



## Product Radar® Consumer Comparison

Dormia Ultimate V. Stearns & Foster Exbury Firm

Dormia Versailles V. Tempur-Pedic Classic

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## EXECUTIVE SUMMARY --

A direct comparison study of competing mattress sets was conducted in the New York Metro area during February and March, the details of which are described herein. The test regimen, protocols, screening and administration were all at the exclusive direction of 360 Testing Service—and all were aimed at employing a modest sample size to provide a reasonably predictive testing process that would emulate the opinions and perspectives of a broad cross-section of intending mattress shoppers in the United States.

The study involved two phases... Phase I: A blind, direct comparison designed to minimize marketing and/ or packaging related biases that may influence preferences and opinions. Phase II: A revealed comparison—a comparison format akin to that of a typical mattress retailer.

In the comparison between Dormia Ultimate and Stearns & Foster Exbury Firm, the latex and foam Dormia Ultimate mattress was seen as a comfortable, soft and plush mattress—a mattress widely preferred (80%) over the conventional innerspring Exbury Firm mattress from Stearns & Foster. The Ultimate garnered very high opinion ratings as well, with 80% of participants expressing their opinion of the mattress as either “very good” or “love it.”

Testing did show pricing was a pivotal issue for the Ultimate mattress. A significant percentage of consumers (20%) no longer preferred Ultimate, choosing instead to prefer Exbury, when presented with the pricing differential between the competing mattresses.

Comparisons between competing visco-elastic mattresses (Dormia Versailles and Tempur-Pedic Classic) showed that such mattresses do not appear to be broadly or strongly liked once the novelty of the contouring foam wears-off. Preferences expressed by participants were often based on the mattress the consumer disliked less. The findings suggest that most consumers do not consider the depth of immersion in the Tempur-Pedic mattress to be optimal. Further, a compelling correlation between first sampling and overall preference was observed. Eighty percent of participants preferred the brand of memory foam mattress they tried first.

In the **blind comparison** phase of the visco-elastic mattresses, there were broadly shared perspectives and opinions regarding the Tempur-Pedic and Dormia mattresses:

The majority prefer Dormia’s Versailles for comfort (60%), construction (70%), and support (70%)—and preferred Versailles overall (70%) over the Classic.

Next, in the **revealed comparison phase**, a comparison that does not exclude biases and predispositions that may have resulted from marketing materials or other influences not directly related to the mattresses themselves, the majority continued to reach consensus:

The majority view on the Tempur-Pedic Classic mattress:

- 60% find the mattress “Soft” or “Mushy”
- In their opinion, 70% consider the mattress “OK,” or they “Dislike It”
- 60% prefer their current mattress to the Classic—the same mattress they are actively shopping to replace
- 70% would not like to replace their current mattress with a Classic

- Only 10% would likely purchase a Tempur-Pedic Classic after having sampled the mattress
- 60% find the mattress a “Poor” value
- After sampling both mattresses, 80% thought the Versailles mattress was a better value than the Classic
- Finally, after sampling both mattresses, 70% were more likely to buy a Dormia Versailles than a Tempur-Pedic Classic when cost considerations are included



## **Introduction: Product Radar**


A direct comparison study of competing mattress sets was conducted in the New York Metro area during February and March. In this study, two different pairs of mattress sets were compared in a bedroom like setting; competing mattresses placed across from one another in equivalent locations. Test subjects were screened and selected to reflect the distribution of gender, race, age, health, education, and body types likely to be among the target demographic of the tested mattresses.


The study was commissioned by Dormia / Advanced Comfort, Inc.; however, the test regimen, protocols, screening and administration were all at the exclusive direction of 360 Testing Service—and all were aimed at employing a modest sample size to provide a reasonably predictive testing process that would emulate the opinions and perspectives of a broad cross-section of intending mattress shoppers in the United States.

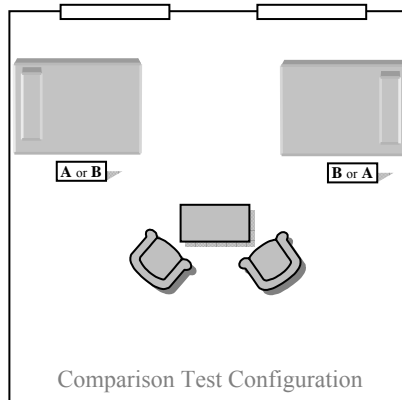


## COMPARISON TEST CONFIGURATION:

**LEGEND**

 = Dormia Vs. Stearns & Foster

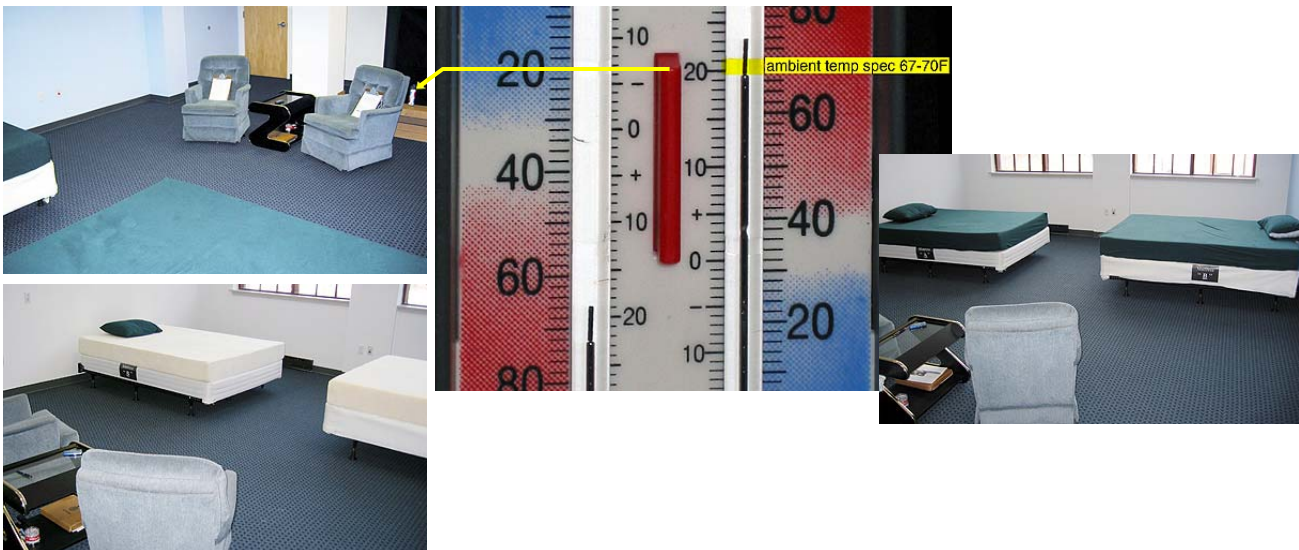
 = Dormia Vs. Tempur-Pedic



## Dormia vs. Stearns & Foster



## Dormia vs. Tempur-Pedic





**Evaluation Unit Details: ALL MATERIALS NEW OR "LIKE NEW"**

**Stearns & Foster**

**Dormia**

Generic Accessories Used For All Comparisons



Exbury Firm

Ultimate





## Test Subjects and Protocol:

Test regimen, protocols, screening and administration were all at the exclusive direction of 360 Testing Service—and all were aimed at employing a modest sample size to provide a reasonably predictive testing process that would emulate the opinions and perspectives of a broad cross-section of intending mattress shoppers in the United States. Test subjects reflect the distribution of gender, race, age, health, education, and body types likely to be among the target demographic of the tested mattresses.

The [consumer groups tested](#) and detailed below, represent consumers randomly selected from a pool of potential consumers actively shopping for a quality mattress (see [screening](#)). Their vocations ranged from a CEO of an event production company, to a retired pharmacist, to a writer of inspirational messages.

For this study, these intending consumers were individually brought into a bedroom like environment and allowed to sample competing mattresses, beginning with a blind comparison. Consumers were allowed to rest upon each mattress in alternating order in a balanced and structured manner (see [procedure](#)).

The methodology, design and execution of this study were in accord with professional standards, as well as ethical and scientific rigor. Testing performed with equivalent subjects, controls and conditions should yield consistent findings.

## Overview of Tested Consumer Groups:

### Dormia vs. Stearns & Foster

#### TESTED CONSUMER GROUP *(12 total)*:

<b>Gender:</b>	Female (7)   Male (5)
<b>Ethnicity:</b>	African-American (2)   Asian (1)   Caucasian (8)   Hispanic (1)
<b>Age Range:</b>	36 – 71 yrs.
<b>Height Range:</b>	5'2" – 6'1"
<b>Weight Range:</b>	123 – 250 lbs.
<b>Marital Status:</b>	Divorced (2)   Married (7)   Separated (1)   Single (2)
<b>Education:</b>	High Sch. (1)   Some College (2)   College Deg. (6)   Graduate Deg. (3)
<b>Household Income:</b>	\$20-40k (1)   \$40-60 (1)   \$60-80 (4)   \$80-100 (3)   > \$100 (3)
<b>Chronic Back Problem:</b>	Yes (6)   No (6)
<b>Bedding Retailer Visits (past 6-mo.):</b>	0x (2*)   1x (1)   2-3 (8)   > 6x (1)

\* Investigated mattresses informally online, in newspaper circulars, at department stores, and through infomercials.



## Dormia vs. Tempur-Pedic

### TESTED CONSUMER GROUP (10 total):

<b>Gender:</b>	Female (5)   Male (5)
<b>Ethnicity:</b>	African-American (2)   Caucasian (8)
<b>Age Range:</b>	34 – 66 yrs.
<b>Height Range:</b>	5'1" – 6'5"
<b>Weight Range:</b>	130 – 259 lbs.
<b>Marital Status:</b>	Divorced (2)   Married (7)   Single (1)
<b>Education:</b>	High Sch. (2)   Some College (2)   College Deg. (5)   Graduate Deg. (1)
<b>Household Income:</b>	\$20-40k (3)   \$60-80 (3)   \$80-100 (2)   > \$100 (2)
<b>Chronic Back Problem:</b>	Yes (4)   No (6)
<b>Bedding Retailer Visits (past 6-mo.):</b>	1x (2)   2-3 (3)   4-5 (4)   > 6x (1)

### Findings:

#### LEGEND:

“≥” signifies “at least”

“▲” or “▼” signifies “meaningful change from blind phase”

## Dormia vs. Stearns & Foster

Consumers who have recently bought, or are actively shopping, for a mattress (**12-total**):

**Note:** See [Testing Data Tables \(condensed\)](#) for analysis based on a group of 10 (first 10-tested) who have recently bought, or are actively shopping, for a mattress.

### Blind Comparison

- **Mattress Preferred Overall:**    83% (Ult) / 17% (S&F)
  - **Mattress Preferred For...**
    - *Comfort:*                    83% (Ult) / 17% (S&F)
    - *Construction:*            75% (Ult) / 25% (S&F)
    - *Motion Isolation:*        42% (Ult) / 58% (S&F)
    - *Plushness:*                 100% (Ult)
    - *Perceived Durability:*    8% (Ult) / 84% (S&F) / 8% (No-Pref.)
    - *Softness:*                  100% (Ult)



- *Support:* 33% (Ult) / 67% (S&F)

**Revealed Comparison** (2<sup>nd</sup> sampling by consumer)

- **Mattress Feel?** 50% Perf. Sup. / 42% Soft (Ult) | 50% Hard / 33% Firm (S&F)
- **Comfortable?** 75% Very / 92% Comf. (Ult) | 67% Comf. / 25% Un-Comf. (S&F)
- **Opinion?** 42% Love / 42% VGood / 84% VGood. (Ult) | 75% Ok / 25% Dislike (S&F)
- **Prefer To Current Mattress?** 83% Yes (Ult) / 67% No (S&F)
- **Like To Replace Current Mattress With...** 75% Yes (Ult) / 83% No (S&F)
- **Consider Buying An Identical Mattress?** 75% Yes (Ult) / 67% No (S&F)
- **Now, Mattress Preferred Overall:** 83% (Ult) / 17% (S&F)
  - **Mattress Preferred For...**
    - *Appearance:* 25% (Ult) / 42% (S&F) / 33% (No-Pref.)
    - *Comfort:* 83% (Ult) / 17% (S&F)
    - *Construction:* 58% ▼ (Ult) / 25% (S&F) / 17% ▲ (No-Pref.)
    - *Durability:* 33% ▲ (Ult) / 67% ▼ (S&F)
    - *Motion Isolation:* 50% (Ult) / 42% ▼ (S&F) / 8% (No-Pref.)
    - *Plushness:* 100% (Ult)
    - *Softness:* 100% (Ult)
    - *Support:* 58% ▲ (Ult) / 25% ▼ (S&F) / 17% ▲ (No-Pref.)
- **Likelihood To Purchase Mattress?** 60% (6 of 10 who pref. Ult, likely) – 50% Overall | 100% (2 of 2 who prefer S&F, likely) – 17% Overall
- **Likelihood To Recommend To Others?** 90% (9 of 10 who pref. Ult, recom.) – 75% Overall | 100% (2 of 2 who prefer S&F, recom.) – 17% Overall
- **Considering Price, Which Is Better Value?** 58.3% (Ult) / 33.3% (S&F) / 8.3% (No-Pref.)
- **Opinion Of Mattress Value?** 75% Competitive / 25% Poor (Ult) | 92% Compet (S&F)
- **Incl. Cost Consideration, Now Prefer?** 67% ▼ (Ult) / 33% ▲ (S&F)
- **Incl. Cost Consideration, Which More Likely To Buy?** 67% ▼ (Ult) / 33% ▲ (S&F)



Consumers actively shopping for a mattress (**10-total**):

### Blind Comparison

- **Mattress Preferred Overall:**     80% (Ult) / 20% (S&F)
  - **Mattress Preferred For...**
    - *Comfort:*                   80% (Ult) / 20% (S&F)
    - *Construction:*           70% (Ult) / 30% (S&F)
    - *Motion Isolation:*       40% (Ult) / 60% (S&F)
    - *Plushness:*                100% (Ult)
    - *Perceived Durability:*   10% (Ult) / 80% (S&F) / 10% (No-Pref.)
    - *Softness:*                 100% (Ult)
    - *Support:*                  30% (Ult) / 70% (S&F)

### Revealed Comparison (2<sup>nd</sup> sampling by consumer)

- **Mattress Feel?**     30% Perf. Sup. / 50% Soft (Ult) | 60% Hard / 30% Firm (S&F)
- **Comfortable?**     70% Very / 90% Comf. (Ult) | 60% Comf. / 30% Un-Comf. (S&F)
- **Opinion?**   30% Love / 50% VGood / 80% VGood. (Ult) | 70% Ok / 30% Dislike (S&F)
- **Prefer To Current Mattress?**                                   80% Yes (Ult) / 60% No (S&F)
- **Like To Replace Current Mattress With...**   70% Yes (Ult) / 80% No (S&F)
- **Consider Buying An Identical Mattress?**   70% Yes (Ult) / 80% No (S&F)
- **Now, Mattress Preferred Overall:**   80% (Ult) / 20% (S&F)
  - **Mattress Preferred For...**
    - *Appearance:*            20% (Ult) / 40% (S&F) / 40% (No-Pref.)
    - *Comfort:*                 80% (Ult) / 20% (S&F)
    - *Construction:*           60% (Ult) / 20% (S&F) / 20% ▲ (No-Pref.)
    - *Durability:*             30% ▲ (Ult) / 70% (S&F)
    - *Motion Isolation:*      50% (Ult) / 50% (S&F)
    - *Plushness:*              100% (Ult)
    - *Softness:*                100% (Ult)
    - *Support:*                 50% ▲ (Ult) / 30% ▼ (S&F) / 20% ▲ (No-Pref.)
- **Likelihood To Purchase Mattress?**   50% (4 of 8 who pref. Ult, likely) – 40% Overall | 100% (2 of 2 who prefer S&F, likely) – 20% Overall
- **Likelihood To Recommend To Others?**   88% (7 of 8 who pref. Ult, recom.) – 70% Overall | 100% (2 of 2 who prefer S&F, recom.) – 20% Overall



- **Considering Price, Which Is Better Value?** 50% (Ult) / 40% (S&F) / 10% (No-Pref.)
- **Opinion Of Mattress Value?** 70% Competitive / 30% Poor (Ult) | 100% Comp. (S&F)
- **Incl. Cost Consideration, Now Prefer?** 60% (Ult) / 40% (S&F)
- **Incl. Cost Consideration, Which More Likely To Buy?** 60% (Ult) / 40% (S&F)

## DISCUSSION:

*Focusing on the actively shopping 10-participants:*

Overall, the latex and foam Dormia Ultimate mattress was seen as a comfortable, soft and plush mattress—a mattress widely preferred (80%) over the conventional innerspring Exbury Firm mattress from Stearns & Foster. The Ultimate garnered very high opinion ratings as well, with 80% of participants expressing their opinion of the mattress as either “very good” or “love it.”

The more consumers interacted with the Ultimate mattress, the more consumers perceived the mattress to be durable and provide support. This finding suggests that maximizing consumer time with the Ultimate on a sales floor will have positive effect on prospective consumer opinions.

