



BG

Background

Quantitative Research Methodology

The research has been conducted amongst a sample of 600 respondents, all of whom are responsible for buying beds and mattresses in their household and all of whom have purchased a bed or mattress in the last 12 months to represent current market behaviours.

- Fieldwork took place between 6th March and 20th March 2024.
- Respondents were sourced by Vision One's panel partners and incentivised for their time.
- The data in this report has not been weighted as it meets the target sample criteria.
- Sample quota controls are comparable to previous waves.

The quotas included Gender, Age and Socio-economic Status in the following proportions.

- Male 40%, Female 60%
- 18-24 (11%), 25-34 (22%), 35-54 and 55+ (33% respectively)
- ABC1 60%, C2DE 40%

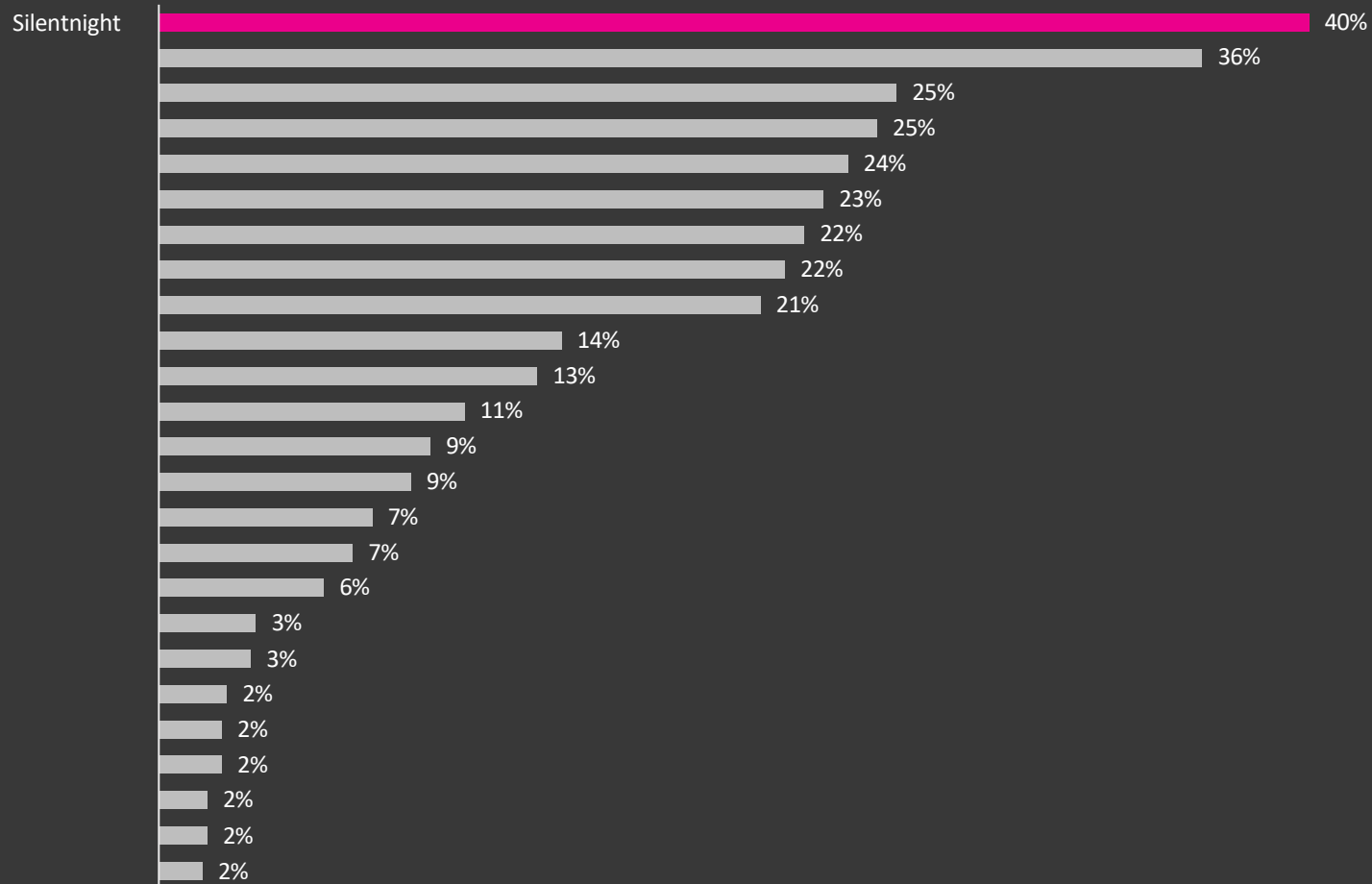
All quotas were met $\pm 1\%$.

