

**KEY TAKEAWAYS:**

MATTRESS PURCHASE  
ENGAGEMENT CONTINUES  
TO IMPROVE AND  
CONSUMERS INCREASINGLY  
EXPECT THEM TO LAST FOR  
SHORTER DURATIONS.

CASPER AWARENESS HAS  
INCREASED CONSIDERABLY  
OVER THE HISTORY OF OUR  
SURVEY.

IN PURPLE'S FIRST  
APPEARANCE IN OUR SURVEY  
SERIES, IT PERFORMED WELL.

MEMORY FOAM AND HYBRID  
HAVE GAINED SHARE  
THROUGHOUT OUR SURVEY  
SERIES.

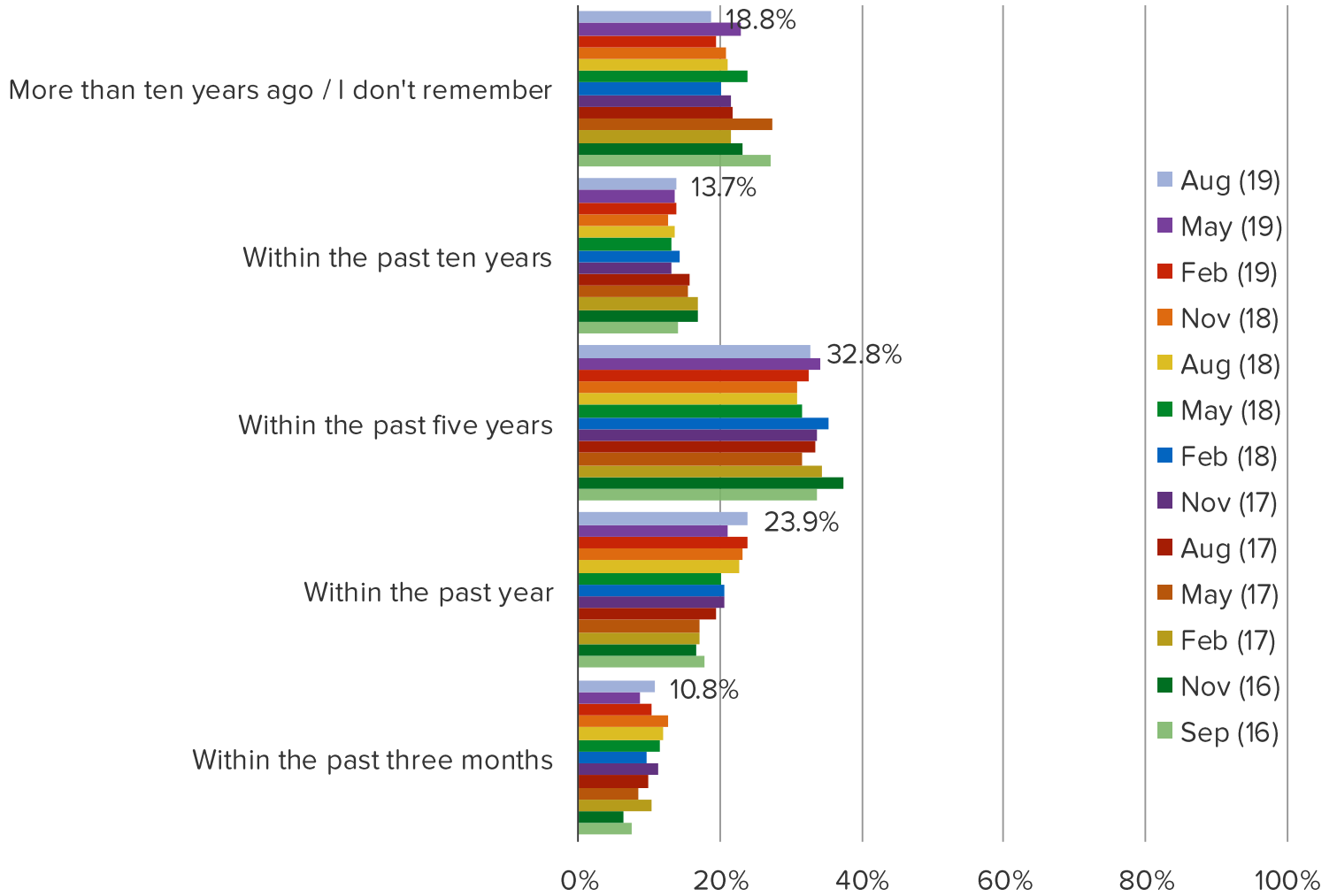
ONLINE MATTRESS  
PURCHASERS CONTINUE TO  
REPORT THAT THE MATTRESS  
HAS HELD UP BETTER THAN  
EXPECTED.

CONSUMER LIKELIHOOD OF  
BUYING THEIR NEXT  
MATTRESS ONLINE HAS  
INCREASED OVER THE  
HISTORY OF OUR SURVEY.

# BRANDS

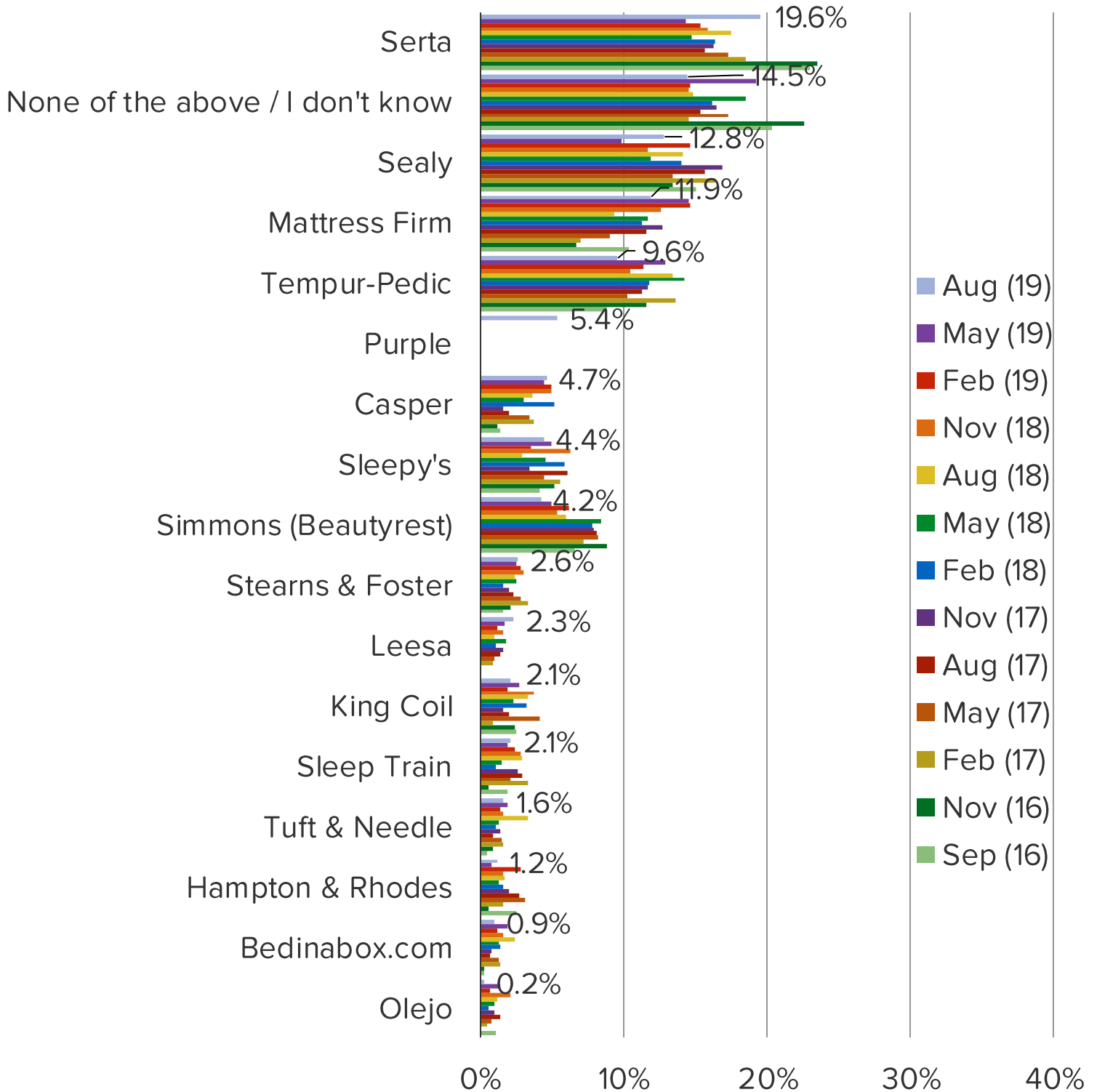
**LAST TIME PURCHASED A MATTRESS**

Posed to all respondents



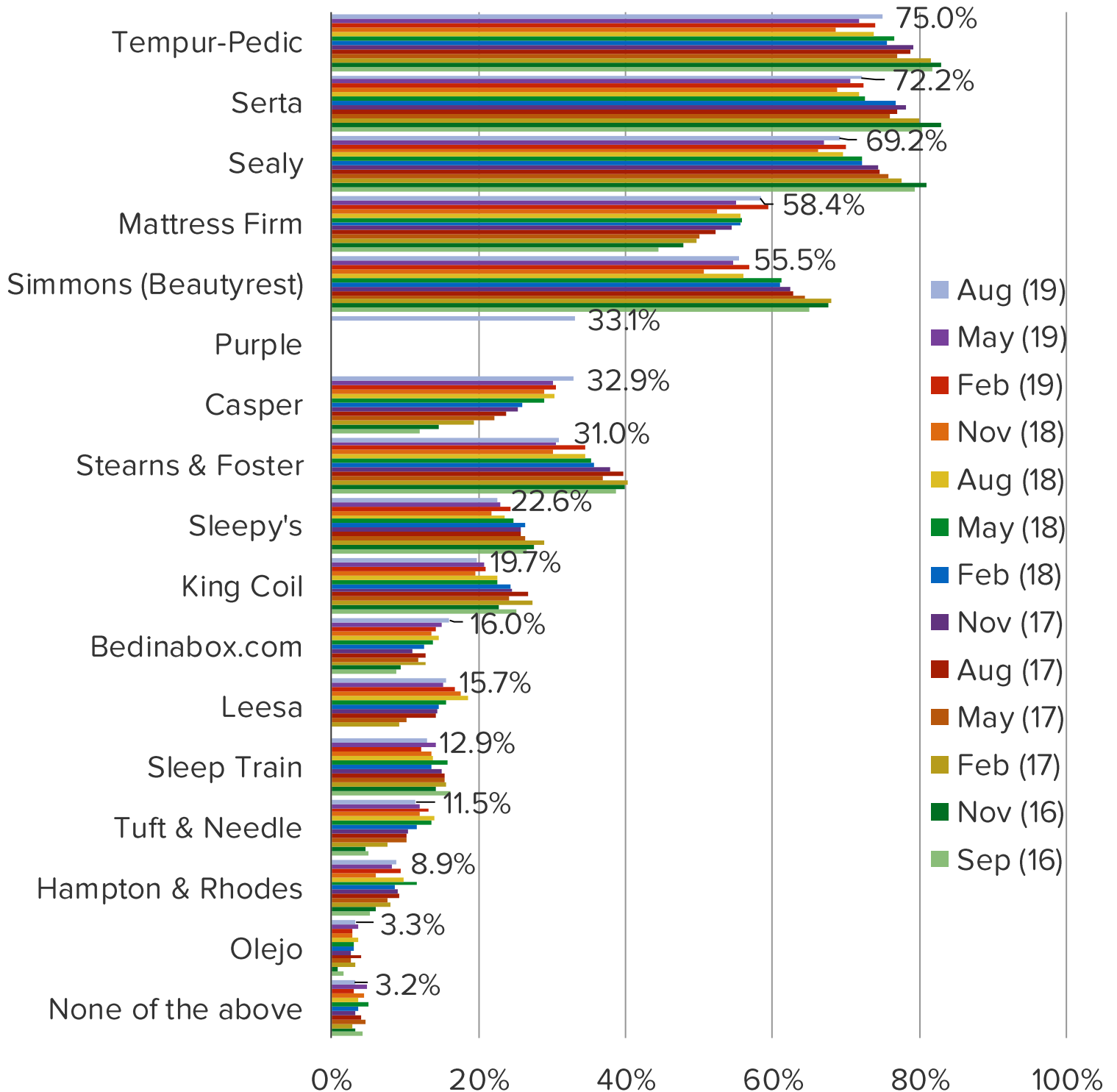
## WHICH BRAND DID YOU PURCHASE?

Posed to respondents who purchased a mattress in the past year.



