



# Real Sleep Report 2023

August 2023



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## About the report

The *Real Sleep Report 2023* forms part of the Real Insurance Research Series, delving into the relationship between Australians and sleep and examining its various impacts. The report investigates the effects of parenthood on sleep, including the impact of having kids on parents' sleep quality and its repercussions on work performance. Moreover, the research addresses parental concerns regarding their children's sleeping habits, as well as explores the relationship between sleep and sex.

The report is compiled based on research commissioned by Real Insurance and conducted by CoreData between 4 May and 19 May 2023.

The research was conducted via a quantitative online survey, gathering 1,202 responses from Australians over 18 years old.

### Important things to note about the charts in this report

- ✓ Footnotes directly underneath the charts may refer to one or more of the below dependent on the data presented. If more than one note is required, it would appear as a bulleted list.
  - Subset of the total sample size as certain questions would only be asked to specific respondents (e.g. n=394, Have kids 18 years or younger living at home).
  - Types of questions asked, for instance Multiple answers allowed appears when the question called for more than one answer from the respondent.
  - Data has been excluded from analysis (e.g. Outliers removed in analysis).
- ✓ Charts without a specific note represent questions that were asked to all respondents.
- ✓ Some charts and figures may not be equal to 100% due to rounding differences. This is also true for summed up figures.





## Key findings

## Key findings

### Aussies aren't getting enough sleep

- On a typical working day, the average Australian gets around 7 hours of sleep.
- Australians generally consider 8 hours of sleep per day as an indicator of a good sleep.
- Approximately 39% of Australians report frequently or consistently struggling with sleep difficulties.
- The most commonly identified sleep issues among Australians are insomnia (15%), heavy snoring (14%) and Restless Leg Syndrome or RLS (10%).
- Sleep-related problems have been found to contribute to or worsen various health issues among Australians, including mental health problems (22%), high blood pressure (14%), weakened immune system (12%) and obesity (12%).
- The most common concerns that prevent Australians from falling asleep include stress or anxiety (53%), financial worries (42%) and family concerns (36%).

### Improving sleep isn't always easy

- Nearly half (49%) of Australians have adopted a regular sleeping schedule in an effort to enhance their sleep quality.
- Just under half (47%) of Australians have attempted to improve their sleep by avoiding caffeine, alcohol and nicotine, especially before bedtime.
- More than 2 in 5 (44%) Australians have made efforts to enhance their sleep by maintaining a balanced diet.
- Almost 3 in 10 (28%) Australians have tried using health supplements specifically designed to promote better sleep.
- Approximately 26% of Australians are currently consulting or have consulted a medical professional to address their sleep issues, while an additional 28% would consider seeking medical advice to improve their sleep.
- More than 1 in 10 (11%) Australians have relocated to quieter areas in order to facilitate better sleep.
- One in 4 (25%) Australians utilise quality or specialised pillows to enhance their sleep, while less than 1 in 5 (18%) rely on quality or specialised mattresses to improve their sleep.

## Key findings

### Sleep issues can strain relationships

- Approximately 26% of Australians in a relationship (married, de-facto or living with a partner) state that their partner's sleeping issues sometimes keep them awake, while 25% report that both partners occasionally disturb each other's sleep.
- Among Australians whose partners have sleeping issues, 40% perceive this as a strain on their relationship.
- Nearly 38% of respondents have attempted sleeping in separate rooms from their partners as a means to manage these sleep-related issues.
- Among respondents who provided answers to these questions, close to half (48%) prioritise sleep over sex, while 40% strike a balance between sex and sleep priorities.
- More than two-thirds (68%) of Australians experience improved sleep quality when engaging in frequent sexual activity.

### A bad sleep can cost you a day at work

- Just over 3 in 10 (31%) employed Australians report that the quantity and quality of their sleep significantly or considerably affect their work performance.
- Almost 4 in 5 (78%) employed Australians state that insufficient sleep negatively impacts their workday at least once a week.
- 1 in 5 (20%) employed Australians have called in sick three or more times in the past year solely due to inadequate sleep.

### Are kids costing us a good sleep?

- On average, Australian parents with children aged 18 years or younger living at home take 64 minutes to put their 0-3-year-olds to bed, 53 minutes for their 4-7-year-olds and 39 minutes for their 8-12-year-olds.
- More than 1 in 5 (21%) parents find it challenging to get their kids to bed on time and 1 in 6 (16%) report that their children wake up multiple times during the night.
- Over 2 in 5 (44%) parents observe behavioural problems when their child(ren) do not get enough sleep, 39% notice difficulties with focusing and attention and 24% observe mood disorders.
- 2 in 5 (40%) parents have experienced a negative impact on their sleep quality since having children.
- More than 1 in 4 (27%) parents consistently let their 0-3-year-olds sleep in their bed over the past year, while 21% do the same for their 4-7-year-olds and only 5% allow their 8-12-year-olds to always sleep in their bed.





