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Introduction

Getting a good night’s sleep is the key to looking and feeling our best.

This is because just one bad night’s sleep affects our mood, concentration and alertness, while long-term sleep deprivation has far more serious consequences: it’s been linked to a number of serious health problems such as heart disease, diabetes and stroke.

Sleeping well is as crucial to our health and wellbeing as eating a healthy diet or exercising regularly. But while we’re frequently exposed to Government campaigns which encourage us to eat ‘Five a Day’, ‘Live Well’ or ‘Change4Life’, the nation’s sleeping habits are largely ignored.

So are Britons getting enough sleep?

In January 2013, Opinion Matters surveyed 5007 UK adults on behalf of The Sleep Council. The research was designed to provide an overview of British sleeping habits and to uncover the various factors which impact upon sleep quality.

This research revealed that the majority of Britons (70%) now sleep for seven hours or less per night, with more than a quarter (27%) experiencing poor quality sleep on a regular basis. And the number of Britons getting just five-six hours per night has risen dramatically in the past three years: more than a third of us get by on that amount of sleep, compared to 27% in 2010.

Given that more than four in ten Britons (41%) feel positive after a good night’s sleep, a third feel happy and almost a quarter (24%) feel productive, it’s well worth making the effort to improve our sleeping habits.

For many of us, a sensible, regular bedtime and a comfortable bed are the key to sleeping well. Improving ‘sleep hygiene’ by keeping electrical devices like TVs and laptops out of the bedroom, giving ourselves time to wind down before bed, and keeping our bedroom dark and quiet can also help.

Unfortunately, The Sleep Council’s research indicates that many of us are neglecting to do these things – and we’re suffering the consequences. Just a quarter of British adults now say that they sleep very well most nights, with almost half of us losing sleep as a result of worry and stress.

This report sets out the full findings of this research, and outlines the various factors which can disrupt - and improve - our sleep.
How does Britain sleep?

One third of Britons now sleep for just five-to-six hours per night, which is significantly less than the standard seven-eight hours that conventional wisdom tells us that most of us need.

However, current NHS guidelines indicate that we don’t necessarily need eight hours sleep; experts believe that most adults require somewhere between six and nine hours in order to feel refreshed and to function well both mentally and physically.

The Sleep Council’s research confirms that there is indeed a great deal of variation in the amount of sleep that we get: three in ten Britons sleep for six-to-seven hours and around one in five people (22%) sleep for seven-to-eight hours. Just 7% of Britons get less than five hours sleep each night, and the same amount (7%) sleep for between eight and nine hours.

Nevertheless, it seems that we still hold onto the belief that eight hours sleep is the optimal amount. Even though less than a quarter of us actually get this much sleep, 38% of those who do, say that they sleep ‘fairly well’ most nights. Similarly, those who get six-to-seven hours believe that they sleep reasonably well: 38% of people who get this much sleep say that they sleep “fairly well” most nights.

However, Britons rightly seem to think that anything less than six hours represents a poor night’s sleep: 62% of those who say that they sleep ‘quite poorly’ most nights only get five-to-six hours per night. This perception is supported by sleep research which usually suggests that mental and physical problems become more pronounced in those sleeping for less than six hours.

A ‘very poor’ night’s sleep can be defined as less than five hours: a third of those who suffer from insomnia routinely sleep for less than five hours, and 61% of those who only manage five hours say that they sleep “very poorly”.

What’s interesting is that we’re now sleeping less than we did just three years ago. In 2010, The Sleep Council found that 27% of people slept for just five-to-six hours per night - in 2013, 7% more people get by on this amount.

But it’s not all bad news. Even though the amount of sleep we get varies, almost half of Britons (48%) say that they sleep fairly well most nights, with a quarter sleeping very well.

This is a clear improvement on 2010, when just 17% of Britons said that they slept very well most nights, and 28% said that they slept quite poorly. Today, just 22% of respondents report quite poor quality sleep - so although we’re sleeping less, we’re sleeping better. Could it be that although we spend less time sleeping, we are sleeping more efficiently? Or simply that when we do fall in to bed, we are so shattered we sleep well?
How much sleep do Brits get?

- **22%** have 7.01 – 8 hours sleep.
- **33%** have 5 – 6 hours sleep.
- **30%** have 6.01 – 7 hours sleep.
- **7%** have 8.01 – 9 hours sleep.
- **7%** have less than 5 hours sleep.
- **1%** have more than 9 hours sleep.

