

Sleep Survey Insights 2025



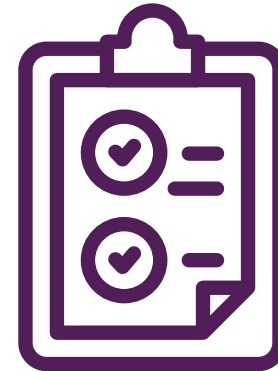
Sleep Survey | Overview



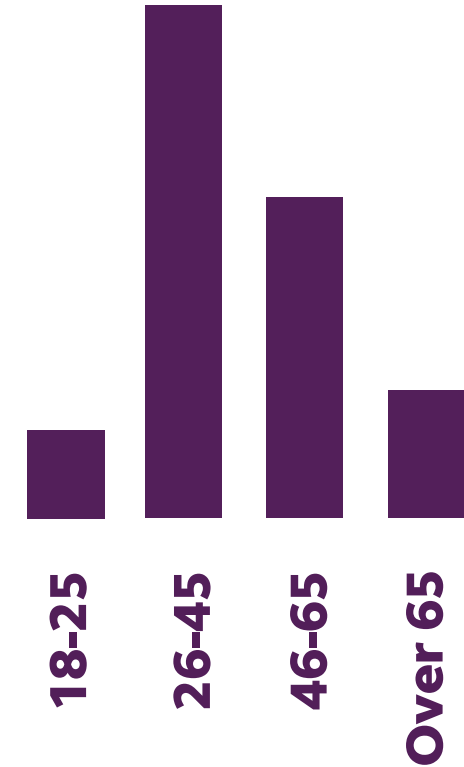
66% Male
34% Female



Focus on GCC
Residents



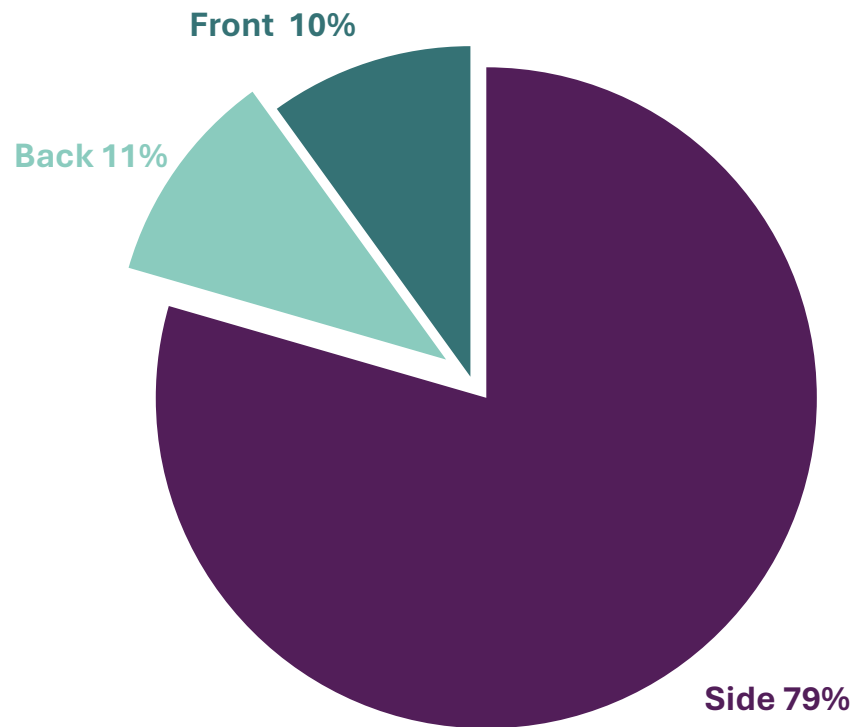
950+
Responses



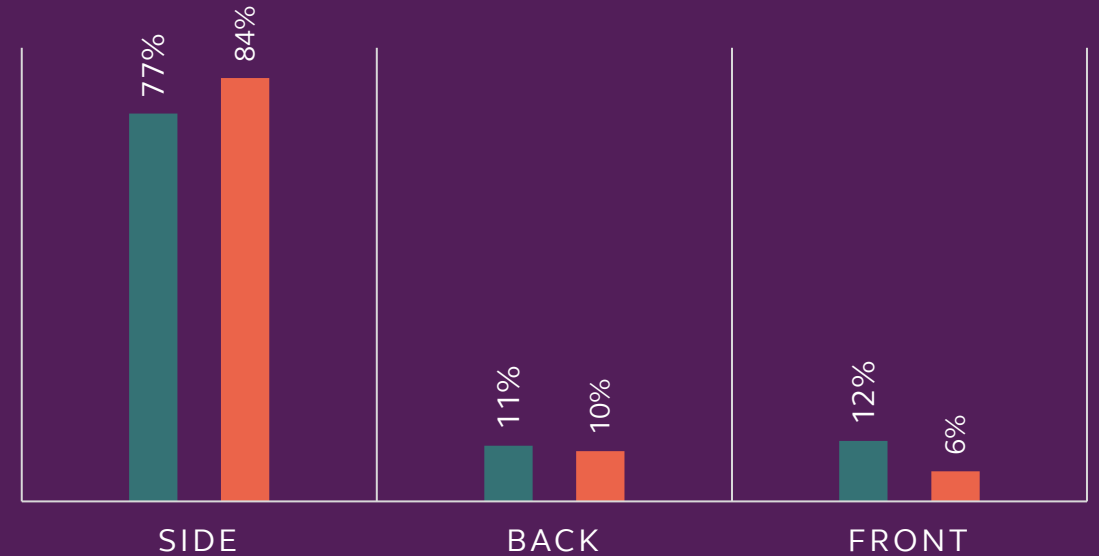
Methodology: Premier Inn Middle East shared the survey with guests and social media followers in 2024. There were 952 respondents from the GCC and rest of the world combined. The reported results only consider respondents residing in the GCC.

