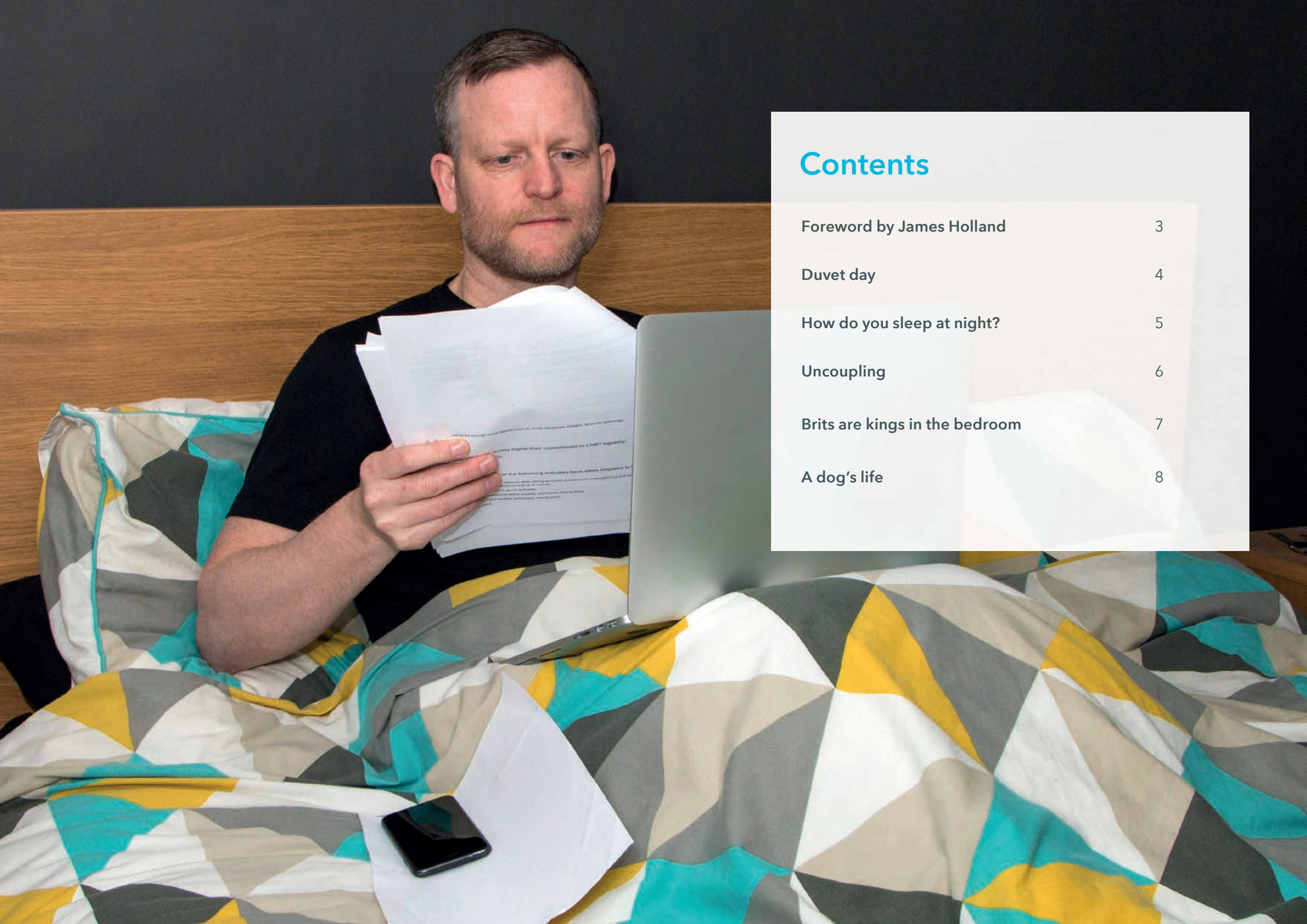


# Pulling back the covers

The Co-op beds report



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# Foreword by James Holland

Managing Director, Co-op Beds



**James Holland**  
Managing Director, Co-op Beds

The Co-op first started selling beds in 1904, when through traditional department stores we sold bedsteads, frames and headboards to Edwardian Britons.

