

**MATTRESS FIRM SLEEP TRENDS REPORT:****HOW AMERICA SLEEPS****INTRODUCTION**

Mattress Firm is proud to share findings from our Sleep Trends Report: How America Sleeps, a survey of the pulse of American sleep. The survey polled Americans' bedtime routines, sleeping habits and quality of sleep. The survey aimed to uncover the most popular sleep habits and found that the average American survey respondent is willing to do—and spend—just about anything to get a good night's sleep.

Getting the recommended eight hours of sleep seems easy enough. After all, how hard could it be to get on a schedule, turn off screens before bed and create an ideal sleep environment every night in order to get the perfect night of sleep?

Our survey found that the average adult respondent is looking for remedies to get those much needed Zzz's. The great news is that there's no better time than now to reset sleep habits, reevaluate sleep solutions and improve your quality of rest.

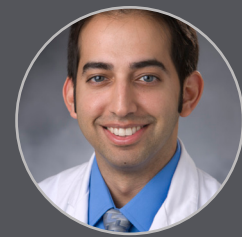
At Mattress Firm we're passionate about better sleep. We're committed to providing our customers the best beds at the best value to ultimately ensure everyone has access to a great night's sleep. As an industry leader, we are inherently focused on convenience and expertly curated product offerings. With more than 2,500 stores nationwide and a wide selection of the best brands, helping our customers get their best night's sleep is our top priority.

**METHODOLOGY**

On behalf of Mattress Firm, OnePoll (an independent market research company) surveyed 3,000 adults 18-55+ throughout the U.S.

**SURVEY RESPONDENTS BREAKDOWNS**

<b>AGE</b>		<b>GENDER</b>	
18-24	14%	MALE	52%
25-34	37%	FEMALE	48%
35-44	23%		
45-54	12%		
55+	15%		

**MEET OUR SLEEP EXPERT**

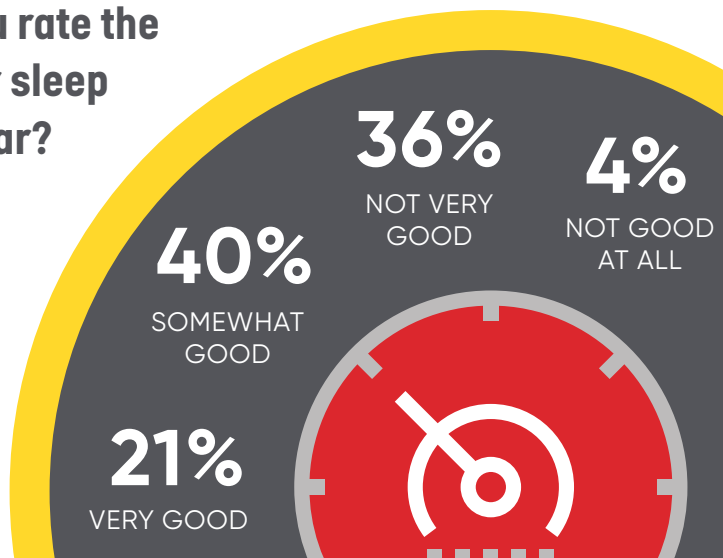
Mattress Firm has engaged the service of our Sleep Health Expert, Dr. Sujay Kansagra.

Dr. Kansagra is an associate professor at Duke University Medical Center and is also the Program Director of the Pediatric Neurology Residency Program and Director of the Duke Pediatric Neurology Sleep Medicine Program. Dr. Kansagra is double board certified in both Child Neurology and Sleep Medicine. He has published more than 30 peer-reviewed articles in scientific journals and is the author of numerous book chapters and books on the topic of sleep, including "My Child Won't Sleep." He's been featured on Huffington Post, Elite Daily, Bustle, SheKnows, Thrillist, CNN, and Reader's Digest, among others.

