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Research Objectives



Silentnight is the UK's largest manufacturer of beds and mattresses. With over 75 years of experience, they are the most trusted sleep brand and the best in innovation, quality and service.

Silentnight has conducted annual Brand Health Tracking research with Vision One between the years 2013-2022. This ongoing annual brand tracking programme aims to provide strategic insights into the health and strength of Silentnight's brand and its key competitors in its target market. The research also aims to understand attitudes and behaviours towards sleep and beds/mattresses.

This latest study continues Vision One's innovative brand equity measurement tool BrandVision (introduced in 2019 to illuminate Silentnight's position amongst seven key competitor and family brands across the nine key metrics Needs, Signals, Fame, Emotion, NPS, Loyalty, Momentum, Mindshare and Interest, along with the Traditional Tracking element from 2013 onwards).

In this latest wave, new questions have been added on preferred brands for sleep advice. Comparisons to previous waves' data have been made where possible.

In 2018, Vision One became one of a small number of research agencies who are ISO 20252:2012 accredited (the specialist Market Research accreditation standard). This project was carried out in compliance with this standard.



Background

Research Methodology & Sample



This study incorporates two research approaches:

1. Vision One's brand equity tool BrandVision 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. No demographic quotas were placed on this part of the sample.
2. The second part of this research covered the traditional Silentnight brand tracker which was conducted amongst a sample of 600 Nat Rep 18+. Again, all respondents were responsible for buying beds and mattresses for their household but respondents may not have purchased a mattress in recent years. Demographic quotas were placed on age, gender and socioeconomic status in order to ensure comparability across waves.

Fieldwork took place between 15th August and 30th August 2022. Respondents were sourced by Vision One's panel partners and incentivised for their time in line with the panel's guidelines.

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, on the Main Sample and BrandVision Sample (601) the confidence interval is ± 4.0 . This falls to ± 3.3 for all recent buyers (860). Significant differences are indicated with up and down arrows throughout the report.

Sample Overview

Main Sample (n=601) = Nat Rep Sample (recent buyers and general buyers)

Recent Buyers (n=259) = Recent Buyers from Nat Rep Main Sample

BrandVision Sample (n=601) = BrandVision Recent Buyers

Combined Sample (n=1,202) = Main Sample + BrandVision Sample

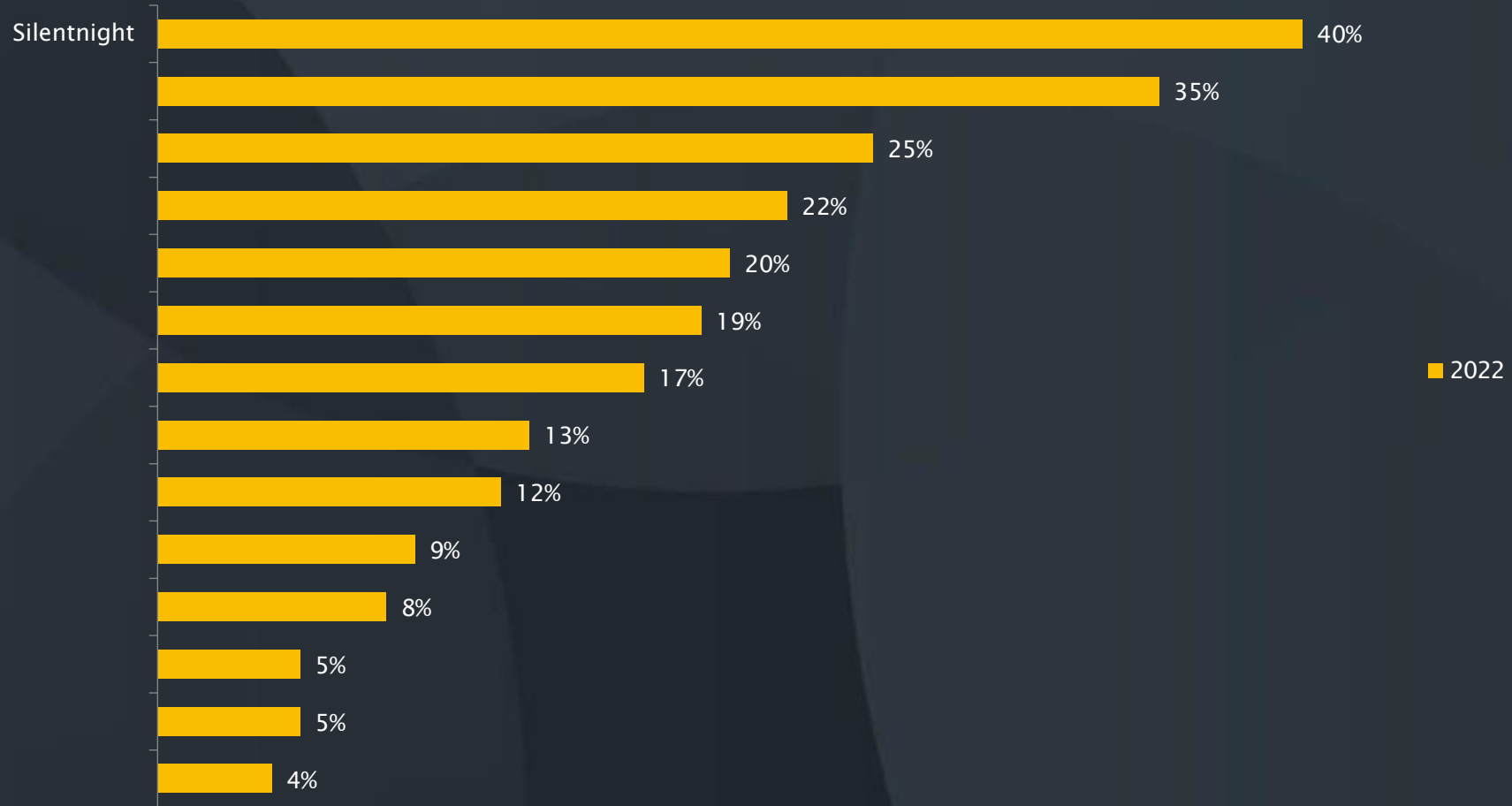
Combined Sample Recent Buyers (n=860) = All Recent Buyers

Opinions of Brand: Trust

Silentnight has the highest Trust score in 2022



All respondents rating brand 8, 9, 10



Q. Please indicate what you think of each of the following bed and mattress brands in terms of TRUST. (8+9+10)
Base: 601 (Main Sample)