

A close-up, side-profile photograph of a man with dark hair and a beard, wearing a white t-shirt, sleeping peacefully in a bed. He is lying on his side with his arms crossed over his chest. The bed is covered with white linens, and the background is softly blurred, suggesting a bright, airy bedroom environment.

**PHILIPS**

Global Sleep Survey

# The global pursuit of better sleep health



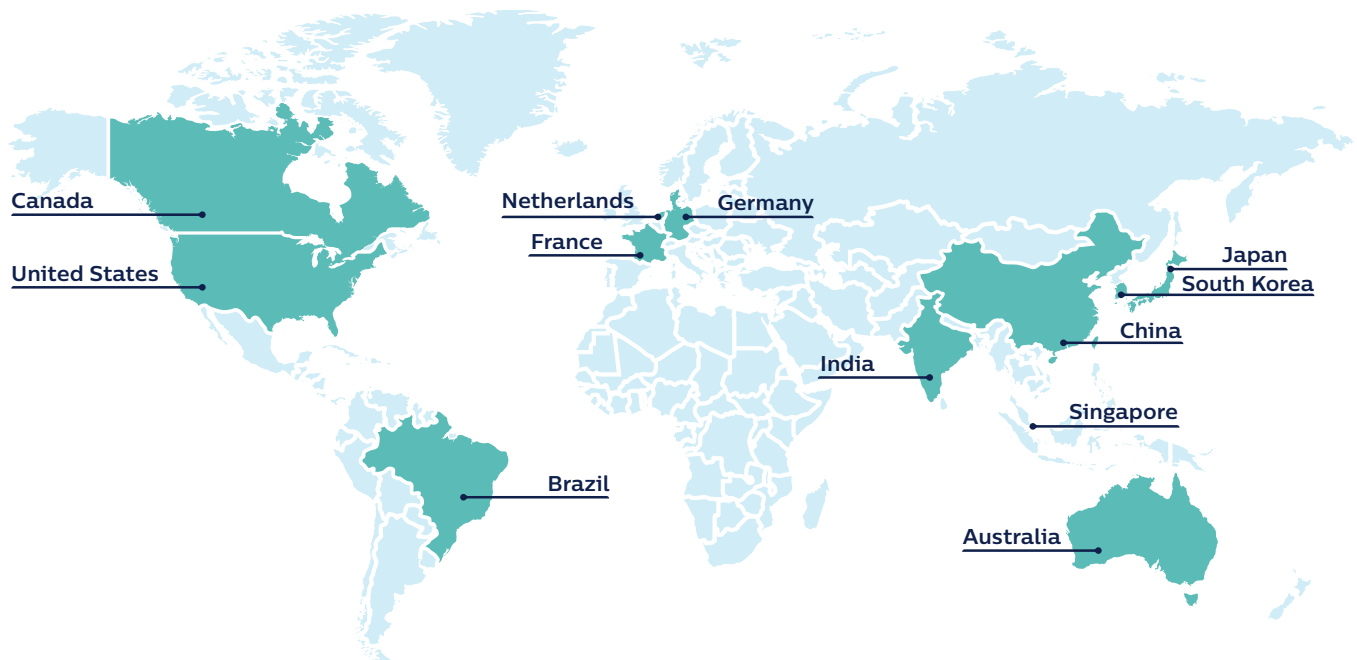
## **Introduction** and Methodology

Sleep is finally being recognized as a key contributor to an individual's overall health and wellbeing. However, adults across the globe deal with various health and lifestyle factors that can stand in the way of them getting the best night's sleep.

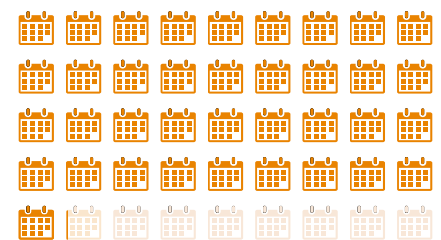
In recognition of World Sleep Day 2019, Philips commissioned its annual survey with KJT Group, which looks at the attitudes, perceptions and behaviors around sleep of people in 12 countries: the U.S., France, Germany, Japan, Brazil, Canada, China, India, Singapore, South Korea, Australia and the Netherlands. With this survey data, Philips continues its commitment to generating awareness around the sleep challenges people face worldwide. In addition to providing solutions for the millions of people suffering from insomnia, sleep apnea and snoring, Philips will use these new findings to continue addressing 80 percent of sleep issues.

