

Four Seasons Bed Survey

IE3. When traveling, do you sleep on the same side of the bed as you do at home?

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                               | Total | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|-------------------------------|-------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                               |       | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
|                               | A     | B      | C      | D        | E        | F        | G                | H      | I    | J              | K     | L         | M      | N    | O                   | P    | Q              | R    | S                         | T    | U                 | V            | W            | X       |          |
| Base: All Respondents (unwtd) | 3148  | 1532   | 1616   | 1045     | 1197     | 906      | 291              | 1279   | 1467 | 1930           | 1218  | 618       | 1037   | 1493 | 1967                | 1181 | 343            | 2805 | 641                       | 2507 | 2406              | 742          | 832          | 580     | 767      |
| Base: All Respondents (wtd)   | 1667  | 830    | 836    | 633      | 558      | 476      | 219              | 721    | 660  | 941            | 726   | 621       | 585    | 460  | 951                 | 716  | 177            | 1489 | 262                       | 1404 | 1206              | 461          | 463          | 342     | 413      |
| Yes                           | 1201  | 595    | 606    | 431      | 390      | 380      | 147              | 540    | 468  | 687            | 514   | 473       | 415    | 313  | 700                 | 501  | 142            | 1059 | 206                       | 995  | 865               | 335          | 332          | 236     | 296      |
|                               | 72%   | 72%    | 72%    | 68%      | 70%      | 80%      | 67%              | 75%    | 71%  | 73%            | 71%   | 76%       | 71%    | 68%  | 74%                 | 70%  | 80%            | 71%  | 78%                       | 71%  | 72%               | 73%          | 72%          | 69%     | 72%      |
| No                            | 466   | 236    | 230    | 201      | 168      | 96       | 72               | 181    | 192  | 254            | 212   | 149       | 170    | 148  | 251                 | 215  | 36             | 430  | 57                        | 409  | 340               | 126          | 131          | 106     | 117      |
|                               | 28%   | 28%    | 28%    | 32%      | 30%      | 20%      | 33%              | 25%    | 29%  | 27%            | 29%   | 24%       | 29%    | 32%  | 26%                 | 30%  | 20%            | 29%  | 22%                       | 29%  | 28%               | 27%          | 28%          | 31%     | 28%      |
|                               |       |        |        | E        | E        |          |                  |        |      |                |       |           | K      |      |                     |      | P              |      | R                         |      |                   |              |              |         |          |
| Sigma                         | 1667  | 830    | 836    | 633      | 558      | 476      | 219              | 721    | 660  | 941            | 726   | 621       | 585    | 460  | 951                 | 716  | 177            | 1489 | 262                       | 1404 | 1206              | 461          | 463          | 342     | 413      |
|                               | 100%  | 100%   | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | 100%         | 100%    | 100%     |

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IE3. When traveling, do you sleep on the same side of the bed as you do at home?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                               | Total | Russia | China | Great Britain | United States |
|-------------------------------|-------|--------|-------|---------------|---------------|
|                               |       | A      | B     | C             | D             |
| Base: All Respondents (unwtd) | 3148  | 325    | 969   | 926           | 928           |
| Base: All Respondents (wtd)   | 1667  | 298    | 448   | 462           | 458           |
| Yes                           | 1201  | 185    | 336   | 337           | 343           |
|                               | 72%   | 62%    | 75%   | 73%           | 75%           |
|                               |       |        | A     | A             | A             |
| No                            | 466   | 113    | 112   | 125           | 115           |
|                               | 28%   | 38%    | 25%   | 27%           | 25%           |
|                               |       | BCD    |       |               |               |
| Sigma                         | 1667  | 298    | 448   | 462           | 458           |
|                               | 100%  | 100%   | 100%  | 100%          | 100%          |

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IE3. When traveling, do you sleep on the same side of the bed as you do at home?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                               | Total | North America | LATAM | Europe | APAC | G-8 Countries | BRIC | Middle East/Africa |
|-------------------------------|-------|---------------|-------|--------|------|---------------|------|--------------------|
|                               |       | A             | B     | C      | D    | E             | F    | G                  |
| Base: All Respondents (unwtd) | 3148  | 928           | -     | 926    | 1294 | 2179          | 1294 | -                  |
| Base: All Respondents (wtd)   | 1667  | 458           | -     | 462    | 747  | 1218          | 747  | -                  |
| Yes                           | 1201  | 343           | -     | 337    | 521  | 864           | 521  | -                  |
|                               | 72%   | 75%           | -     | 73%    | 70%  | 71%           | 70%  | -                  |
|                               |       | E             |       |        |      |               |      |                    |
| No                            | 466   | 115           | -     | 125    | 226  | 354           | 226  | -                  |
|                               | 28%   | 25%           | -     | 27%    | 30%  | 29%           | 30%  | -                  |
|                               |       |               |       |        |      | A             |      |                    |
| Sigma                         | 1667  | 458           | -     | 462    | 747  | 1218          | 747  | -                  |
|                               | 100%  | 100%          | -     | 100%   | 100% | 100%          | 100% | -                  |
|                               |       |               |       |        |      |               |      |                    |

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IE3. When traveling, do you sleep on the same side of the bed as you do at home?

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                               | China Total | China  |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |
|-------------------------------|-------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                               |             | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|                               |             | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
| A                             | B           | C      | D      | E        | F        | G        | H                | I      | J    | K              | L     | M         | N      | O    | P                   | Q    | R              | S    | T                         | U    | V                 | W            | X            |         |          |
| Base: All Respondents (unwtd) | 969         | 493    | 476    | 370      | 481      | 118      | 34               | 241    | 694  | 772            | 197   | 67        | 218    | 684  | 694                 | 275  | 106            | 863  | 329                       | 640  | 889               | 80           | -            | -       | -        |
| Base: All Respondents (wtd)   | 448         | 215    | 233    | 180      | 157      | 112      | 54               | 175    | 220  | 328            | 120   | 251       | 149    | 48   | 261                 | 188  | 51             | 397  | 94                        | 354  | 367               | 81           | -            | -       | -        |
| Yes                           | 336         | 157    | 179    | 134      | 110      | 92       | 34               | 142    | 160  | 237            | 100   | 196       | 104    | 36   | 205                 | 131  | 47             | 289  | 79                        | 257  | 276               | 60           | -            | -       | -        |
|                               | 75%         | 73%    | 77%    | 74%      | 70%      | 83%      | 63%              | 82%    | 73%  | 72%            | 83%   | 78%       | 70%    | 75%  | 79%                 | 70%  | 92%            | 73%  | 84%                       | 72%  | 75%               | 74%          | -            | -       | -        |
| No                            | 112         | 58     | 54     | 46       | 47       | 20       | 20               | 32     | 60   | 92             | 21    | 54        | 45     | 12   | 56                  | 56   | 4              | 108  | 15                        | 97   | 91                | 21           | -            | -       | -        |
|                               | 25%         | 27%    | 23%    | 26%      | 30%      | 17%      | 37%              | 18%    | 27%  | 28%            | 17%   | 22%       | 30%    | 25%  | 21%                 | 30%  | 8%             | 27%  | 16%                       | 28%  | 25%               | 26%          | -            | -       | -        |
|                               |             | *      |        | *        | *        | **       | *                |        |      | *              | *     |           |        | *    | **                  | *    | **             | *    | *                         | **   | **                | **           | -            | -       | -        |
| Sigma                         | 448         | 215    | 233    | 180      | 157      | 112      | 54               | 175    | 220  | 328            | 120   | 251       | 149    | 48   | 261                 | 188  | 51             | 397  | 94                        | 354  | 367               | 81           | -            | -       | -        |
|                               | 100%        | 100%   | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | 100%         | -       | -        |

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Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V,W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                               | Russia       |      |        |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |
|-------------------------------|--------------|------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                               | Russia Total |      | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|                               | A            | B    | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
| Base: All Respondents (unwtd) | 325          | 177  | 148    | 75     | 119      | 131      | 24       | 120              | 165    | 183  | 142            | 44    | 163       | 118    | 202  | 123                 | 29   | 296            | 38   | 287                       | 234  | 91                | 109          | 148          | 68      |          |
| Base: All Respondents (wtd)   | 298          | 156  | 142    | 119    | 99       | 80       | 33       | 108              | 138    | 151  | 147            | 73    | 154       | 71     | 161  | 138                 | 23   | 275            | 32   | 266                       | 206  | 92                | 105          | 130          | 63      |          |
| Yes                           | 185          | 100  | 85     | 67     | 62       | 56       | 34       | 72               | 90     | 91   | 94             | 48    | 96        | 41     | 102  | 83                  | 16   | 169            | 22   | 162                       | 130  | 55                | 65           | 82           | 37      |          |
|                               | 62%          | 64%  | 60%    | 56%    | 62%      | 70%      | 41%      | 66%              | 65%    | 60%  | 64%            | 65%   | 62%       | 58%    | 63%  | 60%                 | 68%  | 62%            | 70%  | 61%                       | 63%  | 59%               | 62%          | 63%          | 59%     |          |
| No                            | 113          | 56   | 57     | 52     | 37       | 24       | 20       | 36               | 48     | 60   | 54             | 26    | 58        | 30     | 59   | 55                  | 7    | 106            | 9    | 104                       | 76   | 38                | 40           | 48           | 26      |          |
|                               | 38%          | 36%  | 40%    | 44%    | 38%      | 30%      | 59%      | 34%              | 35%    | 40%  | 36%            | 35%   | 38%       | 42%    | 37%  | 40%                 | 32%  | 38%            | 30%  | 39%                       | 37%  | 41%               | 38%          | 37%          | 41%     |          |
|                               |              |      |        | *      |          |          | **       | *                |        | *    | *              | *     | *         | *      | *    | *                   | **   | *              | **   | **                        | *    | *                 | *            | *            | *       |          |
| Sigma                         | 298          | 156  | 142    | 119    | 99       | 80       | 33       | 108              | 138    | 151  | 147            | 73    | 154       | 71     | 161  | 138                 | 23   | 275            | 32   | 266                       | 206  | 92                | 105          | 130          | 63      |          |
|                               | 100%         | 100% | 100%   | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | 100%         | 100%    |          |

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IE3. When traveling, do you sleep on the same side of the bed as you do at home?

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Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                               | Great Britain          |        |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |                 |              |         |          |
|-------------------------------|------------------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|-----------------|--------------|---------|----------|
|                               | Great Britain<br>Total | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |                 | Social Media |         |          |
|                               |                        | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total<br>Employed | Non<br>Employed | Active       | Passive | Inactive |
|                               |                        | A      | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U               | V            | W       | X        |
| Base: All Respondents (unwtd) | 926                    | 459    | 467    | 307      | 311      | 308      | 139              | 500    | 192  | 411            | 515   | 200       | 318    | 408  | 582                 | 344  | 83             | 843  | 126                       | 800  | 650               | 276             | 354          | 240     | 332      |
| Base: All Respondents (wtd)   | 462                    | 230    | 232    | 167      | 158      | 137      | 70               | 248    | 96   | 198            | 264   | 100       | 160    | 203  | 286                 | 176  | 41             | 421  | 62                        | 400  | 323               | 139             | 181          | 120     | 161      |
| Yes                           | 337                    | 161    | 176    | 111      | 111      | 115      | 51               | 187    | 63   | 155            | 181   | 77        | 123    | 137  | 206                 | 131  | 30             | 306  | 44                        | 292  | 230               | 107             | 131          | 86      | 119      |
|                               | 73%                    | 70%    | 76%    | 67%      | 70%      | 84%      | 73%              | 75%    | 65%  | 78%            | 69%   | 78%       | 77%    | 68%  | 72%                 | 74%  | 74%            | 73%  | 71%                       | 73%  | 71%               | 77%             | 73%          | 72%     | 74%      |
| No                            | 125                    | 69     | 56     | 56       | 48       | 22       | 19               | 61     | 33   | 43             | 83    | 22        | 38     | 66   | 80                  | 45   | 11             | 115  | 18                        | 107  | 93                | 32              | 49           | 34      | 42       |
|                               | 27%                    | 30%    | 24%    | 33%      | 30%      | 16%      | 27%              | 25%    | 35%  | 22%            | 31%   | 22%       | 23%    | 32%  | 28%                 | 26%  | 26%            | 27%  | 29%                       | 27%  | 29%               | 23%             | 27%          | 28%     | 26%      |
|                               |                        | B      |        | E        |          |          |                  | G      |      | I              |       |           | KL     |      |                     | *    |                |      |                           |      |                   |                 |              |         |          |
| Sigma                         | 462                    | 230    | 232    | 167      | 158      | 137      | 70               | 248    | 96   | 198            | 264   | 100       | 160    | 203  | 286                 | 176  | 41             | 421  | 62                        | 400  | 323               | 139             | 181          | 120     | 161      |
|                               | 100%                   | 100%   | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%            | 100%         | 100%    | 100%     |

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Four Seasons Bed Survey

IE3: When traveling, do you sleep on the same side of the bed as you do at home?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E/F/G/H/I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E/F/G/H/I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y,Z/a/b

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                               | United States |        |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |           |         |       |      |              |         |          |
|-------------------------------|---------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|-----------|---------|-------|------|--------------|---------|----------|
|                               | Total         | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Region    |         |       |      | Social Media |         |          |
|                               |               | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Northeast | Midwest | South | West | Active       | Passive | Inactive |
|                               | A             | B      | C      | D        | E        | F        | G                | H      | I    | J              | K     | L         | M      | N    | O                   | P    | Q              | R    | S                         | T    | U                 | V            | W         | X       | Y     | Z    | a            | b       |          |
| Base: All Respondents (unwtd) | 928           | 403    | 525    | 293      | 286      | 349      | 94               | 418    | 416  | 564            | 364   | 307       | 338    | 283  | 489                 | 439  | 125            | 803  | 148                       | 780  | 633               | 295          | 170       | 221     | 326   | 211  | 369          | 192     | 367      |
| Base: All Respondents (wtd)   | 458           | 229    | 229    | 167      | 144      | 147      | 62               | 190    | 205  | 263            | 194   | 197       | 122    | 138  | 244                 | 214  | 62             | 396  | 74                        | 384  | 309               | 149          | 79        | 101     | 171   | 107  | 178          | 91      | 188      |
| Yes                           | 343           | 177    | 166    | 119      | 107      | 117      | 49               | 139    | 155  | 203            | 139   | 151       | 93     | 99   | 187                 | 156  | 48             | 295  | 60                        | 283  | 228               | 114          | 60        | 79      | 122   | 82   | 136          | 68      | 139      |
|                               | 75%           | 77%    | 72%    | 71%      | 74%      | 80%      | 79%              | 73%    | 75%  | 77%            | 72%   | 76%       | 76%    | 71%  | 77%                 | 73%  | 78%            | 74%  | 81%                       | 74%  | 74%               | 77%          | 76%       | 78%     | 71%   | 77%  | 76%          | 74%     | 74%      |
|                               |               |        |        |          |          | C        | *                |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |           |         |       |      |              |         |          |
| No                            | 115           | 52     | 63     | 48       | 37       | 30       | 13               | 51     | 51   | 60             | 55    | 46        | 29     | 40   | 57                  | 58   | 14             | 101  | 14                        | 101  | 81                | 34           | 19        | 22      | 50    | 24   | 42           | 24      | 49       |
|                               | 25%           | 23%    | 28%    | 29%      | 26%      | 20%      | 21%              | 27%    | 25%  | 23%            | 28%   | 24%       | 24%    | 29%  | 23%                 | 27%  | 22%            | 26%  | 19%                       | 26%  | 26%               | 23%          | 24%       | 22%     | 29%   | 23%  | 24%          | 26%     | 26%      |
|                               |               |        |        |          |          | E        | *                |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |           |         |       |      |              |         |          |
| Sigma                         | 458           | 229    | 229    | 167      | 144      | 147      | 62               | 190    | 205  | 263            | 194   | 197       | 122    | 138  | 244                 | 214  | 62             | 396  | 74                        | 384  | 309               | 149          | 79        | 101     | 171   | 107  | 178          | 91      | 188      |
|                               | 100%          | 100%   | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | 100%      | 100%    | 100%  | 100% | 100%         | 100%    | 100%     |

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Four Seasons Bed Survey

IE4. What type of mattress do you prefer?

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V,W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V,W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                               | Total | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|-------------------------------|-------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                               |       | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
|                               |       | A      | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U            | V            | W       | X        |
| Base: All Respondents (unwtd) | 3148  | 1532   | 1616   | 1045     | 1197     | 906      | 291              | 1279   | 1467 | 1930           | 1218  | 618       | 1037   | 1493 | 1967                | 1181 | 343            | 2805 | 641                       | 2507 | 2406              | 742          | 832          | 580     | 767      |
| Base: All Respondents (wtd)   | 1667  | 830    | 836    | 633      | 558      | 476      | 219              | 721    | 660  | 941            | 726   | 621       | 585    | 460  | 951                 | 716  | 177            | 1489 | 262                       | 1404 | 1206              | 461          | 463          | 342     | 413      |
| Medium                        | 835   | 390    | 445    | 339      | 271      | 225      | 106              | 360    | 341  | 464            | 371   | 332       | 286    | 217  | 464                 | 371  | 86             | 749  | 124                       | 710  | 601               | 234          | 214          | 173     | 170      |
|                               | 50%   | 47%    | 53%    | 54%      | 49%      | 47%      | 48%              | 50%    | 52%  | 49%            | 51%   | 53%       | 49%    | 47%  | 49%                 | 52%  | 48%            | 50%  | 47%                       | 51%  | 50%               | 51%          | 46%          | 51%     | 41%      |
| Firm                          | 474   | 261    | 213    | 115      | 169      | 191      | 53               | 218    | 181  | 291            | 183   | 142       | 172    | 161  | 293                 | 181  | 56             | 419  | 81                        | 394  | 348               | 126          | 151          | 107     | 147      |
|                               | 28%   | 31%    | 25%    | 18%      | 30%      | 40%      | 24%              | 30%    | 27%  | 31%            | 25%   | 23%       | 29%    | 35%  | 31%                 | 25%  | 31%            | 28%  | 31%                       | 28%  | 29%               | 27%          | 33%          | 31%     | 36%      |
|                               |       | B      |        | C        |          | CD       |                  |        |      | J              |       |           | K      | KL   | Q                   |      |                |      |                           |      |                   |              |              |         |          |
| Soft                          | 239   | 107    | 132    | 131      | 70       | 38       | 46               | 102    | 83   | 133            | 105   | 106       | 80     | 53   | 125                 | 114  | 27             | 212  | 34                        | 204  | 167               | 71           | 77           | 36      | 52       |
|                               | 14%   | 13%    | 16%    | 21%      | 13%      | 8%       | 21%              | 14%    | 13%  | 14%            | 15%   | 17%       | 14%    | 11%  | 13%                 | 16%  | 15%            | 14%  | 13%                       | 15%  | 14%               | 15%          | 17%          | 11%     | 13%      |
|                               |       |        |        | DE       | E        |          | GH               |        |      |                |       | M         |        |      |                     |      |                |      |                           |      |                   |              | WX           |         |          |
| No preference                 | 119   | 73     | 46     | 48       | 48       | 22       | 15               | 41     | 54   | 52             | 67    | 41        | 47     | 30   | 69                  | 50   | 9              | 110  | 22                        | 96   | 89                | 30           | 21           | 26      | 44       |
|                               | 7%    | 9%     | 5%     | 8%       | 9%       | 5%       | 7%               | 6%     | 8%   | 6%             | 9%    | 7%        | 8%     | 6%   | 7%                  | 7%   | 5%             | 7%   | 9%                        | 7%   | 7%                | 6%           | 5%           | 8%      | 11%      |
|                               |       | B      |        | E        |          |          |                  |        |      | I              |       |           |        |      |                     |      |                |      |                           |      |                   |              | V            |         | V        |
| Sigma                         | 1667  | 830    | 836    | 633      | 558      | 476      | 219              | 721    | 660  | 941            | 726   | 621       | 585    | 460  | 951                 | 716  | 177            | 1489 | 262                       | 1404 | 1206              | 461          | 463          | 342     | 413      |
|                               | 100%  | 100%   | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | 100%         | 100%    | 100%     |

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Four Seasons Bed Survey

IE4. What type of mattress do you prefer?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                               | Total | Russia | China | Great Britain | United States |
|-------------------------------|-------|--------|-------|---------------|---------------|
|                               |       | A      | B     | C             | D             |
| Base: All Respondents (unwtd) | 3148  | 325    | 969   | 926           | 928           |
| Base: All Respondents (wtd)   | 1667  | 298    | 448   | 462           | 458           |
| Medium                        | 835   | 171    | 277   | 191           | 195           |
|                               | 50%   | 57%    | 62%   | 41%           | 43%           |
|                               |       | CD     | CD    |               |               |
| Firm                          | 474   | 60     | 70    | 197           | 148           |
|                               | 28%   | 20%    | 16%   | 43%           | 32%           |
|                               |       |        |       | ABD           | AB            |
| Soft                          | 239   | 39     | 74    | 38            | 87            |
|                               | 14%   | 13%    | 17%   | 8%            | 19%           |
|                               |       | C      | C     |               | AC            |
| No preference                 | 119   | 28     | 27    | 36            | 27            |
|                               | 7%    | 9%     | 6%    | 8%            | 6%            |
|                               |       |        |       |               |               |
| Sigma                         | 1667  | 298    | 448   | 462           | 458           |
|                               | 100%  | 100%   | 100%  | 100%          | 100%          |
|                               |       |        |       |               |               |

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Four Seasons Bed Survey

IE4. What type of mattress do you prefer?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                               | Total | North America | LATAM | Europe | APAC | G-8 Countries | BRIC | Middle East/Africa |
|-------------------------------|-------|---------------|-------|--------|------|---------------|------|--------------------|
|                               |       | A             | B     | C      | D    | E             | F    | G                  |
| Base: All Respondents (unwtd) | 3148  | 928           | -     | 926    | 1294 | 2179          | 1294 | -                  |
| Base: All Respondents (wtd)   | 1667  | 458           | -     | 462    | 747  | 1218          | 747  | -                  |
| Medium                        | 835   | 195           | -     | 191    | 448  | 557           | 448  | -                  |
|                               | 50%   | 43%           | -     | 41%    | 60%  | 46%           | 60%  | -                  |
|                               |       |               |       |        | ACE  | C             | ACE  |                    |
| Firm                          | 474   | 148           | -     | 197    | 130  | 405           | 130  | -                  |
|                               | 28%   | 32%           | -     | 43%    | 17%  | 33%           | 17%  | -                  |
|                               |       | DF            |       | ADEF   |      | DF            |      |                    |
| Soft                          | 239   | 87            | -     | 38     | 113  | 165           | 113  | -                  |
|                               | 14%   | 19%           | -     | 8%     | 15%  | 14%           | 15%  | -                  |
|                               |       | CE            |       |        | C    | C             | C    |                    |
| No preference                 | 119   | 27            | -     | 36     | 55   | 91            | 55   | -                  |
|                               | 7%    | 6%            | -     | 8%     | 7%   | 7%            | 7%   | -                  |
|                               |       |               |       |        |      |               |      |                    |
| Sigma                         | 1667  | 458           | -     | 462    | 747  | 1218          | 747  | -                  |
|                               | 100%  | 100%          | -     | 100%   | 100% | 100%          | 100% | -                  |
|                               |       |               |       |        |      |               |      |                    |

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Four Seasons Bed Survey

IE4. What type of mattress do you prefer?

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                               | China Total | China  |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |
|-------------------------------|-------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                               |             | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|                               |             | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
| A                             | B           | C      | D      | E        | F        | G        | H                | I      | J    | K              | L     | M         | N      | O    | P                   | Q    | R              | S    | T                         | U    | V                 | W            | X            |         |          |
| Base: All Respondents (unwtd) | 969         | 493    | 476    | 370      | 481      | 118      | 34               | 241    | 694  | 772            | 197   | 67        | 218    | 684  | 694                 | 275  | 106            | 863  | 329                       | 640  | 889               | 80           | -            | -       | -        |
| Base: All Respondents (wtd)   | 448         | 215    | 233    | 180      | 157      | 112      | 54               | 175    | 220  | 328            | 120   | 251       | 149    | 48   | 261                 | 188  | 51             | 397  | 94                        | 354  | 367               | 81           | -            | -       | -        |
| Medium                        | 277         | 130    | 147    | 116      | 94       | 67       | 31               | 116    | 131  | 193            | 84    | 169       | 77     | 31   | 158                 | 120  | 32             | 246  | 56                        | 221  | 217               | 60           | -            | -       | -        |
|                               | 62%         | 61%    | 63%    | 64%      | 60%      | 60%      | 57%              | 66%    | 60%  | 59%            | 70%   | 67%       | 52%    | 65%  | 60%                 | 64%  | 62%            | 62%  | 60%                       | 62%  | 59%               | 74%          | -            | -       | -        |
| Soft                          | 74          | 32     | 42     | 42       | 22       | 10       | 9                | 30     | 34   | 53             | 21    | 38        | 29     | 7    | 36                  | 39   | 6              | 69   | 11                        | 63   | 63                | 12           | -            | -       | -        |
|                               | 17%         | 15%    | 18%    | 23%      | 14%      | 9%       | 18%              | 17%    | 16%  | 16%            | 17%   | 15%       | 19%    | 15%  | 14%                 | 21%  | 11%            | 17%  | 12%                       | 18%  | 17%               | 14%          | -            | -       | -        |
|                               | *           | *      | *      | *        | *        | **       | *                | *      | *    | *              | *     | *         | *      | *    | *                   | **   | *              | *    | *                         | *    | **                | *            | -            | -       | -        |
| Firm                          | 70          | 40     | 30     | 17       | 24       | 29       | 11               | 20     | 39   | 63             | 6     | 31        | 31     | 8    | 49                  | 20   | 13             | 57   | 20                        | 50   | 63                | 6            | -            | -       | -        |
|                               | 16%         | 18%    | 13%    | 9%       | 15%      | 26%      | 20%              | 11%    | 18%  | 19%            | 5%    | 12%       | 21%    | 16%  | 19%                 | 11%  | 25%            | 14%  | 21%                       | 14%  | 17%               | 8%           | -            | -       | -        |
|                               | *           | *      | *      | *        | C*       | **       | *                | *      | J    | *              | *     | *         | *      | *    | **                  | *    | *              | *    | *                         | *    | **                | *            | -            | -       | -        |
| No preference                 | 27          | 13     | 14     | 6        | 16       | 5        | 3                | 9      | 16   | 18             | 9     | 13        | 12     | 2    | 18                  | 9    | 1              | 26   | 7                         | 21   | 24                | 3            | -            | -       | -        |
|                               | 6%          | 6%     | 6%     | 3%       | 10%      | 5%       | 5%               | 5%     | 7%   | 6%             | 8%    | 5%        | 8%     | 4%   | 7%                  | 5%   | 2%             | 7%   | 7%                        | 6%   | 7%                | 4%           | -            | -       | -        |
|                               | *           | *      | *      | *        | *        | **       | *                | *      | *    | *              | *     | *         | M      | *    | *                   | **   | *              | *    | *                         | *    | **                | *            | -            | -       | -        |
| Sigma                         | 448         | 215    | 233    | 180      | 157      | 112      | 54               | 175    | 220  | 328            | 120   | 251       | 149    | 48   | 261                 | 188  | 51             | 397  | 94                        | 354  | 367               | 81           | -            | -       | -        |
|                               | 100%        | 100%   | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | -            | -       | -        |

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Four Seasons Bed Survey

IE4. What type of mattress do you prefer?

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                               | Russia       |      |        |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |
|-------------------------------|--------------|------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                               | Russia Total |      | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|                               | A            | B    | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
| Base: All Respondents (unwtd) | 325          | 177  | 148    | 75     | 119      | 131      | 24       | 120              | 165    | 183  | 142            | 44    | 163       | 118    | 202  | 123                 | 29   | 296            | 38   | 287                       | 234  | 91                | 109          | 148          | 68      |          |
| Base: All Respondents (wtd)   | 298          | 156  | 142    | 119    | 99       | 80       | 33       | 108              | 138    | 151  | 147            | 73    | 154       | 71     | 161  | 138                 | 23   | 275            | 32   | 266                       | 206  | 92                | 105          | 130          | 63      |          |
| Medium                        | 171          | 80   | 91     | 66     | 56       | 50       | 22       | 63               | 77     | 82   | 89             | 39    | 86        | 47     | 90   | 81                  | 13   | 159            | 14   | 158                       | 118  | 53                | 68           | 75           | 28      |          |
|                               | 57%          | 52%  | 64%    | 55%    | 56%      | 62%      | 65%      | 59%              | 56%    | 54%  | 61%            | 53%   | 56%       | 66%    | 56%  | 59%                 | 55%  | 58%            | 43%  | 59%                       | 57%  | 58%               | 65%          | 58%          | 45%     |          |
| Firm                          | 60           | 32   | 28     | 17     | 25       | 18       | 2        | 23               | 34     | 35   | 25             | 9     | 34        | 17     | 35   | 25                  | 5    | 56             | 9    | 51                        | 44   | 16                | 18           | 29           | 13      |          |
|                               | 20%          | 21%  | 20%    | 14%    | 25%      | 23%      | 5%       | 21%              | 24%    | 23%  | 17%            | 12%   | 22%       | 24%    | 22%  | 18%                 | 20%  | 20%            | 27%  | 19%                       | 21%  | 17%               | 17%          | 22%          | 21%     |          |
|                               |              |      |        | *      |          |          | **       | *                |        |      | *              | *     |           | *      | *    | **                  | 20%  | **             | **   | **                        | 21%  | *                 | *            |              | *       |          |
| Soft                          | 39           | 22   | 17     | 25     | 10       | 4        | 9        | 16               | 11     | 18   | 22             | 21    | 16        | 3      | 16   | 23                  | 3    | 36             | 3    | 36                        | 20   | 19                | 14           | 14           | 11      |          |
|                               | 13%          | 14%  | 12%    | 21%    | 10%      | 6%       | 28%      | 15%              | 8%     | 12%  | 15%            | 28%   | 10%       | 4%     | 10%  | 17%                 | 14%  | 13%            | 11%  | 13%                       | 10%  | 21%               | 14%          | 11%          | 18%     |          |
|                               |              |      |        | E*     |          |          | **       | *                |        |      | *              | LM*   | *         | *      | **   | **                  | **   | **             | **   | **                        | T*   | *                 | *            | *            | *       |          |
| No preference                 | 28           | 21   | 7      | 11     | 9        | 8        | *        | 6                | 17     | 17   | 11             | 5     | 18        | 5      | 19   | 9                   | 3    | 25             | 6    | 22                        | 24   | 3                 | 5            | 13           | 10      |          |
|                               | 9%           | 13%  | 5%     | 9%     | 9%       | 10%      | 1%       | 6%               | 12%    | 11%  | 8%             | 7%    | 12%       | 6%     | 12%  | 7%                  | 11%  | 9%             | 19%  | 8%                        | 12%  | 4%                | 5%           | 10%          | 16%     |          |
|                               | B            |      |        | *      |          |          | **       | *                |        |      | *              | *     | *         | *      | *    | *                   | **   | **             | **   | **                        | *    | *                 | *            | *            | V*      |          |
| Sigma                         | 298          | 156  | 142    | 119    | 99       | 80       | 33       | 108              | 138    | 151  | 147            | 73    | 154       | 71     | 161  | 138                 | 23   | 275            | 32   | 266                       | 206  | 92                | 105          | 130          | 63      |          |
|                               | 100%         | 100% | 100%   | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | 100%         | 100%    |          |

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Four Seasons Bed Survey

IE4. What type of mattress do you prefer?

