



PHILIPS

Global sleep survey

Unfiltered sleep:

A global prioritization puzzle



Demographics

In total, **6,461** people participated in the survey. Respondents in each country were selected to participate. Samples in each country were selected to represent the national demographics in the areas of age and gender.

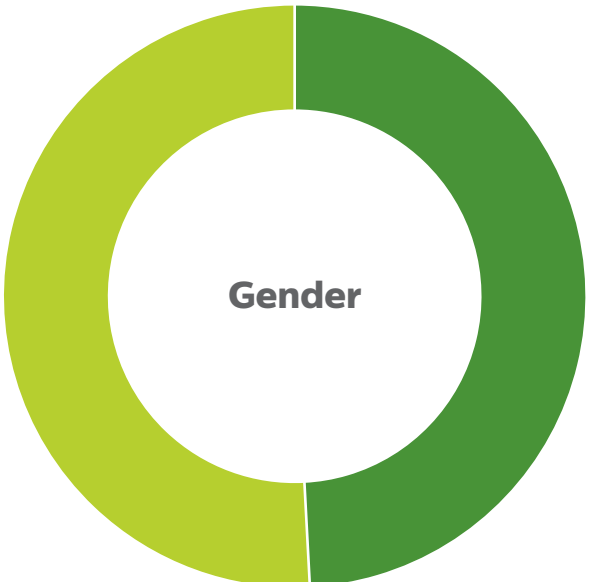
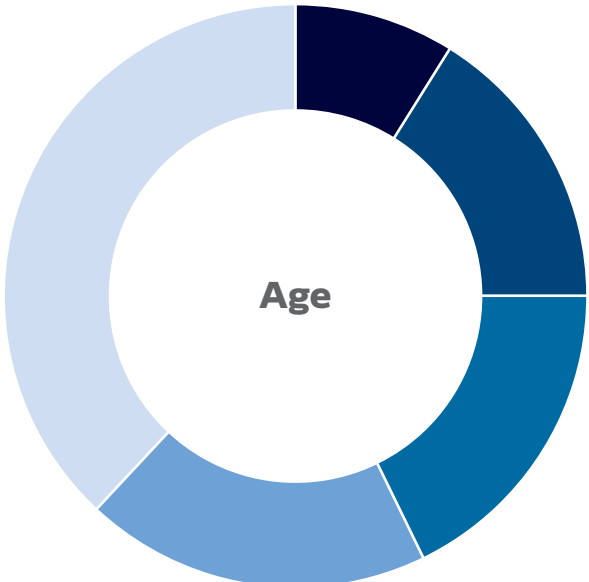
US	Japan	France	Netherlands	Germany
2,055	1,314	1,055	1,021	1,016

Introduction and Methodology

Sleeping well is essential to good health and is one of the key components beyond eating and exercising to nurture life. However, individuals across the world face daily demands which compete for time, often leaving sleep diminished in our list of daily priorities.

In recognition of World Sleep Day, Philips commissioned Harris Poll to conduct an online survey which looks at how adults in five countries, the U.S., France, Germany, Japan and the Netherlands, perceive, prioritize and prepare for sleep and how it impacts daily responsibilities, from work to relationships and hobbies. With this information, we can better educate global populations about the value of sleep and how to solve the puzzle of reprioritizing sleep within our daily and weekly schedules.

This survey was conducted online by Harris Poll on behalf of Philips from February 15-17, 2017 among 2,055 adults ages 18 and older in the U.S., among 1,055 adults ages 18 and older in France, among 1,016 adults ages 18 and older in Germany, among 1,021 adults ages 18 and older in the Netherlands, and among 1,314 adults ages 18 and older in Japan. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Meredith Amoroso at meredith.amoroso@philips.com.



- **9%** 18-24
 - **16%** 25-34
 - **18%** 35-44
 - **19%** 45-54
 - **38%** 55+
- **49%** Female
 - **51%** Male

There is no debating the value of sleep

92%

More than 9 in 10 global adults say sleep is crucial to their overall health and wellbeing.

74%

Approximately three-quarters of global adults say good sleep is the key to a happy marriage.

74%

Approximately three quarters of global adults (and 91% of Americans) say they look forward to sleep.

82%

Over 8 in 10 global adults experience any negative impacts following one bad night's sleep, with adults in France (87%) and Japan (86%) most likely to feel negative impacts

68%

Almost 7 in 10 global adults feel they would have a better quality of life if they got more sleep each night.

