

# DR.VEGAN<sup>®</sup>

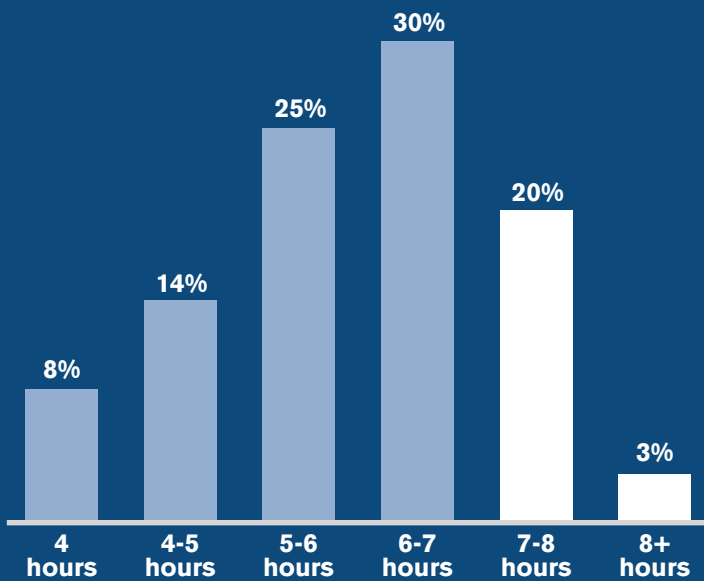
## SLEEP SURVEY 2023

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.