During testing, widespread misperceptions about a latex and foam mattress were observed. Consumers proved unfamiliar with the basic properties of a latex and foam mattress, such as the Ultimate. Their knowledge and experience gaps resulted in consumers drawing largely erroneous conclusions about motion isolation and product durability. This finding suggests that such knowledge gaps might be addressed by providing additional sales floor question and answer opportunities, and accessible educational materials.

Testing shows pricing is a pivotal issue. A significant percentage of consumers (20%) no longer preferred Ultimate, choosing instead to prefer Exbury, when presented with the pricing differential between the Dormia mattress and the conventional innerspring from Stearns & Foster. This finding, coupled with the Ultimate’s statistically significant “Poor” value rating (30%), suggests that the pricing is a substantial issue for active shoppers, despite their broadly favorable feelings about the mattress otherwise. Noteworthy, is that the latest internet pricing for an Ultimate mattress set is now \$100 higher than consumers were quoted for this study (\$2,398 for a Queen mattress with foundation was cited to participants—based on the 2/16/05 internet [pricing](#) of the mattress set).



## Dormia vs. Tempur-Pedic

Consumers actively shopping for a mattress (**10-total**):

### Blind Comparison

- **Mattress Preferred Overall:**     70% (Vers) / 30% (T-P)
  - **Mattress Preferred For...**
    - *Comfort:*                   60% (Vers) / 30% (T-P) / 10% (No-Pref.)
    - *Construction:*           70% (Vers) / 20% (T-P) / 10% (No-Pref.)
    - *Motion Isolation:*       30% (Vers) / 30% (T-P) / 40% (No-Pref.)
    - *Plushness:*               10% (Vers) / 60% (T-P) / 30% (No-Pref.)
    - *Perceived Durability:*   50% (Vers) / 10% (T-P) / 40% (No-Pref.)
    - *Softness:*                               100% (T-P)
    - *Support:*                   70% (Vers) / 20% (T-P) / 10% (No-Pref.)

### Revealed Comparison (2<sup>nd</sup> sampling by consumer)

- **Mattress Feel?**           No Consensus (Vers) | 50% Mushy (T-P)
- **Comfortable?**           80% ▮ Comf. / 20% Un-Comf. (Vers) | 70% ▮ Comf. / 30% Un-Comf. (T-P)
- **Opinion?** 50% ▮ VGood / 30% Ok / 20% Dislike (Vers) | 30% VGood / 30% Ok / 40% Dislike (T-P)
- **Prefer To Current Mattress?**                               30% Yes / 50% No (Vers) | 30% Yes / 60% No (T-P)
- **Like To Replace Current Mattress With...** 20% Yes / 50% No (Vers) | 10% Yes / 70% No (T-P)
- **Consider Buying An Identical Mattress?**   30% Yes / 30% No (Vers) | 20% Yes / 50% No (T-P)
- **Now, Mattress Preferred Overall:** 60% (Vers) / 40% (T-P)
  - **Mattress Preferred For...**
    - *Appearance:*           20% (Vers) / 50% (T-P) / 30% (No-Pref.)
    - *Comfort:*                   40% ▼ (Vers) / 40% (T-P) / 20% (No-Pref.)
    - *Construction:*           30% ▼ (Vers) / 30% (T-P) / 40% ▲ (No-Pref.)
    - *Durability:*               30% ▼ (Vers) / 20% (T-P) / 50% (No-Pref.)
    - *Motion Isolation:*       30% (Vers) / 50%▲ (T-P) / 20%▼ (No-Pref.)
    - *Plushness:*               20% (Vers) / 60% (T-P) / 20% (No-Pref.)
    - *Softness:*                               20%▲ (Vers) / 80% (T-P)
    - *Support:*                   30%▼ (Vers) / 40%▲ (T-P) / 30%▲ (No-Pref.)
- **Likelihood To Purchase Mattress?**   50% (3 of 6 who pref. Vers, likely) – 30% Overall | 25% (1 of 4 who prefer T-P, likely) – 10% Overall



- **Likelihood To Recommend To Others?** 83% (5 of 6 who pref. Vers, recom.) – 50% Overall | 100% (2 of 4 who prefer T-P, recom.) – 40% Overall
- **Considering Price, Which Is Better Value?** 80% (Vers) / 20% (T-P)
- **Opinion Of Mattress Value?** 50%  $\geq$  Good / 70%  $\geq$  Comp. / 30% Poor (Vers) | 40% Comp. / 60% Poor (T-P)
- **Incl. Cost Consideration, Now Prefer?** 70% (Vers) / 30% (T-P)
- **Incl. Cost Consideration, Which More Likely To Buy?** 70% (Vers) / 30% (T-P)

## DISCUSSION:

These competing visco-elastic mattresses were not broadly or strongly liked once the novelty of the contouring foam wore-off. Preferences expressed by participants were often based on the mattress the consumer disliked less. For example, only 25% of those who preferred the Tempur-Pedic Classic after the second mattress sampling (Phase II), and only 40% overall, were likely to purchase the mattress they preferred.

Testing did reveal a strong correlation between first sampling and overall preference—80% prefer the brand of memory foam mattress they tried first! This finding dictates that sales conversions are maximized for the purveyor who is able to get consumers to try their brand of visco-elastic mattress first.

This comparison test was not structured to seek the reasoning for this first sampling observation. Some tenuous anecdotal evidence suggests that the initial sample becomes the benchmark to base comparisons on—assuming that the initial mattress is reasonably comfortable to the consumer. However, this notion is only one of many potential explanations.

The qualitative consumer responses, verified by the quantitative, suggest that most consumers do not consider the depth of immersion in the Tempur-Pedic mattress to be optimal. Repeatedly, statements to the effect of, “I don’t like the way you sink-in,” were recorded. With the Classic’s immersion depth, consumers became concerned about, or uncomfortable with, the level of effort to reposition oneself or get out of bed—or the residual depression when positions are changed. One comment was, “*I feel like I’m going to fall off it.*”<sup>(12’2-8)</sup> A reference made concerning the prospect of falling into a residual depression in the mattress during the act of sleeping or repositioning oneself. With the apparent softening effect of temperature on visco-elastic foam, such issues might intensify during the summer months, when bedroom temperatures tend to be warmer.

In the **blind comparison**, there were a number of broadly shared perspectives and opinions regarding the Tempur-Pedic and Dormia mattresses:

The majority prefer Dormia’s Versailles for comfort (60%), construction (70%), and support (70%)—and preferred Versailles overall (70%) over the Classic.

Next, in the **revealed comparison phase**, a comparison that does not exclude biases and predispositions that may have resulted from marketing materials or other influences not directly related to the mattresses themselves, the majority continued to reach consensus:

The majority view on the Tempur-Pedic Classic mattress:

- 60% find the mattress “Soft” or “Mushy”



- In their opinion, 70% consider the mattress “OK,” or they “Dislike It”
- 60% prefer their current mattress to the Classic—the same mattress they are actively shopping to replace
- 70% would not like to replace their current mattress with a Classic
- Only 10% would likely purchase a Tempur-Pedic Classic after having sampled the mattress
- 60% find the mattress a “Poor” value
- After sampling both mattresses in a direct comparison, 80% thought the Versailles mattress was a better value than the Classic
- Finally, after sampling both mattresses in a direct comparison, 70% were more likely to buy a Dormia Versailles than a Tempur-Pedic Classic when cost considerations are included

Despite the consensus findings bulleted above, Phase II’s process of revealing the Dormia Versailles appears to have triggered marked reductions in the consumer’s preference for that mattress’ construction and durability. This finding leads one to wonder whether the Tempur-Pedic brand, or Versailles physical appearance were, in-part, changing the perception of the overall desirability of the Versailles mattress.

Since only 20% preferred Versailles physical appearance to that of the Classic, and this strong aesthetic preference was not part of the blind comparison phase, it is possible that physical appearance represents one factor that altered perceptions as consumers progressed from the blind to the revealed testing phases.

The perceived mattress support rendered by Versailles also experienced meaningful change as testing moved from the blind phase to that of the revealed phase. In the blind sampling 70% preferred Versailles support, on the second sampling in the revealed phase, the preference sank to 30%!

As with the first sampling preference phenomenon, this study was not structured to seek out reasons for the statistically significant changes that the revealed phase appears to have induced. While numerous independent and academic studies explore the relationship between brand awareness and other factors associated with impressions, preferences, biases, etc., such discussions and inquiries are well beyond the scope of this direct comparison study.

We do note that 80% of the participants report having heard of Tempur-Pedic mattresses, while 90% of participants had not heard of Dormia mattresses. The comparison test itself was designed to be neutral, thus name recognition contrasts of such magnitude could have some, or many effects.

### **Testing Data Tables (*condensed*):**

**Note:** Comments in tables preserve phrasing, meaning, and inferences, but may not be exact quotes due to space constraints. Excerpted Quotes, under [Tested Consumer Reference](#) contain actual transcriptions.

**Dormia Vs. Stearns & Foster**

Recently Bought

missing photo

Notations		Consumer Demographics (from Questionnaire responses)													
		t1	t2	t3	t4	t5	t6	t7	t8	t9	t10	t11	t12		
Gender		F	M	F	M	F	F	F	M	F	M	F	M		
Age		69	50	60	44	49	37	42	41	48	51	36	71		
A= Asian B= African-Amer. H= Hispanic W= Caucasian		Ethnicity		W	H	B	A	W	W	W	W	W	B		
Height		5'8"	5'8"	5'4"	5'10"	5'4"	5'7"	5'4"	6'1"	5'2"	6'	5'2"	6'1"		
(Lbs.) - Weight		190	189	140	165	135	250	175	243	123	170	159	200		
C= Coll G=Grad Dgr HS= High SC= Some Coll SG= Some Grad		Education		HS	C	G	G	C	SG	C	SC	C	C		
R= Retired		Vocation		Hwife	CPA	Self	Dr.	Chirpctr	Hwife	Unempl	Retail	Exec.	BankTr		
		(000s / yr. ) - Household Income		> 100	80-100	> 100	60-80	80-100	80-100	60-80	20-40	60-80	40-60	> 100	
M= Mat MP= Mat & Plws MP+= Mat & Plws+ MF=Mat & Furn    (next 6 mo.) - Intended Purchasing		MP	M	MP	MP+	Pillows	MP	MP	MP	MP	MP+	MP+	MP		
CK= CA King F=Full Q= Queen/ NP=Not Prime Cons U=Undecided		(000s / yr. ) - Budget		\$2/CK	\$1-2/Q	NP/CK	2.5+T	0.5-1/Q	0.5-2/Q	U	U	0.5-1/T	1-2/F	0.5-1/T	0.5-1/Q
B= Bought w/in 1yr.    (past 6 mo.) - Times Mattress Shopping @ Retailer		B/0x	B/4-5x	2-3	2-3	0	2-3	> 6	2-3	2-3	0	1	2-3		
A=Air C=Cnvtrbl F= Foam O=Orthop S=InSpring U=Fum W=H2O		Mattress Types Slept-On > 1x		F/S	O/S	O/S	S/W	A/C/S/U/W	A/C/S	A/C/S/W	C/S/U	O/S	A/F/O/S	C/F/S/U/W	S
A=Air C=Cnvtrbl F= Foam O=Orthop S=InSpring U=Fum W=H2O		Mattress Types Owned		F/S	O/S	O/S	S	S	A/C/S	A/C/S	C/S	O/S	A/F/O/S	C/S	C/S
A=Air F= Foam O=Orthoped S= InrSpring W=H2O		Mattress Type Now Sleeping-On		F	O/S	O/S	S	S	S	S	S	O	S	S	S
A=Air F= Foam O=Orthoped S= InrSpring W=H2O		Type of Next Mattress		F	O/S	O/S	F	S	O/S	S	S	O	O	O/S	S
\$= Cost H= Health Rel. R= Reputation U=Used To X= Exper		Why Above Type		H	C/X/R	H	H	U/X	U/X	U	U	X	X	H/U/X	X
A=Alone W=w-Other / CK=CA King CQ=CA F=Full Qn Q= Qn T=Twn		Current Sleeping Arrangement		W/CK	A/Q	W/CQ	A/T	W/Q	W/Q	W/Q	A/Q	A/Q	W/F	A/Q	W/Q
		Regularly Suffer from Insomnia		N	N	N	N	N	N	N	N	N	N	N	N
		Trouble Sleeping Through Night		N	Y	Y	N	Y	N	N	N	N	N	N	N
		Severe Back Injury In Past		N	N	N	Y	N	N	Y	N	N	N	N	N
		Chronic Back Problems		Y	Y	Y	Y	Y	Y	N	N	N	N	N	N
Open-ended ?/ Shrt Answr		PHASE I - Blind Comparison													
Mattress Sampled first (mattress "A")?		S&F	Ult	S&F	Ult	S&F	Ult	S&F	Ult	S&F	Ult	S&F	Ult		
Mattress Feel? ...Ultimate		Softer feels good	Lots Support	Interstng, but not as comftrbl	Oh good, feels very stable	Surprised like it so much	Very soft & cozy	Oh, this is much better. More comftrbl	Soft. Softer than what I usually sleep on	No good. If this is foam thing, it's no good	Comfortabl, soft actually	Not as good as other, not as firm. Too flat, like bumpy stuff	Could fall asleep here. Very comftrbl		
Mattress Feel? ...S&F Exbury		OK	Hard	OK, used to FIRMER	Hard. Support not enough	Don't like it / Can feel coils	Not very comftrbl compared to other/ probably better for back	Little harder than I like	Hard, much harder	Too soft for me, way too soft. Dislike little bubbles	Feels a lot firmer	Very comftrbl and I like the firmness	Much firmer. Little too firm for me		
Comfort? ...Ultimate		Like It	Very	Comftrbl, like the feel	Soft & stable	Very	Very comftrbl, very cushiony	Kinda sink into. Very comftrbl	Very comftrbl conforms to body	foam. It's too soft. Very, very soft.	Seems comftrbl. I don't like it when too soft	Comftrbl, but not as comftrbl as other	A good one. Very comftrbl		
Comfort? ...S&F Exbury		OK/ comftrbl	Not as comftrbl	OK, don't like ridges	Not comftrbl	Nice firmness/ Feel ridges	It's comftrbl, it's firm	Like more of a pilowy soft mtrs	Somewht comftrbl	comftrbl	Not as comftrbl as first/ Very stiff	Like feel beneath--like the spring feeling	Not as comftrbl as other		
Opinion? ...Ultimate		Feels good	Good. I would buy it	would be interstd in / Good on low back	Feels good, stable, supports	Butt sinks-in too much/ Good, not great.	Definitely sleep well on	I would consider this one for the comfort	Very good mattress	Don't like it. I like firm it's better all around	Think it's good. Seems solid, comftrbl	Don't like as much as other/ Feels uneven	I'd give it an "A" rating		
Opinion? ...S&F Exbury		Good	OK	OK, if you don't have back problems	Don't know	Nice firmness/ Quilting too deep	Like it/ Has more support	OK, not great	Bit too hard for me	Good, too-soft, my butt is down	Kinda' firm for my taste/ Prefer other	Extremely comftrbl. Firm enough to be soft	Adequate, not one I would select		
Anything Particularly Dislike? ...Ultimate		Nothing	No, I Like it	No	It's good	Butt sinks-in too much/ Impress stays too long	No	No	No, everything is fine	Don't like it. To me very soft, my butt is sinking down	Not at this point	Feels like sinking, like back is down, head-up	n/a		
Anything Particularly Dislike? ...S&F Exbury		Not as pliable as foam	Hard & Un-comftrbl	Not firm enough & ridges	Not stable, not feeling any comftr	Quilting	No	Feel like on board, no give	Too hard for me	Little squares, still sinking	Seems too solid, too stiff	Not yet	ridges, washboard feeling. Not comftrbl		
Anything Particularly Like? ...Ultimate		Supprt yet comftrbl	Comfort support	Love, way shapes to body	Stable & comftrbl, good for sleep	Sotness/ smooth-ness	Coziness/ Feels so comftrbl/ I like it	Cushinss. Very comftrbl right away	How soft it is/ How conforms to body	Don't like anything on it really	Seems comftrbl at this point	It is soft, and I like softness of it	Firm, not overly firm. That I find comftrbl		

