Size of U.S. Quilting Market
- 10.3% of U.S. households (12.62 million) are home to at least one active quilter
- Total quilters in the U.S. is 16.4 million
- Quilting households spent an average of $298 in 2014 up 36% from 2010
- Estimated total dollar value of the quilting industry stands at $3.76 billion.

Dedicated Quilters
Defined as those households that spend more than $500 per year on quilting-related purchases.
- They represent 12.2% of all quilting households, and account for 60.4% of total industry expenditures
- In 2014, dedicated quilters report spending a total of nearly $2.27 billion

Who is the Dedicated Quilter…
- Female
- 64 years old
- Well educated (79% attended college)
- Affluent ($101,080 household income)
- Quilting for an average of 20.3 years
- Spent on average $3,296 per year on quilting
- Quilting style(s): 81% prefer traditional quilting, 38% art quilting, and 35% modern quilting

From the Quilting in America™ 2014 Survey presented by F+W, A Content + eCommerce Company
Her Quilting “Stuff”...
- The majority (88%) have a room dedicated to sewing/quilting activities
- On average, she has $12,861 of quilting tools and supplies
- On average, she owns $5,939 worth of fabric

Sewing Machines
- She owns an average of 3.1 sewing machines
- 30% own more than 4 machines
- In the past 12 months, 27% purchased a new machine, spending $2,504

Fabric
- In the past 12 months, each purchased an average of 99.9 yards of fabric at a cost of $1173 ($11.74 average price per yard)
- Favorite types: Batiks (60%) • Small-scale Florals (51%) • Reproduction Prints (25%) • Minky (16%)
- Color Schemes most often purchased: Jewel Tones (68%) • Bright Colors (63%) • Earth Tones (58%) • Neutrals (45%) • Pastels (40%)

Thread
- In the past 12 months, each spent an average of $158 on thread
- On average, she owns $803 worth of thread and has an average of 189 spools of thread in her collection ($4.24 average price per spool)
- Color Schemes most often purchased: Neutrals (77%) • White (55%) • Earth Tones (52%) • Black (50%) • Jewel Tones (40%)

Books
- Bought an average of 3.6 quilting books for last 12 months with an average price of $20.40 per book
- Favorite places to buy books: Online retailers (35%) • Quilt shops (24%) • Sewing specialty chain (16%) • Quilt show/event (8%)

Magazines
- Subscribe to or read an average of 3.7 quilting magazines
- Spend an average of 4.8 hours reading quilting magazines each month
- Primary reasons offered for reading quilting magazines: Learn new tips and techniques • Get quiltmaking inspiration • Learn about new products

Internet
- 87% own a tablet or ebook reader
- 86% access the Internet daily
- 53% learned of the sites they visit regularly through print/digital magazines
- 3 hours spent per week browsing, visiting, or interacting with quilting related sites
- 3.5 hours spent per week watching quiltmaking online broadcasting
- Primary reasons for visiting quilting websites: Quiltmaking inspiration • Learn new tips and techniques • Get free quilt patterns • Purchase/search for new fabrics • Purchase/search for quilting tools, equipment, and supplies

Key Findings 2014
- The estimated value of the quilting market in 2014 is $3.76 billion (up 5% since 2010)
- Total number of quilters in the U.S. is 16.4 million (down 23% from 2010)
- Average quilting household annual expenditure is up 36% to $298
- 12.2% of quilting households are considered “dedicated,” responsible for generating 60% of quilt industry spending ($2.27 billion)