

Wool User Profile

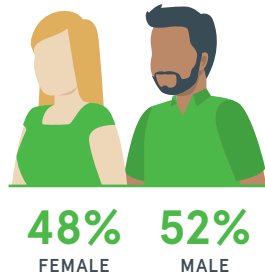
New Zealand wool users are reasonably evenly split by gender and are more likely to have kids at home versus non-users. In general, wool users have a higher annual income. Although a high percentage of wool users are still renting or boarding, since 2021 we have seen an increasing trend in this group towards planning to build their own home within the next 12 months. Talking to New Zealand wool users and architects in the planning stages of building will be critical to reaching more wool users.



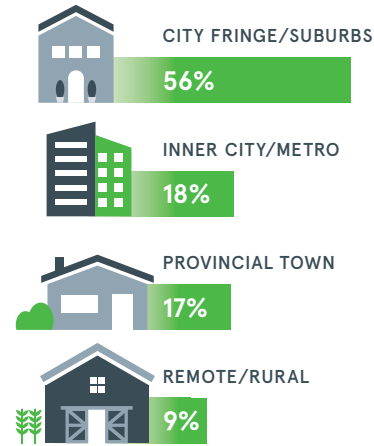
THE CAMPAIGN FOR WOOL

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.

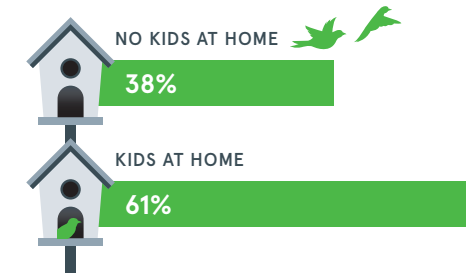
Gender*



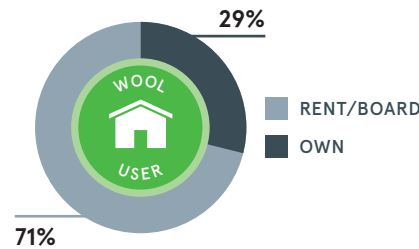
Home Location



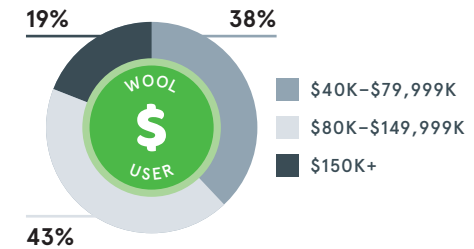
Household Composition



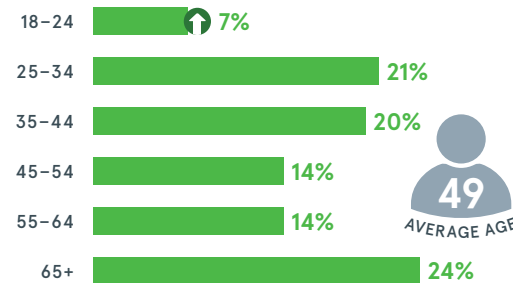
Home Ownership



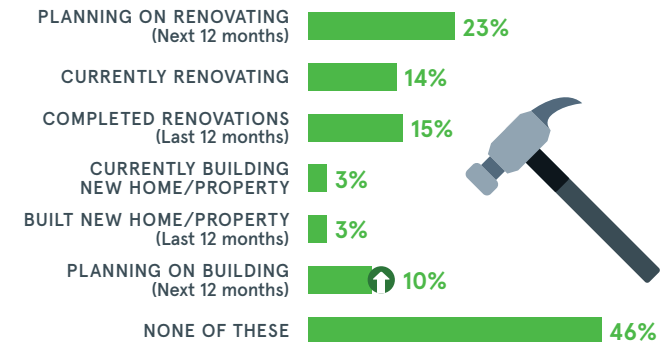
Annual Household Income



Age (YEARS)



Property Build or Renovation Status



KEY

⬆ Statistically significant increase since 2021 ⬇ Statistically significant decrease since 2021

Wool Non-User Profile

New Zealand non-users are more likely to be female and younger versus wool users, and since 2021, the number of these younger non-users have been trending upwards. In general, non-users have a lower annual income versus wool users, and although they are more likely to own their own home, they are less likely to be renovating or building. These non-users will be hard to convert because they are simply not in the market for wool yet - but don't dismiss them because their values may change through life.