Fast forward to 2018, and we have got back in to beds by forming a partnership with Silentnight, the UK's leading brand, to make beds, headboards and mattresses with free delivery available via our web site [beds.coop.co.uk](https://beds.coop.co.uk)

The new on-line beds operation sits alongside the Co-op's successful online electrical shop enabling us to offer our members and customers a first class delivery service coupled with the quality and great value products they have come to expect from Co-op E-store.

The alliance with Silentnight got us thinking about how beds, bedrooms, and what we do in them is evolving. Apart from the obvious 2 S's - sleep and sex - we wanted to get under the covers of what is taking place in the UK's boudoirs.

Whilst it is widely accepted that we spend a third of our lives sleeping, this new research suggests that we are in bed far longer than that due to the amount of time we spend on other activities between the sheets. Watching TV and films, reading and using social media now take up a considerable amount of time in the bedroom, whilst an increasing number of people have taken to working from home - in bed.

This report pulls back the covers to examine what the nation gets up to in the bedroom, how well and where we sleep, the beds we sleep in and who we choose to share them with.

# Duvet day

Whilst sleeping is naturally the activity we most enjoy when getting in to bed, we also spend a surprising amount of time doing other things.

Taking a duvet day has taken on a new meaning, with a quarter of all Brits working in bed at least once a week, and one in ten doing it every day. This number doubles in the Capital, with over 50% of all Londoners working weekly between the sheets, and one in five doing it every day. Employees aged between 25 and 34 are most likely to work from bed often: 21% do it every day and 22% do it every few days.

**On average, people spend five hours a week working in bed - that's 235 hours a year or the equivalent of 10 days.**

## TV bedtimes

It is not just work that occupies us under the duvet. On average, Brits spend seven hours a week watching TV/films in bed, which equates to 16 days a year watching the box. If you are a parent with a child under five,

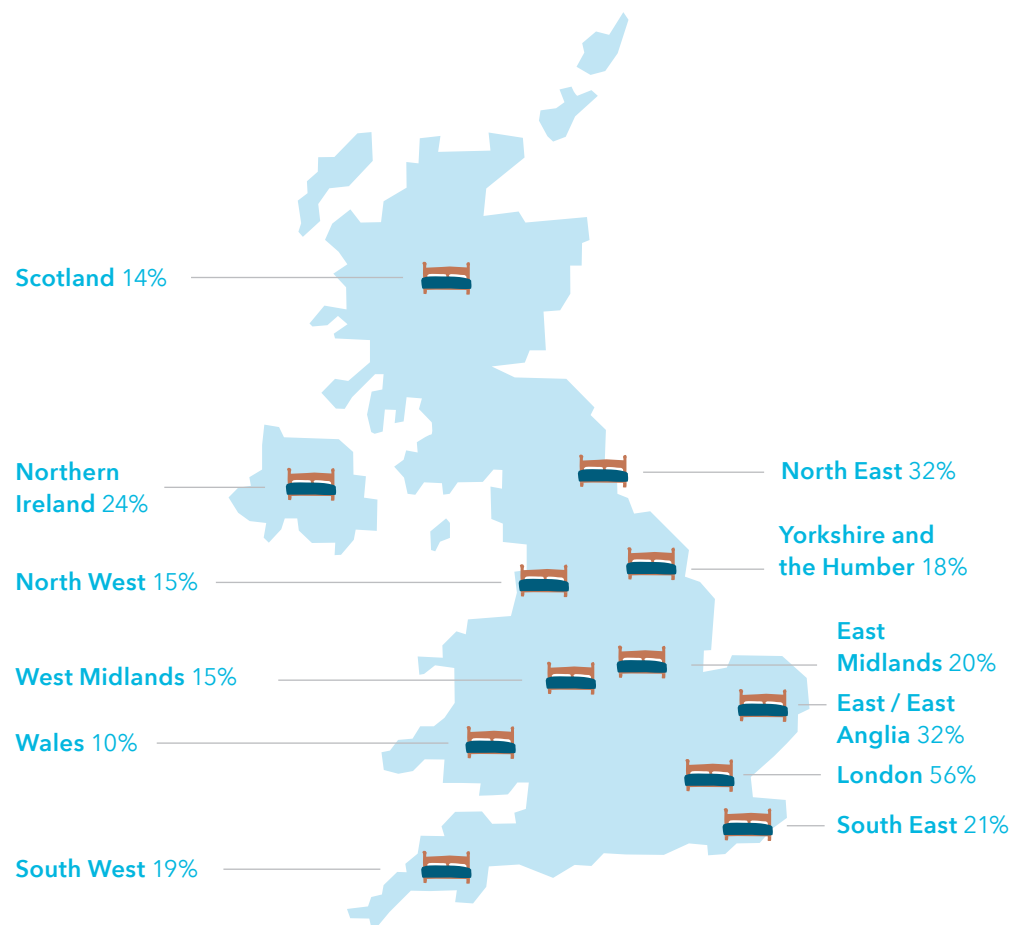
this figure more than doubles to 15 hours a week or 32.5 days, as tired mums and dads are (presumably) joined by their little ones for a snooze and cartoons.

## Sleeping Tablets

When we are not watching TV or reading a book (seven hours a week), many of us turn to our tablets, laptops and phones when we get in to bed. We spend on average six hours a week browsing the internet and using social media, and four hours a week online shopping. 63 per cent of women versus 47 per cent of men like to read in bed, and almost twice as many women (20 per cent) text or use their phones as men (12 per cent).

Altogether, 42 hours a week are spent in bed not sleeping.

## Percentage of people who work from bed at least once a week



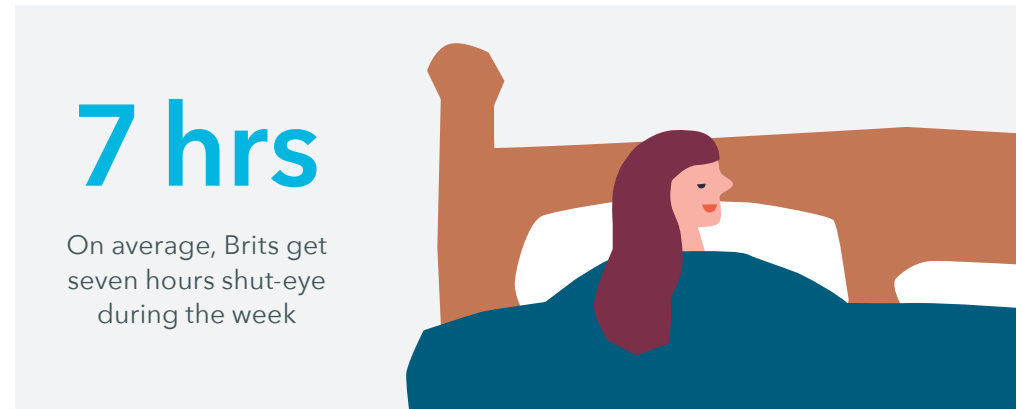
# How do you sleep at night?

It is often been said that eight hours is the minimum required for a good night's sleep, however our research shows that on average, Brits get seven hours shut-eye during the week and seven and a half hours at the weekend. Londoners buck the trend, getting an average 30 minutes extra both during the week and at the weekend, whilst the people of Leeds get the least sleep, waking up after six and a half hours on Monday to Friday and less than seven hours on Saturday and Sunday.

How we get ourselves to sleep is also changing, as the idea of a hot, milky drink before bedtime is a thing of the past. Only 10% of people enjoy one - the same number as those that drink coffee. Three times as many people have a glass of water (33%), and 20% have a cup of tea. Most adults (38 per cent) help themselves doze off by reading, whilst 13 per cent avoid mobile phones and computers screens, and the same number have an alcoholic drink.

However, it appears that whatever we do to help us get to sleep is not keeping us in bed, as over half of UK sleepers describe their night as 'Disturbed - I often wake up' (51%). In comparison, 22% of adults say they snooze peacefully and do not wake up, 20% are light sleepers and 10% are heavy sleepers. Brits are more likely to say they are slow to nod off (23%) than fast (14%), and almost a fifth (19%) of 35-54s say they are anxious and their worries impact their sleep.

A quarter (22%) of people surveyed never have a lie-in, whilst a third managed it less than once a week. 20% enjoyed extra time in bed once a week.



