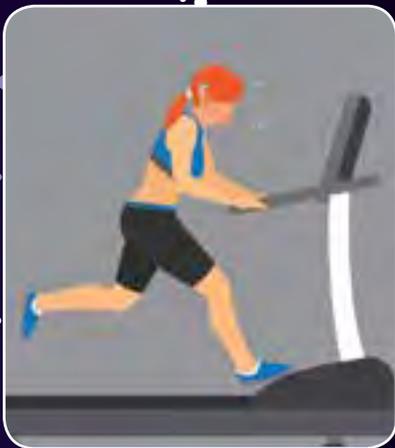
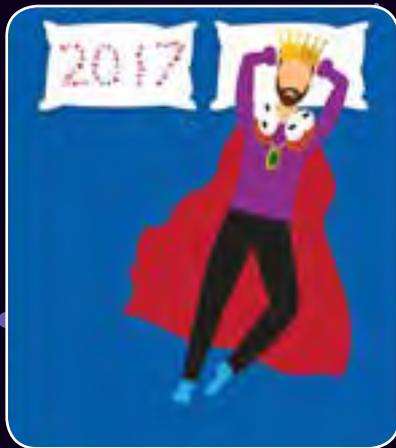


# The Great British Bedtime Report



# 2017



## Introduction

The aim of The Sleep Council is to focus on raising awareness of a good night's sleep to health and wellbeing and how we can go about adopting healthier sleep habits.



The Sleep Council published its first Great British Bedtime Report in 2013 – a survey of more than 5,000 people to shed more light on the nation's sleeping habits. The second, 2017, report provides a further insight into the nation's changing sleep habits and four years on, is a benchmarking exercise against the 2013 data.

## Overview

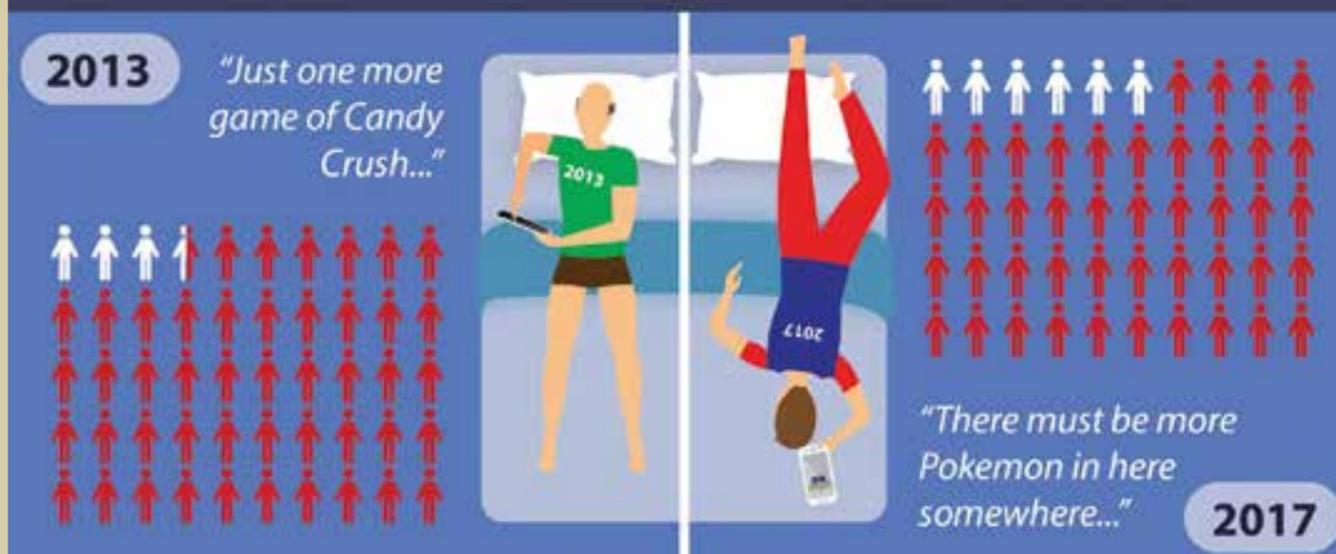
The second Great British Bedtime Report was conducted by Atomik Research, who questioned a sample of 5,002 people via an online survey. Participants in the 2017 survey, while similarly represented, were not the same as those questioned in 2013. The exact cross tabulation of questions was asked i.e. age, gender, marital status, geographical area, income etc. The survey was conducted between 27 December 2016 and 4 January 2017.

