

Free Report



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1. Top U.S. Markets for adults who plan to purchase new furniture in the next 12 months
2. Ranking of top furniture retailers among U.S. adults who plan to purchase new furniture in the next 12 months.

Source: The Media Audit 2008 National Report

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800.324.9921
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Target	Adults 18+ in Market	Number of Adults who Plan to Buy Furniture	Percent of Adults who Plan to Buy Furniture	Target Index
LIVE IN METRO--ATLANTA, GA	3,836,109	943,820	24.6	130
LIVE IN METRO--MEMPHIS, TN	957,739	234,474	24.5	129
LIVE IN METRO--LITTLE ROCK, AR	480,699	115,610	24.1	127
LIVE IN METRO--HARTFORD, CT	925,637	222,002	24.0	127
LIVE IN METRO--NEW ORLEANS, LA	837,597	196,519	23.5	124
LIVE IN METRO--NEW YORK, NY	14,298,267	3,257,521	22.8	120
LIVE IN METRO--CHARLOTTE-GASTONIA-ROCK HILL	1,698,363	371,356	21.9	115
LIVE IN METRO--LONG ISLAND, NY	2,123,709	463,876	21.8	115
LIVE IN METRO--BIRMINGHAM, AL	800,804	174,807	21.8	115
LIVE IN METRO--NORFOLK-VIRGINIA BEACH-N.N.	1,191,420	259,717	21.8	115
LIVE IN METRO--RIVERSIDE-SAN BERNARDINO, CA	2,964,941	640,746	21.6	114
LIVE IN METRO--RALEIGH-DURHAM, NC	1,114,794	240,634	21.6	114
LIVE IN METRO--HARTFORD-NEW HAVEN, CT	1,578,316	338,900	21.5	113
LIVE IN METRO--OCALA, FL	568,817	121,367	21.3	113
LIVE IN METRO--TULSA, OK	671,381	143,231	21.3	113
LIVE IN METRO--COLUMBUS, OH	1,287,915	272,113	21.1	111
LIVE IN METRO--AUSTIN, TX	1,183,599	249,946	21.1	111
LIVE IN METRO--WASHINGTON, DC	3,794,681	795,227	21.0	111
LIVE IN METRO--SAN DIEGO, CA	2,264,976	469,766	20.7	109
LIVE IN METRO--FORT MYERS-NAPLES, FL	746,683	154,252	20.7	109
LIVE IN METRO--BOSTON, MA	4,035,508	833,004	20.6	109
LIVE IN METRO--JACKSONVILLE, FL	993,383	204,298	20.6	108
LIVE IN METRO--MIAMI-FT. LAUDERDALE, FL	3,193,190	648,646	20.3	107
LIVE IN METRO--HOUSTON-GALVESTON, TX	4,124,880	828,319	20.1	106
LIVE IN METRO--BALTIMORE, MD	2,027,574	405,742	20.0	106
LIVE IN METRO--COLUMBIA, SC	458,571	91,088	19.9	105
LIVE IN METRO--ORLANDO, FL	1,331,371	262,880	19.7	104
LIVE IN METRO--DALLAS-FT. WORTH, TX	4,440,679	868,569	19.6	103
LIVE IN METRO--CHICAGO, IL	6,971,708	1,349,232	19.4	102
LIVE IN METRO--ORANGE COUNTY, CA	2,266,462	436,386	19.3	102
LIVE IN METRO--WILMINGTON, NC	229,626	44,180	19.2	101
LIVE IN METRO--ST. LOUIS	2,077,917	399,611	19.2	101
ADULTS AGE 18+	149,534,048	28,349,470	19.0	100
LIVE IN METRO--TUCSON, AZ	746,014	141,428	19.0	100
LIVE IN METRO--MILWAUKEE-RACINE, WI	1,285,745	243,295	18.9	100
LIVE IN METRO--SYRACUSE, NY	499,295	94,126	18.9	99
LIVE IN METRO--PEORIA, IL	268,457	50,283	18.7	99
LIVE IN METRO--ALBUQUERQUE, NM	623,692	115,710	18.6	98
LIVE IN METRO--COLUMBIA-JEFFERSON CITY, MO	174,224	32,234	18.5	98
LIVE IN METRO--PHILADELPHIA, PA/NJ	3,914,074	715,004	18.3	96
LIVE IN METRO--CINCINNATI, OH	1,574,219	287,444	18.3	96
LIVE IN METRO--LAS VEGAS, NV	1,385,979	251,088	18.1	96
LIVE IN METRO--OMAHA-COUNCIL BLUFFS, NE/IA	561,447	101,378	18.1	95
LIVE IN METRO--JACKSON, MS	353,965	63,883	18.0	95
LIVE IN METRO--LEXINGTON, KY	408,536	73,532	18.0	95
LIVE IN METRO--NEW HAVEN, CT	652,679	116,898	17.9	94
LIVE IN METRO--LOS ANGELES, CA	9,731,060	1,737,552	17.9	94
LIVE IN METRO--BUFFALO, NY	880,371	155,574	17.7	93
LIVE IN METRO--FRESNO, CA	642,024	113,207	17.6	93

