

In addition to placing emphasis on medium- to small-volume stores, we also concentrated our interview efforts on stores that carried a mixture of styles. A few stores that specialized almost entirely in Contemporary, Traditional, or Transitional furniture were also interviewed. The style breakdown of the stores interviewed is as follows:

<u>Style</u>	<u>Number of Stores</u>
Mixed	110
Mostly Contemporary	8
Mostly Traditional	5
Mostly Transitional	<u>5</u>
Total	128

The various factors analyzed in each interview were weighed by the number of stores represented in the interview. For example, if there were more than one store under a single ownership in the area of study, each interview factor was multiplied by the total number of stores. We utilized this method of weighing because information on a store's annual dollar volume is, in most instances, considered to be highly confidential or not readily available.

Our initial intent was to analyze all of the interviews in