



## **SIMMONS (SOUTHEAST ASIA) PTE LTD**

100 Beach Road #14-07 Shaw Tower Singapore 189702

Tel: 6294 2278 Fax: 6293 0002 email [simmons.sea@simmons.com.sg](mailto:simmons.sea@simmons.com.sg)

[www.simmons.com.sg](http://www.simmons.com.sg) Co. Reg. No.: 199303272D

### **88% Of PMEBS Found To Be Sleep-Deprived**

**SINGAPORE, APRIL 18, 2001**

In a ground-breaking survey on the sleep habits of professionals, managers, executives and businessmen (PMEBs) in Singapore by Simmons (Southeast Asia) Pte Ltd, the leading bedding and mattress manufacturer, **88 percent of those polled were found to be sleep-deprived.**

Dr James B Maas, a psychologist from Cornell University who wrote the bestseller, "Power Sleep", and a Simmons consultant, categorises anyone who sleeps less than eight hours a day as being "sleep-deprived". This is because eight hours of sleep provide you with four to five critical cycles of Delta sleep (deep sleep) and REM (Rapid Eye Movement) sleep before the morning comes. These sleep cycles are essential as they help the body recuperate from the day's stress and help you feel energised for the challenges of the new day.

Based on the survey results, **PMEBs in Singapore sleep an average of 6.6 hours nightly.** However, **only 26 percent of PMEBS who were found sleep-deprived considered themselves to be so.** This is because a majority of PMEBS who were defined as sleep-deprived did not equate sleeping less than eight hours nightly with sleep deprivation. **Only 31 percent of the total respondents related "sleep deprivation" to sleeping less than eight hours nightly.**

"Such ignorance is detrimental to our well-being. Sleep experts, like Dr Maas, consider it vital for you to know if you are lacking sleep. By being aware of that, you can then seek the remedy to avoid the consequences of sleep deprivation such as a decrease in productivity due to daytime sleepiness, anxiety and stress," said Mr Michael Koo, Managing Director of Simmons (Southeast Asia) Pte Ltd.

"Ironically, as city dwellers with hectic work and social schedules, we have conditioned ourselves to get by with just six to seven hours of sleep on week nights (**63 percent of respondents**). Some of us are even proud that we have survived the strain rather admirably," added Mr Koo.

Low awareness of sleep deprivation (**only two in five had heard of the term "sleep-deprived"**) has also led our PMEBS into erroneously believing that they sleep well at night.

Although close to **70 percent of PMEBS polled claimed that they slept well without interruption at night, further probing revealed that 30 percent of the total respondents were unable to return to sleep after waking up in the middle of the night.** Furthermore, **57 percent of PMEBS polled reported that they tossed and turned in their sleep.** Also, at least **30 percent of the total respondents admitted some snoring that disturbed others.**

"Unknown to many, clinical tests have shown that tossing and turning can reduce up to 20 percent of critical deep sleep. Thus, a large number of PMEBS in Singapore are actually under the illusion that they are experiencing restful sleep. As many of the respondents are unable to resume their sleep cycles after waking up in the middle of their sleep, they have further compromised the quality of their sleep. And if you were woken up by loud snoring, which can reach up to 90 decibels, you are unlikely to achieve quality sleep as you may find it difficult to return to sleep," said Mr Koo.

With such compromises made in the quantity and quality of their sleep, PMEBS in Singapore are chalking up a sleep debt and unknowingly paying the price for the lack of sleep.



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Based on the survey findings, **four in five PMEBS in Singapore polled felt tired despite having reported that they had sufficient sleep.** Furthermore, **87 percent of the total respondents reported daytime sleepiness, with one in two requiring catnaps.** Also worth noting is that **four percent of PMEBS had been involved in automobile accidents or home or work-related accidents due to sleepiness.**

Although these findings appear insignificant when compared to the effect of sleep deprivation on work productivity, there is cause for alarm as sleep deprivation affects the social and personal lives of PMEBS. They are reported to have dozed off while watching television, commuting, when attending a meeting, driving, socialising and even while making love to their partner.

"The results are staggering and are significant enough to make us realise the importance of sleep and the impact that would result from the lack of it. It's never too late for us to make adjustments to our lifestyles, if necessary, to enable us to play our roles more effectively as spouses, friends, workers, parents, etc," said Mr Koo.

For the research - **Sleep Habits of PMEBS in Singapore**, ACNielsen was commissioned by Simmons to conduct a telephone poll of 150 people. The PMEBS polled were aged 25 years and above. When projected, this sample represents 98 percent of the 691,000 PMEBS in Singapore.

To ensure a representative sample of PMEBS in Singapore, respondents were selected randomly from the Singapore residential telephone listings and had to meet the quota set on age, gender, race and personal income to reflect the actual population distribution. The survey data was weighted and projected to reflect the PMEBS population in Singapore using the ACNielsen Media Index 2000, which is a syndicated study of the Singapore population, aged 15 years and above.

The survey - **Sleep Habits of PMEBS in Singapore** - is the result of Simmons' relentless efforts in embarking on **their Better Sleep Through Science™** programme. The programme is a showcase of Simmons' continual commitment to promote better sleep among Singaporeans. Simmons aims to achieve this by working hand in hand with medical and industry experts to educate Singaporeans on the importance of quality sleep and the impact that a lack of it can have on our lives. Through better sleep, Simmons hopes to help Singaporeans achieve a better quality of life.

### **Issued on behalf of:**

Simmons (Southeast Asia) Pte Ltd

### **By:**

Foreword Communications

### **Contacts:**

**Shannen Fong** or **Sharon Wan**

Tel: 6338 5918

Email: [shannen@foreword.com.sg](mailto:shannen@foreword.com.sg) or [sharon@foreword.com.sg](mailto:sharon@foreword.com.sg)

Or

**Michelle Ng**

*Assistant Manager*

Corporate & Marketing Communications

DID: 6290 9221

Email: [michelle.ng@simmons.com.sg](mailto:michelle.ng@simmons.com.sg)