

Insight Inquiry

Investigating the way people see the world

You are what you what you collect?

Introduction

This is an independent study conducted by Insight Inquiry Consultancy on behalf of Esprit International Limited (eil.com)

Collecting has become a serious hobby for many people.

There are many different kinds of collectors and many different kinds of collections.

This study is part of an attempt to gain some insights into the way people collect music and music memorabilia as something of the personality of the collector.

This Report is comprised of three component parts

Part A Understanding you

Demographic information about the persons who would complete the survey and basic background information about how they obtained the collection was the basis for this section. This include the spend factors and reasons for buying.

Part B Understanding your collection

This section looked at the way collections were stored and displayed. It also looked at some of the psychological variables in the self identification of collecting styles and motives in collecting

Part C Understanding your insights into collecting

Section C was a list of statements (N30) that the respondent was asked to agree or disagree with on a Likert type scale ranging from 1=agree to 7=disagree

The Survey

PART A UNDERSTANDING YOU

1. Marital status? Please select the one that best fits you at this time

| | | | | | |
|--------|---------|-----------|----------|---------|-----------------|
| Single | Married | Separated | Divorced | Widowed | Living together |
|--------|---------|-----------|----------|---------|-----------------|

2. Which age range best describes you?

| | | | | | | |
|----------|-------|-------|-------|--------|-------|---------|
| Under 18 | 18-25 | 26-35 | 36-45 | 46 -55 | 56-65 | Over 65 |
|----------|-------|-------|-------|--------|-------|---------|

3. What genres of music do you collect?

| | | | |
|----------|------|-------|-------------|
| Rock | Punk | Indie | Heavy Metal |
| Country | Folk | jazz | Urban |
| New Wave | Pop | Dance | Prog/psych |

4. How much on average would you spend in a year?

| | | | | |
|----------------|----------|-----------|------------|--------|
| Less than £250 | £250-500 | £500- 750 | £750 -1000 | £1000+ |
|----------------|----------|-----------|------------|--------|



5. Approximately how many individual items do you have?

| | | | | | | |
|---------------|-----------|---------|---------|---------|-----------|---------------|
| Less than 100 | 100 - 149 | 151-199 | 200-249 | 250-299 | 300 - 349 | More than 350 |
|---------------|-----------|---------|---------|---------|-----------|---------------|

6. How many items exactly? (If Known).....

7. Roughly how much money have you paid for your collection in total?

| | | | | |
|------------|------------|--------------|---------------|-----------------|
| Under £500 | £500-1,999 | £2,000-3,499 | £3,500 -4,999 | More than £5000 |
|------------|------------|--------------|---------------|-----------------|

8. What do you think it is worth now? £.....

9. How you FEEL if you had to sell this collection?

| | | | | | | |
|--|---|--------------------------------|---|--|-----------------------|--------------------------------|
| Devastated- Part of my life would be missing | Very sad Would feel a great deal of grief | Bitter- Would feel a real loss | A bit sad and regret parting with it at times | Would miss it - but not break my heart over it | Not a big deal at all | If I am honest I'd be Relieved |
|--|---|--------------------------------|---|--|-----------------------|--------------------------------|

10. What is your most valuable item?.....

11. How much is this ONE item worth in cash terms? £.....

12. Why is it worth so much to you?.....

13. How many years have you been collecting?

| | | | | | | |
|------------------|-----|------|-------|-------|-------|--------------|
| Less than 1 year | 1-5 | 6-10 | 11-15 | 16-20 | 21-25 | More than 25 |
|------------------|-----|------|-------|-------|-------|--------------|

14. Where do you obtain your collection from? Pick as many as you normally use
Place a star (*) at the principal or main one you use by preference

| | | | |
|---------------------------------------|--------------------------|---|---|
| e-bay | General music web sites | Specialist music web sites | Car Boot and garage sales |
| Buying from other collectors | Independent record shops | Inherit a collection from a dead relative | 2 nd hand record shops |
| High street shops (inc. supermarkets) | Charity shop | Record fairs | Trade or swap with friends and collectors |
| Amazon | Auctions | Someone's loft | High street record chain |
| Adverts in the music press | | | |

15. Which of these would you rather part with than your collection?

| | | | | | | | | |
|-------|---------|-----|-----|------------------|----------|-----------------|------|-----|
| house | partner | car | job | Clothes wardrobe | holidays | Girl/boy friend | None | All |
|-------|---------|-----|-----|------------------|----------|-----------------|------|-----|

16. Do you buy ?

| | | | | |
|--------------------|--|-----------------------|--------------------------------|-------------------------|
| Discover new music | To listen and enjoy | Complete a Collection | Get different pictures sleeves | Get different pressings |
| For investment | Replace items I had when I was younger | To impress people | Get new mixes | act on impulse |

17. How many tracks do you download per month that you pay for?

| | | | | |
|------|-------------|--------------|--------------|--------------|
| none | 1-20 tracks | 21-35 tracks | 36-50 tracks | More than 50 |
|------|-------------|--------------|--------------|--------------|

18. How many tracks do you download per month that you don't pay for?

| | | | | |
|------|-------------|--------------|--------------|--------------|
| none | 1-20 tracks | 21-35 tracks | 36-50 tracks | More than 50 |
|------|-------------|--------------|--------------|--------------|

PART B UNDERSTANDING YOUR COLLECTION

We want to know more about you and your collection
 Please answer each item quickly and honestly, do not spend a lot of time thinking.
 Put down the first answer that comes to you

Answer the following items by entering only **ONE** number on the grid to show much you agree or disagree using the scale below

- 1= very much agree 2= mostly agree 3= agree a bit
 5= disagree a bit 4= neither or both 6= disagree mostly 7= disagree a lot

1. How do you see yourself as a collector?

| Style | Agree/disagree 1-7 |
|---|--------------------|
| a) Casual- not highly motivated | |
| b) Serious- some interest but limit behaviour | |
| c) Dedicated- more than a hobbyist... | |
| d) Specialist -informed and commercial | |
| e) Compulsive- obsessive in collecting | |
| f) Craving- never reaches satiation | |
| g) Totally crazy-no sense of control | |
| h) Commercial- buy things to sell on for profit | |

2. Where do you keep your collection?

| place | Agree/disagree 1-7 |
|--|--------------------|
| a) On display in the living room | |
| b) On display in a special room of its own | |
| c) Out of sight in a secret place | |
| d) Offsite, under lock and key | |
| e) In my loft or garage | |
| f) On display in the bedroom | |
| g) On a specially created /purchased unit | |
| h) Randomly all over the place | |
| i) Various bits in specific places | |
| j) other | |

3. How do you sort/order your record collection?

| Sorting basis | Agree/disagree 1-7 |
|-----------------------------|--------------------|
| a) Alphabetically by artist | |
| b) By Genre | |
| c) Year / date bought | |
| d) Date released | |
| e) By record label | |
| f) By title | |
| g) By catalogue number | |
| h) I don't | |



4. How does each of the following apply to you personally? (Answer 1-7)

| Motive in collecting | Agree/disagree 1- 7 |
|--|----------------------------|
| a) It defines who I am | |
| b) I like owning music | |
| c) Exhibitionism | |
| d) Desire for immortality | |
| e) Desire for the approval of others | |
| f) Nostalgia-Recovering your youth | |
| g) Commerce-Making money | |
| h) Competition-Proving you're the best | |
| i) Compulsion-Addictive character | |
| j) Excitement-The thrill of the chase | |
| k) I prefer the sound and feel of vinyl over digital | |



PART C UNDERSTANDING YOUR INSIGHTS INTO COLLECTING

Answer the following by entering only **ONE** number on the grid to show how much you agree or disagree using the scale below

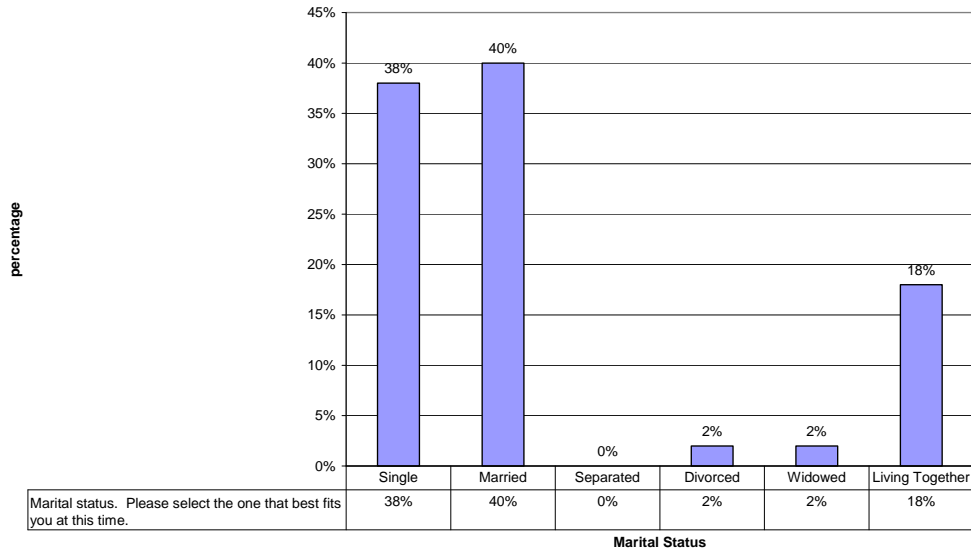
- 1= very much agree 2= mostly agree 3= agree a bit
 4= neither or both
 5= disagree a bit 6= disagree mostly 7= disagree a lot

| No. | Item statement | Agree/disagree 1-7 |
|-----|---|--------------------|
| 1 | Sometimes I feel that my collecting is a bit obsessional | |
| 2 | I collect because I like to show off my possessions | |
| 3 | I think that I need a lot of disposable income to collect | |
| 4 | I collect for personal prestige reasons | |
| 5 | I think there is an element of competition in collecting | |
| 6 | I maybe compensating for something by collecting | |
| 7 | I am sometimes envious of other peoples possessions | |
| 8 | I think people collect for reasons of nostalgia | |
| 9 | I get excited when I obtain a rare item | |
| 10 | I am looking to the past through my collecting | |
| 11 | My collection is something for me to gloat over | |
| 12 | When I get something there is happiness in knowing that I won and others lost | |
| 13 | I am using my hobby for self esteem needs | |
| 14 | If I fail to get something I set my heart on I am very disappointed | |
| 15 | I think that collecting is mostly a male province | |
| 16 | There is a deeper meaning in the objects I buy | |
| 17 | I grieve over something that I didn't manage to get | |
| 18 | I sometimes purchase collectable items for other people | |
| 19 | It is very important to me to be able to collect things | |
| 20 | I am willing to sacrifice many things to get the collectables I really want | |
| 21 | My collecting causes me domestic problems | |
| 22 | I envy what other people have been able to get at times | |
| 23 | My collection has a special meaning for me | |
| 24 | Collecting is part of my life goals and represents quality of life for me | |
| 25 | My collecting is a bit obsessional, like gambling | |
| 26 | I much prefer my vinyl collection to downloads | |
| 27 | I play my vinyl collection mostly from copies I have burnt from the original | |
| 28 | I play mostly from downloads | |
| 29 | Real collectors will not bother with downloads | |
| 30 | Downloads are sometimes the only way to get a track | |