# HOW WOULD YOU RATE YOUR SLEEP?

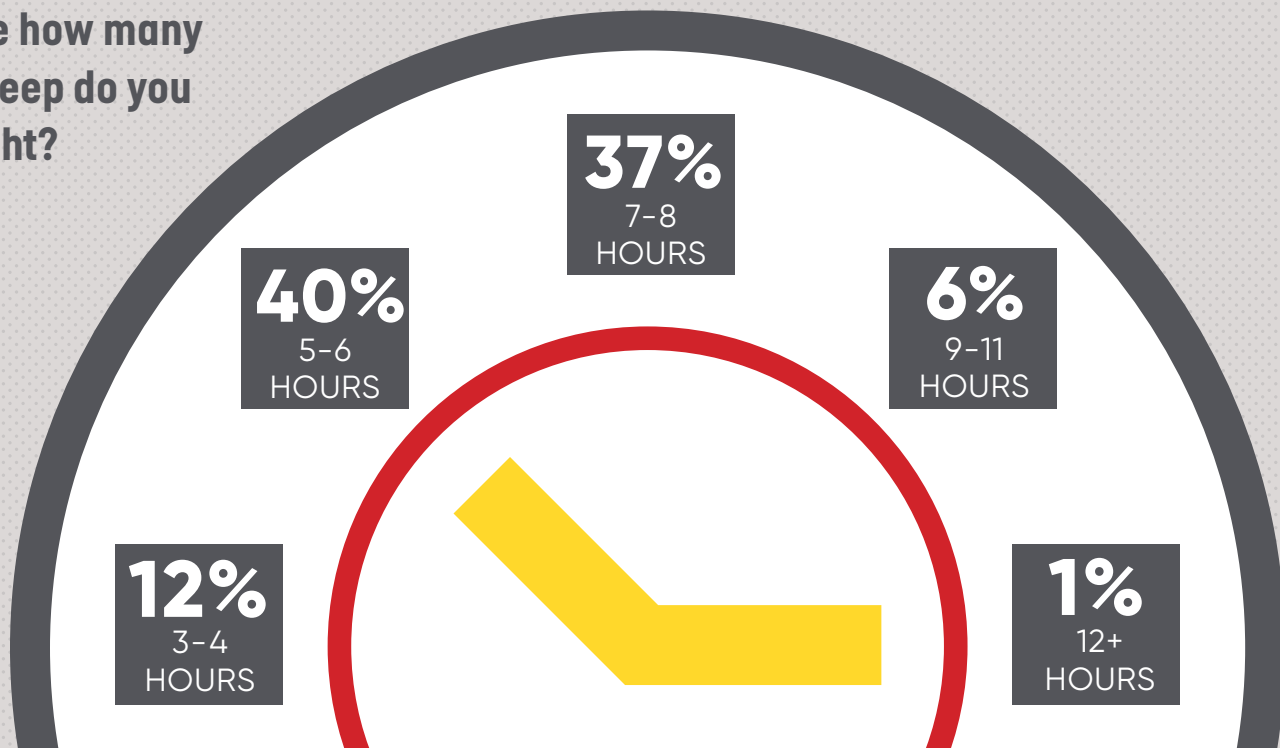
According to the results, the average adult respondent isn't getting the recommended seven to eight hours of sleep per night. On average, each adult surveyed is falling short by one hour and 43 minutes.

How would you rate the quality of your sleep overall last year?



Average amount that our respondents would happily shell out every night if it meant having a perfect night's sleep.

On average how many hours of sleep do you get per night?



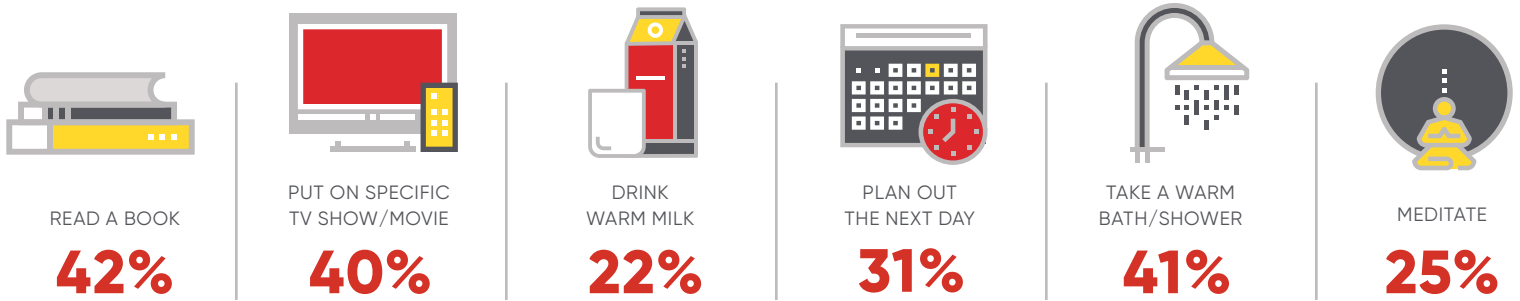
“ Sleep serves a variety of purposes. Adequate sleep is vital to sustaining attention, developing long term memories, maintaining good mood, and helping in reducing signs of depression and anxiety. ”

