

53.7% of the total to 46.3% for the east. This is understandable as the west has consistently led in all the categories such as number of households, new housing totals, and housing valuation that would contribute to the west's lead in sales.

m. Income Per Capita

Total average income per capita for the study area is \$9175. Based on the statistics we have seen so far, one would conclude that the western sector would have a substantial edge over the eastern sector. In reality, there is less than a \$100 difference between the two, with the east leading at \$9207 to \$9139 for the west.

Also, per capita income is not necessarily indicative of the sales potential in a given area. For example, Omaha has a per capita income of \$8,510 but retail home furnishings sales of \$218 per capita. On the other hand, Minneapolis has a per capita income of \$10,025 with sales of \$158 per capita.

2. Furniture Manufacturing Plants In Study Area

a. Wood Furniture Plants

The total study area accounted for 16 wood furniture plants with a combined sales volume of \$115.8 million. Exhibit VIII gives the location and size of these plants with the western sector accounting for 11 plants and