

1991

Upholstered potential in the U.S. and Canada

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Recommended Citation

Kellum, Gary M.; Todd, Eric J.; and Bullard, Steven H., "Upholstered potential in the U.S. and Canada" (1991). *Faculty Publications*. Paper 111.

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CONSUMER RESEARCH

by Gary M. Kellum, Eric J. Todd and Steven H. Bullard

UPHOLSTERED POTENTIAL

Demographic study of US & Canadian households identifies upholstered furniture sales potential

Editor's note: In the September issue, which contained another article from the researchers at Mississippi State University entitled 'Age', we neglected to give credit to Gary Kellum who acted as 'senior' author for the article. Sorry Gary.

The potential market for upholstered furniture sales in the near future appears to be quite favorable in both the United States and Canada. A recent survey indicates that 48 percent of U.S. households, and 54 percent of Canadian households are planning to purchase some type of upholstered furniture in the next 4 to 5 years.

Although household type and income yield useful information about a household's purchasing plans, consumer age was found to be the best predictor. Nearly 60 percent of U.S. respondents under 45, for example, plan to purchase some form of upholstered furniture in the next four to five years, while only 33 percent of those over 45 are planning to purchase upholstered furniture. By comparison, 65 percent of Canadian respondents under 45, and 36 percent of those over 45 are planning to purchase upholstered furniture.

Sofas are the most popular of all upholstered items to be purchased in both the U.S. and Canada. More than 35 percent of all U.S. households and nearly 41

percent of Canadian households responded that they plan at least one sofa purchase in the next five years. In both countries, households with children are more

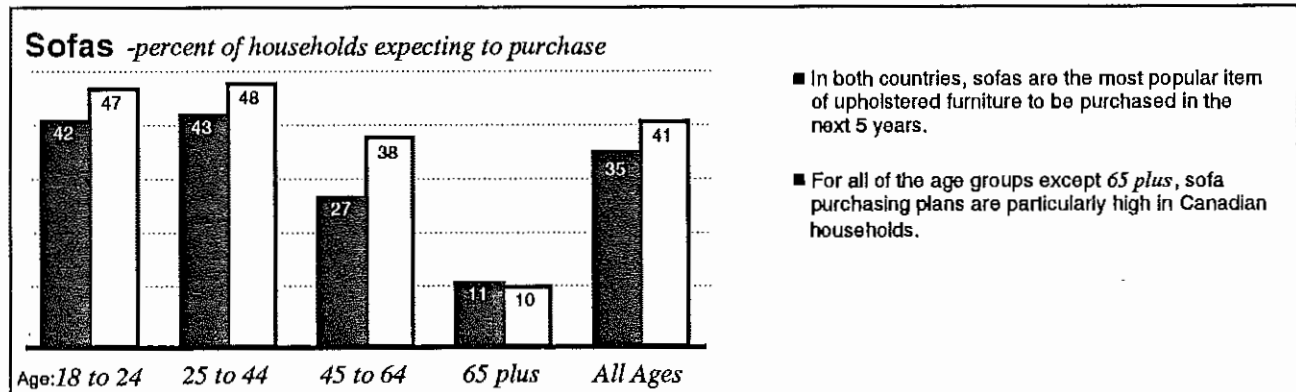
"In the U.S., for example, 22 percent of households with total income below \$50,000 plan recliner purchases compared to 18 percent of households earning in excess of \$50,000."

