

# QUILTING IN AMERICA™ 2010

Presented by **Quilters Newsletter**, a **Creative Crafts Group** publication, in cooperation with **International Quilt Market & Festival**, divisions of **Quilts, Inc.**

## Research Objective & Methodology

Quilting in America™ 2010 is the sixth in a series of studies done since 1994 with the intent of measuring the amount of time and money quilters spend on their hobby in addition to profiling the key segments of the market.

The study is conducted in two phases:

**Phase I**, administered by TNS Global, Inc., surveys 20,000 U.S. households to measure the incidence of participation and the dollar value of the quilting industry. This phase reported a 63% response rate in 2010.

**Phase II**, conducted by DP Research Solutions, surveys in-depth, 2,500 qualified "dedicated" quilters to learn more about them, their quilting habits and buying behaviors. This phase reported a 60% response rate in 2010.

## Quilting in America™ 2010 Detailed Report

An extensive report providing detailed narrative, charts and data will be available in August 2010.

## For more information contact:

Megan Smith  
Creative Crafts Group  
msmith@creativecraftsgroup.com

## Size of U.S. Quilting Market

- 14% of U.S. households (16.38 million) are home to at least one active quilter
- Total quilters in the U.S. now exceeds 21 million, (avg. 1.3 quilters per household)
- Quilting households spent an average of \$219 in 2010, up 27% from 2006
- **Estimated total dollar value of the quilting industry stands at \$3.58 billion.**

## Dedicated Quilters

Defined as those households that spend more than \$600 per year on quilting-related purchases

- They represent 6.2% of all quilting households, and account for 69% of total industry expenditures
- In 2010, dedicated quilters report spending a total of nearly \$2.5 billion

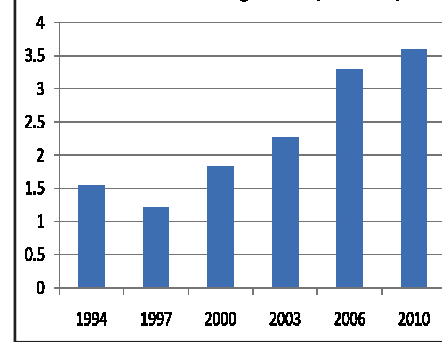
## Who is the Dedicated Quilter...

- Female
- 62 years old
- Well educated (72% attended college)
- Affluent (\$91,602 HH income)
- Spend on average \$2,442 per year on quilting
- Quilting for an average of 16 years
- **Quilting Style .. 44% prefer traditional quilts .. 50% enjoy both traditional and contemporary styles**

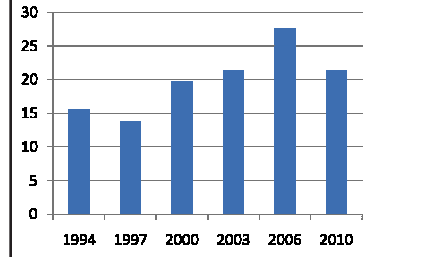
## Her Skill Level

	Beginner	Intermediate	Advanced
Percent	7%	53%	41%
Years Quilting	5	13.5	20.8
Hrs/Month	25	39	64
Age	61	62.2	62.2

\$ Value of U.S. Quilting Market (In billions)



Total U.S. Quilters (In millions)



## Her Quilting “Stuff”...

- The majority (85%) have a room dedicated to sewing/quilting activities
- On average, she has \$8,542 of quilting tools & supplies
- On average, she owns \$3,677 worth of fabric

## Sewing Machines

- They own an average of 2.7 sewing machines
- 25% own more than 4 machines
- In the past 12 months, 19% purchased a new machine spending \$2,679 on the machine

## Fabric

- In the past 12 months, each purchased an average of 93.6 yards of fabric at a cost of \$927.10 (\$9.90 average price per yard)
- **Favorite Patterns** .. *Small-scale florals (69%)* .. *Tone-on-tone neutrals (52%)* .. *Batiks (67%)* .. *Holiday prints (60%)*
- **Color Schemes most often purchased** .. *Jewel Tones (56%)* .. *Bright colors (52%)* .. *Earth Tones (52%)* .. *Neutrals (49%)* .. *Pastels (42%)*

## Thread

- In the past 12 months, each spent an average of \$144.10 on thread
- On average, she owns \$517.80 worth of thread and has an average of 152.8 spools of thread in her collection (\$3.40 average price per spool)
- **Color Schemes most often purchased** .. *Neutrals (75%)* .. *Earth Tones (48%)* .. *White (46%)* .. *Black (40%)* .. *Jewel Tones (33%)*

## Books

- Bought an average of 4.4 quilting books for last 12 months with an average price of \$21.00 per book
- **Favorite places to buy books** .. *Quilt shops (50%)* .. *Fabric stores (30%)* .. *Online (29%)* .. *Mail Order (17%)*

## Magazines

- Subscribe to or read an average of 4.4 quilting magazines
- Spend an average of 5.1 hours reading quilting magazines each month
- **Primary reasons offered for reading quilting magazines:**
  - .. *Learn new tips & techniques* .. *Get quilting inspiration*
  - .. *Learn about new products*

## Internet

- Majority (91%) own a personal computer
- 73% regularly access the Internet
- Average 2 hours per week on quilting websites
- 52% go online 2 or more times a day
- 69% visited quilting specific sites
- 28% belong to Facebook
- **Primary reasons for visiting quilting websites:**
  - .. *Get free quilt patterns* .. *Learn about quilting products* .. *Shop for quilting supplies* .. *Find block patterns* .. *Search for fabrics*

## Key Findings 2010

- The estimated value of the quilting market in 2010 is \$3.58 billion (up 9% since 2006)
- 16.38 million quilting households in the U.S. (down 14% from 2006)
- Total number of quilters in the U.S. is 21.3 million (down 23% from 2006)
- Average quilting household annual expenditure is up 27% to \$219
- 6.2% of quilting households are considered “dedicated,” responsible for generating 69% of quilt industry spending (\$2.48 billion)