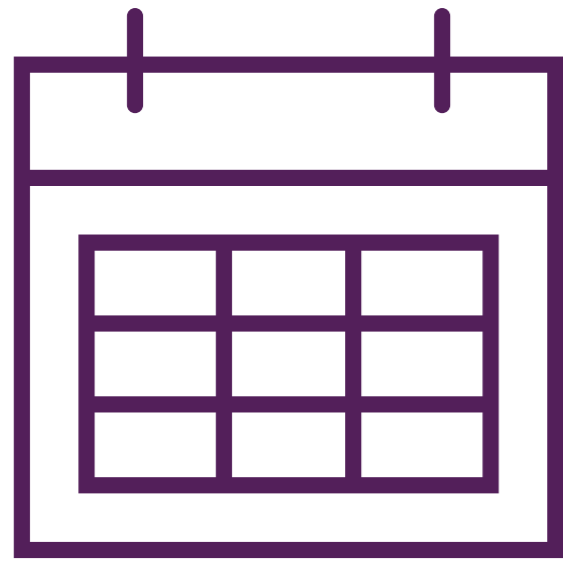




# Sleep Survey 2024



# Sleep Survey | Overview



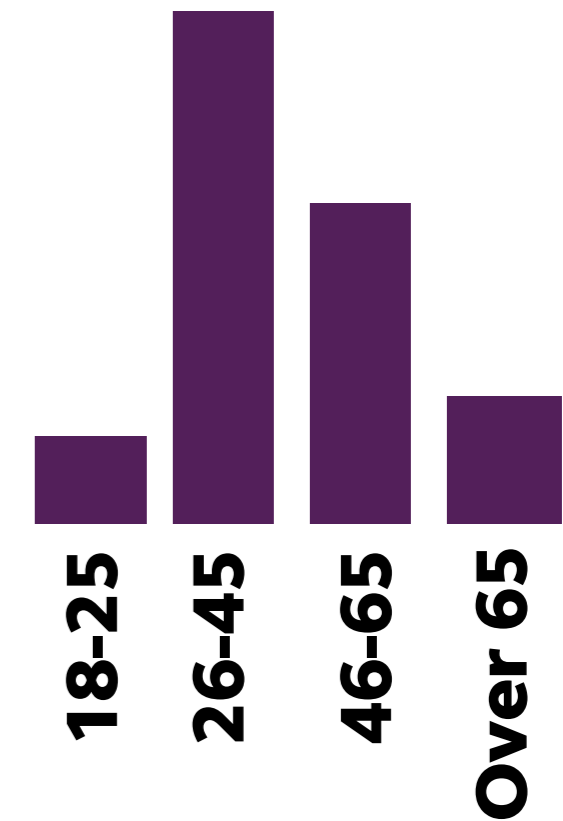
**Open between  
2 - 29 February 2024**



**950+  
Responses**



**66% Male  
34% Female**



## Methodology:

Premier Inn Middle East shared the survey with guests and social media followers in February 2024. There were 952 respondents from the GCC and rest of the world combined. The reported results only consider respondents residing in the GCC.

# Sleep Survey | Quality of Sleep

Do you feel you get a good night's sleep?



80% feel they do



20% feel they don't

How would you rate the quality of your sleep?



