

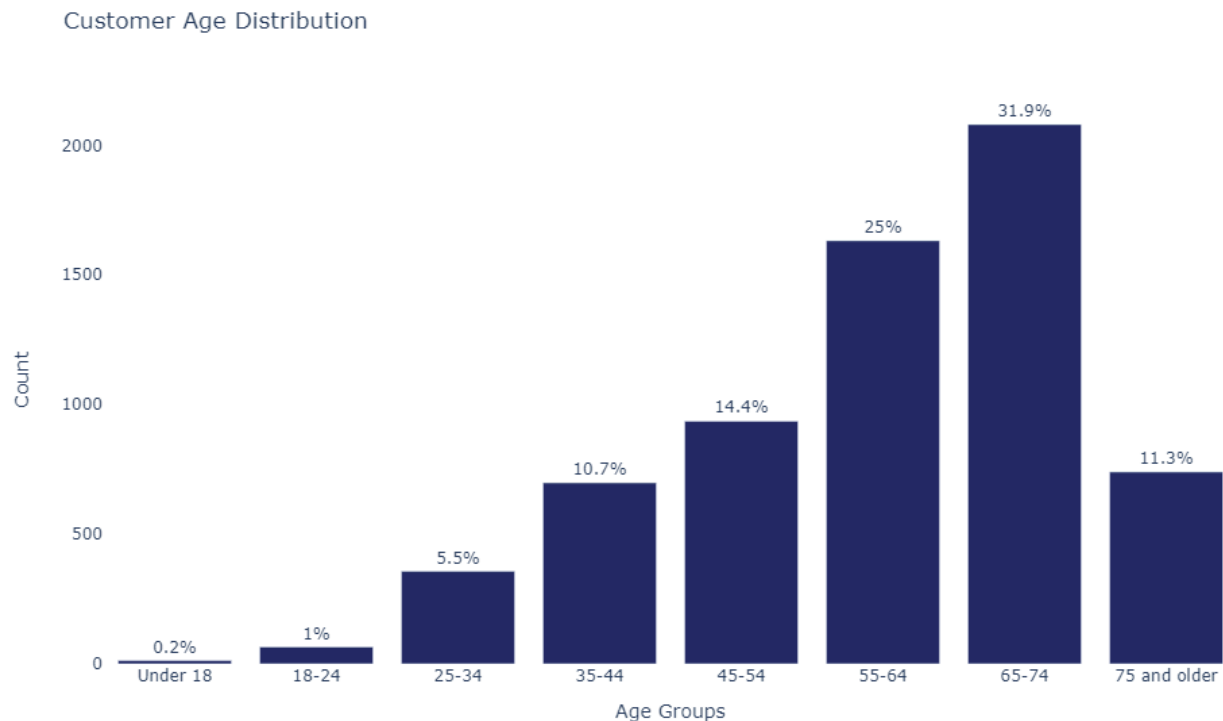
Yarn Survey 2024

Presented by

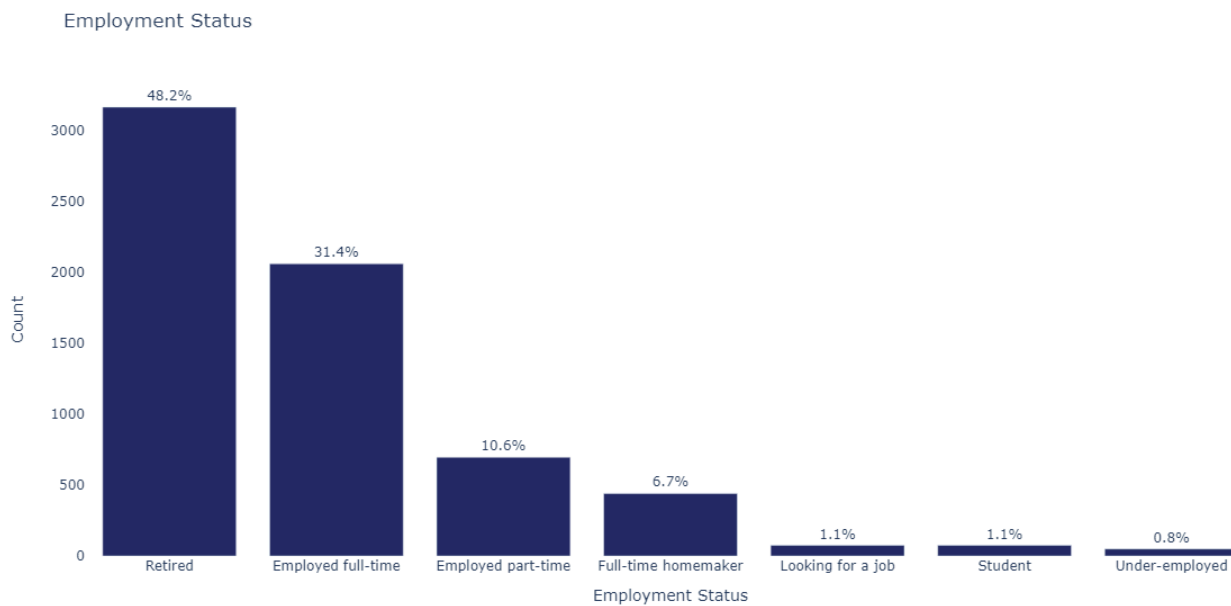
Premier Needle Arts

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

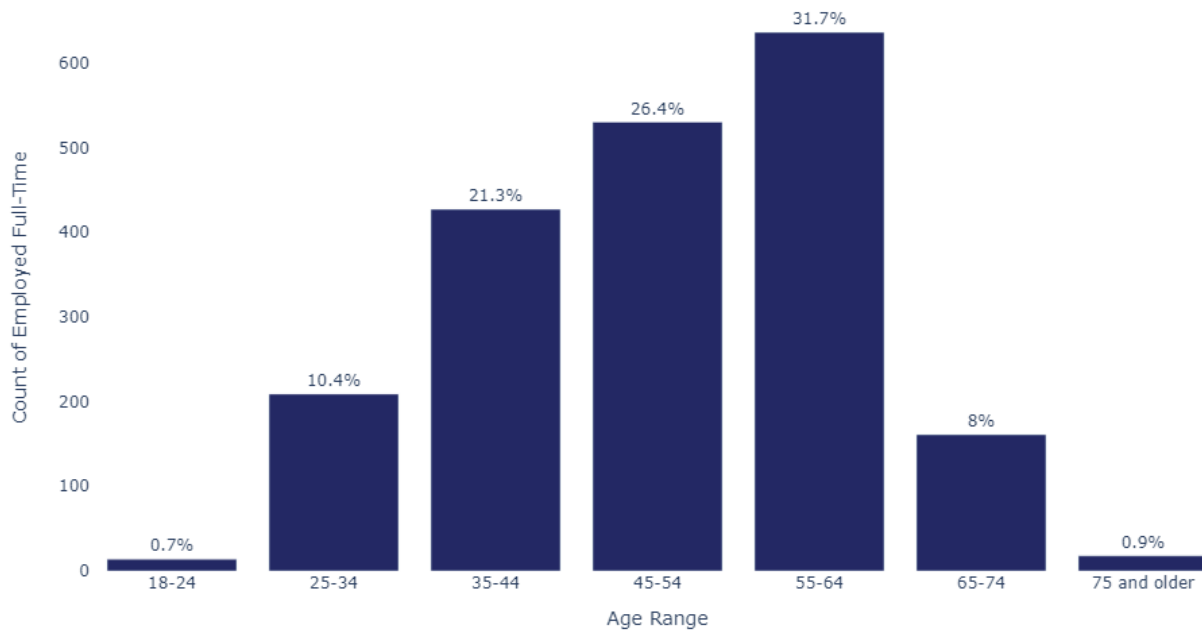


- Out of **6521** respondents, the average respondent age is: **58** and the median age is: **59**. (From 6521 responses)
- Of these respondents, they identify as: (From 6521 responses)
 - Woman: **97.8%**
 - Non-Conforming / Non-Binary: **1.0%**
 - Man: **1.0%**
 - Transgender: **0.1%**
- The average 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**.



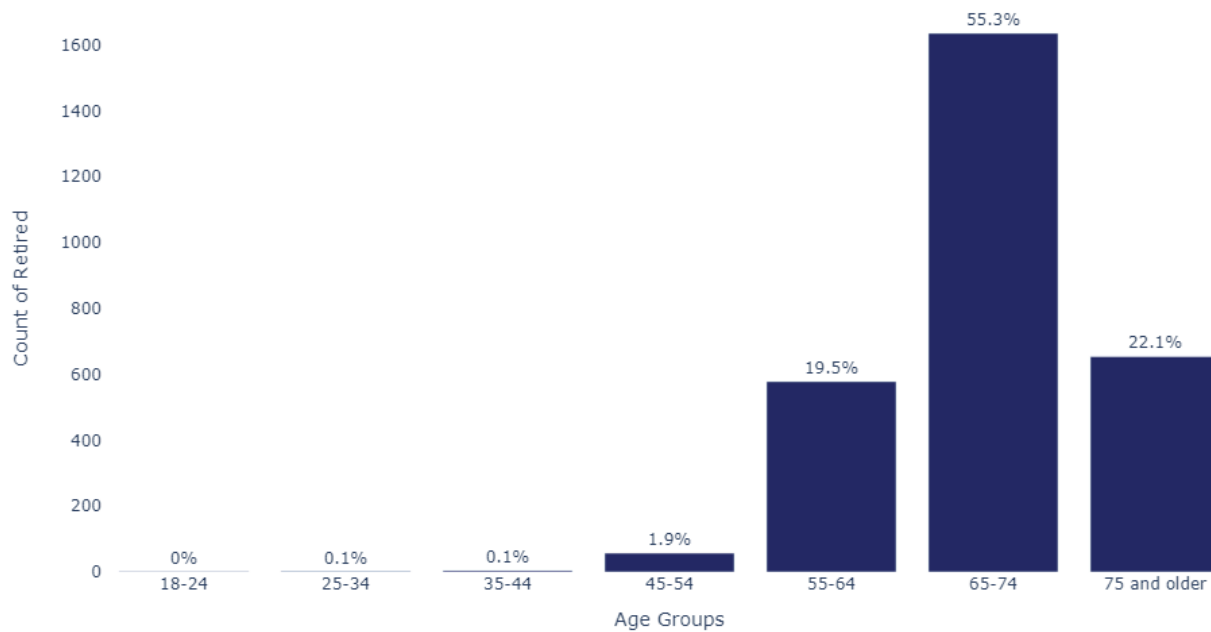
- Of the respondents, their employment statuses are as follows: (From 6563 responses)
 - Retired: **48%**
 - Employed full-time: **31%**
 - Employed part-time: **11%**
 - Full-time homemaker: **7%**
 - Looking for a job: **1%**
 - Student: **1%**
 - Under-employed: **1%**

"Employed Full-Time" by Age Range



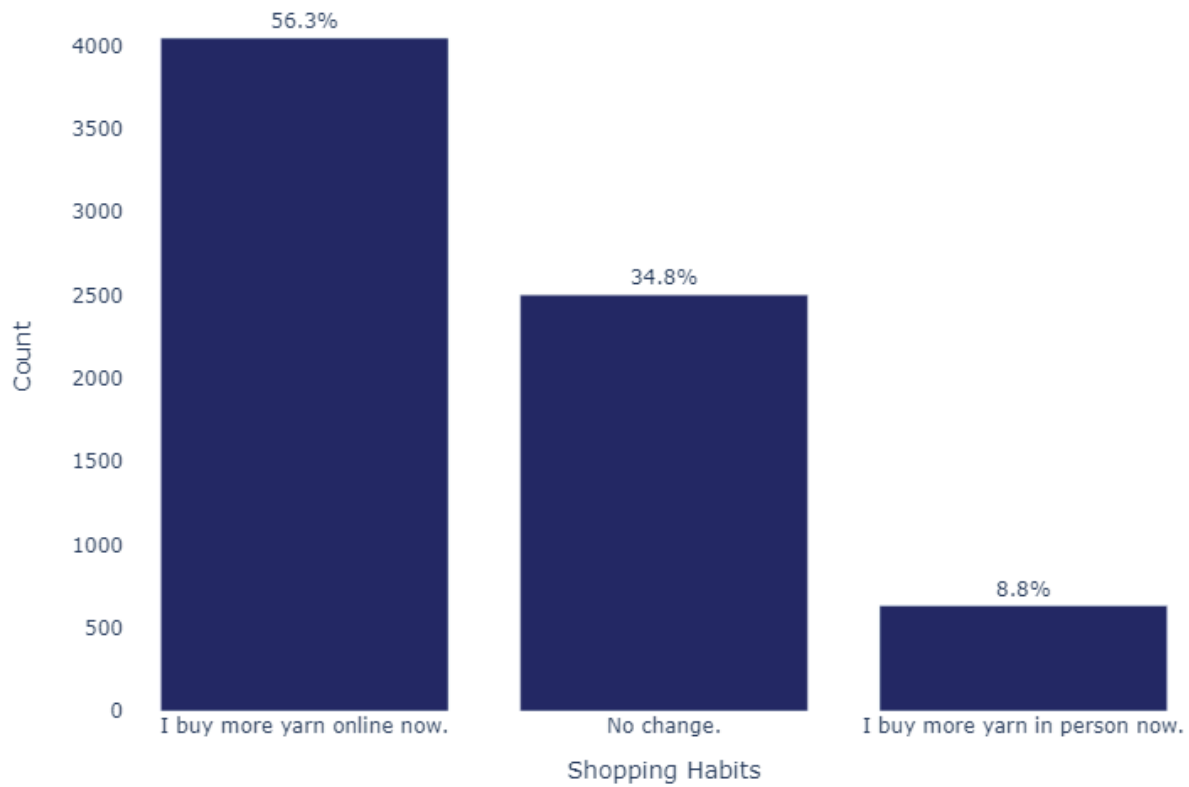
- Of those who responded 'Employed Full-Time': (From 2061 responses.)
 - For ages 55-64: **31.7%**
 - For ages 45-54: **26.4%**
 - For ages 35-44: **21.3%**
 - For ages 25-34: **10.4%**
 - For ages 65-74: **8.0%**
 - For ages 75 and older: **0.9%**
 - For ages 18-24: **0.7%**

"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



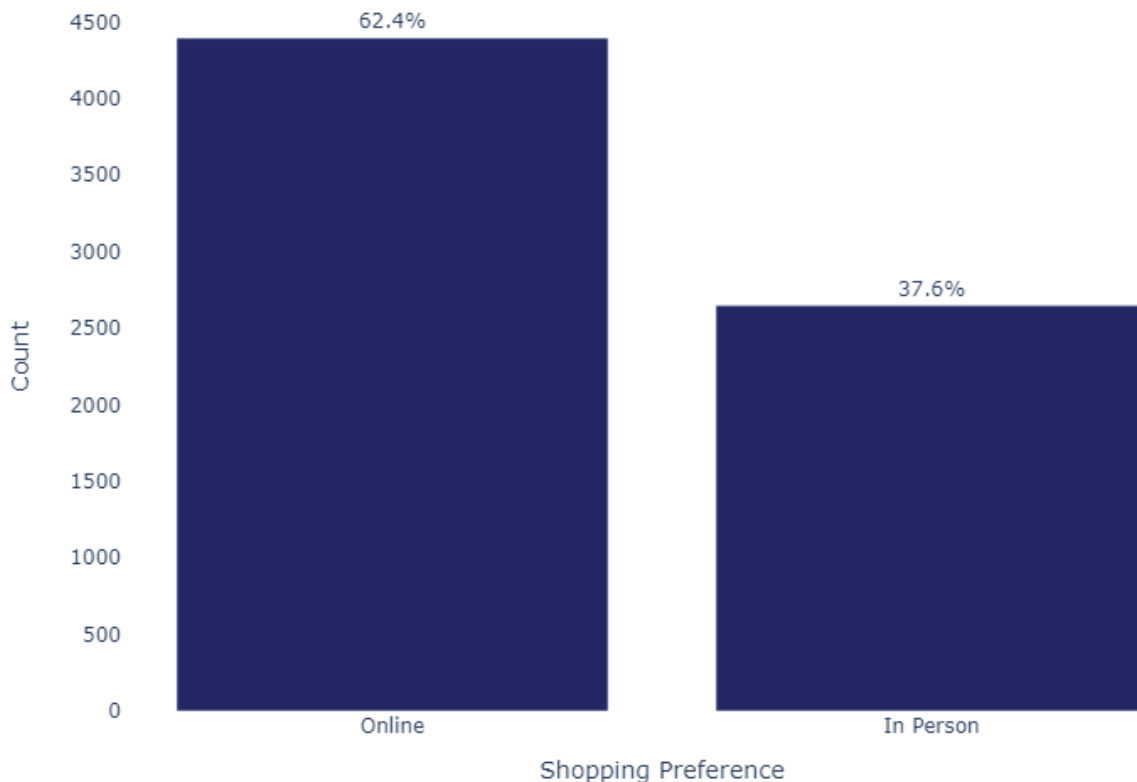
- Respondents reported making **4.7** purchases in-store per year on average, spending an average **\$53.28** per visit. On average spending **\$250.41** a year. (From 6673 responses.)
 - For ages Under 18: **6.0** purchases in-store per year, spending **\$37.73** per visit. On average spending **\$226.36** 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



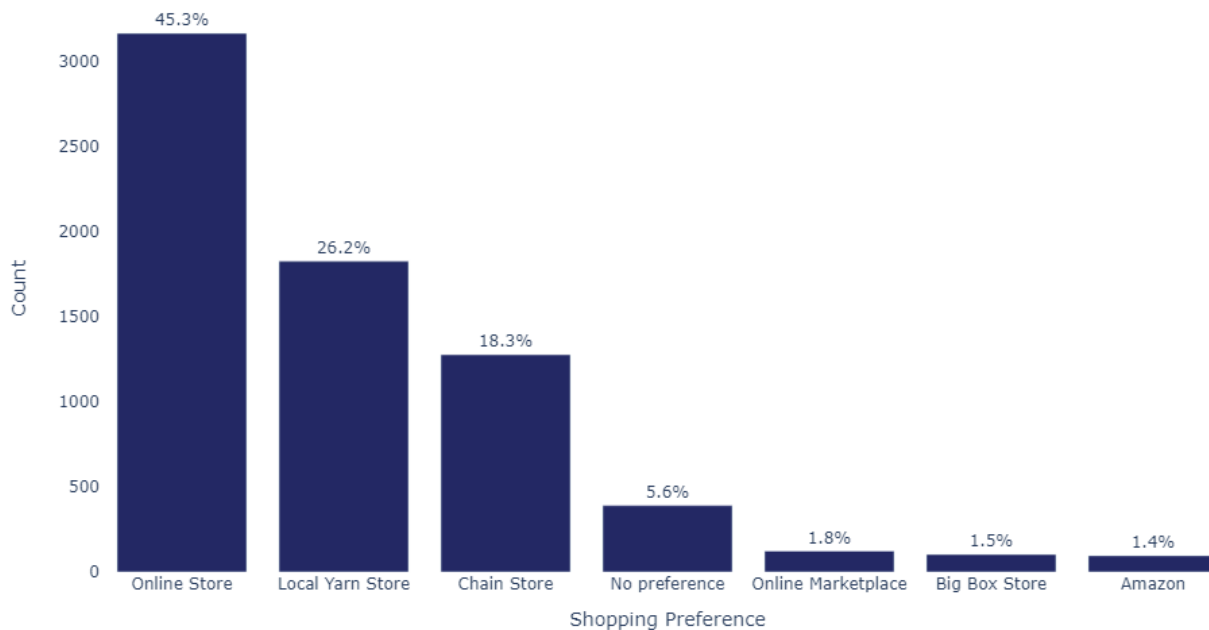
- Respondents reported making **5.0** purchases online per year on average, spending an average **\$67.33** per visit. On average spending **\$338.77** a year. (From 6799 responses.)
 - For ages Under 18: **5.4** purchases in-store per year, spending **\$57.82** per visit. On average spending **\$310.12** 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

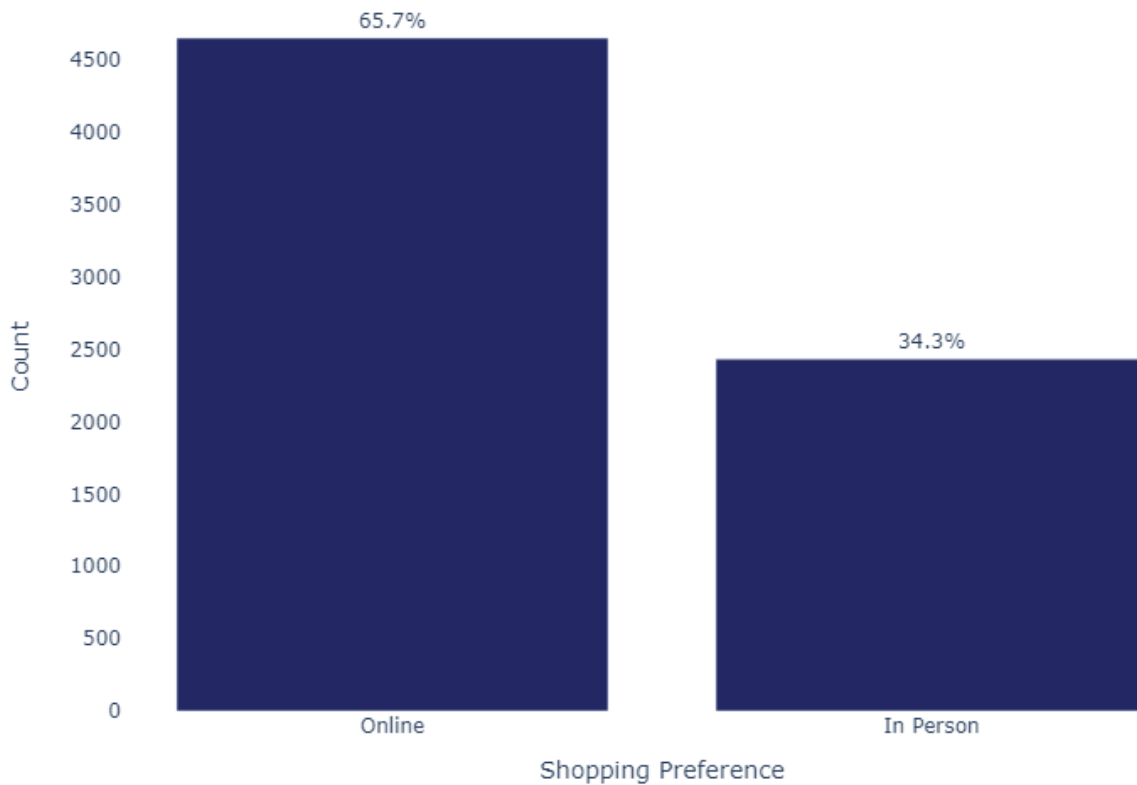


- Of the respondents **58.2%** preferred online shopping for yarn, while **35.04%** preferred shopping in person for yarn. (From 7043 responses.)
 - For ages Under 18: **30.8%** preferred shopping online, **69.2%** preferred shopping in person.
 - For ages 18-24: **67.7%** preferred shopping online, **32.3%** preferred shopping in person.
 - For ages 25-34: **72.5%** preferred shopping online, **26.1%** preferred shopping in person.
 - For ages 35-44: **71.5%** preferred shopping online, **27.2%** preferred shopping in person.
 - For ages 45-54: **65.5%** preferred shopping online, **31.3%** preferred shopping in person.
 - For ages 55-64: **60.1%** preferred shopping online, **37.4%** preferred shopping in person.
 - For ages 65-74: **57.9%** preferred shopping online, **39.8%** preferred shopping in person.
 - For ages 75 and older: **53.1%** preferred shopping online, **43.8%** preferred shopping in person.

Where Consumers "Most Often" Purchase Yarn

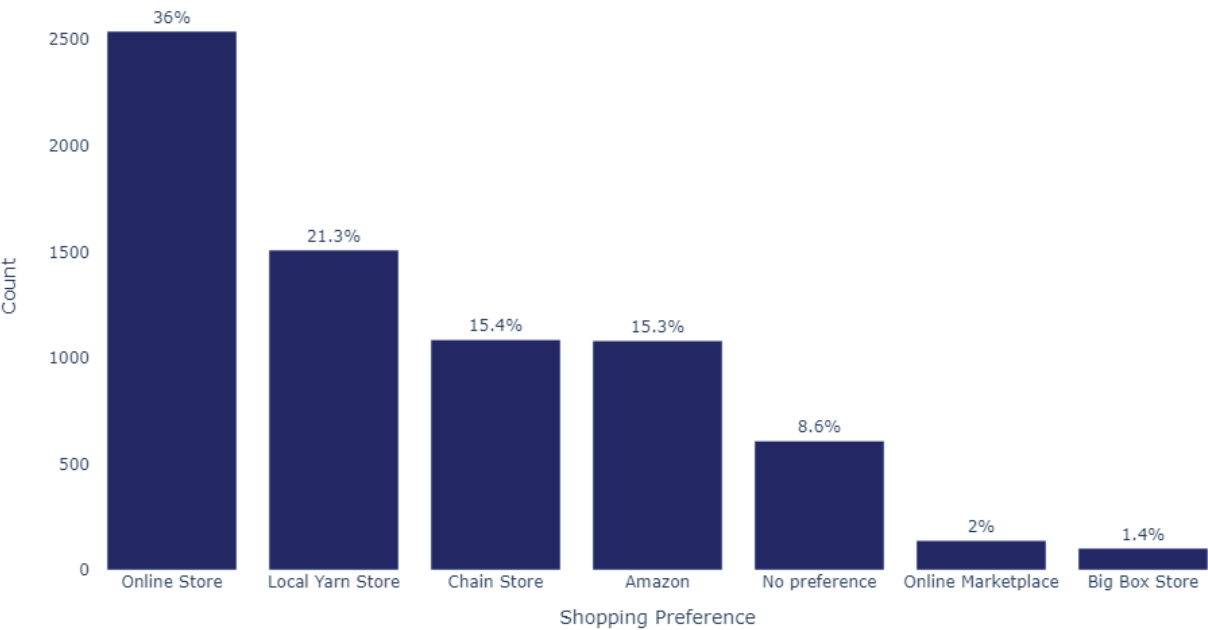


Online vs. In-Person Tools & Accessories Shopping

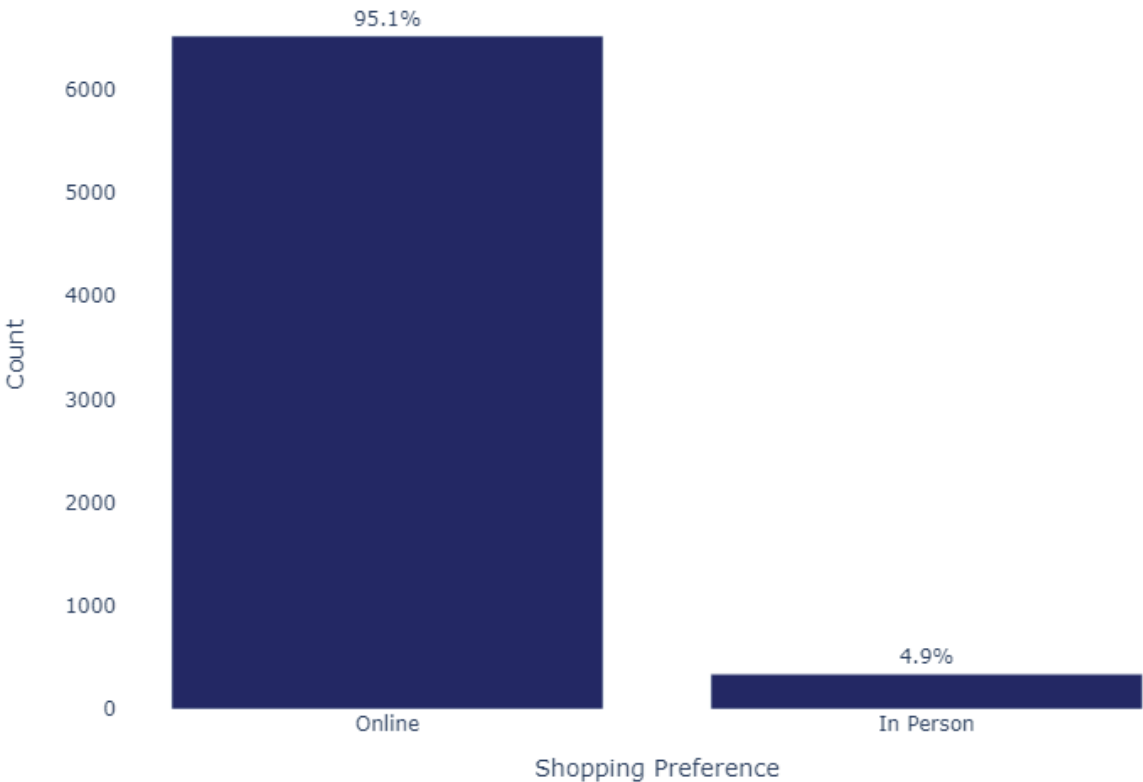


- Of the respondents **61.6%** preferred online shopping for tools & accessories, while **32.22%** preferred shopping in person for tools & accessories. (From 7090 responses.)
 - For ages Under 18: **53.8%** preferred shopping online, **46.2%** preferred shopping in person.
 - For ages 18-24: **69.2%** preferred shopping online, **30.8%** preferred shopping in person.
 - For ages 25-34: **73.1%** preferred shopping online, **25.8%** preferred shopping in person.
 - For ages 35-44: **77.8%** preferred shopping online, **21.1%** preferred shopping in person.
 - For ages 45-54: **71.2%** preferred shopping online, **26.7%** preferred shopping in person.
 - For ages 55-64: **64.1%** preferred shopping online, **34.2%** preferred shopping in person.
 - For ages 65-74: **61.2%** preferred shopping online, **37.1%** preferred shopping in person.
 - For ages 75 and older: **54.3%** preferred shopping online, **43.2%** preferred shopping in person.

Where Consumers "Most Often" Purchase Tools & Accessories

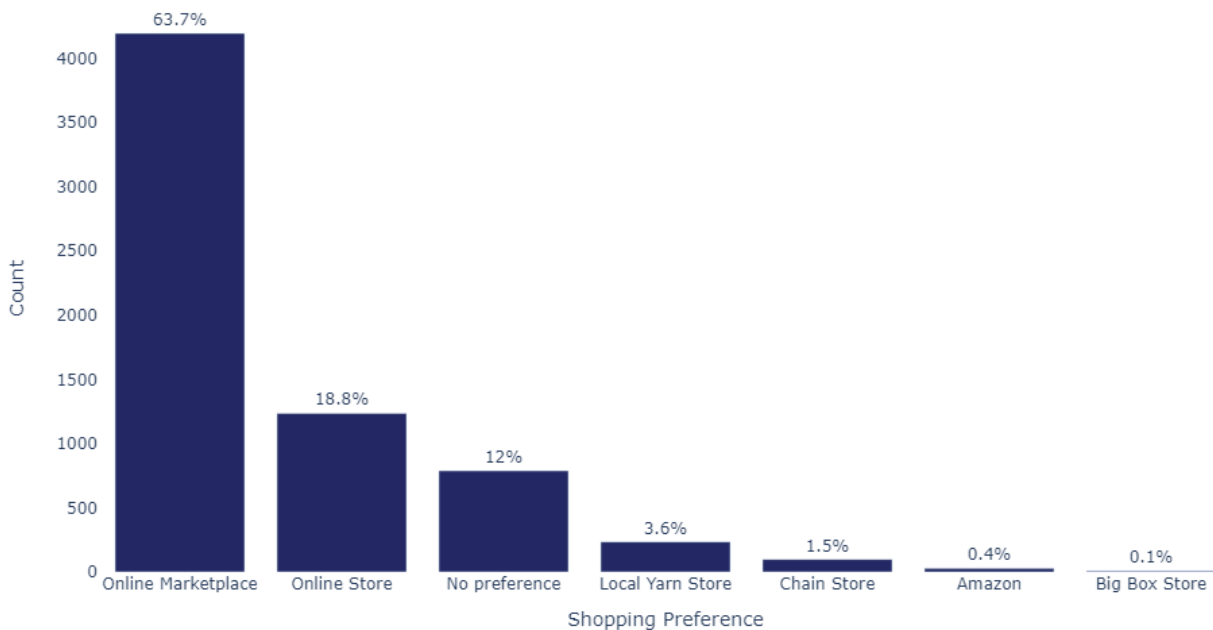


Online vs. In-Person Pattern Shopping

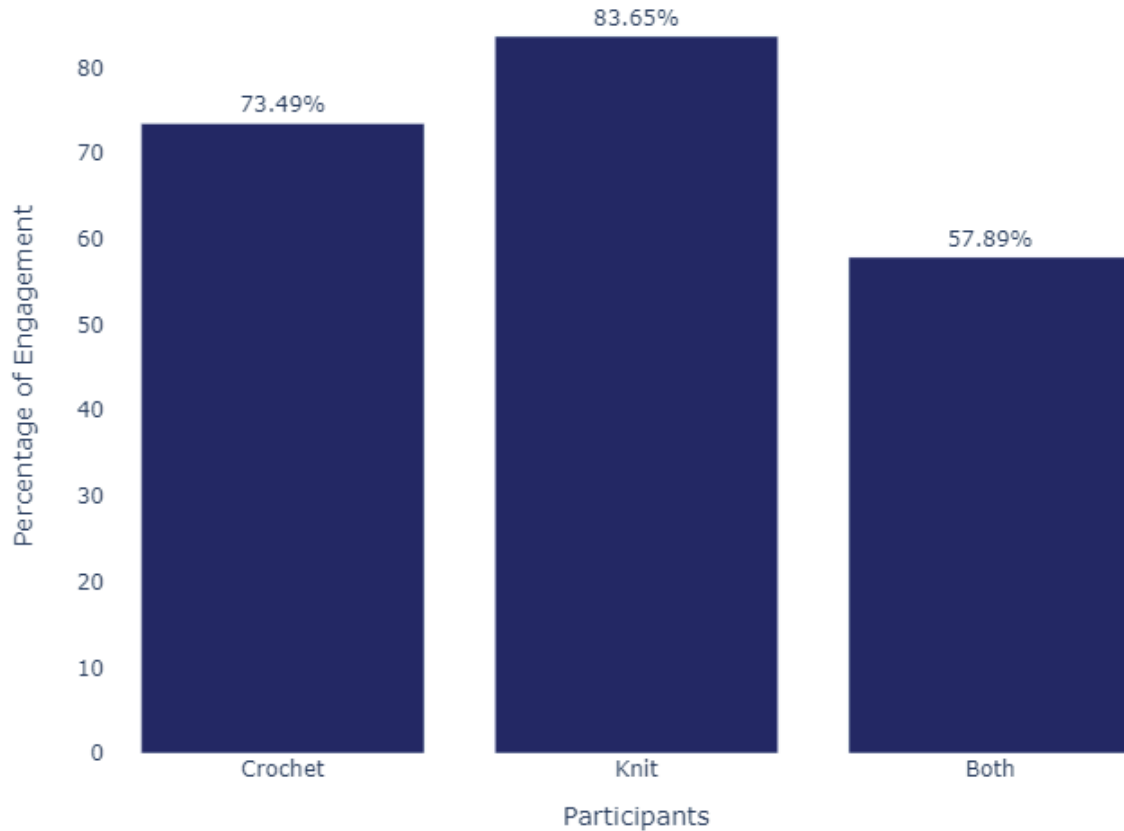


- Of the respondents **86.2%** preferred online shopping for patterns, while **4.47%** preferred shopping in person for patterns. (From 6856 responses.)
 - For ages Under 18: **69.2%** preferred shopping online, **7.7%** preferred shopping in person.
 - For ages 18-24: **95.4%** preferred shopping online, **0.0%** preferred shopping in person.
 - For ages 25-34: **95.0%** preferred shopping online, **1.1%** preferred shopping in person.
 - For ages 35-44: **95.8%** preferred shopping online, **2.1%** preferred shopping in person.
 - For ages 45-54: **94.9%** preferred shopping online, **1.7%** preferred shopping in person.
 - For ages 55-64: **92.4%** preferred shopping online, **2.9%** preferred shopping in person.
 - For ages 65-74: **88.5%** preferred shopping online, **5.9%** preferred shopping in person.
 - For ages 75 and older: **82.7%** preferred shopping online, **10.4%** preferred shopping in person.

Where Consumers "Most Often" Purchase Patterns

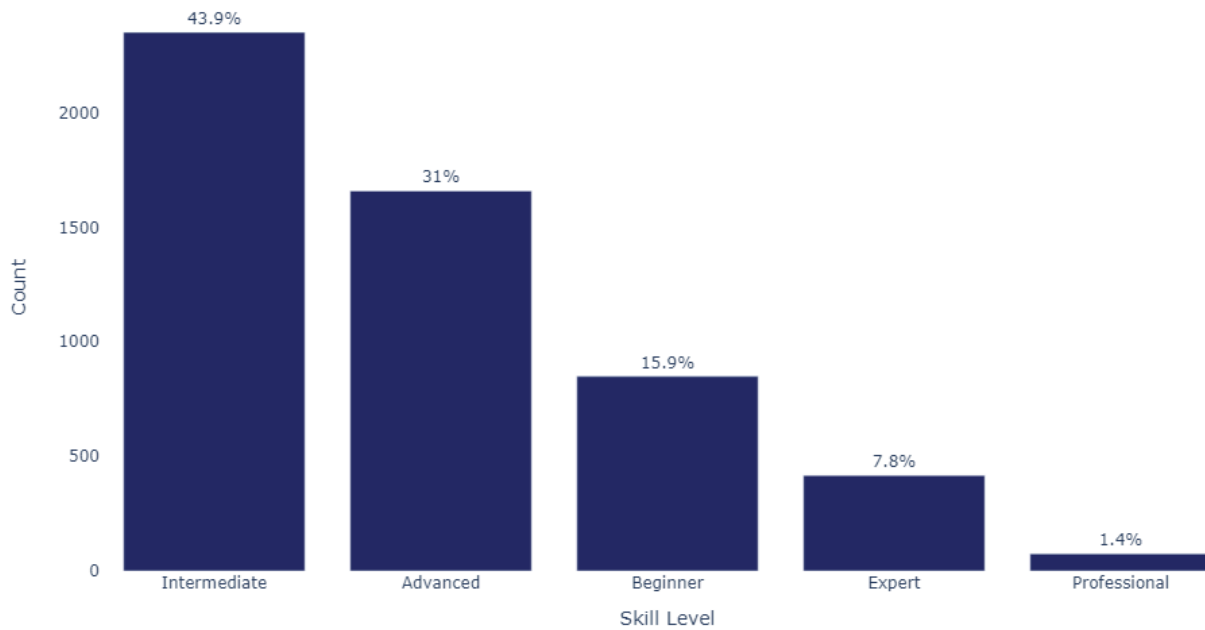


Respondents That Crochet or Knit



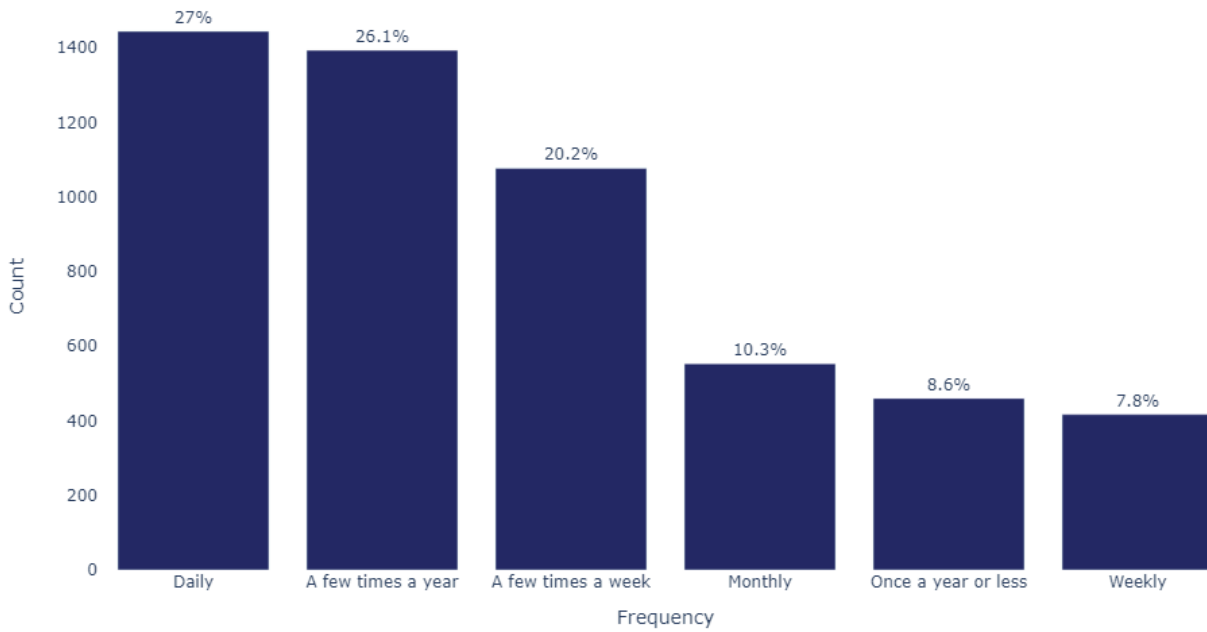
- Of the respondents, **73.5%** responded 'Yes' to crocheting, **83.65%** responded 'Yes' to knitting, while **57.89%** of respondents engage in both. (From 7558 responses.)
 - For ages Under 18, **100.0%** crochet, **61.5%** knit, and **61.5%** do both.
 - For ages 18-24, **90.8%** crochet, **67.7%** 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



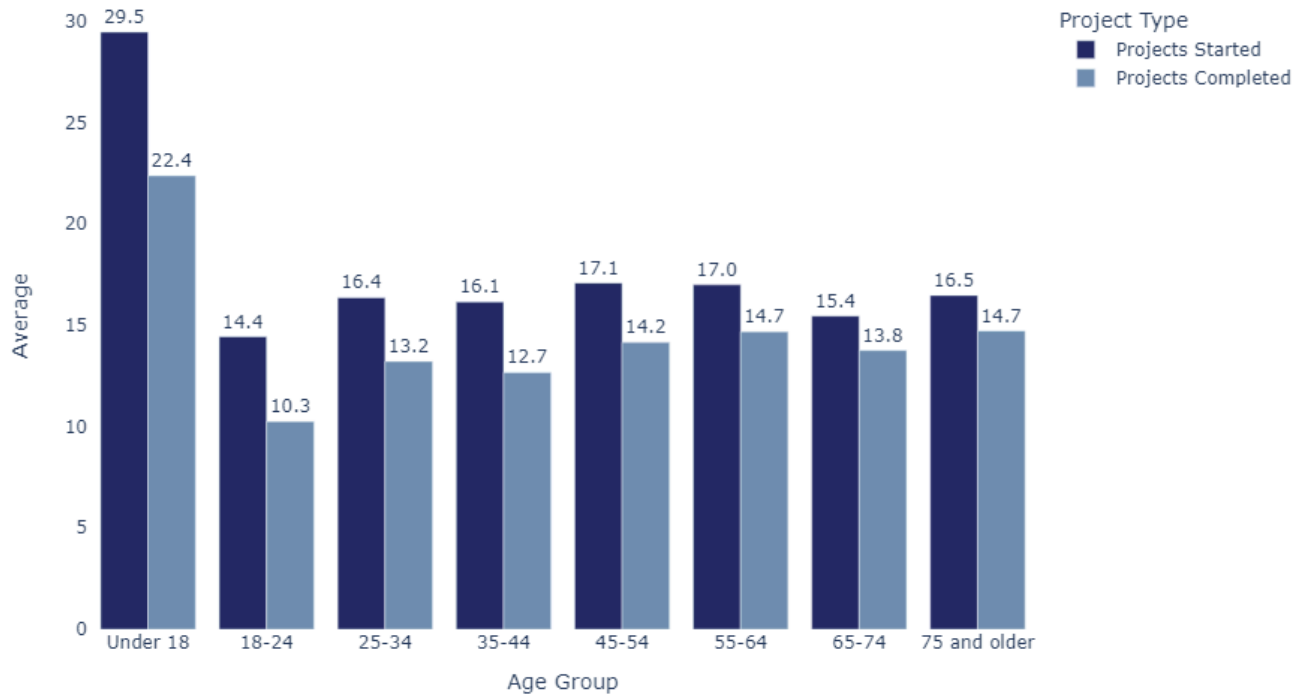
- Of the respondents who crochet, they rate their skill level as the following: (From 5554 responses.)
 - Intermediate: **43.93%**.
 - Advanced: **31.00%**.
 - Beginner: **15.87%**.
 - Expert: **7.80%**.
 - Professional: **1.40%**.

Crochet Frequency



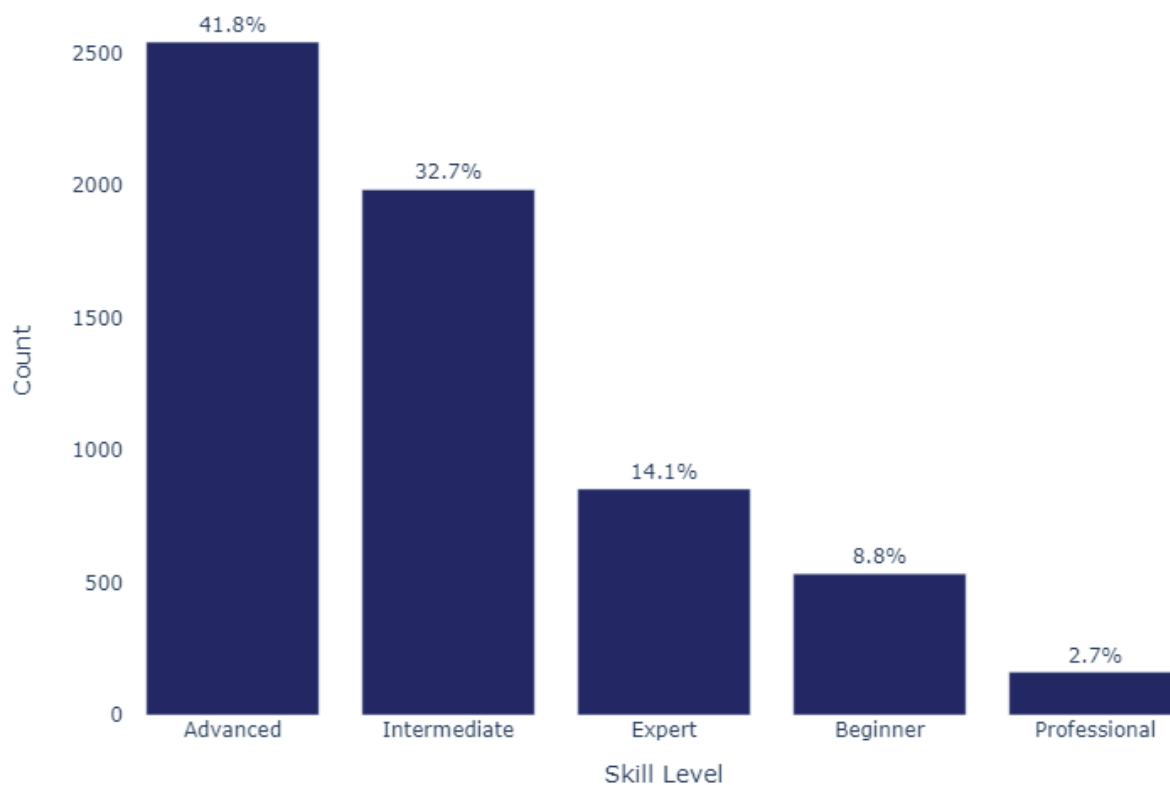
- Of the respondents who crochet, the frequency they do so is: (From 5554 responses.)
 - Daily: **27.02%**
 - A few times a year: **26.07%**
 - A few times a week: **20.15%**
 - Monthly: **10.35%**
 - Once a year or less: **8.61%**
 - Weekly: **7.80%**

Crocheter's Started/Completed Projects



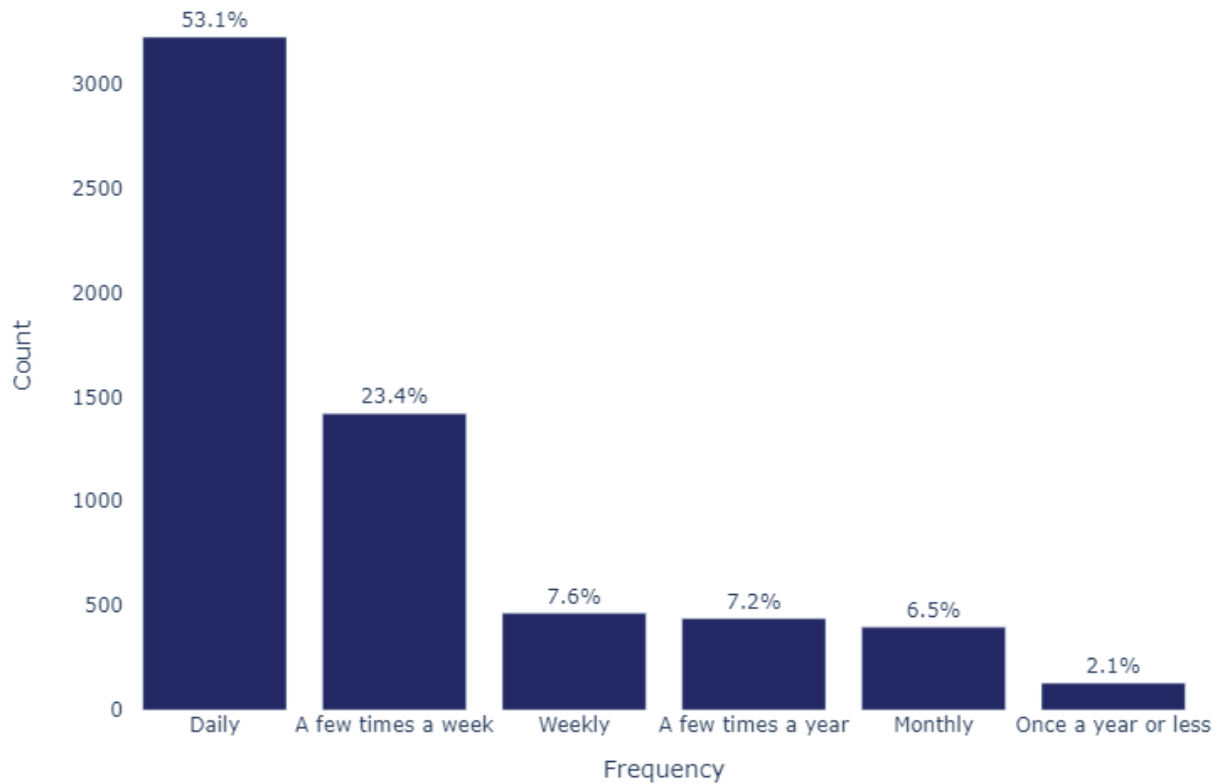
- Of the respondents, on average they start **16.4** crochet projects a year, and on average they complete **14.0** crochet projects a year. (From 5554 responses.)
 - For ages Under 18: They start **29.5** projects, and complete **22.4** projects a year.
 - For ages 18-24: They start **14.4** projects, and complete **10.3** 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



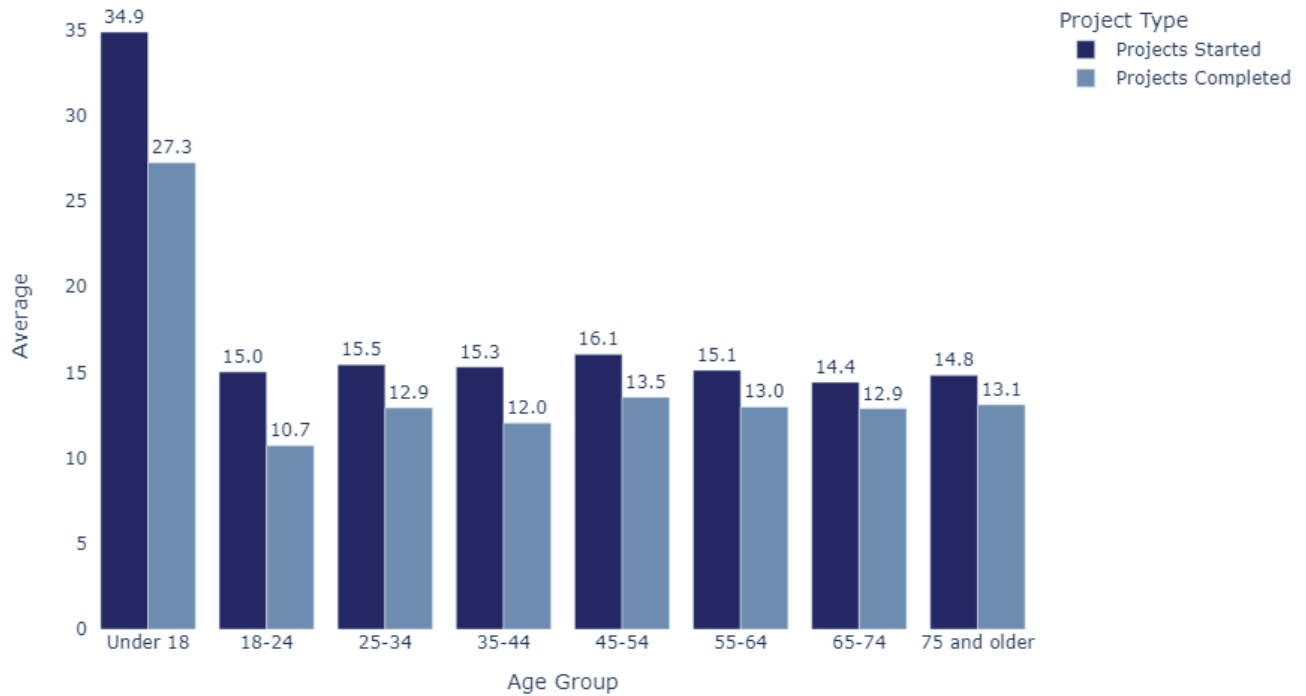
- Of the respondents who knit, they rate their skill level as the following: (From 6322 responses.)
 - Advanced: **41.83%**.
 - Intermediate: **32.66%**.
 - Expert: **14.05%**.
 - Beginner: **8.79%**.
 - Professional: **2.67%**.