This survey was conducted online by KJT Group on behalf of Philips from January 9 – January 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](mailto:meredith.amoroso@philips.com).

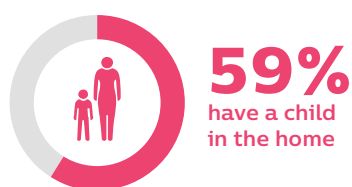
# Demographics



**11,006 respondents** representing **12 countries**



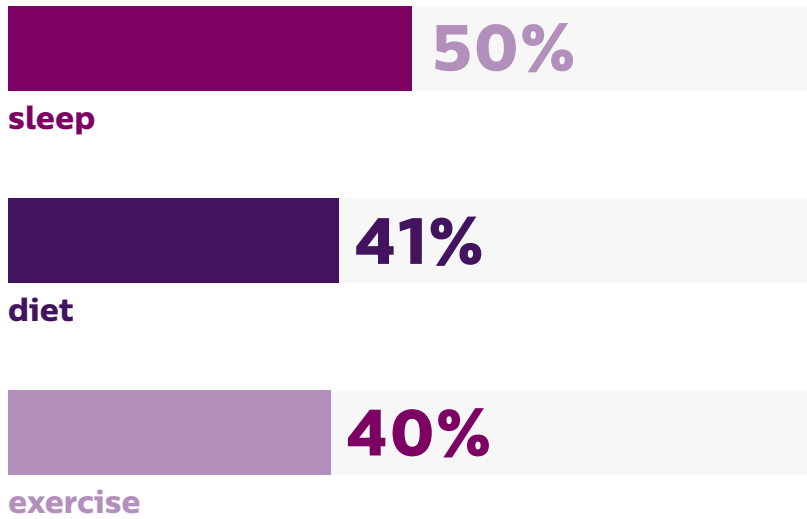
mean  
**37.1 years**



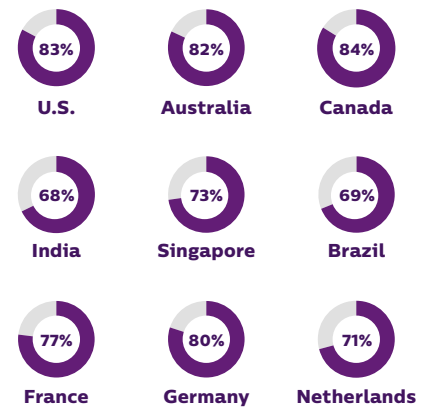


# Sleep is crucial – Why aren't we getting the most out of it?

Adults worldwide (**50%**) continue to recognize sleep has a **major impact** on their overall health and wellbeing compared to diet (**41%**) and exercise (**40%**).

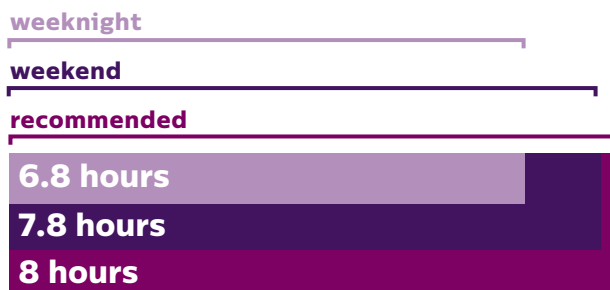


Majority of adults in all surveyed countries cited sleep has a moderate/major impact:

