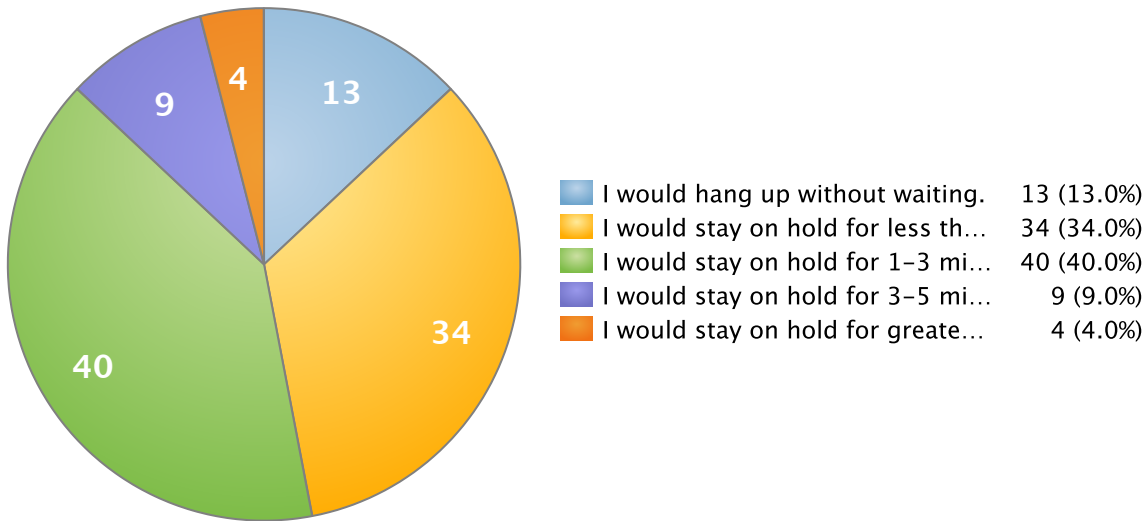


# Follow up - how long would you wait on hold - mattress

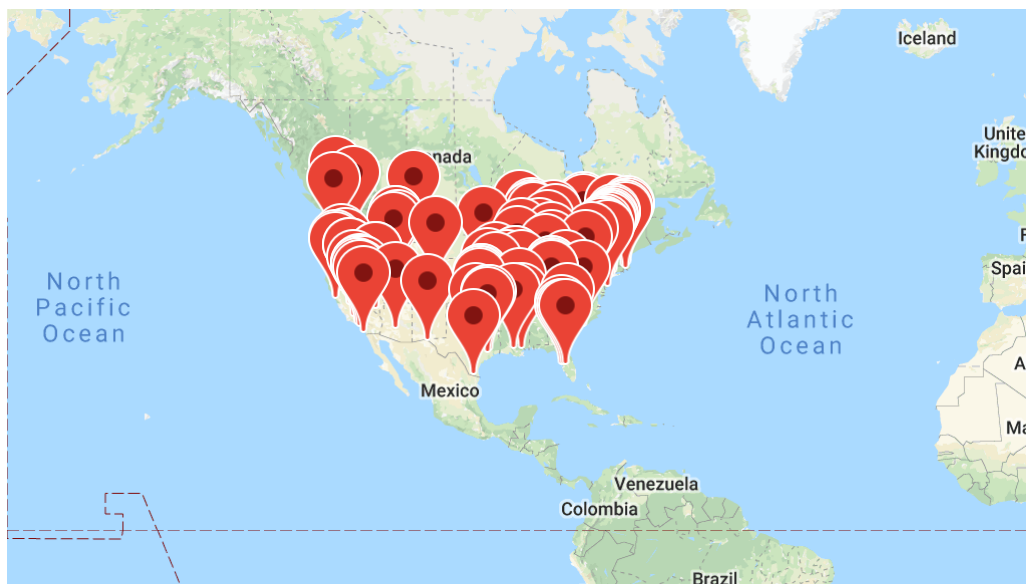
Previous Askverts #1: Include 1 question

Who BS / BA MS JD PhD MD DO Full Time Self-employed Retired \$75K+

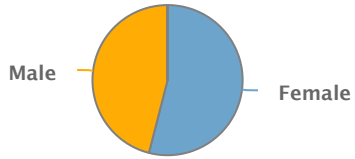
1. This is a follow up question because you bought a mattress in the last year. If you'd called a mattress retailer, listened to a brief automated



