

SLEEP SURVEYS

Sleep Surveys Share Snooze Secrets

Get the facts about how Americans are sleeping, what's stopping people from getting the good night's sleep they need and how sleep impacts every single area of your life.

Moms and Dads Dread Time Change

Daylight Saving Time might signal the beginning of spring, but for many parents, it also means bedtime battles with kids who are knocked out of their regular sleep routine. The Better Sleep Council has solutions.

Geek Out on Sleep with these 16 Surprising Facts

You might feel pretty familiar with sleep. After all, you're (hopefully!) doing it every night. Sleep is actually a very complicated function and there are many things about it which may surprise you.

Open Your Eyes About Too Little Shut-Eye

Lack of sleep does more than make you feel like a zombie – it turns your life into a horror movie. Find out how to turn your sleep nightmare into a sweet dream.

What's Keeping Women Up at Night?

The Better Sleep Council found that an increasing number of women feel a good night's sleep, like proper diet and exercise, is central to their overall health and well being. However, while they understand this critical link, the poll shows that women are failing to get the sleep they need. Previous research indicates that women are more sleep-deprived than men, have greater difficulty falling and staying asleep, and experience more daytime sleepiness. This survey found that some groups of women experience more sleep loss than others.

How to Get Better in Bed

A Better Sleep Council survey uncovered the secret to a healthy relationship. The secret is hiding right under your sheets: your mattress! Key findings link a new mattress to better relationships, improved personal well-being and better satisfaction in bed.

Stress Keeps Women Up at Night

Starting every day with a good night's sleep is important, but many people struggle to sleep well. The Better Sleep Council conducted a survey to find out how well men and women are sleeping.

Simple Steps for Sleeping with Someone

It's no surprise that sleeping together is an important way for couples to feel connected. But while many partners can live together happily, sleeping side by side is a different story. The Better Sleep Council found that on average, one in three Americans say their partner's sleep problems negatively impact their own quality of sleep. If your partner's sleep style has you headed for a separate room, here are some tips that just might bring harmony back to the bedroom – and into your relationship.

In the Battle to Get More Sleep, Americans Are Their Own Worst Enemy

Nearly 8 in 10 Americans admit they would feel better and more prepared for the day if they had an extra hour of sleep. The Better Sleep Council conducted a survey to explore what sleep-deprived Americans would do if they had the extra hour they lose as Daylight Saving Time begins. Results showed that U.S. adults consistently choose against getting more sleep – even when the opportunity is given to them.

Get into Shape with Sleep

While striving for improved physical fitness, many Americans overlook sleep's vital role in achieving optimal physical performance. Research reveals that sleep deprivation can affect us physically – negatively impacting coordination, agility, mood and energy. In turn, physical activity can improve your sleep quality. In fact, the Better Sleep Council sponsored a national consumer survey to gauge attitudes related to sleep and physical performance.

"Spring Ahead" Time Change Makes Americans Lose the Spring in Their Step

Setting the clocks ahead for Daylight Saving Time each spring contributes to the serious sleep starvation epidemic in America. Respondents to a Better Sleep Council survey agree that the time change is never an easy transition.

Are Your Kids Getting the ZZZs Their Bodies Need?

The Better Sleep Council in the United States and The Sleep Council in the United Kingdom studied the importance of sleep in children's lives (ages 7-18) and found alarming results. Children are not getting enough sleep and it impacts their lives in a variety of crucial ways.

What Americans Know vs. What They Do: Preventing a Sleepocalypse

Spurred by the Centers for Disease Control's confirmation in March 2013 that **insufficient sleep is a public health epidemic**, the Better Sleep Council set off to prevent a "Sleepocalypse." Focusing on preventive sleep-health measures all Americans can take, the nonprofit research and education group identified gaps in what people SAY and what they DO when it comes to getting a good night's rest. It was also evident that Americans are not aware of the mental and physical consequences of sleep deprivation.

Americans See Sleep as a Hero – and a Villain

Americans are conflicted about sleep. A survey done by the Better Sleep Council shows people understand sleep is important, but also have negative feelings about sleep.

Americans Are Hungrier for Sleep Than Sex

Americans are so desperate for slumber that they prefer sleep over sex. And they're so tired that they find themselves nodding off in strange places. The Better Sleep Council conducted a survey to find out what's going on between the sheets.

Sleeping Together Can be a Nightmare for Couples

American couples reported they're having trouble getting along in the bedroom and these problems are drastically