Survey Results – Question by Question

A1 Marital Status

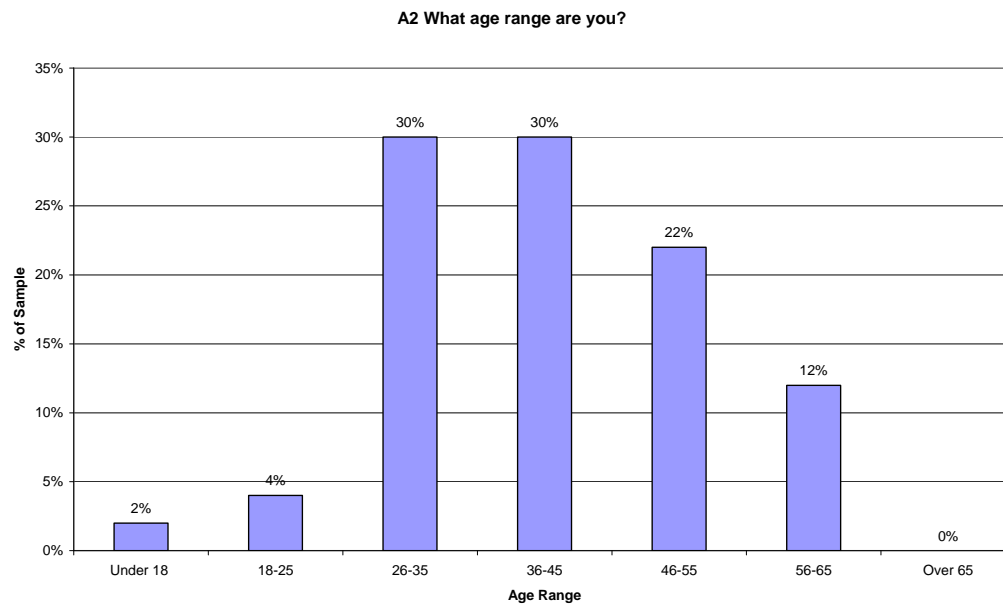
Marital status. Please select the one that best fits you at this time.



1. 58% of the total sample were in some sort of living arrangement

2. 42% reported no living together results

A2 Age Range



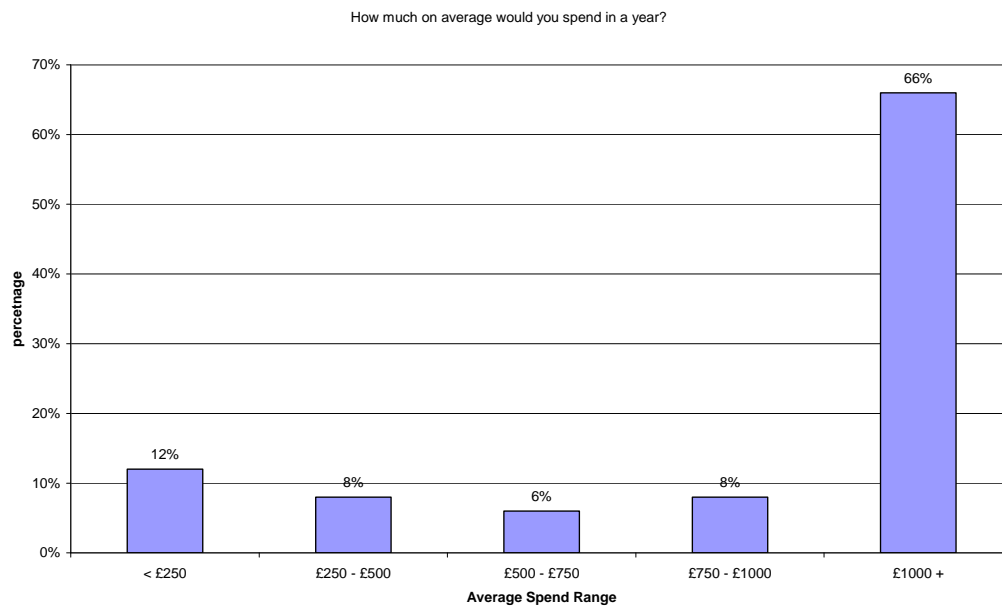
1. 60% of the total sample were in the age ranges of 26 – 45
2. 32% were between 46 and 65
3. only 6% were 25 or under

A3 Genre Collecting

| Genre | % |
|--------------|-----|
| Rock | 70% |
| Indie | 40% |
| Pop | 40% |
| Punk | 26% |
| Jazz | 26% |
| Heavy Metal | 22% |
| Folk | 16% |
| Urban | 16% |
| New Wave | 16% |
| Dance | 10% |
| Country | 8% |
| Prog / Psych | 6% |

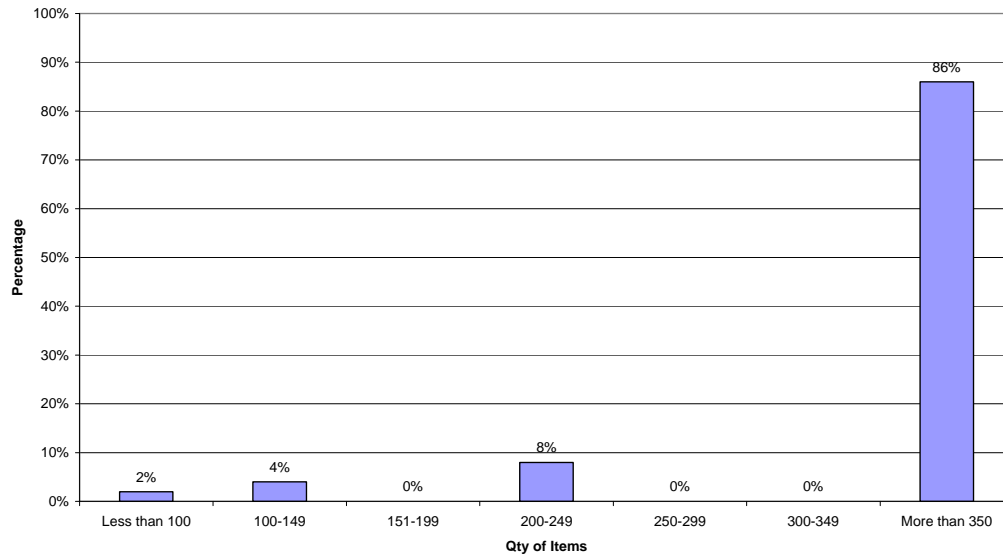
1. Rock(70%), indie (40%) and pop (40%) were the favoured categories
2. least collected were country (8%) and Prog./Psych (6%)

A4 Average spend per year



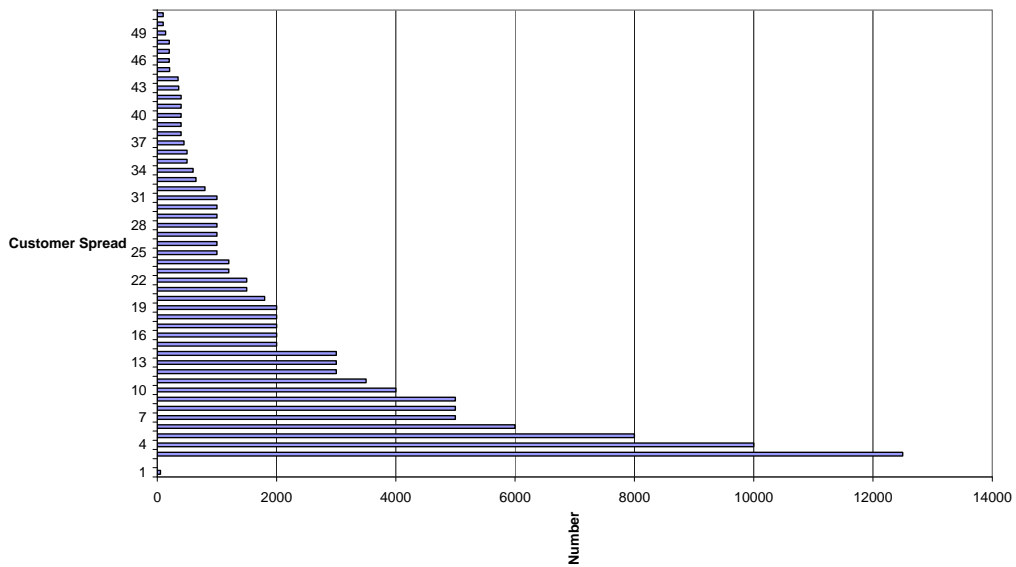
A5(a) Number of items in collection

Approximately how many individual items do you have?



