

Bespoke Survey Research

August 2023

Mattresses and Furniture

Volume 29 | Quarterly Survey

1,000 US Consumers Balanced To Census

Tickers Covered: ARHS, AMZN, PRPL.

KPIs and Key questions

1. The share of consumers who moved recently and the share of consumers who expect to move in the near future has softened sequentially.
2. Renovations and remodeling activity increased considerably during the pandemic. Over the past two quarters the share of consumers engaged in renovation and remodeling pulled back closer to pre-covid levels.
3. The share of consumers who self-report having bought furniture in the past three months pulled back from levels we were observing during the pandemic.
4. Consumer demand for luxury furniture is a bit softer sequentially, with respondents mostly blaming inflation or the cost as reasons for their interest being weaker than normal.
5. Similar to the activity we observed in furniture, mattress category engagement has pulled back some from Covid highs.
6. While online shopping has made gains over the history of our mattress and furniture surveys, the share who prefer in-store ticked up q/q.

Noteworthy Stats:

22.0% Of respondents note that they have renovated their home in the past 6 months.

21.2% Of respondents said they purchased furniture for their home within the past year.

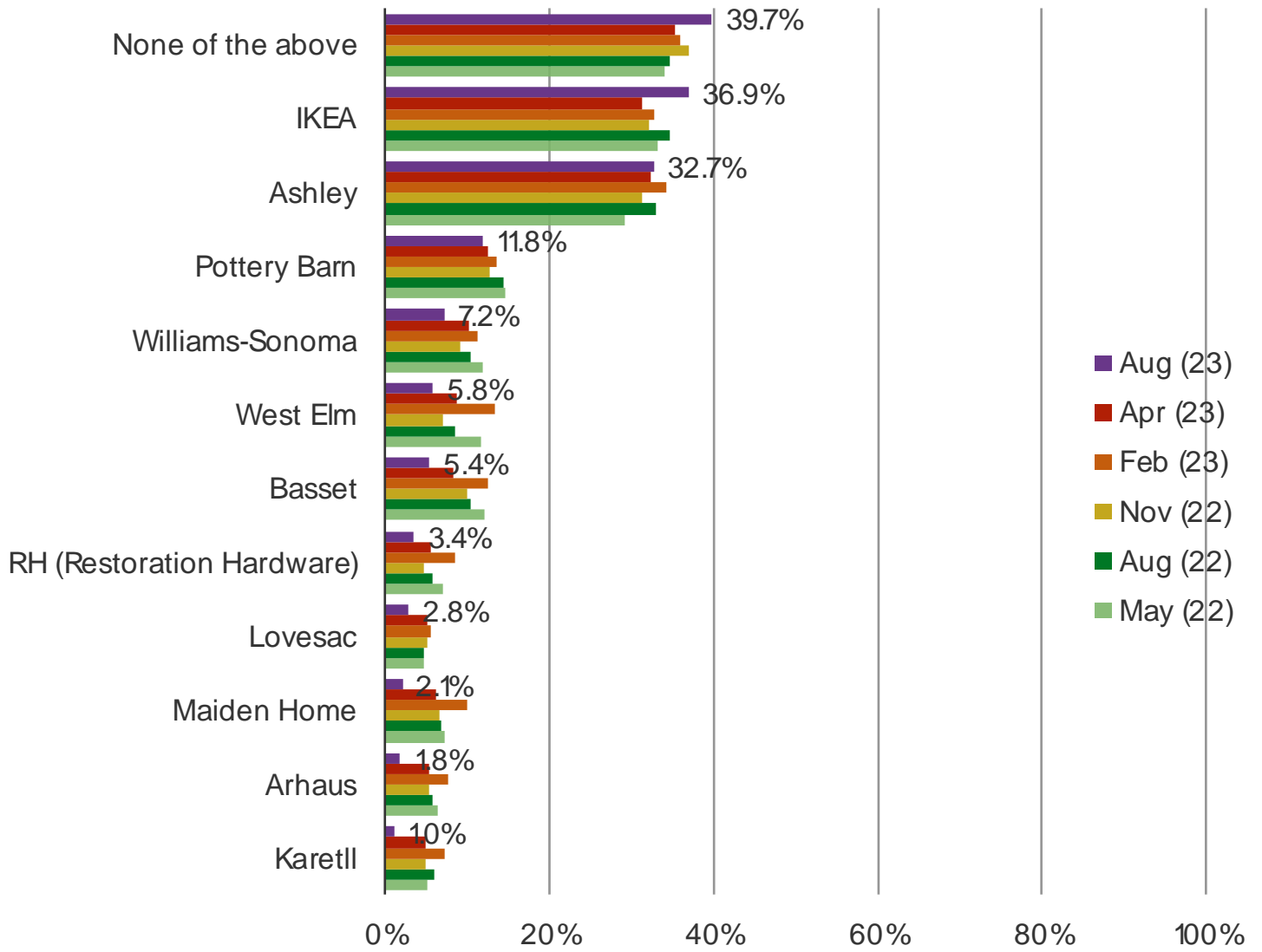
25.1% Of respondents said they expect to buy furniture for their home in the next year.

LUXURY FURNITURE DEMAND AND FURNITURE BRANDS

Mattresses and Furniture

DO YOU OWN FURNITURE OR FURNISHINGS FROM ANY OF THE FOLLOWING BRANDS? (SELECT ALL THAT APPLY)

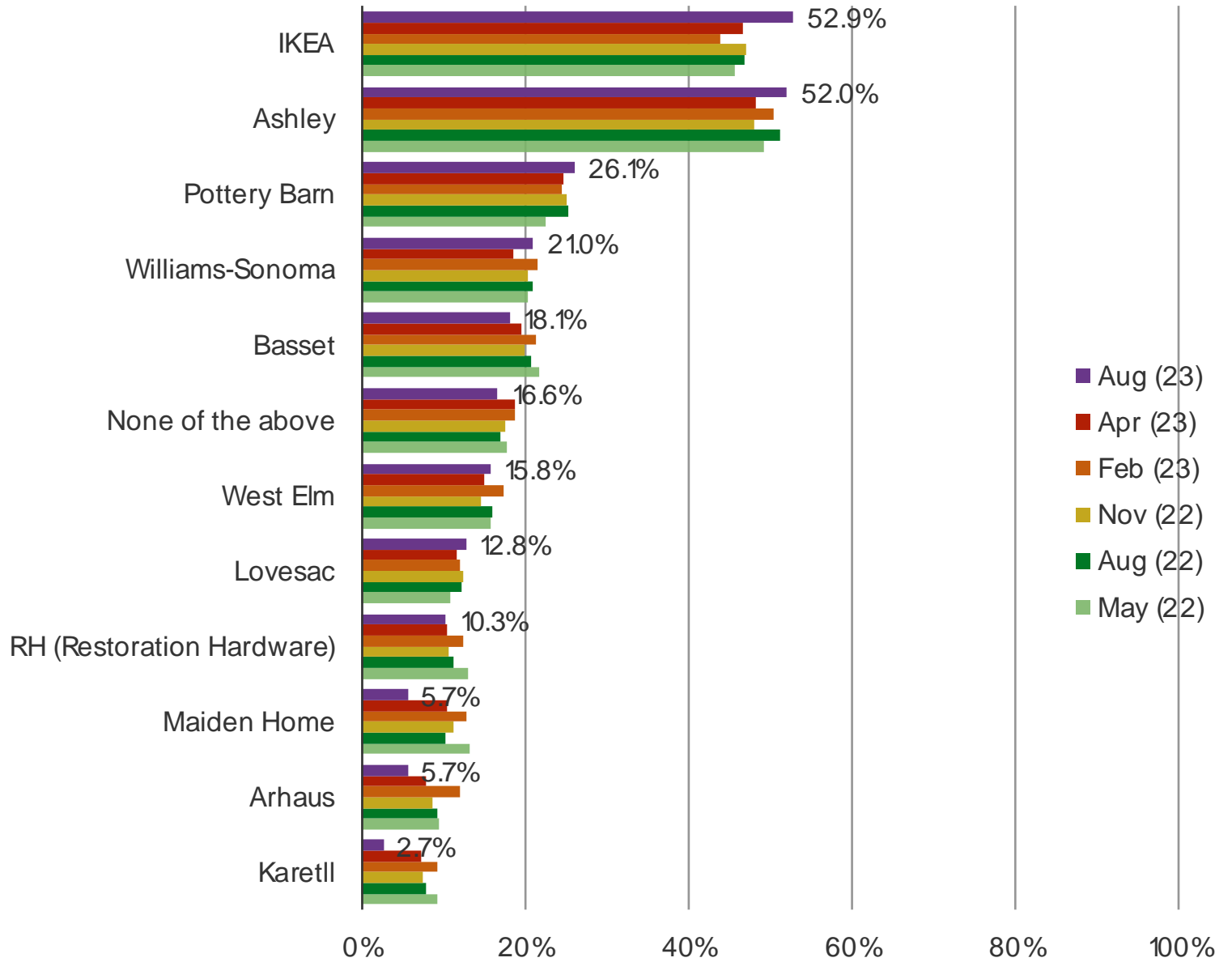
Posed to all respondents.



Mattresses and Furniture

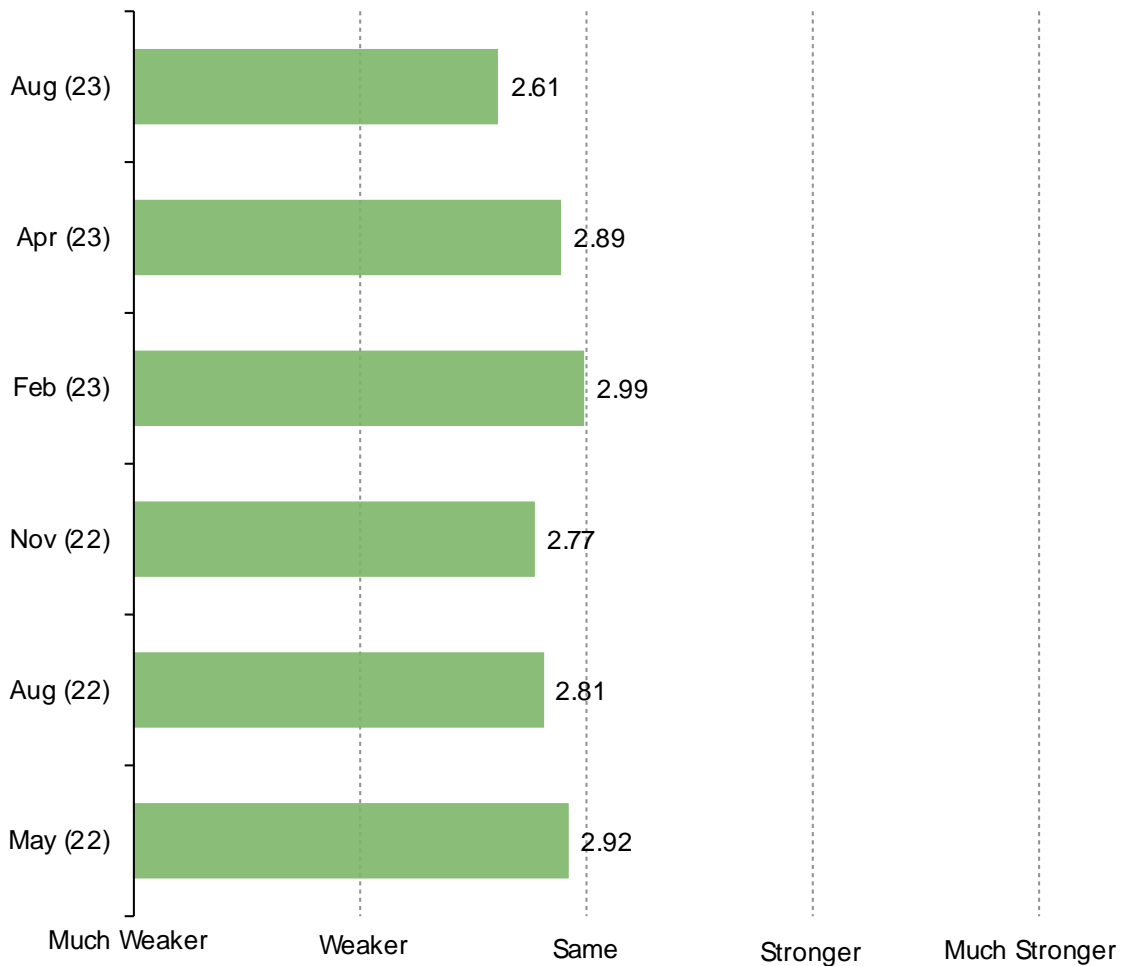
IF YOU WERE SHOPPING FOR FURNITURE TODAY, WOULD YOU INCLUDE ANY OF THE FOLLOWING IN YOUR SHOPPING PROCESS? (SELECT ALL THAT APPLY)

Posed to all respondents.



WOULD YOU SAY YOUR INTEREST IN BUYING LUXURY FURNITURE THIS YEAR IS STRONGER/WEAKER THAN WHAT IT TYPICALLY WOULD BE?

Posed to all respondents



WHY IS YOUR INTEREST IN BUYING LUXURY FURNITURE THIS YEAR WEAKER THAN NORMAL?

Posed to respondents who said their interest in luxury furniture is weaker than normal.

