

3D Cloud Furniture Shopping Trends Study 2025



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Introduction

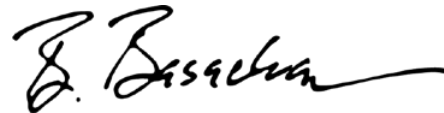
Inspiration and the customer journey are at the core of omnichannel success for furniture retailers. Today's shoppers expect to explore, visualize, and configure products effortlessly across digital and in-store experiences. Tools like 3D room planners, WebAR, and sectional configurators help bridge the gap between inspiration and purchase, making confident buying decisions easier than ever.

That's why we're excited to share the second annual 3D Cloud Furniture Shopping Trends Study, 2025. The first study was so well received that we expanded it this year, partnering again with Provoke Insights to explore evolving consumer behavior.

The new research shows that half of furniture shoppers find it difficult to visualize how furniture would look in their homes. One key trend: shoppers are leaning further into digital experiences. The number of people shopping exclusively online has increased significantly, particularly among female shoppers, while in-store-only shopping has declined slightly. The study also showed that 45% of shoppers use both channels.

At the same time, AI has become a major industry focus. While everyone is talking about its potential, retailers and consumers are still seeking practical ways to use AI to enhance visualization and improve the shopping journey. The key isn't just adopting new technology—it's ensuring it delivers real value.

At 3D Cloud, we've spent years pushing the boundaries of innovation to help retailers meet customers where they are. The future of furniture shopping is dynamic, immersive, and full of opportunity—and we can't wait to see what's next.



Beck Besecker
CEO and Co-Founder
3D Cloud



Background and Objectives

3D Cloud empowers enterprise retailers to innovate next-generation customer experiences through its 3D product visualization platform. The company wants to better understand the following aspects of the customer experience:

- In-store and online retail experience
- Challenges in visualizing configurable products and room layout
- How 3D fits into this buying process
- The demand, interest, and experience with a 3D tool for visualizing room layouts and configurable furniture options

As a result, 3D Cloud reached out to Provoke Insights to help answer these pressing questions in multiple waves of research.



Methodology

In this second wave of research, Provoke Insights developed and fielded a 50-question online survey among 400 furniture purchasers between September 30th and October 14th, 2024.

All respondents met the following criteria:

- Purchased furniture in the last 6 months
- Has a household income of \$50K+
- Ages 25-69
- Lives In the United States

A random stratified sample methodology was used to ensure a high degree of representation of this United States population (age, gender, ethnicity, household income, and geography). Sample quotas were matched using 2020 US Census data.

Statistical differences between subgroups were tested at a 95% confidence level. Significances have been highlighted. Note: significances are only shown above 5%.

The margin of error for the survey is +/- 4.89 percentage points. Numbers may not add up to 100% due to rounding.

Significant comparisons are highlighted between the current wave of research and Wave 1, conducted between November 1st and 10th, 2023.



Key Findings



Hybrid shopping trends evolve

The hybrid model continues to be the preferred shopping method for furniture buyers, especially among those using 3D planners. This trend of combining online research with in-store purchases has solidified; however, exclusive online shopping has notably increased, particularly among women.

Motivations for each type of shopping experience remain clear, with price negotiation emerging as a key motivator for in-store visits this wave. Convenience, price comparison, and a wider selection remain the dominant factors driving online furniture shopping.

Interestingly, innovations like 3D visualization tools are becoming increasingly important in both in-store and online experiences.



Design continues to be a challenge

More than half of furniture shoppers find it difficult to visualize how furniture would look in their homes. These consumers have heightened expectations that retailers should help them face their unique design challenges.

When it comes to online shopping, variety and precision are crucial factors for a successful purchase, as many shoppers expect accurate and realistic images to represent the products.

Younger consumers, in particular, are more interested in interactive 3D visualization tools, provided that the imagery is true to the actual product.



3D has kept momentum

Furniture shoppers are increasingly relying on 3D room planners to assist in their purchase decisions, particularly affluent shoppers who engage both online and in-store. Sales associates play a crucial role in introducing this technology to consumers, helping to enhance the shopping experience.

Design services that use a 3D room planner frequently offer 3D renders of projects. The combination of dynamic, real-time 3D design with photoreal renders of the designed space has proven to be highly beneficial, allowing users to visualize and design their spaces. This visualization tool has become a key component of the shopping journey, and its usage continues to grow.

Moreover, nearly half of those customizing their furniture have utilized a 3D configurator, making it an essential tool for their planning process. The adoption of self-service kiosks for 3D configuration has surged, offering more convenience for in-store consumers who prefer an independent shopping experience.



Impact on retailers

Consumers find advanced 3D planning tools invaluable, significantly enhancing their decision-making process when shopping for furniture. These tools empower shoppers by providing a clearer understanding of their furniture choices, thus minimizing the stress associated with big-ticket purchases. In fact, two-thirds of shoppers who did not use these tools expressed that they wished they had, showcasing the growing demand and influence of such digital aids in the shopping experience.

As a result, retailers offering these 3D planning tools have a strong competitive advantage, as consumers are more likely to remain loyal to stores that provide these services.



Detailed Findings



Furniture Shopping Experience

A man and a woman are walking through a modern furniture store. The man is wearing a beige sweater and blue jeans, and the woman is wearing a blue denim jacket, light blue jeans, and a backpack. They are looking at various pieces of furniture, including a wooden table and grey armchairs in the foreground. The store has a clean, minimalist design with white walls and modern lighting.

Where the buying journey takes place

A hybrid shopping experience remains the most popular way to shop for furniture. However, the number of shoppers opting exclusively for online shopping has seen a notable increase, particularly among female shoppers.

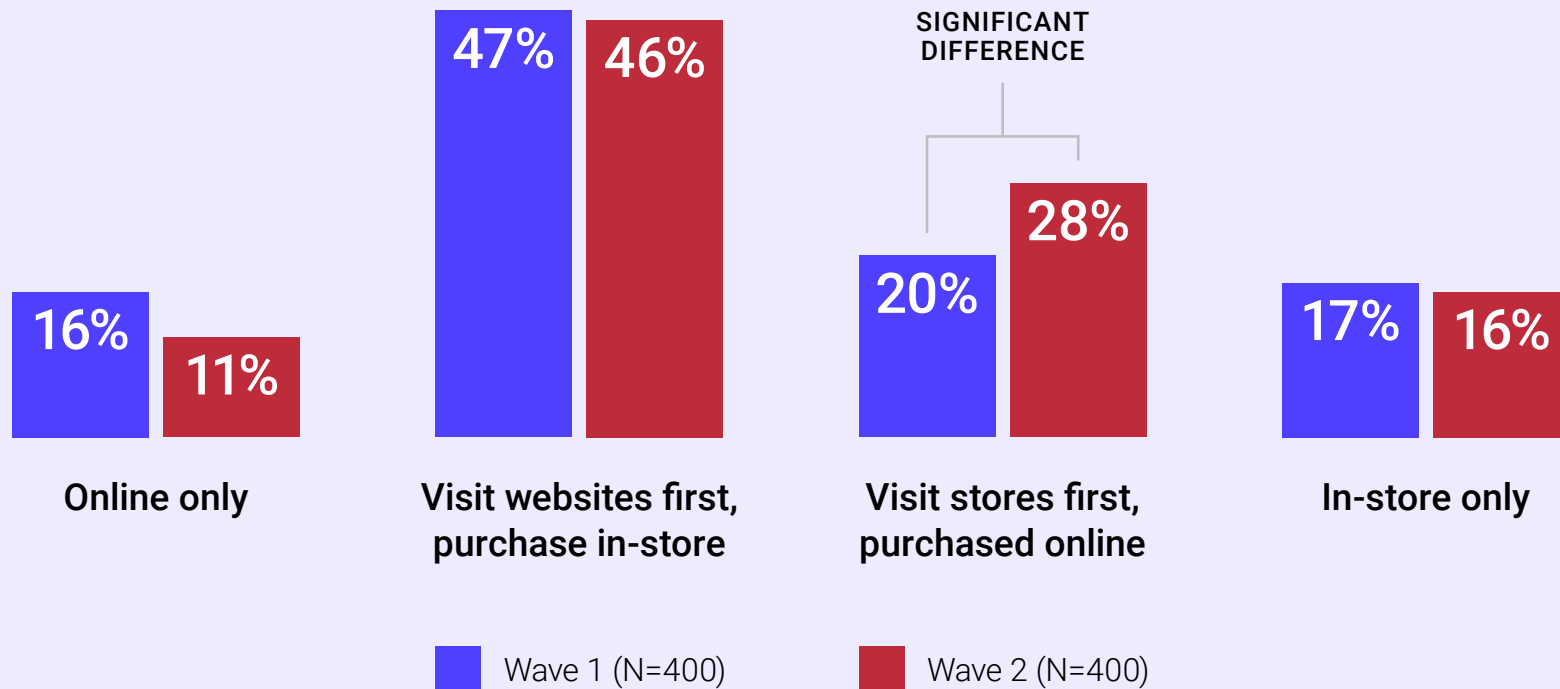


Q. How have you purchased furniture for your home/living space within the past 6 months?

Base: All qualified respondents (N=400)

Preferred shopping method

The bulk of furniture shoppers start online, with most purchases completed in-store. However, compared to last year, more shoppers are now visiting stores first and finalizing their purchases online.