Poor



Fair



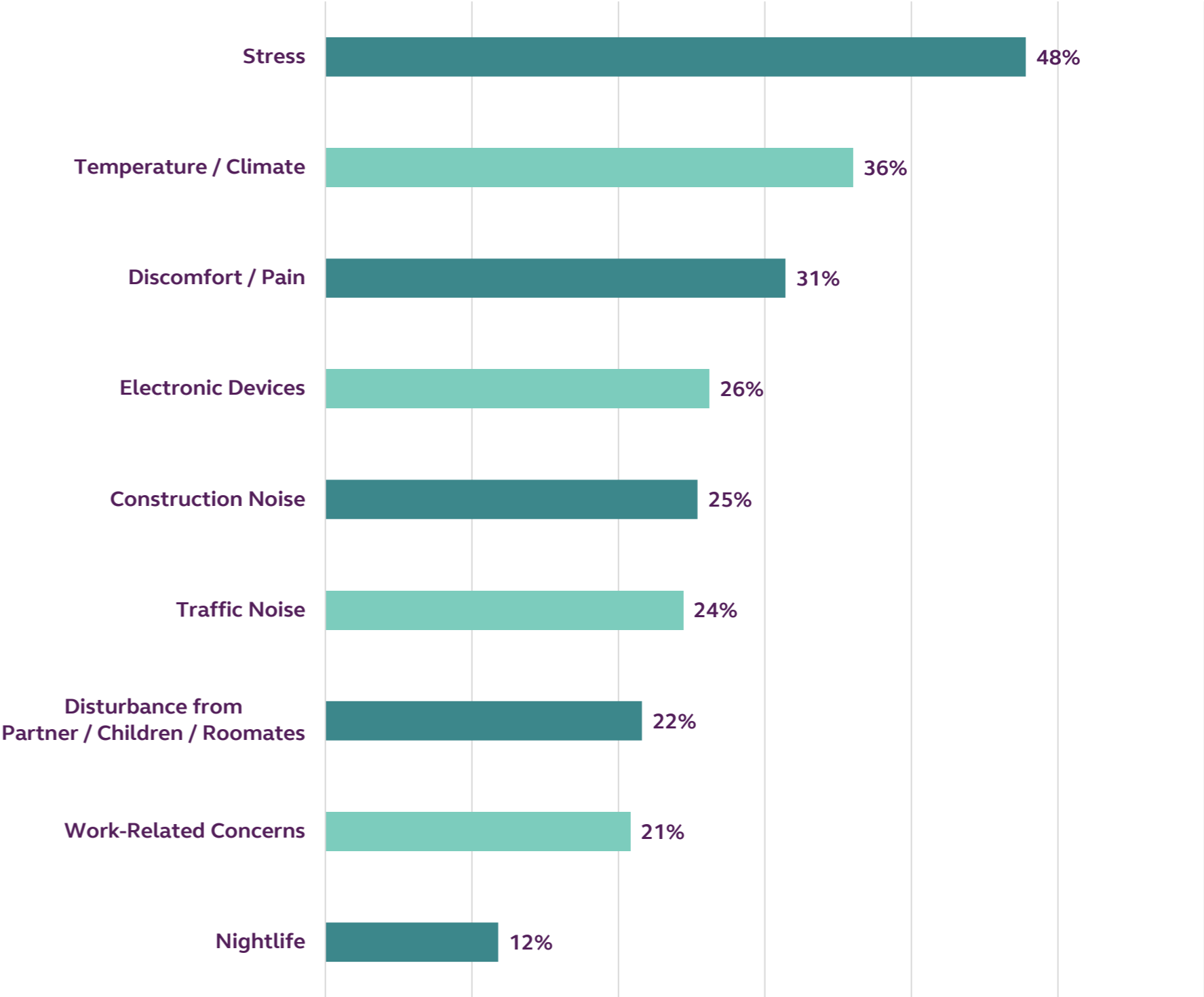
Good



Excellent



