



Crafts Council

Market for Craft - Data Tool

Purpose of the tool

This tool is intended to help you analyse the data from the consumer survey for the [Market for Craft report](#) (~5300 consumers) released in May 2020.

If you would like any assistance please contact research@craftscouncil.org.uk and one of the team will be in contact. Please note this inbox is checked bi-weekly so there may be a slight delay in our response.

In this document you will find:

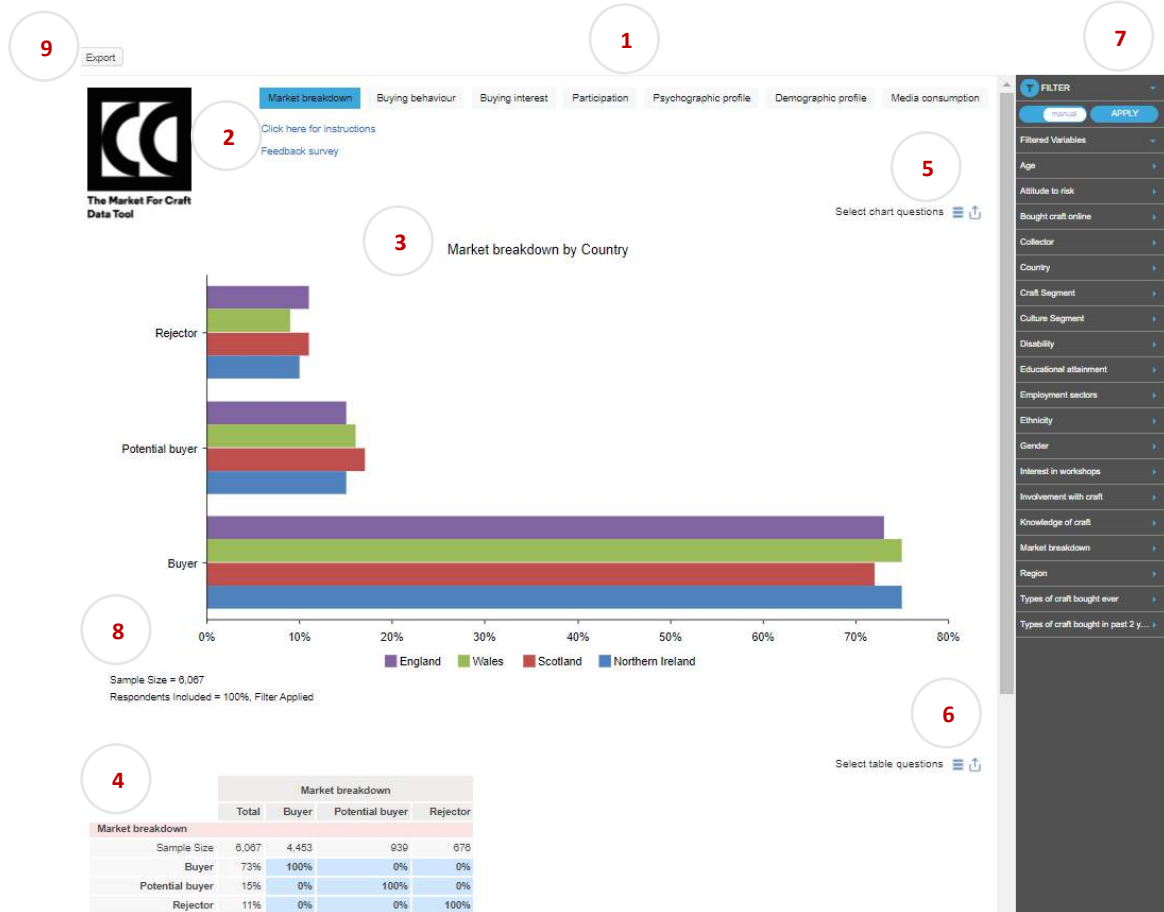
- **Instructions on how to use the tool**
 - [Features of the tool](#)
 - [Selecting a question](#)
 - [Changing the default question in a theme](#)
 - [To select a different table](#)
 - [Filtering data for charts and tables](#)
 - [Significant differences](#)
 - [Exporting charts and tables](#)


- **4 example scenarios demonstrating what you can find out**
 1. [What is the proportion of ceramics \(compared to other crafts\) bought by people aged 16-34 in the East Midlands?](#)
 2. [How do people aged 16 – 34s compare against 65+ in their interest in attending workshops, by spare time activity?](#)
 3. [Which newspapers do buyers/potential buyers read by age in Northern Ireland?](#)
 4. [What proportion of people buy textiles online in Scotland compared to other nations?](#)

- **Questions asked in the Market for Craft Survey**
 - [Chart questions per tab](#)
 - [Table questions per tab](#)

- [Glossary of Terms](#)

Main Features of the tool



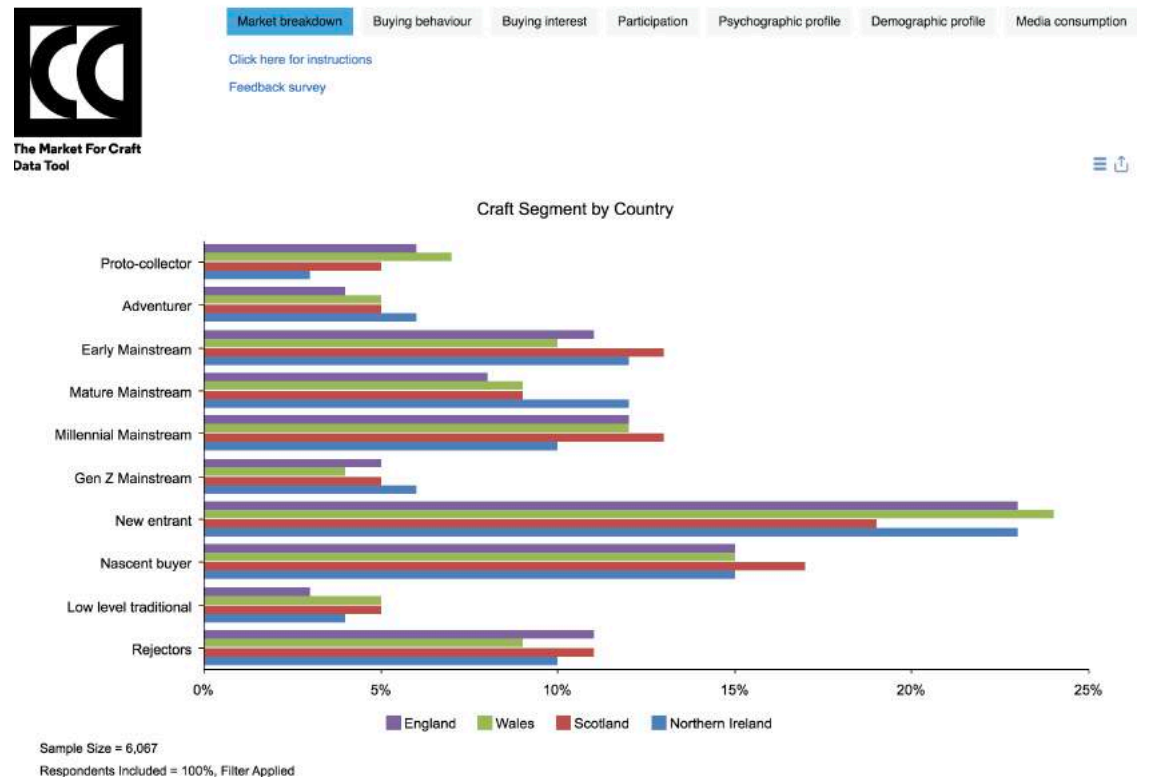
1. Menu to select type of data: Market breakdown; Buying behaviour; Buying interest; Participation; Psychographic profile; Demographic profile; Media consumption. See Question List at end of document to see the questions included under each area.
2. External links to a) Access instructions on using the dashboard and b) Feedback survey
3. Chart of data selected using 'Item Level Filtering'
4. Table of data selected using Item Level Filtering
5. Chart item level filtering – click on the three blue lines to select categories for the x and y axes on the chart.
6. Table item level filtering – click on the three blue lines to select categories for the rows and columns on the table
7. Filter menu to select question filters applied to data in either the chart or table.
8. Sample size for the data shown in the chart and information on any filtering applied to the data in the chart.
9. Export both Chart and Table into various formats. (You can also use the () next to Chart item level filtering and Table item level filtering to export just the table or chart.)

Selecting a question

The questions from the survey are grouped in themes e.g. participation, demographic profile in the Dashboard Menu.



Click on the 'Theme' for the question you're interested in. Each theme has a default question already selected, with a graph followed by a data table (See Question List at the end of this document for the full list of questions included within each theme).

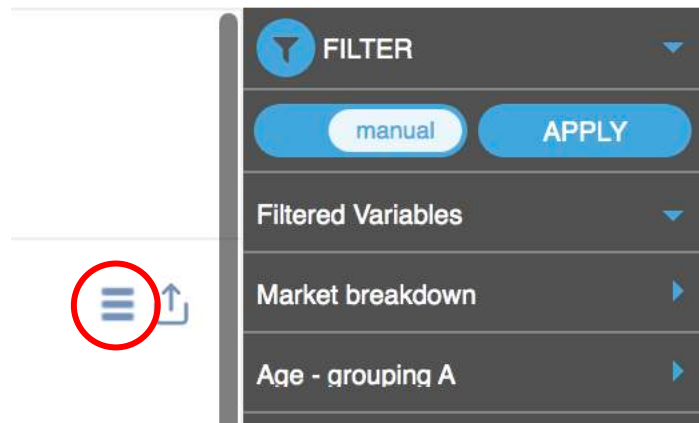


The table for the data shown in the graph is included on the same page.

	Market breakdown		
	Total	Buyer	Potential buyer
Which, if any, of the following activities have you done in your spare time in the past 12 months?			
Sample Size	5,392	4,453	939
Painting, drawing, printmaking or sculpture	19%	21%	10%
Photography as an artistic activity (not family or holiday snaps)	16%	18%	7%
Made films or videos as an artistic activity (not family or holiday videos)	6%	6%	3%
Used a computer to create original artworks or animation	9%	10%	4%
Textile crafts such as embroidery, crocheting or knitting	20%	22%	10%
Wood crafts such as wood turning, carving or furniture making	8%	9%	3%
Other crafts such as calligraphy, pottery, mosaics, metalwork or jewellery	11%	13%	4%
None of these	50%	45%	71%

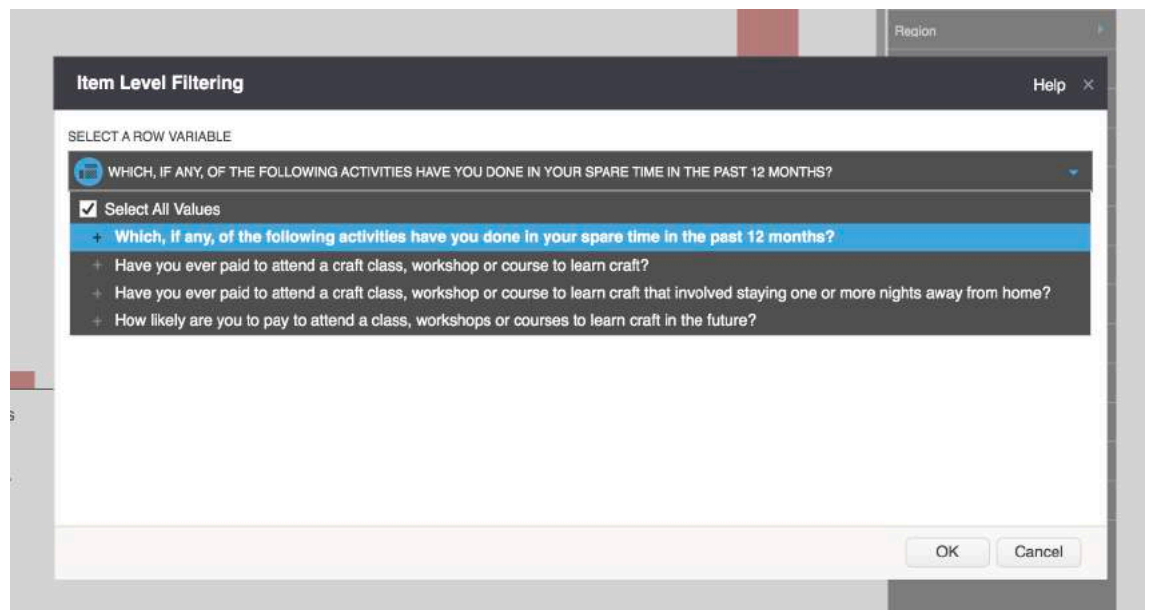
Changing the default question in a theme

If you want to select a different question to show on the graph/pie chart, click on the three blue lines in the top right hand corner, next to the Filter bar (circled below).

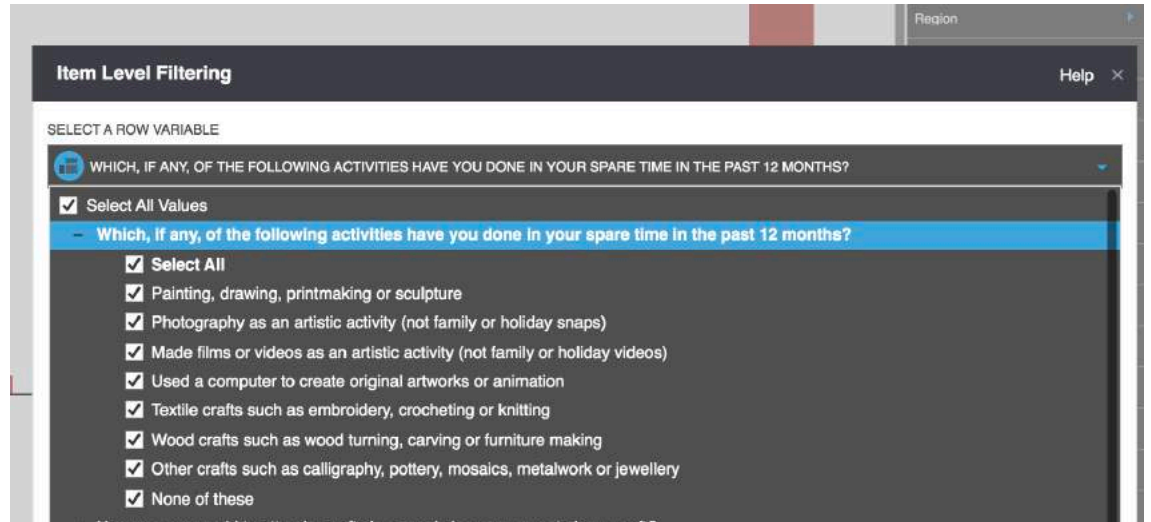


This will show the Item Level Filtering where you can select your question on the dropdown.

Click the blue arrow on the right hand side to see the questions available under this theme.

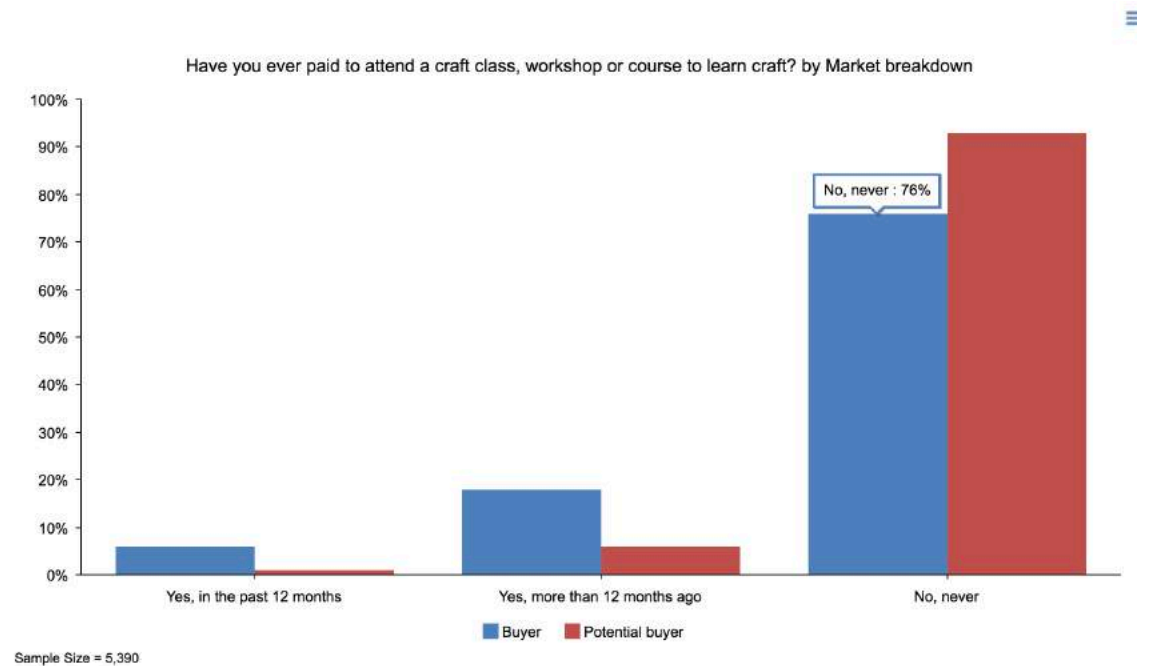


If you click on the '+' sign next to the question, you can see the answer options for that question.



Select the question you want and click 'OK'.

This will show you the data for the selected question as a model. If you hover over chart elements it will show you the results as percentages.



To select a different table

If you want to select a different question to show on the table click on the three blue lines in the bottom right hand corner of the model (top right hand corner of the table), next to the Filter bar.



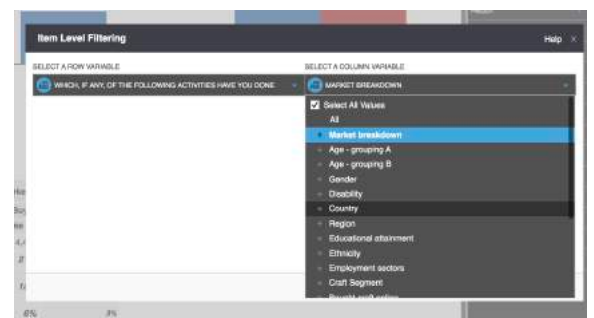
	Market breakdown		
	Total	Buyer	Potential buyer
Which, if any, of the following activities have you done in your spare time in the past 12 months?			
Sample Size	5,392	4,453	939
Painting, drawing, printmaking or sculpture	19%	21%	10%
Photography as an artistic activity (not family or holiday snaps)	16%	18%	7%
Made films or videos as an artistic activity (not family or holiday videos)	6%	6%	3%
Used a computer to create original artworks or animation	9%	10%	4%
Textile crafts such as embroidery, crocheting or knitting	20%	22%	10%
Wood crafts such as wood turning, carving or furniture making	8%	9%	3%
Other crafts such as calligraphy, pottery, mosaics, metalwork or jewellery	11%	13%	4%
None of these	50%	45%	71%

This gives you a box with two options.



