



Home Accents

Millennial buyers
account for greatest share

More than 11.6 million US households bought a lamp in 2014; 11.3 million bought framed art; and nearly 11 million purchased a 5' x 8' area rug last year. That's the top-line findings from Home Accents Today's 2015 Consumer Buying Trends Survey. The exclusive data provides nationally representative purchase incidence figures for home accent products, as well as demographic characteristics of households who bought and plan to buy. Millennials now comprise the largest share of households buying the six home accent categories covered in this report. However when it comes to dollars, they accounted for the largest percentage of retail spending in only two categories: mirrors and accent tables.

The latest census data counts 74 million adult Millennials, between the ages of 18 and 34. Those figures give the group a 31% share of the US adult population, slightly ahead of Boomers' population share of 30%.

By product category, Millennials accounted for 51% of households buying a mirror last year; 45% of those buying an accent table; 44% buying framed art; 39% of those buying a lamp; 38% of households buying an area rug in 2014; and 37% of households purchasing an accent chair.



In terms of total dollars spent by category, Millennials comprised 48% of mirror spending in 2014; 48% of accent table spending; 31% of

total lamp dollars; 29% of all dollars for accent chairs; 26% of area rug dollars; and 22% of total dollars spent on framed art last year.

Generation X, with members currently between ages 35 and 50, accounted for the largest share of spending with area rugs, at 40% of total dollars spent; and with accent chairs, at 33% of the retail dollars.

Baby Boomers, between the ages of 51 and 69 this year, comprise 41% of all spending on lamps in 2014; and 35% of total dollars spent on framed art.

Not all home accent shoppers made a purchase last year. In fact, 38% of the 9 million accent table shoppers did not buy in 2014. These nearly four in 10 shoppers comprise what we call The Buying Gap. Last year, 30% of both lamp and mirror shoppers went away empty handed. And, 29% of the 3.6 million accent chair shoppers did not make a purchase.

While the data doesn't explain why Buying Gap consumers didn't purchase, several explanations are possible. Financial reasons are plausible for many as the economy trended up and down throughout much of 2014. Other buyers maybe didn't find what

they wanted in terms of product style or price and others maybe chose another product. For example, two out of 10 stationary chair shoppers chose to buy a stationary sofa instead.

The Buying Gap

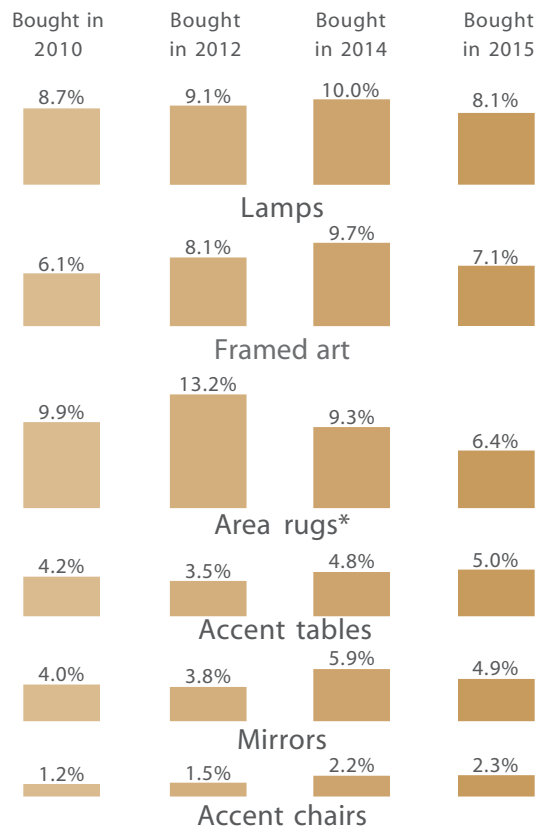
Of the households that shopped for each product in 2014

	Percent of households that bought	Percent of households that didn't buy
Accent tables	62%	38%
Lamps	70%	30%
Mirrors	70%	30%
Accent chairs	70%	29%
Area rugs, 5'x8'	77%	23%
Framed art	78%	22%

Source: Home Accents Today Consumer Buying Trends Survey, 2015

Home Accent Buying

Percent of households



*The area rug data for 2014 and 2015 are for 5x8-size area rugs only.

