

The research team at the Reed Retail Group

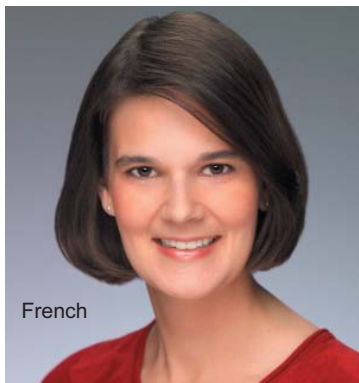
The research team for the Reed Business Information's Retail Group provides original research for Furniture/Today, Home Accents Today, Casual Living magazine, Kids Today, Home Textiles Today, Gifts and Decorative Accessories magazine and Playthings magazine.

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, the Top 25 Furniture Retailers, the Top 20 Kids Retailers, the Top 20 Playthings Retailers and the Top 50 Home Accents Retailers.

The research group also prepares the annual Furniture Store Performance Report, periodic Retail Operations Reports for Gifts and Decorative Accessories, Home Accents Today, Casual Living and Kids Today. 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.

Researchers maintain extensive files of financial information on publicly-held furniture companies and have a primary role in preparing financial analyses that appear in the publications. In addition, 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.



Group Research Manager Dana French leads the research team. French is a ten-year veteran at Reed, 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 Reed, French was a Research Analyst at Carolina Biological, a leading educational science supplier. While at Carolina Biological, French was responsible for competitive analysis studies, sales analysis studies and customer satisfaction surveys. 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 Specialist Judi Fulbright joined Reed early in 1999. With an undergraduate degree in Interior Design and a Master of Science in Housing and Interior Design with a concentration in statistics, Fulbright brings more than 20 years of experience from the School of Human Environmental Sciences at the University of North Carolina at Greensboro. At UNC-G she researched issues such as consumer behavior and concerns as they relate to housing, textiles, clothing and family and human development.



Research Specialist Daphne Garland-McLean joined Reed in 2000 after ten years with Bank of America where she held various positions including Bankruptcy Support Manager. She holds a MA in Sociology from the University of North Carolina at Greensboro. Her undergraduate degree in Sociology and Business Administration is from North Carolina Agricultural and Technical State University.



Database Coordinator Cynthia Myers manages the group's research databases and online efforts. Myers has been with Furniture/Today for twenty years and has substantial experience in database design and management and HTML programming. 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.