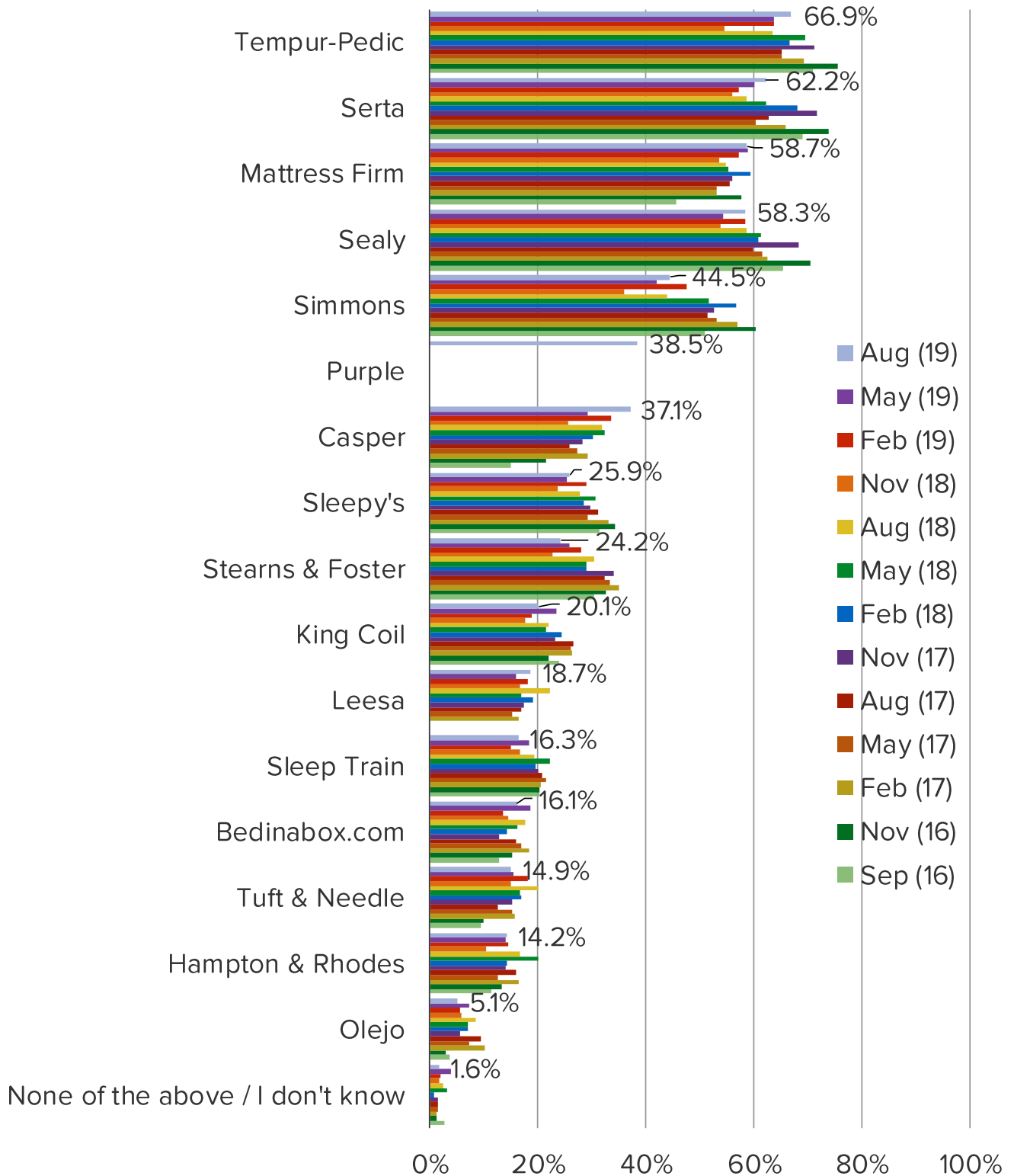
**AWARENESS**

Posed to all respondents



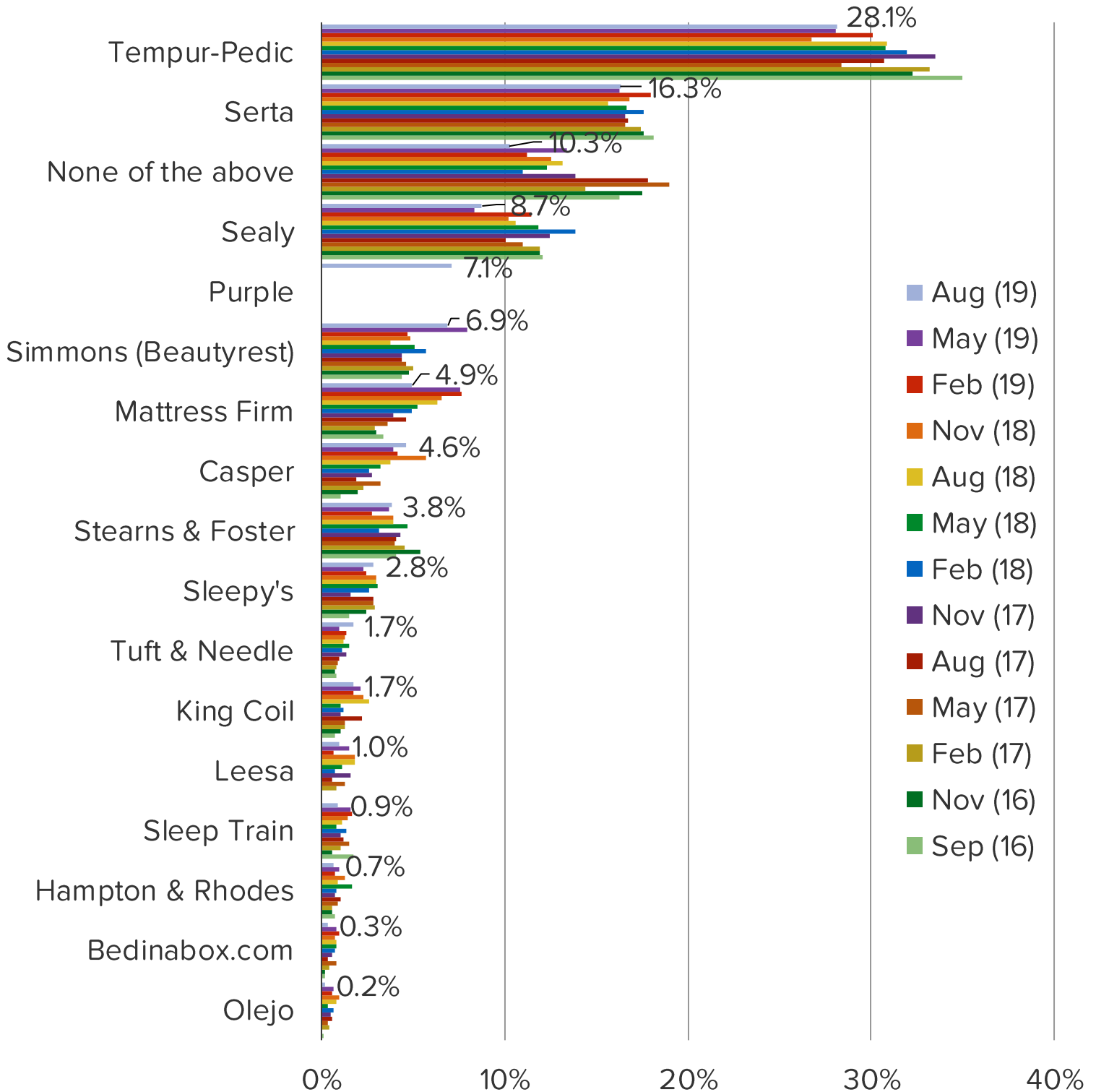
**CROSS-TAB: AWARENESS**

Posed to respondents who purchased a mattress in the past year.



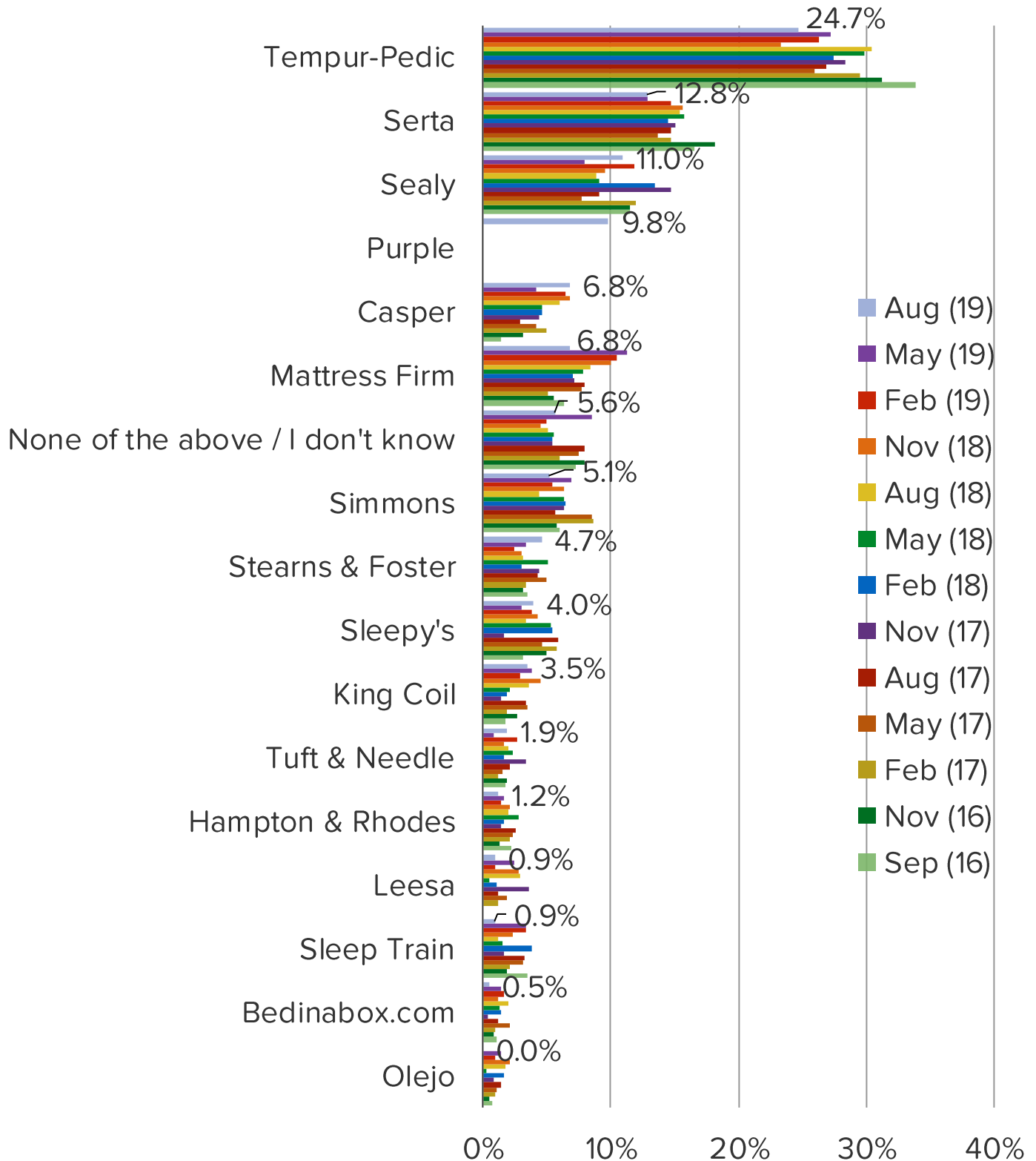
**WHICH OF THE FOLLOWING MATTRESSES DO YOU THINK IS BEST?**

Posed to all respondents



**CROSS-TAB: WHICH OF THE FOLLOWING MATTRESSES DO YOU THINK IS BEST?**

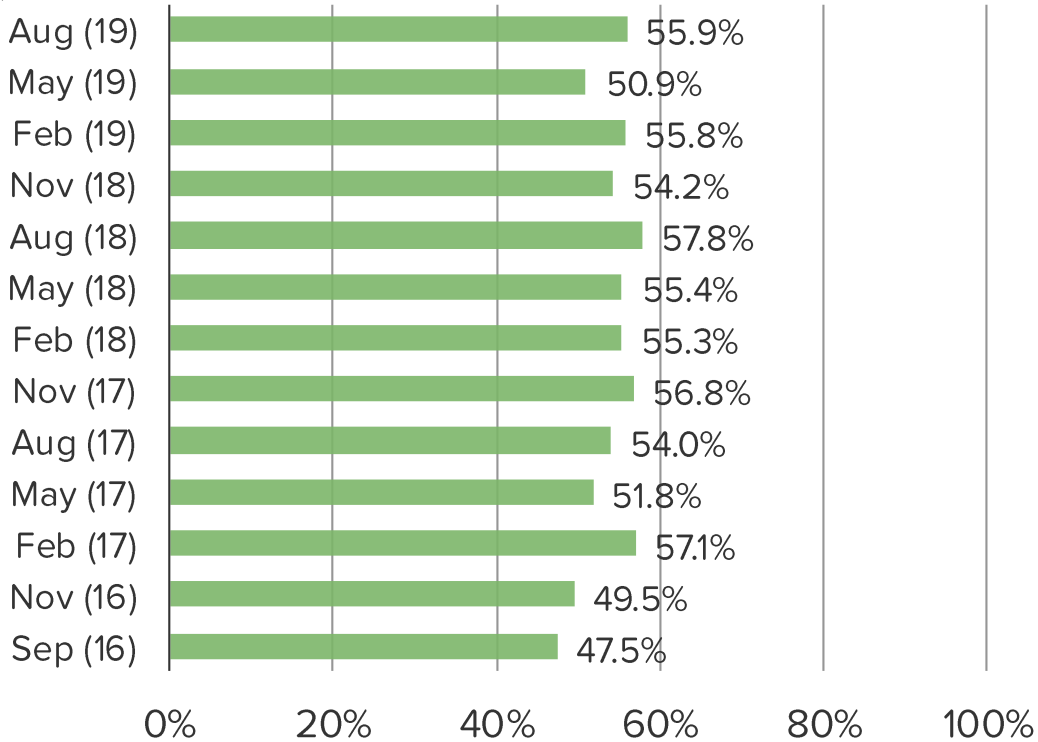
Posed to respondents who purchased a mattress in the past year.



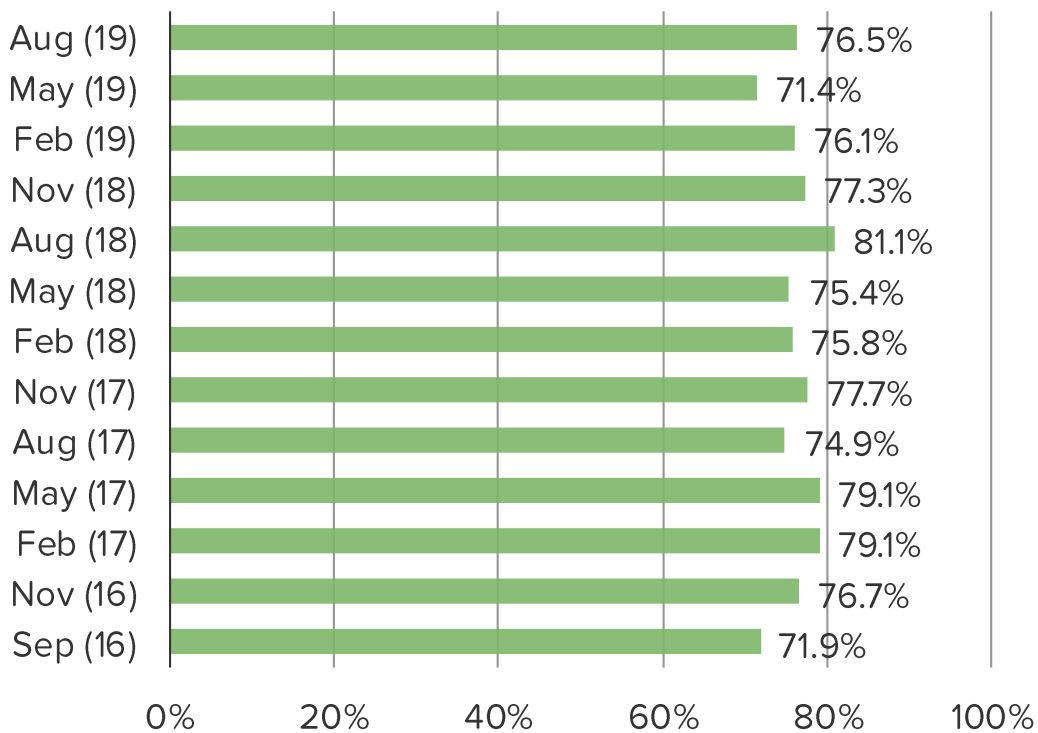


**DO YOU KNOW THE BRAND OF YOUR MATTRESS AT HOME?**

Posed to all respondents

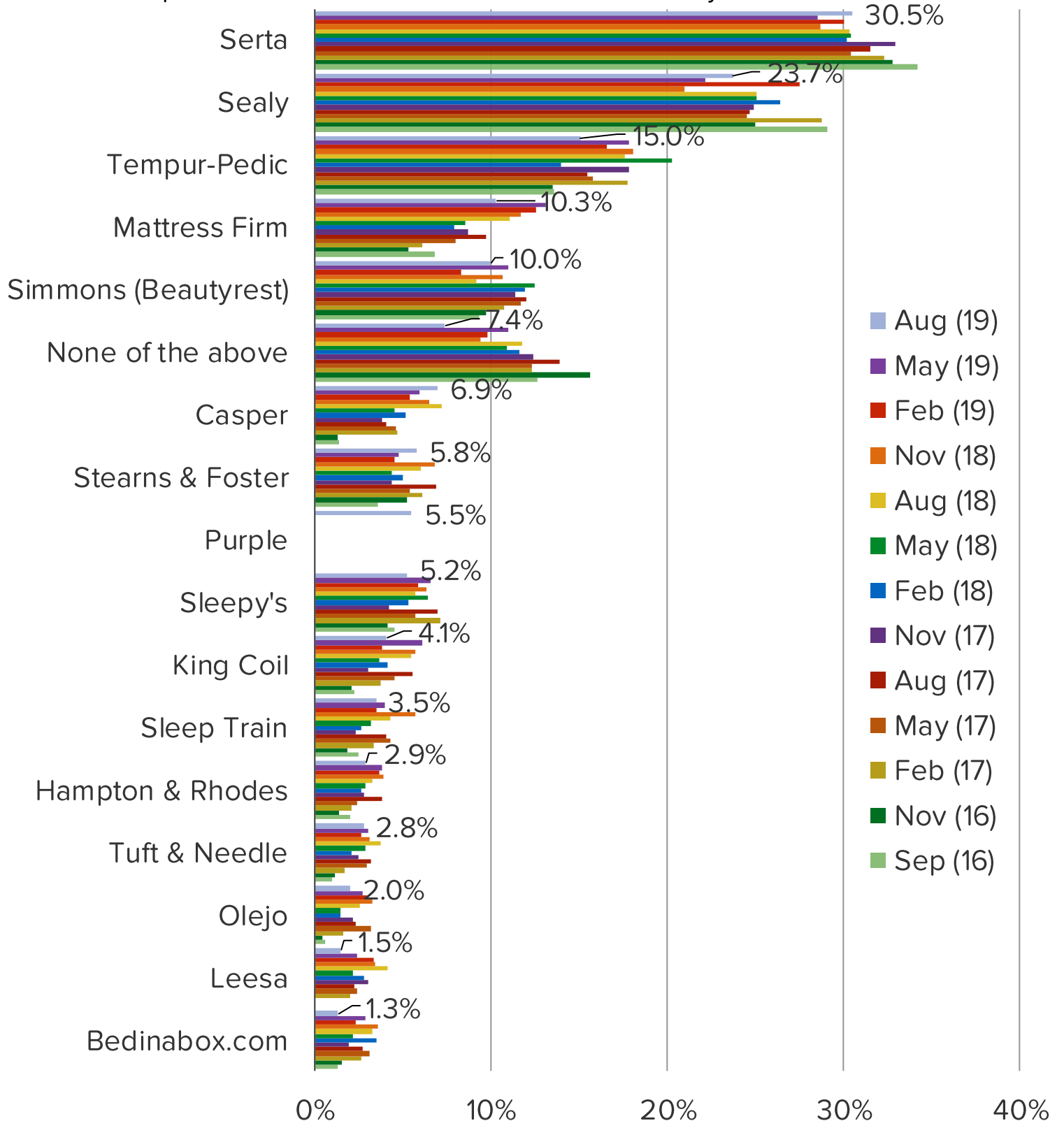


Posed to respondents who purchased a mattress in the past year.



