

Sleep and Stress

FEBRUARY 2024



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Background & Methodology

- Since 1996, the Better Sleep Council has conducted research to understand and track changes in consumer attitudes towards sleep and health, and their mattress purchasing decision -making.
- The overarching objective of this research has been to inform the communication strategy of the industry, and to educate consumers about the health benefits of sleeping on a quality mattress and regular mattress replacement.
- The current research was conducted to inform a social media campaign centered around sleep and stress.



An online survey was conducted
February 8 -9, 2024



Total Respondents = 535

- Adults ages 18+
- US residents



Key Findings



ONLY ONE IN FOUR US ADULTS SAY THEY GET AT LEAST 8 HOURS OF SLEEP PER NIGHT

Yet 43% of adults say they need at least 8 hours of sleep per night to feel well-rested and energized in the morning

BODY ACHES AND PAINS ARE THE PRIMARY BARRIER TO A GOOD NIGHT'S SLEEP

However, younger adults most frequently cite stress or worries about relationships/ family and their finances as barriers

ONE IN THREE ADULTS REPORT EXPERIENCING STRESS OFTEN OR VERY OFTEN

Younger adults report experiencing stress more frequently than older adults do

THE MOST FREQUENTLY CITED TECHNIQUES TO REDUCE OR RELIEVE STRESS ARE LISTENING TO MUSIC AND EXERCISING

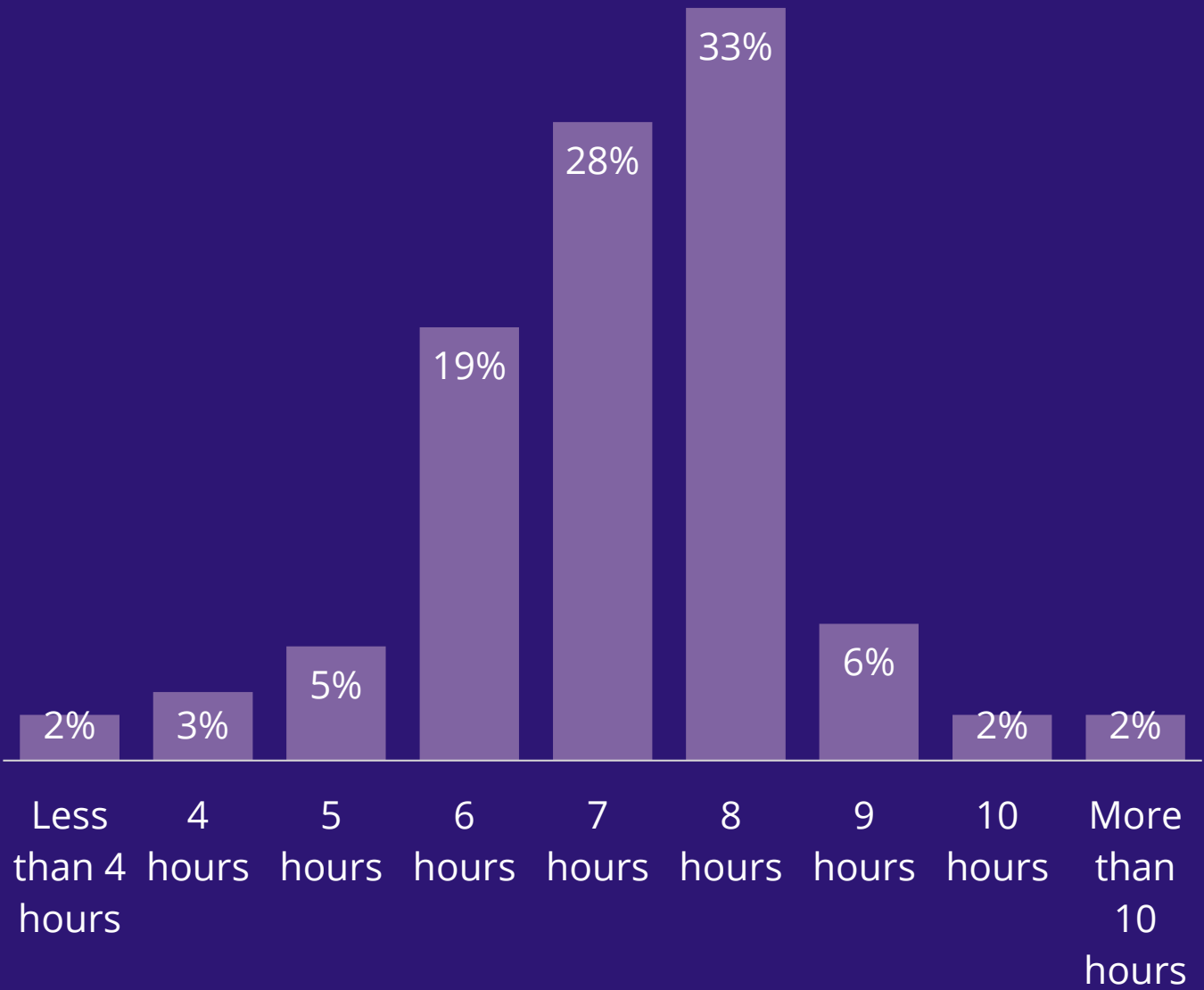


Detailed Findings

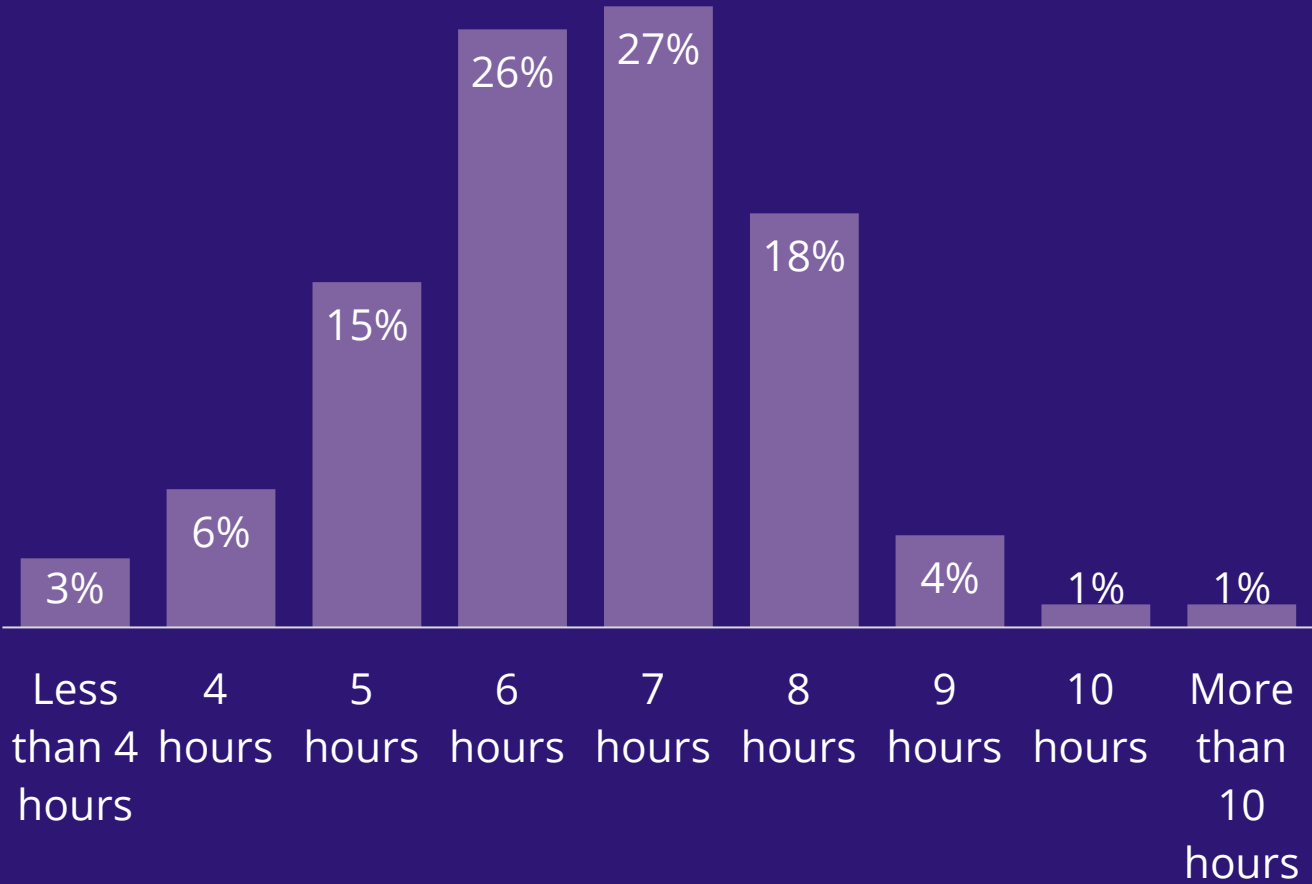


Six in 10 US adults say they need 7 -8 hours of sleep to feel well-rested and energized in the morning, yet only 45% say they get that amount