Top 3 negative impacts ranked for each country



Netherlands

- 37%** I look tired (e.g. bags under my eyes, dull complexion)
- 36%** I am less productive
- 32%** I am moody/irritable



Germany

- 45%** I look tired (e.g. bags under my eyes, dull complexion)
- 43%** I am less productive
- 42%** I feel unmotivated



United States

- 43%** I look tired (e.g. bags under my eyes, dull complexion)
- 41%** I am less productive
- 39%** I am moody/irritable



France

- 49%** I look tired (e.g. bags under my eyes, dull complexion)
- 39%** I am moody/irritable
- 38%** I am less productive



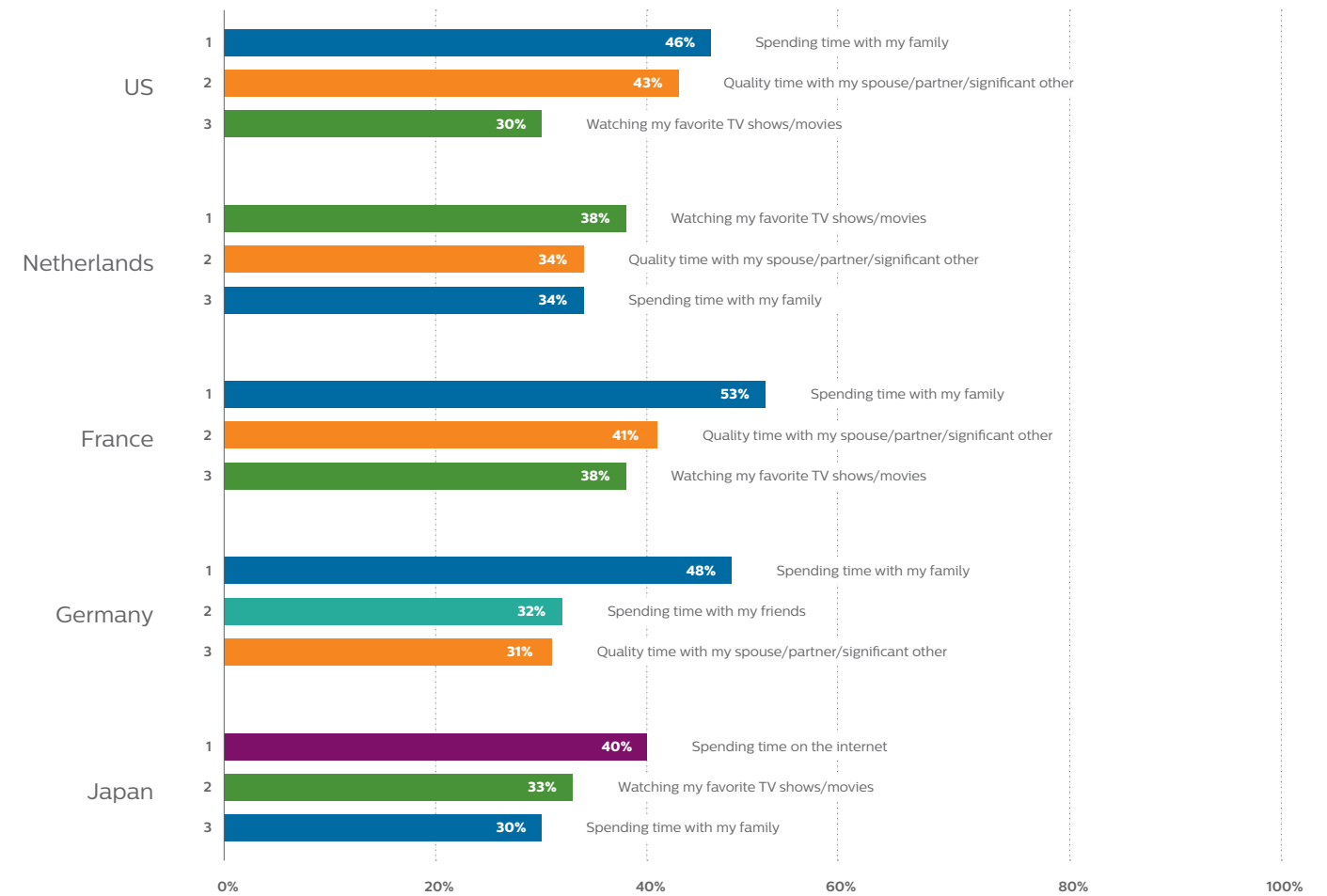
Japan

- 50%** I can't concentrate
- 39%** I feel unmotivated
- 34%** I am in physical pain (e.g. headache, cramping stiff neck)

Where sleep falls in the priority puzzle

Despite how global adults view the benefits of sleep, the reality is that sleep is not a dominant consideration in their lives.

Activities more important than getting a good night's sleep



84%

Over 8 in 10 adults globally say that a variety of activities take precedence over a good night's sleep and may even get in the way of their love life, family, friends, and job.

62%

About 6 in 10 global adults consider themselves a good sleeper, lowest in France (59%) and Japan (58%).

28%

Less than 3 in 10 global adults say a good night's sleep is not a priority in their life.

24%

Approximately one-quarter of global adults say sending late night work emails, when everyone else is sleeping, shows they care more about their job.

