

	A	B	C	D	E	F
1	Timestamp	How important are the following factors when shopping for and purchasing a new pillow? Please rate each one. [Thickness]	How important are the following factors when shopping for and purchasing a new pillow? Please rate each one. [Pillow style or looks]	How important are the following factors when shopping for and purchasing a new pillow? Please rate each one. [Looking for the latest features/technology in a pillow]	How important are the following factors when shopping for and purchasing a new pillow? Please rate each one. [Sleeping too hot/looking for a cooler sleep solution]	What factors influenced your decision to purchase the GhostPillow over other brands? [Will help me sleep at a comfortable temperature through the night]
2	7/30/2024 9:05:08	Important	Important	Important	Important	Very Important
3	7/30/2024 9:17:06	Important	Important	Important	Very important	Very Important
4	7/30/2024 9:27:39	Very important	Important	Important	Very important	Very Important
5	7/30/2024 9:33:01	Very important	Fairly Important	Important	Very important	Very Important
6	7/30/2024 10:03:17	Very important	Important	Very important	Important	Very Important
7	7/30/2024 10:15:18	Very important	Not Important	Important	Very important	Very Important
8	7/30/2024 10:19:30	Important	Slightly Important	Not Important	Very important	Very Important
9	7/30/2024 10:20:05	Very important	Fairly Important	Very important	Very important	Very Important
10	7/30/2024 10:22:47	Very important	Important	Very important	Very important	Very Important
11	7/30/2024 10:31:23	Very important	Very important	Very important	Very important	Very Important
12	7/30/2024 10:33:34	Very important	Fairly Important	Important	Fairly Important	Slightly Important
13	7/30/2024 10:35:54	Fairly Important	Fairly Important	Very important	Very important	Important
14	7/30/2024 10:39:37	Fairly Important	Fairly Important	Fairly Important	Fairly Important	Fairly Important
15	7/30/2024 10:40:57	Very important	Important	Important	Very important	Very Important
16	7/30/2024 10:51:58	Important	Important	Very important	Very important	Very Important
17	7/30/2024 11:07:00	Very important	Fairly Important	Important	Very important	Very Important
18	7/30/2024 11:36:16	Very important	Important	Important	Very important	Very Important
19	7/30/2024 12:14:11	Not Important	Not Important	Slightly Important	Very important	Very Important
20	7/30/2024 12:40:34	Important	Important	Important	Very important	Very Important
21	7/30/2024 13:04:50	Very important	Very important	Very important	Important	Very Important
22	7/30/2024 13:10:25	Important	Not Important	Not Important	Not Important	Important
23	7/30/2024 13:29:06	Very important	Important	Very important	Very important	Very Important

