

CHA Craft SuperShow Survey Results

July 31 – August 1, 2009



Craft & Hobby Association

Background and Objectives

- CHA conducted a survey in August 2009 following the first-ever CHA Craft SuperShow to:
 - Gauge consumer satisfaction levels and areas of concern
 - Identify areas of improvement
 - Uncover opportunities for improving marketing communication
- Data collection:
 - The survey was sent to every Craft SuperShow attendee with a valid email address who opted in to receiving e-mail communications from CHA and affiliated partners
 - 3,976 messages were delivered
 - 1,466 consumers responded
 - 36.8% response rate

Executive Summary

- **Overview**

- 86% of respondents had a positive overall experience
- Respondents came to Learn, Create and Buy
 - 71% came to Learn (new techniques)
 - 54% came to Create (try new crafts)
 - 85% came to Buy (products/supplies)
- The most effective form of advertising was through the retail locations
 - 48% of respondents heard about the Craft SuperShow through their local retail store
- A majority of respondents (43%) rank the Craft SuperShow better than other craft shows they have attended
- Satisfaction level is high among respondents
 - 72% of respondents will most likely return to the Show
 - 73% of respondents will most likely recommend the Show to a friend or family member

- **Discount Codes**

- The Discount Code Promotion proved to be effective
 - 69% of respondents used a discount code
 - 91% of respondents made a purchase at the retail store where they picked up their code and a majority of them (86%) spend between \$1-\$100
 - 96% of respondents plan on returning to the store where they picked up their code

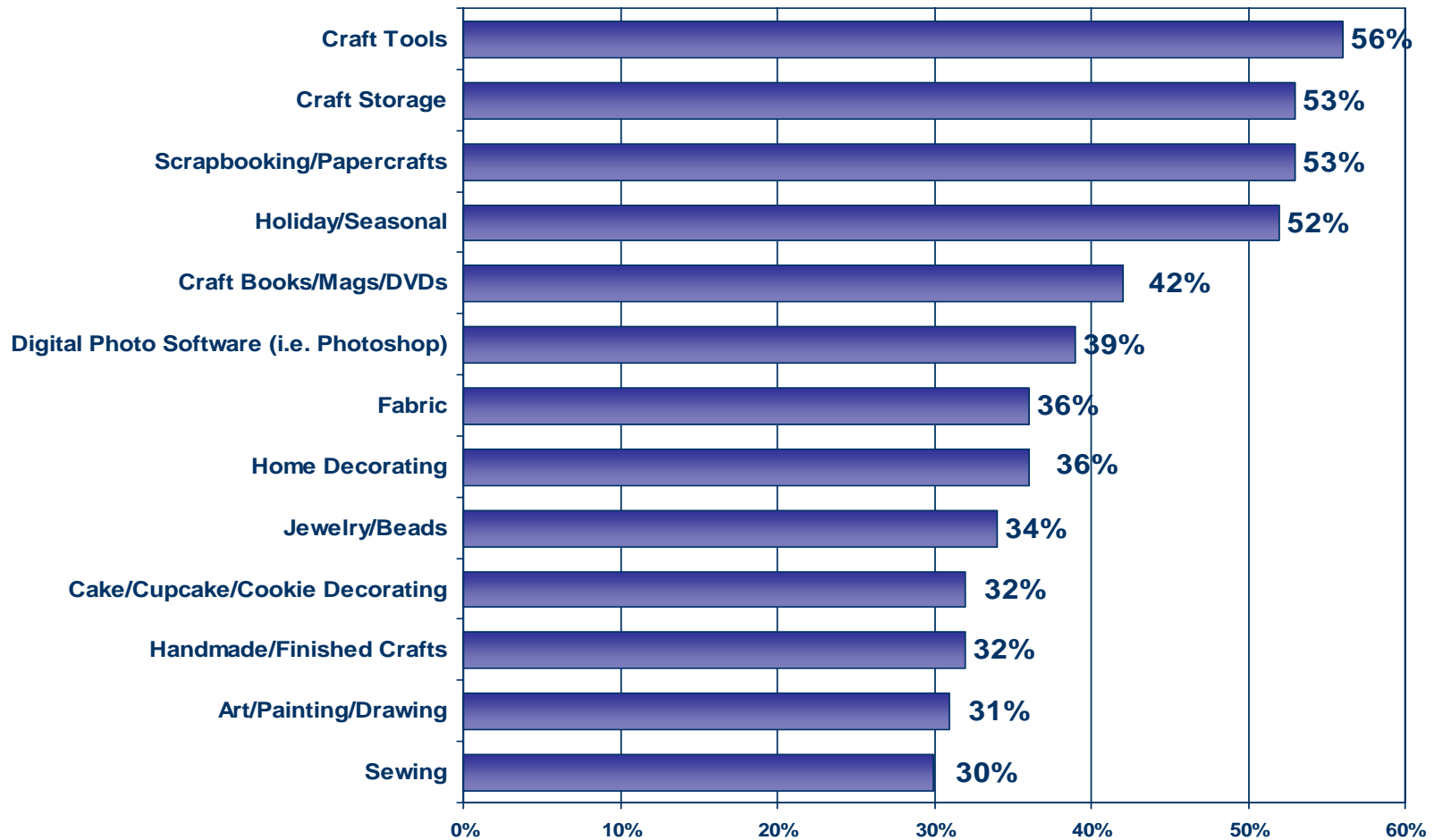
Executive Summary

- **At the Show**

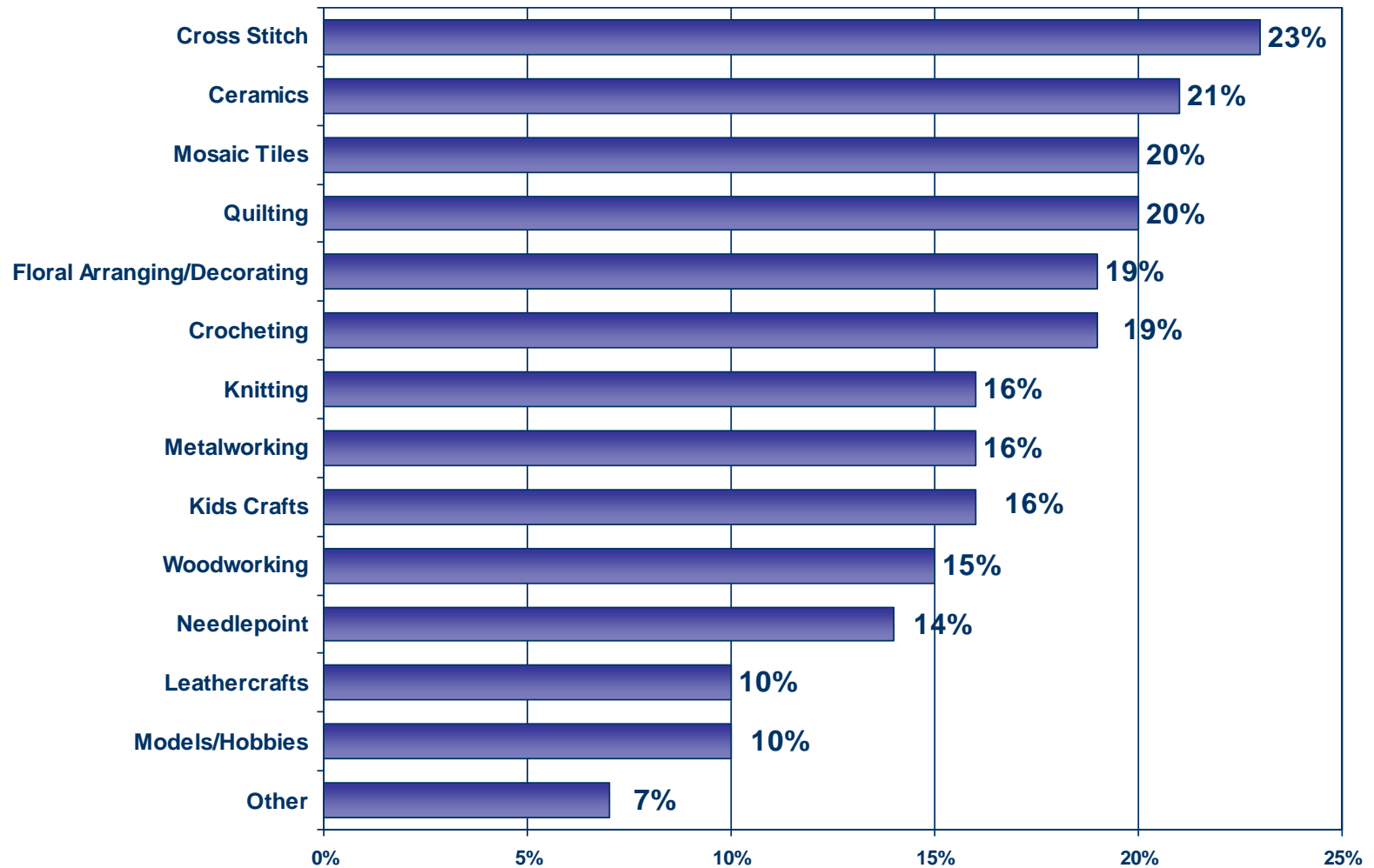
- A majority of respondents (75%) spent between 4-8 hours at the Show
- Respondents learned and discovered a new craft
 - 63% tried a new craft
 - 64% bought items at the Show relative to that new craft
 - 85% will continue that new craft after the show
- Chain Store booths were extremely popular
 - 75% visited Jo-Ann Stores Booth
 - 75% visited Michaels Booth
 - 60% visited AC Moore Booth
- Online Registration and the Kids Zone were received very favorably
 - 50% Excellent rating for online registration
 - 44% Excellent rating for Kids Zone
- In contrast, on-site registration on Friday, July 31 and the food concessions were ranked poorly
 - 31% Poor ranking for food concessions
 - 29% Poor ranking for Friday's on-site registration

Product Categories for Future Shows

- Respondents are looking for more representation from the following craft categories which provides a tremendous opportunity for exhibitors that sell these products to reach 8,000+ consumers.



Product Categories for Future Shows, cont.



Product Categories for Future Shows, cont.

- Other Product Categories Consumers Want to See:
 - Rubber Stamps
 - Clay
 - Glass
 - Quilling
 - Soap Making
 - Embroidery
 - Doll & Bear Making
 - Fashion Crafting
 - Felting
 - Doll House Miniatures
 - Man Crafts

Executive Summary

- **Workshops**

- 13% of respondents attended workshop classes each day
- Of those who attended, 87% felt the workshop classes added value to their overall experience
- The primary reason respondents did not attend a workshop class was because they did not have enough time

- **Demographics**

- Most of the respondents traveled within a 100 mile radius of the convention center
 - 21% traveled 1-20 miles
 - 29% traveled 21-51 miles
 - 25% traveled 51-100 miles
- 60% of the respondents classify themselves as intermediate crafters and 48% of them completed 21+ craft projects within the past year
- The Craft SuperShow was the first consumer show 18% of the respondents ever attended

