



Quantitative Research Study

For



U.S. Hispanic Craft Market

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Background and Purpose

- The 2000 US Census quantified America's changing ethnic makeup, finding that those of Hispanic descent make up 13% of the US population. This group grew more than four times the total US population during 1990 and 2000. In addition, between 1990 and 2001 the purchasing power of the Hispanic market has increased from \$207.5 billion to \$542 billion
- The Hobby Industry Association (HIA) partnered with the Cultural Access Group in order 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 in the craft & hobby industry*
 - *Determine who participates and what projects they engage in*
 - *Understand Hispanics' shopping habits as they relate to crafts and hobbies, as well as their attitudes towards crafting.*
 - *Profile and compare differences between participants and non-participants*
 - *Identify opportunities to further engage Hispanics in crafting and reach out to participants*



Report Notes



Definition of Crafts & Hobbies

- For the purpose of this research, crafts and hobbies are separated into the following four categories:^a
 - Needlecrafts: *crocheting, knitting, apparel sewing, cross-stitch, embroidery, craft sewing, needlepoint, sewing, quilting.*
 - Painting & Finishing: *art/drawing, home décor painting, decorative painting, fabric painting.*
 - Floral Crafts: *floral arranging, gardening, wedding/bridal crafts, wreath-making.*
 - General Crafts: *cake decorating, woodworking, ceramics, model building, beading/beads, paper crafts, cooking, candy making, jewelry making, framing, scrapbook making, candle making, leather crafts, macramé, doll making, rubber stamping, writing, writing poems, other.*

^a*Categories are consistent with those used in the 2001 Hobby Industry Association Nationwide Craft and Hobby Consumer Usage and Purchases Study, conducted by Ipsos-NPD Inc.*



Participant Categories

- For comparison purposes, participants are classified into three groups according to the number of crafting projects they have completed in the past 12 months:^a
 - Light: *Fewer than 5 projects*
 - Moderate: *Between 5 and 9 projects*
 - Heavy: *10 or more projects*

^aThese three classifications are based solely on the number of projects completed in the past 12 months. Neither the dollar amount spent nor the number of years involved in their crafts and hobbies factor into the category designations.



Assimilation Model

- Throughout the report, comparisons are made between three assimilation groups. An important component for developing and focusing marketing strategies, assimilation is defined as:
 - n 1: cultural modification of an individual group, or people by adapting to or borrowing traits from another culture; also: a merging of cultures as a result of prolonged contact 2: the process by which a human being acquires the culture of a particular society from infancy. *Merriam-Webster's Collegiate Dictionary Tenth Edition.*
- Each respondent is separated into one of three groups, based on their responses to a set of five questions:^a
 - Unassimilated (least adapted to mainstream U.S. culture) - 53% of total sample
 - Partially assimilated - 26% of total sample
 - Assimilated (most adapted to mainstream U.S. culture) - 20% of total sample

^a See Appendix C for list of questions used to determine assimilation level. Note: The assimilation groups used here are simple divisions of the spectrum of assimilation. The difference between a person who scores higher on 'unassimilated' and lower on 'partially assimilated' is virtually indistinguishable.



Methodology

- 1,000 20-minute interviews were conducted via telephone between February 1st and 18th in the following five cities:
 - Los Angeles (200)
 - New York (200)
 - Miami (200)
 - Chicago (200)
 - San Antonio (200)
- Results are weighted based on the population of the five cities in order to project the overall Hispanic market:
 - Findings in the ‘weighted total’ column are weighted
 - Findings in the ‘unweighted total’ and sub-group columns are unweighted



Methodology (Continued)

- Respondents who meet 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



Significance Testing

- Significance testing denotes statistical differences between groups: needlecraft participants vs. general craft participants; male vs. female; employed vs. unemployed, etc. Testing is conducted at the 95% confidence level.^a
- Where applicable, letters are shown to denote statistical differences between columns:

Table x: Sources for Generating Crafting Ideas by Type of Craft

	Total	Painting & Finishing	Floral Crafts	Needle-Crafts	General Crafts
	A	B	C	D	E
	%	%	%	%	%
TOTAL	499	121	78	211	197
Come up with ideas on my own	46	55D	47	39	49D
Magazines	28	25	37	33E	25

Columns significance tested at the 95% confidence level

- For example, significantly more needlecraft participants (column D) come up with ideas from magazines than general craft participants (column E).

^a*One can be 95% certain that observed differences are not a result of chance, but rather are reflective of the target population of Hispanics.*



Summary of Key Findings



Summary of Key Findings

- Residents of one-half (51%) of Hispanic households participate in crafts and hobbies, and U.S. Hispanics spend an estimated \$1.9 billion annually on crafts and hobbies.
- Unassimilated Hispanics engage in crafting more than assimilated and partially assimilated Hispanics (55% vs. 43%-48% respectively), and Hispanic females participate more than Hispanic males (53% vs. 45%).
- Sixty-two percent (62%) of Hispanics ages 55 and older participate in crafting compared to 44% to 49% for younger age groups.^a
- Needlecraft is the activity most Hispanic crafters participate in (42%), followed by general crafts (39%), painting and finishing (24%) and floral crafts (15%)

^a44% of 18-24 year old Hispanics are involved in crafting, 48% of 25-34 year olds, 49% of 35-54 year olds, and 62% of Hispanics 55 years of age and older.



Summary of Key Findings (Continued)

- Hispanics who participate in needlecraft activities typically are unassimilated, female, and more mature. Also, Hispanics born in Mexico are much more likely to participate in needlecraft activities than those born in the United States or another Latin American country.
- Those who engage in painting and finishing are typically partially assimilated or assimilated, male, and younger.
- Floral crafts cross all assimilation groups, although participants are generally female and more mature.
- General crafts also attract Hispanics of all assimilation levels as well as different age groups. Hispanics who engage in general crafts, however, are typically male.



Summary of Key Findings (Continued)

- Hispanics who are involved in general crafts spend more money on products and services related to crafting than those who participate in other activities. Those who engage in needlecraft activities spend the least amount of money.
- Thirty-eight percent (38%) of Hispanic crafters completed 10 or more crafting projects in the past 12 months, 18% completed between 5 and 9, and 44% completed fewer than 5.
- More than one-quarter (28%) of Hispanic crafters come up with project ideas from magazines
- Craft fairs/flea markets is the most popular venue where Hispanics purchase craft items or services, followed by drugstore/supermarket, houseware/home good store, and local craft store.



