

53% OF SHOPPERS WILL SPEND MORE ON HOME IMPROVEMENTS PRODUCTS ACCORDING TO THE TELESCOPE NATIONAL SHOPPER SURVEY

Granville, NY, March 9 — Telescope Casual Furniture, the leading manufacturer of Outdoor Furniture, has found through its National Shopper Survey that 53% of shoppers are anxious to spend more on Home Improvement products/tools when the economy improves.

“Shoppers have a lot of pent up demand,” said Telescope Casual’s CEO, Kathy Juckett, in announcing the results from the survey. “And when they go back to spending, they will first spend more on things that make them feel good, and Home is at the top of the list.” The Telescope National Shopper Survey reveals that 63% of shoppers will spend more on Vacations, followed by Home Improvement Products (53%) and Entertainment, like concerts (52%).

This year, homeowners say they plan to repaint a room (39%), redo outdoor landscaping (29%), redo a bathroom (20%) or kitchen (14%), according to the Telescope National Shopper Survey.

“Our retail partners have a huge opportunity to jump on the home improvement trend,” says Juckett. “Try offering do-it-yourself books/magazines, or small home improvement supplies at the checkout of your stores. Even some simple messaging around your stores with home improvement tips, ideas or inspiration, will surely resonate well.”

The Telescope National Shopper Survey is a national Internet survey of 1500 adults conducted quarterly by WSL Strategic Retail, the leading retail strategists and futurists.

About Telescope Casual Furniture Telescope Casual Furniture has been producing quality outdoor furniture in New York for 109 years. The company’s product line includes wicker, tubular aluminum, cast aluminum, and marine grade “recycled plastic” polymer available in a variety of chairs, tables, umbrellas, bar stools, chaises, sofas, and rockers for the residential and commercial markets. Classic wooden director’s chairs, folding aluminum chairs and high quality beach chairs are also available in many colors and sizes.