Below RED text = High Interest

Actively Shopping Only

Tallies 1st 10 Tallies last 10

50% Ult/ 50% S&F 50% Ult/ 50% S&F

**Dormia Vs. Stearns & Foster**

Recently Bought

missing photo

Notations	Consumer Demographics (from Questionnaire responses)													
	t1	t2	t3	t4	t5	t6	t7	t8	t9	t10	t11	t12		
Gender	F	M	F	M	F	F	F	M	F	M	F	M		
Age	69	50	60	44	49	37	42	41	48	51	36	71		
A= Asian B= African-Amer. H= Hispanic W= Caucasian	Ethnicity	W	H	B	A	W	W	W	W	W	W	B		
Height	5'8"	5'8"	5'4"	5'10"	5'4"	5'7"	5'4"	6'1"	5'2"	6'	5'2"	6'1"		
(Lbs.) - Weight	190	189	140	165	135	250	175	243	123	170	159	200		
C= Coll G=Grad Dgr HS= High SC= Some Coll SG= Some Grad	Education	HS	C	G	G	C	SG	C	SC	SC	C	C		
R= Retired	Vocation	Hwife	CPA	Self	Dr.	Chirpctr	Hwife	Unempl	Retail	Exec.	BankTlr	R/Econmst		
(000s / yr. ) - Household Income	> 100	80-100	> 100	60-80	80-100	60-80	20-40	60-80	60-80	40-60	> 100			
M= Mat MP= Mat & Plws MP+= Mat & Plws+ MF=Mat & Furn    (next 6 mo.) - Intended Purchasing	MP	M	MP	MP+	Pillows	MP	MP	MP	MP	MP+	MP+	MP		
CK= CA King F=Full Q= Queen/ NP=Not Prime Cons U=Undecided	(000s / yr. ) - Budget	\$2/CK	\$1-2/Q	NP/CK	2.5+T	0.5-1/Q	0.5-2/Q	U	U	0.5-1/T	1-2/F	0.5-1/T	0.5-1/Q	
B= Bought w/in 1yr.    (past 6 mo.) - Times Mattress Shopping @ Retailer	B/0x	B/4-5x	2-3	2-3	0	2-3	> 6	2-3	2-3	0	1	2-3		
A=Air C=Cnvtrtl F= Foam O=Orthop S=InSpring U=Fum W=H2O	Mattress Types Slept-On > 1x	F/S	O/S	O/S	S/W	A/C/S/U/W	A/C/S	A/C/S/W	C/S/U	O/S	A/F/O/S	C/F/S/U/W	S	
A=Air C=Cnvtrtl F= Foam O=Orthop S=InSpring U=Fum W=H2O	Mattress Types Owned	F/S	O/S	O/S	S	S	A/C/S	A/C/S	C/S	O/S	A/F/O/S	C/S	C/S	
A=Air F= Foam O=Orthoped S= InrSpring W=H2O	Mattress Type Now Sleeping-On	F	O/S	O/S	S	S	S	S	S	O	S	S	S	
A=Air F= Foam O=Orthoped S= InrSpring W=H2O	Type of Next Mattress	F	O/S	O/S	F	S	O/S	S	S	O	O	O/S	S	
\$= Cost H= Health Rel. R= Reputation U=Used To X= Exper	Why Above Type	H	C/X/R	H	H	U/X	U/X	U	U	X	X	H/U/X	X	
A=Alone W=w-Other/ CK=CA King CQ=CA F=Full Qn Q= Qn T=Twn	Current Sleeping Arrangement	W/CK	A/Q	W/CQ	A/T	W/Q	W/Q	W/Q	A/Q	A/Q	W/F	A/Q	W/Q	
Regularly Suffer from Insomnia	N	N	N	N	N	N	N	N	N	N	N	N	N	
Trouble Sleeping Through Night	N	Y	Y	N	Y	N	N	N	N	N	N	N	N	
Severe Back Injury In Past	N	N	N	Y	N	N	Y	N	N	N	N	N	N	
Chronic Back Problems	Y	Y	Y	Y	Y	Y	Y	N	N	N	N	N	N	
Anything Particularly Like? ...S&F Exbury	Good with upper back	Nothing	No	No	Firmness/ Edges nice & firm/ Don't sink-in	Support/ Fell more in this bed than other	No	Not too soft	Firmer when on stomach, on back soft- too soft	Not really	Feel of the bottom bumps. Slight sinking feel, but not sinking	Not really		
<b>Mattress Preferred Overall ?</b>	Ult	Ult	Ult	Ult	Ult	Ult	Ult	Ult	S&F	Ult	S&F	Ult	90% Ult/ 10% S&F	80% Ult/ 20% S&F
Mattress Preferred For :    Comfort	Ult	Ult	Ult	Ult	Ult	Ult	Ult	Ult	S&F	Ult	S&F	Ult	90% Ult/ 10% S&F	80% Ult/ 20% S&F
Construction	Ult	Ult	Ult	Ult	Ult	S&F	Ult	Ult	S&F	Ult	S&F	Ult	80% Ult/ 20% S&F	70% Ult/ 30% S&F
Motion Isolation	S&F	Ult	S&F	Ult	Ult	S&F	S&F	Ult	S&F	Ult	S&F	S&F	50% Ult/ 50% S&F	40% Ult/ 60% S&F
Plushness	Ult	Ult	Ult	Ult	Ult	Ult	Ult	Ult	Ult	Ult	Ult	Ult	100% Ult	100% Ult
Perceived Durability	S&F	S&F	Ult	S&F	S&F	S&F	S&F	S&F	S&F	S&F	No-Pref	S&F	10% Ult/ 80% S&F	80% S&F
Softness	Ult	Ult	Ult	Ult	Ult	Ult	Ult	Ult	Ult	Ult	Ult	Ult	100% Ult	100% Ult
Support	S&F	Ult	Ult	Ult	S&F	S&F	S&F	S&F	S&F	Ult	S&F	S&F	40% Ult/ 60% S&F	30% Ult/ 70% S&F
Guess of Mattress Types Sampled:	Ultimate	Inrspring	Pillow-top	Orthopd? 'Cus I really liked it	Foam	Foam	Inrspring w- some cushioning	Inrspring too? Don't know	Foam	Foam	Foam	Foam	Inrspring, I would guess	
S&F Exbury	Inrspring	Inrspring	Box Spring	Inrspring	Inrspring	Inrspring w-empurpedic	Inrspring w- some cushioning	Inrspring	Inrspring	Inrspring	Very stiff inrspring	Inrspring	Inrspring	
Guess of Mattress Brand Sampled:	Ultimate	Sealy	S&F	?	?	Sealy	Sealy	empurpedic	?	Space foam	?	?	Sealy	
S&F Exbury	?	?	Simmons, 'cus familiar with	?	Sealy	?	S&F Reminds me of ones seen	?	Serta	Simmons	?	Posture-pedic due to firmness		

Below RED text = High Interest

Actively Shopping Only

# Dormia Vs. Stearns & Foster

Notations		Consumer Demographics (from Questionnaire responses)											Recently Bought	missing photo	
		t1	t2	t3	t4	t5	t6	t7	t8	t9	t10	t11	t12		
Gender		F	M	F	M	F	F	F	M	F	M	F	M		
Age		69	50	60	44	49	37	42	41	48	51	36	71		
A= Asian B= African-Amer. H= Hispanic W= Caucasian    Ethnicity		W	H	B	A	W	W	W	W	W	W	W	B		
Height		5'8"	5'8"	5'4"	5'10"	5'4"	5'7"	5'4"	6'1"	5'2"	6'	5'2"	6'1"		
(Lbs.) - Weight		190	189	140	165	135	250	175	243	123	170	159	200		
C= Coll G=Grad Dgr HS= High SC= Some Coll SG= Some Grad    Education		HS	C	G	G	G	C	SG	C	SC	SC	C	C		
R= Retired    Vocation		Hwife	CPA	Self	Dr.	Chirpctr	Hwife	Hwife	Unempl	Retail	Exec.	BankTr	R/Econmst		
> 100    (000s / yr.) - Household Income		> 100	80-100	> 100	60-80	80-100	80-100	60-80	20-40	60-80	60-80	40-60	> 100		
M= Mat MP= Mat & Plws MP+= Mat & Plws+ MF=Mat & Furn    (next 6 mo.) - Intended Purchasing		MP	M	MP	MP+	Pillows	MP	MP	MP	MP	MP+	MP+	MP		
CK= CA King F=Full Q= Queen/ NP=Not Prime Cons U=Undecided    (000s / yr.) - Budget		\$2/CK	\$1-2/Q	NP/CK	2.5+T	0.5-1/Q	0.5-2/Q	U	U	0.5-1/T	1-2/F	0.5-1/T	0.5-1/Q		
B= Bought w/in 1yr.    (past 6 mo.) - Times Mattress Shopping @ Retailer		B/0x	B/4-5x	2-3	2-3	0	2-3	> 6	2-3	2-3	0	1	2-3		
A=Air C=Cnvtrtl F= Foam O=Orthop S=InSpring U=Fum W=H2O    Mattress Types Slept-On > 1x		F/S	O/S	O/S	S/W	A/C/S/U/W	A/C/S	A/C/S/W	C/S/U	O/S	A/F/O/S	C/F/S/U/W	S		
A=Air C=Cnvtrtl F= Foam O=Orthop S=InSpring U=Fum W=H2O    Mattress Types Owned		F/S	O/S	O/S	S	S	A/C/S	A/C/S	C/S	O/S	A/F/O/S	C/S	C/S		
A=Air F= Foam O=Orthoped S= InrSpring W=H2O    Mattress Type Now Sleeping-On		F	O/S	O/S	S	S	S	S	S	O	O	S	S		
A=Air F= Foam O=Orthoped S= InrSpring W=H2O    Type of Next Mattress		F	O/S	O/S	F	S	O/S	S	S	O	O	O/S	S		
\$= Cost H= Health Rel. R= Reputation U=Used To X= Exper    Why Above Type		H	C/X/R	H	H	U/X	U/X	U	U	X	X	H/U/X	X		
A=Alone W=w-Other/ CK=CA King CQ=CA F=Full Qn Q= Qn T=Twn    Current Sleeping Arrangement		W/CK	A/Q	W/CQ	A/T	W/Q	W/Q	W/Q	A/Q	A/Q	W/F	A/Q	W/Q		
Regularly Suffer from Insomnia		N	N	N	N	N	N	N	N	N	N	N	N		
Trouble Sleeping Through Night		N	Y	Y	N	Y	N	N	N	N	N	N	N		
Severe Back Injury In Past		N	N	N	Y	N	N	Y	N	N	N	N	N		
Chronic Back Problems		Y	Y	Y	Y	Y	Y	N	N	N	N	N	N		
Mult. Choice & Shrt Answr		<b>PHASE II - Revealed Comparison</b>													
Now, Mattress Sampled First (mattress "B")?		Ult	S&F	Ult	S&F	Ult	S&F	Ult	S&F	Ult	S&F	Ult	S&F	Tallies 1st 10	Tallies last 10
Perf		Perf	Perf	Perf	Perf	Perf	Perf	Perf	Perf	Perf	Perf	Perf	Perf	50% Ult/ 50% S&F	50% Ult/ 50% S&F
Mattress Feel? ...Ultimate		Suprt	Suprt	Suprt	Soft	Firm	Soft	Suprt	Soft	Soft	Soft	Firm	Suprt	40% PSprt/ 50% Soft	30% PSprt/ 50% Soft
Mattress Feel? ...S&F Exbury		Firm	Comfrtbl	Firm	Hard	Hard	Perf Suprt	Hard	Hard	Firm	Hard	Firm	Hard	50% Hard / 30% Frm	60% Hrd / 30% Frm
Comfortable? ...Ultimate		Very	Very	Very	Very	Comfrtbl	Very	Very	Very	Un-	Very	Comfrtbl	Very	80% Very	70% Very
Comfortable? ...S&F Exbury		Comfrtbl	OK	Comfrtbl	Comfrtbl	Un-	Comfrtbl	Very Un-	Comfrtbl	Comfrtbl	Un-	Very	Comfrtbl	60% Cfrtbl/ 30% Un+	60% Cfrtbl/ 30% Un+
Opinion? ...Ultimate		Love it	Love it	Love it	Very good	Very good	Love it	Very good	Dislike it	Very good	OK	Very good	50% Love/ 40% VGood	30% Love/ 50% VGood	
Opinion? ...S&F Exbury		Very good	OK	OK	OK	Dislike it	Very good	Hate it	OK	Very good	Dislike it	Very good	90% > VGood	80% > VGood	
Prefer Ultimate To Current Mattress?		Yes	Yes	Yes	Yes	Maybe	Yes	Yes	Yes	No	Yes	Yes	Yes	30% Vgood/ 40% OK/ 30% > Dislike	30% Vgood/ 40% OK/ 30% > Dislike
Prefer S&F Exbury To Current Mattress?		No	No	No	Yes	No	Yes	No	No	No	Yes	Yes	Yes	80% Yes	80% Yes
Like To Replace Current Mattress with Ultimate?		Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	No	Probably	Yes	Yes	80% No	60% No
Like To Replace Current Mattress with S&F Exbury?		No	No	No	No	No	Yes	No	No	No	No	Yes	No	70% Yes	70% Yes
Consider buying an identical Mattress? ...Ultimate		Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	No	Yes	Maybe	Yes	90% No	80% No
Consider buying an identical Mattress? ...S&F Exbury?		Maybe	Maybe	No	No	No	Yes	No	No	No	No	Yes	No	80% Yes	70% Yes
Like Most? ...Ultimate		Not too firm nor too soft	comfrtbl	Comfort for lower back	Don't disturb others sleeping	Firm, but soft	Cozy/ Can fall into & go right to sleep	Comfort	Plushness of it	Don't like it at all	The comfort, it's very comfrtbl	Looks & softness	Comfort of it		
Like Most? ...S&F Exbury		comfrtbl in it's own way	Not much	Feel of mattress without bedding	It's firm	Firmness	Support	Brand Name	Sturdy, probably last long time	It's firm	Nothing really	Shoulders being massaged by mattress	It's newness, nothing else		
Dislike Most? ...Ultimate		Like it all	Nothing	Nothing	Can't find anything	Impress but leaves	Maybe not enough support	Only worried about the name (brand)	Might be a little bit too soft	Don't like sinking in feeling	Nothing really	Still feel like my lower back is sinking in	No strong dislikes		
Dislike Most? ...S&F Exbury		Nothing	Too firm	Not as firms as would like	Vibration/ motion	Quilting	Nothing	Un-comfrtbl	Too firm for my taste, too hard	You're on a bumpy surface	Too firm	Nothing	Hardness & finish (ridges)		
Now Mattress Preferred Overall?		Ult	Ult	Ult	Ult	Ult	Ult	Ult	Ult	S&F	Ult	S&F	Ult	90% Ult/ 10% S&F	80% Ult/ 20% S&F
CK=CA King CQ=CA F=Full K=Kg Qn Q= Qn T=Twn Price Willing To Pay For Preferred?		\$2k/CK	\$1.5k/Q	\$2k/Q	\$1k/K	\$1k/Q	\$1k/Q	\$7-800/Q	\$0.5-1k/Q	\$1k/Q	\$15-1800/Dbl	\$1k/Full	\$7-800/Q	\$1,310 avg.	\$1,140 avg.
Mattress Preferred For :		Appearance													
Comfort		Ult	S&F	S&F	Ult	No-Pref	No-Pref	S&F	No-Pref	S&F	Ult	S&F	No-Pref	30% Ult/ 40% S&F	20% Ult/ 40% S&F
Construction		Ult	S&F	Ult	Ult	Ult	Ult	Ult	Ult	S&F	Ult	S&F	Ult	90% Ult/ 10% S&F	80% Ult/ 20% S&F
		Ult	S&F	Ult	Ult	No-Pref	S&F	No-Pref	Ult	Ult	Ult	S&F	Ult	60% Ult/ 20% S&F	60% Ult/ 20% S&F

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**Dormia Vs. Stearns & Foster**