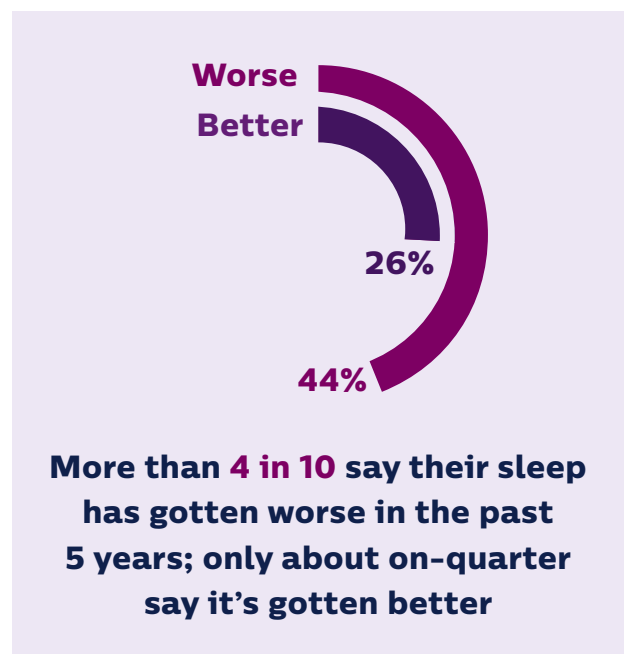


Despite recognizing sleep is a critical contributor to overall health, majority of adults (**62%**) say they sleep somewhat/not at all well, with just one in 10 (**10%**) saying they sleep extremely well.

- On average, adults globally only sleep **6.8 hours** per night during the week and **7.8 hours** per weekend night. Rather than getting the recommended **eight hours** each night, more than six in 10 adults sleep longer hours on the weekend to catch up on sleep (63%).

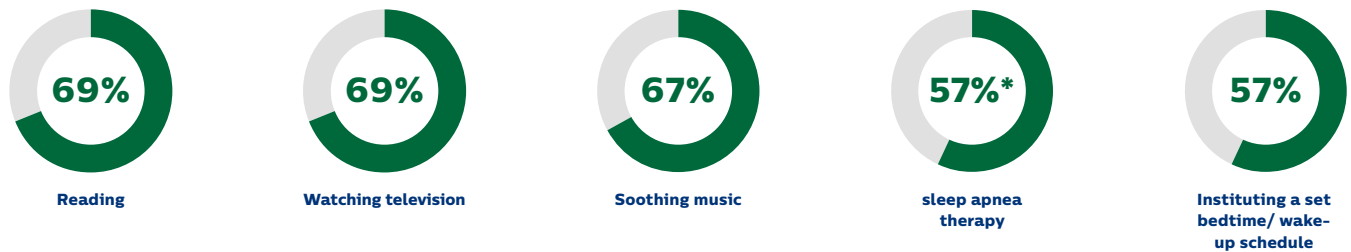


- More than four in 10 adults globally say their sleep has gotten worse in the past five years, compared to only 26% who said their sleep has gotten better and 31% of adults saying their sleep hasn't changed.



# How we try (and don't try) to improve our sleep

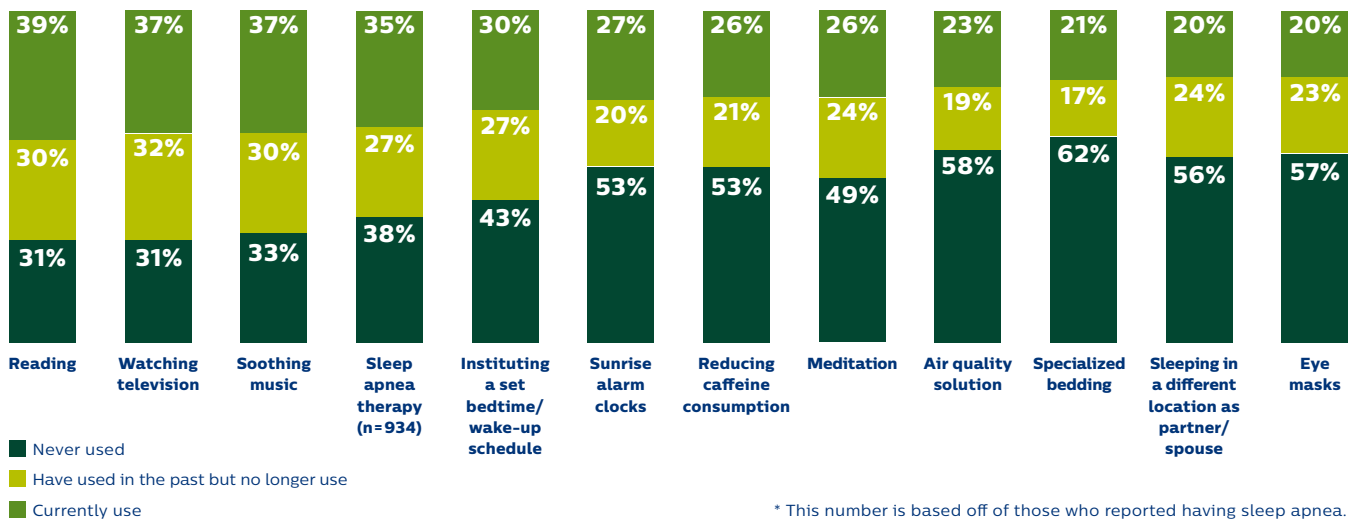
While most adults globally don't get the quality or recommended hours of sleep, they are taking some steps to seek out strategies to improve their sleep. Adults across the globe have previously used or currently use these methods to improve sleep:



- Today, people have preferences on how they want to receive their healthcare. Despite 80% of people worldwide wanting to improve the quality of their sleep, the majority (60%) of these adults have not sought help from a medical professional due to not feeling they need support or treatment, not considering sleep issues to be a serious problem, feeling they already know what they need to do to improve their sleep and cost of treatment. Additionally, 68% of adults globally reported never having use a sleep tracker or monitor to look more closely into how they are sleeping.
- Most adults worldwide would be very/extremely willing to take an in-home overnight sleep test if recommended by their healthcare provider (60%). When asked if they would be willing to take a sleep test in a sleep lab/doctor's office, this numbers lowers to 30%.
- More people have chosen to trust online information sources (62%) than a physician (21%) or sleep specialist (14%) when it comes to learning more about sleep treatments or improving their sleep, despite saying they would be willing to use the latter sources to learn more..

## Strategies to improve sleep

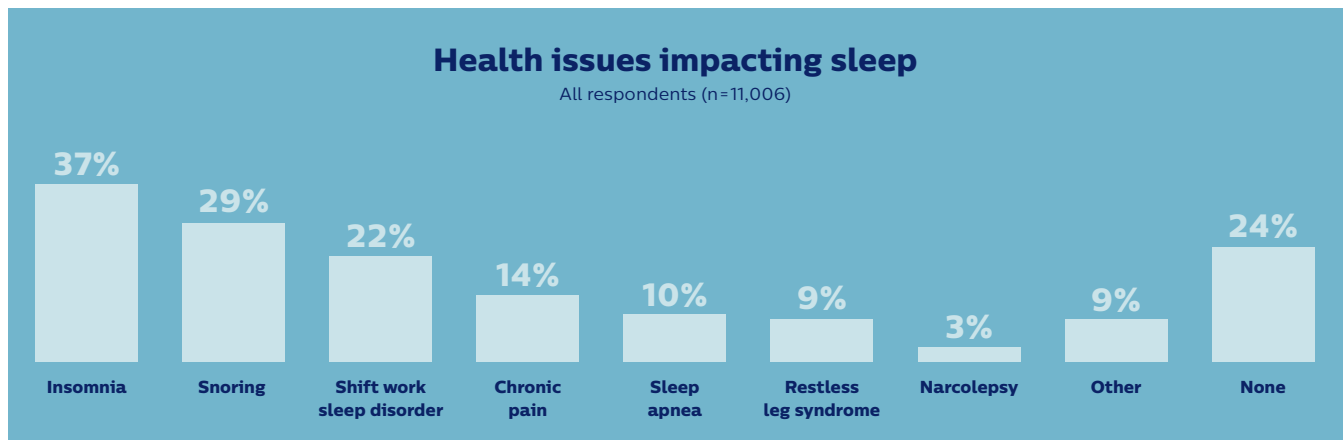
All respondents (n=11,006)



\* This number is based off of those who reported having sleep apnea.

# Roadblocks to a good night's sleep

Adults across the globe are continuing to feel empowered to take their sleep health into their own hands, but the combination of sleep issues and personal life don't make it easy to achieve quality sleep.



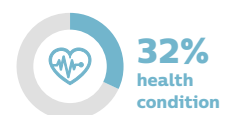
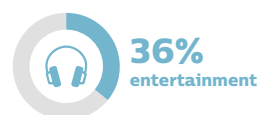
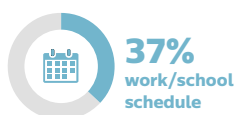
## Three quarters of adults globally experience at least one listed condition

(insomnia, snoring, shift work sleep disorder, chronic pain, sleep apnea, restless leg syndrome and narcolepsy) that impacts their sleep.

