

# Yarn Survey 2024

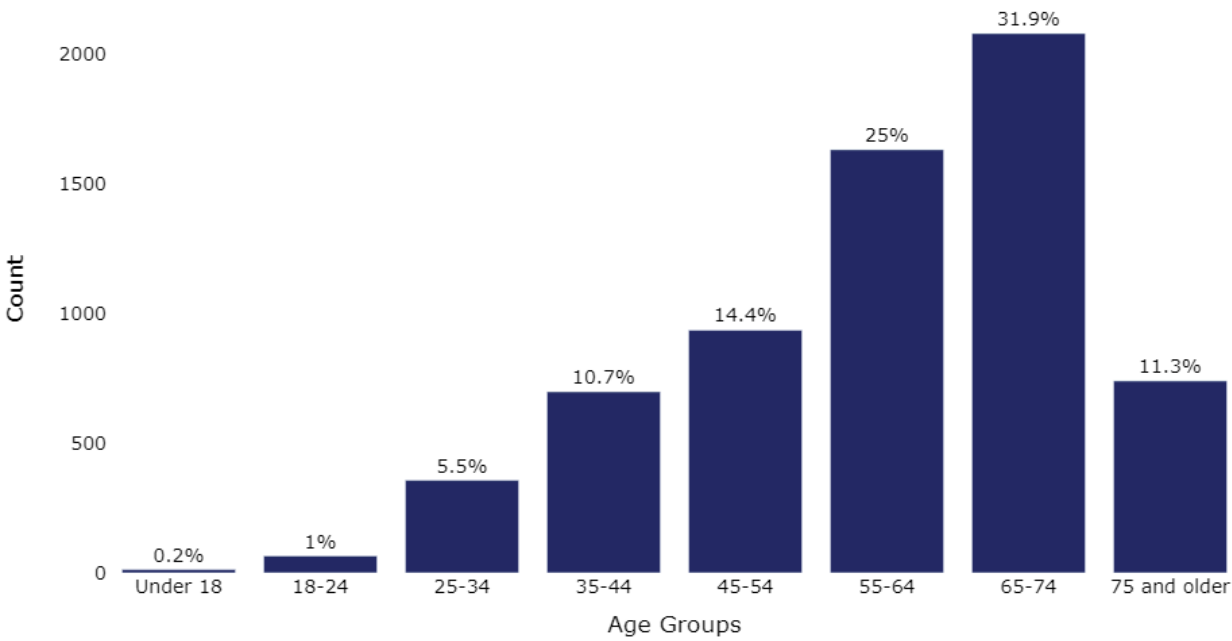
Presented by

**Premier Needle Arts**

The 2024 Yarn Survey was put on by Knit Picks, Berroco, and Crochet.com to get more contextual knowledge of knitters, crocheters, and general yarn enthusiasts.

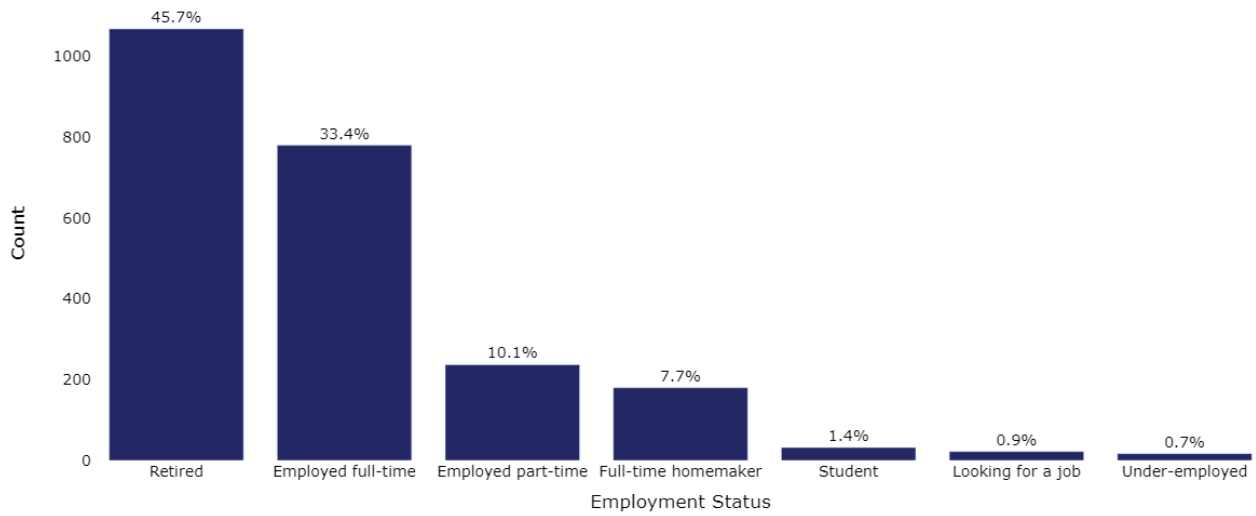
# Demographic Summary

Customer Age Distribution



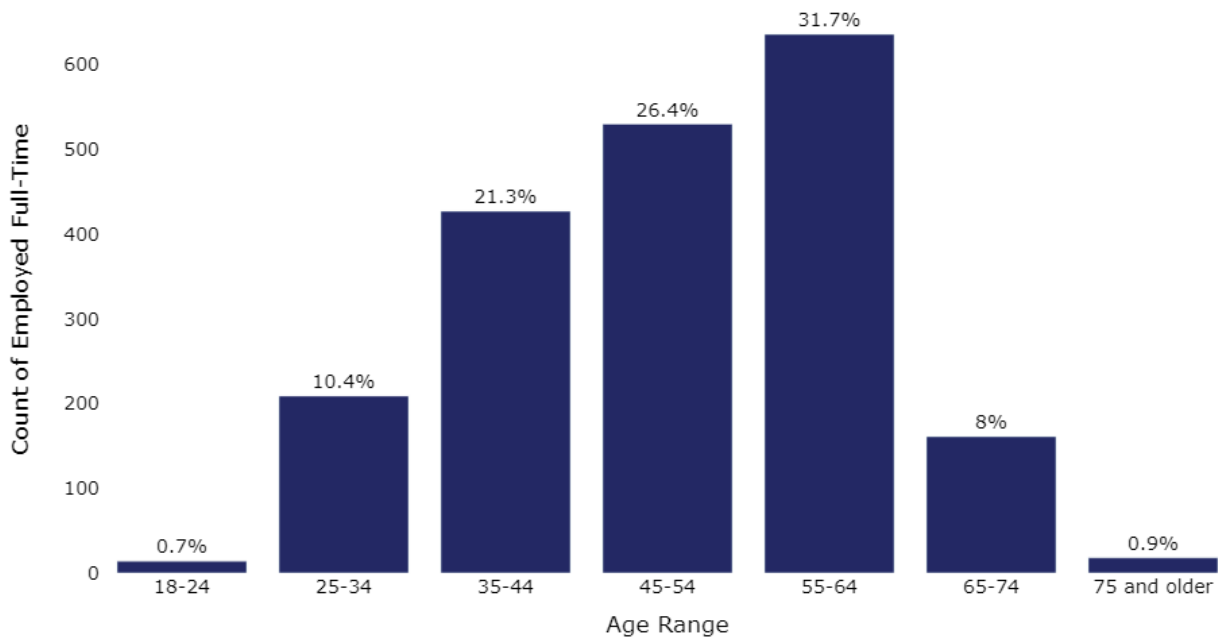
- Out of **6521** respondents, the average respondent age is: **58** and the median age is: **59**. (From 6521 responses)
- Of these respondents, they identify as: (From 6521 responses)
  - Woman: **97.8%**
  - Non-Conforming / Non-Binary: **1.0%**
  - Man: **1.0%**
  - Transgender: **0.1%**
- The average household income ranges from **\$72,222** to **\$91,439**. (From 5024 responses)
  - For ages **Under 18**: the average is between **\$5,000** and **\$18,750**.
  - For ages **18-24**: the average is between **\$45,930** and **\$63,371**.
  - For ages **25-34**: the average is between **\$77,647** and **\$98,840**.
  - For ages **35-44**: the average is between **\$91,718** and **\$114,474**.
  - For ages **45-54**: the average is between **\$91,870** and **\$114,526**.
  - For ages **55-64**: the average is between **\$82,198** and **\$103,301**.
  - For ages **65-74**: the average is between **\$63,561** and **\$81,392**.
  - For ages **75 and older**: the average is between **\$55,842** and **\$72,483**.

## Employment Status



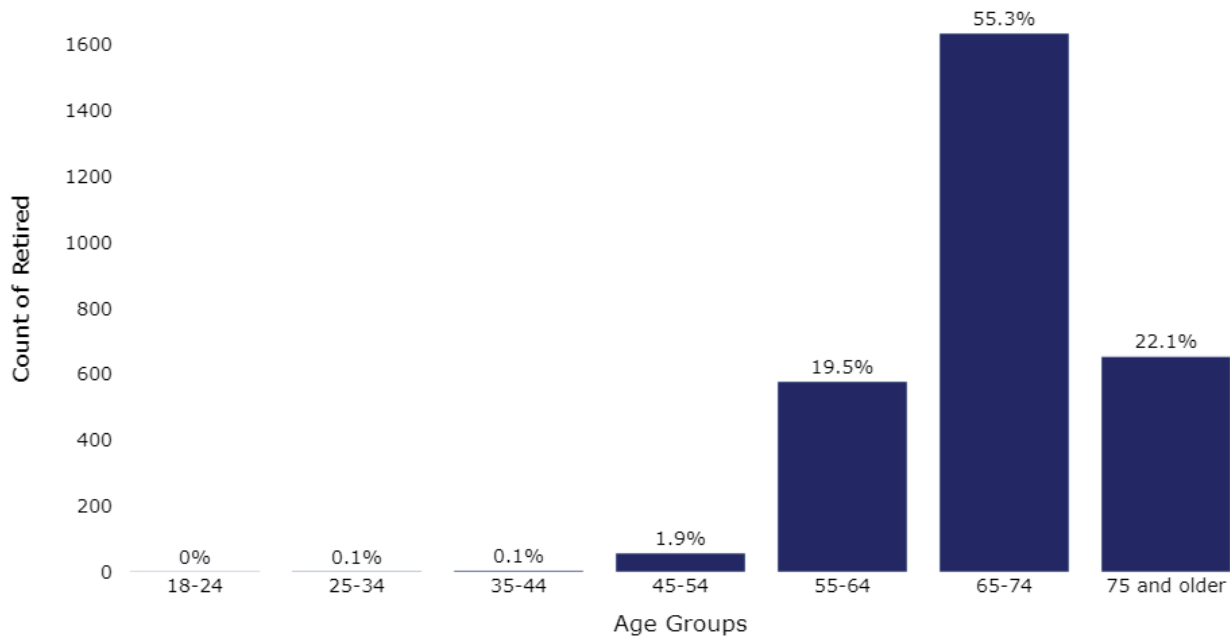
- Of the respondents, their employment statuses are as follows: (From 2336 responses)
  - Retired: **46%**
  - Employed full-time: **33%**
  - Employed part-time: **10%**
  - Full-time homemaker: **8%**
  - Student: **1%**
  - Looking for a job: **1%**
  - Under-employed: **1%**

## "Employed Full-Time" by Age Range



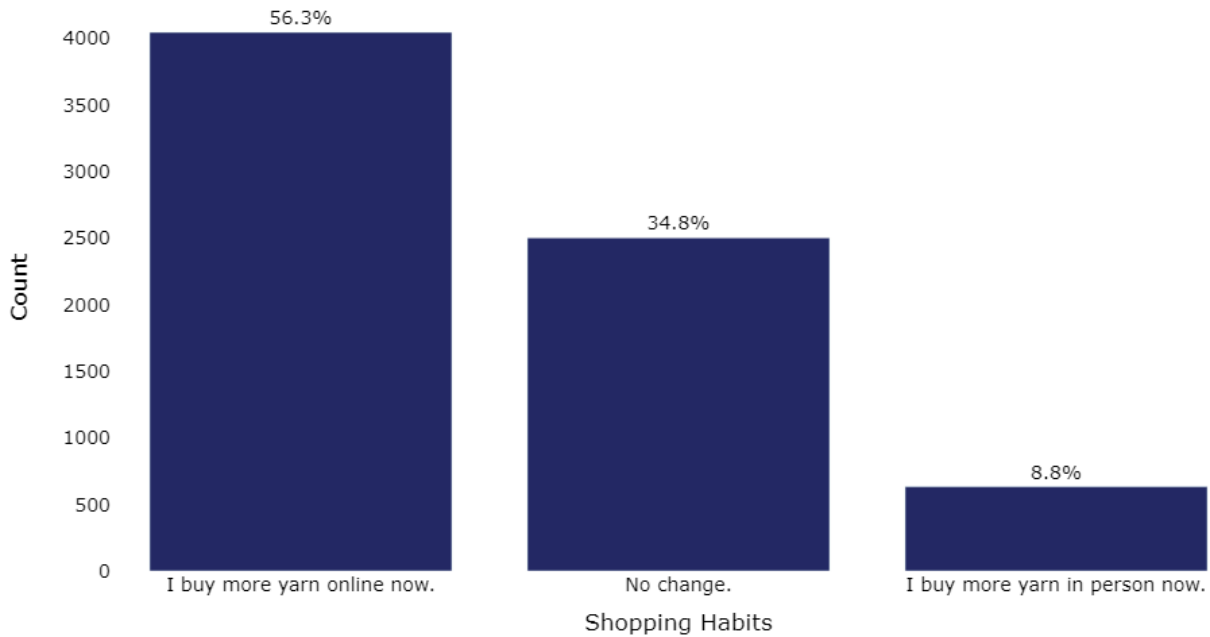
- Of those who responded 'Employed Full-Time': (From 2061 responses.)
  - For ages 55-64: **31.7%**
  - For ages 45-54: **26.4%**
  - For ages 35-44: **21.3%**
  - For ages 25-34: **10.4%**
  - For ages 65-74: **8.0%**
  - For ages 75 and older: **0.9%**
  - For ages 18-24: **0.7%**

## "Retired" by Age Range



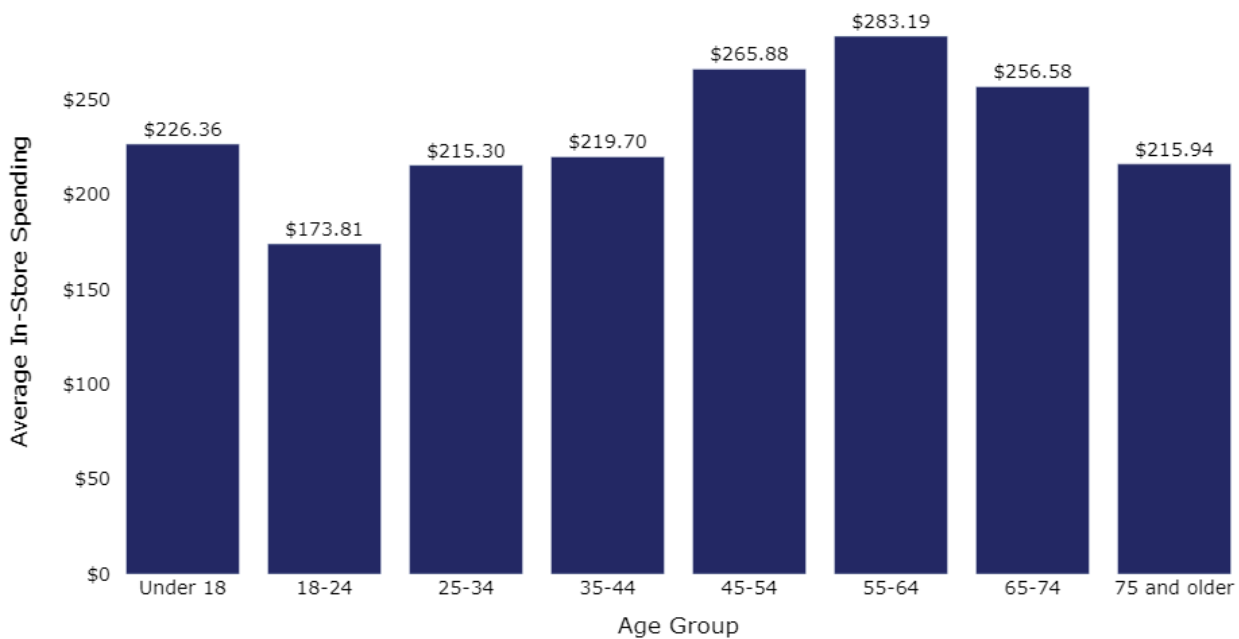
- Of those who responded 'Retired': (From 3165 responses.)
  - For ages 65-74: **55.3%**
  - For ages 75 and older: **22.1%**
  - For ages 55-64: **19.5%**
  - For ages 45-54: **1.9%**
  - For ages 25-34: **0.1%**
  - For ages 35-44: **0.1%**
  - For ages 18-24: **0.0%**

## Shopping Habits



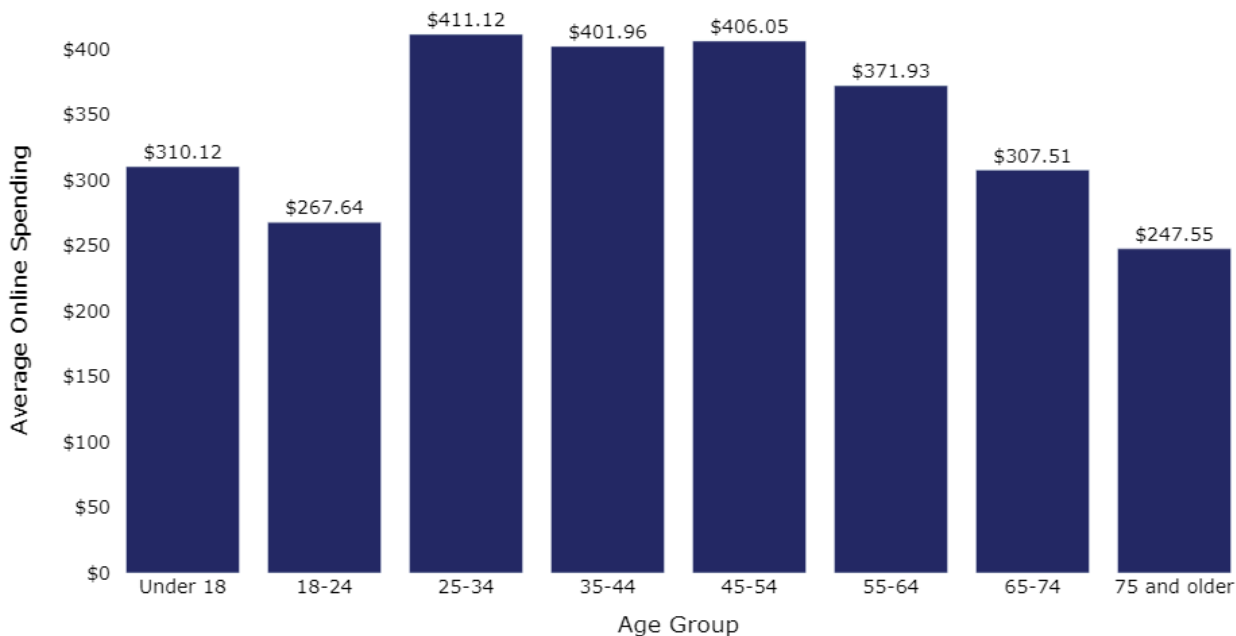
- Of the respondents, they reported that their shopping habits have changed: (From 7178 responses)
  - I buy more yarn online now.: **56%**
  - No change.: **35%**
  - I buy more yarn in person now.: **9%**

## Average In-Store Spending by Age Group



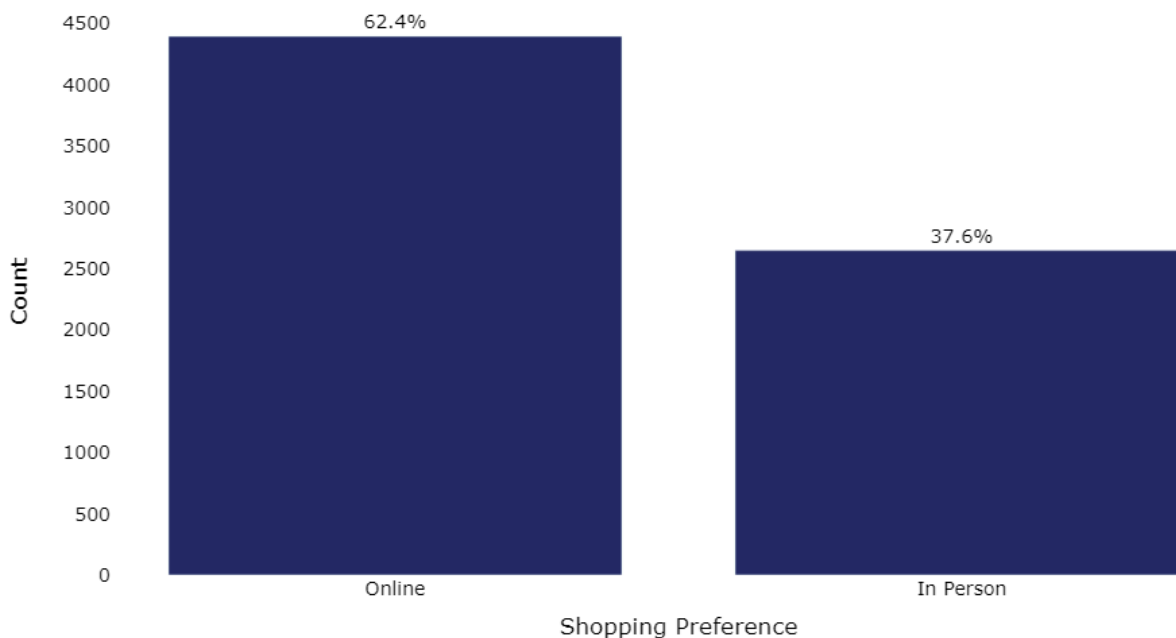
- Respondents reported making **4.7** purchases in-store per year on average, spending an average **\$53.28** per visit. On average spending **\$250.41** a year. (From 6673 responses.)
  - For ages Under 18: **6.0** purchases in-store per year, spending **\$37.73** per visit. On average spending **\$226.36** a year.
  - For ages 18-24: **4.9** purchases in-store per year, spending **\$35.46** per visit. On average spending **\$173.81** a year.
  - For ages 25-34: **4.6** purchases in-store per year, spending **\$46.88** per visit. On average spending **\$215.30** a year.
  - For ages 35-44: **4.4** purchases in-store per year, spending **\$50.26** per visit. On average spending **\$219.70** a year.
  - For ages 45-54: **5.1** purchases in-store per year, spending **\$52.54** per visit. On average spending **\$265.88** a year.
  - For ages 55-64: **5.0** purchases in-store per year, spending **\$57.01** per visit. On average spending **\$283.19** a year.
  - For ages 65-74: **4.7** purchases in-store per year, spending **\$54.74** per visit. On average spending **\$256.58** a year.
  - For ages 75 and older: **4.3** purchases in-store per year, spending **\$50.13** per visit. On average spending **\$215.94** a year.

### Average Online Spending by Age Group



- Respondents reported making **5.0** purchases online per year on average, spending an average **\$67.33** per visit. On average spending **\$338.77** a year. (From 6799 responses.)
  - For ages Under 18: **5.4** purchases in-store per year, spending **\$57.82** per visit. On average spending **\$310.12** a year.
  - For ages 18-24: **5.0** purchases in-store per year, spending **\$53.70** per visit. On average spending **\$267.64** a year.
  - For ages 25-34: **5.4** purchases in-store per year, spending **\$76.23** per visit. On average spending **\$411.12** a year.
  - For ages 35-44: **5.4** purchases in-store per year, spending **\$74.90** per visit. On average spending **\$401.96** a year.
  - For ages 45-54: **5.5** purchases in-store per year, spending **\$73.95** per visit. On average spending **\$406.05** a year.
  - For ages 55-64: **5.3** purchases in-store per year, spending **\$70.55** per visit. On average spending **\$371.93** a year.
  - For ages 65-74: **4.8** purchases in-store per year, spending **\$63.54** per visit. On average spending **\$307.51** a year.
  - For ages 75 and older: **4.3** purchases in-store per year, spending **\$57.42** per visit. On average spending **\$247.55** a year.

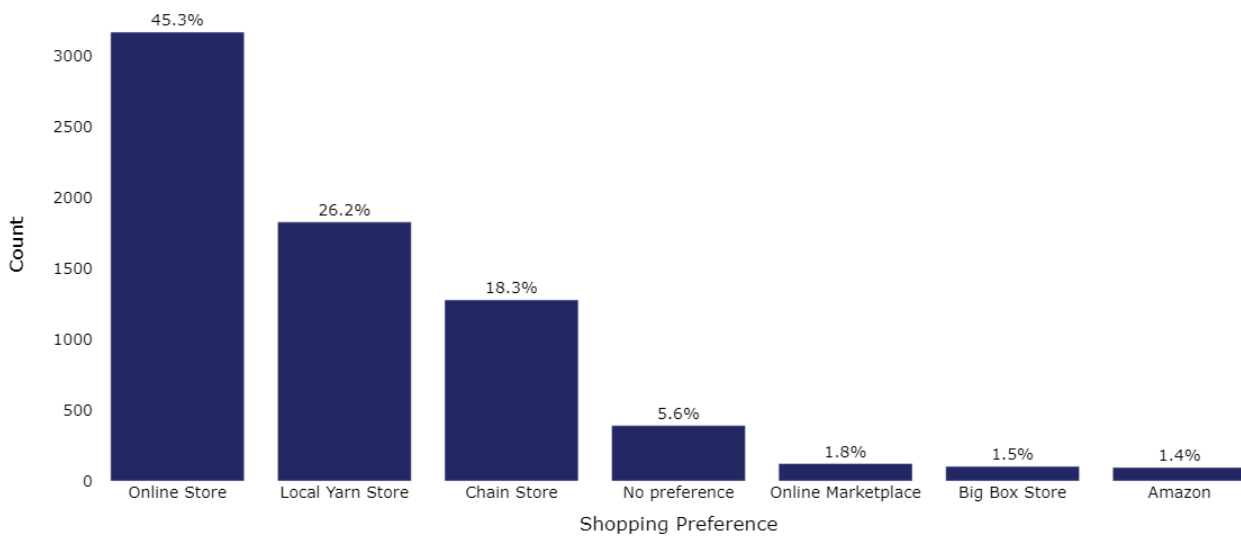
### Online vs. In-Person Yarn Shopping Preference



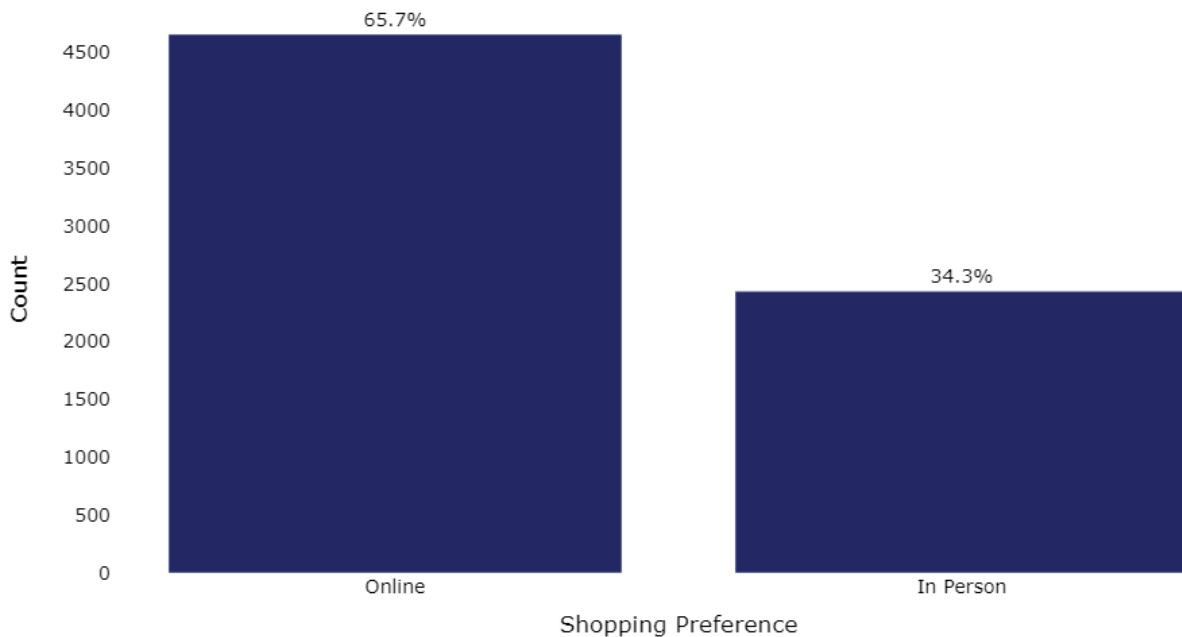


- Of the respondents **62.4%** preferred online shopping for yarn, while **37.6%** preferred shopping in person for yarn. (From 7043 responses.)
  - For ages Under 18: **30.8%** preferred shopping online, **69.2%** preferred shopping in person.
  - For ages 18-24: **67.7%** preferred shopping online, **32.3%** preferred shopping in person.
  - For ages 25-34: **73.6%** preferred shopping online, **26.4%** preferred shopping in person.
  - For ages 35-44: **72.4%** preferred shopping online, **27.6%** preferred shopping in person.
  - For ages 45-54: **67.7%** preferred shopping online, **32.3%** preferred shopping in person.
  - For ages 55-64: **61.6%** preferred shopping online, **38.4%** preferred shopping in person.
  - For ages 65-74: **59.3%** preferred shopping online, **40.7%** preferred shopping in person.
  - For ages 75 and older: **54.8%** preferred shopping online, **45.2%** preferred shopping in person.

#### Where Consumers "Most Often" Purchase Yarn

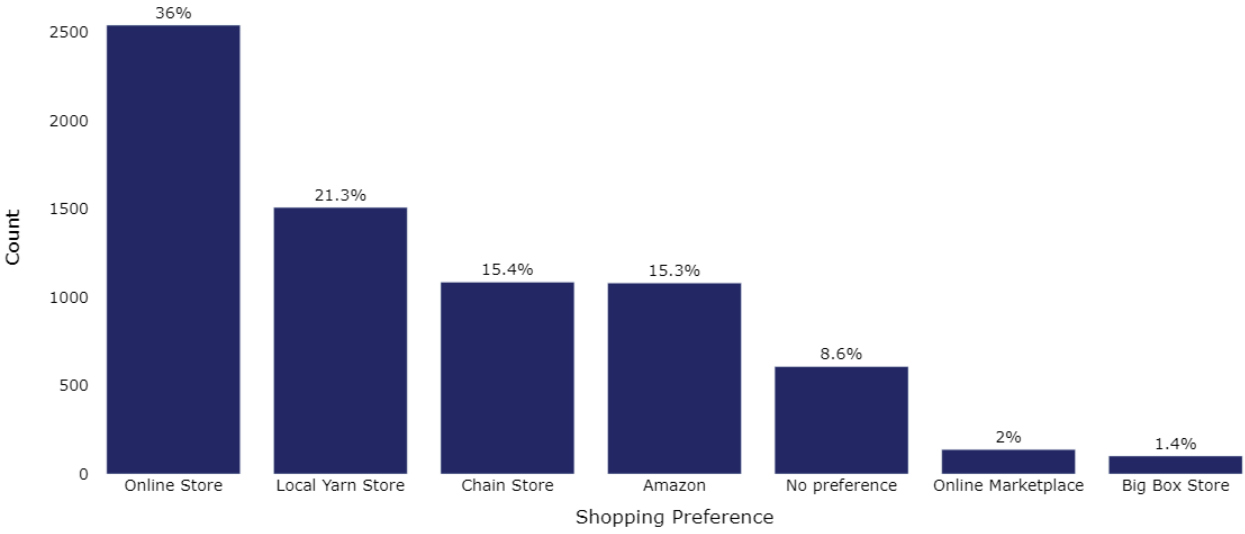


## Online vs. In-Person Tools & Accessories Shopping

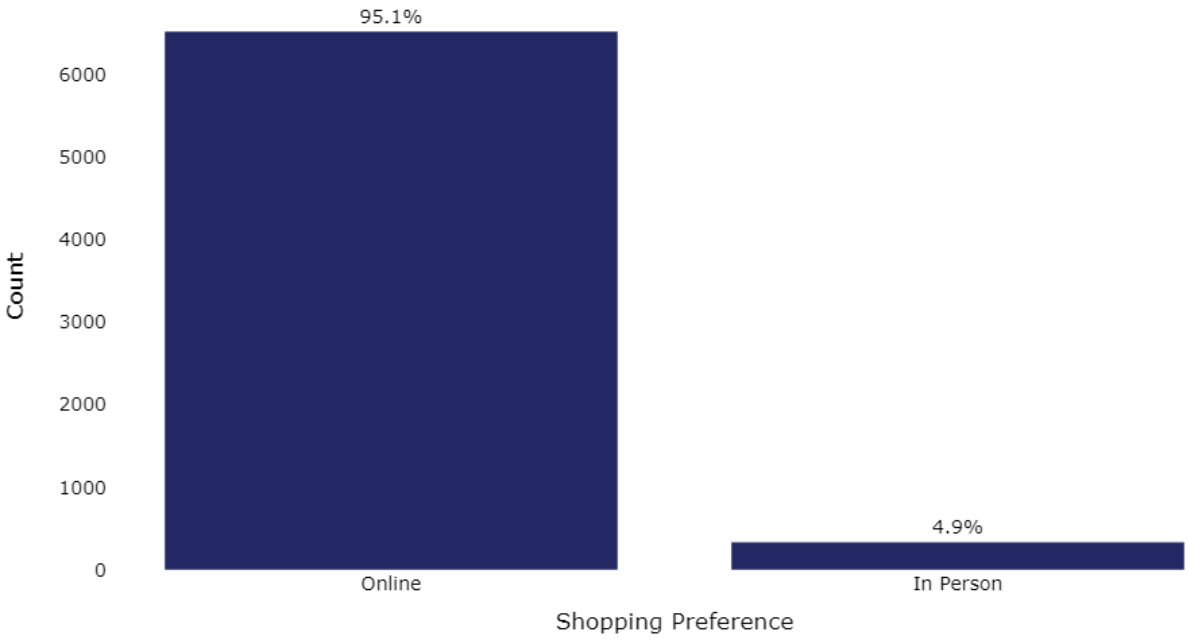


- Of the respondents **65.7%** preferred online shopping for tools & accessories, while **34.3%** preferred shopping in person for tools & accessories. (From 7090 responses.)
  - For ages Under 18: **53.8%** preferred shopping online, **46.2%** preferred shopping in person.
  - For ages 18-24: **69.2%** preferred shopping online, **30.8%** preferred shopping in person.
  - For ages 25-34: **73.9%** preferred shopping online, **26.1%** preferred shopping in person.
  - For ages 35-44: **78.7%** preferred shopping online, **21.3%** preferred shopping in person.
  - For ages 45-54: **72.7%** preferred shopping online, **27.3%** preferred shopping in person.
  - For ages 55-64: **65.2%** preferred shopping online, **34.8%** preferred shopping in person.
  - For ages 65-74: **62.3%** preferred shopping online, **37.7%** preferred shopping in person.
  - For ages 75 and older: **55.7%** preferred shopping online, **44.3%** preferred shopping in person.

### Where Consumers "Most Often" Purchase Tools & Accessories

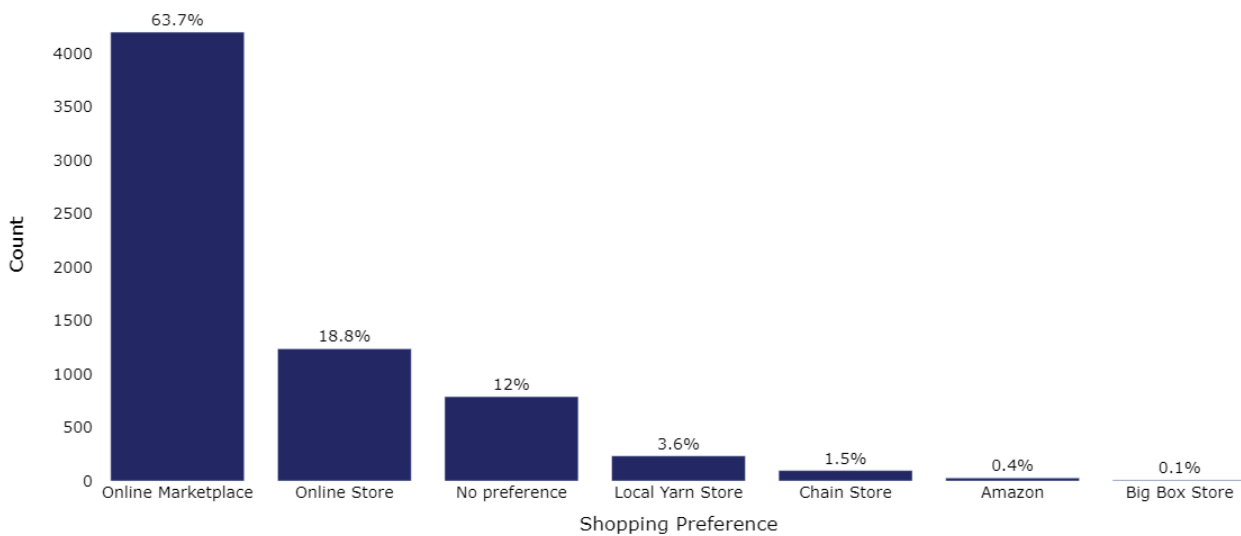


### Online vs. In-Person Pattern Shopping

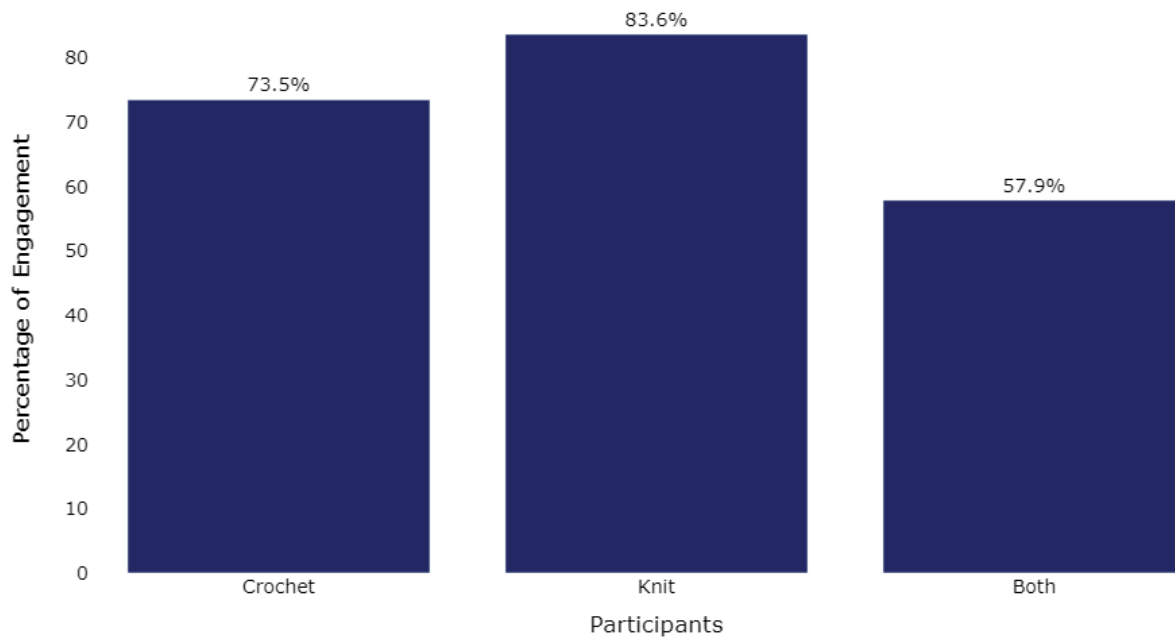


- Of the respondents **95.1%** preferred online shopping for patterns, while **4.9%** preferred shopping in person for patterns. (From 6856 responses.)
  - For ages Under 18: **90.0%** preferred shopping online, **10.0%** preferred shopping in person.
  - For ages 18-24: **100.0%** preferred shopping online, **0.0%** preferred shopping in person.
  - For ages 25-34: **98.8%** preferred shopping online, **1.2%** preferred shopping in person.
  - For ages 35-44: **97.8%** preferred shopping online, **2.2%** preferred shopping in person.
  - For ages 45-54: **98.2%** preferred shopping online, **1.8%** preferred shopping in person.
  - For ages 55-64: **96.9%** preferred shopping online, **3.1%** preferred shopping in person.
  - For ages 65-74: **93.7%** preferred shopping online, **6.3%** preferred shopping in person.
  - For ages 75 and older: **88.8%** preferred shopping online, **11.2%** preferred shopping in person.

#### Where Consumers "Most Often" Purchase Patterns

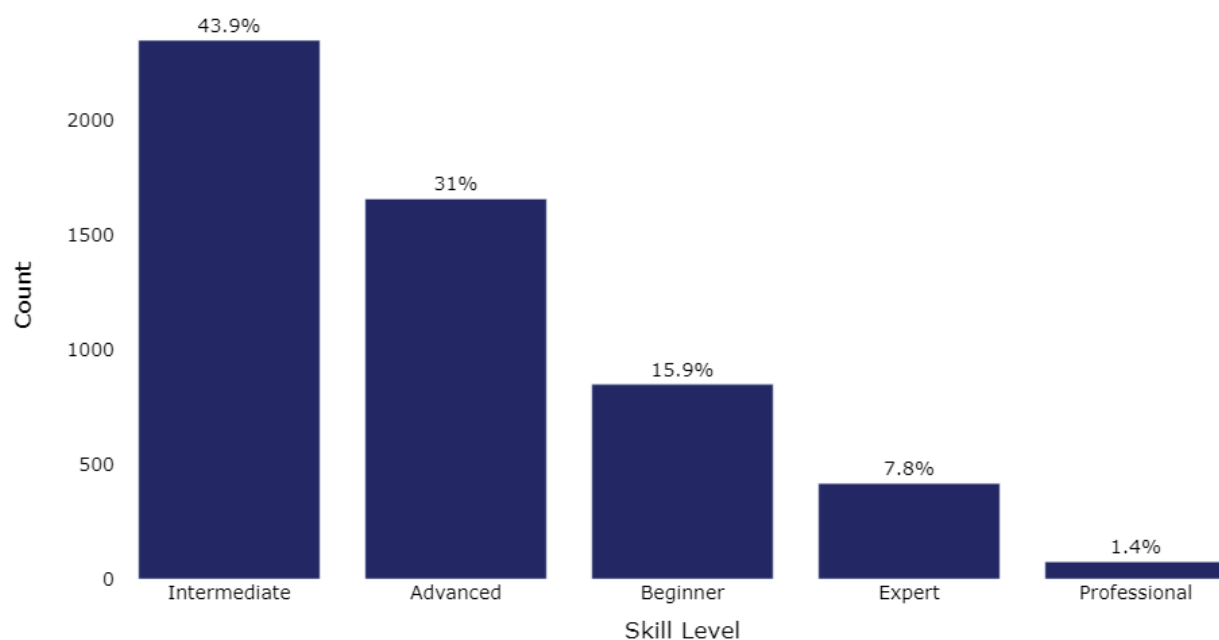


## Respondents That Crochet or Knit



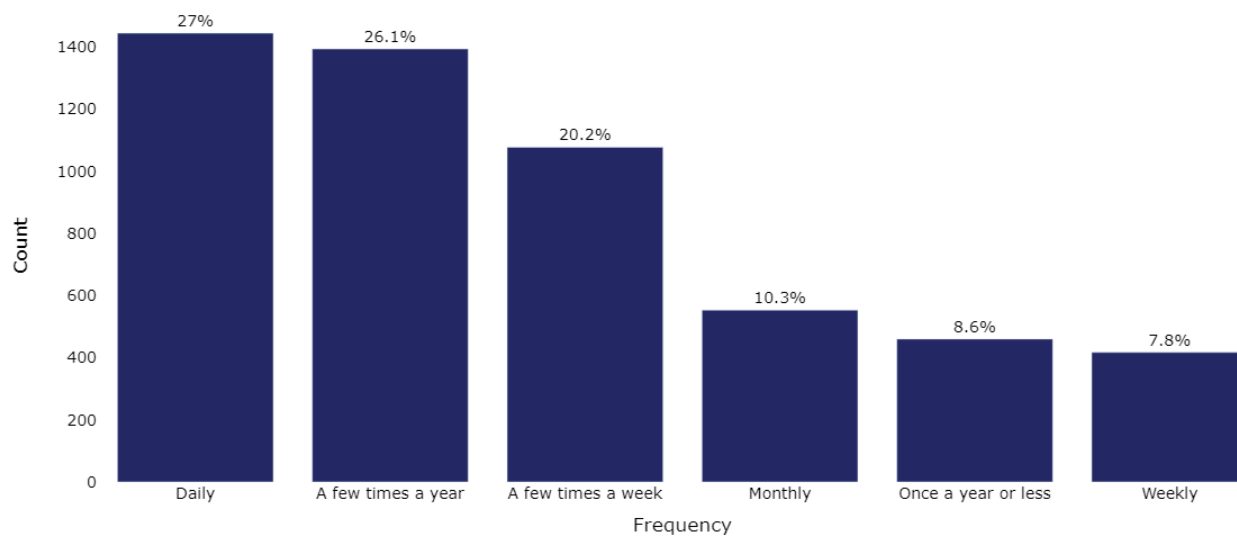
- Of the respondents, **73.5%** responded 'Yes' to crocheting, **83.6%** responded 'Yes' to knitting, while **57.9%** of respondents engage in both. (From 7558 responses.)
  - For ages Under 18, **100.0%** crochet, **61.5%** knit, and **61.5%** do both.
  - For ages 18-24, **90.8%** crochet, **67.7%** knit, and **58.5%** do both.
  - For ages 25-34, **82.6%** crochet, **73.4%** knit, and **56.3%** do both.
  - For ages 35-44, **79.1%** crochet, **78.9%** knit, and **58.0%** do both.
  - For ages 45-54, **78.5%** crochet, **78.6%** knit, and **57.2%** do both.
  - For ages 55-64, **77.5%** crochet, **81.6%** knit, and **59.0%** do both.
  - For ages 65-74, **69.7%** crochet, **89.9%** knit, and **59.7%** do both.
  - For ages 75 and older, **62.3%** crochet, **94.2%** knit, and **56.6%** do both.

## Self-Identified Crochet Skill Level



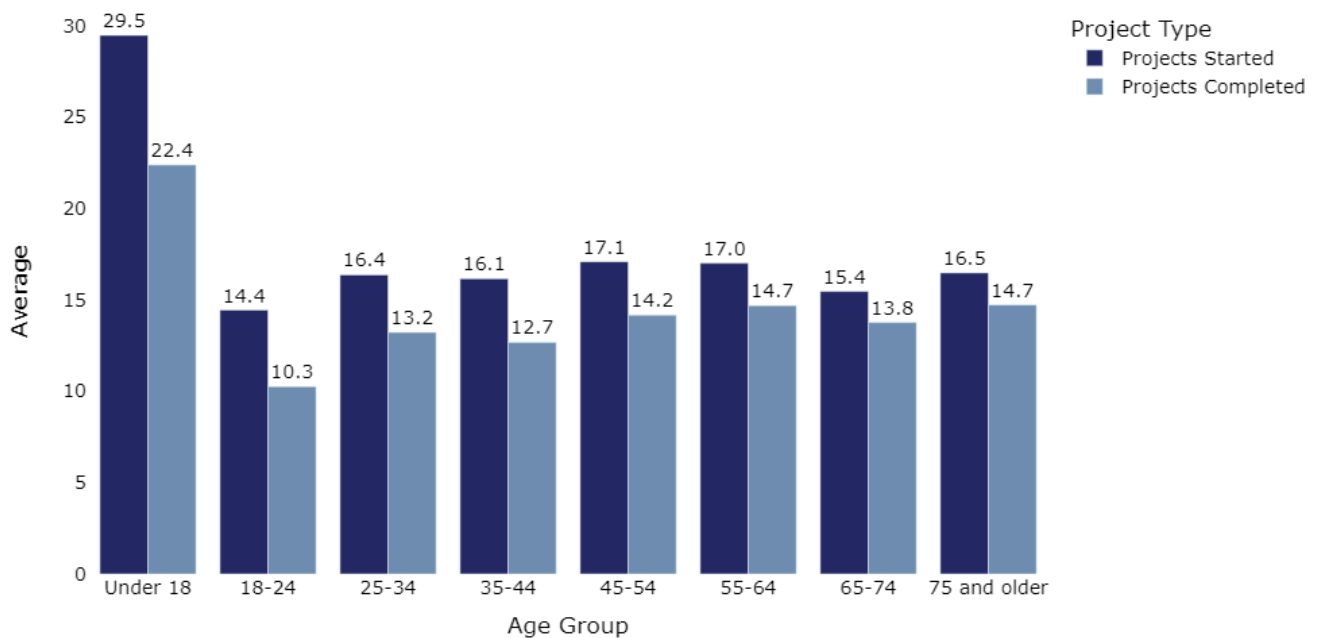
- Of the respondents who crochet, they rate their skill level as the following: (From 5554 responses.)
  - Intermediate: **43.9%**.
  - Advanced: **31.0%**.
  - Beginner: **15.9%**.
  - Expert: **7.8%**.
  - Professional: **1.4%**.

## Crochet Frequency



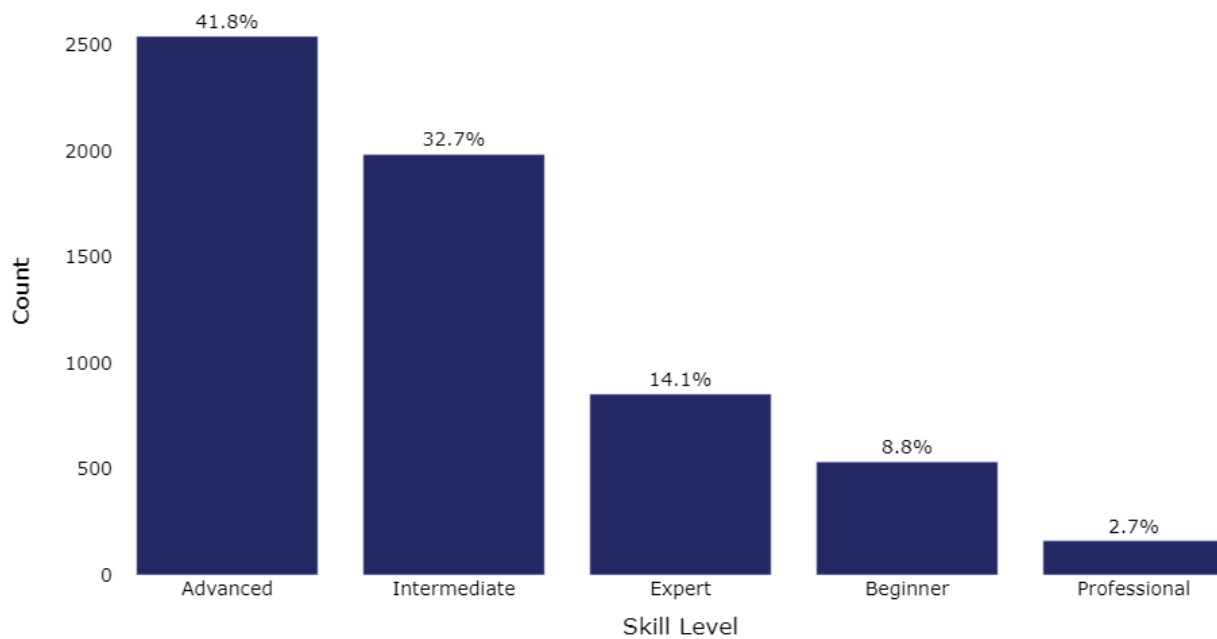
- Of the respondents who crochet, the frequency they do so is: (From 5554 responses.)
  - Daily: **27.0%**
  - A few times a year: **26.1%**
  - A few times a week: **20.2%**
  - Monthly: **10.3%**
  - Once a year or less: **8.6%**
  - Weekly: **7.8%**

### Crocheter's Started/Completed Projects



- Of the respondents, on average they start **16.4** crochet projects a year, and on average they complete **14.0** crochet projects a year. (From 5554 responses.)
  - For ages Under 18: They start **29.5** projects, and complete **22.4** projects a year.
  - For ages 18-24: They start **14.4** projects, and complete **10.2** projects a year.
  - For ages 25-34: They start **16.4** projects, and complete **13.2** projects a year.
  - For ages 35-44: They start **16.1** projects, and complete **12.7** projects a year.
  - For ages 45-54: They start **17.1** projects, and complete **14.2** projects a year.
  - For ages 55-64: They start **17.0** projects, and complete **14.7** projects a year.
  - For ages 65-74: They start **15.4** projects, and complete **13.8** projects a year.
  - For ages 75 and older: They start **16.5** projects, and complete **14.7** projects a year.

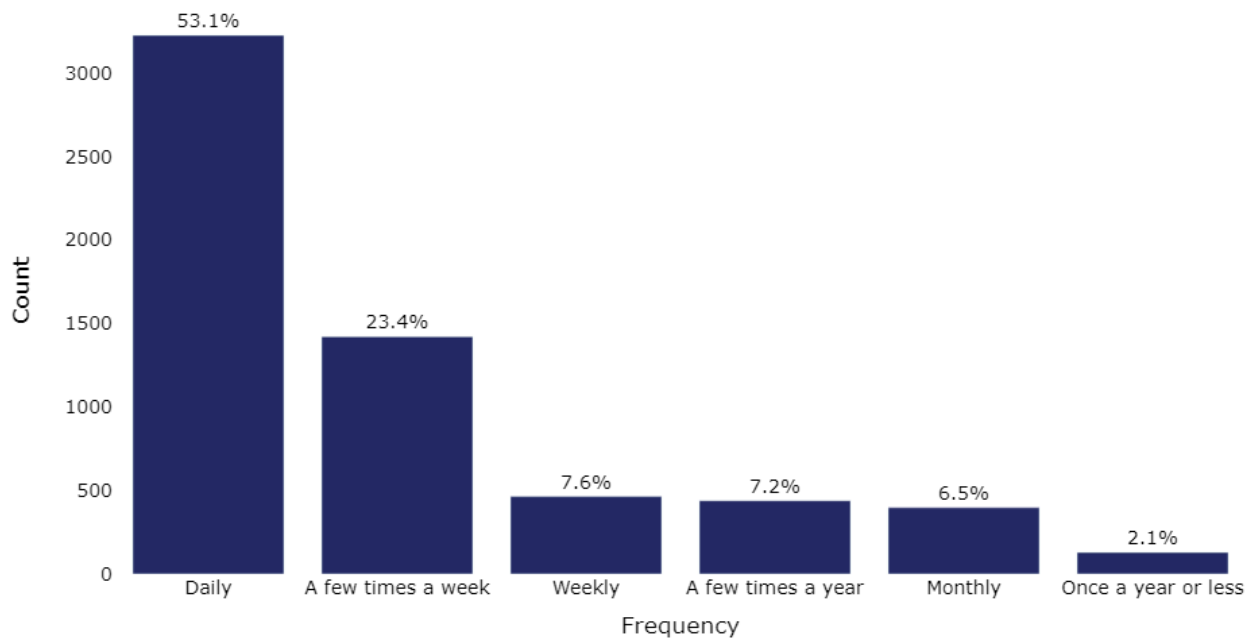
## Self-Identified Knitting Skill Level



- Of the respondents who knit, they rate their skill level as the following: (From 6322 responses.)
  - Advanced: **41.8%**.
  - Intermediate: **32.7%**.
  - Expert: **14.1%**.
  - Beginner: **8.8%**.
  - Professional: **2.7%**.