Executive Summary

- **Key Actions**

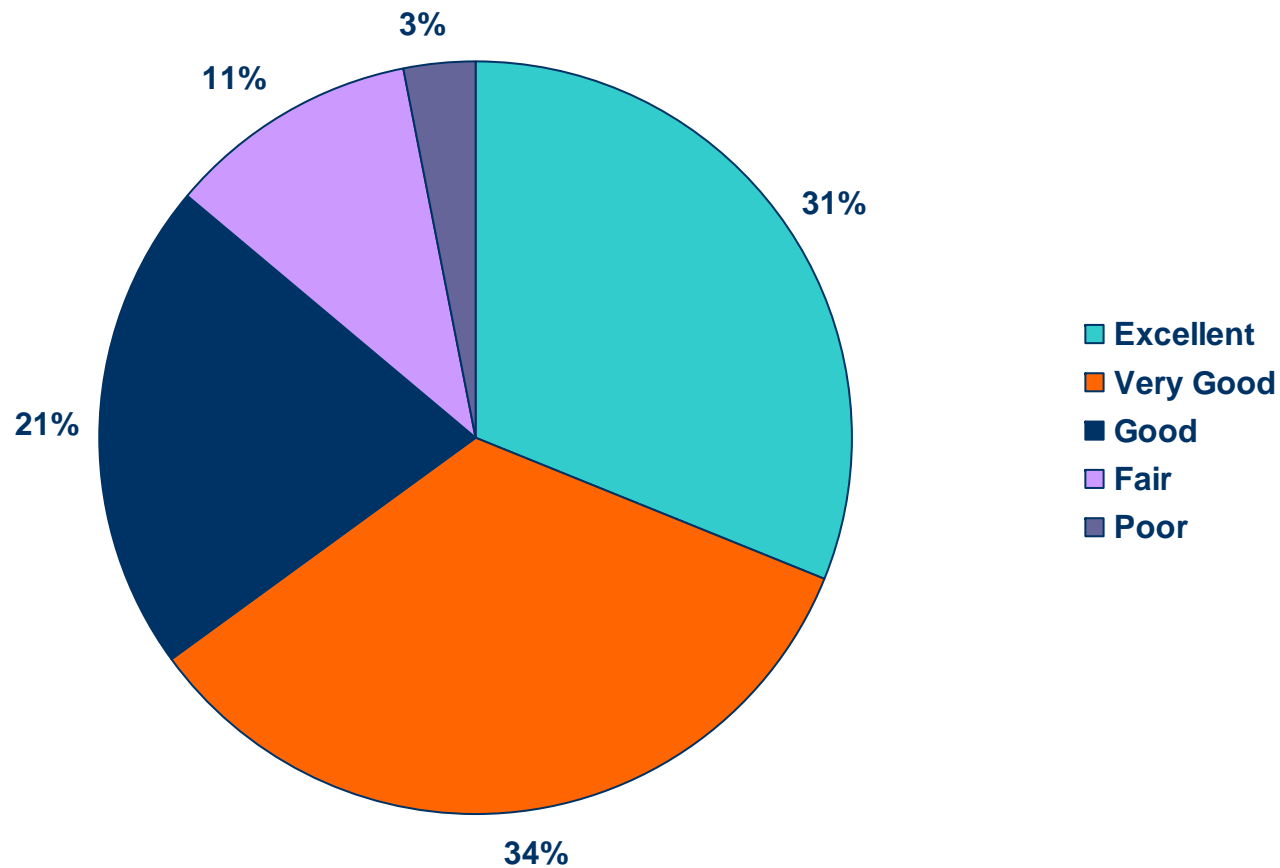
- Continue to promote the Craft SuperShow through our retail partners
- Work to stream-line registration and develop an efficient system to get pre-registered attendees through the door
- Work with the Orange County Convention Center to pinpoint parking and food concession issues and identify key solutions
- Develop a marketing plan for workshop classes that will drive attendance
- 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
- Future sales efforts should concentrate on getting exhibitors and retailers who support and sell products on slides 5 and 6
- Continue to heavily promote the Show within a 100 mile radius but strategize on cost effective solutions to reach consumers who are further out



Overview

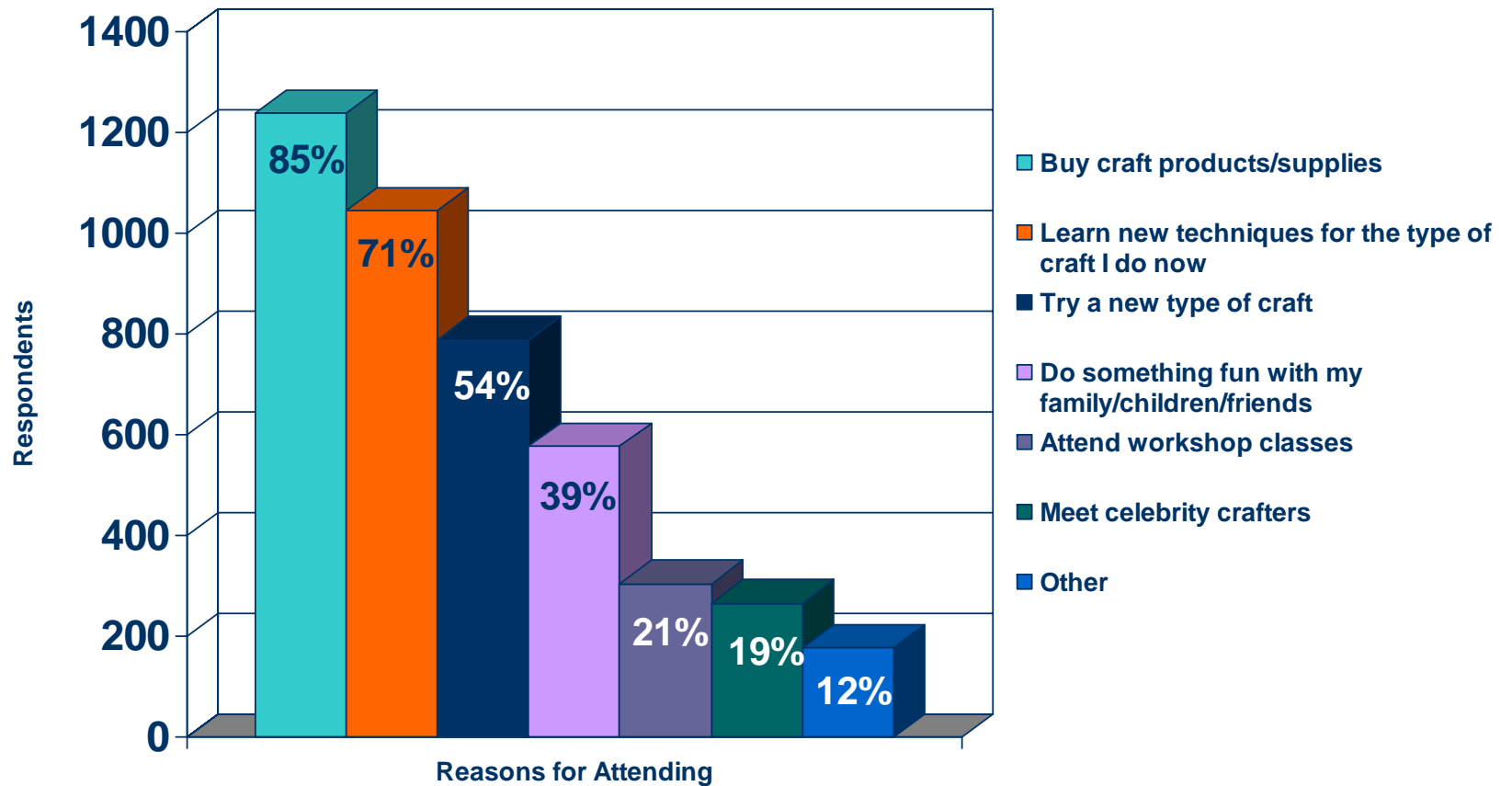
Overall Experience

- 86% of respondents had a positive overall experience at the Craft SuperShow



Reasons for Attending

- 85% of respondents came to the Craft SuperShow to buy products and supplies, 71% came to learn new techniques and 54% came to try a new craft



Reasons for Attending, cont.

- Other Reasons for Attending:
 - See new products
 - Curiosity
 - Business Reasons
 - Make-n-Takes
 - To Have a Fun Day
 - Meet People
 - Visit a Specific Booth

Craft SuperShow Promotion

- 48% of respondents heard about the Craft SuperShow from their local retailer

Promotion Vehicle	% of Respondents	% of Total Marketing Dollars
Craft Retail Store	48%	39%
Friend or Family Member	26%	0%
Other	15%	11%
Billboard	12%	28%
Craft Magazine Ad	12%	0%
Retailer's Website	8%	0%
CraftSuperShow.com	8%	13%
Newspaper Ad	8%	0%
Internet Search	7%	0%
Craft Manufacturer's Website	6%	0%
Radio	4%	9%
Facebook	1%	0%

Craft SuperShow Promotion, cont.

- Other Ways Consumers Heard About the Show:
 - Splitcoaststampers.com
 - Chashow.org/Craftandhobby.org
 - Craft Websites/Blogs (non-mfgr)
 - Craft Industry Emails/Newsletters
 - Employer Newsletters/Website
 - Orange County Convention Center Website

Craft SuperShow Likes

- Respondents Liked the Following Features at the Craft SuperShow:
 - Hands on make-n-takes (getting to try things with little or no cost)
 - Demos
 - Giveaways
 - Vendors (variety, quality, friendliness, informative, etc.)
 - Workshops/classes/crop
 - Shopping (discounts, selection)
 - Exposure to new craft types – learning
 - Exposure to new craft products/products only available online

Craft SuperShow Likes, cont.

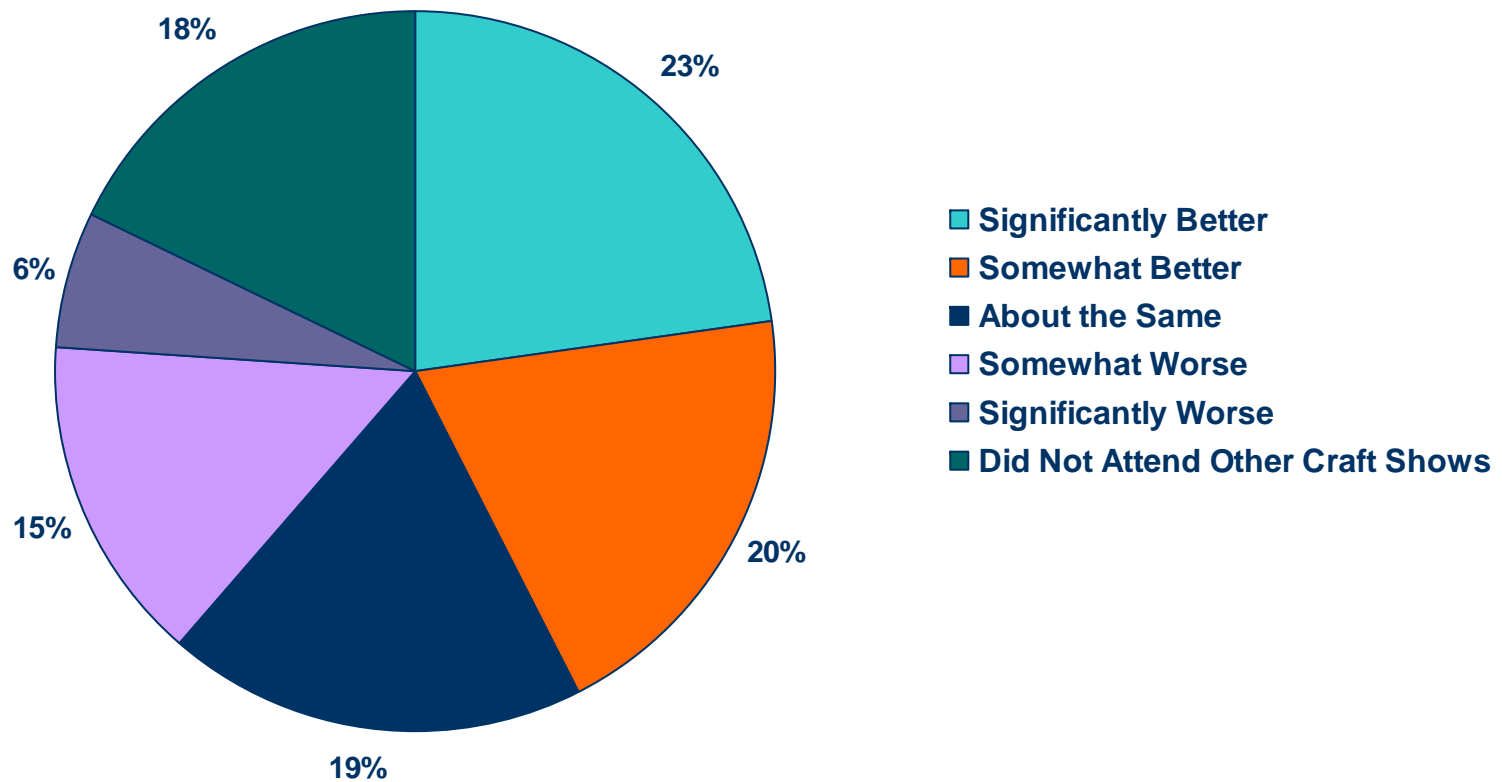
- New ideas/displays offering inspiration
- New techniques
- Staff (CHA, Conv. Ctr., Exhibitors)
- Celebrity Crafters
- Ticket cost
- Meet/interact with other crafters
- Focus groups
- Kids Zone/kid friendly
- Free ProvoCraft tote bag
- Location

Craft SuperShow Dislikes

- Respondents Disliked the Following Features at the Craft SuperShow:
 - Too crowded – long lines, lots of waiting, crowded aisles, crowded make-n-takes
 - Not enough booths selling product/booths selling out of product
 - Too many strollers and wheelchairs
 - Too many children
 - Food too expensive
 - Parking too far away and too expensive – unclear how to get to the show from the lot
 - Adding classes to registration was hard to do online
 - Too much scrapbooking, not enough other craft types
 - Show did not have many of the manufacturers they hoped would be there (who were at trade)
 - Poor navigation – wanted a map
 - Wearing the 2-day wristband overnight
 - Workshop cancellations

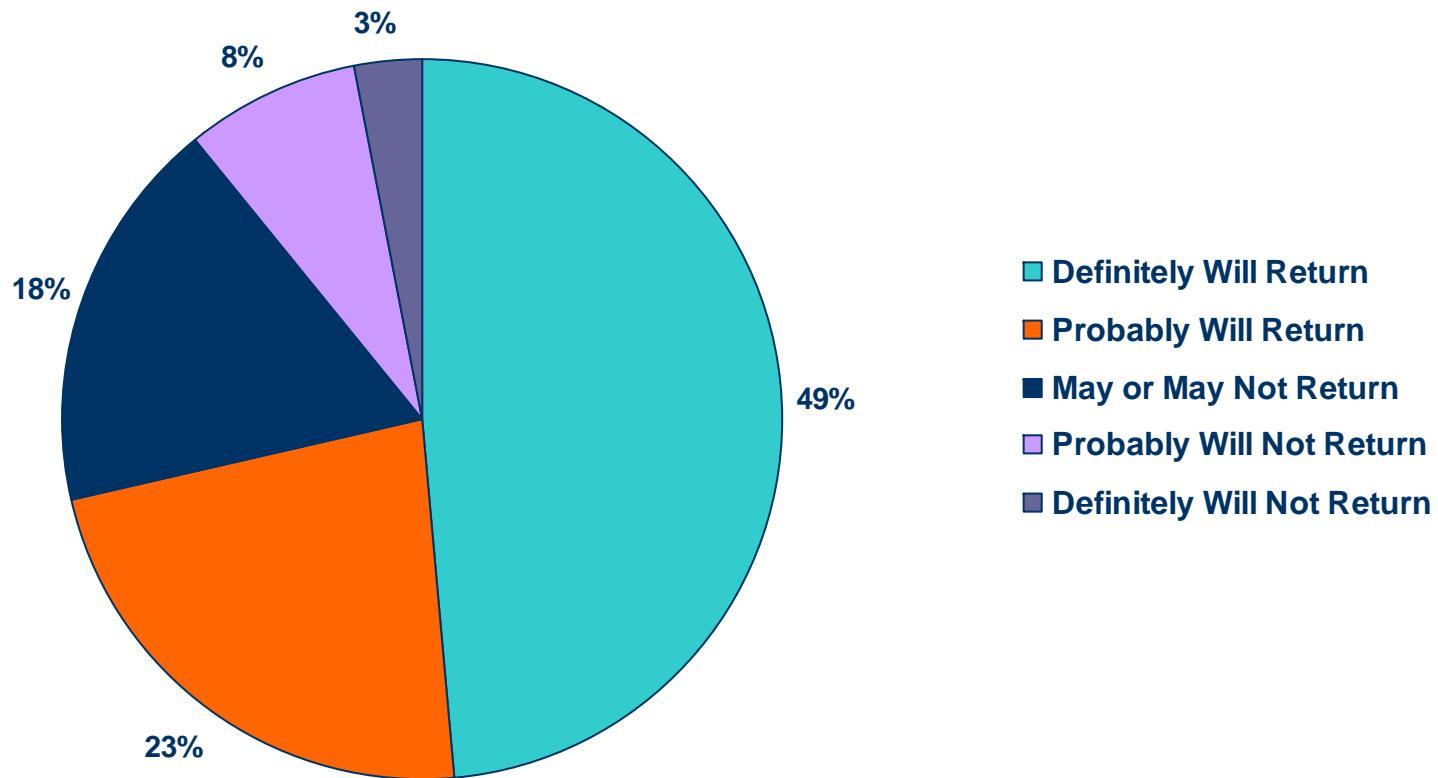
Craft SuperShow vs. Other Craft Shows

- 43% of respondents feel the Craft SuperShow is better than other craft shows they've attended



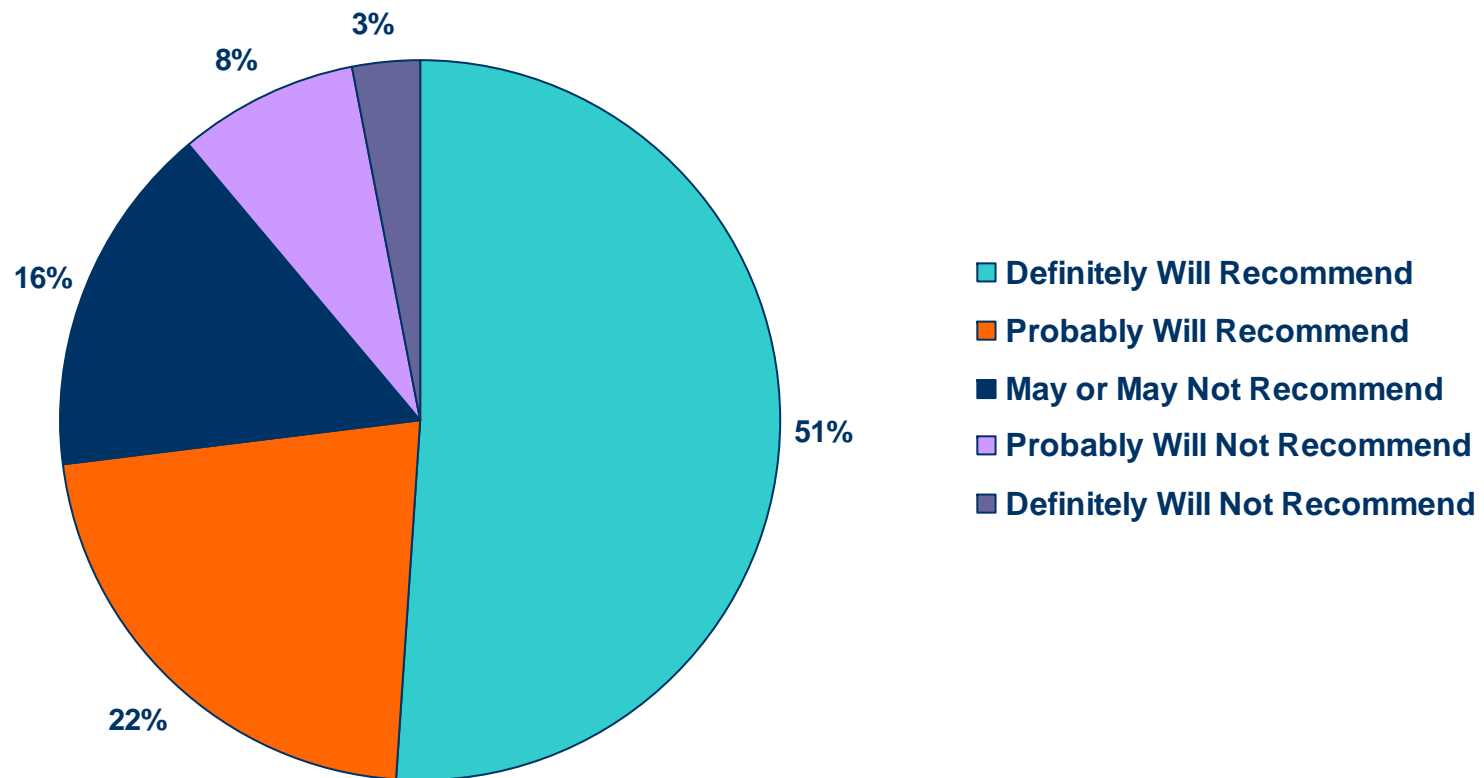
Consumer Retention

- 72% of respondents will most likely attend another CHA Craft SuperShow



Consumer Recommendations

- 73% of respondents will most likely recommend the Craft SuperShow to a friend or family member