What helps people get a good night's sleep



73%

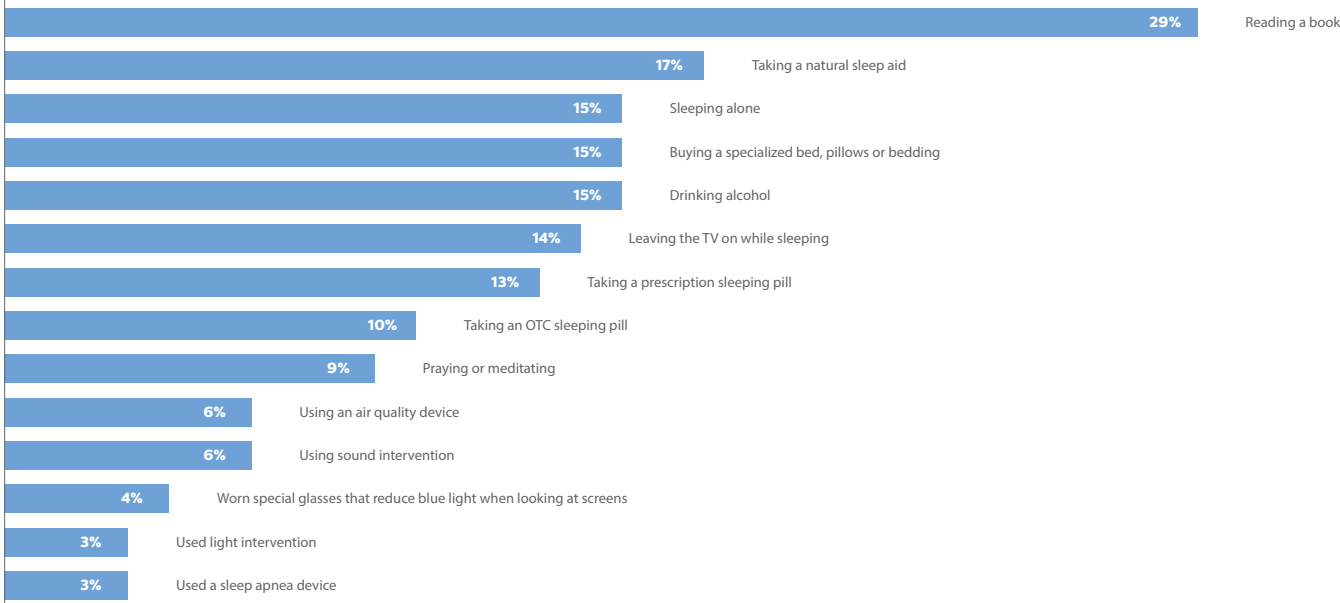
To help guarantee a good night's sleep, nearly three-quarters of global adults have used some sort of strategy.



60%

To support their sleep goals, 6 in 10 adults say they try to stick to a sleep routine, both at home and when they travel.

Tactics global adults use to help guarantee they get a good night's sleep



Insights on the sleep prioritization puzzle



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

While we may appreciate the importance of healthy habits (nutrition, exercise and positive mental health), we don't necessarily always think about how sleep truly factors in to our overall wellbeing. Sleep is uniquely unlike nutrition or exercise in that a single bad night's sleep can give rise to immediate consequences in our performance and safety. And equally important, that how just a few nights of quality sleep can transform our life. We may acknowledge the biological importance of sleep and the detrimental effects on quality of life stemming from chronic lack of sleep. However, for many, sleep is simply not a priority in their lives. We often put work, relationships or other interests ahead of getting a good night's rest, but it's exactly this quality sleep that can improve these other aspects of our lives. Once we start incorporating healthy sleep habits and making them an essential part of our lifestyle, we can begin to lead more productive, successful and fulfilling lives.



Dr. Mark Aloia
Senior Director of Global Clinical Research, Philips

There is little room for debate that we place a high value on sleep and understand its importance. Yet, our actions and behaviors seem to conflict with that value. We continue to prioritize several things over sleep, a vital component to our overall health and everyday wellness. As our careers take precedence over a good night's sleep, we see two side effects, especially at a young age. First, we begin to see the negative impacts, including waning productivity, motivation and concentration that directly affect our performance at work. Second, we likely develop a pattern for our adult lives that will be difficult to change.

Another interesting finding from the survey is that people will prioritize spending time with their partner over sleep. At first glance, this seems like a thoughtful reflection on the value we place on human connection. Yet, I find it contradictory that people say sleep is important to a relationship, but are willing to give up sleep to spend more time with their spouse or partner. What might be even more relevant is how we spend time with a spouse or partner. If we lie in bed on our phones, surfing the Internet or watching TV, rather than actually connecting, we must ask ourselves if our efforts are truly rewarding to our connection. If we want to prioritize our relationships, disconnecting from technology to connect with each other seems more valuable than discounting the benefits of sleep.



To learn more about the importance of sleep and the prevalence of undiagnosed sleep disorders, visit **www.sleepapnea.com**