

**Online Mattress Shoppers More Satisfied with Purchase Than In-Store Shoppers, J.D. Power Finds**Tempur-Pedic and Sleep Number Rank Highest in Respective Segments

**TROY, Mich.: 2 Nov. 2023** — Online mattress shoppers are trusting their intuition with their purchases and ultimately have higher overall satisfaction with their purchase than those who went to a retail store, according to the J.D. Power 2023 U.S. Mattress Satisfaction Study,<sup>SM</sup> released today. Additionally, those who purchased their mattress online paid an average of \$939 and are more likely to repurchase the same mattress brand, while those who purchased at a brick-and-mortar location paid an average of \$1,192 and are less likely to repurchase.

**Study Rankings**

**Tempur-Pedic** ranks highest in customer satisfaction in the online purchase segment for a third consecutive year, with a score of 902. **Sleep Number** (896) ranks second and **Purple** (889) ranks third.

Sleep Number ranks highest in customer satisfaction in the retail purchase segment with a score of 881. Purple (879) ranks second and Tempur-Pedic (862) ranks third.

The U.S. Mattress Satisfaction Study, now in its eighth year, measures customer satisfaction with mattresses purchased in-store (retail) and online based on seven factors (in order of importance): comfort; price; support; durability; variety of features; warranty; and customer service. The study is based on responses from 2,533 customers who purchased a mattress in the 12 months prior to fielding the survey. The study was fielded August-September 2023.

See the online press release at <http://www.jdpower.com/pr-id/20223152>.

**About J.D. Power**

**J.D. Power** is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

J.D. Power has offices in North America, Europe and Asia Pacific. To learn more about the company's business offerings, visit [JDPower.com/business](https://www.jdpower.com/business). The J.D. Power auto shopping tool can be found at [JDPower.com](https://www.jdpower.com).

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**About J.D. Power and Advertising/Promotional Rules:** [www.jdpower.com/business/about-us/press-release-info](https://www.jdpower.com/business/about-us/press-release-info)

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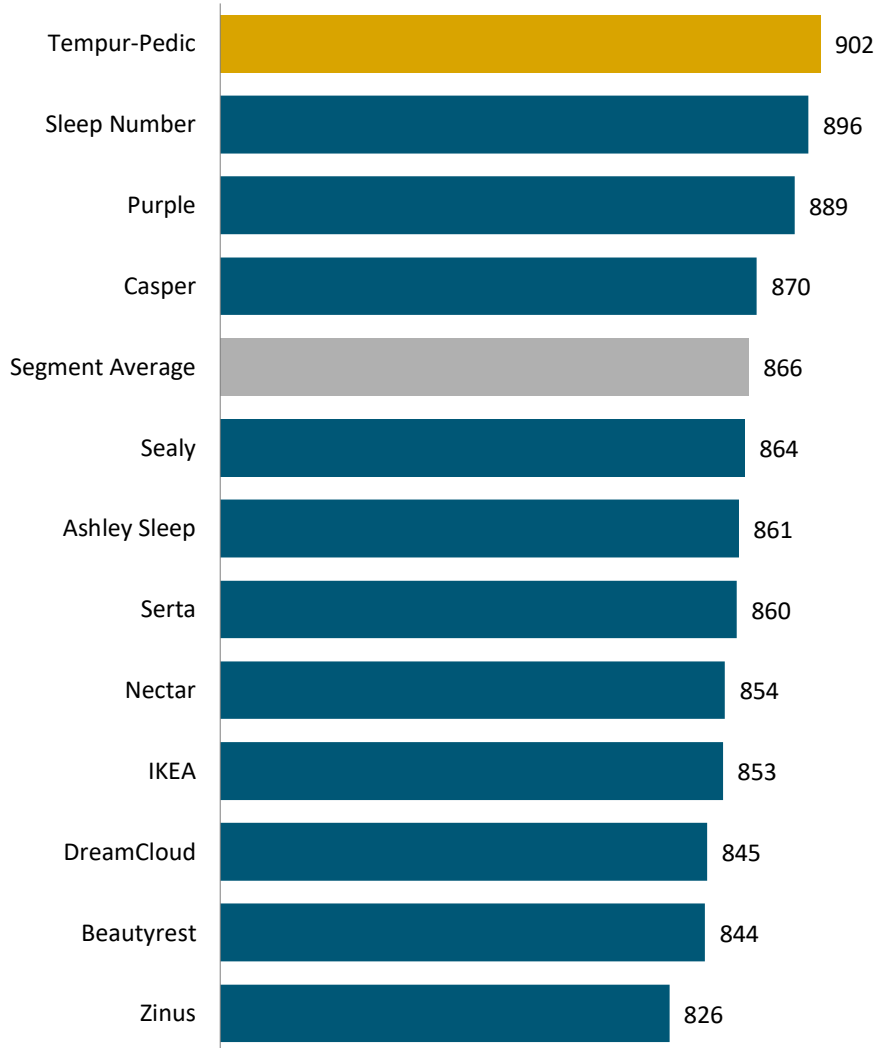
NOTE: Two charts follow.