Knitting Frequency



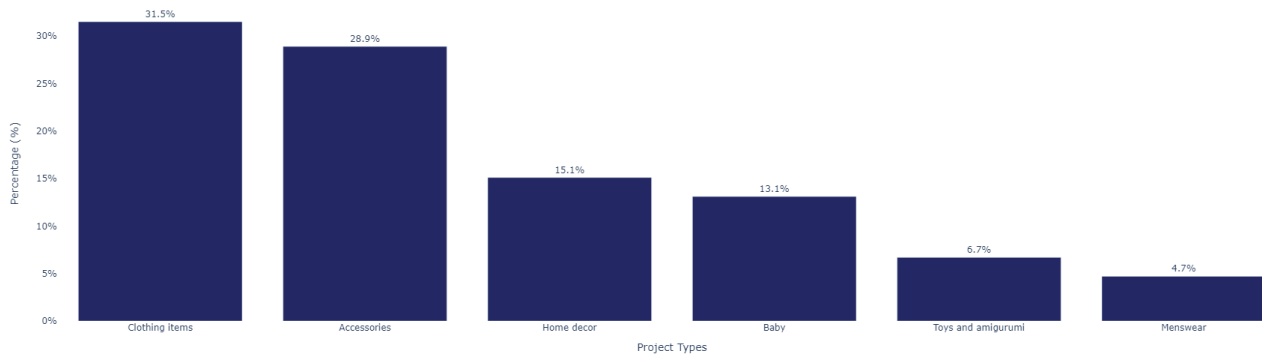
- Of the respondents who knit, the frequency they do so is: (From 6322 responses.)
 - Daily: **53.08%**.
 - A few times a week: **23.39%**.
 - Weekly: **7.64%**.
 - A few times a year: **7.23%**.
 - Monthly: **6.54%**.
 - Once a year or less: **2.12%**.

Knitter's Started/Completed Projects



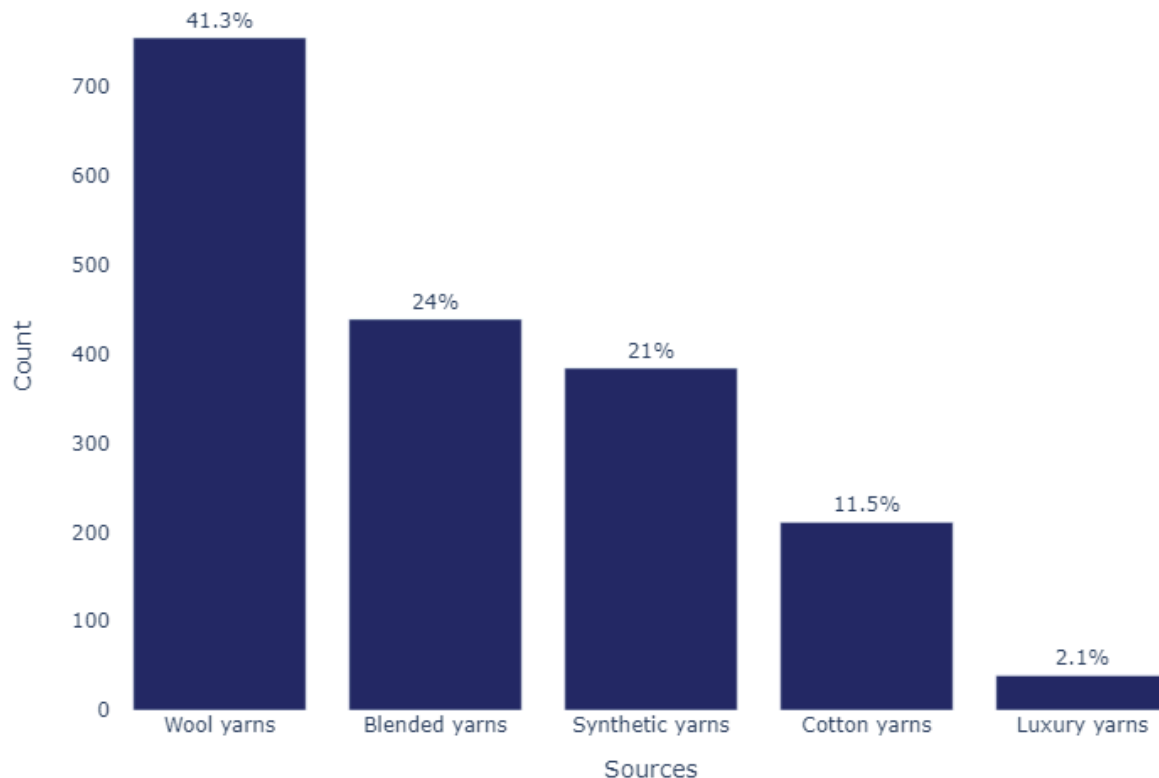
- Of the respondents, on average they start **15.0** knitting projects a year, and on average they complete **12.9** knitting projects a year. (From 6322 responses.)
 - For ages Under 18: They start **34.9** projects, and complete **27.2** projects a year.
 - For ages 18-24: They start **15.0** projects, 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

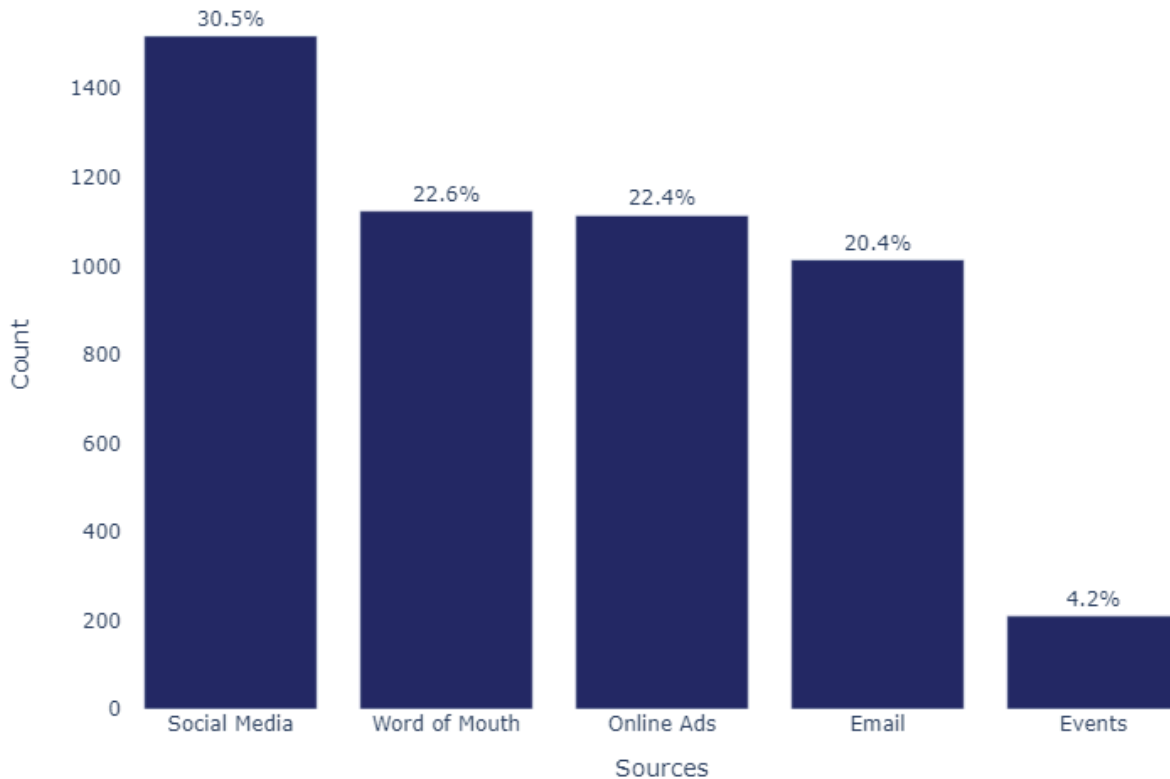


- Of the respondents, their preferred yarn fiber is: (From 1828 responses.)
 - For ages Under 18: Preferred **Wool yarns (50.0%)** and **Cotton yarns (50.0%)**.
 - For ages 18-24: Preferred **Synthetic yarns (50.0%)**, then **Wool yarns (22.2%)**, followed by **Cotton yarns (22.2%)**.
 - For ages 25-34: 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

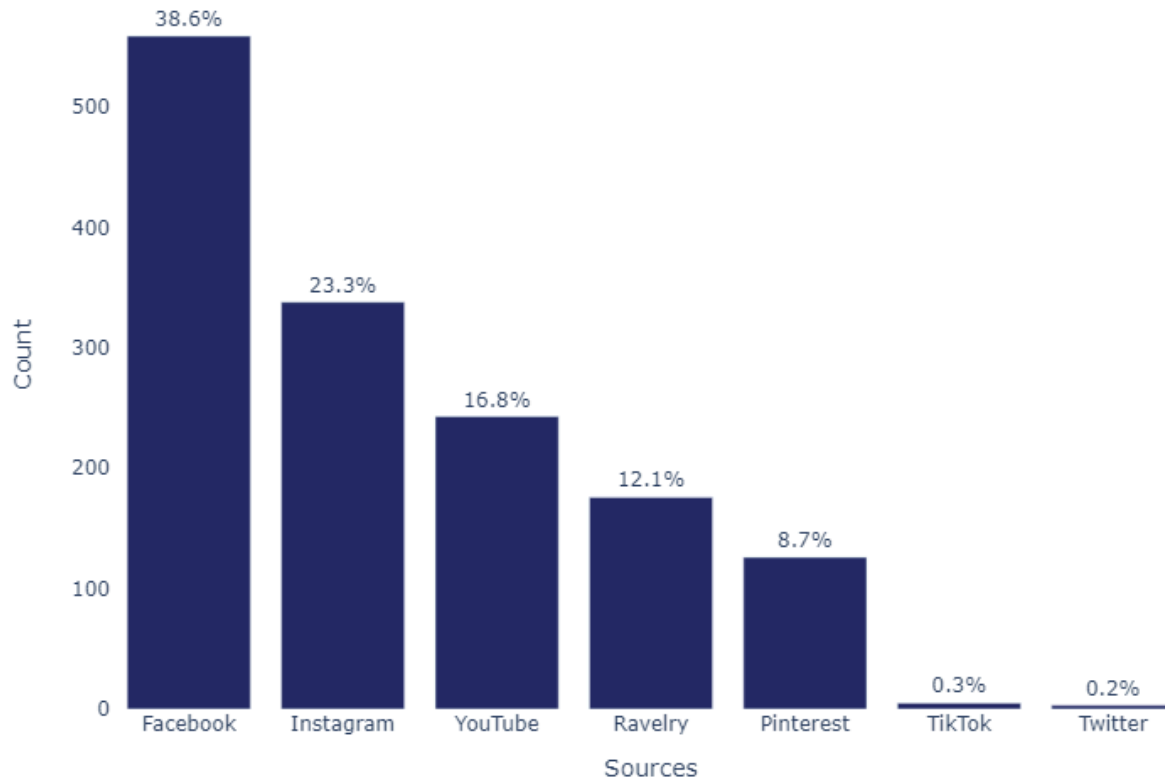
Synthetic yarns	Wool yarns	Blended yarns	Cotton yarns	Luxury yarns
easy: 30	quality: 60	color: 29	quality: 17	quality: 4
washable: 26	prefer: 56	good: 27	color: 15	buy: 4
care: 24	natural: 54	pattern: 23	natural: 13	soft: 4
color: 23	color: 46	easy: 22	good: 12	feel: 3
work: 14	price: 38	quality: 21	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



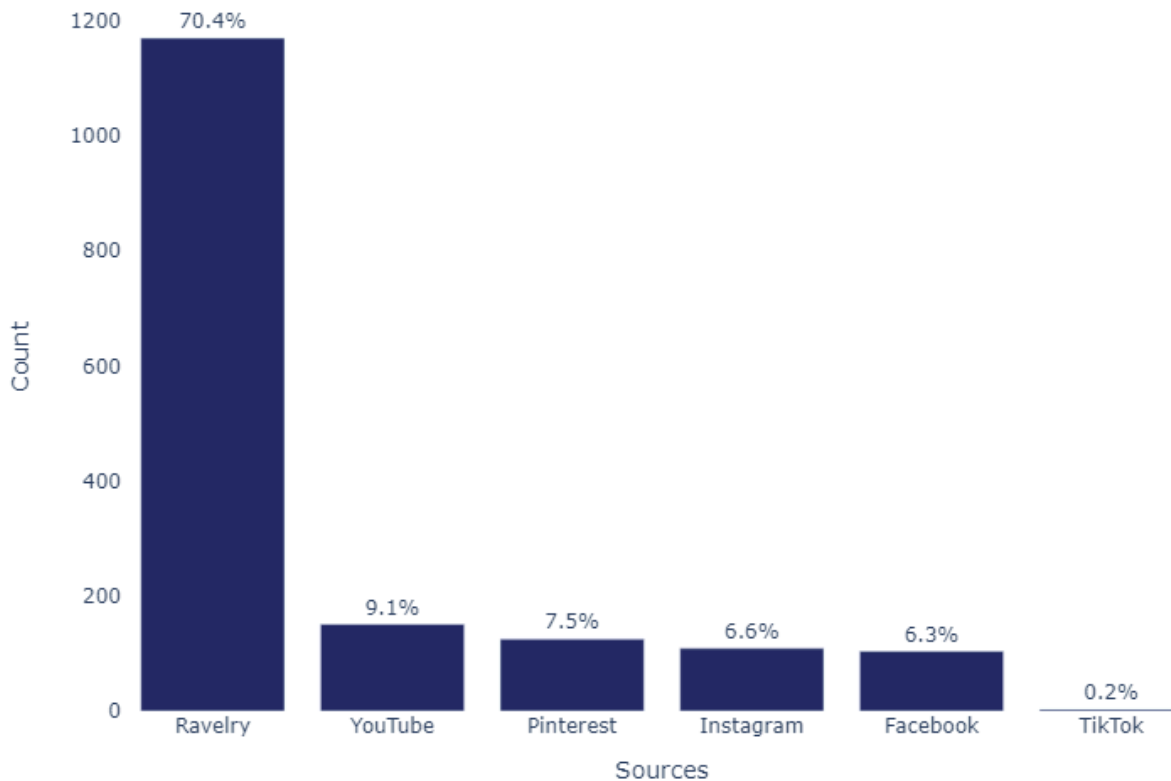
- Of the respondents, the most popular brand discovery sources are: (From 7140 responses.)
 - For ages Under 18: Preferred **Social Media (50.0%)**, then **Word of Mouth (30.0%)**, followed by **Email (20.0%)**.
 - For ages 18-24: Preferred **Social Media (31.6%)**, then **Online Ads (24.6%)**, followed 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



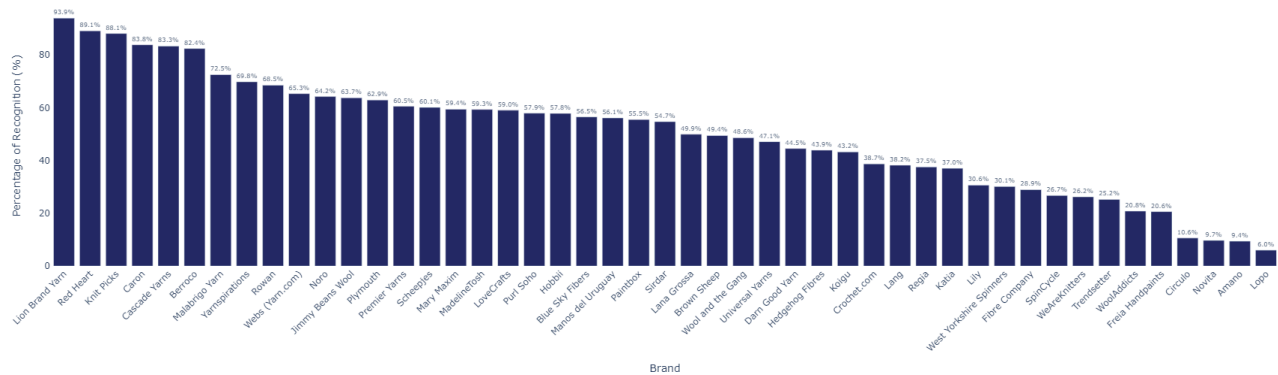
- Of the respondents that discovered a brand through social media, the most popular is: (From 1450 responses.)
 - For ages Under 18: Discovered through **YouTube (60.0%)**, then **Instagram (20.0%)**, followed by **TikTok (20.0%)**.
 - For ages 18-24: Discovered through **YouTube (50.0%)**, then **Instagram (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



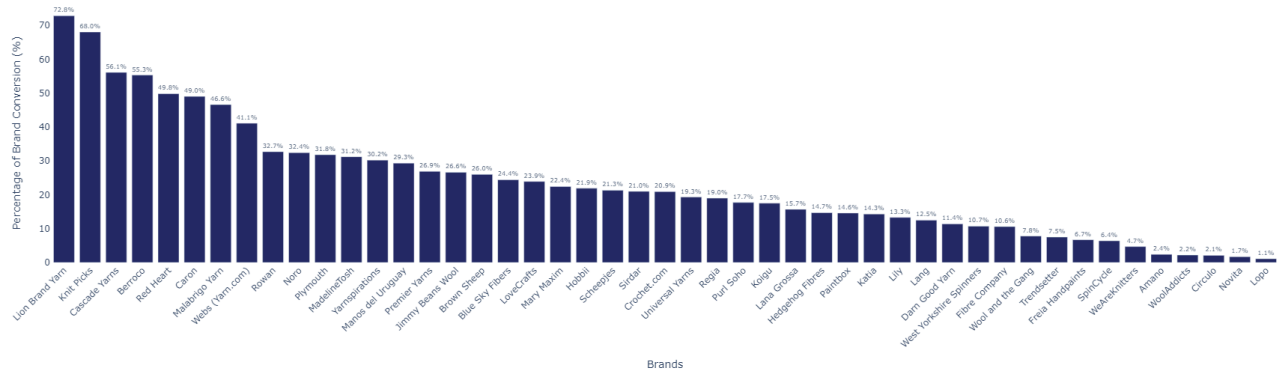
- Of the respondents, the most popular social media platform for inspiration is: (From 1662 responses.)
 - For ages Under 18: Preferred **Ravelry (100.0%)**.
 - For ages 18-24: Preferred **Instagram (40.0%)**, then **Ravelry (26.7%)**, followed by **Pinterest (20.0%)**.
 - For ages 25-34: Preferred **Ravelry (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

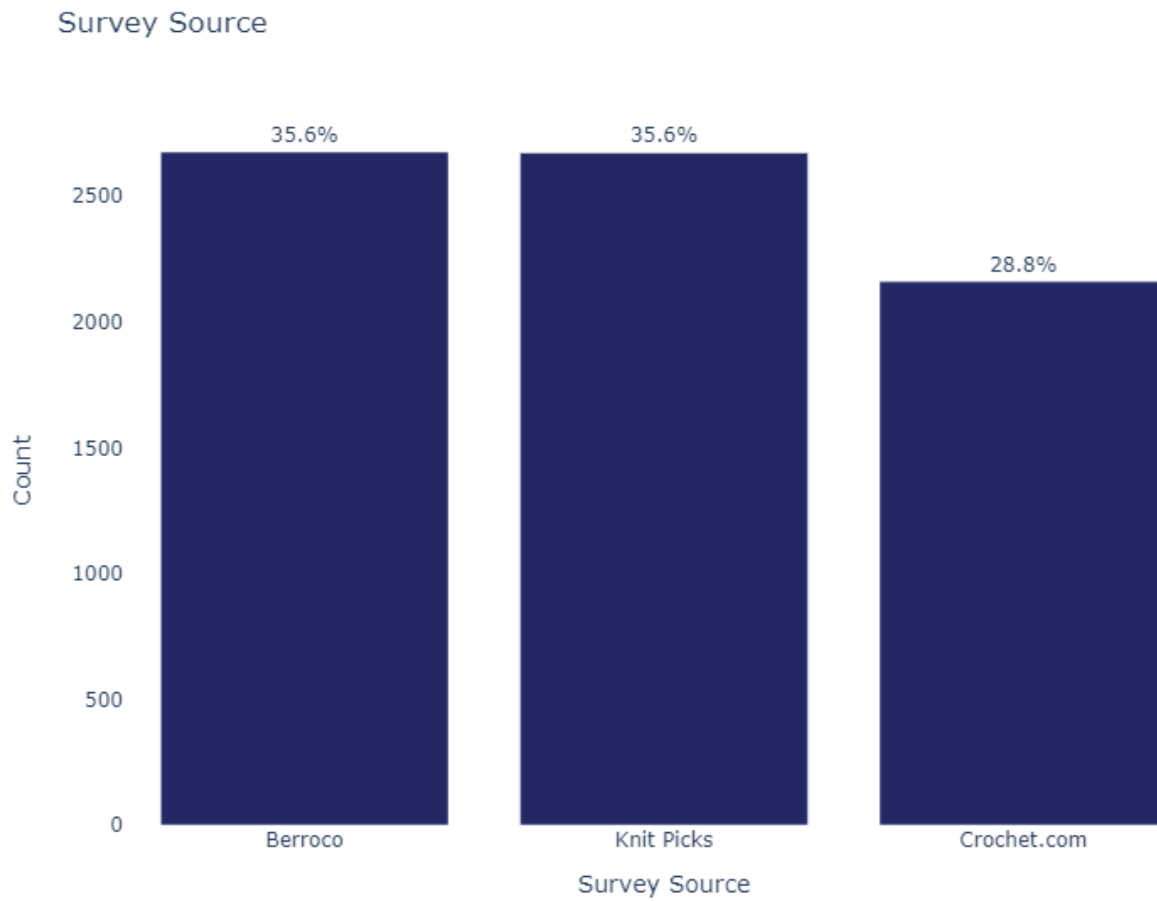


Brand

Brand Conversion



Brands

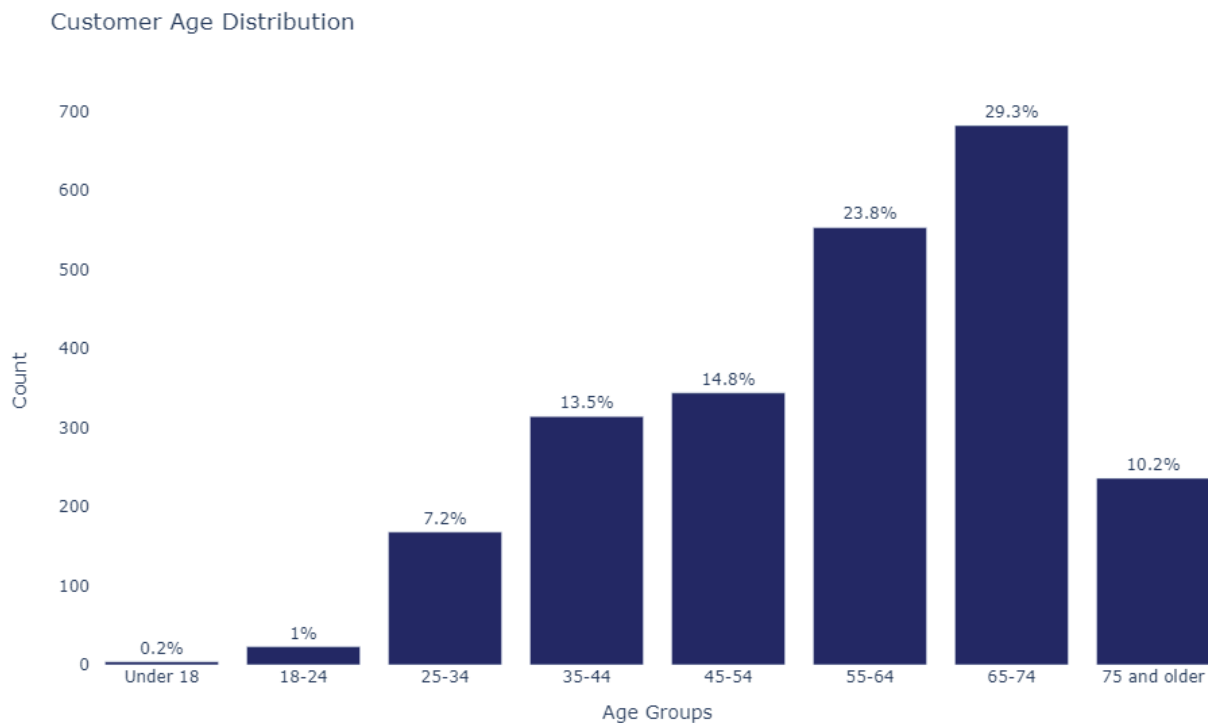


- Of the respondents, the survey sources are as follows: (From 7510 responses)
 - Berroco: (36%)
 - Knit Picks: (36%)
 - Crochet.com: (29%)

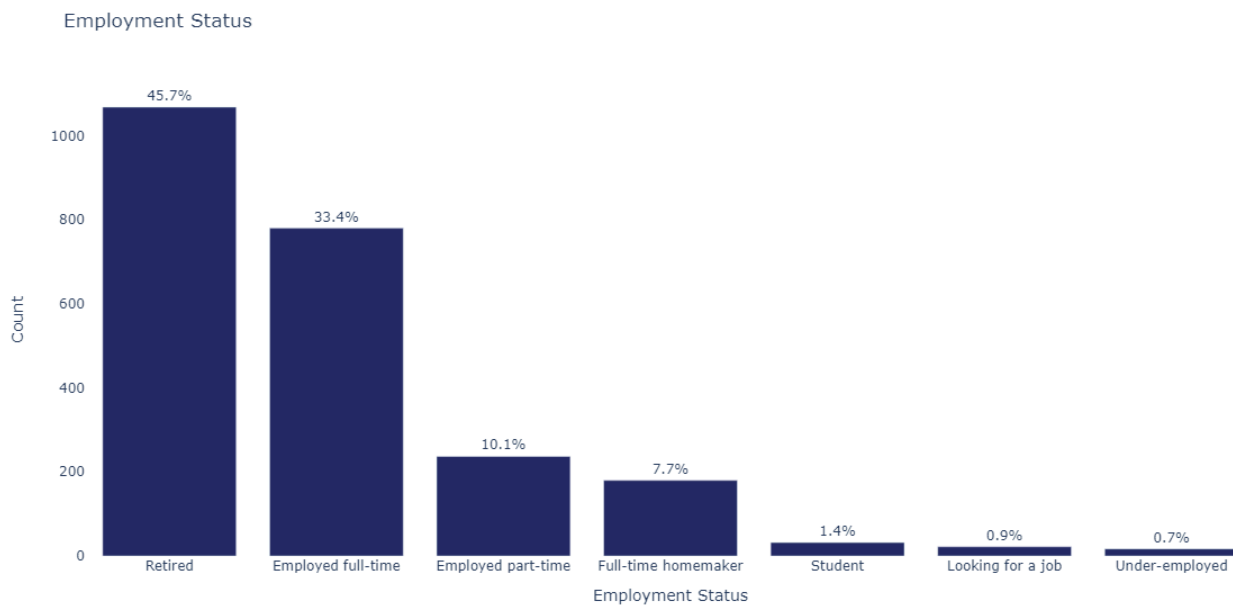
Knit Picks

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

Demographic Summary

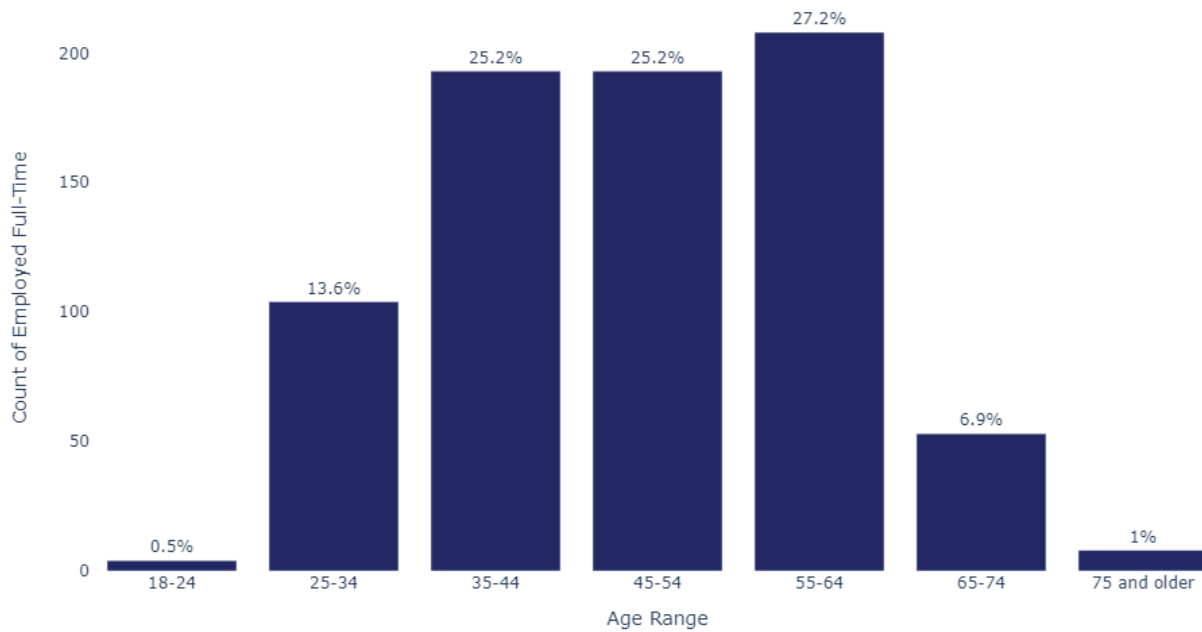


- Out of **2324** respondents, the average respondent age is: **57** and the median age is: **59**. (From 2324 responses)
- Of these respondents, they identify as: (From 2324 responses)
 - Woman: **97.2%**
 - Non-Conforming / Non-Binary: **1.3%**
 - Man: **1.3%**
 - Transgender: **0.2%**
- The average 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**.



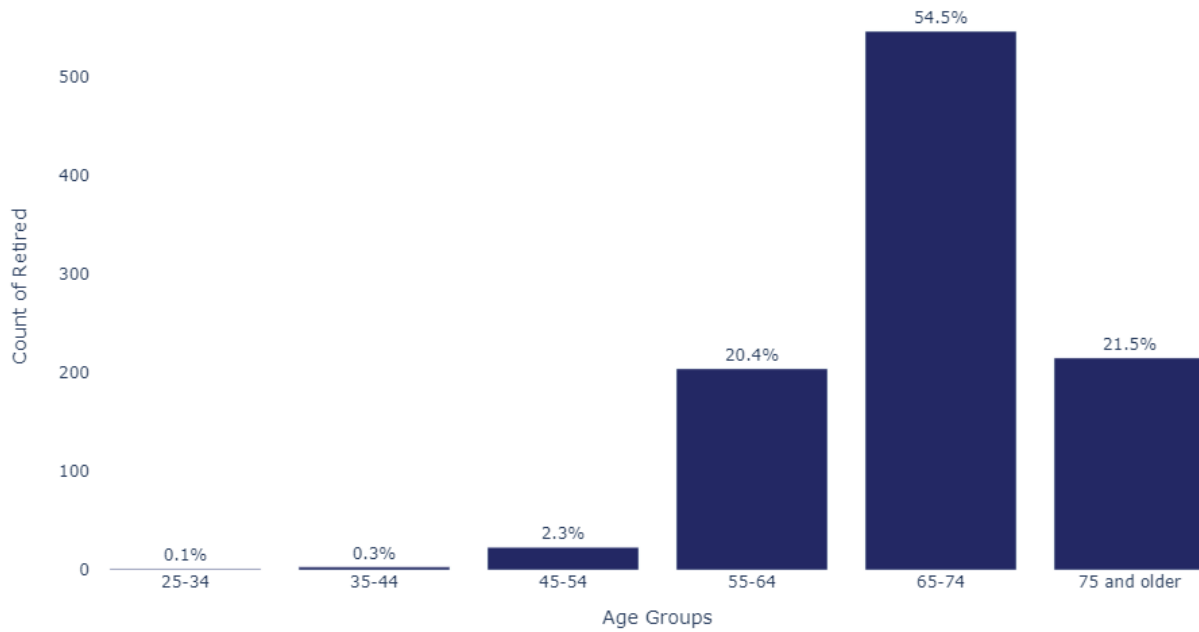
- Of the respondents, their employment statuses are as follows: (From 2336 responses)
 - Retired: **46%**
 - Employed full-time: **33%**
 - Employed part-time: **10%**
 - Full-time homemaker: **8%**
 - Student: **1%**
 - Looking for a job: **1%**
 - Under-employed: **1%**

"Employed Full-Time" by Age Range



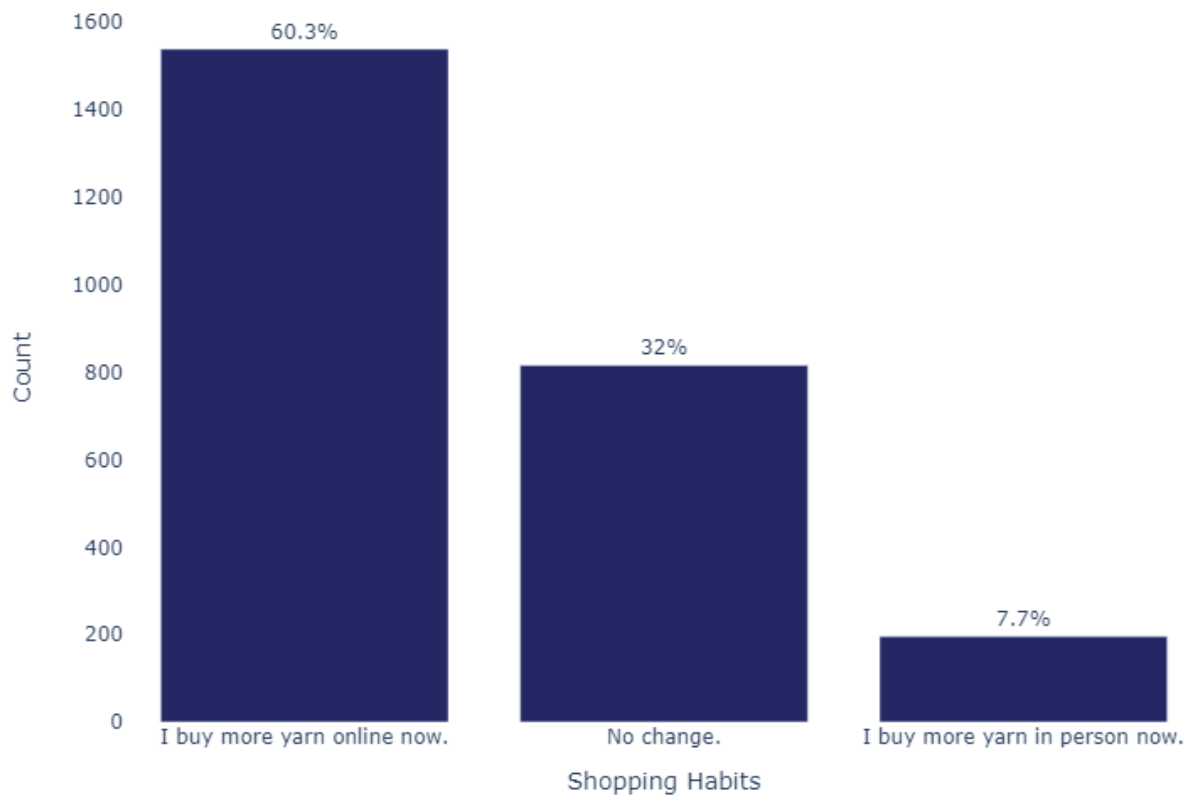
- Of those who responded 'Employed Full-Time': (From 780 responses.)
 - For ages 55-64: **27.2%**
 - For ages 35-44: **25.2%**
 - For ages 45-54: **25.2%**
 - For ages 25-34: **13.6%**
 - For ages 65-74: **6.9%**
 - For ages 75 and older: **1.0%**
 - For ages 18-24: **0.5%**

"Retired" by Age Range



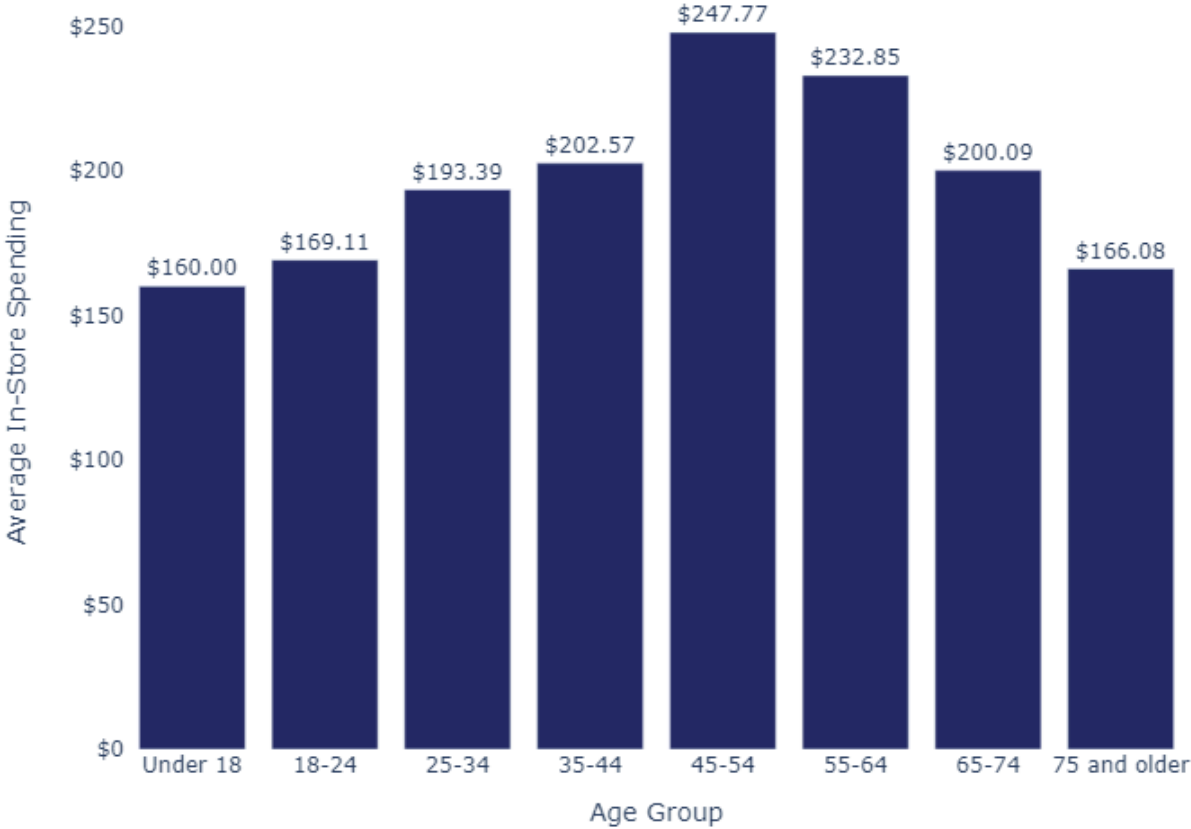
- Of those who responded 'Retired': (From 1068 responses.)
 - For ages 65-74: **54.5%**
 - For ages 75 and older: **21.5%**
 - For ages 55-64: **20.4%**
 - For ages 45-54: **2.3%**
 - For ages 35-44: **0.3%**
 - For ages 25-34: **0.1%**

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



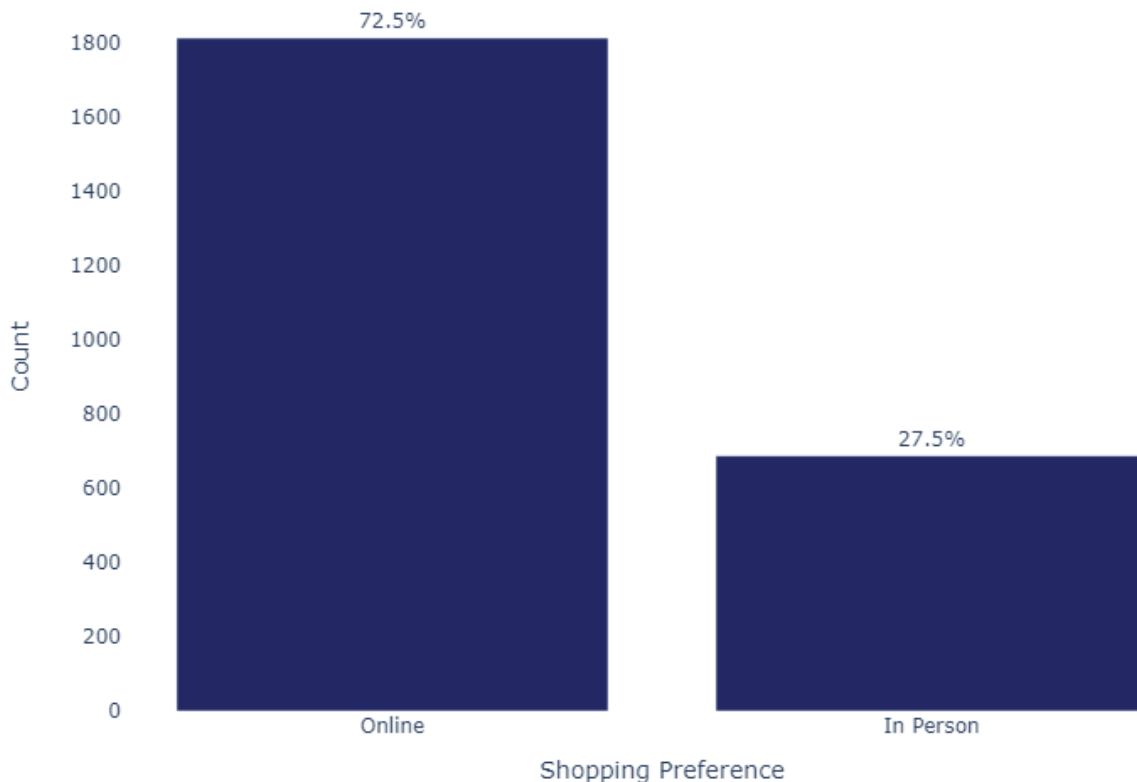
- Respondents reported making **4.1** purchases in-store per year on average, spending an average **\$50.73** per visit. On average spending **\$209.17** a year. (From 2381 responses.)
 - For ages 'Under 18': **8.0** purchases in-store per year, spending **\$20.00** per visit. On average spending **\$160.00** 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



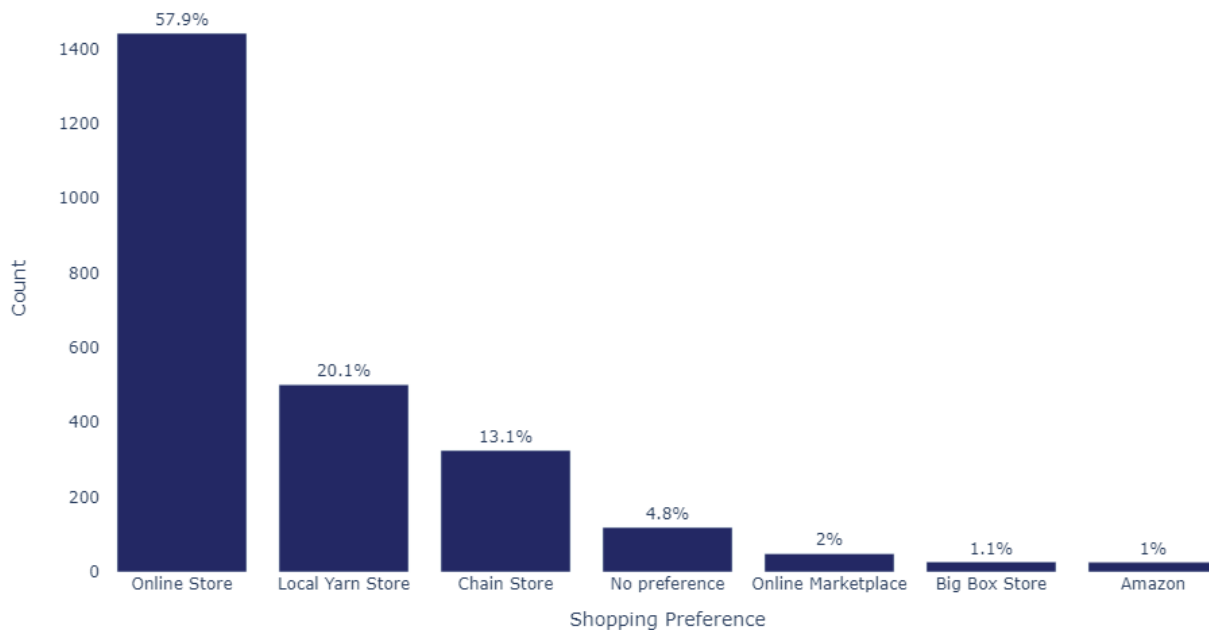
- Respondents reported making **5.1** purchases online per year on average, spending an average **\$72.67** per visit. On average spending **\$373.65** a year. (From 2430 responses.)
 - For ages 'Under 18': **8.8** purchases in-store per year, spending **\$50.75** per visit. On average spending **\$444.06** 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

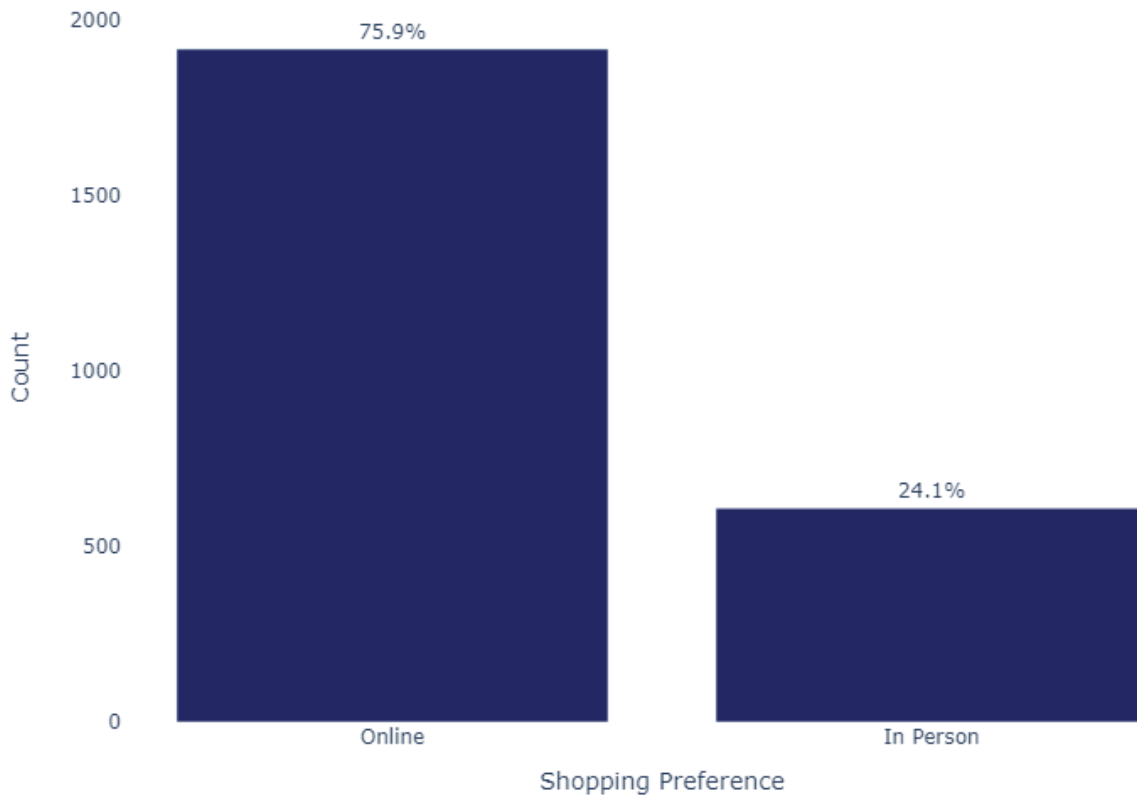


- Of the respondents **67.9%** preferred online shopping for yarn, while **25.74%** preferred shopping in person for yarn. (From 2502 responses.)
 - For ages Under 18: **50.0%** preferred shopping online, **50.0%** preferred shopping in person.
 - For ages 18-24: **82.6%** preferred shopping online, **17.4%** preferred shopping in person.
 - For ages 25-34: **76.2%** preferred shopping online, **23.2%** preferred shopping in person.
 - For ages 35-44: **74.8%** preferred shopping online, **23.9%** preferred shopping in person.
 - For ages 45-54: **69.5%** preferred shopping online, **25.9%** preferred shopping in person.
 - For ages 55-64: **70.3%** preferred shopping online, **27.5%** preferred shopping in person.
 - For ages 65-74: **72.6%** preferred shopping online, **25.8%** preferred shopping in person.
 - For ages 75 and older: **64.8%** preferred shopping online, **33.5%** preferred shopping in person.

Where Consumers "Most Often" Purchase Yarn

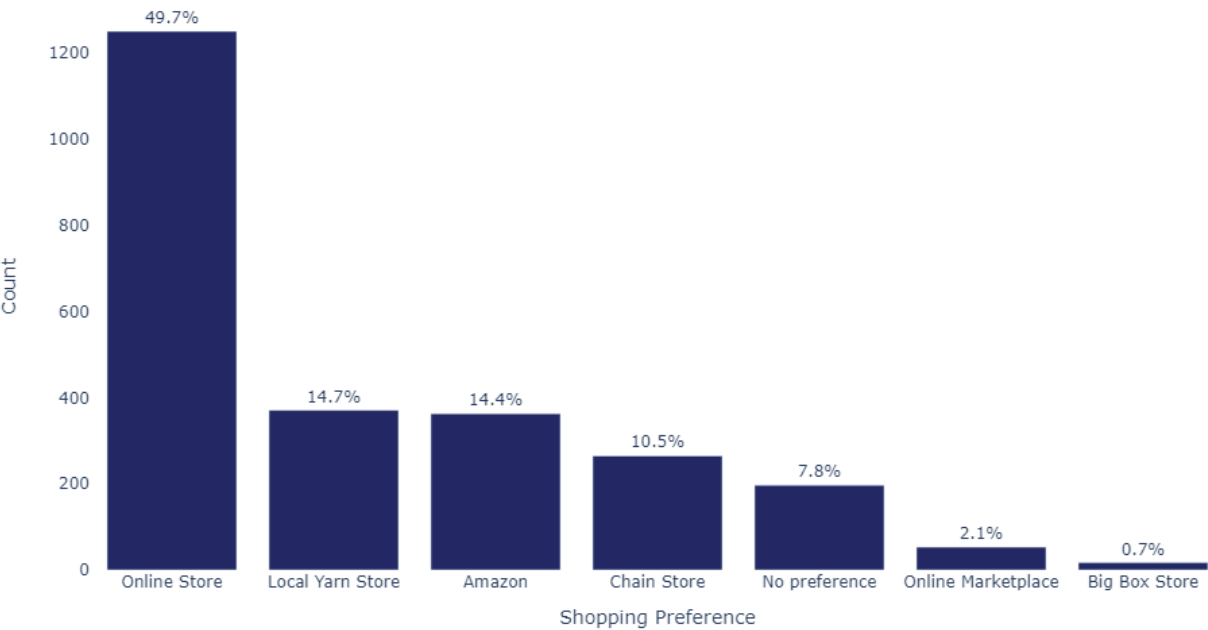


Online vs. In-Person Tools & Accessories Shopping

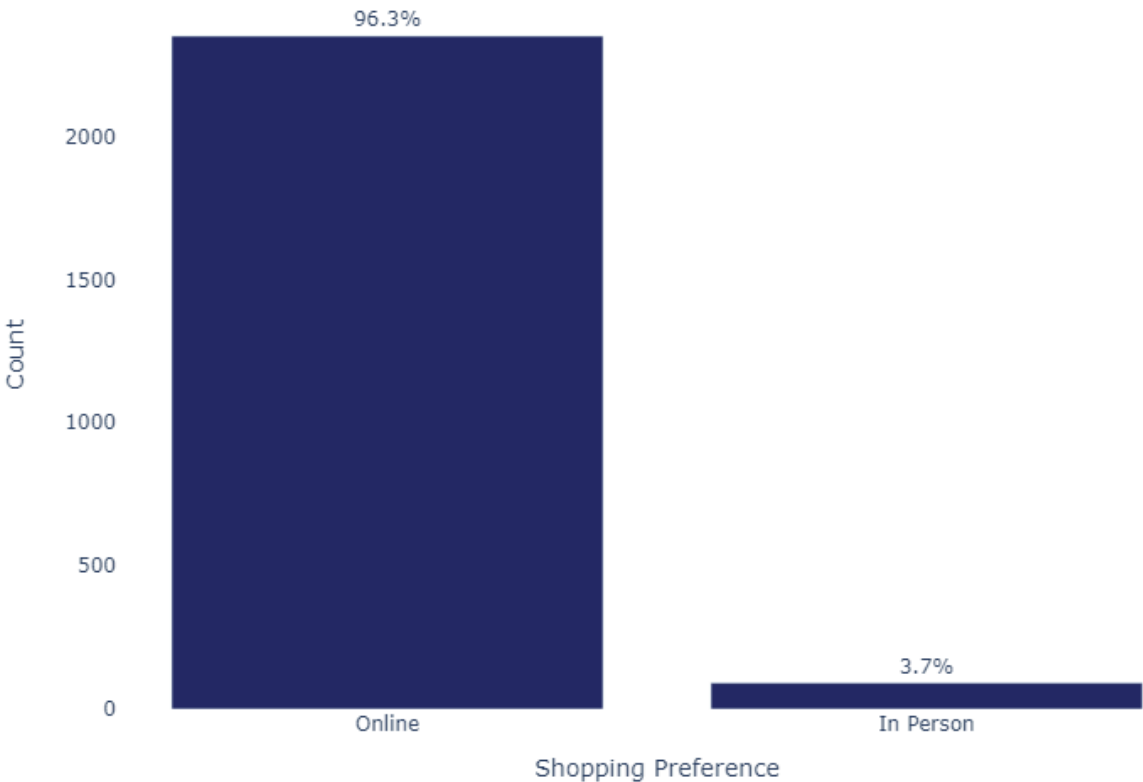


- Of the respondents **71.7%** preferred online shopping for tools & accessories, while **22.78%** preferred shopping in person for tools & accessories. (From 2525 responses.)
 - For ages Under 18: **75.0%** preferred shopping online, **25.0%** preferred shopping in person.
 - For ages 18-24: **78.3%** preferred shopping online, **21.7%** preferred shopping in person.
 - For ages 25-34: **76.2%** preferred shopping online, **23.2%** preferred shopping in person.
 - For ages 35-44: **81.2%** preferred shopping online, **17.5%** preferred shopping in person.
 - For ages 45-54: **75.9%** preferred shopping online, **21.5%** preferred shopping in person.
 - For ages 55-64: **75.9%** preferred shopping online, **23.0%** preferred shopping in person.
 - For ages 65-74: **75.4%** preferred shopping online, **23.9%** preferred shopping in person.
 - For ages 75 and older: **62.7%** preferred shopping online, **34.3%** preferred shopping in person.