Hours of Sleep Needed to Feel Well-Rested and Energized in the Morning



Average Hours of Sleep Per Night

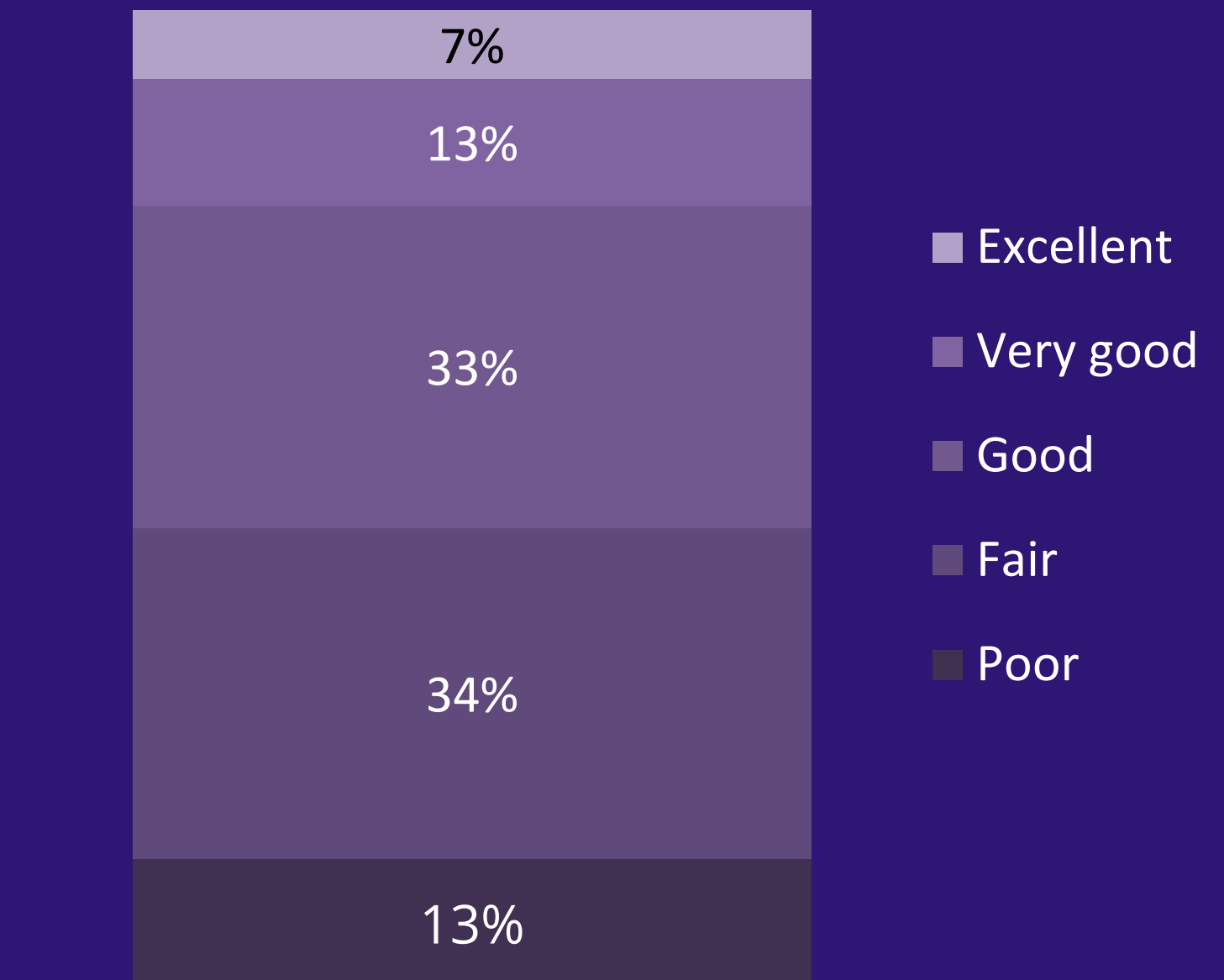


Q1. How many hours of sleep do you need each night to feel well-rested and energized in the morning? Base: All qualified respondents; N=535
Q2. During the past two weeks, on average, how many hours of sleep did you get each night? Please round to the nearest number of hours. Base: All qualified respondents; N=535