		Recently Bought												missing photo			
<b>Notations</b>		<b>Consumer Demographics</b> (from Questionnaire responses)															
		t1	t2	t3	t4	t5	t6	t7	t8	t9	t10	t11	t12				
Gender		F	M	F	M	F	F	F	M	F	M	F	M				
Age		69	50	60	44	49	37	42	41	48	51	36	71				
A= Asian B= African-Amer. H= Hispanic W= Caucasian		Ethnicity		W	H	B	A	W	W	W	W	W	W	B			
Height		5'8"	5'8"	5'4"	5'10"	5'4"	5'7"	5'4"	6'1"	5'2"	6'	5'2"	6'1"				
(Lbs.) - Weight		190	189	140	165	135	250	175	243	123	170	159	200				
C= Coll G=Grad Dgr HS= High SC= Some Coll SG= Some Grad		Education		HS	C	G	G	C	SG	C	SC	SC	C	C			
R= Retired		Vocation		Hwife	CPA	Self	Dr.	Chirpctr	Hwife	Unempl	Retail	Exec.	BankTr	R/Econmst			
(000s / yr. ) - Household Income		> 100	80-100	> 100	60-80	80-100	80-100	60-80	20-40	60-80	60-80	40-60	> 100				
M= Mat MP= Mat & Plws MP+= Mat & Plws+ MF=Mat & Furn    (next 6 mo.) - Intended Purchasing		MP	M	MP	MP+	Pillows	MP	MP	MP	MP	MP+	MP+	MP				
CK= CA King F=Full Q= Queen/ NP=Not Prime Cons U=Undecided		(000s / yr. ) - Budget		\$2/CK	\$1-2/Q	NP/CK	2.5+T	0.5-1/Q	0.5-2/Q	U	U	0.5-1/T	1-2/F	0.5-1/T	0.5-1/Q		
B= Bought w/in 1yr.    (past 6 mo.) - Times Mattress Shopping @ Retailer		B/0x	B/4-5x	2-3	2-3	0	2-3	> 6	2-3	2-3	0	1	2-3				
A=Air C=Cnvtrtl F= Foam O=Orthop S=InSpring U=Fum W=H2O		Mattress Types Slept-On ≥ 1x		F/S	O/S	O/S	S/W	A/C/F/S/U/W	A/C/S	A/C/S/W	C/S/U	O/S	A/F/O/S	C/F/S/U/W	S		
A=Air C=Cnvtrtl F= Foam O=Orthop S=InSpring U=Fum W=H2O		Mattress Types Owned		F/S	O/S	O/S	S	S	A/C/S	A/C/S/W	C/S	O/S	A/F/O/S	C/S	C/S		
A=Air F= Foam O=Orthoped S= InrSpring W=H2O		Mattress Type Now Sleeping-On		F	O/S	O/S	S	S	S	S	S	O	S	S			
A=Air F= Foam O=Orthoped S= InrSpring W=H2O		Type of Next Mattress		F	O/S	O/S	F	S	O/S	S	S	O	O	O/S	S		
\$= Cost H= Health Rel. R= Reputation U=Used To X= Exper		Why Above Type		H	C/X/R	H	H	U/X	U/X	U	U	X	X	H/U/X	X		
A=Alone W=w-Other/ CK=CA King CQ=CA F=Full Qn Q= Qn T=Twn		Current Sleeping Arrangement		W/CK	A/Q	W/CQ	A/T	W/Q	W/Q	W/Q	A/Q	A/Q	W/F	A/Q	W/Q		
Regularly Suffer from Insomnia		N	N	N	N	N	N	N	N	N	N	N	N	N			
Trouble Sleeping Through Night		N	Y	Y	N	Y	N	N	N	N	N	N	N	N			
Severe Back Injury In Past		N	N	N	Y	N	N	Y	N	N	N	N	N	N			
Chronic Back Problems		Y	Y	Y	Y	Y	Y	Y	N	N	N	N	N	N			
Durability		Ult	S&F	Ult	Ult	S&F	S&F	S&F	S&F	S&F	Ult	S&F	S&F	40% Ult/ 60% S&F	30% Ult/ 70% S&F		
Motion Isolation		No-Pref	Ult	S&F	Ult	Ult	S&F	Ult	Ult	S&F	Ult	S&F	S&F	60% Ult/ 30% S&F	50% Ult/ 50% S&F		
Plushness		Ult	Ult	Ult	Ult	Ult	Ult	Ult	Ult	Ult	Ult	Ult	Ult	100% Ult	100% Ult		
Softness		Ult	Ult	Ult	Ult	Ult	Ult	Ult	Ult	Ult	Ult	Ult	Ult	100% Ult	100% Ult		
Support		Ult	Ult	Ult	Ult	No-Pref	S&F	No-Pref	Ult	S&F	Ult	S&F	Ult	60% Ult/ 20% S&F	50% Ult/ 30% S&F		
Has Experience Affected Likely Choice For Next Mattress?		Yes	Yes	Yes	Yes	Yes	No	Maybe	Yes	Yes	Yes	Yes	Yes	80% Yes	80% Yes		
Has Experience Affected Likely Brand For Next Mattress?		Yes	Yes	Yes	Yes	Probably not	Yes	Maybe	No	Yes	Yes	Yes	Yes	70% Yes	70% Yes		
Likelihood To Purchase Preferred Mattress?		Likely	Likely	Likely	Likely	Unsure	Unsure	Unsure	Unsure	Likely	Likely	Likely	Likely	50% Likely Ult Buyers/ 10% S&F	50% Likely Ult Buyers/ 20% S&F		
Likelihood To Recommend To Others Preferred Mattress?		Defintly	Likely	Likely	Likely	Unsure	Likely	Likely	Likely	Likely	Definitely	Likely	Definitely	80% Likely/ Def. Recom. Ult/ 10% S&F	70% Likely/ Def. Recom. Ult/ 20% S&F		
Ever Heard of Dormia Mattresses?		Yes	No	No	No	No	No	No	Yes	Yes	No	No	No	70% No	80% No		
Ever Heard of Stearns & Foster Mattresses?		Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	90% Yes	80% Yes		
Response To Current S&F Exbury Pricing?		Worth it	Typical	Not out of range	Reasonable	Not Surprised	Wow!	Doesn't surprise. S&F is kinda' higher	Wow! Little too high for my taste	Too me that's a lot for a twin	Seems expensive for the comfort	Very pricey/ Probably worth it	knowledge of its cost--for today's market seems reasonable				
Response To Current Ultimate Pricing?		Worth it	Can see why expnsve	What I thought	It's expensive I think	Not Surprised	Double wow. Didn't realize that expensive	More than I expected	That's high for me	They're both expensive	Worth the extra money	Definitely overpriced	Blows my mind. Had no idea would cost that much but not out of reason				
Considering Price Which is Better Value?		Ult	Ult	Ult	Ult	No-Pref	S&F "Saving \$700"	Ult	S&F	S&F	Ult	S&F	Ult	60% Ult/ 30% S&F	50% Ult/ 40% S&F		
Opinion Of S&F Exbury's Value?		Good	Poor	Compettv	Good	Compettv	Good	Compettv	Compettv	Compettv	Compettv	Excellent	Compettv	60% Competitive	100% ≥ Competitive		
Opinion Of Ultimate's Value?		Excellent	Competv	Compettv	Excellent	Compettv	Poor	Poor	Compettv	Poor	Good	Good	Good	70% ≥ Competitive/ 30% Poor	70% ≥ Competitive/ 30% Poor		
Incl. Cost Consideration, Now Prefer?		Ult	Ult	Ult	Ult	Ult	S&F	Ult	S&F	S&F	Ult	S&F	Ult	70% Ult/ 30% S&F	60% Ult/ 40% S&F		
Incl. Cost Consideration, Which Mattress More Likely To Buy?		Ult	Ult	Ult	Ult	Ult	S&F	Ult	S&F	S&F	Ult	S&F	Ult	70% Ult/ 30% S&F	60% Ult/ 40% S&F		

Below RED text = High Interest

Actively Shopping **Only**

# Dormia Vs. Tempur-Pedic

Notations		Consumer Demographics (from Questionnaire responses)									
		t1	t2	t3	t4	t5	t6	t7*	t8	t9	t10
Gender		F	M	M	F	F	M	F	F	M	M
Age		43	50	57	52	39	66	65	43	48	34
A= Asian B= African-Amer. H= Hispanic W= Caucasian		W	W	B	W	W	W	W	B	W	W
Height		5'5"	5'8"	6'5"	5'4"	5'3"	5'7"	5'1"	5'2"	5'9"	5'9"
(Lbs.) - Weight		150	185	259	150	130	210	135	165	170	225
C= Coll G= Grad Dgr HS= High SC= Some Coll SG= Some Grad		SC	C	G	C	C	C	SC	C	HS	HS
R= Retired		Self-Emp	CEO	R/Exec	Hwife/Artst	Jewelry Sls	R/Phmctst	Adm Asst	Writer	R/Pol Sgt	Disability
(000s / yr.) - Household Income		> 100	80-100	> 100	60-80	80-100	60-80	20-40	20-40	60-80	20-40
M= Mat MP= Mat & Plws MP+= Mat & Plws+ MF=Mat & Furn    (next 6 mo.) - Intended Purchasing		MP	MF	MP+	MP	M	MP	MP	M	MP	MP+
CK= CA Kg F=Full Q= Queen K=Kg/ NP=Not 1st Cnsd U=Undec		\$1-2/Q	\$1-2/K	\$1-2/Q	\$1-2/K	\$2-2.5/K	NP	U	< \$500/F	\$0.5-1k/F	\$0.5-1k/K
(past 6 mo.) - Times Mattress Shopping @ Retailer		4-5	2-3	1	2-3	4-5	1	≥ 6	4-5	2-3	4-5
A=Air C=Cnvtbl F= Foam O=Orthop S=InSpring U=FuIn W=H2O		A/C/S/U	A/C/S	A/C/S/U	A/S/U/W	A/C/S/U/W	O/S	A/C/F/S	A/C/O/S/U/W	A/C/S/U/W	A/C/O/S/U
Mattress Types Slept-On ≥ 1x		S	F/C/S/W	A/C/S/U	A/S/U/W	A/C/F/S	C/O/S/U	S/Latex	A/O/S	C/F/S/U	C/S
A=Air C=Cnvtbl F= Foam O=Orthop S=InSpring U=FuIn W=H2O		S	S/C	S/U	S	S	O/S	Latex	S	S/C	S
Mattress Type Now Sleeping-On		S	S/O	?	F	S	?	O/S/?	O/S	S	S
A=Air F= Foam O=Orthoped S= InrSpring W=H2O ?=Dn't Knw		U	\$/H	not appl.	Comfrt	\$/R/U/X	?	X/Dsptd Ltx	\$/H	U	U
Why Above Type		W/Q	W/K	A/Q	W/K	W/K	W/Q	A/F	W/F	W/F	W/K
A=Alone W=w-Other / CK=CA King CQ=CA F=Full Qn Q= Qn T=Twn		S/ST	B/S	B/S/ST	B	B/S	S	S	B/S	B/S/ST	B
Current Sleeping Arrangement		N	N	N	N	N	Y	Y	N	N	Y
B= Back S= Side ST= Stomach		N	N	Y	N	N	Y	Y	N	N	Y
Regularly Suffer from Insomnia		N	N	Y	Y	N	N	N	Y	N	Y
Trouble Sleeping Through Night		N	N	Y	Y	N	N	N	Y	N	Y
Severe Back Injury In Past		N	N	Y	Y	N	N	N	Y	N	Y
Chronic Back Problems		N	N	Y	Y	N	N	N	Y	N	Y

Below RED text = High Interest

Open-ended ?/ Shrt Answr		PHASE I - Blind Comparison									
		t1	t2	t3	t4	t5	t6	t7*	t8	t9	t10
Temperature F ° (expressed in 24hr clock)		68/11:23	69/13:19	69/14:37	69/10:17	69/11:36	69/13:11	67.5/19:23	69/11:18	69.5/18:43	69.5/16:01
Ambient Room Temp. / Start Time		T-P	Vers	T-P	Vers	T-P	Vers	Vers	T-P	T-P	Vers
Mattress Sampled first (mattress "A")?											
Mattress Feel? ...Versailles		Not contouring as well	I like it, firm yet soft. Almost like lying in soft grass	It's okay. It doesn't give as much. Going to give me a headache	Very comftrble/ moving into contours of my back. Good. Excellent	Harder, maybe that's better. Not as mushy-as sinking/ Probably more my speed less waiting for it to rise	Soft & closing & comfortable	Feels firm/ My back bone feels like it's in alignment. Feels like molded in mtrs, & can turn easily	Feels a little firmer, doesn't fit-in quite as much as other. Comftrbl, I like this one	Even firmer. Doesn't have as much give, or conform as much	Goocy. Pretty comftrbl
Mattress Feel? ...T-P Classic		Wow this is nice. Feels good	Feels softer. Prefer something firmer	Firm. Feels like grabbing body. About ready to go asleep	Has different feel. There's miniscule difference	Ah, oh that's comftrbl. Like it's molding to my body-I'm sinking. Feels good	I'm used to a very firm mattress. Feels firmer when in it. More resistance to turning	I'm really sinking into it, ore than the other-wool! It's weird, its harder to turn. I'm sinking in too much-I don't like that	Mattress is different. Comftrbl. Firm, cmftrbl, kinda absorbs you	Feels foamy. Sink-in a bit, feels like conforms to you. Not really soft, firm, not too firm	Like the other, but it's more puttier. Fall into it more
Comfort? ...Versailles		Harder than first, but not bad	Solid base w-soft touch. Sleep inducing	Not comftrbl/ Feels like a used mattress/ like a hotel mattress/ not as plush	Very, very comftrbl	I this one is more comftrbl. There's no ditch, stays firmer, more comftrbl	Supportive	Does feel comftrbl, not something I'm used to. Don't know if comftrbl after hours	Doesn't give as much as other, more support. Yeah, this is comftrbl	I don't find it comftrbl at all. I could sleep on it if I really had to	It's comftrbl. Feels like silly putty-implants your body
Comfort? ...T-P Classic		Contours to my body, which is very comftrtbl	Pretty much like the other, but softer	Very supportive laying on back- deceptive- once find position it cradles	Very comftrble/ Feels like sinking little more than "A"/ Don't like that sinking feeling	It's comftrbl. On my side feels a bit harder-more comftrbl on my back	I'm not comftrtbl	I feel like it cradles me, and it's comfortable, as long as I'm sitting still	It's comftrbl enough, it takes your shape/ Unusually sinking-in, little uncmftrtbl	Seems a little too hard for my personal preference. Little too stiff for me	It's okay, it's not as good as the other one. Too sunken in for my body
Opinion? ...Versailles		Don't think I'd purchase, but it's ok	I'd certainly accept it	Don't like it	Very good. On scale 1-10, probably little above 10	Better than the other. I don't know the life span	Turning causes resistance- unaccustomed to such	Seems like one of those space age types	Firm, doesn't give-in as much more resilient, resistant	I Don't like it	Not bad, pretty comftrbl

Tallies  
68.75 F avg.  
50% Vers/ 50% T-P

# Dormia Vs. Tempur-Pedic

Notations	Consumer Demographics (from Questionnaire responses)									
	t1	t2	t3	t4	t5	t6	t7*	t8	t9	t10
Gender	F	M	M	F	F	M	F	F	M	M
Age	43	50	57	52	39	66	65	43	48	34
A= Asian B= African-Amer. H= Hispanic W= Caucasian    Ethnicity	W	W	B	W	W	W	W	B	W	W
Height	5'5"	5'8"	6'5"	5'4"	5'3"	5'7"	5'1"	5'2"	5'9"	5'9"
(Lbs.) - Weight	150	185	259	150	130	210	135	165	170	225
C= Coll G=Grad Dgr HS= High SC= Some Coll SG= Some Grad    Education	SC	C	G	C	C	C	SC	C	HS	HS
R= Retired    Vocation	Self-Emp	CEO	R/Exec	Hwife/Artist	Jewelry Sls	R/Phmest	Adm Asst	Writer	R/Pol Sgt	Disability
(000s / yr.) - Household Income	> 100	80-100	> 100	60-80	80-100	60-80	20-40	20-40	60-80	20-40
M= Mat MP= Mat & Plws MP+= Mat & Plws+ MF=Mat & Furn    (next 6 mo.) - Intended Purchasing	MP	MF	MP+	MP	M	MP	MP	M	MP	MP+
CK= CA Kg F=Full Q= Queen K=Kg/ NP=Not 1st Cnsd U=Undec    (000s / yr.) - Budget	\$1-2/Q	\$1-2/K	\$1-2/Q	\$1-2/K	\$2-2.5/K	NP	U	< \$500/F	\$0.5-1k/F	\$0.5-1k/K
(past 6 mo.) - Times Mattress Shopping @ Retailer	4-5	2-3	1	2-3	4-5	1	≥ 6	4-5	2-3	4-5
A=Air C=Cnvtrbl F= Foam O=Orthop S=InrSpring U=Fuin W=H2O    Mattress Types Slept-On ≥ 1x	A/C/S/U	A/C/S	A/C/F/S/U	A/S/U/W	A/C/F/S/U/W	O/S	A/C/F/S	A/C/O/S/U/W	A/C/F/S/U/W	A/C/O/S/U
A=Air C=Cnvtrbl F= Foam O=Orthop S=InrSpring U=Fuin W=H2O    Mattress Types Owned	S	F/C/S/W	A/C/S/U	A/S/U/W	A/C/F/S	C/O/S/U	S/Latex	A/O/S	C/F/S/U	C/S
A=Air F= Foam O=Orthoped S= InrSpring W=H2O    Mattress Type Now Sleeping-On	S	S/C	S/U	S	S	O/S	Latex	S	S/C	S
A=Air F= Foam O=Orthoped S= InrSpring W=H2O ?=Dn't Knw    Type of Next Mattress	S	S/O	?	F	S	?	O/S/?	O/S	S	S
\$= Cost H= Hlth Rel. R= Reputn U=Used To X= Exp ?=Dn't Knw    Why Above Type	U	\$/H	not appl.	Comfrt	\$/R/U/X	?	X/Dsptd Ltx	\$/H	U	U
A=Alone W=w-Other / CK=CA King CQ=CA F=Full Qn Q= Qn T=Twn    Current Sleeping Arrangement	W/Q	W/K	A/Q	W/K	W/K	W/Q	A/F	W/F	W/F	W/K
B= Back S= Side ST= Stomach    Dominant Sleep Position	S/ST	B/S	B/S/ST	B	B/S	S	S	B/S	B/S/ST	B
Regularly Suffer from Insomnia	N	N	N	N	N	Y	Y	N	N	Y
Trouble Sleeping Through Night	N	N	Y	N	N	Y	Y	N	N	Y
Severe Back Injury In Past	N	N	Y	Y	N	N	N	Y	N	Y
Chronic Back Problems	N	N	N	Y	Y	N	Y	N	N	Y

