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Recommended Citation

Bullard, Steven H. and Doolittle, Max L., "Upholstered household furniture in the United States: A survey of current ownership and purchasing plans" (1991). *Faculty Publications*. Paper 109.

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Upholstered Household Furniture in the United States:

A Survey of Current Ownership and Purchasing Plans

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Published by the Department of Information Services, Division of Agriculture, Forestry, and Veterinary Medicine, Mississippi State University. Edited by Keith H. Remy, Publications Coordinator. Cover designed by Betty Mac Wilson, Artist.

Upholstered Household Furniture in the United States:

A Survey of Current Ownership and Purchasing Plans

Introduction

This report presents highlights of the results of a telephone survey of U.S. households concerning their ownership, purchasing plans, and preferences regarding upholstered household furniture. The survey was conducted in October and November 1989, by the Survey Research Unit of the Social Science Research Center of the Mississippi Agricultural and Forestry Experiment Station. The survey also included Canadian households, and subsequent reports will present results for Canada as well as statistical analyses of specific results for both countries. The survey was intended to help identify market potential for various items of upholstered household furniture, and the results are therefore not dependent on short-term economic conditions. The economic recession in the United States since the 1989 survey does not affect the validity of results; market potential becomes suppressed demand in an economic downturn.

A bank of residential telephone numbers for the continental United States, excluding Alaska, was purchased from Survey Sampling, Inc., of Fairfield, Connecticut. Although the sampling design is basically systematic, results can be treated as if they were obtained from a simple random sample because of the way the numbers are selected. Each telephone number from the bank was dialed, and if it yielded an answer, any available adult (over 18 years old) household member was interviewed.¹ Four call-backs were attempted for unanswered/busy numbers before they were replaced. This procedure yielded 2,364 completed interviews. The number of interviews completed in each state is shown in Figure 1, and the

¹The unit of interest in the survey was a "household," and we assumed that any member 18 years of age or older could answer the questions for his or her household. However, the vast majority of actual respondents were heads of households or their spouses. Only 211 of the 2,364 households contained dependent children over the age of 18, and very few of these individuals supplied the information for the survey

distribution of respondents by county is depicted in Figure 2.

Objectives

The primary objective of the survey was to assess the potential for upholstered furniture sales in the United States for the next 4 to 5 years. Additional objectives were to ascertain who the potential buyers are in terms of demographics, to describe current furniture ownership, and to learn the preferences of furniture owners *vis-a-vis* their furniture.

Results

General results for the entire sample of 2,364 households are presented in the Appendix. These results can be generalized to all U.S. households with a maximum margin of error due to sampling of plus or minus 2 percent at an alpha level of 95 percent. In practical terms, an error of this magnitude means that if all households in the United States had been included in the survey, the results from our sample would be within two percentage points, plus or minus, of the total results 95 times out of 100.

General Result Highlights

Eighty-five percent of the households in our sample reported furniture ownership (see Appendix Item 1). Sofas are by far the most prevalent item of upholstered furniture; 96.5 percent of furniture-owning households have at least one, and 53.5 percent own two or more (Appendix Item 2). Nearly 40 percent of the households have had their oldest sofa for at least 10 years (Item 3). Only about 35 percent of furniture-owning households have loveseats, and fewer than 6 percent have more than one (item 4). Only one-fourth of the households with loveseats have had their oldest piece 10 years or longer (Item 5).

Recliner ownership occurs in 56.5 percent of

households owning furniture, but the majority of those households own only one (Item 6). Twenty-eight percent of households with recliners have owned the oldest one 10 or more years (Item 7). Upholstered rockers are least popular of the pieces inventoried; only 31.1 percent of households owning furniture have one (Item 8). Stationary chairs are considerably more numerous; 56.5 percent of households own at least one, and one-third own two or more (Item 10). However, households tend to keep these chairs longer; 46.4 percent have had their oldest chair 10 years or more, and nearly 35 percent have had their third oldest chair that long (Item 11).

About 53 percent of households currently owning furniture plan to purchase more in the next 4 to 5 years (Item 12). A few more plan to replace items than plan to purchase additional pieces, while about 10 percent plan to do both. Sofas will be the item most often replaced; nearly 22 percent of all U.S. households (79 percent of the "replacers") will replace at least one (Item 13). Loveseats, recliners, and stationary chairs will be replaced in about half of the replacing households, but only 22 percent plan to replace rockers (Items 14-17).

Before asking our furniture-owning respondents

about planned purchases of additional furniture items, we asked the 362 respondents who reported owning no furniture about their purchasing plans; 20.7 percent of them plan to buy some furniture in the next 4 to 5 years (Item 18). These 75 households were then included in our assessment of furniture additions. Once again, sofas will be the most-purchased item of upholstered furniture; nearly half of the households with plans to add furniture will buy a sofa (Item 19). Recliners will be next in popularity, followed closely by loveseats and stationary chairs (Items 20, 21, and 23). Rockers will be the least purchased item; only about eleven percent of households planning to add furniture will buy a rocker (Item 22).

What are the major obstacles to furniture purchasing perceived by the 1,300 households in our sample with no purchasing plans? A large majority—over 85 percent—consider their present furniture adequate (Item 24b); nearly 40 percent do not feel they can afford new furniture (Item 24a) while about one-fourth do not like current furniture styles and consider furniture a relatively unimportant matter (Items 24c and 24d).

Exposed wood is important to 40 percent of all households (Item 25), and two-thirds consider stain

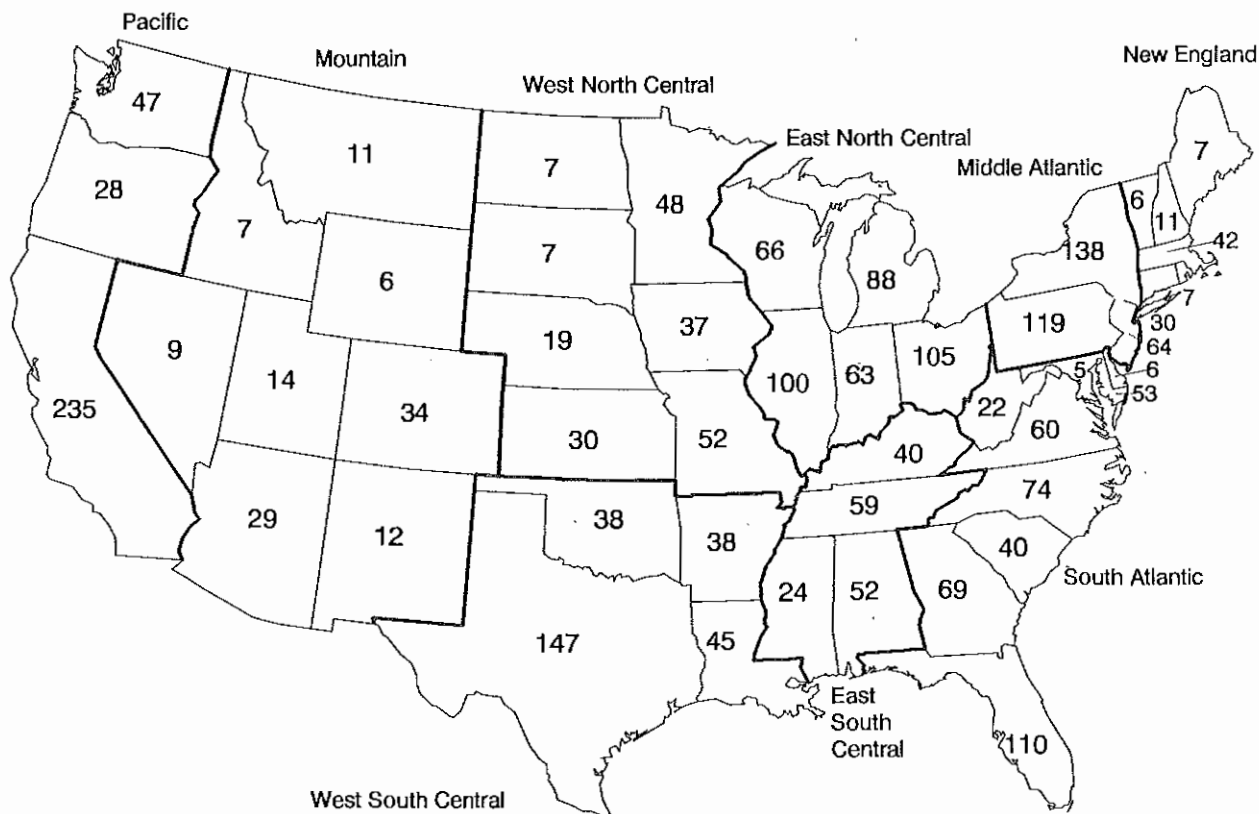


Figure 1. The distribution of 2,364 survey respondents by state and by census regions.

Distribution of Upholstered Furniture Consumer Study Respondents

Counties are Shaded According to Number of Respondents

Zero 1 - 5 6 - 19 20 and up

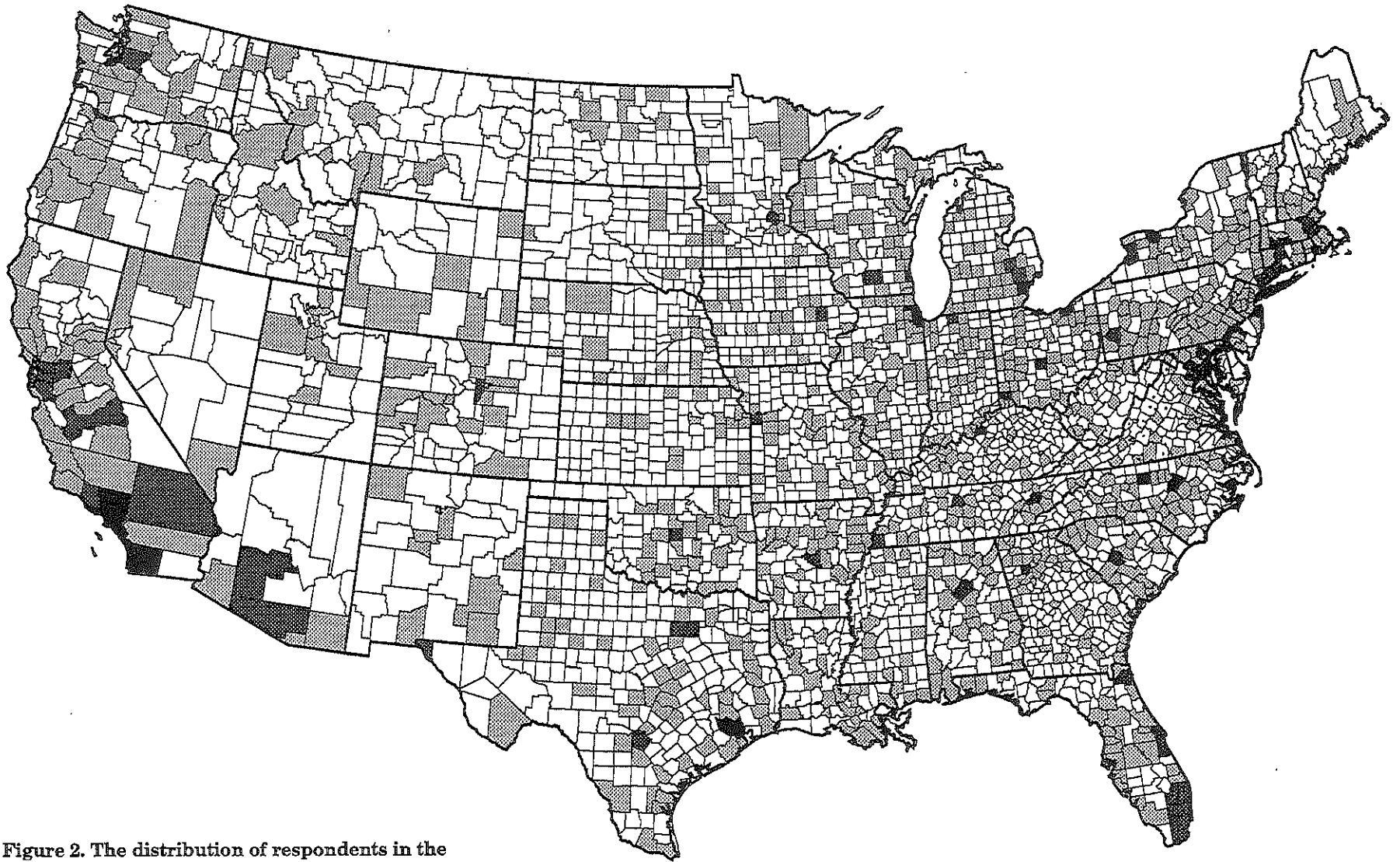


Figure 2. The distribution of respondents in the upholstered furniture consumer study by counties.

color to be important (Item 26), with a "medium" stain being the shade of choice by 42 percent (Item 27). Nearly 90 percent attach importance to the material used in upholstered furniture frames; wood is the near-unanimous choice among them (Items 28 and 29).

Appendix Items 30-37 show results of the demographic questions included in the survey. These items were selected on the basis of their frequent association with furniture buying behavior. In an analysis not included in this report, we found a strong statistical correlation between each of these demographic variables and reported furniture buying plans (Appendix Item 12). In the tables that follow, furniture ownership, preferences, and purchasing plans are examined against this demographic backdrop.

Result Highlights for Geographic Areas

Since the sample size in most states is too small to produce meaningful results, we decided to use Bureau of the Census regions as the major geographic subdivision for summarizing results. Boundaries of these nine regions are shown on Figure 1, and the states comprising each region are listed in a footnote to Table 1.

Based on an earlier analysis of retail sales² and on the number of observations in our survey, we also identified seven geographic areas that may be considered major markets for furniture sales. These areas are identified and results are arrayed for them in Table 2.

Census Region Highlights: Table 1

Although there are no dramatic differences in survey results between regions, several slight differences are noted that may have important marketing implications.

- The proportion of furniture-owning households planning purchases in the next 4 to 5 years ranges from 48.7 percent in Region 6 to 58.5 percent in Region 7. Although replacement plans are nearly equal in the two regions, households in Region 7 are more likely to plan additions.

- Loveseat ownership is most prevalent in Region 2 and least prevalent in Region 4. However, households in Region 4 own slightly more loveseats than households in Region 2 own.

- Recliner ownership is most prevalent in Region 6 and least prevalent in Region 2. Households in Region 8 own the most recliners per household.

- Stationary chair ownership is widely disparate. Forty-eight percent of the households in Region 9 own such chairs while 68 percent in Region 1 reported chair ownership.

- Loveseat additions will be particularly popular in Regions 4 and 7 over the next 4 to 5 years.

- Recliner additions will be most prevalent in Regions 7, 8, and 9.

Potential Market Area Highlights: Table 2

- The largest percentage of households planning furniture purchases is in Texas (58.7 percent) followed by California (57 percent).

- The best potential market for sofa sales in the next 4 to 5 years appears to be California. Nearly 22 percent of the households plan to add an average of about 1.4 sofas each, and about 32 percent plan to replace 1.3 sofas each. Good market potential also exists in the midwestern states of Illinois, Indiana, and Ohio.

- California shows good potential for loveseat sales over the next few years, although Florida will add more per household and the South Atlantic states (Georgia, South Carolina, North Carolina, and Virginia) will replace more. Washington/Oregon households have good potential for purchasing additional loveseats, but are among the lowest in planning replacement.

- Recliner ownership is above 50 percent in all areas except California (45.6%) and New York/New Jersey/Pennsylvania (45.2%). Again, California shows good market potential with 34 percent of households planning additions and 18 percent planning replacements. Thirty-five percent of households in Georgia/South Carolina/North Carolina/Virginia plan to add about 1.3 recliners each, but only 12 percent plan replacements.

- Market potential for upholstered rockers is not particularly strong in any of the areas; only about 12 percent of all households plan additions and fewer than 9 percent plan replacements. California and Texas are exceptions as far as additions are concerned, where more than 20 percent of households report plans to add one rocker each.

- Stationary chair ownership is above 50 percent for households in all areas except California, where 47 percent own such chairs. Market potential is good in the South Atlantic group of states, in the Midwest, and in California.

- Although wood is the overwhelming preference for frame material, nearly 12 percent of the households in Florida prefer other materials, and 6 percent of California households prefer metal frames.

²Bullard, S. H. 1990. The geography of U.S. home furnishings sales. *Furniture World* 120(5):28-33.

Results for Major Demographic Groups

The demographic characteristics of households in each of the nine census regions and in the U.S. are presented in Table 3. (Also, see Items 30-37 in the Appendix.) Tables 4 through 11 show the survey results arrayed by these demographic characteristics. These presentations are intended to further assist in the identification of types of households that show the greatest potential for upholstered furniture buying in the next 4 to 5 years.

Size of place of residence (Table 4)

- Households in towns and small cities with a population of 10,000 - 50,000 are most likely to have furniture buying plans. Rural nonfarm households also have ambitious buying expectations while households in large metropolitan areas lead in replacement plans.

- Households in large metropolitan areas (greater than one million population) will be the most active sofa buyers in the next 4 to 5 years. Although only 25 percent of the two sofas owned by each household are ten years old or older, 32 percent of the households will replace 1.3 of them. Plans for additions are more modest but still among the highest of the residential categories. Farm and ranch households tend to keep their sofas longer; nearly 40 percent are at least 10 years old.

- Loveseats will be a popular addition in rural nonfarm households; about 40 percent plan to add about one unit each. However, replacement plans are low among nonfarm and farm residents, even though greater than average percentages report older loveseats.

- As size of place of residence decreases, popularity of recliner ownership steadily increases. Recliners are very popular among all rural dwellers in both percentage of households owning and average number owned per household. However, urban residents will be more active recliner purchasers where 30 percent of households in cities of 50,000-100,000 will add and 23 percent of metropolitan area households will replace.

- While prospects for the upholstered rocking chair market are lowest of all furniture items included in the survey, households in large metropolitan areas and in mid-size (10,000-50,000) and small (fewer than 10,000) towns are slightly above national averages in their purchasing expectations.

- Stationary chair ownership is very evenly distributed across residential categories, but city residents own more chairs per household than their small town and rural counterparts. Plans for additions are fairly constant also, except in rural nonfarm

households where the percentage of those planning to make additions is about half the national figure. Farm and ranch households reported very ambitious plans for adding chairs; these households may add three chairs each in the next 4 to 5 years.

Household type (Table 5)

- Households with children present, whether headed by a couple or a single parent, have the most ambitious furniture buying plans. Nearly 30 percent of single parent households plan to replace furniture—the highest percentage with such expectations among all demographic categories. Couples with no children at home have the lowest buying expectations.

- Single persons have the most ambitious plans for adding sofas; 27 percent of those who currently own sofas plan to add an average 1.3 units in the next 4 to 5 years. However, households containing children are most likely to replace their sofas, even though the ones they have are not as old as those owned by the other household types.

- A big proportion of single parents and single persons will be shopping for additional loveseats in the near future, with each household planning to add about 1.2 units each. Single parent families will be the most active in replacing loveseats, although the number to be replaced per household is lowest among household types.

- There should be a good market for recliners among singles in the next few years; 40 percent of those households will add nearly 1.4 units each. Once again, however, families that include children are more likely to replace their recliners.

- Single parents plan to be the most active when it comes to adding and replacing rockers even though they are near the bottom in current rocker ownership. However, fewer than 10 percent of any of the households have replacement plans for their rocking chairs.

- Thirty percent of the singles households will add two stationary chairs each within 4 to 5 years, while 25 percent of single parents will replace one and two-thirds of their two present chairs.

- Although the majority of all households consider their present furniture adequate, financial deterrents to buying are important in more than 40 percent of all households except those of childless couples.

Age of respondent (Table 6)

- Among the demographic characteristics we examined, age of household adults is the best predictor of furniture buying plans. More than two-thirds of the respondents between 21 and 30 years of age report plans to buy furniture. As the age of respondents in-

creases, there is a steady decline in buying plans.

- The most active sofa buyers over the next 4 to 5 years will be those 50 years of age and younger. The percentage of households anticipating the purchase of additional sofas increases steadily as the age group of the respondent decreases. However, the greatest number of new sofas will be purchased by those in the 41- to 50-year age group. Percentage of households planning to replace sofas increases 10 points (from 22 to 32) between the under-20-year-old group and the 21- to 30-year group, levels off through the 41- to 50-year group, then begins to decline rapidly. However, the 1-in-10 households wherein the respondent was between 61 and 70 years of age have the most ambitious replacement plans; they will replace an average of nearly two sofas each.

- There should be a good market for loveseats in households where respondents are between 21 and 30 years of age; 55 percent of them will add 1.1 loveseats each, and 20 percent will replace about the same number. The same general pattern holds for all other furniture items, so it appears that these younger households will be a major factor in furniture sales.

Occupation (Table 7 and Table 8)

Since the interviews were conducted with any available adult household member, we asked for the occupation of both the respondent and, when applicable, the respondent's spouse. It should be pointed out that 60 percent of the respondents were female (see Table 3).³

- There is little variation in furniture ownership and purchasing plans between major occupational groups for the respondents or their spouses. Recliners are somewhat more popular with blue collar respondents—60 percent of their households own 1.5 each. However, addition and replacement plans are very similar across the three occupational groupings.

- Among respondents, sales and clerical workers are least satisfied with their present furniture, although nearly 82 percent still consider it adequate.

- Households wherein the respondent's spouse is employed in a sales or clerical job are most likely to add and replace loveseats in the next 4 to 5 years.

- Recliner ownership and purchasing plans are high for the blue collar households, although differences from the other groups are small.

³Although one might assume that the wife dominates in furniture-buying plans, one of the rare studies of purchasing decision-making that included a furniture item as the object of purchase found that the decision was "syncratic," or equally influenced by husband and wife. (E. H. Bonfield, "Perception of Marital Roles in Decision Processes: Replication and Extension," in H. Keith Hunt, ed., *Advances in Consumer Research*. Ann Arbor, MI. Association for Consumer Research, V. 302, 1978.)

- There will be a small but active group of stationary chair buyers in households where spouses are in sales and clerical jobs; only 5 percent of them will add chairs, but the mean is 2.75 chairs each.

- Finances are an important deterrent to purchasing furniture in households where the respondent's spouse is a blue collar worker.

Household income (Table 9)

- While furniture buying plans and income level obviously are correlated, there is not the steady increase in buying plans as income increases that one might expect. However, between 10 and 20 percent more of the higher income households (above \$25,000) expect to buy furniture than the lower income households (below \$10,000) expect to buy. The most noticeable difference in buying plans as one moves up the income scale is the percentage of households planning to both add and replace furniture.

- The households with higher incomes tend to own more pieces of furniture per household.

- More of the furniture owned by the lower income households is at least 10 years old.

- A much greater proportion of lower income households than higher income households plan to add loveseats in the next 4 to 5 years. This trait does not apply to any other furniture items.

Education (Tables 10 and 11)

- In general, the more highly educated households are more likely to buy furniture in the next 4 to 5 years. Sixty percent of the households wherein the respondent and/or the spouse have at least a college education plan to make purchases.

- Differences between education categories in ownership and purchasing plans of individual items of furniture are not obvious. Since education and income usually are closely correlated, results for these two variables are very similar.

Conclusions

Based upon the reported plans of respondents in our sample, nearly half (47.9 percent) of all households in the United States will buy some upholstered furniture in the next 4 to 5 years. About 20 percent plan to add furniture (including households not currently owning), 20 percent plan to replace, and 8 percent plan to do both. For individual furniture items, the percentage of households planning to purchase ranges from a low of 4.7 percent in the case of rocking chairs to a high of 35.1 percent for sofas. About one-fifth of all households plan to buy loveseats or recliners. Purchasing plans do not vary dramatically across major

geographic regions. However, households in Texas, the Midwest, California, and the South Atlantic states reported more ambitious buying plans than was reported by households in the Pacific Northwest, Florida, or the Northeast. The perception that their present furniture is adequate is the most important factor in dampening furniture-buying plans.

Demographically, households most likely to be planning to buy furniture are those that include children

and are headed by young, well-educated adults with a combined annual income in excess of \$25,000. Urban households wherein the adults are employed in professional or managerial occupations are slightly more apt than other households to have furniture buying plans. However, numerous exceptions to these generalizations have been noted, as the appeal of various furniture items differs among demographic groups.

Table 1. Upholstered household furniture ownership, purchasing plans, and preferences of U.S. households by census regions, 1989.

Characteristics	Regions ¹									
	1	2	3	4	5	6	7	8	9	U.S.
Number households contacted	103	321	422	200	439	175	268	122	310	2,360 ²
Number households reporting furniture ownership	94	250	367	176	370	150	219	114	258	1,998
Percent planning to add furniture	20.2	19.2	17.2	22.2	18.4	16.7	23.3	24.6	19.4	19.6
Percent planning to replace	20.2	23.2	24.8	21.0	23.5	26.7	27.4	21.9	24.8	24.1
Percent planning both	9.6	9.2	10.9	10.2	8.4	5.3	7.8	8.8	10.9	9.2
Percent owning sofas	94.7	94.4	97.0	97.7	97.0	96.0	98.6	96.5	96.5	96.6
Mean no. owned	1.96	1.96	1.90	1.84	1.92	1.72	1.63	1.82	2.02	1.88
Percent 10 years of age or older	30.5	31.2	28.6	35.6	27.9	28.2	28.1	37.0	26.4	29.7
Percent of owners planning to add in 4-5 years	16.9	22.0	21.3	20.9	19.2	11.1	22.2	15.5	21.3	19.8
Mean no. to be added	1.13	1.17	1.29	1.06	1.23	1.12	1.19	1.12	1.26	1.20
Percent of owners planning to replace in 4-5 years	25.8	25.4	29.2	23.8	24.2	26.4	26.9	22.7	30.5	26.5
Mean no. to be replaced	1.26	1.18	1.22	1.20	1.29	1.32	1.22	1.16	1.24	1.23
Percent owning loveseats	30.9	41.6	39.8	27.8	36.2	38.0	34.6	28.9	32.2	35.6
Mean no. owned	1.14	1.24	1.16	1.35	1.23	1.14	1.17	1.15	1.20	1.20
Percent 10 years of age or older	21.2	27.1	26.5	21.2	24.2	18.5	27.0	31.6	17.0	24.2
Percent of owners planning to add in 4-5 years	24.1	32.7	30.1	36.7	25.4	24.6	38.2	15.2	28.9	29.4
Mean no. to be added	1.14	1.09	1.16	1.00	1.20	1.08	1.06	1.00	1.05	1.08
Percent of owners planning to replace in 4-5 years	27.6	16.3	17.8	22.4	14.9	21.1	22.4	12.1	24.1	19.0
Mean no. to be replaced	1.12	1.06	1.08	1.00	1.20	1.08	1.06	1.00	1.05	1.08

Table 1 (continued). Upholstered furniture ownership, purchasing plans, and preferences of U.S. households by census regions, 1989.

Characteristics	Regions									
	1	2	3	4	5	6	7	8	9	U.S.
Percent owning recliners	52.1	45.2	61.9	63.6	54.6	64.7	61.6	55.3	50.0	56.4
Mean no. owned	1.47	1.44	1.44	1.58	1.45	1.32	1.49	1.65	1.44	1.46
Percent 10 years of age or older	26.4	30.1	24.8	33.9	16.0	21.9	20.9	30.8	20.4	24.0
Percent of owners planning to add in 4-5 years	18.4	26.5	25.1	25.0	24.3	14.4	30.4	34.9	30.2	25.6
Mean no. to be added	1.22	1.20	1.28	1.18	1.27	1.21	1.20	1.23	1.15	1.22
Percent of owners planning to replace in 4-5 years	14.3	14.2	19.4	17.9	15.3	16.5	15.6	11.1	20.2	16.7
Mean no. to be replaced	1.14	1.19	1.25	1.15	1.35	1.00	1.29	1.00	1.08	1.20
Percent owning rockers	25.5	22.4	34.3	37.5	32.4	32.0	34.2	36.0	25.6	31.1
Mean no. owned	1.33	1.43	1.52	1.32	1.45	1.31	1.47	1.51	1.33	1.40
Percent 10 years of age or older	34.4	48.8	44.1	40.2	37.4	36.5	41.8	43.5	31.8	40.3
Percent of owners planning to add in 4-5 years	20.8	8.9	11.1	10.6	7.5	12.5	3.3	4.9	13.6	11.1
Mean no. to be added	1.00	1.20	1.14	1.29	1.44	1.00	1.08	1.00	1.11	1.16
Percent of owners planning to replace in 4-5 years	4.2	8.9	7.9	4.5	10.8	6.2	4.0	12.2	6.1	7.6
Mean no. to be replaced	1.00	1.20	1.10	1.00	1.08	1.33	1.67	1.00	1.00	1.13
Percent owning stationary chairs	68.1	58.8	57.2	58.5	59.5	52.0	57.1	53.5	48.4	56.7
Mean no. owned	2.48	2.34	2.13	2.26	2.51	2.42	2.22	2.48	2.34	2.34
Percent 10 years of age or older	42.1	43.9	42.3	46.4	34.2	38.6	35.3	36.4	40.1	39.6
Percent of owners planning to add in 4-5 years	18.8	19.7	21.4	14.6	16.8	9.0	21.0	24.6	17.6	18.4
Mean no. to be added	1.75	1.66	1.96	1.80	1.81	1.43	2.00	2.20	1.91	1.87
Percent of owners plan to repl. in 4-5 years	26.6	13.6	19.5	14.6	16.4	19.2	14.5	13.1	16.0	16.8
Mean no. to be replaced	1.82	1.25	1.56	1.67	1.69	2.20	1.61	1.50	1.95	1.68

Table 1 (continued). Upholstered furniture ownership, purchasing plans, and preferences of U.S. households by census regions, 1989.

Characteristics	Regions									
	1	2	3	4	5	6	7	8	9	U.S.
Percent not planning to buy furniture Who-										
Can't afford	51.8	35.0	36.9	36.4	35.8	43.2	43.7	37.3	42.5	39.0
Consider present furniture adequate	94.6	76.0	86.7	90.7	85.8	87.5	81.7	89.8	90.4	85.8
Don't like new styles	28.6	23.0	25.3	19.6	28.3	29.8	25.4	28.8	28.7	26.2
Say furniture doesn't matter	25.0	27.3	28.4	28.0	28.7	32.7	27.5	20.3	31.1	28.4
Percent preferring exposed wood	35.9	34.0	40.3	41.0	43.6	49.1	44.0	36.9	37.4	40.4
Percent stain color important	62.1	62.6	68.7	68.5	66.2	58.9	69.8	72.1	69.4	66.8
Prefer light	26.6	25.9	15.2	16.8	19.3	13.6	17.6	15.9	24.2	19.4
Prefer medium	32.8	38.3	46.6	42.3	41.7	42.7	42.8	42.0	39.5	41.8
Prefer dark	35.9	32.3	35.2	38.0	33.8	38.8	38.5	38.6	31.6	35.2
Percent frame material important	89.3	87.2	89.1	91.5	90.0	87.4	88.8	88.5	85.2	88.5
Prefer wood	89.1	84.3	87.2	83.1	83.8	88.2	85.3	87.0	84.5	85.4
Prefer metal	3.3	3.6	3.7	3.8	4.8	2.6	5.5	1.9	4.9	4.1
Prefer fiberglass	1.1	0.7	0.5	1.1	2.5	0.7	1.3	0.9	1.1	1.2

¹Census region composition is as follows:

Region 1 (New England): Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut

Region 2 (Middle Atlantic): New York, New Jersey, Pennsylvania

Region 3 (East North Central): Ohio, Indiana, Illinois, Michigan, Wisconsin

Region 4 (West North Central): Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas

Region 5 (South Atlantic): Delaware, Maryland, District of Columbia, Virginia, North Carolina, South Carolina, Georgia, Florida, West Virginia

Region 6 (East South Central): Kentucky, Tennessee, Alabama, Mississippi

Region 7 (West South Central): Arkansas, Louisiana, Oklahoma, Texas

Region 8 (Mountain): Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada

Region 9 (Pacific): Washington, Oregon, California

²Although 2,364 households were contacted, information on geographic location/census region was not obtained in 4 households.

Table 2. Upholstered household furniture ownership, purchasing plans, and preferences of households in selected geographic areas of the U.S., 1989.

Characteristics	Geographic Areas							TOTALS
	WA/OR	CA	FL	TX	NY/NJ PA	GA/SC NC/VA	IL/IN OH	
Number households reporting	75	235	110	147	321	243	268	1399
Number reporting furniture ownership	65	193	99	126	250	204	236	1173
Percent planning to add furniture	20.0	19.2	18.2	19.0	19.2	21.6	15.7	18.8
Percent planning to replace	21.5	25.9	23.2	31.0	23.2	23.5	25.8	25.0
Percent planning both	7.7	11.9	6.1	8.7	9.2	10.3	12.3	10.1
Percent owning sofas	95.4	96.9	99.0	97.6	94.4	96.5	96.6	96.5
Mean no. owned	1.74	2.10	2.18	1.63	1.96	1.76	1.86	1.90
Percent 10 years old or older	33.3	24.7	17.7	31.3	31.2	31.1	26.1	27.9
Percent of owners planning to add in 4-5 years	19.4	21.9	13.3	15.4	22.0	24.9	20.6	20.6
Mean no. to be added	1.08	1.39	1.00	1.26	1.17	1.31	1.23	1.24
Percent of owners planning to replace in 4-5 years	27.4	31.5	19.4	30.9	25.4	25.9	32.5	28.1
Mean no. to be replaced	1.06	1.29	1.53	1.13	1.18	1.20	1.22	1.22
Percent owning loveseats	27.7	33.7	34.3	30.2	41.6	36.3	41.1	36.7
Mean no. owned	1.17	1.22	1.24	1.29	1.24	1.24	1.11	1.21
Percent 10 years old or older	23.8	16.5	11.9	36.7	27.1	20.8	22.2	23.1
Percent of owners planning to add in 4-5 years	38.9	26.2	8.8	26.2	32.7	36.5	22.7	28.1
Mean no. to be added	1.00	1.12	1.67	1.45	1.09	1.26	1.18	1.19
Percent of owners planning to replace in 4-5 years	11.1	27.7	14.7	23.7	16.3	12.2	21.6	18.8
Mean no. to be replaced	1.00	1.06	1.20	1.00	1.06	1.44	1.00	1.09
Percent owning recliners	63.1	45.6	52.5	57.1	45.2	55.9	64.8	54.0
Mean no. owned	1.46	1.43	1.60	1.46	1.44	1.38	1.40	1.43
Percent 10 years old or older	15.0	23.0	15.7	30.6	30.1	15.3	22.4	21.4
Percent of owners planning to add in 4-5 years	22.0	34.1	15.4	22.2	26.5	35.1	21.6	26.2
Mean no. to be added	1.22	1.13	1.25	1.19	1.20	1.28	1.18	1.20
Percent of owners planning to replace in 4-5 years	24.4	18.2	25.0	20.8	14.2	12.3	20.3	17.3
Mean no. to be replaced	1.10	1.06	1.46	1.00	1.19	1.36	1.26	1.21

Table 2 (continued). Upholstered household furniture ownership, purchasing plans, and preferences of households in selected geographic areas of the U.S., 1989.

Characteristics	Geographic Areas							TOTALS
	WA/OR	CA	FL	TX	NY/NJ PA	GA/SC NC/VA	IL/IN OH	
Percent owning rockers	43.1	19.7	32.3	26.2	22.4	30.9	31.4	27.9
Mean no. owned	1.46	1.24	1.50	1.53	1.43	1.48	1.38	1.43
Percent 10 years old or older	36.6	27.7	35.4	47.3	48.8	37.6	45.1	41.0
Percent of owners planning to add in 4-5 years	3.6	21.1	3.1	24.2	8.9	9.5	12.2	11.6
Mean no. to be added	1.00	1.12	1.00	1.00	1.20	1.50	11.1	1.21
Percent of owners planning to replace in 4-5 years	3.6	7.9	12.5	6.1	8.9	9.5	9.5	8.6
Mean no. to be replaced	1.00	1.00	1.25	1.50	1.20	1.00	1.14	1.14
Percent owning stationary chairs	52.3	47.2	53.5	56.3	58.8	56.9	56.4	55.0
Mean no. owned	1.85	2.52	2.42	2.49	2.34	2.56	2.18	2.37
Percent 10 years old or older	57.1	35.4	30.5	37.5	43.9	39.7	41.7	40.1
Percent of owners planning to add in 4-5 years	11.8	19.8	15.1	16.9	19.7	22.4	18.8	18.9
Mean no. to be added	1.00	2.11	1.88	1.75	1.66	1.77	1.76	1.77
Percent of owners planning to replace in 4-5 years	8.8	18.7	14.3	16.9	13.6	17.2	20.3	16.6
Mean no. to be replaced	1.33	2.06	1.62	1.67	1.25	1.70	1.63	1.64
Percent not planning to buy furniture Who--								
Can't afford	25.0	48.8	27.3	51.3	35.0	37.7	38.5	38.7
Consider present furniture adequate	90.9	90.2	86.4	86.8	76.0	83.8	87.4	84.6
Don't like new styles	20.5	31.7	34.8	28.9	23.0	26.9	26.6	27.2
Say Furniture doesn't matter	31.8	30.9	34.8	25.0	27.3	28.5	30.1	29.3
Percent preferring exposed wood	34.7	38.3	39.1	39.5	34.0	48.1	39.2	39.2
Percent stain color important	68.0	69.8	66.4	70.7	62.6	72.0	67.2	67.8
Prefer light	15.7	26.8	23.3	22.1	25.9	16.6	14.4	21.0
Prefer medium	47.1	37.2	41.1	38.5	38.3	41.1	47.8	42.9
Prefer dark	31.4	31.7	30.1	37.5	32.3	37.1	34.4	35.3
Percent frame material important	85.3	85.1	86.4	89.1	87.2	91.4	90.3	88.2
Prefer wood	85.9	84.0	80.0	86.3	84.3	87.4	88.0	85.5
Prefer metal	1.6	6.0	8.4	2.3	3.6	2.7	3.7	4.0
Prefer fiberglass	1.6	1.0	3.2	1.5	0.7	1.4	0.4	1.1

Table 3. Selected demographic characteristics of U.S. households by census region, 1989.

Characteristics	Regions									
	1	2	3	4	5	6	7	8	9	U.S.
	-----percent-----									
Place of residence										
Major metro (>1MM)	6.0	14.6	16.5	14.6	15.7	4.7	15.1	20.0	24.3	15.6
Smaller metro (100M-1MM)	17.0	14.6	15.3	16.1	20.5	21.5	19.7	17.5	25.2	18.7
Small city (50M-100M)	18.0	14.9	15.8	13.6	16.6	17.4	15.1	18.3	15.0	15.8
Town, 10-50M	33.0	22.5	19.7	19.6	20.7	18.6	16.6	18.3	17.9	20.1
Town, <10M	18.0	17.1	17.7	18.6	12.4	9.9	12.4	12.5	10.6	14.4
Rural, non-farm	7.0	11.1	8.9	7.5	7.6	15.1	12.7	4.2	4.3	8.8
Farm/ranch	1.0	3.2	4.6	8.5	4.4	8.1	6.9	9.2	1.3	4.9
Household type										
Couple, no children	29.1	24.1	31.4	30.5	30.1	32.9	32.1	31.5	27.8	29.7
Couple, w/children	46.8	52.6	46.7	49.7	53.7	49.3	45.7	45.4	44.1	48.7
Single parent w/child	13.9	9.3	8.7	9.0	5.8	7.5	12.2	11.1	10.3	9.1
Single person	7.66	10.4	8.2	8.4	7.9	6.2	8.1	9.3	12.2	8.9
Respondent's age--										
<21	5.0	5.7	4.4	2.5	5.3	4.7	3.9	2.5	5.7	4.6
21-30	18.0	22.2	24.5	28.9	27.0	18.8	24.7	22.5	23.7	24.1
31-40	26.0	25.4	29.3	27.4	23.0	23.5	28.6	25.8	30.0	26.7
41-50	17.0	18.4	12.8	15.2	17.7	21.2	17.0	17.5	17.7	16.9
51-60	15.0	10.5	9.0	7.1	11.1	7.1	12.4	15.8	7.7	10.1
61-70	9.0	10.2	11.4	10.2	9.0	15.9	5.4	8.3	7.3	9.5
71-80	8.0	4.1	5.1	6.6	4.4	4.7	5.0	3.3	5.7	5.0
>80	0	1.3	1.0	0.5	0.5	1.8	2.3	0.8	0.3	0.9
Occupation--										
Professional/managerial	41.2	30.6	35.7	38.0	35.5	23.1	30.1	31.9	37.0	33.8
Sales/Clerical	9.8	8.6	14.0	13.6	8.2	8.2	8.3	18.1	8.3	10.4
Blue collar	47.1	44.0	51.2	48.3	44.4	66.3	55.6	48.6	42.7	48.9
Spouse's occupation--										
Professional/managerial	39.2	37.1	29.6	29.7	35.4	21.4	26.4	25.0	40.1	32.1
Sales/clerical	9.8	8.6	14.0	13.6	8.2	8.2	8.3	18.1	8.3	10.4
Blue collar	47.1	44.0	52.1	48.3	44.4	66.3	55.6	48.6	42.7	48.9

Table 3 (continued). Selected demographic characteristics of U.S. households by census region, 1989.

Characteristics	Regions									
	1	2	3	4	5	6	7	8	9	U.S.
	-----percent-----									
Family income--										
<\$5,000	2.0	2.2	4.4	2.6	2.8	3.6	1.6	2.5	4.0	3.0
\$5,000-\$10,000	4.0	3.2	5.6	6.2	4.6	9.5	6.6	2.5	6.4	5.7
\$10,000-\$15,000	4.0	5.7	5.6	6.2	4.6	9.5	6.6	2.5	6.4	5.7
\$15,000-\$25,000	14.1	10.1	11.1	7.4	12.3	11.9	15.1	21.8	11.0	13.0
\$25,000-\$35,000	13.1	17.5	17.9	18.5	14.6	11.9	15.5	19.3	16.7	16.3
\$35,000-\$50,000	16.2	12.1	14.5	14.5	14.6	12.5	13.2	13.2	15.4	14.0
>\$50,000	20.2	17.5	15.7	15.7	16.9	8.3	12.8	12.8	18.4	15.4
Years of schooling--										
0-6	0	1.9	1.7	0	1.4	3.0	1.6	0	0.3	1.3
7-11	3.0	8.6	10.9	6.7	13.3	18.5	15.2	8.4	8.4	10.9
12	35.4	36.1	36.6	32.5	31.9	35.1	29.6	34.5	29.8	33.3
13-15	29.3	27.2	24.5	28.9	25.6	26.8	31.1	33.6	26.8	27.3
16	16.2	13.7	15.3	18.0	17.7	10.7	14.4	13.4	19.1	15.8
17+	16.2	11.5	10.2	13.9	10.0	6.0	7.0	10.1	14.4	10.8
Years of schooling, spouse--										
0-6	3.3	2.4	2.5	0.8	3.6	4.2	4.1	1.2	0.5	2.6
7-11	5.0	6.3	7.0	6.1	9.2	17.8	11.8	6.1	11.1	9.0
12	38.3	37.5	42.6	38.6	38.3	35.6	34.1	37.8	34.9	37.9
13-15	20.0	15.4	20.4	22.0	22.1	22.0	17.1	25.6	19.0	20.1
16	23.3	18.3	14.4	21.2	18.5	8.5	20.0	19.5	20.6	17.9
17+	10.0	17.3	11.3	11.4	5.9	5.1	6.5	8.5	10.6	9.8
Respondent's sex--										
Male	32.0	33.7	34.5	38.7	39.6	36.0	35.6	33.6	42.0	36.8
Female	68.0	66.0	65.2	60.7	60.1	64.0	64.4	66.4	57.3	63.0

The number of cases upon which these percentages are based varies by category because of missing data, refusals, "don't know," etc. The number of households contacted, as shown in Table 1, can be used to obtain an estimate of the number of cases in each category.

Table 4. Upholstered household furniture ownership, purchasing plans, and preferences of U.S. households by size of place of residence, 1989.

Characteristics	Size of Place of Residence							
	>1MM	100M-1MM	50M-100M	10M-50M	<10M	Rural non-fin	Farm-Ranch	U.S. total
Number households reporting	363	433	368	468	334	204	113	2281
Number reporting furniture ownership	310	376	310	398	271	177	98	1940
Percent planning to add furniture	14.5	21.0	22.3	21.4	18.1	20.9	18.4	19.9
Percent planning to replace furniture	28.1	24.2	19.0	25.9	24.4	24.3	22.4	24.6
Percent planning both	11.6	8.5	10.0	9.5	6.6	9.0	8.2	9.2
Percent owning sofas	98.1	96.0	94.8	97.5	96.7	96.0	98.0	96.6
Mean no. owned	1.97	1.94	1.82	1.84	1.84	1.80	1.95	1.88
Percent 10 yrs. old or older	25.0	29.3	27.9	27.9	35.1	33.0	38.5	29.7
Percent of owners planning to add in 4-5 yrs.	19.7	19.9	24.1	20.1	17.9	14.1	19.8	19.8
Mean no. to be added	1.27	1.31	1.17	1.17	1.15	1.12	1.21	1.21
Percent of owners planning to replace in 4-5 yrs.	32.2	28.0	22.8	28.1	24.0	24.1	22.9	26.7
Mean no. to be replaced	1.31	1.34	1.16	1.18	1.16	1.12	1.23	1.23
Percent owning loveseats	36.8	35.9	34.5	38.2	33.6	29.9	36.7	35.5
Mean no. owned	1.21	1.26	1.10	1.22	1.27	1.11	1.17	1.20
Percent 10 yrs. old or older	20.3	22.4	22.0	24.3	28.4	25.4	28.6	23.8
Percent of owners planning to add in 4-5 yrs.	26.3	31.9	34.6	26.3	26.4	39.6	27.8	29.8
Mean no. to be added	1.10	1.23	1.08	1.12	1.17	1.05	1.00	1.13
Percent of owners planning to replace in 4-5 yrs.	21.1	25.2	16.8	19.7	15.4	15.1	11.1	19.2
Mean no. to be replaced	1.04	1.15	1.22	1.03	1.07	1.00	1.00	1.09
Percent owning recliners	45.2	54.3	53.2	59.0	60.1	67.2	68.4	56.4
Mean no. owned	1.36	1.49	1.49	1.39	1.42	1.53	1.79	1.46
Percent 10 yrs. old or older	17.4	27.5	20.7	23.9	24.7	22.0	33.3	23.9
Percent of owners planning to add in 4-5 yrs.	25.0	25.9	29.7	25.5	25.8	24.4	23.9	26.0
Mean no. to be added	1.29	1.15	1.24	1.20	1.26	1.21	1.25	1.22
Percent of owners planning to replace in 4-5 yrs.	22.9	18.5	12.1	16.6	14.7	17.6	14.9	16.8
Mean no. to be replaced	1.03	1.16	1.40	1.18	1.08	1.19	1.30	1.17

Table 4 (continued). Upholstered household furniture ownership, purchasing plans, and preferences of U.S. households by size of place of residence, 1989.

Characteristics	Size of Place of Residence							
	1MM	100M-1MM	50M-100M	10M-50M	<10M	Rural non-fm	Farm-Ranch	U.S. total
Percent owning rockers	20.0	28.0	31.3	31.7	36.5	36.7	45.9	31.1
Mean no. owned	1.29	1.44	1.26	1.47	1.35	1.48	1.76	1.41
Percent 10 yrs. old or older	38.8	38.2	35.2	47.0	39.6	36.5	46.8	40.6
Percent of owners planning to add in 4-5 yrs.	16.1	9.2	10.3	8.7	15.2	10.8	6.7	10.9
Mean no. to be added	1.20	1.10	1.10	1.09	1.27	1.14	1.00	1.15
Percent of owners planning to replace in 4-5 yrs.	9.7	7.3	8.2	11.9	3.0	6.2	4.4	7.5
Mean no. to be replaced	1.00	1.12	1.00	1.27	1.00	1.25	1.00	1.13
Percent owning stationary chairs	58.4	59.0	58.1	58.3	50.6	53.1	55.1	56.7
Mean no. owned	2.45	2.54	2.38	2.22	2.11	2.28	1.94	2.32
Percent 10 yrs. old or older	40.4	42.4	34.1	38.8	47.8	36.0	42.9	40.0
Percent of owners planning to add in 4-5 yrs.	20.4	18.9	22.8	18.9	18.2	9.6	16.7	18.8
Mean no. to be added	2.00	1.83	1.73	1.66	1.96	1.67	3.00	1.88
Percent of owners planning to replace in 4-5 yrs.	14.9	14.9	18.3	21.1	16.8	13.8	16.7	17.0
Mean no. to be replaced	1.59	2.21	1.48	1.43	1.39	2.00	1.89	1.66
Percent not planning to buy furniture Who--								
Can't afford	35.8	40.4	40.3	40.1	38.1	40.0	43.9	39.4
Consider present furniture adequate	89.5	87.8	85.9	85.8	81.7	87.8	83.3	86.2
Don't like new styles	25.8	23.5	26.1	27.9	25.9	31.3	21.2	26.1
Say furniture doesn't matter	31.6	24.3	29.6	31.6	20.3	31.3	31.8	28.1
Percent preferring exposed wood	38.6	38.1	41.5	40.4	40.4	42.6	46.9	40.4
Percent stain color important	66.4	69.3	69.7	68.2	64.4	65.2	64.6	67.4
Prefer light	20.7	16.7	18.4	18.5	18.1	24.1	20.5	19.0
Prefer medium	38.6	40.2	45.1	44.2	40.5	42.9	39.7	41.9
Prefer dark	34.0	39.7	34.1	34.2	38.6	30.1	37.0	35.6
Percent frame material important	89.5	90.3	88.5	87.6	87.1	89.7	92.9	89.0
Prefer wood	81.5	88.2	87.0	85.4	85.2	86.9	83.8	85.6
Prefer metal	4.0	2.6	5.6	4.6	4.1	2.2	3.8	3.9
Prefer fiberglass	1.5	1.0	0.3	2.0	0.3	1.6	0	1.1

Table 5. Upholstered household furniture ownership, purchasing plans, and preferences of U.S. households by household type, 1989.

Characteristics	Household Type				
	Couple, no children	Couple w/children	Single parent	Single person	U.S. Total
Number households reporting	591	969	182	176	1918
Number reporting furniture ownership	626	830	151	128	1635
Percent planning to add furniture	17.5	20.0	21.9	20.3	20.2
Percent planning to replace	22.1	26.7	29.1	24.2	26.0
Percent planning both	7.4	11.7	9.3	8.6	10.1
Percent owning sofas	96.6	97.5	97.4	97.7	97.2
Mean no. owned	1.83	2.05	1.61	1.78	1.92
Percent 10 yrs. old or older	36.2	24.3	27.4	28.3	28.5
Percent of owners planning to add in 4-5 yrs.	15.2	21.0	21.1	27.2	19.6
Mean no. to be added	1.22	1.15	1.08	1.32	1.20
Percent of owners planning to replace in 4-5 yrs.	21.7	31.6	33.3	24.8	28.1
Mean no. to be replaced	1.22	1.24	1.24	1.39	1.25
Percent owning loveseats	31.2	42.5	36.4	35.2	37.7
Mean no. owned	1.18	1.24	1.11	1.09	1.20
Percent 10 yrs. old or older	26.8	20.8	27.9	22.4	23.1
Percent of owners planning to add in 4-5 yrs.	23.2	23.2	40.0	53.3	26.9
Mean no. to be added	1.13	1.10	1.27	1.21	1.14
Percent of owners planning to replace in 4-5 yrs.	14.6	20.9	29.1	20.0	19.7
Mean no. to be replaced	1.12	1.08	1.06	1.11	1.09
Percent owning recliners	61.6	57.8	49.0	50.8	57.7
Mean no. owned	1.51	1.48	1.36	1.45	1.48
Percent 10 yrs. old or older	27.4	18.6	32.7	23.4	23.0
Percent of owners planning to add in 4-5 yrs.	16.9	27.3	31.1	40.0	24.9
Mean no. to be added	1.27	1.17	1.18	1.38	1.22
Percent of owners planning to replace in 4-5 yrs.	14.5	17.9	25.7	18.5	17.4
Mean no. to be replaced	1.30	1.22	1.05	1.25	1.23

Table 5 (continued). Upholstered household furniture ownership, purchasing plans, and preferences of U.S. households by household type, 1989.

