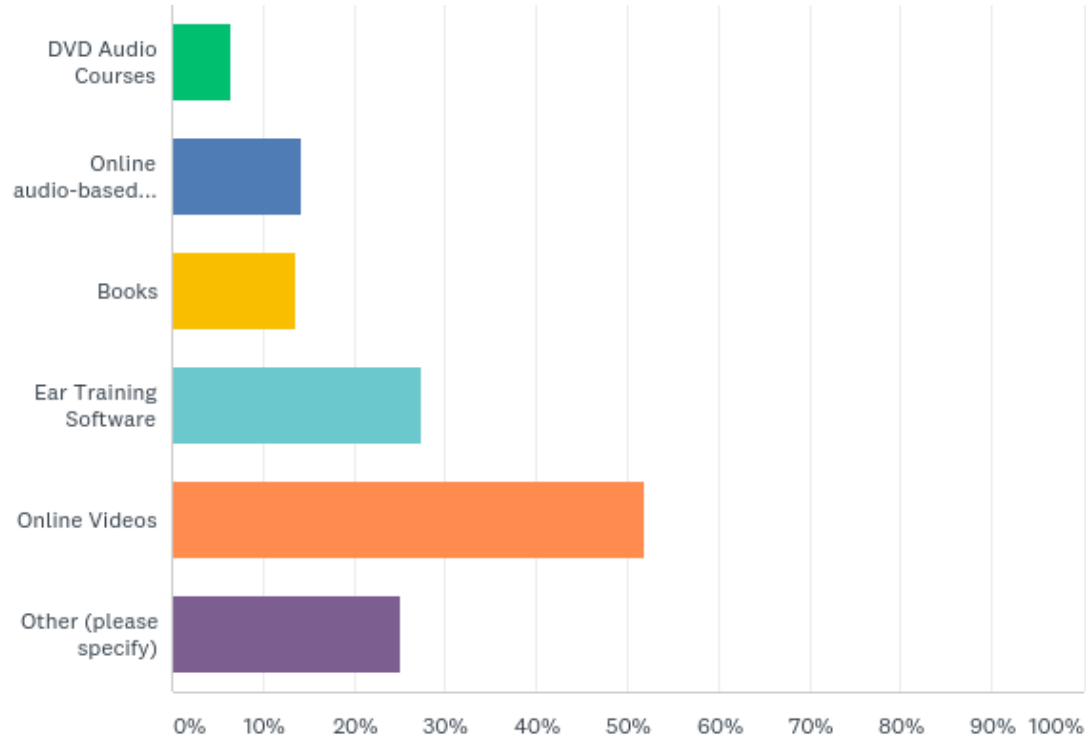
Q30: What about Ear Training, how important is it to you?

Answered: 504 Skipped: 112

	LOW	MEDIUM-LOW	MEDIUM	MEDIUM-HIGH	HIGH	TOTAL	WEIGHTED AVERAGE
☆	3.77% 19	5.36% 27	21.23% 107	27.58% 139	42.06% 212	504	3.99

Q31: For Ear Training please indicate what, if any, of the following you use?

Answered: 351 Skipped: 265



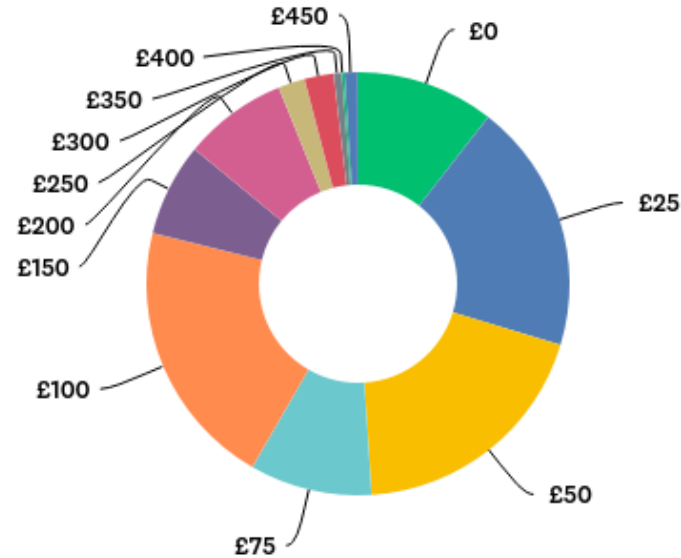
Q31: For Ear Training please indicate what, if any, of the following you use?

