

BESPOKE SURVEYS

Mattresses and Furniture Vol 23

1250+ Consumers Per Wave

January 2022



CHECK BREAKDOWN:

FURNITURE

HOUSING AND FURNITURE: SOME SEQUENTIAL COOLING

The % of respondents who moved in the past six months and the % who expect to move in the next six months declined sequentially. The same is true of the % of consumers who recently / expect to renovate or remodel their homes. Self-reported furniture purchasing activity has softened sequentially.

MATTRESSES

MATTRESS PURCHASE ACTIVITY: SLIGHT DIP Q/Q

The share of respondents who purchased a mattress within the last three months dipped slightly q/q.

CATALYSTS

The feel/comfort of the mattress continues to be more important for consumers than the ability to purchase it online.

MEMORY FOAM VS HYBRID

Memory foam and inner spring mattresses continue to hold the lead over hybrid mattresses. Preferences have moved over time towards memory foam.

ONLINE MATTRESSES

Online mattresses purchase share has been holding relatively flat in the last few quarters after notable gains in early 2020. Consumer satisfaction with mattresses ordered online remains high, though it dipped slightly in the last quarter.

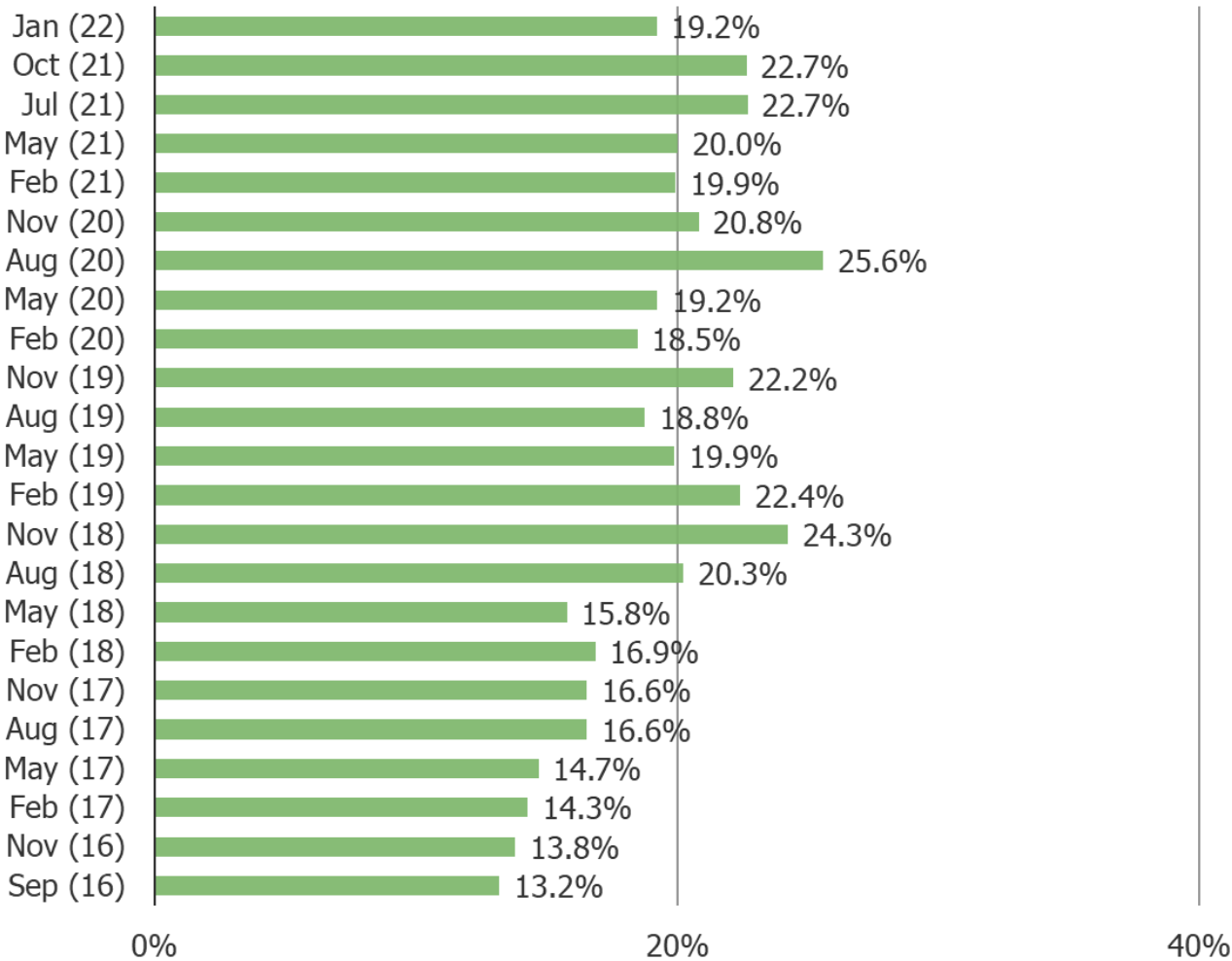
COMPETITIVE DYNAMICS

Consumer intentions to purchase a Purple mattress in the future have increased over time.

FURNITURE PURCHASING TRENDS

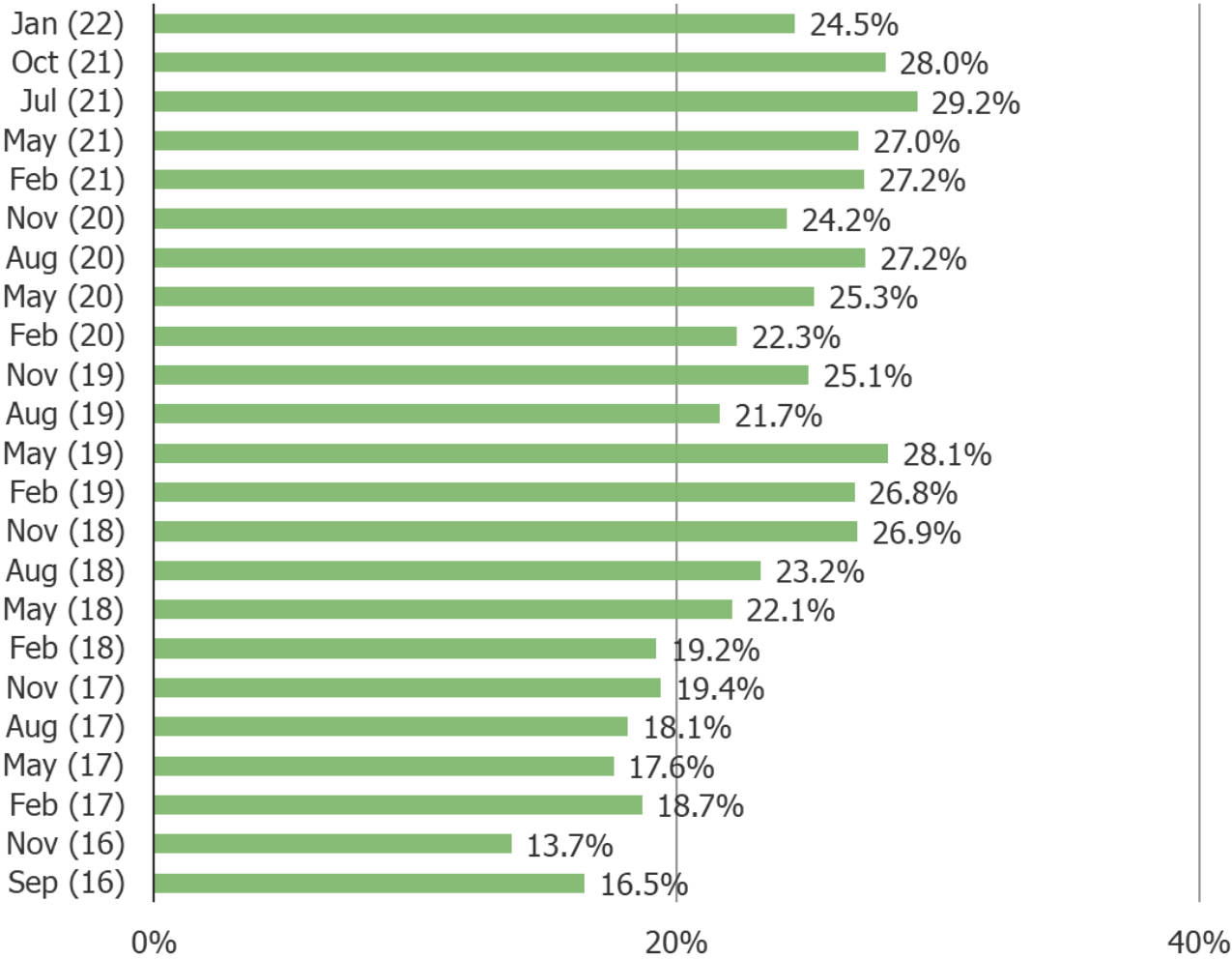
HAVE YOU MOVED IN THE PAST SIX MONTHS?

Posed to all respondents



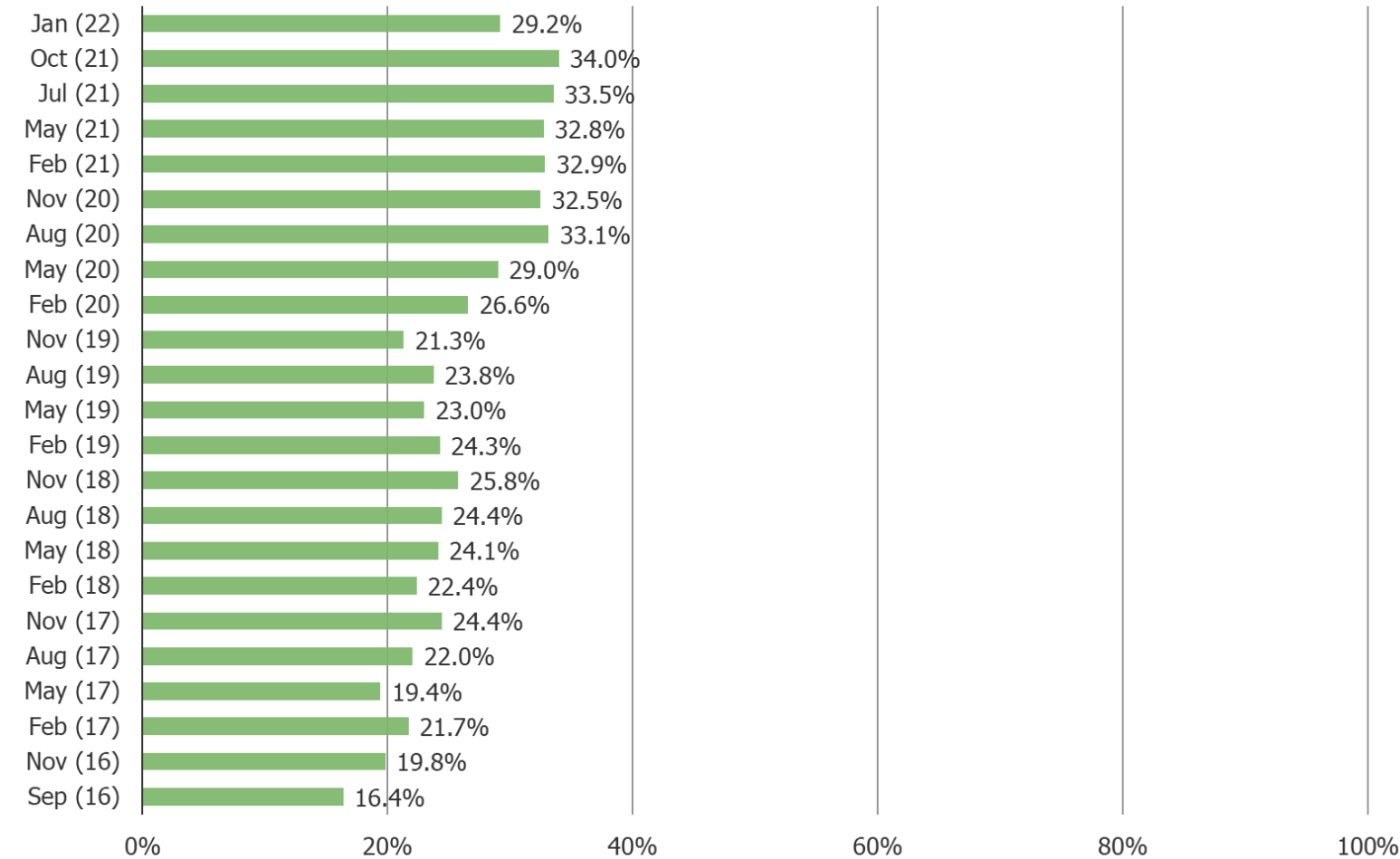
DO YOU PLAN TO MOVE IN THE NEXT SIX MONTHS?

Posed to all respondents



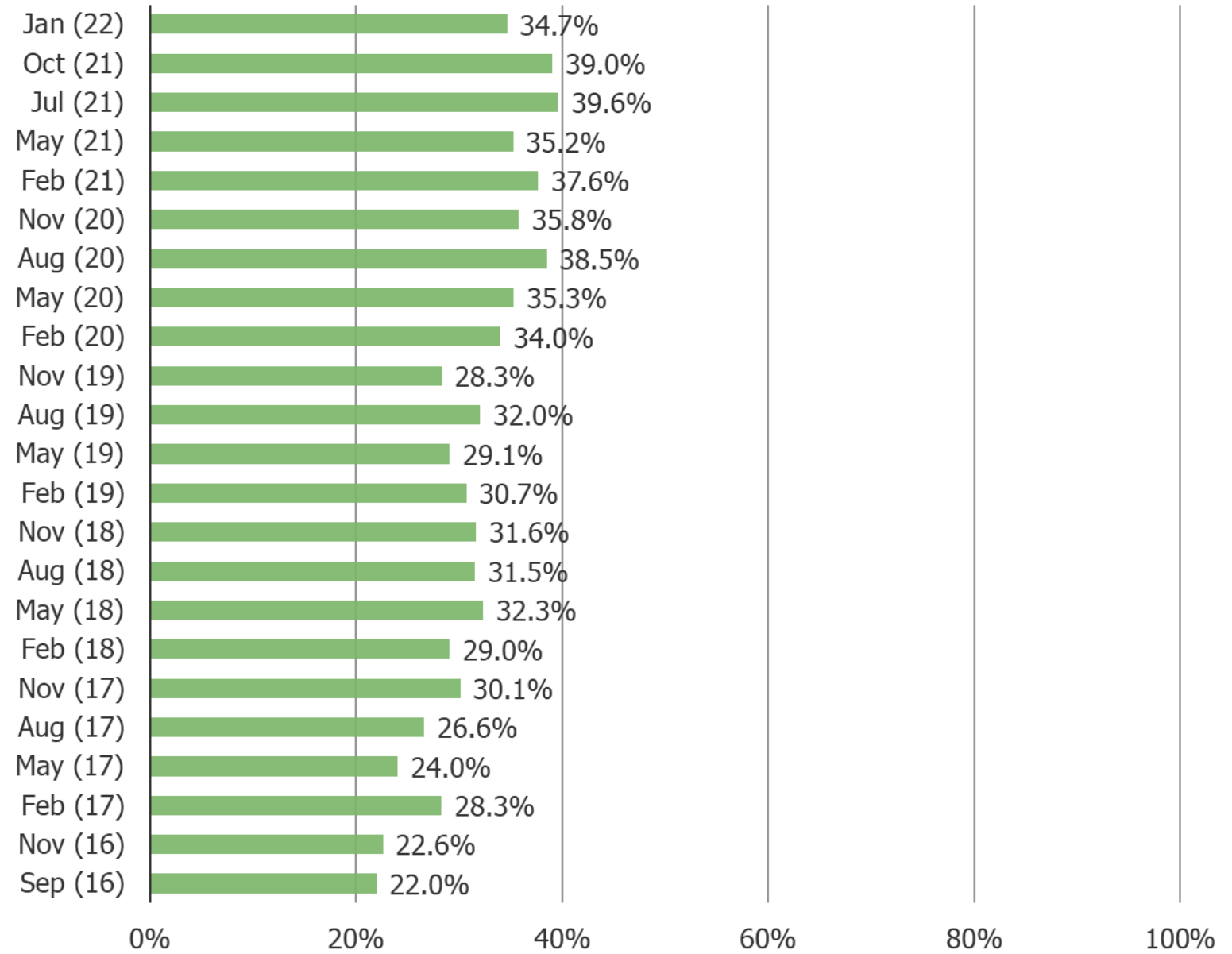
HAVE YOU RENOVATED OR REMODELED YOUR HOME IN THE PAST SIX MONTHS?

