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## Customers Choose IKEA, Ace Hardware

*Jennifer Polanz*

In a recent consumer survey conducted by Market Force, IKEA came out on top in the home furnishings category and Ace Hardware bested everyone in the home improvement category. The home furnishings survey took into account 1,800 consumer opinions, while the home improvement survey talked to 4,000 people.

In addition to taking the top spot overall, IKEA also scored highest in value, store cleanliness and merchandising variety and availability, according to an August story on Media Post. "And not only did shoppers say its associates gave more recommendations than workers at other stores, 91% say they acted on those suggestions," the author notes.

On the home improvement side, Ace took top honors easily, driven by its popular loyalty program, followed by Menards, then Lowe's. Home Depot came in fourth and Walmart fifth. **GP**