



Wake Up Call: A Snapshot of Global Sleep Satisfaction

We know we need it,

Around the globe, people recognize the importance of sleep for their overall health.



Most agree¹ sleep is an important contributor to their

87% physical well-being and

86% mental well-being.

61% agree¹ their memory is worse when they have not slept well.

84% know¹ they are in a better mood after a good night's sleep.

75% admit¹ they are less productive after a poor night's sleep.

But we can't achieve it.

Only half of adults are satisfied² with their sleep (**49%**).



People wake up **1.8 times** on average per night.



When it is time to wake up, those who use an alarm "snooze" it an average of **1.7 times**.

Bringing the problem to bed

Only half (**53%**) of adults admit¹ they have a good understanding of what is truly preventing good sleep; yet, 3 out of 4 adults (**74%**) say they use their cell phone in bed.

Top 5 uses of cell phones in bed:



42%
Alarm clock



39%
Last thing I do before falling asleep is look at my phone



39%
First thing I do when I wake up is look at my phone



34%
Entertainment (videos, social media, etc.)



33%
Charge phone overnight next to my bed

And, alarmingly, **11%** respond to texts and calls in the middle of the night.

Assessing relationships

Of those who have a partner/spouse:



36% agree¹ that sometimes they sleep separately from their partner/spouse to improve their sleep.

30% agree¹ that their or their partner/spouse's difficulty sleeping is impacting their relationship.

Additionally, **51%** of adults who report having sleep apnea said it is impacting their relationship(s).



Improving sleep quality

60% of people agree¹ they are interested in new information or strategies to help them get better sleep, and it increases to **71%** for those with sleep apnea.



Of those with sleep apnea, **75%** of those who use CPAP therapy at least once per week would recommend it to someone else with sleep apnea.

To learn more, people have the greatest interest in seeing a PCP relative to other providers:



two in ten (22%) have seen a PCP for this purpose already, and

four in ten (43%) would be willing to.



However, only **10%** have sought help from a sleep specialist and **74%** think it would be at least somewhat difficult to find one.

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](https://www.philips.com/worldsleepday).

¹indicates net "somewhat" or "complete" agreement with the statement
²indicates "somewhat" or "complete" satisfaction with sleep