



PHILIPS

Global sleep survey

Better sleep, better health:

A global look at why we're still
falling short on sleep



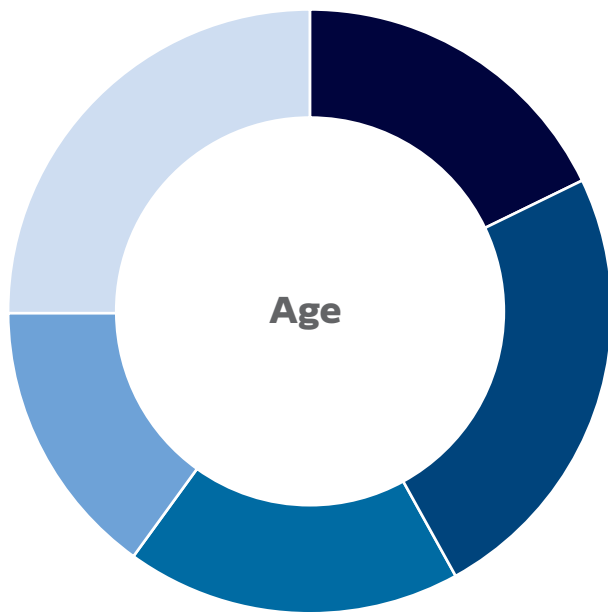
Introduction and **Methodology**

Sleep, like nutrition and exercise, is a key pillar to maintaining a healthy lifestyle. Sleep impacts everything that we do, and when we are facing sleeping difficulties, it often means we're not operating as our best selves – at home, at work, at play or really anywhere.

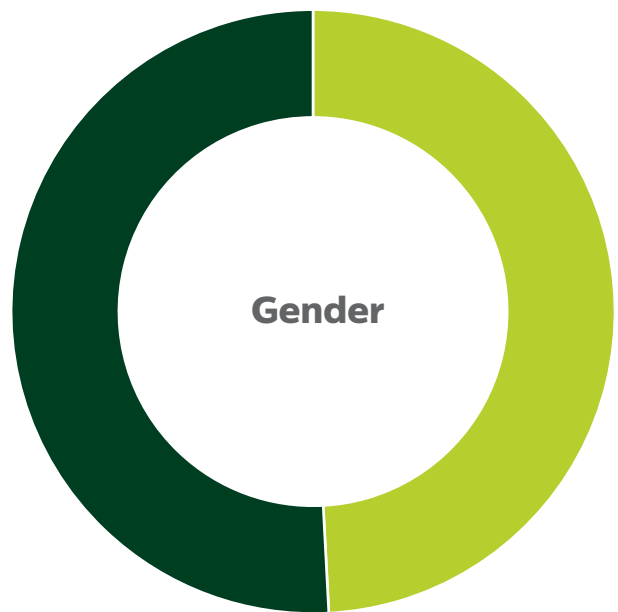
Despite the reality that sleep plays such a vital role in overall health and well-being, people across the globe often don't make a sleep a priority, favoring the many things that "have" to be done in their busy days over factoring in the sleep as they need to in order to get a good night's rest. In recognition of World Sleep Day 2018, Philips commissioned a survey conducted by Harris Poll, which looks at how people in 13 countries, Australia, Argentina, Brazil, China, Colombia, France, Germany, India, Japan, Mexico, Poland, UK, and U.S. factor in sleep to their daily lives and to get a better sense of how people perceive sleep as part of their health and wellness. With this survey data, Philips aims to amplify the critical importance of restful sleep to the entire world through education and engagement.

This survey was conducted online by Harris Poll on behalf of Philips between February 1-13, 2018 among adults ages 18+ in the U.S. (n=2,077, Australia (n=1,032), Argentina (n=1,211), Brazil (n=1,034), China (n=1,010), Colombia (n=1,353), France (n=1,029), Germany (n=1,078), India (n=1,032), Japan (n=1,085), Mexico (n=1,130), Poland (n=1,013), and the UK (n=1,026).. 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 and subgroup sample sizes, please contact Meredith Amoroso at meredith.amoroso@philips.com.