Where Consumers "Most Often" Purchase Tools & Accessories

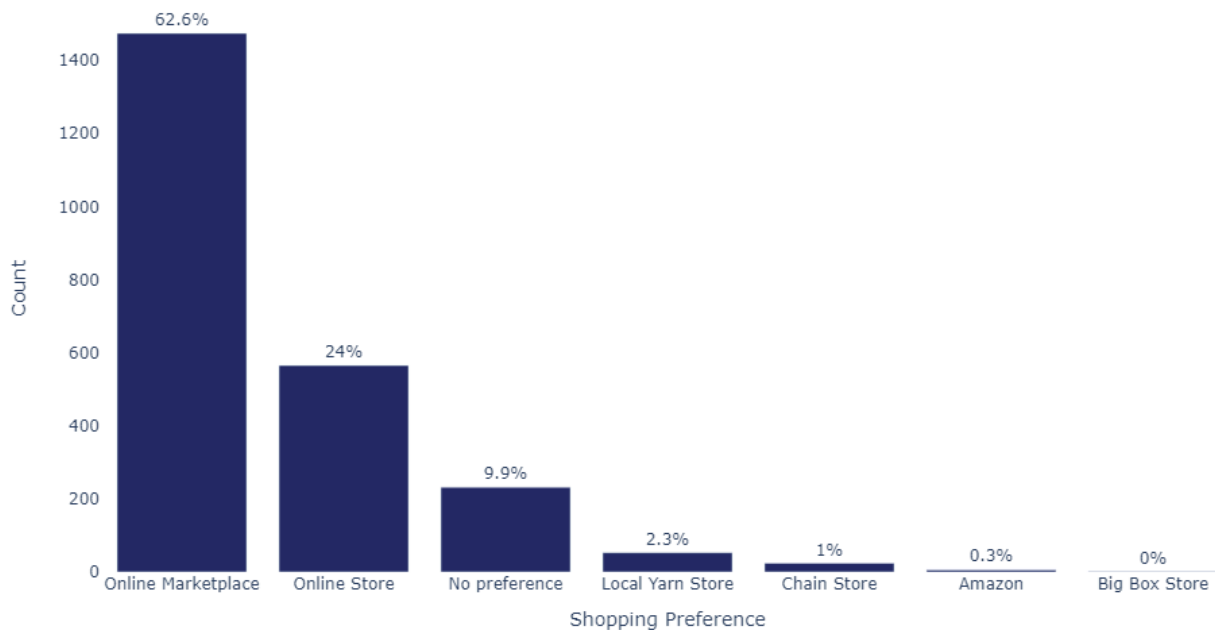


Online vs. In-Person Pattern Shopping

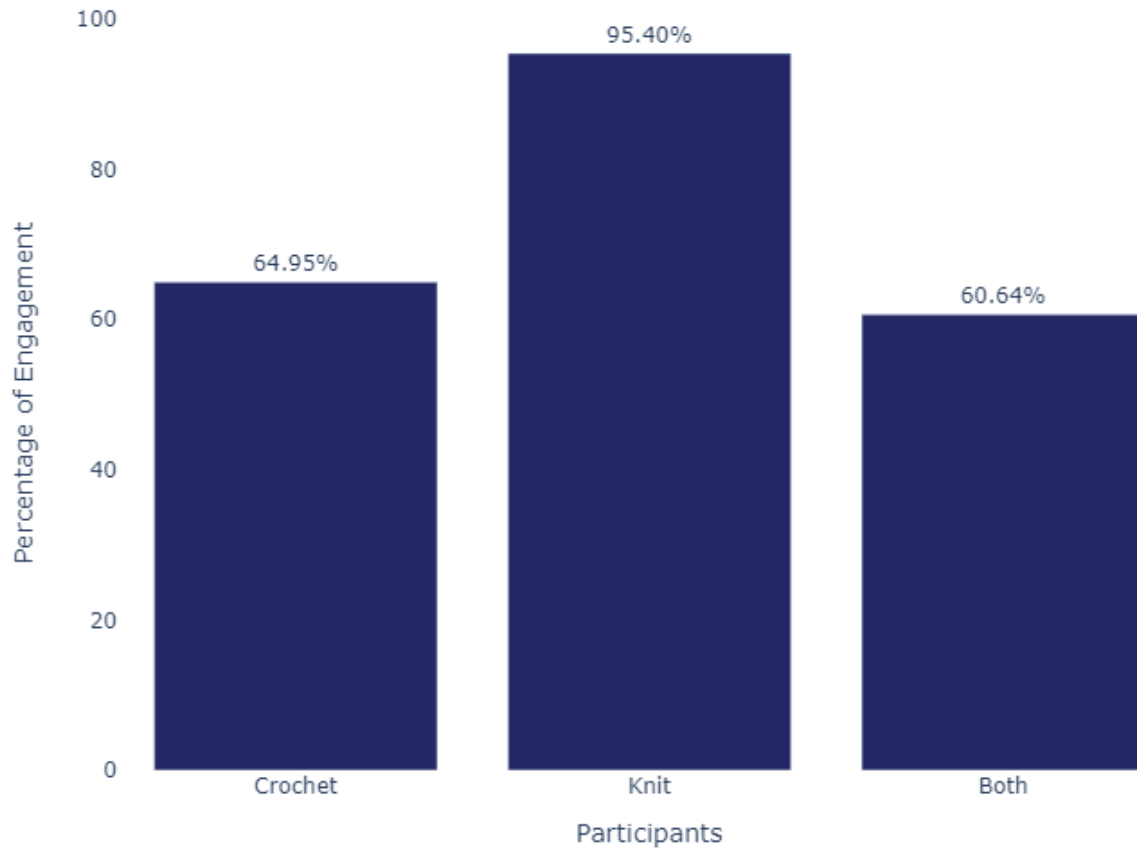


- Of the respondents **88.0%** preferred online shopping for patterns, while **3.40%** preferred shopping in person for patterns. (From 2442 responses.)
 - For ages Under 18: **75.0%** preferred shopping online, **0.0%** preferred shopping in person.
 - For ages 18-24: **100.0%** preferred shopping online, **0.0%** preferred shopping in person.
 - For ages 25-34: **94.6%** preferred shopping online, **1.2%** preferred shopping in person.
 - For ages 35-44: **95.9%** preferred shopping online, **2.5%** preferred shopping in person.
 - For ages 45-54: **97.1%** preferred shopping online, **0.6%** preferred shopping in person.
 - For ages 55-64: **94.2%** preferred shopping online, **2.5%** preferred shopping in person.
 - For ages 65-74: **90.6%** preferred shopping online, **3.7%** preferred shopping in person.
 - For ages 75 and older: **81.8%** preferred shopping online, **10.2%** preferred shopping in person.

Where Consumers "Most Often" Purchase Patterns

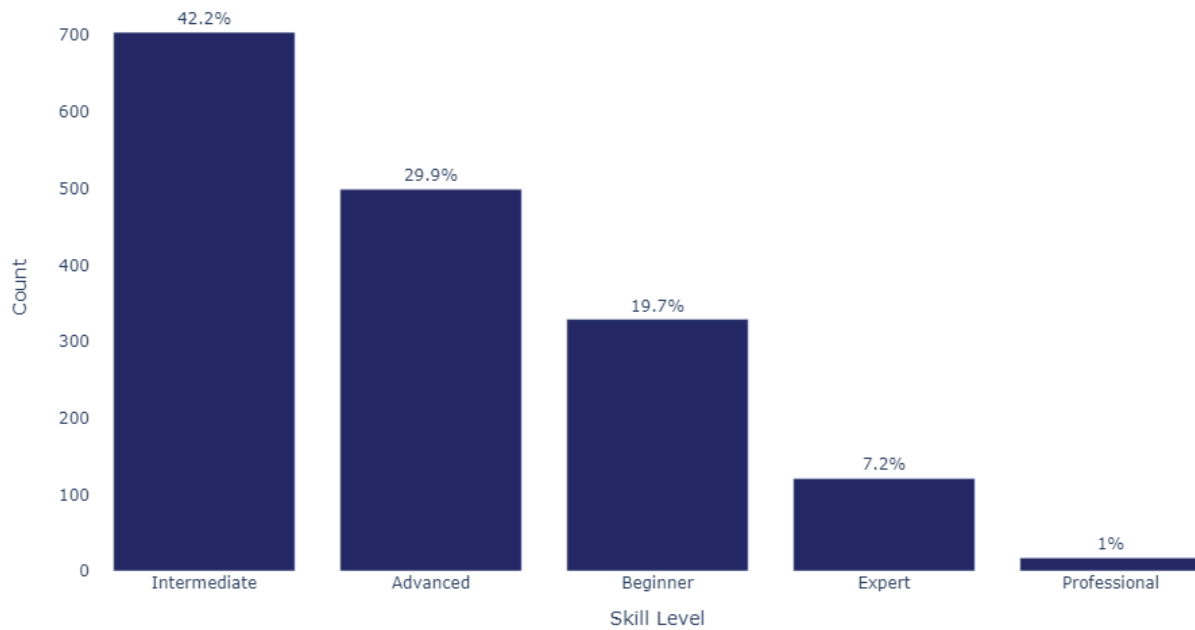


Respondents That Crochet or Knit



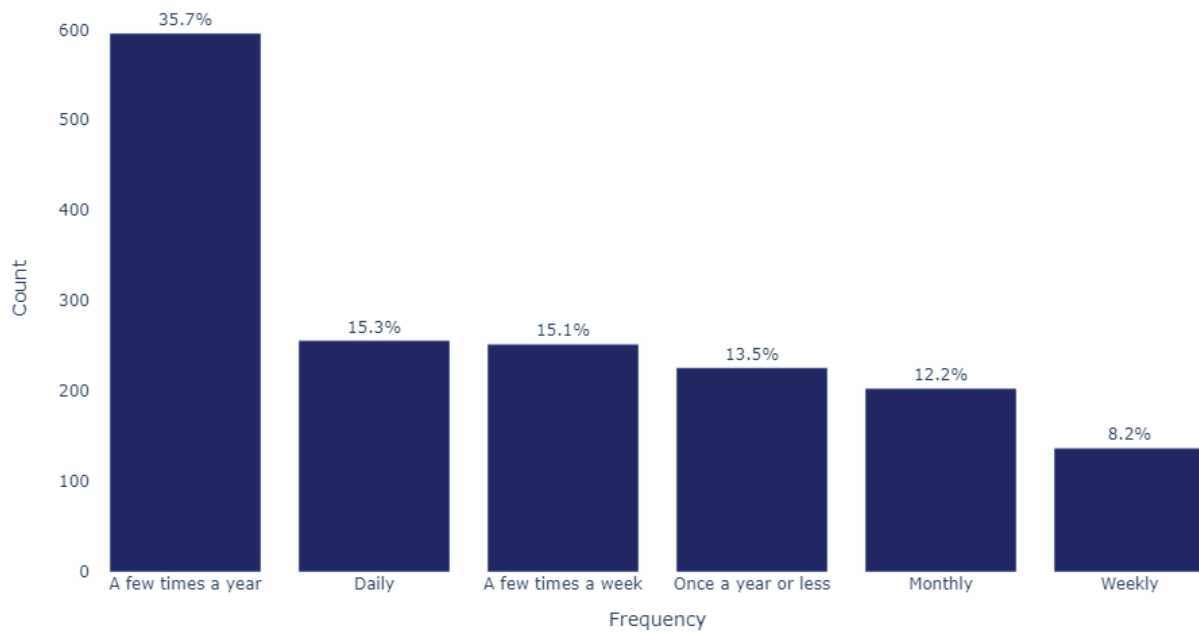
- Of the respondents, **64.9%** responded 'Yes' to crocheting, **95.40%** responded 'Yes' to knitting, while **60.64%** of respondents engage in both. (From 2673 responses.)
 - For ages Under 18, **100.0%** crochet, **100.0%** knit, and **100.0%** do both.
 - For ages 18-24, **73.9%** crochet, **95.7%** 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



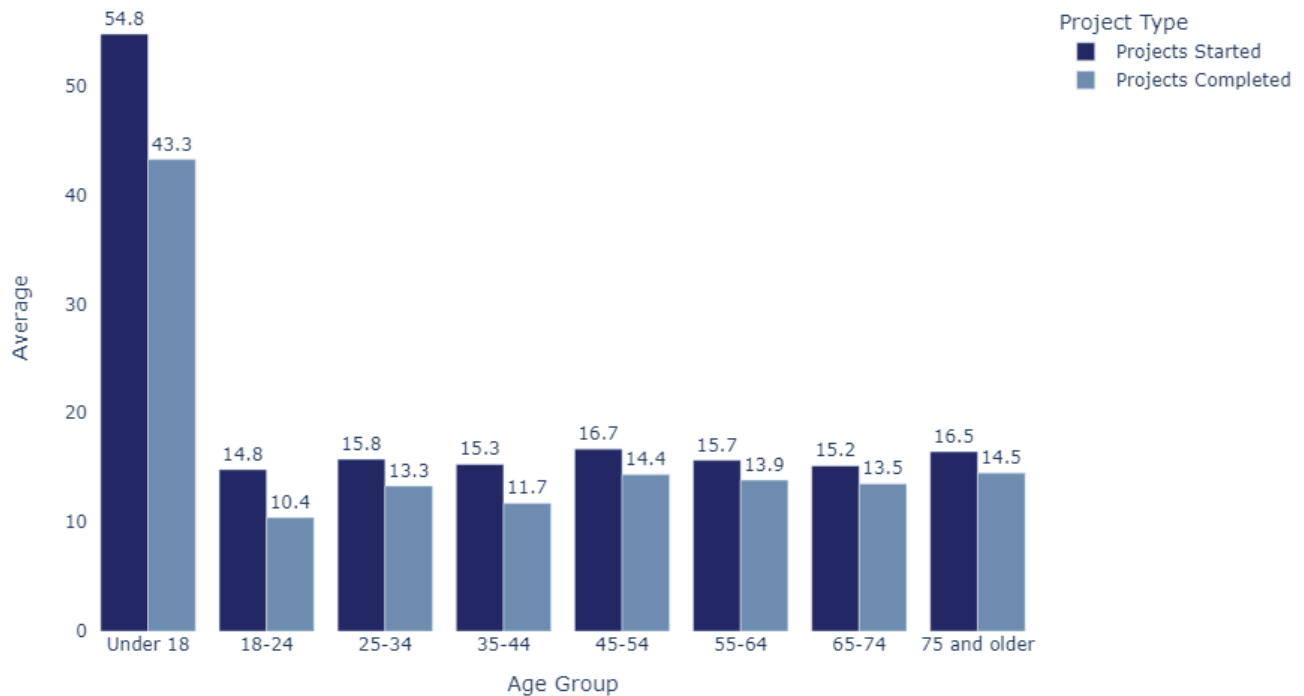
- Of the respondents who crochet, they rate their skill level as the following: (From 1736 responses.)
 - Intermediate: **42.16%**.
 - Advanced: **29.88%**.
 - Beginner: **19.70%**.
 - Expert: **7.25%**.
 - Professional: **1.02%**.

Crochet Frequency



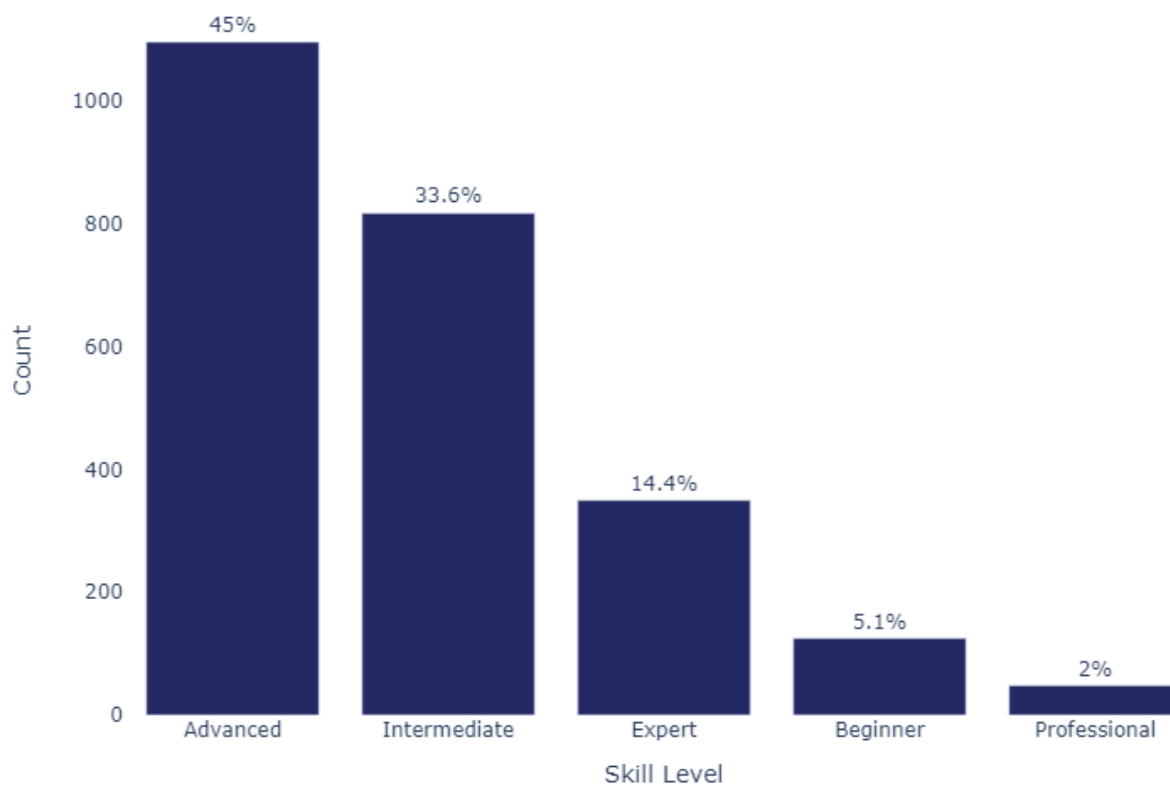
- Of the respondents who crochet, the frequency they do so is: (From 1736 responses.)
 - A few times a year: **35.69%**
 - Daily: **15.33%**
 - A few times a week: **15.09%**
 - Once a year or less: **13.53%**
 - Monthly: **12.16%**
 - Weekly: **8.20%**

Crocheter's Started/Completed Projects



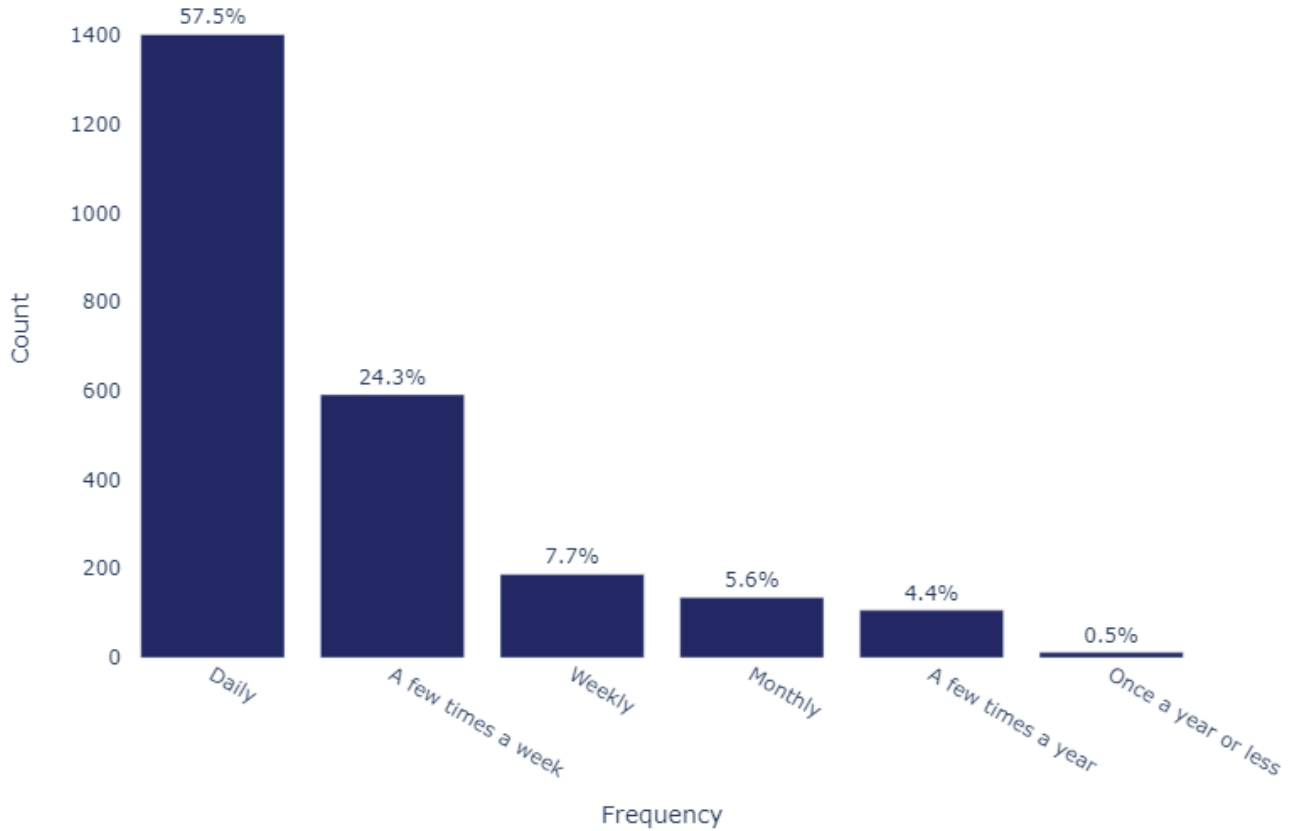
- Of the respondents, on average they start **15.8** crochet projects a year, and on average they complete **13.6** crochet projects a year. (From 1736 responses.)
 - For ages Under 18: They start **54.8** projects, and complete **43.2** projects a year.
 - For ages 18-24: They start **14.8** projects, 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



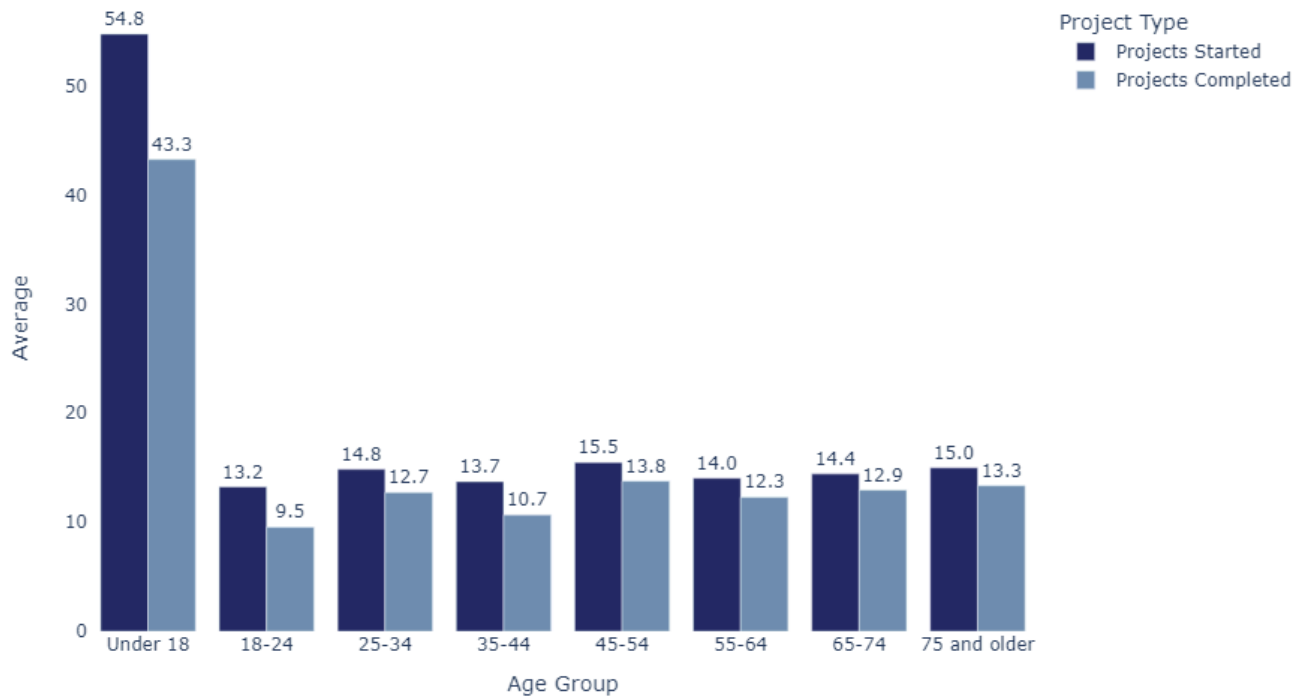
- Of the respondents who knit, they rate their skill level as the following: (From 2550 responses.)
 - Advanced: **45.00%**.
 - Intermediate: **33.55%**.
 - Expert: **14.36%**.
 - Beginner: **5.13%**.
 - Professional: **1.97%**.

Knitting Frequency



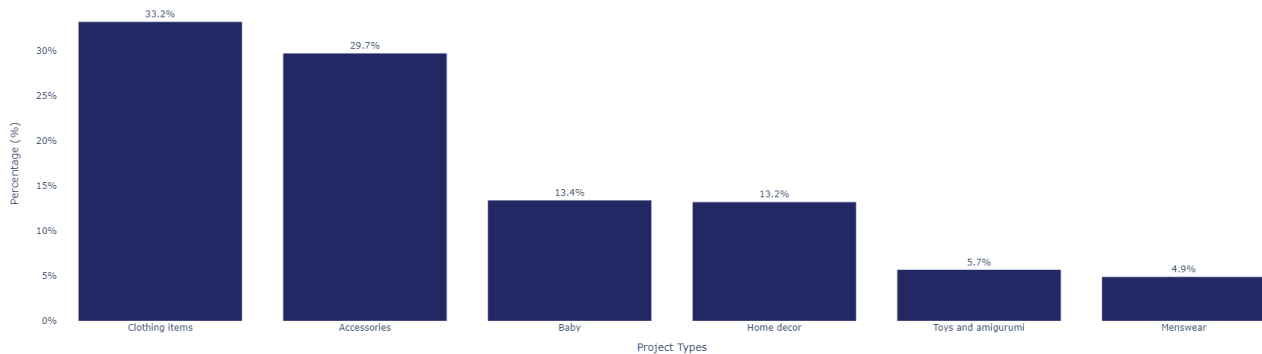
- Of the respondents who knit, the frequency they do so is: (From 2550 responses.)
 - Daily: **57.53%.**
 - A few times a week: **24.29%.**
 - Weekly: **7.71%.**
 - Monthly: **5.58%.**
 - A few times a year: **4.39%.**
 - Once a year or less: **0.49%.**

Knitter's Started/Completed Projects



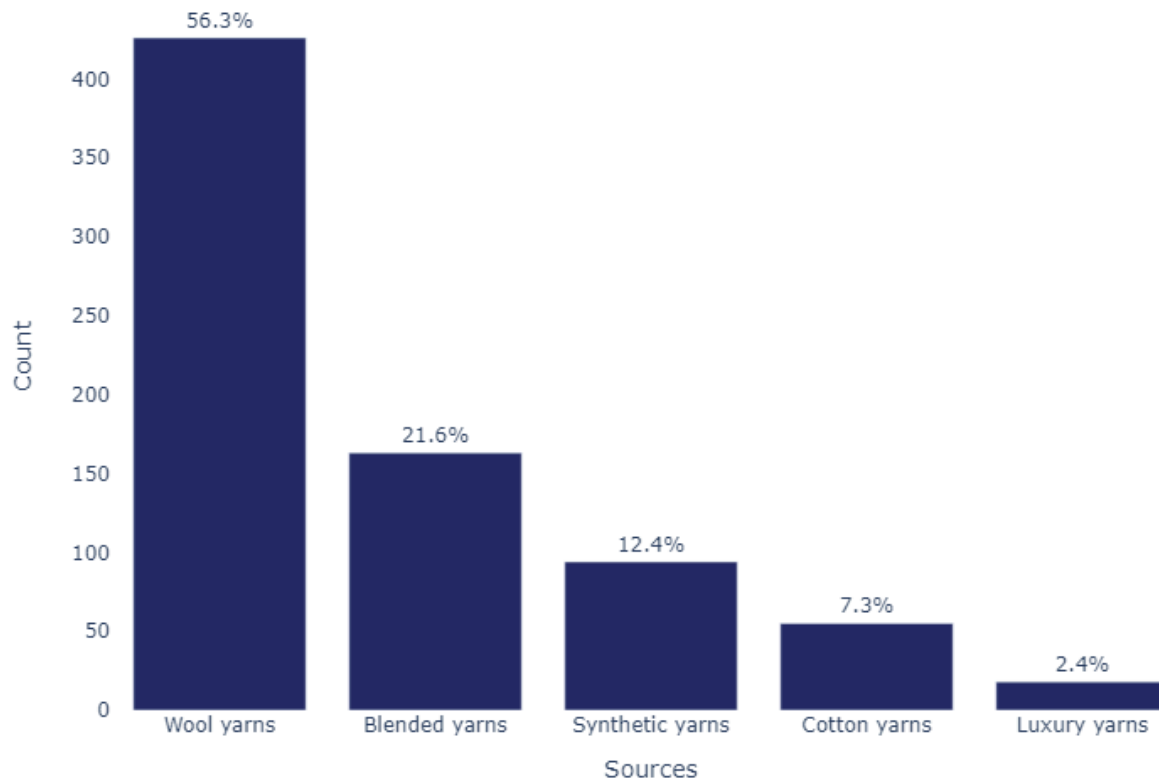
- Of the respondents, on average they start **14.5** knitting projects a year, and on average they complete **12.6** knitting projects a year. (From 2550 responses.)
 - For ages Under 18: They start **54.8** projects, and complete **43.2** projects a year.
 - For ages 18-24: They start **13.2** projects, 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

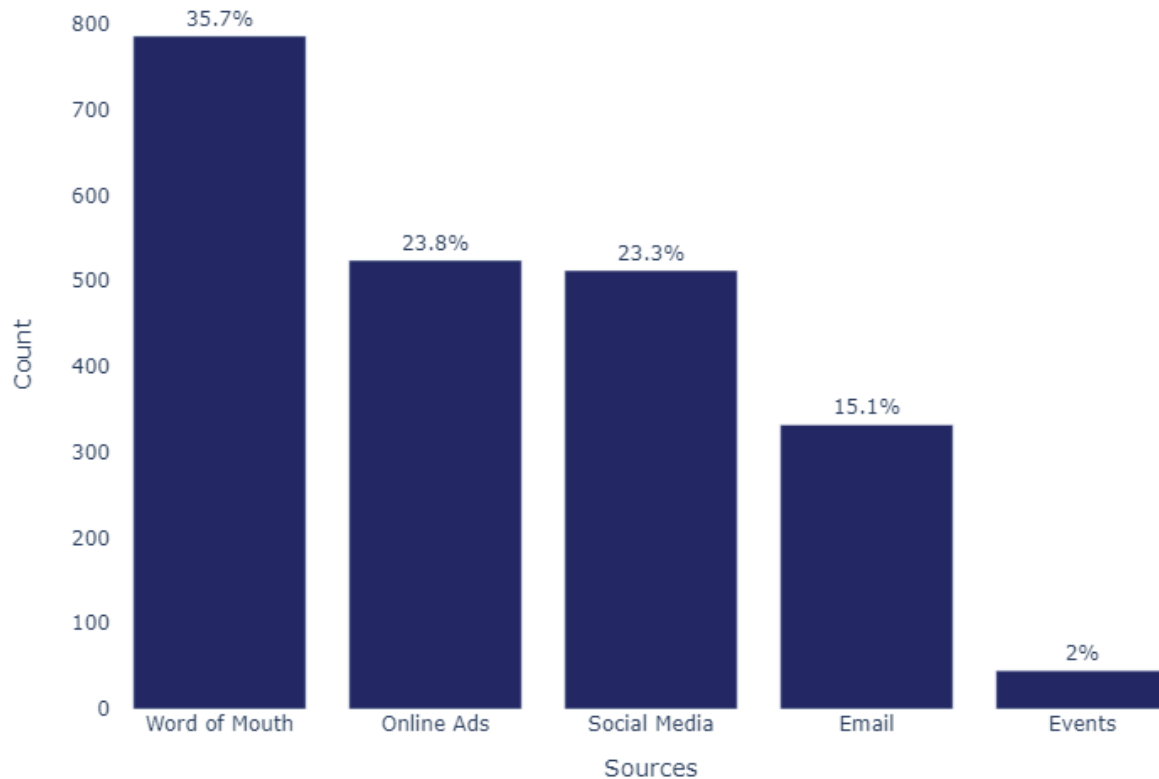


- Of the respondents, their preferred yarn fiber is: (From 756 responses.)
 - For ages Under 18: Preferred **Wool yarns (100.0%)**.
 - For ages 18-24: Preferred **Wool yarns (37.5%)**, then **Synthetic yarns (25.0%)**, followed by **Cotton yarns (25.0%)**.
 - For ages 25-34: Preferred **Wool yarns (62.9%)**, 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

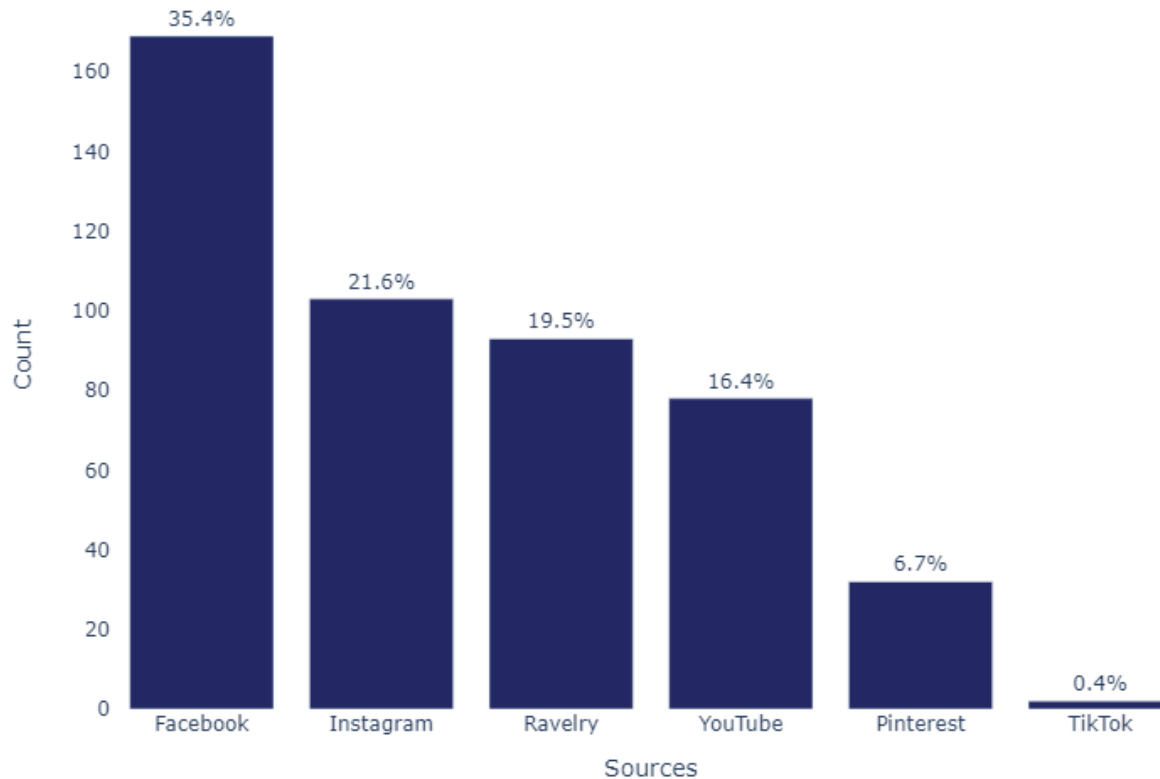
Wool yarns	Blended yarns	Synthetic yarns	Luxury yarns	Cotton yarns
quality: 37	make: 12	color: 7	feel: 3	color: 5
natural: 32	sock: 10	washable: 7	im: 3	use: 5
color: 31	quality: 10	feel: 6	feeling: 2	good: 4
price: 28	color: 9	well: 6	something: 2	price: 4
prefer: 24	feel: 8	easy: 4	want: 2	make: 3
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



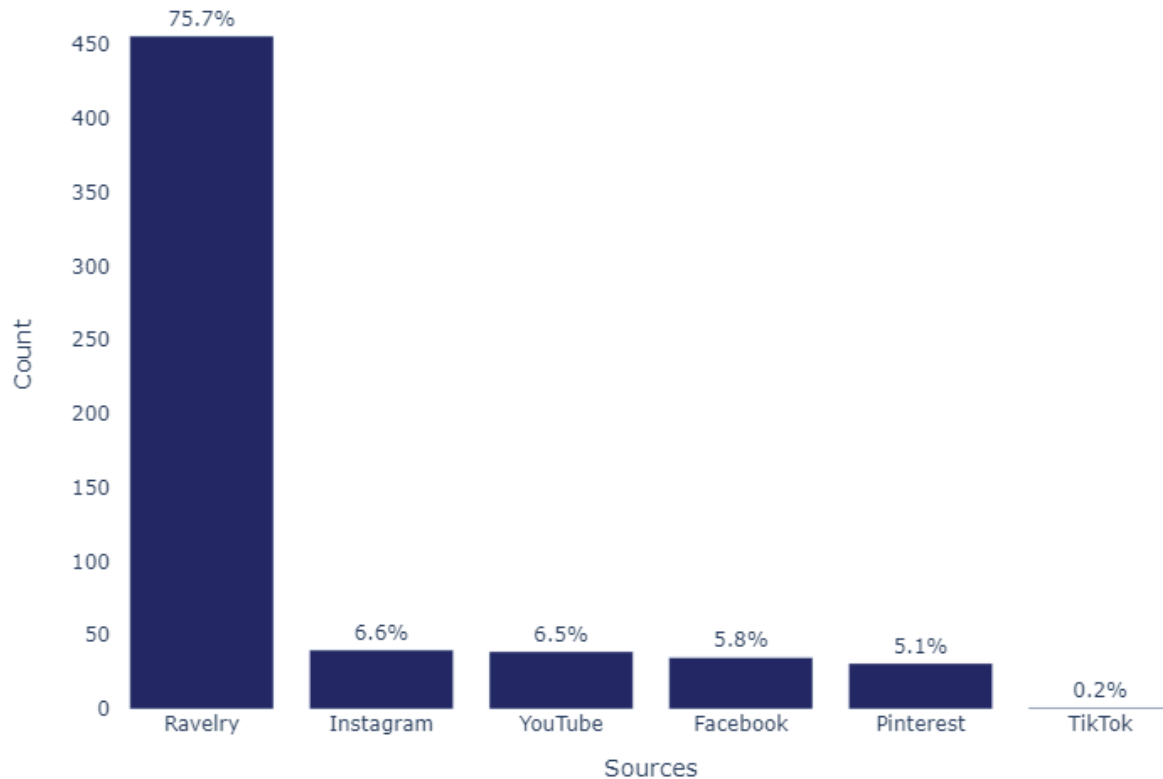
- Of the respondents, the most popular brand discovery sources are: (From 2538 responses.)
 - For ages Under 18: Preferred **Social Media (66.7%)** and **Word of Mouth (33.3%)**.
 - For ages 18-24: Preferred **Online Ads (34.8%)**, then **Word of Mouth (30.4%)**, followed by **Social Media (26.1%)**.
 - 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



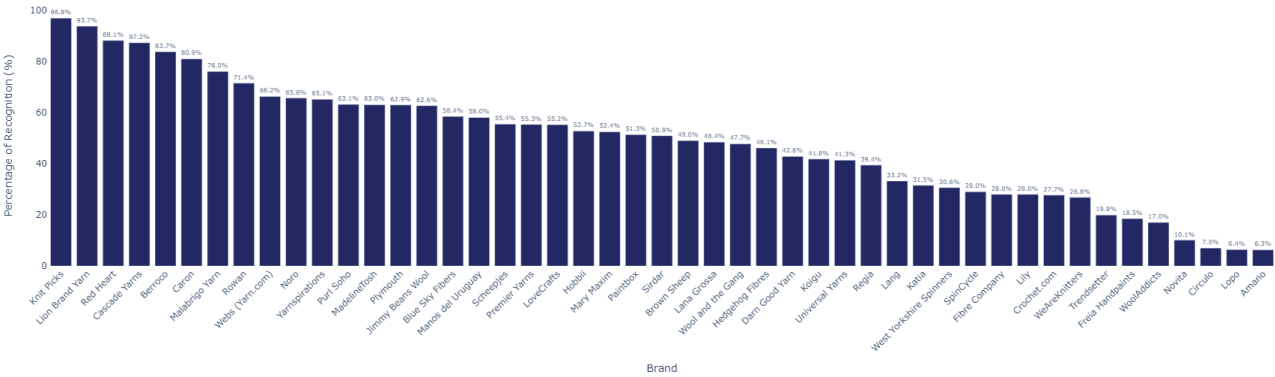
- Of the respondents that discovered a brand through social media, the most popular is: (From 477 responses.)
 - For ages Under 18: Preferred **TikTok (50.0%)** and **YouTube (50.0%)**.
 - For ages 18-24: Preferred **Instagram (83.3%)** and **YouTube (16.7%)**.
 - For ages 25-34: Preferred **Instagram (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

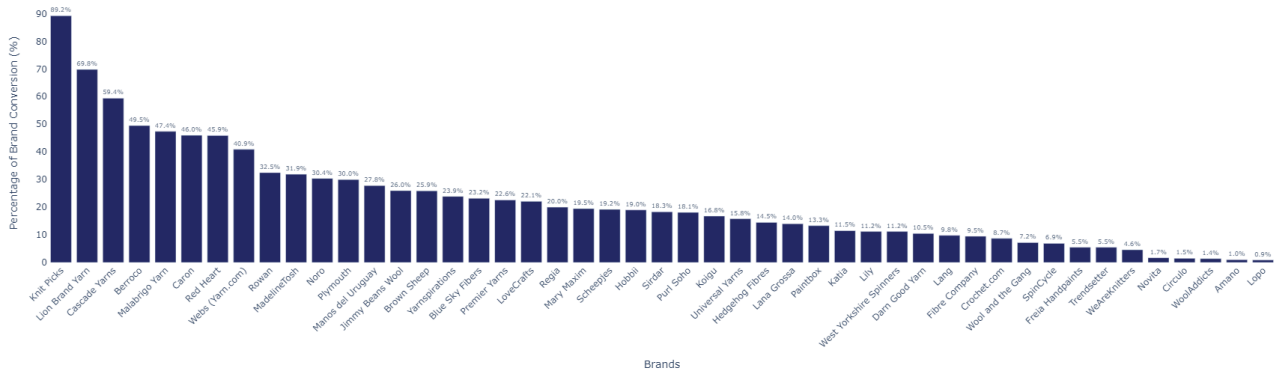


- Of the respondents, the most popular social media platform for inspiration is: (From 602 responses.)
 - For ages 18-24: Preferred **Instagram (44.4%)**, then **Ravelry (33.3%)**, followed by **Pinterest (22.2%)**.
 - For ages 25-34: Preferred **Ravelry (61.4%)**, then **Instagram (15.9%)**, followed 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%)**.

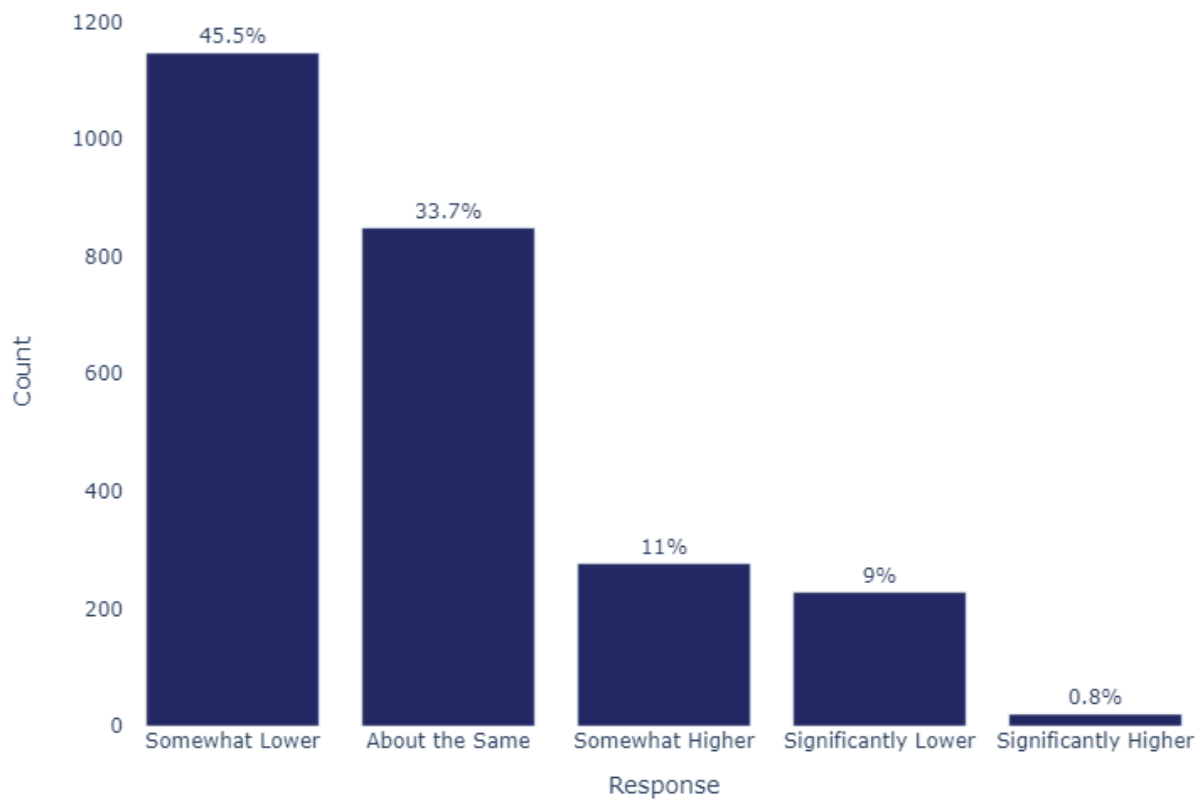
Brand Recognition



Brand Conversion

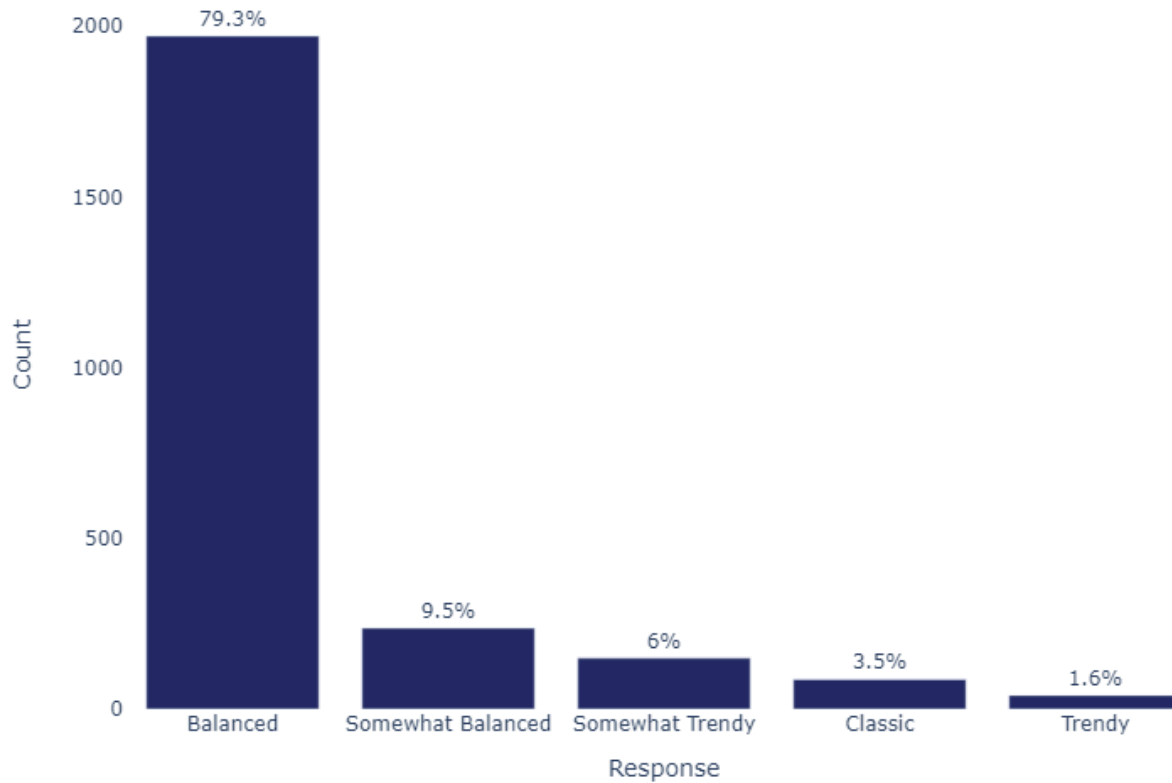


Pricing Compared To Competitors



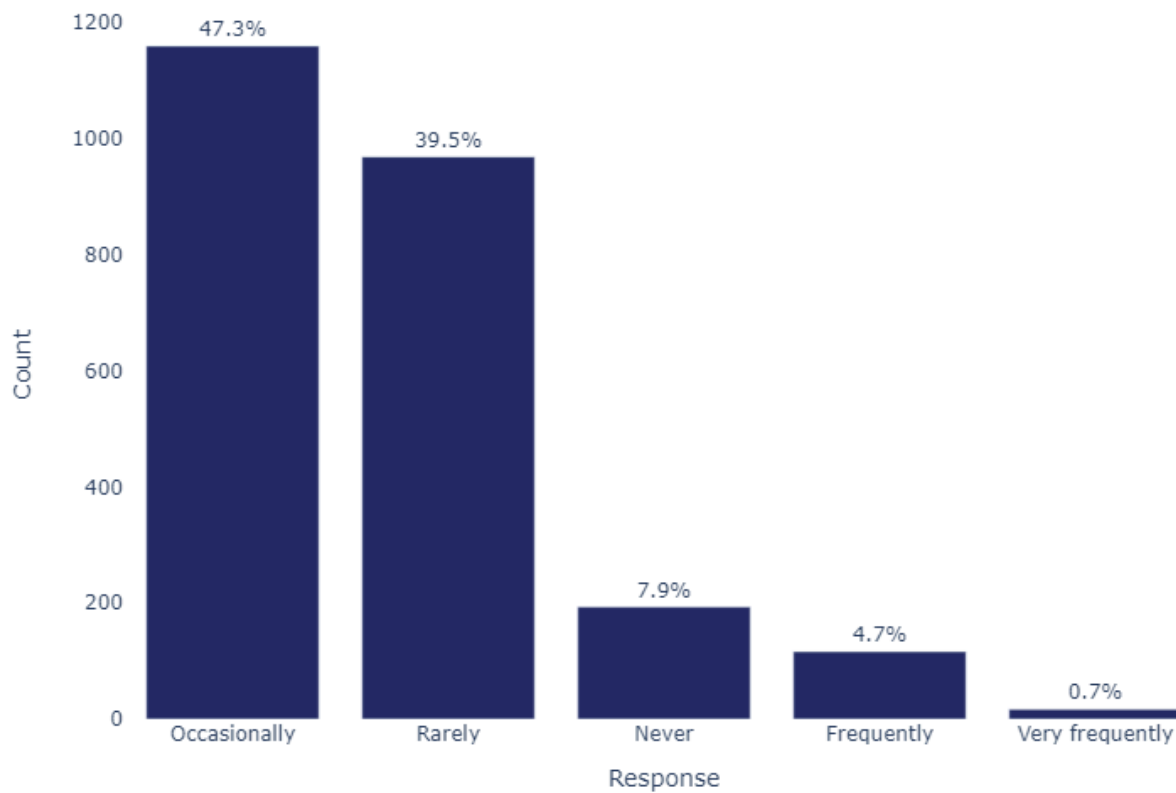
- Of the respondents, when asked about to rate the price of our products compared to competitors:
(From 2521 responses)
 - Somewhat Lower: **(45%)**
 - About the Same: **(34%)**
 - Somewhat Higher: **(11%)**
 - Significantly Lower: **(9%)**
 - Significantly Higher: **(1%)**

Classic vs. Trendy Yarn



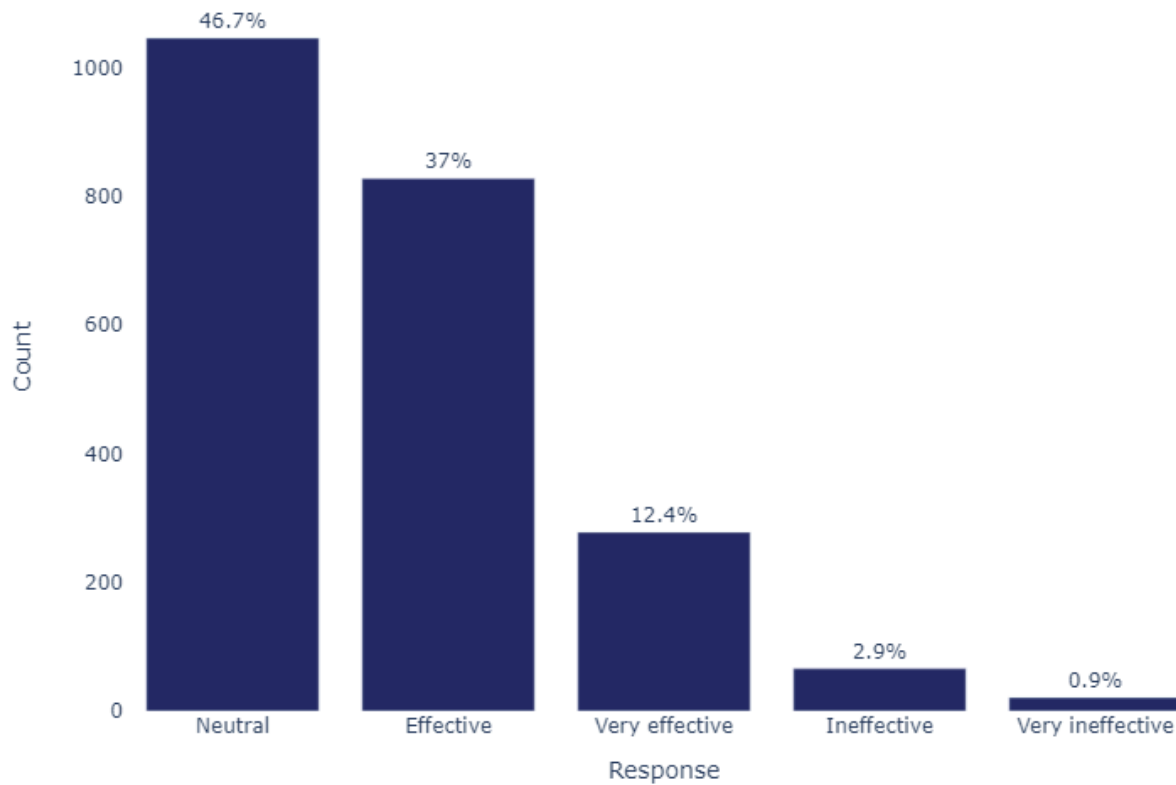
- Of the respondents, when asked about the balance between classic and trendy yarns in our selection:
(From 2484 responses)
 - Balanced: **(79%)**
 - Somewhat Balanced: **(10%)**
 - Somewhat Trendy: **(6%)**
 - Classic: **(4%)**
 - Trendy: **(2%)**