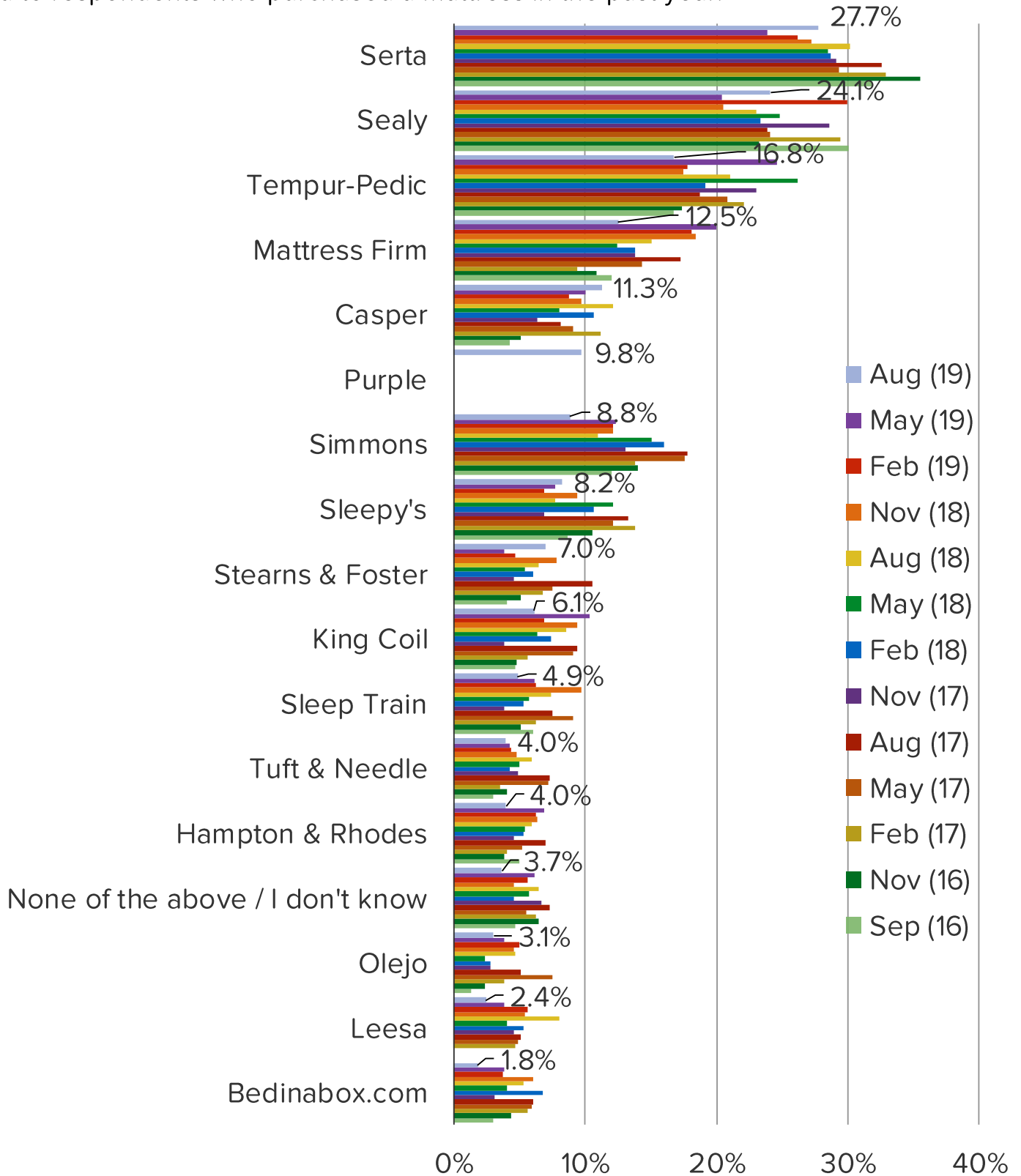
**FOR THOSE WHO KNOW, WHAT BRAND DO YOU OWN?**

Posed to all respondents who know what brand of mattress they have



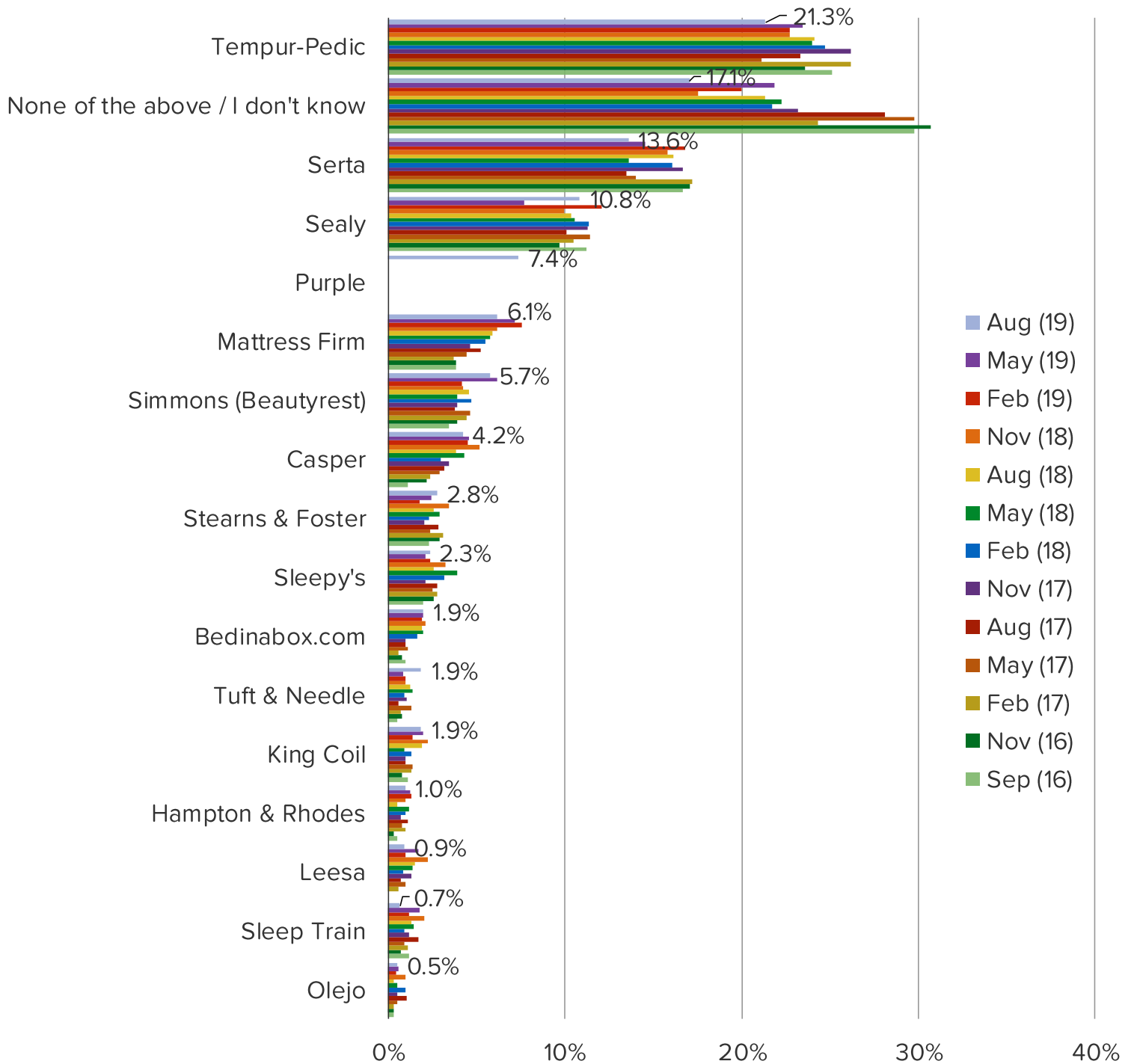
**FOR THOSE WHO KNOW, WHAT BRAND DO YOU OWN?**

Posed to respondents who purchased a mattress in the past year.



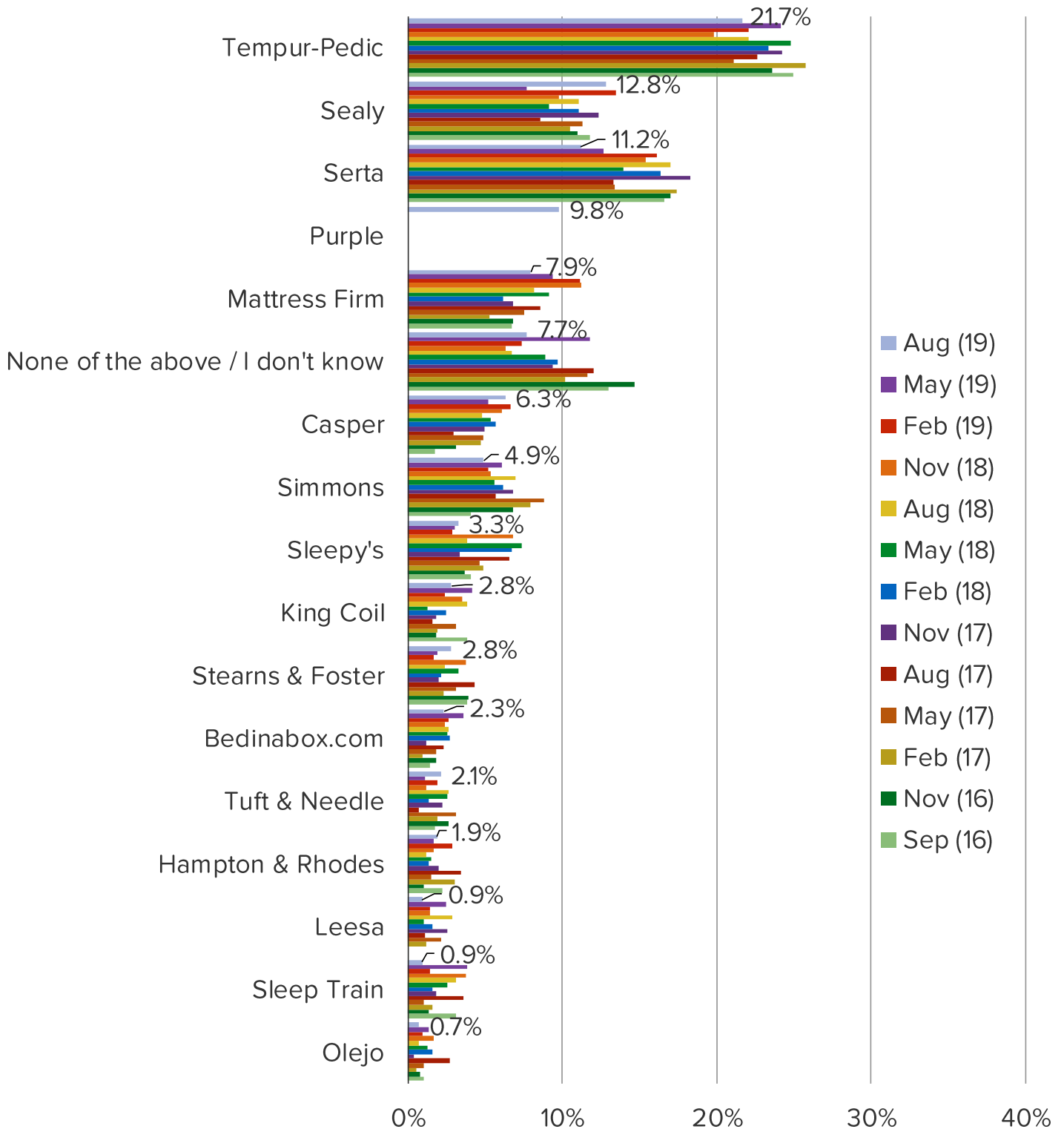
**IF YOU WERE BUYING A MATTRESS TODAY, WHICH WOULD YOU BE MOST LIKELY TO BUY?**

Posed to all respondents



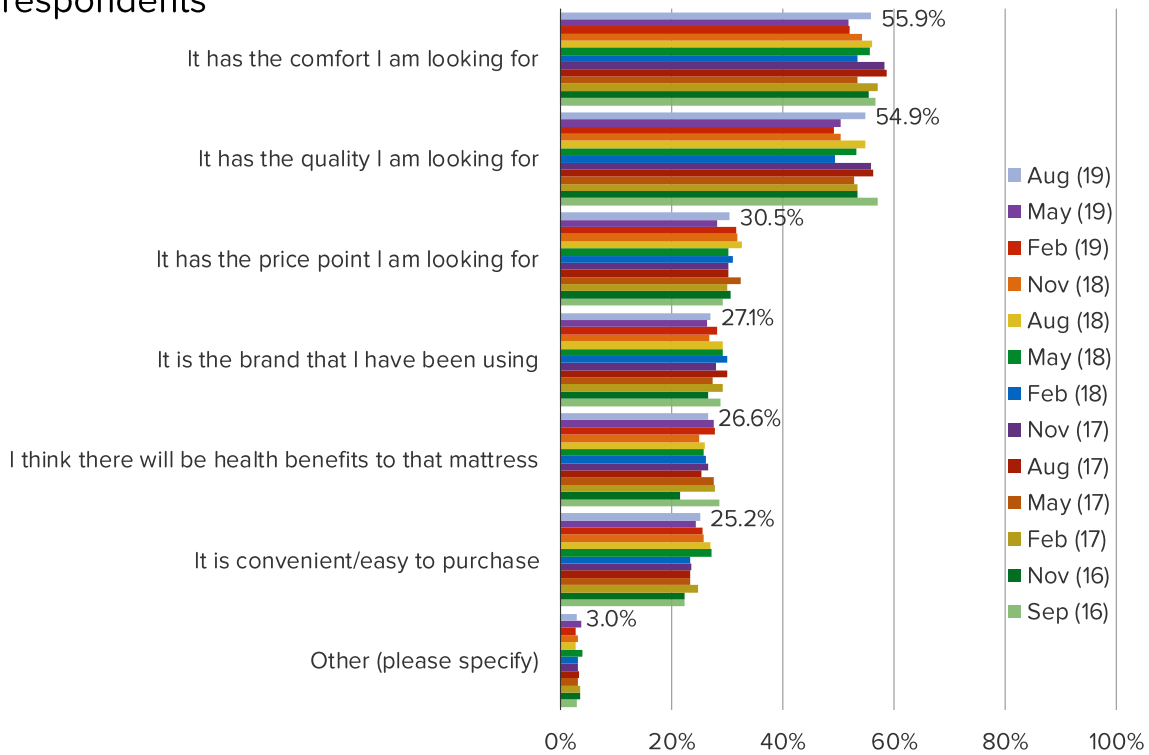
**IF YOU WERE BUYING A MATTRESS TODAY, WHICH WOULD YOU BE MOST LIKELY TO BUY?**

Posed to respondents who purchased a mattress in the past year.