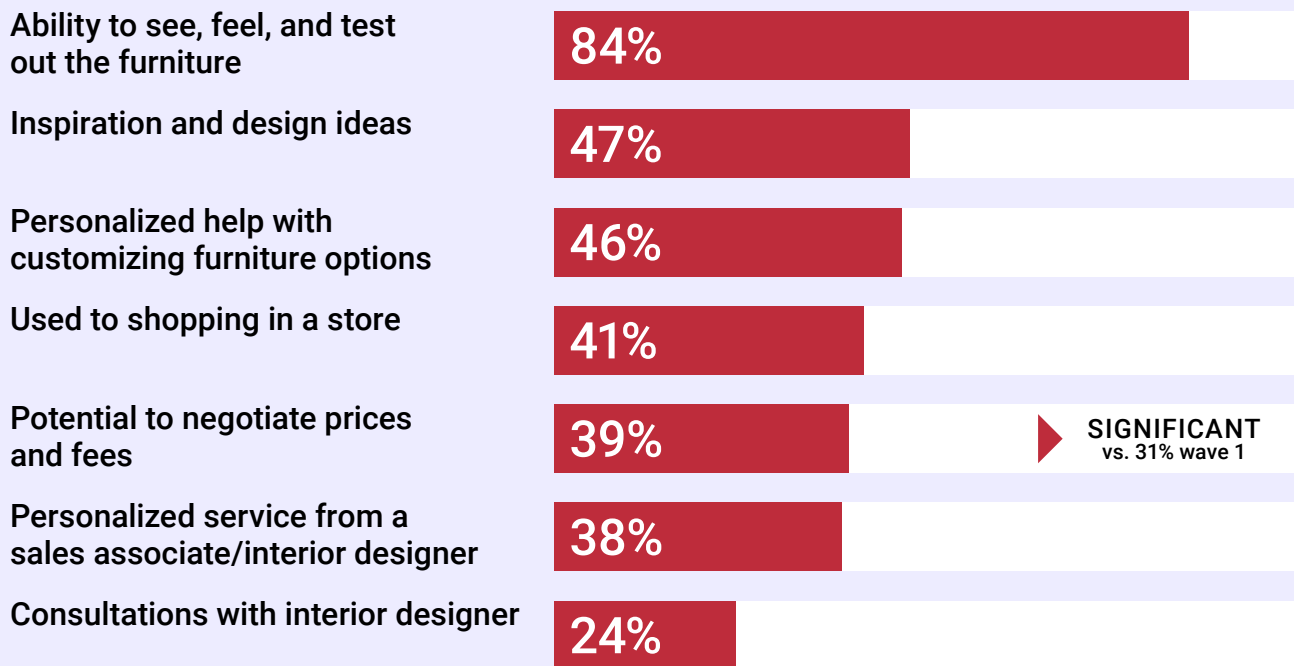


Q. How do you prefer to shop for new furniture?

Base: All qualified respondents

Motivation to shop in stores

In-person furniture shopping remains driven by the desire to physically experience the items and gain design inspiration. However, price negotiation has become a significantly more influential factor for shoppers choosing to visit stores.



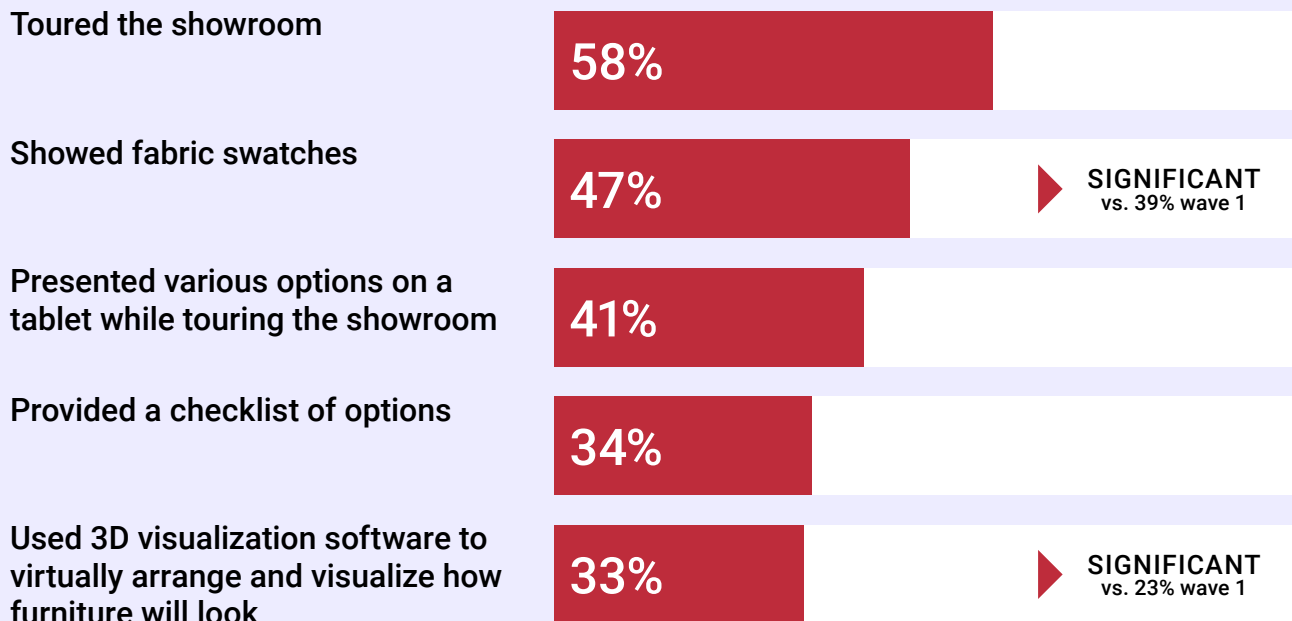
Q. What motivates you to shop for furniture in a retail store/showroom?

Base: Purchased furniture in-store in the past 6 months (n=305)



In-store assistance

Touring the showroom and seeing fabric swatches remain the most common ways furniture shoppers are assisted in-store. 3D visualization has become increasingly utilized since the last wave.



Q. Thinking of the last 6 months, how did an in-store associate or designer help you to make furniture buying decisions?

Base: Purchased furniture in-store in the past 6 months (n=305)



Reasons for furniture shopping exclusively in stores

1. Touch, see, try furniture

"I prefer to shop this way so that I can see what I'm buying, what it looks like and how it will fit in my home while looking at it in person at the store."

"I want to see realistic colors on fabrics and test quality and comfort on all furniture."

2. Consult with sales associates

"I like to talk to salespeople about other people's experiences with the furniture."

"In person shopping gives me the opportunity to haggle and get a better price."

Q. Why do you prefer to shop this way?

Base: Prefer shopping in-store only (n=62)



Reasons for furniture shopping online first, followed by a store visit

1. Research first online and confirm quality in-person

"I'd rather look online to find which ones are worth driving to first."

"I like to see what is in stock locally, and then I can view it in person to see if it fits my decor idea."

2. No wait

"Because I can have it immediately and won't have to wait."

"I like to see it in person and do not want to wait for delivery."

Q. Why do you prefer to shop this way?

Base: Shop online first and then buy in-store (n=183)



Motivation to shop online

Convenience followed by price comparisons and wider selection are the primary motivators for purchasing furniture online. Those who are interested in 3D tools are looking for wider selection, inspiration, and design ideas.



Convenience of browsing from home

77%

RESULTS AMONG:
Females (79%)

Price comparisons

72%

Wider selection and variety

69%

RESULTS AMONG:
Interested in 3D planner (72%)

Product reviews and ratings

67%

Detailed product information

61%

Inspiration and design ideas

54%

RESULTS AMONG:
Females (60%)
Interested in 3D configurator (60%)

NO NOTABLE DIFFERENCES BETWEEN WAVES

Q. What motivates you to shop for furniture online?

Base: Purchased furniture online in the last 6 months (n=276)

Reasons for furniture shopping exclusively online



1. Convenience

"Because it's really convenient not having to go anywhere because I'm disabled, and I can get the furniture delivered to me."

"Online shopping can be done anytime, anywhere and is not limited by store hours."

2. Variety

"Online stores usually offer a wider selection of products than brick-and-mortar stores."

"There are more choices when shopping online."

3. Sales pressure

"I don't like to be stalked by salesman. I would rather just look for what I want and then buy it."

"Time consideration, no pressure sales, do not have to get out in traffic."

Q. Why do you prefer to shop this way?

Base: Prefer shopping online only (n=44)

Reasons for furniture shopping by visiting stores first before visiting websites

1. Convenient delivery process

"Once I see it in the store, it's so much easier to order it online and have it by the time I want."

"It's easier to have all items delivered directly to my house."

2. Better deals online

"I like to see how item physically looks and feels. Then, I purchase online for a better price."

"I can get the delivery for free and at a discount."

Q. Why do you prefer to shop this way?

Base: Prefer shopping in-person first and then buy online (n=28)



Design Needs and Attitudes



Attitudes about design and visualization

Free design services are highly sought after by many furniture shoppers. Those who have used a 3D planner have stronger opinions about their design challenges and expectations of retailers offering these services.

