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Continued from previous folder

TABLE 3

DEMOGRAPHIC COMPARISON OF TOTAL POPULATION

	<u>Percent of Total U.S. Population 10 and Older</u>	<u>Percent of Total Unweighted Panel 10 and Older</u>
<u>Race and Sex</u>		
Black male	5%	1%
Black female	6	1
Nonblack male	43	44
Nonblack female	46	54
Total	100	100
<u>Age</u>		
10-19	21	16
20-34	29	21
35+	50	63
Total	100	100
<u>Census Region</u>		
Northeast	25	27
North Central	25	29
South	33	25
West	17	19
Total	100	100
<u>Family Income</u>		
Under \$10,000	39	16
\$10-\$20,000	29	40
Over \$20,000	32	44
Total	100	100
<u>Marital Status</u>		
Married	51	65
Widowed	9	4
Separated/divorced	8	5
Never married under 20	20	16
Never married over 20	12	10
Total	100	100
<u>Education</u>		
Less than high school	40	23
High school graduate	31	39
More than high school	29	38
Total	100	100
Current music tapers	21%	13%

TABLE 4
DEMOGRAPHIC COMPARISON OF NONBLACK POPULATION

	<u>Percent of Nonblack U.S. Population 10 and Older</u>	<u>Percent of Nonblack Weighted Panel 10 and Older</u>
<u>Sex</u>		
Male	48%	48%
Female	52	52
Total	100	100
<u>Age</u>		
10-19	20	19
20-34	29	28
35+	51	53
Total	100	100
<u>Census Region</u>		
Northeast	25	26
North Central	25	25
South	32	30
West	18	19
Total	100	100
<u>Family Income</u>		
Under \$10,000	36	33
\$10-\$20,000	29	31
Over \$20,000	35	36
Total	100	100
<u>Marital Status</u>		
Married	54	57
Widowed	8	5
Separated/divorced	8	6
Never married under 20	19	20
Never married over 20	11	12
Total	100	100
<u>Education</u>		
Less than high school	37	27
High school graduate	30	38
More than high school	33	35
Total	100	100
Current music tapers	21%	19%

TABLE 5

DEMOGRAPHIC COMPARISON OF NONBLACK TAPERS

	<u>Percent of Nonblack U.S. Tapers 10 and Older</u>	<u>Percent of Nonblack Weighted Tapers 10 and Older</u>
<u>Sex</u>		
Male	56%	57%
Female	44	43
Total	100	100
<u>Age</u>		
10-19	30	31
20-34	44	42
35+	26	27
Total	100	100
<u>Census Region</u>		
Northeast	23	29
North Central	28	23
South	27	29
West	22	19
Total	100	100
<u>Family Income</u>		
Under \$10,000	21	22
\$10-\$20,000	31	35
Over \$20,000	48	43
Total	100	100
<u>Marital Status</u>		
Married	41	43
Widowed	2	2
Separated/divorced	9	6
Never married under 20	30	32
Never married over 20	18	17
Total	100	100
<u>Education</u>		
Less than high school	32	29
High school graduate	22	34
More than high school	46	37
Total	100	100

CONCLUSION

The above findings concerning replacement values should make it abundantly clear that there is no such thing as one "replacement value." As seen above, the likelihood that taping is a replacement for the purchase of a prerecorded album or selection varies considerably with the demographic characteristics of the tapper as well as with whether the taped material is a complete album or a selection. Moreover, as was pointed out in the Introduction, we would expect even greater variability in the likelihood that taping replaces sales depending on the reason for taping, the source of the taped material and the type of music being taped. Nevertheless, if one is willing to assume that the tapers in the present sample are representative of nonblack tapers in the U.S., the overall replacement values found in this study are reasonable estimates of the values that would have been obtained from a weighted average across all possible reasons, sources and types of music. Although there are systematic biases in the types of people who respond to mail panel surveys, a standard weighting procedure did bring the demographics of the sample into balance with those of the nonblack U.S. population. Thus, we feel that the replacement values obtained in the

study would not differ greatly from those obtained from a truly random sample of the U.S. population. That is, we would expect that the percent of respondents reporting that they would have purchased the last album or selection they taped had they been unable to tape it would be 40% for albums and 35% for selections.

WCI Consumer Research
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A Consumer Survey

Home Taping



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