

National Consumer Survey of Mattress Shoppers 2020 Report



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About the Survey

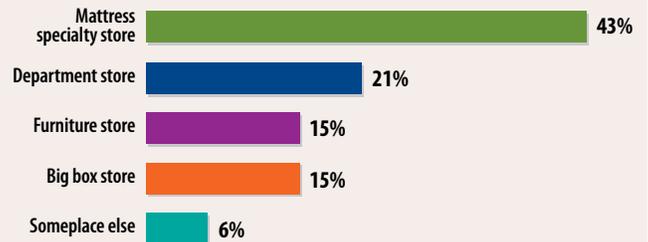
The findings in this report are based on an online survey, commissioned by the nonprofit CertiPUR-US® foam certification program, conducted in late 2019 among those who had either purchased—or plan to purchase—a new mattress within 12 months. A nationally recognized, independent SurveyGizmo consumer panel was used. Sample size was sufficient for this survey to be reasonably representative of mattress shoppers in the U.S.

Findings

Among the survey's goals were to gauge buyers' awareness and receptivity to certified flexible polyurethane foam in mattresses—and for those not aware, to discover their propensity to purchase a mattress containing certified foam once they learned about the CertiPUR-US program. About 40 percent of the mattress shoppers said they were aware of the CertiPUR-US program. After reading a brief description of the program, the interest in certified foam skyrocketed, with 88 percent saying certified foam was important or very important and more than 90 percent of the mattress shoppers surveyed saying they were willing to pay more to ensure the foam in their new mattress was certified. Additional findings:

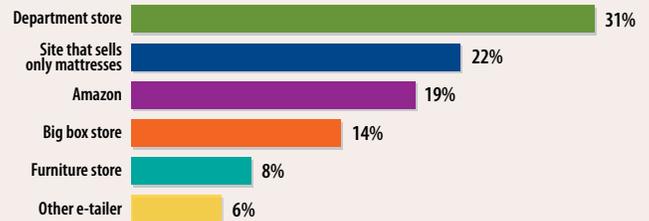
- **Factors preventing a good night's sleep.** An uncomfortable mattress was the second most cited answer when respondents were asked what was the biggest factor on nights when they had trouble sleeping. Temperature—being too hot or too cold—was the No. 1 reason. Aches and pains, general life stress and screen time also ranked high. Only 4 percent said they usually didn't have trouble sleeping.
- **Mattresses matter.** Nearly all respondents (99 percent) said the quality of their mattress was important to getting a good night's sleep, with 84 percent of those saying it was very important.

Where Did You Purchase Your Mattress (Physical Store)?



99% said mattress quality is important to good sleep

Where Did You Purchase Your Mattress Online?



Top 10 Answers: What Matters Most to Consumers When Purchasing a Mattress



- **Materials used in mattresses matter, too.** When asked to rank what mattered most when deciding to purchase a mattress, not surprisingly, comfort was the top answer (1), followed by price (2). “Materials the mattress is made of” ranked third (3), followed by warranty (4), brand name (5), appearance of mattress (6), customer/user reviews (7), made without chemicals of concern (8), return policy (9) and delivery speed (10).

- **Buyers are becoming savvy.** More than half of recent and future mattress buyers (55 percent) considered themselves very knowledgeable or knowledgeable about mattress materials. Forty-five percent admitted they were not knowledgeable.

- **Where buyers learn.** The top three places, in order, cited by respondents about where they learn about mattress materials were: manufacturer or retailer websites; health/consumer/home websites; and, tied for third, information on mattresses/labels at point of purchase and past experience.

- **Where buyers purchase.** For those respondents who had purchased a mattress online in the past year, top answers were department store website (31 percent), site that sells only mattresses (22 percent), and Amazon (19 percent). For those purchasing in store, top answers were mattress specialty store (43 percent), department store (21 percent), furniture store (15 percent) and big box store (15 percent).

- **Consumers rely on knowledgeable salespersons.** Ninety-five percent of respondents agree it was important or very important for the salesperson they were working with to be knowledgeable about the foam in the mattress.

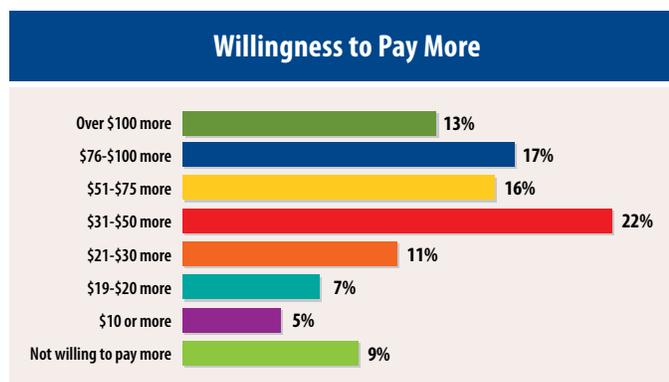
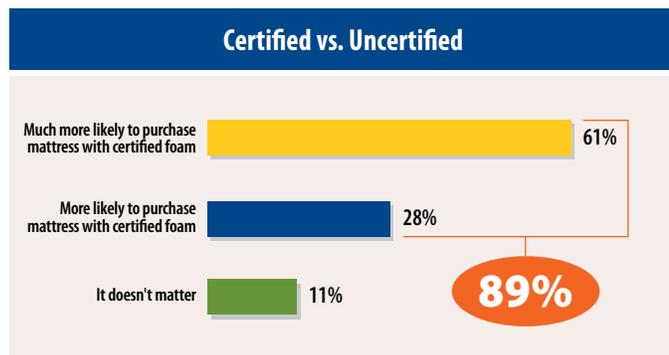


- ### Top Answers: How Did You Learn About Mattress Materials?
1. Manufacturer or retailer websites
 2. Other websites (health/consumer/home)
 3. **TIED:** Information on mattress/labels in store and Past experience
 4. Friends/family
 5. Salesperson
 6. Social media
 7. Traditional media
 8. Information on delivered mattress

95% said a salesperson who is knowledgeable about foam is important

- **Satisfaction is high.** Nearly all (96 percent) of the recent mattress buyers surveyed said they were very satisfied or satisfied with the mattress they purchased.
- **CertiPUR-US name recognition is significant.** More respondents (41 percent) said they were aware of CertiPUR-US certification, far outpacing other certification program options presented. By comparison, GreenGuard was ranked at 26 percent, Green Bear 10 percent and Oeko Tex (6 percent).

Survey respondents read a short description of the CertiPUR-US® program before answering these questions:



- **Mattress shoppers value certified foam.** After reading a short description about the CertiPUR-US program, mattress shoppers' receptivity about foam certification increased significantly, with 88 percent saying it would be important or very important to purchase a mattress containing CertiPUR-US certified foam.
- More than 90 percent said they were willing to pay more to ensure the foam was certified. Forty-six percent said they were willing to pay \$50 or more; 30 percent would pay more than \$75 extra for a mattress containing certified foam.

"It's clear that consumers feel that a quality mattress is key to a good night's sleep, but this survey also shows they value certified foam—and are willing to pay more for it," says Michael Crowell, executive director of the nonprofit CertiPUR-US foam certification program.

Administered by a nonprofit organization, CertiPUR-US is a certification program for flexible polyurethane foam used in bedding and upholstered furniture. Certified foams meet CertiPUR-US standards for content, emissions and durability and are analyzed by independent, accredited laboratories.

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