Posed to all respondents



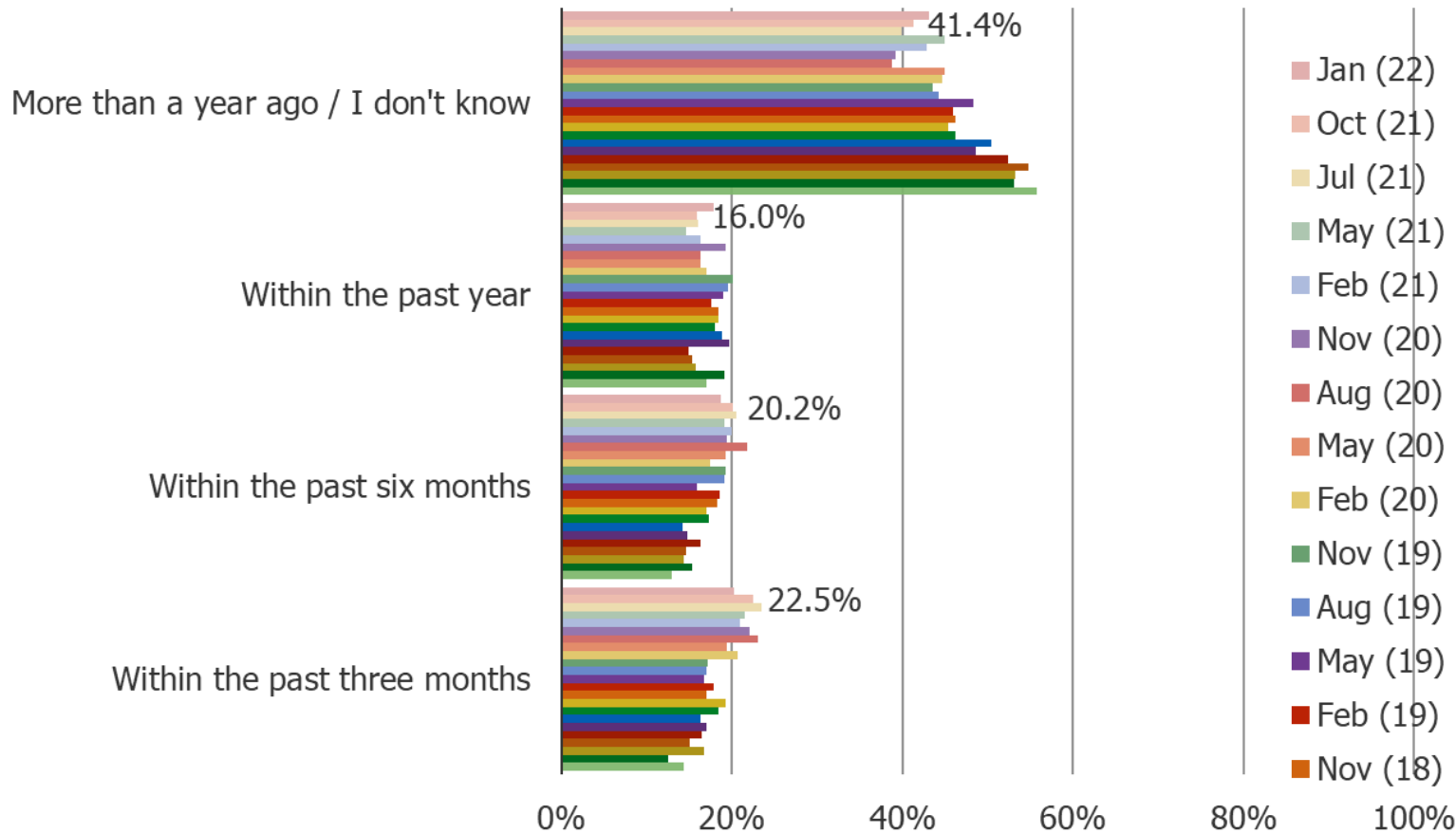
DO YOU PLAN TO RENOVATE OR REMODEL YOUR HOME IN THE NEXT FEW MONTHS?

Posed to all respondents



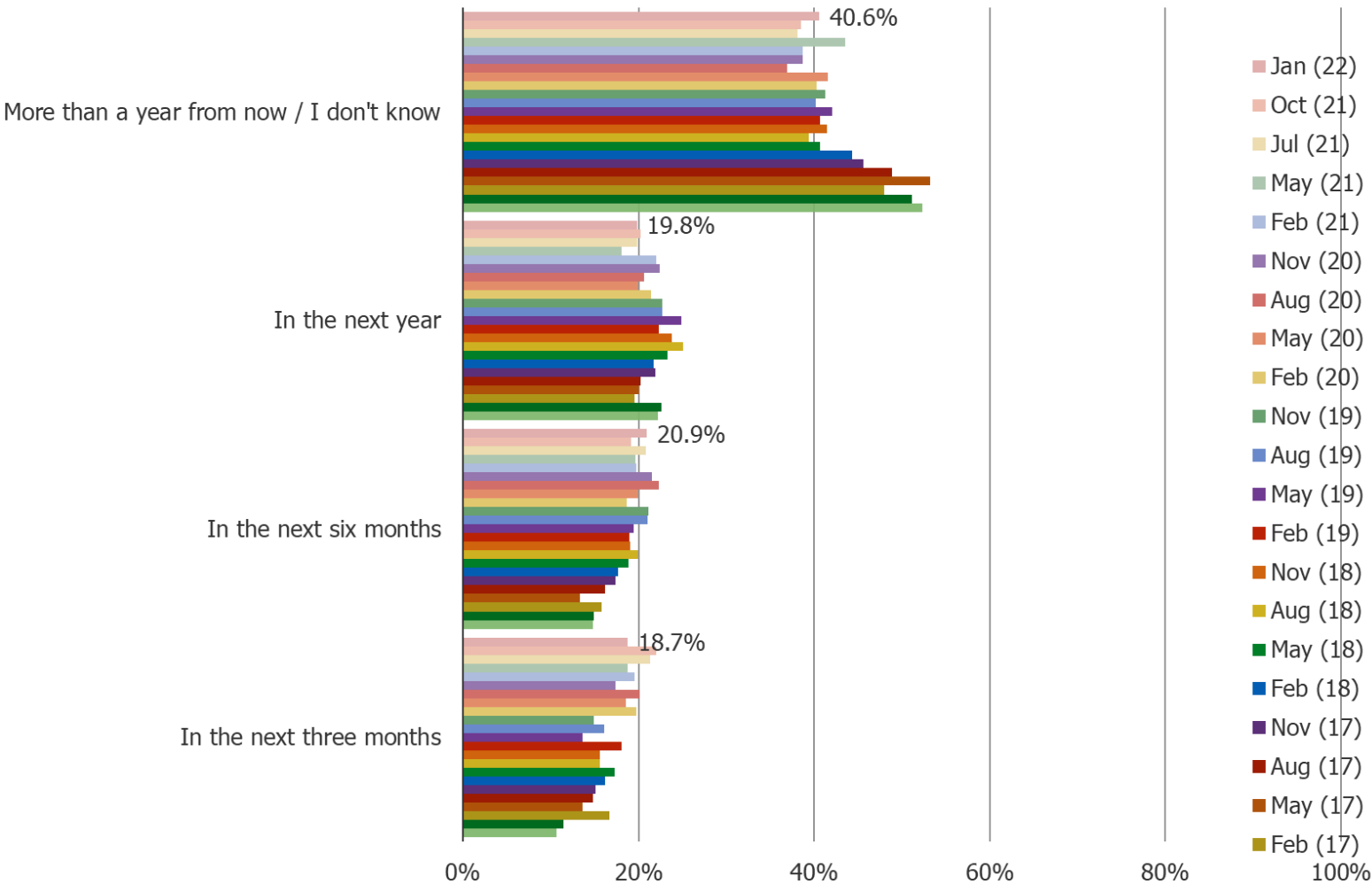
WHEN IS THE LAST TIME YOU PURCHASED FURNITURE FOR YOUR HOME?

Posed to all respondents



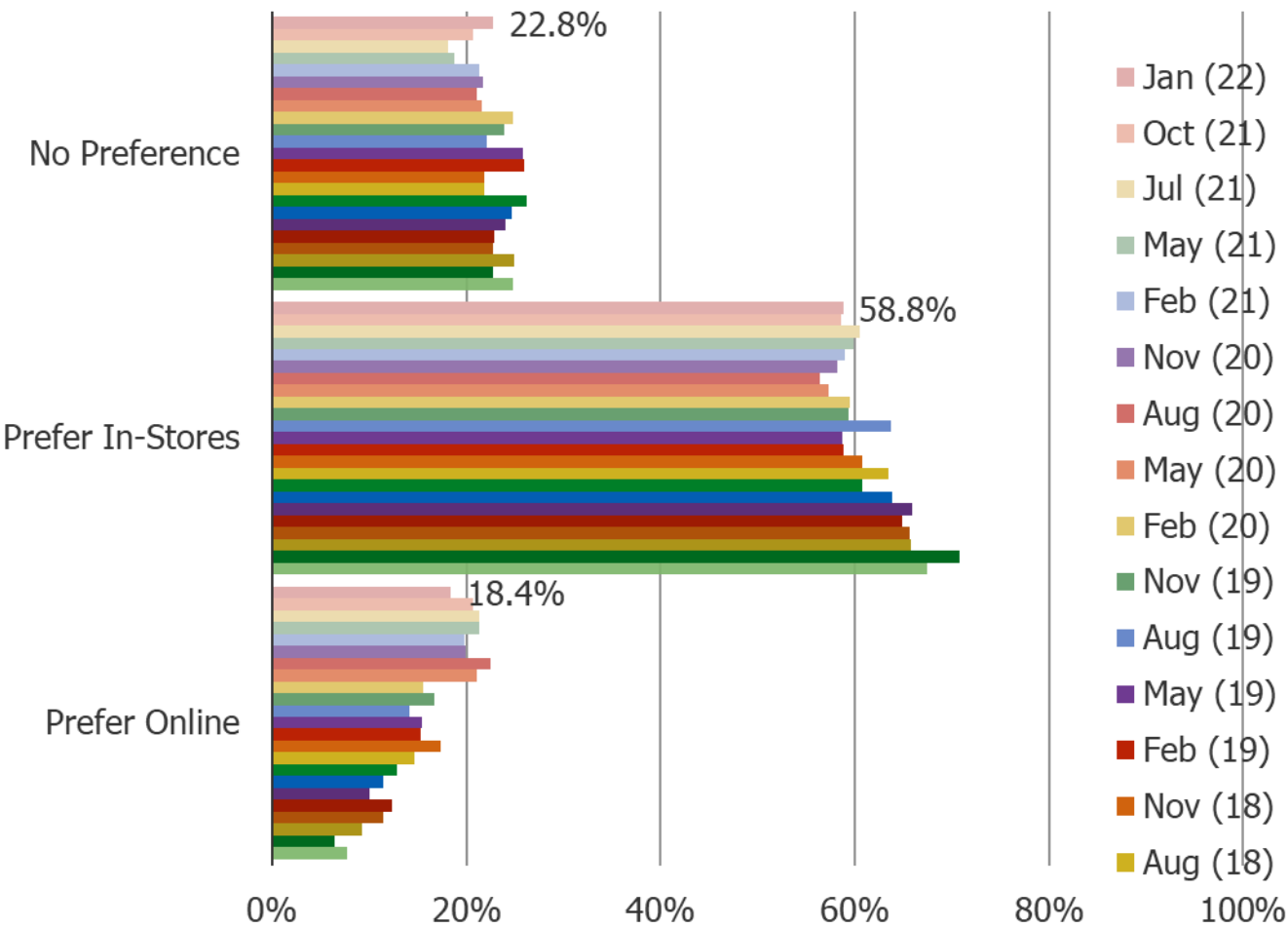
WHEN DO YOU EXPECT TO BUY FURNITURE FOR YOUR HOME NEXT?

Posed to all respondents



DO YOU PREFER TO BUY FURNITURE IN-STORES OR ONLINE?

