



Tempur-Pedic 2006 Sleep Center Survey Results Final Report

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I. Executive Summary

Research Background & Purpose

- Tempur-Pedic was interested in determining how patients who were staying overnight at a hospital Sleep Center for a medical evaluation felt about the surface they had slept on. Tempur-Pedic also wanted to determine the level of interest in buying a home-version of the same mattress and how an interested person might want to obtain additional information and actually order a Tempur-Pedic mattress.
- In consultation and with the concurrence of St. Thomas Health Services in Nashville, PMR designed a research process to achieve the objectives for this research project.
- Essentially, this involved creating a printed survey and consent form that was to be provided by hospital staff to each patient visiting the Sleep Center at either St. Thomas Hospital or Baptist Hospital during a designated period of time, then collecting these surveys and providing them to PMR for analysis.

Research Methodology

- During the research period, each hospital was responsible for leaving an individual consent form, a printed survey, and a printed information card in every occupied Sleep Center room. The information card explained five major features about the mattress.
- The survey questionnaire was self-administered by the patient and contained 15 questions.
- PMR checked each week with each hospital and collected all completed surveys and consent forms, then entered and tabulated the results.
- This report shows the results for a total of 170 surveys, conducted through two separate waves of surveying (August 26--September 23, 2005 and February 13 – the end of May, 2006).

Key Findings

- **The presence of the Tempur Medical mattress in the room makes the Sleep Center patient feel like the hospital cares about them.**
 - Two-thirds (68%) said that it makes them feel that the hospital cares about them; only 1% say that it makes them feel that the hospital does not care. The rest said that it had no appreciable impression on their view of the hospital.
 - Most (66%) said that they thought that the reason the hospital had put this mattress in the Sleep Center was to make them “more comfortable;” another 24% said that they thought it was to make their stay “more pleasant.”
- **Over one-half of the respondents said that having a mattress like this would make them more likely to choose this hospital instead of another hospital.**
 - There was almost no one (2%) who said that the use of this mattress would make them less likely to choose this hospital.
 - Every one else seemed to feel that this mattress would have no effect.

Key Findings

- **Sleep Center patients were very satisfied with the ability of the Tempur Medical mattress to help them get comfortable and relax.**
 - About eight in ten (81%) said that they were either “very satisfied” (39%) or “satisfied” (42%). Only 4% were dissatisfied on this dimension.
- **They were also very satisfied with the ability of the mattress to help them “sleep soundly in spite of hospital noise or interruptions.”**
 - Again, eight in ten (83%) said that they were either “very satisfied” (31%) or “satisfied” (42%). Only 5% were dissatisfied.
- **In comparing this mattress to the one they use at home, about three-quarters of the sample said the Tempur Medical mattress was “very comfortable” or “more comfortable” than others they were familiar with.**
 - About one in ten (9%) said that it was no different. Some of these individuals said that they already own and use a Tempur-Pedic mattress.

Key Findings

- **About one in three people expressed interest in purchasing a mattress of this type for use at home.**
 - One in ten (9%) said that they were very interested; another 25% said that they were “interested” in buying a home version of this mattress.
- **In terms of a potential “next step,” over one-half (58%) of those who expressed an interest in purchasing said that they would be most likely to “talk with a family member.”**
 - About one in four (24%) said their next step would be to call an 800 number.
- **Among those expressing an interest in purchasing, about four in ten (41%) would choose to buy at a local retail store, while one in four (24%) would prefer to place their order via a toll-free number.**
 - A few (7%) said their first choice for purchase would be buying at a retail store in the hospital.