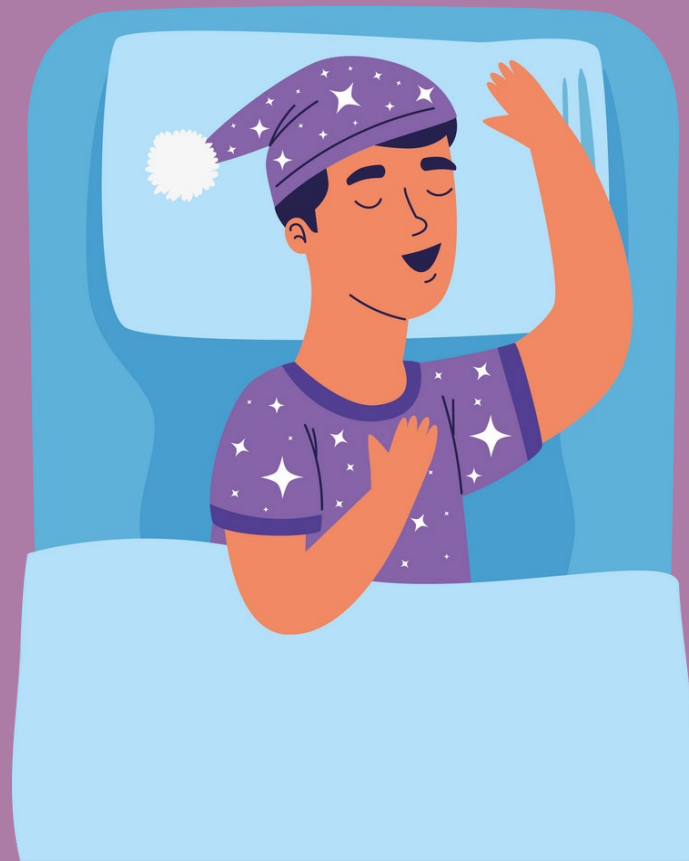
Nearly half of adults (47%) say their sleep quality in the past two weeks was only fair or poor



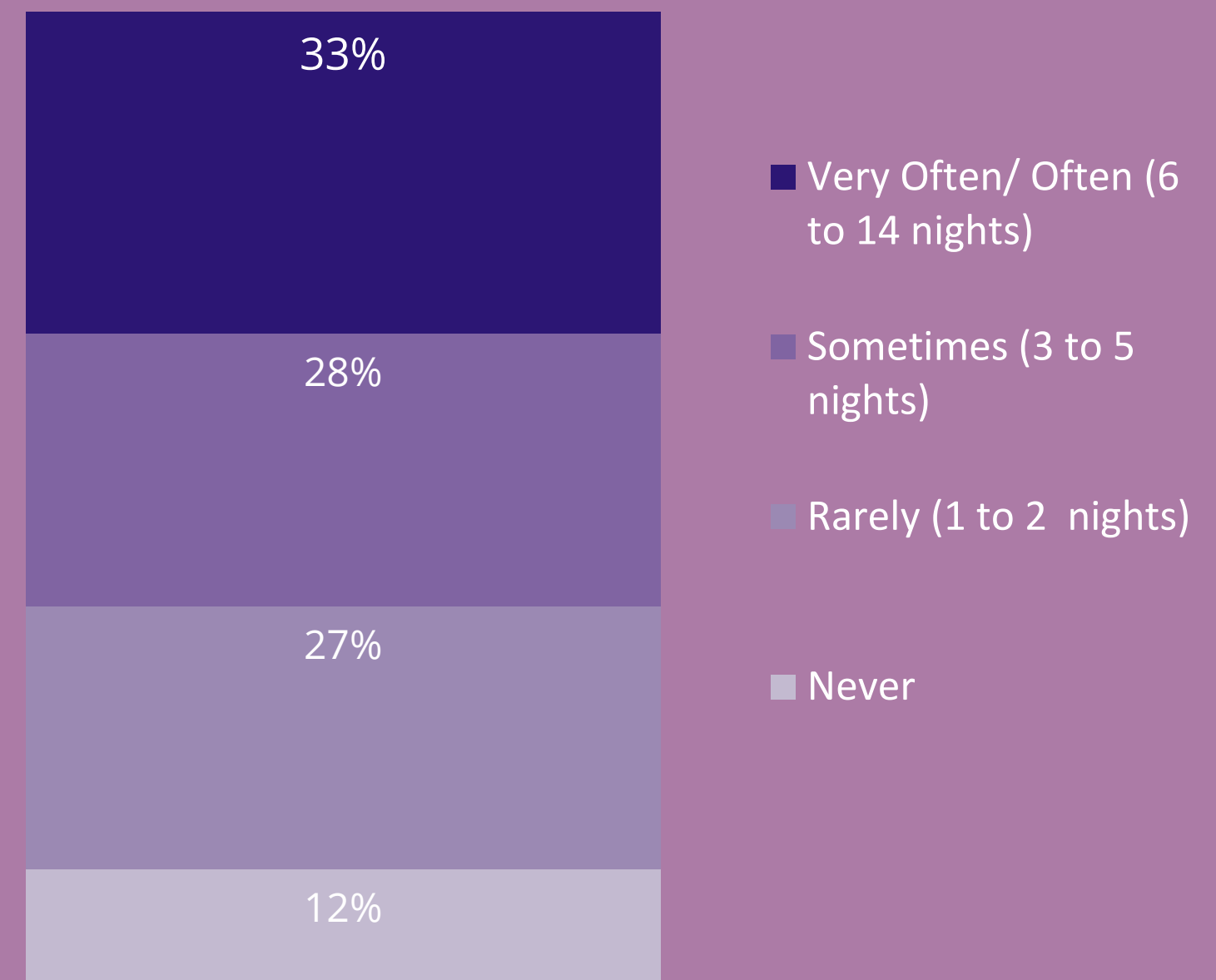
Sleep Quality in Past 2 Weeks



One-third of US adults say they frequently wake up feeling refreshed and well-rested



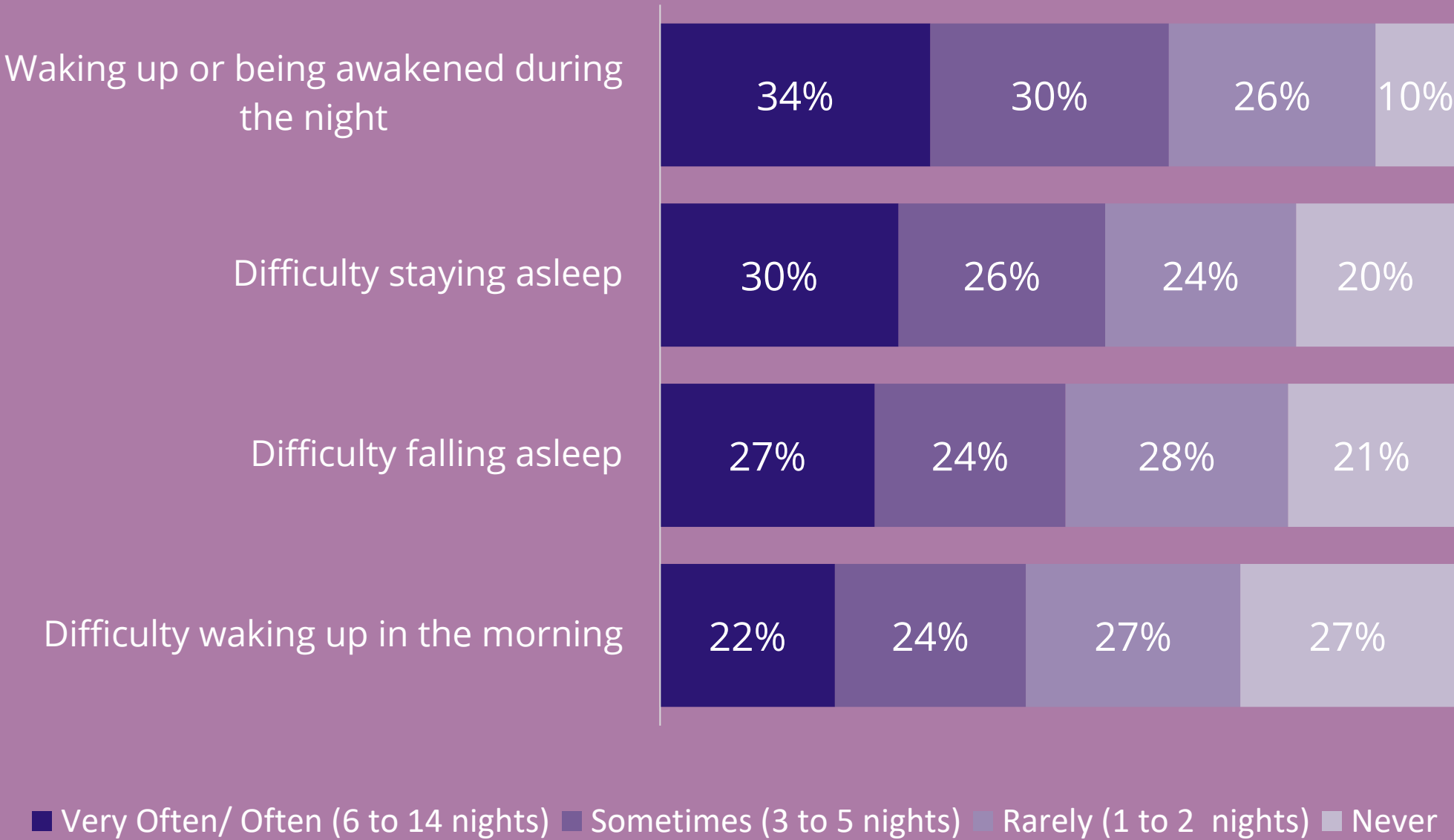
During the past two weeks, how often have you woke up feeling refreshed and well-rested?



At least half of US adults
often or sometimes
encounter challenges in
falling asleep or staying
asleep, and waking up
during the night



During the past two weeks, how often have you
experienced each of the following?

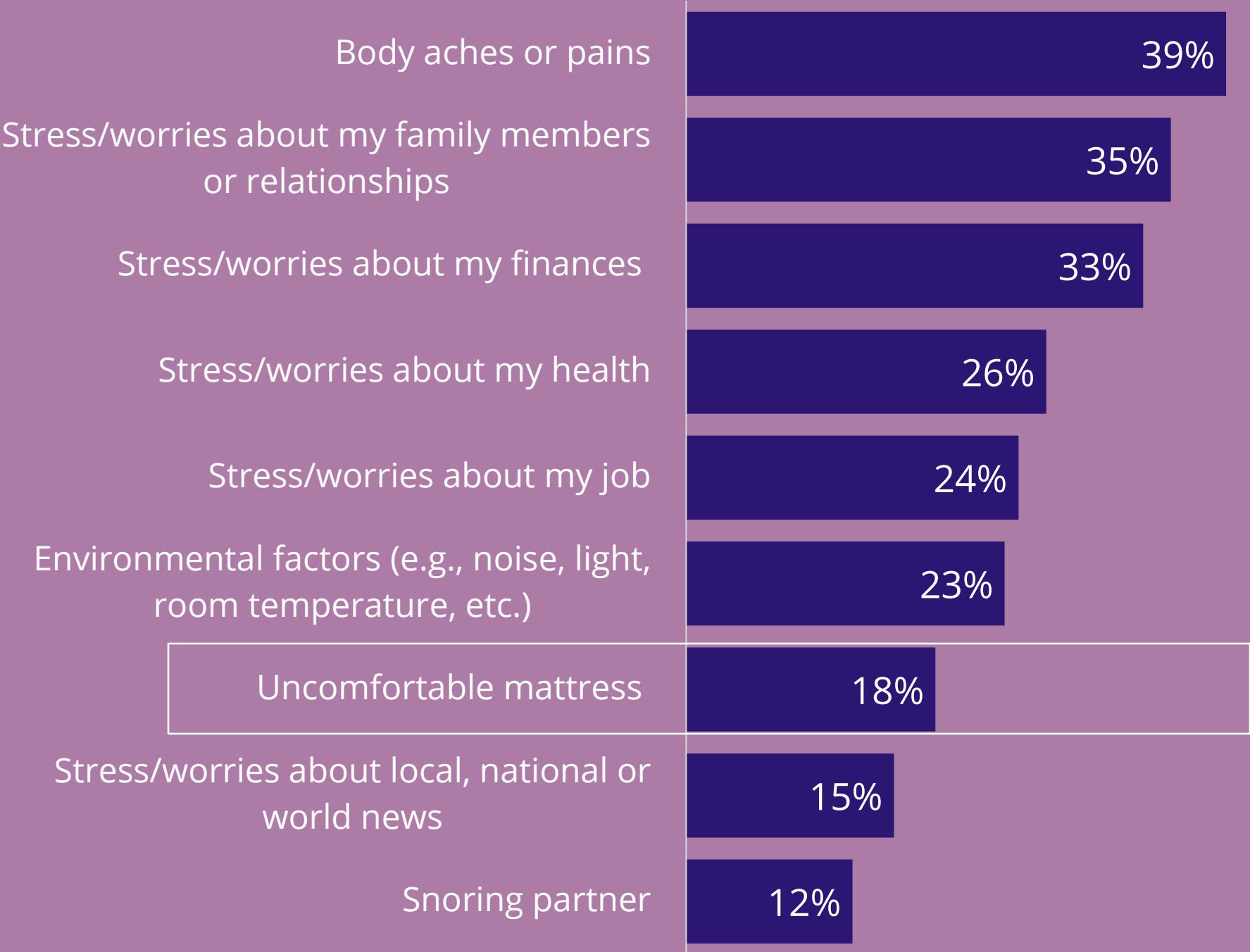


Q4. During the past two weeks, how often have you experienced each of the following? Base: All qualified respondents; N=535

Body aches or pains are the leading factor preventing adults from having a good night's sleep, followed by stress or worries about family or relationships and stress or worries about finances



Main Things That Prevent a Good Night's Sleep



Q5. What are the main things that prevent you from getting a good night's sleep? Please select all that apply. Base: All qualified respondents; N=535

Younger adults are nearly three times more likely than older adults to say stress/worries about their jobs prevent a good night's sleep

Younger adults are also twice as likely than older adults to cite environmental factors as a contributing cause



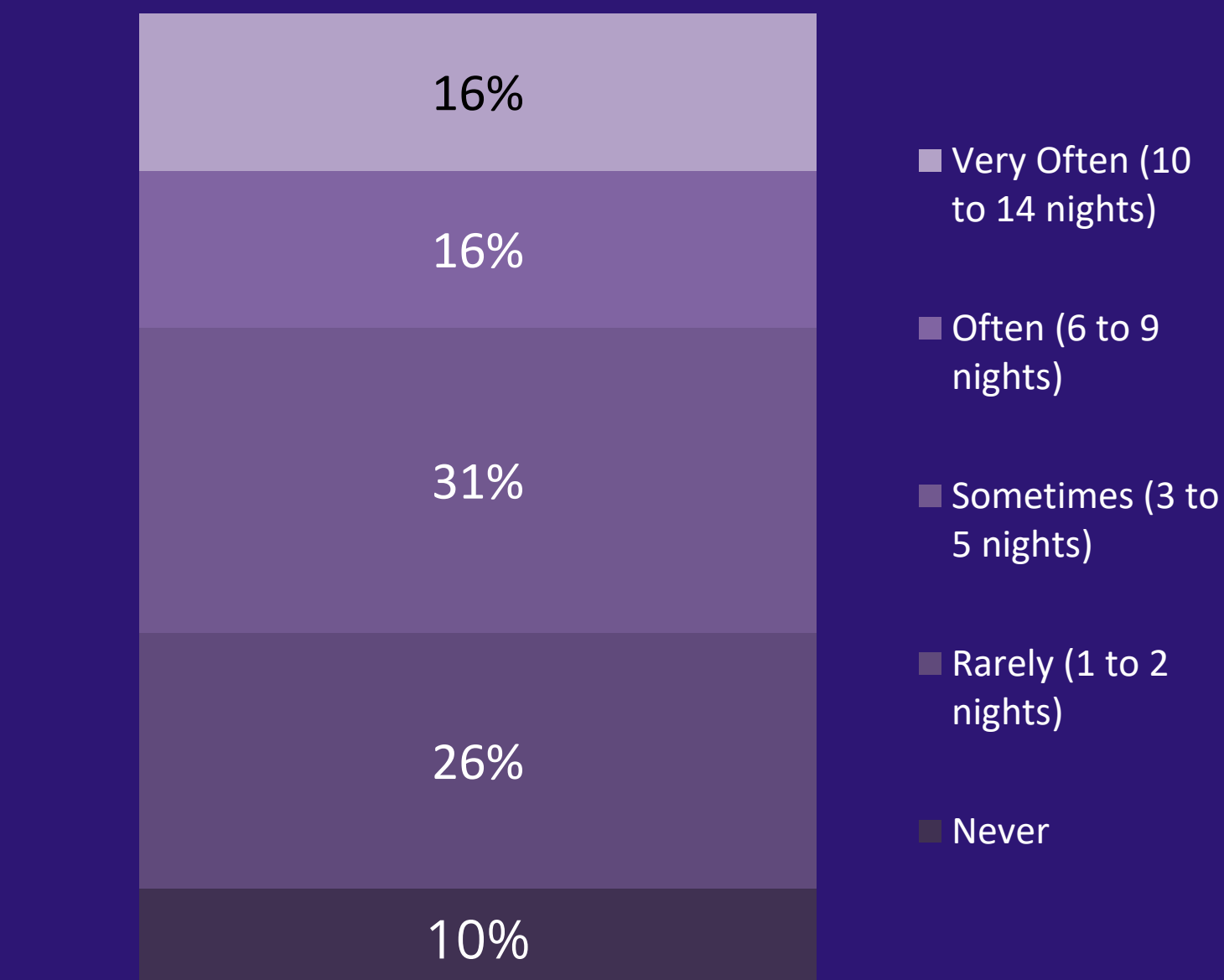
Main Things That Prevent a Good Night's Sleep





One-third of adults say they have felt stressed very often or often during the past two weeks