A6 individual number of items in collection ranked

How many items exactly? (If known).....



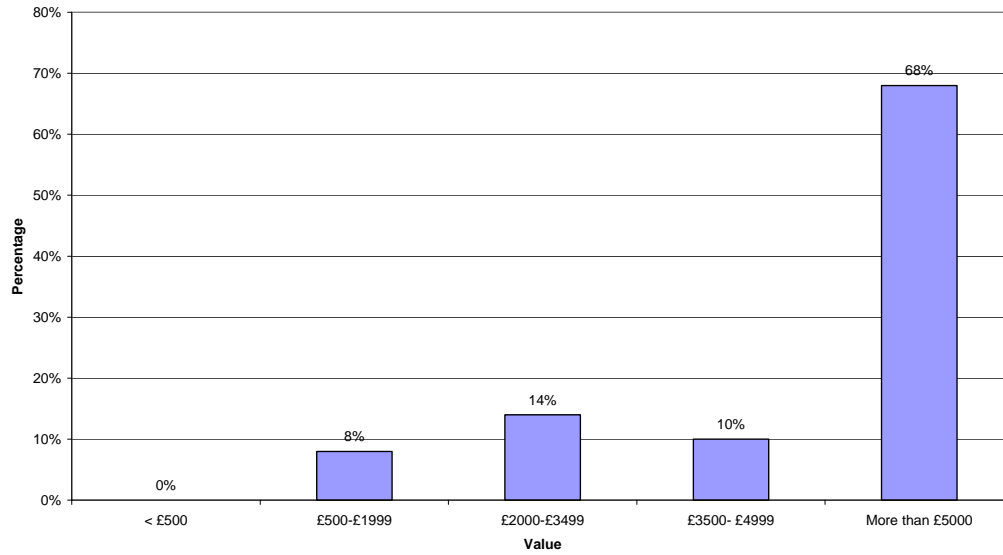
Number of individual items (Ranked)

Number

1. The total number of items owned by these 50 collectors was N= 99,555 giving an average of N= 3982. The range was from 100 individual items to a massive total of 12,500 for one collector

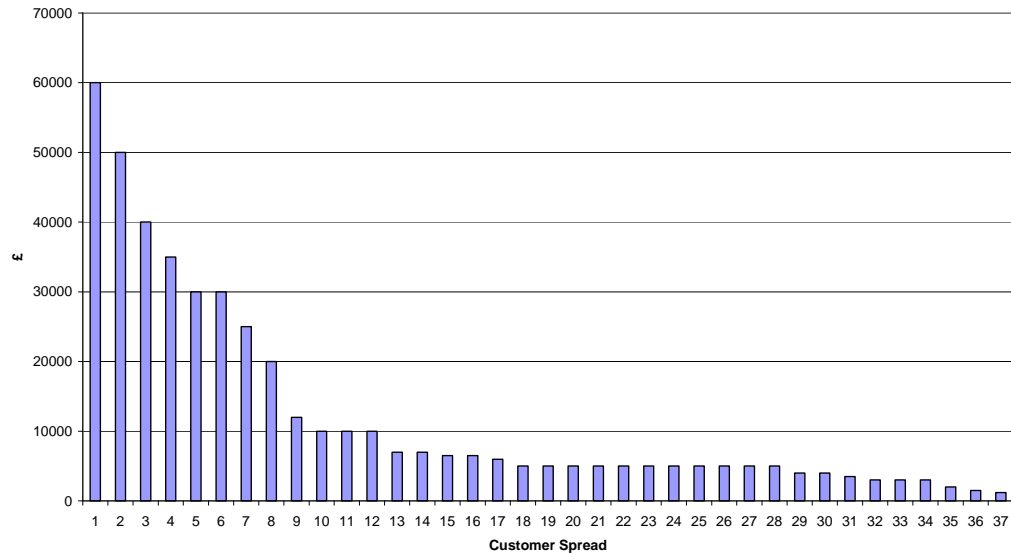
A7 Total money spent on collection

A7 Roughly how much money have you paid for your collection in total?



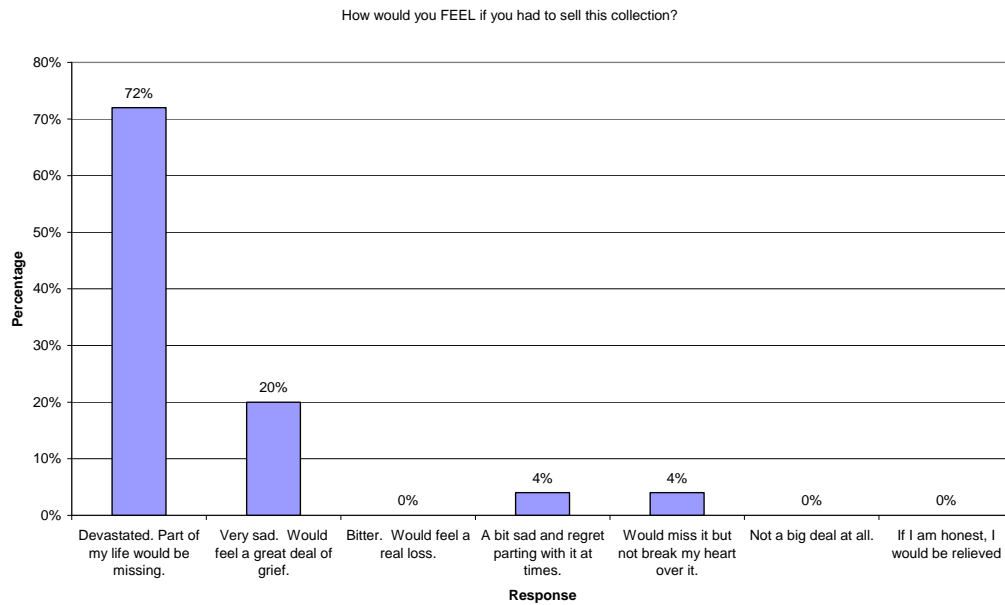
A8 total value of collection

What do you think that it is worth now?



1. total value of all the collections as given was £445,000
2. ranging in value from £1200 – £60,000

A9 feelings about losing the collection

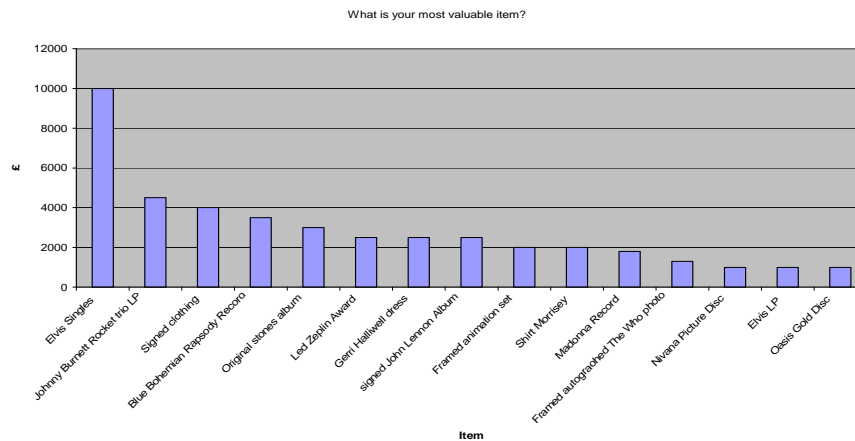


1. The collections clearly had great emotional and psychological value for the collectors as well as financial value, with 92% of the respondents in the top two categories. Only 8% indicated that it would not be a major loss although there would be sadness should this ever happen. No one said it would not have any great impact on their lives.

A10 and A11 Most valuable item and value combined tables

| Item | Value | item | Value |
|----------------------------------|-------|---------------------------------|-------|
| Elvis Singles | 10000 | Rolling Stones Autograph | 400 |
| Johnny Burnett Rocket trio LP | 4500 | Pink Floyd Album | 400 |
| Signed clothing | 4000 | Gold Elvis Costello Disc | 400 |
| Blue Bohemian Rhapsody Record | 3500 | Emi Promo Box | 350 |
| Original stones album | 3000 | Purple Queen LP | 300 |
| Led Zeplin Award | 2500 | LP Thrush | 300 |
| Gerri Halliwell dress | 2500 | promo Cd | 250 |
| signed John Lennon Album | 2500 | Signed prodigy book | 200 |
| Framed animation set | 2000 | Promo Packs Shania Twain | 200 |
| Shirt Morrisey | 2000 | Keith Bruce signed album | 200 |
| Madonna Record | 1800 | Madonna vinyl | 200 |
| Framed autographed The Who photo | 1300 | Vinyl Loves LP | 200 |
| Nivana Picture Disc | 1000 | Elton John Signed Photo | 175 |
| Elvis LP | 1000 | Beatles LP | 160 |
| Oasis Gold Disc | 1000 | Madonna CD | 125 |
| CD Promo Tore Amos Theme | 800 | king Crimson Album | 120 |
| Iron Maiden Vinyl | 700 | Beatles Single | 100 |
| Pet Shop Boys Signed Print | 650 | Audio Files Albums | 100 |
| Autographed Spinning Record | 500 | Complete set of fan memorabilia | 100 |
| Rolling Stones Album | 500 | Leo cupke LP | 100 |
| Freddie Mercury Set | 500 | Box Set Spiritual Light | 80 |
| 12" Vinyl | 500 | Beatles Vinyl | 60 |
| Loves LP | 500 | Tiffany CD | 50 |
| Stones Album Signed | 500 | Beatles LP | 50 |
| | | Capital Radio EP | 50 |
| | | Japanese Imports | 40 |