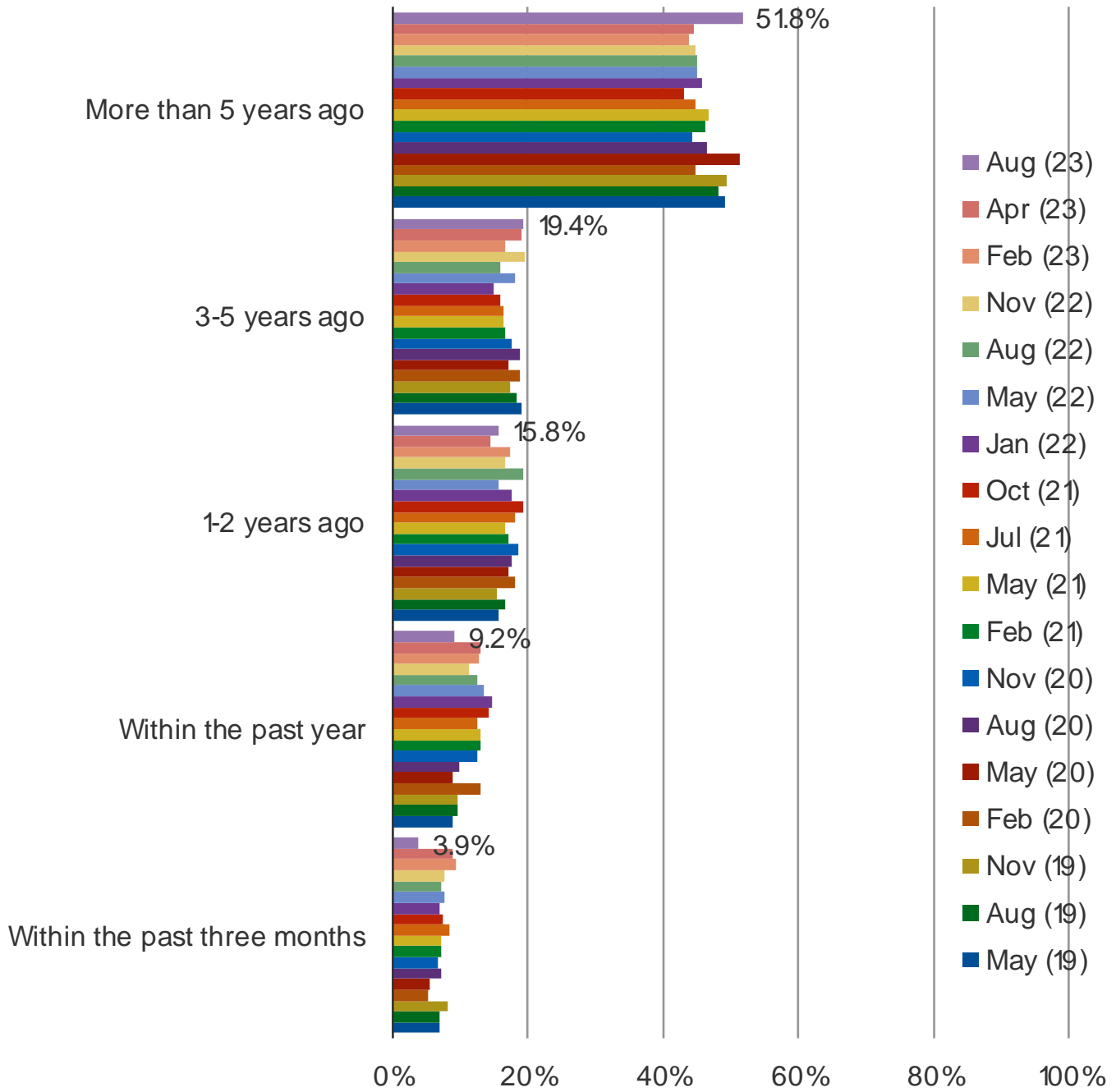
AUGUST 2023



FURNITURE PURCHASING TRENDS

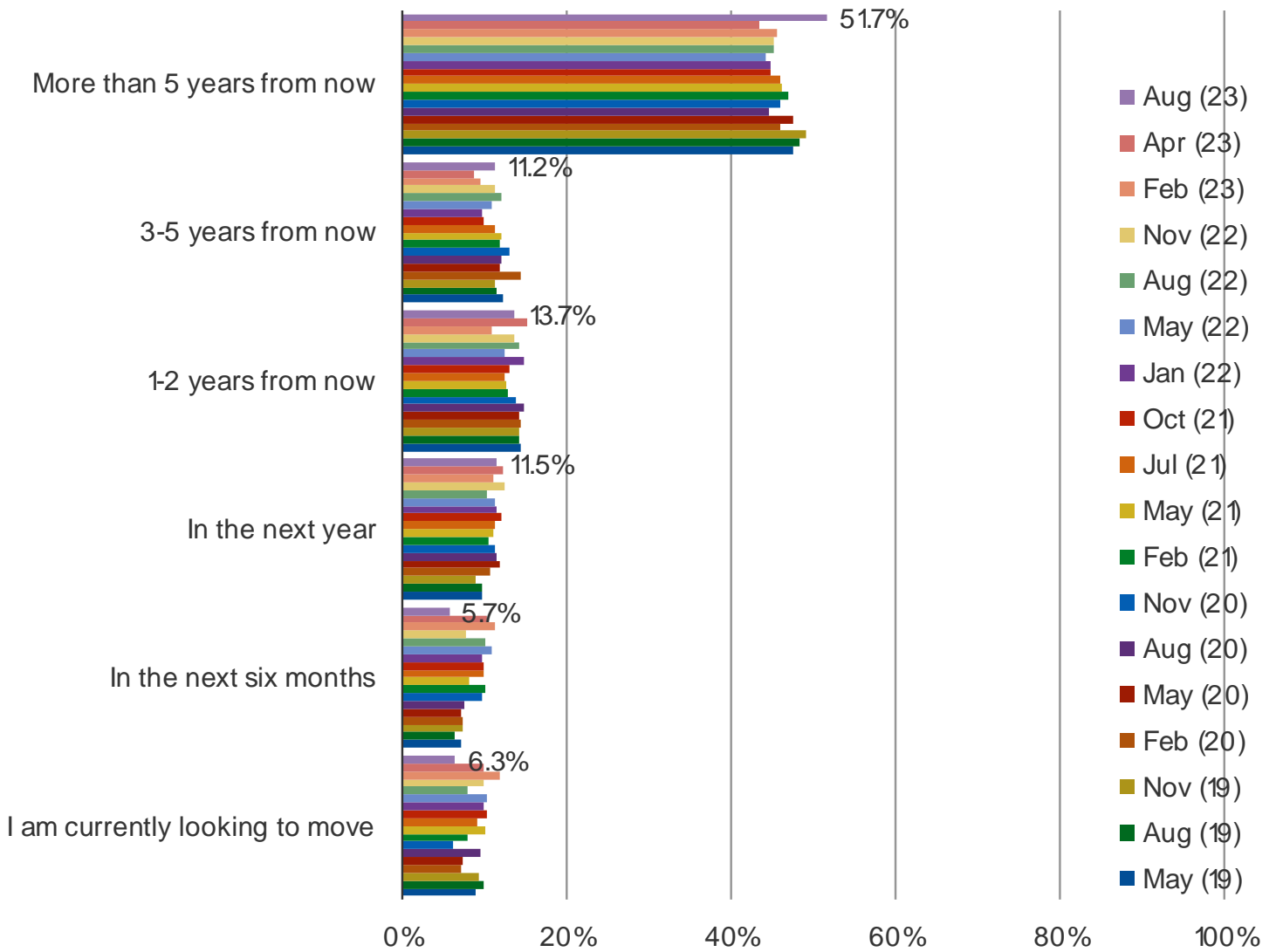
WHEN IS THE LAST TIME YOU MOVED?

Posed to all respondents



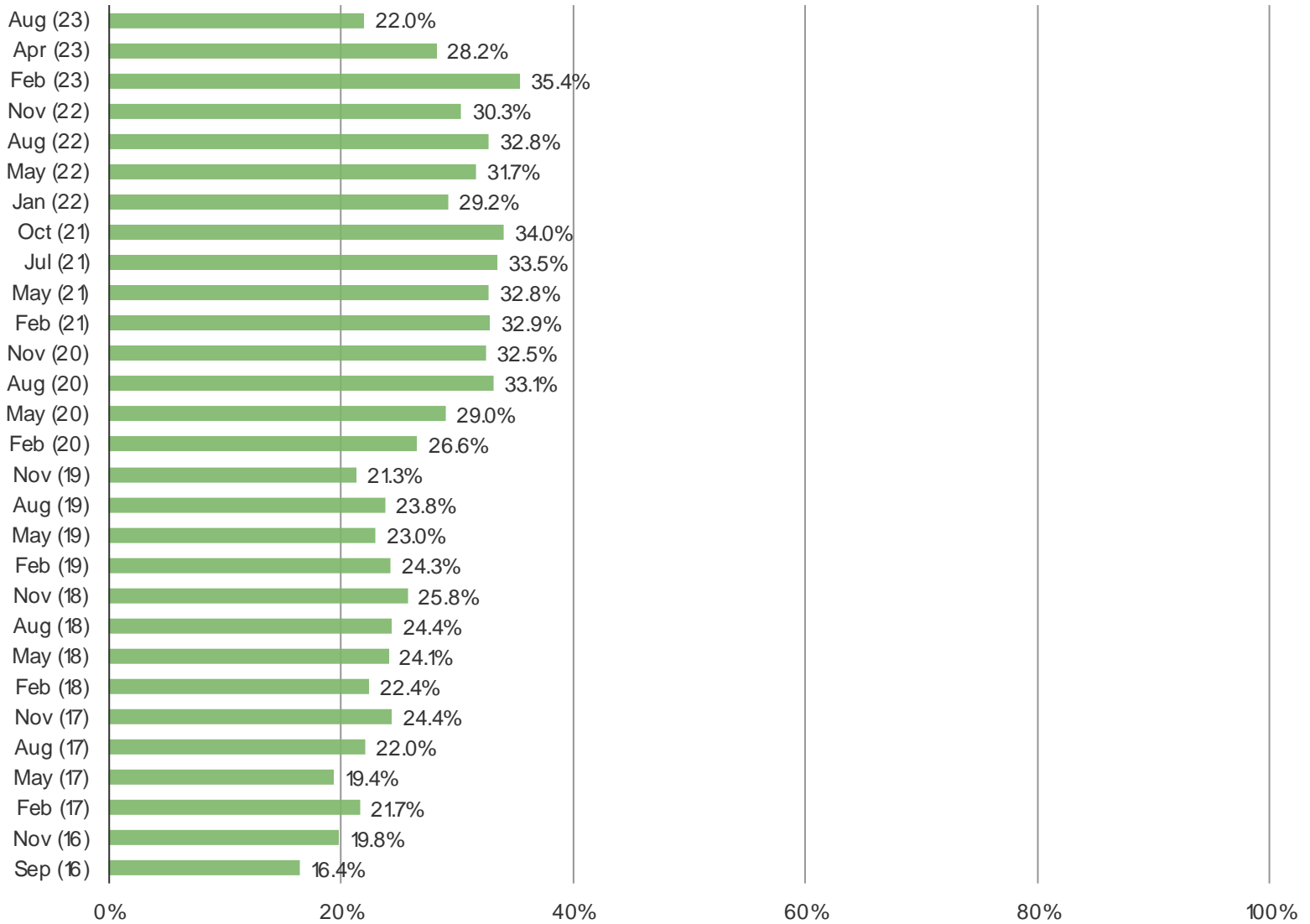
WHEN DO YOU EXPECT TO MOVE AGAIN?

Posed to all respondents



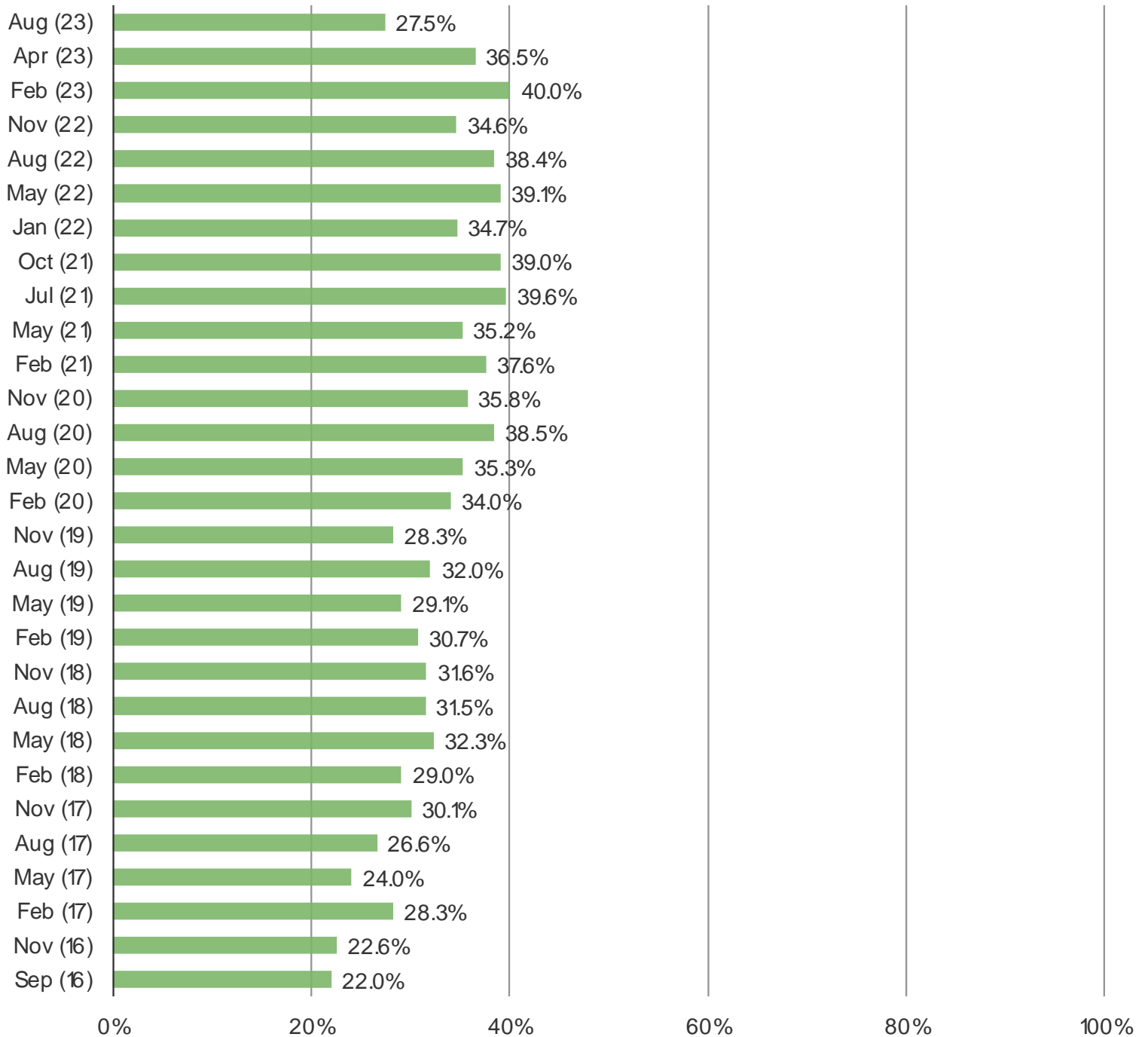
HAVE YOU RENOVATED OR REMODELED YOUR HOME IN THE PAST SIX MONTHS?