The Row Variable which determines the table of data to be shown only includes the questions for that theme.

The Column Variable includes all the questions asked in the survey – Market Breakdown is the default question.

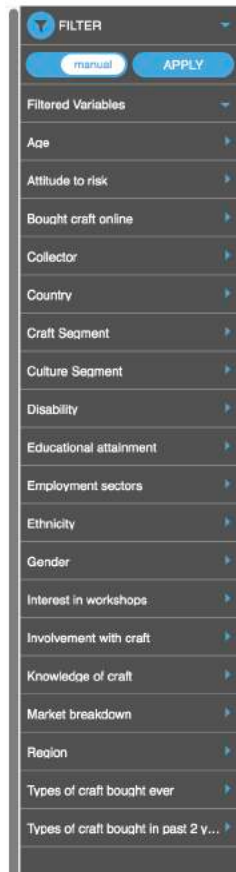


Selecting a question in the Column Variable provides the question with a cross-tabulation – Country in this instance.

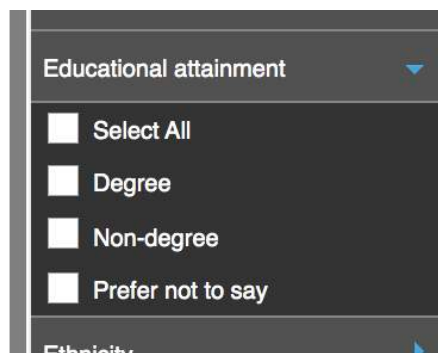
	Country				
	Total	England	Wales	Scotland	Northern Ireland
Have you ever paid to attend a craft class, workshop or course to learn craft that involved staying one or more nights away from home?					
Sample Size	5,381	4,473	300	456	152
Yes, in the past 12 months	3%	3%	1%	5%	2%
Yes, more than 12 months ago	5%	5%	7%	4%	8%
No, never	91%	91%	92%	92%	89%

Filtering data for charts and tables

If you wish to drill down further into the data, use the Filter bar.

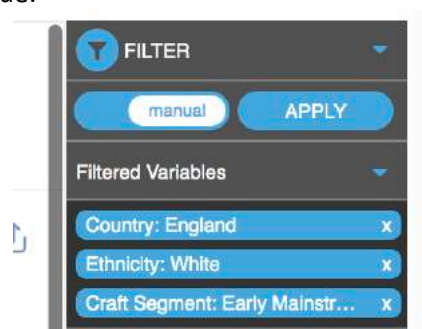


Click on the blue arrow on the right hand side to select the variable you want to filter by.



Once you've selected your filter, click 'APPLY' at the top of the Filter bar.

You can apply as many filters simultaneously as you want, they will be shown at the top of the Filter Bar in blue.




To deselect a filter, click on the 'x' on the right and side, followed by 'APPLY'.

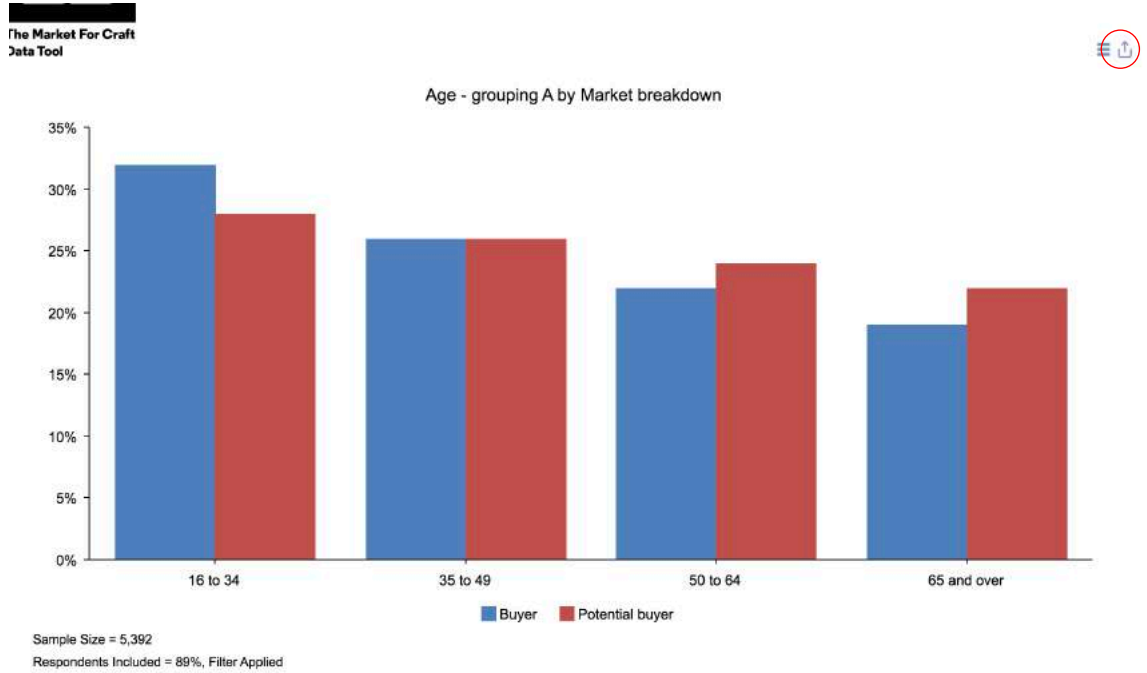
Significant differences

Significant differences between data points are shown by blue shaded cells in tables.

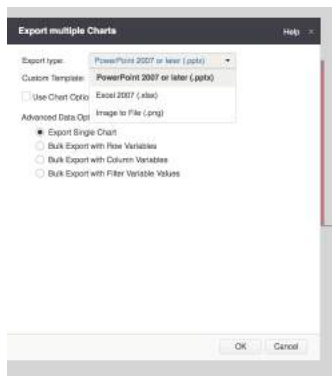
Market breakdown			
	Total	Buyer	Potential buyer
Which, if any, of the following have you used in the past month?			
Sample Size	5,392	4,453	939
Facebook	71%	72%	67%
There is a significant difference between this cell and the following Potential buyer			
Foursquare	1%	1%	0%
Snapchat	18%	19%	13%
Spotify	24%	26%	17%
iTunes	15%	16%	8%
YouTube	68%	70%	60%
Vimeo	2%	3%	2%
HypeM	0%	0%	0%


Exporting charts and tables

Charts can be exported into a number of formats by clicking on the export icon ()

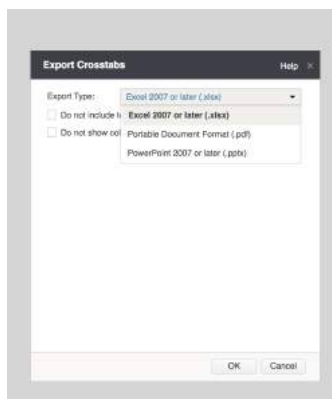


Charts can be exported as a) Powerpoint slide b) Excel file c) Image (png).



Tables can be exported into a number of formats a) Excel file b) PDF c) Powerpoint file by clicking on the export icon ()

Age	Market breakdown		
	Total	Buyer	Potential buyer
Sample Size	5,392	4,453	939
16 to 34	32%	32%	28%
35 to 49	26%	26%	26%
50 to 64	22%	22%	24%
65 and over	20%	19%	22%



Worked Examples

Below are four worked examples of how the dashboard can be used to provide data on the market for craft in the UK.

Example 1

What is the proportion of ceramics (compared to other crafts) bought by people aged 16-34 in the East Midlands?

STEP 1

Identify the area in the dashboard where data on buying behaviour is located – ‘Buying behaviour’.



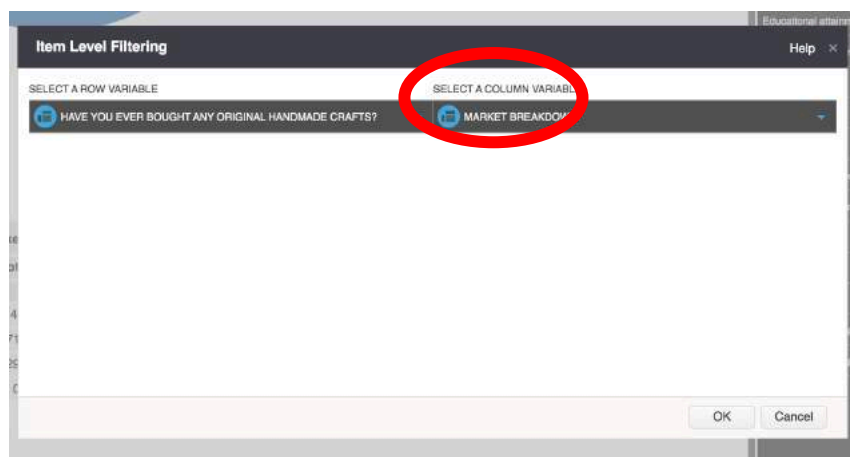
The default graph for ‘Buying behaviour’ is a pie-chart. The data required cannot be displayed as a pie chart and therefore must be displayed using the table.