Sleep and wellbeing

# Aussies aren't getting enough sleep

How much sleep do you usually get each day (i.e over 24 hours) on a typical workday (or weekday if not currently working) (i.e. average number of hours)?



7 Hours

- n = 1,194
- Outliers removed in analysis

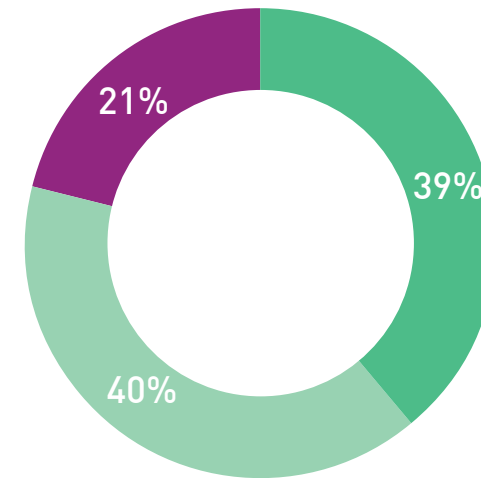
How much sleep do you consider is a 'good' sleep (i.e. the ideal amount of sleep you would like to get each day if you could)?



8 Hours

- n = 1,196
- Outliers removed in analysis

Do you feel that you ever struggle to sleep well?



Always/Often Sometimes Rarely/Never

On a typical working day, the average Australian gets around 7 hours of sleep.

Australians generally consider 8 hours of sleep per day as an indicator of a good sleep.

Approximately 39% of Australians report frequently or consistently struggling with sleep difficulties.



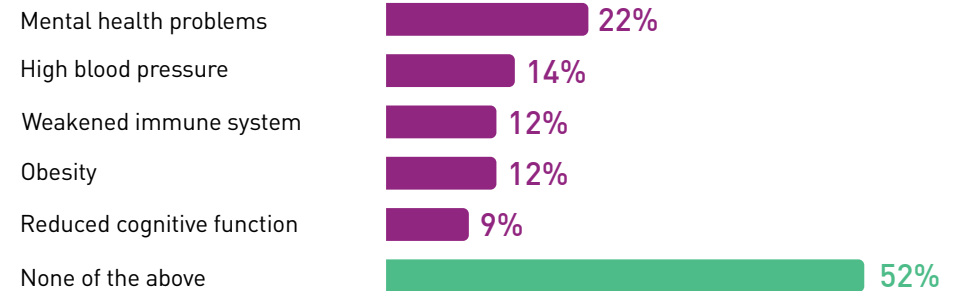
# What keeps us up at night?

## Do you have any specifically identified sleep issues?



Multiple answers allowed, top 5 answers

## Have you ever experienced any health problems that have been caused or exacerbated because of issues with your sleep?



Multiple answers allowed, top 5 answers

## What kind of thoughts tend to literally keep you up at night?



Multiple answers allowed

The most commonly identified sleep issues among Australians are insomnia (15%), heavy snoring (14%) and Restless Leg Syndrome or RLS (10%).

Sleep-related problems have been found to contribute to or worsen various health issues among Australians, including mental health problems (22%), high blood pressure (14%), weakened immune system (12%) and obesity (12%).

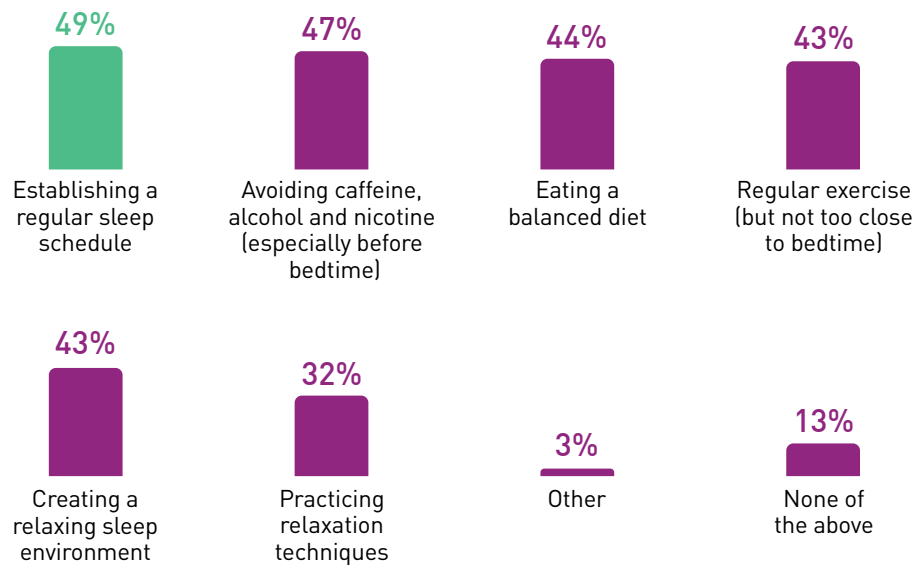
The most common concerns that prevent Australians from falling asleep include stress or anxiety (53%), financial worries (42%) and family concerns (36%).



