

Wool User Profile

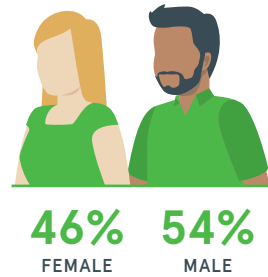
USA wool users have a reasonably even gender split and are younger than non-users on average. Since 2021, a significant trend toward households with kids at home can be seen. Not only are users more likely to own their own homes versus non-users, the trend toward home ownership since 2021 is also increasing, and they are much more likely to be renovating versus non-users. An opportunity to increase frequency of purchase in the home will be an important opportunity in the market.



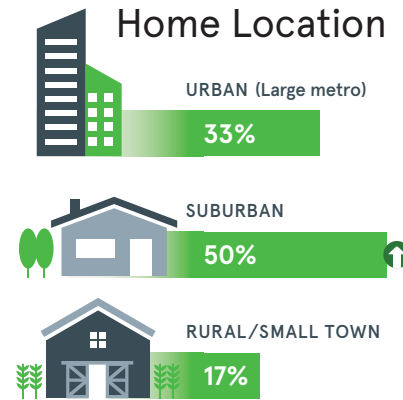
THE CAMPAIGN FOR WOOL

Wool user defined as: "Often or sometimes buy items made from sheep wool".
 Significant differences relate to comparisons with 2021 data
 *Does not include those identifying as other.

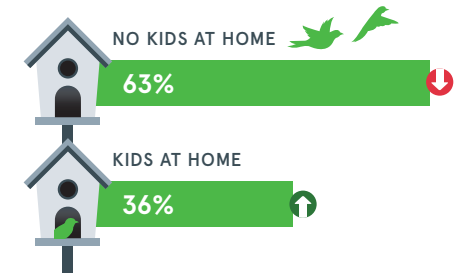
Gender*



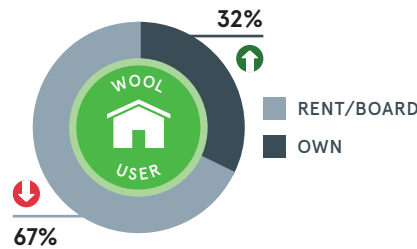
Home Location



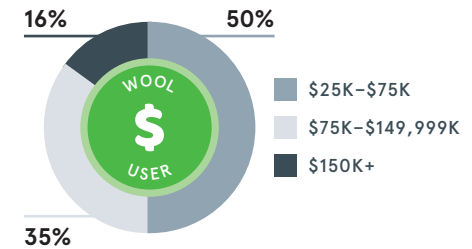
Household Composition



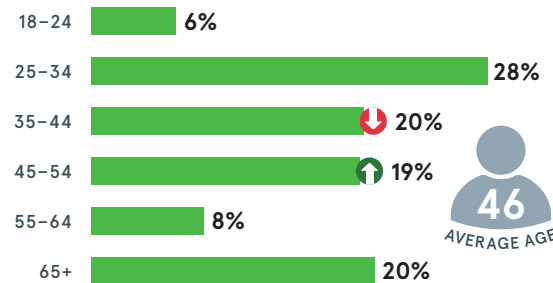
Home Ownership



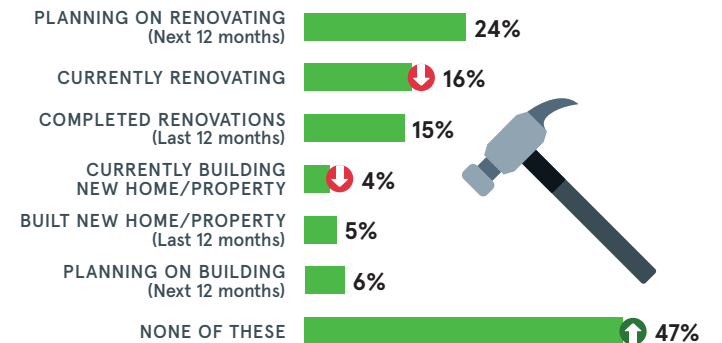
Annual Household Income



Age (YEARS)



Property Build or Renovation Status



KEY

↑ Statistically significant increase since 2021 ↓ Statistically significant decrease since 2021

