

BESPOKE SURVEYS

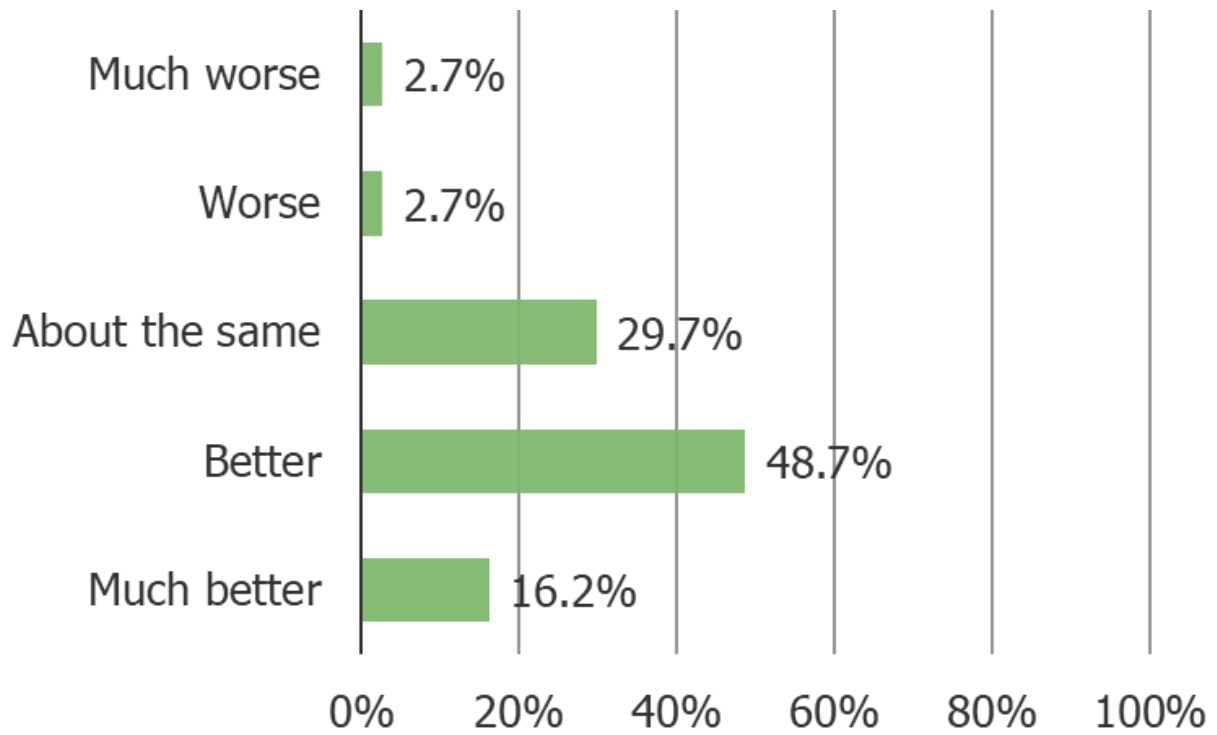
## Furniture and Mattresses, Vol 35

1,000+ Respondents Per Quarter

## NEW QUESTIONS

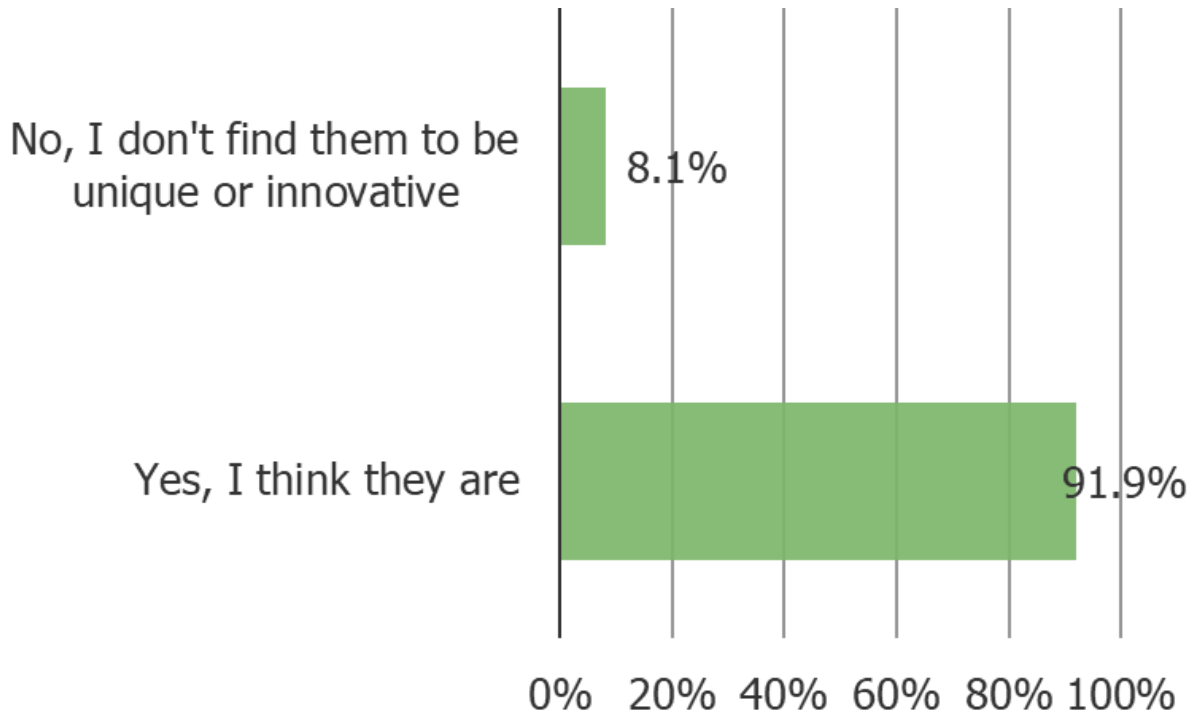
HOW DO YOU FIND RH'S NEWEST COLLECTIONS COMPARE TO THE PRIOR ONES?

Posed to all respondents who have browsed RH's furniture collections in the past 12 months (N = 37).



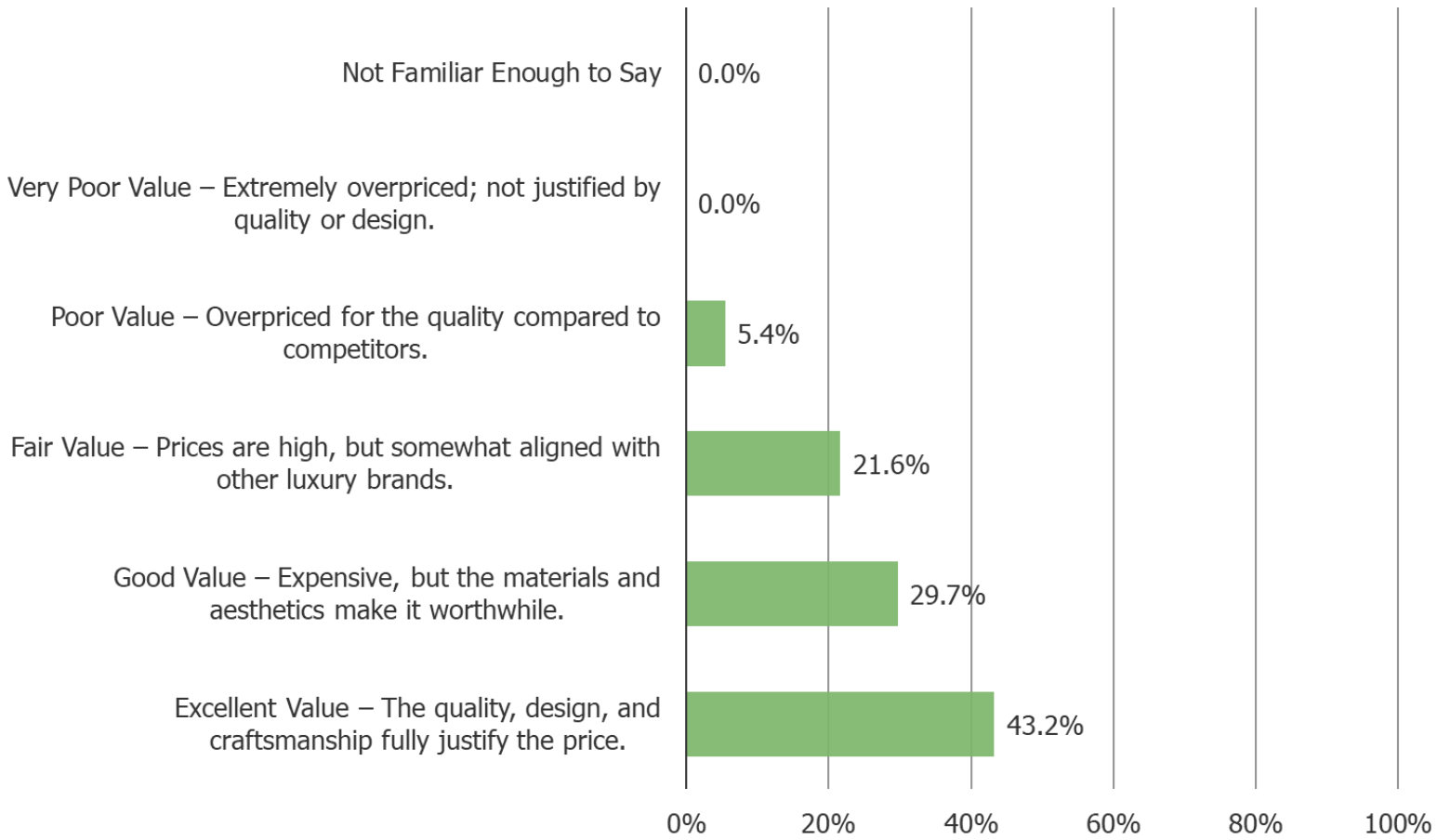
DO YOU FIND RH'S DESIGNS TO BE UNIQUE AND INNOVATIVE IN THE LUXURY FURNITURE MARKET?

Posed to all respondents who have browsed RH's furniture collections in the past 12 months (N = 37).



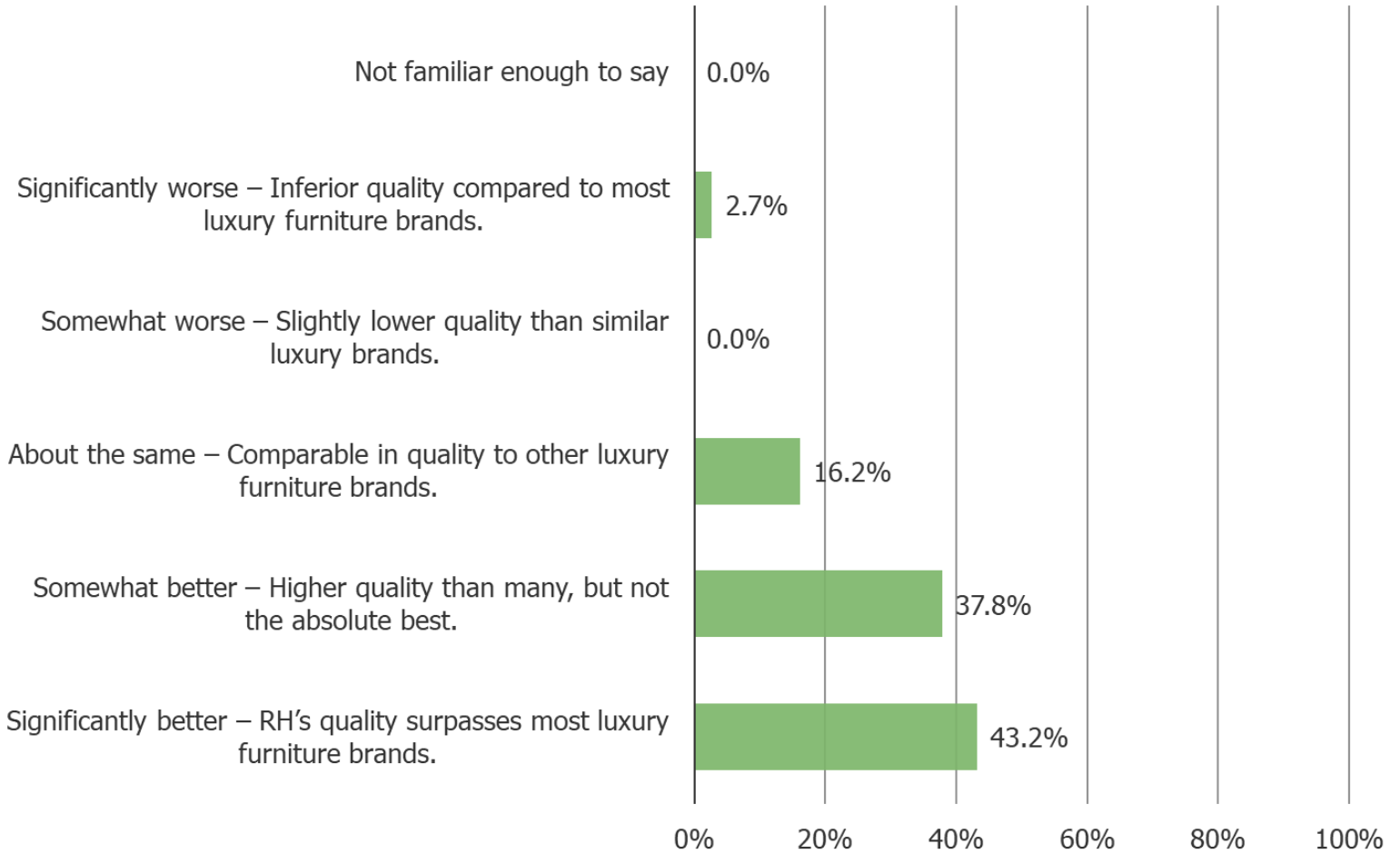
DO YOU FEEL RH'S PRODUCTS OFFER GOOD VALUE FOR THEIR PRICE POINT IN THE LUXURY MARKET?

Posed to all respondents who have browsed RH's furniture collections in the past 12 months (N = 169).



HOW WOULD YOU RATE THE QUALITY OF RH'S FURNITURE COMPARED TO OTHER LUXURY BRANDS?

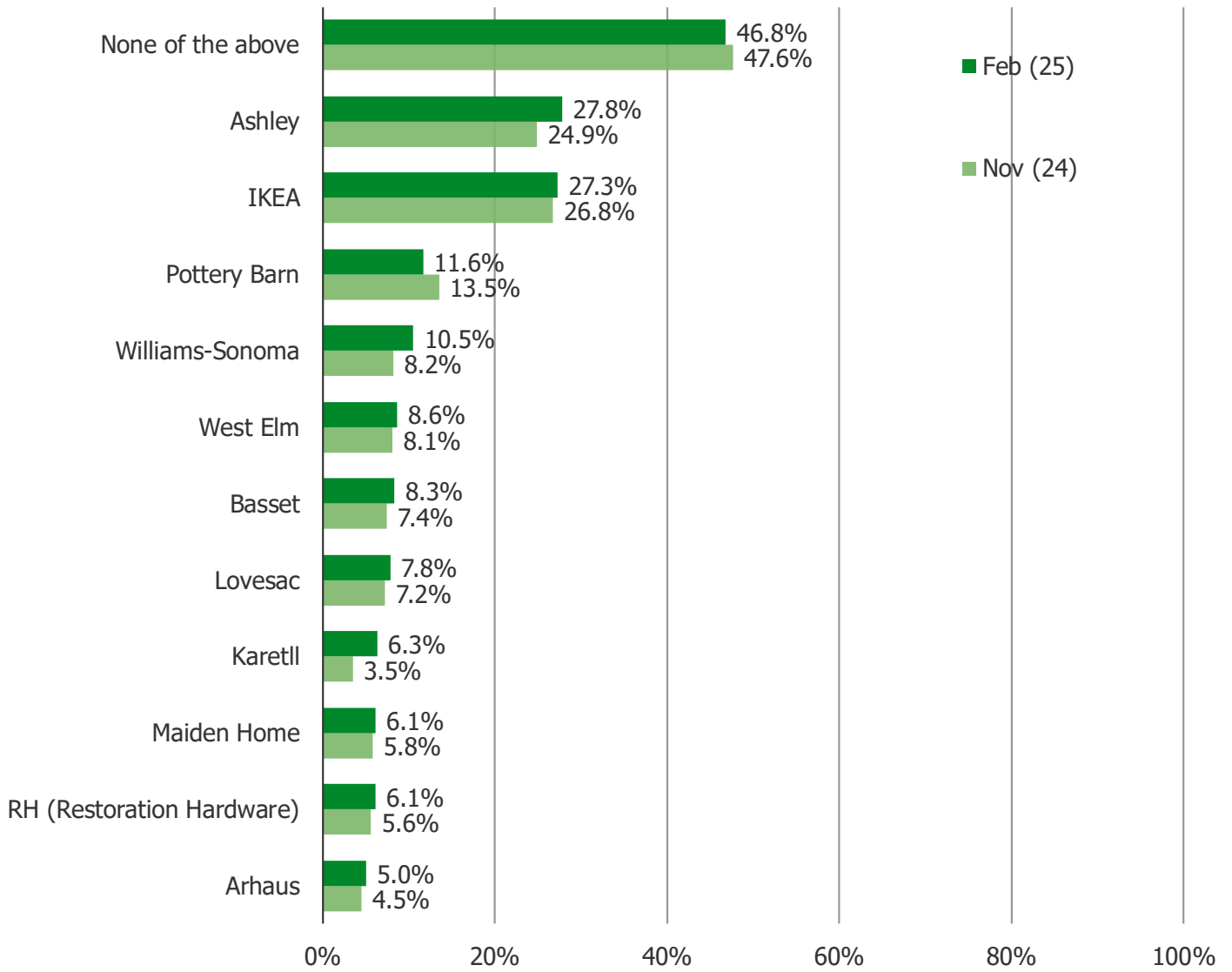
Posed to all respondents who have browsed RH's furniture collections in the past 12 months (N = 37).



# Mattresses and Furniture

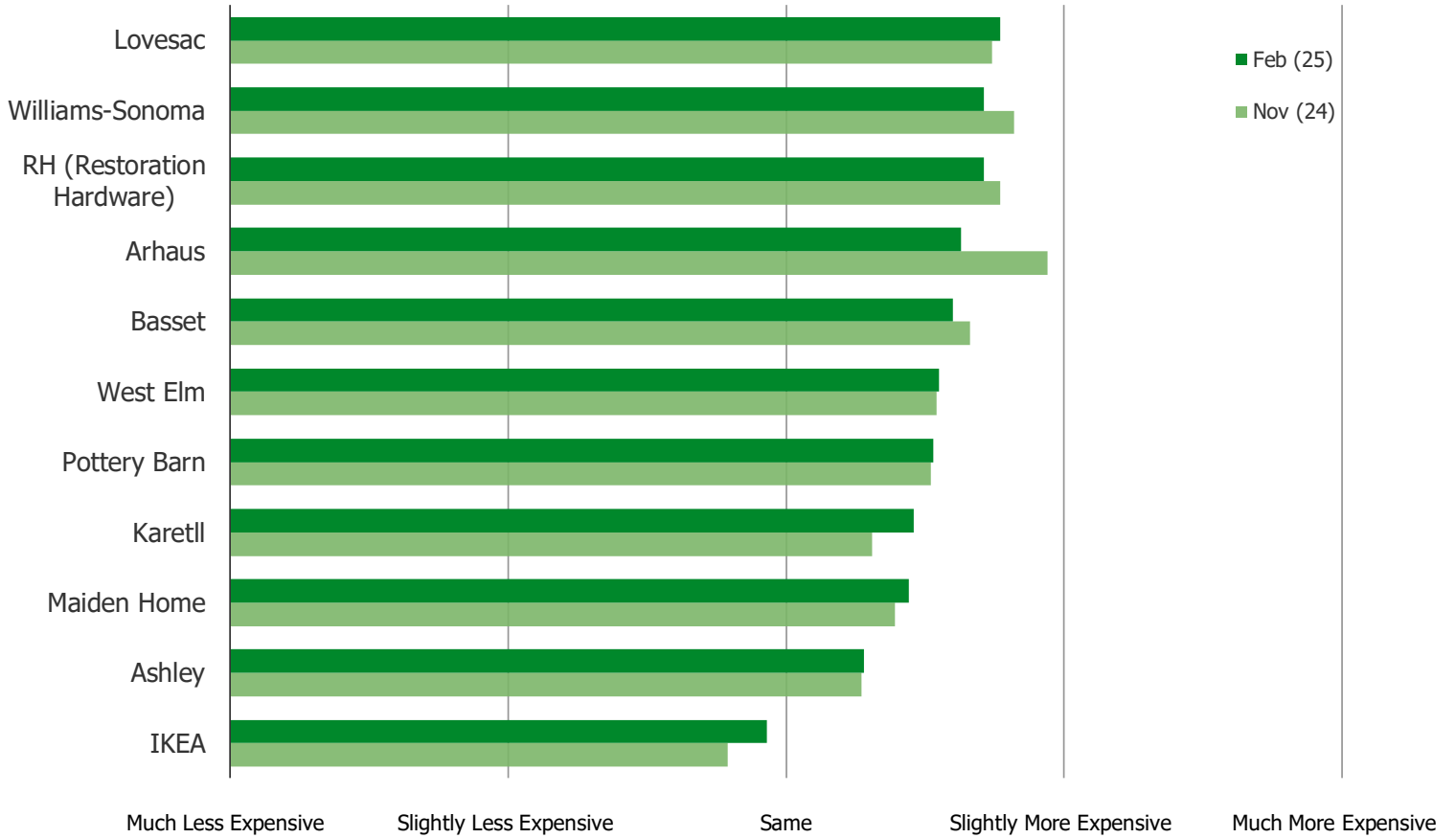
HAVE YOU BROWSED FURNITURE FROM ANY OF THE FOLLOWING IN THE PAST YEAR? SELECT ALL THAT APPLY

Posed to all respondents.



