



AcousticGuitar.com Audience

AcousticGuitar.com visitors are owners of multiple instruments (each person owns 7 instruments, on average), spanning the spectrum of fretted instruments, acoustic and electric.

Instruments Owned	Primary Instrument	Instruments Owned	Primary Instrument
Flattop steel-string guitar	85%	Mandolin	18%
Electric guitar	57%	Archtop	13%
Nylon-string guitar	28%	Avg. # of instruments owned	7

AcousticGuitar.com visitors are beginners and seasoned veterans alike. Most have been playing for years and are serious about the guitar.

Number of years playing guitar	Number of years playing guitar
Less than 1 year	10–20 years
1–2 years	20–30 years
2–5 years	30+ years
5–7 years	Don't play guitar
7–10 years	Average
	17 years

Musicians of all levels come to AcousticGuitar.com for information on gear, lessons, interviews, songs to play, and to interact with fellow guitar players.

Musical Involvement	Musical Involvement
Amateur or recreational musician	Music teacher
Songwriter	Instrument repairer
Vocalist	Instrument maker
Gigging and/or professional musician	Music student attending music school
Instrument collector	Instrument dealer/retailer
Music student studying guitar	

Age	
18-24	4%
25-34	9%
35-44	18%
45-54	42%
Over 55	26%
Average Age	48 years

Gender	
Male	92%
Female	8%
Household Income	\$90,000
Amount spent on musical gear in last 12 months	\$1,728

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