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V,W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V,W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                               | Great Britain          |        |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |                 |              |         |          |
|-------------------------------|------------------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|-----------------|--------------|---------|----------|
|                               | Great Britain<br>Total | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |                 | Social Media |         |          |
|                               |                        | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total<br>Employed | Non<br>Employed | Active       | Passive | Inactive |
|                               |                        | A      | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U               | V            | W       | X        |
| Base: All Respondents (unwtd) | 926                    | 459    | 467    | 307      | 311      | 308      | 139              | 500    | 192  | 411            | 515   | 200       | 318    | 408  | 582                 | 344  | 83             | 843  | 126                       | 800  | 650               | 276             | 354          | 240     | 332      |
| Base: All Respondents (wtd)   | 462                    | 230    | 232    | 167      | 158      | 137      | 70               | 248    | 96   | 198            | 264   | 100       | 160    | 203  | 286                 | 176  | 41             | 421  | 62                        | 400  | 323               | 139             | 181          | 120     | 161      |
| Firm                          | 197                    | 107    | 90     | 44       | 78       | 75       | 25               | 111    | 40   | 101            | 97    | 43        | 67     | 88   | 125                 | 72   | 17             | 181  | 24                        | 173  | 141               | 57              | 72           | 52      | 73       |
|                               | 43%                    | 47%    | 39%    | 27%      | 49%      | 55%      | 36%              | 45%    | 42%  | 51%            | 37%   | 43%       | 42%    | 43%  | 44%                 | 41%  | 43%            | 43%  | 39%                       | 43%  | 43%               | 41%             | 40%          | 43%     | 45%      |
|                               |                        | B      |        | C        |          |          |                  |        |      |                |       |           |        |      |                     | *    |                |      |                           |      |                   |                 |              |         |          |
| Medium                        | 191                    | 84     | 107    | 85       | 59       | 47       | 29               | 101    | 42   | 76             | 115   | 40        | 68     | 83   | 116                 | 75   | 18             | 173  | 26                        | 165  | 130               | 60              | 75           | 54      | 62       |
|                               | 41%                    | 37%    | 46%    | 51%      | 37%      | 34%      | 41%              | 40%    | 44%  | 38%            | 44%   | 40%       | 42%    | 41%  | 41%                 | 42%  | 44%            | 41%  | 42%                       | 40%  | 43%               | 41%             | 45%          | 39%     |          |
|                               |                        | A      |        | DE       |          |          |                  |        |      |                |       |           |        |      |                     |      | *              |      |                           |      |                   |                 |              |         |          |
| Soft                          | 38                     | 16     | 22     | 21       | 7        | 10       | 8                | 21     | 5    | 15             | 23    | 7         | 14     | 17   | 24                  | 14   | 4              | 34   | 6                         | 33   | 29                | 9               | 22           | 7       | 9        |
|                               | 8%                     | 7%     | 9%     | 12%      | 5%       | 7%       | 11%              | 8%     | 6%   | 8%             | 9%    | 7%        | 9%     | 8%   | 8%                  | 8%   | 11%            | 8%   | 9%                        | 8%   | 9%                | 7%              | 12%          | 6%      | 6%       |
|                               |                        |        |        | DE       |          |          |                  |        |      |                |       |           |        |      |                     | *    |                |      |                           |      |                   |                 |              |         |          |
| No preference                 | 36                     | 23     | 13     | 16       | 15       | 5        | 8                | 15     | 8    | 6              | 30    | 10        | 11     | 15   | 20                  | 16   | 2              | 34   | 6                         | 30   | 23                | 13              | 12           | 8       | 16       |
|                               | 8%                     | 10%    | 6%     | 10%      | 9%       | 4%       | 12%              | 6%     | 9%   | 3%             | 11%   | 10%       | 7%     | 8%   | 7%                  | 9%   | 4%             | 8%   | 10%                       | 7%   | 7%                | 9%              | 7%           | 6%      | 10%      |
|                               |                        | B      |        | E        |          |          |                  |        |      |                |       |           |        |      |                     | *    |                |      |                           |      |                   |                 |              |         |          |
| Sigma                         | 462                    | 230    | 232    | 167      | 158      | 137      | 70               | 248    | 96   | 198            | 264   | 100       | 160    | 203  | 286                 | 176  | 41             | 421  | 62                        | 400  | 323               | 139             | 181          | 120     | 161      |
|                               | 100%                   | 100%   | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%            | 100%         | 100%    | 100%     |

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Four Seasons Bed Survey

IE4. What type of mattress do you prefer?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I/J,K/L/M/N/O,P/Q,R/S,T/U,V/W/X/Y,Z/a/b

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I/J,K/L/M/N/O,P/Q,R/S,T/U,V/W/X/Y,Z/a/b

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                               | United States |        |      |      |      |      |                  |      |      |                |      |           |      |      |                     |      |                |      |                           |      |                   |      |        |      |      |      |      |              |      |  |
|-------------------------------|---------------|--------|------|------|------|------|------------------|------|------|----------------|------|-----------|------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|------|--------|------|------|------|------|--------------|------|--|
|                               | Total         | Gender |      | Age  |      |      | Household Income |      |      | Marital Status |      | Education |      |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |      | Region |      |      |      |      | Social Media |      |  |
|                               |               | A      | B    | C    | D    | E    | F                | G    | H    | I              | J    | K         | L    | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U    | V      | W    | X    | Y    | Z    | a            | b    |  |
| Base: All Respondents (unwtd) | 928           | 403    | 525  | 293  | 286  | 349  | 94               | 418  | 416  | 564            | 364  | 307       | 338  | 283  | 489                 | 439  | 125            | 803  | 148                       | 780  | 633               | 295  | 170    | 221  | 326  | 211  | 369  | 192          | 367  |  |
| Base: All Respondents (wtd)   | 458           | 229    | 229  | 167  | 144  | 147  | 62               | 190  | 205  | 263            | 194  | 197       | 122  | 138  | 244                 | 214  | 62             | 396  | 74                        | 384  | 309               | 149  | 79     | 101  | 171  | 107  | 178  | 91           | 188  |  |
| Medium                        | 195           | 95     | 101  | 72   | 62   | 62   | 24               | 80   | 91   | 113            | 82   | 84        | 55   | 57   | 100                 | 95   | 23             | 172  | 29                        | 167  | 135               | 60   | 33     | 46   | 72   | 46   | 72   | 44           | 80   |  |
|                               | 43%           | 41%    | 44%  | 43%  | 43%  | 42%  | 39%              | 42%  | 44%  | 43%            | 42%  | 43%       | 45%  | 41%  | 41%                 | 45%  | 38%            | 43%  | 39%                       | 43%  | 44%               | 41%  | 41%    | 45%  | 42%  | 43%  | 40%  | 48%          | 42%  |  |
|                               |               |        |      |      |      | *    |                  |      |      |                |      |           |      |      |                     |      |                |      |                           |      |                   |      |        |      |      |      |      |              |      |  |
| Firm                          | 148           | 82     | 65   | 36   | 43   | 69   | 15               | 64   | 69   | 92             | 55   | 60        | 40   | 48   | 83                  | 64   | 21             | 126  | 28                        | 119  | 100               | 48   | 26     | 33   | 53   | 35   | 61   | 26           | 60   |  |
|                               | 32%           | 36%    | 28%  | 22%  | 30%  | 47%  | 24%              | 34%  | 33%  | 35%            | 28%  | 30%       | 33%  | 35%  | 34%                 | 30%  | 35%            | 32%  | 38%                       | 31%  | 32%               | 32%  | 34%    | 33%  | 31%  | 33%  | 34%  | 29%          | 32%  |  |
|                               |               | B      |      |      | C    | CD   | *                |      |      | J              |      |           |      |      |                     |      |                |      |                           |      |                   |      |        |      |      |      |      |              |      |  |
| Soft                          | 87            | 36     | 52   | 44   | 31   | 12   | 20               | 35   | 33   | 47             | 40   | 40        | 22   | 26   | 49                  | 39   | 14             | 73   | 14                        | 73   | 56                | 31   | 13     | 17   | 37   | 20   | 41   | 16           | 31   |  |
|                               | 19%           | 16%    | 22%  | 26%  | 21%  | 8%   | 31%              | 18%  | 16%  | 18%            | 21%  | 20%       | 18%  | 19%  | 20%                 | 18%  | 22%            | 19%  | 19%                       | 18%  | 21%               | 17%  | 17%    | 22%  | 19%  | 23%  | 17%  | 17%          | 17%  |  |
|                               |               | A      | E    |      |      |      | GH*              |      |      |                |      |           |      |      |                     |      |                |      |                           |      |                   |      |        |      |      |      |      |              |      |  |
| No preference                 | 27            | 16     | 11   | 15   | 8    | 4    | 3                | 11   | 13   | 10             | 17   | 14        | 6    | 8    | 11                  | 16   | 3              | 24   | 3                         | 24   | 17                | 10   | 7      | 5    | 10   | 6    | 6    | 6            | 17   |  |
|                               | 6%            | 7%     | 5%   | 9%   | 6%   | 3%   | 5%               | 6%   | 6%   | 4%             | 9%   | 7%        | 5%   | 6%   | 5%                  | 8%   | 5%             | 6%   | 4%                        | 6%   | 6%                | 7%   | 8%     | 5%   | 6%   | 5%   | 3%   | 6%           | 9%   |  |
|                               |               |        |      | E    |      |      | *                |      |      | I              |      |           |      |      |                     |      |                |      |                           |      |                   |      |        |      |      |      |      | Z            | Z    |  |
| Sigma                         | 458           | 229    | 229  | 167  | 144  | 147  | 62               | 190  | 205  | 263            | 194  | 197       | 122  | 138  | 244                 | 214  | 62             | 396  | 74                        | 384  | 309               | 149  | 79     | 101  | 171  | 107  | 178  | 91           | 188  |  |
|                               | 100%          | 100%   | 100% | 100% | 100% | 100% | 100%             | 100% | 100% | 100%           | 100% | 100%      | 100% | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100% | 100%   | 100% | 100% | 100% | 100% | 100%         | 100% |  |

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Four Seasons Bed Survey

IES. Have you ever wanted to take home your hotel bed/pillows/duvet because the sleep was so good?

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V,W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V,W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                               | Total | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|-------------------------------|-------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                               |       | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
|                               | A     | B      | C      | D        | E        | F        | G                | H      | I    | J              | K     | L         | M      | N    | O                   | P    | Q              | R    | S                         | T    | U                 | V            | W            | X       |          |
| Base: All Respondents (unwtd) | 3148  | 1532   | 1616   | 1045     | 1197     | 906      | 291              | 1279   | 1467 | 1930           | 1218  | 618       | 1037   | 1493 | 1967                | 1181 | 343            | 2805 | 641                       | 2507 | 2406              | 742          | 832          | 580     | 767      |
| Base: All Respondents (wtd)   | 1667  | 830    | 836    | 633      | 558      | 476      | 219              | 721    | 660  | 941            | 726   | 621       | 585    | 460  | 951                 | 716  | 177            | 1489 | 262                       | 1404 | 1206              | 461          | 463          | 342     | 413      |
| Yes                           | 520   | 221    | 299    | 256      | 153      | 112      | 80               | 224    | 196  | 270            | 250   | 171       | 179    | 171  | 281                 | 239  | 78             | 443  | 102                       | 418  | 373               | 147          | 216          | 111     | 126      |
|                               | 31%   | 27%    | 36%    | 40%      | 27%      | 24%      | 37%              | 31%    | 30%  | 29%            | 34%   | 27%       | 31%    | 37%  | 30%                 | 33%  | 44%            | 30%  | 39%                       | 30%  | 31%               | 32%          | 47%          | 33%     | 30%      |
| No                            |       | A      | DE     |          |          |          |                  |        |      | I              |       |           | KL     |      | Q                   |      | S              |      |                           |      |                   | WX           |              |         |          |
|                               | 1146  | 609    | 537    | 377      | 405      | 364      | 139              | 498    | 464  | 670            | 476   | 451       | 406    | 290  | 670                 | 477  | 99             | 1047 | 160                       | 986  | 832               | 314          | 247          | 231     | 287      |
|                               | 69%   | 73%    | 64%    | 60%      | 73%      | 76%      | 63%              | 69%    | 70%  | 71%            | 66%   | 73%       | 69%    | 63%  | 70%                 | 67%  | 56%            | 70%  | 61%                       | 70%  | 69%               | 68%          | 53%          | 67%     | 70%      |
|                               |       | B      |        |          | C        |          |                  |        |      | J              |       | M         | M      |      |                     | P    |                | R    |                           |      |                   | V            |              | V       |          |
| Sigma                         | 1667  | 830    | 836    | 633      | 558      | 476      | 219              | 721    | 660  | 941            | 726   | 621       | 585    | 460  | 951                 | 716  | 177            | 1489 | 262                       | 1404 | 1206              | 461          | 463          | 342     | 413      |
|                               | 100%  | 100%   | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | 100%         | 100%    | 100%     |

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Four Seasons Bed Survey

IE5. Have you ever wanted to take home your hotel bed/pillows/duvet because the sleep was so good?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                               | Total | Russia | China | Great Britain | United States |
|-------------------------------|-------|--------|-------|---------------|---------------|
|                               |       | A      | B     | C             | D             |
| Base: All Respondents (unwtd) | 3148  | 325    | 969   | 926           | 928           |
| Base: All Respondents (wtd)   | 1667  | 298    | 448   | 462           | 458           |
| Yes                           | 520   | 100    | 67    | 151           | 203           |
|                               | 31%   | 33%    | 15%   | 33%           | 44%           |
|                               |       | B      |       | B             | ABC           |
| No                            | 1146  | 198    | 381   | 312           | 255           |
|                               | 69%   | 67%    | 85%   | 67%           | 56%           |
|                               |       | D      | ACD   | D             |               |
| Sigma                         | 1667  | 298    | 448   | 462           | 458           |
|                               | 100%  | 100%   | 100%  | 100%          | 100%          |

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Four Seasons Bed Survey

IE5. Have you ever wanted to take home your hotel bed/pillows/duvet because the sleep was so good?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                               | Total | North America | LATAM | Europe | APAC | G-8 Countries | BRIC | Middle East/Africa |
|-------------------------------|-------|---------------|-------|--------|------|---------------|------|--------------------|
|                               |       | A             | B     | C      | D    | E             | F    | G                  |
| Base: All Respondents (unwtd) | 3148  | 928           | -     | 926    | 1294 | 2179          | 1294 | -                  |
| Base: All Respondents (wtd)   | 1667  | 458           | -     | 462    | 747  | 1218          | 747  | -                  |
| Yes                           | 520   | 203           | -     | 151    | 167  | 453           | 167  | -                  |
|                               | 31%   | 44%           | -     | 33%    | 22%  | 37%           | 22%  | -                  |
|                               |       | CDEF          |       | DF     |      | CDF           |      |                    |
| No                            | 1146  | 255           | -     | 312    | 580  | 765           | 580  | -                  |
|                               | 69%   | 56%           | -     | 67%    | 78%  | 63%           | 78%  | -                  |
|                               |       |               |       | AE     | ACE  | A             | ACE  |                    |
| Sigma                         | 1667  | 458           | -     | 462    | 747  | 1218          | 747  | -                  |
|                               | 100%  | 100%          | -     | 100%   | 100% | 100%          | 100% | -                  |

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Four Seasons Bed Survey

IES. Have you ever wanted to take home your hotel bed/pillows/duvet because the sleep was so good?

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                               | China Total | China  |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |
|-------------------------------|-------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                               |             | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|                               |             | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
|                               |             | A      | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U            | V            | W       | X        |
| Base: All Respondents (unwtd) | 969         | 493    | 476    | 370      | 481      | 118      | 34               | 241    | 694  | 772            | 197   | 67        | 218    | 684  | 694                 | 275  | 106            | 863  | 329                       | 640  | 889               | 80           | -            | -       | -        |
| Base: All Respondents (wtd)   | 448         | 215    | 233    | 180      | 157      | 112      | 54               | 175    | 220  | 328            | 120   | 251       | 149    | 48   | 261                 | 188  | 51             | 397  | 94                        | 354  | 367               | 81           | -            | -       | -        |
| Yes                           | 67          | 22     | 45     | 49       | 16       | 2        | 17               | 25     | 25   | 40             | 27    | 31        | 26     | 10   | 34                  | 34   | 20             | 47   | 27                        | 40   | 57                | 11           | -            | -       | -        |
|                               | 15%         | 10%    | 19%    | 27%      | 10%      | 2%       | 32%              | 14%    | 11%  | 12%            | 22%   | 12%       | 18%    | 20%  | 13%                 | 18%  | 40%            | 12%  | 29%                       | 11%  | 15%               | 13%          | -            | -       | -        |
| No                            | 381         | 193    | 188    | 131      | 141      | 110      | 36               | 150    | 195  | 288            | 93    | 220       | 123    | 39   | 227                 | 154  | 31             | 350  | 67                        | 314  | 311               | 70           | -            | -       | -        |
|                               | 85%         | 90%    | 81%    | 73%      | 90%      | 98%      | 68%              | 86%    | 89%  | 88%            | 78%   | 88%       | 82%    | 80%  | 87%                 | 82%  | 60%            | 88%  | 71%                       | 89%  | 85%               | 87%          | -            | -       | -        |
| Sigma                         | *           | *      | *      | *        | C*       | C*       | **               | *      | *    | *              | *     | *         | *      | *    | *                   | **   | **             | *    | R                         | **   | **                | -            | -            | -       |          |
|                               | 448         | 215    | 233    | 180      | 157      | 112      | 54               | 175    | 220  | 328            | 120   | 251       | 149    | 48   | 261                 | 188  | 51             | 397  | 94                        | 354  | 367               | 81           | -            | -       | -        |
|                               | 100%        | 100%   | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | -            | -       | -        |

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Four Seasons Bed Survey

IES. Have you ever wanted to take home your hotel bed/pillows/duvet because the sleep was so good?

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                               | Russia       |      |        |          |          |                  |      |        |                |         |           |      |        |                     |      |                |      |                           |      |                   |                |              |        |         |          |
|-------------------------------|--------------|------|--------|----------|----------|------------------|------|--------|----------------|---------|-----------|------|--------|---------------------|------|----------------|------|---------------------------|------|-------------------|----------------|--------------|--------|---------|----------|
|                               | Russia Total |      | Russia |          |          |                  |      |        |                |         |           |      |        |                     |      |                |      |                           |      |                   |                |              |        |         |          |
|                               | Gender       |      | Age    |          |          | Household Income |      |        | Marital Status |         | Education |      |        | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |                | Social Media |        |         |          |
| A                             | B            | Male | Female | Under 35 | 35 to 49 | 50 to 64         | Low  | Medium | High           | Married | Other     | Low  | Medium | High                | Yes  | No             | Yes  | No                        | Yes  | No                | Total Employed | Non Employed | Active | Passive | Inactive |
| Base: All Respondents (unwtd) | 325          | 177  | 148    | 75       | 119      | 131              | 24   | 120    | 165            | 183     | 142       | 44   | 163    | 118                 | 202  | 123            | 29   | 296                       | 38   | 287               | 234            | 91           | 109    | 148     | 68       |
| Base: All Respondents (wtd)   | 298          | 156  | 142    | 119      | 99       | 80               | 33   | 108    | 138            | 151     | 147       | 73   | 154    | 71                  | 161  | 138            | 23   | 275                       | 32   | 266               | 206            | 92           | 105    | 130     | 63       |
| Yes                           | 100          | 53   | 47     | 55       | 27       | 19               | 17   | 43     | 35             | 45      | 55        | 36   | 41     | 23                  | 49   | 51             | 8    | 92                        | 11   | 88                | 69             | 31           | 48     | 36      | 16       |
|                               | 33%          | 34%  | 33%    | 46%      | 27%      | 23%              | 52%  | 40%    | 26%            | 30%     | 38%       | 49%  | 27%    | 32%                 | 31%  | 37%            | 33%  | 33%                       | 36%  | 33%               | 33%            | 34%          | 46%    | 28%     | 25%      |
|                               |              |      |        | DE*      |          |                  | **   | H*     |                | *       | L*        | *    | *      | *                   | *    | **             | **   | **                        | **   | **                | *              | WX*          | *      |         | *        |
| No                            | 198          | 103  | 95     | 64       | 73       | 62               | 16   | 65     | 103            | 106     | 92        | 37   | 112    | 48                  | 111  | 87             | 15   | 183                       | 20   | 178               | 137            | 61           | 57     | 94      | 47       |
|                               | 67%          | 66%  | 67%    | 54%      | 73%      | 77%              | 48%  | 60%    | 74%            | 70%     | 62%       | 51%  | 73%    | 68%                 | 69%  | 63%            | 67%  | 67%                       | 64%  | 67%               | 67%            | 66%          | 54%    | 72%     | 75%      |
|                               |              |      |        | *        | C        | C                | **   | *      | G              |         | *         | *    | K      | *                   | *    | **             | **   | **                        | **   | **                | *              | *            | V      | V*      |          |
| Sigma                         | 298          | 156  | 142    | 119      | 99       | 80               | 33   | 108    | 138            | 151     | 147       | 73   | 154    | 71                  | 161  | 138            | 23   | 275                       | 32   | 266               | 206            | 92           | 105    | 130     | 63       |
|                               | 100%         | 100% | 100%   | 100%     | 100%     | 100%             | 100% | 100%   | 100%           | 100%    | 100%      | 100% | 100%   | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%           | 100%         | 100%   | 100%    | 100%     |

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Four Seasons Bed Survey

IES. Have you ever wanted to take home your hotel bed/pillows/duvet because the sleep was so good?

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                               | Great Britain          |        |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |                 |              |         |          |      |
|-------------------------------|------------------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|-----------------|--------------|---------|----------|------|
|                               | Great Britain<br>Total | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |                 | Social Media |         |          |      |
|                               |                        | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total<br>Employed | Non<br>Employed | Active       | Passive | Inactive |      |
|                               |                        | A      | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U               | V            | W       | X        |      |
| Base: All Respondents (unwtd) | 926                    | 459    | 467    | 307      | 311      | 308      | 139              | 500    | 192  | 411            | 515   | 200       | 318    | 408  | 582                 | 344  | 83             | 843  | 126                       | 800  | 650               | 276             | 354          | 240     | 332      |      |
| Base: All Respondents (wtd)   | 462                    | 230    | 232    | 167      | 158      | 137      | 70               | 248    | 96   | 198            | 264   | 100       | 160    | 203  | 286                 | 176  | 41             | 421  | 62                        | 400  | 323               | 139             | 181          | 120     | 161      |      |
| Yes                           | 151                    | 62     | 89     | 64       | 47       | 39       | 18               | 79     | 37   | 69             | 82    | 29        | 56     | 66   | 93                  | 58   | 16             | 135  | 24                        | 127  | 110               | 41              | 71           | 35      | 45       |      |
|                               | 33%                    | 27%    | 38%    | 39%      | 30%      | 29%      | 25%              | 32%    | 38%  | 35%            | 31%   | 29%       | 35%    | 32%  | 33%                 | 33%  | 38%            | *    | 32%                       | 38%  | 34%               | 29%             | 39%          | 29%     | 28%      |      |
| No                            | 312                    | 169    | 143    | 103      | 111      | 98       | 53               | 169    | 59   | 129            | 182   | 71        | 104    | 137  | 193                 | 119  | 25             | 286  | 39                        | 273  | 213               | 98              | 110          | 85      | 117      |      |
|                               | 67%                    | 73%    | 62%    | 61%      | 70%      | 71%      | 75%              | 68%    | 62%  | 65%            | 69%   | 71%       | 65%    | 68%  | 67%                 | 67%  | 62%            | 68%  | 62%                       | 68%  | 66%               | 71%             | 61%          | 71%     | 72%      |      |
|                               |                        | B      |        |          | C        |          | H                |        |      |                |       |           |        |      |                     |      | *              |      |                           |      |                   |                 | V            |         | V        |      |
| Sigma                         | 462                    | 230    | 232    | 167      | 158      | 137      | 70               | 248    | 96   | 198            | 264   | 100       | 160    | 203  | 286                 | 176  | 41             | 421  | 62                        | 400  | 323               | 139             | 181          | 120     | 161      |      |
|                               | 100%                   | 100%   | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%            | 100%         | 100%    | 100%     | 100% |

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Four Seasons Bed Survey

IES: Have you ever wanted to take home your hotel bed/pillows/duvet because the sleep was so good?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E/F/G/H/I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y,Z/a/b

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E/F/G/H/I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y,Z/a/b

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                               | United States |        |        |          |          |          |                  |        |      |                |       |           |        |                     |      |                |      |                           |      |                   |                |              |           |         |       |              |        |         |          |
|-------------------------------|---------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|---------------------|------|----------------|------|---------------------------|------|-------------------|----------------|--------------|-----------|---------|-------|--------------|--------|---------|----------|
|                               | Total         | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |                | Region       |           |         |       | Social Media |        |         |          |
|                               |               | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High                | Yes  | No             | Yes  | No                        | Yes  | No                | Total Employed | Non Employed | Northeast | Midwest | South | West         | Active | Passive | Inactive |
|                               |               | A      | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M                   | N    | O              | P    | Q                         | R    | S                 | T              | U            | V         | W       | X     | Y            | Z      | a       | b        |
| Base: All Respondents (unwtd) | 928           | 403    | 525    | 293      | 286      | 349      | 94               | 418    | 416  | 564            | 364   | 307       | 338    | 283                 | 489  | 439            | 125  | 803                       | 148  | 780               | 633            | 295          | 170       | 221     | 326   | 211          | 369    | 192     | 367      |
| Base: All Respondents (wtd)   | 458           | 229    | 229    | 167      | 144      | 147      | 63               | 190    | 205  | 263            | 194   | 197       | 122    | 138                 | 244  | 214            | 62   | 396                       | 74   | 384               | 309            | 149          | 79        | 101     | 171   | 107          | 178    | 91      | 188      |
| Yes                           | 203           | 84     | 118    | 87       | 63       | 52       | 28               | 77     | 98   | 117            | 86    | 75        | 56     | 72                  | 105  | 97             | 34   | 169                       | 40   | 163               | 138            | 64           | 34        | 44      | 78    | 46           | 98     | 40      | 65       |
|                               | 44%           | 37%    | 52%    | 52%      | 44%      | 35%      | 45%              | 40%    | 48%  | 44%            | 44%   | 38%       | 46%    | 52%                 | 43%  | 46%            | 55%  | 43%                       | 54%  | 42%               | 45%            | 43%          | 44%       | 44%     | 46%   | 43%          | 55%    | 44%     | 34%      |
|                               |               |        | A      | E        | E        | *        |                  | G      |      |                |       |           | K      |                     |      | Q              |      | S                         |      |                   |                |              |           |         |       | ab           | b      |         |          |
| No                            | 255           | 144    | 111    | 79       | 81       | 95       | 34               | 114    | 107  | 146            | 109   | 122       | 66     | 66                  | 138  | 117            | 28   | 227                       | 34   | 221               | 171            | 84           | 44        | 57      | 93    | 61           | 81     | 51      | 123      |
|                               | 36%           | 63%    | 48%    | 48%      | 56%      | 65%      | 55%              | 60%    | 52%  | 56%            | 56%   | 52%       | 54%    | 48%                 | 57%  | 54%            | 45%  | 57%                       | 46%  | 58%               | 55%            | 57%          | 56%       | 56%     | 54%   | 57%          | 45%    | 50%     | 66%      |
|                               |               |        | B      |          | CD       | *        | H                |        |      |                |       | M         |        |                     |      | P              |      | R                         |      |                   |                |              |           |         |       | Z            | Za     |         |          |
| Sigma                         | 458           | 229    | 229    | 167      | 144      | 147      | 62               | 190    | 205  | 263            | 194   | 197       | 122    | 138                 | 244  | 214            | 62   | 396                       | 74   | 384               | 309            | 149          | 79        | 101     | 171   | 107          | 178    | 91      | 188      |
|                               | 100%          | 100%   | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%           | 100%         | 100%      | 100%    | 100%  | 100%         | 100%   | 100%    | 100%     |

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Four Seasons Bed Survey

IE6. Which of the following has ever distracted you from getting a good night sleep when traveling?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                 | Gender |      | Age    |          |          | Household Income |      |        | Marital Status |         | Education |      |        | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |                | Social Media |        |         |          |
|---------------------------------|--------|------|--------|----------|----------|------------------|------|--------|----------------|---------|-----------|------|--------|---------------------|------|----------------|------|---------------------------|------|-------------------|----------------|--------------|--------|---------|----------|
|                                 | Total  | Male | Female | Under 35 | 35 to 49 | 50 to 64         | Low  | Medium | High           | Married | Other     | Low  | Medium | High                | Yes  | No             | Yes  | No                        | Yes  | No                | Total Employed | Non Employed | Active | Passive | Inactive |
|                                 | A      | B    | C      | D        | E        | F                | G    | H      | I              | J       | K         | L    | M      | N                   | O    | P              | Q    | R                         | S    | T                 | U              | V            | W      | X       |          |
| Base: All Respondents (unwtd)   | 3148   | 1532 | 1616   | 1045     | 1197     | 906              | 291  | 1279   | 1467           | 1930    | 1218      | 618  | 1037   | 1493                | 1967 | 1181           | 343  | 2805                      | 641  | 2507              | 2406           | 742          | 832    | 580     | 767      |
| Base: All Respondents (wtd)     | 1667   | 830  | 836    | 633      | 558      | 476              | 219  | 721    | 660            | 941     | 726       | 621  | 585    | 460                 | 951  | 716            | 177  | 1489                      | 262  | 1404              | 1206           | 461          | 463    | 342     | 413      |
| Noise                           | 866    | 425  | 441    | 332      | 275      | 259              | 107  | 393    | 319            | 463     | 403       | 281  | 319    | 266                 | 504  | 362            | 77   | 789                       | 132  | 734               | 632            | 234          | 271    | 199     | 217      |
|                                 | 52%    | 51%  | 53%    | 52%      | 49%      | 54%              | 49%  | 54%    | 48%            | 49%     | 55%       | 45%  | 54%    | 58%                 | 53%  | 51%            | 43%  | 53%                       | 50%  | 52%               | 52%            | 51%          | 59%    | 58%     | 53%      |
| Room temperature                | 611    | 277  | 334    | 226      | 203      | 182              | 77   | 280    | 219            | 319     | 292       | 170  | 202    | 238                 | 340  | 271            | 75   | 536                       | 104  | 507               | 432            | 179          | 232    | 147     | 167      |
|                                 | 37%    | 33%  | 40%    | 36%      | 36%      | 38%              | 35%  | 39%    | 33%            | 34%     | 40%       | 27%  | 35%    | 52%                 | 36%  | 38%            | 42%  | 36%                       | 40%  | 36%               | 36%            | 39%          | 50%    | 43%     | 40%      |
|                                 |        |      | A      |          |          |                  |      | H      |                |         | I         |      | K      |                     |      | P              |      |                           |      |                   |                |              | WX     |         |          |
| Uncomfortable bedding           | 517    | 228  | 289    | 202      | 170      | 145              | 57   | 217    | 218            | 277     | 240       | 176  | 183    | 157                 | 283  | 233            | 49   | 468                       | 82   | 435               | 379            | 137          | 174    | 116     | 118      |
|                                 | 31%    | 27%  | 35%    | 32%      | 30%      | 30%              | 26%  | 30%    | 33%            | 29%     | 33%       | 28%  | 31%    | 34%                 | 30%  | 33%            | 28%  | 31%                       | 31%  | 31%               | 31%            | 30%          | 38%    | 34%     | 29%      |
|                                 |        |      | A      |          |          |                  |      |        |                |         |           |      |        |                     |      |                |      |                           |      |                   |                |              | X      |         |          |
| No fresh air                    | 432    | 202  | 230    | 169      | 142      | 121              | 56   | 175    | 182            | 238     | 194       | 149  | 152    | 131                 | 245  | 187            | 49   | 383                       | 74   | 358               | 307            | 125          | 127    | 82      | 77       |
|                                 | 26%    | 24%  | 27%    | 27%      | 25%      | 25%              | 26%  | 24%    | 28%            | 25%     | 27%       | 24%  | 26%    | 28%                 | 26%  | 26%            | 27%  | 26%                       | 28%  | 25%               | 25%            | 27%          | 27%    | 24%     | 19%      |
|                                 |        |      | A      |          |          |                  |      |        |                |         |           |      |        |                     |      |                |      |                           |      |                   |                |              | X      |         |          |
| Unpleasant odour                | 422    | 196  | 226    | 182      | 135      | 106              | 52   | 181    | 174            | 253     | 170       | 155  | 161    | 107                 | 227  | 196            | 50   | 372                       | 80   | 343               | 303            | 120          | 121    | 66      | 70       |
|                                 | 25%    | 24%  | 27%    | 29%      | 24%      | 22%              | 24%  | 25%    | 26%            | 27%     | 23%       | 25%  | 27%    | 23%                 | 24%  | 27%            | 28%  | 25%                       | 30%  | 24%               | 25%            | 26%          | 26%    | 19%     | 17%      |
|                                 |        |      | E      |          |          |                  |      |        |                |         |           |      | M      |                     |      |                |      |                           |      |                   |                |              | WX     |         |          |
| Jet lag                         | 301    | 159  | 142    | 118      | 96       | 86               | 35   | 117    | 138            | 173     | 128       | 75   | 107    | 119                 | 198  | 103            | 40   | 261                       | 73   | 228               | 239            | 62           | 98     | 84      | 60       |
|                                 | 18%    | 19%  | 17%    | 19%      | 17%      | 18%              | 16%  | 16%    | 21%            | 18%     | 18%       | 12%  | 18%    | 26%                 | 21%  | 14%            | 22%  | 18%                       | 28%  | 16%               | 20%            | 13%          | 21%    | 25%     | 15%      |
|                                 |        |      |        |          |          |                  |      |        | G              |         |           |      | K      | KL                  | O    |                |      |                           | S    |                   |                | U            |        | X       | X        |
| Lighting                        | 284    | 139  | 144    | 129      | 88       | 67               | 33   | 138    | 96             | 153     | 130       | 101  | 101    | 82                  | 159  | 125            | 30   | 253                       | 50   | 233               | 204            | 80           | 96     | 42      | 60       |
|                                 | 17%    | 17%  | 17%    | 20%      | 16%      | 14%              | 15%  | 19%    | 15%            | 16%     | 18%       | 16%  | 17%    | 18%                 | 17%  | 17%            | 17%  | 17%                       | 19%  | 17%               | 17%            | 17%          | 17%    | 21%     | 15%      |
|                                 |        |      | E      |          |          |                  |      | H      |                |         |           |      |        |                     |      |                |      |                           |      |                   |                |              | WX     |         |          |
| Not enough blankets             | 190    | 67   | 123    | 76       | 66       | 47               | 27   | 81     | 77             | 99      | 90        | 51   | 64     | 75                  | 96   | 94             | 28   | 161                       | 37   | 153               | 137            | 52           | 75     | 41      | 48       |
|                                 | 11%    | 8%   | 15%    | 12%      | 12%      | 10%              | 12%  | 11%    | 12%            | 11%     | 12%       | 8%   | 11%    | 16%                 | 10%  | 13%            | 16%  | 11%                       | 14%  | 11%               | 11%            | 11%          | 16%    | 12%     | 12%      |
|                                 |        |      | A      |          |          |                  |      |        |                |         |           |      |        | KL                  | Q    |                |      |                           |      |                   |                | X            |        |         |          |
| Interruptions from housekeeping | 161    | 78   | 83     | 73       | 52       | 36               | 23   | 75     | 57             | 74      | 87        | 59   | 52     | 50                  | 92   | 70             | 27   | 135                       | 37   | 124               | 126            | 35           | 66     | 18      | 29       |
|                                 | 10%    | 9%   | 10%    | 12%      | 9%       | 8%               | 10%  | 10%    | 9%             | 8%      | 12%       | 10%  | 9%     | 11%                 | 10%  | 10%            | 15%  | 9%                        | 14%  | 9%                | 10%            | 8%           | 14%    | 5%      | 7%       |
|                                 |        |      | E      |          |          |                  |      |        |                |         |           |      |        |                     |      | Q              |      |                           | S    |                   |                |              | WX     |         |          |
| None of these                   | 294    | 161  | 133    | 103      | 102      | 89               | 51   | 128    | 107            | 159     | 135       | 150  | 88     | 55                  | 168  | 126            | 23   | 270                       | 31   | 263               | 190            | 104          | 51     | 57      | 98       |
|                                 | 18%    | 19%  | 16%    | 16%      | 18%      | 19%              | 23%  | 18%    | 16%            | 17%     | 19%       | 24%  | 15%    | 12%                 | 18%  | 18%            | 13%  | 18%                       | 12%  | 19%               | 16%            | 23%          | 11%    | 17%     | 24%      |
|                                 |        |      | A      |          |          |                  |      |        |                |         |           |      |        | LM                  |      |                |      |                           | R    |                   |                | T            |        | V       | VW       |
| Sigma                           | 4076   | 1932 | 2144   | 1610     | 1328     | 1139             | 517  | 1785   | 1587           | 2208    | 1869      | 1366 | 1430   | 1280                | 2310 | 1766           | 448  | 3628                      | 700  | 3377              | 2948           | 1129         | 1312   | 853     | 945      |
|                                 | 245%   | 233% | 256%   | 255%     | 238%     | 239%             | 236% | 247%   | 241%           | 235%    | 257%      | 220% | 245%   | 278%                | 243% | 247%           | 253% | 244%                      | 267% | 240%              | 245%           | 245%         | 283%   | 249%    | 229%     |

Four Seasons Bed Survey

IE6. Which of the following has ever distracted you from getting a good night sleep when traveling?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                 | Total | Russia | China | Great Britain | United States |
|---------------------------------|-------|--------|-------|---------------|---------------|
|                                 |       | A      | B     | C             | D             |
| Base: All Respondents (unwtd)   | 3148  | 325    | 969   | 926           | 928           |
| Base: All Respondents (wtd)     | 1667  | 298    | 448   | 462           | 458           |
| Noise                           | 866   | 159    | 178   | 290           | 239           |
|                                 | 52%   | 53%    | 40%   | 63%           | 52%           |
|                                 |       | B      |       | ABD           | B             |
| Room temperature                | 611   | 115    | 65    | 257           | 174           |
|                                 | 37%   | 39%    | 15%   | 56%           | 38%           |
|                                 |       | B      |       | ABD           | B             |
| Uncomfortable bedding           | 517   | 107    | 108   | 156           | 146           |
|                                 | 31%   | 36%    | 24%   | 34%           | 32%           |
|                                 |       | B      |       | B             | B             |
| No fresh air                    | 432   | 96     | 145   | 121           | 69            |
|                                 | 26%   | 32%    | 32%   | 26%           | 15%           |
|                                 |       | D      | D     | D             |               |
| Unpleasant odour                | 422   | 82     | 165   | 71            | 103           |
|                                 | 25%   | 28%    | 37%   | 15%           | 23%           |
|                                 |       | C      | CD    |               | C             |
| Jet lag                         | 301   | 100    | 58    | 85            | 57            |
|                                 | 18%   | 34%    | 13%   | 18%           | 13%           |
|                                 |       | BCD    |       | D             |               |
| Lighting                        | 284   | 48     | 85    | 77            | 74            |
|                                 | 17%   | 16%    | 19%   | 17%           | 16%           |
|                                 |       |        |       |               |               |
| Not enough blankets             | 190   | 21     | 26    | 66            | 77            |
|                                 | 11%   | 7%     | 6%    | 14%           | 17%           |
|                                 |       |        |       | AB            | AB            |
| Interruptions from housekeeping | 161   | 17     | 48    | 55            | 41            |
|                                 | 10%   | 6%     | 11%   | 12%           | 9%            |
|                                 |       |        |       | AD            |               |

|               |      |      |      |      |      |
|---------------|------|------|------|------|------|
| None of these | 294  | 33   | 87   | 71   | 103  |
|               | 18%  | 11%  | 19%  | 15%  | 22%  |
|               |      |      | A    |      | AC   |
| Sigma         | 4076 | 778  | 966  | 1248 | 1084 |
|               | 245% | 261% | 215% | 270% | 237% |
|               |      |      |      |      |      |

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Four Seasons Bed Survey

IE6. Which of the following has ever distracted you from getting a good night sleep when traveling?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                 | Total | North America | LATAM | Europe | APAC | G-8 Countries | BRIC | Middle East/Africa |
|---------------------------------|-------|---------------|-------|--------|------|---------------|------|--------------------|
|                                 |       | A             | B     | C      | D    | E             | F    | G                  |
| Base: All Respondents (unwtd)   | 3148  | 928           | -     | 926    | 1294 | 2179          | 1294 | -                  |
| Base: All Respondents (wtd)     | 1667  | 458           | -     | 462    | 747  | 1218          | 747  | -                  |
| Noise                           | 866   | 239           | -     | 290    | 337  | 687           | 337  | -                  |
|                                 | 52%   | 52%           | -     | 63%    | 45%  | 56%           | 45%  | -                  |
|                                 |       | DF            |       | ADEF   |      | ADF           |      |                    |
| Room temperature                | 611   | 174           | -     | 257    | 180  | 546           | 180  | -                  |
|                                 | 37%   | 38%           | -     | 56%    | 24%  | 45%           | 24%  | -                  |
|                                 |       | DF            |       | ADEF   |      | ADF           |      |                    |
| Uncomfortable bedding           | 517   | 146           | -     | 156    | 215  | 408           | 215  | -                  |
|                                 | 31%   | 32%           | -     | 34%    | 29%  | 34%           | 29%  | -                  |
|                                 |       |               |       |        |      |               |      |                    |
| No fresh air                    | 432   | 69            | -     | 121    | 242  | 286           | 242  | -                  |
|                                 | 26%   | 15%           | -     | 26%    | 32%  | 23%           | 32%  | -                  |
|                                 |       |               |       | A      | ACE  | A             | ACE  |                    |
| Unpleasant odour                | 422   | 103           | -     | 71     | 248  | 257           | 248  | -                  |
|                                 | 25%   | 23%           | -     | 15%    | 33%  | 21%           | 33%  | -                  |
|                                 |       | C             |       |        | ACE  | C             | ACE  |                    |
| Jet lag                         | 301   | 57            | -     | 85     | 158  | 243           | 158  | -                  |
|                                 | 18%   | 13%           | -     | 18%    | 21%  | 20%           | 21%  | -                  |
|                                 |       |               |       | A      | A    | A             | A    |                    |
| Lighting                        | 284   | 74            | -     | 77     | 133  | 198           | 133  | -                  |
|                                 | 17%   | 16%           | -     | 17%    | 18%  | 16%           | 18%  | -                  |
|                                 |       |               |       |        |      |               |      |                    |
| Not enough blankets             | 190   | 77            | -     | 66     | 47   | 164           | 47   | -                  |
|                                 | 11%   | 17%           | -     | 14%    | 6%   | 13%           | 6%   | -                  |
|                                 |       | DEF           |       | DF     |      | DF            |      |                    |
| Interruptions from housekeeping | 161   | 41            | -     | 55     | 64   | 113           | 64   | -                  |
|                                 | 10%   | 9%            | -     | 12%    | 9%   | 9%            | 9%   | -                  |
|                                 |       |               |       | AE     |      |               |      |                    |

|               |      |      |   |      |      |      |      |   |
|---------------|------|------|---|------|------|------|------|---|
| None of these | 294  | 103  | - | 71   | 120  | 207  | 120  | - |
|               | 18%  | 22%  | - | 15%  | 16%  | 17%  | 16%  | - |
|               |      | CDEF |   |      |      |      |      |   |
| Sigma         | 4076 | 1084 | - | 1248 | 1744 | 3110 | 1744 | - |
|               | 245% | 237% | - | 270% | 234% | 255% | 234% | - |
|               |      |      |   |      |      |      |      |   |

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Four Seasons Bed Survey

IE6. Which of the following has ever distracted you from getting a good night sleep when traveling?