Characteristics	Household Type				
	Couple, no children	Couple w/children	Single parent	Single person	U.S. Total
Percent owning rockers	33.3	32.9	28.5	28.1	32.2
Mean no. owned	1.47	1.39	1.26	1.58	1.42
Percent 10 yrs. old or older	44.0	36.9	44.4	33.3	39.6
Percent of owners planning to add in 4-5 yrs.	9.1	8.1	23.3	13.9	10.1
Mean no. to be added	1.12	1.14	1.50	1.00	1.19
Percent of owners planning to replace in 4-5 yrs.	6.9	8.4	9.3	2.8	7.6
Mean no. to be replaced	1.17	1.09	1.25	1.00	1.12
Percent owning stationary chairs	58.2	56.7	54.0	52.3	56.7
Mean no. owned	2.47	2.31	2.05	2.40	2.34
Percent 10 yrs. old or older	49.5	35.7	38.2	28.6	37.9
Percent of owners planning to add in 4-5 yrs.	16.9	17.4	20.5	29.9	18.4
Mean no. to be added	1.94	1.80	1.65	2.00	1.85
Percent of owners planning to replace in 4-5 yrs.	12.1	19.3	25.3	13.4	17.0
Mean no. to be replaced	1.59	1.69	1.67	1.67	1.66
Percent not planning to buy furniture Who--					
Can't afford	30.2	43.8	44.9	46.8	39.5
Consider present furniture adequate	87.4	87.2	85.4	75.5	86.0
Don't like new styles	26.4	26.5	23.6	25.5	26.1
Say furniture doesn't matter	29.6	25.7	24.7	32.0	27.6
Percent preferring exposed wood	38.4	40.5	37.9	36.4	39.2
Percent stain color important	68.7	68.0	63.7	65.3	67.6
Prefer light	17.5	19.4	17.2	23.5	19.0
Prefer medium	39.7	44.9	42.2	33.0	42.0
Prefer dark	37.9	32.5	37.9	41.7	35.5
Percent frame material important	88.8	89.8	89.0	83.5	88.8
Prefer wood	86.1	87.0	85.2	74.1	85.4
Prefer metal	4.0	3.7	4.9	8.2	4.3
Prefer fiberglass	0	1.3	1.9	2.7	1.1

Table 6. Upholstered household furniture ownership, purchasing plans, and preferences of U.S. households by respondent's age, 1989.

Characteristics	Respondent's Age								U.S. Total
	<20	21-30	31-40	41-50	51-60	61-70	71-80	>80	
Number households reporting	108	557	616	391	234	220	116	22	2261
Number reporting furniture ownership	74	436	527	346	213	202	104	19	1927
Percent planning to add furniture	27.0	29.4	23.0	18.2	8.9	10.9	5.8	5.3	20.0
Percent planning to replace	24.3	25.0	26.8	28.0	26.3	17.3	11.5	0	24.6
Percent planning both	8.1	12.8	12.5	9.2	5.6	2.5	0	0	9.3
Percent owning sofas	95.9	95.9	97.3	97.7	97.7	96.5	96.2	84.2	96.5
Mean no. owned	1.99	1.76	1.87	2.01	1.97	1.84	1.71	1.44	1.87
Percent 10 yrs. old or older	34.0	23.5	22.2	28.3	39.0	40.4	61.4	56.5	30.2
Percent of owners planning to add in 4-5 yrs.	32.4	32.1	23.0	17.8	9.1	7.2	3.0	0	19.9
Mean no. to be added	1.17	1.22	1.19	1.32	1.05	1.14	1.00	0	1.21
Percent of owners planning to replace in 4-5 yrs.	22.5	32.3	32.7	32.2	19.7	10.8	6.0	0	26.7
Mean no. to be replaced	0.75	1.19	1.25	1.22	1.17	1.95	1.33	0	1.23
Percent owning loveseats	48.6	41.1	36.1	38.7	34.7	24.8	15.4	31.6	35.5
Mean no. owned	1.31	1.14	1.23	1.26	1.23	1.12	1.00	1.00	1.20
Percent 10 yrs. old or older	19.1	17.0	17.1	29.6	31.9	37.5	50.0	33.3	23.5
Percent of owners planning to add in 4-5 yrs.	41.7	55.3	27.9	20.9	8.1	12.0	0	0	30.2
Mean no. to be added	1.13	1.10	1.21	1.11	1.00	1.00	0	0	1.13
Percent of owners planning to replace in 4-5 yrs.	19.4	20.1	22.6	25.4	5.4	8.0	6.3	0	18.8
Mean no. to be replaced	1.29	1.08	1.07	1.09	1.00	1.00	1.00	0	1.09
Percent owning recliners	63.5	47.5	52.6	57.5	61.5	72.3	61.5	63.2	56.2
Mean no. owned	1.64	1.34	1.42	1.78	1.52	1.62	1.48	1.33	1.52
Percent 10 yrs. old or older	16.9	18.1	17.0	17.8	35.2	32.9	32.6	50.0	23.1
Percent of owners planning to add in 4-5 yrs.	40.4	54.6	31.0	21.1	9.2	6.2	1.6	0	26.0
Mean no. to be added	1.26	1.27	1.21	1.14	1.08	1.22	1.00	0	1.22
Percent of owners planning to replace in 4-5 yrs.	17.0	19.3	20.9	17.1	16.0	13.7	4.7	0	16.9
Mean no. to be replaced	1.50	1.18	1.16	1.09	1.43	1.20	1.33	0	1.20

Table 6 (continued). Upholstered household furniture ownership, purchasing plans, and preferences of U.S. households by respondent's age, 1989.

Characteristics	Respondent's Age								U.S. Total
	<20	21-30	31-40	41-50	51-60	61-70	71-80	>80	
Percent owning rockers	25.7	26.6	28.5	28.6	34.3	43.1	46.2	42.1	31.1
Mean no. owned	2.21	1.19	1.39	1.39	1.52	1.40	1.60	1.25	1.41
Percent 10 yrs. old or older	23.8	31.2	36.5	41.3	44.1	48.4	57.1	70.0	40.8
Percent of owners planning to add in 4-5 yrs.	21.1	24.1	10.7	11.1	5.5	3.4	0	0	11.0
Mean no. to be added	1.25	1.14	1.12	1.09	1.25	1.33	0	0	1.15
Percent of owners planning to replace in 4-5 yrs.	0	11.2	10.0	11.1	4.1	4.6	2.0	0	7.8
Mean no. to be replaced	0	1.00	1.27	1.18	1.33	1.25	1.00	0	1.17
Percent owning stationary chairs	55.4	52.3	54.3	59.5	64.3	56.4	62.5	52.6	56.4
Mean no. owned	2.78	1.84	2.12	2.39	2.80	2.76	2.55	3.10	2.33
Percent 10 yrs. old or older	18.4	27.4	27.4	41.7	60.0	53.0	75.3	58.1	41.4
Percent of owners planning to add in 4-5 yrs.	34.1	32.0	22.4	16.9	10.2	4.4	1.5	10.0	19.0
Mean no. to be added	2.07	1.81	1.84	1.94	1.71	2.40	1.00	2.00	1.86
Percent of owners planning to replace in 4-5 yrs.	14.6	24.1	20.6	16.9	15.3	2.6	7.7	0	16.9
Mean no. to be replaced	2.17	1.62	1.73	1.66	1.14	1.33	1.60	0	1.62
Percent not planning to buy furniture Who--									
Can't afford	47.4	43.7	42.7	39.0	34.7	27.4	40.8	23.8	39.4
Consider present furniture adequate	84.2	85.8	82.6	87.7	92.0	84.5	89.8	85.7	85.4
Don't like new styles	33.3	29.6	22.6	26.6	22.7	24.4	31.6	23.8	26.1
Say furniture doesn't matter	28.1	31.6	24.3	28.6	23.3	28.6	38.8	14.3	28.1
Percent preferring exposed wood	36.1	42.5	40.9	36.3	36.3	43.2	43.1	63.6	39.9
Percent stain color important	52.8	68.0	69.8	68.5	65.0	68.6	60.3	72.7	67.3
Prefer light	24.6	21.6	17.0	17.2	19.1	19.9	15.7	18.8	18.9
Prefer medium	31.6	40.4	43.0	45.5	42.8	42.4	42.9	31.2	42.2
Prefer dark	40.4	35.9	37.4	31.7	32.9	34.4	37.1	37.5	35.4
Percent frame material important	71.3	89.0	88.8	91.8	90.6	89.5	90.5	86.4	88.9
Prefer wood	85.7	86.9	85.0	85.8	85.8	85.3	82.9	78.9	85.6
Prefer metal	5.2	4.4	4.2	2.8	3.8	4.1	4.8	5.3	4.0
Prefer Fiberglass	1.3	0.8	1.6	0.8	0.9	1.5	0.9	0	1.1

Table 7. Upholstered household furniture ownership, purchasing plans, and preferences of U.S. households by respondent's occupation, 1989.

Characteristics	Respondent's Occupation			
	Professional/ Managerial	Sales/clerical	Blue Collar	U.S. Total
Number households reporting	723	347	863	1933
Number reporting furniture ownership	637	298	715	1650
Percent planning to add furniture	20.7	19.5	18.3	19.5
Percent planning to replace	23.2	26.2	25.0	24.5
Percent planning both	10.7	7.7	8.5	9.2
Percent owning sofas	96.4	97.3	96.6	96.7
Mean no. owned	1.99	1.81	1.79	1.87
Percent 10 yrs. old or older	31.5	29.5	28.6	30.0
Percent of owners planning to add in 4-5 yrs.	20.2	18.6	18.4	19.1
Mean no. to be added	1.24	1.20	1.19	1.21
Percent of owners planning to replace in 4-5 yrs.	26.7	26.6	27.8	27.1
Mean no. to be replaced	1.19	1.29	1.27	1.24
Percent owning loveseats	83.1	88.9	35.0	25.0
Mean no. owned	1.25	1.17	1.20	1.21
Percent 10 yrs. old or older	27.3	20.6	23.7	24.5
Percent of owners planning to add in 4-5 yrs.	29.9	31.0	30.0	30.2
Mean no. to be added	1.13	1.14	1.09	1.11
Percent of owners planning to replace in 4-5 yrs.	17.1	21.6	21.6	19.9
Mean no. to be replaced	1.11	1.08	1.09	1.10
Percent owning recliners	53.8	49.3	60.0	55.7
Mean no. owned	1.43	1.48	1.50	1.47
Percent 10 yrs. old or older	28.4	19.7	21.0	23.4
Percent of owners planning to add in 4-5 yrs.	26.5	26.5	27.0	26.8
Mean no. to be added	1.21	1.18	1.16	1.18
Percent of owners planning to replace in 4-5 yrs.	16.3	17.7	17.5	17.1
Mean no. to be replaced	1.11	1.19	1.23	1.18

Table 7 (continued). Upholstered household furniture ownership, purchasing plans, and preferences of U.S. households by respondent's occupation, 1989.

Characteristics	Respondent's Occupation			
	Professional/ Managerial	Sales/Clerical	Blue Collar	U.S. Total
Percent owning rockers	28.4	31.2	32.4	30.7
Mean no. owned	1.43	1.37	1.42	1.42
Percent 10 yrs. old or older	44.8	34.6	41.0	41.3
Percent of owners planning to add in 4-5 yrs.	12.7	12.9	9.9	11.4
Mean no. to be added	1.09	1.00	1.22	1.12
Percent of owners planning to replace in 4-5 yrs.	8.8	10.8	6.5	8.1
Mean no. to be replaced	1.12	1.10	1.13	1.12
Percent owning stationary chairs	59.7	59.7	52.4	56.5
Mean no. owned	2.39	2.25	2.31	2.33
Percent 10 yrs. old or older	44.3	44.2	34.9	40.5
Percent of owners planning to add in 4-5 yrs.	19.5	16.9	19.5	19.0
Mean no. to be added	1.82	1.77	1.95	1.86
Percent of owners planning to replace in 4-5 yrs.	15.8	16.9	20.0	17.7
Mean no. to be replaced	1.55	1.50	1.95	1.72
Percent not planning to buy furniture Who--				
Can't afford	36.6	41.1	40.7	39.3
Consider present furniture adequate	89.7	81.6	87.9	87.4
Don't like new styles	23.9	27.0	27.2	26.0
Say furniture doesn't matter	30.2	25.9	27.4	28.2
Percent preferring exposed wood	36.9	39.8	42.4	39.9
Percent stain color important	71.4	67.1	62.1	66.0
Prefer light	19.0	22.3	17.4	18.9
Prefer medium	41.9	42.9	39.4	41.0
Prefer dark	35.3	32.2	39.8	36.6
Percent frame material important	89.8	89.3	88.6	89.2
Prefer wood	85.5	85.8	84.8	85.3
Prefer metal	3.4	4.2	4.4	4.0
Prefer fiberglass	1.2	3.2	1.7	1.3

Table 8. Upholstered household furniture ownership, purchasing plans, and preferences of U.S. households by respondent's spouse's occupation, 1989.