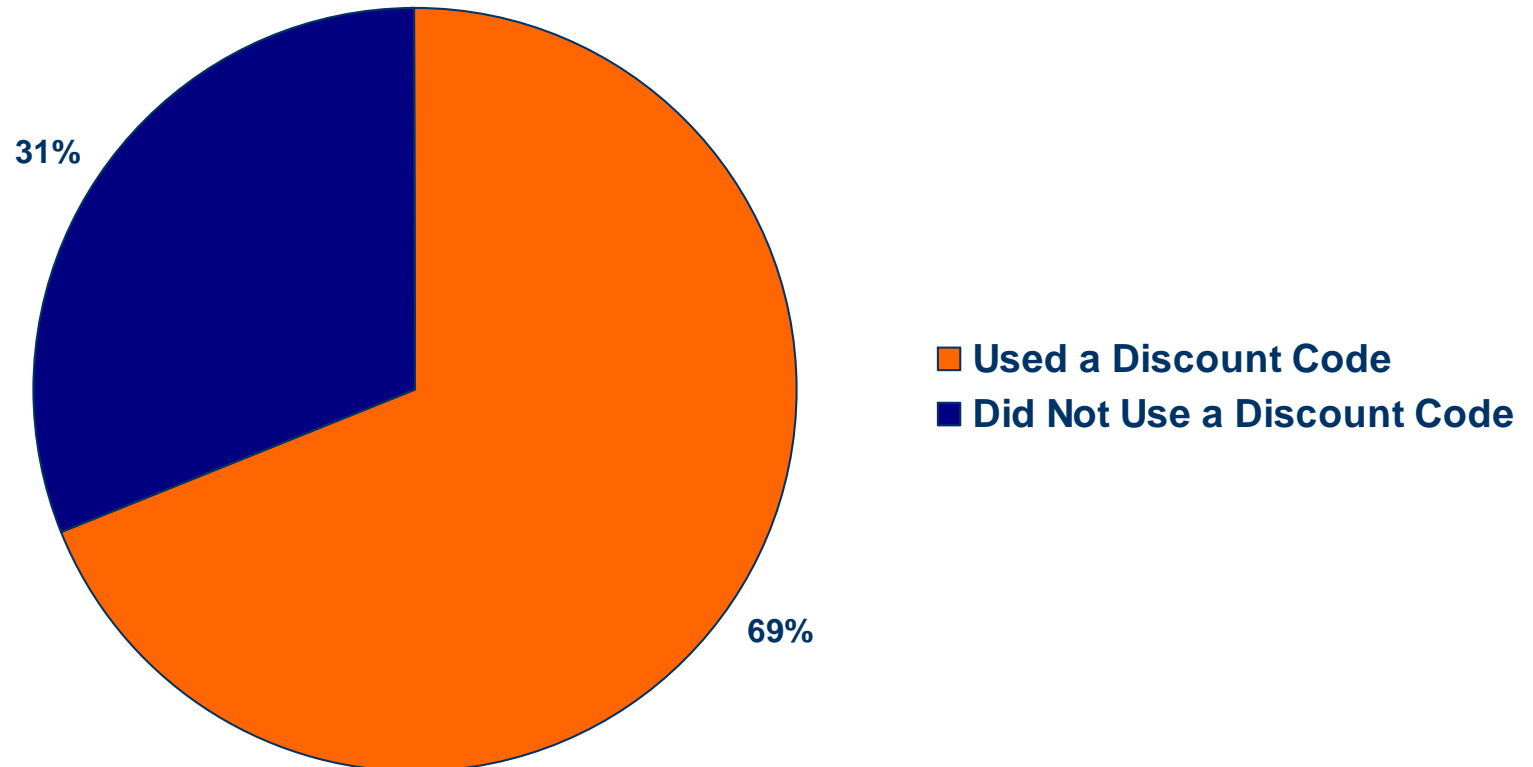




Discount Codes

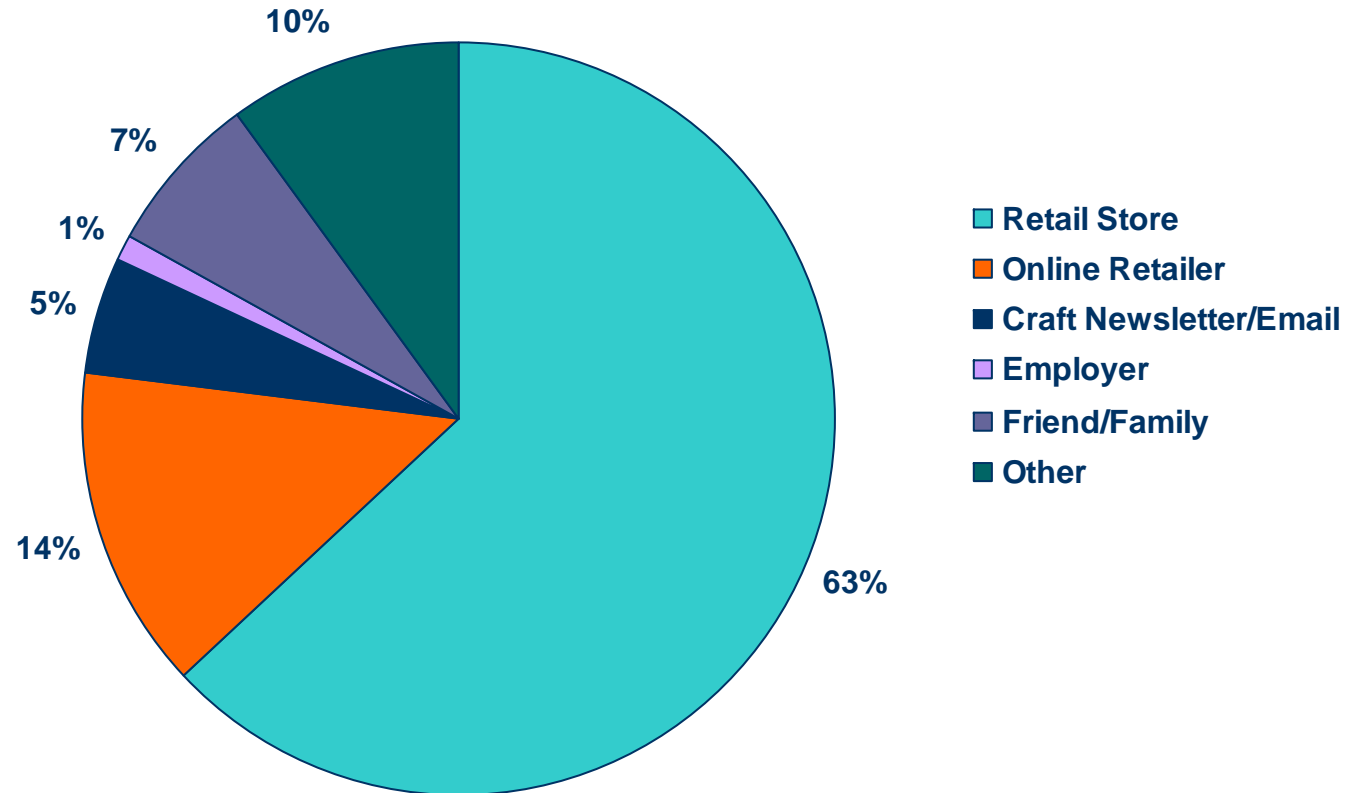
Discount Code Usage

- 69% of respondents used a discount code when buying their tickets to the Show



Acquiring Discount Codes

- 77% of respondents obtained a discount code to the Craft SuperShow from a retailer

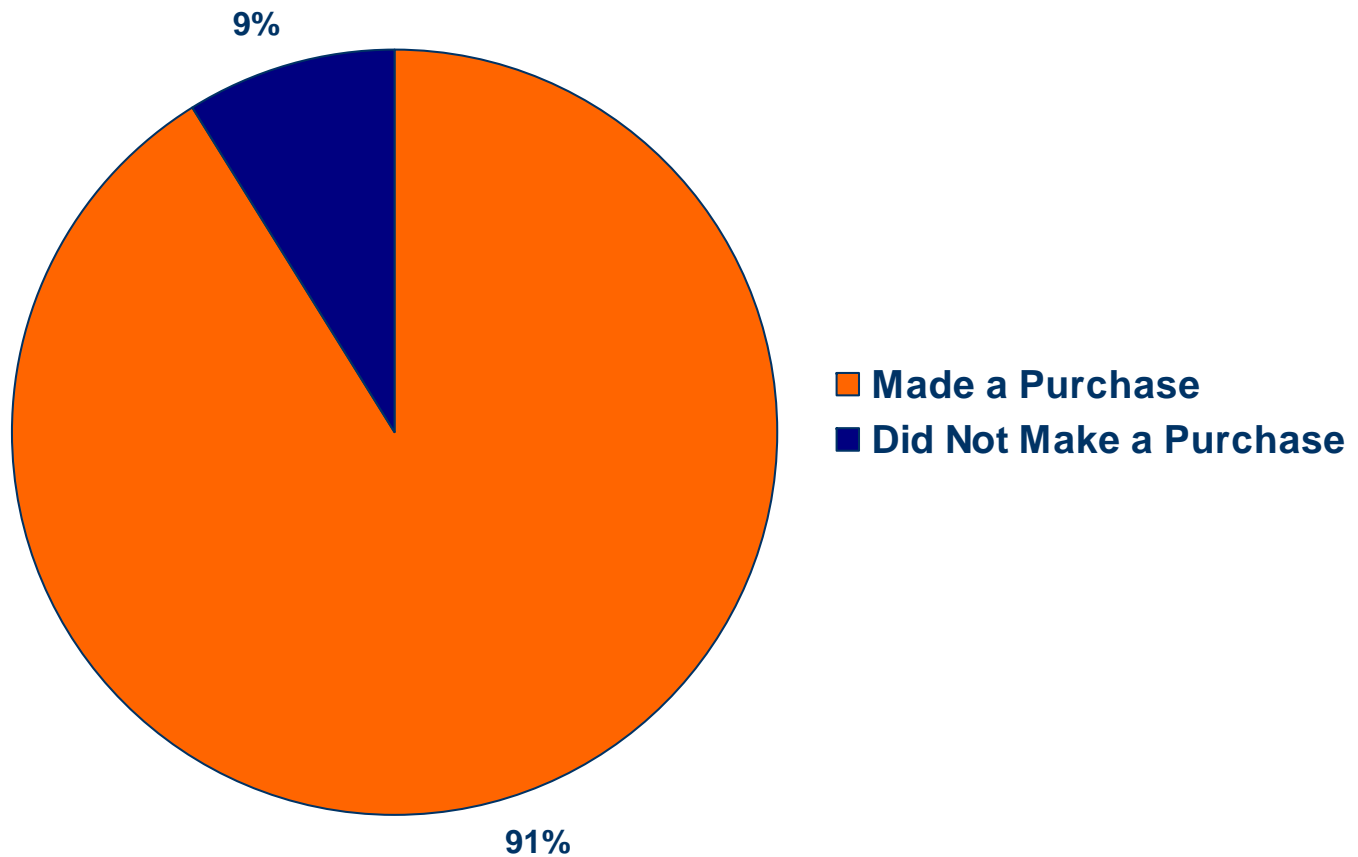


Acquiring Discount Codes, cont.

- Other Places Where Consumers Acquired a Discount Code:
 - Splitcoaststampers.com
 - Newspaper Advertisement
 - Craft Websites/Blogs (non-mfgr)
 - Online Search
 - Magazine Advertisement
 - Facebook

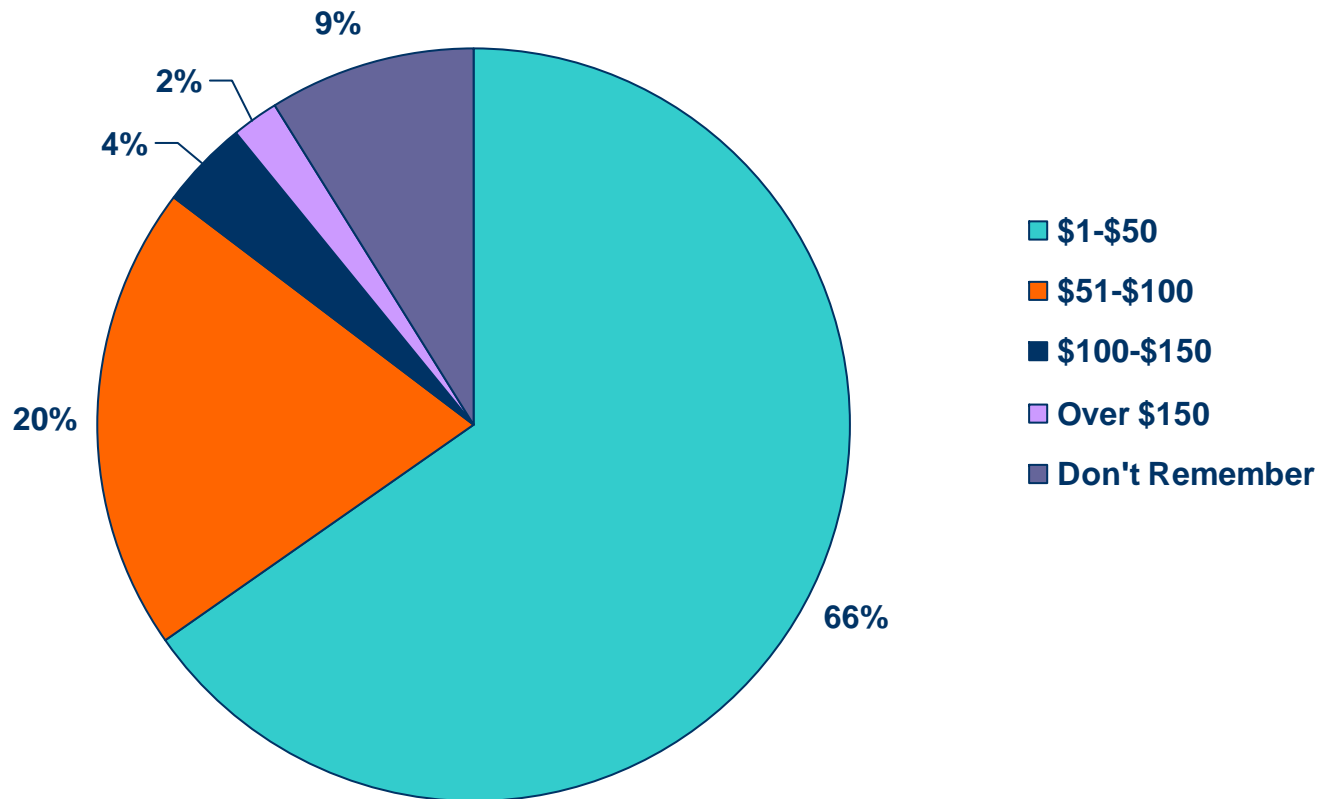
Discount Code Impact on In-Store Purchases

- 91% of respondents made a purchase at their retail store the same day they got the discount to the Craft SuperShow



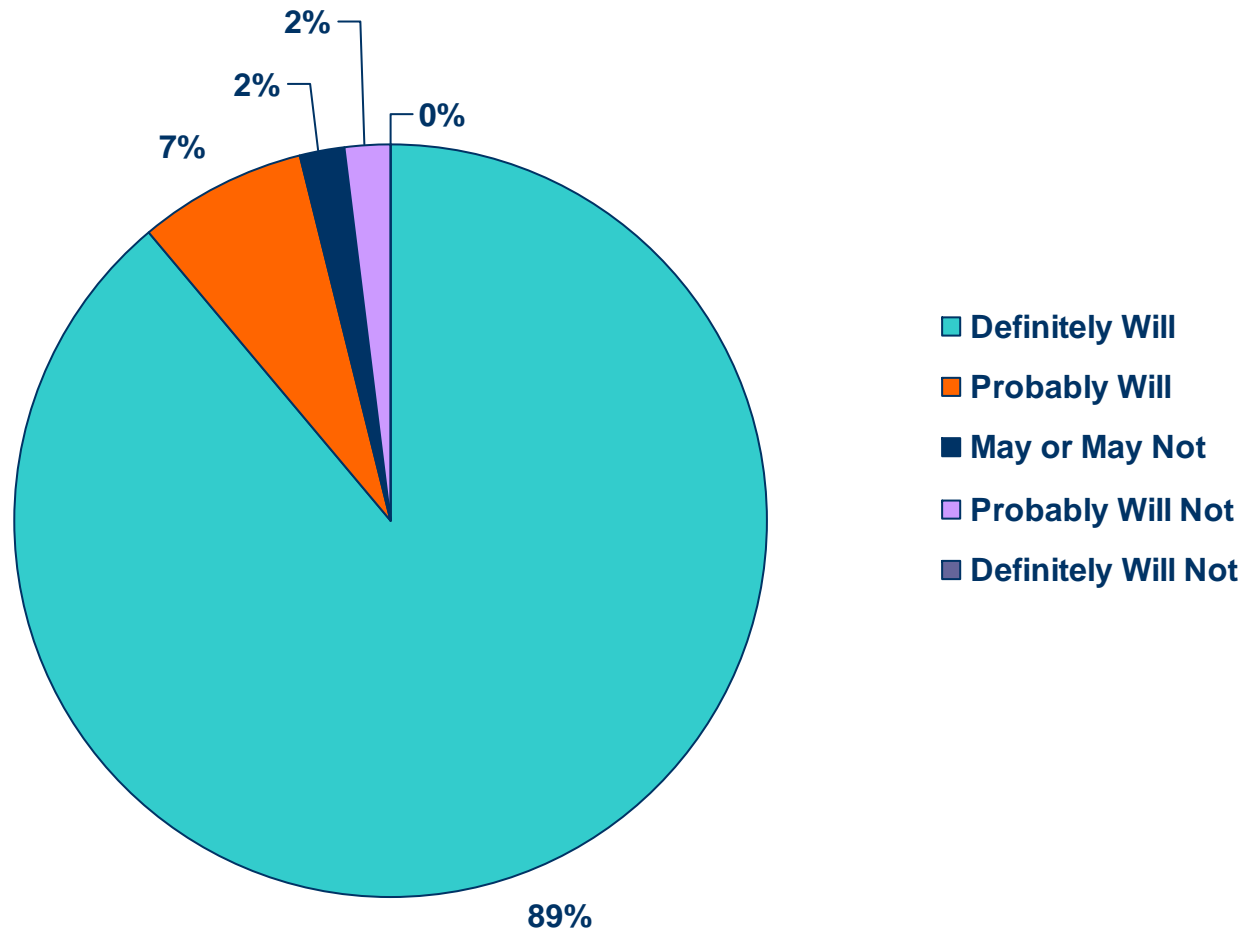
Discount Code Impact on In-Store Purchases, cont.