Significance tests were conducted at the 95% confidence level using z-score calculations. As a guide the confidence intervals with a result of 50% for this project is ± 4.0 .

TR

Trust

Those who rated each brand 8, 9 or 10 for TRUST



The most trusted brand is...

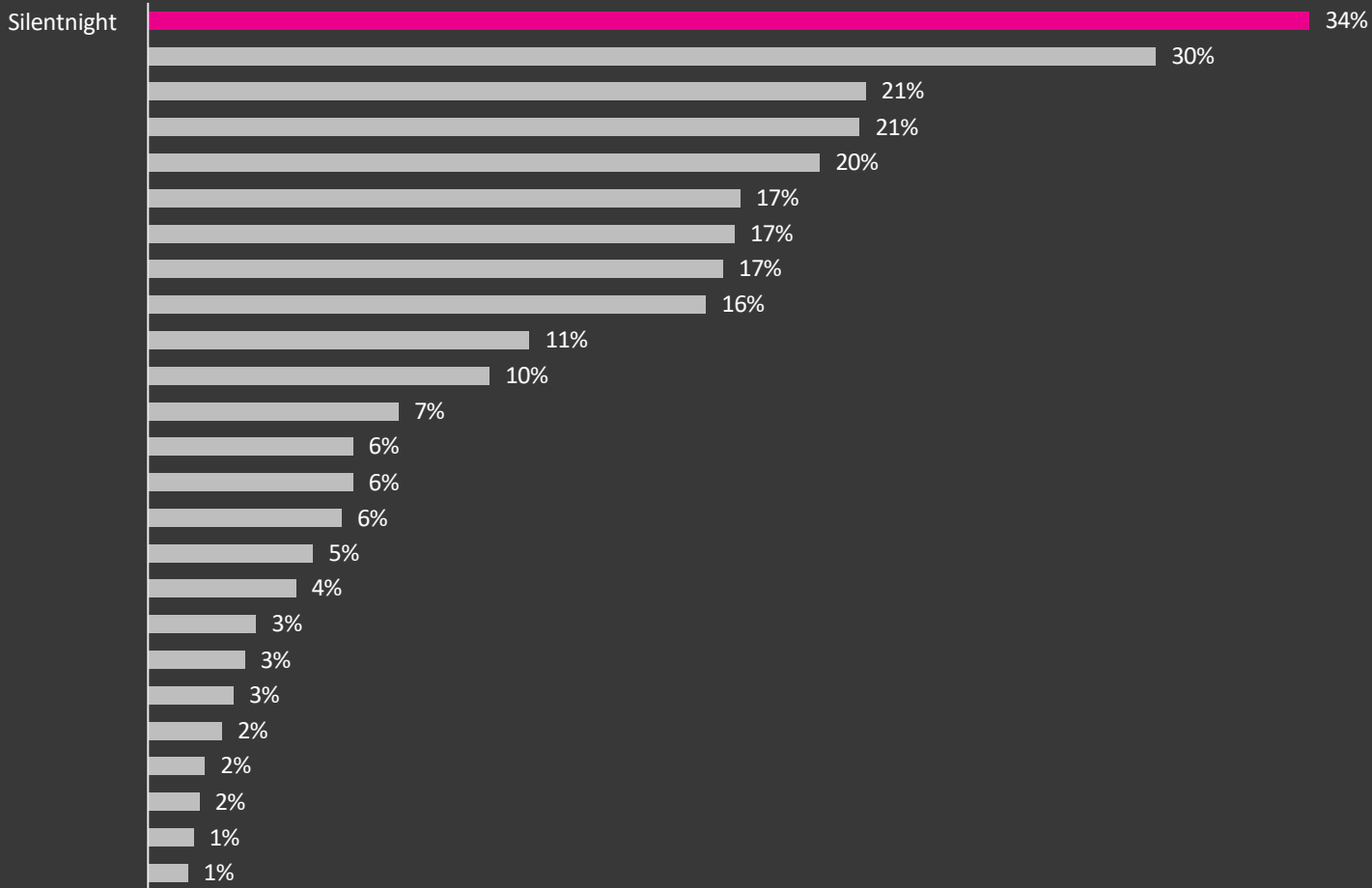


Q. Using the rating scale below, where 0 = "Not at all trustworthy" and 10 = "Extremely trustworthy", please indicate how much you TRUST each of the following bed / mattress brands.
 Base: 600 (Total Sample) (Respondents were only shown the brands they were aware of, for reporting purposes all percents have been rebased to Total Sample as per previous waves)