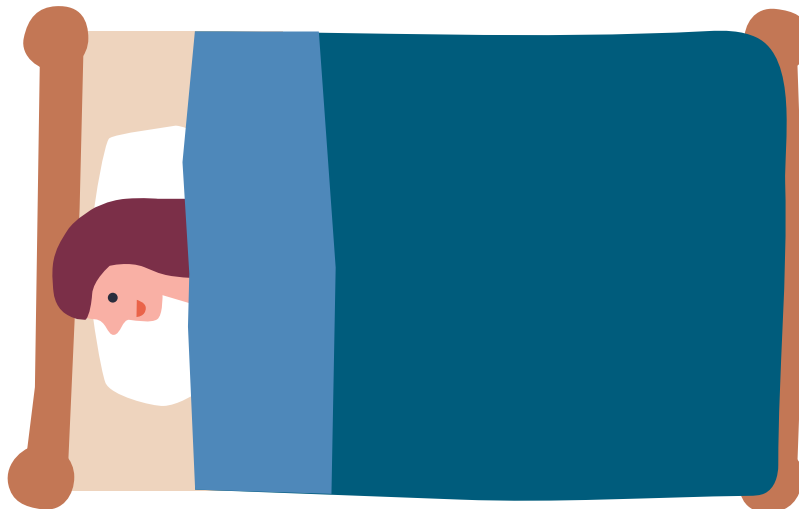
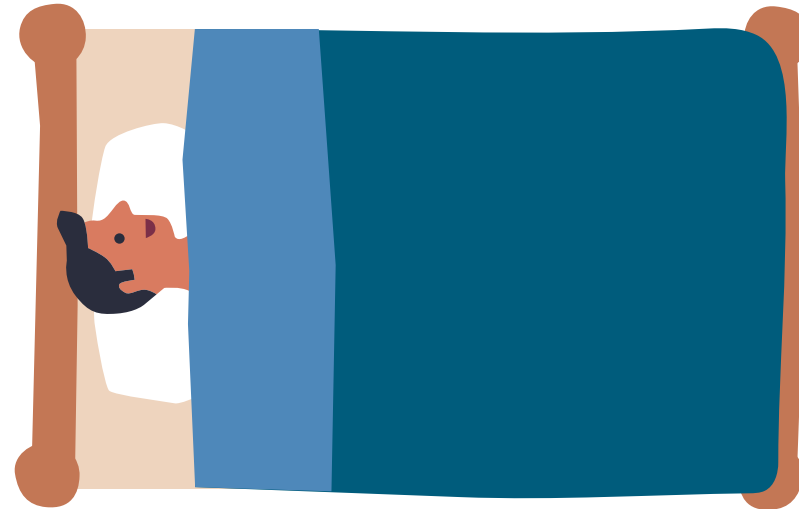
# Uncoupling

Perhaps the reason why one in ten of us always sleep in separate beds to our partners is because of the bad habits we have when we are asleep. Almost 50% of all questioned said their partner's worst habit in bed was snoring, followed by hogging the covers (24%), moving around a lot (22%), taking up too much space (21%) and getting up to use the toilet (19%). Women were nearly twice as likely to say their partner snores than men.

Avoiding these bad habits may be the reason almost three in ten (27%) adults in a relationship admit they do not share a bed together every night, including 23% of married couples.

Young adults aged 18-24 are most likely to be living with a partner/spouse and not couple-up every night - 31 per cent don't always sleep together, including 17% who say they have separate beds in their home.

Three in ten (29 per cent) 18-24 year-olds say it isn't important in their relationship to stay in the same bed, compared to 19 per cent of couples overall.



50%

of people questioned said their partner's worst habit in bed was the snoring.

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24%

Said hogging the covers was their partner's worst habit.

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21%

Said their partner takes up too much space

# Brits are kings in the bedroom

Brits are becoming kings of the bedroom as more and more opt for a majestic-sized bed.