Posed to all respondents



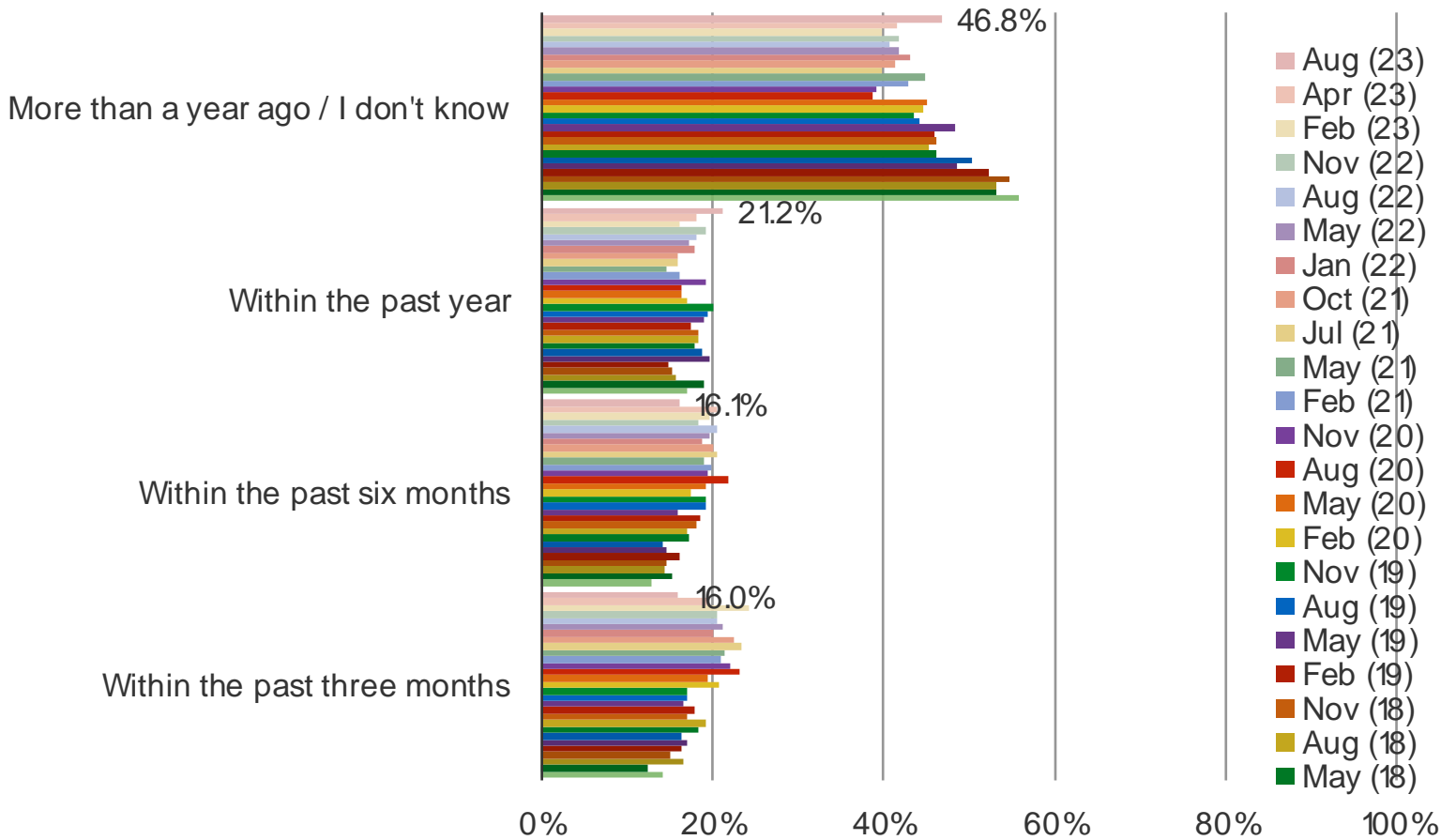
DO YOU PLAN TO RENOVATE OR REMODEL YOUR HOME IN THE NEXT FEW MONTHS?

Posed to all respondents



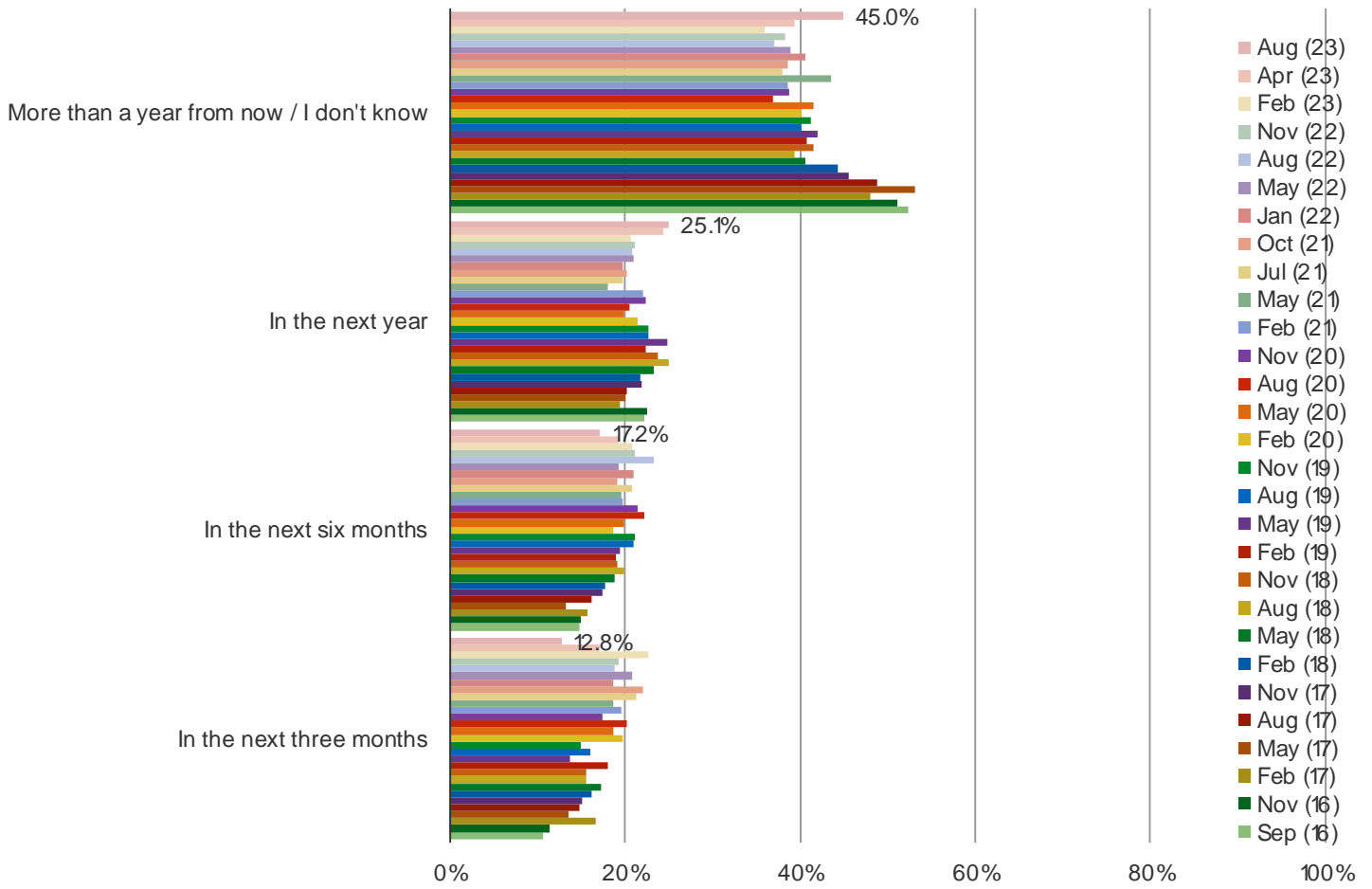
WHEN IS THE LAST TIME YOU PURCHASED FURNITURE FOR YOUR HOME?

Posed to all respondents



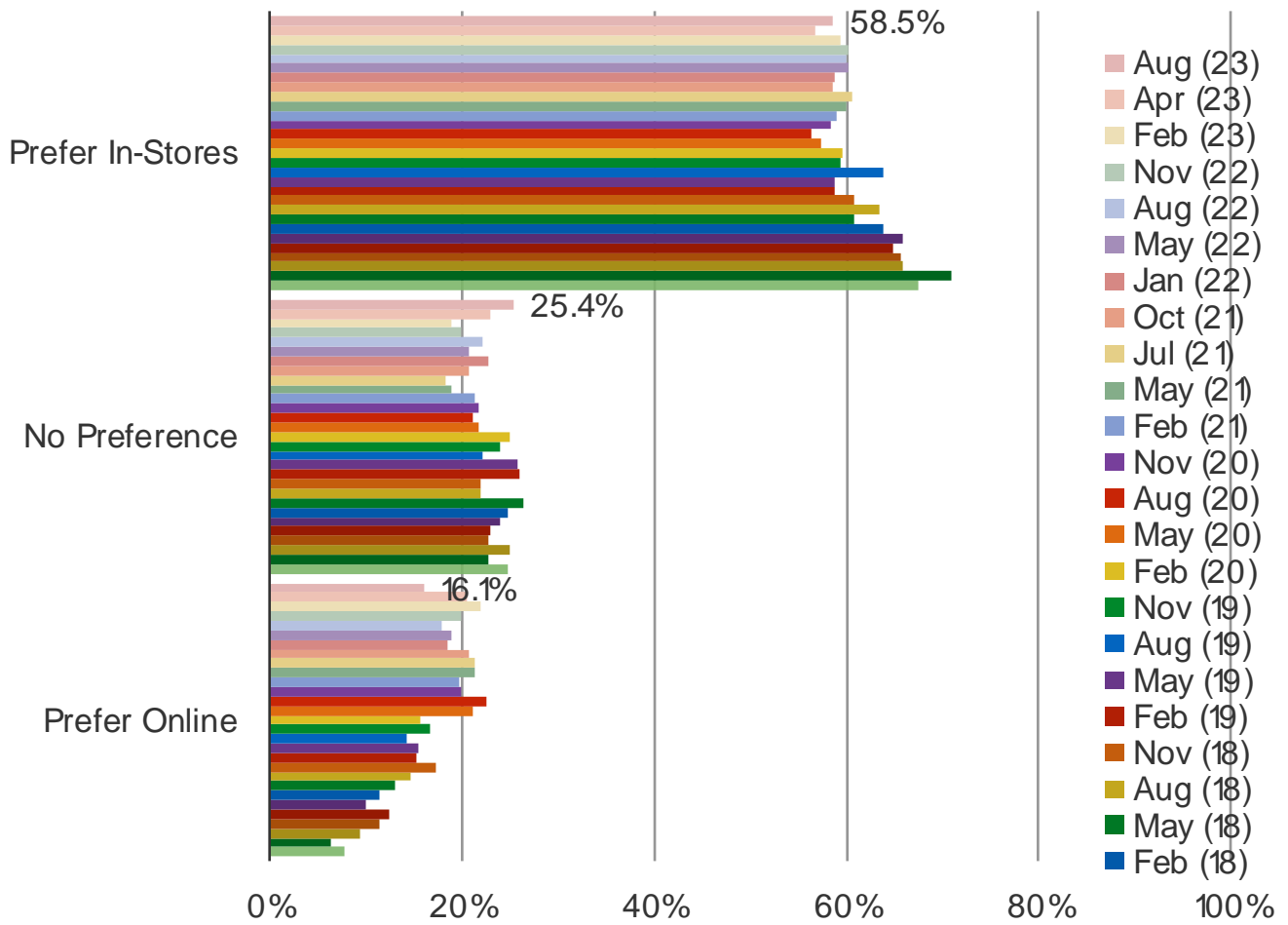
WHEN DO YOU EXPECT TO BUY FURNITURE FOR YOUR HOME NEXT?

