

2016 Creative Products Size of the Industry Study

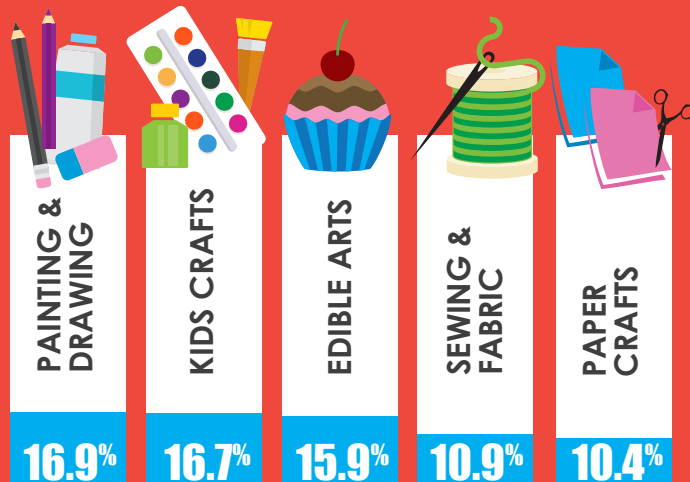
U.S. CRAFT INDUSTRY IS ESTIMATED AT



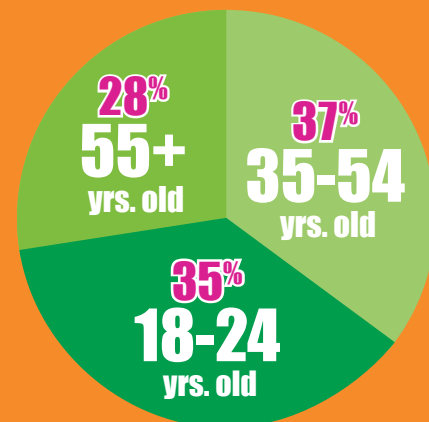
63% OF U.S. HOUSEHOLDS PARTICIPATED IN AT LEAST 1 ACTIVITY OVER THE PAST 12 MONTHS



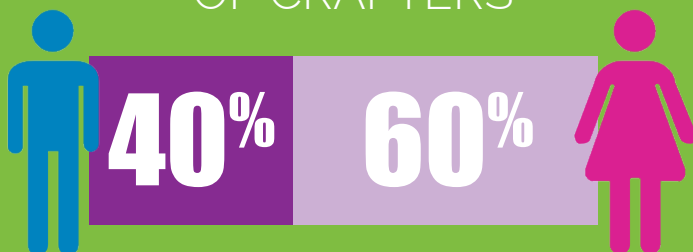
TOP 5 CRAFTS (% SPENT)



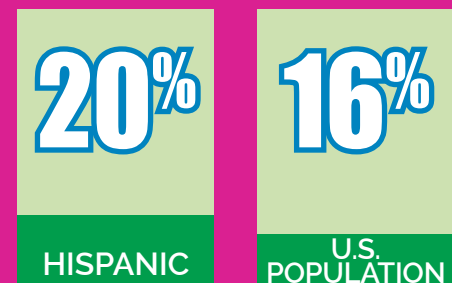
COMPARED TO THE U.S. POPULATION, CRAFTERS TEND TO BE YOUNGER ACROSS ALL ACTIVITIES



MALE PARTICIPATION IS GROWING, REPRESENTING 40% OF CRAFTERS



20% OF CRAFTERS ARE HISPANIC



THE COMPLETE DETAILED REPORT WILL BE AVAILABLE ON WWW.AFCI.GLOBAL ON FEBRUARY 1.