Characteristics	Spouse's Occupation			
	Professional/ Managerial	Sales/Clerical	Blue Collar	U.S. Total
Number households reporting	426	138	648	1212
Number reporting furniture ownership	384	123	559	1066
Percent planning to add furniture	20.6	17.9	18.4	19.1
Percent planning to replace	23.7	27.6	25.9	25.3
Percent planning both	12.2	6.5	9.3	10.0
Percent owning sofas	97.4	96.7	97.9	97.6
Mean no. owned	2.18	1.93	1.74	1.92
Percent 10 yrs. old or older	27.7	33.0	27.6	28.3
Percent of owners planning to add in 4-5 yrs.	19.5	18.5	18.1	18.7
Mean no. to be added	1.26	1.23	1.10	1.18
Percent of owners planning to replace in 4-5 yrs.	28.3	26.1	28.9	28.4
Mean no. to be replaced	1.26	1.10	1.20	1.21
Percent owning loveseats	41.9	40.7	35.6	38.5
Mean no. owned	1.30	1.14	1.15	1.21
Percent 10 yrs. old or older	30.1	15.8	20.1	23.8
Percent of owners planning to add in 4-5 yrs.	19.3	28.0	24.1	22.7
Mean no. to be added	1.16	1.14	1.04	1.10
Percent of owners planning to replace in 4-5 yrs.	18.0	20.0	15.1	16.8
Mean no. to be replaced	1.14	1.00	1.17	1.13
Percent owning recliners	54.7	59.3	63.5	59.8
Mean no. owned	1.50	1.48	1.47	1.48
Percent 10 yrs. old or older	25.1	25.0	23.2	24.0
Percent of owners planning to add in 4-5 yrs.	22.4	24.7	23.1	23.0
Mean no. to be added	1.17	1.06	1.21	1.18
Percent of owners planning to replace in 4-5 yrs.	17.6	13.7	18.0	17.4
Mean no. to be replaced	1.14	1.10	1.34	1.24

Table 8 (continued). Upholstered household furniture ownership, purchasing plans, and preferences of U.S. households by respondent's spouse's occupation, 1989.

Characteristics	Spouse's Occupation			
	Professional/ Managerial	Sales/Clerical	Blue Collar	U.S. Total
Percent owning rockers	30.2	38.2	34.2	33.2
Mean no. owned	1.50	1.28	1.49	1.46
Percent 10 yrs. old or older	35.6	36.7	39.3	37.8
Percent of owners planning to add in 4-5 yrs.	6.9	6.4	11.0	9.0
Mean no. to be added	1.25	1.00	1.10	1.12
Percent of owners planning to replace in 4-5 yrs.	6.9	4.3	9.4	7.9
Mean no. to be replaced	1.25	1.00	1.11	1.14
Percent owning stationary chairs	62.2	64.2	52.6	57.4
Mean no. owned	2.69	2.54	2.09	2.39
Percent 10 yrs. old or older	39.0	38.3	37.9	38.4
Percent of owners planning to add in 4-5 yrs.	20.5	5.1	16.3	16.5
Mean no. to be added	1.94	2.75	1.90	1.95
Percent of owners planning to replace in 4-5 yrs.	12.1	15.2	19.7	16.2
Mean no. to be replaced	1.59	1.58	1.66	1.63
Percent not planning to buy furniture Who--				
Can't afford	31.1	31.5	40.7	36.5
Consider present furniture adequate	87.3	89.0	88.4	88.1
Don't like new styles	26.9	23.3	25.7	25.8
Say furniture doesn't matter	23.1	35.6	27.4	26.9
Percent preferring exposed wood	41.3	34.8	41.0	40.4
Percent stain color important	70.9	58.0	68.7	68.2
Prefer light	20.9	13.8	17.1	18.1
Prefer medium	46.4	43.8	42.9	42.3
Prefer dark	27.8	41.2	36.4	33.7
Percent frame material important	90.4	90.6	91.0	90.8
Prefer wood	84.9	85.6	88.0	86.6
Prefer metal	4.7	4.8	3.2	3.9
Prefer fiberglass	0.8	0	0.5	0.5

Table 9. Upholstered household furniture ownership, purchasing plans, and preferences of U.S. households by household income, 1989.

Characteristics	Household Income							U.S. Total
	<\$5,000	\$5,000- \$10,000	\$10,000- \$15,000	\$15,000- \$25,000	\$25,000- \$35,000	\$35,000- \$50,000	>\$50,000	
Number households reporting	69	108	131	300	374	322	355	1659
Number reporting furniture ownership	49	87	101	240	316	285	328	1406
Percent planning to add furniture	22.4	17.2	23.8	19.6	22.5	20.0	23.5	21.5
Percent planning to replace	14.3	25.3	25.7	22.5	24.4	28.8	23.8	24.6
Percent planning both	4.1	5.7	7.9	9.6	10.1	12.3	11.9	10.2
Percent owning sofas	95.9	94.3	94.1	97.1	98.4	97.5	97.6	97.2
Mean no. owned	1.47	1.57	1.59	1.66	1.76	1.93	2.29	1.87
Percent 10 yrs. old or older	26.1	41.1	31.1	32.3	27.1	25.7	26.2	28.3
Percent of owners planning to add in 4-5 yrs.	27.7	24.4	28.4	17.6	22.2	20.1	24.1	22.2
Mean no. to be added	1.62	1.10	1.15	1.24	1.16	1.23	1.26	1.22
Percent of owners planning to replace in 4-5 yrs.	12.8	29.3	27.4	22.7	28.3	34.8	28.4	28.2
Mean no. to be replaced	1.17	1.12	1.37	1.13	1.09	1.19	1.29	1.19
Percent owning loveseats	24.5	22.0	37.6	30.0	34.5	41.8	42.1	36.1
Mean no. owned	1.00	1.10	1.11	1.04	1.12	1.27	1.32	1.19
Percent 10 yrs. old or older	33.3	28.6	35.7	26.7	23.8	19.9	25.3	24.8
Percent of owners planning to add in 4-5 yrs.	100.0	63.2	44.7	45.8	35.8	21.8	23.9	33.9
Mean no. to be added	1.33	1.00	1.00	1.06	1.05	1.15	1.24	1.12
Percent of owners planning to replace in 4-5 yrs.	8.3	20.0	21.1	23.6	14.7	28.6	22.5	21.7
Mean no. to be replaced	1.00	1.25	1.00	1.06	1.00	1.06	1.16	1.08
Percent owning recliners	48.0	55.2	48.5	51.3	56.0	61.8	54.6	55.4
Mean no. owned	1.46	1.44	1.27	1.48	1.45	1.50	1.49	1.46
Percent 10 yrs. old or older	25.7	27.5	24.2	27.5	17.6	23.1	18.4	21.9
Percent of owners planning to add in 4-5 yrs.	50.0	16.6	34.7	34.1	37.3	23.9	24.6	29.7
Mean no. to be added	1.67	1.12	1.24	1.26	1.15	1.29	1.18	1.23
Percent of owners planning to replace in 4-5 yrs.	8.3	10.4	22.4	17.9	16.7	23.3	15.1	17.7
Mean no. to be replaced	1.00	1.20	1.00	1.18	1.13	1.27	1.15	1.17

Table 9 (continued). Upholstered household furniture ownership, purchasing plans, and preferences of U.S. households by household income, 1989.

Characteristics	Household Income							U.S. Total
	<\$5,000	\$5,000- \$10,000	\$10,000- \$15,000	\$15,000- \$25,000	\$25,000- \$35,000	\$35,000- \$50,000	>\$50,000	
Percent owning rockers	30.6	35.6	35.6	31.7	28.5	31.2	26.5	30.2
Mean no. owned	1.27	1.35	1.33	1.46	1.34	1.48	1.39	1.40
Percent 10 yrs. old or older	57.9	47.6	31.2	38.7	38.0	33.3	35.5	37.4
Percent of owners planning to add in 4-5 yrs.	20.0	6.5	22.2	17.1	15.6	7.9	9.2	12.9
Mean no. to be added	1.33	1.00	1.50	1.08	1.07	1.00	1.12	1.15
Percent of owners planning to replace in 4-5 yrs.	6.7	3.2	2.8	14.5	12.2	6.7	6.9	8.7
Mean no. to be replaced	1.00	2.00	1.00	1.09	1.09	1.17	1.00	1.11
Percent owning stationary chairs	42.9	44.8	50.5	58.8	51.6	56.8	63.7	55.9
Mean no. owned	2.76	1.85	1.98	1.99	2.16	2.26	2.68	2.28
Percent 10 yrs. old or older	36.2	41.7	47.5	44.5	39.8	35.2	35.2	38.5
Percent of owners planning to add in 4-5 yrs.	28.6	17.9	31.4	17.7	23.3	17.3	26.3	22.3
Mean no. to be added	1.67	1.14	1.75	1.60	2.05	1.96	2.02	1.89
Percent of owners planning to replace in 4-5 yrs.	4.8	12.8	9.8	16.3	23.3	19.1	10.0	15.8
Mean no. to be replaced	1.00	1.20	1.40	1.52	1.97	1.68	1.67	1.70
Percent not planning to buy furniture Who..								
Can't afford	44.2	53.0	40.8	46.2	44.5	35.8	29.4	40.8
Consider present furniture adequate	76.4	83.3	84.5	87.3	86.9	88.1	86.5	86.1
Don't like new styles	27.9	42.4	22.5	28.3	30.9	20.5	22.7	27.0
Say furniture doesn't matter	25.6	45.5	33.8	29.5	34.0	29.1	25.2	31.0
Percent preferring exposed wood	47.8	40.7	43.5	43.0	42.0	33.5	39.4	40.3
Percent stain color important	71.0	66.7	64.1	66.0	67.4	67.1	71.0	67.7
Prefer light	30.6	16.7	23.8	15.7	17.9	21.8	19.8	19.6
Prefer medium	26.5	48.6	42.9	45.5	41.7	39.8	42.1	41.9
Prefer dark	36.7	33.3	32.1	37.4	37.3	33.8	32.1	34.8
Percent frame material important	89.9	86.1	88.5	88.0	89.3	91.6	89.6	89.3
Prefer wood	79.1	88.2	88.8	89.4	88.0	85.1	86.5	87.0
Prefer metal	4.8	4.3	3.4	1.1	3.3	6.4	1.9	3.4
Prefer fiberglass	3.2	1.1	0.9	1.9	0.9	0.3	0.6	1.0

Table 10. Upholstered household furniture ownership, purchasing plans, and preferences of U.S. households by respondent's education, 1989.

Characteristics	Respondents' Education						
	0-6 yrs.	7-11 yrs.	12 yrs.	13-15 yrs.	16 yrs.	17 + yrs.	U.S. Total
Number households reporting	30	250	765	628	361	247	2281
Number reporting furniture ownership	19	198	648	529	317	228	1939
Percent planning to add furniture	21.1	12.6	18.2	20.0	24.6	22.4	19.7
Percent planning to replace	5.3	22.2	26.1	24.4	23.7	22.8	24.2
Percent planning both	0	6.1	8.0	9.3	12.3	11.4	9.2
Percent owning sofas	100.0	96.5	96.0	97.9	98.1	94.3	96.8
Mean no. owned	1.68	1.51	1.79	1.97	2.04	1.99	1.88
Percent 10 yrs. old or older	21.9	27.0	30.2	26.6	29.2	38.1	29.6
Percent of owners planning to add in 4-5 yrs.	21.1	12.6	18.2	20.7	23.8	23.3	19.8
Mean no. to be added	1.25	1.21	1.12	1.23	1.26	1.32	1.21
Percent of owners planning to replace in 4-5 yrs.	5.3	18.8	28.5	26.4	28.3	27.9	26.6
Mean no. to be replaced	1.00	1.25	1.23	1.29	1.24	1.07	1.23
Percent owning loveseats	31.6	32.3	36.3	40.5	33.1	28.1	35.5
Mean no. owned	1.33	1.09	1.14	1.28	1.21	1.27	1.20
Percent 10 yrs. old or older	37.5	14.3	26.5	21.2	27.6	25.9	23.9
Percent of owners planning to add in 4-5 yrs.	50.0	29.7	31.1	24.3	36.2	34.4	30.1
Mean no. to be added	1.00	1.05	1.05	1.23	1.16	1.14	1.13
Percent of owners planning to replace in 4-5 yrs.	16.7	20.3	18.3	18.7	20.9	17.2	18.9
Mean no. to be replaced	1.00	1.08	1.07	1.10	1.14	1.09	1.09
Percent owning recliners	62.6	65.7	58.3	54.8	55.5	48.7	56.5
Mean no. owned	1.00	1.54	1.47	1.46	1.44	1.51	1.47
Percent 10 yrs. old or older	0	17.0	19.4	19.4	23.3	26.8	20.4
Percent of owners planning to add in 4-5 yrs.	20.0	18.5	23.8	31.0	27.3	25.2	25.8
Mean no. to be added	1.50	1.25	1.21	1.19	1.29	1.21	1.22
Percent of owners planning to replace in 4-5 yrs.	10.0	17.7	17.7	16.6	17.6	13.5	16.9
Mean no. to be replaced	1.00	1.35	1.16	1.15	1.16	1.07	1.17

Table 10 (continued). Upholstered household furniture ownership, purchasing plans, and preferences of U.S. households by respondent's education, 1989.