Target	Adults 18+ in Market	Number of Adults who Plan to Buy Furniture	Percent of Adults who Plan to Buy Furniture	Target Index
LIVE IN METRO--INDIANAPOLIS, IN	1,206,530	210,475	17.4	92
LIVE IN METRO--ROCHESTER, NY	841,856	146,573	17.4	92
LIVE IN METRO--GREENVILLE-SPARTANBURG, SC	768,028	133,679	17.4	92
LIVE IN METRO--PHOENIX, AZ	2,841,982	492,210	17.3	91
LIVE IN METRO--GREENSBORO-WINSTON SALEM-H.P.	1,045,263	180,038	17.2	91
LIVE IN METRO--CLEVELAND, OH	1,606,683	276,554	17.2	91
LIVE IN METRO--NASHVILLE, TN	1,074,490	183,652	17.1	90
LIVE IN METRO--PORTLAND, OR	1,850,682	315,135	17.0	90
LIVE IN METRO--LOUISVILLE, KY	853,131	145,013	17.0	90
LIVE IN METRO--KANSAS CITY, MO/KS	1,433,745	243,700	17.0	90
LIVE IN METRO--TAMPA-ST. PETERSBURG, FL	2,142,211	364,036	17.0	90
LIVE IN METRO--DENVER, CO	2,019,115	336,234	16.7	88
LIVE IN METRO--SEATTLE-TACOMA, WA	3,020,010	501,000	16.6	88
LIVE IN METRO--SACRAMENTO, CA	1,670,234	275,713	16.5	87
LIVE IN METRO--SOUTHERN NEW HAMPSHIRE, NH	863,129	142,015	16.5	87
LIVE IN METRO--MINNEAPOLIS-ST. PAUL, MN	2,428,934	398,986	16.4	87
LIVE IN METRO--PITTSBURGH, PA	1,813,676	292,587	16.1	85
LIVE IN METRO--SAN ANTONIO, TX	1,446,604	232,646	16.1	85
LIVE IN METRO--DETROIT, MI	3,462,249	556,224	16.1	85
LIVE IN METRO--SALT LAKE CITY, UT	1,460,989	230,349	15.8	83
LIVE IN METRO--GRAND RAPIDS, MI	633,435	99,529	15.7	83
LIVE IN METRO--WEST PALM BEACH, FL	1,020,903	159,834	15.7	83
LIVE IN METRO--OKLAHOMA CITY, OK	988,662	154,030	15.6	82
LIVE IN METRO--AKRON, OH	541,632	83,199	15.4	81
LIVE IN METRO--ALLENTOWN-BETHLEHEM, PA	632,945	95,885	15.1	80
LIVE IN METRO--COLORADO SPRINGS, CO	428,145	63,152	14.8	78
LIVE IN METRO--SAN FRANCISCO, CA	5,423,191	796,117	14.7	77
LIVE IN METRO--TOLEDO, OH	464,246	67,727	14.6	77
LIVE IN METRO--SAN JOSE, CA	1,327,377	193,022	14.5	77
LIVE IN METRO--CHARLESTON, SC	468,117	67,755	14.5	76
LIVE IN METRO--MELBOURNE-TITUSVILLE-COCOA, FL	437,310	61,142	14.0	74
LIVE IN METRO--ALBANY-SCHENECTADY-TROY, NY	710,065	98,692	13.9	73
LIVE IN METRO--EUGENE-SPRINGFIELD, OR	273,166	37,370	13.7	72
LIVE IN METRO--BOISE, ID	410,710	54,676	13.3	70
LIVE IN METRO--ANN ARBOR, MI	272,514	36,026	13.2	70
LIVE IN METRO--DAYTON, OH	751,080	97,173	12.9	68
LIVE IN METRO--RENO, NV	349,969	44,165	12.6	67
LIVE IN METRO--DAYTONA BEACH, FL	487,012	59,043	12.1	64
LIVE IN METRO--SPOKANE, WA	453,923	49,210	10.8	57
LIVE IN METRO--MADISON, WI	431,012	44,434	10.3	54