## How does Britain sleep?

We're getting even less sleep than in 2013. Almost three-quarters (74%) of Brits sleep less than seven hours per night while the number of people who said they get less than five hours a night has grown from 7% to 12%. For many people (61% of those questioned in 2017), between five to seven hours a night is the norm.

It's led to almost a third of us (30%) getting a poor sleep most nights. The top three reasons remain the same as 2013: stress and worry (45% vs 53%), partner disturbance (25%); and noise (20% vs 18%). More than one in 10 (13%) blame an uncomfortable bed.

## We're sleeping less – 12% of people are having less than five hours sleep a night, up from 7% in 2013



## Britons are turning to the bottle at bedtime – one in four are drinking alcohol to get to sleep, compared to one in six



## How is lifestyle impacting on sleep?

Brits are increasingly turning to the bottle at bedtime. The number has spiked 9% in just four years. Now one in five people admit to drinking alcohol to help them nod off - with men (30%) more likely than women (20%) to do so. The biggest drinkers are now 'Generation X' as 30% of those aged between 45 and 54 admit to having a tittle to help them sleep.

Surprisingly, the number of people using technology in the bedroom would appear to have declined since 2013, although those checking their social media last thing at night showed a small rise from 8 – 9%. Checking emails has dropped from 14% to 6%; watching television just before going to sleep is down from 38% to 30%; and using laptops/tablets is down from 12% to 8%. Of those questioned in 2017, a surprisingly modest 38% said they kept and used a smartphone in the bedroom.



So what are people doing instead? It seems more people are dependent on medication, meditation and music. Those turning to music to help them sleep grew from 17% in 2013 to 24% in 2017, and meditation has also grown in popularity – from 8% to 12%.

However Brits are less dependent on their spouse as the trend for sleeping apart continues to grow. The number of Brits who don't share a bed with their partner has increased from 8% to 12%. And nearly a quarter of couples (24% v 22%) now sleep apart at least some of the time.



Almost half of Brits (45%) exercise at least twice a week. However more than a third (34%) don't exercise even once a week.



## The Gender Gap

More than half of women (51%) are kept up at night due to worry and stress compared to 39% of men. Furthermore, 29% of women blame partner disturbance compared to 19% of men.

Men (53%) are more likely than women (42%) to go to sleep after 11pm.

Of those who have trouble sleeping, 57% of women admit it affects their energy levels most, while 49% of men say it affects their mood the most.



## The Age Gap

More than a third (34%) of 25-34 year-olds listen to music to help them sleep compared to just 15% of those aged over 55.

Almost a quarter (23%) of 25-34 year-olds have used a sleep tracker or sleeping app compared to just 5% of over 55s.