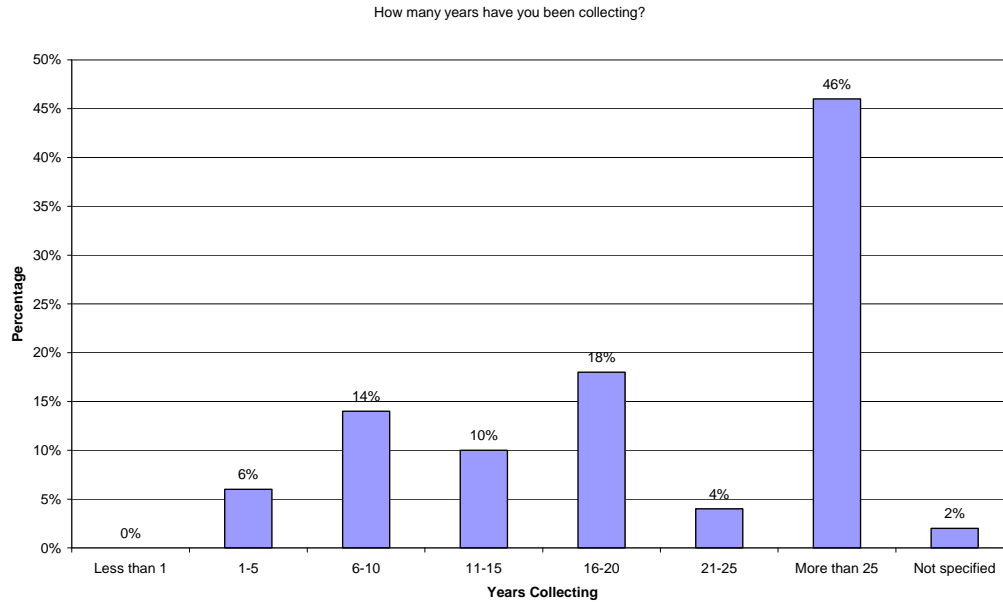
A10 and A 11 most valuable items graph (ranked)



A10 & A12 most valued item (ranked) and reason for valuation

| Most valuable item | Value | Reason for valuation |
|----------------------------------|-------|-------------------------------------|
| Elvis Singles | 10000 | Rarity Favourite label |
| Johnny Burnett Rocket trio LP | 4500 | Rarity |
| Signed clothing | 4000 | No1 Band |
| Blue Bohemian Rhapsody Record | 3500 | Part of the collection |
| Original stones album | 3000 | rarity |
| Gerri Halliwell dress | 2500 | Rare to the extreme |
| Led Zeplin Award | 2500 | Music of his life |
| signed John Lennon Album | 2500 | Signature of the period |
| Framed animation set | 2000 | rarity |
| Shirt Morrisey | 2000 | Concert Attendance |
| Madonna Record | 1800 | First Album bought |
| Framed autographed The Who photo | 1300 | no1 band |
| Elvis LP | 1000 | No1 Artist rarity |
| Nivana Picture Disc | 1000 | Got it at the time of release |
| Oasis Gold Disc | 1000 | No.1 Band |
| CD Promo Toreamos Theme | 800 | Holy Grail of his field |
| Iron Maiden Vinyl | 700 | rarity |
| Pet Shop Boys Signed Print | 650 | No1. Artist |
| 12" Vinyl | 500 | Not ever released |
| Autographed Spinning Record | 500 | Kylie Minogue Comeback album |
| Freddie Mercury Set | 500 | Rarity |
| Loves LP | 500 | Rarity |
| Rolling Stones Album | 500 | Only released in the States |
| Stones Album Signed | 500 | completes Collection |
| Gold Elvis Costello Disc | 400 | Fan of the Era |
| Pink Floyd Album | 400 | Rarity |
| Rolling Stones Autograph | 400 | Rarity |
| Emi Promo Box | 350 | Rarity |
| LP Thrush | 300 | Original Label |
| Purple Queen LP | 300 | Rarity |
| promo Cd | 250 | sentimental value |
| Keith bruce signed album | 200 | No 1 Fan |
| Madonna vinyl | 200 | Rareity/no1. artist |
| Promo Packs Shania Twain | 200 | Rarity |
| Signed prodigy book | 200 | favourite artist |
| Vinyl Loves LP | 200 | sentimental |
| Elton John Signed Photo | 175 | no.1 artist |
| Beatles LP | 160 | Rarity |
| Madonna CD | 125 | No1 Artist |
| king Crimson Album | 120 | material vinyl |
| Audio Files Albums | 100 | Enjoy the Music |
| Beatles Single | 100 | NO.1 Band |
| Complete set of fan memorabilia | 100 | rarity |
| Leo Cupke LP | 100 | Not released in England No.1 Artist |
| Box Set Spiritual Light | 80 | No1. Band |
| Beatles Vinyl | 60 | part of the collection |
| Beatles LP | 50 | Early US Release. Rare |
| Capital Radio EP | 50 | Rarity |
| Tiffany CD | 50 | Not released ion England |
| Japanese Imports | 40 | Completes the Collection |

A 13 **number of years collecting**



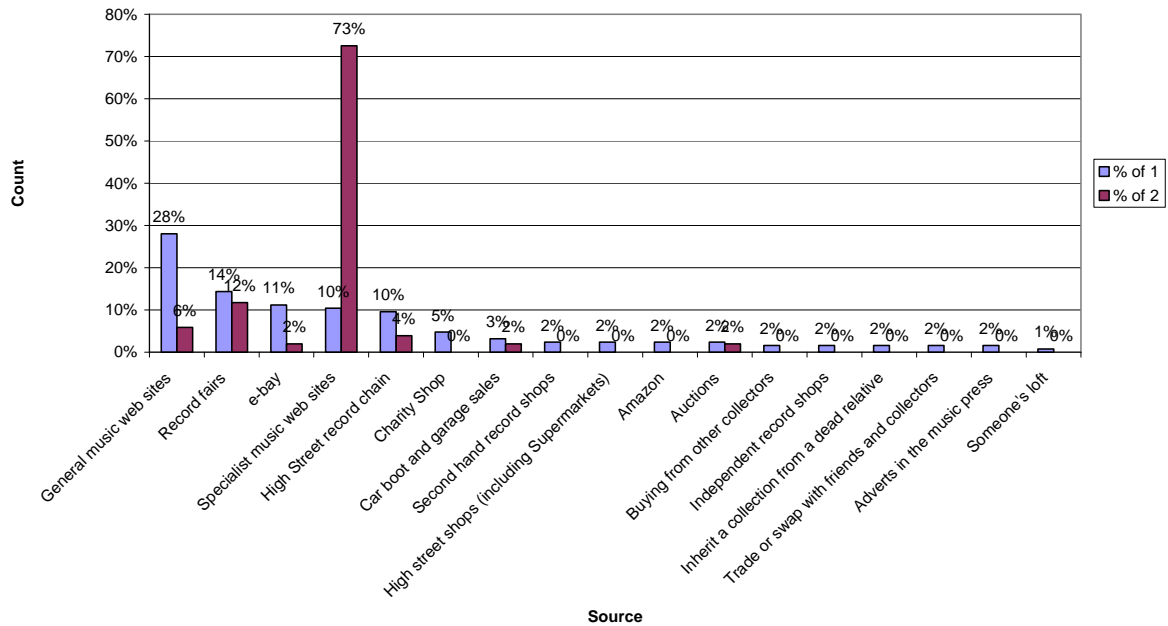
1. 50% of the sample had been collecting for more than 21 years,
2. 20% for less than 10 years,
3. 10% for between 11-15 years and
4. 18% for between 16 – 20 years

A14 **sources of collections**

1 = normal sources 2 = preferred sources

| Source | 1 | 2 |
|--|------|------|
| General music web sites | 28% | 6% |
| Record fairs | 14% | 12% |
| e-bay | 11% | 2% |
| Specialist music web sites | 10% | 73% |
| High Street record chain | 10% | 4% |
| Charity Shop | 5% | 0% |
| Car boot and garage sales | 3% | 2% |
| Second hand record shops | 2% | 0% |
| High street shops (including Supermarkets) | 2% | 0% |
| Amazon | 2% | 0% |
| Auctions | 2% | 2% |
| Buying from other collectors | 2% | 0% |
| Independent record shops | 2% | 0% |
| Inherit a collection from a dead relative | 2% | 0% |
| Trade or swap with friends and collectors | 2% | 0% |
| Adverts in the music press | 2% | 0% |
| Someone's loft | 1% | 0% |
| | 100% | 100% |

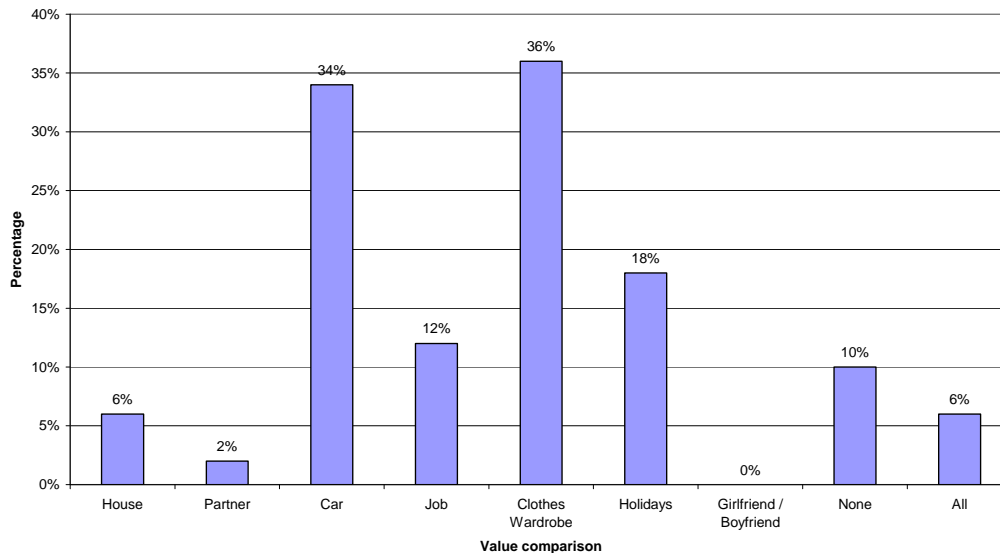
Source Options



A15 rather than give up collection...part with (ranked)

| Choice | Percentage |
|------------------------|------------|
| Clothes Wardrobe | 36% |
| Car | 34% |
| Holidays | 18% |
| Job | 12% |
| None | 10% |
| House | 6% |
| All | 6% |
| Partner | 2% |
| Girlfriend / Boyfriend | 0% |

