# Sleep and Stress

FEBRUARY 2024







### 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 NIGHTS 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



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

7%	
13%	
1370	
33%	
34%	
13%	

Excellent ■ Very good Good Fair Poor



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?



- Very Often/ Often (6 to 14 nights)
- Sometimes (3 to 5 nights)
- Rarely (1 to 2 nights)



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?

Waking up or being awakened du the night

Difficulty staying as

Difficulty falling as

Difficulty waking up in the mor

ıring	34%		30%		26%		6	10%	
leep	30%		26%	, 0		24%		20	)%
leep	27%		24%	ó í		28%		21%	
ning	22%	24	1%	2	27%			27%	<i></i> 0

■ Very Often/ Often (6 to 14 nights) ■ Sometimes (3 to 5 nights) ■ Rarely (1 to 2 nights) ■ Never



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

Body aches or pains

Stress/worries about my family members or relationships

Stress/worries about my finances

Stress/worries about my health

Stress/worries about my job

Environmental factors (e.g., noise, light, room temperature, etc.)

Uncomfortable mattress

Stress/worries about local, national or world news





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 a re a lso twice as likely than older adults to cite environmental factors as a contributing cause



#### Main Things That Prevent a Good Night's Sleep

Stress/worries about my family members or relationships

Stress/worries about my finances

Stress/worries about my health

Stress/worries about my job

Environmental factors (e.g., noise, light, room temperature, etc.)

Uncomfortable mattress

Stress/worries about local, national or world news

- Body aches or pains

  - Snoring partner







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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?



Q6. During the past two weeks, how often have you felt stressed? Base: All qualified respondents; N=535

16%	I
16%	
31%	
26%	
 10%	

- Very Often (10 to 14 nights)
- Often (6 to 9 nights)
- Sometimes (3 to 5 nights)
- Rarely (1 to 2 nights)
- Never



	During the past t	wo
	18-45 years old	
	20%	
	19%	
Younger adults are more likely to report feeling stressed more often than	34%	
older adults	21%	

7%

### vo weeks, how often have you felt stressed?

#### 45+ years old

13%	Very Often (10
14%	to 14 nights) Often (6 to 9
	nights)
29%	<ul><li>Sometimes (3 to 5 nights)</li></ul>
31%	Rarely (1 to 2 nights)
	Never
13%	





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

Get a good night's sleep

Spend time with friends

Participate in outdoor activities

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

Engage in artistic and creative activities





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





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



### YOU TOSS AND TURN A LO T 56%

#### NONE OF THE ABOVE

11%



## 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%

Ethnicity*   Caucasian / White   African American / Bla   Asian / Asian America   Other   Other   Hispanic Ethnicity*   Yes   No   Household Income*   \$20,000 - \$49,999   \$20,000 - \$49,999   \$100,000 or more   \$100,000 or more   Yes   No	
African American / Bla Asian / Asian America Other <b>Hispanic Ethnicity*</b> Yes No Household Income* Less than \$20,000 \$20,000 - \$49,999 \$50,000 - \$99,999 \$100,000 or more <b>Children in Househo</b> Yes	Ethnicity*
Asian / Asian America Other Hispanic Ethnicity* Yes Yes No Household Income* Less than \$20,000 \$20,000 - \$49,999 \$50,000 - \$99,999 \$100,000 or more Children in Househo Yes	Caucasian / White
Other         Hispanic Ethnicity*         Yes         No         Household Income*         Less than \$20,000         \$20,000 - \$49,999         \$50,000 - \$99,999         \$100,000 or more         Yes         Yes	African American / Bla
Hispanic Ethnicity*         Yes         No         Household Income*         Less than \$20,000         \$20,000 - \$49,999         \$50,000 - \$99,999         \$100,000 or more         Yes	Asian / Asian America
Yes         No         Household Income*         Less than \$20,000         \$20,000 - \$49,999         \$50,000 - \$99,999         \$100,000 or more         Children in Househood         Yes	Other
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Household Income*         Less than \$20,000         \$20,000 - \$49,999         \$50,000 - \$99,999         \$100,000 or more         Children in Househood         Yes	Yes
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\$20,000 - \$49,999 \$50,000 - \$99,999 \$100,000 or more <b>Children in Househo</b> Yes	Household Income*
\$50,000 - \$99,999 \$100,000 or more <b>Children in Househo</b> Yes	Less than \$20,000
\$100,000 or more Children in Househo Yes	\$20,000 - \$49,999
<b>Children in Househo</b> Yes	\$50,000 - \$99,999
Yes	\$100,000 or more
	Children in Househo
No	Yes
	No

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

#### Total N=535 74% / Black 14% 4% rican 7% 10% 88% 14% 26% 35% 22% ehold\* 38% 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