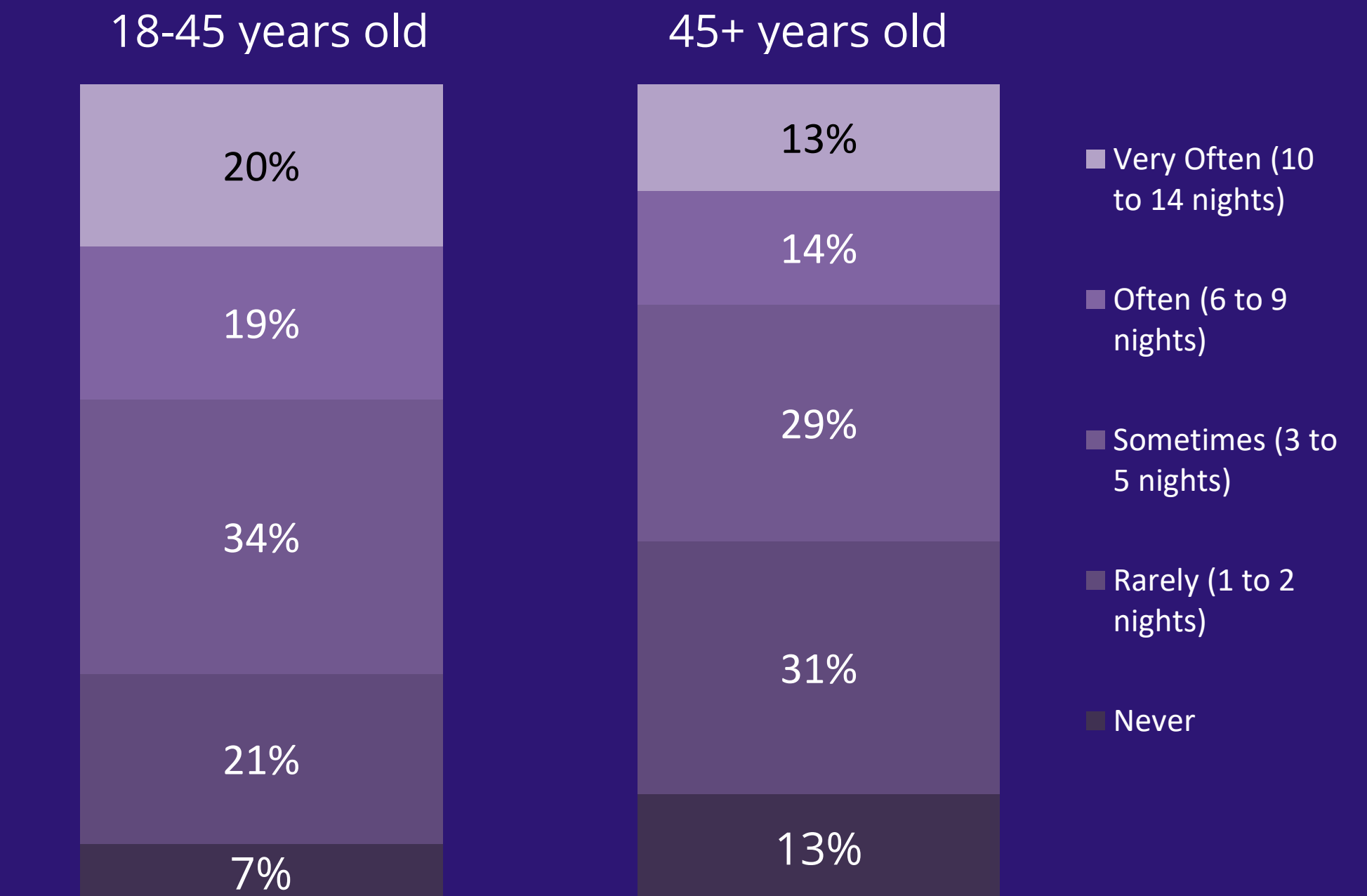
During the past two weeks, how often have you felt stressed?





Younger adults are more likely to report feeling stressed more often than older adults

During the past two weeks, how often have you felt stressed?

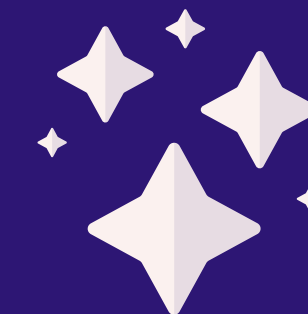




The top ways that US adults relieve stress are by listening to music and exercising

Which of the following do you do to reduce or relieve feeling stressed?





If your mattress could talk, what would it say about your sleep habits?

YOU DON'T SPEND
ENOUGH TIME IN BED

23%

YOU ARE A DEEP
SLEEPER

29%

YOU TOSS AND TURN
A LOT

56%

NONE OF THE ABOVE

11%



Q7. If your mattress could talk, what would it say about your sleep habits? Please select all that apply. Base: All qualified respondents; N=535



Demographic Profile



Demographic Profile

	Total N=535
Age	
18-34 years	30%
35-54 years	38%
55+ years	32%
Gender	
Male	48%
Female	52%
Region	
Northeast	21%
South	22%
Midwest	36%
West	21%
Marital Status*	
Married/Living together	50%
Single	32%
Divorced/Separated/Widowed	16%

Note: *Data may not sum up to 100% due to the prefer not to answer option

	Total N=535
Ethnicity*	
Caucasian / White	74%
African American / Black	14%
Asian / Asian American	4%
Other	7%
Hispanic Ethnicity*	
Yes	10%
No	88%
Household Income*	
Less than \$20,000	14%
\$20,000 - \$49,999	26%
\$50,000 - \$99,999	35%
\$100,000 or more	22%
Children in Household*	
Yes	38%
No	61%

Demographic Profile

Total N=535	
Education*	
Less than college degree	58%
College or more	40%
Employment Status*	
Employed	76%
Not employed	19%

Note: *Data may not sum up to 100% due to the prefer not to answer option