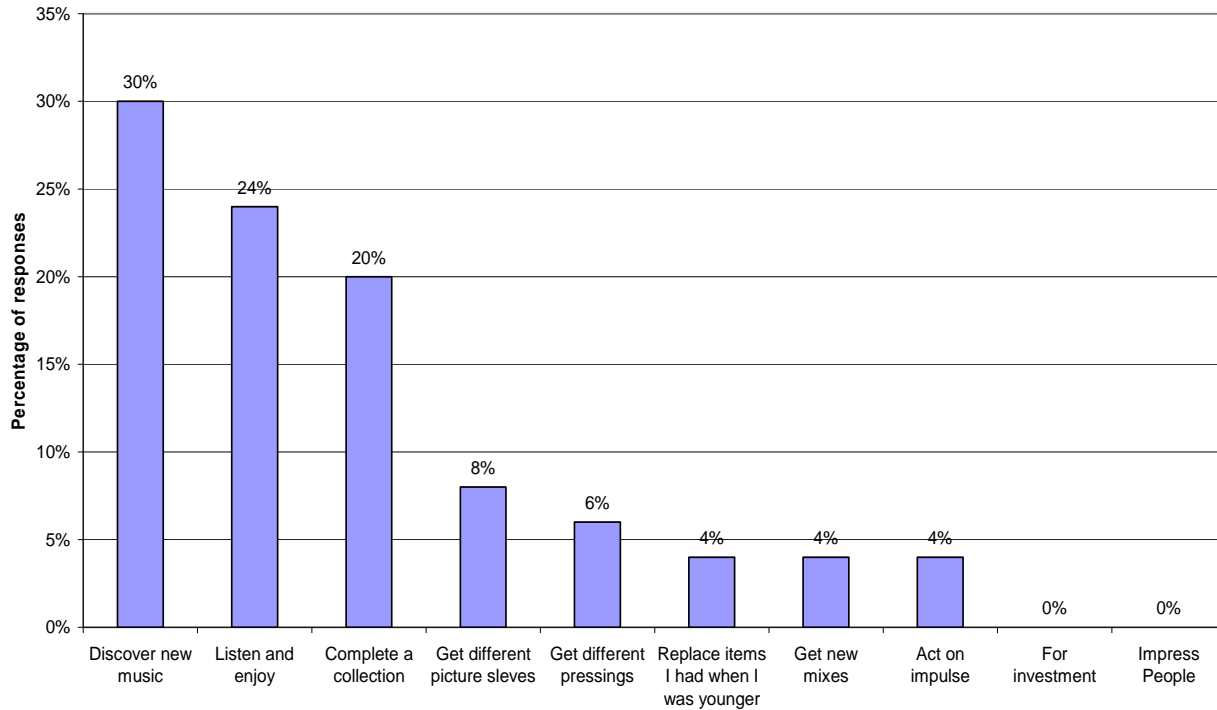
Rather than your collection, which of these would you rather part with?



1. The one person who claimed he would give up his partner was Married -aged between 45-55- spent £250 per year-collection of 1800 items- Spent £5,000 on this and reckoned it was worth now £7,000

A16 why buy things (ranked)

Why you buy

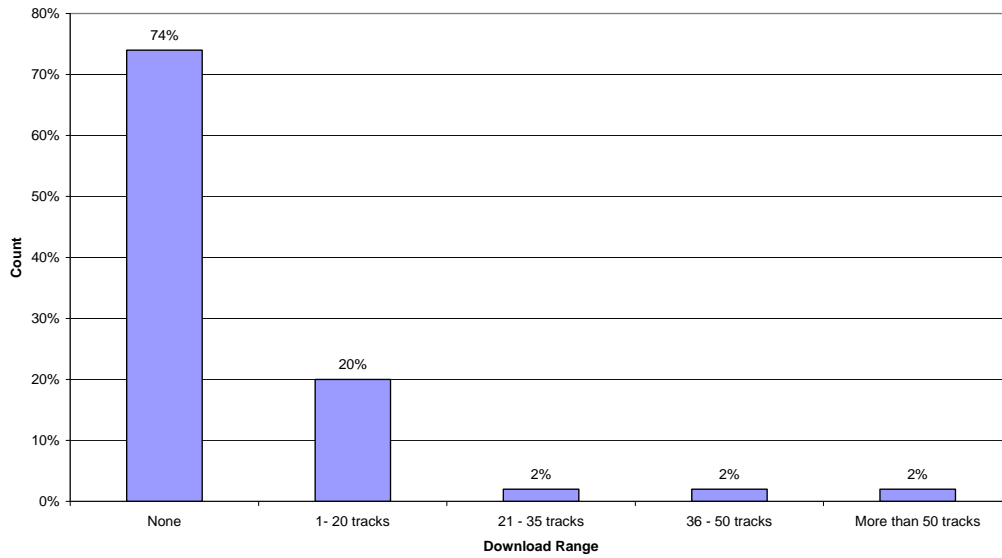


| | 1st Choice % | 2nd Choice % | 3rd Choice % |
|--|--------------|--------------|--------------|
| Discover new music | 30% | 6% | 2% |
| Listen and enjoy | 24% | 42% | 10% |
| Complete a collection | 20% | 30% | 26% |
| Get different picture sleeves | 8% | 6% | 6% |
| Get different pressings | 6% | 2% | 6% |
| Replace items I had when I was younger | 4% | 6% | 14% |
| Get new mixes | 4% | 2% | 10% |
| Act on impulse | 4% | 2% | 16% |
| For investment | 0% | 2% | 6% |
| Impress People | 0% | 2% | 4% |
| | 100% | 100% | 100% |



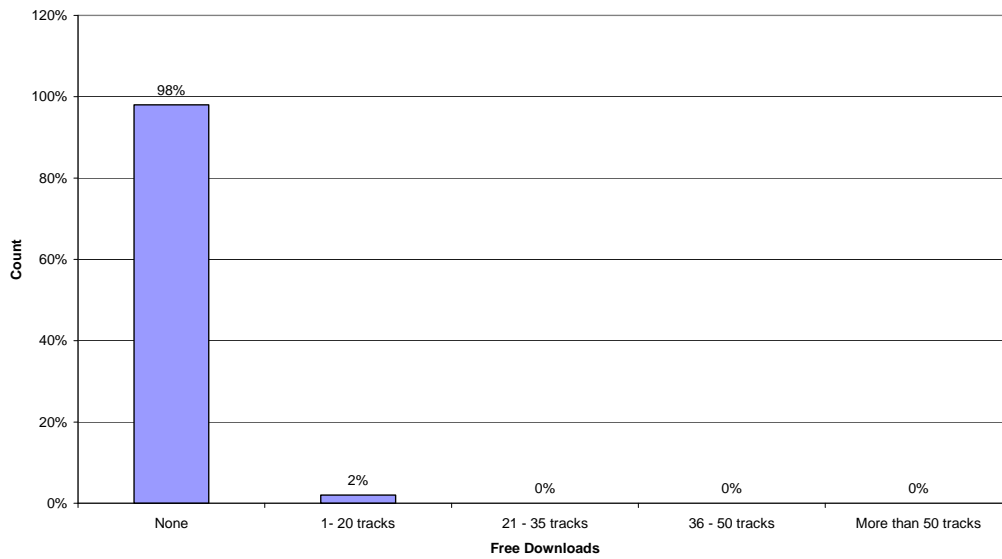
A17 downloads PAID for

How many tracks do you download a month that you pay for?



A18 downloads NOT PAID for

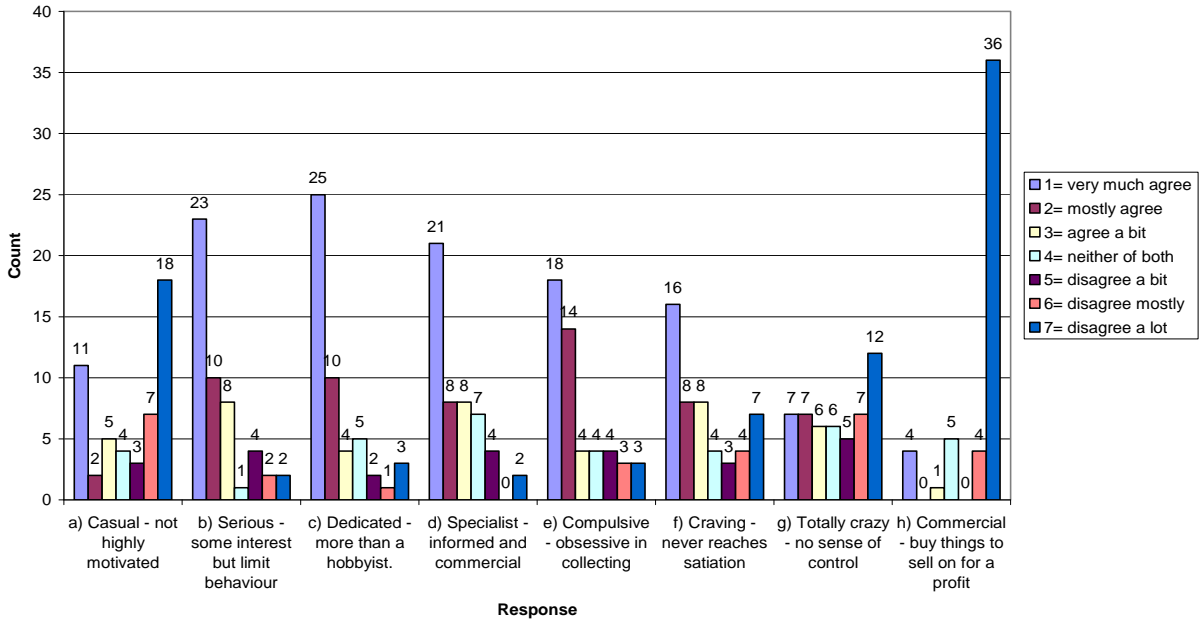
How many tracks do you download a month that you DO NOT pay for?