	A	B	C	D	E	F
24	7/30/2024 13:53:41	Important	Not Important	Slightly Important	Important	Important
25	7/30/2024 14:10:54	Important	Not Important	Important	Very important	Very Important
26	7/30/2024 15:40:00	Important	Not Important	Slightly Important	Very important	Very Important
27	7/30/2024 16:01:50	Very important	Very important	Very important	Very important	Very Important
28	7/30/2024 16:16:25	Very important	Fairly Important	Important	Very important	Very Important
29	7/30/2024 17:09:30	Very important	Fairly Important	Very important	Very important	Very Important
30	7/30/2024 17:20:34	Very important	Slightly Important	Slightly Important	Very important	Very Important
31	7/30/2024 19:19:12	Very important	Important	Very important	Very important	Very Important
32	7/30/2024 23:28:12	Very important	Fairly Important	Important	Very important	Very Important
33	7/31/2024 5:53:51	Important	Slightly Important	Important	Very important	Very Important
34	7/31/2024 7:01:11	Very important	Slightly Important	Important	Very important	Very Important
35	7/31/2024 8:25:55	Fairly Important	Slightly Important	Very important	Very important	Very Important
36	7/31/2024 10:11:11	Very important	Very important	Slightly Important	Important	Very Important
37	7/31/2024 10:35:29	Very important	Not Important	Slightly Important	Very important	Important
38	7/31/2024 10:36:34	Very important	Slightly Important	Important	Very important	Very Important
39	7/31/2024 10:38:28	Important	Slightly Important	Important	Very important	Important
40	7/31/2024 10:38:34	Important	Slightly Important	Important	Very important	Very Important
41	7/31/2024 10:39:28	Important	Not Important	Not Important	Very important	Very Important
42	7/31/2024 10:40:59	Very important	Very important	Very important	Very important	Very Important
43	7/31/2024 10:41:49	Important	Fairly Important	Important	Important	Important
44	7/31/2024 10:45:29	Very important	Important	Important	Very important	Very Important
45	7/31/2024 10:45:46	Very important	Very important	Very important	Very important	Very Important
46	7/31/2024 10:45:55	Very important	Very important	Very important	Very important	Very Important
47	7/31/2024 10:47:22	Important	Slightly Important	Slightly Important	Important	Very Important
48	7/31/2024 10:51:05	Very important	Very important	Important	Important	Very Important
49	7/31/2024 10:56:13	Fairly Important	Slightly Important	Slightly Important	Very important	Very Important
50	7/31/2024 10:58:02	Important	Important	Not Important	Important	Important
51	7/31/2024 10:59:47	Very important	Very important	Important	Very important	Very Important
52	7/31/2024 11:01:51	Very important	Fairly Important	Important	Very important	Very Important
53	7/31/2024 11:09:45	Very important	Not Important	Fairly Important	Very important	Very Important
54	7/31/2024 11:15:06	Very important	Important	Important	Very important	Very Important

	A	B	C	D	E	F
55	7/31/2024 11:27:56	Important	Slightly Important	Important	Important	Very Important
56	7/31/2024 11:28:03	Important	Fairly Important	Very important	Very important	Very Important
57	7/31/2024 11:30:16	Very important	Very important	Very important	Very important	Very Important
58	7/31/2024 11:33:40	Very important	Fairly Important	Important	Very important	Very Important
59	7/31/2024 11:40:31	Important	Important	Important	Very important	Very Important
60	7/31/2024 11:46:37	Slightly Important	Not Important	Fairly Important	Very important	Very Important
61	7/31/2024 11:57:34	Very important	Not Important	Slightly Important	Slightly Important	Not Important
62	7/31/2024 12:10:16	Very important	Fairly Important	Slightly Important	Very important	Very Important
63	7/31/2024 12:13:33	Very important	Very important	Important	Very important	Very Important
64	7/31/2024 12:24:22	Fairly Important	Slightly Important	Important	Very important	Very Important
65	7/31/2024 12:49:08	Important	Fairly Important	Fairly Important	Very important	Very Important
66	7/31/2024 13:07:14	Very important	Very important	Not Important	Not Important	Not Important
67	7/31/2024 13:57:28	Very important	Important	Very important	Very important	Important
68	7/31/2024 14:28:00	Important	Fairly Important	Very important	Very important	Very Important
69	7/31/2024 15:45:30	Slightly Important	Not Important	Fairly Important	Very important	Important
70	7/31/2024 15:57:21	Very important	Slightly Important	Important	Important	Very Important
71	7/31/2024 16:10:06	Fairly Important	Not Important	Important	Very important	Very Important
72	7/31/2024 16:25:41	Very important	Fairly Important	Important	Very important	Very Important
73	7/31/2024 16:49:18	Very important	Slightly Important	Very important	Very important	Very Important
74	7/31/2024 17:03:58	Very important	Not Important	Fairly Important	Important	Very Important
75	7/31/2024 17:27:50	Very important	Important	Very important	Very important	Very Important
76	7/31/2024 18:10:41	Fairly Important	Fairly Important	Important	Important	Fairly Important
77	7/31/2024 21:41:07	Important	Fairly Important	Fairly Important	Very important	Very Important
78	7/31/2024 21:49:38	Important	Slightly Important	Important	Very important	Very Important
79	8/1/2024 3:10:31	Very important	Very important	Very important	Very important	Very Important
80	8/1/2024 5:47:46	Slightly Important	Slightly Important	Slightly Important	Fairly Important	Fairly Important
81	8/1/2024 5:58:58	Very important	Important	Important	Very important	Very Important
82	8/1/2024 6:35:35	Important	Not Important	Not Important	Very important	Important
83	8/1/2024 7:41:40	Important	Important	Important	Important	Very Important
84	8/1/2024 9:57:06	Very important	Important	Very important	Very important	Very Important
85	8/1/2024 10:03:52	Slightly Important	Slightly Important	Fairly Important	Important	Very Important

