

The research team at the Furniture Today Media Group

The research team for the Furniture Today Media Group provides original research for Furniture/Today, Home Accents Today, Casual Living magazine, Kids Today, Home Textiles Today and Gifts and Decorative Accessories magazine.

The research team is responsible for all original survey research appearing in these publications including rankings of the Top 100 Furniture Stores, the Top 25 Furniture Sources for the U.S. market, the Top 15 Bedding Producers, the Top 50 Home Textiles Retailers and the Top 25 Furniture Retailers.

The research group also prepares the annual Furniture Store Performance Report, periodic Retail Operations Reports for Gifts and Decorative Accessories, Home Accents Today and Casual Living. The group also regularly surveys retailers on what styles are selling at retail.

Since 1999 the research team has undertaken massive consumer surveys to determine the demographics of furniture and home accessory buyers as well as uncover how much consumers pay for various products, where they shop and buy and what drives the shopping experience. Since 2008, Furniture/Today has worked in conjunction with HGTV to field consumer surveys.

The research staff reviews a multitude of research reports each year, helping to select and present those that will provide the best and most useful information to the furniture and home furnishings industry and plays a primary role in preparing financial analyses that appear in the publications.



Director of Research Dana French leads the research team. French is a twelve-year veteran at the Furniture Today Media Group, previously holding the positions of Senior Research Specialist and Research Specialist. In those roles, French had direct responsibility for the group's industry rankings and consumer surveys. Prior to joining the group, French was a Research Analyst at Carolina Biological, a leading educational science supplier. French earned a bachelor's degree in business administration from Queens College in Charlotte, N.C., and a master's degree in public administration with a concentration in statistics from the University of Kentucky.

Research Analyst Stephanie Nickell joined Furniture Today Media Group in 2011 after ten years with the Triad Business Journal as Research Director where she was responsible for developing surveys and questionnaires for Top 25 list features, as well as compiling statistical data for reporters and writing blogs, among other research duties. She holds an undergraduate degree in management and marketing from the University of North Carolina at Greensboro and will receive her MA in liberal studies from Wake Forest University in late 2011.



Database and Web Administrator Cynthia Myers manages the group's research databases and online efforts. Myers has been with Furniture/Today for over twenty years and has substantial experience in database design and management and web design. Before entering the furniture industry, Myers worked for R. J. Reynolds in the Database Management Center. She has studied computer maintenance and programming at High Point University as well as in special courses at Computer Tree, ExecuTrain, The Minich Group, Lan Technologies and Piedmont Associated Industries.