Sleep Survey | Sleep Habits

What is your favourite sleeping position?



Favourite sleeping positions by gender

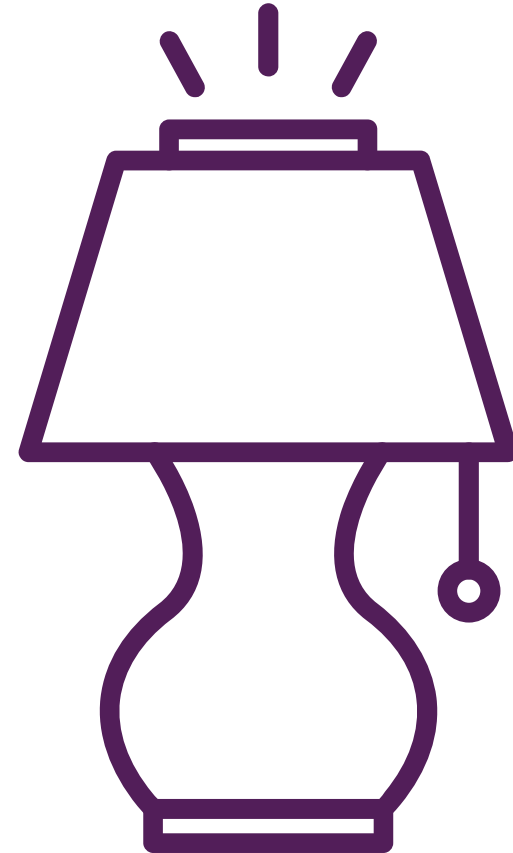


Sleep Survey | Sleep Habits



94%

Prefer to sleep with
lights off



6%

Prefer to sleep with
lights on

Sleep Survey | Sleep Habits

Prefer to sleep in...

Complete
silence



83%

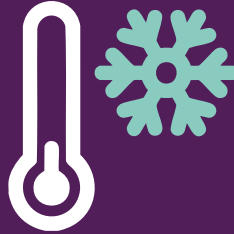
Background
sounds



17%

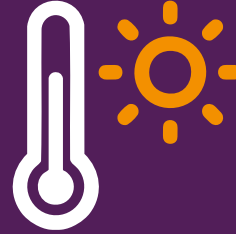
Prefer to sleep in a...