	A	B	C	D	E	F
86	8/1/2024 10:06:36	Very important	Very important	Fairly Important	Important	Very Important
87	8/1/2024 10:17:33	Very important	Slightly Important	Very important	Very important	Very Important
88	8/1/2024 11:24:36	Important	Not Important	Fairly Important	Fairly Important	Important
89	8/1/2024 11:47:40	Very important	Not Important	Not Important	Very important	Very Important
90	8/1/2024 15:31:32	Important	Important	Important	Important	Important
91	8/1/2024 17:05:47	Very important	Slightly Important	Slightly Important	Very important	Important
92	8/1/2024 17:29:38	Very important	Slightly Important	Important	Very important	Very Important
93	8/1/2024 17:47:31	Very important	Important	Very important	Very important	Very Important
94	8/1/2024 21:33:32	Important	Slightly Important	Fairly Important	Fairly Important	Slightly Important
95	8/2/2024 7:27:55	Important	Not Important	Fairly Important	Very important	Very Important
96	8/2/2024 7:43:49	Important	Fairly Important	Slightly Important	Important	Very Important
97	8/2/2024 8:36:12	Very important	Not Important	Important	Very important	Very Important
98	8/2/2024 8:49:42	Very important	Not Important	Not Important	Very important	Very Important
99	8/2/2024 9:10:45	Very important	Important	Not Important	Important	Important
100	8/2/2024 9:26:47	Important	Slightly Important	Slightly Important	Very important	Very Important
101	8/2/2024 9:30:44	Very important	Fairly Important	Fairly Important	Very important	Very Important

	G	H	I	J	K	L
1	What factors influenced your decision to purchase the GhostPillow over other brands? [Feel of the material]	What factors influenced your decision to purchase the GhostPillow over other brands? [The material/construction of the pillow]	What factors influenced your decision to purchase the GhostPillow over other brands? [Firmness/softness of the pillow]	What factors influenced your decision to purchase the GhostPillow over other brands? [Has innovative features that appealed to me]	What factors influenced your decision to purchase the GhostPillow over other brands? [Would fit how I like to sleep (side, back, stomach, etc.)]	What factors influenced your decision to purchase the GhostPillow over other brands? [Would help reduce back/neck pain]
2	Important	Important	Important	Important	Important	Important
3	Important	Important	Important	Very Important	Very Important	Very Important
4	Very Important	Very Important	Very Important	Very Important	Important	Important
5	Very Important	Very Important	Very Important	Fairly Important	Very Important	Very Important
6	Important	Important	Important	Very Important	Very Important	Very Important
7	Very Important	Important	Fairly Important	Slightly Important	Very Important	Very Important
8	Important	Fairly Important	Very Important	Fairly Important	Very Important	Very Important
9	Important	Very Important	Very Important	Important	Very Important	Very Important
10	Very Important	Very Important	Very Important	Very Important	Very Important	Very Important
11	Very Important	Very Important	Very Important	Very Important	Very Important	Very Important
12	Important	Important	Very Important	Important	Very Important	Very Important
13	Fairly Important	Very Important	Important	Very Important	Fairly Important	Very Important
14	Slightly Important	Fairly Important	Fairly Important	Slightly Important	Important	Very Important
15	Very Important	Very Important	Very Important	Important	Very Important	Very Important
16	Very Important	Very Important	Very Important	Very Important	Very Important	Very Important
17	Important	Very Important	Very Important	Very Important	Very Important	Very Important
18	Important	Important	Very Important	Important	Important	Very Important
19	Fairly Important	Important	Important	Very Important	Very Important	Fairly Important
20	Important	Important	Very Important	Very Important	Very Important	Very Important
21	Very Important	Important	Very Important	Important	Very Important	Very Important
22	Fairly Important	Important	Very Important	Fairly Important	Very Important	Very Important
23	Very Important	Very Important	Very Important	Very Important	Very Important	Very Important