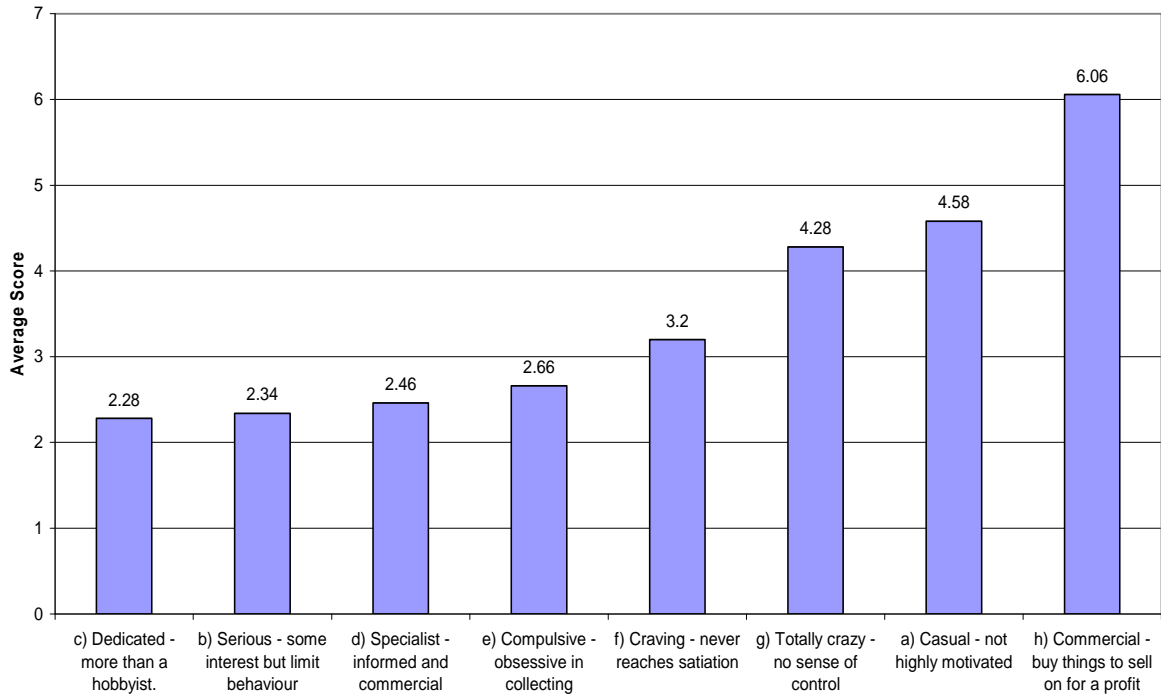
B1 Perceptions of being a collector- collecting style identified with

1---7(Agree/Disagree)

How do you see yourself as a collector?



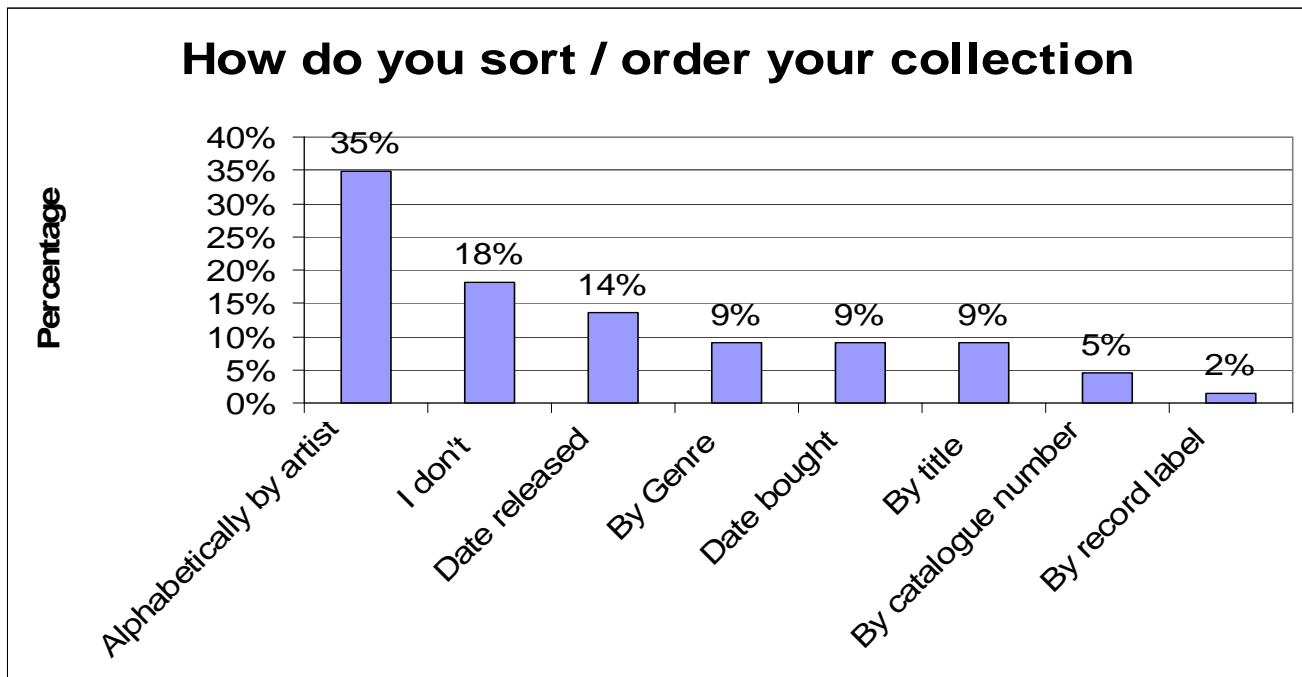
Collecting - Style Ranked



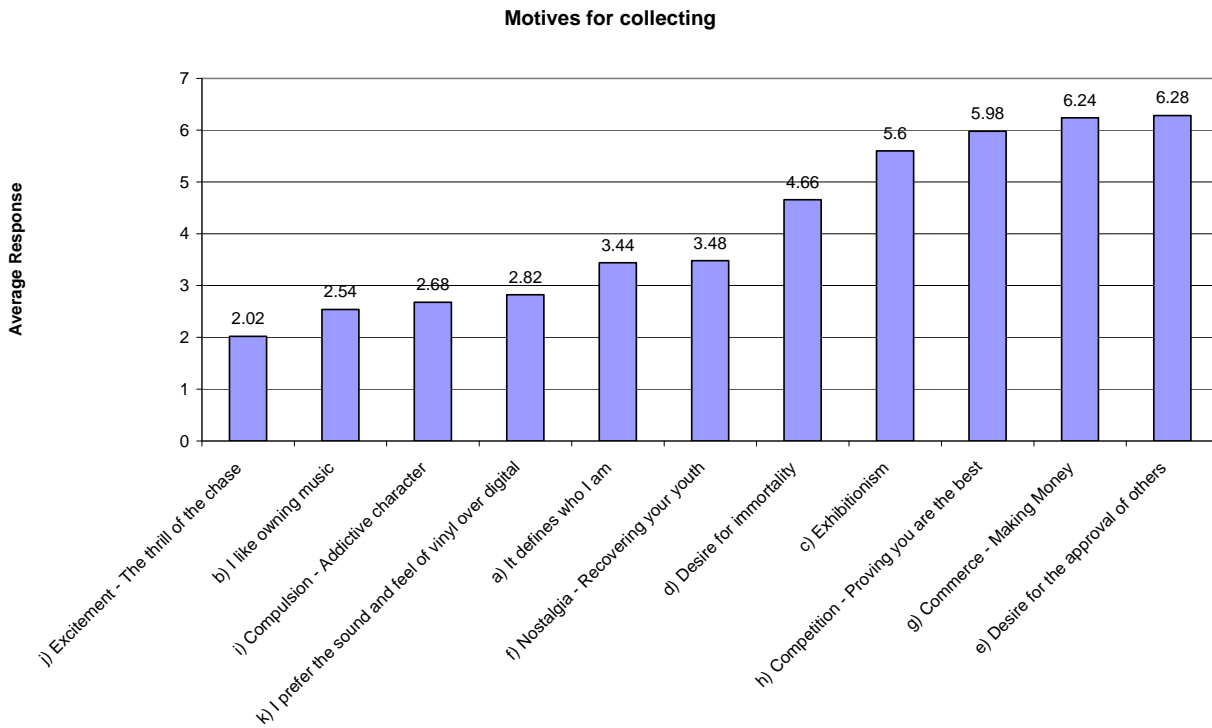
B2 where the collection is displayed

| Storage | very much agree | mostly agree | agree a bit | neither of both | disagree a bit | disagree mostly | disagree a lot |
|---|-----------------|--------------|-------------|-----------------|----------------|-----------------|----------------|
| c) Out of sight in a secret place | 30% | 0% | 2% | 2% | 0% | 0% | 66% |
| d) Offsite, under lock and key | 22% | 0% | 0% | 0% | 0% | 0% | 78% |
| b) On display in a special room of its own. | 20% | 2% | 0% | 2% | 0% | 0% | 76% |
| a) On display in the living room, on normal shelves | 14% | 0% | 2% | 0% | 0% | 0% | 84% |
| f) On display in the bedroom | 12% | 2% | 0% | 0% | 0% | 2% | 84% |
| g) On a specially created / purchased unit | 12% | 2% | 0% | 0% | 2% | 0% | 84% |
| h) Randomly all over the place | 12% | 0% | 0% | 0% | 0% | 0% | 88% |
| e) In my loft or garage | 2% | 2% | 2% | 0% | 0% | 0% | 94% |
| i) Various bits in specific places | 2% | 0% | 0% | 0% | 0% | 0% | 98% |
| j) Other | 0% | 0% | 0% | 0% | 0% | 2% | 98% |

