



Sleep Habits and Bed Activities

PREPARED FOR ISPA INTERNATIONAL SLEEP PRODUCTS ASSOCIATION JANUARY 2023

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Background and Objectives

- Since 1996, the Better Sleep Council has conducted research to understand and track changes in consumer attitudes towards sleep and health, and their mattress purchasing decision-making.
- The overarching objective of the research has been to inform the communication strategy of the industry, to educate consumers about the health benefits of sleeping on a quality mattress and the importance of regular mattress replacement.
- The current research examines the following topics:
 - Sleep attitudes and habits
 - Bed activities and habits

Methodology

- Fluent Research conducted the survey on behalf of ISPA
- The survey was conducted online in the US from December 2-8, 2022
- 1,005 respondents aged 18 or over participated in the survey

Key Findings: Sleep Attitudes and Habits

Nearly half of US adults (48%) say they do not get enough sleep, and most are less than very satisfied with the quality of their sleep.

- The majority of adults (53%) report sleeping 6 hours or less on a typical night.
- Eight in 10 adults are less than very satisfied with the quality of their sleep.

Those who are dissatisfied with the quality of their sleep are less likely than others to describe their health as excellent or very good.

Top impediments to a good night's sleep vary by age, however, a majority of adults (60%) report that physical discomfort (body pain or being too hot or too cold) gets in the way of getting a good night's sleep.

- Boomers and Gen Xers are more likely to say body pain impedes their sleep, while worrying about money is the most common impediment among Gen Zs and Millennials.

Most US adults (81%) take steps to help them get a good night's sleep.

- 41% adjust their tech or media use, 40% have a sleep routine, and 33% get exercise during the day.

Women and parents of children under 18 years old are likely to report facing sleep challenges.

- More women than men say they do not get enough sleep (54% vs. 42%).
- Parents of children under 18 are more likely than those without children at home to sleep 6 hours or less on a typical night (60% vs. 52%).

Key Findings: Bed Activities and Habits

US adults engage in a wide range of media use in bed.

- 66% use their smartphone, 60% watch video content, 33% read, and 33% listen to audio content weekly or more.

Overall, most adults (69%) say they never do work or schoolwork in bed. However, doing work or schoolwork in bed varies by age.

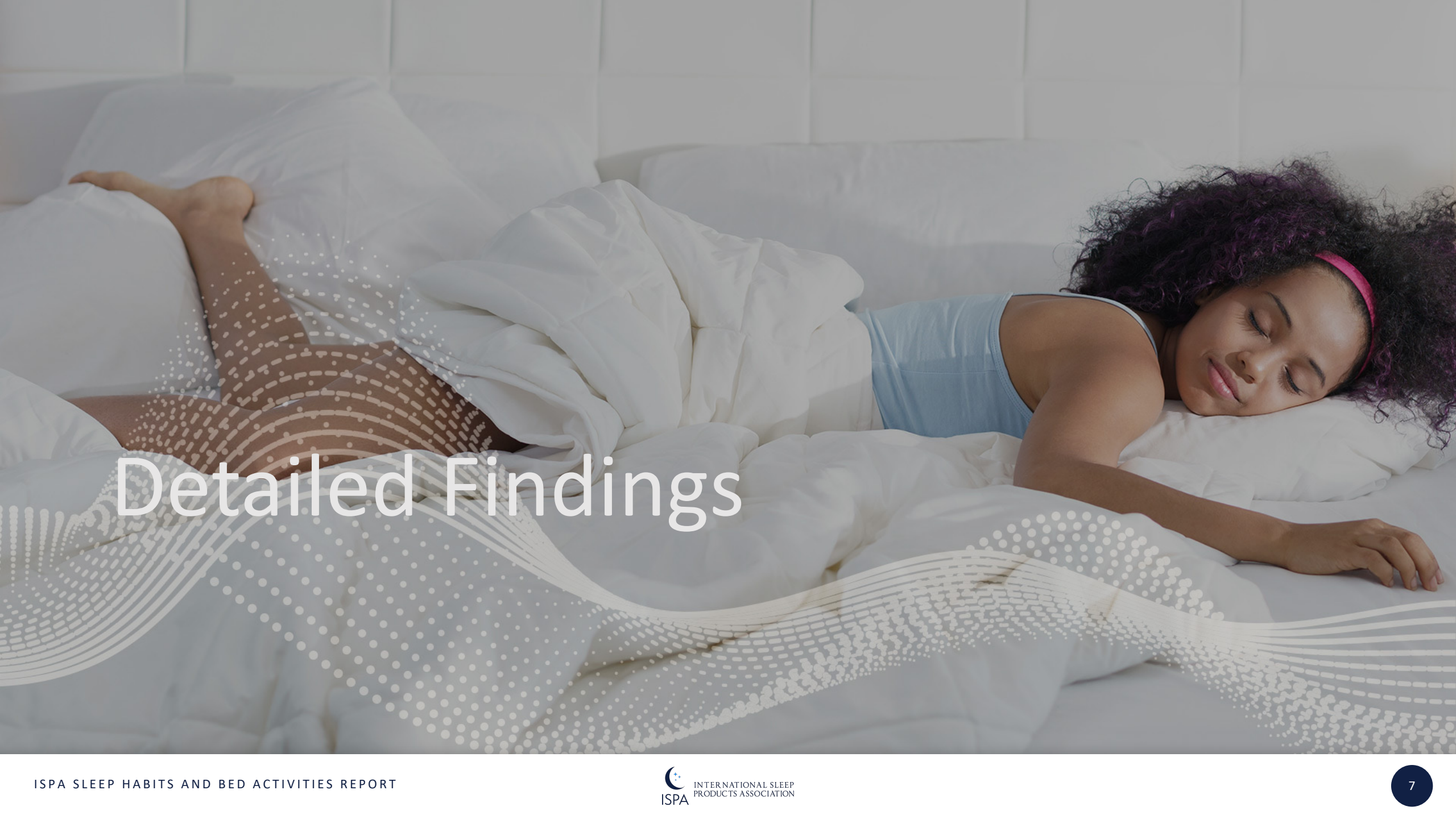
Three-quarters of adults (74%) sleep wearing pajamas, nightshirts, etc. at least a few times a week or more.

- One-third of adults (32%) sleep wearing socks at least a few times a week or more.
- Two in 10 adults (21%) sleep in the nude at least a few times a week or more.

Many US adults have a daily bed companion, such as a partner or pet.

- Four in 10 adults (43%) sleep with a partner every day or nearly every day.
- Two in 10 adults (22%) sleep with a pet(s) every day or nearly every day.

Three-quarters of US adults (72%) say that comfort is the most important thing they look for in a new mattress.



Detailed Findings



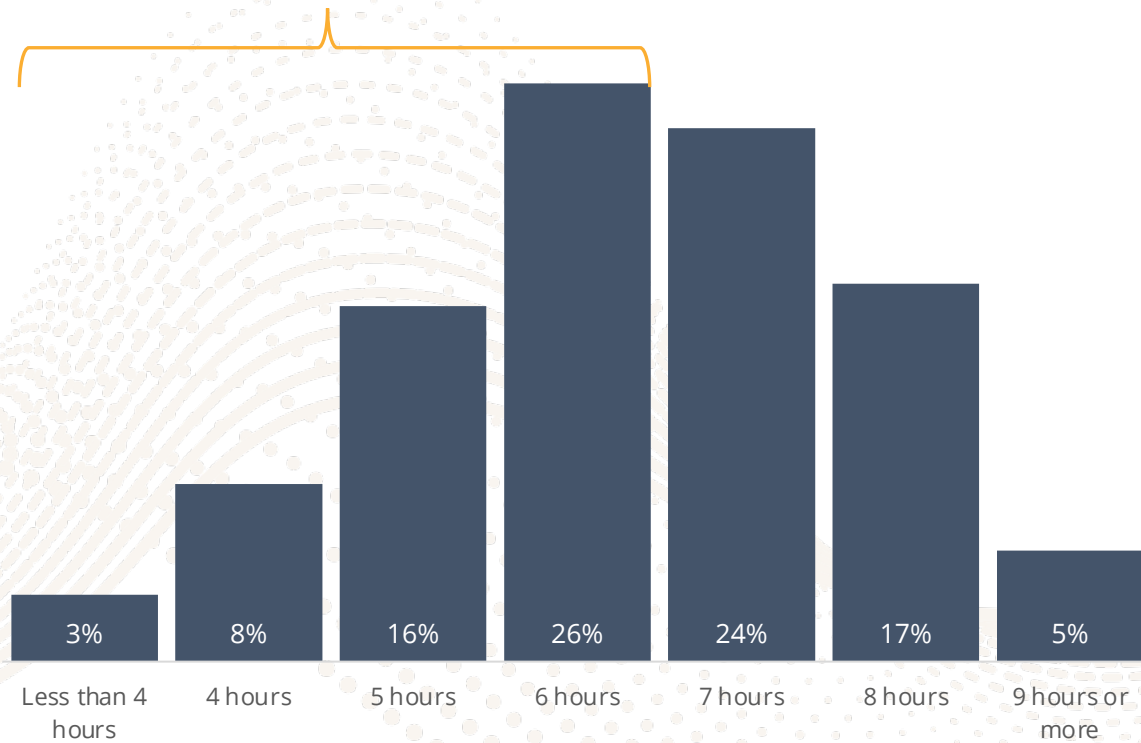
DETAILED FINDINGS

Sleep Attitudes and Habits

The majority of US adults (53%) 6 hours of sleep or less on a typical night, and nearly half (48%) say they do not get enough sleep in general.