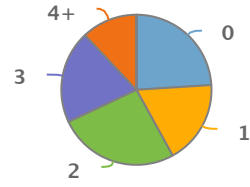
100 / 100 Responses



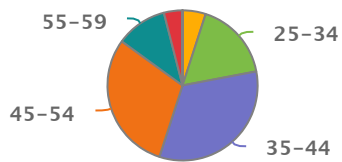
**Gender**



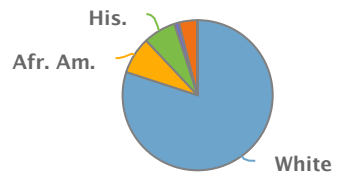
**Number Of Children**



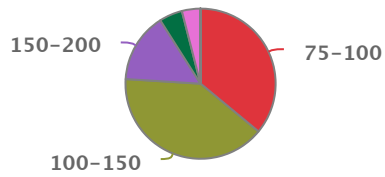
**Age**



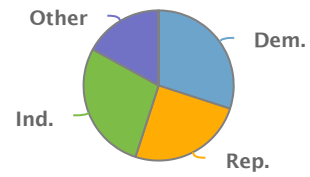
**Race**



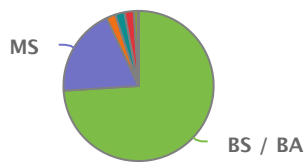
**Household Income**



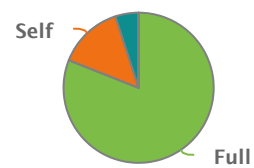
**Political Affiliation**



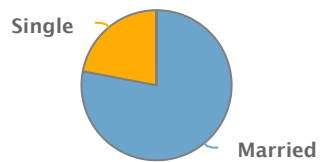
**Education Level**



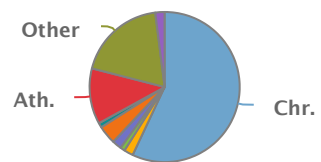
**Employment Status**



**Marital Status**



**Religion**



**1. This is a follow up question because you bought a mattress in the last year. If you'd called a mattress retailer, listened to a brief automated message and were put on hold, how long would you be willing to wait on hold?**

**For 'I would stay on hold for 1-3 minutes':**

- 💡 45-54 year olds chose 'I would stay on hold for 1-3 minutes' significantly more than the other choices
- 💡 18-24 year olds chose 'I would stay on hold for 1-3 minutes' significantly more than the other choices
- 💡 35-44 year olds chose 'I would stay on hold for 1-3 minutes' significantly more than the other choices
- 💡 Females chose 'I would stay on hold for 1-3 minutes' significantly more than the other choices
- 💡 African Americans chose 'I would stay on hold for 1-3 minutes' significantly more than the other choices
- 💡 Hispanic / Latinos chose 'I would stay on hold for 1-3 minutes' significantly more than the other choices

**For 'I would stay on hold for less than 1 minute':**

- 💡 55-59 year olds chose 'I would stay on hold for less than 1 minute' significantly more than the other choices
- 💡 25-34 year olds chose 'I would stay on hold for less than 1 minute' significantly more than the other choices
- 💡 No 18-24 year olds chose 'I would stay on hold for less than 1 minute', or 'I would hang up without waiting.'
- 💡 Males chose 'I would stay on hold for less than 1 minute' slightly more than the other choices
- 💡 Whites chose 'I would stay on hold for less than 1 minute' slightly more than the other choices

**For 'I would hang up without waiting':**

- 💡 No 18-24 year olds chose 'I would stay on hold for less than 1 minute', or 'I would hang up without waiting.'
- 💡 No African Americans chose 'I would hang up without waiting.'