Top 2 on a 5-point agree scale



Prefer to use free design services when available



Want more in-store help with furniture visualization



Challenge to visualize how furniture will look in home



Expect furniture retailers to offer personalized design services

NO NOTABLE DIFFERENCES BETWEEN WAVES

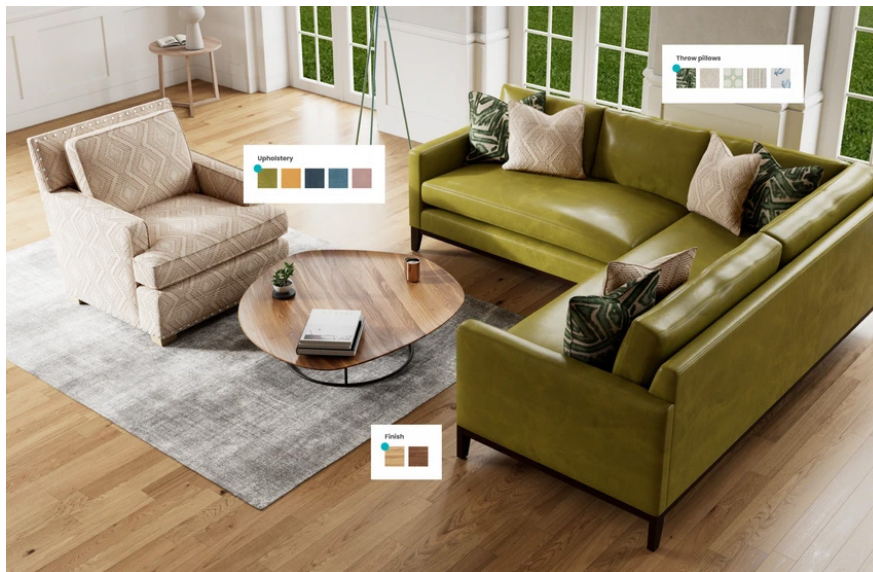
Q. How much do you agree or disagree with the following statements?

Base: All qualified respondents (N=400)

Attitudes about online furniture shopping

Variety and precision are crucial in online furniture shopping, as most consumers expect to view multiple, realistic images that accurately represent the product. Younger shoppers, in particular, are highly receptive to 3D imagery, provided the visual representation is true to the actual product.

Top 2 on a 5-point agree scale



94%

It's important to view images of the exact product to buy in the exact colors, patterns, sizes, etc

93%

Prefer to see multiple product images per listing

86%

Satisfied with either traditional photos or 3D images, as long as they represent the real product

**RESULTS
AMONG:**
Age 25-34
(92%)

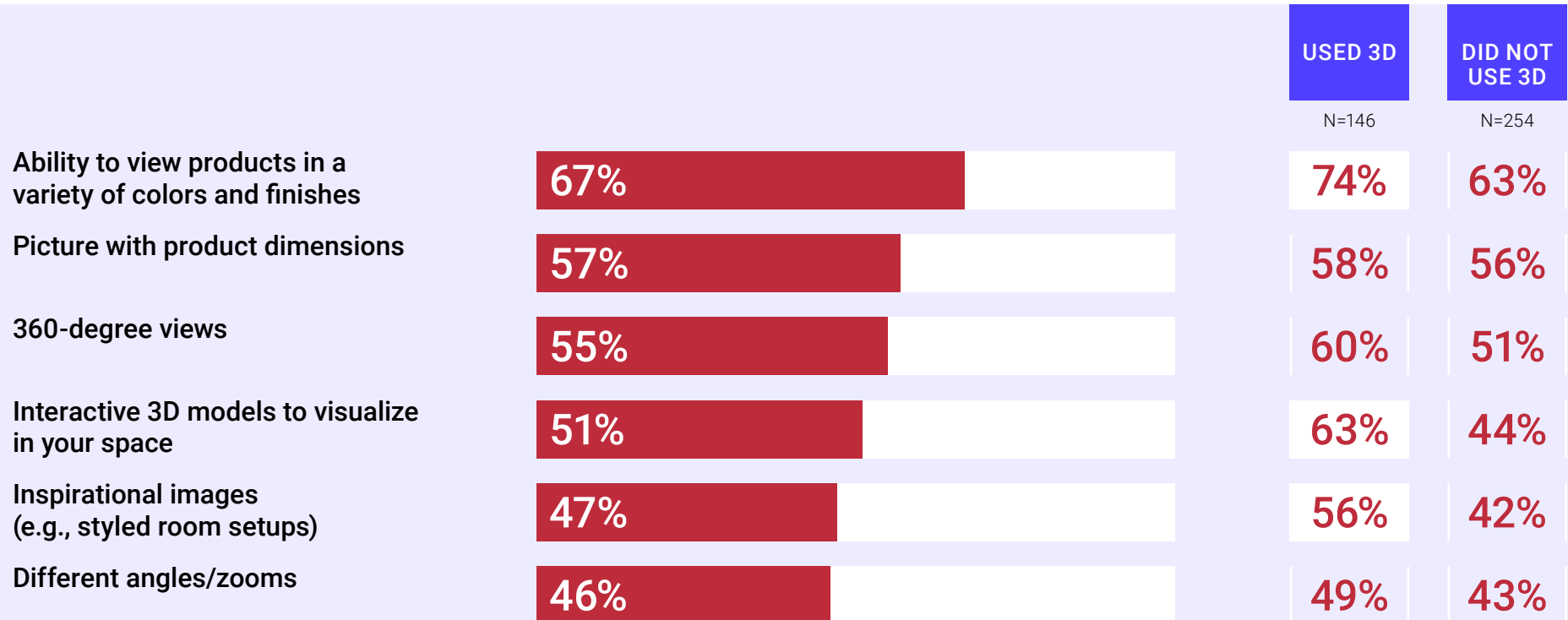
Q. How much do you agree or disagree with the following statements?

Base: All qualified respondents (N=400)

Helpful website features

Furniture shoppers would benefit from a range of online features such as detailed product views and dimensions.

Those who have used 3D planners are primed to take advantage of interactive online 3D models and inspirational images.



Q. Which features on furniture websites would help you make a more confident purchase?

Base: All qualified respondents (N=400)

How helpful are these online tools?

Furniture buyers are strongly interested in online tools that allow them to configure different product options, rotate products to view them from all angles, zoom in closely, and visualize in their own space through augmented reality.

Top 2 on a 5-point agree scale



Quickly change and view product color, fabric, size, and finishing details on a computer screen or mobile device

84%



Rotate a product on the screen 360 degrees to inspect it from all angles

78%



Zoom in on product details on a computer screen or mobile device

78%

RESULTS AMONG:
Used 3D planner (84%)



Augmented reality that allows you to use a mobile phone or tablet to visualize how furniture will look in your own space

69%

RESULTS AMONG:
Age 25-34 (78%)
Used 3D planner (78%)

Q. How helpful would you find...?

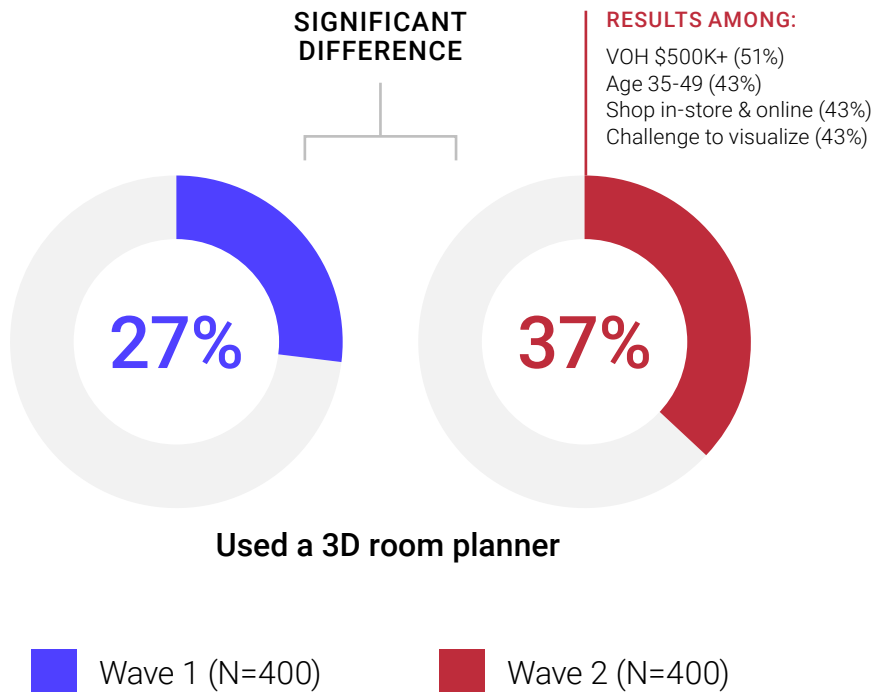
Base: All qualified respondents (N=400)

3D Room Planner



3D room planner usage

Furniture shoppers are becoming increasingly more reliant on 3D room planners compared to last wave. The number of consumers who used a 3D room planner while shopping for furniture has increased by more than a third. Affluent households who shop both online and in-store are most commonly using this tool. Sales associates play a crucial role in introducing customers to this technology.