	G	H	I	J	K	L
24	Important	Important	Very Important	Very Important	Very Important	Very Important
25	Important	Important	Important	Fairly Important	Important	Important
26	Slightly Important	Important	Important	Slightly Important	Very Important	Not Important
27	Very Important	Very Important	Very Important	Very Important	Very Important	Very Important
28	Important	Very Important	Important	Fairly Important	Very Important	Important
29	Very Important	Very Important	Very Important	Very Important	Very Important	Very Important
30	Slightly Important	Very Important	Very Important	Very Important	Very Important	Very Important
31	Very Important	Very Important	Very Important	Very Important	Very Important	Very Important
32	Important	Very Important	Very Important	Important	Very Important	Very Important
33	Very Important	Very Important	Very Important	Important	Very Important	Very Important
34	Important	Fairly Important	Fairly Important	Slightly Important	Important	Important
35	Fairly Important	Fairly Important	Fairly Important	Important	Fairly Important	Very Important
36	Very Important	Important	Very Important	Slightly Important	Very Important	Very Important
37	Very Important	Very Important	Very Important	Very Important	Very Important	Very Important
38	Important	Very Important	Very Important	Important	Very Important	Very Important
39	Important	Important	Very Important	Very Important	Fairly Important	Important
40	Important	Important	Very Important	Important	Very Important	Very Important
41	Fairly Important	Fairly Important	Important	Not Important	Very Important	Very Important
42	Fairly Important	Very Important	Very Important	Very Important	Very Important	Very Important
43	Important	Important	Important	Important	Important	Important
44	Very Important	Very Important	Very Important	Important	Very Important	Very Important
45	Very Important	Very Important	Very Important	Very Important	Very Important	Very Important
46	Very Important	Very Important	Very Important	Important	Very Important	Very Important
47	Very Important	Very Important	Very Important	Slightly Important	Very Important	Very Important
48	Very Important	Very Important	Very Important	Very Important	Very Important	Very Important
49	Important	Slightly Important	Slightly Important	Not Important	Very Important	Very Important
50	Important	Important	Very Important	Very Important	Very Important	Not Important
51	Very Important	Very Important	Very Important	Important	Very Important	Important
52	Very Important	Fairly Important	Very Important	Fairly Important	Very Important	Very Important
53	Important	Important	Very Important	Slightly Important	Slightly Important	Slightly Important
54	Important	Important	Important	Important	Very Important	Very Important

	G	H	I	J	K	L
55	Very Important	Very Important	Very Important	Important	Important	Important
56	Very Important	Very Important	Very Important	Very Important	Very Important	Very Important
57	Very Important	Very Important	Very Important	Very Important	Very Important	Very Important
58	Fairly Important	Fairly Important	Important	Fairly Important	Very Important	Very Important
59	Very Important	Very Important	Very Important	Very Important	Very Important	Very Important
60	Very Important	Very Important	Very Important	Very Important	Very Important	Very Important
61	Very Important	Very Important	Very Important	Not Important	Fairly Important	Fairly Important
62	Very Important	Very Important	Very Important	Fairly Important	Very Important	Very Important
63	Very Important	Very Important	Very Important	Important	Very Important	Very Important
64	Very Important	Very Important	Important	Slightly Important	Very Important	Very Important
65	Fairly Important	Fairly Important	Fairly Important	Fairly Important	Fairly Important	Fairly Important
66	Not Important	Very Important	Very Important	Not Important	Very Important	Very Important
67	Important	Important	Very Important	Fairly Important	Important	Very Important
68	Very Important	Very Important	Very Important	Very Important	Very Important	Very Important
69	Important	Important	Fairly Important	Fairly Important	Fairly Important	Fairly Important
70	Important	Important	Very Important	Fairly Important	Very Important	Very Important
71	Very Important	Very Important	Very Important	Very Important	Very Important	Very Important
72	Very Important	Important	Very Important	Fairly Important	Important	Important
73	Fairly Important	Very Important	Very Important	Very Important	Very Important	Very Important
74	Fairly Important	Slightly Important	Very Important	Slightly Important	Very Important	Very Important
75	Important	Very Important	Very Important	Important	Very Important	Very Important
76	Fairly Important	Important	Important	Important	Slightly Important	Slightly Important
77	Very Important	Very Important	Very Important	Fairly Important	Important	Important
78	Very Important	Very Important	Very Important	Very Important	Very Important	Very Important
79	Very Important	Very Important	Very Important	Very Important	Very Important	Very Important
80	Fairly Important	Fairly Important	Important	Fairly Important	Important	Important
81	Important	Important	Very Important	Very Important	Very Important	Very Important
82	Very Important	Very Important	Very Important	Very Important	Very Important	Very Important
83	Important	Very Important	Very Important	Important	Important	Very Important
84	Very Important	Very Important	Very Important	Important	Important	Fairly Important
85	Fairly Important	Important	Very Important	Slightly Important	Important	Important