HOW DO YOU VIEW FURNITURE PRICING FROM THE FOLLOWING RELATIVE TO THEIR COMPETITORS?

Posed to respondents who are familiar with each of the following.

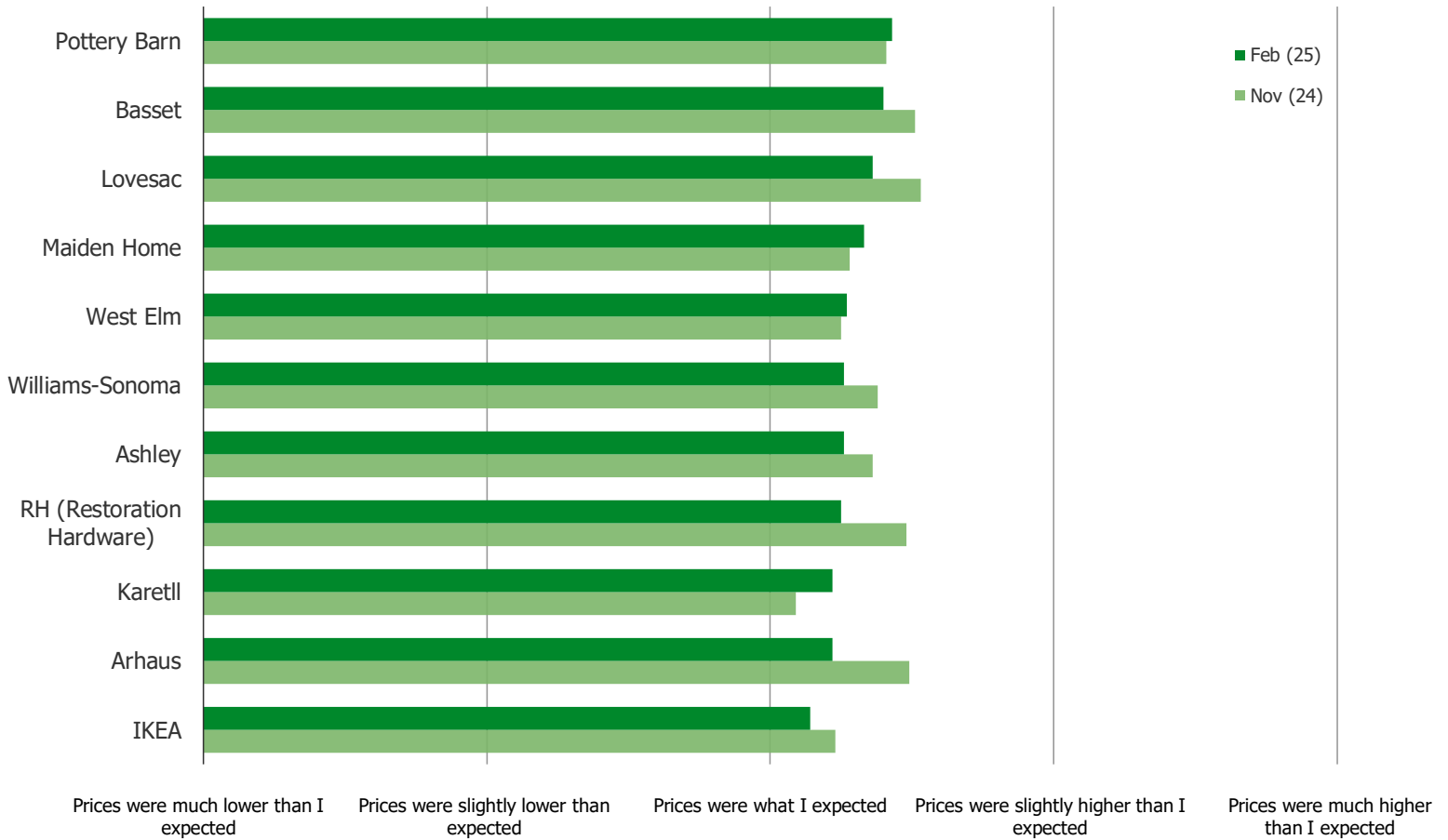


	N=
RH (Restoration Hardware)	110
Arhaus	60
Maiden Home	96
Pottery Barn	432
Basset	296
IKEA	645
Ashley	636
Karell	46
Williams-Sonoma	322
West Elm	175
Lovesac	168



HAVE YOU NOTICED CHANGES IN PRICING WHEN YOU LAST VISITED THE FOLLOWING?

Posed to respondents who have browsed furniture from the below in the past year.

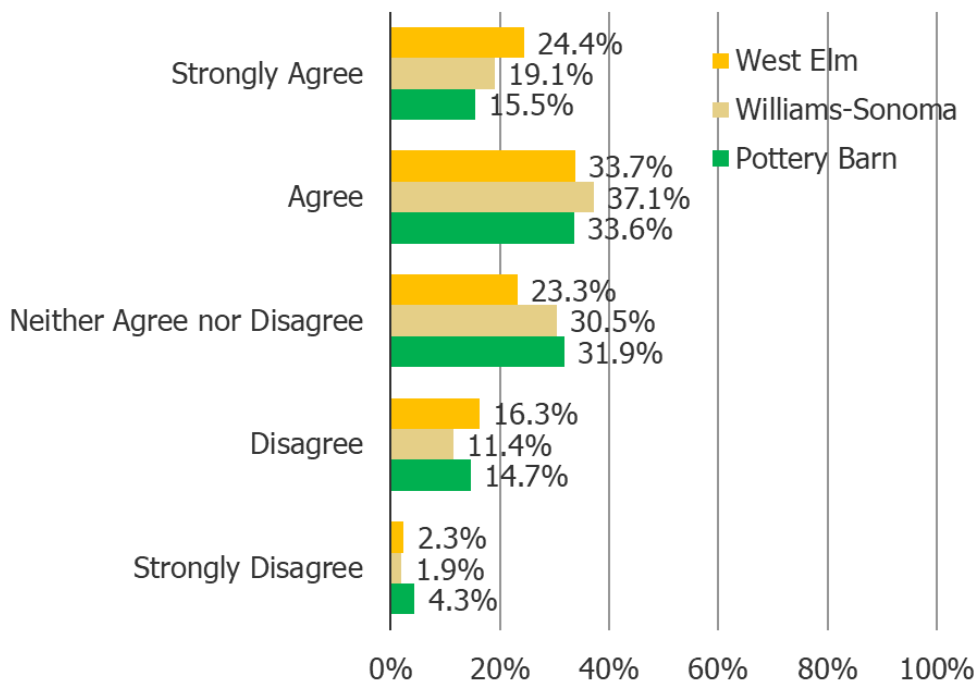


	N=
RH (Restoration Hardware)	61
Arhaus	50
Maiden Home	61
Pottery Barn	116
Basset	83
IKEA	272
Ashley	277
Karettl	63
Williams-Sonoma	105
West Elm	86
Lovesac	78

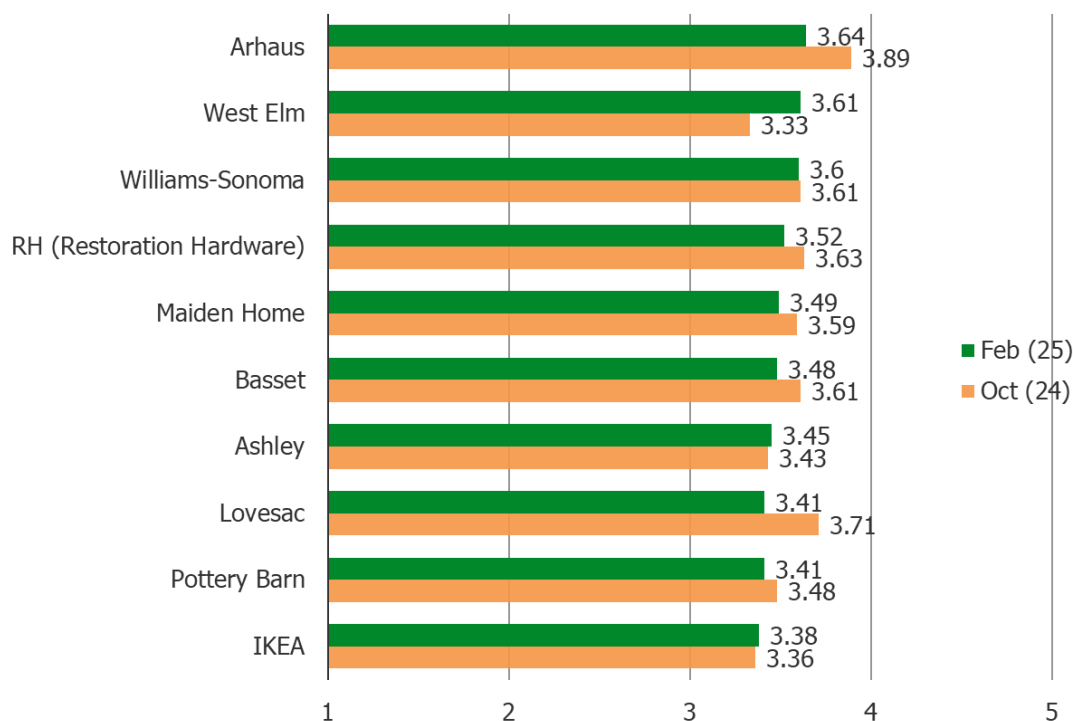
# Mattresses and Furniture

PLEASE RATE HOW MUCH YOU AGREE WITH THE FOLLOWING FOR EACH BRAND YOU HAVE BROWSED IN THE PAST YEAR..."THE PRICING GAPS BETWEEN THIS BRAND AND COMPETITORS HAVE GOTTEN TOO HIGH"

Posed to respondents who have browsed furniture from the below in the past year.



## Weighted Average (With History)

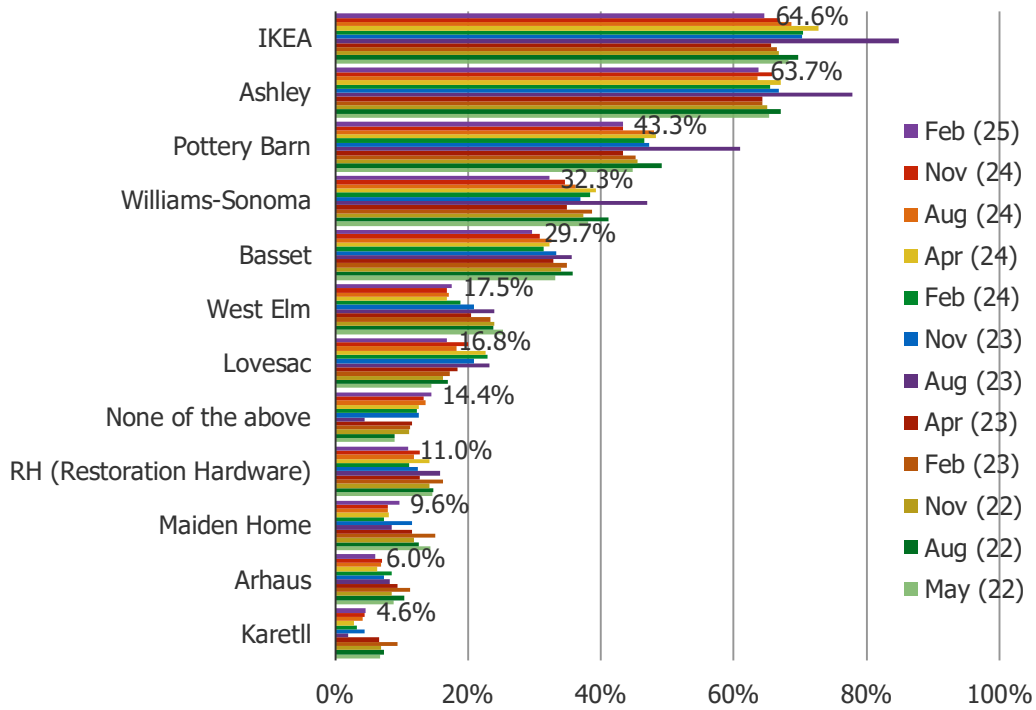


Weighted Average	
1 = Strongly Disagree	
2 = Disagree	
3 = Neither Agree nor Disagree	
4 = Agree	
5 = Strongly Agree	
	N =
IKEA	272
Pottery Barn	116
Lovesac	79
Ashley	279
Basset	84
Maiden Home	61
RH (Restoration Hardware)	61
Williams-Sonoma	105
West Elm	87
Arhaus	50

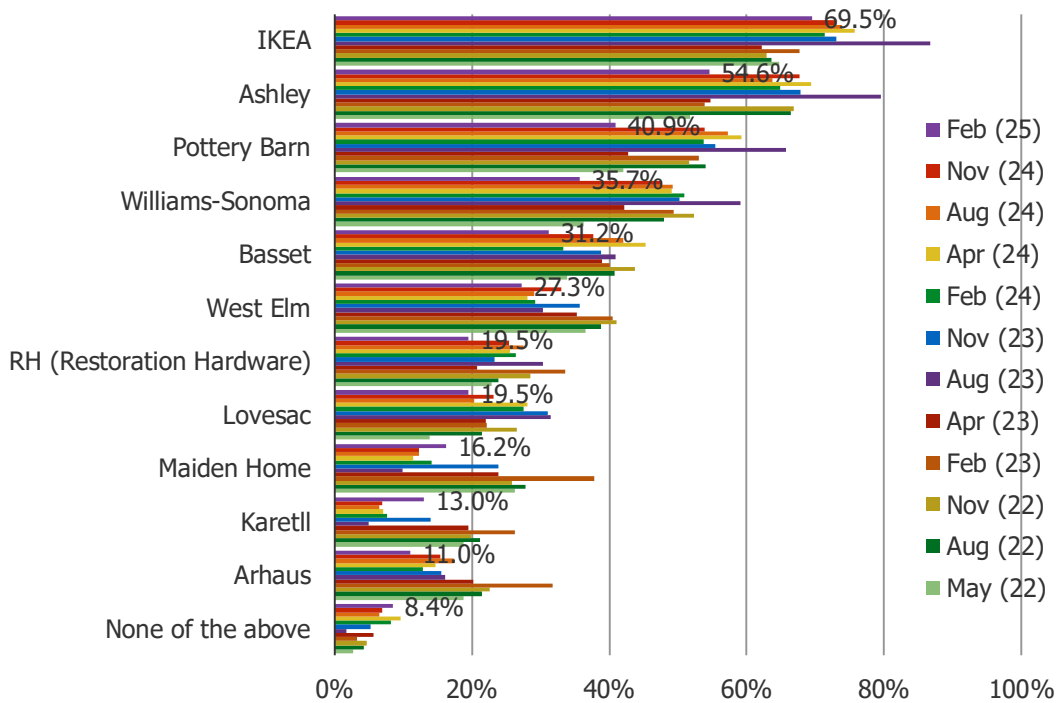
# LUXURY FURNITURE DEMAND AND FURNITURE BRANDS

ARE YOU FAMILIAR WITH ANY OF THE FOLLOWING? SELECT ALL THAT APPLY

Posed to all respondents.

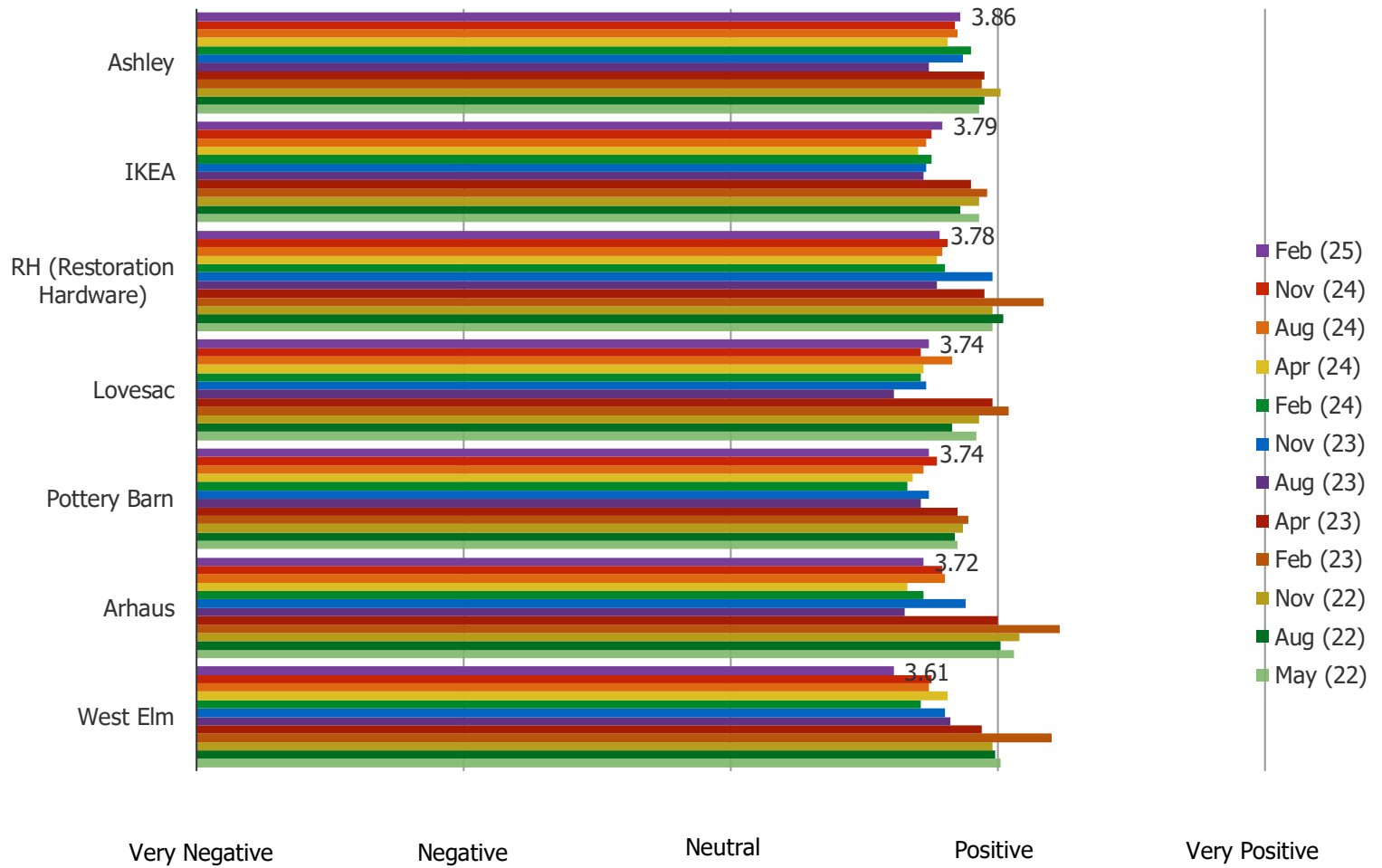


Posed to respondents with household incomes of \$100k and above (N = 154)



WHAT IS YOUR OPINION OF THE FOLLOWING BRANDS?

Posed to respondents who are familiar with each of the following.