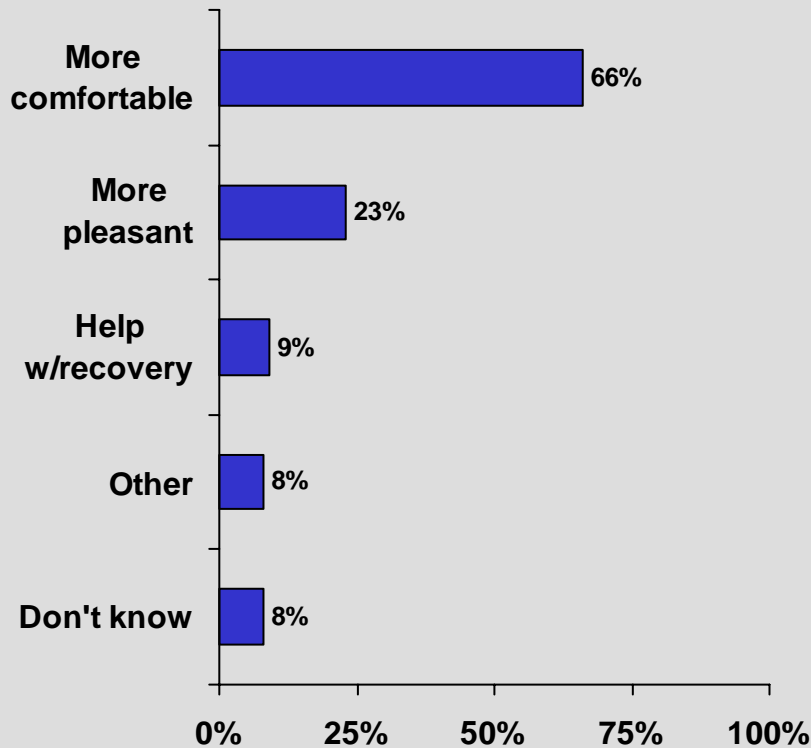
Conclusions

- 1. Sleep Center patients tended to feel that the Tempur Medical mattress was comfortable, that it helped them to sleep more soundly, and that it was better than other mattresses with which they were familiar.**
- 2. The Tempur Medical mattress enhances the comfort level of the Sleep Center patient and increases the likelihood that the patient would choose the hospital with this type of mattress over another hospital.**
- 3. While not every person expressing an interest to purchase is likely to act on this intent, there was still a significant interest among some patients in purchasing a “home version” of the Tempur Medical mattress. People were about twice as likely to want to execute this purchase in a local retail store than to do so by calling a toll-free number.**

II. Detailed Findings

Purpose of This Mattress in Your Room

• **Q: Why do you think the hospital has put this mattress into this room?**

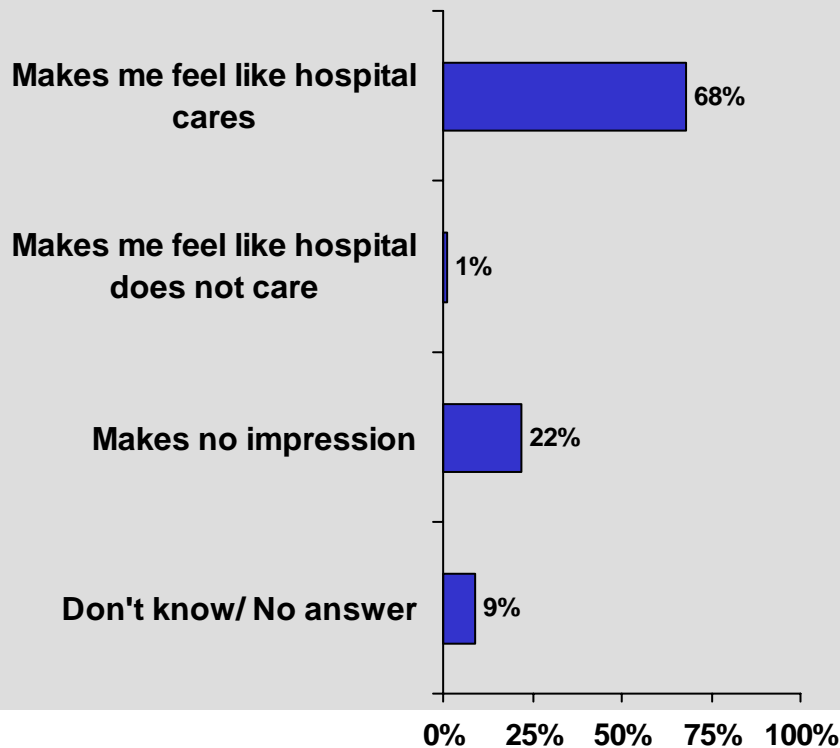


- Two-thirds (66%) of Sleep Center respondents said that the reason the hospital put this mattress into their room was to make their stay more comfortable.
- Nearly one-fourth (23%) said it was to make their stay more pleasant.

Note: Respondents could provide more than one response.