# J.D. Power 2023 U.S. Mattress Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Online Purchase



Source: J.D. Power 2023 U.S. Mattress Satisfaction Study<sup>SM</sup>

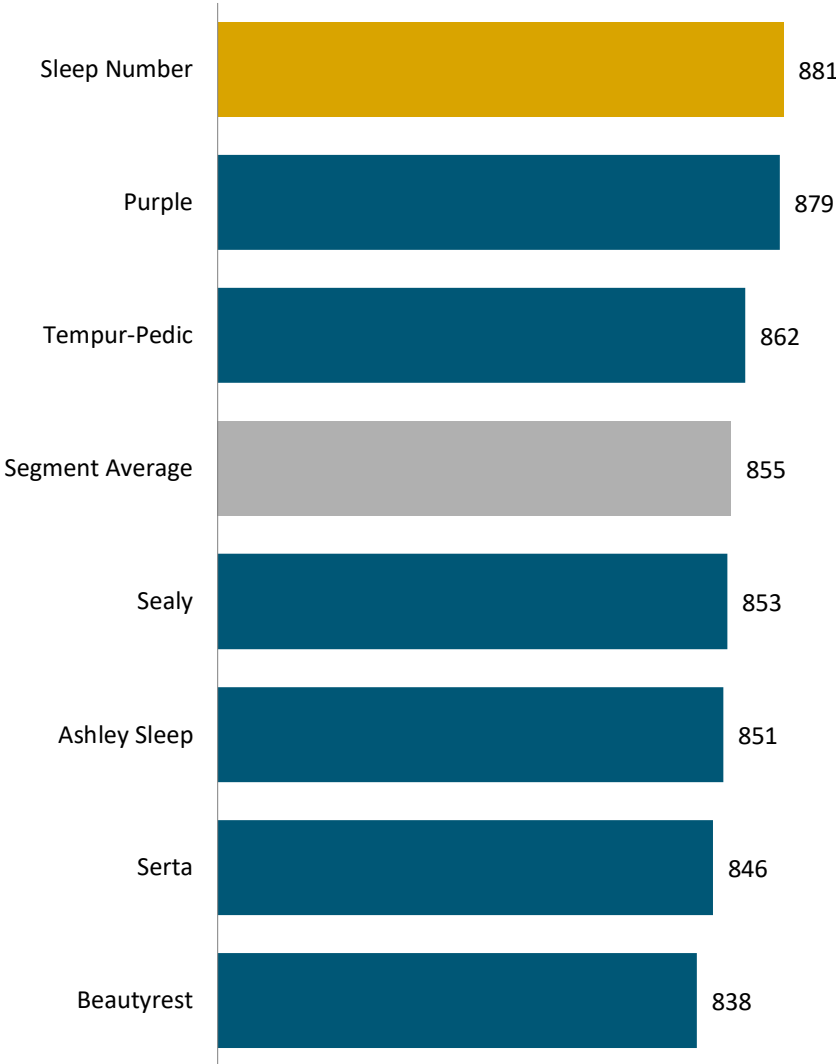
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# J.D. Power 2023 U.S. Mattress Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Retail Purchase



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