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                 | China Total | China  |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |
|---------------------------------|-------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                                 |             | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|                                 |             | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
|                                 |             | A      | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U            | V            | W       | X        |
| Base: All Respondents (unwtd)   | 969         | 493    | 476    | 370      | 481      | 118      | 34               | 241    | 694  | 772            | 197   | 67        | 218    | 684  | 694                 | 275  | 106            | 863  | 329                       | 640  | 889               | 80           | -            | -       | -        |
| Base: All Respondents (wtd)     | 448         | 215    | 233    | 180      | 157      | 112      | 54               | 175    | 220  | 328            | 120   | 251       | 149    | 48   | 261                 | 188  | 51             | 397  | 94                        | 354  | 367               | 81           | -            | -       | -        |
| Noise                           | 178         | 100    | 78     | 80       | 57       | 41       | 15               | 79     | 83   | 120            | 58    | 86        | 68     | 24   | 114                 | 64   | 15             | 163  | 40                        | 138  | 157               | 21           | -            | -       | -        |
|                                 | 40%         | 46%    | 33%    | 45%      | 36%      | 37%      | 28%              | 45%    | 38%  | 37%            | 48%   | 34%       | 45%    | 51%  | 44%                 | 34%  | 28%            | 41%  | 42%                       | 39%  | 43%               | 26%          | -            | -       | -        |
| Unpleasant odour                | 165         | 82     | 83     | 79       | 56       | 30       | 13               | 73     | 80   | 111            | 54    | 74        | 72     | 20   | 91                  | 74   | 21             | 144  | 35                        | 130  | 133               | 32           | -            | -       | -        |
|                                 | 37%         | 38%    | 36%    | 44%      | 36%      | 27%      | 23%              | 42%    | 36%  | 34%            | 45%   | 29%       | 48%    | 42%  | 35%                 | 39%  | 41%            | 36%  | 38%                       | 37%  | 36%               | 40%          | -            | -       | -        |
|                                 | *           | *      | *      | *        | *        | **       | *                | *      | *    | *              | *     | *         | K      | K    | *                   | **   | *              | *    | *                         | *    | **                | *            | -            | -       | -        |
| No fresh air                    | 145         | 67     | 79     | 64       | 54       | 28       | 17               | 54     | 75   | 100            | 46    | 74        | 54     | 18   | 81                  | 64   | 19             | 126  | 32                        | 113  | 113               | 33           | -            | -       | -        |
|                                 | 32%         | 31%    | 34%    | 36%      | 34%      | 25%      | 32%              | 31%    | 34%  | 30%            | 38%   | 29%       | 36%    | 37%  | 31%                 | 34%  | 37%            | 32%  | 34%                       | 32%  | 31%               | 40%          | -            | -       | -        |
|                                 | *           | *      | *      | *        | *        | **       | *                | *      | *    | *              | *     | *         | *      | *    | *                   | **   | *              | *    | *                         | *    | **                | *            | -            | -       | -        |
| Uncomfortable bedding           | 108         | 42     | 67     | 39       | 41       | 28       | 6                | 36     | 67   | 78             | 30    | 52        | 41     | 16   | 58                  | 50   | 12             | 96   | 28                        | 80   | 91                | 17           | -            | -       | -        |
|                                 | 24%         | 19%    | 29%    | 22%      | 26%      | 25%      | 11%              | 20%    | 30%  | 24%            | 25%   | 21%       | 27%    | 32%  | 22%                 | 27%  | 24%            | 24%  | 30%                       | 23%  | 25%               | 21%          | -            | -       | -        |
|                                 | *           | *      | *      | *        | *        | **       | *                | *      | *    | *              | *     | *         | K      | K    | *                   | **   | *              | *    | *                         | *    | **                | *            | -            | -       | -        |
| Lighting                        | 85          | 48     | 37     | 47       | 25       | 13       | 9                | 52     | 25   | 50             | 35    | 46        | 31     | 8    | 47                  | 39   | 8              | 77   | 17                        | 68   | 71                | 14           | -            | -       | -        |
|                                 | 19%         | 22%    | 16%    | 26%      | 16%      | 12%      | 16%              | 29%    | 11%  | 15%            | 29%   | 18%       | 21%    | 17%  | 18%                 | 21%  | 16%            | 19%  | 18%                       | 19%  | 19%               | 17%          | -            | -       | -        |
|                                 | *           | *      | *      | *        | *        | **       | *                | H*     | *    | *              | *     | *         | *      | *    | *                   | **   | *              | *    | *                         | *    | **                | *            | -            | -       | -        |
| Room temperature                | 65          | 18     | 47     | 28       | 23       | 14       | 7                | 31     | 27   | 37             | 28    | 31        | 24     | 10   | 34                  | 31   | 12             | 54   | 21                        | 45   | 55                | 10           | -            | -       | -        |
|                                 | 15%         | 9%     | 20%    | 16%      | 15%      | 12%      | 12%              | 18%    | 12%  | 11%            | 23%   | 13%       | 16%    | 20%  | 13%                 | 16%  | 23%            | 13%  | 22%                       | 13%  | 15%               | 13%          | -            | -       | -        |
|                                 | *           | *      | A      | *        | *        | *        | **               | *      | *    | *              | *     | *         | *      | *    | *                   | **   | *              | *    | *                         | *    | **                | *            | -            | -       | -        |
| Jet lag                         | 58          | 35     | 23     | 15       | 25       | 18       | 9                | 16     | 33   | 48             | 10    | 28        | 22     | 9    | 51                  | 7    | 14             | 44   | 31                        | 27   | 56                | 2            | -            | -       | -        |
|                                 | 13%         | 16%    | 10%    | 9%       | 16%      | 16%      | 16%              | 9%     | 15%  | 15%            | 8%    | 11%       | 14%    | 18%  | 19%                 | 4%   | 28%            | 11%  | 33%                       | 8%   | 15%               | 3%           | -            | -       | -        |
|                                 | *           | *      | *      | *        | *        | *        | **               | *      | *    | *              | *     | *         | *      | O    | *                   | **   | *              | *    | S*                        | *    | **                | *            | -            | -       | -        |
| Interruptions from housekeeping | 48          | 27     | 21     | 23       | 14       | 11       | 2                | 24     | 22   | 30             | 18    | 24        | 17     | 7    | 31                  | 17   | 9              | 39   | 12                        | 36   | 45                | 3            | -            | -       | -        |
|                                 | 11%         | 12%    | 9%     | 13%      | 9%       | 9%       | 4%               | 14%    | 10%  | 9%             | 15%   | 10%       | 11%    | 14%  | 12%                 | 9%   | 17%            | 10%  | 12%                       | 10%  | 12%               | 4%           | -            | -       | -        |
|                                 | *           | *      | *      | *        | *        | **       | *                | *      | *    | *              | *     | *         | *      | *    | *                   | **   | *              | *    | *                         | *    | **                | *            | -            | -       | -        |
| Not enough blankets             | 26          | 7      | 19     | 11       | 12       | 2        | 2                | 10     | 13   | 15             | 11    | 6         | 15     | 4    | 10                  | 16   | 4              | 21   | 5                         | 21   | 24                | 2            | -            | -       | -        |
|                                 | 6%          | 3%     | 8%     | 6%       | 8%       | 2%       | 4%               | 6%     | 6%   | 5%             | 9%    | 2%        | 10%    | 8%   | 4%                  | 8%   | 8%             | 5%   | 5%                        | 6%   | 6%                | 2%           | -            | -       | -        |
|                                 | *           | *      | *      | *        | *        | **       | *                | *      | *    | *              | *     | *         | K      | K    | *                   | **   | *              | *    | *                         | *    | **                | *            | -            | -       | -        |
| None of these                   | 87          | 40     | 46     | 30       | 30       | 26       | 20               | 33     | 34   | 69             | 18    | 65        | 17     | 4    | 56                  | 31   | 8              | 79   | 13                        | 74   | 62                | 24           | -            | -       | -        |
|                                 | 19%         | 19%    | 20%    | 17%      | 19%      | 23%      | 37%              | 19%    | 15%  | 21%            | 15%   | 26%       | 12%    | 9%   | 21%                 | 16%  | 15%            | 20%  | 14%                       | 21%  | 17%               | 30%          | -            | -       | -        |
|                                 | *           | *      | *      | *        | *        | **       | *                | *      | *    | *              | *     | *         | *      | *    | *                   | **   | *              | *    | *                         | *    | **                | *            | -            | -       | -        |
| Sigma                           | 966         | 466    | 500    | 418      | 337      | 211      | 99               | 407    | 459  | 659            | 307   | 485       | 360    | 120  | 573                 | 393  | 122            | 844  | 234                       | 732  | 807               | 159          | -            | -       | -        |
|                                 | 215%        | 216%   | 215%   | 232%     | 215%     | 189%     | 185%             | 233%   | 209% | 201%           | 255%  | 193%      | 242%   | 249% | 220%                | 209% | 237%           | 213% | 249%                      | 207% | 220%              | 196%         | -            | -       | -        |

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Four Seasons Bed Survey

IE6. Which of the following has ever distracted you from getting a good night sleep when traveling?

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                 | Russia Total | Russia |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |      |
|---------------------------------|--------------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|------|
|                                 | Gender       |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |      |
|                                 | Male         | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |      |
|                                 | A            | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U            | V            | W       | X        |      |
| Base: All Respondents (unwtd)   | 325          | 177    | 148      | 75       | 119      | 131              | 24     | 120  | 165            | 183   | 142       | 44     | 163  | 118                 | 202  | 123            | 29   | 296                       | 38   | 287               | 234          | 91           | 109     | 148      | 68   |
| Base: All Respondents (wtd)     | 298          | 156    | 142      | 119      | 99       | 80               | 33     | 108  | 138            | 151   | 147       | 73     | 154  | 71                  | 161  | 138            | 23   | 275                       | 32   | 266               | 206          | 92           | 105     | 130      | 63   |
| Noise                           | 159          | 83     | 76       | 73       | 47       | 39               | 23     | 53   | 68             | 69    | 90        | 38     | 87   | 33                  | 83   | 76             | 11   | 148                       | 16   | 142               | 107          | 52           | 61      | 64       | 34   |
|                                 | 53%          | 53%    | 53%      | 61%      | 48%      | 48%              | 69%    | 49%  | 50%            | 45%   | 61%       | 52%    | 57%  | 47%                 | 52%  | 55%            | 46%  | 54%                       | 52%  | 53%               | 52%          | 56%          | 58%     | 49%      | 54%  |
| Room temperature                | 115          | 61     | 54       | 49       | 36       | 30               | 19     | 42   | 49             | 54    | 61        | 34     | 47   | 34                  | 53   | 62             | 12   | 103                       | 14   | 101               | 73           | 42           | 46      | 46       | 23   |
|                                 | 39%          | 39%    | 38%      | 41%      | 36%      | 38%              | 57%    | 38%  | 35%            | 36%   | 42%       | 47%    | 30%  | 48%                 | 33%  | 45%            | 54%  | 37%                       | 43%  | 38%               | 36%          | 45%          | 44%     | 35%      | 36%  |
|                                 | *            | *      | *        | *        | *        | **               | *      | *    | *              | *     | *         | *      | L*   | *                   | *    | **             | *    | **                        | **   | *                 | *            | *            | *       | *        | *    |
| Uncomfortable bedding           | 107          | 64     | 43       | 47       | 36       | 24               | 12     | 36   | 52             | 41    | 66        | 33     | 50   | 23                  | 58   | 49             | 8    | 99                        | 10   | 97                | 80           | 27           | 44      | 44       | 18   |
|                                 | 36%          | 41%    | 30%      | 39%      | 37%      | 29%              | 36%    | 33%  | 38%            | 27%   | 45%       | 45%    | 33%  | 32%                 | 36%  | 35%            | 35%  | 36%                       | 31%  | 36%               | 39%          | 29%          | 42%     | 34%      | 29%  |
|                                 | *            | *      | *        | *        | *        | **               | *      | *    | *              | *     | *         | *      | *    | *                   | *    | **             | *    | **                        | **   | *                 | *            | *            | *       | *        | *    |
| Jet lag                         | 100          | 57     | 43       | 40       | 31       | 29               | 6      | 42   | 51             | 54    | 46        | 18     | 54   | 28                  | 58   | 43             | 5    | 95                        | 12   | 89                | 78           | 22           | 27      | 53       | 20   |
|                                 | 34%          | 37%    | 30%      | 34%      | 31%      | 36%              | 18%    | 39%  | 37%            | 36%   | 31%       | 25%    | 35%  | 40%                 | 36%  | 31%            | 22%  | 35%                       | 36%  | 33%               | 38%          | 24%          | 26%     | 41%      | 31%  |
|                                 | *            | *      | *        | *        | *        | *                | **     | *    | *              | *     | *         | *      | *    | *                   | *    | *              | **   | *                         | **   | **                | *            | *            | *       | *        | *    |
| No fresh air                    | 96           | 49     | 47       | 44       | 27       | 25               | 17     | 32   | 41             | 41    | 55        | 27     | 43   | 26                  | 51   | 45             | 4    | 92                        | 5    | 91                | 62           | 34           | 38      | 41       | 17   |
|                                 | 32%          | 32%    | 33%      | 37%      | 27%      | 32%              | 51%    | 30%  | 30%            | 27%   | 38%       | 37%    | 28%  | 37%                 | 33%  | 18%            | 34%  | 17%                       | 34%  | 30%               | 37%          | 36%          | 32%     | 27%      |      |
|                                 | *            | *      | *        | *        | *        | *                | **     | *    | *              | *     | *         | *      | *    | *                   | *    | **             | *    | **                        | **   | *                 | *            | *            | *       | *        | *    |
| Unpleasant odour                | 82           | 41     | 41       | 41       | 22       | 20               | 14     | 26   | 35             | 42    | 40        | 25     | 39   | 18                  | 41   | 41             | 6    | 77                        | 7    | 75                | 49           | 33           | 36      | 33       | 14   |
|                                 | 28%          | 26%    | 29%      | 34%      | 22%      | 24%              | 42%    | 24%  | 25%            | 28%   | 27%       | 35%    | 25%  | 25%                 | 26%  | 30%            | 25%  | 28%                       | 23%  | 28%               | 24%          | 36%          | 34%     | 25%      | 23%  |
|                                 | *            | *      | *        | *        | *        | *                | **     | *    | *              | *     | *         | *      | *    | *                   | *    | **             | *    | **                        | **   | *                 | *            | *            | *       | *        | *    |
| Lighting                        | 48           | 29     | 18       | 24       | 13       | 10               | 7      | 13   | 20             | 18    | 30        | 12     | 27   | 10                  | 22   | 26             | 3    | 45                        | 3    | 45                | 31           | 17           | 22      | 12       | 13   |
|                                 | 16%          | 19%    | 13%      | 20%      | 14%      | 13%              | 21%    | 12%  | 14%            | 12%   | 20%       | 16%    | 17%  | 13%                 | 14%  | 19%            | 11%  | 16%                       | **   | 17%               | 15%          | 19%          | 21%     | 10%      | 21%  |
|                                 | *            | *      | *        | *        | *        | *                | **     | *    | *              | *     | *         | *      | *    | *                   | *    | *              | **   | *                         | **   | **                | *            | *            | *       | *        | *    |
| Not enough blankets             | 21           | 10     | 11       | 7        | 8        | 6                | 3      | 5    | 12             | 7     | 14        | 2      | 12   | 7                   | 13   | 8              | 2    | 19                        | 2    | 19                | 16           | 5            | 6       | 11       | 4    |
|                                 | 7%           | 7%     | 7%       | 6%       | 8%       | 7%               | 9%     | 4%   | 9%             | 5%    | 9%        | 3%     | 8%   | 10%                 | 8%   | 6%             | 9%   | 7%                        | 8%   | 7%                | 8%           | 6%           | 6%      | 8%       | 7%   |
|                                 | *            | *      | *        | *        | *        | *                | **     | *    | *              | *     | *         | *      | *    | *                   | *    | **             | *    | **                        | **   | *                 | *            | *            | *       | *        | *    |
| Interruptions from housekeeping | 17           | 8      | 9        | 8        | 4        | 4                | 7      | 3    | 6              | 3     | 13        | 10     | 5    | 2                   | 4    | 12             | 2    | 15                        | 2    | 15                | 9            | 7            | 12      | 3        | 2    |
|                                 | 6%           | 5%     | 6%       | 7%       | 4%       | 6%               | 21%    | 3%   | 4%             | 2%    | 9%        | 13%    | 3%   | 3%                  | 3%   | 9%             | 7%   | 5%                        | 5%   | 6%                | 4%           | 8%           | 12%     | 2%       | 2%   |
|                                 | *            | *      | *        | *        | *        | *                | **     | *    | *              | *     | *         | *      | *    | *                   | *    | **             | *    | **                        | **   | *                 | *            | *            | *       | *        | *    |
| None of these                   | 33           | 17     | 16       | 6        | 12       | 15               | 2      | 11   | 18             | 18    | 15        | 6      | 19   | 8                   | 19   | 14             | 3    | 31                        | 4    | 29                | 20           | 14           | 8       | 19       | 7    |
|                                 | 11%          | 11%    | 12%      | 5%       | 12%      | 18%              | 6%     | 10%  | 13%            | 12%   | 11%       | 9%     | 12%  | 11%                 | 12%  | 10%            | 12%  | 11%                       | 12%  | 11%               | 10%          | 15%          | 8%      | 14%      | 10%  |
|                                 | *            | *      | *        | *        | *        | *                | **     | *    | *              | *     | *         | *      | *    | *                   | *    | *              | **   | *                         | **   | **                | *            | *            | *       | *        | *    |
| Sigma                           | 778          | 420    | 358      | 339      | 237      | 202              | 110    | 263  | 353            | 347   | 431       | 206    | 382  | 190                 | 402  | 376            | 55   | 723                       | 75   | 703               | 525          | 253          | 301     | 325      | 152  |
|                                 | 261%         | 269%   | 252%     | 266%     | 238%     | 252%             | 330%   | 243% | 256%           | 230%  | 293%      | 281%   | 249% | 267%                | 250% | 273%           | 240% | 263%                      | 235% | 264%              | 255%         | 275%         | 287%    | 250%     | 241% |

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Four Seasons Bed Survey

IE6. Which of the following has ever distracted you from getting a good night sleep when traveling?

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Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                 | Great Britain          |        |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |                 |              |         |          |
|---------------------------------|------------------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|-----------------|--------------|---------|----------|
|                                 | Great Britain<br>Total | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |                 | Social Media |         |          |
|                                 |                        | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total<br>Employed | Non<br>Employed | Active       | Passive | Inactive |
|                                 |                        | A      | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U               | V            | W       | X        |
| Base: All Respondents (unwtd)   | 926                    | 459    | 467    | 307      | 311      | 308      | 139              | 500    | 192  | 411            | 515   | 200       | 318    | 408  | 582                 | 344  | 83             | 843  | 126                       | 800  | 650               | 276             | 354          | 240     | 332      |
| Base: All Respondents (wtd)     | 462                    | 230    | 232    | 167      | 158      | 137      | 70               | 248    | 96   | 198            | 264   | 100       | 160    | 203  | 286                 | 176  | 41             | 421  | 62                        | 400  | 323               | 139             | 181          | 120     | 161      |
| Noise                           | 290                    | 132    | 158    | 104      | 97       | 89       | 38               | 156    | 64   | 126            | 164   | 56        | 99     | 135  | 181                 | 109  | 25             | 265  | 39                        | 251  | 207               | 82              | 115          | 83      | 92       |
|                                 | 63%                    | 57%    | 68%    | 62%      | 61%      | 65%      | 54%              | 63%    | 67%  | 64%            | 62%   | 56%       | 62%    | 67%  | 63%                 | 62%  | 61%            | 63%  | 62%                       | 63%  | 64%               | 59%             | 64%          | 69%     | 57%      |
| Room temperature                | 257                    | 120    | 137    | 88       | 88       | 81       | 27               | 141    | 59   | 119            | 138   | 44        | 86     | 127  | 161                 | 96   | 25             | 232  | 36                        | 221  | 184               | 73              | 108          | 69      | 80       |
|                                 | 56%                    | 52%    | 59%    | 53%      | 55%      | 59%      | 38%              | 57%    | 62%  | 60%            | 52%   | 44%       | 53%    | 63%  | 56%                 | 54%  | 61%            | 55%  | 57%                       | 55%  | 57%               | 52%             | 60%          | 57%     | 50%      |
| Uncomfortable bedding           |                        |        | A      |          |          |          |                  | F      |      | J              |       |           | K      |      |                     |      | *              |      |                           |      |                   |                 | X            |         |          |
|                                 | 156                    | 67     | 89     | 65       | 46       | 44       | 18               | 81     | 39   | 69             | 86    | 31        | 51     | 73   | 96                  | 60   | 13             | 142  | 22                        | 134  | 111               | 44              | 68           | 43      | 45       |
|                                 | 34%                    | 29%    | 38%    | 39%      | 29%      | 32%      | 25%              | 33%    | 40%  | 35%            | 33%   | 31%       | 32%    | 36%  | 34%                 | 34%  | 33%            | 34%  | 35%                       | 33%  | 34%               | 32%             | 38%          | 35%     | 28%      |
| No fresh air                    |                        |        | A      | D        |          |          |                  | F      |      |                |       |           |        |      |                     |      | *              |      |                           |      |                   | X               |              |         |          |
|                                 | 121                    | 58     | 63     | 40       | 39       | 41       | 16               | 61     | 30   | 55             | 66    | 24        | 35     | 62   | 78                  | 43   | 13             | 108  | 19                        | 102  | 88                | 33              | 53           | 30      | 37       |
|                                 | 26%                    | 25%    | 27%    | 24%      | 25%      | 30%      | 23%              | 24%    | 31%  | 28%            | 25%   | 24%       | 22%    | 31%  | 27%                 | 24%  | 31%            | 26%  | 30%                       | 26%  | 27%               | 24%             | 29%          | 25%     | 23%      |
| Jet lag                         |                        |        | A      |          |          |          |                  | F      |      |                |       |           |        |      |                     |      | *              |      |                           |      |                   | X               |              |         |          |
|                                 | 85                     | 37     | 48     | 33       | 25       | 27       | 10               | 41     | 24   | 37             | 48    | 11        | 24     | 50   | 55                  | 30   | 11             | 75   | 17                        | 69   | 66                | 20              | 41           | 20      | 25       |
|                                 | 18%                    | 16%    | 21%    | 20%      | 16%      | 20%      | 15%              | 17%    | 25%  | 19%            | 18%   | 11%       | 15%    | 25%  | 19%                 | 17%  | 27%            | 18%  | 27%                       | 17%  | 20%               | 14%             | 23%          | 16%     | 15%      |
| Lighting                        |                        |        | A      |          |          |          |                  | F      |      |                |       |           |        |      |                     |      | *              |      |                           |      |                   | X               |              |         |          |
|                                 | 77                     | 30     | 47     | 32       | 24       | 20       | 9                | 41     | 17   | 35             | 42    | 12        | 25     | 40   | 47                  | 29   | 9              | 68   | 17                        | 59   | 56                | 20              | 38           | 17      | 22       |
|                                 | 17%                    | 13%    | 20%    | 19%      | 15%      | 15%      | 13%              | 17%    | 18%  | 18%            | 16%   | 12%       | 16%    | 20%  | 17%                 | 17%  | 22%            | 16%  | 28%                       | 15%  | 17%               | 15%             | 21%          | 14%     | 13%      |
| Unpleasant odour                |                        |        | A      |          |          |          |                  | F      |      |                |       |           |        |      |                     |      | *              |      |                           |      |                   | WX              |              |         |          |
|                                 | 71                     | 28     | 43     | 23       | 28       | 21       | 7                | 37     | 19   | 31             | 40    | 14        | 24     | 34   | 42                  | 29   | 8              | 63   | 14                        | 58   | 51                | 20              | 32           | 16      | 24       |
|                                 | 15%                    | 12%    | 19%    | 14%      | 17%      | 15%      | 10%              | 15%    | 20%  | 16%            | 15%   | 14%       | 15%    | 17%  | 15%                 | 17%  | 21%            | 15%  | 22%                       | 14%  | 16%               | 14%             | 18%          | 13%     | 15%      |
| Not enough blankets             |                        |        | A      |          |          |          |                  | F      |      |                |       |           |        |      |                     |      | *              |      |                           |      |                   | X               |              |         |          |
|                                 | 66                     | 23     | 43     | 25       | 21       | 20       | 8                | 38     | 16   | 32             | 33    | 14        | 20     | 32   | 38                  | 28   | 7              | 59   | 11                        | 55   | 48                | 18              | 32           | 14      | 20       |
|                                 | 14%                    | 10%    | 18%    | 15%      | 13%      | 15%      | 12%              | 15%    | 17%  | 16%            | 13%   | 14%       | 12%    | 16%  | 13%                 | 16%  | 17%            | 14%  | 17%                       | 14%  | 15%               | 13%             | 18%          | 12%     | 12%      |
| Interruptions from housekeeping |                        |        | A      |          |          |          |                  | F      |      |                |       |           |        |      |                     |      | *              |      |                           |      |                   | X               |              |         |          |
|                                 | 55                     | 23     | 32     | 24       | 19       | 12       | 6                | 31     | 12   | 22             | 34    | 10        | 18     | 27   | 34                  | 21   | 6              | 50   | 12                        | 44   | 43                | 13              | 29           | 9       | 17       |
|                                 | 12%                    | 10%    | 14%    | 14%      | 12%      | 9%       | 8%               | 12%    | 12%  | 11%            | 13%   | 10%       | 11%    | 13%  | 12%                 | 12%  | 14%            | 12%  | 19%                       | 11%  | 13%               | 9%              | 16%          | 8%      | 10%      |
| None of these                   |                        |        | A      |          |          |          |                  | F      |      |                |       |           |        |      |                     |      | *              |      |                           |      |                   | WX              |              |         |          |
|                                 | 71                     | 43     | 28     | 25       | 25       | 21       | 19               | 38     | 9    | 24             | 47    | 23        | 28     | 20   | 42                  | 29   | 4              | 67   | 6                         | 65   | 37                | 33              | 15           | 19      | 37       |
|                                 | 15%                    | 19%    | 12%    | 15%      | 16%      | 15%      | 27%              | 15%    | 9%   | 12%            | 18%   | 23%       | 17%    | 10%  | 15%                 | 16%  | 9%             | 16%  | 9%                        | 16%  | 12%               | 24%             | 8%           | 15%     | 23%      |
| Sigma                           |                        |        | B      |          |          |          |                  | GH     |      | H              |       |           |        | I    |                     | M    |                |      |                           |      |                   | T               |              | V       | VW       |
|                                 | 1248                   | 560    | 688    | 460      | 412      | 376      | 159              | 665    | 289  | 551            | 698   | 239       | 409    | 600  | 775                 | 474  | 120            | 1128 | 191                       | 1057 | 892               | 357             | 532          | 319     | 397      |
|                                 | 270%                   | 243%   | 297%   | 276%     | 260%     | 275%     | 226%             | 268%   | 301% | 278%           | 264%  | 240%      | 255%   | 297% | 271%                | 268% | 294%           | 268% | 307%                      | 264% | 276%              | 257%            | 294%         | 265%    | 246%     |

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Four Seasons Bed Survey

IE6. Which of the following has ever distracted you from getting a good night sleep when traveling?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y,Z/a/b