	G	H	I	J	K	L
86	Not Important	Fairly Important	Fairly Important	Slightly Important	Important	Fairly Important
87	Important	Important	Important	Very Important	Important	Very Important
88	Important	Very Important	Very Important	Fairly Important	Very Important	Very Important
89	Fairly Important	Very Important	Very Important	Very Important	Very Important	Very Important
90	Important	Important	Important	Important	Important	Important
91	Very Important	Important	Important	Very Important	Fairly Important	Very Important
92	Very Important	Very Important	Very Important	Very Important	Very Important	Very Important
93	Very Important	Very Important	Very Important	Very Important	Very Important	Very Important
94	Fairly Important	Very Important	Very Important	Important	Fairly Important	Important
95	Slightly Important	Fairly Important	Fairly Important	Very Important	Very Important	Very Important
96	Important	Important	Important	Very Important	Important	Important
97	Important	Important	Very Important	Important	Very Important	Very Important
98	Important	Fairly Important	Important	Not Important	Very Important	Important
99	Fairly Important	Important	Very Important	Not Important	Very Important	Very Important
100	Fairly Important	Fairly Important	Important	Very Important	Very Important	Very Important
101	Very Important	Very Important	Very Important	Fairly Important	Very Important	Very Important

	M	N	O	P	Q	R
1	Based on your experience with the GhostPillow, please rate each of the statements below: [Helps me get to sleep more comfortably]	Based on your experience with the GhostPillow, please rate each of the statements below: [Weight of the pillow]	Based on your experience with the GhostPillow, please rate each of the statements below: [Provides proper support for my neck and spine]	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.)]	Based on your experience with the GhostPillow, please rate each of the statements below: [Stays cool and comfortable throughout the night]	While shopping for a new pillow, did you consider any of these brands [Casper]
2	Very Important	Important	Important	Important	Important	No
3	Fairly Important	Important	Important	Important	Not Important	No
4	Very Important	Important	Important	Important	Very Important	No
5	Very Important	Important	Very Important	Very Important	Very Important	No
6	Very Important	Important	Important	Very Important	Important	No
7	Very Important	Slightly Important	Very Important	Very Important	Very Important	Yes
8	Very Important	Fairly Important	Very Important	Very Important	Very Important	No
9	Very Important	Fairly Important	Very Important	Very Important	Very Important	Yes
10	Very Important	Very Important	Very Important	Very Important	Very Important	No
11	Very Important	Very Important	Very Important	Very Important	Very Important	No
12	Very Important	Important	Very Important	Very Important	Important	Yes
13	Fairly Important	Fairly Important	Slightly Important	Slightly Important	Very Important	No
14	Important	Fairly Important	Important	Fairly Important	Fairly Important	No
15	Very Important	Very Important	Very Important	Very Important	Very Important	No
16	Very Important	Very Important	Very Important	Very Important	Very Important	No
17	Very Important	Very Important	Very Important	Very Important	Important	Yes
18	Very Important	Important	Very Important	Very Important	Very Important	No
19	Very Important	Slightly Important	Important	Very Important	Very Important	No
20	Very Important	Fairly Important	Very Important	Very Important	Very Important	No
21	Very Important	Important	Very Important	Very Important	Very Important	No
22	Important	Important	Very Important	Very Important	Very Important	No
23	Very Important	Very Important	Very Important	Very Important	Very Important	Yes