**For 'I would stay on hold for 3-5 minutes':**

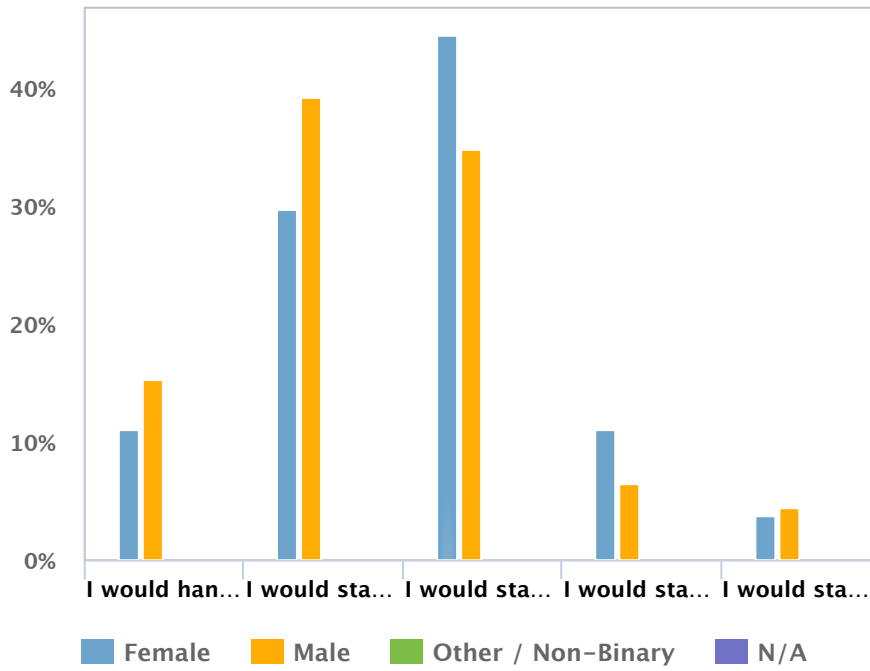
- 💡 No 55-59 year olds chose 'I would stay on hold for greater than 5 minutes.', or 'I would stay on hold for 3-5 minutes.'
- 💡 No Hispanic / Latinos chose 'I would stay on hold for greater than 5 minutes.', or 'I would stay on hold for 3-5 minutes.'

**For 'I would stay on hold for greater than 5 minutes':**

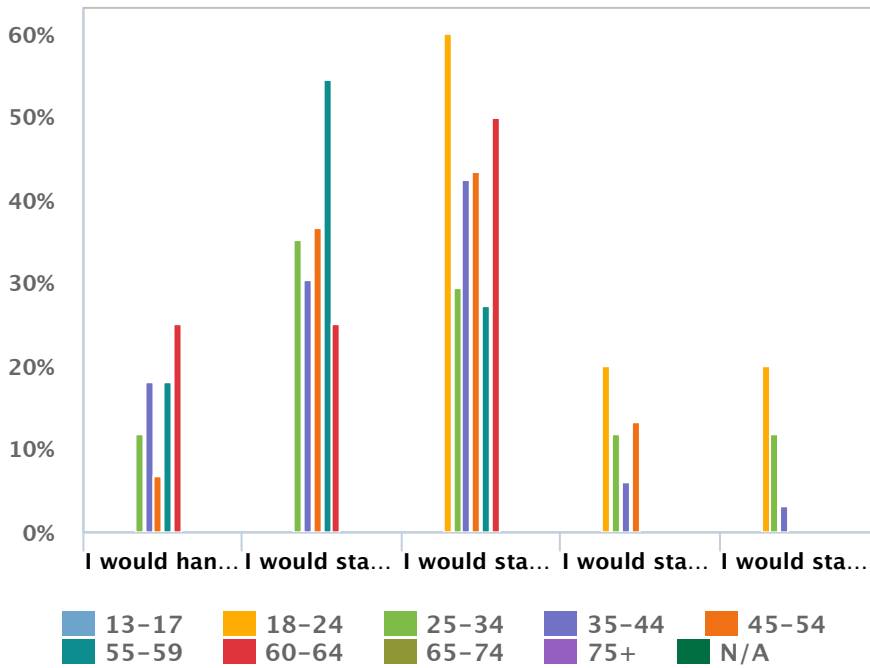
- 💡 No 55-59 year olds chose 'I would stay on hold for greater than 5 minutes.', or 'I would stay on hold for 3-5 minutes.'
- 💡 No Hispanic / Latinos chose 'I would stay on hold for greater than 5 minutes.', or 'I would stay on hold for 3-5 minutes.'

