



FOR IMMEDIATE RELEASE

Brits losing sleep over money worries

London, 08 June 2009: The economic situation continues to seep into every aspect of our day-to-day lives, not least of all our bedrooms.

Recent research from [Harris Interactive®](#) conducted exclusively for the [Metro](#), shows that far from being a haven of peace and tranquillity, many of our bedrooms are absorbing activities traditionally associated with other parts of the home – eating, drinking alcohol, playing computer games, smoking, making calls and working are all cited as regular activities.

The results indicate a sharp rise in ‘free’ bedroom based entertainment versus the previous 12 months; 31% are reading more, 37% are using their laptop for pleasure more, 30% are playing more computer games, yet more disturbingly 50% are using their laptops more to finish work in bed. This last finding may explain the fall in sexual activity - 22% are engaging less in the ultimate in free entertainment.

44% of us are taking steps to maximize bedroom serenity and don't have televisions in the bedroom.

The economic crisis appears to be taking its toll on us when we do eventually make the decision to turn off the lights since nearly a third have difficulty getting to sleep more than once a week and two thirds at least once a month struggle falling into a slumber. Of these sheep counters, 17% are using alcohol in an attempt to aid sleep landing the number one spot over natural sleep aids and over-the-counter medications. Nearly 1 in 10 has used prescribed sleep medication in the past 6 months.

Unsurprisingly money/work worries are cited as the leading antagonist to sleep.

-ENDS-

Methodology:

The research was conducted exclusively for the [Metro](#), by [Harris Interactive®](#) amongst 1,054 UK residents aged 18-64 between 27th May and 1st June 2009. All respondents are members of the Harris Interactive online panel (HPOL), the UK's largest online panel. All data has been weighted to be representative of the GB general population (aged 18+) using Harris Interactive's proprietary propensity scoring system.

About Harris Interactive:

Harris Interactive is a global leader in custom market research. With a long and rich history in multimodal research that is powered by our science and technology, we assist clients in achieving business results. Harris Interactive serves clients globally through our North American, European and Asian offices and a network of independent market research firms. For more information, please visit www.harrisinteractive.com/europe

About the Global Omnibus

The Harris Poll - Global Omnibus is an online global omnibus service that enables clients to ask questions and get projectable answers from a representative sample of adults (aged 16-64) in each relevant market. We can survey in the following countries:

Great Britain
France
Spain
Italy
Germany
Sweden
Belgium
Netherlands
Poland
Russia
Australia
Japan
China
India
South Korea
Taiwan
Plus many more...

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