- 86% of respondents spent up to \$100 the same day they picked up their discount to the Craft SuperShow.



Discount Code Impact on In-Store Purchases, cont.

- 96% of respondents will return to the retail store where they picked up their discount to the Craft SuperShow.

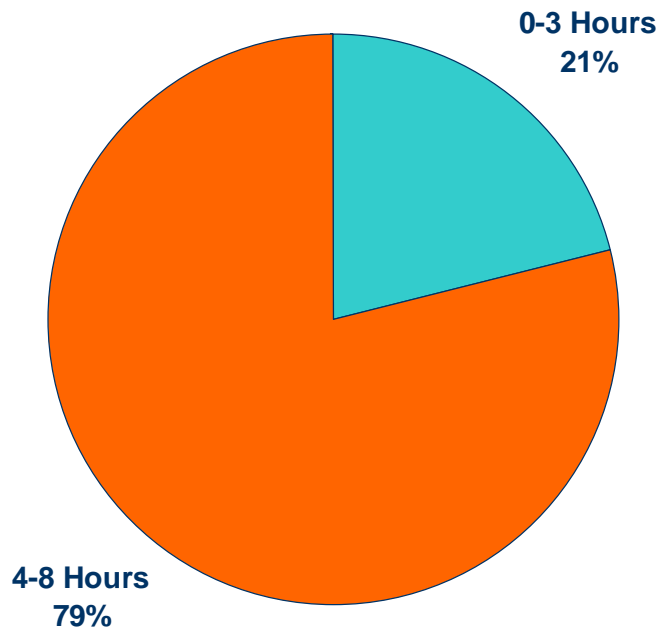


At the Show

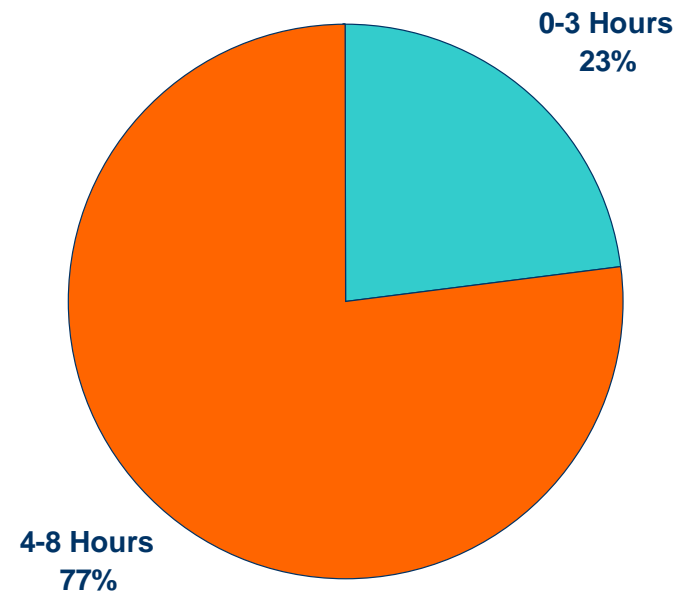
Days and Amount of Time Spent at the Show

- Over 75% of the respondents stayed between 4-8 hours each day.