Posed to all respondents



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

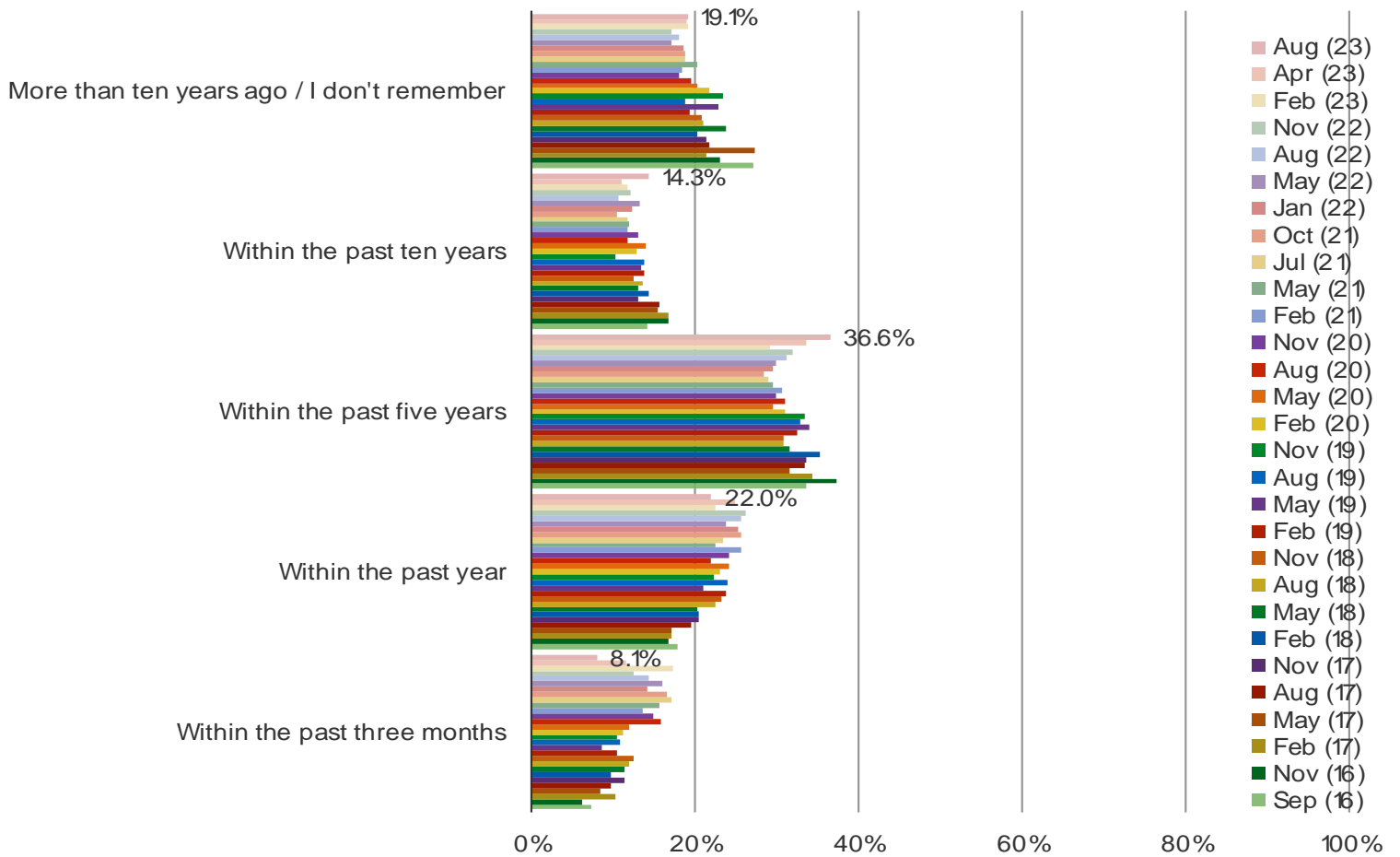
Posed to all respondents



MATTRESSES PURCHASE ACTIVITY

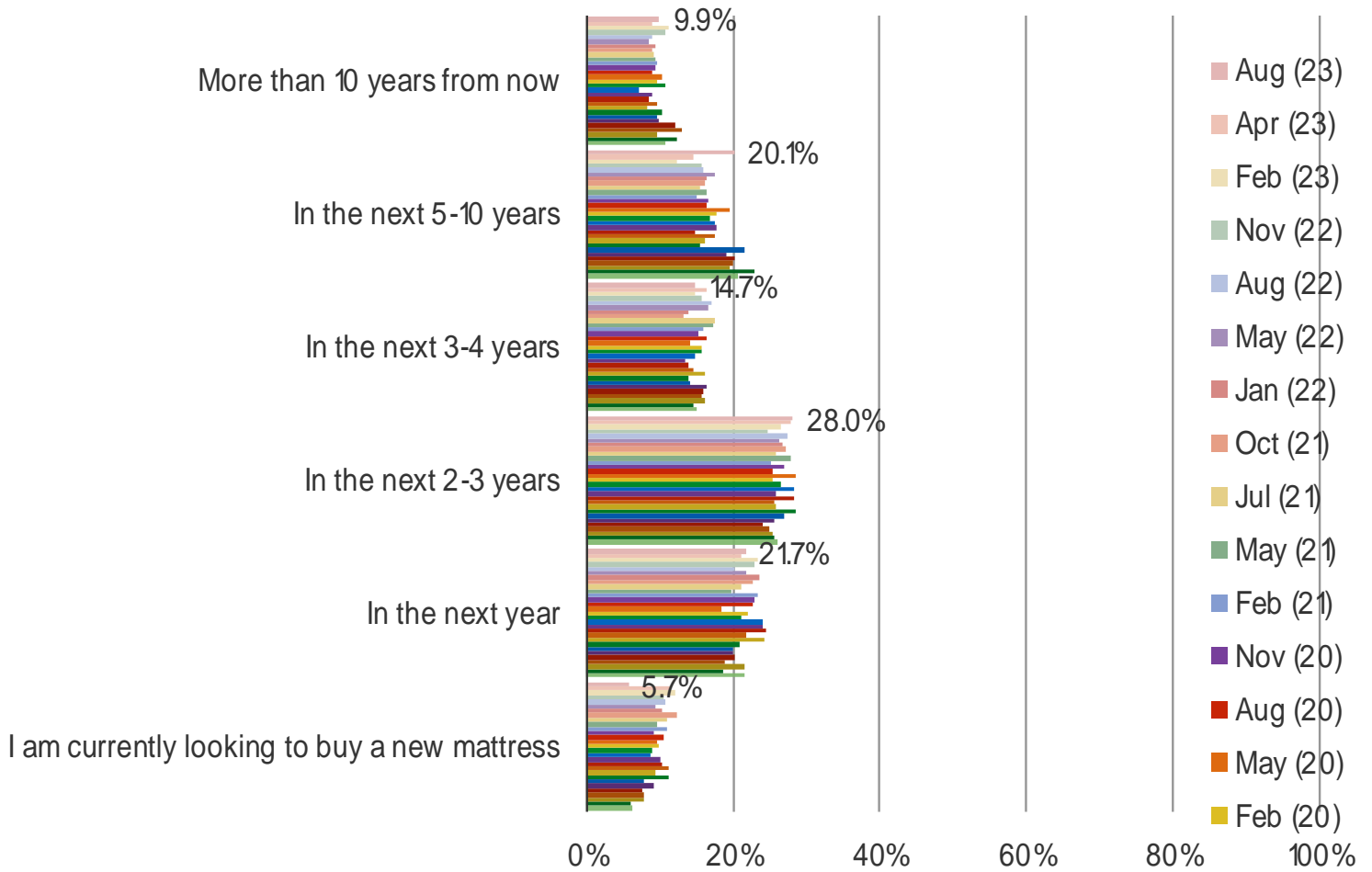
LAST TIME PURCHASED A MATTRESS

Posed to all respondents



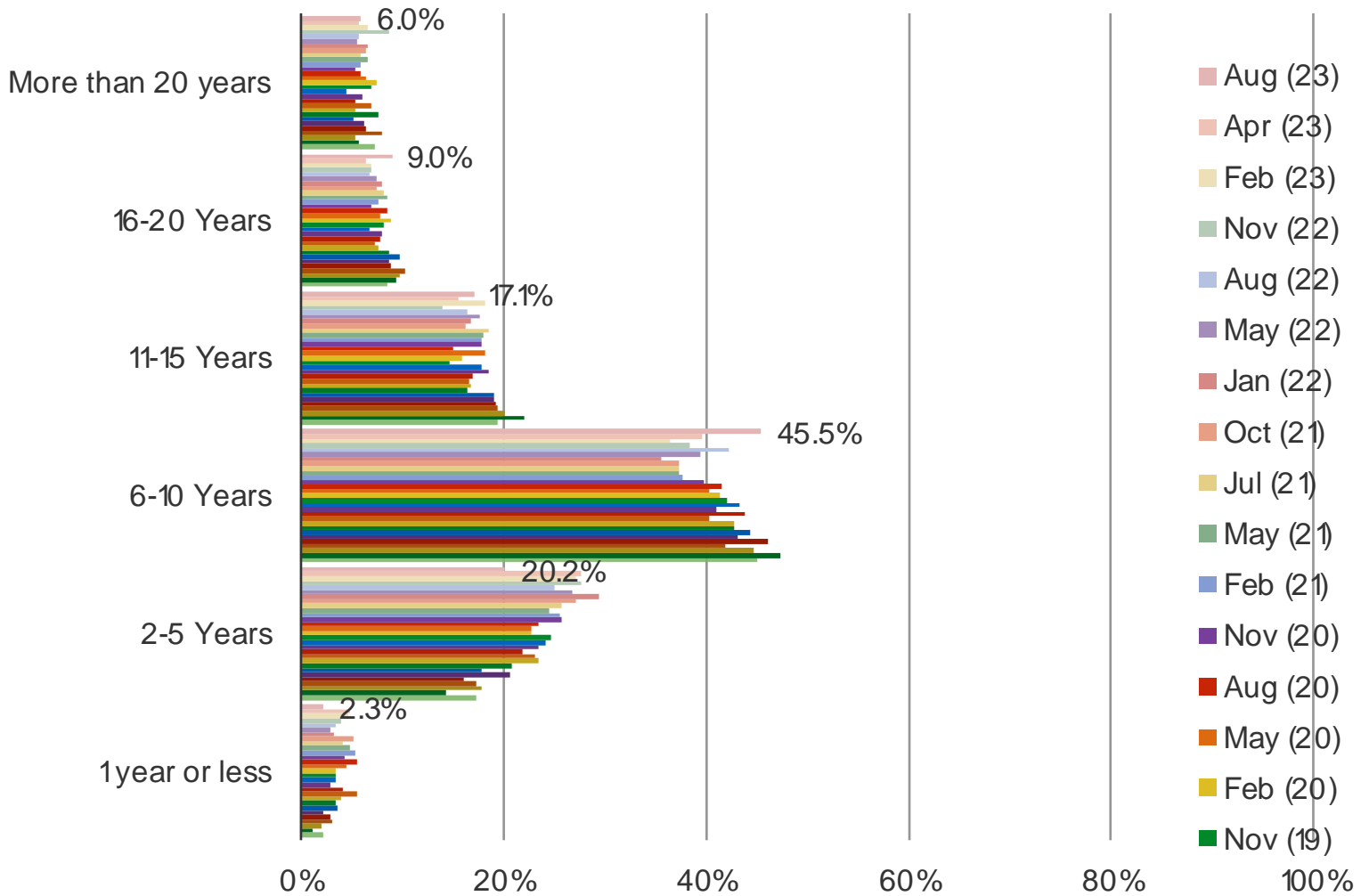
WHEN DO YOU EXPECT TO GET A NEW MATTRESS?

Posed to all respondents



HOW LONG DO YOU BELIEVE MATTRESSES SHOULD LAST?