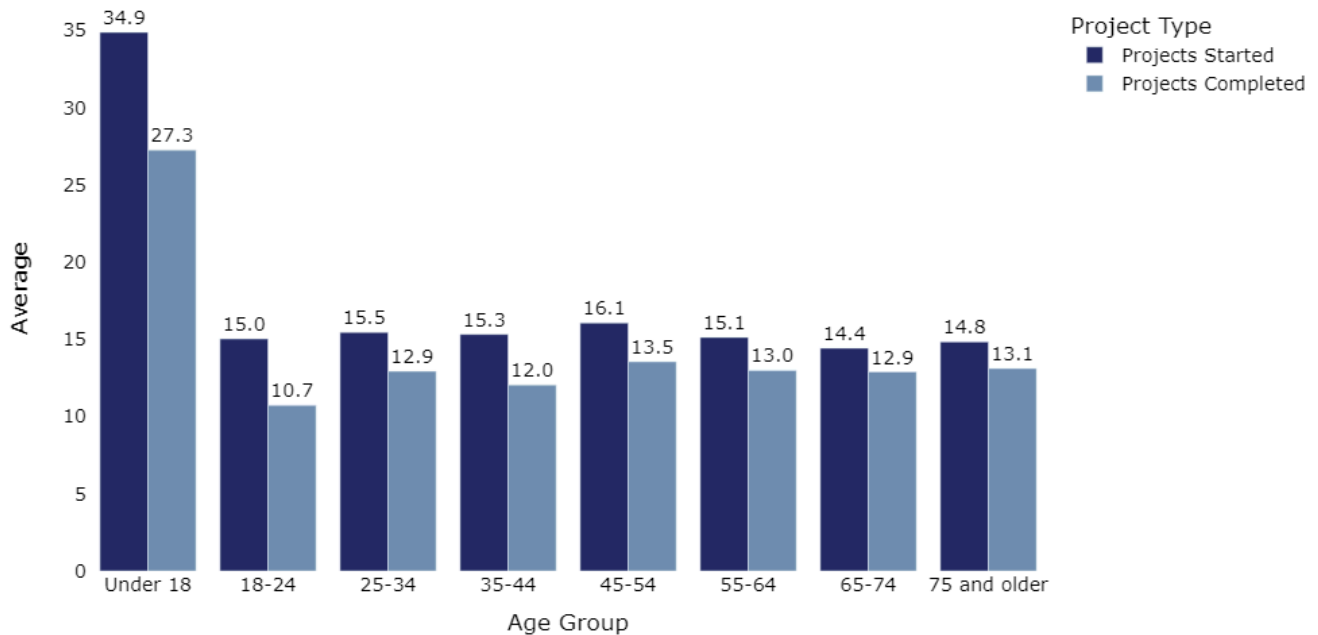


## Knitting Frequency



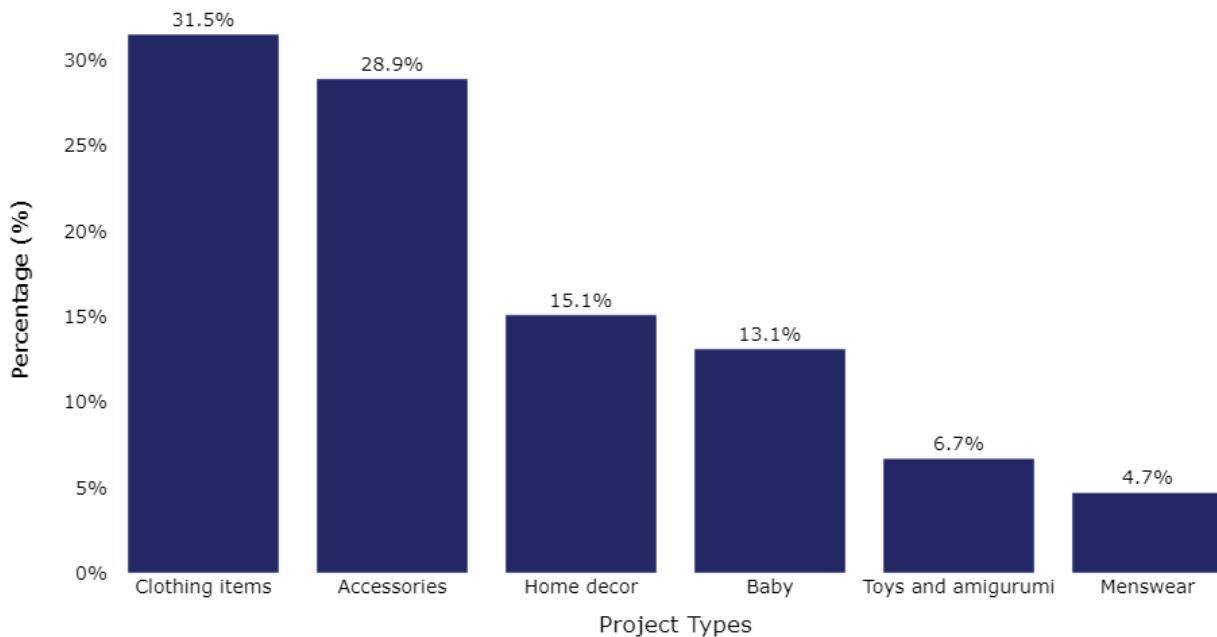
- Of the respondents who knit, the frequency they do so is: (From 6322 responses.)
  - Daily: **53.1%**.
  - A few times a week: **23.4%**.
  - Weekly: **7.6%**.
  - A few times a year: **7.2%**.
  - Monthly: **6.5%**.
  - Once a year or less: **2.1%**.

## Knitter's Started/Completed Projects



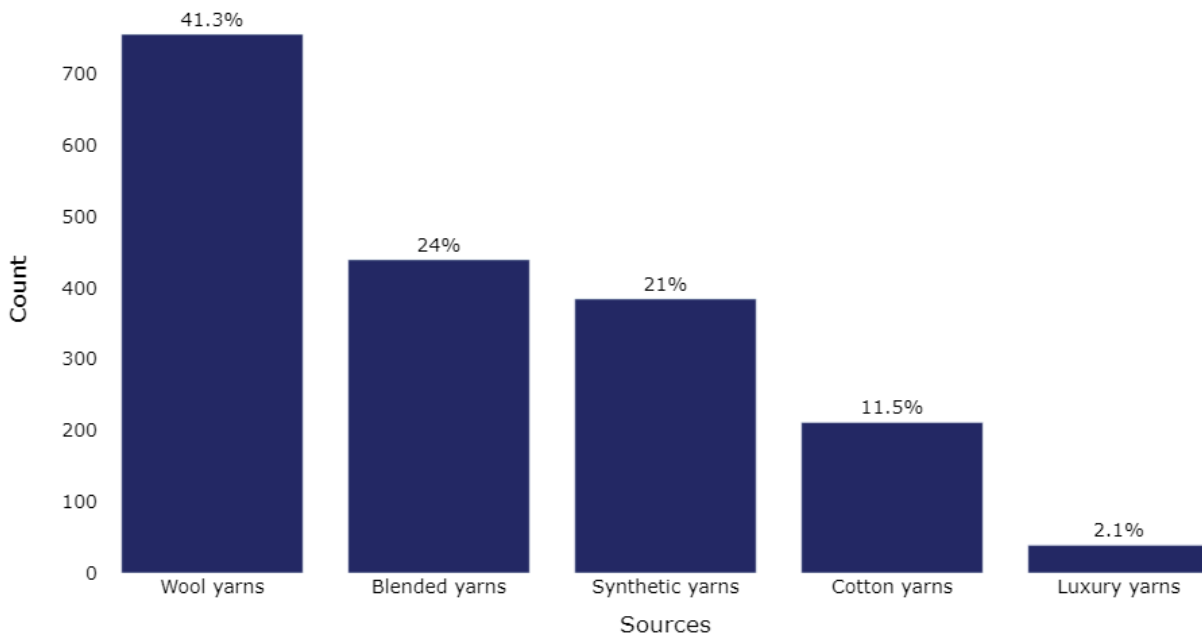
- Of the respondents, on average they start **15.0** knitting projects a year, and on average they complete **12.9** knitting projects a year. (From 6322 responses.)
  - For ages Under 18: They start **34.9** projects, and complete **27.2** projects a year.
  - For ages 18-24: They start **15.0** projects, and complete **10.7** projects a year.
  - For ages 25-34: They start **15.5** projects, and complete **12.9** projects a year.
  - For ages 35-44: They start **15.3** projects, and complete **12.0** projects a year.
  - For ages 45-54: They start **16.1** projects, and complete **13.5** projects a year.
  - For ages 55-64: They start **15.1** projects, and complete **13.0** projects a year.
  - For ages 65-74: They start **14.4** projects, and complete **12.9** projects a year.
  - For ages 75 and older: They start **14.8** projects, and complete **13.1** projects a year.

## Respondent Project Types



- Of the respondents, the most popular project type for all yarn crafts is: (From 6322 responses.)
  - For ages Under 18: The most popular types are **Clothing items (44.0%)**, then **Accessories (28.0%)**, followed by **Toys and amigurumi (16.0%)**.
  - For ages 18-24: The most popular types are **Clothing items (37.4%)**, then **Accessories (20.9%)**, followed by **Toys and amigurumi (15.1%)**.
  - For ages 25-34: The most popular types are **Clothing items (32.9%)**, then **Accessories (25.7%)**, followed by **Home decor (16.1%)**.
  - For ages 35-44: The most popular types are **Clothing items (30.4%)**, then **Accessories (27.9%)**, followed by **Home decor (16.5%)**.
  - For ages 45-54: The most popular types are **Clothing items (31.3%)**, then **Accessories (28.4%)**, followed by **Home decor (16.9%)**.
  - For ages 55-64: The most popular types are **Clothing items (30.7%)**, then **Accessories (29.1%)**, followed by **Home decor (16.4%)**.
  - For ages 65-74: The most popular types are **Clothing items (32.0%)**, then **Accessories (29.5%)**, followed by **Baby (15.1%)**.
  - For ages 75 and older: The most popular types are **Clothing items (31.5%)**, then **Accessories (30.0%)**, followed by **Baby (17.0%)**.

## Preferred Yarn Fiber

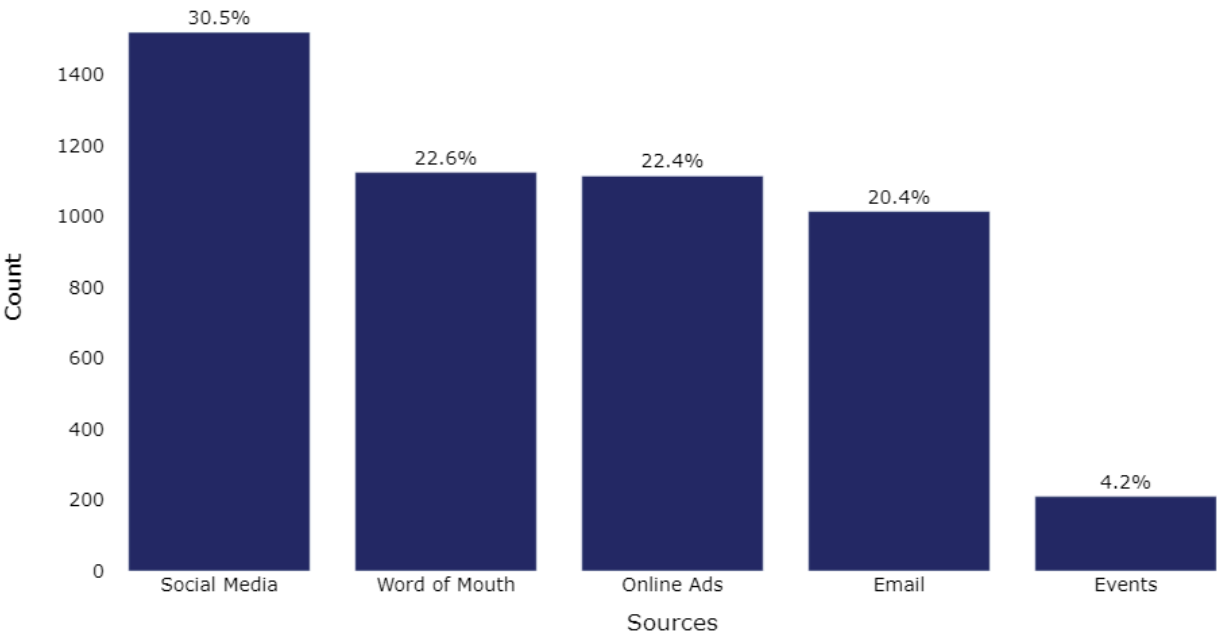


- Of the respondents, their preferred yarn fiber is: (From 1828 responses.)
  - For ages Under 18: Preferred **Wool yarns (50.0%)** and **Cotton yarns (50.0%)**.
  - For ages 18-24: Preferred **Synthetic yarns (50.0%)**, then **Wool yarns (22.2%)**, followed by **Cotton yarns (22.2%)**.
  - For ages 25-34: Preferred **Wool yarns (39.8%)**, then **Synthetic yarns (24.1%)**, followed by **Blended yarns (18.1%)**.
  - For ages 35-44: Preferred **Wool yarns (50.9%)**, then **Blended yarns (18.6%)**, followed by **Synthetic yarns (18.6%)**.
  - For ages 45-54: Preferred **Wool yarns (41.5%)**, then **Blended yarns (25.6%)**, followed by **Synthetic yarns (15.9%)**.
  - For ages 55-64: Preferred **Wool yarns (41.8%)**, then **Blended yarns (22.4%)**, followed by **Synthetic yarns (20.7%)**.
  - For ages 65-74: Preferred **Wool yarns (40.4%)**, then **Blended yarns (28.0%)**, followed by **Synthetic yarns (19.0%)**.
  - For ages 75 and older: Preferred **Wool yarns (40.4%)**, then **Synthetic yarns (26.5%)**, followed by **Blended yarns (25.1%)**.

Common Sentiments by Preferred Fiber Group

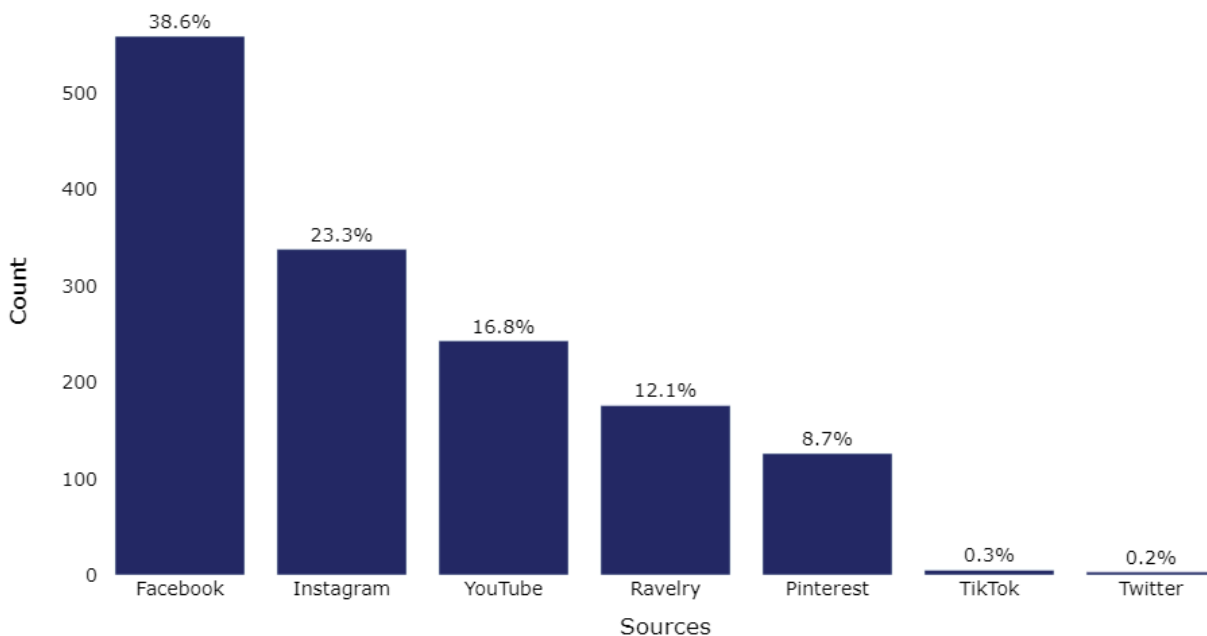
Synthetic yarns	Wool yarns	Blended yarns	Cotton yarns	Luxury yarns
easy: 30	quality: 60	color: 29	quality: 17	quality: 4
washable: 26	prefer: 56	good: 27	color: 15	buy: 4
care: 24	natural: 54	pattern: 23	natural: 13	soft: 4
color: 23	color: 46	easy: 22	good: 12	feel: 3
work: 14	price: 38	quality: 21	love: 10	im: 3
price: 14	good: 33	care: 20	work: 9	high: 2
wash: 11	sweater: 30	make: 19	use: 8	softness: 2
feel: 11	warm: 30	feel: 16	feel: 8	garment: 2

Brand Recognition Source



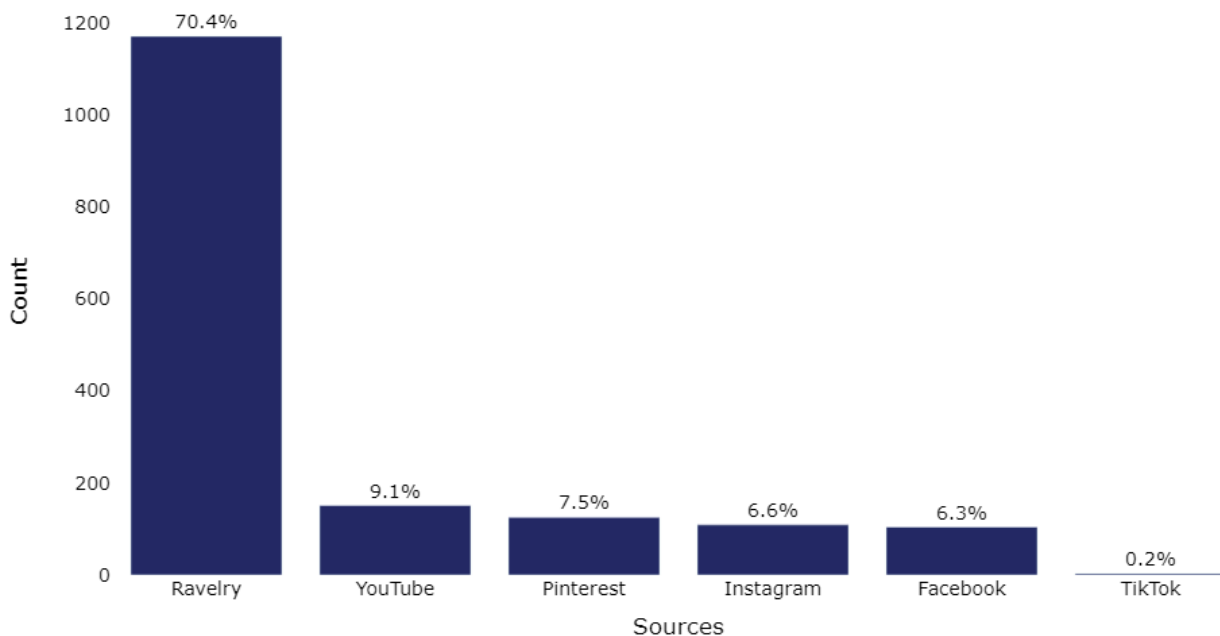
- Of the respondents, the most popular brand discovery sources are: (From 7140 responses.)
  - For ages Under 18: Preferred **Social Media (50.0%)**, then **Word of Mouth (30.0%)**, followed by **Email (20.0%)**.
  - For ages 18-24: Preferred **Social Media (31.6%)**, then **Online Ads (24.6%)**, followed by **Word of Mouth (22.8%)**.
  - For ages 25-34: Preferred **Social Media (42.3%)**, then **Online Ads (22.6%)**, followed by **Word of Mouth (21.9%)**.
  - For ages 35-44: Preferred **Social Media (39.4%)**, then **Word of Mouth (25.8%)**, followed by **Online Ads (20.3%)**.
  - For ages 45-54: Preferred **Social Media (39.7%)**, then **Online Ads (23.3%)**, followed by **Word of Mouth (22.9%)**.
  - For ages 55-64: Preferred **Social Media (34.1%)**, then **Word of Mouth (20.7%)**, followed by **Email (20.3%)**.
  - For ages 65-74: Preferred **Email (24.7%)**, then **Social Media (23.7%)**, followed by **Online Ads (23.6%)**.
  - For ages 75 and older: Preferred **Email (28.4%)**, then **Word of Mouth (26.1%)**, followed by **Online Ads (23.3%)**.

## Social Media Source



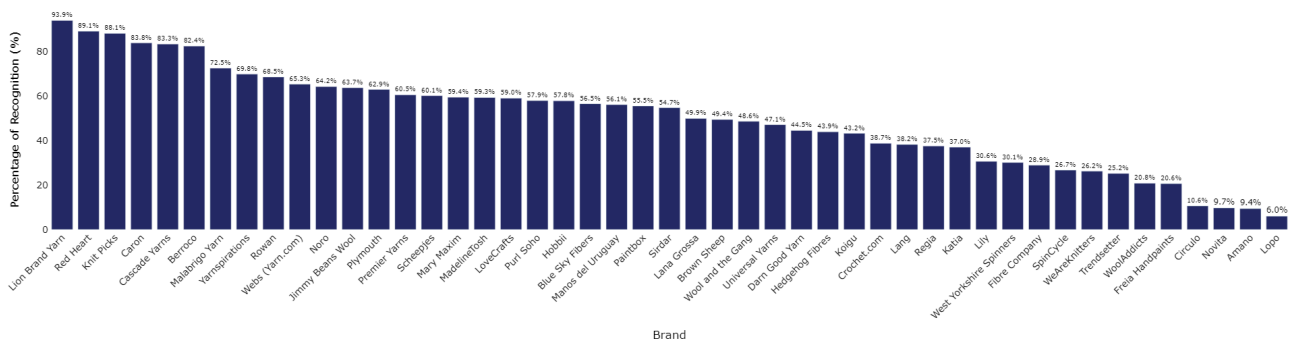
- Of the respondents that discovered a brand through social media, the most popular is: (From 1450 responses.)
  - For ages Under 18: Discovered through **YouTube (60.0%)**, then **Instagram (20.0%)**, followed by **TikTok (20.0%)**.
  - For ages 18-24: Discovered through **YouTube (50.0%)**, then **Instagram (43.8%)**, followed by **Pinterest (6.2%)**.
  - For ages 25-34: Discovered through **Instagram (50.8%)**, then **YouTube (26.2%)**, followed by **Facebook (10.7%)**.
  - For ages 35-44: Discovered through **Instagram (32.9%)**, then **Facebook (30.0%)**, followed by **YouTube (17.4%)**.
  - For ages 45-54: Discovered through **Facebook (37.1%)**, then **Instagram (24.0%)**, followed by **YouTube (21.7%)**.
  - For ages 55-64: Discovered through **Facebook (42.1%)**, then **Instagram (19.9%)**, followed by **YouTube (16.0%)**.
  - For ages 65-74: Discovered through **Facebook (52.5%)**, then **Pinterest (13.3%)**, followed by **Ravelry (13.3%)**.
  - For ages 75 and older: Discovered through **Facebook (59.7%)**, then **Ravelry (16.4%)**, followed by **Pinterest (9.0%)**.

## Social Media Project Inspiration

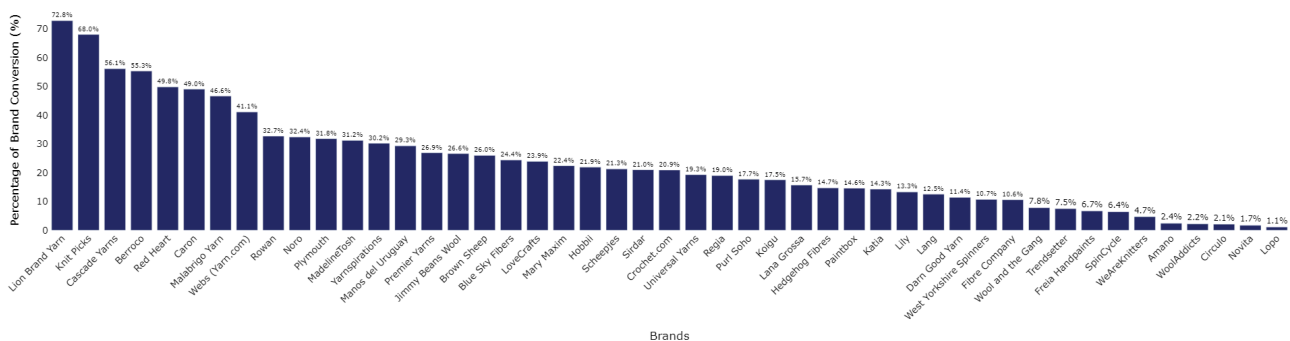


- Of the respondents, the most popular social media platform for inspiration is: (From 1662 responses.)
  - For ages Under 18: Preferred **Ravelry (100.0%)**.
  - For ages 18-24: Preferred **Instagram (40.0%)**, then **Ravelry (26.7%)**, followed by **Pinterest (20.0%)**.
  - For ages 25-34: Preferred **Ravelry (52.1%)**, then **Instagram (19.2%)**, followed by **Pinterest (13.7%)**.
  - For ages 35-44: Preferred **Ravelry (59.7%)**, then **Instagram (13.7%)**, followed by **Pinterest (10.8%)**.
  - For ages 45-54: Preferred **Ravelry (58.7%)**, then **Instagram (12.3%)**, followed by **YouTube (11.0%)**.
  - For ages 55-64: Preferred **Ravelry (65.6%)**, then **YouTube (11.7%)**, followed by **Pinterest (8.5%)**.
  - For ages 65-74: Preferred **Ravelry (78.7%)**, then **Facebook (7.0%)**, followed by **YouTube (6.2%)**.
  - For ages 75 and older: Preferred **Ravelry (80.5%)**, then **YouTube (6.5%)**, followed by **Pinterest (6.5%)**.

Brand Recognition

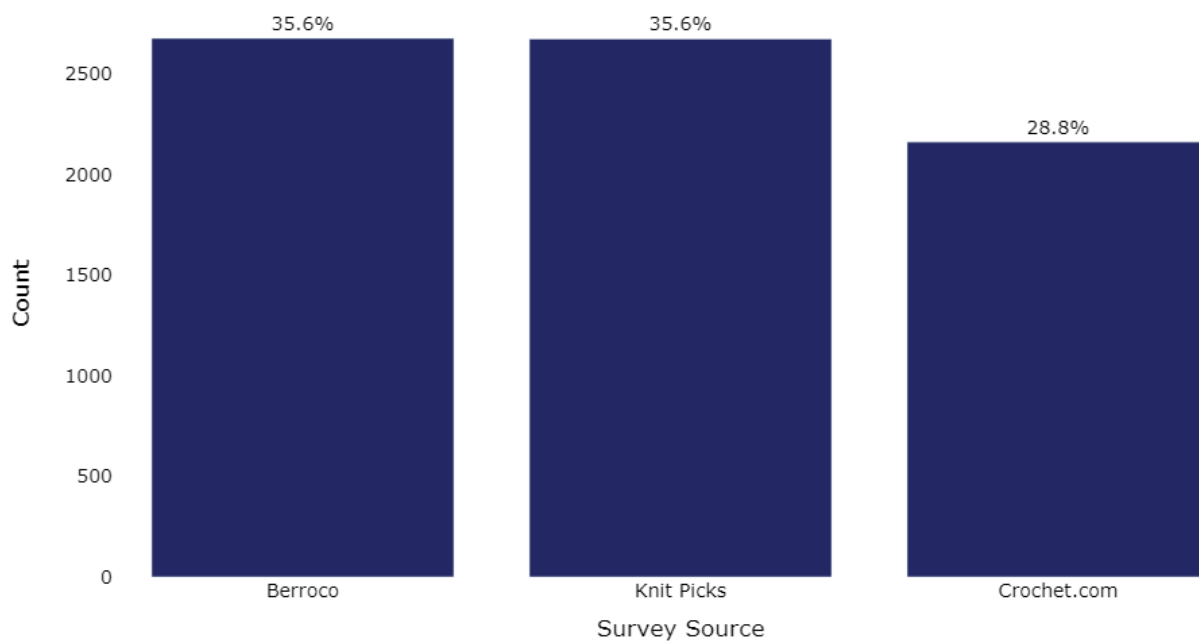


Brand Conversion





## Survey Source



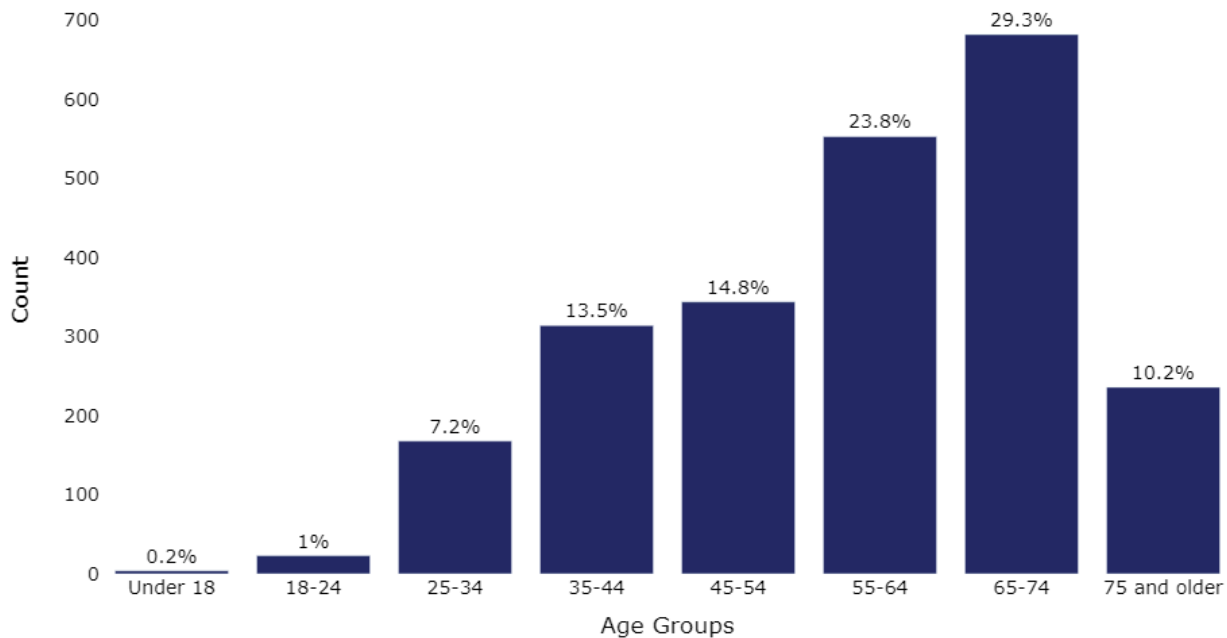
- Of the respondents, the survey sources are as follows: (From 7510 responses)
  - Berroco: (36%)
  - Knit Picks: (36%)
  - Crochet.com: (29%)

# Knit Picks

This section will focus on questions answered by Knit Picks respondents, and the questions unique to Knit Picks.

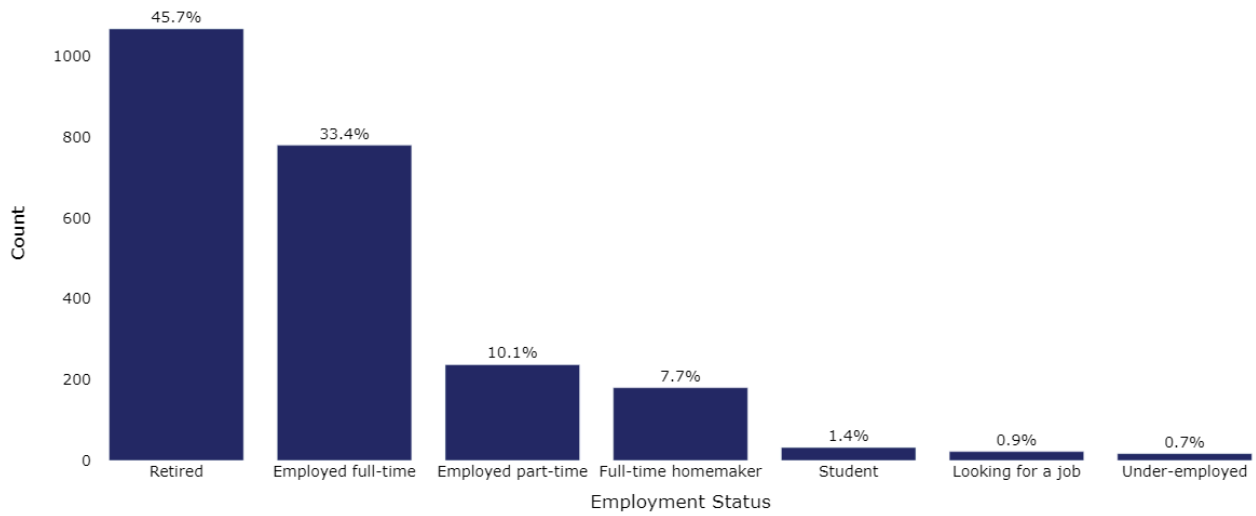
# Demographic Summary

Customer Age Distribution



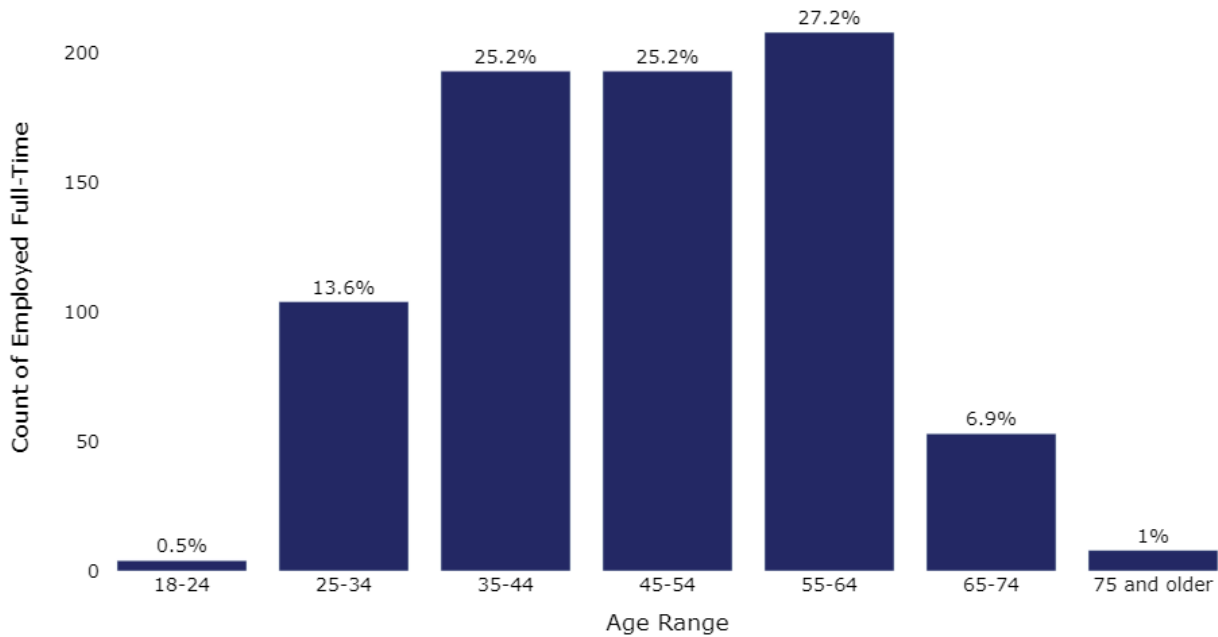
- Out of **2324** respondents, the average respondent age is: **57** and the median age is: **59**. (From 2324 responses)
- Of these respondents, they identify as: (From 2324 responses)
  - Woman: **97.2%**
  - Non-Conforming / Non-Binary: **1.3%**
  - Man: **1.3%**
  - Transgender: **0.2%**
- The average household income ranges from **\$74,683** to **\$94,229**. (From 1785 responses)
  - For ages **Under 18**: the average is between **\$0** and **\$20,000**.
  - For ages **18-24**: the average is between **\$45,312** and **\$64,062**.
  - For ages **25-34**: the average is between **\$82,372** and **\$104,196**.
  - For ages **35-44**: the average is between **\$94,559** and **\$117,415**.
  - For ages **45-54**: the average is between **\$92,639** and **\$114,806**.
  - For ages **55-64**: the average is between **\$81,923** and **\$102,595**.
  - For ages **65-74**: the average is between **\$61,834** and **\$79,205**.
  - For ages **75 and older**: the average is between **\$53,488** and **\$69,805**.

## Employment Status



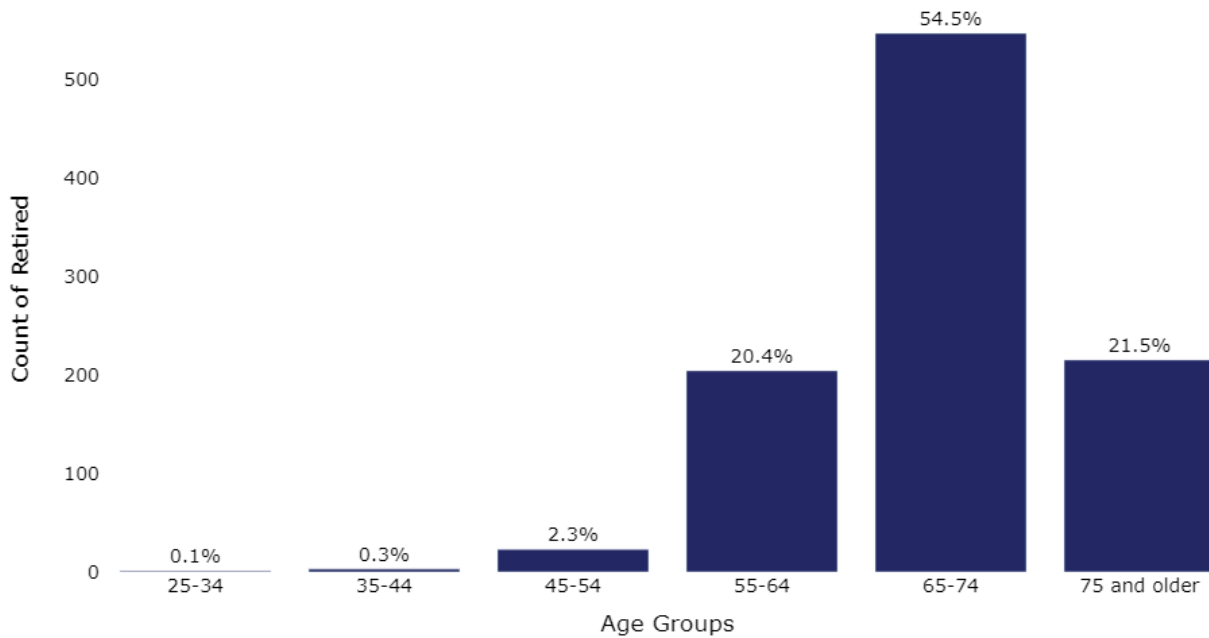
- Of the respondents, their employment statuses are as follows: (From 2336 responses)
  - Retired: **46%**
  - Employed full-time: **33%**
  - Employed part-time: **10%**
  - Full-time homemaker: **8%**
  - Student: **1%**
  - Looking for a job: **1%**
  - Under-employed: **1%**

## "Employed Full-Time" by Age Range



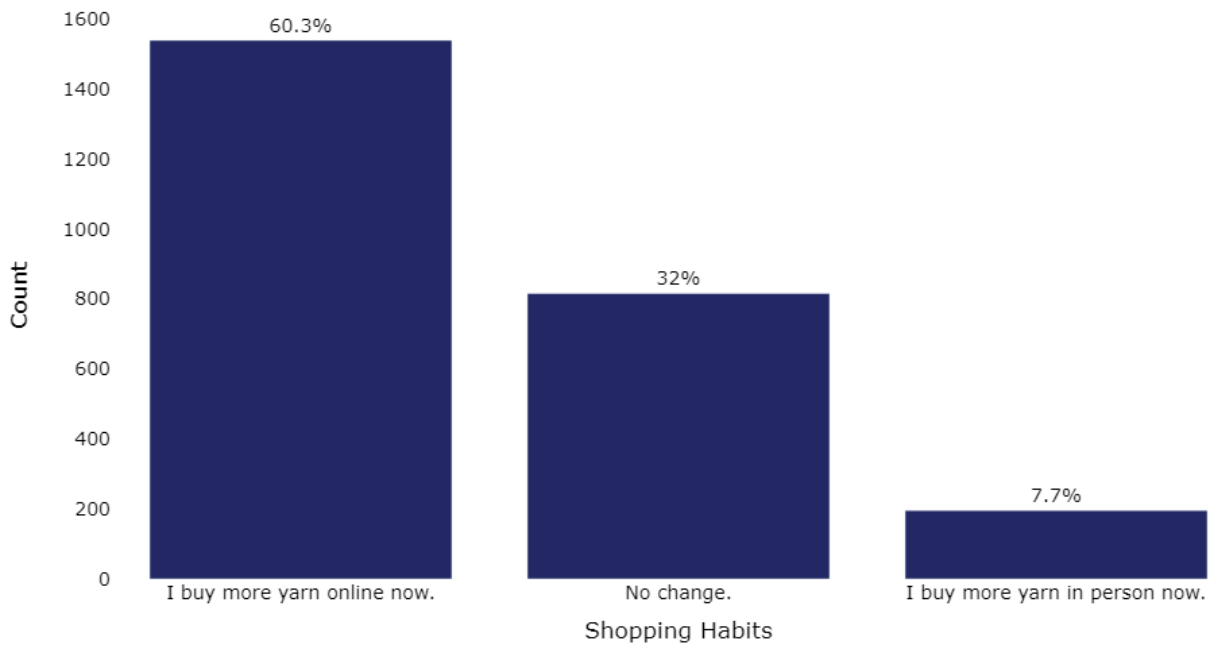
- Of those who responded 'Employed Full-Time': (From 780 responses.)
  - For ages 55-64: **27.2%**
  - For ages 35-44: **25.2%**
  - For ages 45-54: **25.2%**
  - For ages 25-34: **13.6%**
  - For ages 65-74: **6.9%**
  - For ages 75 and older: **1.0%**
  - For ages 18-24: **0.5%**

## "Retired" by Age Range



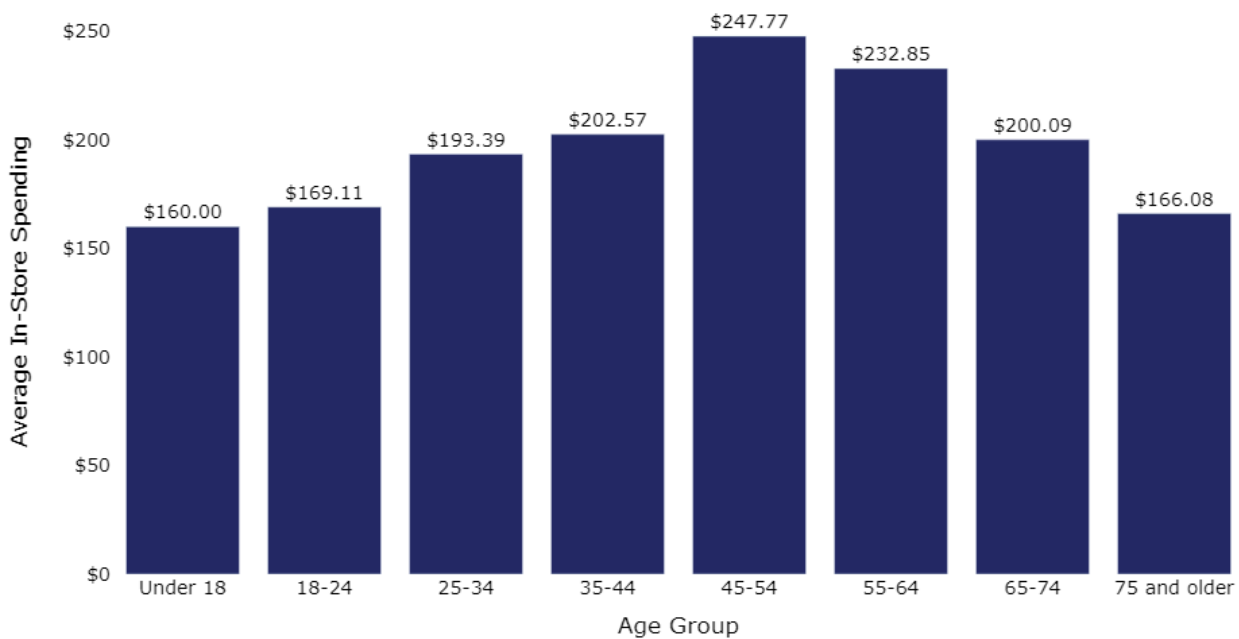
- Of those who responded 'Retired': (From 1068 responses.)
  - For ages 65-74: **54.5%**
  - For ages 75 and older: **21.5%**
  - For ages 55-64: **20.4%**
  - For ages 45-54: **2.3%**
  - For ages 35-44: **0.3%**
  - For ages 25-34: **0.1%**

## Shopping Habits



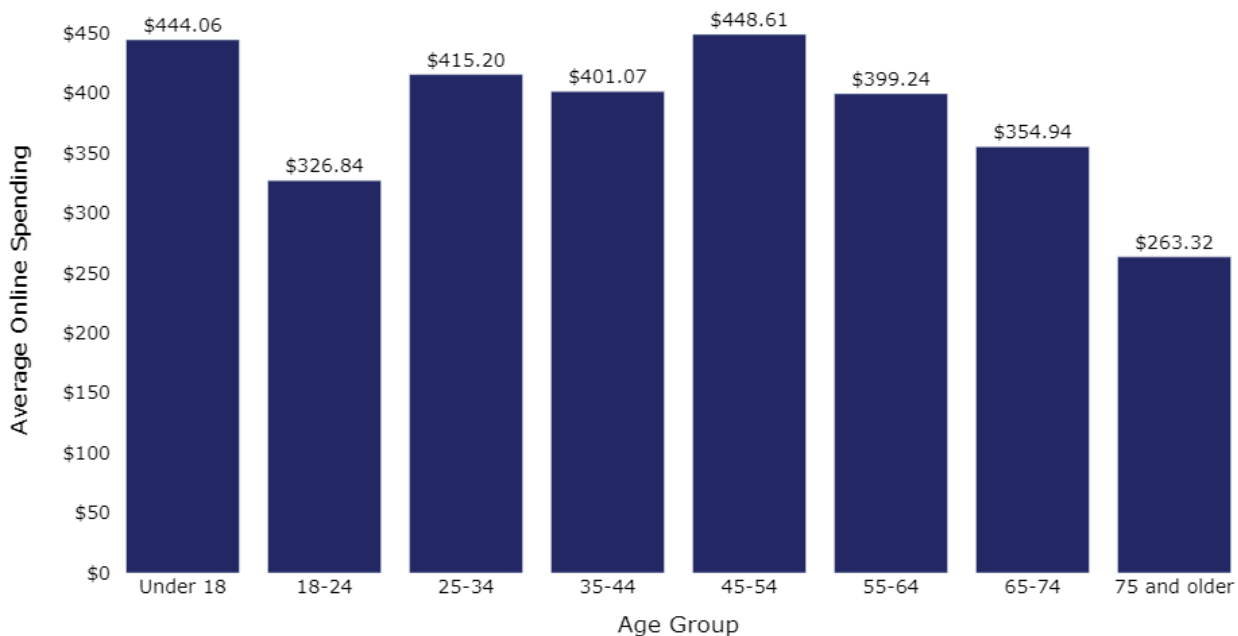
- Of the respondents, they reported that their shopping habits have changed: (From 2551 responses)
  - I buy more yarn online now.: **60%**
  - No change.: **32%**
  - I buy more yarn in person now.: **8%**

## Average In-Store Spending by Age Group



- Respondents reported making **4.1** purchases in-store per year on average, spending an average **\$50.73** per visit. On average spending **\$209.17** a year. (From 2381 responses.)
  - For ages 'Under 18': **8.0** purchases in-store per year, spending **\$20.00** per visit. On average spending **\$160.00** a year.
  - For ages '18-24': **3.9** purchases in-store per year, spending **\$43.42** per visit. On average spending **\$169.11** a year.
  - For ages '25-34': **4.1** purchases in-store per year, spending **\$46.85** per visit. On average spending **\$193.39** a year.
  - For ages '35-44': **4.1** purchases in-store per year, spending **\$49.90** per visit. On average spending **\$202.57** a year.
  - For ages '45-54': **4.6** purchases in-store per year, spending **\$54.15** per visit. On average spending **\$247.77** a year.
  - For ages '55-64': **4.3** purchases in-store per year, spending **\$54.26** per visit. On average spending **\$232.85** a year.
  - For ages '65-74': **4.0** purchases in-store per year, spending **\$50.31** per visit. On average spending **\$200.09** a year.
  - For ages '75 and older': **3.7** purchases in-store per year, spending **\$44.33** per visit. On average spending **\$166.08** a year.

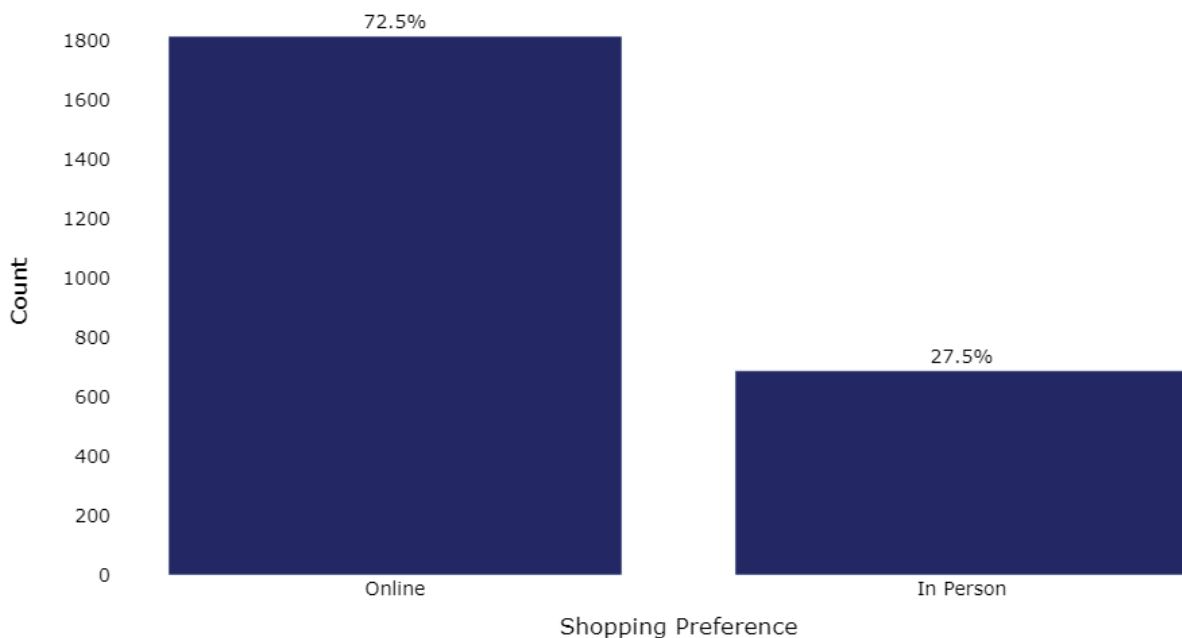
### Average Online Spending by Age Group





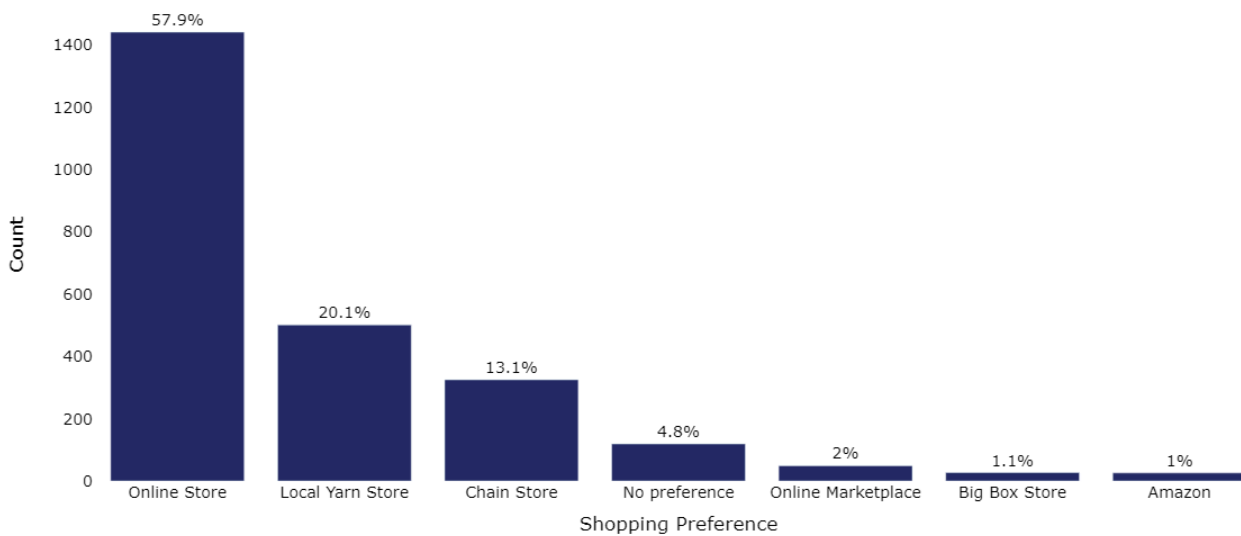
- Respondents reported making **5.1** purchases online per year on average, spending an average **\$72.67** per visit. On average spending **\$373.65** a year. (From 2430 responses.)
  - For ages 'Under 18': **8.8** purchases in-store per year, spending **\$50.75** per visit. On average spending **\$444.06** a year.
  - For ages '18-24': **4.7** purchases in-store per year, spending **\$69.00** per visit. On average spending **\$326.84** a year.
  - For ages '25-34': **5.1** purchases in-store per year, spending **\$81.35** per visit. On average spending **\$415.20** a year.
  - For ages '35-44': **5.3** purchases in-store per year, spending **\$75.90** per visit. On average spending **\$401.07** a year.
  - For ages '45-54': **5.4** purchases in-store per year, spending **\$82.94** per visit. On average spending **\$448.61** a year.
  - For ages '55-64': **5.3** purchases in-store per year, spending **\$75.15** per visit. On average spending **\$399.24** a year.
  - For ages '65-74': **5.1** purchases in-store per year, spending **\$69.11** per visit. On average spending **\$354.94** a year.
  - For ages '75 and older': **4.4** purchases in-store per year, spending **\$60.11** per visit. On average spending **\$263.32** a year.

### Online vs. In-Person Yarn Shopping Preference

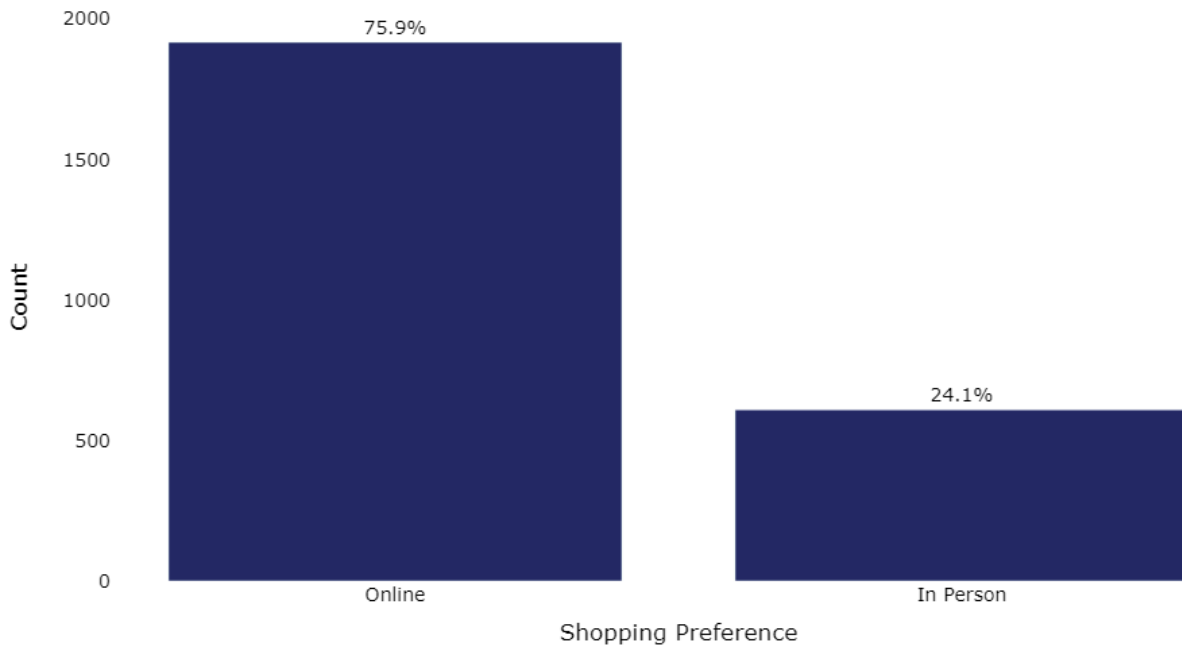


- Of the respondents **72.5%** preferred online shopping for yarn, while **27.5%** preferred shopping in person for yarn. (From 2502 responses.)
  - For ages Under 18: **50.0%** preferred shopping online, **50.0%** preferred shopping in person.
  - For ages 18-24: **82.6%** preferred shopping online, **17.4%** preferred shopping in person.
  - For ages 25-34: **76.6%** preferred shopping online, **23.4%** preferred shopping in person.
  - For ages 35-44: **75.8%** preferred shopping online, **24.2%** preferred shopping in person.
  - For ages 45-54: **72.9%** preferred shopping online, **27.1%** preferred shopping in person.
  - For ages 55-64: **71.9%** preferred shopping online, **28.1%** preferred shopping in person.
  - For ages 65-74: **73.8%** preferred shopping online, **26.2%** preferred shopping in person.
  - For ages 75 and older: **65.9%** preferred shopping online, **34.1%** preferred shopping in person.

