



# Comfortable Insights

## Targeting Furniture Shoppers in the 3rd Quarter

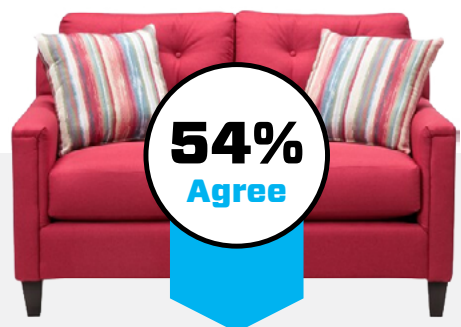
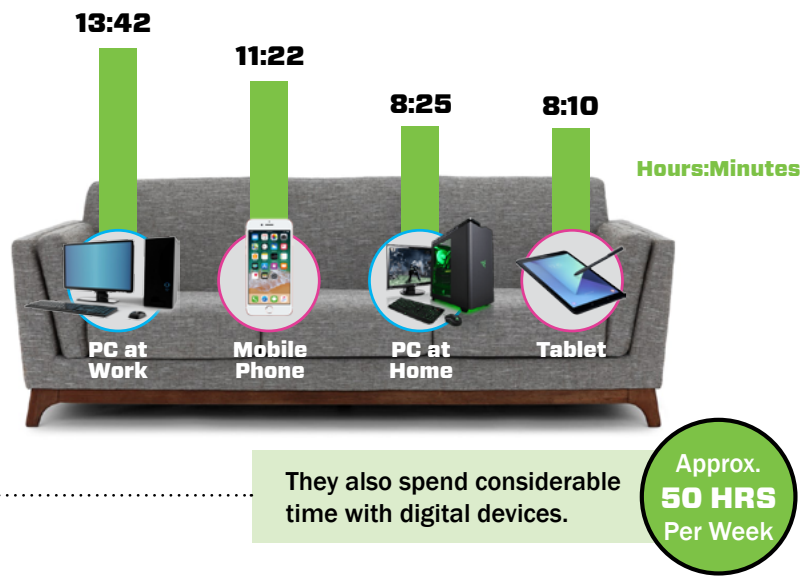
Summer is a peak time for moving, prompting home owners to shop for furnishings to adorn their new residence. Along with moving, furniture shopping coincides with going back to school. 35% of consumers start back to college shopping one month prior to the school start date, and a third begin at least two months before the semester begins, making the months leading up to the fall semester prime opportunities to reach an audience of dorming college students and their parents.

Furniture shoppers of all ages consume various types of media in their daily lives. We can help retail advertisers reach them on every screen. From smartphone to TV set, our insights will help you connect with Furniture Shoppers on and off the couch.

We've compiled some data on the media habits of these consumers to help you sell comfortably.

### Couch Consumers

Furniture Shoppers spend a majority of their time watching TV (Approximately 21 1/2 hours per week).



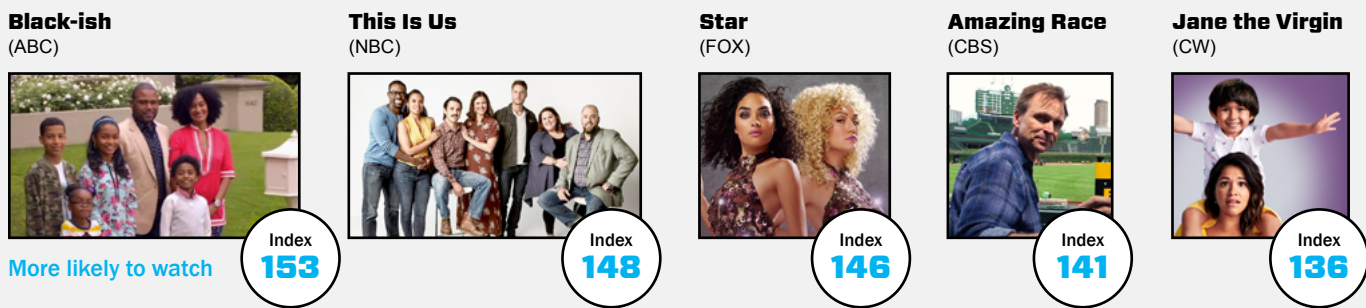
"When I see something interesting on TV, I often go online to find out more about it."

### Love Seat

While watching TV, 2 in 5 Furniture Shoppers simultaneously use their computers to visit websites or watch videos, leading to an excellent opportunity for multi-platform campaigns. Stay with them throughout their media expedition!

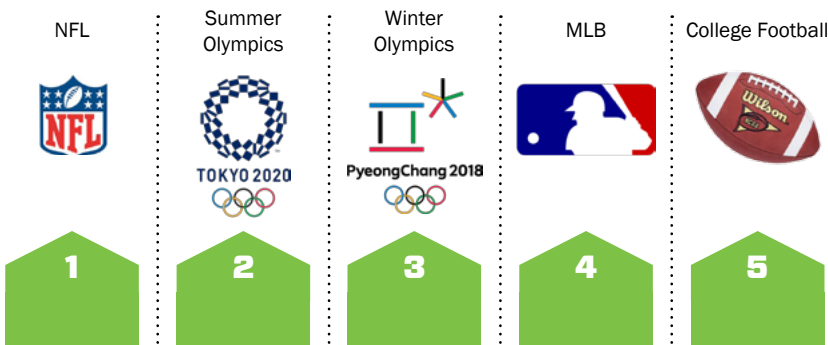


Their top genres are local news, sports, and prime. When compared to the average adult, Furniture Shoppers prefer the following prime programs:



### Futon Fans

The top five sports programs viewed by Furniture Shoppers are:

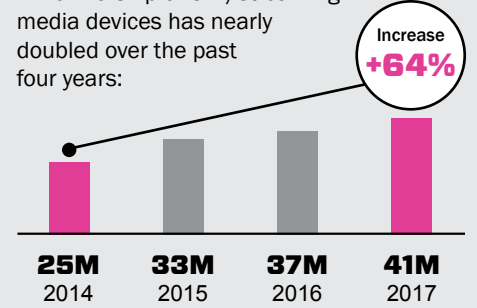


### Sofa Streaming

Streaming media is a growing activity among consumers in all categories - and it's one of the top online activities for Furniture Shoppers. No matter which device they use, we can help reach Furniture Shoppers on all streaming platforms.



HH ownership of OTT/streaming media devices has nearly doubled over the past four years:



When compared to the average adult, Furniture Shoppers are 36% more likely to stream content via a broadcast/cable network.

2 in 5 mostly download/stream entertainment as opposed to obtaining CDs/DVDs.

Streaming video is among the top 10 online activities in which Furniture Shoppers engage.

They spend over 7 HOURS of their media time per week streaming video content.



In the past month, 2 in 5 streamed video content.



## Cushioning Your Sales Pitch

Furniture Shoppers are active on both digital and traditional media, offering various means of connecting with them. Refer to this newsletter for assistance reaching Furniture Shoppers on all relevant platforms. For further information, contact the Insights Team.