Out-of-stock Occurrence



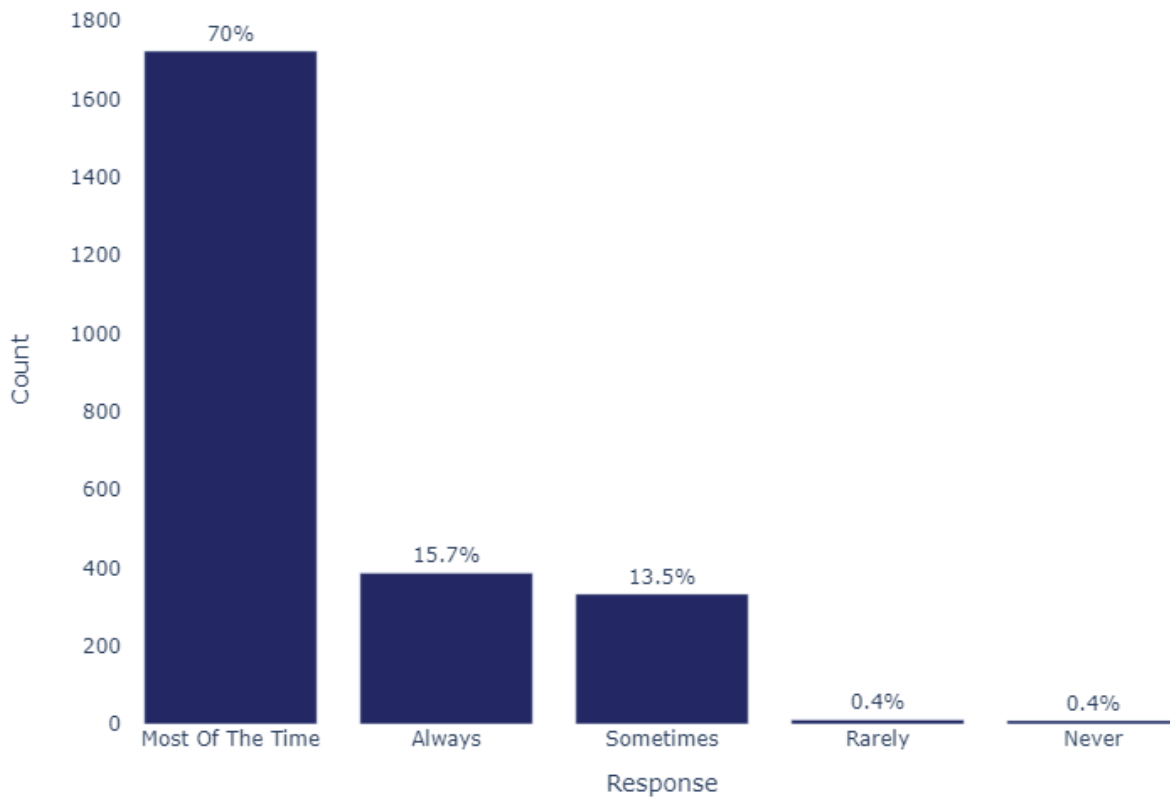
- Of the respondents, when asked about how often is something you want from our website out-of-stock: (From 2455 responses)
 - Occasionally: **(47%)**
 - Rarely: **(39%)**
 - Never: **(8%)**
 - Frequently: **(5%)**
 - Very frequently: **(1%)**

Out-Of-Stock Communication



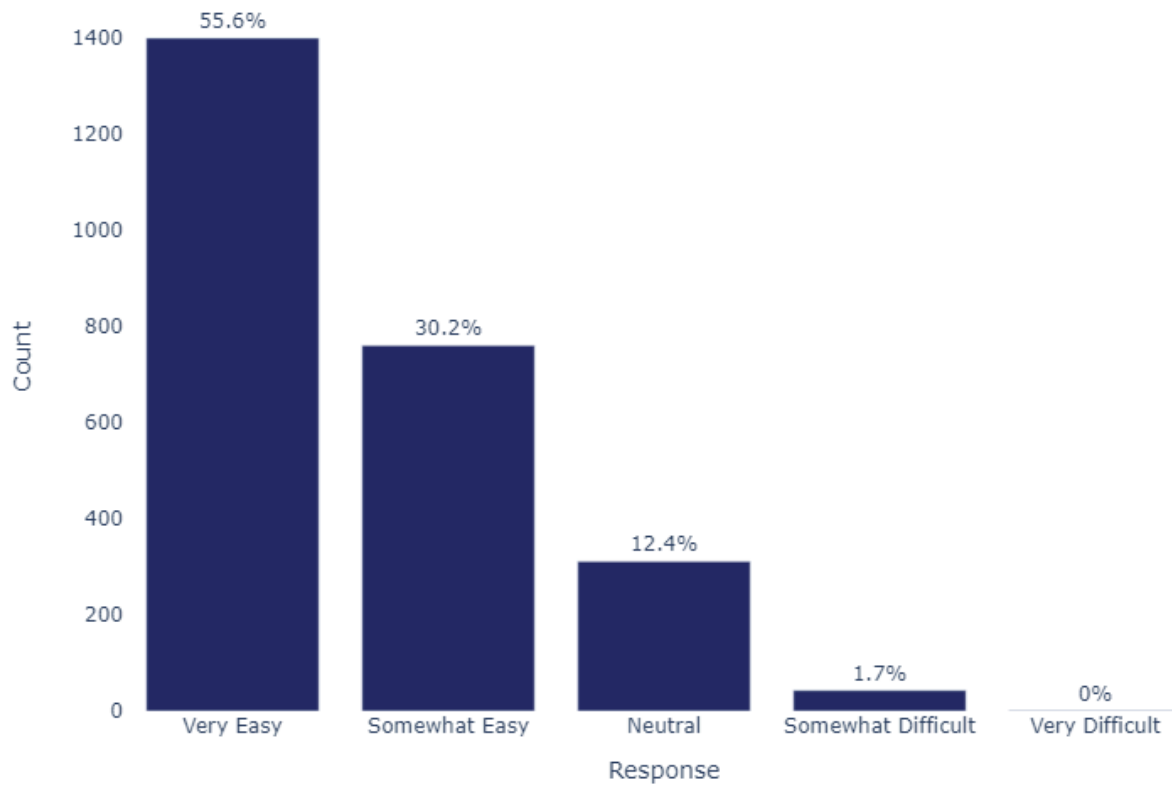
- Of the respondents who experienced out-of-stock issues, when asked about how effective is our communication is: (From 2239 responses)
 - Neutral: **(47%)**
 - Effective: **(37%)**
 - Very effective: **(12%)**
 - Ineffective: **(3%)**
 - Very ineffective: **(1%)**

One-Stop Shopping Experience



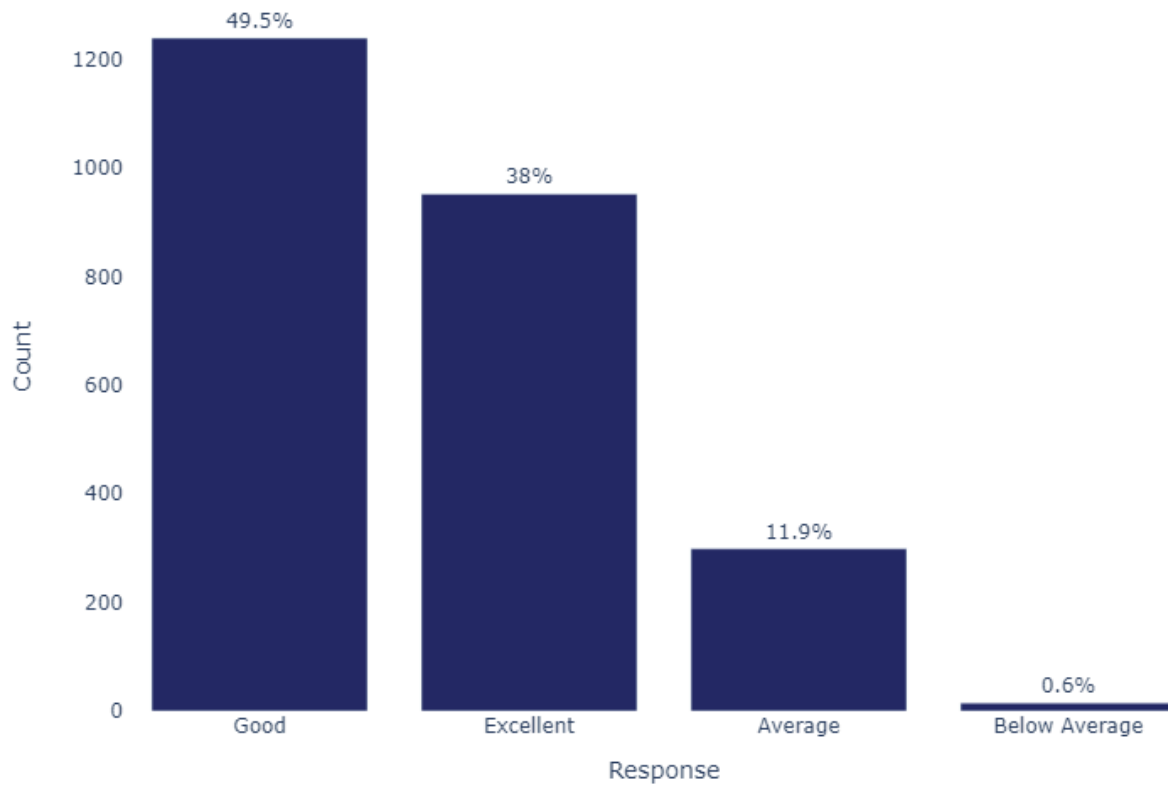
- Of the respondents, when asked if they were able to find everything they need for a project on our website: (From 2463 responses)
 - Most Of The Time: **(70%)**
 - Always: **(16%)**
 - Sometimes: **(14%)**
 - Rarely: **(0%)**
 - Never: **(0%)**

Ease of Website Navigation



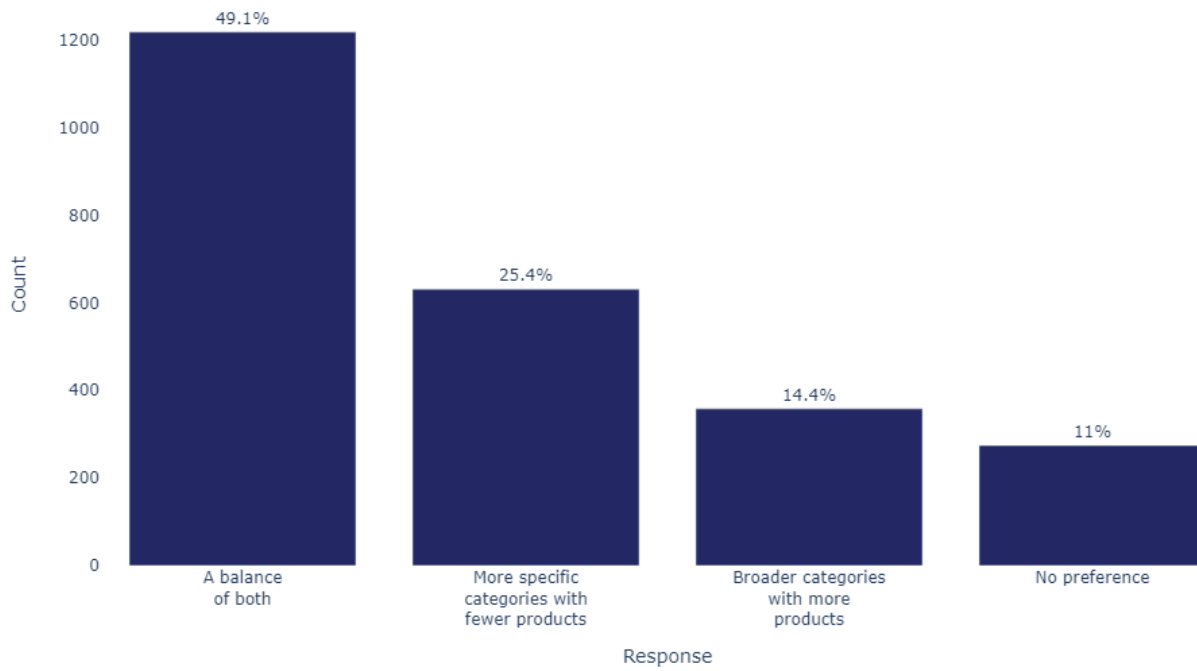
- Of the respondents, when asked the difficulty of navigating our website to browse products: (From 2514 responses)
 - Very Easy: **(56%)**
 - Somewhat Easy: **(30%)**
 - Neutral: **(12%)**
 - Somewhat Difficult: **(2%)**
 - Very Difficult: **(0%)**

Website Organization



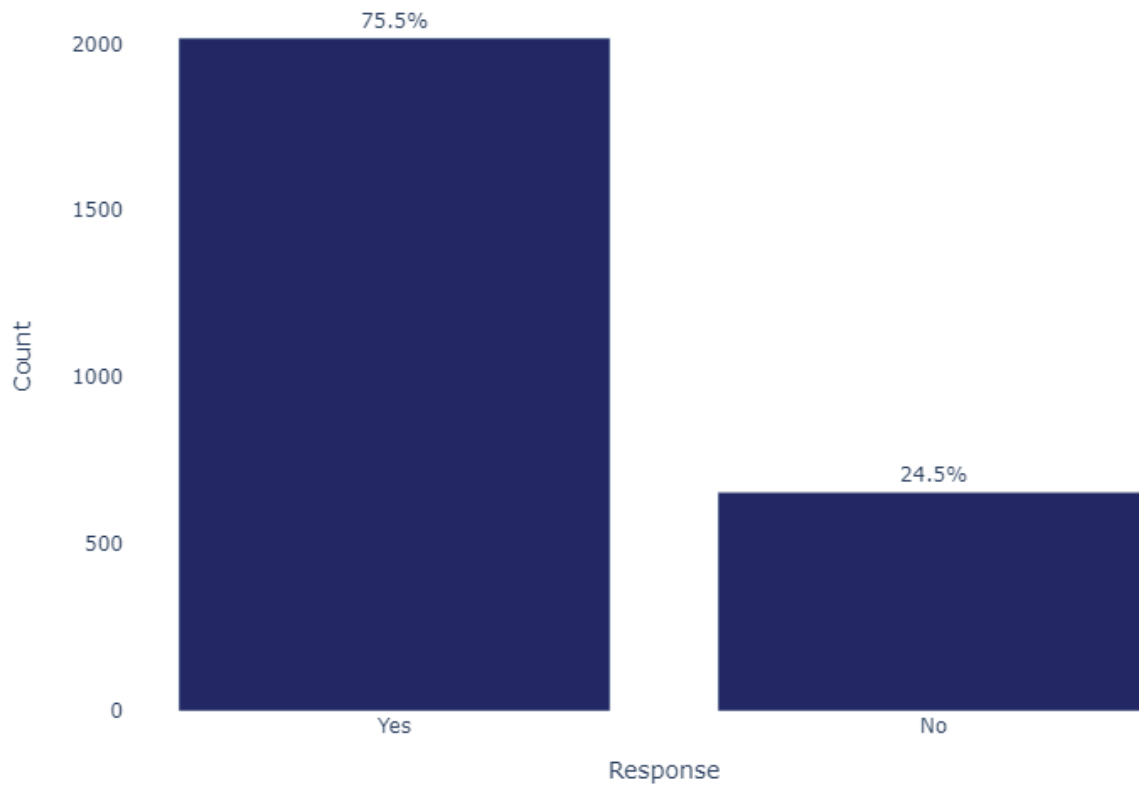
- Of the respondents, when asked how they would rate the organization and categorization of products on our site: (From 2505 responses)
 - Good: **(49%)**
 - Excellent: **(38%)**
 - Average: **(12%)**
 - Below Average: **(1%)**

Categorization Preference



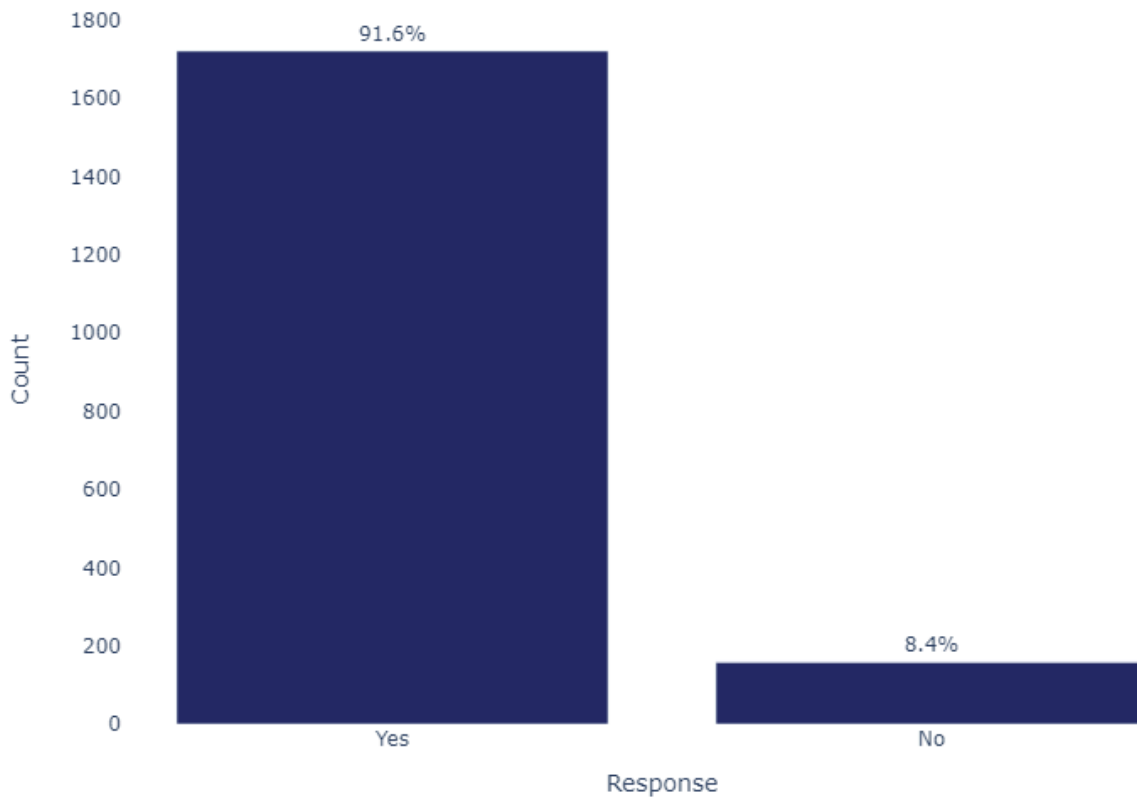
- Of the respondents, when asked if they prefer broader categories with more products or more specific categories with fewer products: (From 2481 responses)
 - A balance of both: **(49%)**
 - More specific categories with fewer products: **(25%)**
 - Broader categories with more products: **(14%)**
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

Received Catalog



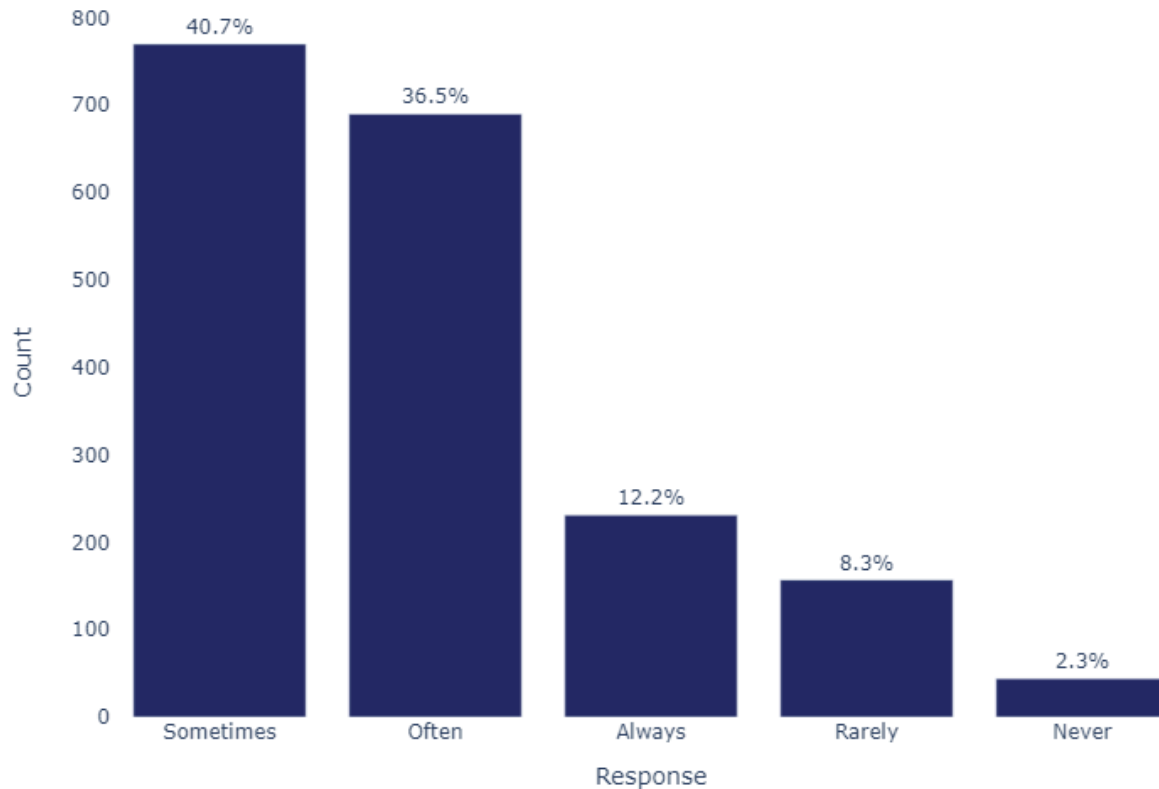
- Of the respondents, when asked if they have received one of our catalogs before: (From 2673 responses)
 - Yes: **(75%)**
 - No: **(25%)**

Catalog Enjoyment



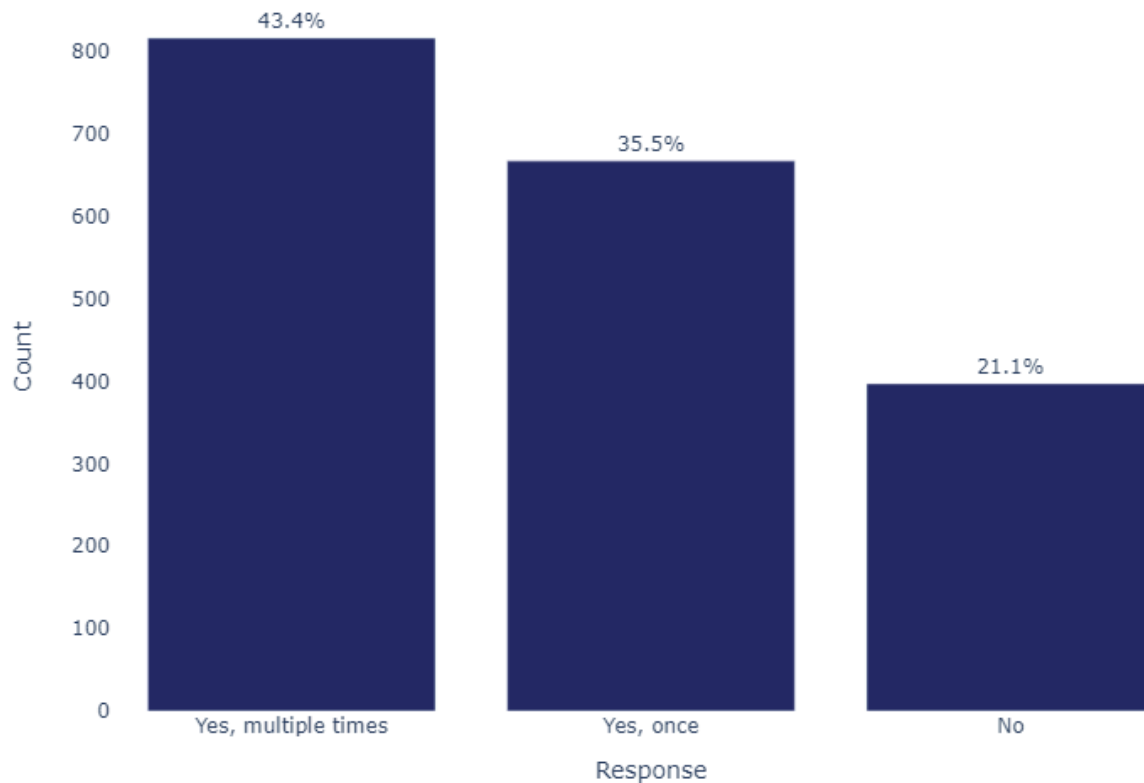
- Of the respondents, when asked if they enjoy receiving our catalog: (From 1880 responses)
 - Yes: **(92%)**
 - No: **(8%)**
- Of the respondents, when asked if they enjoy receiving our catalog:
 - For ages Under 18: **Yes (100.0%)**
 - For ages 18-24: **Yes (85.7%)**, and **No (14.3%)**.
 - For ages 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



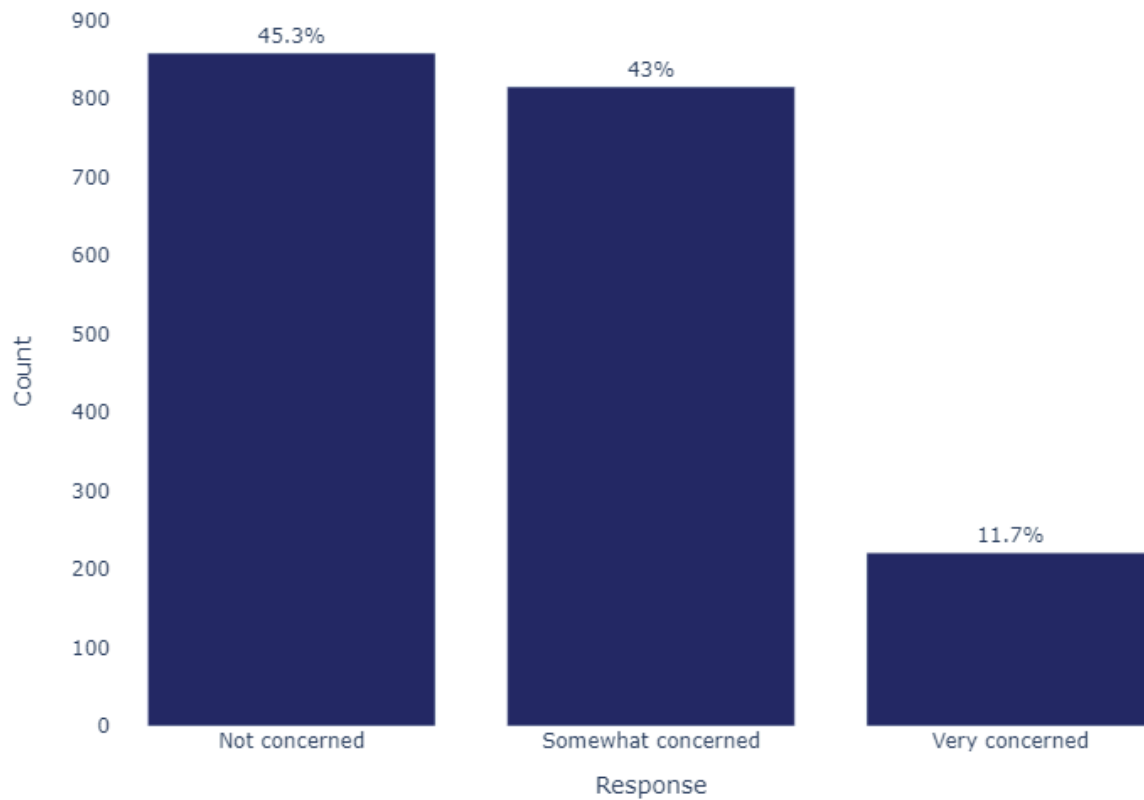
- Of the respondents, when asked if catalogs have introduced them to products they weren't aware of before: (From 1892 responses)
 - Sometimes: **(41%)**
 - Often: **(36%)**
 - Always: **(12%)**
 - Rarely: **(8%)**
 - Never: **(2%)**
- Of the respondents, when asked if catalogs have introduced them to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

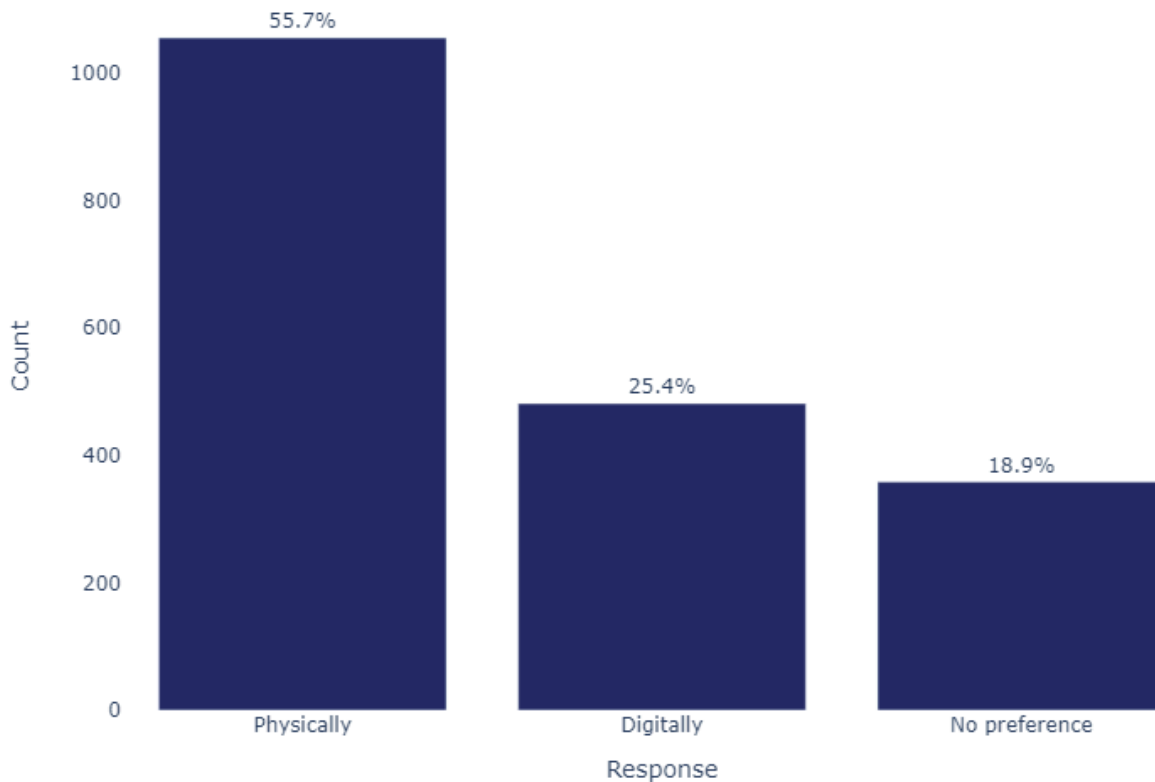
Catalog Environmental Impact



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

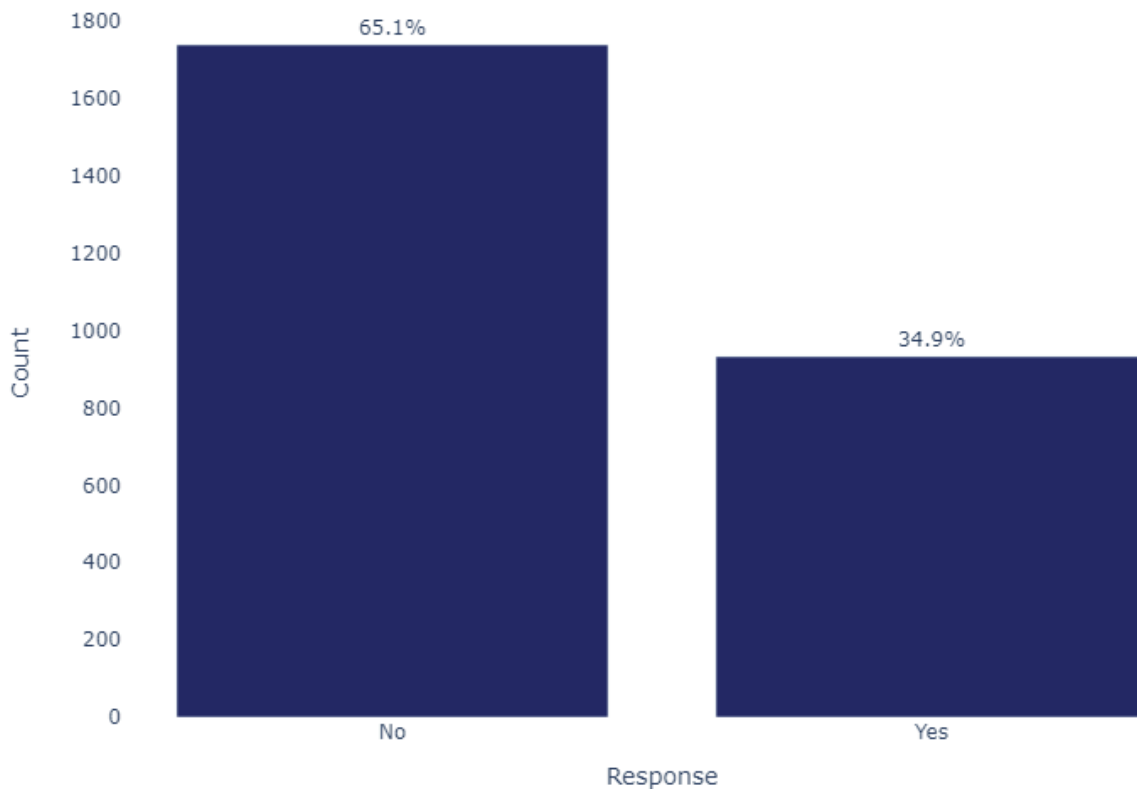
- Of the respondents, when asked if they had enviornmental concerns about the catalog: (From 1894 responses.)
 - For ages Under 18: **Somewhat concerned (100.0%)**
 - For ages 18-24: **Not concerned (35.7%), Somewhat concerned (35.7%), and Very concerned (28.6%).**
 - For ages 25-34: **Somewhat concerned (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



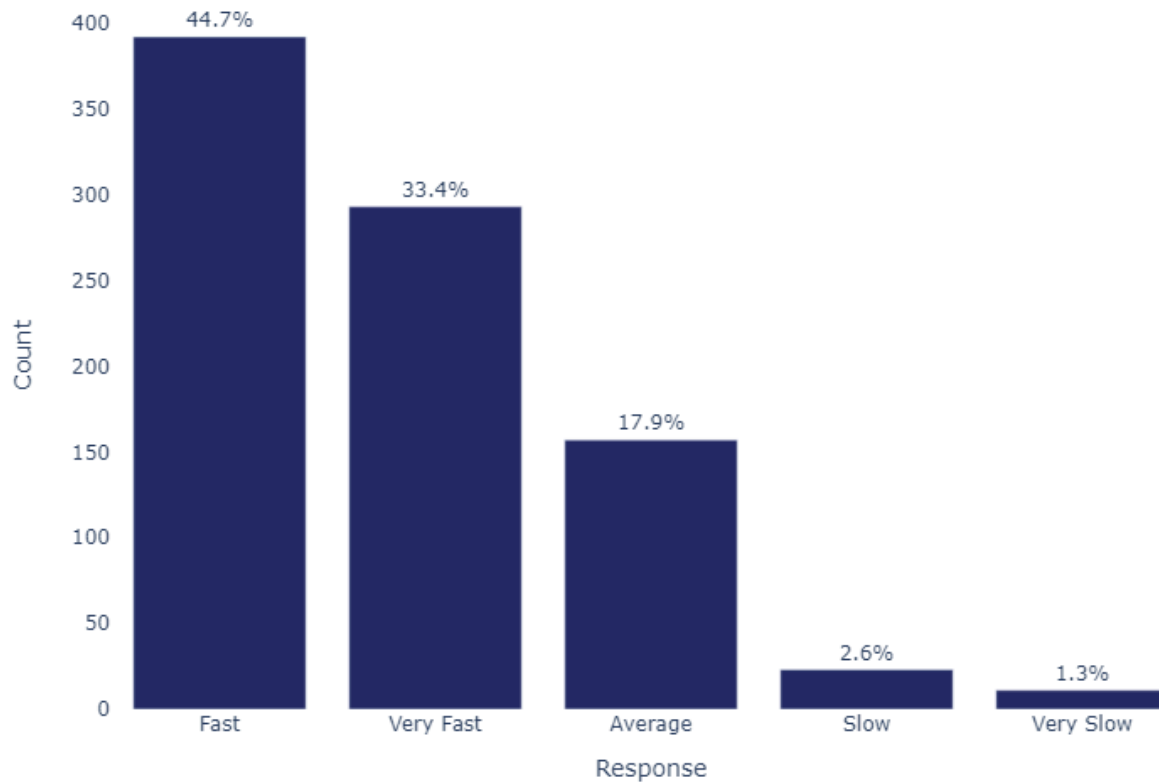
- Of the respondents, when asked if they would prefer a physical or digital catalog: (From 1894 responses)
 - Physically: **(56%)**
 - Digitally: **(25%)**
 - No preference: **(19%)**
- Of the respondents, when asked if they would prefer a physical or digital catalog: (From 1894 responses.)
 - For ages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



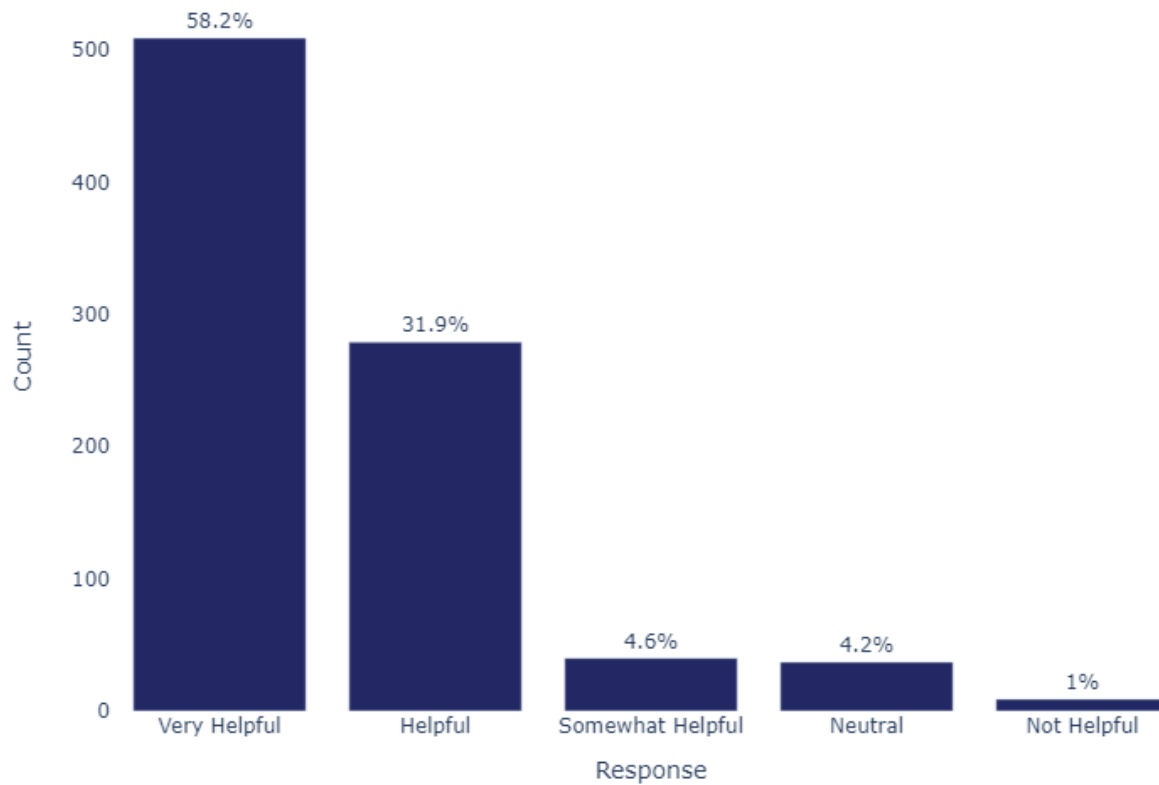
- Of the respondents, when asked if they have contacted customer service before: (From 2673 responses)
 - No: **(65%)**
 - Yes: **(35%)**

Customer Service Response Speed



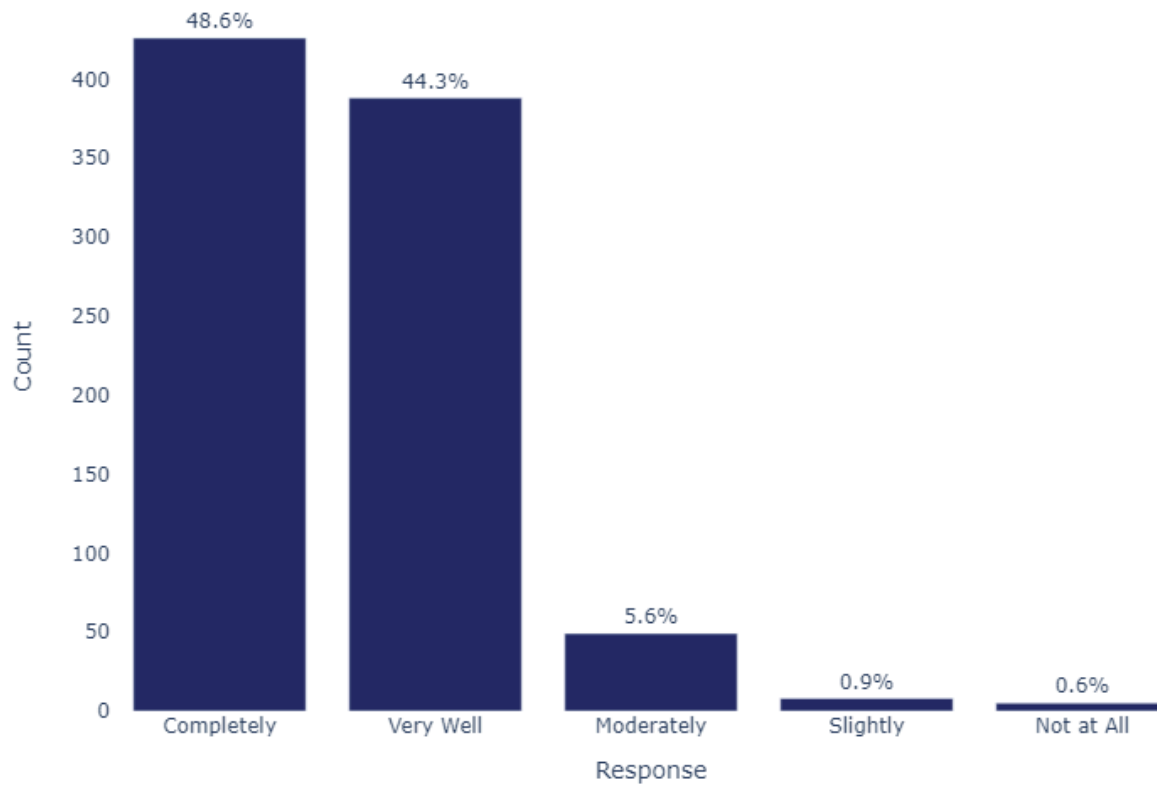
- Of the respondents, when asked about the response speed of our customer service: (From 876 responses)
 - Fast: **(45%)**
 - Very Fast: **(33%)**
 - Average: **(18%)**
 - Slow: **(3%)**
 - Very Slow: **(1%)**

Customer Service Helpfulness



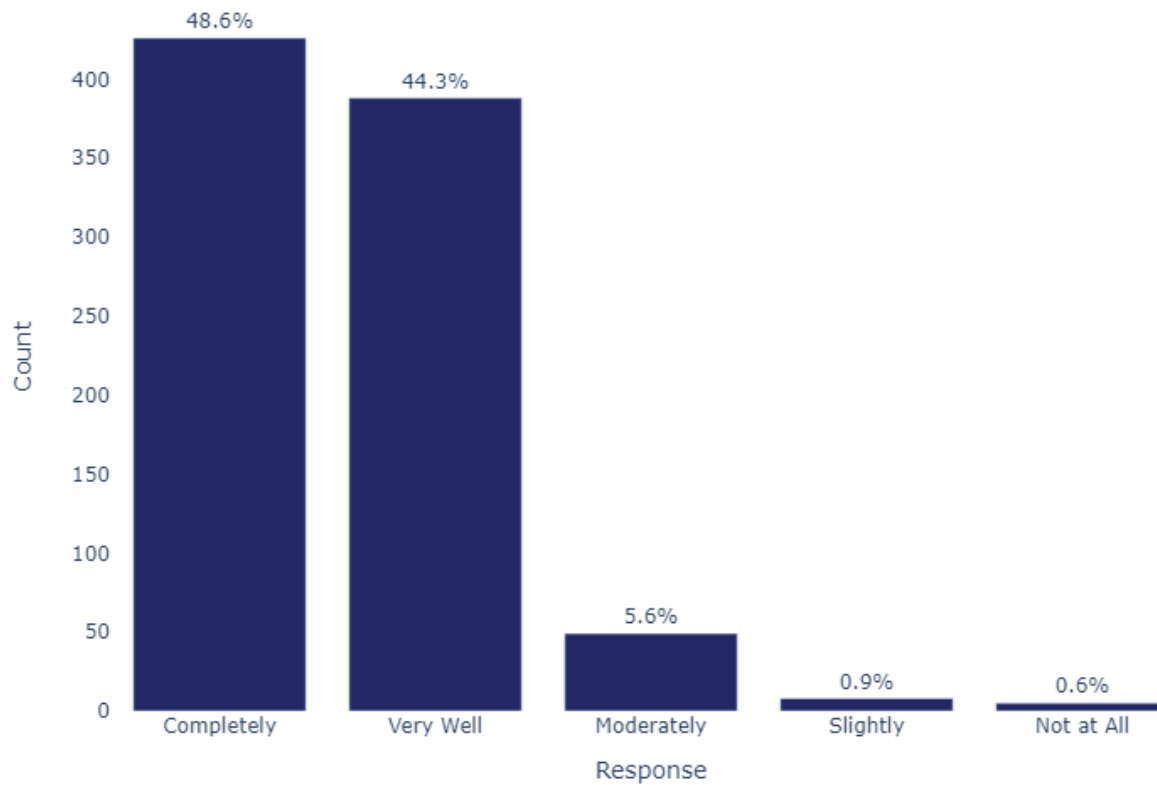
- Of the respondents, when asked how helpful our customer service is: (From 874 responses)
 - Very Helpful: **(58%)**
 - Helpful: **(32%)**
 - Somewhat Helpful: **(5%)**
 - Neutral: **(4%)**
 - Not Helpful: **(1%)**

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

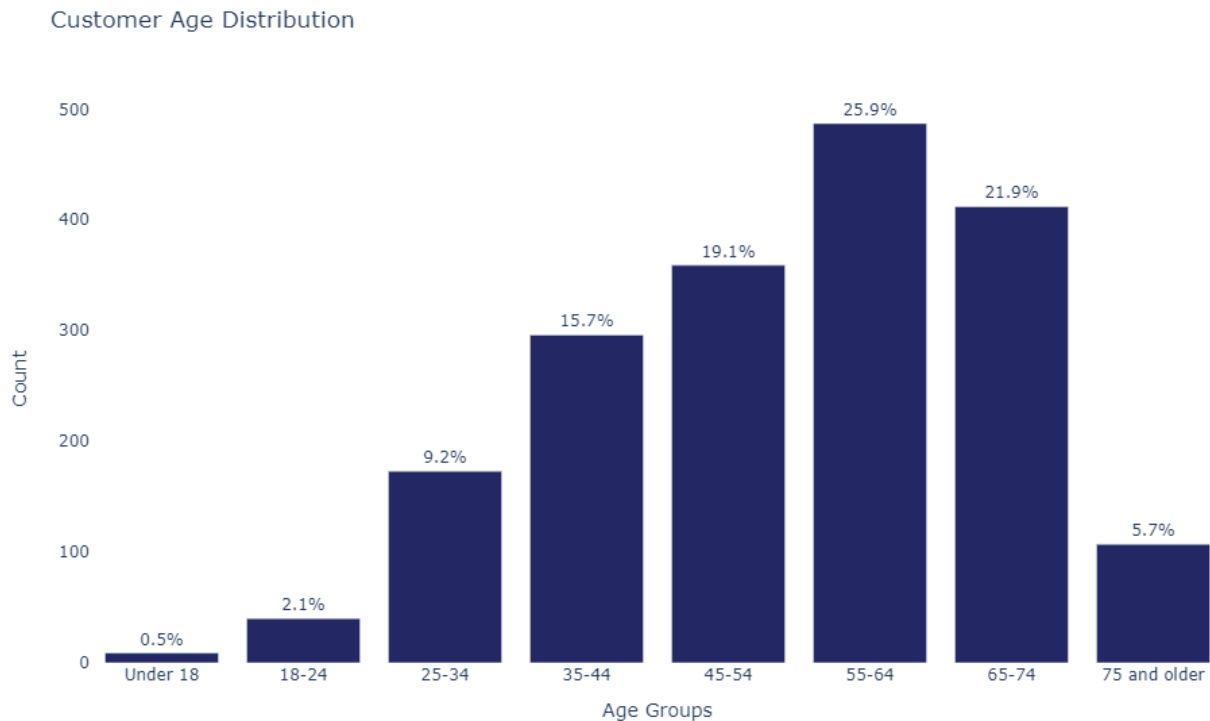


- Of the respondents, when asked how satisfied they were with out customer service: (From 876 responses)
 - Completely: **(49%)**
 - Very Well: **(44%)**
 - Moderately: **(6%)**
 - Slightly: **(1%)**
 - Not at All: **(1%)**

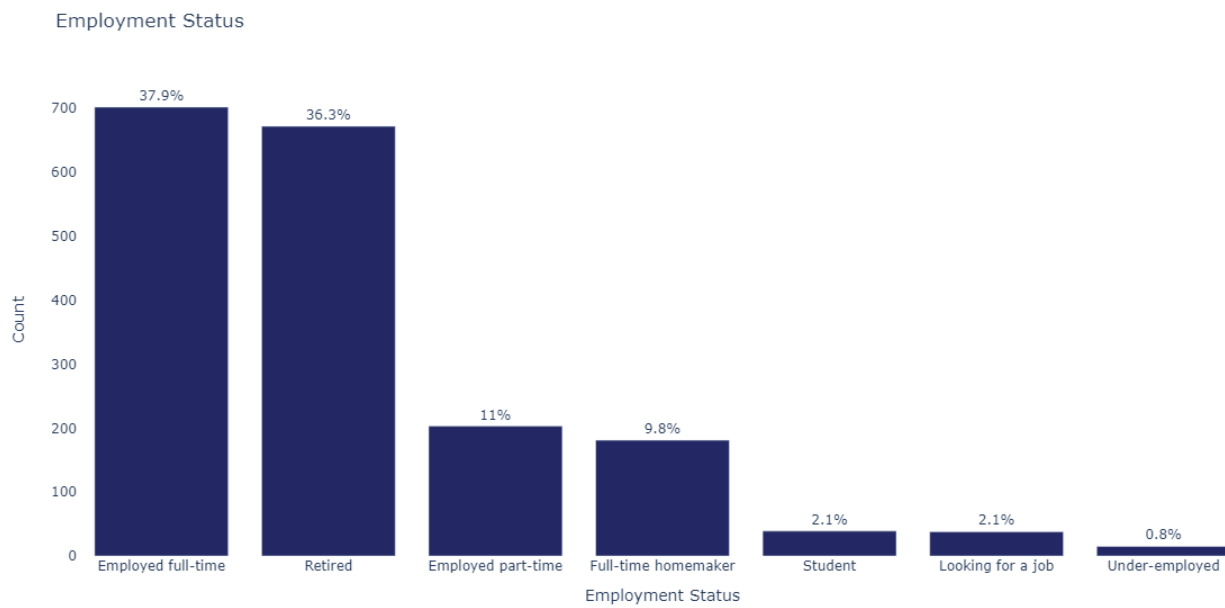
Crochet.com

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

Demographic Summary

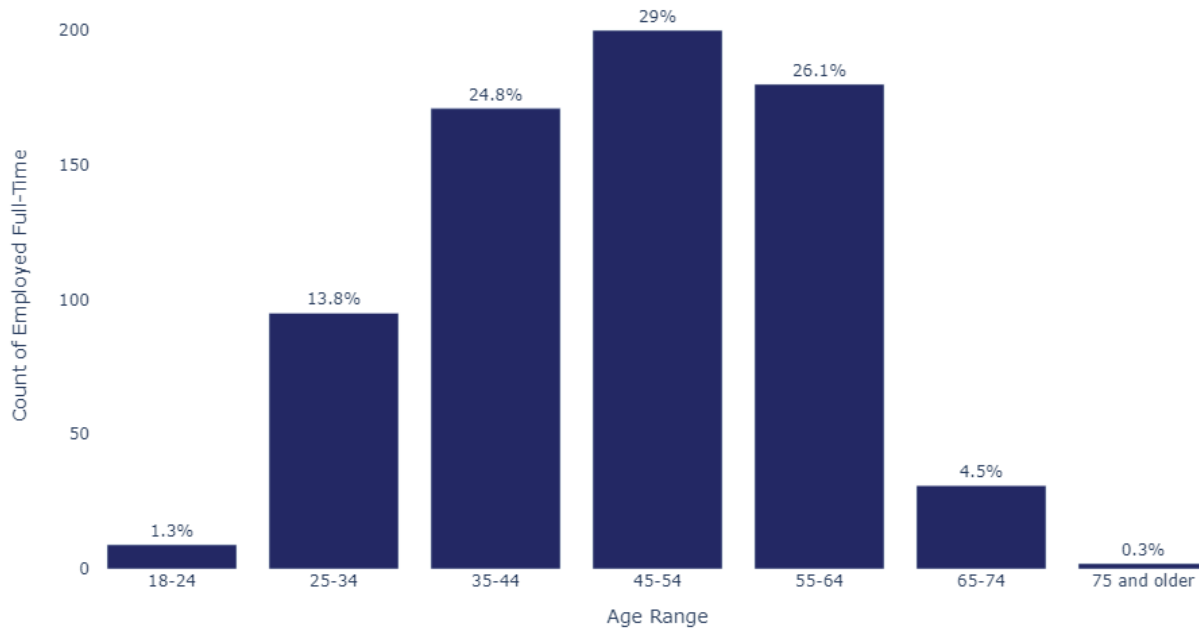


- Out of **1883** respondents, the average respondent age is: **53** and the median age is: **59**. (From 1883 responses)
- Of these respondents, they identify as: (From 1883 responses)
 - Woman: **97.3%**
 - Non-Conforming / Non-Binary: **1.4%**
 - Man: **1.1%**
 - Transgender: **0.2%**
- The average 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**.



