



CASE GOODS

Consumer Buying Trends

An in-depth look at who buys master bedroom, casual dining and occasional tables

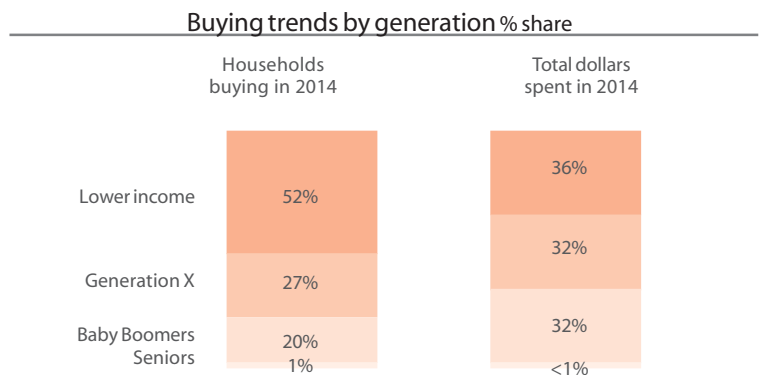
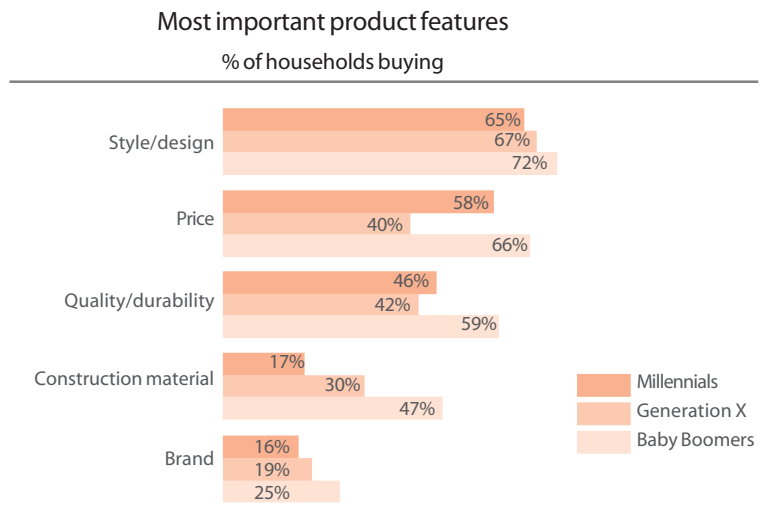
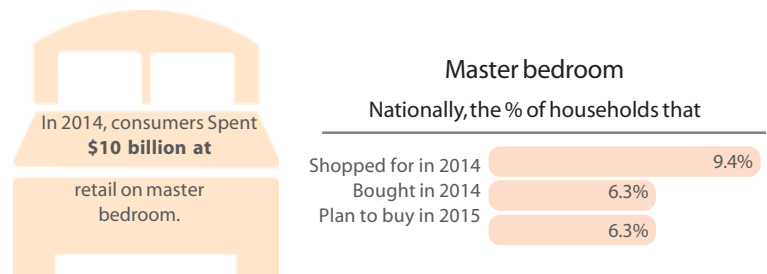
MASTER BEDROOM

millennials are the best prospects

Last year, 6.3% of U.S. households bought master bedroom furniture, spending a combined \$10 billion at retail. For 2015, 6.3% of households, another 7.3 million, have master bedroom on their shopping and buying plans. Master bedroom experienced a comeback in 2014, in step with the housing industry's rebound. The product's purchase rate of 6.3% surged from 4.3% of households buying the category in 2012, the last time Furniture/Today conducted the Consumer Buying Trends Survey, and 3.7% buying in 2010.

All buyers spent a median of \$499 on new master bedroom furniture. Households buying through a traditional furniture store spent the most, a median of \$899. Consumers purchasing through manufacturer-branded stores, such as Ashley Furniture HomeStore and Ethan Allen, spent a median of \$649 and those buying through lifestyle furniture stores, such as Ikea and Pottery Barn, spent a median of \$325. Consumers buying online spent a median of \$262.