Cool room



74%

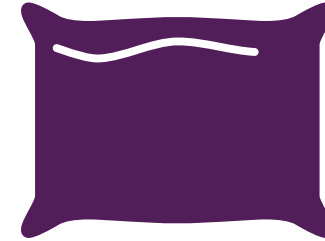
Warm room



26%

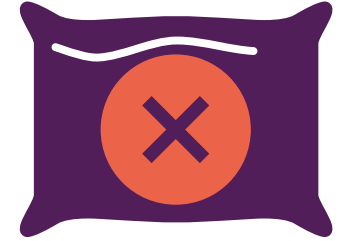
Prefer to sleep...

With pillow



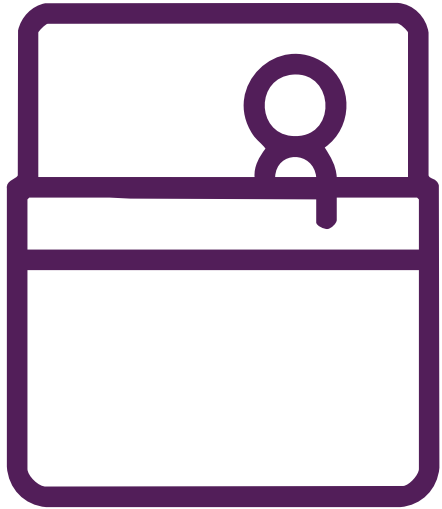
98%

Without pillow