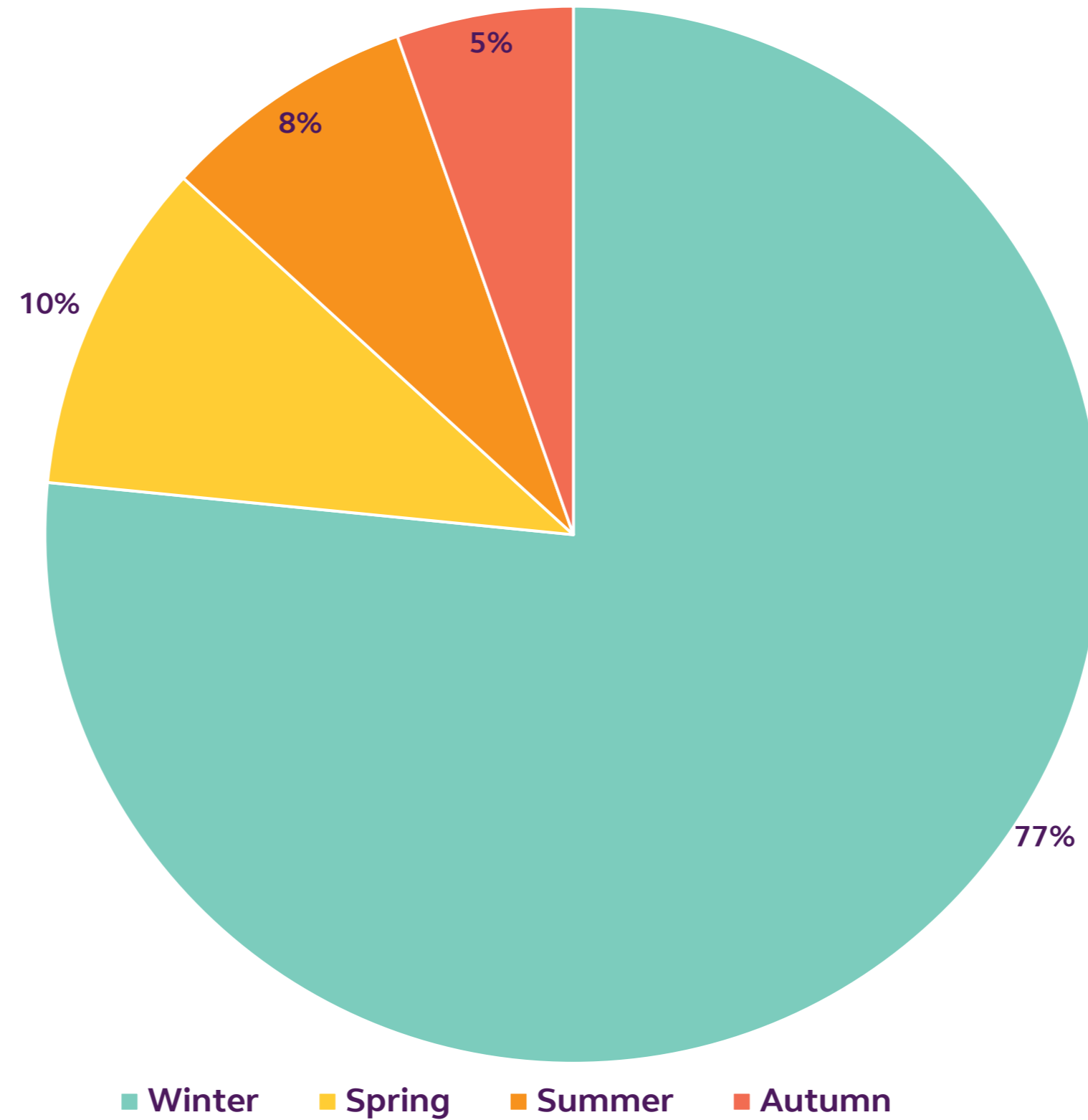
What keeps you awake?