Below RED text = High Interest

Opinion? ...T-P Classic	Like it, think it's good	Want it to have more body	Could get uses to it-it's new	Definitely sunk-in a lot. Scale of 1-10 git it 8 or 9. Maybe 9	Wonder if it would hold-up/ End-up with a cave Not sure about material	I would not consider purchng this	It sinks in too much	This is not good, was good at start. After absorbs you takes away firmness	I Don't like it	I guess it's okay	
Anything Particularly Dislike? ...Versailles	Not as comfrtbl as other, & doesn't contour as well	Not sure lack of springs is a problem	Very hard, doesn't grab like other one	No	No	Resistnce to turning--might make it uncomfortable at night	Strange that I'm sinking right in on my hip points. It's a little stiff, but it feels good	Maybe gives a little more than I would want it to. I can handle this it's comfortable	Too firm (This one conforms less, and I like the conforming)	Prevents you a bit from moving side to side from the puttness I feel	
Anything Particularly Dislike? ...T-P Classic	Sheets	Softer than...I like to sleep on really firm	Too hard--too firm	When you move it rolls--really don't like that/ Creates a vacuum space	Kinda' still stayed indented. I don't want to have to wait	A lot of resistance in turning to my side/ Does not support my movement	I don't like that you sink in too much	Conforms to your shape, should keep it's own shape. Too flexible.	It's got give, but not a lot of give, seems to firm	Kinda difficult to move in, you know changing positions	You fall into it too much.
Anything Particularly Like? ...Versailles	Just ok	Sleep inducing. Makes feel very relaxed	Nope, not after being on "A"	Way it feels & follows spine. Yeah, this is super-comfrtbl	Like the little ditch when lying on my back-it's comforting. Like flatness & not too high-up	Warm to the touch. Doesn't promote cold air in a room	Not real high off ground. Also, has square edges--bedding will look good on it	The firmness, it's the right firmness. It's not too soft.	Doesn't seem like a regular box spring	Comfortable	
Anything Particularly Like? ...T-P Classic	Soft	Contours, comfrtbl, makes you sleepy-very relaxing	Very supportive on my back--makes me feel I'm being held in place	Spongy feeling of it	Shapes to my body on my back. Feels like I'm being held. Little hard when lay on my side.	I don't care for this at all	I like it that it's not too high, I don't think it's higher than the other one	Rest is pretty firm, it was more comfrtbl when your first laid-in	Like that it conforms to you a little, not enough it seems of me	No	
Mattress Preferred Overall?	T-P	Vers	T-P	Vers	Vers	Vers	Vers	Vers	T-P	Vers	70% Vers/ 30% T-P
Why preferred?	Coutoured better/ Softer	Appreciate a firm base	More comfortable, grabbed my body	More firm supprt vs. sinking in feeling I dislike	Didn't sink as muc at first as "A", but ditch is disturbing	So uncomfort-able in "B" there's no discussion	Even though firmer, I feel like I sink in too much in "B"	Doesn't contour/ sink-in as much as "A". It's firmer.	Seemd a little bit softer	Little firmer, easier to move on, more comfortable.	
Mattress Preferred For:	Comfort	T-P	Vers	T-P	Vers	Vers	No-Pref	Vers	T-P	Vers	60% Vers/ 30% T-P
	Construction	No-Pref	Vers	T-P	Vers	Vers	Vers	Vers	T-P	Vers	70% Vers/ 20% T-P

# Dormia Vs. Tempur-Pedic

Notations		Consumer Demographics (from Questionnaire responses)									missing photo	
		t1	t2	t3	t4	t5	t6	t7*	t8	t9	t10	
Gender		F	M	M	F	F	M	F	F	M	M	
Age		43	50	57	52	39	66	65	43	48	34	
A= Asian B= African-Amer. H= Hispanic W= Caucasian    Ethnicity		W	W	B	W	W	W	W	B	W	W	
Height		5'5"	5'8"	6'5"	5'4"	5'3"	5'7"	5'1"	5'2"	5'9"	5'9"	
(Lbs.) - Weight		150	185	259	150	130	210	135	165	170	225	
C= Coll G= Grad Dgr HS= High SC= Some Coll SG= Some Grad    Education		SC	C	G	C	C	C	SC	C	HS	HS	
R= Retired    Vocation		Self-Emp	CEO	R/Exec	Hwife/Artst	Jewelry Slrs	R/Phmctst	Adm Asst	Writer	R/Pol Sgt	Disability	
(000s / yr.) - Household Income		> 100	80-100	> 100	60-80	80-100	60-80	20-40	20-40	60-80	20-40	
M= Mat MP= Mat & Plws MP+= Mat & Plws+ MF=Mat & Furn    (next 6 mo.) - Intended Purchasing		MP	MF	MP+	MP	M	MP	MP	M	MP	MP+	
CK= CA Kg F=Full Q= Queen K=Kg/ NP=Not 1st Cnsd U=Undec    (000s / yr.) - Budget		\$1-2/Q	\$1-2/K	\$1-2/Q	\$1-2/K	\$2-2.5/K	NP	U	< \$500/F	\$0.5-1k/F	\$0.5-1k/K	
(past 6 mo.) - Times Mattress Shopping @ Retailer		4-5	2-3	1	2-3	4-5	1	≥ 6	4-5	2-3	4-5	
A=Air C=Cnvtbl F= Foam O=Orthop S=InSpring U=FuIn W=H2O    Mattress Types Slept-On ≥ 1x		A/C/S/U	A/C/S	A/C/S/U	A/S/U/W	A/C/S/U/W	O/S	A/C/F/S	A/C/O/S/U/W	A/C/S/U/W	A/C/O/S/U	
A=Air C=Cnvtbl F= Foam O=Orthop S=InSpring U=FuIn W=H2O    Mattress Types Owned		S	F/C/S/W	A/C/S/U	A/S/U/W	A/C/F/S	C/O/S/U	S/Latex	A/O/S	C/F/S/U	C/S	
A=Air F= Foam O=Orthoped S= InrSpring W=H2O    Mattress Type Now Sleeping-On		S	S/C	S/U	S	S	O/S	Latex	S	S/C	S	
A=Air F= Foam O=Orthoped S= InrSpring W=H2O ?=Dn't Knw    Type of Next Mattress		S	S/O	?	F	S	?	O/S/?	O/S	S	S	
\$= Cost H= Hlth Rel. R= Reputn U=Used To X= Exp ?=Dn't Knw    Why Above Type		U	\$/H	not appl.	Comfrt	\$/R/U/X	?	X/Dsptd Ltx	\$/H	U	U	
A=Alone W=w-Other / CK=CA King CQ=CA F=Full Qn Q= Qn T=Twn    Current Sleeping Arrangement		W/Q	W/K	A/Q	W/K	W/K	W/Q	A/F	W/F	W/F	W/K	
B= Back S= Side ST= Stomach    Dominant Sleep Position		S/ST	B/S	B/S/ST	B	B/S	S	S	B/S	B/S/ST	B	
Regularly Suffer from Insomnia		N	N	N	N	N	Y	Y	N	N	Y	
Trouble Sleeping Through Night		N	N	Y	N	N	Y	Y	N	N	Y	
Severe Back Injury In Past		N	N	Y	Y	N	N	N	Y	N	Y	
Chronic Back Problems		N	N	N	Y	Y	N	Y	N	N	Y	
Motion Isolation		No-Pref	T-P	No-Pref	T-P	Vers	No-Pref	Vers	Vers	T-P	No-Pref	
Plushness		T-P	T-P	T-P	Vers	T-P	No-Pref	T-P	No-Pref	No-Pref	T-P	
Perceived Durability		No-Pref	Vers	T-P	No-Pref	Vers	Vers	No-Pref	Vers	No-Pref	Vers	
Softness		T-P	T-P	T-P	T-P	T-P	T-P	T-P	T-P	T-P	T-P	
Support		No-Pref	Vers	T-P	Vers	Vers	Vers	Vers	Vers	T-P	Vers	
Guess of Mattress Types Sampled: Versailles		Foam	Advanced foam	Foam	Some kind of Foam	More desirable foam	Foam Top	Foam	Orthopdic	Foam	Never flet that feeling before	
T-P Classic		Foam	Foam, not quite as advanced	Foam	Space Foam	Soft special foam	Memory Foam	Foam too, could be latex	Orthopdic	Foam	Never flet that feeling before	
Guess of Mattress Brand Sampled: Versailles		Spring Air	Tempur-Pedic	?	?	A better, higher, more expnsv Sealy Posturepedic	Stearns & Foster	Tempur-Pedic	Serta	Posture-pedic	?	
T-P Classic		Sealy	Tempur-Pedic	?	?	Sealy Posturepedic	On of the foams	Definitely foam/ latex family	Simmons	Posture-pedic	?	
Mult. Choice & Shrt Answr		PHASE II - Revealed Comparison									Tallies	
Now, Mattress Sampled First (mattress "B")?		Vers	T-P	Vers	T-P	Vers	T-P	T-P	Vers	Vers	T-P	
Mattress Feel? ...Versailles		Firm	Suprt	Hard	Suprt	Soft	Hard	Firm	Mushy	Firm	Soft	
Mattress Feel? ...T-P Classic		Perf Sprt	Soft	Firm	Firm	Mushy	Mushy	Mushy	Mushy	Firm	Mushy	
Comfortable? ...Versailles		Comfrtbl	Comfrtbl	Un-	Very	Comfrtbl	Comfrtbl	Comfrtbl	Un-	Comfrtbl	Comfrtbl	
Comfortable? ...T-P Classic		Very	Comfrtbl	Comfrtbl	Very	Un-	Comfrtbl	Comfrtbl	Comfrtbl	Comfrtbl	Un	
Opinion? ...Versailles		OK	Good	it	Love it	Very Good	Good	Very Good	Disklike it	OK	Ok	
Opinion? ...T-P Classic		very Good	Ok	Ok	Good	Disklike it	Disklike it	Ok	Disklike it	Good	Disklike it	
Prefer Versailles To Current Mattress?		No	Maybe	No	Yes	Yes	Maybe	Yes	No	No	No	
Prefer T-P Classic To Current Mattress?		No	Maybe	No	Yes	No	No	Yes	No	Yes	No	
Like To Replace Current Mattress with Versailles?		No	Maybe	No	Yes	Yes	Maybe	Maybe	No	No	No	
Like To Replace Current Mattress with T-P Classic?		No	Maybe	No	No	No	No	Maybe	No	Yes	No	
Consider buying an identical Mattress? ...Versailles		No	Yes	No	Yes	Yes	Maybe	Maybe	No	Maybe	No	
Consider buying an identical Mattress? ...T-P Classic?		Yes	guest room	Maybe	Maybe	No	No	No	Maybe	No	Yes	

Below RED text = High Interest

30% Vers/ 30% T-P
10% Vers/ 60% T-P
50% Vers/ 10% T-P
T-P (100%)
70% Vers/ 20% T-P
80% Foam
80% Foam

50% Vers/ 50% T-P
No Consensus
Mushy (50%)
Comfrtbl (70%)
Comfrtbl (50%) / Un- (30%)
≥ V. Good (50%)
Dislike (40%)
50% Yes or Maybe
60% No
50% Yes or Maybe
70% No
60% Yes or Maybe
50% No

# Dormia Vs. Tempur-Pedic

Notations	Consumer Demographics (from Questionnaire responses)									
	t1	t2	t3	t4	t5	t6	t7*	t8	t9	t10
Gender	F	M	M	F	F	M	F	F	M	M
Age	43	50	57	52	39	66	65	43	48	34
A= Asian B= African-Amer. H= Hispanic W= Caucasian    Ethnicity	W	W	B	W	W	W	W	B	W	W
Height	5'5"	5'8"	6'5"	5'4"	5'3"	5'7"	5'1"	5'2"	5'9"	5'9"
(Lbs.) - Weight	150	185	259	150	130	210	135	165	170	225
C= Coll G=Grad Dgr HS= High SC= Some Coll SG= Some Grad    Education	SC	C	G	C	C	C	SC	C	HS	HS
R= Retired    Vocation	Self-Emp	CEO	R/Exec	Hwife/Artist	Jewelry Sls	R/Phmest	Adm Asst	Writer	R/Pol Sgt	Disability
(000s / yr.) - Household Income	> 100	80-100	> 100	60-80	80-100	60-80	20-40	20-40	60-80	20-40
M= Mat MP= Mat & Plws MP+= Mat & Plws+ MF=Mat & Furn    (next 6 mo.) - Intended Purchasing	MP	MF	MP+	MP	M	MP	MP	M	MP	MP+
CK= CA Kg F=Full Q= Queen K=Kg/ NP=Not 1st Cnsd U=Undec    (000s / yr.) - Budget	\$1-2/Q	\$1-2/K	\$1-2/Q	\$1-2/K	\$2-2.5/K	NP	U	< \$500/F	\$0.5-1k/F	\$0.5-1k/K
(past 6 mo.) - Times Mattress Shopping @ Retailer	4-5	2-3	1	2-3	4-5	1	≥ 6	4-5	2-3	4-5
A=Air C=Cnvtbl F= Foam O=Orthop S=InSpring U=Futn W=H2O    Mattress Types Slept-On ≥ 1x	A/C/S/U	A/C/S	A/C/F/S/U	A/S/U/W	A/C/F/S/U/W	O/S	A/C/F/S	A/C/O/S/U/W	A/C/F/S/U/W	A/C/O/S/U
A=Air C=Cnvtbl F= Foam O=Orthop S=InSpring U=Futn W=H2O    Mattress Types Owned	S	F/C/S/W	A/C/S/U	A/S/U/W	A/C/F/S	C/O/S/U	S/Latex	A/O/S	C/F/S/U	C/S
A=Air F= Foam O=Orthoped S= InrSpring W=H2O    Mattress Type Now Sleeping-On	S	S/C	S/U	S	S	O/S	Latex	S	S/C	S
A=Air F= Foam O=Orthoped S= InrSpring W=H2O ?=Dn't Knw    Type of Next Mattress	S	S/O	?	F	S	?	O/S/?	O/S	S	S
\$= Cost H= Hlth Rel. R= Reputn U=Used To X= Exp ?=Dn't Knw    Why Above Type	U	\$/H	not appl.	Comfprt	\$/R/U/X	?	X/Dspnd Ltx	\$/H	U	U
A=Alone W=w-Other / CK=CA King CQ=CA F=Full Qn Q= Qn T=Twn    Current Sleeping Arrangement	W/Q	W/K	A/Q	W/K	W/K	W/Q	A/F	W/F	W/F	W/K
B= Back S= Side ST= Stomach    Dominant Sleep Position	S/ST	B/S	B/S/ST	B	B/S	S	S	B/S	B/S/ST	B
Regularly Suffer from Insomnia	N	N	N	N	N	Y	Y	N	N	Y
Trouble Sleeping Through Night	N	N	Y	N	N	Y	Y	N	N	Y
Severe Back Injury In Past	N	N	Y	Y	N	N	N	Y	N	Y
Chronic Back Problems	N	N	N	Y	Y	N	Y	N	N	Y

Below RED text = High Interest

Like Most? ... Versailles	Don't really like it	Gives way to contour/ Feel like taken a load off	Nothing	The longer you lie, the more relaxing it gets	Flatness. The buoyancy	The feel, touching the mattress feels nice	straight while allowing hips & shoulders to sink in. I think I prefer this	Like the parts that stay firm	Firmness, Don't know if it's a little too firm.	Nothing		
Like Most? ... T-P Classic	How it conforms to my body	More adaptable to my ailing bones	Support and contouring effect	Motion isolation	Not much. Flatness	Support	Flows back straight while allowing hips & shoulders to sink in	When 1st lay on it it's firm.	Sink in a little bit & conforms, but not too mushy	Nothing		
Dislike Most? ... Versailles	Not soft enough	It's a lifestyle change	Not comfirble/ I'll wind-up w-pain in my back with this one	I don't dislike anything about it	The depression remains after you get up	My feet feel unsupported	Wondering if it's going to stay nice & straight. Feels a bit hard, but can't have too soft	It's okay until it starts to conform to your body	Doesn't have enough give	Your body implants too much, it's unable to move easily		
Dislike Most? ... T-P Classic	I like it	Doesn't bite back	Sagging effect. Going to give me a backache	Way it indents & then when you move	The mushiness	The feel of it	Sink in, little hard to turn. Feel like going to fall over	When sinks in-reminds me of a bean bag chair.	Maybe not enough give	Mushiness		
<b>Now Mattress Preferred Overall?</b>	<b>T-P</b>	<b>Vers</b>	<b>T-P</b>	<b>Vers</b>	<b>Vers</b>	<b>Vers</b>	<b>Vers</b>	<b>T-P</b>	<b>T-P</b>	<b>Vers</b>	<b>60% Vers/ 40% T-P</b>	
CK=CA King CQ=CA F=Full K=Kg Qn Q= Qn T=Twn Price Willing To Pay For Preferred?	\$800/Q	\$1.2k/K	\$1k/Q	\$1k/K	\$1.8k/K	\$1k/Q	\$1.8k/Full	\$150/Q	\$5-600/Q	\$800/K	\$1,015 avg.	
Mattress Preferred For:	Appearance	No-Pref	T-P	T-P	T-P	Vers	Vers	T-P	No-Pref	T-P	No-Pref	20% Vers/ 50% T-P
Comfort	T-P	Vers	T-P	Vers	Vers	No-Pref	No-Pref	T-P	T-P	Vers	40% Vers/ 40% T-P	
Construction	No-Pref	Vers	T-P	Vers	Vers	No-Pref	T-P	No-Pref	T-P	No-Pref	30% Vers/ 30% T-P	
Durability	No-Pref	Vers	T-P	Vers	No-Pref	No-Pref	No-Pref	No-Pref	T-P	Vers	30% Vers/ 20% T-P	
Motion Isolation	T-P	No-Pref	No-Pref	T-P	Vers	T-P	Vers	T-P	T-P	Vers	30% Vers/ 50% T-P	
Plushness	T-P	T-P	T-P	Vers	No-Pref	Vers	T-P	No-Pref	T-P	T-P	20% Vers/ 60% T-P	
Softness	T-P	T-P	T-P	Vers	T-P	T-P	T-P	Vers	T-P	T-P	20% Vers/ 80% T-P	
Support	T-P	Vers	T-P	Vers	Vers	No-Pref	No-Pref	T-P	T-P	No-Pref	30% Vers/ 40% T-P	
Has Experience Affected Likely Choice For Next Mattress?	Yes	Yes	Yes	Yes	Yes	Maybe	Yes	Yes	Yes	No	80% Yes	
Has Experience Affected Likely Brand For Next Mattress?	Yes	Yes	No	Yes	No	No	Yes	No	No	No	60% No	
Likeliness To Purchase Preferred Mattress?	Unsure	Likely	Unlikely	Likely	Unsure	Likely	Unsure	Unlikely	Likely	Unlikely	30% Likely Vers Buyers / 10% T-P	
Likeliness To Recommend To Others Preferred Mattress?	Likely	Likely	Unlikely	Defintly	Unsure	Likely	Likely	Unsure	Likely	Likely	50% Likely/ Def. Recommend Vers / 20% T-P	
Ever Heard of Dormia Mattresses?	No	No	No	No	No	No	No	Yes	No	No	90% No	