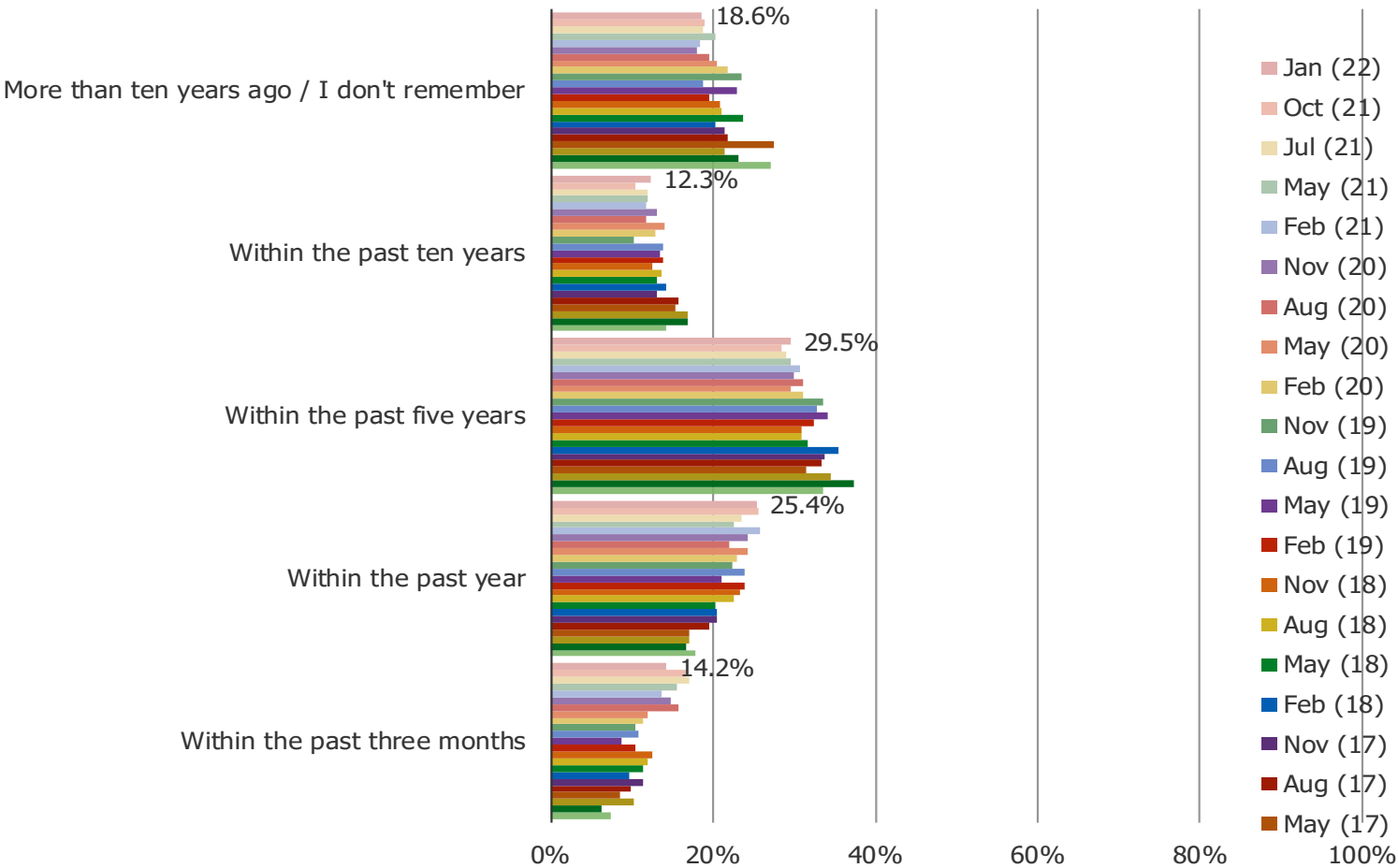
Posed to all respondents



MATTRESSES PURCHASE ACTIVITY

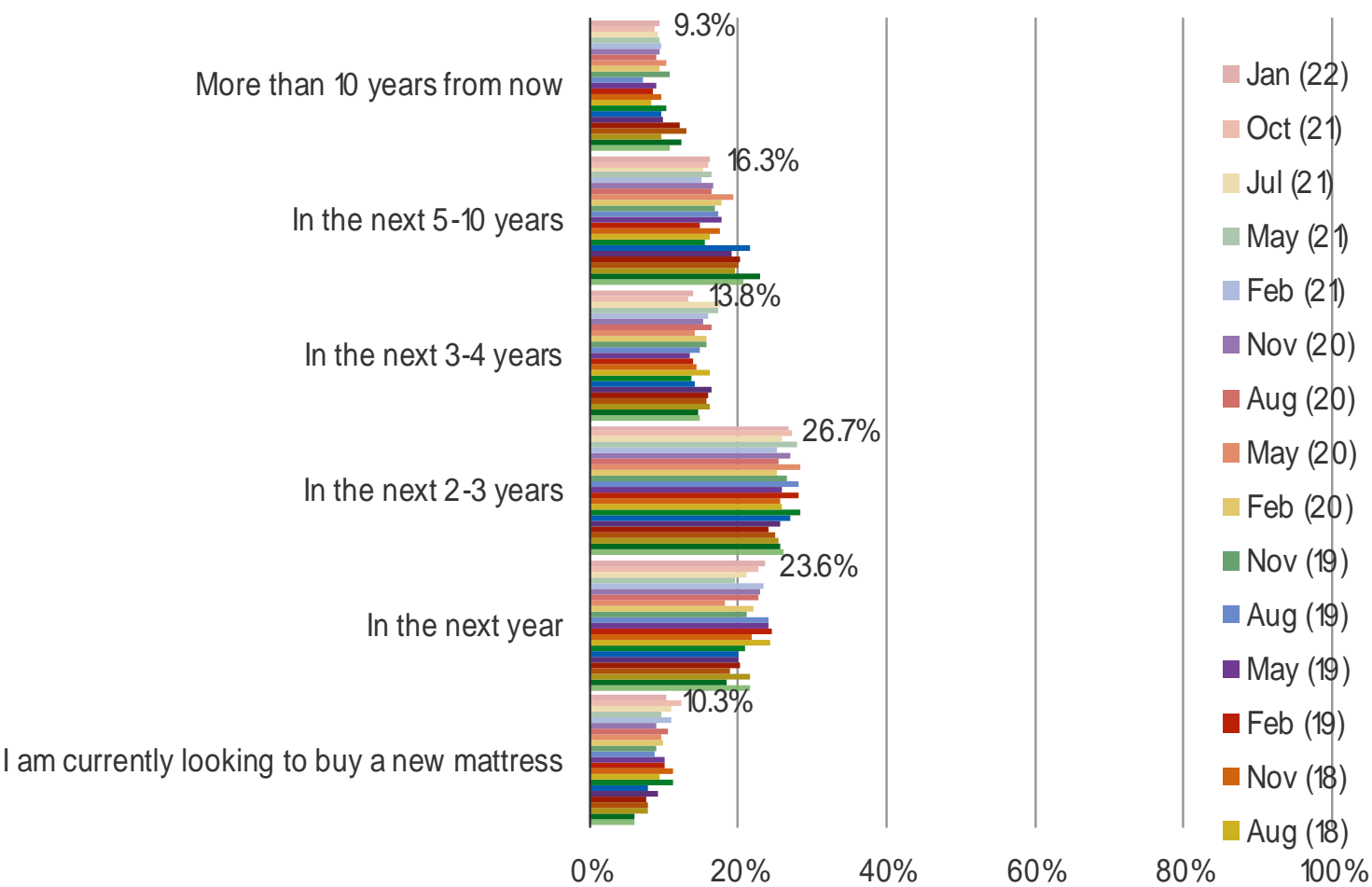
LAST TIME PURCHASED A MATTRESS

Posed to all respondents



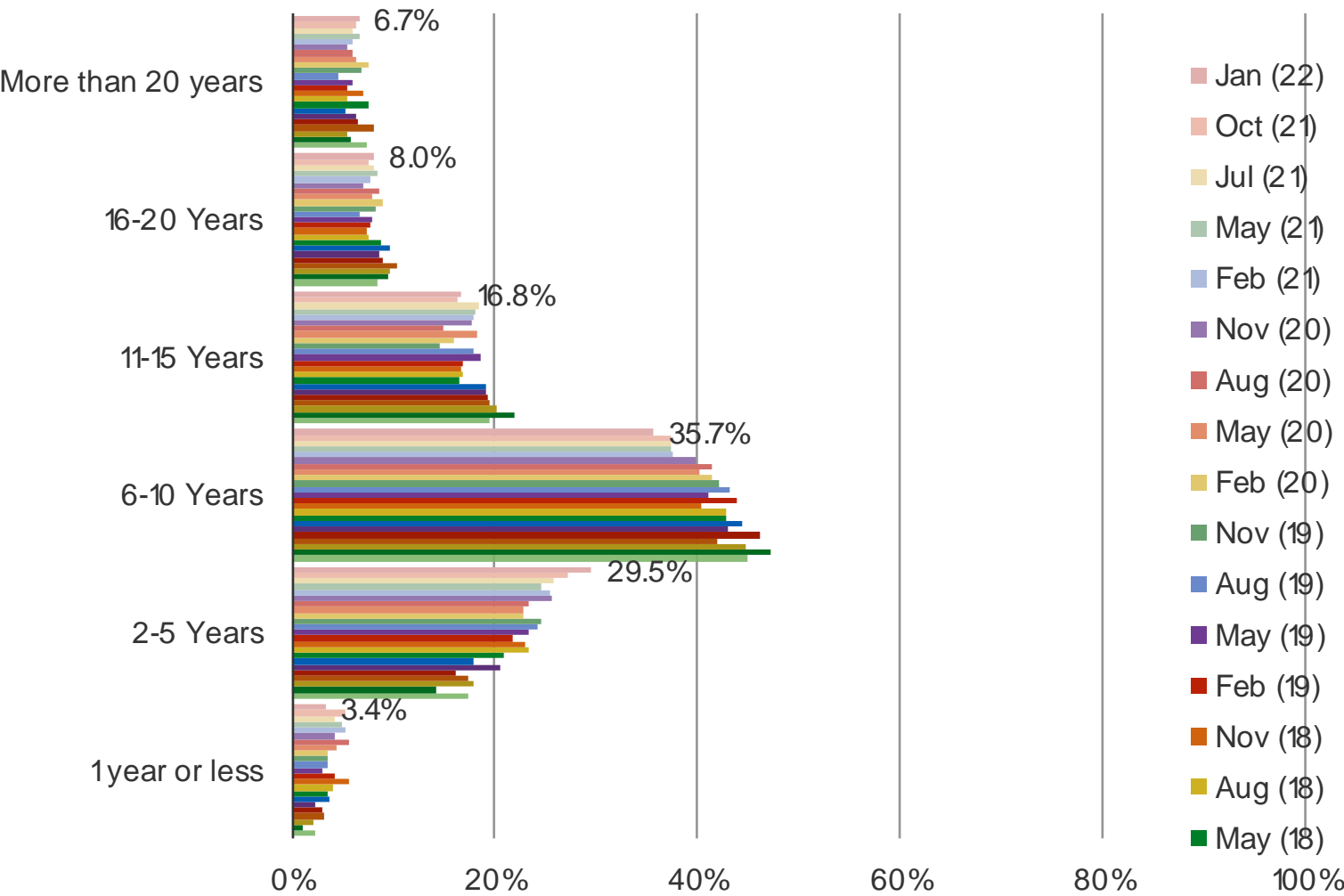
WHEN DO YOU EXPECT TO GET A NEW MATTRESS?

Posed to all respondents



HOW LONG DO YOU BELIEVE MATTRESSES SHOULD LAST?