	M	N	O	P	Q	R
24	Very Important	Important	Very Important	Very Important	Very Important	No
25	Important	Fairly Important	Important	Important	Very Important	No
26	Very Important	Not Important	Very Important	Very Important	Very Important	Yes
27	Very Important	Very Important	Very Important	Very Important	Very Important	No
28	Important	Important	Important	Important	Very Important	No
29	Very Important	Important	Very Important	Very Important	Very Important	No
30	Very Important	Very Important	Very Important	Very Important	Very Important	No
31	Very Important	Very Important	Very Important	Very Important	Very Important	Yes
32	Important	Very Important	Very Important	Important	Important	No
33	Very Important	Important	Very Important	Very Important	Very Important	Yes
34	Important	Slightly Important	Important	Important	Very Important	No
35	Important	Important	Important	Important	Important	Yes
36	Very Important	Very Important	Very Important	Very Important	Very Important	No
37	Very Important	Important	Very Important	Very Important	Very Important	Yes
38	Very Important	Important	Very Important	Very Important	Very Important	Yes
39	Important	Important	Very Important	Fairly Important	Very Important	No
40	Very Important	Fairly Important	Very Important	Very Important	Very Important	No
41	Important	Not Important	Important	Important	Very Important	Yes
42	Very Important	Fairly Important	Very Important	Very Important	Very Important	No
43	Important	Important	Important	Important	Important	No
44	Very Important	Fairly Important	Very Important	Very Important	Very Important	No
45	Very Important	Fairly Important	Very Important	Very Important	Very Important	Yes
46	Very Important	Very Important	Very Important	Very Important	Very Important	No
47	Very Important	Very Important	Very Important	Very Important	Very Important	No
48	Very Important	Important	Very Important	Very Important	Very Important	Yes
49	Slightly Important	Fairly Important	Not Important	Not Important	Slightly Important	Yes
50	Very Important	Fairly Important	Very Important	Very Important	Very Important	No
51	Very Important	Slightly Important	Very Important	Very Important	Very Important	No
52	Very Important	Very Important	Very Important	Very Important	Very Important	No
53	Important	Important	Important	Very Important	Very Important	Yes
54	Important	Important	Very Important	Important	Very Important	No

	M	N	O	P	Q	R
55	Important	Important	Important	Important	Very Important	No
56	Very Important	Very Important	Very Important	Very Important	Very Important	No
57	Very Important	Very Important	Very Important	Very Important	Very Important	Yes
58	Very Important	Important	Very Important	Very Important	Very Important	Yes
59	Very Important	Very Important	Very Important	Very Important	Very Important	No
60	Very Important	Fairly Important	Very Important	Very Important	Very Important	No
61	Important	Important	Important	Important	Important	No
62	Very Important	Very Important	Very Important	Very Important	Very Important	Yes
63	Very Important	Very Important	Very Important	Very Important	Very Important	Yes
64	Very Important	Not Important	Very Important	Very Important	Very Important	No
65	Important	Fairly Important	Important	Important	Very Important	No
66	Very Important	Very Important	Very Important	Very Important	Very Important	No
67	Important	Fairly Important	Very Important	Very Important	Important	No
68	Very Important	Very Important	Very Important	Very Important	Very Important	Yes
69	Important	Important	Important	Important	Important	No
70	Very Important	Fairly Important	Important	Very Important	Important	Yes
71	Very Important	Very Important	Very Important	Very Important	Very Important	No
72	Very Important	Important	Very Important	Important	Very Important	No
73	Very Important	Slightly Important	Very Important	Very Important	Important	Yes
74	Very Important	Very Important	Very Important	Very Important	Very Important	No
75	Very Important	Important	Very Important	Very Important	Very Important	No
76	Important	Important	Important	Important	Important	No
77	Important	Important	Very Important	Very Important	Very Important	Yes
78	Important	Slightly Important	Very Important	Very Important	Very Important	No
79	Very Important	Very Important	Very Important	Very Important	Very Important	No
80	Fairly Important	Not Important	Fairly Important	Important	Important	Yes
81	Very Important	Very Important	Very Important	Very Important	Very Important	No
82	Very Important	Important	Very Important	Very Important	Very Important	No
83	Very Important	Important	Very Important	Very Important	Important	Yes
84	Very Important	Important	Very Important	Important	Very Important	No
85	Fairly Important	Slightly Important	Important	Very Important	Important	No