# Sleep Survey | Sleep Habits

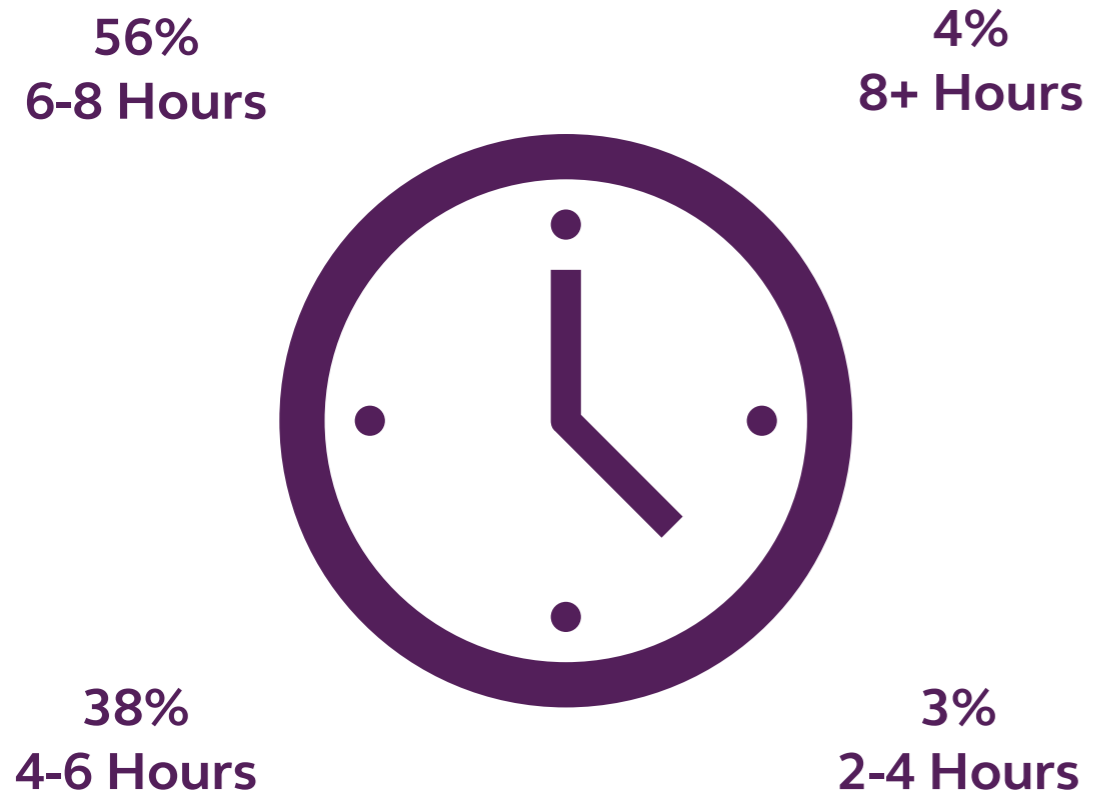


In what season do you sleep best?

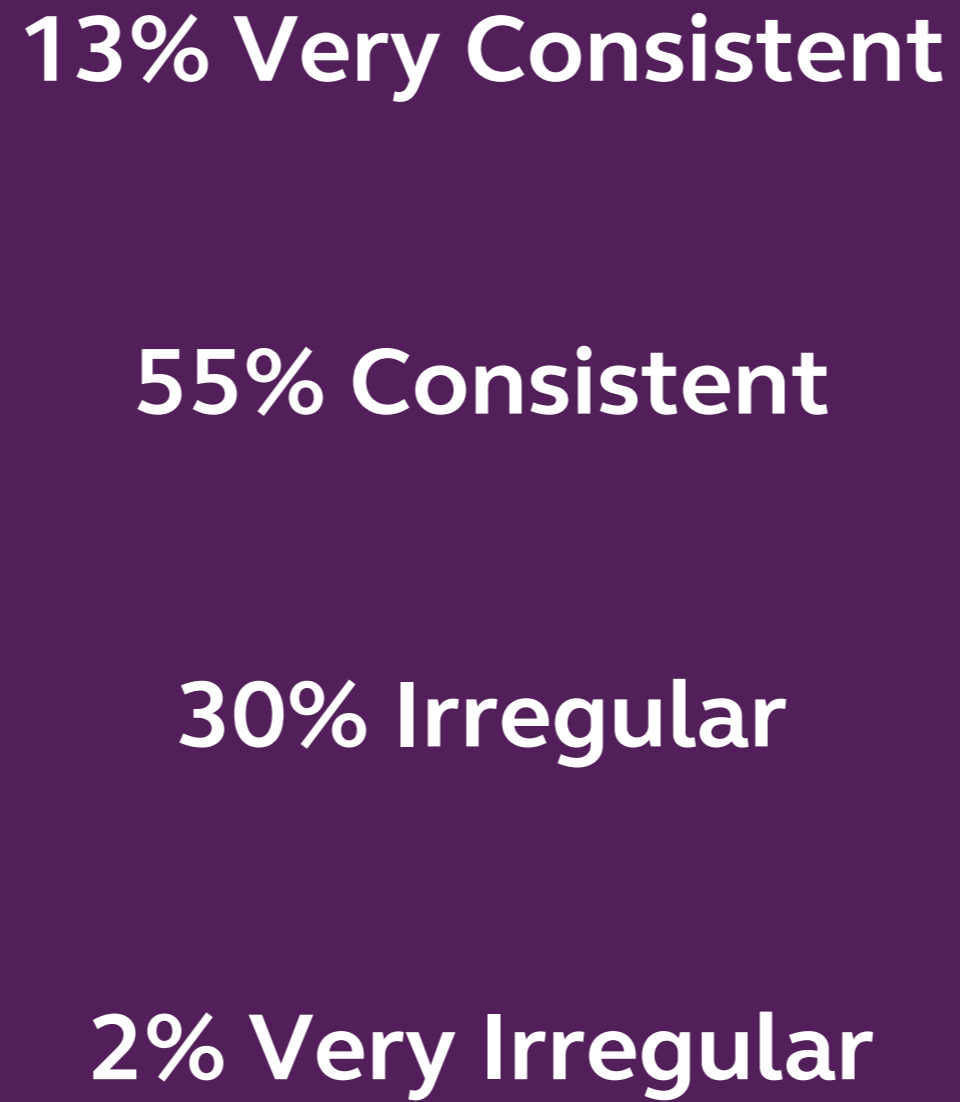


# Sleep Survey | Sleep Habits

How many hours do you sleep per night?



