

BESPOKE SURVEYS

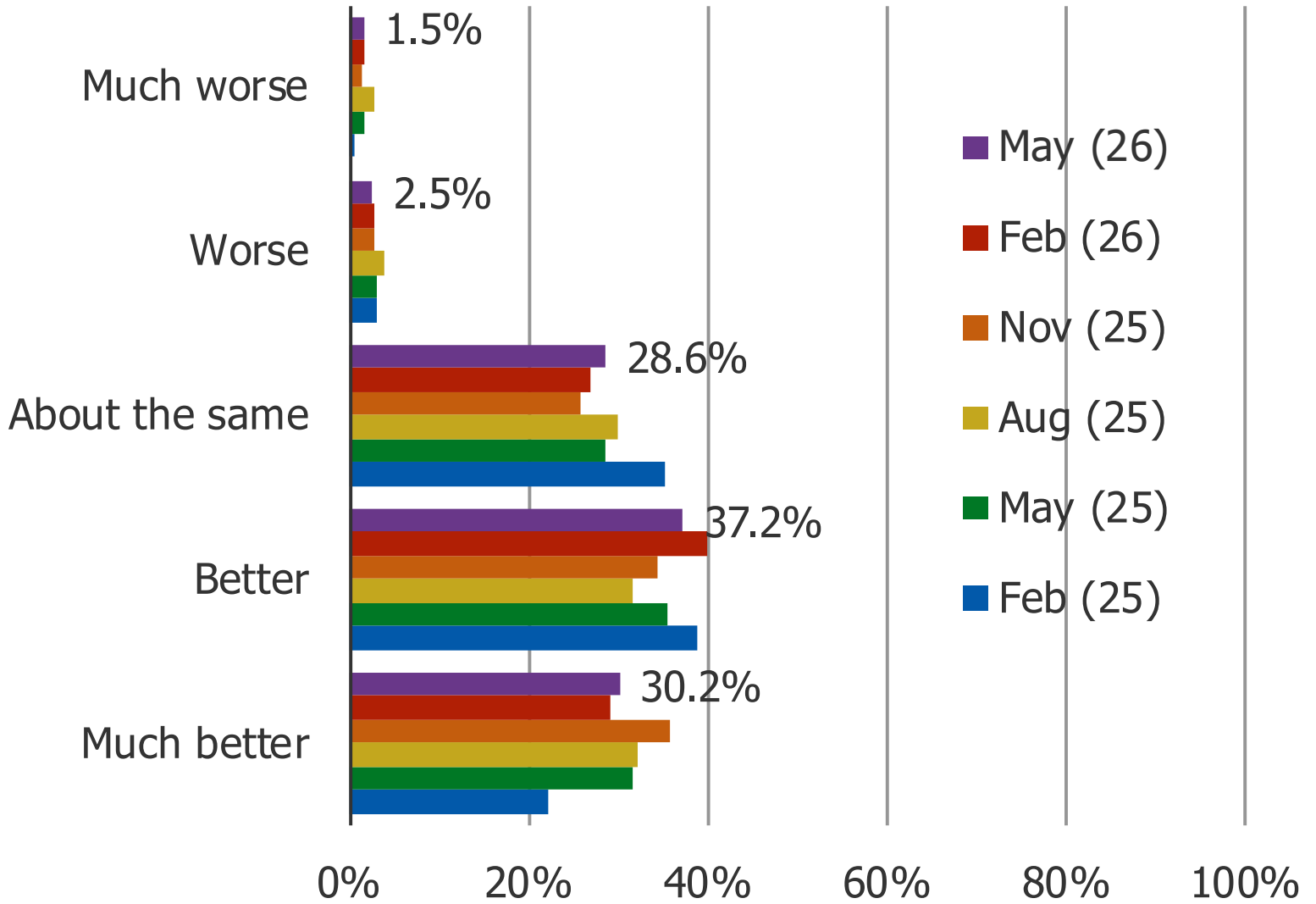
Furniture and Mattresses, Vol 40

1,000+ Respondents Per Quarter

RECENTLY ADDED QUESTIONS

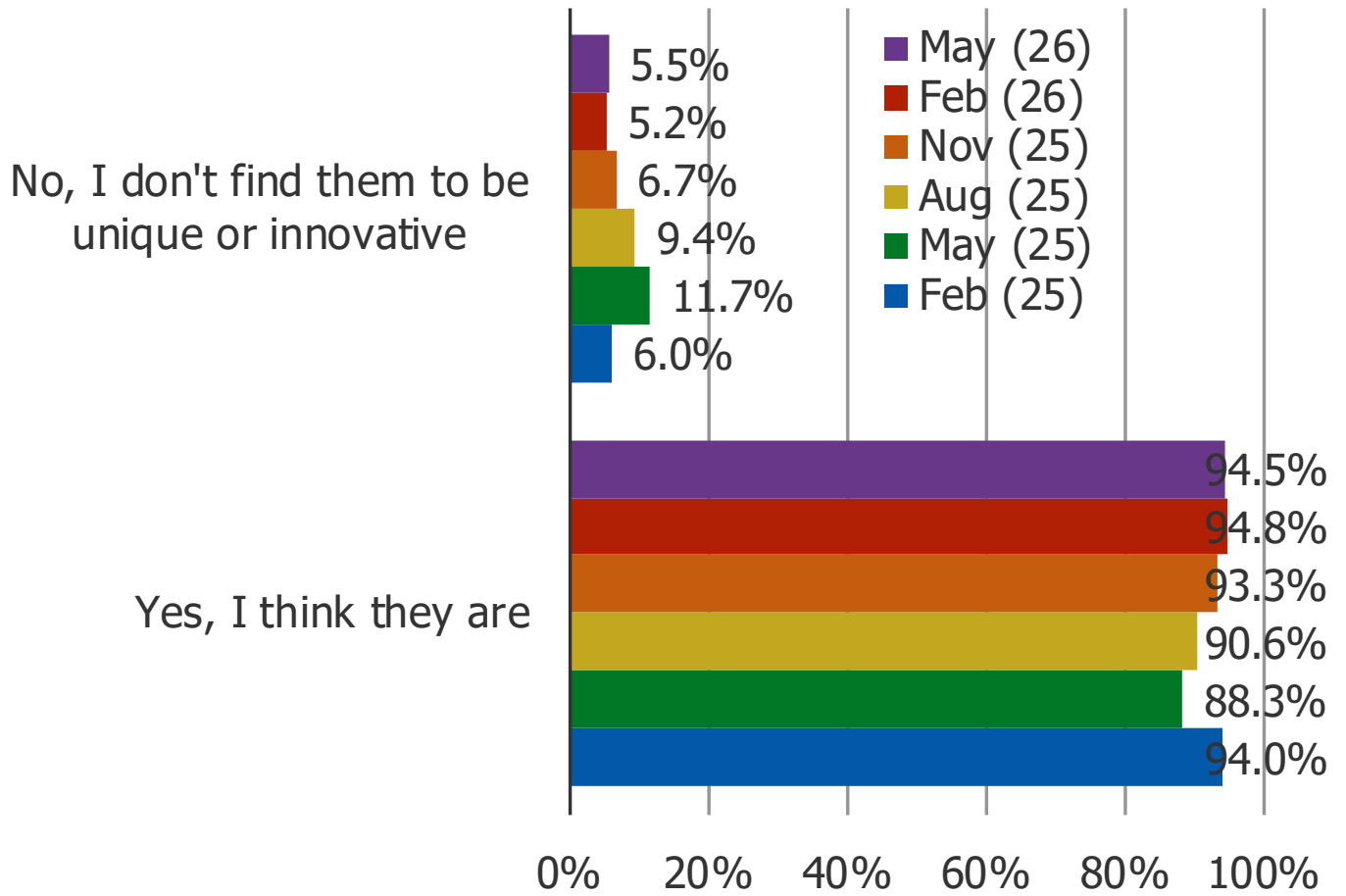
HOW DO YOU FIND RH'S NEWEST COLLECTIONS COMPARE TO THE PRIOR ONES?

Posed to all respondents who have browsed RH's furniture collections in the past 12 months (N = 199).



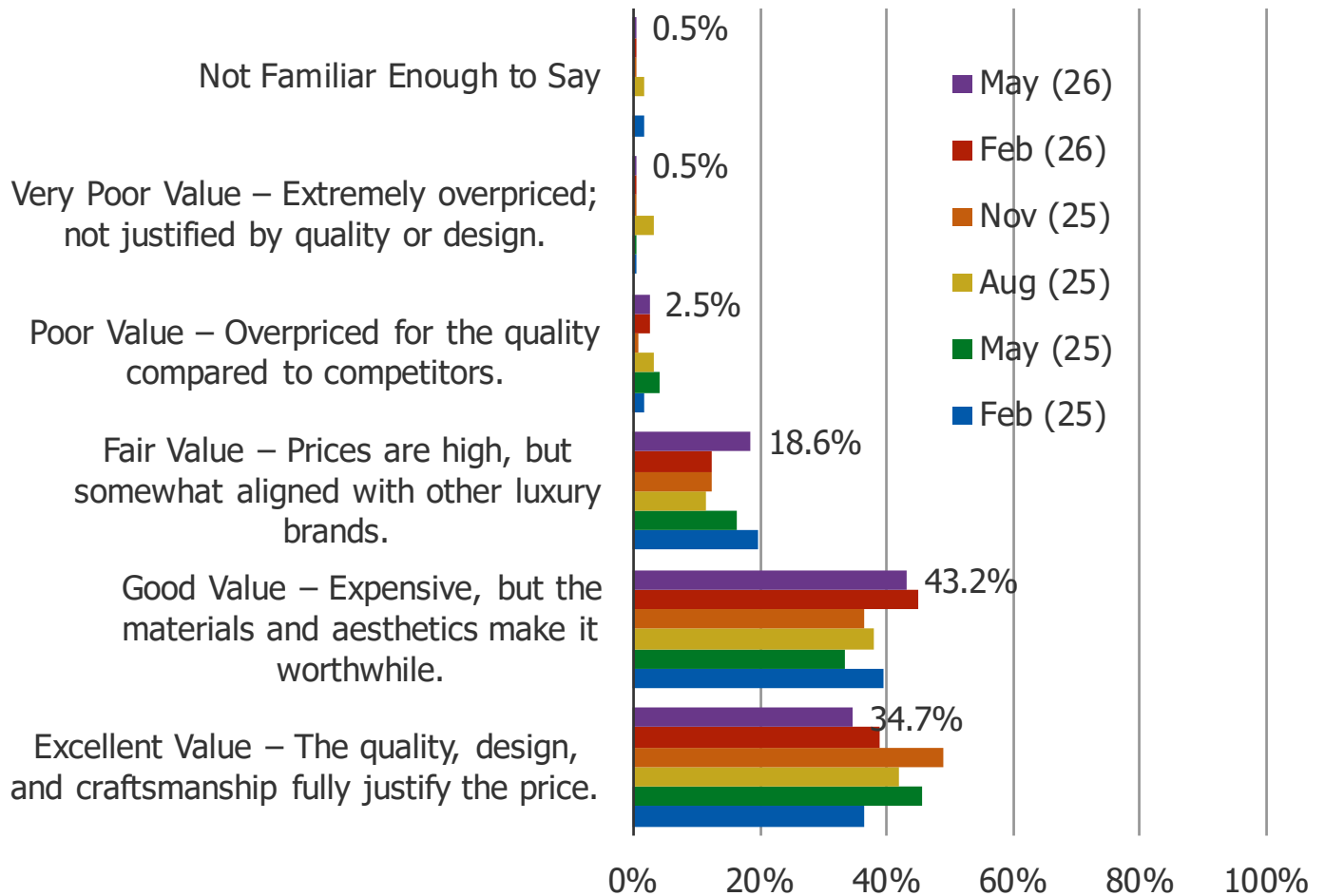
DO YOU FIND RH'S DESIGNS TO BE UNIQUE AND INNOVATIVE IN THE LUXURY FURNITURE MARKET?

Posed to all respondents who have browsed RH's furniture collections in the past 12 months (N = 199).



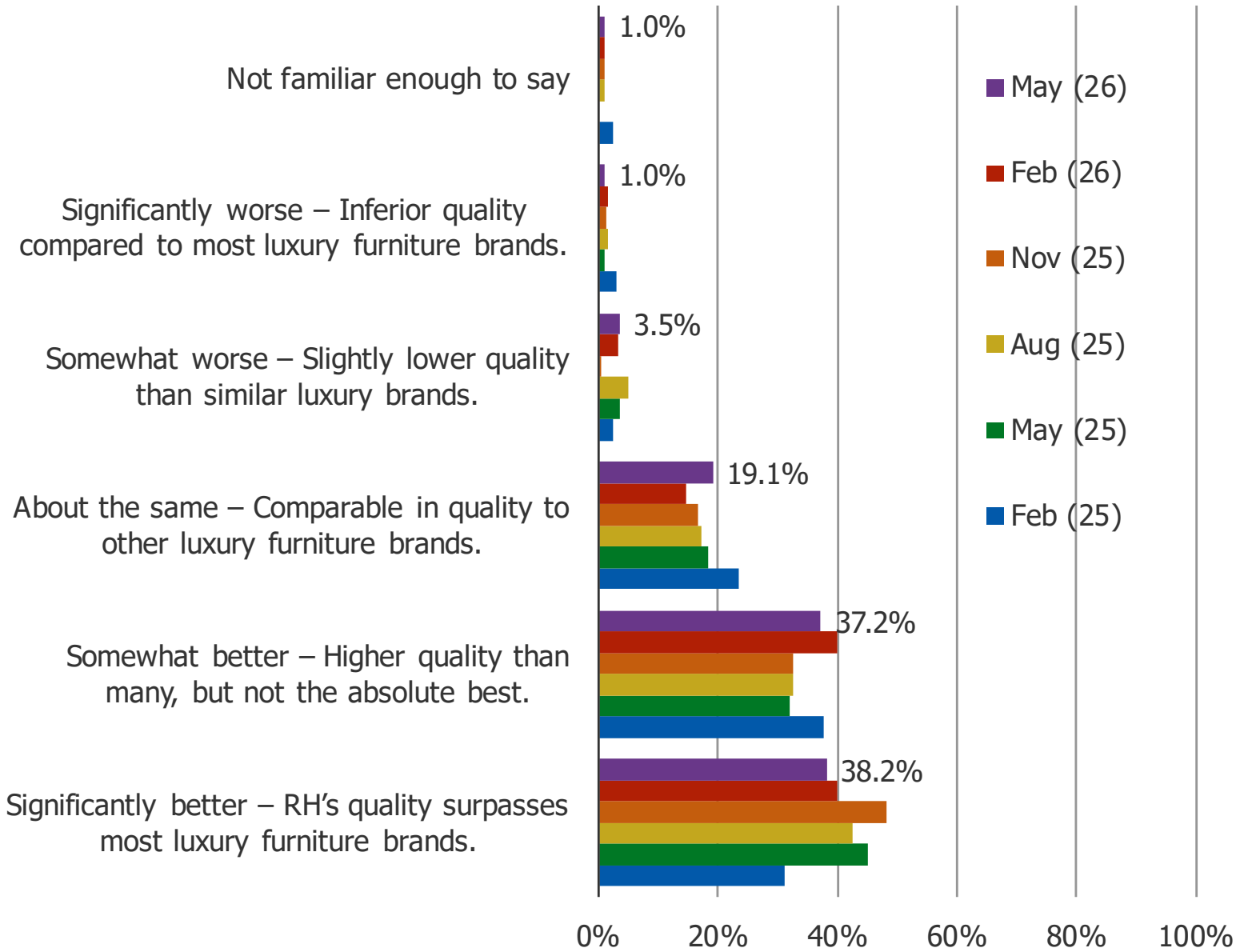
DO YOU FEEL RH'S PRODUCTS OFFER GOOD VALUE FOR THEIR PRICE POINT IN THE LUXURY MARKET?

Posed to all respondents who have browsed RH's furniture collections in the past 12 months (N = 199).



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

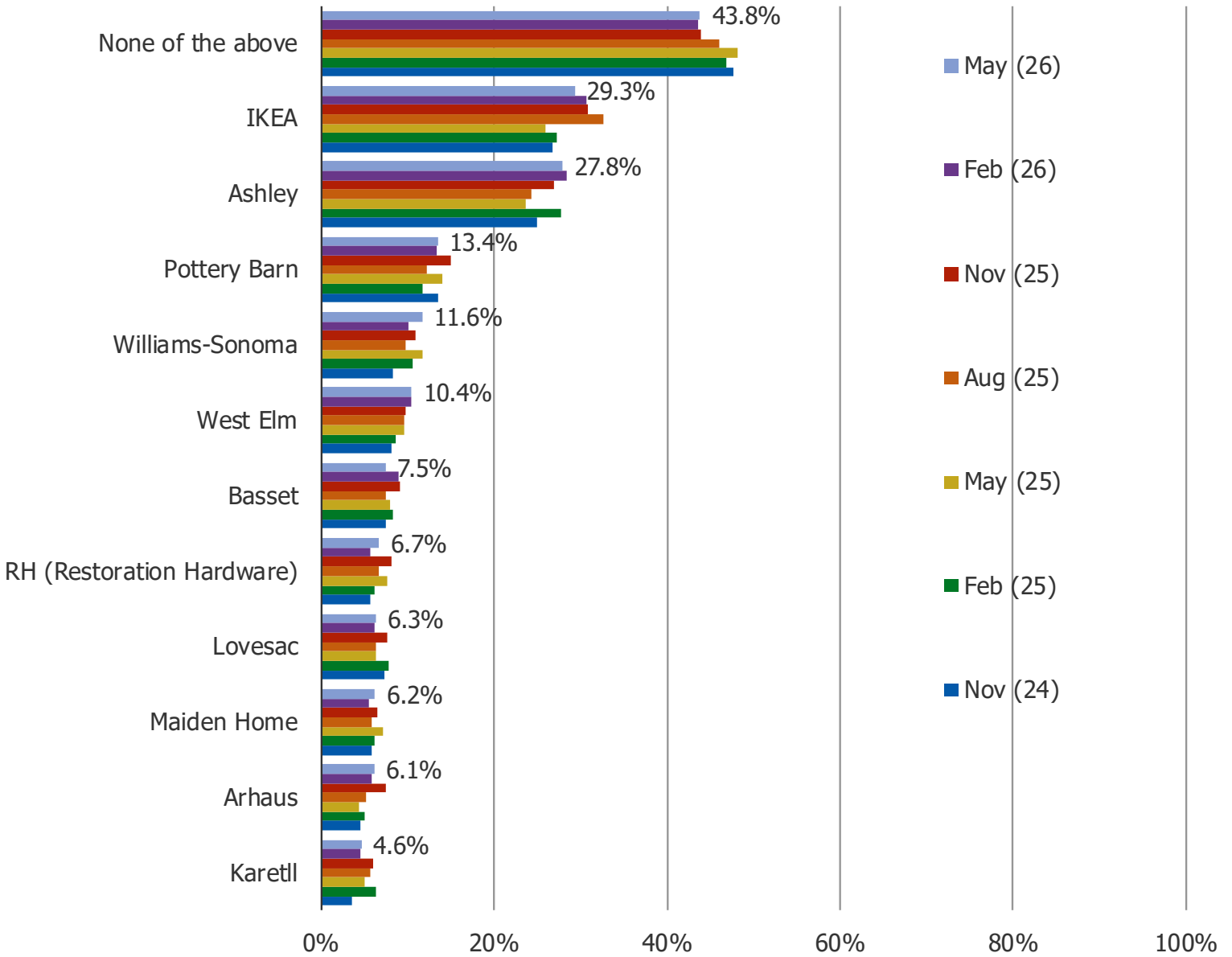
Posed to all respondents who have browsed RH's furniture collections in the past 12 months (N = 199).



Mattresses and Furniture

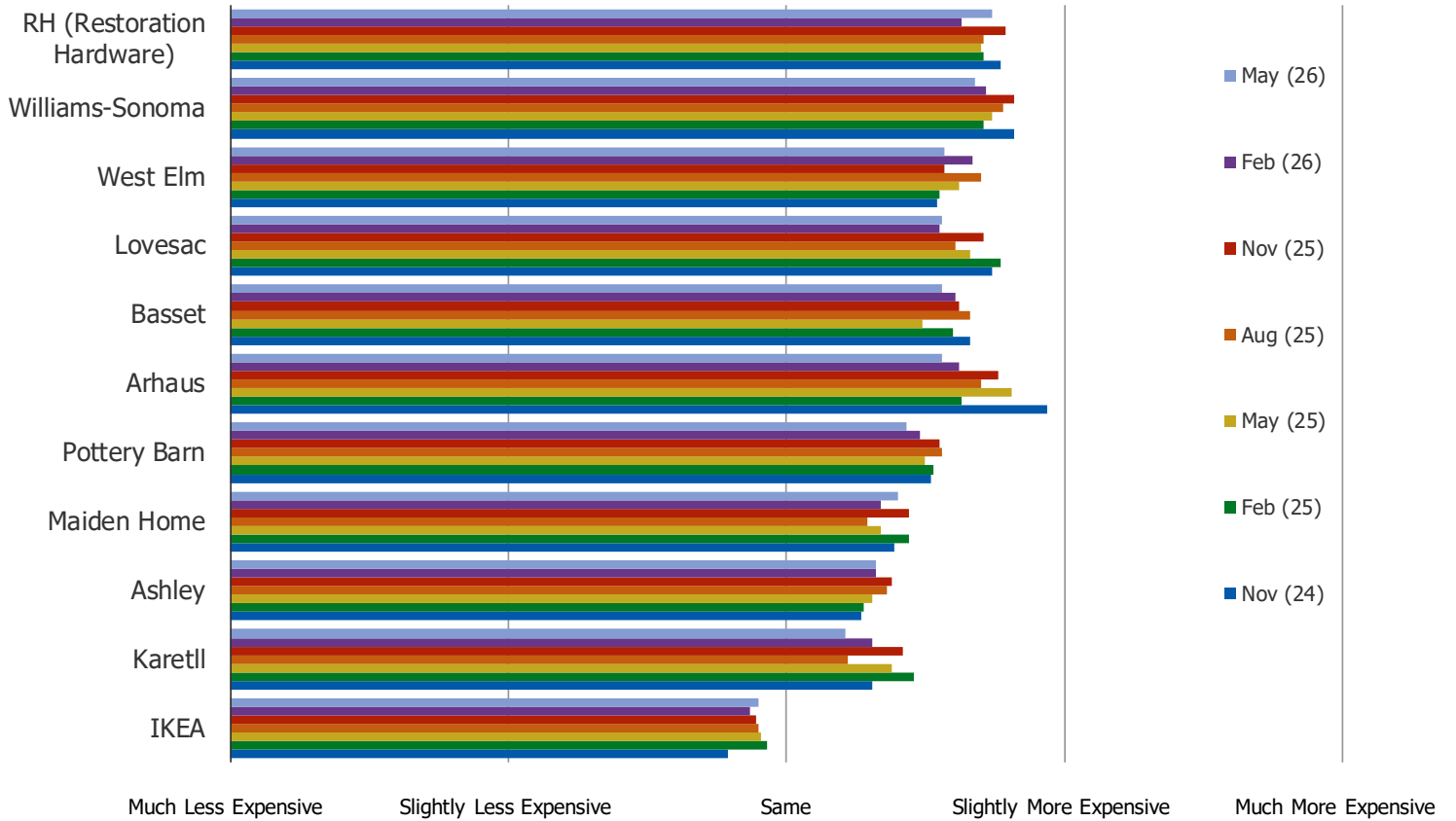
HAVE YOU BROWSED FURNITURE FROM ANY OF THE FOLLOWING IN THE PAST YEAR? SELECT ALL THAT APPLY

Posed to all respondents.



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

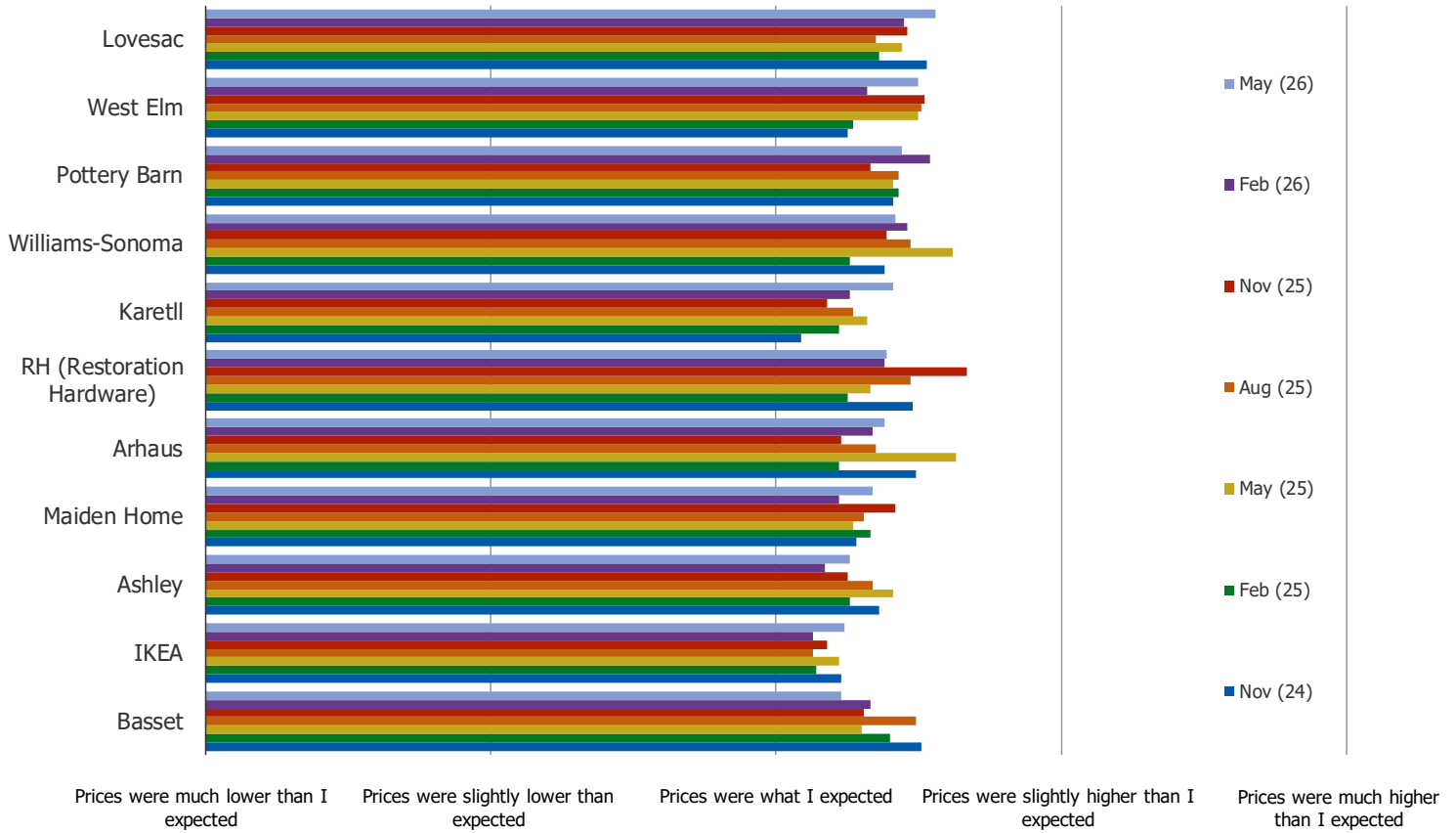
Posed to respondents who are familiar with each of the following.



	N=
RH (Restoration Hardware)	136
Arhaus	89
Maiden Home	95
Pottery Barn	438
Basset	280
IKEA	662
Ashley	626
Karettl	42
Williams-Sonoma	346
West Elm	224
Lovesac	183

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.

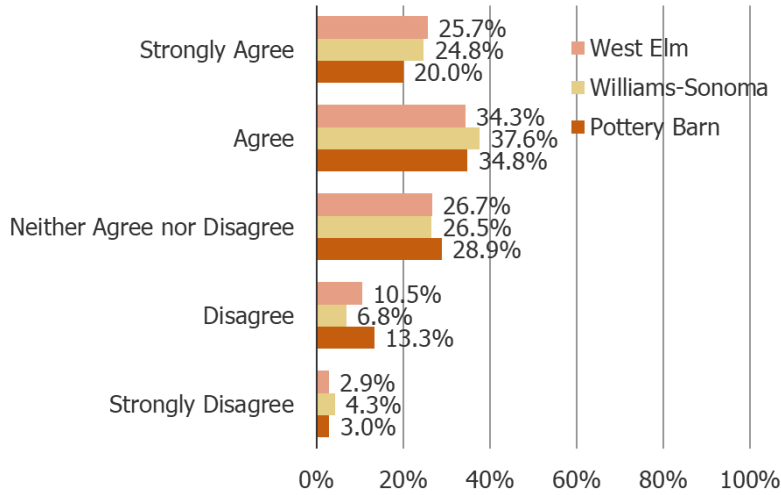


	N=
RH (Restoration Hardware)	67
Arhaus	61
Maiden Home	62
Pottery Barn	135
Basset	75
IKEA	295
Ashley	280
Karettl	46
Williams-Sonoma	117
West Elm	105
Lovesac	63

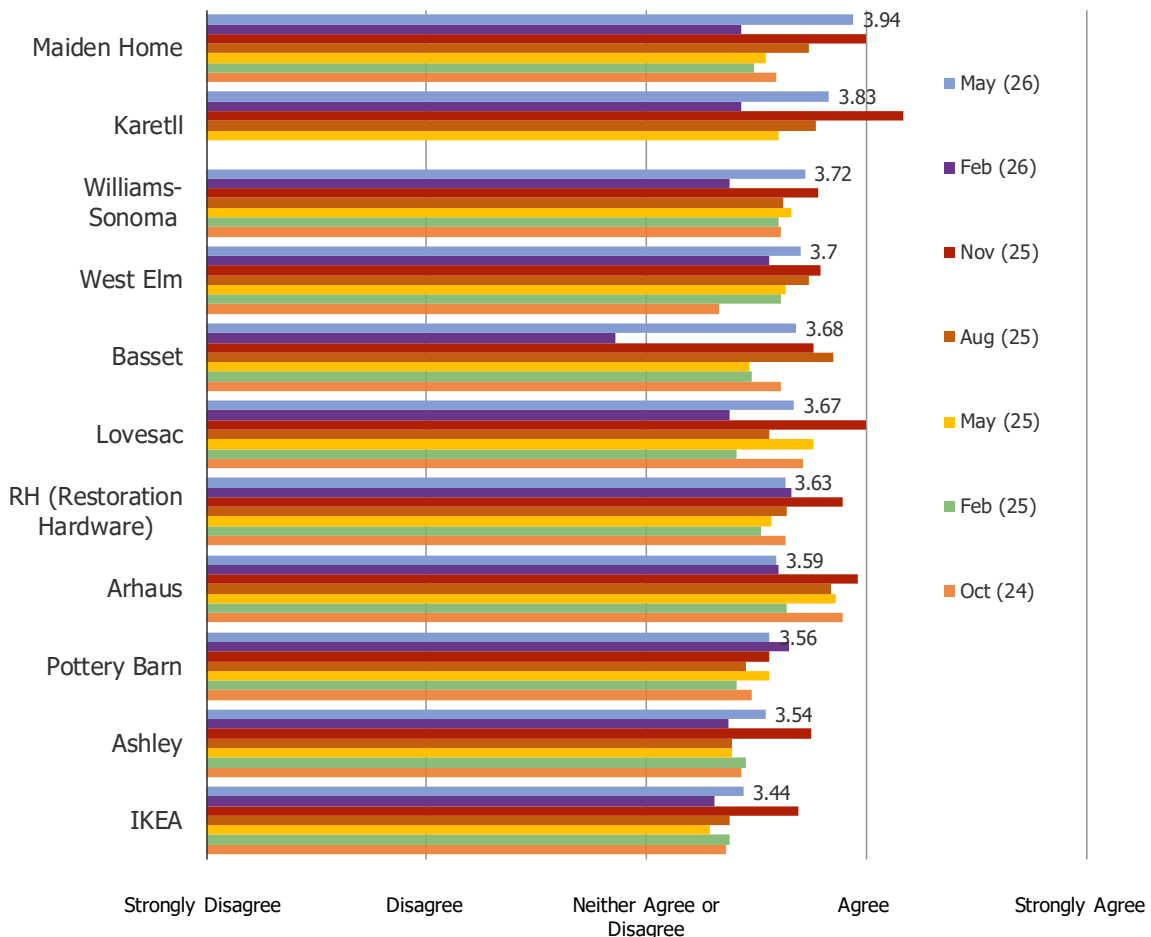
Mattresses and Furniture

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.



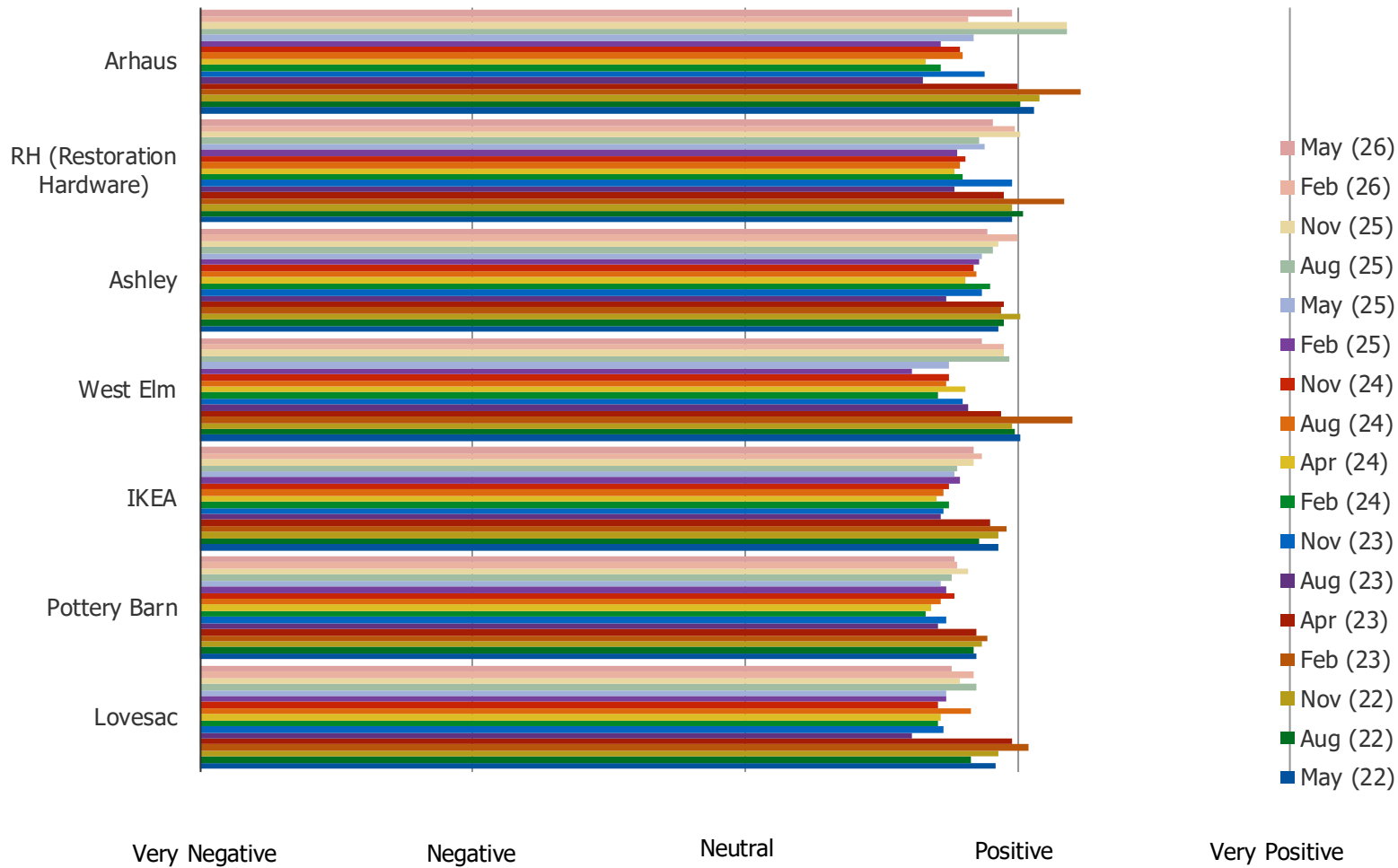
Weighted Average (With History)



LUXURY FURNITURE DEMAND AND FURNITURE BRANDS

WHAT IS YOUR OPINION OF THE FOLLOWING BRANDS?

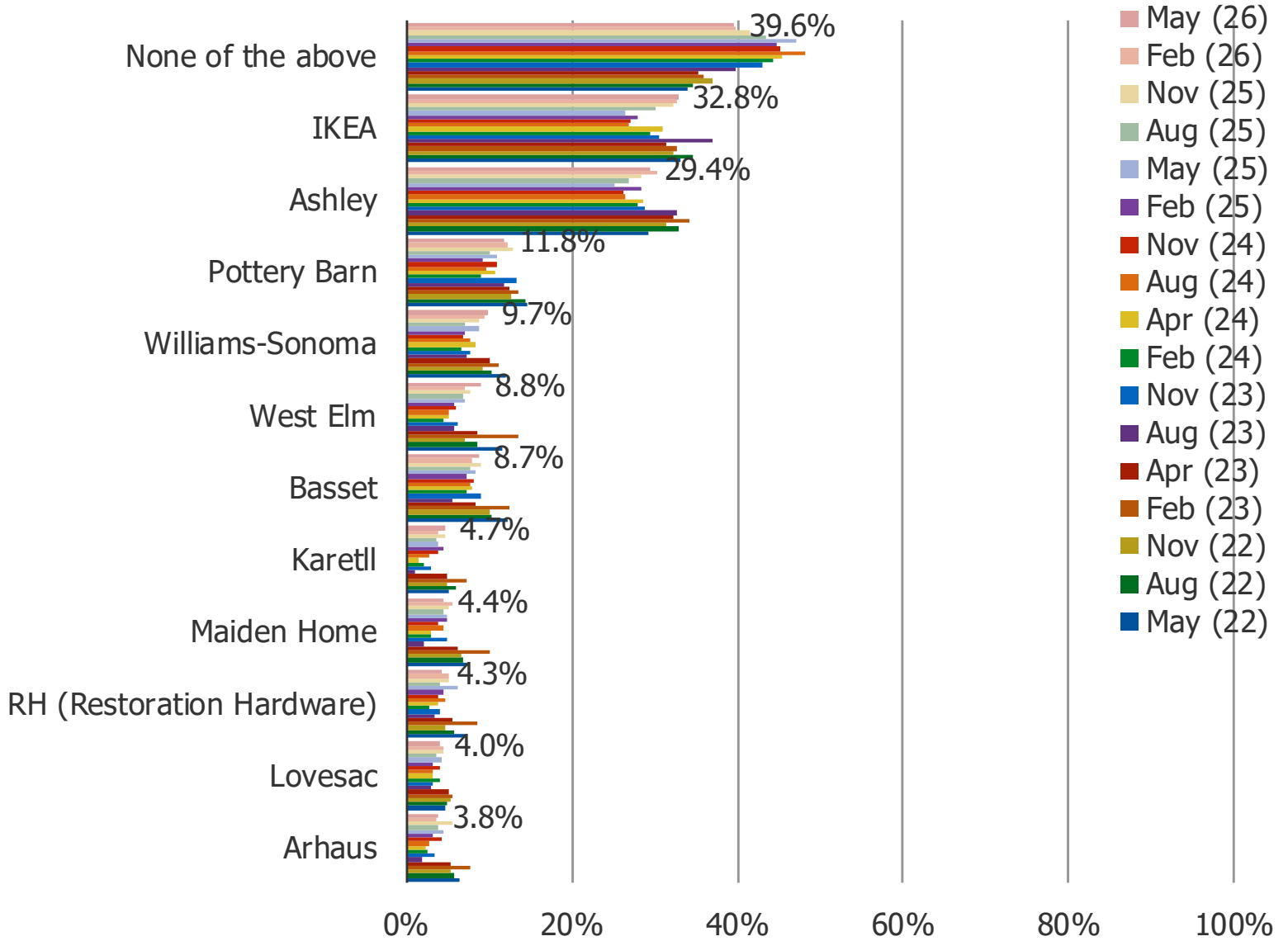
Posed to respondents who are familiar with each of the following.



Mattresses and Furniture

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

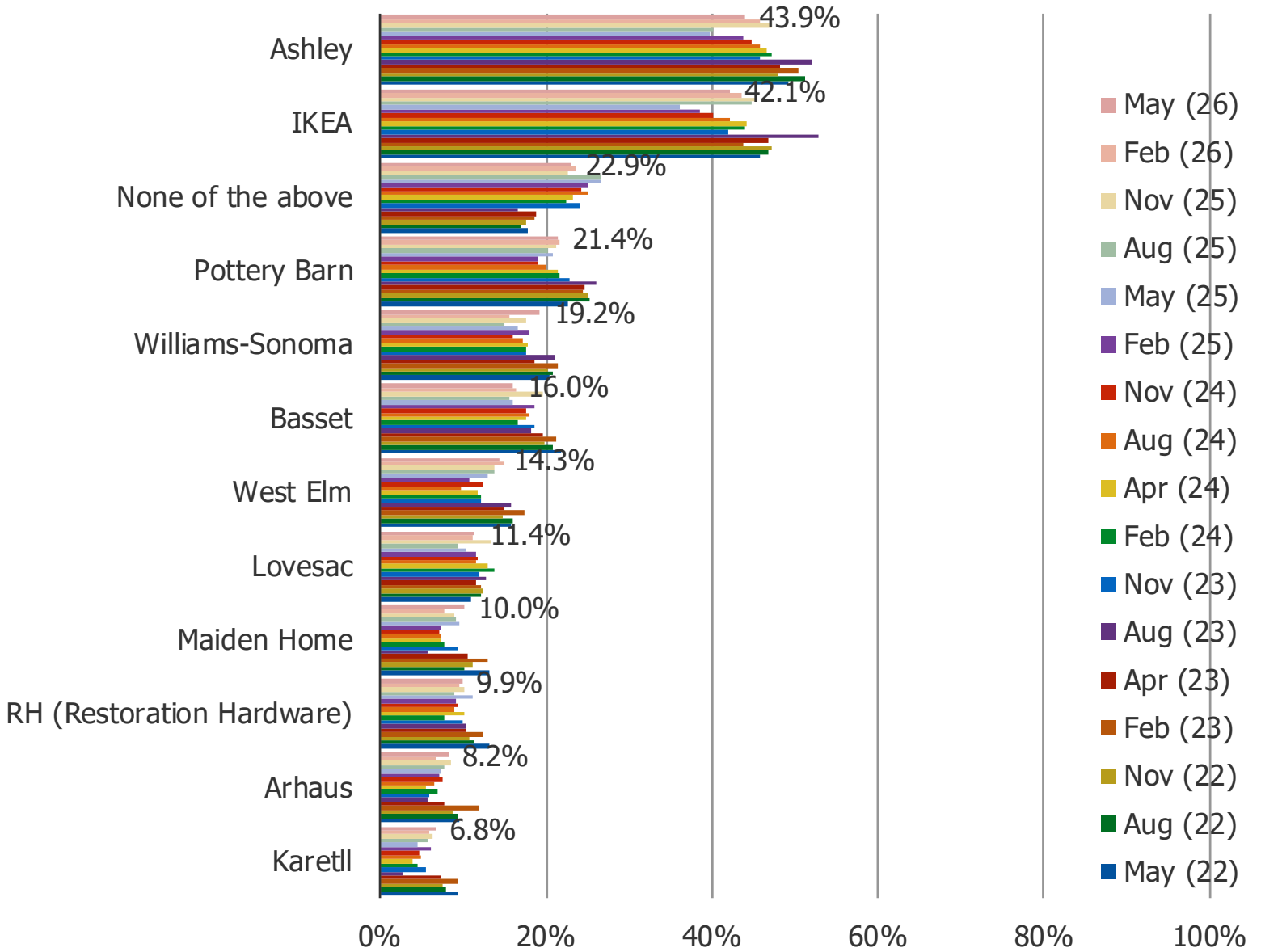
Posed to all respondents.



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)

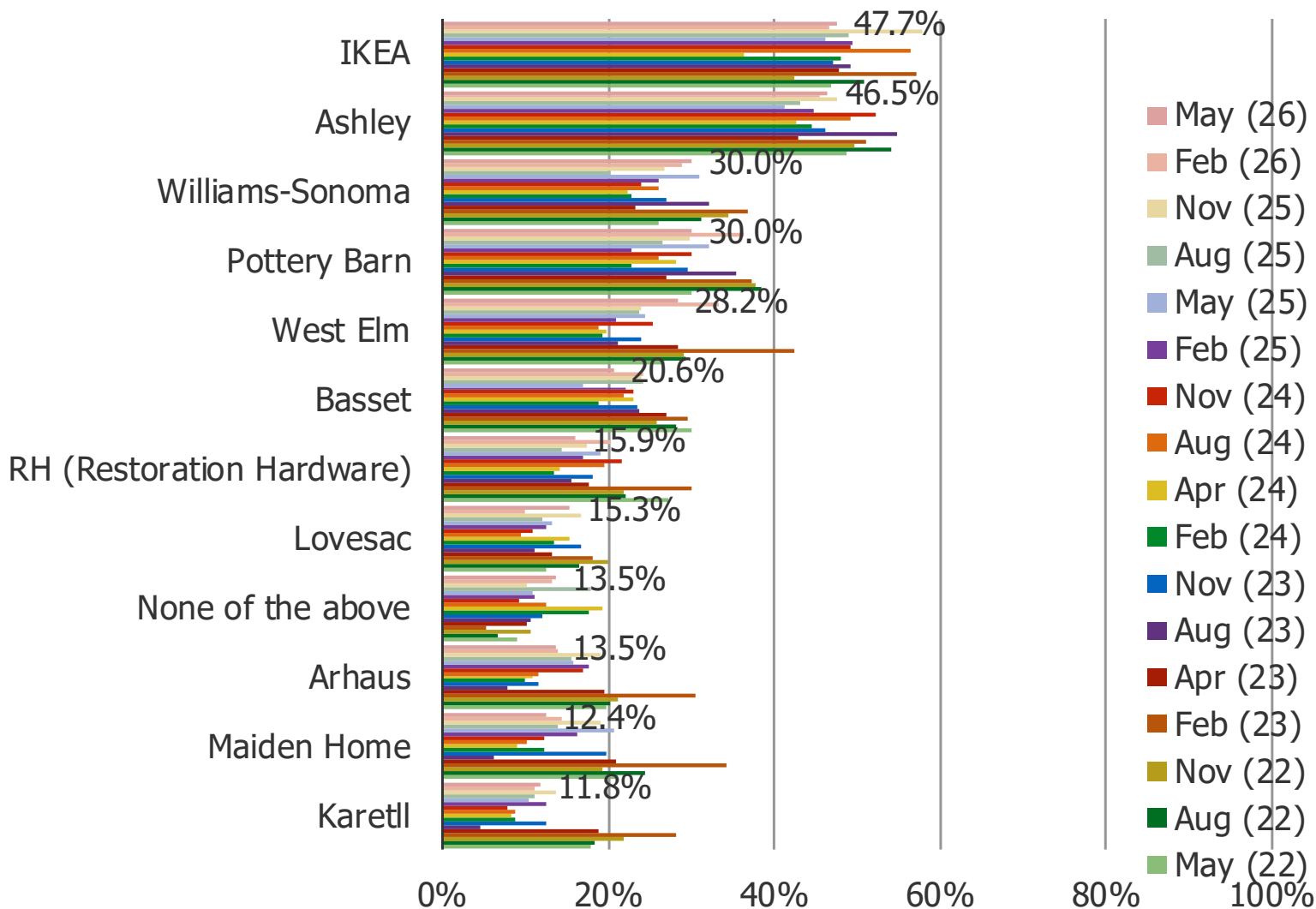
Posed to all respondents.



Mattresses and Furniture

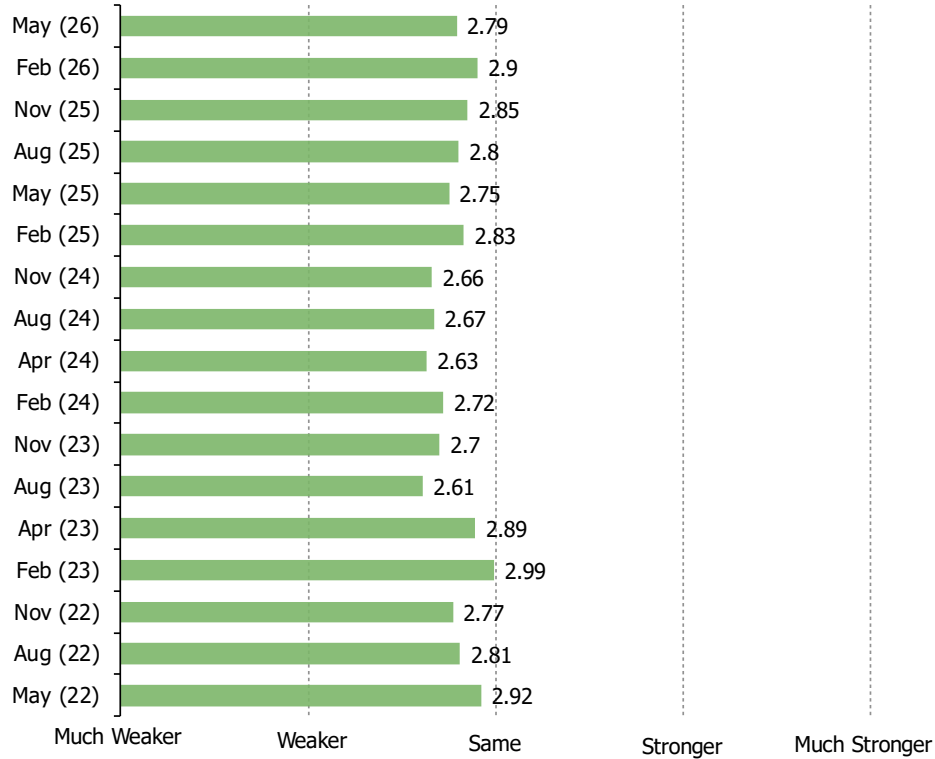
IF YOU WERE SHOPPING FOR FURNITURE TODAY, WOULD YOU INCLUDE ANY OF THE FOLLOWING IN YOUR SHOPPING PROCESS? (SELECT ALL THAT APPLY)

Posed to respondents with household incomes of \$100k and above (N = 169)

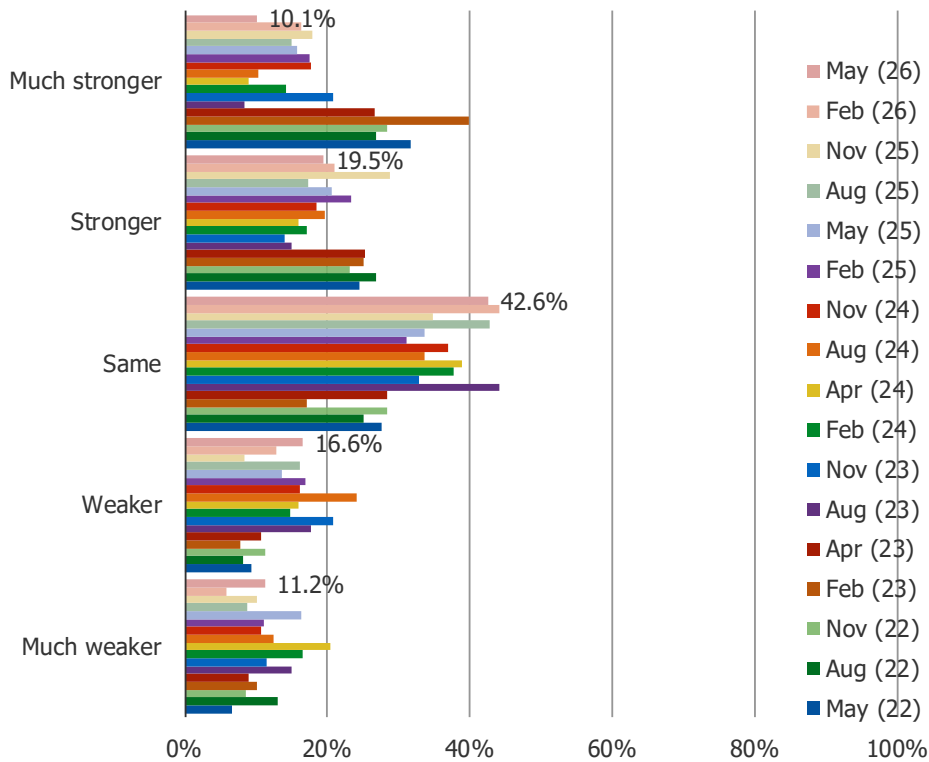


WOULD YOU SAY YOUR INTEREST IN BUYING LUXURY FURNITURE THIS YEAR IS STRONGER/WEAKER THAN WHAT IT TYPICALLY WOULD BE?

Posed to all respondents



Posed to respondents with household incomes of \$100k and above (N = 169)



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

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

Quantification of Categories:

Category	Percentage	Count
Other / Unclassified	31.50%	1,226
Quality / Durability / Longevity	14.67%	571
Style / Aesthetics / Modernizing	14.21%	553
Generic Positive / Helpful	10.92%	425
Need / Replacement of Old Furniture	8.74%	340
Personal Finance / Deals / Prices	7.48%	291
New Home / Moving / Remodeling	4.57%	178
Blank / Unknown / None	4.42%	172
Comfort / Lifestyle / Quality of Life	2.95%	115
Specific Brands / Retailers	0.54%	21

Significant Trends (Sorted by Significance):

Category	R ²	P-Value	Trend
Generic Positive / Helpful	0.27	0.0340*	Decreasing
Blank / Unknown / None	0.14	0.1337	Increasing
Specific Brands / Retailers	0.11	0.1861	Increasing
Quality / Durability / Longevity	0.11	0.1991	Increasing
Need / Replacement of Old Furniture	0.06	0.3427	Increasing
Personal Finance / Deals / Prices	0.02	0.5675	Increasing
Comfort / Lifestyle / Quality of Life	0.02	0.6138	Decreasing
New Home / Moving / Remodeling	0.02	0.6150	Decreasing

*Data on this page analyzed via LLM.

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.

Quantification of Categories:

Category	Percentage	Count
Economic / Inflation / Cost / Affordability	59.98%	3,551
Other / Unclassified (fragmented or brief non-specific comments)	29.02%	1,718
Personal Disinterest / Not into Luxury	3.85%	228
Blank / Unknown / None	3.18%	188
No Current Need / Already Satisfied	2.45%	145
Other Priorities / External Factors (e.g., bills, politics)	0.91%	54
General Negative / Practicality / Age	0.61%	36

Regression Results (Sorted by Significance):

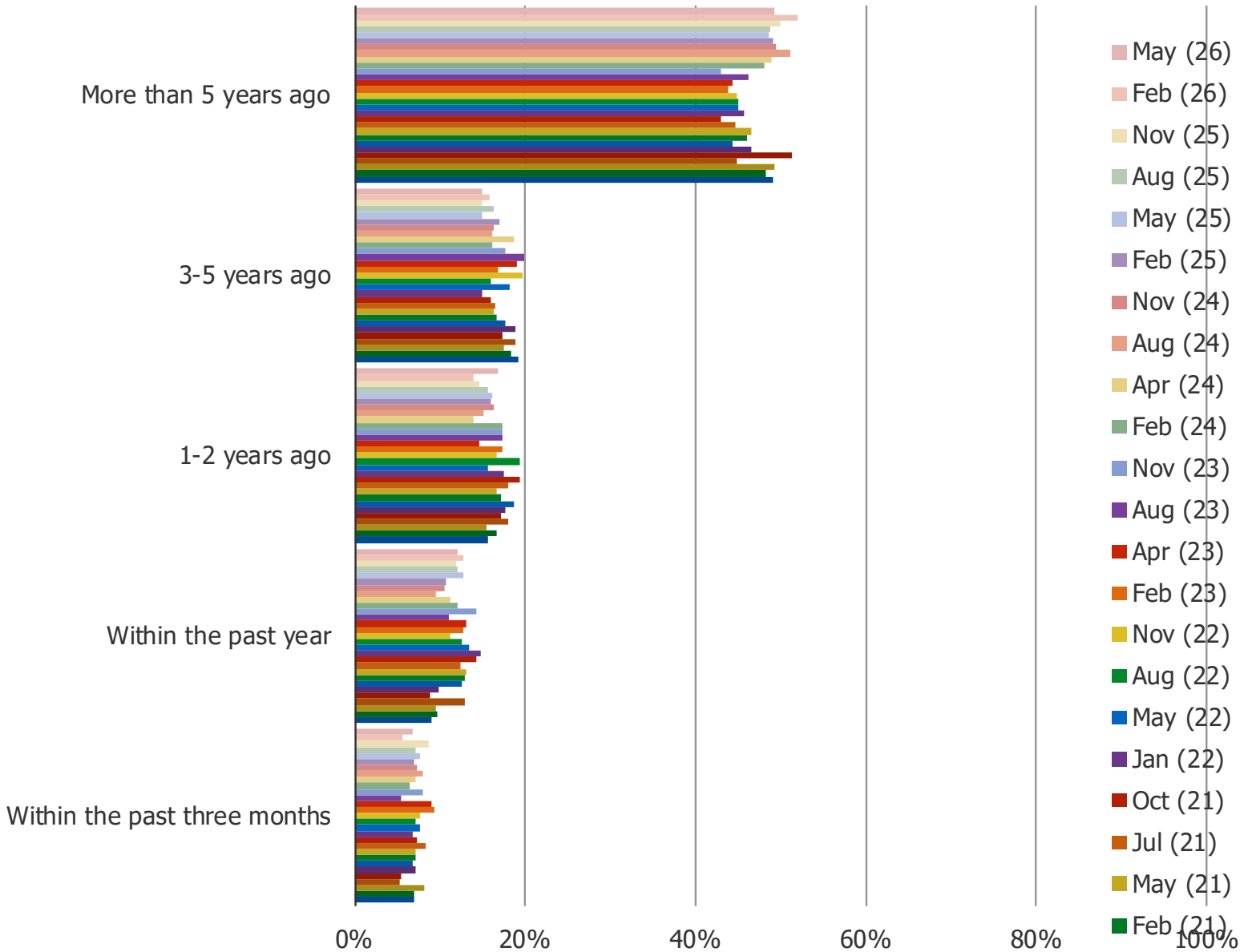
Category	R ²	P-Value	Trend
Blank / Unknown / None	0.37	0.0092*	Increasing
Economic / Inflation / Cost / Affordability	0.19	0.0826	Decreasing
Other / Unclassified	0.11	0.1955	Increasing
No Current Need / Already Satisfied	0.03	0.5364	Increasing
General Negative / Practicality / Age	0.01	0.6813	Decreasing
Personal Disinterest / Not into Luxury	0.01	0.7257	Increasing

*Data on this page analyzed via LLM.

FURNITURE PURCHASING TRENDS

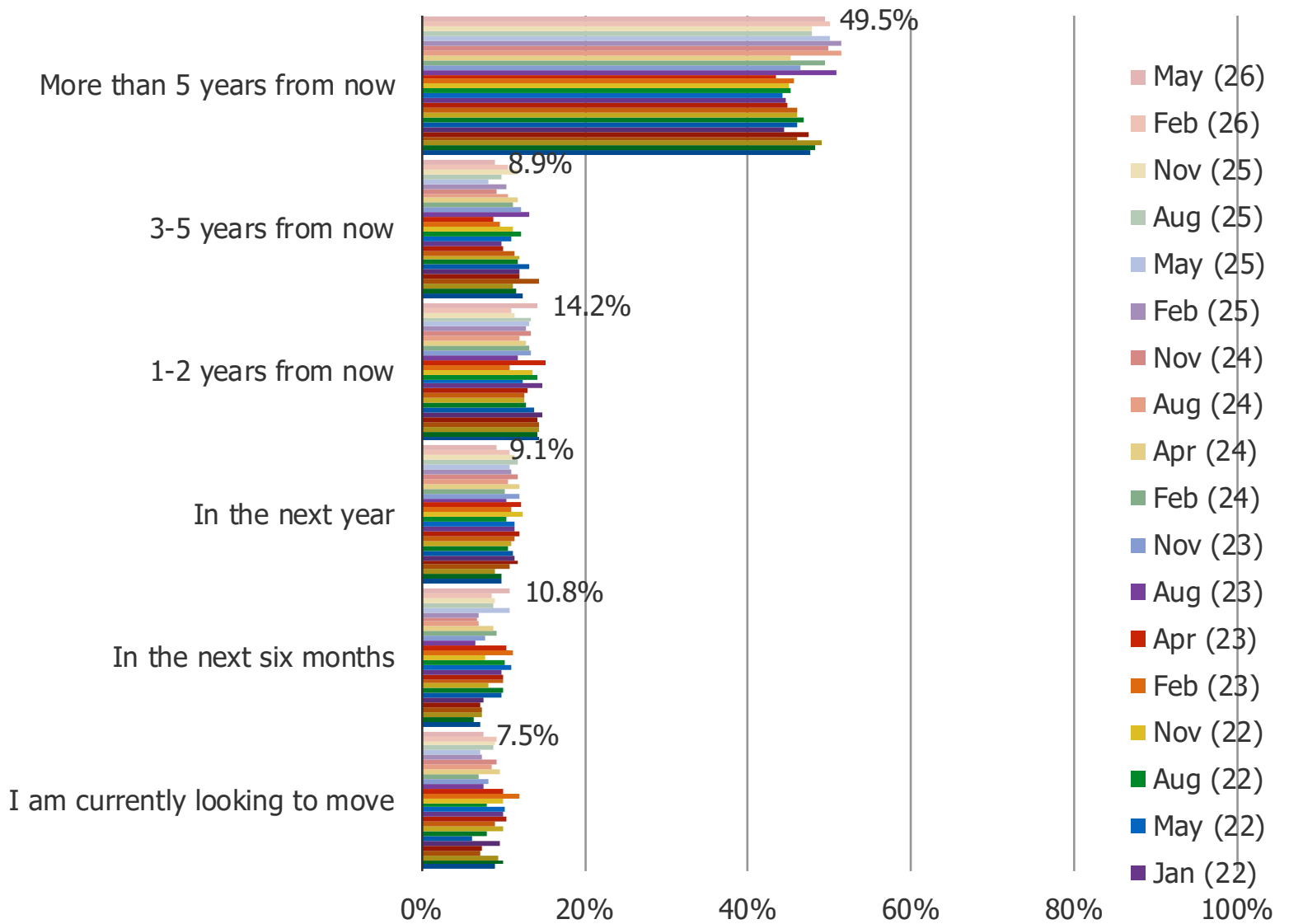
WHEN IS THE LAST TIME YOU MOVED?

