

3. Furniture Sales in Study Area

If furniture sales are extracted from the "Home Furnishings" data, we find that total sales for the study area approximate \$670 million. Of this total, about \$411 million is in casegoods and the remaining \$259 million in upholstered furniture. The western sector accounts for about \$328 million in casegoods and \$201 million in upholstered furniture. Comparable figures for the east are \$342 million and \$210 million respectively.

4. Furniture Supplied to Study Area

Item number 2 above, detailed the furniture sales by regional manufacturers in the study area. These sales amounted to \$252.6 million. Comparing this figure to sales for the total area, we find there is a shortfall in the area of \$417.4 million (\$670 mm-\$252.6 mm). Obviously, this volume must be supplied by manufacturers outside the area. Of this \$417.4 million, \$256 million is in casegoods and \$162 million is in upholstered furniture.

An analysis of suppliers to the area shows a good representation of manufacturers from Bassett on the lower end of the scale to Baker on the higher end with such firms as Broyhill, Singer, Pennsylvania House, Ethan Allen, and Drexel-Heritage in between. All of these companies supply both casegoods and upholstered furniture.