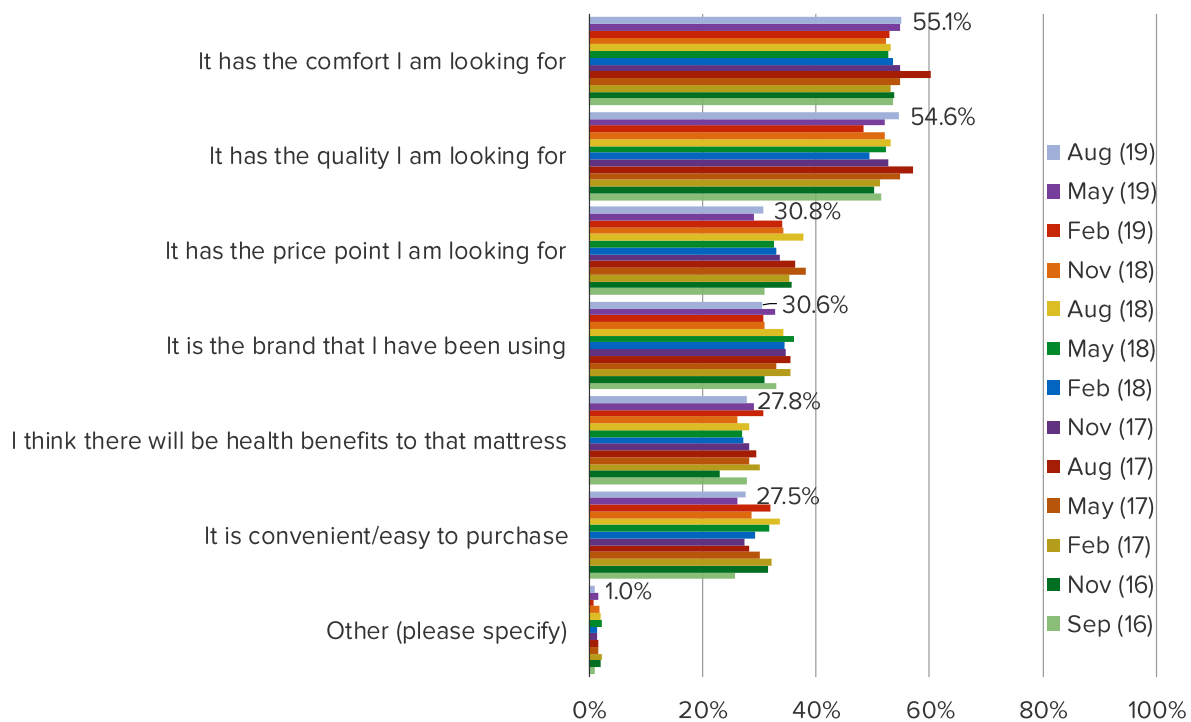


**FROM PREVIOUS PAGE, WHY DID YOU SELECT THAT BRAND?**

Posed to all respondents



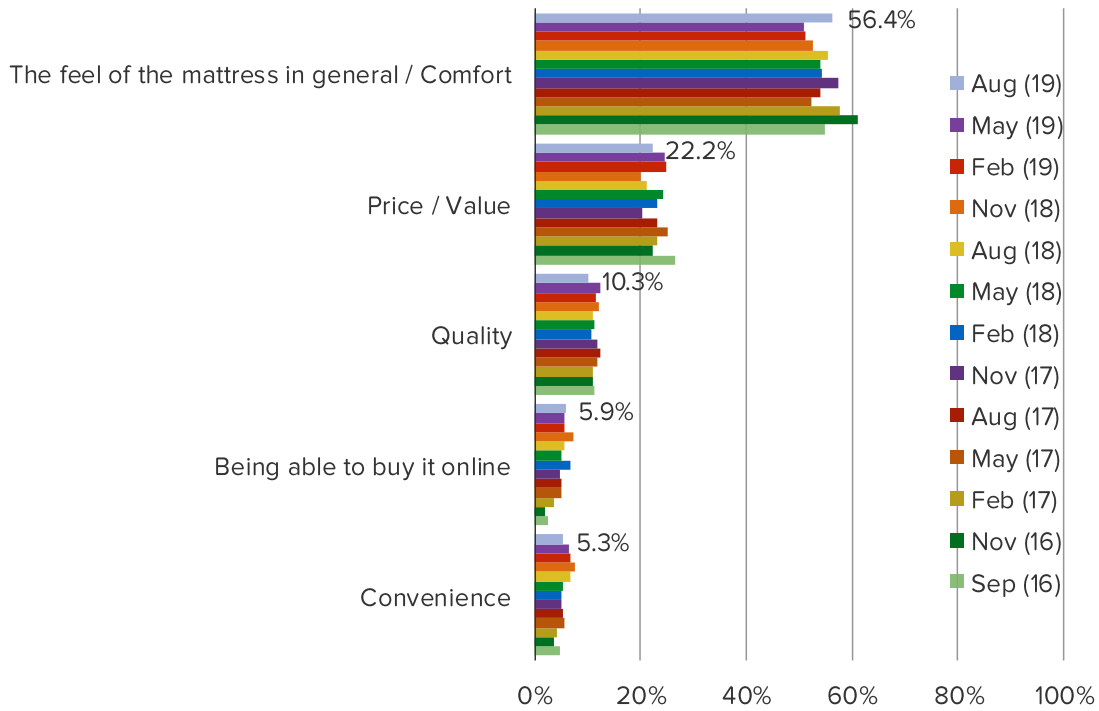
Posed to respondents who purchased a mattress in the past year.



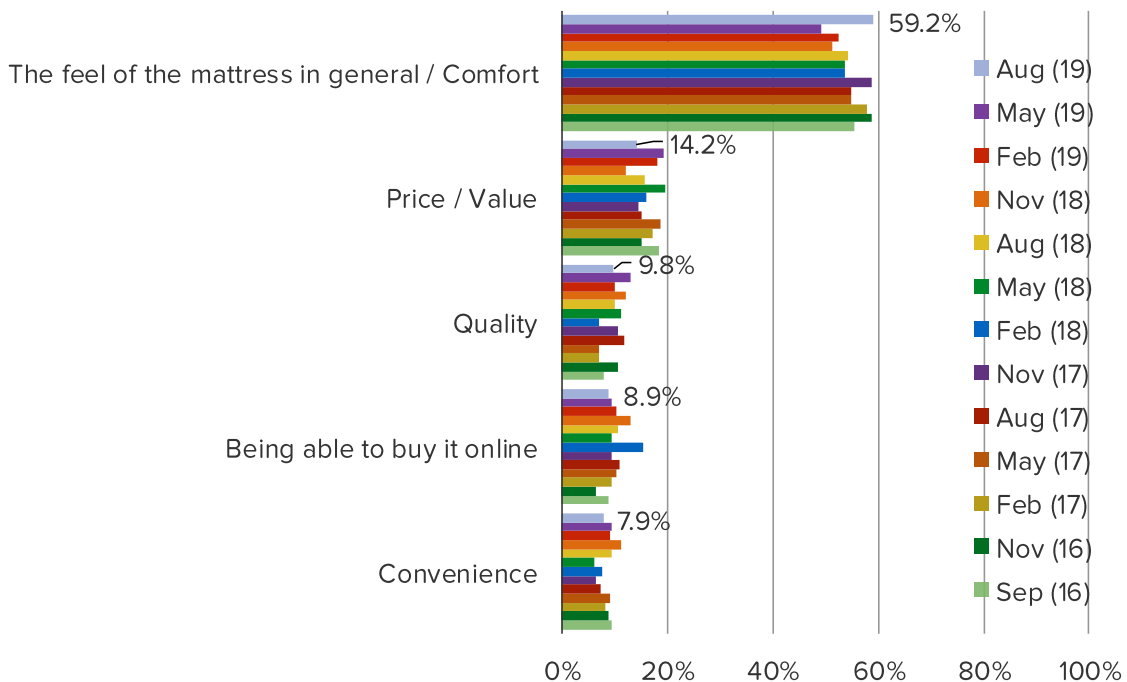
# PREFERENCES

**WHICH OF THE FOLLOWING WOULD MATTER MOST TO YOU IF YOU WERE SHOPPING FOR A MATTRESS?**

Posed to all respondents



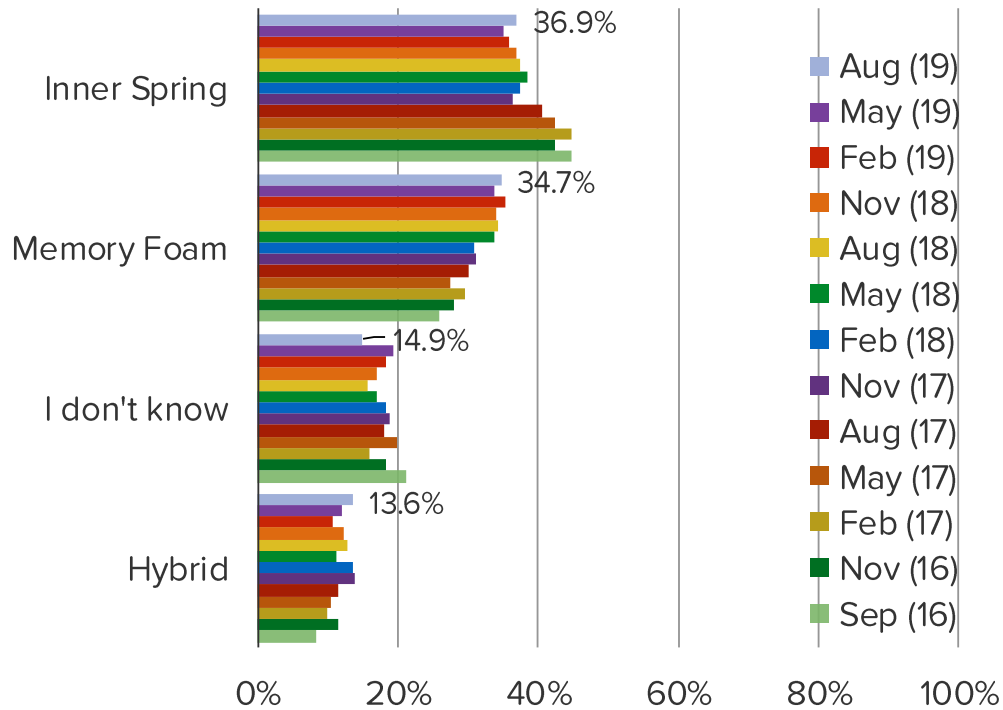
Posed to respondents who purchased a mattress in the past year.



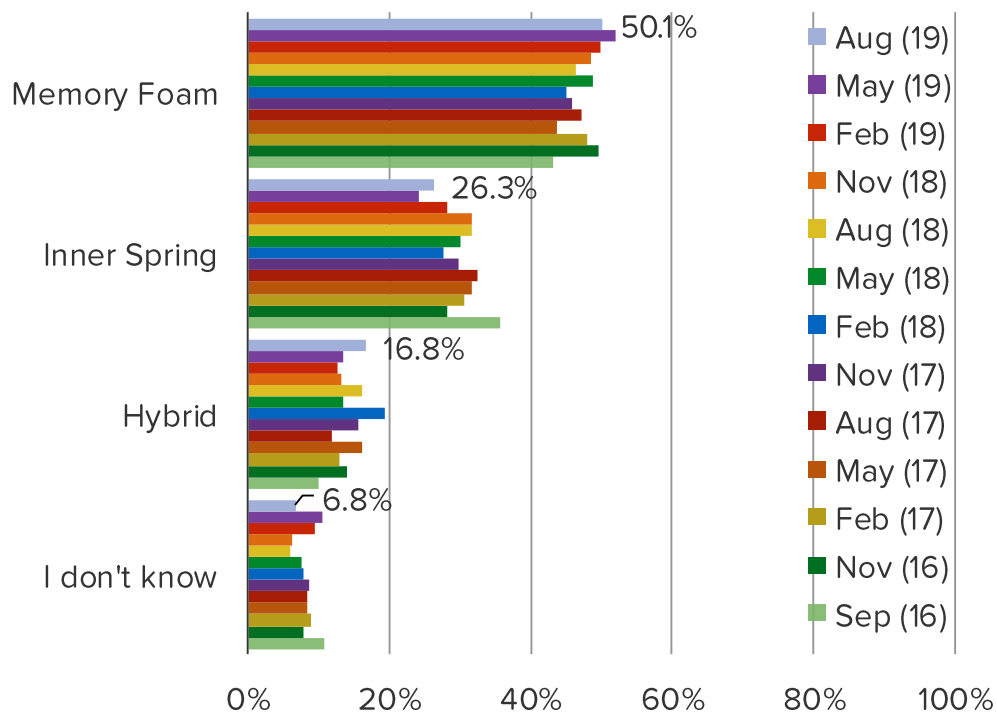


**WHICH BEST DESCRIBES THE TYPE OF MATTRESS THAT YOU CURRENTLY SLEEP ON?**

Posed to all respondents

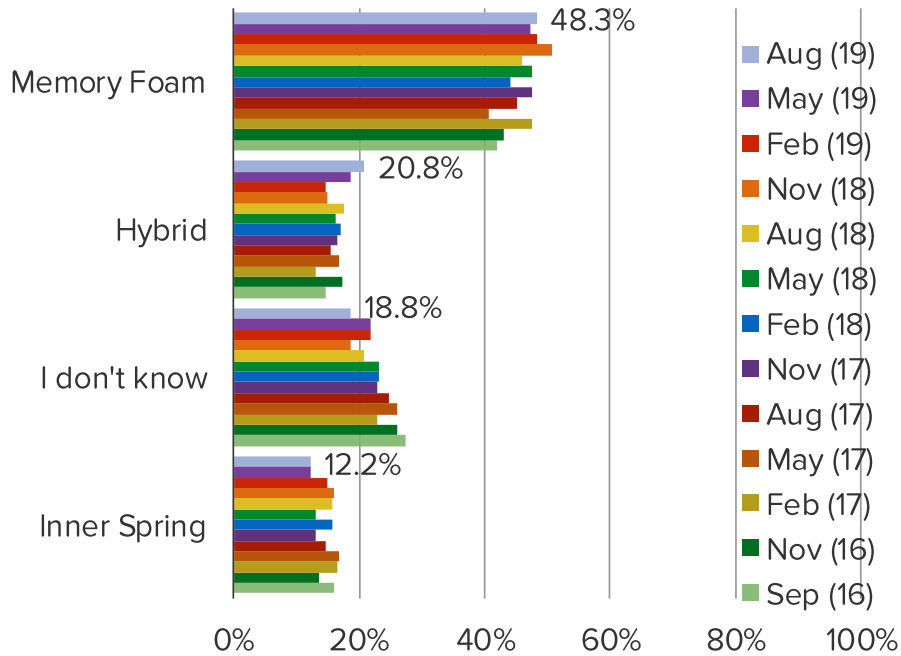


Posed to respondents who purchased a mattress in the past year.

