



Consumer Market Research Carpets - March 2018





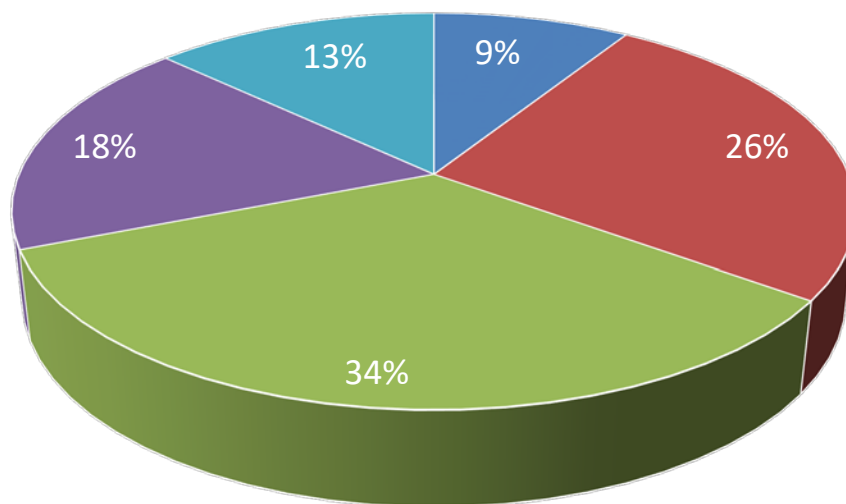
Methodology

1,343 consumers were surveyed for the research by way of face-to-face interviews. The research was conducted by the British Wool's marketing team at two consumer exhibitions; Grand Design (NEC, 11-15th October 2017) and the Homebuilding & Renovation Show (NEC, 22-25th March 2018). Nearly all of those surveyed were done so as couples.

Research Results

Age Demographics

The following chart shows the age demographics of those consumers who were surveyed as part of the research;



■ 20-29 year old ■ 30-39 year old ■ 40-49 year old ■ 50-59 year old ■ 60 year old +



Question: How often would you expect to replace your carpet?

From the survey consumers expected to replace their carpet every 12 years. This varied by age demographic as follows;

20-29 year old	9.8 years
30-39 year old	10.9 years
40-49 year old	13.0 years
50-59 year old	11.8 years
60 year old and over	14.8 years

In general terms the older the consumer the longer they expect a carpet to last.

✓ A British wool carpet will bounce back quickly and keeps its shape for longer than any other carpet. This means that British wool carpets will maintain their appearance much longer than other carpets on the market.

Would you use bleach to clean your carpet?

Of those surveyed 90% stated that they would not use bleach to clean their carpet. One of the main selling features used for a synthetic carpet over a wool carpet is bleach cleanable!

What are your top 3 considerations when choosing a carpet?

The top 5 results on this question were;

1. Durability (61% of respondents)
2. Aesthetics (54% of respondents)
3. Comfort under foot (46% of respondents)
4. Easy to clean (40% of respondents)
5. Price (29% of respondents)

The above factors varied very little by age demographic with the top 3 all appearing in the top 5 reasons for all age groups.

✓ All of the above factors very much sit in line with a high quality British wool carpet.