**1. This is a follow up question because you bought a mattress in the last year. If you'd called a mattress retailer, listened to a brief automated message and were put on hold, how long would you be willing to wait on hold?**

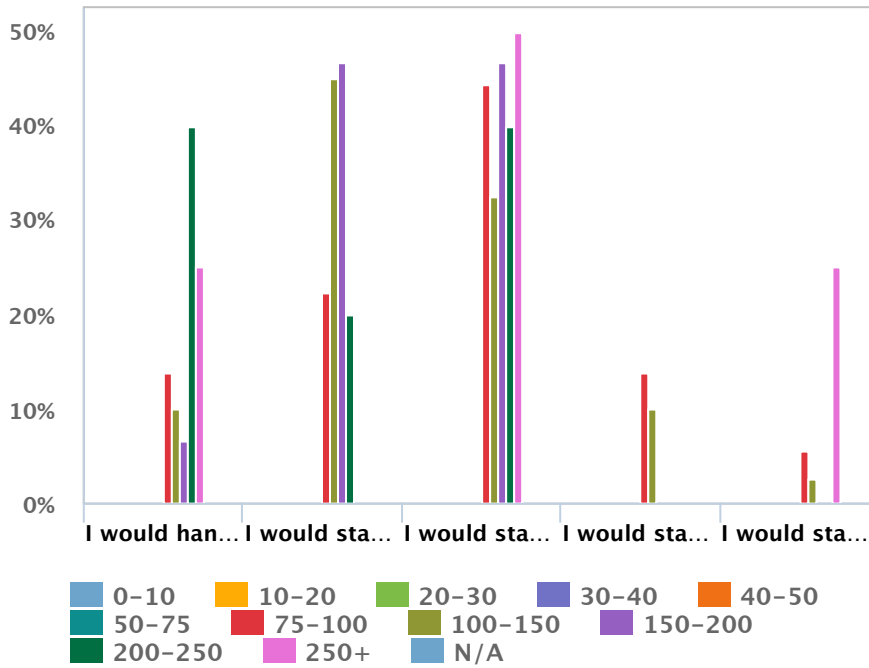