Target	# Total Shoppers	# Shoppers who Plan to Buy Furniture	% of Total Shoppers who Plan to Buy Furniture	Percent of Furniture Buyers in U.S. who Shop this store Most Often for Furniture	Target Index
IKEA	7,854,438	2,400,873	30.6	8.5	161
MACY'S	8,162,436	2,058,812	25.2	7.3	133
ASHLEY FURNITURE HOMESTORE	5,138,623	1,466,102	28.5	5.2	150
ROOMS TO GO	5,322,874	1,428,907	26.8	5.0	142
SEARS	7,624,072	1,392,346	18.3	4.9	96
VALUE CITY FURNITURE	3,941,014	1,134,354	28.8	4.0	152
RAYMOUR & FLANIGAN FURNITURE	3,418,861	942,017	27.6	3.3	145
SLEEPY'S	2,984,908	846,960	28.4	3.0	150
JC PENNEY	3,722,150	790,691	21.2	2.8	112
ETHAN ALLEN HOME INTERIORS	2,629,990	764,155	29.1	2.7	153
WAL-MART	3,180,701	733,596	23.1	2.6	122
COSTCO WHOLESALE	2,759,619	679,634	24.6	2.4	130
LA-Z-BOY FURNITURE GALLERIES	3,195,198	674,681	21.1	2.4	111
HAVERTY'S FURNITURE	2,570,008	666,763	25.9	2.4	137
TARGET	2,054,164	581,732	28.3	2.1	149
CRATE & BARREL	1,411,694	551,367	39.1	1.9	206
POTTERY BARN	1,368,680	495,388	36.2	1.7	191
LEVITZ FURNITURE	2,487,851	435,602	17.5	1.5	92
SAM'S CLUB	1,680,535	383,522	22.8	1.4	120
ROOMSTORE	1,543,818	354,849	23	1.3	121
BIG LOTS	1,178,612	348,136	29.5	1.2	156
MATTRESS FIRM	1,378,392	320,677	23.3	1.1	123
MATTRESS GIANT	1,466,202	317,272	21.6	1.1	114
WICKES FURNITURE SHOWROOMS	1,413,918	298,866	21.1	1.1	111
THOMASVILLE HOME FURNISHINGS	859,043	283,773	33	1.0	174
MATTRESS DISCOUNTERS	1,247,108	276,919	22.2	1.0	117
AMERICAN SIGNATURE HOME	721,003	238,446	33.1	0.8	174
PIER 1 IMPORTS	782,600	215,266	27.5	0.8	145
BADCOCK HOME FURNISHINGS	759,106	197,401	26	0.7	137
SELECT COMFORT	871,710	152,933	17.5	0.5	93
BASSETT FURNITURE DIRECT	597,500	143,195	24	0.5	126
DILLARD'S	633,777	139,763	22.1	0.5	116
MOR FURNITURE FOR LESS	578,430	132,909	23	0.5	121
K-MART	401,044	122,730	30.6	0.4	161
SLEEP COUNTRY USA	619,348	121,960	19.7	0.4	104
MILITARY EXCHANGE	360,438	86,965	24.1	0.3	127
BED BATH & BEYOND	436,066	80,243	18.4	0.3	97
ROBB & STUCKY	168,539	65,816	39.1	0.2	206
KIMBRELL'S FURNITURE	152,580	50,485	33.1	0.2	175
SOFA EXPRESS	287,022	46,685	16.3	0.2	86
KOHL'S	113,145	45,968	40.6	0.2	214
NATIONWIDE WAREHOUSE	111,291	42,717	38.4	0.2	202
FRED MEYER	176,473	41,352	23.4	0.1	124
STICKS 'N' STUFF	102,850	32,219	31.3	0.1	165
SOFA MART	160,526	28,927	18	0.1	95
OAK EXPRESS	148,059	25,530	17.2	0.1	91