Millennials accounted for more than half of master bedroom buyers last year, spending a collective \$3.6 billion. It's a furniture need for the youngest adult generation as they're forming new households. Millennials are now the largest U.S. demographic group in terms of population numbers at 74 million. Adult members are currently between ages 18 and 34. Millennials are also the best prospects to purchase master bedroom in 2015. They plan to buy the category at a rate 1.9 times higher than their presence in the



Buying trends by household income % share **population, according to the exclusive data. Style issues are the most**

Income Group	Households buying in 2014	Total dollars spent in 2014
Lower income	33%	22%
Middle income	50%	53%
The Affluent	17%	25%

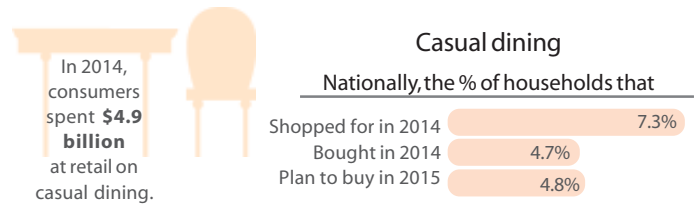
important factors to households buying master bedroom, followed by price and durability concerns.

CASUAL DINING BUYS

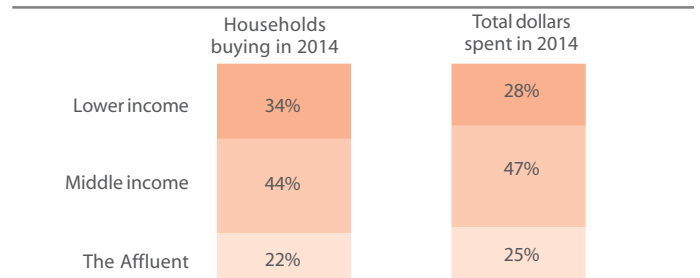
Middle-income buyers account for most

This year, 5.6 million U.S. households plan to buy casual dining furniture. In 2014, 5.5 million households bought the product category, adding \$4.9 billion to retailer coffers. Consumers living in the Northeast and South recorded the highest purchase incidence rates last year as 5.2% of all Northern households and 5.0% of all Southern households bought casual dining. The middle class accounted for the bulk of casual dining buyers. Middle-income households, those earning between \$50,000 and \$99,999, comprised 44% of all buyers and 47% of the total dollars spent on casual dining, an estimated \$2.3 billion.

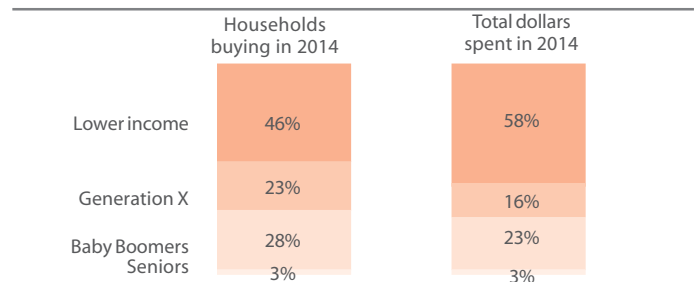
For 2015, ultra-affluent households, those earning \$150,000 or more, are the best prospects. They plan to buy the category at a rate 2.2 times higher than their presence in the population. Households pulling in between \$100,000 and \$149,999 plan to buy at a rate 1.4 times greater than their population presence. Last year, casual dining buyers spent a median of \$199. Those purchasing through the manufacturer-branded channel, including Ashley Furniture HomeStore, Ethan Allen and Thomasville, spent the most, a median of \$499. Buyers through traditional stores, such as Haverty's, Rooms To Go and local stores, spent a median of \$325. Consumers



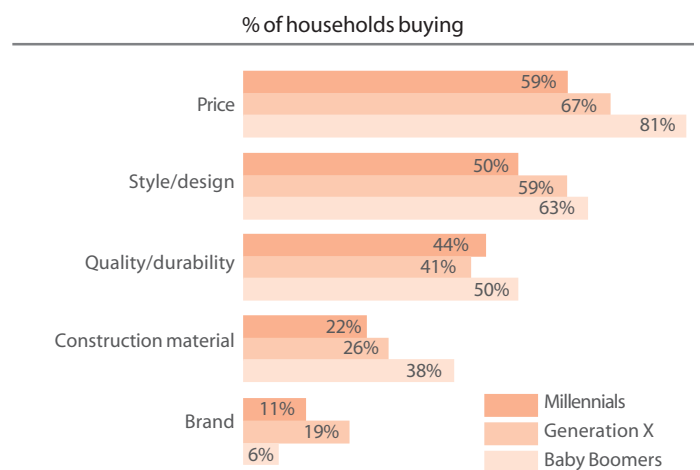
Buying trends by household income % share



Buying trends by generation % share



Most important product features



purchasing through lifestyle stores, including Ikea, spent a median of \$249 and online buyers spent a median of \$138. Price concerns rank the highest with buyers, regardless of generation. Eight out of 10 Baby Boomers (ages 51 to 69) cite price as the most important consideration when buying casual dining, as do 67% of Generation X members (between 35 and 50) and 59% of Millennials (adults between 18 and 34).