Insomnia (37%) and snoring (29%) are the most common, followed by shift work sleep disorder (22%), chronic pain (14%) and sleep apnea (10%).

65% of those who reported having sleep apnea have either never used or are no longer using sleep apnea therapy to treat their disease.

Lifestyle factors are crucial determinants when it comes to an individual's sleep. The top five reported around the world were worry/stress (54%), the sleep environment (40%), work or school schedule (37%), entertainment (36%) and a health condition (32%).



Canada (63%) and Singapore (61%) are the two countries with the highest reports of worry/stress impacting their sleep.

China (51%) reported highest out of the other surveyed countries that the environment a person sleeps in impacts their sleep, compared to Japan (20%) that was the lowest.

China (31%), Canada (23%), U.S. (22%) and Singapore (22%) reported that drinking caffeinated beverages close to their bedtime impacts their quality of sleep.

# Your varying sleeping habits don't just impact you — **just ask your partner**

Each individual sleeps differently and has unique sleeping patterns that not only impact their sleep but also their partner's.



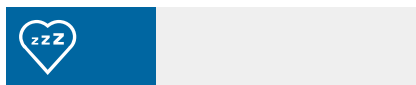
**six in 10**  
global adults experience daytime sleepiness at least twice per week.



**34%**  
regularly fall asleep somewhere other than their own bed.



**67%**  
of global adults reported they typically wake up at least once during the night.



Among those who live with a spouse or partner, **35%** of women either only occasionally, frequently or never sleep in the same bed as their partner who snores.



**20%**  
of adults usually have a pet who sleeps in their bed.



Adults in India (**36%**) and the U.S. (**30%**) were the most likely to sleep with a pet in their bed.

## Sleep habits (% saying yes)

All respondents (n=11,006)



# Insights on **global sleep behaviors**



Dr. Teofilo Lee-Chiong, M.D.,  
**Chief Medical Liaison at Philips**

Today, for perhaps the first time ever, people are choosing to regularly sleep less than they need to for reasons beyond that of survival. What effects these decisions have on personal and societal wellbeing, performance and safety are still being debated. While we're still looking at processes that are able to transform human physiology to better understand the need and desire to stay awake longer each day, this year's findings show education is critical in reminding us of the need for a healthy sleep-wake balance, and have a better understanding of the available technology to manage sleep disorders and enhance sleep quality with evidence-based policies. School start times, workplace sleep support, targeted screening and greater medical access can help mitigate the adverse consequences of poor sleep behaviors and unhealthy lifestyle.



Dr. Mark Aloia, Ph.D.,  
**Global Lead of Health Behavior Change at Philips**

As a global society, we know that sleep is important to us. According to poll respondents, more than 80% of people said they wanted to sleep better, while only 10% of people said they slept extremely well and 62% said they slept poorly. All of this paints a somewhat dire picture. But, it is most interesting how many options people have considering how persistent these problems are. Why aren't people seeking more validated solutions? Respondents reported rarely being willing to see their doctor about their sleep problems. While the cost of care as a factor, this could also reflect a lack of confidence in the healthcare system to provide easy options that lead to meaningful results. If we want to take sleep seriously and address the social and emotional aspects of poor sleep, we must begin to demonstrate that we can address these problems in both easy and meaningful ways that are supported by strong clinical science.



Dr. David White, M.D.,  
**Chief Medical Officer at Philips**

This year's survey findings suggest to me that people are beginning to wake up to the idea that sleep is important, but for many or most of these people, achieving good quality sleep is an elusive goal. Even though we recognize that sleep is important, and that it is not easy to get the root of sleep issues, most people with sleep-related problems do not seek professional help. For those suffering from sleep issues, I would encourage them to visit a sleep physician, but for many, it seems like an option they're not interested in pursuing either due to cost or embarrassment. These findings re-enforce the need for credible, validated, web-based methods that help determine the nature of sleep issue for each individual. Physicians can then be telemetrically included as needed, and I believe this combination is achievable in the near-term, and may lead to better sleep health for many.





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)