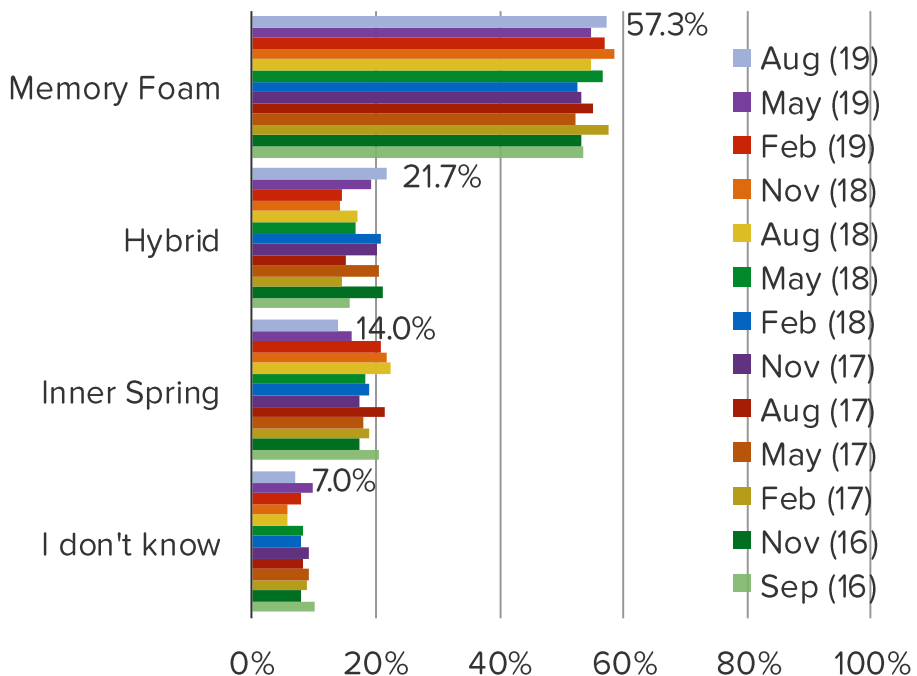


**IF YOU WERE BUYING A MATTRESS TODAY, WHICH WOULD YOU BE MOST LIKELY TO PURCHASE?**

Posed to all respondents

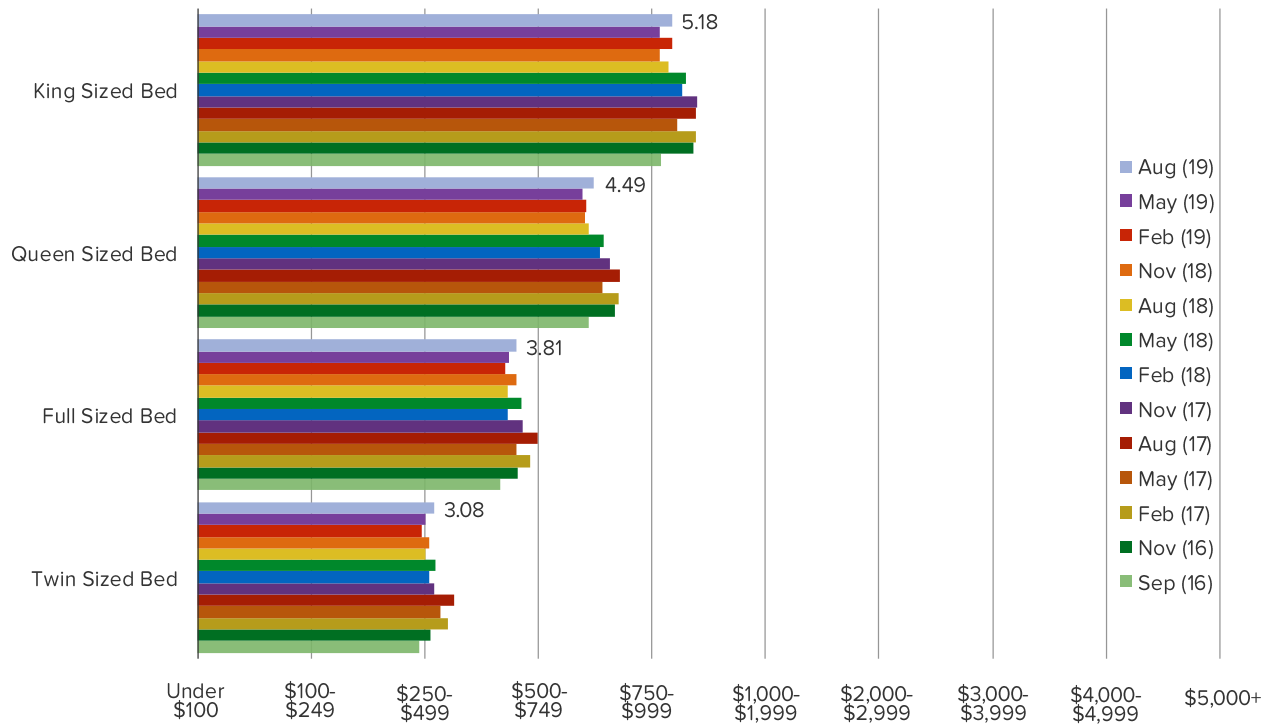


Posed to respondents who purchased a mattress in the past year.

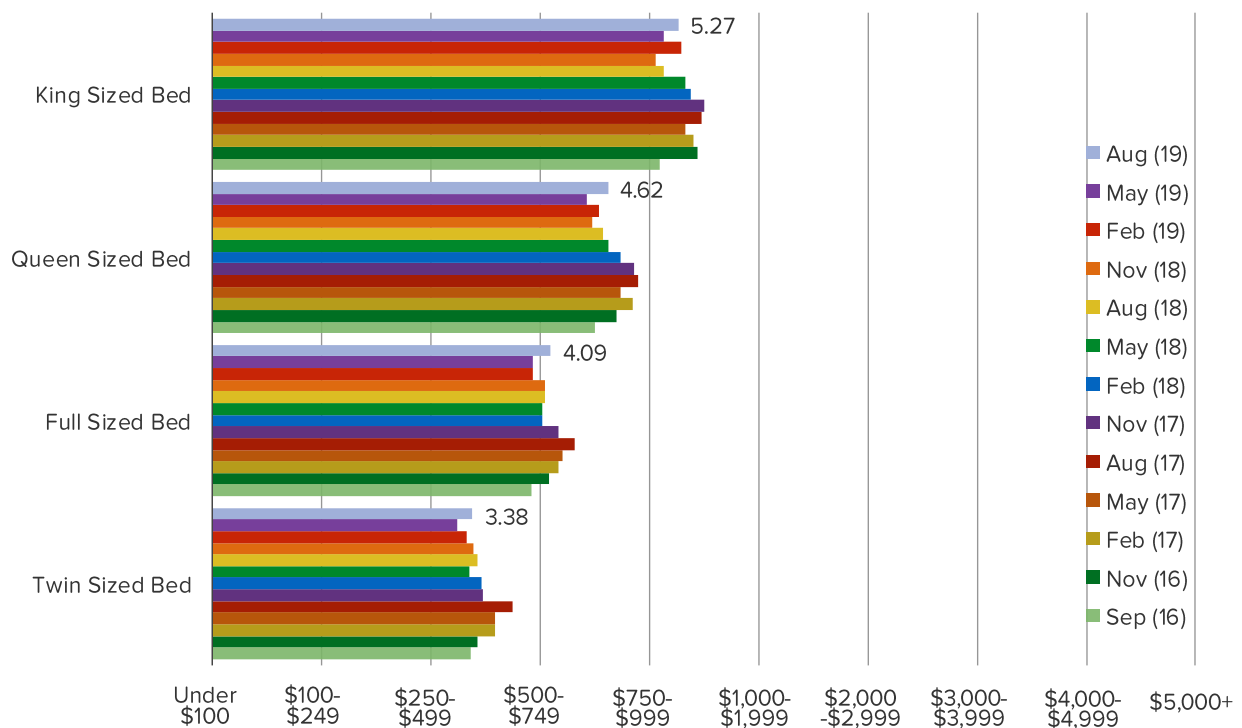


**EXPECTATIONS FOR SPENDING ON MATTRESSES BY SIZE**

Posed to all respondents



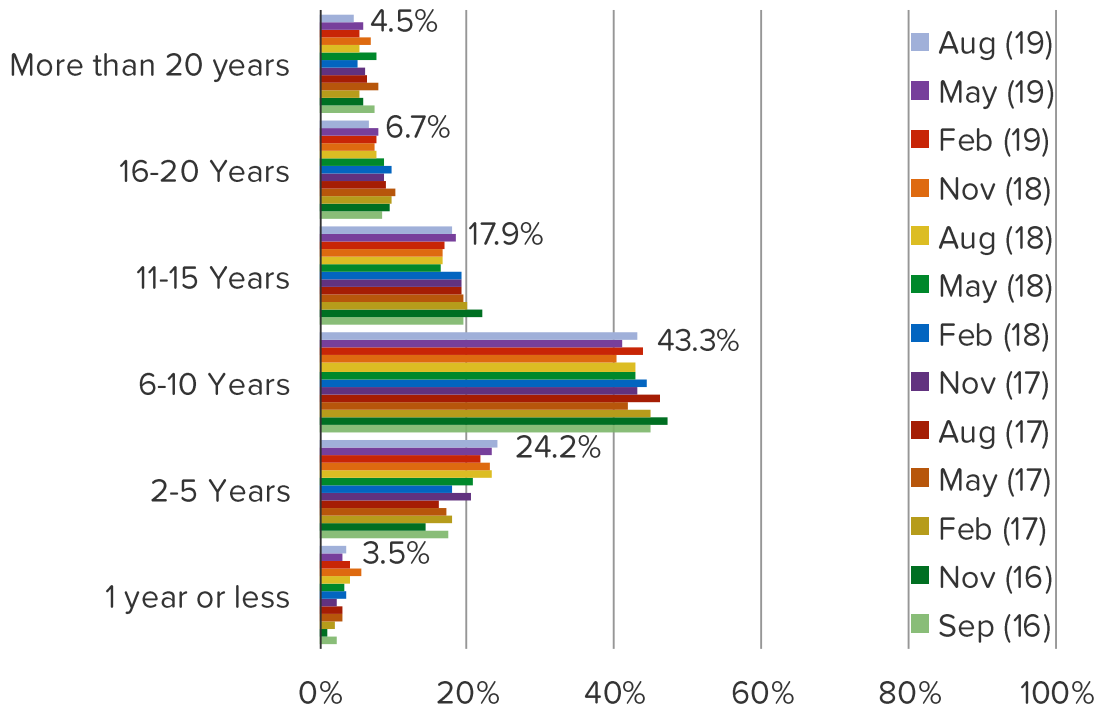
Posed to respondents who purchased a mattress in the past year.



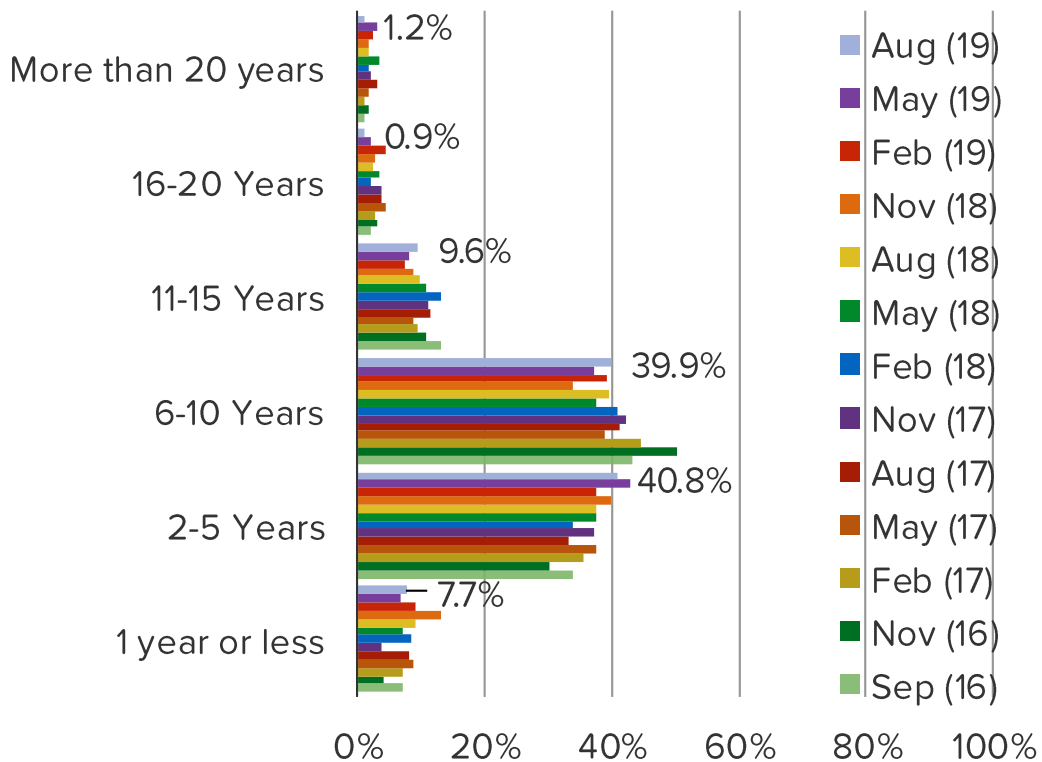
## REFRESH CYCLES

**HOW LONG DO YOU BELIEVE MATTRESSES SHOULD LAST?**

Posed to all respondents

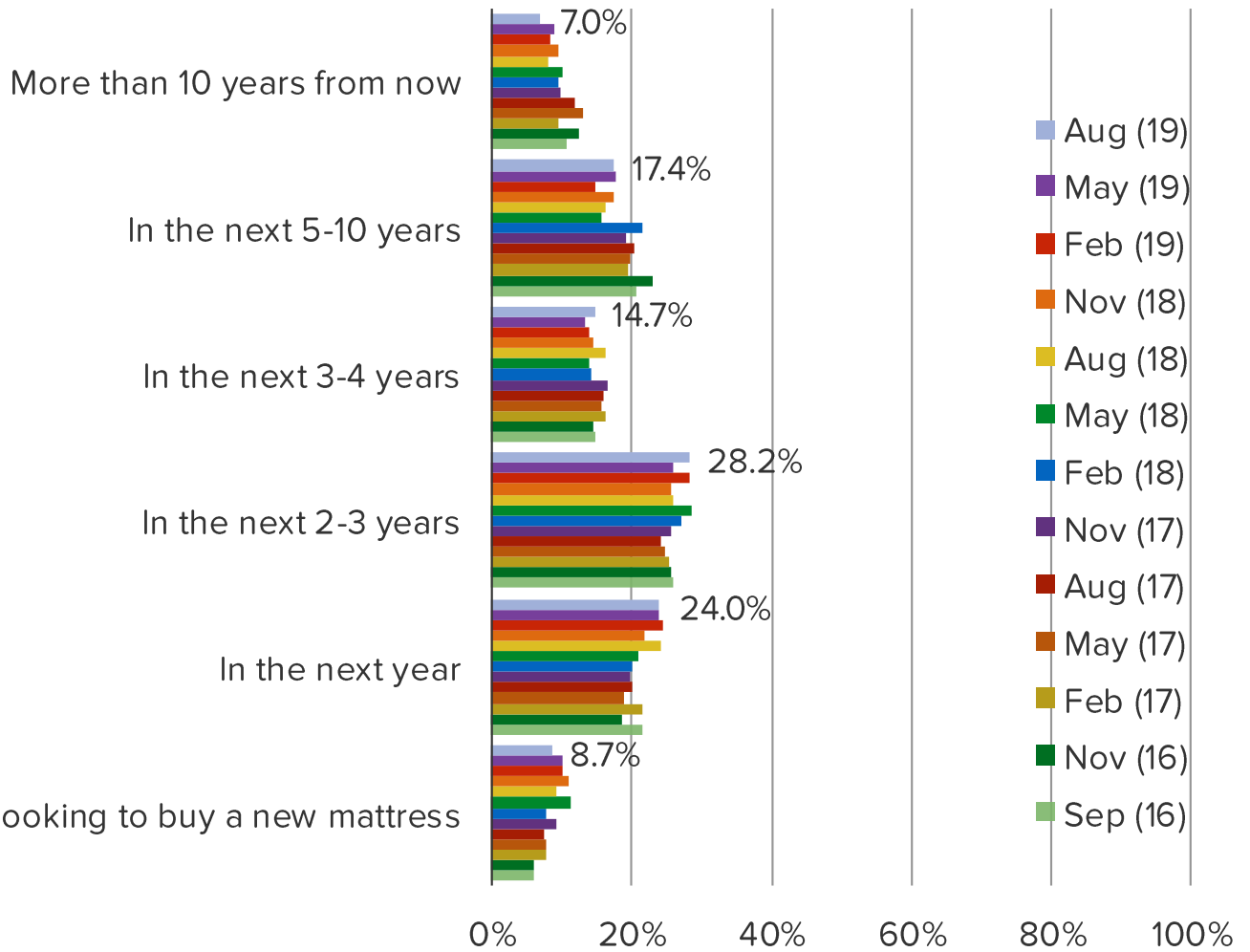


Posed to respondents who purchased a mattress in the past year.