Posed to all respondents



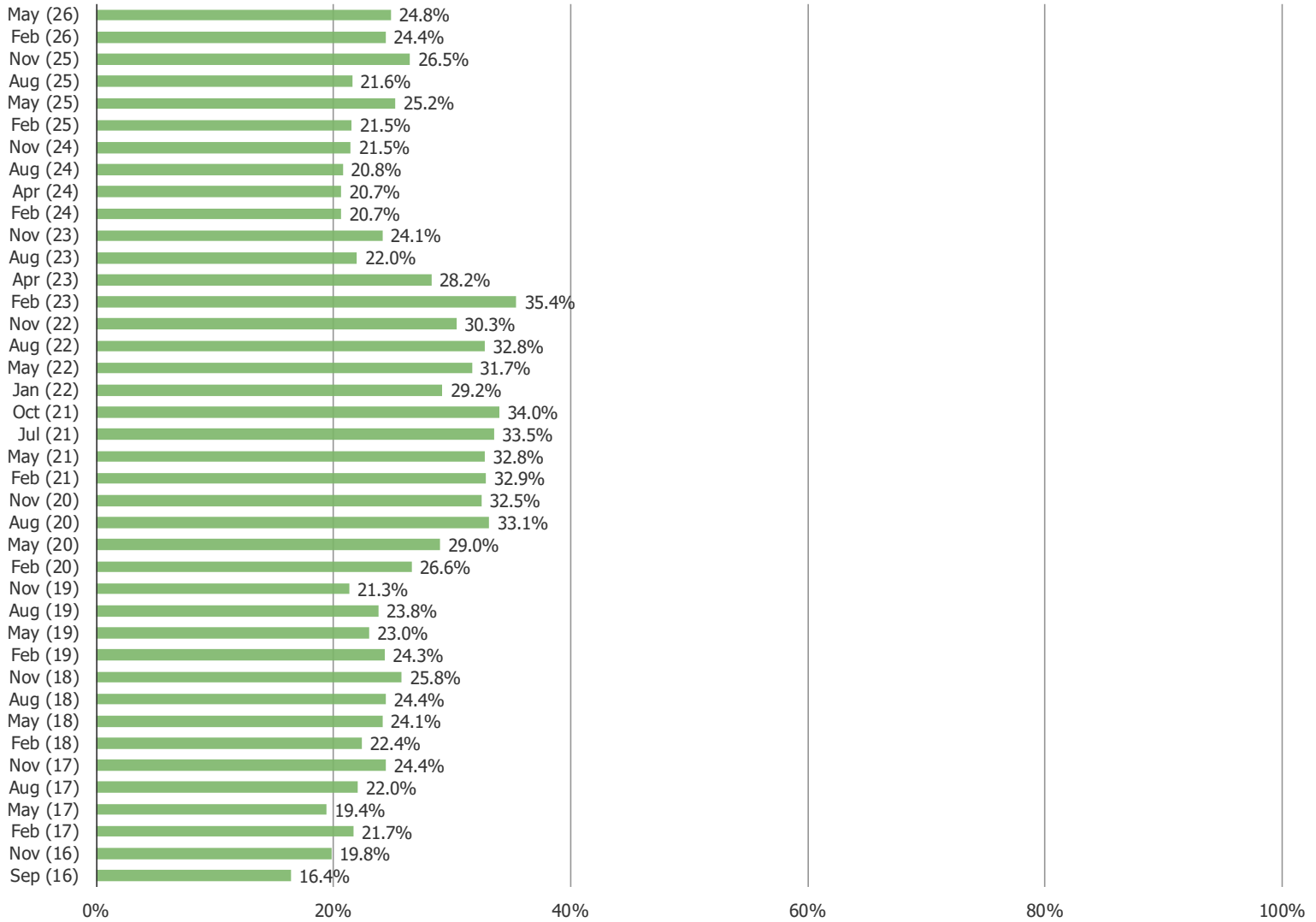
WHEN DO YOU EXPECT TO MOVE AGAIN?

Posed to all respondents



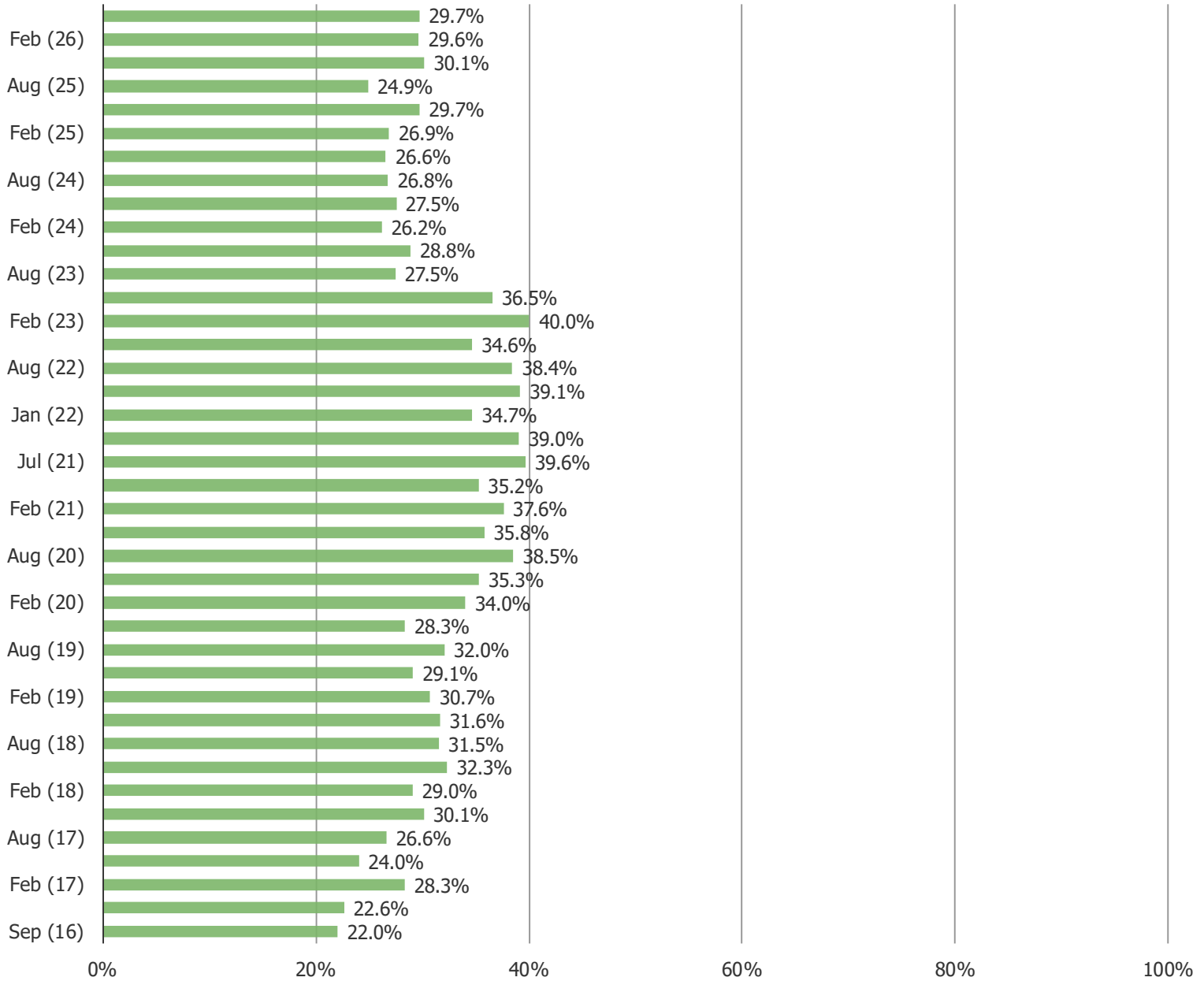
HAVE YOU RENOVATED OR REMODELED YOUR HOME IN THE PAST SIX MONTHS?

Posed to all respondents



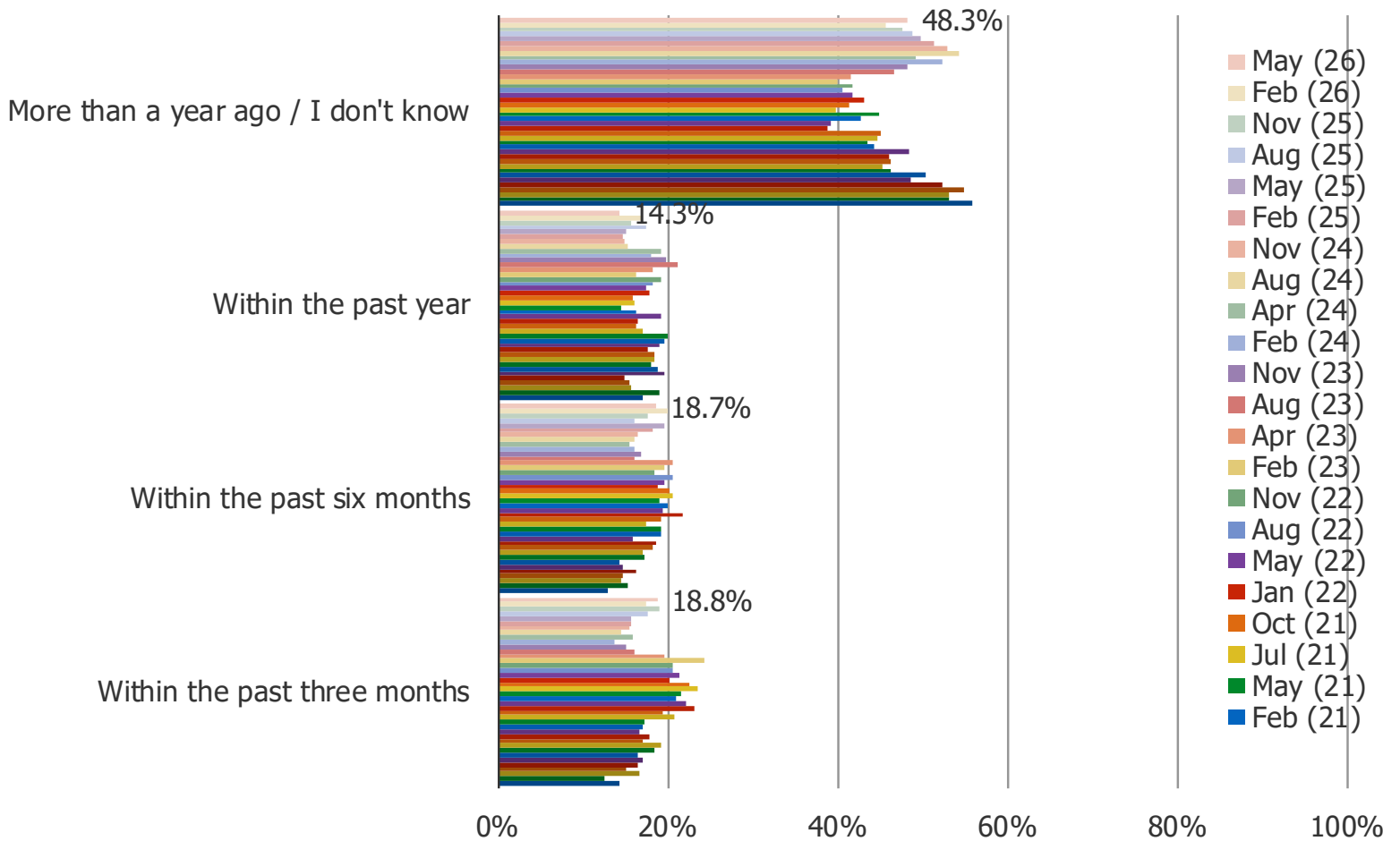
DO YOU PLAN TO RENOVATE OR REMODEL YOUR HOME IN THE NEXT FEW MONTHS?

Posed to all respondents



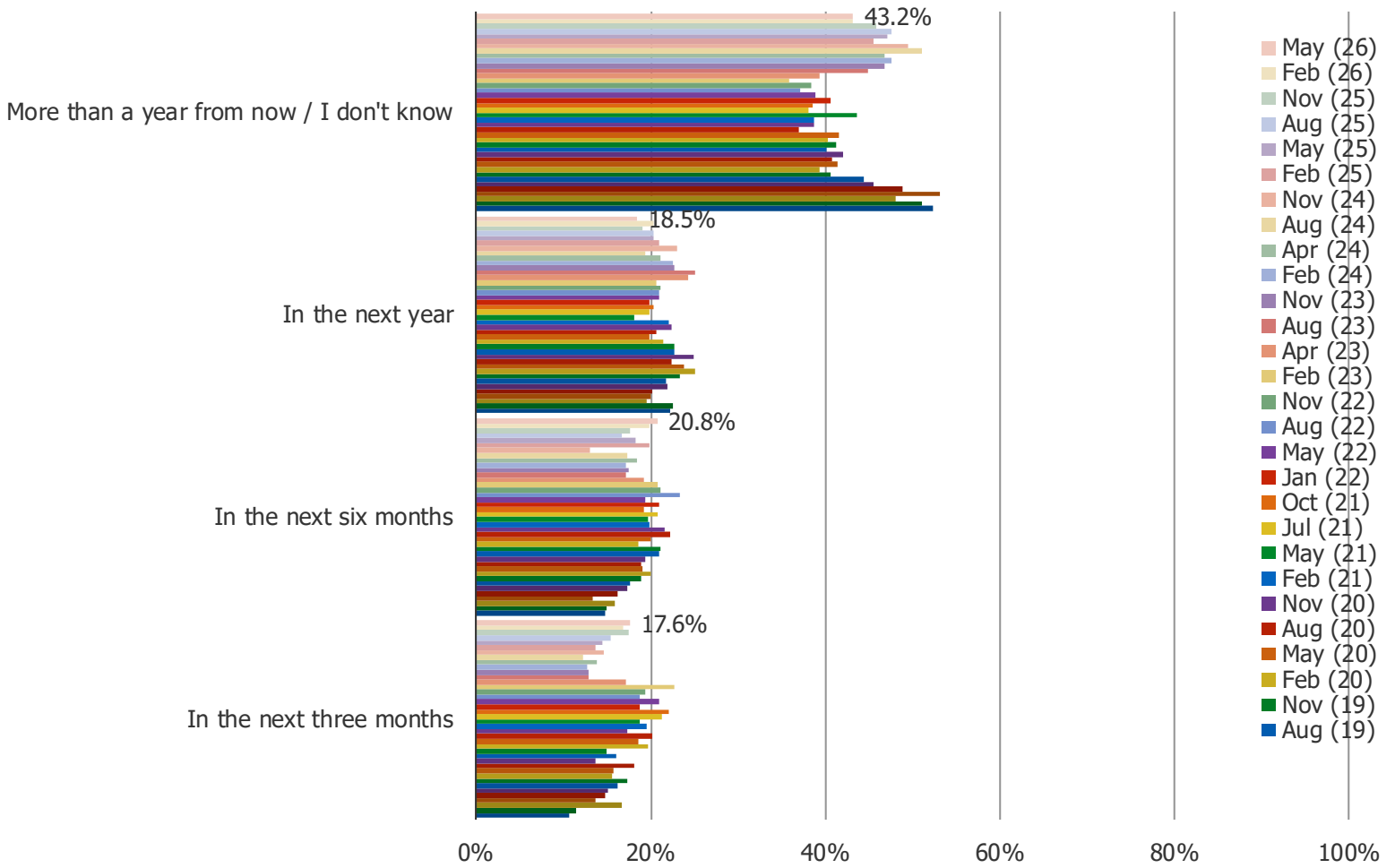
WHEN IS THE LAST TIME YOU PURCHASED FURNITURE FOR YOUR HOME?

Posed to all respondents



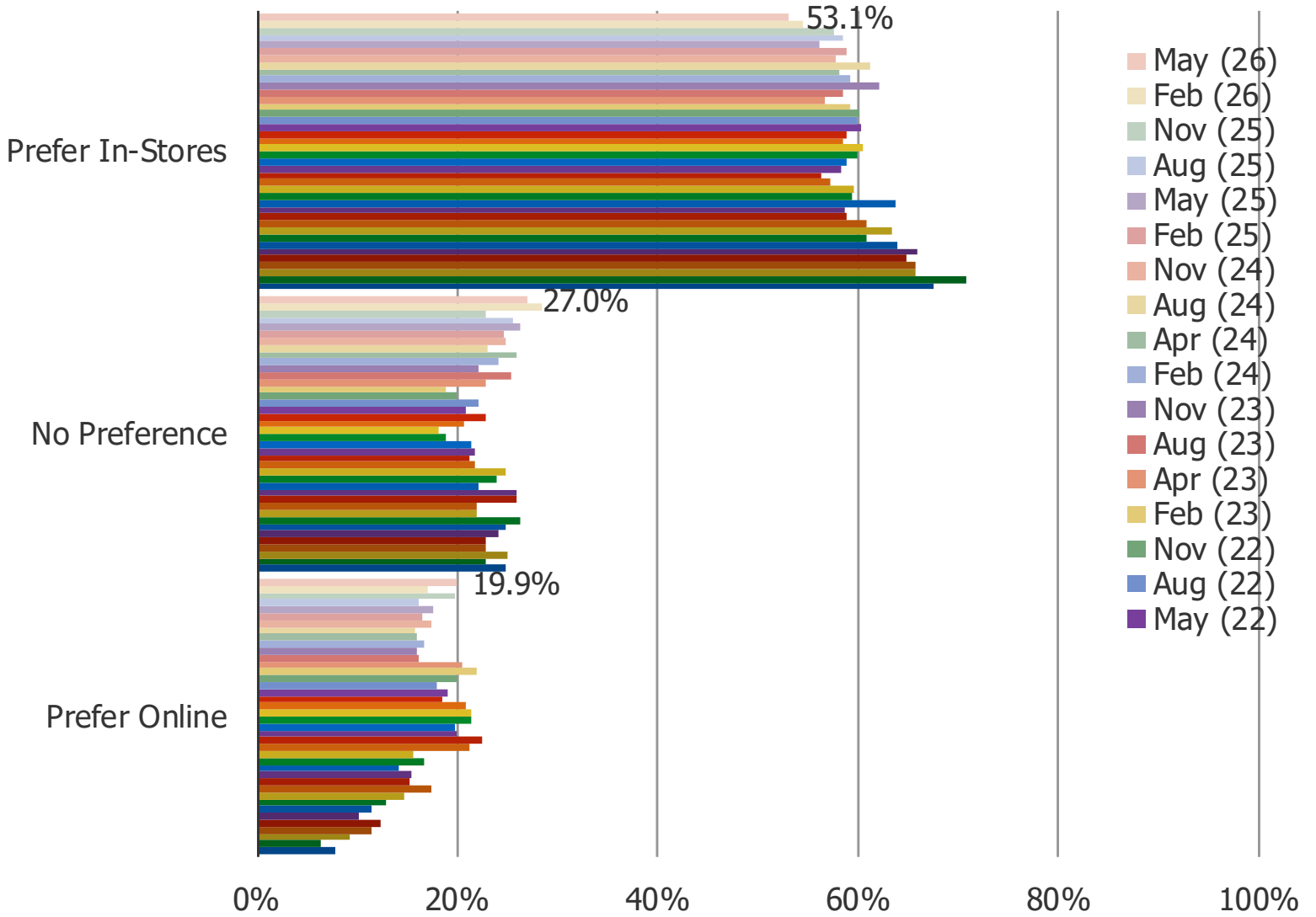
WHEN DO YOU EXPECT TO BUY FURNITURE FOR YOUR HOME NEXT?

