

How important are the following factors when shopping for and purchasing a new pillow?

Thickness

Very Important	57.58%
Important	30.30%
Fairly Important	7.07%
Slightly Important	4.04%
Not Important	1.01%

How important are the following factors when shopping for and purchasing a new pillow?

Pillow Style or Looks

Very Important	14.14%
Important	22.22%
Fairly Important	21.21%
Slightly Important	22.22%
Not Important	20.20%

How important are the following factors when shopping for and purchasing a new pillow?

Latest Features/Technology

Very Important	25.25%
Important	38.38%
Fairly Important	13.13%
Slightly Important	14.14%
Not Important	9.09%

How important are the following factors when shopping for and purchasing a new pillow?

Sleeping Too Hot/Looking for a cooler Sleep Solution

Very Important	73.74%
Important	18.18%
Fairly Important	5.05%
Slightly Important	1.01%
Not Important	2.02%

What factors influenced your decision to purchase the GostPillow over other brands?

Will help me sleep at a comfortable temperature through the night

Very Important	79.80%
Important	14.14%
Fairly Important	3.03%
Slightly Important	2.02%
Not Important	2.02%

What factors influenced your decision to purchase the GostPillow over other brands?

Feel of the material

Very Important	43.43%
Important	33.33%
Fairly Important	17.17%
Slightly Important	4.04%
Not Important	2.02%

What factors influenced your decision to purchase the GostPillow over other brands?

The material/construction of the pillow

Very Important	2.02%
Important	0.00%
Fairly Important	43.43%
Slightly Important	17.17%
Not Important	2.02%

What factors influenced your decision to purchase the GostPillow over other brands?

Firmness/softness of the pillow

Very Important	70.71%
Important	20.20%
Fairly Important	8.08%
Slightly Important	1.01%
Not Important	0.00%

What factors influenced your decision to purchase the GostPillow over other brands?

Has innovative features that appealed to me

Very Important	41.41%
Important	24.24%
Fairly Important	17.17%
Slightly Important	11.11%
Not Important	6.06%

What factors influenced your decision to purchase the GostPillow over other brands?

Fits with how I would like to sleep (back, stomach, side, etc.)

Very Important	71.72%
Important	18.18%
Fairly Important	8.08%
Slightly Important	2.02%
Not Important	0.00%

What factors influenced your decision to purchase the GhostPillow over other brands?

Would help reduce back/neck pain

Very Important	73.74%
Important	16.16%
Fairly Important	6.06%
Slightly Important	2.02%
Not Important	2.02%

Based on your experience with the GhostPillow, please rate each of the statements below:

Helps me get to sleep more comfortably

Very Important	71.72%
Important	24.24%
Fairly Important	3.03%
Slightly Important	1.01%
Not Important	0.00%

Based on your experience with the GhostPillow, please rate each of the statements below:

Weight of the pillow

Very Important	30.30%
Important	35.35%
Fairly Important	17.17%
Slightly Important	9.09%
Not Important	8.08%

Based on your experience with the GhostPillow, please rate each of the statements below:

Provides proper support for my neck and spine

Very Important	74.75%
Important	21.21%
Fairly Important	1.01%
Slightly Important	2.02%
Not Important	1.01%

Based on your experience with the GhostPillow, please rate each of the statements below:

Fits with how I like to sleep (back, side, stomach, etc.)

Very Important	72.73%
Important	22.22%
Fairly Important	2.02%
Slightly Important	2.02%
Not Important	1.01%

Based on your experience with the GhostPillow, please rate each of the statements below:

Stays cool and comfortable throughout the night

Very Important	73.74%
Important	21.21%
Fairly Important	3.03%
Slightly Important	1.01%
Not Important	0.00%