Who gets the best sleep?

The Sleep Council’s research found that 22% of Britons sleep poorly most nights, with an additional 5% saying that they sleep very poorly.

Men appear to enjoy better quality sleep than women (30% sleep very well, compared to 22% of women) and they are more than twice as likely as women to say that nothing keeps them awake at night (20% compared to 9%).

Sleep quality certainly seems to decline with age as 32% of young people aged 16-24 say that they sleep very well, compared to 21% of 45-54 year-olds who appear to be the most sleep deprived age group.

This is most likely because teenagers need more sleep than older adults, and also because sleep becomes more fragmented with age. It’s perfectly normal for older people to find sleep more difficult to maintain. Because they still need the same amount of sleep as they did when they were younger, they struggle to feel fully refreshed. As we get older health issues also become more common and affect our ability to sleep.

High earners get the best sleep of all, while those on low incomes sleep the worst: more than £15,000 sleep very poorly. In addition, 8% of those who don’t work sleep very poorly most nights.

Sharing your bed with your spouse seems to aid good quality sleep, as 82% of those who sleep very well always share their bed, while 17% of those who sleep very poorly are sleeping alone.

Sleeping together remains a key aspect of British relationships across all age groups: more than three-quarters of Britons (78%) share their bed, with just 6% saying that they never do and 14% saying that they do sometimes. Older couples are least likely to share: 13% of those aged 55+ sleep alone, while those aged 25-34 are most likely to share a bed (82%).

People who suffer from heart disease (19%), heart problems (15%), arthritis (15%) are less inclined to share their bed, along with 11% of those who suffer from back pain and insomnia. Presumably this is because their health condition affects their sleep and would also disturb their partner.

You might think that the frenetic pace of urban life would make it harder to switch off at bedtime. But that’s clearly not the case as, perhaps surprisingly, Londoners get the best quality sleep in the UK: 29% say that they sleep very well most nights, a better ratio than some more rural areas. In Wales, for example just 19% say they sleep very well most nights.
Men appear to enjoy a better quality sleep than women with nearly a third claiming they sleep very well most nights.
London’s the place to live if you’re looking for a good night’s sleep with 29% of residents in the capital saying they sleep very well most nights.

Whereas in Wales for example, only 19% say they sleep very well most nights.

Disturbed sleep

With Britain in the grip of a serious economic downturn, it’s little wonder that many of us are too anxious to sleep. Government cuts and widespread redundancies have affected many families, and almost half of Britons now say that stress or worry keeps them awake at night (47%), rising to 54% of women (compared to 40% of men) and 57% of singles.

Worryingly, even young people report that their sleep is affected by worry and stress, with 53% saying that this is severe enough to keep them awake at night.

Partner disturbance is the UK’s second most common cause of disturbed sleep, affecting a quarter of Britons. Women are much more likely to be affected by this than men (31% compared to 19%), which suggests that snoring could be to blame. According to the British Snoring & Sleep Apnoea Association, men are twice as likely to snore as women, with almost half of men snoring by the time they reach middle age.

Many respondents say, anecdotally, that they think their sleep would improve if their partner didn’t snore. Others complain that they are kept awake by ‘duvet hogging’, ‘tooth grinding’ or ‘fidgeting’, while some simply say that they would sleep better if they had the bed to themselves and their partner slept in a separate bedroom.

Environmental factors cause sleep problems too. Night time noise is a problem for 18% of Britons, particularly those who live in an urban environment: 24% of Londoners say that this keeps them awake at night.

Light is an issue for more than one in ten Britons (11%), again this is worst for those living in London (15%), suggesting that it’s artificial light/street light that causes problems, rather than natural light in the early mornings. Fortunately, this is a problem that can be easily fixed with blackout blinds or thicker curtains.

On the whole, people without children sleep better than those who are parents: 27% of childless people sleep very well most nights, but this figure steadily drops with each successive child. More than a quarter of people who have three children (26%) sleep quite poorly most nights.

Of course, it’s young children who are most likely to keep their parents up at night. So although just one in ten people say that children keep them awake at night, this rises to 26% of those aged 25-34: the age when Britons are most likely to have little ones. Significantly, women are almost twice as likely as men to say that their children disturb their sleep (12% compared to 7%), suggesting that women are more likely than men to go to their children when they wake at night.