How Does Mattress Make You Feel About Hospital

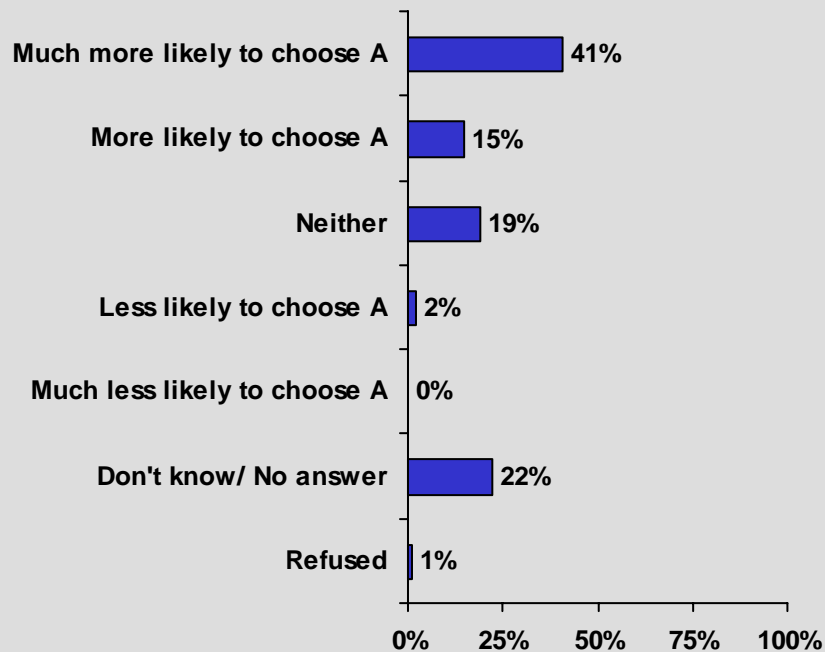
•Q: How does the fact that the hospital has placed this mattress in your room cause you to feel about the hospital?



- Just over two-thirds (68%) of Sleep Center respondents said that the fact that the hospital put these mattresses in their rooms made them feel like the hospital cares about them.

How Mattress Effects Hospital Decision

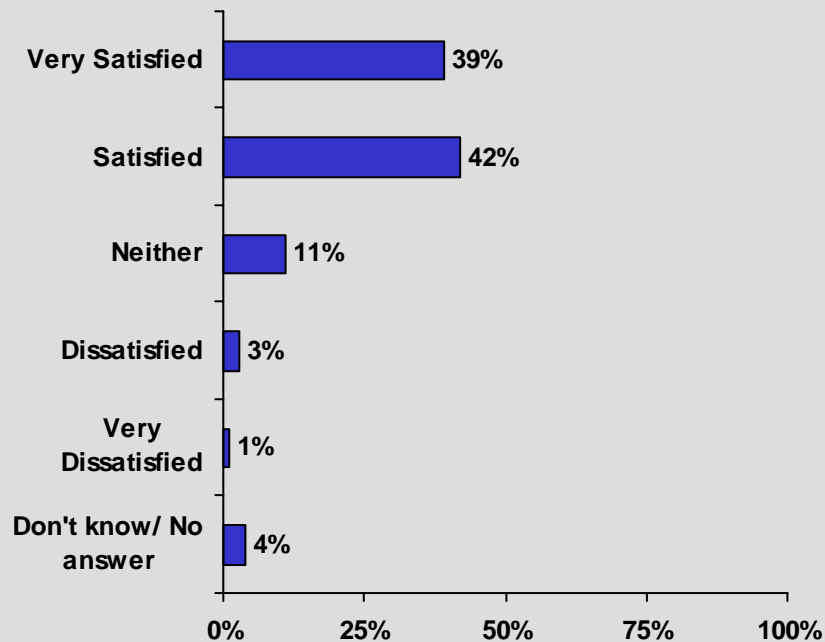
- **Q: To what extent, if any, would having a mattress like this affect your decision about which hospital to go to?**



- Four in ten Sleep Center respondents (41%) said they would be much more likely to choose a hospital that had a mattress like this in their room.
- Another 15% said they would be more likely.