Cost of a bad sleep

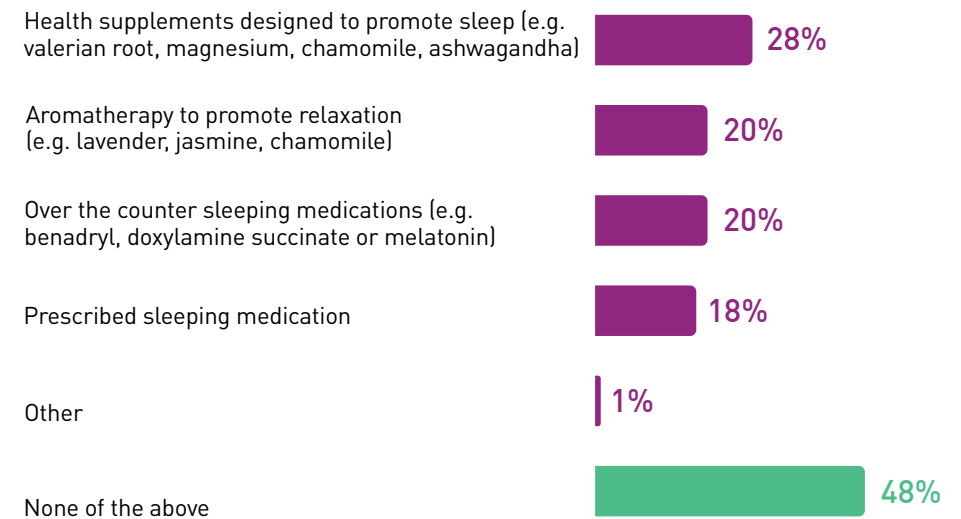
## What will we try to improve our sleep?

Have you ever employed any of the following lifestyle choices to try and improve your sleep?



Multiple answers allowed

Have you ever used any medication, supplements or natural therapies to promote a better sleep?



Multiple answers allowed

Nearly half (49%) of Australians have adopted a regular sleeping schedule in an effort to enhance their sleep quality.

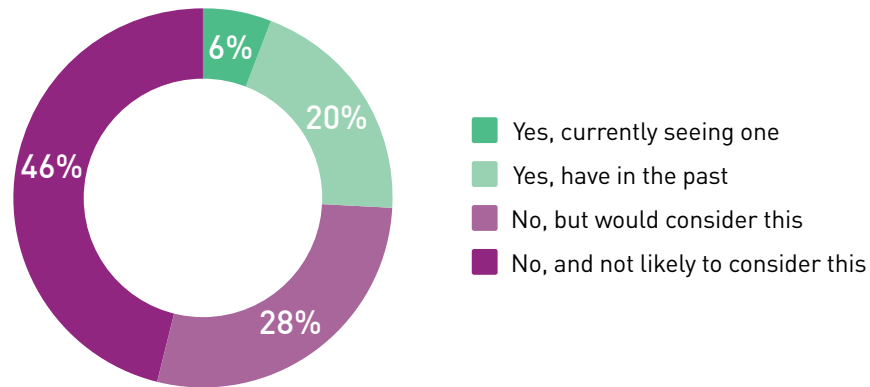
Just under half (47%) of Australians have attempted to improve their sleep by avoiding caffeine, alcohol and nicotine, especially before bedtime. More than 2 in 5 (44%) Australians have made efforts to enhance their sleep by maintaining a balanced diet.

Almost 3 in 10 (28%) Australians have tried using health supplements specifically designed to promote better sleep.

