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 agree sleep is an important contributor to their 87% physical well-being and 86% mental well-being.
- 61% agree their memory is worse when they have not slept well.
- 84% know they are in a better mood after a good night’s sleep.
- 75% admit they are less productive after a poor night’s sleep.

But we can’t achieve it.
Only half of adults are satisfied 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 admit 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% agree that sometimes they sleep separately from their partner/spouse to improve their sleep.
- 30% agree that their or their partner/spouse’s difficulty sleeping is impacting their relationship.

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

Improving sleep quality
60% of people agree 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.

*Based on surveys in 2021. Data from a global study of 3,600 consumers with sleep apnea.
**Based on “agreement” in consumer satisfaction with survey.