Mattress: Get Comfortable and Relax

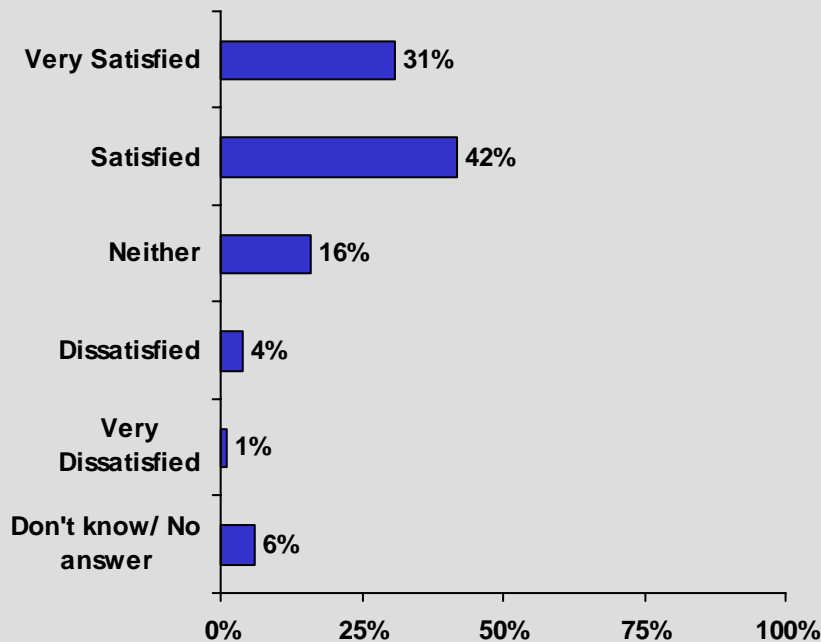
• ***Q: How satisfied are you with the ability of this mattress to allow you get comfortable and relax?***



- Eight in ten Sleep Center respondents were Very Satisfied (39%) or Satisfied (42%) with the ability of this mattress to allow them to get comfortable and relax.

Mattress: Help You Sleep Soundly

- ***Q: How satisfied are you with the ability of this mattress to help you sleep soundly in spite of hospital noise/interruptions?***



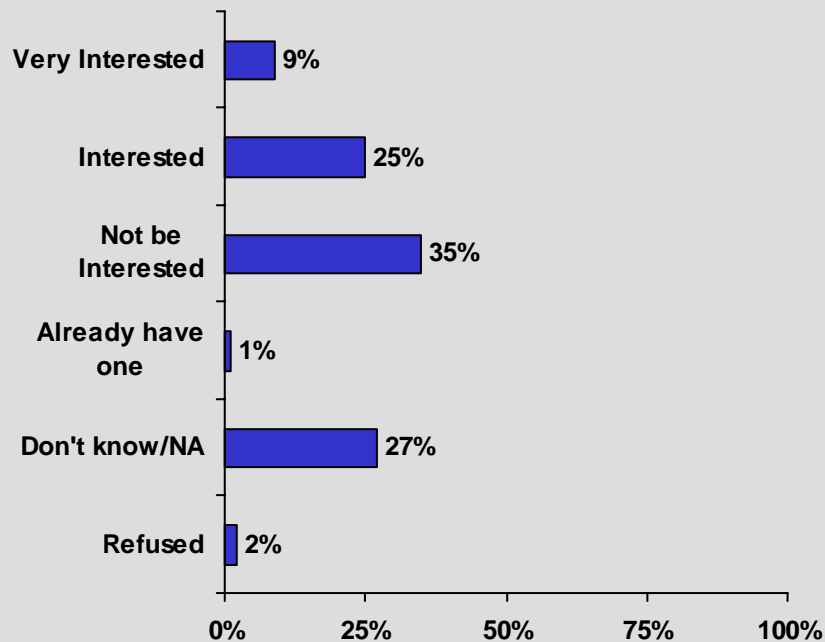
- Nearly three-fourths of Sleep Center respondents said they were Very Satisfied (31%) or Satisfied (42%) with the ability of the mattress to help them sleep soundly in spite of hospital noise/interruptions.

This Mattress Compared to Others

- ***In your own words, how does the mattress you slept on here in this room compare to others you have slept on?***
- Overall, one-half of Sleep Center respondents said that the mattress they slept on was “Very comfortable” or “More comfortable than others.”
- Other frequently mentioned responses were as follows:
 - Same as at home/No difference (~9%)
 - Better/Good/Above average/Liked it (~8%)
 - Mattress at home is more comfortable (~8%)
 - Couldn't get comfortable on this mattress (~5%)

