



PHILIPS

Global Sleep Survey

Wake Up Call: Global Sleep Satisfaction Trends



“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

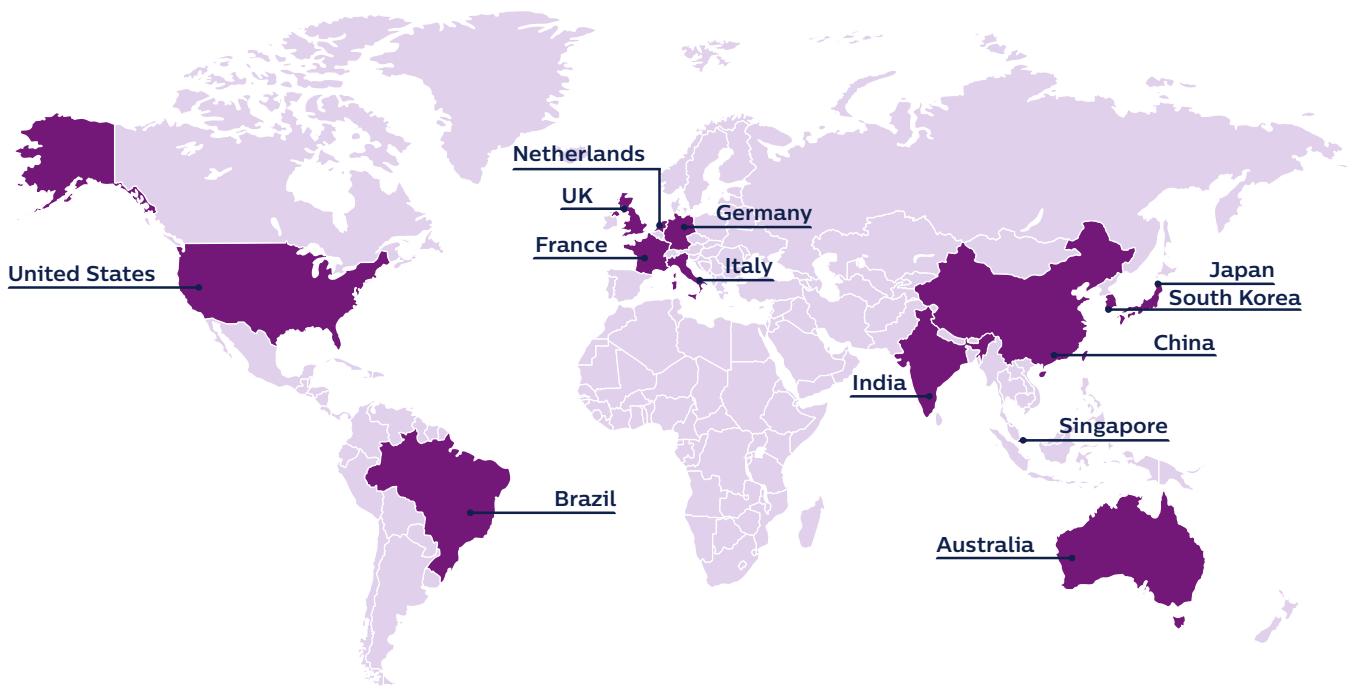
Introduction and Methodology

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.

In recognition of World Sleep Day 2020, Philips commissioned its annual survey with KJT Group, Inc., which looks at the attitudes, perceptions and behaviors around sleep of people in 13 countries: Australia, Brazil, China, France, Germany, India, Italy, Japan, the Netherlands, Singapore, South Korea, the U.K. and the U.S. With this survey data, Philips continues its commitment to raise 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% of the most common sleep issues and help people take an active approach to their health.

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.

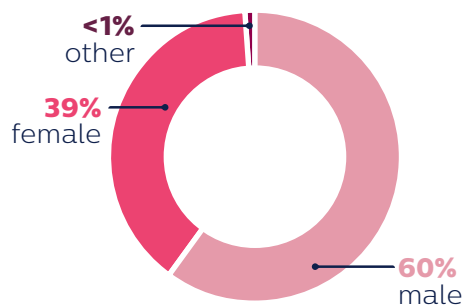
Demographics



13,004 respondents representing **13 countries**



mean
43.6 years



43%
have at least 1 child
in the home



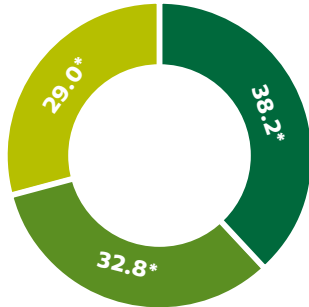
60%
live with a
partner/spouse



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.



■ Sleep ■ Diet ■ Exercise

While sleep, diet, and exercise all contribute to overall health, sleep is seen as relatively more important than diet and exercise.

*These are the mean number of points allocated out of 100

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



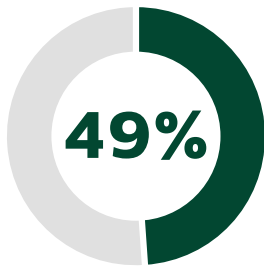
61% agree¹ their memory is worse, and 75% admit they are less productive¹ when they have not slept well.