FA

Favourite

Those who rated each brand 8, 9 or 10 for FAVOURITE

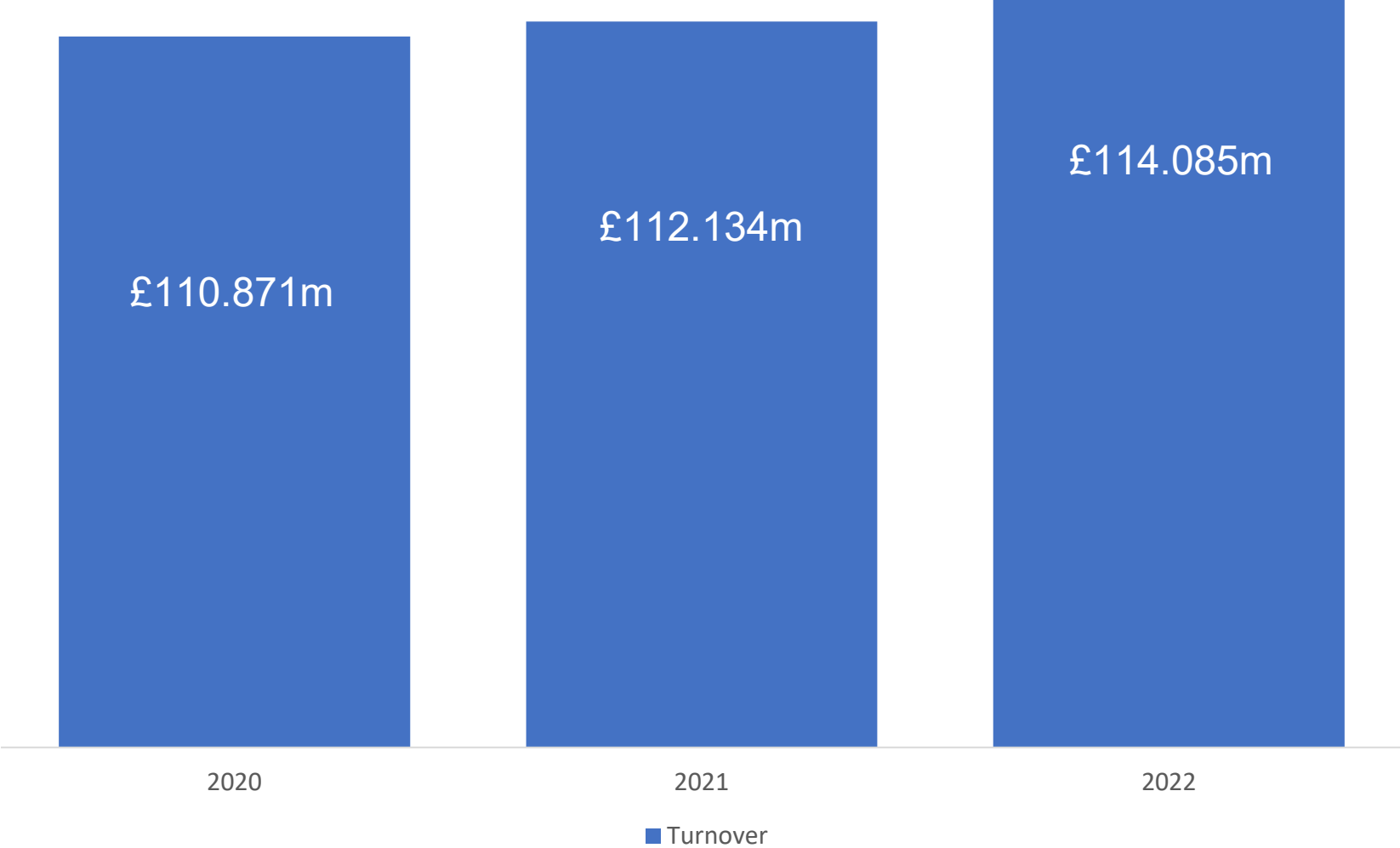


The favourite brand is...



Q. Using the rating scale below, where 0 = "Not at all" and 10 = "Extremely high", please indicate what you think of each of the following bed / mattress brands in terms of how FAVOURITE they are.
 Base: 600 (Total Sample) (Respondents were only shown the brands they were aware of, for reporting purposes all percents have been rebased to Total Sample as per previous waves)

Silentnight Turnover 2020 – 2023



Source: Silentnight / Companies House