

Reach The Luxury Furniture Audience

The Luxury Furniture Audience watches nearly 13-1/2 hours of cable TV on average each week. 60.8% of this audience spends 10+ hours online in an average week.

Additional Luxury Furniture audience attributes and media habits:

47

Median Age

They spend
\$111K

Median HH
Income

Index
122

1+ Children
In Home

74%

Watched Cable
Nets - Past 7 Days
(non-premium)

Index
120

Stream Any TV
Programming
Online

78%/19%

Own Home /
Rent Home

57%/15%

White Collar /
Blue Collar

67%

Married

Top Networks:



Spectrum
REACH®

Source: Nielsen Scarborough USA+ 2021 Release 2 (Jun 2020 - Nov 2021); Target: Spent \$3,000+ On Furniture (Past Year). Extrapolated by Prime Lingo. Networks Source: Audience Measurement Platform, Market: Full Footprint, January 2022, TV Networks: Reference & Export Platform = Linear; Streaming Networks: Reference & Export Platform = STVA. Target Group: Purchased Furniture: Likely, Networks selected on quality score (index balanced by reach) Select top-10 networks shown.

Reach The Budget Furniture Audience

The Budget Conscious Furniture Audience watches 12 hours of Cable TV on average every week. 56.8% of the Budget Conscious Furniture Audience spends 10+ hours online in an average week.

Additional Budget Furniture audience attributes and media habits:

43

Median Age

They spend
\$73K
Median HH
Income

Index
111

1+ Children
In Home

69%

Watched Cable
Nets - Past 7 Days
(non-premium)

Index
119

Stream Any TV
Programming
Online

59%/37%

Own Home /
Rent Home

46%/20%

White Collar /
Blue Collar

49%

Married

Top Networks:



Spectrum
REACH®



Source: Nielsen Scarborough USA+ 2021 Release 2 (Jun 2020 - Nov 2021); Target: Spent under \$1,000 On Furniture (Past Year). Extrapolated by Prime Lingo. Networks Source: Audience Measurement Platform, Market: Full Footprint, January 2022, TV Networks: Reference & Export Platform = Linear; Streaming Networks: Reference & Export Platform = STVA. Target Group: Purchased Furniture: Likely, Networks selected on quality score (index balanced by reach) Select top-10 networks shown.