How 3D planner was used

While working with a sales associate or designer in-store

49%

A virtual design service that planned the 3D room layout

47%

A self-service room planner online

46%

A self-service kiosk in the furniture store

32%

NO NOTABLE DIFFERENCES BETWEEN WAVES

Q. Did you use a 3D room planner while planning your recent furniture purchases?

Base: All respondents (N=400)

Q. How did you use a 3D room planner for your recent furniture purchases?

Base: Used a 3D Planner (n=146)

Experience with 3D room planners

1. Helps visualize how the furniture would look in the room

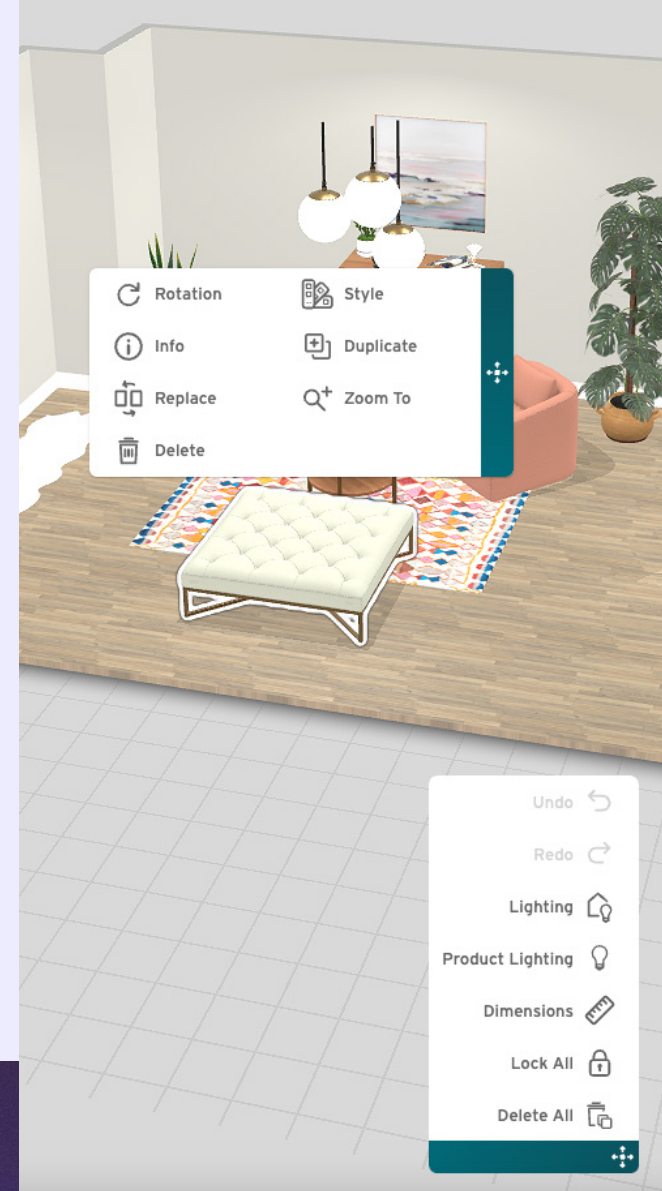
"It was pretty awesome at giving me an accurate visualization of what the furniture would actually look like in my room or home."

"I really enjoyed how it gave me a better visualization of what my house would look like."

2. Helps with fit and measurements

"It was very helpful being able to see all angles of a product and even place the item in a picture of my actual room."

"It helps you see if the furniture is going to fit in the room and how it will look."



Q. What was your experience using the 3D planner?

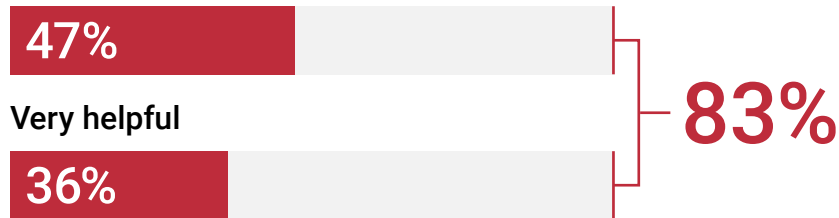
Base: Used a 3D Planner (n=146)

3D room planners are both helpful and fun to use

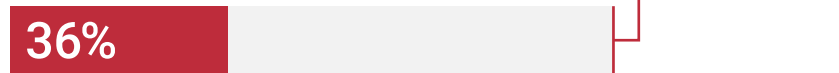
Helpfulness

The 3D planner is seen as very helpful in making final furniture purchase decisions.

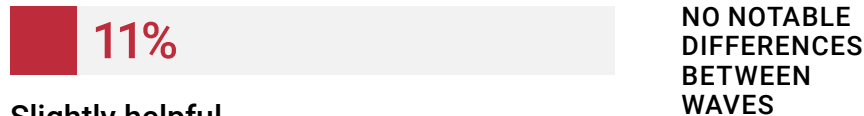
Extremely helpful



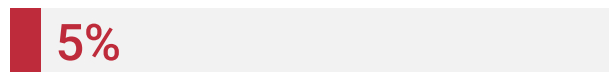
Very helpful



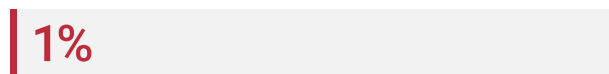
Moderately helpful



Slightly helpful



Not at all helpful



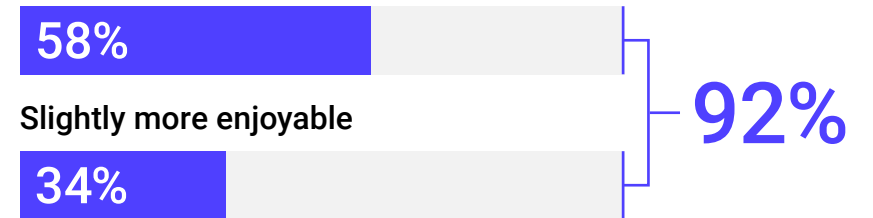
83%

NO NOTABLE DIFFERENCES BETWEEN WAVES

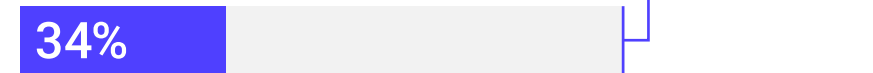
Enjoyable

When purchasing furniture, the 3D room planner makes the experience much more enjoyable.

Much more enjoyable

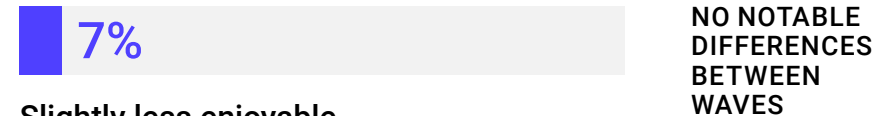


Slightly more enjoyable

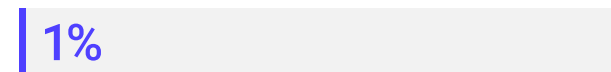


92%

The same amount of enjoyment

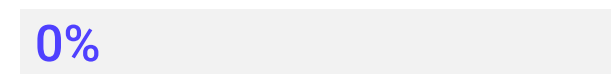


Slightly less enjoyable



NO NOTABLE DIFFERENCES BETWEEN WAVES

Much less enjoyable



Q. How helpful was the 3D room planner in making your final furniture purchase decisions?

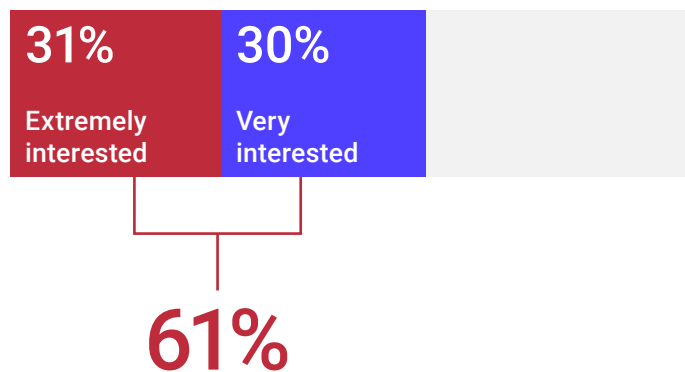
Base: Used a 3D planner (n=146)

Q. How much more enjoyable is using a 3D room planner than past furniture purchases without using one? Base: Used a 3D planner (n=146)

Consumers are highly motivated to use 3D room planners

Interest

Nearly two-thirds of those who have yet to try the planner are very interested in this type of product.



NO NOTABLE DIFFERENCES BETWEEN WAVES



Q. How interested would you be in using a 3D room planner for visualizing your room layout(s)?

Base: Did not use room planner/not sure don't know (n=254)

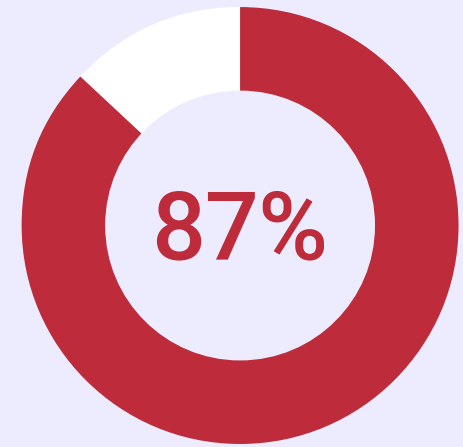
Room renders are common – and helpful

There is significant overlap between 3D planners and 3D renders. The majority of users benefited from the ability to seamlessly create detailed 3D renders.

These visualizations have proven to be extremely helpful in visualizing unfurnished spaces.