**WHEN DO YOU EXPECT TO GET A NEW MATTRESS?**

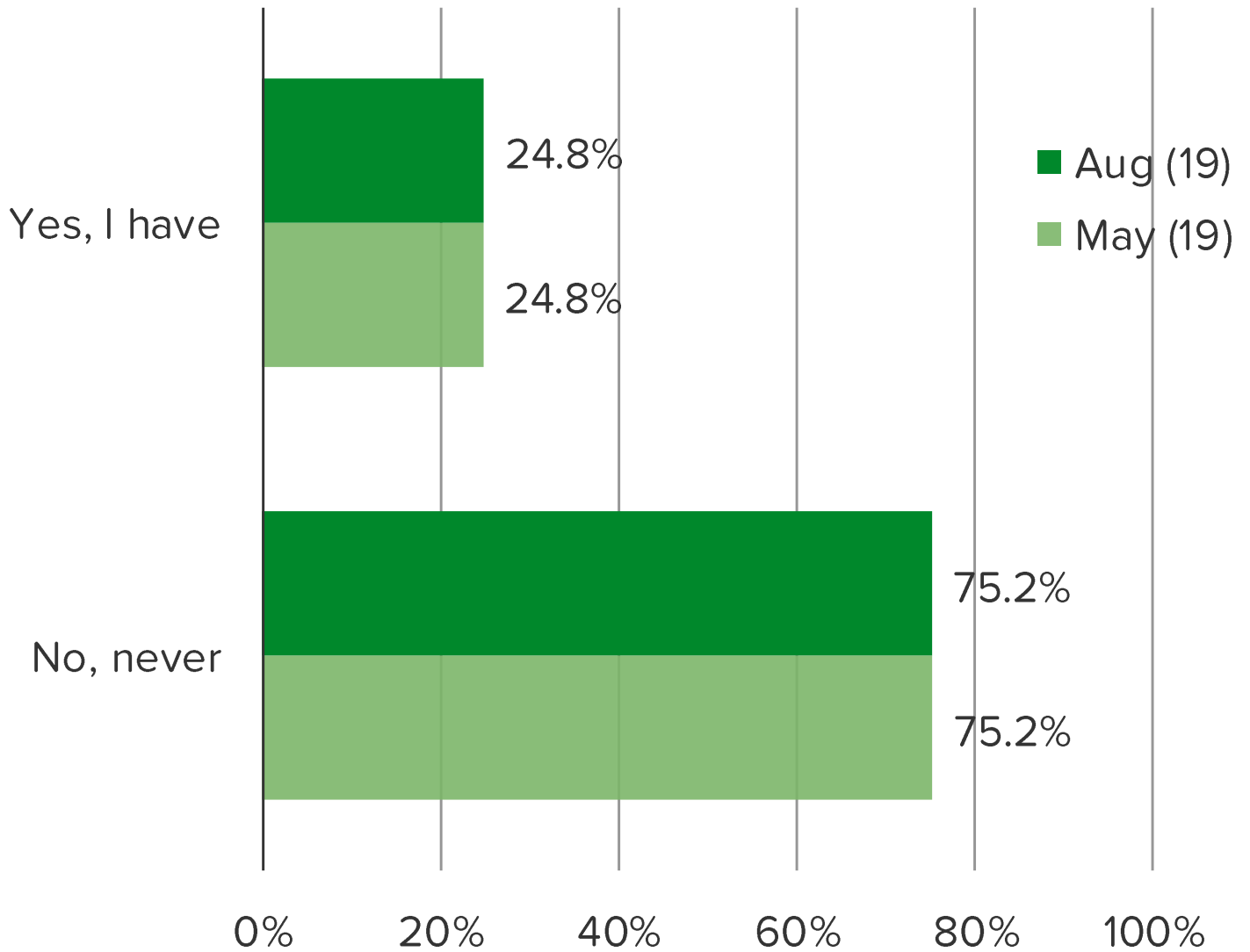
Posed to all respondents



## IN-STORE VS. ONLINE

**HAVE YOU EVER ORDERED A MATTRESS ONLINE? (IE. A BED-IN-A-BOX MATTRESS)**

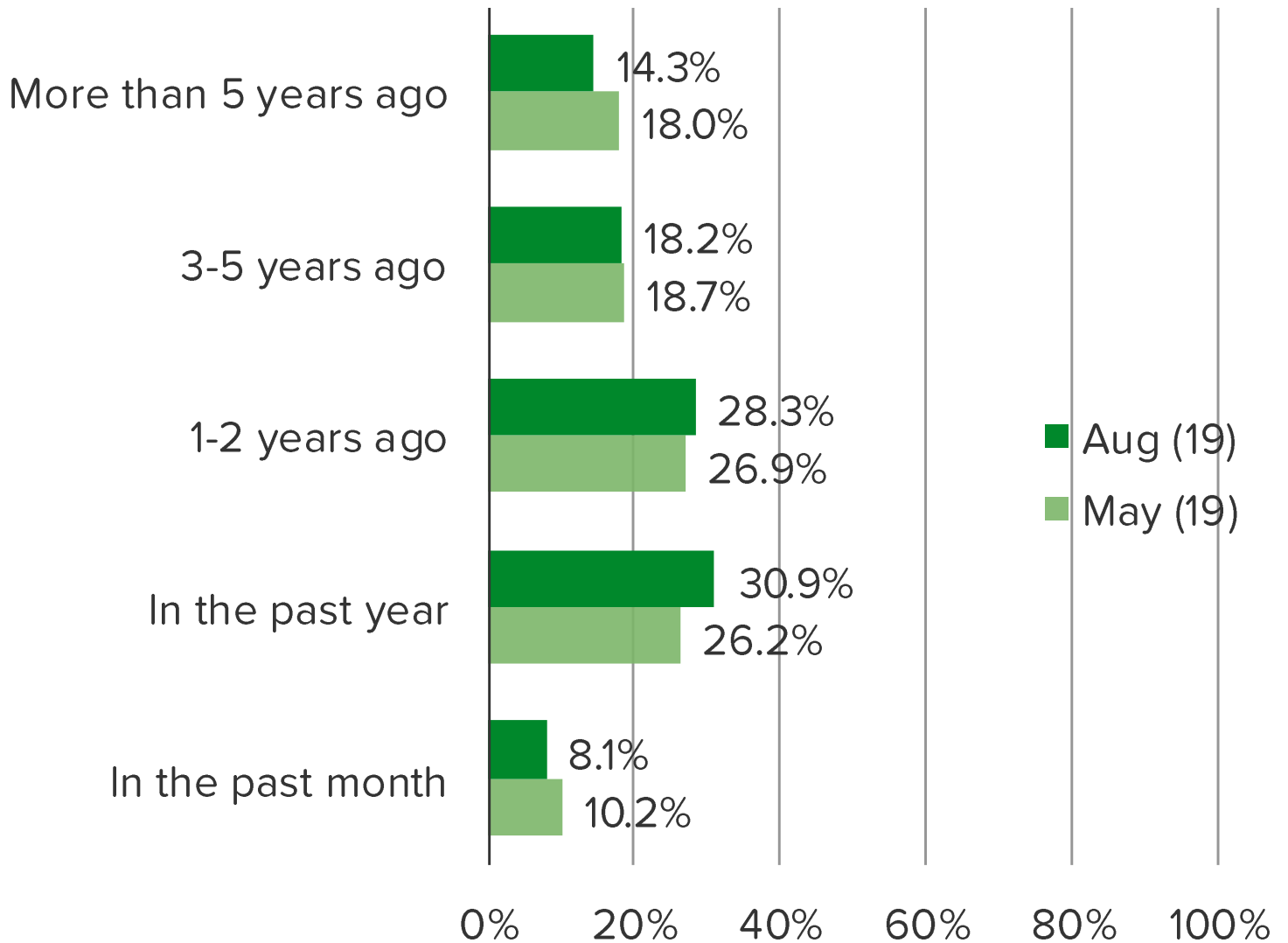
Posed to all respondents





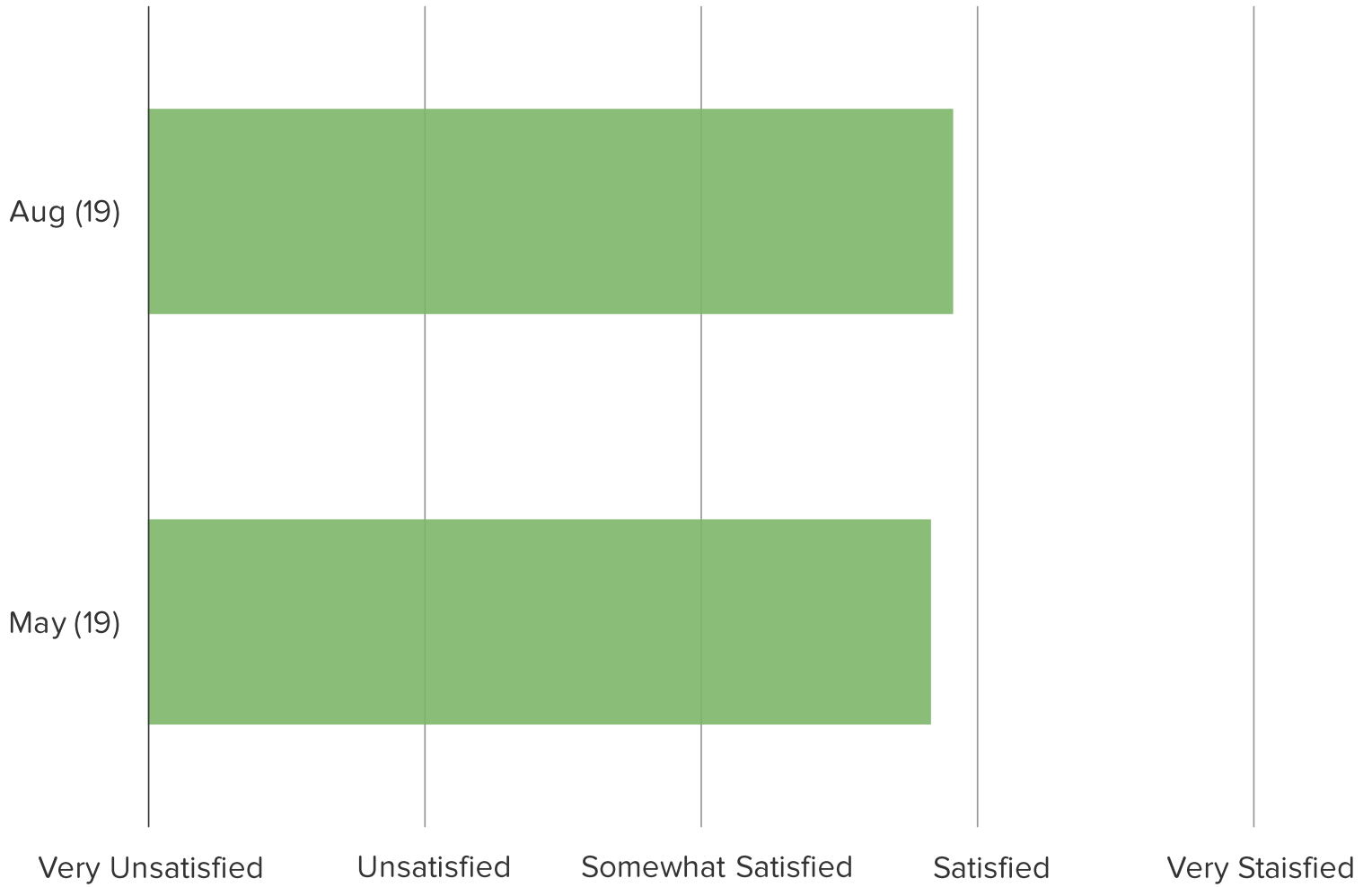
**WHEN DID YOU MAKE YOUR MOST RECENT BED-IN-A-BOX ONLINE MATTRESS PURCHASE?**

Posed to respondents who have ordered a mattress online



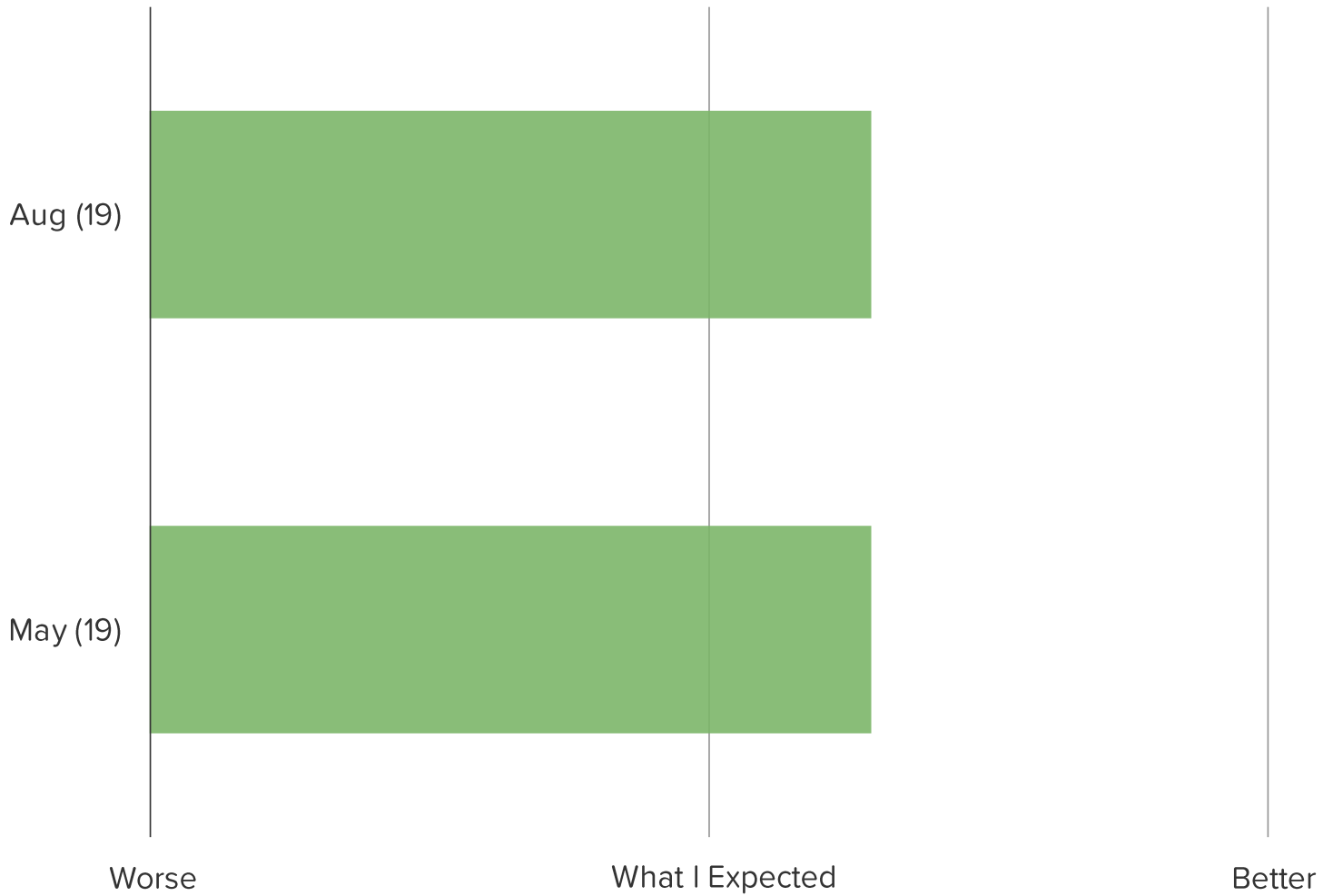
**HOW SATISFIED ARE YOU WITH YOUR BED-IN-A-BOX MATTRESS?**