Demographics



- **18%** 18-24
- **24%** 25-34
- **18%** 35-44
- **15%** 45-54
- **25%** 55+



- **51%** Female
- **49%** Male

Countries surveyed

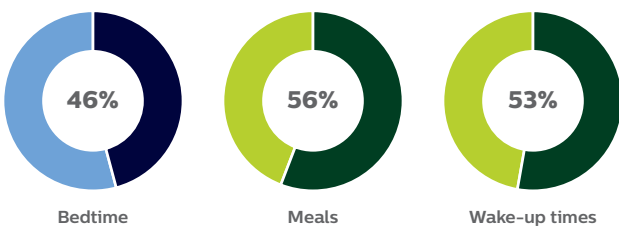
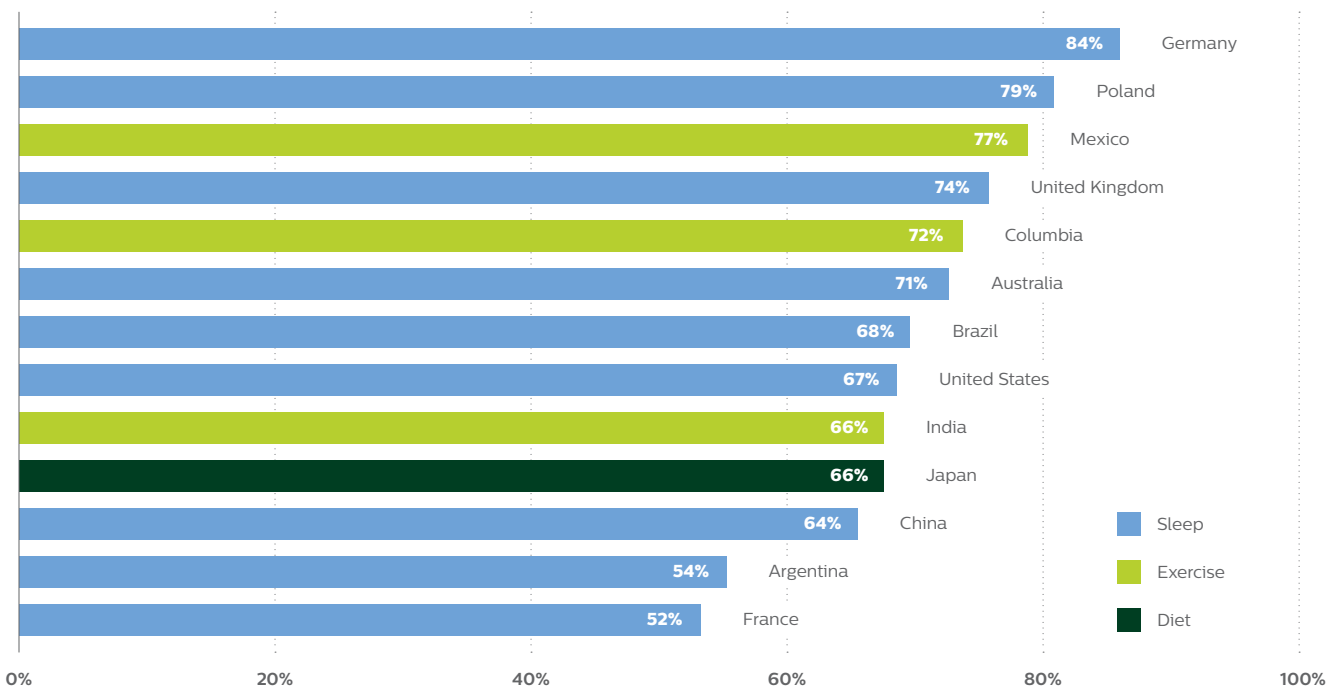


Sleep is important, but **isn't a priority**

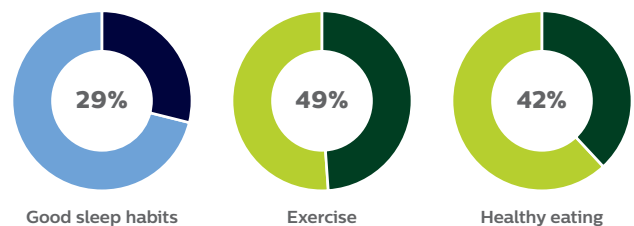
Globally, the majority of adults (67%) recognize the significant impact sleep has on their overall health and wellbeing, even surpassing exercise (59%), financial security (56%) and diet (49%).

