

# *CHA 2010 Winter Craft SuperShow Post-Show Attendee Survey Results*

*March 4, 2010*



# *Contents*

- Background and Objectives
- Executive Summary
- Overall Satisfaction
- Driving Attendance to the Show
- Overall Show Experience
- Workshops
- Attendee Travel
- Attendee Crafting Profile
- Attendee Demographics
- Key Conclusions
- CHA Contact Information



## *Background and Objectives*

## *Background and Objectives*

- **The CHA 2010 Winter Craft SuperShow was held on Friday, January 22 – Saturday, January 23, 2010.**
- **CHA conducted a survey post-show among Craft SuperShow attendees to:**
  - Gauge consumer satisfaction levels
  - Measure the levels of new craft participation
  - Guide future show development
- **Data collection:**
  - The survey was sent on February 3, 2010 to 2,908 attendees with a valid email address who opted in to receiving e-mail communications from CHA and affiliated partners
  - 2,536 messages were successfully delivered (87%)
  - 1,141 consumers responded
  - 45% survey response rate (vs. those delivered)



## *Executive Summary*

# *Executive Summary*

- **Key Conclusions**

- The Craft SuperShow was a success based on high satisfaction levels and the high trial rate for new crafts
- Opportunities for improvement still exist

- **Overall Satisfaction**

- 83% of respondents had a positive overall experience
- Respondents came to Learn, Create and Buy
  - 88% came to Learn (new techniques)
  - 84% came to Buy (products/supplies)
- The most effective form of advertising was through the retail locations
  - 34% of respondents heard about the Craft SuperShow through their local retail store
- 50% of the respondents rank the Craft SuperShow better than other craft shows they have attended
- Satisfaction level is high among respondents
  - 82% of respondents will most likely return to the Show
  - 81% of respondents will most likely recommend the Show to a friend or family member

# *Executive Summary*

- **Driving Attendance to the Show**
  - The Discount Code Promotion proved to be effective
    - 68% of respondents used a discount code
    - 85% of respondents made a purchase at the retail store where they picked up their code and a majority of them (52%) spend between \$21-\$100
    - 97% of respondents plan on returning to the store where they picked up their code
  
- **Overall Show Experience**
  - 69% of the respondents stayed between 4-8 hours on Friday
  - 74% of the respondents stayed between 4-8 hours on Saturday
  - Respondents learned and discovered a new craft
    - 70% tried a new craft
    - 63% bought items at the Show relative to that new craft
    - 79% will most likely continue that new craft after the show
  - Chain Store booths were extremely popular
    - 79% visited Michaels Booth
    - 75% visited Jo-Ann Stores Booth

# *Executive Summary*

- **Overall Show Experience, cont.**

- A majority of the Show elements were received very favorably
  - 76% Excellent rating for online registration
  - 66% Excellent rating for Kids Zone
- In contrast, food concessions and parking were ranked poorly
  - 29% Poor ranking for food concessions
  - 28% Poor ranking for parking

- **Workshops**

- 12% of respondents attended workshop classes on Friday
- 16% of respondents attended workshop classes on Saturday
- Of those who attended, 92% felt they were valuable based upon the time and money they invested
- The primary reason respondents did not attend a workshop class was because they did not have enough time
- There is an opportunity to increase participation in workshops due to high value perception and low participation

# *Executive Summary*

- **Attendee Travel**

- Most of the respondents traveled within a 50 mile radius of the convention center
  - 31% traveled 1-20 miles
  - 29% traveled 21-50 miles
- 95.8% of the attendees came from the western region of the United States
- Despite the proximity to Disney and other area attractions, only 6% of the respondents incorporated a vacation with their visit to the Show

- **Crafting Profile**

- 66% of the respondents classify themselves as intermediate crafters
- 51% of them completed 21+ craft projects within the past year

# *Executive Summary*

- **Attendee Demographics**
  - 34% of respondents live in households with children under the age of 18
  - 60% of the respondents are between the ages of 40 – 59
  - 98% of the respondents were female
  - A majority of the respondents (64%) classified themselves as Caucasian/White followed by Hispanic (15%)

# Executive Summary

- **Anaheim vs. Orlando**

- The responses for the satisfaction questions were proportionate to the responses given after the Orlando SuperShow

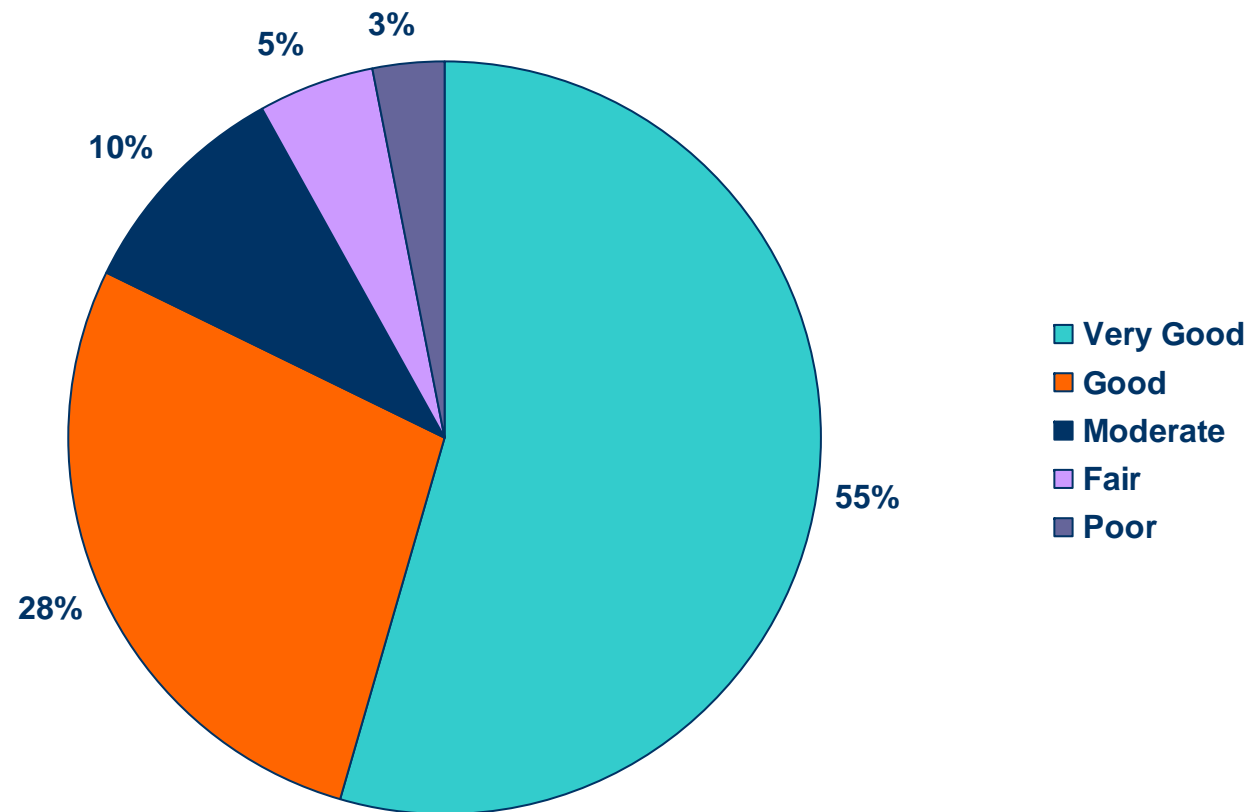
	Anaheim	Orlando	Index
<b>Positive Overall Experience with a Very Good to Good Rating</b>	83%	86%	97
<b>Trial Rate for New Crafts</b>	70%	63%	111
<b>New Craft Purchases Made at the Show</b>	63%	64%	98
<b>Future New Craft Purchases with a Definitely Will to Probably Will Purchase Rating</b>	79%	85%	93
<b>Returning Consumers with a Definitely Will to Probably Will Return Rating</b>	82%	72%	114
<b>Consumer Recommendation with a Definitely Will to Probably Will Recommend Rating</b>	81%	73%	111



*Overall Satisfaction*

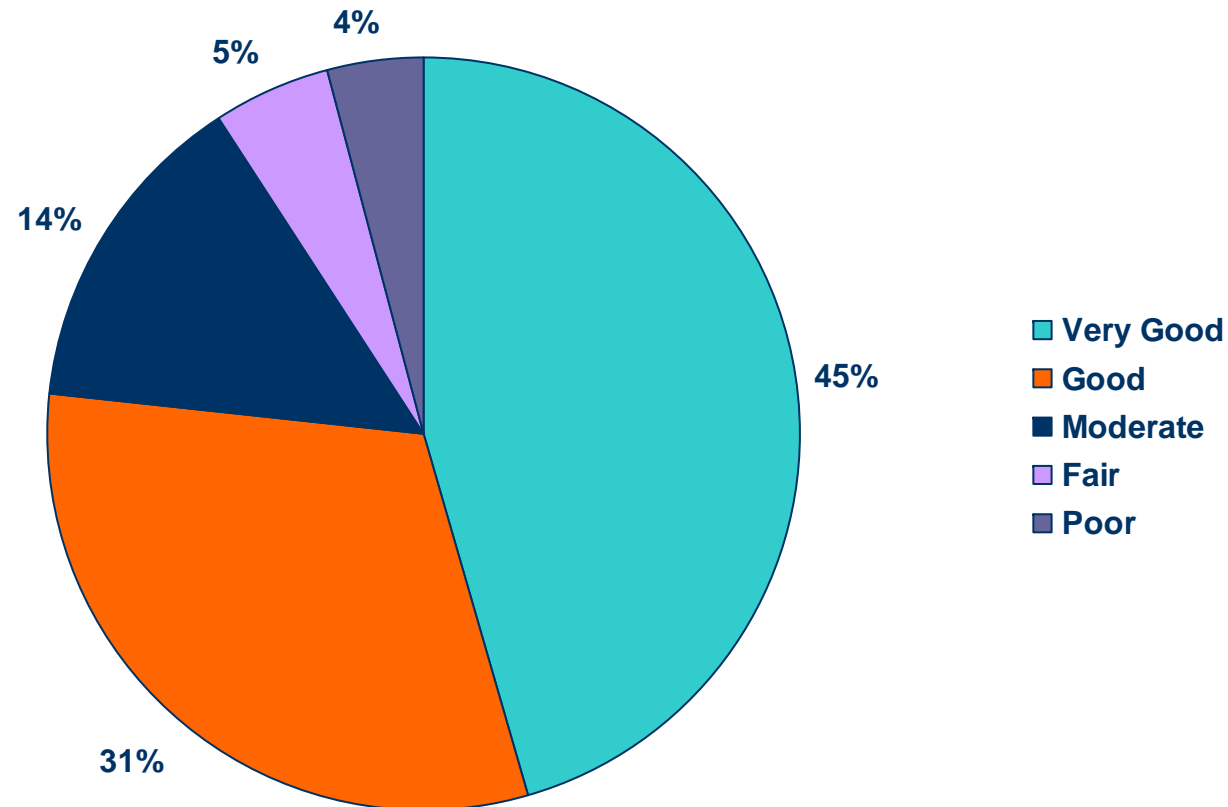
# Overall Experience

- 83% of respondents had a positive overall experience at the Craft SuperShow



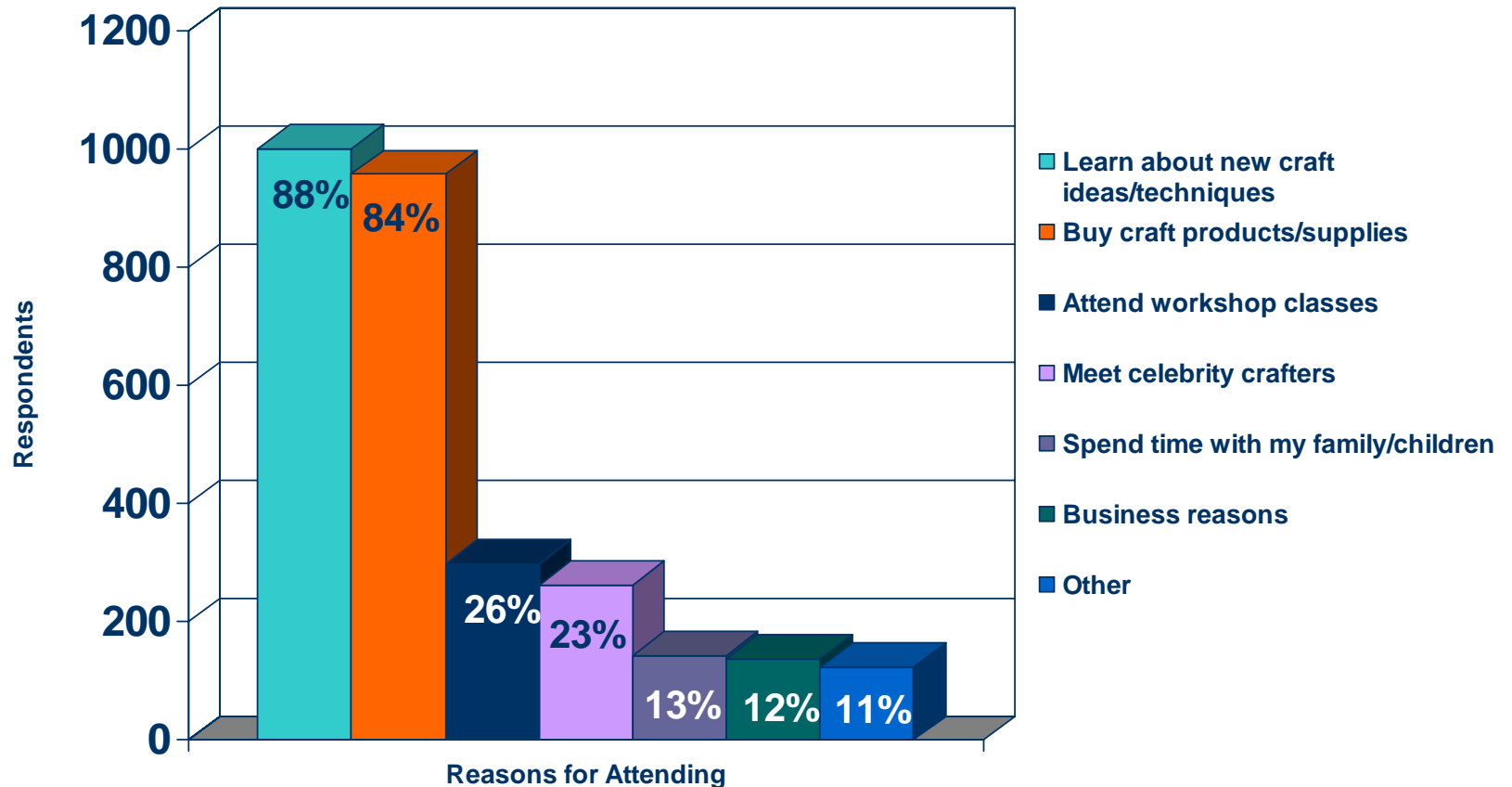
## Craft SuperShow Value

- 76% of respondents felt the Craft SuperShow was a good to very good value based upon the time and money they invested.