Interest in Buying Mattress Like This for Home

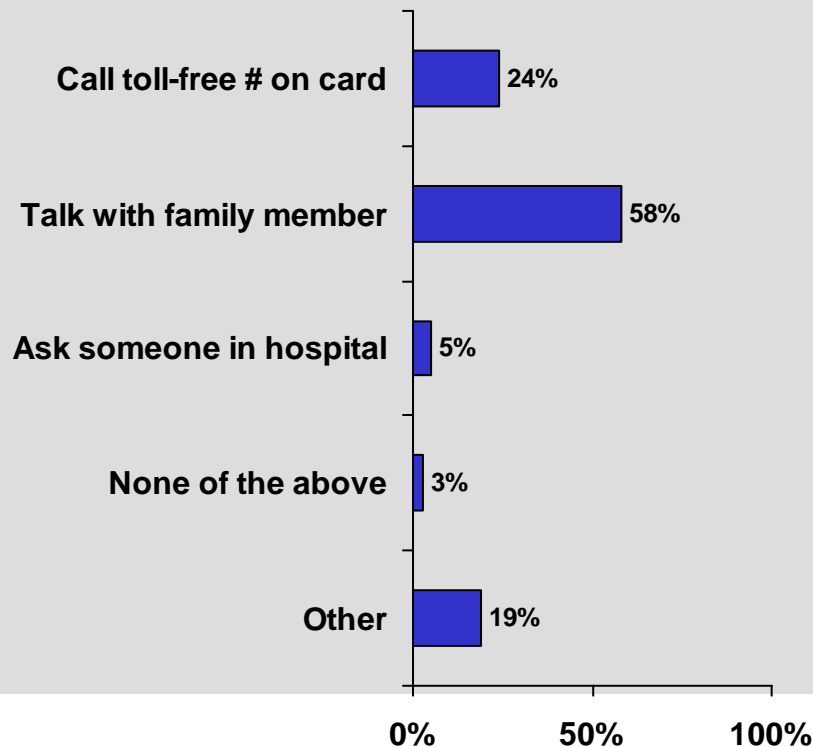
• **Q: How interested would you be in buying a mattress that feels like this but is designed for use in the home?**



- Over one-third of Sleep Center respondents said they would be Very Interested (9%) or Interested (25%) in buying a mattress that feels like this but is designed for use in the home.

Likely Next Step

- **Q: IF INTERESTED OR VERY INTERESTED: Which of the following might be your most likely “next step?”**

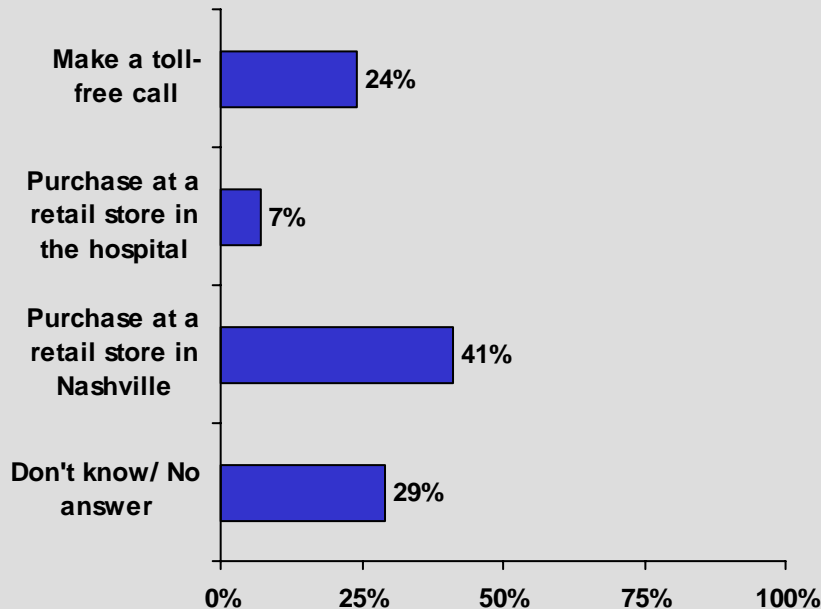


- Over one-half (58%) of Sleep Center respondents said they would be most likely to talk with a family member, while one-fourth (24%) said they would call a toll-free number on the card.

Note: Respondents could provide more than one response.