Health problems also have an impact on how well we sleep. Depression results in very poor sleep for 15% of Britons, and more than one in ten people (12%) with heart problems also sleep very poorly.

Other health issues which are associated with sleeping very poorly are:

- Insomnia (26%)
- Stress (11%)
- Obesity (11%)
- Arthritis (10%)
- Back pain (9%)
- Diabetes (9%)
- Asthma (9%)

Not only do these problems affect the quality of sleep, they also affect the amount of sleep that people get. Of those who sleep for less than five hours per night, a third suffer from insomnia, one in five (21%) suffer from depression and 17% suffer from anxiety or heart disease.

However, it seems that there is some truth in the adage that we’ll feel better if we “sleep on” a problem2. A third of those suffering from depression report feeling “happy” after a good night’s sleep and more than two-thirds of those who earn over £75,000 - and presumably have demanding and stressful working lives - feel ready to face the day when they have slept well.

Almost half of Britons say that stress or worry keeps them awake at night (47%).

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Time for bed

The most popular time to go to bed in Britain is 10pm-11pm. Just over a third (34%) of people go to bed at this time, but there are a lot of night owls about as nearly half (48%) of us go to bed later than this. Around three in ten people (29%) stay up until 11pm-12am, and one in five (19%) don’t go to bed until after midnight. However, one in ten Britons favour an early night, going to bed at 9pm-10pm, and 7% have no regular bed time.

Women tend to go to bed earlier than men: 11% go to bed at 9pm-10pm (compared to 8% of men), and 57% go to bed at 10pm-11pm (compared to 30% of men), with men being more likely to stay up until after midnight (22%, compared to 16% of women).

But it’s people who exercise every day who are most likely to be tucked in bed by 10pm: 16% of respondents say that this is the case, compared to a national average of 11%.

Couples tend to favour a 10pm-11pm bed time, with 37% of married couples and 38% of cohabiting couples going to bed at this time. Singles are more inclined to stay up later, with 27% going to bed after midnight, compared to 16% of married couples. Single people are also less likely to have a fixed bed time, while married couples are creatures of habit: 11% of singles don’t go to bed at a regular time, compared to 5% of married couples.

The Sleep Council’s research indicates that people on a low income, along with those who don’t work, also tend to go to bed later. A quarter of those earning less than £15,000 go to bed after midnight, along with 23% of those who don’t work. Interestingly, both the 16-24 year olds and the 45-54 year olds are the latest to bed, with one in five hitting the sack after midnight.

Almost a quarter (24%) of Londoners stay up after midnight, and they also have a later than average bedtime, with 30% of respondents going to bed between 11pm and midnight. People who live in the North West and Wales also tend to stay up later, with 23% going to bed after midnight.

What’s clear is that those who don’t have a regular bedtime tend to have a worse night’s sleep than those who do: 17% of those who don’t have a regular bedtime sleep very poorly, as do 23% of those who go to bed after midnight.
The most popular way to wind down at bedtime is with a book (41%) or watching television (38%).

In fact, experts agree that a bedtime routine - including a regular bedtime - is key to having a good night’s sleep. The Sleep Council’s research certainly bears this out: 14% of those who sleep very poorly have no bedtime routine. This is also true of 13% of those aged 45-54, which is significant given that the data shows this age group to be the worst sleepers. By contrast, The Sleep Council’s research shows that almost a third (32%) of those who routinely go to bed between 10pm and 11pm sleep very well.

Making time to relax and wind down before bed is also an important way to improve sleep quality. The most popular way to wind down at the end of the day is to go to bed with a book: more than four in ten (41%) people do this, rising to 44% of women (compared to 38% of men).

In fact, experts agree that a bedtime routine - including a regular bedtime - is key to having a good night’s sleep. The Sleep Council’s research certainly bears this out: 14% of those who sleep very poorly have no bedtime routine. This is also true of 13% of those aged 45-54, which is significant given that the data shows this age group to be the worst sleepers. By contrast, The Sleep Council’s research shows that almost a third (32%) of those who routinely go to bed between 10pm and 11pm sleep very well.

Watching television is also popular: 38% of respondents do this, rising to 42% of men (compared to 36% of women). Around one in six (16%) of Britons round off their day by checking their emails. Men are more inclined to do this (17%, compared to 12% of women), as are those aged 16-24 (16%). This tech-savvy generation is also most likely to use a laptop or tablet (22%) and check social media (17%) before they go to sleep.

