

## **62% OF SHOPPERS BELIEVE THAT BUYING AMERICAN-MADE PRODUCTS FUELS THE ECONOMY AND JOBS**

Granville, NY, June 30, 2011 - In honor of July 4<sup>th</sup>, Telescope Casual Furniture, the leading manufacturer of Outdoor Furniture, is pleased to release the latest findings from its National Shopper Survey.

The survey reveals that a full 62% of U.S. shoppers believe buying American made products helps support the domestic economy and jobs. Additionally, 52% say buying American makes them feel good.

The survey also reveals shoppers' patriotism extends into Outdoor Furniture purchases as well. When asked which factors are most important to them when buying Outdoor Furniture, "Made in America" ranks in the Top 5.

### **Most important factors when purchasing Outdoor Furniture**

	Total
Base: Outdoor Furniture shoppers	
I like the colors and fabrics	54%
It has a good warranty	47%
It will last many years	43%
<b>It is made in America</b>	<b>37%</b>
There is a furniture display that helps me imagine what it will look like in my yard	24%
It is well rated in website reviews written by others	35%
It is made from eco-friendly or bio-degradable materials	32%
It is heavy	27%
The sales person can describe the features of the furniture	25%
It has a brand name I recognize	25%
It is recommended by a friend	24%

CEO of Telescope Casual Furniture, Kathy Juckett, says, "It's clear that shoppers value Outdoor Furniture's country of origin nearly as heavily as its style, warranty and durability. Retailers should leverage this insight by using related messages and imagery in their stores to connect with shoppers – especially as our nation celebrates its independence."

The Telescope National Shopper Survey is a national internet survey of 1500 adults conducted in April 2011, by WSL Strategic Retail, shopper insight strategists and futurists.

### **About Telescope Casual:**

Telescope Casual Furniture has been producing quality outdoor furniture for over a century. The company's product line includes wicker, aluminum, cast aluminum and resin chairs, tables, umbrellas, bar stools, chaises, sofas and rockers for the residential and contract markets.