Where Most Likely To Buy

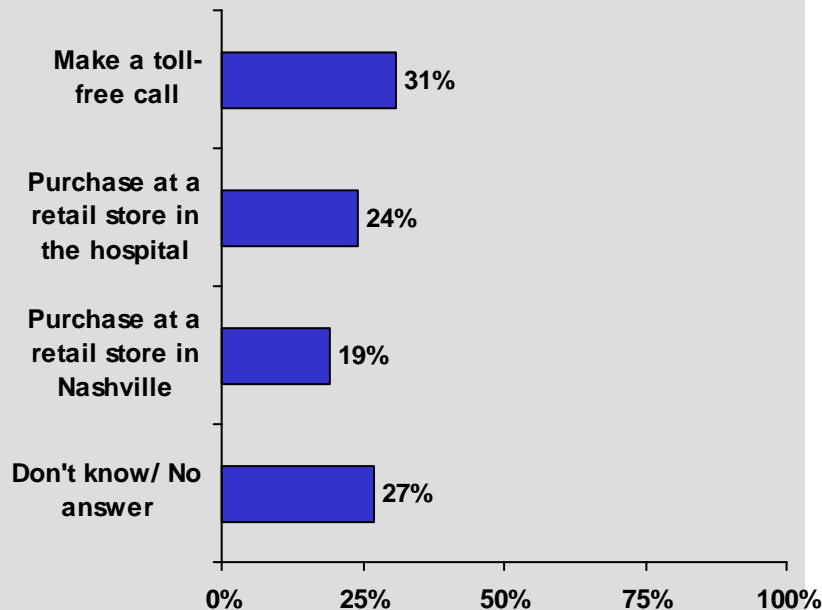
• **Q: IF INTERESTED OR VERY INTERESTED – Which of these three things would you be most likely to do?**



- Four in ten (41%) Sleep Center respondents said they would be most likely to purchase the mattress at a local retailer.
- Three in ten respondents (29%) answered “don’t know” or did not provide an answer to this question, while one-fourth (24%) said they would call the toll-free number.

Where Next Most Likely To Buy

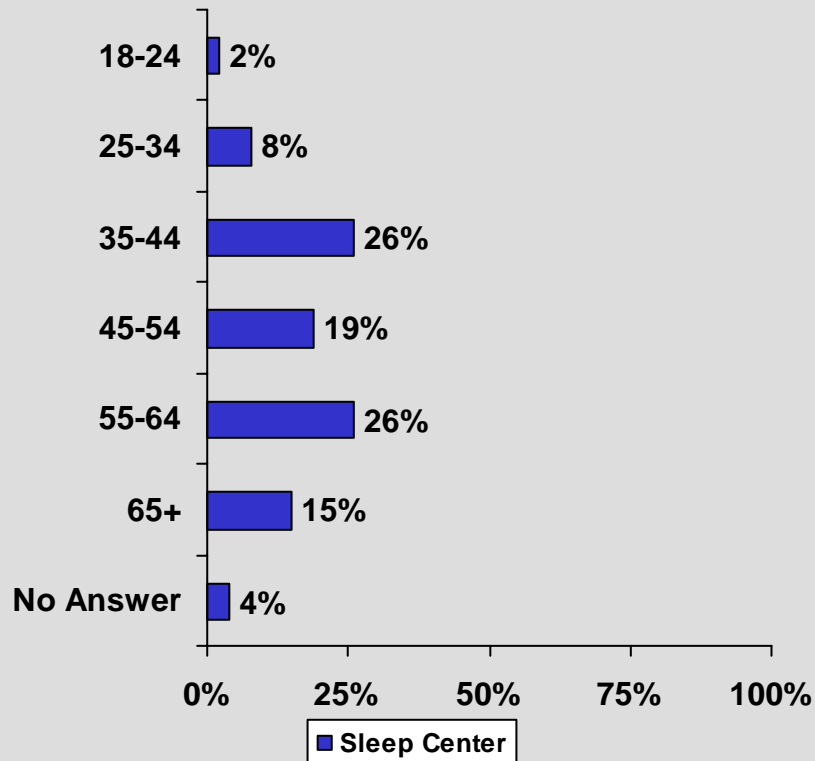
- **Q: IF INTERESTED OR VERY INTERESTED – What is the next most likely way you would want to purchase the mattress?**



- “Making a toll-free call directly to the company” was the most popular “second choice” among Sleep Center respondents on where to purchase this mattress.
- Over one-fourth (27%) answered “don’t know” or did not provide a response to this question, while 24% said they would be likely to purchase the mattress at a retail store in the hospital.

