



## HOME

### CUSTOMER OVERVIEW

- The average Technology customer spends £13,300 in the store, and Technology represents 81% of their overall spend
- 64% of Homeware customers live a maximum of 10 miles from Knightsbridge
- 43% of Furniture customers are aged between 21 and 49 years old
- 77% of the Home division trade is generated by Harrods Rewards customers

**Source: Harrods Customer data; Harrods Rewards and tax-free-customer insights 2016/17**

### CUSTOMER READERSHIP | HARRODS MAGAZINE

- 71% of *Harrods Magazine* readers have purchased something after seeing it advertised
- 39% of readers are mostly interested in reading about interiors
- 90% visited the store after reading about a product or event
- 41% of *Harrods Magazine* readers own two or more properties
- 92% rate the *Harrods Magazine* app “good to excellent”
- 68% have visited harrods.com as a result of reading the magazine
- 63% also read *The Times* and *The Sunday Times*

**Source: Harrods Magazine data; 2017 Harrods Magazine readership survey with 1,605 respondents**