Posed to respondents who have ordered a mattress online



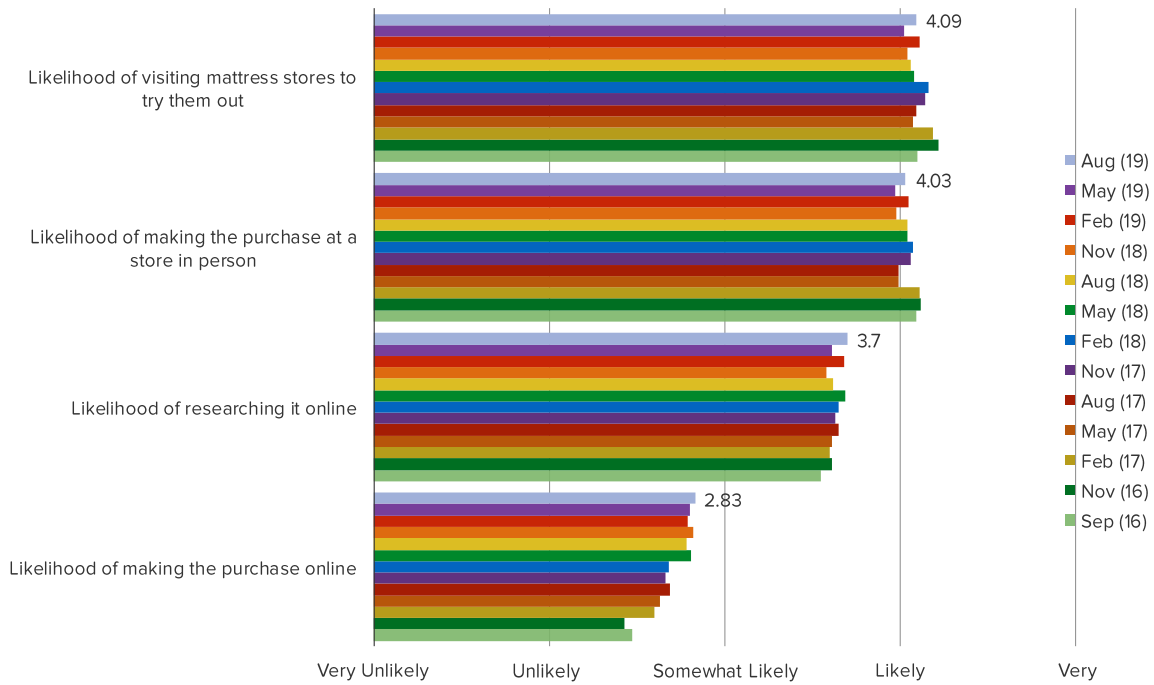
**HOW IS THE MATTRESS HOLDING UP OVER TIME COMPARED TO YOUR EXPECTATIONS?**

Posed to respondents who have ordered a mattress online

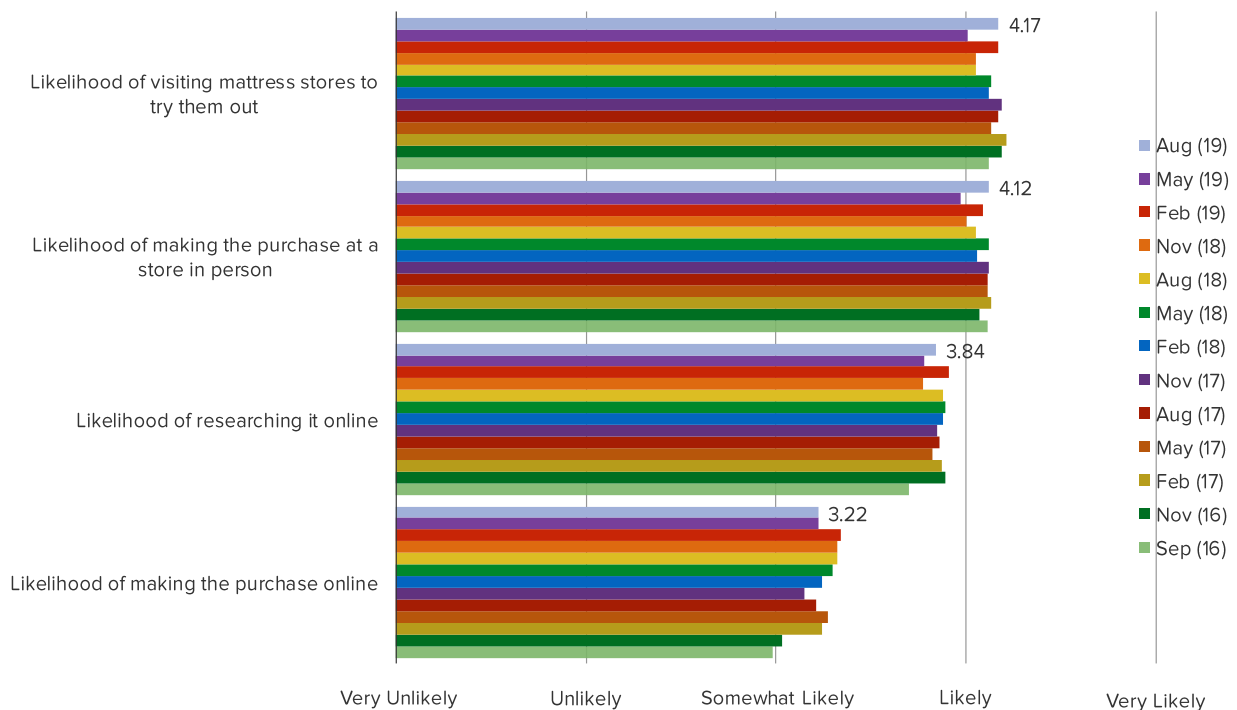


**IF YOU NEEDED TO BUY A MATTRESS, HOW LIKELY WOULD YOU BE TO...**

Posed to all respondents

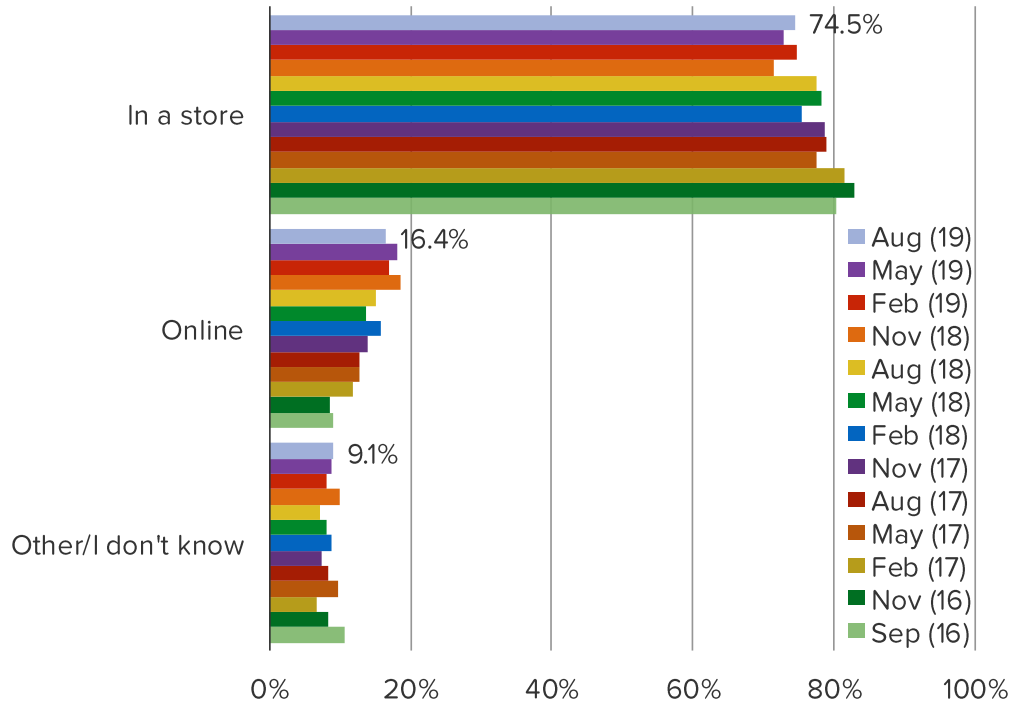


Posed to respondents who purchased a mattress in the past year.

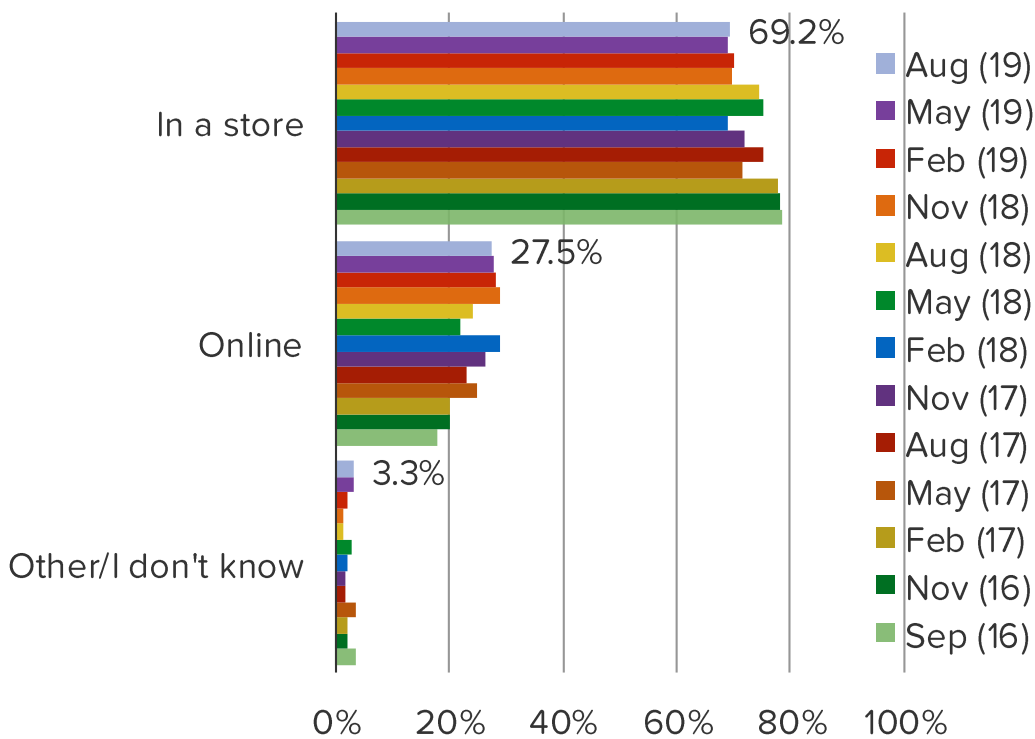


**HOW DID YOU PURCHASE THE MOST RECENT MATTRESS THAT YOU BOUGHT?**

Posed to all respondents

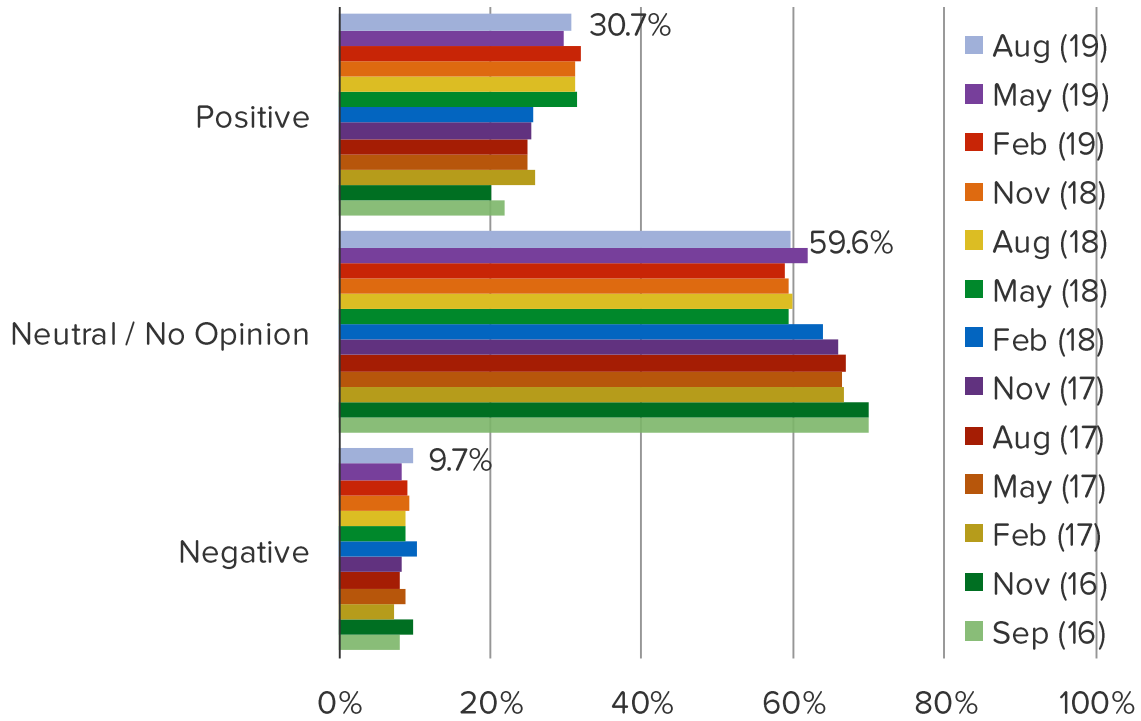


Posed to respondents who purchased a mattress in the past year.