Age

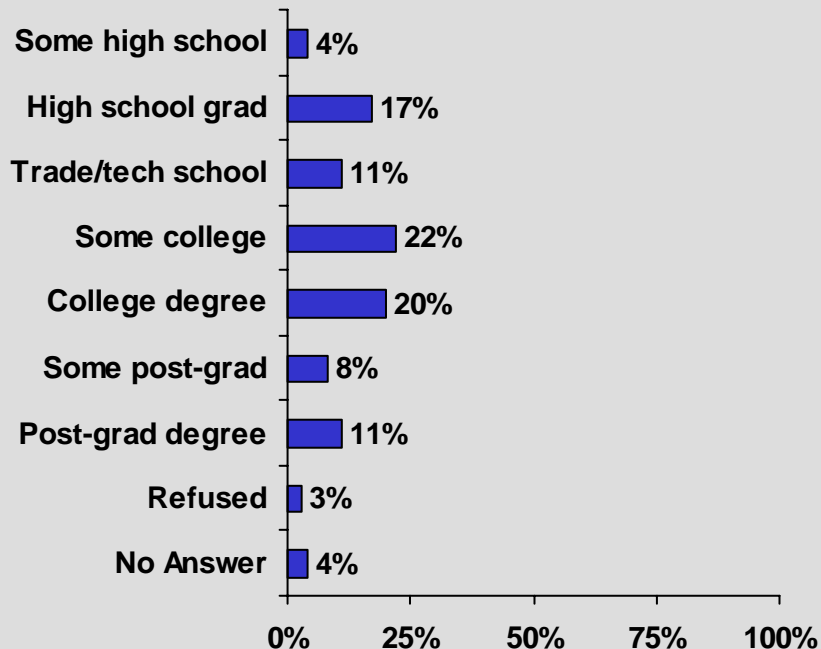
- **Q: Which of the following categories includes your age?**



- Over one-half (55%) of the respondents from the Sleep Center were under the age of 55.
- Four in ten (41%) were 55 years of age or older.
- Four percent (4%) did not answer this question.

Education

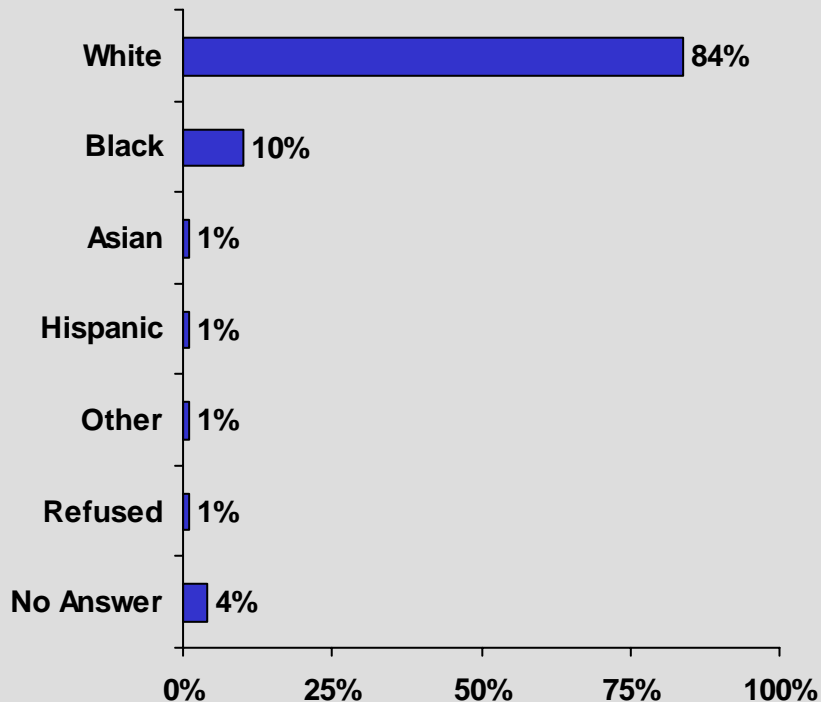
- **Q: Which of the following categories includes your highest level of education?**



- Over one-half (54%) of Sleep Center respondents did not have a college degree.
- Two in ten (20%) had earned a college degree, while 19% had some post-graduate schooling or had earned a post-graduate degree.
- Three percent (3%) answered “refused” to this question, while 4% did not provide a response.