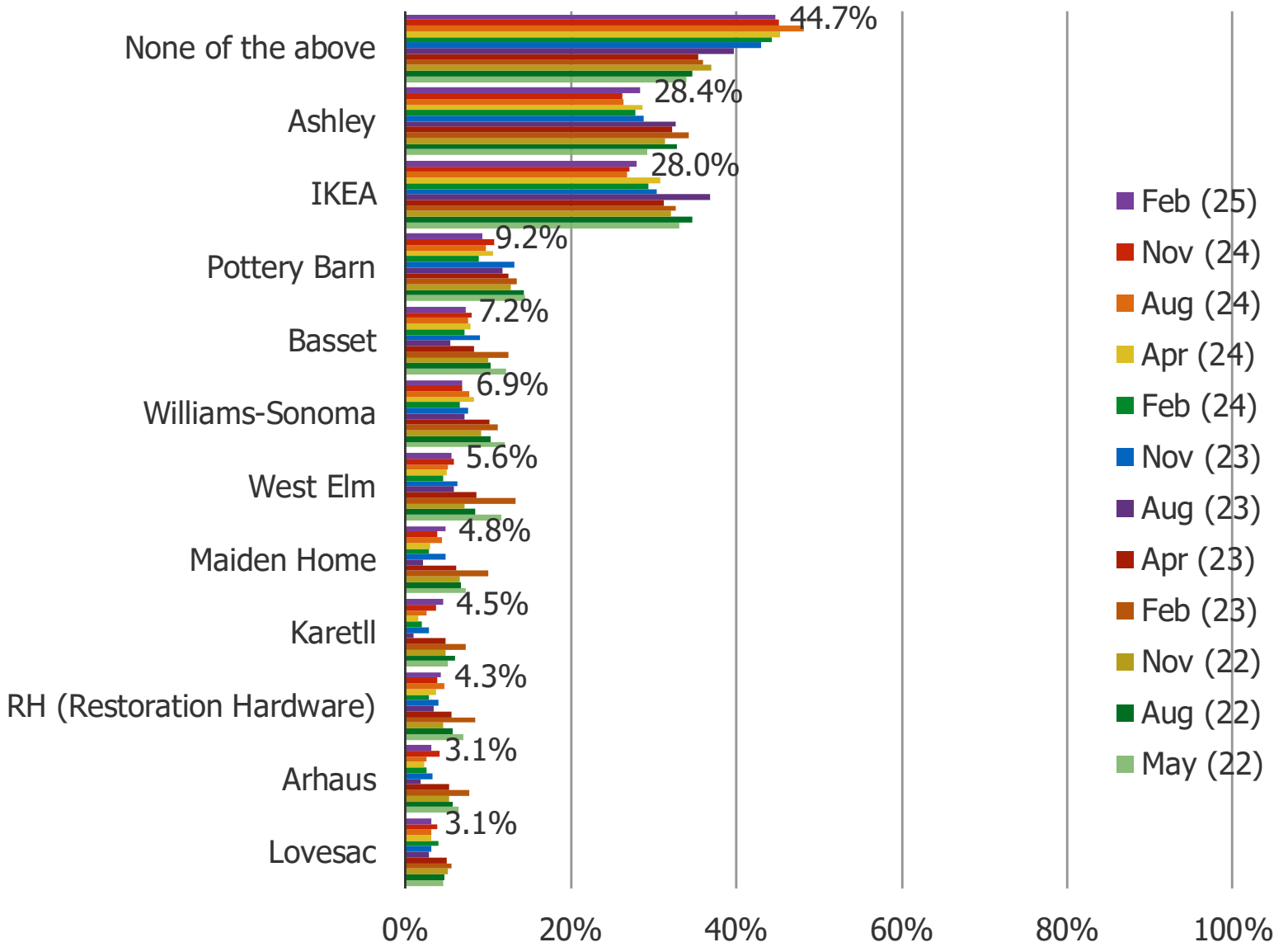


	N=
RH (Restoration Hardware)	110
Arhaus	60
Pottery Barn	432
IKEA	645
Ashley	636
West Elm	175
Lovesac	168

Mattresses and Furniture

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

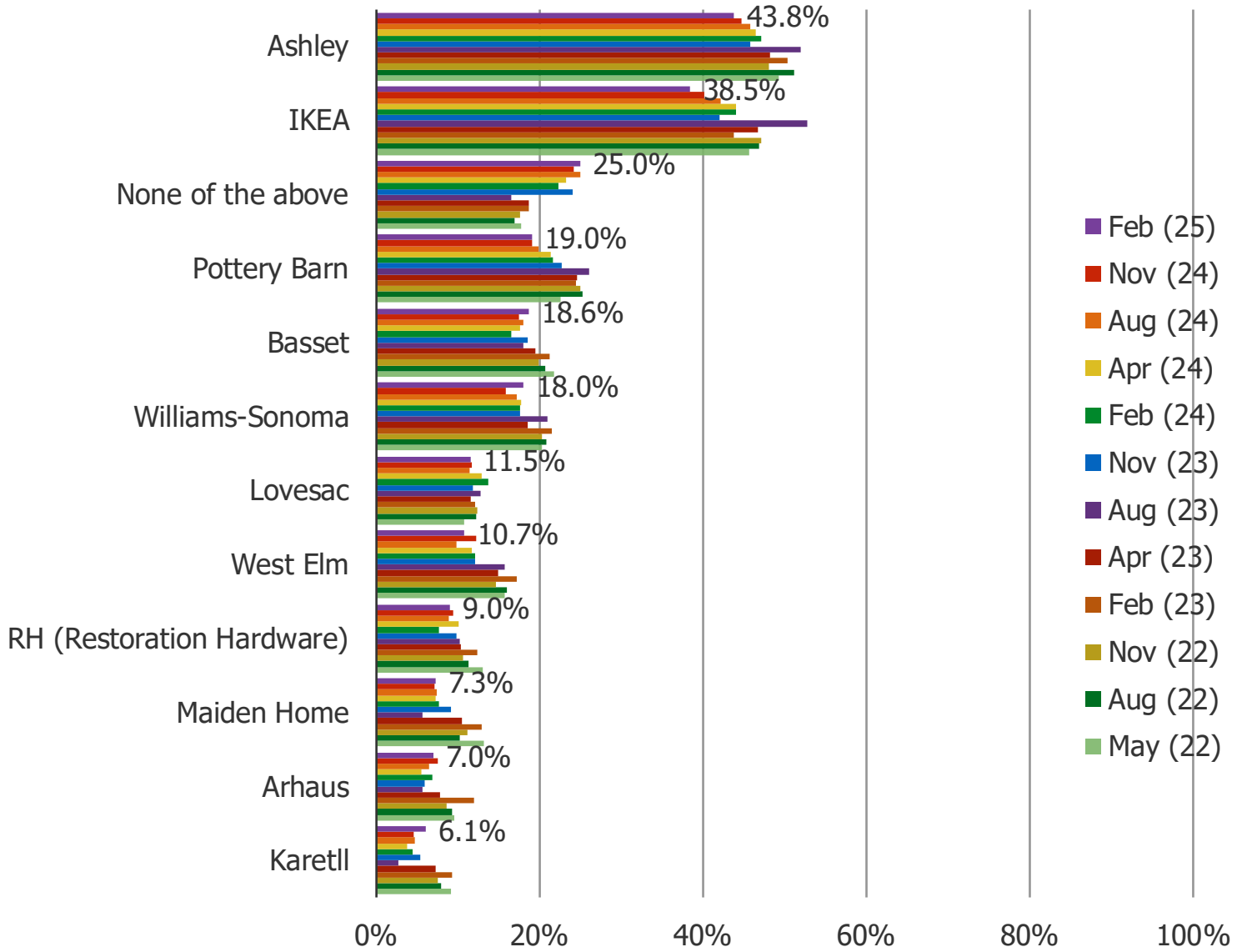
Posed to all respondents.



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)

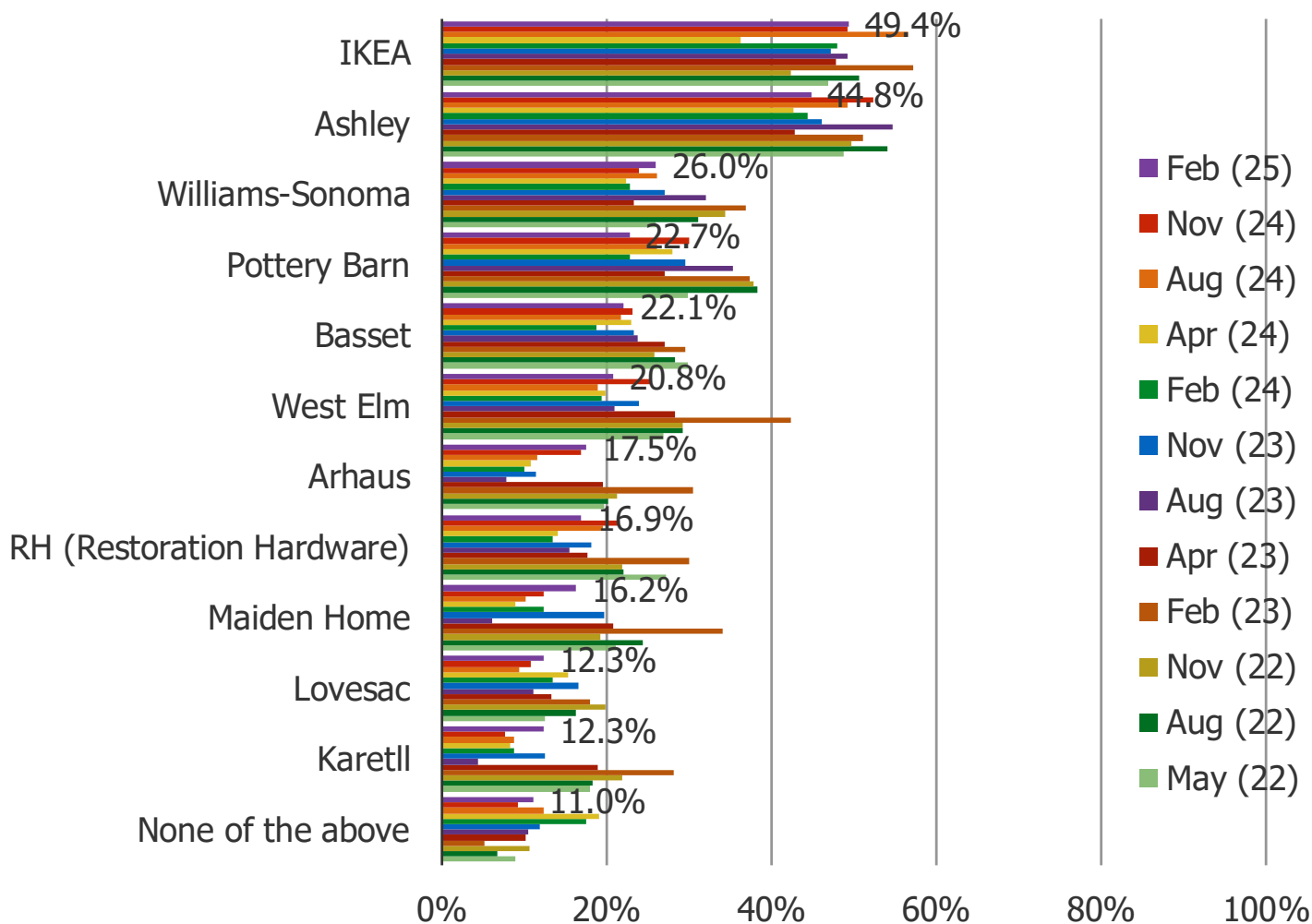
Posed to all respondents.



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 respondents with household incomes of \$100k and above (N = 130)

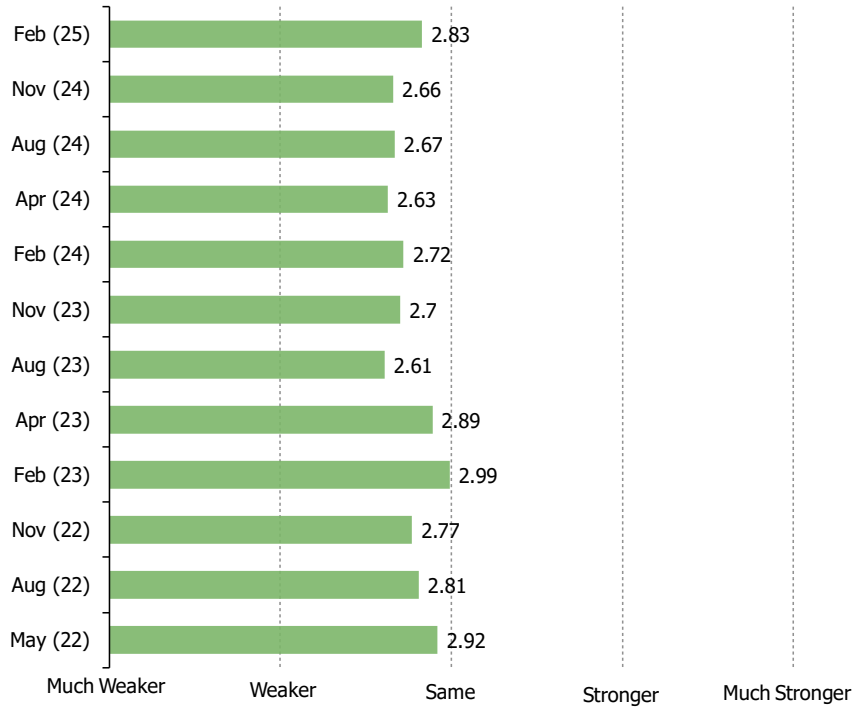




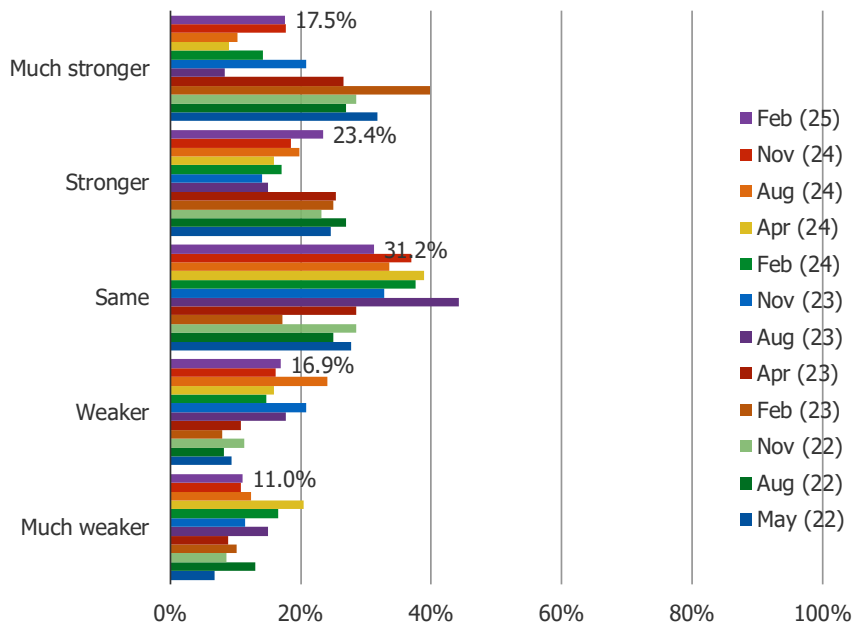
Mattresses and Furniture

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

Posed to all respondents



Posed to respondents with household incomes of \$100k and above (N = 154)



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.

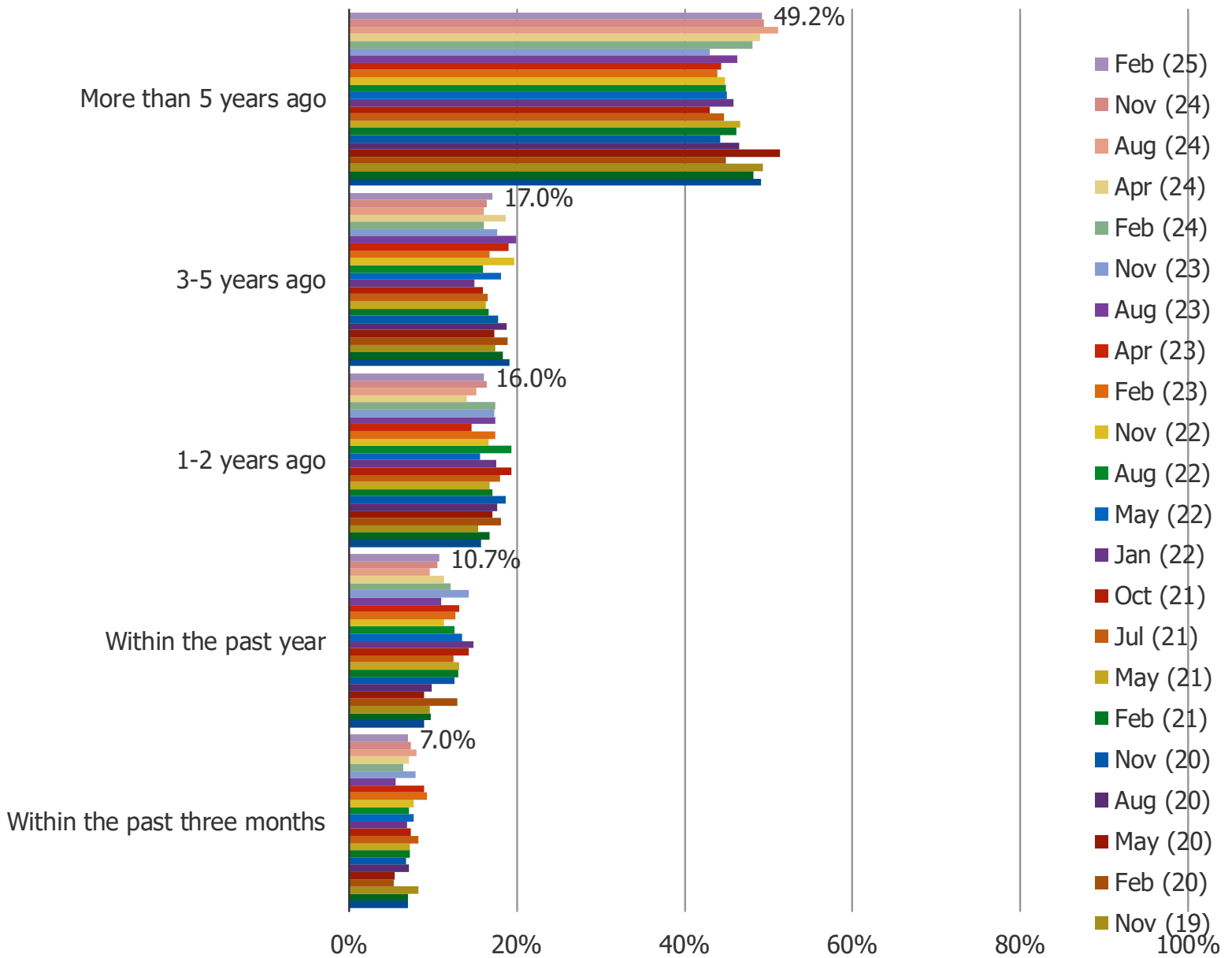
February 2025



# FURNITURE PURCHASING TRENDS

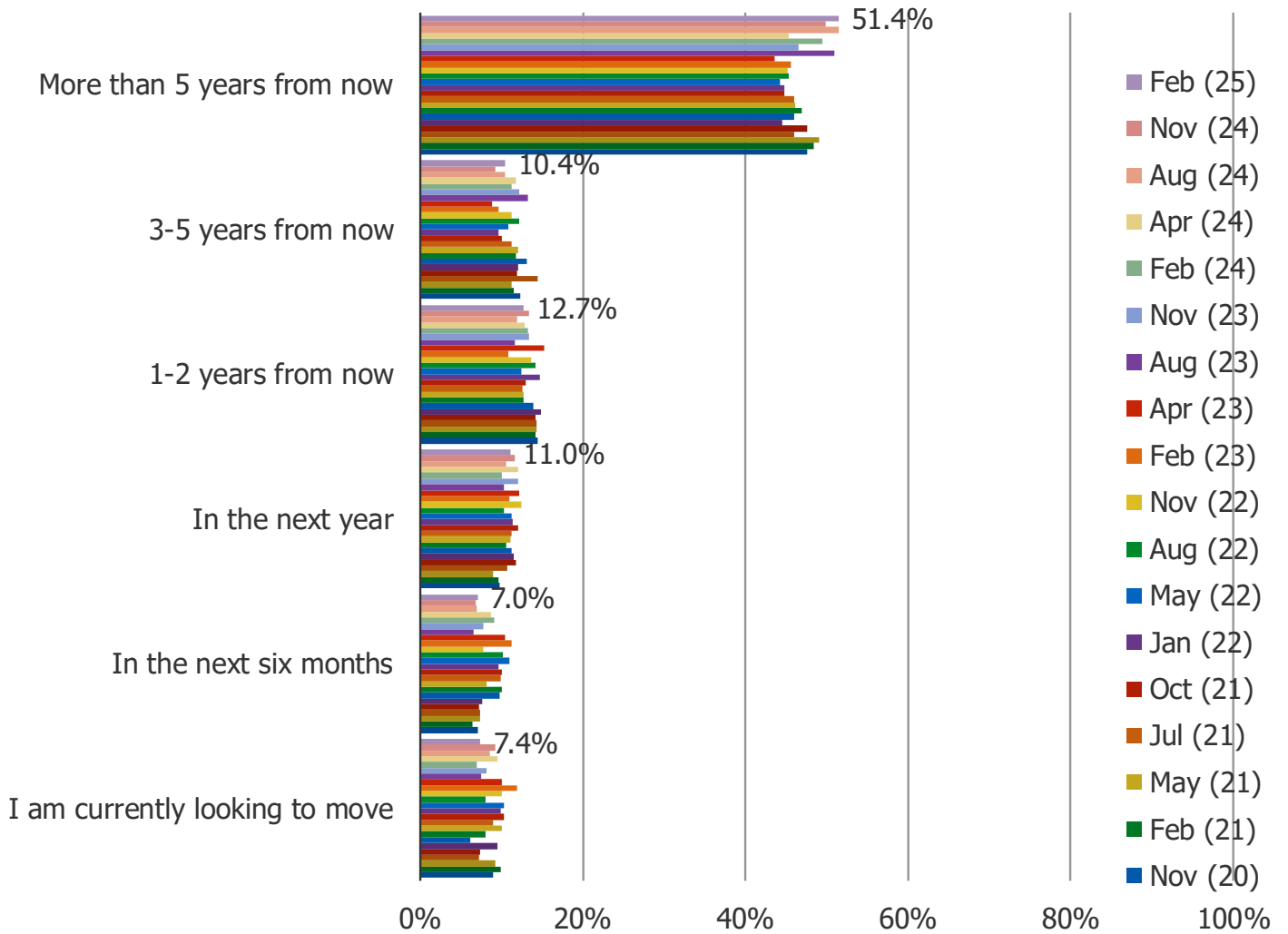
WHEN IS THE LAST TIME YOU MOVED?