# Dormia Vs. Tempur-Pedic

Notations	Consumer Demographics (from Questionnaire responses)										Missing photo	Missing photo	Missing photo
	t1	t2	t3	t4	t5	t6	t7*	t8	t9	t10			
Gender	F	M	M	F	F	M	F	F	M	M			
Age	43	50	57	52	39	66	65	43	48	34			
A= Asian B= African-Amer. H= Hispanic W= Caucasian    Ethnicity	W	W	B	W	W	W	W	B	W	W			
Height	5'5"	5'8"	6'5"	5'4"	5'3"	5'7"	5'1"	5'2"	5'9"	5'9"			
(Lbs.) - Weight	150	185	259	150	130	210	135	165	170	225			
C= Coll G= Grad Dgr HS= High SC= Some Coll SG= Some Grad    Education	SC	C	G	C	C	C	SC	C	HS	HS			
R= Retired    Vocation	Self-Emp	CEO	R/Exec	Hwife/Artst	Jewelry Slrs	R/Phmest	Adm Asst	Writer	R/Pol Sgt	Disability			
(000s / yr.) - Household Income	> 100	80-100	> 100	60-80	80-100	60-80	20-40	20-40	60-80	20-40			
M= Mat MP= Mat & Plws MP+= Mat & Plws+ MF=Mat & Furn    (next 6 mo.) - Intended Purchasing	MP	MF	MP+	MP	M	MP	MP	M	MP	MP+			
CK= CA Kg F=Full Q= Queen K=Kg/ NP=Not 1st Cnsd U=Undec    (000s / yr.) - Budget	\$1-2/Q	\$1-2/K	\$1-2/Q	\$1-2/K	\$2-2.5/K	NP	U	< \$500/F	\$0.5-1k/F	\$0.5-1k/K			
(past 6 mo.) - Times Mattress Shopping @ Retailer	4-5	2-3	1	2-3	4-5	1	≥ 6	4-5	2-3	4-5			
A=Air C=Cnvtbl F= Foam O=Orthop S=InSpring U=Futn W=H2O    Mattress Types Slept-On ≥ 1x	A/C/S/U	A/C/S	A/C/F/S/U	A/S/U/W	A/C/F/S/U/W	O/S	A/C/F/S	A/C/O/S/U/W	A/C/F/S/U/W	A/C/O/S/U			
A=Air C=Cnvtbl F= Foam O=Orthop S=InSpring U=Futn W=H2O    Mattress Types Owned	S	F/C/S/W	A/C/S/U	A/S/U/W	A/C/F/S	C/O/S/U	S/Latex	A/O/S	C/F/S/U	C/S			
A=Air F= Foam O=Orthoped S= InrSpring W=H2O    Mattress Type Now Sleeping-On	S	S/C	S/U	S	S	O/S	Latex	S	S/C	S			
A=Air F= Foam O=Orthoped S= InrSpring W=H2O ?=Dn't Knw    Type of Next Mattress	S	S/O	?	F	S	?	O/S/?	O/S	S	S			
\$= Cost H= Hlth Rel. R= Reputn U=Used To X= Exp ?=Dn't Knw    Why Above Type	U	\$/H	not appl.	Comfrt	\$/R/U/X	?	X/Dspnd Ltx	\$/H	U	U			
A=Alone W=w-Other / CK=CA King CQ=CA F=Full Qn Q= Qn T=Twn    Current Sleeping Arrangement	W/Q	W/K	A/Q	W/K	W/K	W/Q	A/F	W/F	W/F	W/K			
B= Back S= Side ST= Stomach    Dominant Sleep Position	S/ST	B/S	B/S/ST	B	B/S	S	S	B/S	B/S/ST	B			
Regularly Suffer from Insomnia	N	N	N	N	N	Y	Y	N	N	Y			
Trouble Sleeping Through Night	N	N	Y	N	N	Y	Y	N	N	Y			
Severe Back Injury In Past	N	N	Y	Y	N	N	N	Y	N	Y			
Chronic Back Problems	N	N	N	Y	Y	N	Y	N	N	Y			
Ever Heard of Tempur-Pedic Mattresses?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No			80% Yes
Response To Current T-P Classic Pricing?	Didn't think it would be that much	Yeccc, higher than I was looking to pay, but doesn't surprise	A Lot of money/ Overpriced	That's expensive. Quite expensive. Pretty costly	Sounds reasonable	I have no interest in it, and I'm surprised by my answer	It's about what I thought. Somebody's got to pay for the advertising	Little bit expensive	Little bit more expensive than I thought, but I'm not too up on the	It's a lot!			
Response To Current Versailles Pricing?	Definitely wouldn't pay that	Sounds like a pretty good deal	Would never pay that much for that mattress	That's great! It's much better/ And it's more comfible	It's cheaper. It sounds good. I'm actually surprised-thought would be more expensive-was the higher quality foam	Very interesting	Wow!! Very interesting-in a positive way. That'll make me more likely to look into it	Little expensive	That's more in terms of what I was thinking	That's not bad			
Considering Price Which is Better Value?	T-P	Vers	T-P	Vers	Vers	Vers	Vers	Vers	Vers	Vers			80% Vers/ 20% T-P
Opinion Of T-P Classic's Value?	Competv	Poor	Poor	Competv	Competv	Poor	Poor	Poor	Competv	Poor			Poor (60%)
Opinion Of Versailles's Value?	Poor	Good	Poor	Excellent	Excellent	Good	Good	Poor	Competv	Competv			50% Good/ Excl.
Incl. Cost Consideration, Now Prefer?	T-P	Vers	T-P	Vers	Vers	Vers	Vers	Vers	T-P	Vers			70% Vers/ 30% T-P
Incl. Cost Consideration, Which Mattress More Likely To Buy?	T-P	Vers	T-P	Vers	Vers	Vers	Vers	Vers	T-P	Vers			70% Vers/ 30% T-P
Temperature F ° (expressed in 24hr clock)	68/11:56	70/14:10	69/15:19	69/10:55	69/12:10	69/13:53	68.5/20:14	69.5/12:12	69.5/19:19	69.5/16:28			69.05 F avg.

Below RED text = High Interest



## APPENDIX: A

### Tested Consumer Reference

**Note:** Consumer photos and transcribed quotes **may not** be reproduced or distributed under any circumstance.

Excerpted quotes are not guaranteed to be perfect transcriptions. Verbal ticks, low volume utterances, etc., may not be transcribed exactly; however, major elements are of high fidelity.

A comprehensive catalog of quote excerpts that extends the transcribed sampling below can be ordered within 30-days of receipt of this report. Quote catalogs are presented as [digital sound file](#) libraries (consumers voices digitally recorded and excerpted using MP3 technology)—\$3,800 fee—requires 5-business days for processing.

### Dormia vs. Stearns & Foster

**Consumer ID** t1-1b (recently bought a mattress)

**Gender:** Female

**Year Born:** 1935

**Marital Status:** Married

**Ethnicity:** Caucasian

**Education:** High School or equivalent

**Vocation:** Other

**Approx Household Income:** > \$100,000

**Notes:** 5' 8" 190 lbs. Unknown beforehand, **mattress recently purchased WAS Dormia's Ultimate!!**

**Mattress Brands Recalled:** Sealy, Simmons



#### Excerpted Consumer Quotes:

- Is there anything you particularly don't like about the mattress you are lying on? "I'm used to something, foam that the astronauts used. Comfortable, but not as soft, not as pliable." (on S&F)
- So far, of the two mattresses you have tried, which do you prefer? "B (Ult)" Why? "...". Any other reason? "I liked it based on back to back comparison."
- Has it affected the Brand of mattress you intend to purchase? "Yes" In what way? "I liked it [Dormia] enough to buy it."
- Unprompted: "He loves that mattress" (Husband re: Ultimate)



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**Consumer ID** t1-2b (recently bought a mattress)

**Gender:** Male

**Year Born:** 1955

**Marital Status:** Divorced

**Ethnicity:** Hispanic

**Education:** College Degree

**Vocation:** CPA

**Approx Household Income:** \$80,000 - 100,000

**Notes:** 5'8" 189 lbs. Bought Stearns & Foster Queen mattress 5 mo. ago at Sleepy's—paid \$1,400.

**Mattress Brands Recalled:** Stearns & Foster, Serta, King Koil



#### Excerpted Consumer Quotes:

- Describe how this mattress feels to you? “Lots of support. Feels very comfortable. Firm, but soft, can really get a good nights sleep on it.” (on Ult)
- What is your opinion of the mattress you are lying on now? “Good. I would buy it.” (on Ult)
- So far, of the two mattresses you have tried, which do you prefer? “A (Ult)” Why? “More comfortable. It seems my whole body sunk-in, but could support. I felt like I was on top of B.”
- Would you like to replace your current mattress with one that is identical to this one (Ult)? “Yes” Why? “A lot more comfortable. Could fall asleep on this mattress. **If I looked at this mattress, I would have bought it. It is really comfortable. What a difference!**”
- Has your experience today affected your likely choice for your next mattress? “Yes” In what way? “Like the bed. I think the bed is, ah, wouldn't mind buying. Ahhh, sleeping on. Yeah, that's really good, man. It's a really good bed. I like the bed. What's the price for this?” We're going to get to that. “ah, ok. **I could put my bed at eBay!**”

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**Consumer ID** t1-3

**Gender:** Female

**Year Born:** 1945

**Marital Status:** Married

**Ethnicity:** African-American

**Education:** Graduate Degree

**Vocation:** Self-employed / Retired Teacher

**Approx Household Income:** > \$100,000

**Notes:** 5'4" 140 lbs.

**Mattress Brands Recalled:** Simmons, Castro, Sealy





**Excerpted Consumer Quotes:**

- Is there anything you particularly don't like about the mattress you are lying on? "Ridges. **Not firm enough!**" (on S&F)
- Is there anything you particularly don't like about the mattress you are lying on? "No. I'm dealing with the illusion that it should not be comfortable because of the softness." (on Ult)
- Unprompted: "I love this mattress." (on Ult)

---

**Consumer ID** t1-4

**Gender:** Male

**Year Born:** 1961

**Marital Status:** Married

**Ethnicity:** Asian

**Education:** Graduate Degree

**Vocation:** Acupuncture Practitioner

**Approx Household Income:** \$60,000 - 79,999

**Notes:** 5'10" 165 lbs. *Shopping for his handicapped son's mattress. Until test was looking to buy a Tempur-Pedic mattress for son.*

**Mattress Brands Recalled:** Sealy, Tempur-Pedic



**Excerpted Consumer Quotes:**

- Describe how this mattress feels to you? "Oh, good. Inside foam? Feels very stable compared to spring mattress." (on Ult)
- And, is there anything you particularly like about the mattress you are lying on? "Stable and comfortable. Good for sleep." (on Ult)
- Describe how this mattress feels to you? "Hard. The support is not enough compared to A (Ult). A is more comfortable. Less stable than A." (on S&F)

---

**Consumer ID** t1-5

**Gender:** Female

**Year Born:** 1956

**Marital Status:** Married

**Ethnicity:** Caucasian

**Education:** Graduate Degree

**Vocation:** Chiropractor

**Approx Household Income:** \$80,000 - 100,000



**Notes:** 5'4" 135 lbs. Looking for mattresses to recommend to patients, and possibly one for herself.

**Mattress Brands Recalled:** Sealy, Serta, King Koil

**Excerpted Consumer Quotes:**

- What is your opinion of the mattress you are lying on now? “It’s a nice mattress firm-wise, but I do feel the quilting, it’s too deep.” (on S&F)
- Describe how this mattress feels to you? “I’m surprised I like it so much. I like it! It’s a little softer, but I like it.” (on Ult)
- Would you like to replace your current mattress with one that is identical to this one (Ult)? “No” Why not? “It leaves an impression for too long.”

**Consumer ID** t1-6

**Gender:** Female

**Year Born:** 1968

**Marital Status:** Married

**Ethnicity:** Caucasian

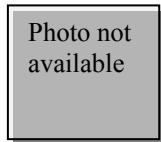
**Education:** College Degree

**Vocation:** Housewife

**Approx Household Income:** \$80,000 - 100,000

**Notes:** 5'7" 250 lbs. with twins of 2yrs. Old also has 5 n 7 year olds

**Mattress Brands Recalled:** Posturepedic, Sealy, Serta, Simmons, King Koil



**Excerpted Consumer Quotes:**

- And, is there anything you particularly like about the mattress you are lying on? “Coziness. When you get in it feels so comfortable—I like it.” (on Ult)
- Describe how this mattress feels to you? “Firm, not very comfortable compared to the other. I like the other much better. However, probably better for your back.” (on S&F)
- And, is there anything you particularly like about the mattress you are lying on? “Support. You can feel in this bed more than the other one.” (on Ult)

**Consumer ID** t1-7

**Gender:** Female

**Year Born:** 1963

**Marital Status:** Married

**Ethnicity:** Caucasian





**Education:** *College Degree*  
**Vocation:** *Housewife*  
**Approx Household Income:** *\$60,000 - 79,999*  
**Notes:** *5'4" 175 lbs.*  
**Mattress Brands Recalled:** *Simmons, Serta, Stearns & Foster, Tempur-Pedic*

**Excerpted Consumer Quotes:**

- Is there anything you particularly don't like about the mattress you are lying on? "I feel like you're on a board—no give to it." (on S&F)
- Describe how this mattress feels to you? "Oh this is much better! Much more comfortable. Has that pillowy feeling I like." (on Ult)
- What is your opinion of the mattress you are lying on now? "I would consider this one—for the comfort." (on Ult)
- And, is there anything you particularly like about the mattress you are lying on? "Cushiness. When I'm lying down I don't want to have to try to find a comfortable position. It was comfortable right away." (on Ult)

---

**Consumer ID** t1-8

**Gender:** *Male*  
**Year Born:** *1964*  
**Marital Status:** *Single*  
**Ethnicity:** *Caucasian*  
**Education:** *College Degree*  
**Vocation:** *Unemployed*  
**Approx Household Income:** *< \$20,000*  
**Notes:** *6'1" 243 lbs. Just laid-off from Xerox corp. as Account Associate.*  
**Mattress Brands Recalled:** *Pillow Eze, Craftmatic*



**Excerpted Consumer Quotes:**

- Is there anything you particularly don't like about the mattress you are lying on? "Too hard for me." Anything else? "Doesn't conform to my body." (on S&F)
- So far, of the two mattresses you have tried, which do you prefer & why? "A (Ult)" Why? "I like softness—how it conforms to my body. The type I prefer." Any other reason? "It's easier on my body."
- What do you like most about this mattress? "Sturdy. Probably lasts a long time because of it's firmness." (on S&F)



---

**Consumer ID** t1-9

**Gender:** *Female*

**Year Born:** *1957*

**Marital Status:** *Separated*

**Ethnicity:** *Caucasian*

**Education:** *Some College*

**Vocation:** *Retail Fashion Associate*

**Approx Household Income:** *\$60,000 - 79,999*

**Notes:** *5'2" 123 lbs.*

**Mattress Brands Recalled:** *Sealy, Serta Perfect Sleeper, Stearns & Foster, Simmons, Sleepy's*



**Excerpted Consumer Quotes:**

- Describe how this mattress feels to you? “Too soft for me already, way to soft. Little bubbles [quilting], can kinda’ feel little...” (on S&F)
- What is your opinion of the mattress you are lying on now? “I’d say it’s good, too soft, my butt is down.” (on S&F)
- Describe how this mattress feels to you? “This is no good. If this is the foam thing, it’s no good. If I had to choose, I would choose that one [S&F] right now!” (on Ult)
- What was it about your preferred mattress (S&F) that you liked most? “I like them hard and firm, so they last longer. Like very firm, because they last long—and good for your back.”