# Reasons for Attending

- 88% of respondents came to the Craft SuperShow to learn new craft ideas and techniques
- 84% of respondents came to buy products and supplies



## *Reasons for Attending, cont.*

- Other Write-in Reasons for Attending:
  - Girls Weekend/Spend Time with Friends
  - Ides/Product Demos/Make-N-Takes
  - To See the Newest Craft Products/Supplies
  - Curious/Wanted to See What the Show was About
  - To Have a Fun Day
  - Business Reasons
  - Looking for Specific Craft Supplies

# Craft SuperShow Promotion

- 34% of respondents heard about the Craft SuperShow from their local retailer

Promotion Vehicle	% of Respondents	% of Total Marketing Dollars
In-Store Signage and Flyer at Local Craft Retailer	34%	60%
Friend or Family Member	30%	0%
Retailer's Website	20%	0%
CraftSuperShow.com Website	15%	21%
Craft Blog	15%	0%
Other	13%	0%
Advertisement in Craft Magazine	8%	0%
Internet Search	8%	0%
Ad in OC Register Newspaper	7%	11%
Craft Manufacturer's Website	4%	0%
Ad in Other Local Newspaper	2%	6%
Employer Newsletter/Website	2%	0%
Ad in Press Telegram Newspaper	0%	2%

## *Craft SuperShow Promotion, cont.*

- Other Write-In Ways Consumers Heard About the Show:
  - CHA Exhibitor Mailings/[Craftandhobby.org/Chashow.org](http://Craftandhobby.org/Chashow.org)
  - [Splitcoaststampers.com](http://Splitcoaststampers.com)
  - Craft Industry Emails/Newsletters
  - Society of Decorative Painters
  - Carson Rubberstamp Convention
  - Cricut Message Board
  - Yahoo Groups
  - Facebook

# *Craft SuperShow Likes*

- Write-In Features that Respondents Liked at the Craft SuperShow:
  - Hands on make-n-takes (getting to try things with little or no cost)
  - Vendors (variety, quality, friendliness, informative, etc.)
  - Exposure to new products
  - Learning new techniques
  - Layout of show floor and ease of moving around
  - The overall atmosphere and excitement
  - Meeting Celebrities
  - Friendly people
  - Deals and Discounts
  - Door prizes/giveaways

## *Craft SuperShow Likes, cont.*

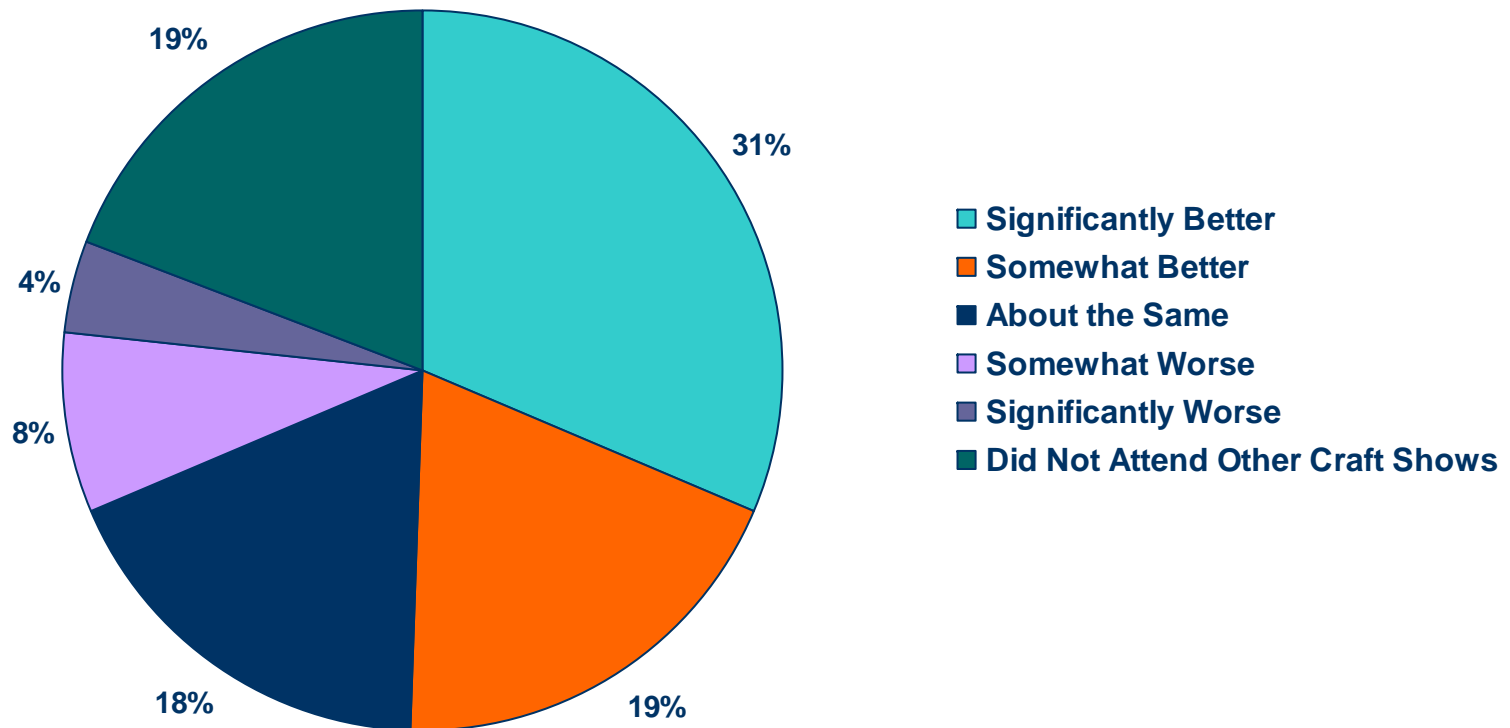
- Location
- Workshops
- Meet/interact with other crafters
- Kids Zone/kid friendly

# *Craft SuperShow Dislikes*

- Write-In Features that Respondents Disliked at the Craft SuperShow:
  - Not enough variety of exhibitors – too much scrapbooking/paper crafts
  - Parking too far away and too expensive – unclear how to get to the show from the lot
  - Food too expensive and crowded – need more food court areas
  - Limited amount of time to see everything – show needs to be 3 days
  - Not enough new products for sale – thought I would see new products
  - Too crowded – crowded aisles, screaming crowds, disorganized and difficult to navigate
  - Long wait for Make-N-Takes - disorganized and charging
  - Merchandise was priced too high – not enough deals, no incentive to buy
  - Not enough places on the show floor to sit and rest
  - Not enough booths – companies people wanted to see weren't there
  - Entry price, parking and workshop classes were too expensive
  - Unprofessional and rude Exhibitors – unorganized booths, running out of product and make-n-takes

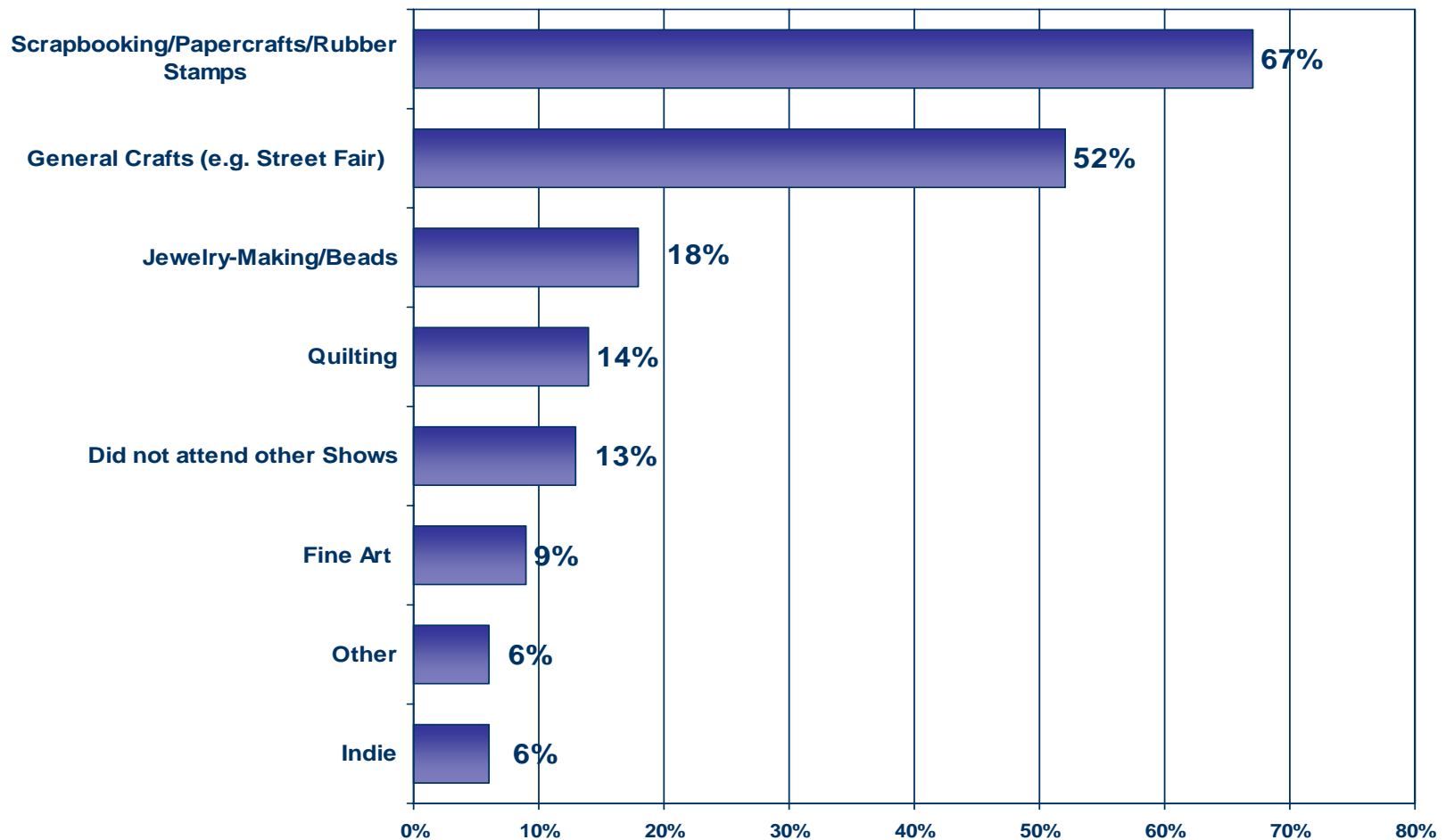
## *Craft SuperShow vs. Other Craft Shows*

- 50% of respondents feel the Craft SuperShow is better than other craft shows they've attended
- 68% felt the Craft SuperShow was equal to or better than other craft shows they've attended



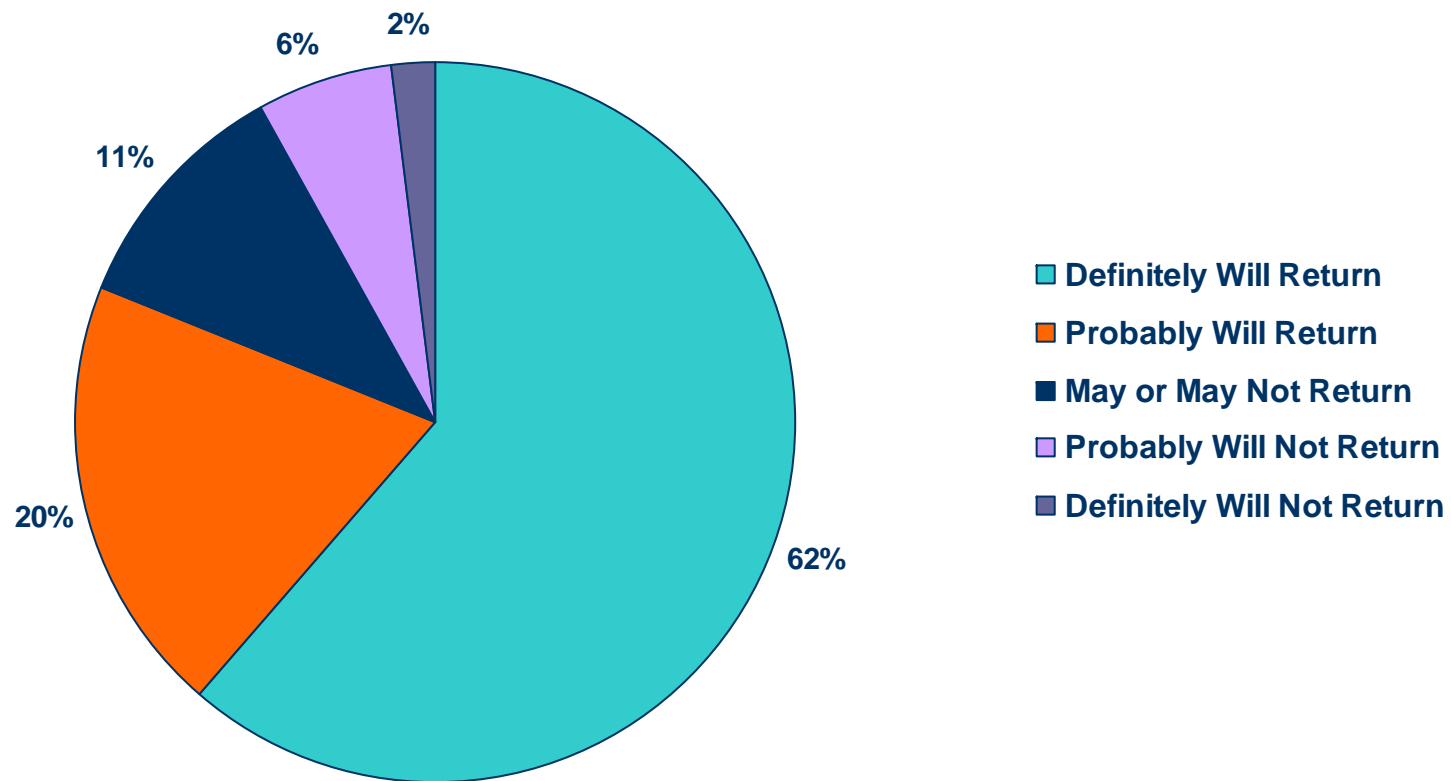
## *Other Consumer Shows Respondents Attend*

- In the past, 67% of the respondents have attended Scrapbooking/Paper Craft/Rubber Stamp Shows



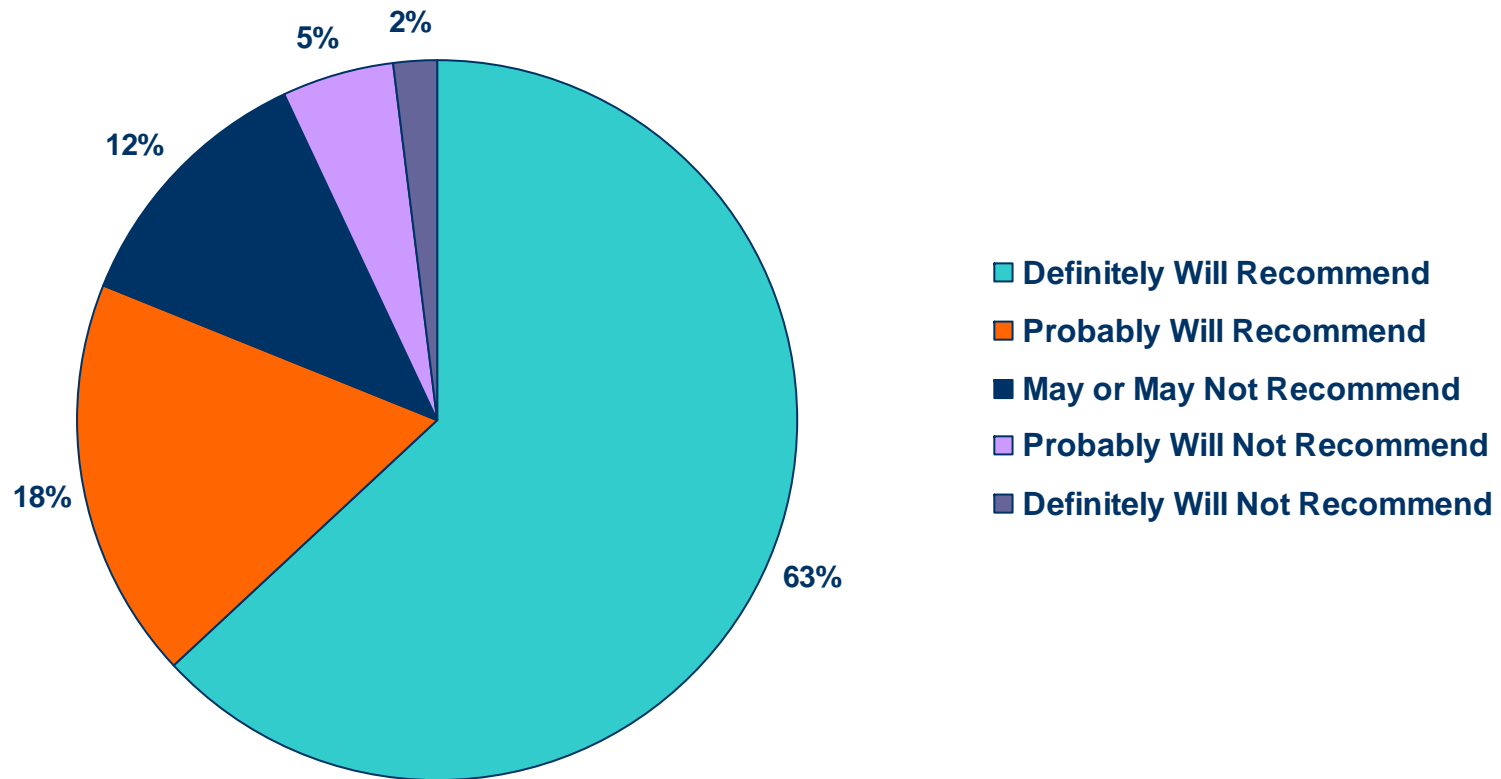
# Consumer Retention

- 82% of respondents will most likely attend another CHA Craft SuperShow



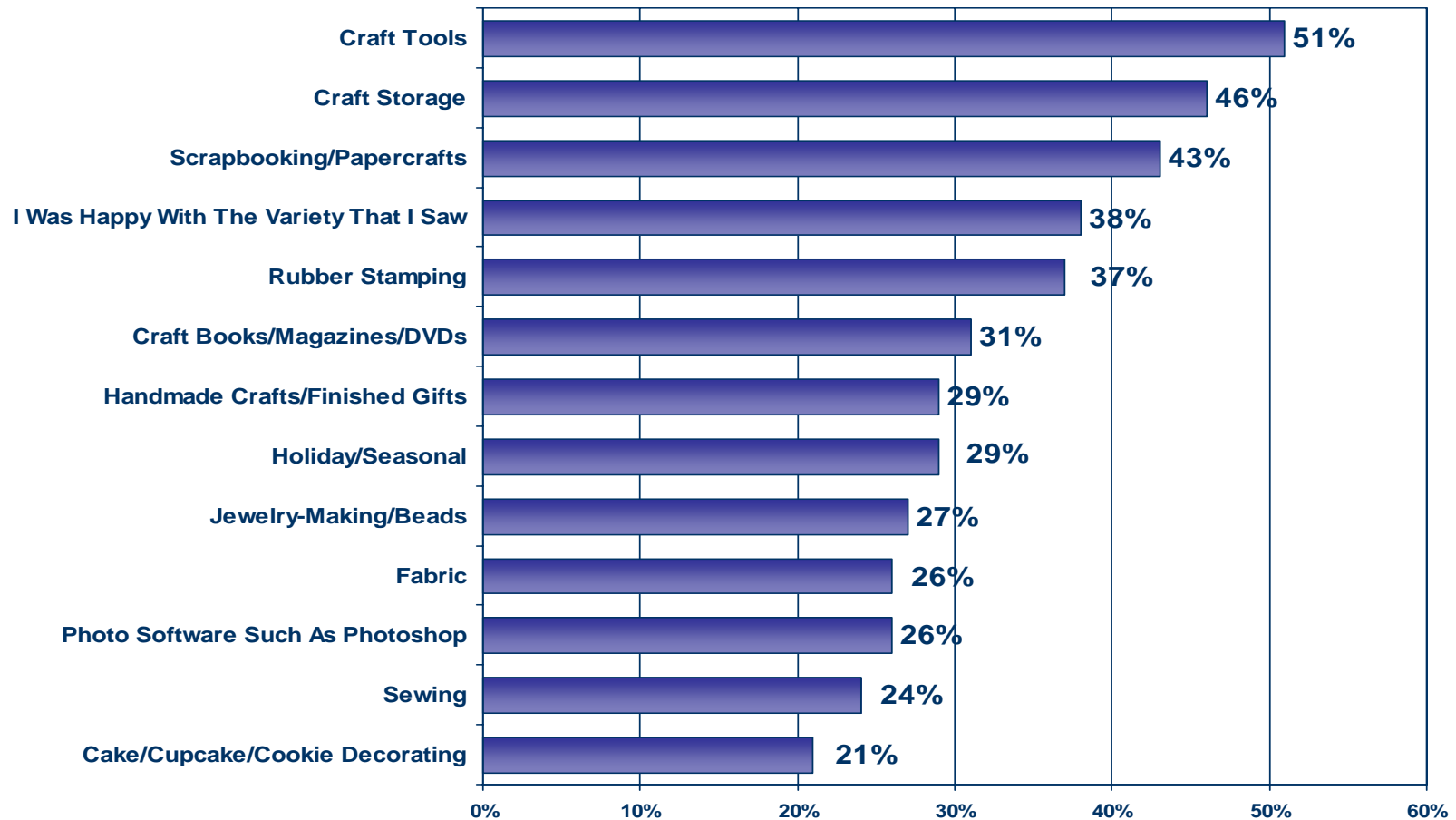
# Consumer Recommendations

- 81% of respondents will most likely recommend the Craft SuperShow to a friend or family member