#### Where Consumers "Most Often" Purchase Yarn

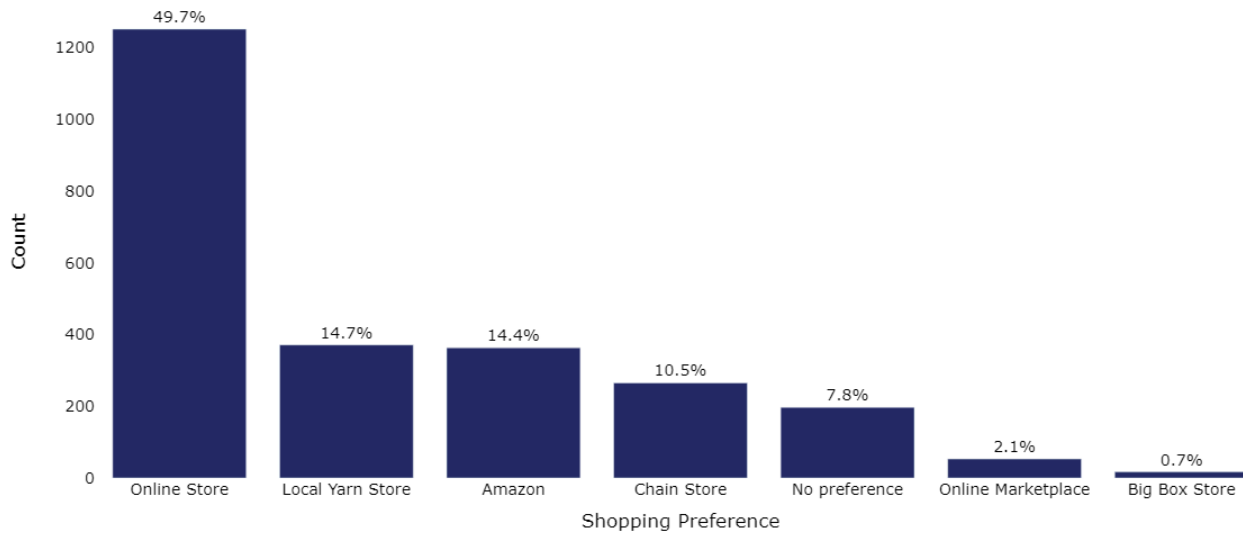


## Online vs. In-Person Tools & Accessories Shopping

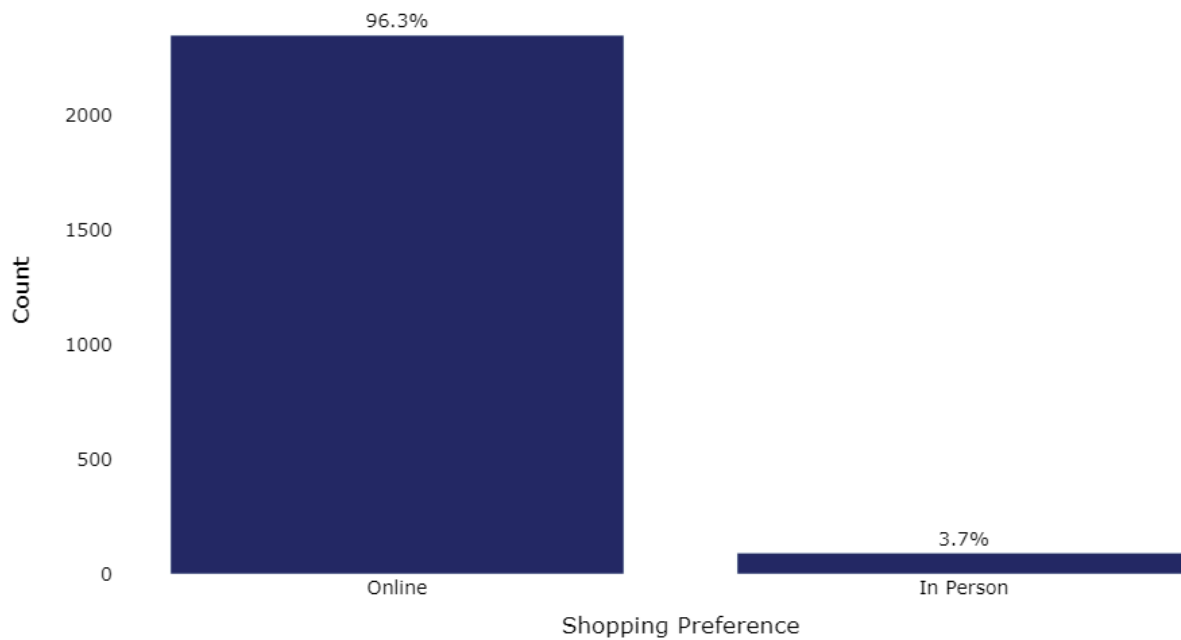


- Of the respondents **75.9%** preferred online shopping for tools & accessories, while **24.1%** preferred shopping in person for tools & accessories. (From 2525 responses.)
  - For ages Under 18: **75.0%** preferred shopping online, **25.0%** preferred shopping in person.
  - For ages 18-24: **78.3%** preferred shopping online, **21.7%** preferred shopping in person.
  - For ages 25-34: **76.6%** preferred shopping online, **23.4%** preferred shopping in person.
  - For ages 35-44: **82.3%** preferred shopping online, **17.7%** preferred shopping in person.
  - For ages 45-54: **77.9%** preferred shopping online, **22.1%** preferred shopping in person.
  - For ages 55-64: **76.8%** preferred shopping online, **23.2%** preferred shopping in person.
  - For ages 65-74: **75.9%** preferred shopping online, **24.1%** preferred shopping in person.
  - For ages 75 and older: **64.6%** preferred shopping online, **35.4%** preferred shopping in person.

## Where Consumers "Most Often" Purchase Tools & Accessories

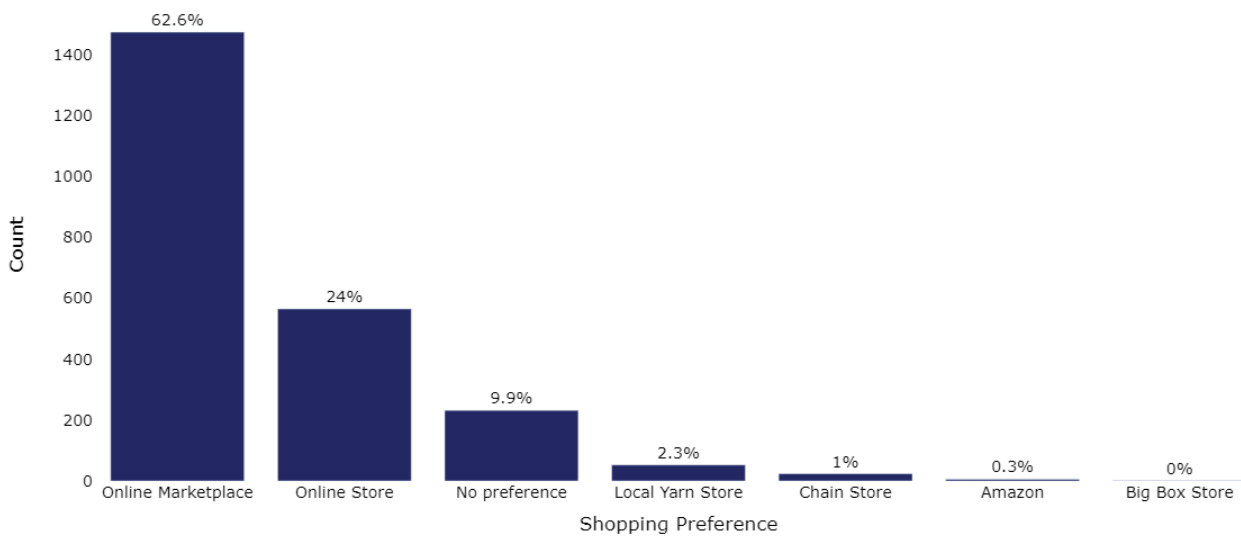


## Online vs. In-Person Pattern Shopping

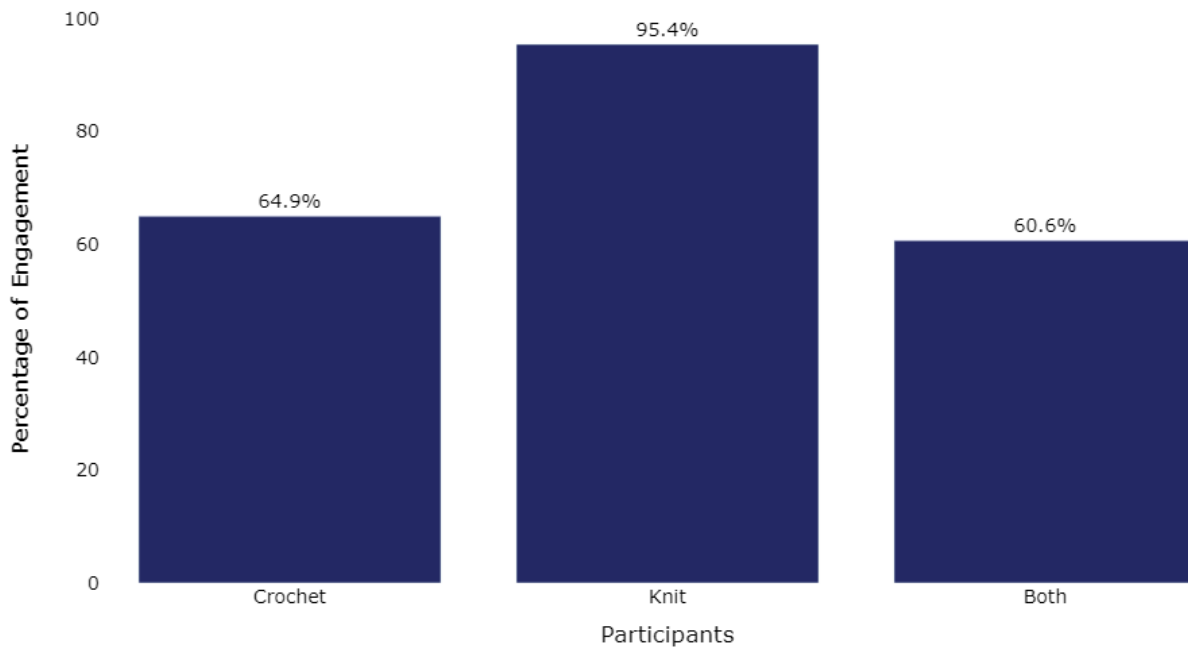


- Of the respondents **96.3%** preferred online shopping for patterns, while **3.7%** preferred shopping in person for patterns. (From 2442 responses.)
  - For ages Under 18: **100.0%** preferred shopping online, **0.0%** preferred shopping in person.
  - For ages 18-24: **100.0%** preferred shopping online, **0.0%** preferred shopping in person.
  - For ages 25-34: **98.8%** preferred shopping online, **1.2%** preferred shopping in person.
  - For ages 35-44: **97.4%** preferred shopping online, **2.6%** preferred shopping in person.
  - For ages 45-54: **99.4%** preferred shopping online, **0.6%** preferred shopping in person.
  - For ages 55-64: **97.4%** preferred shopping online, **2.6%** preferred shopping in person.
  - For ages 65-74: **96.1%** preferred shopping online, **3.9%** preferred shopping in person.
  - For ages 75 and older: **88.9%** preferred shopping online, **11.1%** preferred shopping in person.

#### Where Consumers "Most Often" Purchase Patterns

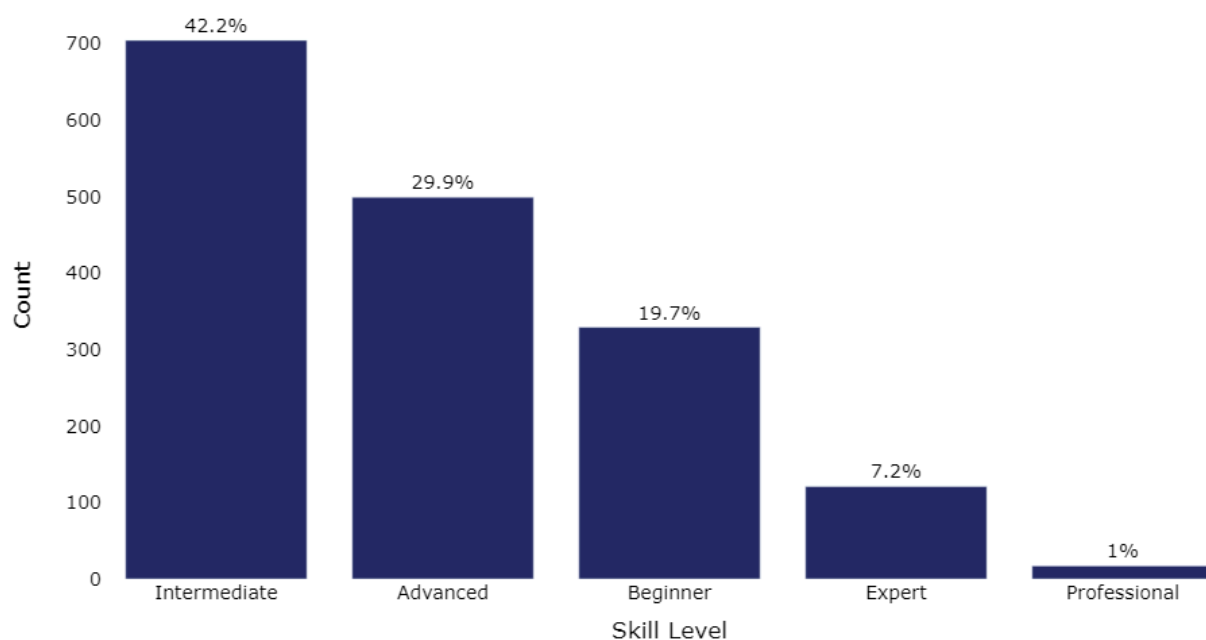


## Respondents That Crochet or Knit



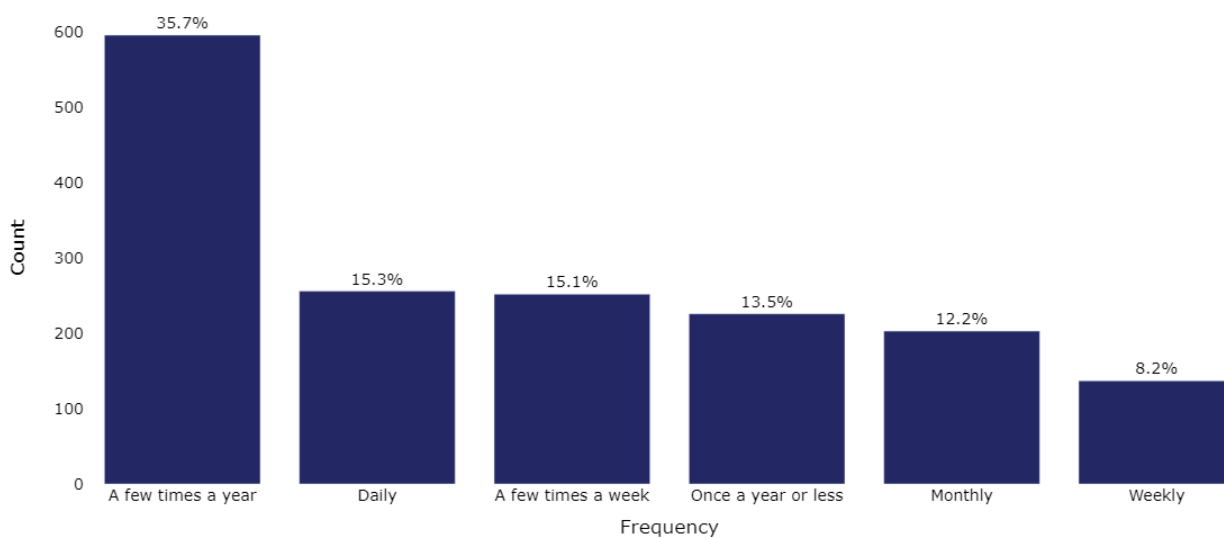
- Of the respondents, **64.9%** responded 'Yes' to crocheting, **95.4%** responded 'Yes' to knitting, while **60.6%** of respondents engage in both. (From 2673 responses.)
  - For ages Under 18, **100.0%** crochet, **100.0%** knit, and **100.0%** do both.
  - For ages 18-24, **73.9%** crochet, **95.7%** knit, and **69.6%** do both.
  - For ages 25-34, **67.3%** crochet, **94.6%** knit, and **62.5%** do both.
  - For ages 35-44, **63.4%** crochet, **97.1%** knit, and **60.5%** do both.
  - For ages 45-54, **64.8%** crochet, **93.6%** knit, and **58.4%** do both.
  - For ages 55-64, **69.6%** crochet, **94.4%** knit, and **64.0%** do both.
  - For ages 65-74, **63.0%** crochet, **96.3%** knit, and **59.5%** do both.
  - For ages 75 and older, **60.2%** crochet, **96.6%** knit, and **57.2%** do both.

## Self-Identified Crochet Skill Level



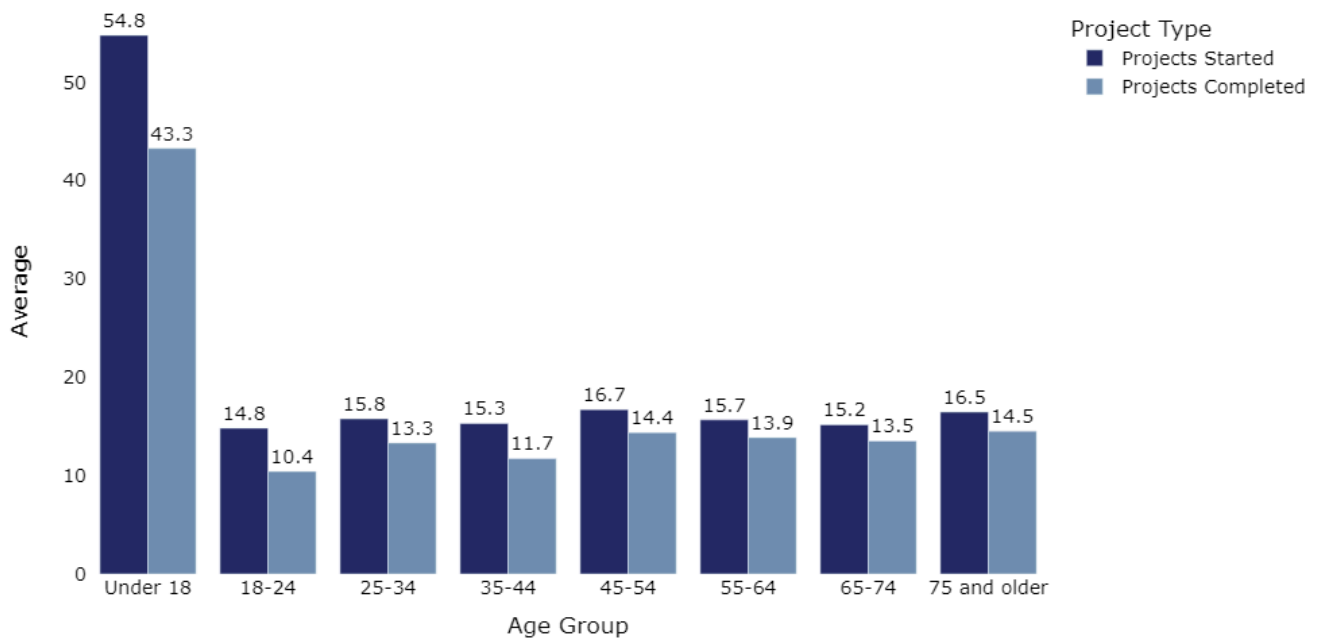
- Of the respondents who crochet, they rate their skill level as the following: (From 1736 responses.)
  - Intermediate: **42.2%**.
  - Advanced: **29.9%**.
  - Beginner: **19.7%**.
  - Expert: **7.2%**.
  - Professional: **1.0%**.

## Crochet Frequency



- Of the respondents who crochet, the frequency they do so is: (From 1736 responses.)
  - A few times a year: **35.7%**
  - Daily: **15.3%**
  - A few times a week: **15.1%**
  - Once a year or less: **13.5%**
  - Monthly: **12.2%**
  - Weekly: **8.2%**

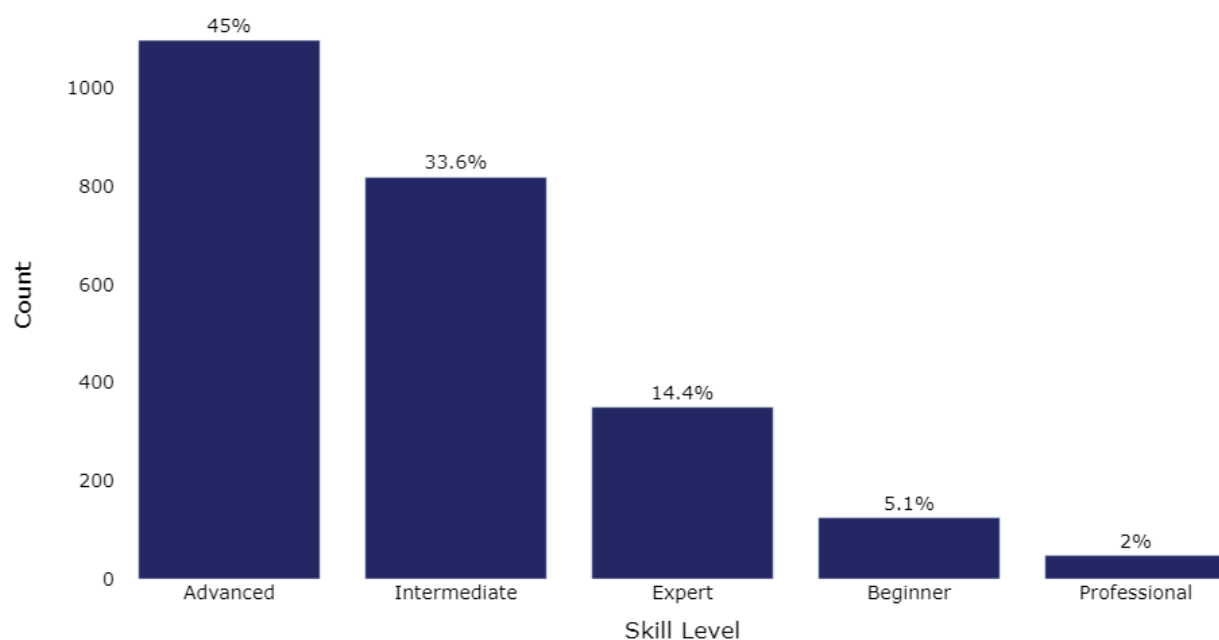
### Crocheter's Started/Completed Projects



- Of the respondents, on average they start **15.8** crochet projects a year, and on average they complete **13.6** crochet projects a year. (From 1736 responses.)
  - For ages Under 18: They start **54.8** projects, and complete **43.2** projects a year.
  - For ages 18-24: They start **14.8** projects, and complete **10.4** projects a year.
  - For ages 25-34: They start **15.8** projects, and complete **13.3** projects a year.
  - For ages 35-44: They start **15.3** projects, and complete **11.7** projects a year.
  - For ages 45-54: They start **16.7** projects, and complete **14.4** projects a year.
  - For ages 55-64: They start **15.7** projects, and complete **13.9** projects a year.
  - For ages 65-74: They start **15.2** projects, and complete **13.5** projects a year.
  - For ages 75 and older: They start **16.5** projects, and complete **14.5** projects a year.

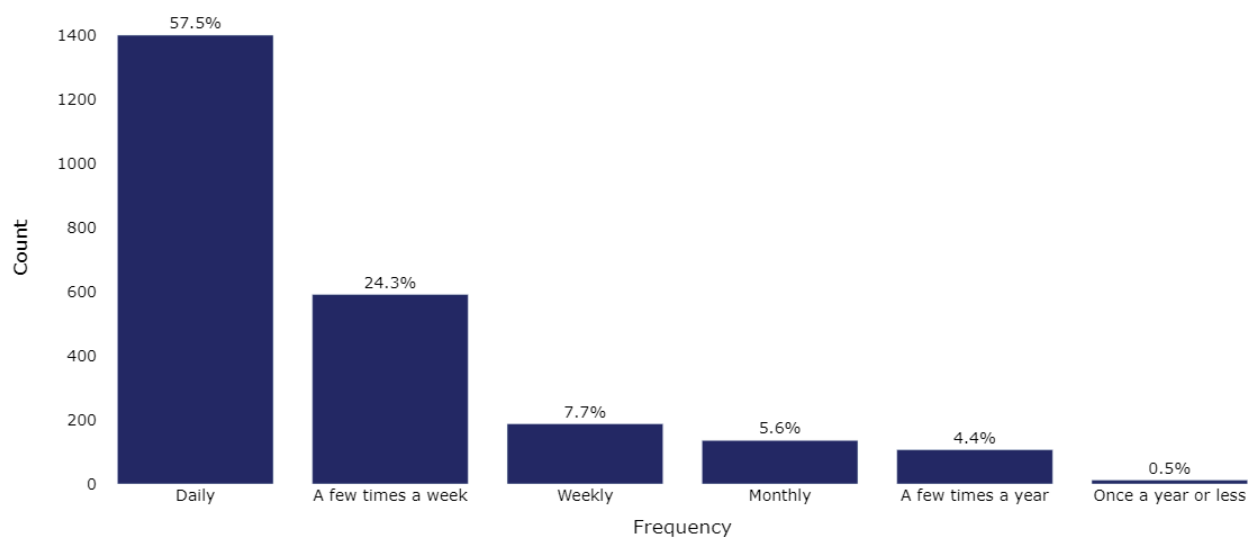


## Self-Identified Knitting Skill Level



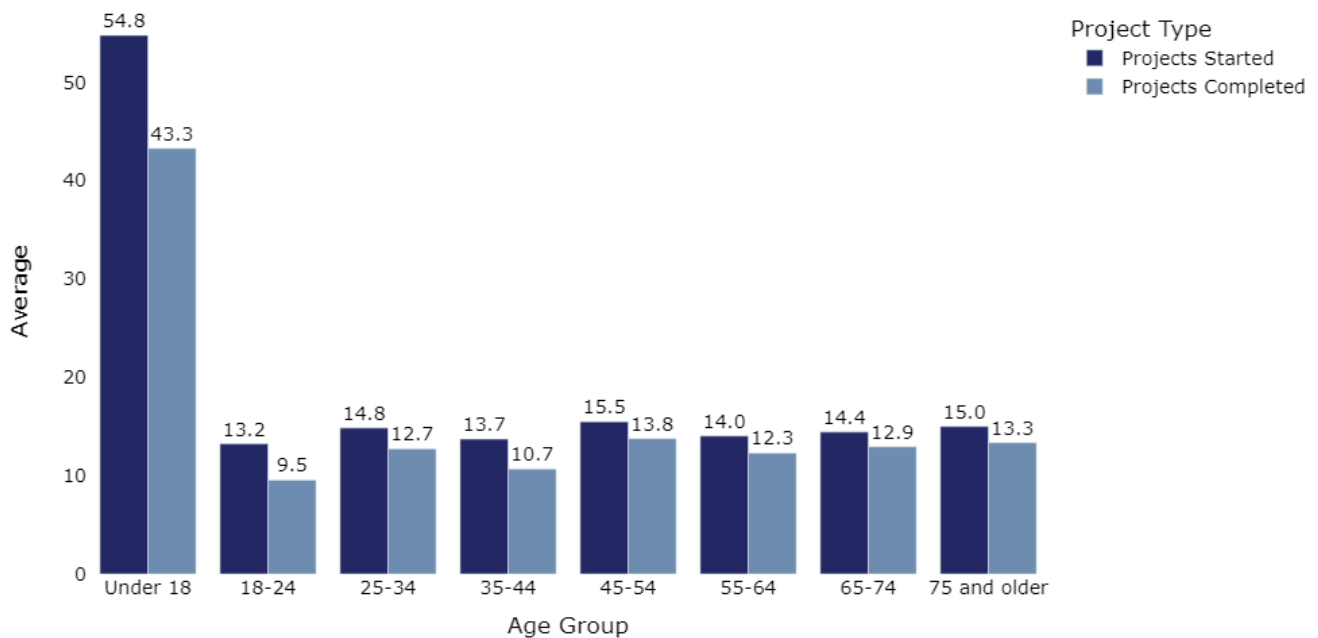
- Of the respondents who knit, they rate their skill level as the following: (From 2550 responses.)
  - Advanced: **45.0%**.
  - Intermediate: **33.6%**.
  - Expert: **14.4%**.
  - Beginner: **5.1%**.
  - Professional: **2.0%**.

## Knitting Frequency



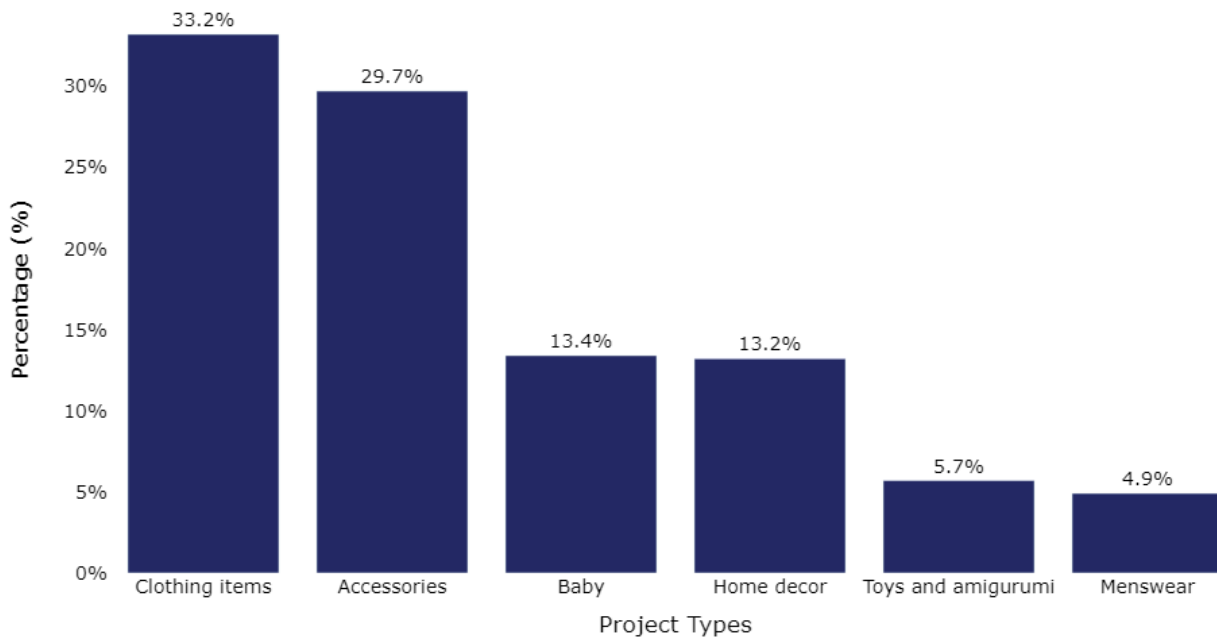
- Of the respondents who knit, the frequency they do so is: (From 2550 responses.)
  - Daily: **57.5%**.
  - A few times a week: **24.3%**.
  - Weekly: **7.7%**.
  - Monthly: **5.6%**.
  - A few times a year: **4.4%**.
  - Once a year or less: **0.5%**.

## Knitter's Started/Completed Projects



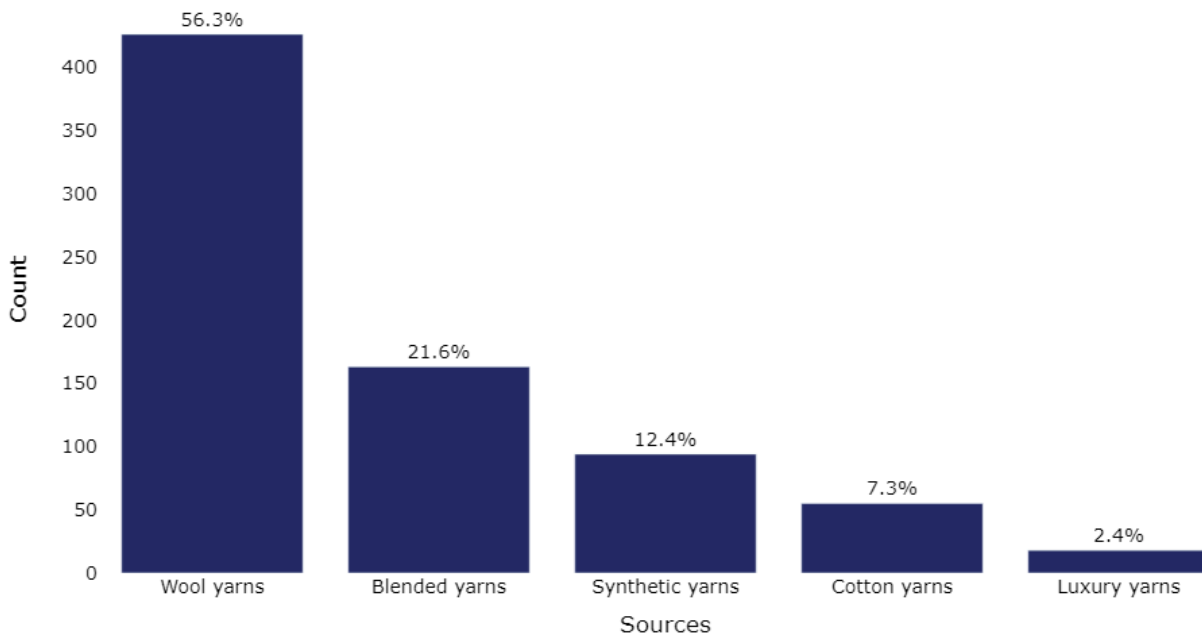
- Of the respondents, on average they start **14.5** knitting projects a year, and on average they complete **12.6** knitting projects a year. (From 2550 responses.)
  - For ages Under 18: They start **54.8** projects, and complete **43.2** projects a year.
  - For ages 18-24: They start **13.2** projects, and complete **9.5** projects a year.
  - For ages 25-34: They start **14.8** projects, and complete **12.7** projects a year.
  - For ages 35-44: They start **13.7** projects, and complete **10.7** projects a year.
  - For ages 45-54: They start **15.5** projects, and complete **13.8** projects a year.
  - For ages 55-64: They start **14.0** projects, and complete **12.3** projects a year.
  - For ages 65-74: They start **14.4** projects, and complete **12.9** projects a year.
  - For ages 75 and older: They start **15.0** projects, and complete **13.3** projects a year.

## Respondent Project Types



- Of the respondents, the most popular project type for all yarn crafts is: (From 2550 responses.)
  - For ages Under 18: The most popular types are **Accessories (37.5%)**, then **Clothing items (37.5%)**, and finally **Home decor (25.0%)**.
  - For ages 18-24: The most popular types are **Clothing items (41.2%)**, then **Accessories (21.6%)**, and finally **Toys and amigurumi (11.8%)**.
  - For ages 25-34: The most popular types are **Clothing items (35.6%)**, then **Accessories (27.3%)**, and finally **Home decor (12.9%)**.
  - For ages 35-44: The most popular types are **Clothing items (32.4%)**, then **Accessories (28.7%)**, and finally **Home decor (15.3%)**.
  - For ages 45-54: The most popular types are **Clothing items (33.5%)**, then **Accessories (30.5%)**, and finally **Home decor (13.3%)**.
  - For ages 55-64: The most popular types are **Clothing items (33.2%)**, then **Accessories (29.9%)**, and finally **Baby (13.4%)**.
  - For ages 65-74: The most popular types are **Clothing items (33.8%)**, then **Accessories (29.7%)**, and finally **Baby (15.1%)**.
  - For ages 75 and older: The most popular types are **Accessories (30.8%)**, then **Clothing items (30.4%)**, and finally **Baby (17.3%)**.

## Preferred Yarn Fiber

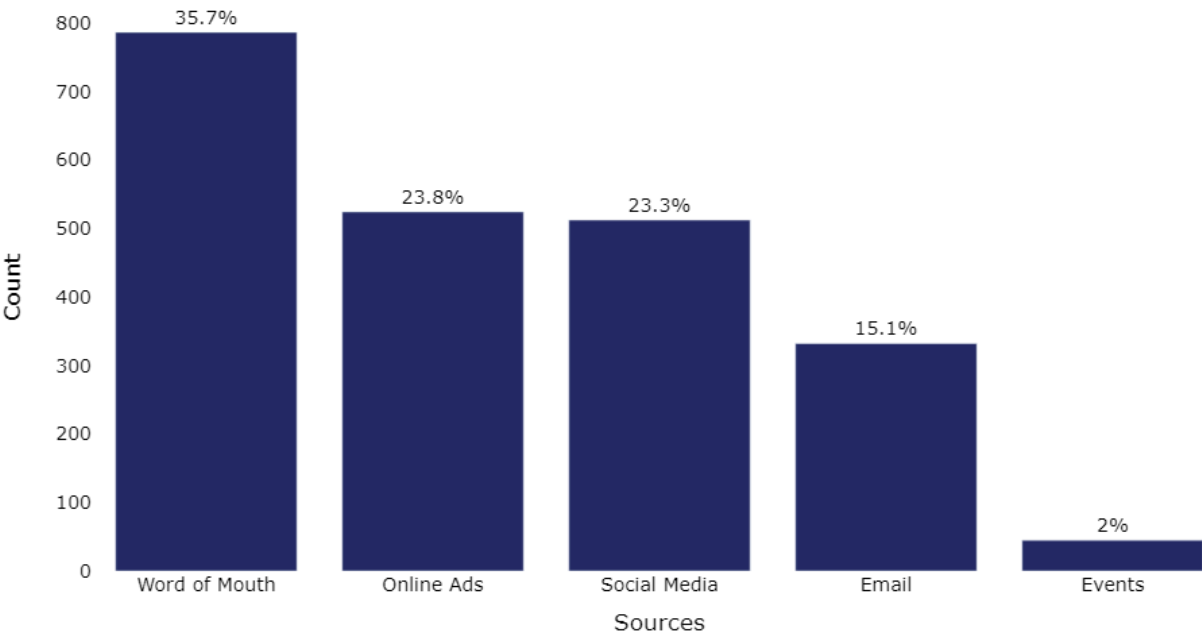


- Of the respondents, their preferred yarn fiber is: (From 756 responses.)
  - For ages Under 18: Preferred **Wool yarns (100.0%)**.
  - For ages 18-24: Preferred **Wool yarns (37.5%)**, then **Synthetic yarns (25.0%)**, followed by **Cotton yarns (25.0%)**.
  - For ages 25-34: Preferred **Wool yarns (62.9%)**, then **Blended yarns (20.0%)**, followed by **Cotton yarns (8.6%)**.
  - For ages 35-44: Preferred **Wool yarns (70.4%)**, then **Blended yarns (13.6%)**, followed by **Synthetic yarns (9.9%)**.
  - For ages 45-54: Preferred **Wool yarns (58.7%)**, then **Blended yarns (20.7%)**, followed by **Synthetic yarns (9.8%)**.
  - For ages 55-64: Preferred **Wool yarns (59.4%)**, then **Blended yarns (19.4%)**, followed by **Synthetic yarns (10.6%)**.
  - For ages 65-74: Preferred **Wool yarns (51.4%)**, then **Blended yarns (25.5%)**, followed by **Synthetic yarns (13.7%)**.
  - For ages 75 and older: Preferred **Wool yarns (53.9%)**, then **Blended yarns (23.6%)**, followed by **Synthetic yarns (16.9%)**.

Most Common Sentiments by Preferred Fiber Group

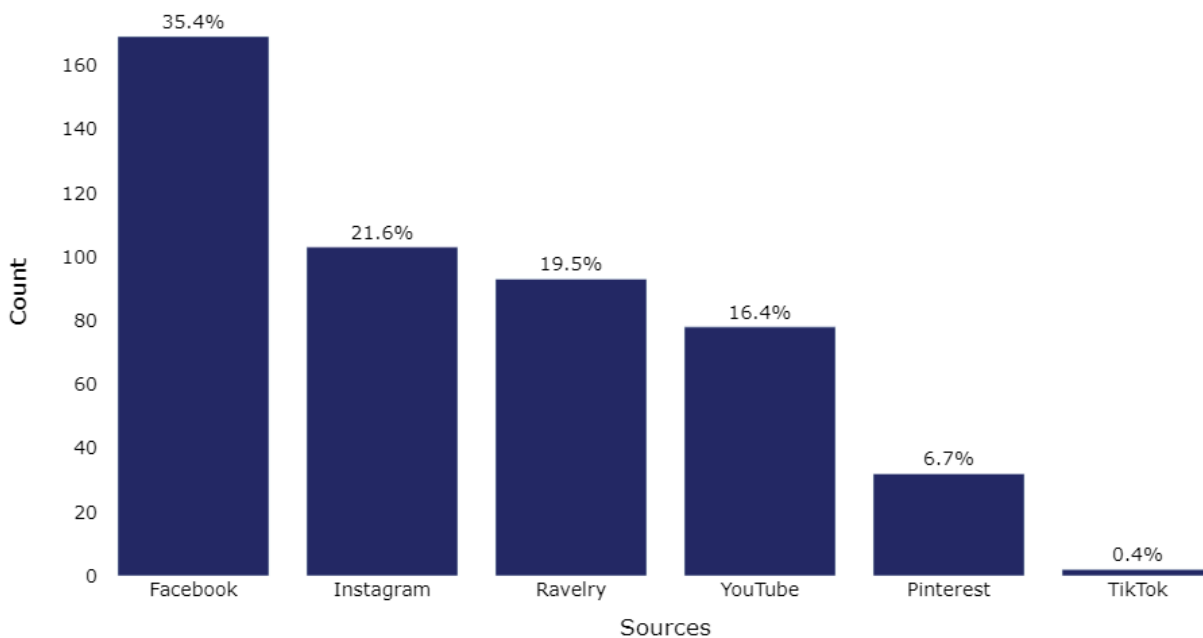
Wool yarns	Blended yarns	Synthetic yarns	Luxury yarns	Cotton yarns
quality: 37	make: 12	color: 7	feel: 3	color: 5
natural: 32	sock: 10	washable: 7	im: 3	use: 5
color: 31	quality: 10	feel: 6	feeling: 2	good: 4
price: 28	color: 9	well: 6	something: 2	price: 4
prefer: 24	feel: 8	easy: 4	want: 2	make: 3
warmth: 20	care: 7	price: 4	quality: 2	quality: 3
good: 20	easy: 7	use: 4	last: 2	always: 3
sweater: 18	soft: 6	usually: 4	take: 2	project: 3

Brand Recognition Source



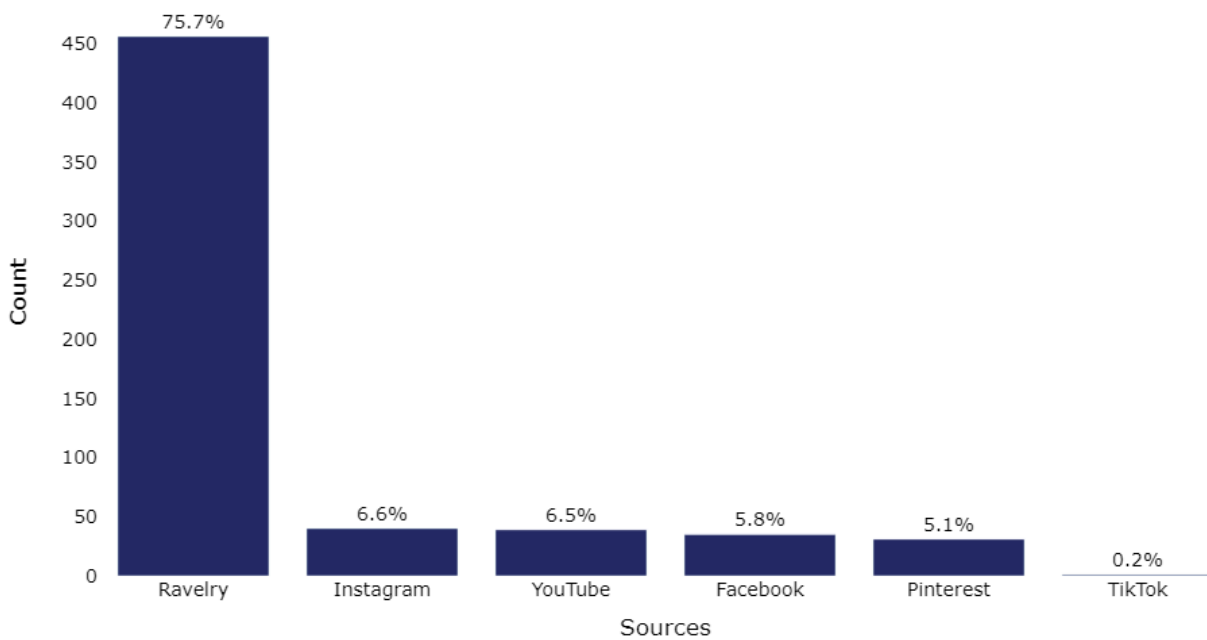
- Of the respondents, the most popular brand discovery sources are: (From 2538 responses.)
  - For ages Under 18: Preferred **Social Media (66.7%)** and **Word of Mouth (33.3%)**.
  - For ages 18-24: Preferred **Online Ads (34.8%)**, then **Word of Mouth (30.4%)**, followed by **Social Media (26.1%)**.
  - For ages 25-34: Preferred **Social Media (35.0%)**, then **Word of Mouth (33.8%)**, followed by **Online Ads (22.3%)**.
  - For ages 35-44: Preferred **Word of Mouth (37.3%)**, then **Social Media (28.0%)**, followed by **Online Ads (24.7%)**.
  - For ages 45-54: Preferred **Word of Mouth (38.8%)**, then **Social Media (28.9%)**, followed by **Online Ads (23.4%)**.
  - For ages 55-64: Preferred **Word of Mouth (33.7%)**, then **Social Media (26.6%)**, followed by **Online Ads (20.7%)**.
  - For ages 65-74: Preferred **Word of Mouth (36.9%)**, then **Online Ads (25.0%)**, followed by **Social Media (18.3%)**.
  - For ages 75 and older: Preferred **Word of Mouth (40.3%)**, then **Online Ads (23.4%)**, followed by **Email (21.9%)**.

## Social Media Source



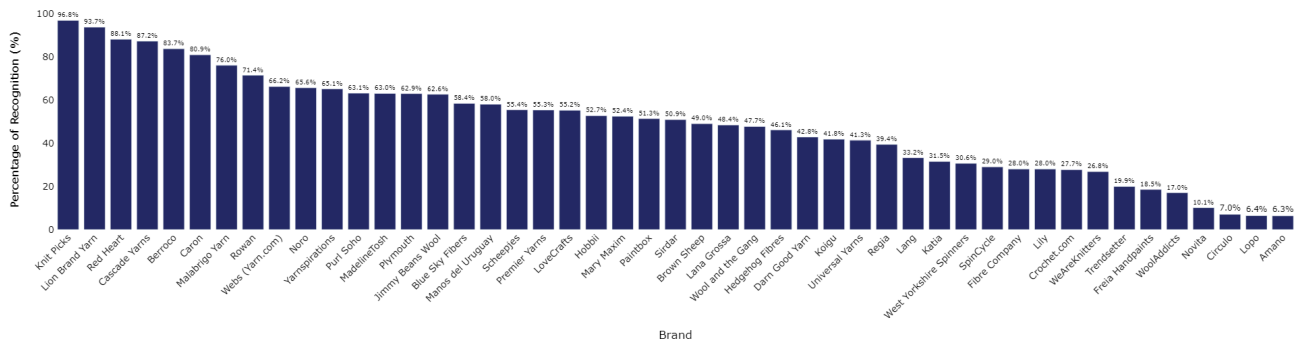
- Of the respondents that discovered a brand through social media, the most popular is: (From 477 responses.)
  - For ages Under 18: Preferred **TikTok (50.0%)** and **YouTube (50.0%)**.
  - For ages 18-24: Preferred **Instagram (83.3%)** and **YouTube (16.7%)**.
  - For ages 25-34: Preferred **Instagram (40.0%)**, then **YouTube (30.0%)**, followed by **Ravelry (16.0%)**.
  - For ages 35-44: Preferred **Instagram (28.6%)**, then **Facebook (27.1%)**, followed by **Ravelry (27.1%)**.
  - For ages 45-54: Preferred **Facebook (34.2%)**, then **YouTube (24.1%)**, followed by **Instagram (22.8%)**.
  - For ages 55-64: Preferred **Facebook (41.4%)**, then **Instagram (18.1%)**, followed by **Ravelry (17.2%)**.
  - For ages 65-74: Preferred **Facebook (46.1%)**, then **Ravelry (20.6%)**, followed by **Instagram (14.7%)**.
  - For ages 75 and older: Preferred **Facebook (59.1%)**, then **Ravelry (22.7%)**, followed by **Pinterest (9.1%)**.

## Social Media Project Inspiration

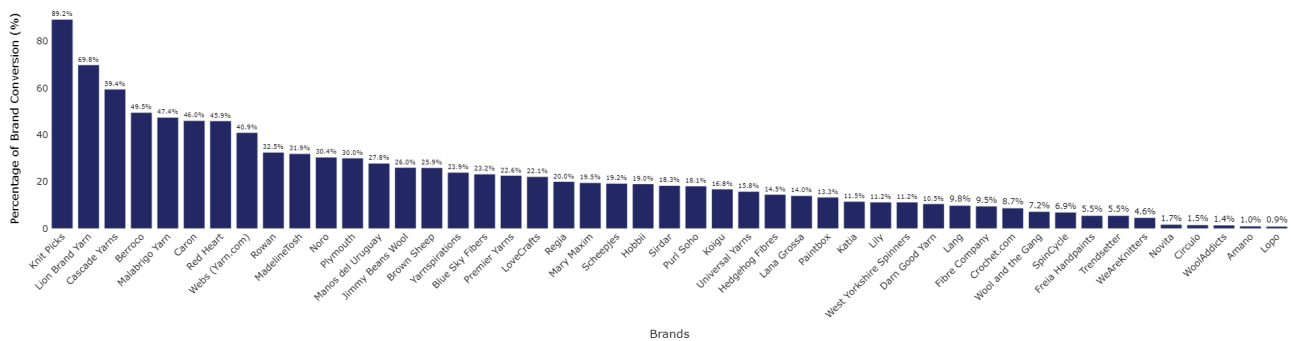


- Of the respondents, the most popular social media platform for inspiration is: (From 602 responses.)
  - For ages 18-24: Preferred **Instagram (44.4%)**, then **Ravelry (33.3%)**, followed by **Pinterest (22.2%)**.
  - For ages 25-34: Preferred **Ravelry (61.4%)**, then **Instagram (15.9%)**, followed by **Pinterest (9.1%)**.
  - For ages 35-44: Preferred **Ravelry (79.7%)**, then **Instagram (8.5%)**, followed by **Pinterest (6.8%)**.
  - For ages 45-54: Preferred **Ravelry (72.6%)**, then **Facebook (11.3%)**, followed by **YouTube (6.5%)**.
  - For ages 55-64: Preferred **Ravelry (75.2%)**, then **Instagram (6.8%)**, followed by **Facebook (6.8%)**.
  - For ages 65-74: Preferred **Ravelry (79.7%)**, then **Facebook (6.8%)**, followed by **YouTube (5.6%)**.
  - For ages 75 and older: Preferred **Ravelry (88.3%)**, then **Pinterest (5.0%)**, followed by **Facebook (3.3%)**.