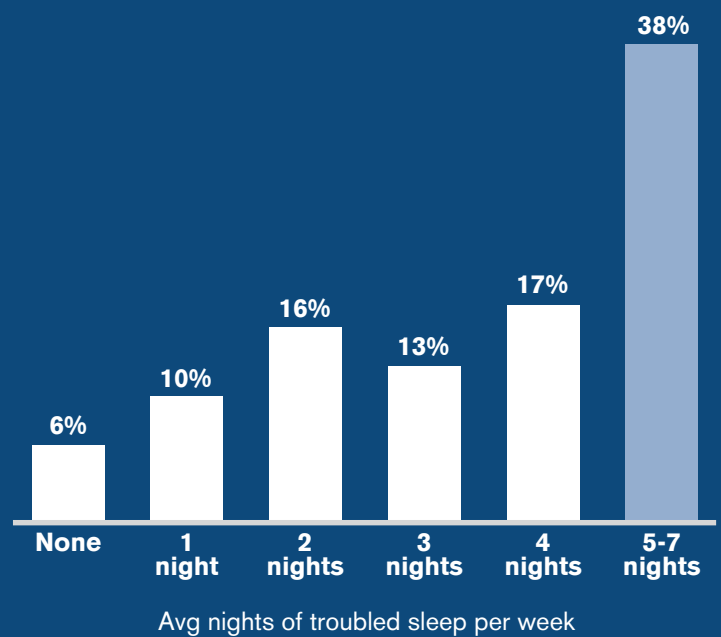
### Average amount of sleep

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



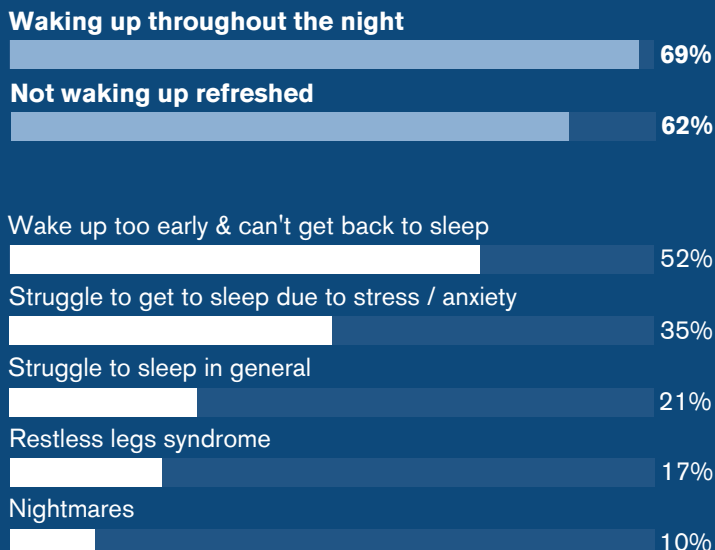
### Nights of troubled sleep

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



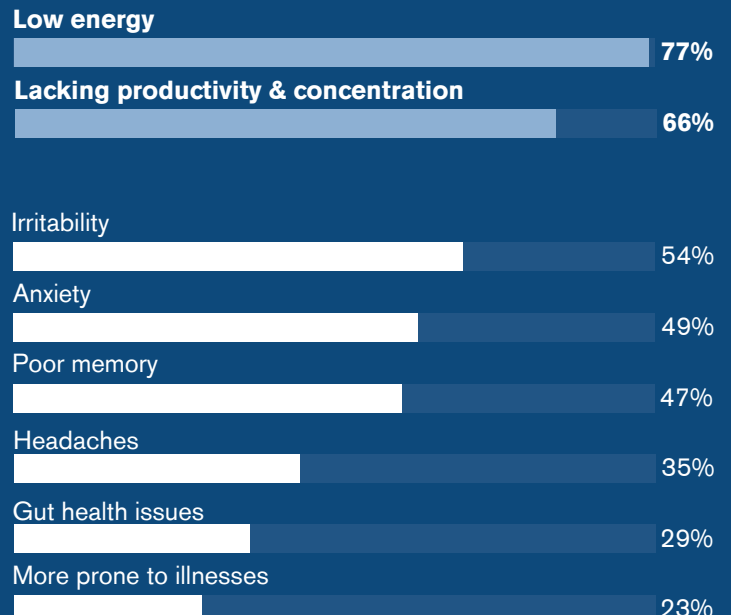
### Symptoms of poor sleep

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



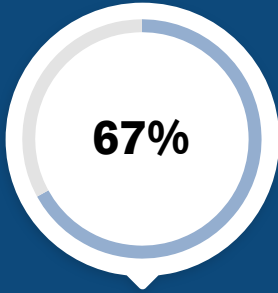
### Impact of poor sleep

88% feel their sleep worsens when stressed.

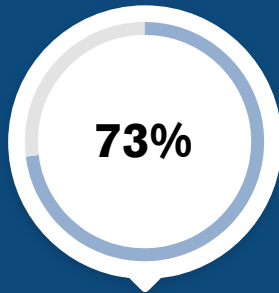


## Sleep & diet

Diet affects our sleep, & poor sleep affects dietary choices



Feel their diet gets less healthy when they have poor sleep

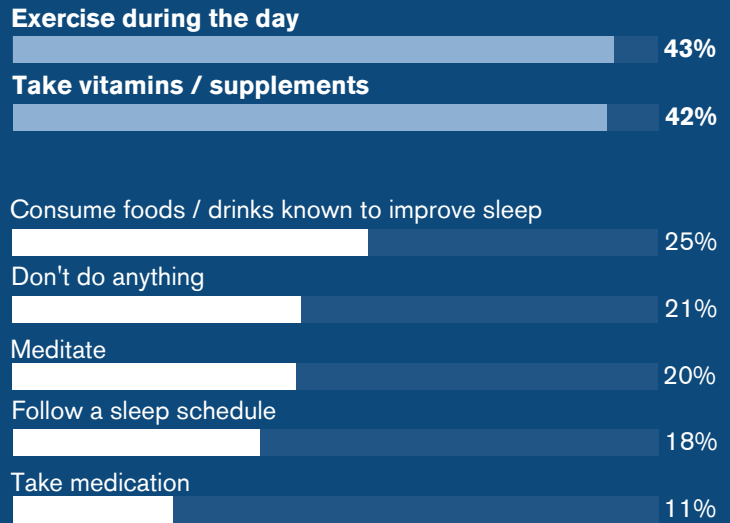


Find consuming foods that help with sleep effective

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

## Treatments tried

How do people try to improve their sleep



88% find exercise effective in improving sleep.

## How does Vegan Nights® work?

### How Vegan Nights® helps

Most common benefits of taking Vegan Nights®

Falling asleep



Falling back to sleep more quickly



Staying asleep



Sleeping more deeply



Overall sleep quality

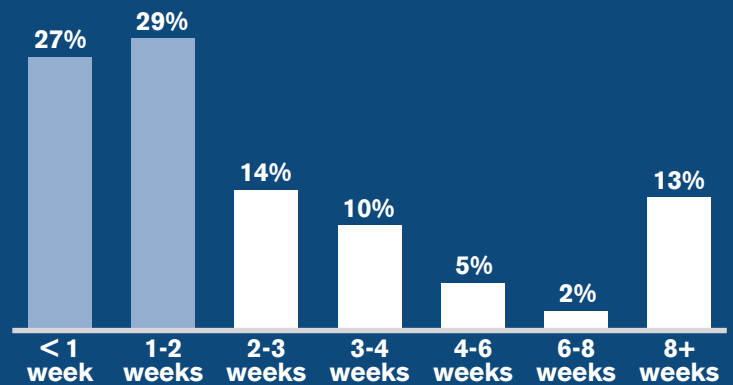


75% find vitamins & supplements such as Vegan Nights® effective in improving sleep.

### How long Vegan Nights®

takes to work

80% of Vegan Nights® customers enjoy relief from poor sleep within 4 weeks.



6 out of 10 Find Vegan Nights® effective

For the full report & results of our Sleep Survey 2023 please contact us at [team@drvegan.com](mailto:team@drvegan.com)