

# “MY STORY” QUESTIONNAIRE ANALYSIS

## MyStory Analysis01

No. 1 of a planned series of analyses of the Stitchlinks 'My Story' questionnaire, picking out some key headline statistics. This first analysis identifies some interesting numbers and we look forward to seeing how these numbers move or firm up over the coming months and years.

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## Summary

Comments received from around the globe up to 26 May 2007.

**65.5%\*** said it helped with **Depression**

**68.2%\*** said it helped with **Stress**

**47.1%\*** said it helped with **Anxiety**

**45.3%\*** said it helped with **Loneliness**

and

**36.3%\*** said it helped with **Pain**

Surprisingly,

**44.4%\*** said it helped with their **Concentration**

**23.3%\*** said it helped them to **Meditate**

**16.6%\*** said it helped with **Memory**

**11.7%\*** said it helped with **Weight Control**

as many as

**10.3%\*** (that's more than 1 in 10 of our respondents) said it helped with **Post Traumatic Stress**

**14.9%\*** of those who used Cross Stitch said it helped them to **Stop Smoking**

Other notable aspects where people have stated that stitching has helped (not included in these statistics):

Alcoholism, Drugs, Phobias, Migraine, Self confidence/ Self esteem, Grief, Arthritis, High blood pressure, OCD, Cancer, Dementia, MS and ME, Meeting people.

## Preliminary conclusions

Rudimentary comments at this stage that will bear to be reviewed as the number of responses increase:

- ✓ Knitting and Stitching DO benefit the most dangerous and common ailments.
- ✓ The detail and concentration required of Cross Stitch seems to provide effective distraction from daily challenges, and Knitting seems to assist the meditative and emotional based activities.

\* THESE STATISTICS MAY BE UNDERSTATED. (See **The Data** section below)

## Standout statistics

Stories were offered from 10 different countries around the world (counting the UK as only one, although Stories were received from each of England, Wales, Scotland and Northern Ireland)

Of the respondents:

- ✓ 67.7% were under 50;
- ✓ 48% did only one of knitting, cross stitch or crochet. Everyone else did more than one;
- ✓ Four times more people did knitting and crochet than did cross stitch and crochet
- ✓ Only 13% did all three.

<i>Said it helped with....</i>	<i>%</i>	<i>Extra comments and notable variances</i>
PAIN	36.3%	43% of those who Cross stitch; 45.5% of those who only cross stitch, 28.7% of those who do NOT cross stitch
DEPRESSION	65.5%	
ANXIETY	47.1%	45.8% of those who knit only
STRESS	68.2%	
CONCENTRATION	44.4%	49.2% of the Over 50 age group, 47.5% of those who only knit
LONELINESS	45.3%	
<i>Some that surprised us</i>		
POST TRAUMATIC STRESS	10.3%	That's quite a lot! Represents 11.4% of those who cross stitch
MEMORY	16.6%	16.9% of those who only knit
MEDITATION	23.3%	25.4% of those who only knit
WEIGHT CONTROL	11.7%	13.6% of those who only cross stitch
STOP SMOKING	6.7%	14.9% of 'Cross stitchers'

NB Comments from the groups who "did Crochet" or who did "crochet only" are excluded because the population was below 100.

## The Data

After collecting some personal details, the questionnaire has three distinct sections, all of which are optional to complete.

The first two ask the question “Has stitching helped you with...” and give two lists of tick boxes, one listing some medical conditions and the other listing personal development–type benefits. None of the boxes are pre-ticked. The third section is the main part, where individuals provide a commentary about themselves. As the main reason for people completing the questionnaire is to tell their Story, the first two sections are sometimes not completed. Similarly, any Stories that are completed by our transposing emails received into the questionnaire, the first two sections are left blank unless benefits have been clearly stated in the email.

All data has been gathered using internet technology that inevitably limits entries.

These analyses are based on boxes that have been ticked only, and do not include the frequent comments made in the text about stated benefits.

ALL OF THIS MEANS THAT SOME OF THE STATISTICS CALCULATED AS ABOVE MAY BE UNDERSTATED, as a notable number of responses will not be included in the individual analysis but will be included in the overall total of responses received.

## Disclaimer

We do not claim or imply that this data has been gathered using formal research norms, nor do we claim that the analysis has been made using academic research standards.

We do however state that every questionnaire received has been offered entirely voluntarily and that none of the entries have been adjusted. The intent is to provide some form of analysis from anecdotal evidence of the benefits of knitting and stitching that we have become aware of since 2005.