**Dr. Kansagra**

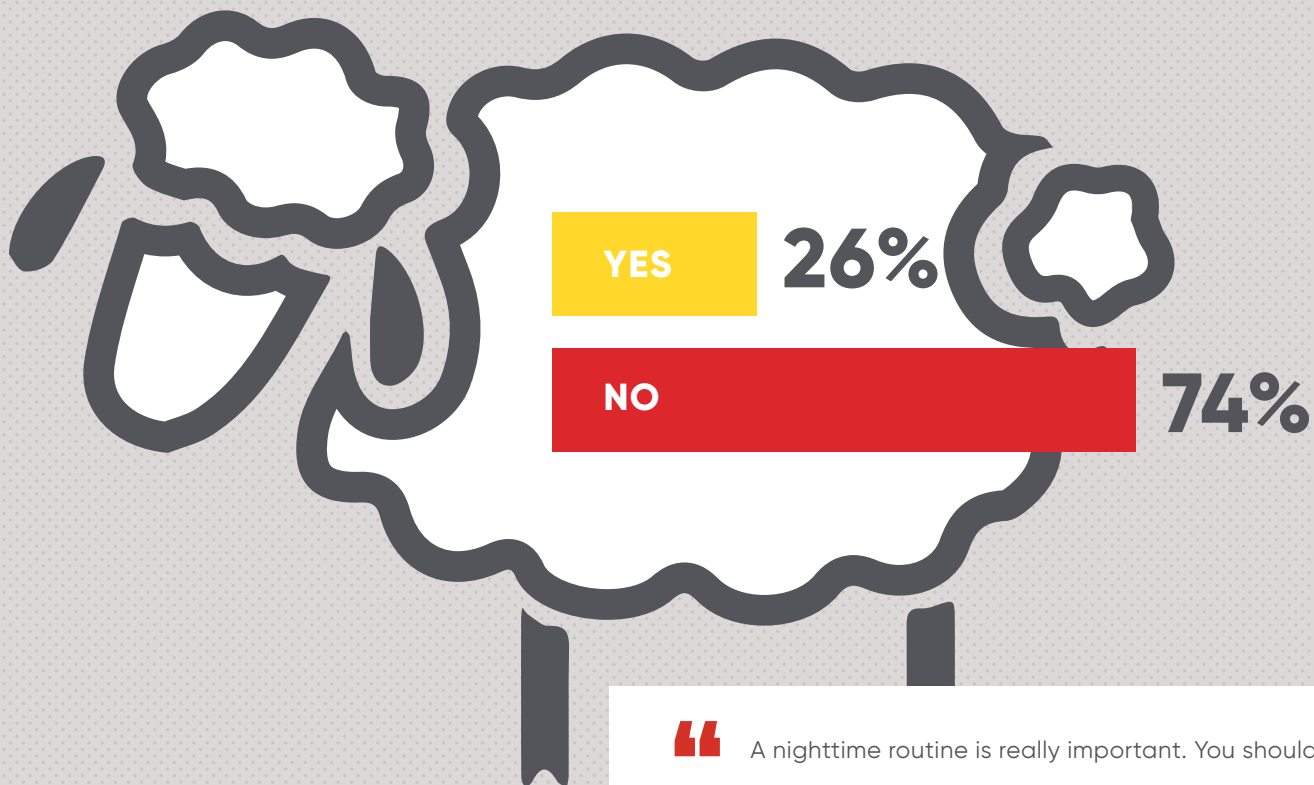
## AMERICA'S CRAZIEST PRE-BED RITUALS

Pre-bed rituals may help some relax after a long day. Some of our respondents found sticking to a routine can help before hitting the hay.

### Which of the below pre-bed or evening rituals do you ever do?



### Do you ever count sheep (or anything else) in order to fall asleep?



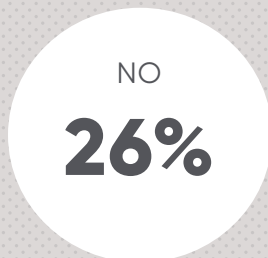
“ A nighttime routine is really important. You should have the same routine every night – the same activities at the same time about 20-30 minutes before bed. ”

**Dr. Kansagra**

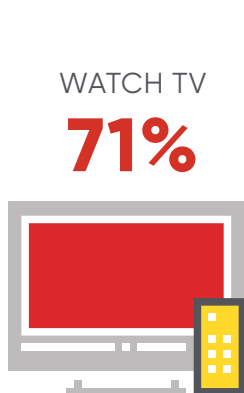
## HOW DO YOU SLEEP?