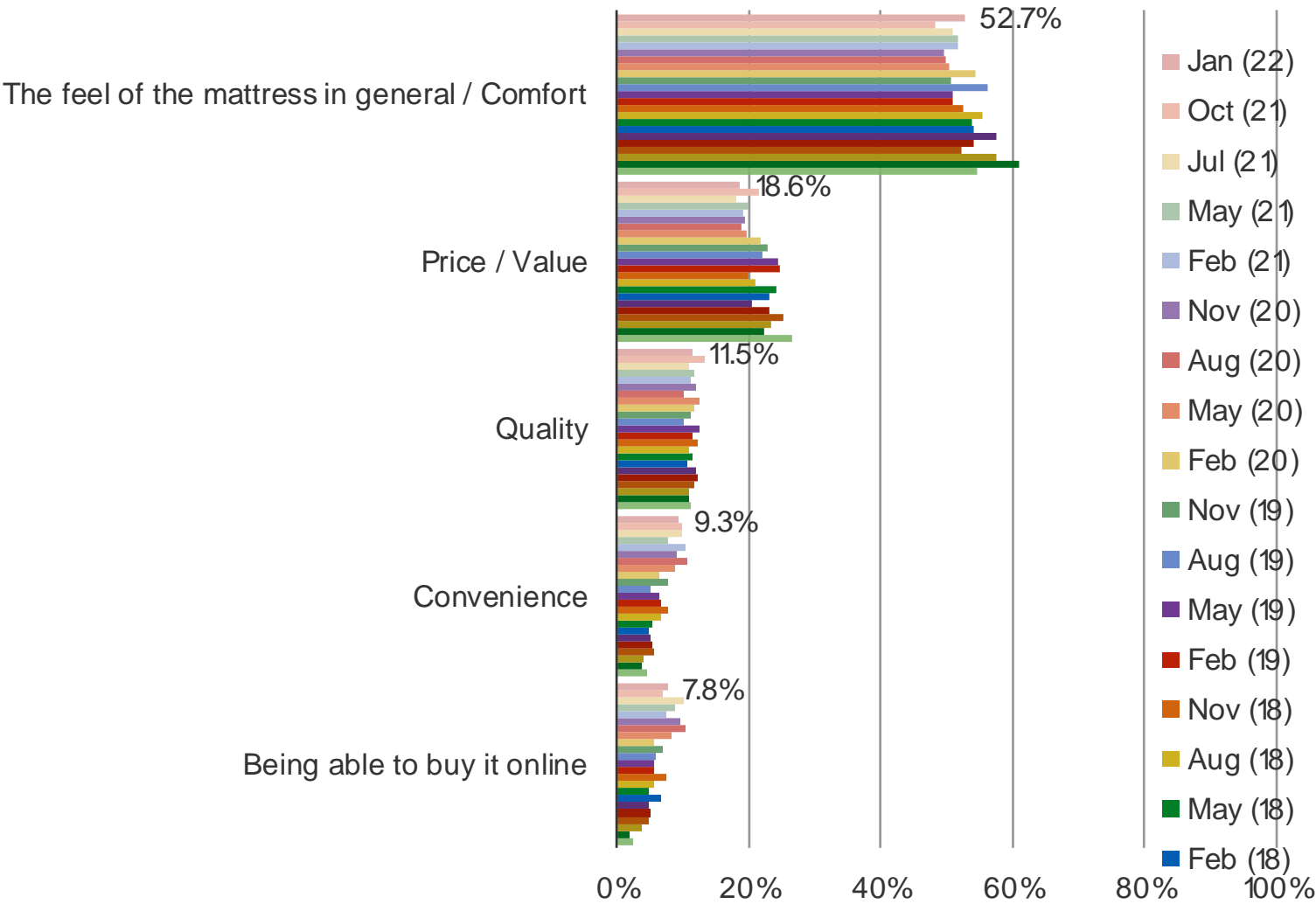
Posed to all respondents



CATALYSTS / DECISION DRIVERS

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

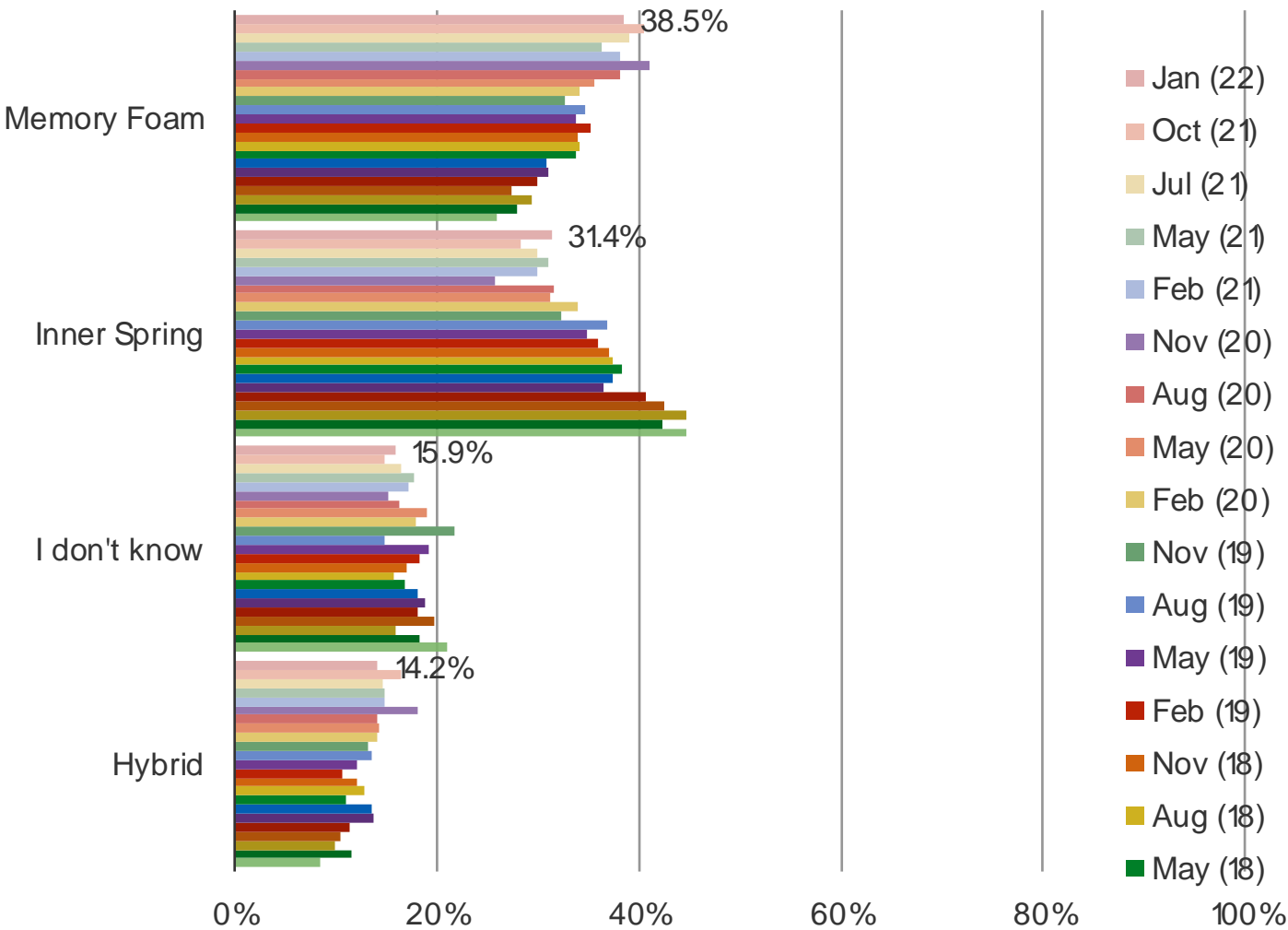
Posed to all respondents



MEMORY FOAM VS. INNER SPRING

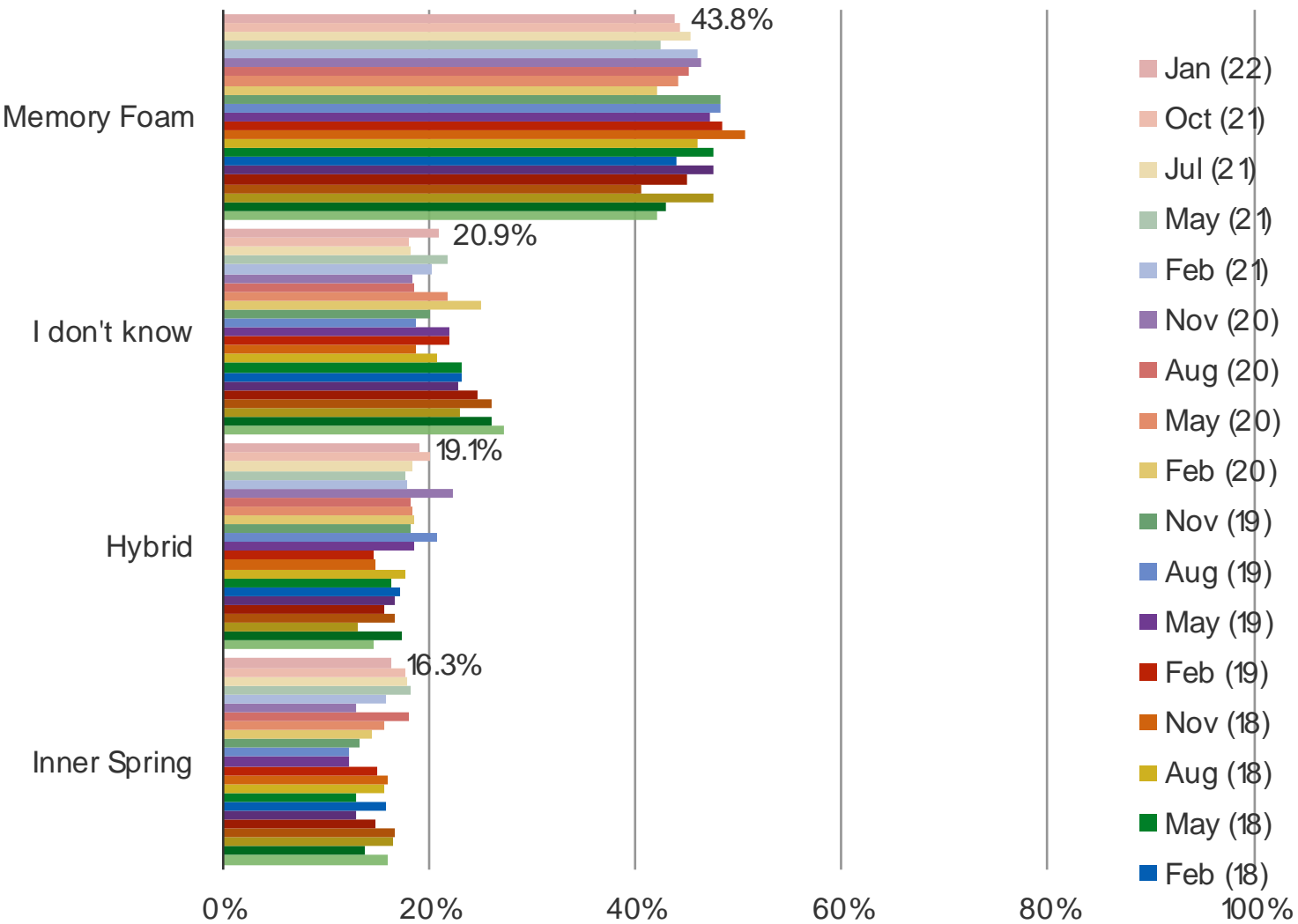
WHICH BEST DESCRIBES THE TYPE OF MATTRESS THAT YOU CURRENTLY SLEEP ON?

Posed to all respondents



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

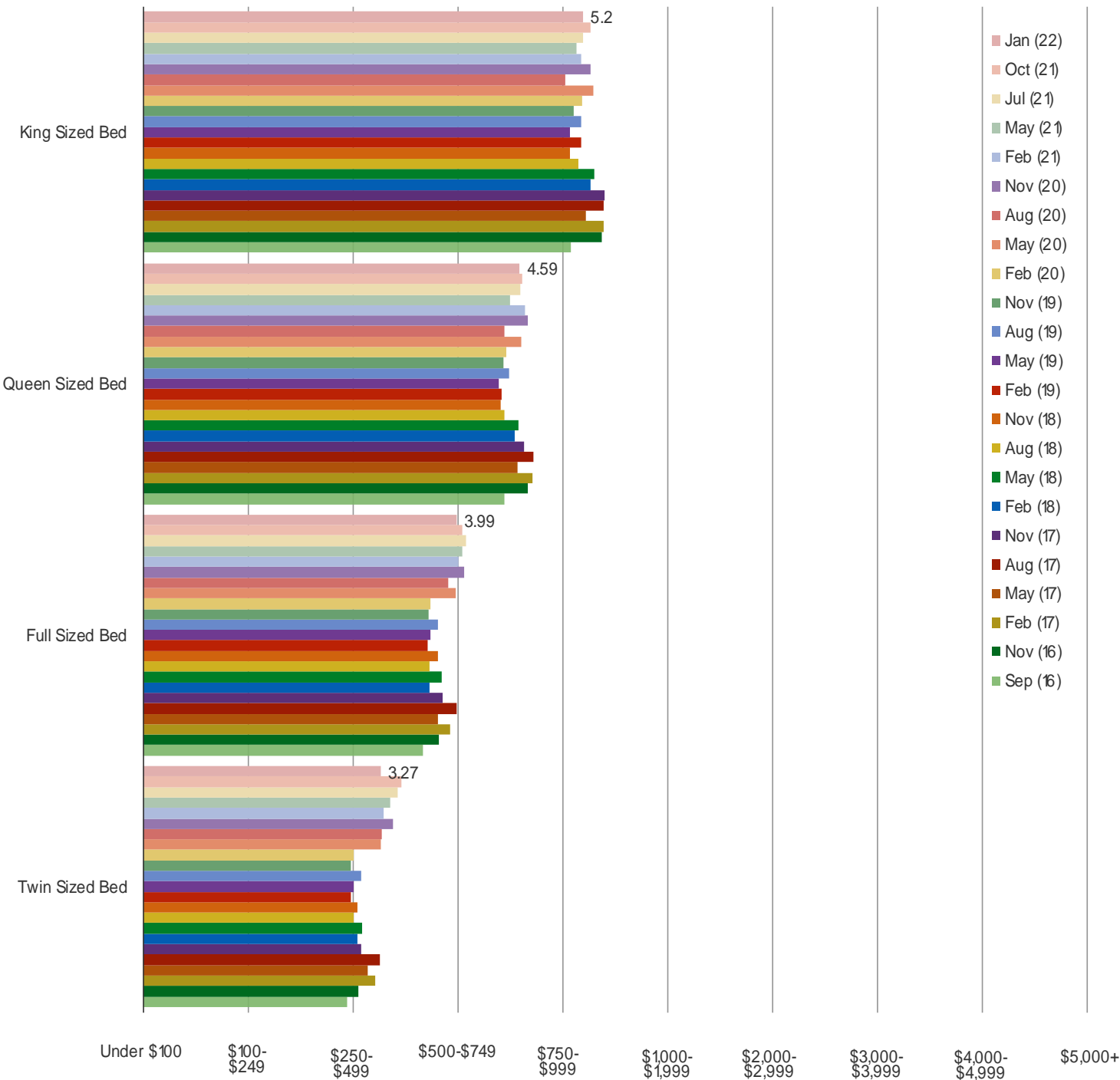
Posed to all respondents



PRICE EXPECTATIONS

EXPECTATIONS FOR SPENDING ON MATTRESSES BY SIZE

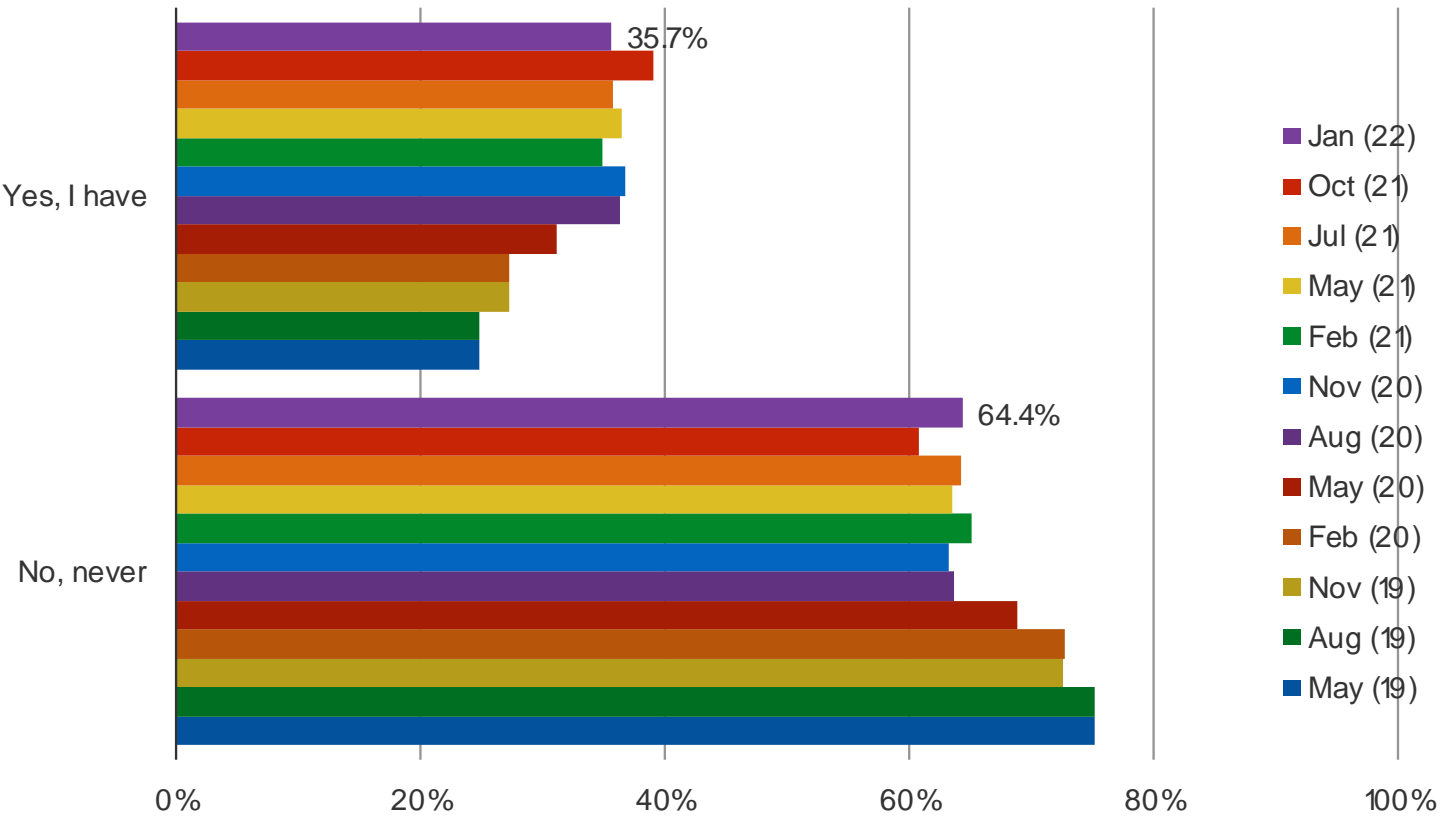
Posed to all respondents



IN-STORE VS. ONLINE

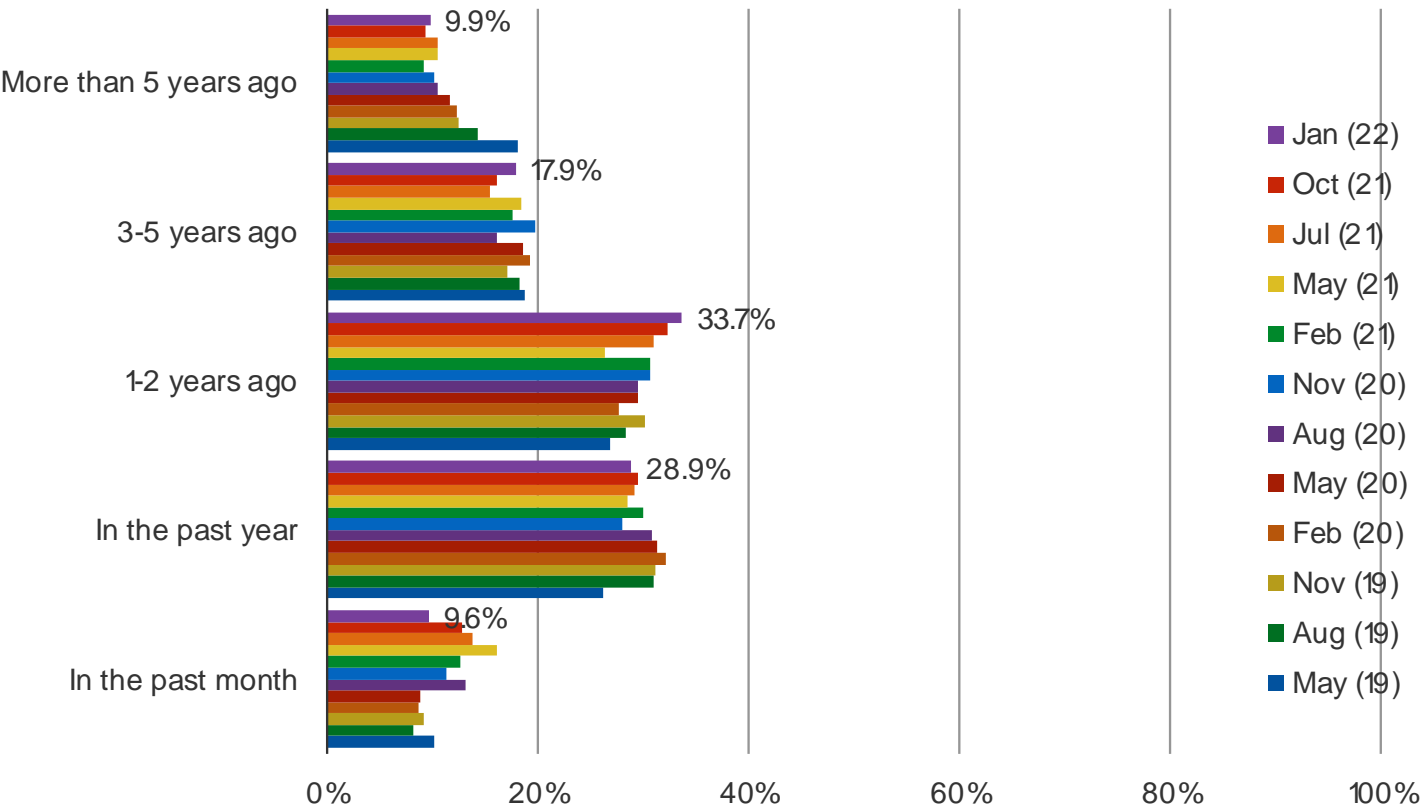
HAVE YOU EVER ORDERED A MATTRESS ONLINE? (IE. A BED-IN-A-BOX MATTRESS)