Friday, July 31

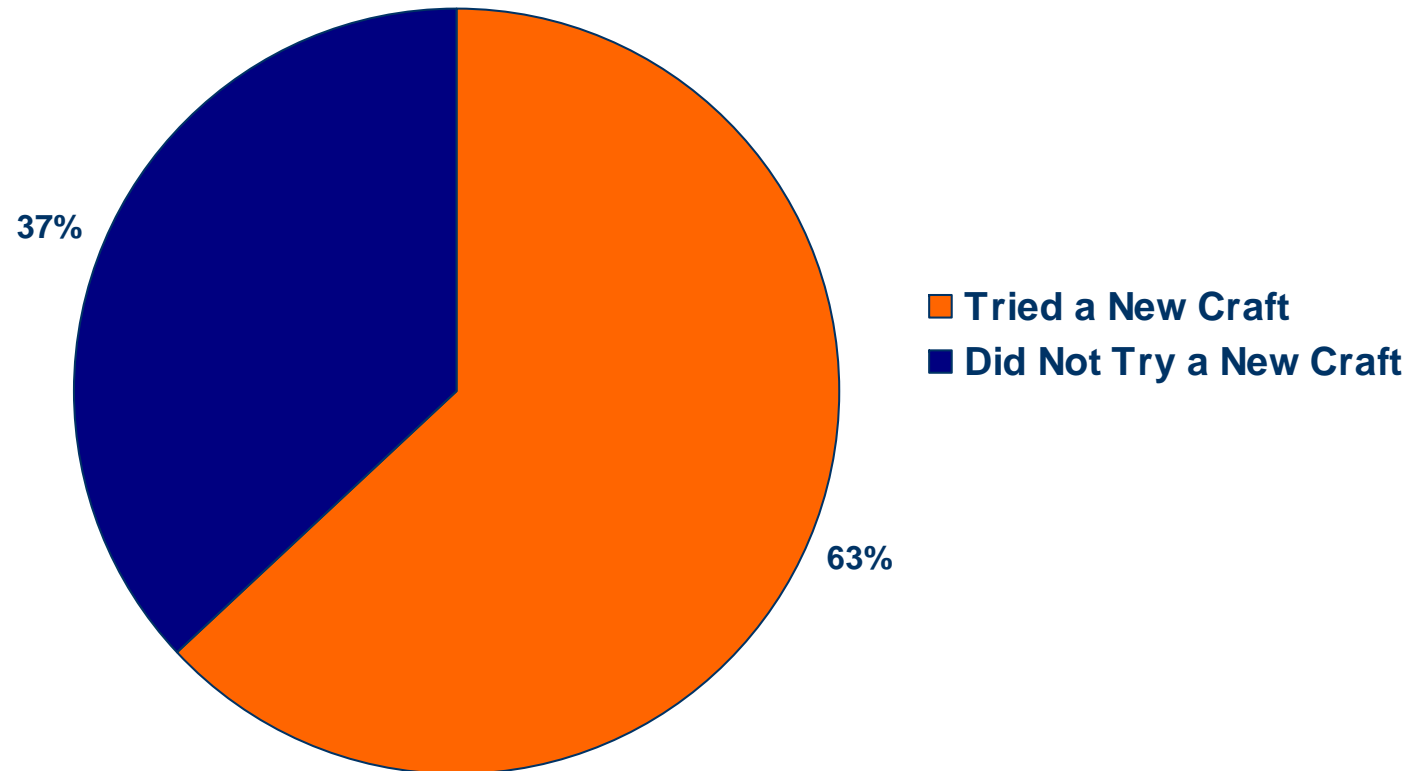


Saturday, August 1



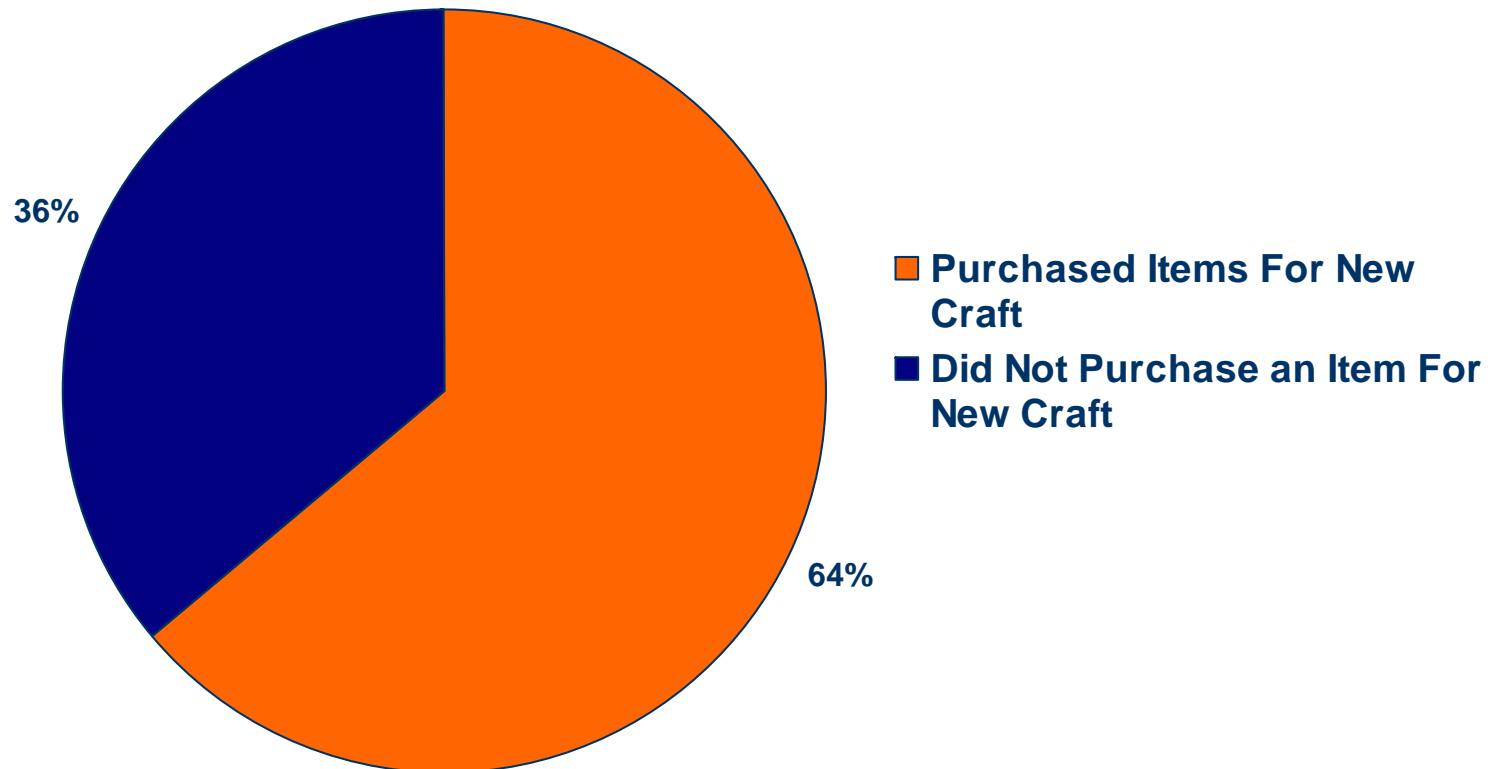
Consumer Participation in a New Craft

- 63% of respondents tried a new type of craft at the Show



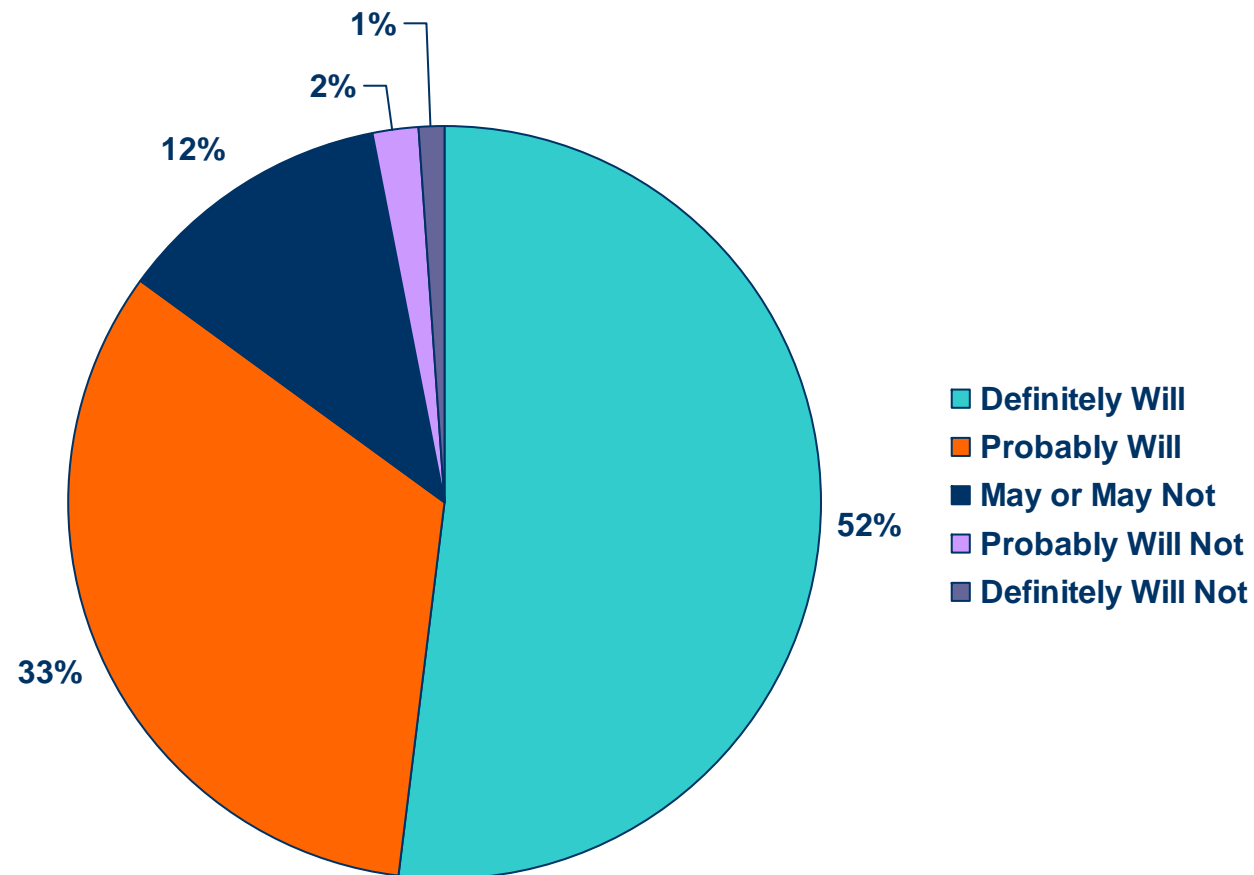
Consumer Participation in a New Craft, cont.

- For those respondents who tried a new craft, 64% of them bought items relative to the new craft at the Show

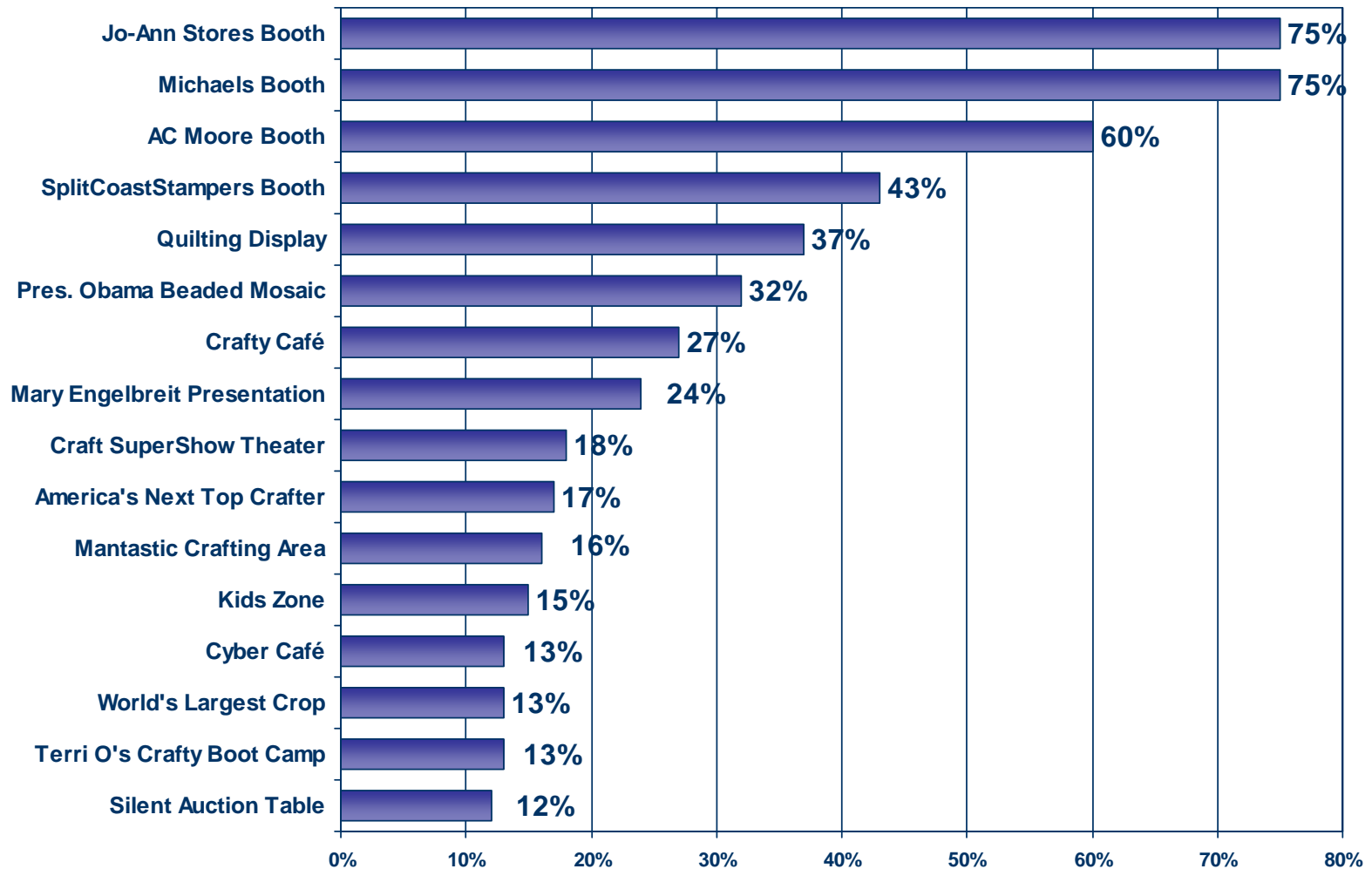


Consumer Participation in a New Craft, cont.

- 85% 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



Overall Value

	Excellent	Very Good	Good	Fair	Poor
Overall Value	32%	31%	22%	10%	5%
Online Registration	50%	30%	13%	3%	4%
On-Site Reg – Fri, July 31	23%	18%	16%	14%	29%
On-Site Reg – Sat, Aug 1	34%	34%	19%	8%	5%
Make-N-Takes	39%	29%	19%	8%	5%
Kids Zone	44%	31%	16%	5%	4%
Crafty Café	21%	35%	29%	12%	3%
Craft SuperShow Theater	26%	36%	29%	6%	3%
Terri O's Crafty Boot Camp	33%	31%	24%	8%	3%
America's Next Top Crafter	27%	33%	29%	8%	3%
Range of Craft Vendors	26%	28%	21%	15%	10%
World's Largest Crop	33%	30%	26%	8%	3%
Workshop Program	25%	29%	27%	13%	6%
Show Guide	20%	31%	33%	11%	5%
Food Concessions	5%	9%	25%	30%	31%
Parking	14%	19%	30%	20%	18%
Ease of Navigating the Show	15%	25%	30%	19%	14%

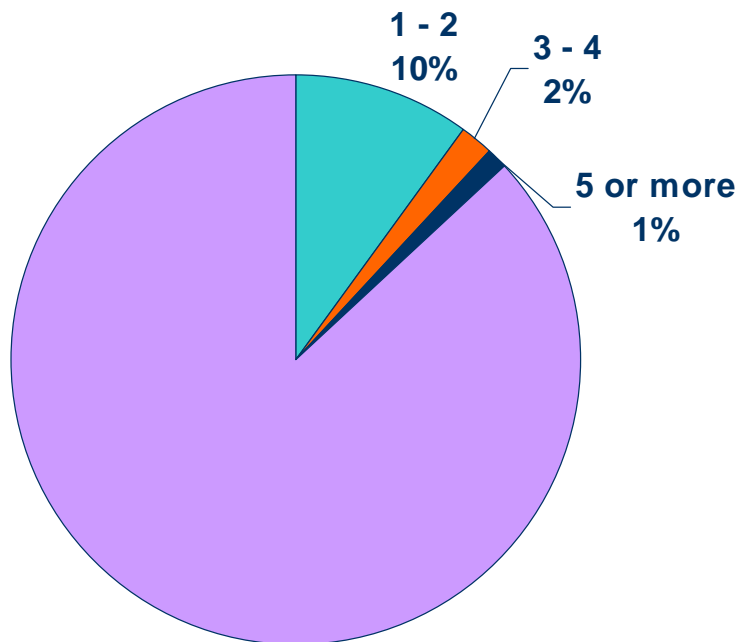


Workshops

Workshop Classes Attended

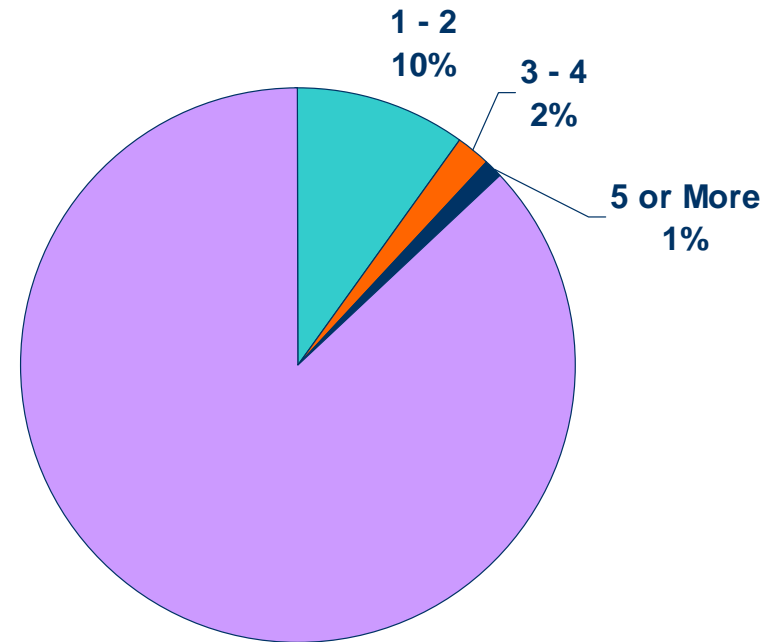
- 13% of attendees participated in workshop classes each day. 10% taking between 1 – 2 classes.

Friday, July 31



Did Not Attend
87%

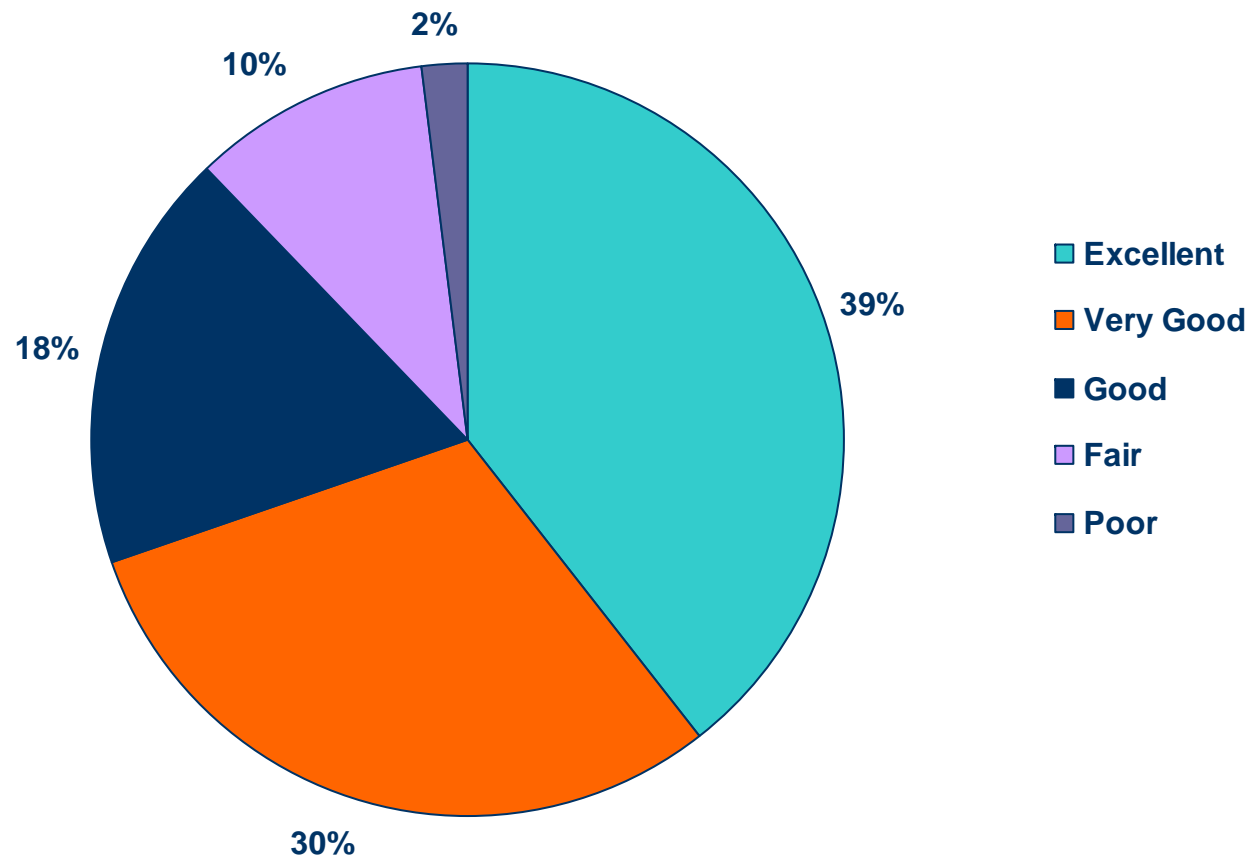
Saturday, August 1



Did Not Attend
87%

Workshop Value

- For those who attended workshops, 87% felt they were valuable based upon the time and money they invested.