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                 | United States |        |      |      |      |      |                  |      |      |                |      |           |      |                     |      |                |      |                           |      |                   |      |        |      |      |      |              |      |      |      |
|---------------------------------|---------------|--------|------|------|------|------|------------------|------|------|----------------|------|-----------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|------|--------|------|------|------|--------------|------|------|------|
|                                 | Total         | Gender |      | Age  |      |      | Household Income |      |      | Marital Status |      | Education |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |      | Region |      |      |      | Social Media |      |      |      |
|                                 |               | A      | B    | C    | D    | E    | F                | G    | H    | I              | J    | K         | L    | M                   | N    | O              | P    | Q                         | R    | S                 | T    | U      | V    | W    | X    | Y            | Z    | a    | b    |
| Base: All Respondents (unwtd)   | 928           | 403    | 525  | 293  | 286  | 349  | 94               | 418  | 416  | 564            | 364  | 307       | 338  | 283                 | 489  | 439            | 125  | 803                       | 148  | 780               | 633  | 295    | 170  | 221  | 326  | 211          | 369  | 192  | 367  |
| Base: All Respondents (wtd)     | 458           | 229    | 229  | 167  | 144  | 147  | 62               | 190  | 205  | 263            | 194  | 197       | 122  | 138                 | 244  | 214            | 62   | 396                       | 74   | 384               | 309  | 149    | 79   | 101  | 171  | 107          | 178  | 91   | 188  |
| Noise                           | 239           | 110    | 129  | 74   | 74   | 91   | 31               | 105  | 103  | 148            | 91   | 101       | 65   | 73                  | 126  | 114            | 27   | 212                       | 37   | 202               | 160  | 79     | 40   | 55   | 90   | 54           | 95   | 52   | 91   |
|                                 | 52%           | 48%    | 56%  | 45%  | 51%  | 62%  | 50%              | 55%  | 50%  | 56%            | 47%  | 51%       | 53%  | 53%                 | 52%  | 53%            | 43%  | 54%                       | 50%  | 53%               | 52%  | 53%    | 51%  | 54%  | 53%  | 51%          | 54%  | 57%  | 49%  |
| Room temperature                | 174           | 77     | 96   | 60   | 56   | 57   | 25               | 66   | 83   | 108            | 66   | 60        | 46   | 67                  | 92   | 82             | 26   | 148                       | 34   | 139               | 119  | 54     | 29   | 36   | 73   | 36           | 78   | 32   | 63   |
|                                 | 38%           | 34%    | 42%  | 36%  | 39%  | 39%  | 40%              | 35%  | 40%  | 41%            | 34%  | 30%       | 38%  | 40%                 | 38%  | 42%            | 37%  | 46%                       | 36%  | 39%               | 36%  | 37%    | 35%  | 43%  | 34%  | 44%          | 35%  | 34%  | 44%  |
| Uncomfortable bedding           | 146           | 55     | 91   | 51   | 46   | 49   | 21               | 64   | 61   | 88             | 58   | 60        | 41   | 45                  | 72   | 74             | 15   | 130                       | 22   | 124               | 97   | 49     | 23   | 34   | 55   | 34           | 62   | 29   | 55   |
|                                 | 32%           | 24%    | 40%  | 31%  | 32%  | 33%  | 34%              | 34%  | 30%  | 33%            | 30%  | 33%       | 33%  | 29%                 | 35%  | 25%            | 33%  | 29%                       | 32%  | 31%               | 33%  | 29%    | 34%  | 32%  | 31%  | 31%          | 35%  | 32%  | 29%  |
| Unpleasant odour                | 103           | 45     | 58   | 39   | 29   | 35   | 18               | 45   | 40   | 68             | 35   | 42        | 26   | 35                  | 52   | 51             | 15   | 88                        | 23   | 80                | 69   | 34     | 14   | 23   | 41   | 26           | 54   | 18   | 32   |
|                                 | 23%           | 20%    | 26%  | 23%  | 20%  | 24%  | 29%              | 24%  | 19%  | 26%            | 18%  | 21%       | 22%  | 25%                 | 21%  | 24%            | 24%  | 22%                       | 32%  | 21%               | 22%  | 23%    | 18%  | 23%  | 24%  | 24%          | 30%  | 19%  | 17%  |
| Not enough blankets             | 77            | 27     | 51   | 33   | 26   | 18   | 14               | 29   | 35   | 45             | 33   | 28        | 18   | 31                  | 36   | 42             | 15   | 62                        | 19   | 59                | 50   | 27     | 8    | 20   | 25   | 24           | 37   | 16   | 24   |
|                                 | 17%           | 12%    | 22%  | 20%  | 18%  | 12%  | 22%              | 15%  | 17%  | 17%            | 17%  | 14%       | 14%  | 23%                 | 15%  | 19%            | 25%  | 16%                       | 15%  | 16%               | 18%  | 10%    | 20%  | 15%  | 17%  | 14%          | 22%  | 21%  | 17%  |
| Lighting                        | 74            | 32     | 42   | 27   | 25   | 22   | 8                | 31   | 35   | 50             | 24   | 31        | 18   | 24                  | 42   | 31             | 11   | 63                        | 14   | 60                | 46   | 28     | 14   | 15   | 30   | 15           | 36   | 12   | 25   |
|                                 | 16%           | 14%    | 18%  | 16%  | 17%  | 15%  | *                | 17%  | 19%  | 12%            | 16%  | 15%       | 17%  | 17%                 | 15%  | 17%            | 16%  | 18%                       | 16%  | 15%               | 19%  | 18%    | 15%  | 17%  | 14%  | 20%          | 14%  | 14%  | 14%  |
| No fresh air                    | 69            | 29     | 41   | 20   | 22   | 27   | 6                | 27   | 36   | 43             | 26   | 24        | 20   | 25                  | 34   | 35             | 13   | 56                        | 18   | 51                | 44   | 25     | 12   | 14   | 23   | 21           | 36   | 10   | 23   |
|                                 | 15%           | 13%    | 18%  | 12%  | 15%  | 18%  | 9%               | 14%  | 18%  | 16%            | 13%  | 12%       | 16%  | 18%                 | 14%  | 16%            | 21%  | 14%                       | 24%  | 13%               | 14%  | 17%    | 15%  | 14%  | 13%  | 20%          | 20%  | 11%  | 12%  |
| Jet lag                         | 57            | 30     | 28   | 30   | 15   | 13   | 9                | 18   | 30   | 33             | 24   | 18        | 8    | 32                  | 35   | 23             | 9    | 48                        | 14   | 44                | 39   | 18     | 10   | 12   | 18   | 17           | 30   | 11   | 16   |
|                                 | 13%           | 13%    | 12%  | 18%  | 10%  | 9%   | 15%              | 10%  | 15%  | 13%            | 13%  | 9%        | 7%   | 23%                 | 14%  | 11%            | 15%  | 12%                       | 19%  | 11%               | 13%  | 12%    | 13%  | 12%  | 10%  | 16%          | 17%  | 12%  | 9%   |
| Interruptions from housekeeping | 41            | 21     | 20   | 17   | 15   | 9    | 7                | 17   | 17   | 19             | 23   | 15        | 12   | 14                  | 23   | 19             | 11   | 31                        | 12   | 29                | 29   | 12     | 8    | 9    | 14   | 10           | 24   | 6    | 11   |
|                                 | 9%            | 9%     | 9%   | 10%  | 11%  | 6%   | 12%              | 9%   | 8%   | 7%             | 12%  | 8%        | 10%  | 10%                 | 9%   | 9%             | 17%  | 8%                        | 16%  | 8%                | 10%  | 8%     | 10%  | 9%   | 8%   | 9%           | 13%  | 7%   | 6%   |
| None of these                   | 103           | 61     | 42   | 41   | 34   | 28   | 10               | 46   | 46   | 48             | 55   | 25        | 25   | 23                  | 50   | 53             | 9    | 93                        | 8    | 95                | 70   | 33     | 18   | 19   | 43   | 22           | 28   | 20   | 55   |
|                                 | 22%           | 26%    | 18%  | 24%  | 23%  | 19%  | 16%              | 24%  | 23%  | 18%            | 28%  | 20%       | 16%  | 20%                 | 25%  | 15%            | 24%  | 11%                       | 25%  | 23%               | 22%  | 23%    | 19%  | 25%  | 21%  | 16%          | 22%  | 29%  | 2    |
| Sigma                           | 1084          | 486    | 597  | 393  | 342  | 349  | 149              | 450  | 485  | 650            | 434  | 436       | 279  | 369                 | 560  | 524            | 151  | 933                       | 200  | 884               | 724  | 360    | 176  | 237  | 412  | 259          | 480  | 208  | 396  |
|                                 | 237%          | 213%   | 261% | 235% | 238% | 237% | 239%             | 236% | 236% | 247%           | 223% | 221%      | 229% | 207%                | 230% | 245%           | 243% | 236%                      | 271% | 230%              | 234% | 242%   | 223% | 235% | 241% | 242%         | 269% | 228% | 210% |

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Four Seasons Bed Survey

IE7. What are items that a hotel could provide to help you have a better night's sleep?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                       | Gender |      | Age    |          |          | Household Income |      |        | Marital Status |         | Education |      |        | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |                | Social Media |        |         |          |
|---------------------------------------|--------|------|--------|----------|----------|------------------|------|--------|----------------|---------|-----------|------|--------|---------------------|------|----------------|------|---------------------------|------|-------------------|----------------|--------------|--------|---------|----------|
|                                       | Total  | Male | Female | Under 35 | 35 to 49 | 50 to 64         | Low  | Medium | High           | Married | Other     | Low  | Medium | High                | Yes  | No             | Yes  | No                        | Yes  | No                | Total Employed | Non Employed | Active | Passive | Inactive |
|                                       | A      | B    | C      | D        | E        | F                | G    | H      | I              | J       | K         | L    | M      | N                   | O    | P              | Q    | R                         | S    | T                 | U              | V            | W      | X       |          |
| Base: All Respondents (unwtd)         | 3148   | 1532 | 1616   | 1045     | 1197     | 906              | 291  | 1279   | 1467           | 1930    | 1218      | 618  | 1037   | 1493                | 1967 | 1181           | 343  | 2805                      | 641  | 2507              | 2406           | 742          | 832    | 580     | 767      |
| Base: All Respondents (wtd)           | 1667   | 830  | 836    | 633      | 558      | 476              | 219  | 721    | 660            | 941     | 726       | 621  | 585    | 460                 | 951  | 716            | 177  | 1489                      | 262  | 1404              | 1206           | 461          | 463    | 342     | 413      |
| Bath salts/oils for a soothing bath   | 376    | 158  | 219    | 166      | 121      | 90               | 50   | 164    | 143            | 208     | 168       | 135  | 137    | 104                 | 203  | 173            | 47   | 329                       | 78   | 298               | 278            | 99           | 116    | 83      | 72       |
|                                       | 23%    | 19%  | 26%    | 26%      | 22%      | 19%              | 23%  | 23%    | 22%            | 23%     | 22%       | 22%  | 23%    | 23%                 | 21%  | 24%            | 26%  | 22%                       | 30%  | 21%               | 23%            | 21%          | 25%    | 24%     | 17%      |
| Oils for a relaxing scent in the room | 371    | 149  | 222    | 160      | 114      | 96               | 41   | 150    | 165            | 212     | 158       | 130  | 130    | 110                 | 209  | 162            | 53   | 317                       | 74   | 297               | 279            | 91           | 115    | 71      | 71       |
|                                       | 22%    | 18%  | 27%    | 25%      | 20%      | 20%              | 19%  | 21%    | 25%            | 23%     | 22%       | 21%  | 22%    | 24%                 | 22%  | 23%            | 30%  | 21%                       | 28%  | 21%               | 23%            | 20%          | 25%    | 21%     | 17%      |
| Herbal tea                            | 355    | 139  | 215    | 159      | 111      | 84               | 52   | 134    | 156            | 192     | 163       | 113  | 129    | 113                 | 177  | 178            | 42   | 313                       | 67   | 288               | 247            | 107          | 125    | 84      | 64       |
|                                       | 21%    | 17%  | 26%    | 25%      | 20%      | 18%              | 24%  | 19%    | 24%            | 20%     | 22%       | 18%  | 22%    | 24%                 | 19%  | 25%            | 23%  | 21%                       | 25%  | 21%               | 21%            | 23%          | 27%    | 25%     | 15%      |
| Ear plugs                             | 314    | 142  | 172    | 119      | 118      | 77               | 44   | 139    | 113            | 171     | 144       | 104  | 104    | 107                 | 188  | 126            | 34   | 281                       | 54   | 261               | 232            | 83           | 115    | 70      | 84       |
|                                       | 19%    | 17%  | 21%    | 19%      | 21%      | 16%              | 20%  | 19%    | 17%            | 18%     | 20%       | 17%  | 18%    | 23%                 | 20%  | 18%            | 19%  | 19%                       | 21%  | 19%               | 19%            | 18%          | 25%    | 20%     | 20%      |
| Music                                 | 295    | 160  | 135    | 141      | 86       | 68               | 40   | 121    | 121            | 146     | 149       | 115  | 113    | 67                  | 168  | 127            | 41   | 254                       | 61   | 233               | 220            | 74           | 83     | 54      | 42       |
|                                       | 18%    | 19%  | 16%    | 22%      | 15%      | 14%              | 18%  | 17%    | 18%            | 16%     | 20%       | 19%  | 19%    | 14%                 | 18%  | 18%            | 23%  | 17%                       | 23%  | 17%               | 18%            | 16%          | 18%    | 16%     | 10%      |
| Eye mask                              | 256    | 102  | 154    | 128      | 79       | 49               | 46   | 111    | 86             | 133     | 123       | 91   | 88     | 78                  | 146  | 111            | 30   | 226                       | 47   | 209               | 186            | 70           | 92     | 53      | 48       |
|                                       | 15%    | 12%  | 18%    | 20%      | 14%      | 10%              | 21%  | 15%    | 13%            | 14%     | 17%       | 15%  | 15%    | 17%                 | 15%  | 17%            | 15%  | 17%                       | 18%  | 15%               | 15%            | 20%          | 15%    | 12%     | 12%      |
| Guaranteed wakeup call                | 255    | 128  | 128    | 78       | 88       | 89               | 26   | 108    | 115            | 146     | 109       | 81   | 91     | 83                  | 145  | 110            | 35   | 220                       | 55   | 200               | 175            | 80           | 81     | 53      | 46       |
|                                       | 15%    | 15%  | 15%    | 12%      | 16%      | 19%              | 12%  | 15%    | 17%            | 15%     | 15%       | 13%  | 16%    | 18%                 | 15%  | 20%            | 15%  | 20%                       | 21%  | 14%               | 15%            | 17%          | 17%    | 15%     | 11%      |
| Comfortable pajamas                   | 238    | 103  | 134    | 126      | 68       | 44               | 33   | 109    | 86             | 132     | 106       | 103  | 76     | 59                  | 129  | 109            | 25   | 212                       | 53   | 185               | 180            | 57           | 54     | 32      | 29       |
|                                       | 14%    | 12%  | 16%    | 20%      | 12%      | 9%               | 15%  | 15%    | 13%            | 14%     | 15%       | 17%  | 13%    | 13%                 | 14%  | 15%            | 14%  | 14%                       | 20%  | 13%               | 15%            | 12%          | 12%    | 9%      | 7%       |
| Books                                 | 220    | 88   | 132    | 97       | 67       | 55               | 22   | 109    | 81             | 123     | 97        | 76   | 84     | 60                  | 120  | 100            | 26   | 194                       | 45   | 174               | 168            | 51           | 66     | 41      | 28       |
|                                       | 13%    | 11%  | 16%    | 15%      | 12%      | 12%              | 10%  | 15%    | 12%            | 13%     | 13%       | 12%  | 14%    | 13%                 | 13%  | 14%            | 15%  | 13%                       | 17%  | 12%               | 14%            | 11%          | 14%    | 12%     | 7%       |
| White noise machine                   | 179    | 88   | 91     | 75       | 52       | 52               | 19   | 78     | 75             | 95      | 84        | 57   | 53     | 69                  | 100  | 78             | 28   | 151                       | 35   | 144               | 134            | 45           | 66     | 44      | 53       |
|                                       | 11%    | 11%  | 11%    | 12%      | 9%       | 11%              | 9%   | 11%    | 11%            | 10%     | 12%       | 9%   | 9%     | 15%                 | 11%  | 11%            | 16%  | 10%                       | 13%  | 10%               | 11%            | 10%          | 14%    | 13%     | 13%      |
| Hot Water bottle                      | 179    | 63   | 116    | 86       | 57       | 35               | 32   | 80     | 59             | 96      | 82        | 57   | 64     | 57                  | 92   | 87             | 25   | 154                       | 41   | 138               | 126            | 52           | 59     | 26      | 28       |
|                                       | 11%    | 8%   | 14%    | 14%      | 10%      | 7%               | 15%  | 11%    | 9%             | 10%     | 11%       | 9%   | 11%    | 12%                 | 10%  | 12%            | 14%  | 10%                       | 16%  | 10%               | 10%            | 11%          | 13%    | 8%      | 7%       |
| Pillow spray                          | 156    | 64   | 92     | 66       | 55       | 36               | 18   | 74     | 58             | 88      | 68        | 46   | 53     | 57                  | 87   | 69             | 21   | 135                       | 32   | 124               | 115            | 41           | 60     | 30      | 34       |
|                                       | 9%     | 8%   | 11%    | 10%      | 10%      | 7%               | 8%   | 10%    | 9%             | 9%      | 9%        | 7%   | 9%     | 12%                 | 9%   | 10%            | 12%  | 9%                        | 12%  | 9%                | 9%             | 9%           | 13%    | 9%      | 8%       |
| None of these                         | 491    | 270  | 221    | 146      | 174      | 171              | 67   | 220    | 182            | 278     | 214       | 193  | 170    | 128                 | 288  | 203            | 44   | 448                       | 55   | 436               | 345            | 146          | 107    | 107     | 176      |
|                                       | 29%    | 33%  | 26%    | 23%      | 31%      | 36%              | 31%  | 30%    | 28%            | 30%     | 29%       | 31%  | 29%    | 28%                 | 30%  | 28%            | 25%  | 30%                       | 21%  | 31%               | 29%            | 32%          | 23%    | 31%     | 43%      |
| Sigma                                 | 3684   | 1653 | 2031   | 1547     | 1191     | 946              | 491  | 1596   | 1439           | 2020    | 1664      | 1301 | 1291   | 1091                | 2050 | 1634           | 449  | 3235                      | 697  | 2987              | 2686           | 998          | 1141   | 747     | 774      |
|                                       | 221%   | 199% | 243%   | 245%     | 213%     | 199%             | 224% | 221%   | 218%           | 215%    | 229%      | 209% | 221%   | 237%                | 216% | 228%           | 253% | 217%                      | 266% | 213%              | 223%           | 217%         | 246%   | 218%    | 188%     |

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Four Seasons Bed Survey

IE7. What are items that a hotel could provide to help you have a better night's sleep?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                       | Total | Russia | China | Great Britain | United States |
|---------------------------------------|-------|--------|-------|---------------|---------------|
|                                       |       | A      | B     | C             | D             |
| Base: All Respondents (unwtd)         | 3148  | 325    | 969   | 926           | 928           |
| Base: All Respondents (wtd)           | 1667  | 298    | 448   | 462           | 458           |
| Bath salts/oils for a soothing bath   | 376   | 85     | 105   | 103           | 84            |
|                                       | 23%   | 29%    | 23%   | 22%           | 18%           |
|                                       |       | D      |       | D             |               |
| Oils for a relaxing scent in the room | 371   | 52     | 114   | 101           | 103           |
|                                       | 22%   | 18%    | 25%   | 22%           | 22%           |
|                                       |       |        |       |               |               |
| Herbal tea                            | 355   | 116    | 81    | 66            | 91            |
|                                       | 21%   | 39%    | 18%   | 14%           | 20%           |
|                                       |       | BCD    |       |               | C             |
| Ear plugs                             | 314   | 43     | 45    | 135           | 91            |
|                                       | 19%   | 15%    | 10%   | 29%           | 20%           |
|                                       |       |        |       | ABD           | B             |
| Music                                 | 295   | 61     | 116   | 55            | 63            |
|                                       | 18%   | 20%    | 26%   | 12%           | 14%           |
|                                       |       | CD     | CD    |               |               |
| Eye mask                              | 256   | 46     | 64    | 75            | 72            |
|                                       | 15%   | 15%    | 14%   | 16%           | 16%           |
|                                       |       |        |       |               |               |
| Guaranteed wakeup call                | 255   | 52     | 76    | 61            | 66            |
|                                       | 15%   | 17%    | 17%   | 13%           | 14%           |
|                                       |       |        |       |               |               |
| Comfortable pajamas                   | 238   | 36     | 123   | 35            | 44            |
|                                       | 14%   | 12%    | 27%   | 8%            | 10%           |
|                                       |       | C      | ACD   |               |               |
| Books                                 | 220   | 36     | 86    | 53            | 45            |
|                                       | 13%   | 12%    | 19%   | 11%           | 10%           |
|                                       |       |        | CD    |               |               |



|                     |      |      |      |      |      |
|---------------------|------|------|------|------|------|
| White noise machine | 179  | 18   | 16   | 39   | 106  |
|                     | 11%  | 6%   | 3%   | 8%   | 23%  |
|                     |      |      |      | B    | ABC  |
| Hot Water bottle    | 179  | 8    | 66   | 77   | 27   |
|                     | 11%  | 3%   | 15%  | 17%  | 6%   |
|                     |      |      | AD   | AD   | A    |
| Pillow spray        | 156  | 11   | 31   | 54   | 60   |
|                     | 9%   | 4%   | 7%   | 12%  | 13%  |
|                     |      |      |      | AB   | AB   |
| None of these       | 491  | 83   | 101  | 152  | 155  |
|                     | 29%  | 28%  | 22%  | 33%  | 34%  |
|                     |      |      |      | B    | B    |
| Sigma               | 3684 | 648  | 1022 | 1007 | 1007 |
|                     | 221% | 217% | 228% | 218% | 220% |
|                     |      |      |      |      |      |

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Four Seasons Bed Survey

IE7. What are items that a hotel could provide to help you have a better night's sleep?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                       | Total | North America | LATAM | Europe | APAC | G-8 Countries | BRIC | Middle East/Africa |
|---------------------------------------|-------|---------------|-------|--------|------|---------------|------|--------------------|
|                                       |       | A             | B     | C      | D    | E             | F    | G                  |
| Base: All Respondents (unwtd)         | 3148  | 928           | -     | 926    | 1294 | 2179          | 1294 | -                  |
| Base: All Respondents (wtd)           | 1667  | 458           | -     | 462    | 747  | 1218          | 747  | -                  |
| Bath salts/oils for a soothing bath   | 376   | 84            | -     | 103    | 190  | 272           | 190  | -                  |
|                                       | 23%   | 18%           | -     | 22%    | 25%  | 22%           | 25%  | -                  |
|                                       |       |               |       | A      | A    | A             | A    |                    |
| Oils for a relaxing scent in the room | 371   | 103           | -     | 101    | 166  | 257           | 166  | -                  |
|                                       | 22%   | 22%           | -     | 22%    | 22%  | 21%           | 22%  | -                  |
|                                       |       |               |       |        |      |               |      |                    |
| Herbal tea                            | 355   | 91            | -     | 66     | 197  | 273           | 197  | -                  |
|                                       | 21%   | 20%           | -     | 14%    | 26%  | 22%           | 26%  | -                  |
|                                       |       | C             |       |        | AC   | C             | AC   |                    |
| Ear plugs                             | 314   | 91            | -     | 135    | 89   | 269           | 89   | -                  |
|                                       | 19%   | 20%           | -     | 29%    | 12%  | 22%           | 12%  | -                  |
|                                       |       | DF            |       | ADEF   |      | DF            |      |                    |
| Music                                 | 295   | 63            | -     | 55     | 176  | 179           | 176  | -                  |
|                                       | 18%   | 14%           | -     | 12%    | 24%  | 15%           | 24%  | -                  |
|                                       |       |               |       |        | ACE  |               | ACE  |                    |
| Eye mask                              | 256   | 72            | -     | 75     | 109  | 193           | 109  | -                  |
|                                       | 15%   | 16%           | -     | 16%    | 15%  | 16%           | 15%  | -                  |
|                                       |       |               |       |        |      |               |      |                    |
| Guaranteed wakeup call                | 255   | 66            | -     | 61     | 128  | 180           | 128  | -                  |
|                                       | 15%   | 14%           | -     | 13%    | 17%  | 15%           | 17%  | -                  |
|                                       |       |               |       |        |      |               |      |                    |
| Comfortable pajamas                   | 238   | 44            | -     | 35     | 159  | 115           | 159  | -                  |
|                                       | 14%   | 10%           | -     | 8%     | 21%  | 9%            | 21%  | -                  |
|                                       |       |               |       |        | ACE  |               | ACE  |                    |
| Books                                 | 220   | 45            | -     | 53     | 121  | 134           | 121  | -                  |
|                                       | 13%   | 10%           | -     | 11%    | 16%  | 11%           | 16%  | -                  |
|                                       |       |               |       |        | ACE  |               | ACE  |                    |

|                     |      |      |   |      |      |      |      |   |
|---------------------|------|------|---|------|------|------|------|---|
| White noise machine | 179  | 106  | - | 39   | 34   | 163  | 34   | - |
|                     | 11%  | 23%  | - | 8%   | 4%   | 13%  | 4%   | - |
|                     |      | CDEF |   | DF   |      | CDF  |      |   |
| Hot Water bottle    | 179  | 27   | - | 77   | 74   | 113  | 74   | - |
|                     | 11%  | 6%   | - | 17%  | 10%  | 9%   | 10%  | - |
|                     |      |      |   | ADEF | A    | A    | A    |   |
| Pillow spray        | 156  | 60   | - | 54   | 42   | 125  | 42   | - |
|                     | 9%   | 13%  | - | 12%  | 6%   | 10%  | 6%   | - |
|                     |      | DEF  |   | DF   |      | DF   |      |   |
| None of these       | 491  | 155  | - | 152  | 184  | 390  | 184  | - |
|                     | 29%  | 34%  | - | 33%  | 25%  | 32%  | 25%  | - |
|                     |      | DF   |   | DF   |      | DF   |      |   |
| Sigma               | 3684 | 1007 | - | 1007 | 1669 | 2662 | 1669 | - |
|                     | 221% | 220% | - | 218% | 224% | 219% | 224% | - |
|                     |      |      |   |      |      |      |      |   |

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Four Seasons Bed Survey  
 IE7. What are items that a hotel could provide to help you have a better night's sleep?  
 Proportions/Mean: - Column Proportions:  
 Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 Column Means:  
 Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                       | China Total | China  |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |
|---------------------------------------|-------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                                       |             | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|                                       |             | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
| A                                     | B           | C      | D      | E        | F        | G        | H                | I      | J    | K              | L     | M         | N      | O    | P                   | Q    | R              | S    | T                         | U    | V                 | W            | X            |         |          |
| Base: All Respondents (unwtd)         | 969         | 493    | 476    | 370      | 481      | 118      | 34               | 241    | 694  | 772            | 197   | 67        | 218    | 684  | 694                 | 275  | 106            | 863  | 329                       | 640  | 889               | 80           | -            | -       | -        |
| Base: All Respondents (wtd)           | 448         | 215    | 233    | 180      | 157      | 112      | 54               | 175    | 220  | 328            | 120   | 251       | 149    | 48   | 261                 | 188  | 51             | 397  | 94                        | 354  | 367               | 81           | -            | -       | -        |
| Comfortable pajamas                   | 123         | 52     | 70     | 65       | 36       | 22       | 14               | 64     | 45   | 77             | 46    | 67        | 41     | 15   | 69                  | 54   | 16             | 107  | 36                        | 87   | 104               | 19           | -            | -       | -        |
|                                       | 27%         | 24%    | 30%    | 36%      | 23%      | 20%      | 26%              | 37%    | 20%  | 24%            | 38%   | 27%       | 31%    | 26%  | 29%                 | 31%  | 27%            | 38%  | 25%                       | 28%  | 28%               | 22%          | -            | -       | -        |
| Music                                 | 116         | 56     | 59     | 54       | 37       | 25       | 12               | 47     | 57   | 74             | 42    | 57        | 45     | 14   | 66                  | 49   | 14             | 102  | 28                        | 88   | 102               | 14           | -            | -       | -        |
|                                       | 26%         | 26%    | 25%    | 30%      | 24%      | 22%      | 22%              | 27%    | 26%  | 22%            | 35%   | 23%       | 30%    | 29%  | 25%                 | 26%  | 27%            | 26%  | 30%                       | 25%  | 28%               | 17%          | -            | -       | -        |
|                                       | *           | *      | *      | *        | *        | **       | *                | *      | *    | *              | *     | *         | *      | *    | **                  | *    | **             | *    | *                         | *    | **                | *            | -            | -       | -        |
| Oils for a relaxing scent in the room | 114         | 41     | 73     | 48       | 39       | 27       | 4                | 35     | 75   | 89             | 25    | 60        | 38     | 15   | 70                  | 44   | 22             | 92   | 32                        | 82   | 99                | 15           | -            | -       | -        |
|                                       | 25%         | 19%    | 31%    | 26%      | 25%      | 25%      | 8%               | 20%    | 34%  | 27%            | 21%   | 24%       | 26%    | 32%  | 27%                 | 24%  | 42%            | 23%  | 34%                       | 23%  | 27%               | 19%          | -            | -       | -        |
|                                       | *           | *      | *      | *        | *        | **       | **               | *      | G    | *              | *     | *         | *      | *    | *                   | **   | *              | **   | *                         | *    | **                | *            | -            | -       | -        |
| Bath salts/oils for a soothing bath   | 105         | 50     | 55     | 41       | 39       | 25       | 6                | 46     | 53   | 82             | 22    | 58        | 33     | 14   | 60                  | 44   | 15             | 89   | 34                        | 71   | 93                | 12           | -            | -       | -        |
|                                       | 23%         | 23%    | 23%    | 23%      | 25%      | 23%      | 11%              | 26%    | 24%  | 25%            | 19%   | 23%       | 22%    | 29%  | 23%                 | 24%  | 30%            | 22%  | 36%                       | 20%  | 25%               | 15%          | -            | -       | -        |
|                                       | *           | *      | *      | *        | *        | **       | *                | *      | *    | *              | *     | *         | *      | *    | *                   | **   | *              | **   | *                         | *    | **                | *            | -            | -       | -        |
| Books                                 | 86          | 25     | 60     | 43       | 29       | 14       | 7                | 44     | 34   | 56             | 30    | 44        | 32     | 10   | 47                  | 38   | 8              | 77   | 18                        | 68   | 80                | 6            | -            | -       | -        |
|                                       | 19%         | 12%    | 26%    | 24%      | 18%      | 12%      | 13%              | 25%    | 16%  | 17%            | 25%   | 18%       | 21%    | 20%  | 18%                 | 20%  | 16%            | 19%  | 19%                       | 19%  | 22%               | 7%           | -            | -       | -        |
|                                       | *           | A      | *      | *        | *        | **       | *                | *      | *    | *              | *     | *         | *      | *    | *                   | **   | *              | **   | *                         | *    | **                | *            | -            | -       | -        |
| Herbal tea                            | 81          | 30     | 52     | 34       | 36       | 11       | 12               | 22     | 48   | 51             | 30    | 42        | 31     | 9    | 40                  | 41   | 16             | 66   | 25                        | 56   | 67                | 15           | -            | -       | -        |
|                                       | 18%         | 14%    | 22%    | 19%      | 23%      | 10%      | 22%              | 12%    | 22%  | 16%            | 25%   | 17%       | 21%    | 18%  | 15%                 | 22%  | 31%            | 17%  | 27%                       | 16%  | 18%               | 18%          | -            | -       | -        |
|                                       | *           | *      | *      | *        | *        | **       | **               | *      | *    | *              | *     | *         | *      | *    | *                   | **   | *              | **   | *                         | *    | **                | *            | -            | -       | -        |
| Guaranteed wakeup call                | 76          | 38     | 38     | 26       | 27       | 22       | 8                | 22     | 45   | 55             | 21    | 37        | 27     | 12   | 40                  | 36   | 12             | 64   | 21                        | 54   | 54                | 22           | -            | -       | -        |
|                                       | 17%         | 18%    | 16%    | 14%      | 17%      | 20%      | 15%              | 13%    | 21%  | 17%            | 17%   | 15%       | 18%    | 24%  | 15%                 | 19%  | 23%            | 16%  | 23%                       | 15%  | 15%               | 27%          | -            | -       | -        |
|                                       | *           | *      | *      | *        | *        | **       | *                | *      | *    | *              | *     | *         | *      | K    | *                   | **   | *              | **   | *                         | *    | **                | *            | -            | -       | -        |
| Hot Water bottle                      | 66          | 31     | 35     | 29       | 26       | 11       | 12               | 26     | 27   | 45             | 20    | 35        | 24     | 7    | 32                  | 33   | 8              | 58   | 20                        | 46   | 49                | 17           | -            | -       | -        |
|                                       | 15%         | 14%    | 15%    | 16%      | 17%      | 10%      | 23%              | 15%    | 12%  | 14%            | 17%   | 14%       | 16%    | 14%  | 12%                 | 18%  | 16%            | 14%  | 21%                       | 13%  | 13%               | 21%          | -            | -       | -        |
|                                       | *           | *      | *      | *        | *        | **       | *                | *      | *    | *              | *     | *         | *      | *    | *                   | **   | *              | **   | *                         | *    | **                | *            | -            | -       | -        |
| Eye mask                              | 64          | 31     | 32     | 34       | 21       | 8        | 10               | 24     | 30   | 41             | 23    | 31        | 23     | 9    | 48                  | 15   | 12             | 52   | 19                        | 44   | 61                | 3            | -            | -       | -        |
|                                       | 14%         | 14%    | 14%    | 19%      | 13%      | 7%       | 19%              | 14%    | 14%  | 12%            | 19%   | 12%       | 16%    | 18%  | 19%                 | 8%   | 23%            | 13%  | 21%                       | 12%  | 17%               | 3%           | -            | -       | -        |
|                                       | *           | *      | *      | *        | *        | **       | *                | *      | *    | *              | *     | *         | *      | O    | *                   | **   | *              | *    | *                         | *    | **                | *            | -            | -       | -        |
| Ear plugs                             | 45          | 19     | 26     | 19       | 19       | 8        | 9                | 14     | 23   | 36             | 10    | 28        | 11     | 7    | 33                  | 13   | 14             | 32   | 20                        | 26   | 42                | 4            | -            | -       | -        |
|                                       | 10%         | 9%     | 11%    | 10%      | 12%      | 7%       | 16%              | 8%     | 10%  | 11%            | 8%    | 11%       | 7%     | 15%  | 13%                 | 7%   | 27%            | 8%   | 21%                       | 7%   | 11%               | 5%           | -            | -       | -        |
|                                       | *           | *      | *      | *        | *        | **       | *                | *      | *    | *              | *     | *         | *      | L    | *                   | **   | *              | **   | S*                        | *    | **                | **           | -            | -       | -        |
| Pillow spray                          | 31          | 7      | 24     | 16       | 14       | 1        | 1                | 5      | 24   | 25             | 6     | 10        | 16     | 5    | 14                  | 17   | 4              | 27   | 9                         | 22   | 25                | 6            | -            | -       | -        |
|                                       | 7%          | 3%     | 10%    | 9%       | 9%       | 1%       | 2%               | 3%     | 11%  | 8%             | 5%    | 4%        | 11%    | 10%  | 5%                  | 9%   | 8%             | 7%   | 10%                       | 6%   | 7%                | 7%           | -            | -       | -        |
|                                       | *           | *      | *      | *        | *        | **       | *                | *      | *    | *              | *     | *         | *      | K    | *                   | **   | *              | **   | *                         | *    | **                | *            | -            | -       | -        |
| White noise machine                   | 16          | 4      | 12     | 12       | 3        | *        | 1                | 7      | 7    | 10             | 6     | 4         | 9      | 3    | 6                   | 9    | 7              | 9    | 5                         | 10   | 13                | 3            | -            | -       | -        |
|                                       | 3%          | 2%     | 5%     | 7%       | 2%       | *        | 2%               | 4%     | 3%   | 3%             | 5%    | 2%        | 6%     | 6%   | 2%                  | 5%   | 14%            | 2%   | 6%                        | 3%   | 4%                | 3%           | -            | -       | -        |
|                                       | *           | *      | *      | *        | *        | **       | *                | *      | *    | *              | *     | *         | *      | K    | *                   | **   | *              | *    | *                         | *    | **                | *            | -            | -       | -        |
| None of these                         | 101         | 58     | 43     | 32       | 35       | 34       | 21               | 39     | 40   | 81             | 20    | 62        | 31     | 7    | 61                  | 40   | 9              | 92   | 13                        | 88   | 73                | 28           | -            | -       | -        |
|                                       | 22%         | 27%    | 19%    | 18%      | 22%      | 30%      | 40%              | 22%    | 18%  | 25%            | 16%   | 25%       | 21%    | 15%  | 23%                 | 21%  | 17%            | 23%  | 14%                       | 25%  | 20%               | 34%          | -            | -       | -        |
|                                       | *           | *      | *      | *        | *        | **       | *                | *      | *    | *              | *     | *         | *      | *    | *                   | **   | *              | **   | *                         | *    | **                | *            | -            | -       | -        |
| Sigma                                 | 1022        | 443    | 579    | 452      | 361      | 208      | 118              | 395    | 509  | 722            | 300   | 535       | 361    | 126  | 586                 | 436  | 156            | 866  | 281                       | 741  | 861               | 161          | -            | -       | -        |
|                                       | 228%        | 206%   | 248%   | 251%     | 231%     | 187%     | 219%             | 226%   | 231% | 220%           | 250%  | 213%      | 242%   | 261% | 225%                | 232% | 304%           | 218% | 299%                      | 234% | 199%              | -            | -            | -       |          |

