

# HOW WE SLEEP



## 8 SLEEP STATISTICS



### DREAMS

#### 1. DREAM A LITTLE DREAM

We spend two hours a night dreaming - which makes sense when you consider that REM sleep makes up 20% to 25% of total sleep.

#### 2) SEVEN IS THE MAGIC NUMBER

Adults between the ages of 18-64 need seven hours of sleep per night.

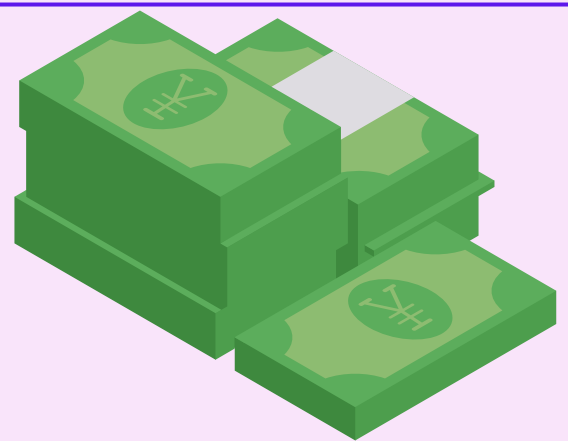


#### 3) SLEEPING FOR TWO

50% of pregnant women have insomnia or symptoms of a similar nature.

#### 4) MONEY ON THE MIND

25% of adults in the UK admit that money worries are impacting their sleep.



#### 5) WORD HARD, REST EASY

37% Adults in the UK believe that work makes them have less control over their sleeping habits.

#### 6) WINTER BLUES AFFECT SLEEP

70% of adults with seasonal affective disorder (SAD) feel tired in the winter.



#### 7) SCROLLING BEFORE BED

YouTube is the most popular social media platform used before bed, followed by Facebook, TikTok and Instagram.

#### 8) GENDER IMBALANCE

Women are 40% more likely to have insomnia.