Posed to all respondents



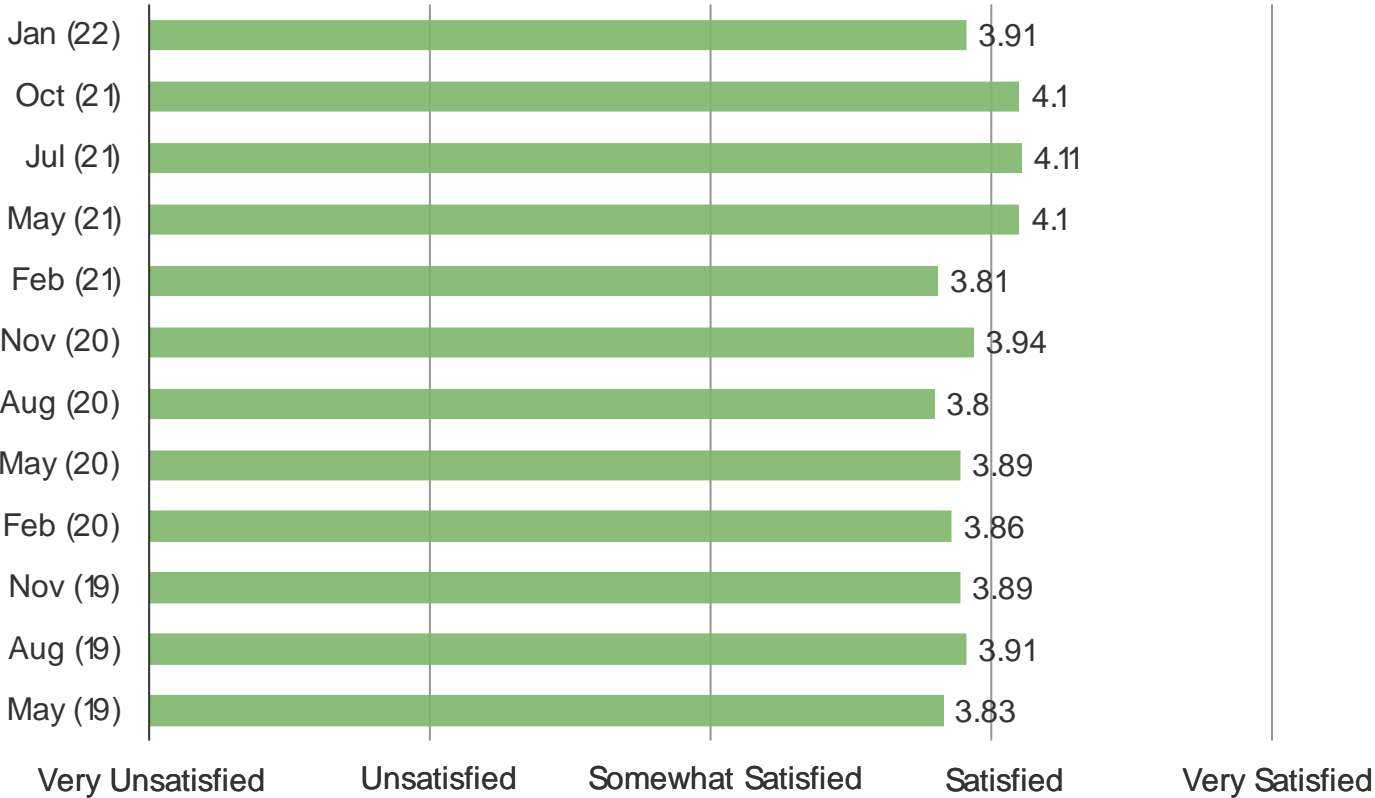
WHEN DID YOU MAKE YOUR MOST RECENT BED-IN-A-BOX ONLINE MATTRESS PURCHASE?

Posed to respondents who have ordered a mattress online



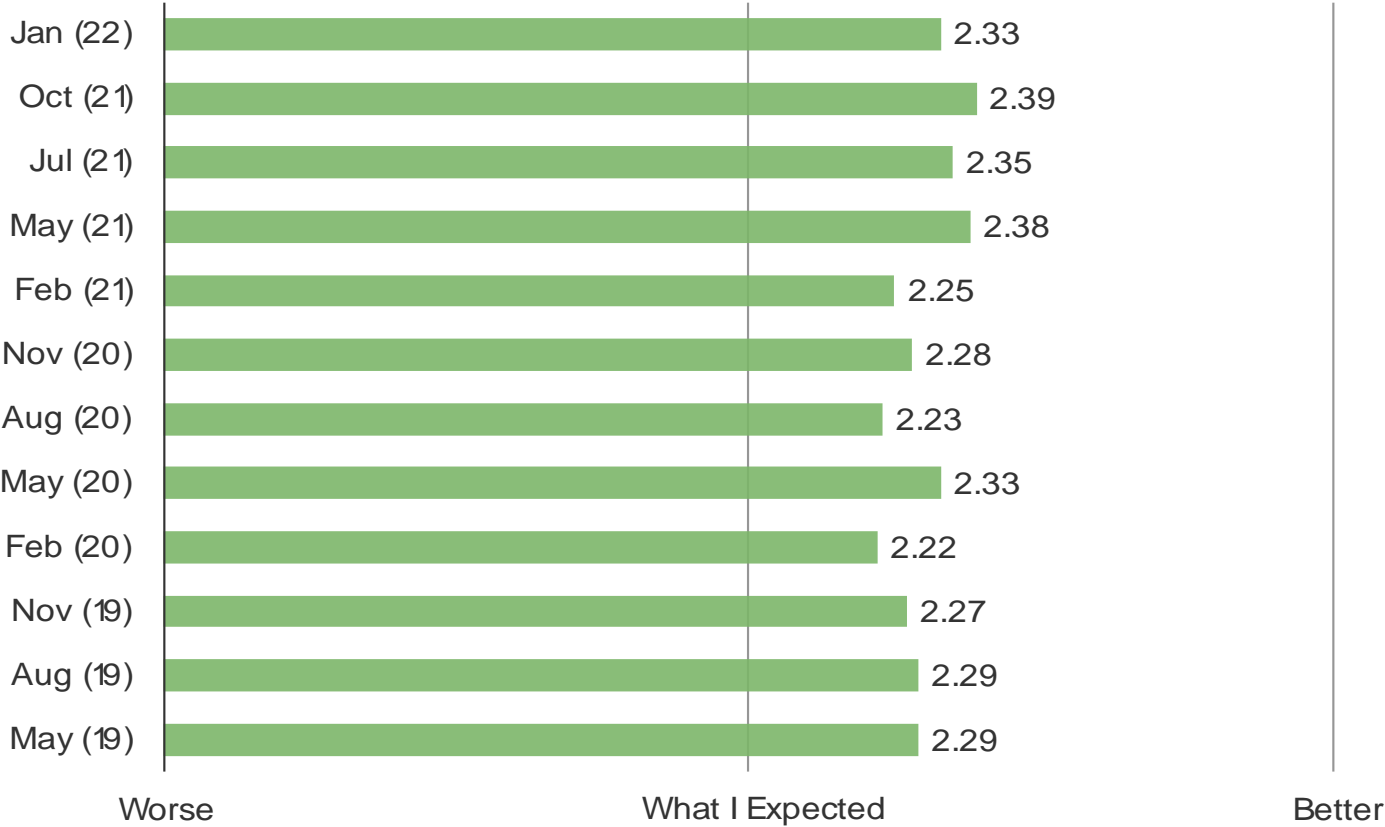
HOW SATISFIED ARE YOU WITH YOUR BED-IN-A-BOX MATTRESS?

Posed to respondents who have ordered a mattress online



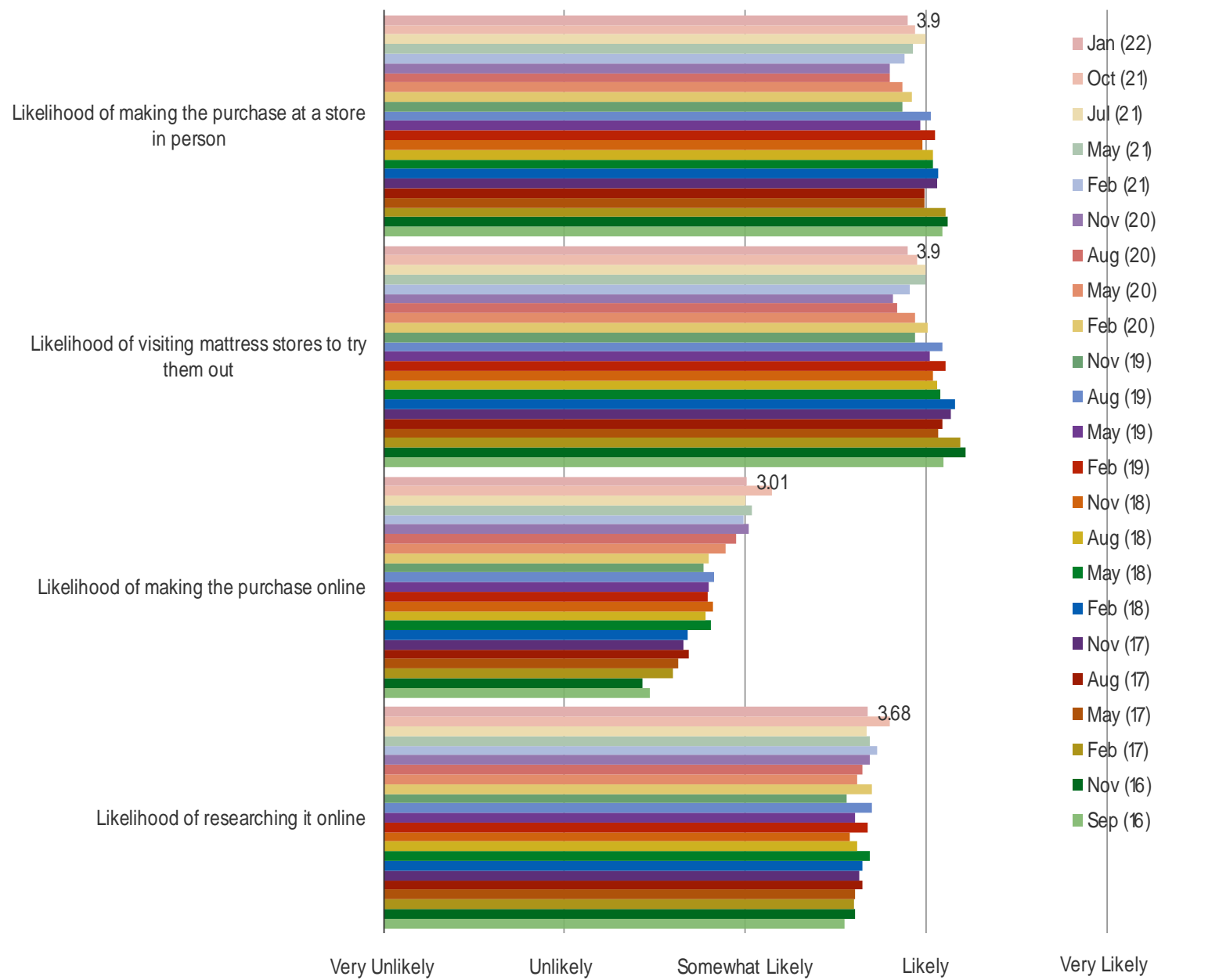
HOW IS THE MATTRESS HOLDING UP OVER TIME COMPARED TO YOUR EXPECTATIONS?