Posed to all respondents



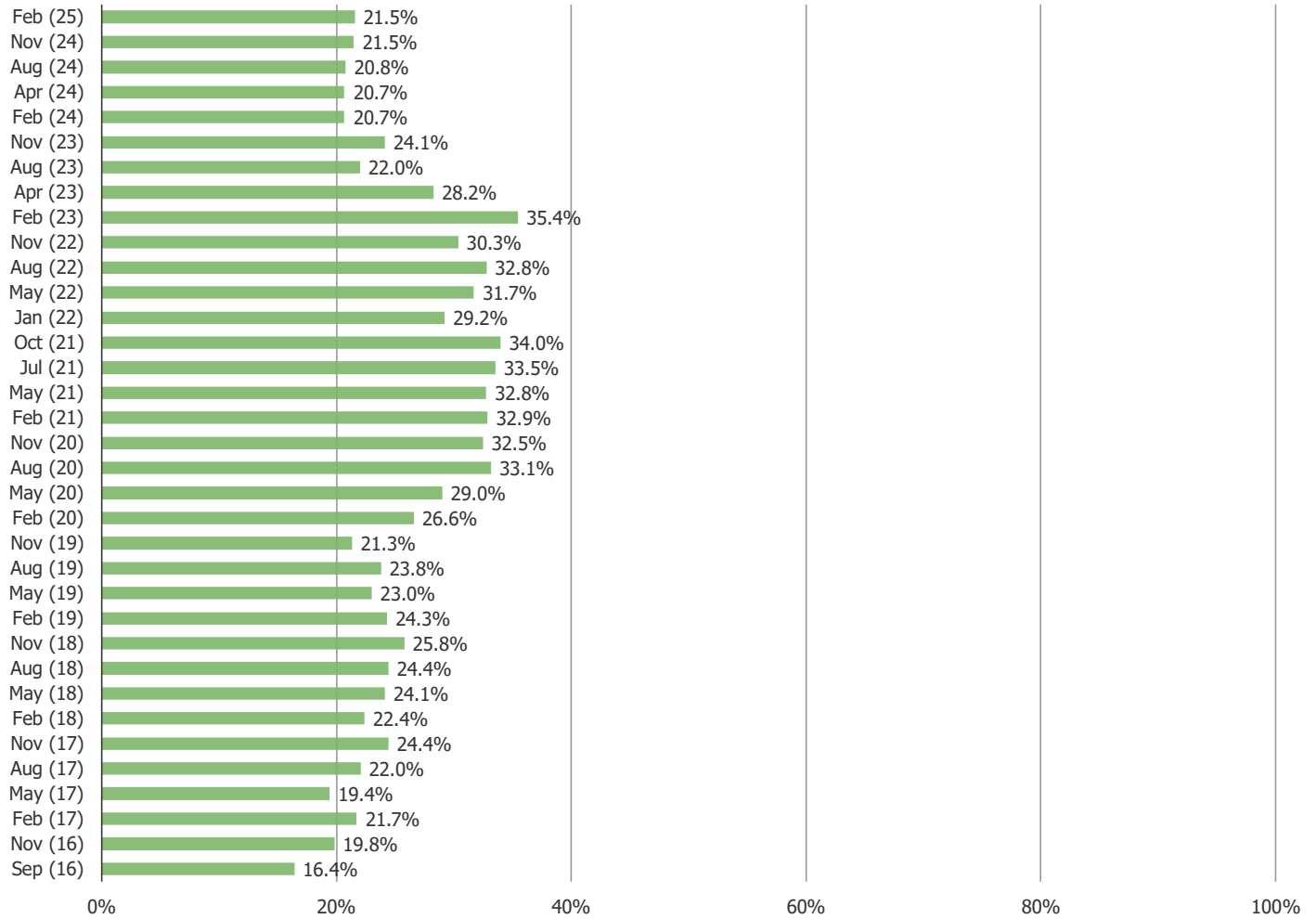
WHEN DO YOU EXPECT TO MOVE AGAIN?

Posed to all respondents



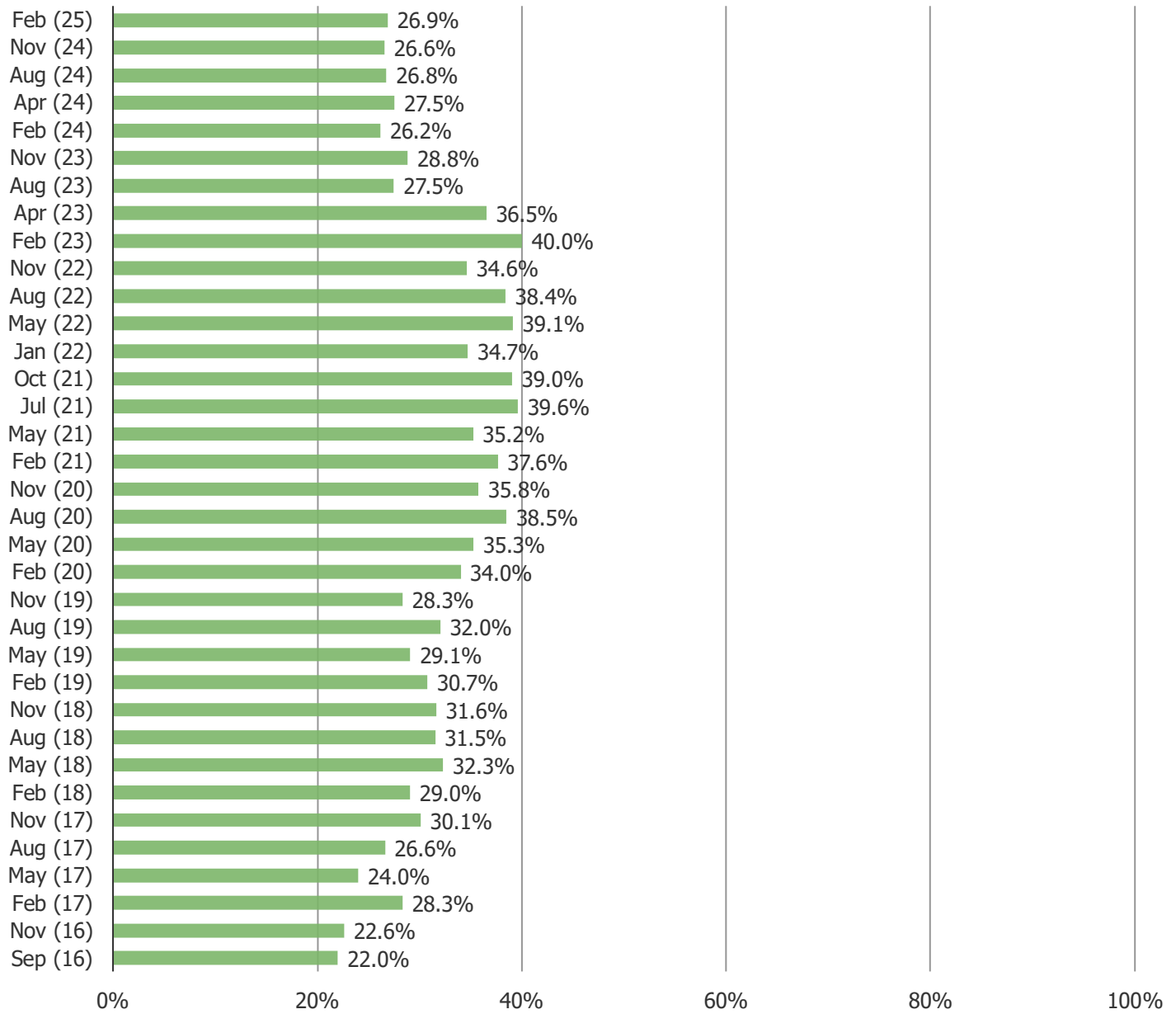
HAVE YOU RENOVATED OR REMODELED YOUR HOME IN THE PAST SIX MONTHS?

Posed to all respondents



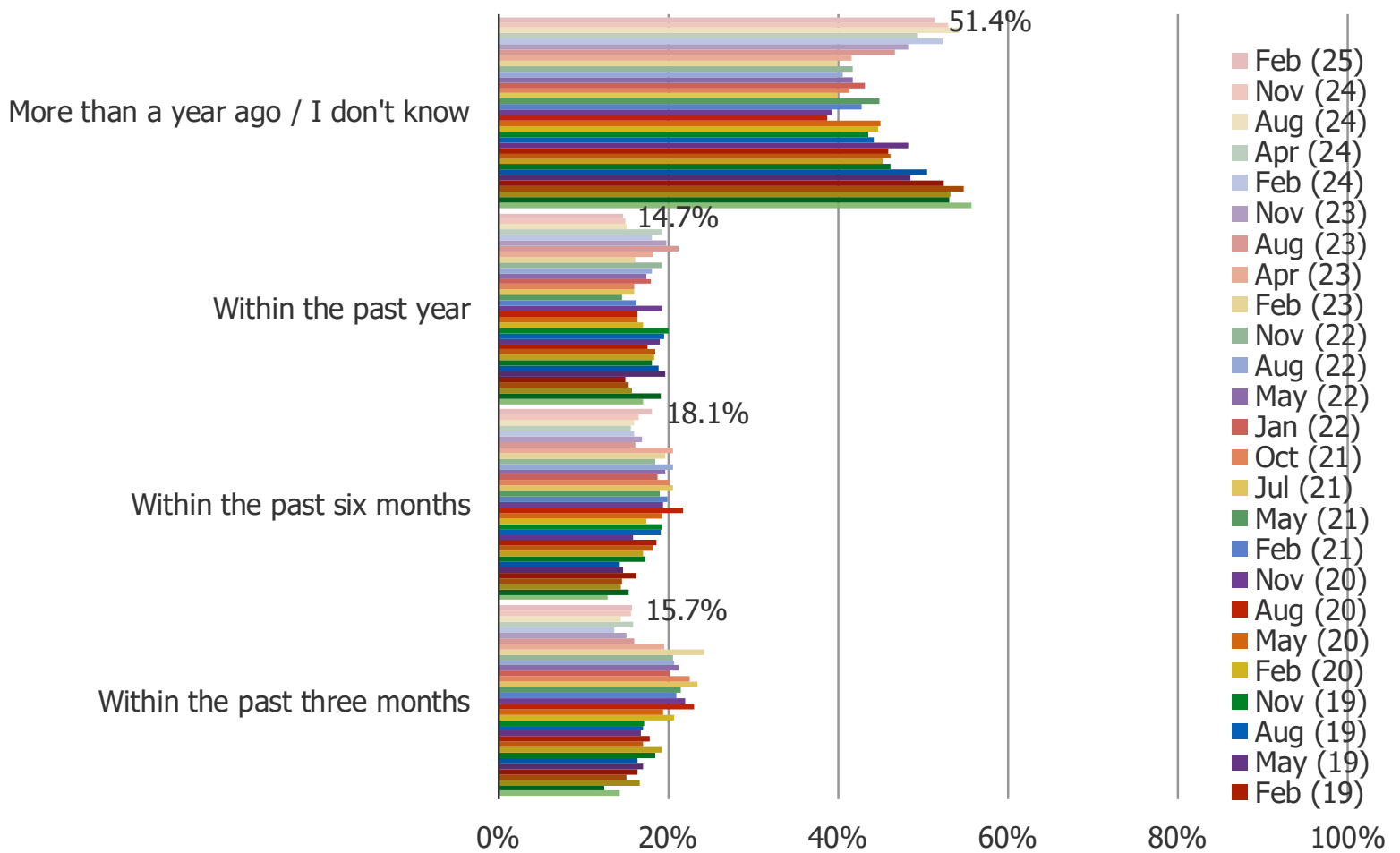
DO YOU PLAN TO RENOVATE OR REMODEL YOUR HOME IN THE NEXT FEW MONTHS?

Posed to all respondents



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

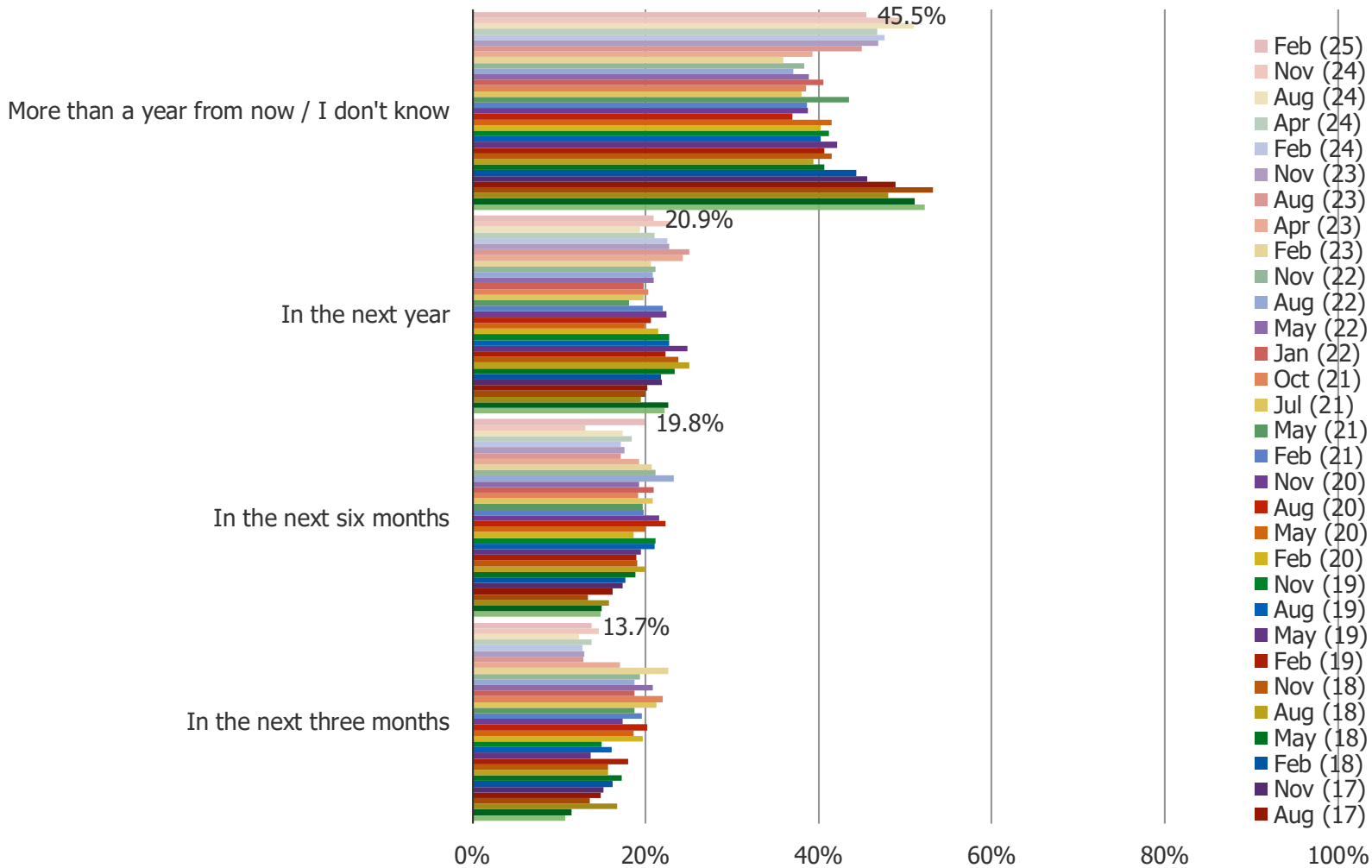
Posed to all respondents





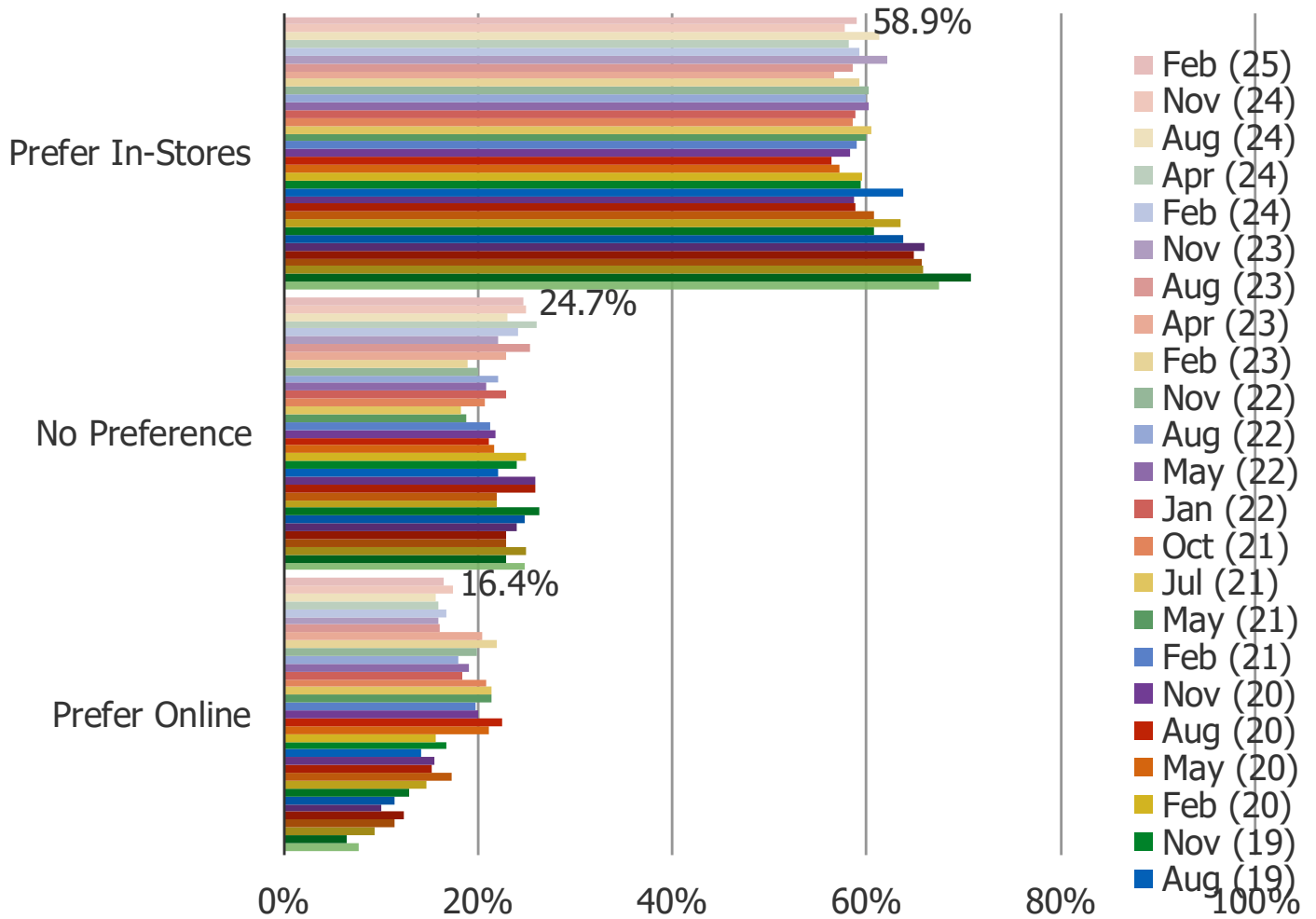
WHEN DO YOU EXPECT TO BUY FURNITURE FOR YOUR HOME NEXT?