Posed to all respondents



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

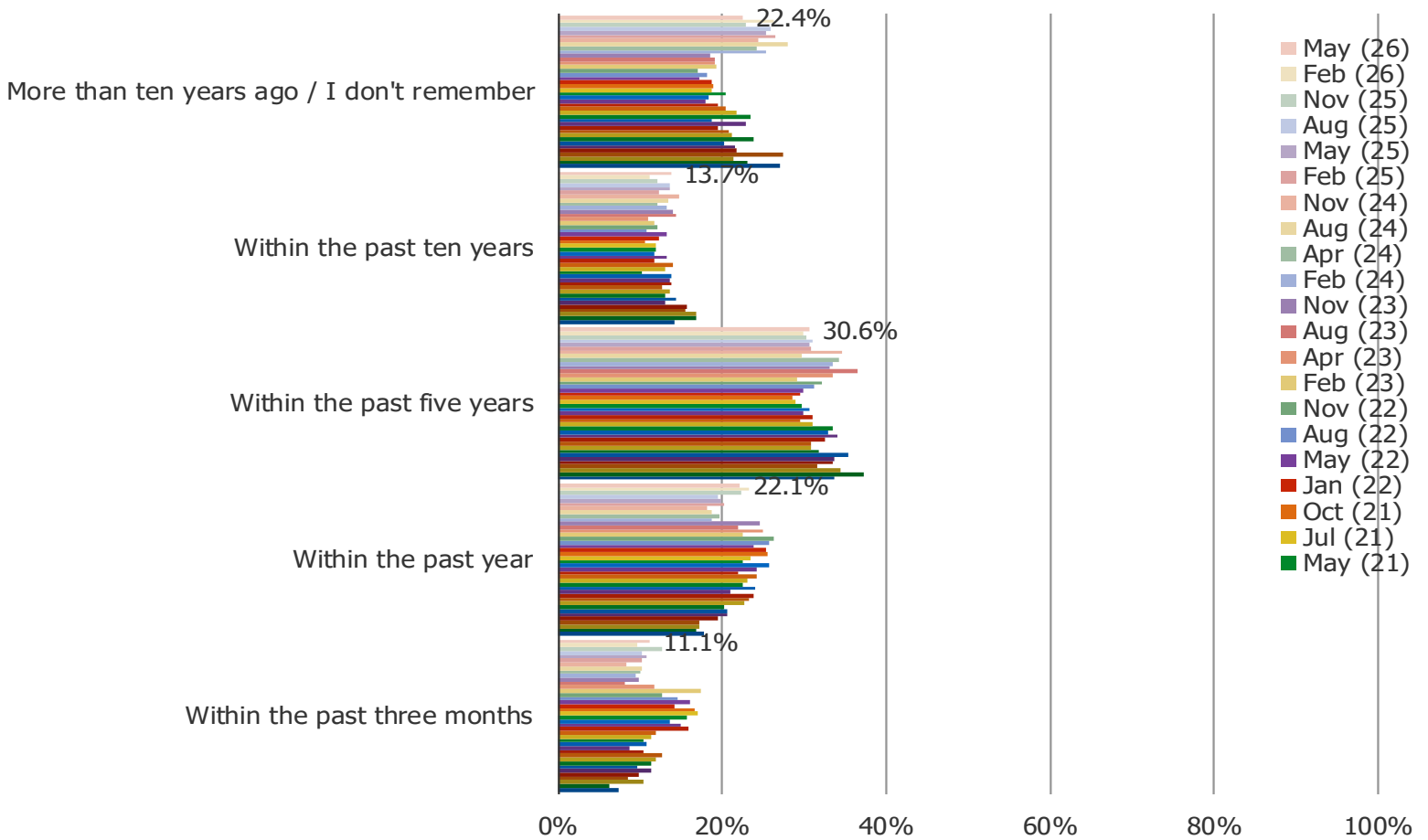
Posed to all respondents



MATTRESSES PURCHASE ACTIVITY

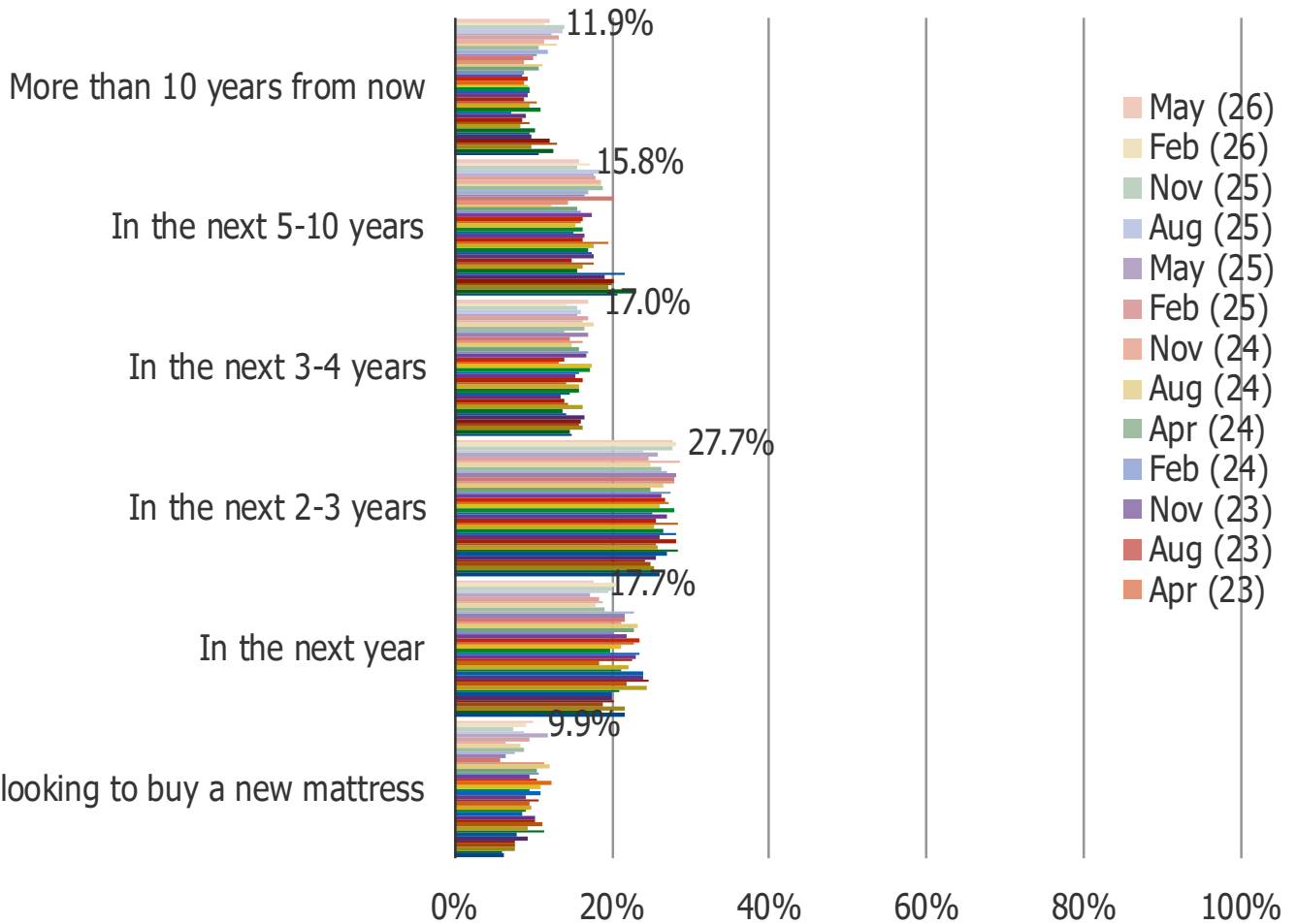
LAST TIME PURCHASED A MATTRESS

Posed to all respondents



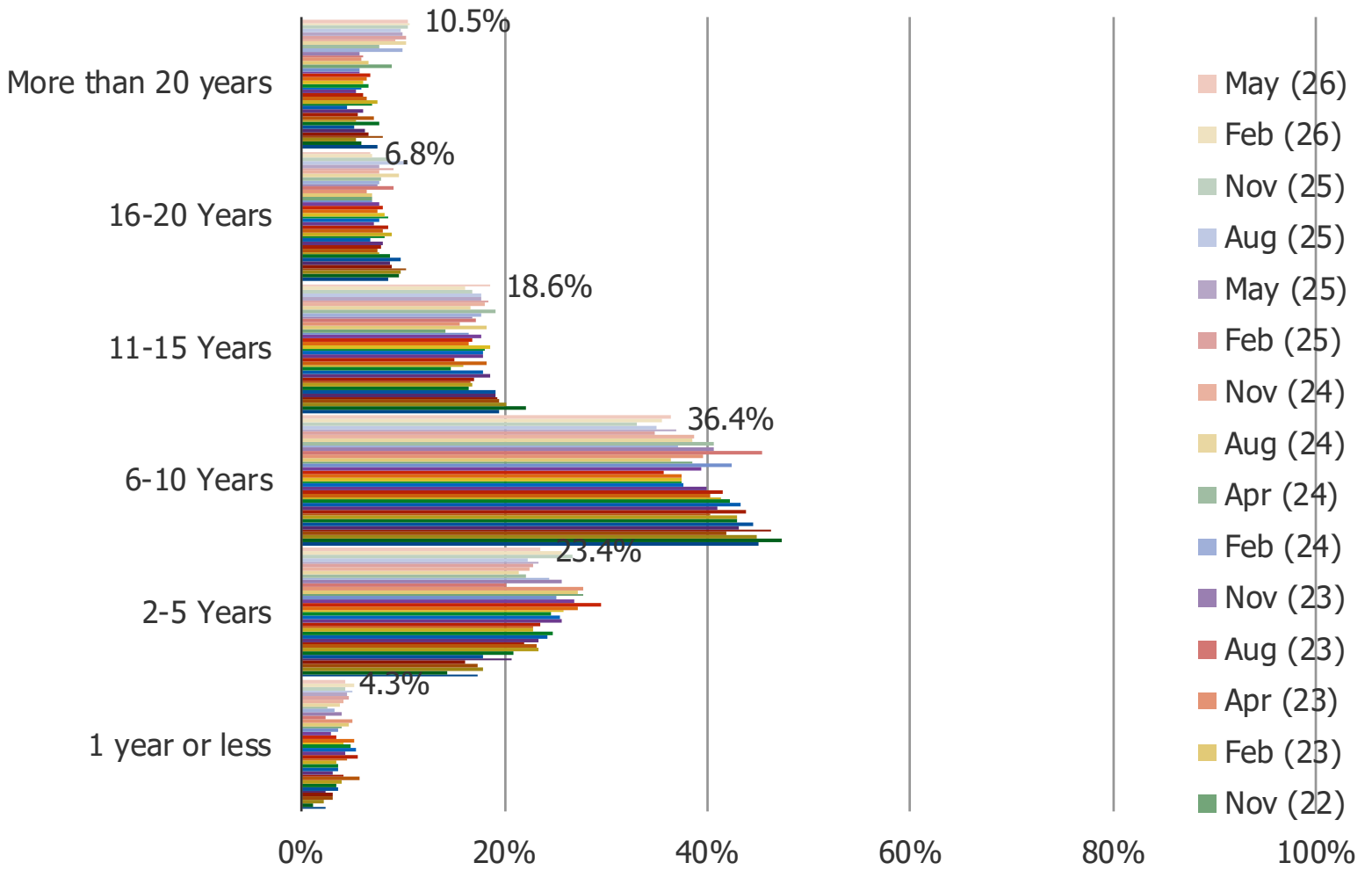
WHEN DO YOU EXPECT TO GET A NEW MATTRESS?

Posed to all respondents



HOW LONG DO YOU BELIEVE MATTRESSES SHOULD LAST?

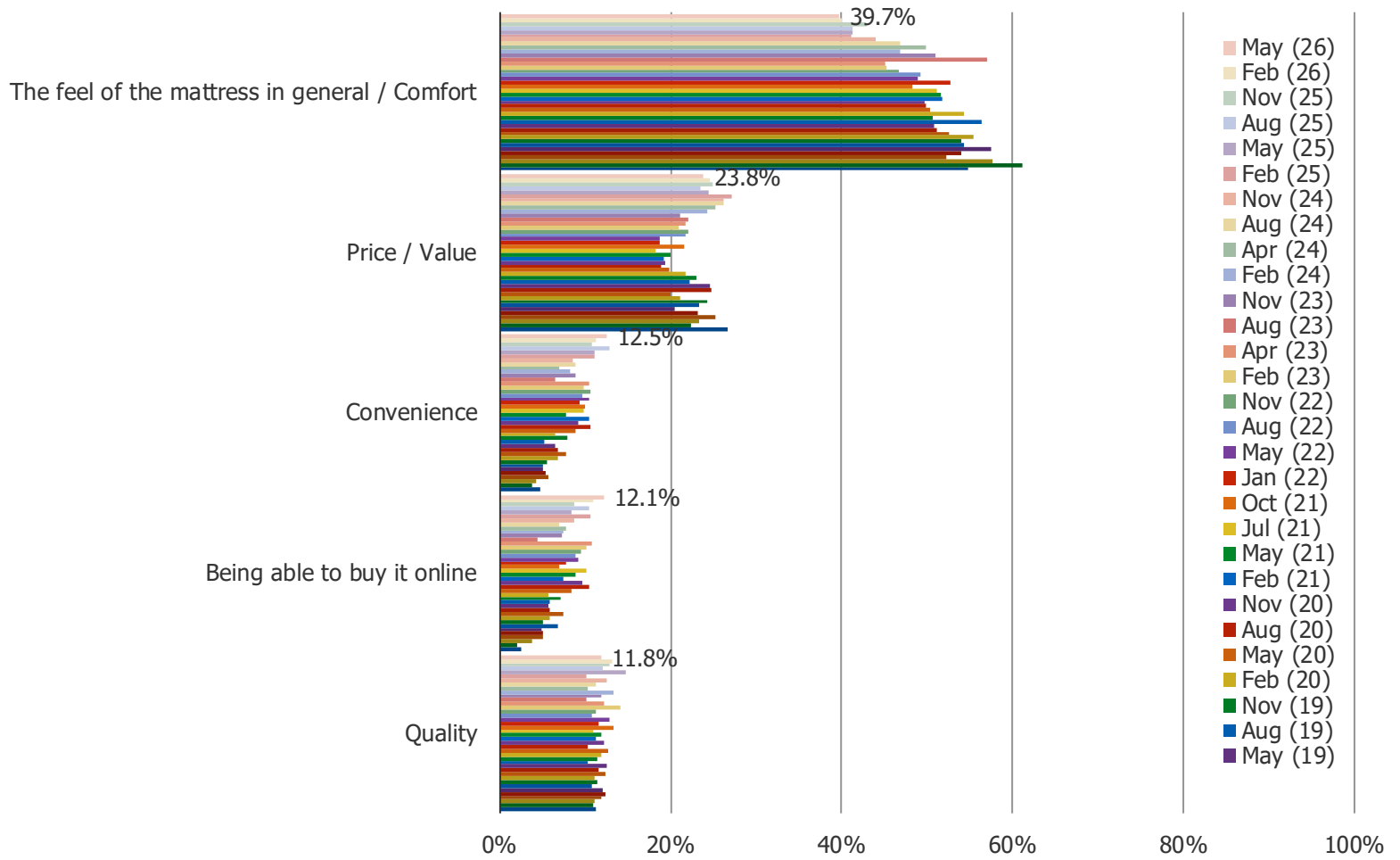
Posed to all respondents



CATALYSTS / DECISION DRIVERS

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

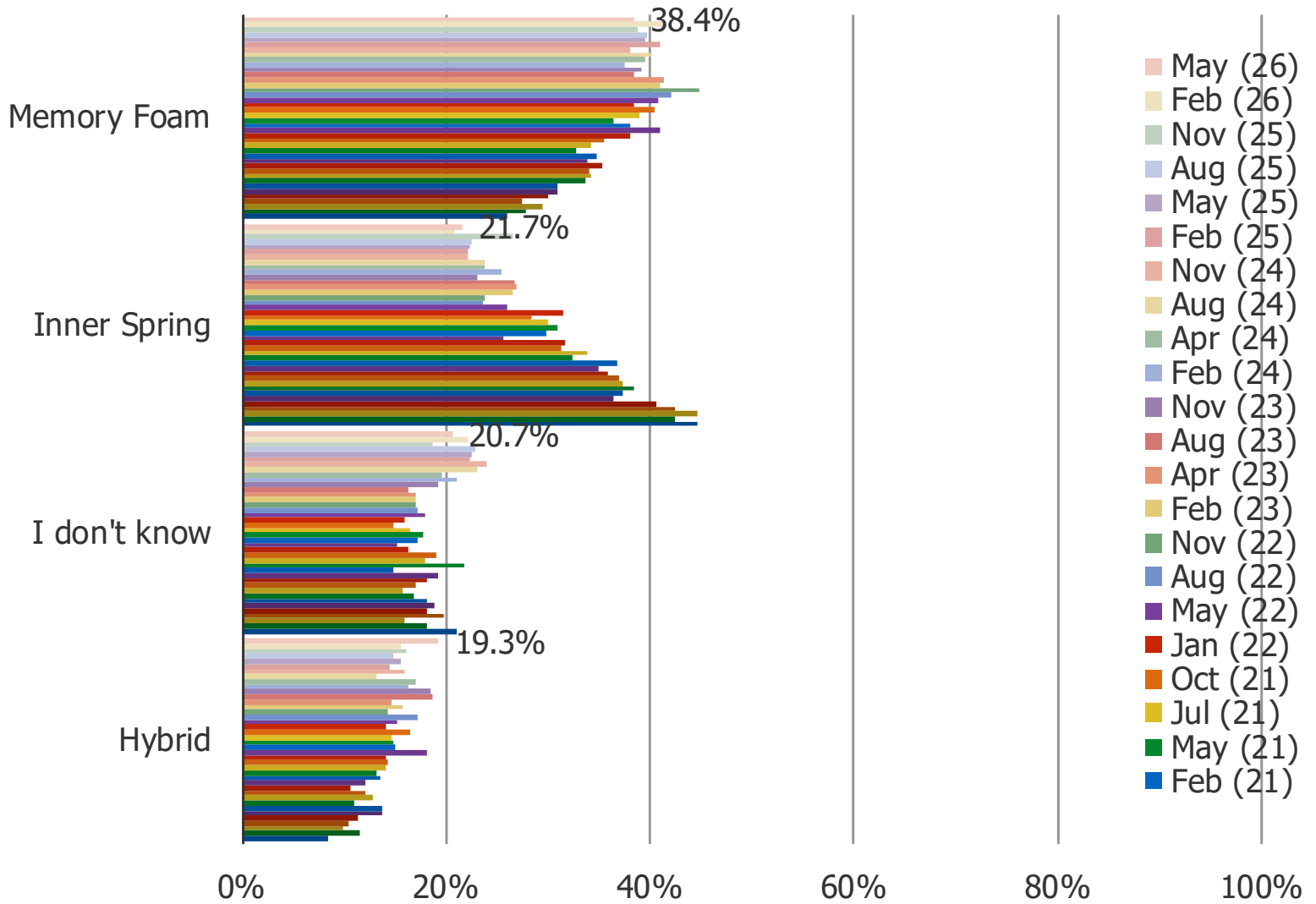
Posed to all respondents



MEMORY FOAM VS. INNER SPRING

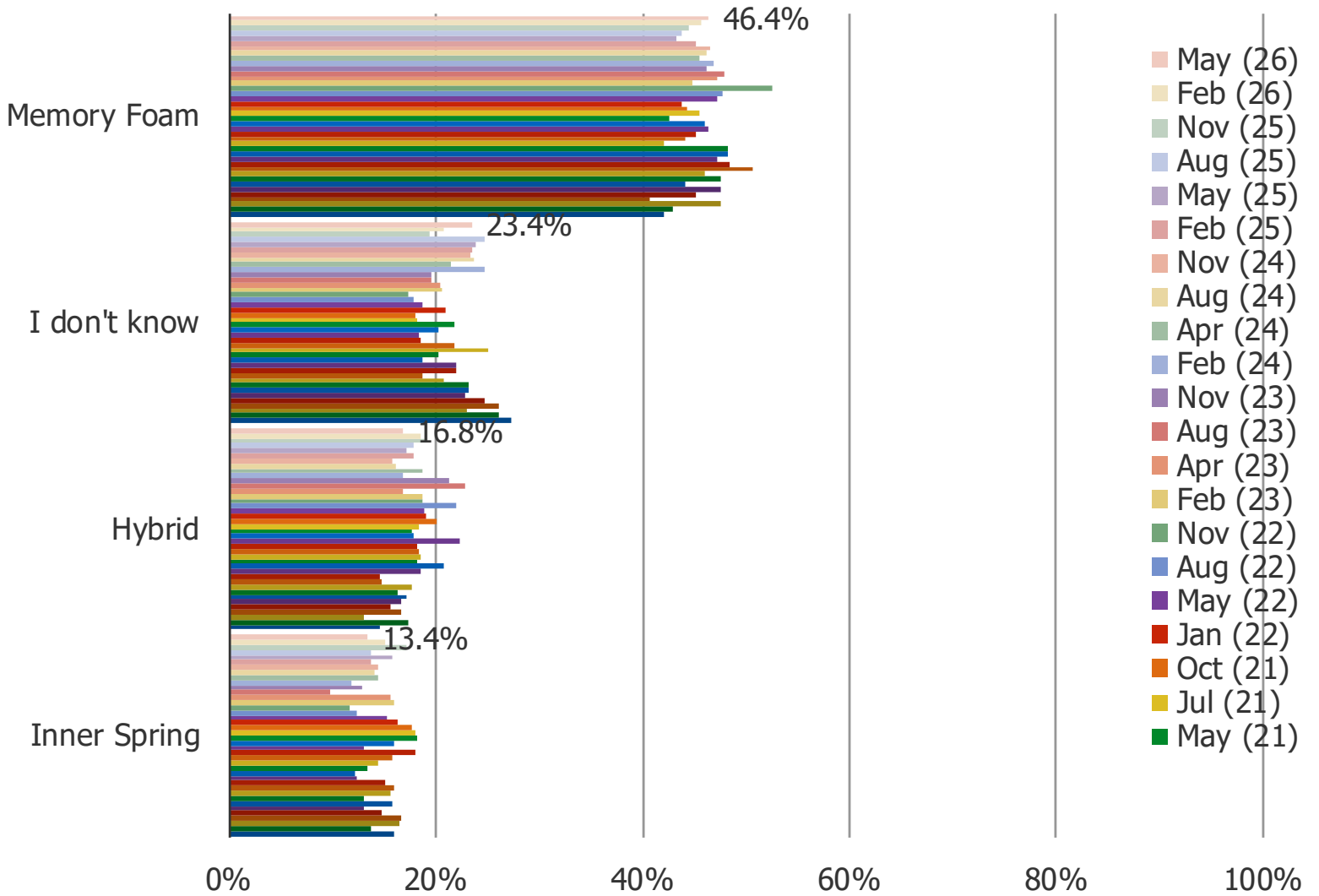
WHICH BEST DESCRIBES THE TYPE OF MATTRESS THAT YOU CURRENTLY SLEEP ON?