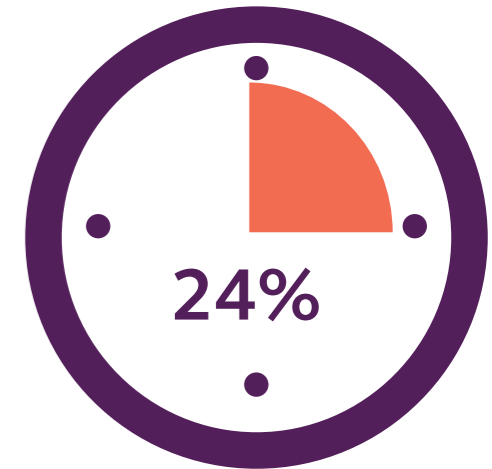
How consistent is your sleep schedule?



What time do you go to bed?



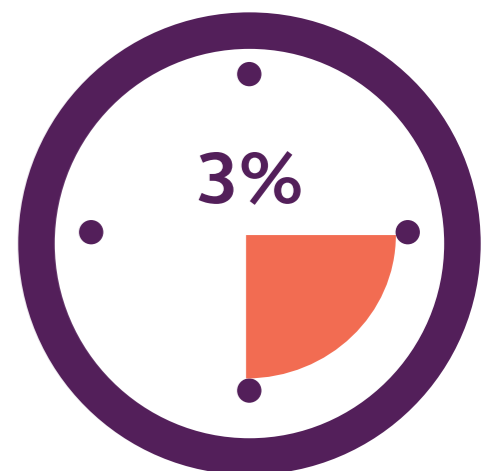
10.00pm –  
12.00am



12.00pm –  
2.00am



8.00pm –  
10.00pm

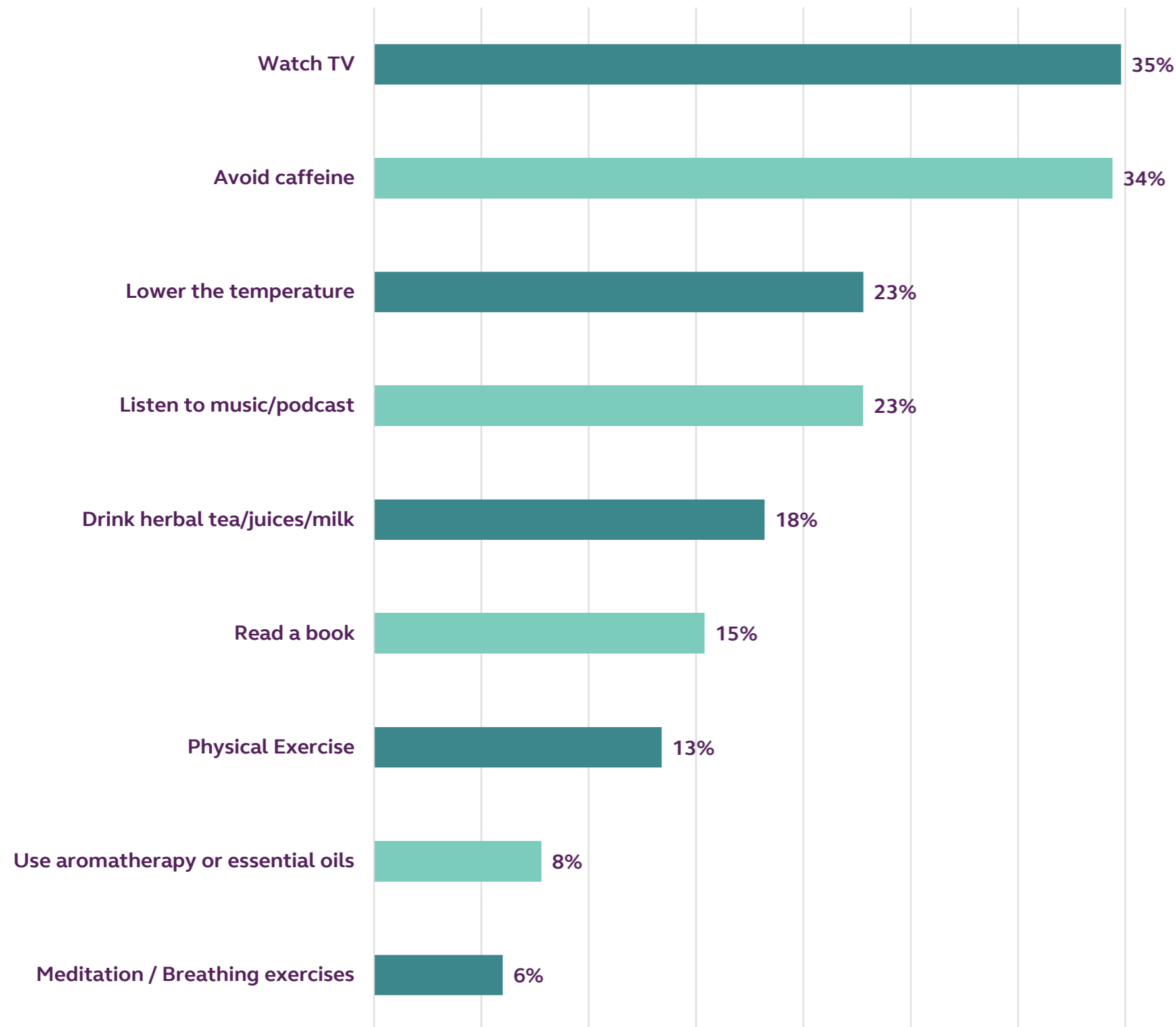