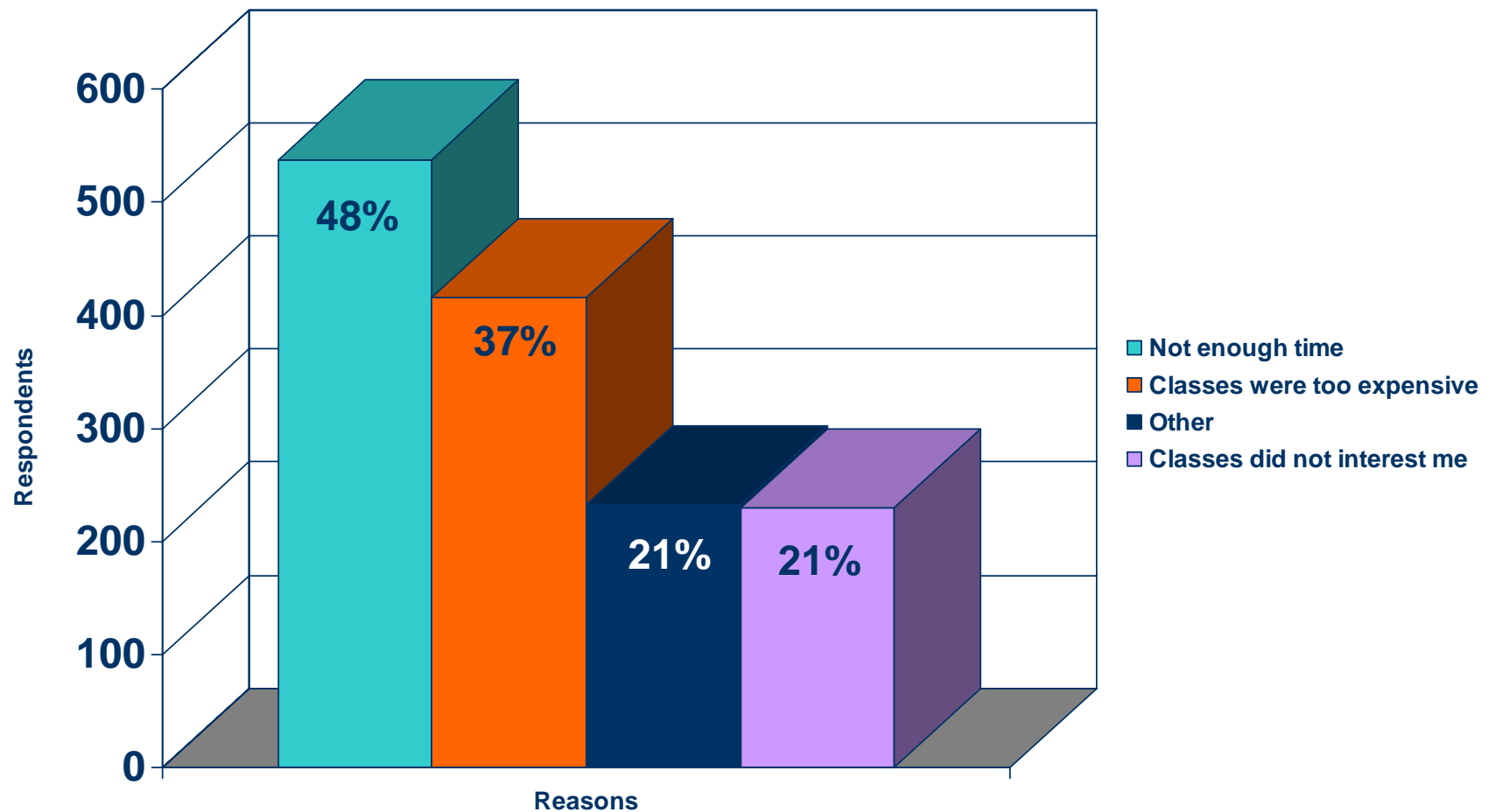


Workshop Value, cont.

- Workshops were rated Fair or Poor based on the following:
 - Poor Instruction
 - Class was shorter than advertised/not long enough
 - Content was too basic or too advanced
 - Did not like the materials used
 - Class was disorganized/unprepared
 - Poor value
 - Too crowded
 - Inaccurate class descriptions/poor advertising
 - Poor topics offered
 - Lacked inspiration

Reasons for not Attending Workshops

- Of those who did not attend a workshop, 47% did not have enough time to attend a class



Reasons for not Attending Workshops, cont.

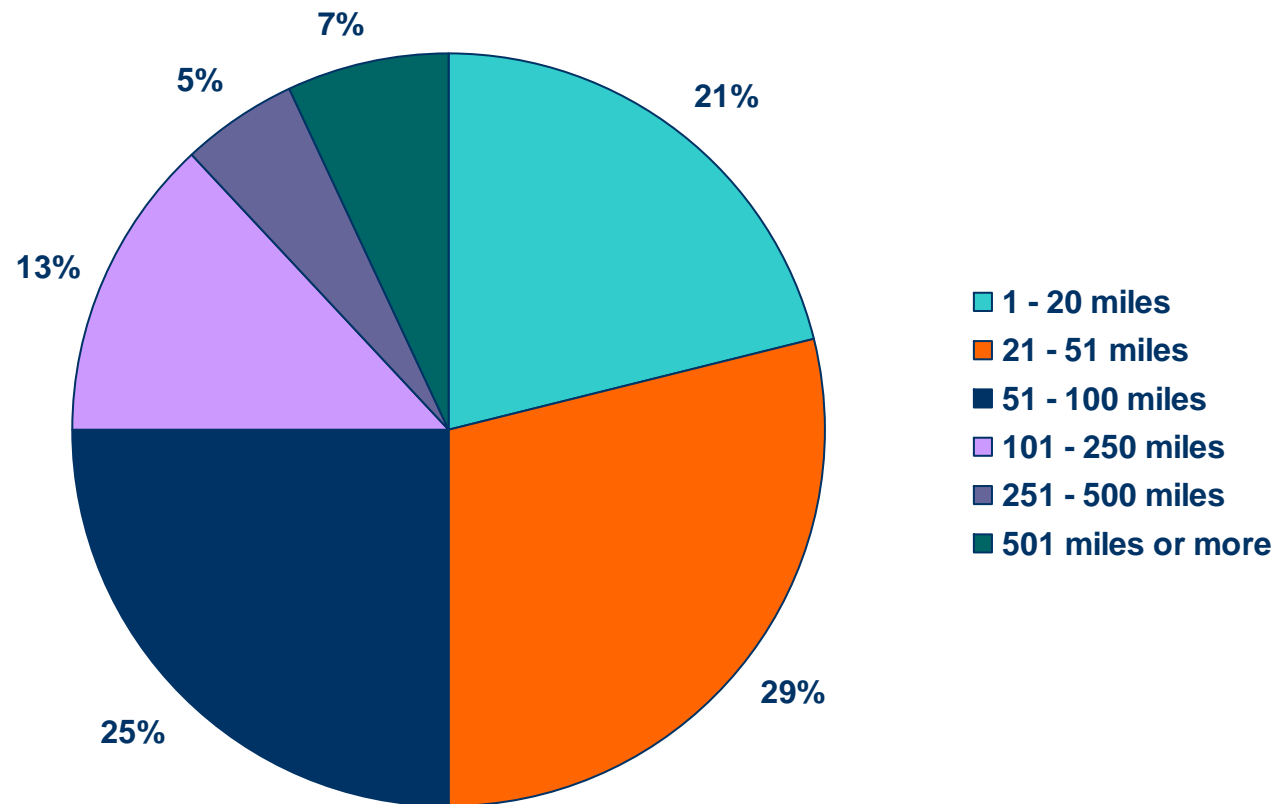
- Other Reasons for not Attending Workshops:
 - Too Crowded/Sold Out
 - Was More Interested in Other Areas of the Show
 - Unaware Classes Were Offered
 - Had Children/Spouse/Others with me
 - Uncertain Expectations/Insufficient Details Provided About Classes
 - Didn't Plan Ahead
 - Bad Experience at Other Shows' Workshops
 - Unsure how to Sign up for Classes