Summary of Key Findings (Continued)

- Four out of ten (41%) Hispanic crafters often use their finished crafts to decorate, and 36% often give their crafts away as gifts. Few Hispanics sell their crafts or enter them into contests (10% and 3% respectively).
- Two-thirds (66%) of Hispanic crafters say it is important to have information in Spanish about their crafting activity.
- 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%).
- Almost one-half of Hispanic non-crafters are interested in floral arranging (46%), home décor painting (45%) and cake decorating (44%).^a

^aFigures are top-2 box - Percent 'Very interested' or 'Somewhat interested.'



Summary of Key Findings (Continued)

- Asked what would make them more interested in becoming involved in crafting activities, most Hispanic non-crafters mentioned ‘having more time’ (37%) followed by ‘learning how to do it’ (12%).



Craft & Hobby Participation Among Hispanics



Residents of one-half (51%) of Hispanic households participate in crafts and hobbies^a

- 51% of Hispanic households have at least one adult who engages in crafts and hobby activities
- 99% of Hispanics report having ever participated in at least one crafting activity^b

^aFifty-percent of all Hispanic adults interviewed participate in crafts. Those who said they do not participate were asked if anyone else in their household participates.

^bBased on responses to Q13, in which respondents who do not engage in crafts were asked if they have ever participated in (...). All but nine out of 497 non-crafters reply 'yes' to at least 1 of 32 activities read to them.



Annual expenditures nearly \$2 billion

- Hispanic adults spend approximately \$1.9 billion annually on crafts and hobbies^a

^aAccording to the U.S. census there are 25.1 million Hispanic adults ages 18 and older . Findings reveal that 50% of Hispanic adults, or 12.55 million, participate in crafting. On average, Hispanic-adult crafters spend \$158 annually.

The one-quarter (23%) of Hispanic-adult crafters who spend more than \$200 per year account for approximately 70% of total expenditures. Median expenditures for all Hispanic crafters equal \$75 annually.

According to the 2000 U.S. census, Hispanics represent 12% of all adults in this country 18 years of age and older.



Large proportion of unassimilated Hispanics engage in crafting activities

- 55% of unassimilated Hispanics engage in crafting activities
- 48% of partially assimilated Hispanics engage in crafting activities
- 43% of assimilated Hispanics engage in crafting activities

Q1. Thinking about how you like to spend your free time... would you say you engage in any crafting activities?



And Hispanic females are more likely to engage in crafting activities than Hispanic males

- 53% of females engage in crafting activities
- 45% of males engage in crafting activities

Q1. Thinking about how you like to spend your free time... would you say you engage in any crafting activities?



Crafting is especially popular among Hispanics 55+ years of age

- 44% of 18-24 year olds engage in crafting activities
- 48% of 25-34 year olds engage in crafting activities
- 49% of 35-54 year olds engage in crafting activities
- 62% 55+ year olds engage in crafting activities

Q1. Thinking about how you like to spend your free time... would you say you engage in any crafting activities?



Types of Crafts & Hobbies in which Hispanics Participate



Art/Drawing the single most popular crafting activity among Hispanics

	Favorite Activity (Q2)	Total Mentions (Q2/Q3)
	%	%
TOTAL	499	499
Art/Drawing	15%	17%
Floral Arranging	11%	15%
Cake Decorating	10%	14%
Crocheting	10%	12%
Woodworking	8%	10%
Apparel Sewing	8%	10%
Knitting	7%	10%
Cross-Stich	5%	11%
Home Décor Painting	3%	4%
Emroidery	3%	5%
Decorative Painting	2%	3%
Ceramics	2%	2%
Gardening	1%	2%
Sewing (unspecified)	1%	1%
Model building	1%	2%
Jewelry Making	1%	1%
Needlepoint	1%	2%
Framing	1%	1%

Q2/Q3 Total Mentions

Q2. What is your favorite crafting activity?

Q3. Are there any other crafts that you like to do?



Overall, Hispanic crafters tend to participate in needlecrafts and general crafting

- 42% participate in needlecrafts
- 39% participate in general crafts
- 24% participate in painting and finishing
- 15% participate in floral crafts

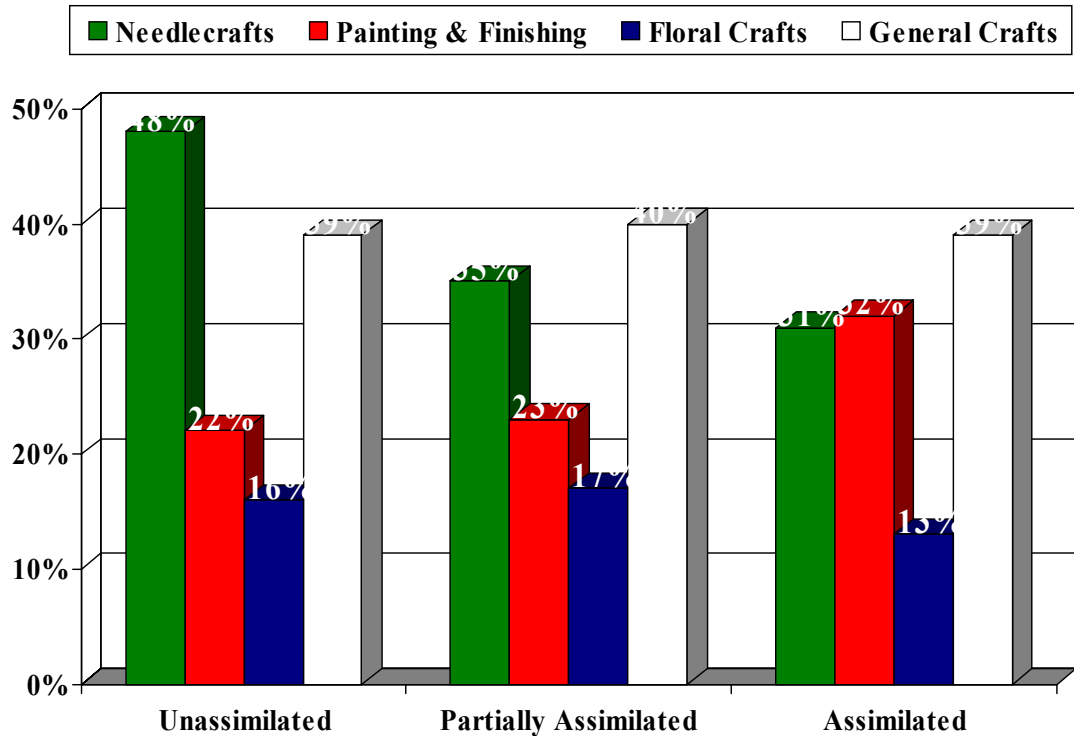
Q2/Q3 Total Mentions

Q2. What is your favorite crafting activity?