Answered: 351 Skipped: 265

ANSWER CHOICES	RESPONSES	
DVD Audio Courses	6.55%	23
Online audio-based courses	14.25%	50
Books	13.68%	48
Ear Training Software	27.35%	96
Online Videos	51.85%	182
Other (please specify)	25.07%	88
Total Respondents: 351		

Q32: If there was a new desktop/laptop music education technology that could help you successfully and rapidly improve with all the above, (including helping to attain a musical qualification if relevant), how highly would you value this? Please choose the highest price you'd be prepared to pay for it for perpetual use?

Answered: 492 Skipped: 124



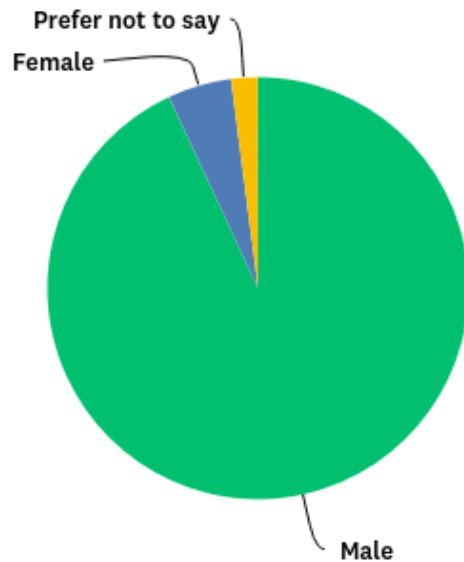
Q32: If there was a new desktop/laptop music education technology that could help you successfully and rapidly improve with all the above, (including helping to attain a musical qualification if relevant), how highly would you value this? Please choose the highest price you'd be prepared to pay for it for perpetual use?

Answered: 492 Skipped: 124

ANSWER CHOICES	RESPONSES	
£0	10.57%	52
£25	19.11%	94
£50	19.31%	95
£75	9.35%	46
£100	20.53%	101
£150	7.11%	35
£200	7.93%	39
£250	2.03%	10
£300	2.24%	11
£350	0.61%	3
£400	0.20%	1
£450	1.02%	5
TOTAL		492

Q34: What is your gender?

Answered: 489 Skipped: 127



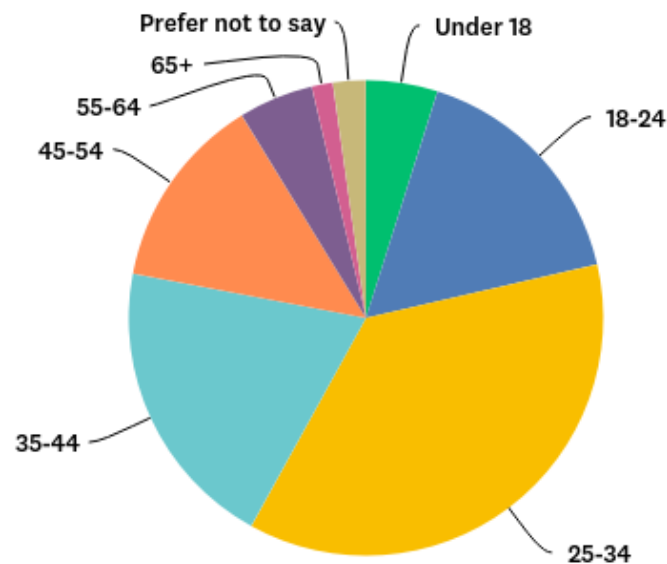
Q34: What is your gender?

Answered: 489 Skipped: 127

ANSWER CHOICES	RESPONSES	
Male	93.05%	455
Female	4.91%	24
Prefer not to say	2.04%	10
TOTAL		489

Q35: What is your age?