Posed to respondents who have ordered a mattress online



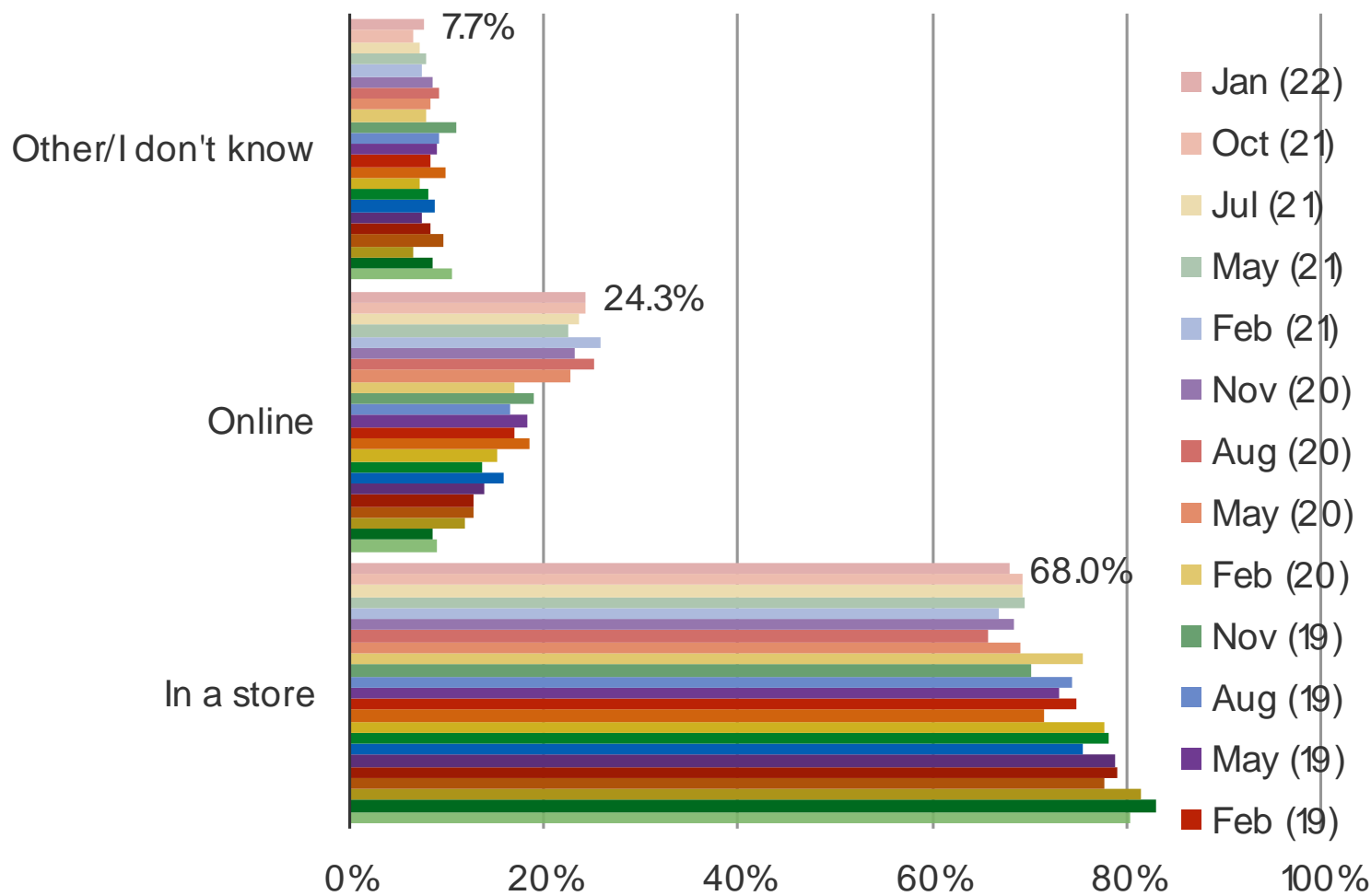
IF YOU NEEDED TO BUY A MATTRESS, HOW LIKELY WOULD YOU BE TO...

Posed to all respondents



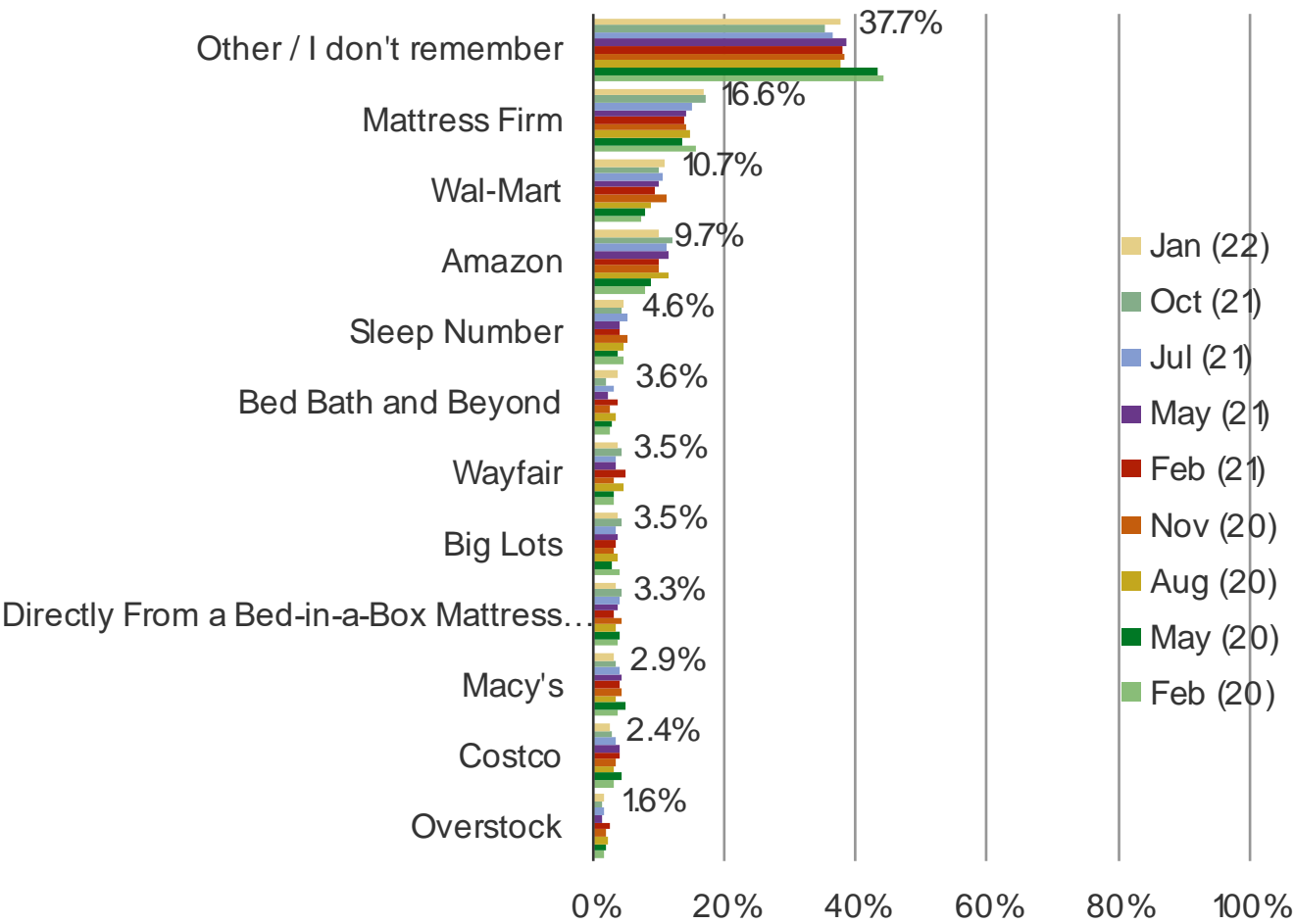
HOW DID YOU PURCHASE THE MOST RECENT MATTRESS THAT YOU BOUGHT?

Posed to all respondents



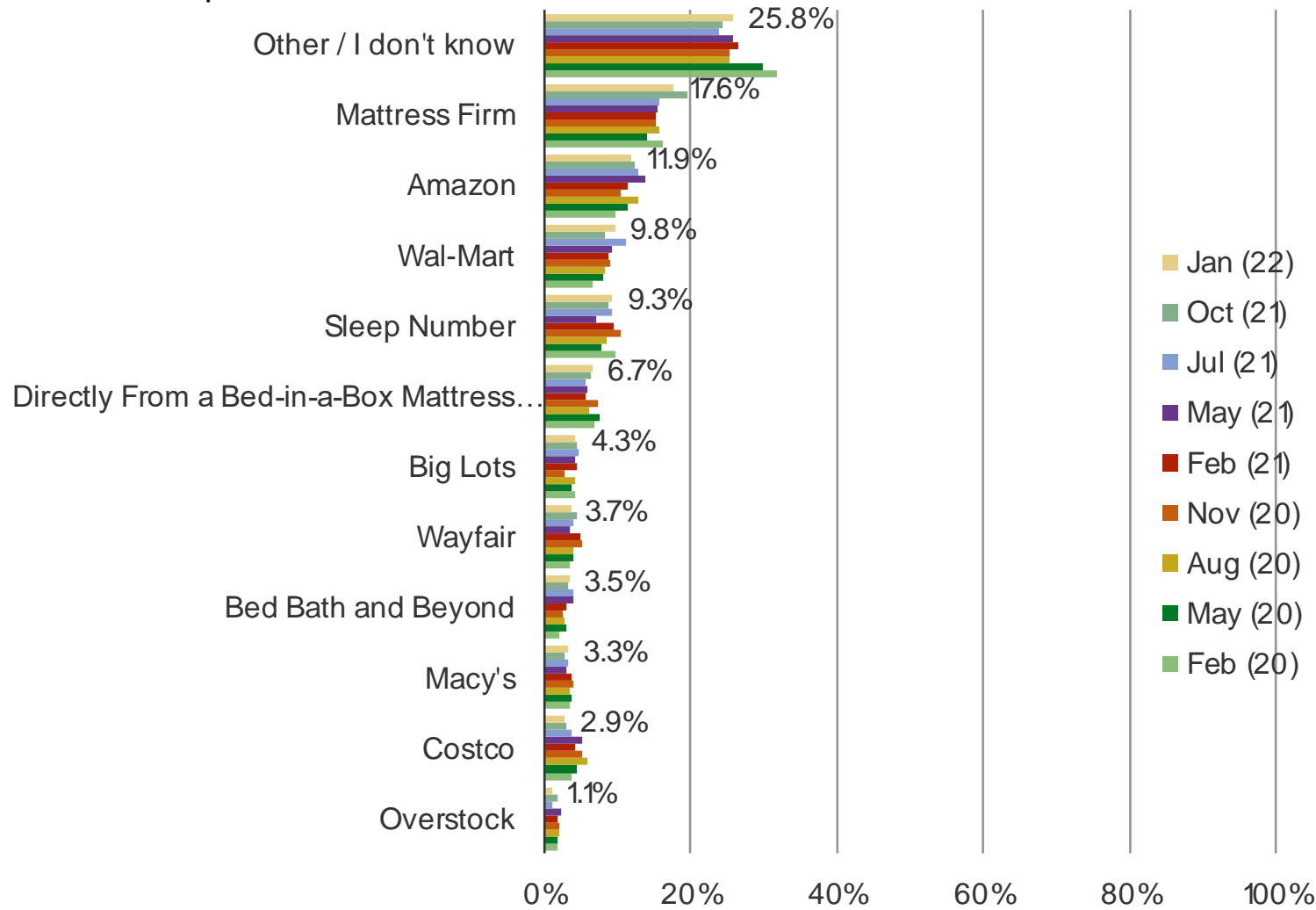
FROM WHICH STORE/WEBSITE DID YOU MAKE YOUR MOST RECENT MATTRESS PURCHASE?

Posed to all respondents



IF YOU HAD TO BUY A MATTRESS TODAY, WHERE WOULD YOU BE MOST LIKELY TO BUY THEM FROM?