Posed to all respondents



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

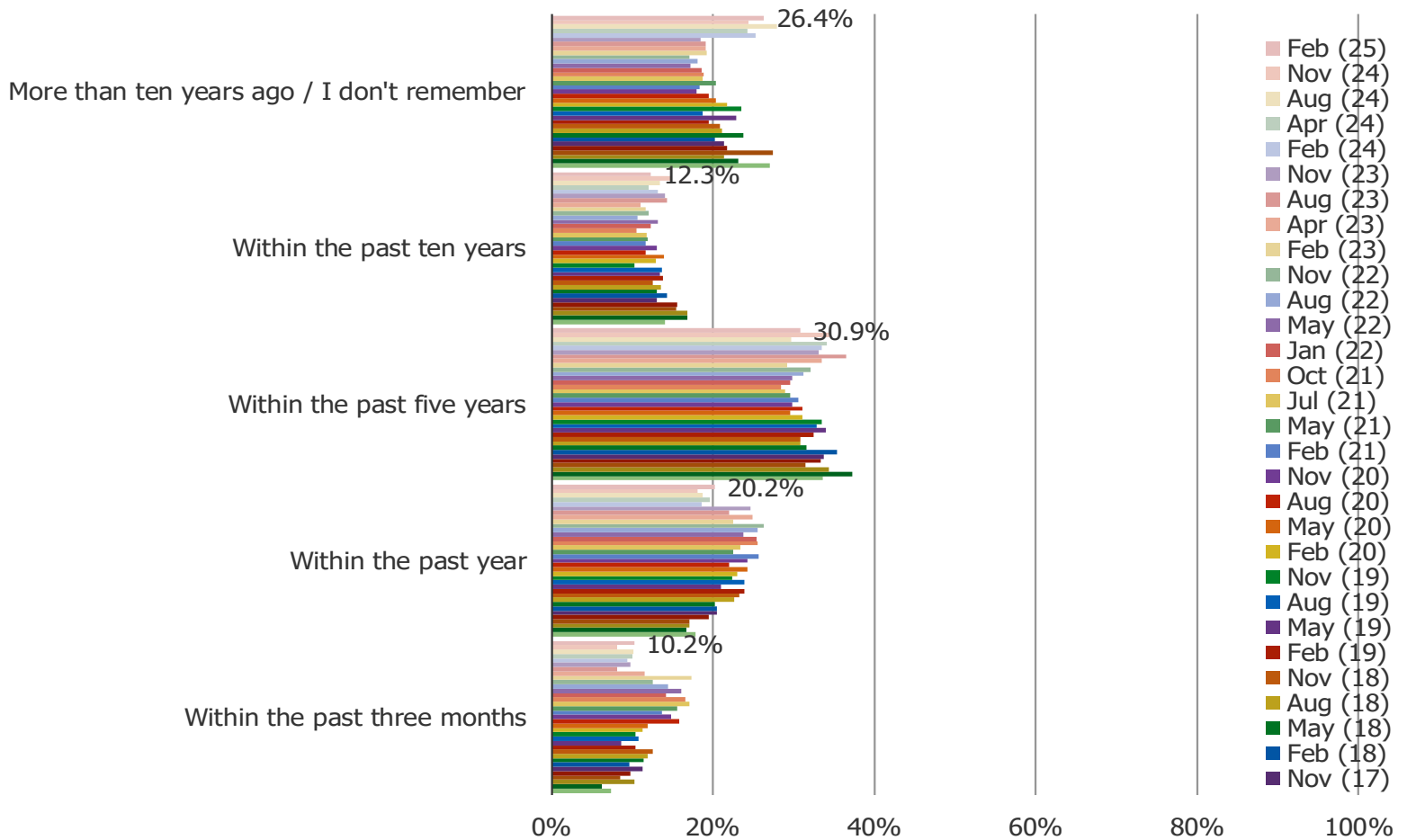
Posed to all respondents



## MATTRESSES PURCHASE ACTIVITY

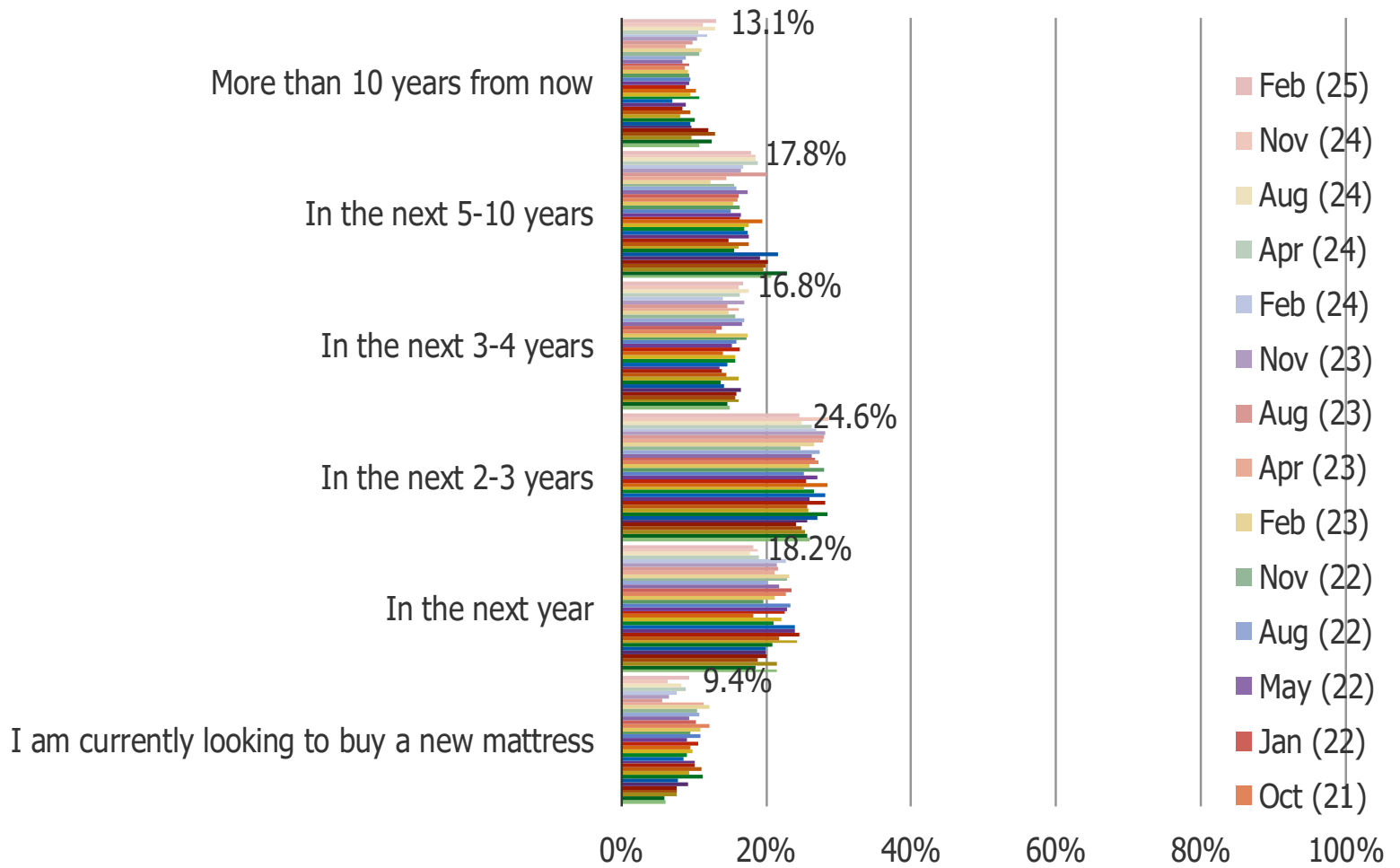
LAST TIME PURCHASED A MATTRESS

Posed to all respondents



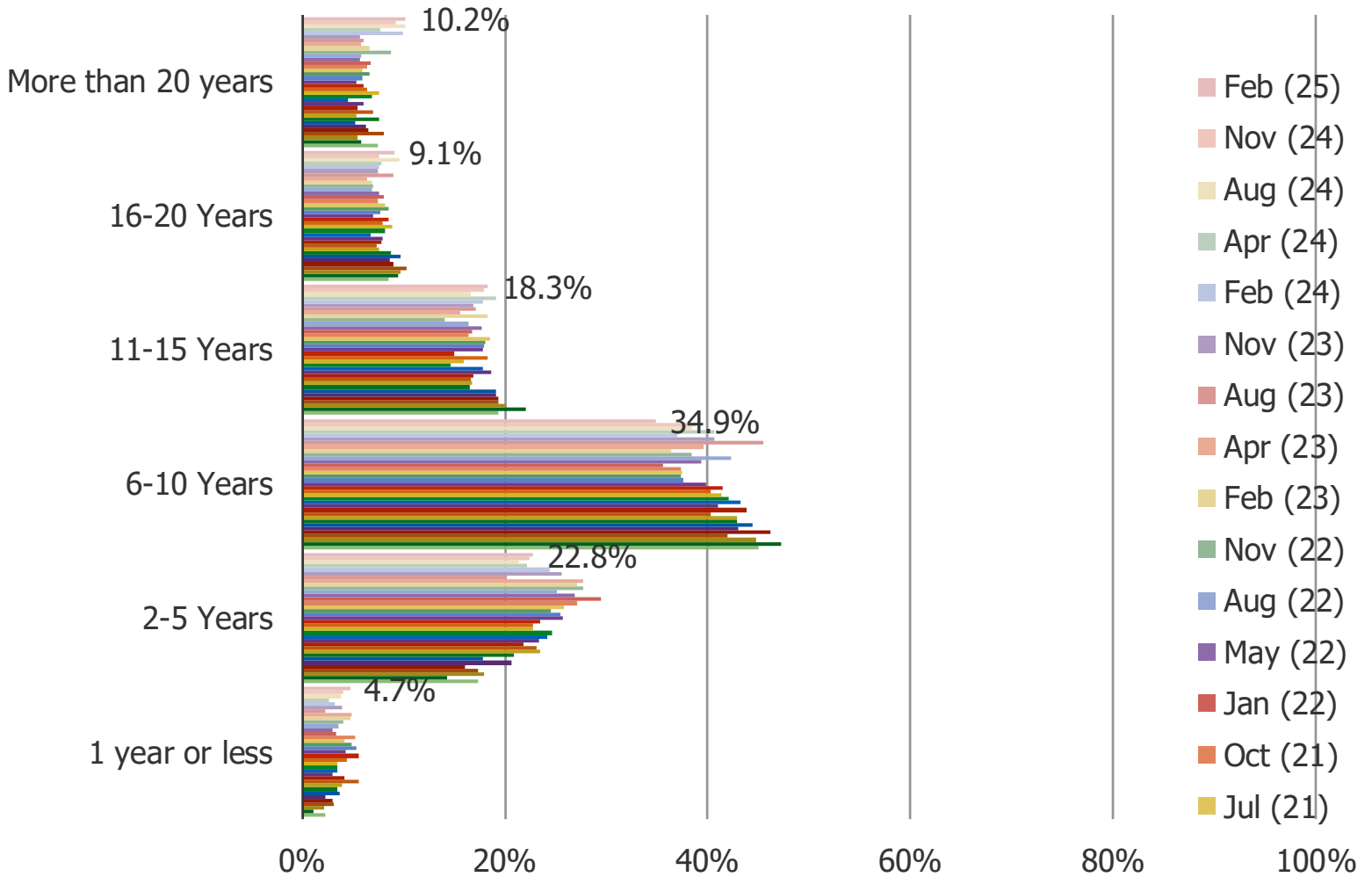
WHEN DO YOU EXPECT TO GET A NEW MATTRESS?

Posed to all respondents



HOW LONG DO YOU BELIEVE MATTRESSES SHOULD LAST?