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**Consumer ID** t1-10

**Gender:** *Male*

**Year Born:** *1954*

**Marital Status:** *Divorced*

**Ethnicity:** *Caucasian*

**Education:** *Some College*

**Vocation:** *Other*

**Approx Household Income:** *\$60,000 - 79,999*

**Notes:** *6' 170 lbs.*

**Mattress Brands Recalled:** *Sealy, Stearns & Foster, Simmons*



**Excerpted Consumer Quotes:**



- Describe the comfort of this mattress you are lying on? “Seems comfortable. I don’t like it when it is too soft.” (on Ult)
- Describe the comfort of this mattress you are lying on? “I don’t think it’s as comfortable as the first. Seems very stiff, as compared to the other—that is very cushioning. Seems like a very hard mattress.” (on Ult)
- So far, of the two mattresses you have tried, which do you prefer? “A (Ult)” Why? “Just more comfortable.” Any other reason? “You’re looking for comfort in a mattress, you don’t want to be sleeping on a board.”

---

**Consumer ID** t1-11

**Gender:** Female

**Year Born:** 1969

**Marital Status:** Single

**Ethnicity:** Caucasian

**Education:** College Degree

**Vocation:** Bank Teller

**Approx Household Income:** < \$20,000

**Notes:** 5'2" 159lbs. Visually impaired—recently had major eye surgery requiring immobilization. Had hospital staff show all beds used in rooms so that she could choose the most comfortable bed—she was not allowed to leave her bed for 7-weeks.

**Mattress Brands Recalled:** Kleinsleep, Posturepedic, Sleepy’s



#### Excerpted Consumer Quotes:

- Describe the comfort of this mattress you are lying on? “...Like the spring feeling.” (on S&F)
- What is your opinion of the mattress you are lying on now? “Extremely comfortable. Very comfortable—slightly soft—firm enough to be soft.” (on S&F)
- Describe how this mattress feels to you? “This one’s not as good as that one. Not as firm as the other one. Too flat, I like the bumpy stuff [surface texture]. Too soft, would not be good for my back.” (on Ult)

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**Consumer ID** t1-12

**Gender:** Male

**Year Born:** 1933

**Marital Status:** Married

**Ethnicity:** African-American

**Education:** Some Graduate School

**Vocation:** Retired Economist

**Approx Household Income:** > \$100,000

**Notes:** 6'1 200 lbs.





**Mattress Brands Recalled:** *Sealy Posturepedic, Sleepy's, Macy's*

**Excerpted Consumer Quotes:**

- Describe how this mattress feels to you? “I could fall asleep here, it’s very comfortable. Good support, I don’t feel like I’m sinking in. Not too hard, not too soft—mid-range firmness. A good one!” (on Ult)
- What is your opinion of the mattress you are lying on now? “I’d give it an ‘A’ rating.”
- Describe how this mattress feels to you? “This is much firmer. I think a little too firm for me. It has ridges in it. I’ve never slept on anything like this. I imagine if I had a back problem it would be good, but I don’t have a back problem. Not as comfortable as the A mattress.” (on S&F)

## Dormia vs. Tempur-Pedic

**Consumer ID** t2-1

**Gender:** *Female*

**Year Born:** *1962*

**Marital Status:** *Divorced*

**Ethnicity:** *Caucasian*

**Education:** *College Degree*

**Vocation:** *Other*

**Approx Household Income:** *> \$100,000*

**Notes:** *5'5" 150 lbs.*

**Mattress Brands Recalled:** *Heavenly, Sealy, Spring Air.*



**Excerpted Consumer Quotes:**

- Describe how this mattress feels to you? “Wow, this is nice. Never thought about a foam mattress. Feels good.” (on T-P)
- What is your opinion of the mattress you are lying on now? “I feel like it contours to my body, which is really comfortable.”(on T-P)
- Is there anything you particularly don’t like about the mattress you are lying on? “Not as comfortable as the other mattress, and it doesn’t contour as well to my body.” (on Vers)
- Has it affected the Brand of mattress you intend to purchase? “Yes” In what way? “Proved Tempur-Pedic is superior to Versailles.”
- The cost of the Tempur-Pedic Classic mattress, the Tempur-Pedic mattress you tried today, is \$1,199 for a Twin mattress with foundation, or \$1,899 for a Queen mattress with foundation. What is your response to that information? “I didn’t think that it would be that much!”
- The cost of the Dormia Versailles mattress, the Dormia mattress you tried today, is \$699 for a Twin mattress with foundation, or \$1,199 for a Queen mattress with foundation. What is your response to that information? “I definitely wouldn’t pay that!”



---

**Consumer ID** t2'2-2

**Gender:** *Male*

**Year Born:** *1955*

**Marital Status:** *Married*

**Ethnicity:** *Caucasian*

**Education:** *College Degree*

**Vocation:** *Event Production - Tech Marketing*

**Approx Household Income:** *\$80,000 - 100,000*

**Notes:** *5'8" 185 lbs.*

**Mattress Brands Recalled:** *Stearns & Foster, Sealy, Simmons, Dux*

Photo not available

#### Excerpted Consumer Quotes:

- Describe how this mattress feels to you? **“Firm, yet soft...It actually almost feels like lying in soft grass.”** (on Vers)
- Describe the comfort of this mattress you are lying on? “I like the solid base, and I like the soft, ah, the soft touch. Seems to have the combination, uhm, it actually, it feels a little like when you get on a leather couch... Actually quite sleep inducing.” (on Vers)
- Is there anything you particularly don’t like about the mattress you are lying on? “Not sure the lack of spring is a problem, but not sure if that’s what I want or not?” (on Vers)
- Unprompted: “Can’t jump out of bed.” (on T-P)
- Describe how this mattress feels to you? “Feels softer. Can’t feel a whole lot of difference. Kinda’ prefer the other one. You feel heavier in this.” (on T-P)
- What is your opinion of the mattress you are lying on now? **“Kinda’ how I think about my beer, want it to have more body!** This seems like a famous mattress. It actually sinks.” (on T-P / blind comp.)
- So far, of the two mattresses you have tried, which do you prefer? “A (Vers)” Why? “I appreciate a firm base, and that feels like a firm base.”
- And, for the mattresses you have just tried, what type of mattress do you think mattress labeled... **“A”** was: “(Vers) Advanced foam.” And, what type was **“B”**? “(T-P) “Foam, not quite as advanced.”
- Now, which of the two mattresses do you prefer? “A (Vers)” Why? “Enough of the traditional mattress texture. The kind of thing I’m used too.”
- In your opinion, why is it [Vers] a better mattress than the other one? “Firmness. Firmness counts. Figure something that’s firm is going to last you better.”
- Has your experience today affected your likely choice for your next mattress? “Yes.” In what way? “This is a different paradigm of mattress. We’re still sleeping on the type of mattress my grandmother slept on. This experience definitely opens the door to it.”
- The cost of the Dormia Versailles mattress, the Dormia mattress you tried today, is \$699 for a Twin mattress with foundation, or \$1,199 for a Queen mattress with foundation. What is your response to that information? “Sounds like a pretty good deal.”



**Consumer ID** t2'2-3

**Gender:** Male

**Year Born:** 1948

**Marital Status:** Divorced

**Ethnicity:** African-American

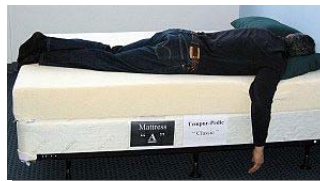
**Education:** Graduate Degree

**Vocation:** Retired (early buyout from major phone co.) Safety Director

**Approx Household Income:** > 100,000

**Notes:** 6'5" 259 lbs.

**Mattress Brands Recalled:** Sealy, Macy's, Posturepedic



#### Excerpted Consumer Quotes:

- Describe how this mattress feels to you? "Firm. Feels like it's grabbing my body. It feels pretty good. I'm just about ready to go to sleep." (on T-P)
- Describe the comfort of this mattress you are lying on? "Very supportive lying on my back. It's deceptive..." Anything else? "It's hard, it's hard!" (on T-P)
- Describe how this mattress feels to you? "It's okay, but mattress "A" was more... It doesn't give as much. It's definitely not as comfortable as "A". This one's going to give me a headache." (on Vers)
- What do you dislike most about this mattress? "It's sagging effect. It's going to give me a backache." Any thing else? "It's a little firmer than I'm accustomed to. My back is already hurting." (on T-P)
- Has your experience today affected your likely choice for your next mattress? "Yes." In what way? "I won't buy either of these types"
- The cost of the Tempur-Pedic Classic mattress, the Tempur-Pedic mattress you tried today, is \$1,199 for a Twin mattress with foundation, or \$1,899 for a Queen mattress with foundation. What is your response to that information? "It's a lot of money. It's overpriced."
- The cost of the Dormia Versailles mattress, the Dormia mattress you tried today, is \$699 for a Twin mattress with foundation, or \$1,199 for a Queen mattress with foundation. What is your response to that information? "I would never pay that much, for THAT mattress. It's a good mattress for a dormitory or low-end hotel."

**Consumer ID** t2'2-4

**Gender:** Female

**Year Born:** 1953

**Marital Status:** Married

**Ethnicity:** Caucasian

**Education:** College Degree

**Vocation:** Housewife, and artist

**Approx Household Income:** \$60,000 - 79,999


**Notes:** 5'4" 150 lbs.





**Mattress Brands Recalled:** *Sealy*

**Excerpted Consumer Quotes:**

- What is your opinion of the mattress you are lying on now? “It’s very good. Um, on a scale of 1-10, I’d say it’s, it’s probably a little above a 10.” (on Vers)  [www.testingcorp.com/media/opinion-of-versailles.mp3](http://www.testingcorp.com/media/opinion-of-versailles.mp3) (*digital sound file sample*).
- Is there anything you particularly don’t like about the mattress you are lying on? “Feels like you’re sinking in. When you move it rolls and I really don’t like it. Creates a vacuum space, and when you go to get out of it—it’s weird.” (on T-P)
- And, for the mattresses you have just tried, what type of mattress do you think mattress labeled... “**A**” was: “(Vers) Some kind of foam” And, what type was “**B**”? “(T-P) Space stuff, space foam.”
- Has it affected the Brand of mattress you intend to purchase? “Yes.” In what way? “Looking at them very careful. Everyone has heard of Tempur-Pedic, never Dormia. But, now I would consider.”
- The cost of the Dormia Versailles mattress, the Dormia mattress you tried today, is \$699 for a Twin mattress with foundation, or \$1,199 for a Queen mattress with foundation. What is your response to that information? **“That’s great, it’s much better. It’s in the ball park I would consider reasonable. And, it’s more comfortable.”**

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**Consumer ID**

t2-5

**Gender:** *Female*

**Year Born:** *1966*

**Marital Status:** *Married*

**Ethnicity:** *Caucasian*

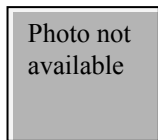
**Education:** *College Degree*

**Vocation:** *Jewelry sales*

**Approx Household Income:** *\$80,000 - 100,000*

**Notes:** *5' 3" 130 lbs.*

**Mattress Brands Recalled:** *Stearns & Foster, Sealy Posturepedic, Dux, Sealy*



**Excerpted Consumer Quotes:**

- Describe how this mattress feels to you? “Ah, oh that’s comfortable. Like it’s molding to my body. Like I’m sinking. My arms feel very light. Feels good.” (on T-P)
- Is there anything you particularly don’t like about the mattress you are lying on? “I don’t know how it would hold-up. How long will it take to pop-up. But kinda’ still stayed indented. I don’t want to have to wait. My kids can’t jump on it.” (on T-P)
- Unprompted: “Like an interactive bed” (on Vers)
- Describe the comfort of this mattress you are lying on? “I like this one, it’s more comfortable. “ Anything else? “There’s no ditch, it stays firmer. It’s more comfortable.”



- And, for the mattresses you have just tried, what type of mattress do you think mattress labeled... “**A**” was: “(T-P) Sealy Posturepedic.” And, what type was “**B**”? “(Vers) Sealy Posturepedic too. But a better, hmm, more expensive one. Because we have one and it’s a really good mattress.”
- The cost of the Dormia Versailles mattress, the Dormia mattress you tried today, is \$699 for a Twin mattress with foundation, or \$1,199 for a Queen mattress with foundation. What is your response to that information? **“It’s cheaper! It sounds good. I’m actually surprised, I thought this one would be more expensive. Thought this one was the higher quality foam.”**

**Consumer ID** t2-6

**Gender:** Male

**Year Born:** 1939

**Marital Status:** Married

**Ethnicity:** Caucasian

**Education:** College Degree

**Vocation:** Recently Retired Pharmacist

**Approx Household Income:** \$60,000 - 79,999

**Notes:** 5'7" 210 lbs. A cancer survivor. **Recently returned a memory foam mattress purchased from Shop at Home (Restful Sleep Brand?).**

**Mattress Brands Recalled:** Stearns & Foster, Beauty Rest, Dux



### Excerpted Consumer Quotes:

- Describe the comfort of this mattress you are lying on? Anything else? “I could not buy this mattress and bring it home.” Why? “My wife would get claustrophobic on it.” ...Tell me more about the claustrophobia you suspect with your wife? “In fact, we had purchased a foam mattress, I had to return it [purchased from Shop at Home].” And, that was because? “When she was lying in it she couldn’t move. The claustrophobia cut right in. Once it starts to cut in, logic ends and panic begins.” (on Vers)
- Is there anything you particularly don’t like about the mattress you are lying on? “Also, my wife would have difficulty getting up from something like this” (on Vers)
- And, is there anything you particularly like about the mattress you are lying on? “Warm to the touch. Doesn’t promote the cold air in the room” (on Vers)
- Describe the comfort of this mattress you are lying on? “I’m not comfortable” (on T-P)
- So far, of the two mattresses you have tried, which do you prefer? “A (Vers)” Why? “I’m so uncomfortable in “B” there’s no discussion.”
- Has your experience today affected your likely choice for your next mattress? “Somewhat...maybe.” In what way? “I would like to know what “A” is [Vers], I would not go after “B”, the Tempur-Pedic. Much to my surprise!”
- The cost of the Tempur-Pedic Classic mattress, the Tempur-Pedic mattress you tried today, is \$1,199 for a Twin mattress with foundation, or \$1,899 for a Queen mattress with foundation. What is your response to that information? “I have no interest in it. And, I’m surprised about my answer.” How so? “I thought that was what



we were going to be looking at. In fact, that, their advertising is what peaked my interest in, ah, memory foam mattress.”

- The cost of the Dormia Versailles mattress, the Dormia mattress you tried today, is \$699 for a Twin mattress with foundation, or \$1,199 for a Queen mattress with foundation. What is your response to that information? “Very interesting.”

**Consumer ID** t2-7

**Gender:** Female

**Year Born:** 1940

**Marital Status:** Single

**Ethnicity:** Caucasian

**Education:** Some College

**Vocation:** Secretary w/ rental property

**Approx Household Income:** \$20,000 - 39,999

**Notes:** 5'1" 135 lbs. Bought Nature's Rest latex mattress for > \$3,000 Feb. 2004. Dissatisfied with an is the process of shopping for it's replacement (see [Case History](#)).

**Mattress Brands Recalled:** Stearns & Foster, Sealy Posturepedic, Serta, Nature's Rest, Select Comfort, , Dux Bed, Tempur-Pedic, Beauty Rest, Kings Down, AeroBed



**Excerpted Consumer Quotes:**

- And, for the mattresses you have just tried, what type of mattress do you think mattress labeled... “**A**” was: “(Vers) Foam” And, what type was “**B**”? “(T-P) Foam too. Both foam. Could be latex, I know the distinction. I have this old feeling about foams. They breakdown, or disintegrate. Get brittle.”
- And, for the mattresses you have just tried, what brand of mattress would you guess mattress labeled... “**A**” was: “(Vers) Tempur-Pedic” Why? “I haven’t really tried, but I think it’s like one. Like my latex also when I first got it. Same type.” And, what type was “**B**”? “Same family. Definitely foam/ latex family. Not innerspring, air mattress.”
- Have you ever heard of Tempur-Pedic mattresses? “Yes” Please tell me what you know, or believe, about Tempur-Pedic mattresses? “I know they advertise a lot. Um, I have a relative who has one, he likes it. Likes the one he has. He had two of them, he didn’t like one.”
- The cost of the Tempur-Pedic Classic mattress, the Tempur-Pedic mattress you tried today, is \$1,199 for a Twin mattress with foundation, or \$1,899 for a Queen mattress with foundation. What is your response to that information? “ It’s about what I thought, \$2000 for a Queen. Thought they were more actually. **Somebody’s got to pay for that advertising.**”
- The cost of the Dormia Versailles mattress, the Dormia mattress you tried today, is \$699 for a Twin mattress with foundation, or \$1,199 for a Queen mattress with foundation. What is your response to that information? “Wow! Very interesting—in a positive way. That’ll make me more likely to look into it.”