Brand Recognition

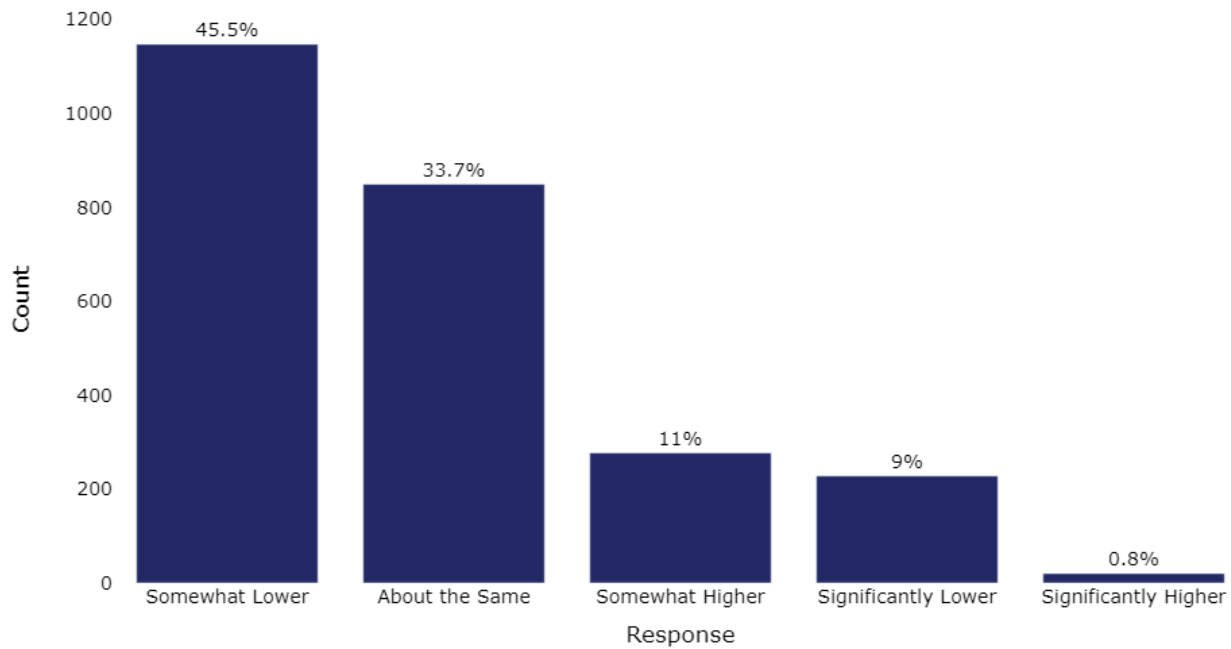


Brand Conversion



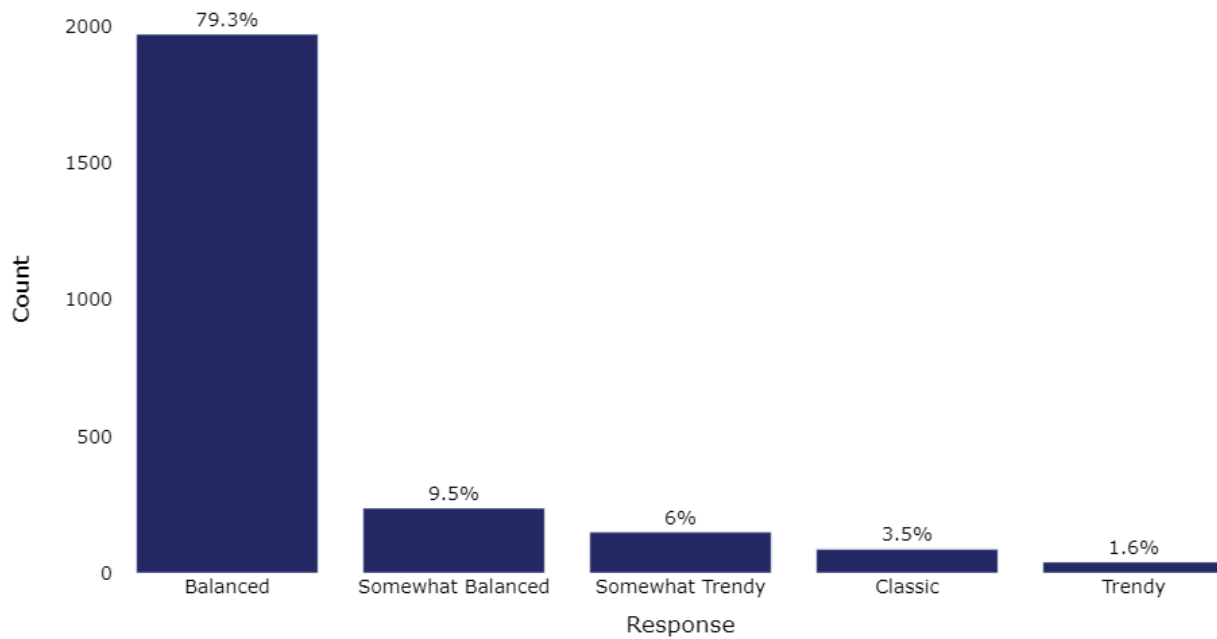


## Pricing Compared To Competitors



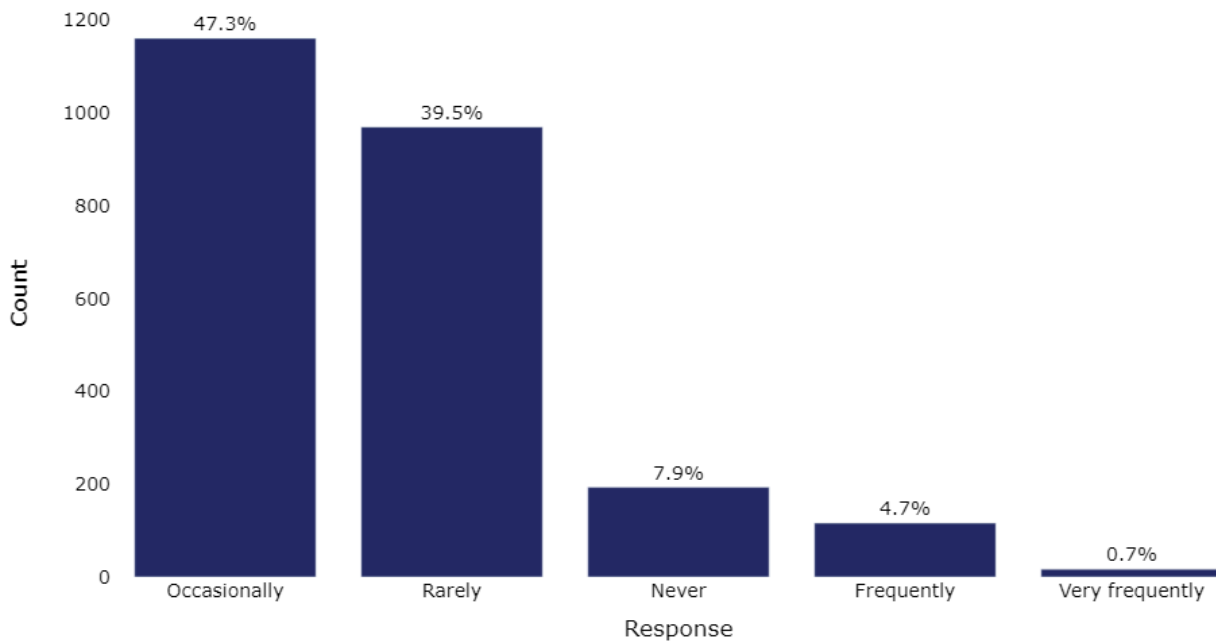
- Of the respondents, when asked about to rate the price of our products compared to competitors:  
(From 2521 responses)
  - Somewhat Lower: **(45%)**
  - About the Same: **(34%)**
  - Somewhat Higher: **(11%)**
  - Significantly Lower: **(9%)**
  - Significantly Higher: **(1%)**

## Classic vs. Trendy Yarn



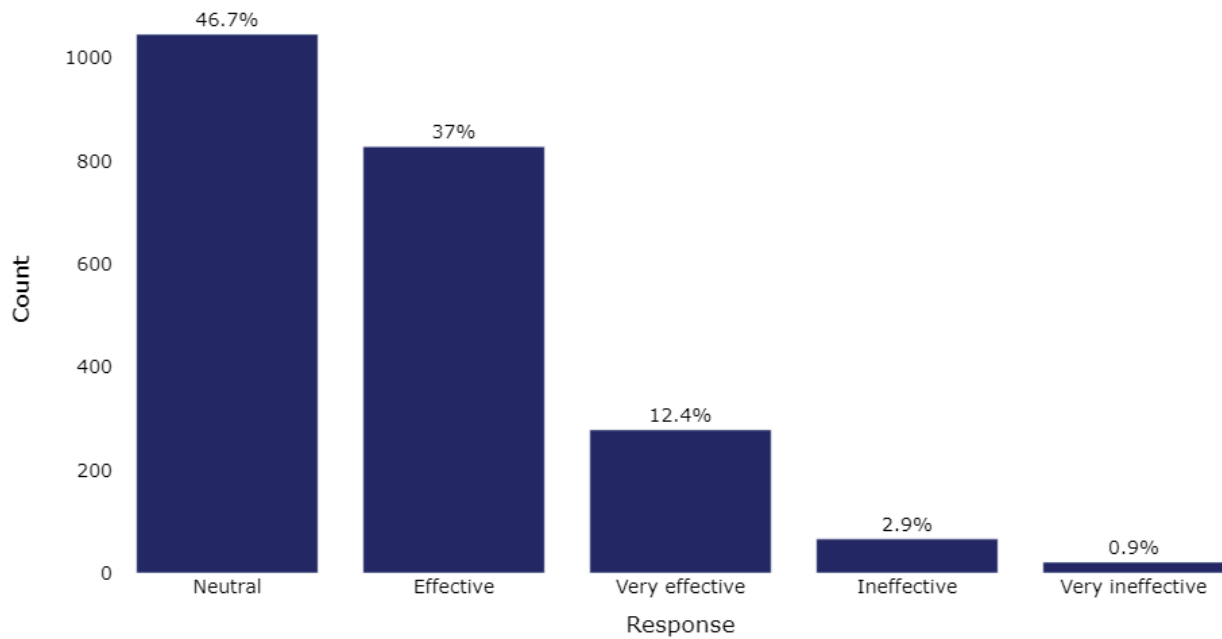
- Of the respondents, when asked about the balance between classic and trendy yarns in our selection:  
(From 2484 responses)
  - Balanced: **(79%)**
  - Somewhat Balanced: **(10%)**
  - Somewhat Trendy: **(6%)**
  - Classic: **(4%)**
  - Trendy: **(2%)**

## Out-of-stock Occurrence



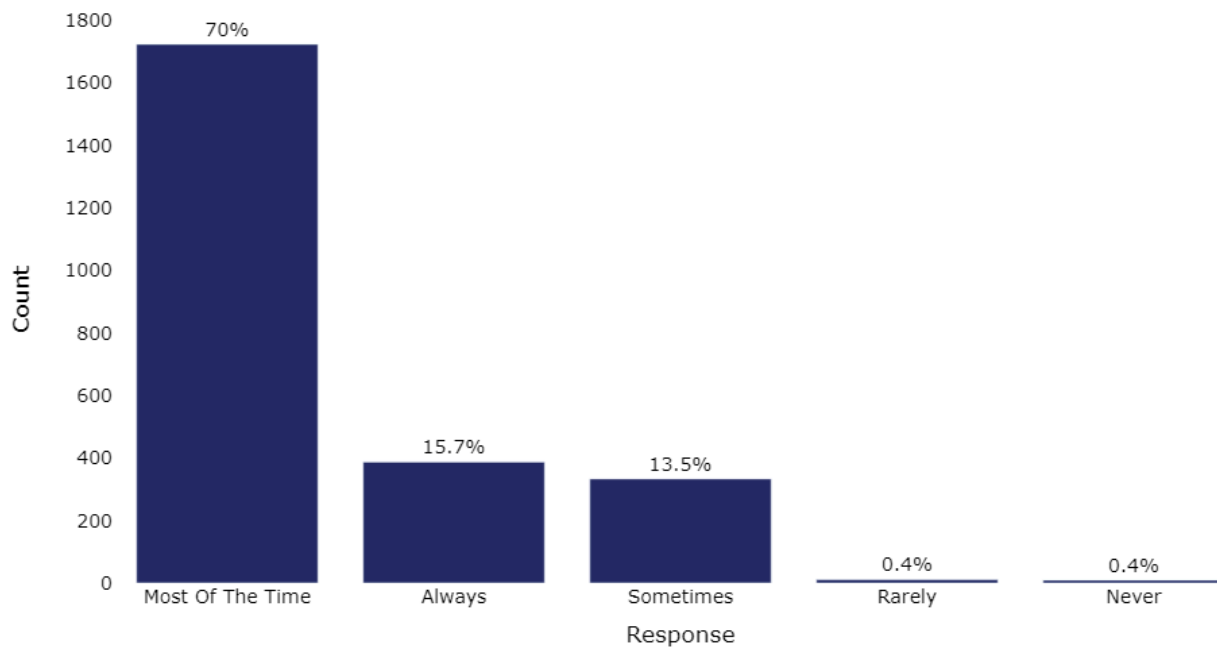
- Of the respondents, when asked about how often is something you want from our website out-of-stock: (From 2455 responses)
  - Occasionally: **(47%)**
  - Rarely: **(39%)**
  - Never: **(8%)**
  - Frequently: **(5%)**
  - Very frequently: **(1%)**

## Out-Of-Stock Communication



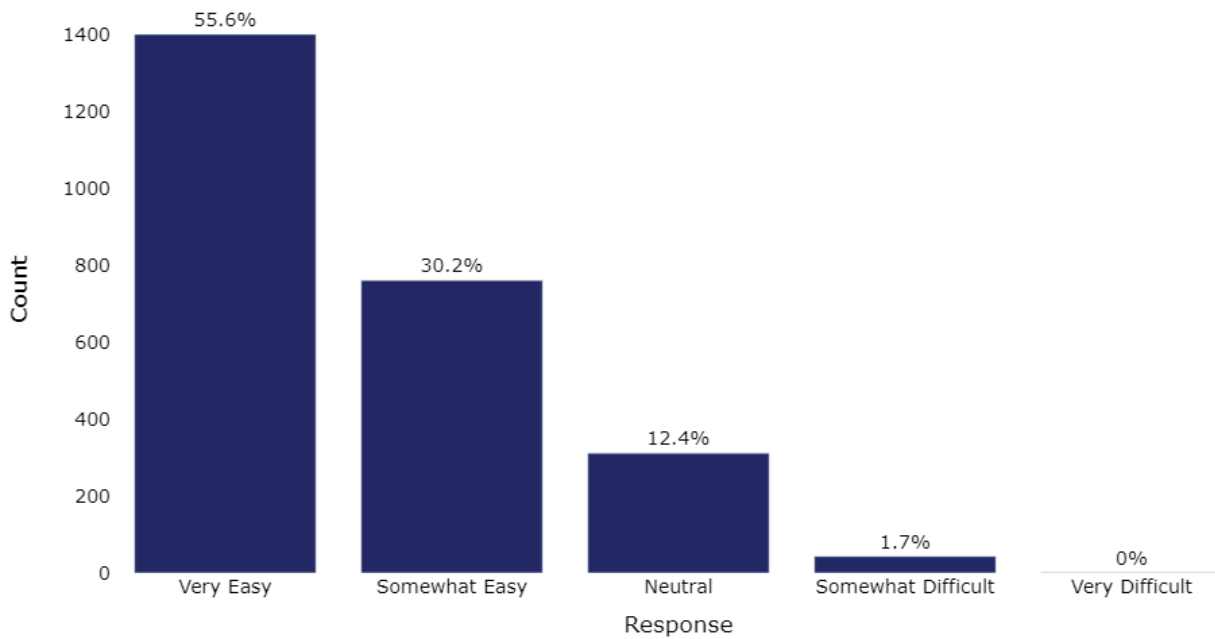
- Of the respondents who experienced out-of-stock issues, when asked about how effective is our communication is: (From 2239 responses)
  - Neutral: **(47%)**
  - Effective: **(37%)**
  - Very effective: **(12%)**
  - Ineffective: **(3%)**
  - Very ineffective: **(1%)**

## One-Stop Shopping Experience



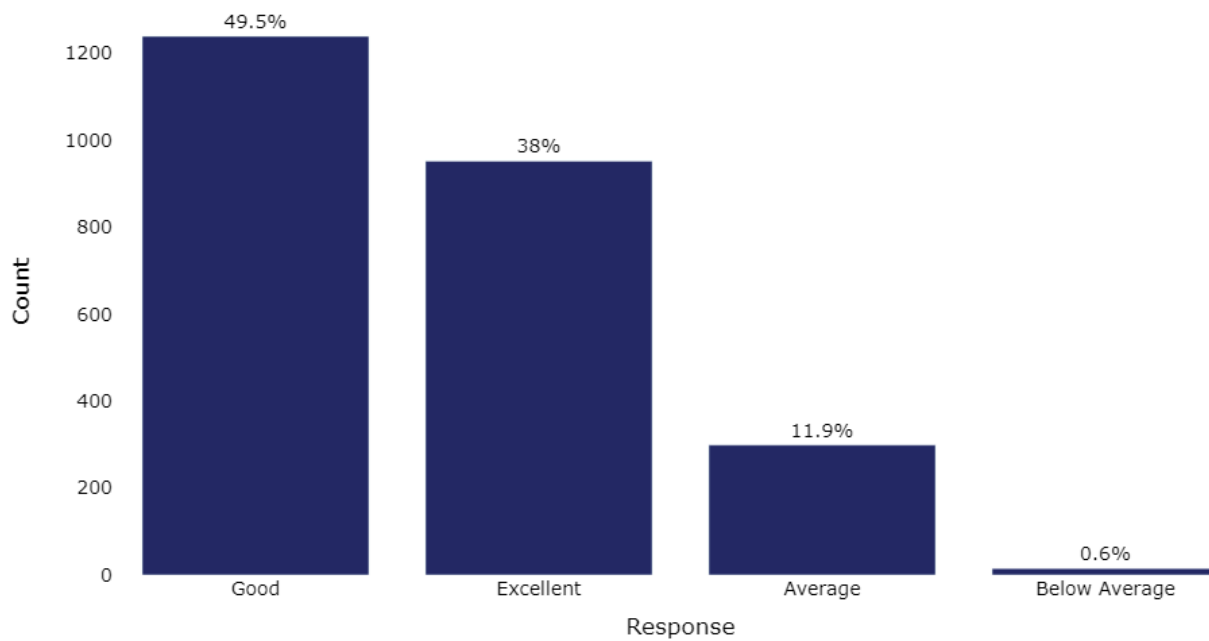
- Of the respondents, when asked if they were able to find everything they need for a project on our website: (From 2463 responses)
  - Most Of The Time: **(70%)**
  - Always: **(16%)**
  - Sometimes: **(14%)**
  - Rarely: **(0%)**
  - Never: **(0%)**

## Ease of Website Navigation



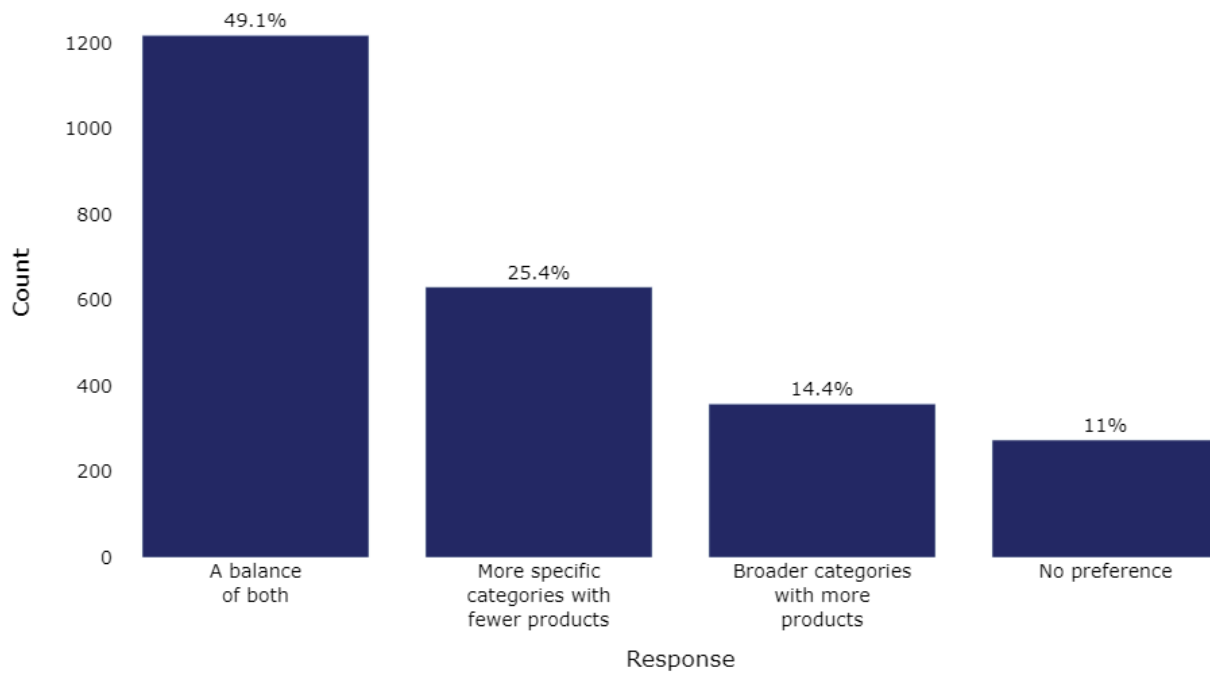
- Of the respondents, when asked the difficulty of navigating our website to browse products: (From 2514 responses)
  - Very Easy: **(56%)**
  - Somewhat Easy: **(30%)**
  - Neutral: **(12%)**
  - Somewhat Difficult: **(2%)**
  - Very Difficult: **(0%)**

## Website Organization



- Of the respondents, when asked how they would rate the organization and categorization of products on our site: (From 2505 responses)
  - Good: **(49%)**
  - Excellent: **(38%)**
  - Average: **(12%)**
  - Below Average: **(1%)**

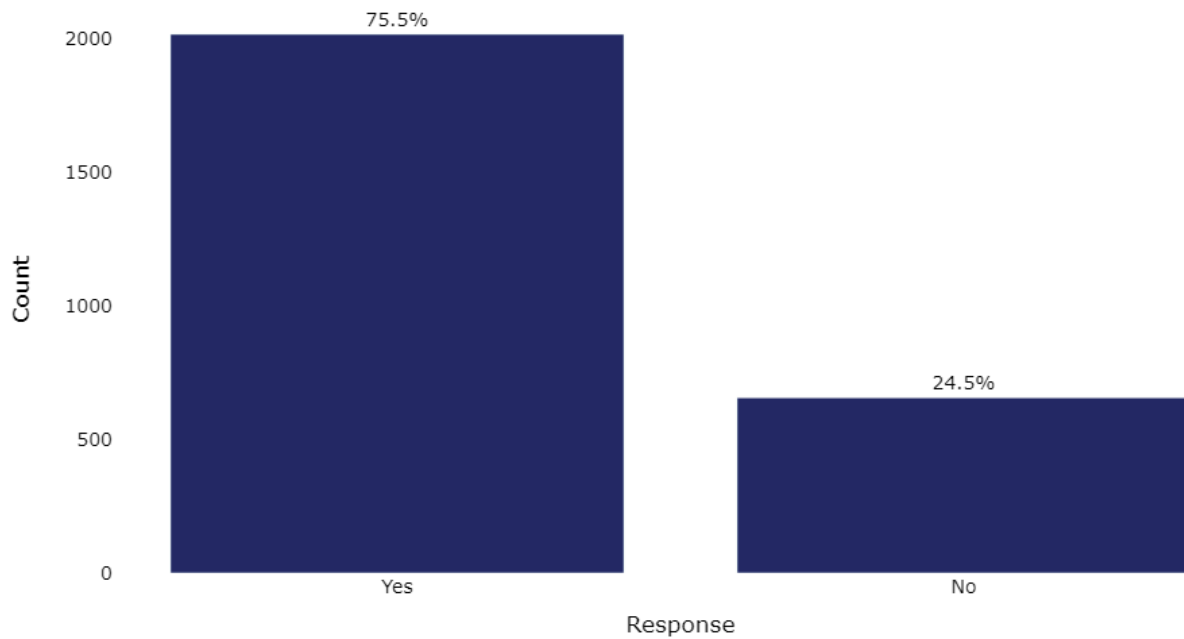
## Categorization Preference



- Of the respondents, when asked if they prefer broader categories with more products or more specific categories with fewer products: (From 2481 responses)
  - A balance of both: **(49%)**
  - More specific categories with fewer products: **(25%)**
  - Broader categories with more products: **(14%)**
  - No preference: **(11%)**

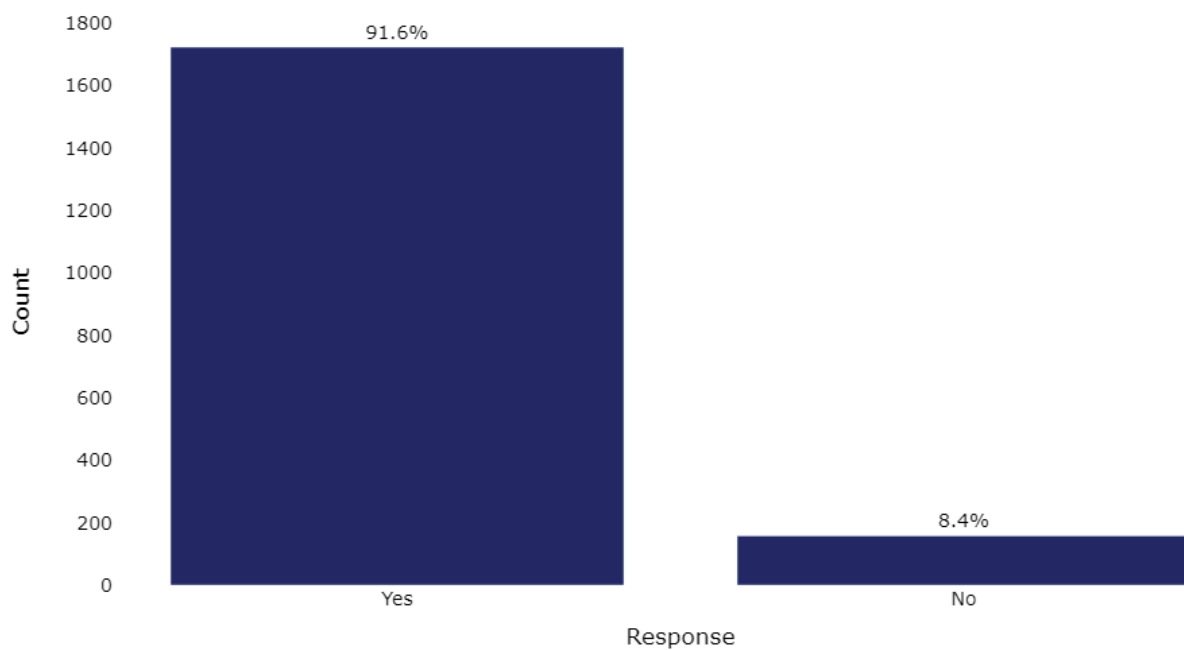


## Received Catalog



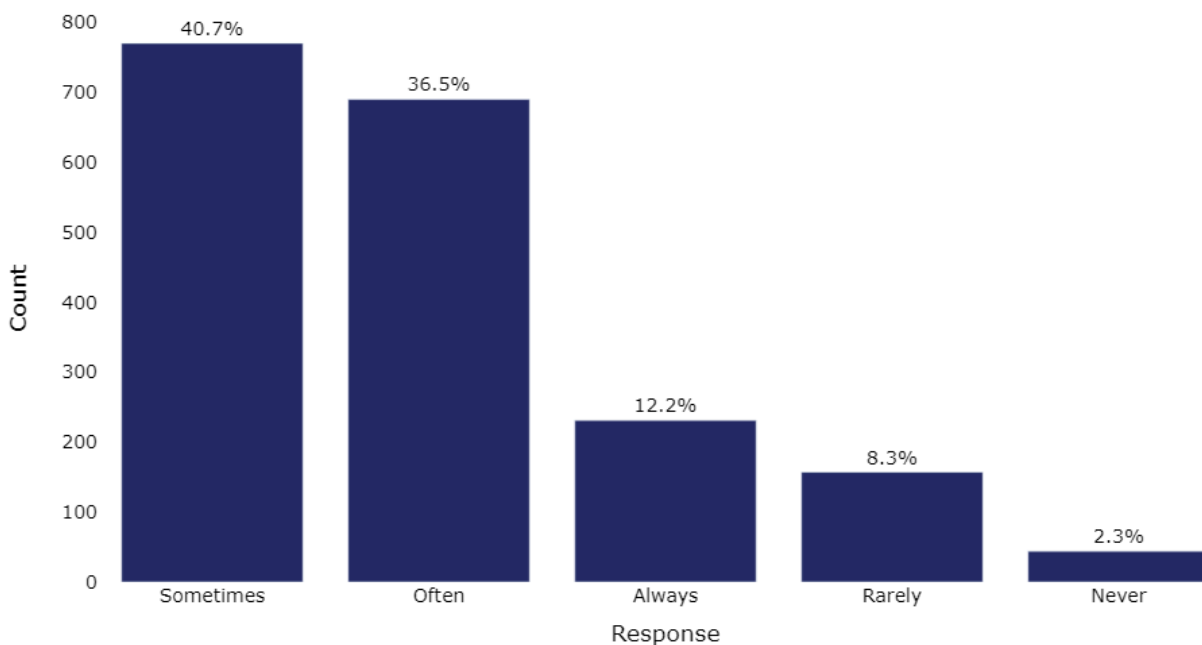
- Of the respondents, when asked if they have received one of our catalogs before: (From 2673 responses)
  - Yes: **(75%)**
  - No: **(25%)**

## Catalog Enjoyment



- Of the respondents, when asked if they enjoy receiving our catalog: (From 1880 responses)
  - Yes: **(92%)**
  - No: **(8%)**
- Of the respondents, when asked if they enjoy receiving our catalog:
  - For ages Under 18: **Yes (100.0%)**
  - For ages 18-24: **Yes (85.7%)**, and **No (14.3%)**.
  - For ages 25-34: **Yes (84.3%)**, and **No (15.7%)**.
  - For ages 35-44: **Yes (89.6%)**, and **No (10.4%)**.
  - For ages 45-54: **Yes (90.3%)**, and **No (9.7%)**.
  - For ages 55-64: **Yes (92.9%)**, and **No (7.1%)**.
  - For ages 65-74: **Yes (93.0%)**, and **No (7.0%)**.
  - For ages 75 and older: **Yes (94.1%)**, and **No (5.9%)**.

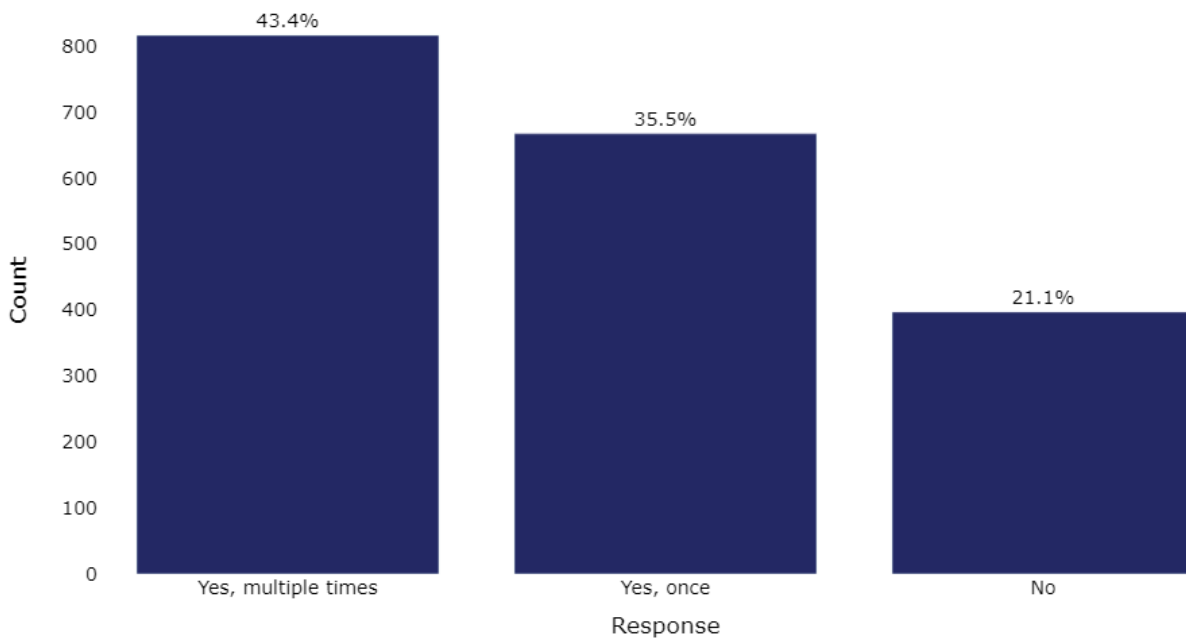
### Catalog Introduction To New Products



- Of the respondents, when asked if catalogs have introduced them to products they weren't aware of before: (From 1892 responses)
  - Sometimes: **(41%)**
  - Often: **(36%)**
  - Always: **(12%)**
  - Rarely: **(8%)**
  - Never: **(2%)**

- Of the respondents, when asked if catalogs have introduced them to products they weren't aware of before: (From 1892 responses.)
  - For ages Under 18: **Rarely (50.0%)**, and **Always (50.0%)**.
  - For ages 18-24: **Always (35.7%)**, **Sometimes (35.7%)**, and **Rarely (21.4%)**.
  - For ages 25-34: **Sometimes (41.3%)**, **Often (28.9%)**, and **Rarely (15.7%)**.
  - For ages 35-44: **Sometimes (40.5%)**, **Often (30.2%)**, and **Always (14.9%)**.
  - For ages 45-54: **Sometimes (38.5%)**, **Often (35.4%)**, and **Always (15.2%)**.
  - For ages 55-64: **Often (38.8%)**, **Sometimes (38.3%)**, and **Always (12.5%)**.
  - For ages 65-74: **Sometimes (41.3%)**, **Often (40.8%)**, and **Always (11.5%)**.
  - For ages 75 and older: **Sometimes (47.7%)**, **Often (34.3%)**, and **Always (10.5%)**.

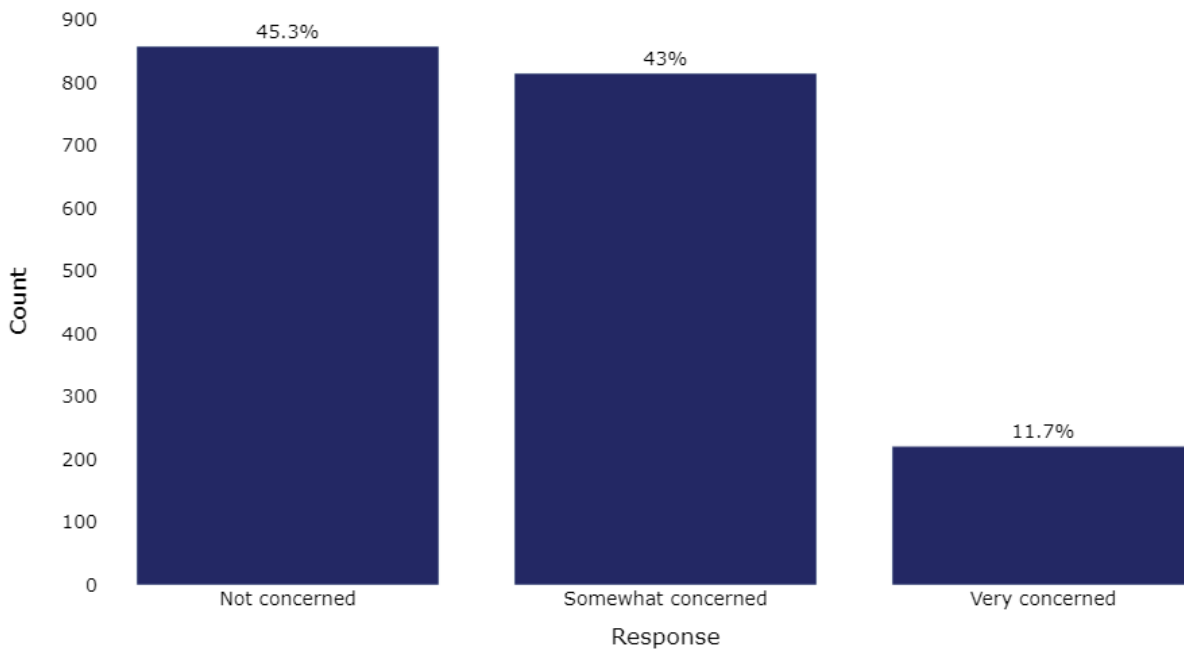
### Catalog Conversion



- Of the respondents, when asked if they have made a purchase after receiving a catalog: (From 1880 responses)
  - Yes, multiple times: **(43%)**
  - Yes, once: **(35%)**
  - No: **(21%)**

- Of the respondents, when asked if they have made a purchase after receiving a catalog: (From 1880 responses.)
  - For ages Under 18: **No (50.0%)**, and **Yes, once (50.0%)**.
  - For ages 18-24: **No (50.0%)**, **Yes, once (35.7%)**, and **Yes, multiple times (14.3%)**.
  - For ages 25-34: **No (40.0%)**, **Yes, once (37.5%)**, and **Yes, multiple times (22.5%)**.
  - For ages 35-44: **Yes, once (36.8%)**, **Yes, multiple times (33.1%)**, and **No (30.2%)**.
  - For ages 45-54: **Yes, multiple times (41.2%)**, **Yes, once (40.8%)**, and **No (18.0%)**.
  - For ages 55-64: **Yes, multiple times (47.5%)**, **Yes, once (33.4%)**, and **No (19.1%)**.
  - For ages 65-74: **Yes, multiple times (49.2%)**, **Yes, once (33.3%)**, and **No (17.5%)**.
  - For ages 75 and older: **Yes, multiple times (52.4%)**, **Yes, once (34.1%)**, and **No (13.5%)**.

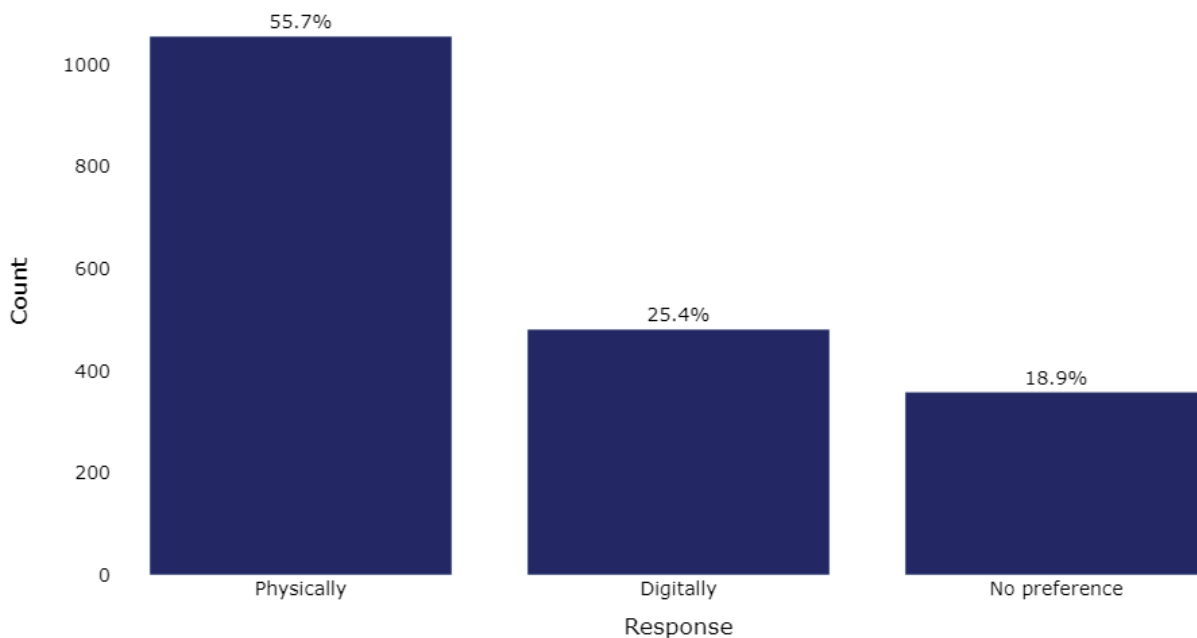
### Catalog Enviornmental Impact



- Of the respondents, when asked if they had enviornmental concerns about the catalog: (From 1894 responses)
  - Not concerned: **(45%)**
  - Somewhat concerned: **(43%)**
  - Very concerned: **(12%)**

- Of the respondents, when asked if they had enviornmental concerns about the catalog: (From 1894 responses.)
  - For ages Under 18: **Somewhat concerned (100.0%)**
  - For ages 18-24: **Not concerned (35.7%), Somewhat concerned (35.7%), and Very concerned (28.6%).**
  - For ages 25-34: **Somewhat concerned (47.9%), Not concerned (41.3%), and Very concerned (10.7%).**
  - For ages 35-44: **Somewhat concerned (46.3%), Not concerned (40.5%), and Very concerned (13.2%).**
  - For ages 45-54: **Not concerned (43.8%), Somewhat concerned (43.8%), and Very concerned (12.4%).**
  - For ages 55-64: **Not concerned (46.6%), Somewhat concerned (40.6%), and Very concerned (12.7%).**
  - For ages 65-74: **Not concerned (47.7%), Somewhat concerned (43.2%), and Very concerned (9.1%).**
  - For ages 75 and older: **Not concerned (47.1%), Somewhat concerned (40.1%), and Very concerned (12.8%).**

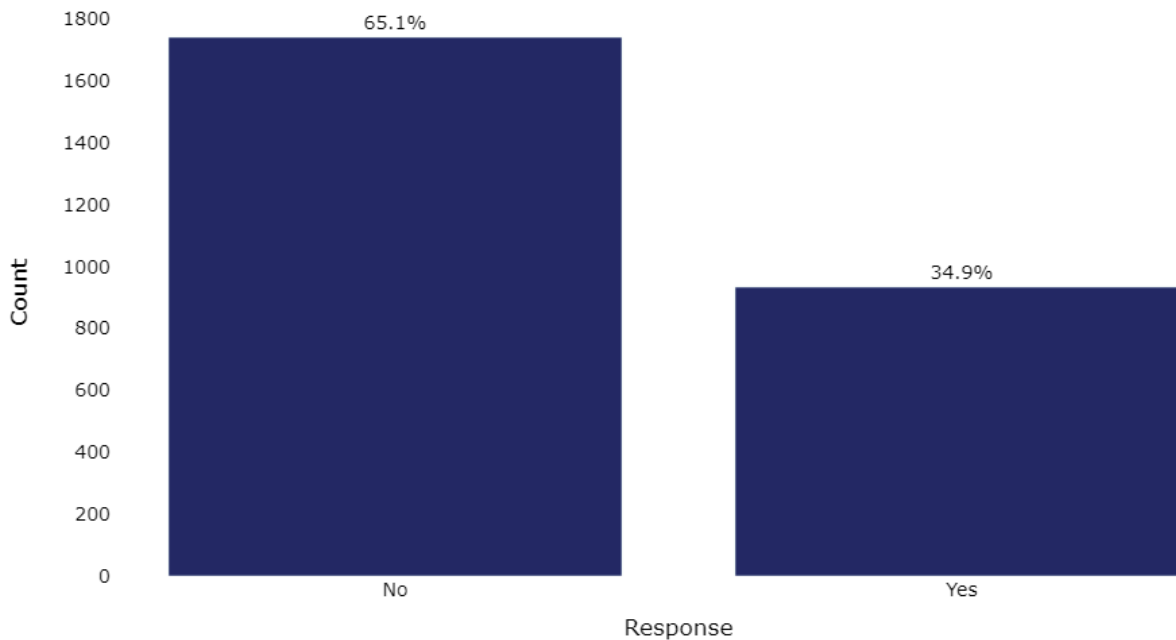
### Digital vs Physical Catalog



- Of the respondents, when asked if they would prefer a physical or digital catalog: (From 1894 responses)
  - Physically: **(56%)**
  - Digitally: **(25%)**
  - No preference: **(19%)**

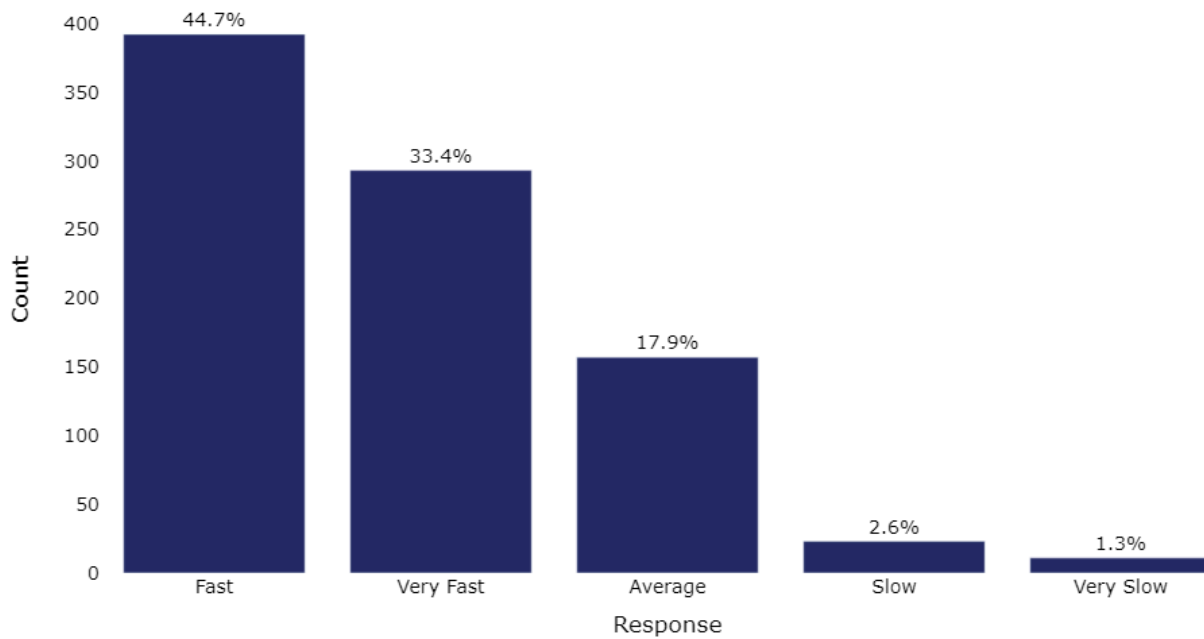
- Of the respondents, when asked if they would prefer a physical or digital catalog: (From 1894 responses.)
  - For ages Under 18: **Digitally (50.0%)**, and **No preference (50.0%)**.
  - For ages 18-24: **Physically (35.7%)**, **No preference (35.7%)**, and **Digitally (28.6%)**.
  - For ages 25-34: **Physically (48.8%)**, **Digitally (29.8%)**, and **No preference (21.5%)**.
  - For ages 35-44: **Physically (52.5%)**, **Digitally (28.9%)**, and **No preference (18.6%)**.
  - For ages 45-54: **Physically (55.4%)**, **Digitally (25.4%)**, and **No preference (19.2%)**.
  - For ages 55-64: **Physically (52.5%)**, **Digitally (25.3%)**, and **No preference (22.2%)**.
  - For ages 65-74: **Physically (59.4%)**, **Digitally (23.8%)**, and **No preference (16.9%)**.
  - For ages 75 and older: **Physically (62.4%)**, **Digitally (22.5%)**, and **No preference (15.0%)**.

### Customer Service Contact



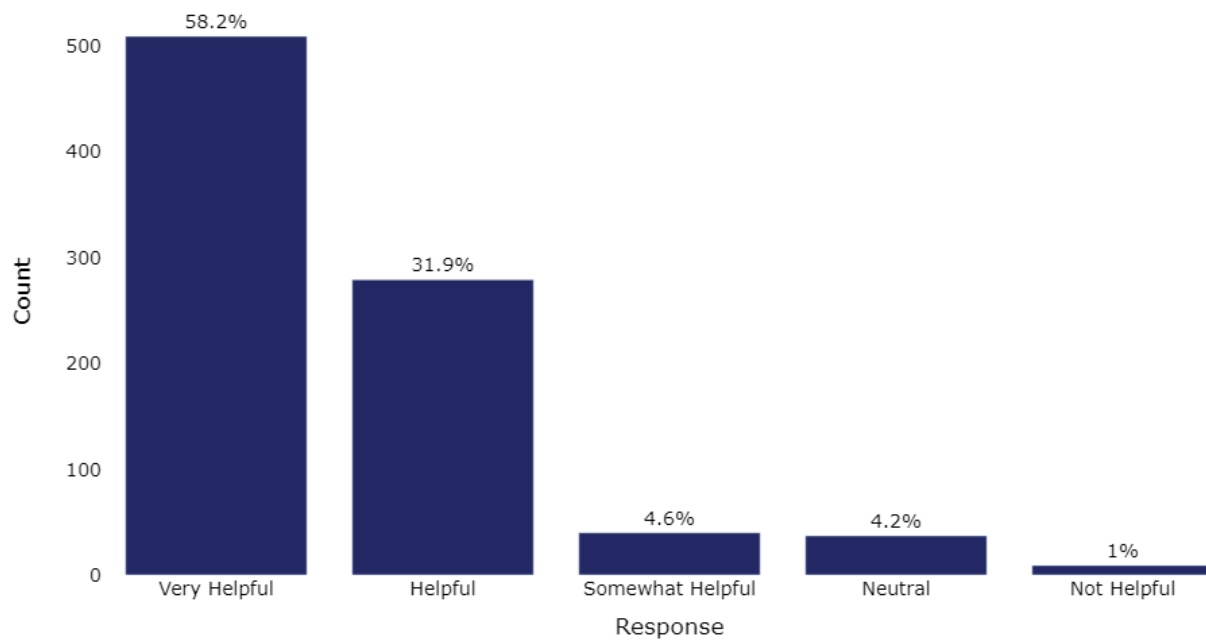
- Of the respondents, when asked if they have contacted customer service before: (From 2673 responses)
  - No: **(65%)**
  - Yes: **(35%)**

## Customer Service Response Speed



- Of the respondents, when asked about the response speed of our customer service: (From 876 responses)
  - Fast: **(45%)**
  - Very Fast: **(33%)**
  - Average: **(18%)**
  - Slow: **(3%)**
  - Very Slow: **(1%)**

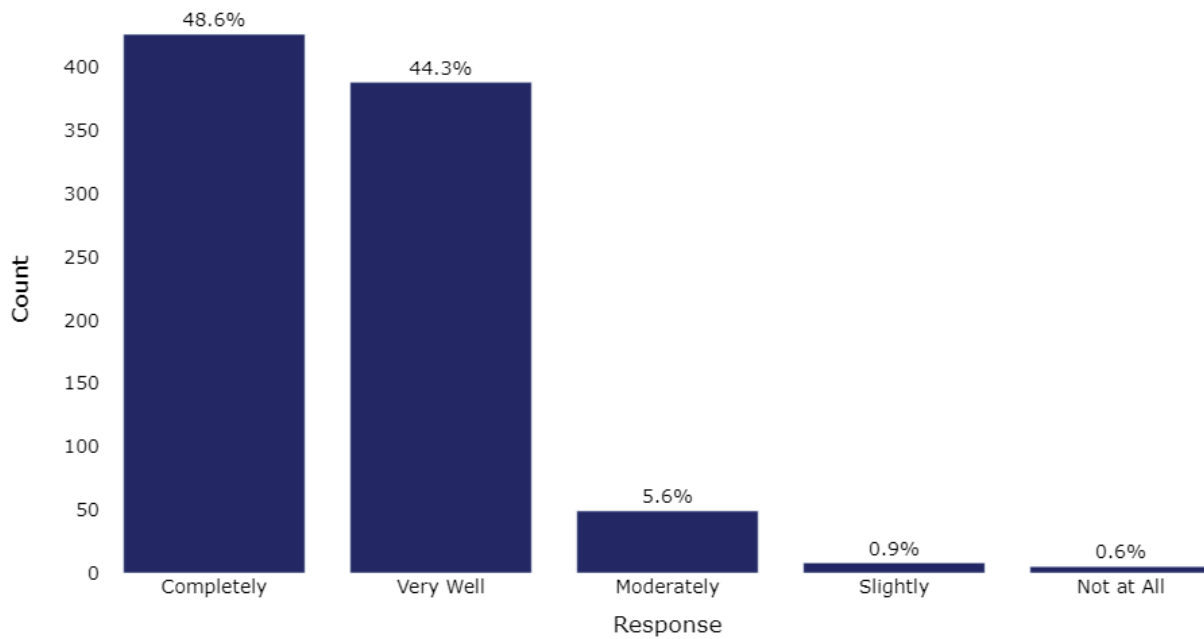
## Customer Service Helpfulness



- Of the respondents, when asked how helpful our customer service is: (From 874 responses)
  - Very Helpful: **(58%)**
  - Helpful: **(32%)**
  - Somewhat Helpful: **(5%)**
  - Neutral: **(4%)**
  - Not Helpful: **(1%)**

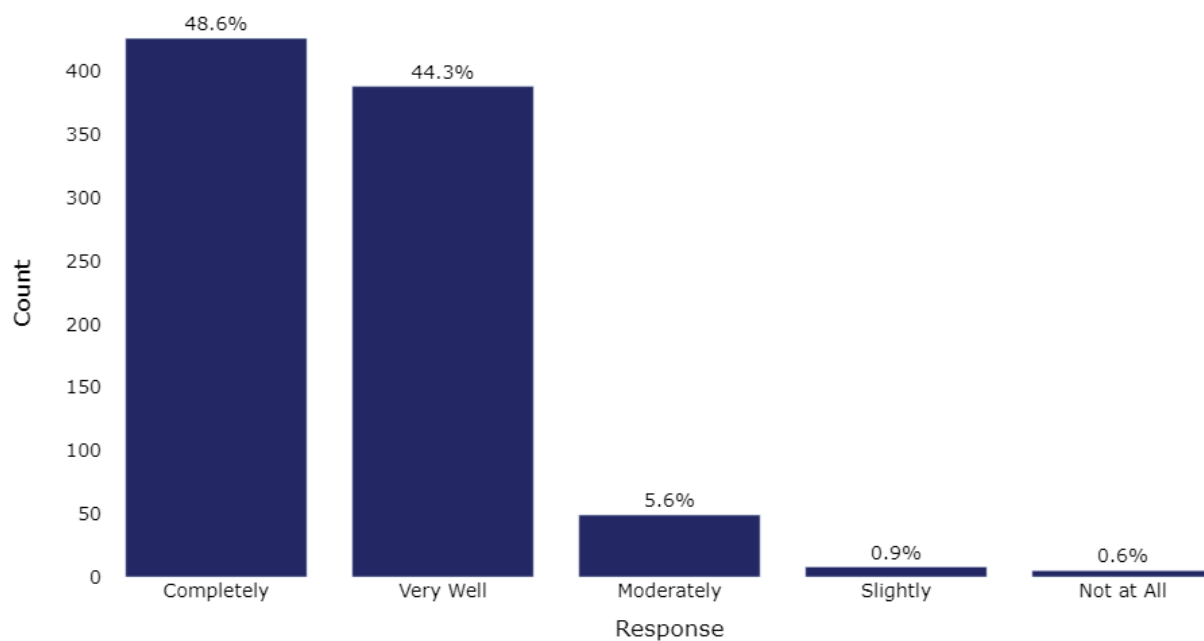


## Customer Service Product Knowledge



- Of the respondents, when asked how well our customer service understood the products related to their inquiry: (From 876 responses)
  - Completely: **(49%)**
  - Very Well: **(44%)**
  - Moderately: **(6%)**
  - Slightly: **(1%)**
  - Not at All: **(1%)**

## Customer Service Satisfaction



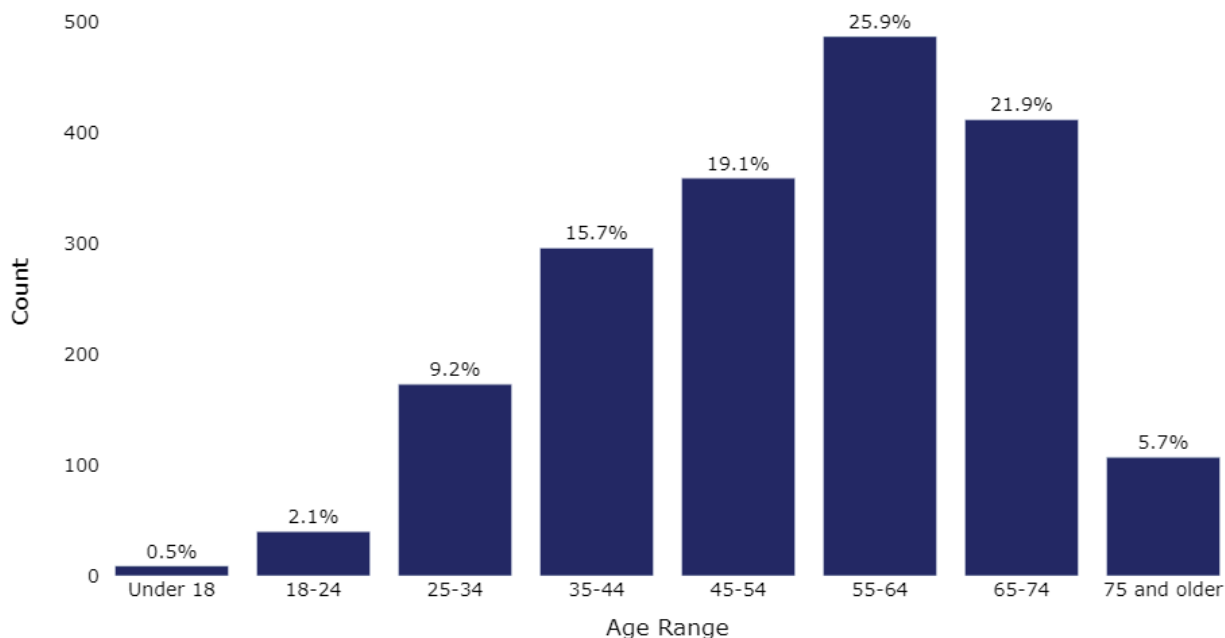
- Of the respondents, when asked how satisfied they were with out customer service: (From 876 responses)
  - Completely: **(49%)**
  - Very Well: **(44%)**
  - Moderately: **(6%)**
  - Slightly: **(1%)**
  - Not at All: **(1%)**

# Crochet.com

This section will focus on questions answered by Crochet.com respondents, and the questions unique to Crochet.com.