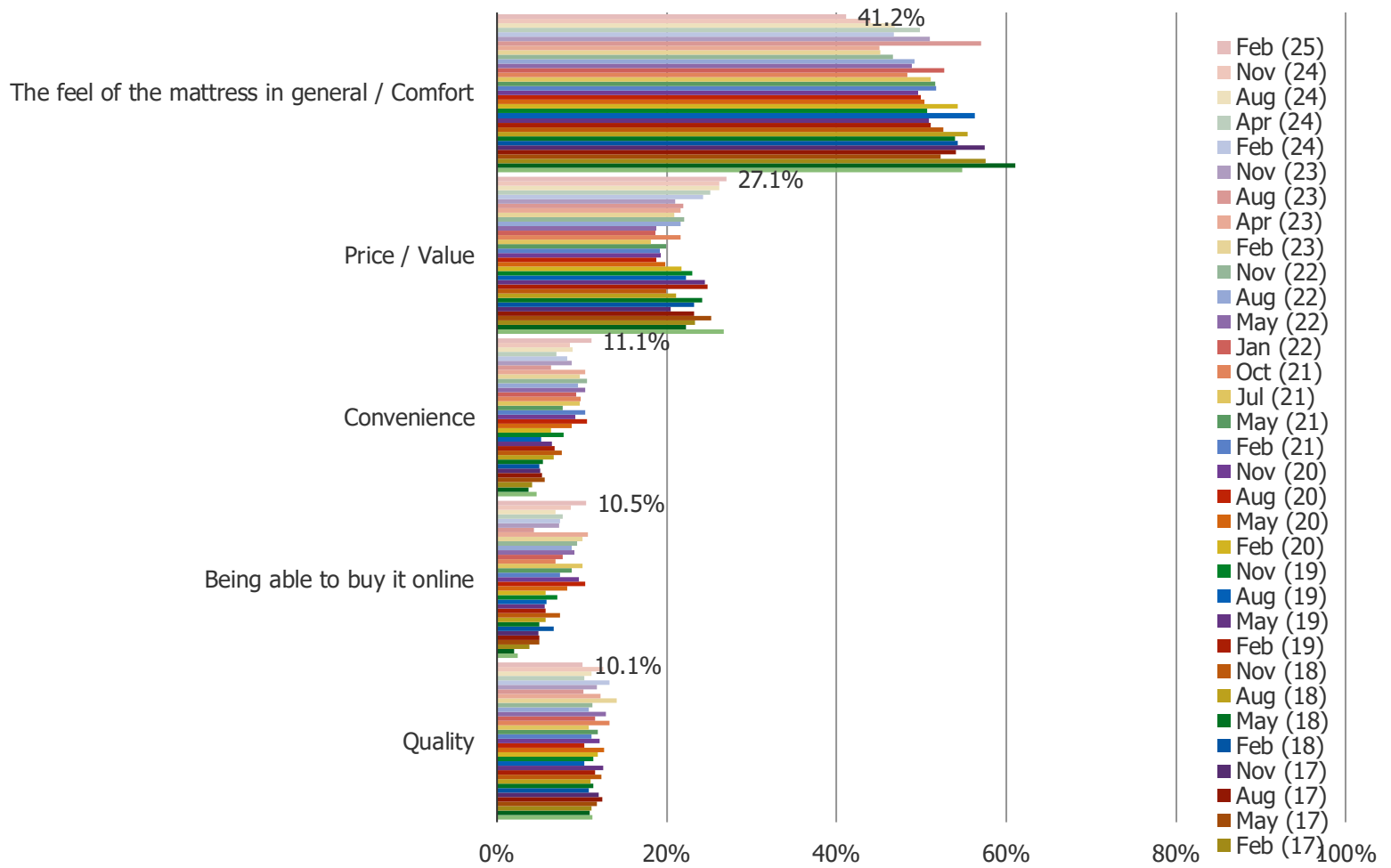
Posed to all respondents



## CATALYSTS / DECISION DRIVERS

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

Posed to all respondents

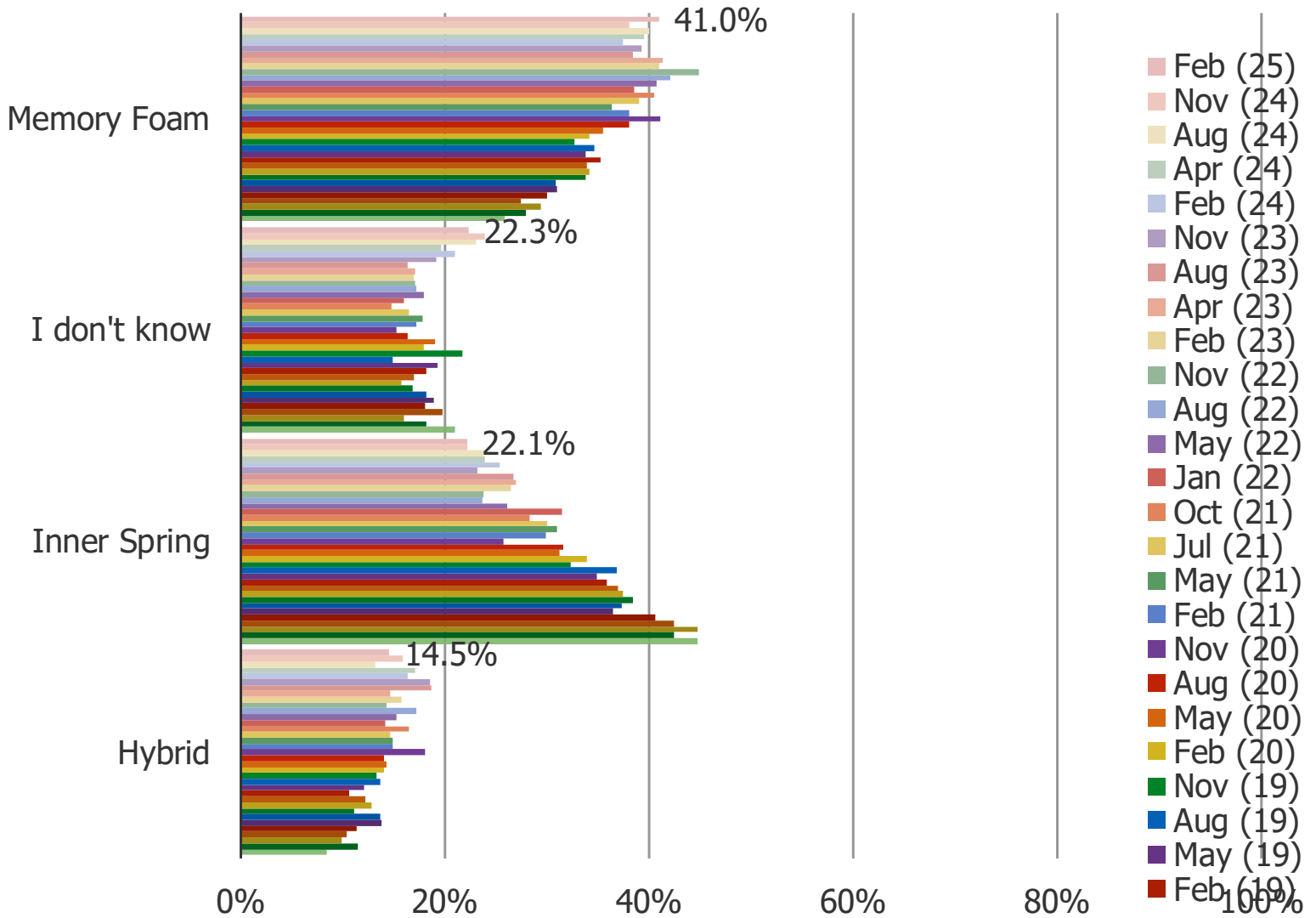




## MEMORY FOAM VS. INNER SPRING

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

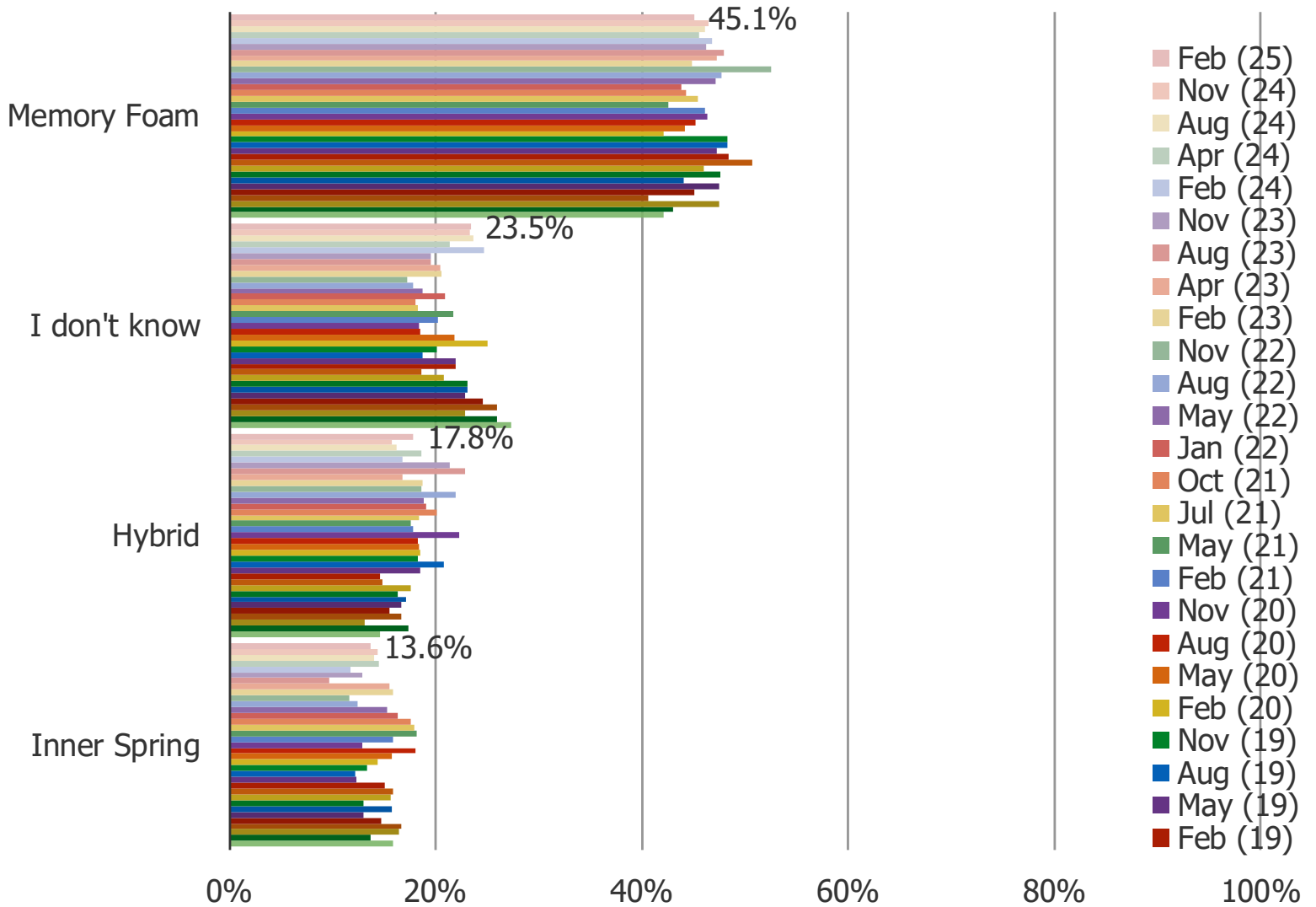
Posed to all respondents



Mattresses and Furniture

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

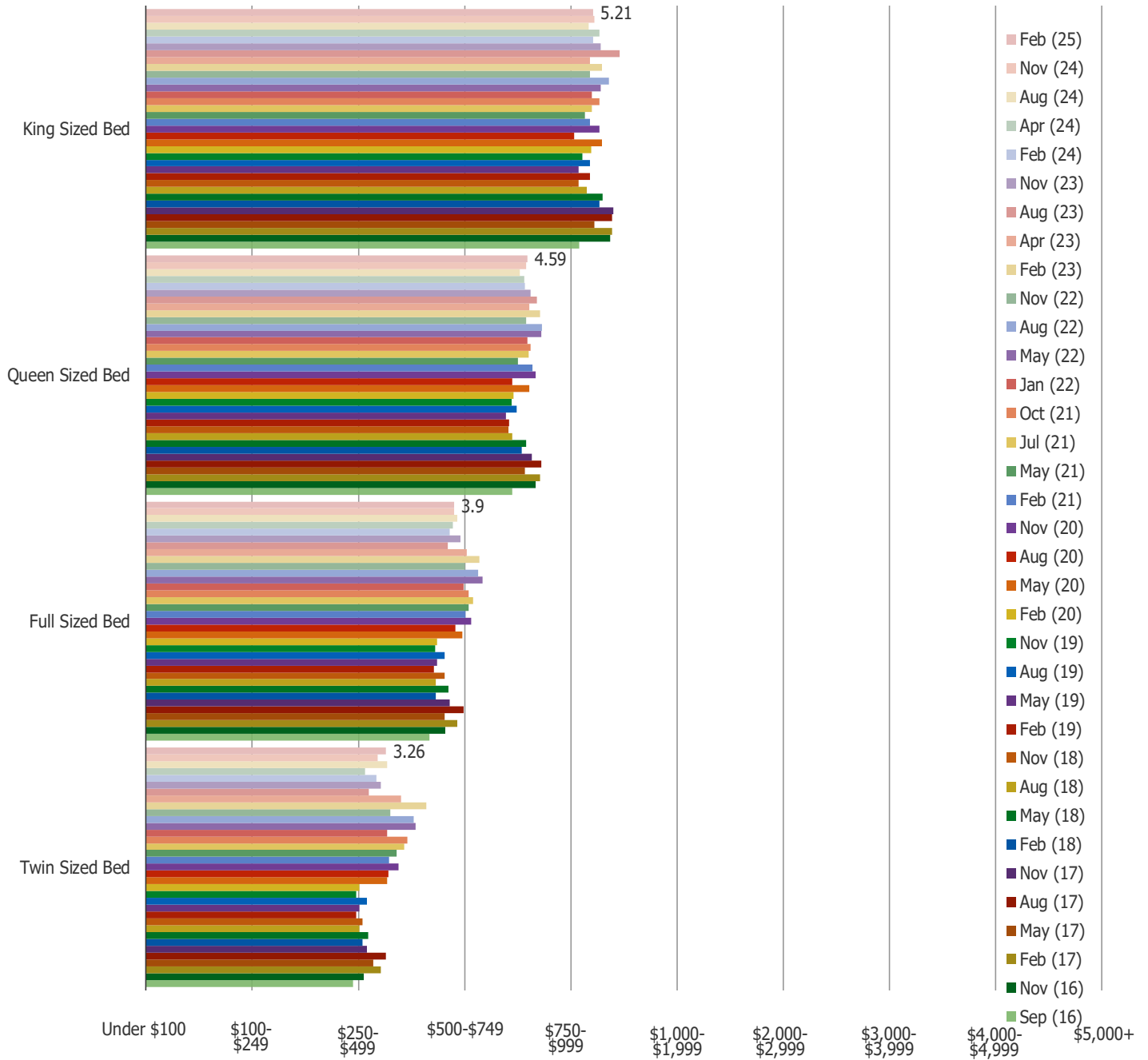
Posed to all respondents



## PRICE EXPECTATIONS

EXPECTATIONS FOR SPENDING ON MATTRESSES BY SIZE

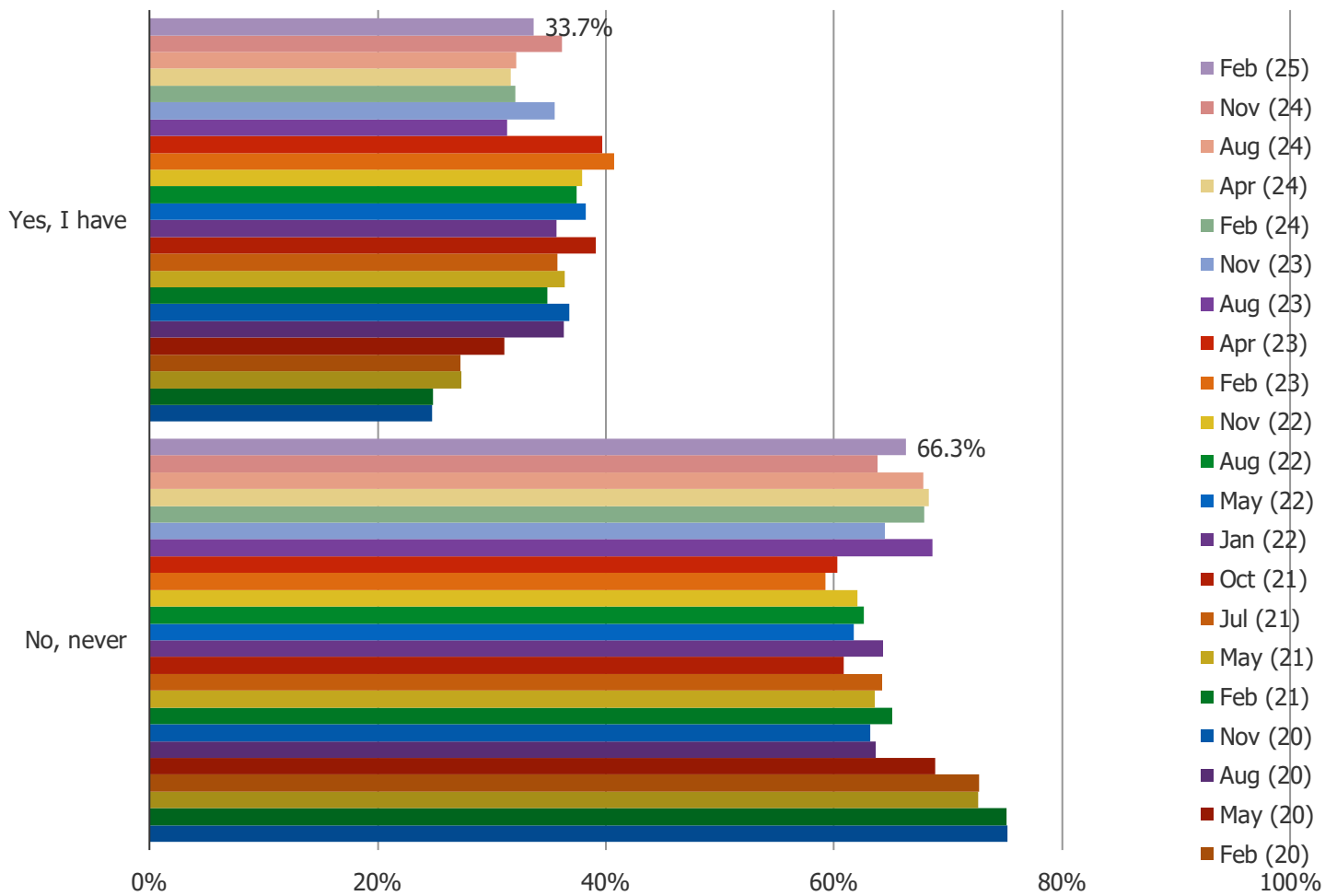
Posed to all respondents



## IN-STORE VS. ONLINE

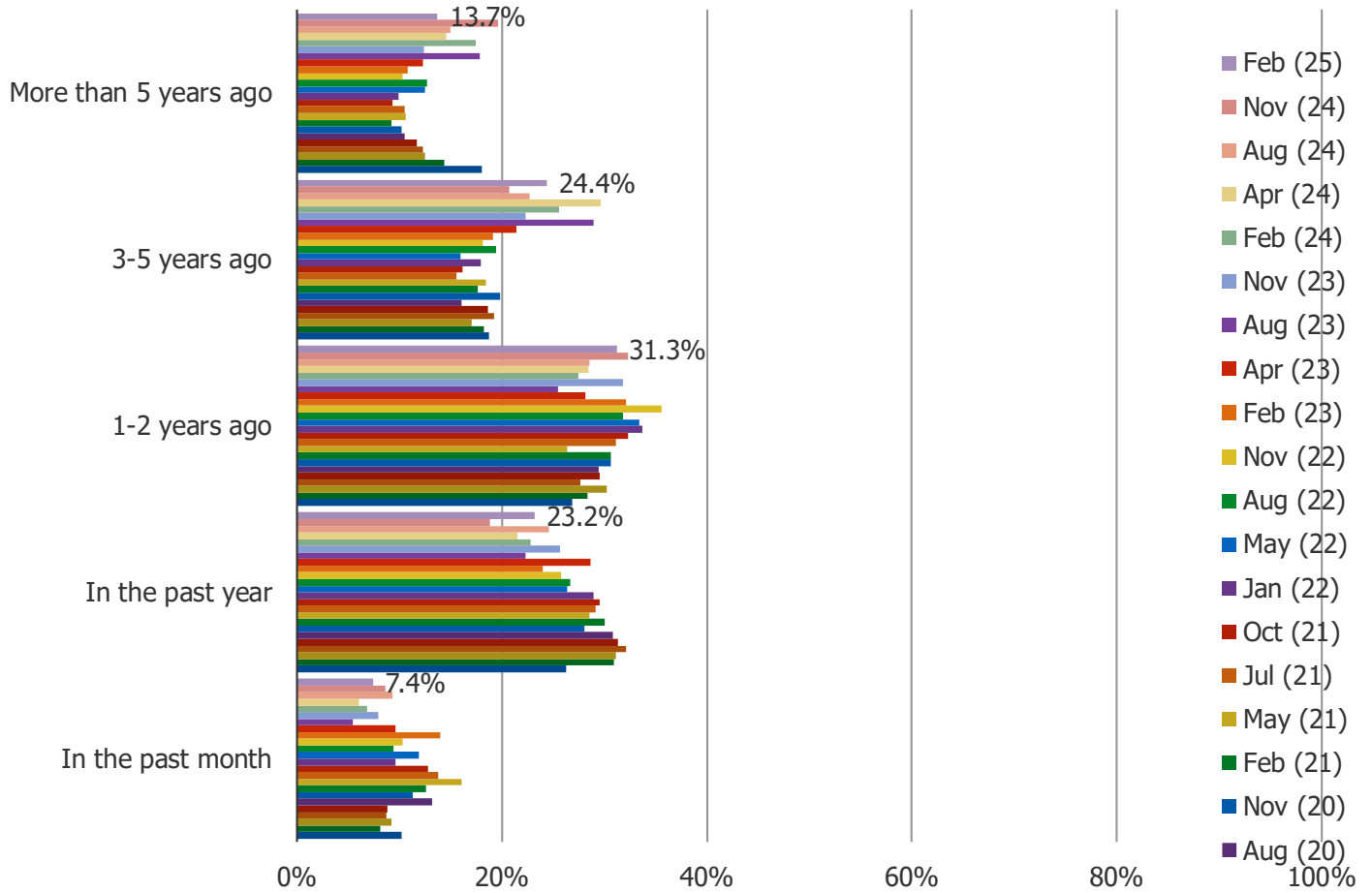
HAVE YOU EVER ORDERED A MATTRESS ONLINE? (IE. A BED-IN-A-BOX MATTRESS)

Posed to all respondents



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

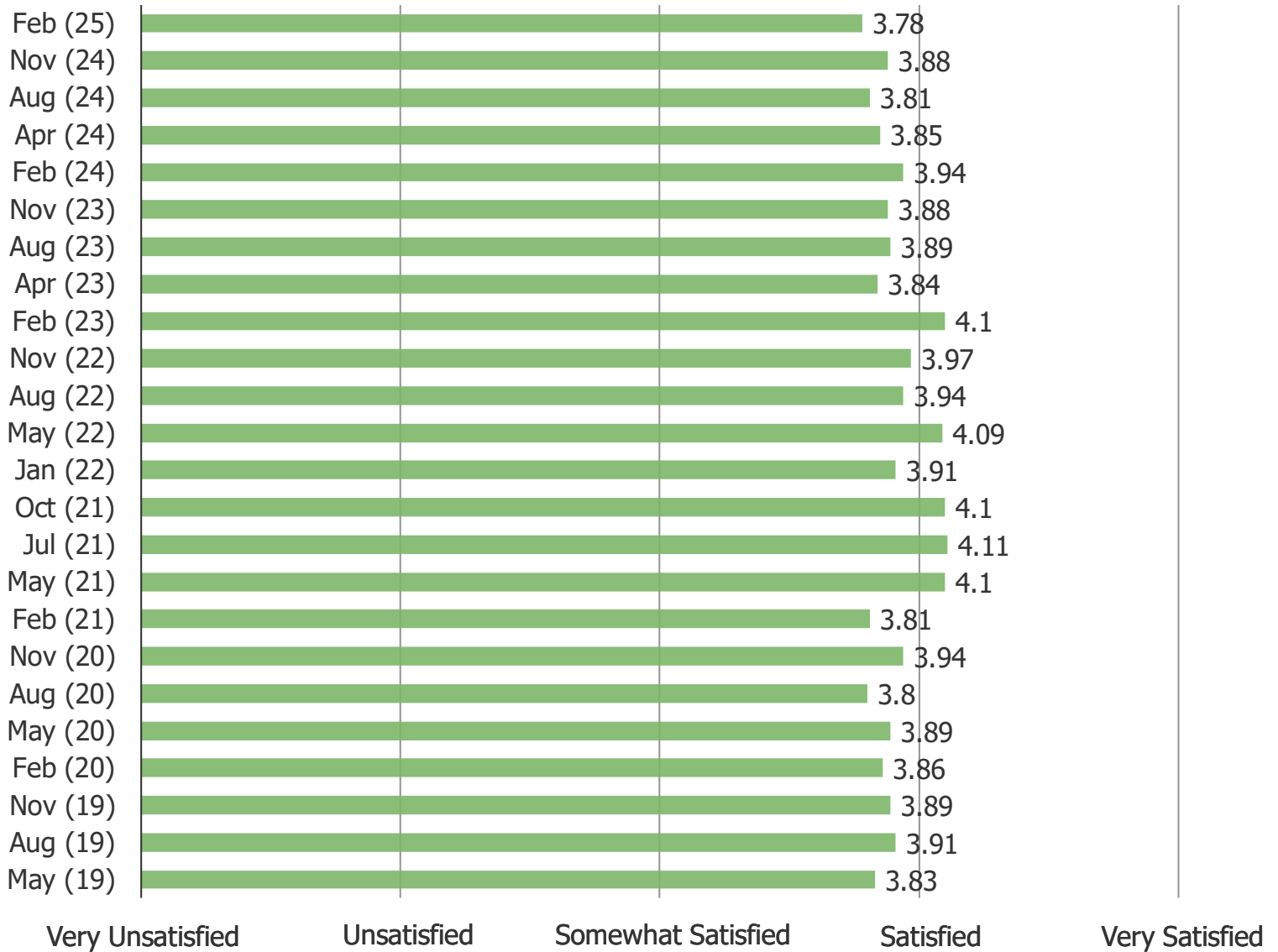
Posed to respondents who have ordered a mattress online





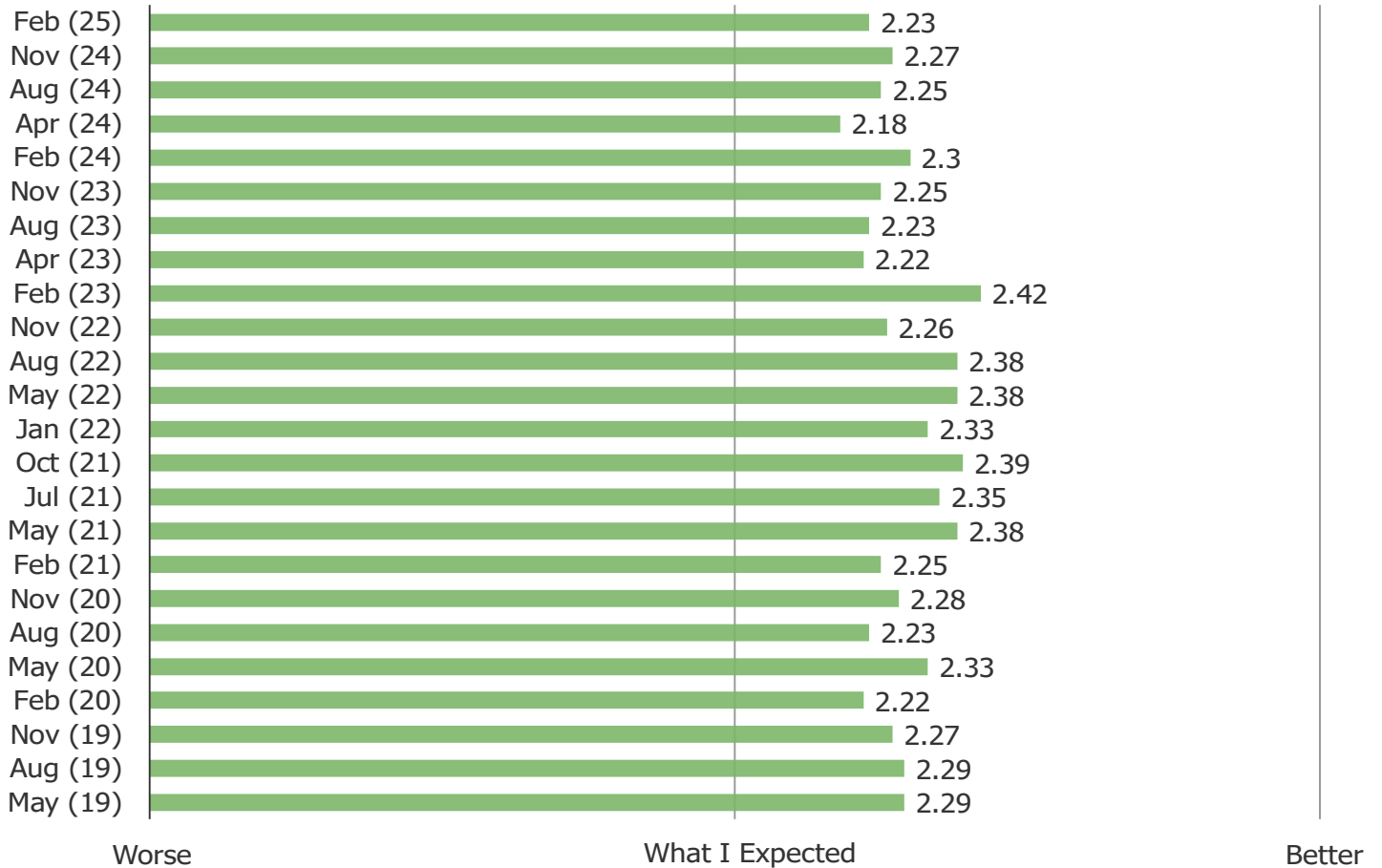
HOW SATISFIED ARE YOU WITH YOUR BED-IN-A-BOX MATTRESS?

Posed to respondents who have ordered a mattress online



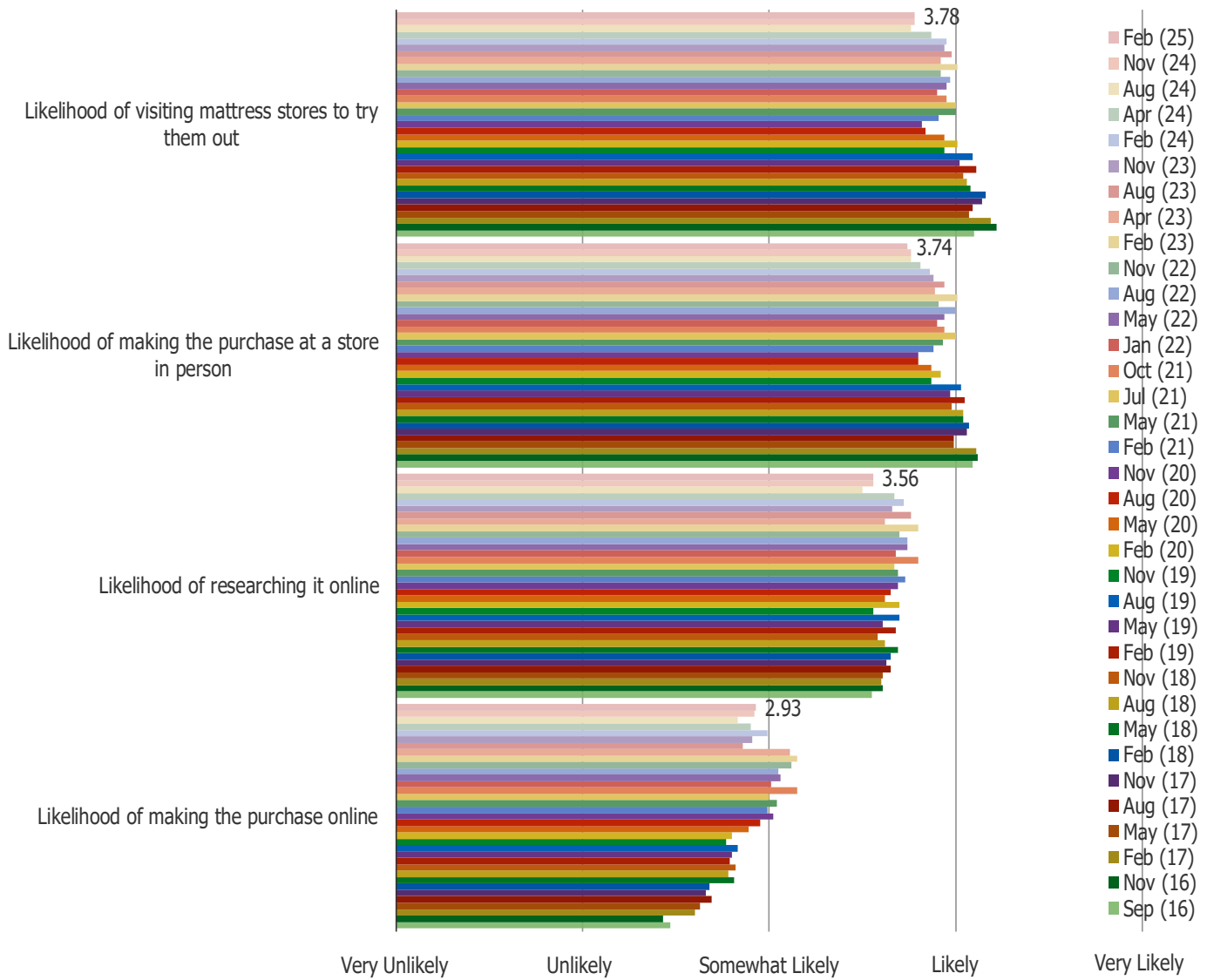
HOW IS THE MATTRESS HOLDING UP OVER TIME COMPARED TO YOUR EXPECTATIONS?

Posed to respondents who have ordered a mattress online



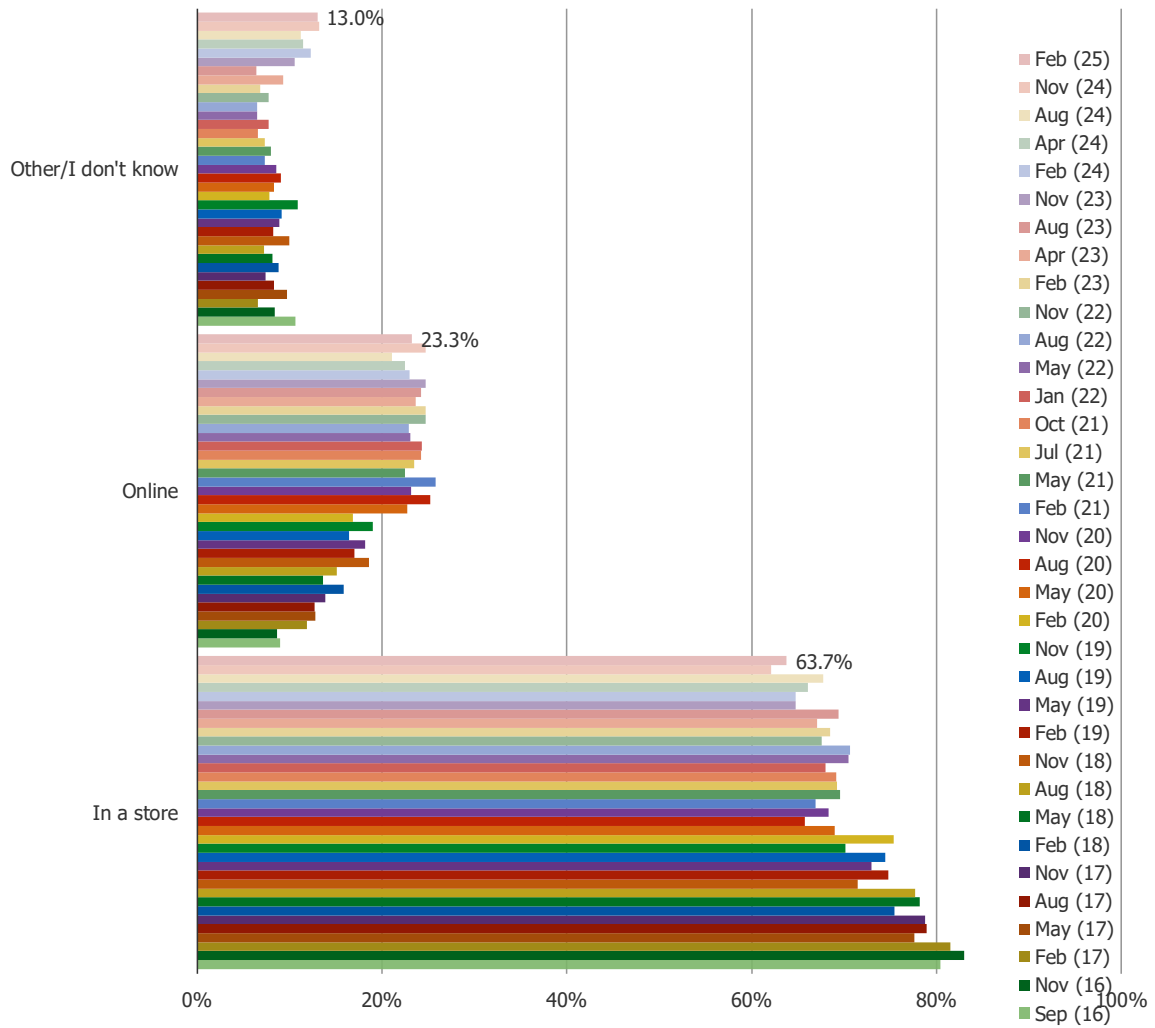
IF YOU NEEDED TO BUY A MATTRESS, HOW LIKELY WOULD YOU BE TO...

Posed to all respondents



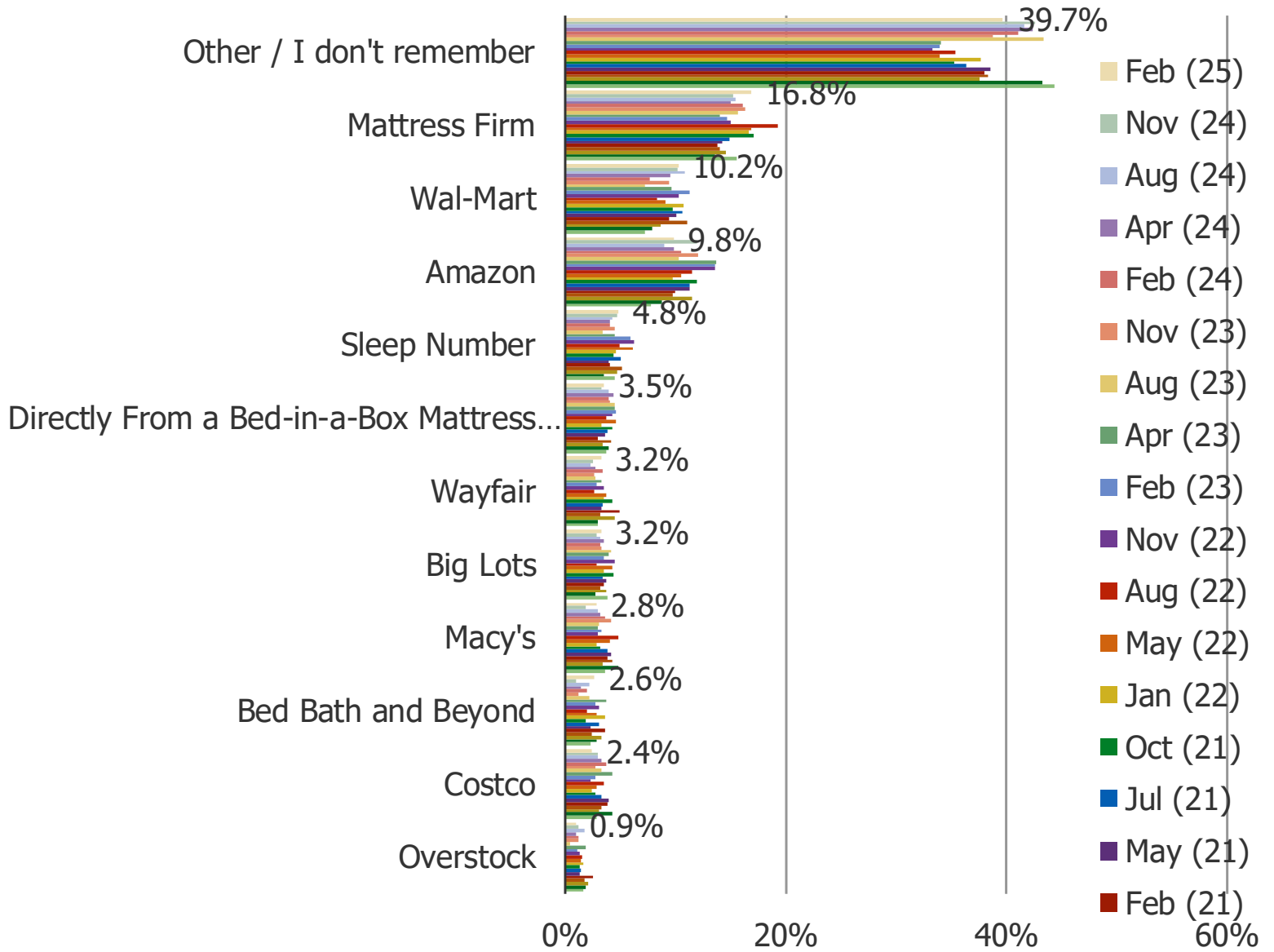
HOW DID YOU PURCHASE THE MOST RECENT MATTRESS THAT YOU BOUGHT?

Posed to all respondents



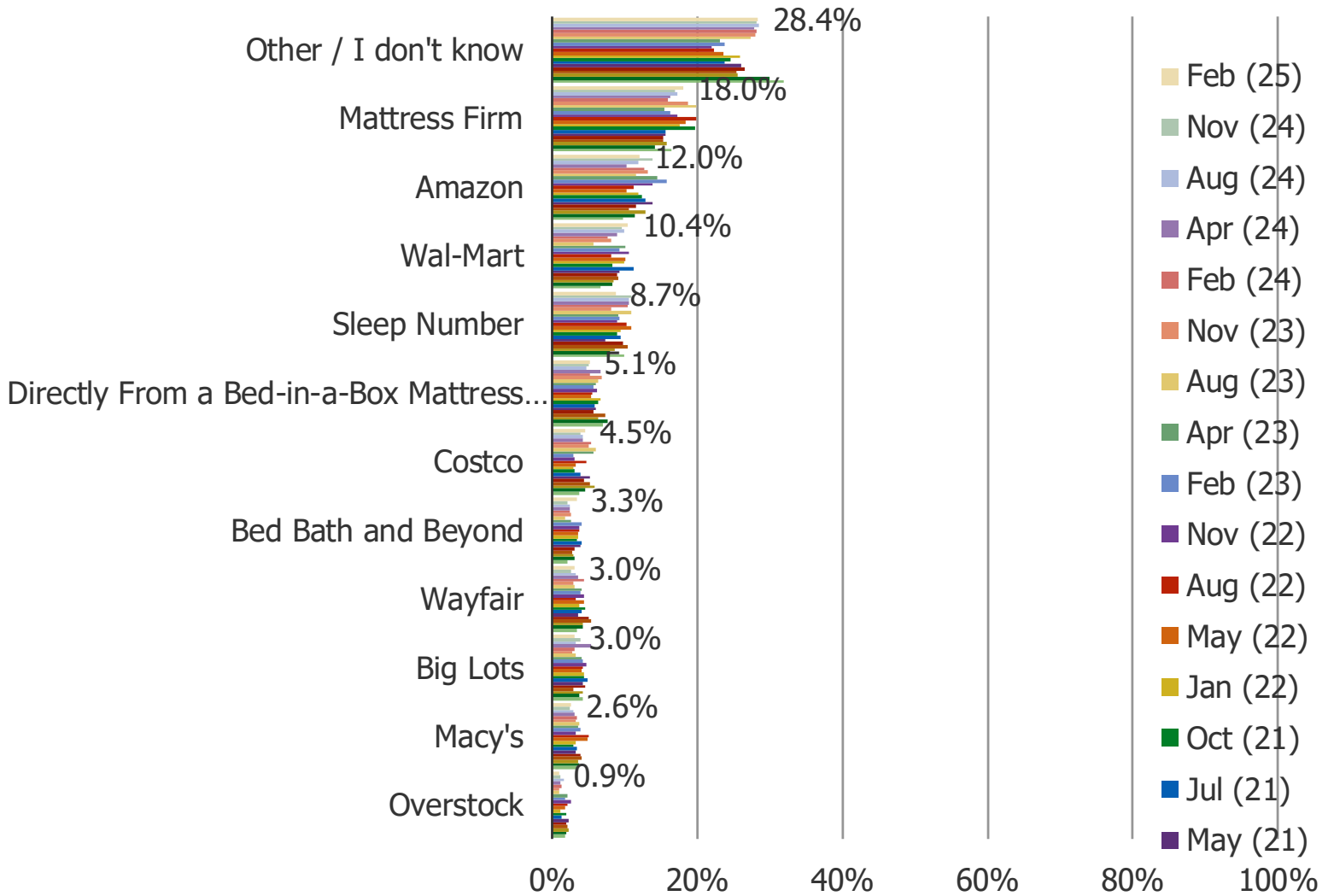
FROM WHICH STORE/WEBSITE DID YOU MAKE YOUR MOST RECENT MATTRESS PURCHASE?

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

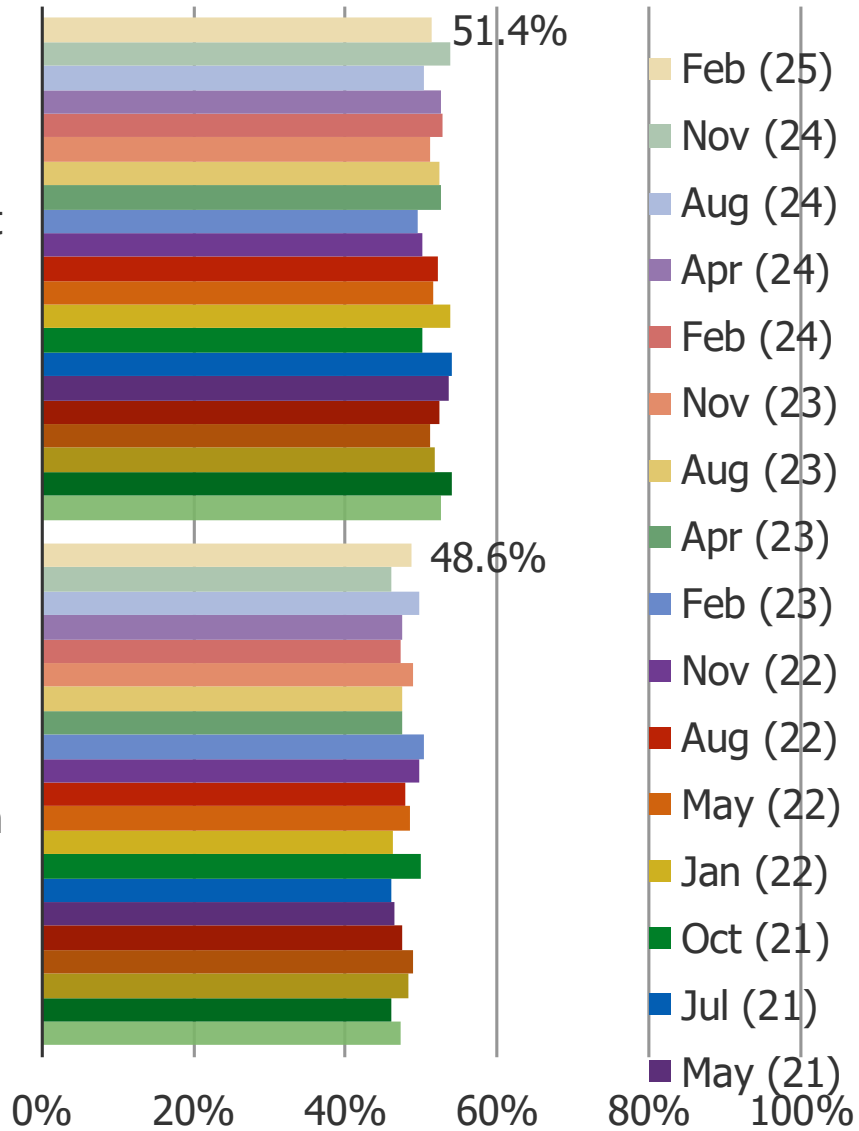


IF YOU NEEDED TO BUY A MATTRESS TODAY, HOW WOULD YOU BEGIN YOUR SEARCH?

Posed to all respondents

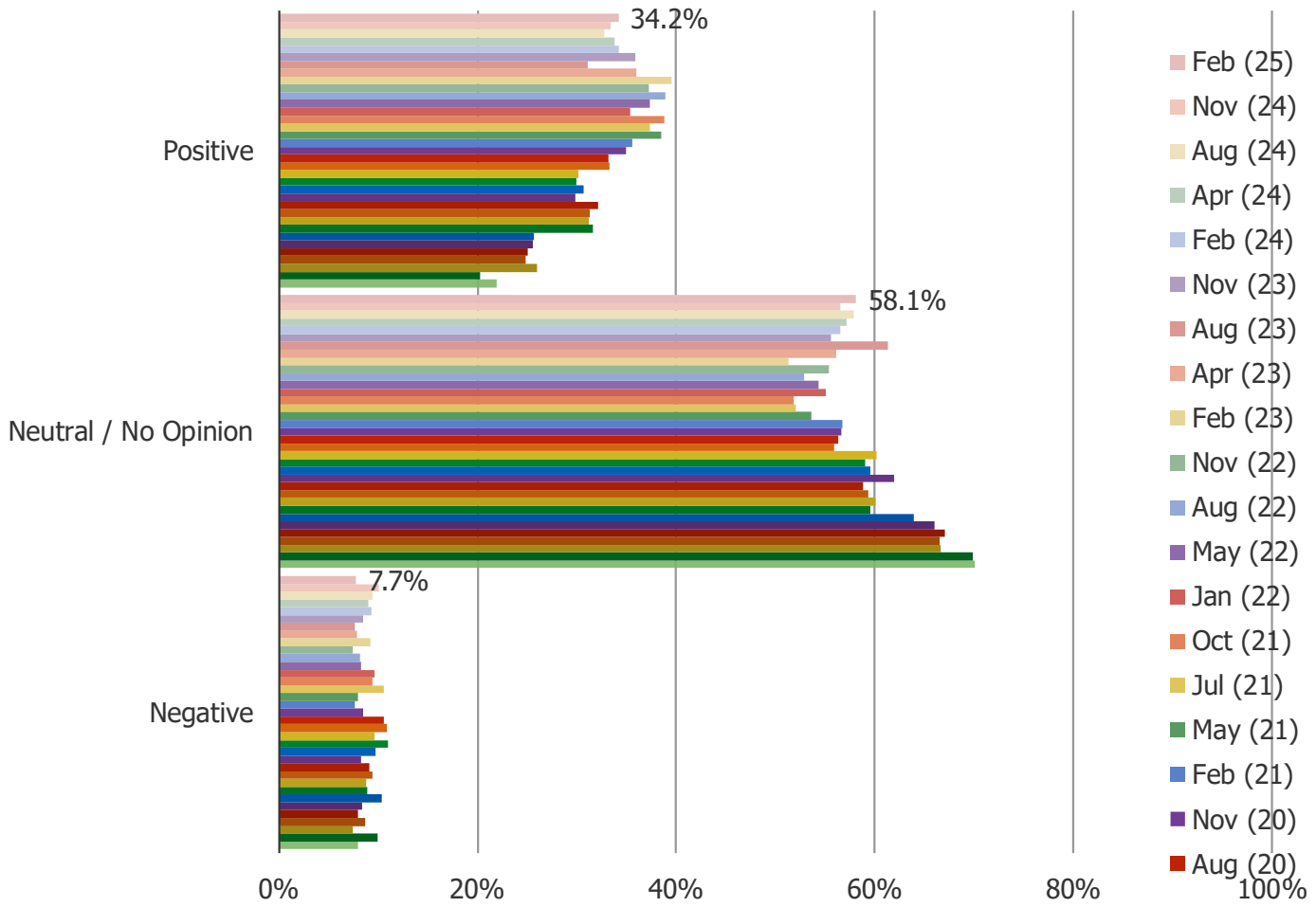
I would find a retailer that sells different mattress brands, and would then evaluate them and choose one

I would research which brand I wanted to buy, and then find a retailer I could buy it from or would buy it directly from the brand



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

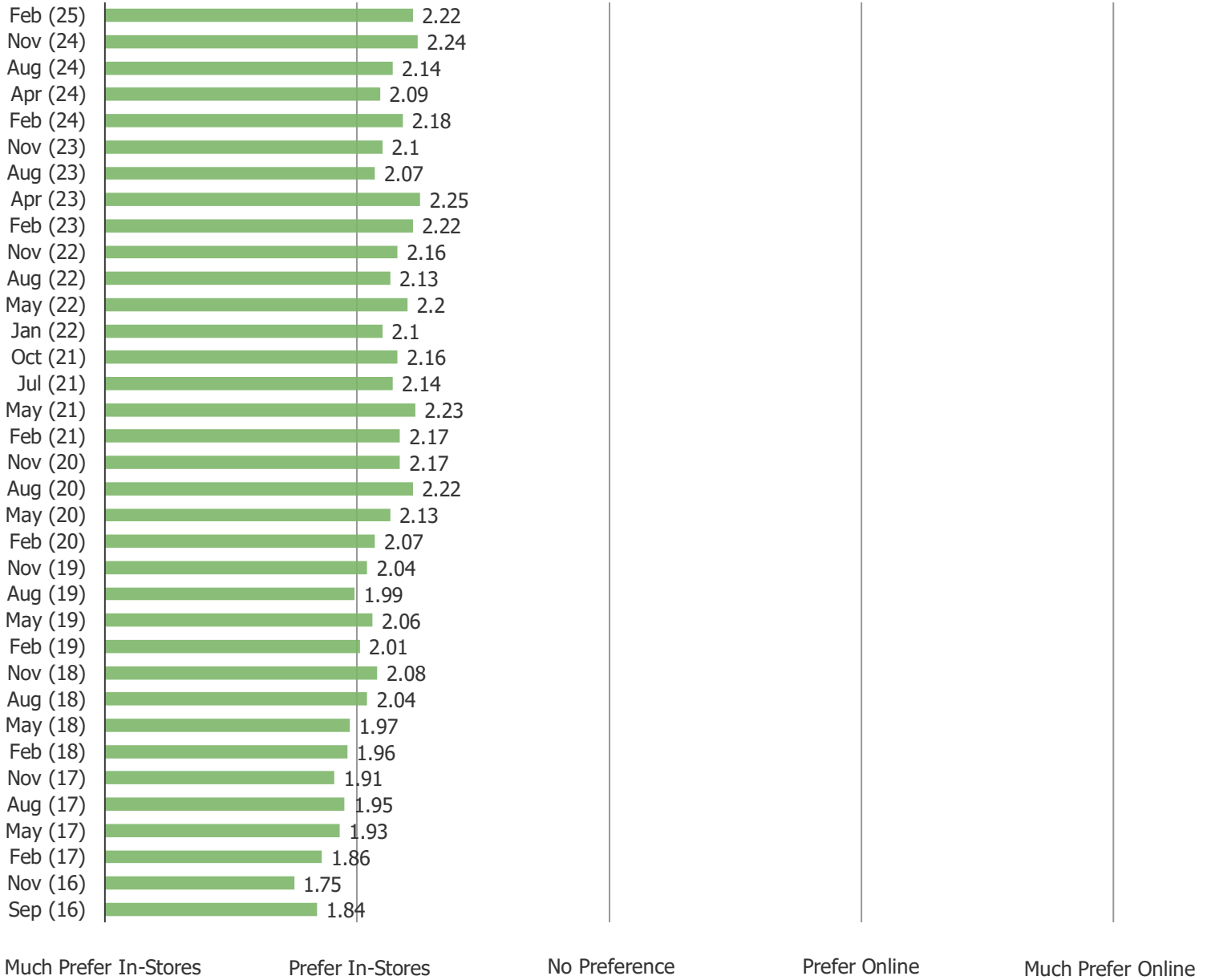
Posed to all respondents





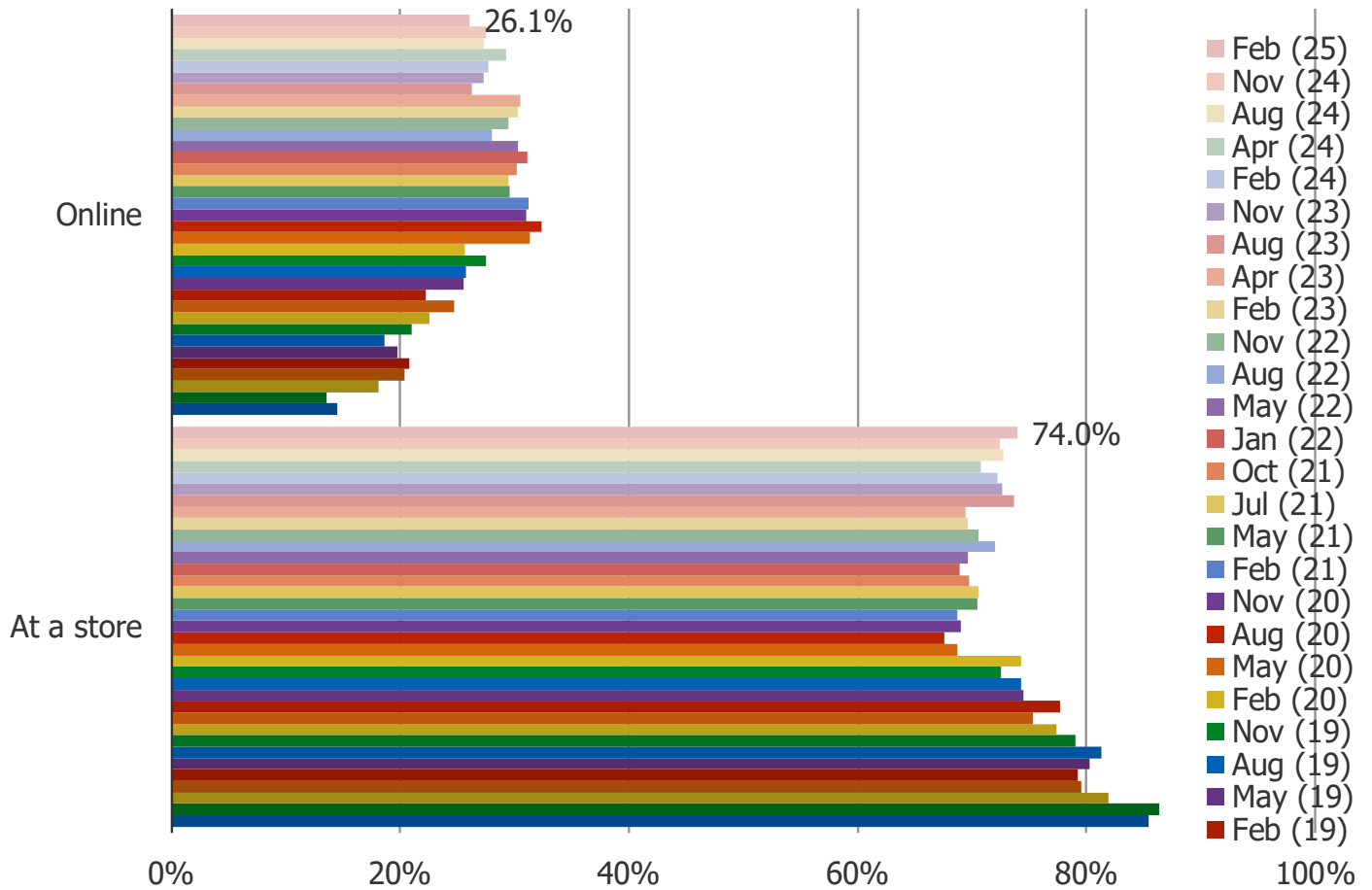
PREFERRED METHOD FOR MATTRESS SHOPPING

Posed to all respondents



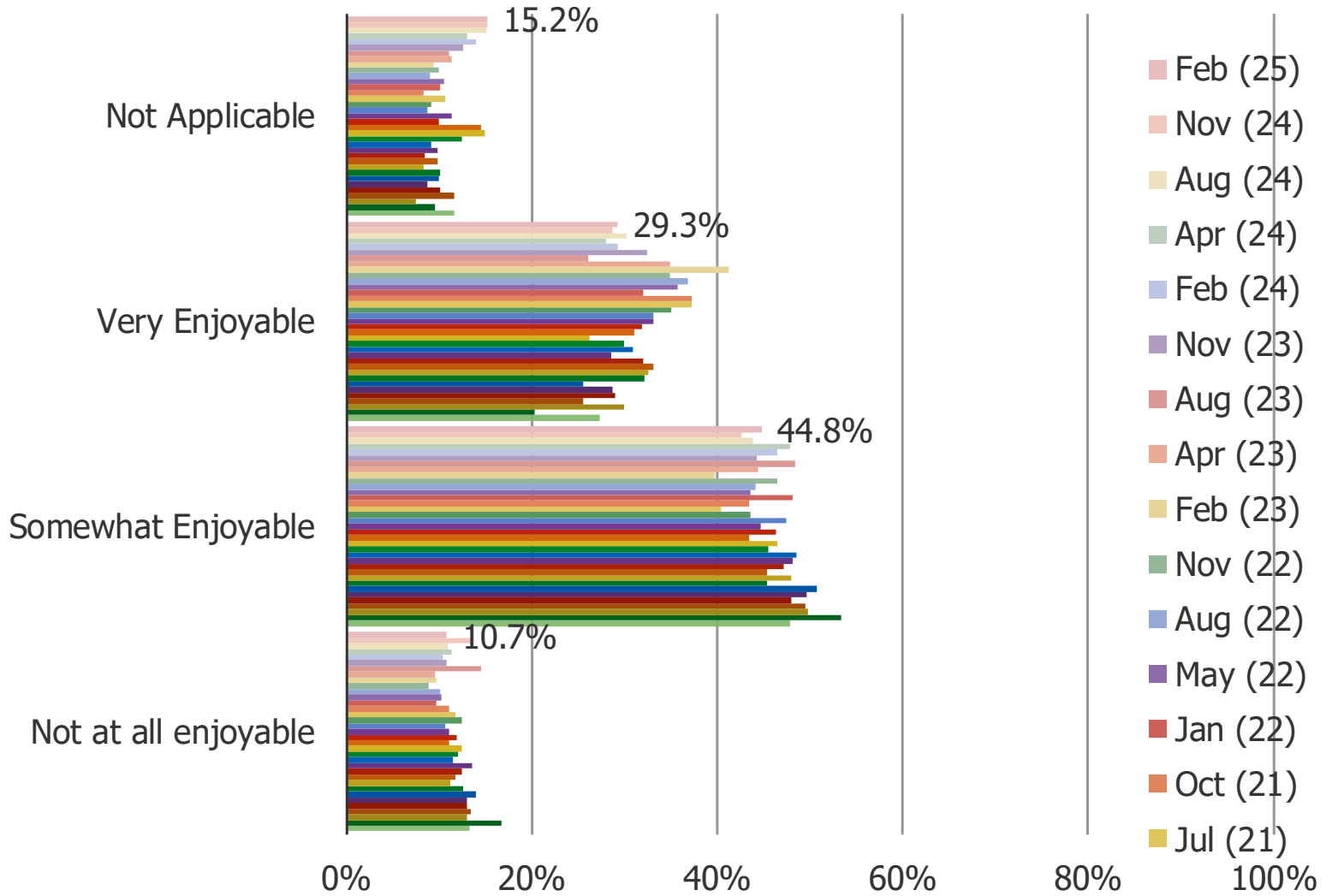
WHEN IT IS TIME TO GET A NEW MATTRESS, DO YOU THINK YOU WILL BUY IT AT A STORE OR ONLINE?

Posed to all respondents



HOW ENJOYABLE DID YOU FIND THE MATTRESS BUYING PROCESS?

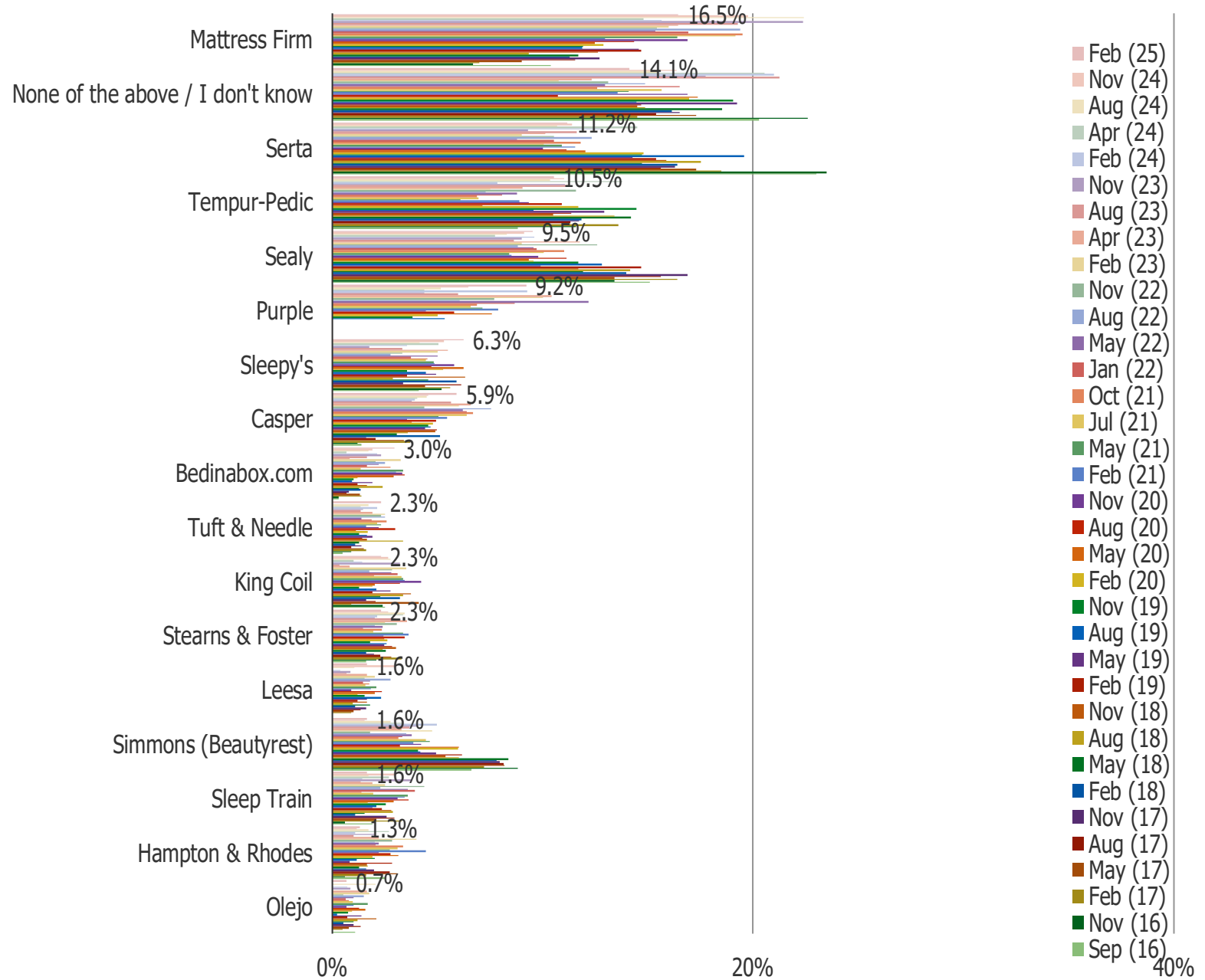
Posed to all respondents



## COMPETITIVE DYNAMICS

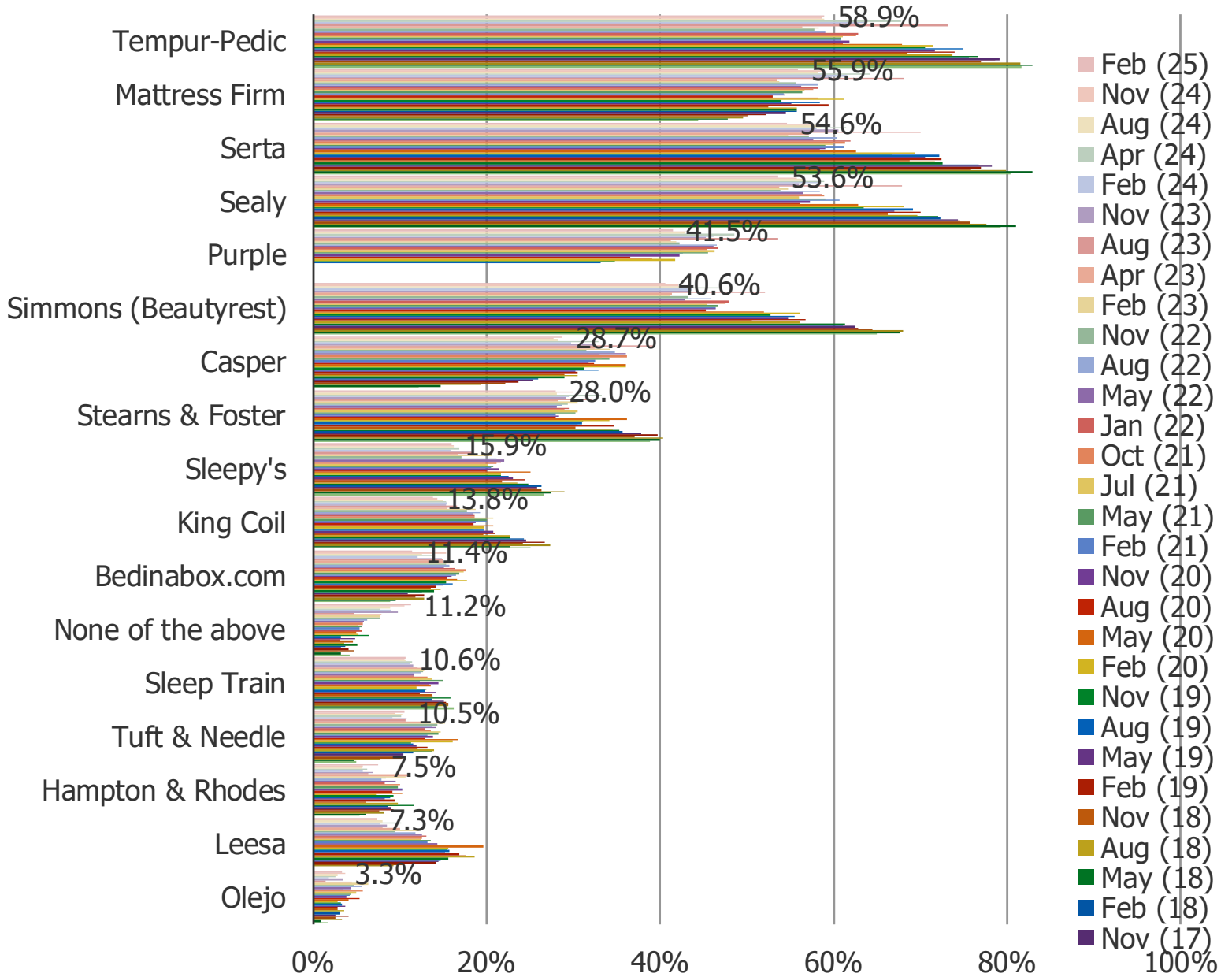
WHICH BRAND DID YOU PURCHASE?

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



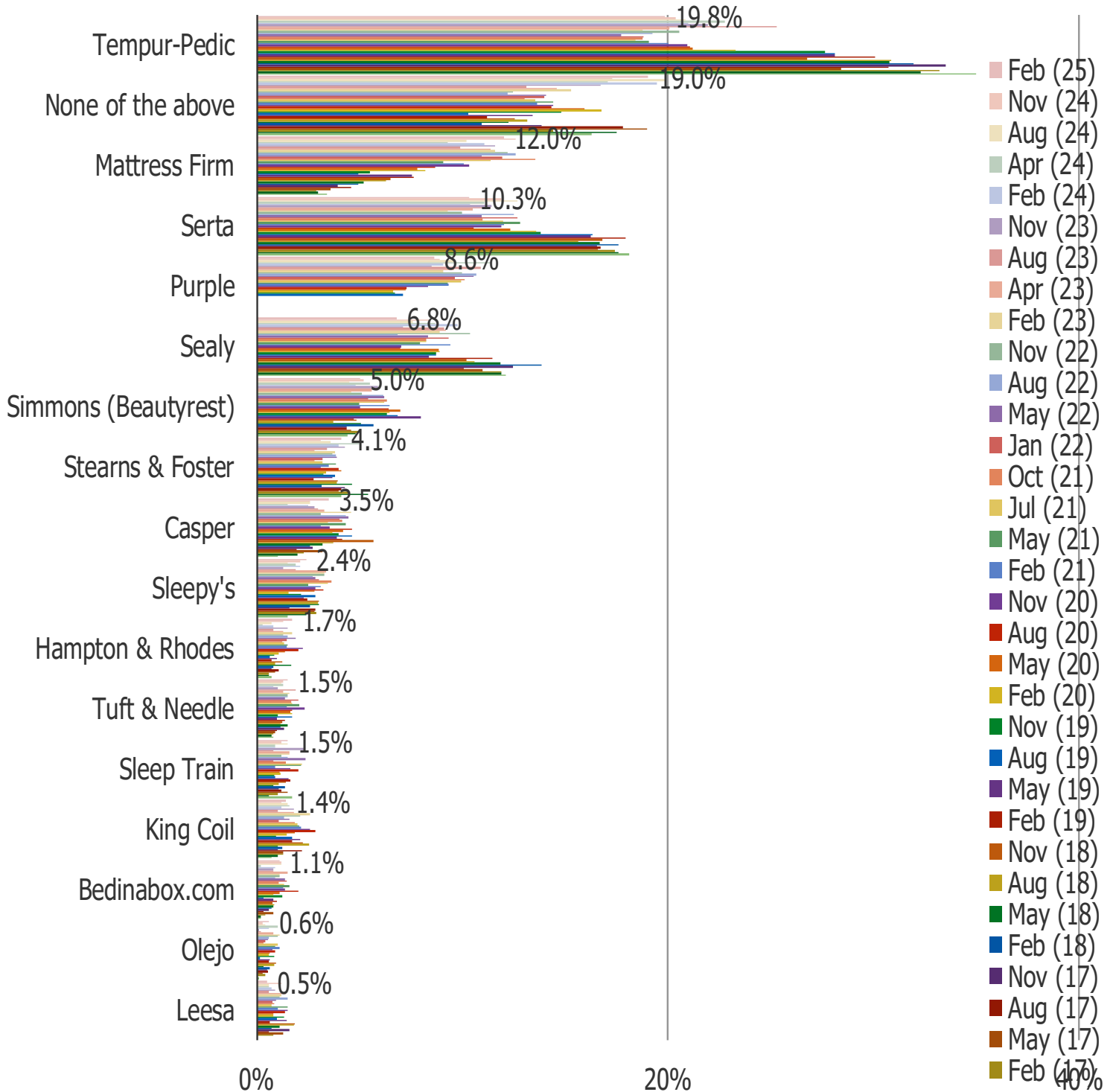
AWARENESS

Posed to all respondents



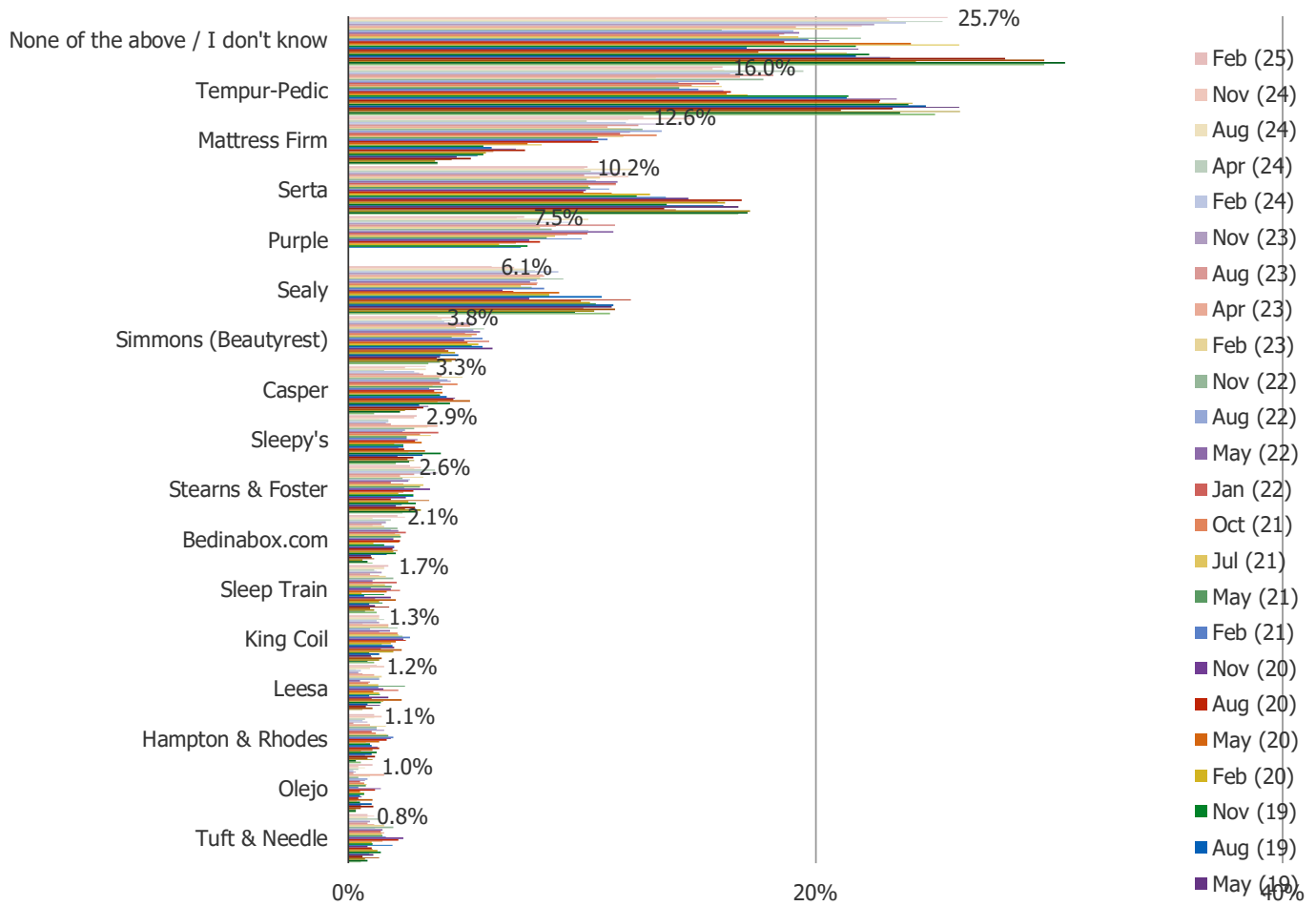
WHICH OF THE FOLLOWING MATTRESSES DO YOU THINK IS BEST?

Posed to all respondents



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