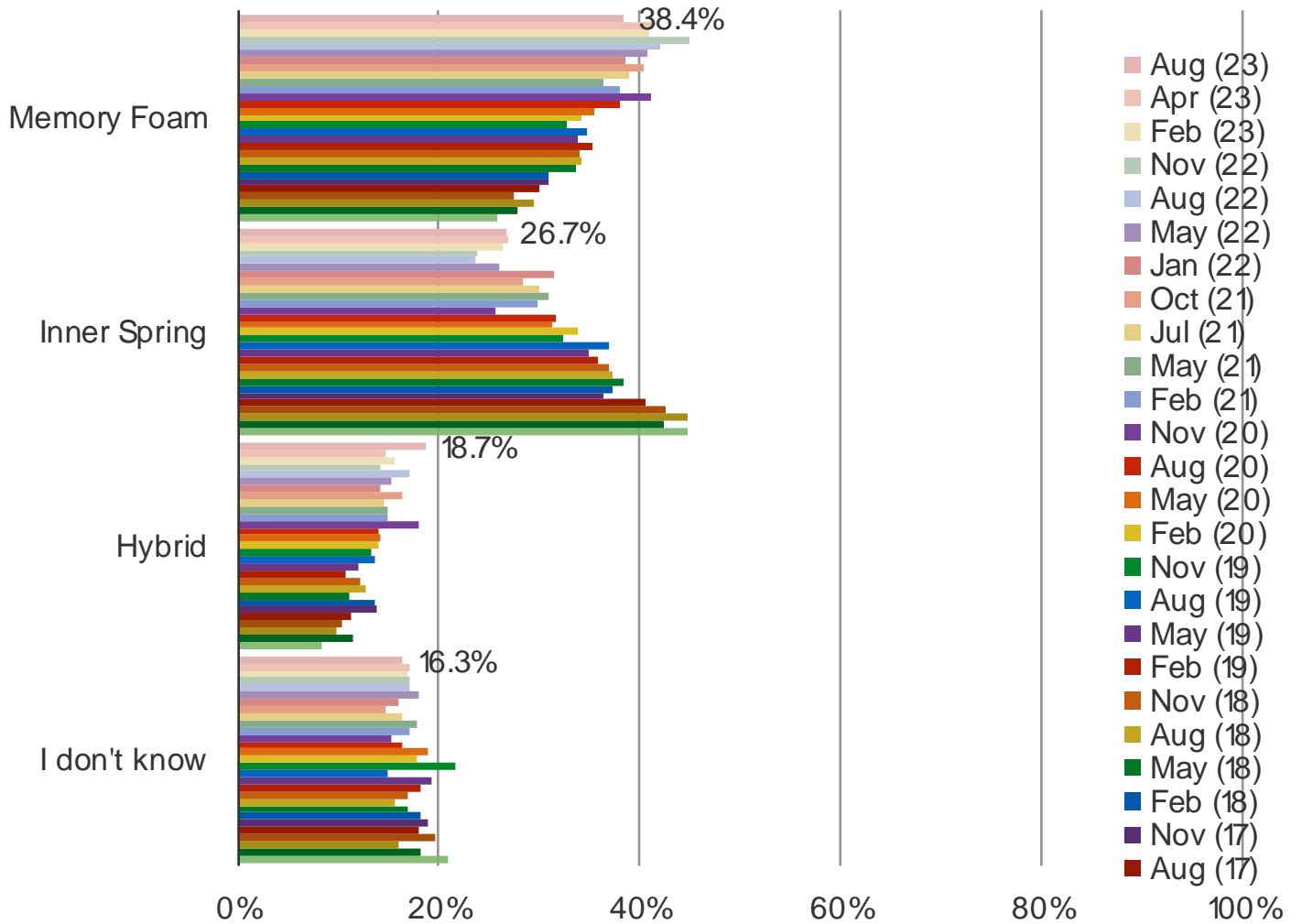
Posed to all respondents



MEMORY FOAM VS. INNER SPRING

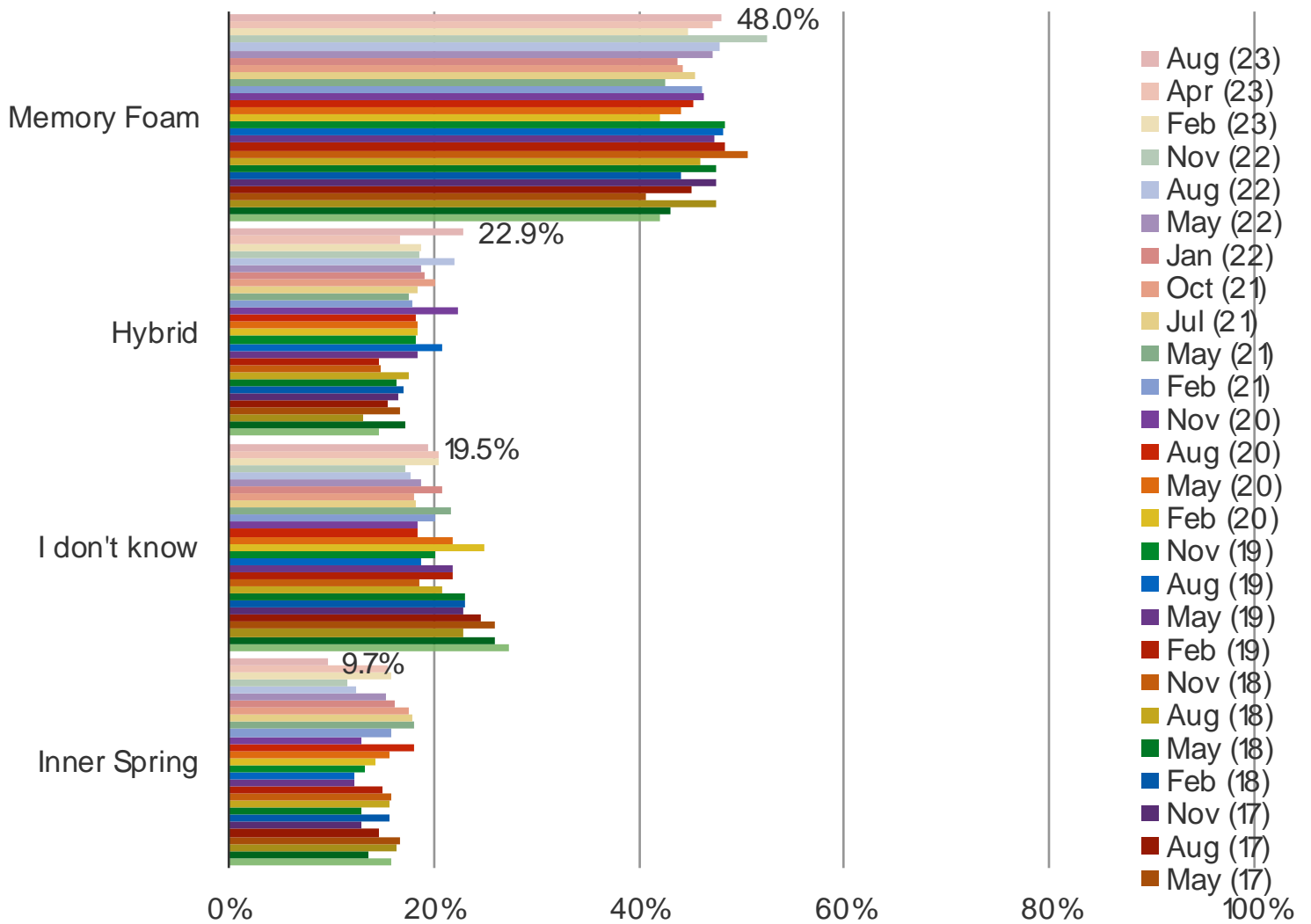
WHICH BEST DESCRIBES THE TYPE OF MATTRESS THAT YOU CURRENTLY SLEEP ON?