Answered: 491 Skipped: 125



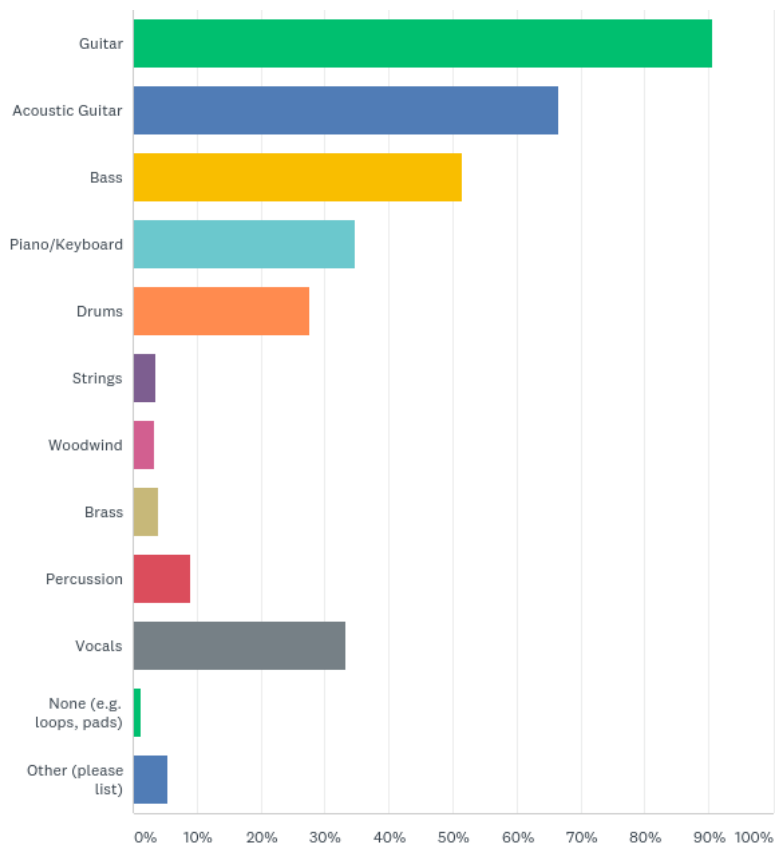
Q35: What is your age?

Answered: 491 Skipped: 125

ANSWER CHOICES	RESPONSES	
Under 18	4.89%	24
18-24	16.50%	81
25-34	36.66%	180
35-44	19.96%	98
45-54	13.24%	65
55-64	5.09%	25
65+	1.43%	7
Prefer not to say	2.24%	11
TOTAL		491

Q36: What Instruments do you play? (select all that apply)

Answered: 492 Skipped: 124



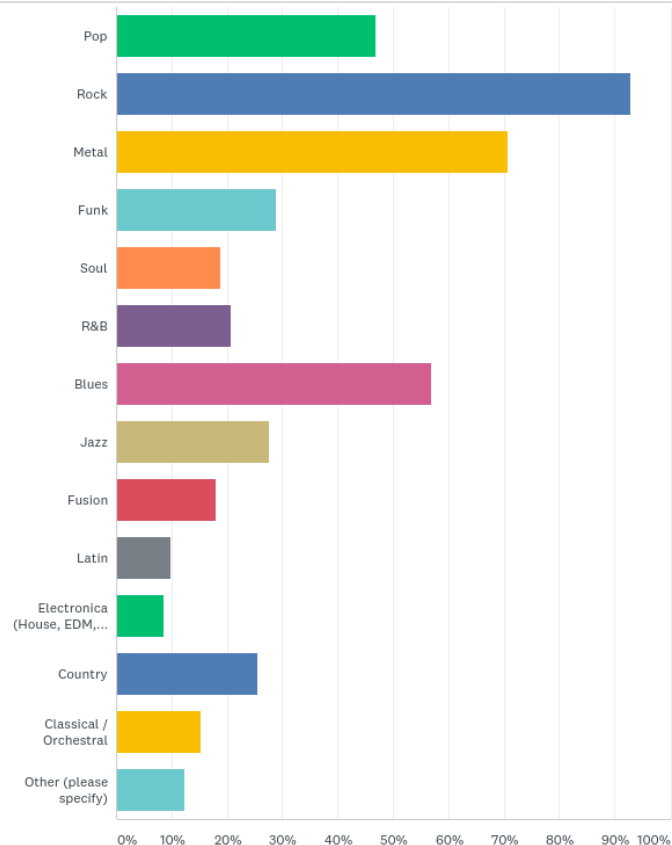
Q36: What Instruments do you play? (select all that apply)