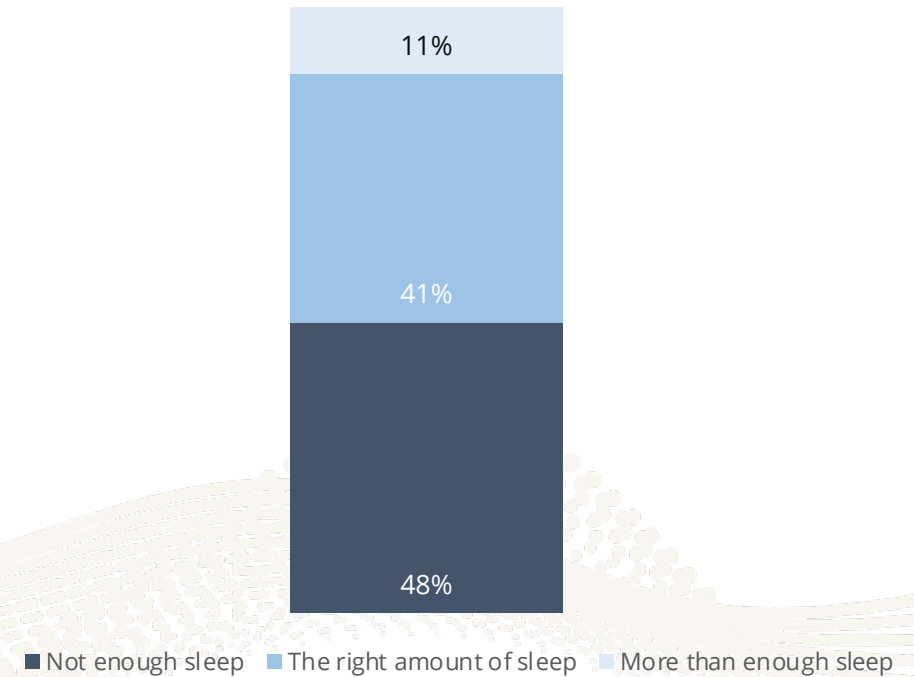
On a typical night, how many hours do you sleep?

6 hours or less, 53%



Q35. On a typical night, how many hours do you sleep? (Base: All qualified respondents; N=1005)

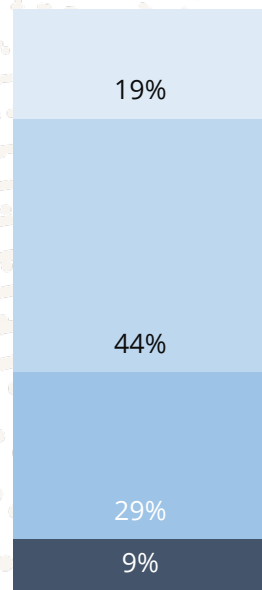
In general, do you feel that you get...?



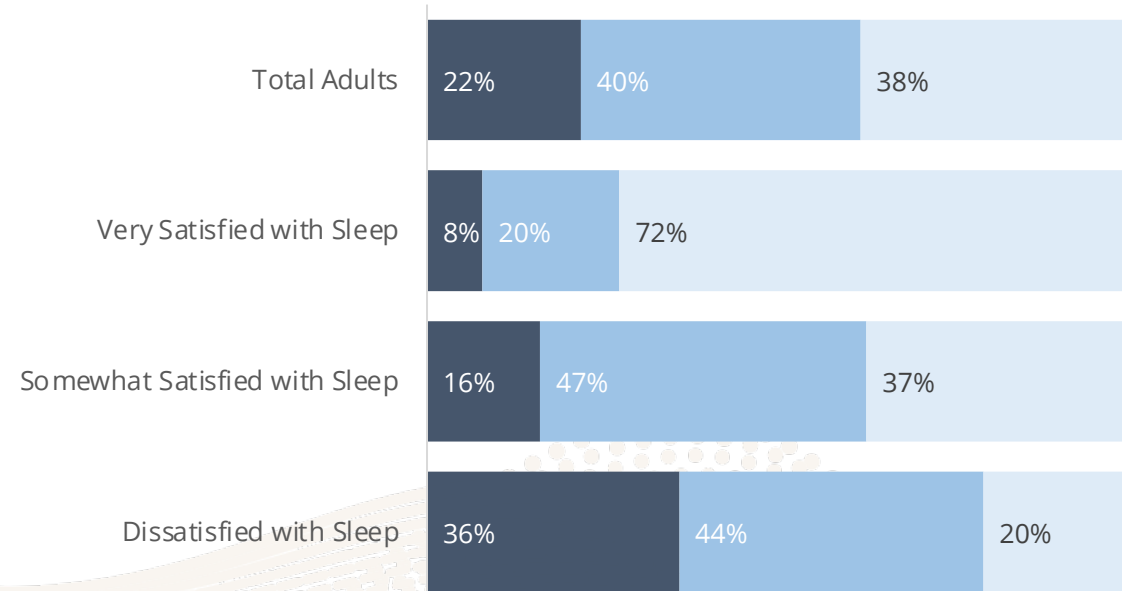
Q30. In general, do you feel that you get...? (Base: All qualified respondents; N=1005)

Eight in 10 adults (82%) are less than very satisfied with the quality of their sleep. Those who are dissatisfied are more likely to describe their health as poor or fair.

In general, how satisfied are you with the quality of your sleep?



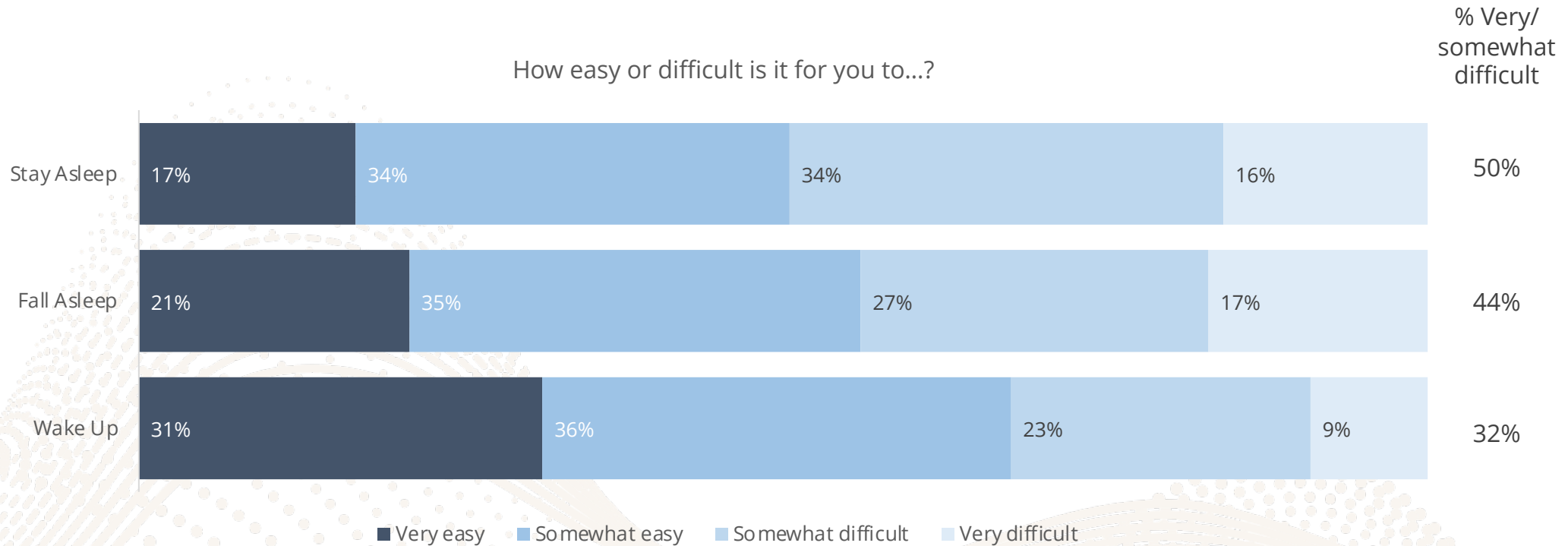
Sleep & Health



Very dissatisfied
 Somewhat dissatisfied
 Somewhat satisfied
 Very satisfied
 Poor / Fair Health
 Good Health
 Very Good / Excellent Health

