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TABLE 3

DEMOGRAPHIC COMPARISON OF TOTAL POPULATION

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

TABLE 4

DEMOGRAPHIC COMPARISON OF NONBLACK POPULATION

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

TABLE 5

DEMOGRAPHIC COMPARISON OF NONBLACK TAPERS

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

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 taper 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 April 1982

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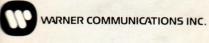
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A Consumer Survey

Home Taping





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