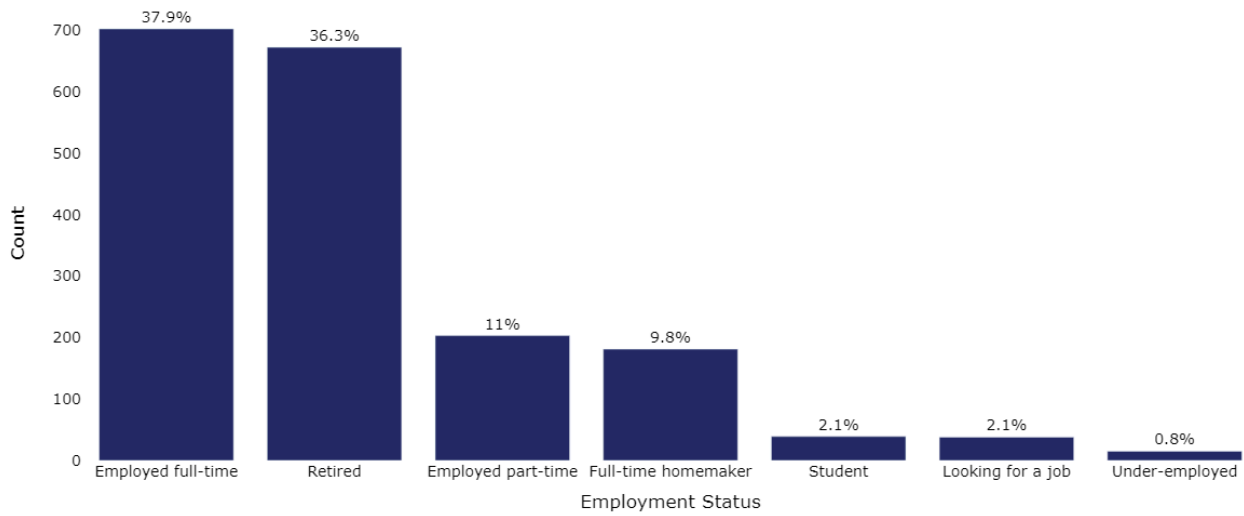
# Demographic Summary

Customer Age Distribution



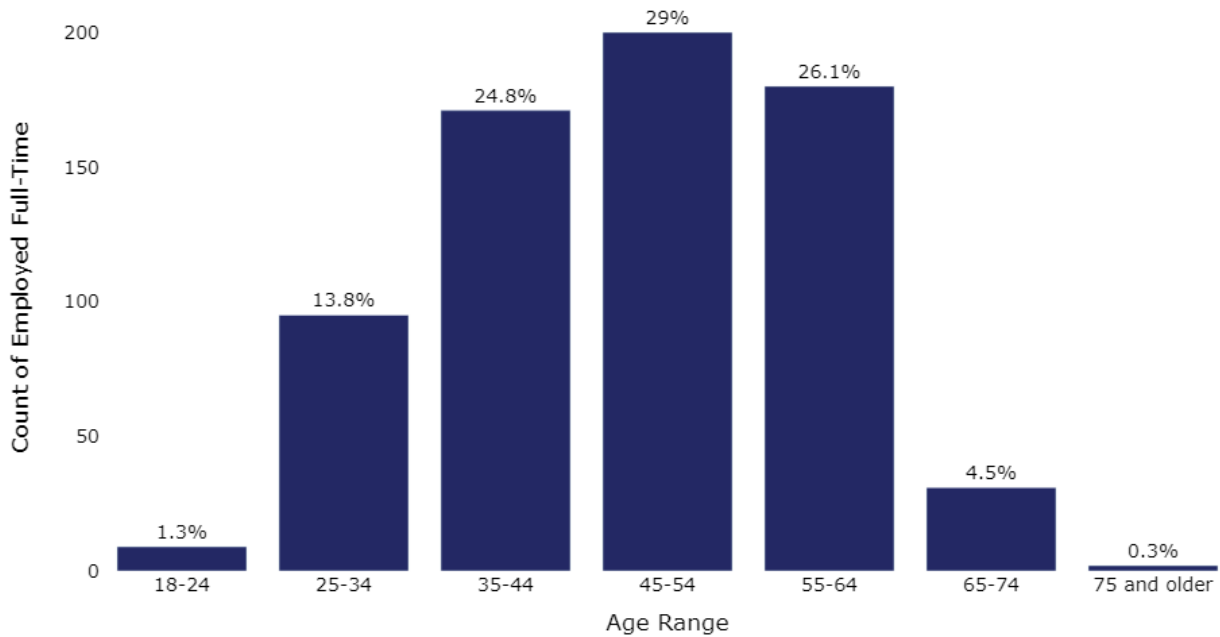
- Out of **1883** respondents, the average respondent age is: **53** and the median age is: **59**. (From 1883 responses)
- Of these respondents, they identify as: (From 1883 responses)
  - Woman: **97.3%**
  - Non-Conforming / Non-Binary: **1.4%**
  - Man: **1.1%**
  - Transgender: **0.2%**
- The average household income ranges from **\$69,381** to **\$88,779**. (From 1463 responses)
  - For ages **Under 18**: the average is between **\$6,667** and **\$18,333**.
  - For ages **18-24**: the average is between **\$44,200** and **\$60,799**.
  - For ages **25-34**: the average is between **\$72,014** and **\$92,553**.
  - For ages **35-44**: the average is between **\$87,864** and **\$110,140**.
  - For ages **45-54**: the average is between **\$89,449** and **\$111,856**.
  - For ages **55-64**: the average is between **\$69,799** and **\$89,597**.
  - For ages **65-74**: the average is between **\$52,729** and **\$69,621**.
  - For ages **75 and older**: the average is between **\$52,338** and **\$69,674**.

## Employment Status



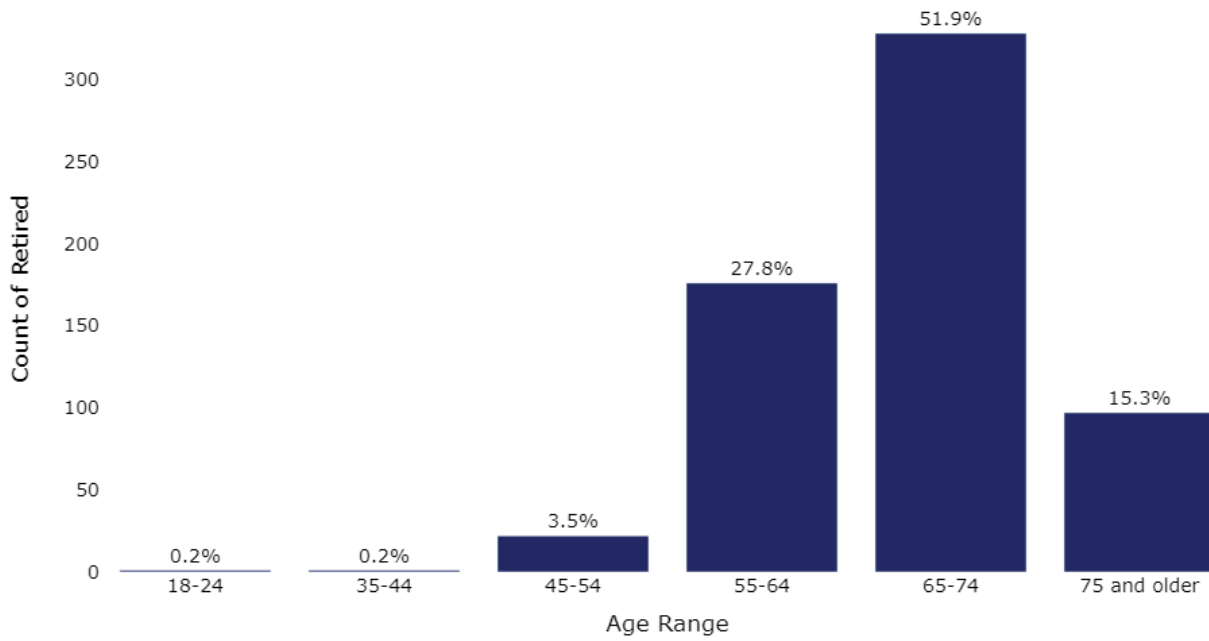
- Of the respondents, their employment statuses are as follows: (From 1850 responses)
  - Employed full-time: **38%**
  - Retired: **36%**
  - Employed part-time: **11%**
  - Full-time homemaker: **10%**
  - Student: **2%**
  - Looking for a job: **2%**
  - Under-employed: **1%**

## "Employed Full-Time" by Age Range



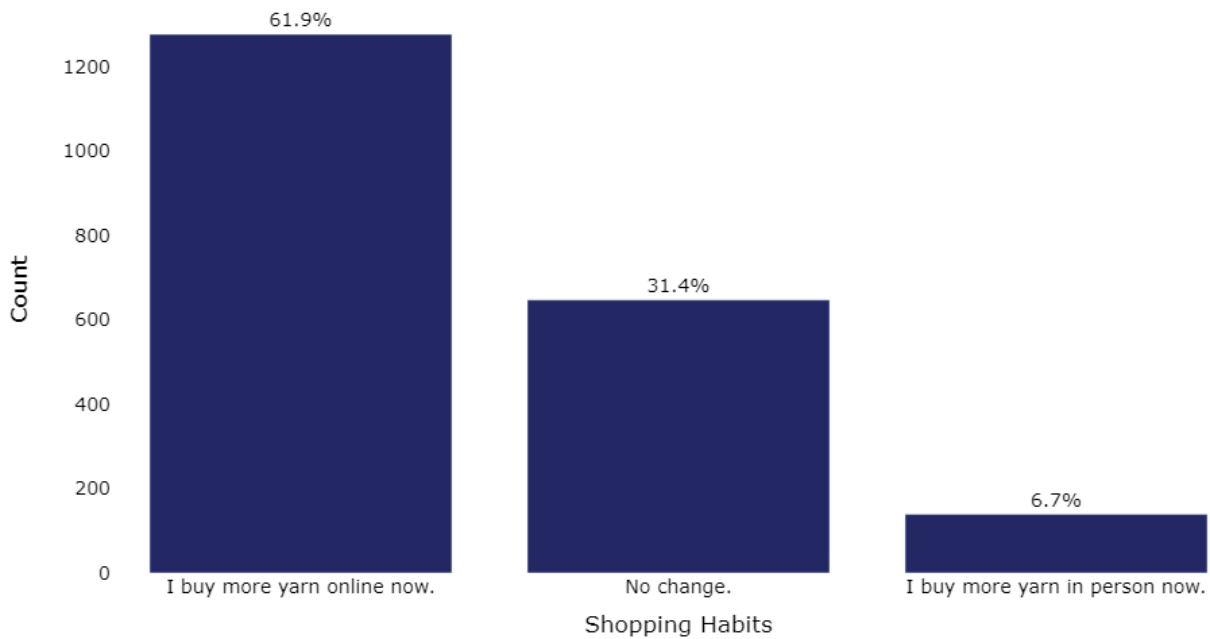
- Of those who responded 'Employed Full-Time': (From 702 responses.)
  - For ages 45-54: **29.0%**
  - For ages 55-64: **26.1%**
  - For ages 35-44: **24.8%**
  - For ages 25-34: **13.8%**
  - For ages 65-74: **4.5%**
  - For ages 18-24: **1.3%**
  - For ages 75 and older: **0.3%**

## "Retired" by Age Range



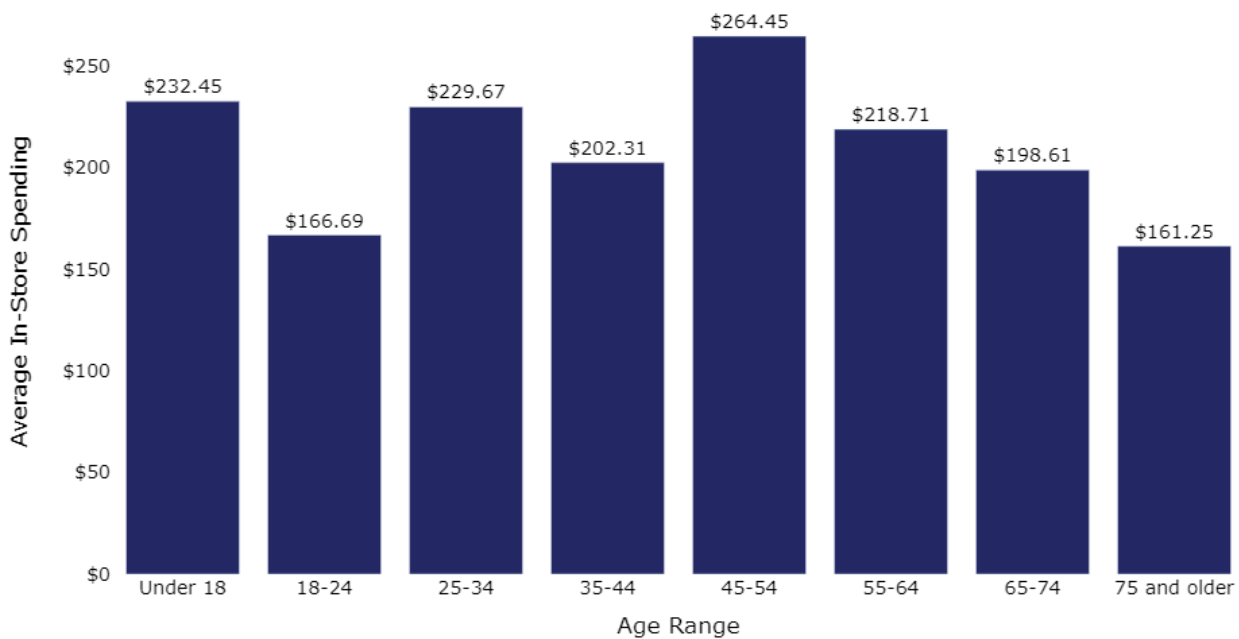
- Of those who responded 'Retired': (From 672 responses.)
  - For ages 65-74: **51.9%**
  - For ages 55-64: **27.8%**
  - For ages 75 and older: **15.3%**
  - For ages 45-54: **3.5%**
  - For ages 18-24: **0.2%**
  - For ages 35-44: **0.2%**

## Shopping Habits



- Of the respondents, they reported that their shopping habits have changed: (From 2062 responses)
  - I buy more yarn online now.: **62%**
  - No change.: **31%**
  - I buy more yarn in person now.: **7%**

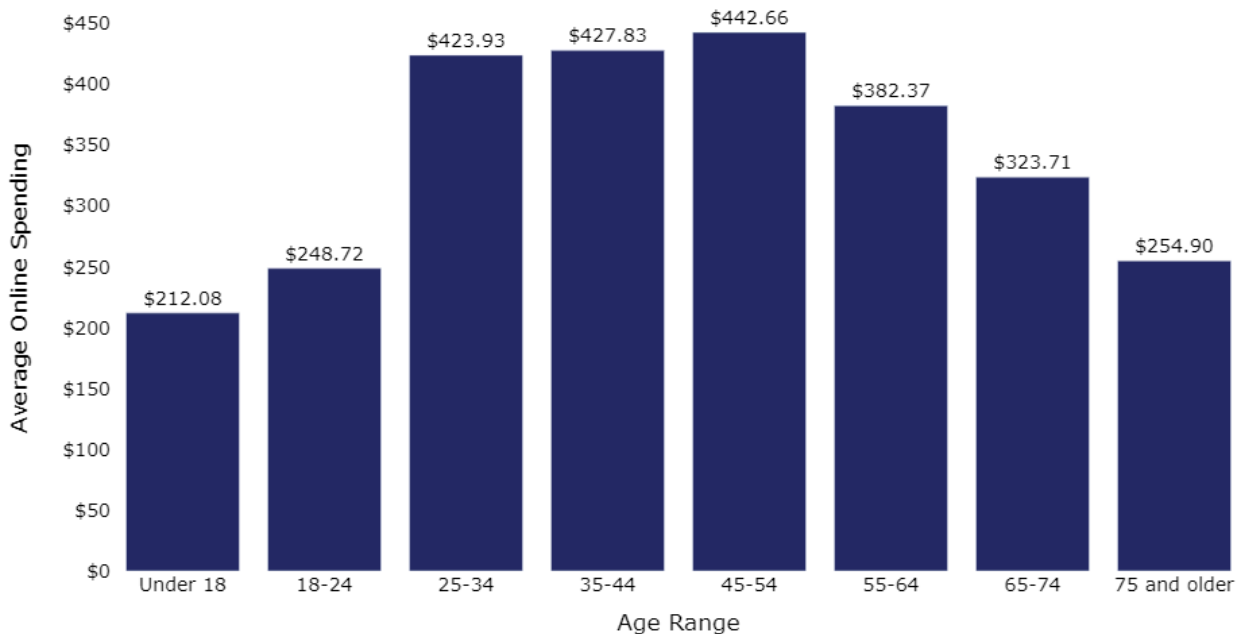
## Average In-Store Spending by Age Group





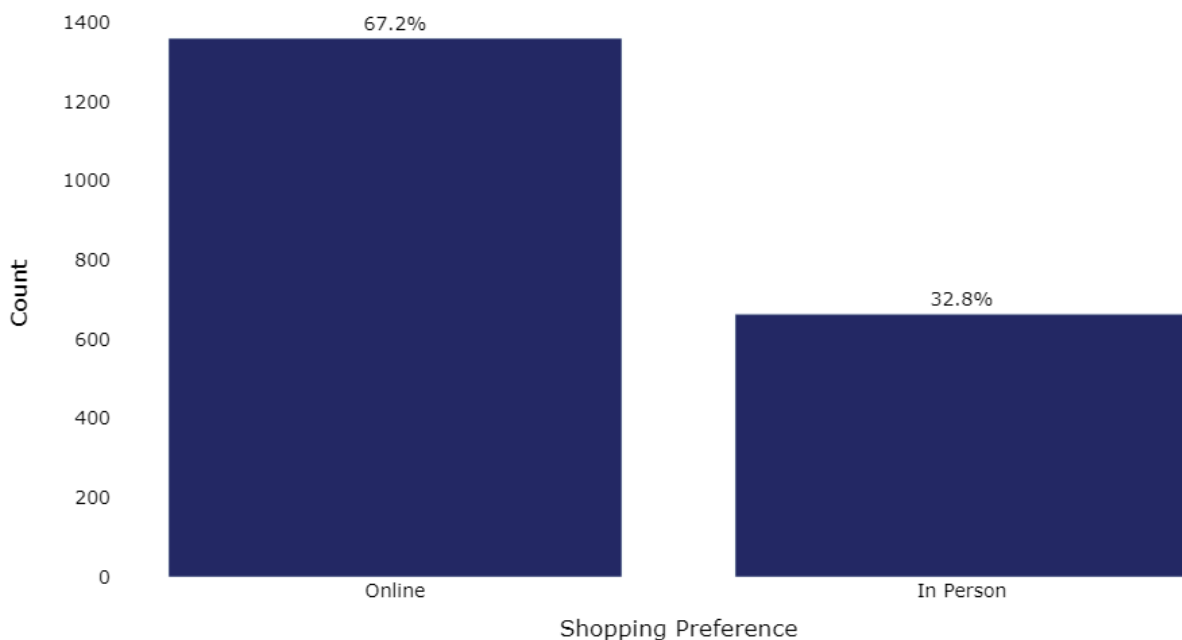
- Respondents reported making **5.0** purchases in-store per year on average, spending an average **\$42.56** per visit. On average spending **\$213.01** a year. (From 1953 responses.)
  - For ages 'Under 18': **4.9** purchases in-store per year, spending **\$47.86** per visit. On average spending **\$232.45** a year.
  - For ages '18-24': **5.3** purchases in-store per year, spending **\$31.45** per visit. On average spending **\$166.69** a year.
  - For ages '25-34': **5.0** purchases in-store per year, spending **\$45.93** per visit. On average spending **\$229.67** a year.
  - For ages '35-44': **4.6** purchases in-store per year, spending **\$44.42** per visit. On average spending **\$202.31** a year.
  - For ages '45-54': **5.7** purchases in-store per year, spending **\$46.33** per visit. On average spending **\$264.45** a year.
  - For ages '55-64': **5.2** purchases in-store per year, spending **\$42.32** per visit. On average spending **\$218.71** a year.
  - For ages '65-74': **4.9** purchases in-store per year, spending **\$40.60** per visit. On average spending **\$198.61** a year.
  - For ages '75 and older': **4.3** purchases in-store per year, spending **\$37.33** per visit. On average spending **\$161.25** a year.

### Average Online Spending by Age Group



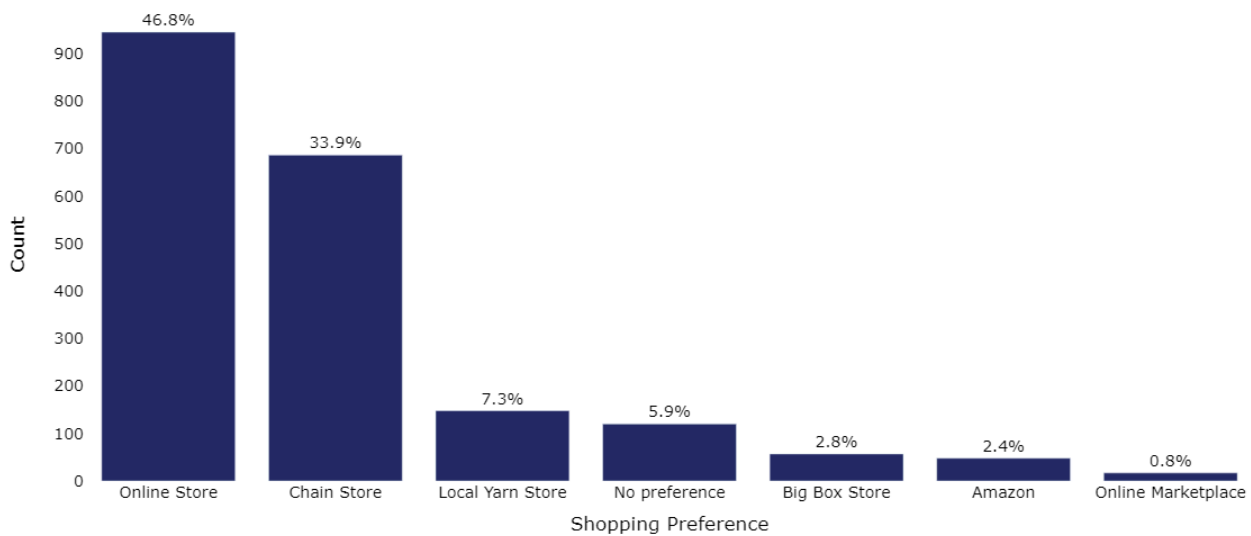
- Respondents reported making **5.7** purchases online per year on average, spending an average **\$65.87** per visit. On average spending **\$374.12** a year. (From 1977 responses.)
  - For ages 'Under 18': **3.4** purchases in-store per year, spending **\$61.86** per visit. On average spending **\$212.08** a year.
  - For ages '18-24': **5.2** purchases in-store per year, spending **\$47.38** per visit. On average spending **\$248.72** a year.
  - For ages '25-34': **5.8** purchases in-store per year, spending **\$73.23** per visit. On average spending **\$423.93** a year.
  - For ages '35-44': **5.7** purchases in-store per year, spending **\$74.55** per visit. On average spending **\$427.83** a year.
  - For ages '45-54': **6.2** purchases in-store per year, spending **\$71.97** per visit. On average spending **\$442.66** a year.
  - For ages '55-64': **5.9** purchases in-store per year, spending **\$65.07** per visit. On average spending **\$382.37** a year.
  - For ages '65-74': **5.6** purchases in-store per year, spending **\$58.19** per visit. On average spending **\$323.71** a year.
  - For ages '75 and older': **4.9** purchases in-store per year, spending **\$52.49** per visit. On average spending **\$254.90** a year.

### Online vs. In-Person Yarn Shopping Preference

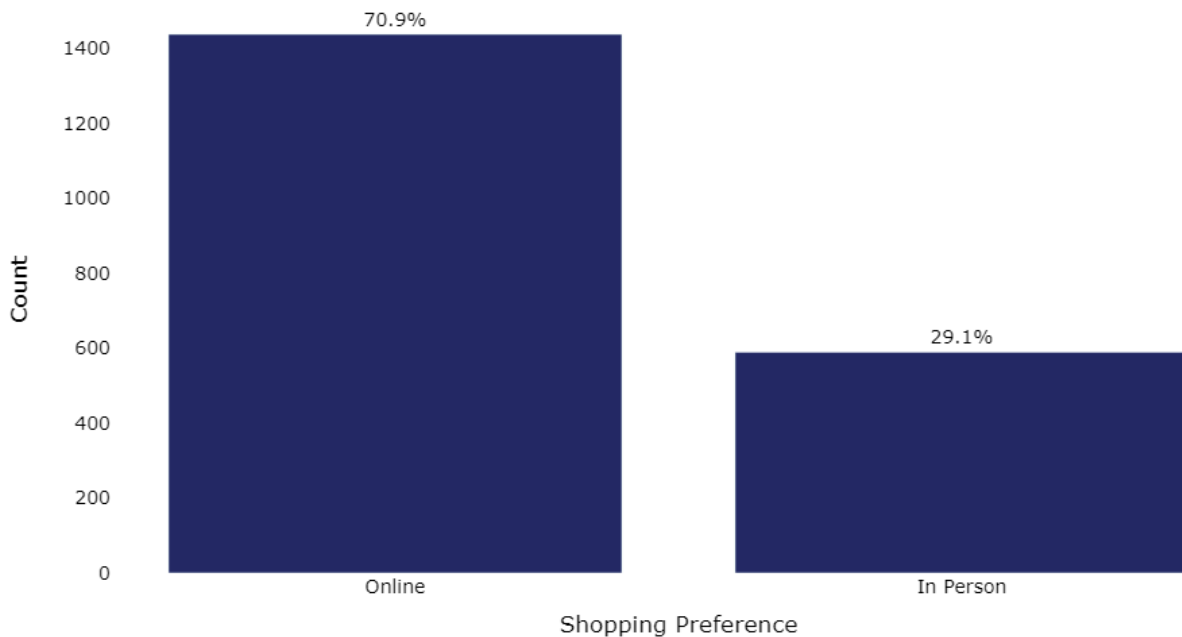


- Of the respondents **67.2%** preferred online shopping for yarn, while **32.8%** preferred shopping in person for yarn. (From 2022 responses.)
  - For ages Under 18: **22.2%** preferred shopping online, **77.8%** preferred shopping in person.
  - For ages 18-24: **62.5%** preferred shopping online, **37.5%** preferred shopping in person.
  - For ages 25-34: **72.9%** preferred shopping online, **27.1%** preferred shopping in person.
  - For ages 35-44: **75.7%** preferred shopping online, **24.3%** preferred shopping in person.
  - For ages 45-54: **68.5%** preferred shopping online, **31.5%** preferred shopping in person.
  - For ages 55-64: **65.8%** preferred shopping online, **34.2%** preferred shopping in person.
  - For ages 65-74: **62.3%** preferred shopping online, **37.7%** preferred shopping in person.
  - For ages 75 and older: **62.1%** preferred shopping online, **37.9%** preferred shopping in person.

#### Where Consumers "Most Often" Purchase Yarn

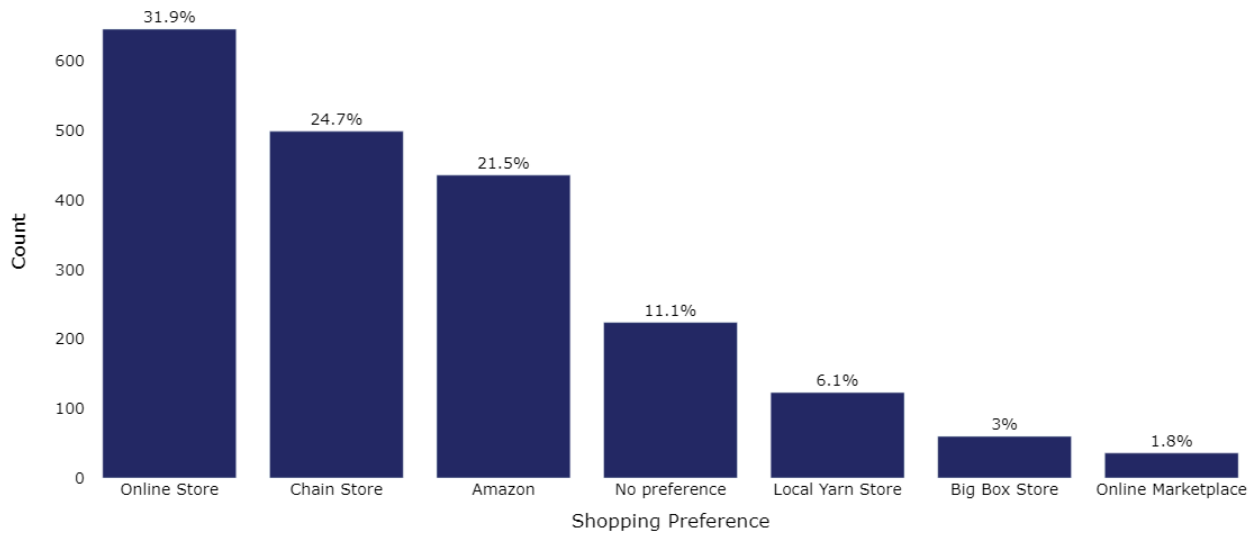


## Online vs. In-Person Tools & Accessories Shopping

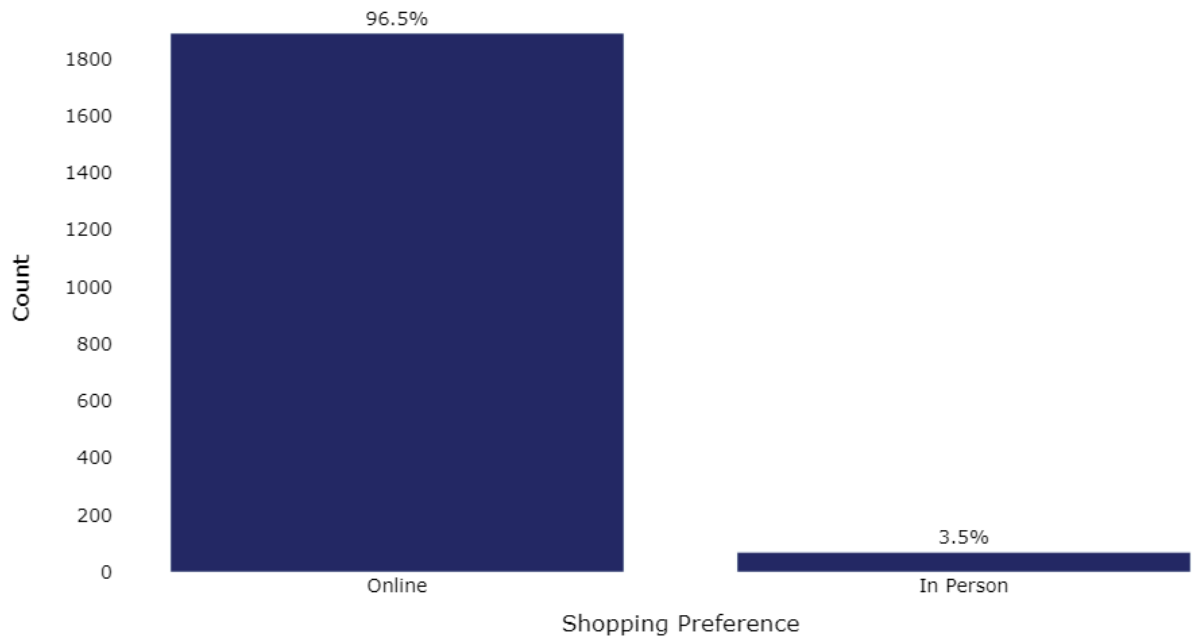


- Of the respondents **70.9%** preferred online shopping for tools & accessories, while **29.1%** preferred shopping in person for tools & accessories. (From 2026 responses.)
  - For ages Under 18: **44.4%** preferred shopping online, **55.6%** preferred shopping in person.
  - For ages 18-24: **67.5%** preferred shopping online, **32.5%** preferred shopping in person.
  - For ages 25-34: **72.9%** preferred shopping online, **27.1%** preferred shopping in person.
  - For ages 35-44: **80.9%** preferred shopping online, **19.1%** preferred shopping in person.
  - For ages 45-54: **74.0%** preferred shopping online, **26.0%** preferred shopping in person.
  - For ages 55-64: **70.5%** preferred shopping online, **29.5%** preferred shopping in person.
  - For ages 65-74: **67.7%** preferred shopping online, **32.3%** preferred shopping in person.
  - For ages 75 and older: **63.1%** preferred shopping online, **36.9%** preferred shopping in person.

### Where Consumers "Most Often" Purchase Tools & Accessories

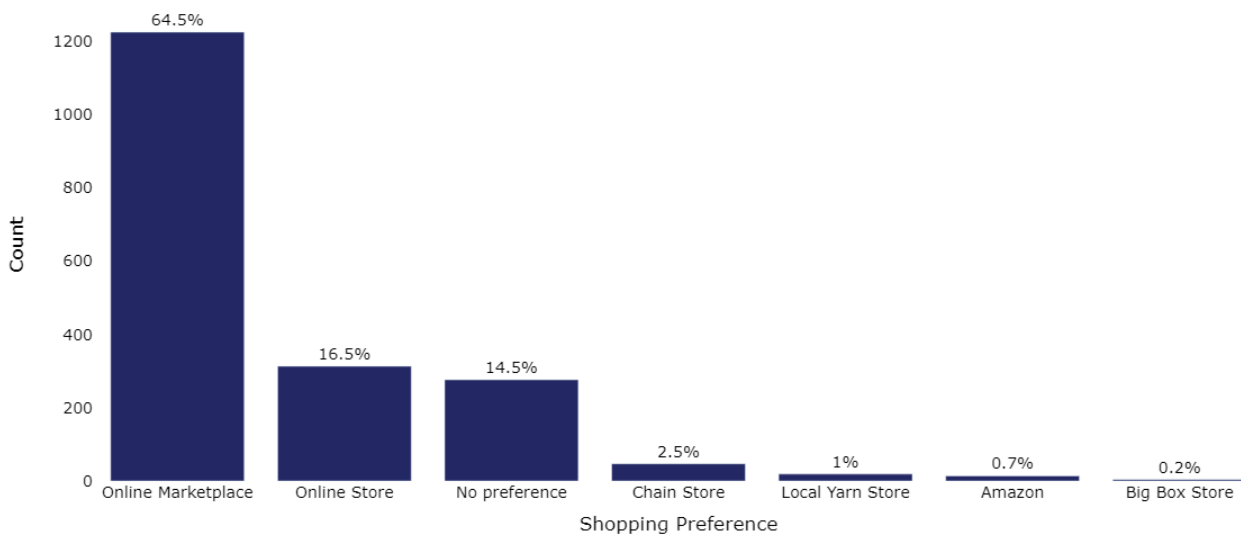


### Online vs. In-Person Pattern Shopping

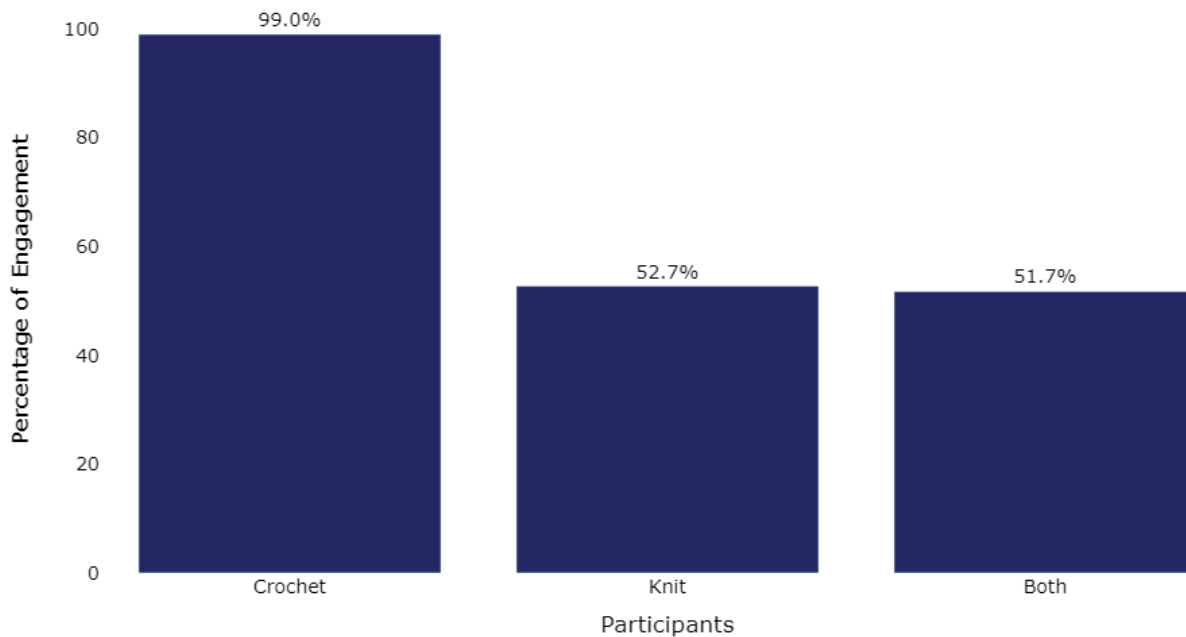


- Of the respondents **96.5%** preferred online shopping for patterns, while **3.5%** preferred shopping in person for patterns. (From 1958 responses.)
  - For ages Under 18: **85.7%** preferred shopping online, **14.3%** preferred shopping in person.
  - For ages 18-24: **100.0%** preferred shopping online, **0.0%** preferred shopping in person.
  - For ages 25-34: **99.4%** preferred shopping online, **0.6%** preferred shopping in person.
  - For ages 35-44: **98.3%** preferred shopping online, **1.7%** preferred shopping in person.
  - For ages 45-54: **98.6%** preferred shopping online, **1.4%** preferred shopping in person.
  - For ages 55-64: **97.6%** preferred shopping online, **2.4%** preferred shopping in person.
  - For ages 65-74: **92.4%** preferred shopping online, **7.6%** preferred shopping in person.
  - For ages 75 and older: **92.9%** preferred shopping online, **7.1%** preferred shopping in person.

#### Where Consumers "Most Often" Purchase Patterns

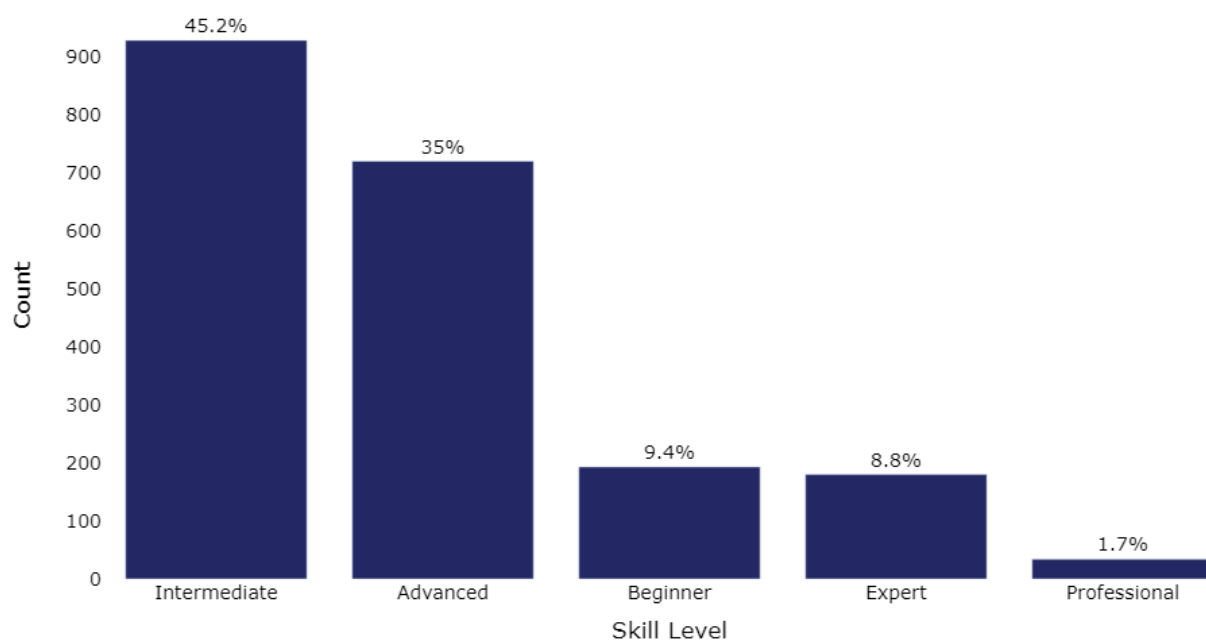


## Respondents That Crochet or Knit



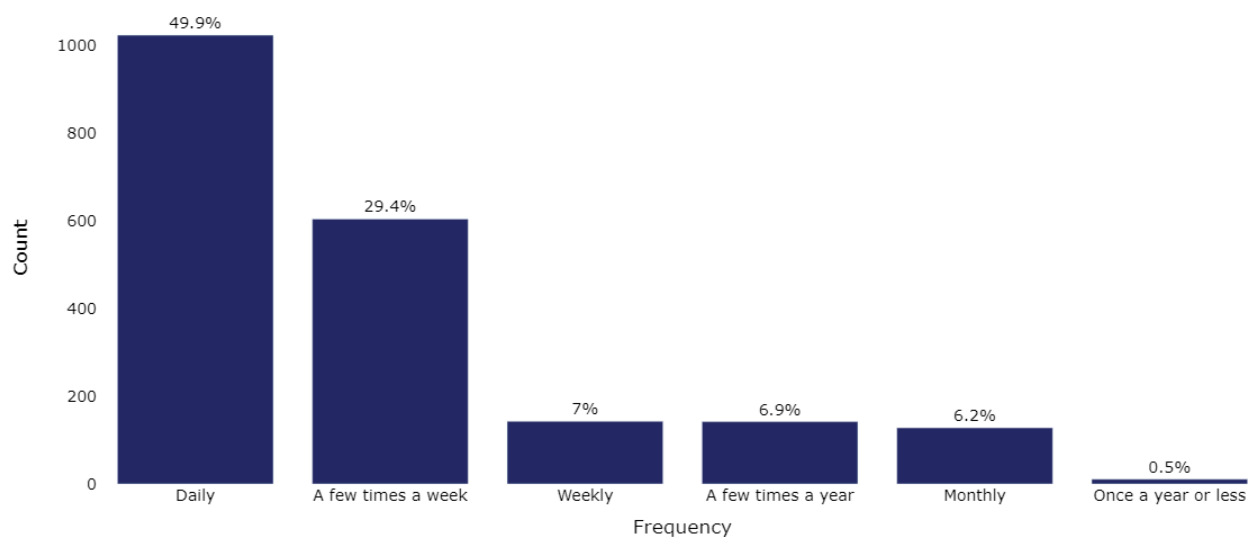
- Of the respondents, **99.0%** responded 'Yes' to crocheting, **52.7%** responded 'Yes' to knitting, while **51.7%** of respondents engage in both. (From 2161 responses.)
  - For ages Under 18, **100.0%** crochet, **44.4%** knit, and **44.4%** do both.
  - For ages 18-24, **100.0%** crochet, **50.0%** knit, and **50.0%** do both.
  - For ages 25-34, **98.3%** crochet, **51.4%** knit, and **49.7%** do both.
  - For ages 35-44, **98.3%** crochet, **54.4%** knit, and **52.7%** do both.
  - For ages 45-54, **98.6%** crochet, **51.8%** knit, and **50.4%** do both.
  - For ages 55-64, **99.2%** crochet, **47.2%** knit, and **46.4%** do both.
  - For ages 65-74, **99.0%** crochet, **58.3%** knit, and **57.5%** do both.
  - For ages 75 and older, **100.0%** crochet, **69.2%** knit, and **69.2%** do both.

## Self-Identified Crochet Skill Level



- Of the respondents who crochet, they rate their skill level as the following: (From 2139 responses.)
  - Intermediate: **45.2%**.
  - Advanced: **35.0%**.
  - Beginner: **9.4%**.
  - Expert: **8.8%**.
  - Professional: **1.7%**.

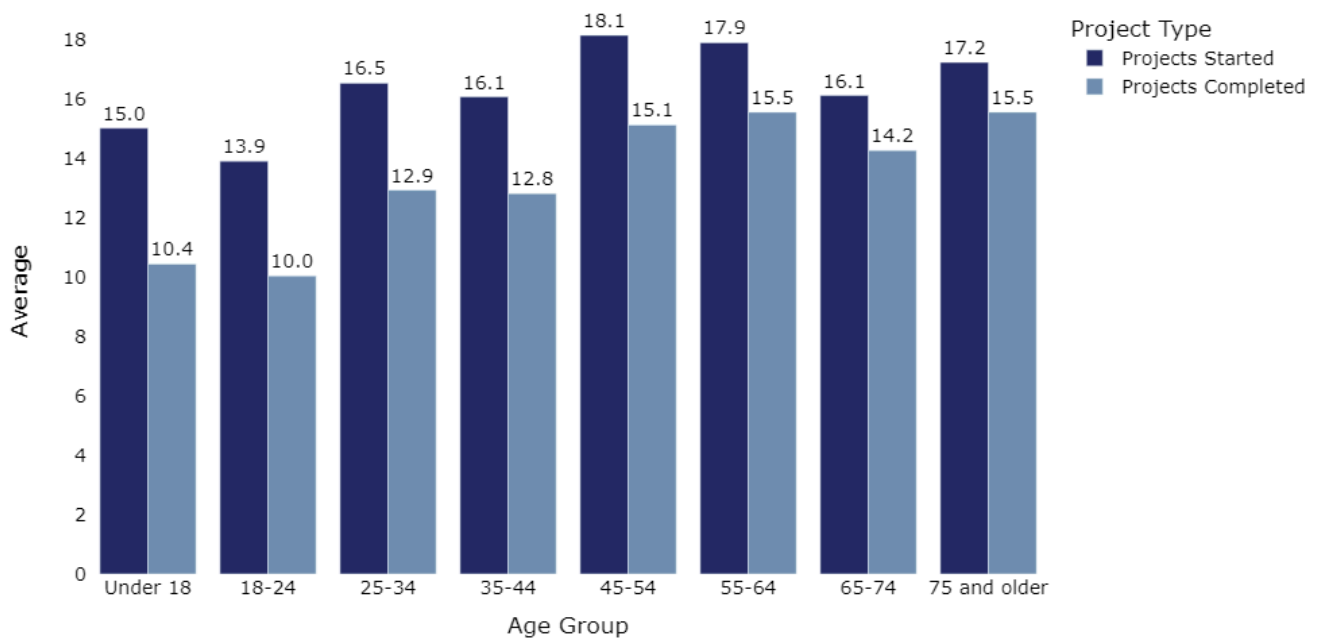
## Crochet Frequency





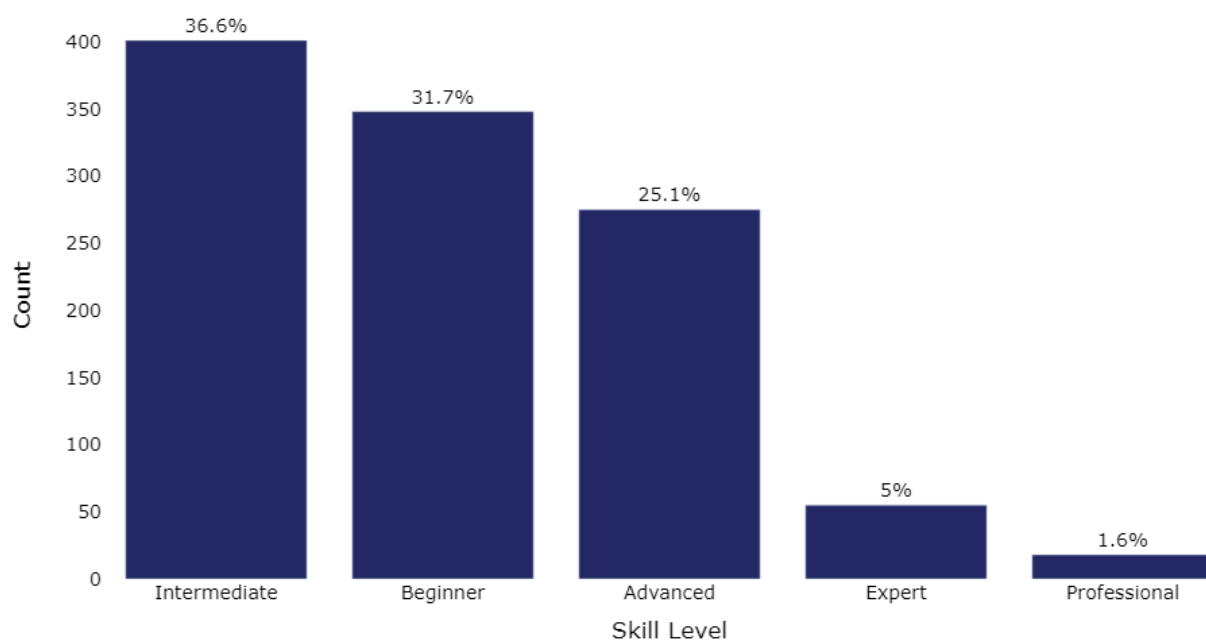
- Of the respondents who crochet, the frequency they do so is: (From 2139 responses.)
  - Daily: **49.9%**
  - A few times a week: **29.4%**
  - Weekly: **7.0%**
  - A few times a year: **6.9%**
  - Monthly: **6.2%**
  - Once a year or less: **0.5%**

### Crocheter's Started/Completed Projects



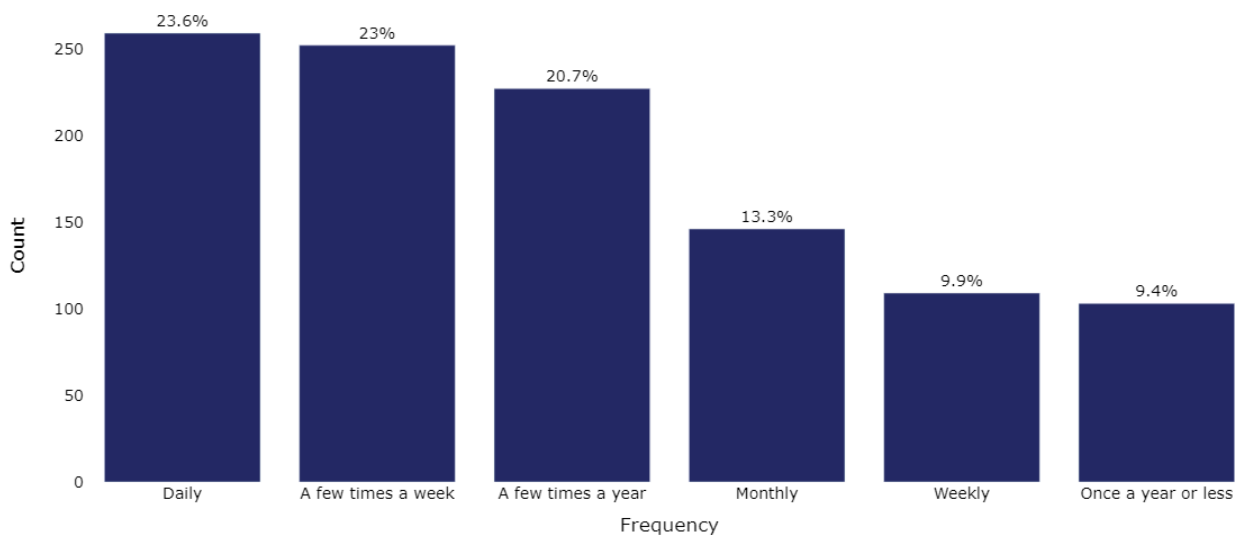
- Of the respondents, on average they start **17.0** crochet projects a year, and on average they complete **14.4** crochet projects a year. (From 2139 responses.)
  - For ages Under 18: They start **15.0** projects, and complete **10.4** projects a year.
  - For ages 18-24: They start **13.9** projects, and complete **10.0** projects a year.
  - For ages 25-34: They start **16.5** projects, and complete **12.9** projects a year.
  - For ages 35-44: They start **16.1** projects, and complete **12.8** projects a year.
  - For ages 45-54: They start **18.1** projects, and complete **15.1** projects a year.
  - For ages 55-64: They start **17.9** projects, and complete **15.5** projects a year.
  - For ages 65-74: They start **16.1** projects, and complete **14.2** projects a year.
  - For ages 75 and older: They start **17.2** projects, and complete **15.5** projects a year.

## Self-Identified Knitting Skill Level



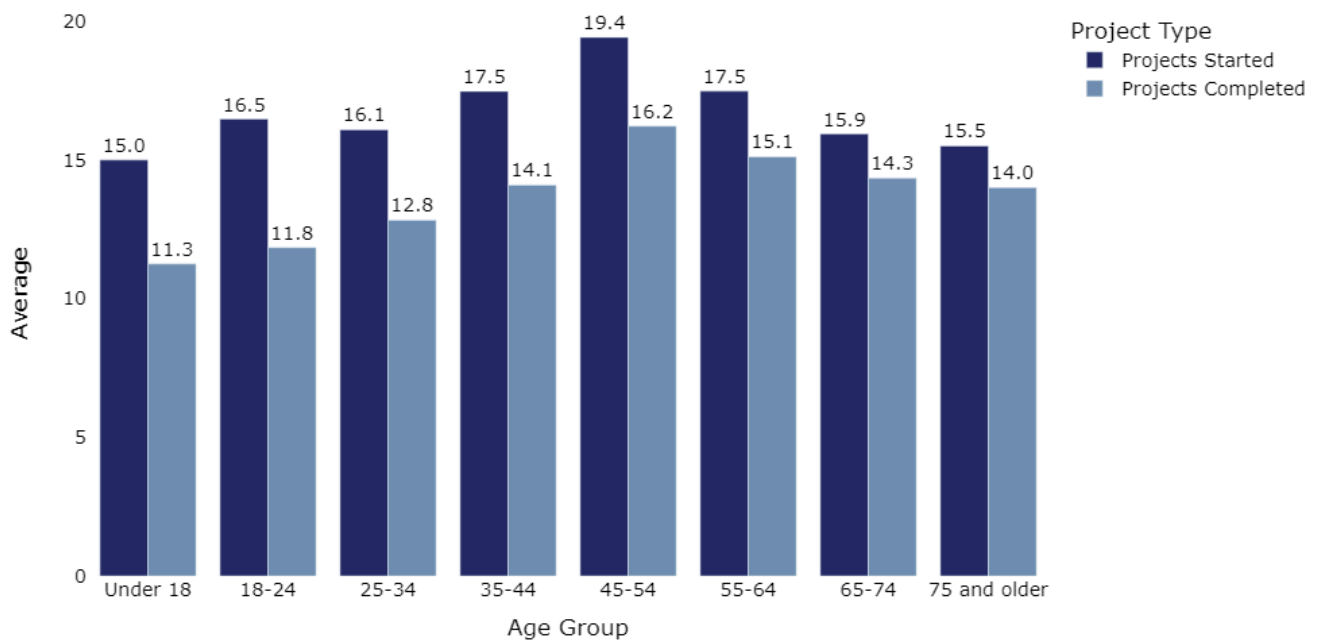
- Of the respondents who knit, they rate their skill level as the following: (From 1139 responses.)
  - Intermediate: **36.6%**.
  - Beginner: **31.7%**.
  - Advanced: **25.1%**.
  - Expert: **5.0%**.
  - Professional: **1.6%**.

## Knitting Frequency



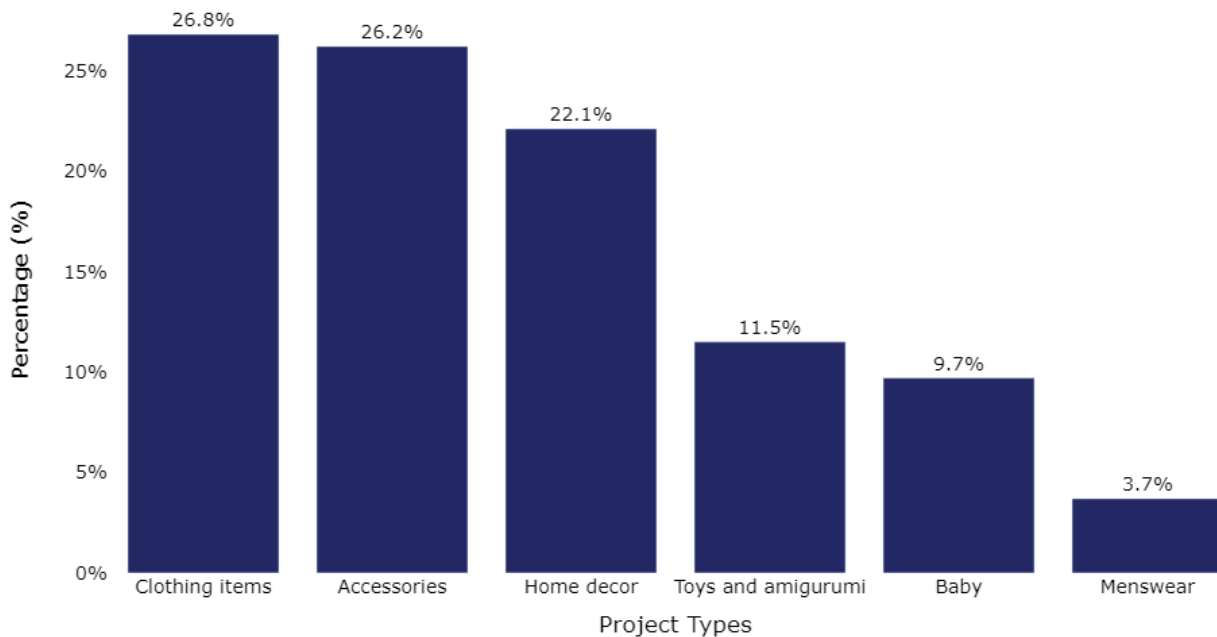
- Of the respondents who knit, the frequency they do so is: (From 1139 responses.)
  - Daily: **23.6%**.
  - A few times a week: **23.0%**.
  - A few times a year: **20.7%**.
  - Monthly: **13.3%**.
  - Weekly: **9.9%**.
  - Once a year or less: **9.4%**.