Q25. In general, how satisfied are you with the quality of your sleep? (Base: All qualified respondents; N=1005)

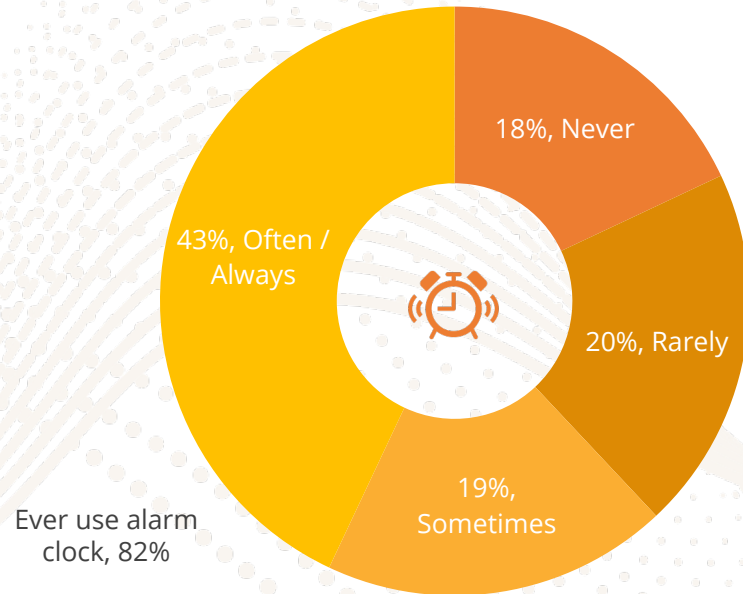
Half of adults say it is difficult for them to stay asleep and four in 10 have difficulty falling asleep



Q40. How easy or difficult is it for you to...? (Base: All qualified respondents; N=1005)

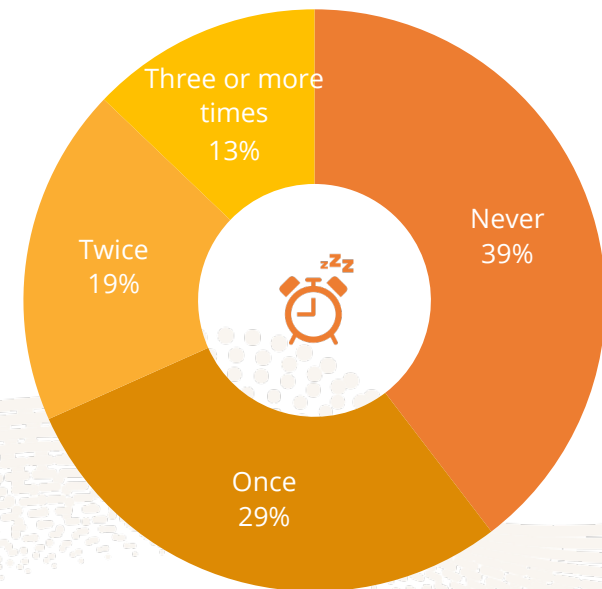
Eight in 10 adults ever use an alarm clock to wake up, including four in 10 adults who always or often set one. Among those who ever use an alarm clock, 60% hit the snooze button at least once.

How often do you set an alarm clock to wake up?



Q45. How often do you set an alarm clock to wake up? (N=1005)

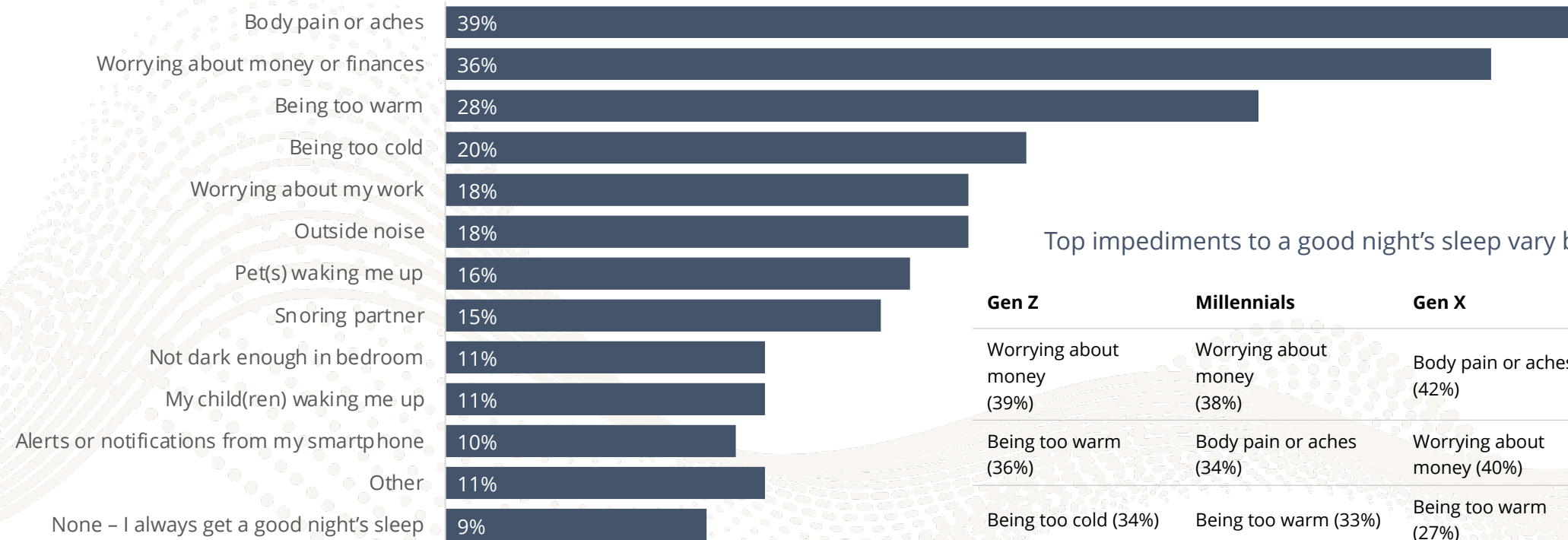
How many times do you usually hit the snooze button on your alarm? (among those who use an alarm clock)



Q50. How many times do you usually hit the "snooze" button on your alarm? Base: Respondents that ever use an alarm (N= 820)

Six in 10 adults report that physical discomfort (body pain or being too warm or too cold) gets in the way of getting a good night's sleep.

What are the main things that get in the way of you getting a good night's sleep?



Top impediments to a good night's sleep vary by age:

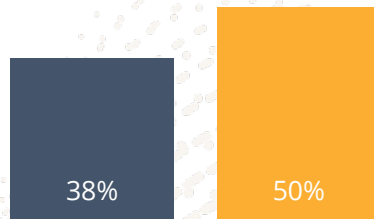
Gen Z	Millennials	Gen X	Boomers
Worrying about money (39%)	Worrying about money (38%)	Body pain or aches (42%)	Body pain or aches (43%)
Being too warm (36%)	Body pain or aches (34%)	Worrying about money (40%)	Worrying about money (29%)
Being too cold (34%)	Being too warm (33%)	Being too warm (27%)	Being too warm (27%)

Q60. What are the main things that get in the way of you getting a good night's sleep? Please select all that apply. Base: All qualified respondents. (N=1005)

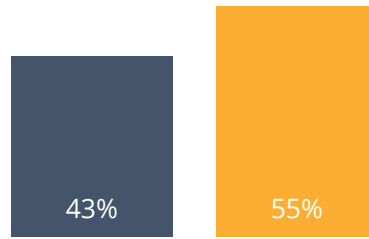
Women are more likely than men to report facing a variety of sleep challenges.

Women experience higher levels of difficulty falling and staying asleep than men.

It is very / somewhat difficult to fall asleep

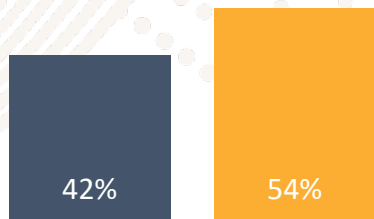


It is very / somewhat difficult to stay asleep

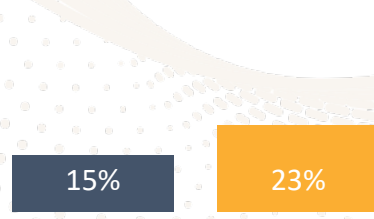


Women are more likely than men to report not getting enough sleep, in addition to reporting lower levels of sleep satisfaction.