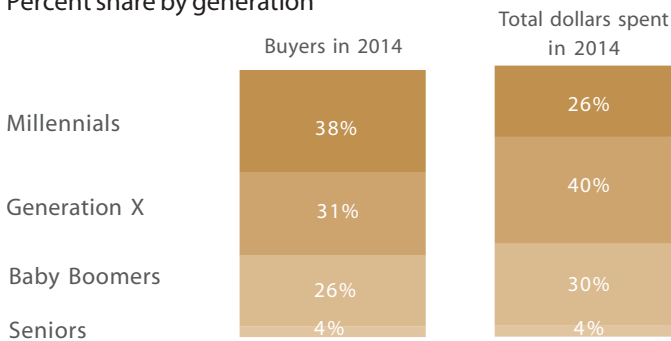
Source: Home Accents Today Consumer Buying Trends Surveys 2011, 2013 and 2015

AREA RUGS, 5X8

Percent of house holds living in the	Shopped for in 2014	Bought in 2014	Plan to buy in 2015	Median spent in 2014
Northeast	11.4%	7.5%	6.9%	\$90
Midwest	13.2%	9.3%	7.4%	\$110
South	10.8%	9.2%	5.2%	\$95
West	13.7%	10.9%	7.0%	\$80

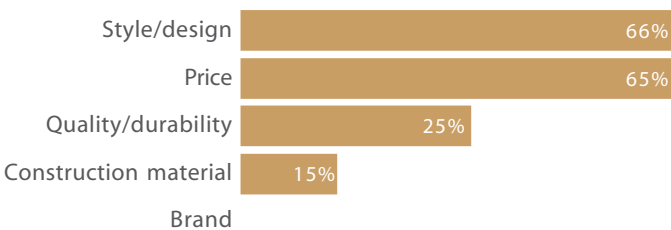
Buying Trends by Generation

Percent share by generation



Most Important Product Features

Percent of households buying area rugs

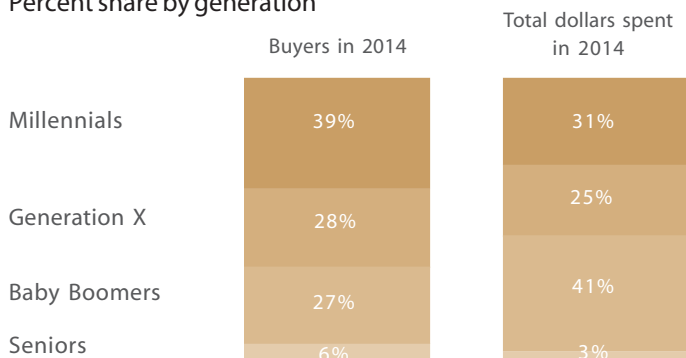


LAMPS

Percent of house holds living in the	Shopped for in 2014	Bought in 2014	Plan to buy in 2015	Median spent in 2014
Northeast	12.5%	8.0%	6.9%	\$50
Midwest	14.9%	11.2%	8.4%	\$45
South	14.9%	10.6%	7.8%	\$50
West	14.5%	9.4%	9.0%	\$50