Sample Size = 4,453
Respondents Included = 73%, Filter Applied

	Market breakdown	
	Total	Buyer
Have you ever bought any original handmade crafts?		
Sample Size	4,453	4,453
Yes, I have bought in the past two years	71%	71%
Yes, I have bought but over two years ago	29%	29%
No, I've never bought any original handmade craft	0%	0%

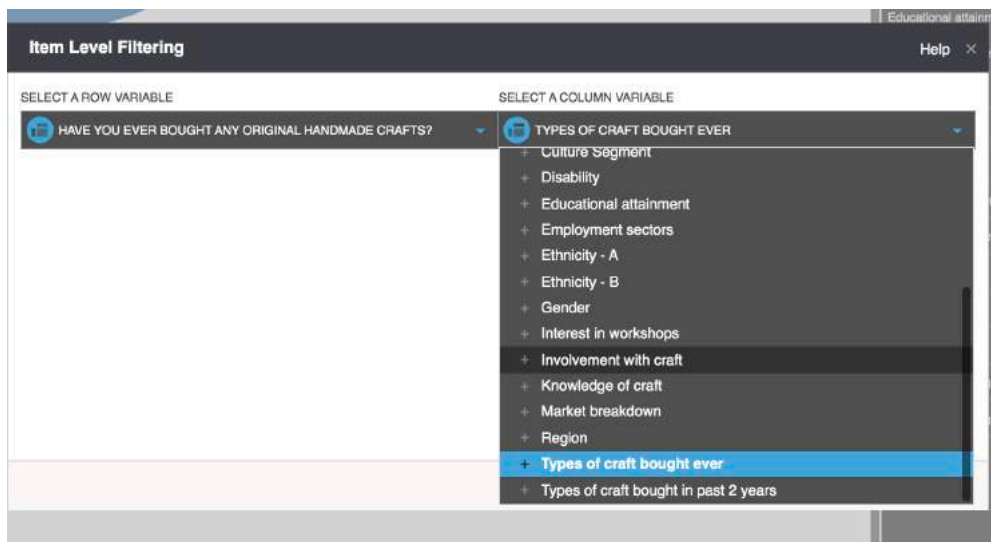
STEP 2

Select the ‘Column Variable’ in the ‘Item Level Filtering’



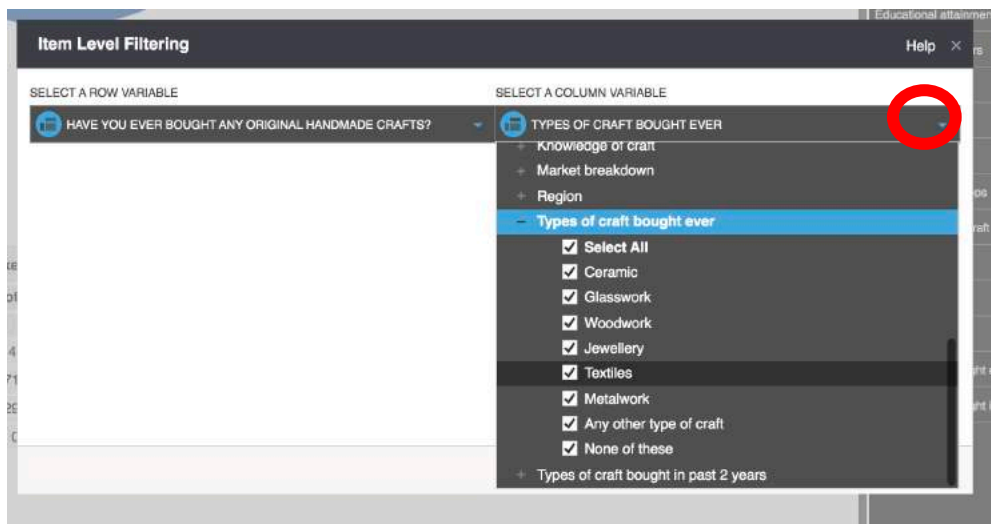
STEP 3

Select 'Type of craft ever bought'



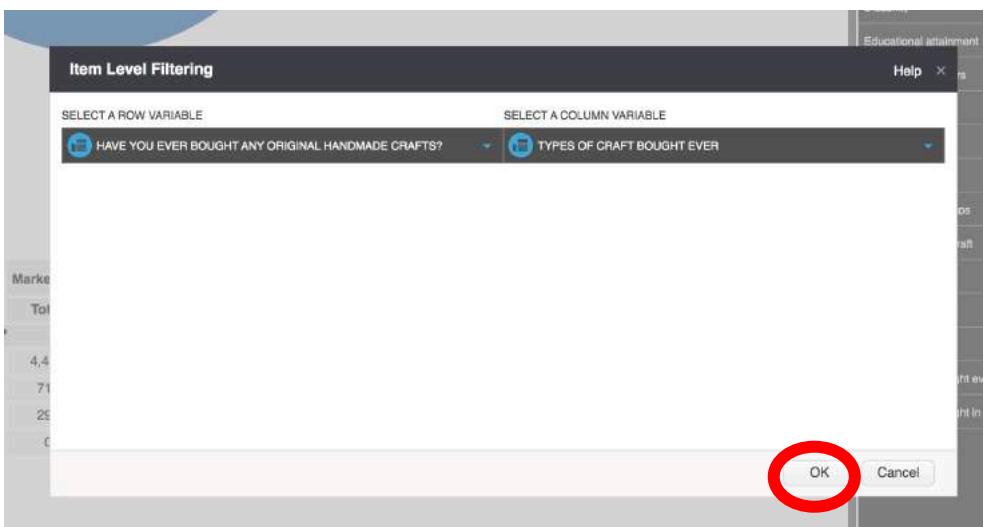
STEP 4

Select or deselect the type of craft you are interested in.



STEP 5

Minimise the Column Variable circled above in Step 4 and click 'OK'.



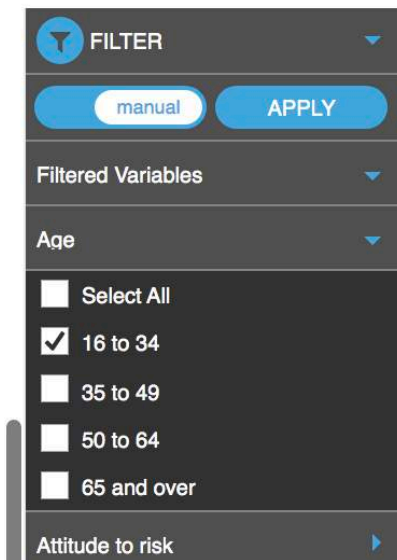
STEP 6

Data on the market breakdown is displayed in the table.

Sample Size = 4,453
Respondents Included = 73%, Filter Applied

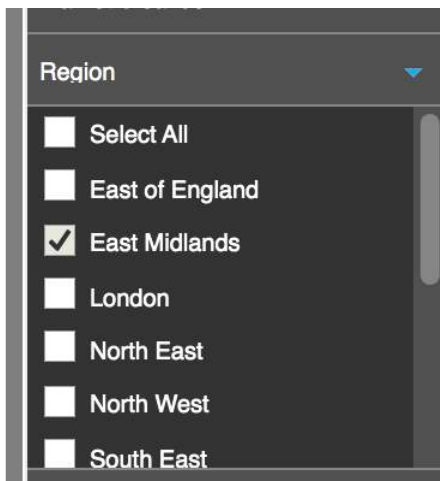
	Types of craft bought ever								
	Total	Ceramic	Glasswork	Woodwork	Jewellery	Textiles	Metalwork	Any other type of craft	None of these
Have you ever bought any original handmade crafts?									
Sample Size	4,453	2,961	2,592	2,793	3,038	2,270	1,306	1,650	178
Yes, I have bought in the past two years	71%	77%	79%	78%	77%	80%	82%	82%	32%
Yes, I have bought but over two years ago	29%	23%	21%	22%	23%	20%	18%	18%	68%
No, I've never bought any original handmade craft	0%	0%	0%	0%	0%	0%	0%	0%	0%

To filter for 16-34 year olds, click on the 'Age' option in the Filter menu.



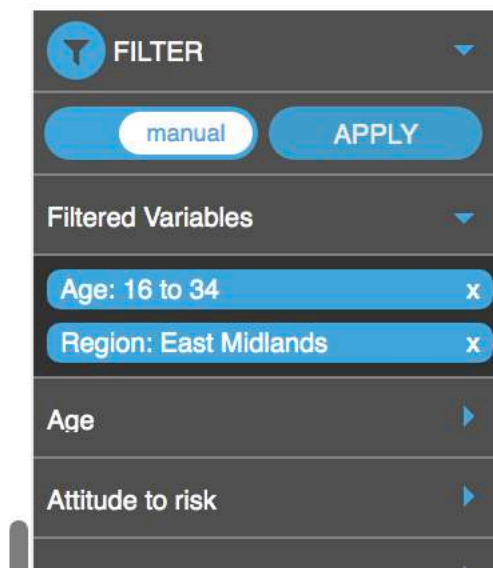
STEP 7

To filter for the East Midlands, click on the 'Region' option in the Filter menu



STEP 8

Click on the 'Apply' button in the Filter menu. This will show the filters which have been applied.



STEP 9

The data requested will be displayed in a table. Any text in red indicates a sample size of less than 30 respondents therefore not statistically reliable.