## Gender



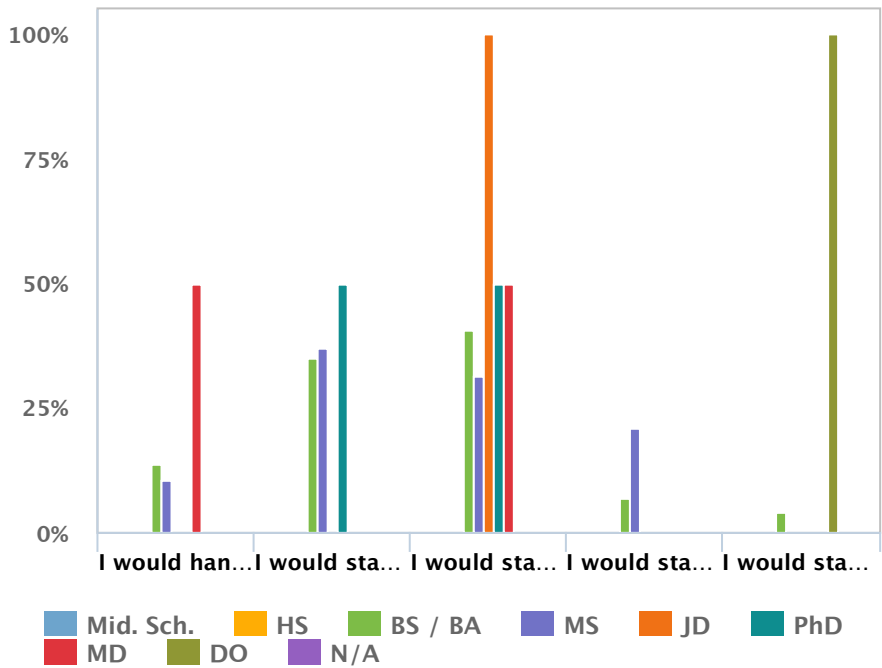
## Age



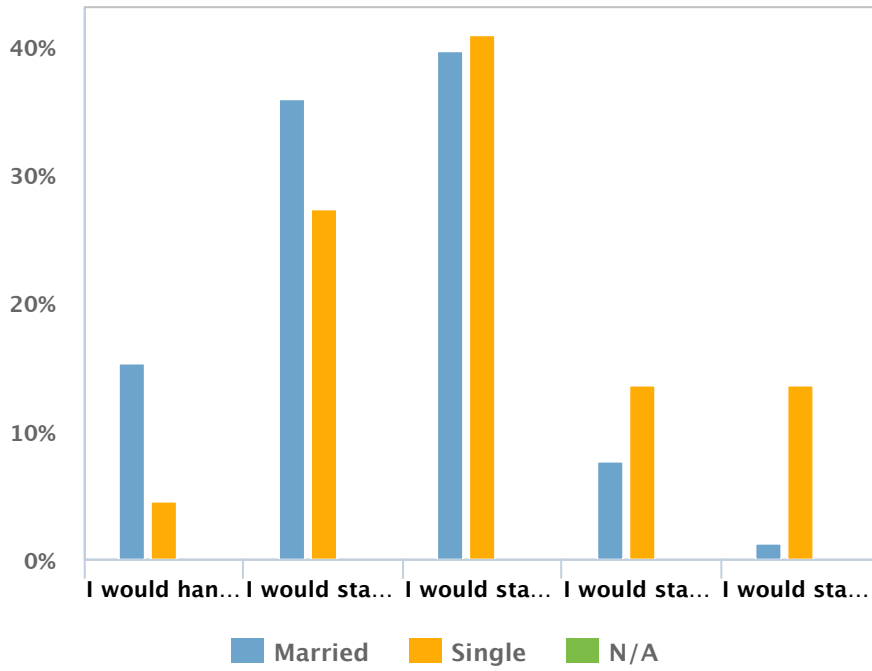
## Household Income



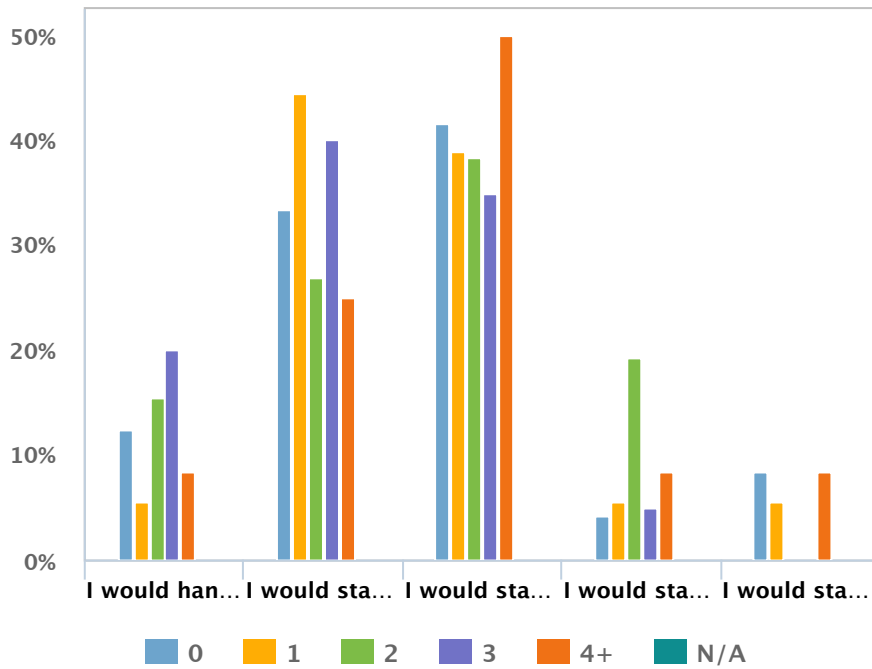
## Education Level



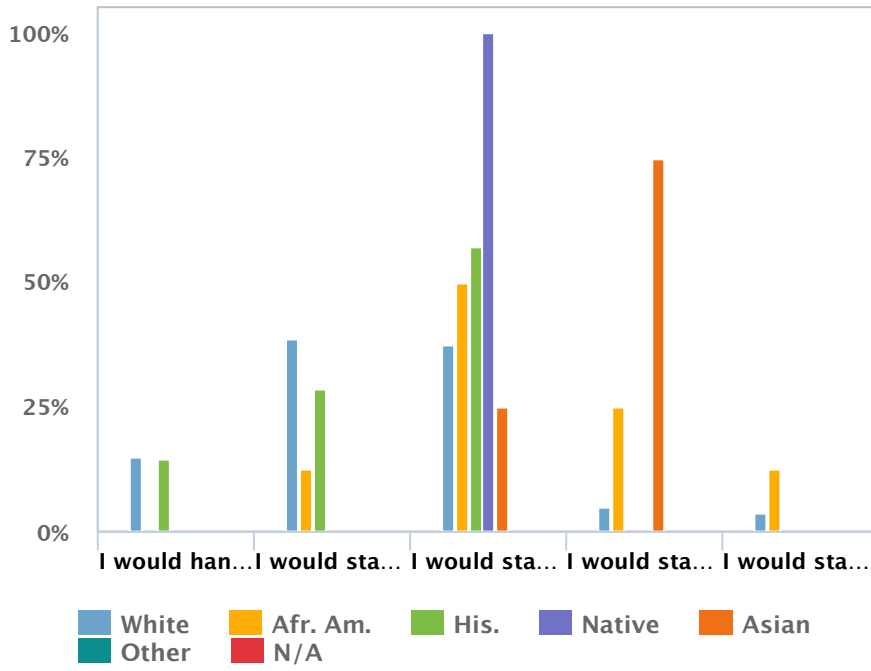