Q3. Are there any other crafts that you like to do?



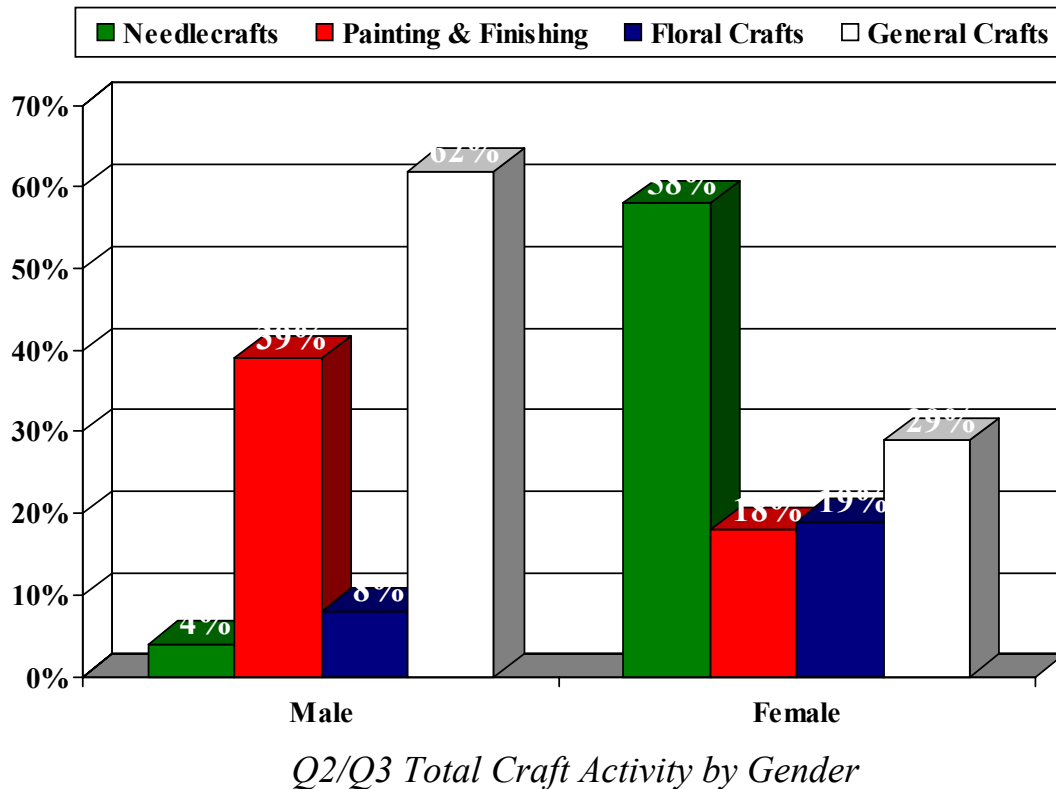
Unassimilated Hispanics in particular tend to participate in needlecrafts



Q2/Q3 Total Craft Activity by Assimilation Level



Hispanic women favor needlecrafts; men engage in general crafts and painting & finishing





Specifically, Hispanic men engage in woodworking and art/drawing

- 34% engage in woodworking
- 29% engage in art/drawing
- 10% engage in home décor painting

Q2/Q3 Total Craft Activity by Male Only



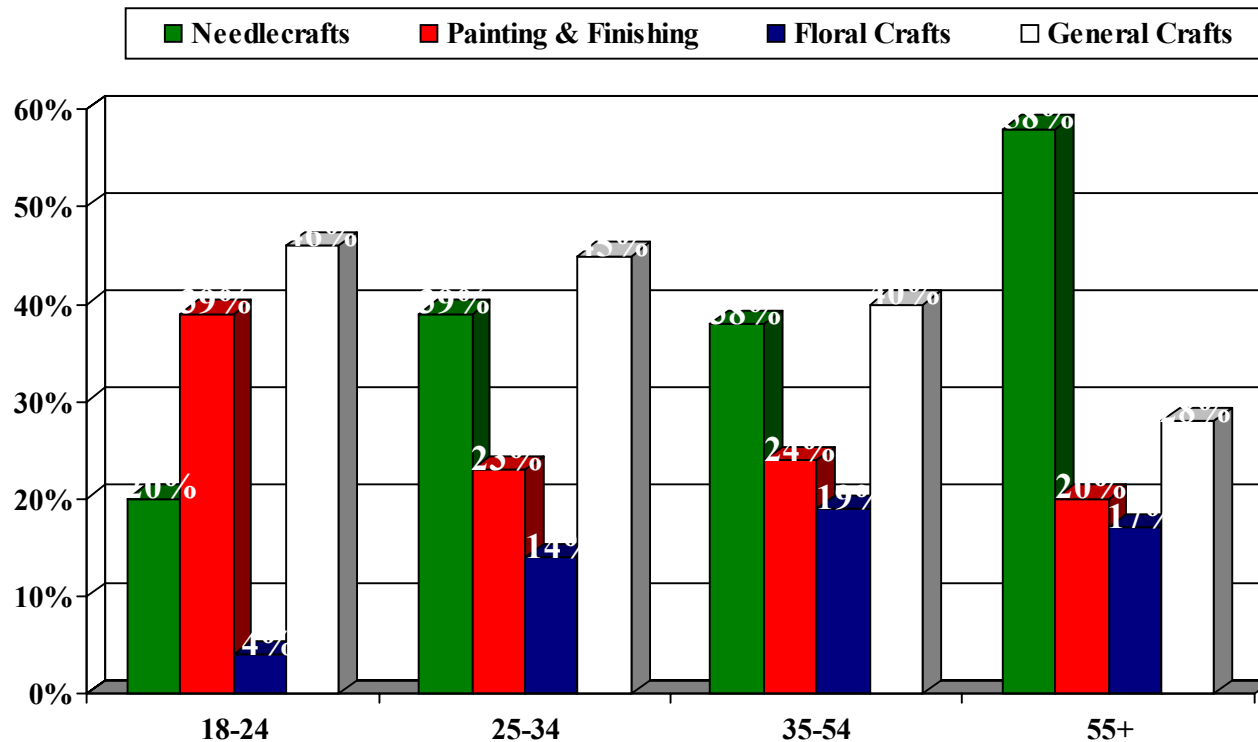
While Hispanic women engage in crocheting, floral arranging and knitting, among others