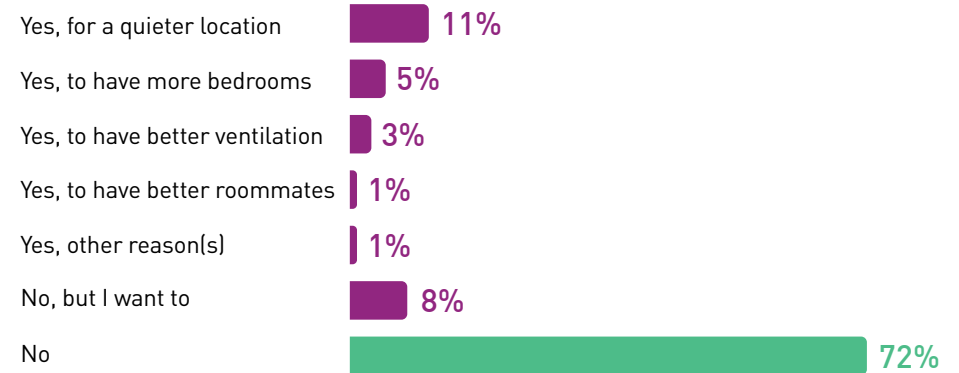


# What will we pay to improve our sleep?

Have you ever seen a sleep specialist, a GP or other medical professionals about improving your sleep?



Have you ever moved homes to get a better sleep (i.e. to a quieter location, more bedrooms, better ventilation etc.)?



Are you using any of the following to help improve your sleep?



Multiple answers allowed, top 5 answers

Approximately 26% of Australians are currently consulting or have consulted a medical professional to address their sleep issues, while an additional 28% would consider seeking medical advice to improve their sleep.

More than 1 in 10 (11%) Australians have relocated to quieter areas in order to facilitate better sleep.

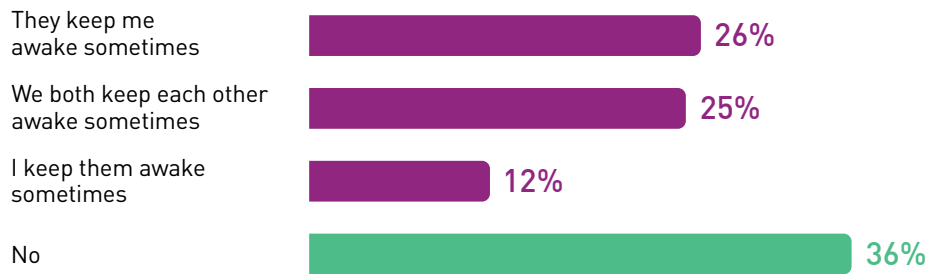
1 in 4 (25%) Australians utilise quality or specialised pillows to enhance their sleep, while less than 1 in 5 (18%) rely on quality or specialised mattresses to improve their sleep.



Sleeping together

## Sleep issues can strain relationships

Do you or your partner ever keep each other awake due to sleeping issues (e.g. snoring, sleep talking, sleep walking, insomnia etc.)?



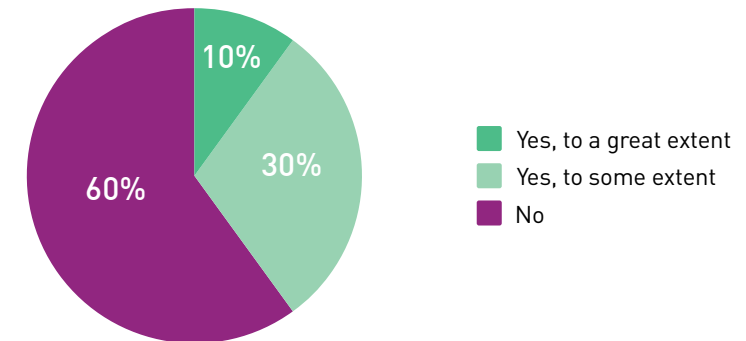
n = 697, De-facto/living with a partner/married

Approximately 26% of Australians in a relationship (married, de-facto or living with a partner) state that their partner's sleeping issues sometimes keep them awake, while 25% report that both partners occasionally disturb each other's sleep.

Among Australians whose partners have sleeping issues, 40% perceive this as a strain on their relationship.

Nearly 38% of respondents have attempted sleeping in separate rooms from their partners as a means to manage these sleep-related issues.

Have this become a strain on your relationship at all?



n = 443, De-facto/living with a partner/married AND partner with sleeping issues

Have you done any of the following to help manage this?