Characteristics	Respondents' Education						
	0-6 yrs.	7-11 yrs.	12 yrs.	13-15 yrs.	16 yrs.	17 + yrs.	U.S. Total
Percent owning rockers	15.8	32.8	33.2	31.2	27.8	31.6	31.4
Mean no. owned	1.00	1.49	1.48	1.30	1.30	1.51	1.41
Percent 10 yrs. old or older	0	38.1	37.4	45.3	36.0	45.9	40.2
Percent of owners planning to add in 4-5 yrs.	0	15.4	9.8	9.1	18.2	5.6	10.9
Mean no. to be added	0	1.20	1.24	1.20	1.06	1.00	1.17
Percent of owners planning to replace in 4-5 yrs.	0	10.8	5.6	10.3	6.8	6.9	7.7
Mean no. to be replaced	0	1.14	1.67	1.18	1.00	1.00	1.13
Percent owning stationary chairs	47.4	49.0	52.6	58.0	59.6	67.1	56.5
Mean no. owned	1.56	1.99	2.26	2.41	2.51	2.43	2.34
Percent 10 yrs. old or older	14.3	34.7	34.1	39.9	40.5	46.5	38.7
Percent of owners planning to add in 4-5 yrs.	11.1	17.5	14.7	20.2	24.9	18.9	18.8
Mean no. to be added	1.00	2.29	1.70	1.89	1.94	1.79	1.87
Percent of owners planning to replace in 4-5 yrs.	11.1	14.4	17.3	16.3	15.3	19.6	16.7
Mean no. to be replaced	1.00	1.21	1.73	1.78	1.97	1.43	1.69
Percent not planning to buy furniture Who--							
Can't afford	70.8	41.3	38.6	39.6	37.0	29.2	38.9
Consider present furniture adequate	75.0	85.5	85.3	88.2	87.0	84.0	86.2
Don't like new styles	29.2	31.4	25.3	24.9	25.3	27.4	26.3
Say furniture doesn't matter	16.6	28.5	25.8	27.2	32.5	36.3	28.2
Percent preferring exposed wood	36.7	49.6	40.7	38.7	38.0	36.4	40.2
Percent stain color important	70.0	66.0	63.4	67.7	70.4	73.3	67.1
Prefer light	14.3	23.0	16.3	20.0	21.7	18.8	19.2
Prefer medium	28.6	40.0	42.1	43.8	40.2	42.0	41.8
Prefer dark	42.9	35.8	37.9	33.9	33.5	32.0	35.2
Percent frame material important	73.3	86.8	88.5	89.8	91.7	88.7	89.0
Prefer wood	95.5	83.9	84.6	85.8	85.8	87.7	85.5
Prefer metal	4.5	4.1	4.1	4.3	3.9	2.3	3.9
Prefer fiberglass	0	2.3	1.6	0.9	0.6	0.5	1.2

Table 11. Upholstered household furniture ownership, purchasing plans, and preferences of U.S. households by respondent's spouse's education, 1989.

Characteristics	Respondent's Spouse's Education						
	0-6 yrs.	7-11 yrs.	12 yrs.	13-15 yrs.	16 yrs.	17 + yrs.	U. S. Total
Number households reporting	40	139	587	311	276	151	1504
Number reporting furniture ownership	30	116	498	275	255	188	1812
Percent planning to add furniture	13.3	16.4	14.5	20.7	29.4	17.4	19.1
Percent planning to replace	26.7	26.7	25.9	26.5	21.6	24.6	25.1
Percent planning both	3.3	6.9	10.6	9.8	9.4	13.8	10.1
Percent owning sofas	100.0	98.3	96.4	98.2	97.3	95.7	97.1
Mean no. owned	1.87	1.54	1.85	2.05	2.14	2.23	1.96
Percent 10 yrs. old or older	19.6	31.2	27.7	29.6	26.7	34.6	28.8
Percent of owners planning to add in 4-5 yrs.	10.0	11.4	16.0	20.4	24.6	20.5	18.5
Mean no. to be added	1.00	1.15	1.18	1.13	1.11	1.37	1.17
Percent of owners planning to replace in 4-5 yrs.	20.0	24.6	30.0	27.8	25.0	34.8	28.3
Mean no. to be replaced	1.33	1.32	1.17	1.32	1.24	1.07	1.22
Percent owning loveseats	50.0	31.9	36.7	40.0	42.4	34.8	38.2
Mean no. owned	1.00	1.11	1.16	1.26	1.26	1.33	1.21
Percent 10 yrs. old or older	13.3	16.7	17.9	26.6	29.4	31.2	23.7
Percent of owners planning to add in 4-5 yrs.	13.3	27.0	26.2	19.1	21.3	22.9	22.9
Mean no. to be added	1.00	1.20	1.04	1.14	1.13	1.18	1.10
Percent of owners planning to replace in 4-5 yrs.	33.3	16.2	15.8	20.0	20.4	18.8	18.6
Mean no. to be replaced	1.00	1.00	1.03	1.14	1.05	1.33	1.09
Percent owning recliners	53.3	59.5	62.4	57.5	56.1	60.9	59.5
Mean no. owned	1.50	1.51	1.50	1.47	1.48	1.55	1.50
Percent 10 yrs. old or older	0	16.3	20.8	19.0	27.4	35.4	22.4
Percent of owners planning to add in 4-5 yrs.	25.0	24.6	23.2	25.9	22.4	19.0	23.3
Mean no. to be added	1.00	1.35	1.22	1.20	1.16	1.12	1.20
Percent of owners planning to replace in 4-5 yrs.	25.0	23.2	17.4	20.9	9.0	13.1	16.8
Mean no. to be replaced	1.50	1.31	1.20	1.30	1.23	1.09	1.24

Table 11 (continued). Upholstered household furniture ownership, purchasing plans, and preferences of U.S. households by respondent's spouse's education, 1989.

Characteristics	Respondent's Spouse's Education						U.S. Total
	0-6 yrs.	7-11 yrs.	12 yrs.	13-15 yrs.	16 yrs.	17 + yrs.	
Percent owning rockers	43.3	42.2	34.1	31.6	28.2	32.6	33.2
Mean no. owned	1.31	1.31	1.41	1.46	1.35	1.56	1.41
Percent 10 yrs. old or older	23.5	28.1	37.1	39.4	46.4	54.1	38.9
Percent of owners planning to add in 4-5 yrs.	15.4	12.2	9.4	6.9	8.8	2.2	8.5
Mean no. to be added	1.00	1.00	1.19	1.33	1.00	1.00	1.14
Percent of owners planning to replace in 4-5 yrs.	7.7	12.2	8.2	6.9	8.3	2.2	7.8
Mean no. to be replaced	1.00	1.00	1.14	1.00	1.33	1.00	1.12
Percent owning stationary chairs	60.0	53.4	50.8	60.0	64.3	64.5	57.2
Mean no. owned	2.22	1.95	2.18	2.64	2.51	2.51	2.37
Percent 10 yrs. old or older	17.5	49.6	37.0	39.0	32.8	45.7	38.0
Percent of owners planning to add in 4-5 yrs.	16.6	11.3	15.4	17.6	21.3	16.9	17.0
Mean no. to be added	2.33	1.29	2.03	1.62	2.00	1.53	1.84
Percent of owners planning to replace in 4-5 yrs.	5.6	19.9	18.9	16.4	14.6	13.5	16.5
Mean no. to be replaced	1.00	2.17	1.60	1.74	1.75	1.50	1.70
Percent not planning to buy furniture Who--							
Can't afford	46.4	34.0	39.5	39.8	29.4	28.0	37.2
Consider present furniture adequate	89.3	90.2	85.8	88.2	85.7	86.8	86.9
Don't like new styles	17.9	32.9	24.3	31.7	21.0	25.0	26.0
Say furniture doesn't matter	28.6	30.5	27.0	27.3	25.2	26.3	27.1
Percent preferring exposed wood	40.0	49.6	37.0	42.1	35.9	40.4	39.5
Percent stain color important	85.0	70.5	64.1	69.8	69.2	75.5	68.5
Prefer light	17.6	17.3	19.1	21.2	18.3	20.2	19.3
Prefer medium	35.3	38.8	41.2	41.5	50.3	41.2	42.5
Prefer dark	44.1	39.8	37.2	33.2	25.7	33.3	34.3
Percent frame material important	77.5	89.2	88.9	92.0	91.7	86.8	89.6
Prefer wood	80.6	85.5	87.5	85.3	92.1	86.3	86.7
Prefer metal	0	6.5	3.8	3.8	4.3	1.5	3.9
Prefer fiberglass	3.2	0	1.0	0.7	0.8	0.8	0.8

APPENDIX

General Results

of the Survey of U.S. Households

1. Do you or does anyone in your household own any upholstered furniture?

	Number	Percent
Yes	2,002	84.7
No	359	15.2
Don't know	3	0.1
Refused	0	0
Total	2,364	100.0

2. How many sofas, couches, or sofa beds do you own?

	Number	Percent	Valid Percent*
None	65	2.7	3.2
One	860	36.4	43.0
Two	675	28.6	33.7
Three	269	11.4	13.4
Four	85	3.6	4.2
Five or more	46	1.9	2.2
Don't know	2	0.1	0.1
Not applicable (NA)	362	15.3	—
Total	2,364	100.0	100.0

* "Not applicable" cases excluded.

3. Is your oldest sofa less than 10 years old or is it 10 years old or older? Your second oldest sofa? Your third oldest?

	Oldest			2nd Oldest			3rd Oldest		
	No.	Percent	Valid Percent	No.	Percent	Valid Percent	No.	Percent	Valid Percent
Less than 10 years	1,102	46.6	57.0	760	32.1	70.7	307	13.0	76.8
Ten years or more	755	31.9	39.0	257	10.9	23.9	65	2.7	16.2
Don't know	70	3.0	3.6	50	2.1	4.7	24	1.0	6.0
Refused	8	0.3	0.4	8	0.3	0.7	4	0.2	1.0
NA	429	18.1	—	1,289	54.5	—	1,964	83.1	—
Total	2,364	100.0	100.0	2,364	100.0	100.0	2,364	100.0	100.0

4. How many loveseats do you own?

	Number	Percent	Valid Percent
None	1,284	54.3	64.1
One	597	25.3	29.8
Two	95	4.0	4.7
Three	14	0.6	0.7
Four	4	0.2	0.2
Five or more	2	0.1	0.1
Don't know	5	0.2	0.3
Refused	1	0.0	0.0
NA	362	15.3	—
Total	2,364	100.0	100.0

5. Is your oldest loveseat less than 10 years old, or is it 10 years old or older? Your second oldest loveseat? Your third oldest?

	Oldest			2nd Oldest			3rd Oldest		
	No.	Percent	Valid Percent	No.	Percent	Valid Percent	No.	Percent	Valid Percent
Less than 10 years	505	21.4	70.9	93	3.9	80.9	14	0.6	70.0
Ten years or more	183	7.7	25.7	20	0.8	17.4	4	0.2	20.0
Don't know	20	0.8	2.8	1	0.0	0.9	2	0.1	10.0
Refused	4	0.2	0.6	1	0.0	0.9	0	0	0
NA	1,652	69.9	—	2,249	95.1	—	2,344	99.2	—
Total	2,364	100.0	100.0	2,364	100.0	100.0	2,364	100.0	100.0

6. How many recliners, reclining chairs, or incliners do you own?

	Number	Percent	Valid Percent
None	869	36.8	43.4
One	731	30.9	36.5
Two	302	12.8	15.1
Three	76	3.2	3.8
Four	18	0.8	0.9
Five or more	4	0.2	0.2
Don't know	1	0.0	0.0
Refused	1	0.0	0.0
NA	362	15.3	—
Total	2,364	100.0	100.0

7. Is your oldest recliner less than 10 years old, or is it 10 years old or older? Your second oldest recliner? Your third oldest?

	Oldest			2nd Oldest			3rd Oldest		
	No.	Percent	Valid Percent	No.	Percent	Valid Percent	No.	Percent	Valid Percent
Less than 10 years	783	33.1	69.1	328	13.9	82.0	78	3.3	79.6
Ten years or more	317	13.4	28.0	63	2.7	15.8	16	0.7	16.3
Don't know	26	1.1	2.3	8	0.3	2.0	4	0.2	4.1
Refused	5	0.2	0.4	1	0.0	0.2	0	0	0
NA	1,233	52.2	—	1,964	83.1	—	2,266	95.9	—
Total	2,364	100.0	100.0	2,364	100.0	100.0	2,364	100.0	100.0

8. How many upholstered rocking chairs, either platforms or swivel, do you own?

	No.	Percent	Valid Percent
None	1,376	58.2	68.7
One	444	18.8	22.2
Two	133	5.6	6.6
Three	32	1.4	1.6
Four	8	0.3	0.4
Five or more	6	0.3	0.3
Don't know	1	0.0	0.0
Refused	2	0.1	0.1
NA	362	15.3	—
Total	2,364	100.0	100.0

9. Is your oldest upholstered rocking chair less than 10 years old or is it 10 years old or older? Your second oldest rocker? Your third oldest?