And 84% agree that their mood improves when they have slept well.¹



... we just can't get it.



Only half of adults are satisfied² with their sleep.



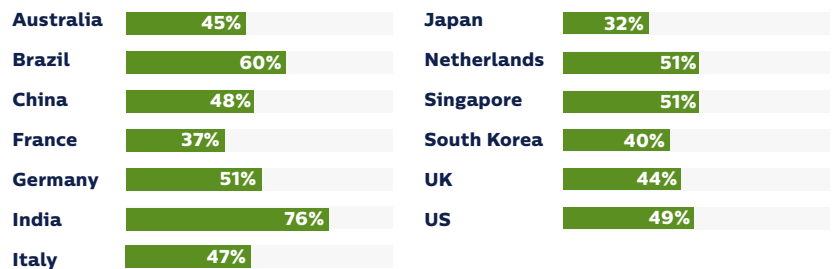
People wake up an average of **1.8 times** during the night.



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

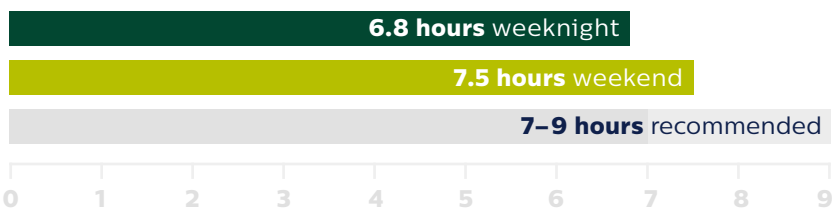
Sleep satisfaction around the world

Adults who are somewhat or completely satisfied with their sleep:



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.

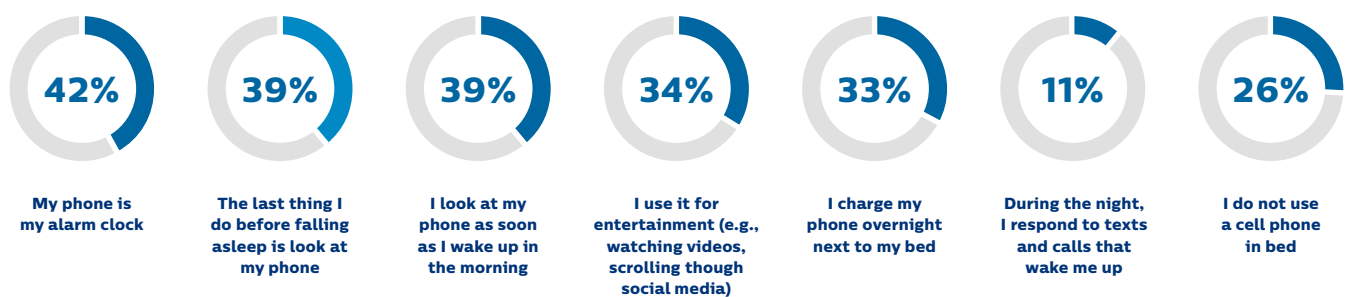


The next decade of sleep barriers

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' recommendations⁴ 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



Bed Partners

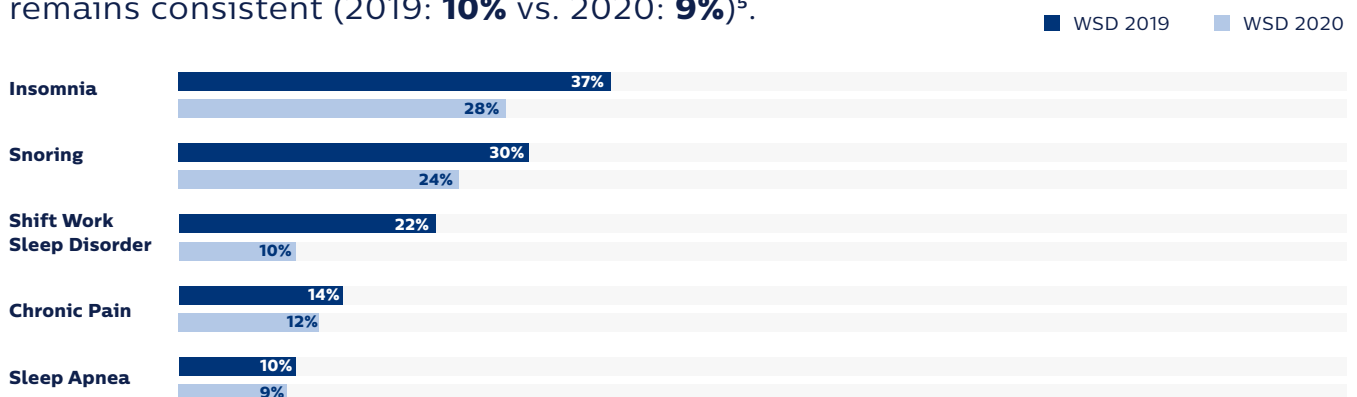
Of those who have a partner/spouse:

- 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 said¹ it affects their relationship(s).