Surprisingly, (or not!) more than half of Americans we surveyed sleep with a pet in their bed at least some nights of the week.

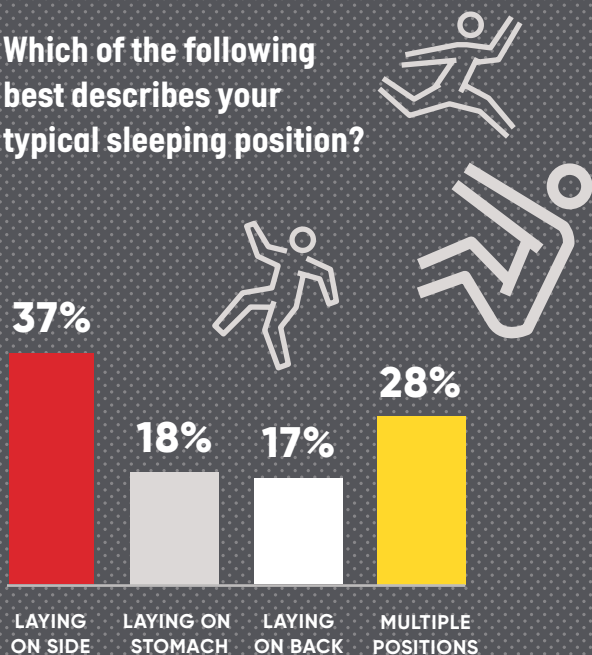
Do you ever sleep with a pet?



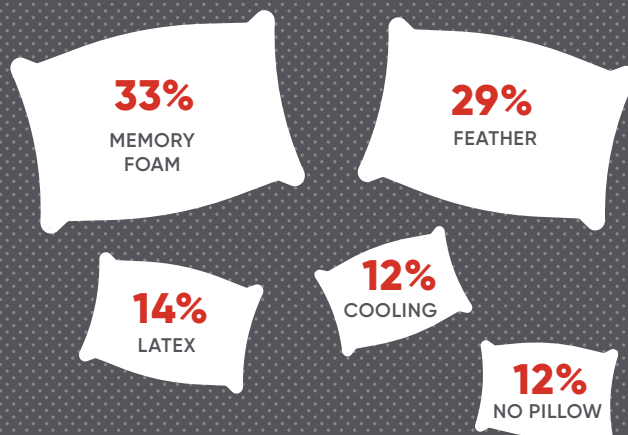
Which of the below do you ever do in bed/where you sleep?



Which of the following best describes your typical sleeping position?