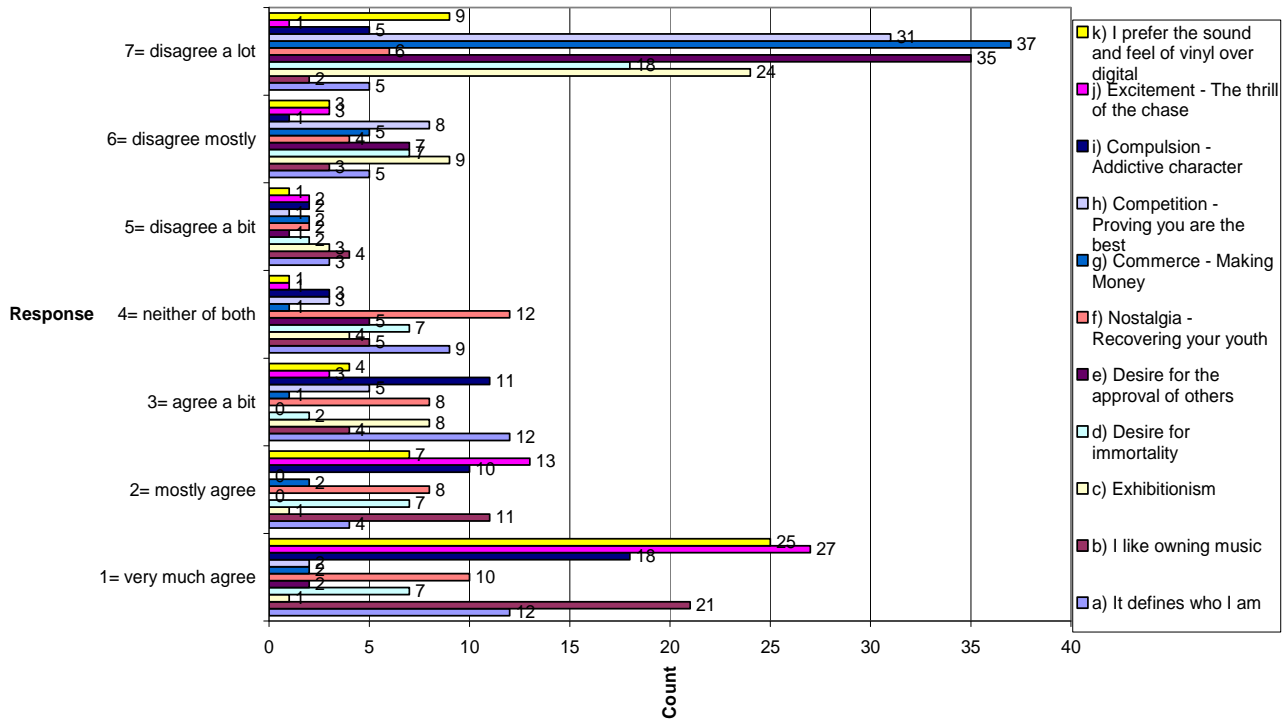
B3 How the collections is sorted (ranked)



B4 Motives for collecting (ranked)



How do the following apply to you?



Section C unranked Distribution of scores and average

| Ref | Statements | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Av Score |
|-----|---|----|----|----|----|---|---|----|----------|
| C1 | Sometimes I feel that my collecting is a bit obsessional | 25 | 7 | 7 | 3 | 3 | 1 | 4 | 2.42 |
| C2 | I collect because I like to show off my possessions | 1 | 2 | 2 | 2 | 2 | 9 | 32 | 6.14 |
| C3 | I think that I need a lot of disposable income to collect | 16 | 15 | 5 | 6 | 0 | 2 | 6 | 2.78 |
| C4 | I collect for personal prestige reasons | 17 | 8 | 7 | 3 | 1 | 2 | 12 | 3.34 |
| C5 | I think there is an element of competition in collecting | 11 | 3 | 10 | 5 | 4 | 7 | 10 | 3.98 |
| C6 | I maybe compensating for something by collecting | 4 | 2 | 7 | 13 | 2 | 4 | 18 | 4.82 |
| C7 | I am sometimes envious of other peoples possessions | 4 | 0 | 4 | 4 | 0 | 8 | 30 | 5.8 |
| C8 | I think people collect for reasons of nostalgia | 14 | 12 | 10 | 10 | 1 | 1 | 2 | 2.66 |
| C9 | I get excited when I obtain a rare item | 41 | 4 | 4 | 0 | 1 | 0 | 0 | 1.32 |
| C10 | I am looking to the past through my collecting | 13 | 7 | 10 | 7 | 1 | 5 | 7 | 3.38 |
| C11 | My collection is something for me to gloat over | 4 | 5 | 4 | 4 | 3 | 5 | 25 | 5.24 |
| C12 | When I get something there is happiness in knowing that I won and others lost | 5 | 1 | 7 | 3 | 3 | 5 | 26 | 5.34 |
| C13 | I am using my hobby for self esteem needs | 3 | 2 | 4 | 4 | 2 | 2 | 33 | 5.76 |
| C14 | If I fail to get something I set my heart on I am very disappointed | 9 | 5 | 10 | 3 | 8 | 7 | 8 | 3.98 |
| C15 | I think that collecting is mostly a male province | 11 | 15 | 5 | 4 | 1 | 4 | 10 | 3.42 |
| C16 | There is a deeper meaning in the objects I buy | 6 | 6 | 7 | 7 | 5 | 2 | 17 | 4.46 |
| C17 | I grieve over something that I didn't manage to get | 5 | 3 | 5 | 6 | 4 | 5 | 22 | 5.08 |
| C18 | I sometimes purchase collectable items for other people | 11 | 6 | 8 | 2 | 4 | 1 | 18 | 4.14 |
| C19 | It is very important to me to be able to collect things | 19 | 6 | 11 | 4 | 2 | 6 | 2 | 2.8 |
| C20 | I am willing to sacrifice many things to get the collectables I really want | 11 | 5 | 6 | 5 | 5 | 8 | 10 | 4.04 |
| C21 | My collecting causes me domestic problems | 4 | 2 | 5 | 1 | 6 | 6 | 26 | 5.5 |
| C22 | I envy what other people have been able to get at times | 10 | 3 | 5 | 1 | 7 | 4 | 20 | 4.68 |
| C23 | My collection has a special meaning for me | 37 | 5 | 5 | 0 | 1 | 0 | 2 | 1.62 |
| C24 | Collecting is part of my life goals and represents quality of life for me | 11 | 13 | 11 | 3 | 0 | 4 | 8 | 3.24 |
| C25 | My collecting is a bit obsessional, like gambling | 13 | 9 | 8 | 3 | 3 | 5 | 9 | 3.5 |
| C26 | I much prefer my vinyl collection to downloads | 38 | 0 | 1 | 2 | 2 | 1 | 6 | 2.14 |
| C27 | I play my vinyl collection mostly from copies I have burnt from the original | 9 | 1 | 0 | 5 | 2 | 1 | 32 | 5.42 |
| C28 | I play my collection mostly from downloads | 5 | 3 | 0 | 3 | 3 | 0 | 36 | 5.8 |
| C29 | Real collectors will not bother with downloads | 12 | 8 | 2 | 9 | 3 | 5 | 11 | 3.84 |
| C30 | Downloads are sometimes the only way to get a track | 17 | 8 | 2 | 7 | 0 | 5 | 11 | 3.48 |

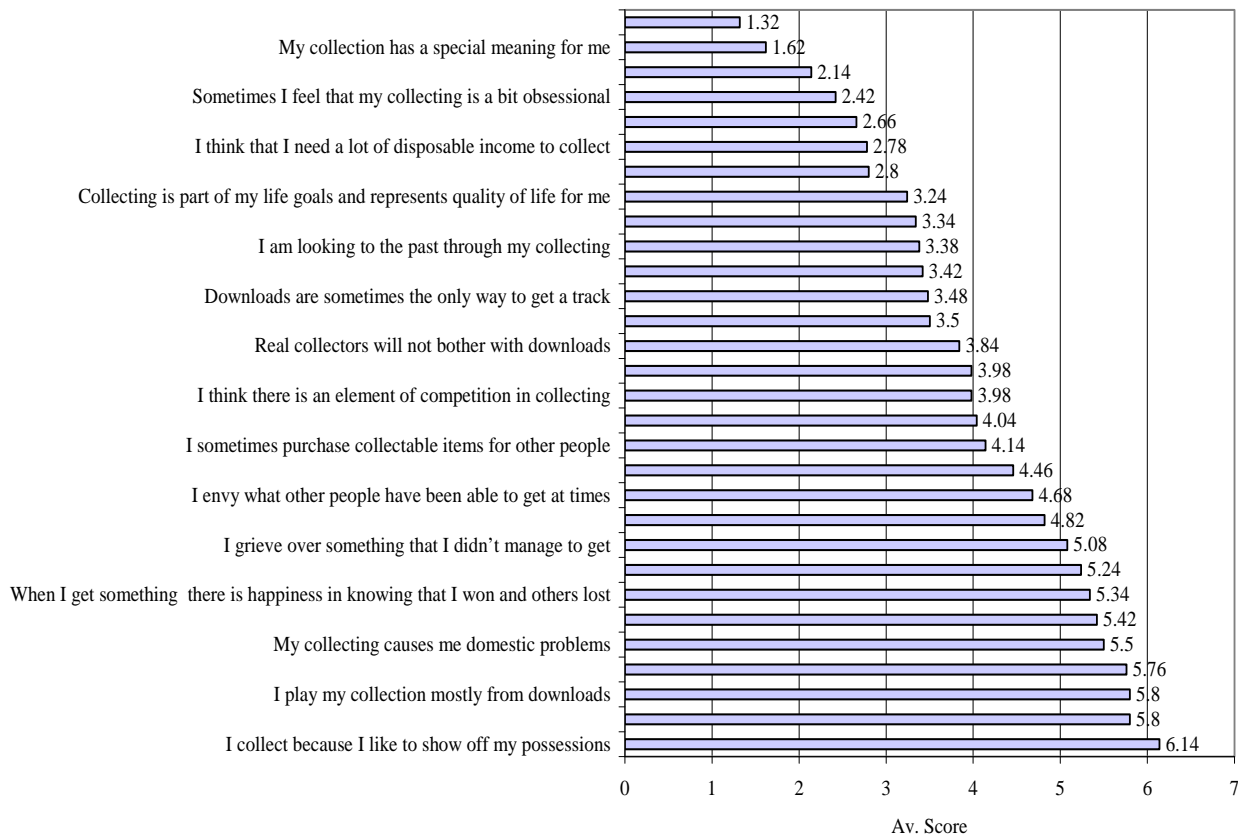
Section C collection insights (ranked)

