Wake up call: global sleep satisfaction trends
While the importance of sleep is well-established, adults across the world battle sleep inhibitors daily – from technology to worry and stress, and even relationships. Despite a decrease in people taking action to improve their sleep from 2019 to 2020, there is a willingness to consult help to improve sleep issues. This year’s data shows the world needs a sleep wake-up call because better sleep can improve and even save lives.

"Sleeping is not an evolutionary error or a momentary pause to a highly-scheduled calendar; rather, it exists side-by-side with waking life, and neither endures without the other."

Dr. Teofilo Lee-Chiong, M.D.,
Chief Medical Liaison at Philips Sleep and Respiratory Care

Introduction and methodology

While the importance of sleep is well-established, adults across the world battle sleep inhibitors daily – from technology to worry and stress, and even relationships. Despite a decrease in people taking action to improve their sleep from 2019 to 2020, there is a willingness to consult help to improve sleep issues. This year’s data shows the world needs a sleep wake-up call because better sleep can improve and even save lives.

This survey was conducted online by KJT Group, Inc. on behalf of Philips from November 12 – December 5, 2019 among 13,004 adults ages 18 and older in 13 countries (Australia: n=1,000; Brazil: n=1,000; China: n=1,001; France: n=1,000; Germany: n=1,000; India: n=1,000; Italy: n=1,000; Japan: n=1,001; Netherlands: n=1,001; Singapore: n=1,000; South Korea: n=1,000; the U.K.: n=1,000 and the U.S.: n=1,001). 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.
Demographics

13,004 respondents representing 13 countries

mean 43.6 years

60% live with a partner/spouse

43% have at least 1 child in the home

55% are employed full time
We know we need sleep...

Around the globe, people recognize the importance of sleep for their overall health, both the mental and physical benefits, and the consequences of inadequate sleep.

Most agree¹ sleep is an important contributor to their physical (87%) and mental (86%) well-being.

61% agree¹ their memory is worse, and 75% admit they are less productive¹ when they have not slept well.

And 84% agree that their mood improves when they have slept well.³

Sleep satisfaction around the world

Adults who are somewhat or completely satisfied with their sleep:

<table>
<thead>
<tr>
<th>Country</th>
<th>Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>45%</td>
</tr>
<tr>
<td>Brazil</td>
<td>60%</td>
</tr>
<tr>
<td>China</td>
<td>48%</td>
</tr>
<tr>
<td>France</td>
<td>37%</td>
</tr>
<tr>
<td>Germany</td>
<td>51%</td>
</tr>
<tr>
<td>India</td>
<td>76%</td>
</tr>
<tr>
<td>Italy</td>
<td>47%</td>
</tr>
<tr>
<td>Japan</td>
<td>32%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>51%</td>
</tr>
<tr>
<td>Singapore</td>
<td>51%</td>
</tr>
<tr>
<td>South Korea</td>
<td>40%</td>
</tr>
<tr>
<td>UK</td>
<td>44%</td>
</tr>
<tr>
<td>US</td>
<td>49%</td>
</tr>
</tbody>
</table>

How much sleep are adults getting?

On average, people sleep 6.8 hours per weeknight and 7.5 hours per weekend night. The recommended³ amount of nightly sleep for a healthy adult is 7–9 hours per night.

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The next decade of sleep barriers

While a variety of factors limit the ability to get good sleep, worry/stress is the most limiting factor (33%). However, only 53% of adults admit they have a good understanding of what is truly preventing good sleep.

A key point of this misunderstanding is evidenced by the three-quarters (74%) of people who admit to using their cell phone in bed. Despite experts’ recommendations to the contrary, almost 4-in-ten report using their phones right before falling asleep (39%) or as soon as they wake up (39%).

Cell phone use in bed

![Cell phone use in bed chart]

Bed partners

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 said it affects their relationship(s).

Sleep conditions

While external factors can be altered to improve sleep, some sleep conditions are outside of one’s control. This year, respondents report lower rates of insomnia, snoring, shift work disorder and chronic pain, but sleep apnea remains consistent (2019: 10% vs. 2020: 9%).

<table>
<thead>
<tr>
<th>Condition</th>
<th>WSD 2019</th>
<th>WSD 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insomnia</td>
<td>37%</td>
<td>28%</td>
</tr>
<tr>
<td>Snoring</td>
<td>30%</td>
<td>24%</td>
</tr>
<tr>
<td>Shift work sleep disorder</td>
<td>22%</td>
<td>10%</td>
</tr>
<tr>
<td>Chronic pain</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>Sleep apnea</td>
<td>10%</td>
<td>9%</td>
</tr>
</tbody>
</table>
Taking action is on the decline...

In 2020, people are significantly less likely to be actively doing something to improve their sleep compared to results from the Philips’ 2019 World Sleep Day Report. While watching tv (2019: 37% vs. 2020: 33% - the most common strategy people currently use to improve their sleep) is used by fewer people now compared to 2019, the decline in use is most notable for:

While only 10% of adults use a sleep tracker/monitor their sleep as a means to improve their sleep, three out of four people using these devices have made a change as a result of tracking.

New data this year shows 15% have tried or currently use either marijuana or CBD oil to better their sleep.

But interest in help remains

There is a desire to find ways to improve sleep, with 60% of people agreeing (somewhat or completely) they are interested in new information or strategies to help them get better sleep.

To learn more about sleep and/or treatments to improve sleep, 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 43% would be willing to.

