



PREMION
Furniture

Reaching the Furniture Audience

Retail shoppers* + Streaming TV

65%

of **US Furniture Shoppers**
are not watching Pay TV

Cord-Cutters: 37%

Cord-Nevers: 28%





PREMION + RETAIL

Furniture Shoppers*

+ Streaming TV

91% OF US FURNITURE SHOPPERS WATCH AD-SUPPORTED OTT

33% 

Stream series that no longer air on traditional networks

27% 

Stream series that are currently airing on traditional networks

42% 

Stream original series exclusive to service

52% 

Stream movies

24% 

Stream documentaries/ Informational TV shows

26% 

Stream sports

Gender

Male 49%

Female 51%

Age

Avg. 44

18-34 34%

35-54 37%

55+ 28%

HH Income

Avg. \$124K

\$75K+ 62%

\$100K+ 50%

Residence

Own 64%

Rent 33%

Education

College Grad 46%

Children in HH

1+ 41%

Employment

Full-Time 55%

Part-Time 14%

Shopping (bought in the next 12 months)

Mattress 12%

Sofa 10%

Area Rug 9%

Curtains 7%

Bed Frame / Headboard 7%

*MRI-Simmons, 2025 November Cord Evolution (SU'25 USA); ad-supported OTT viewers who are planning to buy a large home furnishing in the next 12 months. © MRI-Simmons 2025. The data herein derives from a confidential, proprietary syndicated product owned by GfK US MRI, LLC..

PREMION

EXPERIENCED PARTNER FOR:

Furniture + Mattress



PREMION Vertical Expertise:



556

CLIENTS



5.1K

CAMPAIGNS



2.7B

IMPRESSIONS



32.2K

FLIGHTS

January 2018 – December 2025

Sub-Categories

- Furniture
- Home Furnishings
- Mattresses & Beds

Targeting Strategies

- In-Market: Furniture, Mattresses, Home Furnishings, etc.
- Custom Segments

Measurement Opportunities

- Website Attribution
- Linear Reach Extension
- Brand Lift Measurement



Why **PREMION** for Furniture

A complete end-to-end CTV/OTT advertising solution



**Premium
Content**



**Precision
Targeting**



**Attribution
+ Measurement**



**Transparent
Reporting**



**Expansive
Presence**



**Unparalleled
Reach + Scale**



**TAG
Certifications**



**Experience
+ Expertise**



PREMION

PREMION is an award-winning, industry-leading CTV/OTT advertising platform. With the scale to reach streaming TV viewers across all 210 U.S. DMAs, Premion's platform is purpose-built with a local-first approach, delivering CTV and omnichannel advertising with tailored campaign performance that prioritizes premium content, brand safety, advanced targeting, and measurable outcomes.

Let's Do This.

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