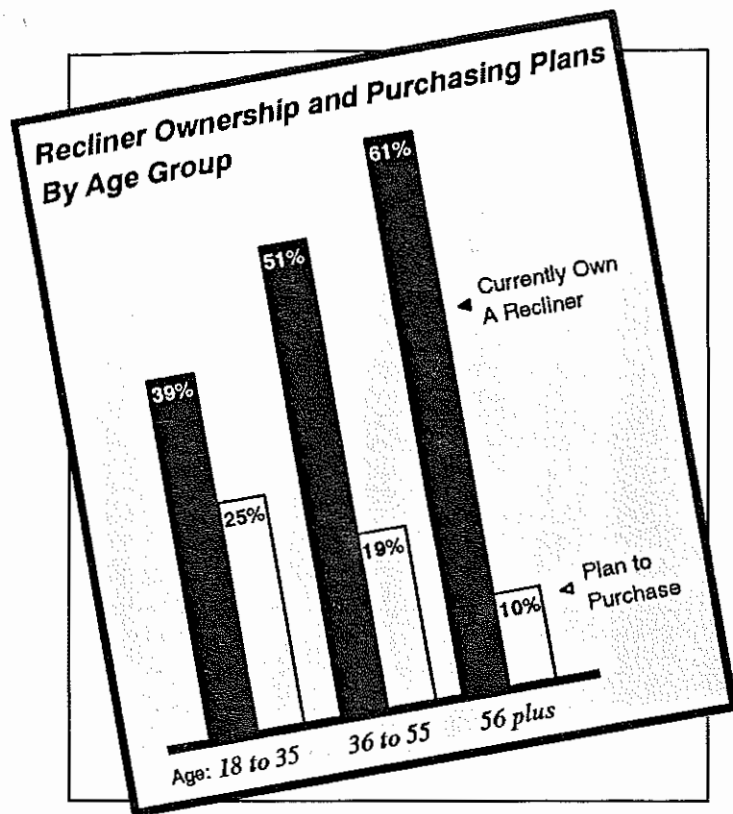
than 10 percent more willing to purchase a sofa than households without children. In both countries, purchasing plans increase with increased income.

In both the U.S. and Canada, planned purchases of loveseats are highest among single householders. Nearly 20 percent of single adult households in the U.S. plan to purchase one or more loveseats. Household income level appears to have little or no effect on planned loveseat purchases.

Upholstered Household Furniture Buying Plans

by Product Type and Age Group





Upholstered stationary chairs are the second most popular item for Canadian households, with nearly 21 percent planning a purchase. Households with children appear to be the most likely to purchase a stationary chair. Purchasing plans are especially high for single parents in the U.S., and for couples in Canada. For both countries, planned stationary chair purchases peak in the upper income households. In the U.S., for example, 20 percent of households earning at least \$50,000 plan to purchase a stationary chair. Meanwhile, nearly 30 percent of Canadian households with the same income are planning such a purchase.

Recliners are the second most popular item for U.S. households with almost 20 percent expecting to pur-

chase at least one in 4 to 5 years. Canadian households, however, are somewhat less inclined... only 16 percent plan to buy a recliner in the near term. The effect of household type on planned recliner purchases varies between the two countries. Couples with children at home show the most ambitious recliner purchasing plans of any U.S. household type. In Canada, however, single persons without children at home are the most likely to purchase a recliner. Income appears to have an inverse relationship with expected recliner purchases. In the U.S., for example, 22 percent of households with total income below \$50,000 plan recliner purchases compared to 18 percent of households earning in excess of \$50,000. In Canada, the most ambitious purchasing plans are also seen in the lower income households, with nearly 20 percent of households earning less than \$25,000 planning a recliner purchase.

Upholstered rockers are the least popular of all items to be purchased in both the U.S. and Canada. With 8 percent planning purchase, single parents have the highest purchasing plans of any household type in the U.S.... more than 3 percent above the national household average. Among Canadians, nearly 10 percent of couples with children plan an upholstered rocker purchase. This is also more than 3 percent above the national household average. Among Canadians, nearly 10 percent of couples with children plan an upholstered rocker purchase, also more than 3 percent above the Canadian household average. Income does not appear to affect purchasing plans for upholstered rockers in either country.

For further information on this study, write to Dr. S.H. Bullard, Associate Professor, Mississippi State University, c/o FURNITURE WORLD, 530 Fifth Avenue, Pelham, New York, 10803

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