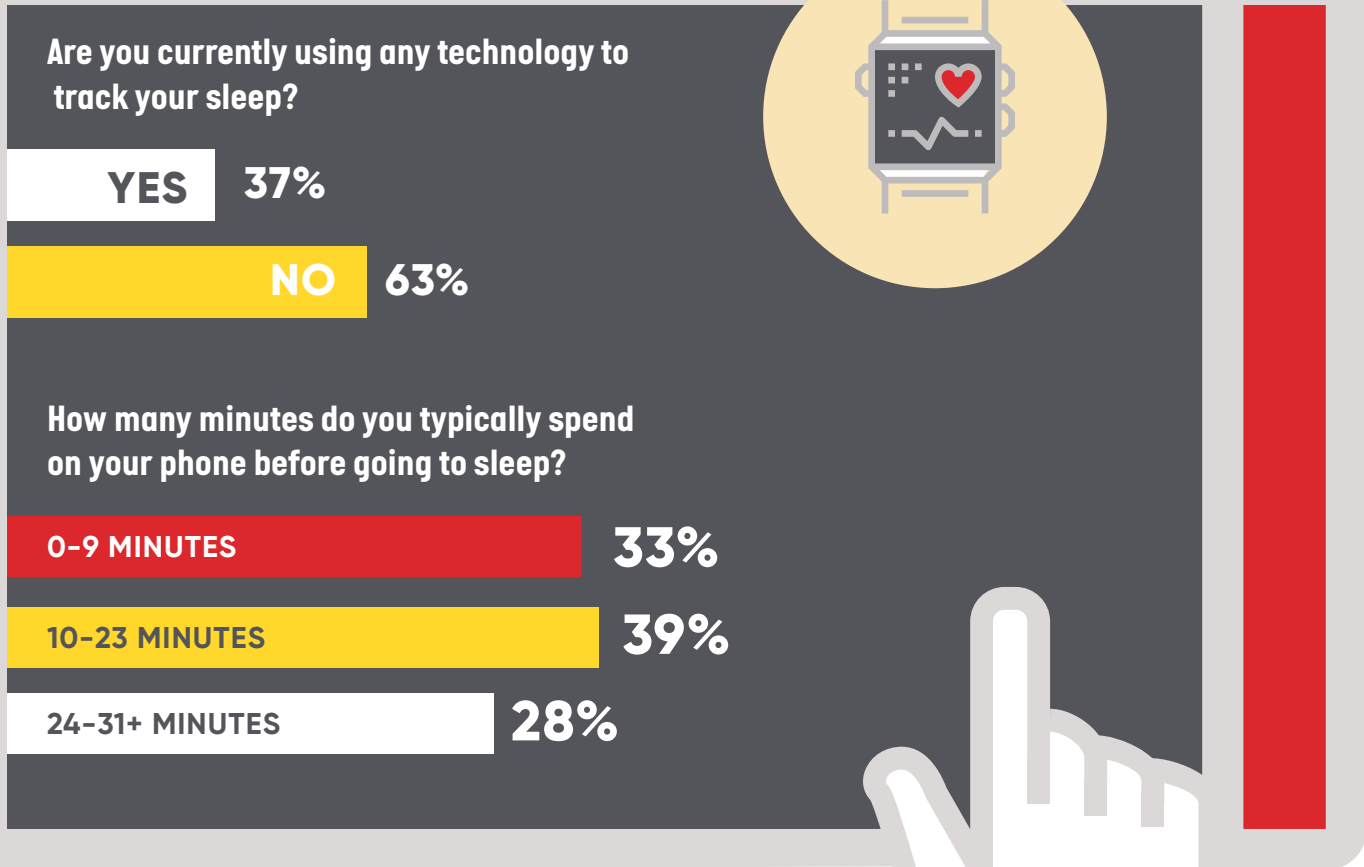


What kind of pillow do you usually prefer to sleep with?

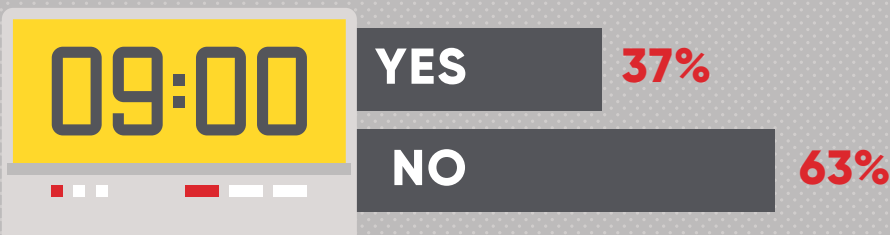


## SLEEP AND TECHNOLOGY

Technology can impact sleep in a variety of ways – both positively and negatively. Americans surveyed spent on average 15 solid minutes on their phone in bed before finally turning in, and nearly 40 percent of respondents use some sort of sleep tracking technology.



