

PRESS RELEASE

Germany plays the guitar

Berlin/Frankfurt am Main, 04.04.2016 The most popular instrument among Germans is the guitar. This was the result of an ad hoc survey¹ on "musical instruments", commissioned by the SOMM and the media control GmbH, which was presented in the run-up to the Musikmesse (April 7–10, 2016) on Monday in Frankfurt.

The acoustic/acoustic-electric guitar is the most popular musical instrument among Germans. 15.9 percent of the music makers play this string instrument, granting it the top position in the popularity scale of musical instruments. Also fondly referred to as the "six-string", it is followed by the recorder (14.4%) and the piano (12.0%). The subsequent positions are occupied by keyboards (9.3%), other flutes (5.4%) and electric guitars (5.0%).

With regards to age distribution, a mixed picture arises: Mouth harmonicas, electric organs and grand pianos are played with increased tendency by people older than 60 years, whereas acoustic drums and electric guitars are especially favored among younger musicians up to 29 years old. From the gender perspective, women play an instrument more frequently than men. Besides the piano, above all wind instruments such as the recorder, other flutes and the clarinet are popular among females. In turn, there is a clear predominance of men as regards electric guitars, bases and drums.

Findings from previous surveys on the topic of "musical instruments" and "active music making" (SOMM's Study "Music Making and Musical Instruments in Germany") have also been confirmed in this investigation: In every sixth household, one or more instruments are played², and often more than one instrument is played by one musician.

Background

The media control GmbH, through the F+i Panel, prepared an ad hoc survey on the topic of "musical instruments", applied to 10,000 households representative of the overall German population. The survey took place in written form, with the aid of a structured questionnaire, in a multiple-topic shipment. For the first time, socio-demographic data about users of single instruments were investigated, and also the possession and location of the instruments were included in the analysis. Details about the study will be published by the SOMM in the current Yearbook, which will be presented in the middle of the year.

¹ media control GmbH (F+i Panel)

² Basis Microcensus: 80.4 million Germans in 39.9 million households (Destatis 2014)

About the SOMM e. V.:

The SOMM – Society Of Music Merchants e. V. – umbrella organization of the musical instruments and music equipment industry in Germany – represents the interests of about 60 companies from the areas of manufacturing, distribution, sales and media of the musical instrument industry, standing for about two thirds of the German MI market.

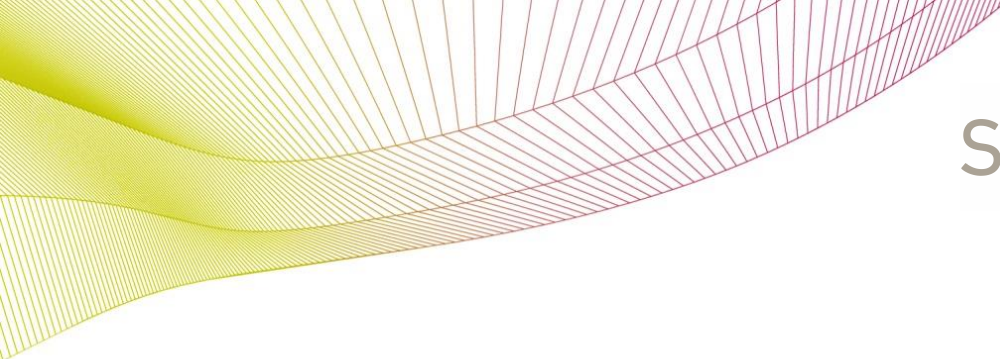
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SOMM

Society Of Music
Merchants e.V.

The association represents the cultural and economic interests of the musical instrument and music equipment industry at national and European levels, with the aim of strengthening the industry's competitiveness across all market sectors, helping shape governmental and legal policies in accordance with the industry's requirements, defining market standards and offering services to members, promoting an up-to-date advanced and continued training, as well as intensifying the active music making and musical skills in our society.