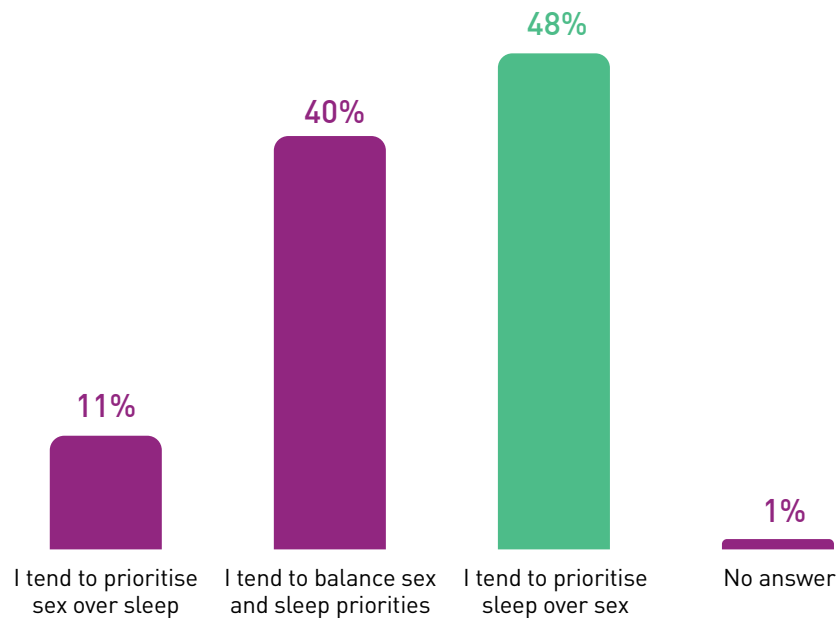


- n = 443, De-facto/living with a partner/married AND partner with sleeping issues
- Multiple answers allowed



# Does sex help you sleep?

What best describes your attitude to sex and sleep in the past year?

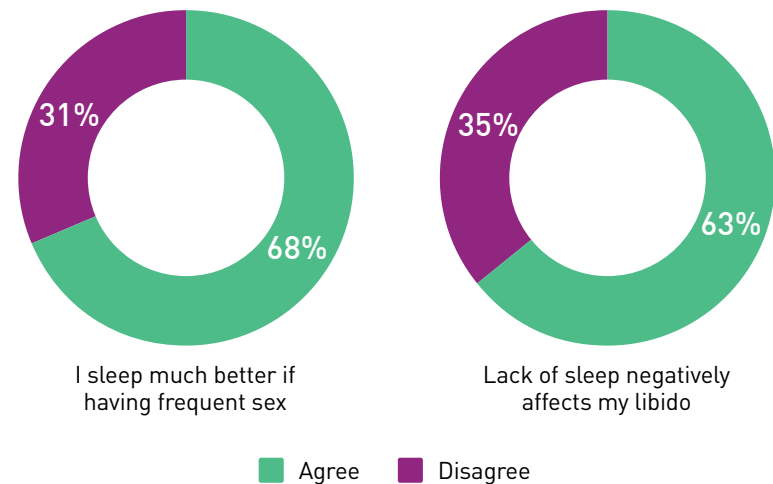


n = 662, Willing to answer Sex and Sleep Section

Among respondents who provided answers to these questions, close to half (48%) prioritise sleep over sex, while 40% strike a balance between sex and sleep priorities.

More than two-thirds (68%) of Australians experience improved sleep quality when engaging in frequent sexual activity.

How much do you agree or disagree with the following statements about sex and sleep?



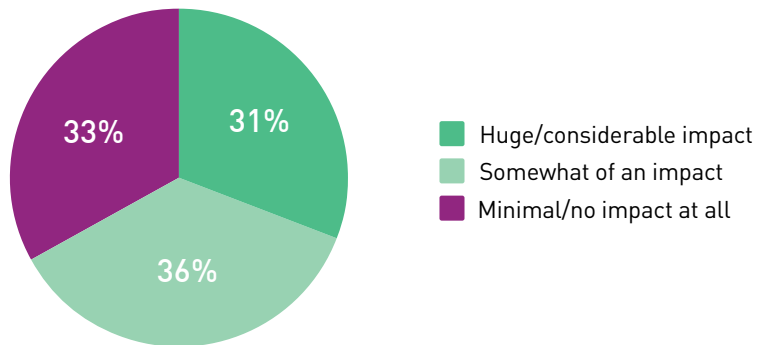
n = 662, Willing to answer Sex and Sleep Section