### Knitter's Started/Completed Projects



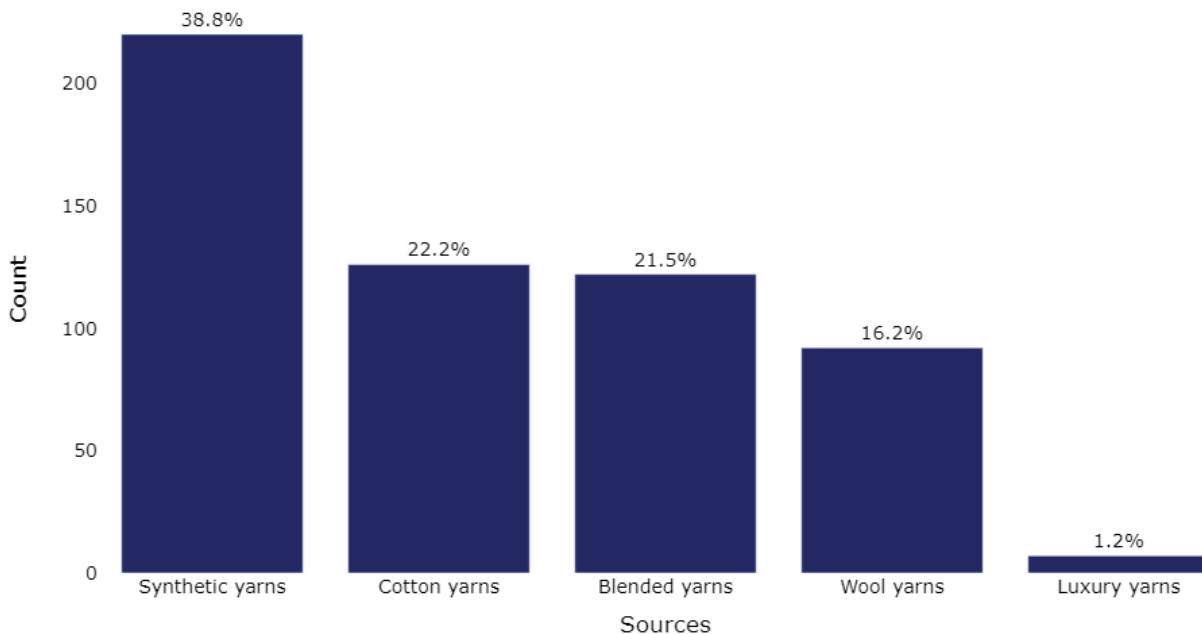
- Of the respondents, on average they start **17.2** knitting projects a year, and on average they complete **14.6** knitting projects a year. (From 1139 responses.)
  - For ages Under 18: They start **15.0** projects, and complete **11.2** projects a year.
  - For ages 18-24: They start **16.5** projects, and complete **11.8** projects a year.
  - For ages 25-34: They start **16.1** projects, and complete **12.8** projects a year.
  - For ages 35-44: They start **17.5** projects, and complete **14.1** projects a year.
  - For ages 45-54: They start **19.4** projects, and complete **16.2** projects a year.
  - For ages 55-64: They start **17.5** projects, and complete **15.1** projects a year.
  - For ages 65-74: They start **15.9** projects, and complete **14.3** projects a year.
  - For ages 75 and older: They start **15.5** projects, and complete **14.0** projects a year.

## Respondent Project Types



- Of the respondents, the most popular project type for all yarn crafts is: (From 1139 responses.)
  - For ages Under 18: The most popular types are **Clothing items (47.1%)**, then **Toys and amigurumi (23.5%)**, and finally **Accessories (23.5%)**.
  - For ages 18-24: The most popular types are **Clothing items (34.9%)**, then **Accessories (19.3%)**, and finally **Toys and amigurumi (18.1%)**.
  - For ages 25-34: The most popular types are **Clothing items (29.5%)**, then **Accessories (23.9%)**, and finally **Home decor (20.2%)**.
  - For ages 35-44: The most popular types are **Clothing items (28.1%)**, then **Accessories (26.1%)**, and finally **Home decor (19.6%)**.
  - For ages 45-54: The most popular types are **Clothing items (28.2%)**, then **Accessories (25.4%)**, and finally **Home decor (22.0%)**.
  - For ages 55-64: The most popular types are **Accessories (26.7%)**, then **Clothing items (25.2%)**, and finally **Home decor (25.1%)**.
  - For ages 65-74: The most popular types are **Accessories (27.3%)**, then **Clothing items (24.9%)**, and finally **Home decor (22.5%)**.
  - For ages 75 and older: The most popular types are **Accessories (27.7%)**, then **Clothing items (25.1%)**, and finally **Home decor (20.3%)**.

## Preferred Yarn Fiber

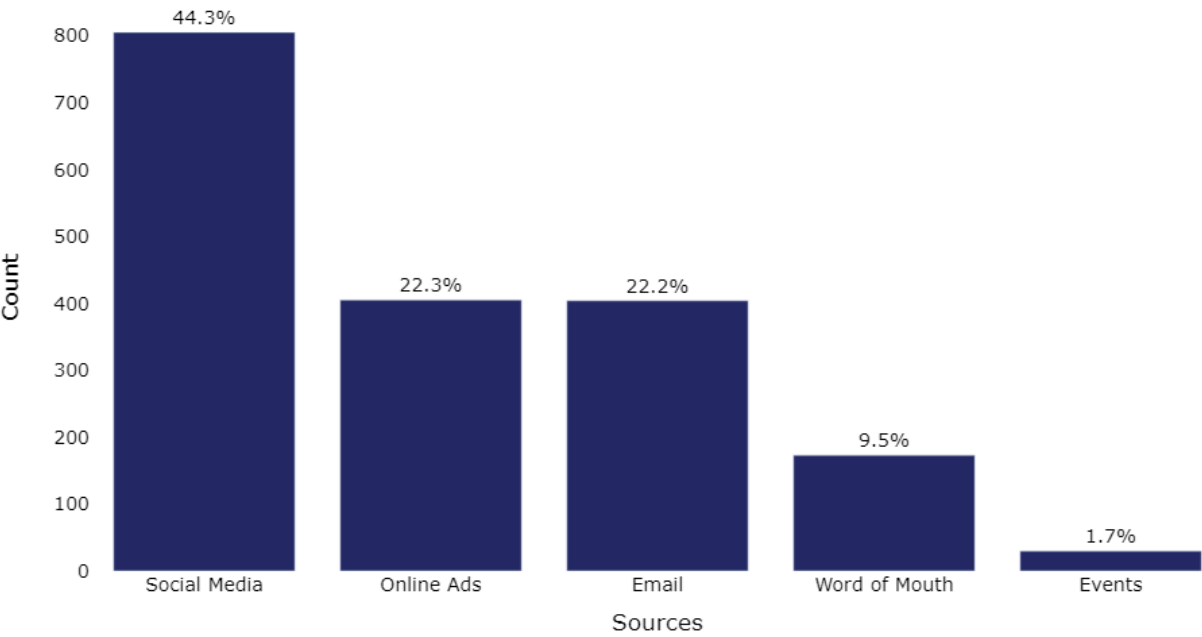


- Of the respondents, their preferred yarn fiber is: (From 567 responses.)
  - For ages Under 18: Preferred **Cotton yarns (100.0%)**.
  - For ages 18-24: Preferred **Synthetic yarns (70.0%)**, then **Cotton yarns (20.0%)**, followed by **Wool yarns (10.0%)**.
  - For ages 25-34: Preferred **Synthetic yarns (37.0%)**, then **Cotton yarns (23.9%)**, followed by **Wool yarns (21.7%)**.
  - For ages 35-44: Preferred **Synthetic yarns (29.9%)**, then **Wool yarns (26.9%)**, followed by **Blended yarns (22.4%)**.
  - For ages 45-54: Preferred **Blended yarns (26.8%)**, then **Cotton yarns (26.8%)**, followed by **Synthetic yarns (26.8%)**.
  - For ages 55-64: Preferred **Synthetic yarns (40.8%)**, then **Cotton yarns (24.3%)**, followed by **Blended yarns (20.4%)**.
  - For ages 65-74: Preferred **Synthetic yarns (38.6%)**, then **Blended yarns (27.6%)**, followed by **Cotton yarns (20.5%)**.
  - For ages 75 and older: Preferred **Synthetic yarns (51.3%)**, then **Blended yarns (20.5%)**, followed by **Cotton yarns (15.4%)**.

Most Common Sentiments by Preferred Fiber Group

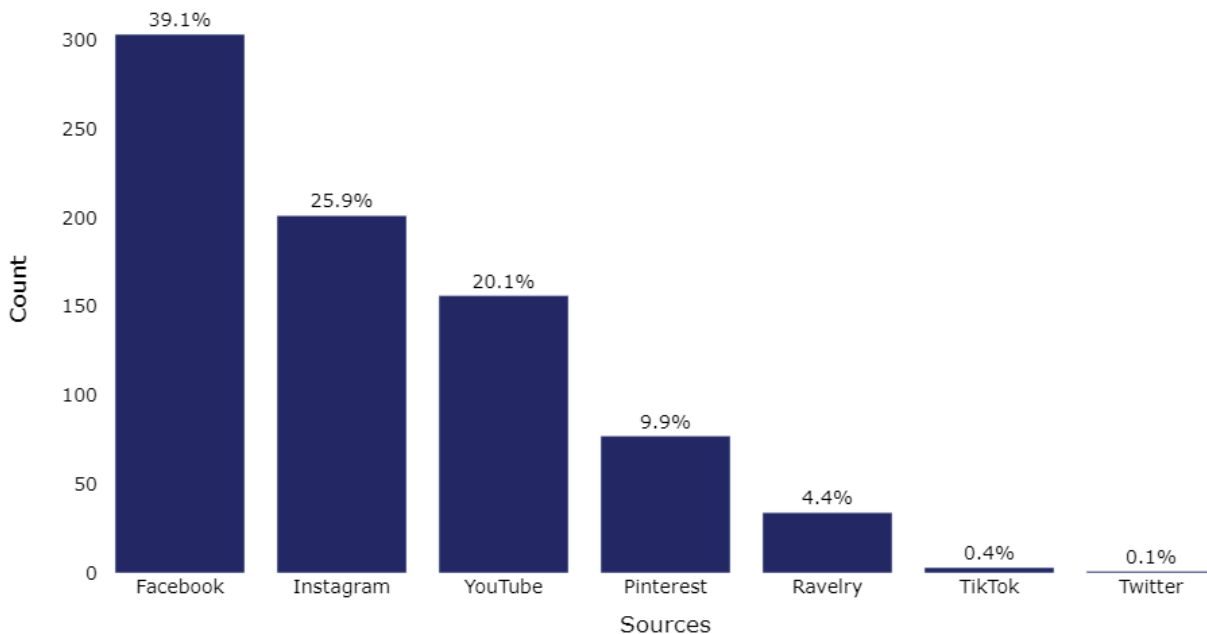
Cotton yarns	Blended yarns	Synthetic yarns	Wool yarns	Luxury yarns
quality: 14	pattern: 13	easy: 20	prefer: 14	soft: 3
natural: 10	color: 12	color: 16	natural: 10	buy: 2
color: 9	easy: 8	care: 15	use: 8	family: 2
good: 8	good: 7	washable: 9	color: 8	softer: 2
love: 7	quality: 7	work: 9	quality: 7	le: 2
work: 7	durability: 6	price: 9	warm: 6	wear: 2
product: 6	usually: 6	look: 6	pattern: 5	afford: 1
best: 6	recommended: 6	pattern: 6	feel: 5	silk: 1

Brand Recognition Source



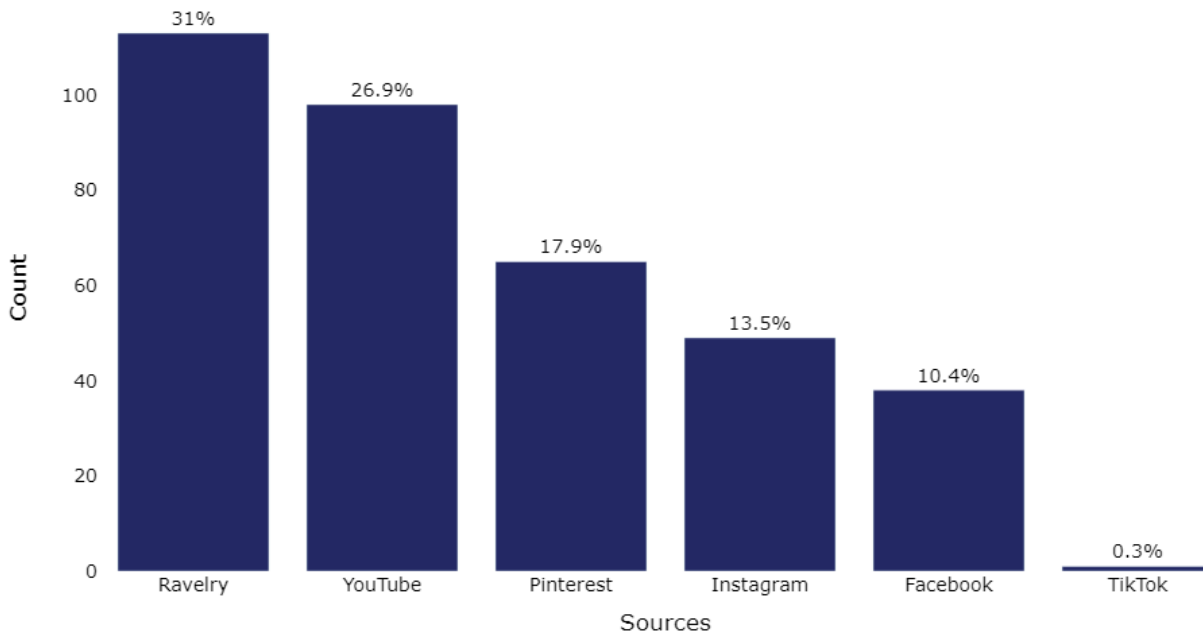
- Of the respondents, the most popular brand discovery sources are: (From 2042 responses.)
  - For ages Under 18: Preferred **Social Media (42.9%)**, then **Email (28.6%)**, followed by **Word of Mouth (28.6%)**.
  - For ages 18-24: Preferred **Social Media (36.4%)**, then **Email (30.3%)**, followed by **Online Ads (18.2%)**.
  - For ages 25-34: Preferred **Social Media (49.0%)**, then **Online Ads (23.2%)**, followed by **Email (14.8%)**.
  - For ages 35-44: Preferred **Social Media (52.9%)**, then **Online Ads (16.7%)**, followed by **Email (16.0%)**.
  - For ages 45-54: Preferred **Social Media (51.6%)**, then **Online Ads (24.4%)**, followed by **Email (12.7%)**.
  - For ages 55-64: Preferred **Social Media (46.5%)**, then **Email (22.6%)**, followed by **Online Ads (20.3%)**.
  - For ages 65-74: Preferred **Social Media (37.2%)**, then **Email (30.9%)**, followed by **Online Ads (24.3%)**.
  - For ages 75 and older: Preferred **Email (39.2%)**, then **Online Ads (27.5%)**, followed by **Social Media (23.5%)**.

## Social Media Source



- Of the respondents that discovered a brand through social media, the most popular is: (From 775 responses.)
  - For ages Under 18: Preferred **YouTube (66.7%)** and **Instagram (33.3%)**.
  - For ages 18-24: Preferred **YouTube (70.0%)**, then **Instagram (20.0%)**, followed by **Pinterest (10.0%)**.
  - For ages 25-34: Preferred **Instagram (58.0%)**, then **YouTube (24.6%)**, followed by **Facebook (8.7%)**.
  - For ages 35-44: Preferred **Instagram (35.1%)**, then **Facebook (30.5%)**, followed by **YouTube (21.4%)**.
  - For ages 45-54: Preferred **Facebook (40.1%)**, then **Instagram (24.8%)**, followed by **YouTube (24.2%)**.
  - For ages 55-64: Preferred **Facebook (44.5%)**, then **Instagram (20.9%)**, followed by **YouTube (19.4%)**.
  - For ages 65-74: Preferred **Facebook (55.3%)**, then **Pinterest (17.4%)**, followed by **YouTube (12.9%)**.
  - For ages 75 and older: Preferred **Facebook (69.6%)**, then **Pinterest (13.0%)**, followed by **YouTube (8.7%)**.

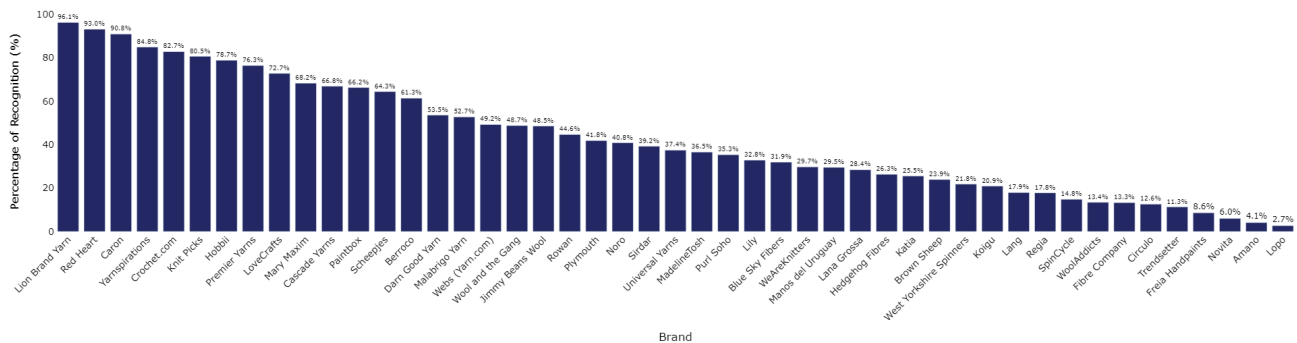
### Social Media Project Inspiration



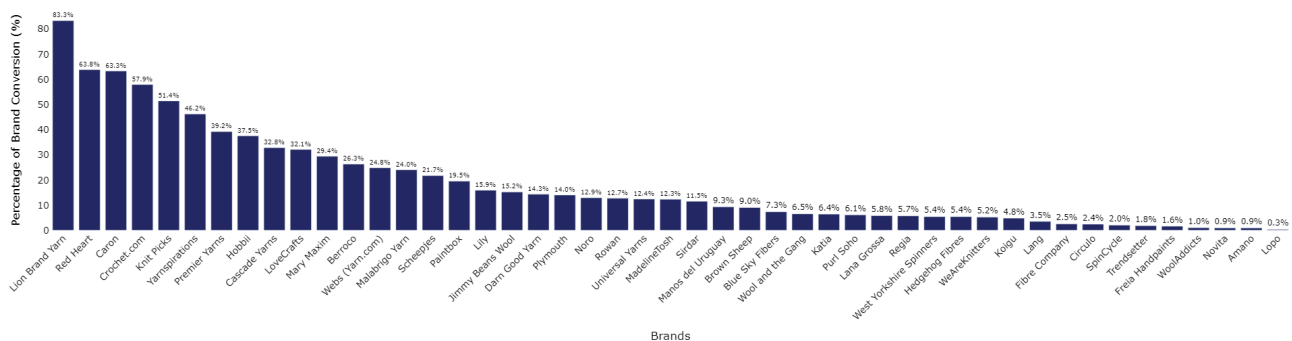


- Of the respondents, the most popular social media platform for inspiration is: (From 364 responses.)
  - For ages Under 18: Preferred **Ravelry (100.0%)**.
  - For ages 18-24: Preferred **YouTube (33.3%)**, then **Instagram (33.3%)**, followed by **Ravelry (16.7%)**.
  - For ages 25-34: Preferred **Ravelry (34.8%)**, then **Instagram (26.1%)**, followed by **Pinterest (17.4%)**.
  - For ages 35-44: Preferred **Ravelry (37.7%)**, then **Instagram (21.3%)**, followed by **YouTube (19.7%)**.
  - For ages 45-54: Preferred **Ravelry (26.9%)**, then **Instagram (23.1%)**, followed by **YouTube (19.2%)**.
  - For ages 55-64: Preferred **YouTube (31.9%)**, then **Ravelry (24.5%)**, followed by **Pinterest (19.1%)**.
  - For ages 65-74: Preferred **Ravelry (31.1%)**, then **YouTube (29.7%)**, followed by **Pinterest (23.0%)**.
  - For ages 75 and older: Preferred **YouTube (39.1%)**, then **Ravelry (39.1%)**, followed by **Pinterest (8.7%)**.

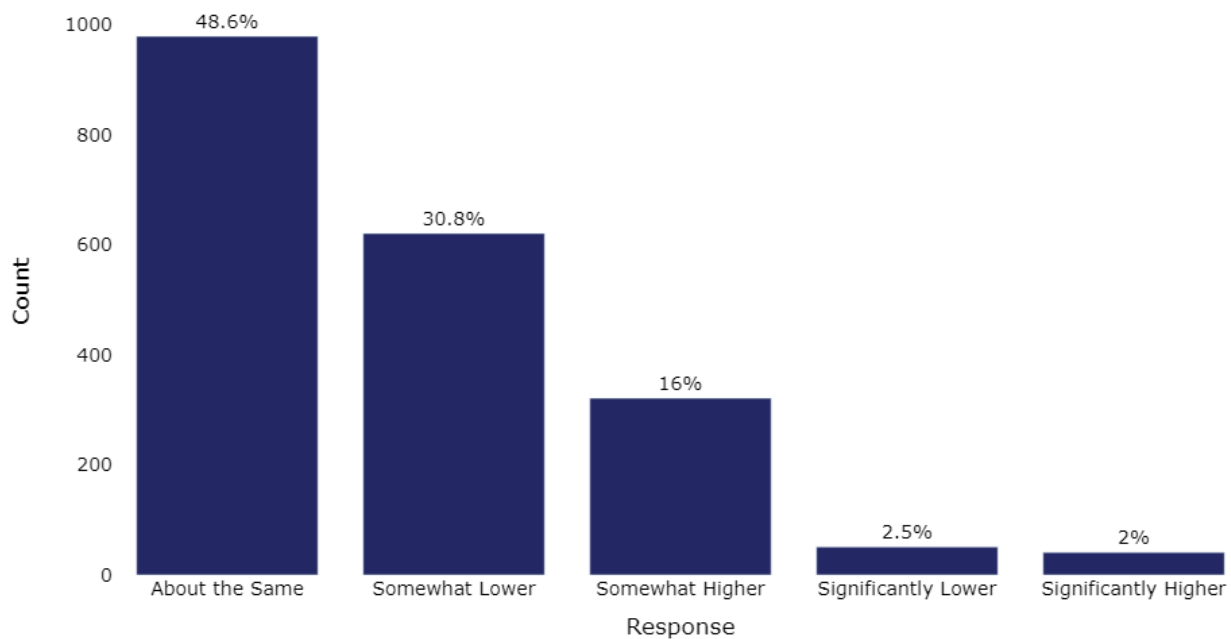
Brand Recognition



Brand Conversion

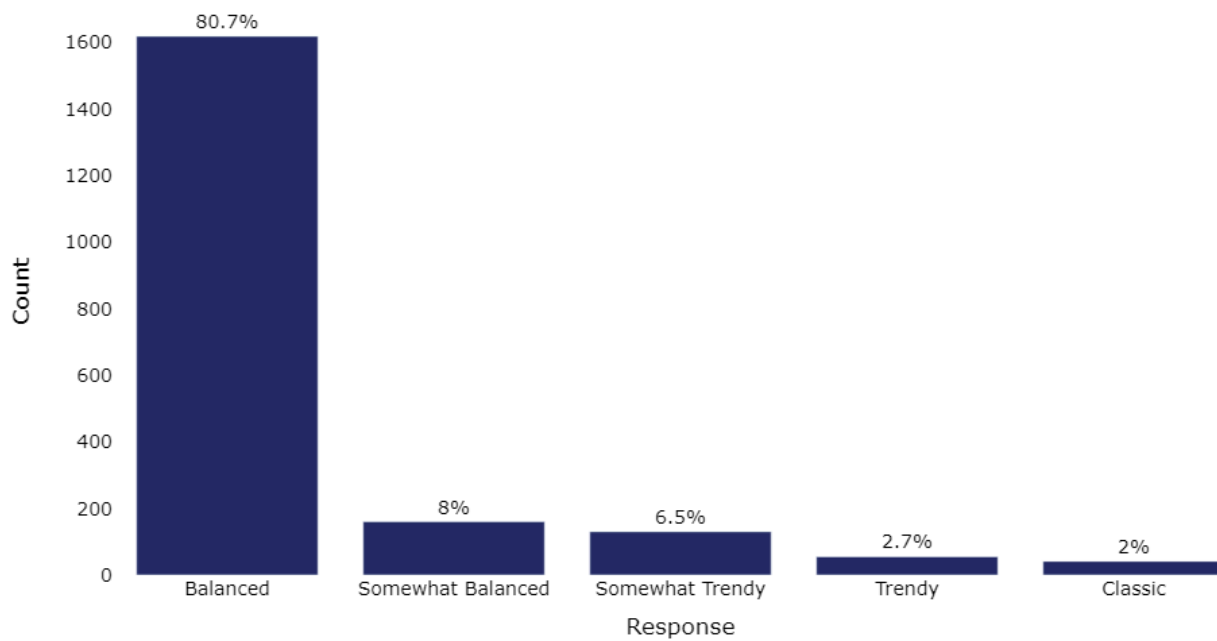


## Pricing Compared To Competitors



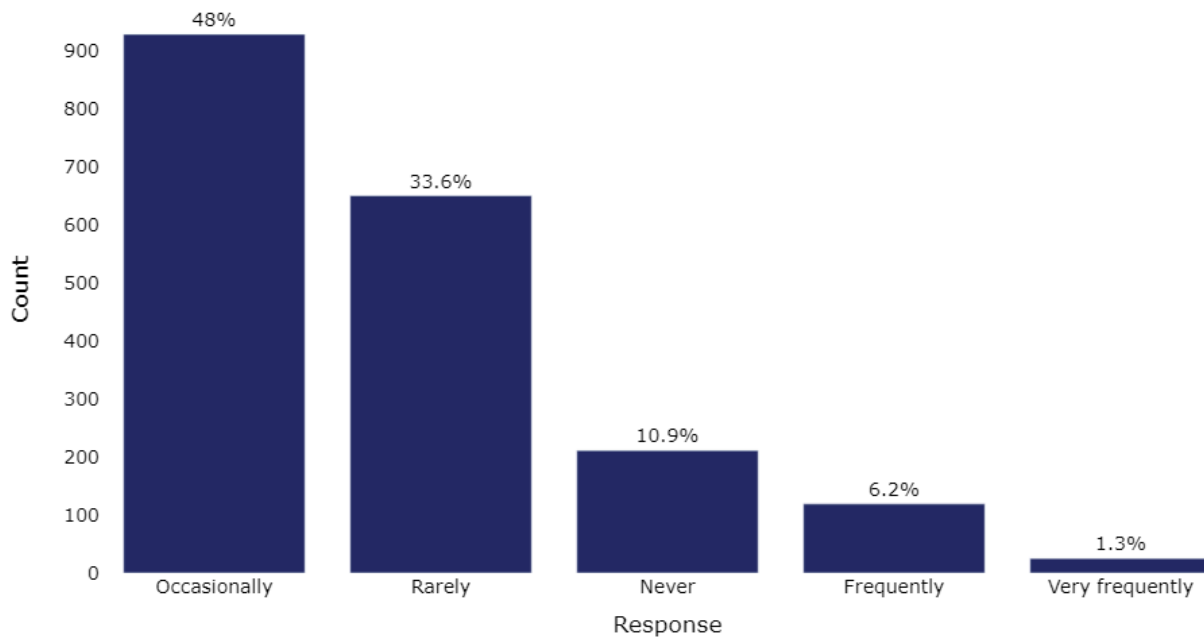
- Of the respondents, when asked about to rate the price of our products compared to competitors:  
(From 2011 responses)
  - About the Same: **(49%)**
  - Somewhat Lower: **(31%)**
  - Somewhat Higher: **(16%)**
  - Significantly Lower: **(3%)**
  - Significantly Higher: **(2%)**

## Classic vs. Trendy Yarn



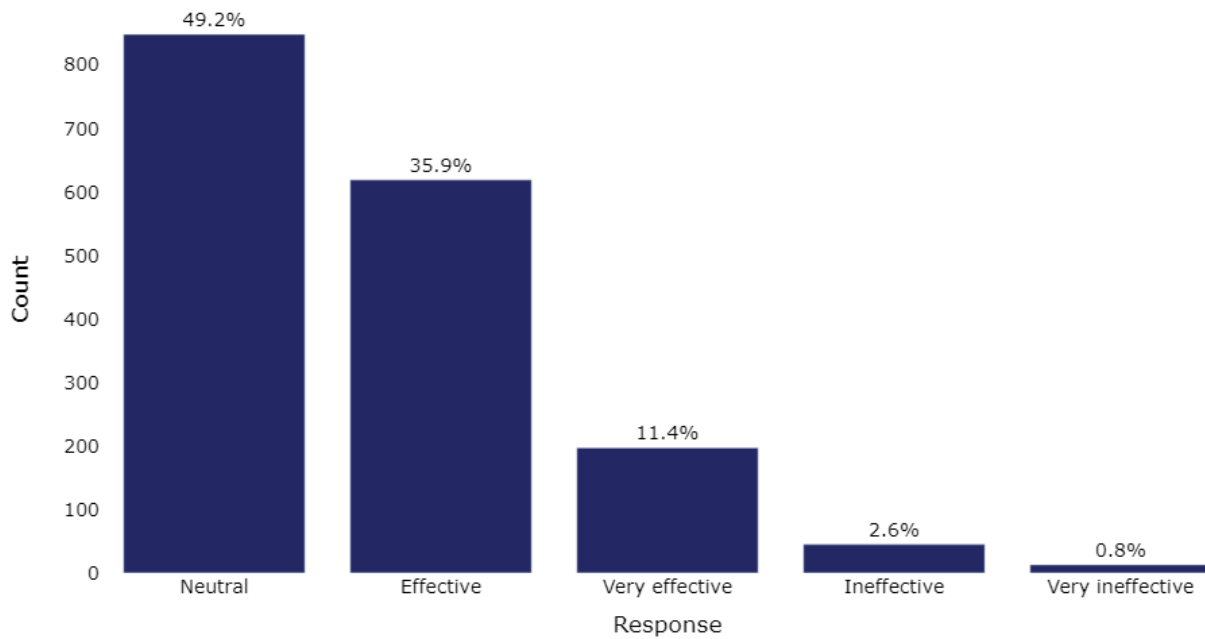
- Of the respondents, when asked about the balance between classic and trendy yarns in our selection:  
(From 2004 responses)
  - Balanced: **(81%)**
  - Somewhat Balanced: **(8%)**
  - Somewhat Trendy: **(6%)**
  - Trendy: **(3%)**
  - Classic: **(2%)**

## Out-of-stock Occurrence



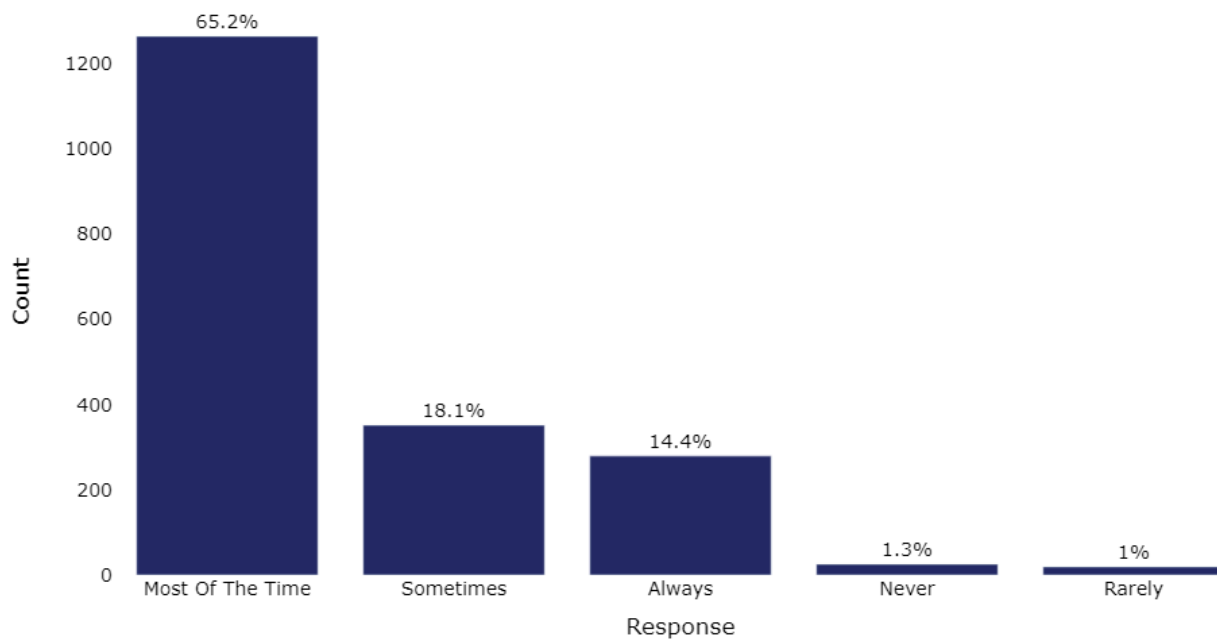
- Of the respondents, when asked about how often is something you want from our website out-of-stock: (From 1933 responses)
  - Occasionally: **(48%)**
  - Rarely: **(34%)**
  - Never: **(11%)**
  - Frequently: **(6%)**
  - Very frequently: **(1%)**

## Out-Of-Stock Communication



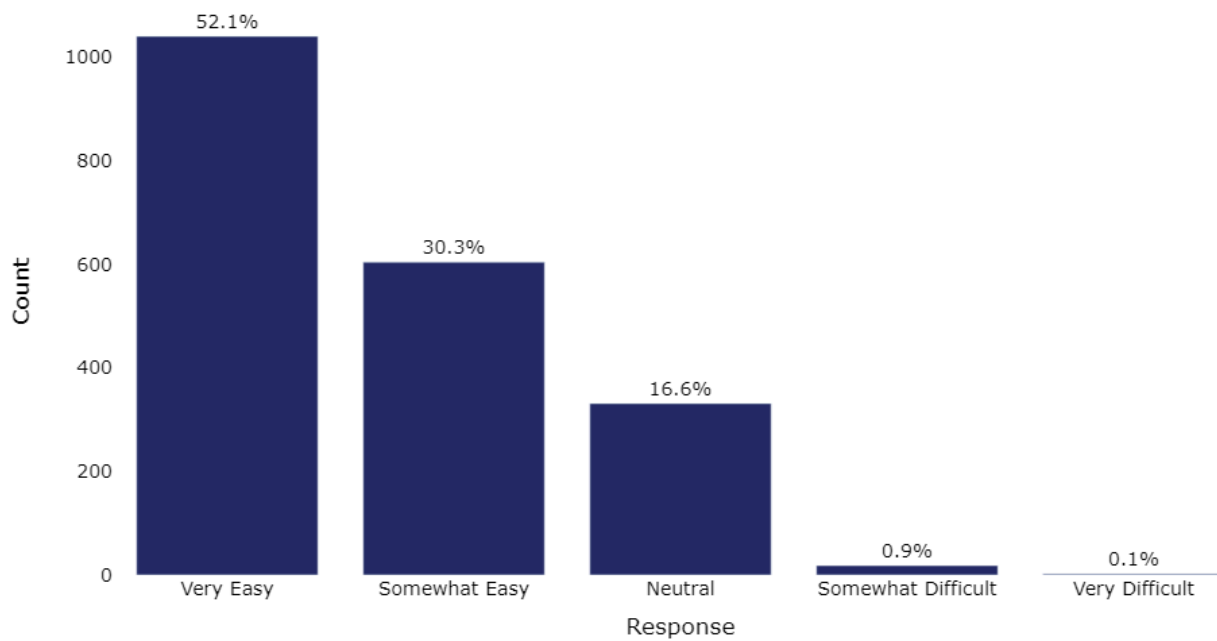
- Of the respondents who experienced out-of-stock issues, when asked about how effective is our communication is: (From 1722 responses)
  - Neutral: **(49%)**
  - Effective: **(36%)**
  - Very effective: **(11%)**
  - Ineffective: **(3%)**
  - Very ineffective: **(1%)**

## One-Stop Shopping Experience



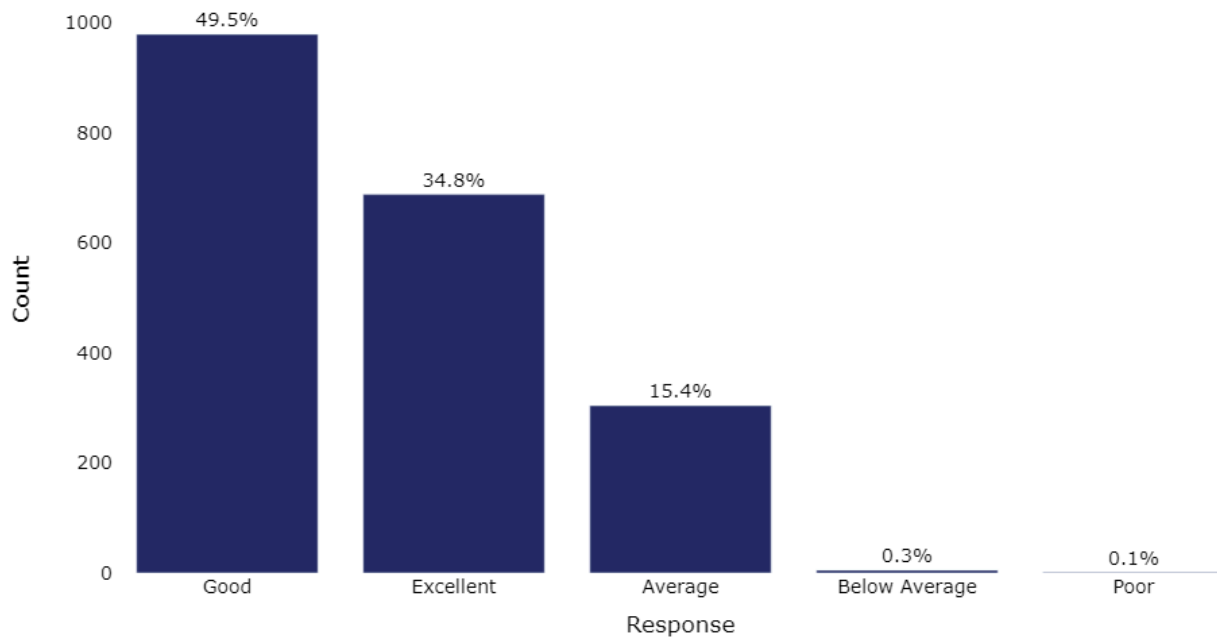
- Of the respondents, when asked if they were able to find everything they need for a project on our website: (From 1937 responses)
  - Most Of The Time: **(65%)**
  - Sometimes: **(18%)**
  - Always: **(14%)**
  - Never: **(1%)**
  - Rarely: **(1%)**

## Ease of Website Navigation



- Of the respondents, when asked the difficulty of navigating our website to browse products: (From 1995 responses)
  - Very Easy: **(52%)**
  - Somewhat Easy: **(30%)**
  - Neutral: **(17%)**
  - Somewhat Difficult: **(1%)**
  - Very Difficult: **(0%)**

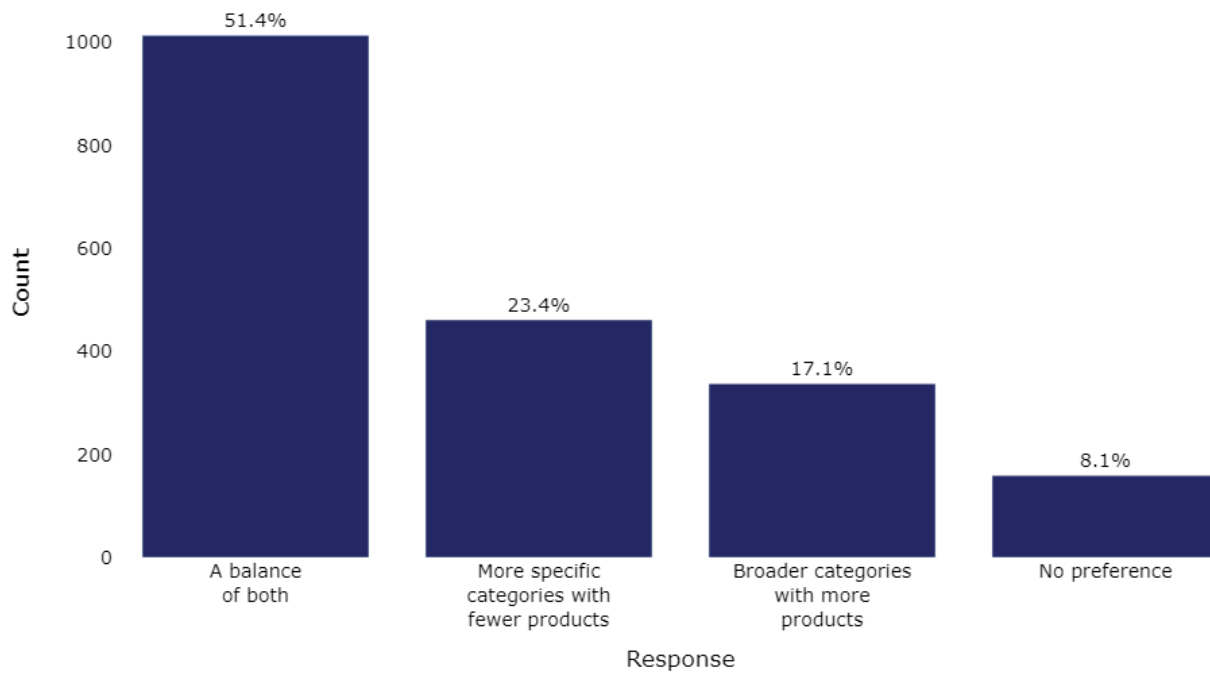
## Website Organization



- Of the respondents, when asked how they would rate the organization and categorization of products on our site: (From 1977 responses)
  - Good: **(50%)**
  - Excellent: **(35%)**
  - Average: **(15%)**
  - Below Average: **(0%)**
  - Poor: **(0%)**

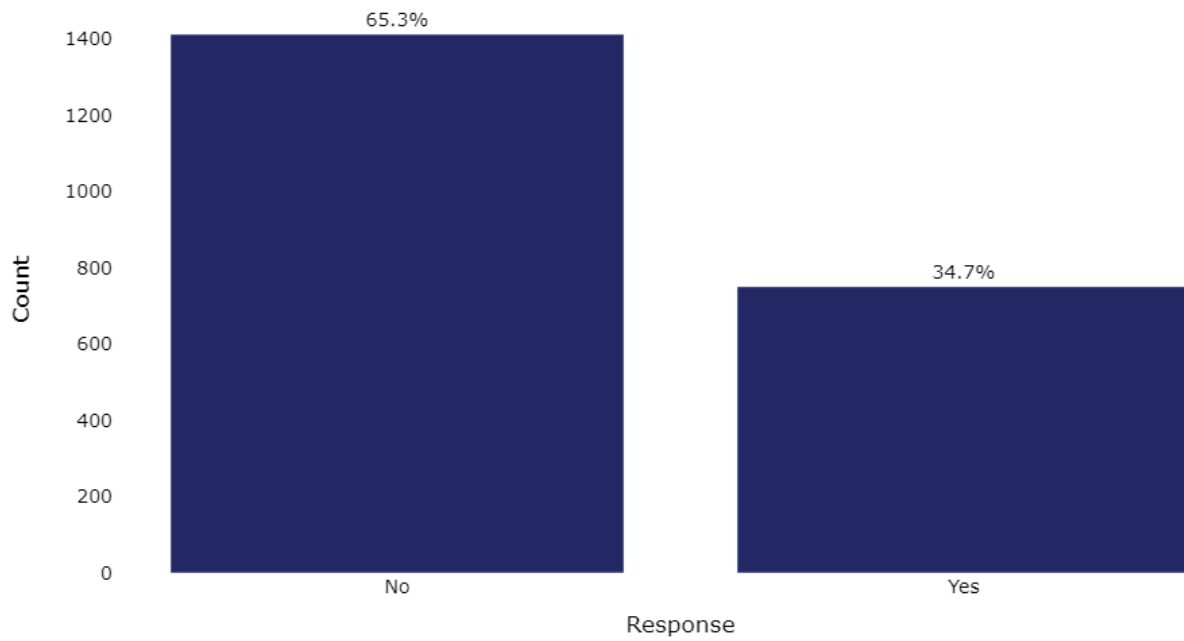


## Categorization Preference



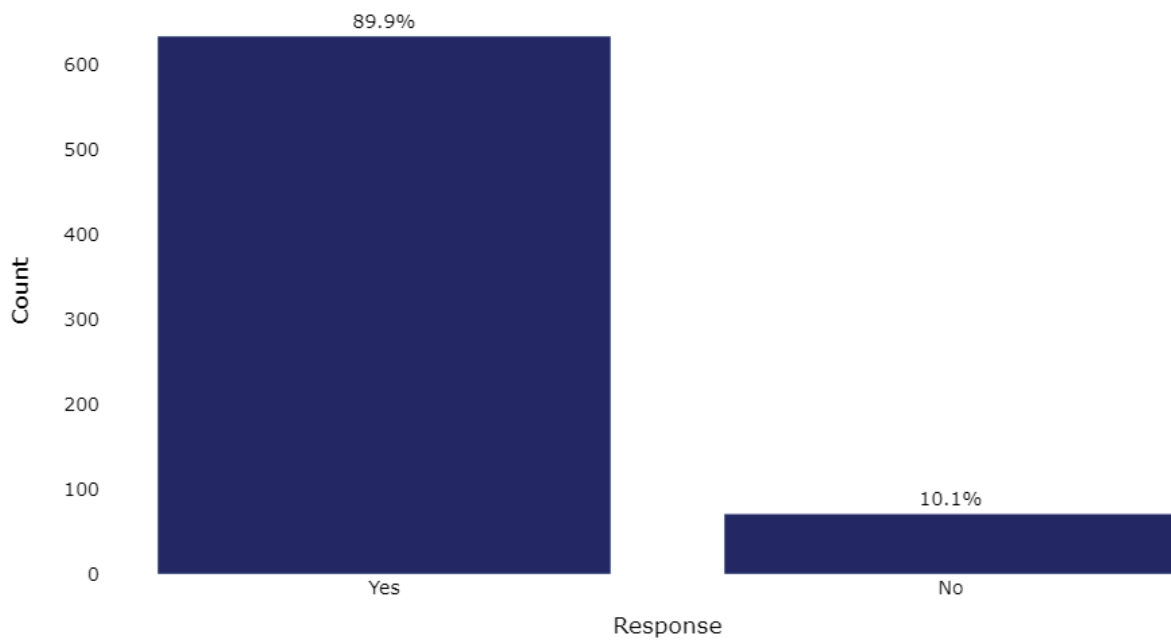
- Of the respondents, when asked if they prefer broader categories with more products or more specific categories with fewer products: (From 1970 responses)
  - A balance of both: **(51%)**
  - More specific categories with fewer products: **(23%)**
  - Broader categories with more products: **(17%)**
  - No preference: **(8%)**

## Received Catalog



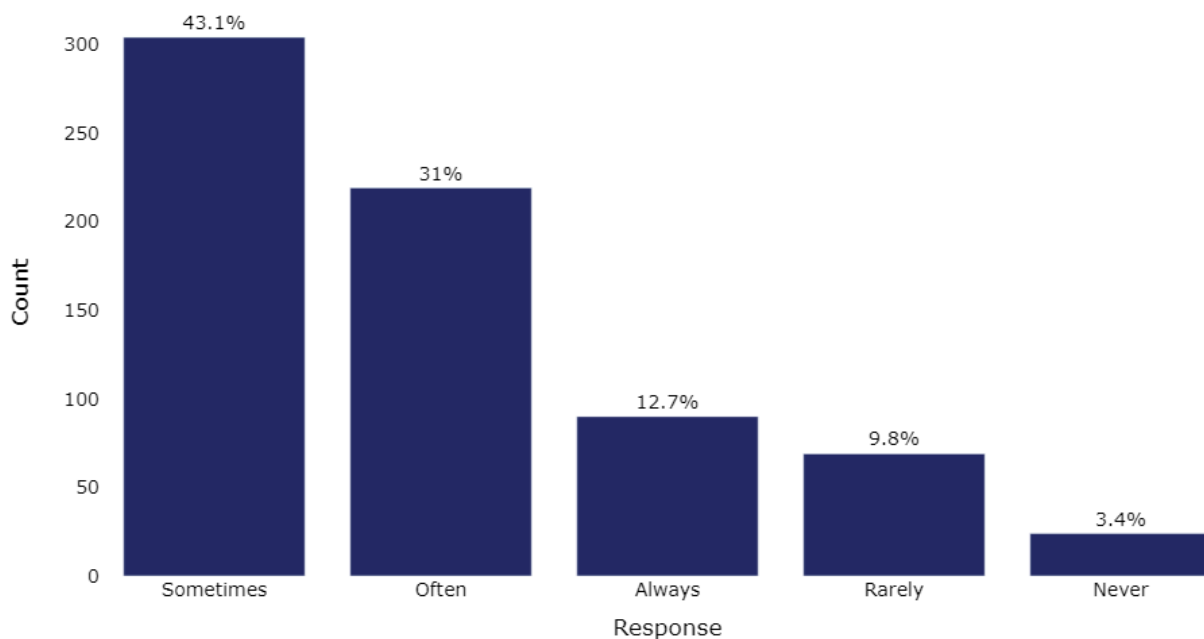
- Of the respondents, when asked if they have received one of our catalogs before: (From 2161 responses)
  - No: **(65%)**
  - Yes: **(35%)**

## Catalog Enjoyment



- Of the respondents, when asked if they enjoy receiving our catalog: (From 705 responses)
  - Yes: **(90%)**
  - No: **(10%)**
- Of the respondents, when asked if they enjoy receiving our catalog:
  - For ages Under 18: **No (50.0%)**, and **Yes (50.0%)**.
  - For ages 18-24: **Yes (91.7%)**, and **No (8.3%)**.
  - For ages 25-34: **Yes (87.2%)**, and **No (12.8%)**.
  - For ages 35-44: **Yes (88.5%)**, and **No (11.5%)**.
  - For ages 45-54: **Yes (87.7%)**, and **No (12.3%)**.
  - For ages 55-64: **Yes (93.7%)**, and **No (6.3%)**.
  - For ages 65-74: **Yes (92.9%)**, and **No (7.1%)**.
  - For ages 75 and older: **Yes (90.0%)**, and **No (10.0%)**.

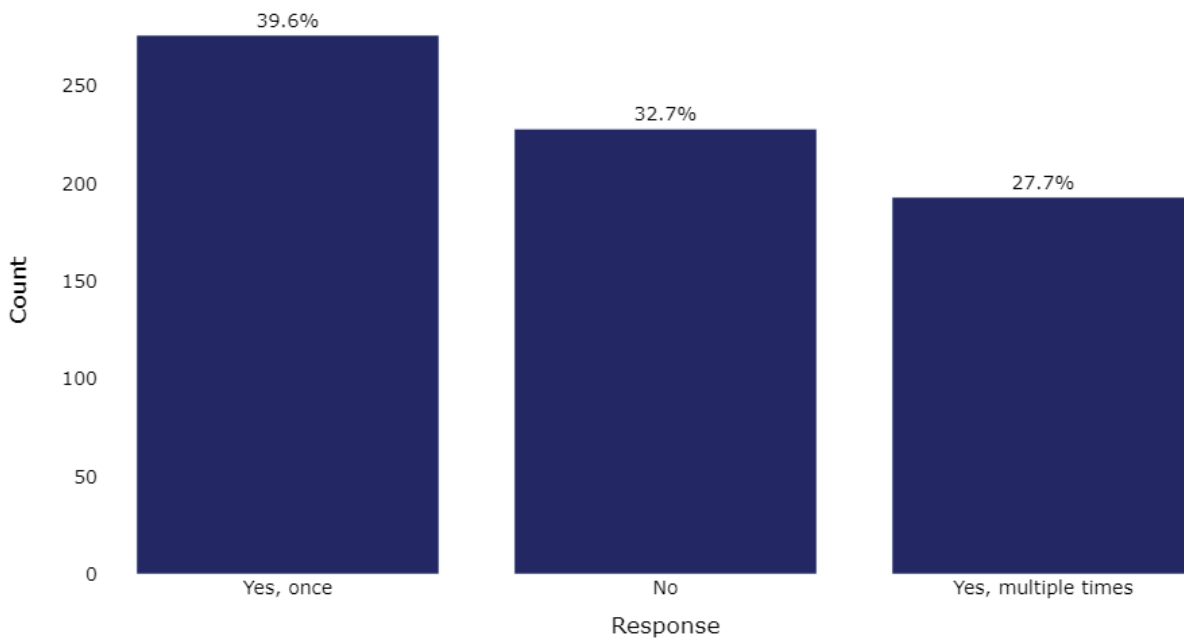
### Catalog Introduction To New Products



- Of the respondents, when asked if catalogs have introduced them to products they weren't aware of before: (From 706 responses)
  - Sometimes: **(43%)**
  - Often: **(31%)**
  - Always: **(13%)**
  - Rarely: **(10%)**
  - Never: **(3%)**

- Of the respondents, when asked if catalogs have introduced them to products they weren't aware of before: (From 706 responses.)
  - For ages Under 18: **Rarely (50.0%)**, and **Sometimes (50.0%)**.
  - For ages 18-24: **Sometimes (66.7%)**, **Often (25.0%)**, and **Rarely (8.3%)**.
  - For ages 25-34: **Sometimes (33.3%)**, **Often (26.9%)**, and **Always (16.7%)**.
  - For ages 35-44: **Sometimes (47.7%)**, **Often (27.7%)**, and **Rarely (13.8%)**.
  - For ages 45-54: **Sometimes (40.4%)**, **Often (35.6%)**, and **Always (10.3%)**.
  - For ages 55-64: **Sometimes (39.8%)**, **Often (34.2%)**, and **Always (16.1%)**.
  - For ages 65-74: **Sometimes (50.0%)**, **Often (27.7%)**, and **Always (12.5%)**.
  - For ages 75 and older: **Often (40.0%)**, **Sometimes (40.0%)**, and **Always (15.0%)**.