Sleep is the top factor cited that has the most significant impact on overall health and well-being in nine out of 13 countries surveyed:

Top factor that significantly impacts overall health



Despite the recognition that sleep is important to overall health, more global adults follow a set schedule for meals (56%) and wake-up time (53%) than for bedtime (46%).



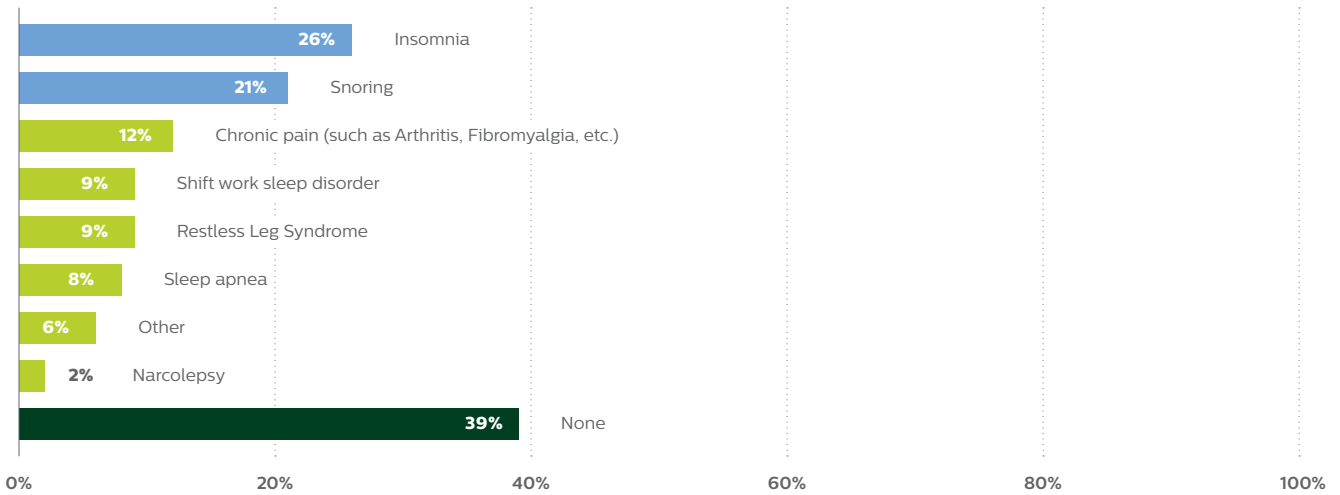
Only 29% of global adults say they feel guilty about not maintaining good sleep habits regularly, while far more feel guilt around not regularly exercising (49%) or not eating healthy regularly (42%).

What keeps us up

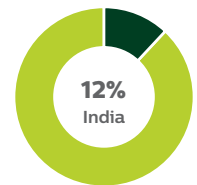
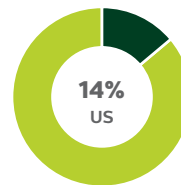
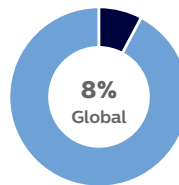
While most people recognize sleep is important and many admit that they prioritize other pieces of the health equation like exercise and nutrition over sleep, global adults shared what other barriers they face to getting a good night's sleep – and the impacts they feel.

Over six in 10 global adults (61%) have some kind of medical issue that impacts their sleep including insomnia (26%) and snoring (21%).

Medical issues affecting sleep



Despite the prevalence of snoring, the number one indicator of having sleep apnea, only 8 percent of global adults said they suffered from sleep apnea that impacts their sleep, though that number jumped significantly for US adults (14%) and those from India (12%).



Suffer from sleep apnea



58%

Worrying is by far the top offender of disrupted sleep in the past three months for nearly 6 in 10 global adults.