Sleep & productivity

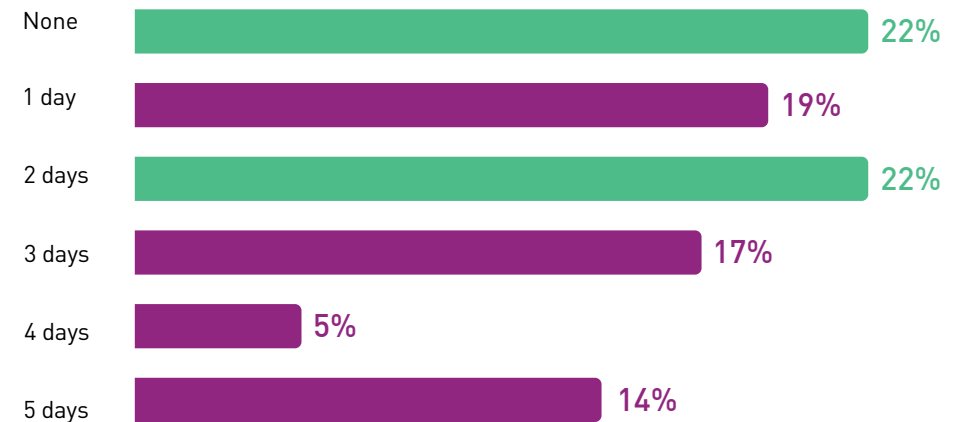
# A bad sleep can cost you a day at work

How much impact does the amount of quality sleep you get usually have on your work performance?



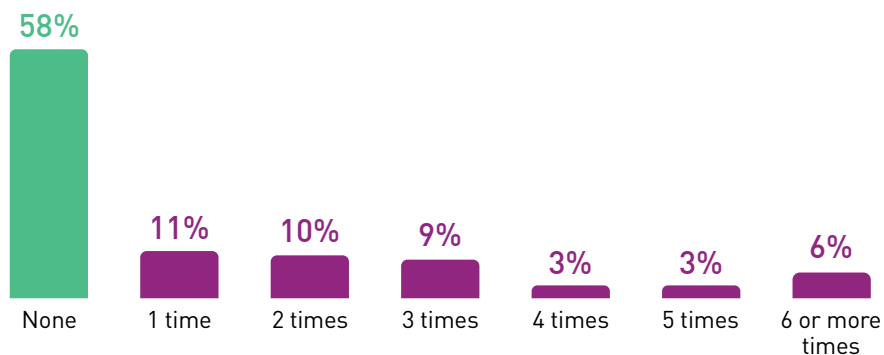
n = 776, Employed

How many days a week typically do you feel that lack of sleep negatively impacts your work day?



n = 776, Employed

How many times would you estimate you have called in sick to work in the past year just because you didn't get enough sleep?



n = 776, Employed

Just over 3 in 10 (31%) employed Australians report that the quantity and quality of their sleep significantly or considerably affect their work performance.

Almost 4 in 5 (78%) employed Australians state that insufficient sleep negatively impacts their workday at least once a week.

1 in 5 (20%) employed Australians have called in sick three or more times in the past year solely due to inadequate sleep.

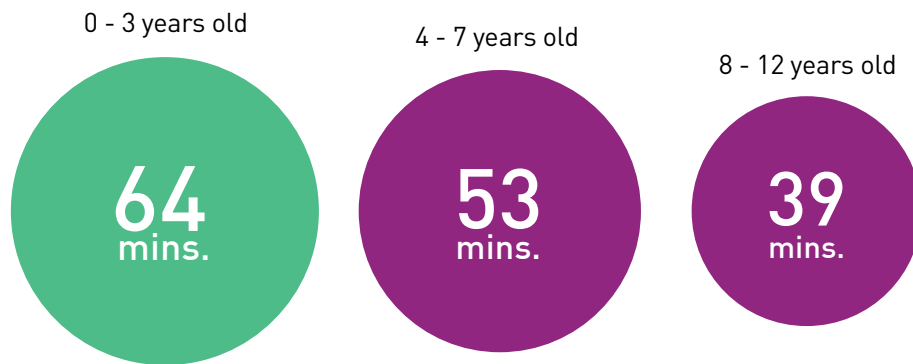




## Parenting & sleep

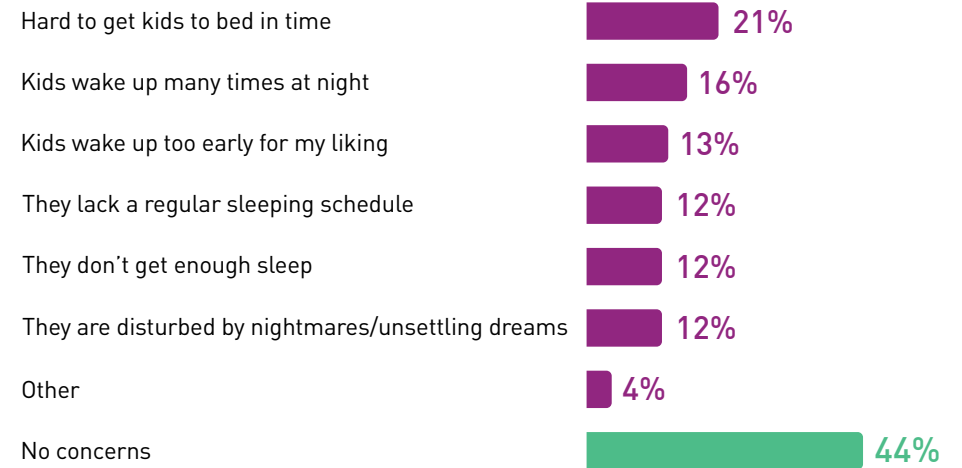
## Toddlers take the longest to put to bed