- 18% engage in crocheting
- 17% floral arranging
- 17% knitting
- 15% apparel sewing
- 14% cross-stitch

Q2/Q3 Total Craft Activity by Female Only



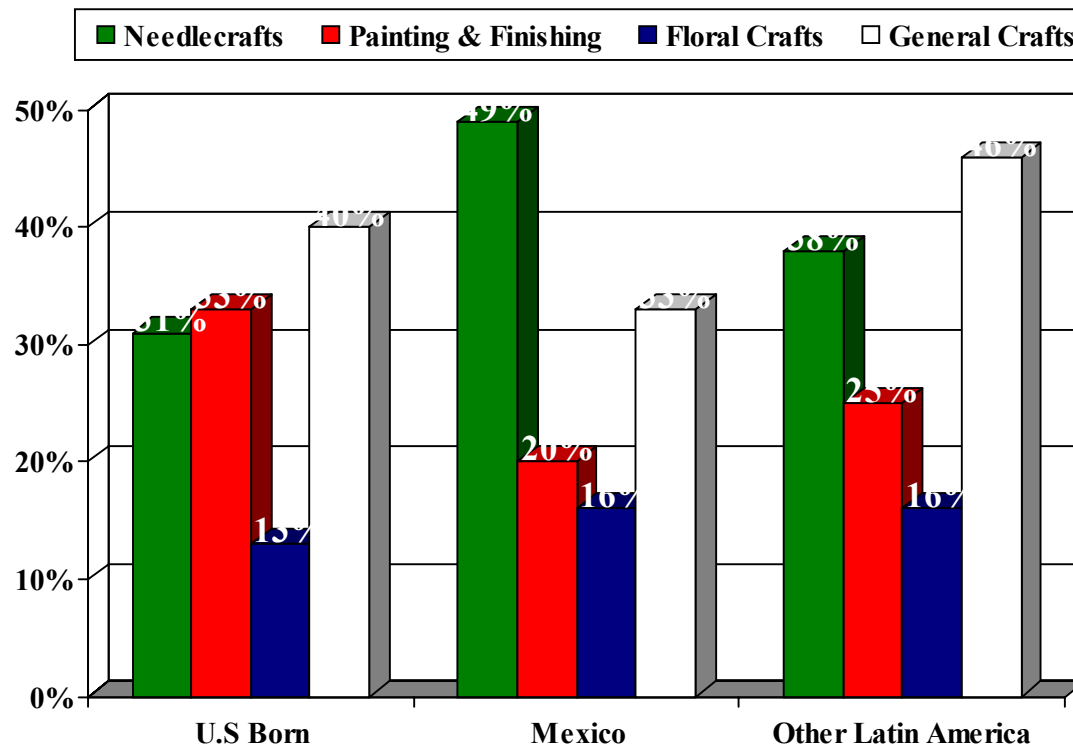
Needlework popular among older Hispanics. Many young Hispanic crafters engage in painting & finishing



Q2/Q3 Total Craft Activity by Age



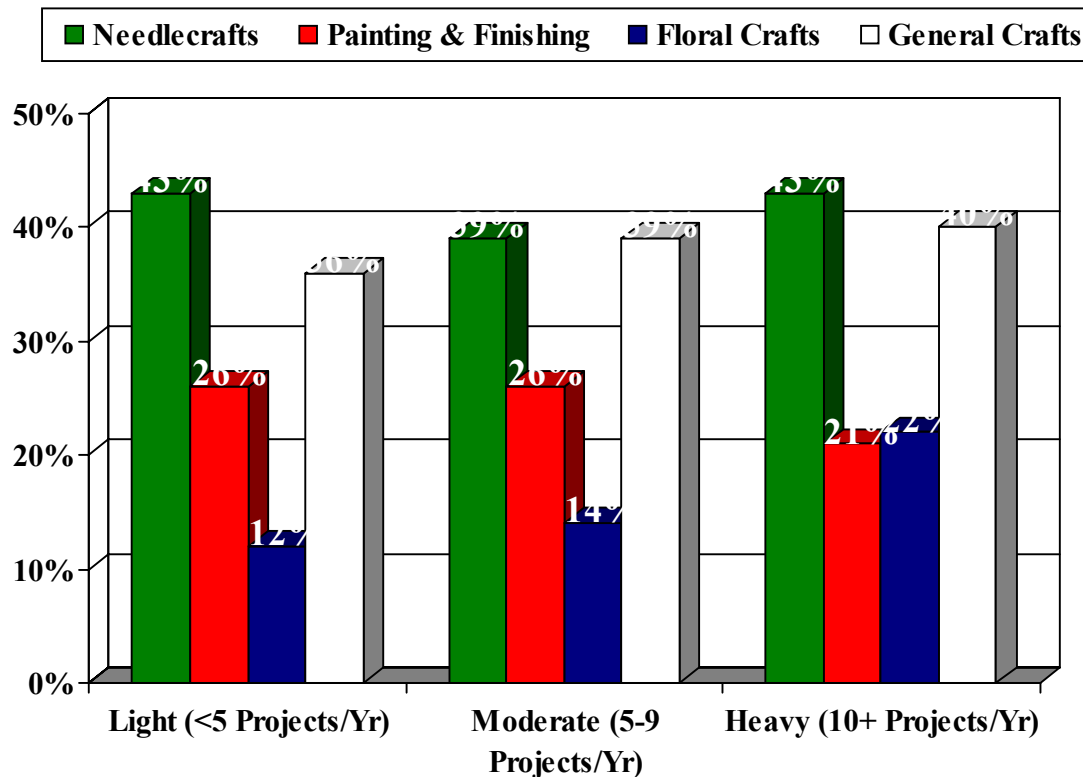
Mexican-born Hispanics tend to participate in needlecrafts. Others mostly engage in general crafts.