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Four Seasons Bed Survey  
 IE7. What are items that a hotel could provide to help you have a better night's sleep?  
 Proportions/Means: - Column Proportions:  
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 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 Column Means:  
 Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                       | Russia Total | Russia |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |      |
|---------------------------------------|--------------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|------|
|                                       | Gender       |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |      |
|                                       | Male         | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |      |
| A                                     | B            | C      | D        | E        | F        | G                | H      | I    | J              | K     | L         | M      | N    | O                   | P    | Q              | R    | S                         | T    | U                 | V            | W            | X       |          |      |
| Base: All Respondents (unwtd)         | 325          | 177    | 148      | 75       | 119      | 131              | 24     | 120  | 165            | 183   | 142       | 44     | 163  | 118                 | 202  | 123            | 29   | 296                       | 38   | 287               | 234          | 91           | 109     | 148      | 68   |
| Base: All Respondents (wtd)           | 298          | 156    | 142      | 119      | 99       | 80               | 33     | 108  | 138            | 151   | 147       | 73     | 154  | 71                  | 161  | 138            | 23   | 275                       | 32   | 266               | 206          | 92           | 105     | 130      | 63   |
| Herbal tea                            | 116          | 53     | 63       | 52       | 35       | 29               | 15     | 42   | 53             | 57    | 55        | 25     | 60   | 31                  | 57   | 59             | 6    | 110                       | 12   | 104               | 78           | 38           | 45      | 49       | 21   |
|                                       | 39%          | 34%    | 44%      | 44%      | 35%      | 36%              | 46%    | 39%  | 38%            | 40%   | 43%       | 35%    | 39%  | 43%                 | 35%  | 43%            | 24%  | 40%                       | 37%  | 39%               | 36%          | 41%          | 43%     | 38%      | 34%  |
| Bath salts/oils for a soothing bath   | 85           | 33     | 52       | 47       | 24       | 14               | 15     | 26   | 34             | 32    | 53        | 25     | 47   | 14                  | 36   | 49             | 9    | 76                        | 11   | 74                | 55           | 31           | 35      | 35       | 15   |
|                                       | 29%          | 21%    | 36%      | 40%      | 24%      | 18%              | 46%    | 24%  | 24%            | 21%   | 36%       | 34%    | 30%  | 19%                 | 22%  | 36%            | 41%  | 27%                       | 34%  | 28%               | 26%          | 33%          | 34%     | 27%      | 23%  |
|                                       |              | A      | DE*      |          |          |                  | **     | *    |                |       | !*        | *      |      | *                   |      | N*             | **   |                           | **   |                   | *            | *            | *       | *        | *    |
| Music                                 | 61           | 44     | 17       | 37       | 15       | 9                | 7      | 20   | 27             | 19    | 42        | 20     | 31   | 9                   | 34   | 27             | 5    | 56                        | 7    | 54                | 40           | 20           | 28      | 26       | 6    |
|                                       | 20%          | 28%    | 12%      | 31%      | 15%      | 12%              | 21%    | 19%  | 19%            | 13%   | 28%       | 27%    | 20%  | 13%                 | 21%  | 20%            | 21%  | 20%                       | 21%  | 20%               | 20%          | 22%          | 27%     | 20%      | 10%  |
|                                       |              | B      | DE*      |          |          |                  | **     | *    |                |       | !*        | *      |      | *                   |      | **             | **   |                           | **   |                   | *            | X*           | *       | *        | *    |
| Oils for a relaxing scent in the room | 52           | 18     | 34       | 24       | 16       | 13               | 6      | 16   | 26             | 24    | 28        | 9      | 27   | 16                  | 24   | 28             | 8    | 44                        | 7    | 46                | 35           | 17           | 19      | 24       | 9    |
|                                       | 18%          | 12%    | 24%      | 20%      | 16%      | 16%              | 19%    | 15%  | 18%            | 16%   | 19%       | 13%    | 18%  | 22%                 | 15%  | 20%            | 36%  | 16%                       | 22%  | 17%               | 17%          | 19%          | 18%     | 19%      | 14%  |
| Guaranteed wakeup call                | 52           | 27     | 25       | 13       | 22       | 17               | 2      | 22   | 26             | 26    | 26        | 10     | 26   | 16                  | 27   | 25             | 7    | 45                        | 8    | 44                | 33           | 19           | 26      | 19       | 7    |
|                                       | 17%          | 17%    | 17%      | 11%      | 22%      | 21%              | 7%     | 20%  | 19%            | 17%   | 18%       | 14%    | 17%  | 22%                 | 17%  | 18%            | 29%  | 16%                       | 26%  | 17%               | 16%          | 20%          | 25%     | 15%      | 11%  |
|                                       |              |        |          | *        |          |                  | **     | *    |                |       | *         | *      |      | *                   |      | **             | **   |                           | **   |                   | *            | *            | *       | *        | *    |
| Eye mask                              | 46           | 17     | 29       | 32       | 8        | 5                | 9      | 16   | 14             | 20    | 26        | 21     | 16   | 10                  | 19   | 27             | *    | 45                        | *    | 45                | 27           | 19           | 25      | 15       | 6    |
|                                       | 15%          | 11%    | 20%      | 27%      | 8%       | 7%               | 27%    | 15%  | 10%            | 13%   | 17%       | 28%    | 10%  | 14%                 | 12%  | 19%            | 2%   | 16%                       | 1%   | 17%               | 13%          | 21%          | 24%     | 11%      | 9%   |
|                                       |              |        | DE*      |          |          |                  | **     | *    |                |       | *         | L*     | *    | *                   | *    | **             | **   |                           | **   |                   | *            | WX*          | *       | *        | *    |
| Ear plugs                             | 43           | 23     | 20       | 22       | 12       | 9                | 2      | 7    | 28             | 20    | 24        | 10     | 24   | 8                   | 24   | 19             | -    | 43                        | 2    | 42                | 31           | 12           | 20      | 13       | 11   |
|                                       | 15%          | 15%    | 14%      | 19%      | 12%      | 11%              | 6%     | 7%   | 20%            | 13%   | 16%       | 14%    | 16%  | 12%                 | 15%  | 14%            | -    | 16%                       | 5%   | 16%               | 15%          | 13%          | 19%     | 10%      | 18%  |
|                                       |              |        |          |          |          |                  |        | G    |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |      |
| Comfortable pajamas                   | 36           | 13     | 23       | 21       | 9        | 6                | 8      | 12   | 11             | 14    | 22        | 13     | 15   | 8                   | 15   | 21             | *    | 36                        | 2    | 34                | 19           | 17           | 15      | 14       | 8    |
|                                       | 12%          | 8%     | 16%      | 18%      | 9%       | 7%               | 23%    | 11%  | 8%             | 10%   | 15%       | 18%    | 9%   | 12%                 | 9%   | 15%            | 2%   | 13%                       | 5%   | 13%               | 9%           | 18%          | 14%     | 10%      | 12%  |
|                                       |              |        |          | *        |          |                  | **     | *    |                |       | *         | *      |      | *                   |      | **             | **   |                           | **   |                   | *            | *            | *       | *        | *    |
| Books                                 | 36           | 17     | 19       | 13       | 13       | 10               | -      | 20   | 15             | 15    | 21        | 9      | 17   | 10                  | 17   | 19             | 4    | 31                        | 5    | 31                | 20           | 16           | 20      | 13       | 3    |
|                                       | 12%          | 11%    | 13%      | 11%      | 13%      | 13%              | -      | 19%  | 11%            | 10%   | 14%       | 12%    | 11%  | 14%                 | 10%  | 14%            | 20%  | 11%                       | 15%  | 12%               | 10%          | 18%          | 19%     | 10%      | 4%   |
|                                       |              |        |          | *        |          |                  | **     | *    |                |       | *         | *      |      | *                   | *    | **             | **   |                           | **   |                   | *            | X*           | *       | *        | *    |
| White noise machine                   | 18           | 10     | 8        | 11       | 5        | 3                | 4      | 5    | 6              | 6     | 12        | 10     | 6    | 2                   | 6    | 11             | 2    | 16                        | 2    | 16                | 10           | 7            | 6       | 6        | 6    |
|                                       | 6%           | 6%     | 6%       | 9%       | 5%       | 3%               | 11%    | 5%   | 4%             | 4%    | 8%        | 13%    | 4%   | 3%                  | 4%   | 8%             | 10%  | 6%                        | 7%   | 6%                | 5%           | 8%           | 6%      | 5%       | 10%  |
|                                       |              |        |          | *        |          |                  | **     | *    |                |       | *         | *      |      | *                   | *    | **             | **   |                           | **   |                   | *            | *            | *       | *        | *    |
| Pillow spray                          | 11           | 5      | 6        | 3        | 6        | 2                | -      | 7    | 3              | 7     | 4         | 2      | 5    | 4                   | 6    | 1              | 10   | -                         | 11   | 8                 | 3            | 4            | 5       | 2        | 3    |
|                                       | 4%           | 3%     | 4%       | 2%       | 6%       | 3%               | -      | 6%   | 2%             | 5%    | 2%        | 3%     | 3%   | 5%                  | 3%   | 5%             | 3%   | 4%                        | -    | 4%                | 4%           | 3%           | 4%      | 4%       | 3%   |
|                                       |              |        |          | *        |          |                  | **     | 6%   | 2%             | 5%    | 2%        | 3%     | 3%   | 5%                  | 3%   | 5%             | 3%   | 4%                        | **   | **                | *            | *            | *       | *        | *    |
| Hot Water bottle                      | 8            | 2      | 7        | 2        | 2        | 4                | *      | 2    | 5              | 4     | 4         | -      | 5    | 3                   | 3    | 5              | 1    | 8                         | 1    | 8                 | 5            | 3            | 4       | 3        | 1    |
|                                       | 3%           | 1%     | 5%       | 2%       | 2%       | 5%               | 1%     | 2%   | 4%             | 3%    | 3%        | -      | 3%   | 5%                  | 2%   | 4%             | 3%   | 3%                        | 2%   | 3%                | 3%           | 3%           | 4%      | 3%       | 2%   |
|                                       |              |        |          | *        |          |                  | **     | *    |                |       | *         | *      |      | *                   | *    | **             | **   |                           | **   |                   | *            | *            | *       | *        | *    |
| None of these                         | 83           | 47     | 37       | 19       | 34       | 30               | 4      | 36   | 41             | 47    | 37        | 20     | 43   | 21                  | 51   | 32             | 5    | 78                        | 8    | 76                | 65           | 18           | 18      | 46       | 19   |
|                                       | 28%          | 30%    | 26%      | 16%      | 35%      | 37%              | 12%    | 33%  | 30%            | 31%   | 25%       | 27%    | 28%  | 29%                 | 32%  | 23%            | 22%  | 28%                       | 24%  | 28%               | 32%          | 19%          | 18%     | 35%      | 30%  |
|                                       |              |        |          | *        | C        | C                | **     | *    | *              | *     | *         | *      | *    | *                   | *    | **             | **   | **                        | **   | **                | **           | *            | *       | V        | *    |
| Sigma                                 | 648          | 309    | 339      | 295      | 201      | 152              | 73     | 231  | 288            | 292   | 355       | 175    | 321  | 151                 | 319  | 329            | 49   | 599                       | 64   | 584               | 427          | 220          | 266     | 268      | 114  |
|                                       | 217%         | 198%   | 238%     | 249%     | 202%     | 189%             | 218%   | 214% | 209%           | 194%  | 241%      | 239%   | 209% | 212%                | 199% | 239%           | 214% | 217%                      | 199% | 219%              | 207%         | 239%         | 254%    | 206%     | 180% |

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 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                       | Great Britain |        |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |
|---------------------------------------|---------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                                       | Total         | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|                                       |               | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
|                                       |               | A      | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U            | V            | W       | X        |
| Base: All Respondents (unwtd)         | 926           | 459    | 467    | 307      | 311      | 308      | 139              | 500    | 192  | 411            | 515   | 200       | 318    | 408  | 582                 | 344  | 83             | 843  | 126                       | 800  | 650               | 276          | 354          | 240     | 332      |
| Base: All Respondents (wtd)           | 462           | 230    | 232    | 167      | 158      | 137      | 70               | 248    | 96   | 198            | 264   | 100       | 160    | 203  | 286                 | 176  | 41             | 421  | 62                        | 400  | 323               | 139          | 181          | 120     | 161      |
| Ear plugs                             | 135           | 60     | 75     | 45       | 53       | 37       | 18               | 79     | 26   | 59             | 76    | 29        | 42     | 64   | 83                  | 51   | 13             | 122  | 20                        | 115  | 99                | 36           | 57           | 37      | 40       |
|                                       | 29%           | 26%    | 32%    | 27%      | 33%      | 27%      | 25%              | 32%    | 27%  | 30%            | 29%   | 29%       | 26%    | 32%  | 29%                 | 29%  | 31%            | 29%  | 32%                       | 29%  | 31%               | 26%          | 32%          | 31%     | 25%      |
| Bath salts/oils for a soothing bath   | 103           | 44     | 59     | 42       | 34       | 26       | 14               | 57     | 23   | 44             | 58    | 20        | 32     | 51   | 67                  | 36   | 11             | 92   | 19                        | 84   | 79                | 23           | 46           | 30      | 27       |
|                                       | 22%           | 19%    | 26%    | 25%      | 22%      | 19%      | 20%              | 23%    | 24%  | 22%            | 22%   | 20%       | 20%    | 25%  | 24%                 | 20%  | 27%            | 22%  | 30%                       | 21%  | 25%               | 17%          | 25%          | 25%     | 17%      |
|                                       |               | A      |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      | +              |      | S                         |      | U                 |              | X            |         | X        |
| Oils for a relaxing scent in the room | 101           | 45     | 57     | 45       | 30       | 26       | 16               | 53     | 23   | 43             | 58    | 19        | 36     | 46   | 62                  | 39   | 10             | 91   | 18                        | 84   | 77                | 24           | 44           | 29      | 28       |
|                                       | 22%           | 19%    | 24%    | 27%      | 19%      | 19%      | 22%              | 21%    | 24%  | 22%            | 22%   | 20%       | 23%    | 23%  | 22%                 | 22%  | 25%            | 22%  | 28%                       | 21%  | 24%               | 18%          | 24%          | 24%     | 18%      |
|                                       |               |        | A      | DE       |          |          |                  |        |      |                |       |           |        |      |                     |      |                | +    |                           | U    |                   | X            |              | X       |          |
| Hot Water bottle                      | 77            | 18     | 59     | 41       | 22       | 15       | 14               | 44     | 12   | 32             | 45    | 15        | 26     | 36   | 43                  | 35   | 6              | 71   | 10                        | 67   | 53                | 24           | 37           | 19      | 21       |
|                                       | 17%           | 8%     | 26%    | 24%      | 14%      | 11%      | 20%              | 18%    | 12%  | 16%            | 17%   | 15%       | 16%    | 18%  | 15%                 | 20%  | 15%            | 17%  | 17%                       | 17%  | 16%               | 18%          | 21%          | 15%     | 13%      |
|                                       |               |        | A      | DE       |          |          |                  |        |      |                |       |           |        |      |                     |      |                | +    |                           | U    |                   | X            |              | X       |          |
| Eye mask                              | 75            | 22     | 53     | 30       | 26       | 19       | 10               | 45     | 13   | 31             | 44    | 12        | 26     | 37   | 43                  | 31   | 7              | 68   | 13                        | 62   | 53                | 22           | 33           | 21      | 21       |
|                                       | 16%           | 9%     | 23%    | 18%      | 16%      | 14%      | 14%              | 18%    | 13%  | 16%            | 17%   | 12%       | 16%    | 18%  | 15%                 | 18%  | 17%            | 16%  | 21%                       | 15%  | 16%               | 16%          | 18%          | 17%     | 13%      |
|                                       |               |        | A      |          |          |          |                  |        |      |                |       |           |        |      |                     |      | +              |      |                           |      |                   |              |              |         |          |
| Herbal tea                            | 66            | 22     | 44     | 29       | 18       | 19       | 11               | 33     | 15   | 31             | 36    | 11        | 17     | 38   | 36                  | 30   | 8              | 59   | 14                        | 52   | 44                | 22           | 33           | 17      | 16       |
|                                       | 14%           | 10%    | 19%    | 17%      | 11%      | 14%      | 16%              | 13%    | 16%  | 15%            | 13%   | 11%       | 11%    | 19%  | 13%                 | 17%  | 18%            | 14%  | 22%                       | 13%  | 14%               | 16%          | 18%          | 14%     | 10%      |
|                                       |               |        | A      | D        |          |          |                  |        |      |                |       |           |        | KL   |                     |      | +              |      | S                         |      |                   | X            |              |         |          |
| Guaranteed wakeup call                | 61            | 30     | 31     | 20       | 19       | 22       | 9                | 38     | 10   | 26             | 35    | 10        | 20     | 32   | 40                  | 21   | 7              | 54   | 12                        | 49   | 45                | 17           | 26           | 17      | 18       |
|                                       | 13%           | 13%    | 14%    | 12%      | 12%      | 16%      | 12%              | 15%    | 11%  | 13%            | 13%   | 10%       | 12%    | 16%  | 14%                 | 12%  | 18%            | 13%  | 20%                       | 12%  | 14%               | 12%          | 14%          | 14%     | 11%      |
|                                       |               |        | A      |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                | +    |                           | S    |                   |              |              |         |          |
| Music                                 | 55            | 27     | 28     | 22       | 17       | 17       | 10               | 30     | 10   | 20             | 36    | 12        | 19     | 24   | 34                  | 21   | 9              | 46   | 11                        | 44   | 38                | 17           | 24           | 14      | 17       |
|                                       | 12%           | 12%    | 12%    | 13%      | 10%      | 12%      | 14%              | 12%    | 11%  | 10%            | 13%   | 12%       | 12%    | 12%  | 12%                 | 12%  | 22%            | 11%  | 18%                       | 11%  | 12%               | 13%          | 13%          | 12%     | 11%      |
|                                       |               |        | A      |          |          |          |                  |        |      |                |       |           |        |      |                     |      | Q*             |      | S                         |      |                   |              |              |         |          |
| Pillow spray                          | 54            | 25     | 29     | 24       | 18       | 12       | 7                | 31     | 11   | 20             | 34    | 12        | 18     | 24   | 35                  | 18   | 5              | 49   | 8                         | 45   | 42                | 12           | 25           | 14      | 15       |
|                                       | 12%           | 11%    | 13%    | 14%      | 11%      | 9%       | 10%              | 12%    | 12%  | 10%            | 13%   | 12%       | 11%    | 12%  | 12%                 | 10%  | 12%            | 12%  | 13%                       | 11%  | 13%               | 9%           | 14%          | 12%     | 9%       |
|                                       |               |        | A      |          |          |          |                  |        |      |                |       |           |        |      |                     |      | +              |      |                           |      |                   | X            |              |         |          |
| Books                                 | 53            | 23     | 30     | 24       | 13       | 16       | 7                | 28     | 11   | 24             | 28    | 7         | 21     | 24   | 31                  | 22   | 6              | 47   | 12                        | 41   | 38                | 15           | 24           | 16      | 13       |
|                                       | 11%           | 10%    | 13%    | 14%      | 8%       | 12%      | 10%              | 11%    | 11%  | 12%            | 11%   | 7%        | 13%    | 12%  | 11%                 | 12%  | 14%            | 11%  | 19%                       | 10%  | 12%               | 11%          | 13%          | 13%     | 8%       |
|                                       |               |        | A      | D        |          |          |                  |        |      |                |       |           |        | K    |                     |      |                | +    | S                         |      |                   | X            |              |         |          |
| White noise machine                   | 39            | 22     | 17     | 15       | 12       | 12       | 4                | 20     | 11   | 19             | 20    | 8         | 10     | 21   | 28                  | 11   | 4              | 34   | 8                         | 31   | 30                | 8            | 20           | 9       | 10       |
|                                       | 8%            | 10%    | 7%     | 9%       | 8%       | 8%       | 6%               | 8%     | 11%  | 10%            | 8%    | 8%        | 7%     | 10%  | 10%                 | 6%   | 13%            | 8%   | 8%                        | 9%   | 6%                | 11%          | 8%           | 6%      | 6%       |
|                                       |               |        | A      |          |          |          |                  |        |      |                |       |           |        |      |                     |      | +              | S    |                           |      | X                 |              |              |         |          |
| Comfortable pajamas                   | 35            | 16     | 19     | 20       | 11       | 5        | 4                | 16     | 9    | 15             | 20    | 5         | 9      | 21   | 22                  | 13   | 4              | 31   | 7                         | 28   | 27                | 8            | 20           | 8       | 7        |
|                                       | 8%            | 7%     | 8%     | 12%      | 7%       | 4%       | 6%               | 7%     | 10%  | 8%             | 8%    | 5%        | 6%     | 10%  | 8%                  | 8%   | 9%             | 7%   | 11%                       | 7%   | 8%                | 5%           | 11%          | 7%      | 4%       |
|                                       |               |        | A      |          |          |          |                  |        |      |                |       |           |        |      |                     |      | +              |      |                           |      |                   | X            |              |         |          |
| None of these                         | 152           | 84     | 68     | 47       | 53       | 52       | 26               | 76     | 30   | 62             | 91    | 36        | 55     | 62   | 95                  | 57   | 12             | 140  | 17                        | 136  | 98                | 55           | 46           | 36      | 70       |
|                                       | 33%           | 37%    | 29%    | 28%      | 33%      | 38%      | 37%              | 31%    | 31%  | 34%            | 36%   | 34%       | 30%    | 33%  | 32%                 | 30%  | 33%            | 26%  | 34%                       | 30%  | 39%               | 26%          | 30%          | 43%     | 43%      |
|                                       |               | B      |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      | +              |      |                           |      | T                 |              | V            |         | V        |
| Sigma                                 | 1007          | 437    | 570    | 403      | 325      | 279      | 149              | 550    | 205  | 427            | 580   | 198       | 330    | 479  | 621                 | 386  | 102            | 905  | 169                       | 838  | 723               | 284          | 435          | 268     | 304      |
|                                       | 218%          | 190%   | 246%   | 241%     | 205%     | 204%     | 213%             | 222%   | 213% | 215%           | 220%  | 198%      | 206%   | 237% | 217%                | 219% | 249%           | 215% | 271%                      | 210% | 224%              | 205%         | 241%         | 223%    | 189%     |

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Four Seasons Bed Survey

IE7: What are items that a hotel could provide to help you have a better night's sleep?

Proportions/Means - Column Proportions:

Columns Tested (5%): A/B,C/D/E/F/G/H/I/J/K/L/M/N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Column Means:

Columns Tested (5%): A/B,C/D/E/F/G/H/I/J/K/L/M/N/O,P/Q,R/S,T/U,V/W/X/Y,Z/a/b

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                                       | United States |      |        |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |           |         |       |              |        |         |          |
|---------------------------------------|---------------|------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|-----------|---------|-------|--------------|--------|---------|----------|
|                                       | Total         |      | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Region    |         |       | Social Media |        |         |          |
|                                       | A             | B    | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Northeast | Midwest | South | West         | Active | Passive | Inactive |
|                                       |               |      |        |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |           |         |       |              |        |         |          |
| Base: All Respondents (unwtd)         | 928           | 403  | 525    | 293    | 286      | 349      | 94       | 418              | 416    | 564  | 364            | 307   | 338       | 283    | 489  | 439                 | 125  | 803            | 148  | 780                       | 633  | 295               | 170          | 221       | 326     | 211   | 369          | 192    | 367     |          |
| Base: All Respondents (wtd)           | 458           | 229  | 229    | 167    | 144      | 147      | 62       | 190              | 205    | 253  | 194            | 197   | 122       | 138    | 244  | 214                 | 62   | 396            | 74   | 384                       | 309  | 149               | 79           | 101       | 171     | 107   | 178          | 91     | 188     |          |
| White noise machine                   | 106           | 52   | 55     | 36     | 33       | 38       | 11       | 45               | 51     | 61   | 46             | 36    | 28        | 43     | 60   | 46                  | 14   | 93             | 19   | 87                        | 80   | 26                | 16           | 21        | 44      | 24    | 40           | 29     | 37      |          |
|                                       | 23%           | 23%  | 24%    | 22%    | 23%      | 26%      | 17%      | 24%              | 25%    | 23%  | 24%            | 18%   | 23%       | 31%    | 25%  | 22%                 | 22%  | 23%            | 26%  | 23%                       | 26%  | 18%               | 21%          | 21%       | 26%     | 23%   | 23%          | 32%    | 20%     |          |
|                                       |               |      |        |        |          |          | *        |                  |        |      |                |       |           | KL     |      |                     |      |                |      | U                         |      |                   |              |           |         | Zb    |              |        |         |          |
| Oils for a relaxing scent in the room | 103           | 44   | 59     | 44     | 29       | 30       | 16       | 46               | 41     | 57   | 46             | 41    | 29        | 33     | 52   | 50                  | 13   | 90             | 17   | 86                        | 68   | 35                | 20           | 23        | 36      | 23    | 53           | 17     | 33      |          |
|                                       | 22%           | 19%  | 26%    | 26%    | 20%      | 20%      | 25%      | 24%              | 20%    | 22%  | 24%            | 21%   | 24%       | 24%    | 21%  | 24%                 | 21%  | 23%            | 23%  | 22%                       | 22%  | 23%               | 26%          | 23%       | 21%     | 21%   | 22%          | 19%    | 18%     |          |
|                                       |               |      | A      |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |           |         | ab    |              |        |         |          |
| Herbal tea                            | 91            | 35   | 56     | 44     | 22       | 25       | 14       | 37               | 40     | 52   | 39             | 34    | 22        | 35     | 44   | 47                  | 13   | 78             | 16   | 75                        | 59   | 32                | 18           | 18        | 30      | 25    | 47           | 17     | 27      |          |
|                                       | 20%           | 15%  | 25%    | 26%    | 15%      | 17%      | 22%      | 20%              | 19%    | 20%  | 17%            | 18%   | 18%       | 25%    | 18%  | 22%                 | 20%  | 20%            | 21%  | 19%                       | 19%  | 22%               | 23%          | 17%       | 17%     | 24%   | 26%          | 19%    | 14%     |          |
|                                       |               |      | A      | DE     |          |          | *        |                  |        |      |                |       |           | KL     |      |                     |      |                |      |                           |      |                   |              |           |         | b     |              |        |         |          |
| Ear plugs                             | 91            | 40   | 51     | 33     | 34       | 23       | 16       | 39               | 36     | 56   | 34             | 37    | 27        | 27     | 48   | 43                  | 7    | 84             | 13   | 78                        | 60   | 31                | 18           | 15        | 30      | 28    | 39           | 20     | 32      |          |
|                                       | 20%           | 18%  | 22%    | 20%    | 24%      | 16%      | 25%      | 20%              | 18%    | 21%  | 18%            | 19%   | 22%       | 20%    | 20%  | 20%                 | 12%  | 21%            | 17%  | 20%                       | 19%  | 21%               | 23%          | 15%       | 17%     | 26%   | 22%          | 22%    | 17%     |          |
|                                       |               |      | A      | E      |          |          | *        |                  |        |      |                |       |           | KL     |      |                     |      | P              |      |                           |      |                   |              |           |         | WX    |              |        |         |          |
| Bath salts/oils for a soothing bath   | 84            | 31   | 53     | 35     | 24       | 24       | 15       | 34               | 34     | 49   | 35             | 32    | 25        | 26     | 39   | 44                  | 11   | 73             | 15   | 69                        | 51   | 33                | 16           | 13        | 31      | 23    | 36           | 18     | 30      |          |
|                                       | 18%           | 13%  | 23%    | 21%    | 17%      | 17%      | 24%      | 18%              | 17%    | 19%  | 18%            | 16%   | 21%       | 19%    | 16%  | 21%                 | 18%  | 18%            | 20%  | 18%                       | 17%  | 22%               | 20%          | 13%       | 18%     | 22%   | 20%          | 20%    | 16%     |          |
|                                       |               |      | A      |        |          |          | *        |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |           |         | W     |              |        |         |          |
| Eye mask                              | 72            | 32   | 40     | 31     | 24       | 17       | 17       | 26               | 29     | 41   | 31             | 27    | 23        | 22     | 35   | 38                  | 11   | 61             | 14   | 58                        | 46   | 26                | 15           | 13        | 27      | 17    | 33           | 17     | 22      |          |
|                                       | 16%           | 14%  | 18%    | 19%    | 17%      | 11%      | 27%      | 14%              | 14%    | 16%  | 14%            | 16%   | 14%       | 19%    | 16%  | 14%                 | 18%  | 15%            | 19%  | 15%                       | 15%  | 18%               | 19%          | 13%       | 16%     | 16%   | 19%          | 18%    | 12%     |          |
|                                       |               |      | A      | E      |          |          | GH*      |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |           |         | b     |              | b      |         |          |
| Guaranteed wakeup call                | 66            | 33   | 34     | 18     | 20       | 28       | 7        | 27               | 33     | 38   | 28             | 25    | 18        | 23     | 38   | 29                  | 9    | 57             | 13   | 53                        | 43   | 23                | 11           | 14        | 23      | 19    | 29           | 16     | 21      |          |
|                                       | 14%           | 14%  | 15%    | 11%    | 14%      | 19%      | 11%      | 14%              | 16%    | 15%  | 14%            | 13%   | 15%       | 17%    | 15%  | 13%                 | 15%  | 14%            | 18%  | 14%                       | 14%  | 15%               | 14%          | 14%       | 13%     | 18%   | 16%          | 18%    | 11%     |          |
|                                       |               |      | A      | C      |          |          | *        |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |           |         | b     |              |        |         |          |
| Music                                 | 63            | 32   | 31     | 29     | 17       | 17       | 12       | 25               | 26     | 34   | 30             | 26    | 18        | 19     | 33   | 30                  | 13   | 50             | 15   | 48                        | 40   | 23                | 16           | 12        | 23      | 12    | 31           | 14     | 19      |          |
|                                       | 14%           | 14%  | 14%    | 17%    | 12%      | 12%      | 19%      | 13%              | 13%    | 13%  | 15%            | 13%   | 14%       | 14%    | 14%  | 14%                 | 14%  | 20%            | 13%  | 21%                       | 12%  | 13%               | 21%          | 12%       | 13%     | 11%   | 17%          | 15%    | 10%     |          |
|                                       |               |      | A      |        |          |          | *        |                  |        |      |                |       |           |        |      |                     |      | Q              |      |                           |      |                   |              |           |         | WXY   |              | b      |         |          |
| Pillow spray                          | 60            | 27   | 33     | 23     | 17       | 20       | 10       | 31               | 20     | 36   | 25             | 22    | 15        | 24     | 34   | 27                  | 11   | 49             | 14   | 46                        | 40   | 21                | 10           | 9         | 24      | 18    | 31           | 11     | 18      |          |
|                                       | 13%           | 12%  | 15%    | 14%    | 12%      | 14%      | 16%      | 16%              | 10%    | 14%  | 13%            | 11%   | 12%       | 17%    | 14%  | 13%                 | 18%  | 12%            | 19%  | 12%                       | 13%  | 14%               | 12%          | 9%        | 14%     | 17%   | 18%          | 13%    | 9%      |          |
|                                       |               |      | A      | H      |          |          | *        |                  |        |      |                |       |           | K      |      |                     |      |                |      |                           |      |                   |              |           |         | W     |              | b      |         |          |
| Books                                 | 45            | 23   | 23     | 17     | 13       | 15       | 8        | 16               | 21     | 28   | 18             | 15    | 14        | 16     | 25   | 20                  | 8    | 38             | 11   | 35                        | 31   | 15                | 11           | 8         | 12      | 14    | 22           | 11     | 12      |          |
|                                       | 10%           | 10%  | 10%    | 10%    | 9%       | 10%      | 12%      | 9%               | 10%    | 10%  | 9%             | 8%    | 11%       | 12%    | 10%  | 10%                 | 12%  | 10%            | 14%  | 9%                        | 10%  | 10%               | 14%          | 8%        | 7%      | 13%   | 12%          | 12%    | 6%      |          |
|                                       |               |      | A      | *      |          |          | *        |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              | X         |         | X     |              | b      | b       |          |
| Comfortable pajamas                   | 44            | 22   | 22     | 21     | 12       | 11       | 7        | 16               | 20     | 25   | 19             | 17    | 12        | 15     | 23   | 20                  | 5    | 38             | 9    | 35                        | 29   | 15                | 8            | 10        | 13      | 11    | 20           | 10     | 14      |          |
|                                       | 10%           | 10%  | 9%     | 12%    | 8%       | 7%       | 12%      | 9%               | 10%    | 10%  | 10%            | 9%    | 10%       | 11%    | 10%  | 9%                  | 9%   | 10%            | 12%  | 9%                        | 9%   | 10%               | 11%          | 10%       | 8%      | 11%   | 11%          | 11%    | 7%      |          |
|                                       |               |      | E      |        |          |          | *        |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |           |         | E     |              |        |         |          |
| Hot Water bottle                      | 27            | 13   | 14     | 15     | 7        | 4        | 5        | 8                | 14     | 14   | 13             | 7     | 8         | 11     | 13   | 14                  | 10   | 17             | 10   | 17                        | 19   | 8                 | 7            | 4         | 9       | 7     | 17           | 4      | 5       |          |
|                                       | 6%            | 6%   | 6%     | 9%     | 5%       | 3%       | 8%       | 4%               | 7%     | 5%   | 7%             | 4%    | 7%        | 8%     | 5%   | 6%                  | 16%  | 4%             | 14%  | 4%                        | 6%   | 6%                | 9%           | 4%        | 5%      | 7%    | 10%          | 5%     | 3%      |          |
|                                       |               |      | A      |        |          |          | *        |                  |        |      |                |       |           | K      |      |                     |      |                |      |                           |      |                   |              |           |         | b     |              |        |         |          |
| None of these                         | 155           | 82   | 73     | 49     | 51       | 54       | 16       | 69               | 70     | 88   | 67             | 75    | 41        | 39     | 81   | 74                  | 17   | 137            | 18   | 137                       | 109  | 46                | 26           | 37        | 63      | 29    | 43           | 25     | 87      |          |
|                                       | 34%           | 36%  | 32%    | 29%    | 36%      | 37%      | 25%      | 36%              | 34%    | 33%  | 34%            | 38%   | 34%       | 28%    | 33%  | 35%                 | 28%  | 35%            | 24%  | 36%                       | 35%  | 31%               | 33%          | 37%       | 37%     | 27%   | 24%          | 28%    | 46%     |          |
|                                       |               |      | A      | C      |          |          | *        |                  |        |      |                |       |           | M      |      |                     |      |                |      |                           |      |                   |              |           |         | Y     | Y            | Za     |         |          |
| Sigma                                 | 1007          | 464  | 543    | 396    | 304      | 308      | 151      | 419              | 437    | 579  | 428            | 394   | 279       | 334    | 524  | 483                 | 142  | 865            | 183  | 824                       | 675  | 333               | 193          | 198       | 364     | 252   | 440          | 211    | 356     |          |
|                                       | 220%          | 203% | 237%   | 233%   | 211%     | 209%     | 144%     | 220%             | 213%   | 220% | 220%           | 200%  | 229%      | 242%   | 215% | 226%                | 229% | 219%           | 248% | 215%                      | 218% | 224%              | 246%         | 196%      | 213%    | 236%  | 247%         | 231%   | 189%    |          |

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Four Seasons Bed Survey

IE8. Which one of the following items is important for you to have near/on your nightstand when travelling?