Posed to all respondents

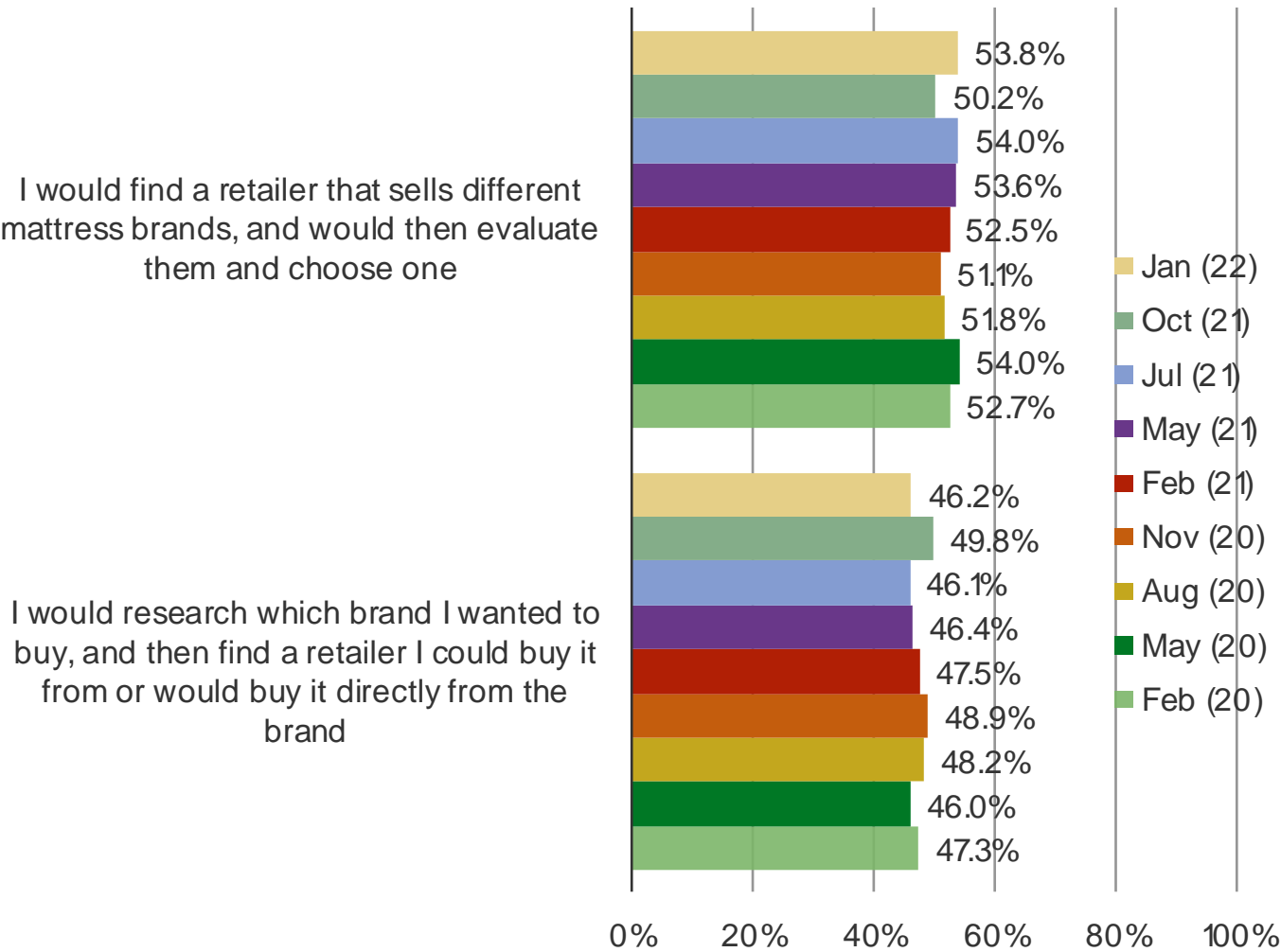


To The Mattresses

Audience: 1,250 US Consumers
Date: January 2022

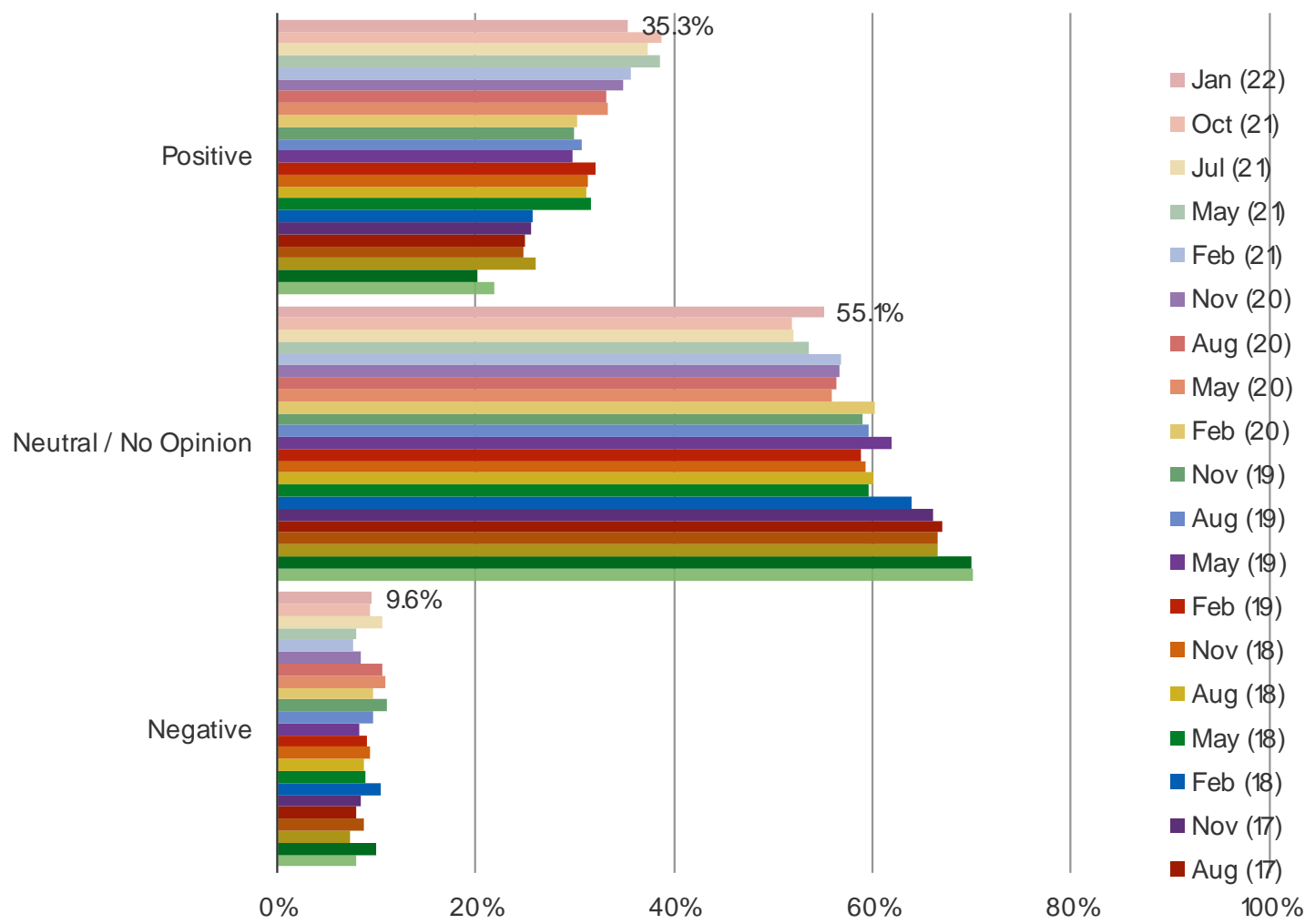
IF YOU NEEDED TO BUY A MATTRESS TODAY, HOW WOULD YOU BEGIN YOUR SEARCH?

Posed to all respondents



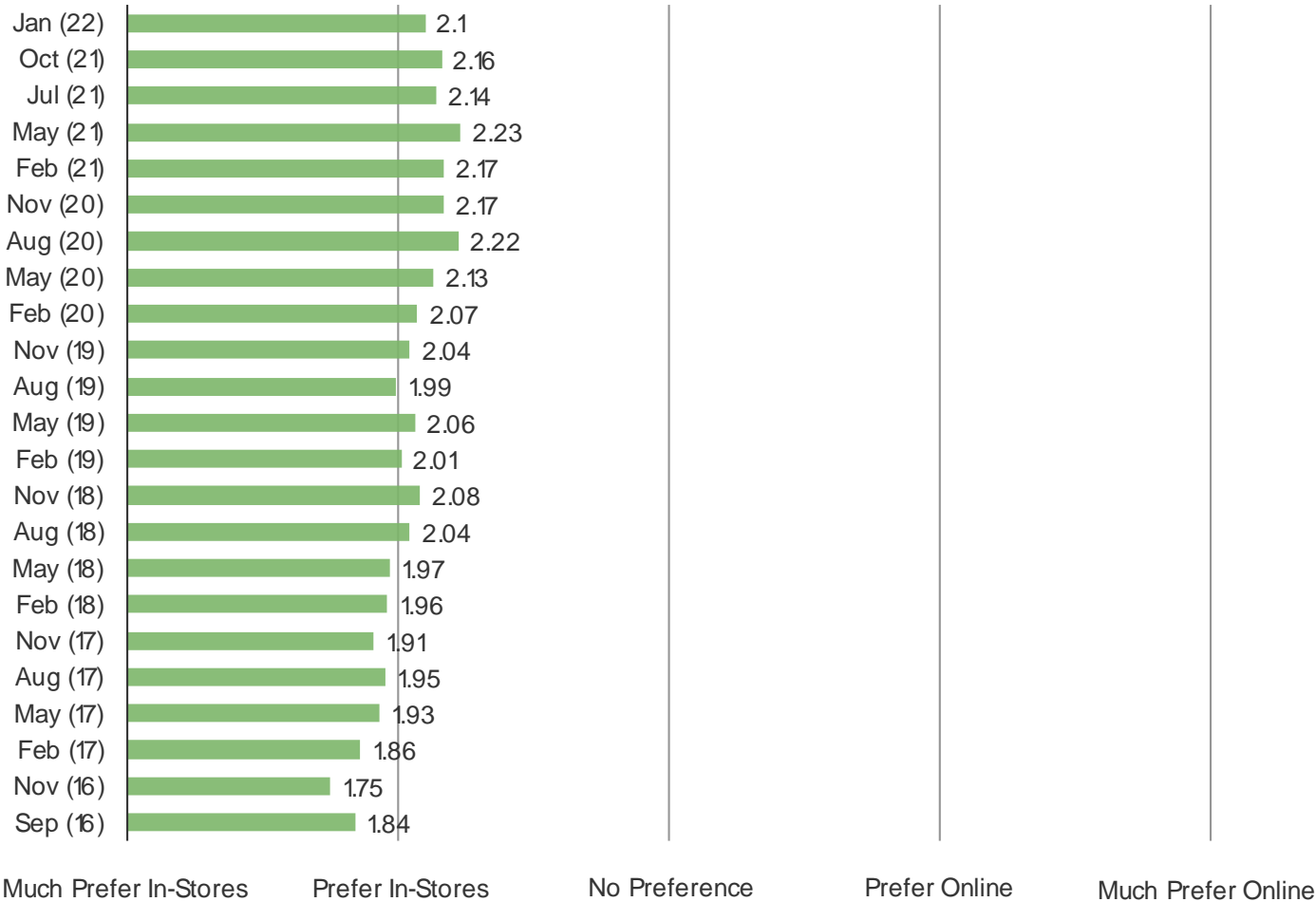
OPINION OF BED IN A BOX MATTRESS PROVIDERS WHO SHIP MATTRESSES TO CUSTOMERS IN A VACUUM SEALED BOX

Posed to all respondents



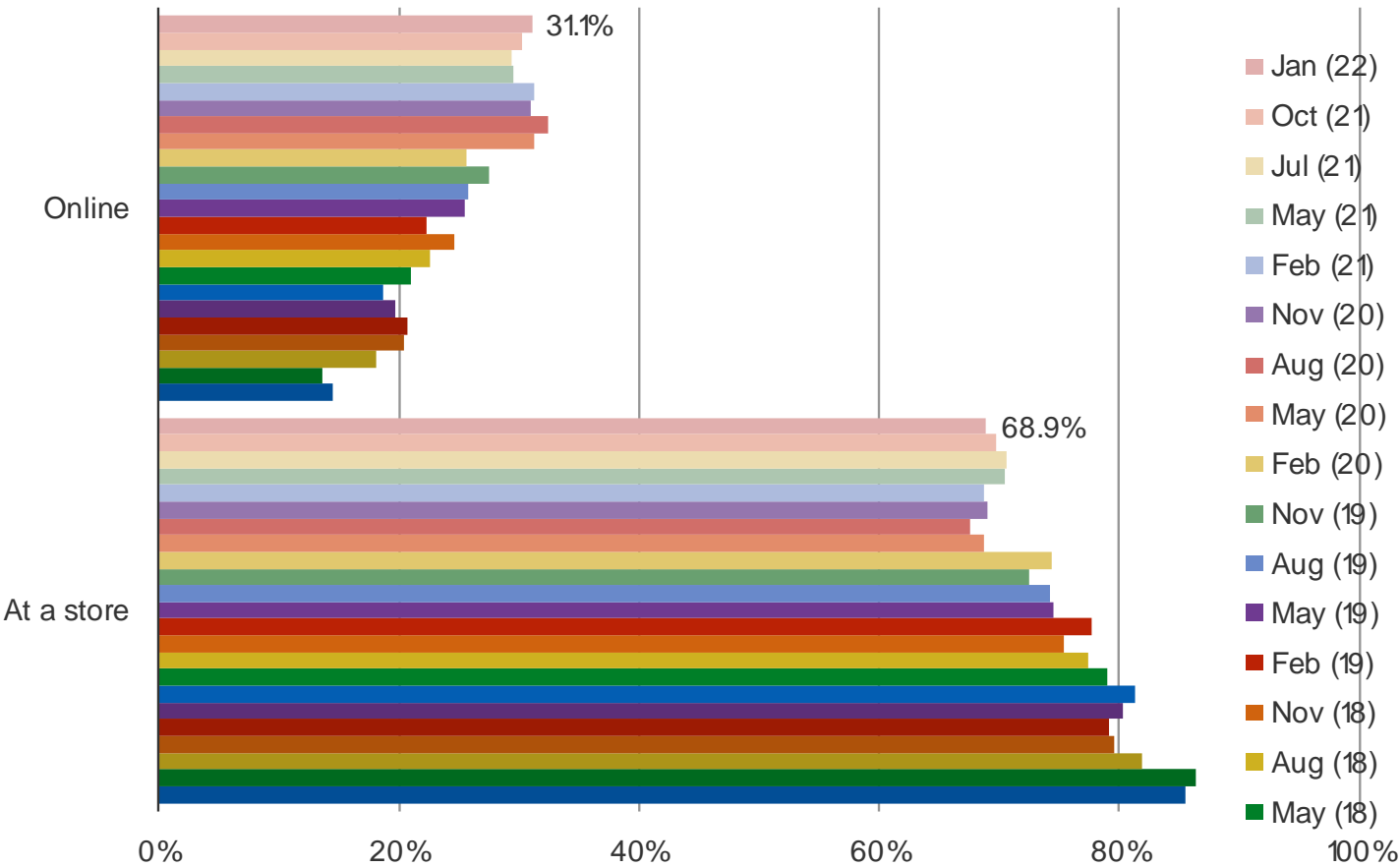
PREFERRED METHOD FOR MATTRESS SHOPPING

Posed to all respondents



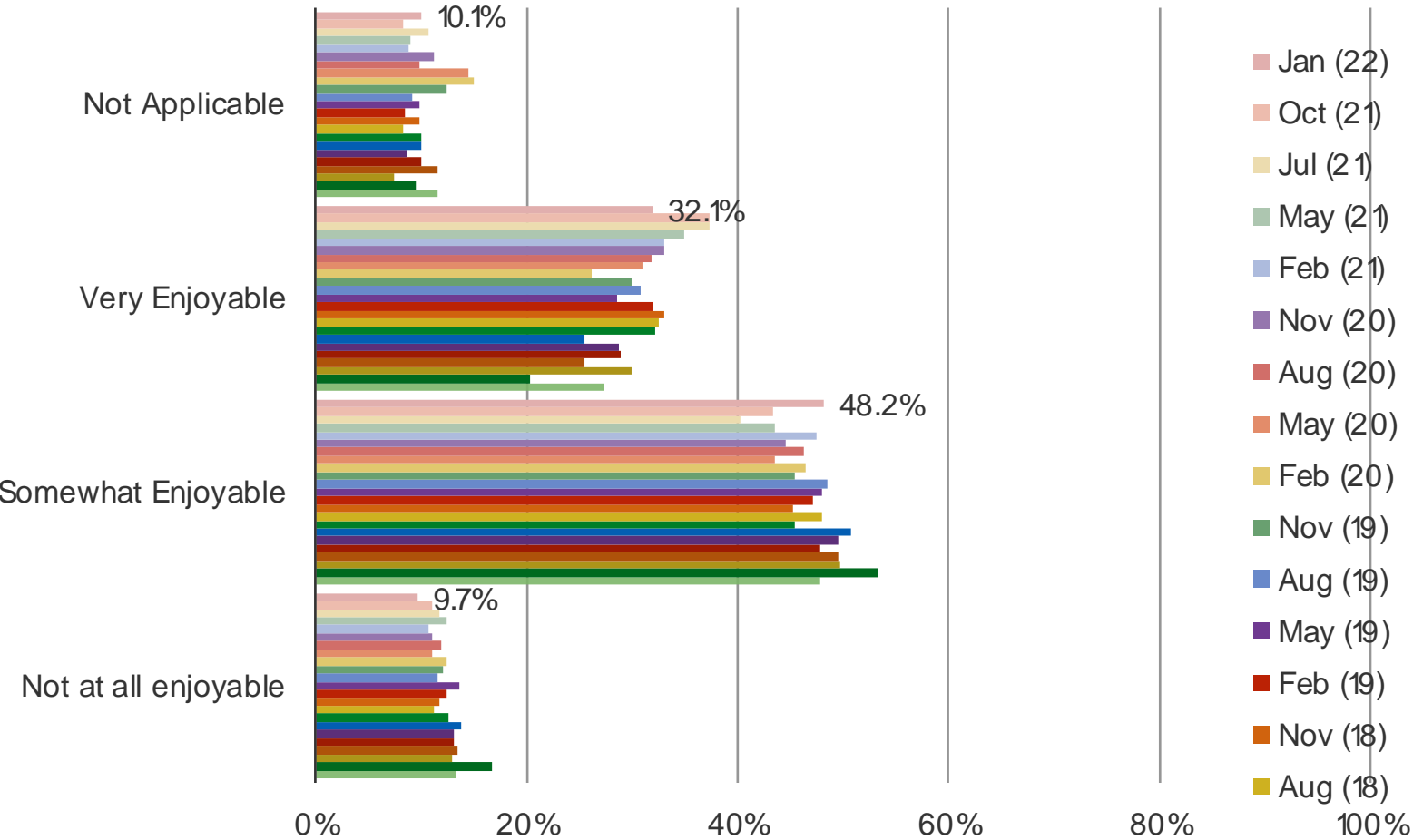
WHEN IT IS TIME TO GET A NEW MATTRESS, DO YOU THINK YOU WILL BUY IT AT A STORE OR ONLINE?

Posed to all respondents



HOW ENJOYABLE DID YOU FIND THE MATTRESS BUYING PROCESS?

