

who are not able to indicate compliance with flammability guidelines. The city of Boston and the entire state of California have specific flammability requirements in addition to the UFAC voluntary program. These requirements take the form of a detailed flammability standard to which all upholstered furniture sold in the area must comply. Fortunately, most of the U.S. has not resorted to these extreme measures to protect the consumer.

H. Statistical Analyses

As stated earlier in the study, a significant portion of time was spent on the statistical analyses of the study area. Although we do not want to inundate the reader with a myriad of statistics, we do want to present sufficient statistical data which is meaningful to the Canadian manufacturer and, at the same time, beneficial to the exporting endeavor. The three analyses below -- demographics, competition and share of market -- should be of particular interest to Canadian firms.

1. Demographics

After an evaluation of numerous statistical categories on which data was available, we selected the factors that most closely conformed to the criteria stated above. Exhibit VII shows statistics on the following categories: