



Cricut Finds 71% of Women Draw Inspiration and Feel Empowered by Other Women

March 4, 2024

In celebration of Women's History Month, Cricut released a study finding 84% of women surveyed want to prioritize their mental health and well-being more this year, with 70% of the same women wanting to focus on crafting

SOUTH JORDAN, Utah--(BUSINESS WIRE)--Mar. 4, 2024-- Cricut, Inc. ("Cricut") (NASDAQ: CRCT), the creative technology company that built a connected platform for making with millions of users worldwide, today released findings for a Women's History Month survey.

On the heels of what some are calling the "Year of the Girl" – from the *Barbie* movie, to girl math and girl dinners, to Beyoncé and Taylor Swift dominating global pop culture – Cricut is highlighting the need for women to turn their attention inwards to prioritize their well-being and foster supportive communities with other women.

It's no secret that women wear many hats in their daily lives, personally and professionally. Cricut commissioned a survey of more than 3,000 women aged 25-55 in the U.S. and found that 60% of women feel overwhelmed with their various roles and daily responsibilities. The research uncovers insights from female consumers at various stages of life across the United States exploring attitudes, behaviors, and aspirations towards mental health, inspiration, and the importance of having a creative outlet in their lives.

"Our priority is creating quality products that can be used and enjoyed at various moments in users' lives," said Jennia Parkin, Cricut Vice President of Global Product Management. "Cricut is my convenient crafting companion for holiday decor and gifts, creative and quality time outlet for projects with my kids, label maker for organization around the house, and so much more. The Cricut experience is far from limited, just like the different roles we play daily as women."

Key takeaways from the survey include:

- Women are drawing inspiration from each other: with 71% reporting they draw inspiration from and feel empowered and supported by other women.
 - Younger generations are among the highest, with 76% aged 25-35 drawing inspiration from and feeling empowered and supported from other women, compared to 69% of women aged 36-45 and 66% of women aged 46-55.
- 65% of women do not prioritize their own personal self-care, stress relief, or activities / hobbies as much as they would like.
- 85% of women who parent would like to spend more time practicing self-care, compared to 73% of women who are non-parents.
- 7 in 10 women feel it is important for them to have a creative outlet to express themselves, and 74% consider creating, crafting, and DIY projects to be a productive or stress-relieving activity.
- Looking beyond themselves, more than half (57%) often think or worry about the mental state of female friends and family.

"As a company with an expansive female user base, I am consistently inspired by our member's creativity," said Ashish Arora, CEO of Cricut. "We want to celebrate women not just during Women's History Month or International Women's Day, but every day. We're committed to providing an experience that enables women to prioritize themselves, unleash their creative potential, and make certain tasks simpler in their lives."

Survey Methodology: Cricut worked with Censuswide to survey 3,011 women in the US, aged 25-55 between February 2 and February 9, 2024.

About Cricut, Inc.

Cricut, Inc. is a creative technology company that helps people lead creative lives. Cricut hardware and design software work together as a connected platform for consumers to make beautiful, high-quality DIY projects quickly and easily. These industry-leading products include a flagship line of smart cutting machines — the Cricut Maker® series, the Cricut Explore® series, Cricut Joy™, and Cricut Venture™ — accompanied by other unique tools like Cricut EasyPress®, the Infusible Ink™ system, and a diverse collection of materials. In addition to providing tools and materials, Cricut fosters a thriving community of millions of dedicated users worldwide.

Cricut has used, and intends to continue using, its investor relations website and the Cricut blog (<https://inspiration.cricut.com/news/>) to disclose material non-public information and to comply with its disclosure obligations under Regulation FD. Accordingly, you should monitor our investor relations website and the Cricut News Blog in addition to following our press releases, SEC filings and public conference calls and webcasts.

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Press

Nadia Romero
pr@cricut.com

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