



Consumers use mattresses for more than sleep

BY DANA FRENCH

Question: What do consumers do in bed, besides sleep?

Answer: Text, read, have sex, lounge, email and even eat! That's the finding from the more than 1,500 consumers answering Furniture/Today and Apartment Therapy's 2014 Bedding Survey.

What people do in bed differs by age. Millennials are more likely than their older counterparts to text in bed and have sex on a weekly basis. Baby Boomers and those in Generation X are more likely to read in bed. And, Boomers and Millennials are more likely to watch TV in bed.

Using electronic devices while in bed has become a nightly activity for many. With Millennials, 36% say they text from bed every night, while 24% send and receive emails, 15% use a laptop and 12% use a tablet nightly. Only 11% of Millennials watch television each night from bed.

Nearly four out of 10 Baby Boomers read in bed each night and another 45% read several times a week. Nearly one-quarter of Boomers watch TV in bed nightly and another 15% watch several times a week. Thirteen percent of Boomers text from bed each night.

It's important for retailers to understand these lifestyle habits and assist consumers in enhancing the activities and solving potential issues. That could include carrying adjustable bed bases for buyers to adjust the head and foot of the mattress for comfort. Retailers could sell pillows to help with back support and case pieces with docking stations to charge smartphones and tablets. Additionally, storage in furniture for TV remotes and trays for supporting laptops and dinner plates would appeal to some consumers.

ABOUT THE DATA

Furniture/Today and New York-based Apartment Therapy fielded an online consumer survey in February, asking Apartment Therapy readers about mattresses. The survey garnered responses from 1,504 consumers.

Founded in 2004, Apartment Therapy reaches more than eight million unique readers online each month.



Millennials are ages 18 to 33 in 2014.
 Generation X members are ages 34 to 49 in 2014.
 Baby Boomers are ages 50 to 68 in 2014.

WHAT CONSUMERS DO IN BED (BESIDES SLEEP)



Source: Furniture/Today and Apartment Therapy 2014 Bedding Survey