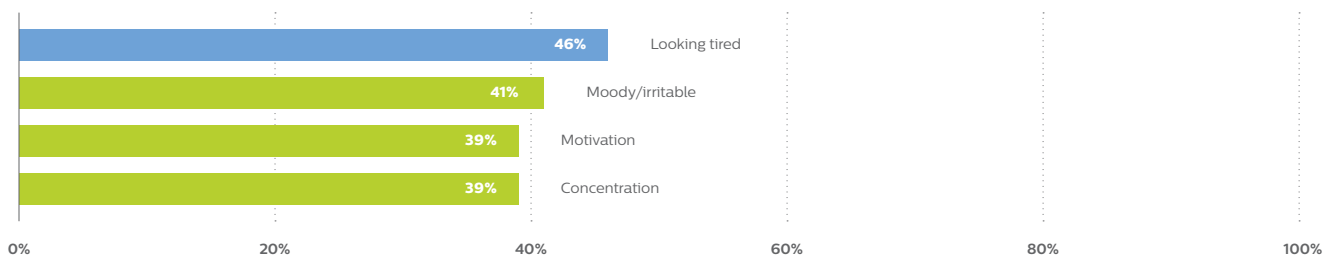
34%

In particular, worrying about financial or economic issues is the top worry among nearly all countries.

How it **impacts us**

For global adults who have ever had a bad night's sleep (less than the recommended 7-9 hours), the impact is experienced in their appearance (looking tired 46%), their mood (moody/irritable 41%), motivation (39%) and concentration (39%).

Impacts of sleeplessness



Poor sleep interferes with work



39%

of those in Colombia and Mexico claim they are less productive at work.



36%

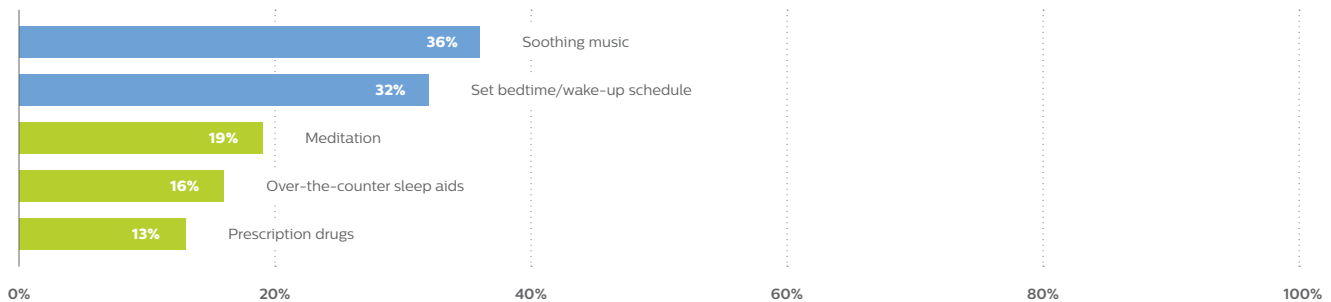
of those in Poland have trouble staying awake at work and in public.