Q2/Q3 Total Craft Activity by Country of Birth



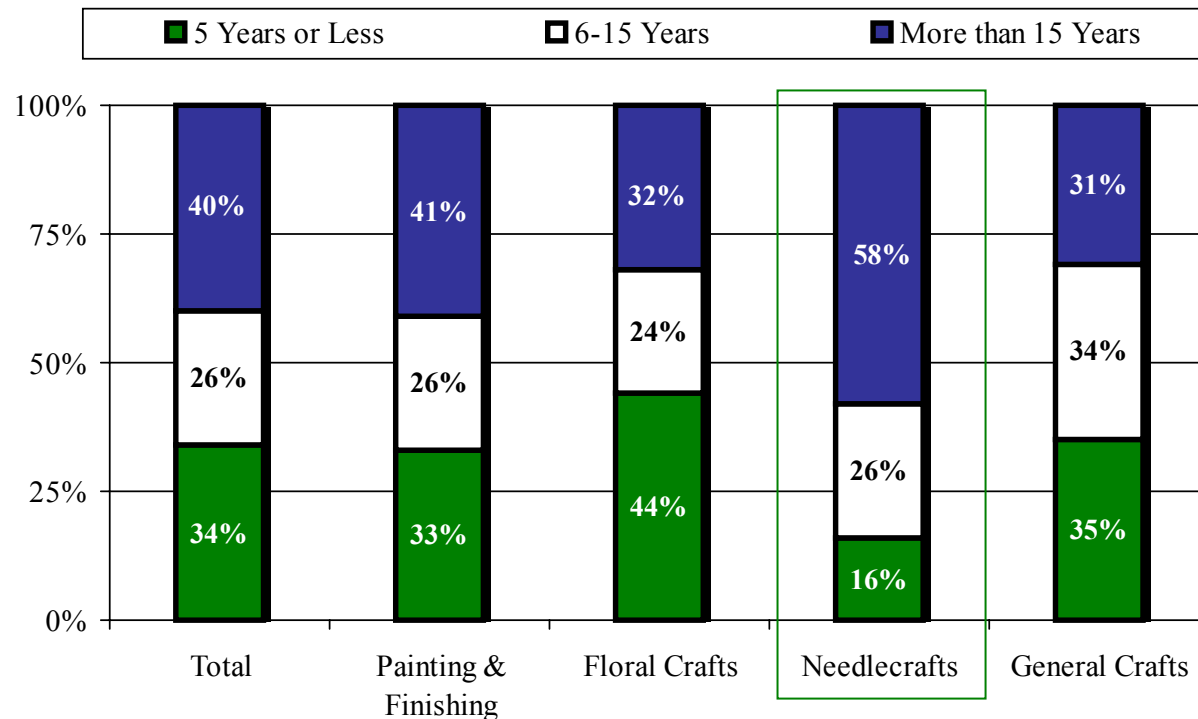
Heavy crafters (10+ projects per year) engage in floral crafts more often than moderate/light crafters



Q2/Q3 Total Craft Activity by Crafter Classification



Needlecraft participants have long been involved in their craft; floral craft participants are relatively new^a



Q4. How many years would you say you have been involved in your favorite crafting activity, which you said is (...)?

^aTotal column contains weighted data, others are unweighted



Hispanic Crafters' Habits and Attitudes Towards Crafting



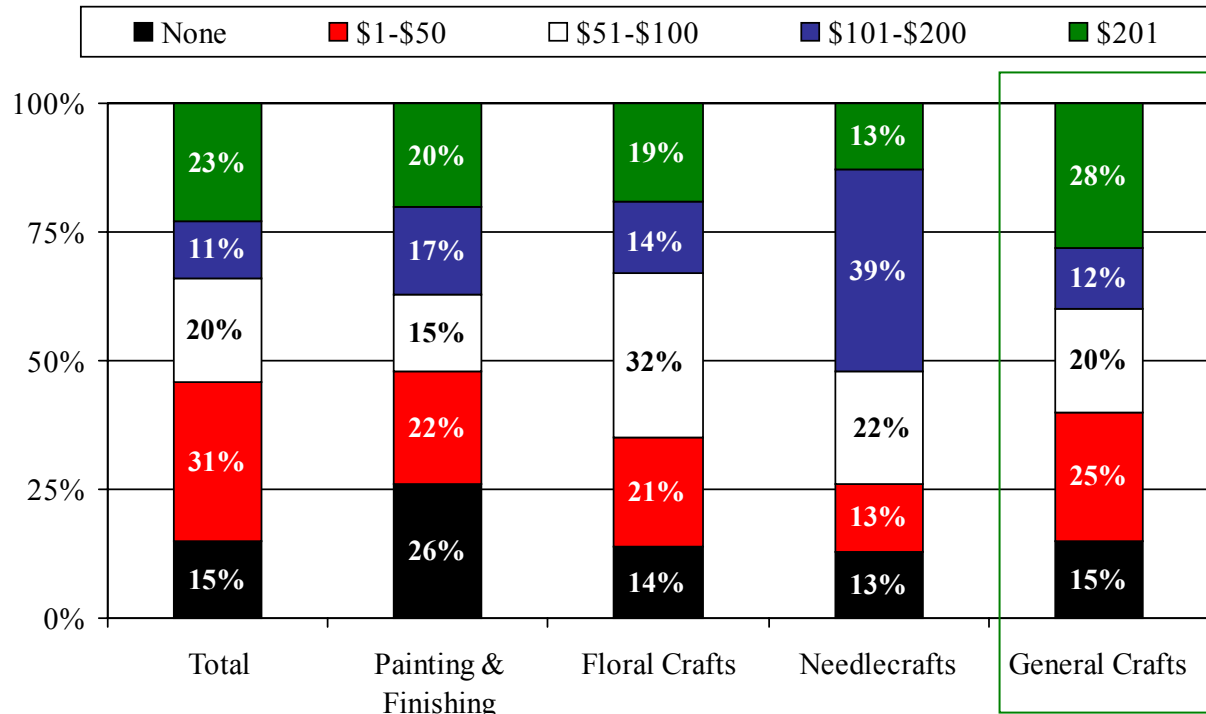
Overall, Hispanic crafters spend an average of \$158 per year on crafting materials and services