2%

Sleep Survey | Sleep Habits

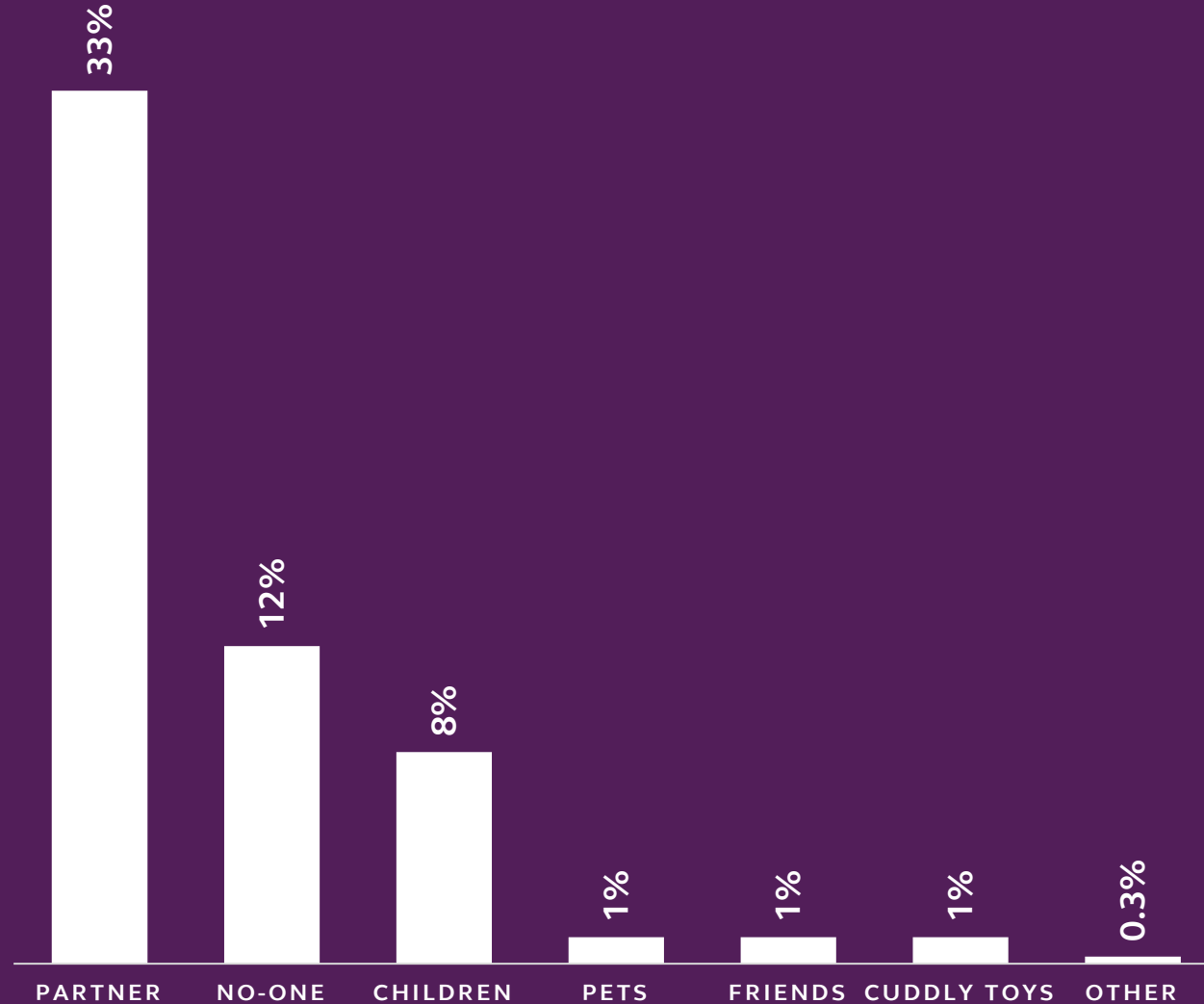


50%
Prefer to sleep alone



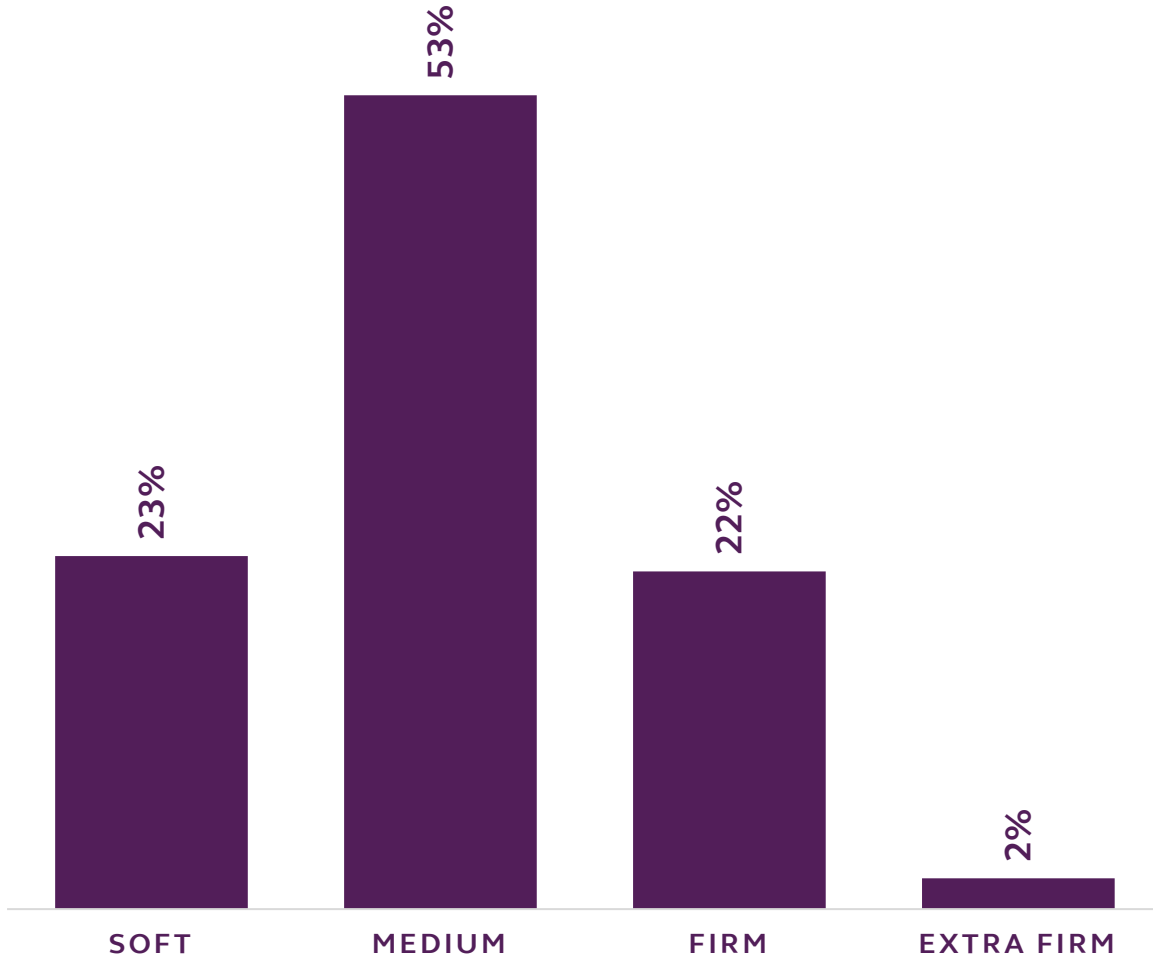
50%
Prefer to share the bed

Who do you share your bed with?



