## DR.VEGAN SLEEP SURVEY 2023

Our research reveals the impact of poor sleep, the common causes of poor sleep, how it affects people, and the most effective treatments for poor sleep.
Online survey of 545 people in the UK during February 2023. Nationally representative.

Average amount of sleep

77\% of people don't get 7+hours of sleep per night.


## Symptoms of poor sleep

75\% of people over the age of 45 wake up throughout the night.

| Waking up throughout the night |  |
| :--- | :--- |
| Not waking up refreshed | $69 \%$ |
|  | $62 \%$ |
| Wake up too early \& can't get back to sleep |  |
| Struggle to get to sleep due to stress / anxiety | $52 \%$ |
| Struggle to sleep in general | $35 \%$ |
| Restless legs syndrome | $21 \%$ |
| Nightmares | $17 \%$ |

## Nights of troubled sleep

47\% of people over the age of 45
suffer sleep issues 5-7 nights per week
vs only $11 \%$ for those under 35.


Impact of poor sleep
$\mathbf{8 8 \%}$ feel their sleep worsens when stressed.

## Low energy



Irritability


Anxiety


Headaches


Gut health issues

More prone to illnesses
L 23\%

Diet affects our sleep, \& poor sleep affects dietary choices


Feel their diet gets less healthy when they have poor sleep


Find consuming foods that help with sleep effective

80\% consumed their last meal
2-3 hours before sleeping.

How do people try to improve their sleep

| Exercise during the day | $\mathbf{4 3 \%}$ |
| :--- | :--- |
| Take vitamins / supplements | $42 \%$ |
| Consume foods / drinks known to improve sleep | $25 \%$ |
| Don't do anything $21 \%$ <br> Meditate $20 \%$ <br> Follow a sleep schedule $18 \%$ <br> Take medication $11 \%$ <br> $88 \%$ find exercise effective in  <br> improving sleep.  |  |

## How does Vegan Nights ${ }^{\circledR}$ work?

How Vegan Nights ${ }^{\circledR}$ helps

Most common benefits of taking Vegan Nights ${ }^{\circledR}$

Falling asleep
Falling back to sleep more quickly

Staying asleep
Sleeping more deeply
Overall sleep quality

75\% find vitamins \& supplements such as Vegan Nights ${ }^{\circledR}$ effective in improving sleep.

How long Vegan Nights ${ }^{\circledR}$

## takes to work

80\% of Vegan Nights ${ }^{\circledR}$ customers
enjoy relief from poor sleep within 4 weeks.

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6 out of 10
Find Vegan Nights ${ }^{\circledR}$ effective

For the full report \& results of our Sleep Survey 2023 please contact us at team@drvegan.com