- Average yearly expenditures equal \$158
- Median yearly expenditures equal \$75

Q8. About how much do you spend each year, if any, on products or services used for your crafting activities by type of crafting activity



One-quarter (28%) of Hispanics who engage in general crafts spend more than \$200 per year on items or services^a



Q8. About how much do you spend each year, if any, on products or services used for your crafting activities by type of crafting activity

^aTotal column contains weighted data, others are unweighted



Hispanics who engage in general crafts spend the most money on average

- Crafters who participate in *painting & finishing* spend \$155 on average
- Crafters who participate in *floral crafts* spend \$158 on average
- Crafters who participate in *needlecrafts* spend \$119 on average
- Crafters who participate in *general crafts* spend \$180 on average

Q8. About how much do you spend each year, if any, on products or services used for your crafting activities by type of crafting activity



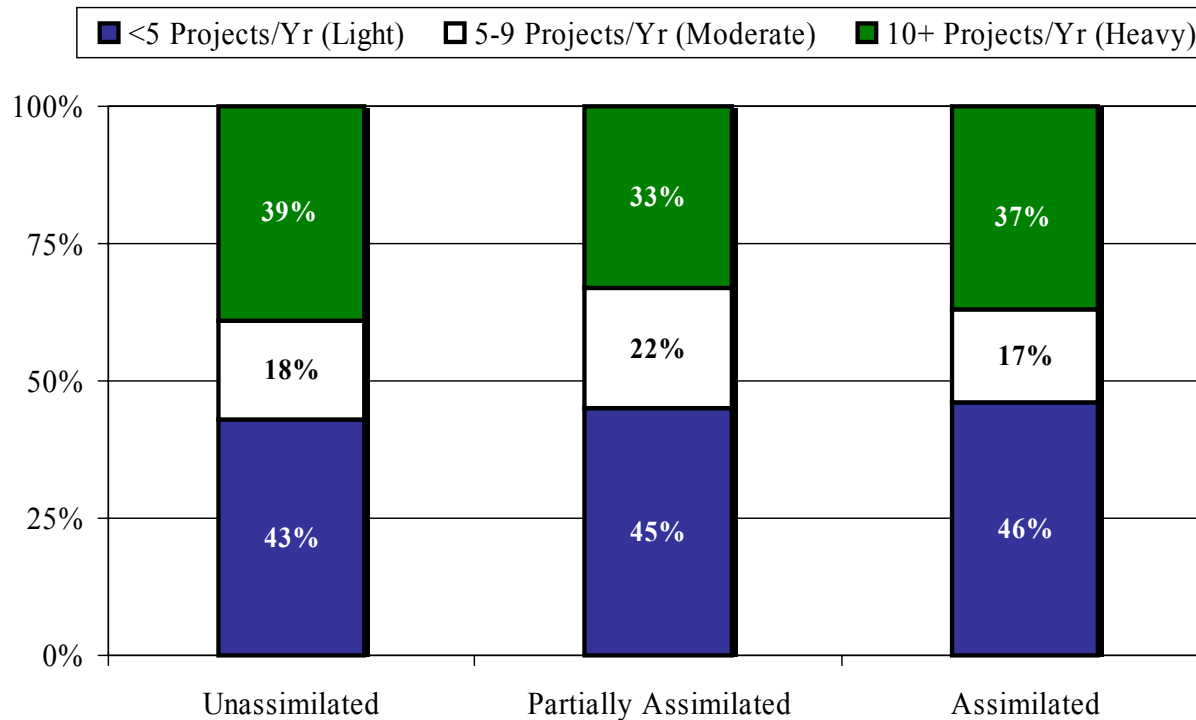
More than one-third (38%) of Hispanic crafters completed 10 or more projects in the past year

- 44% completed fewer than 5 (light)
- 18% completed between 5 and 9 (moderate)
- 38% completed 10 or more (heavy)

Q5. How many crafting projects would you say you have completed in the past 12 months? Base equals those who engage in crafting activities.



Number of projects completed past 12 months does not vary significantly by assimilation level



Q5. How many crafting projects would you say you have completed in the past 12 months? Base equals those who engage in crafting activities.



More than one-quarter (28%) of Hispanic crafters come up with project ideas from magazines

	Total	Painting & Finishing	Floral Crafts	Needle-Crafts	General Crafts
	A	B	C	D	E
	%	%	%	%	%
TOTAL	499	121	78	211	197
Come up with ideas on my own	46	55D	47	39	49D
Magazines	28	25	37	33E	25
Books	20	20	21	27E	18
TV Shows	10	12	15D	6	12D
Friends	10	5	8	12B	8
Family	6	3	5	6E	2
Craft/Hobby Store Employees	4	2	10BE	5	4
From school	3	2	3	3	2
From work	1	0	1	2	1
Internet/online	1	2	0	0	2
Craft/Hobby Club/Group/Association	1	2	1	0	2
From the stores	1	1	1	2	1
Other	2	3	0	1	5C

Columns significance tested at the 95% confidence level

Q7. Where do you usually get your ideas for a craft project?



Craft fairs/flea markets popular among Hispanics for purchasing craft items or services

- 31% craft fairs/flea markets
- 20% drugstore/supermarket
- 15% housewares/home goods store
- 12% local craft store

Q9. Where do you typically buy items or services for your crafting activity?



