



Consumer Market Research Beds & Bedding - March 2018





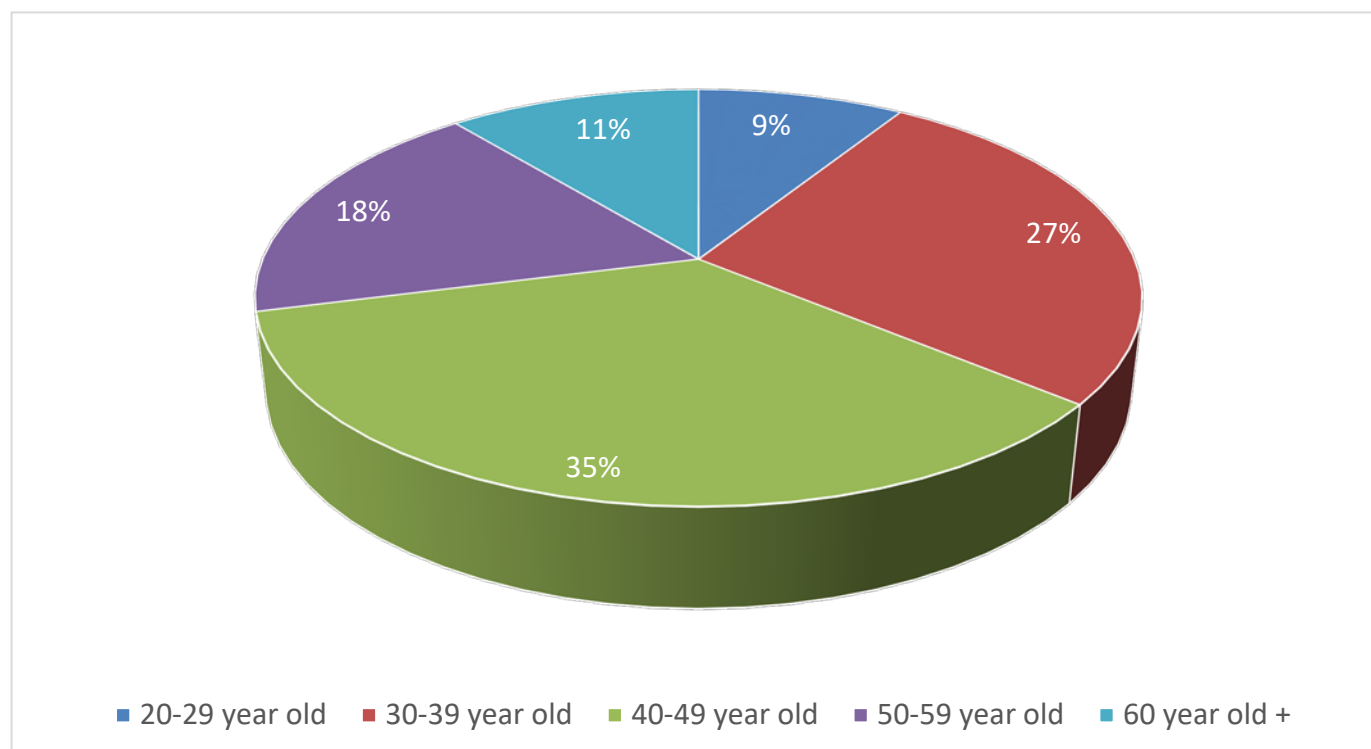
Methodology

673 consumers were surveyed for the research by way of face-to-face interviews. The research was conducted by the British Wool's marketing team at the Homebuilding & Renovation Show (NEC, 22-25th March 2018). Nearly all of those surveyed were done so as couples.

Research Results

Age Demographics

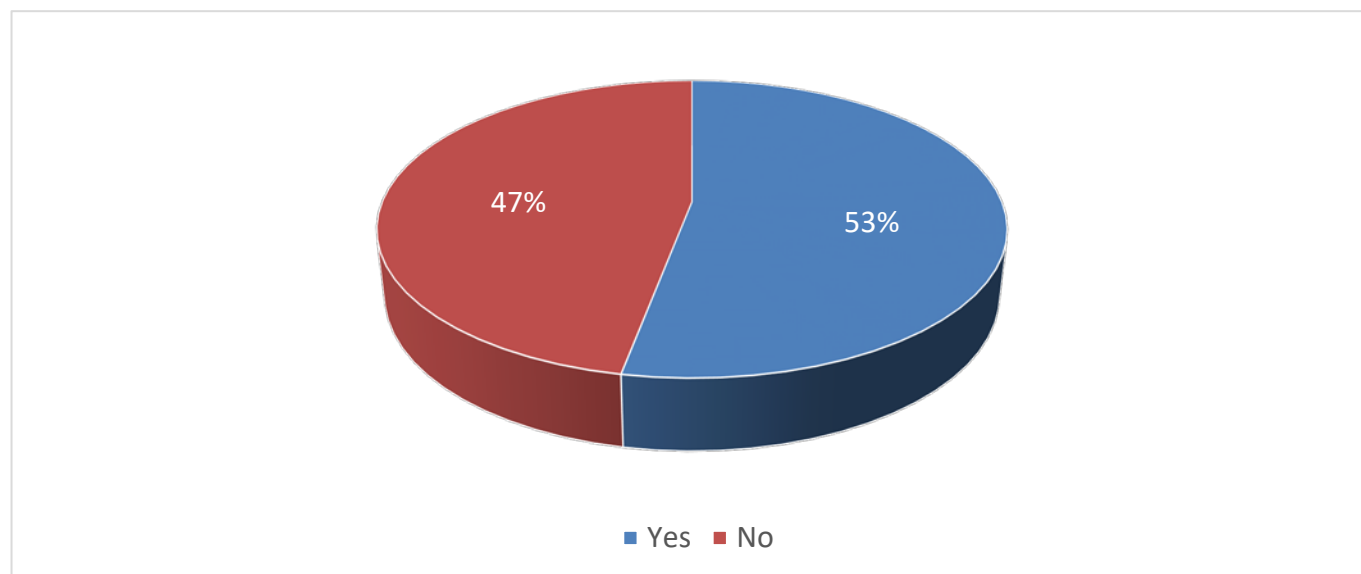
The following chart shows the age demographics of those consumers who were surveyed as part of the research;





Question: Did you know that wool was used in bedding?

This question was to gauge the consumer awareness of wool products within bedding products. The results were;



The above results demonstrate that there is still a lack of awareness of wool within the bedding sector from consumers.

How often would you replace your mattress?

From the survey consumers expected to replace their mattress every 11.2 years. This varied by age demographic as follows;

20-29 year old	9.0 years
30-39 year old	9.6 years
40-49 year old	12.1 years
50-59 year old	11.8 years
60 year old and over	12.9 years

In general terms the older the consumer the longer they expect a mattress to last, however there is still quite a long product life expectancy from younger consumers.

✓ A mattress rich in British wool will bounce back quickly and provide better support than any other mattress.