**Do you usually wake up with an alarm clock?**



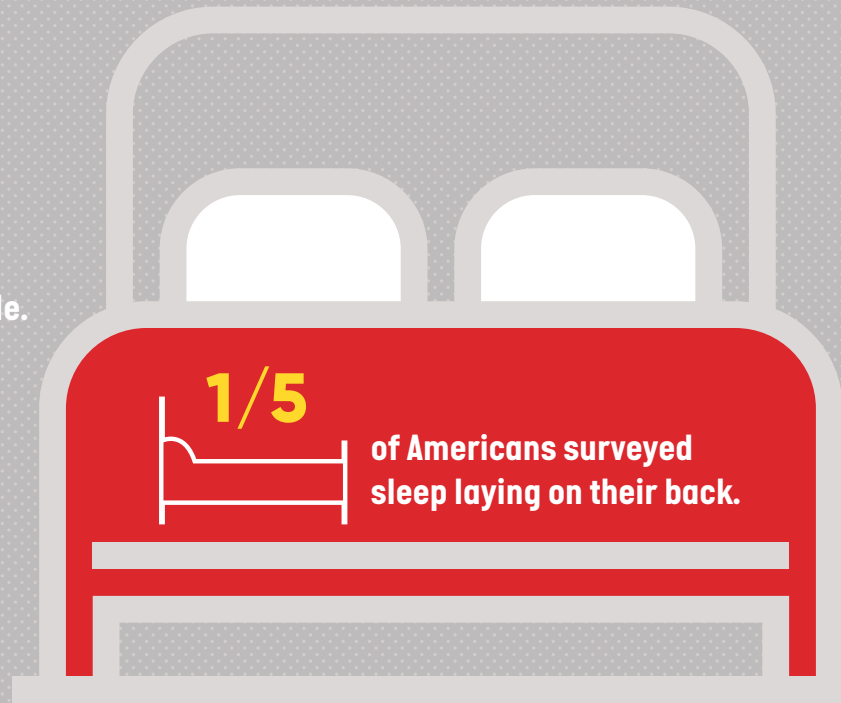
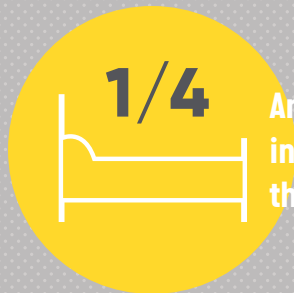
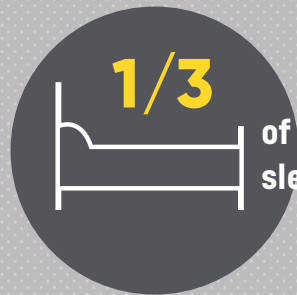
“ Ditch the screens – anything that emits light can decrease your brain’s natural sleep hormone, melatonin. Avoid light 30 minutes prior to bed. ”

**Dr. Kansagra**

## BEST SLEEP POSITIONS FOR QUALITY ZZZ'S

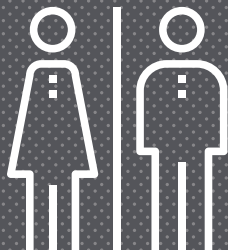
What's the perfect sleep position? Our survey found that some people are hardcore side sleepers while others prefer lying face up.

### MORE THAN:



Sometimes no matter the position, finding rest can be hard to come by. Our study found that aches keep 34 percent of our respondents awake. For those that suffer night pain, an adjustable bed may prove advantageous. A small elevation can take tension off of sore muscles.

**1 IN 3**  
WOMEN



**2 IN 3**  
MEN

have adjustable beds.



The next time you're looking for a mattress, don't forget to think about the entire sleep system – what's on top, between and what's underneath. With just a few small adjustments, you could be sleeping better in no time.



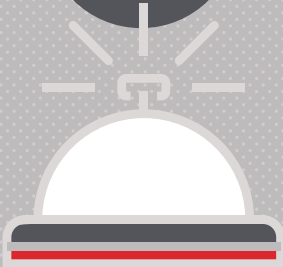
**Dr. Kansagra**

## IS THERE A "SECRET" TO GETTING TO SLEEP?

Here are a few sleep secrets from our survey respondents.

### 10 "Secrets" To A Good Night's Sleep

**1** Eat a good meal, take a shower and read a good book.



**2** Invest in a good mattress.

**6** Use lavender drops in a diffuser.

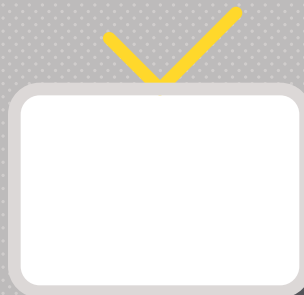


**7** Listen to the radio or a podcast.

**3** Keep your bedroom a bit cooler than usual, ideally between 65 and 72 degrees. Also, invest in a white noise machine or even a pair of earplugs to help you sleep through the night.

**8** Meditate a minimum of 10 minutes.

**4** Drink milk before bed.



**9** Don't have anything with sugar at least four hours before going to sleep.

**5** Try a relaxing breathing technique.



**10** Watch TV. (but be sure to turn it off at least 30-minutes right before bedtime!)

“ Your bedroom should be a sleep sanctuary. Train your brain to know that your bedroom is where you sleep. ”

**Dr. Kansagra**