Public Perceptions and Awareness of Irish Crafts

A Consumer Research Study by: Crafts Council of Ireland

A Consumer Research Study by: MillwardBrown
What we did and why

Telephone interviews from 4th - 18th December 2012

Nationally representative sample 
800 people aged 15+

Overview of consumer perceptions 
of craft including purchasing 
behaviour
What are Crafts?
Perception of product categories
Q. I would now like you to think about Irish made and designed crafts. Here, we are talking about hand made products, both functional and decorative. When you think of crafts, what products or items come to mind?

Textiles and ceramics are the most ‘top of mind’ craft products among the public: mentions of textiles/knitwear and woodwork have doubled since 2006.

Textiles/Knitwear 41%
Ceramics/Pottery 38%
Woodwork 28%
Glass 21%
Jewellery 17%
Media Awareness

Crafts Council of Ireland
When prompted, consumers can readily identify a broad range of products as ‘crafts’.

<table>
<thead>
<tr>
<th>Craft Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Ceramics/Pottery</td>
<td>95</td>
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<tr>
<td>Baskets</td>
<td>92</td>
</tr>
<tr>
<td>Textiles/Knitwear</td>
<td>91</td>
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<tr>
<td>Woodwork</td>
<td>90</td>
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<tr>
<td>Jewellery</td>
<td>89</td>
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<tr>
<td>Candles</td>
<td>85</td>
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<tr>
<td>Glass</td>
<td>84</td>
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<tr>
<td>Metalwork</td>
<td>79</td>
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<tr>
<td>Furniture</td>
<td>74</td>
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<tr>
<td>Slate/Stone</td>
<td>72</td>
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<tr>
<td>Toys</td>
<td>68</td>
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<tr>
<td>Musical Instruments</td>
<td>65</td>
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<tr>
<td>Leather</td>
<td>60</td>
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<tr>
<td>Soap</td>
<td>58</td>
</tr>
<tr>
<td>Paper</td>
<td>43</td>
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<tr>
<td>Printing</td>
<td>42</td>
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</tbody>
</table>

Q. I am going to read out a number of items and products. For each, can you tell me whether or not you consider them to be crafts?
Interest in and attitudes towards Craft
Over 1 in 2 are interested in buying/owning craft. Women and over 35s are craft’s greatest advocates.

Q. To what extent would you say that you are personally interested in buying and owning craft products?

Very/fairly interested

Not very interested

Mostly women: 67% and those aged 35+, interest increases with age

Mostly men and younger people
Strong increase in buying craft since 2006. Investment in 2011 Year of Craft has paid off

Q. To what extent would you say that you are personally interested in buying and owning craft products?
Positive associations far outweigh any negatives associated with craft. Build on positives, and challenge the negatives.

Ideal Gift: 82%
Authentic Skills: 78%
Irish-made is important: 76%
Pieces of Art: 71%
Excellent Quality: 70%

Poor value for money: 18%
Not for me: 40%
Just souveniers: 21%

Q. Thinking generally about crafts, on a scale of 1 to 5 (5 being Strongly Agree and 1 being Strongly Disagree) to what extent would you agree or disagree with the following statements?
Purchasing Crafts
Incidence, Location and Barriers

Crafts Council of Ireland

MillwardBrown
6 in 10 have purchased a craft item in the past 12 months; Profile is mostly older women & mostly for gifting

**Purchased**

- **Yes** 61%
- **No** 39%

**How much?**
Average spend: €90

**What?**
Ceramics /pottery, art/sculpture, textiles/knitwear, jewellery or glass

**Where?**
Most likely at craft fair, craft shop or gift shop

**Who?**
Women, those 35+

**Why?**
- Gift - 6 in 10
- For myself - 4 in 10

Q. Can you tell me whether or not you have bought a craft item (or items) in the past 12 months?
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Craft purchase up 12% points since 2009, again boosted by the Year of Craft 2011

Historical Trend of Craft Purchasing
Cost is the main barrier to craft purchase, however there is a decline in all barriers evident in 2012.

- 61% Yes
- 39% No

- 44% Expensive
- 27% Never occurred to me
- 18% Don’t know where to buy craft

Continue to address these in communications materials and in-store.
Retail outlets is main source of awareness of craft. Continued presence in retail, media and at fairs/festivals will boost public awareness and interest.

- Retail Outlets: 7 in 10
- Media: TV or advertising or newspaper /magazine: 6 in 10
- Local festival / Craft Fairs: 1 in 2
Less prominent sources of awareness of Irish Craft, including art exhibitions, brochures, radio and online require more focus to cut through.

- At exhibitions around the country: 46%
- Brochures about craft: 45%
- Public events like Bloom in the Park or Tall Ships: 41%
- Radio programmes: 38%
- On the Internet: 34%
Summary & Conclusions
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Consumer interest in owning/buying craft products, also craft purchase have increased significantly since 2010 - most likely driven by the 2011 Year of Craft activities.

Women and those 35+ are craft’s greatest advocates.

Gifting, Irish-made and quality are some of the ‘hooks’ that resonate most with consumers regarding Irish craft. These should continually be promoted.

The main barriers to purchase are expense, non-consideration, lack of knowledge re point of purchase), though these are in decline, they should still be challenged.

Average spend on craft has increased in 2012, reverting back to levels previously seen in 2009 and 2010. This may bode well for 2013 spending patterns.

Craft is predominantly bought as a gift, but the incidence of buying for oneself has grown slightly, a positive shift in behaviour that may widen the market for craft purchase.

Retail, the media and craft fairs are having the greatest impact on consumer awareness of craft, but there is scope for other channels to come more to the fore.

Overall, the 2012 story is very positive for Irish craft, with the potential for further growth.
THANK YOU!
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