Posed to all respondents



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

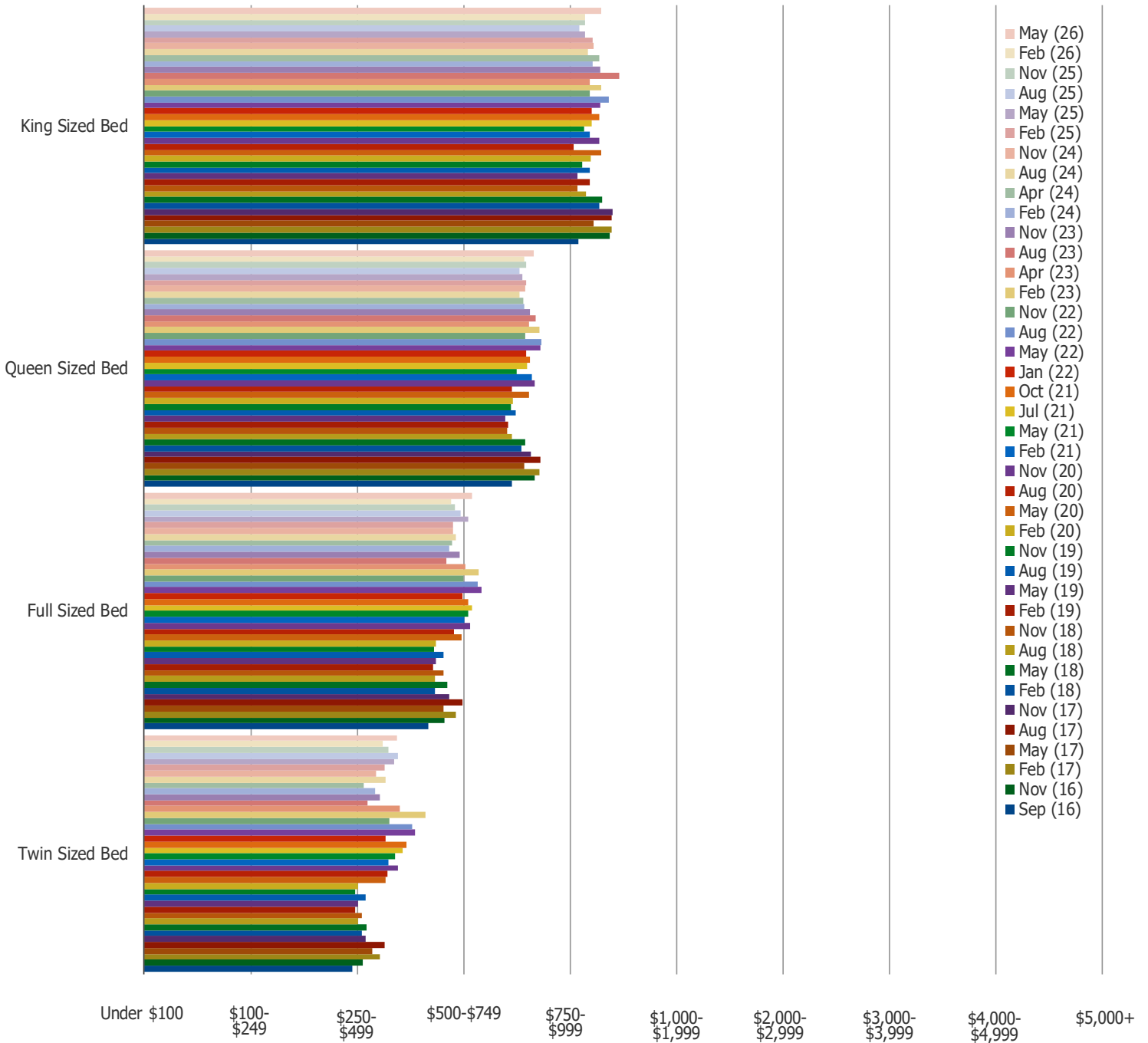
Posed to all respondents



PRICE EXPECTATIONS

EXPECTATIONS FOR SPENDING ON MATTRESSES BY SIZE

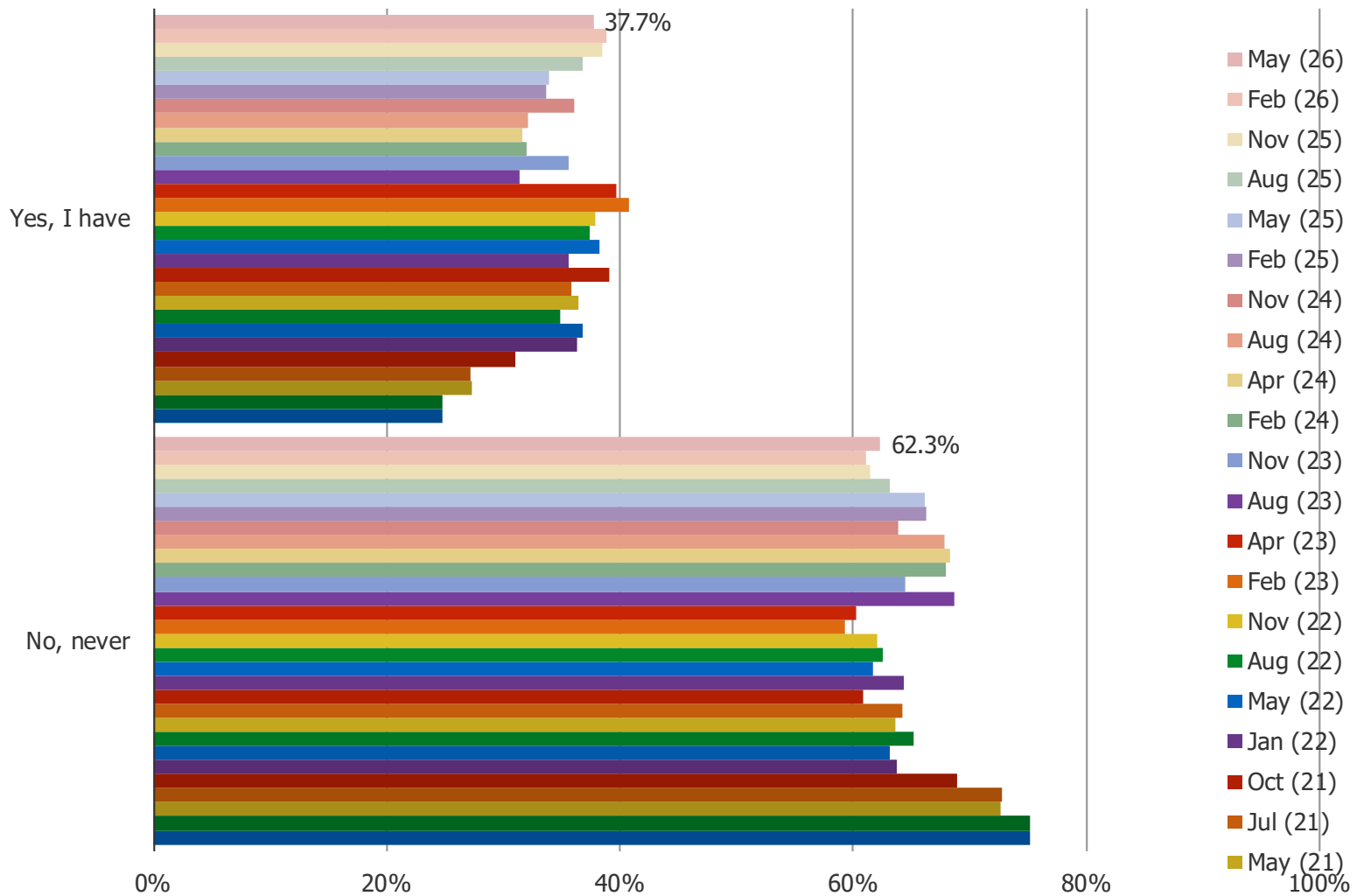
Posed to all respondents



IN-STORE VS. ONLINE

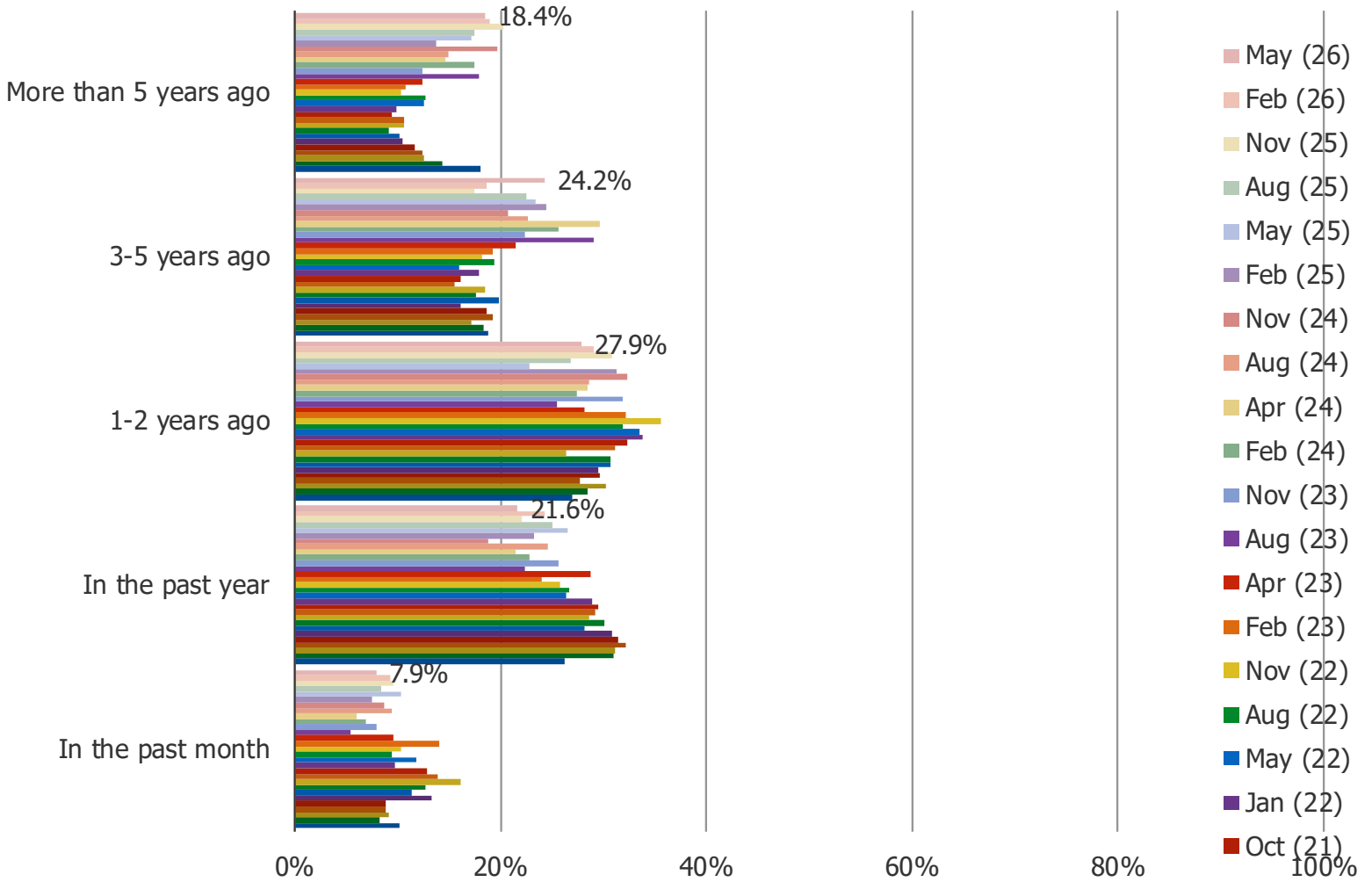
HAVE YOU EVER ORDERED A MATTRESS ONLINE? (IE. A BED-IN-A-BOX MATTRESS)

Posed to all respondents



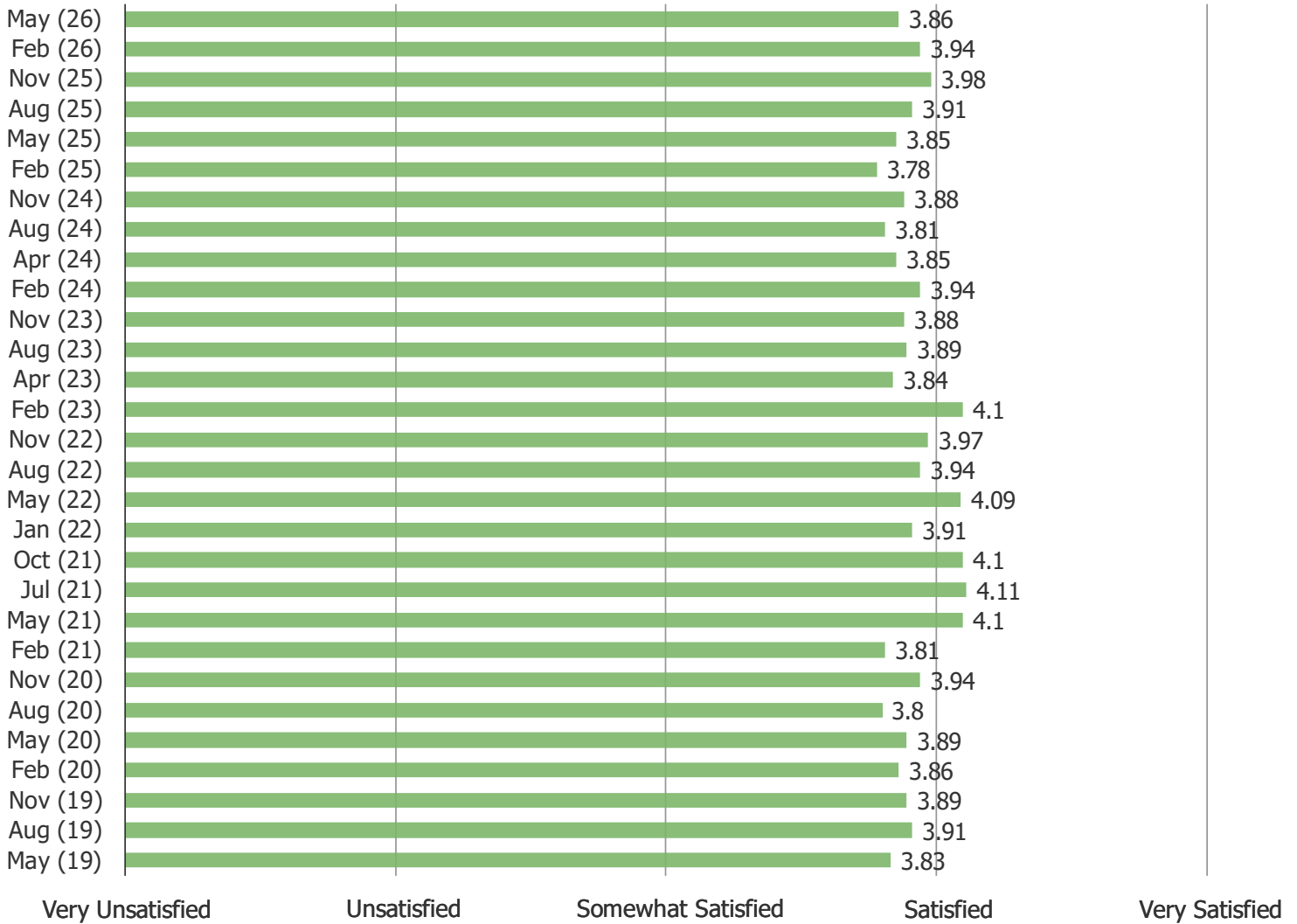
WHEN DID YOU MAKE YOUR MOST RECENT BED-IN-A-BOX ONLINE MATTRESS PURCHASE?

Posed to respondents who have ordered a mattress online



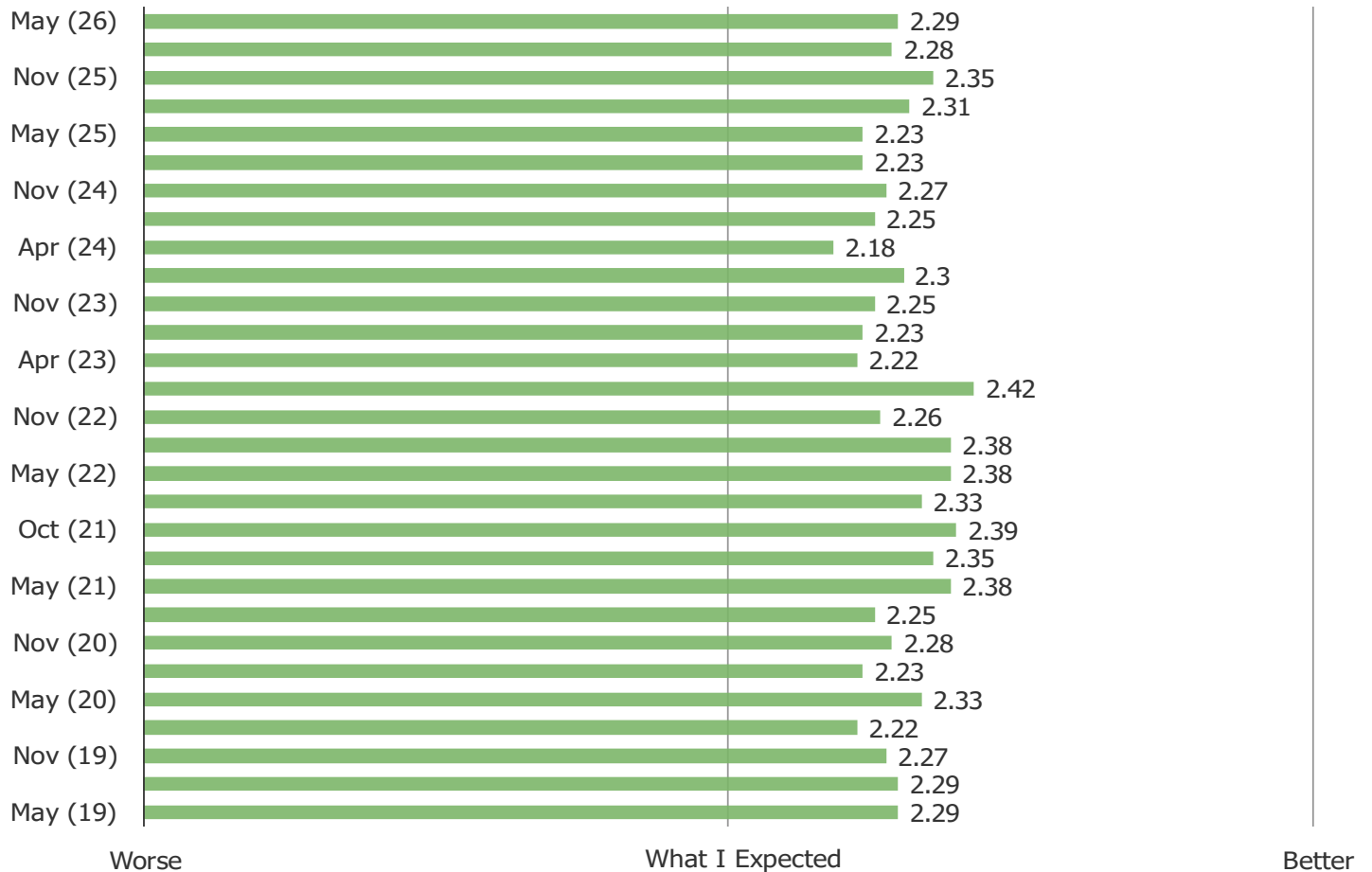
HOW SATISFIED ARE YOU WITH YOUR BED-IN-A-BOX MATTRESS?

Posed to respondents who have ordered a mattress online



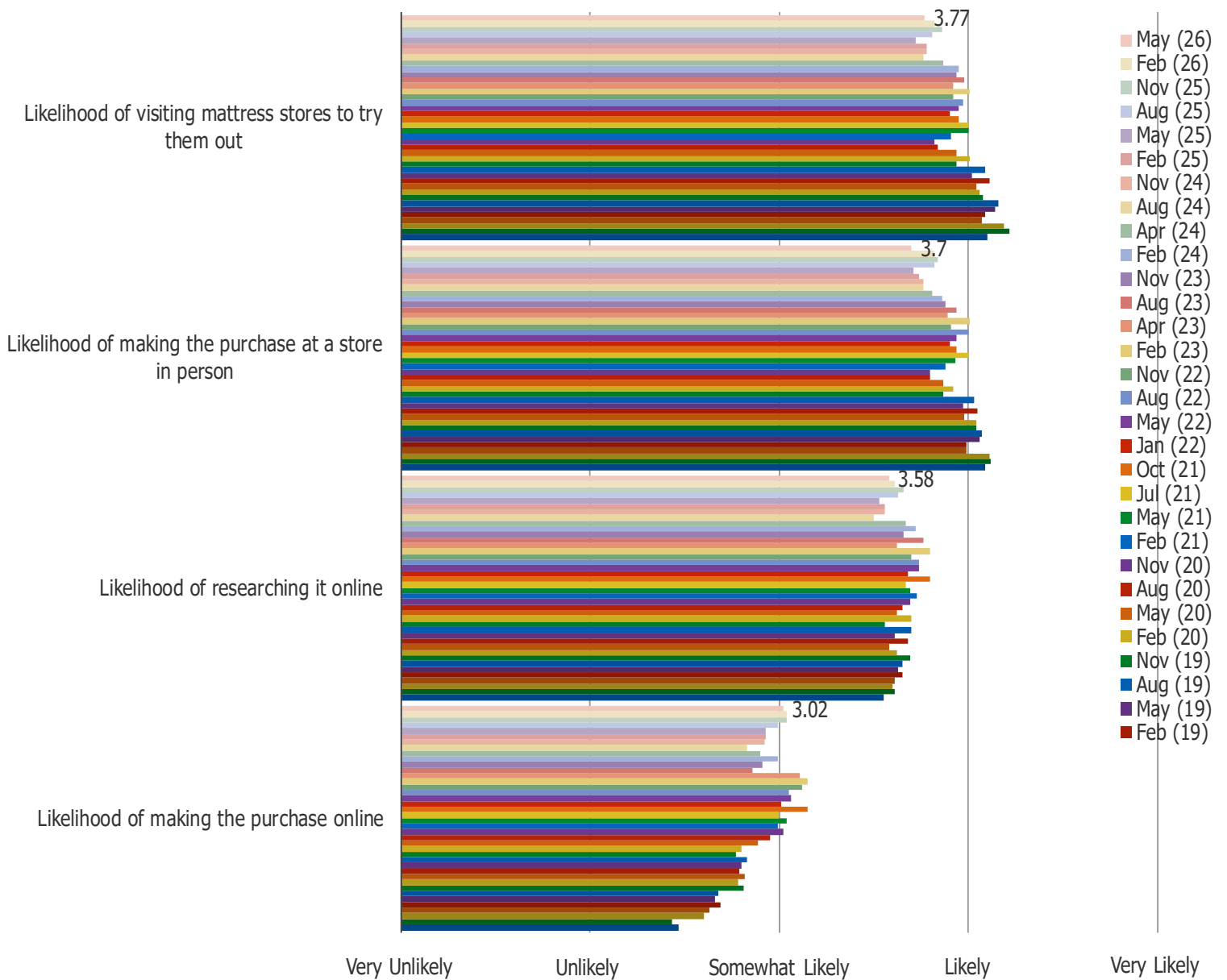
HOW IS THE MATTRESS HOLDING UP OVER TIME COMPARED TO YOUR EXPECTATIONS?

