



World Crafts Council AISBL

BIG QUESTIONS ABOUT CRAFT AND HOW TO GET THE ANSWERS

What you need to know	Source	What it can tell you
How many makers in your community?	Labour Force Survey – National Statistics	Makers compared with other jobs - Hours, incomes, age, sex, education
How many craft-related businesses in your area?	Business Survey – National Statistics or local survey	Number of companies, size, value-added
Training needs of makers	Local survey	
Working conditions	Local survey	Where work is carried out
Who buys craft?	Household Expenditure Survey – National Statistics	Spending on craft compared with other family spending
	Local survey	Age, sex, origin of purchaser
Where do makers buy their supplies/ sell their products?	Local survey	Location of supplier/buyer, nature of relationship, 'value chain'
Contribution of craft to local economy	National statistics	Craft 'value-added' in relation to other 'industries', and as part of the 'supply chain' NB involves some economic analysis