

Crocheters and knitters of all ages are an active and creative group



Craft Yarn Council's 2014 Tracking Study surveyed more than **3,100** crocheters and knitters nationwide about what motivates them to do these crafts, the benefits they derive, plus looks at where they get their inspiration and what they are making. Following is a summary of that study.

Research & Methodology

Since 1994, the Craft Yarn Council (CYC) has commissioned Research Inc. of Atlanta, GA, to gather intelligence on yarn trends about women who have knitted or crocheted a project and purchased yarn during the past year.

As in the past, the 2014 survey was completed in October, and for the fifth time it was conducted online. An impressive **3,178** knitters and crocheters across the country participated in the survey. Many of the questions that were asked in previous surveys were included to establish a trend line, and for the first time health and wellness questions were added.

The sheer volume of respondents substantiates trends in consumers' perception of these crafts and their motivation to purchase yarn. All regions of the country were represented.

- **Northeast 22%**
- **Southeast 24%**
- **Midwest 28%**
- **West 11%**
- **Northwest 7%**
- **Southwest 8%**

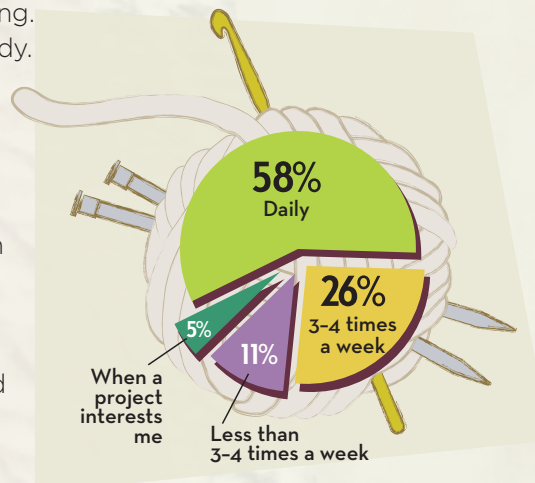
Despite having to complete a very long survey (it took between 20–30 minutes), crocheters and knitters in all age groups participated:

- **15% were 18–34 years old**
- **13% were 35–44**
- **23% were 45–54**
- **32% were 55–64**
- **17% were 65+**

Who are they?

3,178 knitters and crocheters

- **48% primarily crochet**
- **32% primarily knit**
- **20% equally knit and crochet**



They've purchased yarn, made a project in the past year, and are very active in their craft. In fact, **84%** say they crochet or knit at least 3 to 4 times a week; **58%** claim they crochet or knit daily. **Fifty-three percent** of younger consumers, ages 18–34, crochet or knit daily.

Six-in-ten crocheters and knitters made a project for charity last year. At **63%**, hats are by far the most popular type of project made for charity, followed by scarves at **35%** and baby blankets at **32%**.

What motivates them?

Knitters and crocheters indicated the top three most important reasons they participate in their craft.

- **Provides creative outlet (65%)**
- **Enjoy making things for others (51%)**
- **Provides a sense of accomplishment (44%)**

It was interesting to note differences in responses by age. For instance, 45–54 year olds (**70%**) and 35–44 year olds (**69%**) are more likely than

younger respondents to say they knit and crochet because it provides them with a creative outlet. For 18–24 year olds, creative outlet ranked first at **57%**, followed closely by helping them cope with stress (**54%**) and making them feel productive (**47%**).

Knit & crochet are good for you!

Knitters and crocheters experience many benefits from the craft. Top benefits include:

- **Feeling of accomplishment (93%)**
- **Reduced Stress (85%)**
- **Improved Mood (68%)**
- **Sense of confidence (56%)**

Almost all (**90%**) knitters and crocheters responded that the craft improves their mood. Similarly, **nine-in ten** knitters and crocheters claim the craft helps them to relax. **Seventy-six percent** of respondents who say they have health challenges answered that knit and crochet helps them cope. Of those who have health challenges, **85%** say it helps them relax. For **81%** it decreases stress and for **57%** it decreases anxiety.

Seven-in-ten (**69%**) knitters and crocheters have participated in a knit/crochet group. Our respondents experience the following positive benefits when knitting and crocheting with others.

- **Social (78%)**
- **Happy (59%)**
- **Sense of community (58%)**
- **Proud (53%)**

Thirty-seven percent of respondents know a child who knits or crochets. They claim they have noticed a positive influence on children who participate in the craft. **Forty-six percent** have noticed a sense of accomplishment, **31%** more self-confidence, **26%** perseverance and 24% better concentration.

Internet, social media and print sources

The most common uses of the Internet for the craft continue to be:

- **Finding patterns (90%)**
- **Getting new project ideas (67%)**
- **Purchasing yarn, patterns and supplies (42%)**

When searching for project ideas on the Internet, social networking sites (**83%**) and yarn company websites (**77%**) are the most popular, followed by magazine and publisher websites (**37%**), retailer websites (**34%**), and podcasts and YouTube (**26%**).

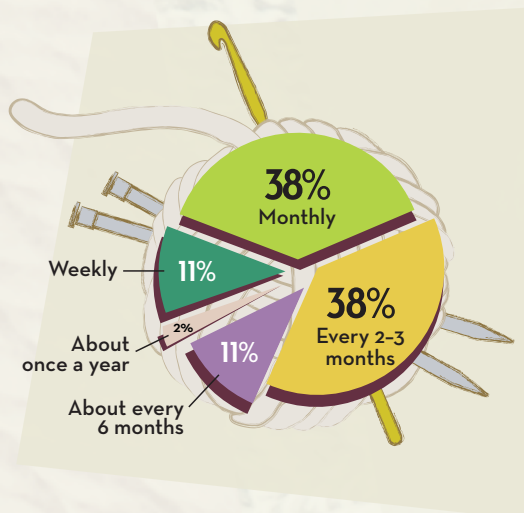
The most popular social media sites used for the craft are Ravelry (**71%**), Facebook (**61%**), YouTube (**52%**), Pinterest (**40%**) and blogs (**23%**). Crocheters and knitters also get ideas from print sources.

- **Knit and crochet magazines (64%)**
- **Books (61%)**
- **Free tear-off patterns (59%)**
- **Projects on yarn labels (47%)**

What they make

Continuing the trend, scarves, hats, baby blankets and afghans topped off the list of favorite projects among all those surveyed. Scarves at **86%** and hats at **79%** were the favorite projects across all age groups.

When and where they buy



Because they are making a substantial number of projects, **87%** of crocheters and knitters are

buying yarn every one to three months and of those, **49%** report they buy yarn at least once a month. An impressive **11%** are buying yarn on a weekly basis. For **51%** of respondents, specialty craft chains are their primary source for yarn, followed by local yarn shops (**14%**); mass merchandisers (14%) and the Internet (**10%**).

Fifty-three percent of those who buy yarn on the Internet say the most common reason they purchase online is to locate hard-to-find yarn. **Thirty-three percent** say it is because of convenience and **30%** claim they can find the best prices online. **Twenty-three percent** buy online to get the quantity they need.

Conclusion

The members of the Craft Yarn Council are committed to continuing to inspire these enthusiasts with **innovative products** and **fashion-forward designs** both in print and on the web, along with programs to reach and **educate new consumers** to the fun and beauty of knitting, crocheting and crafting with yarn.



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