



FLUENT
RESEARCH



INTERNATIONAL SLEEP
PRODUCTS ASSOCIATION

Sleep and Partners Research

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Background and Methodology

- 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 was conducted to inform a social media campaign on sleeping with a partner.



An online survey was conducted February 14-15, 2023



Total respondents = 519

- Adults 18 years or older
- Residents of the U.S.

Key Findings

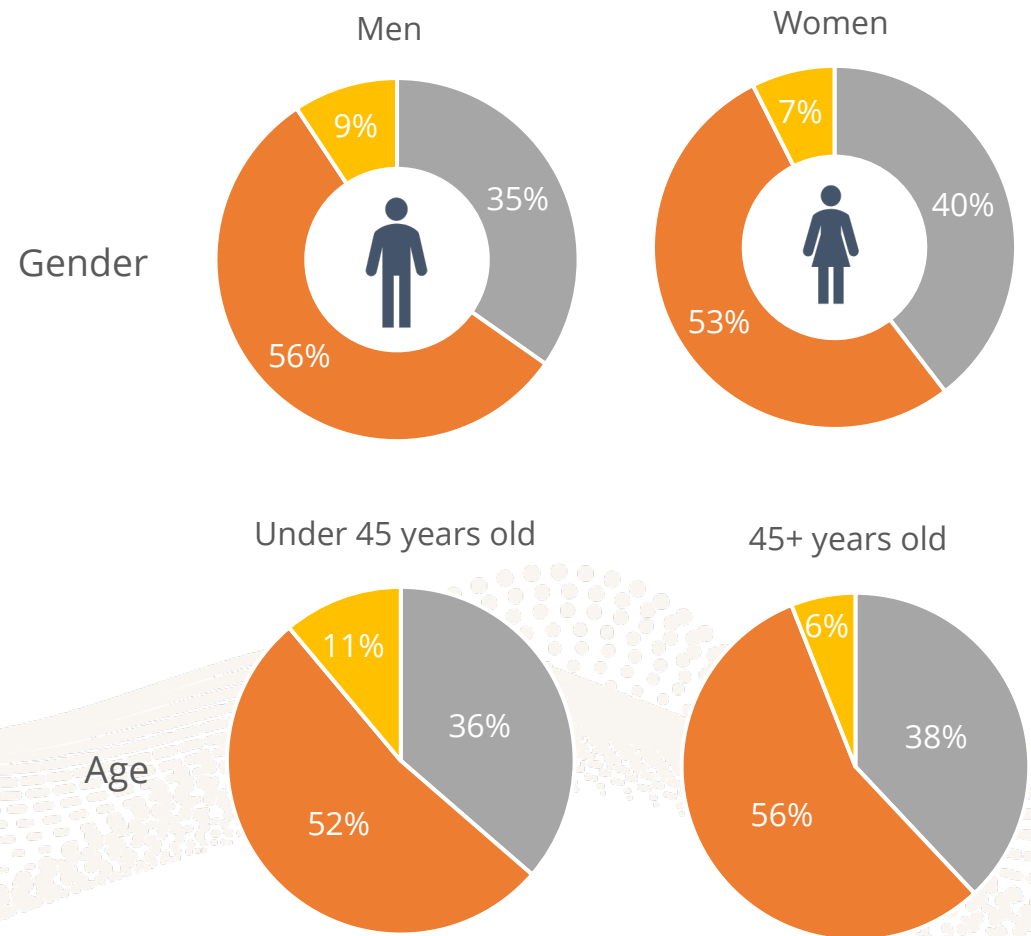
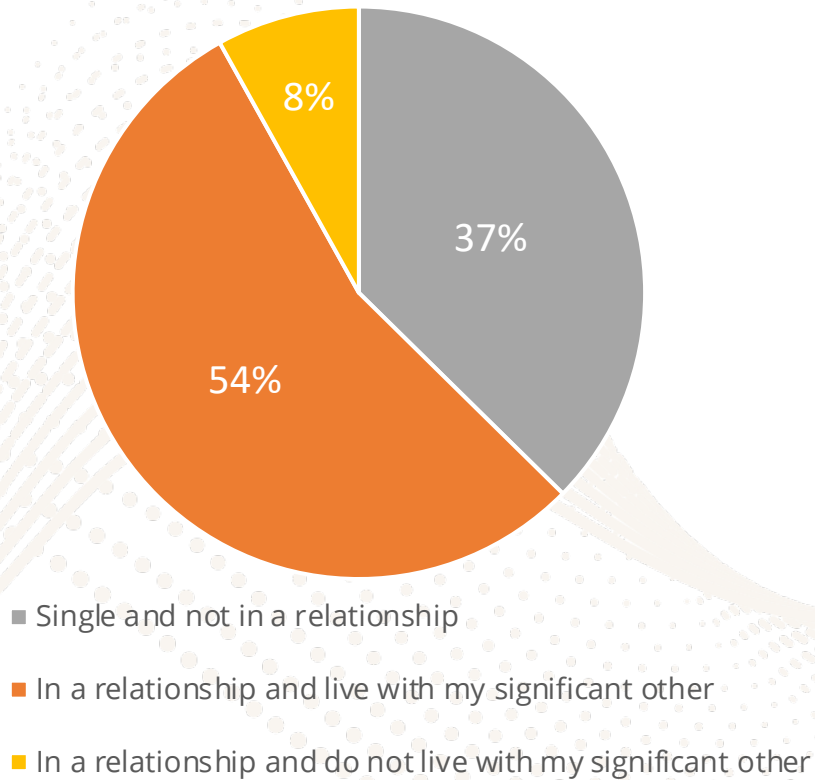
- **Nearly two-thirds of adults share a bed with a partner at least once a week.**
- **Overall, adults are split on whether they get a better night's sleep alone or with someone else—45% say they get alone and 45% say they sleep better with someone else.**
 - While most of those in a relationship and living with their partner say they get a better night's sleep with a partner, one-quarter say they they sleep better alone.
- **Most adults say that cuddling has many personal benefits for them, such as increasing their happiness and helping them feel emotionally close to their partner.**
 - Adults believe that cuddling has many other benefits as well, including eight in 10 who believe cuddling reduces stress and anxiety.
- **Men are more likely than women to say they sleep better with a partner and that they enjoy cuddling.**
 - Men are also more likely than women to say that cuddling makes them happy, feel emotionally close to a partner and that they sleep better when cuddling.