	Oldest			2nd Oldest			3rd Oldest		
	No.	Percent	Valid Percent	No.	Percent	Valid Percent	No.	Percent	Valid Percent
Less than 10 years	307	13.0	49.3	103	4.4	57.5	32	1.4	69.6
Ten years or more	283	12.0	45.4	60	2.5	33.5	10	0.4	21.7
Don't know	32	1.4	5.1	15	0.6	8.4	4	0.1	8.7
Refused	1	0.0	0.2	1	0.0	0.6	0	0.0	0.0
NA	1,741	73.6	—	2,185	92.4	—	2,318	98.1	—
Total	2,364	100.0	100.0	2,364	100.0	100.0	2,364	100.0	100.0

10. Not counting dining chairs, how many upholstered stationary chairs do you own?

	Number	Percent	Valid Percent
None	863	36.5	43.1
One	448	19.0	22.4
Two	324	13.7	16.2
Three	139	5.9	6.9
Four	125	5.3	6.2
Five or more	97	4.1	4.8
Don't know	4	0.2	0.2
Refused	2	0.1	0.1
NA	362	15.3	—
Total	2,364	100.0	100.0

11. Is your oldest chair less than 10 years old, or is it 10 years old or older? Your second oldest chair? Your third oldest?

	Oldest			2nd Oldest			3rd Oldest		
	No.	Percent	Valid Percent	No.	Percent	Valid Percent	No.	Percent	Valid Percent
Less than 10 years	540	22.8	47.7	355	15.0	51.8	210	8.9	58.2
Ten years or more	526	22.3	46.4	282	11.9	41.2	126	5.3	34.9
Don't know	62	2.6	5.5	43	1.8	6.3	22	0.9	6.1
Refused	5	0.2	0.4	5	0.2	0.7	3	0.1	0.8
NA	1,231	52.1	—	1,679	71.0	—	2,003	84.7	—
Total	2,364	100.0	100.0	2,364	100.0	100.0	2,364	100.0	100.0

12. In the next 4 to 5 years, do you plan to replace, add, or both add and replace any upholstered furniture?

	Number	Percent	Valid Percent
Yes, add	391	16.5	19.5
Yes, replace	482	20.4	24.1
Yes, both	184	7.8	9.2
No	783	33.1	39.1
Don't know	160	6.8	8.0
Refused	2	0.1	0.1
NA	362	15.3	—
Total	2,364	100.0	100.0

13. How many of your upholstered sofas do you plan to replace in the next 4 to 5 years?

	Number	Percent	Valid Percent
None	123	5.2	18.8
One	417	17.6	63.8
Two	78	3.3	11.9
Three or more	17	0.7	2.6
Don't know	19	0.8	2.9
Refused	0	0	0
NA/Missing	1,710	72.3	—
Total	2,364	100.0	100.0

14. How many of your upholstered loveseats do you plan to replace in the next 4 to 5 years?

	Number	Percent	Valid Percent
None	104	4.4	41.8
One	125	5.3	50.2
Two	8	0.3	3.2
Three or more	2	0.1	0.8
Don't know	10	0.4	4.0
Refused	0	0	0
NA/Missing	2,115	89.5	—
Total	2,364	100.0	100.0

15. How many of your upholstered recliners do you plan to replace in the next 4 to 5 years?

	Number	Percent	Valid Percent
None	183	7.7	47.5
One	156	6.6	40.5
Two	30	1.3	7.8
Three or more	3	0.1	0.8
Don't know	13	0.5	3.4
Refused	0	0	0
NA/Missing	1,979	83.7	—
Total	2,364	100.0	100.0

16. How many of your upholstered rockers do you plan to replace in the next 4 to 5 years?

	Number	Percent	Valid Percent
None	159	6.7	75.4
One	41	1.7	19.4
Two	6	0.3	2.8
Three or more	0	0	0
Don't know	5	0.2	2.4
Refused	0	0	0
NA/Missing	2,153	91.1	—
Total	2,364	100.0	100.0

17. How many of your upholstered stationary chairs do you plan to replace in the next 4 to 5 years?

	Number	Percent	Valid Percent
None	200	8.5	49.5
One	115	4.9	28.5
Two	49	2.1	12.1
Three or more	26	1.1	6.4
Don't know	14	0.6	3.5
Refused	0	0	0
NA/Missing	1,960	82.9	—
Total	2,364	100.0	100.0

18. Do you or does anyone in your household plan to buy upholstered furniture in the next 4 to 5 years? (NOTE: This question was asked only to the respondents who did not report current furniture ownership in question 1.)

	Number	Percent	Valid Percent
Yes	75	3.2	20.7
No	212	9.0	58.6
Don't know	73	3.1	20.2
Refused	2	0.1	0.6
NA	2,002	84.7	—
Total	2,364	100.0	100.0

19. How many upholstered sofas do you plan to buy in the next 4 to 5 years? (NOTE: Questions 19-23 were asked to the respondents who indicated they planned to buy additional furniture in question 12 and those who responded positively to question 18.)

	Number	Percent	Valid Percent
None	223	9.4	35.0
One	311	13.2	48.8
Two	62	2.6	9.7
Three or more	9	0.4	1.4
Don't know	32	1.4	5.0
Refused	0	0	0
NA	1,727	73.1	—
Total	2,364	100.0	100.0

20. How many loveseats do you plan to buy in the next 4 to 5 years?

	Number	Percent	Valid Percent
None	400	16.9	62.8
One	188	8.0	29.5
Two	18	0.8	2.8
Three or more	3	0.1	0.5
Don't know	26	1.1	4.1
Refused	2	0.1	0.3
NA	1,727	73.1	—
Total	2,364	100.0	100.0

21. How many recliners do you plan to buy in the next 4 to 5 years?

	Number	Percent	Valid Percent
None	323	13.7	50.7
One	227	9.6	35.6
Two	61	2.6	9.6
Three or more	1	0.0	0.2
Don't know	25	1.1	3.9
Refused	0	0	0
NA	1,727	73.1	—
Total	2,364	100.0	100.0

22. How many rockers do you plan to buy in the next 4 to 5 years?

	Number	Percent	Valid Percent
None	547	23.1	85.9
One	58	2.5	9.1
Two	11	0.5	1.7
Three or more	0	0	0
Don't know	21	0.9	3.3
Refused	0	0	0
NA	1,727	73.1	—
Total	2,364	100.0	100.0

23. How many stationary chairs do you plan to buy in the next 4 to 5 years?

	Number	Percent	Valid Percent
None	398	16.8	62.5
One	100	4.2	15.7
Two	75	3.2	11.8
Three or more	33	1.4	5.2
Don't know	29	1.2	4.6
Refused	1	0.0	0.2
NA/Missing	1,728	73.1	—
Total	2,364	100.0	100.0

24. How important are the following in your thinking not to buy furniture in the next 4 to 5 years?

a. Can't afford it:

	Number	Percent	Valid Percent
Very important	324	13.7	24.9
Somewhat important	183	7.7	14.1
Not very important	297	12.6	22.8
Not at all important	435	18.4	33.5
Don't know	52	2.2	4.0
Refused	9	0.4	0.7
NA	1,064	45.0	—
Total	2,364	100.0	100.0

b. Present furniture is adequate:

	Number	Percent	Valid Percent
Very important	926	39.2	71.2
Somewhat important	190	8.0	14.6
Not very important	78	3.3	6.0
Not at all important	80	3.4	6.2
Don't know	22	0.9	1.7
Refused	4	0.2	0.3
NA	1,064	45.0	—
Total	2,364	100.0	100.0

c. Don't like new styles:

	Number	Percent	Valid Percent
Very important	181	7.7	13.9
Somewhat important	161	6.8	12.4
Not very important	355	15.0	27.3
Not at all important	517	21.9	39.8
Don't know	80	3.4	6.2
Refused	6	0.3	0.5
NA	1,064	45.0	—
Total	2,364	100.0	100.0

d. Furniture just doesn't matter that much to me:

	Number	Percent	Valid Percent
Very important	188	8.0	14.5
Somewhat important	180	7.6	13.8
Not very important	301	12.7	23.2
Not at all important	579	24.5	44.5
Don't know	44	1.9	3.4
Refused	8	0.3	0.6
NA	1,064	45.0	—
Total	2,364	100.0	100.0

25. How important is it that your upholstered furniture have exposed wood trim or wood parts (like legs or arms)?

	Number	Percent
Very important	587	24.8
Somewhat important	368	15.6
Not very important	693	29.3
Not at all important	673	28.5
Don't know	39	1.6
Refused	4	0.2
Total	2,364	100.0

26. How important is the color of the stain used on the wood of your upholstered furniture?

	Number	Percent
Very important	1,052	44.5
Somewhat important	527	22.3
Not very important	373	15.8
Not at all important	363	15.4
Don't know	45	1.9
Refused	4	0.2
Total	2,364	100.0

27. Do you prefer light, medium, or dark stain?

	Number	Percent	Valid Percent
Light	305	12.9	19.3
Medium	661	28.0	41.9
Dark	555	23.5	35.1
Other	12	0.5	0.8
Don't know/Don't care	45	1.9	2.8
Refused	1	0.0	0.1
NA	785	33.2	--
Total	2,364	100.0	100.0

28. How important is the material used in the frame of upholstered furniture?

	Number	Percent
Very important	1,858	78.6
Somewhat important	232	9.8
Not very important	120	5.1
Not at all important	95	4.0
Don't know	55	2.3
Refused	4	0.2
Total	2,364	100.0

29. Do you prefer wood frames, metal frames, fiberglass frames, or some other material?

	Number	Percent	Valid Percent
Wood	1,785	75.5	85.4
Metal	85	3.6	4.1
Fiberglass	25	1.1	1.2
Other	30	1.3	1.4
Don't know/Don't care	165	7.0	7.9
Refused	0	0.0	0.0
NA	274	11.6	--
Total	2,364	100.0	100.0

30. Which of the following best describes the place where you live?

	Number	Percent
Major metropolitan area with more than 1 million people	363	15.4
Smaller metropolitan area of 100,000 to 1 million people	433	18.3
Small city of 50,000-100,000 people	366	15.5
Town of 10,000-50,000 people	468	19.8
Town or village with less than 10,000 people	334	14.1
Nonfarm rural area	204	8.6
Farm or ranch	113	4.8
Don't know	39	1.6
Refused	44	1.9
Total	2,364	100.0

31. Which of the following best describes your household?

	Number	Percent
Couple with no children at home	591	25.0
Couple with children at home	969	41.0
Single parent with children at home	182	7.7
Single person (never married, divorced, separated, or widowed)	551	23.3
Other	62	2.6
Don't know	6	0.3
Refused	3	0.1
Total	2,364	100.0

32. What is your age?

	Number	Percent
Twenty years or younger	108	4.6
21-30 years	557	23.6
31-40 years	616	26.1
41-50 years	391	16.5
51-60 years	234	9.9
61-70 years	220	9.3
71-80 years	116	4.9
Older than 80 years	22	0.9
Don't know	8	0.3
Refused	92	3.9
Total	2,364	100.0

33. What kind of work do you do (or, if retired or unemployed, did you do)?

	Number	Percent
Professional/Managerial	723	30.6
Sales/Clerical	347	14.7
Blue collar	863	36.5
Other	158	6.7
Refused	47	2.0
Missing	226	9.6
Total	2,364	100.0

34. What kind of work does (or did) your spouse do?

	Number	Percent	Valid Percent
Professional/Managerial	426	18.0	32.2
Sales/Clerical	138	5.8	10.4
Blue collar	648	27.4	48.9
Other	94	4.0	7.1
Refused	18	0.8	1.4
NA/Missing	1,040	44.0	—
Total	2,364	100.0	100.0

35. Last year, what was your total family income before taxes?

	Number	Percent
Under \$5,000	69	2.9
Between \$5,000 and \$10,000	108	4.6
Between \$10,000 and \$15,000	131	5.5
Between \$15,000 and \$25,000	300	12.7
Between \$25,000 and \$35,000	374	15.8
Between \$35,000 and \$50,000	322	13.6
Over \$50,000	355	15.0
Don't know	300	12.7
Refused/Missing	405	17.1
Total	2,364	100.0

36. How many years of school have you completed?

	Number	Percent
Six or less	30	1.3
7-11 years	250	10.6
12 years—high school graduate	765	32.4
13-15 years	628	26.6
16 years—college graduate	361	15.3
17 years or more	248	10.5
Don't know	6	0.3
Refused/Missing	76	3.2
Total	2,364	100.0

37. How many years of school has your spouse completed?

	Number	Percent	Valid Percent
Six or less	40	1.7	2.6
7-11 years	139	5.9	9.0
12 years—high school graduate	587	24.8	37.9
13-15 years	311	13.2	20.1
16 years—college graduate	276	11.7	17.8
17 years or more	152	6.4	9.8
Don't know	28	1.2	1.8
Refused	16	0.7	1.0
NA/Missing	815	34.5	—
Total	2,364	100.0	100.0