	Types of craft bought ever								
	Total	Ceramic	Glasswork	Woodwork	Jewellery	Textiles	Metalwork	Any other type of craft	None of these
Have you ever bought any original handmade crafts?									
Sample Size	108	58	66	64	73	57	40	33	4
Yes, I have bought in the past two years	84%	91%	91%	95%	89%	89%	96%	90%	27%
Yes, I have bought but over two years ago	16%	9%	9%	5%	11%	11%	4%	10%	73%
No, I've never bought any original handmade craft	0%	0%	0%	0%	0%	0%	0%	0%	0%

Example 2

How do people aged 16 – 34s compare against 65+ in their interest in attending workshops, by spare time activity?

STEP 1

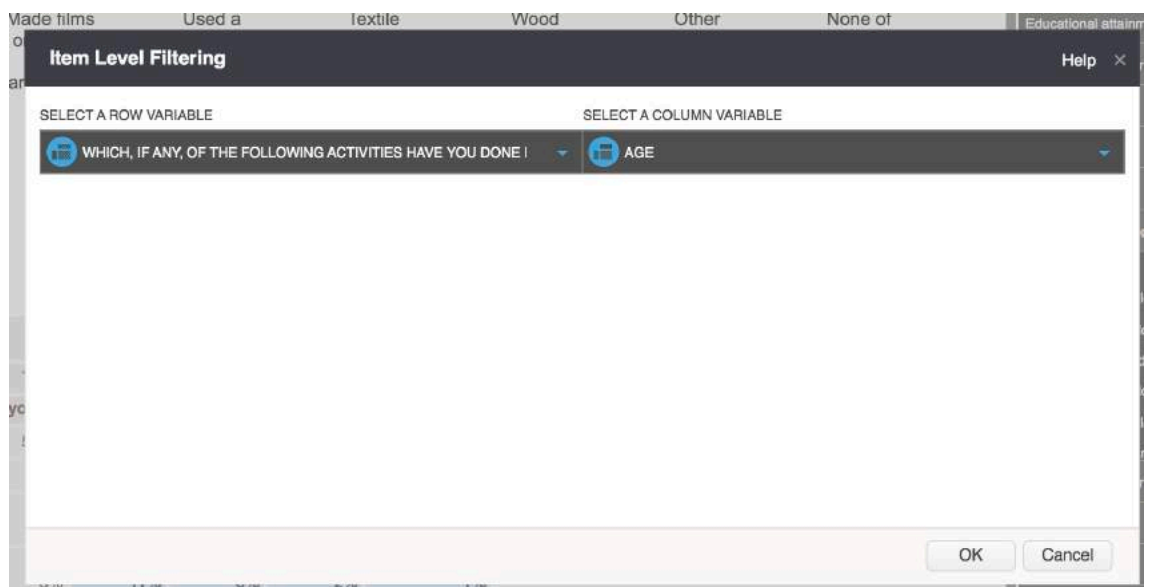
Identify the area in the dashboard where data on taking part in workshops is located – ‘Participation’.



STEP 2

As the data required (interest in attending workshops) needs to be analysed by two further variables (Age and Spare time activity) this is most easily displayed as a table.

Select the ‘Row Variable’ in the ‘Item Level Filtering’ for ‘Spare time activity’ and ‘Age’ in the Column Variable and Click ‘OK’.



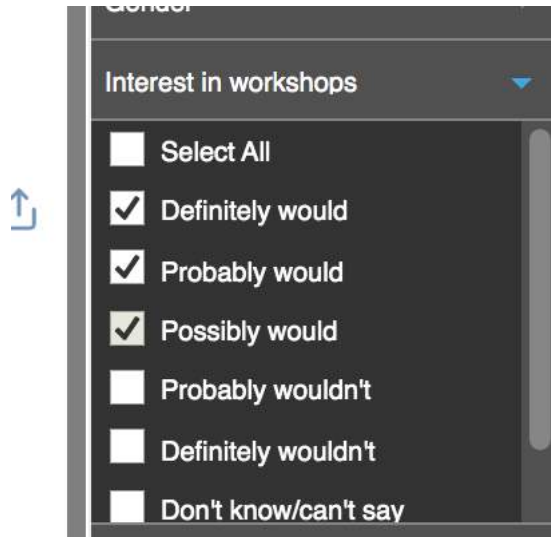
STEP 3

The data will be displayed in the table for Spare time activity by Age. This data is for any level of interest in workshops and by each age group.

		Age				
		Total	16 to 34	35 to 49	50 to 64	65 and over
Which, if any, of the following activities have you done in your spare time in the past 12 months?						
	Sample Size	5,392	1,710	1,415	1,206	1,060
	Painting, drawing, printmaking or sculpture	19%	29%	18%	13%	9%
	Photography as an artistic activity (not family or holiday snaps)	16%	22%	16%	13%	10%
	Made films or videos as an artistic activity (not family or holiday videos)	6%	11%	6%	2%	1%
	Used a computer to create original artworks or animation	9%	14%	10%	6%	3%
	Textile crafts such as embroidery, crocheting or knitting	20%	20%	18%	21%	21%
	Wood crafts such as wood turning, carving or furniture making	8%	11%	8%	5%	4%
	Other crafts such as calligraphy, pottery, mosaics, metalwork or jewellery	11%	12%	13%	11%	8%
	None of these	50%	38%	50%	55%	61%

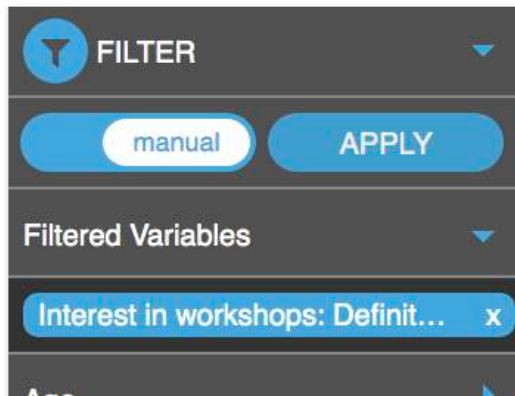
STEP 4

To compare the data for those who are Definitely, Probably or Possible interested in participating in workshops, select the 'Interest in workshops' from the Filter menu.



STEP 5

Click on 'Apply' in the filter menu.



STEP 6

The filtered data will show how those who are interested in attending workshops (as defined by the filter) based on their 'Spare time activity' by 'Age'.

	Age				
	Total	16 to 34	35 to 49	50 to 64	65 and over
Which, if any, of the following activities have you done in your spare time in the past 12 months?					
Sample Size	2,638	1,071	763	529	275
Painting, drawing, printmaking or sculpture	29%	37%	26%	22%	18%
Photography as an artistic activity (not family or holiday snaps)	23%	28%	22%	20%	15%
Made films or videos as an artistic activity (not family or holiday videos)	9%	13%	9%	3%	2%
Used a computer to create original artworks or animation	14%	17%	14%	10%	5%
Textile crafts such as embroidery, crocheting or knitting	27%	25%	26%	30%	33%
Wood crafts such as wood turning, carving or furniture making	12%	15%	12%	7%	7%
Other crafts such as calligraphy, pottery, mosaics, metalwork or jewellery	17%	15%	19%	16%	17%
None of these	32%	27%	33%	37%	37%

Example 3

Which newspapers do buyers/potential buyers read by age in Northern Ireland?

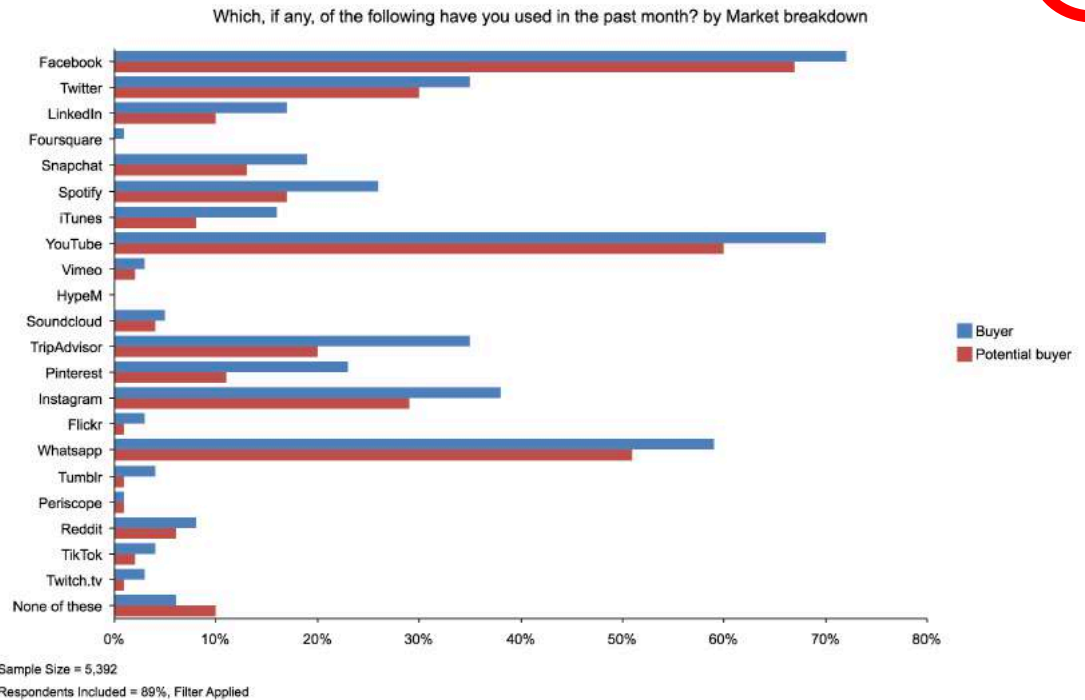
STEP 1

Identify the area in the dashboard where data on newspapers is located – ‘Media consumption’.