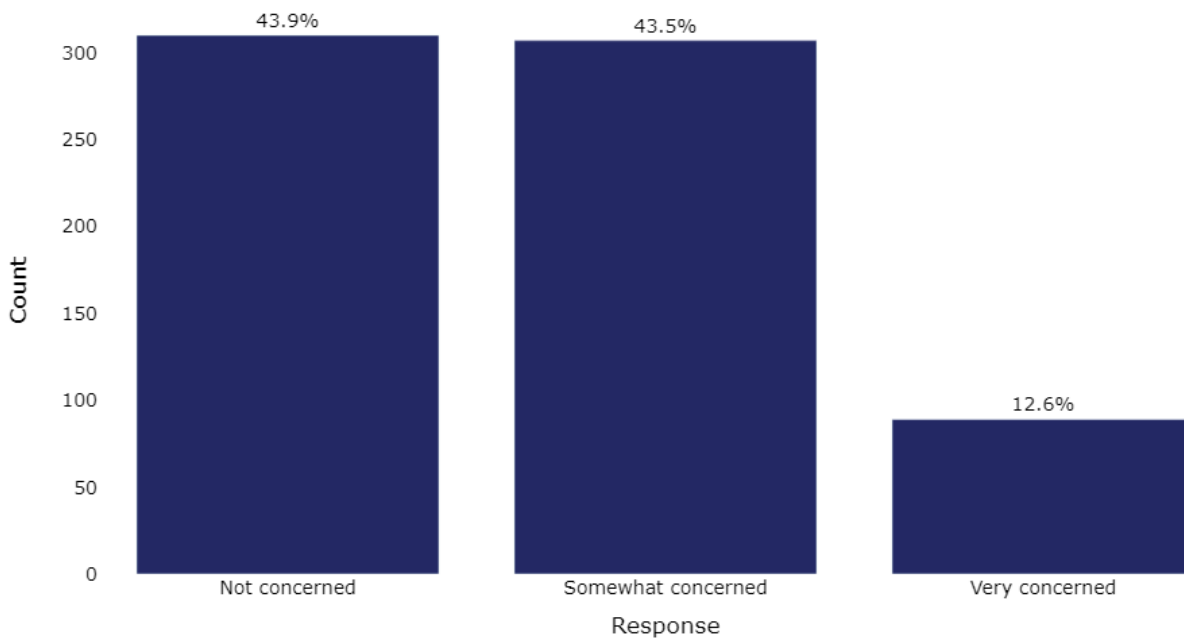
### Catalog Conversion



- Of the respondents, when asked if they have made a purchase after receiving a catalog: (From 697 responses)
  - Yes, once: **(40%)**
  - No: **(33%)**
  - Yes, multiple times: **(28%)**

- Of the respondents, when asked if they have made a purchase after receiving a catalog: (From 697 responses.)
  - For ages Under 18: **No (50.0%)**, and **Yes, once (50.0%)**.
  - For ages 18-24: **No (66.7%)**, and **Yes, once (33.3%)**.
  - For ages 25-34: **No (44.9%)**, **Yes, once (43.6%)**, and **Yes, multiple times (11.5%)**.
  - For ages 35-44: **No (40.3%)**, **Yes, once (38.0%)**, and **Yes, multiple times (21.7%)**.
  - For ages 45-54: **Yes, once (40.7%)**, **No (33.8%)**, and **Yes, multiple times (25.5%)**.
  - For ages 55-64: **Yes, once (42.9%)**, **Yes, multiple times (35.3%)**, and **No (21.8%)**.
  - For ages 65-74: **Yes, once (36.9%)**, **Yes, multiple times (36.9%)**, and **No (26.1%)**.
  - For ages 75 and older: **Yes, multiple times (57.9%)**, **No (21.1%)**, and **Yes, once (21.1%)**.

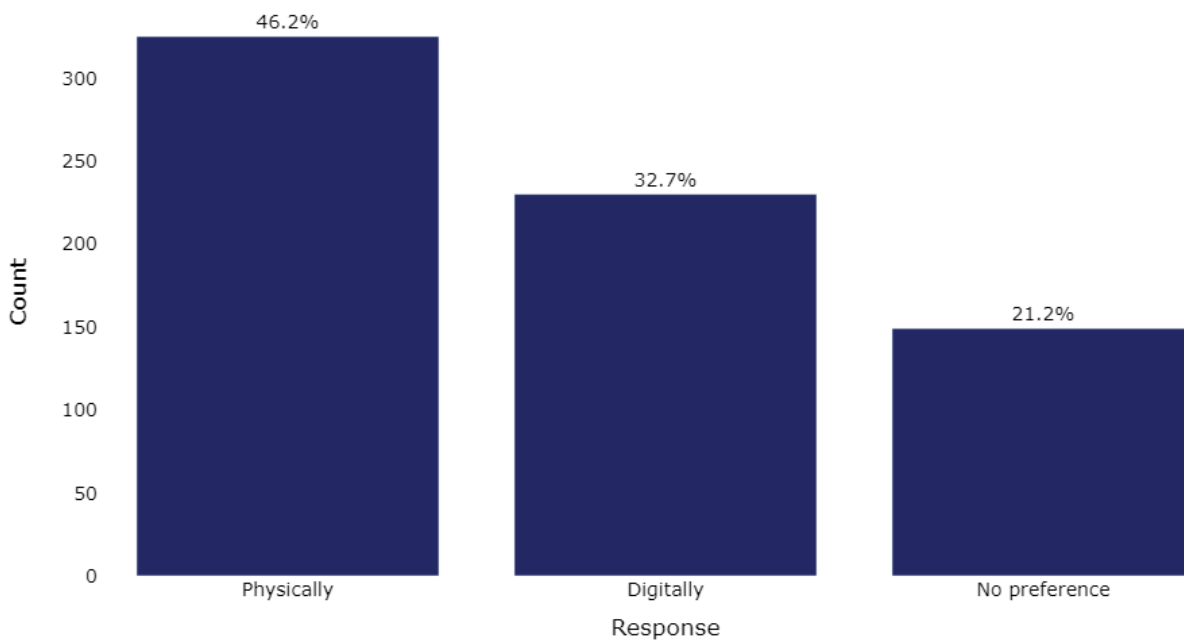
### Catalog Enviornmental Impact



- Of the respondents, when asked if they had enviornmental concerns about the catalog: (From 706 responses)
  - Not concerned: **(44%)**
  - Somewhat concerned: **(43%)**
  - Very concerned: **(13%)**

- Of the respondents, when asked if they had enviornmental concerns about the catalog: (From 706 responses.)
  - For ages Under 18: **Somewhat concerned (100.0%)**
  - For ages 18-24: **Somewhat concerned (75.0%)**, and **Not concerned (25.0%)**.
  - For ages 25-34: **Not concerned (44.9%)**, **Somewhat concerned (35.9%)**, and **Very concerned (19.2%)**.
  - For ages 35-44: **Somewhat concerned (47.3%)**, **Not concerned (37.2%)**, and **Very concerned (15.5%)**.
  - For ages 45-54: **Somewhat concerned (45.9%)**, **Not concerned (43.8%)**, and **Very concerned (10.3%)**.
  - For ages 55-64: **Not concerned (49.1%)**, **Somewhat concerned (44.7%)**, and **Very concerned (6.2%)**.
  - For ages 65-74: **Not concerned (44.6%)**, **Somewhat concerned (39.3%)**, and **Very concerned (16.1%)**.
  - For ages 75 and older: **Somewhat concerned (45.0%)**, **Not concerned (40.0%)**, and **Very concerned (15.0%)**.

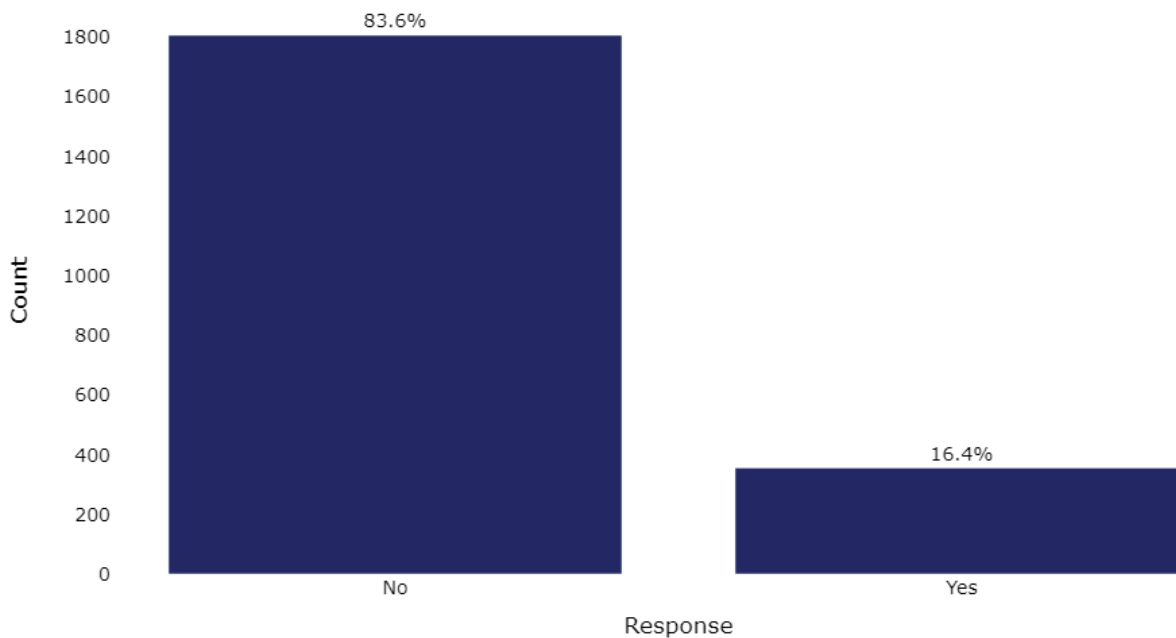
### Digital vs Physical Catalog



- Of the respondents, when asked if they would prefer a physical or digital catalog: (From 704 responses)
  - Physically: **(46%)**
  - Digitally: **(33%)**
  - No preference: **(21%)**

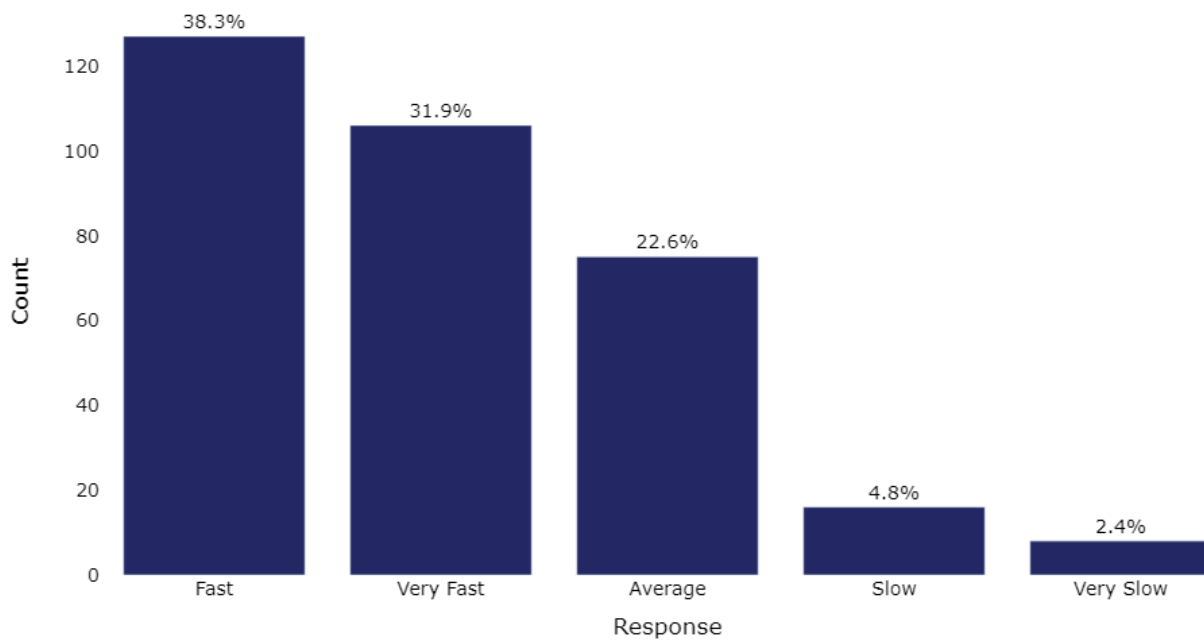
- Of the respondents, when asked if they would prefer a physical or digital catalog: (From 704 responses.)
  - For ages Under 18: **Digitally (100.0%)**
  - For ages 18-24: **Digitally (41.7%), No preference (33.3%), and Physically (25.0%).**
  - For ages 25-34: **Physically (43.6%), Digitally (39.7%), and No preference (16.7%).**
  - For ages 35-44: **Physically (43.8%), Digitally (33.8%), and No preference (22.3%).**
  - For ages 45-54: **Physically (44.9%), Digitally (34.0%), and No preference (21.1%).**
  - For ages 55-64: **Physically (50.3%), Digitally (26.4%), and No preference (23.3%).**
  - For ages 65-74: **Physically (47.8%), Digitally (31.0%), and No preference (21.2%).**
  - For ages 75 and older: **Physically (55.0%), Digitally (30.0%), and No preference (15.0%).**

### Customer Service Contact



- Of the respondents, when asked if they have contacted customer service before: (From 2161 responses)
  - No: **(84%)**
  - Yes: **(16%)**

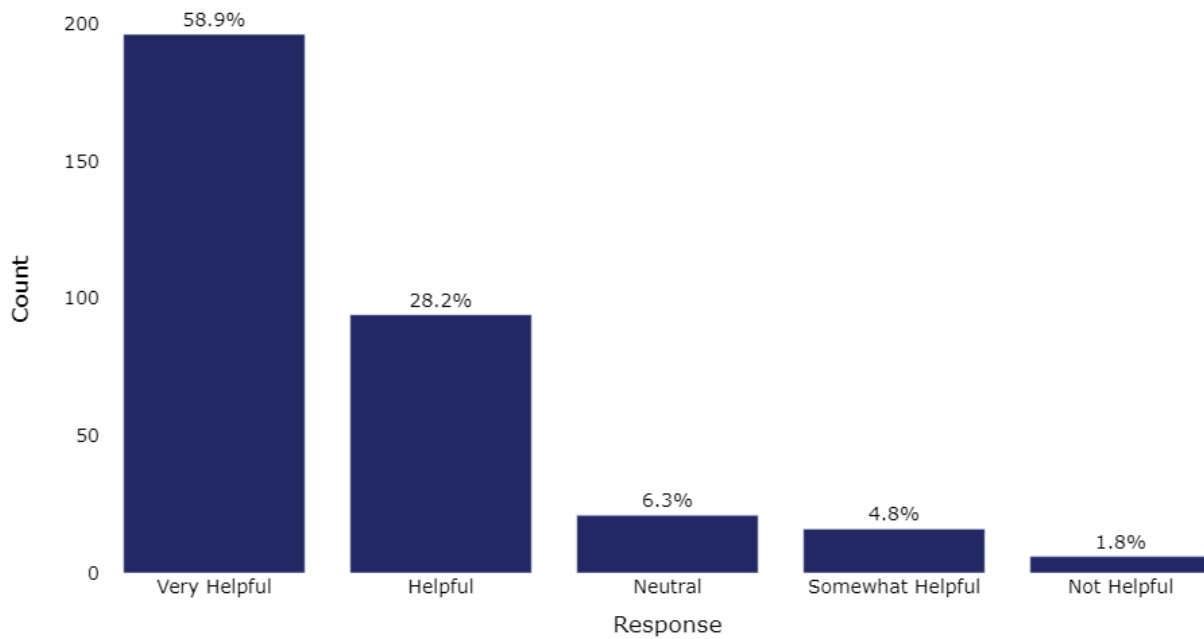
## Customer Service Response Speed



- Of the respondents, when asked about the response speed of our customer service: (From 332 responses)
  - Fast: **(38%)**
  - Very Fast: **(32%)**
  - Average: **(23%)**
  - Slow: **(5%)**
  - Very Slow: **(2%)**

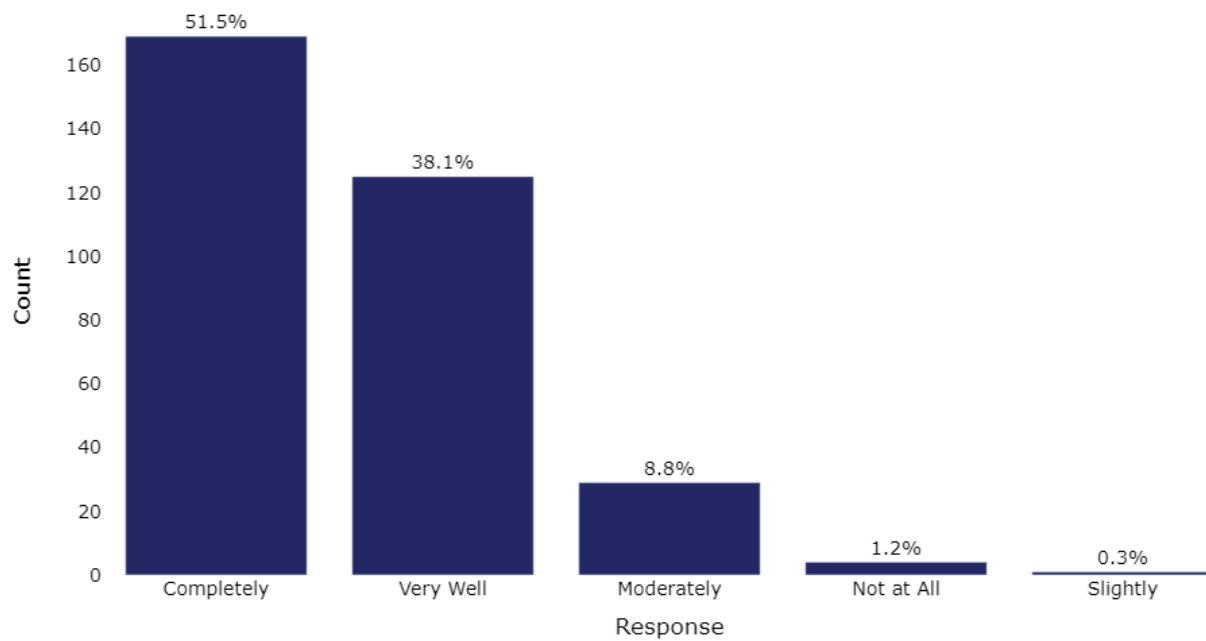


## Customer Service Helpfulness



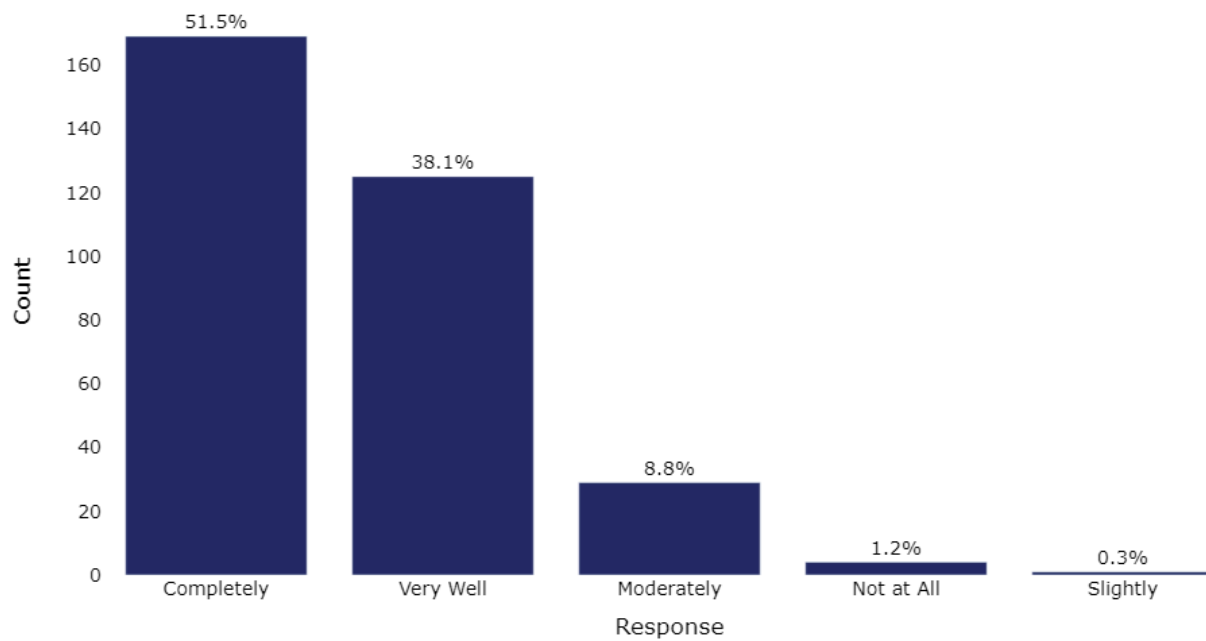
- Of the respondents, when asked how helpful our customer service is: (From 333 responses)
  - Very Helpful: **(59%)**
  - Helpful: **(28%)**
  - Neutral: **(6%)**
  - Somewhat Helpful: **(5%)**
  - Not Helpful: **(2%)**

## Customer Service Product Knowledge



- Of the respondents, when asked how well our customer service understood the products related to their inquiry: (From 328 responses)
  - Completely: **(52%)**
  - Very Well: **(38%)**
  - Moderately: **(9%)**
  - Not at All: **(1%)**
  - Slightly: **(0%)**

## Customer Service Satisfaction

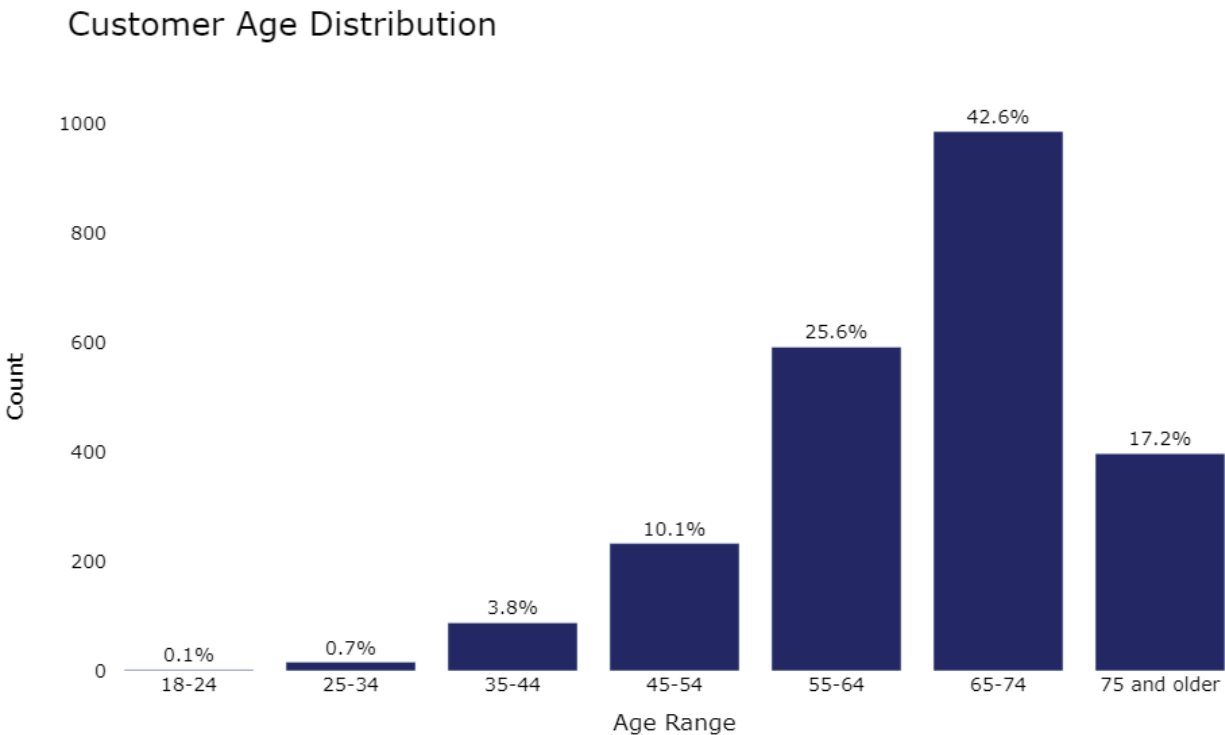


- Of the respondents, when asked how satisfied they were with out customer service: (From 328 responses)
  - Completely: **(52%)**
  - Very Well: **(38%)**
  - Moderately: **(9%)**
  - Not at All: **(1%)**
  - Slightly: **(0%)**

# Berroco

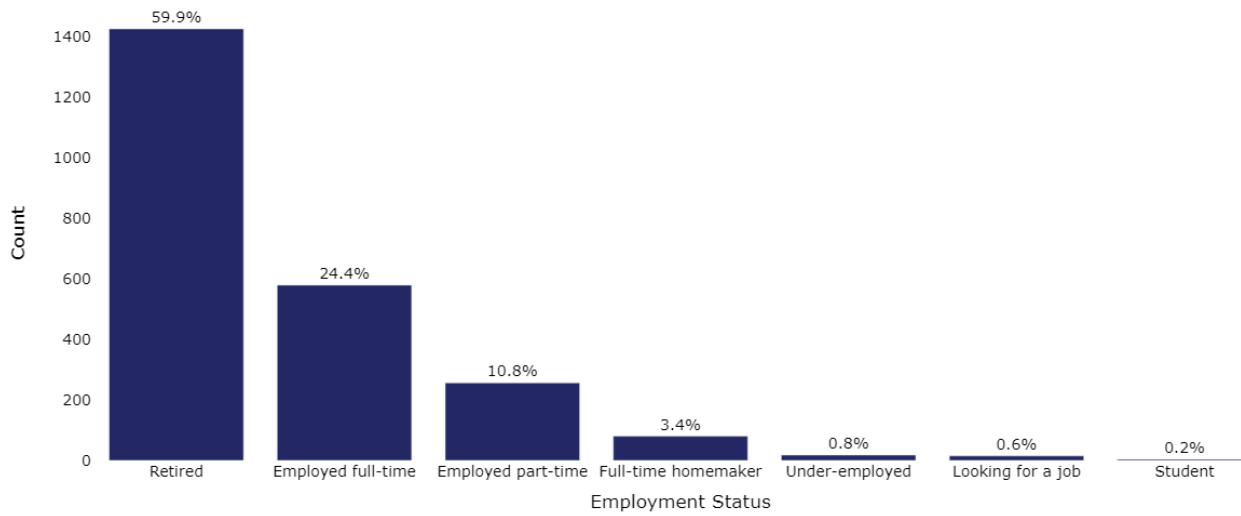
This section will focus on questions answered by Berroco respondents, and the questions unique to Berroco.

# Demographic Summary



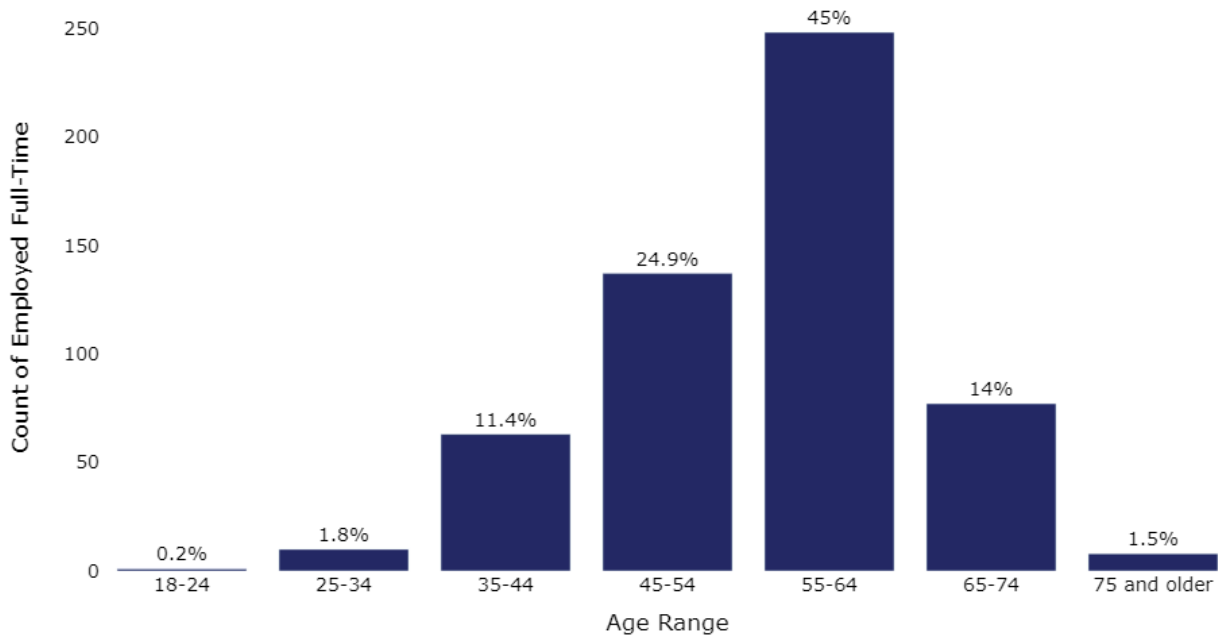
- Out of **2314** respondents, the average respondent age is: **64** and the median age is: **69**. (From 2314 responses)
- Of these respondents, they identify as: (From 2314 responses)
  - Woman: **98.9%**
  - Man: **0.6%**
  - Non-Conforming / Non-Binary: **0.5%**
  - Transgender: **0.0%**
- The average household income ranges from **\$74,091** to **\$93,350**. (From 1728 responses)
  - For ages **18-24**: the average is between **\$72,500** and **\$89,999**.
  - For ages **25-34**: the average is between **\$88,077** and **\$109,615**.
  - For ages **35-44**: the average is between **\$93,699** and **\$117,533**.
  - For ages **45-54**: the average is between **\$94,724** and **\$118,585**.
  - For ages **55-64**: the average is between **\$92,945** and **\$115,562**.
  - For ages **65-74**: the average is between **\$69,103** and **\$87,627**.
  - For ages **75 and older**: the average is between **\$58,127** and **\$74,720**.

## Employment Status



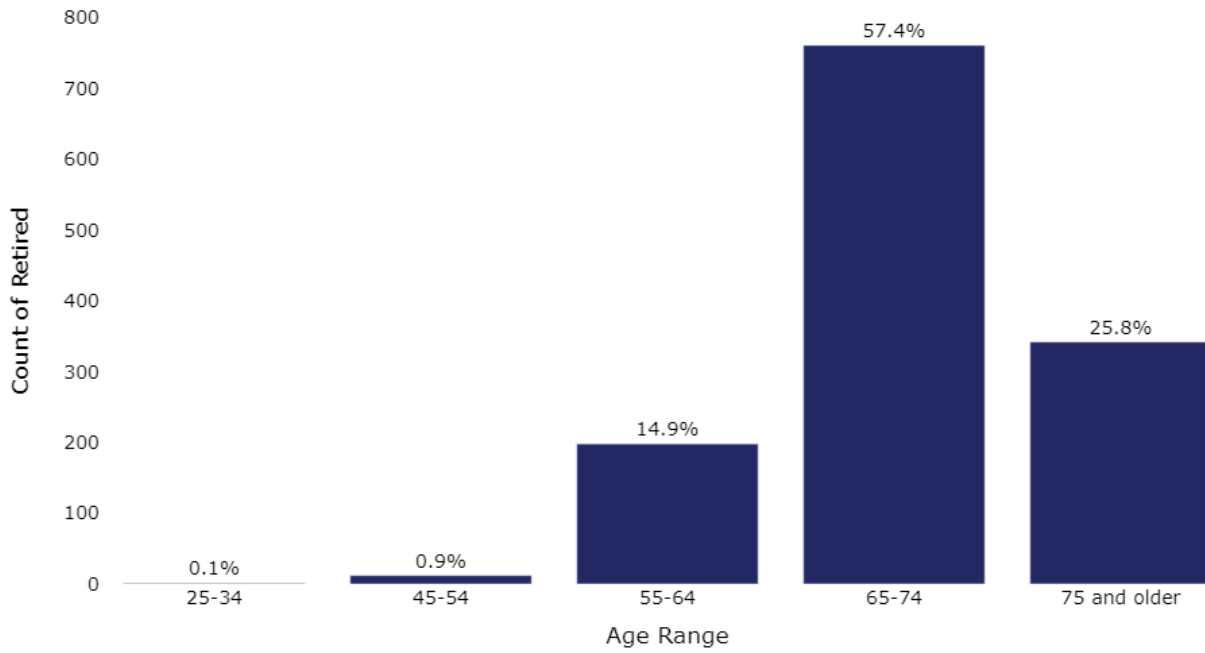
- Of the respondents, their employment statuses are as follows: (From 2377 responses)
  - Retired: **60%**
  - Employed full-time: **24%**
  - Employed part-time: **11%**
  - Full-time homemaker: **3%**
  - Under-employed: **1%**
  - Looking for a job: **1%**
  - Student: **0%**

## "Employed Full-Time" by Age Range



- Of those who responded 'Employed Full-Time': (From 579 responses.)
  - For ages 55-64: **45.0%**
  - For ages 45-54: **24.9%**
  - For ages 65-74: **14.0%**
  - For ages 35-44: **11.4%**
  - For ages 25-34: **1.8%**
  - For ages 75 and older: **1.5%**
  - For ages 18-24: **0.2%**

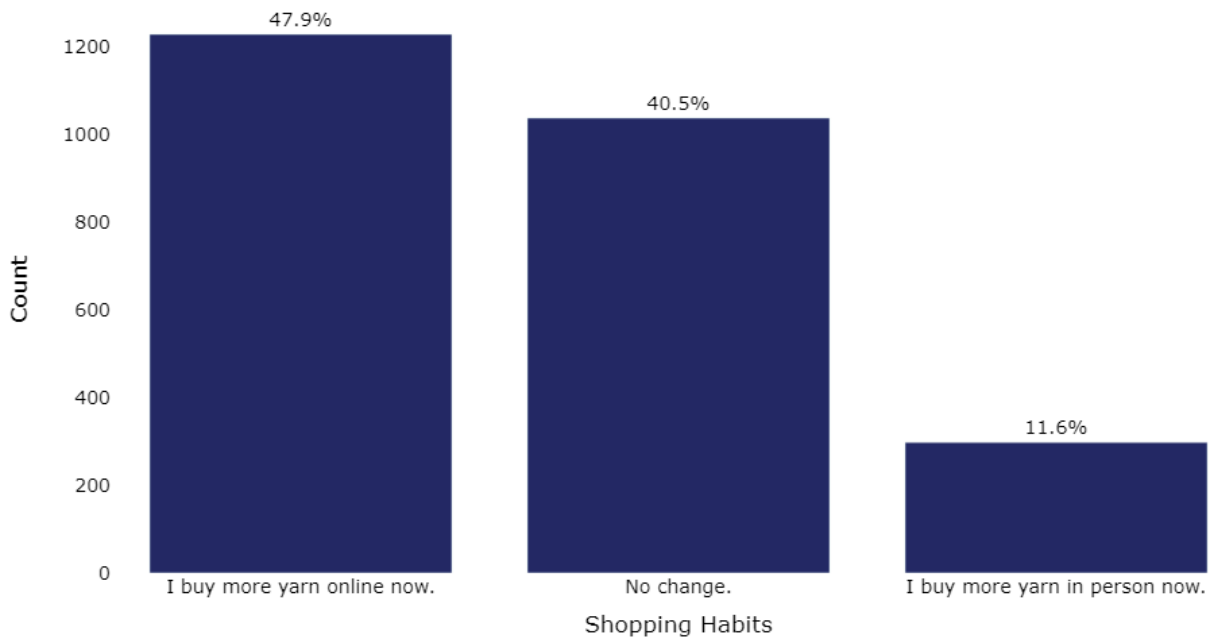
## "Retired" by Age Range



- Of those who responded 'Retired': (From 1425 responses.)
  - For ages 65-74: **57.4%**
  - For ages 75 and older: **25.8%**
  - For ages 55-64: **14.9%**
  - For ages 45-54: **0.9%**
  - For ages 25-34: **0.1%**

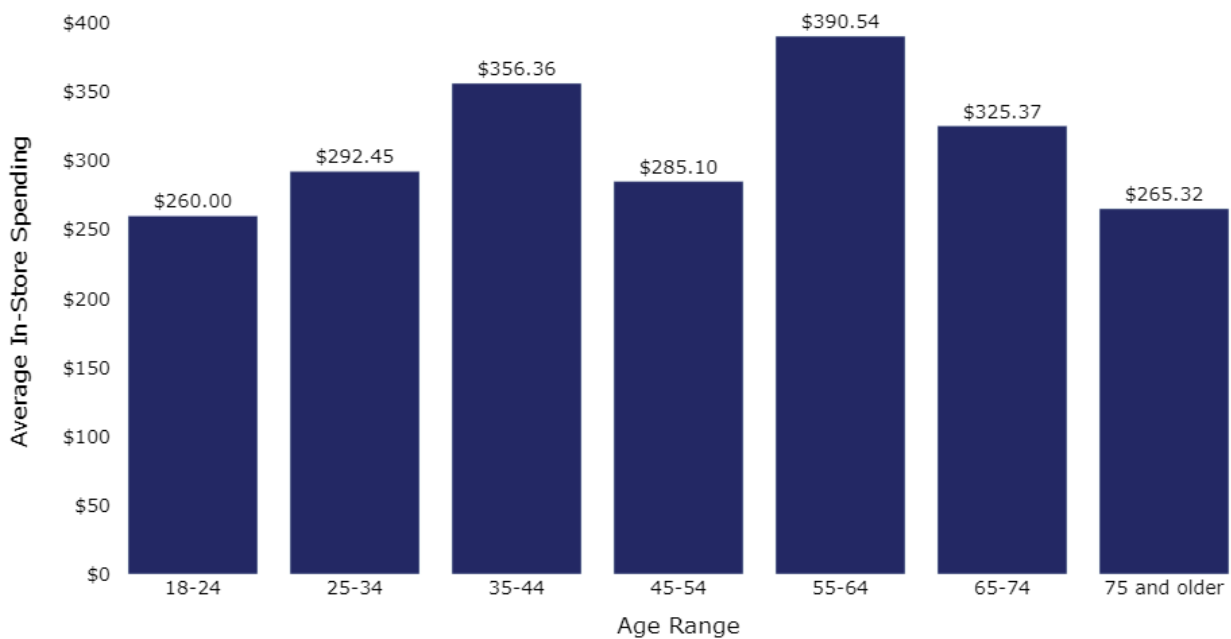


## Shopping Habits



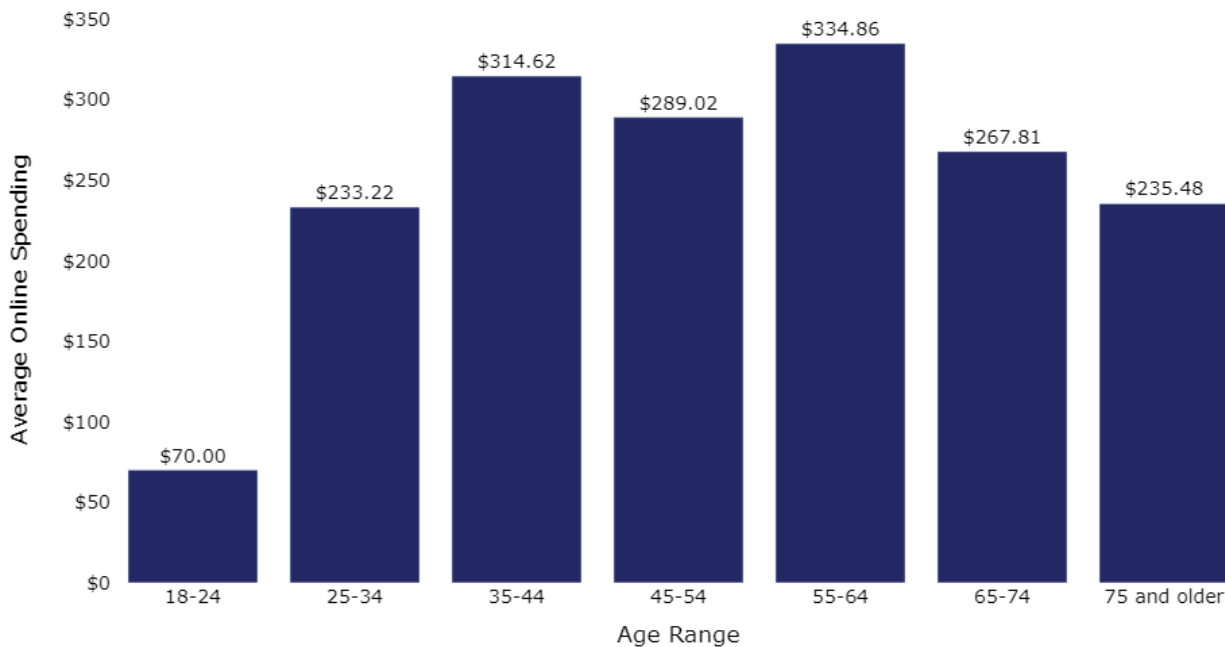
- Of the respondents, they reported that their shopping habits have changed: (From 2565 responses)
  - I buy more yarn online now.: **48%**
  - No change.: **40%**
  - I buy more yarn in person now.: **12%**

## Average In-Store Spending by Age Group



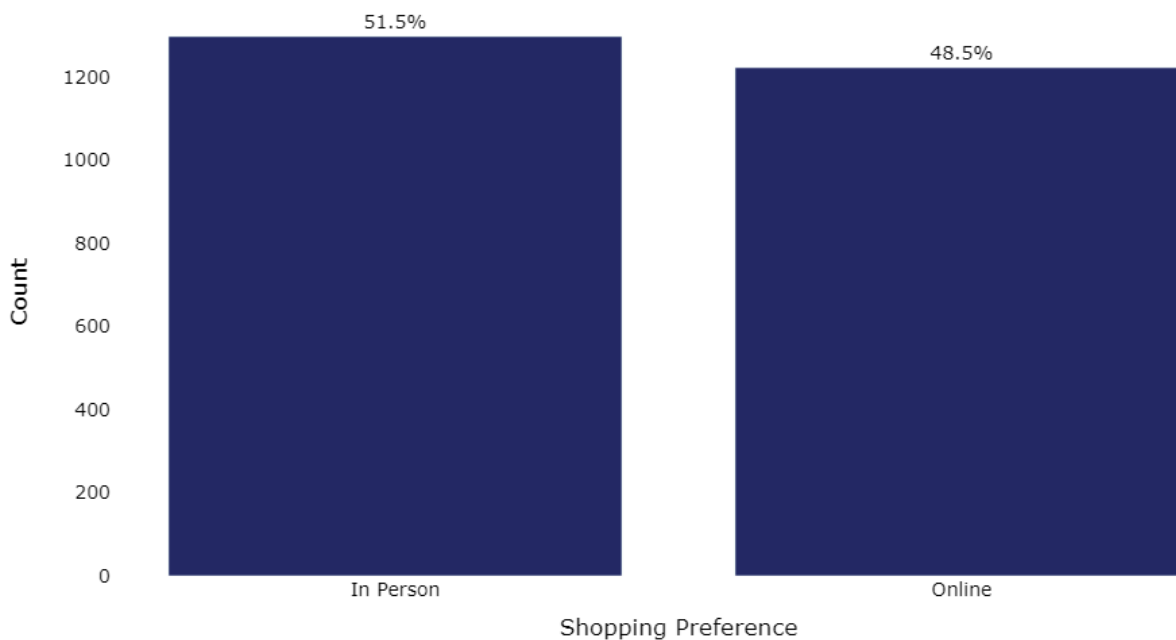
- Respondents reported making **5.0** purchases in-store per year on average, spending an average **\$64.62** per visit. On average spending **\$325.22** a year. (From 2339 responses.)
  - For ages 18-24: **6.5** purchases in-store per year, spending **\$40.00** per visit. On average spending **\$260.00** a year.
  - For ages 25-34: **5.1** purchases in-store per year, spending **\$57.06** per visit. On average spending **\$292.45** a year.
  - For ages 35-44: **4.9** purchases in-store per year, spending **\$72.56** per visit. On average spending **\$356.36** a year.
  - For ages 45-54: **4.7** purchases in-store per year, spending **\$60.26** per visit. On average spending **\$285.10** a year.
  - For ages 55-64: **5.4** purchases in-store per year, spending **\$71.90** per visit. On average spending **\$390.54** a year.
  - For ages 65-74: **5.1** purchases in-store per year, spending **\$63.83** per visit. On average spending **\$325.37** a year.
  - For ages 75 and older: **4.6** purchases in-store per year, spending **\$57.19** per visit. On average spending **\$265.32** a year.

### Average Online Spending by Age Group



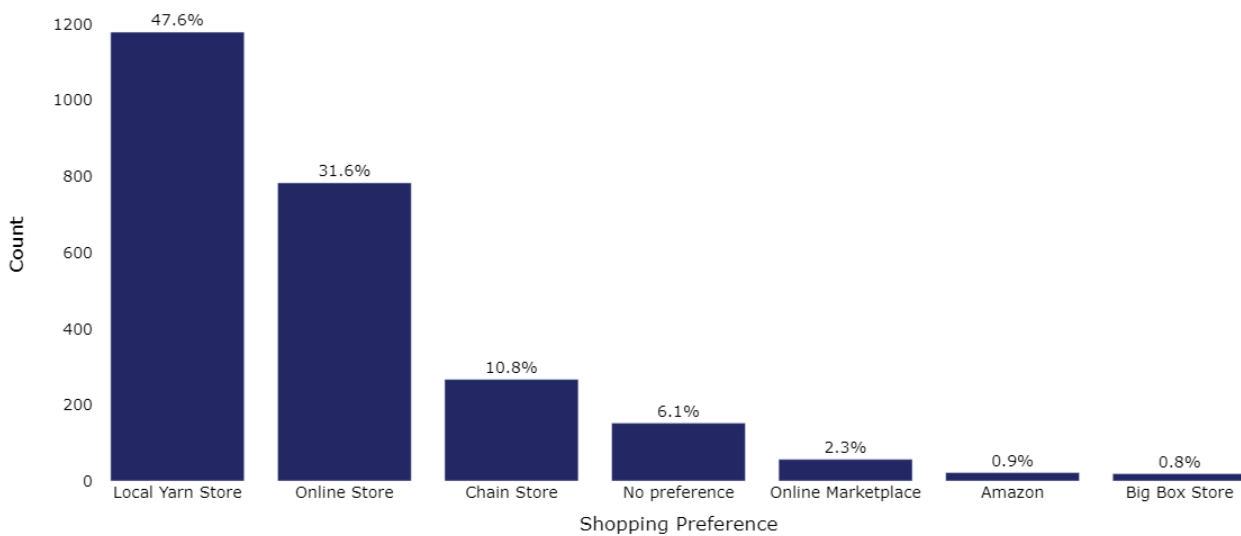
- Respondents reported making **4.4** purchases online per year on average, spending an average **\$63.20** per visit. On average spending **\$277.03** a year. (From 2392 responses.)
  - For ages 18-24: **2.0** purchases in-store per year, spending **\$35.00** per visit. On average spending **\$70.00** a year.
  - For ages 25-34: **4.2** purchases in-store per year, spending **\$54.88** per visit. On average spending **\$233.22** a year.
  - For ages 35-44: **4.4** purchases in-store per year, spending **\$72.25** per visit. On average spending **\$314.62** a year.
  - For ages 45-54: **4.5** purchases in-store per year, spending **\$63.69** per visit. On average spending **\$289.02** a year.
  - For ages 55-64: **4.7** purchases in-store per year, spending **\$70.86** per visit. On average spending **\$334.86** a year.
  - For ages 65-74: **4.3** purchases in-store per year, spending **\$61.91** per visit. On average spending **\$267.81** a year.
  - For ages 75 and older: **4.1** purchases in-store per year, spending **\$57.21** per visit. On average spending **\$235.48** a year.

### Online vs. In-Person Yarn Shopping Preference

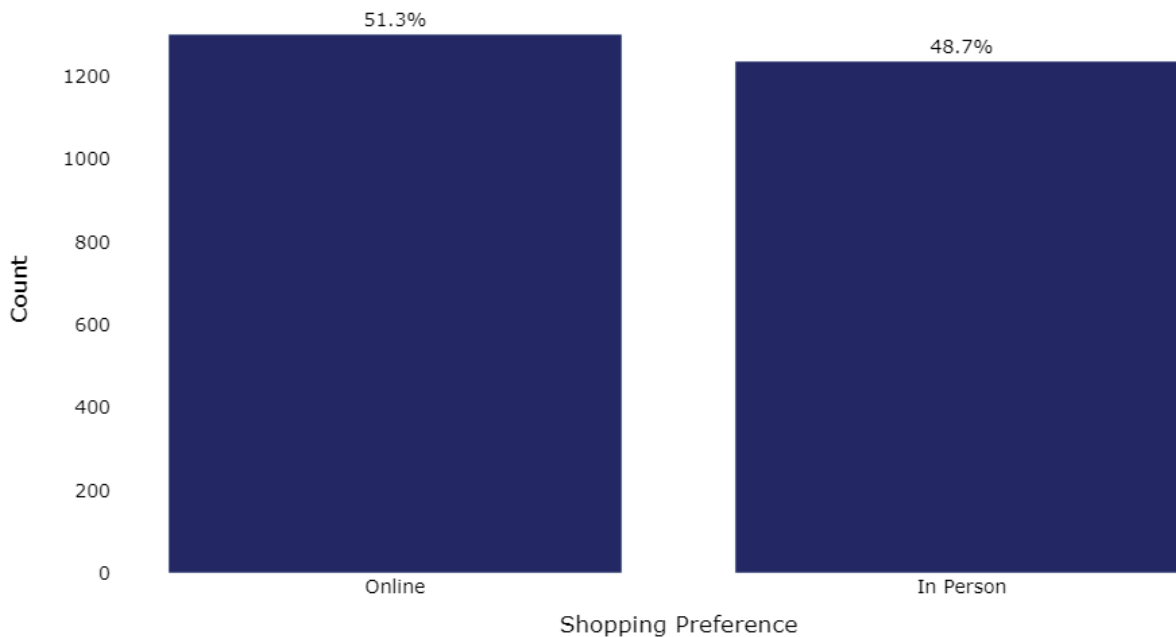


- Of the respondents **48.5%** preferred online shopping for yarn, while **51.5%** preferred shopping in person for yarn. (From 2519 responses.)
  - For ages Under 18: **nan%** preferred shopping online, **nan%** preferred shopping in person.
  - For ages 18-24: **0.0%** preferred shopping online, **100.0%** preferred shopping in person.
  - For ages 25-34: **46.7%** preferred shopping online, **53.3%** preferred shopping in person.
  - For ages 35-44: **49.4%** preferred shopping online, **50.6%** preferred shopping in person.
  - For ages 45-54: **59.1%** preferred shopping online, **40.9%** preferred shopping in person.
  - For ages 55-64: **48.4%** preferred shopping online, **51.6%** preferred shopping in person.
  - For ages 65-74: **48.0%** preferred shopping online, **52.0%** preferred shopping in person.
  - For ages 75 and older: **46.1%** preferred shopping online, **53.9%** preferred shopping in person.

#### Where Consumers "Most Often" Purchase Yarn

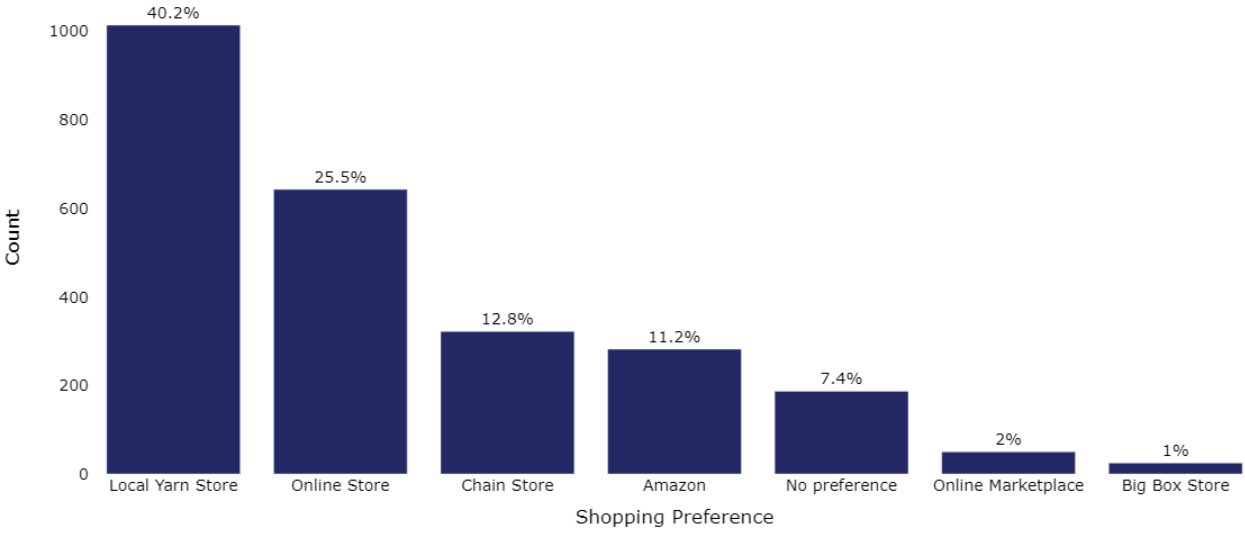


## Online vs. In-Person Tools & Accessories Shopping

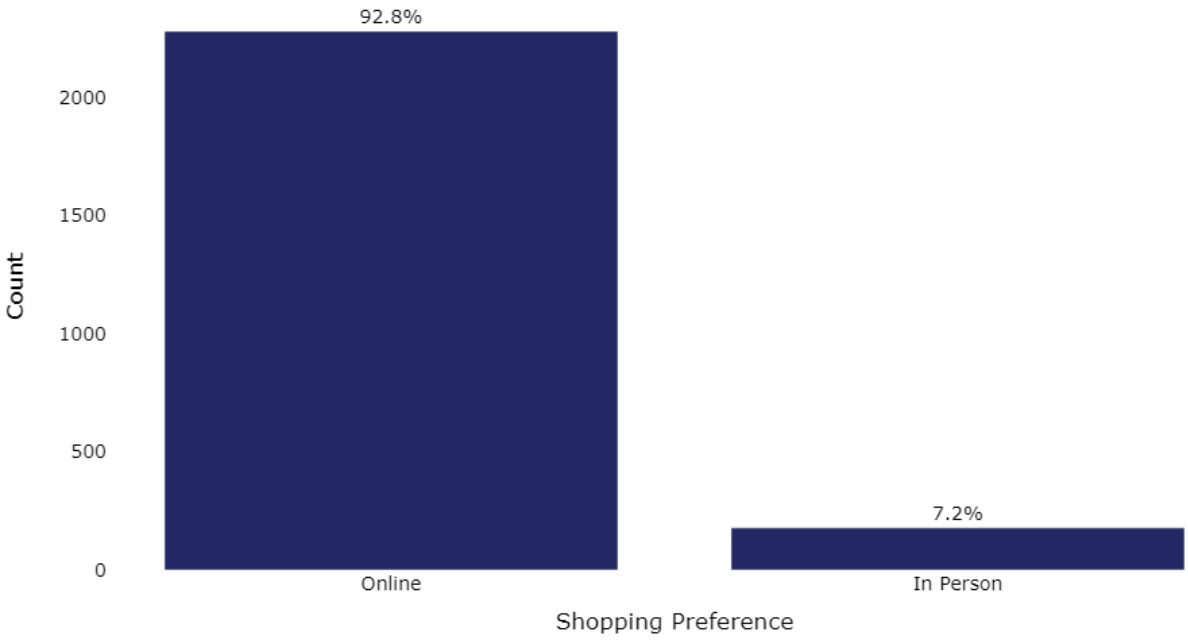


- Of the respondents **51.3%** preferred online shopping for tools & accessories, while **48.7%** preferred shopping in person for tools & accessories. (From 2539 responses.)
  - For ages Under 18: **nan%** preferred shopping online, **nan%** preferred shopping in person.
  - For ages 18-24: **0.0%** preferred shopping online, **100.0%** preferred shopping in person.
  - For ages 25-34: **56.2%** preferred shopping online, **43.8%** preferred shopping in person.
  - For ages 35-44: **58.6%** preferred shopping online, **41.4%** preferred shopping in person.
  - For ages 45-54: **63.2%** preferred shopping online, **36.8%** preferred shopping in person.
  - For ages 55-64: **50.0%** preferred shopping online, **50.0%** preferred shopping in person.
  - For ages 65-74: **50.5%** preferred shopping online, **49.5%** preferred shopping in person.
  - For ages 75 and older: **48.5%** preferred shopping online, **51.5%** preferred shopping in person.