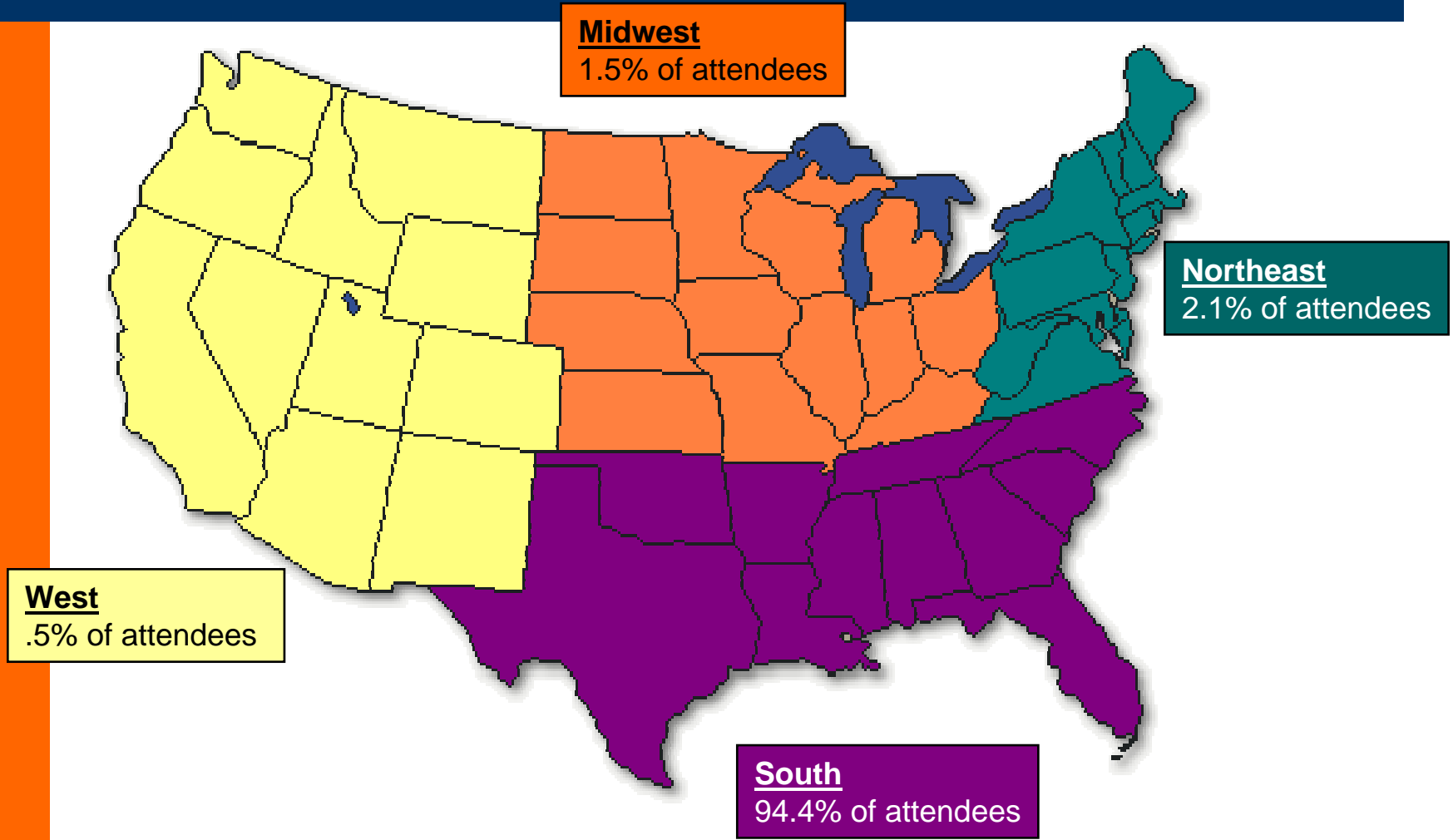
Demographics

Travel

- 75% of respondents traveled within 100 miles of the Convention Center

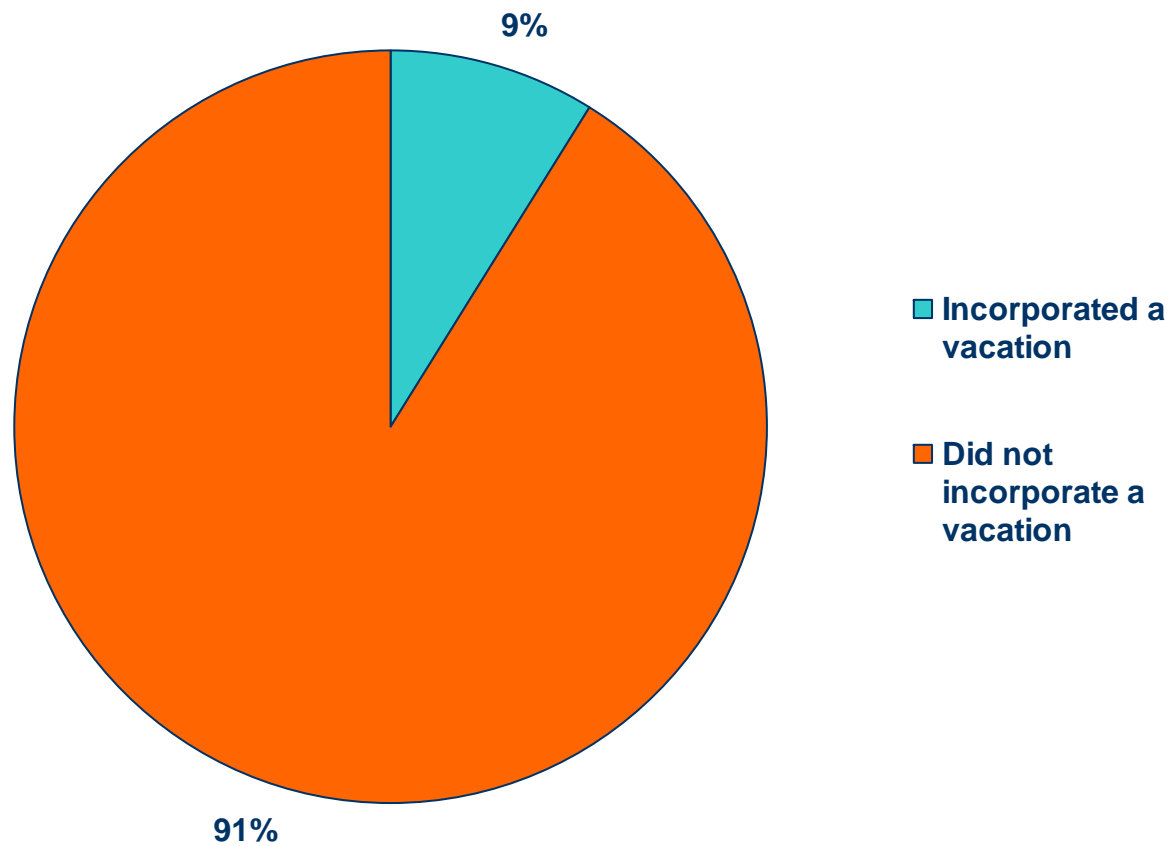


Travel cont.



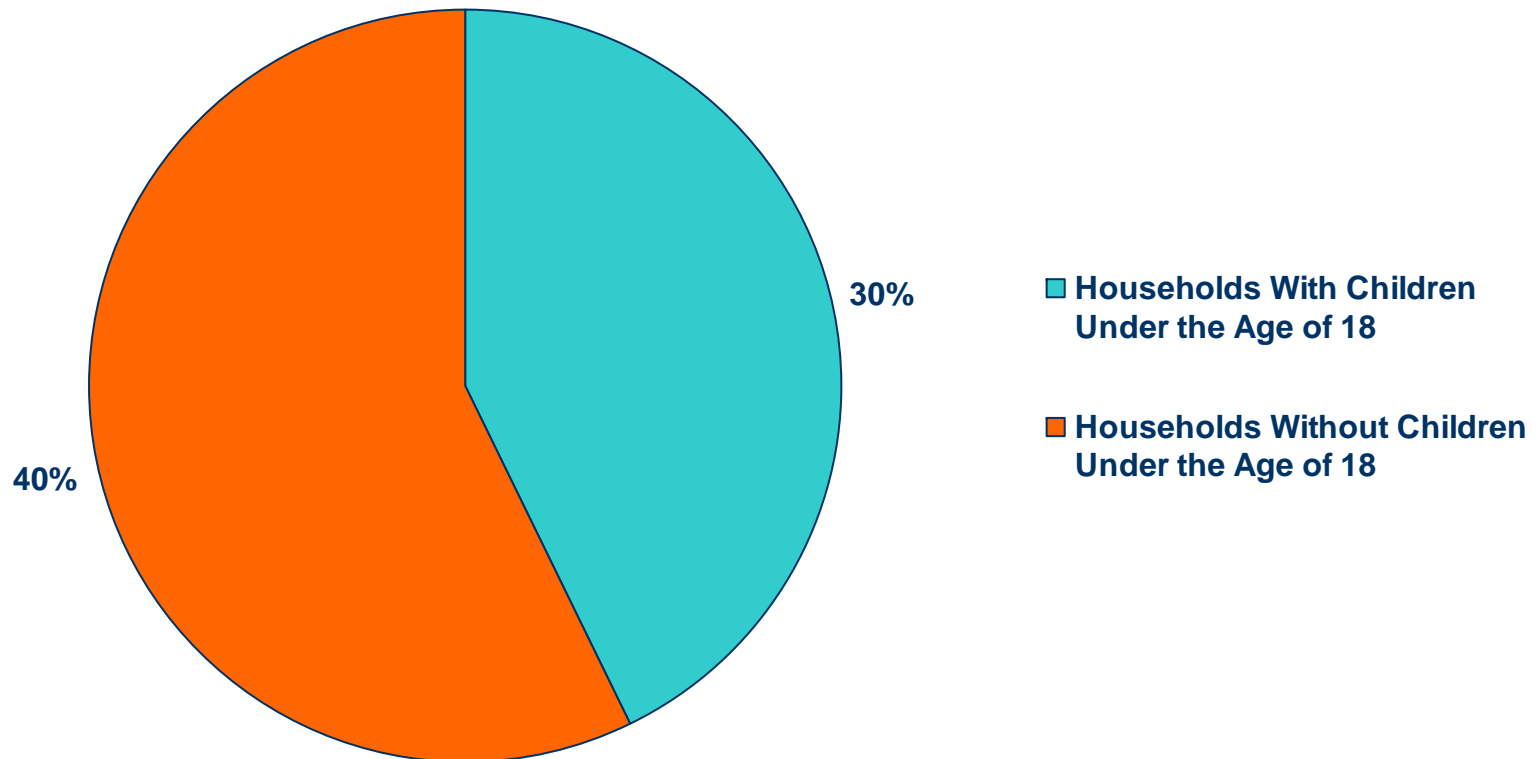
Travel, cont.

- Only 9% of respondents incorporated a vacation with their visit to the Show



Children

- 30% of respondents live in households with children under the age of 18
- 32% of total US households have children under the age of 18*



Crafting Ability

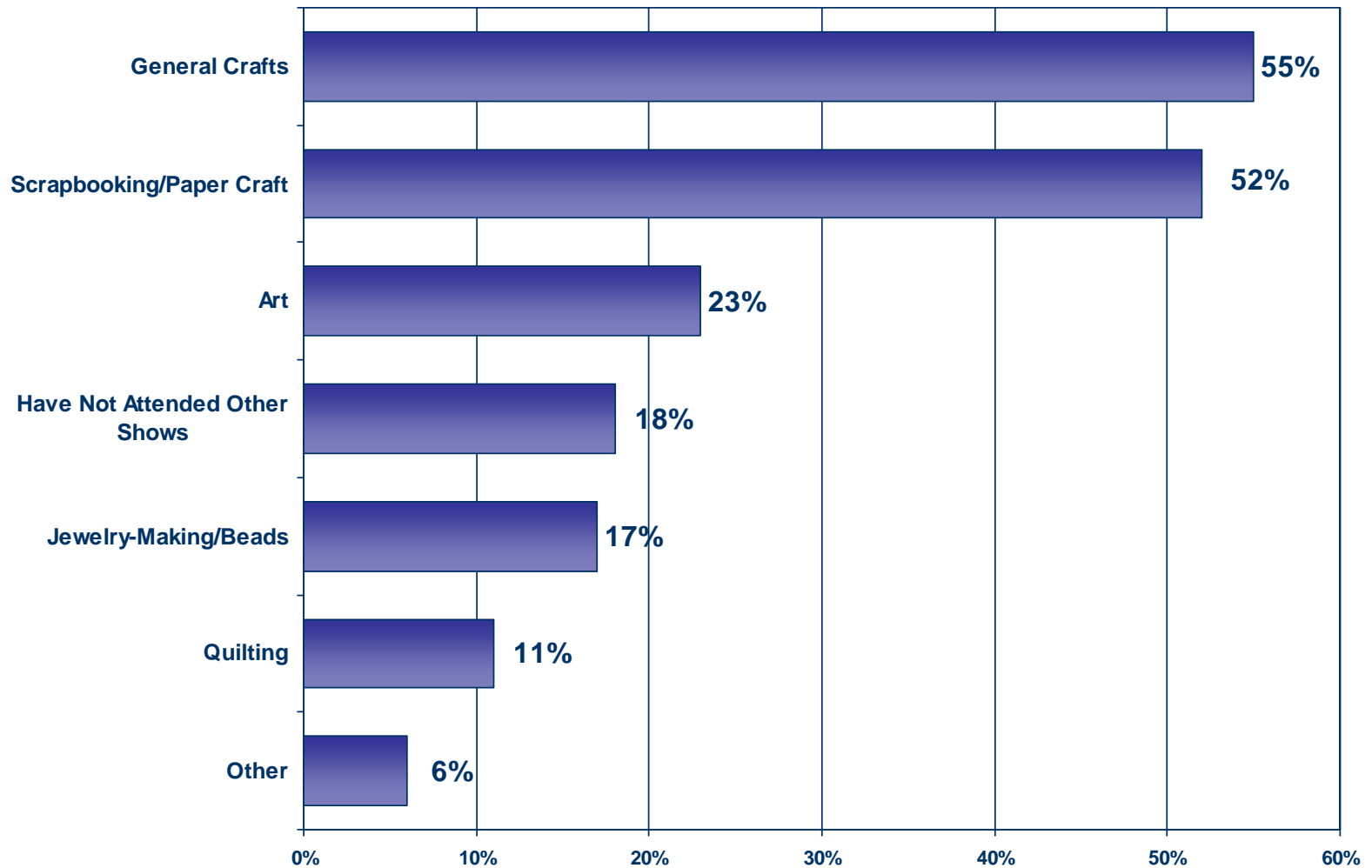
- The show has an opportunity to attract more beginner crafters. It needs to be positioned to a beginner crafter as a place to learn, have fun and try new crafts.

	Craft SuperShow Respondents	CHA Attitude & Usage Study*	Pt. Change
Beginner	9%	16%	-7.0 pts.
Intermediate	60%	63%	-3.0 pts.
Expert	31%	21%	+10.0 pts.

Crafting Frequency

	Craft SuperShow Respondents	CHA Attitude & Usage Study*	Pt. Change
Light <i>(1-5 completed projects per year)</i>	14%	31%	-17 pts
Moderate <i>(6-20 completed projects per year)</i>	37%	40%	-3 pts
Heavy <i>(21+ completed projects per year)</i>	48%	28%	+20 pts

Other Consumer Shows Respondents Attend



Other Consumer Shows Respondents Attend, cont.

- Other Types of Shows Respondents Attended Within the Past 3 Years:
 - Rubber Stamping
 - Sewing/Needlework
 - Painting
 - Knitting/Crochet
 - Mixed Media/Collage
 - Ceramics
 - International Shows