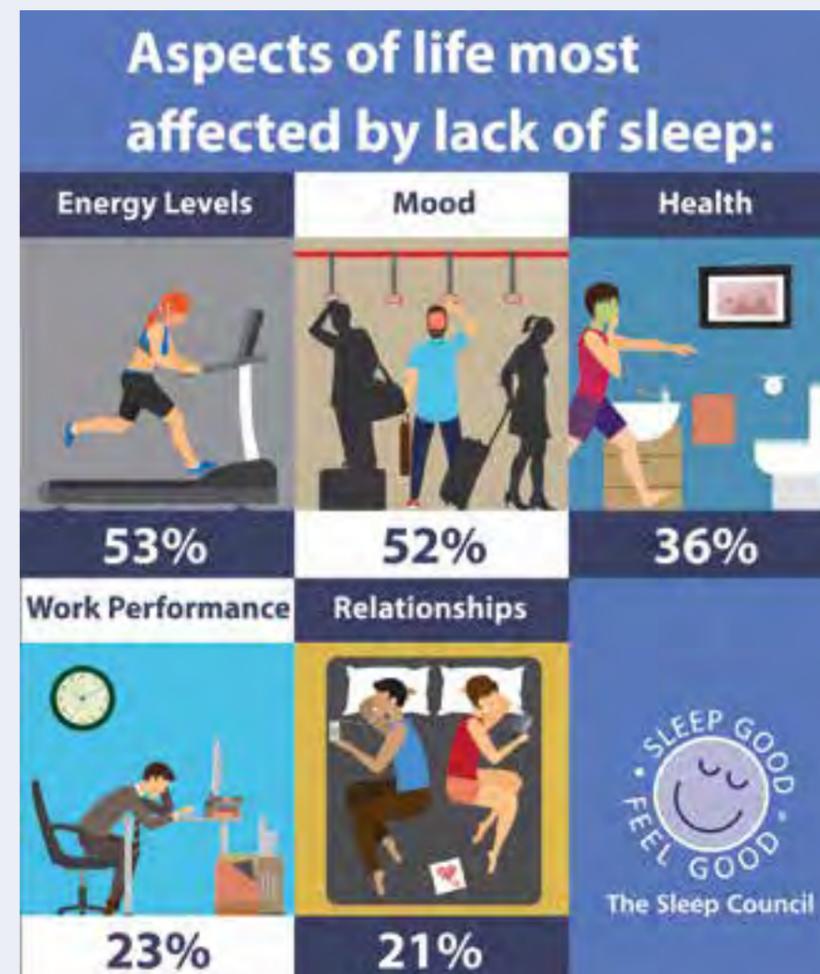
People aged 25-34 are most likely to check their social media (17%) before settling down for the night (average 9%) while those aged 55-plus are most likely to read – 38% compared to the average 26%.

## The Wage Gap

71% of those who earn a household income of £80,001-£100,000 sleep for more than six hours on an average night, compared to 50% of those who earn under £10,000.

29% of Brits who earn less than £10,000 don't go to sleep until after midnight.

Research shows the more money people earn, the more they feel energised in the morning; almost half (49%) of those who earn £40,001-£80,000 feel refreshed in the morning compared to just 35% who earn less than £10,000.



## How does sleep affect our health and wellbeing?

We all know a good night's sleep makes us feel great so it was no surprise that more than half of respondents (55%) said they felt ready to face the day after getting some zzzs.

When asked what aspect of their life was most affected by lack of sleep, 53% said energy levels, 52% mood, 36% health, 23% work performance and 21% personal relationships.

Interestingly, more than a third (35%) of Brits have suffered from sleeping problems for more than five years; a fifth (20%) for more than ten.