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|  | Gender |      | Age    |          |          | Household Income |      |        | Marital Status |         | Education |      |        | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |                | Social Media |        |         |          |
|--|--------|------|--------|----------|----------|------------------|------|--------|----------------|---------|-----------|------|--------|---------------------|------|----------------|------|---------------------------|------|-------------------|----------------|--------------|--------|---------|----------|
|  | Total  | Male | Female | Under 35 | 35 to 49 | 50 to 64         | Low  | Medium | High           | Married | Other     | Low  | Medium | High                | Yes  | No             | Yes  | No                        | Yes  | No                | Total Employed | Non Employed | Active | Passive | Inactive |
|  | A      | B    | C      | D        | E        | F                | G    | H      | I              | J       | K         | L    | M      | N                   | O    | P              | Q    | R                         | S    | T                 | U              | V            | W      | X       |          |
| Base: All Respondents (unwtd)                          | 3148   | 1532 | 1616   | 1045     | 1197     | 906              | 291  | 1279   | 1467           | 1930    | 1218      | 618  | 1037   | 1493                | 1967 | 1181           | 343  | 2805                      | 641  | 2507              | 2406           | 742          | 832    | 580     | 767      |
| Base: All Respondents (wtd)                            | 1667   | 830  | 836    | 633      | 558      | 476              | 219  | 721    | 660            | 941     | 726       | 621  | 585    | 460                 | 951  | 716            | 177  | 1489                      | 262  | 1404              | 1206           | 461          | 463    | 342     | 413      |
| Outlet for electrical devices (ie: smartphone, tablet) | 935    | 469  | 466    | 373      | 320      | 242              | 129  | 391    | 385            | 524     | 411       | 350  | 329    | 255                 | 519  | 416            | 97   | 838                       | 154  | 781               | 682            | 253          | 266    | 202     | 195      |
|  | 56%    | 57%  | 56%    | 59%      | 57%      | 51%              | 59%  | 54%    | 58%            | 56%     | 57%       | 56%  | 55%    | 55%                 | 58%  | 55%            | 55%  | 59%                       | 56%  | 57%               | 55%            | 57%          | 59%    | 47%     |          |
| Table lamp   | 928    | 416  | 512    | 310      | 308      | 310              | 113  | 408    | 368            | 520     | 399       | 322  | 325    | 280                 | 537  | 391            | 92   | 836                       | 149  | 779               | 669            | 259          | 264    | 189     | 234      |
|  | 56%    | 50%  | 61%    | 49%      | 55%      | 65%              | 52%  | 57%    | 56%            | 56%     | 55%       | 52%  | 56%    | 61%                 | 56%  | 55%            | 52%  | 56%                       | 57%  | 55%               | 55%            | 56%          | 57%    | 55%     | 57%      |
|  |        |      | A      |          |          | CD               |      |        |                |         |           |      | KL     |                     |      |                |      |                           |      |                   |                |              |        |         |          |
| Phone  | 833    | 393  | 441    | 339      | 265      | 229              | 116  | 366    | 318            | 455     | 378       | 308  | 300    | 226                 | 463  | 370            | 96   | 737                       | 140  | 694               | 593            | 240          | 250    | 196     | 203      |
|  | 50%    | 47%  | 53%    | 54%      | 47%      | 48%              | 53%  | 51%    | 48%            | 48%     | 52%       | 50%  | 51%    | 49%                 | 49%  | 52%            | 54%  | 50%                       | 53%  | 49%               | 49%            | 52%          | 54%    | 57%     | 49%      |
|  |        |      | A      |          |          |                  |      |        |                |         |           |      |        |                     |      |                |      |                           |      |                   |                |              |        |         | X        |
| Remote Control   | 730    | 375  | 355    | 237      | 263      | 230              | 75   | 316    | 317            | 440     | 290       | 292  | 252    | 186                 | 438  | 292            | 84   | 646                       | 132  | 598               | 550            | 180          | 193    | 133     | 180      |
|  | 44%    | 45%  | 42%    | 37%      | 47%      | 48%              | 34%  | 44%    | 48%            | 47%     | 40%       | 47%  | 43%    | 40%                 | 46%  | 41%            | 48%  | 43%                       | 50%  | 43%               | 46%            | 39%          | 42%    | 39%     | 44%      |
|  |        |      | A      |          |          | C                |      | F      | F              | J       |           | M    |        |                     |      |                |      |                           | S    |                   | U              |              |        |         |          |
| Alarm clock  | 668    | 307  | 361    | 221      | 220      | 227              | 77   | 308    | 255            | 376     | 292       | 236  | 217    | 216                 | 373  | 295            | 75   | 593                       | 104  | 564               | 483            | 185          | 207    | 166     | 212      |
|  | 40%    | 37%  | 43%    | 35%      | 39%      | 48%              | 35%  | 43%    | 39%            | 40%     | 40%       | 38%  | 37%    | 47%                 | 39%  | 41%            | 42%  | 40%                       | 40%  | 40%               | 40%            | 40%          | 45%    | 49%     | 51%      |
|  |        |      | A      |          |          | CD               |      |        |                |         |           |      | KL     |                     |      |                |      |                           |      |                   |                |              |        |         | V        |
| Window blinds master switch                            | 210    | 94   | 116    | 82       | 74       | 54               | 13   | 79     | 111            | 124     | 86        | 65   | 84     | 60                  | 122  | 88             | 37   | 173                       | 53   | 157               | 160            | 50           | 62     | 32      | 48       |
|  | 13%    | 11%  | 14%    | 13%      | 13%      | 11%              | 6%   | 11%    | 17%            | 13%     | 12%       | 11%  | 14%    | 13%                 | 13%  | 12%            | 21%  | 12%                       | 20%  | 11%               | 13%            | 11%          | 13%    | 9%      | 12%      |
|  |        |      |        |          |          |                  |      | FG     |                |         |           |      |        |                     |      | Q              |      |                           | S    |                   |                |              |        |         | W        |
| iPod doc   | 131    | 65   | 66     | 63       | 35       | 32               | 13   | 41     | 72             | 77      | 54        | 37   | 44     | 50                  | 85   | 46             | 30   | 101                       | 44   | 87                | 102            | 28           | 52     | 17      | 24       |
|  | 8%     | 8%   | 8%     | 10%      | 6%       | 7%               | 6%   | 6%     | 11%            | 8%      | 7%        | 6%   | 8%     | 11%                 | 9%   | 6%             | 17%  | 7%                        | 17%  | 6%                | 8%             | 6%           | 11%    | 5%      | 6%       |
|  |        |      |        | D        |          |                  |      | G      |                |         |           |      | KL     |                     |      | Q              |      | S                         |      |                   |                |              |        |         | WX       |
| Other  | 39     | 20   | 20     | 11       | 15       | 13               | 10   | 18     | 10             | 18      | 21        | 21   | 11     | 8                   | 18   | 21             | 4    | 36                        | 5    | 34                | 25             | 14           | 13     | 6       | 13       |
|  | 2%     | 2%   | 2%     | 2%       | 3%       | 3%               | 5%   | 2%     | 1%             | 2%      | 3%        | 3%   | 2%     | 2%                  | 2%   | 3%             | 2%   | 2%                        | 2%   | 2%                | 2%             | 3%           | 3%     | 2%      | 3%       |
|  |        |      |        | H        |          |                  |      |        |                |         |           |      |        |                     |      |                |      |                           |      |                   |                |              |        |         |          |
| Sigma  | 4475   | 2139 | 2335   | 1637     | 1501     | 1337             | 546  | 1927   | 1836           | 2544    | 1931      | 1632 | 1563   | 1281                | 2555 | 1920           | 515  | 3960                      | 781  | 3694              | 3263           | 1211         | 1306   | 940     | 1109     |
|  | 269%   | 258% | 279%   | 259%     | 269%     | 281%             | 249% | 267%   | 278%           | 270%    | 266%      | 263% | 267%   | 278%                | 269% | 268%           | 290% | 266%                      | 298% | 263%              | 271%           | 263%         | 282%   | 275%    | 269%     |

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Four Seasons Bed Survey

IE8. Which one of the following items is important for you to have near/on your nightstand when travelling?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|  | Total | Russia | China | Great Britain | United States |
|--|-------|--------|-------|---------------|---------------|
|  |       | A      | B     | C             | D             |
| Base: All Respondents (unwtd)                          | 3148  | 325    | 969   | 926           | 928           |
| Base: All Respondents (wtd)                            | 1667  | 298    | 448   | 462           | 458           |
| Outlet for electrical devices (ie: smartphone, tablet) | 935   | 177    | 272   | 230           | 256           |
|  | 56%   | 59%    | 61%   | 50%           | 56%           |
|  |       | C      | C     |               | C             |
| Table lamp   | 928   | 141    | 242   | 281           | 264           |
|  | 56%   | 47%    | 54%   | 61%           | 58%           |
|  |       |        |       | A             | A             |
| Phone  | 833   | 202    | 185   | 208           | 239           |
|  | 50%   | 68%    | 41%   | 45%           | 52%           |
|  |       | BCD    |       |               | BC            |
| Remote Control   | 730   | 97     | 225   | 150           | 258           |
|  | 44%   | 33%    | 50%   | 33%           | 56%           |
|  |       |        | AC    |               | AC            |
| Alarm clock  | 668   | 95     | 82    | 223           | 268           |
|  | 40%   | 32%    | 18%   | 48%           | 58%           |
|  |       | B      |       | AB            | ABC           |
| Window blinds master switch                            | 210   | 40     | 69    | 43            | 58            |
|  | 13%   | 13%    | 15%   | 9%            | 13%           |
|  |       |        | C     |               | C             |
| iPod doc   | 131   | 7      | 39    | 43            | 42            |
|  | 8%    | 2%     | 9%    | 9%            | 9%            |
|  |       |        | A     | A             | A             |
| Other  | 39    | 2      | 7     | 18            | 12            |
|  | 2%    | 1%     | 2%    | 4%            | 3%            |
|  |       |        |       | A             |               |
| Sigma  | 4475  | 761    | 1120  | 1196          | 1397          |
|  | 269%  | 255%   | 250%  | 259%          | 305%          |
|  |       |        |       |               |               |

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Four Seasons Bed Survey

IE8. Which one of the following items is important for you to have near/on your nightstand when travelling?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|  | China Total | China  |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |
|--|-------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|  |             | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|  |             | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
| A  | B           | C      | D      | E        | F        | G        | H                | I      | J    | K              | L     | M         | N      | O    | P                   | Q    | R              | S    | T                         | U    | V                 | W            | X            |         |          |
| Base: All Respondents (unwtd)                          | 969         | 493    | 476    | 370      | 481      | 118      | 34               | 241    | 694  | 772            | 197   | 67        | 218    | 684  | 694                 | 275  | 106            | 863  | 329                       | 640  | 889               | 80           | -            | -       | -        |
| Base: All Respondents (wtd)                            | 448         | 215    | 233    | 180      | 157      | 112      | 54               | 175    | 220  | 328            | 120   | 251       | 149    | 48   | 261                 | 188  | 51             | 397  | 94                        | 354  | 367               | 81           | -            | -       | -        |
| Outlet for electrical devices (ie: smartphone, tablet) | 272         | 144    | 128    | 110      | 99       | 63       | 42               | 108    | 122  | 196            | 76    | 155       | 88     | 29   | 159                 | 113  | 30             | 242  | 60                        | 212  | 209               | 63           | -            | -       | -        |
|  | 61%         | 67%    | 55%    | 61%      | 63%      | 57%      | 79%              | 62%    | 55%  | 60%            | 63%   | 62%       | 59%    | 60%  | 61%                 | 60%  | 59%            | 61%  | 64%                       | 60%  | 57%               | 77%          | -            | -       | -        |
| Table lamp   | 242         | 119    | 122    | 84       | 92       | 66       | 27               | 101    | 113  | 178            | 63    | 128       | 84     | 30   | 153                 | 88   | 23             | 218  | 55                        | 186  | 198               | 44           | -            | -       | -        |
|  | 54%         | 55%    | 52%    | 47%      | 58%      | 59%      | 51%              | 58%    | 51%  | 54%            | 53%   | 51%       | 56%    | 61%  | 59%                 | 47%  | 46%            | 55%  | 59%                       | 53%  | 54%               | 54%          | -            | -       | -        |
|  | *           | *      | *      | *        | *        | **       | *                | *      | *    | *              | *     | *         | *      | *    | *                   | **   | **             | *    | *                         | *    | **                | **           | -            | -       | -        |
| Remote Control   | 225         | 118    | 107    | 74       | 84       | 68       | 15               | 92     | 118  | 170            | 55    | 128       | 71     | 26   | 142                 | 83   | 26             | 200  | 52                        | 174  | 192               | 33           | -            | -       | -        |
|  | 50%         | 55%    | 46%    | 41%      | 53%      | 61%      | 28%              | 53%    | 54%  | 52%            | 46%   | 51%       | 48%    | 54%  | 54%                 | 44%  | 50%            | 50%  | 55%                       | 49%  | 52%               | 41%          | -            | -       | -        |
|  | *           | *      | *      | *        | *        | **       | *                | *      | *    | *              | *     | *         | *      | *    | *                   | **   | **             | *    | *                         | *    | **                | **           | -            | -       | -        |
| Phone  | 185         | 81     | 104    | 73       | 66       | 46       | 20               | 74     | 91   | 140            | 45    | 99        | 66     | 20   | 111                 | 74   | 33             | 152  | 56                        | 129  | 160               | 25           | -            | -       | -        |
|  | 41%         | 38%    | 44%    | 40%      | 42%      | 41%      | 38%              | 42%    | 41%  | 43%            | 37%   | 39%       | 44%    | 41%  | 43%                 | 39%  | 64%            | 38%  | 60%                       | 36%  | 44%               | 31%          | -            | -       | -        |
|  | *           | *      | *      | *        | *        | **       | *                | *      | *    | *              | *     | *         | *      | *    | *                   | *    | **             | *    | *                         | S*   | *                 | **           | -            | -       | -        |
| Alarm clock  | 82          | 36     | 46     | 28       | 26       | 28       | 9                | 32     | 42   | 69             | 13    | 44        | 26     | 12   | 51                  | 31   | 17             | 65   | 26                        | 56   | 76                | 6            | -            | -       | -        |
|  | 18%         | 17%    | 20%    | 16%      | 17%      | 25%      | 16%              | 18%    | 19%  | 21%            | 11%   | 18%       | 17%    | 25%  | 20%                 | 16%  | 33%            | 16%  | 27%                       | 16%  | 21%               | 7%           | -            | -       | -        |
|  | *           | *      | *      | *        | *        | **       | *                | *      | *    | *              | *     | *         | L      | *    | *                   | **   | *              | *    | *                         | *    | **                | **           | -            | -       | -        |
| Window blinds master switch                            | 69          | 25     | 44     | 27       | 25       | 18       | *                | 18     | 51   | 51             | 18    | 23        | 34     | 12   | 42                  | 27   | 14             | 55   | 25                        | 44   | 57                | 12           | -            | -       | -        |
|  | 15%         | 12%    | 19%    | 15%      | 16%      | 16%      | *                | 10%    | 23%  | 16%            | 15%   | 9%        | 23%    | 24%  | 16%                 | 14%  | 26%            | 14%  | 27%                       | 12%  | 15%               | 15%          | -            | -       | -        |
|  | *           | *      | *      | *        | *        | **       | *                | *      | G    | *              | *     | *         | K      | K    | *                   | **   | *              | S*   | *                         | **   | **                | **           | -            | -       | -        |
| iPod doc   | 39          | 16     | 22     | 14       | 10       | 14       | 2                | 5      | 31   | 33             | 5     | 17        | 15     | 7    | 28                  | 11   | 12             | 26   | 21                        | 18   | 35                | 4            | -            | -       | -        |
|  | 9%          | 8%     | 10%    | 8%       | 7%       | 13%      | 4%               | 3%     | 14%  | 10%            | 4%    | 7%        | 10%    | 15%  | 11%                 | 6%   | 24%            | 7%   | 22%                       | 5%   | 9%                | 5%           | -            | -       | -        |
|  | *           | *      | *      | *        | *        | **       | *                | *      | G    | *              | *     | *         | *      | *    | *                   | *    | **             | *    | S*                        | *    | **                | **           | -            | -       | -        |
| Other  | 7           | *      | 7      | 4        | 3        | -        | 4                | *      | 3    | 7              | *     | 7         | -      | *    | 3                   | 4    | -              | 7    | -                         | 7    | 7                 | *            | -            | -       | -        |
|  | 2%          | *      | 3%     | 2%       | 2%       | -        | 7%               | *      | 1%   | 2%             | *     | 3%        | -      | 1%   | 1%                  | 2%   | -              | 2%   | -                         | 2%   | 2%                | *            | -            | -       | -        |
|  | *           | *      | *      | *        | *        | **       | *                | *      | *    | *              | *     | *         | *      | *    | *                   | **   | *              | *    | *                         | *    | **                | **           | -            | -       | -        |
| Sigma  | 1120        | 541    | 580    | 414      | 404      | 302      | 120              | 430    | 571  | 845            | 275   | 602       | 383    | 135  | 690                 | 431  | 155            | 966  | 295                       | 826  | 934               | 186          | -            | -       | -        |
|  | 250%        | 251%   | 249%   | 230%     | 258%     | 271%     | 223%             | 246%   | 259% | 258%           | 229%  | 240%      | 257%   | 280% | 265%                | 230% | 301%           | 243% | 313%                      | 233% | 254%              | 230%         | -            | -       | -        |

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Four Seasons Bed Survey

IE8. Which one of the following items is important for you to have near/on your nightstand when travelling?

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|  | Russia       |      |        |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |
|--|--------------|------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|  | Russia Total |      | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|  | A            | B    | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
| Base: All Respondents (unwtd)                          | 325          | 177  | 148    | 75     | 119      | 131      | 24       | 120              | 165    | 183  | 142            | 44    | 163       | 118    | 202  | 123                 | 29   | 296            | 38   | 287                       | 234  | 91                | 109          | 148          | 68      |          |
| Base: All Respondents (wtd)                            | 298          | 156  | 142    | 119    | 99       | 80       | 33       | 108              | 138    | 151  | 147            | 73    | 154       | 71     | 161  | 138                 | 23   | 275            | 32   | 266                       | 206  | 92                | 105          | 130          | 63      |          |
| Phone  | 202          | 101  | 101    | 79     | 69       | 54       | 24       | 77               | 85     | 100  | 102            | 56    | 101       | 45     | 106  | 96                  | 14   | 188            | 18   | 184                       | 139  | 63                | 73           | 86           | 43      |          |
|  | 68%          | 65%  | 71%    | 67%    | 69%      | 67%      | 72%      | 71%              | 61%    | 67%  | 69%            | 76%   | 66%       | 63%    | 66%  | 69%                 | 62%  | 68%            | 55%  | 69%                       | 67%  | 68%               | 69%          | 66%          | 68%     |          |
| Outlet for electrical devices (ie: smartphone, tablet) | 177          | 93   | 84     | 72     | 55       | 49       | 19       | 57               | 94     | 90   | 87             | 41    | 96        | 40     | 92   | 85                  | 14   | 163            | 19   | 158                       | 130  | 46                | 64           | 79           | 33      |          |
|  | 59%          | 60%  | 59%    | 61%    | 56%      | 61%      | 56%      | 53%              | 68%    | 60%  | 59%            | 56%   | 62%       | 56%    | 57%  | 61%                 | 59%  | 59%            | 58%  | 59%                       | 63%  | 50%               | 61%          | 60%          | 53%     |          |
|  |              |      |        | *      |          |          | **       | *                | G      |      | *              | *     | *         | *      | *    | *                   | **   | **             | **   | **                        | 63%  | 50%               | 61%          | 60%          | 53%     |          |
| Table lamp   | 141          | 63   | 78     | 44     | 48       | 50       | 11       | 55               | 67     | 68   | 73             | 24    | 78        | 39     | 86   | 55                  | 11   | 130            | 13   | 128                       | 100  | 41                | 49           | 59           | 33      |          |
|  | 47%          | 40%  | 55%    | 37%    | 48%      | 62%      | 33%      | 51%              | 48%    | 45%  | 49%            | 33%   | 51%       | 54%    | 53%  | 40%                 | 48%  | 47%            | 40%  | 48%                       | 49%  | 45%               | 47%          | 45%          | 52%     |          |
|  |              |      | A      | *      |          | CD       | **       | *                | *      | *    | *              | *     | K*        | *      | *    | **                  | **   | **             | **   | **                        | 49%  | 45%               | 47%          | 45%          | 52%     |          |
| Remote Control   | 97           | 53   | 45     | 34     | 38       | 26       | 3        | 34               | 54     | 52   | 46             | 13    | 60        | 25     | 61   | 37                  | 14   | 84             | 18   | 79                        | 75   | 23                | 30           | 40           | 27      |          |
|  | 33%          | 34%  | 32%    | 29%    | 38%      | 32%      | 8%       | 32%              | 39%    | 34%  | 31%            | 17%   | 39%       | 35%    | 38%  | 27%                 | 60%  | 30%            | 57%  | 30%                       | 36%  | 25%               | 28%          | 31%          | 43%     |          |
|  |              |      |        | *      |          |          | **       | *                | *      | *    | *              | *     | K         | *      | *    | **                  | **   | **             | **   | **                        | 36%  | 25%               | 28%          | 31%          | 43%     |          |
| Alarm clock  | 95           | 41   | 54     | 36     | 30       | 29       | 8        | 38               | 48     | 48   | 46             | 21    | 50        | 24     | 50   | 45                  | 7    | 87             | 9    | 86                        | 71   | 24                | 38           | 44           | 14      |          |
|  | 32%          | 26%  | 38%    | 30%    | 30%      | 36%      | 23%      | 36%              | 35%    | 32%  | 32%            | 29%   | 32%       | 33%    | 31%  | 33%                 | 33%  | 32%            | 27%  | 32%                       | 34%  | 26%               | 36%          | 33%          | 22%     |          |
|  |              |      |        | *      |          |          | **       | *                | *      | *    | *              | *     | *         | *      | *    | *                   | **   | **             | **   | **                        | 34%  | 26%               | 36%          | 33%          | 22%     |          |
| Window blinds master switch                            | 40           | 24   | 16     | 12     | 16       | 12       | -        | 17               | 21     | 18   | 21             | 11    | 21        | 8      | 22   | 18                  | 7    | 33             | 6    | 34                        | 29   | 11                | 15           | 14           | 11      |          |
|  | 13%          | 15%  | 11%    | 10%    | 16%      | 15%      | -        | 16%              | 15%    | 12%  | 14%            | 15%   | 13%       | 11%    | 13%  | 13%                 | 30%  | 12%            | 18%  | 13%                       | 14%  | 12%               | 14%          | 10%          | 18%     |          |
|  |              |      |        | *      |          |          | **       | *                | *      | *    | *              | *     | *         | *      | *    | *                   | **   | **             | **   | **                        | 14%  | 12%               | 14%          | 10%          | 18%     |          |
| iPod doc   | 7            | 4    | 3      | 1      | 3        | 4        | -        | 3                | 5      | 4    | 3              | 1     | 4         | 2      | 6    | 2                   | 2    | 5              | 3    | 4                         | 7    | 1                 | 4            | 2            | 1       |          |
|  | 2%           | 3%   | 2%     | 1%     | 3%       | 5%       | -        | 2%               | 3%     | 3%   | 2%             | 2%    | 3%        | 3%     | 4%   | 1%                  | 10%  | 2%             | 9%   | 2%                        | 3%   | 1%                | 4%           | 1%           | 2%      |          |
|  |              |      |        | *      |          |          | **       | *                | *      | *    | *              | *     | *         | *      | *    | *                   | **   | **             | **   | **                        | 3%   | 1%                | 4%           | 1%           | 2%      |          |
| Other  | 2            | 2    | 1      | -      | 2        | -        | -        | 2                | 1      | 1    | 2              | -     | 2         | -      | 2    | 1                   | 1    | 1              | 1    | 1                         | 2    | -                 | 2            | -            | 1       |          |
|  | 1%           | 1%   | 1%     | -      | 2%       | -        | -        | 2%               | 1%     | *    | 1%             | -     | 2%        | -      | 1%   | 1%                  | 4%   | 1%             | 3%   | 1%                        | 1%   | -                 | 2%           | -            | 1%      |          |
|  |              |      |        | *      |          |          | **       | *                | *      | *    | *              | *     | *         | *      | *    | *                   | **   | **             | **   | **                        | 1%   | -                 | 2%           | -            | 1%      |          |
| Sigma  | 761          | 380  | 381    | 278    | 260      | 223      | 64       | 283              | 374    | 382  | 379            | 168   | 412       | 181    | 424  | 338                 | 70   | 691            | 86   | 676                       | 552  | 209               | 274          | 323          | 163     |          |
|  | 255%         | 243% | 268%   | 235%   | 262%     | 278%     | 191%     | 262%             | 271%   | 253% | 257%           | 228%  | 268%      | 255%   | 264% | 245%                | 306% | 251%           | 268% | 254%                      | 268% | 226%              | 262%         | 248%         | 259%    |          |

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Four Seasons Bed Survey

IE8. Which one of the following items is important for you to have near/on your nightstand when travelling?

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Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|  | Great Britain          |        |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |                 |              |         |          |
|--|------------------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|-----------------|--------------|---------|----------|
|  | Great Britain<br>Total | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |                 | Social Media |         |          |
|  |                        | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total<br>Employed | Non<br>Employed | Active       | Passive | Inactive |
|  |                        | A      | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U               | V            | W       | X        |
| Base: All Respondents (unwtd)                          | 926                    | 459    | 467    | 307      | 311      | 308      | 139              | 500    | 192  | 411            | 515   | 200       | 318    | 408  | 582                 | 344  | 83             | 843  | 126                       | 800  | 650               | 276             | 354          | 240     | 332      |
| Base: All Respondents (wtd)                            | 462                    | 230    | 232    | 167      | 158      | 137      | 70               | 248    | 96   | 198            | 264   | 100       | 160    | 203  | 286                 | 176  | 41             | 421  | 62                        | 400  | 323               | 139             | 181          | 120     | 161      |
| Table lamp   | 281                    | 118    | 163    | 94       | 90       | 97       | 39               | 147    | 65   | 131            | 150   | 53        | 93     | 136  | 169                 | 112  | 26             | 255  | 43                        | 238  | 199               | 82              | 114          | 73      | 95       |
|  | 61%                    | 51%    | 70%    | 56%      | 57%      | 71%      | 56%              | 59%    | 68%  | 66%            | 57%   | 53%       | 58%    | 67%  | 59%                 | 63%  | 63%            | 61%  | 69%                       | 59%  | 61%               | 59%             | 63%          | 60%     | 59%      |
| Outlet for electrical devices (ie: smartphone, tablet) | 230                    | 117    | 113    | 94       | 82       | 54       | 31               | 123    | 52   | 96             | 134   | 47        | 79     | 105  | 142                 | 88   | 19             | 211  | 32                        | 198  | 167               | 64              | 97           | 68      | 65       |
|  | 50%                    | 51%    | 49%    | 56%      | 52%      | 40%      | 44%              | 49%    | 54%  | 49%            | 51%   | 47%       | 49%    | 52%  | 50%                 | 50%  | 46%            | 50%  | 52%                       | 49%  | 52%               | 46%             | 54%          | 57%     | 40%      |
| Alarm clock  | 223                    | 100    | 123    | 80       | 77       | 67       | 28               | 124    | 45   | 97             | 126   | 46        | 74     | 103  | 131                 | 92   | 21             | 202  | 31                        | 192  | 157               | 66              | 80           | 66      | 78       |
|  | 48%                    | 43%    | 53%    | 48%      | 48%      | 49%      | 40%              | 50%    | 46%  | 49%            | 48%   | 46%       | 46%    | 51%  | 46%                 | 52%  | 52%            | 48%  | 50%                       | 48%  | 49%               | 48%             | 44%          | 55%     | 48%      |
| Phone  | 208                    | 92     | 115    | 87       | 63       | 57       | 34               | 115    | 41   | 84             | 124   | 51        | 72     | 85   | 122                 | 86   | 17             | 191  | 27                        | 180  | 140               | 67              | 84           | 58      | 66       |
|  | 45%                    | 40%    | 50%    | 52%      | 40%      | 42%      | 48%              | 46%    | 43%  | 42%            | 47%   | 51%       | 45%    | 42%  | 43%                 | 49%  | 40%            | 45%  | 44%                       | 45%  | 43%               | 49%             | 47%          | 48%     | 41%      |
| Remote Control   | 150                    | 75     | 75     | 48       | 56       | 46       | 19               | 83     | 33   | 72             | 78    | 31        | 52     | 67   | 97                  | 53   | 12             | 138  | 22                        | 129  | 112               | 38              | 67           | 42      | 41       |
|  | 33%                    | 32%    | 33%    | 29%      | 35%      | 34%      | 27%              | 33%    | 34%  | 36%            | 30%   | 31%       | 33%    | 34%  | 30%                 | 29%  | 33%            | 35%  | 32%                       | 35%  | 27%               | 37%             | 35%          | 26%     |          |
| Window blinds master switch                            | 43                     | 19     | 25     | 21       | 10       | 12       | 4                | 22     | 11   | 21             | 22    | 9         | 13     | 22   | 26                  | 17   | 5              | 38   | 9                         | 34   | 34                | 9               | 21           | 9       | 13       |
|  | 9%                     | 8%     | 11%    | 13%      | 6%       | 9%       | 6%               | 9%     | 11%  | 11%            | 8%    | 9%        | 8%     | 11%  | 9%                  | 10%  | 12%            | 9%   | 15%                       | 9%   | 11%               | 7%              | 12%          | 7%      | 8%       |
| iPod doc   | 43                     | 22     | 21     | 25       | 11       | 6        | 7                | 18     | 14   | 16             | 27    | 9         | 11     | 23   | 24                  | 19   | 4              | 38   | 7                         | 36   | 27                | 15              | 22           | 9       | 11       |
|  | 9%                     | 10%    | 9%     | 15%      | 7%       | 5%       | 9%               | 7%     | 15%  | 8%             | 10%   | 9%        | 7%     | 11%  | 8%                  | 11%  | 10%            | 9%   | 11%                       | 9%   | 9%                | 11%             | 12%          | 8%      | 7%       |
| Other  | 18                     | 12     | 6      | 4        | 6        | 8        | 5                | 8      | 3    | 6              | 13    | 6         | 5      | 7    | 11                  | 7    | 1              | 17   | 3                         | 15   | 10                | 8               | 7            | 3       | 8        |
|  | 4%                     | 5%     | 2%     | 3%       | 4%       | 6%       | 8%               | 3%     | 3%   | 3%             | 5%    | 6%        | 3%     | 3%   | 4%                  | 4%   | 4%             | 4%   | 5%                        | 4%   | 3%                | 6%              | 4%           | 3%      | 5%       |
| Sigma  | 1196                   | 556    | 640    | 454      | 395      | 348      | 167              | 639    | 263  | 523            | 673   | 251       | 399    | 546  | 723                 | 473  | 104            | 1092 | 174                       | 1022 | 846               | 350             | 492          | 327     | 377      |
|  | 259%                   | 241%   | 276%   | 272%     | 249%     | 254%     | 238%             | 257%   | 274% | 264%           | 255%  | 252%      | 249%   | 270% | 253%                | 268% | 255%           | 259% | 280%                      | 256% | 262%              | 252%            | 272%         | 272%    | 234%     |

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Four Seasons Bed Survey

1E8. Which one of the following items is important for you to have near/on your nightstand when travelling?

Proportions/Mean: - Column Proportions:  
 Columns Tested (5%): A/B,C/D/E/F/G/H/I/J/K/L/M/N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Means:  
 Columns Tested (5%): A/B,C/D/E/F/G/H/I/J/K/L/M/N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|  | United States |        | United States |          |          |          |      |                  |      |         |                |      |           |      |      |                     |      |                |      |                           |                |                   |           |         |       |      |        |         |              |  |  |
|--|---------------|--------|---------------|----------|----------|----------|------|------------------|------|---------|----------------|------|-----------|------|------|---------------------|------|----------------|------|---------------------------|----------------|-------------------|-----------|---------|-------|------|--------|---------|--------------|--|--|
|  | Total         | Gender |               | Age      |          |          |      | Household Income |      |         | Marital Status |      | Education |      |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |                | Employment Status |           | Region  |       |      |        |         | Social Media |  |  |
|  |               | Male   | Female        | Under 35 | 35 to 49 | 50 to 64 | Low  | Medium           | High | Married | Other          | Low  | Medium    | High | Yes  | No                  | Yes  | No             | Yes  | No                        | Total Employed | Non Employed      | Northeast | Midwest | South | West | Active | Passive | Inactive     |  |  |
|  |               | A      | B             | C        | D        | E        | F    | G                | H    | I       | J              | K    | L         | M    | N    | O                   | P    | Q              | R    | S                         | T              | U                 | V         | W       | X     | Y    | Z      | a       | b            |  |  |
| Base: All Respondents (unwtd)                          | 928           | 403    | 525           | 293      | 286      | 349      | 94   | 418              | 416  | 564     | 364            | 307  | 338       | 283  | 489  | 439                 | 125  | 803            | 148  | 780                       | 633            | 295               | 170       | 221     | 326   | 211  | 369    | 192     | 367          |  |  |
| Base: All Respondents (wtd)                            | 458           | 229    | 229           | 167      | 144      | 147      | 62   | 190              | 205  | 263     | 194            | 197  | 122       | 138  | 244  | 214                 | 62   | 396            | 74   | 384                       | 309            | 149               | 79        | 101     | 171   | 107  | 178    | 91      | 188          |  |  |
| Alarm clock  | 268           | 130    | 137           | 77       | 87       | 104      | 33   | 114              | 121  | 161     | 107            | 124  | 67        | 77   | 141  | 127                 | 30   | 238            | 38   | 229                       | 179            | 89                | 49        | 59      | 103   | 57   | 90     | 57      | 121          |  |  |
|  | 58%           | 57%    | 60%           | 46%      | 61%      | 70%      | 52%  | 60%              | 59%  | 61%     | 55%            | 63%  | 55%       | 56%  | 58%  | 59%                 | 48%  | 60%            | 52%  | 60%                       | 58%            | 60%               | 62%       | 58%     | 60%   | 54%  | 50%    | 63%     | 64%          |  |  |
|  |               |        |               |          |          |          |      |                  |      |         |                |      |           |      |      |                     |      |                |      |                           |                |                   |           |         |       |      |        |         |              |  |  |
| Table lamp   | 264           | 115    | 149           | 88       | 79       | 97       | 36   | 105              | 123  | 152     | 113            | 117  | 70        | 77   | 128  | 136                 | 32   | 233            | 38   | 226                       | 172            | 92                | 47        | 59      | 98    | 60   | 101    | 57      | 106          |  |  |
|  | 58%           | 50%    | 65%           | 53%      | 55%      | 66%      | 58%  | 55%              | 60%  | 58%     | 58%            | 59%  | 58%       | 55%  | 53%  | 54%                 | 51%  | 59%            | 56%  | 62%                       | 60%            | 59%               | 57%       | 56%     | 57%   | 56%  | 57%    | 63%     | 57%          |  |  |
|  |               |        |               |          |          |          |      |                  |      |         |                |      |           |      |      |                     |      |                |      |                           |                |                   |           |         |       |      |        |         |              |  |  |
| Remote Control   | 258           | 129    | 128           | 81       | 86       | 90       | 38   | 107              | 112  | 146     | 111            | 121  | 69        | 68   | 138  | 119                 | 33   | 224            | 41   | 217                       | 171            | 87                | 45        | 54      | 100   | 59   | 96     | 50      | 111          |  |  |
|  | 56%           | 57%    | 56%           | 49%      | 60%      | 61%      | 62%  | 56%              | 55%  | 56%     | 57%            | 61%  | 56%       | 49%  | 57%  | 56%                 | 53%  | 57%            | 55%  | 57%                       | 55%            | 58%               | 57%       | 53%     | 59%   | 55%  | 54%    | 55%     | 59%          |  |  |
|  |               |        |               |          |          |          |      |                  |      |         |                |      |           |      |      |                     |      |                |      |                           |                |                   |           |         |       |      |        |         |              |  |  |
| Outlet for electrical devices (ie: smartphone, tablet) | 256           | 115    | 141           | 97       | 84       | 76       | 37   | 103              | 116  | 143     | 114            | 108  | 67        | 82   | 125  | 131                 | 34   | 222            | 43   | 213                       | 176            | 81                | 44        | 58      | 95    | 59   | 105    | 55      | 96           |  |  |
|  | 56%           | 50%    | 62%           | 58%      | 58%      | 51%      | 60%  | 54%              | 57%  | 54%     | 59%            | 55%  | 55%       | 59%  | 51%  | 61%                 | 55%  | 56%            | 59%  | 55%                       | 57%            | 54%               | 56%       | 58%     | 55%   | 55%  | 59%    | 60%     | 51%          |  |  |
|  |               |        |               |          |          |          |      |                  |      |         |                |      |           |      |      |                     |      |                |      |                           |                |                   |           |         |       |      |        |         |              |  |  |
| Phone  | 239           | 118    | 121           | 100      | 67       | 72       | 38   | 100              | 101  | 131     | 108            | 102  | 60        | 77   | 124  | 115                 | 33   | 206            | 39   | 200                       | 154            | 85                | 37        | 54      | 97    | 51   | 93     | 52      | 94           |  |  |
|  | 52%           | 52%    | 53%           | 60%      | 46%      | 49%      | 61%  | 53%              | 49%  | 50%     | 56%            | 52%  | 50%       | 55%  | 51%  | 54%                 | 53%  | 52%            | 53%  | 52%                       | 57%            | 54%               | 47%       | 53%     | 57%   | 48%  | 52%    | 57%     | 50%          |  |  |
|  |               |        |               |          |          |          |      |                  |      |         |                |      |           |      |      |                     |      |                |      |                           |                |                   |           |         |       |      |        |         |              |  |  |
| Window blinds master switch                            | 58            | 27     | 31            | 22       | 25       | 12       | 8    | 23               | 27   | 33      | 25             | 23   | 16        | 19   | 32   | 26                  | 11   | 47             | 13   | 45                        | 41             | 18                | 11        | 12      | 24    | 11   | 25     | 9       | 23           |  |  |
|  | 13%           | 12%    | 14%           | 13%      | 17%      | 8%       | 13%  | 12%              | 13%  | 13%     | 13%            | 11%  | 13%       | 14%  | 13%  | 12%                 | 18%  | 12%            | 17%  | 12%                       | 13%            | 12%               | 14%       | 12%     | 14%   | 10%  | 14%    | 10%     | 12%          |  |  |
|  |               |        |               |          |          |          |      |                  |      |         |                |      |           |      |      |                     |      |                |      |                           |                |                   |           |         |       |      |        |         |              |  |  |
| iPod doc   | 42            | 23     | 20            | 23       | 11       | 8        | 4    | 15               | 22   | 23      | 19             | 10   | 14        | 17   | 27   | 15                  | 11   | 31             | 14   | 28                        | 33             | 9                 | 8         | 9       | 14    | 11   | 25     | 6       | 12           |  |  |
|  | 9%            | 10%    | 9%            | 14%      | 8%       | 6%       | 7%   | 8%               | 11%  | 9%      | 10%            | 5%   | 12%       | 13%  | 11%  | 7%                  | 18%  | 8%             | 19%  | 7%                        | 11%            | 6%                | 10%       | 9%      | 8%    | 10%  | 14%    | 6%      | 6%           |  |  |
|  |               |        |               |          |          |          |      |                  |      |         |                |      |           |      |      |                     |      |                |      |                           |                |                   |           |         |       |      |        |         |              |  |  |
| Other  | 12            | 6      | 6             | 3        | 4        | 5        | 1    | 8                | 3    | 5       | 7              | 7    | 4         | 4    | 2    | 9                   | 1    | 10             | 1    | 11                        | 5              | 7                 | 3         | 3       | 4     | 1    | 5      | 3       | 4            |  |  |
|  | 3%            | 2%     | 3%            | 2%       | 3%       | 4%       | 1%   | 4%               | 2%   | 2%      | 3%             | 4%   | 3%        | 4%   | 1%   | 4%                  | 2%   | 3%             | 1%   | 3%                        | 2%             | 4%                | 3%        | 2%      | 3%    | 2%   | 3%     | 3%      | 2%           |  |  |
|  |               |        |               |          |          |          |      |                  |      |         |                |      |           |      |      |                     |      |                |      |                           |                |                   |           |         |       |      |        |         |              |  |  |
| Sigma  | 1397          | 663    | 734           | 451      | 442      | 464      | 195  | 574              | 627  | 794     | 603            | 611  | 368       | 418  | 718  | 679                 | 185  | 1212           | 227  | 1170                      | 931            | 466               | 244       | 309     | 536   | 309  | 540    | 289     | 568          |  |  |
|  | 305%          | 290%   | 320%          | 294%     | 307%     | 315%     | 315% | 302%             | 305% | 301%    | 310%           | 310% | 302%      | 302% | 295% | 317%                | 299% | 306%           | 307% | 305%                      | 301%           | 313%              | 310%      | 305%    | 313%  | 289% | 303%   | 317%    | 302%         |  |  |

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Four Seasons Bed Survey

IE9. Which of the following bedtime rituals are most important to your sleep routine?