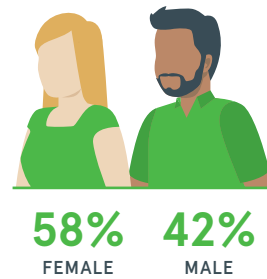
THE CAMPAIGN FOR WOOL

Wool non-user defined as "Rarely or never buy items made from sheep wool".

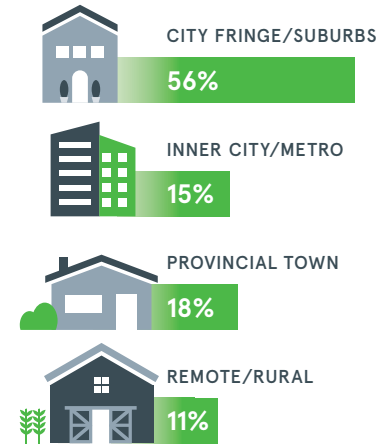
Significant differences relate to comparisons with 2021 data

*Does not include those identifying as other.

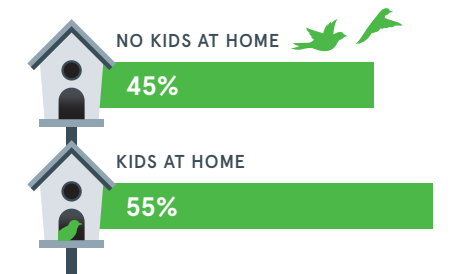
Gender*



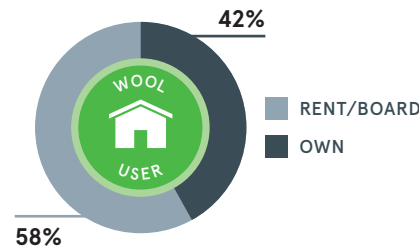
Home Location



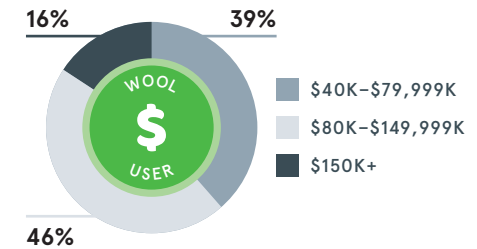
Household Composition



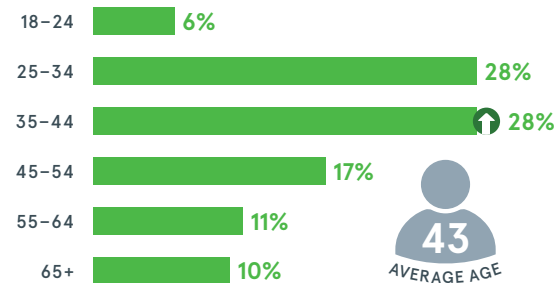
Home Ownership



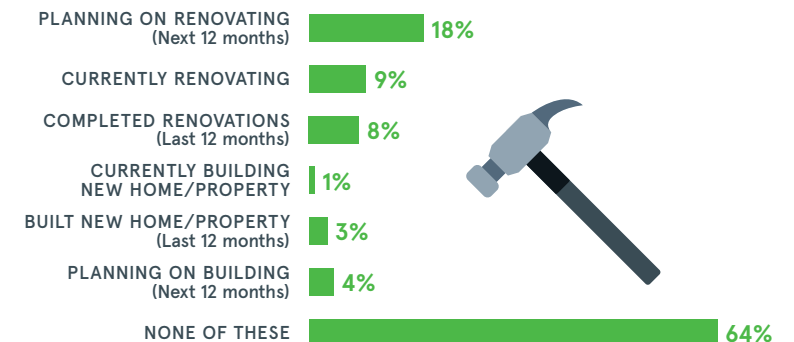
Annual Household Income



Age (YEARS)



Property Build or Renovation Status



KEY

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