

2003

Hobby Industry Association U.S. Hispanic Craft Market

Executive Summary

Background & Objectives

The 2000 U.S. Census found that those of Hispanic descent make up 13% of the U.S. population. This group grew more than four times the total U.S. population during 1990 and 2000. In addition, between 1990 and 2001 the purchasing power of the Hispanic market increased from \$207.5 billion to \$542 billion.

Hobby Industry Association (HIA) partnered with the Cultural Access Group to conduct a study among Hispanics in five cities that have large Hispanic populations. The purpose of the study was to:

- Measure the participation level and expenditures of Hispanics
- Determine who participates and what projects they engage in
- Understand Hispanics' shopping habits and attitudes as they relate to crafts and hobbies
- Profile and compare differences between participants and non-participants
- Identify opportunities to further engage Hispanics in crafting

Overview of Research Methodology

The Cultural Access Group conducted 1,000, 20-minute telephone interviews between February 1 and 18 in Chicago, Los Angeles, Miami, New York and San Antonio. Respondents who met the following criteria qualified for the study:

- Self-identified Hispanic (U.S. Census Definition)
- Male or female head of household
- 18 years or older
- Have been living in the United States continuously for at least the past 12 months

Definition of Crafts & Hobbies

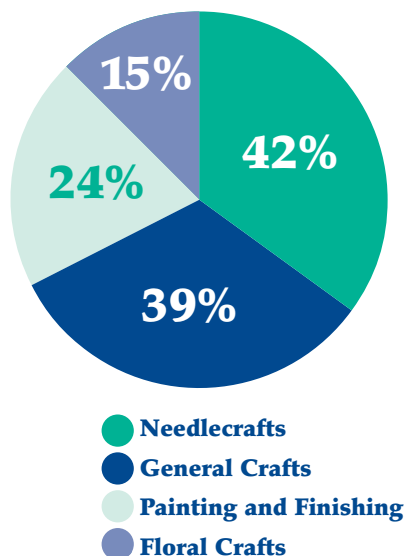
For the purpose of this research, craft and hobby activities were divided into four categories:

- Floral crafts
- General crafts
- Needlecrafts
- Painting & Finishing

Industry Size & Participation

- Hispanics spend an estimated \$1.9 billion annually on crafts and hobbies.
- Residents of one-half (51%) of Hispanic households participated in crafts and hobbies in the past 12 months.

Participation by Crafting Category

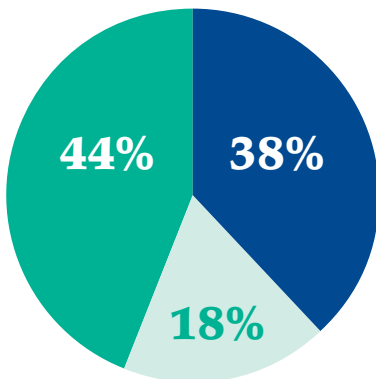


- Unassimilated Hispanics engage in crafting more than assimilated and partially assimilated Hispanics (55% vs. 43%–48% respectively).
- 53% of Hispanic females engage in crafting activities; 45% of males engage in crafting activities.
- Hispanic women favor needlecrafts; men engage in general crafts (specifically woodworking) and painting & finishing (specifically art/drawing).

The Hispanic Crafter

- Two-thirds (66%) of Hispanic crafters say it is important to have information in Spanish about their crafting activity.
- Nearly three-quarters of Hispanic crafters agree strongly with the statement, “crafting keeps me connected to my culture.”

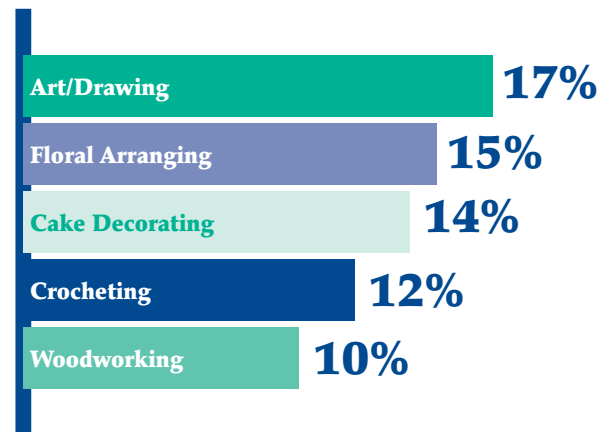
Projects completed (previous 12 months)



- Fewer than 5 – 44%
- 10 or more – 38%
- Between 5 and 9 – 18%

- Heavy users account for 23% of the total participants in the survey and 70% of total dollar sales. Hispanic crafters spend an average of \$158 per year on craft supplies.
- Craft fairs/flea markets account for 31% of Hispanic craft sales, followed by drugstores/supermarkets (20%), housewares/home goods (15%) and local craft stores (12%).

Top Five Craft Activities



- Most Hispanic non-crafters cite “lack of time” (60%) as their reason for not engaging in crafting activities, followed by “it never interested me” (16%).

The complete *U.S. Hispanic Craft Market* study may be viewed at www.hobby.org.



319 East 54th Street
PO Box 348
Elmwood Park, NJ 07407

Phone: (201) 794-1133
Fax: (201) 797-0657

Email: hia@hobby.org
Websites: www.hobby.org
www.hiashow.org
www.i-craft.com
www.teacherplace.org

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