Posed to all respondents



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

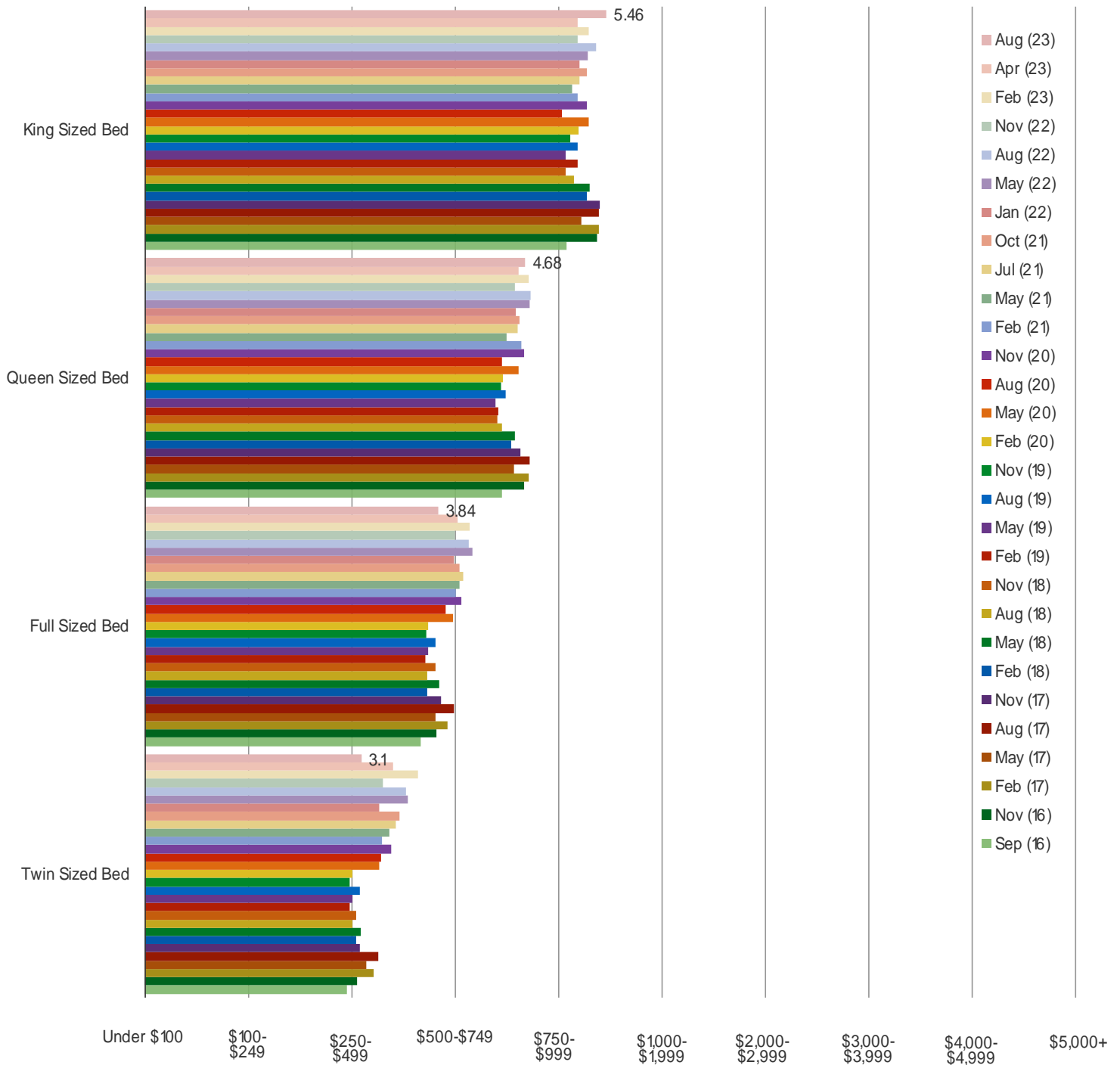
Posed to all respondents



PRICE EXPECTATIONS

EXPECTATIONS FOR SPENDING ON MATTRESSES BY SIZE

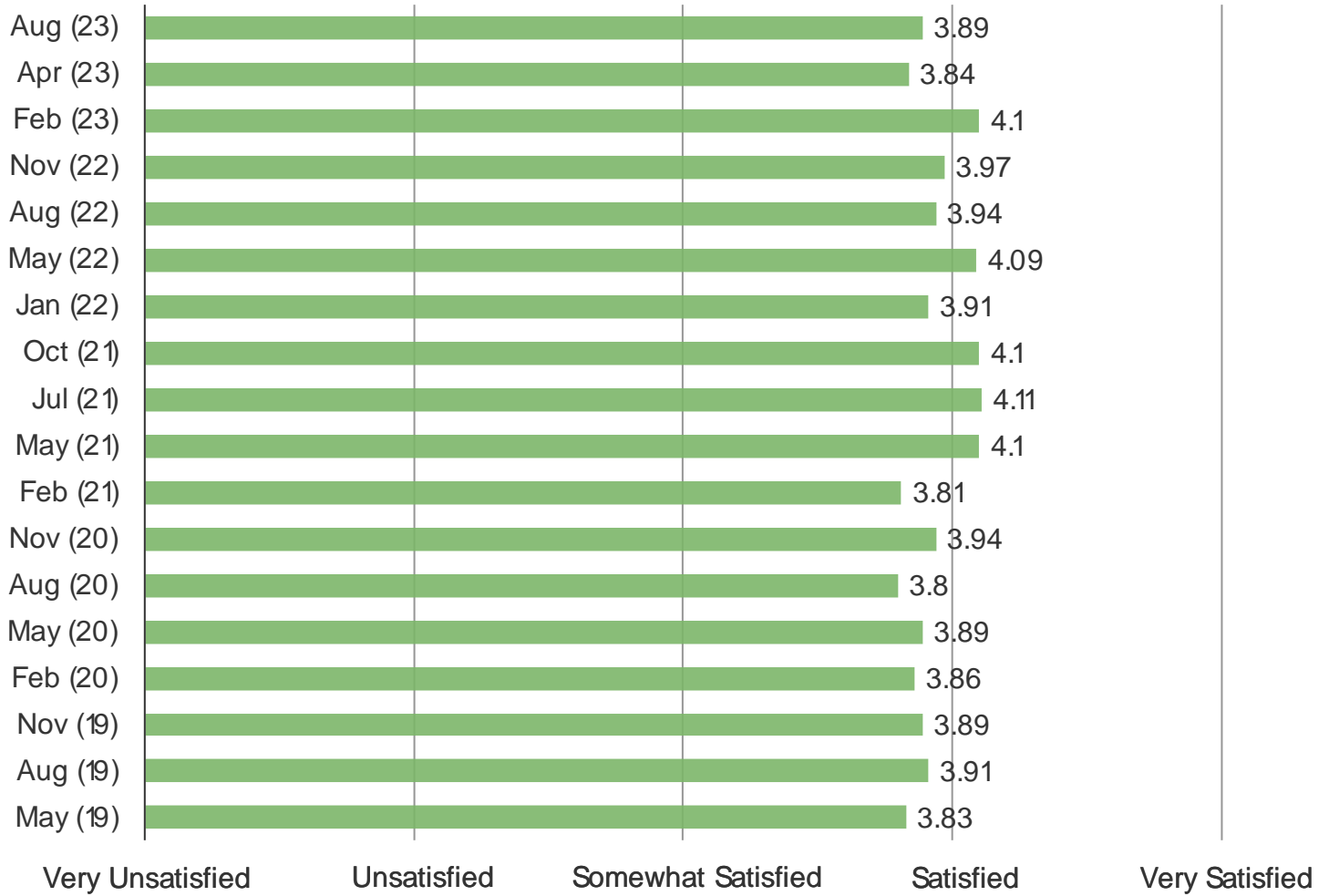
Posed to all respondents



IN-STORE VS. ONLINE

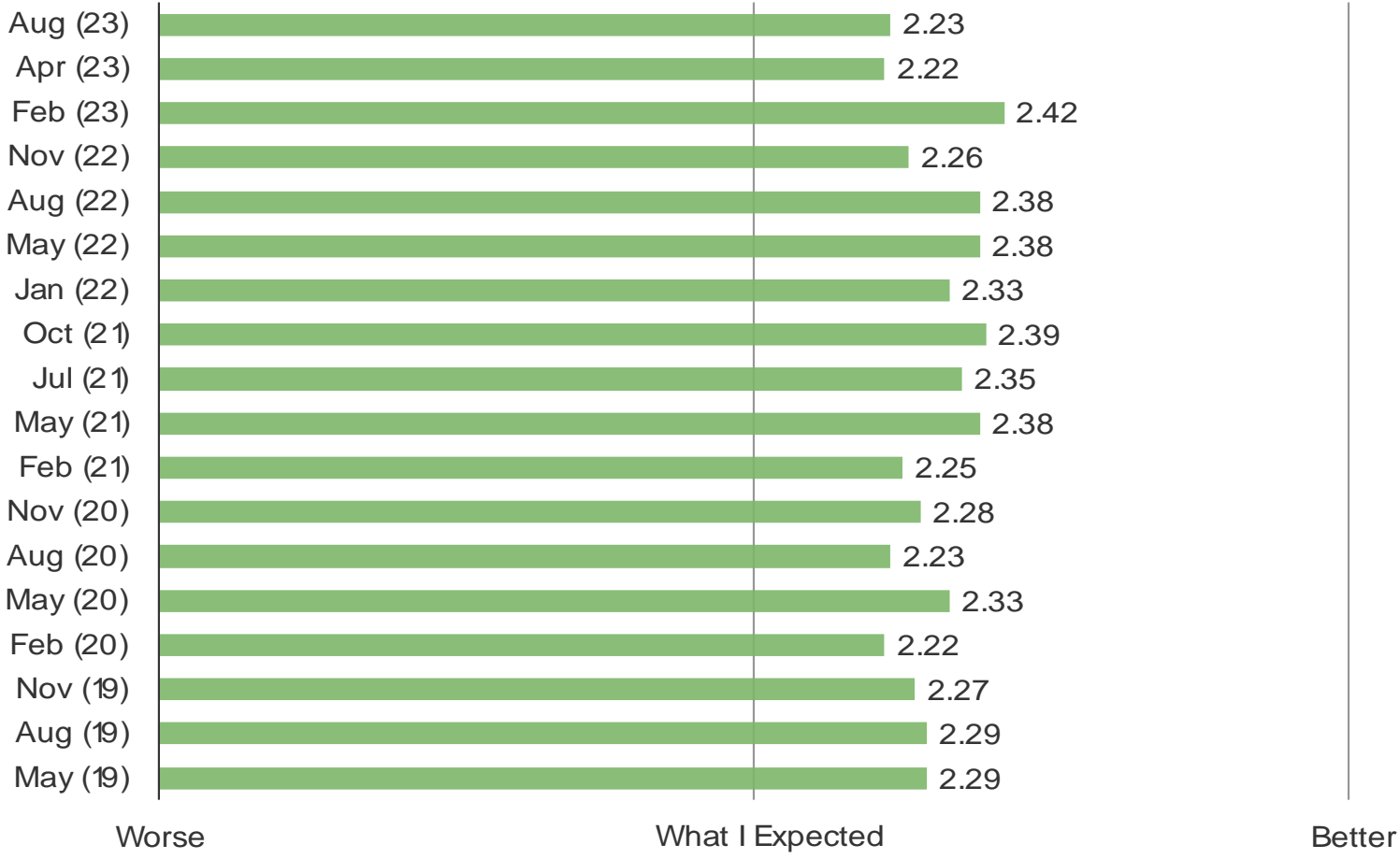
HOW SATISFIED ARE YOU WITH YOUR BED-IN-A-BOX MATTRESS?

Posed to respondents who have ordered a mattress online



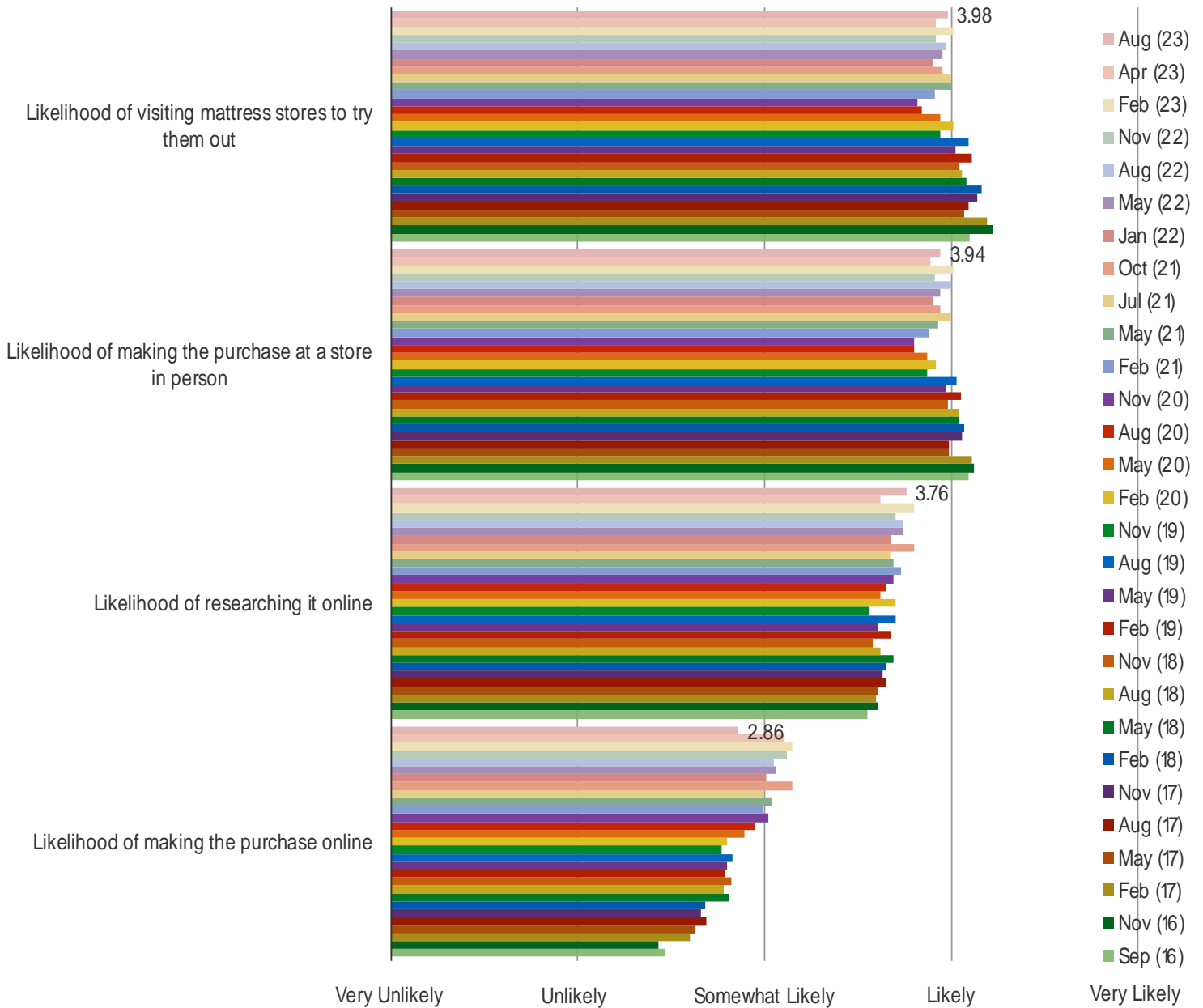
HOW IS THE MATTRESS HOLDING UP OVER TIME COMPARED TO YOUR EXPECTATIONS?

Posed to respondents who have ordered a mattress online



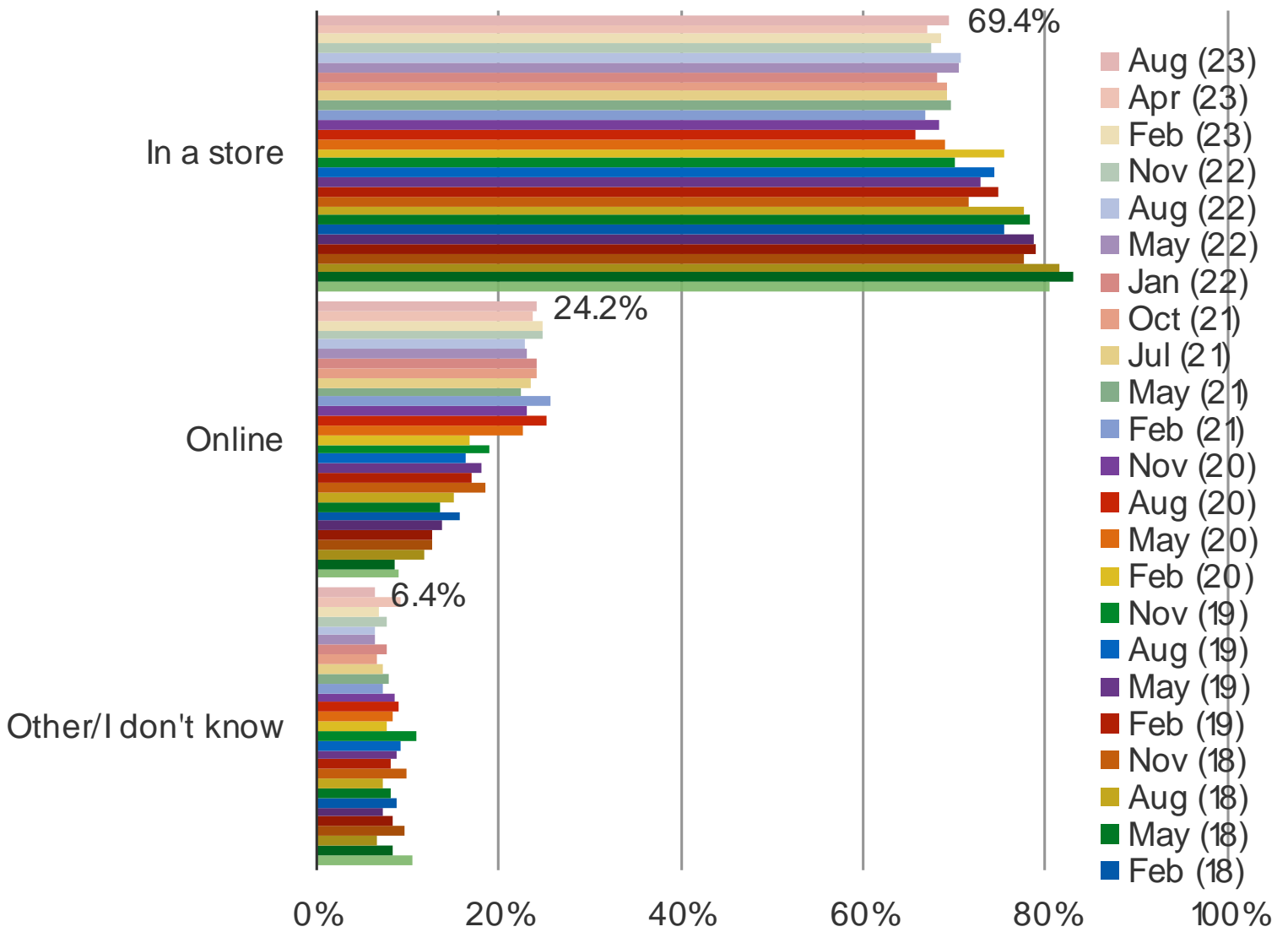
IF YOU NEEDED TO BUY A MATTRESS, HOW LIKELY WOULD YOU BE TO...

Posed to all respondents



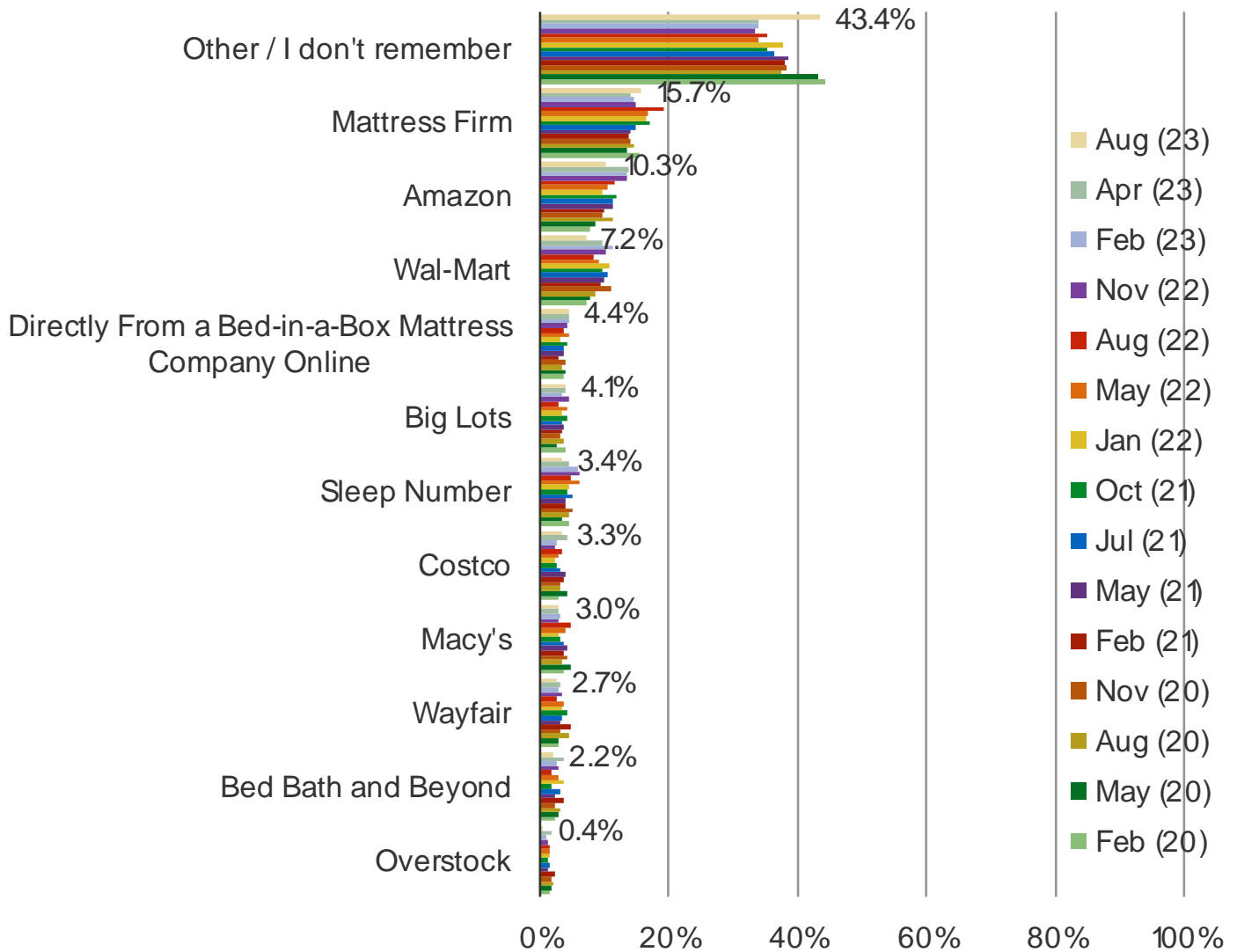
HOW DID YOU PURCHASE THE MOST RECENT MATTRESS THAT YOU BOUGHT?