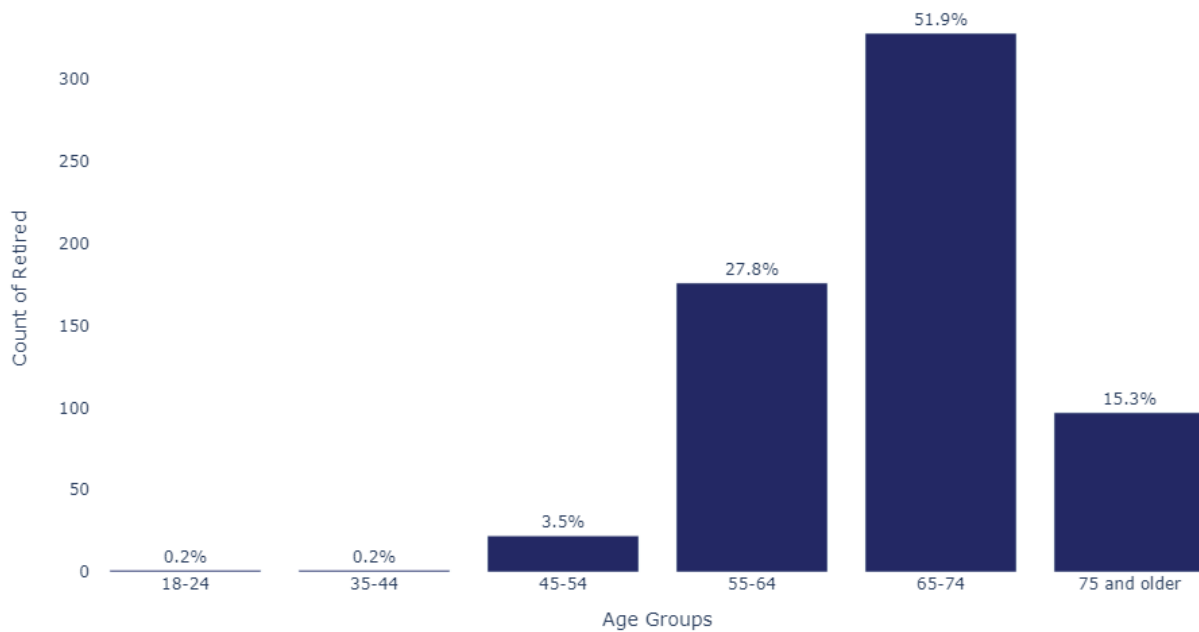
- Of the respondents, their employment statuses are as follows: (From 1850 responses)
 - Employed full-time: **38%**
 - Retired: **36%**
 - Employed part-time: **11%**
 - Full-time homemaker: **10%**
 - Student: **2%**
 - Looking for a job: **2%**
 - Under-employed: **1%**

"Employed Full-Time" by Age Range



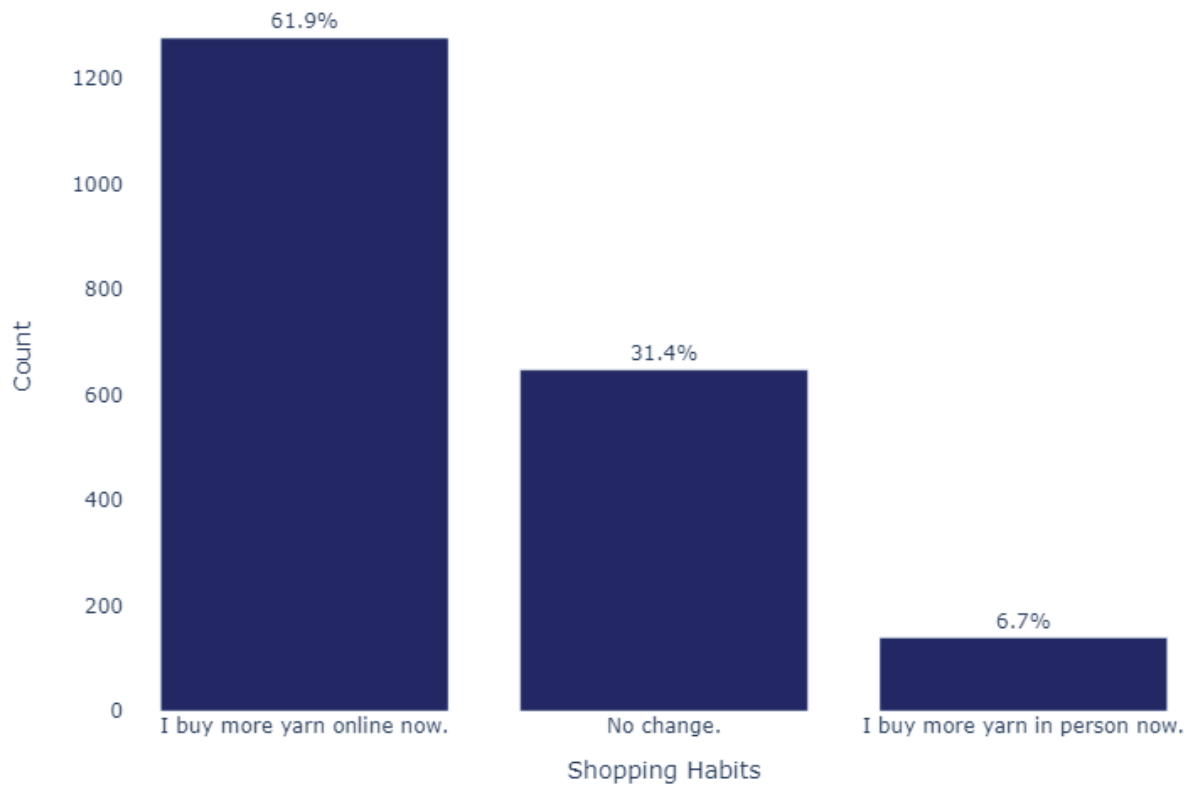
- Of those who responded 'Employed Full-Time': (From 702 responses.)
 - For ages 45-54: **29.0%**
 - For ages 55-64: **26.1%**
 - For ages 35-44: **24.8%**
 - For ages 25-34: **13.8%**
 - For ages 65-74: **4.5%**
 - For ages 18-24: **1.3%**
 - For ages 75 and older: **0.3%**

"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



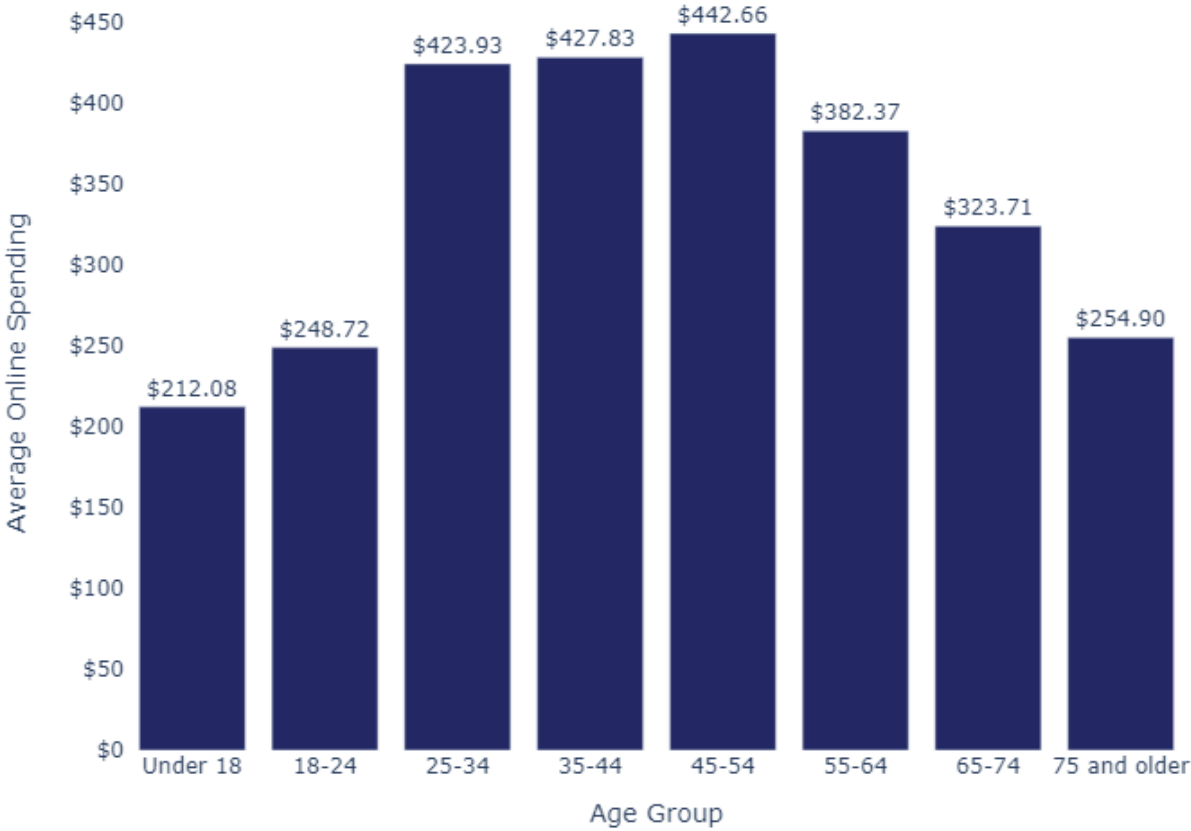
- Of the respondents, they reported that their shopping habits have changed: (From 2062 responses)
 - I buy more yarn online now.: **62%**
 - No change.: **31%**
 - I buy more yarn in person now.: **7%**

Average In-Store Spending by Age Group



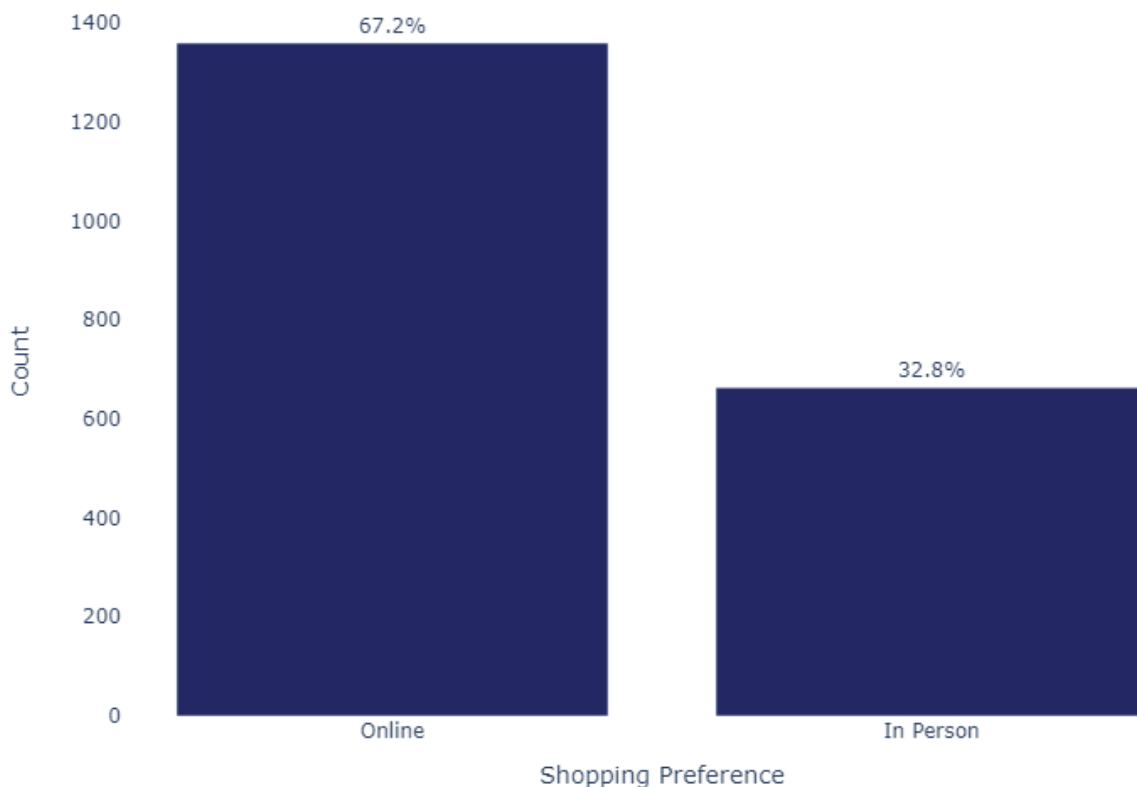
- Respondents reported making **5.0** purchases in-store per year on average, spending an average **\$42.56** per visit. On average spending **\$213.01** a year. (From 1953 responses.)
 - For ages 'Under 18': **4.9** purchases in-store per year, spending **\$47.86** per visit. On average spending **\$232.45** 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



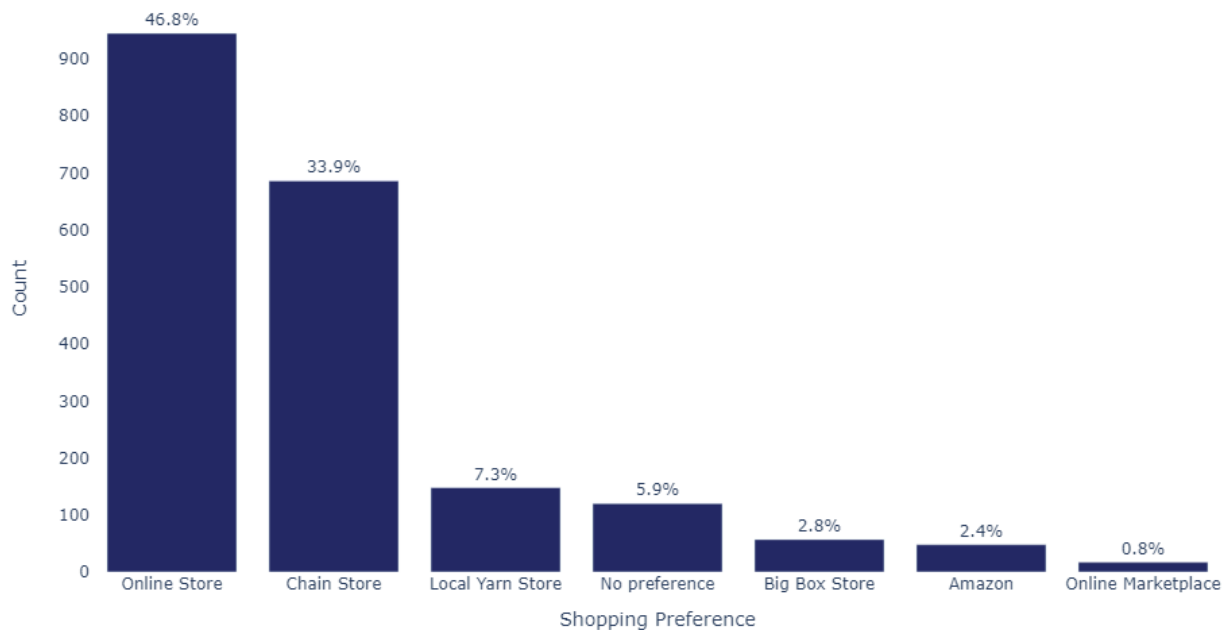
- Respondents reported making **5.7** purchases online per year on average, spending an average **\$65.87** per visit. On average spending **\$374.12** a year. (From 1977 responses.)
 - For ages 'Under 18': **3.4** purchases in-store per year, spending **\$61.86** per visit. On average spending **\$212.08** 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

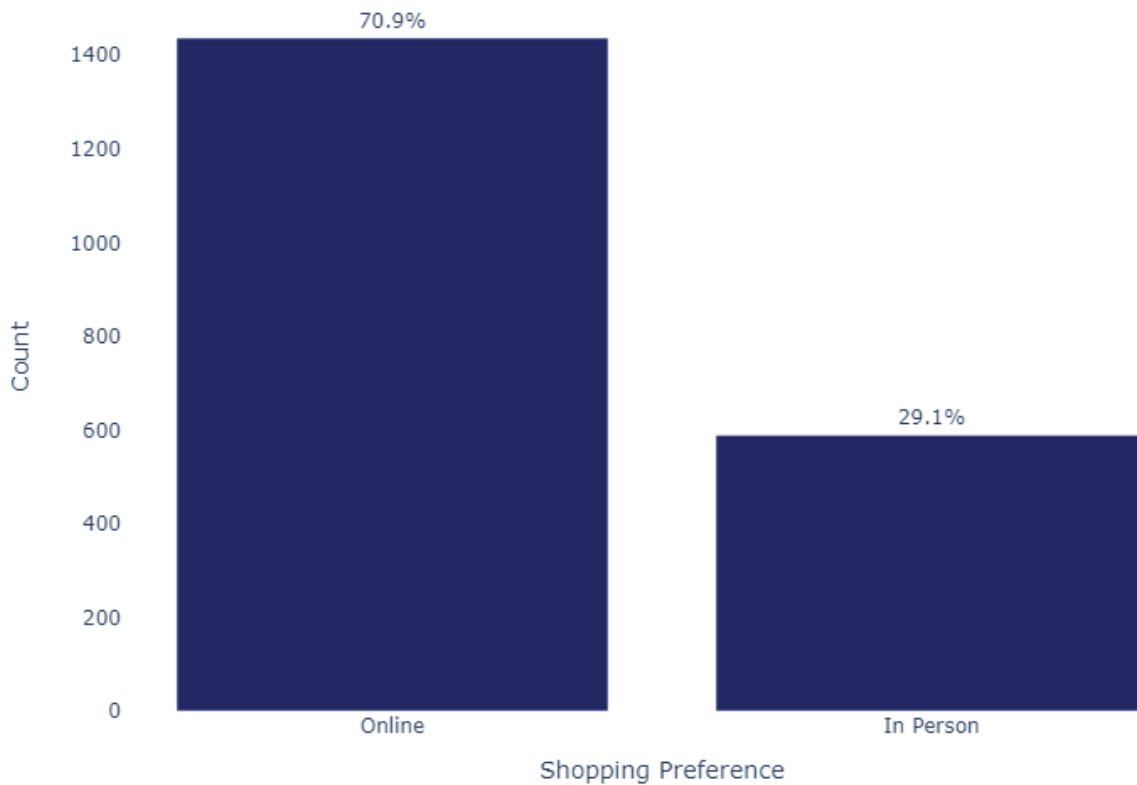


- Of the respondents **62.9%** preferred online shopping for yarn, while **30.68%** preferred shopping in person for yarn. (From 2022 responses.)
 - For ages Under 18: **22.2%** preferred shopping online, **77.8%** preferred shopping in person.
 - For ages 18-24: **62.5%** preferred shopping online, **37.5%** preferred shopping in person.
 - For ages 25-34: **71.7%** preferred shopping online, **26.6%** preferred shopping in person.
 - For ages 35-44: **74.7%** preferred shopping online, **24.0%** preferred shopping in person.
 - For ages 45-54: **66.0%** preferred shopping online, **30.4%** preferred shopping in person.
 - For ages 55-64: **64.5%** preferred shopping online, **33.5%** preferred shopping in person.
 - For ages 65-74: **59.7%** preferred shopping online, **36.2%** preferred shopping in person.
 - For ages 75 and older: **59.8%** preferred shopping online, **36.4%** preferred shopping in person.

Where Consumers "Most Often" Purchase Yarn

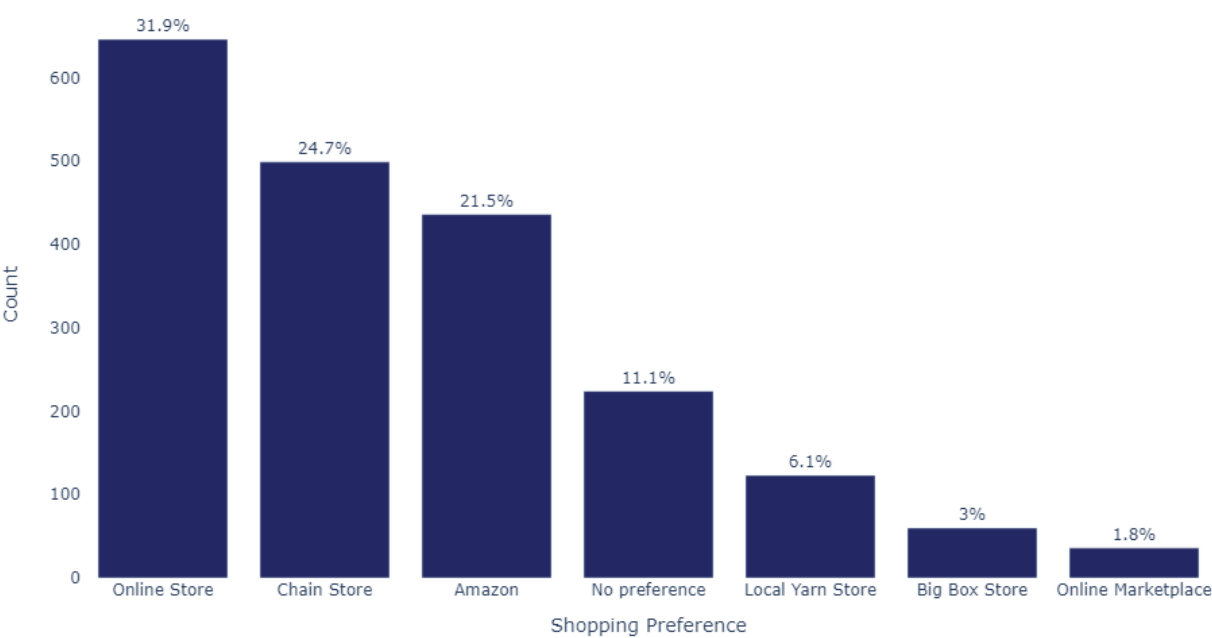


Online vs. In-Person Tools & Accessories Shopping

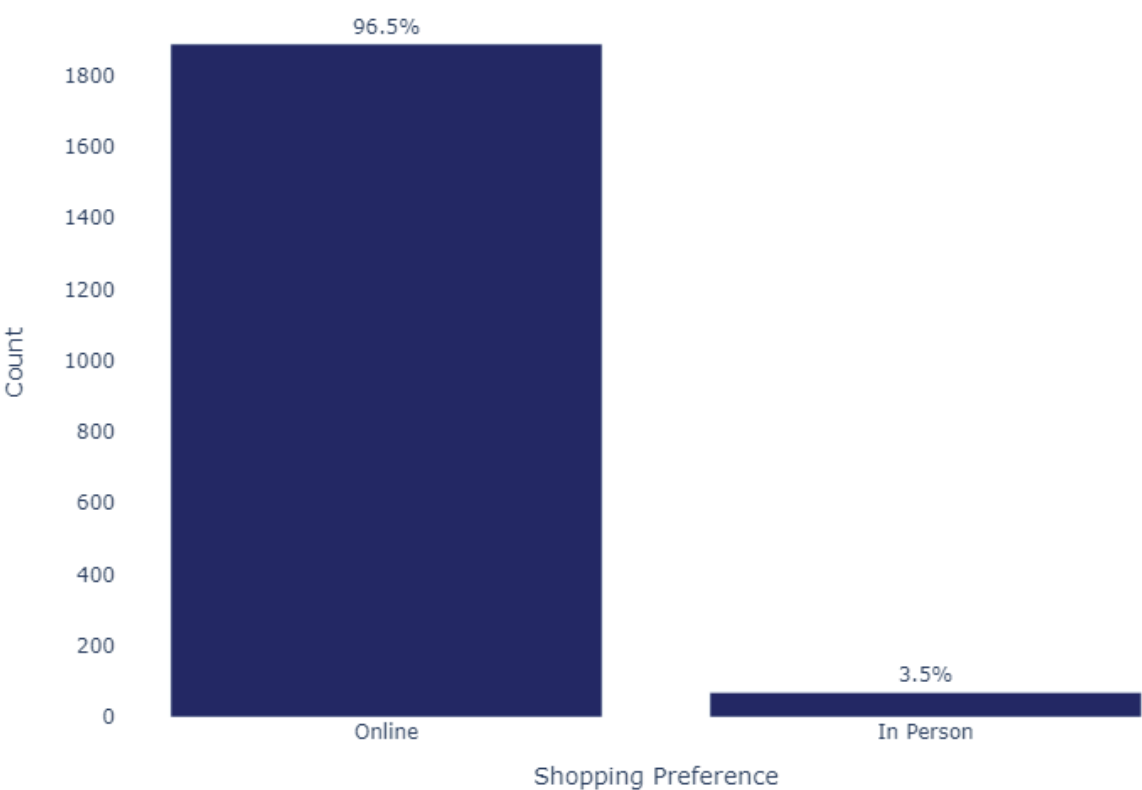


- Of the respondents **66.5%** preferred online shopping for tools & accessories, while **27.26%** preferred shopping in person for tools & accessories. (From 2026 responses.)
 - For ages Under 18: **44.4%** preferred shopping online, **55.6%** preferred shopping in person.
 - For ages 18-24: **67.5%** preferred shopping online, **32.5%** preferred shopping in person.
 - For ages 25-34: **71.7%** preferred shopping online, **26.6%** preferred shopping in person.
 - For ages 35-44: **80.1%** preferred shopping online, **18.9%** preferred shopping in person.
 - For ages 45-54: **72.1%** preferred shopping online, **25.3%** preferred shopping in person.
 - For ages 55-64: **68.8%** preferred shopping online, **28.7%** preferred shopping in person.
 - For ages 65-74: **65.5%** preferred shopping online, **31.3%** preferred shopping in person.
 - For ages 75 and older: **60.7%** preferred shopping online, **35.5%** preferred shopping in person.

Where Consumers "Most Often" Purchase Tools & Accessories

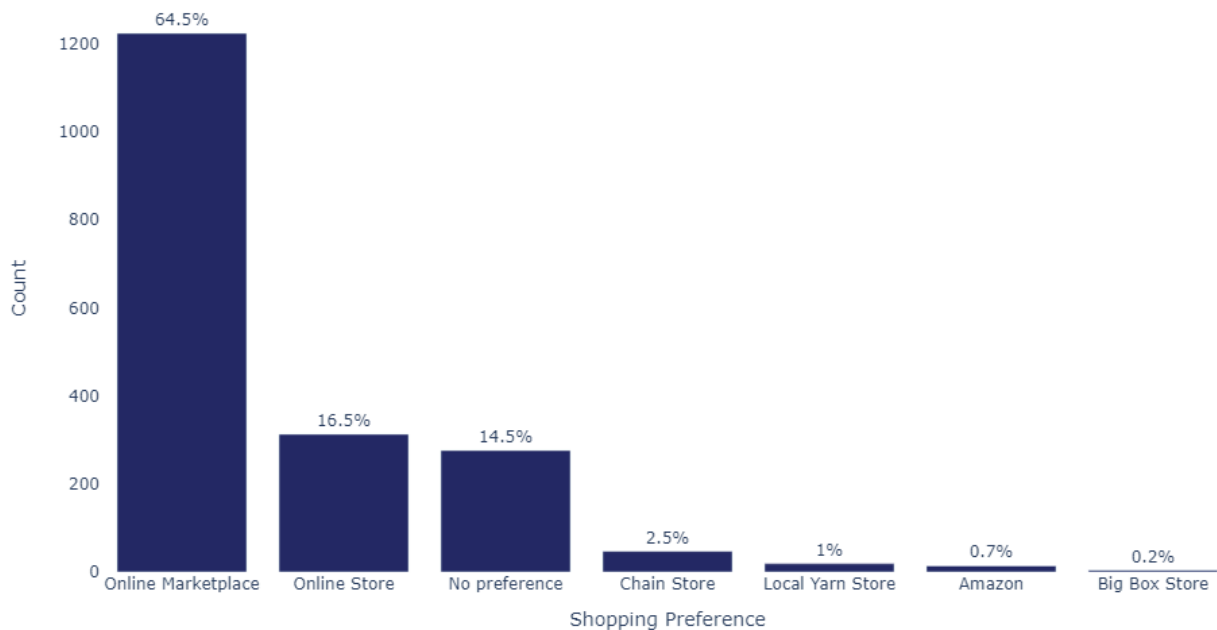


Online vs. In-Person Pattern Shopping

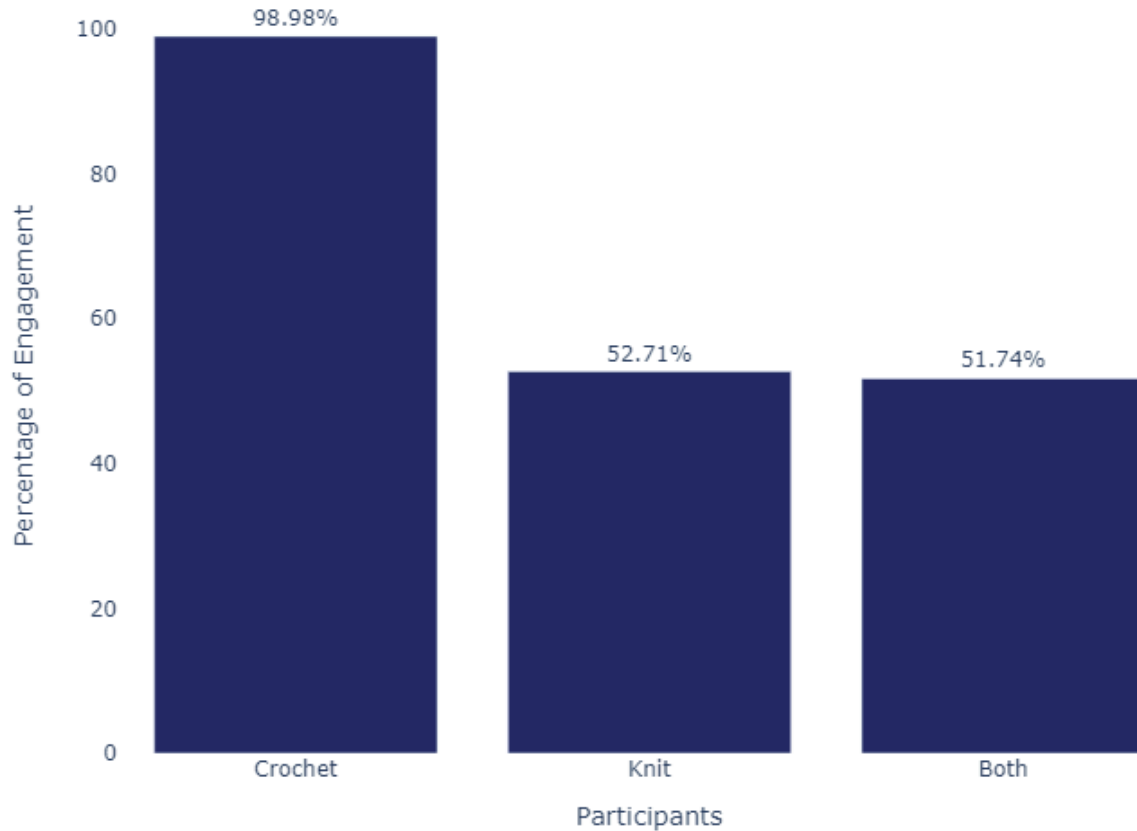


- Of the respondents **87.4%** preferred online shopping for patterns, while **3.19%** preferred shopping in person for patterns. (From 1958 responses.)
 - For ages Under 18: **66.7%** preferred shopping online, **11.1%** preferred shopping in person.
 - For ages 18-24: **92.5%** preferred shopping online, **0.0%** preferred shopping in person.
 - For ages 25-34: **96.0%** preferred shopping online, **0.6%** preferred shopping in person.
 - For ages 35-44: **96.3%** preferred shopping online, **1.7%** preferred shopping in person.
 - For ages 45-54: **95.3%** preferred shopping online, **1.4%** preferred shopping in person.
 - For ages 55-64: **91.4%** preferred shopping online, **2.3%** preferred shopping in person.
 - For ages 65-74: **85.4%** preferred shopping online, **7.0%** preferred shopping in person.
 - For ages 75 and older: **85.0%** preferred shopping online, **6.5%** preferred shopping in person.

Where Consumers "Most Often" Purchase Patterns

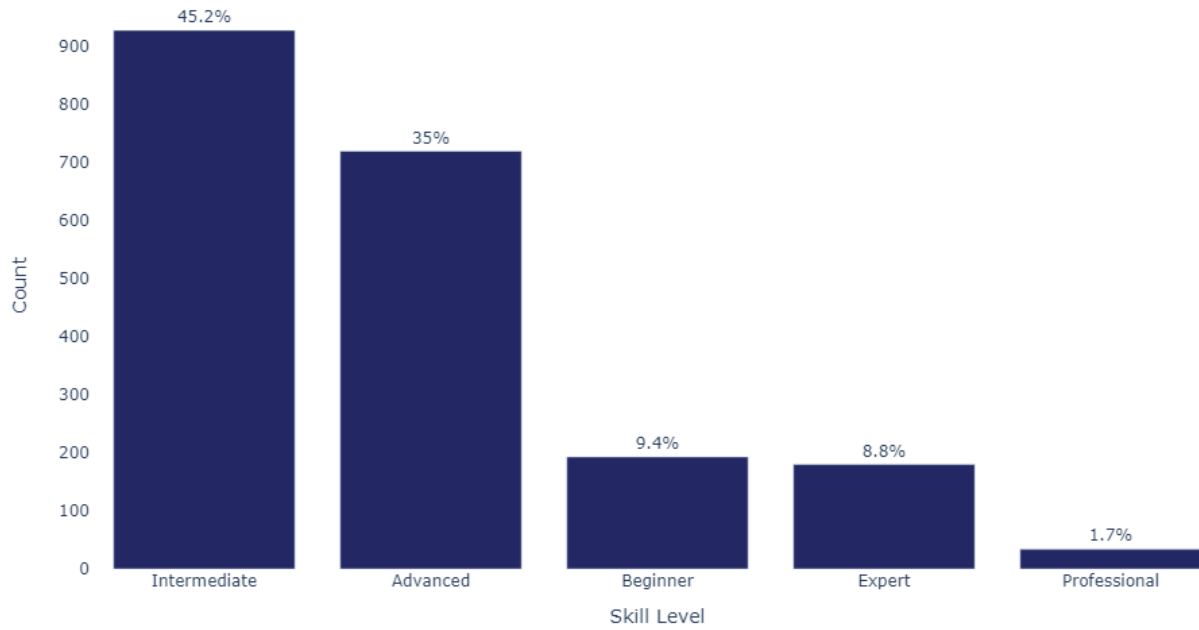


Respondents That Crochet or Knit



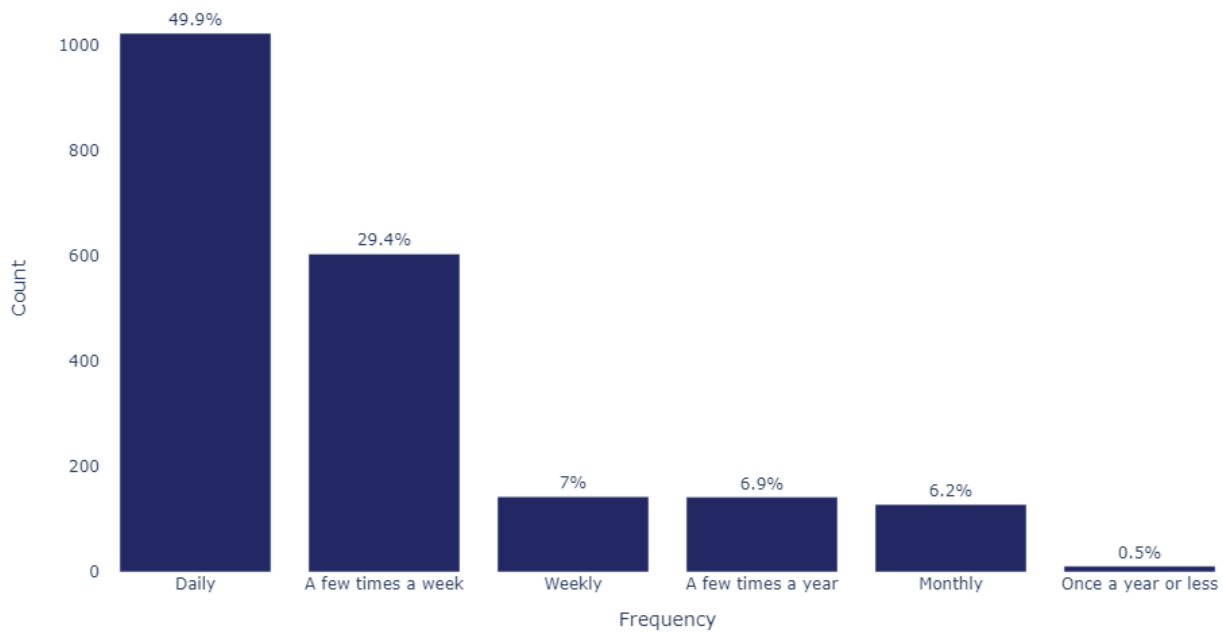
- Of the respondents, **99.0%** responded 'Yes' to crocheting, **52.71%** responded 'Yes' to knitting, while **51.74%** of respondents engage in both. (From 2161 responses.)
 - For ages Under 18, **100.0%** crochet, **44.4%** knit, and **44.4%** do both.
 - For ages 18-24, **100.0%** crochet, **50.0%** 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



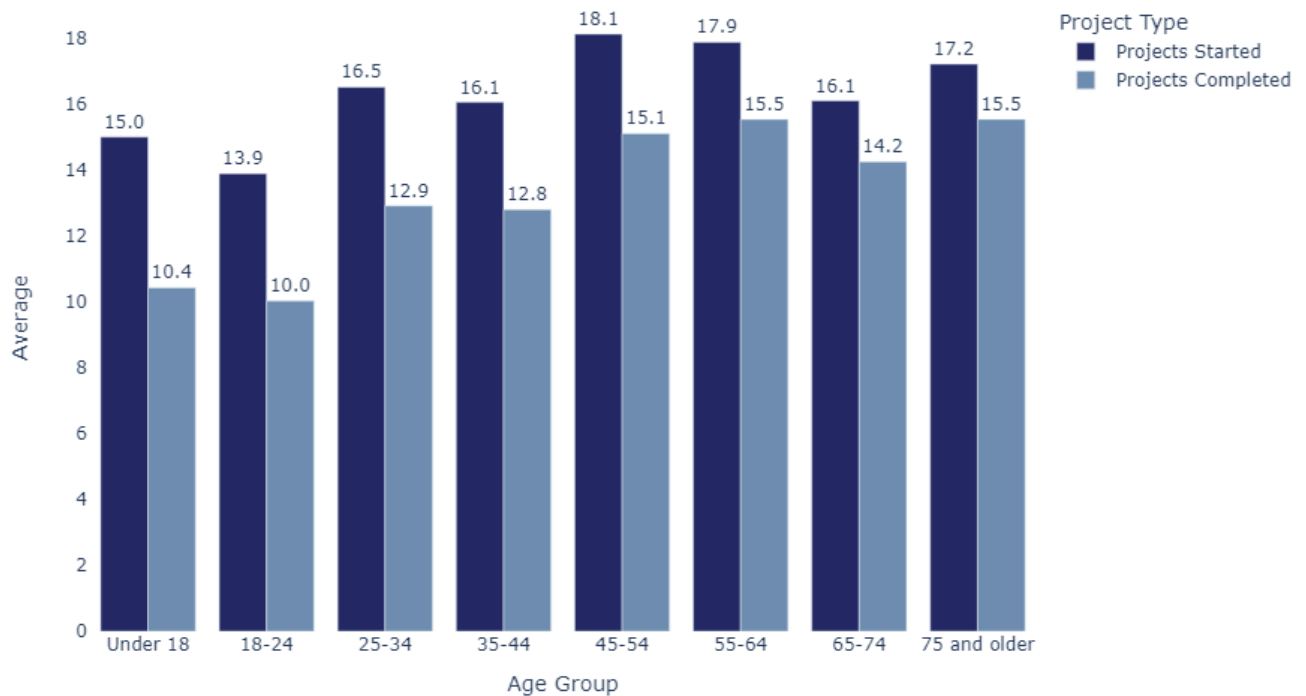
- Of the respondents who crochet, they rate their skill level as the following: (From 2139 responses.)
 - Intermediate: **45.15%**.
 - Advanced: **35.02%**.
 - Beginner: **9.40%**.
 - Expert: **8.77%**.
 - Professional: **1.66%**.

Crochet Frequency



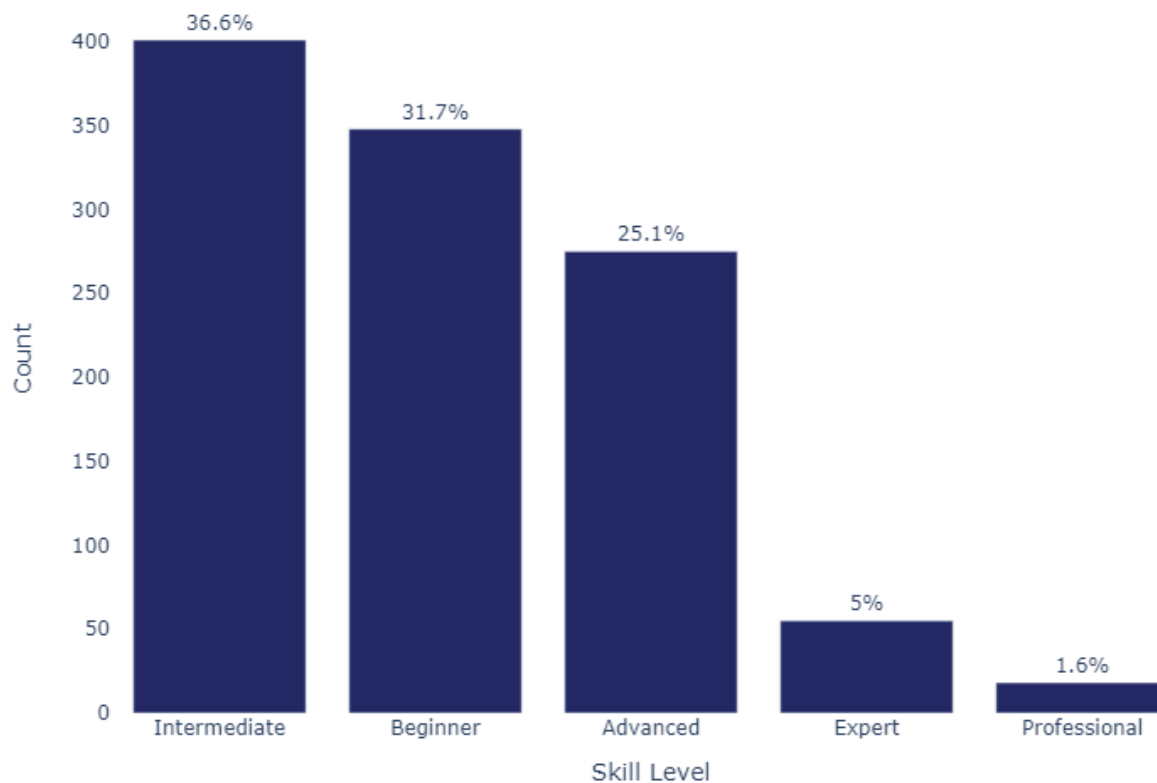
- Of the respondents who crochet, the frequency they do so is: (From 2139 responses.)
 - Daily: **49.88%**
 - A few times a week: **29.45%**
 - Weekly: **6.97%**
 - A few times a year: **6.92%**
 - Monthly: **6.24%**
 - Once a year or less: **0.54%**

Crocheter's Started/Completed Projects



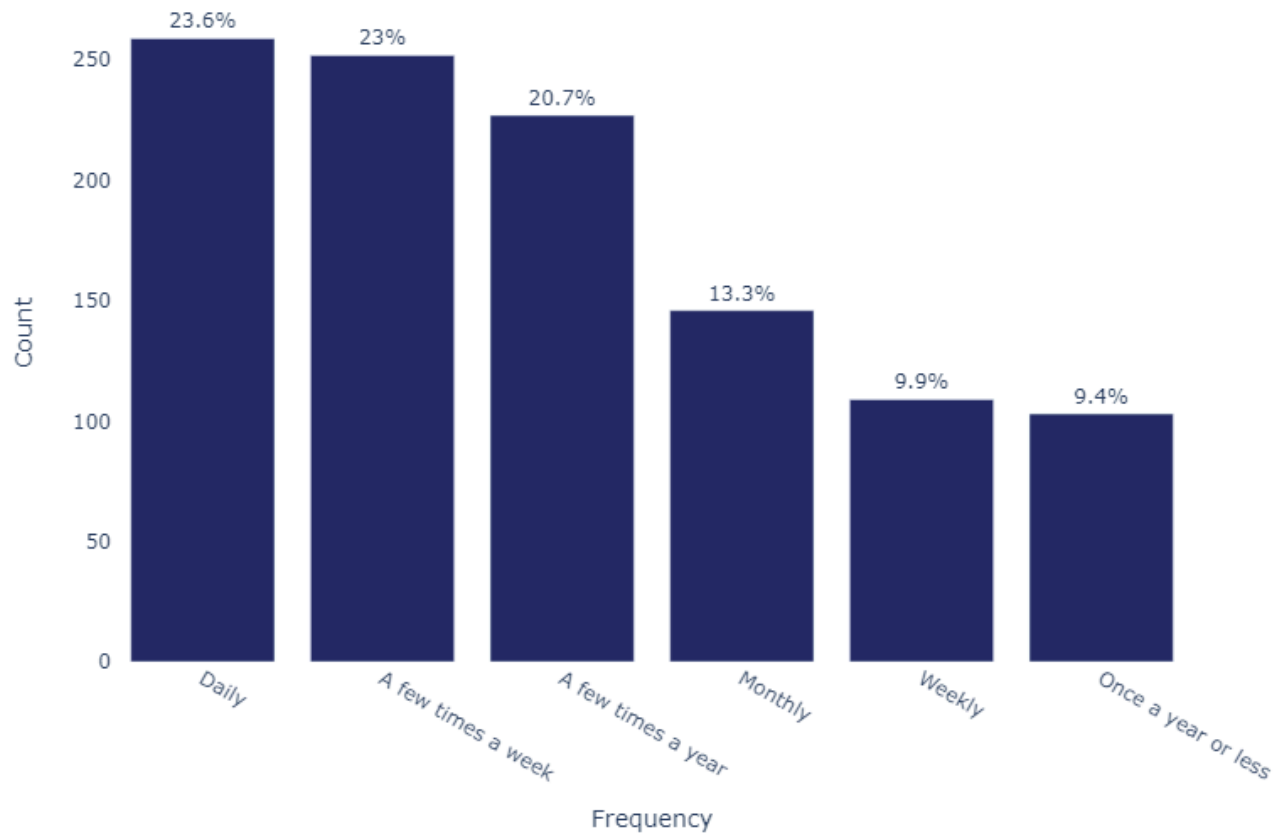
- Of the respondents, on average they start **17.0** crochet projects a year, and on average they complete **14.4** crochet projects a year. (From 2139 responses.)
 - For ages Under 18: They start **15.0** projects, and complete **10.4** projects a year.
 - For ages 18-24: They start **13.9** projects, 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



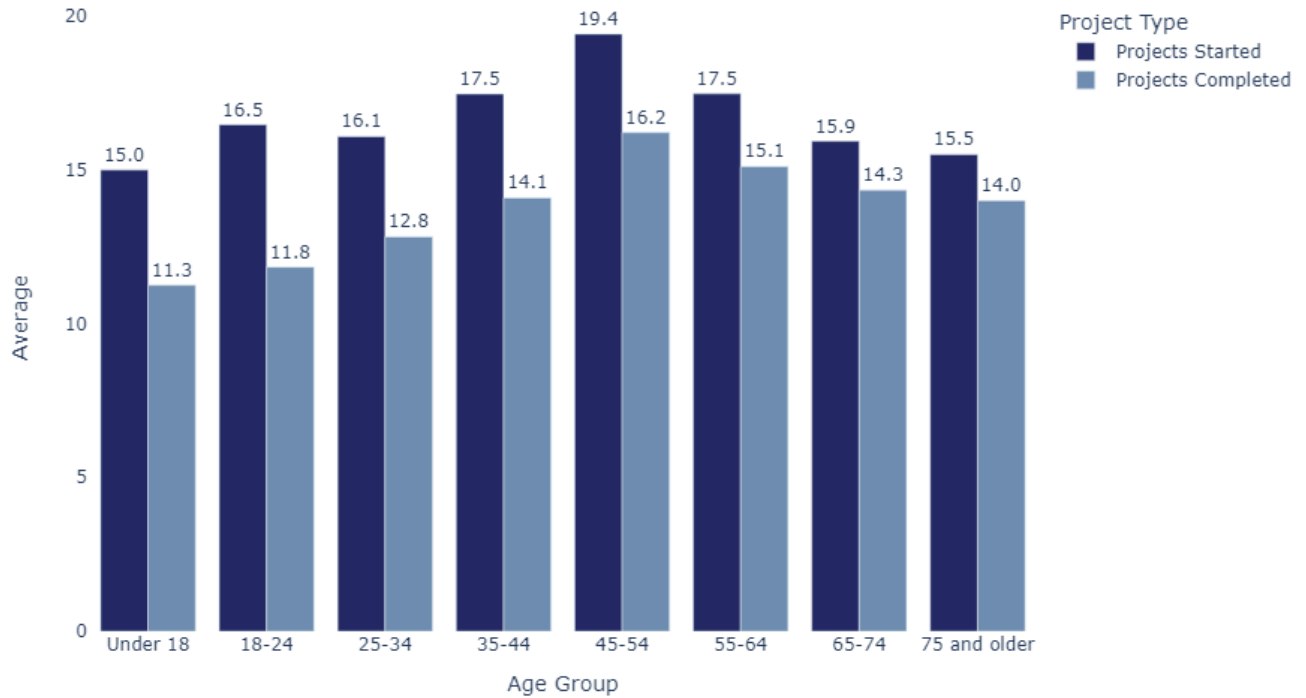
- Of the respondents who knit, they rate their skill level as the following: (From 1139 responses.)
 - Intermediate: **36.55%**.
 - Beginner: **31.72%**.
 - Advanced: **25.07%**.
 - Expert: **5.01%**.
 - Professional: **1.64%**.

Knitting Frequency



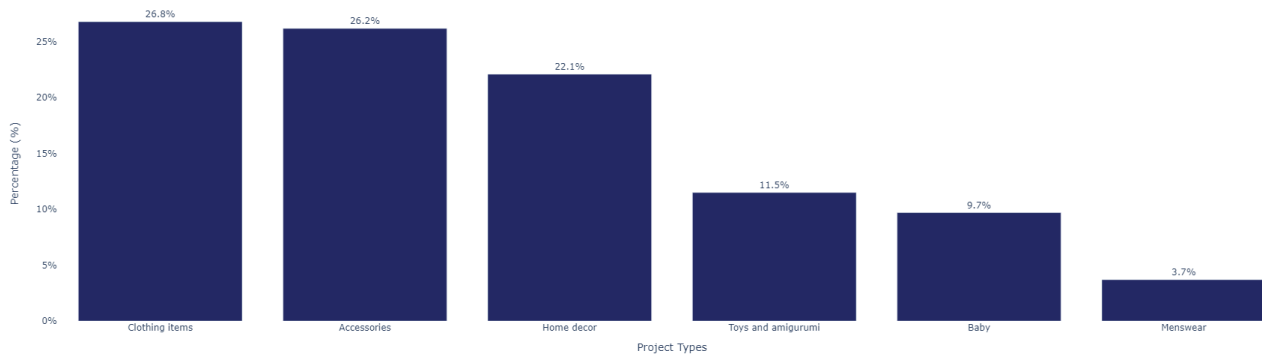
- Of the respondents who knit, the frequency they do so is: (From 1139 responses.)
 - Daily: **23.63%**.
 - A few times a week: **22.99%**.
 - A few times a year: **20.71%**.
 - Monthly: **13.32%**.
 - Weekly: **9.95%**.
 - Once a year or less: **9.40%**.