Posed to all respondents



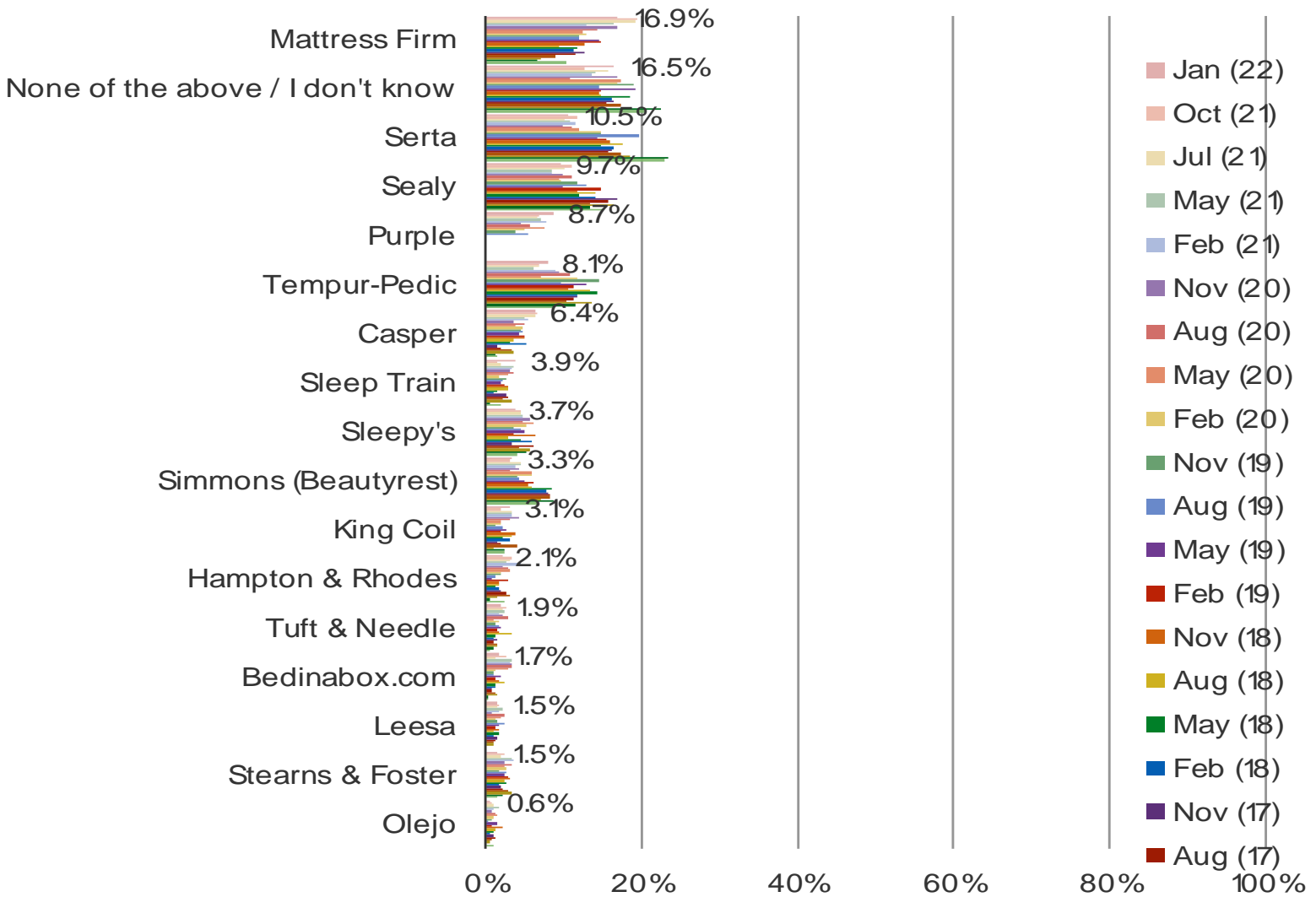
COMPETITIVE DYNAMICS

To The Mattresses

Audience: 1,250 US Consumers
Date: January 2022

WHICH BRAND DID YOU PURCHASE?

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

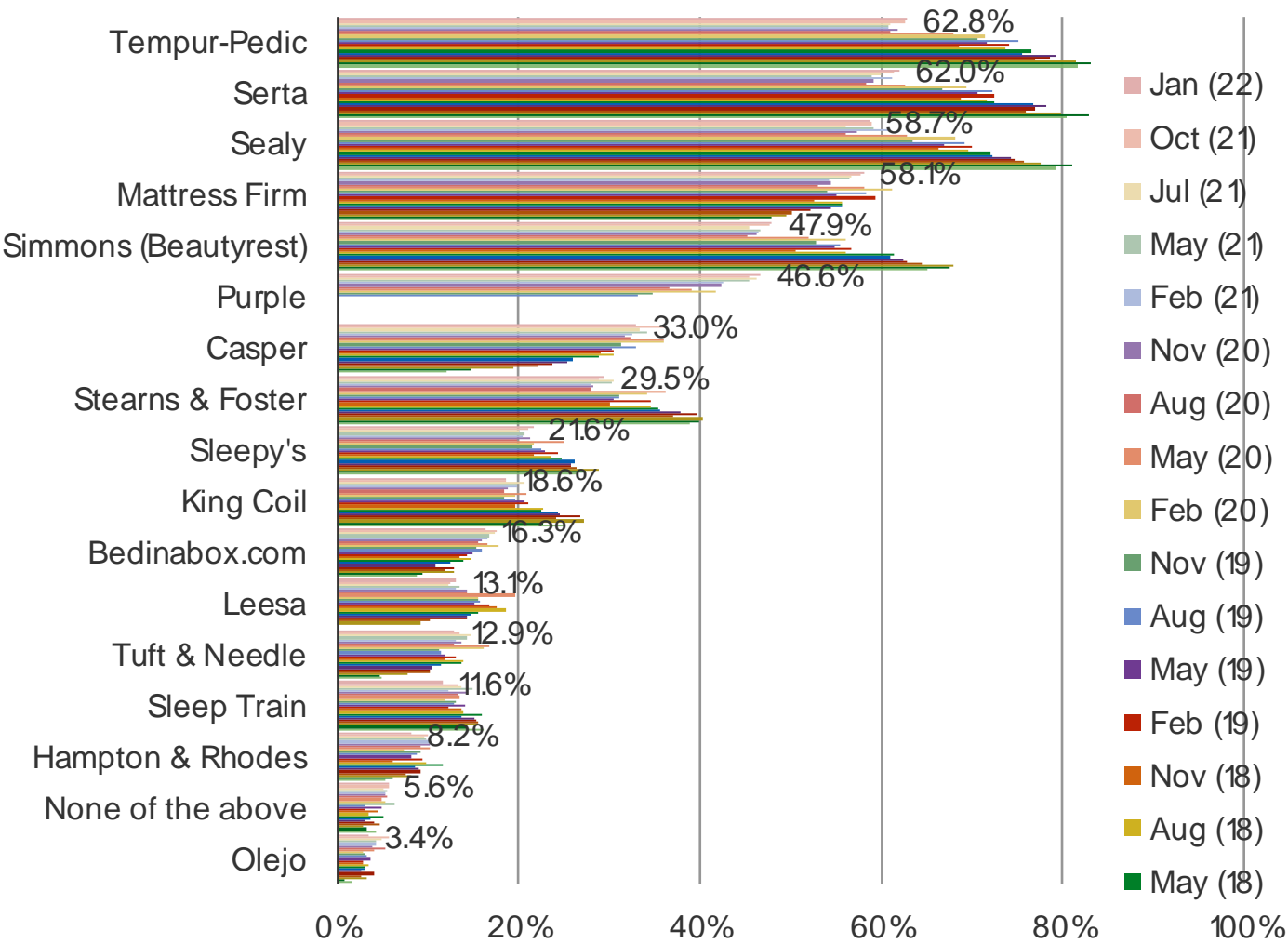


To The Mattresses

Audience: 1,250 US Consumers
Date: January 2022

AWARENESS

Posed to all respondents

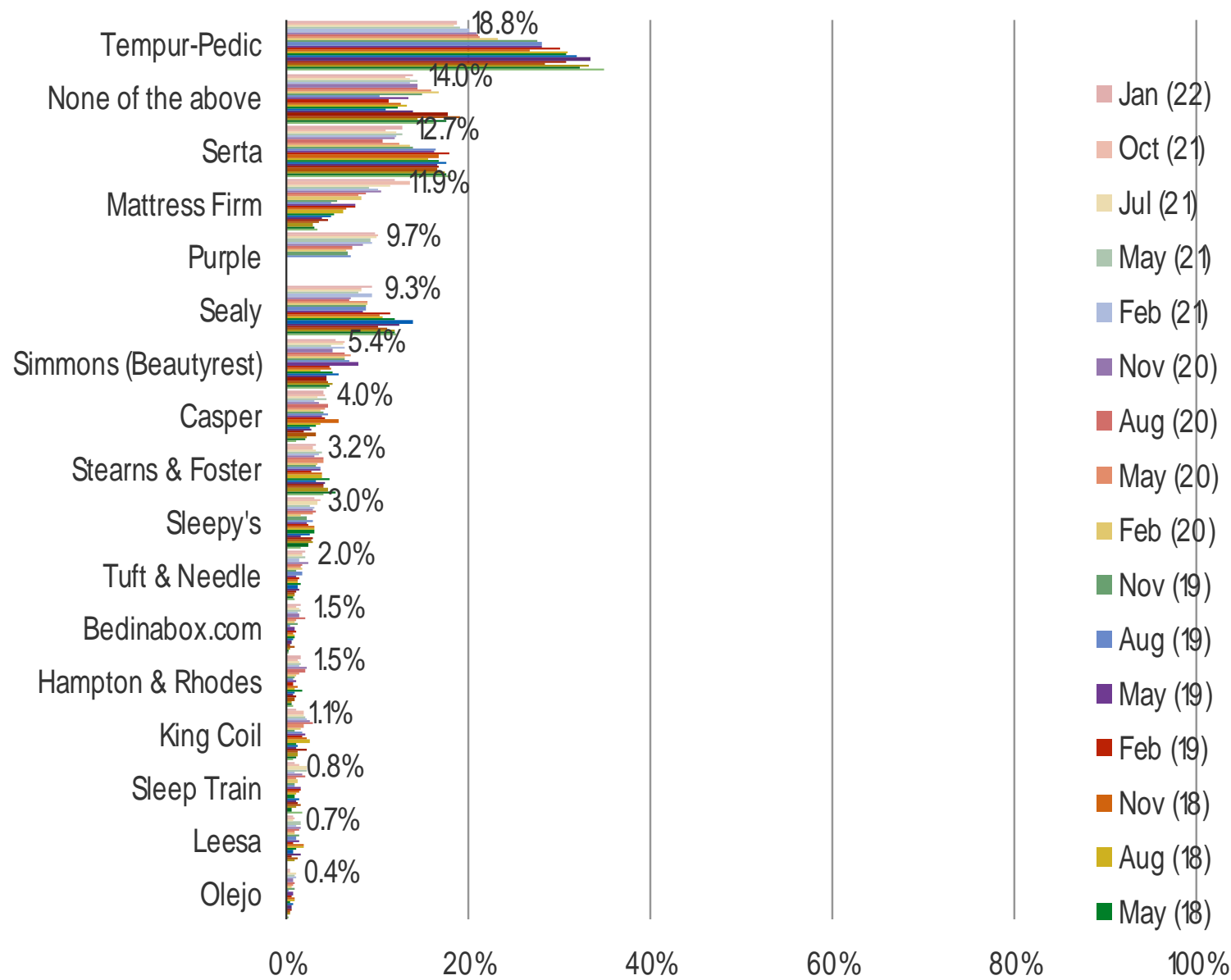


To The Mattresses

Audience: 1,250 US Consumers
Date: January 2022

WHICH OF THE FOLLOWING MATTRESSES DO YOU THINK IS BEST?

Posed to all respondents

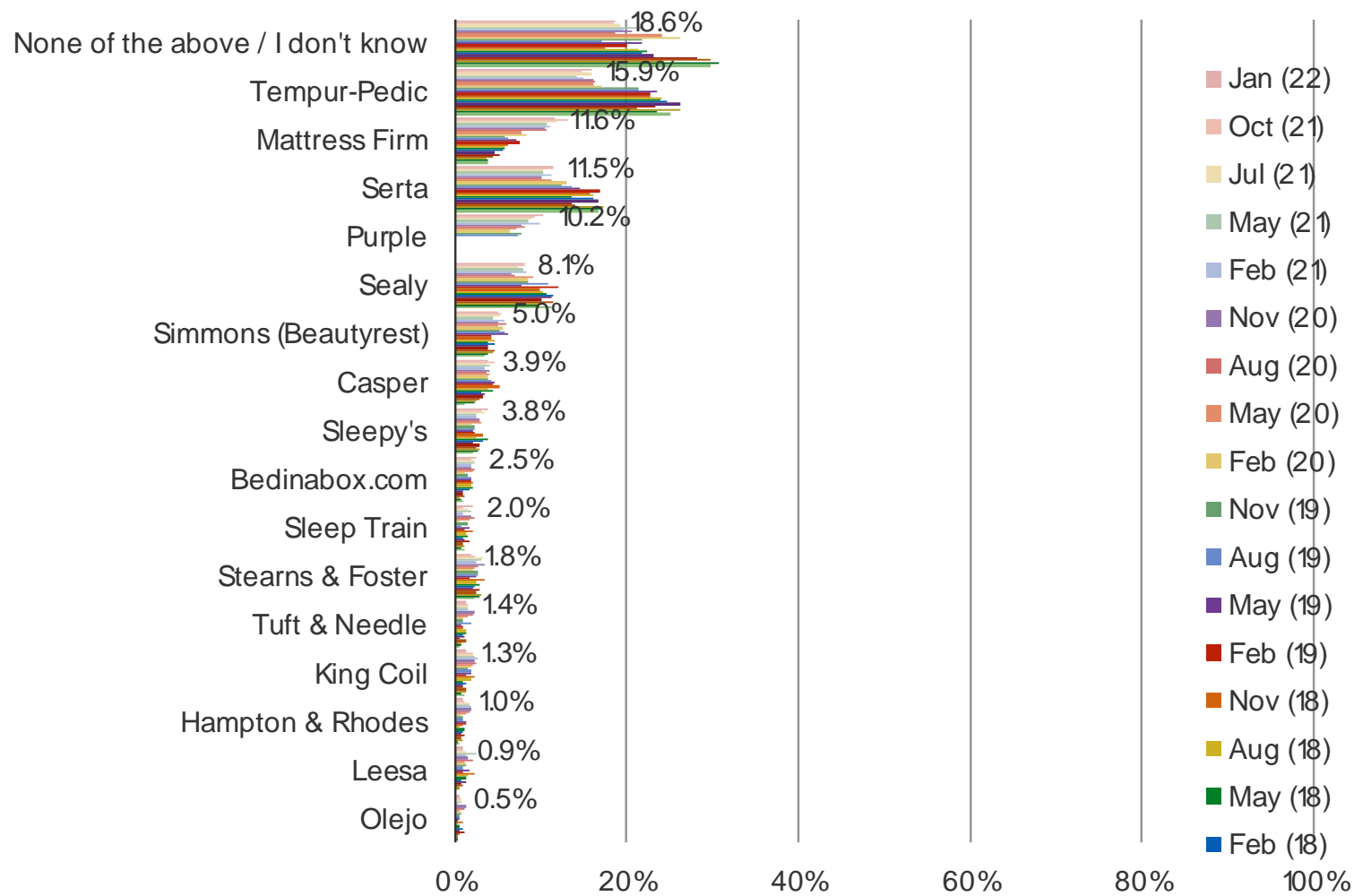


To The Mattresses

Audience: 1,250 US Consumers
Date: January 2022

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

Posed to all respondents



FROM PREVIOUS PAGE, WHY DID YOU SELECT THAT BRAND?

Posed to all respondents

