

## Premier Inn reveals women call the shots in the bedroom

Submitted by: pr-sending-enterprises

Friday, 23 November 2012

---

Premier Inn has revealed it's a battle of the sexes when it comes to choosing which side of the bed is best for a good night's sleep.

One in ten (10%) couples admit to having a blazing row about who gets what side of the bed. However, it's women who have the final say in the bedroom leaving more than one in twenty (6%) men unhappy with the side they end up with.

The study, carried out by the UK's best value hotel chain\* showed that more than a third (35%) of adults maintained a traditional approach to sleeping arrangements and were in agreement that men should sleep nearest the door in case of intruders. However one in ten women (10%) admitted to claiming the side nearest the door in case their young children wander in during the night.

The research, which questioned 2,000 adults, found one in twenty (5%) Brits chose the side of the bed they sleep on to get a better view of the TV, with the same amount choosing to be near a radiator.

Other factors respondents named as to which side of the bed they wanted were getting away from road noise (5%), crying babies (7%) and more floor space on a certain side (5%). Of the couples polled, a whopping four out of five (80%) say they have slept on the same side of the bed since the beginning of their current relationship. Such is the importance of maintaining the preferred side that six out of ten (60%) people fail to sleep properly if they do not sleep on their preferred side of the bed.

The study found that almost half (46%) of adults look to claim a certain side of the bed when staying in a hotel. The most popular requirements are cited as 'the side nearest the door' (6%) but, perhaps bizarrely, nearly one in fourteen (7%) insist on sleeping next to a wall.

A racy 15% of Brits do like to switch sides occasionally to 'spice things up' and more than one in five (22%) state they slept on a different side with an ex-partner. Almost one in five (19%) said the 'other' side simply isn't as comfortable, with the same amount insistent of sleeping close to personal belongings on their own bedside table.

To ensure all those who stay are comfortable with their chosen side of the bed, Premier Inn hotels (<http://www.premierinn.com/>) are offering guests the chance to reserve their preferred sleeping side ahead of arrival (terms and conditions apply).

Claire Haigh added: "At Premier Inn we like to do all we can to ensure our guests have a good night's sleep. If choosing which side of the bed to sleep on is causing any lover's tiffs or resulting in any unsettled slumber we hope our offer to reserve a side, as well as our king size beds and comfortable pillows, will put an end to this."

- Ends -

Notes to editors:

\*Best Value Hotels in the UK: Research conducted by YouGov found Premier Inn top in BrandIndex Value measure when reviewing all data between 1 January 2011 and 31 December 2011. All data was collected using an online survey and respondents were members of the YouGov panel. The 21,383 strong research sample for this study was sampled and weighted to a UK nationally representative 18+ adult profile. Fieldwork was conducted daily, between 1 January 2011 and 31 December 2011.

#### About Premier Inn

Award-winning Premier Inn is the UK's best value hotel brand with over 600 budget hotels and more than 50,000 rooms across the UK and Ireland. Premier Inn bedrooms feature en-suite bathrooms, TV with Freeview, and Wi-Fi internet access. All Premier Inns feature a bar and restaurant offering a wide range of food choices.

#### PR Contact:

Sara Lincoln  
Frank PR  
3rd Floor  
Centro 4  
20-23 Mandela Street  
London  
NW1 0DU  
0207 693 6999  
[www.premierinn.com](http://www.premierinn.com)