Hispanics who engage in painting and finishing tend to buy items and services at craft fairs/flea markets

- 38% craft fairs/flea markets
- 20% houseware/home goods store
- 17% drugstore/supermarket
- 9% magazines/mail-order catalog
- 7% local craft store

Q9. Where do you typically buy items or services for your crafting activity? Base equals those who engage in painting and finishing



One-half (49%) of Hispanics who engage in floral crafts buy items and services at craft fairs/flea markets

- 49% craft fairs/flea markets
- 23% drugstore/supermarket
- 12% magazines/mail-order catalog
- 9% houseware/home goods store
- 8% local craft store

Q9. Where do you typically buy items or services for your crafting activity? Base equals those who engage in floral crafts



Many Hispanics who engage in needlecrafts buy items and services at drugstores/supermarkets

- 32% craft fairs/flea markets
- 28% drugstore/supermarket
- 21% local craft store
- 9% magazines/mail-order catalog
- 6% Internet/online

Q9. Where do you typically buy items or services for your crafting activity? Base equals those who engage in needlecrafts



Houseware/home good stores popular among Hispanics who engage in general crafts

- 29% craft fairs/flea markets
- 23% houseware/home goods store
- 13% drugstore/supermarket
- 11% magazines/mail-order catalog
- 6% TV shopping

Q9. Where do you typically buy items or services for your crafting activity? Base equals those who engage in general crafts



Four out of ten (41%) Hispanic crafters use their finished craft projects to decorate^a

	Total	Painting & Finishing	Floral Crafts	Needle-Crafts	General Crafts
	A	B	C	D	E
	%	%	%	%	%
TOTAL	499	121	78	211	197
Keep it for myself	41	45	35	47C	44
Use it to decorate	41	40	60BDE	44	40
Give it away as a gift	36	31	38	36	33
Sell it	10	12	6	9	13
Enter it in a contest	3	6C	0	2	3

Columns significance tested at the 95% confidence level

Q6. How often would you say you (...)?

^aFigures shown are top-2 box - 'Every time' or 'Almost every time'



Eight out of ten (80%) Hispanic needlecraft participants agree, ‘crafting keeps me connected to my culture’^a

	Total	Painting & Finishing	Floral Crafts	Needle-Crafts	General Crafts
	A	B	C	D	E
	%	%	%	%	%
TOTAL	499	121	78	211	197
I feel better when I'm involved in crafting activities	87	84	83	90	88
Engaging in crafts helps me relax	85	88	87	89	85
I craft to express my personal creativity	76	77	72	79	73
I enjoy keeping track of my family's history	75	70	81	81B	74
I enjoy shopping for crafting supplies	72	63	81B	77B	73B
Crafting keeps me connected to my culture	71	60	67	80BCE	68
I usually participate in crafting activities alone to have quiet time to myself	70	66	74	73E	63
I wish there was more information on other crafts that interest me	70	69	67	69	69
Crafting is an important part of everyday life	68	56	74B	72B	69B
I hope my children follow my footsteps and become interested in crafting	65	65	59	64	68
I craft to spend quality time with friends and family	58	47	69B	60B	58B
I would rather make gifts than buy them	56	49	55	61BE	49
Crafting has been a tradition in our family	53	40	50	67BCE	49
I do crafting activities to save money	50	40	63B	52B	51B
I would like to join a club or group related to my crafting activity	46	42	47	47	45
I have friends who participate in the same type of crafting activities as I do	46	39	46	42	47

Columns significance tested at the 95% confidence level

Q10. Would you say you ‘agree strongly,’ ‘agree somewhat,’ ‘neither,’ ‘disagree somewhat’ or disagree strongly’?

^aFigures shown are top box - ‘Agree strongly’



Two-thirds of Hispanic crafters feel it is important to have information in Spanish about their crafting activity^a

	Total	Painting & Finishing	Floral Crafts	Needle-Crafts	General Crafts
	A	B	C	D	E
	%	%	%	%	%
TOTAL	499	121	78	211	197
Getting help or advice from experienced crafting teachers	69	65	65	64	70
Having information about my crafting activity available in Spanish	66	59	72	68	64
Receiving help or assistance from store employees	65	63	67	61	70D
Participating in crafting activities with other people or groups	47	45	42	44	50
Having resources available on the Internet about my crafting activity or crafting	45	54CD	40	35	49D

Columns significance tested at the 95% confidence level

Q11. Would you say it is 'extremely important,' 'very important,' 'somewhat important,' 'not very important,' or 'not at all important' to (...)?

^aFigures shown are top-2 box - 'extremely important' or 'very important'



Hispanic non-crafters' Attitudes Towards Crafting



Most Hispanic non-crafters' cite lack of time (60%) as reason for not engaging in crafting activities

	Total	Gender		Employment	
		Male	Female	Employed	Not Employed
	A	B	C	D	E
	%	%	%	%	%
TOTAL	501	185	311	349	142
I have no time	60	54	62	62E	50
It's never interested me	16	18	15	17	16
I don't like it	6	9	5	6	8
I'm not creative	4	3	5	3	6
Because of my age	3	4	2	1	6D
To save money	2	1	4	3	3
Health problems	2	2	3	1	6D
Don't have right materials	2	2	3	1	1
Difficult to find materials	1	1	1	1	1
Miscellaneous	7	5	7	6	7
Don't know	4	6	4	5	5

Columns significance tested at the 95% confidence level

Q15. Why would you say you have not engaged in crafting activities?



Floral arranging and home-décor painting top interest and past involvement

	Very/Somewhat Interested In Learning More	Have Ever Participated In This Craft
	%	%
TOTAL	501	501
Floral Arranging	46%	82%
Home Décor Painting	45%	70%
Cake Decorating	44%	74%
Wedding/Bridal Crafts	41%	74%
Decorative Painting	40%	71%
Woodworking	38%	79%
Ceramics	38%	76%
Fabric Painting	38%	69%
Apparel Sewing	36%	77%
Potpourri/Fragrance Making	36%	58%
Craft Sewing	34%	67%
Candle Making	34%	65%
Model Building	34%	62%
Paper Crafts	33%	68%
Art/Drawing	32%	70%
Framing	32%	65%

Q13. I'm going to read you a list of crafting activities...and ask you if you have ever participated

Q14. How interested would you say you are in finding out more about (...)? Figures shown are top-2 box



And needlecrafts generate relatively little interest among Hispanic non-crafters

	Very/Somewhat Interested In Learning More	Have Ever Participated In This Craft
	%	%
TOTAL	501	501
Embroidery	31%	79%
Jewelry Making	31%	74%
Scrap Booking	31%	63%
Beading/Beads	30%	64%
Stenciling	30%	61%
Knitting	28%	77%
Leather Crafts	28%	63%
Wreath-Making	28%	61%
Candle Making	27%	46%
Crocheting	26%	65%
Cross-Stitch	24%	73%
Doll Making	22%	66%
Needlepoint	21%	57%
Quilting	21%	44%
Rubber Stamping	17%	40%
Macramé	13%	41%

Q13. I'm going to read you a list of crafting activities...and ask you if you have ever participated

Q14. How interested would you say you are in finding out more about (...)? Figures shown are top-2 box



More time and knowledge about crafts would make Hispanic non-crafters more interested in participating

- 37% ‘having more time’
- 12% ‘learning how to do it’
- 4% ‘more/better financial resources’
- 3% ‘getting more information’
- 3% ‘getting paid to do it’

Q16. What would make you more interested in becoming involved in crafting activities?