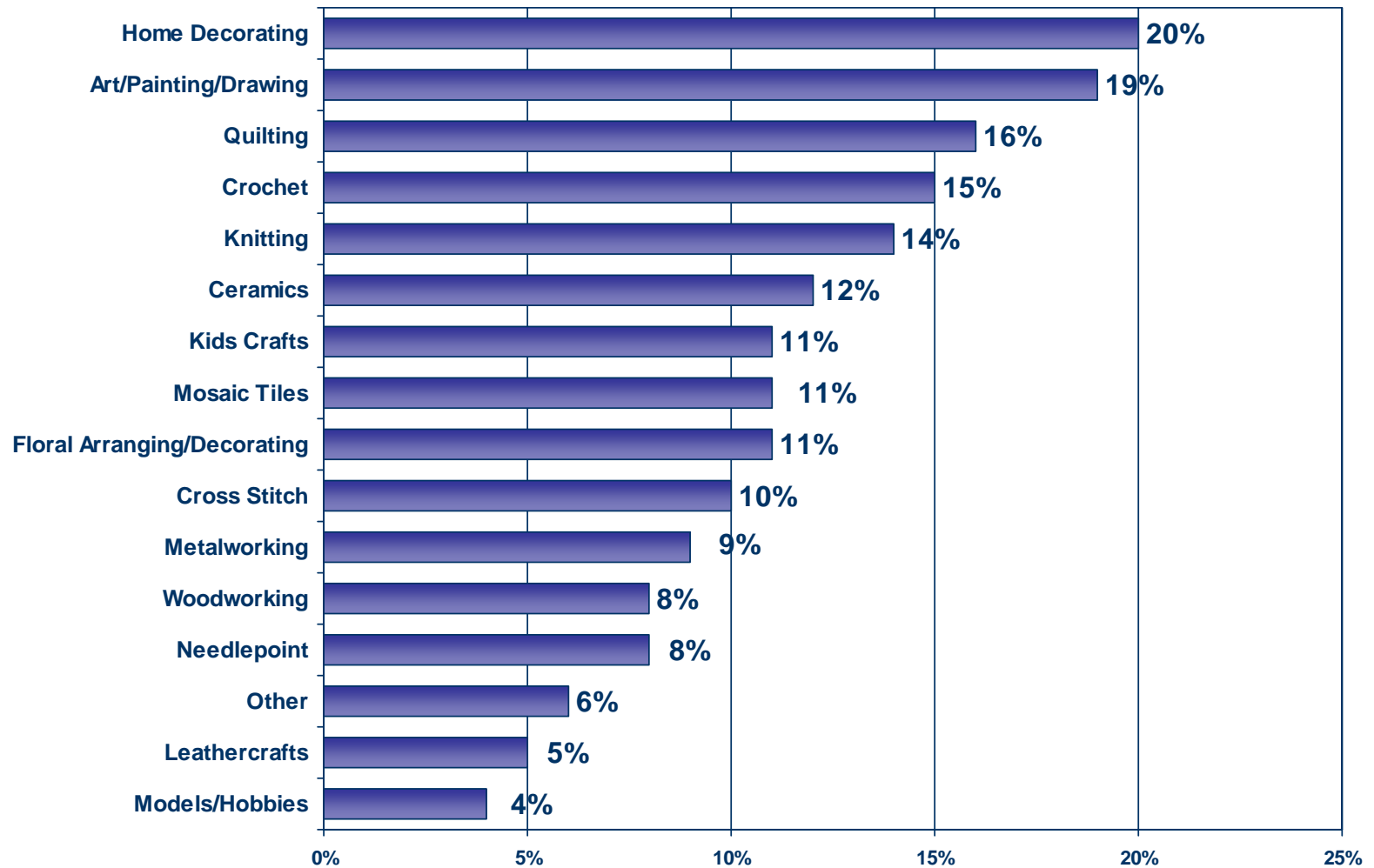


# Product Categories for Future Shows

- People want to see a wide range of craft products
- The primary interest areas are craft tools and craft storage



## *Product Categories for Future Shows, cont.*



## *Product Categories for Future Shows, cont.*

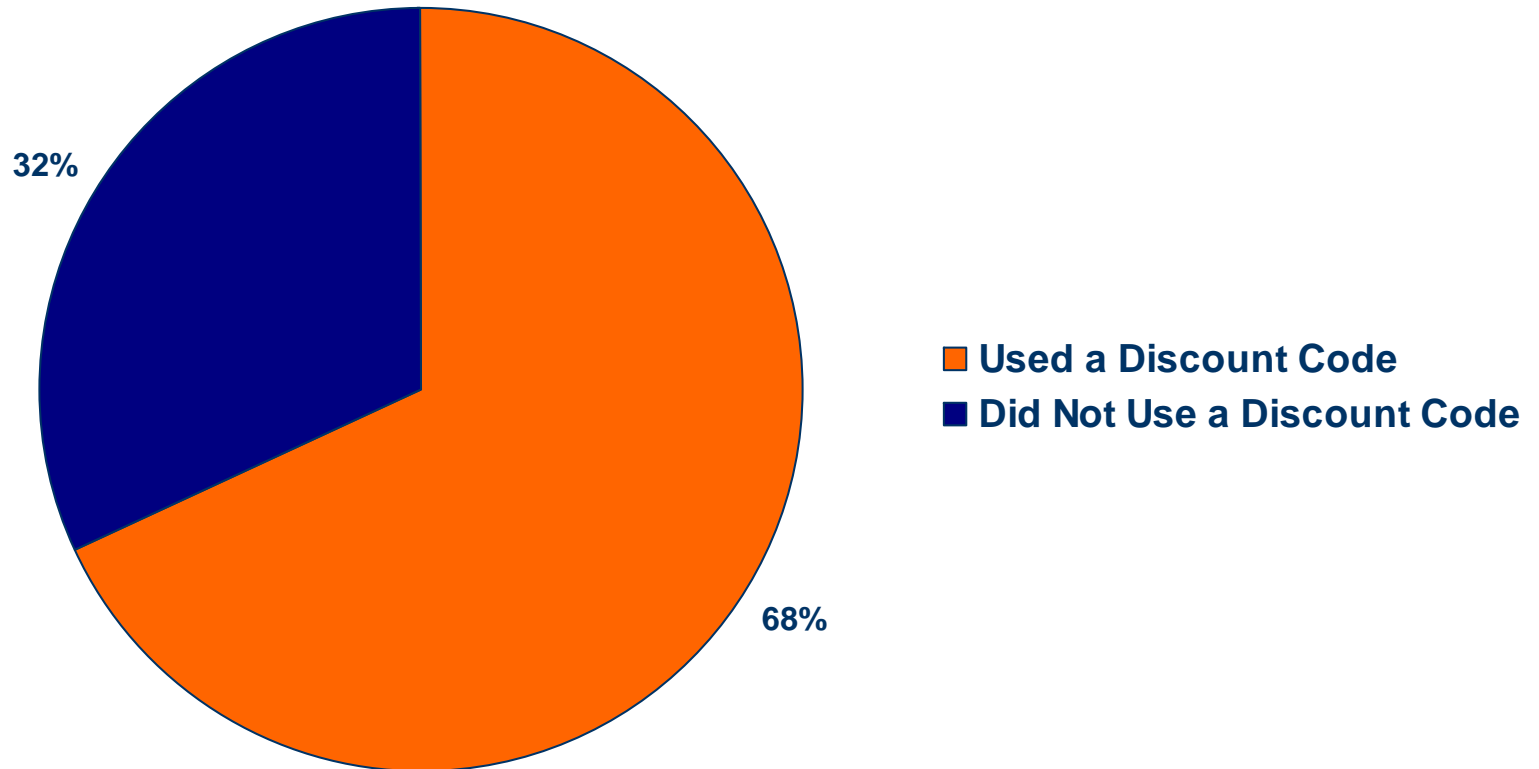
- Other Requests for Further Consideration:
  - Polymer Clay
  - Mixed Media/Altered Art
  - Tole Painting
  - Gourd Crafts
  - Quilling



*Driving Attendance to the Show*

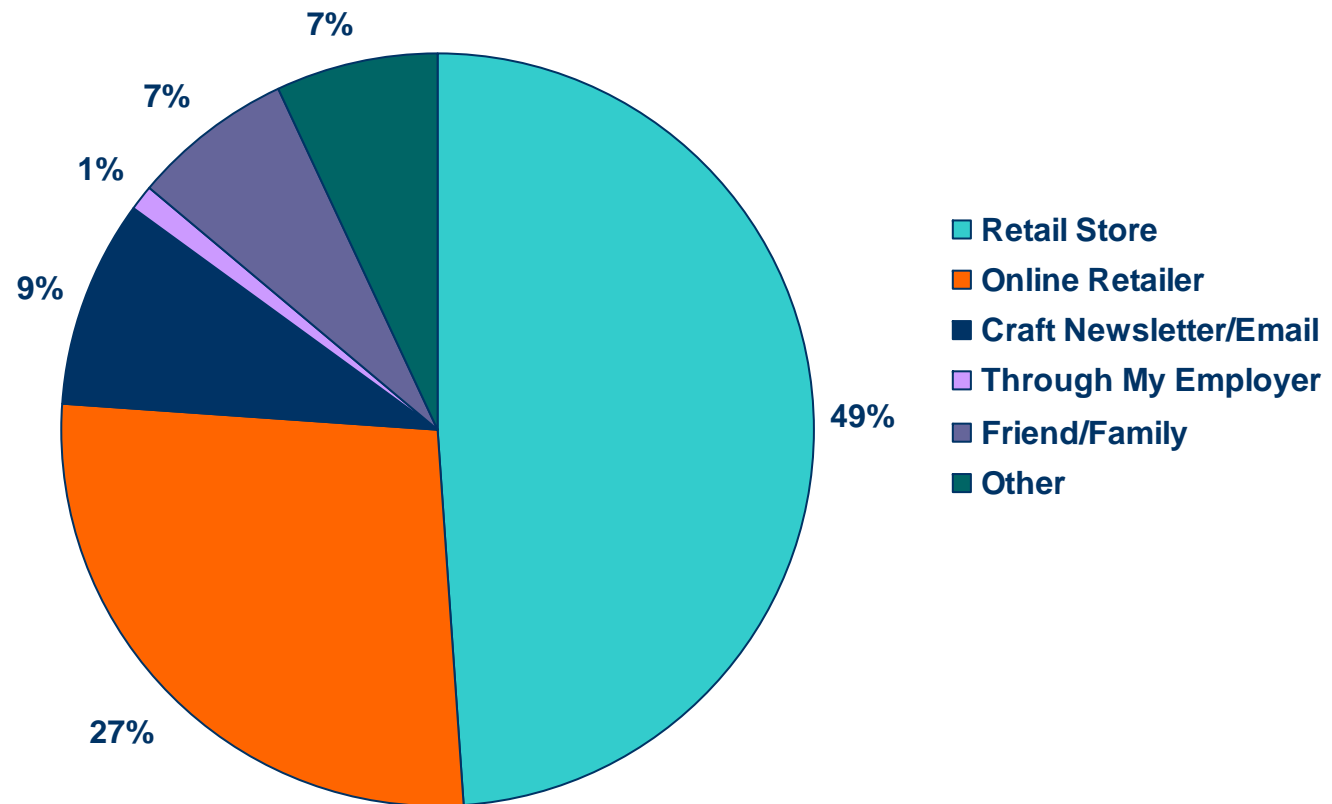
# *Discount Code Usage*

- 68% of respondents used a discount code when buying their tickets to the Show



# Acquiring Discount Codes

- 76% of respondents obtained a discount code to the Craft SuperShow from a retailer

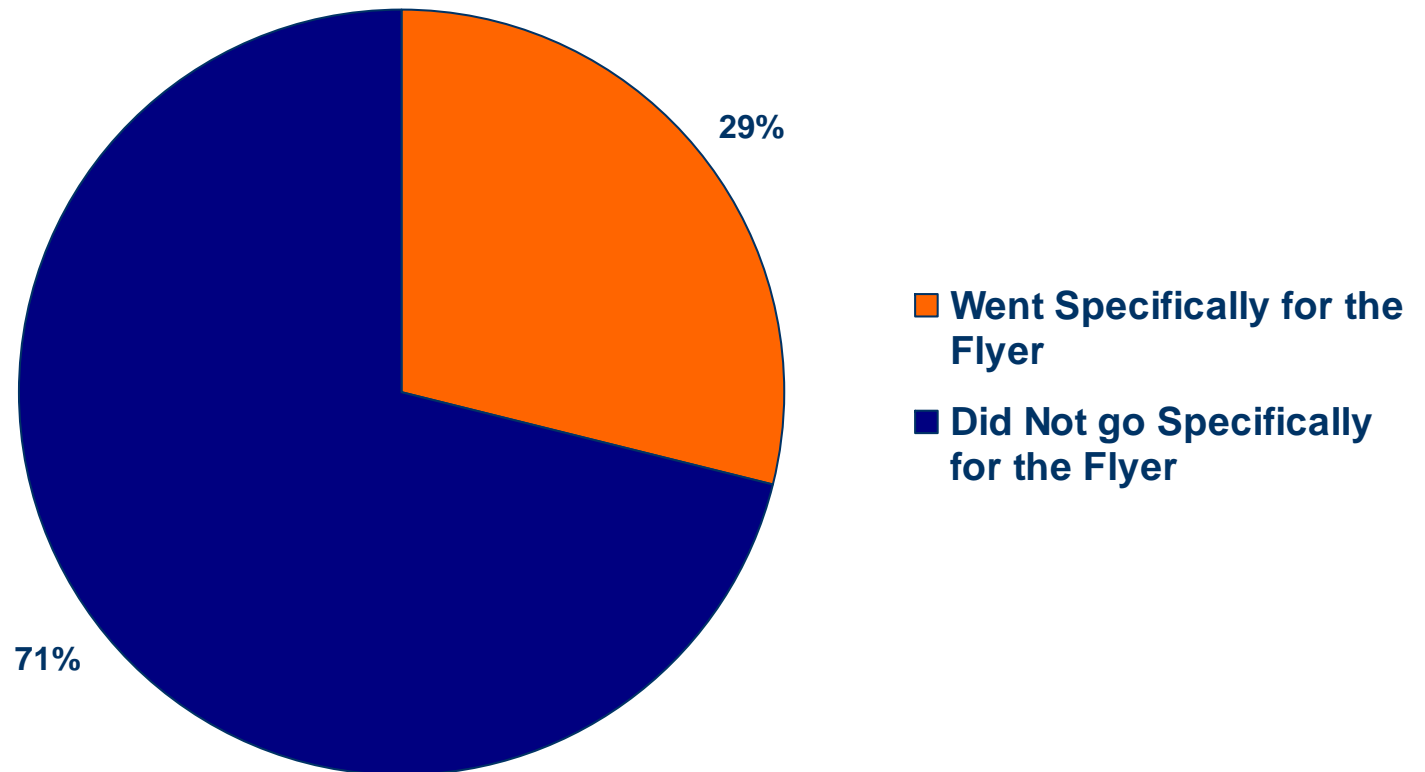


## *Acquiring Discount Codes, cont.*

- Other Places Where Consumers Acquired a Discount Code:
  - Splitcoaststampers.com
  - Newspaper Advertisement
  - Society of Decorative Painters
  - Carson Rubberstamp Convention

