

New sleep survey reveals what Britons really get up to behind the bedroom door

Submitted by: Sid

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The State of the Nation's Sleep - 2018 survey results revealed

Scotland four times as frisky as the South West

[London; Thursday August 9, 2018] A new survey, based on hundreds of responses, has taken a peek behind the nation's bedroom door to reveal what us Brits really get up to when the lights go out.

Headline findings:

The people of Scotland take the title of the UK's most amorous

Millennials are bedroom multitaskers, seeing more action than the preceding generations but also more likely to send work emails from their bed

The most popular bedroom activity is... watching TV!

The State of the Nation's Sleep 2018 survey was commissioned by the sleep brand Sid to understand the bedroom habits and sleeping patterns of the United Kingdom.

The survey examined both the generation gap - comparing responses from Baby Boomers (those born before 1964), Generation X (born between 1965 and 1980) and Millennials (those born after 1981) - and regional differences in what happens when the lights go out.

Sifting through the hundreds of responses to the study, the leading mattress company identified a number of key trends and several slumber-themed surprises:

Nationally, nearly one in ten Brits go to sleep with a pet in their bedroom, whilst a quarter of us now watch TV in bed

And according to the study, over half of us go to bed on a mattress over five years old.

The UK's most loved-up region is Scotland, with 44% of respondents saying that 'getting amorous' is one of the main activities in the bedroom. This compares to a national average of 25%, and is four-times higher than the South West, where only 11% of people say lovemaking is a major factor in their bedroom.

We are said to be a nation of pet lovers, and nowhere do people love their furry friends more than the North West. 25% of respondents said they went to sleep with a pet in their bedroom (nationally: 7%).

We're finding it harder and harder to switch off from work. 10% of us say that checking emails is now a 'major bedroom activity'. Millennials particularly feel the pressure, with nearly double the national

average regularly checking in (18% of Millennials). The hardest working region? The East, with 33% of respondents saying they regularly check emails in bed.

Finally, Wales is the most shy region in the country. Only 15% have sex with the lights on, compared to a national average of 30%

What does it all mean?

Sid's Chief Sleep Officer said our changing bedroom habits are not surprising: "With an 'always on culture' it's no wonder mobile devices are so prevalent in our bedrooms.

"But to ensure a good night's sleep, limit mobile activity in the last half hour before bed - the blue light can interfere with circadian rhythms which regulate sleep

"With half of us sleeping on a mattress over five years old, many could see a sleep improvement with a mattress update. Do you know your old sprung mattress can contain millions of mites, and several ounces of skin, oil and sweat?!

"In the past five years, advances in sleep technology means a modern mattress offers a cooler, hygienic and more supportive sleep. "

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Notes to editors:

Expanded survey findings can be found below.

For interview requests and/or hi-res imagery, contact: pr@sleepwithsid.com

Please ensure the survey is cited: www.sleepwithsid.com

About Sid, the commissioner of the study: Sid is a fashion-forward, innovative sleep brand tailored to the individual.

Our signature mattress harnesses some of the planet's most advanced sleep technology to deliver, simply, a better night's sleep. Sid's unique Switch system allows the user to quickly and simply update the look of their bedroom to ensure Sid always remains on-trend - all backed by a pedigree manufacturing history.

A brand built on design, research and expertise, Sid delivers sleep apparatus for the dedicated.

Sid State of the Nation's Sleep findings (with selected outliers)

Nationally:

Who do we go to bed with?

All by myself

28%

Partner

55%

Pet

7%

Phone

7%

What do we do in the bedroom ?

(Adds up to more/less than 100% as respondents could name up to 3 'main bedroom activities)

Sleeping

80%

Getting amorous

25%

Eating

6%

Watching TV

22%

Working / checking emails

10%

Lights on or off?

Keep the light on 30%

How old is your mattress?

Sleep on a mattress over 5+ years old 50%

By generation:

Baby Boomers (born between 1946 and 1964):

Who do you go to bed with:

All by myself

29%

Partner

60%

Pet

11%

Phone

0%

What do you get up to in the bedroom ?

(Adds up to more/less than 100% as respondents could name up to 3 'main bedroom activities)

Sleeping

84%

Getting amorous

13%

Eating

0%

Watching TV

18%

Working / checking emails

4%

Lights on/off:

Lights on 24%

How old is your mattress:

Sleep on a mattress over 5+ years old 55%

Generation X (born between 1965 and 1980):

Who do you go to bed with:

All by myself

26%

Partner

60%

Pet

7%

Phone

6%

What do you get up to in the bedroom ?

(Adds up to more/less than 100% as respondents could name up to 3 'main bedroom activities)

Sleeping

87%

Getting amorous

20%

Eating

1%

Watching TV

14%

Working / checking emails

6%

Lights on or off:

Lights on 32%

How old is your mattress?

Sleep on a mattress over 5+years old 58%

Millennials (born after 1980_:

Who do you go to bed with:

All by myself

33%

Partner

51%

Pet
4%
Phone
11%

What do you get up to in the bedroom ?

(Adds up to more/less than 100% as respondents could name up to 3 'main bedroom activities)

Sleeping
77%
Getting amorous
36%
Eating
12%
Watching TV
33%
Working / checking emails
18%

Lights on or off:
Lights on 33%

How old is your mattress?
Sleep on a mattress over 5+ years old 44%

Bedroom activities:

Getting amorous:
Nationally: 25%
Baby boomers: 13%
Gen X: 20%
Millennials: 36%
Scotland: 44%
South West: 11%

Eating:
Nationally: 6%

Baby Boomers: 1%
Gen X 2%
Millennials 12%

Watch TV:

Nationally: 22%
Baby Boomers: 18%
Gen X: 14%
Millennials: 33%
East midlands: 38%

Checking emails / working:

Nationally: 10%
Baby Boomers: 4%
Gen X: 6%
Millennials: 18%
East: 33%

Lights on

Nationally: 30%
Baby Boomers: 24%
Gen X: 32%
Millennials: 33%
Wales 15%

Who do we go to bed with?

All by ourselves

Nationally: 28%
Baby Boomers: 29%
Gen X: 26%
Millennials: 33%

With partner:

Nationally: 55%
Baby Boomers: 60%
Gen X: 60%
Millennials: 51%

With pet:

Nationally: 7%
Baby Boomers: 7%
Gen X: 11%
Millennials: 4%
North West: 25%

With phone:
Nationally: 7%
Baby Boomers: 1%
Gen X: 6%
Millennials: 11%

N.B.

Scotland: Glasgow, Edinburgh, Aberdeen, Dundee, Paisley, Inverness, Livingston

North West: Manchester, Bolton, Bury, Oldham, Rochdale, Salford, Stockport, Wigan, Warrington, Cheshire, Cumbria, Lancashire, Liverpool, St Helens, Merseyside, Carlisle

East: East Anglia, Peterborough, Cambridge, Norfolk, Suffolk, Luton, Hertfordshire, Bedfordshire, Essex, Southend-on-Sea

Wales: Cardiff, Swansea, Newport, Wrexham, Neath, Aberystwyth, Ceredigion, Powys

South West: Somerset, Bristol, Gloucestershire, Swindon, Wiltshire, Plymouth, Devon, Cornwall, Bournemouth, Exeter, Cheltenham, Gloucester

Midlands: Birmingham, Derby, Nottingham, Leicester, Northampton, Coventry, Stoke-on-Trent, Walsall, Solihull, Redditch, Rugby, Shrewsbury, Hereford, Staffordshire, Warwickshire, Worcestershire, Shropshire, Herefordshire