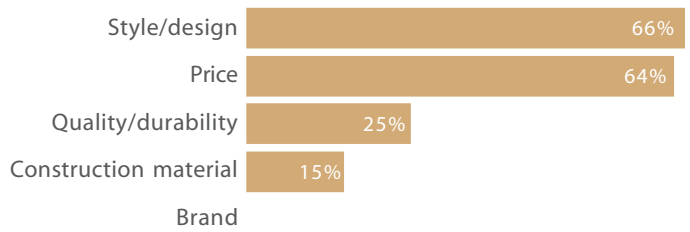
Buying Trends by Generation

Percent share by generation



Most Important Product Features

Percent of households buying lamps

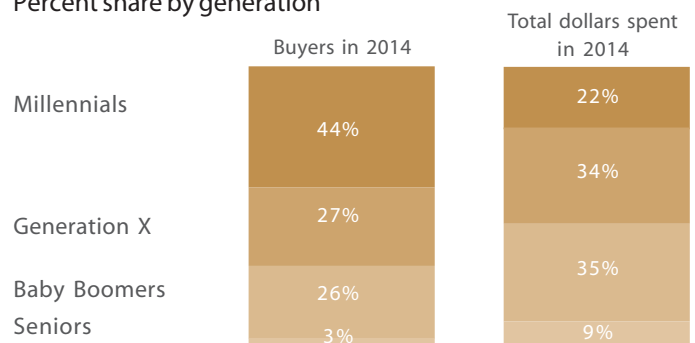


FRAMED ART

Percent of house holds living in the	Shopped for in 2014	Bought in 2014	Plan to buy in 2015	Median spent in 2014
Northeast	11.2%	9.2%	6.7%	\$75
Midwest	12.3%	10.9%	7.4%	\$96
South	11.5%	9.0%	7.3%	\$73
West	14.8%	9.9%	7.0%	\$78

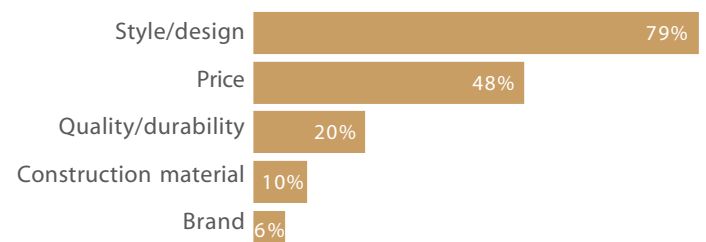
Buying Trends by Generation

Percent share by generation



Most Important Product Features

Percent of households buying framed art

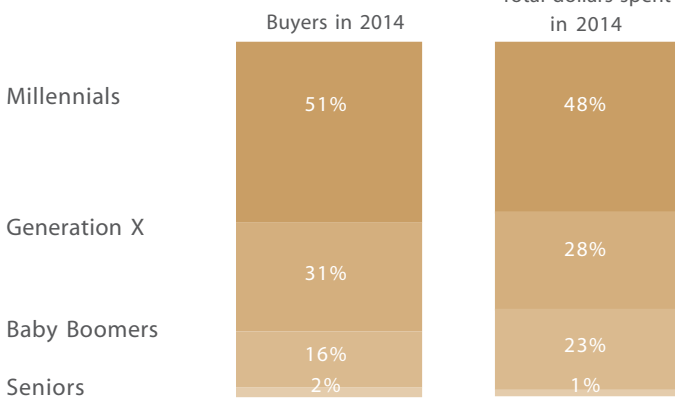


MIRRORS

Percent of house holds living in the	Shopped for in 2014	Bought in 2014	Plan to buy in 2015	Median spent in 2014
Northeast	8.6%	4.1%	3.9%	\$43
Midwest	8.4%	5.8%	5.4%	\$50
South	8.4%	7.0%	4.2%	\$43
West	8.2%	5.6%	6.1%	\$50