Detailed Findings

Slightly over half of US adults (54%) report they are in a relationship and live with their significant other. This incidence does not differ between men and women or between younger and older adults.

Which of the following best describes your current relationship status?



Q2. Which of the following best describes your current relationship status? (N=519)

Bed size differs based on whether an adult lives with a partner or not. Nearly half (47%) of adults who live with their partner sleep on a king-sized bed, while over half of single adults (52%) sleep on a queen-sized bed.

What size bed do you currently sleep on?



King/California King: 33%



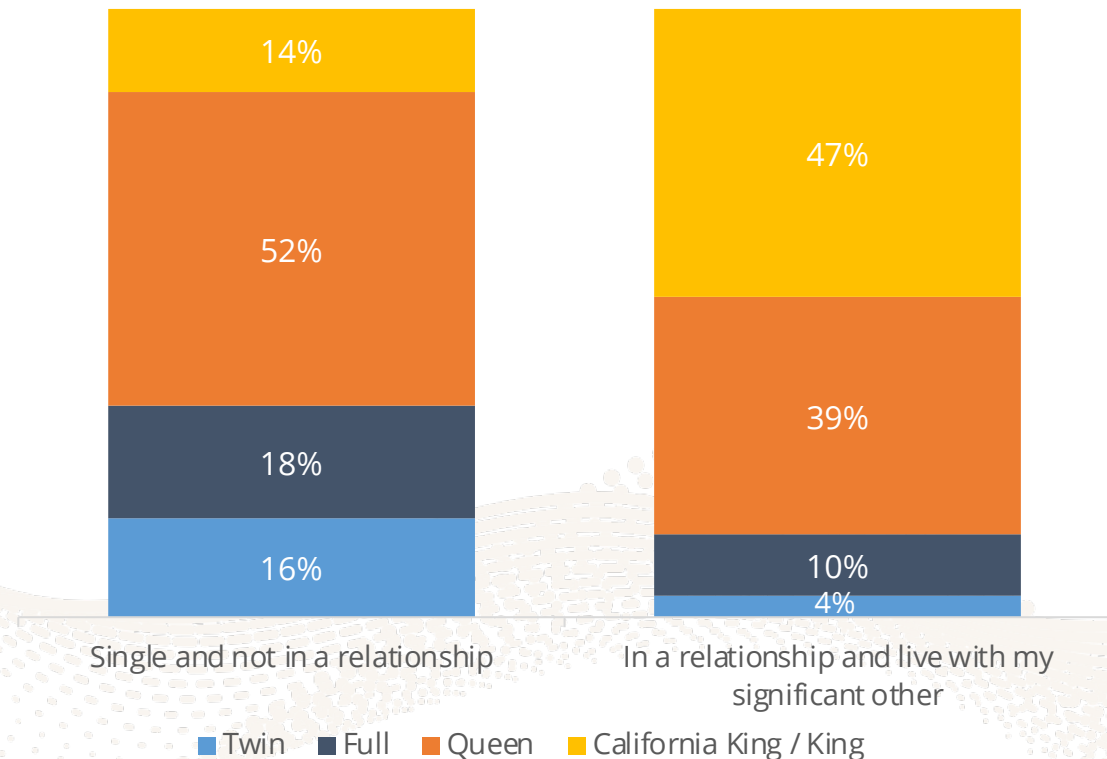
Queen: 44%



Full/Double: 14%



Twin: 8%

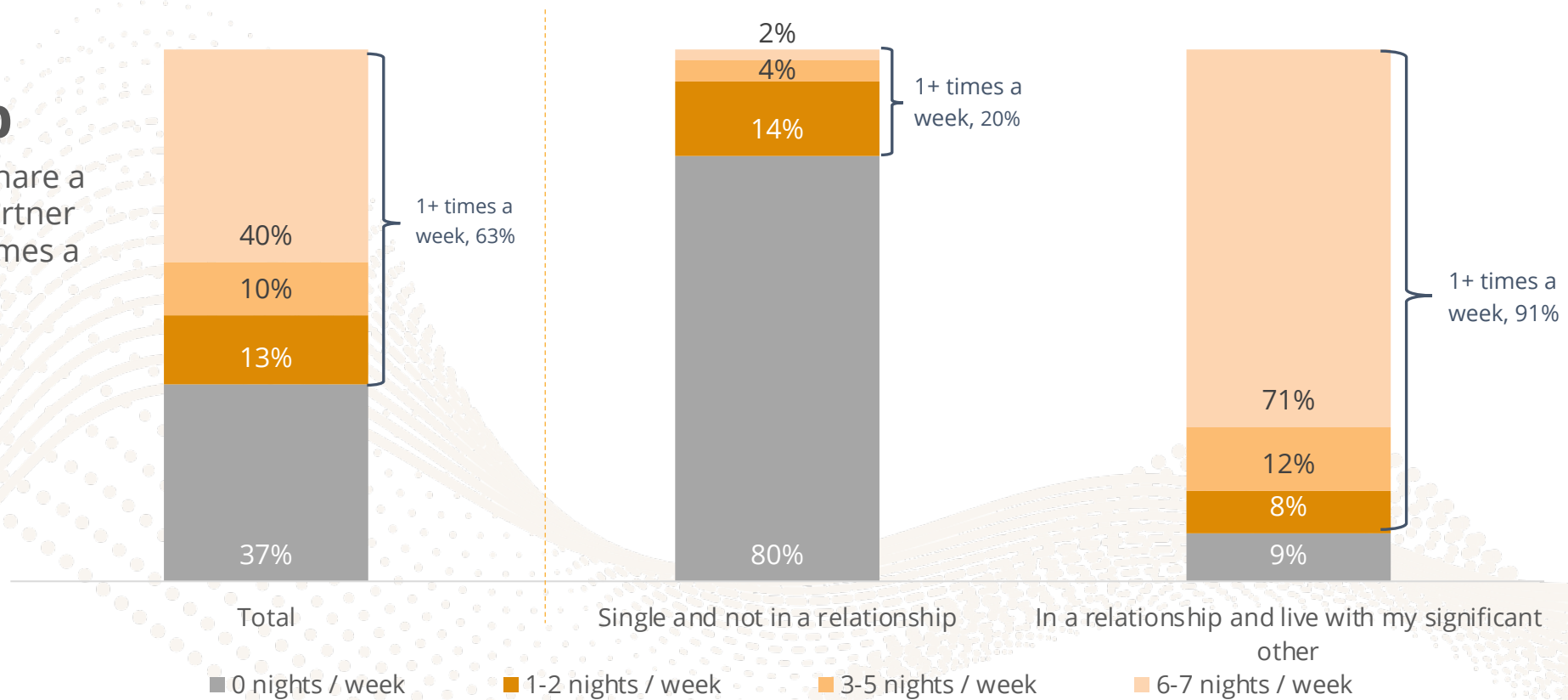


Note: Respondents in a relationship and do not live with partner or spouse were excluded from further segmentation due to small sample size
 Q1. What size bed do you currently sleep on? Base: All qualified respondents (N=519)

While the vast majority of those who live with a partner share a bed weekly or more, two in ten single adults not in relationships say they share a bed with a partner at least once a week.

During a typical week, how often do you sleep or share a bed with a partner?

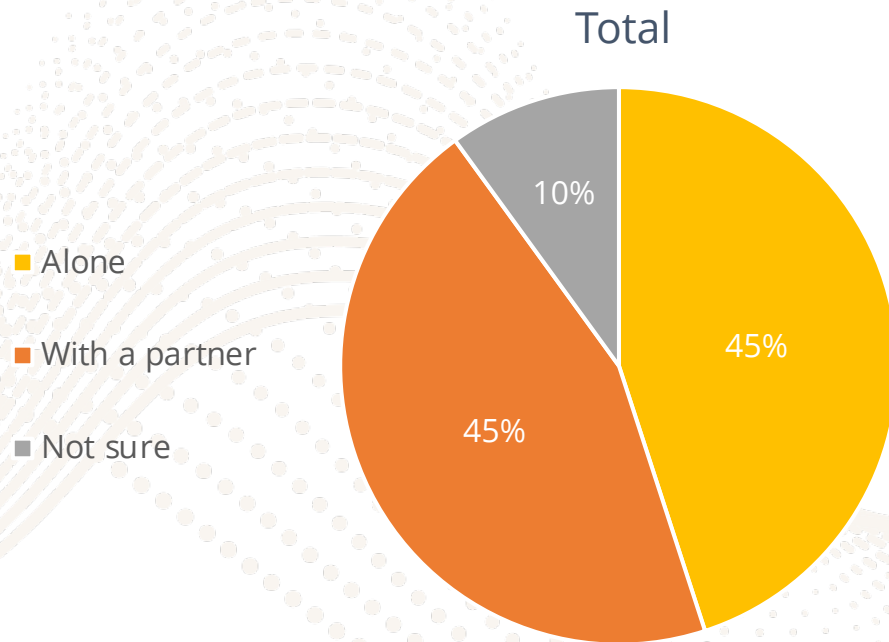
40%
of US adults share a bed with a partner six or more times a week



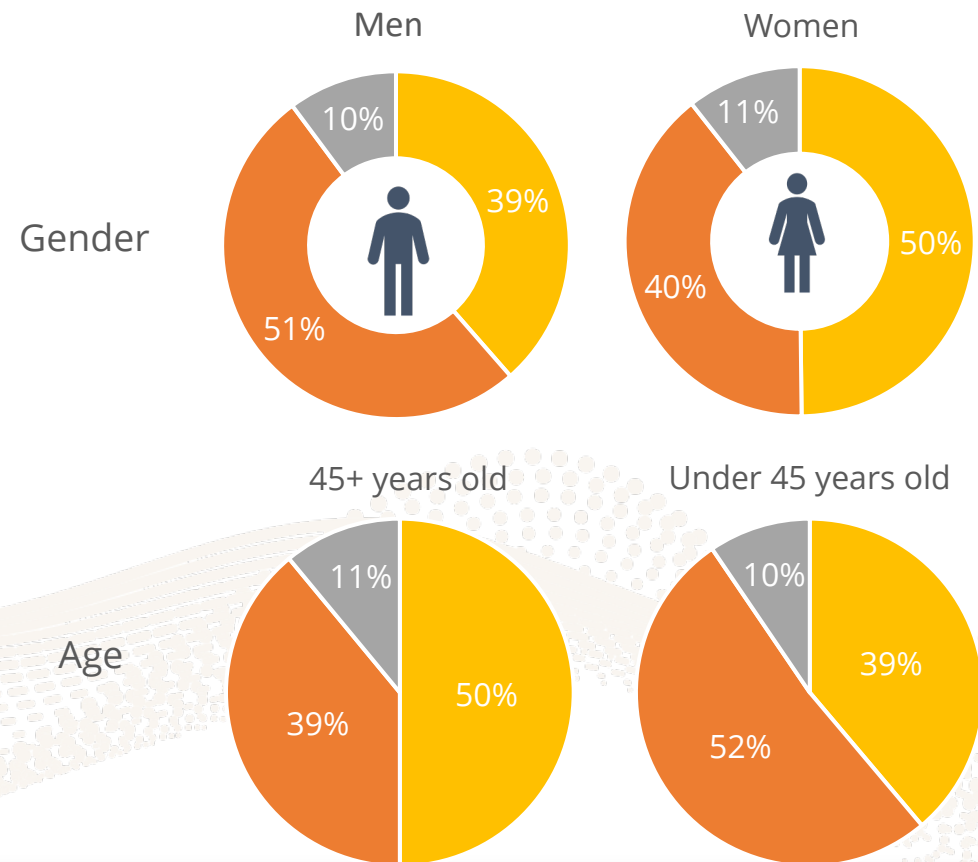
Note: Respondents in a relationship and do not live with partner or spouse were excluded from further segmentation due to small sample size
Q4. During a typical week, how often do you share a bed with a partner? (N=519)

Overall, adults are evenly split as to whether they get a better night's sleep alone or with a partner. However, men are more likely than women to report sleeping better with a partner (51% vs. 40%), and older adults are more likely than younger adults to say they sleep better with a partner (52% vs. 39%).

Do you get a better night's sleep alone or with a partner?



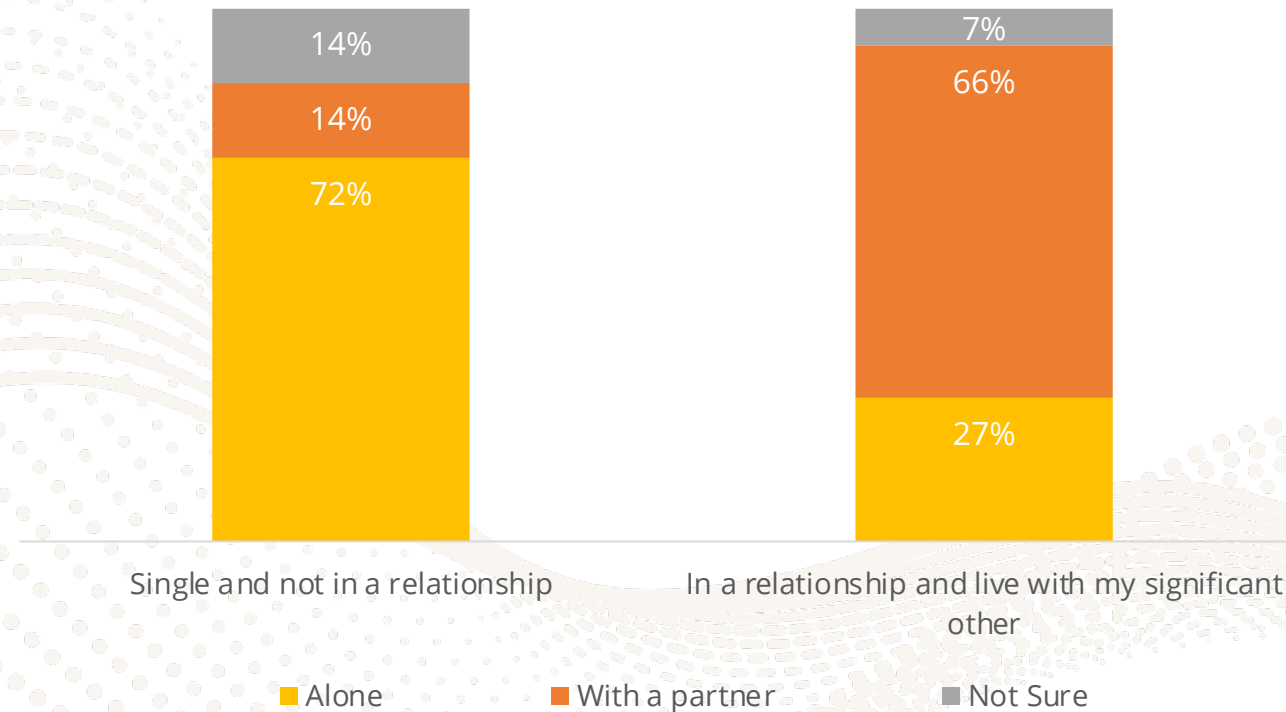
- Alone
- With a partner
- Not sure



Q3. Do you get a better night's sleep alone or with a partner? (N=519)

Most of those who are in a relationship and live with their partner say they get a better night's sleep when sleeping with a partner, while most of those who are single say they sleep better alone.

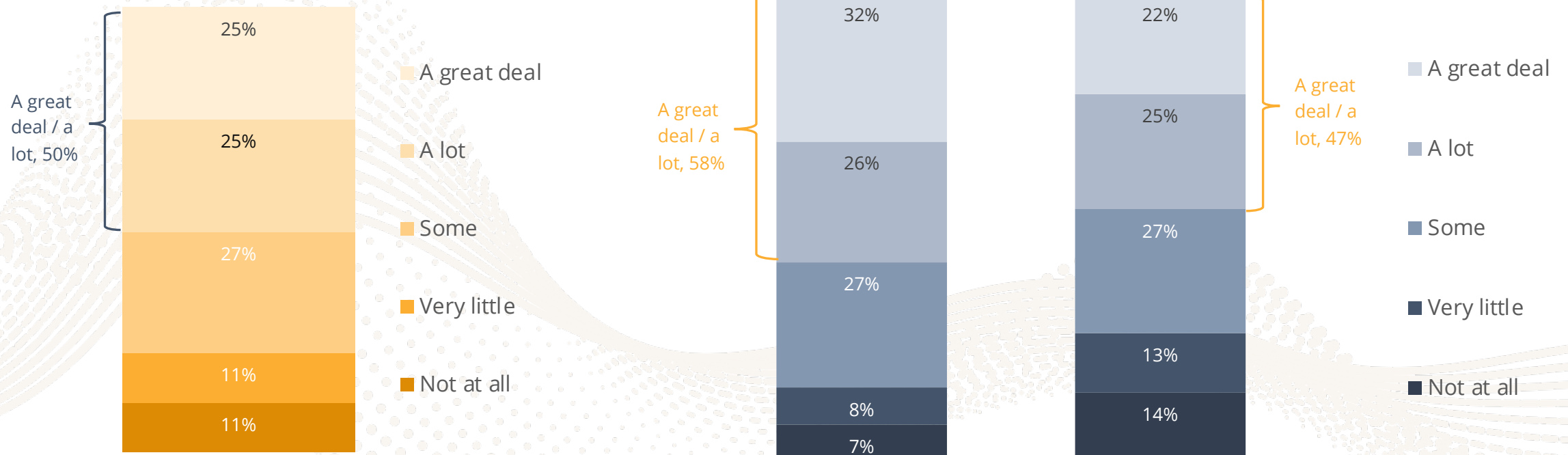
Do you get a better night's sleep alone or with a partner?



Note: Respondents in a relationship and do not live with partner or spouse were excluded from further segmentation due to small sample size Q3. Do you get a better night's sleep alone or with a partner? (N=519)

Half of US adults (50%) enjoy cuddling in bed with a partner a great deal or a lot. More men than women greatly enjoy cuddling (32% vs. 22%), while twice as many women as men report they do not enjoy cuddling at all (14% vs. 7%).

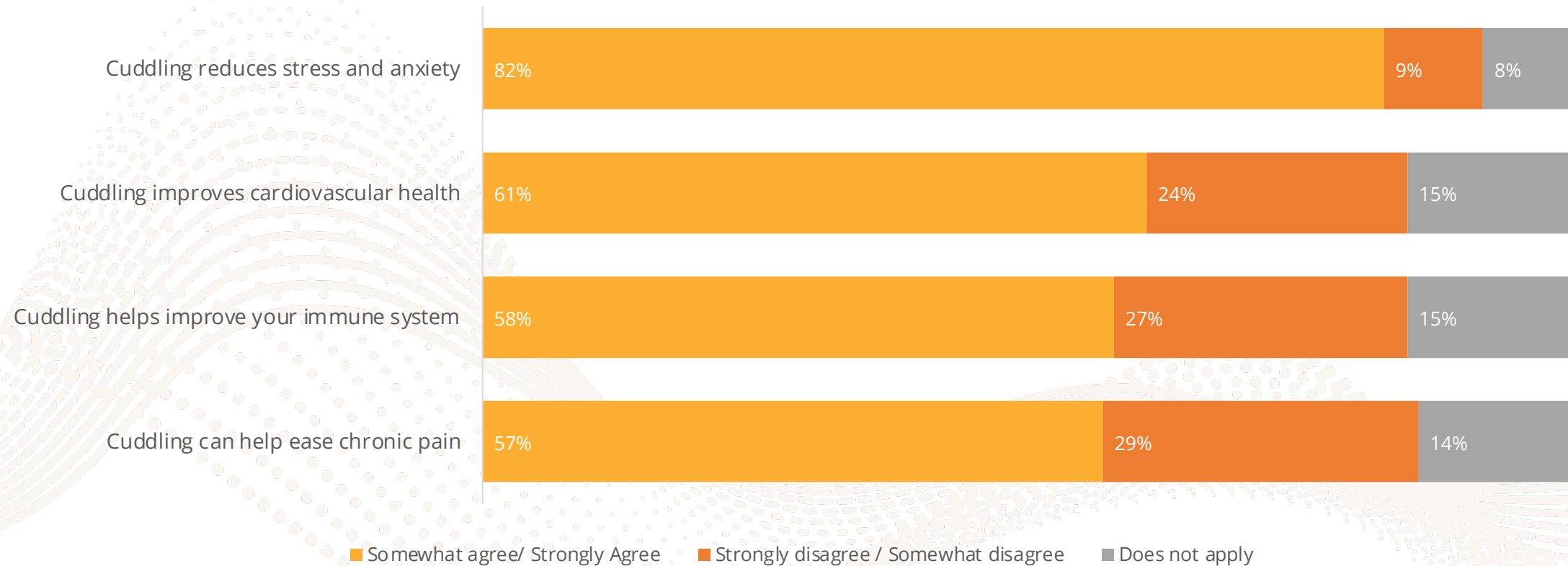
Regardless of your current relationship status, how much do you enjoy cuddling with a partner in bed?



Q5. Regardless of your current relationship status, how much do you enjoy cuddling with a partner in bed? (N=519)

The majority of adults believe cuddling has a variety of health benefits. Eight in ten respondents agree that cuddling reduces feelings of stress and anxiety—more than believe it improves cardiovascular health, improves their immune system or helps ease chronic pain.

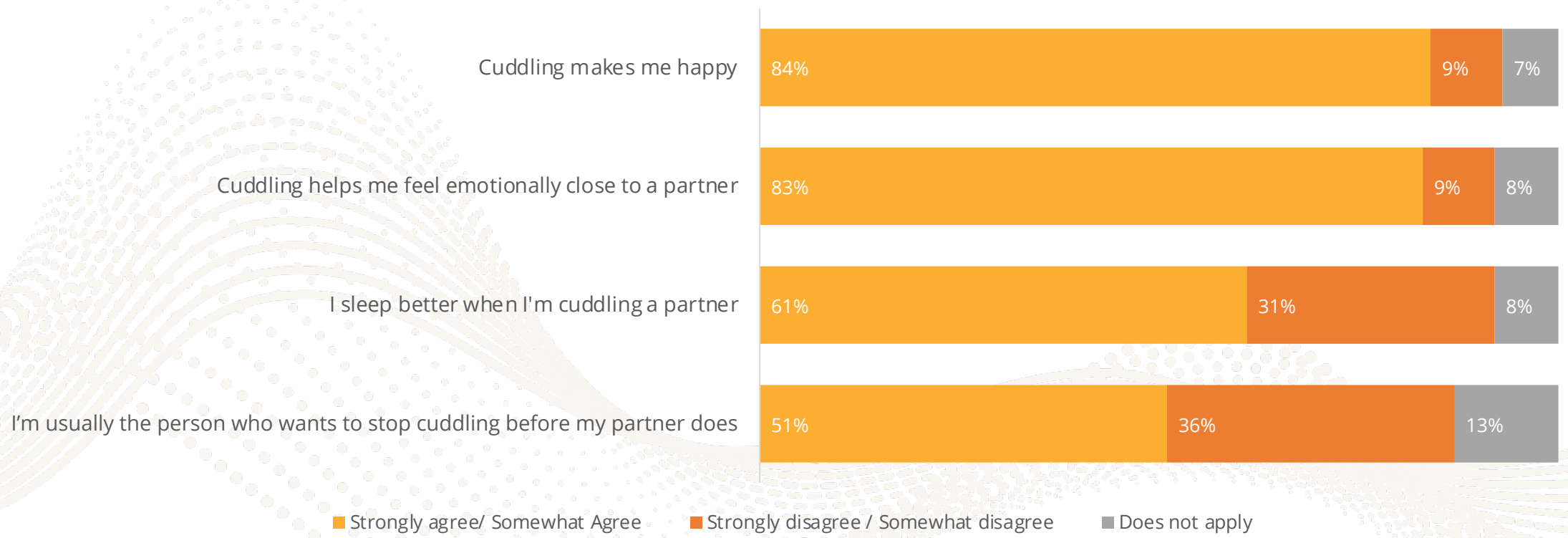
How much do you agree or disagree with the following statements about cuddling?



Q7. How much do you agree or disagree with each of the following statements about cuddling? (Base: N=519)

Most adults believe cuddling has many personal benefits, such as increasing happiness and facilitating emotional closeness to a partner.

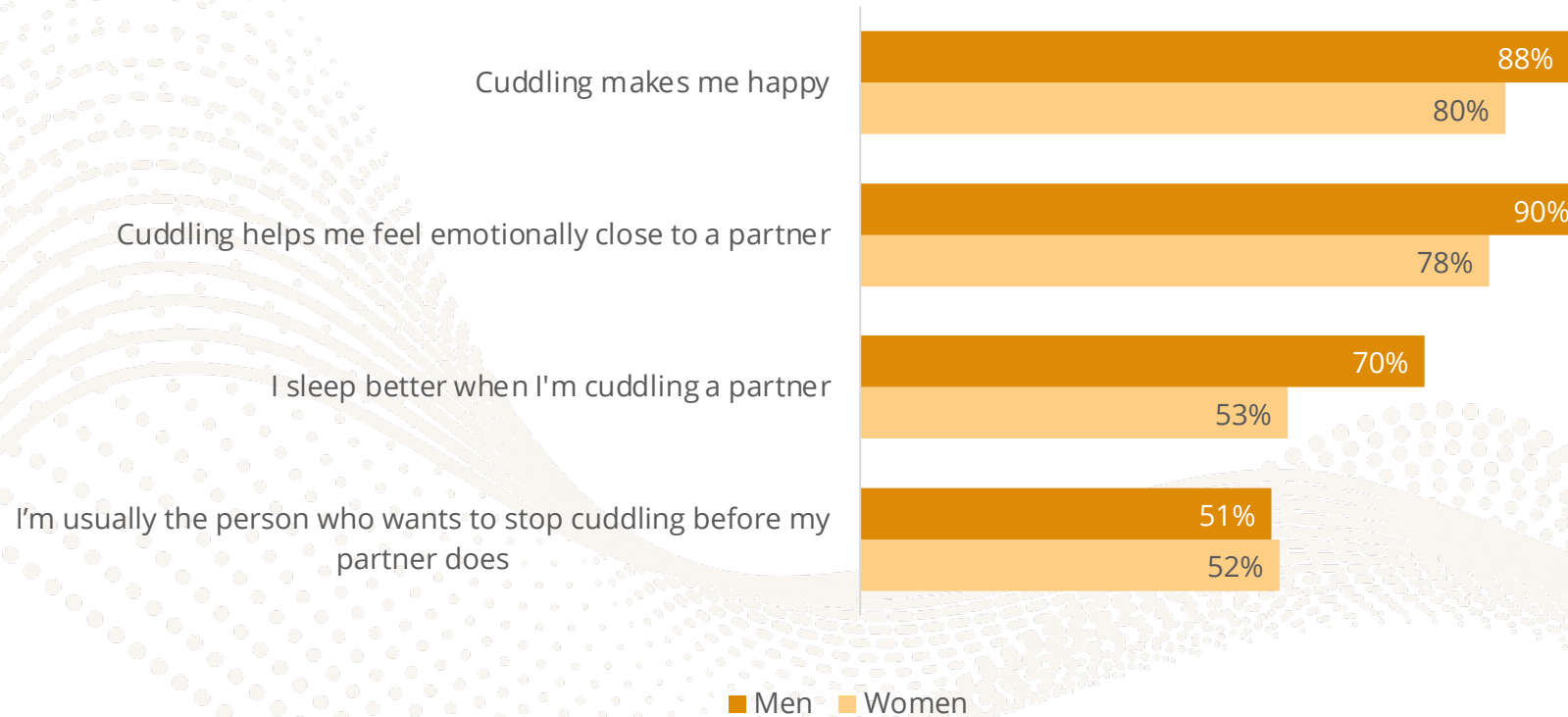
How much do you agree or disagree with the following statements about cuddling?



Q7. How much do you agree or disagree with each of the following statements about cuddling? (Base: N=519)

Men are more likely than women to say that cuddling makes them happy, feel emotionally close to a partner and that they sleep better when cuddling.

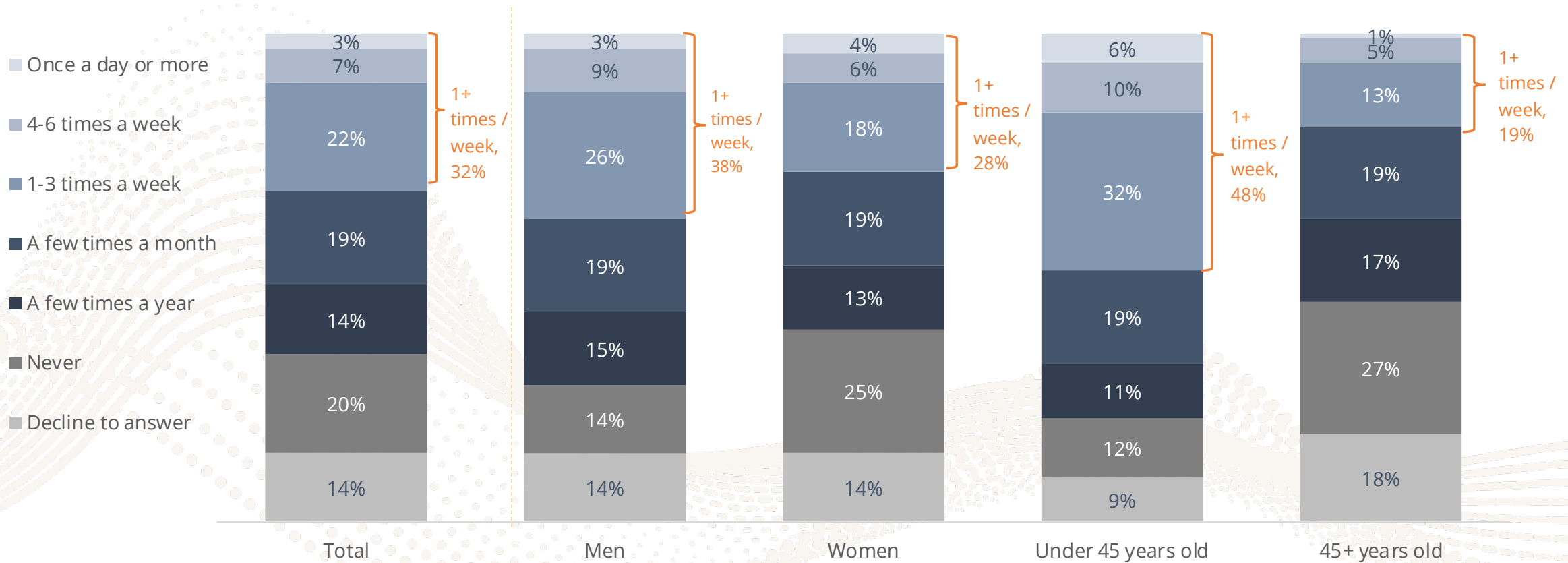
% Strongly agree/ somewhat agree



Q7. How much do you agree or disagree with each of the following statements about cuddling? (Base: N=519)

One in three adults (32%) report having sex one or more times a week. Younger adults are more than twice as likely as older adults to report having sex weekly or more (48% vs. 19%).

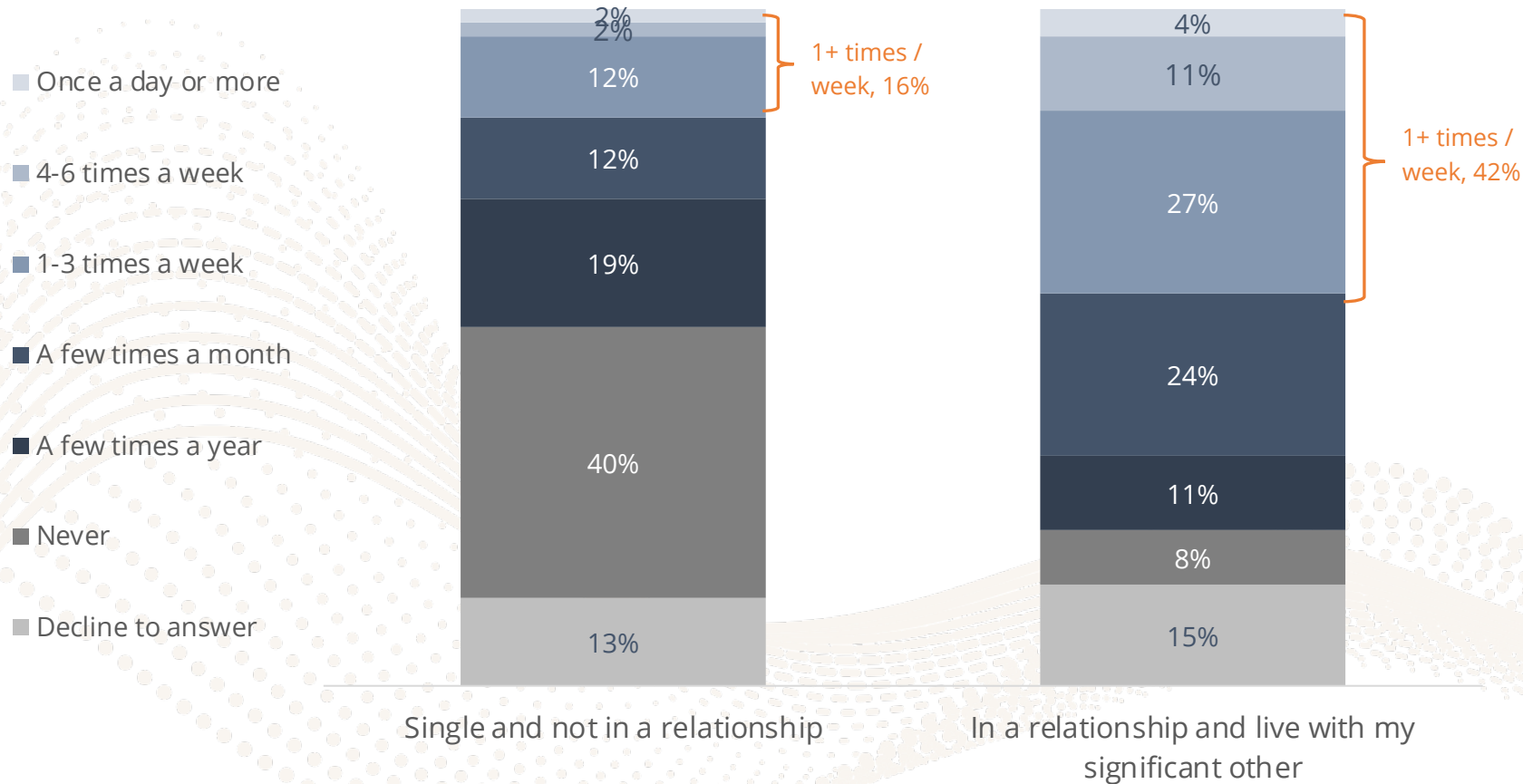
How often do you do usually have sex?



Q7. How often do you usually have sex? (Base: N=519)

Four in 10 adults who are in a relationship and live with a partner say they have sex at least once a week—typically 1-3 times a week. Sixteen percent of those not in a relationship say they have sex at least weekly.

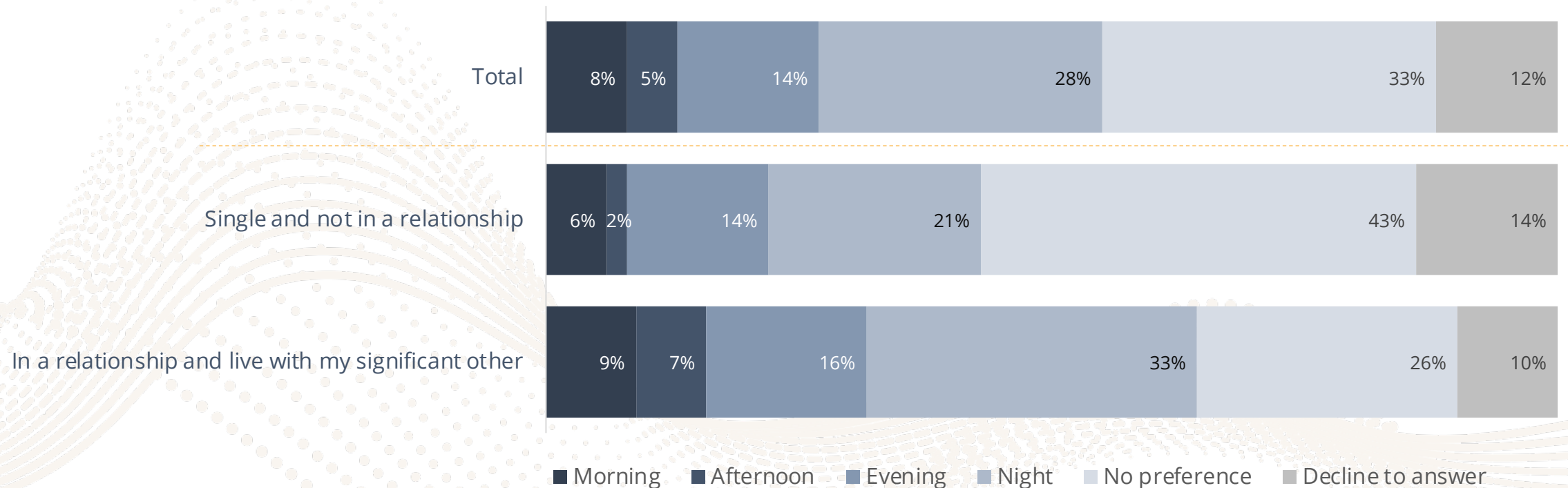
How often do you do usually have sex?



Note: Respondents in a relationship and do not live with partner or spouse were excluded from further segmentation due to small sample size Q7. How often do you usually have sex? (Base: N=519)

Among those in a relationship, one-third prefer night as the time of day to have sex, while one-quarter have no preference. Those not in a relationship most commonly say they do not have a preference for time of day. Men and women have similar preferences for time of day to have sex.

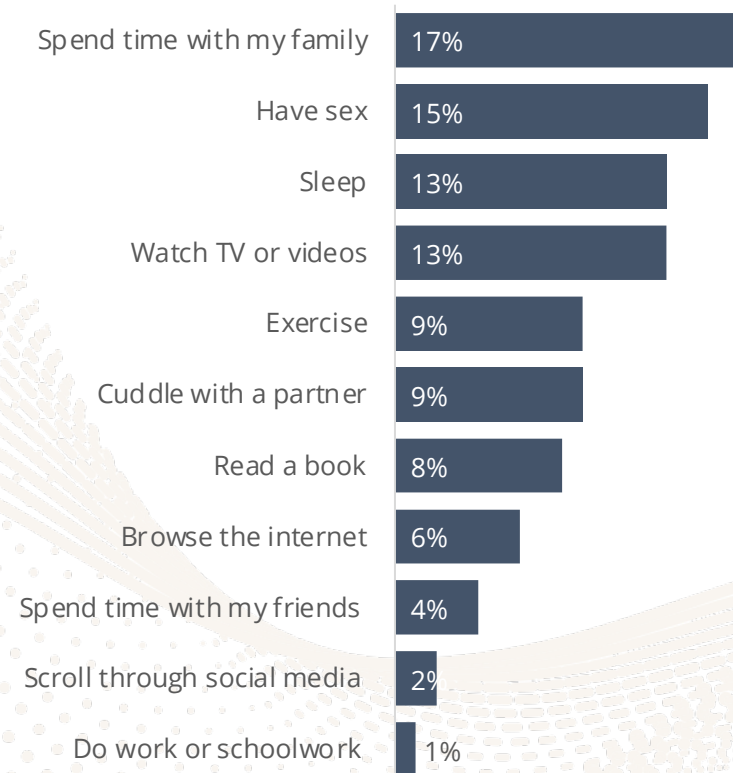
During what time of day do you prefer to have sex?



Note: Respondents in a relationship and do not live with partner or spouse were excluded from further segmentation due to small sample size.
 Q8. During what time of day do you prefer to have sex? (Base: N=519)

If given an extra hour in their day, adults most frequently report they would most want to spend it with their family.

If you had an extra hour in your day, what would you most want to do with that time?



Q9. If you had an extra hour in your day, what would you most want to do with that time? (Base: N=519)

Men and women, as well as younger and older adults, differ in how they would want to spend an extra hour in the day. Men say they would most want to spend that time having sex, while women say they would want to sleep. Having sex tops the list for younger adults, while spending time with family is number one on older adults' list.

If you had an extra hour in your day, what would you most want to do with that time?
Top Responses

Men	Women	Under 45 years old	45+ years old
Have sex (23%)	Sleep (18%) Spend time with my family (18%)	Have sex (16%)	Spend time with my family (19%)
Spend time with my family (15%) Watch TV or videos (15%)	Watch TV or videos (11%) Read a book (11%) Watch TV or videos (11%) Read a book (11%)	Spend time with family (14%) Sleep (14%)	Have sex (15%) Watch TV or videos (13%)

Q9. If you had an extra hour in your day, what would you most want to do with that time? (Base: N=519)

A young Black man and woman are shown in a close embrace, smiling warmly. They are lying in bed, covered with a light-colored, quilted blanket. The man is on the left, wearing a grey hoodie, and the woman is on the right, wearing a white hoodie. The background is a simple, light-colored wall.

APPENDIX

Demographic Profile

Demographic Profile

	Total N=519
Age	
18-34 years	29%
35-54 years	36%
55+ years	34%
Gender	
Male	45%
Female	55%
Region	
Northeast	21%
South	22%
Midwest	37%
West	20%
Marital Status*	
Married/Living together	52%
Single	33%
Divorced/Separated/Widowed	14%

	Total N=519
Hispanic Ethnicity	
Yes	9%
No	91%
Ethnicity*	
Caucasian / White	81%
African American / Black	9%
Asian / Asian American	4%
Other	5%
Household Income*	
Less than \$20,000	15%
\$20,000 - \$49,999	28%
\$50,000 - \$99,999	33%
\$100,000 or more	21%
Children in Household*	
Yes	33%
No	66%

Note: *Data may not sum up to 100% due to the prefer not to answer option

Demographic Profile

	Total N=519
Education	
Less than college degree	60%
College or more	40%
Employment Status*	
Employed	73%
Not employed	21%

Note: *Data may not sum up to 100% due to the prefer not to answer / none of the above answer options

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