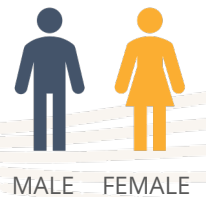
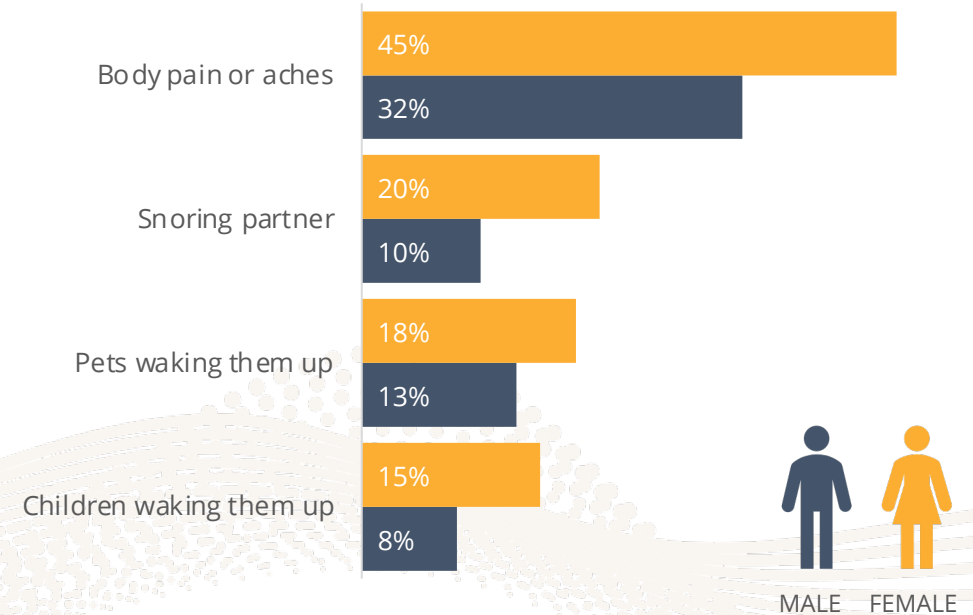
Does not get enough sleep



Are very satisfied with their sleep



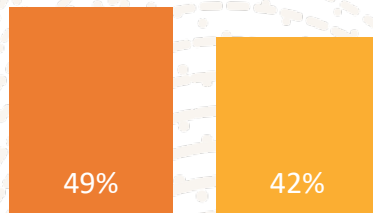
What are the main things that get in the way of you getting a good night's sleep?



Q60. What are the main things that get in the way of you getting a good night's sleep? Please select all that apply. Base: All qualified respondents. (N=1005)

Parents of children under the age of 18 are more likely to report facing certain sleep challenges than those without children at home.

It is very / somewhat difficult to fall asleep

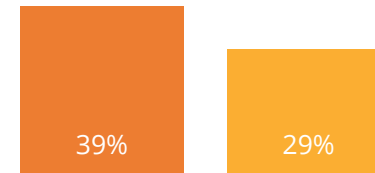


PARENTS



NON-PARENTS

It is very / somewhat difficult to wake up

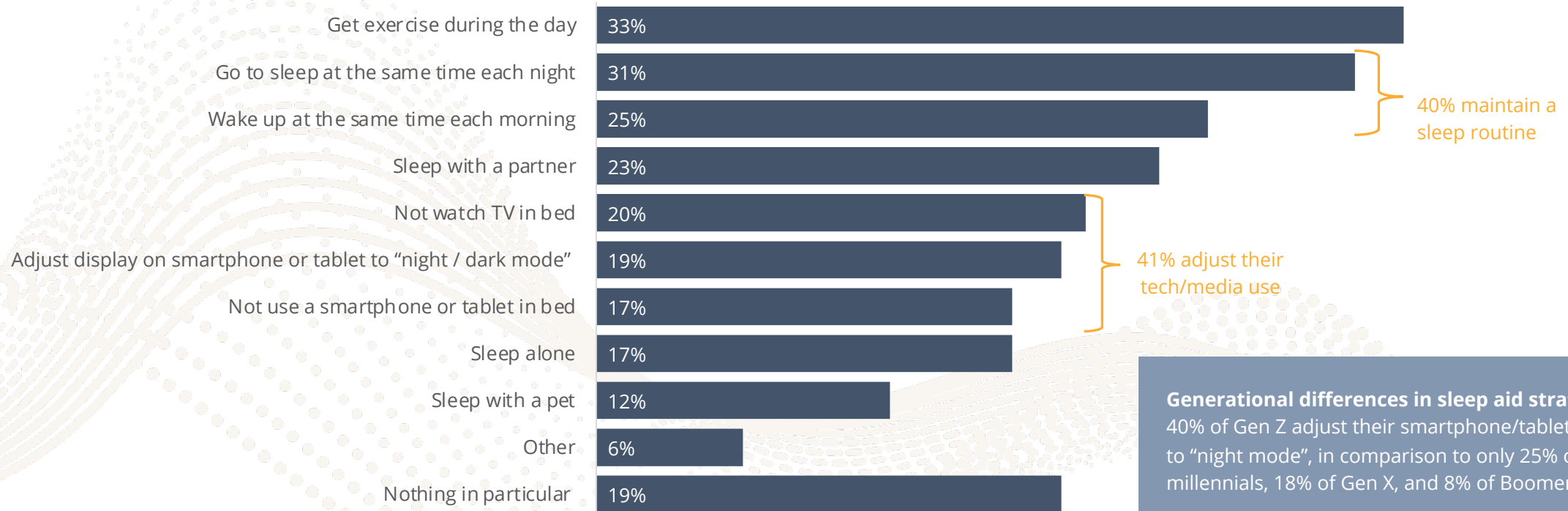


60% of parents sleep 6 hours or less on a typical night, compared to 52% of those without children at home.

33% of parents report that their children waking them up gets in the way of their getting a good night's sleep.

Most US adults (81%) take steps to help get a good night's sleep. Adjusting tech or media use, maintaining a sleep routine, and exercising during the day are the most common steps taken.

What do you do to help you get a good night's sleep?



Q65. What do you do to help you get a good night's sleep? Please select all that apply. Base: All qualified respondents (N=1005)