Implications & Recommendations



Implications & Recommendations

- The types of crafting activities that Hispanics engage in vary, often to a large degree, by assimilation level, gender, age, and other variables. For instance, needlework activities typically involve unassimilated, mature women. Also, women born in Mexico, as opposed to other Latin American countries or the United States, are more likely to participate in needlework activities. The Hobby Industry and its members might use such information to guide Hispanic marketing initiatives.
- Findings reveal the Hispanics often use their finished crafts for decoration, or they give them away as gifts. Marketing efforts might focus on these two popular behaviors. One-half of Hispanics agree strongly that they do crafting activities to save money, and that they would rather make gifts than buy them. Importantly, crafting is a part of, or has been integrated into, Latino culture. Nearly three-quarters of Hispanic crafters agree strongly with the statement, ‘crafting keeps me connected to my culture.’



Implications & Recommendations (Continued)

- The manner in which Hispanic crafters buy or acquire materials for their crafts perhaps varies from the general market. Hispanics are inclined to purchase supplies at flea markets and other informal places. They also typically buy crafting items at supermarkets and drugstores. Despite the popularity of these places, some Hispanic crafters say they typically buy items or services from magazines/mail-order catalogs, the Internet and TV shopping. These ‘non-traditional’ shopping channels might try to reach out to Hispanic consumers in Spanish. Two-thirds of Hispanic crafters consider ‘having information about my crafting activity available in Spanish’ to be ‘extremely’ or ‘very’ important.
- In summary, a large proportion of Hispanics are involved in crafting, and crafting is strongly embraced in the Latino/Hispanic culture. Hispanics participate in a wide variety of crafting activities, and two-thirds agree strongly that ‘crafting is an important part of everyday life.’



Appendix



Appendix A

Key Findings Table



Key Findings Across Assimilation

	Total	Unacculturated	Partially Acculturated	Acculturated
Total	1000	532	264	204
	A	B	C	D
	%	%	%	%
Participation in Crafting	50	55D	48	43
<i>Needlecrafts</i>	36	42CD	30	26
<i>General Crafts</i>	32	29	35	35
<i>Painting and Finishing</i>	19	18	19	30B
<i>Floral Crafts</i>	13	11	16	9
Annual per-capita Expenditures				
<i>\$0-\$50</i>	46	49	42	42
<i>\$51-\$100</i>	20	22	18	19
<i>\$101+</i>	34	29	40B	39B
<i>Average</i>	\$158	\$127	\$189B	\$185B
# Crafting Projects/Year				
<i><5</i>	44	43	45	46
<i>5-9</i>	18	18	22	17
<i>10+</i>	38	39	33	37
<i>Average</i>	20	19	19	17
Stores where Supplies Purchased				
<i>Craft Fairs/Flea Markets</i>	31	30	34	42B
<i>Drugstore/Supermarket</i>	21	20	17	25
<i>Houseware/Home Goods Store</i>	13	13	17	17
<i>Local Craft Store</i>	10	12	7	15
<i>Magazines/Mail Order Catelogs</i>	11	8	13	8

^a'Total' column is weighted, others are not



Appendix B

Demographic Tables



Demographics^a

	Total	Crafters	Non-Crafters
Total	1000	504	496
	A	B	C
Country of Birth	%	%	%
(NET) South America	5	7	6
(NET) Central America	13	11	10
(NET) Caribbean	20	22	23
Mexico	45	43	37
United States	15	16	23
Avg # of years in US	%	%	%
Less than 6	19	21	20
6 - 10	25	19	26
11 - 15	22	20	19
16 - 20	13	11	14
More than 20	21	29	21
Mean Yrs In US (Not born in US)	14.8	16.6	15.0
Age			
Average Age in Years	38.9	42.2	39.1
18-34	46	39	44
35+	54	61	56

^a'Total' column is weighted, others are not



Demographics^a (Continued)

	Total	Crafters	Non-Crafters
Total	1000	504	496
	A	B	C
Language	%	%	%
Spanish Preferred/Dominant	67	68	66
Bilingual	21	23	19
English Preferred/Dominant	12	9	15
HH information			
Avg. number 18+ in HH	2.2	2.2	2.1
Avg. number <18 in HH	1.3	1.3	1.2
Avg. number people in HH	3.5	3.5	3.3
Less than high school	37	36	33
High school graduate	32	30	33
More than high school	31	34	34
Employment/HH Income			
(Net) Employed	67	60	71
Less than \$15k	43	42	38
\$14K to less than \$35k	35	34	37
\$35k or more	22	24	25
Mean Income (in thousands)	\$24k	\$24k	\$25k

^a'Total' column is weighted, others are not



Appendix C

- The five survey items used to determine assimilation level, as well as the respective points for each answer, are:
 - Country of Birth (*U.S. = 4, Other = 0*)
 - Number of years in U.S. during first 15 years of life (*0-3 = 0, 4-6 = 1, 7-9 = 2, 10-12 = 3, 13-15 = 4*)
 - Language most comfortable speaking (*English always = 4, English mostly = 3, Both English and Spanish Equally = 2, Spanish mostly = 1, Spanish always = 0*)
 - Weekly hours of Spanish-language television consumed (*None = 4, 1-5 = 3, 6-10 = 2, 11-15 = 1, 16+ = 0*)
 - Density of Hispanics in respondent's neighborhood (*0-24% = 4, 25-49% = 3, 50-74% = 2, 75-100% = 1*)
- Assimilation levels are:^a
 - Assimilated (*11+ points*)
 - Partially assimilated (*6-10 points*)
 - Unassimilated (*5 or fewer points*)

^aSum the points of each of the five survey items in order to come up with the figure that determines assimilation level.