

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 |