

Americans' Bedrooms are Key to Better Sleep

Bedrooms are important to getting a good night's sleep, according to the first ever Bedroom Poll from the National Sleep Foundation (NSF). The telephone survey of 1,500 adults found that Americans love their bedrooms and believe that comfort and cleanliness are fundamental to good sleep.

We've looked a lot at how medical and behavioral issues affect sleep, but we really hadn't looked at the sleep environment in such depth," NSF CEO David Cloud told WebMD. "Frankly, we were surprised to see that senses like touch, feel and smell were so important."

The vast majority of Americans, more than 9 out of 10, say that mattresses and pillows are important to getting a good night's sleep, and more than three-quarters also believe that the comfortable feel of sheets and bedding are important.

Also high on the list were cool temperature, clean air free of allergens, and a dark, quiet and clean bedroom. At least two-thirds of Americans believe these also play an important role in getting good sleep.

"We spend a third of our lives in our bedrooms, so make it a sanctuary for your sleep," Cloud advised. "Comfort, fresh air, quietness and cool temperature are the basic building blocks for creating the best sleep environment."

The poll - which was underwritten by Proctor & Gamble makers of Downy scented fabric softeners - also showed that simple things like freshly scented sheets or making your bed each day can impact how you feel about going to bed or even how you sleep.

About seven in 10 Americans say they get more comfortable night's sleep in sheets with a fresh scent. Those who make their bed every day are 19% more likely to get a good night's sleep every night than those who don't.



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