Though 46% would be willing to, only 10% have consulted a sleep specialist. Perhaps because nearly three-quarters (74%) think it would be at least somewhat difficult to find one.
A lens on sleep apnea

Sleep apnea and the importance of CPAP therapy is not well understood – even among those who have the condition. Even when aided, people are not able to consistently identify risk factors for obstructive sleep apnea. The risk factor most often identified is being overweight/obese, but still only about half select it (including 51% of those who have sleep apnea, 47% of those who do not have sleep apnea).

A substantial portion of people with sleep apnea (30%) somewhat or completely agree that they do not think it is necessary to be treated for sleep apnea.

39% of those with sleep apnea somewhat or completely agree treatment for sleep apnea is worse than the disease itself.

Nearly half of people who have sleep apnea have never been prescribed CPAP therapy (48%).

Situations leading to identification of sleep apnea

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The quality of my sleep was poor.</td>
<td>33%</td>
</tr>
<tr>
<td>My partner/spouse noticed that I stopped breathing at night.</td>
<td>27%</td>
</tr>
<tr>
<td>My snoring was disturbing my partner/spouse.</td>
<td>24%</td>
</tr>
<tr>
<td>I fell asleep in a dangerous situation (e.g., while driving).</td>
<td>12%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
</tbody>
</table>

Experiences and desire to improve sleep for those with sleep apnea differ from those without the condition in a few interesting ways:

- Those with sleep apnea are significantly less satisfied with their sleep
  - (41% somewhat or completely dissatisfied
  - vs. 31% of those without sleep apnea.

- Even though they sleep the same number of hours each night, those with sleep apnea more often
  - wake up (2.8 vs. 1.7 times per night)
  - and “snooze” their alarm (2.5 vs. 1.7 times).

But there’s a willingness for those with sleep apnea to improve:

- 71% agree somewhat or completely that they are interested in new information/strategies to get better sleep.
- They are also more likely than those who do not have sleep apnea to have used most resources to learn about sleep/treatments to improve sleep, though use of a sleep specialist (30%) or PCP (41%) is limited even among those who have sleep apnea.
- 71% of those who use CPAP therapy say the benefits outweigh the inconvenience.
- And 71% of those who use CPAP therapy say that their sleep has improved since starting CPAP therapy.
Global sleep insights

Dr. Mark Aloia, Ph.D.,
Global Lead of Health Behavior Change at Philips Sleep and Respiratory Care

With sleep holding such a high value for individuals globally, one would think people would make strong efforts toward sleep; however, this is not the case. Nearly half of those surveyed report they are not getting good sleep and many are not doing anything to actively improve their sleep. When people place high value in something, recognize they need to focus on it, but do not act, it is likely they feel a lack of confidence about how to improve things. As shown in this survey, people aren’t utilizing medical providers to better their sleep and are unaware of how their everyday activities may interfere with their sleep. We need to empower people, educate them on the available sleep resources and let them see that their efforts will pay off. Given recent advances in sleep assessment and treatment, these solutions are available, and it is up to the medical community to deliver the support needed to help poor sleepers to improve their lives.

Dr. Teofilo Lee-Chiong, M.D.,
Chief Medical Liaison at Philips Sleep and Respiratory Care

All of us are eyewitnesses and participants of an ongoing social transformation of sleep. Today, sleep, among the most primordial of physiologic drives, is being reshaped by lifestyle, technology, pharmacology and policy. This rapidly evolving part of human behavior and communal life has a wide-ranging impact on personal health, relationships, performance and public safety. For many, adequacy of sleep is deemed both necessary, yet unattainable; and solutions for sleep disorders which are considered effective are viewed as difficult to access or afford. As we continue to imagine what sleep should or could be, it is essential that we also continue to “humanize” sleep. For sleeping is not an evolutionary error or a momentary pause to a highly-scheduled calendar; rather, it exists side-by-side with waking life, and neither endures without the other.

David White, M.D.,
Chief Scientific Officer at Philips Sleep and Respiratory Care

As it relates specifically to sleep apnea, this year’s survey showed both the promising and somewhat concerning sides of the OSA coin. A recent paper reported that about 1 billion people have sleep apnea, or roughly 14% of the total population. If 10% state they carry this diagnosis, it suggests that approximately two-thirds of OSA patients recognize they have this disorder – an encouraging number. On the other hand, 30% of patients don’t believe their OSA needs treatment, 39% believe the treatment is worse than the disease and nearly 50% say they’ve never been prescribed continuous positive airway pressure (CPAP). This is obviously concerning. Most patients adjust to CPAP relatively easily, and for those opposed or not tolerant to it in the past there are other effective treatments such as devices that help patients avoid sleeping on their back. In order to improve quality of life, OSA patients need to recognize that acceptable, effective therapies are available.
To learn more about the importance of sleep and the prevalence of undiagnosed sleep disorders, visit [www.Philips.com/SmartSleep](http://www.Philips.com/SmartSleep).

1 indicates net “somewhat” or “complete” agreement with the statement
2 indicates net “completely satisfied” and “somewhat satisfied” response to the statement
3 How Much Sleep Do I Need?, Centers for Disease Control and Prevention
4 Sleep apnea. Good night, smartphone. Philips
5 indicates where data is based on only those countries participating in both 2019 and 2020: Australia, Brazil, China, France, Germany, India, Japan, Netherlands, Singapore, South Korea, and the U.S.
6 OSA may affect nearly 1 billion adults worldwide. Healio Pulmonology