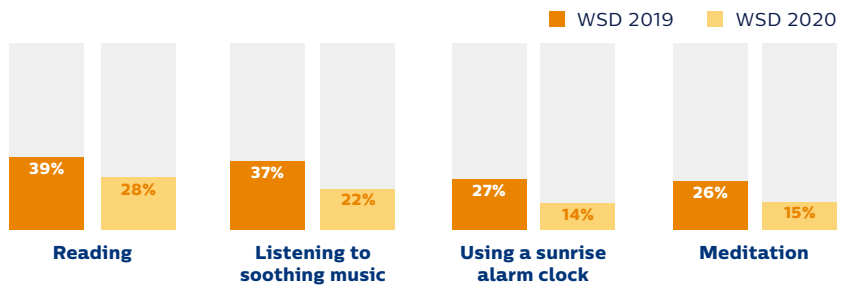
Sleep Conditions

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%**)⁵.



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 2019⁵, the decline in use is most notable for:

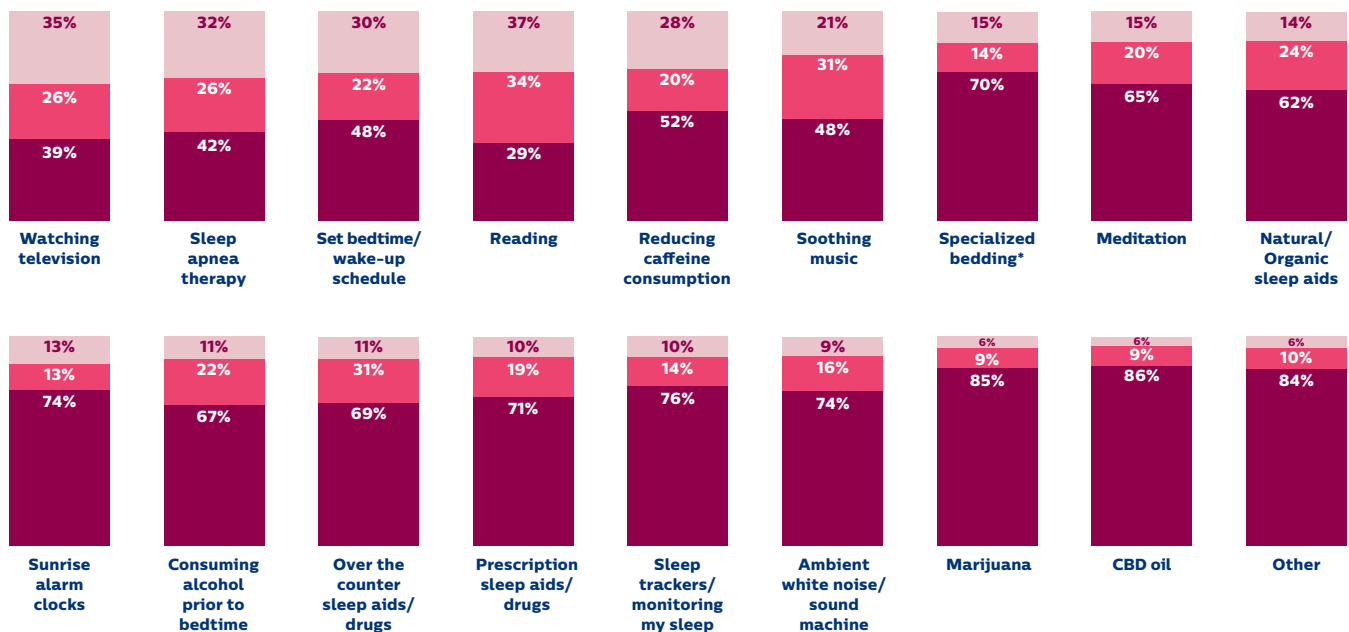


While only **10%** of adults use a sleep tracker/monitor their sleep as a means to improve their sleep, three out of four people using these devices have made a change as a result of tracking.

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

Strategies Used to Improve Sleep

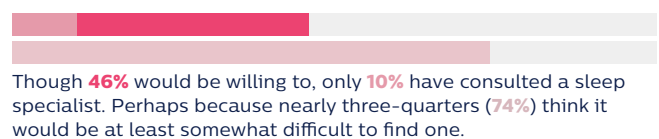
All respondents (n=13,004) ■ Never used ■ Have used in the past but no longer use ■ Currently use



But interest in help remains

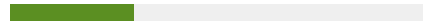
There is a desire to find ways to improve sleep, with **60%** of people agreeing (somewhat or completely) they are interested in new information or strategies to help them get better sleep.

To learn more about sleep and/or treatments to improve sleep, people have **the greatest interest in seeing a PCP** relative to other providers.

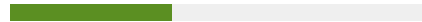


A lens on sleep apnea

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



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

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

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 Medical Officer at Philips

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](#)⁶ 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.

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