After  
2.00am

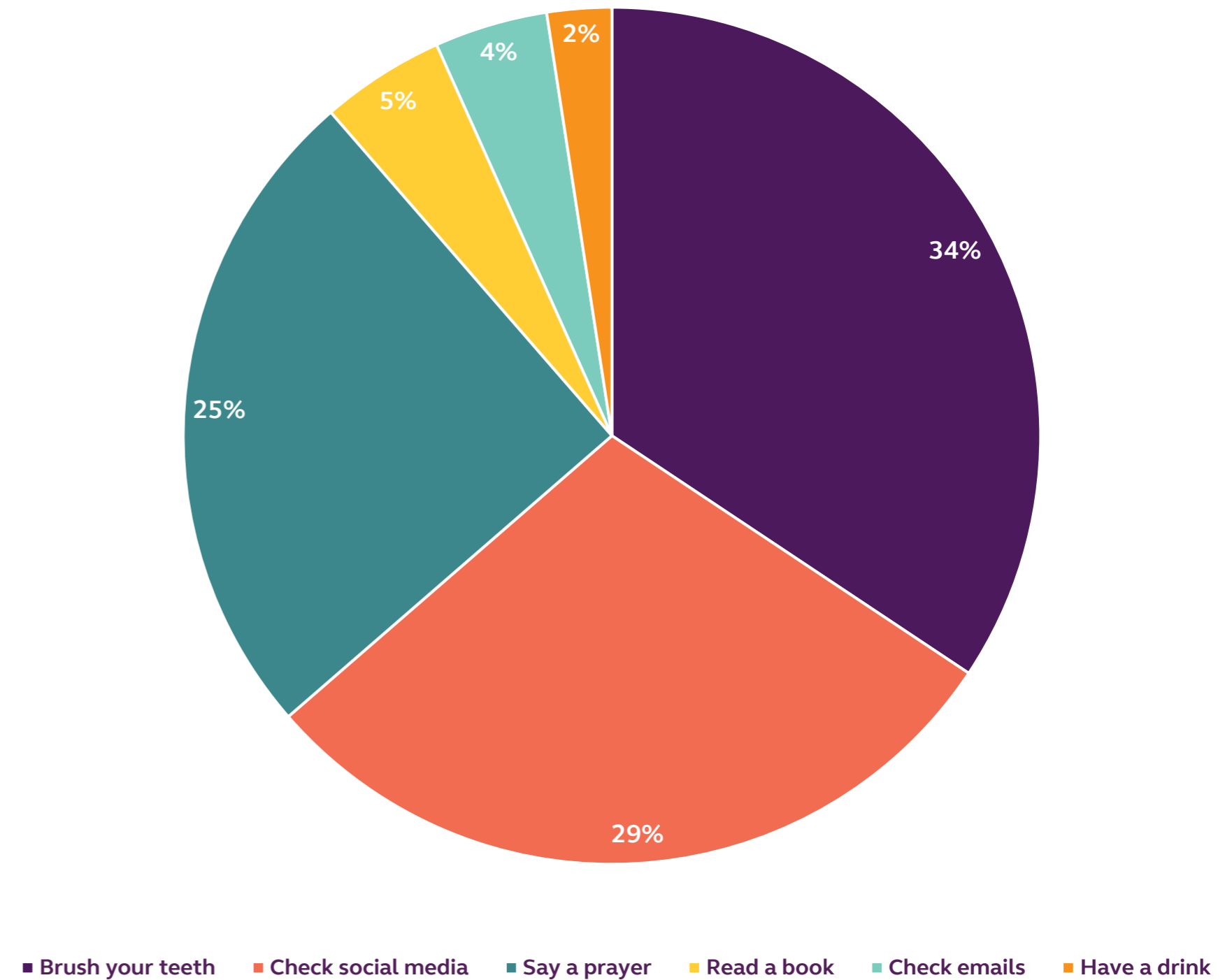
# Sleep Survey | Sleep Habits



## What bedtime routines do you follow to sleep better?

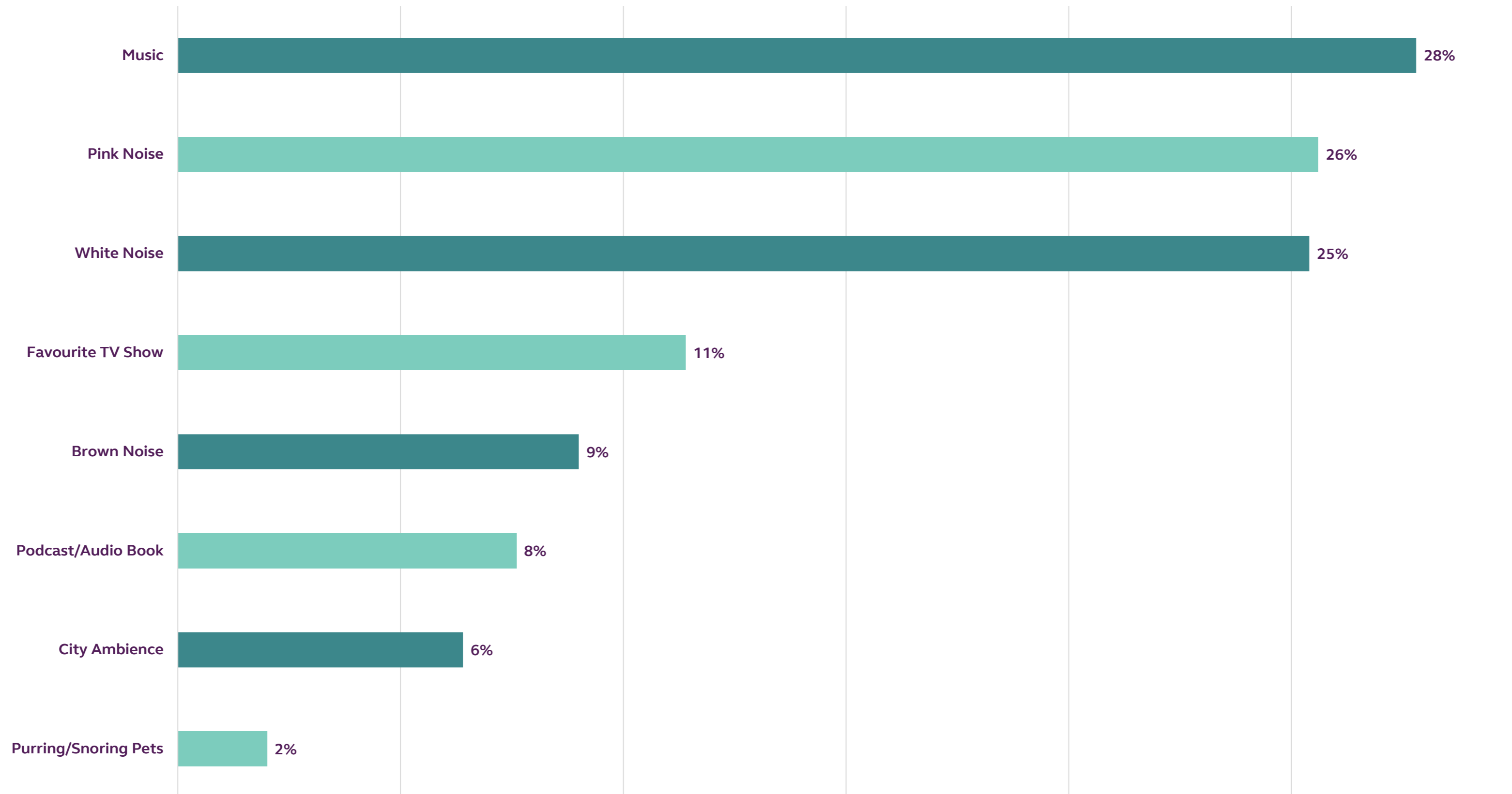


## What is the last thing you do before going to bed?