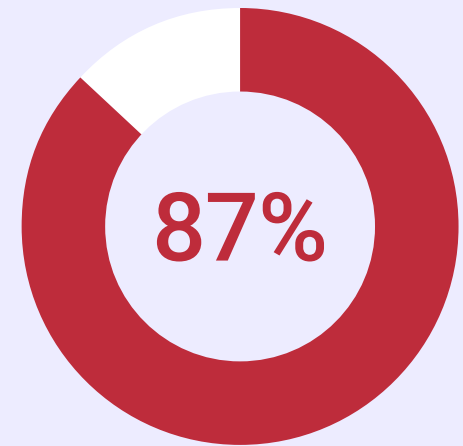


Q. Did the room planner you used include the ability to create a 3D render of what your furnished space would look like?



3D render included in 3D planner

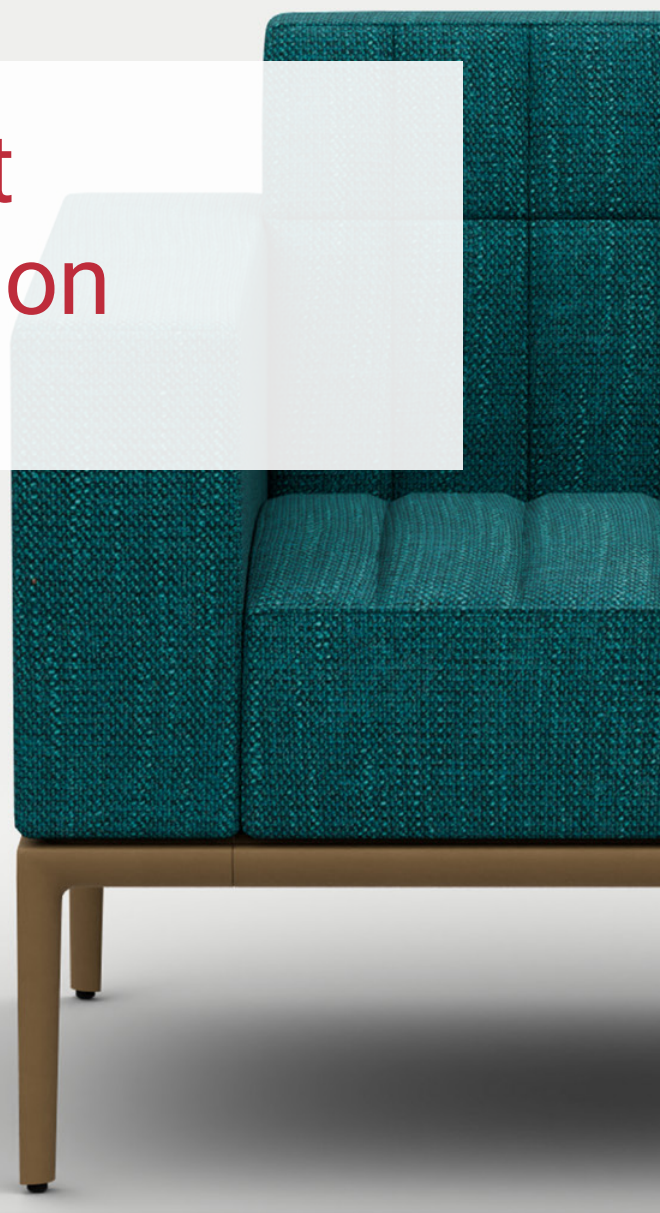
Base: Used room planner (n=146)



Found it helpful

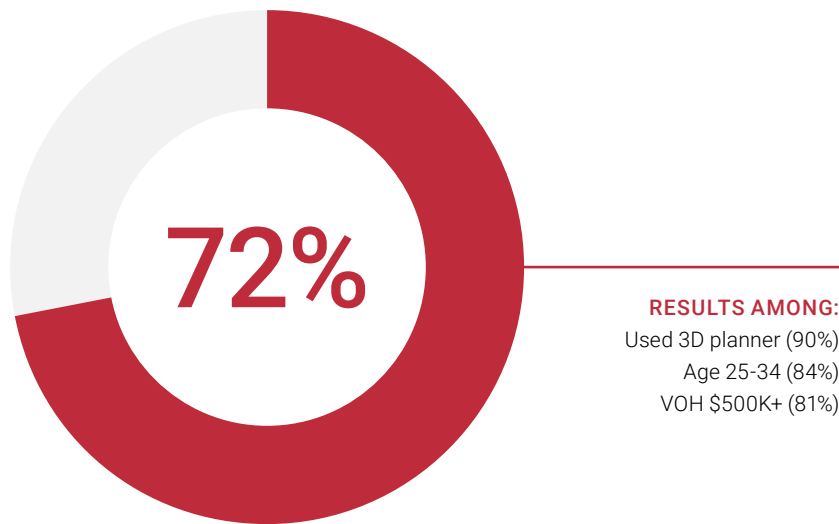
Base: 3D render included (n=127)

3D Product Configuration



72% of buyers customize their furniture purchases

Those interested in 3D tools are more likely to customize their furniture purchases.



Customized the furniture they purchased

Color and fabric/material are the most popular options to customize.

Options Customized

Color

83%

Fabric/material

72%

Size

53%

Leg style

30%

Armrest

26%

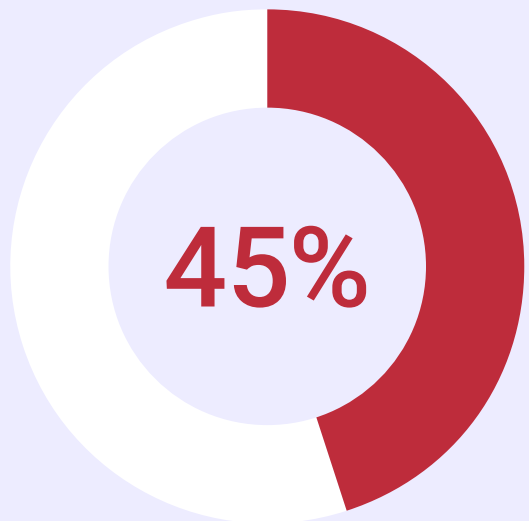
Q. Thinking of your furniture purchases in the past 6 months, which, if any, of these options did you customize?

Base: All qualified respondents (N=400)/Base: Customized furniture (n=289)

3D product configuration is a popular way to customize furniture

Among those who customized their furniture, nearly half utilized a 3D configurator during the planning process.

3D product configuration saw 25% growth over the 2024 study and is becoming an increasingly critical component of the shopping experience.



Used a 3D configurator while planning their custom furniture purchases

► **SIGNIFICANT**
vs. 36% wave 1

Significantly more likely to customize furniture using a 3D configurator

Home value \$500K+

56%

Age 35-49

53%

Males

51%

Purchase in-store and online

51%

Q. Did you use a 3D configurator to visualize your custom furniture options?

Base: Customized furniture (n=289)

3D product configurators improve buyer confidence

1. Instilled confidence in purchase decision

"It was very helpful to see the different options that were available. I got a better sense of the final product."

"Using the 3D product configurator was engaging; it allowed me to customize furniture easily and visualize my choices."

"My experience was amazing. I felt like I can control it and can re-design how I like."

"I like the fact that you can change the color and change the textures, the patterns, and the furniture to your liking."

Allsteel



Retreat Side Chair



← → 📐 📏 🏠 View in My Space

← Body Upholstery

≡ Hide Filters

Clear Filters

🔍 Search

Material Type >

Lead Time >

HCWH Compliant >

Pattern >

Manufacturer >

Bleach Cleanable >

Fabric Grade >

Q. What was your experience using the use a 3D configurator to visualize your custom furniture options?

Base: Used a 3D product configurator (n=131)

3D product configurators are used for self service and for in-store interactions

Consumers primarily engage with 3D configurators through self-service websites or by working directly with in-store associates. However, self-service kiosks are seeing a marked rise in popularity, as their usage has significantly increased compared to the last wave.

Self-service on a website

50%

Worked with an in-store salesperson or designer

50%

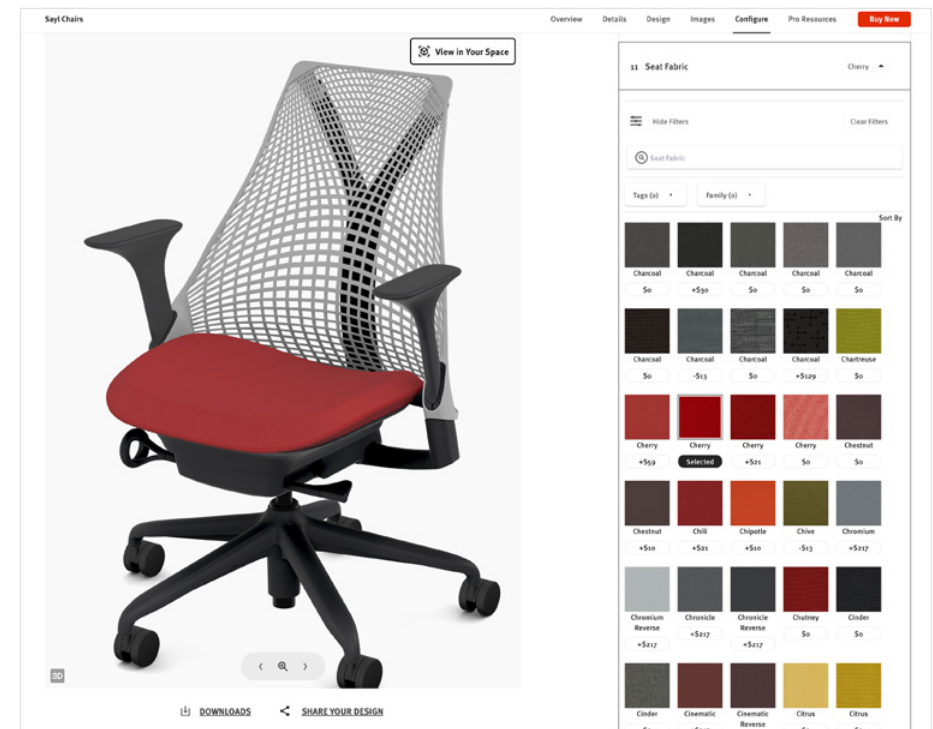
A virtual design service that configured custom options

45%

A self-service kiosk in the furniture store

38%

► **SIGNIFICANT**
vs. 23% wave 1



Q. How did you use a 3D configurator to visualize your custom furniture options?

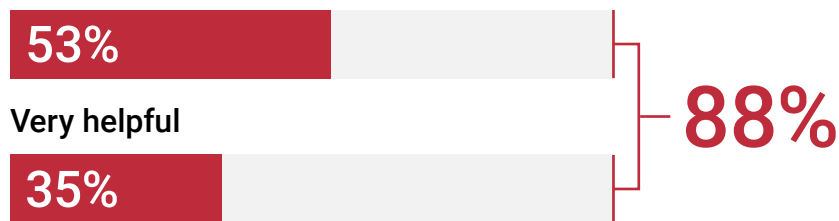
Base: Used a 3D product configurator (n=131)

3D product configurators are helpful in making purchase decisions

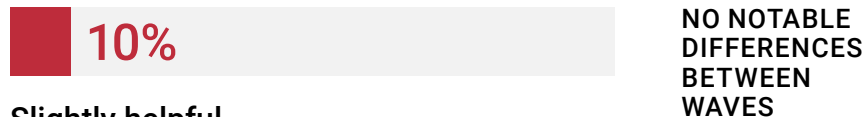
Helpfulness

Most found the tool very helpful in making their final furniture decision.