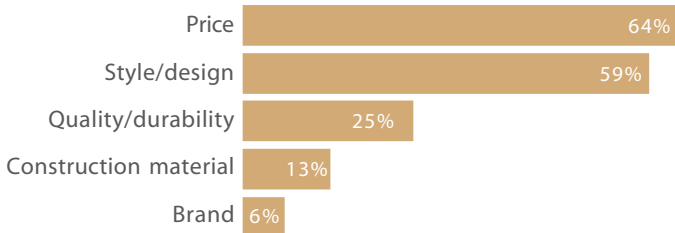
Buying Trends by Generation

Percent share by generation



Most Important Product Features

Percent of households buying mirrors

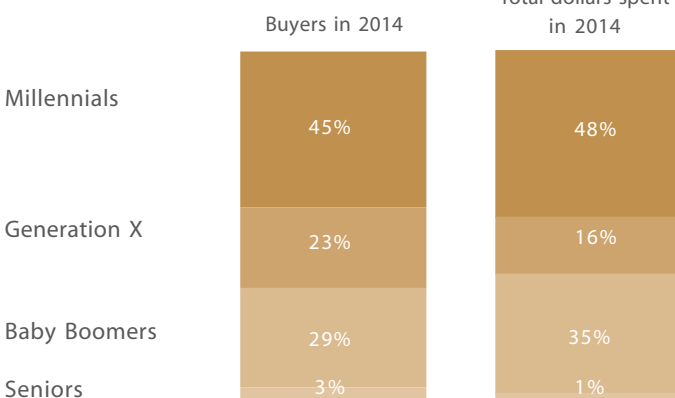


ACCENT TABLES

Percent of house holds living in the	Shopped for in 2014	Bought in 2014	Plan to buy in 2015	Median spent in 2014
Northeast	6.9%	3.4%	4.5%	\$140
Midwest	9.6%	5.8%	5.4%	\$110
South	7.4%	5.1%	4.1%	\$110
West	7.3%	4.4%	6.5%	\$100

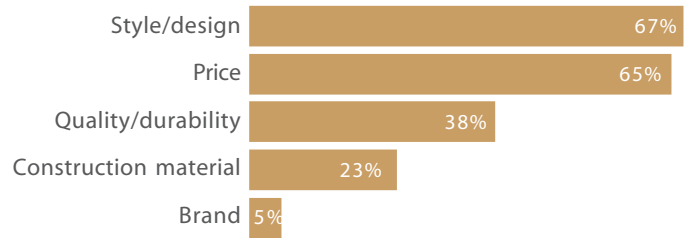
Buying Trends by Generation

Percent share by generation



Most Important Product Features

Percent of households buying accent tables



Target Populations

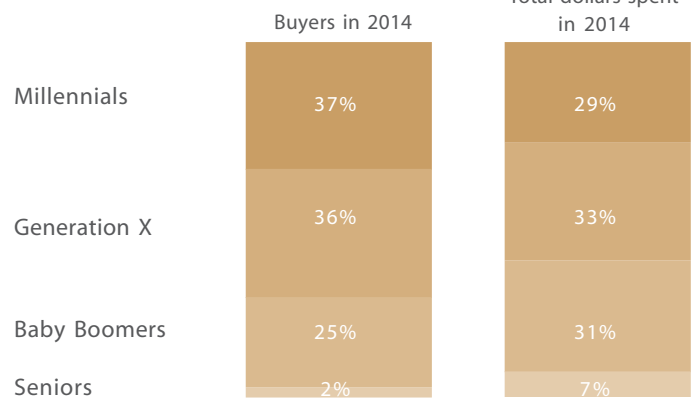
These demographic groups plan to buy an accent table in 2015 at a rate higher than their proportion of the population.

ACCENT CHAIRS

Percent of house holds living in the	Shopped for in 2014	Bought in 2014	Plan to buy in 2015	Median spent in 2014
Northeast	3.0%	2.4%	1.9%	\$125
Midwest	3.9%	3.2%	1.6%	\$300
South	2.6%	1.4%	2.5%	\$243
West	3.1%	2.6%	2.9%	\$350

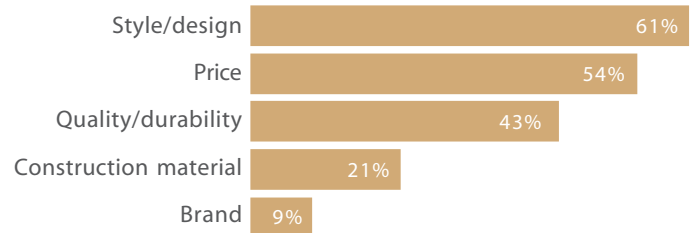
Buying Trends by Generation

Percent share by generation



Most Important Product Features

Percent of households buying lamps



Target Populations

These demographic groups plan to buy an accent chair in 2015 at a rate higher than their proportion of the population.