Knitter's Started/Completed Projects



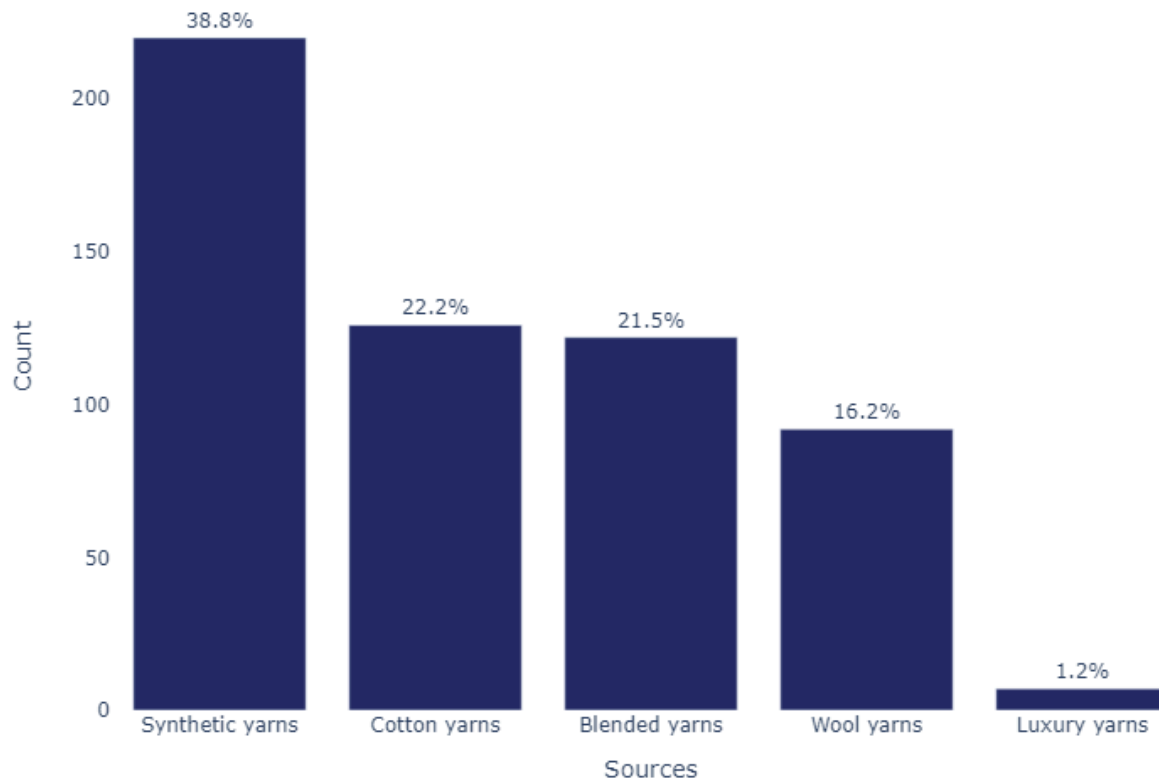
- Of the respondents, on average they start **17.2** knitting projects a year, and on average they complete **14.6** knitting projects a year. (From 1139 responses.)
 - For ages Under 18: They start **15.0** projects, and complete **11.2** projects a year.
 - For ages 18-24: They start **16.5** projects, 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

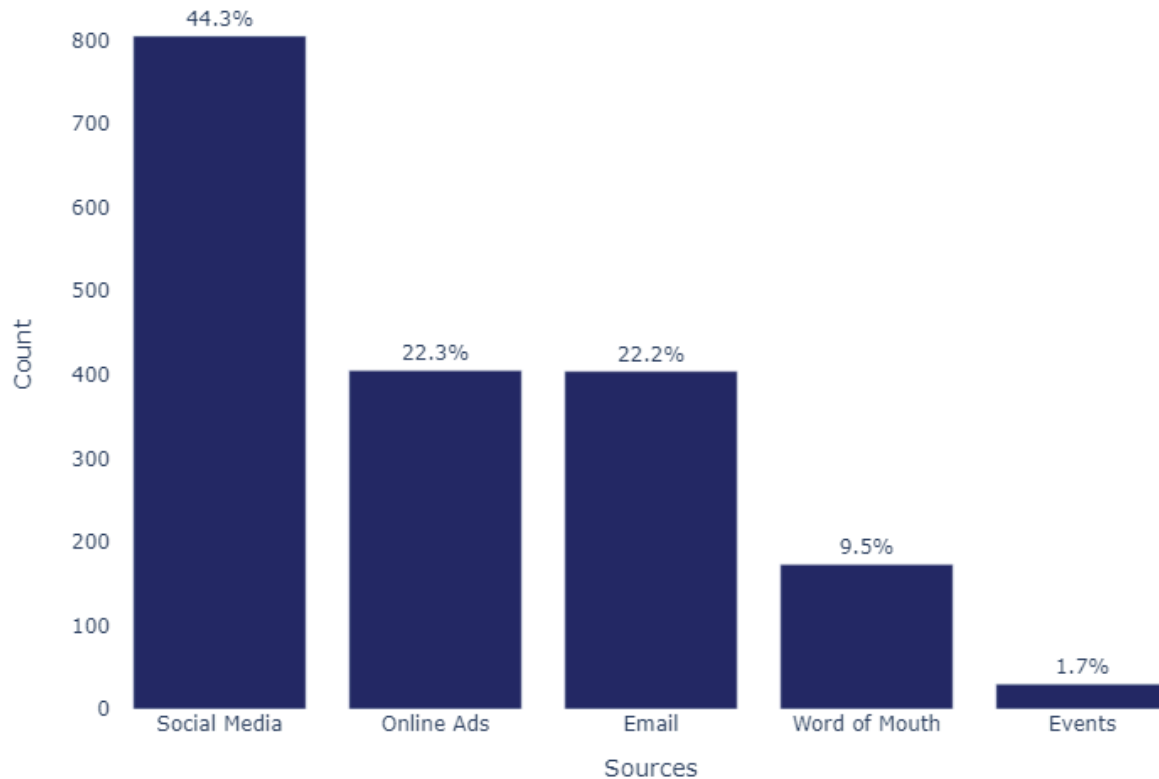


- Of the respondents, their preferred yarn fiber is: (From 567 responses.)
 - For ages Under 18: Preferred **Cotton yarns (100.0%)**.
 - For ages 18-24: Preferred **Synthetic yarns (70.0%)**, then **Cotton yarns (20.0%)**, followed by **Wool yarns (10.0%)**.
 - For ages 25-34: Preferred **Synthetic yarns (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

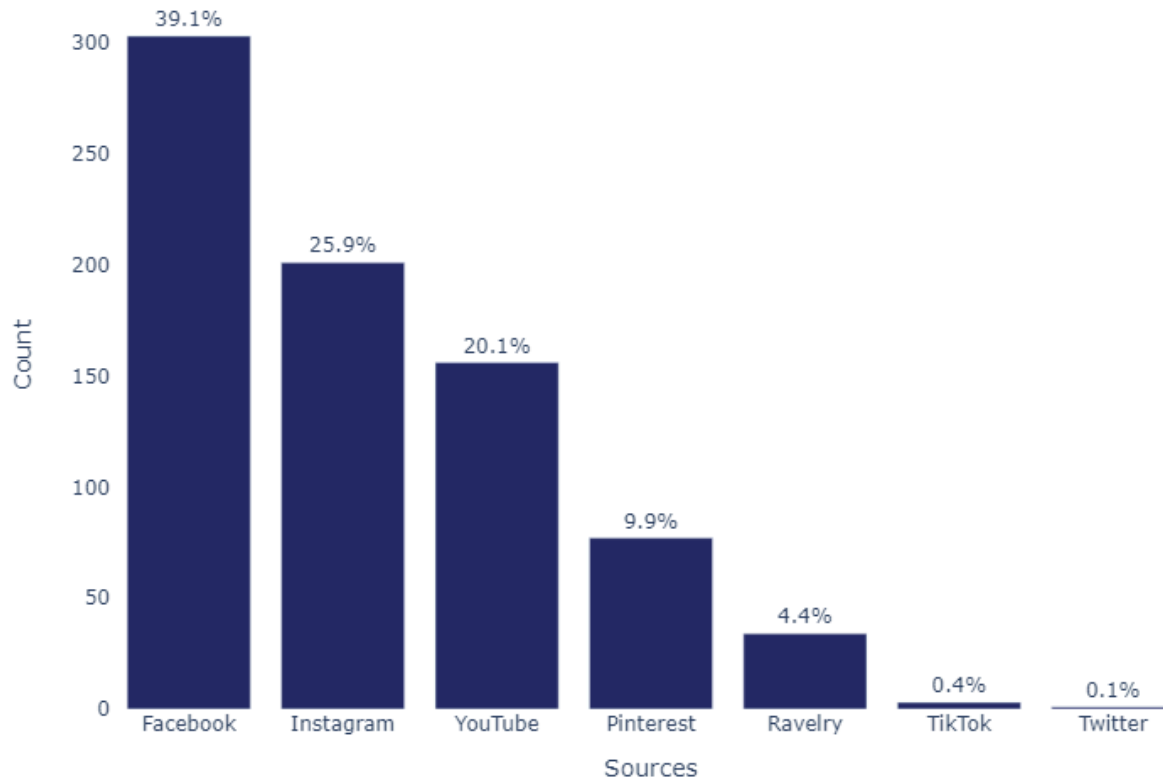
Cotton yarns	Blended yarns	Synthetic yarns	Wool yarns	Luxury yarns
quality: 14	pattern: 13	easy: 20	prefer: 14	soft: 3
natural: 10	color: 12	color: 16	natural: 10	buy: 2
color: 9	easy: 8	care: 15	use: 8	family: 2
good: 8	good: 7	washable: 9	color: 8	softer: 2
love: 7	quality: 7	work: 9	quality: 7	le: 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



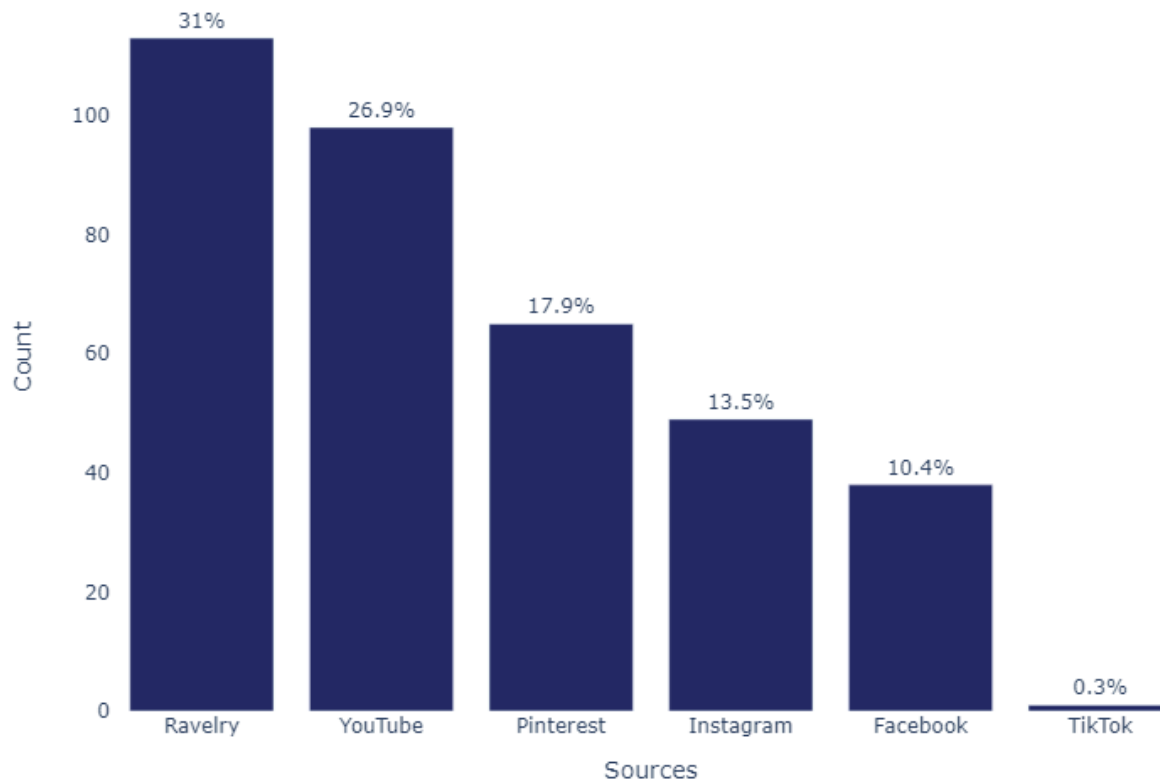
- Of the respondents, the most popular brand discovery sources are: (From 2042 responses.)
 - For ages Under 18: Preferred **Social Media (42.9%)**, then **Email (28.6%)**, followed by **Word of Mouth (28.6%)**.
 - For ages 18-24: Preferred **Social Media (36.4%)**, then **Email (30.3%)**, followed by **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



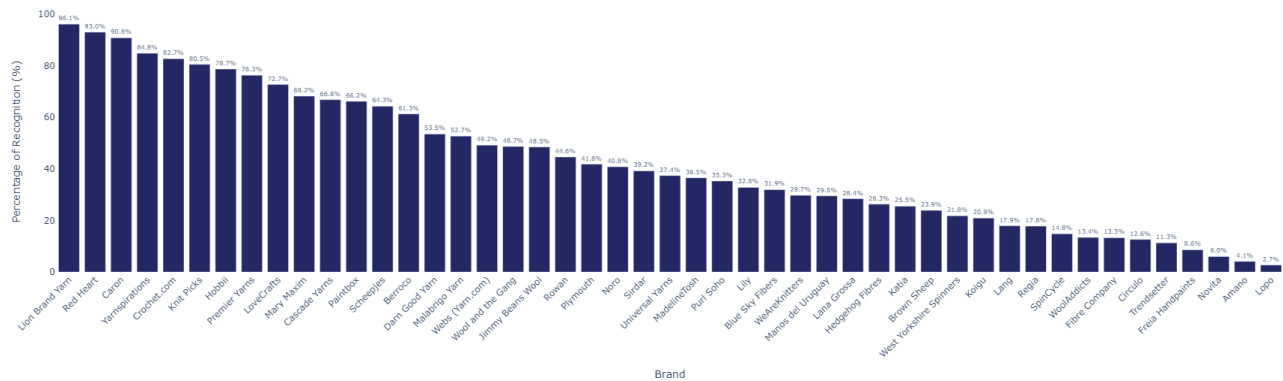
- Of the respondents that discovered a brand through social media, the most popular is: (From 775 responses.)
 - For ages Under 18: Preferred **YouTube (66.7%)** and **Instagram (33.3%)**.
 - For ages 18-24: Preferred **YouTube (70.0%)**, then **Instagram (20.0%)**, followed by **Pinterest (10.0%)**.
 - 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

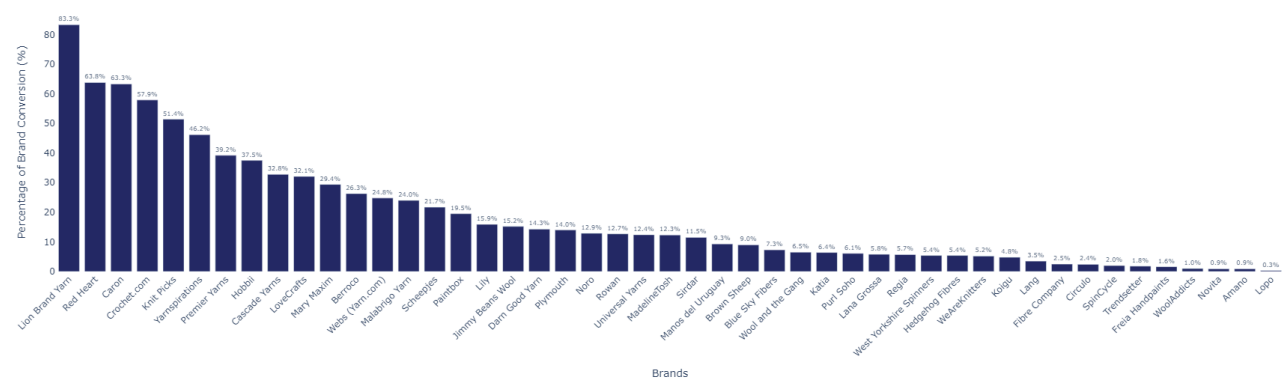


- Of the respondents, the most popular social media platform for inspiration is: (From 364 responses.)
 - For ages Under 18: Preferred **Ravelry (100.0%)**.
 - For ages 18-24: Preferred **YouTube (33.3%)**, then **Instagram (33.3%)**, followed by **Ravelry (16.7%)**.
 - For ages 25-34: Preferred **Ravelry (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%)**.

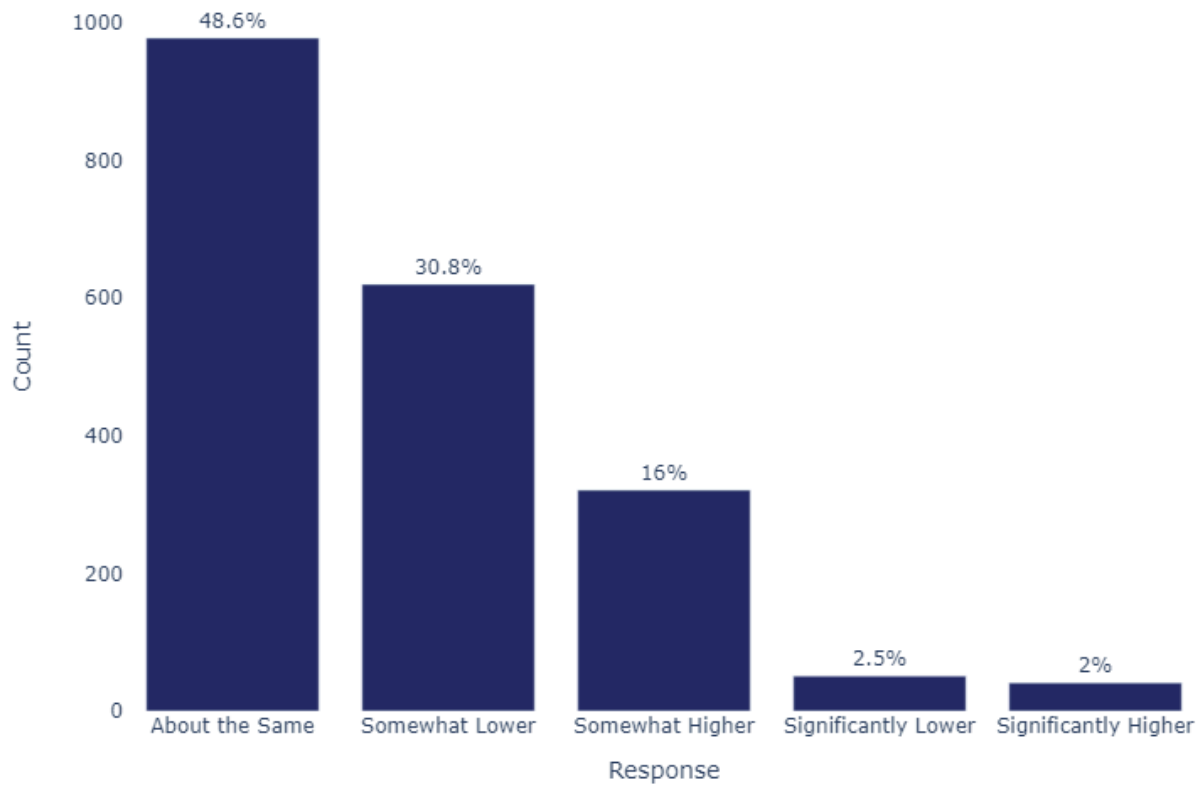
Brand Recognition



Brand Conversion

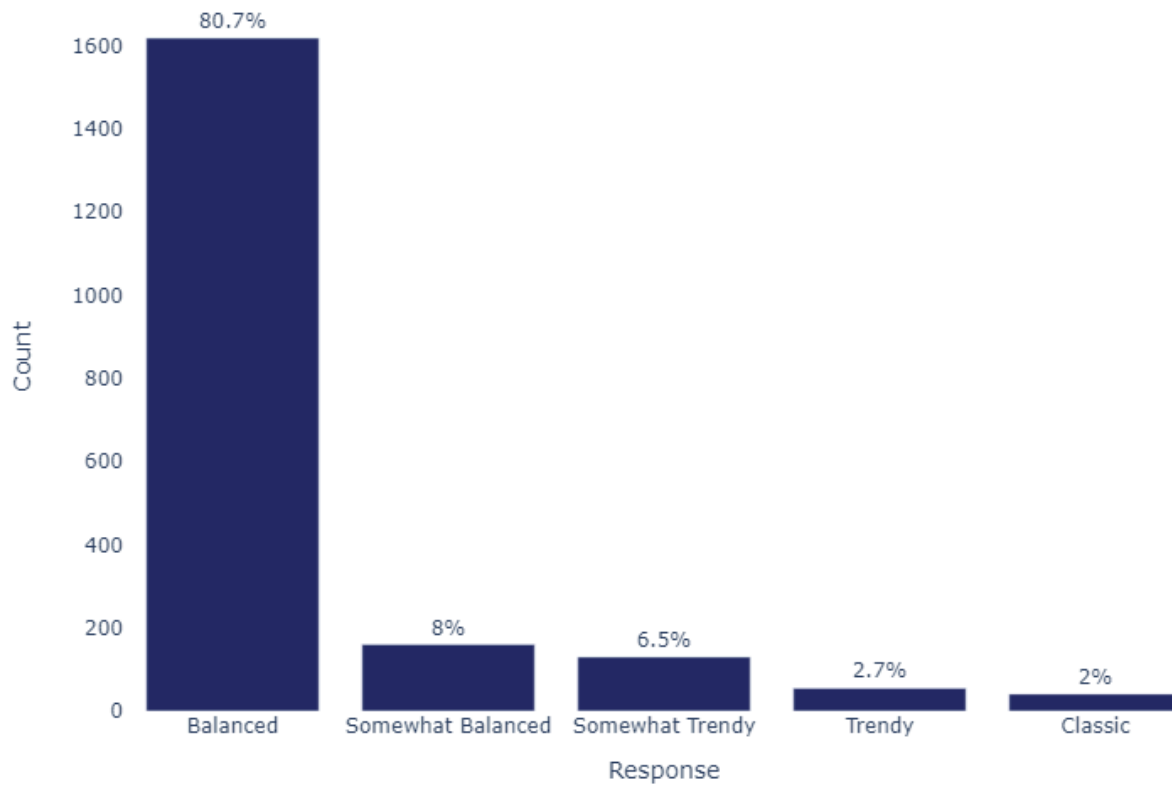


Pricing Compared To Competitors



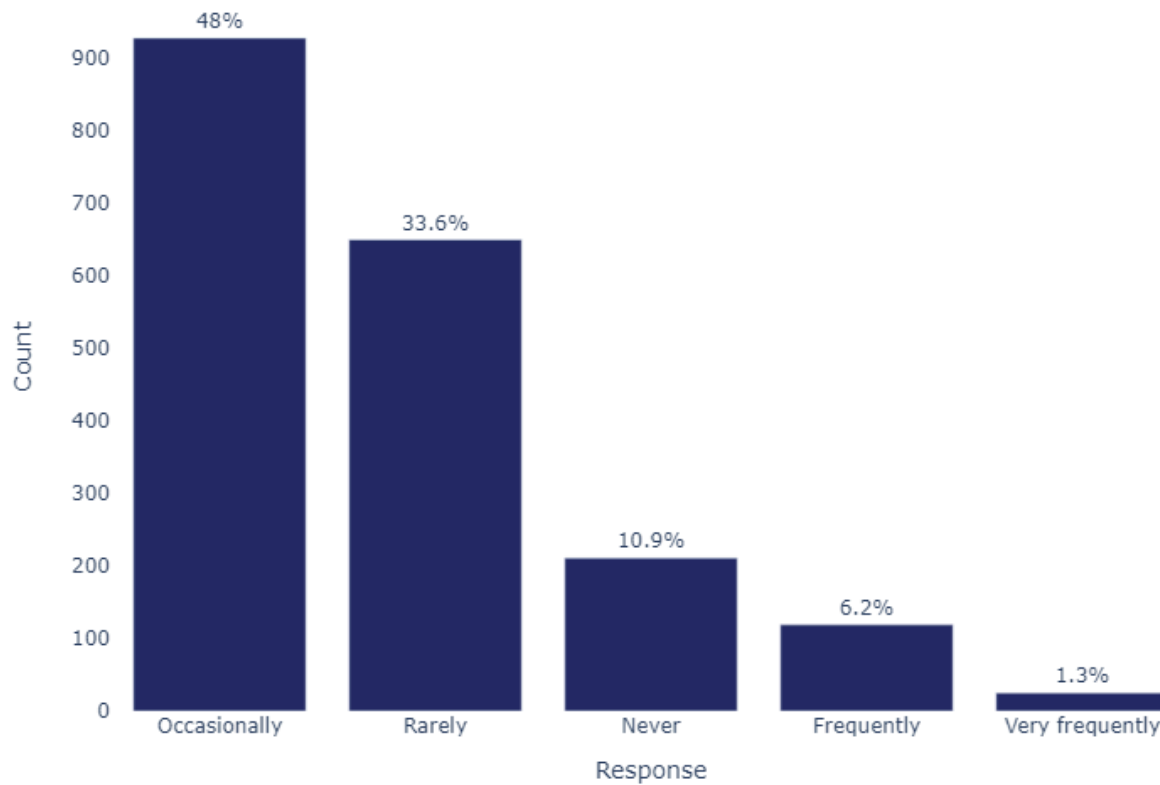
- Of the respondents, when asked about to rate the price of our products compared to competitors:
(From 2011 responses)
 - About the Same: **(49%)**
 - Somewhat Lower: **(31%)**
 - Somewhat Higher: **(16%)**
 - Significantly Lower: **(3%)**
 - Significantly Higher: **(2%)**

Classic vs. Trendy Yarn



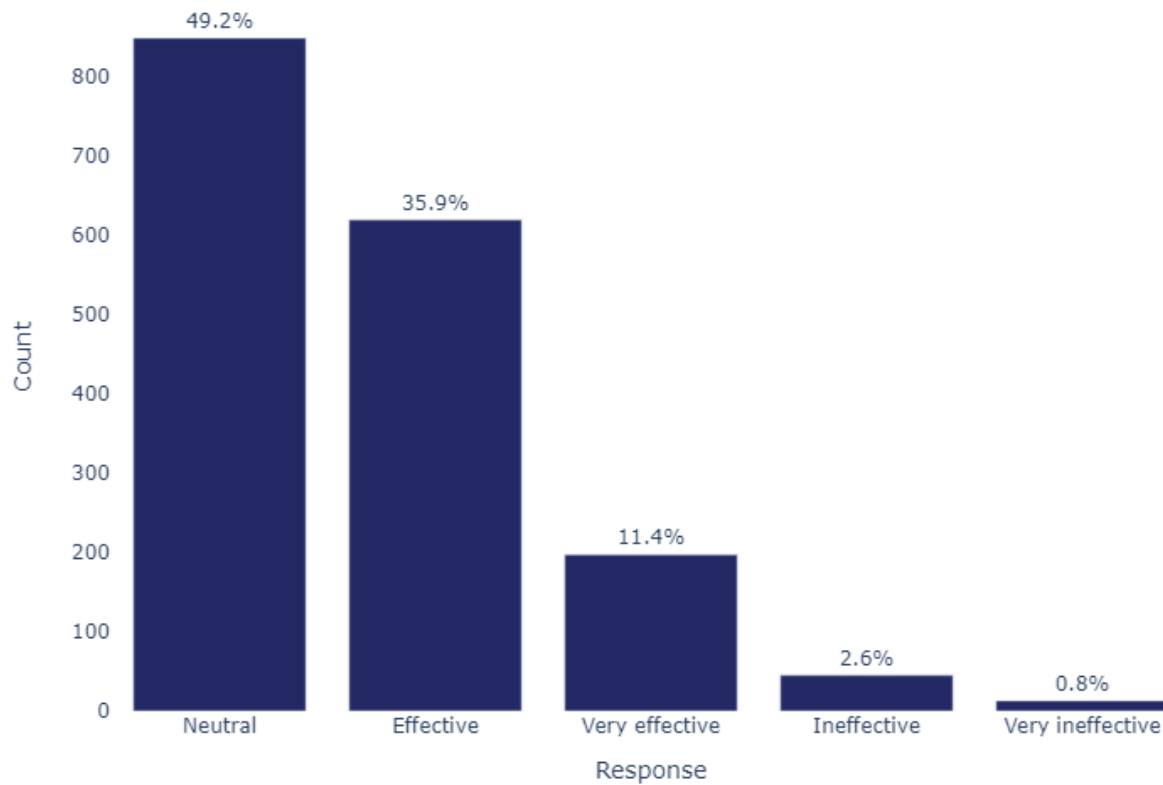
- Of the respondents, when asked about the balance between classic and trendy yarns in our selection:
(From 2004 responses)
 - Balanced: **(81%)**
 - Somewhat Balanced: **(8%)**
 - Somewhat Trendy: **(6%)**
 - Trendy: **(3%)**
 - Classic: **(2%)**

Out-of-stock Occurrence



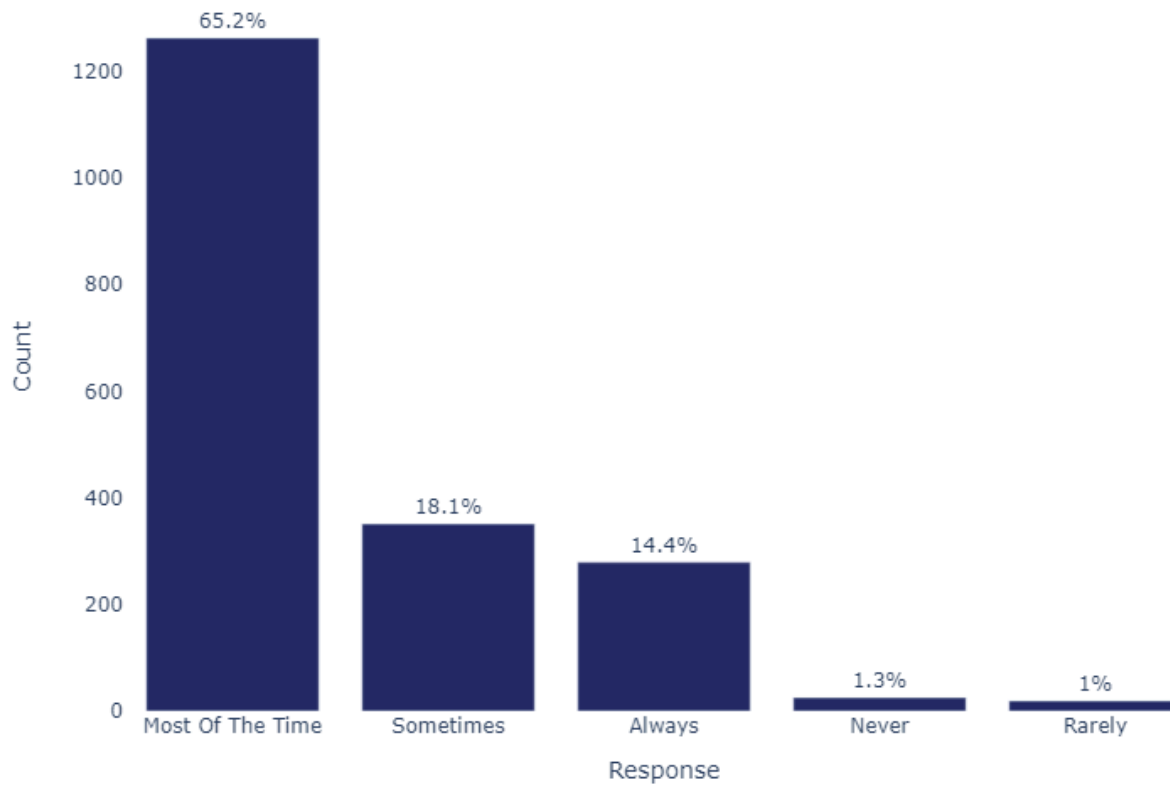
- Of the respondents, when asked about how often is something you want from our website out-of-stock: (From 1933 responses)
 - Occasionally: **(48%)**
 - Rarely: **(34%)**
 - Never: **(11%)**
 - Frequently: **(6%)**
 - Very frequently: **(1%)**

Out-Of-Stock Communication



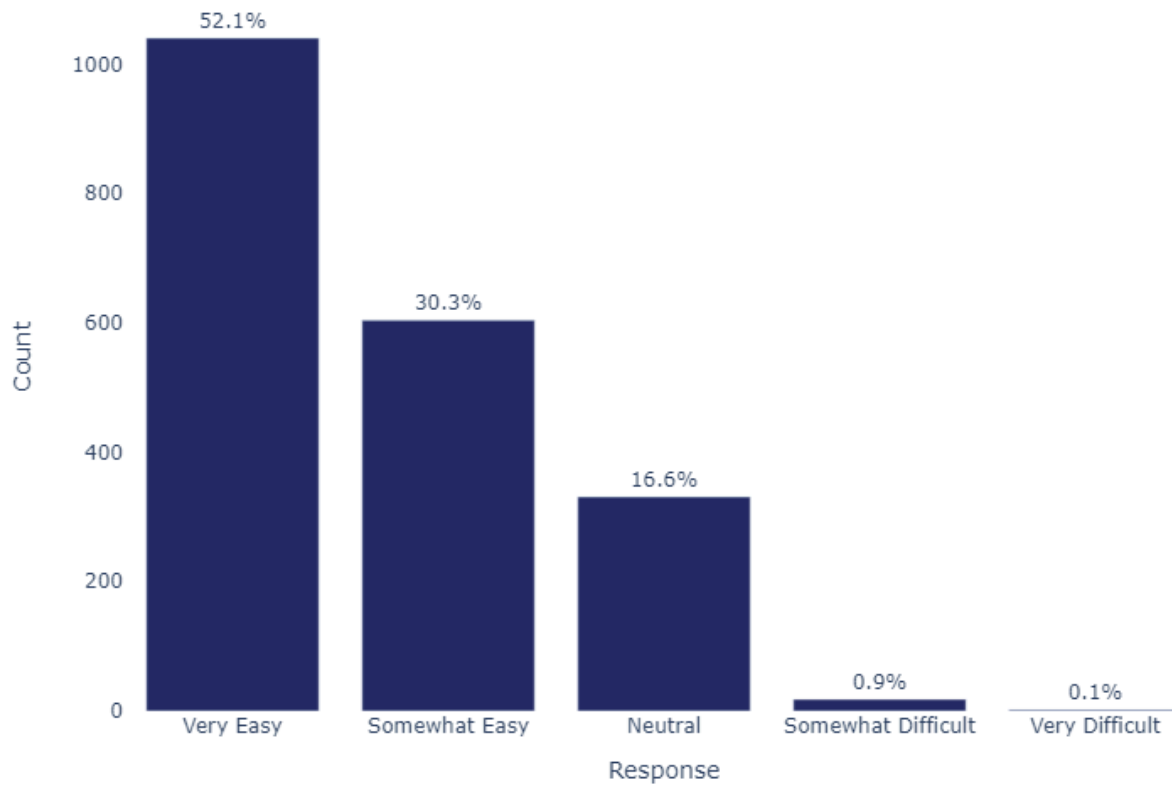
- Of the respondents who experienced out-of-stock issues, when asked about how effective is our communication is: (From 1722 responses)
 - Neutral: **(49%)**
 - Effective: **(36%)**
 - Very effective: **(11%)**
 - Ineffective: **(3%)**
 - Very ineffective: **(1%)**

One-Stop Shopping Experience



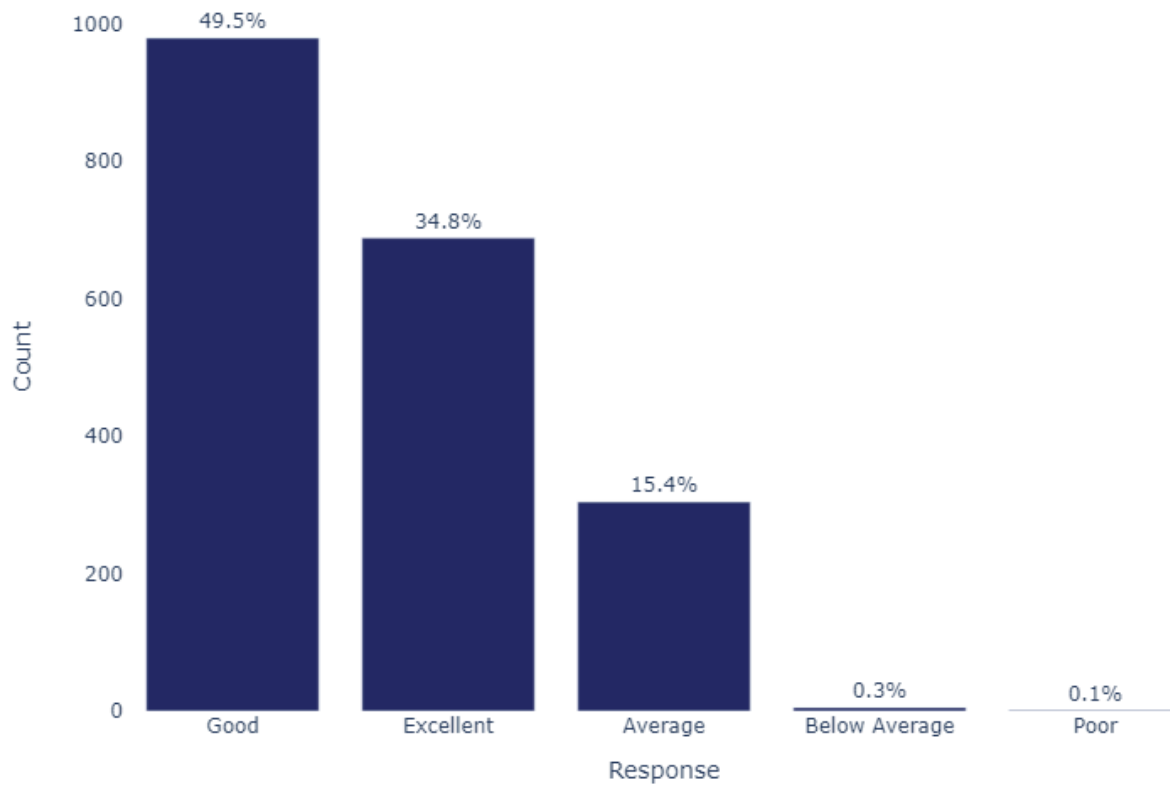
- Of the respondents, when asked if they were able to find everything they need for a project on our website: (From 1937 responses)
 - Most Of The Time: **(65%)**
 - Sometimes: **(18%)**
 - Always: **(14%)**
 - Never: **(1%)**
 - Rarely: **(1%)**

Ease of Website Navigation

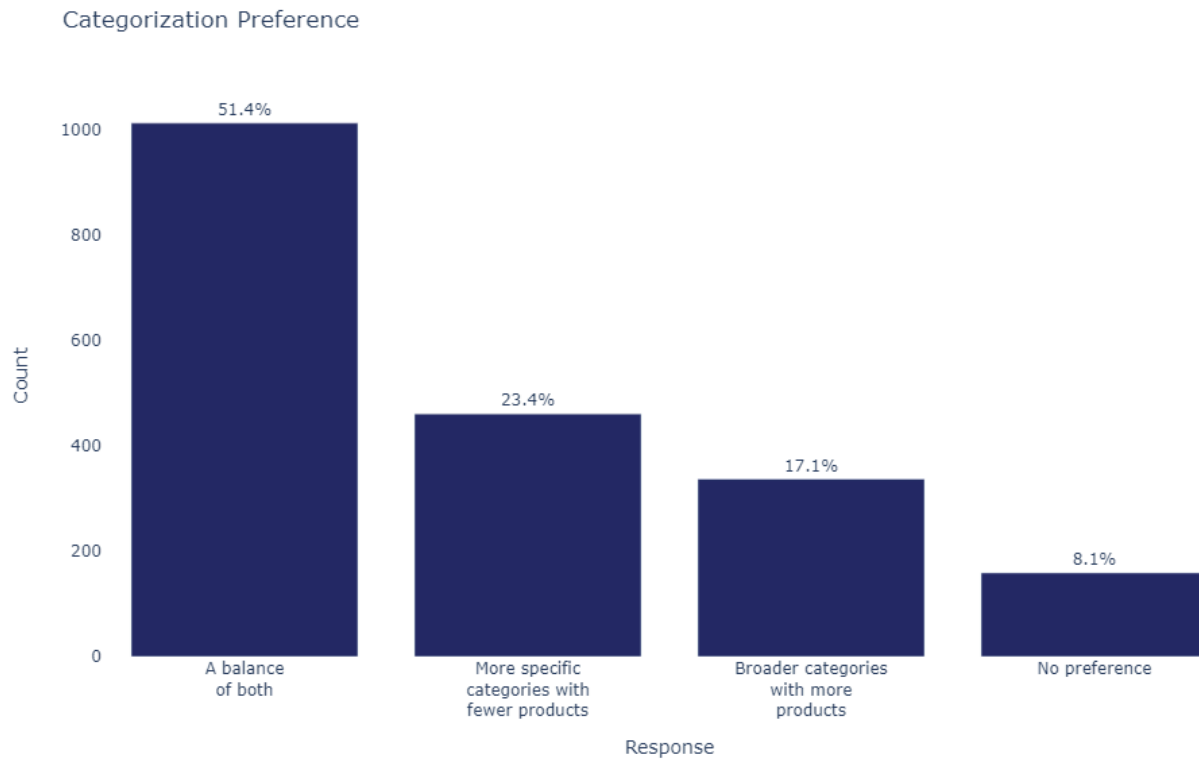


- Of the respondents, when asked the difficulty of navigating our website to browse products: (From 1995 responses)
 - Very Easy: **(52%)**
 - Somewhat Easy: **(30%)**
 - Neutral: **(17%)**
 - Somewhat Difficult: **(1%)**
 - Very Difficult: **(0%)**

Website Organization

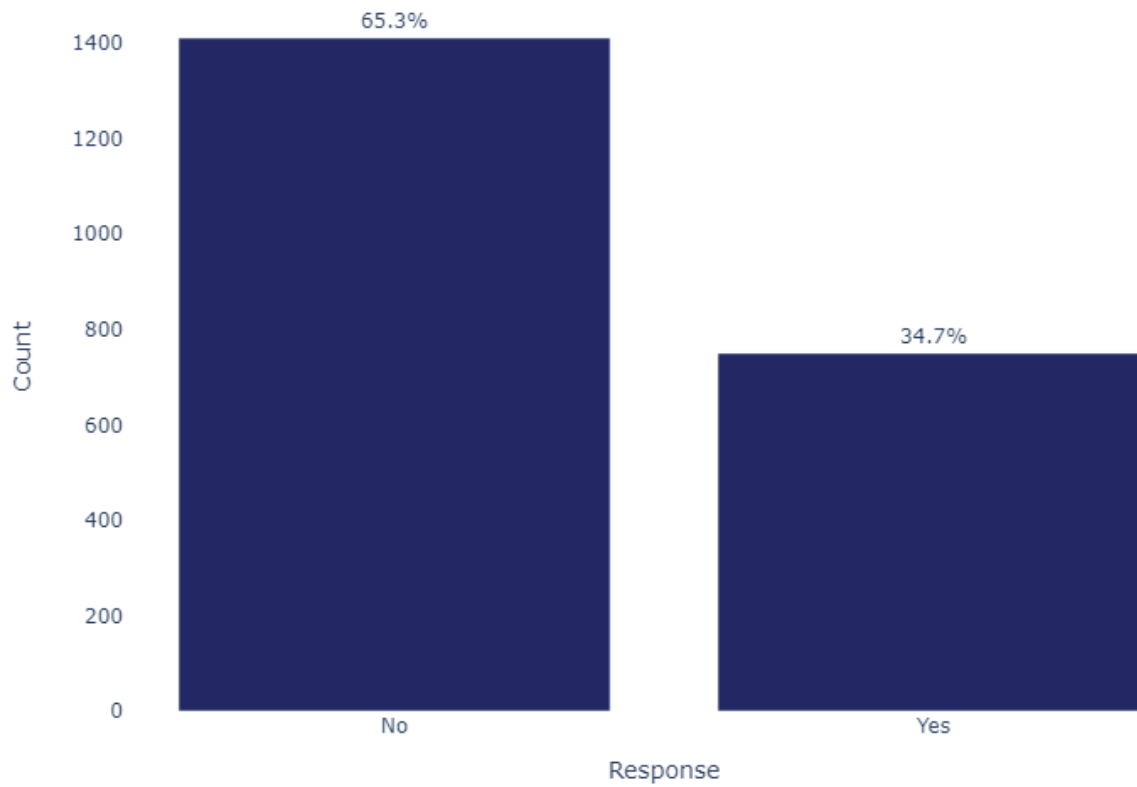


- Of the respondents, when asked how they would rate the organization and categorization of products on our site: (From 1977 responses)
 - Good: **(50%)**
 - Excellent: **(35%)**
 - Average: **(15%)**
 - Below Average: **(0%)**
 - Poor: **(0%)**



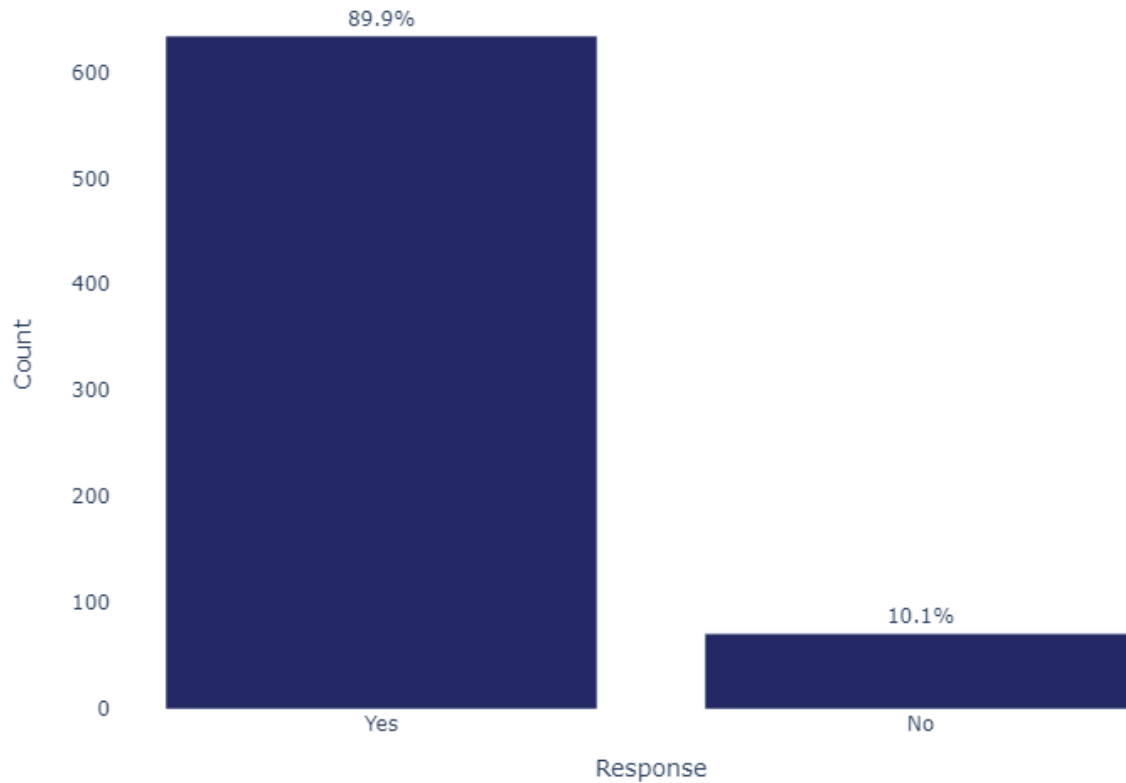
- Of the respondents, when asked if they prefer broader categories with more products or more specific categories with fewer products: (From 1970 responses)
 - A balance of both: **(51%)**
 - More specific categories with fewer products: **(23%)**
 - Broader categories with more products: **(17%)**
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

Received Catalog



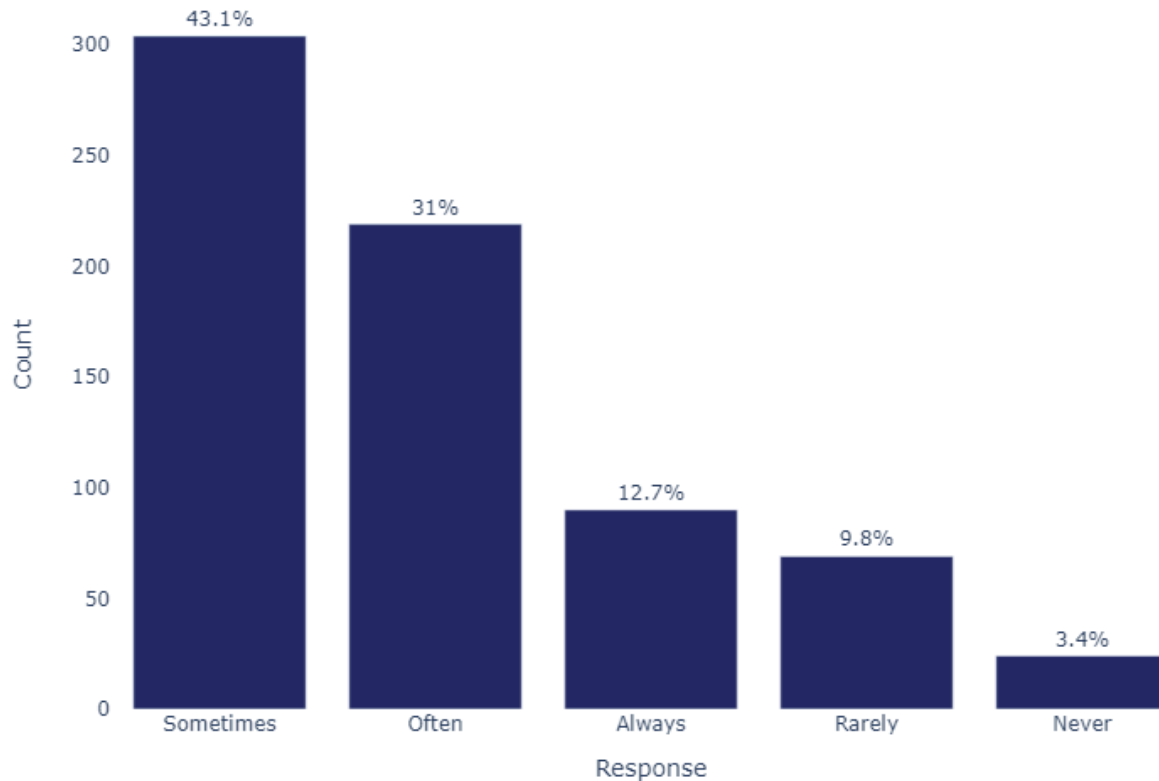
- Of the respondents, when asked if they have received one of our catalogs before: (From 2161 responses)
 - No: **(65%)**
 - Yes: **(35%)**

Catalog Enjoyment



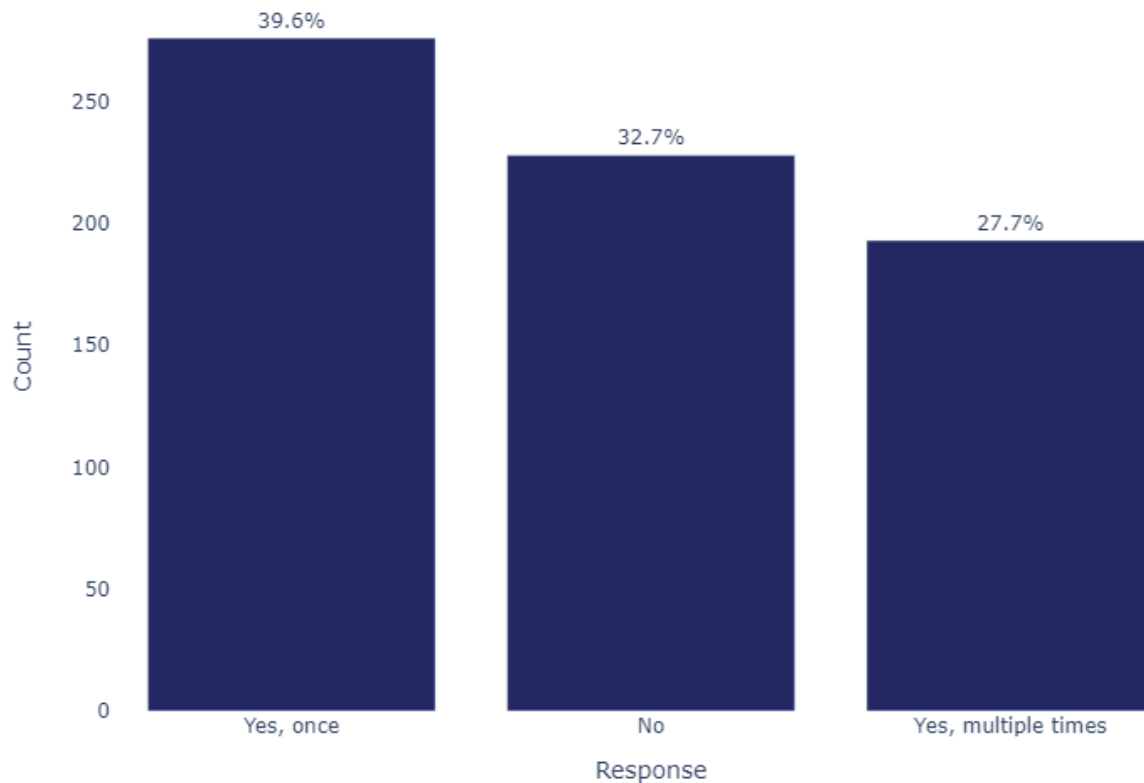
- Of the respondents, when asked if they enjoy receiving our catalog: (From 705 responses)
 - Yes: **(90%)**
 - No: **(10%)**
- Of the respondents, when asked if they enjoy receiving our catalog:
 - For ages Under 18: **No (50.0%)**, and **Yes (50.0%)**.
 - For ages 18-24: **Yes (91.7%)**, and **No (8.3%)**.
 - 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



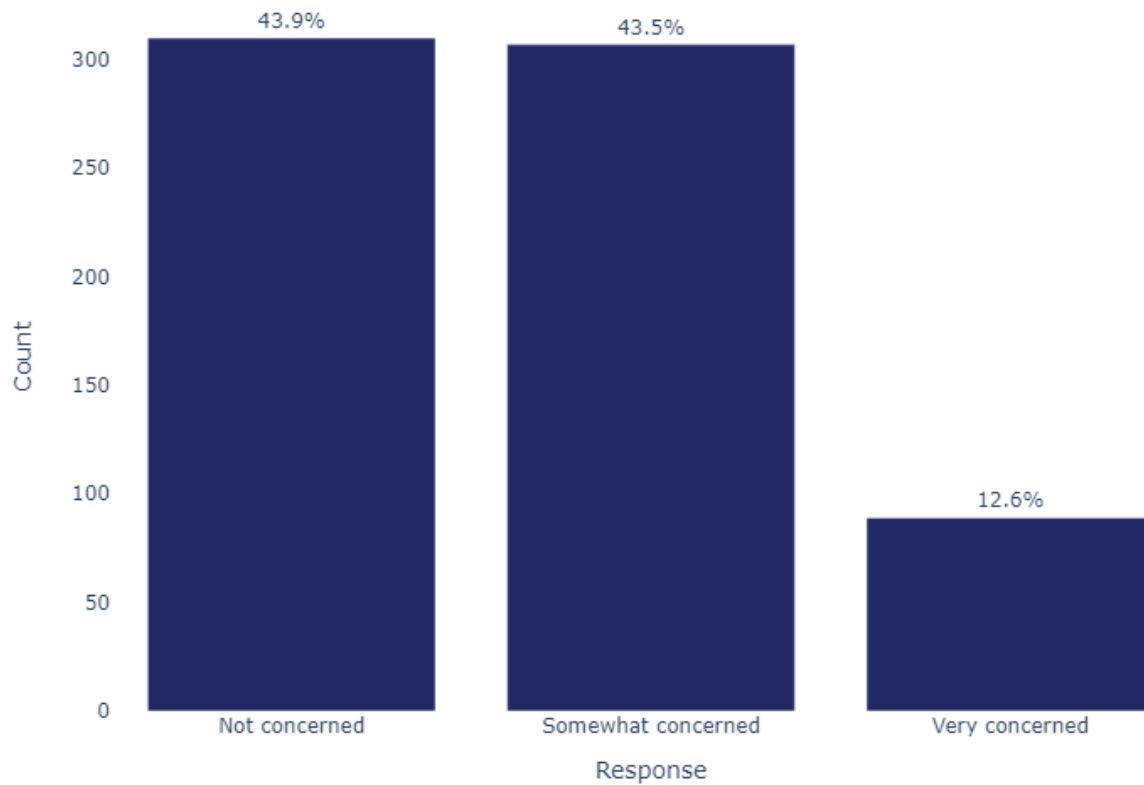
- Of the respondents, when asked if catalogs have introduced them to products they weren't aware of before: (From 706 responses)
 - Sometimes: **(43%)**
 - Often: **(31%)**
 - Always: **(13%)**
 - Rarely: **(10%)**
 - Never: **(3%)**
- Of the respondents, when asked if catalogs have introduced them to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