STEP 2

The default graph for ‘Media consumption’ is a bar graph. The data required can therefore be displayed as chart or as a table. The default chart shows Social media consumption. Click on the Item Level Filtering (three blue lines) to change the data in the graph.

The Market For Craft
Data Tool



STEP 3

Click on the media consumption data required.

Item Level Filtering

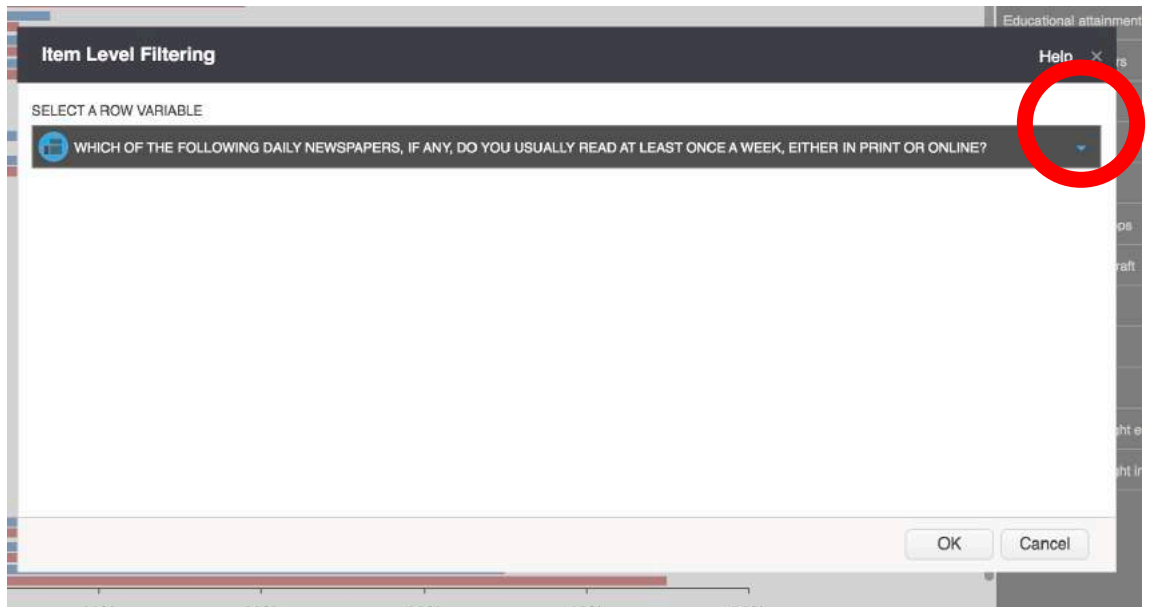
SELECT A ROW VARIABLE

WHICH, IF ANY, OF THE FOLLOWING HAVE YOU USED IN THE PAST MONTH?

- Select All Values
- Which, if any, of the following have you used in the past month?
- Which of the following daily newspapers, if any, do you usually read at least once a week, either in print or online?
 - Select All
 - The Daily Telegraph
 - The Times
 - Financial Times
 - The Guardian
 - The Independent or "I"
 - Daily Mail
 - Daily Express
 - The Sun
 - Daily Mirror
 - Daily Star

STEP 4

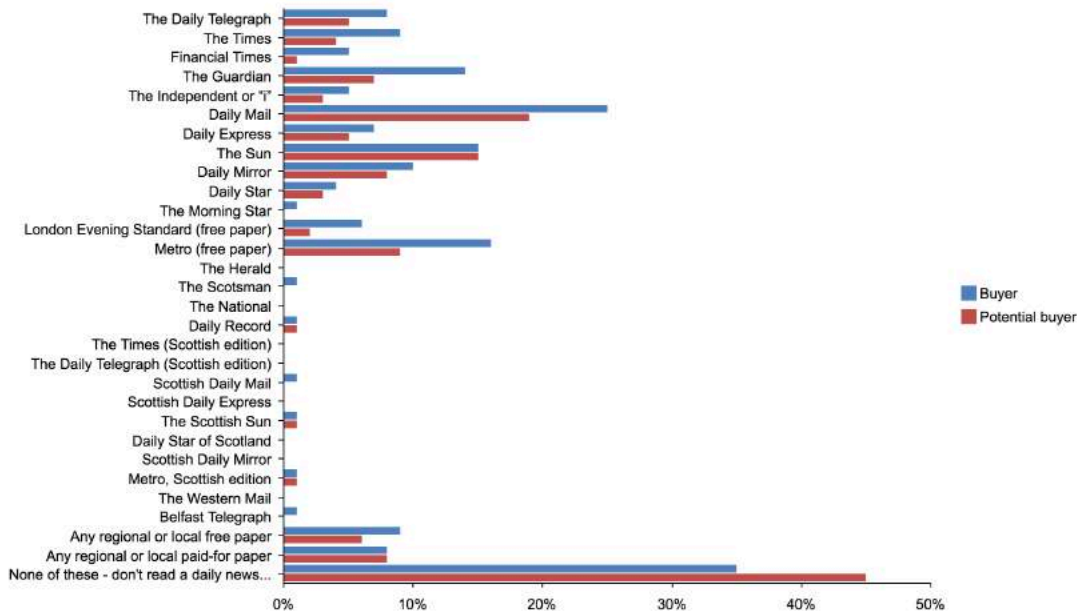
Minimise the Column Variable circled below and click 'OK'.



STEP 5

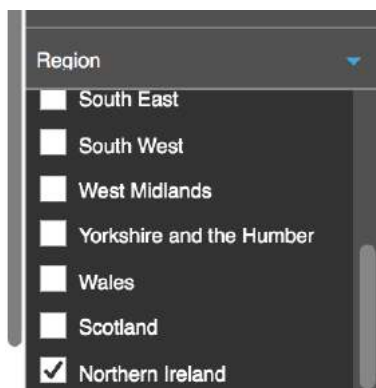
The newspaper readership will be displayed in the chart.

Which of the following daily newspapers, if any, do you usually read at least once a week, either in print or online? by Market breakdown



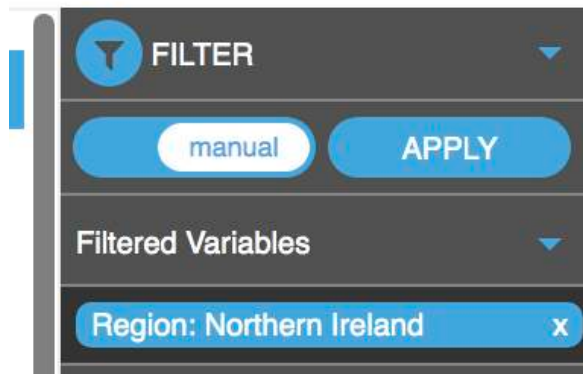
Sample Size = 5,392
Respondents Included = 89%, Filter Applied

To filter for Northern Ireland, click on the 'Region' option in the Filter menu.



STEP 6

Click on the 'Apply' button in the Filter menu. This will show the filters which have been applied.



STEP 8

The same data can be displayed in a table by clicking the Item Level Filtering (three blue lines) on the top right hand side of the table.

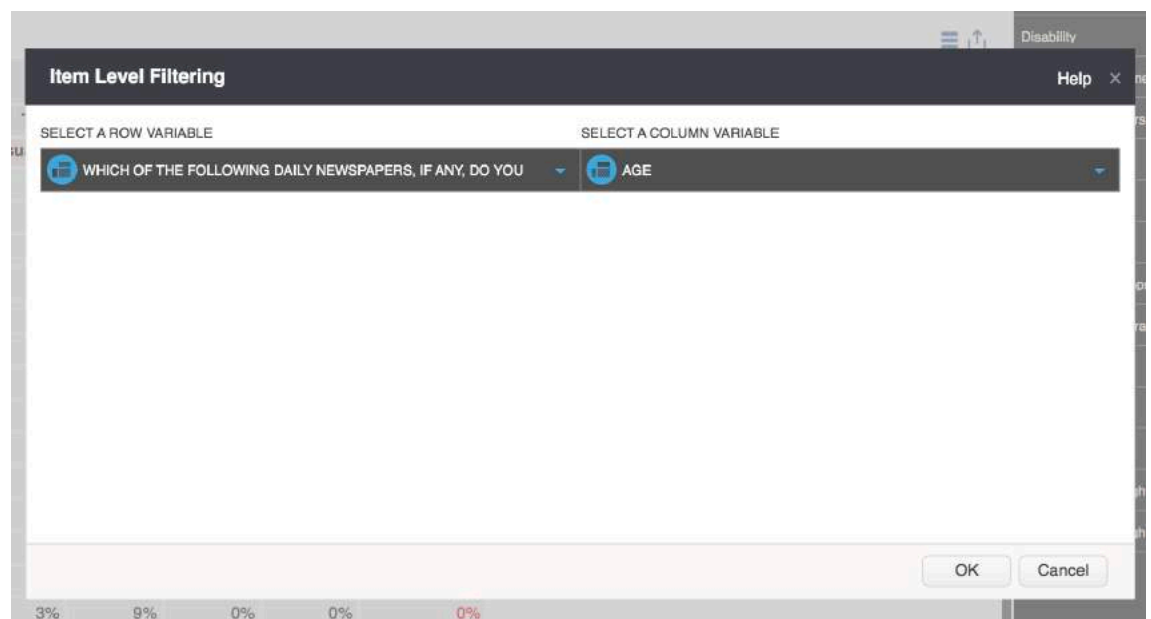
Responses included - 37, Filter Applied

	Age				
	Total	16 to 34	35 to 49	50 to 64	65 and over
Which of the following daily newspapers, if any, do you usually read at least once a week, either in print or online?					
Sample Size	152	51	42	32	27
The Daily Telegraph	10%	19%	5%	2%	8%
The Times	3%	4%	5%	2%	0%



STEP 9

Select the 'Daily newspaper' data from the drop-down menu as a 'Row variable'. Select any additional analysis variables from the 'Column variable' and click 'OK'.