What we've tried in order to **get better sleep**

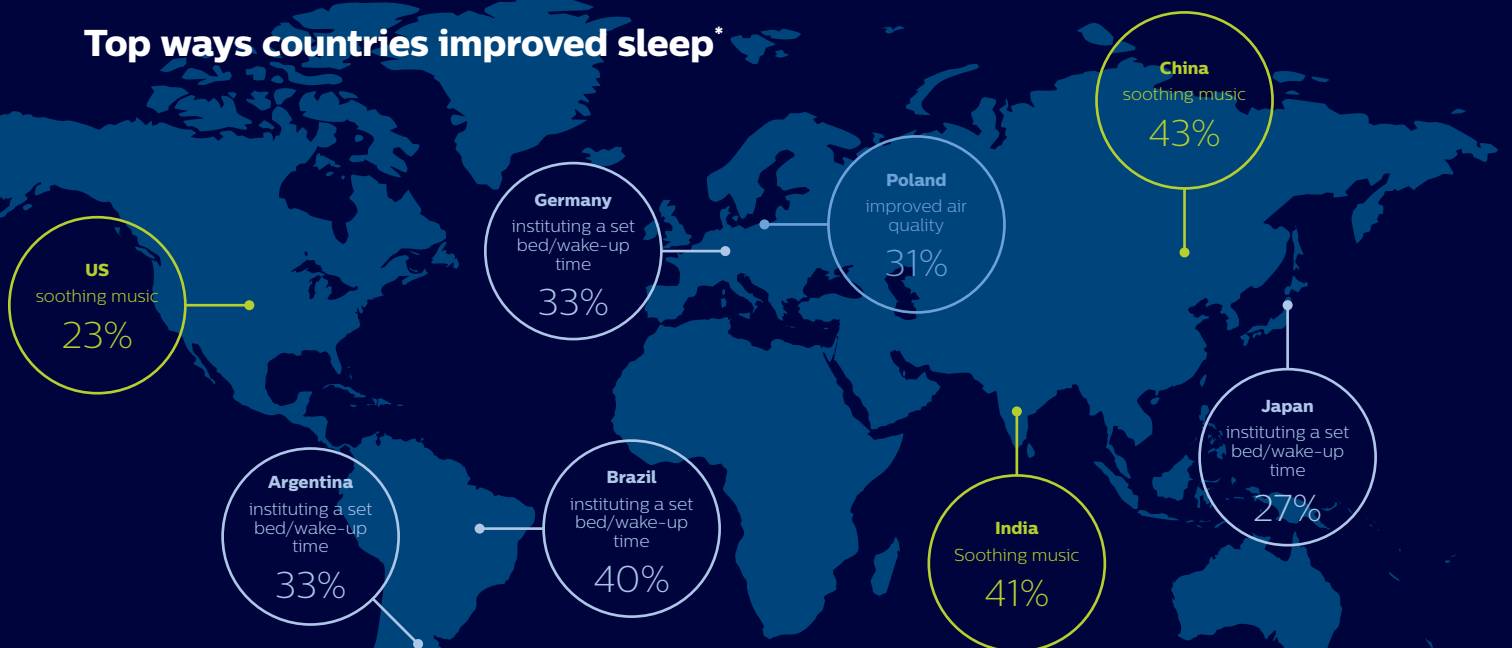
While we don't always do a great job at sticking to a sleep schedule, adults across the globe have tried to address their challenges with sleeping in a multitude of ways.

Globally, over three-quarters of adults (77%) have taken action to improve their sleep. Primarily, adults globally have turned to soothing music (36%) or instituting a set bedtime/wake-up schedule (32%), more so than meditation (19%), over-the-counter sleep aids (16%) or prescription drugs (13%).

Actions taken to improve sleep



Top ways countries improved sleep*



* Among those who have done something to improve their sleep

Insights on global sleep health



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

When considering sleep and its importance, we must consider a person's unique experiences as well as the prevailing social norms and expectations – our community has a huge impact on supporting or hindering our efforts to achieve healthier sleep and wake habits. Thus, addressing barriers to good sleep, including getting sufficient sleep each night, should involve understanding the needs and priorities of an individual as well as the shared beliefs and attitudes of one's family, associates, friends and society about sleep.



Dr. Mark S. Aloia, PhD
Global Lead for Behavior Change, Philips

While we realize the sense of urgency to focus on sleep, we don't know with confidence what to do to make it better. Confidence is the greatest predictor of change, even more so than urgency. The survey suggests sleep in the public health realm is being heard, but points strongly to people lacking confidence in knowing what to do to improve their sleep. There are many choices in the crowded market of sleep, but without the right guidance and an understanding of the true sleep problem and how sleep can greatly improve overall health, people will find it hard to stick with a viable solution long enough to see the benefits. With more awareness and education on available scientifically-validated solutions, we can help the general populous identify their sleep problems and provide the best treatment option based on that problem to get better sleep. We are at a critical point, but the best news is that solutions exist and people can live better, more restful lives.



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

People are impacted by sleep problems in different ways. Some people have a sleep disorder that doesn't allow reasonable quality sleep, while others simply don't prioritize sleep. Individuals with a sleep disorder rarely discuss this with their physician and often try to solve the problem on their own. People who don't make sleep a priority often don't realize how one night of bad sleep can impact cognitive function and health. Inadequate sleep can have an immediate impact on our wellbeing unlike exercise or diet as well as long-term health consequences.

Whether you have a sleep disorder or simply don't allow adequate time to sleep, both challenges have available remedies but require effort from the individual to solve the problem. It is critical to understand that how well and how long we sleep on any given night is the single most important variable dictating how we feel. While other priorities may usurp the time needed for sleep from time to time, we need to keep sleep in mind as we organize our life.



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