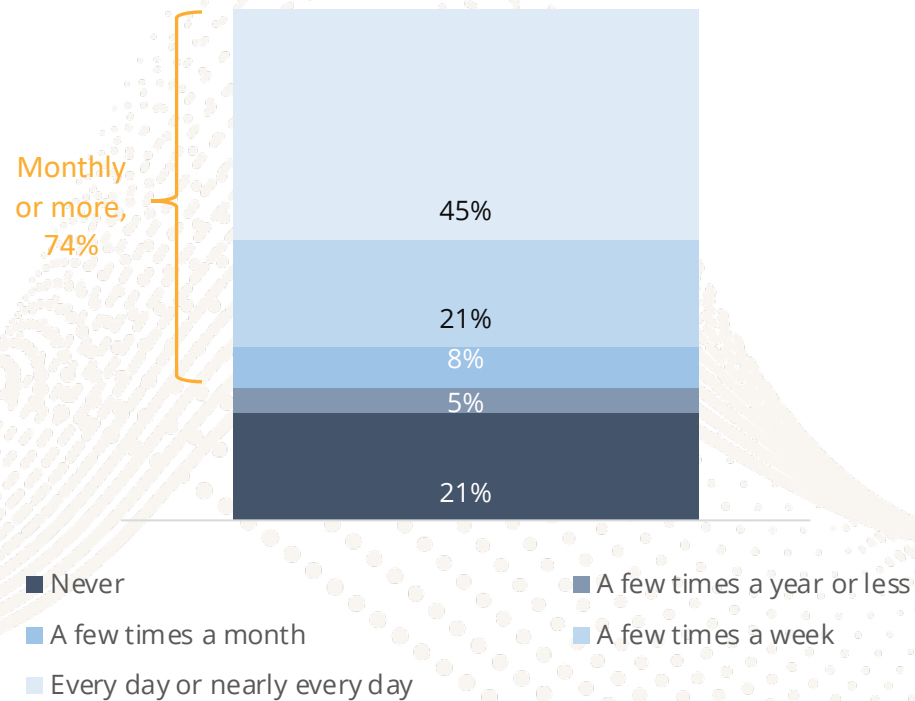


DETAILED FINDINGS

Bed Activities and Habits

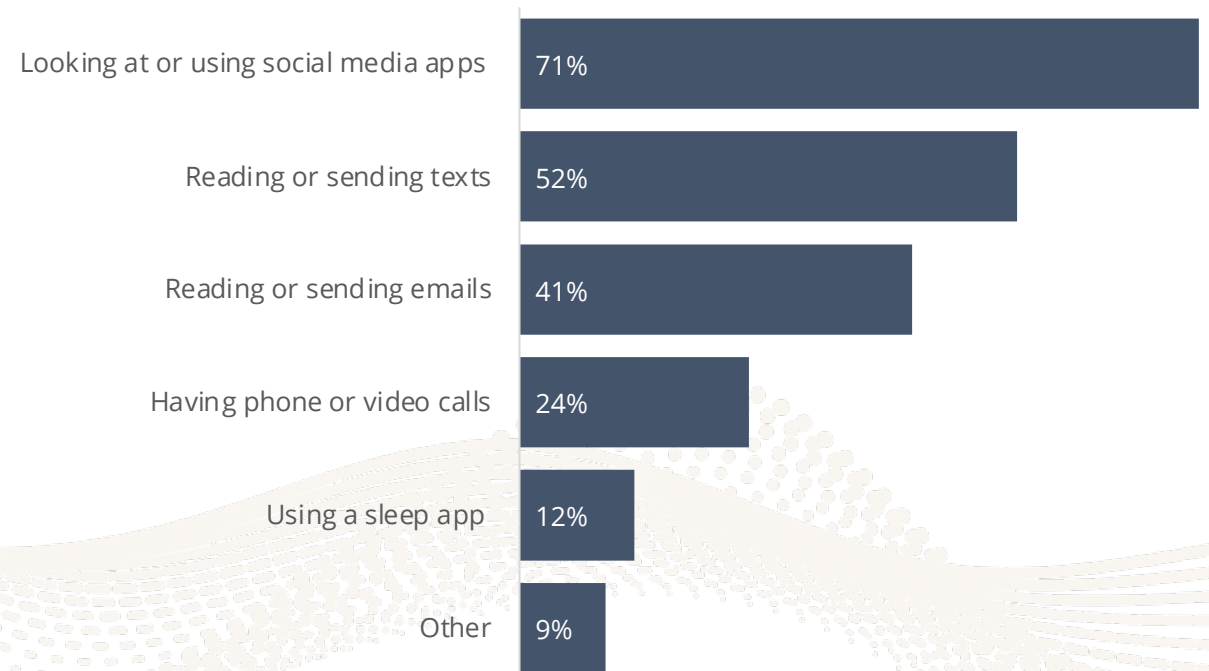
Three-quarters of US adults say that they look at or use their smartphone while in bed a few times a month or more. Among this group, 71% usually look at or use social media apps.

How often do you do the following in bed?
Look at or use my smartphone while in bed



Q55. How often do you do the following in bed? 11. Look at or use my smartphone while in bed (N=1005)

When you look at or use you smartphone in bed, what are you usually doing? (among those who use smartphone monthly or more)

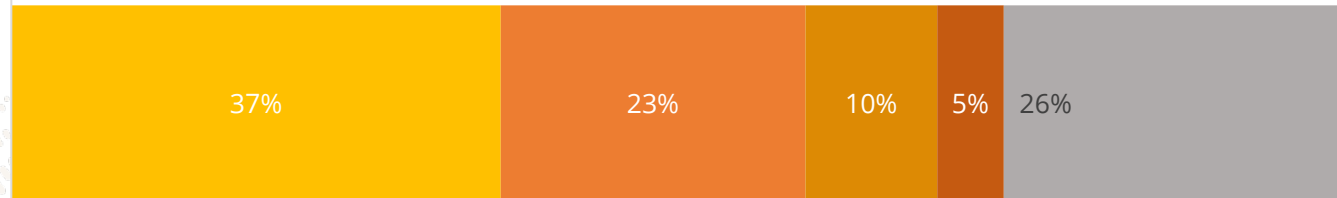


Q59. When you look at your smartphone in bed, what are you usually doing? Base: Use smartphone at least a few times a month (N=743)

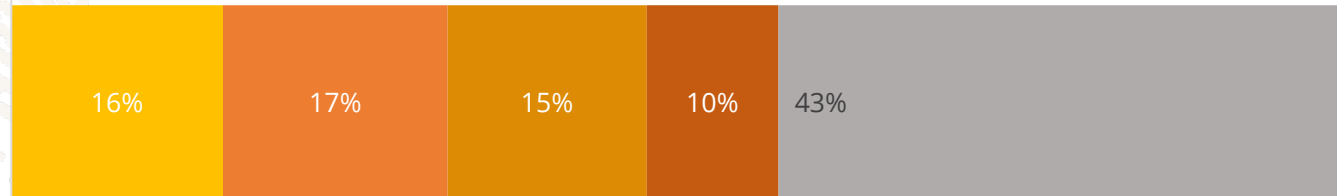
More US adults frequently watch video content than listen to audio content in bed, with 60% watching video content and 33% listening to audio content weekly or more.

How often do you do the following in bed?

Watch video content on TV or online (e.g. YouTube, Netflix, Hulu, etc.) while in bed



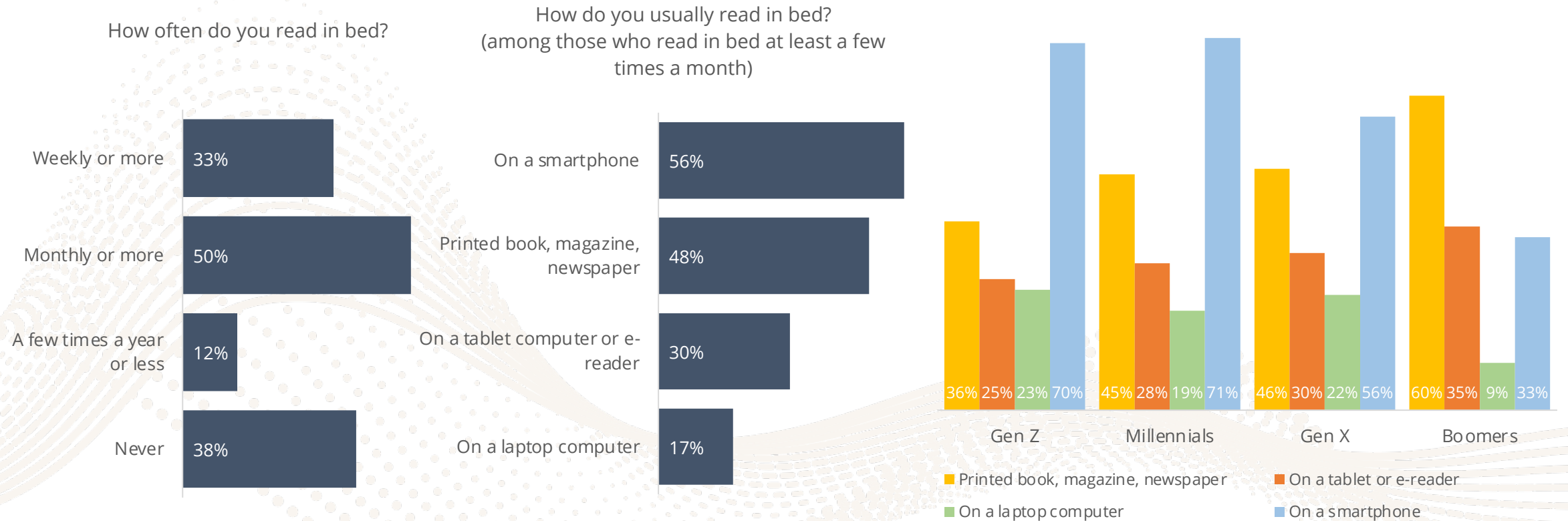
Listen to audio content (e.g., music, audio books, podcasts, etc.) while in bed



■ Every day or nearly every day ■ A few times a week ■ A few times a month ■ A few times a year or less ■ Never

Q55. How often do you do the following in bed? Never, a few times a year or less, a few times a month, a few times a week, every day or nearly every day. Base: All qualified respondents; (N=1005)