However, experts believe that taking these gadgets into the bedroom can cause ‘electronic insomnia’, simply because exposure to bright lights from computer or mobile phone screens while we’re in bed can interfere with our circadian rhythm, or body clock. We naturally start winding down at around 9pm, but this can be confused by exposure to bright light - such as the blue light which comes from computer, tablet or mobile phone screens - which stops our bodies secreting the ‘sleep hormone’ melatonin. Television is less likely to have this effect, but sleep experts also warn that watching TV in bed can lead to poor quality sleep.

UK sleep expert Dr Chris Idzikowski says: “What we are seeing is the emergence of Junk Sleep - that is sleep that is of neither the length nor quality that it should be in order to feed the brain with the rest it needs to perform properly.”

He adds: “Unfortunately, sleep seems to be going the same way as junk food. It may even be the case that Junk Sleep leads to junk food. The message is simple: switch off the gadgets and get more sleep.”

The Sleep Council’s new research certainly supports this advice, as 39% of those who watch television in bed sleep very poorly most nights, as do 16% of those who check their emails before going to sleep. By contrast 39% of people who are in the habit of reading before they go to sleep, sleep very well.

3 http://www.dailymail.co.uk/health/article-2058831/Electronic-insomnia-Forget-quack-cures-THEYS-are-your-bad-times.html#axzz2JKE4ZnUb
People who exercise five-six times per week are least likely to take medication to help them sleep. Regular exercise is one way to help to get a good night’s sleep.

Getting a better night’s sleep

Almost half of Britons (49%) have never taken steps to help them sleep, even though 32% admit that they sleep poorly.

However, even though just one in ten people have consulted their GP about this, three times this number (31%) have taken medication in an attempt to relieve the problem. The Sleep Council’s research reveals that 17% of Britons have taken medication to help them sleep, and a further 14% have used over-the-counter (OTC) remedies.

People earning less that £15,000 are most likely to consult their GP about sleep problems (15% have done this), as are those aged 45-54 (12%) - the age group most likely to have trouble sleeping. Divorced people are also more likely to seek help from the doctor (16%, compared to a national average of 10%), while those aged 16-24 are least likely to do so (5%).

People who exercise five-six times per week are least likely to take medication to help them sleep (12%, compared to a national average of 17%) and visit their GP (5%, compared to an average of 10%), which suggests that this could be the optimal amount of exercise needed to improve sleep. Indeed, those who don’t take regular exercise are more likely to sleep badly: 11% of those who exercise less than once every six months sleep very poorly most nights, compared to the 32% of those who exercise daily who say they sleep very well most nights.

Men are less inclined to take steps to improve their sleep (55% have never done so, compared to 44% of women), but this isn’t entirely surprising given that The Sleep Council’s research indicates that men tend to sleep better. This could also be because women’s sleeping habits are more likely to be disrupted due to pregnancy and caring for young children. There’s even a name for it: Postnatal Insomnia - and it can last for months, even years, after giving birth. Although many women find that their sleeping habits return to normal as soon as their child starts sleeping through, others discover that waking up several times in the night and early in the morning is a hard habit to break.

Perhaps this is why 19% of women have taken medication (compared to 15% of men) and they are twice as likely as men to take OTC remedies (18% compared to 9%). Parents are also more likely to have asked their GP for help: 12% of people with one child, 13% with two children and 13% with three children have done so, compared to 9% of people who are childless.

As we age, we’re at increased risk of chronic health conditions such as arthritis, heart failure or sleep apnoea, which can make it difficult to fall asleep - and stay asleep. This problem with maintaining sleep explains why older people are more likely to be sleep deprived than younger adults.

5  http://www.thesundaytimes.co.uk/sto/style/living/health/article187258.ece
6  http://healthysleep.med.harvard.edu/healthy/science/variations/changes-in-sleep-with-age
Just **one in ten** people have consulted their **Doctor** about **sleeping poorly**, yet three times this number (**31%**) have taken **medication** in an attempt to relieve the problem.
This is probably why older age groups are most inclined to take medication when they have trouble sleeping: 38% of those aged 45-55+ have taken medication to help them sleep, compared to 11% of those aged 16-24.