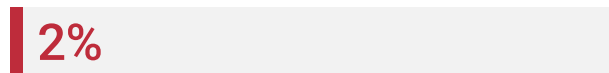
Extremely helpful



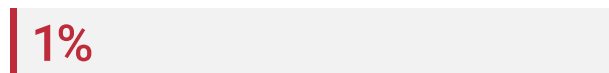
Moderately helpful



Slightly helpful



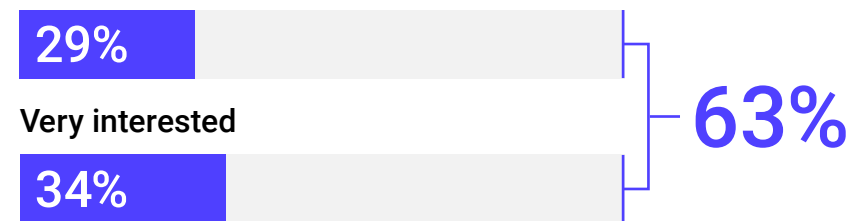
Not at all helpful



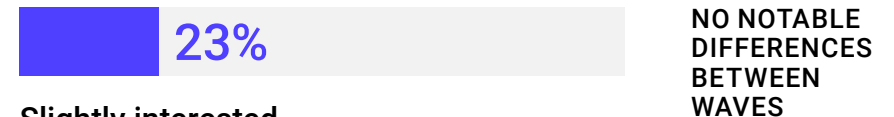
Interest

Of those who did not use a 3D configurator, two-thirds are interested in using the tool for future furniture purchases.

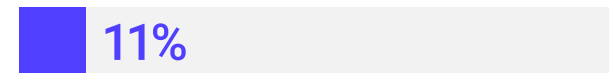
Extremely interested



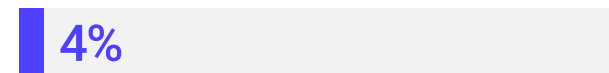
Moderately interested



Slightly interested



Not at all interested



Q. How helpful was the 3D product configurator in making your final furniture purchase decisions?

Base: Used a 3D product configurator (n=131)

Q. How interested would you be in using a 3D product configurator for visualizing custom furniture options in the future?

Base: Did not use a 3D product configurator (N=158)

Future of Furniture Shopping



Impact of 3D tools on shopping

Not only do consumers find these services invaluable, but they also feel significantly more empowered and confident in making furniture purchase decisions when using these tools. Millennial and Gen X shoppers, along with those familiar with 3D planners, particularly recognize the value these tools provide by minimizing stress associated with furniture buying.

Top 2 on a 5-point agree scale

3D is helpful when I'm making a major furniture purchase

86%

RESULTS AMONG:
Used 3D planner (92%)

Seeing furniture in 3D makes me feel like I have more control over my purchasing decisions

85%

RESULTS AMONG:
Used 3D planner (95%)
Age 35-49 (91%)

3D increases confidence in my purchase decisions

80%

RESULTS AMONG:
Used 3D planner (90%)

3D visualization takes the stress out of buying furniture

72%

RESULTS AMONG:
Used 3D planner (88%)
Age 35-49 (84%)

Q. How much do you agree or disagree with the following statements regarding 3D visualization/configuration?

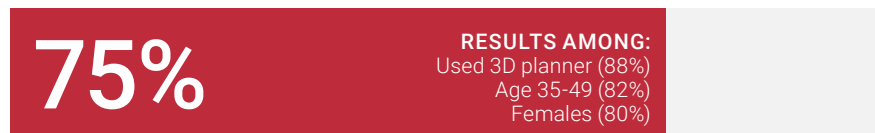
Base: All qualified respondents (N=400)

Consumers prefer retailers who offer 3D visualization

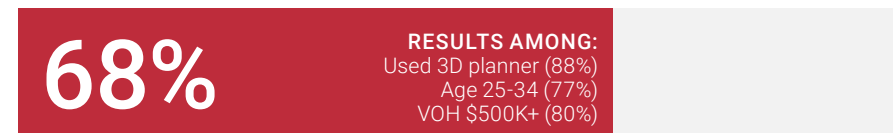
Retailers that integrate these advanced 3D planning tools will gain a significant competitive advantage, as many consumers are likely to remain loyal to stores offering such services. Those who have already experienced the benefits of 3D planners show a strong preference to continue shopping with retailers that provide these cutting-edge tools.

Top 2 on a 5-point agree scale

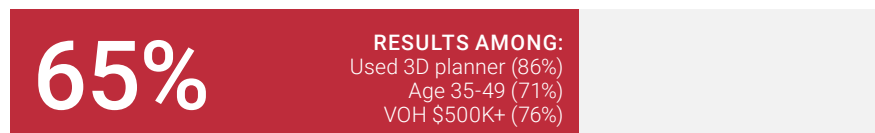
Want to use it whenever shopping for furniture



Prefer shopping at retailers who offer this service



More likely to stay loyal to retailers that offer 3D visualization tools



Q. How much do you agree or disagree with the following statements regarding 3D visualization/configuration?

Base: All qualified respondents (N=400)

3D solves visualization challenges

Almost 60% of furniture shoppers struggle to visualize how furniture will look in their homes. These shoppers are more likely to have used a room planner and show stronger loyalty to retailers that provide 3D visualization tools.

Those who need more help with visualization

MEAN AGE	GENDER	HOUSEHOLD INCOME \$100K+	VALUE OF HOME \$500K+
45.9	M: 46% F: 54%	62%	50%

Shopping profile

SHOPPING METHOD		SHOPPERS MORE LIKELY TO ...		
Shop in-store	Shop online	Customize furniture	Want more in-store help with design	Expect personalized design service
77%	71%	80%	69%	62%

3D planner usage

USERS AND NON-USERS

Used 3D planner	Did not use but extremely interested
43%	40%

Impact of 3D on retailers

SHOPPERS MORE LIKELY TO AGREE ... (Top 2 on a 5-point agree scale)

Want to use it whenever I shop for furniture	Will stay loyal to retailers that offer 3D	Prefer shopping at retailers that offer this service
82%	76%	74%

In-store assistance

MORE LIKELY USED ...

Presented options on a tablet	Presented with a checklist of options	Used 3D visualization
48%	48%	40%



Base: Top 2 Agree – Challenge to visualize (n=234)

64% of shoppers plan to use 3D for a future purchase

Two-thirds of those who did not use these tools while shopping for furniture, wish they did.

Wish used 3D while shopping

Strongly agree

28%

Agree

36%

Neither agree nor disagree

25%

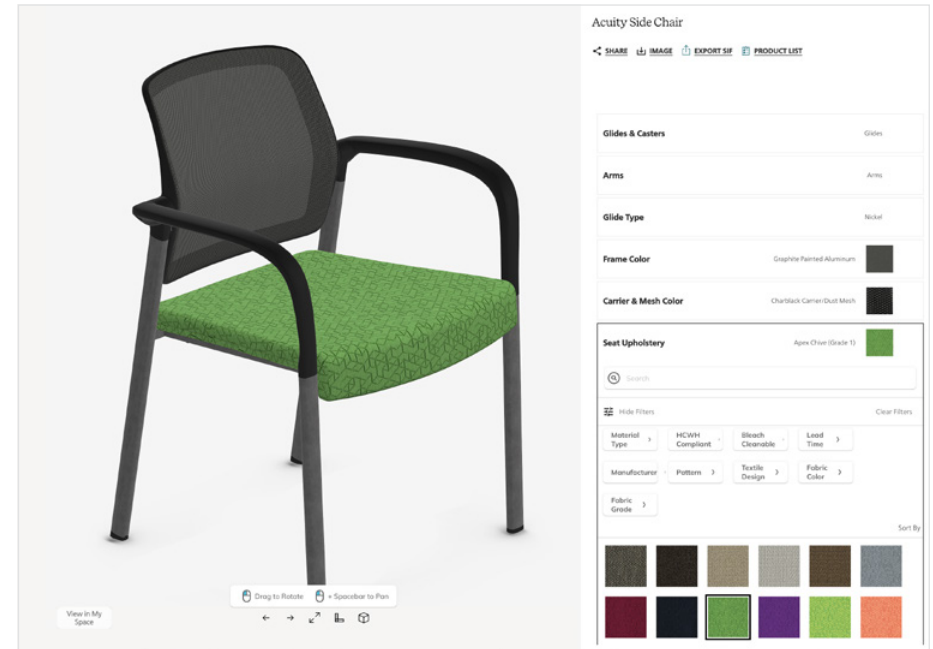
Disagree

8%

Strongly disagree

3%

64%



Q. How much do you agree or disagree with the following statements regarding 3D visualization/configuration?

Base: Did not use 3D tools (n=225)

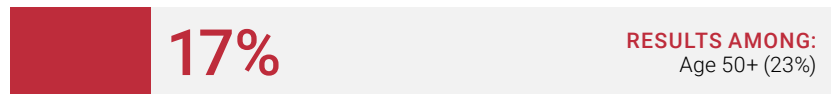
Furniture Shopping Profile



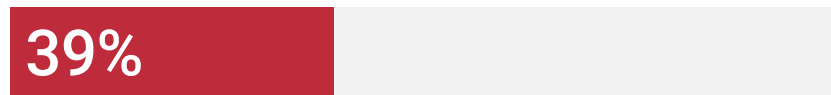
Number of in-store visits per buyer journey

The majority of furniture shoppers are visiting multiple stores before making a purchase, with this trend being especially pronounced among younger shoppers and those using 3D planning tools.