	M	N	O	P	Q	R
86	Important	Not Important	Slightly Important	Slightly Important	Important	No
87	Very Important	Fairly Important	Very Important	Very Important	Very Important	Yes
88	Very Important	Slightly Important	Very Important	Important	Important	Yes
89	Very Important	Very Important	Very Important	Very Important	Very Important	No
90	Important	Important	Important	Important	Important	No
91	Very Important	Slightly Important	Very Important	Very Important	Important	Yes
92	Very Important	Very Important	Very Important	Very Important	Very Important	No
93	Very Important	Very Important	Very Important	Very Important	Fairly Important	No
94	Very Important	Very Important	Very Important	Very Important	Important	No
95	Very Important	Not Important	Very Important	Important	Fairly Important	No
96	Very Important	Not Important	Very Important	Important	Important	Yes
97	Important	Important	Very Important	Very Important	Very Important	No
98	Important	Important	Important	Very Important	Very Important	Yes
99	Very Important	Not Important	Very Important	Very Important	Very Important	No
100	Very Important	Important	Very Important	Very Important	Very Important	Yes
101	Very Important	Very Important	Very Important	Very Important	Very Important	Yes

	S	T	U	V	W	X
1	While shopping for a new pillow, did you consider any of these brands [Sealy]	While shopping for a new pillow, did you consider any of these brands [Tempur-Pedic]	While shopping for a new pillow, did you consider any of these brands [Purple]	While shopping for a new pillow, did you consider any of these brands [My Pillow]	If you answered yes to any of the items in the previous question, what was the most important factor in choosing GhostPillow vs. the other brands?	
2	No	No	No	No	None - Didn't Consider Other Brands	
3	No	No	No	No	None - Didn't Consider Other Brands	
4	No	Yes	No	No	Cooling Technology	
5	Yes	Yes	No	No	Cooling Technology	
6	No	No	No	No	None - Didn't Consider Other Brands	
7	No	Yes	No	No	Thickness	
8	No	No	No	No	None - Didn't Consider Other Brands	
9	No	Yes	Yes	No	Cooling Technology	
10	Yes	Yes	Yes	Yes	Cooling Technology	
11	No	No	No	No	None - Didn't Consider Other Brands	
12	No	Yes	No	No	Material / Construction	
13	No	No	No	No	None - Didn't Consider Other Brands	
14	No	No	No	No	None - Didn't Consider Other Brands	
15	No	No	No	No	None - Didn't Consider Other Brands	
16	No	No	Yes	Yes	Material / Construction	
17	No	No	Yes	No	Cooling Technology	
18	Yes	Yes	Yes	Yes	Cooling Technology	
19	No	No	Yes	No	Cooling Technology	
20	No	No	No	No	Cooling Technology	
21	Yes	Yes	No	No	Thickness	
22	No	No	No	Yes	Material / Construction	
23	Yes	Yes	No	No	Thickness	