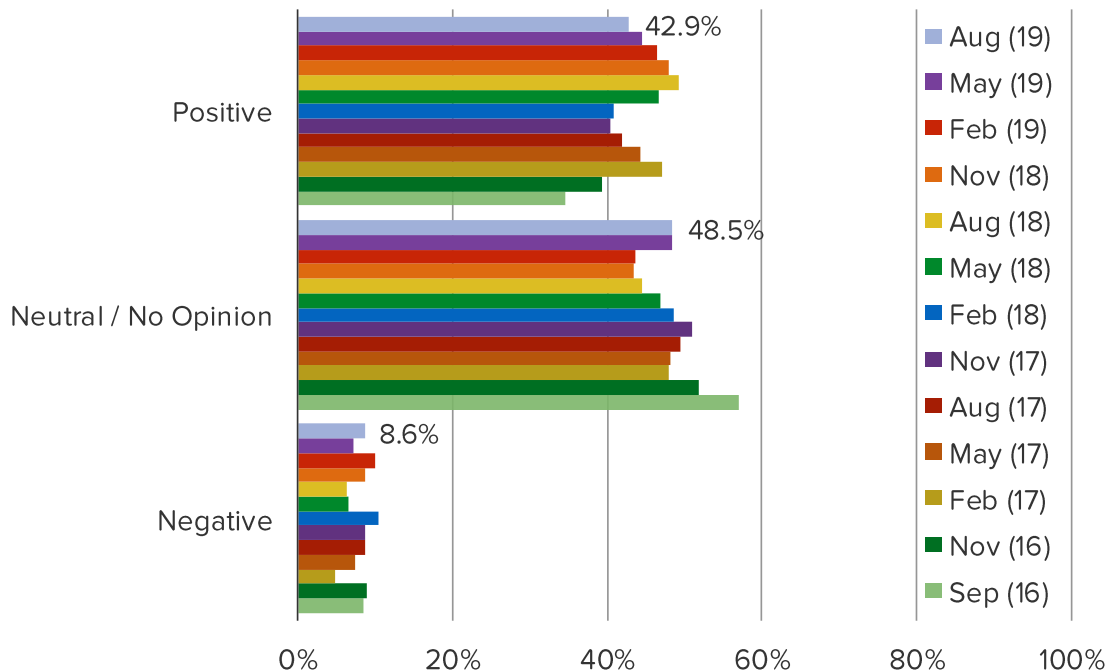


**OPINION OF BED IN A BOX MATTRESS PROVIDERS WHO SHIP MATTRESSES TO CUSTOMERS IN A VACUUM SEALED BOX**

Posed to all respondents

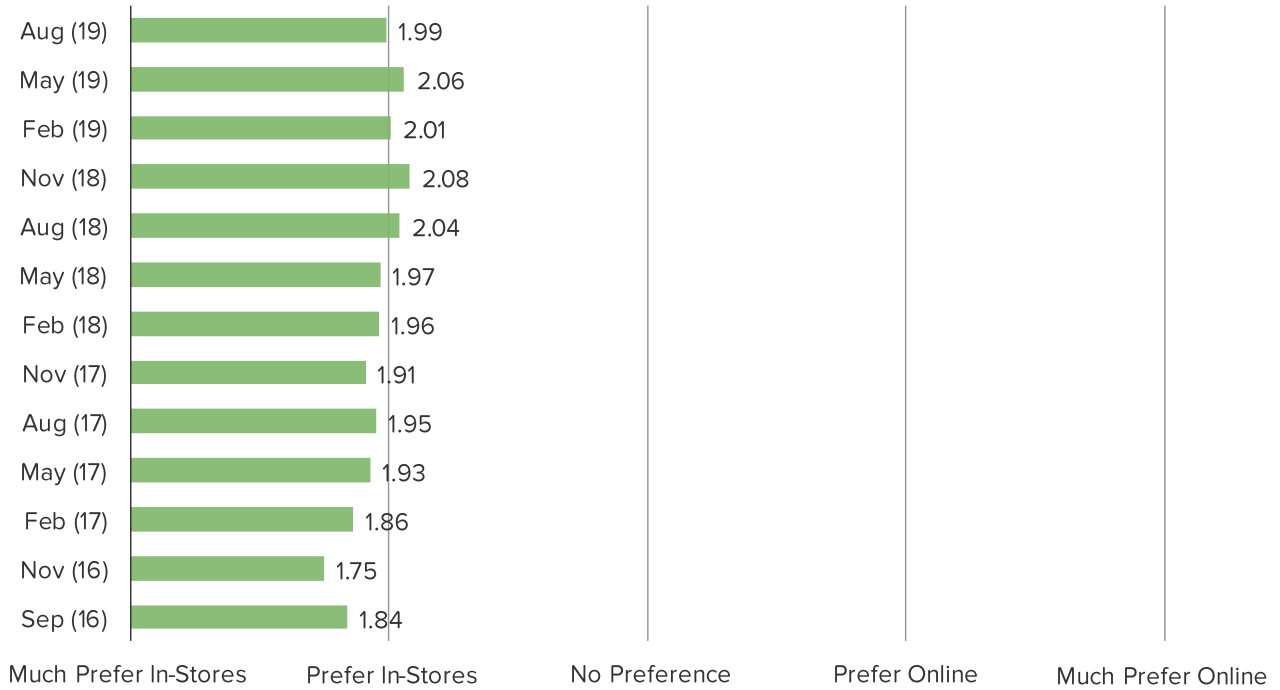


Posed to respondents who purchased a mattress in the past year.

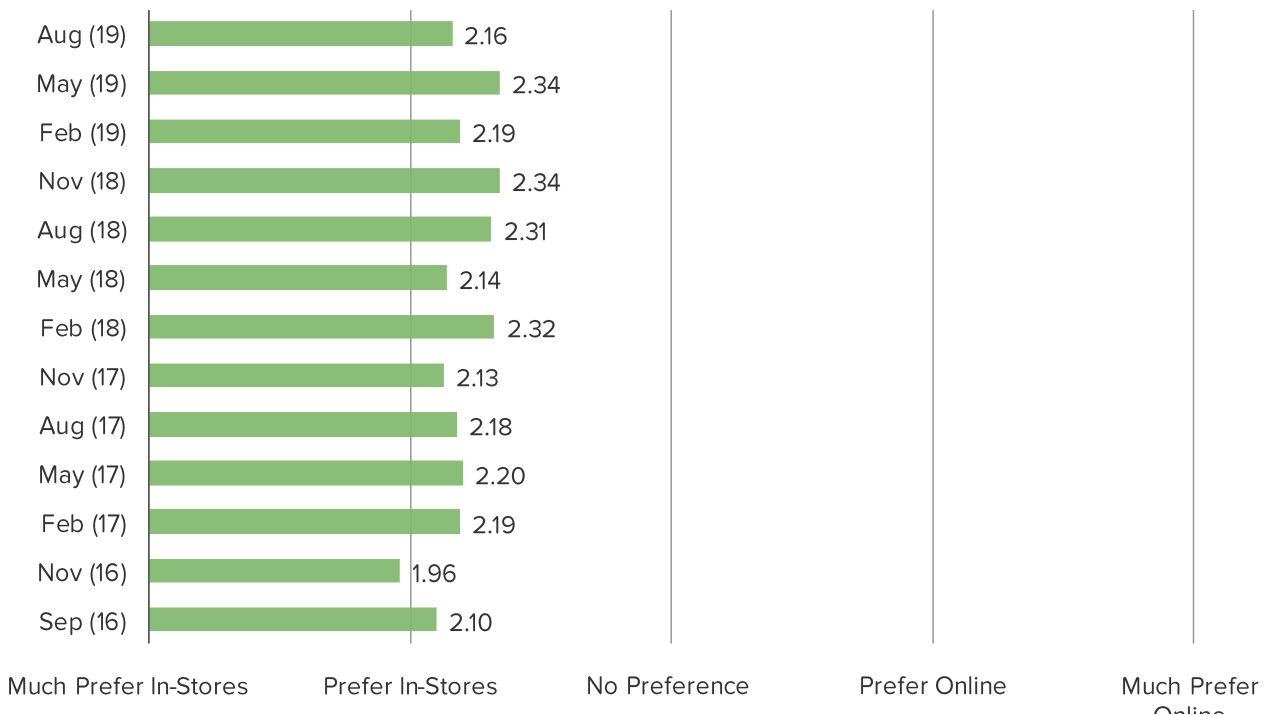


**PREFERRED METHOD FOR MATTRESS SHOPPING**

Posed to all respondents

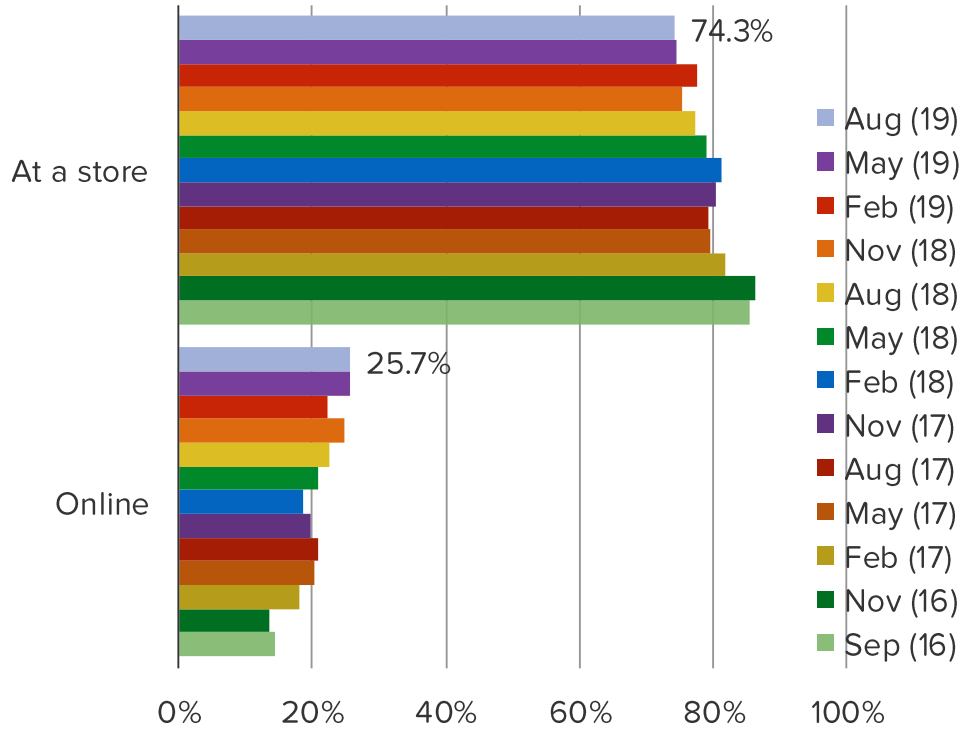


Posed to respondents who purchased a mattress in the past year.

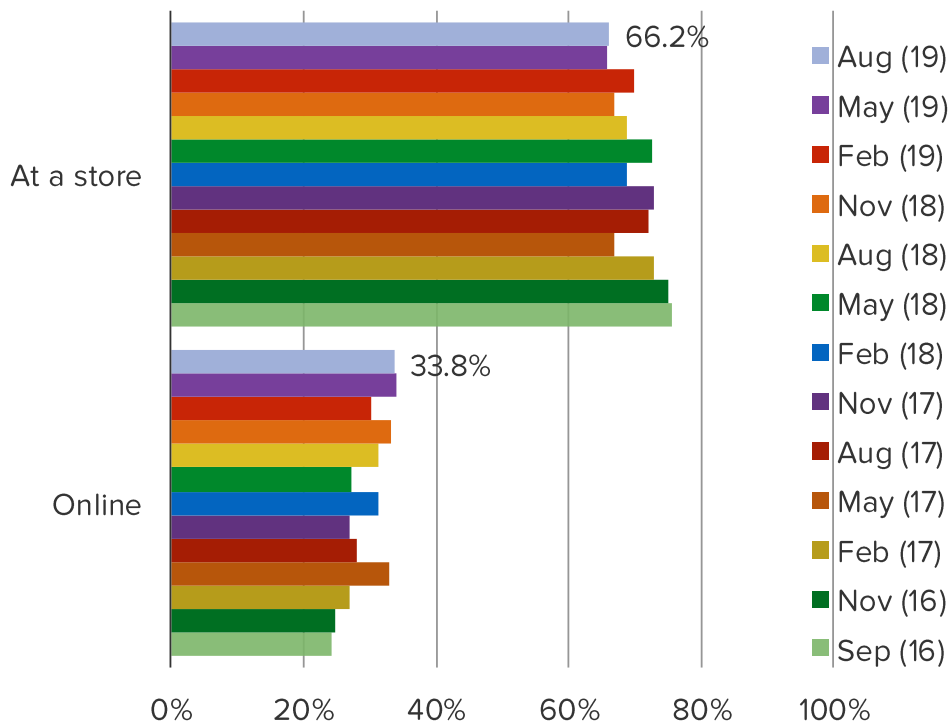


**WHEN IT IS TIME TO GET A NEW MATTRESS, DO YOU THINK YOU WILL BUY IT AT A STORE OR ONLINE?**

Posed to all respondents



Posed to respondents who purchased a mattress in the past year.

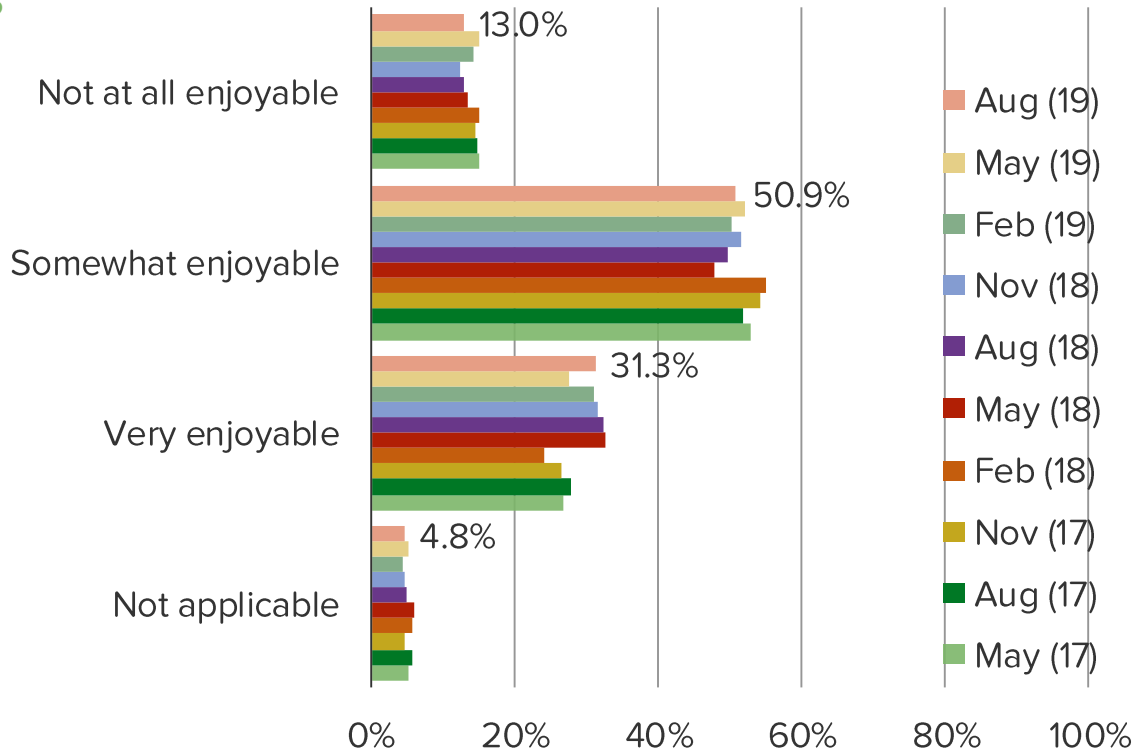




**HOW ENJOYABLE DID YOU FIND THE MATTRESS BUYING PROCESS?**

Posed to all respondents

**IN-STORES**



**ONLINE**