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|  | Gender |      | Age    |          |          | Household Income |      |        | Marital Status |         | Education |      |        | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |                | Social Media |        |         |          |
|--|--------|------|--------|----------|----------|------------------|------|--------|----------------|---------|-----------|------|--------|---------------------|------|----------------|------|---------------------------|------|-------------------|----------------|--------------|--------|---------|----------|
|  | Total  | Male | Female | Under 35 | 35 to 49 | 50 to 64         | Low  | Medium | High           | Married | Other     | Low  | Medium | High                | Yes  | No             | Yes  | No                        | Yes  | No                | Total Employed | Non Employed | Active | Passive | Inactive |
|  | A      | B    | C      | D        | E        | F                | G    | H      | I              | J       | K         | L    | M      | N                   | O    | P              | Q    | R                         | S    | T                 | U              | V            | W      | X       |          |
| Base: All Respondents (unwtd)              | 3148   | 1532 | 1616   | 1045     | 1197     | 906              | 291  | 1279   | 1467           | 1930    | 1218      | 618  | 1037   | 1493                | 1967 | 1181           | 343  | 2805                      | 641  | 2507              | 2406           | 742          | 832    | 580     | 767      |
| Base: All Respondents (wtd)                | 1667   | 830  | 836    | 633      | 558      | 476              | 219  | 721    | 660            | 941     | 726       | 621  | 585    | 460                 | 951  | 716            | 177  | 1489                      | 262  | 1404              | 1206           | 461          | 463    | 342     | 413      |
| Watching TV                                | 687    | 358  | 329    | 253      | 233      | 201              | 90   | 322    | 250            | 381     | 306       | 271  | 260    | 157                 | 394  | 293            | 75   | 612                       | 104  | 583               | 508            | 179          | 196    | 152     | 188      |
|  | 41%    | 43%  | 39%    | 40%      | 42%      | 42%              | 41%  | 45%    | 38%            | 40%     | 42%       | 44%  | 44%    | 34%                 | 41%  | 41%            | 42%  | 41%                       | 40%  | 42%               | 42%            | 39%          | 42%    | 44%     | 46%      |
| Taking a hot shower/bath                   | 684    | 310  | 374    | 277      | 216      | 191              | 86   | 274    | 297            | 417     | 267       | 284  | 244    | 155                 | 384  | 300            | 67   | 616                       | 121  | 563               | 491            | 193          | 176    | 117     | 117      |
|  | 41%    | 37%  | 45%    | 44%      | 39%      | 40%              | 39%  | 38%    | 45%            | 44%     | 37%       | 46%  | 42%    | 34%                 | 40%  | 42%            | 38%  | 41%                       | 46%  | 40%               | 41%            | 42%          | 38%    | 34%     | 28%      |
|  |        |      | A      |          |          |                  |      |        |                | J       |           |      | M      |                     |      |                |      |                           |      |                   |                | X            | X      |         |          |
| Dimming the lights                         | 553    | 242  | 311    | 230      | 178      | 146              | 77   | 227    | 224            | 304     | 249       | 190  | 205    | 159                 | 305  | 248            | 54   | 499                       | 100  | 453               | 408            | 145          | 166    | 124     | 105      |
|  | 33%    | 29%  | 37%    | 36%      | 32%      | 31%              | 35%  | 31%    | 34%            | 32%     | 34%       | 31%  | 35%    | 34%                 | 32%  | 35%            | 31%  | 33%                       | 38%  | 32%               | 34%            | 31%          | 36%    | 36%     | 25%      |
|  |        |      | A      |          |          |                  |      |        |                | J       |           |      | M      |                     |      |                |      |                           |      |                   |                | X            | X      |         |          |
| Reading a good book                        | 413    | 167  | 245    | 143      | 133      | 137              | 43   | 191    | 156            | 224     | 188       | 114  | 154    | 145                 | 240  | 173            | 49   | 364                       | 70   | 343               | 291            | 122          | 141    | 102     | 85       |
|  | 25%    | 20%  | 29%    | 23%      | 24%      | 29%              | 19%  | 26%    | 24%            | 26%     | 26%       | 18%  | 26%    | 32%                 | 25%  | 24%            | 27%  | 24%                       | 27%  | 24%               | 24%            | 26%          | 30%    | 30%     | 21%      |
|  |        |      | A      |          |          | C                |      |        |                | J       |           |      | K      |                     | KL   |                |      |                           |      |                   |                | X            | X      |         |          |
| Changing the room temperature              | 371    | 174  | 197    | 112      | 134      | 126              | 51   | 153    | 156            | 242     | 129       | 155  | 122    | 94                  | 219  | 152            | 51   | 320                       | 78   | 293               | 271            | 100          | 106    | 58      | 75       |
|  | 22%    | 21%  | 24%    | 18%      | 24%      | 26%              | 23%  | 21%    | 24%            | 26%     | 18%       | 25%  | 21%    | 20%                 | 23%  | 21%            | 29%  | 22%                       | 30%  | 21%               | 22%            | 22%          | 23%    | 17%     | 18%      |
|  |        |      | A      |          |          | C                |      |        |                | J       |           |      | K      |                     | KL   |                |      |                           |      |                   |                | X            | X      |         |          |
| Listening to soothing music                | 326    | 174  | 152    | 156      | 96       | 73               | 49   | 133    | 129            | 168     | 157       | 137  | 118    | 70                  | 182  | 144            | 43   | 283                       | 69   | 256               | 242            | 84           | 96     | 50      | 40       |
|  | 20%    | 21%  | 18%    | 25%      | 17%      | 15%              | 23%  | 18%    | 20%            | 18%     | 22%       | 22%  | 20%    | 15%                 | 19%  | 20%            | 24%  | 19%                       | 26%  | 18%               | 20%            | 18%          | 21%    | 15%     | 10%      |
|  |        |      | A      |          |          | C                |      |        |                | J       |           |      | K      |                     | KL   |                |      |                           |      |                   |                | X            | X      |         |          |
| Following your beauty regimen              | 285    | 46   | 239    | 126      | 95       | 64               | 24   | 105    | 137            | 143     | 142       | 81   | 106    | 98                  | 143  | 141            | 36   | 249                       | 52   | 232               | 216            | 69           | 101    | 67      | 58       |
|  | 17%    | 6%   | 29%    | 20%      | 17%      | 13%              | 11%  | 15%    | 21%            | 15%     | 20%       | 13%  | 18%    | 21%                 | 15%  | 20%            | 20%  | 17%                       | 20%  | 17%               | 18%            | 15%          | 22%    | 20%     | 14%      |
|  |        |      | A      |          |          | E                |      |        |                | FG      |           |      | K      |                     | K    |                |      |                           |      |                   |                | X            | X      |         |          |
| Being intimate                             | 255    | 157  | 98     | 118      | 85       | 52               | 33   | 96     | 115            | 142     | 113       | 85   | 100    | 71                  | 154  | 101            | 41   | 214                       | 53   | 202               | 185            | 70           | 97     | 64      | 55       |
|  | 15%    | 19%  | 12%    | 15%      | 11%      | 15%              | 13%  | 17%    | 15%            | 16%     | 14%       | 14%  | 17%    | 15%                 | 16%  | 14%            | 23%  | 14%                       | 20%  | 14%               | 15%            | 15%          | 21%    | 19%     | 13%      |
|  |        |      | A      |          |          | E                |      |        |                | FG      |           |      | K      |                     | K    |                |      |                           |      |                   |                | X            | X      |         |          |
| Sharing/reviewing your day on social media | 139    | 73   | 66     | 74       | 33       | 31               | 25   | 58     | 49             | 63      | 76        | 57   | 44     | 38                  | 76   | 63             | 26   | 113                       | 33   | 106               | 87             | 52           | 66     | 22      | 19       |
|  | 8%     | 9%   | 8%     | 12%      | 6%       | 7%               | 11%  | 8%     | 7%             | 7%      | 10%       | 9%   | 7%     | 8%                  | 8%   | 9%             | 15%  | 8%                        | 12%  | 8%                | 7%             | 11%          | 14%    | 6%      | 5%       |
|  |        |      | A      |          |          | E                |      |        |                | FG      |           |      | K      |                     | K    |                |      |                           |      |                   |                | X            | X      |         |          |
| None of the above                          | 184    | 110  | 75     | 62       | 69       | 53               | 27   | 83     | 66             | 95      | 90        | 63   | 57     | 64                  | 107  | 77             | 14   | 170                       | 20   | 165               | 136            | 48           | 42     | 32      | 92       |
|  | 11%    | 13%  | 9%     | 10%      | 12%      | 11%              | 12%  | 12%    | 10%            | 10%     | 12%       | 10%  | 10%    | 14%                 | 11%  | 11%            | 8%   | 11%                       | 7%   | 12%               | 11%            | 10%          | 9%     | 9%      | 22%      |
|  |        |      | A      |          |          | E                |      |        |                | FG      |           |      | K      |                     | K    |                |      |                           |      |                   |                | X            | X      |         |          |
| Sigma                                      | 3896   | 1810 | 2086   | 1551     | 1272     | 1073             | 504  | 1642   | 1580           | 2178    | 1718      | 1436 | 1409   | 1050                | 2204 | 1692           | 455  | 3441                      | 699  | 3197              | 2835           | 1061         | 1186   | 788     | 835      |
|  | 234%   | 218% | 249%   | 245%     | 228%     | 226%             | 230% | 228%   | 240%           | 232%    | 237%      | 231% | 241%   | 228%                | 232% | 236%           | 257% | 231%                      | 267% | 228%              | 235%           | 230%         | 256%   | 230%    | 202%     |

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Four Seasons Bed Survey

IE9. Which of the following bedtime rituals are most important to your sleep routine?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|  | Total | Russia | China | Great Britain | United States |
|--|-------|--------|-------|---------------|---------------|
|  |       | A      | B     | C             | D             |
| Base: All Respondents (unwtd)              | 3148  | 325    | 969   | 926           | 928           |
| Base: All Respondents (wtd)                | 1667  | 298    | 448   | 462           | 458           |
| Watching TV                                | 687   | 149    | 151   | 147           | 240           |
|  | 41%   | 50%    | 34%   | 32%           | 52%           |
|  |       | BC     |       |               | BC            |
| Taking a hot shower/bath                   | 684   | 169    | 273   | 101           | 140           |
|  | 41%   | 57%    | 61%   | 22%           | 31%           |
|  |       | CD     | CD    |               | C             |
| Dimming the lights                         | 553   | 113    | 159   | 135           | 147           |
|  | 33%   | 38%    | 35%   | 29%           | 32%           |
|  |       | C      |       |               |               |
| Reading a good book                        | 413   | 75     | 84    | 168           | 85            |
|  | 25%   | 25%    | 19%   | 36%           | 19%           |
|  |       | D      |       | ABD           |               |
| Changing the room temperature              | 371   | 60     | 132   | 65            | 113           |
|  | 22%   | 20%    | 30%   | 14%           | 25%           |
|  |       | C      | AC    |               | C             |
| Listening to soothing music                | 326   | 69     | 140   | 57            | 59            |
|  | 20%   | 23%    | 31%   | 12%           | 13%           |
|  |       | CD     | CD    |               |               |
| Following your beauty regimen              | 285   | 86     | 58    | 78            | 63            |
|  | 17%   | 29%    | 13%   | 17%           | 14%           |
|  |       | BCD    |       |               |               |
| Being intimate                             | 255   | 86     | 38    | 58            | 73            |
|  | 15%   | 29%    | 9%    | 13%           | 16%           |
|  |       | BCD    |       |               | BC            |
| Sharing/reviewing your day on social media | 139   | 40     | 32    | 31            | 36            |
|  | 8%    | 13%    | 7%    | 7%            | 8%            |
|  |       | BCD    |       |               |               |

|                   |      |      |      |      |      |
|-------------------|------|------|------|------|------|
| None of the above | 184  | 8    | 18   | 88   | 70   |
|                   | 11%  | 3%   | 4%   | 19%  | 15%  |
|                   |      |      |      | ABD  | AB   |
| Sigma             | 3896 | 855  | 1087 | 928  | 1027 |
|                   | 234% | 287% | 242% | 201% | 224% |
|                   |      |      |      |      |      |

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|                   |      |      |   |      |      |      |      |   |
|-------------------|------|------|---|------|------|------|------|---|
| None of the above | 184  | 70   | - | 88   | 26   | 167  | 26   | - |
|                   | 11%  | 15%  | - | 19%  | 3%   | 14%  | 3%   | - |
|                   |      | DF   |   | ADEF |      | DF   |      |   |
| Sigma             | 3896 | 1027 | - | 928  | 1941 | 2809 | 1941 | - |
|                   | 234% | 224% | - | 201% | 260% | 231% | 260% | - |
|                   |      |      |   |      |      |      |      |   |

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Four Seasons Bed Survey

IE9. Which of the following bedtime rituals are most important to your sleep routine?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|  | China Total | China  |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |   |
|--|-------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|---|
|  |             | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |   |
|  |             | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |   |
| A  | B           | C      | D      | E        | F        | G        | H                | I      | J    | K              | L     | M         | N      | O    | P                   | Q    | R              | S    | T                         | U    | V                 | W            | X            |         |          |   |
| Base: All Respondents (unwtd)              | 969         | 493    | 476    | 370      | 481      | 118      | 34               | 241    | 694  | 772            | 197   | 67        | 218    | 684  | 694                 | 275  | 106            | 863  | 329                       | 640  | 889               | 80           | -            | -       | -        |   |
| Base: All Respondents (wtd)                | 448         | 215    | 233    | 180      | 157      | 112      | 54               | 175    | 220  | 328            | 120   | 251       | 149    | 48   | 261                 | 188  | 51             | 397  | 94                        | 354  | 367               | 81           | -            | -       | -        |   |
| Taking a hot shower/bath                   | 273         | 132    | 141    | 102      | 89       | 83       | 27               | 105    | 142  | 218            | 55    | 154       | 87     | 32   | 170                 | 103  | 29             | 245  | 63                        | 211  | 219               | 54           | -            | -       | -        |   |
|  | 61%         | 61%    | 61%    | 56%      | 57%      | 74%      | **               | 60%    | 64%  | 67%            | 46%   | 61%       | 58%    | L    | 65%                 | **   | **             | 62%  | **                        | 67%  | 59%               | 60%          | 67%          | -       | -        | - |
| Dimming the lights                         | 159         | 62     | 97     | 70       | 54       | 35       | 22               | 56     | 80   | 122            | 37    | 78        | 62     | 19   | 95                  | 64   | 17             | 142  | 45                        | 114  | 138               | 21           | -            | -       | -        |   |
|  | 35%         | 29%    | 42%    | 39%      | 34%      | 32%      | 42%              | 32%    | 36%  | 37%            | 31%   | 31%       | 41%    | 40%  | 36%                 | 34%  | 32%            | 36%  | 48%                       | 32%  | 38%               | 25%          | -            | -       | -        |   |
|  | *           | *      | *      | *        | *        | **       | *                | *      | *    | *              | *     | *         | *      | *    | *                   | **   | **             | *    | *                         | *    | **                | **           | *            | -       | -        | - |
| Watching TV                                | 151         | 77     | 74     | 60       | 59       | 31       | 14               | 78     | 59   | 113            | 38    | 81        | 53     | 17   | 91                  | 60   | 21             | 130  | 35                        | 116  | 140               | 11           | -            | -       | -        |   |
|  | 34%         | 36%    | 32%    | 33%      | 38%      | 28%      | 26%              | 45%    | 27%  | 34%            | 32%   | 32%       | 36%    | 34%  | 35%                 | 32%  | 40%            | 33%  | 37%                       | 33%  | 38%               | 14%          | -            | -       | -        |   |
|  | *           | *      | *      | *        | *        | **       | H*               | *      | *    | *              | *     | *         | *      | *    | *                   | **   | **             | *    | *                         | *    | **                | **           | *            | -       | -        | - |
| Listening to soothing music                | 140         | 70     | 70     | 69       | 47       | 24       | 18               | 55     | 68   | 86             | 54    | 77        | 46     | 17   | 77                  | 63   | 16             | 124  | 34                        | 106  | 123               | 17           | -            | -       | -        |   |
|  | 31%         | 33%    | 30%    | 38%      | 30%      | 22%      | 33%              | 31%    | 31%  | 26%            | 45%   | 31%       | 31%    | 35%  | 30%                 | 34%  | 32%            | 31%  | 36%                       | 30%  | 33%               | 22%          | -            | -       | -        |   |
|  | *           | *      | *      | *        | *        | *        | **               | *      | *    | *              | I*    | *         | *      | *    | *                   | *    | **             | *    | *                         | *    | **                | **           | *            | -       | -        | - |
| Changing the room temperature              | 132         | 59     | 74     | 44       | 52       | 37       | 16               | 51     | 65   | 107            | 25    | 75        | 43     | 15   | 86                  | 46   | 21             | 111  | 41                        | 92   | 111               | 21           | -            | -       | -        |   |
|  | 30%         | 27%    | 32%    | 24%      | 33%      | 33%      | 30%              | 29%    | 30%  | 33%            | 21%   | 30%       | 29%    | 31%  | 33%                 | 25%  | 42%            | 28%  | 43%                       | 26%  | 30%               | 26%          | -            | -       | -        |   |
|  | *           | *      | *      | *        | *        | **       | *                | *      | *    | *              | *     | *         | *      | *    | *                   | **   | **             | S*   | *                         | *    | **                | **           | *            | -       | -        | - |
| Reading a good book                        | 84          | 39     | 46     | 34       | 36       | 14       | 2                | 37     | 46   | 60             | 24    | 30        | 43     | 11   | 59                  | 25   | 14             | 71   | 20                        | 64   | 76                | 8            | -            | -       | -        |   |
|  | 19%         | 18%    | 20%    | 19%      | 23%      | 13%      | 3%               | 21%    | 21%  | 18%            | 20%   | 12%       | 29%    | 23%  | 23%                 | 13%  | 27%            | 18%  | 21%                       | 18%  | 21%               | 10%          | -            | -       | -        |   |
|  | *           | *      | *      | *        | *        | *        | **               | *      | *    | *              | *     | *         | K      | K    | *                   | **   | *              | *    | *                         | *    | **                | **           | *            | -       | -        | - |
| Following your beauty regimen              | 58          | 7      | 51     | 26       | 26       | 6        | *                | 17     | 40   | 35             | 22    | 25        | 24     | 9    | 39                  | 19   | 8              | 49   | 17                        | 40   | 55                | 3            | -            | -       | -        |   |
|  | 13%         | 3%     | 22%    | 14%      | 16%      | 5%       | *                | 10%    | 18%  | 11%            | 19%   | 10%       | 16%    | 18%  | 15%                 | 10%  | 16%            | 12%  | 18%                       | 11%  | 15%               | 4%           | -            | -       | -        |   |
|  | *           | A      | *      | *        | *        | *        | **               | *      | *    | *              | *     | *         | *      | *    | *                   | **   | *              | *    | *                         | *    | **                | **           | *            | -       | -        | - |
| Being intimate                             | 38          | 24     | 14     | 15       | 13       | 10       | *                | 12     | 26   | 31             | 7     | 14        | 17     | 7    | 31                  | 8    | 10             | 28   | 13                        | 25   | 34                | 4            | -            | -       | -        |   |
|  | 9%          | 11%    | 6%     | 9%       | 8%       | 9%       | 1%               | 7%     | 12%  | 9%             | 6%    | 6%        | 11%    | 15%  | 12%                 | 4%   | 19%            | 7%   | 14%                       | 7%   | 9%                | 5%           | -            | -       | -        |   |
|  | *           | *      | *      | *        | *        | **       | *                | *      | *    | *              | *     | *         | *      | K    | *                   | **   | *              | *    | *                         | *    | **                | **           | *            | -       | -        | - |
| Sharing/reviewing your day on social media | 32          | 21     | 12     | 15       | 8        | 9        | 8                | 10     | 14   | 21             | 12    | 17        | 9      | 6    | 20                  | 12   | 5              | 27   | 13                        | 19   | 24                | 8            | -            | -       | -        |   |
|  | 7%          | 10%    | 5%     | 9%       | 5%       | 8%       | 15%              | 6%     | 6%   | 6%             | 10%   | 7%        | 6%     | 12%  | 8%                  | 7%   | 10%            | 7%   | 14%                       | 5%   | 7%                | 10%          | -            | -       | -        |   |
|  | *           | *      | *      | *        | *        | **       | *                | *      | *    | *              | *     | *         | *      | L    | *                   | **   | *              | S*   | *                         | *    | **                | **           | *            | -       | -        | - |
| None of the above                          | 18          | 7      | 10     | 8        | 9        | 1        | 5                | 7      | 6    | 15             | 2     | 11        | 6      | 1    | 10                  | 8    | 1              | 17   | 1                         | 17   | 17                | 1            | -            | -       | -        |   |
|  | 4%          | 3%     | 4%     | 4%       | 6%       | 1%       | 9%               | 4%     | 3%   | 5%             | 2%    | 4%        | 4%     | 2%   | 4%                  | 2%   | 4%             | 1%   | 5%                        | 4%   | 4%                | 2%           | -            | -       | -        |   |
|  | *           | *      | *      | *        | *        | **       | *                | *      | *    | *              | *     | *         | *      | *    | *                   | **   | *              | *    | *                         | *    | **                | **           | *            | -       | -        | - |
| Sigma                                      | 1087        | 498    | 589    | 443      | 393      | 250      | 112              | 428    | 546  | 810            | 277   | 562       | 390    | 135  | 678                 | 408  | 141            | 945  | 282                       | 805  | 937               | 150          | -            | -       | -        |   |
|  | 242%        | 231%   | 253%   | 246%     | 251%     | 224%     | 208%             | 245%   | 248% | 247%           | 230%  | 224%      | 262%   | 278% | 260%                | 217% | 275%           | 236% | 300%                      | 227% | 255%              | 165%         | -            | -       | -        |   |

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Four Seasons Bed Survey  
 IE9. Which of the following bedtime rituals are most important to your sleep routine?  
 Proportions/Mean: - Column Proportions:  
 Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 Column Means:  
 Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|  | Russia Total | Russia |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |
|--|--------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|  |              | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|  |              | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
| A  | B            | C      | D      | E        | F        | G        | H                | I      | J    | K              | L     | M         | N      | O    | P                   | Q    | R              | S    | T                         | U    | V                 | W            | X            |         |          |
| Base: All Respondents (unwtd)              | 325          | 177    | 148    | 75       | 119      | 131      | 24               | 120    | 165  | 183            | 142   | 44        | 163    | 118  | 202                 | 123  | 29             | 296  | 38                        | 287  | 234               | 91           | 109          | 148     | 68       |
| Base: All Respondents (wtd)                | 298          | 156    | 142    | 119      | 99       | 80       | 33               | 108    | 138  | 151            | 147   | 73        | 154    | 71   | 161                 | 138  | 23             | 275  | 32                        | 266  | 206               | 92           | 105          | 130     | 63       |
| Taking a hot shower/bath                   | 169          | 73     | 96     | 79       | 52       | 38       | 22               | 58     | 75   | 75             | 94    | 46        | 89     | 34   | 79                  | 91   | 8              | 161  | 16                        | 154  | 112               | 57           | 66           | 69      | 35       |
|  | 57%          | 47%    | 68%    | 67%      | 52%      | 48%      | 66%              | 54%    | 54%  | 50%            | 64%   | 62%       | 58%    | 48%  | 49%                 | 66%  | 37%            | 58%  | 49%                       | 58%  | 54%               | 62%          | 63%          | 53%     | 55%      |
| Watching TV                                | 149          | 85     | 64     | 56       | 54       | 39       | 14               | 59     | 65   | 70             | 79    | 31        | 81     | 36   | 81                  | 68   | 10             | 139  | 14                        | 135  | 105               | 44           | 44           | 70      | 35       |
|  | 50%          | 55%    | 45%    | 47%      | 54%      | 49%      | 42%              | 54%    | 47%  | 46%            | 54%   | 43%       | 53%    | 51%  | 51%                 | 49%  | 45%            | 50%  | 44%                       | 51%  | 51%               | 47%          | 42%          | 54%     | 55%      |
| Dimming the lights                         | 113          | 54     | 58     | 49       | 34       | 30       | 11               | 36     | 53   | 49             | 64    | 28        | 60     | 25   | 53                  | 59   | 8              | 105  | 10                        | 103  | 78                | 34           | 44           | 45      | 24       |
|  | 38%          | 35%    | 41%    | 41%      | 34%      | 37%      | 34%              | 33%    | 38%  | 32%            | 43%   | 38%       | 39%    | 35%  | 33%                 | 43%  | 33%            | 38%  | 30%                       | 39%  | 38%               | 37%          | 42%          | 35%     | 37%      |
| Following your beauty regimen              | 86           | 18     | 68     | 35       | 27       | 23       | 7                | 28     | 46   | 46             | 40    | 18        | 48     | 20   | 38                  | 47   | 5              | 80   | 8                         | 78   | 65                | 21           | 32           | 38      | 16       |
|  | 29%          | 11%    | 48%    | 29%      | 28%      | 29%      | 20%              | 26%    | 33%  | 30%            | 27%   | 24%       | 31%    | 29%  | 24%                 | 34%  | 24%            | 29%  | 25%                       | 29%  | 31%               | 23%          | 30%          | 29%     | 26%      |
| Being intimate                             | 86           | 63     | 22     | 44       | 31       | 11       | 10               | 26     | 47   | 45             | 40    | 26        | 43     | 16   | 52                  | 34   | 13             | 73   | 19                        | 66   | 67                | 18           | 34           | 35      | 17       |
|  | 29%          | 41%    | 16%    | 37%      | 31%      | 13%      | 30%              | 24%    | 34%  | 30%            | 27%   | 35%       | 28%    | 23%  | 32%                 | 25%  | 57%            | 26%  | 61%                       | 25%  | 33%               | 20%          | 33%          | 27%     | 26%      |
| Reading a good book                        | 75           | 33     | 42     | 26       | 21       | 27       | 8                | 31     | 33   | 31             | 44    | 21        | 31     | 23   | 38                  | 37   | 5              | 70   | 7                         | 68   | 44                | 31           | 35           | 34      | 6        |
|  | 25%          | 21%    | 30%    | 22%      | 21%      | 34%      | 25%              | 28%    | 24%  | 20%            | 30%   | 28%       | 20%    | 33%  | 24%                 | 27%  | 22%            | 25%  | 22%                       | 25%  | 21%               | 34%          | 34%          | 26%     | 10%      |
| Listening to soothing music                | 69           | 43     | 27     | 38       | 15       | 17       | 11               | 21     | 29   | 28             | 42    | 25        | 35     | 9    | 34                  | 35   | 5              | 64   | 9                         | 60   | 42                | 27           | 40           | 21      | 9        |
|  | 23%          | 27%    | 19%    | 32%      | 15%      | 21%      | 33%              | 19%    | 21%  | 18%            | 28%   | 34%       | 23%    | 13%  | 21%                 | 26%  | 24%            | 23%  | 29%                       | 23%  | 20%               | 30%          | 38%          | 16%     | 14%      |
| Changing the room temperature              | 60           | 31     | 29     | 19       | 24       | 17       | 10               | 19     | 28   | 33             | 27    | 22        | 24     | 14   | 32                  | 28   | 5              | 55   | 4                         | 56   | 40                | 20           | 26           | 24      | 10       |
|  | 20%          | 20%    | 20%    | 16%      | 24%      | 21%      | 31%              | 17%    | 20%  | 22%            | 18%   | 30%       | 16%    | 20%  | 20%                 | 20%  | 20%            | 20%  | 13%                       | 21%  | 19%               | 22%          | 25%          | 19%     | 15%      |
| Sharing/reviewing your day on social media | 40           | 19     | 21     | 22       | 10       | 8        | 6                | 16     | 14   | 9              | 31    | 21        | 16     | 3    | 17                  | 23   | 5              | 35   | 3                         | 37   | 19                | 21           | 19           | 12      | 9        |
|  | 13%          | 12%    | 15%    | 18%      | 10%      | 10%      | 19%              | 15%    | 10%  | 6%             | 21%   | 28%       | 11%    | 4%   | 10%                 | 17%  | 22%            | 13%  | 8%                        | 14%  | 9%                | 23%          | 18%          | 10%     | 14%      |
| None of the above                          | 8            | 4      | 4      | -        | 5        | 3        | -                | 3      | 5    | 4              | 4     | 1         | 2      | 4    | 5                   | 3    | -              | 8    | -                         | 8    | 8                 | -            | 3            | 2       | 3        |
|  | 3%           | 3%     | 3%     | -        | 5%       | 3%       | -                | 2%     | 4%   | 3%             | 3%    | 2%        | 2%     | 6%   | 3%                  | 2%   | 2%             | 3%   | 1%                        | 3%   | 4%                | 1%           | 3%           | 1%      | 5%       |
| Sigma                                      | 855          | 423    | 431    | 367      | 273      | 214      | 100              | 296    | 394  | 389            | 466   | 238       | 431    | 185  | 429                 | 425  | 66             | 789  | 90                        | 764  | 580               | 275          | 342          | 350     | 163      |
|  | 287%         | 271%   | 304%   | 310%     | 275%     | 267%     | 301%             | 274%   | 286% | 258%           | 316%  | 324%      | 281%   | 261% | 267%                | 309% | 286%           | 287% | 282%                      | 287% | 281%              | 298%         | 326%         | 269%    | 258%     |