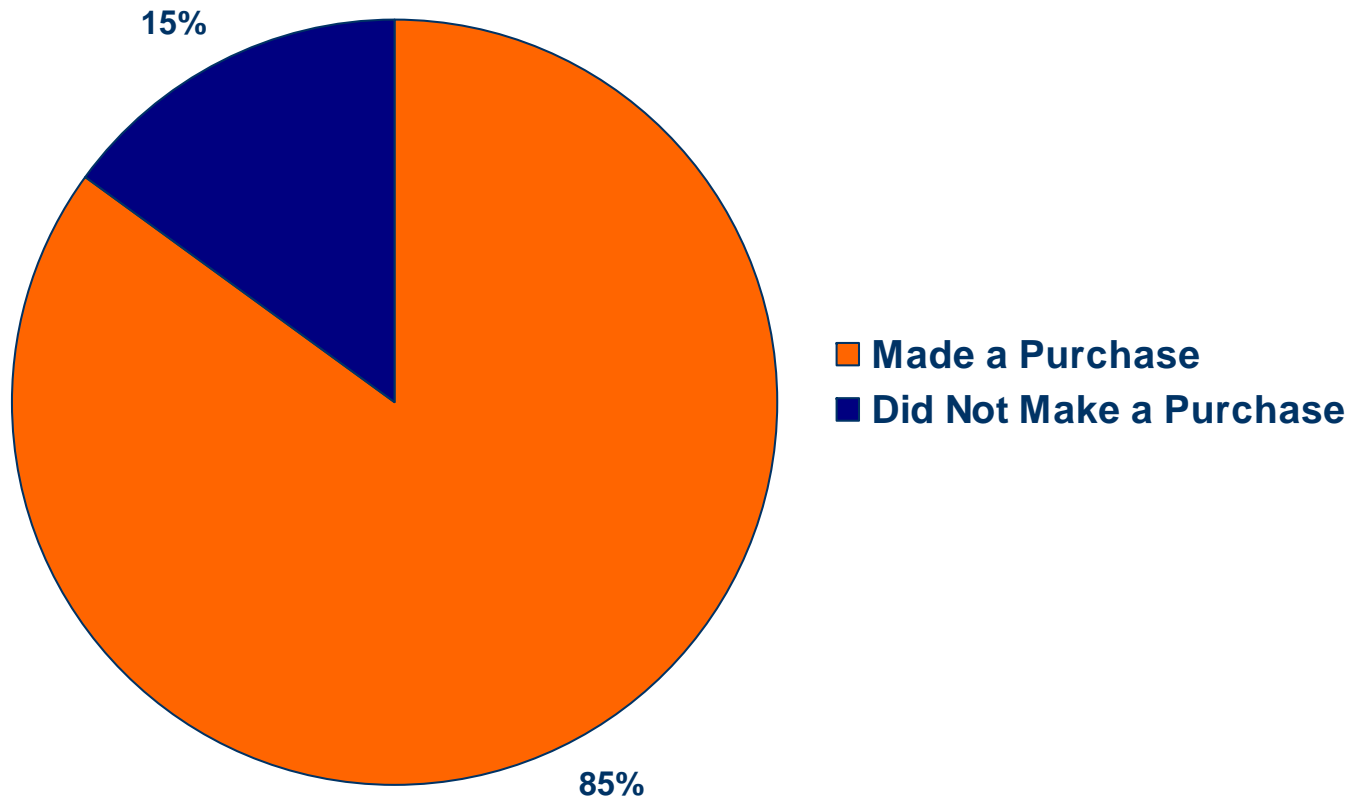
## *Discount Code Impact on In-Store Purchases*

- 29% of respondents went to their retail store specifically for the Craft SuperShow discount flyer.



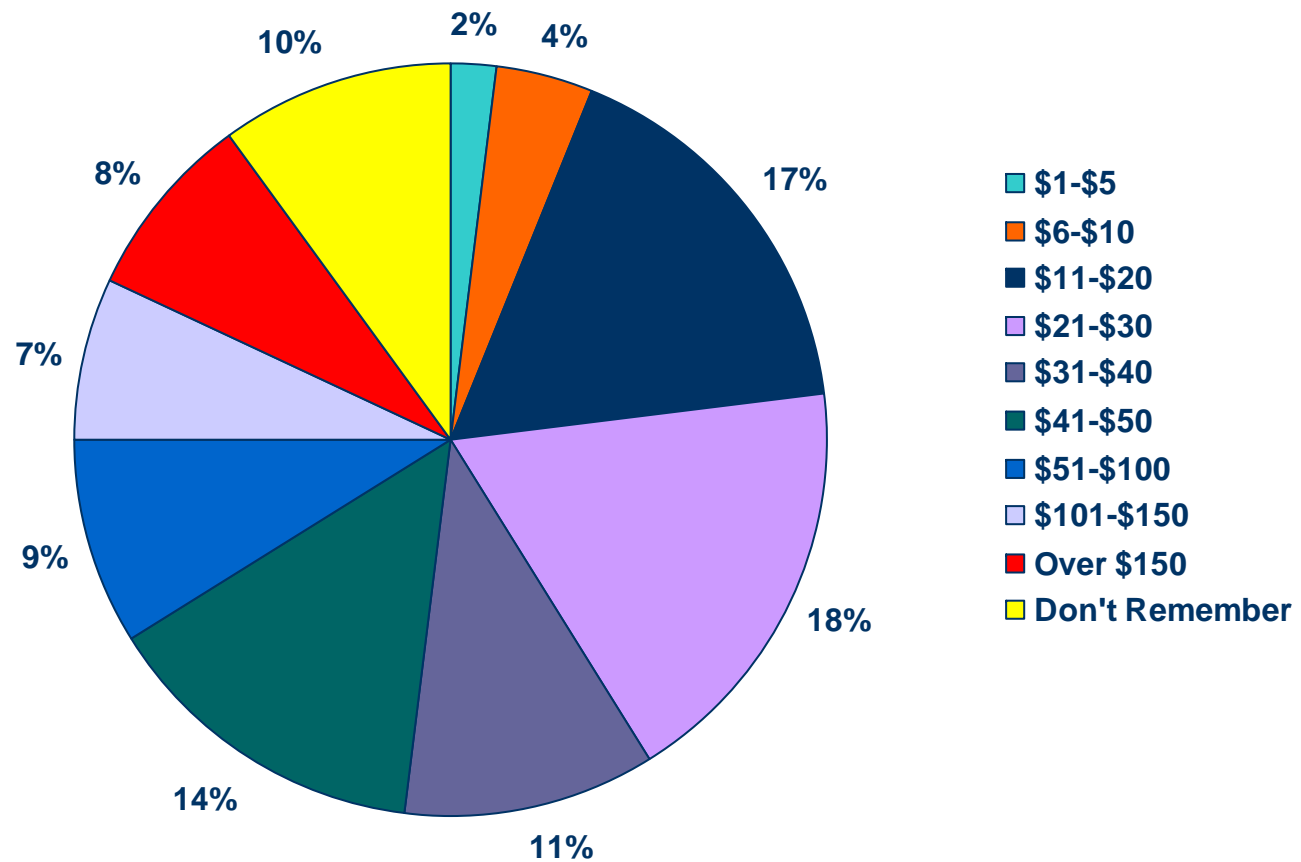
## *Discount Code Impact on In-Store Purchases, cont.*

- 85% of respondents made a purchase at their retail store the same day they got the discount to the Craft SuperShow



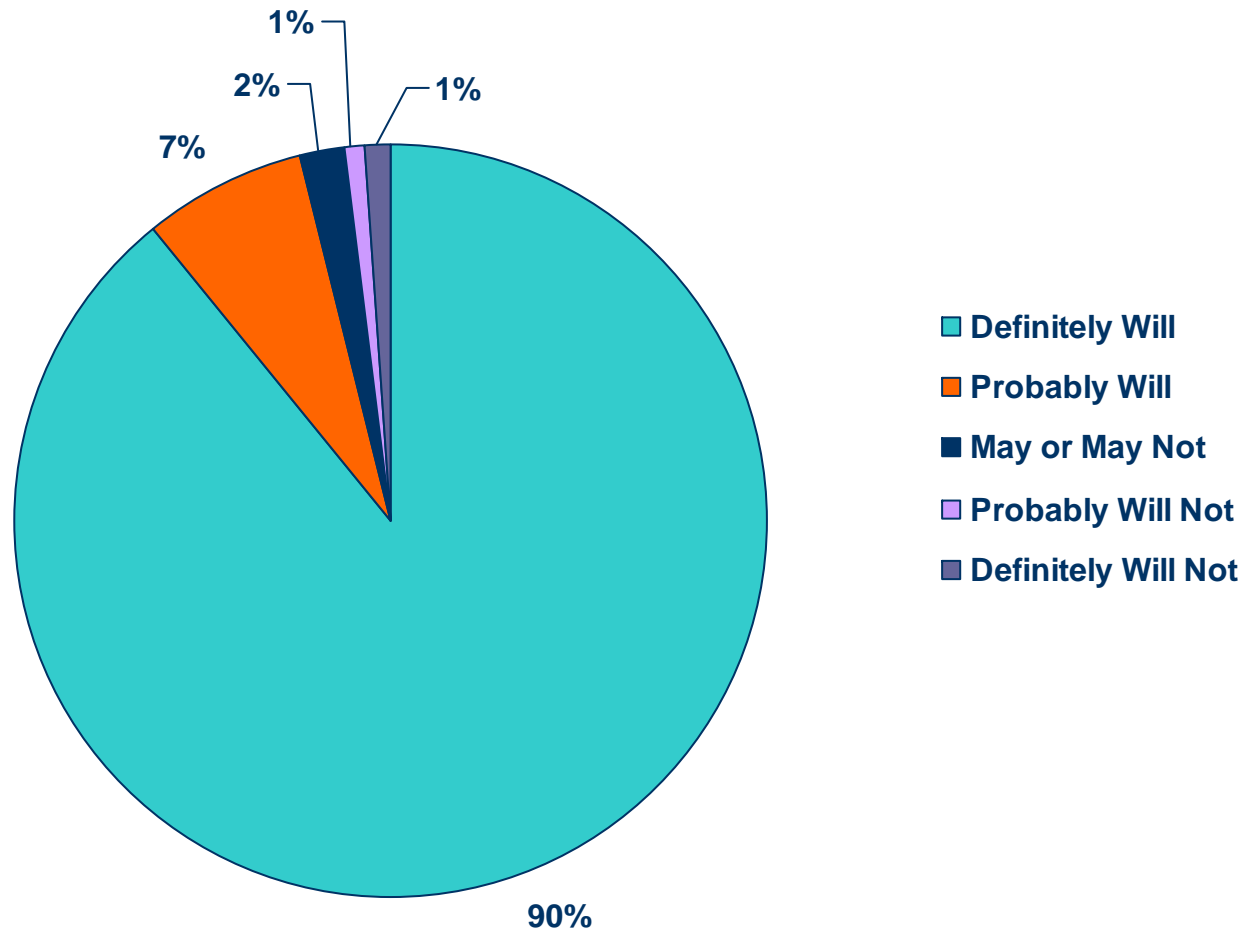
## *Discount Code Impact on In-Store Purchases, cont.*

- 52% of respondents spent between \$21-\$100 the same day they picked up their discount to the Craft SuperShow.



## *Discount Code Impact on In-Store Purchases, cont.*

- 97% of respondents will return to the retail store where they picked up their discount to the Craft SuperShow.



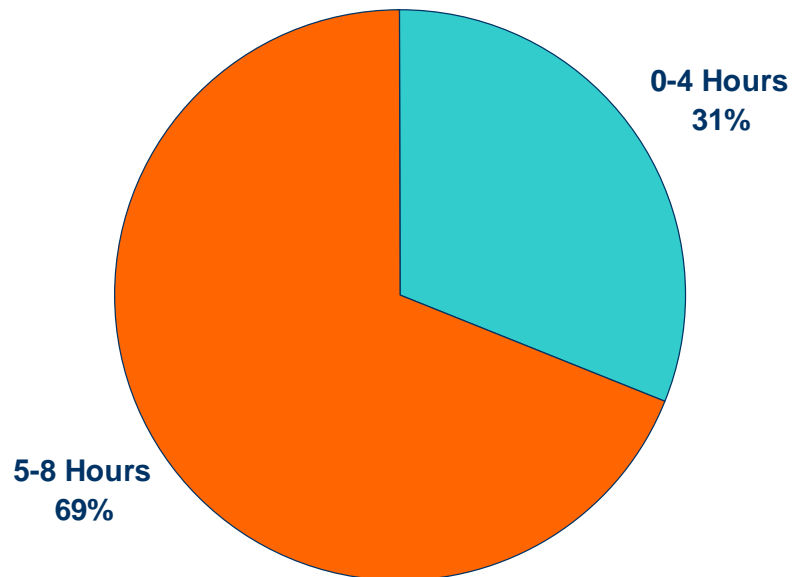


*Overall Show Experience*

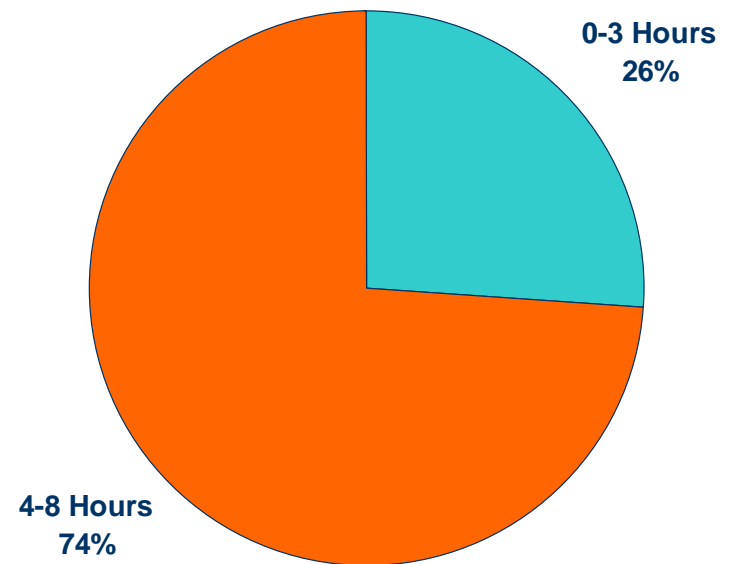
## *Days and Amount of Time Spent at the Show*

- 69% of the respondents on Friday stayed between 4-8 hours
- 74% of the respondents on Saturday stayed between 4-8 hours

