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## Recliner sales potential

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CONSUMER RESEARCH  
by Eric J. Todd and Steven H. Bullard

## RECLINER SALES POTENTIAL

*Study identifies recliner sales potential  
at 22 million units within 5 years*

Over 19 percent of the 93 million households in the United States plan to purchase at least one recliner within the next 5 years. A recent survey of over 2,000 households also found that many expect to purchase more than one recliner, and combining the estimates yields a potential sales total of 22 million. This compares to an estimated total current ownership of 65 million recliners, and indicates clearly that nationwide the recliner market is very far from being "saturated" in the near future.

Who are the potential recliner customers? Consumer age is the most prominent indicator of potential recliner sales, but type of work and income are also important.

A much higher percentage of older consumers currently own recliners, and a much higher percentage

of younger consumers have plans to purchase in the next 5 years. Only 10 percent of consumers over 55 years of age, for example, plan to purchase a recliner in the near future.

*"30 percent of households with total income less than \$25,000 in 1989 had plans to purchase a recliner within 5 years."*

Potential sales are also related to consumers' type of work, income, and education level. The highest lev-



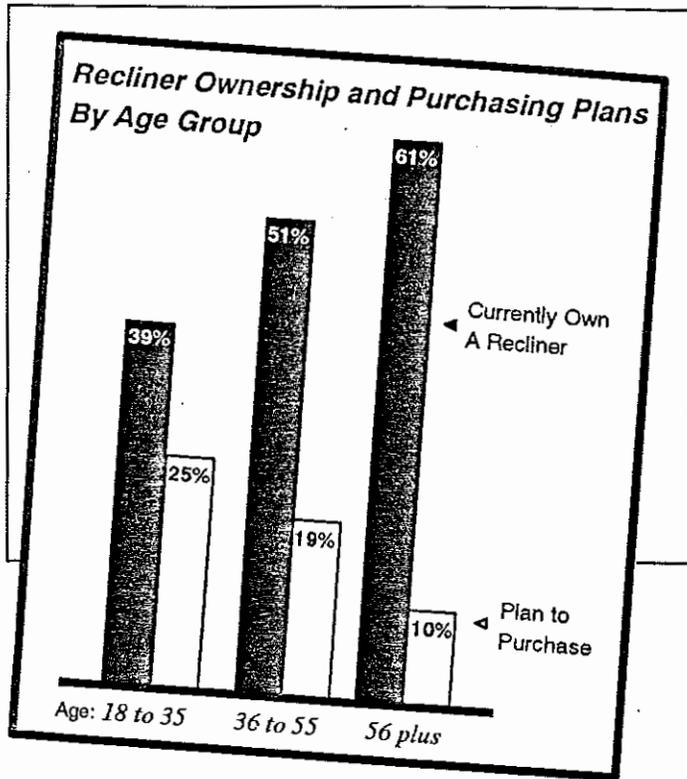
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*"The highest level of current ownership and the highest potential sales are in 'blue collar' occupations."*

el of current ownership (50% of households) and the highest potential sales (21% of households) are in "blue collar" occupations, although purchasing plans are almost as high in professional/managerial fields. Surprisingly, purchasing plans for recliners are highest among lower income households - 30 percent of households with total income less than \$25,000 in 1989 had plans to purchase a recliner within 5 years. This compares to only 18 percent for households with \$25,000 to \$50,000 income and 19 percent for those above \$50,000 per year.

*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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