



PILLOW FAST FACTS – EMBARGOED UNTIL 3 OCTOBER 2012

Pillow Facts

- On average, there are 9 pillows in every Australian home, and that the average age of the oldest of these pillows is five and a half years¹.
- Tontine estimates that there would be somewhere between 60 and 100 million pillows circulating in Australia.
- Among the households with nine or more pillows, the average age of the oldest pillow is 6.3 years².
- 83% of main grocery buyers (MGBs) say they'd be concerned if they found out that bacteria, mould and mildew had built up in their pillow³.
- While we place anti-bacterial properties in all our pillows, we recommend that on average, the lifespan is around 2 years.
- Four in five (80%) of MGBs would find it useful if their pillows were date stamped with a 'Best Before' date/ a date suggesting when they should change it, and one in three overall (37%, and 2.2 million MGBs) say that it would be very useful.⁴
- Half (55%) of MGBs sleep soundly most nights but one in four (26%) have trouble sleeping most nights or toss and turn and wake feeling tired. Only one in ten (10%) sleep like a log every night.⁵
- Among those who sleep soundly 36% have replaced their pillow within the last 12 months while only 27% of those who have trouble sleeping have done so, suggesting that fresh new pillows may contribute to better sleep⁶
- Two in three (67%) MGBs report deriving benefit from sleeping on a new pillow. One in four feel more rested (29%) or sleep more soundly (23%) while 42% say that it smells fresh and clean. Only one in four (24%) say that they sleep no differently than before⁷
- While some people will wait to replace the pillow on their bed until it looks disgusting (35%) or when they get concerned about the bugs and germs that might be growing inside the pillow (29%) or when it starts to smell (19%), but the majority (61%) mainly replace their pillow when it stops functioning properly, that is, when it gets too soft and loses support⁸
- Only half (50%) of old pillows get put into the rubbish bin with the other half hanging around the home. One in three (35%) of MGBs put the old pillow in the cupboard for emergencies and one in four (25%) will put it in the spare bedroom⁹
- Three in four (77%) of MGBs report that there are at least some sweat stains on their pillows with 6% admitting that some "are a bit disgusting to look at"¹⁰

¹ Galaxy Research for Tontine August 2010.

² Galaxy Research for Tontine August 2010.

³ Galaxy Research for Tontine August 2010.

⁴ Galaxy Research for Tontine August 2011.

⁵ Galaxy Research for Tontine September 2011.

⁶ Galaxy Research for Tontine September 2011.

⁷ Galaxy Research for Tontine September 2011.

⁸ Galaxy Research for Tontine September 2011.

⁹ Galaxy Research for Tontine September 2011.

¹⁰ Galaxy Research for Tontine September 2011.

Pillow Health Facts

- The most obvious thing to pillow users is the stains and discolouration which are visible when pillow slips/covers are removed.
- Over time, a **pillow can grow** a complex **ecosystem** made up of dead skin cells and the things that feed on them¹¹.
- These are things like dust mites and fungi which feed off sweat, dead skin cells and other things that end up in your pillow¹².
- With only one person in the bed, the amount of sweat produced each night is normally around 250ml. If there is more than one person in the bed, it can be as much as 500ml per person¹³.
- House dust mite faeces contain a number of extremely potent allergens that can lead to allergic asthma, allergies and other respiratory diseases¹⁴.
- We know that “7 million Australians are living with asthma and allergies”¹⁵, and that looking after your environment – including the pillows in your bedroom – can help prevent additional suffering.
- “Pillows are a perfect breeding ground for allergens such as dust mites, which have been identified as one of the most common triggers for asthma in Australia. The more someone is exposed to house dust mites, the more likely it is that he or she will become allergic to them”¹⁶.
- After 6 months of use, pillows filled with synthetic fibres harboured eight times more dust mites than those filled with feathers¹⁷.

¹¹ Cambridge Medical Entomology Centre for Tontine August 2010.

¹² Cambridge Medical Entomology Centre for Tontine August 2010.

¹³ Source: Dr J Semo, Wenatex Sleep Health Science, Second-hand mattresses article:
http://www.wenatex.co.nz/used_secondhand_mattresses.asp

¹⁴ Cambridge Medical Entomology Centre for Tontine August 2010.

¹⁵ Source: Dr Janet Rimmer, respiratory physician and director of the National Asthma Council Australia.

¹⁶ Source: National Asthma Council of Australia CEO, Kristine Whorlow.

¹⁷ Source: British Medical Journal, Allergies to Dust Mites and Feathers/eHow.com