**Friday, January 22**

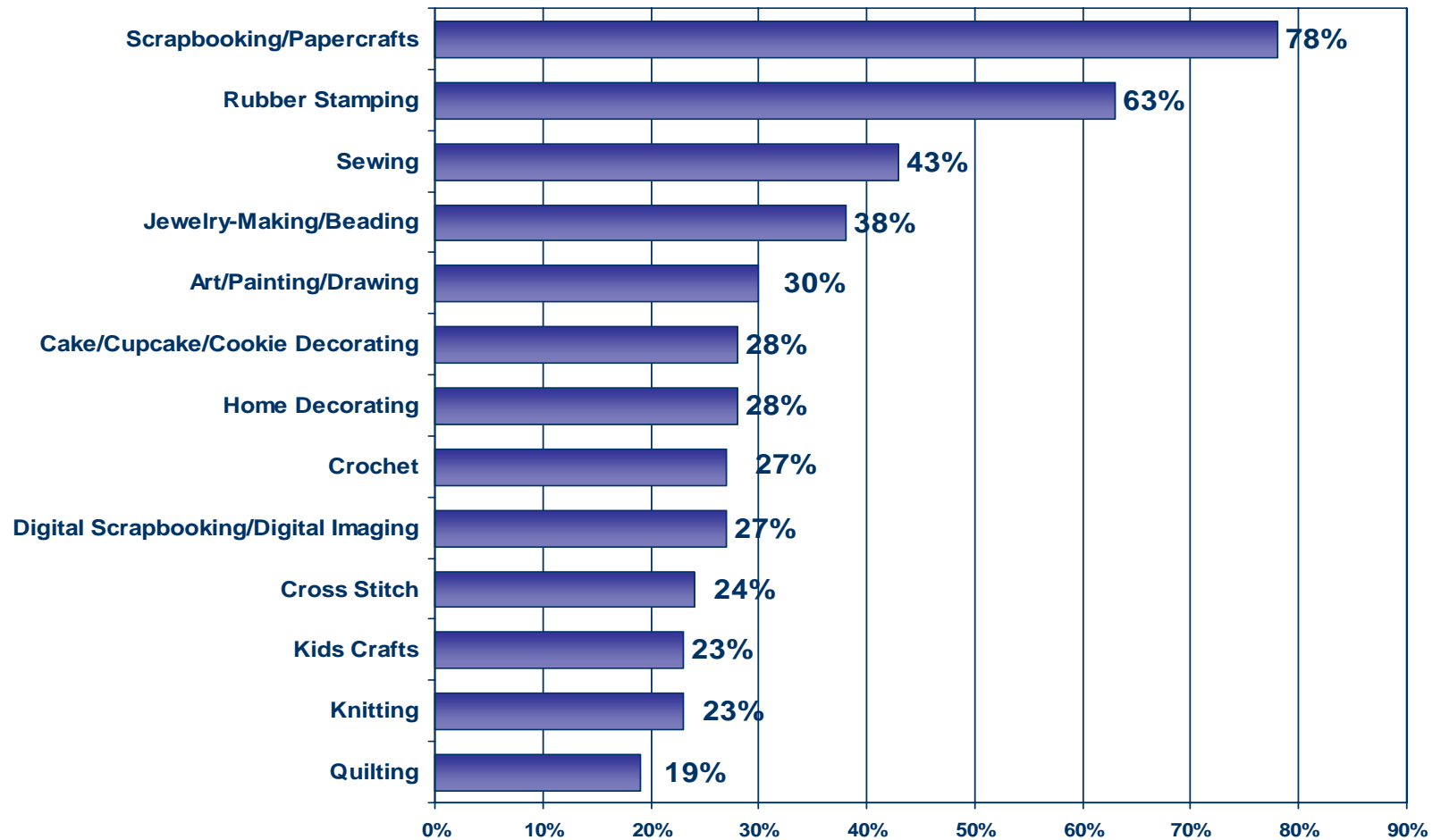


**Saturday, January 23**

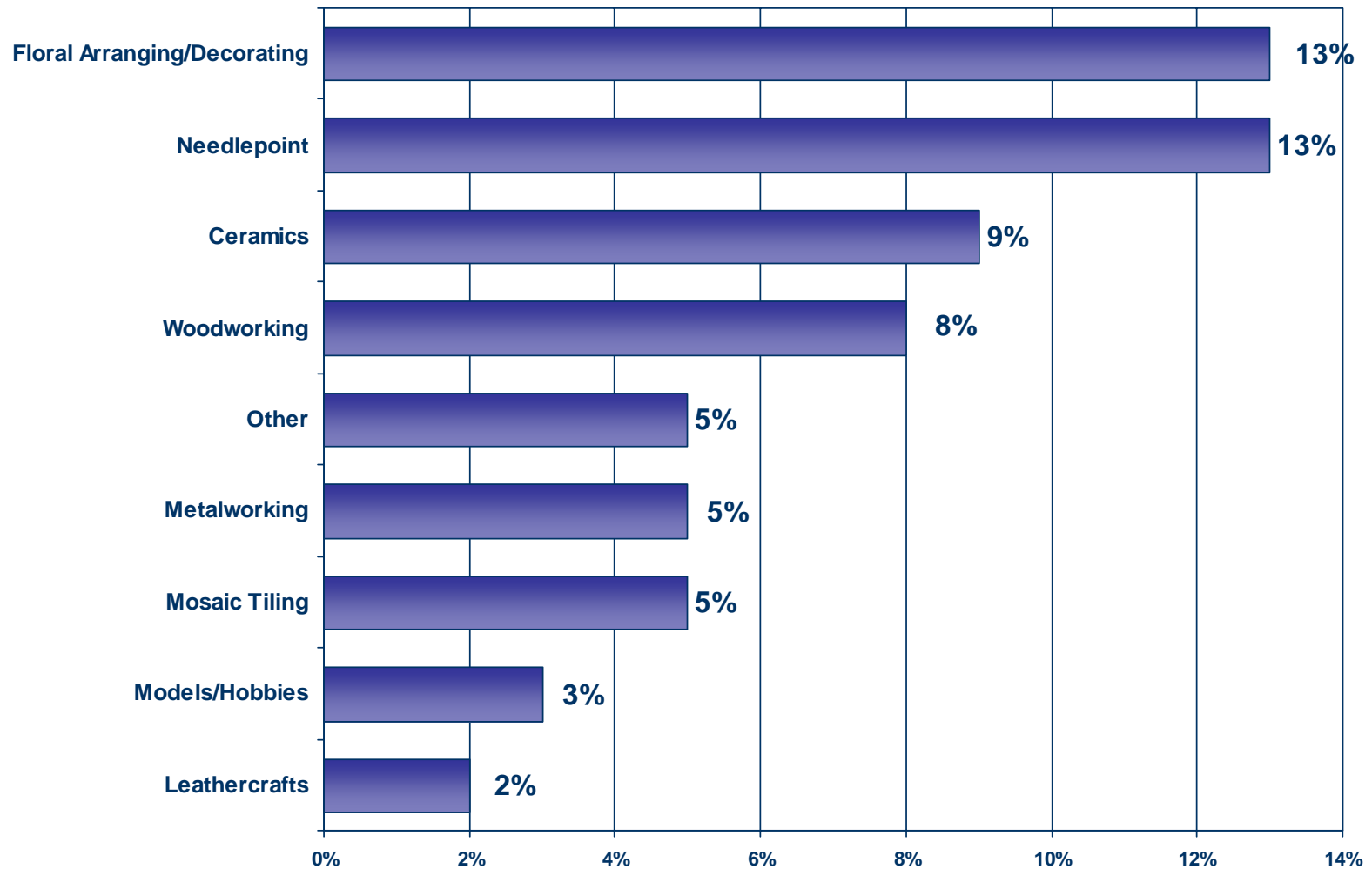


## Consumer Participation Prior to the Show

- 78% of the consumers who attended the Craft SuperShow participated in Scrapbooking/Papercrafts prior to the Show.



## *Consumer Participation Prior to the Show, cont.*

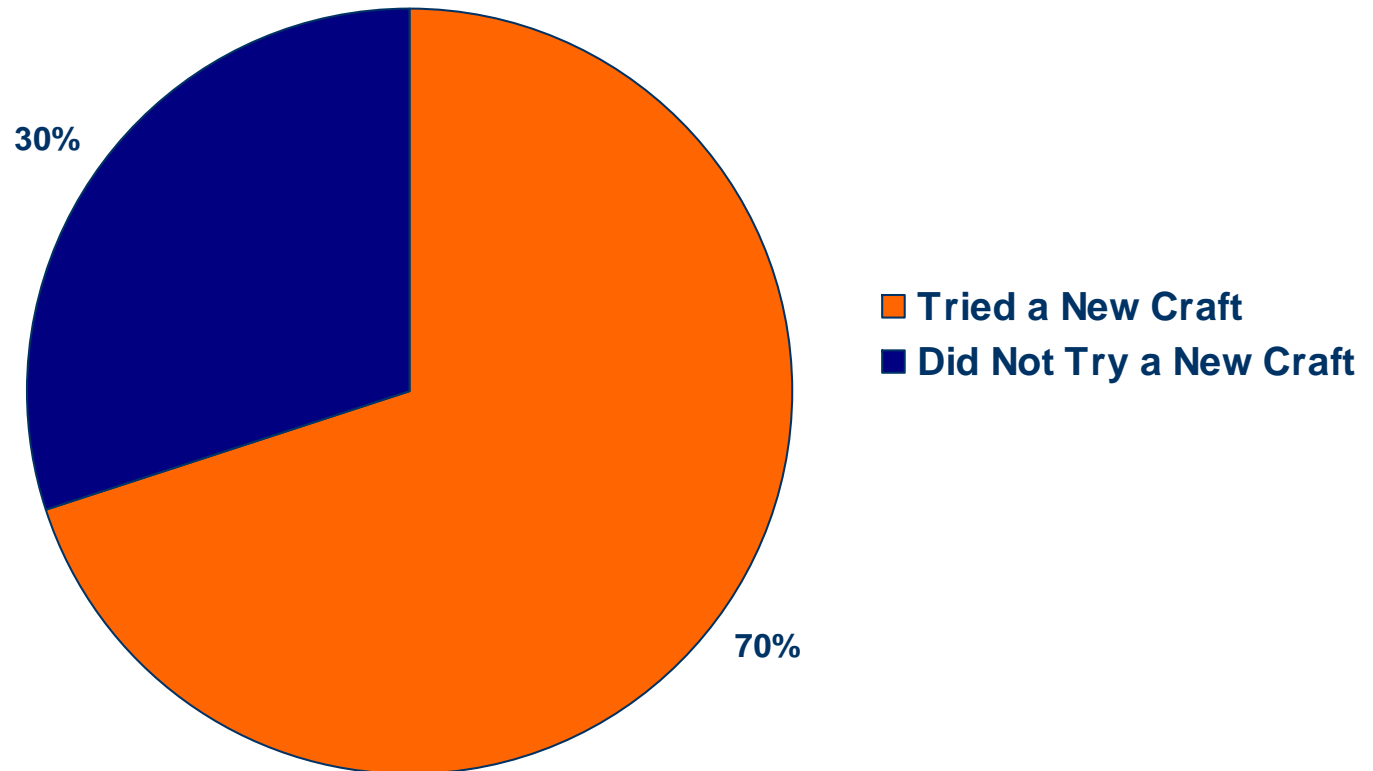


## *Consumer Participation Prior to the Show, cont.*

- Other Crafts People Participated in Prior to the Show:
  - Card Making
  - Altered Art/Collage/Mixed Media
  - Polymer Clay
  - Machine Embroidery
  - Candle Making
  - Doll Making
  - Soap Making
  - Sculpting
  - Recycled Arts

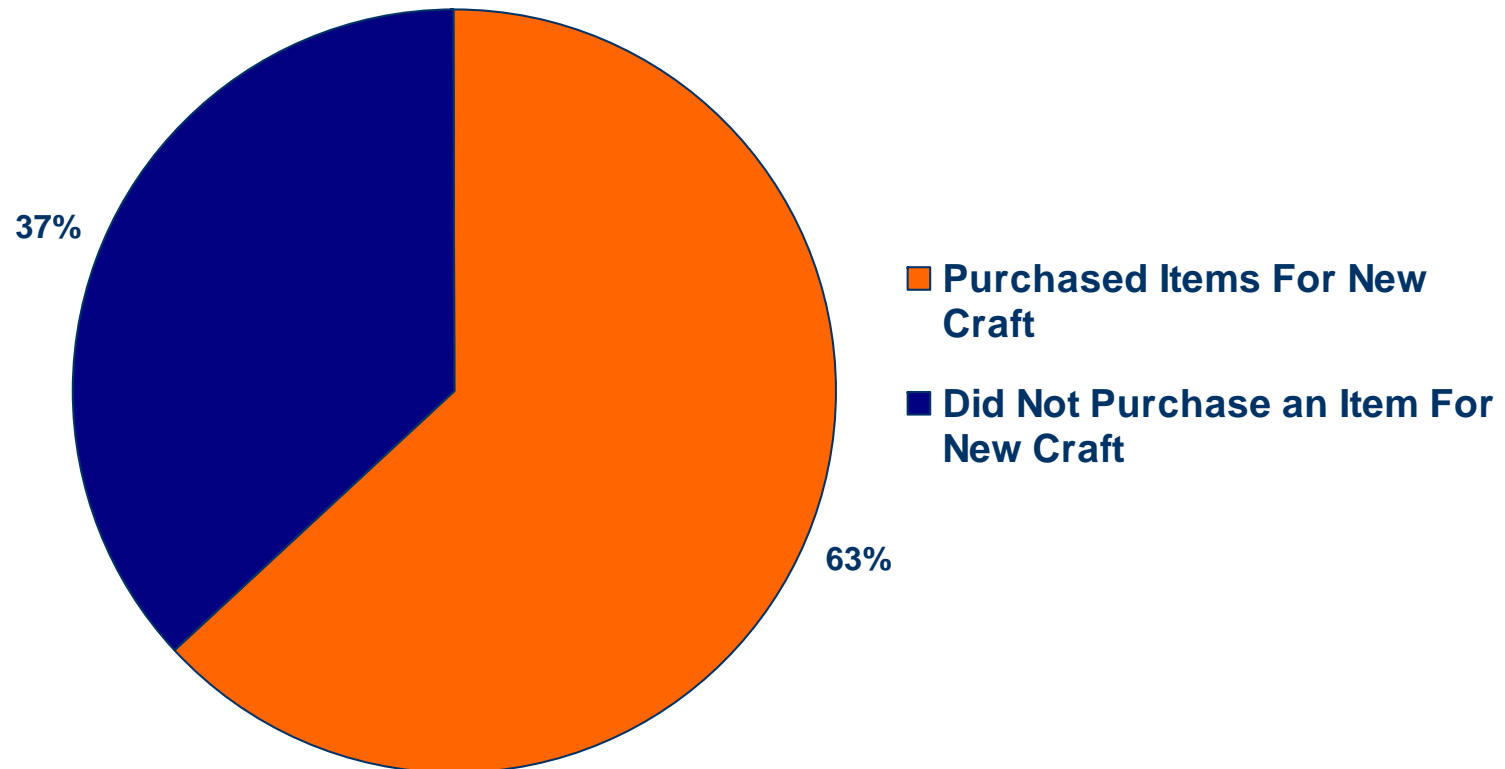
## *Consumer Participation in a New Craft*

- 70% of respondents tried a new type of craft at the Show



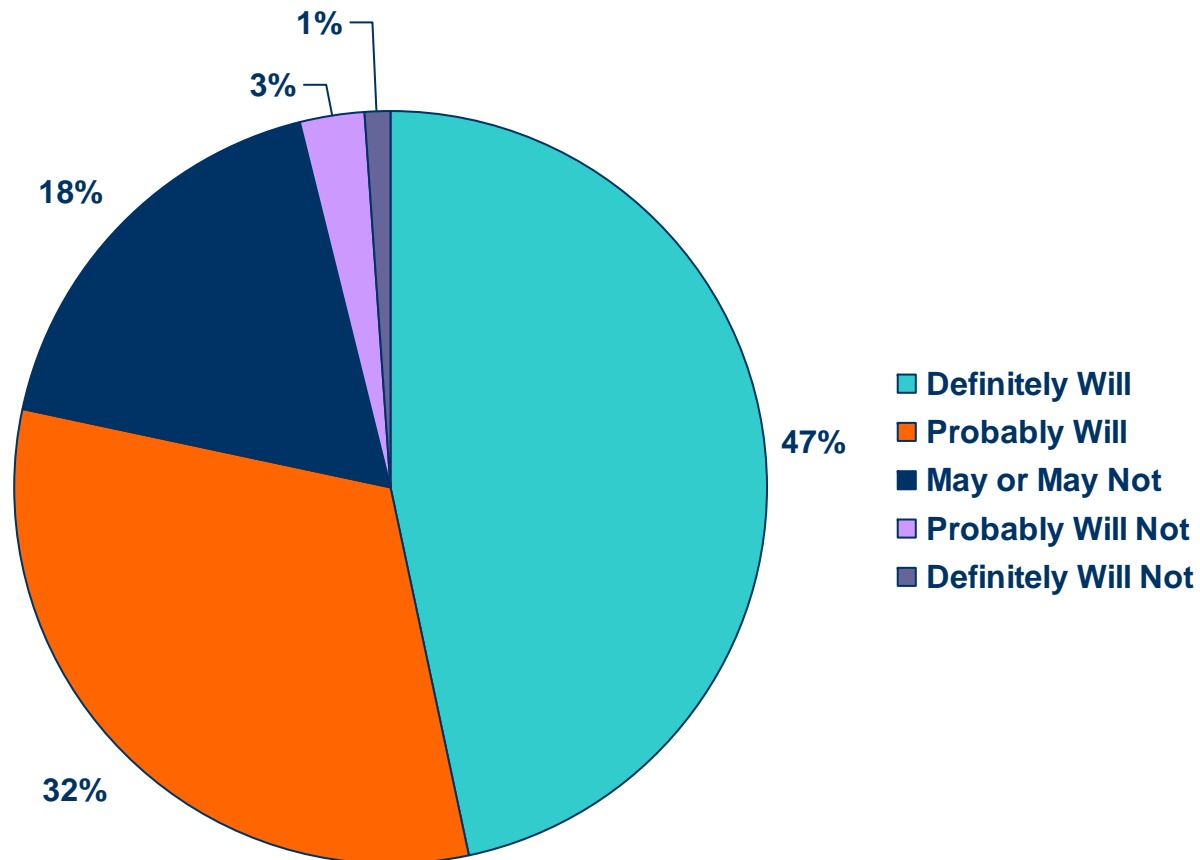
## *Consumer Participation in a New Craft, cont.*

- For those respondents who tried a new craft, 63% of them bought items relative to the new craft at the Show



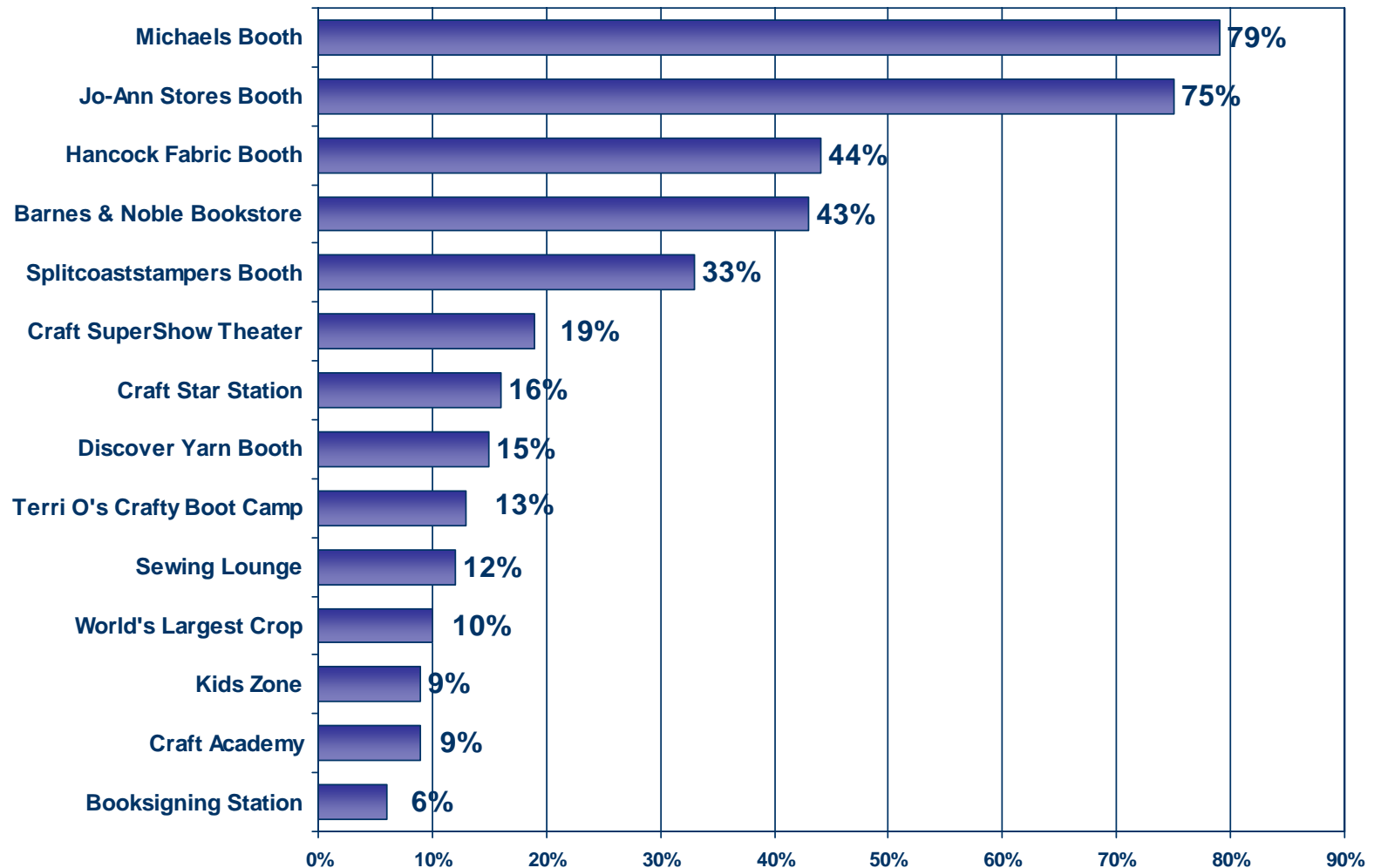
## *Consumer Participation in a New Craft, cont.*

- 79% of respondents will most likely purchase craft products in the future for the new type of craft they learned about at the Show



# Show Floor Activity Participation

- The booths occupied by Chain Stores were extremely popular



# Overall Ratings

- 10 out of the 16 SuperShow programs/elements received over a 50% very good rating

	Very Good	Good	Moderate	Fair	Poor
Online Registration	76%	18%	3%	2%	1%
On-Site Reg – Fri, Jan 22	60%	29%	7%	4%	0%
On-Site Reg – Sat, Jan 23	54%	32%	9%	3%	2%
Make-N-Takes	61%	27%	9%	3%	0%
Kids Zone	66%	22%	9%	3%	0%
Craft Star Station	52%	35%	10%	3%	0%
Craft SuperShow Theater	58%	32%	8%	2%	0%
Terri O's Crafty Boot Camp	53%	31%	11%	4%	1%
SuperShow Craft Academy	55%	32%	10%	2%	1%
Range of Craft Vendors	45%	31%	14%	5%	5%
World's Largest Crop	54%	24%	16%	4%	2%
Workshop Program	40%	38%	15%	4%	3%
Show Guide	36%	39%	18%	4%	3%
Concessions	15%	21%	29%	19%	16%
Parking	21%	28%	21%	13%	17%
Ease of Navigating the Show	36%	38%	19%	4%	3%

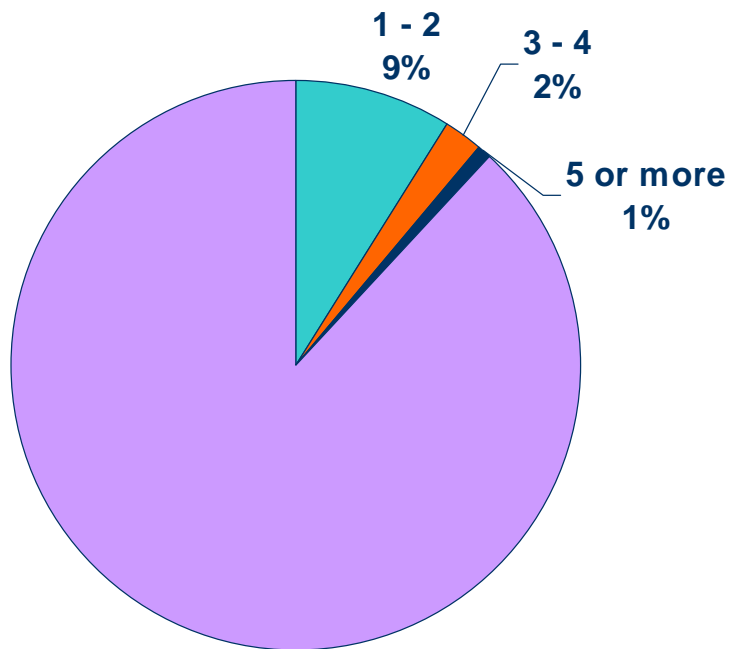


## *Workshops*

# Workshops Attended

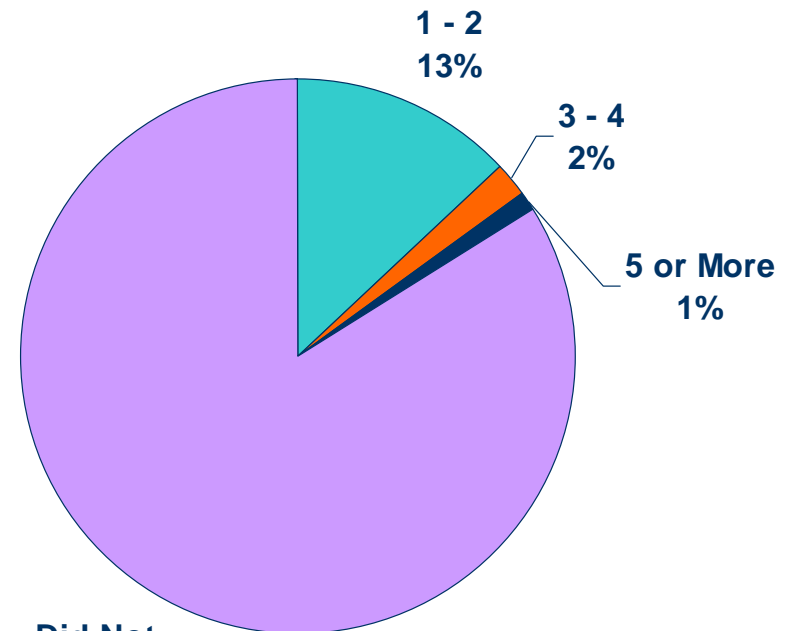
- 12% of respondents participated in workshops on Friday. 9% taking between 1 – 2 classes.
- 16% of respondents participated in workshops on Saturday. 13% taking between 1-2 classes.

Friday, January 22



Did Not Attend  
88%

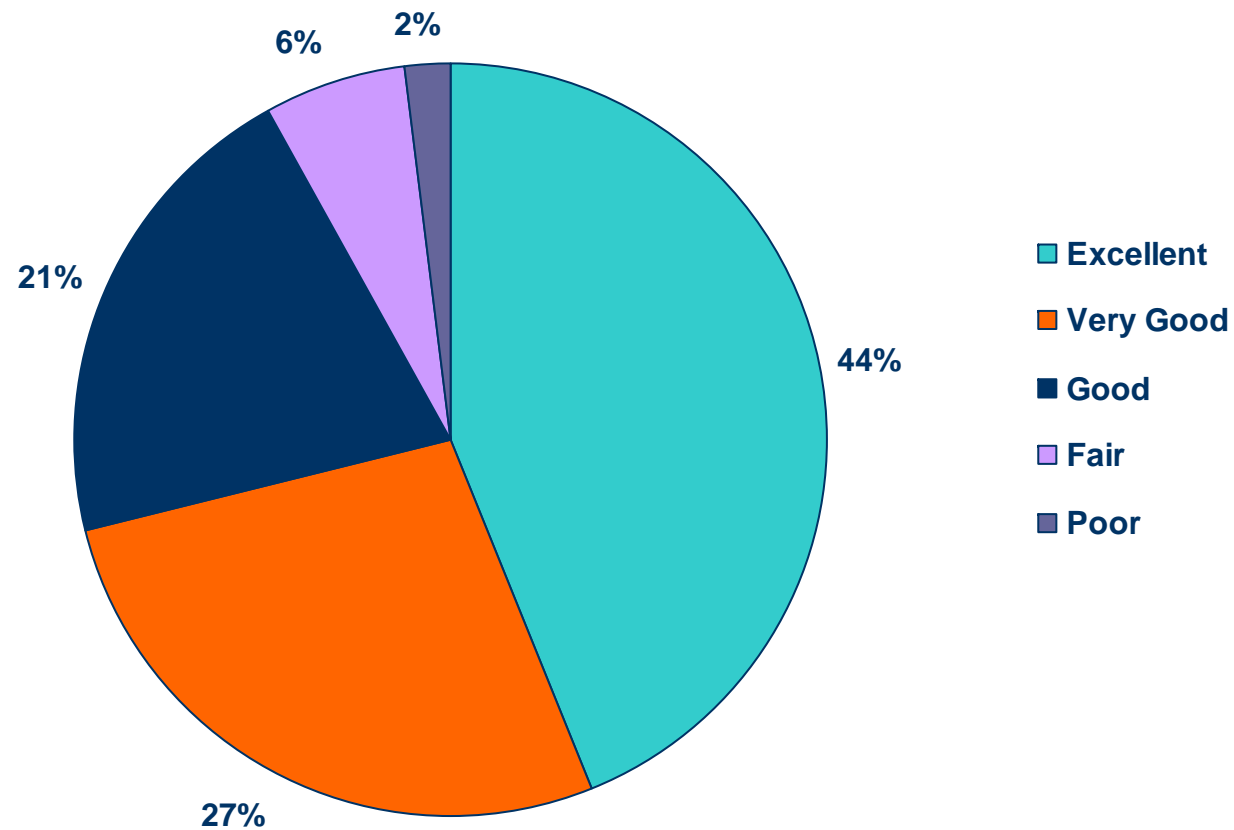
Saturday, January 23



Did Not Attend  
84%

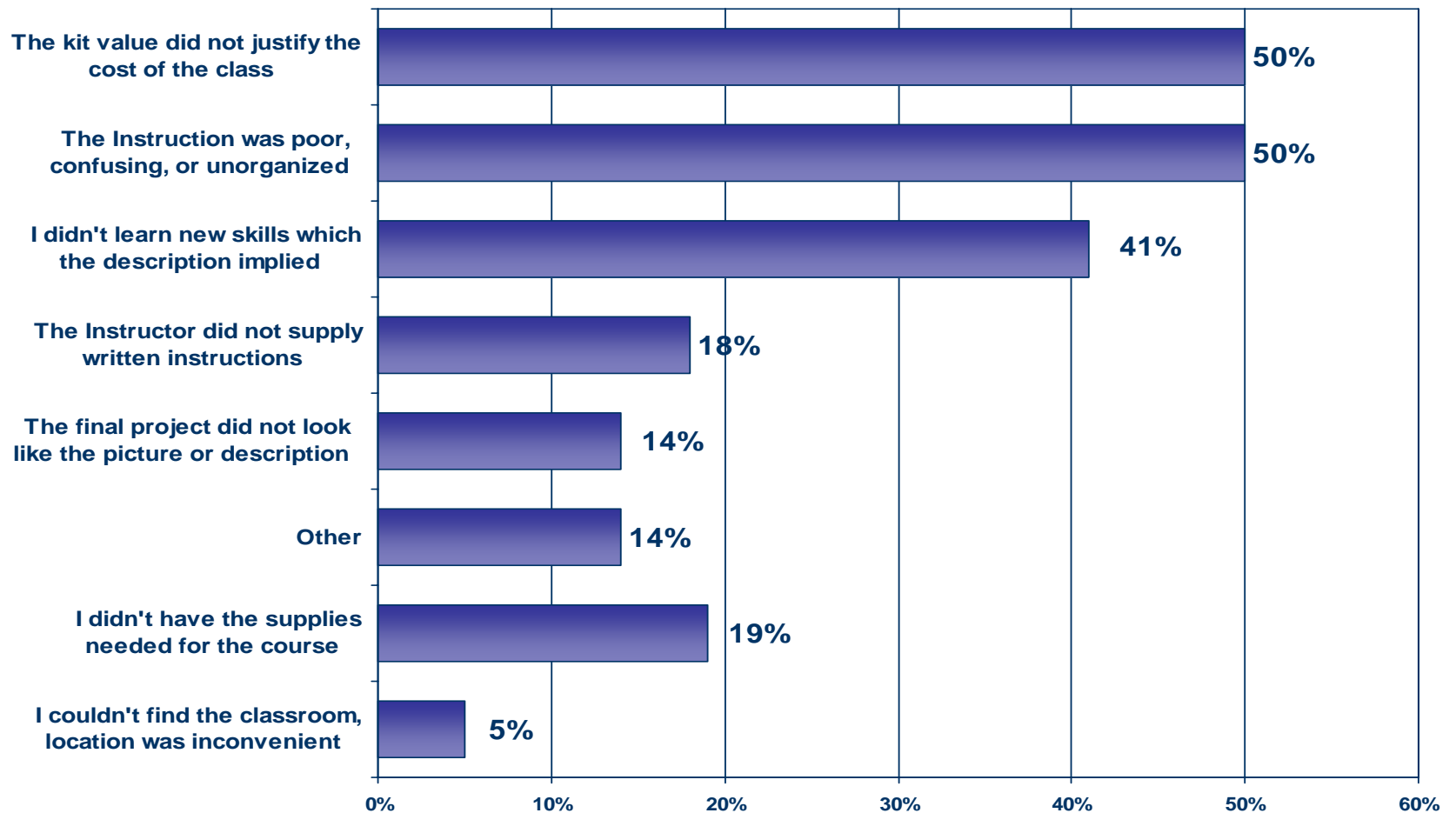
# Workshop Value

- For those who attended workshops, 92% felt they were valuable based upon the time and money they invested.



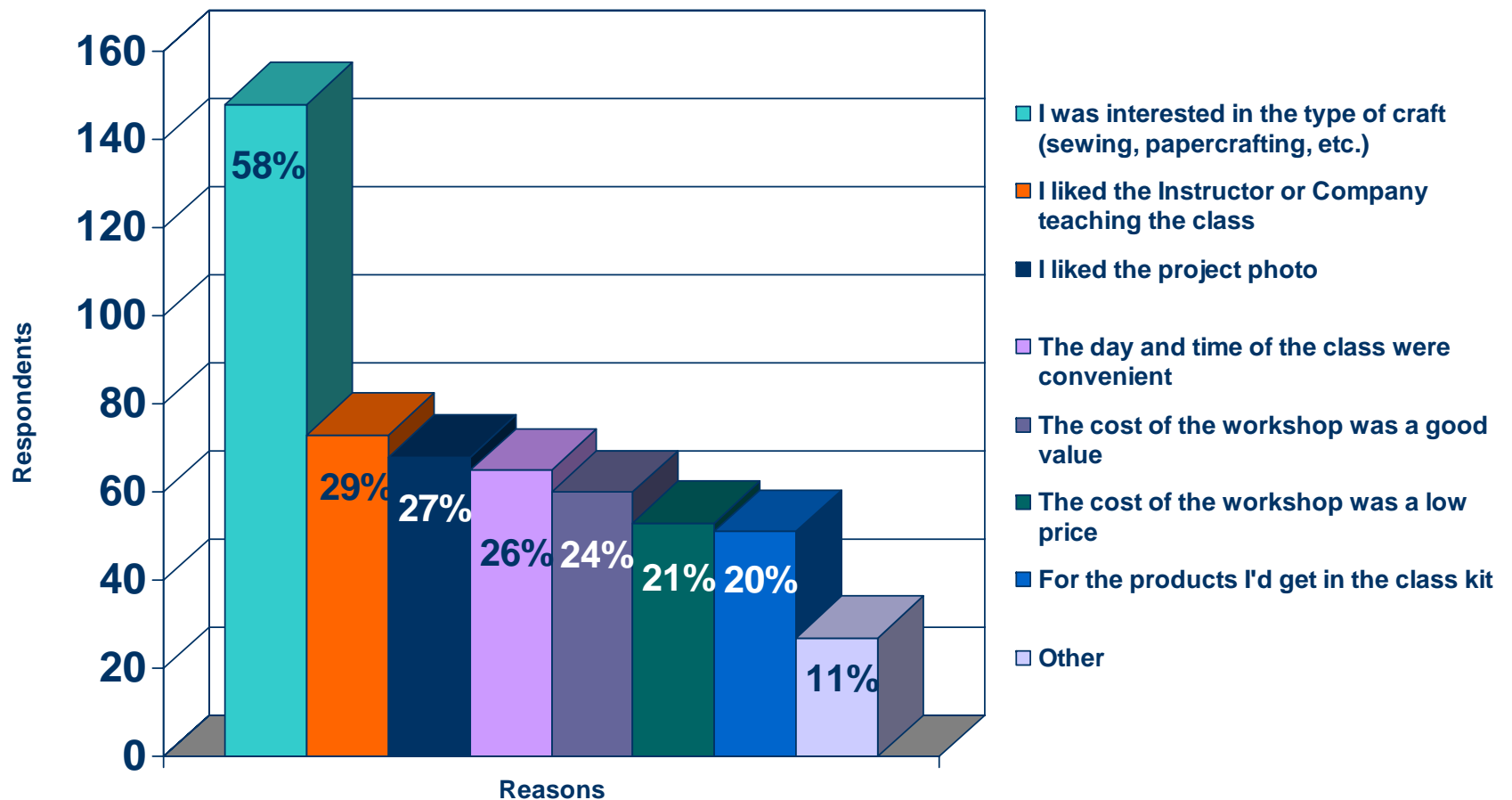
# Workshop Value, Cont.

- For those who selected a fair or poor value workshop rating, 50% felt the kit value did not justify the cost of the class and felt the instruction was poor, confusing or unorganized.



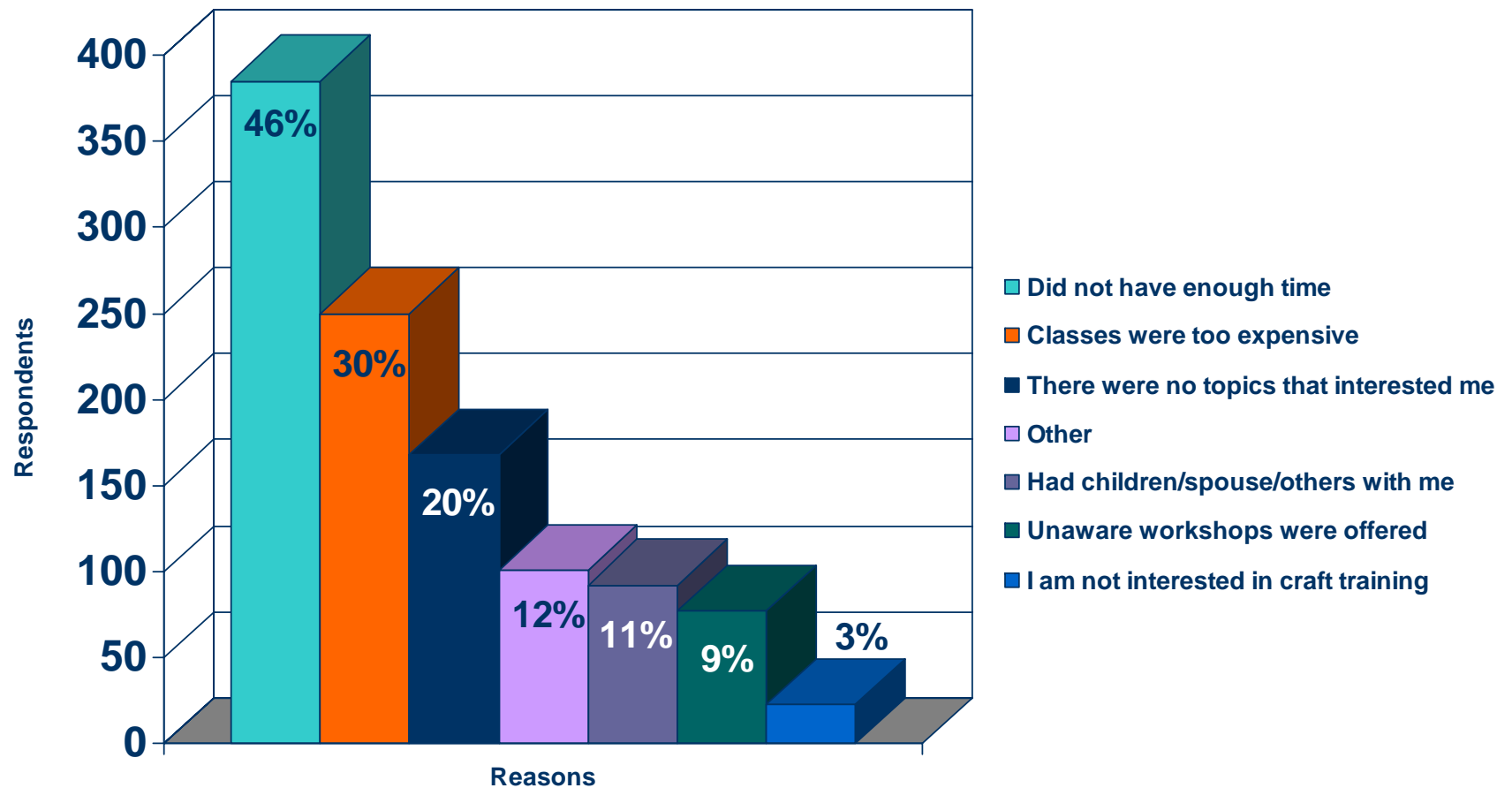
# Reasons for Attending Workshops

- Of those who attended a workshop, 58% did because they were interested in the type of craft



# Reasons for not Attending Workshops

- Of those who did not attend a workshop, 46% did not have enough time to attend a class



## *Reasons for not Attending Workshops, cont.*

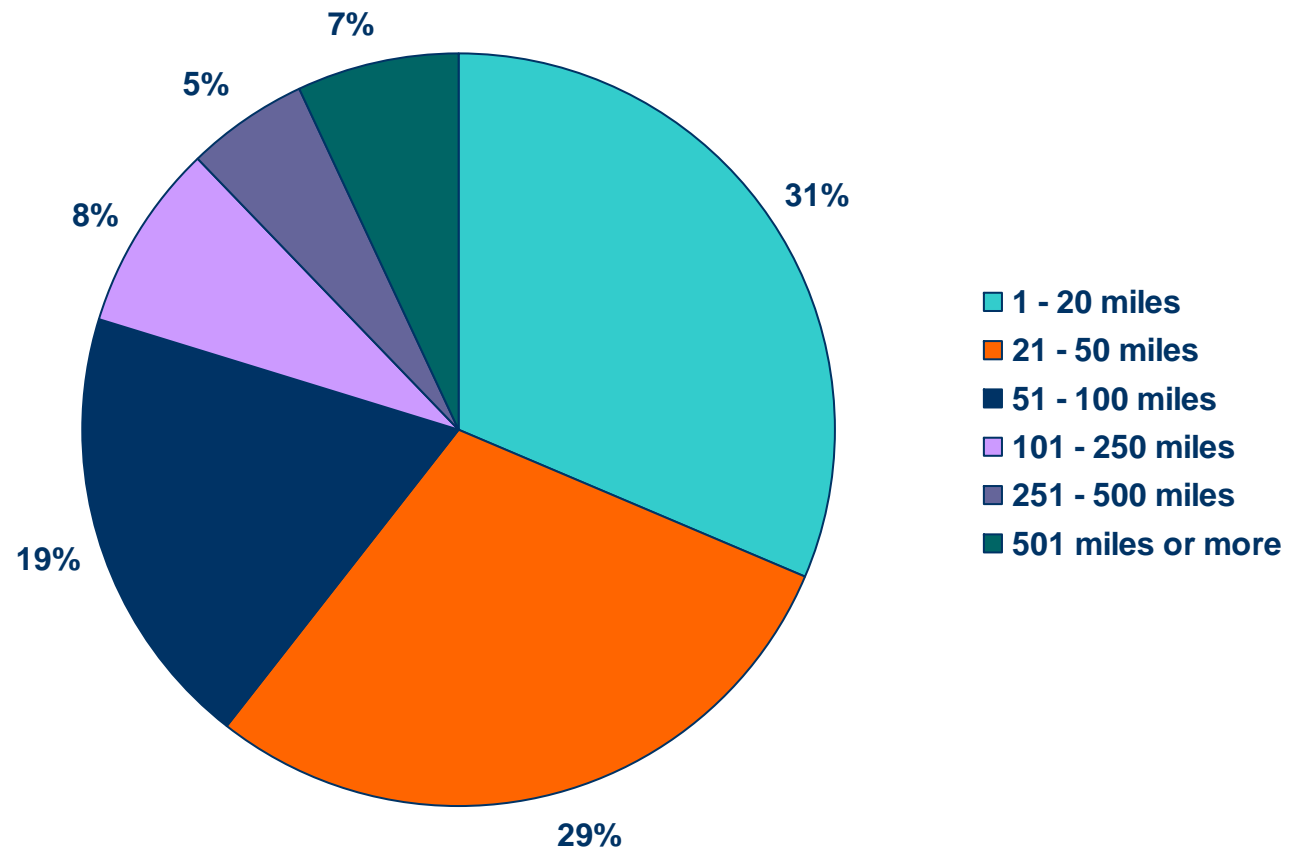
- Other Write-In Reasons for not Attending Workshops:
  - Classes I wanted to take were Sold Out/Full
  - 1<sup>st</sup> Time Attending/Uncertain Expectations/Did Not Know Enough
  - Plenty of Make-N-Takes on the Show Floor
  - Unaware Classes Were Offered
  - Limited Funds/Plan to Attend at Future Shows
  - Just wanted to Shop of the Show Floor
  - Had Children/Spouse/Others with me
  - Didn't Plan Ahead/Limited Amount of Time



## *Attendee Travel*

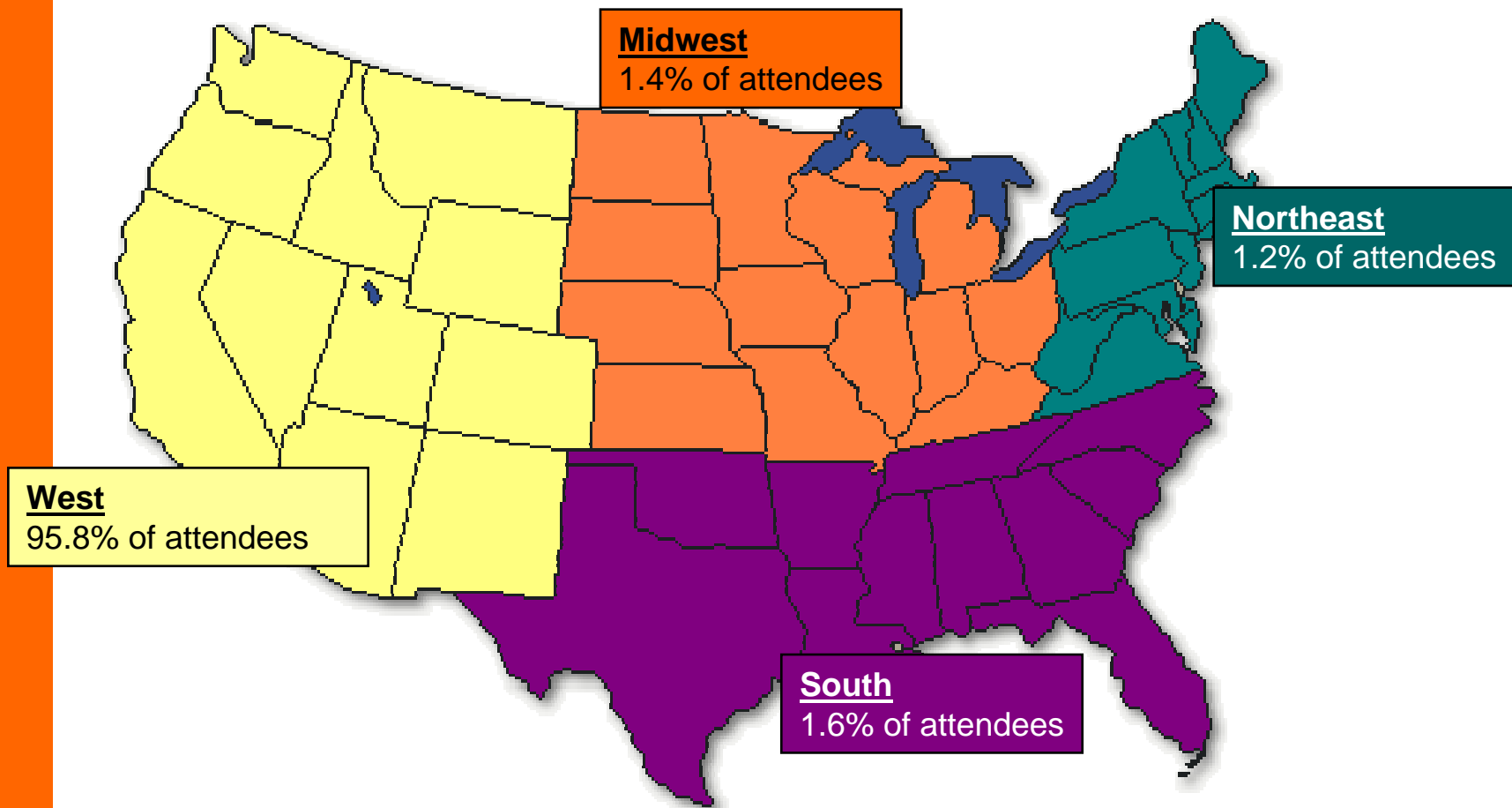
# Attendee Travel

- 79% of respondents traveled within 100 miles of the Convention Center



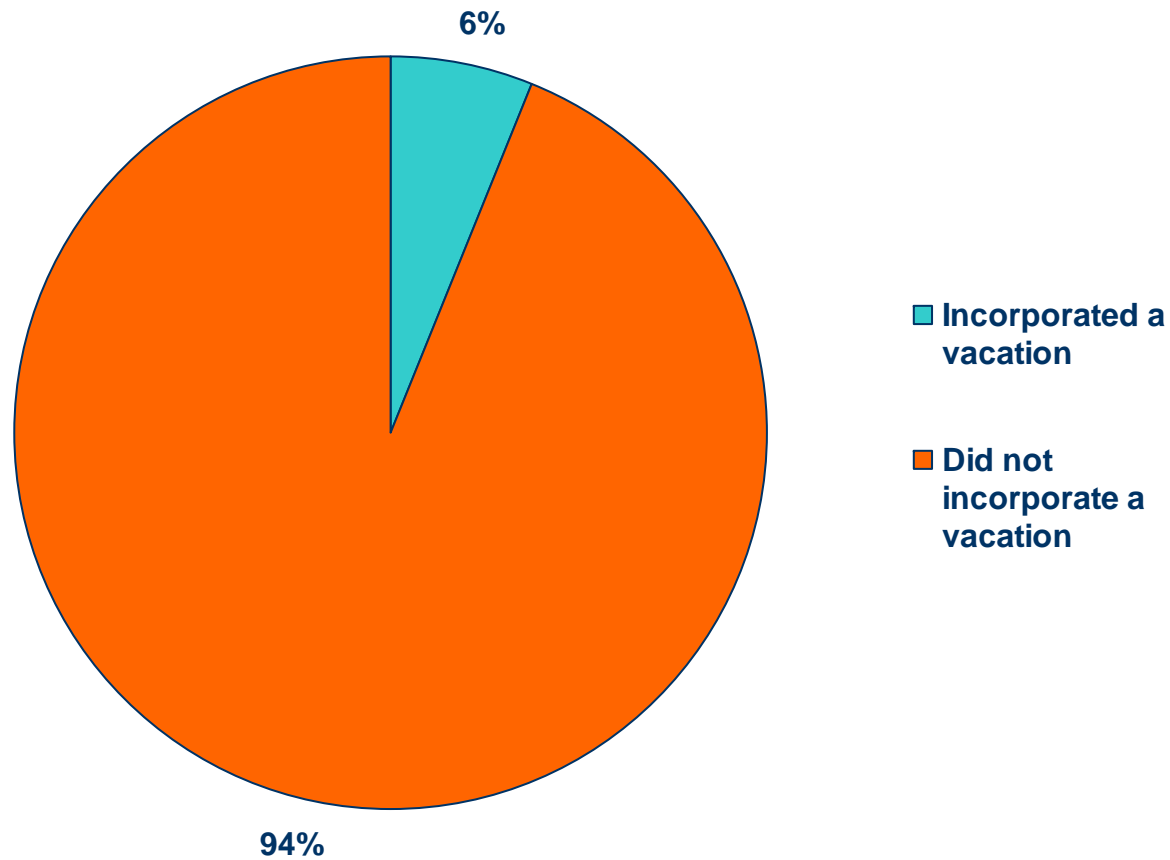
## Attendee Travel cont.

- 96% of the respondents came from the Western region of the United States



## *Attendee Travel, cont.*

- Despite the proximity to Disney and other area attractions, only 6% of respondents incorporated a vacation with their visit to the Show





*Attendee Crafting Profile*

# Crafting Ability

- The SuperShow attracted a disproportionately high number of expert crafters, valuable to the industry as they are very involved.
- There is an opportunity to attract more beginner crafters. The Show can be positioned to a beginner crafter as a place to learn, have fun and try new crafts.