Posed to all respondents



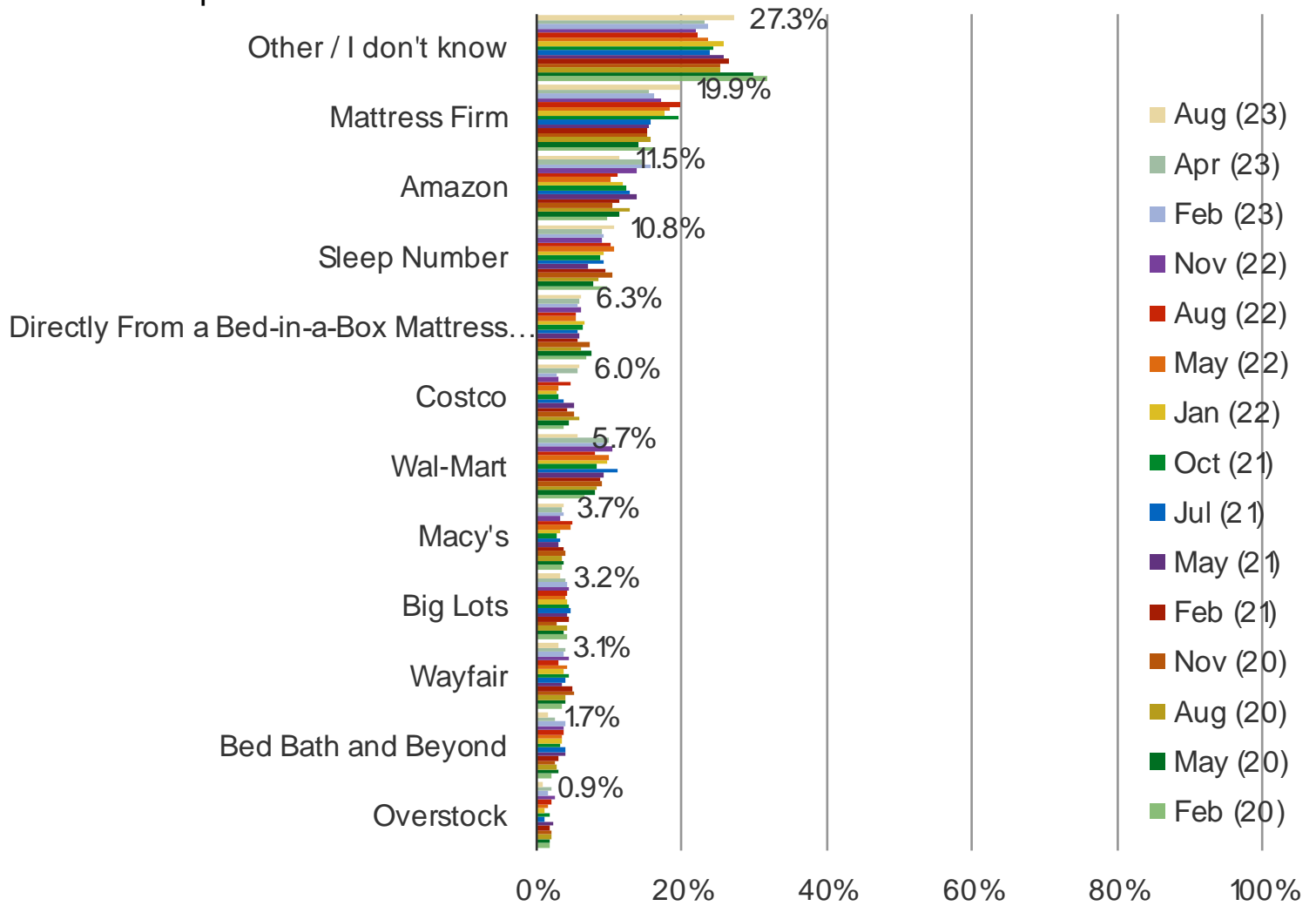
FROM WHICH STORE/WEBSITE DID YOU MAKE YOUR MOST RECENT MATTRESS PURCHASE?

Posed to all respondents



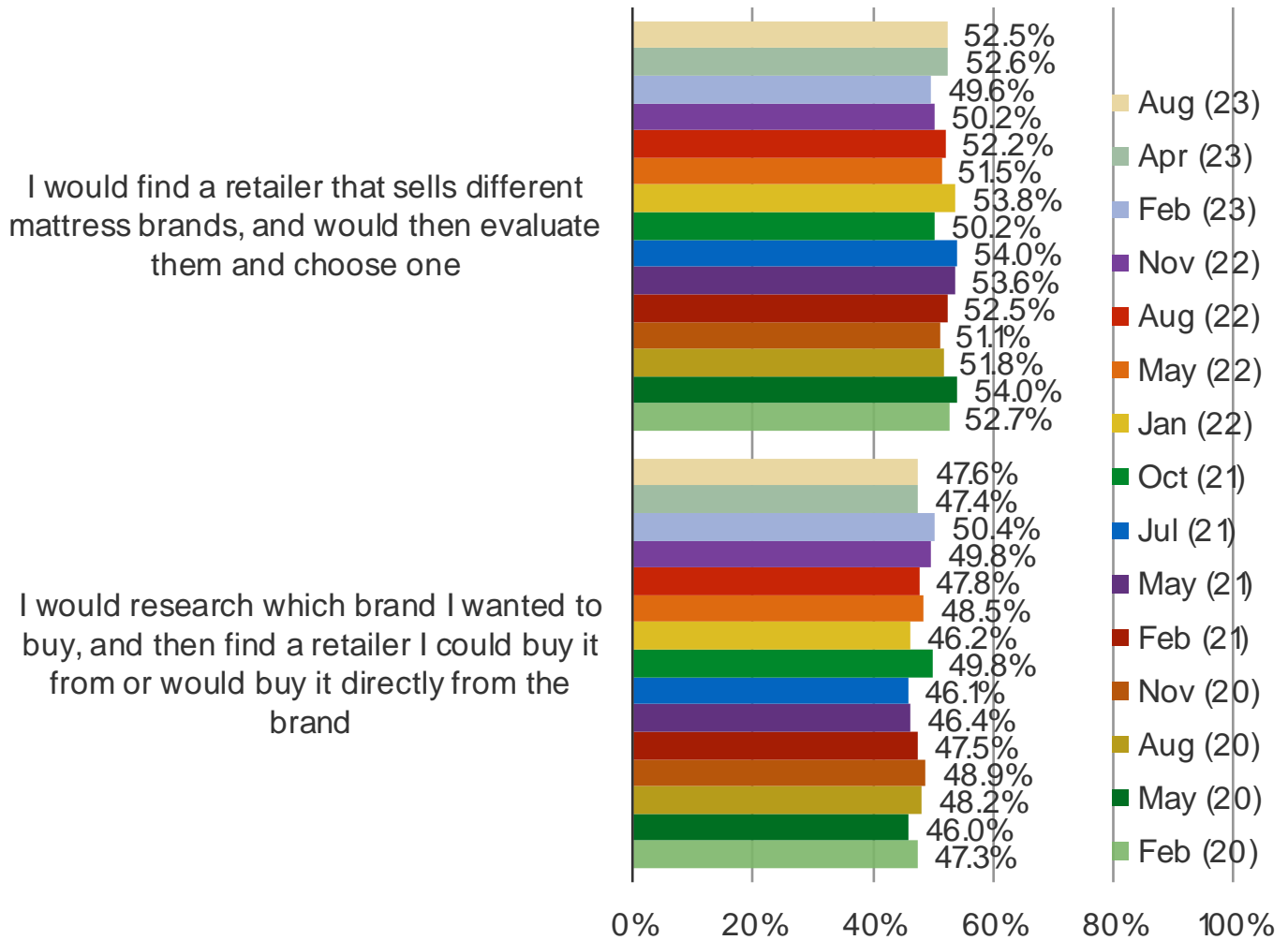
IF YOU HAD TO BUY A MATTRESS TODAY, WHERE WOULD YOU BE MOST LIKELY TO BUY THEM FROM?

Posed to all respondents



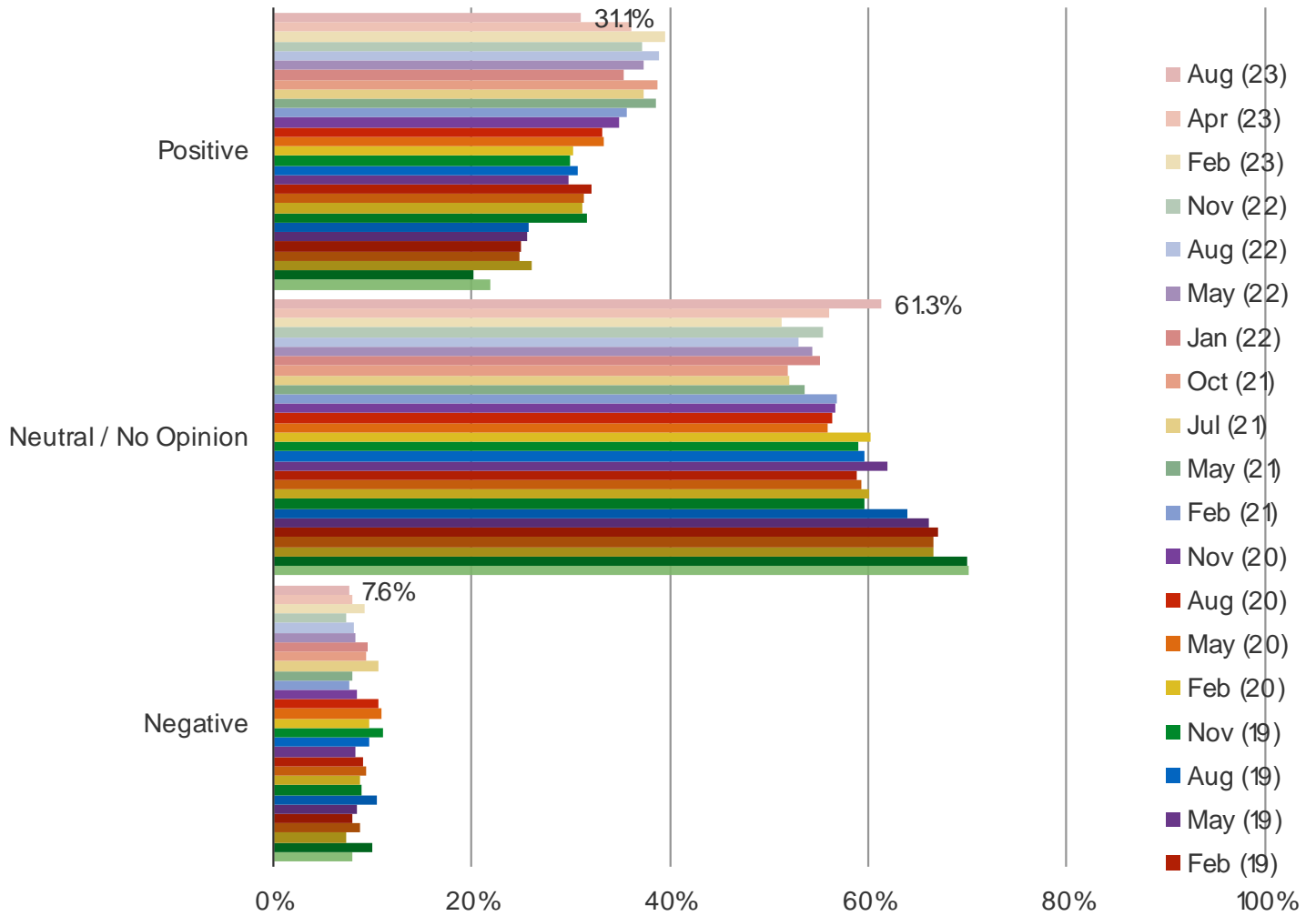
IF YOU NEEDED TO BUY A MATTRESS TODAY, HOW WOULD YOU BEGIN YOUR SEARCH?

