2015 Study of the Sewing Machine Market

Description: Opportunities exist to promote more involvement in sewing via online resources, especially among younger and less experienced sewers. Use of sewing websites and social media is on the rise while fewer are turning to TV and magazines to learn more about sewing.

The 2015 Study of the Sewing Machine Market updates trends in the incidence of sewing machine ownership among the general population of women and examines trends in the attitudes and practices among sewing machine owners.

Specific objectives of this study include:
- Details of sewing machine ownership and use
- Brand awareness and ownership
- Importance of various machine features/benefits
- Satisfaction with current primary machine on same features/benefits
- Future purchase interest, reasons and brand(s) most likely to buy
- Details of purchase among recent buyers including brands considered, reasons for selecting current brand, purchase outlets shopped and information sources
- Attitudes about sewing
- Sewing habits and experience
- Involvement with sewing media sources including magazines, TV programs, internet sites and social networking sites

Methodology

The 2015 Study of The Sewing Machine Market was conducted in two phases.

Phase 1
Online interviews were conducted among a national sample of 545 adult women (aged 18 or older) during January 27 and February 5, 2015. The Phase 1 results are trended against The 2013 Study of Sewing Machine Prospects conducted online between April 19-30, 2013 among a sample of 520 adults.

Phase 2
Online interviews were conducted among a national sample of 513 adult women who own a sewing machine and used it in the past year. Interviews were conducted between May 28 and June 16, 2015. The Phase 2 sample was weighted by age, education, region, race/ethnicity to be representative of past year sewers from Phase 1. An over sample of 208 adults who purchased a sewing machine within the past two years was obtained in order to more closely examine purchase patterns for these products. Results are trended against an online survey conducted between June 15 and July 6, 2007 among a sample of 519 adults.

Technical Appendix
Composition of the samples, tables of recommended sampling tolerances and copies of the questionnaires are included at the back of the report.

ELECTRONIC DELIVERABLES
- Summary Volume: Written analysis in PowerPoint including Key Findings, Summary and Market Segmentation.
- Topline Trend Volume and Excel Tabs: Topline trend tables detailing findings from all questions with Excel tabulations attached.
Contents:  
SUMMARY VOLUME - TABLE OF CONTENTS  
INTRODUCTION  
METHODOLOGY  
KEY FINDINGS  
SUMMARY FINDINGS  

Phase 1: Survey of Adult Women  
Sewing Machine Ownership  
Sewing Machine Ownership  
Experience With Sewing Machines  
Most Recent Purchase of a Sewing Machine  
Likelihood of Purchasing a New Sewing Machine  

Phase 2: Survey of Past Year Sewers  
1. Sewing Habits and Practices  
Types of Sewing Projects  
Sewing Project Patterns  
Sewing Ability  
Channels Shopped for Fabric and Sewing Supplies  
Informational Activities Related to Sewing  
Other Types of Sewing Equipment Owned  
Attitudes About Sewing  

2. Sewing Machine Ownership and Usage
Age of Sewing Machine
Whether Own a Sewing Machine That Also Does Embroidery
Frequency of Using a Sewing Machine
Ownership of Electronic/Programmable Sewing Machines
Portability and Usage Platform for Sewing Machine
Projects Limited by Capabilities of Sewing Machine
Attitudes About Sewing Machine Ownership and Usage

3. Sewing Machine Accessories and Features
Sewing Machine Accessories Currently Have
Ownership vs. Desire for Sewing Machine Accessories
Accessories Have by Perception That Projects are Limited by Machine's Capabilities
Sewing Machine Features
Features Have by Perception That Projects are Limited by Machine's Capabilities
Attitudes About Sewing Machine Features

4. Brand Awareness and Ownership
Awareness of Sewing Machine Brands
Awareness of Sewing Machine Advertising
Source of Advertising Awareness
Sewing Machine Brand Ownership
History of Brand Ownership

5. Most Recent Sewing Machine Purchase
Type of Sewing Machine Recently Purchased
Brand Recently Purchased
Details of Recent Purchase
Consideration of Other Brands
Outlets Shopped
Price Paid For Sewing Machine Recently Purchased
Familiarity With Brand Purchased
Information Sources Used To Decide Which Sewing Machine To Buy
Satisfaction With Most Recent Purchase

6. Product Selection Factors: Importance and Performance
Importance of Sewing Machine Selection Factors
Satisfaction With Sewing Machine on Product Selection Factors
Importance vs. Performance: Need Gap Analysis
Overall Satisfaction With Sewing Machine