## Marital Status



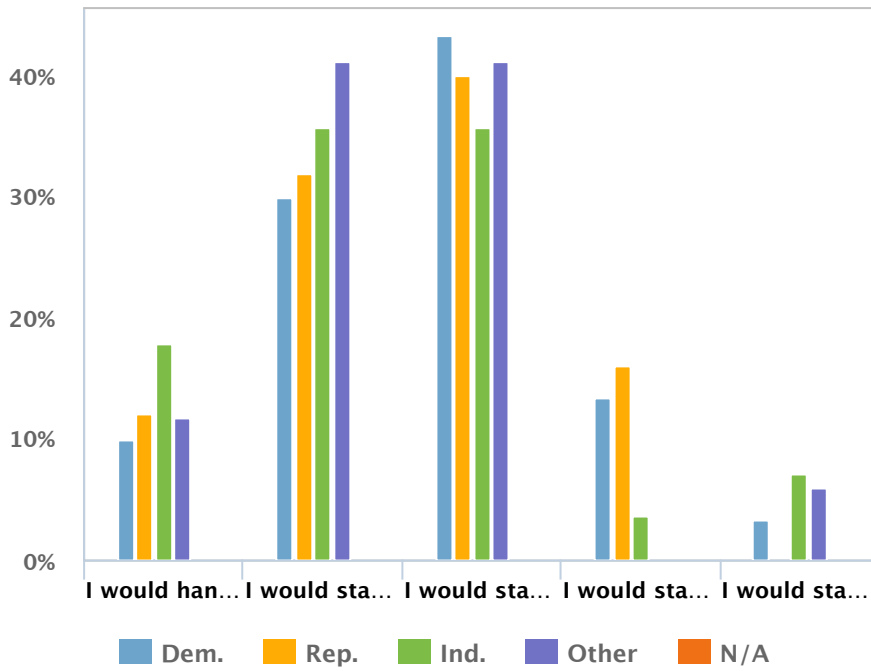
## Number Of Children



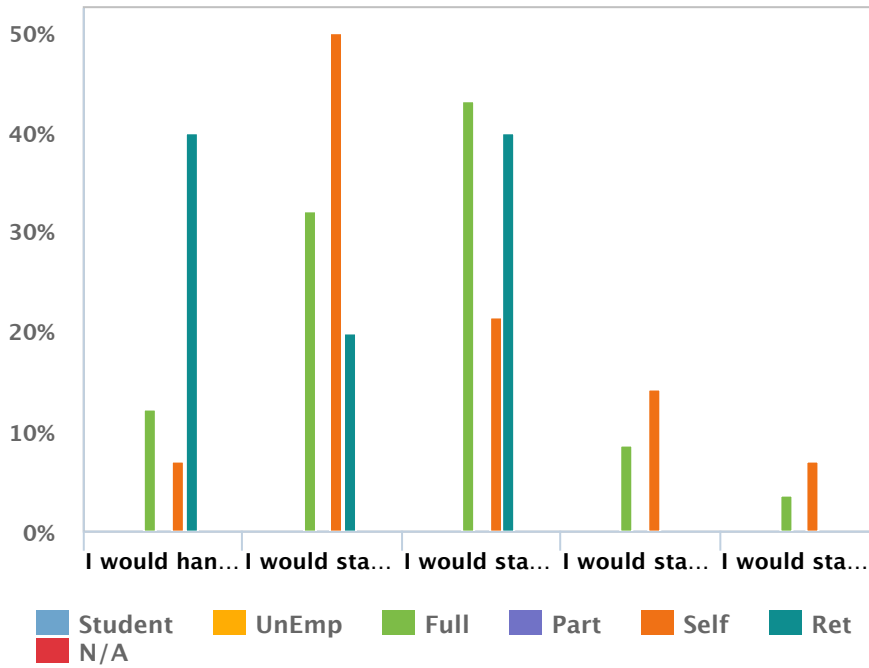
## Race



## Political Affiliation



## Employment Status



## Religion