STEP 10

The data will be displayed as a table. Please note, the filtering selected for the graph will be retained in the table, therefore the data remains filtered for Northern Ireland. Any text in red indicates a sample size of less than 30 respondents therefore not statistically reliable

	Age				
	Total	16 to 34	35 to 49	50 to 64	65 and over
Which of the following daily newspapers, if any, do you usually read at least once a week, either in print or online?					
Sample Size	152	51	42	32	27
The Daily Telegraph	10%	19%	5%	2%	8%
The Times	3%	4%	5%	2%	0%
Financial Times	3%	6%	4%	0%	0%
The Guardian	12%	20%	15%	0%	6%
The Independent or "I"	3%	4%	3%	0%	6%
Daily Mail	21%	29%	10%	18%	27%
Daily Express	5%	8%	0%	0%	11%
The Sun	18%	26%	22%	6%	14%
Daily Mirror	19%	26%	11%	25%	11%
Daily Star	4%	12%	2%	0%	0%

Sample Size = 152, labels with red text indicate Sample Size under 30.0
 Respondents included = 3%, Filter Applied

	Age				
	Total	16 to 34	35 to 49	50 to 64	65 and over
Which of the following daily newspapers, if any, do you usually read at least once a week, either in print or online?					
Sample Size	152	51	42	32	27

Example 4

What proportion of people buy textiles online in Scotland compared to other nations?

STEP 1

Identify the area in the dashboard where data on buying craft is located – ‘Buying behaviour’.



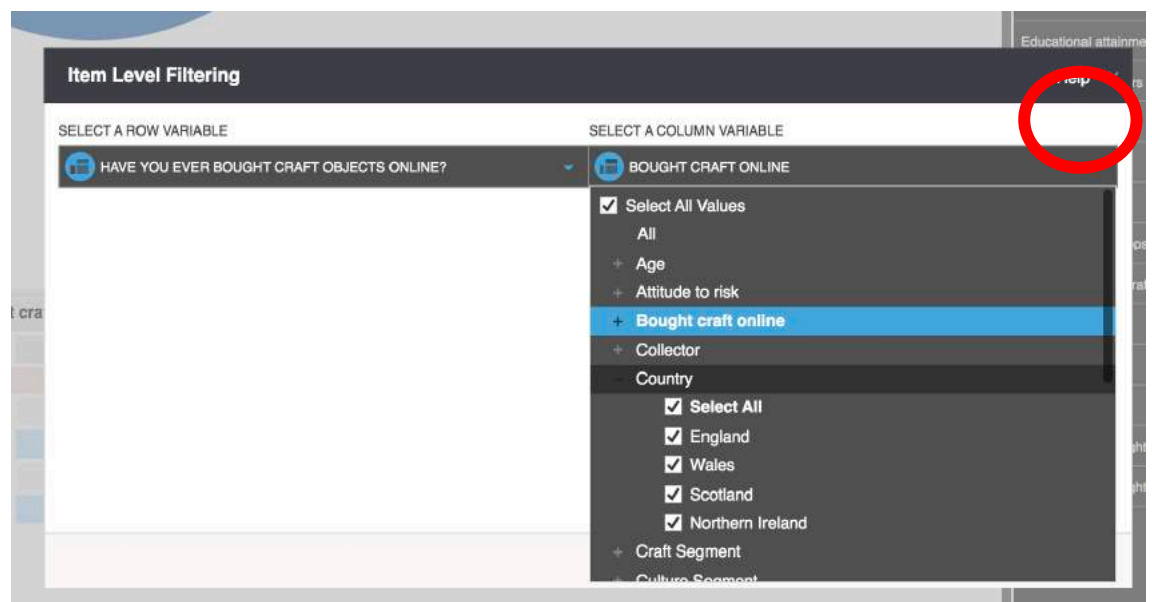
The default graph for ‘Buying behaviour’ is a pie chart – no other chart options are available in this area of the dashboard. As the example requires a cross analysis (which can only be done where the default is a bar or column chart) the data required cannot be displayed as chart and can only be displayed as a table.

Sample Size = 4,453
Respondents Included = 73%, Filter Applied

	Market breakdown	
	Total	Buyer
Have you ever bought any original handmade crafts?		
Sample Size	4,453	4,453
Yes, I have bought in the past two years	71%	71%
Yes, I have bought but over two years ago	29%	29%
No, I've never bought any original handmade craft	0%	0%

STEP 3

Select the ‘Row variable’ in the ‘Item Level Filtering’ for ‘Buying crafts online’ and select ‘Country’ in the ‘Column variable’.



Select or deselect the ‘Country’ you are interested in. Minimise the Column variable circled above and click ‘OK’.

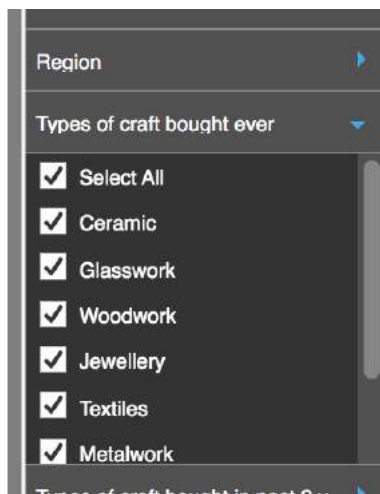
STEP 4

Data on the market breakdown is displayed in the table showing the proportion of buyers in each country who have bought any craft online.

	Country				
	Total	England	Wales	Scotland	Northern Ireland
Have you ever bought craft objects online?					
Sample Size	4,453	3,707	249	370	127
Yes	32%	33%	32%	30%	32%
No	68%	67%	68%	70%	68%

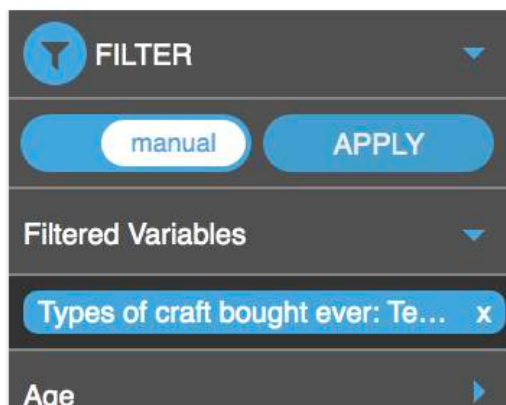
STEP 5

To filter for 'Textiles', click on the 'Type of craft bought ever' option in the Filter menu.



STEP 6

Click on the 'Apply' button in the Filter menu. This will show the filters which have been applied.



STEP 7

The data requested will be displayed in a table.

	Country				
	Total	England	Wales	Scotland	Northern Ireland
Have you ever bought craft objects online?					
Sample Size	2,270	1,899	118	187	67
Yes	41%	41%	38%	39%	38%
No	59%	59%	62%	61%	62%

Glossary

Buyer	An individual who has purchased an item of original handmade craft
Potential buyer	An individual who has not yet purchased an item of original handmade craft but would consider doing so in the future
Rejector	An individual who has never bought original handmade craft and would not consider doing so
Craft segment	A group of buyers or potential buyers with shared demographic characteristics and shared buying behaviours. There are 10 craft segments – further information can be found here: https://www.craftscouncil.org.uk/documents/880/Market_for_craft_full_report_2020.pdf
Culture Segment	Morris Hargreaves McIntyre’s segmentation system for culture (https://mhminsight.com/culture-segments) consisting of eight segments with shared attitudes and values
Market breakdown	The composition of the market for craft in the UK across buyers, potential buyers and rejectors
Collector	An individual who has self identified as a person who collects craft objects
Respondents	Individuals participating in a survey
Sample size	Total number of respondents who have participated in a survey
Sample size (filter)	Total number of respondents who have been included in a specific filtered analysis
Table	Shows the data from a row variable cross analysed with a column variable in a table.
Chart	Shows the data from a row variable cross analysed with a column variable in a chart (piechart, bar chart etc.)
Row variable	Answers from a specific question shown in the row of the table
Column variable	Answers from a specific question shown in the column of the table
Item Level Filtering	Where you can choose which questions you would like to cross analysed with each other (row variable and column variable)
Filter	To further sub-analyse the data from schart or table by a specific question
A further example of row variable, column variable and filter.	<i>‘How many consumers over 35 who bought craft in the last 2 years are from the East Midlands’</i> The <u>row variable</u> would be “consumers over 35”, the <u>column variable</u> would be “bought craft in the last 2 years” and the <u>filter</u> would be “from East Midlands.”
x axis (for charts)	The horizontal line representing the column variable from the section of the dashboard as selected in the top tab (buying behaviour, market breakdown etc.)
y axis (for charts)	The vertical line representing the row variable

Question list – for charts

1) Market breakdown (Bar chart)

X-axis (row variable)

1. Market breakdown
2. Craft Segment

Y-axis (column variable)