7. Future Sewing Machine Purchases
Likelihood of Purchasing A Sewing Machine
Reasons Likely To Buy Another Sewing Machine
Brands Likely To Consider
Brands Likely To Purchase
Details of Sewing Machine Plan To Purchase
Features "Must Have" On Next Sewing Machine
Where Likely To Purchase Next Sewing Machine

8. Brand Imagery
Perception of Specific Brands On Various Characteristics
Rating of Brother and Singer Among Owners of These Brands
Sewing Machine Brands Considered Best In Overall Quality
Sewing Machine Brands Considered Lowest In Overall Quality
Key Driver Analysis
Key Driver Analysis – Singer Used Most Often
Key Driver Analysis – Brother Used Most Often
Key Driver Analysis – Kenmore Used Most Often
Summary of Key Driver Maps

MARKET SEGMENTATION
TECHNICAL APPENDIX
Composition of the Sample
Sampling Tolerances

THE QUESTIONNAIRES

TOP-LINE TRENDS VOLUME - TABLE OF CONTENTS

INTRODUCTION

METHODOLOGY

TOP-LINE FINDINGS

PHASE I: AMONG TOTAL WOMEN
Sewing Machine Ownership
Experience With Sewing Machines
Frequency of Using Sewing Machines
Most Recent Purchase of New Sewing Machine
Likelihood of Purchasing Sewing Machine in Next Year

PHASE II: AMONG WOMEN SEWERS
Number of Sewing Machines Owned
Most Recent Purchase of New Sewing Machine
Type of Sewing Machine Owned
Brand Awareness of Sewing Machines
Advertising Awareness of Sewing Machine Brands
Source of Advertising Awareness For Sewing Machines
Frequency of Using Sewing Machine
Types of Sewing Projects Worked on in the Past Year
Projects Spend Most Time On
Sew For Self or Others
Sewing Ability
Attitude Statements
Brands of Sewing Machines Ever Owned
Brands of Sewing Machines Currently Own
Brand of Primary Sewing Machine Use Most Often
Type of Primary Sewing Machine
Age of Primary Sewing Machine
Primary Sewing Machine New or Used When Acquired
Ease of Transportation of Sewing Machine
Accessories For Primary Sewing Machine
Accessories Use Most Often
Accessories Would Like
Features of Primary Sewing Machine
Satisfaction With Primary Sewing Machine
Overall Satisfaction With Primary Sewing Machine
How Sew With Primary Machine
Limitations of Sewing Projects to Sewing Machine
Most Recently Purchased is Primary Sewing Machine
Most Recently Machine Mechanical/Computerized
Incidence of Most Recent Machine Being Programmable
Brand Purchased Most Recently
Most Recently Purchased Sewing Machine New/Used and For Whose Use
Traded-in a Machine
Other Brands Compared With Most Recently Purchased Sewing Machine
Reasons For Selecting Most Recently Purchased Brand
Outlets Visited While Shopping For Most Recent Machine
Outlet Where the Most Recent Machine Purchased
Incidence of Outlet Offering Classes/Instruction
Cost of Most Recently Purchased Machine
Familiar With Most Recently Purchased Brand
Information Sources Used to Make Purchase Decision
Satisfaction Regarding Most Recent Purchase
Importance of Sewing Machine Characteristics
Likely to Purchase Another Sewing Machine in the Next 12 Months
Reasons Thinking About Buying Another Sewing Machine
Brands Most Likely to Consider Purchasing
Brand Most Likely to Purchase
Incidence of Planning to Purchase New/Used
Features Consider "Must Haves" For Next Machine Purchase
Expect to Spend For the Next Sewing Machine Purchase
Incidence of Planning to Purchase Mechanical/Computerized Machine
Incidence of Planning to Purchase Programmable Machine
Outlet Likely to Patronize
Attitude Statements
Shopping Outlets For Fabric and Sewing Supplies
Shopping Outlets Used Most Often For Fabric and Sewing Supplies
Brand Ratings For BROTHER
Brand Ratings For SINGER
Brand Ratings For BERNINA
Summary of Describes Brand Very Well
Overall Quality of Sewing Machine Brands
Doing Regularly
Specialty Machines Owned
Number of Years Been Sewing

TECHNICAL APPENDIX
Composition of the Sample Phase I
Composition of the Sample Phase II
Sampling Tolerances

THE PHASE I QUESTIONNAIRE
THE PHASE II QUESTIONNAIRE
EXCEL DATA TABULATIONS

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