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Four Seasons Bed Survey  
 IE9. Which of the following bedtime rituals are most important to your sleep routine?  
 Proportions/Mean: - Column Proportions:  
 Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 Column Means:  
 Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|  | Great Britain |        |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |
|--|---------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|  | Total         | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|  |               | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
|  |               | A      | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U            | V            | W       | X        |
| Base: All Respondents (unwtd)              | 926           | 459    | 467    | 307      | 311      | 308      | 139              | 500    | 192  | 411            | 515   | 200       | 318    | 408  | 582                 | 344  | 83             | 843  | 126                       | 800  | 650               | 276          | 354          | 240     | 332      |
| Base: All Respondents (wtd)                | 462           | 230    | 232    | 167      | 158      | 137      | 70               | 248    | 96   | 198            | 264   | 100       | 160    | 203  | 286                 | 176  | 41             | 421  | 62                        | 400  | 323               | 139          | 181          | 120     | 161      |
| Reading a good book                        | 168           | 66     | 102    | 51       | 54       | 63       | 21               | 90     | 37   | 82             | 86    | 32        | 55     | 80   | 101                 | 67   | 15             | 152  | 24                        | 144  | 114               | 53           | 65           | 49      | 54       |
|  | 36%           | 29%    | 44%    | 31%      | 34%      | 46%      | 30%              | 36%    | 39%  | 41%            | 33%   | 32%       | 34%    | 40%  | 35%                 | 38%  | 38%            | 36%  | 39%                       | 36%  | 35%               | 38%          | 36%          | 41%     | 34%      |
| Watching TV                                | 147           | 75     | 73     | 59       | 46       | 41       | 25               | 82     | 25   | 64             | 84    | 36        | 61     | 50   | 93                  | 54   | 14             | 133  | 20                        | 127  | 107               | 40           | 63           | 36      | 48       |
|  | 32%           | 32%    | 31%    | 36%      | 29%      | 30%      | 36%              | 33%    | 26%  | 32%            | 32%   | 36%       | 38%    | 25%  | 32%                 | 31%  | 34%            | 32%  | 32%                       | 32%  | 33%               | 29%          | 35%          | 30%     | 30%      |
|  |               |        |        |          |          |          |                  |        |      |                |       | M         | M      |      |                     |      | *              |      |                           |      |                   |              |              |         |          |
| Dimming the lights                         | 135           | 55     | 80     | 56       | 40       | 39       | 20               | 71     | 30   | 56             | 79    | 27        | 42     | 67   | 79                  | 56   | 12             | 123  | 19                        | 116  | 96                | 39           | 59           | 40      | 36       |
|  | 29%           | 24%    | 34%    | 33%      | 25%      | 29%      | 28%              | 29%    | 32%  | 28%            | 30%   | 27%       | 26%    | 33%  | 28%                 | 32%  | 30%            | 29%  | 31%                       | 29%  | 30%               | 28%          | 33%          | 33%     | 22%      |
|  |               |        | A      | D        |          |          |                  |        |      |                |       |           |        | L    |                     |      | *              |      |                           |      |                   |              | X            | X       |          |
| Taking a hot shower/bath                   | 101           | 42     | 59     | 41       | 33       | 27       | 12               | 57     | 20   | 44             | 57    | 24        | 32     | 45   | 62                  | 39   | 9              | 93   | 18                        | 84   | 74                | 27           | 48           | 24      | 30       |
|  | 22%           | 18%    | 25%    | 25%      | 21%      | 20%      | 17%              | 23%    | 21%  | 22%            | 21%   | 24%       | 20%    | 22%  | 22%                 | 22%  | 21%            | 22%  | 28%                       | 21%  | 23%               | 20%          | 26%          | 20%     | 18%      |
|  |               |        | A      |          |          |          |                  |        |      |                |       |           |        |      |                     |      | *              |      |                           |      |                   |              | X            |         |          |
| Following your beauty regimen              | 78            | 7      | 71     | 36       | 22       | 20       | 9                | 37     | 18   | 26             | 52    | 15        | 21     | 41   | 40                  | 38   | 6              | 72   | 9                         | 68   | 54                | 24           | 35           | 19      | 24       |
|  | 17%           | 3%     | 30%    | 22%      | 14%      | 15%      | 13%              | 15%    | 18%  | 13%            | 20%   | 16%       | 13%    | 20%  | 14%                 | 21%  | 15%            | 17%  | 15%                       | 17%  | 17%               | 17%          | 19%          | 16%     | 15%      |
|  |               |        | A      | DE       |          |          |                  |        |      | I              |       |           |        | L    |                     | N    | *              |      |                           |      |                   |              |              |         |          |
| Changing the room temperature              | 65            | 30     | 35     | 16       | 21       | 28       | 7                | 37     | 14   | 35             | 31    | 13        | 24     | 28   | 43                  | 22   | 9              | 57   | 12                        | 53   | 49                | 16           | 30           | 14      | 22       |
|  | 14%           | 13%    | 15%    | 10%      | 13%      | 21%      | 10%              | 15%    | 14%  | 18%            | 12%   | 13%       | 15%    | 14%  | 15%                 | 13%  | 21%            | 13%  | 19%                       | 13%  | 15%               | 12%          | 16%          | 12%     | 14%      |
|  |               |        |        |          |          | CD       |                  |        |      |                |       |           |        |      |                     |      | *              |      |                           |      |                   |              |              |         |          |
| Being intimate                             | 58            | 30     | 28     | 30       | 17       | 10       | 9                | 28     | 13   | 26             | 32    | 9         | 21     | 28   | 34                  | 24   | 6              | 52   | 7                         | 51   | 42                | 16           | 31           | 16      | 11       |
|  | 13%           | 13%    | 12%    | 18%      | 11%      | 7%       | 12%              | 11%    | 14%  | 13%            | 12%   | 9%        | 13%    | 14%  | 12%                 | 14%  | 14%            | 12%  | 12%                       | 13%  | 13%               | 11%          | 17%          | 14%     | 7%       |
|  |               |        |        | DE       |          |          |                  |        |      | J              |       |           |        |      |                     |      | *              |      |                           |      |                   |              | X            | X       |          |
| Listening to soothing music                | 57            | 29     | 28     | 22       | 17       | 17       | 10               | 32     | 8    | 23             | 34    | 16        | 18     | 22   | 37                  | 19   | 8              | 49   | 11                        | 45   | 40                | 17           | 25           | 17      | 14       |
|  | 12%           | 13%    | 12%    | 13%      | 11%      | 12%      | 15%              | 13%    | 8%   | 12%            | 13%   | 16%       | 11%    | 11%  | 13%                 | 11%  | 18%            | 12%  | 18%                       | 11%  | 12%               | 12%          | 14%          | 14%     | 9%       |
|  |               |        |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      | *              |      | S                         |      |                   |              | X            | X       |          |
| Sharing/reviewing your day on social media | 31            | 16     | 15     | 17       | 8        | 6        | 3                | 15     | 9    | 13             | 18    | 7         | 10     | 13   | 18                  | 13   | 5              | 25   | 5                         | 26   | 19                | 12           | 22           | 4       | 5        |
|  | 7%            | 7%     | 6%     | 10%      | 5%       | 5%       | 5%               | 6%     | 9%   | 6%             | 7%    | 7%        | 6%     | 7%   | 6%                  | 7%   | 13%            | 6%   | 7%                        | 6%   | 6%                | 8%           | 12%          | 3%      | 3%       |
|  |               |        |        | DE       |          |          |                  |        |      |                |       |           |        |      |                     |      | Q*             |      |                           |      |                   |              | WX           |         |          |
| None of the above                          | 88            | 61     | 28     | 29       | 35       | 25       | 17               | 45     | 19   | 34             | 54    | 18        | 32     | 39   | 58                  | 30   | 7              | 82   | 12                        | 76   | 59                | 29           | 25           | 18      | 46       |
|  | 19%           | 26%    | 12%    | 17%      | 22%      | 18%      | 24%              | 18%    | 20%  | 17%            | 21%   | 18%       | 20%    | 19%  | 20%                 | 17%  | 17%            | 19%  | 20%                       | 19%  | 18%               | 21%          | 14%          | 15%     | 29%      |
|  |               | B      |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      | *              |      |                           |      |                   |              |              | VW      |          |
| Sigma                                      | 928           | 411    | 517    | 358      | 292      | 277      | 134              | 496    | 193  | 402            | 526   | 198       | 315    | 414  | 565                 | 363  | 90             | 838  | 137                       | 790  | 654               | 274          | 401          | 238     | 289      |
|  | 201%          | 178%   | 223%   | 214%     | 185%     | 203%     | 191%             | 199%   | 201% | 203%           | 199%  | 199%      | 197%   | 204% | 198%                | 206% | 221%           | 199% | 221%                      | 198% | 202%              | 197%         | 222%         | 197%    | 179%     |

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Four Seasons Bed Survey  
 IE9. Which of the following bedtime rituals are most important to your sleep routine?  
 Proportions/Mean: - Column Proportions:  
 Columns Tested (5%): A/B,C/D/E/F/G/H/I/J/K/L/M/N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Means:  
 Columns Tested (5%): A/B,C/D/E/F/G/H/I/J/K/L/M/N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|  | United States |        |      |      |      |      |      |      |                  |      |      |                |      |           |      |                     |      |      |                |      |                           |      |                   |      |        |      |      |      |      |              |  |
|--|---------------|--------|------|------|------|------|------|------|------------------|------|------|----------------|------|-----------|------|---------------------|------|------|----------------|------|---------------------------|------|-------------------|------|--------|------|------|------|------|--------------|--|
|  | Total         | Gender |      | Age  |      |      |      |      | Household Income |      |      | Marital Status |      | Education |      | Chief Income Earner |      |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |      | Region |      |      |      |      | Social Media |  |
|  |               | A      | B    | C    | D    | E    | F    | G    | H                | I    | J    | K              | L    | M         | N    | O                   | P    | Q    | R              | S    | T                         | U    | V                 | W    | X      | Y    | Z    | a    | b    |              |  |
| Base: All Respondents (unwtd)              | 928           | 403    | 525  | 293  | 286  | 349  | 94   | 418  | 416              | 564  | 364  | 307            | 338  | 283       | 489  | 439                 | 125  | 803  | 148            | 780  | 633                       | 295  | 170               | 221  | 326    | 211  | 369  | 192  | 367  |              |  |
| Base: All Respondents (wtd)                | 458           | 229    | 229  | 167  | 144  | 147  | 62   | 190  | 205              | 263  | 194  | 197            | 122  | 138       | 244  | 214                 | 62   | 396  | 74             | 384  | 309                       | 149  | 79                | 101  | 171    | 107  | 178  | 91   | 188  |              |  |
| Watching TV                                | 240           | 121    | 119  | 77   | 73   | 89   | 37   | 102  | 101              | 134  | 106  | 123            | 64   | 53        | 129  | 110                 | 30   | 210  | 35             | 205  | 156                       | 84   | 40                | 54   | 90     | 56   | 89   | 45   | 105  |              |  |
|  | 52%           | 53%    | 52%  | 46%  | 51%  | 60%  | 59%  | 54%  | 49%              | 51%  | 54%  | 62%            | 52%  | 39%       | 53%  | 52%                 | 48%  | 53%  | 47%            | 53%  | 50%                       | 56%  | 51%               | 53%  | 52%    | 50%  | 50%  | 50%  | 56%  |              |  |
|  |               |        |      | CD   | *    |      |      |      |                  |      |      | LM             | M    |           |      |                     |      |      |                |      |                           |      |                   |      |        |      |      |      |      |              |  |
| Dimming the lights                         | 147           | 71     | 76   | 56   | 49   | 42   | 23   | 63   | 61               | 77   | 70   | 57             | 41   | 48        | 78   | 69                  | 18   | 129  | 26             | 120  | 96                        | 51   | 26                | 34   | 55     | 32   | 63   | 38   | 46   |              |  |
|  | 32%           | 31%    | 33%  | 33%  | 34%  | 28%  | 37%  | 33%  | 30%              | 29%  | 36%  | 29%            | 34%  | 35%       | 32%  | 32%                 | 29%  | 33%  | 35%            | 31%  | 31%                       | 34%  | 33%               | 33%  | 32%    | 36%  | 43%  | 24%  |      |              |  |
|  |               |        |      |      |      |      |      |      |                  |      |      |                |      |           |      |                     |      |      |                |      |                           |      |                   |      |        |      |      |      |      |              |  |
| Taking a hot shower/bath                   | 140           | 63     | 77   | 55   | 42   | 43   | 26   | 54   | 60               | 79   | 61   | 60             | 36   | 44        | 73   | 67                  | 22   | 118  | 25             | 115  | 86                        | 54   | 24                | 25   | 58     | 33   | 62   | 25   | 53   |              |  |
|  | 31%           | 27%    | 34%  | 33%  | 29%  | 42%  | 28%  | 29%  | 30%              | 31%  | 30%  | 30%            | 31%  | 30%       | 31%  | 35%                 | 30%  | 34%  | 30%            | 28%  | 36%                       | 31%  | 24%               | 34%  | 31%    | 35%  | 27%  | 28%  |      |              |  |
|  |               |        |      |      |      |      |      |      |                  |      |      |                |      |           |      |                     |      |      |                |      |                           |      |                   |      |        |      |      |      |      |              |  |
| Changing the room temperature              | 113           | 54     | 60   | 33   | 37   | 44   | 17   | 47   | 50               | 67   | 47   | 46             | 31   | 37        | 58   | 56                  | 16   | 97   | 21             | 93   | 71                        | 42   | 18                | 23   | 50     | 22   | 50   | 20   | 44   |              |  |
|  | 25%           | 24%    | 26%  | 20%  | 26%  | 30%  | 27%  | 25%  | 24%              | 25%  | 24%  | 23%            | 26%  | 26%       | 24%  | 26%                 | 25%  | 28%  | 24%            | 23%  | 29%                       | 23%  | 23%               | 23%  | 29%    | 21%  | 28%  | 21%  | 23%  |              |  |
|  |               |        |      |      |      |      |      |      |                  |      |      |                |      |           |      |                     |      |      |                |      |                           |      |                   |      |        |      |      |      |      |              |  |
| Reading a good book                        | 85            | 30     | 56   | 31   | 22   | 32   | 12   | 33   | 40               | 51   | 34   | 30             | 24   | 30        | 42   | 44                  | 14   | 71   | 19             | 66   | 56                        | 29   | 16                | 21   | 29     | 19   | 41   | 20   | 25   |              |  |
|  | 19%           | 13%    | 24%  | 19%  | 15%  | 22%  | 19%  | 17%  | 20%              | 19%  | 17%  | 15%            | 20%  | 22%       | 17%  | 20%                 | 23%  | 18%  | 25%            | 17%  | 18%                       | 19%  | 20%               | 21%  | 17%    | 18%  | 23%  | 21%  | 13%  |              |  |
|  |               |        |      |      |      |      |      |      |                  |      |      |                |      |           |      |                     |      |      |                |      |                           |      |                   |      |        |      |      |      |      |              |  |
| Being intimate                             | 73            | 39     | 34   | 28   | 24   | 21   | 14   | 30   | 29               | 40   | 34   | 35             | 19   | 20        | 38   | 36                  | 12   | 61   | 13             | 60   | 42                        | 32   | 11                | 18   | 24     | 20   | 32   | 13   | 28   |              |  |
|  | 16%           | 17%    | 15%  | 17%  | 17%  | 14%  | 14%  | 22%  | 16%              | 14%  | 15%  | 17%            | 18%  | 15%       | 14%  | 16%                 | 17%  | 20%  | 15%            | 18%  | 16%                       | 13%  | 21%               | 14%  | 18%    | 14%  | 18%  | 14%  | 15%  |              |  |
|  |               |        |      |      |      |      |      |      |                  |      |      |                |      |           |      |                     |      |      |                |      |                           |      |                   |      |        |      |      |      |      |              |  |
| Following your beauty regimen              | 63            | 15     | 49   | 29   | 21   | 14   | 8    | 23   | 33               | 37   | 27   | 23             | 13   | 27        | 26   | 37                  | 16   | 48   | 18             | 46   | 42                        | 21   | 11                | 11   | 25     | 17   | 35   | 11   | 18   |              |  |
|  | 14%           | 6%     | 21%  | 17%  | 14%  | 9%   | 12%  | 12%  | 16%              | 14%  | 14%  | 12%            | 10%  | 20%       | 11%  | 17%                 | 25%  | 12%  | 24%            | 12%  | 14%                       | 14%  | 14%               | 11%  | 14%    | 16%  | 20%  | 12%  | 9%   |              |  |
|  |               |        |      |      |      |      |      |      |                  |      |      |                |      |           |      |                     |      |      |                |      |                           |      |                   |      |        |      |      |      |      |              |  |
| Listening to soothing music                | 59            | 31     | 28   | 27   | 17   | 15   | 10   | 25   | 24               | 32   | 28   | 19             | 20   | 21        | 34   | 26                  | 13   | 46   | 15             | 45   | 37                        | 22   | 10                | 12   | 23     | 15   | 31   | 11   | 17   |              |  |
|  | 13%           | 14%    | 12%  | 16%  | 12%  | 10%  | 17%  | 13%  | 12%              | 14%  | 14%  | 9%             | 16%  | 15%       | 14%  | 12%                 | 21%  | 12%  | 20%            | 12%  | 12%                       | 15%  | 13%               | 12%  | 13%    | 14%  | 17%  | 12%  | 9%   |              |  |
|  |               |        |      |      |      |      |      |      |                  |      |      |                |      |           |      |                     |      |      |                |      |                           |      |                   |      |        |      |      |      |      |              |  |
| Sharing/reviewing your day on social media | 36            | 18     | 18   | 20   | 8    | 8    | 7    | 17   | 12               | 21   | 15   | 13             | 7    | 16        | 22   | 14                  | 11   | 26   | 12             | 24   | 25                        | 12   | 8                 | 10   | 14     | 4    | 25   | 5    | 6    |              |  |
|  | 8%            | 8%     | 8%   | 12%  | 6%   | 5%   | 12%  | 9%   | 6%               | 8%   | 8%   | 6%             | 6%   | 12%       | 9%   | 7%                  | 17%  | 6%   | 16%            | 6%   | 8%                        | 8%   | 10%               | 10%  | 8%     | 4%   | 14%  | 6%   | 3%   |              |  |
|  |               |        |      |      |      |      |      |      |                  |      |      |                |      |           |      |                     |      |      |                |      |                           |      |                   |      |        |      |      |      |      |              |  |
| None of the above                          | 70            | 37     | 33   | 25   | 20   | 25   | 6    | 28   | 36               | 41   | 29   | 33             | 17   | 20        | 33   | 37                  | 6    | 64   | 6              | 53   | 17                        | 13   | 17                | 31   | 10     | 15   | 12   | 43   |      |              |  |
|  | 15%           | 16%    | 14%  | 15%  | 14%  | 17%  | 9%   | 15%  | 18%              | 15%  | 15%  | 17%            | 14%  | 15%       | 14%  | 17%                 | 10%  | 16%  | 8%             | 17%  | 17%                       | 12%  | 16%               | 16%  | 18%    | 9%   | 8%   | 14%  | 23%  |              |  |
|  |               |        |      |      |      |      |      |      |                  |      |      |                |      |           |      |                     |      |      |                |      |                           |      |                   |      |        |      |      |      |      |              |  |
| Sigma                                      | 1027          | 478    | 549  | 382  | 313  | 332  | 159  | 422  | 446              | 578  | 450  | 438            | 273  | 316       | 532  | 495                 | 158  | 869  | 190            | 838  | 664                       | 363  | 176               | 225  | 399    | 228  | 444  | 200  | 383  |              |  |
|  | 224%          | 209%   | 239% | 229% | 218% | 225% | 256% | 222% | 217%             | 219% | 231% | 222%           | 224% | 228%      | 218% | 231%                | 254% | 220% | 256%           | 218% | 215%                      | 244% | 223%              | 222% | 233%   | 214% | 249% | 219% | 204% |              |  |

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Four Seasons Bed Survey

IE10. Do you wish you could make your bed at home the same way it's made in a hotel?

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                               | Total | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|-------------------------------|-------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                               |       | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
|                               | A     | B      | C      | D        | E        | F        | G                | H      | I    | J              | K     | L         | M      | N    | O                   | P    | Q              | R    | S                         | T    | U                 | V            | W            | X       |          |
| Base: All Respondents (unwtd) | 3148  | 1532   | 1616   | 1045     | 1197     | 906      | 291              | 1279   | 1467 | 1930           | 1218  | 618       | 1037   | 1493 | 1967                | 1181 | 343            | 2805 | 641                       | 2507 | 2406              | 742          | 832          | 580     | 767      |
| Base: All Respondents (wtd)   | 1667  | 830    | 836    | 633      | 558      | 476      | 219              | 721    | 660  | 941            | 726   | 621       | 585    | 460  | 951                 | 716  | 177            | 1489 | 262                       | 1404 | 1206              | 461          | 463          | 342     | 413      |
| Yes                           | 731   | 357    | 374    | 325      | 234      | 171      | 110              | 314    | 290  | 429            | 302   | 298       | 250    | 183  | 414                 | 317  | 99             | 632  | 150                       | 581  | 556               | 175          | 202          | 129     | 105      |
|                               | 44%   | 43%    | 45%    | 51%      | 42%      | 36%      | 50%              | 43%    | 44%  | 46%            | 42%   | 48%       | 43%    | 40%  | 44%                 | 44%  | 56%            | 42%  | 57%                       | 41%  | 46%               | 38%          | 44%          | 38%     | 25%      |
| No                            |       |        |        | DE       | E        |          |                  |        |      |                |       | M         |        |      |                     | Q    |                | S    |                           | U    |                   | X            | X            |         |          |
|                               | 936   | 474    | 462    | 307      | 324      | 305      | 109              | 408    | 369  | 512            | 424   | 324       | 335    | 277  | 537                 | 399  | 78             | 858  | 112                       | 824  | 649               | 286          | 261          | 213     | 308      |
|                               | 56%   | 57%    | 55%    | 49%      | 58%      | 64%      | 50%              | 57%    | 56%  | 54%            | 58%   | 52%       | 57%    | 60%  | 56%                 | 56%  | 44%            | 58%  | 43%                       | 59%  | 54%               | 62%          | 56%          | 62%     | 75%      |
| Sigma                         |       |        |        | C        | CD       |          |                  |        |      |                |       | K         |        |      |                     | P    |                | R    |                           | T    |                   | VW           |              |         |          |
|                               | 1667  | 830    | 836    | 633      | 558      | 476      | 219              | 721    | 660  | 941            | 726   | 621       | 585    | 460  | 951                 | 716  | 177            | 1489 | 262                       | 1404 | 1206              | 461          | 463          | 342     | 413      |
|                               | 100%  | 100%   | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | 100%         | 100%    | 100%     |

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Four Seasons Bed Survey

IE10. Do you wish you could make your bed at home the same way it's made in a hotel?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                               | Total | Russia | China | Great Britain | United States |
|-------------------------------|-------|--------|-------|---------------|---------------|
|                               |       | A      | B     | C             | D             |
| Base: All Respondents (unwtd) | 3148  | 325    | 969   | 926           | 928           |
| Base: All Respondents (wtd)   | 1667  | 298    | 448   | 462           | 458           |
| Yes                           | 731   | 121    | 295   | 138           | 177           |
|                               | 44%   | 41%    | 66%   | 30%           | 39%           |
|                               |       | C      | ACD   |               | C             |
| No                            | 936   | 177    | 154   | 324           | 281           |
|                               | 56%   | 59%    | 34%   | 70%           | 61%           |
|                               |       | B      |       | ABD           | B             |
| Sigma                         | 1667  | 298    | 448   | 462           | 458           |
|                               | 100%  | 100%   | 100%  | 100%          | 100%          |

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Four Seasons Bed Survey

IE10. Do you wish you could make your bed at home the same way it's made in a hotel?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                               | Total | North America | LATAM | Europe | APAC | G-8 Countries | BRIC | Middle East/Africa |
|-------------------------------|-------|---------------|-------|--------|------|---------------|------|--------------------|
|                               |       | A             | B     | C      | D    | E             | F    | G                  |
| Base: All Respondents (unwtd) | 3148  | 928           | -     | 926    | 1294 | 2179          | 1294 | -                  |
| Base: All Respondents (wtd)   | 1667  | 458           | -     | 462    | 747  | 1218          | 747  | -                  |
| Yes                           | 731   | 177           | -     | 138    | 416  | 436           | 416  | -                  |
|                               | 44%   | 39%           | -     | 30%    | 56%  | 36%           | 56%  | -                  |
|                               |       | C             |       |        | ACE  | C             | ACE  |                    |
| No                            | 936   | 281           | -     | 324    | 331  | 782           | 331  | -                  |
|                               | 56%   | 61%           | -     | 70%    | 44%  | 64%           | 44%  | -                  |
|                               |       | DF            |       | ADEF   |      | DF            |      |                    |
| Sigma                         | 1667  | 458           | -     | 462    | 747  | 1218          | 747  | -                  |
|                               | 100%  | 100%          | -     | 100%   | 100% | 100%          | 100% | -                  |

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Four Seasons Bed Survey  
 IE10. Do you wish you could make your bed at home the same way it's made in a hotel?  
 Proportions/Means: - Column Proportions:  
 Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Means:  
 Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                               | China Total | China  |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |
|-------------------------------|-------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                               |             | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|                               |             | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
| A                             | B           | C      | D      | E        | F        | G        | H                | I      | J    | K              | L     | M         | N      | O    | P                   | Q    | R              | S    | T                         | U    | V                 | W            | X            |         |          |
| Base: All Respondents (unwtd) | 969         | 493    | 476    | 370      | 481      | 118      | 34               | 241    | 694  | 772            | 197   | 67        | 218    | 684  | 694                 | 275  | 106            | 863  | 329                       | 640  | 889               | 80           | -            | -       | -        |
| Base: All Respondents (wtd)   | 448         | 215    | 233    | 180      | 157      | 112      | 54               | 175    | 220  | 328            | 120   | 251       | 149    | 48   | 261                 | 188  | 51             | 397  | 94                        | 354  | 367               | 81           | -            | -       | -        |
| Yes                           | 295         | 150    | 145    | 132      | 90       | 73       | 45               | 120    | 130  | 210            | 85    | 165       | 97     | 33   | 175                 | 120  | 43             | 252  | 75                        | 218  | 247               | 48           | -            | -       | -        |
|                               | 66%         | 69%    | 62%    | 73%      | 58%      | 65%      | 83%              | 68%    | 59%  | 64%            | 70%   | 66%       | 65%    | 69%  | 67%                 | 64%  | 84%            | 63%  | 81%                       | 62%  | 67%               | 59%          | -            | -       | -        |
| No                            | 154         | 66     | 88     | 48       | 67       | 39       | 9                | 55     | 90   | 118            | 36    | 86        | 52     | 15   | 86                  | 68   | 8              | 145  | 18                        | 136  | 121               | 33           | -            | -       | -        |
|                               | 34%         | 31%    | 38%    | 27%      | 42%      | 35%      | 17%              | 32%    | 41%  | 36%            | 30%   | 34%       | 35%    | 31%  | 33%                 | 36%  | 16%            | 37%  | 19%                       | 38%  | 33%               | 41%          | -            | -       | -        |
| Sigma                         | 448         | 215    | 233    | 180      | 157      | 112      | 54               | 175    | 220  | 328            | 120   | 251       | 149    | 48   | 261                 | 188  | 51             | 397  | 94                        | 354  | 367               | 81           | -            | -       | -        |
|                               | 100%        | 100%   | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | -            | -       | -        |

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Four Seasons Bed Survey  
 IE10. Do you wish you could make your bed at home the same way it's made in a hotel?  
 Proportions/Means: - Column Proportions:  
 Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 Column Means:  
 Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                               | Russia Total | Russia |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |
|-------------------------------|--------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                               |              | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|                               |              | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
| A                             | B            | C      | D      | E        | F        | G        | H                | I      | J    | K              | L     | M         | N      | O    | P                   | Q    | R              | S    | T                         | U    | V                 | W            | X            |         |          |
| Base: All Respondents (unwtd) | 325          | 177    | 148    | 75       | 119      | 131      | 24               | 120    | 165  | 183            | 142   | 44        | 163    | 118  | 202                 | 123  | 29             | 296  | 38                        | 287  | 234               | 91           | 109          | 148     | 68       |
| Base: All Respondents (wtd)   | 298          | 156    | 142    | 119      | 99       | 80       | 33               | 108    | 138  | 151            | 147   | 73        | 154    | 71   | 161                 | 138  | 23             | 275  | 32                        | 266  | 206               | 92           | 105          | 130     | 63       |
| Yes                           | 121          | 59     | 62     | 58       | 35       | 28       | 24               | 48     | 43   | 60             | 61    | 38        | 59     | 24   | 54                  | 67   | 10             | 111  | 12                        | 109  | 81                | 40           | 49           | 53      | 19       |
|                               | 41%          | 38%    | 43%    | 49%      | 35%      | 34%      | 73%              | 45%    | 31%  | 40%            | 41%   | 51%       | 39%    | 34%  | 33%                 | 49%  | 44%            | 40%  | 37%                       | 41%  | 39%               | 43%          | 47%          | 41%     | 30%      |
| No                            | 177          | 97     | 81     | 60       | 65       | 53       | 9                | 60     | 95   | 91             | 87    | 36        | 94     | 47   | 107                 | 70   | 13             | 164  | 20                        | 157  | 125               | 52           | 55           | 78      | 44       |
|                               | 59%          | 62%    | 57%    | 51%      | 65%      | 66%      | 27%              | 55%    | 69%  | 60%            | 59%   | 49%       | 61%    | 66%  | 67%                 | 51%  | 56%            | 60%  | 63%                       | 59%  | 61%               | 57%          | 53%          | 59%     | 70%      |
|                               |              |        |        | *        |          |          | **               | *      |      | *              | *     | *         | *      | *    | O                   | *    | **             |      | **                        |      | *                 | *            |              | *       | *        |
| Sigma                         | 298          | 156    | 142    | 119      | 99       | 80       | 33               | 108    | 138  | 151            | 147   | 73        | 154    | 71   | 161                 | 138  | 23             | 275  | 32                        | 266  | 206               | 92           | 105          | 130     | 63       |
|                               | 100%         | 100%   | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | 100%         | 100%    | 100%     |

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Four Seasons Bed Survey

IE10. Do you wish you could make your bed at home the same way it's made in a hotel?

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                               | Great Britain |        |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |              |         |          |
|-------------------------------|---------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|--------------|---------|----------|
|                               | Total         | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Social Media |         |          |
|                               |               | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Active       | Passive | Inactive |
|                               |               | A      | B      | C        | D        | E        | F                | G      | H    | I              | J     | K         | L      | M    | N                   | O    | P              | Q    | R                         | S    | T                 | U            | V            | W       | X        |
| Base: All Respondents (unwtd) | 926           | 459    | 467    | 307      | 311      | 308      | 139              | 500    | 192  | 411            | 515   | 200       | 318    | 408  | 582                 | 344  | 83             | 843  | 126                       | 800  | 650               | 276          | 354          | 240     | 332      |
| Base: All Respondents (wtd)   | 462           | 230    | 232    | 167      | 158      | 137      | 70               | 248    | 96   | 198            | 264   | 100       | 160    | 203  | 286                 | 176  | 41             | 421  | 62                        | 400  | 323               | 139          | 181          | 120     | 161      |
| Yes                           | 138           | 64     | 74     | 60       | 49       | 29       | 21               | 73     | 32   | 55             | 83    | 30        | 46     | 62   | 86                  | 52   | 14             | 125  | 21                        | 118  | 104               | 34           | 64           | 40      | 35       |
|                               | 30%           | 28%    | 32%    | 36%      | 31%      | 21%      | 30%              | 29%    | 33%  | 28%            | 31%   | 30%       | 29%    | 31%  | 30%                 | 33%  | 30%            | 33%  | 29%                       | 32%  | 25%               | 35%          | 33%          | 21%     |          |
|                               |               |        |        | E        | E        |          |                  |        |      |                |       |           |        |      |                     | *    |                |      |                           |      | U                 |              | X            | X       |          |
| No                            | 324           | 166    | 158    | 107      | 109      | 108      | 49               | 175    | 64   | 143            | 181   | 70        | 114    | 140  | 200                 | 124  | 27             | 297  | 42                        | 282  | 219               | 105          | 116          | 81      | 127      |
|                               | 70%           | 72%    | 68%    | 64%      | 69%      | 79%      | 70%              | 71%    | 67%  | 72%            | 69%   | 70%       | 71%    | 69%  | 70%                 | 70%  | 67%            | 70%  | 67%                       | 71%  | 68%               | 75%          | 65%          | 67%     | 79%      |
|                               |               |        |        |          |          | CD       |                  |        |      |                |       |           |        |      |                     | *    |                |      |                           |      | T                 |              |              |         | VW       |
| Sigma                         | 462           | 230    | 232    | 167      | 158      | 137      | 70               | 248    | 96   | 198            | 264   | 100       | 160    | 203  | 286                 | 176  | 41             | 421  | 62                        | 400  | 323               | 139          | 181          | 120     | 161      |
|                               | 100%          | 100%   | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | 100%         | 100%    | 100%     |

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Four Seasons Bed Survey  
 IE10. Do you wish you could make your bed at home the same way it's made in a hotel?  
 Proportions/Mean: - Column Proportions:  
 Columns Tested (5%): A/B,C/D/E/F/G/H/I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Means:  
 Columns Tested (5%): A/B,C/D/E/F/G/H/I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y,Z/a/b  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

|                               | United States |        |        |          |          |          |                  |        |      |                |       |           |        |      |                     |      |                |      |                           |      |                   |              |           |         |       |      |              |         |          |
|-------------------------------|---------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|--------------|-----------|---------|-------|------|--------------|---------|----------|
|                               | Total         | Gender |        | Age      |          |          | Household Income |        |      | Marital Status |       | Education |        |      | Chief Income Earner |      | Business Owner |      | Senior Executive/Decision |      | Employment Status |              | Region    |         |       |      | Social Media |         |          |
|                               |               | Male   | Female | Under 35 | 35 to 49 | 50 to 64 | Low              | Medium | High | Married        | Other | Low       | Medium | High | Yes                 | No   | Yes            | No   | Yes                       | No   | Total Employed    | Non Employed | Northeast | Midwest | South | West | Active       | Passive | Inactive |
|                               | A             | B      | C      | D        | E        | F        | G                | H      | I    | J              | K     | L         | M      | N    | O                   | P    | Q              | R    | S                         | T    | U                 | V            | W         | X       | Y     | Z    | a            | b       |          |
| Base: All Respondents (unwtd) | 928           | 403    | 525    | 293      | 286      | 349      | 94               | 418    | 416  | 564            | 364   | 307       | 338    | 283  | 489                 | 439  | 125            | 803  | 148                       | 780  | 633               | 295          | 170       | 221     | 326   | 211  | 369          | 192     | 367      |
| Base: All Respondents (wtd)   | 458           | 229    | 229    | 167      | 144      | 147      | 62               | 190    | 205  | 263            | 194   | 197       | 122    | 138  | 244                 | 214  | 62             | 396  | 74                        | 384  | 309               | 149          | 79        | 101     | 171   | 107  | 178          | 91      | 188      |
| Yes                           | 177           | 83     | 94     | 75       | 60       | 42       | 20               | 73     | 84   | 103            | 74    | 65        | 47     | 64   | 99                  | 78   | 33             | 144  | 41                        | 136  | 124               | 53           | 31        | 37      | 65    | 44   | 89           | 37      | 52       |
|                               | 39%           | 36%    | 41%    | 45%      | 42%      | 28%      | 32%              | 38%    | 41%  | 39%            | 38%   | 33%       | 39%    | 46%  | 41%                 | 37%  | 53%            | 36%  | 56%                       | 35%  | 40%               | 35%          | 39%       | 36%     | 38%   | 41%  | 50%          | 40%     | 27%      |
|                               |               |        |        | E        | E        | *        |                  |        |      |                |       |           | K      |      |                     | Q    |                | S    |                           |      |                   |              |           |         |       | ab   | b            |         |          |
| No                            | 281           | 145    | 136    | 92       | 83       | 106      | 42               | 118    | 121  | 160            | 120   | 132       | 74     | 74   | 145                 | 136  | 29             | 251  | 33                        | 248  | 185               | 96           | 48        | 64      | 106   | 63   | 90           | 54      | 137      |
|                               | 61%           | 64%    | 59%    | 55%      | 58%      | 72%      | 68%              | 62%    | 59%  | 61%            | 62%   | 57%       | 61%    | 54%  | 59%                 | 63%  | 47%            | 64%  | 44%                       | 55%  | 60%               | 65%          | 61%       | 64%     | 62%   | 59%  | 50%          | 60%     | 73%      |
|                               |               |        |        | CD       | *        |          |                  |        |      |                |       | M         |        |      |                     |      | P              |      | R                         |      |                   |              |           |         |       | Z    | Za           |         |          |
| Sigma                         | 458           | 229    | 229    | 167      | 144      | 147      | 62               | 190    | 205  | 263            | 194   | 197       | 122    | 138  | 244                 | 214  | 62             | 396  | 74                        | 384  | 309               | 149          | 79        | 101     | 171   | 107  | 178          | 91      | 188      |
|                               | 100%          | 100%   | 100%   | 100%     | 100%     | 100%     | 100%             | 100%   | 100% | 100%           | 100%  | 100%      | 100%   | 100% | 100%                | 100% | 100%           | 100% | 100%                      | 100% | 100%              | 100%         | 100%      | 100%    | 100%  | 100% | 100%         | 100%    | 100%     |

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