| Ref | Statements | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Av Score | |
|-----|---|---|---|---|---|---|---|---|----------|------|
| C9 | I get excited when I obtain a rare item | 4 | 1 | 4 | 4 | 0 | 1 | 0 | 0 | 1.32 |
| C2 | My collection has a special meaning for me | 3 | 7 | 5 | 5 | 0 | 1 | 0 | 2 | 1.62 |
| C2 | | 6 | 8 | 0 | 1 | 2 | 2 | 1 | 6 | 2.14 |
| C1 | Sometimes I feel that my collecting is a bit obsessive | 2 | 5 | 7 | 7 | 3 | 3 | 1 | 4 | 2.42 |
| C8 | I think people collect for reasons of nostalgia | 1 | 4 | 1 | 1 | 1 | 1 | 1 | 2 | 2.66 |
| C3 | I think that I need a lot of disposable income to collect | 1 | 6 | 1 | 5 | 6 | 0 | 2 | 6 | 2.78 |
| C1 | It is very important to me to be able to collect things | 1 | 9 | 6 | 1 | 4 | 2 | 6 | 2 | 2.8 |
| C2 | | 4 | 1 | 1 | 3 | 1 | 3 | 0 | 4 | 8 |
| C4 | I collect for personal prestige reasons | 1 | 7 | 8 | 7 | 3 | 1 | 2 | 2 | 3.34 |
| C1 | I am looking to the past through my collecting | 1 | 3 | 7 | 0 | 7 | 1 | 5 | 7 | 3.38 |
| C1 | | 5 | 1 | 5 | 5 | 4 | 1 | 4 | 0 | 3.42 |
| C3 | Downloads are sometimes the only way to get a track | 1 | 7 | 8 | 2 | 7 | 0 | 5 | 1 | 3.48 |
| C2 | | 5 | 1 | 3 | 9 | 8 | 3 | 3 | 5 | 9 |
| C2 | Real collectors will not bother with downloads | 1 | 2 | 8 | 2 | 9 | 3 | 5 | 1 | 3.84 |
| C5 | | 1 | 1 | 3 | 0 | 5 | 4 | 7 | 0 | 3.98 |
| C1 | If I fail to get something I set my heart on I am very disappointed | 1 | 9 | 5 | 0 | 3 | 8 | 7 | 8 | 3.98 |
| C2 | | 0 | 1 | 5 | 6 | 5 | 5 | 8 | 0 | 4.04 |
| C1 | I sometimes purchase collectable items for other people | 1 | 1 | 6 | 8 | 2 | 4 | 1 | 8 | 4.14 |
| C1 | | 6 | 6 | 6 | 7 | 7 | 5 | 2 | 7 | 4.46 |
| C2 | I envy what other people have been able to get at times | 1 | 0 | 3 | 5 | 1 | 7 | 4 | 0 | 4.68 |
| C6 | I maybe compensating for something by collecting | 4 | 4 | 2 | 7 | 3 | 2 | 4 | 8 | 4.82 |
| C1 | | 7 | 5 | 3 | 5 | 6 | 4 | 5 | 2 | 5.08 |
| C1 | My collection is something for me to gloat over | 4 | 4 | 5 | 4 | 4 | 3 | 5 | 5 | 5.24 |
| C1 | When I get something there is happiness in knowing that I won and others lost | 5 | 5 | 1 | 7 | 3 | 3 | 5 | 6 | 5.34 |
| C2 | I play my vinyl collection mostly from copies I have burnt from the original | 7 | 9 | 1 | 0 | 5 | 2 | 1 | 2 | 5.42 |
| C2 | | 1 | 4 | 2 | 5 | 1 | 6 | 6 | 6 | 5.5 |
| C1 | I am using my hobby for self esteem needs | 3 | 3 | 2 | 4 | 4 | 2 | 2 | 3 | 5.76 |

| | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|------|
| 3 | | | | | | | | 3 | |
| C7 | I am sometimes envious of other peoples possessions | 4 | 0 | 4 | 4 | 0 | 8 | 3 | 5.8 |
| C2 | | | | | | | | 3 | |
| 8 | I play my collection mostly from downloads | 5 | 3 | 0 | 3 | 3 | 0 | 6 | 5.8 |
| C2 | | | | | | | | 3 | |
| C2 | I collect because I like to show off my possessions | 1 | 2 | 2 | 2 | 2 | 9 | 2 | 6.14 |

Section C profile Average scores ranked

Understanding Insights



SURVEY CONCLUSIONS

The Survey Conclusion

Top Line Bullet points

1. 58% of the total sample were in some sort of living arrangement and 42% reported no living together results
2. 60% of the total sample was in the age ranges of 26 – 45 with 32% were between 46 and 65. Only 6% were 25 or under
3. Rock(70%), Indie (40%) and pop (40%) were the favoured categories with the least collected being country (8%) and Prog./Psych (6%)
4. The total number of items owned by these 50 collectors was N= 99,555 giving an average of N= 3982. The total value of all the collections as given was £445,000. This ranged in value from £1200 – £60,000
5. The collections clearly had great emotional and psychological value for the collectors as well as financial value, with 92% of the respondents in the top two categories. Only 8% indicated that it would not be a major loss although there would be sadness should this ever happen. No one said it would not have any great impact on their lives.
6. the survey show that they would rather part with things like

*Holidays
Clothes Wardrobe
Car*

than give up the collections



7. One person claimed he would give up his partner. He was married -aged between 45-55- spent £250 per year with a collection of 1800 items. He has spent £5,000 on this and reckoned it was now worth £7,000
8. the range of collection size was from 100 individual items to a massive total of 12,500 for one collector
9. 50% of the sample had been collecting for more than 21 years. 20% for less than 10 years, 10% for between 11-15 years and 18% for between 16 – 20 years
10. Collectors in the main saw themselves as dedicated and serious collectors. There was strong agreement on this. They also reported that they felt they were serious and could be a bit obsessive at times. Interestingly they did feel that there could be an element of craving and never being satisfied
11. the following statements were those that on the whole were the most strongly agreed with on the personal insights section

*I get **excited** when I obtain a rare item
My collection has **a special meaning** for me
I much **prefer** my vinyl collection to downloads*

This categorises the collector in terms of the affective domain or feeling component as distinct from the cognitive or thinking one

12. at a lower level of agreement but still fairly strong were the following
*Sometimes I feel that my collecting **is a bit obsessive**
I think people collect for **reasons of nostalgia**
I think that I need a lot of **disposable income** to collect
It is very **important to me** to be able to collect things*
13. at a low agreement level it is clear that there are still elements that characterise the collector
*I collect for **personal prestige** reasons
I am **looking to the past** through my collecting
I think that collecting is mostly a male province
Downloads are sometimes the only way to get a track
My collecting **is a bit obsessive**, like gambling
Real collectors will not bother with downloads
I think there is an **element of competition** in collecting
If I fail to get something I set my heart on **I am very disappointed***
14. at the other end of the scale there was disagreement regarding the possible exhibitionism of the collector
*I collect because I like to **show off** my possessions*
15. Also a denial that collecting was for personal gain or self worth or for social reasons in relation to competition.
*I am using my hobby for **self esteem** needs
I am **sometimes envious** of other people's possessions*
16. slight disagreement with the following statements can suggest that the responders on this survey were not too deeply emotionally involved in these areas
*If I fail to get something I set my heart on I am very **disappointed**
I am willing to sacrifice many things to get the collectables I really want
There is **a deeper meaning** in the objects I buy
I envy what other people have been able to get at times
I **maybe compensating** for something by collecting
I **grieve** over something that I didn't manage to get
My collection is something for me to **gloat over***
17. Major reasons for collecting shows that they wanted to:
Discover new music,
Listen and enjoy
Complete a collection
18. Most people sorted the collection alphabetically
19. some felt that the collection was valuable enough to keep it out of sight in a secret place or, offsite, under lock and key
20. looking at perceptions of being a dedicated collector there is a trend to link estimate of agreement with amount of money spent; N=38 of the sample (76%) were estimating a spend of more than £5000 for their collection
21. Overall the study has cast some light on the perceptions of the serious collector of music memorabilia. Retrospectively, some of the categories would be revised to include higher actual banding. Some of the



responders were a bit shy to give details of what the collections was worth. It was outwith the scope of this investigation to try and ascertain why this was so.

Prof Alex Gardner
Insight Inquiry
April 2007