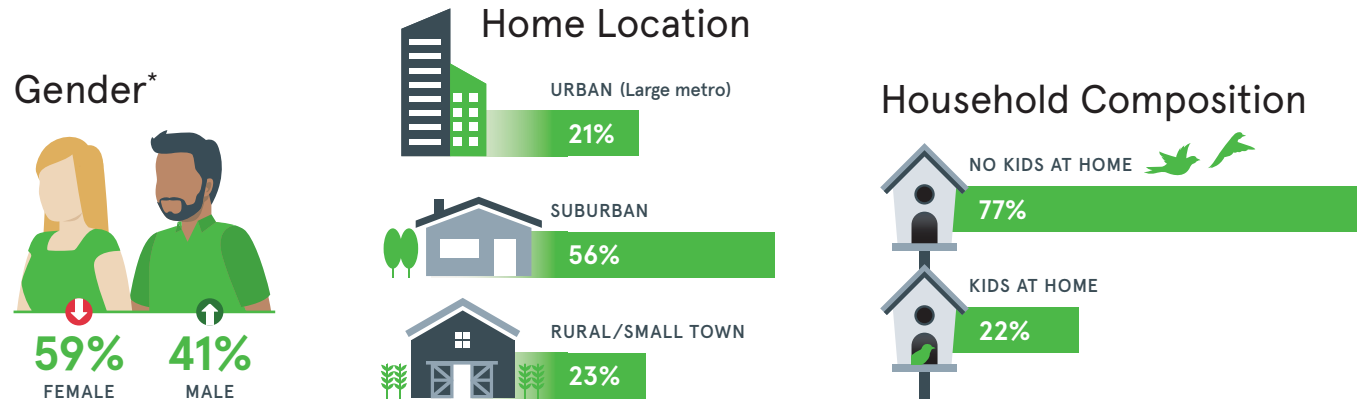
Wool Non-User Profile

USA wool non-users are more likely to be female, although this has trended down since 2021. A much higher percentage have no kids at home versus users, most don't own their own homes, and they are less likely to be building or renovating. USA non-users have a lower annual income versus users and are more likely to be older. Converting wool non-users to buy wool in the USA is likely to be an expensive exercise - better results might be achieved by amplifying the wool message to users.

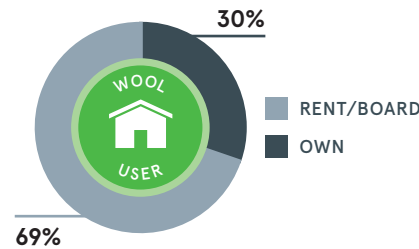


THE CAMPAIGN FOR WOOL

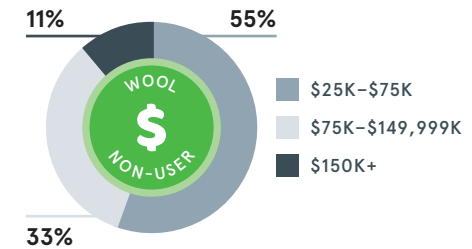
Wool non-user defined as "Rarely or never buy items made from sheep wool".
Significant differences relate to comparisons with 2021 data
*Does not include those identifying as other.



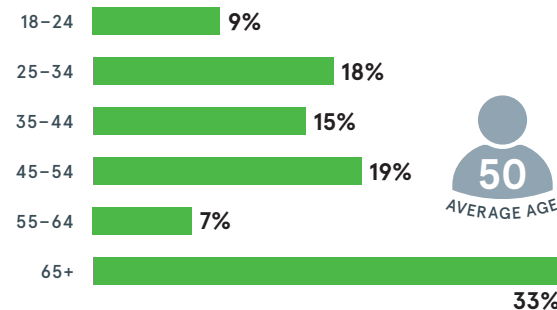
Home Ownership



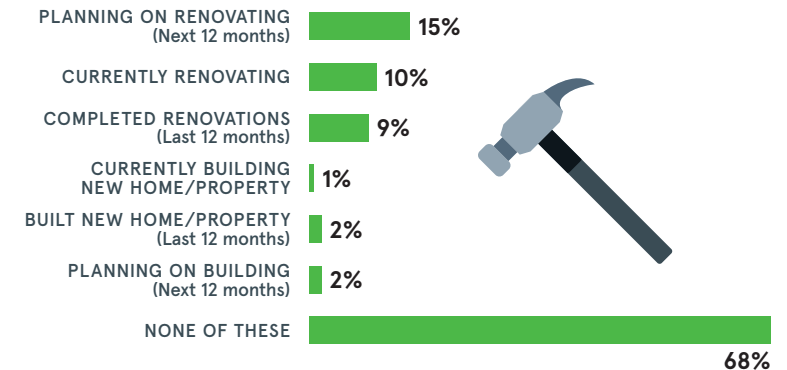
Annual Household Income



Age (YEARS)



Property Build or Renovation Status



KEY

Statistically significant increase since 2021 Statistically significant decrease since 2021