Sleep Survey | Sleep Habits

What kind of mattress do you prefer to sleep on?



Are you happy with the comfort of your current mattress?



26%
Very happy



59%
Happy



13%
Unhappy



2%
Very unhappy

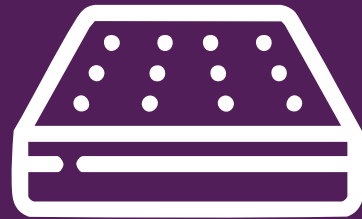
Sleep Survey | Sleep Care



Do you rotate or flip your mattress regularly?

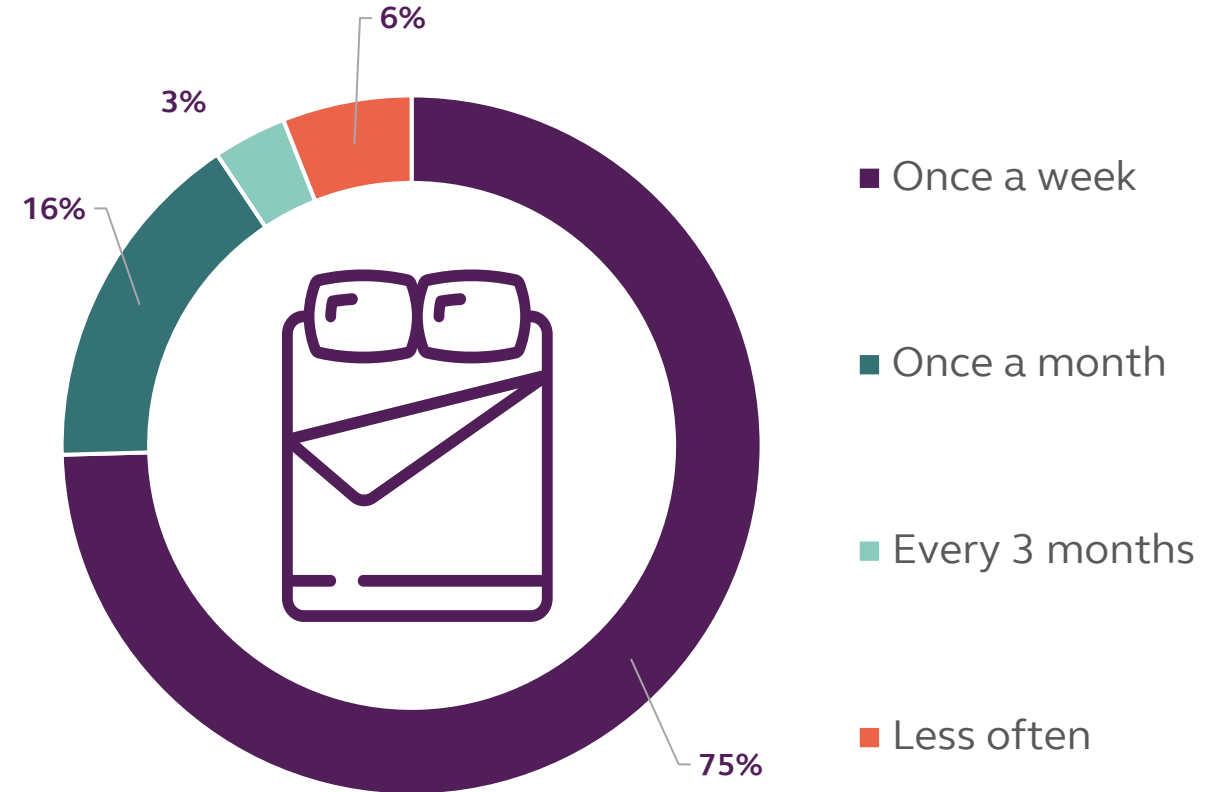


51%
YES



49%
NO

How often do you change your bed sheets?





Thank You

For media enquiries, please contact Sabrina Schouw.

sabrina.schouw@mena.premierinn.com