How long does it usually take to put your child(ren) to bed including the typical routine you follow? (Average, in minutes)



- n = 265, Have kids 18 years or younger living at home AND kid is less than 14 years old
- Outliers removed in analysis

How would you best describe your child(ren)'s sleeping habits?



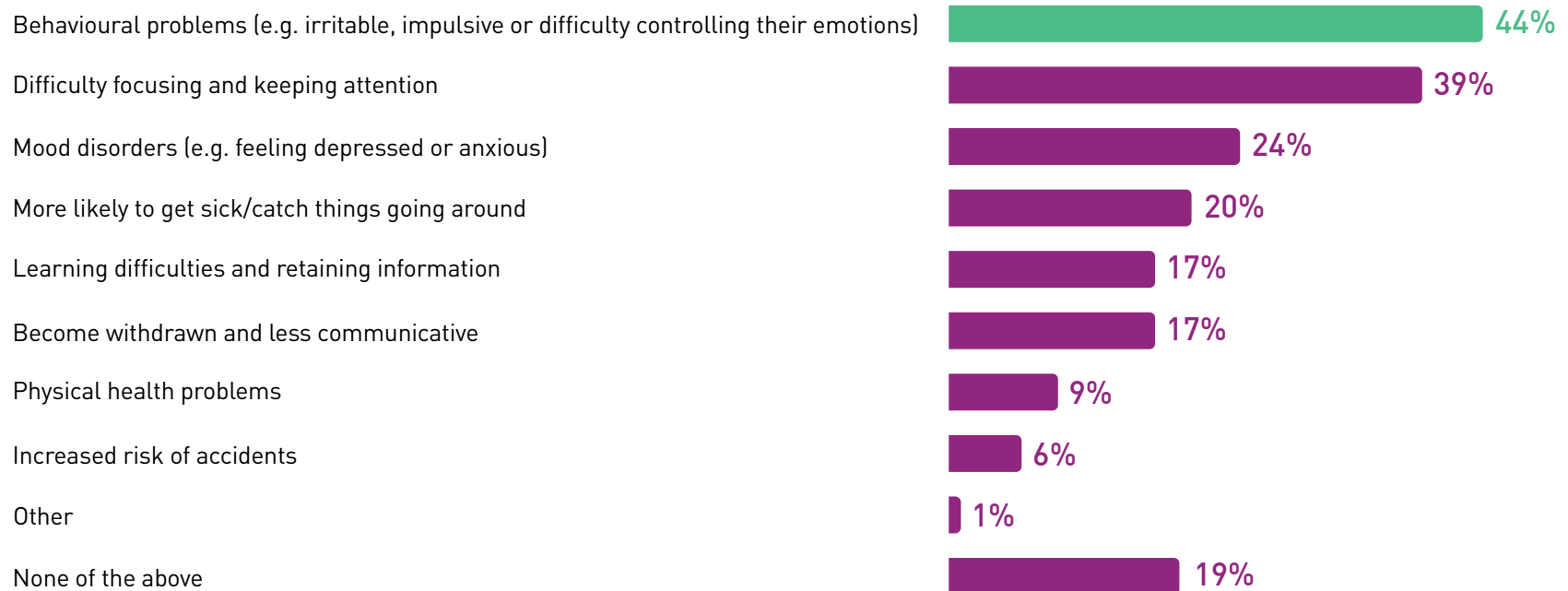
- n = 394, Have kids 18 years or younger living at home
- Multiple answers allowed

On average, Australian parents with children aged 18 years or younger living at home take 64 minutes to put their 0-3-year-olds to bed, 53 minutes for their 4-7-year-olds and 39 minutes for their 8-12-year-olds.

More than 1 in 5 (21%) parents find it challenging to get their kids to bed on time and 1 in 6 (16%) report that their children wake up multiple times during the night.