It’s encouraging to note that people with severe sleep problems, such as insomnia, are prepared to ask for help, rather than suffering in silence. More than four in ten insomniacs (42%) have asked their GP for help, more than half (51%) have taken medication and 41% have tried OTC remedies. It’s a similar picture for those who suffer from depression, which can also cause sleep problems. Almost a third (31%) of people who suffer from depression have consulted their GP about their poor quality sleep, 43% have taken medication and 27% have taken OTC remedies.

Unfortunately, older people are most likely to think that nothing can be done to help them improve their sleep - almost half (47%) of those aged 55+ say that nothing could improve their sleep quality, which could be why more than half of those aged 55+ (53%) admit that they have never taken any steps or remedies to get them to sleep in the past.

It’s also interesting to note that those who sleep quite poorly are more likely than those who sleep very poorly to believe that there could be a solution to their problem: 31% of those who sleep quite poorly most nights say that nothing could improve their sleep quality, compared to 48% of those who sleep very poorly.

Other popular ways to alleviate sleep problems are:

- **Listening to music** (17%)
- **Drinking alcohol** (16%)
- **Meditation** (8%)
- **Homeopathy** (7%)

Those aged 16-24 are most inclined to believe that listening to music can help them to sleep (30%), while high earners are more likely to mistakenly rely on alcohol (20% of those earning £65,000-£75,000 do this, along with those aged 45-54 (19%). It’s obviously not helping given that more than half (51%) of this group say that worry and stress keeps them awake. But that’s not surprising as alcohol is known to repress good sleep rather than enhance it. Many Britons seem to feel that there is an obvious solution to their sleep problem: they simply need to spend more time in bed.

Almost a quarter of respondents (23%) say that changing their bed time would improve their sleep, and a further 15% say that changing their wake up time would have the same effect. Those aged 16-24 are most likely to say that changing their bed time would make a difference (36% indicating that they can recognise the benefits of an early night, even if they don’t often have one). Changing their wake up time - presumably by making it later rather than earlier - sounds like a good solution to 16% of men, while women are less inclined to think that this would make a difference (14%). But, says The Sleep Council, one of the most important factors to a good night’s sleep is regular bedtime hours.

The results would suggest a lack of knowledge about the importance of sleeping environments. Just one in ten people believe that changing
the temperature of their bedroom would make a difference, and only 8% believe that clearing clutter and electronic gadgets from the room would improve their sleep. Women are more likely than men to believe this to be the case (10%, compared to 6% of men, as are those aged 25-34 (13%). The importance of new bed clothes (7%) and thicker curtains (8%) wasn’t seen as a high priority either. Yet creating the perfect sleep environment can make a significant difference to achieving a good night’s sleep. For more information visit The Sleep Council’s latest website www.perfectsleepenvironment.org.uk.

While the importance of the bedroom environment was underestimated, the value of a good bed is recognised. More than one in five Britons believe they could improve their sleep simply by buying a new bed. Again, this is particularly true among younger age groups: 26% of those aged 25-34 say that this is the case, along with 30% of those who live in rented accommodation and don’t own a bed of their own. More than a quarter (27%) of those who sleep fairly poorly most nights say that a new bed would improve their sleep, along with a quarter of those who suffer back pain and 27% of insomniacs.

A comfortable bed is vital if we are to enjoy a good night’s sleep. However, more than one in ten (13%) of Britons are bothered by an uncomfortable bed. This rises to almost one in five 16-24 year-olds (19%) and the same percentage of 25-34 year-olds - the age groups most likely to be living in rented accommodation without their own beds.

In fact, Britons seem to have the worst sleep in beds in rented accommodation: 20% of those who sleep in furnished accommodation say that their uncomfortable bed keeps them awake, compared to 13% of people who own their own beds. This is a particular problem for those on a low income as 14% of those who earn less than £15,000 blame their bed for their poor sleep quality.

However, even those who own their own beds say that they can be uncomfortable - possibly because we don’t replace them frequently enough. The Sleep Council recommends that beds should be replaced after seven years, but the data indicates that 14% of Britons have had their bed for more than eight years - and the longer we keep our beds, the longer we keep our beds. While just 4% of 25-34 year-olds have had their bed for eight years or more, this rises to 18% of those aged 55+. People earning over £75,000 also tend to keep their beds for longer, with 23% keeping their beds for more than eight years.