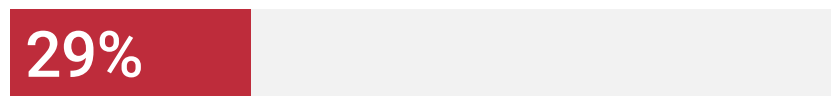
1 store



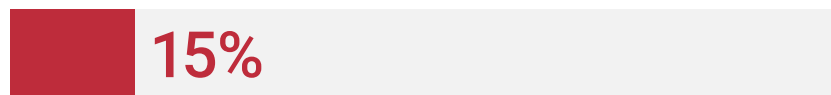
2 stores



3 stores



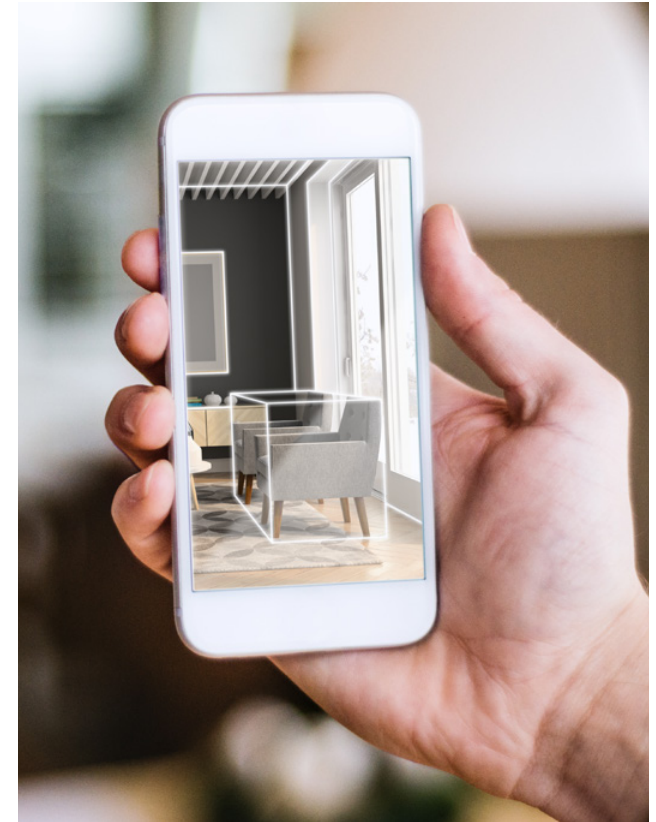
4+ stores



83%

RESULTS AMONG:
Use 3D planner (92%)
Age 25-34 (90%)

NO NOTABLE DIFFERENCES BETWEEN WAVES



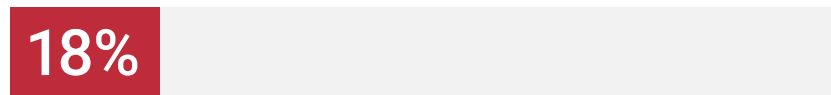
Q. How many furniture retailers did you visit in person during the past 6 months?

Base: Shopped in-store (n=305)

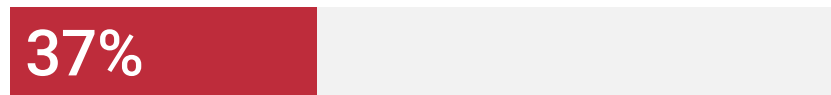
Number of online visits per buyer journey

Online furniture shoppers are browsing multiple websites before making a decision, a trend most evident among younger consumers and those leveraging 3D planning tools to visualize their purchases.

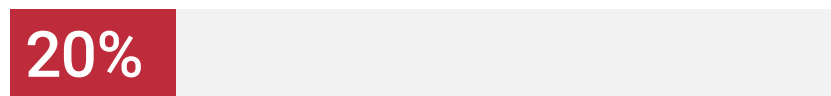
1 website



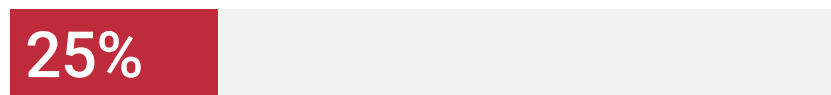
2 websites



3 websites



4+ websites



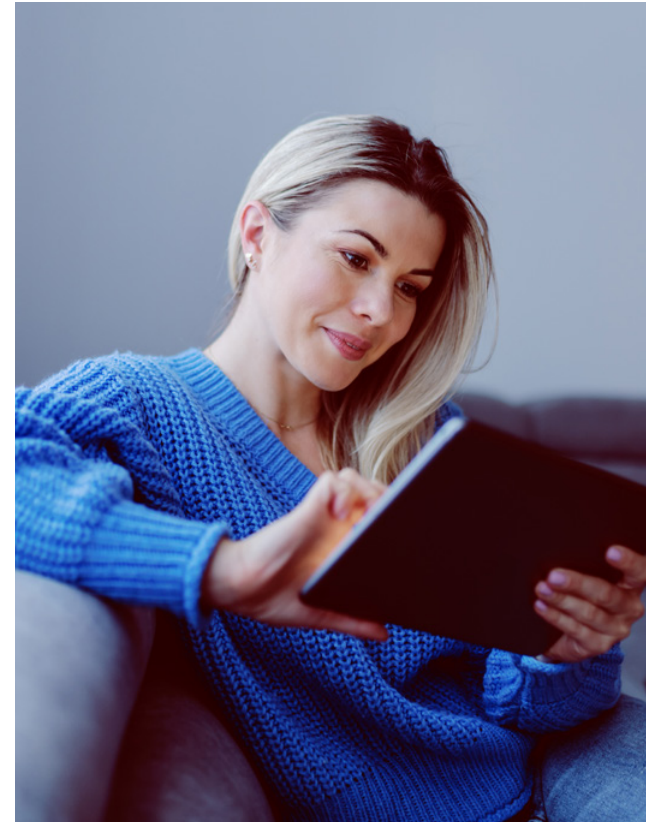
82%

RESULTS AMONG:

Age 25-34 (90%)

Use 3D planner (89%)

NO NOTABLE DIFFERENCES BETWEEN WAVES

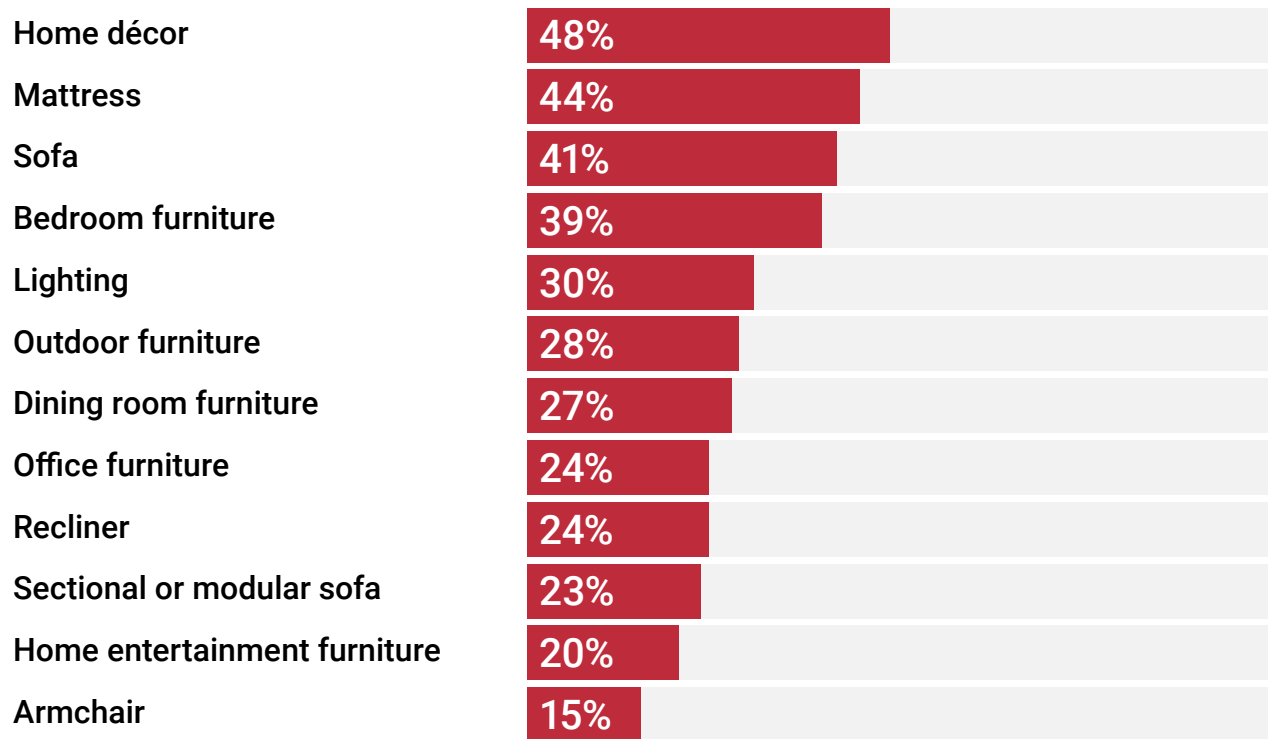


Q. How many furniture retailers did you visit online during the past 6 months?

Base: Shopped in-store (n=276)

Types of furniture purchased

Home décor, mattresses, and sofas rank as the most popular purchases. In addition to these items, other types of furniture like bedroom sets, outdoor pieces, dining, office, and home entertainment items are also more commonly bought by those utilizing 3D planning tools.