### Where Consumers "Most Often" Purchase Tools & Accessories

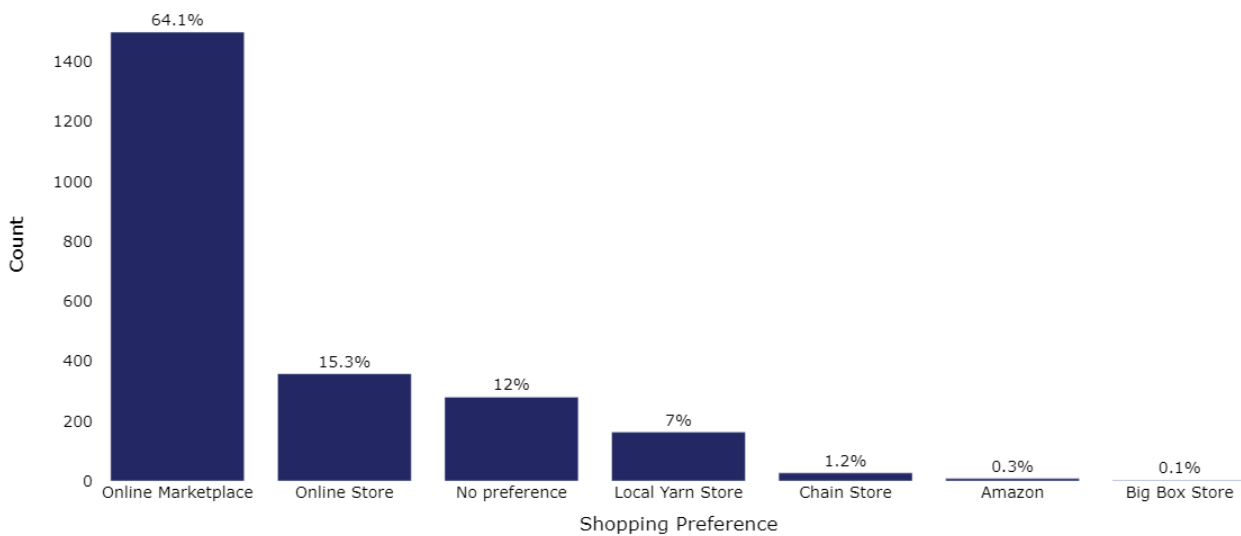


### Online vs. In-Person Pattern Shopping

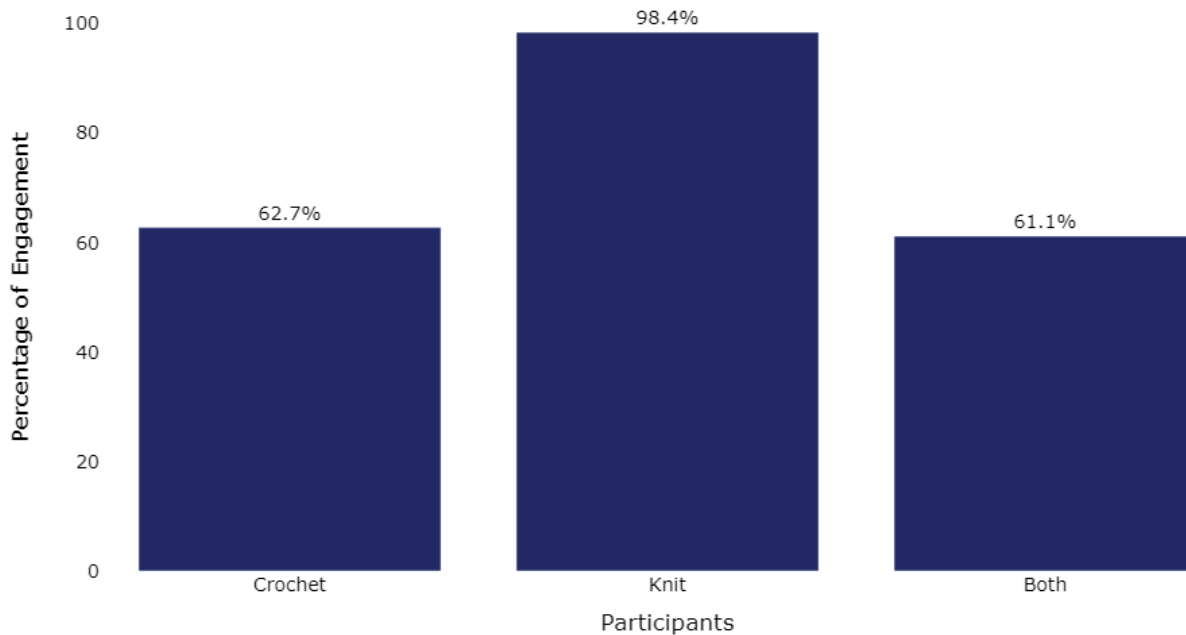


- Of the respondents **92.8%** preferred online shopping for patterns, while **7.2%** preferred shopping in person for patterns. (From 2456 responses.)
  - For ages Under 18: **nan%** preferred shopping online, **nan%** preferred shopping in person.
  - For ages 18-24: **100.0%** preferred shopping online, **0.0%** preferred shopping in person.
  - For ages 25-34: **93.3%** preferred shopping online, **6.7%** preferred shopping in person.
  - For ages 35-44: **97.6%** preferred shopping online, **2.4%** preferred shopping in person.
  - For ages 45-54: **95.9%** preferred shopping online, **4.1%** preferred shopping in person.
  - For ages 55-64: **95.9%** preferred shopping online, **4.1%** preferred shopping in person.
  - For ages 65-74: **92.7%** preferred shopping online, **7.3%** preferred shopping in person.
  - For ages 75 and older: **87.7%** preferred shopping online, **12.3%** preferred shopping in person.

#### Where Consumers "Most Often" Purchase Patterns



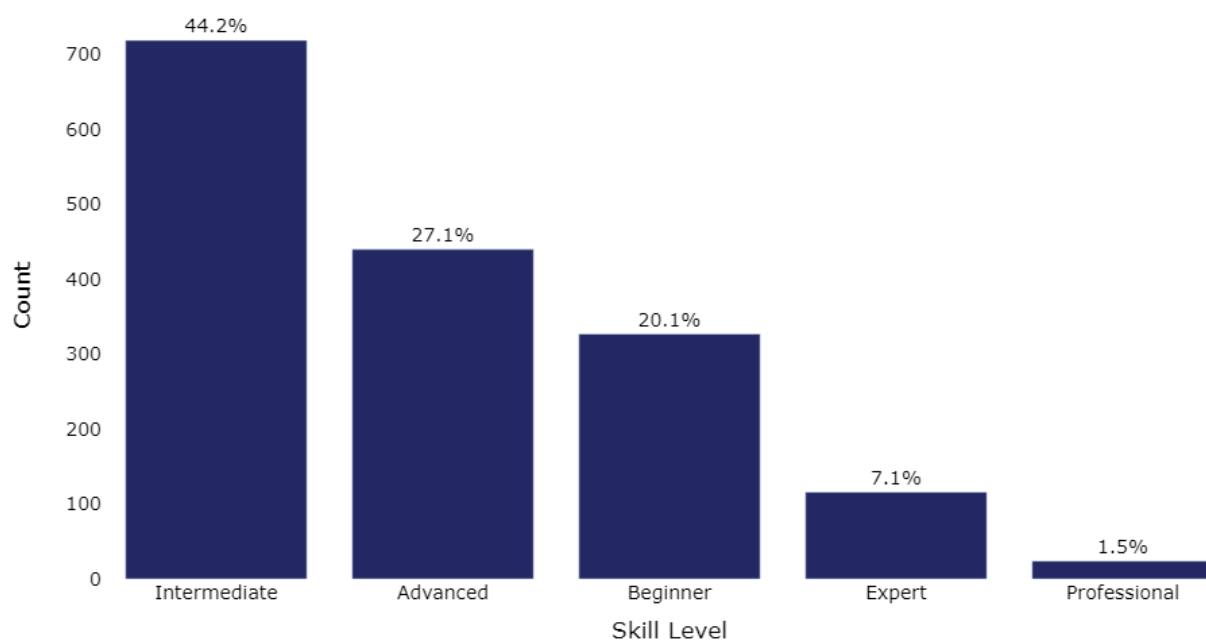
## Respondents That Crochet or Knit



- Of the respondents, **62.7%** responded 'Yes' to crocheting, **98.4%** responded 'Yes' to knitting, while **61.1%** of respondents engage in both. (From 2676 responses.)
  - For ages Under 18, **nan%** crochet, **nan%** knit, and **nan%** do both.
  - For ages 18-24, **100.0%** crochet, **100.0%** knit, and **100.0%** do both.
  - For ages 25-34, **75.0%** crochet, **87.5%** knit, and **62.5%** do both.
  - For ages 35-44, **70.5%** crochet, **96.6%** knit, and **67.0%** do both.
  - For ages 45-54, **67.8%** crochet, **97.9%** knit, and **65.7%** do both.
  - For ages 55-64, **66.9%** crochet, **97.8%** knit, and **64.7%** do both.
  - For ages 65-74, **62.1%** crochet, **98.7%** knit, and **60.8%** do both.
  - For ages 75 and older, **53.4%** crochet, **99.5%** knit, and **52.9%** do both.

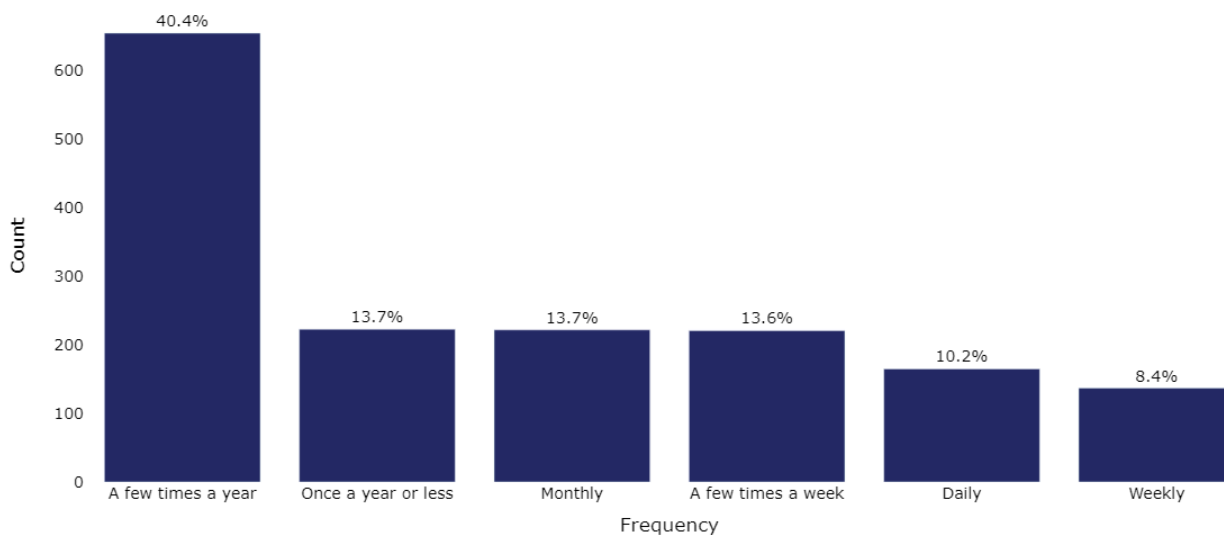


## Self-Identified Crochet Skill Level



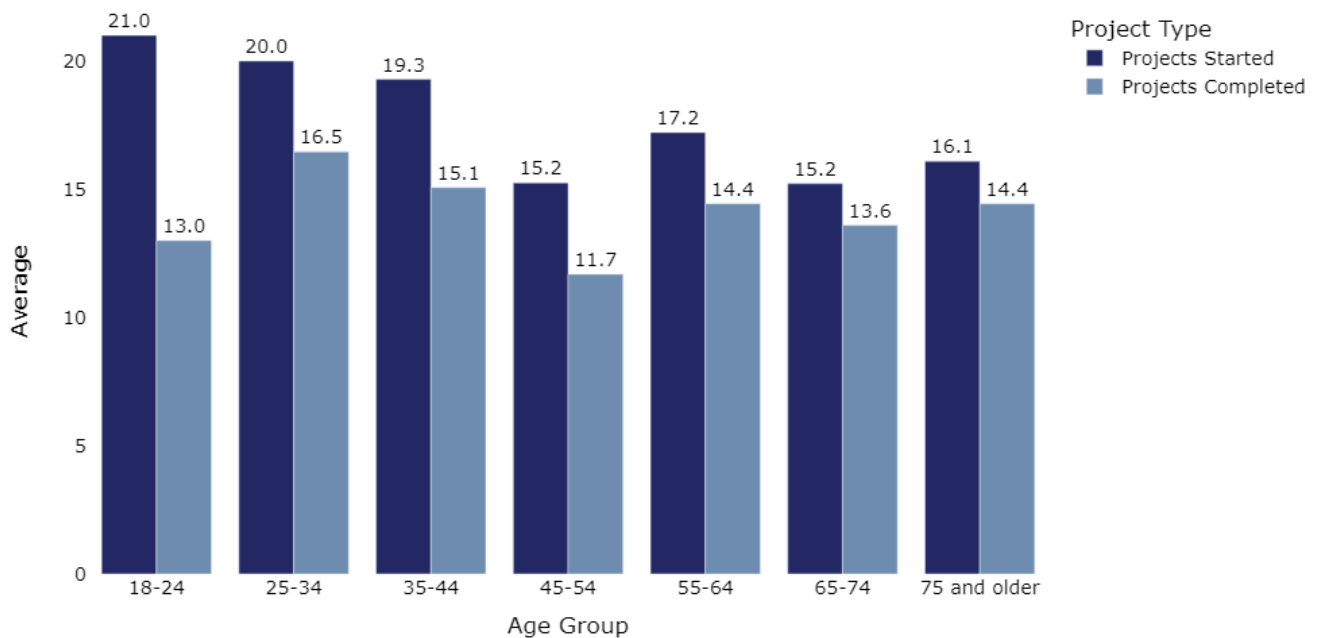
- Of the respondents who crochet, they rate their skill level as the following: (From 1679 responses.)
  - Intermediate: **44.2%**.
  - Advanced: **27.1%**.
  - Beginner: **20.1%**.
  - Expert: **7.1%**.
  - Professional: **1.5%**.

## Crochet Frequency



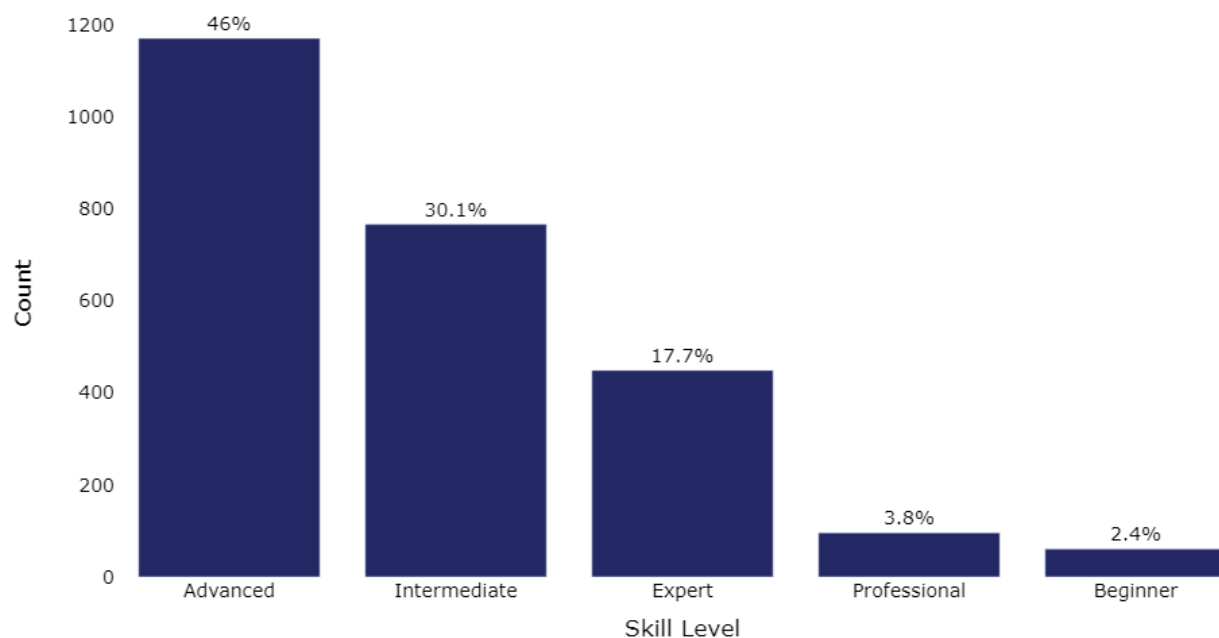
- Of the respondents who crochet, the frequency they do so is: (From 1679 responses.)
  - A few times a year: **40.4%**
  - Once a year or less: **13.7%**
  - Monthly: **13.7%**
  - A few times a week: **13.6%**
  - Daily: **10.2%**
  - Weekly: **8.4%**

### Crocheter's Started/Completed Projects



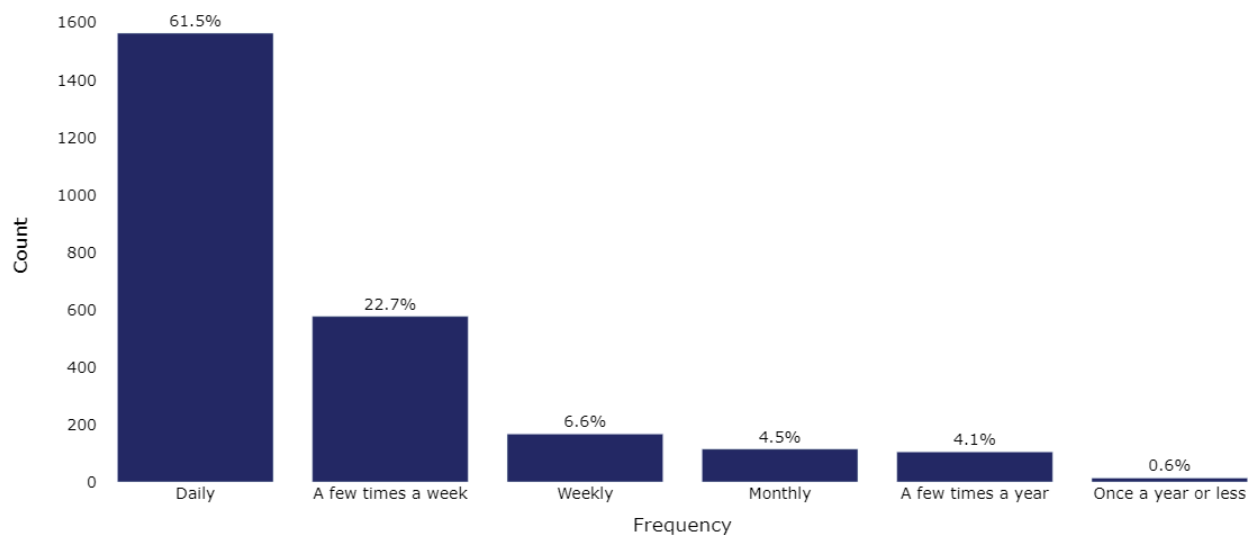
- Of the respondents, on average they start **16.1** crochet projects a year, and on average they complete **13.8** crochet projects a year. (From 1679 responses.)
  - For ages Under 18: They start **nan** projects, and complete **nan** projects a year.
  - For ages 18-24: They start **21.0** projects, and complete **13.0** projects a year.
  - For ages 25-34: They start **20.0** projects, and complete **16.5** projects a year.
  - For ages 35-44: They start **19.3** projects, and complete **15.1** projects a year.
  - For ages 45-54: They start **15.2** projects, and complete **11.7** projects a year.
  - For ages 55-64: They start **17.2** projects, and complete **14.4** projects a year.
  - For ages 65-74: They start **15.2** projects, and complete **13.6** projects a year.
  - For ages 75 and older: They start **16.1** projects, and complete **14.4** projects a year.

## Self-Identified Knitting Skill Level



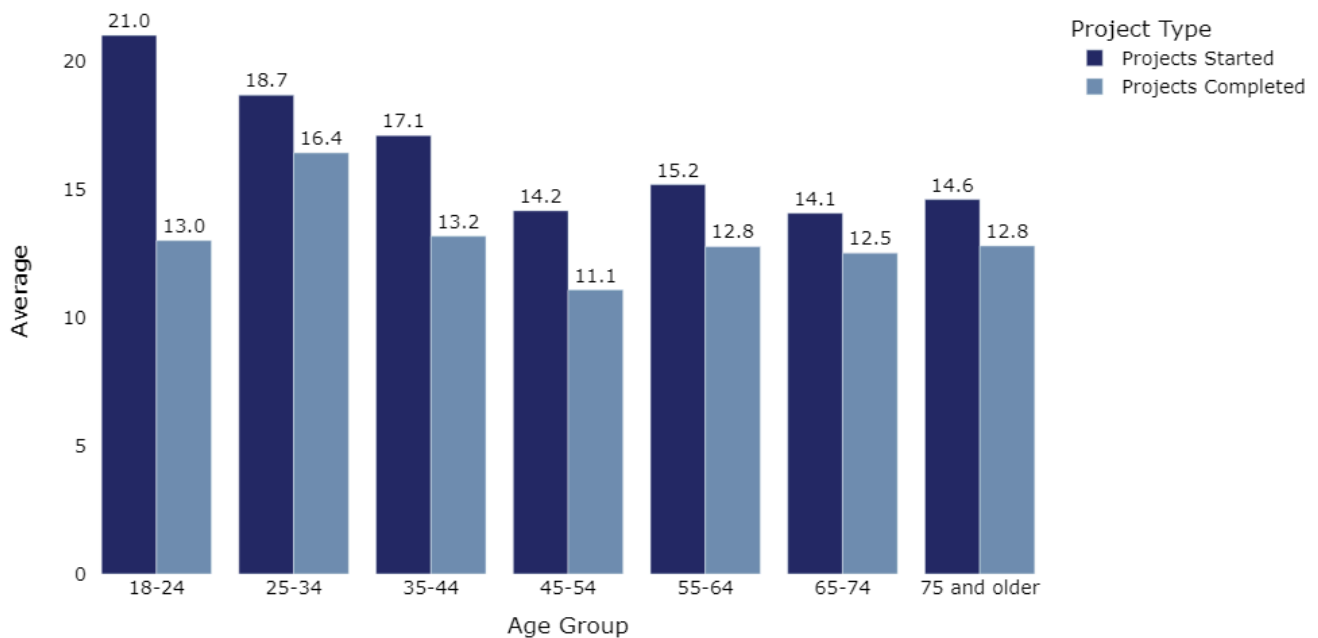
- Of the respondents who knit, they rate their skill level as the following: (From 2633 responses.)
  - Advanced: **46.0%.**
  - Intermediate: **30.1%.**
  - Expert: **17.7%.**
  - Professional: **3.8%.**
  - Beginner: **2.4%.**

## Knitting Frequency



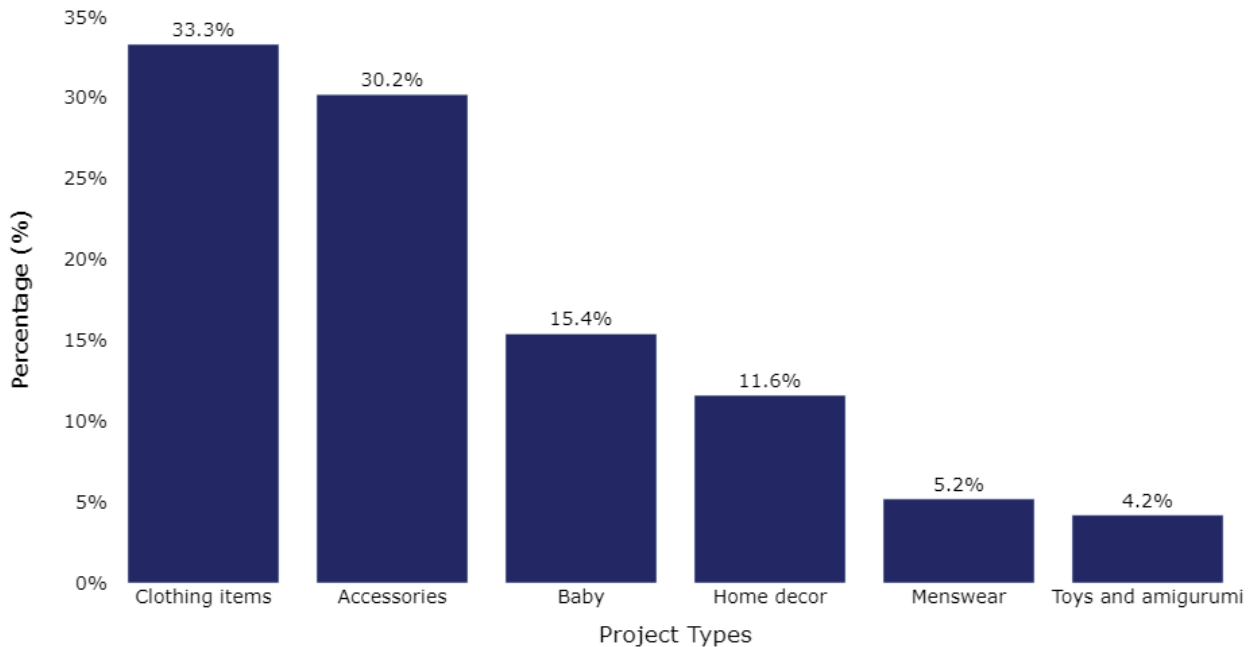
- Of the respondents who knit, the frequency they do so is: (From 2633 responses.)
  - Daily: **61.5%**.
  - A few times a week: **22.7%**.
  - Weekly: **6.6%**.
  - Monthly: **4.5%**.
  - A few times a year: **4.1%**.
  - Once a year or less: **0.6%**.

## Knitter's Started/Completed Projects



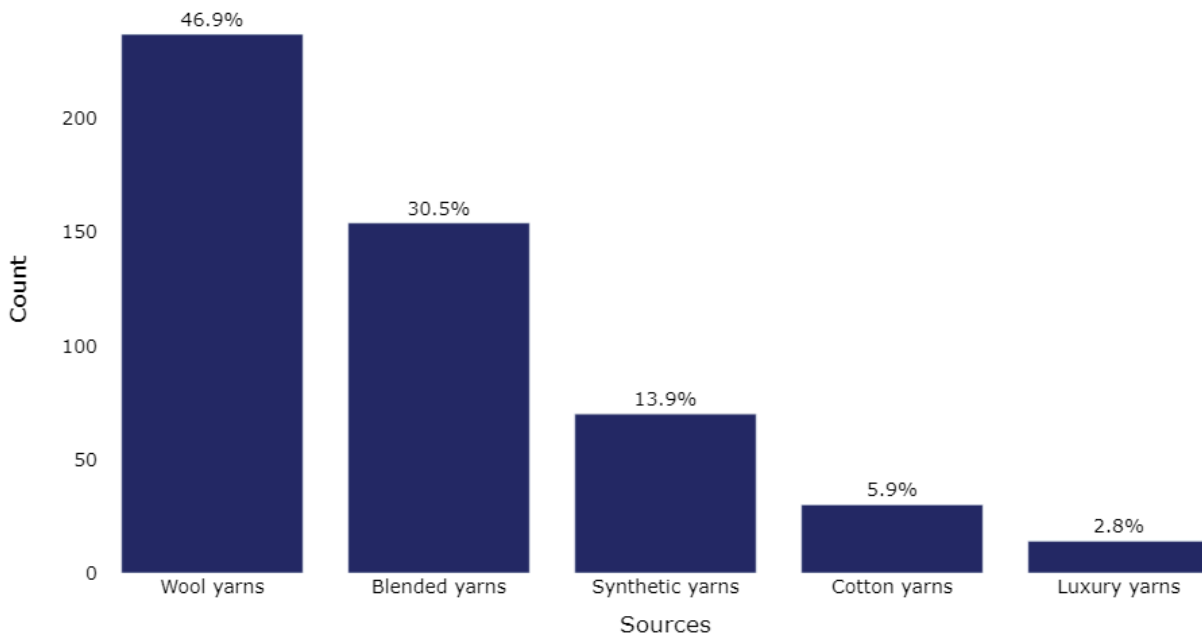
- Of the respondents, on average they start **14.6** knitting projects a year, and on average they complete **12.5** knitting projects a year. (From 2633 responses.)
  - For ages Under 18: They start **nan** projects, and complete **nan** projects a year.
  - For ages 18-24: They start **21.0** projects, and complete **13.0** projects a year.
  - For ages 25-34: They start **18.7** projects, and complete **16.4** projects a year.
  - For ages 35-44: They start **17.1** projects, and complete **13.2** projects a year.
  - For ages 45-54: They start **14.2** projects, and complete **11.1** projects a year.
  - For ages 55-64: They start **15.2** projects, and complete **12.8** projects a year.
  - For ages 65-74: They start **14.1** projects, and complete **12.5** projects a year.
  - For ages 75 and older: They start **14.6** projects, and complete **12.8** projects a year.

## Respondent Project Types



- Of the respondents, the most popular project type for all yarn crafts is: (From 2633 responses.)
  - For ages 18-24: The most popular types are **Accessories (40.0%)**, then **Clothing items (40.0%)**, followed by **Home decor (20.0%)**.
  - For ages 25-34: The most popular types are **Clothing items (40.0%)**, then **Accessories (27.5%)**, followed by **Toys and amigurumi (10.0%)**.
  - For ages 35-44: The most popular types are **Accessories (30.7%)**, then **Clothing items (30.7%)**, followed by **Baby (12.1%)**.
  - For ages 45-54: The most popular types are **Clothing items (32.9%)**, then **Accessories (29.9%)**, followed by **Home decor (14.3%)**.
  - For ages 55-64: The most popular types are **Clothing items (32.8%)**, then **Accessories (30.2%)**, followed by **Baby (15.4%)**.
  - For ages 65-74: The most popular types are **Clothing items (33.7%)**, then **Accessories (30.2%)**, followed by **Baby (16.5%)**.
  - For ages 75 and older: The most popular types are **Clothing items (33.5%)**, then **Accessories (30.2%)**, followed by **Baby (17.0%)**.

## Preferred Yarn Fiber

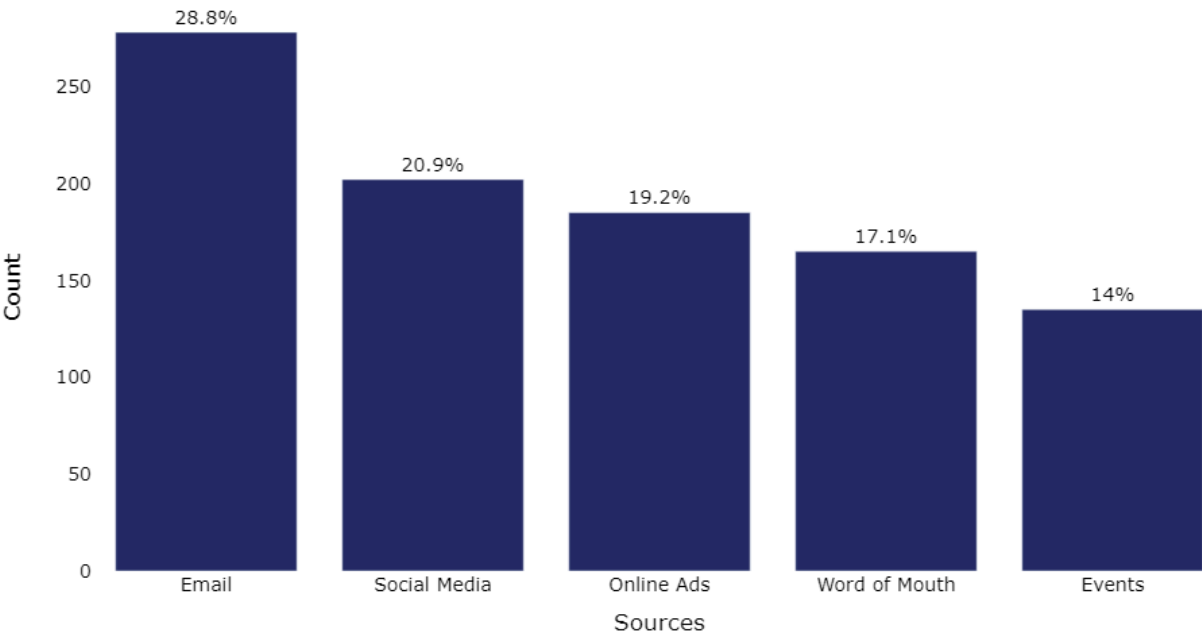


- Of the respondents, their preferred yarn fiber is: (From 505 responses.)
  - For ages 25-34: Preferred **Wool yarns (50.0%)** and **Synthetic yarns (50.0%)**.
  - For ages 35-44: Preferred **Wool yarns (52.6%)**, then **Blended yarns (26.3%)**, followed by **Synthetic yarns (15.8%)**.
  - For ages 45-54: Preferred **Wool yarns (45.5%)**, then **Blended yarns (34.1%)**, followed by **Synthetic yarns (11.4%)**.
  - For ages 55-64: Preferred **Wool yarns (57.6%)**, then **Blended yarns (30.3%)**, followed by **Synthetic yarns (6.1%)**.
  - For ages 65-74: Preferred **Wool yarns (46.3%)**, then **Blended yarns (31.0%)**, followed by **Synthetic yarns (12.3%)**.
  - For ages 75 and older: Preferred **Wool yarns (38.9%)**, then **Blended yarns (28.4%)**, followed by **Synthetic yarns (25.3%)**.

Common Sentiments by Preferred Fiber Group

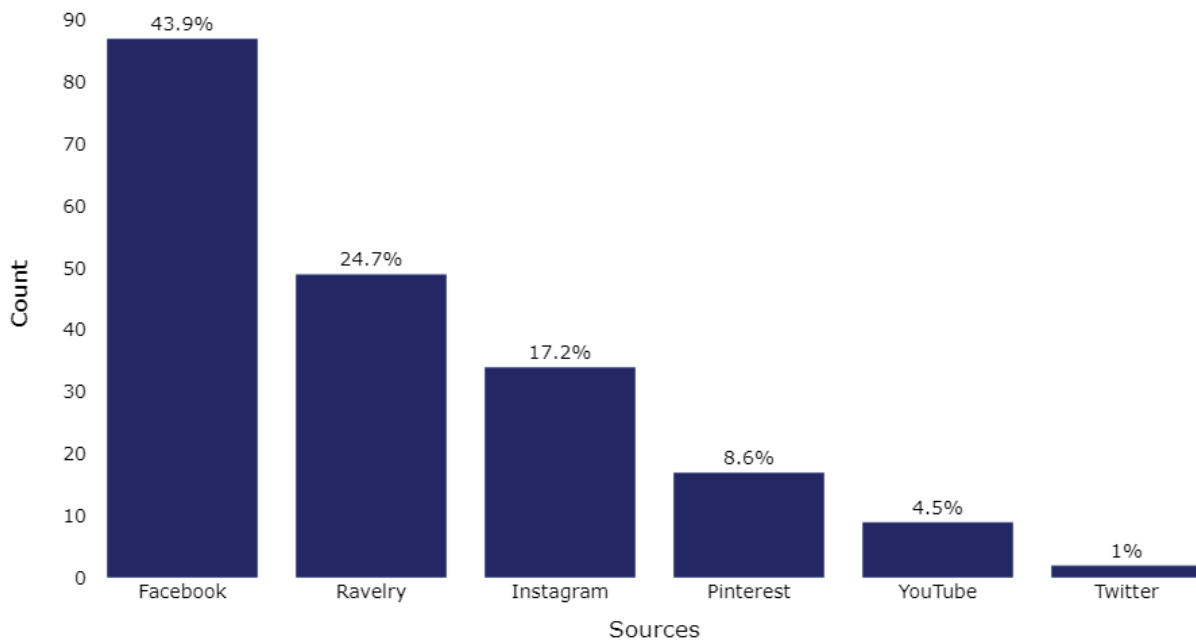
Synthetic yarns	Wool yarns	Blended yarns	Luxury yarns	Cotton yarns
washable: 10	prefer: 18	good: 14	really: 1	feel: 4
easy: 6	quality: 16	washable: 11	enjoy: 1	granddaughter: 3
baby: 5	natural: 12	pattern: 9	working: 1	time: 2
care: 5	good: 11	color: 8	high: 1	comfortable: 2
gift: 4	love: 11	care: 8	quality: 1	sweater: 2
wash: 4	sweater: 9	feel: 7	best: 1	prefer: 2
item: 4	wear: 8	easy: 7	suited: 1	natural: 2
prefer: 4	color: 7	work: 6	project: 1	project: 2

Brand Recognition Source



- Of the respondents, the most popular brand discovery sources are: (From 2560 responses.)
  - For ages 18-24: Preferred **Word of Mouth (100.0%)**.
  - For ages 25-34: Preferred **Social Media (57.1%)**, then **Word of Mouth (14.3%)**, followed by **Online Ads (14.3%)**.
  - For ages 35-44: Preferred **Email (45.5%)**, then **Social Media (27.3%)**, followed by **Word of Mouth (18.2%)**.
  - For ages 45-54: Preferred **Social Media (33.7%)**, then **Email (25.0%)**, followed by **Online Ads (19.6%)**.
  - For ages 55-64: Preferred **Social Media (25.3%)**, then **Email (23.2%)**, followed by **Events (19.2%)**.
  - For ages 65-74: Preferred **Email (30.8%)**, then **Online Ads (20.8%)**, followed by **Social Media (18.9%)**.
  - For ages 75 and older: Preferred **Email (29.6%)**, then **Online Ads (20.7%)**, followed by **Word of Mouth (20.7%)**.

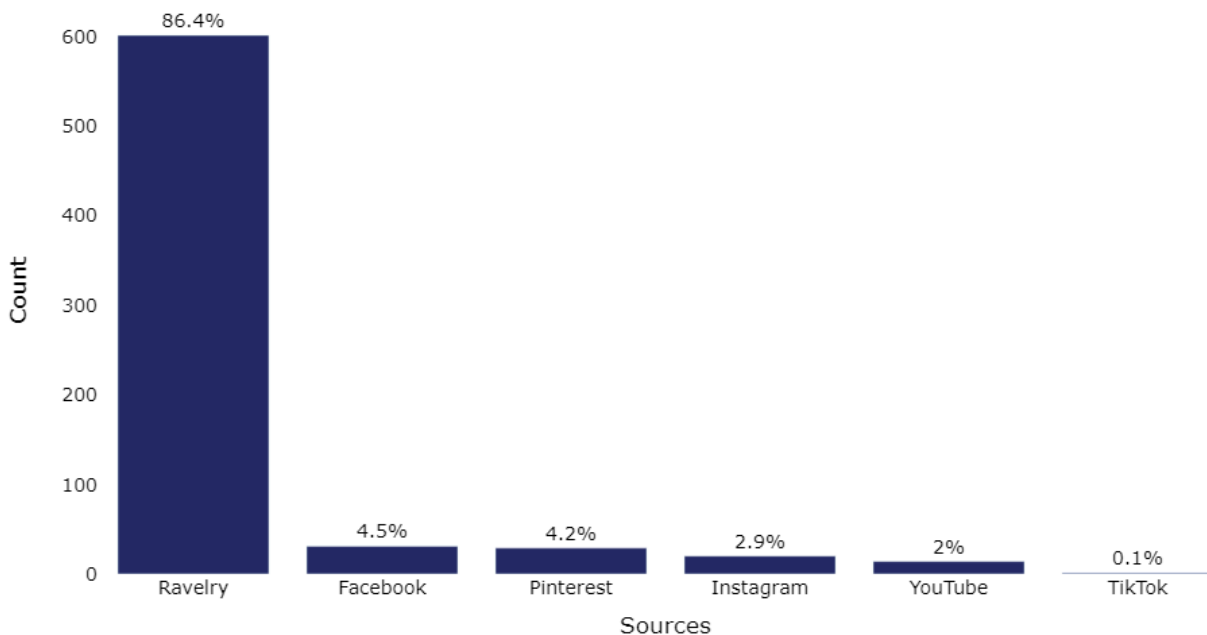
### Social Media Source





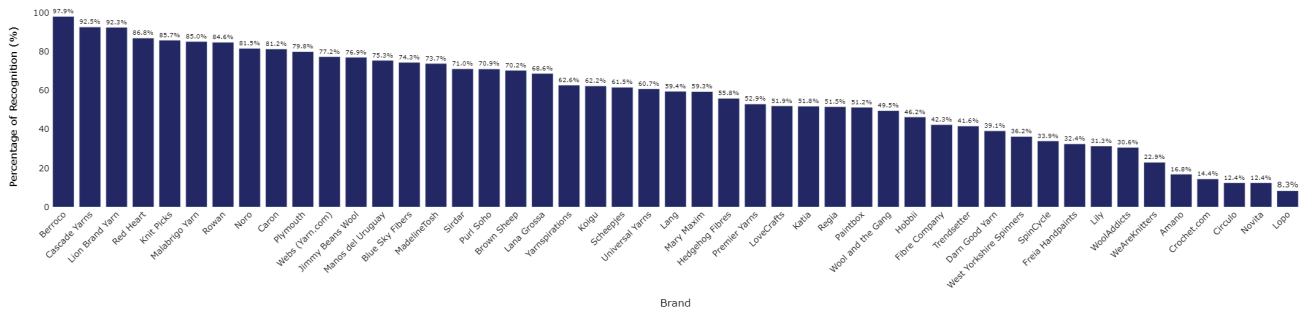
- Of the respondents that discovered a brand through social media, the most popular is: (From 198 responses.)
  - For ages 25-34: Discovered through **Instagram (66.7%)** and **Facebook (33.3%)**.
  - For ages 35-44: Discovered through **Facebook (50.0%)**, then **Instagram (33.3%)**, followed by **Pinterest (16.7%)**.
  - For ages 45-54: Discovered through **Ravelry (35.5%)**, then **Facebook (29.0%)**, followed by **Instagram (22.6%)**.
  - For ages 55-64: Discovered through **Facebook (34.7%)**, then **Ravelry (28.6%)**, followed by **Instagram (20.4%)**.
  - For ages 65-74: Discovered through **Facebook (56.7%)**, then **Ravelry (19.4%)**, followed by **Instagram (13.4%)**.
  - For ages 75 and older: Discovered through **Facebook (50.0%)**, then **Ravelry (27.3%)**, followed by **YouTube (9.1%)**.

## Social Media Project Inspiration

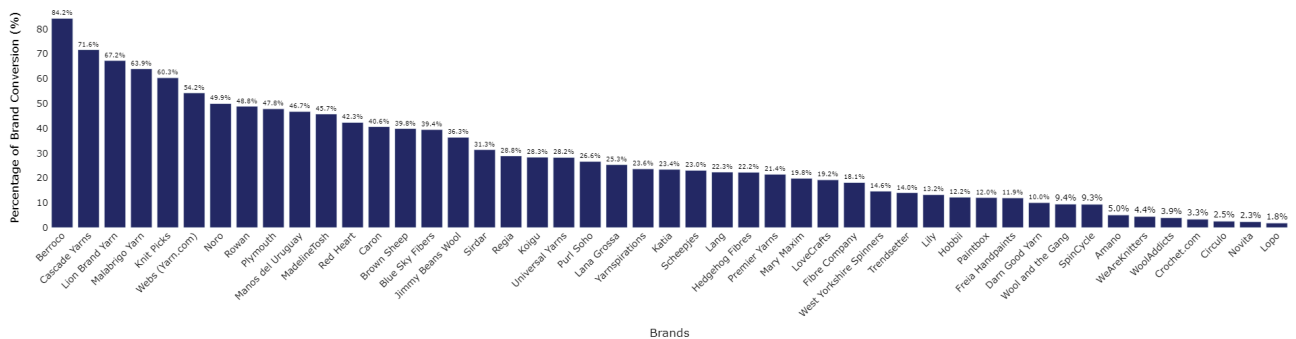


- Of the respondents, the most popular social media platform for inspiration is: (From 696 responses.)
  - For ages 25-34: Preferred **Ravelry (50.0%)**, then **Pinterest (33.3%)**, followed by **Instagram (16.7%)**.
  - For ages 35-44: Preferred **Ravelry (68.4%)**, then **Pinterest (15.8%)**, followed by **Facebook (5.3%)**.
  - For ages 45-54: Preferred **Ravelry (78.0%)**, then **Instagram (9.8%)**, followed by **YouTube (7.3%)**.
  - For ages 55-64: Preferred **Ravelry (84.2%)**, then **Instagram (5.0%)**, followed by **Pinterest (4.3%)**.
  - For ages 65-74: Preferred **Ravelry (90.7%)**, then **Facebook (5.0%)**, followed by **Pinterest (2.5%)**.
  - For ages 75 and older: Preferred **Ravelry (84.1%)**, then **Pinterest (6.8%)**, followed by **Facebook (4.5%)**.

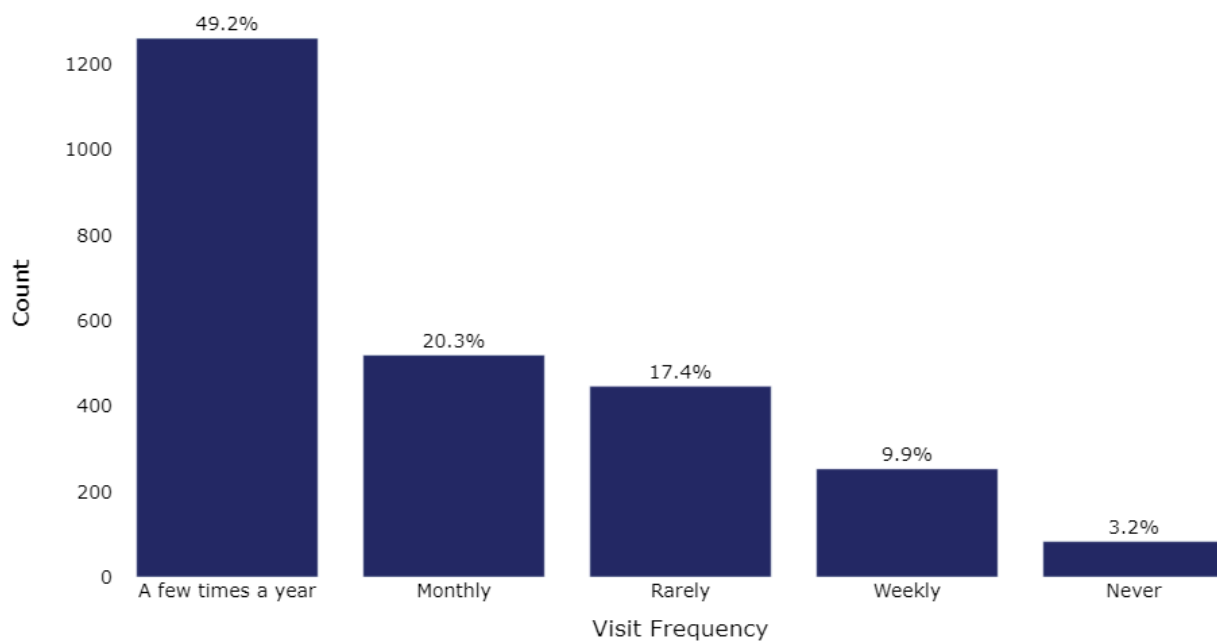
Brand Recognition



Brand Conversion

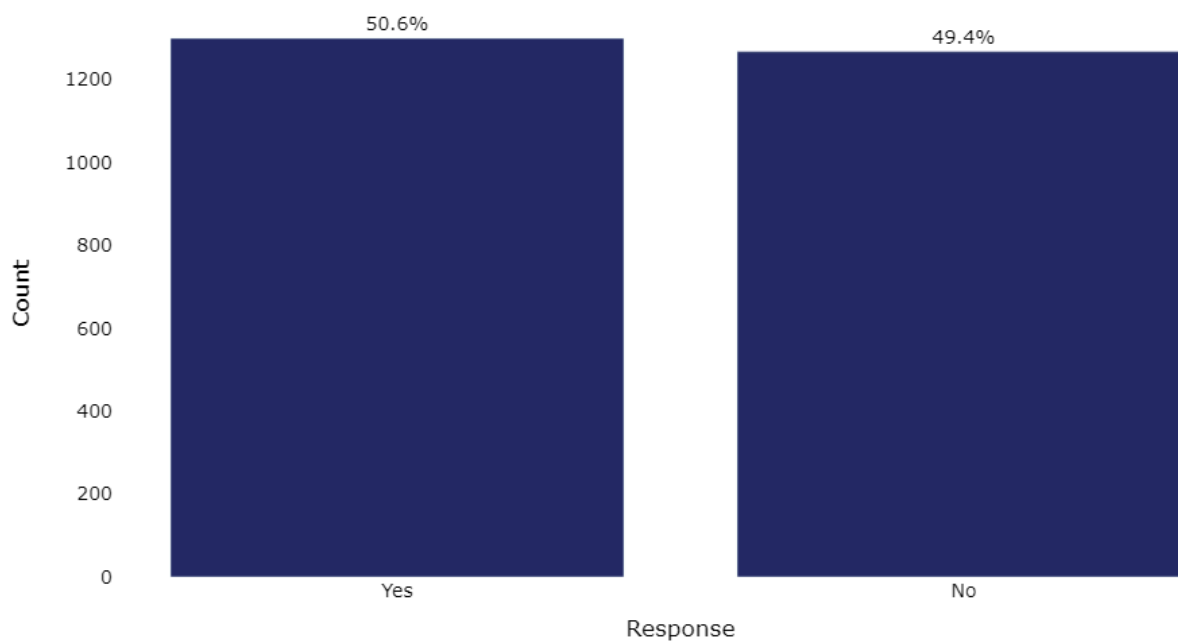


## Yarn Store Visits



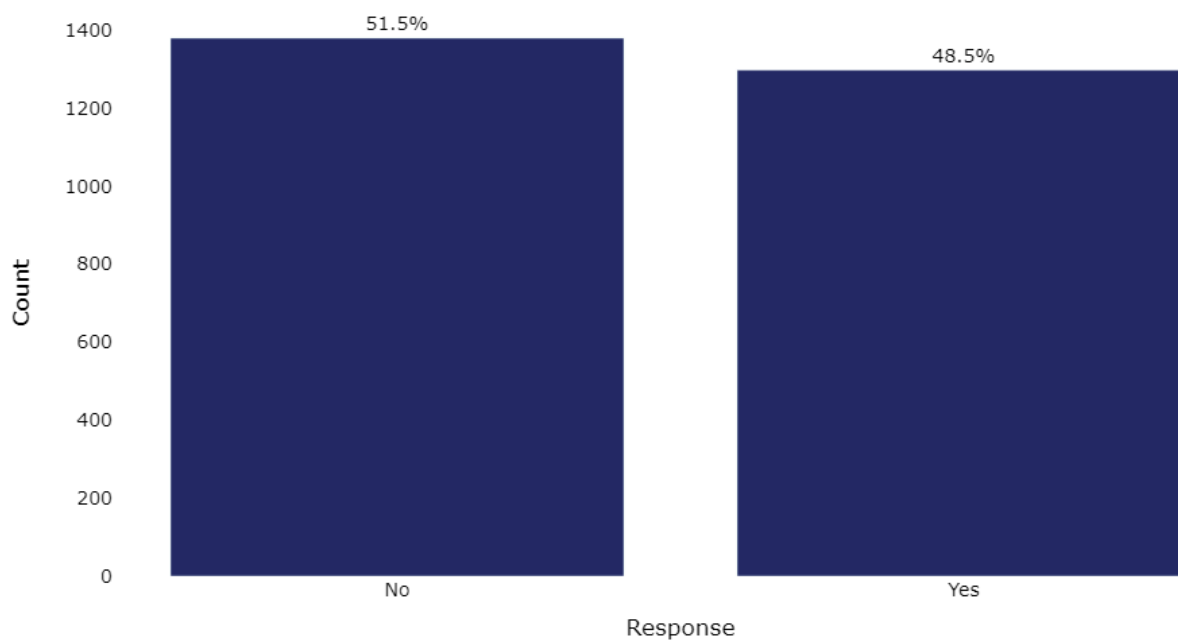
- Of the respondents, their yarn store visits are as follows: (From 2676 responses.)
  - A few times a year: **49.2%**.
  - Monthly: **20.3%**.
  - Rarely: **17.4%**.
  - Weekly: **9.9%**.
  - Never: **3.2%**.

## Attending Classes or Meetups



- Of the respondents, the following participate in knitting/corchet classes or meetups: (From 2676 responses.)
  - Yes: **50.6%**.
  - No: **49.4%**.

## Attending Fiber Festivals



- Of the respondents, the following have attended fiber festivals or shows for makers: (From 2676 responses.)
  - No: **51.5%**.
  - Yes: **48.5%**.

## Fiber Festivals Attended

Unigrams	Bigrams	Trigrams
fiber: 358	festival fiber: 148	maryland sheep wool: 29
wool: 321	sheep wool: 130	festival fiber fiber: 23
festival: 311	fest fiber: 58	festival festival fiber: 22
sheep: 304	wool wool: 47	sheep wool wool: 22
local: 131	fiber fiber: 45	sheep sheep wool: 19
rhinebeck: 129	knitting live: 42	rhinebeck sheep wool: 17
vogue: 109	festival festival: 40	sheep vogue wool: 13
yarn: 100	sheep sheep: 40	england festival fiber: 13
fest: 96	maryland sheep: 37	festival fiber new: 12
maryland: 92	rhinebeck sheep: 31	fest fiber fiber: 10
knitting: 89	ny sheep: 22	maryland rhinebeck sheep: 9
stitch: 87	festival sheep: 20	sheep vermont wool: 9
show: 84	new sheep: 19	knitting live vogue: 8
new: 68	festival fibre: 18	ny sheep sheep: 8
ny: 58	fiber new: 18	wool wool wool: 8

## Designers With Best Patterns

Unigrams	Bigrams	Trigrams
knit: 238	purl soho: 47	joji locatelli mowry: 6
berroco: 210	knit tin: 41	berroco brand lion: 5
dont: 138	andrea mowry: 40	andrea knit mowry: 5
andrea: 126	stephen west: 39	isabel knit kraemer: 4
mowry: 120	joji locatelli: 24	andrea berroco mowry: 4
tin: 95	knit knit: 21	knit mowry petite: 4
sure: 79	brand lion: 20	mowry stephen west: 4
joji: 72	tin knit: 16	knit knit petite: 4
rowan: 70	knit petite: 14	knit mowry tin: 4
purl: 61	knit pick: 14	andrea mowry petiteknit: 3
soho: 61	isabell kraemer: 13	knit kraemer petite: 3
kraemer: 60	isabel kraemer: 13	joji knit locatelli: 3
west: 58	knit kraemer: 12	dont keep track: 3
brand: 57	knit mowry: 12	berroco purl soho: 3
designer: 51	lion brand: 12	amy andrea christoffers: 3

## Designers With Best Instructions

Unigrams	Bigrams	Trigrams
knit: 167	knit tin: 46	art expression fiber: 8
berroco: 153	purl soho: 39	berroco brand lion: 6
dont: 112	andrea mowry: 35	joji knit locatelli: 4
tin: 93	stephen west: 30	knitting pure simple: 4
andrea: 90	brand lion: 24	andrea brooklyn mowry: 3
mowry: 78	tin knit: 20	brooklyn mowry tweed: 3
sure: 67	joji locatelli: 15	andrea berroco mowry: 3
brand: 52	brooklyn tweed: 15	amy andrea christoffers: 3
lion: 51	helen stewart: 14	cotton little rabbit: 3
pattern: 46	lion brand: 12	brand lion purl: 3
purl: 44	berroco brand: 11	lion purl soho: 3
joji: 44	carol feller: 11	mowry stephen west: 3
west: 44	greene marie: 11	good instruction pattern: 3
rowan: 42	isabell kraemer: 10	knit mowry tin: 3
soho: 42	knit pick: 10	expression art fiber: 2

## How Respondents Learned To Knit & Crochet

Unigrams	Bigrams	Trigrams
taught: 913	self taught: 201	local store yarn: 16
mother: 552	mother taught: 116	knit taught taught: 16
grandmother: 371	crochet knit: 75	crochet knit taught: 14
self: 279	taught taught: 63	old taught year: 14
mom: 257	taught year: 45	crochet knit learned: 13
crochet: 253	mom taught: 41	crochet friend knit: 12
friend: 230	grandmother taught: 39	self book taught: 11
class: 229	crochet knitting: 38	knit mother taught: 11
knit: 226	grandmother mother: 36	crochet grandmother knit: 10
book: 201	knit learned: 31	crochet knit mother: 10
year: 136	knit taught: 26	mother taught taught: 9
knitting: 135	class crochet: 25	self taught taught: 8
child: 117	store yarn: 25	local shop yarn: 8
learned: 115	friend taught: 24	class local store: 8
aunt: 109	child mother: 23	ago taught year: 8



## Why Respondents Knit & Crochet

Unigrams	Bigrams	Trigrams
love: 512	love love: 54	busy hand keep: 17
relaxing: 488	love make: 48	love love love: 13
like: 307	like make: 48	like make thing: 12
relaxation: 288	hand keep: 48	enjoy making thing: 12
enjoy: 265	love making: 42	love make thing: 9
make: 260	like making: 37	something tv watching: 8
thing: 245	relief stress: 32	like making thing: 8
creative: 221	make thing: 31	love love make: 8
something: 205	making thing: 30	love love making: 7
hand: 183	busy hand: 29	love making thing: 7
gift: 181	like like: 29	keep love make: 6
making: 170	love relaxing: 28	keep busy hand: 6
keep: 156	gift give: 27	like like make: 6
create: 149	relaxing thing: 27	make relax thing: 6
relax: 139	creative outlet: 26	making relaxing thing: 6