This could, of course, be because older people and higher earners tend to spend more on a good quality bed - and so expect it to last for longer. So while those aged 16-24 spend the least on their beds, with one in five spending £100-£199
and 25% spending nothing at all. 13% of those aged 55+ spend £600-£799. Given that older age groups are typically spending more money on better quality beds, it’s surely no coincidence that the number of Britons who complain that an uncomfortable bed keeps them awake at night decreases with age: just 7% of those aged 55+ say that this is a problem for them.

But the good news is, more than seven out of ten Britons (72%) are following The Sleep Council’s recommendations by replacing their bed at least once every seven years: almost a quarter (24%) say that they have slept in their current bed for three-four years, while almost a third (31%) have owned their bed for less than two years.

So what should we be looking for when we buy a new bed?

The Sleep Council recommends that we should spend as much as we can afford and bear in mind that larger beds tend to be more comfortable, particularly for people who are sleeping with a partner.

But how many Britons are following this advice?

Given the state of the economy, it’s no surprise that Britons prefer to spend a modest amount on a new bed, with two thirds of respondents sleeping in a bed that cost £600 or less.

More than a quarter of Britons (28%) spend as little as £200-£299 on their bed, with a further 24% spending £300-£399. It’s less common to spend less than £200 (14%), but around one in ten do splash out and spend £400-£700 (11%). Just 8% of respondents spend between £1,000 and £2,000 on their bed, but this rises to almost a quarter (24%) of those earning in excess of £75,000. Just 1% of Britons spend more than £2,000 on their bed.

What’s interesting is that married couples seem more willing to invest in a comfortable bed, presumably because they are more likely to suffer from disturbed sleep if they are sharing an old or poor quality bed. More than a quarter of married couples (27%) spend £400-£599 on their bed, while singles tend to spend around one third of that amount: 21% paid £100-£199.

King-size beds are a popular choice, with 31% of Britons sleeping in this size of bed. But the traditional double bed is still Britain’s most widely bought bed with 48% sleeping on one. The Sleep Council says that bedroom space – especially in newer homes – is the biggest barrier to the larger choice.

The divan is unquestionably Britain’s most widely bought bed: 63% of Britons sleep on this type of bed, compared to a bedstead, which is the choice of a third of respondents.
Conclusion

The Sleep Council’s research reveals that the average Briton goes to bed at 11.15pm and gets just six hours and 35 minutes sleep per night.

Men tend to sleep better than women, and high earners sleep best of all – while those on low incomes are most likely to struggle to get the rest they need.

While many of us still believe that we need to sleep for eight hours per night, this research indicates that the majority of Britons don’t manage to do so: and as many as a third regularly get a worrying less than six hours per night.

Although 38% of respondents believe that spending more time in bed – either by going to bed earlier or getting up later – would improve our sleep, more than one in five (21%) think that buying a new bed would have the most positive impact on sleep quality.

With this in mind, it’s clear that buying a good new bed is a worthwhile investment. The Sleep Council’s research indicates that the average cost of a new bed is just £583.05 (or 21p per night over seven years). Given that we spend a third of our lives in bed and that sleep issues are such a common problem, it’s staggering that people invest so little in buying a decent bed. Are we really only prepared to pay the equivalent of one fresh egg for our sleep each night?

Worryingly, there are several more self-help measures that can help to improve sleep quality, but taking medication (17%) and drinking alcohol (16%) are among the most popular methods that people use to help them drop off.

What’s more, Britons would rather treat themselves with an over-the-counter remedy (14%) than consult their GP (10%).

It doesn’t help that many Britons have poor “sleep hygiene”, particularly with regard to watching television (38%), checking their emails (14%) or using their laptop/tablet (12%) in bed. All of these electrical devices emit bright light which can disrupt the production of the body’s natural sleep hormones.

What’s clear is that one of the best ways to improve sleep is simply to take more exercise. Almost a third of people who exercise daily say that they sleep very well most nights, while those who exercise 5-6 times per week are the least likely to take medication to help them sleep (12%). Exercise also has the added bonus of helping to reduce stress, which is significant given that worry or stress keeps almost half of Britons (47%) awake at night.

So although almost a third of respondents (31%) believe that there is nothing that would improve their sleep, this new research indicates that, in actual fact, we really can help ourselves to sleep better, provided that we are willing to change our habits and make it a top priority to get a good night’s sleep.

For more information visit www.sleepcouncil.org.uk.