## Which sounds help you to fall asleep?



# Sleep Survey | Sleep Habits

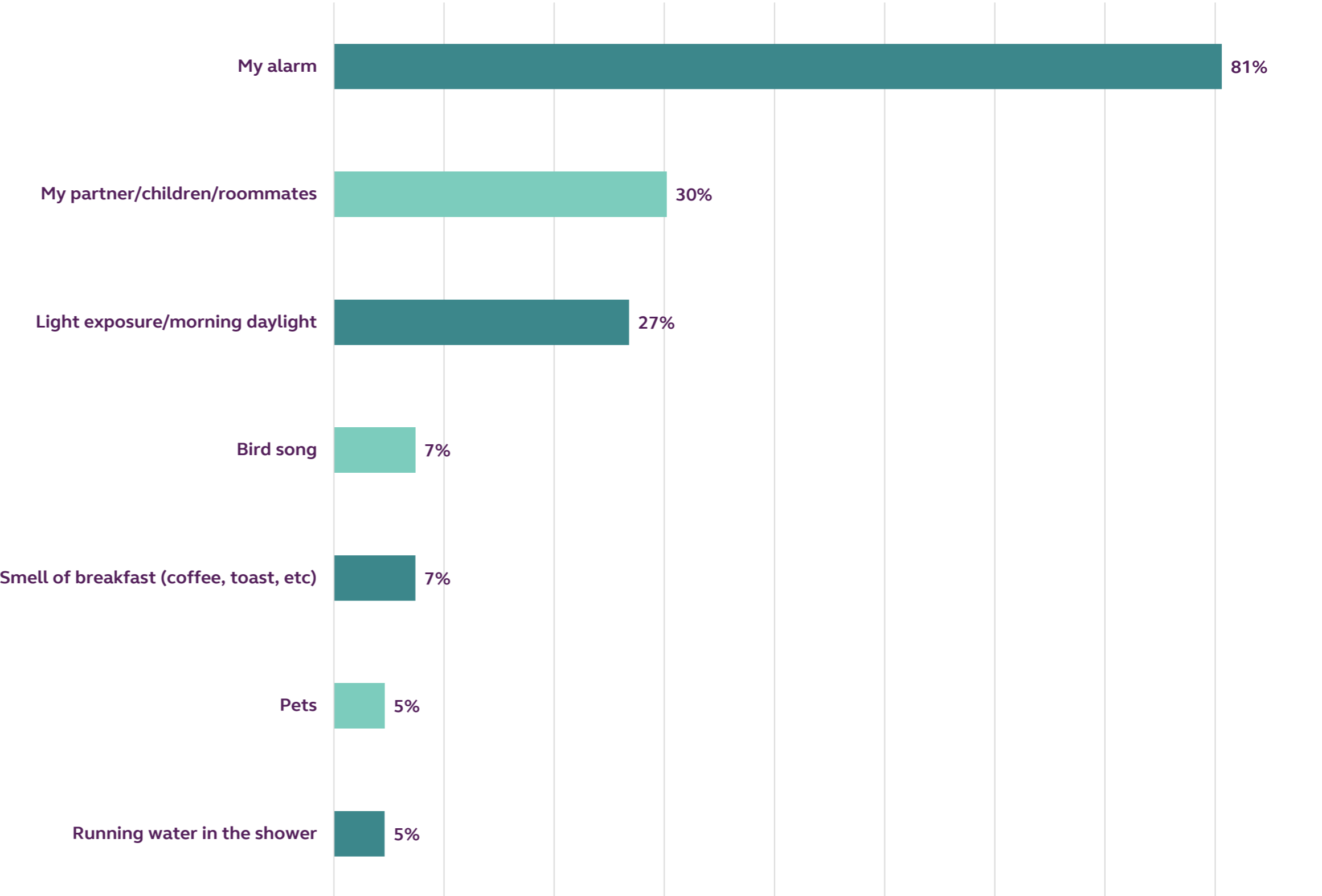


What time do you usually wake up?



1%	2:00am - 4:00am
36%	4.00am - 6.00am
47%	6.00am - 8.00am
11%	8.00am - 10.00am
3%	After 10.00am

What helps you to rise and shine?





# Sleep Survey | Sleep Tech

Do you use any sleep tracking devices or apps?



**Yes**  
**14%**



**No**  
**86%**





# Thank You

For media enquiries, please contact Sabrina Schouw.

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