## APPENDIX A

Data as at 26<sup>th</sup> May 2007

223 valid submissions in almost 3 months since commencement

Two respondees stated that stitching didn't do anything special for them (other than relaxation), but wanted the point to be made to balance the survey.

### Age Grouping

67.7% under 50

13% under 25, and 54.7% between 26 and 50.

4% preferred not to give their age group

### Interests

59 were knitters only, 44 cross stitch only and 4 crochet only. The rest combined knitting, cross stitch and crochet

### International spread

10 countries represented, with 55% from the countries of the UK:

Australia, Canada, Denmark, Germany, UK (England, Scotland, Wales and Northern Ireland), New Zealand, India, Mexico, Sweden, United States

16 entries were Unstated

Stitching has helped with:

### By Age Group

(Excludes the 4% not prepared to give their age)

Condition	Overall	0-50 age group	Over 50 age group
	223	151	63
Pain	36.3%	33.8%	39.7%
Depression	65.5%	66.9%	66.7%
Anxiety	47.1%	49%	49.2%
Post traumatic stress	10.3% (ie 23)	11.9%	7.9%
Stress	68.2%	72.2%	68.3%
Personal development	38.6%	42.4%	34.9%
Communication	14.8%	16.6%	11.1%
Concentration	44.4%	45%	49.2%
Fear	15.7%	16.6%	14.3%
Loneliness	45.3%	47%	46%
Meditation	23.3%	25.2%	22.2%
Binge eating	15.2%	17.2%	12.7%
Memory	16.6%	13.9%	23.8%
Weight control	11.7%	12.6%	11.1%
Stop smoking	6.7%	7.9%	4.8%

### Sample size by interest area

Combination	Number in sample
	223
Knitting only	59
Cross stitch only	44
Crochet only	4
Knitting and cross stitch	34
Knitting and crochet	30
Cross stitch and crochet	7
All 3	29
None stated	8
Knitting	152
Cross stitch	114
Crochet	70

### By interest

(Eg "Do Cross Stitch" includes anyone who said that they Cross Stitch – this includes those who do Cross Stitch only, those who Cross Stitch AND knit, those who Cross Stitch and crochet and those who do all three)

Condition	Do Cross stitch	Knit	Crochet
	121	160	78
Pain	43%	33.1	35.9
Depression	68.6%	67.5	73.1
Anxiety	44.6%	50	57.7
Post traumatic stress	10.7%	10.6	15.4
Stress	70.2%	70	78.2
Personal development	35.5%	41.9	55.1
Communication	15.7%	16.3	20.5
Concentration	43%	48.1	55.1
Fear	15.7%	15.6	19.2
Loneliness	50.4%	48.1	59
Meditation	18.2%	29.4	39.7
Binge eating	16.5%	15	23.1
Memory	16.5%	16.9	24.4
Weight control	14.9%	11.9	15.4
Stop smoking	9.1%	6.9	12.8

### Is there a difference between the activities?

(Eg "Do NOT Cross Stitch" excludes anyone who said that they Cross Stitch, so includes only those who Knit, Crochet or both Knit AND Crochet)

Condition	Do NOT Cross stitch	Do NOT Knit	Do NOT Crochet
	101	63	145
Pain	28.7	44.4	36.6
Depression	61.4	60.3	61.4
Anxiety	50.5	39.7	41.4
Post traumatic stress	9.9	9.5	7.6
Stress	66.3	63.5	62.8
Personal development	42.6	30.2	29.7
Communication	13.9	11.1	11.7
Concentration	46.5	34.9	38.6
Fear	15.8	15.9	13.8
Loneliness	38.6	38.1	37.9
Meditation	28.7	7.9	14.5
Binge eating	13.9	15.9	11.0
Memory	16.8	15.9	12.4
Weight control	7.9	11.1	9.7
Stop smoking	4.0	6.3	3.4

Condition	ONLY Cross stitch	ONLY Knit	ONLY Crochet
	44	59	4
Pain	45.5	22	
Depression	63.6	59.3	
Anxiety	38.6	45.8	
Post traumatic stress	11.4	6.8	
Stress	65.9	66.1	
Personal development	27.3	37.3	
Communication	6.8	13.6	
Concentration	29.5	47.5	
Fear	18.2	13.6	
Loneliness	38.6	40.7	
Meditation	2.3	25.4	
Binge eating	11.4	10.2	
Memory	9.1	16.9	
Weight control	13.6	5.1	
Stop smoking	4.5	3.4	