

III. DISCUSSION

A. Interviews

1. Preparation

Our starting point for the interviews in this study was the interview forms utilized in the 1981 Market Study of Residential Furniture in the Greater New York City Area. Although many of the questions were relevant to the current study, some deletion and amplification was required. These revisions were made to both questionnaires--Canadian furniture manufacturers and Northwestern U.S. retailers.

2. Canadian Manufacturers

A total of 26 Canadian manufacturers were interviewed during the course of the study. Exhibit V lists the manufacturers interviewed. The location of these firms spanned the continent of North America--from New Brunswick to British Columbia. Although our primary emphasis was obviously concentrated on furniture manufacturers, we did interview five manufacturers of related products. Included in the interviews was a good cross section of the various types of furniture. There were six upholstered, thirteen casegoods, one metal furniture and one firm that manufactured both upholstered and casegoods. The different styles of furniture were also represented in the interviews as shown in the tabulation below: