

Chasing sleep: in pursuit of better sleep health



Aware, but still awake

Awareness of sleep's impact on overall health is rising, but people worldwide are still chasing the elusive concept of good sleep.

77%

of people say sleep impacts overall health, but only **1 in 10** say they sleep extremely well.



76%

of people say their sleep is **negatively impacted by one or more health or lifestyle conditions.**

Move beyond quick fixes: stop chasing sleep & start catching quality Zs



Despite **80% of people** wanting to improve their sleep, a majority **are seeking simple strategies** rather than a medical professional or treatment.

69% Reading

69% Watching TV

57% Implementing a set bedtime/wake time

34% Over the counter drugs

29% Sleep technology

Only 40-46% of people are willing to consult a medical professional to improve their sleep. Instead, most use online information sources.

Impacts of sleepless nights

The **top health or lifestyle conditions that impact the world's sleep** are insomnia, snoring, stress and sleep environment.



Sleep issues negatively impact quality of life.

Report says:



2 in 3 wake up at least once during the night



3 in 5 experience daytime sleepiness at least 2X per week



1 in 3 regularly fall asleep somewhere other than their own bed



1 in 4 occasionally do not sleep with their partner due to his/her snoring

65%

of people with sleep apnea reported having **never used or no longer using therapy to treat their disease.**



For expert tips on ways to improve sleep, click **here**. To see more findings from this year's World Sleep Day survey, please visit: **Philips.com/WorldSleepDay**.

This survey was conducted online by KJT Group on behalf of Philips from January 9-28, 2019 among 11,006 adults ages 18 and older in 12 countries (Australia: n=750; Brazil: n=1,001; Canada: n=750; China, n=1,001; France: n=1,000; Germany: n=1,003; India: n=1,000; Japan: n=1,000; Netherlands: n=750; Singapore: 750; South Korea: n=1,000 and the U.S.: n=1,000). The survey was web-based and self-administered in the primary language(s) of each country. These were non-probability samples and thus a margin of error cannot be accurately estimated. For complete survey methodology, including weighting variables, please contact Meredith Amoroso at meredith.amoroso@philips.com.