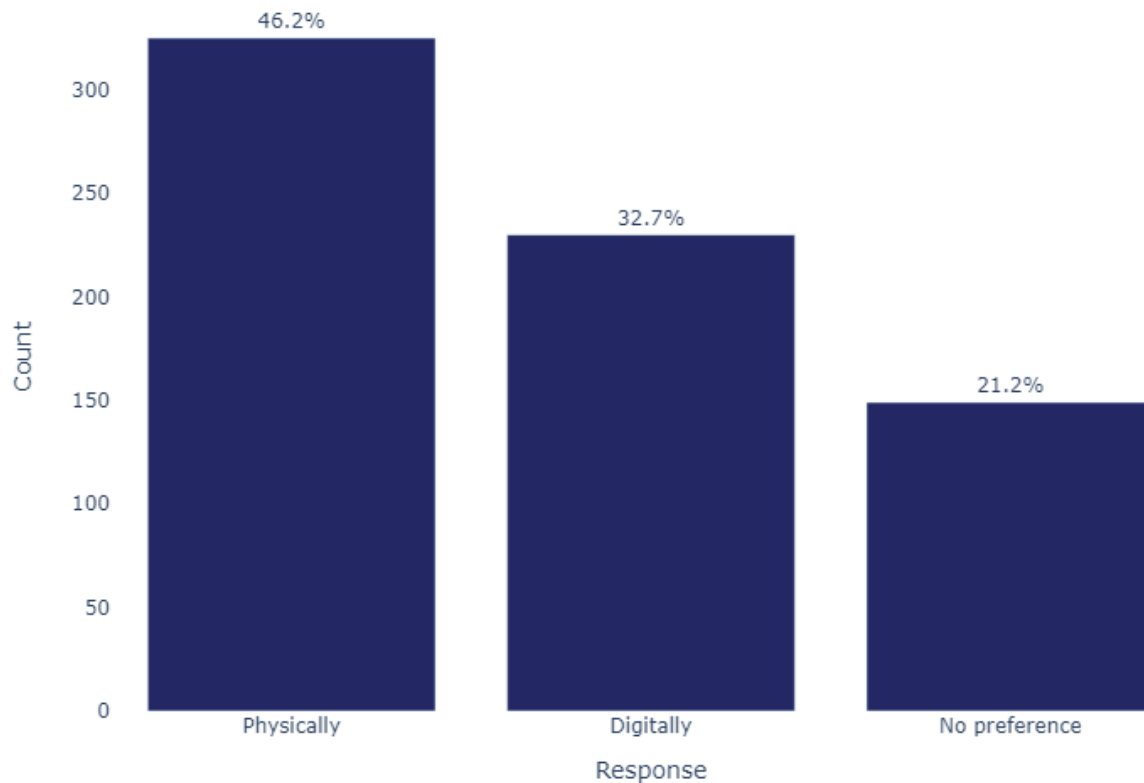
Catalog Environmental Impact



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

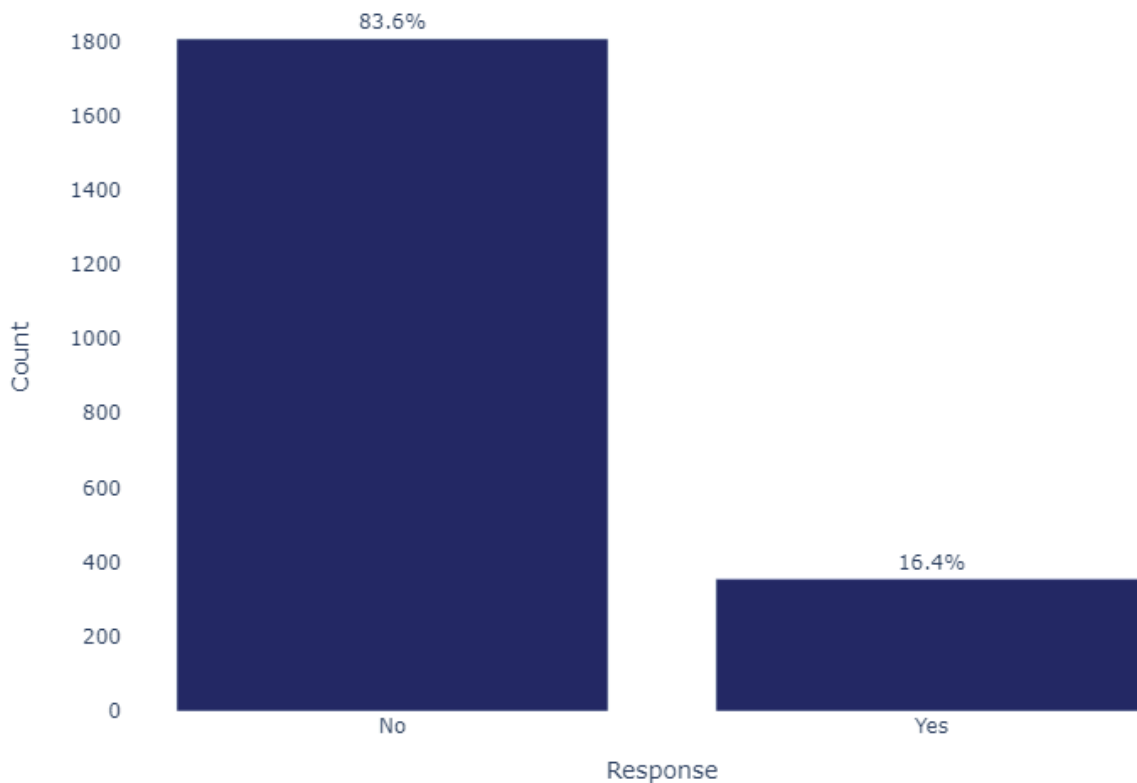
- Of the respondents, when asked if they had enviornmental concerns about the catalog: (From 706 responses.)
 - For ages Under 18: **Somewhat concerned (100.0%)**
 - For ages 18-24: **Somewhat concerned (75.0%)**, and **Not concerned (25.0%)**.
 - For ages 25-34: **Not concerned (44.9%)**, **Somewhat 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



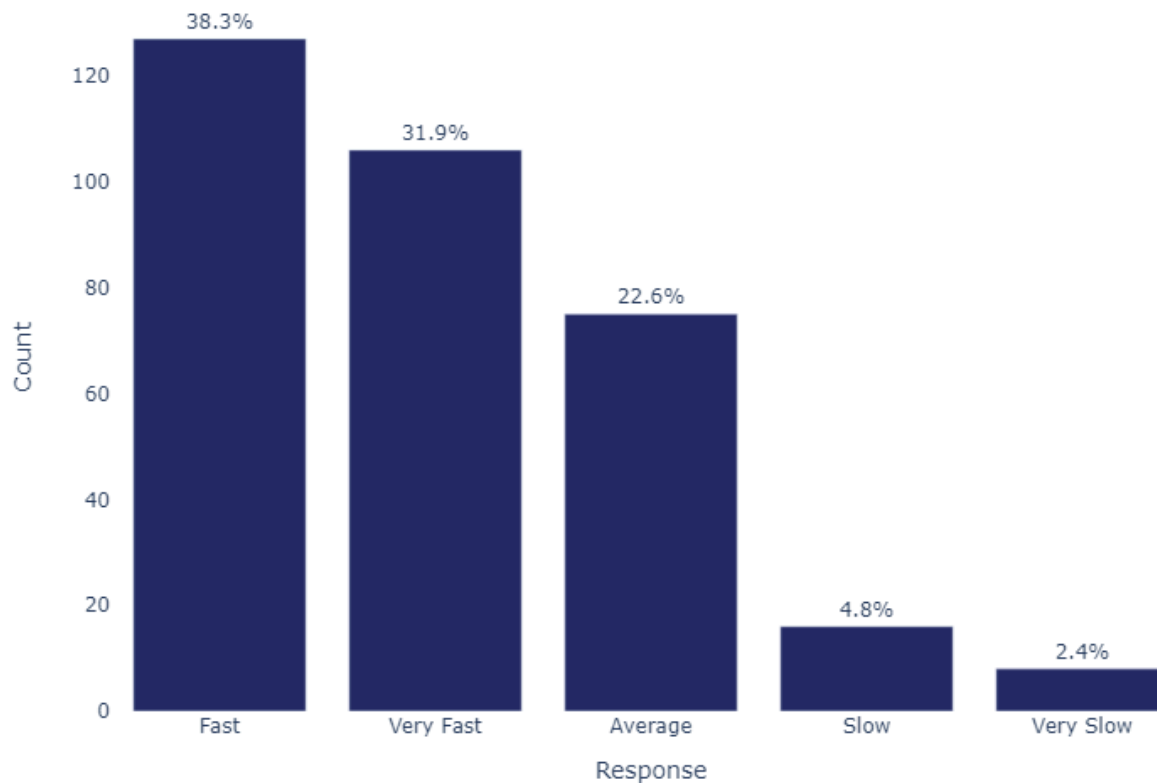
- Of the respondents, when asked if they would prefer a physical or digital catalog: (From 704 responses)
 - Physically: **(46%)**
 - Digitally: **(33%)**
 - No preference: **(21%)**
- Of the respondents, when asked if they would prefer a physical or digital catalog: (From 704 responses.)
 - For ages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



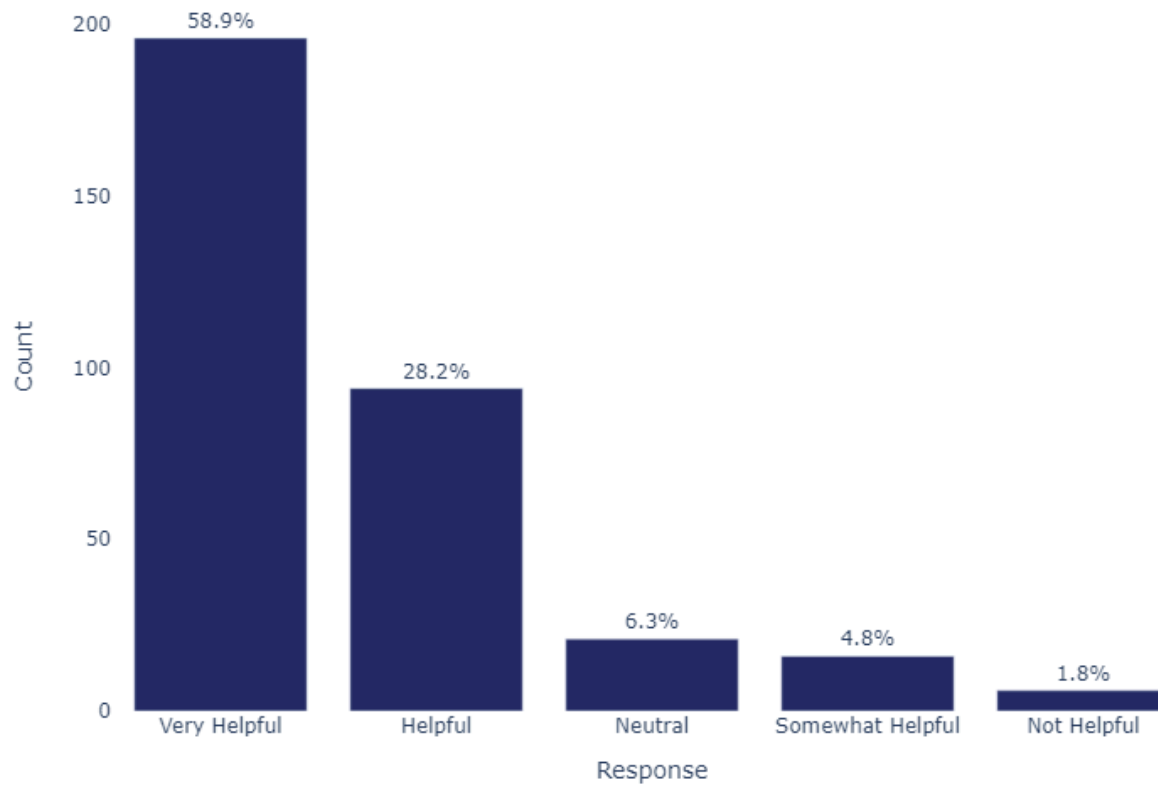
- Of the respondents, when asked if they have contacted customer service before: (From 2161 responses)
 - No: **(84%)**
 - Yes: **(16%)**

Customer Service Response Speed



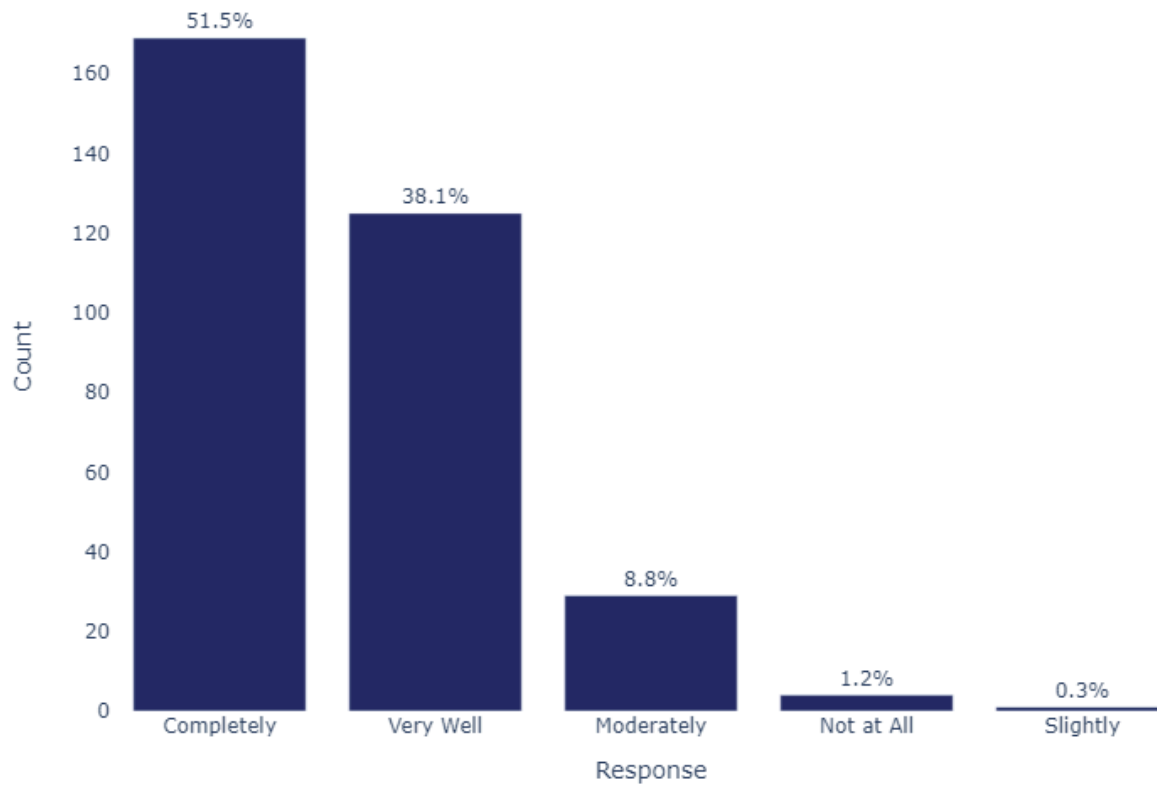
- Of the respondents, when asked about the response speed of our customer service: (From 332 responses)
 - Fast: **(38%)**
 - Very Fast: **(32%)**
 - Average: **(23%)**
 - Slow: **(5%)**
 - Very Slow: **(2%)**

Customer Service Helpfulness



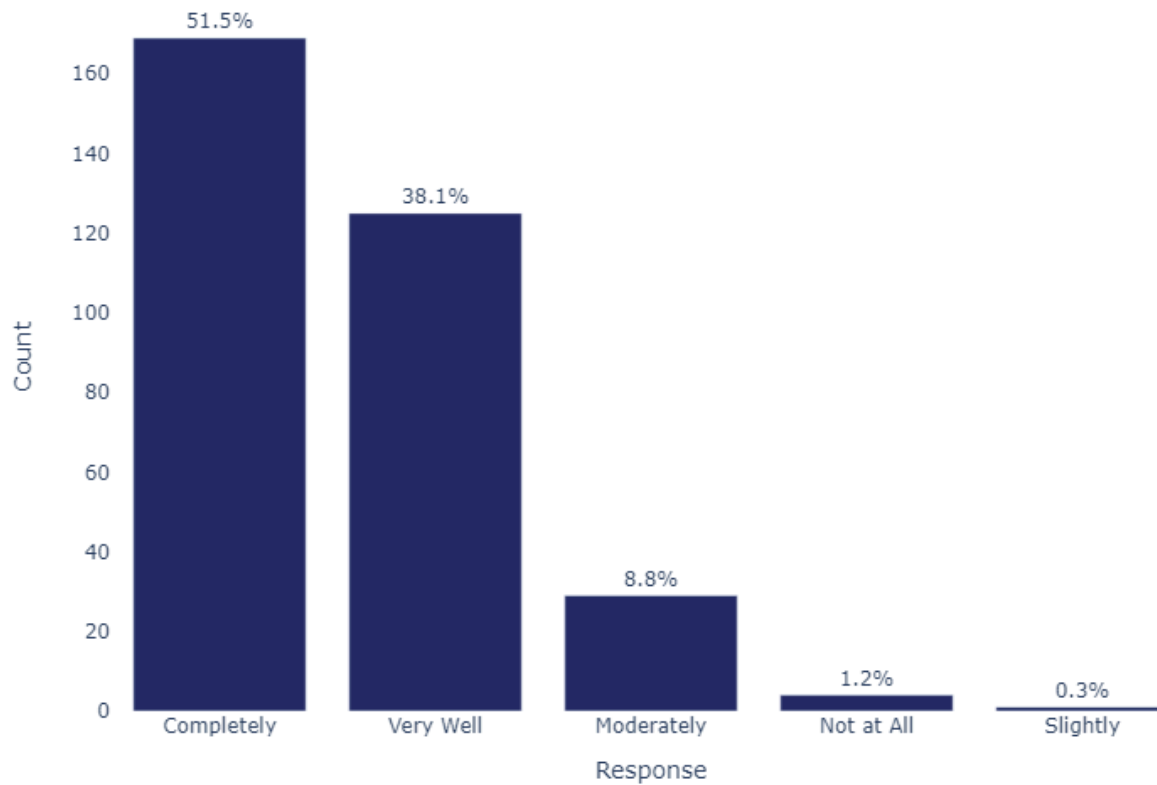
- Of the respondents, when asked how helpful our customer service is: (From 333 responses)
 - Very Helpful: **(59%)**
 - Helpful: **(28%)**
 - Neutral: **(6%)**
 - Somewhat Helpful: **(5%)**
 - Not Helpful: **(2%)**

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

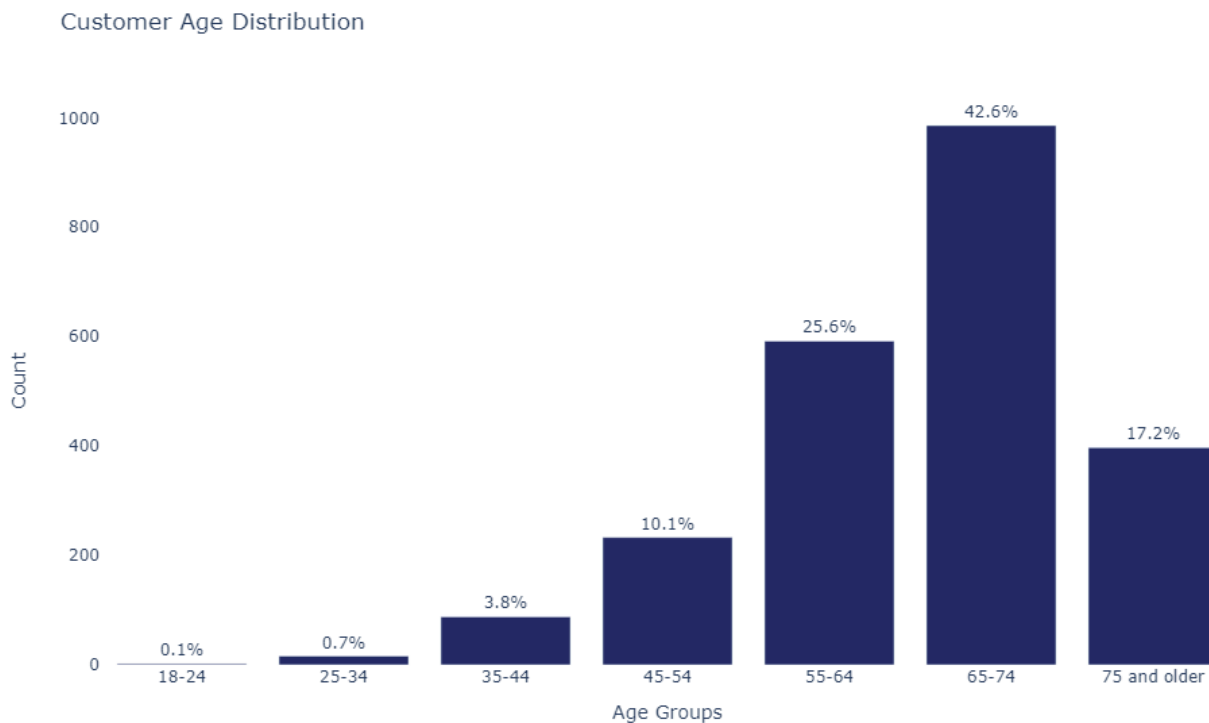


- Of the respondents, when asked how satisfied they were with out customer service: (From 328 responses)
 - Completely: **(52%)**
 - Very Well: **(38%)**
 - Moderately: **(9%)**
 - Not at All: **(1%)**
 - Slightly: **(0%)**

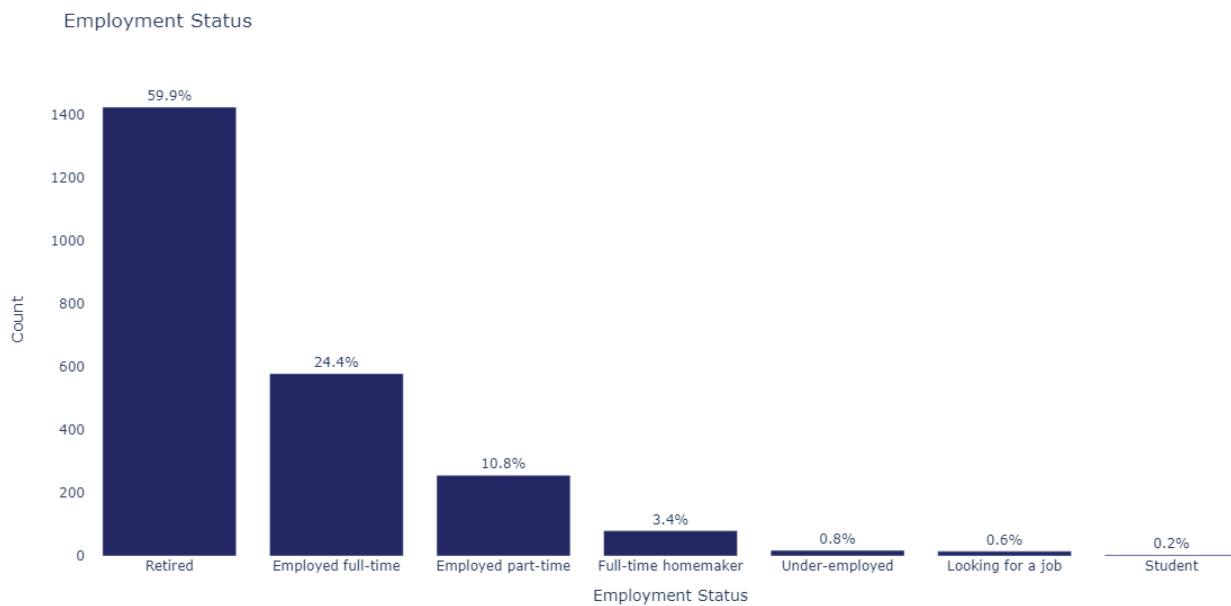
Berroco

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

Demographic Summary

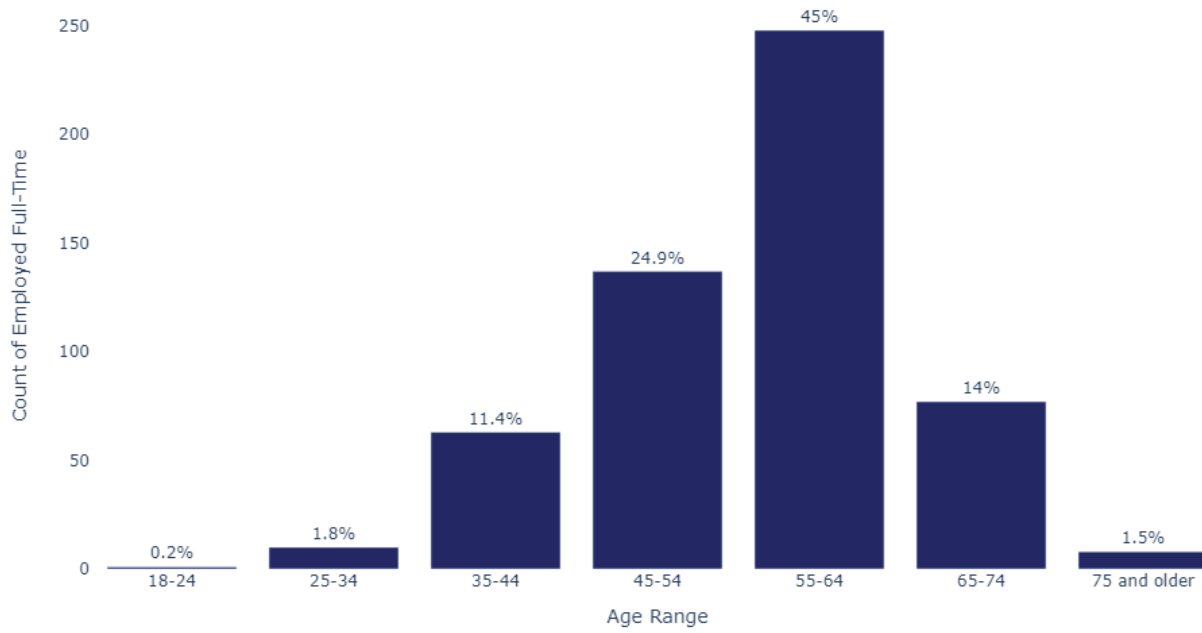


- Out of **2314** respondents, the average respondent age is: **64** and the median age is: **69**. (From 2314 responses)
- Of these respondents, they identify as: (From 2314 responses)
 - Woman: **98.9%**
 - Man: **0.6%**
 - Non-Conforming / Non-Binary: **0.5%**
 - Transgender: **0.0%**
- The average 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**.

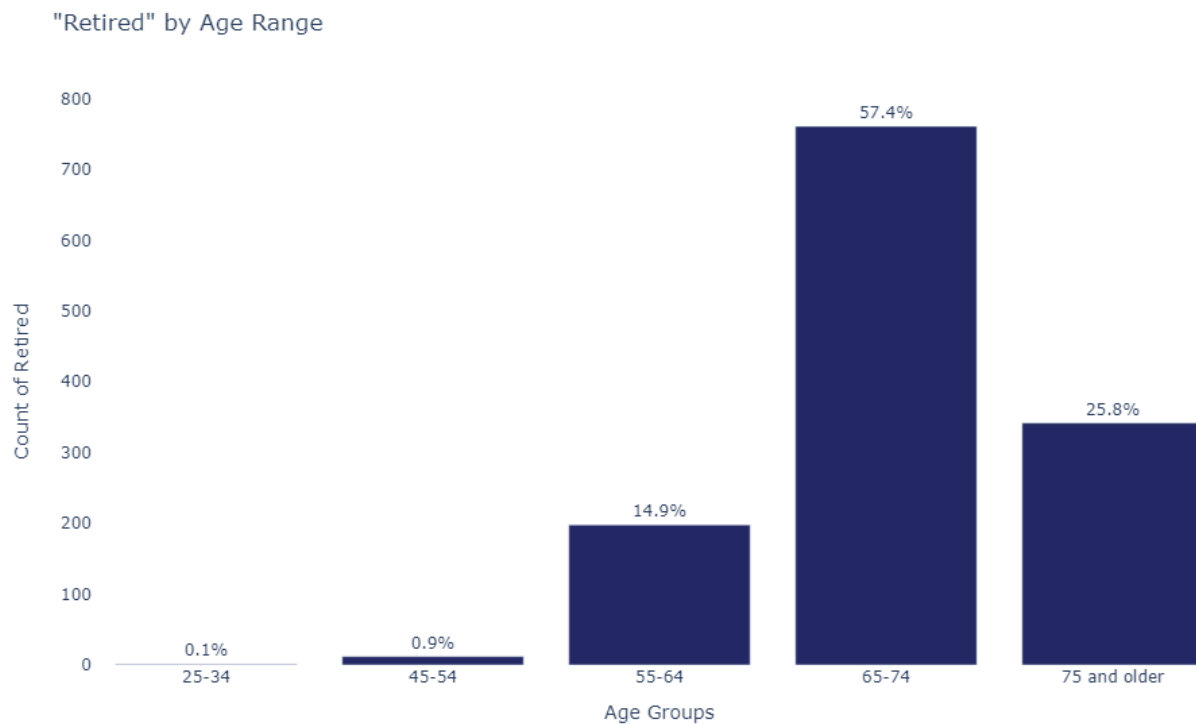


- Of the respondents, their employment statuses are as follows: (From 2377 responses)
 - Retired: **60%**
 - Employed full-time: **24%**
 - Employed part-time: **11%**
 - Full-time homemaker: **3%**
 - Under-employed: **1%**
 - Looking for a job: **1%**
 - Student: **0%**

"Employed Full-Time" by Age Range

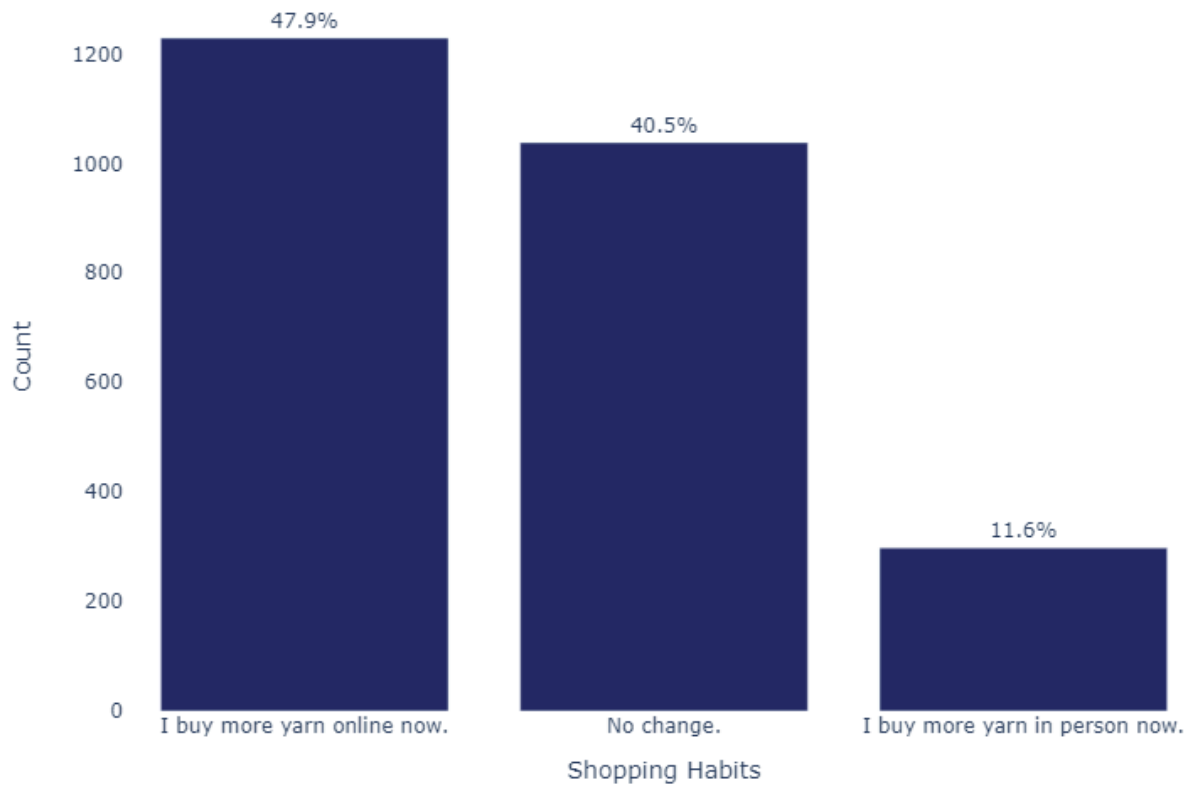


- Of those who responded 'Employed Full-Time': (From 579 responses.)
 - For ages 55-64: **45.0%**
 - For ages 45-54: **24.9%**
 - For ages 65-74: **14.0%**
 - For ages 35-44: **11.4%**
 - For ages 25-34: **1.8%**
 - For ages 75 and older: **1.5%**
 - For ages 18-24: **0.2%**



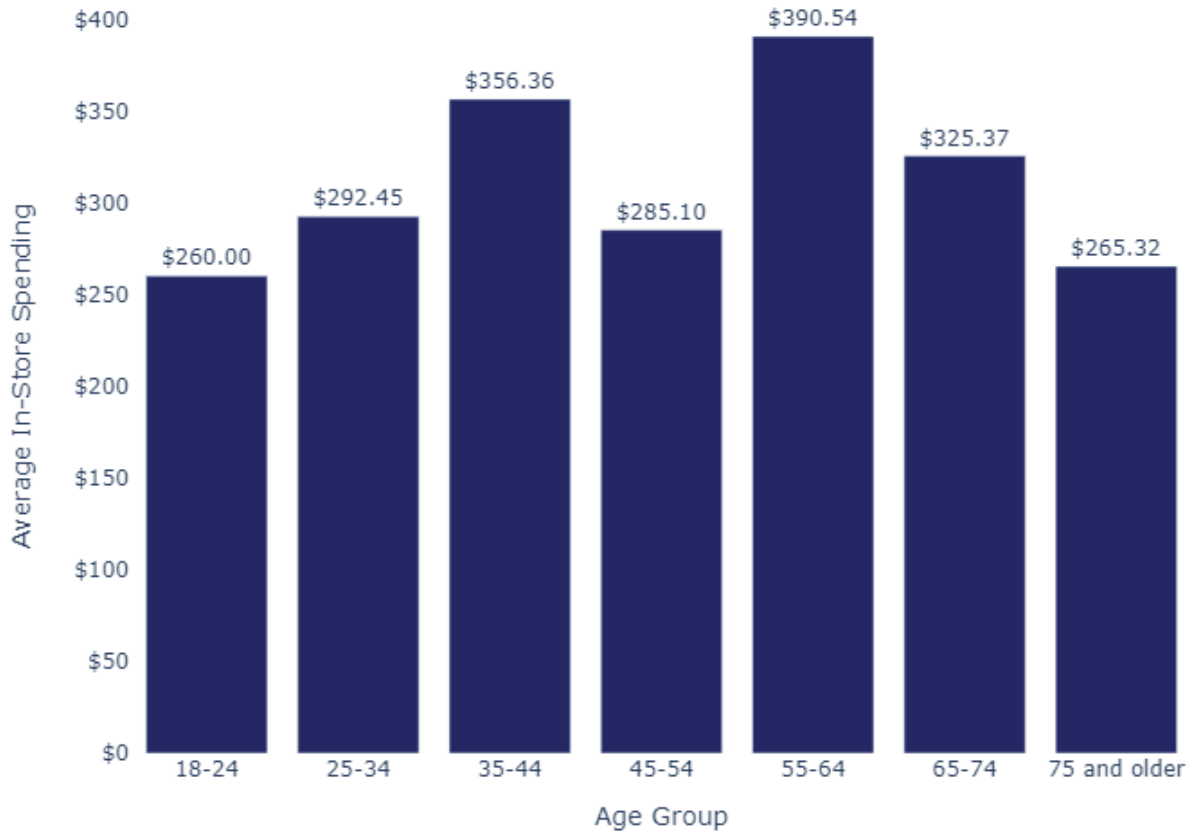
- Of those who responded 'Retired': (From 1425 responses.)
 - For ages 65-74: **57.4%**
 - For ages 75 and older: **25.8%**
 - For ages 55-64: **14.9%**
 - For ages 45-54: **0.9%**
 - For ages 25-34: **0.1%**

Shopping Habits



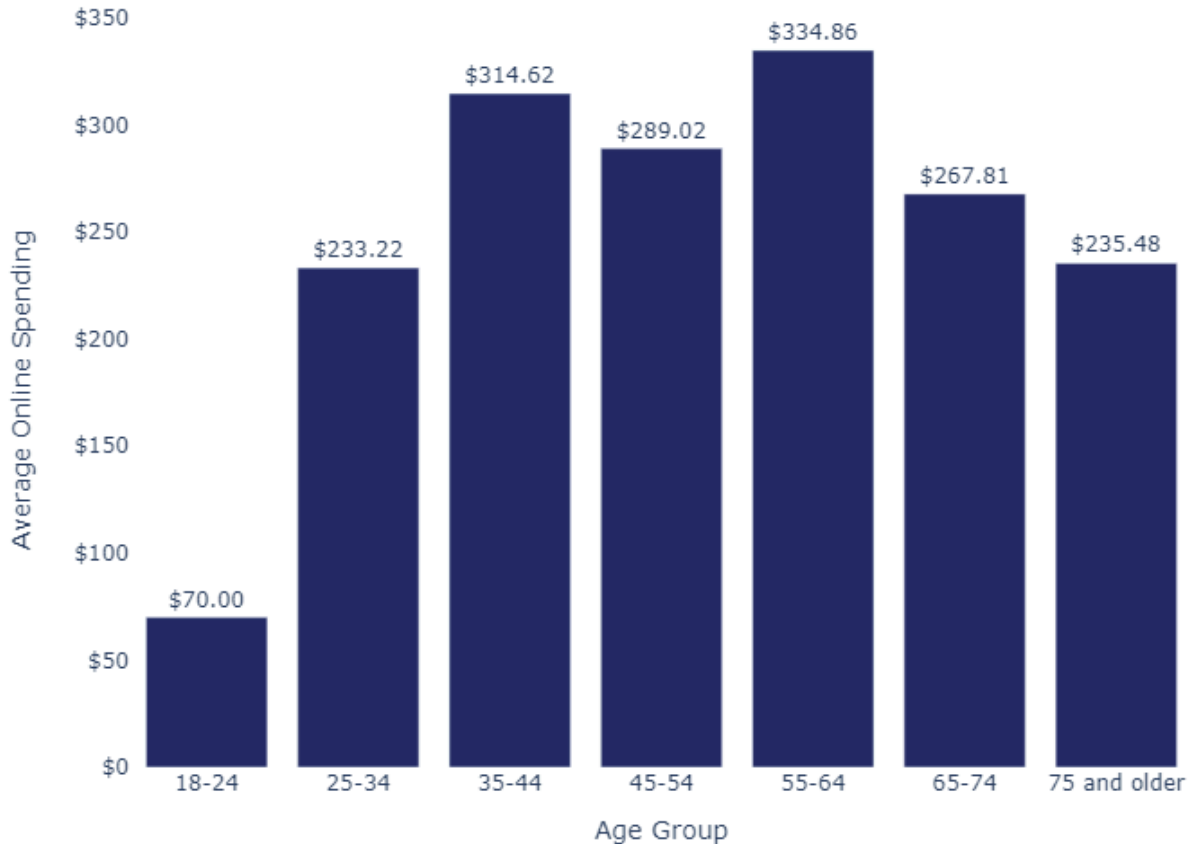
- Of the respondents, they reported that their shopping habits have changed: (From 2565 responses)
 - I buy more yarn online now.: **48%**
 - No change.: **40%**
 - I buy more yarn in person now.: **12%**

Average In-Store Spending by Age Group



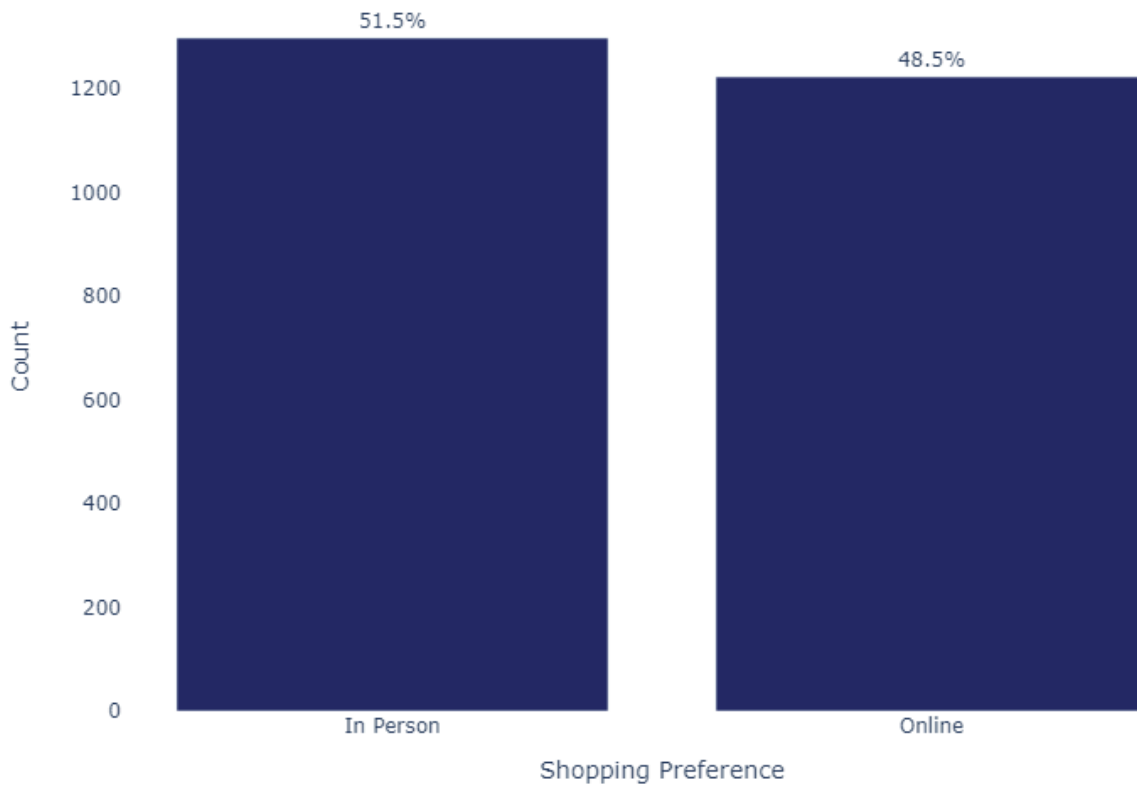
- Respondents reported making **5.0** purchases in-store per year on average, spending an average **\$64.62** per visit. On average spending **\$325.22** a year. (From 2339 responses.)
 - For ages 18-24: **6.5** purchases in-store per year, spending **\$40.00** per visit. On average spending **\$260.00** 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



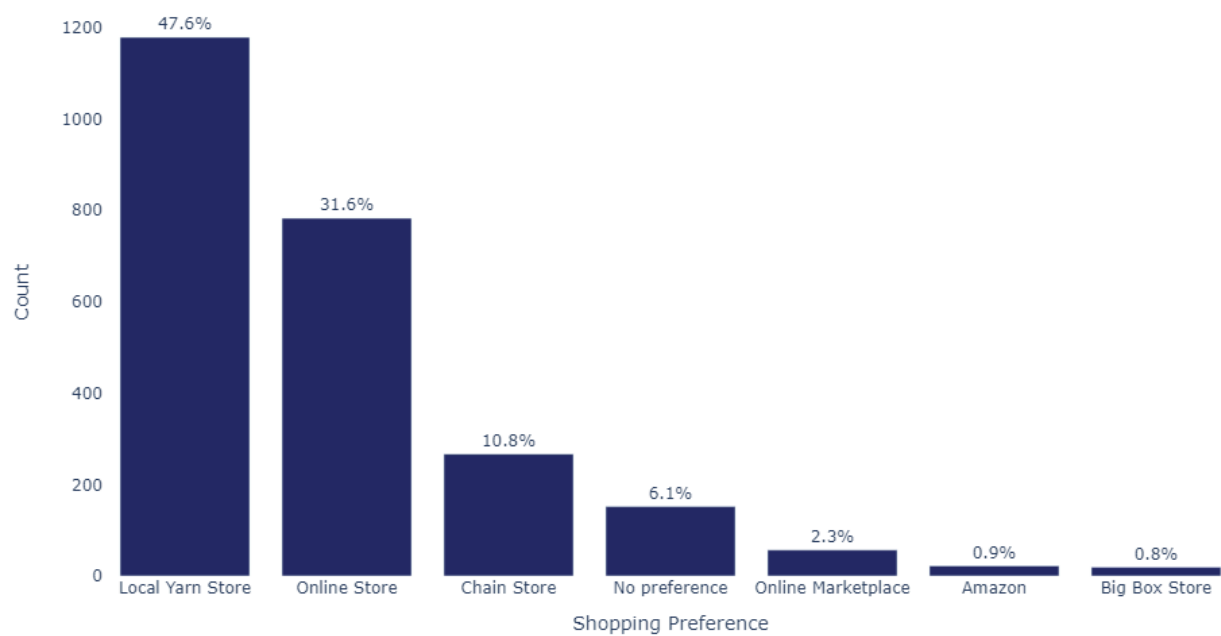
- Respondents reported making **4.4** purchases online per year on average, spending an average **\$63.20** per visit. On average spending **\$277.03** a year. (From 2392 responses.)
 - For ages 18-24: **2.0** purchases in-store per year, spending **\$35.00** per visit. On average spending **\$70.00** 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

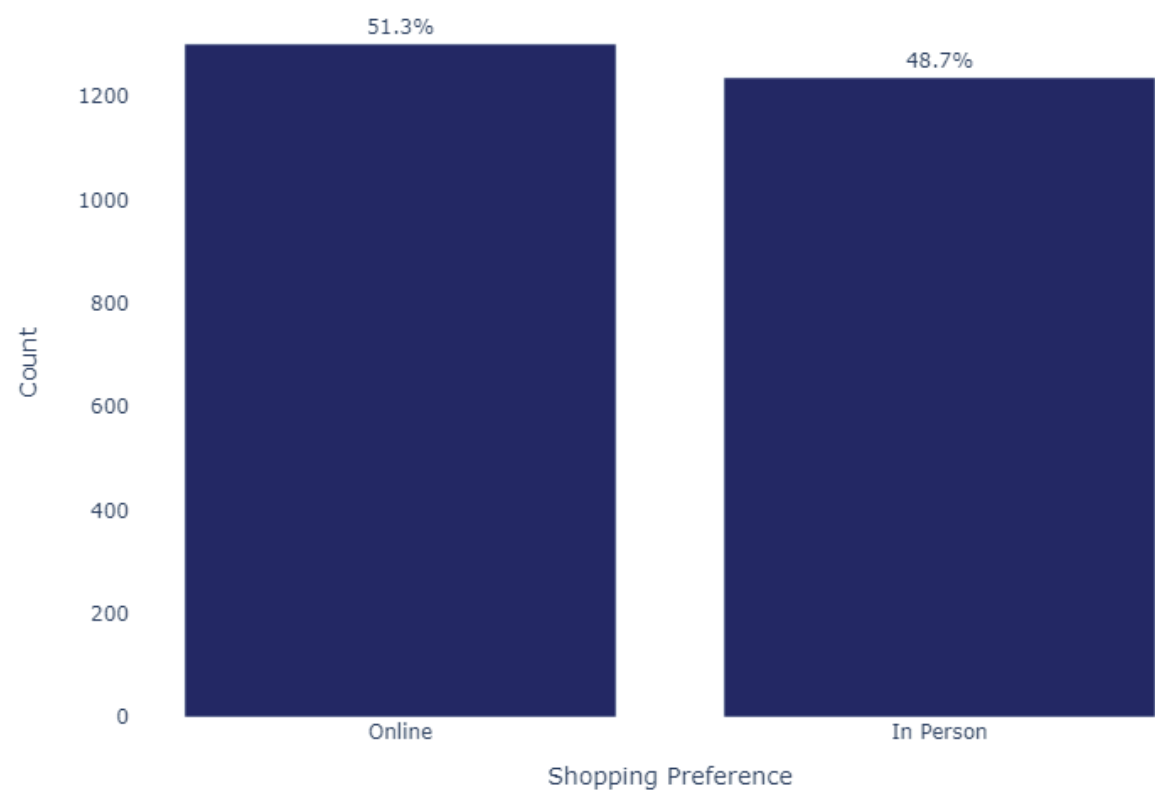


- Of the respondents **45.7%** preferred online shopping for yarn, while **48.47%** preferred shopping in person for yarn. (From 2519 responses.)
 - For ages Under 18: **nan%** preferred shopping online, **nan%** preferred shopping in person.
 - For ages 18-24: **0.0%** preferred shopping online, **100.0%** preferred shopping in person.
 - For ages 25-34: **43.8%** preferred shopping online, **50.0%** preferred shopping in person.
 - For ages 35-44: **48.9%** preferred shopping online, **50.0%** preferred shopping in person.
 - For ages 45-54: **58.8%** preferred shopping online, **40.8%** preferred shopping in person.
 - For ages 55-64: **47.0%** preferred shopping online, **50.0%** preferred shopping in person.
 - For ages 65-74: **47.0%** preferred shopping online, **50.9%** preferred shopping in person.
 - For ages 75 and older: **44.3%** preferred shopping online, **51.9%** preferred shopping in person.

Where Consumers "Most Often" Purchase Yarn

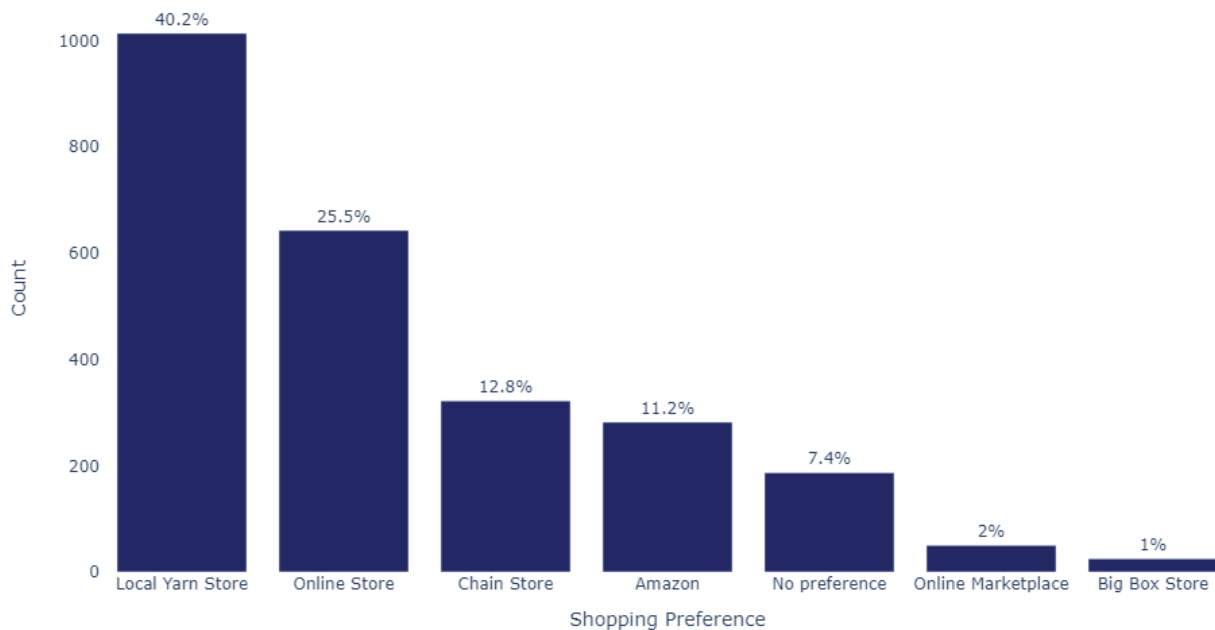


Online vs. In-Person Tools & Accessories Shopping

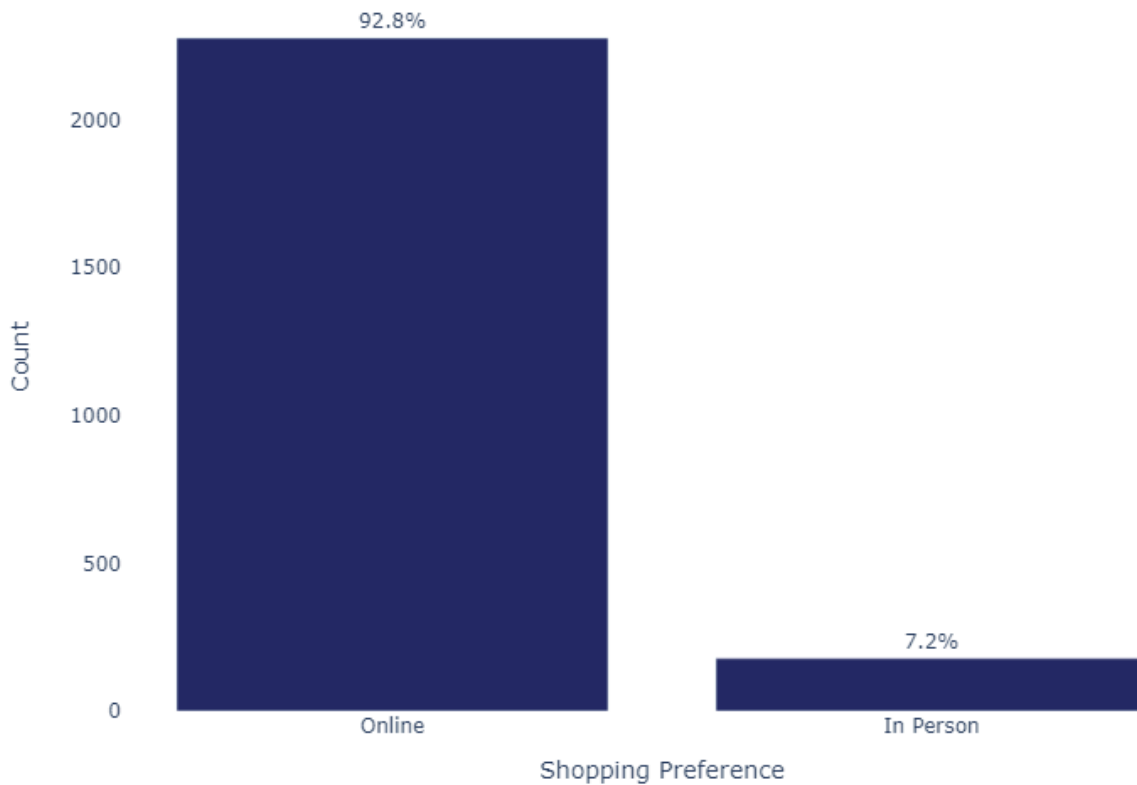


- Of the respondents **48.7%** preferred online shopping for tools & accessories, while **46.23%** preferred shopping in person for tools & accessories. (From 2539 responses.)
 - For ages Under 18: **nan%** preferred shopping online, **nan%** preferred shopping in person.
 - For ages 18-24: **0.0%** 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: **58.0%** preferred shopping online, **40.9%** preferred shopping in person.
 - For ages 45-54: **62.7%** preferred shopping online, **36.5%** preferred shopping in person.
 - For ages 55-64: **49.2%** preferred shopping online, **49.2%** preferred shopping in person.
 - For ages 65-74: **49.5%** preferred shopping online, **48.6%** preferred shopping in person.
 - For ages 75 and older: **47.6%** preferred shopping online, **50.6%** preferred shopping in person.