Posed to all respondents



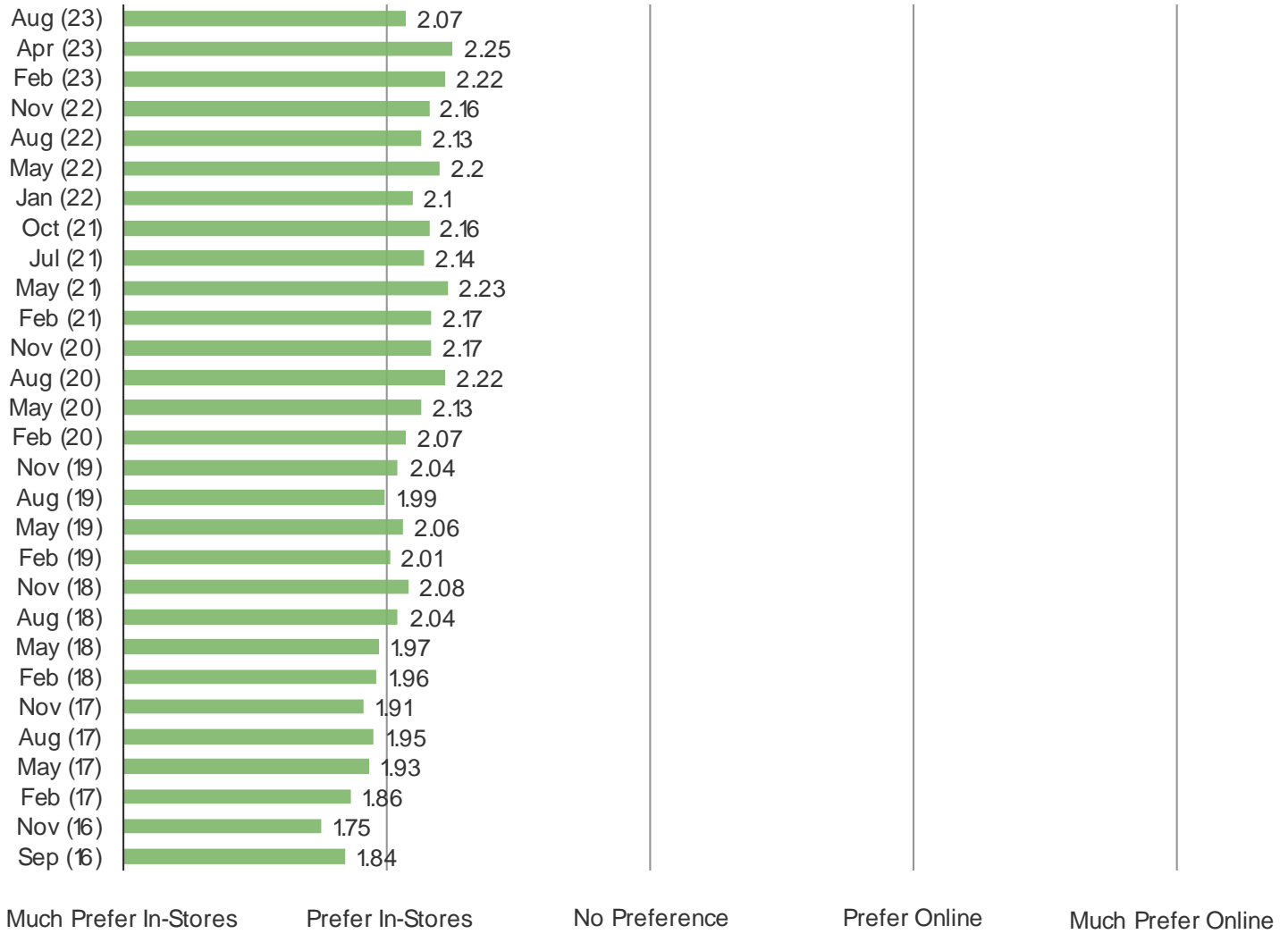
OPINION OF BED IN A BOX MATTRESS PROVIDERS WHO SHIP MATTRESSES TO CUSTOMERS IN A VACUUM SEALED BOX

Posed to all respondents



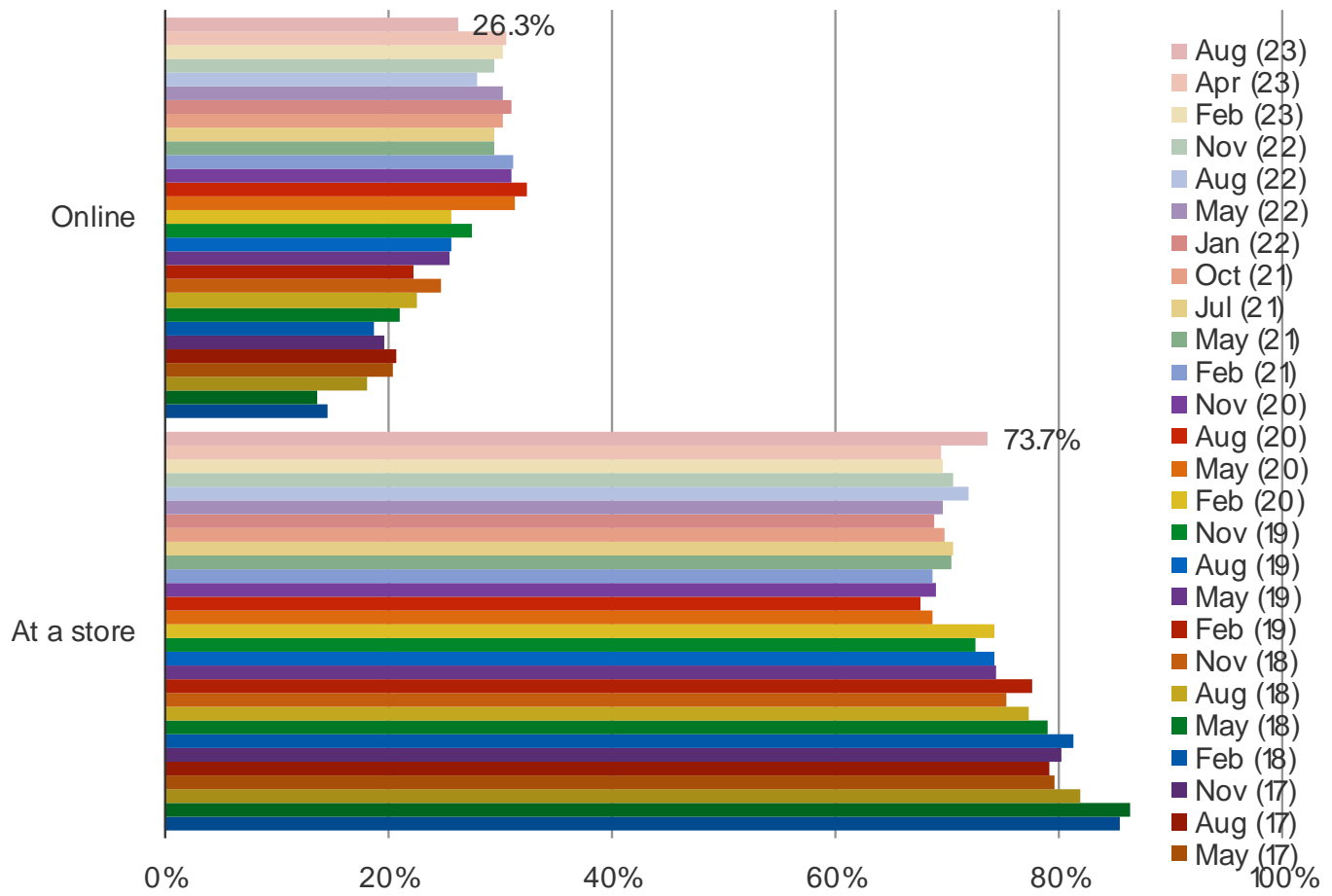
PREFERRED METHOD FOR MATTRESS SHOPPING

Posed to all respondents



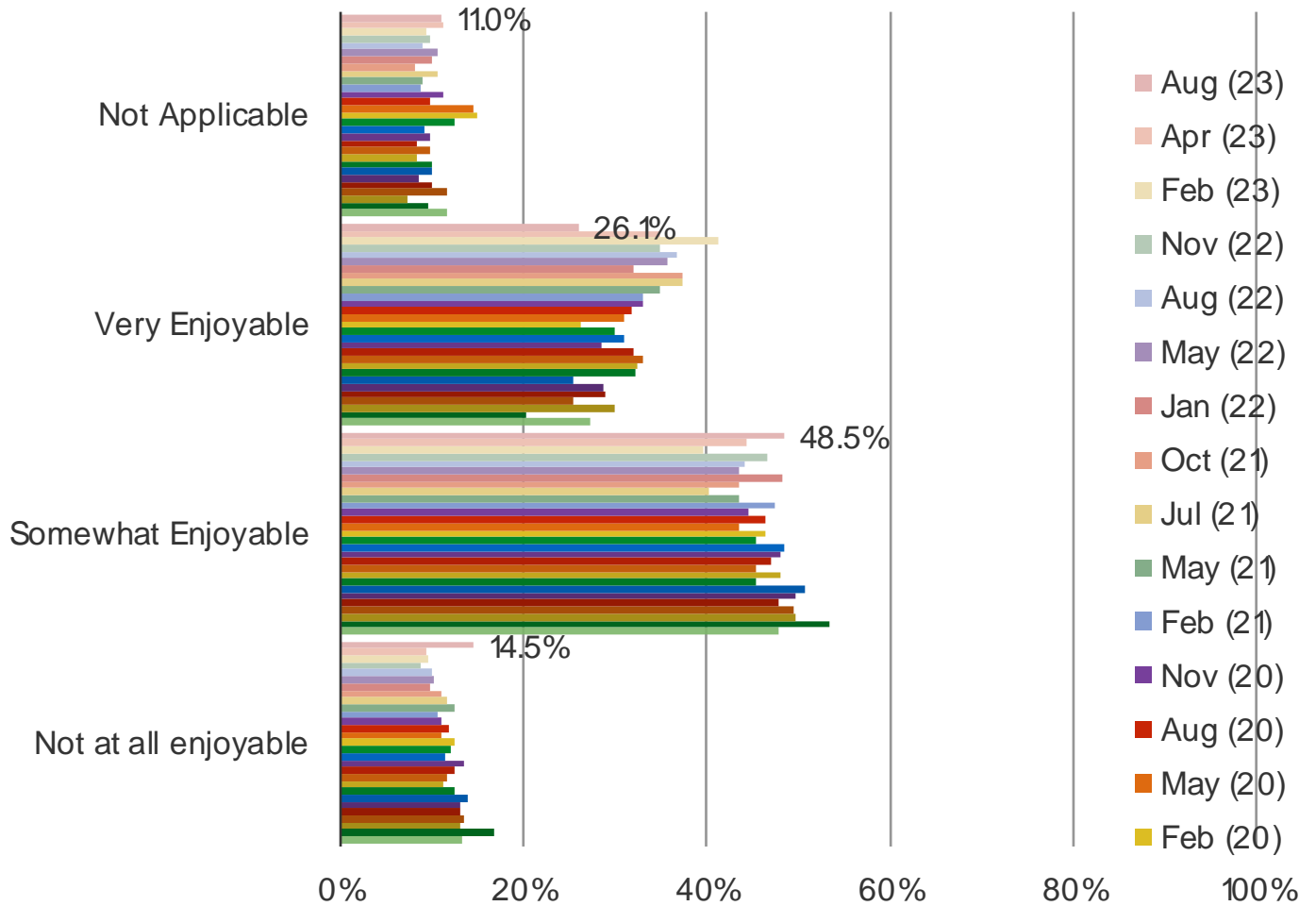
WHEN IT IS TIME TO GET A NEW MATTRESS, DO YOU THINK YOU WILL BUY IT AT A STORE OR ONLINE?

Posed to all respondents



HOW ENJOYABLE DID YOU FIND THE MATTRESS BUYING PROCESS?

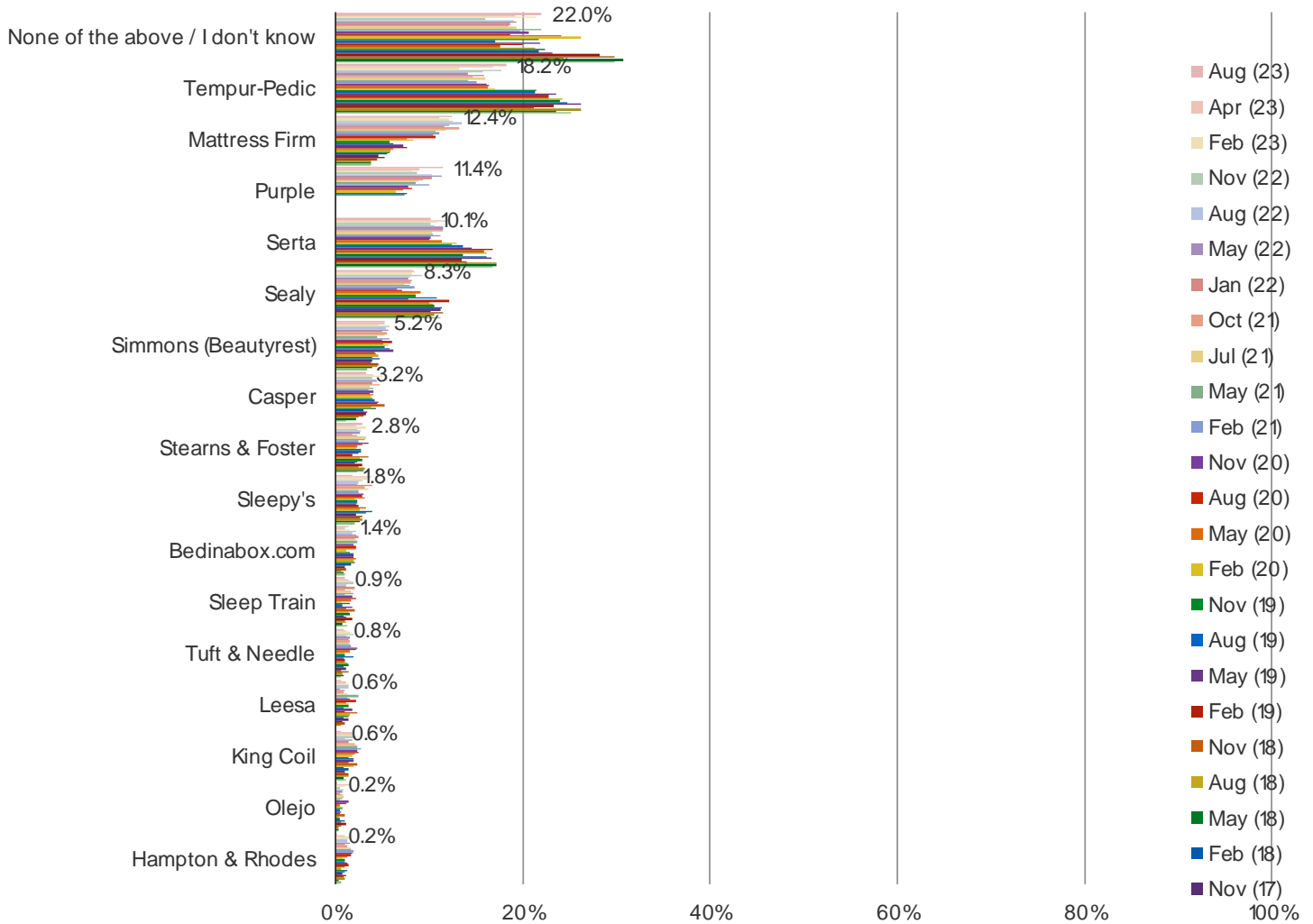
Posed to all respondents



COMPETITIVE DYNAMICS

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