TOP BUYERS AS PER SURVEY

affluents and millennials

Last year, 5.8 million U.S. households, or 4.8%, bought occasional tables. Total 2014 retail dollars for the category, which includes coffee tables, sofa tables, end tables and other accent tables, reached \$5.1 billion. This year, 5.8 million households, or 5.0%, plan to buy occasional tables. These exclusive purchase incidence rates derive from Furniture/Today's 2015 Consumer Buying Trends Survey. Furniture/Today conducts this survey every two years. In 2012, 3.5% of all households bought occasional tables.

Midwesterners and Southerners bought at the highest rates in 2014 as 5.8% of households living in the Midwest and 5.1% of those living in the South purchased an occasional table. All buyers spent a median of \$99 on a new accent table last year. Households buying through a traditional furniture store spent the most, a median of \$225. Consumers purchasing at manufacturer-branded stores spent a median of \$199 and those buying through lifestyle furniture stores spent a median of \$99, on par with all buyers.



Households purchasing at a warehouse club, including Costco and Sam's Club, paid a median of \$188 and online buyers spent a median of \$138.

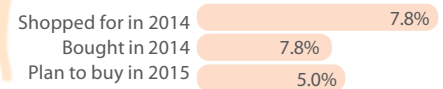
Millennials, with adults between ages 18 and 34, comprised 45% of the households buying occasional tables. In terms of retail dollars, Millennials accounted for 48%, spending an estimated \$2.4 billion. The Baby Boomer generation, with members aged 51 to 69 spent \$1.8 billion on occasional tables in 2014, amounting to 35% of all dollars spent.

Price considerations are the most important factor for Millennial buyers, while Generation X, between ages 35 to 50, are most concerned with the accent table's style and design when buying. Baby Boomers are equally concerned with style and price. Affluent households and Millennials are the best

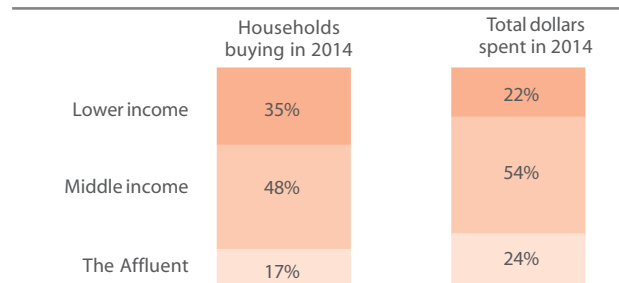


Occasional tables

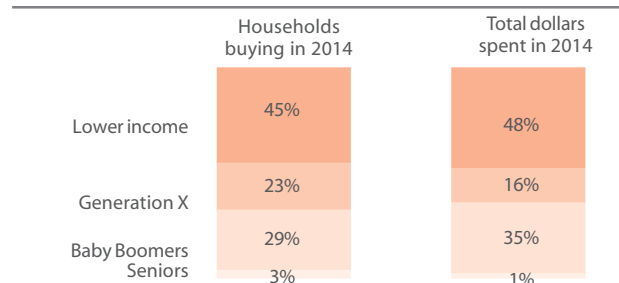
Nationally, the % of households that



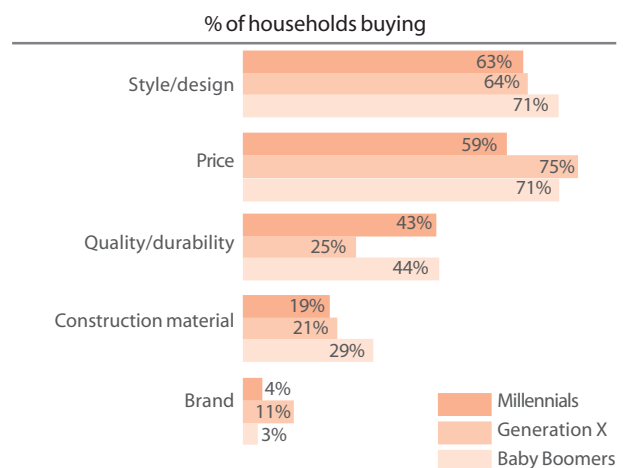
Buying trends by household income % share



Buying trends by generation % share



Most important product features



prospects to purchase an occasional table this year. Households earning \$150,000 or more a year plan to buy one at a rate 1.9 times greater than their presence in the population and Millennials plan to buy at a rate 1.6 times higher. ■

This data hails from Furniture/Today's 2015 Consumer Buying Trends Survey. The findings provide nationally-representative purchase incidence figures by category, as well as demographic characteristics of buyers.