Race

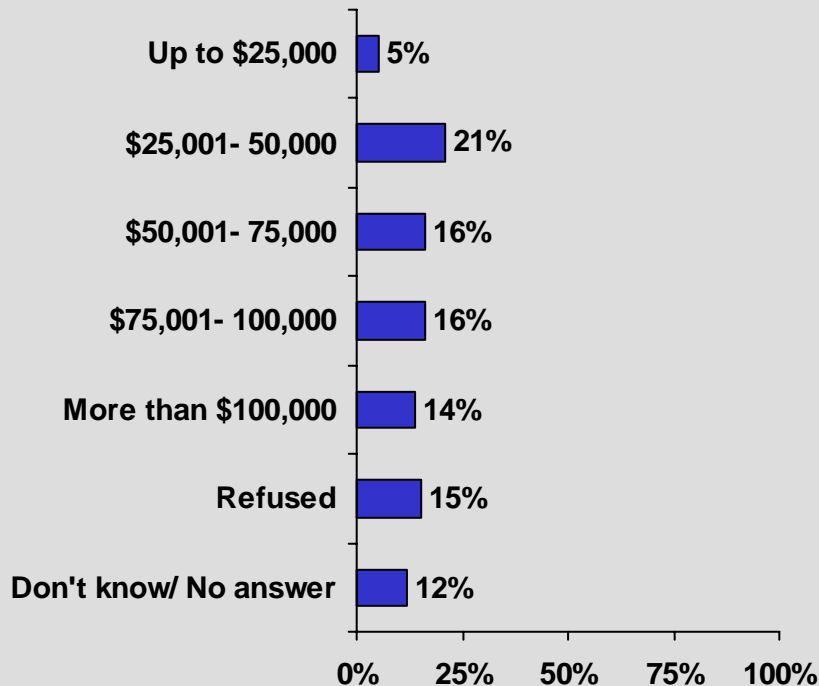
- **Q: Which of the following best describes your racial or ethnic background?**



- Eighty-four percent (84%) of Sleep Center respondents were White, while one in ten (10%) were Black.
- One percent (1%) answered “refused” to this question, while 4% did not provide a response.

Income

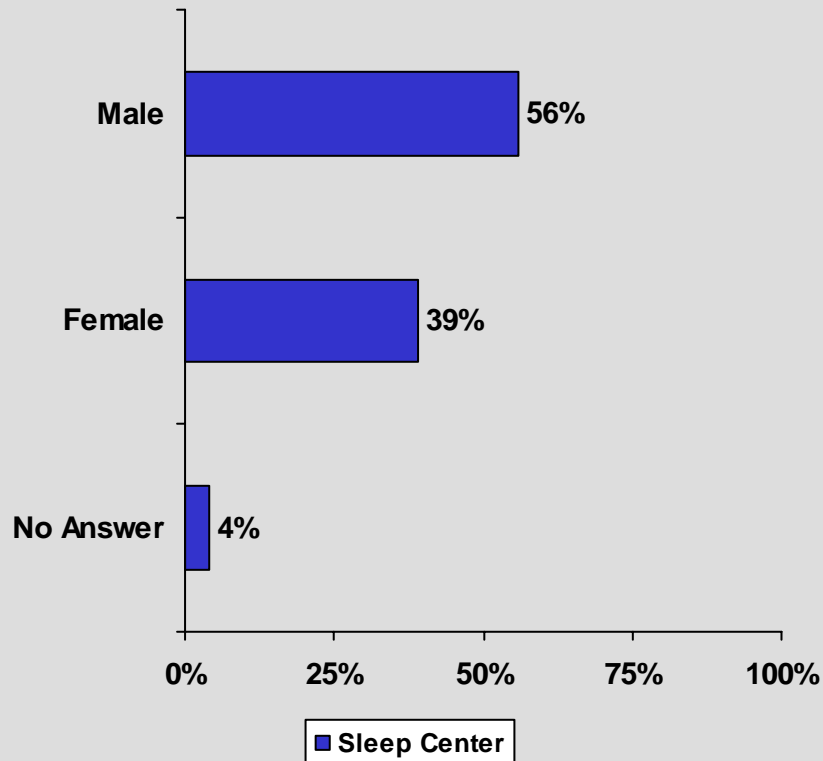
- **Q: Which of the following categories includes your total annual household income?**



- Over one-fourth (26%) of Sleep Center respondents said their total annual household income is \$50,000 or less.
- Nearly one-half (46%) said their income was greater than \$50,000.
- Fifteen percent (15%) answered “refused” to this question, while 12% said “don’t know” or did not provide a response.

Gender

- **Q: Gender**



- Over one-half (56%) of Sleep Center respondents were Male, while 39% were Female.
- Four percent (4%) did not provide a response to this question.

III. Appendices