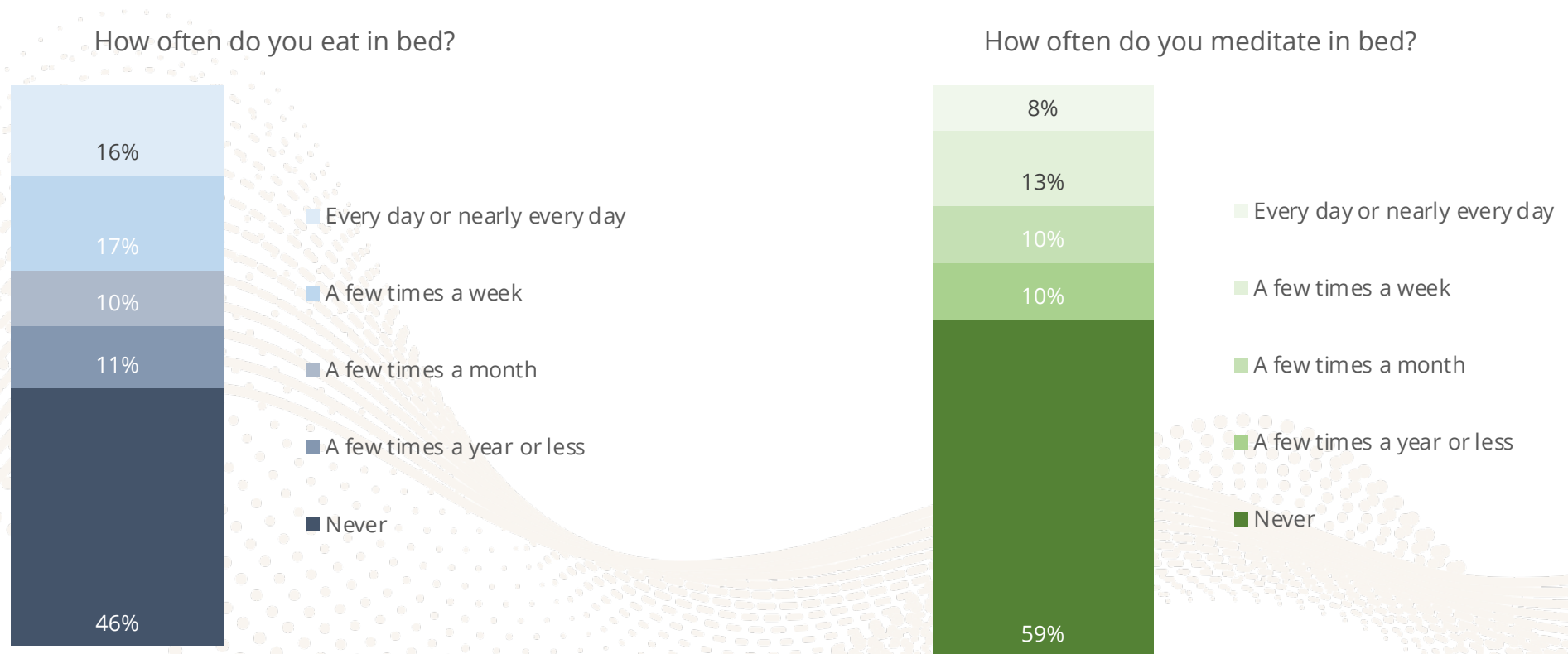
Eight in 10 adults read in bed at least a few times a month—most often on a smartphone or print media. Reading on a smartphone is most common among Gen Z, Millennials, and Gen X, while reading print media is most common among Boomers.



Q55. How often do you do the following in bed? Never, a few times a year or less, a few times a month, a few times a week, every day or nearly every day. Base: All qualified respondents; (N=1005)

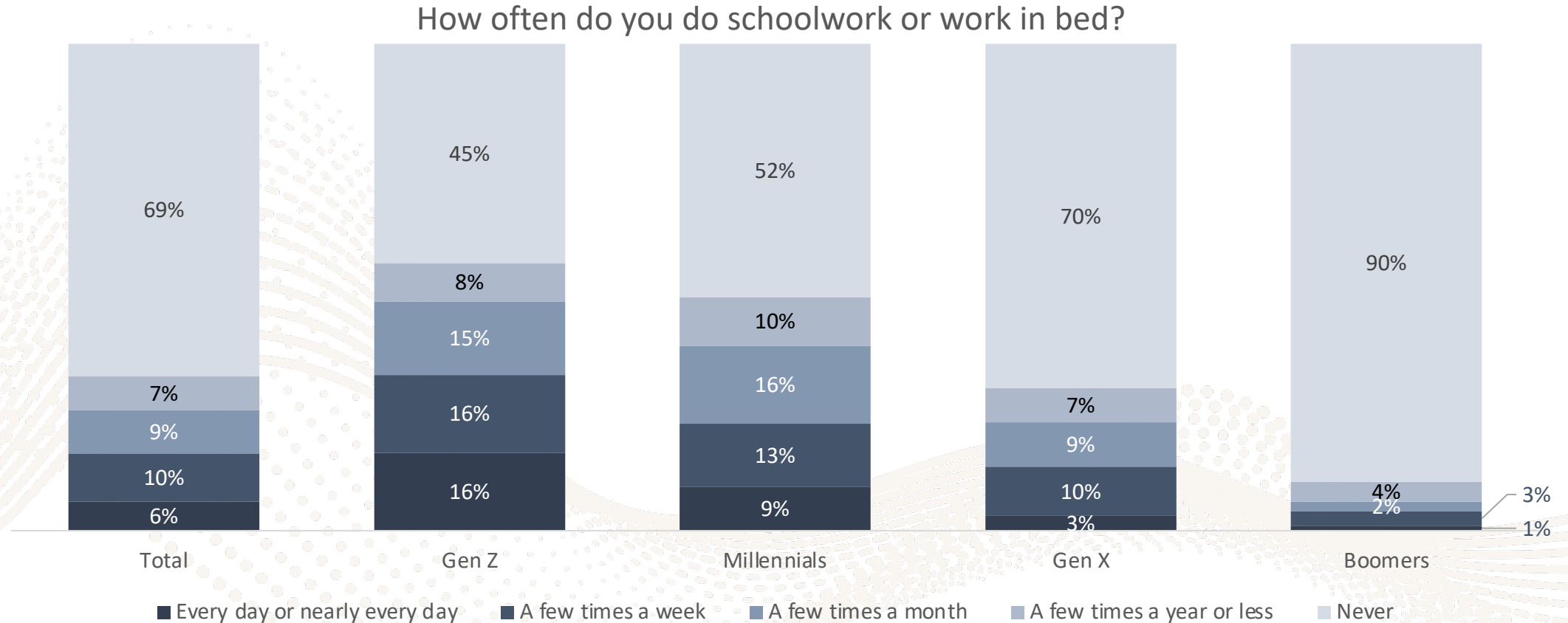
Q58. How do you usually read in bed? Please select all that apply. Base: Read in bed at least a few times a month (N=504)

While nearly half of adults (46%) never eat or drink in bed, 33% eat or drink in bed a few times a week or more. Four in 10 US adults (41%) have meditated in bed, including 21% who do this a few times a week or more.



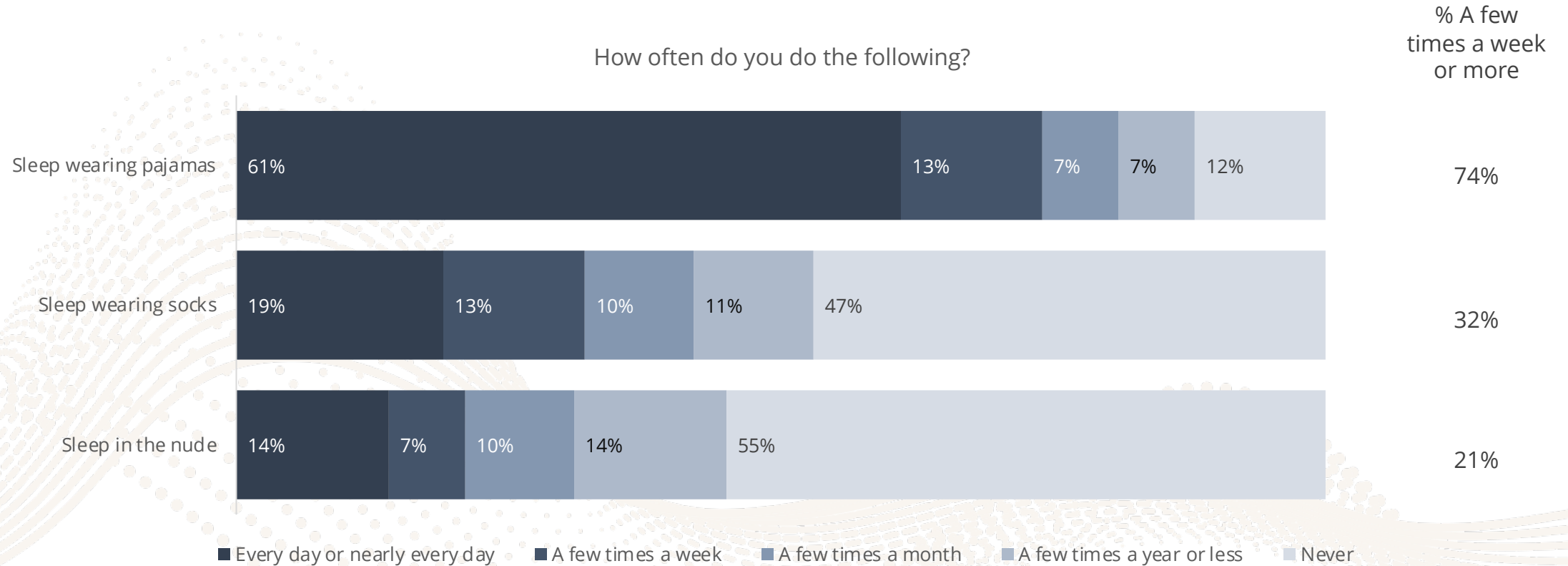
Q55. How often do you do the following in bed? Never, a few times a year or less, a few times a month, a few times a week, every day or nearly every day. Base: All qualified respondents; (N=1005)

Doing schoolwork or work in bed varies by age. One-third of Gen Z (33%) and one in ten Millennials (22%) do schoolwork in bed a few times a week or more, in comparison to only 14% of Gen X and 4% of Boomers.



Q55. How often do you do the following in bed? Never, a few times a year or less, a few times a month, a few times a week, every day or nearly every day. Base: All qualified respondents; (N=1005)

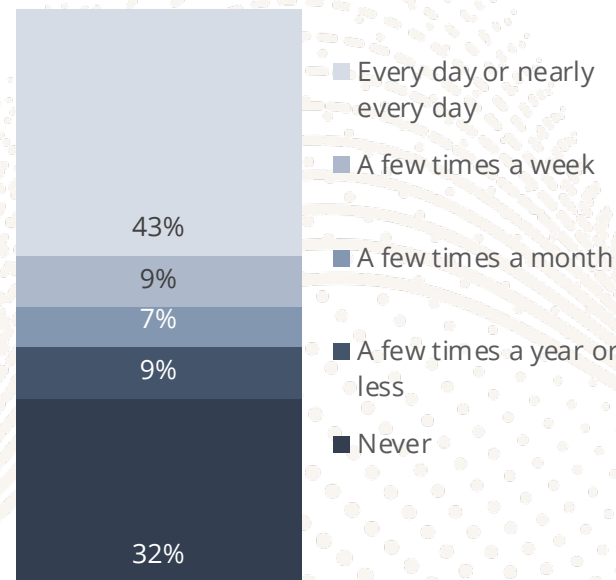
Three quarters of adults (74%) sleep wearing pajamas, nightshirt, etc., at least a few times a week or more. Two in 10 adults (21%) sleep in the nude and one-third (32%) sleep wearing socks a few times a week or more.



Q55. How often do you do the following in bed? Never, a few times a year or less, a few times a month, a few times a week, every day or nearly every day. Base: All qualified respondents; (N=1005)

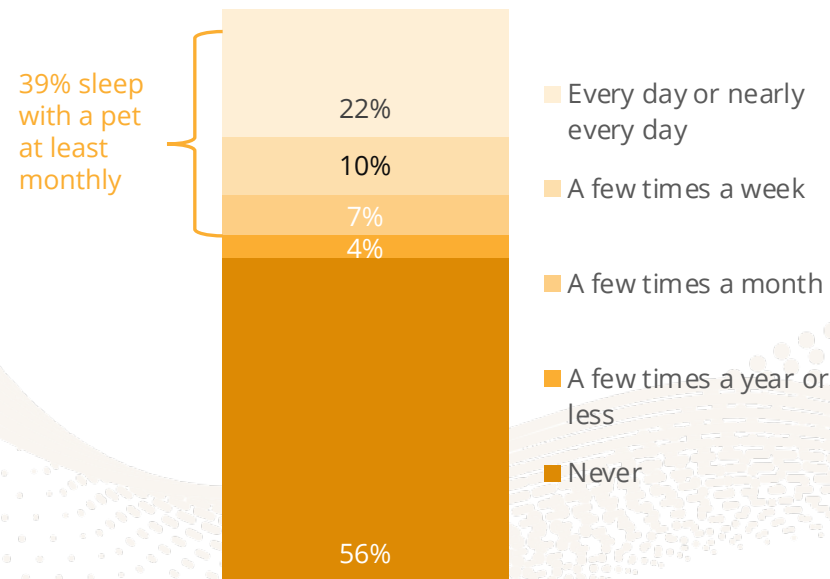
Many US adults have a daily bed companion, such as a partner or a pet. Four in 10 adults (43%) sleep with a partner, and two in 10 (22%) sleep with a pet every day or nearly every day.

How often do you sleep with a partner in bed?



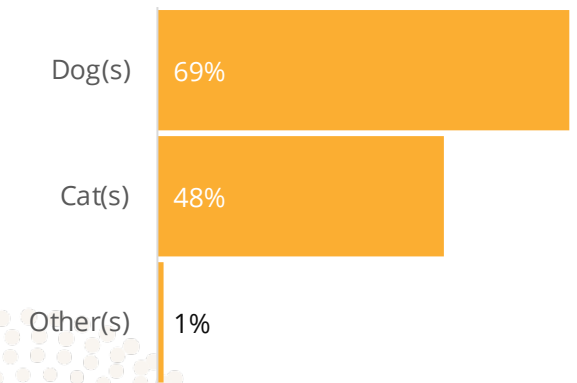
Q55. How often do you do each of the following in bed? Sleep with a partner Base: All qualified respondents (N=1005)

How often do you sleep with a pet or pets in bed?



Q55. How often do you do each of the following in bed? 2. Sleep with a pet or pets Base: All qualified respondents (N=1005)

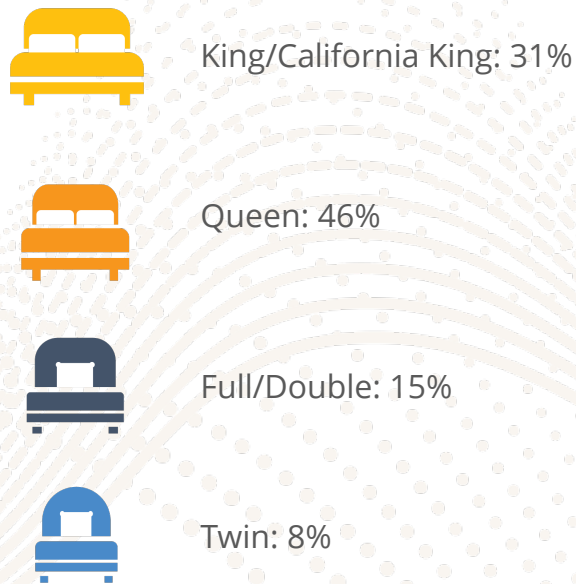
What type of pet(s) do you sleep with? (among those who sleep with pets at least monthly)



Q55. You indicated that you sleep with a pet or pets. What type of pet do you sleep with? Please select all that apply. Base: Sleep with a pet at least a few times a month; (N=396)

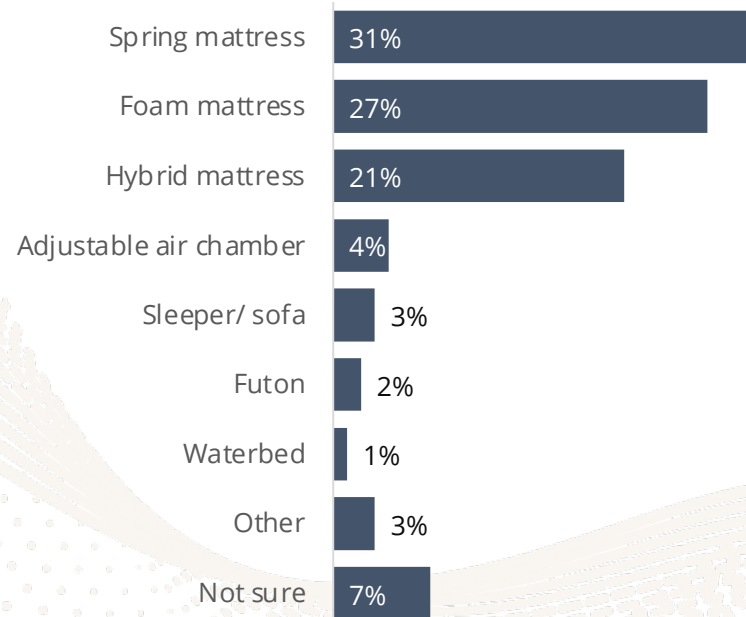
Among US adults, nearly half (46%) sleep on a queen-sized mattress, one-third (31%) sleep on a spring mattress, and most (63%) sleep on a mattress purchased 4 years ago or less.

What size is the mattress you sleep on? Is it...?



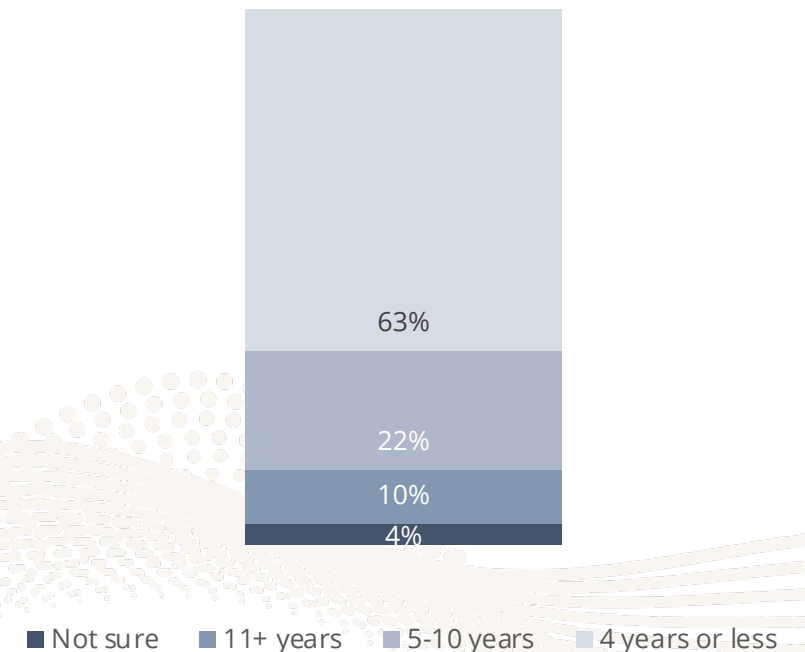
Q70. What size is the mattress sleep on? Is it...? Base: All qualified respondents (N=1005)

What type of mattress do you currently sleep on?



Q75. What type of mattress do you currently sleep on? Base: All qualified respondents (N=1005)

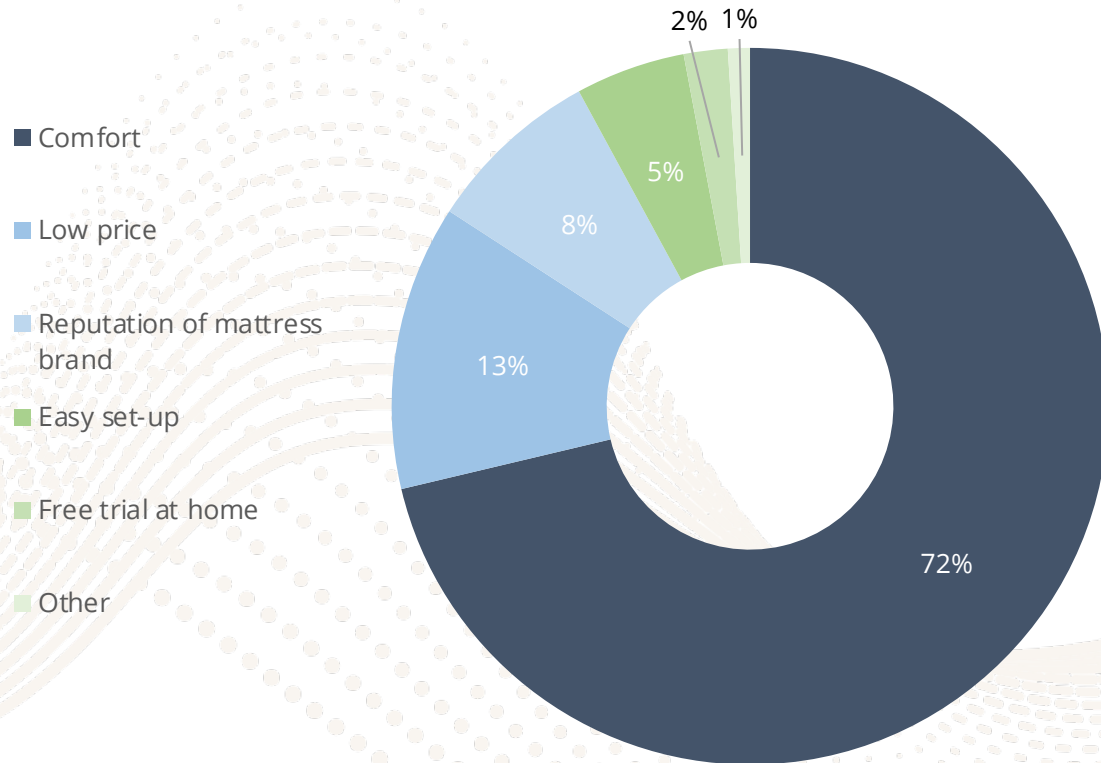
How long ago did you (or someone else) purchase the mattress you currently sleep on?



Q80. How long ago did you (or someone else) purchase the mattress you currently sleep on? Base: All qualified respondents (N=1005)

Three-quarters of US adults (72%) say that comfort is the most important thing they look for in a new mattress.

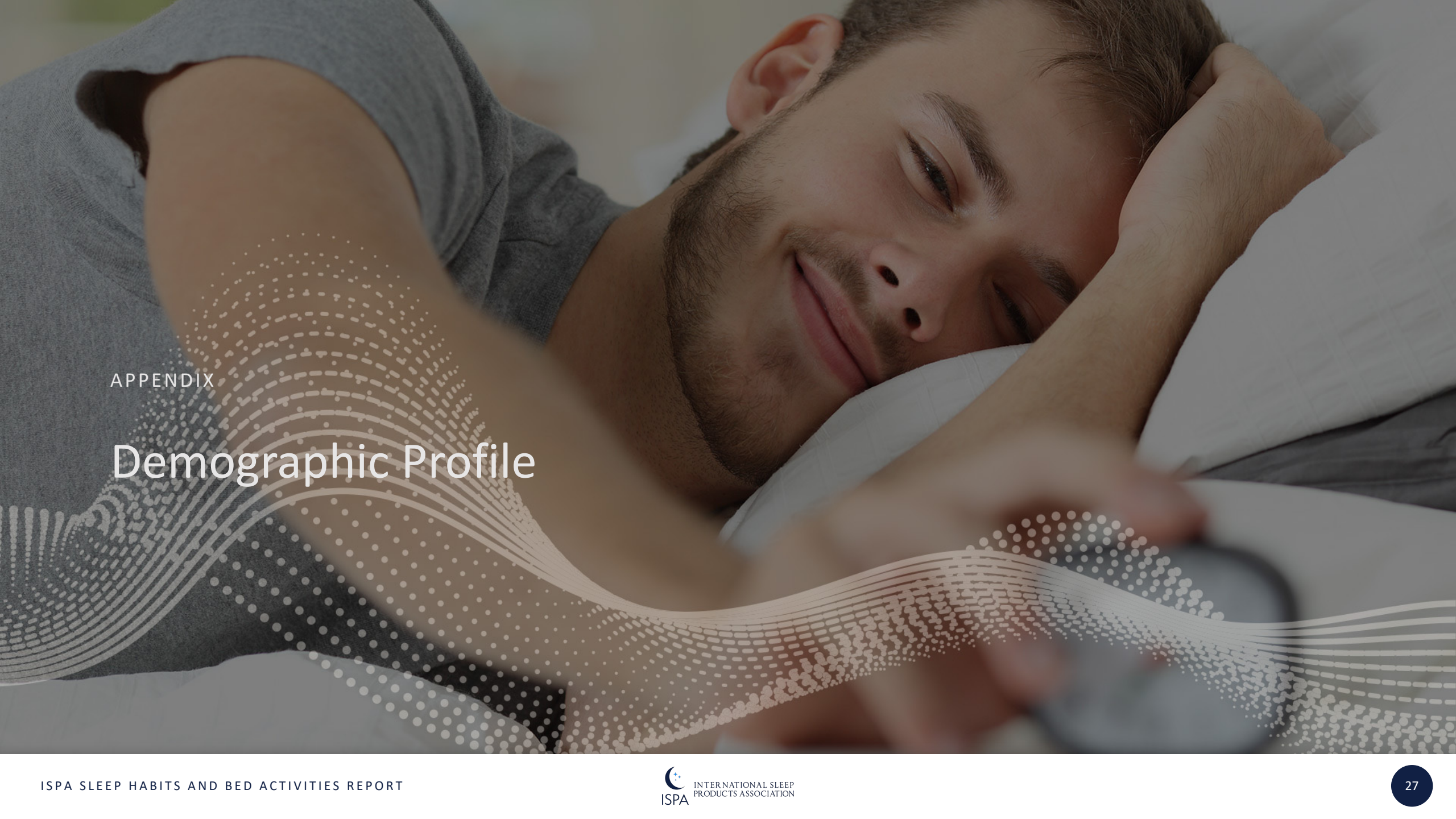
What is the most important thing you look for in a new mattress?



74% of adults who are dissatisfied with their sleep say that comfort is the most important thing they look for, in comparison to 61% of those who are very satisfied with their sleep.

14% of adults who are very satisfied with their sleep say that the most important thing is the reputation of the mattress brand, in comparison to 6% of those who are dissatisfied with their sleep.

Q75. What is the most important thing you look for in a new mattress? Base: All qualified respondents(N=1005)



APPENDIX

Demographic Profile

Demographic Profile

	Total N=1005
Age	
18-39 years	42%
40-54 years	27%
55+ years	33%
Gender	
Male	48%
Female	51%
Region	
Northeast	18%
South	37%
Midwest	22%
West	23%
Urbanicity	
Urban	34%
Suburban	44%
Rural	21%

	Total N=1005
Hispanic Ethnicity	
Yes	16%
No	84%
Race	
White	72%
Black or African American	13%
Asian or Pacific Islander	5%
Multiracial	4%
Other	6%
Marital Status	
Married/Living together	53%
Single	30%
Divorced/Separated/Widowed	17%
Parent/Guardian of child <18 years old	
Yes	32%
No	68%

Demographic Profile

	Total N=1005
Education	
Less than college degree	63%
College or more	37%
Household Income	
Less than \$25,000	22%
\$25,000 - \$49,999	25%
\$50,000 - \$99,999	31%
\$100,000 or more	21%
Employment Status	
Employed	57%
Not employed	42%

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