



"Bedroom Battles" Survey from The Leggett & Platt Adjustable Bed Group Suggests Men Are "Zen Masters" In The Bedroom

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Male Respondents Identify the Bedroom as a Relaxing Spa

CARTHAGE, Mo., March 28, 2013 /PRNewswire/ -- The age-old battle of the sexes has moved into the bedroom and a recent study suggests that a significant percentage of men view the space as a retreat to enjoy in the privacy of their own homes. The "Bedroom Battles" survey from adjustable bed category leader, Leggett & Platt suggests that men are better at maximizing downtime in the master suite and that a focus on functional design could lead to a more relaxing space.

When asked what their bedroom is used for other than sleeping, a third of men (31%) claimed to use the space as a relaxing retreat compared to only a quarter of women. Women cited clutter and disorganization as obstacles when creating a coveted tranquil haven. Nearly half of women (49%) claim their bedrooms required better organization.

Plus, when it comes to clutter, neither sex was shy about finger-pointing. Nearly half (48%) of those in a relationship came clean and admitted that they would like something of their significant other's to "disappear" from the bedroom. Men seem to be particularly concerned with the contents of their "zen caves" as 51 percent hoped for a disappearing act versus only 46 percent of women.

A difference in preference is further supported by the "Home Is Where The Luxury Is" study from Unity Marketing, which found that men emphasize the functional, practical aspects of home decor while women are interested in creating safe, calming environments inspired by a resort or a retreat.

"The Leggett & Platt Adjustable Bed Group is in the business of providing quality home furnishings that offer customized comfort and visual appeal. These findings align with our experience with adjustable bed shoppers, who want their home decor to reflect both their personalities and their lifestyle priorities," said Jay Thompson, President of the Leggett & Platt Adjustable Bed Group. "Our Designer Series line was developed to provide all of the functionality of an adjustable bed—including custom and pre-set positions, massage options and ergonomic remote controls—to meet the comfort needs of both genders along with the high-end aesthetics that appeal to women."

Behind Closed Doors – Americans Neglect Bedrooms

When it comes to keeping the home tidy, the bedroom is lower on the priority list. On average, Americans last organized their bedrooms six months ago. Two in five (40%) of survey respondents designated the bedroom as a go-to spot to stash household clutter. A majority reported having at least one bedroom "headache," such as lack of space or outdated furniture, proving that it may finally be time to stop hitting the snooze button on that long overdue bedroom makeover.

"We can speculate that public spaces like kitchens and dining rooms are taking precedence when housekeeping is concerned, but these findings support our mission to help consumers create tranquil bedroom havens that help them retreat from the stresses of their daily lives," added Thompson. "The 'Bedroom Battles' survey indicates a growing demand for products that will help these consumers transform the bedroom from serving simply as somewhere to sleep, to a place where everyone can be comfortable and relax."

The Leggett & Platt Designer Series line of adjustable beds come in four on-trend colors with matching headboards and bed skirt options. For more information on Leggett & Platt, a retailer near you and additional tips for turning the bedroom into a personal retreat, visit www.lpadjustablebeds.com.

The Leggett & Platt "Bedroom Battles" Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 1,000 nationally representative U.S. adults, ages 18+, between February 1st and February 7th, 2013, using an email invitation and an online survey. Quotas have been set to ensure reliable and accurate representation of the U.S. adult population ages 18+.

The latest "Home Is Where The Luxury Is" study was conducted by Unity Marketing among 1,271 affluent (top 20% income) luxury consumers who bought/plan to buy any home furnishings. This online study was conducted in July 2012 within the U.S. using the Unity Marketing affluent consumer panel.

About Leggett & Platt® Adjustable Bed Group

The Leggett & Platt® Adjustable Bed Group is a division of the global diversified manufacturer Leggett & Platt®, Incorporated (NYSE: LEG), and the premier provider of adjustable bed bases to the retail community. Based in Carthage, Missouri, the Adjustable Bed Group is committed to delivering innovative, high-performance products and offers a complete range of adjustable bases under the Leggett & Platt® brand, including its Premier Series™, Designer Series™ and Comfort Series™. These products are available in retail furniture, department and bedding stores nationwide as well as through online retailers. For additional information, please visit www.lpadjustablebeds.com.

About Leggett & Platt Incorporated

Leggett & Platt (NYSE: LEG) is a diversified manufacturer (and member of the S&P 500) that conceives, designs and produces a variety of engineered components and products that can be found in most homes, offices, and automobiles. The 130-year-old firm is comprised of 20 business units, 18,000 employee-partners, and 130 manufacturing facilities located in 17 countries.

Leggett & Platt is the leading U.S. manufacturer of: a) components for residential furniture and bedding; b) office furniture components; c) drawn steel wire; d) automotive seat support and lumbar systems; e) carpet underlay; f) adjustable bed bases; and g) bedding industry machinery. Visit Leggett's website at www.leggett.com.

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