	<b>Craft SuperShow Attendees</b>	<b>CHA Attitude &amp; Usage Study*</b>	<b>Index</b>
<b>Beginner</b>	8%	22%	36
<b>Intermediate</b>	66%	63%	105
<b>Expert</b>	26%	14%	186

# Crafting Frequency

- The SuperShow attracted heavy/frequent crafters at twice the expected level
- 51% of the respondents complete 21+ craft projects per year

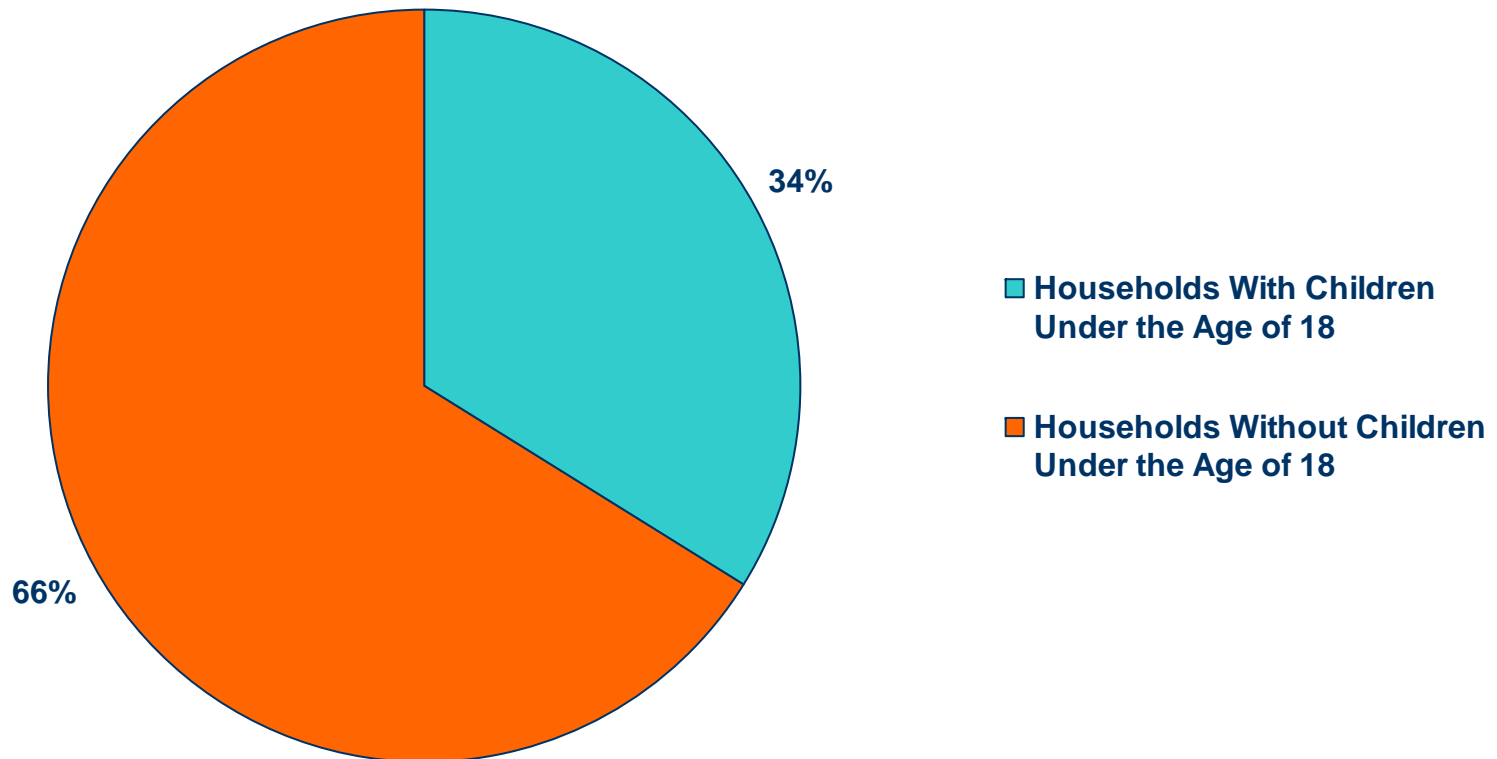
	Craft SuperShow Attendees	CHA Attitude & Usage Study*	Index
<b>Light</b> <i>(1-5 completed projects per year)</i>	10%	37%	27
<b>Moderate</b> <i>(6-20 completed projects per year)</i>	38%	37%	103
<b>Heavy</b> <i>(21+ completed projects per year)</i>	51%	25%	204



## *Attendee Demographics*

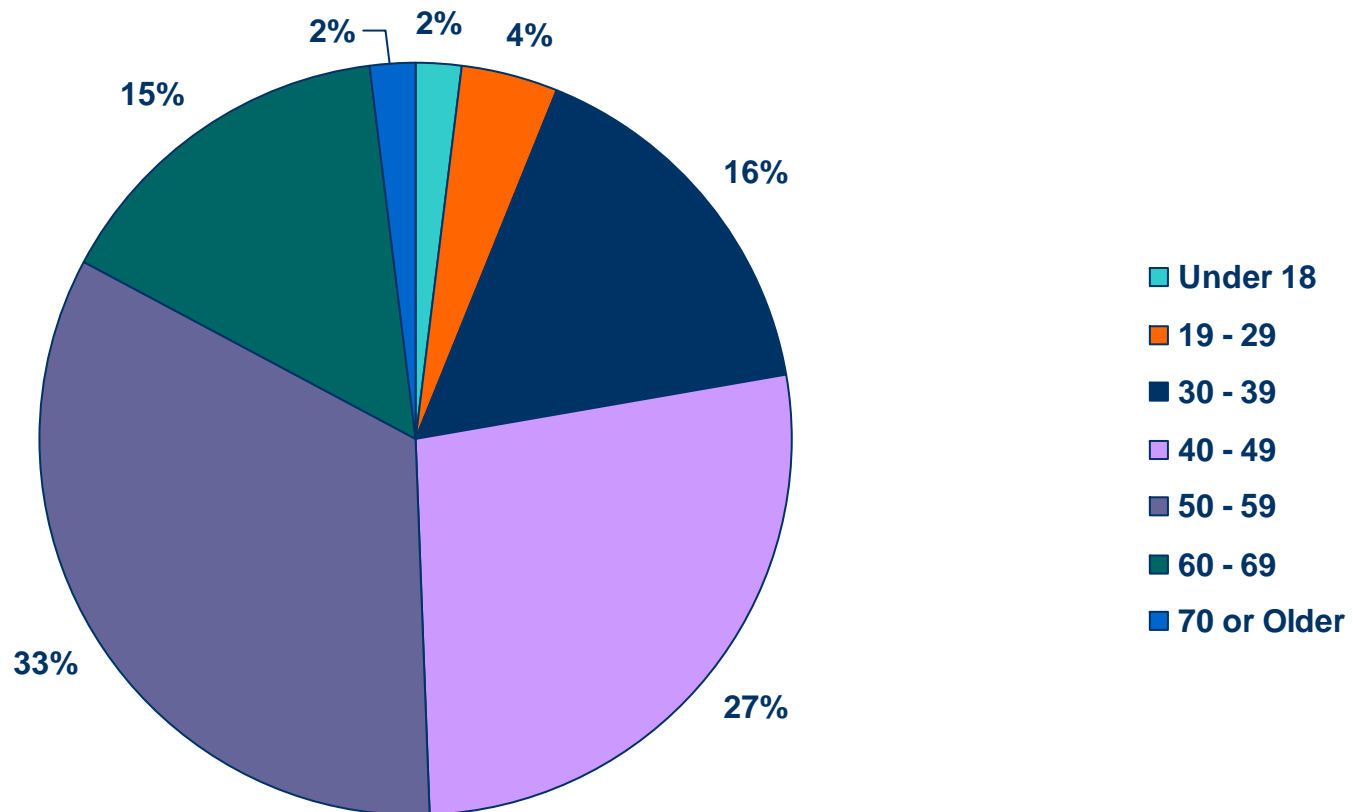
# Children

- 34% of respondents live in households with children under the age of 18
- 32% of total US households have children under the age of 18\*



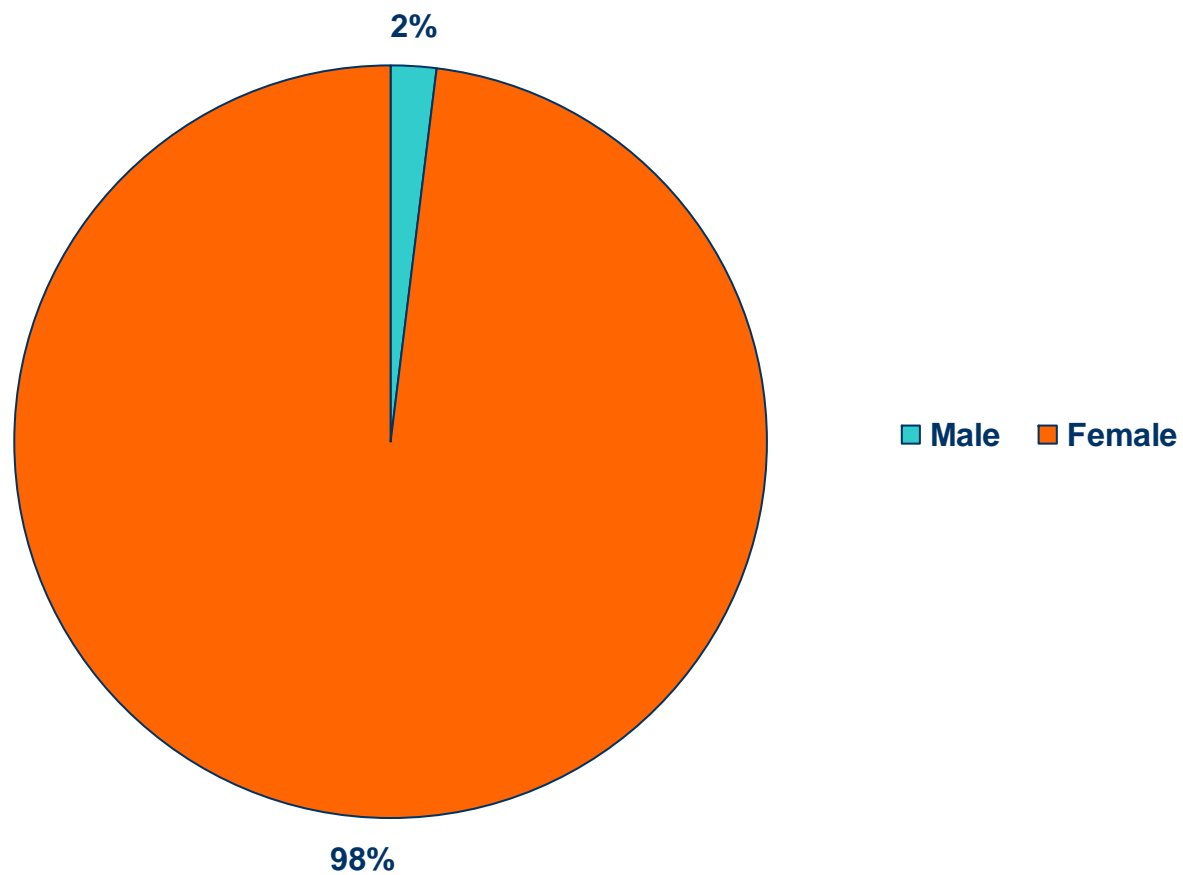
# Age

- 60% of respondents are between the ages of 40 – 59
- 16% of respondents are between the ages of 30-39



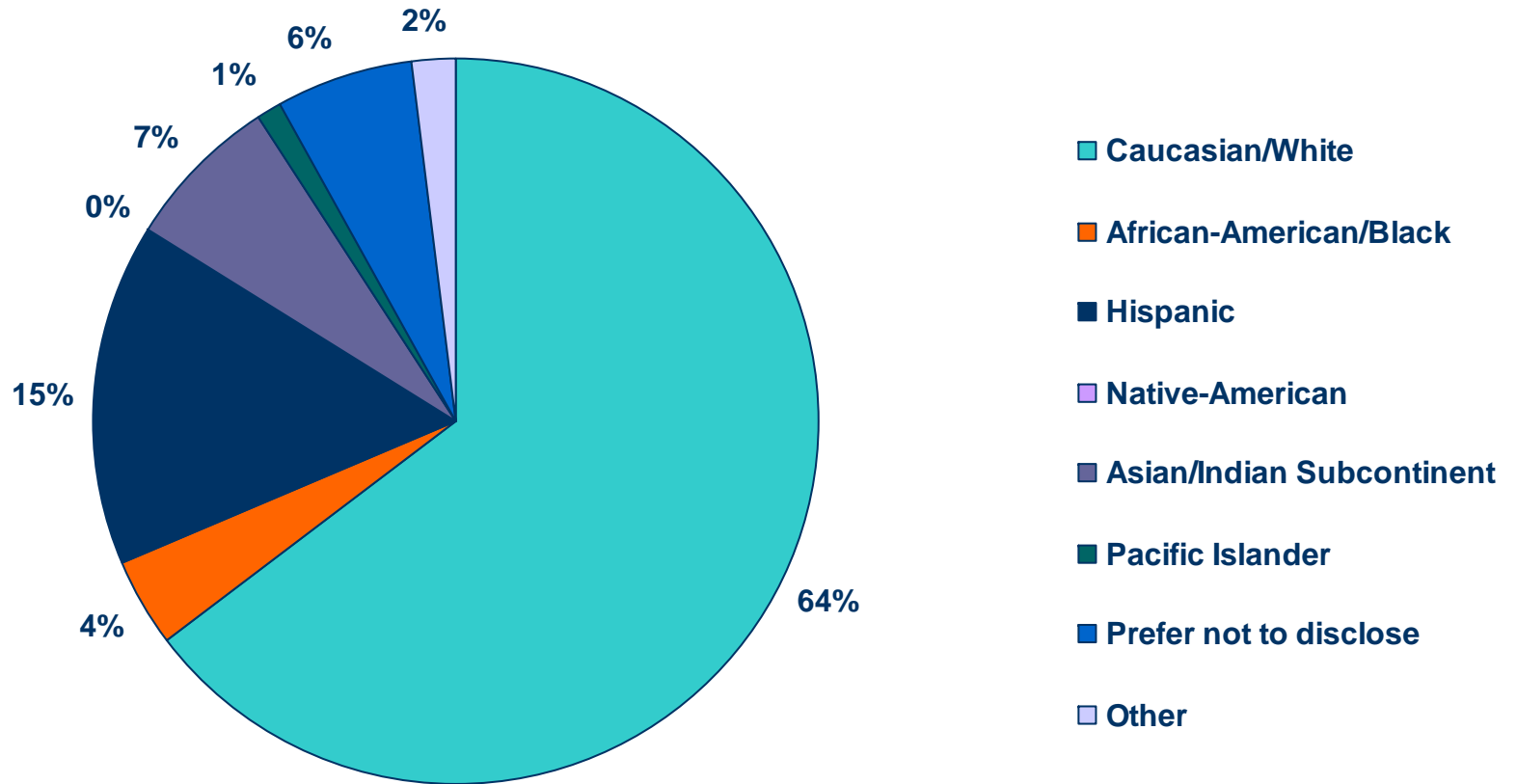
# Gender

- 98% of respondents are female



# Race

- 64% of respondents are Caucasian/White.



## Race, cont.

- The SuperShow attracted a proportionate number of Hispanics and Asians compared to the U.S. population

	Craft SuperShow Attendees	US Population*	Index
Caucasian/White	64%	75%	85
African-American/Black	4%	12%	33
Hispanic	15%	15%	100
Native-American	7%	.8%	875
Asian/Indian Subcontinent	6%	4%	150
Pacific Islander	1%	.1%	++
Other	2%	5%	40

## *Race, cont.*

- The SuperShow attracted a disproportionately low number of Hispanics, African-Americans and Asians compared to the LA County population

	<b>Craft SuperShow Attendees</b>	<b>LA County*</b>	<b>Index</b>
<b>Caucasian/White</b>	64%	74%	86
<b>African-American/Black</b>	4%	9%	44
<b>Hispanic</b>	15%	48%	31
<b>Native-American</b>	7%	1%	700
<b>Asian/Indian Subcontinent</b>	6%	13%	46
<b>Pacific Islander</b>	1%	.3%	333
<b>Other</b>	2%	2%	100



## *Key Conclusions*

## *Key Conclusions*

- Need to invest sufficiently to build awareness and interest in the SuperShow
- Future show exhibitors should encompass a wide variety of craft segments
- Continue to promote the Craft SuperShow through our retail partners
- Work with convention centers to improve parking and food concessions
- Build participation in workshops by developing more intrusive marketing communications and broader distribution
- Review workshop schedule to identify opportunities to improve
- Messaging should emphasize that the Craft SuperShow is a show for everyone and highlight the benefits for beginners, intermediates and experts to generate more interest and traffic. Can't depend on retail POS to reach beginners and light crafters; need to use other marketing vehicles
- Continue to heavily promote the Show within a 100 mile radius but strategize on cost effective solutions to reach consumers who are further out
- Consider building awareness and appeal of an L.A. area show among Hispanics and Asians

## *CHA Contacts*

### **For additional information contact:**

- **Keri Cunningham, Consumer Marketing Manager**  
[kcunningham@craftandhobby.org](mailto:kcunningham@craftandhobby.org)  
201-835-1229
- **Lynne Anderson, Craft SuperShow Exhibit Sales**  
[landerson@craftandhobby.org](mailto:landerson@craftandhobby.org)  
201-835-1225
- **Craft SuperShow Website – [www.CraftSuperShow.com](http://www.CraftSuperShow.com)**