Where Consumers "Most Often" Purchase Tools & Accessories

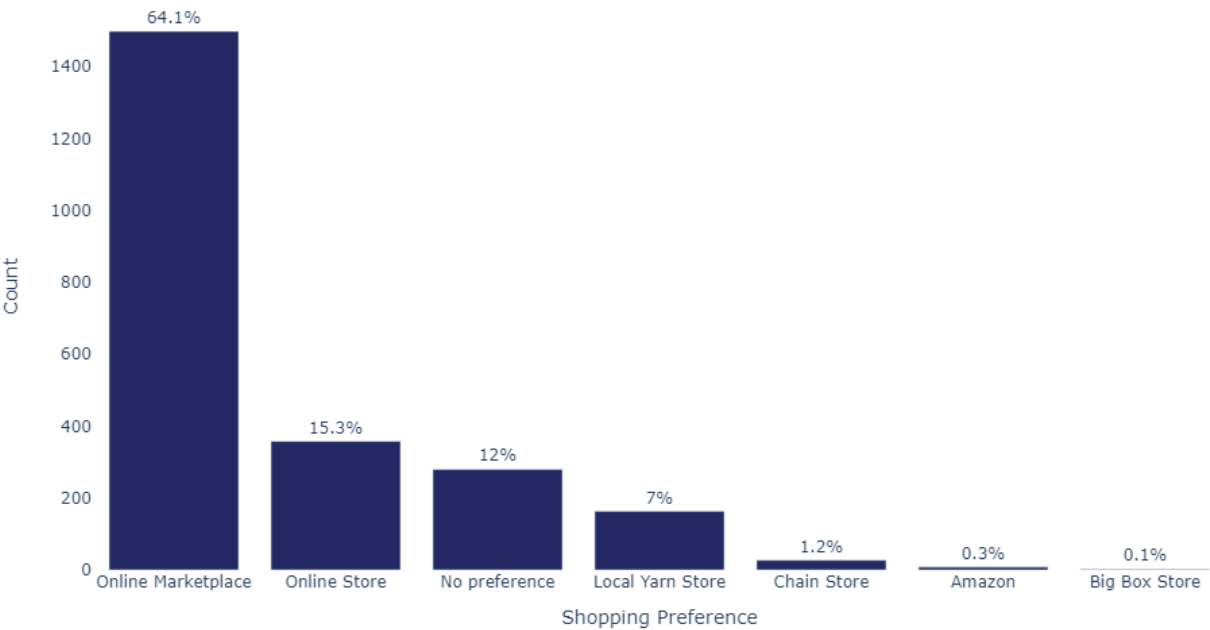


Online vs. In-Person Pattern Shopping

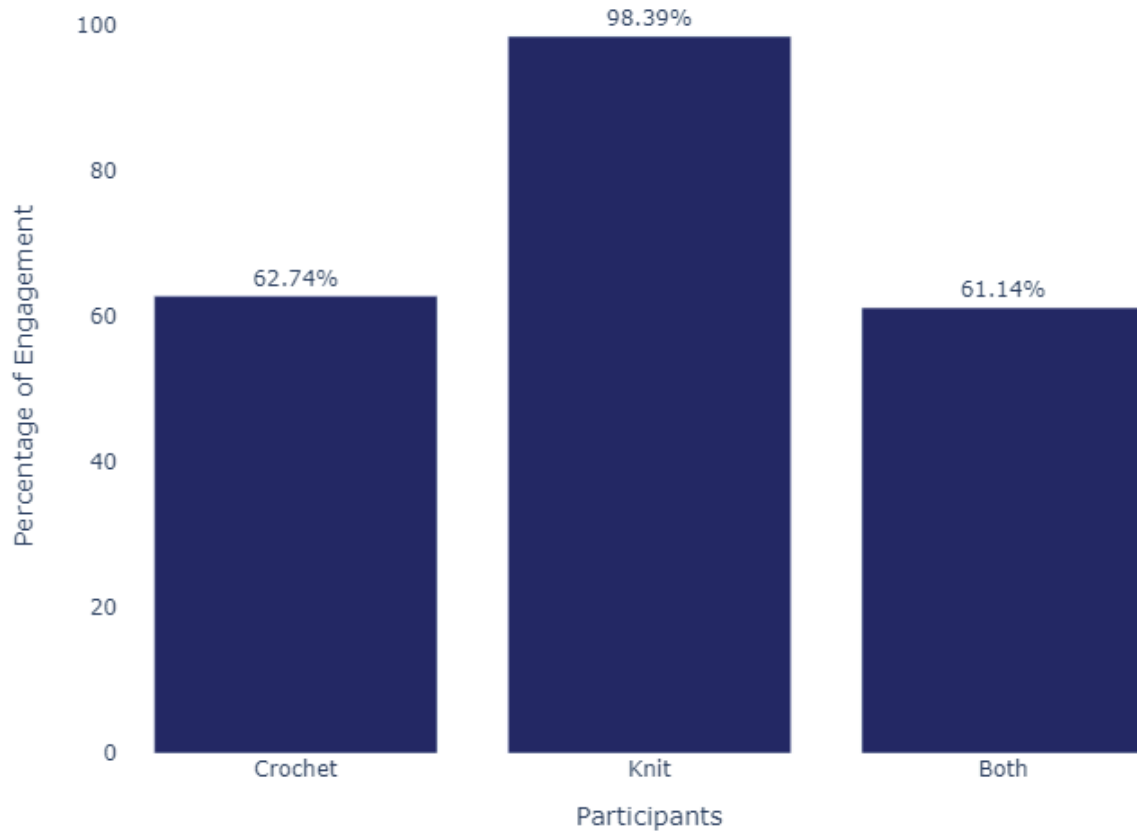


- Of the respondents **85.1%** preferred online shopping for patterns, while **6.65%** preferred shopping in person for patterns. (From 2456 responses.)
 - For ages Under 18: **nan%** preferred shopping online, **nan%** preferred shopping in person.
 - For ages 18-24: **100.0%** preferred shopping online, **0.0%** preferred shopping in person.
 - For ages 25-34: **87.5%** preferred shopping online, **6.2%** preferred shopping in person.
 - For ages 35-44: **94.3%** preferred shopping online, **2.3%** preferred shopping in person.
 - For ages 45-54: **91.0%** preferred shopping online, **3.9%** preferred shopping in person.
 - For ages 55-64: **91.6%** preferred shopping online, **3.9%** preferred shopping in person.
 - For ages 65-74: **88.3%** preferred shopping online, **7.0%** preferred shopping in person.
 - For ages 75 and older: **82.6%** preferred shopping online, **11.6%** preferred shopping in person.

Where Consumers "Most Often" Purchase Patterns

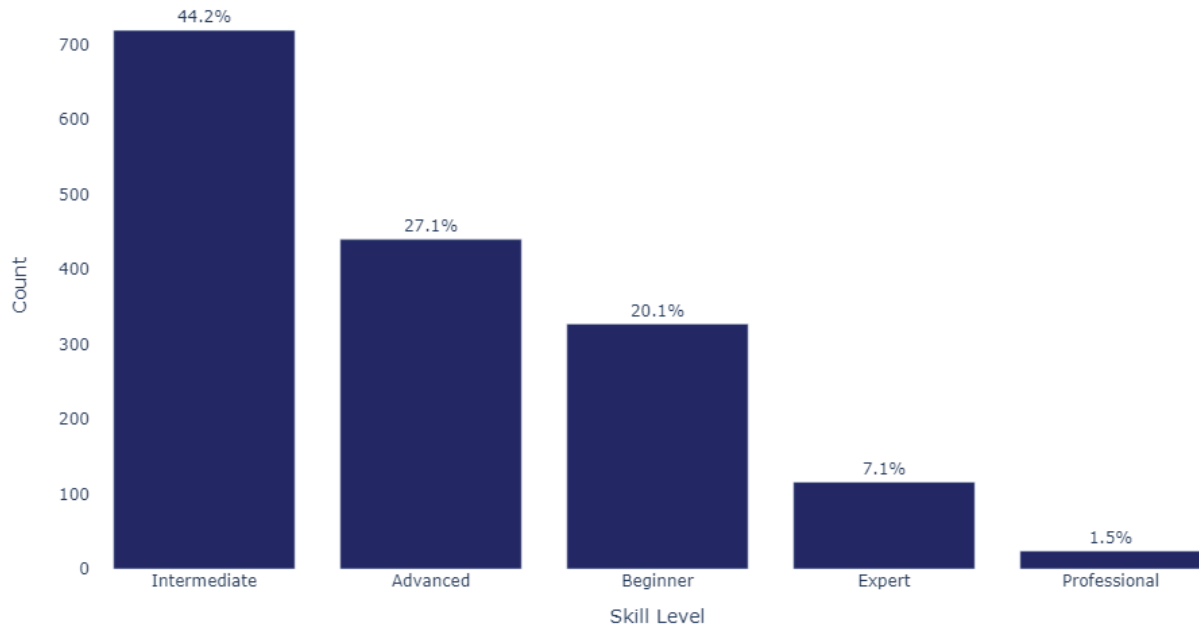


Respondents That Crochet or Knit



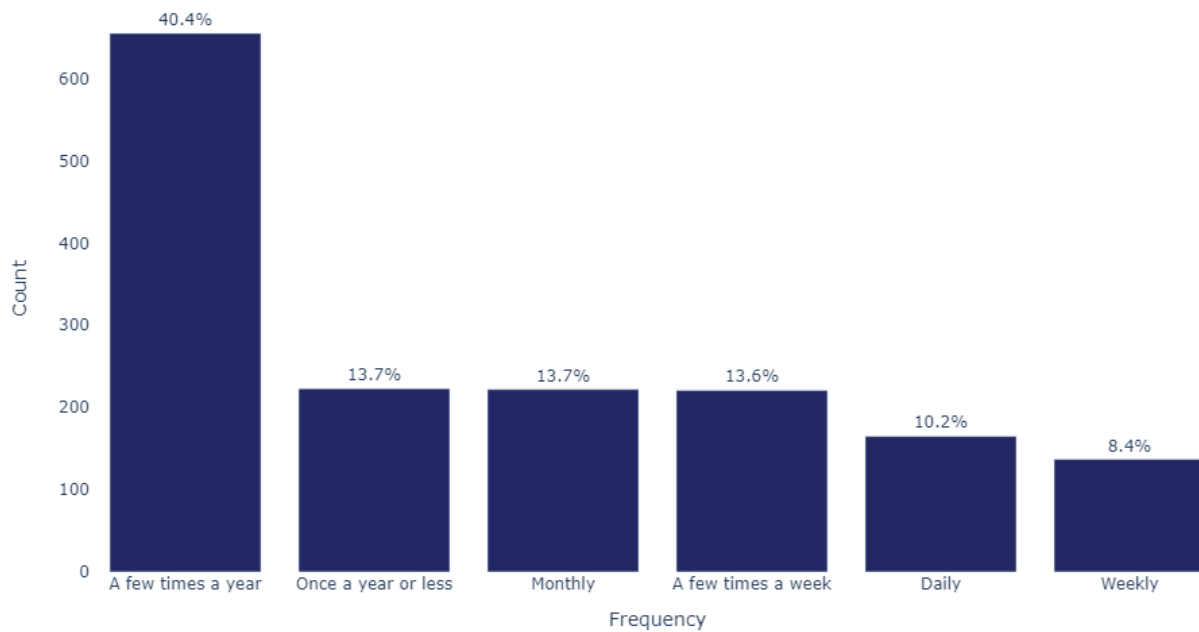
- Of the respondents, **62.7%** responded 'Yes' to crocheting, **98.39%** responded 'Yes' to knitting, while **61.14%** of respondents engage in both. (From 2676 responses.)
 - For ages Under 18, **nan%** crochet, **nan%** knit, and **nan%** do both.
 - For ages 18-24, **100.0%** crochet, **100.0%** 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



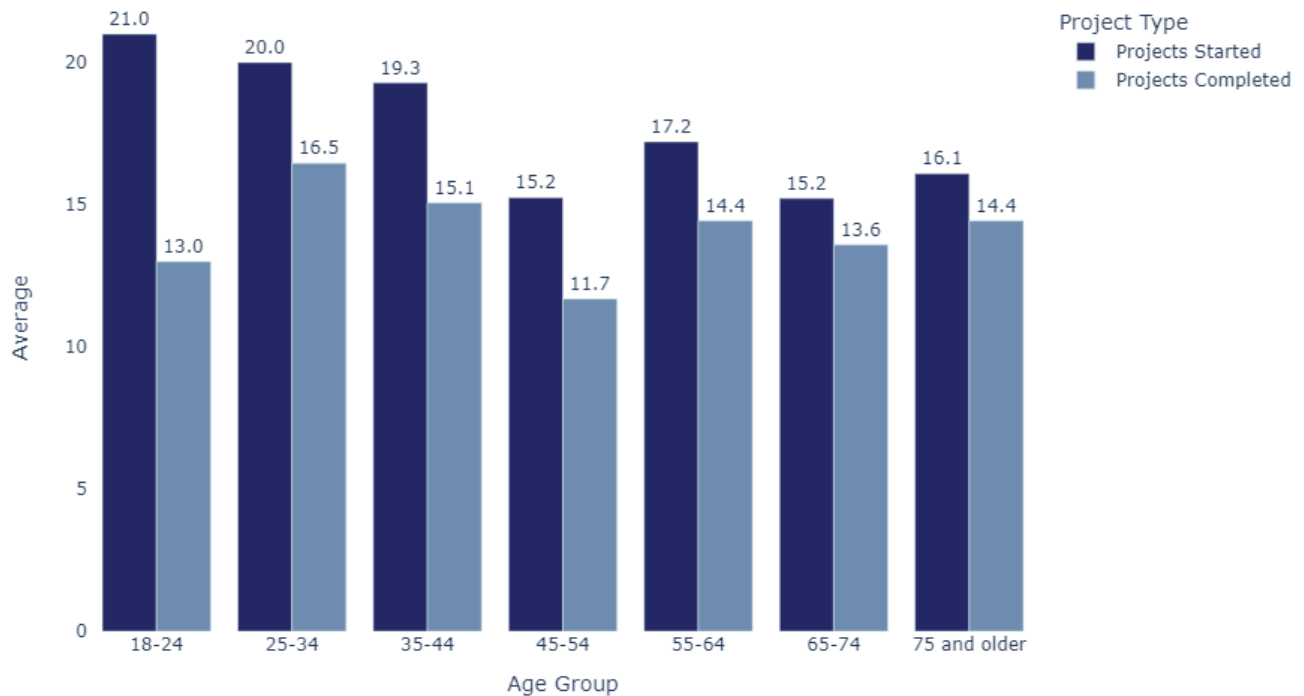
- Of the respondents who crochet, they rate their skill level as the following: (From 1679 responses.)
 - Intermediate: **44.22%**.
 - Advanced: **27.06%**.
 - Beginner: **20.11%**.
 - Expert: **7.13%**.
 - Professional: **1.48%**.

Crochet Frequency



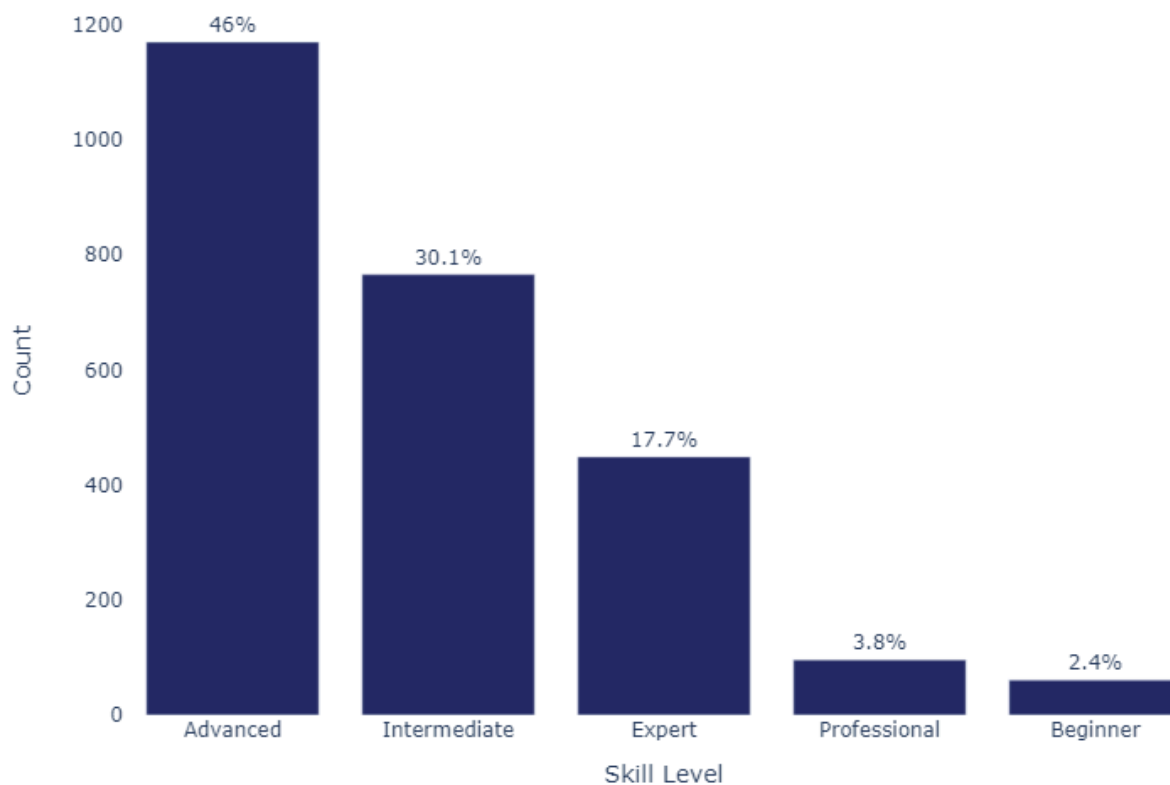
- Of the respondents who crochet, the frequency they do so is: (From 1679 responses.)
 - A few times a year: **40.36%**
 - Once a year or less: **13.74%**
 - Monthly: **13.68%**
 - A few times a week: **13.62%**
 - Daily: **10.17%**
 - Weekly: **8.44%**

Crocheter's Started/Completed Projects



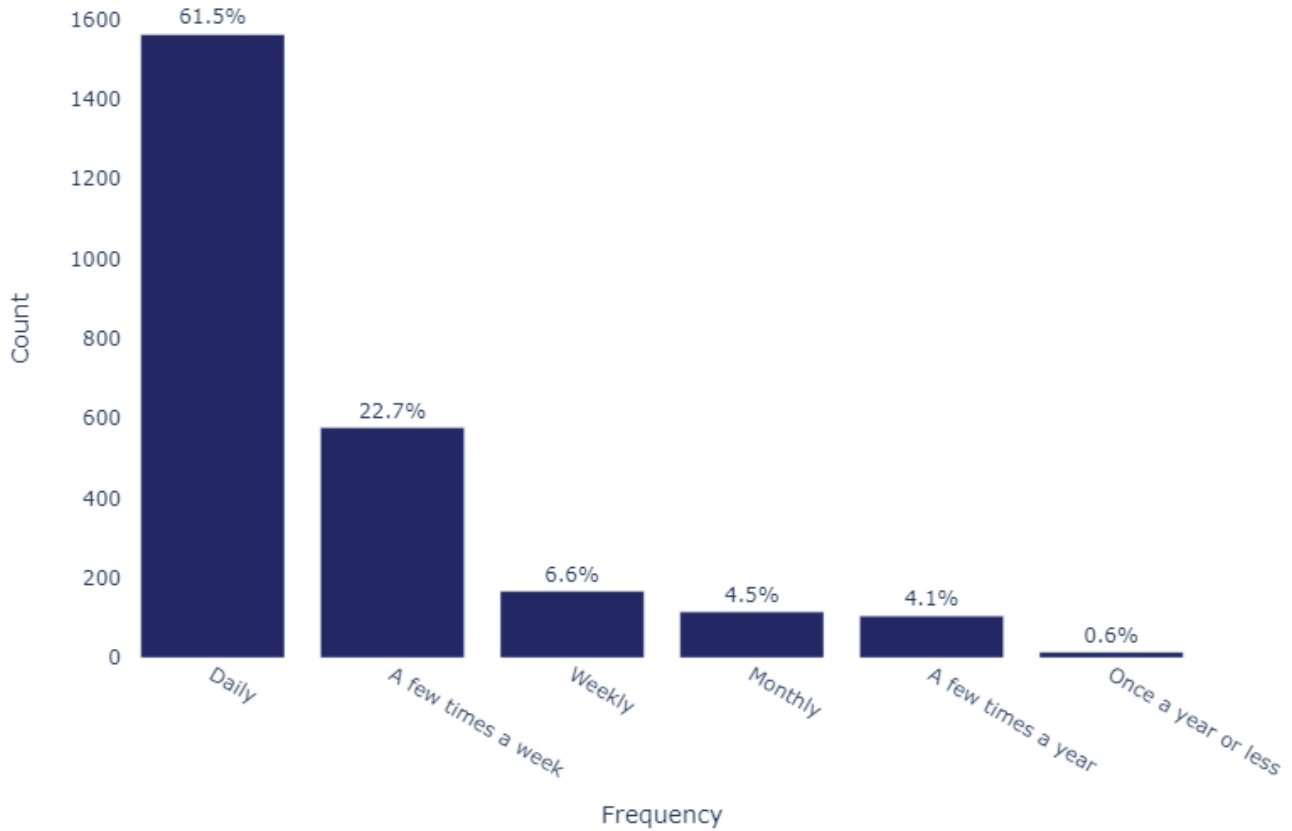
- Of the respondents, on average they start **16.1** crochet projects a year, and on average they complete **13.8** crochet projects a year. (From 1679 responses.)
 - For ages Under 18: They start **nan** projects, and complete **nan** projects a year.
 - For ages 18-24: They start **21.0** projects, 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



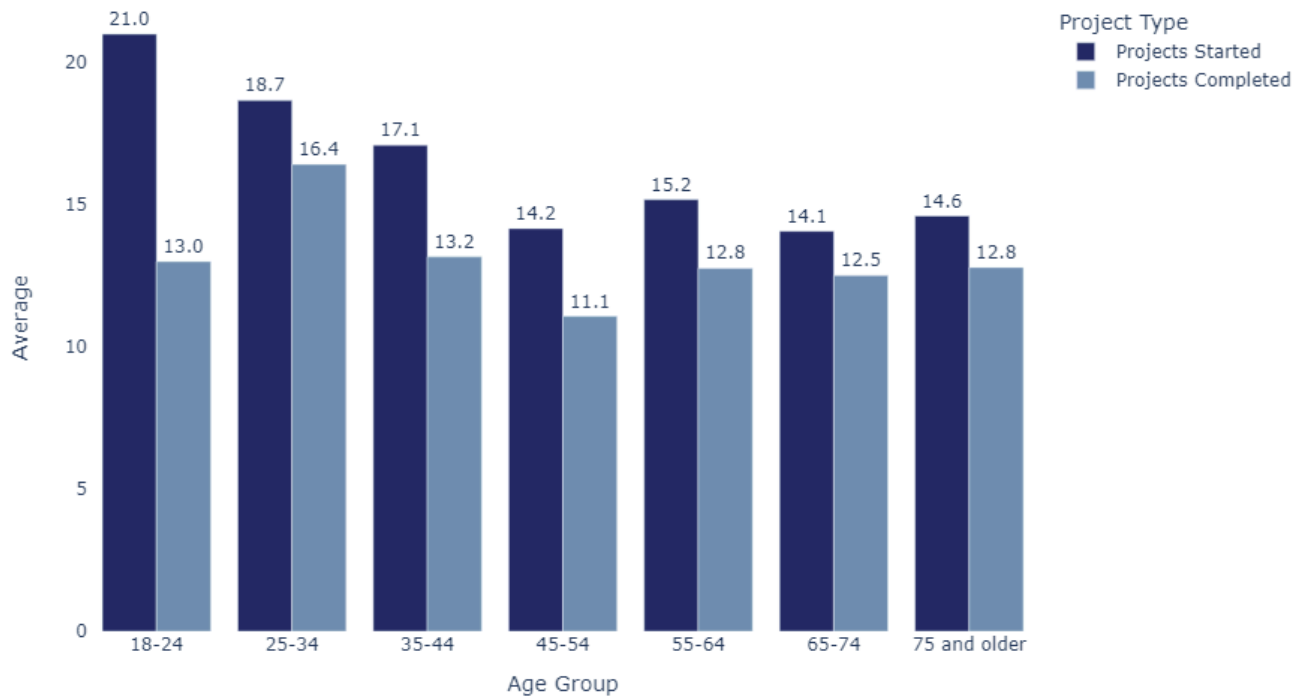
- Of the respondents who knit, they rate their skill level as the following: (From 2633 responses.)
 - Advanced: **46.03%**.
 - Intermediate: **30.13%**.
 - Expert: **17.66%**.
 - Professional: **3.78%**.
 - Beginner: **2.40%**.

Knitting Frequency



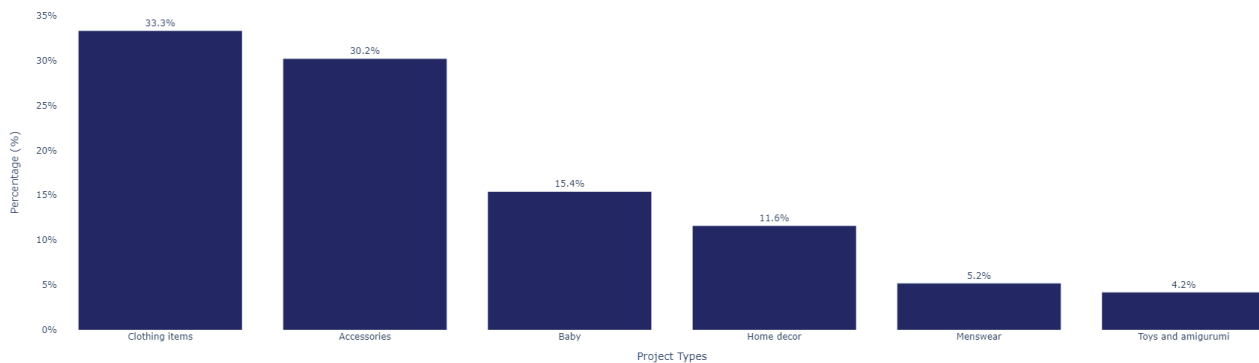
- Of the respondents who knit, the frequency they do so is: (From 2633 responses.)
 - Daily: **61.51%**.
 - A few times a week: **22.71%**.
 - Weekly: **6.57%**.
 - Monthly: **4.53%**.
 - A few times a year: **4.13%**.
 - Once a year or less: **0.55%**.

Knitter's Started/Completed Projects



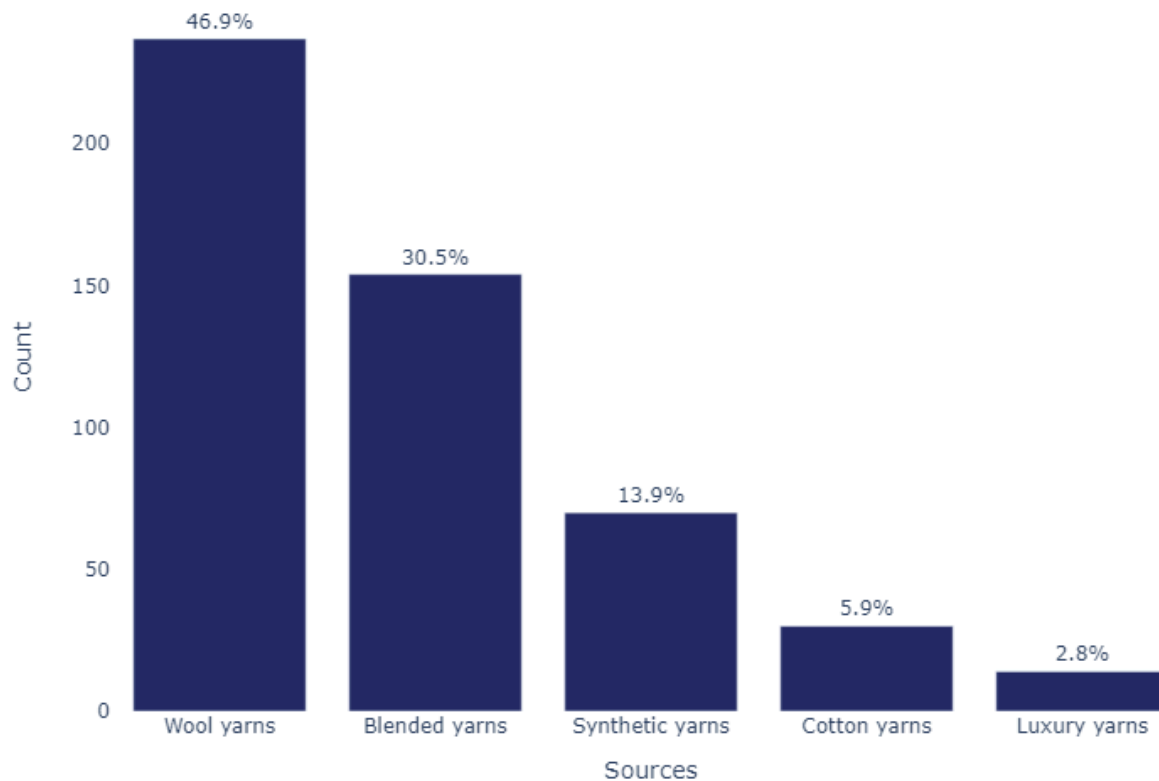
- Of the respondents, on average they start **14.6** knitting projects a year, and on average they complete **12.5** knitting projects a year. (From 2633 responses.)
 - For ages Under 18: They start **nan** projects, and complete **nan** projects a year.
 - For ages 18-24: They start **21.0** projects, 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

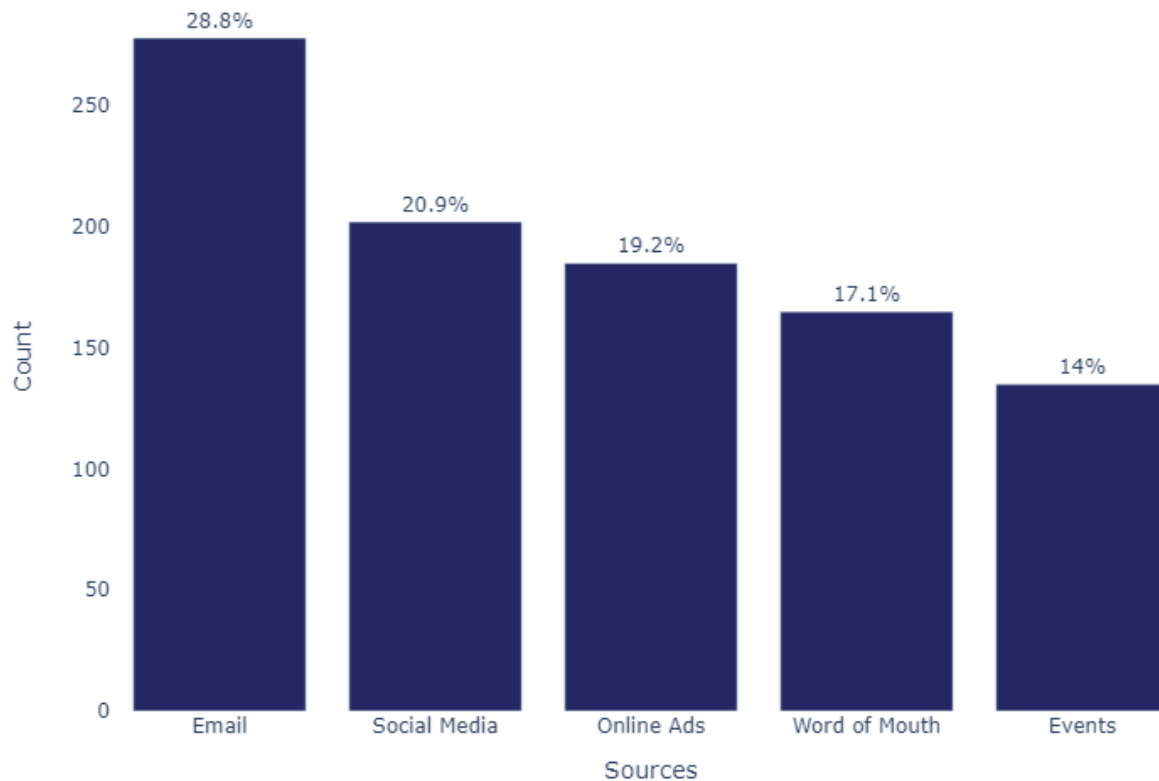


- Of the respondents, their preferred yarn fiber is: (From 505 responses.)
 - For ages 25-34: Preferred **Wool yarns (50.0%)** and **Synthetic yarns (50.0%)**.
 - For ages 35-44: Preferred **Wool yarns (52.6%)**, then **Blended yarns (26.3%)**, followed by **Synthetic yarns (15.8%)**.
 - For ages 45-54: 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

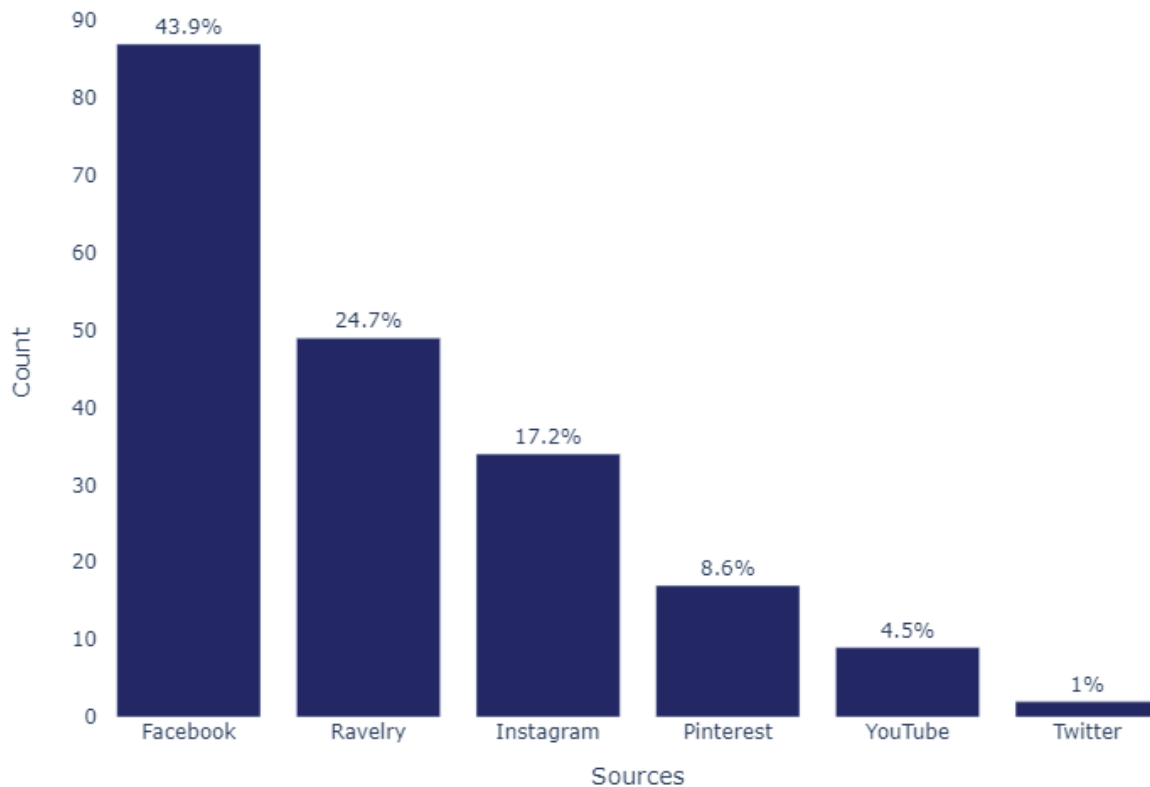
Synthetic yarns	Wool yarns	Blended yarns	Luxury yarns	Cotton yarns
washable: 10	prefer: 18	good: 14	really: 1	feel: 4
easy: 6	quality: 16	washable: 11	enjoy: 1	granddaughter: 3
baby: 5	natural: 12	pattern: 9	working: 1	time: 2
care: 5	good: 11	color: 8	high: 1	comfortable: 2
gift: 4	love: 11	care: 8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



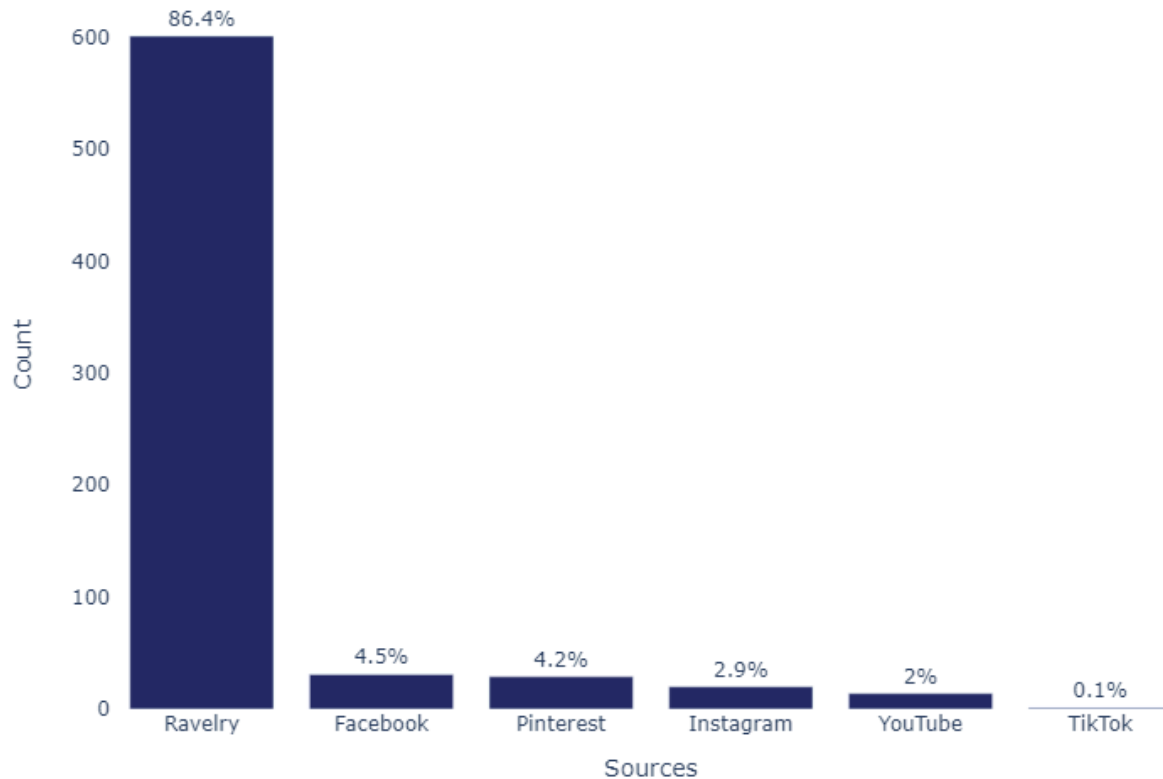
- Of the respondents, the most popular brand discovery sources are: (From 2560 responses.)
 - For ages 18-24: Preferred **Word of Mouth (100.0%)**.
 - For ages 25-34: Preferred **Social Media (57.1%)**, then **Word of Mouth (14.3%)**, followed by **Online Ads (14.3%)**.
 - For ages 35-44: Preferred **Email (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



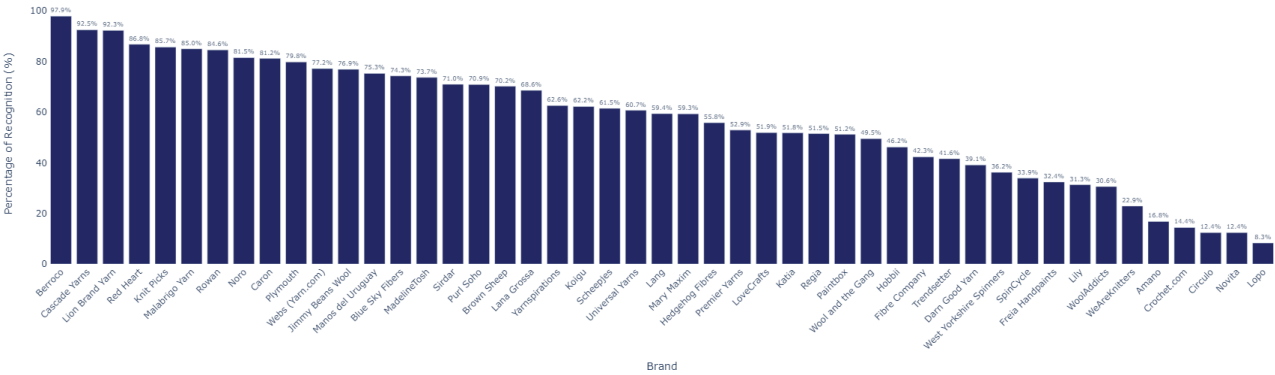
- Of the respondents that discovered a brand through social media, the most popular is: (From 198 responses.)
 - For ages 25-34: Discovered through **Instagram (66.7%)** and **Facebook (33.3%)**.
 - For ages 35-44: Discovered through **Facebook (50.0%)**, then **Instagram (33.3%)**, followed by **Pinterest (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

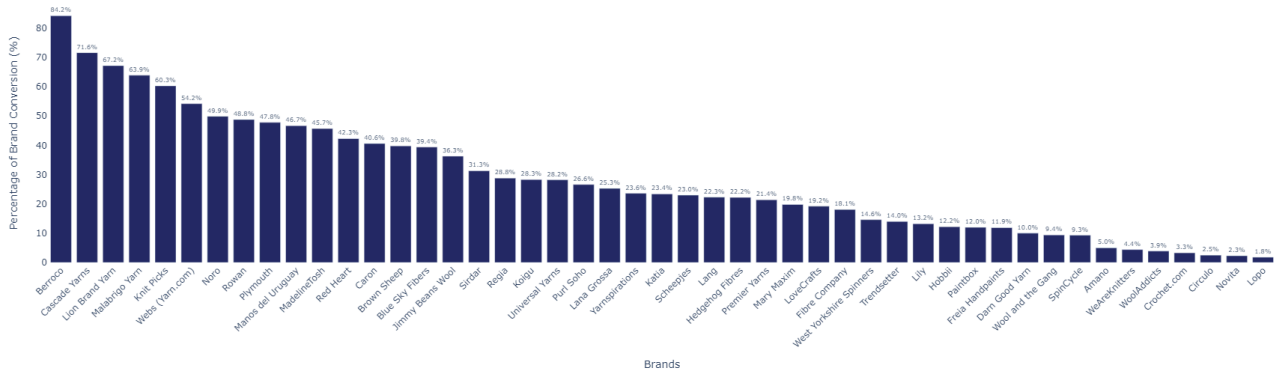


- Of the respondents, the most popular social media platform for inspiration is: (From 696 responses.)
 - For ages 25-34: Preferred **Ravelry (50.0%)**, then **Pinterest (33.3%)**, followed by **Instagram (16.7%)**.
 - For ages 35-44: Preferred **Ravelry (68.4%)**, then **Pinterest (15.8%)**, followed 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%)**.

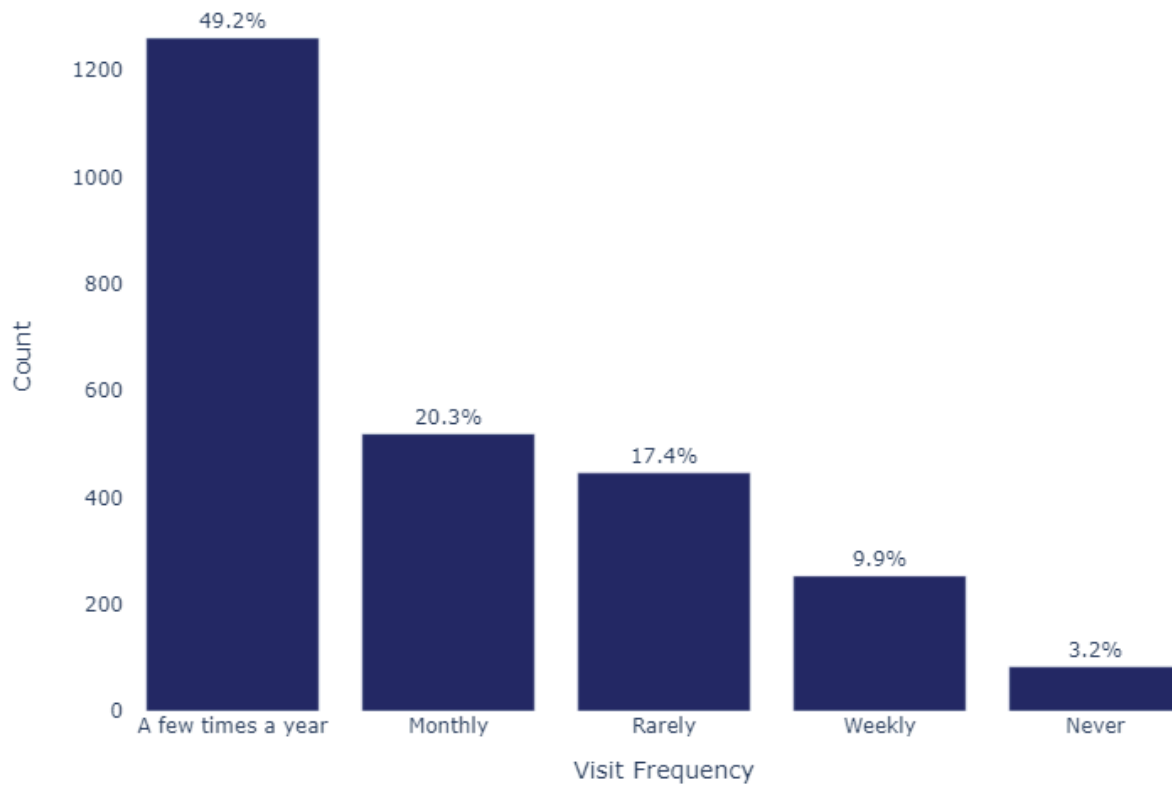
Brand Recognition



Brand Conversion

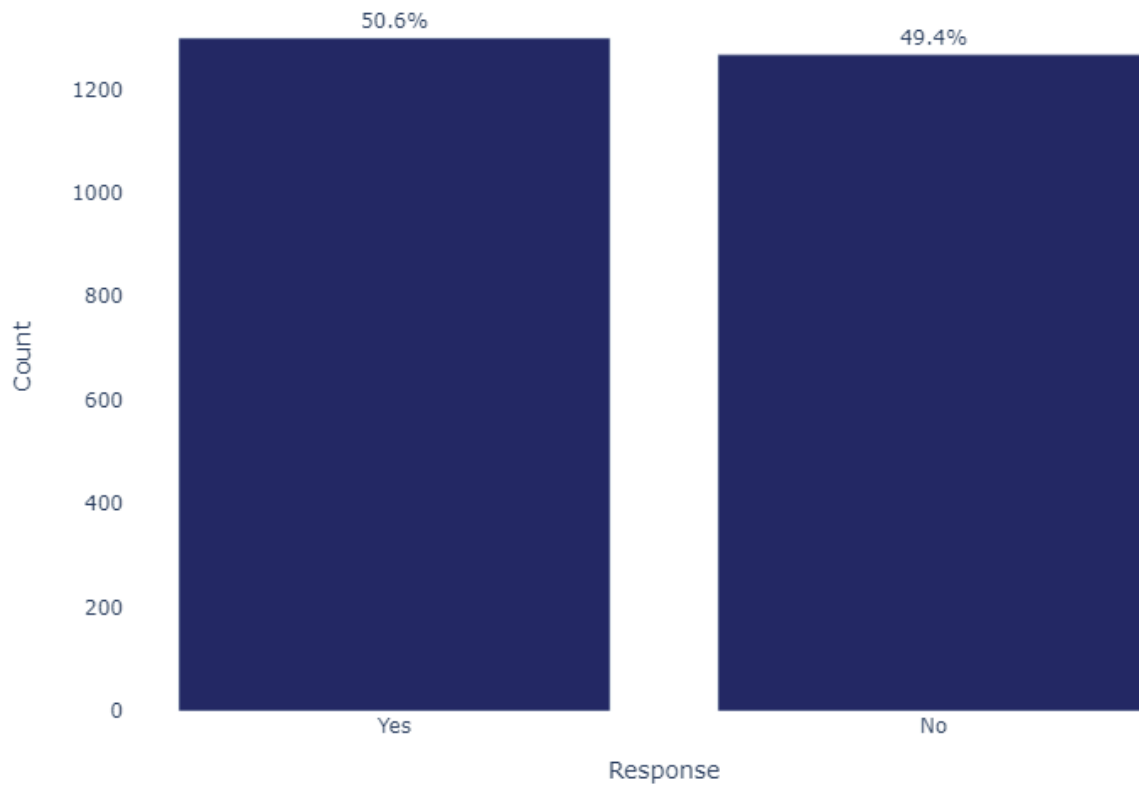


Yarn Store Visits



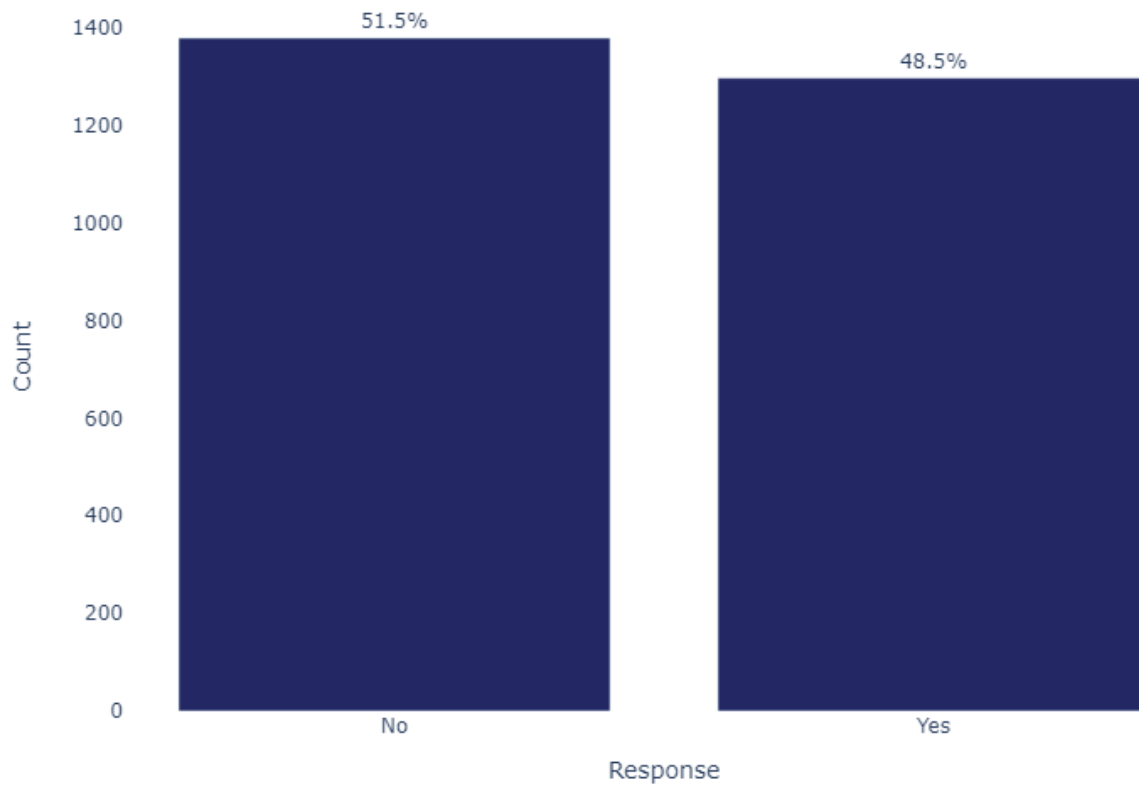
- Of the respondents, their yarn store visits are as follows: (From 2676 responses.)
 - A few times a year: **49.20%**.
 - Monthly: **20.27%**.
 - Rarely: **17.42%**.
 - Weekly: **9.88%**.
 - Never: **3.24%**.

Attending Classes or Meetups



- Of the respondents, the following participate in knitting/corchet classes or meetups: (From 2676 responses.)
 - Yes: **50.62%**.
 - No: **49.38%**.

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