Posed to respondents who have ordered a mattress online



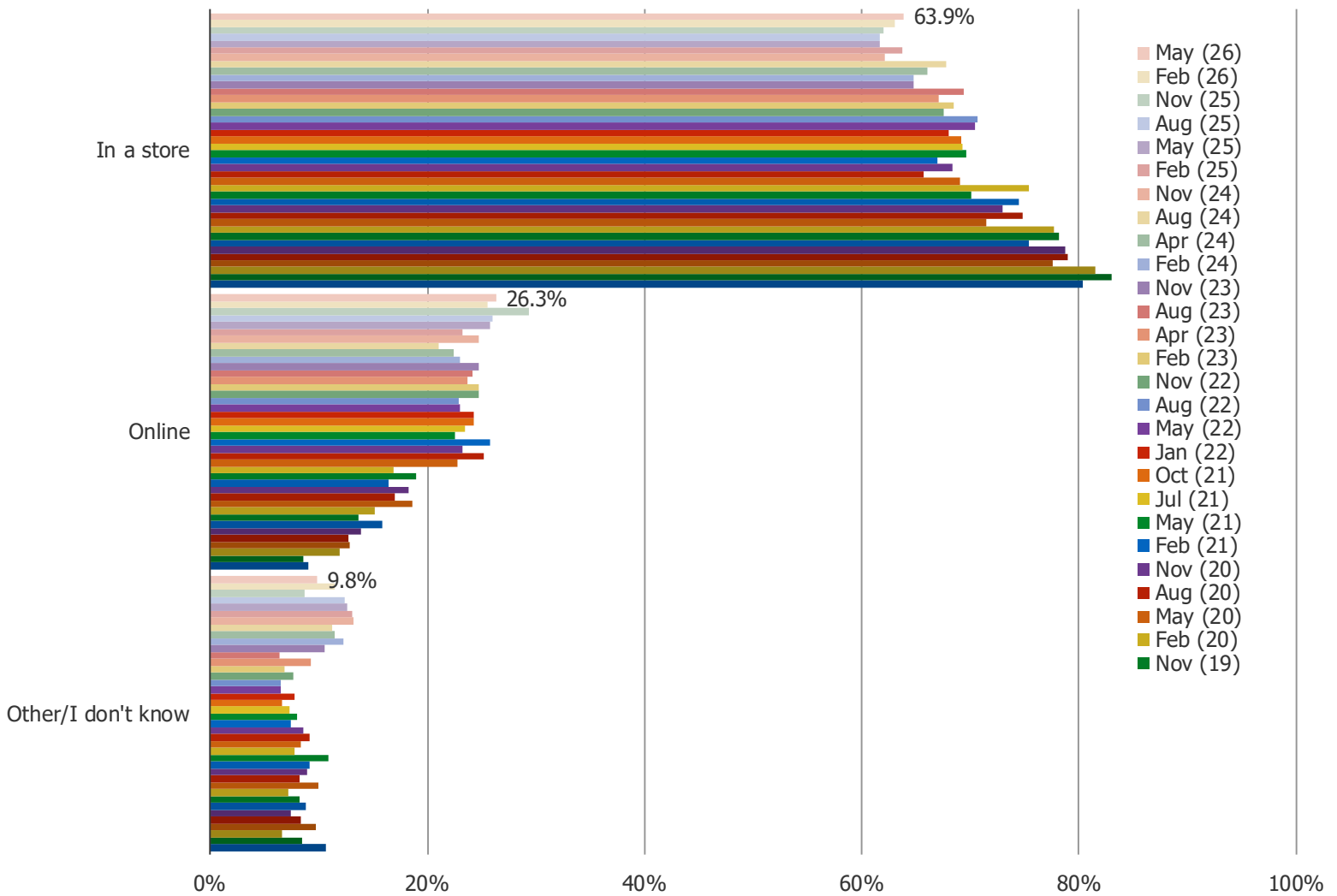
IF YOU NEEDED TO BUY A MATTRESS, HOW LIKELY WOULD YOU BE TO...

Posed to all respondents



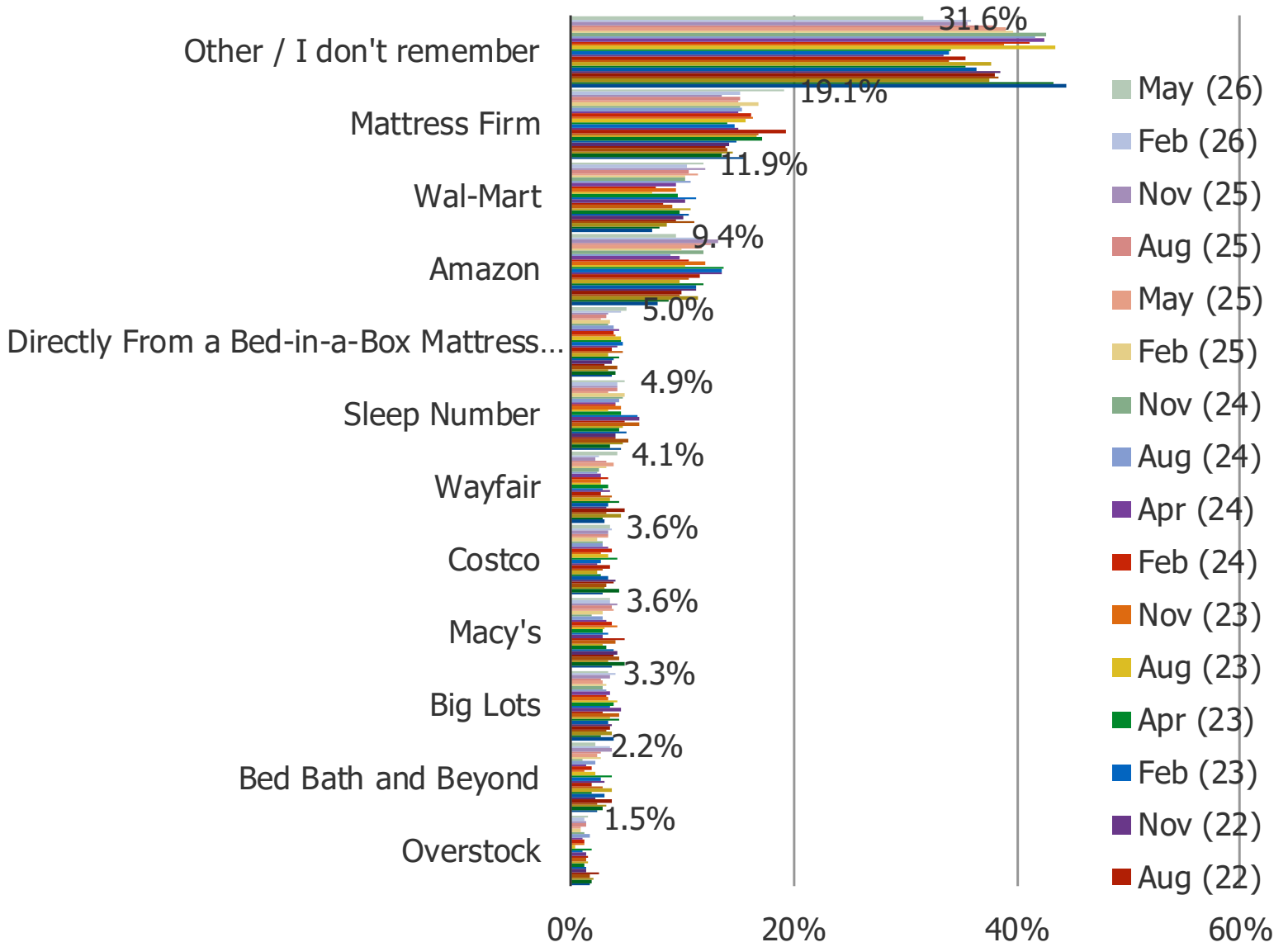
HOW DID YOU PURCHASE THE MOST RECENT MATTRESS THAT YOU BOUGHT?

Posed to all respondents



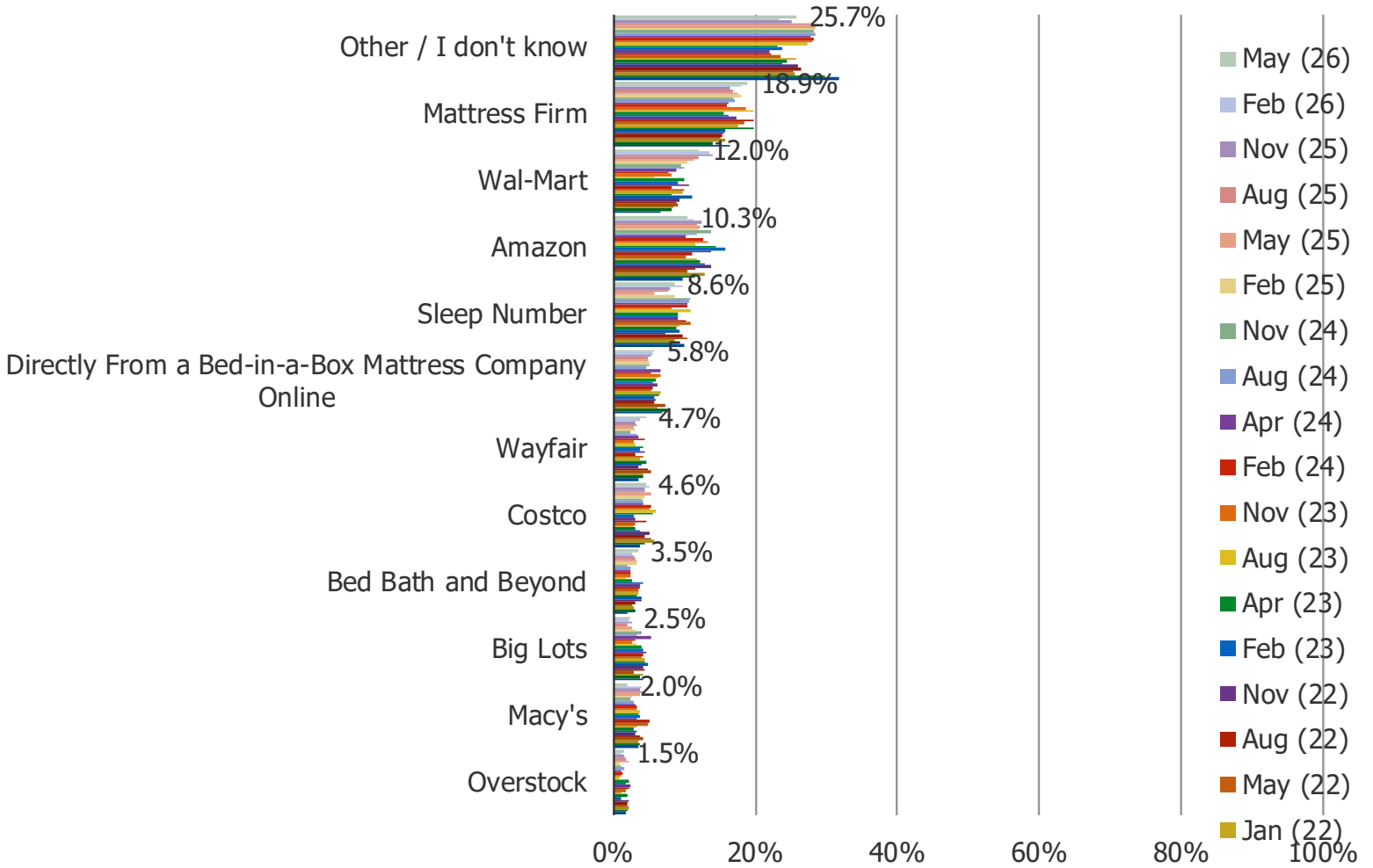
FROM WHICH STORE/WEBSITE DID YOU MAKE YOUR MOST RECENT MATTRESS PURCHASE?

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

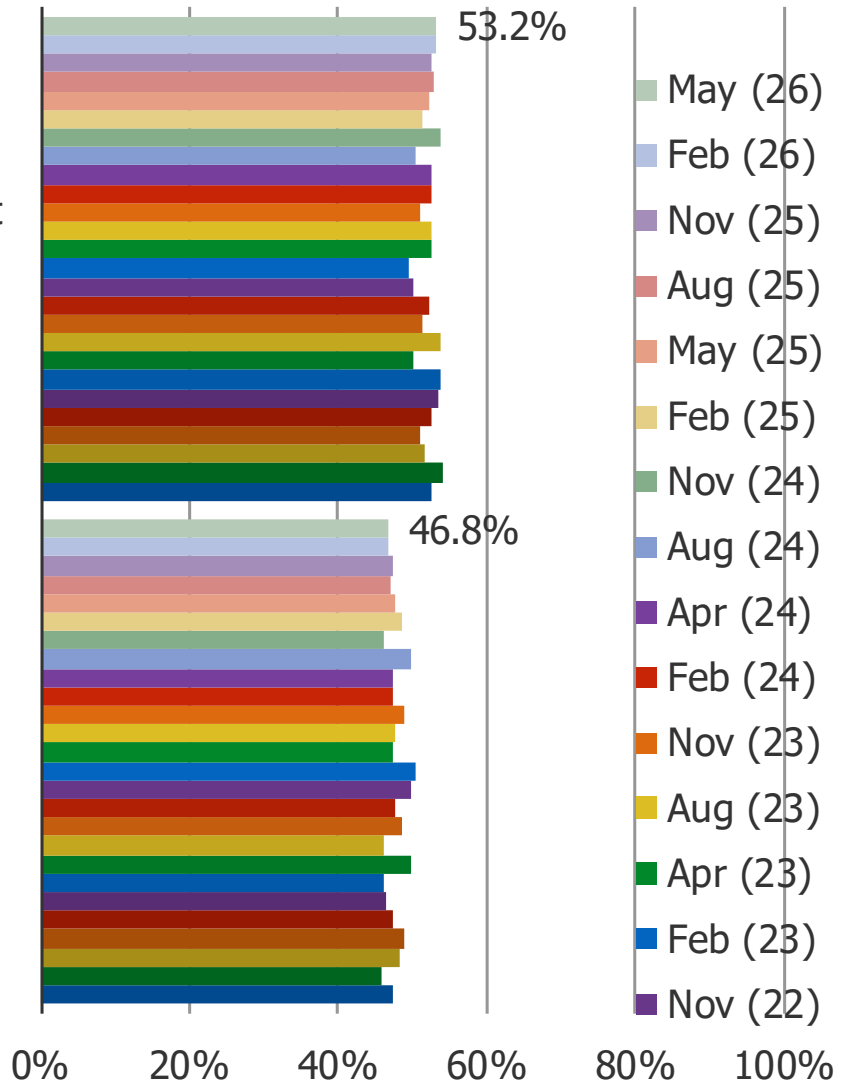


IF YOU NEEDED TO BUY A MATTRESS TODAY, HOW WOULD YOU BEGIN YOUR SEARCH?

Posed to all respondents

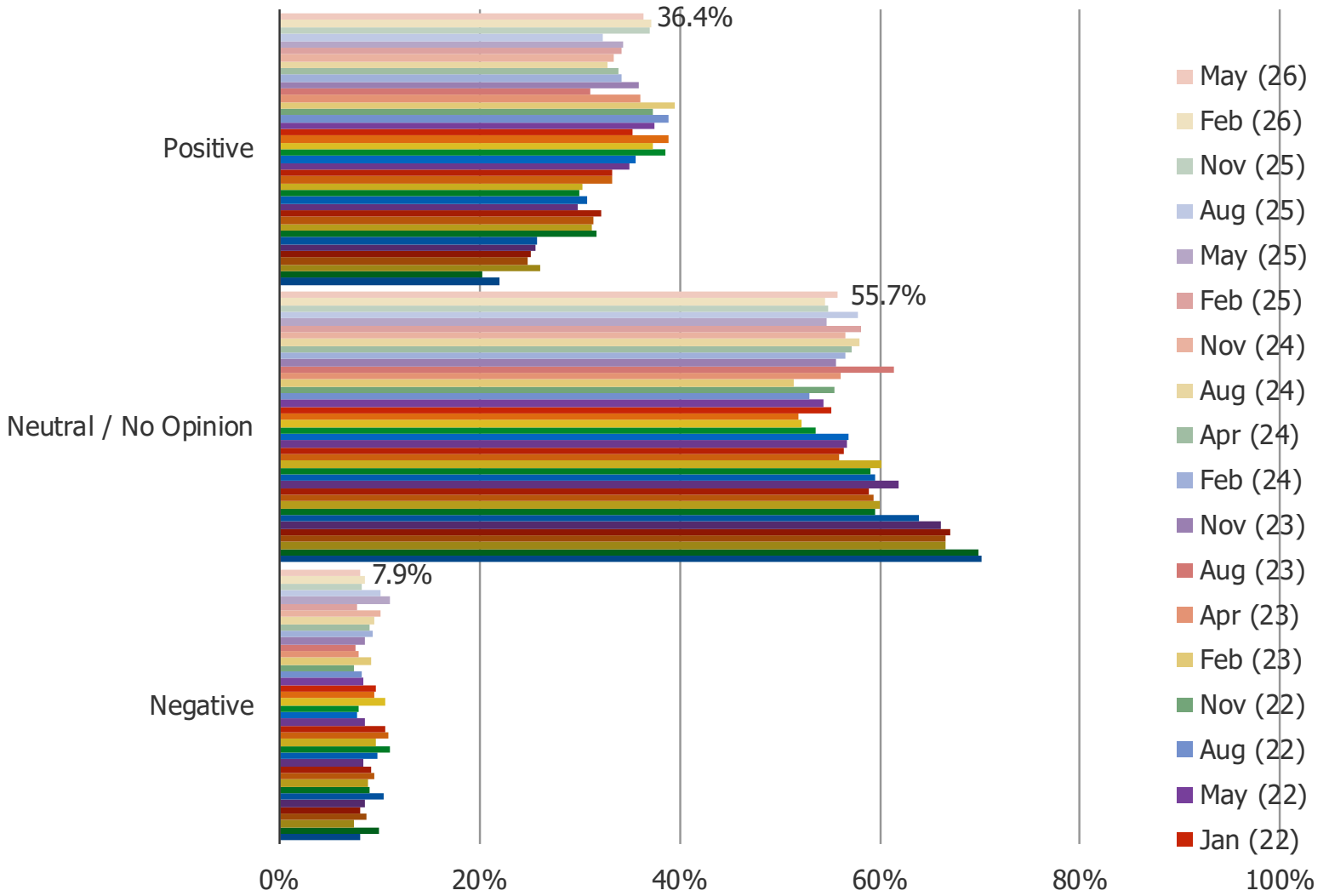
I would find a retailer that sells different mattress brands, and would then evaluate them and choose one

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



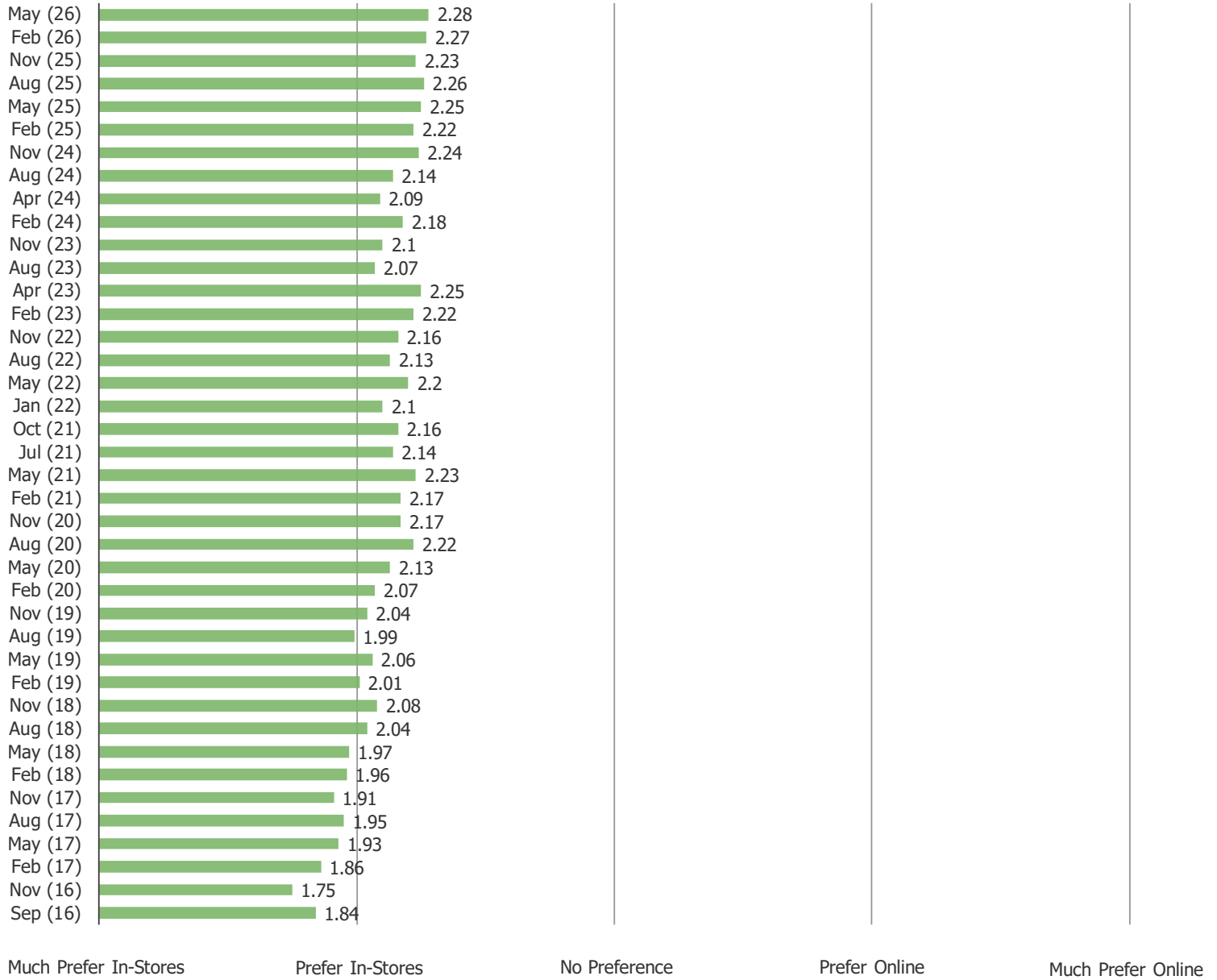
OPINION OF BED IN A BOX MATTRESS PROVIDERS WHO SHIP MATTRESSES TO CUSTOMERS IN A VACUUM SEALED BOX

