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Upholstered expenditures: What U.S. and Canadian consumers plan to spend on upholstered furniture

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CONSUMER RESEARCH

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

UPHOLSTERED EXPENDITURES

What U.S. and Canadian consumers plan to spend for upholstered furniture

Approximately 48 percent of U. S. households and 54 percent of Canadian households plan to buy some form of upholstered furniture in the near future. According to a recent survey, spending plans differ somewhat between U. S. and Canadian consumers, however. American consumers, for example, favor less expensive sofas, loveseats, and recliners, while Canadians prefer less expensive upholstered rockers and stationary chairs. Overall, Canadian households plan to spend more for each individual item than U. S. households.

Canadian planned furniture expenditures were converted to U. S. dollars on the basis of 1989 fourth quarter exchange rate of \$1 U.S. = \$1.1688 Canadian.

Upholstered sofas priced between \$500 and \$1,000 are the sofas of choice for more than half of the consumers in both countries. Roughly one-third of U.S. and Canadian households planning a sofa purchase

expect to pay \$1000 or more. On average though, Canadians plan to spend \$100 more per sofa.

Planned loveseat expenditures fall into the \$400 and \$699 range for most consumers in both the U.S. and Canada. Nearly 80 percent of Canadians plan to spend \$400 and \$700+, however, compared to only 62 percent of American consumers. Canadians expect to pay more than \$120 more for each loveseat.

Recliner expenditures are quite similar in both countries with nearly 80 percent planning to spend less than \$600. The big difference, once again, is the fact that Canadian households plan to pay nearly \$120 more per recliner.

Higher priced upholstered rockers are favored by a larger percent of American households. Canadians, however, plan to spend \$40 more for each rocker.

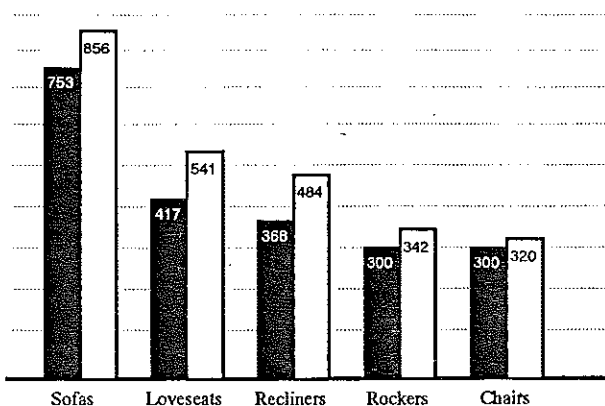
Planned expenditures for stationary chairs vary little in either country. American households, though, did show a slight preference for higher-priced, higher-quality stationary chairs.

Combining survey results with population figures, the potential exists in the U.S. for sales of 40.1 million sofas, 14.5 million loveseats, 21.4 million recliners, 5.2 million rockers and 24.8 million stationary chairs. In comparison, the potential Canadian market includes sales of 4.8 million sofas, 1.5 million loveseats, 1.7 million recliners, .07 million rockers, and 3.4 million stationary chairs.

“Planned loveseat expenditures fall into the \$400 and \$699 range for most consumers in both the U.S. and Canada.”

■ U.S. □ Canada

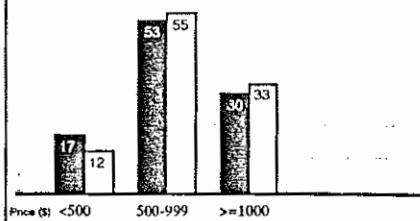
Planned Expenditures -median dollar value given by respondents planning an upholstered furniture purchase (1989 U.S. dollars)



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

“Upholstered sofas priced between \$500 and \$1,000 are the sofas of choice for more than half of the consumers in both countries.”

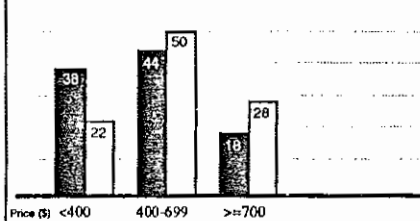
Sofas -percent of households planning a purchase



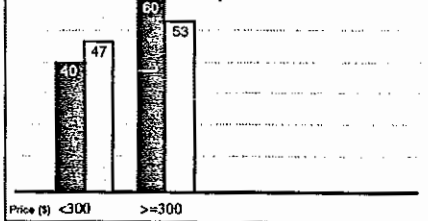
Expected Upholstered Household Furniture Expenditures
by Product Type

■ U.S. □ Canada

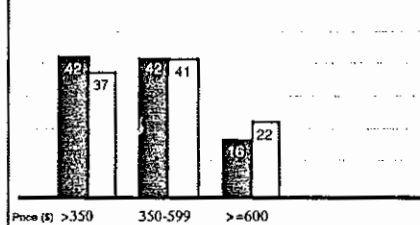
Loveseats -percent of households planning a purchase



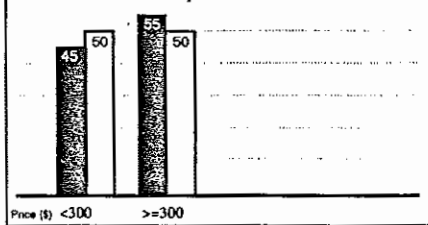
Upholstered Rockers -percent of households planning a purchase



Recliners -percent of households planning a purchase



Stationary Chairs -percent of households planning a purchase



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