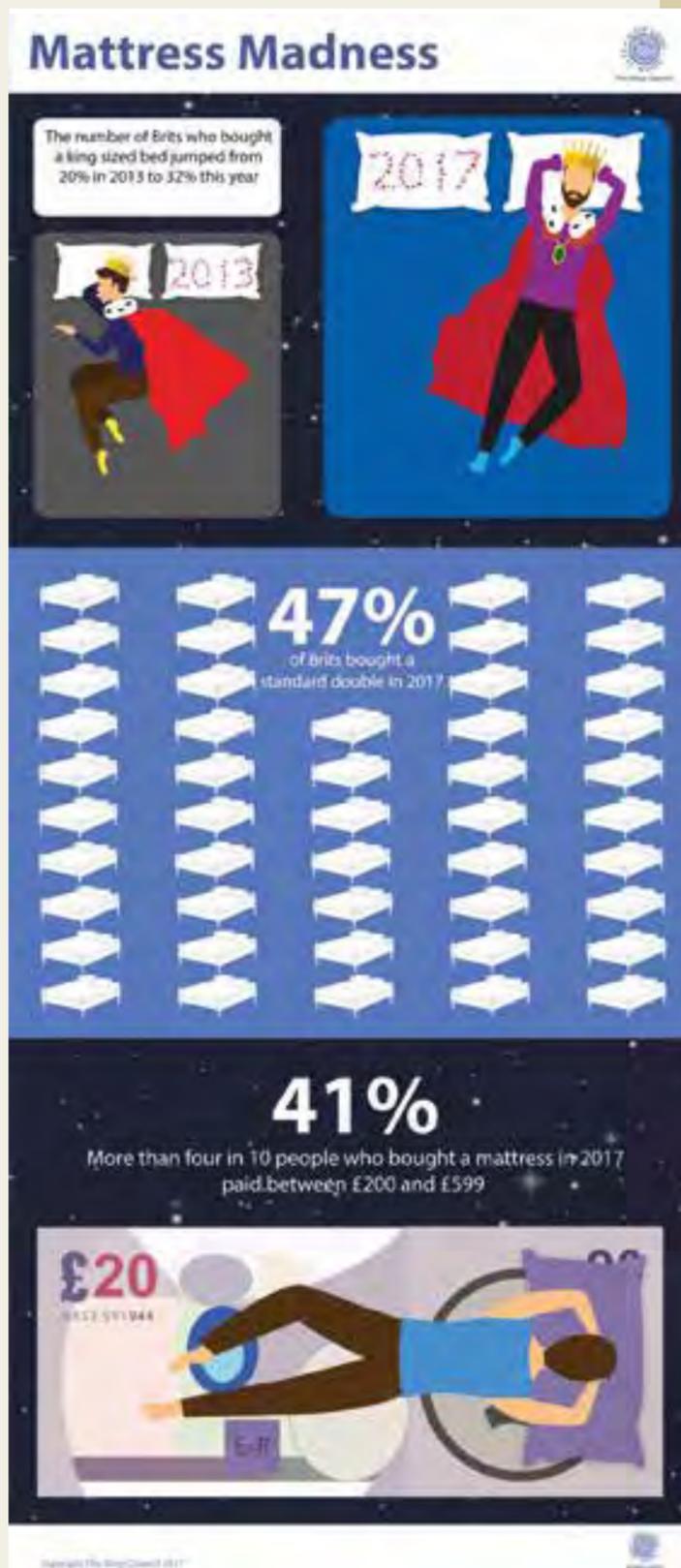


## What we sleep on

The new research reveals more than a quarter of Brits (26%) sleep in an uncomfortable bed. More than two thirds (67%) of mattresses are more than three years old; 29% are more than seven years old.

However the positive news is more people are buying bigger beds. The number of respondents who bought a king sized bed has jumped from 20% in 2013 to 32% this year.

2017 figures show that sales of standard doubles still make up the bulk of sales (to 47% of those questioned) with most people (41%) paying between £200 and £599 for their current bed.



## Regional Variations

- 30% of **Londoners** believe that changing their bedtime would improve their sleep compared to just 19% of people from the South East
- 44% of people who live in **Yorkshire and the Humber** don't have any problems sleeping, compared to 22% living in the **East Midlands** who say they've suffered from lack of sleep for 10 years or more
- The loved up **North West** share their beds with their partner every night they are at home together (79%), whilst people living in **East Anglia** most likely to sleep apart (16%)
- Yet **Londoners** appear to get the best quality of sleep, with 29% saying they sleep very well most nights, and 30% of people in the **North West** sleeping quite poorly each night
- Sleepers in **Northern Ireland** use the most technology to help them sleep, as 53% of adults use a sleep tracker or sleeping apps most nights
- Furthermore, people in **Northern Ireland** are the happiest when they wake up in the morning after having a good night's sleep (49%)
- 90% of people in the **South West** have never used sleeping apps or trackers to help them sleep
- Almost a quarter of people living in **East Anglia** don't have or use any form of technology in their bedroom (24%)
- People living in the **East Midlands** suffer from stress and worry the most (49%), which in turn, affects their sleep
- Men and women living in **Northern Ireland** drink the most alcohol to help them sleep at night (29%), whilst people in the **South East** drink the least before bed (22%)
- Almost a quarter of people in the **North East** have quite a poor night's sleep each night (24%), with 30% of them getting just five or six hours of sleep a night
- People in **Scotland** read the most before going to sleep, compared to other regions in the UK. 35% of Scots enjoy a book before bed!
- 89% of people in **Wales** have never used a sleeping app or tracker in bed – compared to 29% of **Londoners** who do use them, with 45% of people using them 'most nights'
- More than half of people in **Wales** (55%) say their energy levels have been affected by lack of sleep, with 22% of people sleeping quite poorly at night
- Only 17% of people from the **West Midlands** get the recommended seven to eight hours of sleep a night, and almost a quarter (24%) use music to help them drift off to sleep



# The Great British Bedtime Report 2017



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