	S	T	U	V	W	X
24	No	No	Yes	Yes	Thickness	
25	No	No	Yes	Yes	Cooling Technology	
26	Yes	Yes	No	Yes	Cooling Technology	
27	No	Yes	Yes	No	Cooling Technology	
28	Yes	Yes	No	No	Cooling Technology	
29	No	Yes	No	No	Cooling Technology	
30	No	No	No	No	None - Didn't Consider Other Brands	
31	No	No	No	No	Cooling Technology	
32	No	No	Yes	No	Cooling Technology	
33	No	Yes	Yes	No	Material / Construction	
34	Yes	Yes	No	No	Cooling Technology	
35	Yes	Yes	No	Yes	Cooling Technology	
36	No	Yes	No	No	Thickness	
37	No	No	Yes	No	Cooling Technology	
38	No	Yes	Yes	No	Cooling Technology	
39	No	No	No	No	Material / Construction	
40	No	No	No	No	None - Didn't Consider Other Brands	
41	Yes	Yes	No	No	Cooling Technology	
42	Yes	Yes	Yes	No	Material / Construction	
43	No	No	No	No	None - Didn't Consider Other Brands	
44	No	No	No	No	Thickness	
45	No	Yes	Yes	No	Cooling Technology	
46	Yes	No	Yes	Yes	Cooling Technology	
47	No	No	No	No	None - Didn't Consider Other Brands	
48	Yes	Yes	Yes	Yes	Material / Construction	
49	Yes	Yes	Yes	No	Cooling Technology	
50	No	No	No	No	None - Didn't Consider Other Brands	
51	No	No	Yes	Yes	Thickness	
52	No	Yes	Yes	No	Cooling Technology	
53	No	Yes	Yes	No	Cooling Technology	
54	Yes	No	Yes	Yes	Cooling Technology	

	S	T	U	V	W	X
55	Yes	Yes	Yes	No	Cooling Technology	
56	Yes	Yes	Yes	Yes	Thickness	
57	Yes	Yes	Yes	No	Material / Construction	
58	No	No	No	No	Cooling Technology	
59	No	No	No	No	None - Didn't Consider	Other Brands
60	No	No	Yes	No	Cooling Technology	
61	No	No	No	Yes	Material / Construction	
62	No	Yes	Yes	No	Cooling Technology	
63	No	No	Yes	No	Material / Construction	
64	Yes	Yes	No	No	Cooling Technology	
65	Yes	No	Yes	No	Cooling Technology	
66	No	No	Yes	Yes	Thickness	
67	No	No	No	No	None - Didn't Consider	Other Brands
68	No	No	Yes	No	Material / Construction	
69	No	Yes	No	No	Cooling Technology	
70	No	No	Yes	No	Thickness	
71	No	Yes	No	No	Cooling Technology	
72	Yes	Yes	Yes	No	Cooling Technology	
73	No	Yes	Yes	No	Material / Construction	
74	No	No	Yes	No	Cooling Technology	
75	No	No	No	No	None - Didn't Consider	Other Brands
76	Yes	No	No	Yes	Size	
77	Yes	No	No	No	Cooling Technology	
78	Yes	Yes	Yes	Yes	Material / Construction	
79	No	No	No	No	None - Didn't Consider	Other Brands
80	Yes	Yes	No	Yes	Cooling Technology	
81	Yes	Yes	Yes	No	Cooling Technology	
82	No	No	No	No	None - Didn't Consider	Other Brands
83	No	Yes	Yes	Yes	Material / Construction	
84	No	No	No	Yes	Cooling Technology	
85	No	Yes	No	No	Cooling Technology	

	S	T	U	V	W	X
86	Yes	Yes	Yes	Yes	Cooling Technology	
87	Yes	Yes	No	Yes	Cooling Technology	
88	No	No	Yes	No	Size	
89	No	No	No	Yes	Thickness	
90	No	Yes	Yes	No	Cooling Technology	
91	Yes	Yes	Yes	No	Cooling Technology	
92	No	No	No	No	None - Didn't Consider Other Brands	
93	No	No	No	No	None - Didn't Consider Other Brands	
94	Yes	Yes	No	Yes	Thickness	
95	No	Yes	Yes	No	Cooling Technology	
96	No	Yes	No	Yes	Cooling Technology	
97	Yes	Yes	No	No	Cooling Technology	
98	No	No	No	No	Cooling Technology	
99	No	No	No	Yes	Material / Construction	
100	No	No	Yes	No	Cooling Technology	
101	No	No	Yes	No	Cooling Technology	