## How does a bad sleep impact a child's behaviour?

### What usually happens when your child(ren) do not get enough sleep?



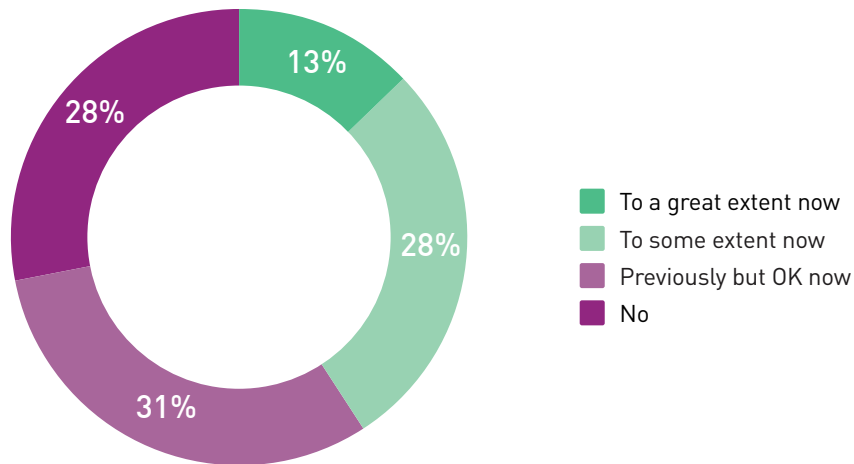
- *n = 394, Have kids 18 years or younger living at home*
- *Multiple answers allowed*

Over 2 in 5 (44%) parents observe behavioural problems when their child(ren) do not get enough sleep, 39% notice difficulties with focusing and attention and 24% observe mood disorders.



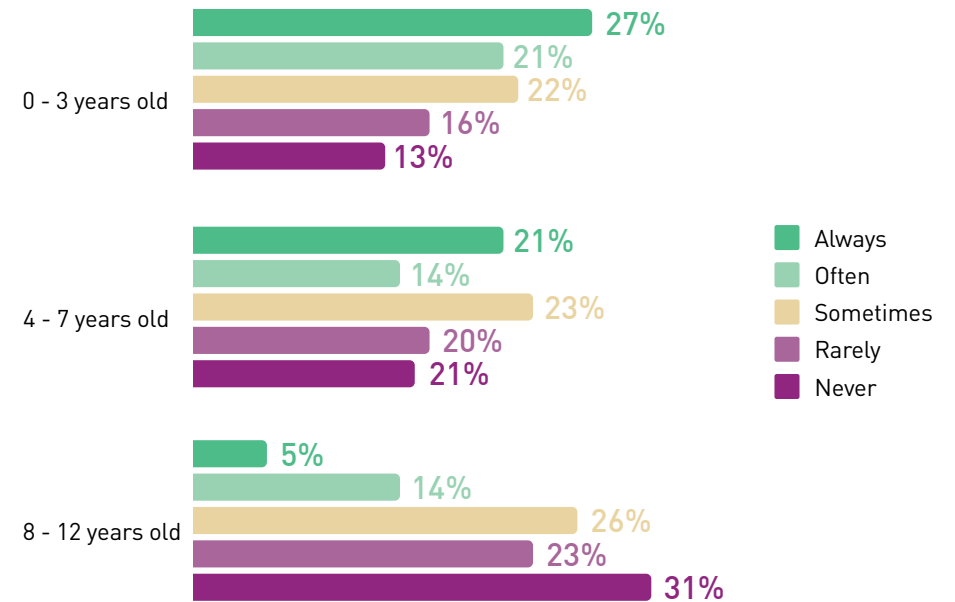
# Are kids costing us a good sleep?

Has your sleep quality been negatively impacted since having kids?



n = 394, Have kids 18 years or younger living at home

How frequently have you allowed any of your children into your bed to sleep at night in the past year?



n = 394, Have kids 18 years or younger living at home

2 in 5 (40%) parents have experienced a negative impact on their sleep quality since having children.

More than 1 in 4 (27%) parents consistently let their 0-3-year-olds sleep in their bed over the past year, while 21% do the same for their 4-7-year-olds and only 5% allow their 8-12-year-olds to always sleep in their bed.

More research from Real Insurance coming soon...

#### **About Real Insurance**

Real Insurance is an award-winning provider of insurance products, specialising in life, funeral, pet, travel, car, health and home insurance. In the market since 2005, Real Insurance has protected the quality of life of many Australians, through the delivery of innovative products. Real Insurance is the proud recipient of many product and service awards, most recently being announced a winner of the 2023 ProductReview.com.au awards for Life Insurance and Funeral Insurance, and the Reader's Digest 2022 Gold Quality Service Awards for Funeral Insurance and Pet Insurance. Real Insurance is a trading name of Greenstone Financial Services Pty Ltd.