Answered: 492 Skipped: 124

ANSWER CHOICES	RESPONSES	
Guitar	90.65%	446
Acoustic Guitar	66.46%	327
Bass	51.42%	253
Piano/Keyboard	34.76%	171
Drums	27.64%	136
Strings	3.66%	18
Woodwind	3.25%	16
Brass	4.07%	20
Percussion	8.94%	44
Vocals	33.33%	164
None (e.g. loops, pads)	1.22%	6
Other (please list)	5.49%	27
Total Respondents: 492		

Q37: What style of music do you play? (select all that apply)

Answered: 492 Skipped: 124



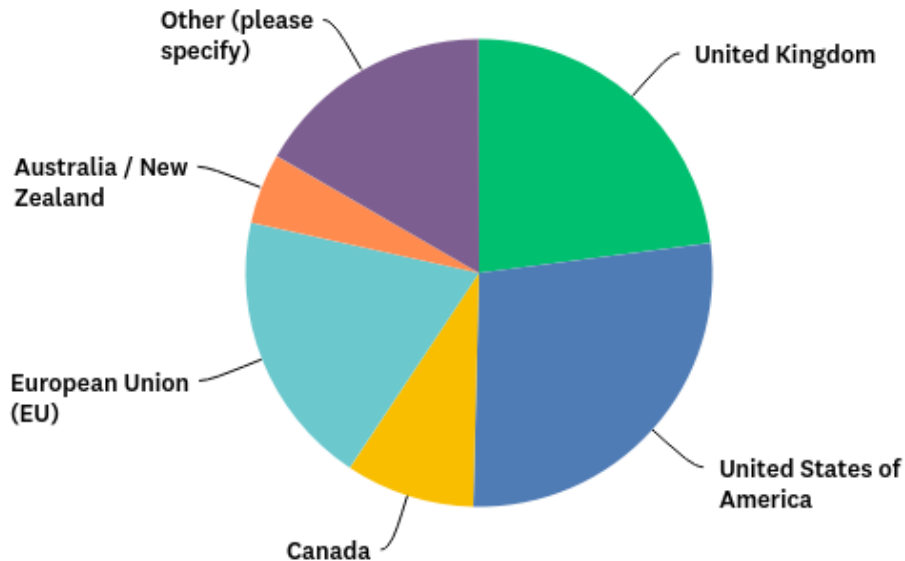
Q37: What style of music do you play? (select all that apply)

Answered: 492 Skipped: 124

ANSWER CHOICES	RESPONSES	
Pop	46.95%	231
Rock	92.89%	457
Metal	70.73%	348
Funk	28.86%	142
Soul	18.90%	93
R&B	20.73%	102
Blues	56.91%	280
Jazz	27.64%	136
Fusion	18.09%	89
Latin	9.76%	48
Electronica (House, EDM, Grime ..)	8.54%	42
Country	25.61%	126
Classical / Orchestral	15.24%	75
Other (please specify)	12.40%	61
Total Respondents: 492		

Q38: What country are you from? (select only one)

Answered: 492 Skipped: 124



Q38: What country are you from? (select only one)

Answered: 492 Skipped: 124

ANSWER CHOICES	RESPONSES	
United Kingdom	22.97%	113
United States of America	27.44%	135
Canada	8.94%	44
European Union (EU)	19.11%	94
Australia / New Zealand	4.88%	24
Other (please specify)	16.67%	82
TOTAL		492

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