NO NOTABLE DIFFERENCES BETWEEN WAVES

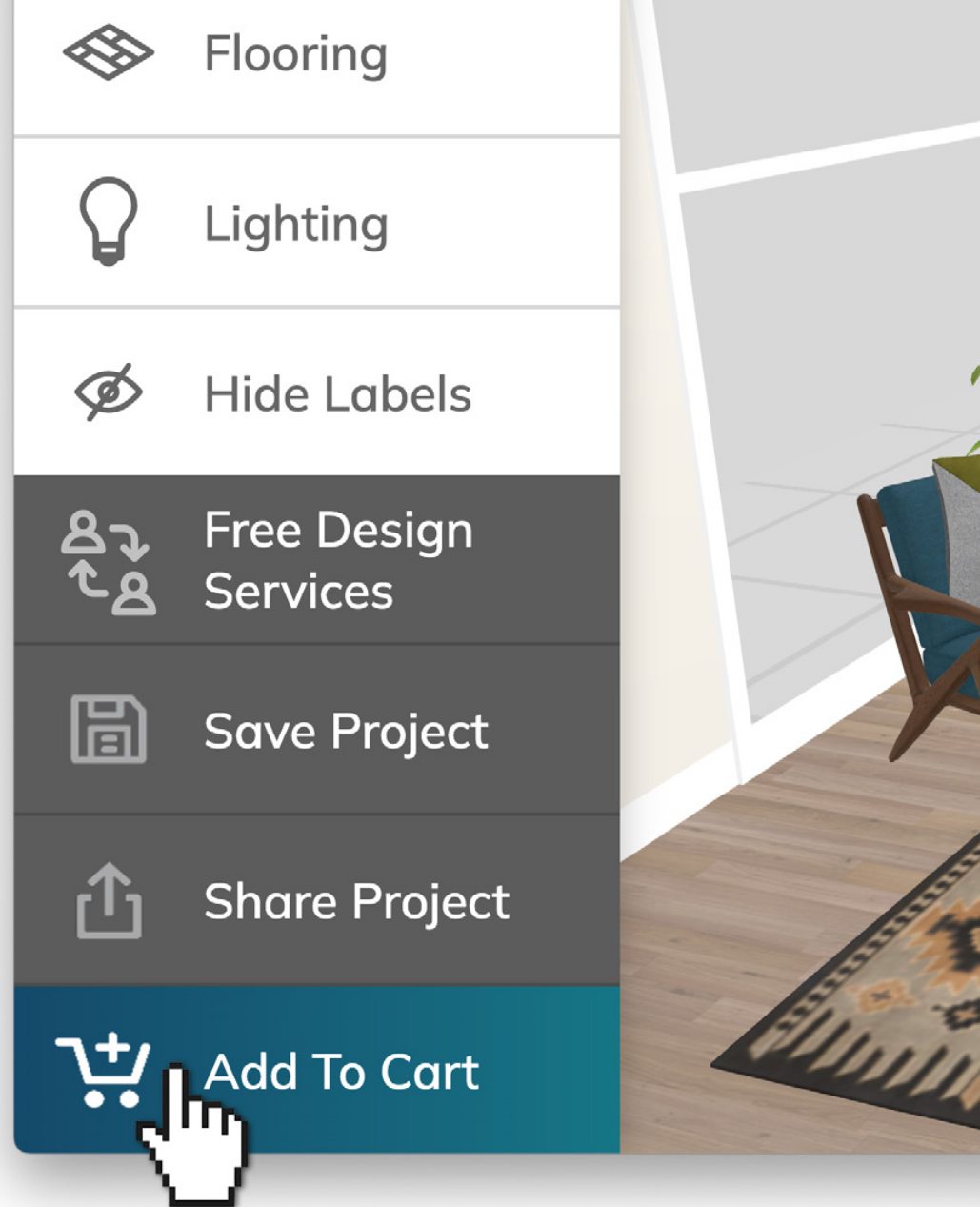
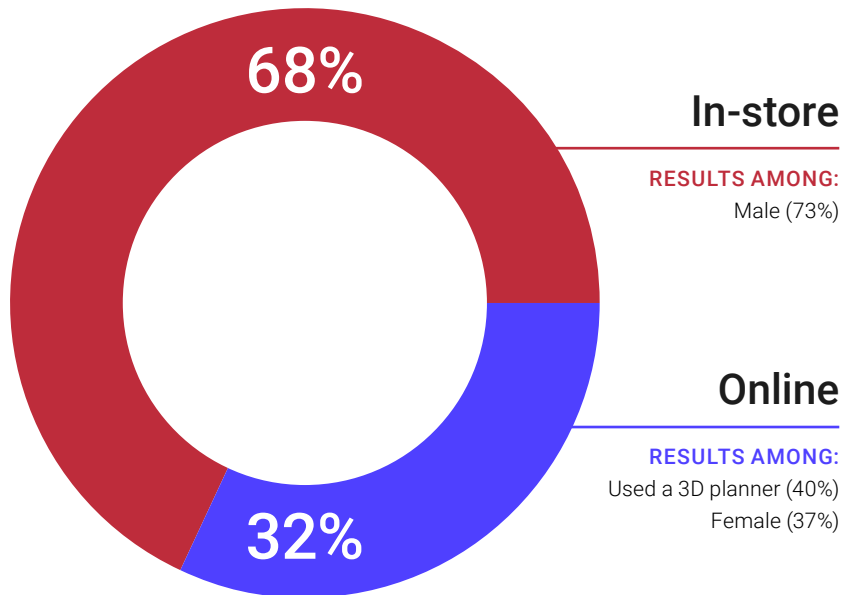
Used 3D	Did not use 3D
n=146	n=254
50%	47%
52%	40%
51%	36%
50%	33%
36%	27%
34%	24%
36%	22%
30%	21%
26%	22%
27%	21%
32%	14%
17%	14%

Q. In the last 6 months, which of the following types of new furniture and home furnishings did you purchase?

Base: All qualified respondents (N=400)

Final purchase method

While most final furniture purchases are made in-store, female shoppers and 3D planner users are more likely to complete their purchases online.



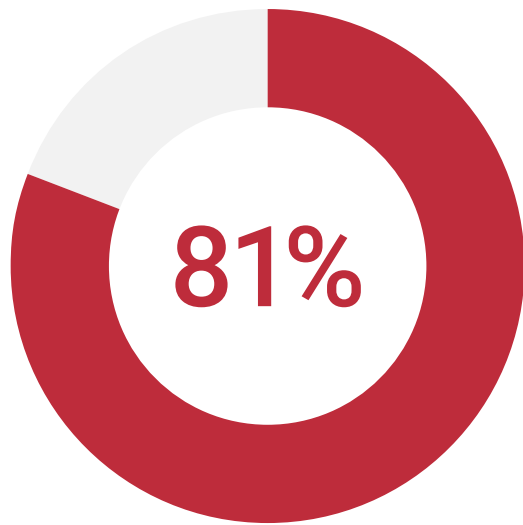
Q. Where do you typically make your final furniture purchases?

Base: All qualified respondents (N=400)

Recent shoppers are likely to continue planning and buying

Most consumers who recently purchased furniture are in the market for additional pieces.

Top 2 on a 5-point agree scale



Will likely purchase new furniture in the future

Significantly more likely to purchase additional pieces

Age 25-34

91%

Interested in the 3D planner

90%

Interested in the 3D configurator

88%

Q. How likely are you to purchase new furniture in the next 12 months?

Base: All qualified respondents (N=400)

Respondent Profile



Age

Average age

46.40

Gender

Male

49%

Female

51%

Household income

Under \$100K vs. \$100K+

\$50,000-\$74,999

25%

\$75,000-\$99,999

19%

\$100,000-\$149,999

26%

\$150,000-\$199,999

16%

\$200,000+

15%

57%

Q. What is your age?

Q. What gender do you most identify with?

Base: All qualified respondents (N=400)

Q. Which category best describes your total pre-tax household income in US dollars?

Base: All qualified respondents (N=400)

Living situation

Own their home

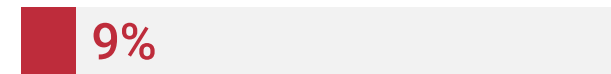
78%

Rent

21%

Value of home

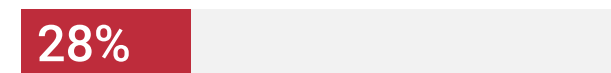
Less than \$250,000



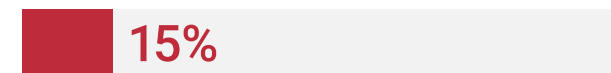
\$250,000-\$499,000



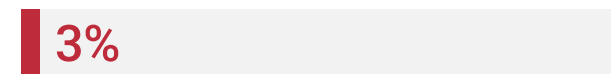
\$500,000-\$999,999



\$1,000,000-\$1,999,999



\$2,000,000+



18%

Q. Which of the following describes your current living situation?

Base: All qualified respondents (N=400)

Q. What is the approximate value of your home? Please consider your home's current value, not the original purchase price, and feel free to estimate.

Base: Own a home (n=310)

3DCloud™

3dcloud.com/furniture

Florida Office

260 1st Ave S
St. Petersburg, FL 33701

Ohio Office

10170 Penny Lane, Suite 200
Miamisburg, OH 45342