Posed to all respondents



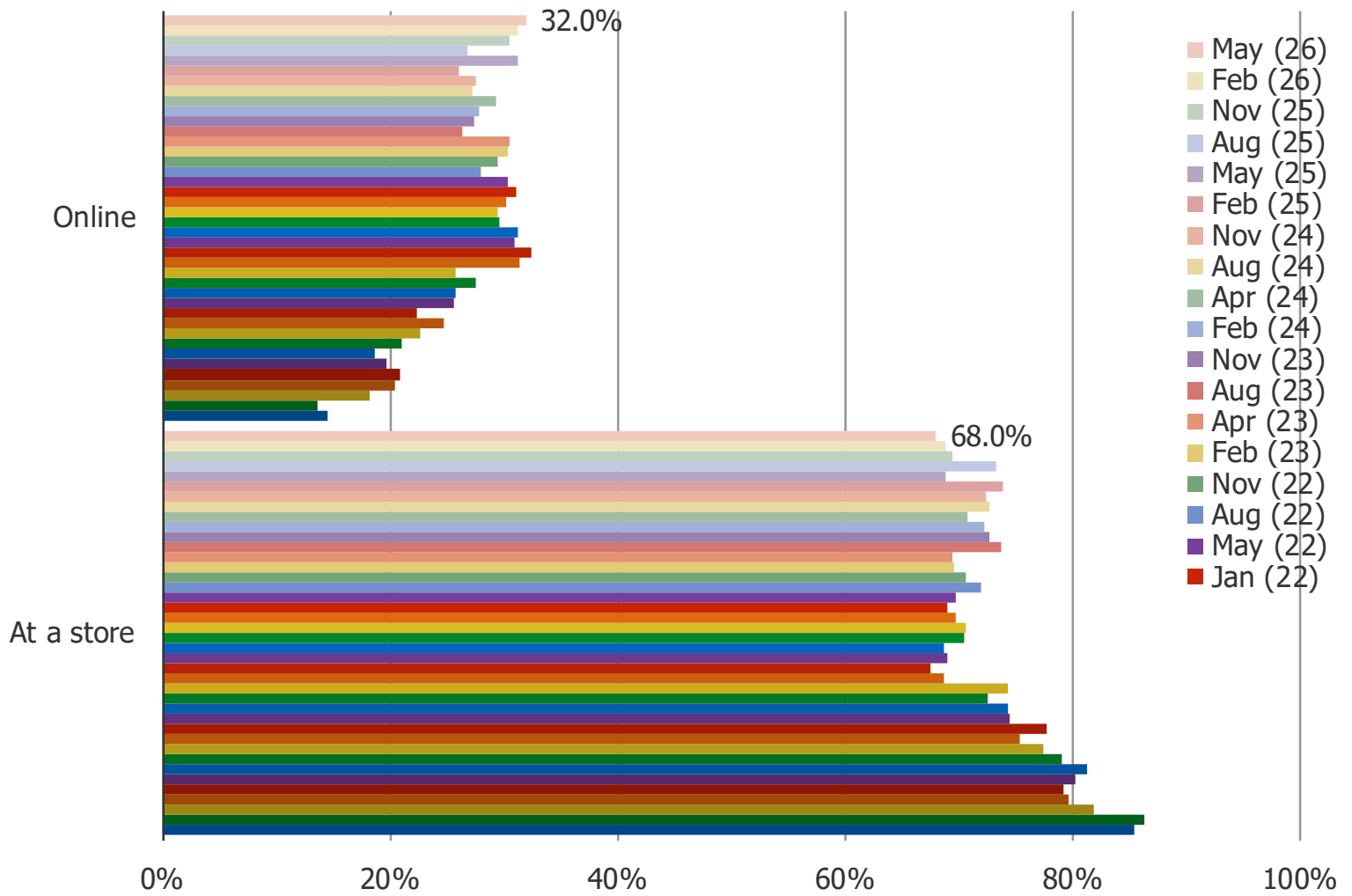
PREFERRED METHOD FOR MATTRESS SHOPPING

Posed to all respondents



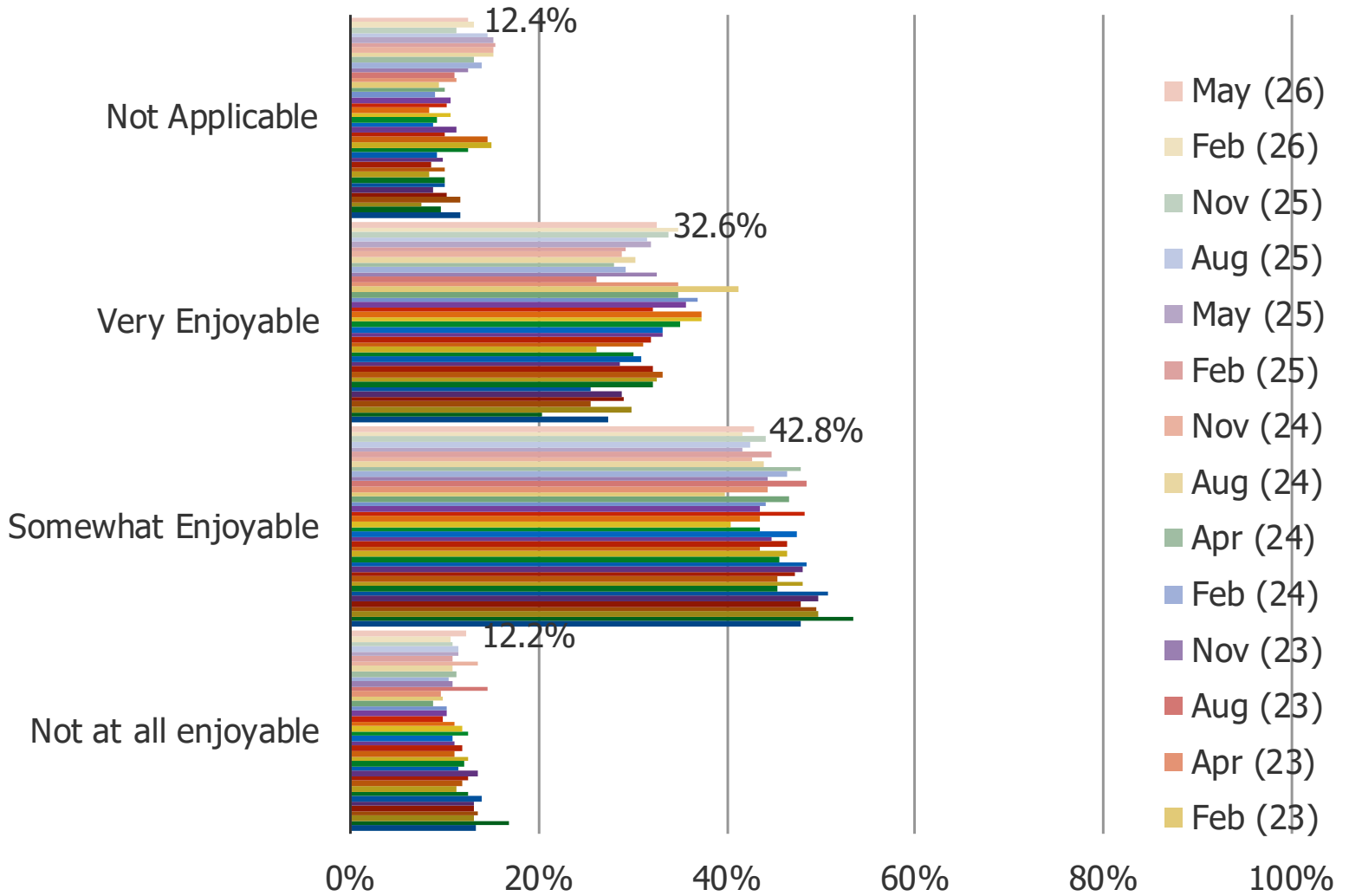
WHEN IT IS TIME TO GET A NEW MATTRESS, DO YOU THINK YOU WILL BUY IT AT A STORE OR ONLINE?

Posed to all respondents



HOW ENJOYABLE DID YOU FIND THE MATTRESS BUYING PROCESS?

Posed to all respondents

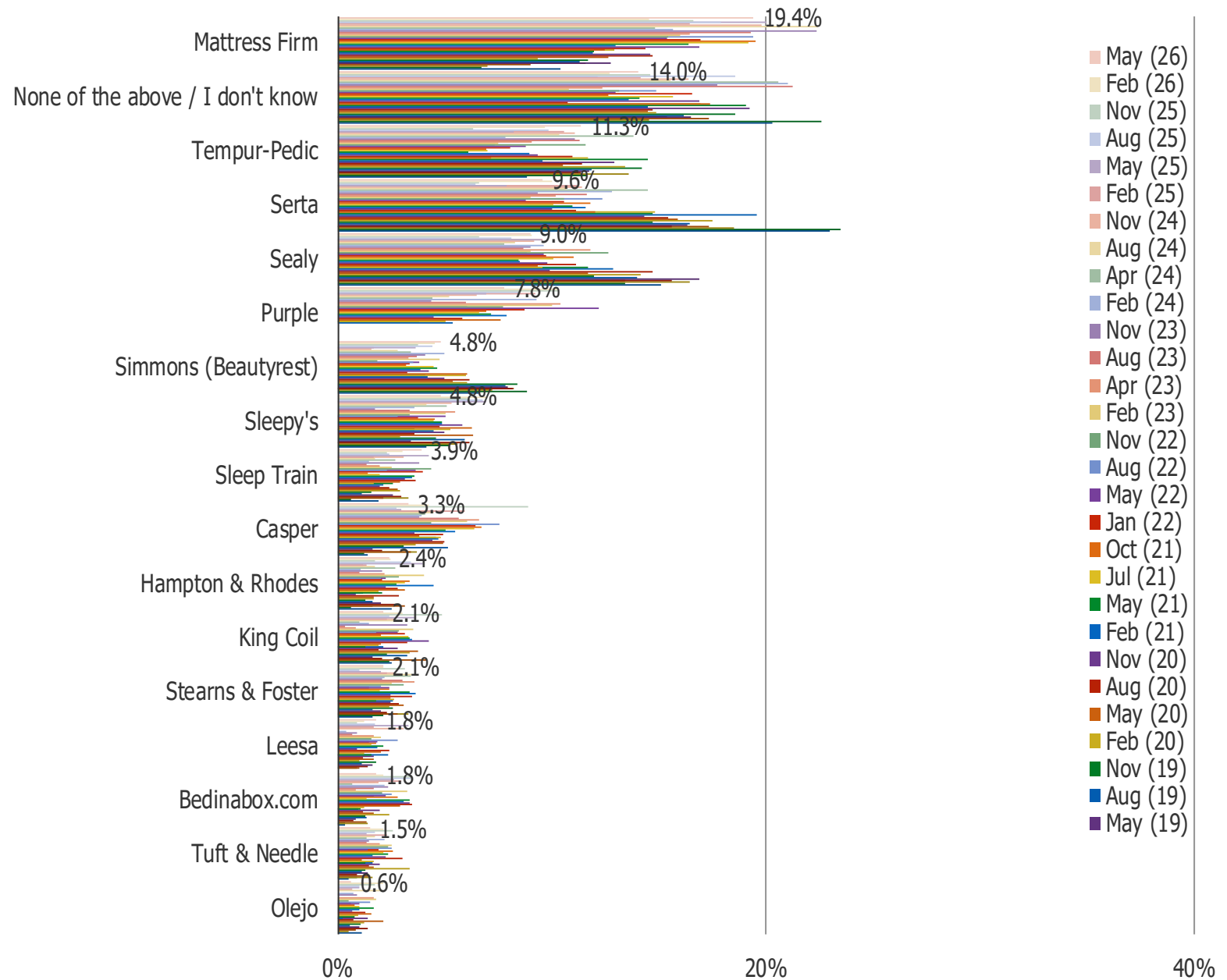


COMPETITIVE DYNAMICS

Mattresses and Furniture

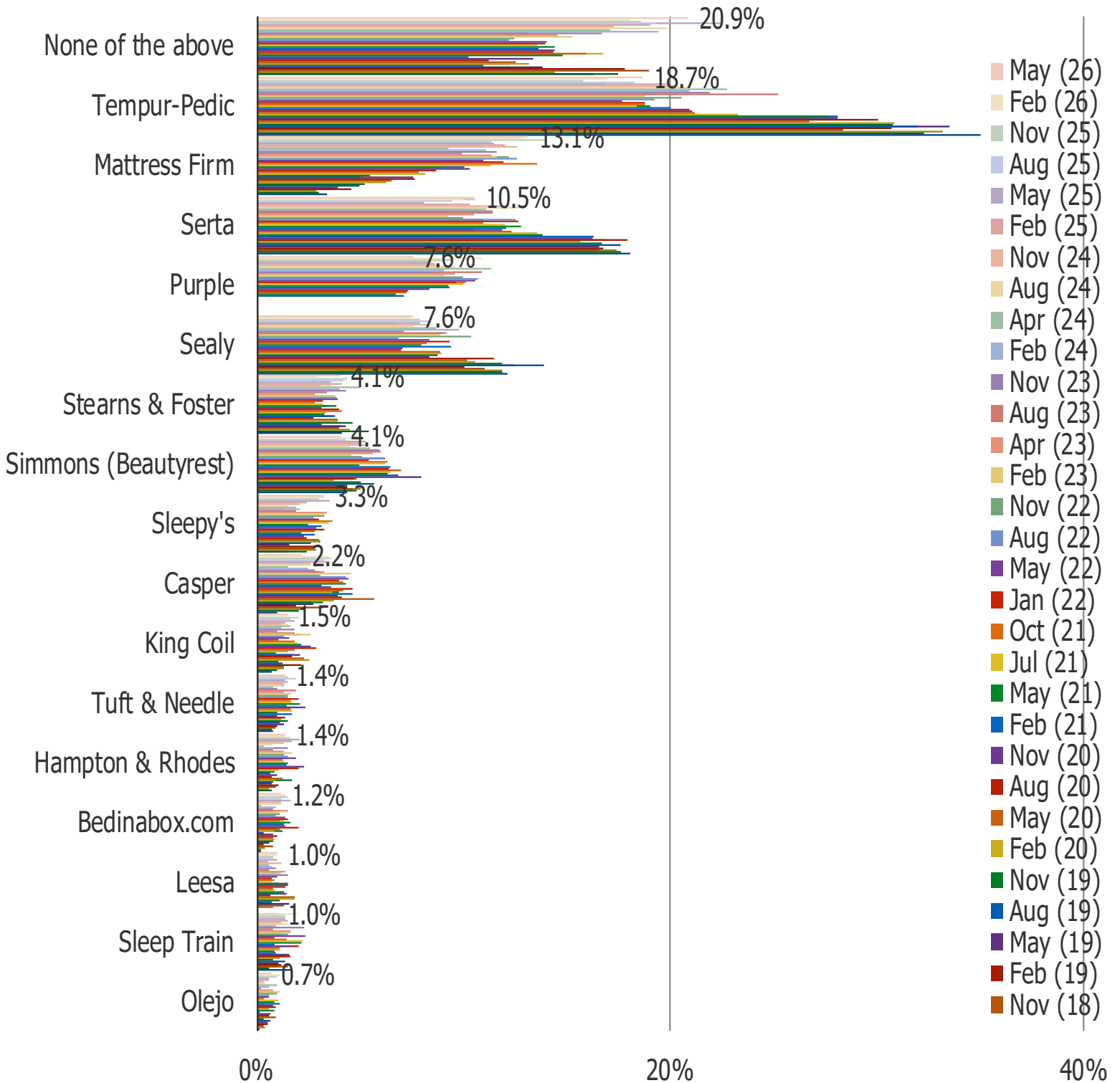
WHICH BRAND DID YOU PURCHASE?

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



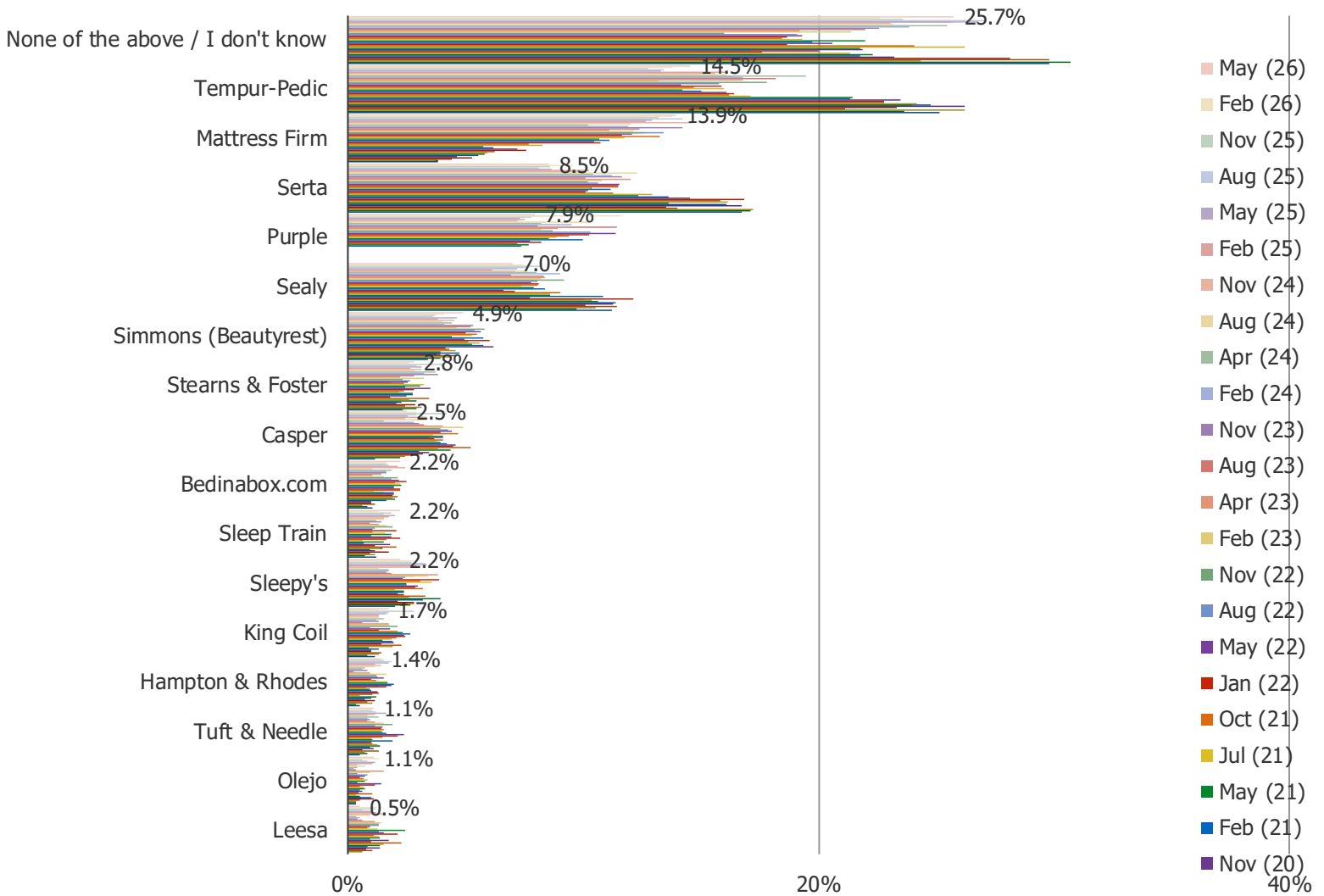
WHICH OF THE FOLLOWING MATTRESSES DO YOU THINK IS BEST?

Posed to all respondents



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