1. Age
2. Attitude to risk
3. Bought craft online
4. Collector
5. Country
6. Craft Segment
7. Disability
8. Educational attainment
9. Employment sectors
10. Ethnicity
11. Gender
12. Interest in workshops
13. Involvement with craft
14. Knowledge of craft
15. Market breakdown
16. Region
17. Type of craft bought ever
18. Type of craft bought in past 2 years

2) Buying behaviour (Pie chart)

X-axis (row variable)

1. Ever bought any original handmade craft
2. Bought handmade craft that's recently made or produced by a living maker
3. Ever bought a piece of original ceramic
4. Ever bought a piece of original glasswork
5. Ever bought a piece of original woodwork
6. Ever bought a piece of original jewellery
7. Ever bought a piece of original textiles

8. Ever bought a piece of original metalwork
9. Ever bought any other type of craft
10. Number of pieces of original ceramic bought in past two years - mean
11. Number of pieces of original glasswork bought in past two years - mean
12. Number of pieces of original woodwork bought in past two years - mean
13. Number of pieces of original jewellery bought in past two years - mean
14. Number of pieces of original textiles bought in past two years - mean
15. Number of pieces of original metalwork bought in past two years - mean
16. Number of pieces of any other type of craft bought in past two years - mean
17. Number of pieces of original ceramic bought in past two years - cohorts
18. Number of pieces of original glasswork bought in past two years - cohorts
19. Number of pieces of original woodwork bought in past two years - cohorts
20. Number of pieces of original jewellery bought in past two years - cohorts
21. Number of pieces of original textiles bought in past two years - cohorts
22. Number of pieces of original metalwork bought in past two years - cohorts
23. Number of pieces of any other type of craft bought in past two years - cohorts
24. Types of craft bought most recently
25. Where bought most recent item of craft (country)
26. Was recent piece by a living craftmaker
27. Was name of craftmaker known
28. Places where bought craft objects from in the past
29. Ever bought craft objects online
30. Online sites where bought craft online
31. Where bought most recent item of craft (e.g. gallery, direct from maker)
32. Where prefer to buy craft
33. Cost of most recent purchase
34. Most ever spent on a single piece
35. Sources consulted when thinking about buying craft
36. Consider to be a collector
37. Reasons for being a collector
38. Ever commissioned an original piece of craft
39. Value of most recent commission

40. Would consider commissioning work direct from a maker

3) Buying interest (Column chart)

X-axis (row variable)

1. Why types of craft would consider buying in the future
2. Where would consider buying craft in the future
3. Would consider buying craft through an online retailer
4. Which online sites would consider using to buy craft
5. Maximum spend if buying craft for the first time

4) Participation (Column chart)

X-axis (row variable)

1. Which craft activities done in spare time in past 12 months e.g. embroidery, pottery, jewellery making
2. Ever paid to attend a class, workshop or course to learn craft
3. Ever paid to attend a residential class, workshop or course to learn craft
4. Likelihood to pay to attend a class, workshop or course to learn craft in the future

5) Psychographic profile (Column chart)

X-axis (row variable)

1. Attitude to risk-taking in buying craft
2. Motivations for buying original handmade craft
3. Culture Segments (Morris Hargreaves McIntyre's segmentation system for culture <https://mhminsight.com/culture-segments>)

6) Demographic profile (Column chart)

X-axis (row variable)

1. Age
2. Gender
3. Disability
4. Country of residence
5. Region of residence
6. Educational attainment
7. Ethnicity
8. Employment sectors
9. Vocational or academic involvement with craft
10. Knowledge of craft

11. Children under 16 living at home

12. Household annual income

7) Media consumption (Bar chart)

X-axis (row variable)

1. Social media used in the past month
2. Daily newspapers read at least once a week
3. Sunday newspapers read at least once a month

Question list – for tables

1) Market breakdown

Row Variable

1. Market breakdown
2. Craft Segment

Column Variable

1. Age
2. Attitude to risk
3. Bought craft online
4. Collector
5. Country
6. Craft Segment
7. Disability
8. Educational attainment
9. Employment sectors
10. Ethnicity
11. Gender
12. Interest in workshops
13. Involvement with craft
14. Knowledge of craft
15. Market breakdown
16. Region
17. Type of craft bought ever
18. Type of craft bought in past 2 years

2) Buying behaviour

Row Variable

1. Ever bought any original handmade craft
2. Bought handmade craft that's recently made or produced by a living maker
3. Ever bought a piece of original ceramic
4. Ever bought a piece of original glasswork
5. Ever bought a piece of original woodwork
6. Ever bought a piece of original jewellery

7. Ever bought a piece of original textiles
8. Ever bought a piece of original metalwork
9. Ever bought any other type of craft
10. Number of pieces of original ceramic bought in past two years - mean
11. Number of pieces of original glasswork bought in past two years - mean
12. Number of pieces of original woodwork bought in past two years - mean
13. Number of pieces of original jewellery bought in past two years - mean
14. Number of pieces of original textiles bought in past two years - mean
15. Number of pieces of original metalwork bought in past two years - mean
16. Number of pieces of any other type of craft bought in past two years - mean
17. Number of pieces of original ceramic bought in past two years - cohorts
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19. Number of pieces of original woodwork bought in past two years - cohorts
20. Number of pieces of original jewellery bought in past two years - cohorts
21. Number of pieces of original textiles bought in past two years - cohorts
22. Number of pieces of original metalwork bought in past two years - cohorts
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29. Ever bought craft objects online
30. Online sites where bought craft online
31. Where bought most recent item of craft (e.g. gallery, direct from maker)
32. Where prefer to buy craft
33. Cost of most recent purchase
34. Most ever spent on a single piece
35. Sources consulted when thinking about buying craft
36. Consider to be a collector
37. Reasons for being a collector
38. Ever commissioned an original piece of craft

39. Value of most recent commission

40. Would consider commissioning work direct from a maker

Column Variable

1. Age
2. Attitude to risk
3. Bought craft online
4. Collector
5. Country
6. Craft Segment
7. Disability
8. Educational attainment
9. Employment sectors
10. Ethnicity
11. Gender
12. Interest in workshops
13. Involvement with craft
14. Knowledge of craft
15. Market breakdown
16. Region
17. Type of craft bought ever
18. Type of craft bought in past 2 years

3) Buying Interest

Row Variable

1. Why types of craft would consider buying in the future
2. Where would consider buying craft in the future
3. Would consider buying craft through an online retailer
4. Which online sites would consider using to buy craft
5. Maximum spend if buying craft for the first time

Column Variable

1. Age
2. Attitude to risk
3. Bought craft online
4. Collector
5. Country
6. Craft Segment
7. Disability
8. Educational attainment
9. Employment sectors
10. Ethnicity
11. Gender
12. Interest in workshops
13. Involvement with craft
14. Knowledge of craft
15. Market breakdown
16. Region
17. Type of craft bought ever
18. Type of craft bought in past 2 years

4) Participation

ROW VARIABLE

1. Craft activities done in spare time in past 12 months e.g. embroidery, pottery, jewellery making
2. Ever paid to attend a class, workshop or course to learn craft
3. Ever paid to attend a residential class, workshop or course to learn craft
4. Likelihood to pay to attend a a class, workshop or course to learn craft in the future

Y-Axis (Column Variable)

1. Age
2. Attitude to risk
3. Bought craft online
4. Collector
5. Country
6. Craft Segment
7. Disability
8. Educational attainment
9. Employment sectors
10. Ethnicity
11. Gender
12. Interest in workshops
13. Involvement with craft
14. Knowledge of craft
15. Market breakdown
16. Region
17. Type of craft bought ever
18. Type of craft bought in past 2 years

5) Psychographic Profile

Row Variable

1. Attitude to risk-taking in buying craft
2. Motivations for buying original handmade craft
3. Culture Segments (Morris Hargreaves McIntyre's segmentation system for culture <https://mhminsight.com/culture-segments>)

Column Variable

1. Age
2. Attitude to risk
3. Bought craft online
4. Collector
5. Country
6. Craft Segment
7. Disability
8. Educational attainment
9. Employment sectors
10. Ethnicity
11. Gender
12. Interest in workshops
13. Involvement with craft
14. Knowledge of craft
15. Market breakdown
16. Region
17. Type of craft bought ever
18. Type of craft bought in past 2 years

6) Demographic Profile

Row Variable

1. Age
2. Gender
3. Disability
4. Country of residence
5. Region of residence
6. Educational attainment
7. Ethnicity
8. Employment sectors
9. Vocational or academic involvement with craft
10. Knowledge of craft
11. Children under 16 living at home
12. Household annual income

Column Variable

1. Age
2. Attitude to risk
3. Bought craft online
4. Collector
5. Country
6. Craft Segment
7. Disability
8. Educational attainment
9. Employment sectors
10. Ethnicity
11. Gender
12. Interest in workshops
13. Involvement with craft
14. Knowledge of craft
15. Market breakdown
16. Region

17. Type of craft bought ever
18. Type of craft bought in past 2 years

7) Media Consumption

Row Variable

1. Social media used in the past month
2. Daily newspapers read at least once a week
3. Sunday newspapers read at least once a month

Column Variable

1. Age
2. Attitude to risk
3. Bought craft online
4. Collector
5. Country
6. Craft Segment
7. Disability
8. Educational attainment
9. Employment sectors
10. Ethnicity
11. Gender
12. Interest in workshops
13. Involvement with craft
14. Knowledge of craft
15. Market breakdown
16. Region
17. Type of craft bought ever
18. Type of craft bought in past 2 years