**Consumer ID** t2`2-8

**Gender:** *Female*

**Year Born:** *1962*

**Marital Status:** *Married*

**Ethnicity:** *African-American*

**Education:** *College Degree*

**Vocation:** *Writer*

**Approx Household Income:** *\$20,000 - 39,999*

**Notes:** *5'2" 165 lbs.*

**Mattress Brands Recalled:** *Serta, Simmons Beautyrest, Sleepy's, Macy's*



#### Excerpted Consumer Quotes:

- What is your opinion of the mattress you are lying on now? “This is not good. It was good when it started out. After it absorbs you it takes away from firmness” (on T-P)
- And, is there anything you particularly like about the mattress you are lying on? “The firmness. It’s the right firmness. It’s not too soft.” (on Vers)
- Unprompted: “I guess I don’t like the new types of mattresses”
- What do you like most about this mattress? “When you first lay on it, it’s firm. When it sinks in, I don’t like it. **Reminds me of a bean bag chair.**” (on T-P)

**Consumer ID** t2`2-9

**Gender:** *Male*

**Year Born:** *1957*

**Marital Status:** *Married*

**Ethnicity:** *Caucasian*

**Education:** *High School or equivalent*

**Vocation:** *Retired (heart attack) Police Dispatcher - Sergeant*

**Approx Household Income:** *\$60,000 - 79,999*

**Notes:** *5'9" 170 lbs.*

**Mattress Brands Recalled:** *Serta, Posturepedic*



#### Excerpted Consumer Quotes:

- Describe how this mattress feels to you? “I don’t find it comfortable at all. I could sleep on it if I really had to.” (on Vers)
- And, is there anything you particularly like about the mattress you are lying on? “Doesn’t seem like a regular box spring mattress. This one conforms less, and I like the conforming.” (on Vers)



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**Consumer ID** t2'2-10

**Gender:** *Male*

**Year Born:** *1971*

**Marital Status:** *Married*

**Ethnicity:** *Caucasian*

**Education:** *High School or equivalent*

**Vocation:** *On Disability (herniated disk)*

**Approx Household Income:** *\$20,000 - 39,999*

**Notes:** *225 lbs. 5'9"*

**Mattress Brands Recalled:** *Sealy, Kleinsleep, Sealcrest?*



**Excerpted Consumer Quotes:**

- Describe how this mattress feels to you? “Gooley. Pretty Comfortable.” (on Vers)
- Describe how this mattress feels to you? “Like the other, but this is more puttier—fall into it more.” (on T-P)
- Would you consider buying an identical mattress? “No” Why? “This is too mushy and too isolated for me, my body. Isolates different body parts.” (on T-P)



## CONSUMER SCHEDULE OF PARTICIPATION

Time/Date	2nd mattress pairing												
	<b>Bought</b> Tuesday 22-Feb	Thursday 24-Feb	Monday 28-Feb	Tuesday 1-Mar	Wednesday 2-Mar	Thursday 3-Mar	Monday 7-Mar	Tuesday 8-Mar	Wednesday 9-Mar	Monday 14-Mar	Tuesday 15-Mar	Wednesday 16-Mar	
8:30 a.m.						t2-2	RESTART Test 2	t2' 2-4					
10:00 a.m.		t1-3	t1-6		t1-12		t2' 2-1	t2' 2-5		t2' 2-8			
11:30 a.m.	<b>START</b> Test 1	t1-4	t1-7	t1-9	<b>END</b> Test 1		t2' 2-2	t2' 2-6					
1:00 p.m.			t1-8				t2' 2-3						
2:30 p.m.	t1-1b	t1-5		t1-10									
4:00 p.m.						t2-3						t2' 2-9	
5:30 p.m.				t1-11	<b>START</b> Test 2	t2-4			t2' 2-X* DisQual 64F				
7:00 p.m.	t1-2b								t2' 2-7		t2' 2-9		
8:30 p.m.					t2-1								

\* Consumer ID: **t2' 2-X** was disqualified due to out-of-specification test room ambient temperature. Extreme outside temperatures overwhelmed internal computerized climatic systems. Supplemental heating was introduced, but not in time to remedy variance before test commencement (64F at scheduled test time, specification 68.5F +/- 1.5F).

Discovery of lacking ambient temperature control, see [Testing Process Memorandum](#), and instituted [Ambient Temperature Control](#).



**CASE HISTORY (t2't-7):**

**PRODUCT WARRANTY INFORMATION**

Due to the natural properties of *latex foam*, it is highly unlikely that you will ever experience a problem with your new mattress with normal care and use. In the unlikely event that you do, *Nature's Rest* products are warranted against defects in workmanship or material, subject to the limitations contained in this warranty. *Nature's Rest latex sleep systems* shall be repaired or replaced, at *Nature's Rest's* option.

**Body Impressions of 1.5 inches or less are considered normal "wear and tear" and should be expected.**

This warranty extends only to the original purchaser of the product warranted hereunder. The warranty shall not apply if the mattress has been soiled, burned or have received obvious abuse or improper care. It also does not apply if it has been damaged in transit or handling.

In addition, the warranty does not apply to covering materials or handles on the mattress. To obtain the warranty that applies to the product you've purchased, simply match up the warranty code found on your law tag on your mattress to the code in the warranty chart below.

WARRANTY CODE	WARRANTY
Q	20 Years Non-Prorated
M	15 Years Non-Prorated
N	10 Years Non-Prorated

*\* This warranty is for the mattress only; adjustable bed bases are covered under a separate warranty.*

**Re: Consumer t2' 2-7**

Consumer had purchased a Nature's Rest latex mattress. She was dissatisfied with the sleep experience so she exchanged it for another, upgraded latex mattress—the one she has now (the warranty booklet pictured is for this second mattress). After sleeping on the second mattress for 1-2 months, the consumer had a claim representative from Sleepy's inspect the indentation that had formed in the mattress. According to the inspector, the wear observed was normal and expected, thus not eligible for any adjustment. The highlighted item (see red arrow) in the warranty booklet was the exact condition observed, and chief complaint, of this consumer. Now, this very modest income individual is actively shopping for a replacement for her 1-year old, \$3,000 latex mattress!

**IN DURATION THE TERMS OF THIS LIMITED WARRANTY**

*Nature's Rest* is not liable for incidental or consequential damage occasioned by any breach of this warranty or of any other warranty or guarantee or implied or extended to the purchaser. Some states do not allow limitations on how long implied warranties last or the exclusion for limitation of incidental or consequential damages so the above limitations may not apply to you. This warranty gives you specific legal rights and you may have other rights, which may vary from state to state.





## TESTING PROTOCOLS AND INSTRUMENTS

### Screening:

Tested consumers were culled from a pool of potential consumers that reflected the Dormia Mattress targeted consumer demographic 30-years or older adults with family incomes of around \$60,000, or willing to pay more than \$1,000 for a new mattress. Tested consumers were not discriminated against, based on color, race, gender, or creed, though no population was allowed to greatly deviate from the general population. Tested consumers were required to pass a proprietary multi-tier screening and recruiting process prior to being scheduled to sample the competing mattresses in 360 Testing Service's Living Lab. All tested consumers were paid for their time, bound by non-disclosure agreements, and have granted permission when a voice recorder was used.

### Procedure:

The test format involved two phases... **Phase I:** A blind, direct comparison designed to minimize marketing and/ or packaging related biases that may influence preferences and opinions. **Phase II:** A revealed comparison—a comparison format akin to that of a typical mattress retailer. Participating consumers were individually scheduled for a mattress sampling session (of up to 60-minutes), plus time for basic orientation and post-test debriefing. Participants sampled the mattresses at their own pace in 360 Testing Service's Living lab, which was configured as a typical bedroom, but with two beds in equivalent locations (see [comparison test configuration](#)).

Tested consumers were given a questionnaire, and then asked for permission to record the session on a digital voice recorder positioned next to the test administrator. Test related orientation and directions were limited to prepared scripts for consistency—other than the request that participants remove their shoes at the beginning of the session to maintain hygienic bedding (see [Task Instruction and Querying](#)).

In the blind phase, Phase I, each consumer first sampled the mattress labeled “A” then “B” (the “A” and “B” designations were alternated after each participant). After the revealing of the mattresses (by removing sheets, and foundation shroud if necessary), participants would then sample “B” first, followed by “A”. Between mattress sampling in Phase I, and the re-sampling portion of the Revealed Phase II, participants were seated in an interview chair facing both mattresses, and then queried about their initial sampling.

After, re-sampling the mattresses, during Phase II, consumers were asked to sit on the mattress they then preferred, at which point they were informed that they could re-examine any mattress for any reason, as they answered the final questions about their sampling experience, etc.

Other than the tested consumer, only the test administrator was present—with paper, pen, and digital voice recorder.

### Task Instruction and Querying:

Script-based instructions merely specified which mattress (“A” or “B”) to sample first/ next.

Before script-based querying, participants were asked to, “First lie on your back for a bit, and then try lying in your normal sleep position—if it is not on your back.” Participants were allowed equivalent time on each mattress during this process.



### **Test Administrator Interaction:**

Other than the script driven instructions or questioning, or the process of validating/ clarifying an administrator's observation or understanding, there is no interaction between tested consumer and administrator when the sampling is in progress. If participant asked questions of the administrator relating to the mattresses, the test administrator would inform the participant that they would happily answer any question, but only after the conclusion of the test.

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## Test Guide Overview

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NOTE: Participants queried while in their normal sleep position—process repeated for each mattress. Mattress order of sampling alternated after each trial.

### *(blind – phase 1)*

#### **PERCEPTIONS** (open-ended):

- Describe how this mattress feels to you?
- Describe the comfort of this mattress you are lying on?
- What is your opinion of the mattress you are lying on now?
- Is there anything you particularly don't like about the mattress you are lying on?
- And, is there anything you particularly like about the mattress you are lying on?

### **Post 1<sup>st</sup> Resting Comparison** *(blind – phase 1)*

#### **PREFERENCES** (multiple choice & open-ended):

- So far, of the two mattresses you have tried, which do you prefer & why?
- So far, do you prefer mattress “A” or “B” (or No Preference) for:  
(Comfort/ Construction/ Motion isolation/ Plushness/ Perceived Durability /Softness/ Support)?

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#### **KNOWLEDGE & EXPERIENCE** (open-ended):

- Please name all mattress types you can think of?



- And, for the mattresses you have just tried, what type of mattress do you think mattress labeled... “A” was/ and, what type was “B”?
- Please name all the mattress brands, you can think of?
- And, for the mattresses you have just tried, what brand of mattress would you guess mattress labeled... “A” was/ and, what type was “B”? Why?

NOTE: Each mattress sampled again as before; however, this time with all marking and surfaces revealed and in reverse order.

### *(revealed - phase 2)*

#### **OPINIONS, PREFERENCES, & INTENTIONS (multiple choice & open-ended):**

- Which of the following best describes the feel of this mattress?  
(Hard/ Firm/ Perfect Support/ Soft/ Mushy)
- Which of the following best describes the comfort of this mattress?  
(Very Comfortable/ Comfortable/ Uncomfortable/ Very Uncomfortable)
- Which of the following best describes your opinion of this mattress?  
(Love It/ Very Good/ It’s Okay/ Dislike It/ Hate It)
- Do you prefer this mattress to your current mattress? (Yes/ No/ Maybe)
- Would you like to replace your current mattress with one that is identical to this one? (Yes/ No/ Maybe)
- Would you consider buying an identical mattress? (Yes/ No/ Maybe) Why?
- What do you like most about this mattress?
- What do you dislike most about this mattress?

### **Post 2<sup>nd</sup> Resting (revealed) Comparison**

NOTE: For the last few questions participants were asked to sit on the mattress that you preferred, and were allowed to re-examine the mattresses, at any point, and for any reason.

- Now, which of the two mattresses do you prefer? (“A”/ “B”/ No Preference) Why?
- What was it about your preferred mattress that you liked most?



- In your opinion, why is it a better mattress than the other one?
- How much do you think you would be willing to pay for a mattress like the one you preferred? And, that would be for what size mattress?
- For the following mattress characteristics, which mattress (“A”/ “B”/ No Preference) was superior in:  
(Appearance/ Comfort/ Construction/ Durability/ Motion isolation/ Plushness/ Softness/ Support)?
- Has your experience today affected your likely choice for your next mattress? (Yes/ No / Maybe) In what way?
- Has it affected the Brand of mattress you intend to purchase? (Yes/ No) In what way?
- Which of the following statements best describes your current purchase intention: “I am . . . (likely/ unlikely/ unsure about purchasing) . . . the mattress I preferred when I replace my current mattress.”
- Which of the following statements best describes your current intention: “I am . . . (definitely going to recommend/ likely to recommend/ unlikely to recommend/ unsure about recommending) . . . to others the mattress I preferred.”

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**BRAND KNOWLEDGE & PERCEPTIONS** (multiple choice & open-ended):

- Have you ever heard of Dormia mattresses? (Yes/ No) Please tell me what you know, or believe, about Dormia mattresses?
- Have you ever heard of Stearns & Foster mattresses? (Yes/ No) Please tell me what you know, or believe, about Stearns & Foster mattresses?
- Have you ever heard of Tempur-Pedic mattresses? (Yes/ No) Please tell me what you know, or believe, about Tempur-Pedic mattresses?

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**OPINIONS, PREFERENCES, & INTENTIONS WITH ECONOMIC CONSIDERATION**  
(multiple choice & open-ended):

- The cost of the Stearns & Foster Exbury Firm mattress, the Stearns & Foster mattress you tried today, is \$1,329 for a Twin mattress with foundation, or \$1,649 for a Queen mattress with foundation. What is your response to that information? (Pricing derived from [http://www.betterbedding.com/select\\_brands\\_stearnsf\\_d.asp?view=16](http://www.betterbedding.com/select_brands_stearnsf_d.asp?view=16) on 2/16/05).
- The cost of the Dormia Ultimate mattress, the Dormia mattress you tried today, is \$1,738 for a Twin mattress with foundation, or \$2,398 for a Queen mattress with foundation. What is your response to that information? (Pricing derived from <http://www.dormia.com/ultimate.html> on 2/16/05).



- The cost of the Tempur-Pedic Classic mattress, the Tempur-Pedic mattress you tried today, is \$1,199 for a Twin mattress with foundation, or \$1,899 for a Queen mattress with foundation. What is your response to that information? (Pricing derived from <http://www.tempurpedic.com/TempurCMSVB/sleepsystems/classic/> & <http://www.tempurpedic.com/tempurcmsvb/sleepsystems/foundations/> on 2/16/05).
- The cost of the Dormia Versailles mattress, the Dormia mattress you tried today, is \$699 for a Twin mattress with foundation, or \$1,199 for a Queen mattress with foundation. What is your response to that information? (Pricing derived from <http://www.dormia.com/versailles.html> on 2/16/05).
- Considering the prices, which mattress is the better value? (Stearns & Foster Exbury Firm/ Dormia Ultimate | Tempur-Pedic Classic/ Dormia Versailles)
- In your opinion, the value of the Stearns & Foster mattress is: (Excellent/ Good/ Competitive/ Poor)?
- In your opinion, the value of the Tempur-Pedic mattress is: (Excellent/ Good/ Competitive/ Poor)?
- In your opinion, the value of the Dormia mattress is: (Excellent/ Good/ Competitive/ Poor)?
- Based on the current prices of these competing mattresses, which mattress do you now prefer? (Stearns & Foster Exbury Firm/ Dormia Ultimate | Tempur-Pedic Classic/ Dormia Versailles)
- Based on the current price for the competing mattress, which mattress would you be more likely to buy? (Stearns & Foster Exbury Firm/ Dormia Ultimate | Tempur-Pedic Classic/ Dormia Versailles)

### Consumer issued participation check.



## APPENDIX: A



[www.testingcorp.com/media/what-is-room-temp-query\\_aborted\\_test-2\\_3-2-05\\_8-20a.mp3](http://www.testingcorp.com/media/what-is-room-temp-query_aborted_test-2_3-2-05_8-20a.mp3)

----- Original Message -----

**Subject:** Re: Testing Process Memorandum



Dear Brian,

As of 3/3 @ 6 p.m., the project coordinator has declared the need to restart the 2<sup>nd</sup> pair mattress test, i.e., Tempurpedic vs. Versailles.

The testing is being restarted due to the need to have controlled, and recorded, ambient temperatures in the test room for maximal reliability of findings. We have deemed this measure as necessary since the mattresses may not uniformly react to ambient temperatures, and thus must be in a "controlled" state. Since this control was not set up with the initial test subjects, those initial tests will have to be considered invalid and discarded.

The need for replacement mattresses stems from a concern expressed by the project coordinator. One subject who did use both mattresses, with sheets and without sheets, apparently had severe Athlete's Foot (subjects are asked to remove their shoes before sampling mattresses). For hygienic purposes, and to avoid any issues of odor, we think it best that both mattresses be replaced before the testing is restarted.

Resultantly, we are requesting that a replacement set of mattresses (a Tempurpedic Classic and a Dormia Versailles), be delivered to the test site at 470 Nepperhan Ave., and we note that testing will recommence once replacements are on-hand.

Best regards,

### **360 Testing Service**

nValley Technology Center  
470 Nepperhan Ave., Suite: 303  
Yonkers, NY 10701-6653  
Ph: 877.380.9545 (Toll-Free)  
Email: [info@360TestingService.com](mailto:info@360TestingService.com)

**Satisfaction Guaranteed Services . . .**



**APPENDIX: B**

**OBSERVABLE WEAR OF LIKE NEW MATTRESSES—POST TESTING:**



← **Stearns & Foster Exbury Firm**



**Dormia Ultimate** →