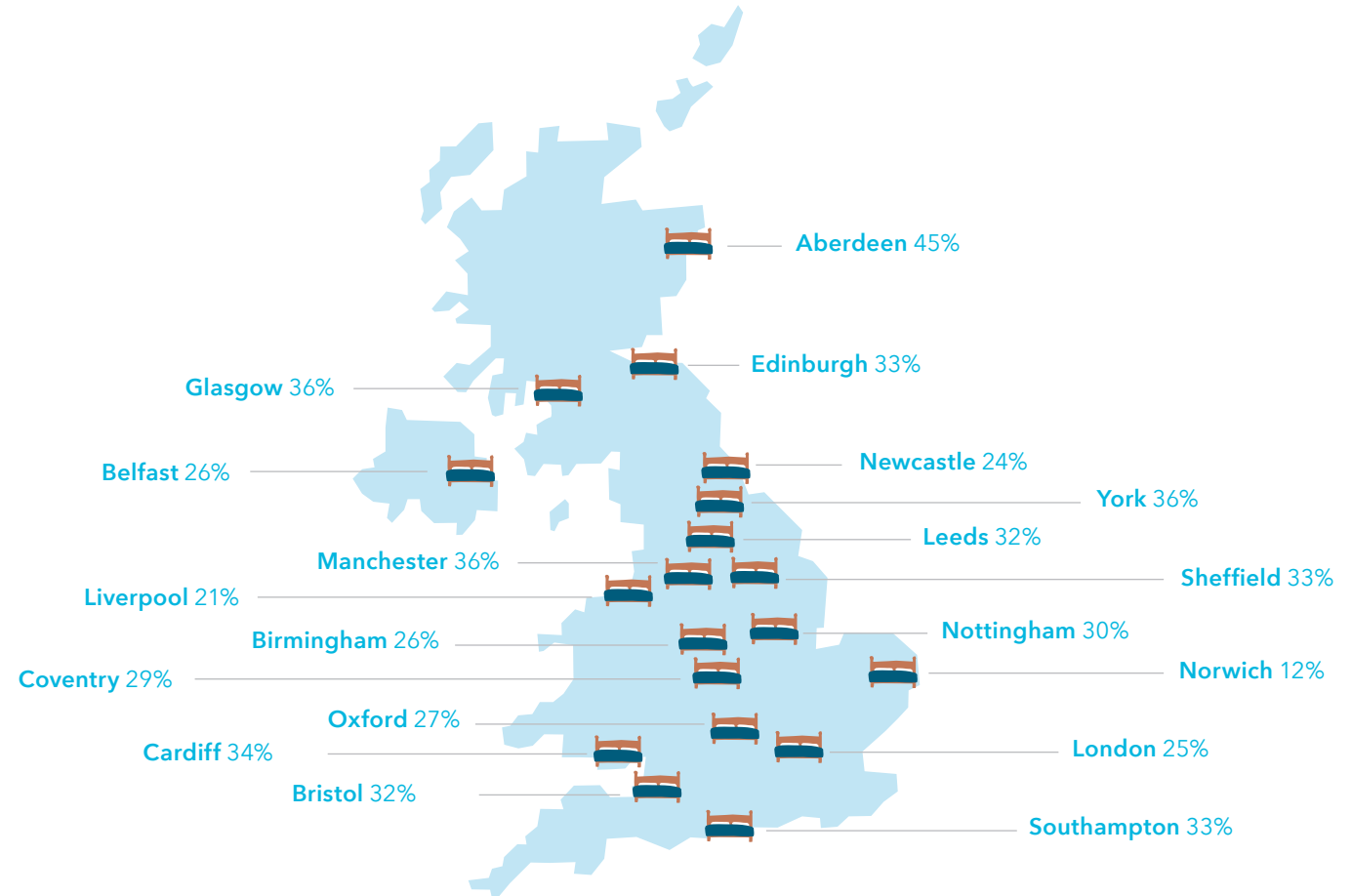
More than half of all married couples sleep on a queen (10%), king (35%) or super king sized bed (6%).

In an ideal world seven out of 10 consumers would choose to lay their heads on a bigger than the standard double, which is only slept on by just over 2 in 5 (44 per cent) of all spouses. Even those who sleep alone are looking for extra space with 69 percent opting for more than a single bed.

Aberdeen (45 per cent) tops the list of cities where the most couples own king sized beds, closely followed by York, Manchester and Glasgow (all 36 per cent), with Norwich bottom with just 12 per cent.

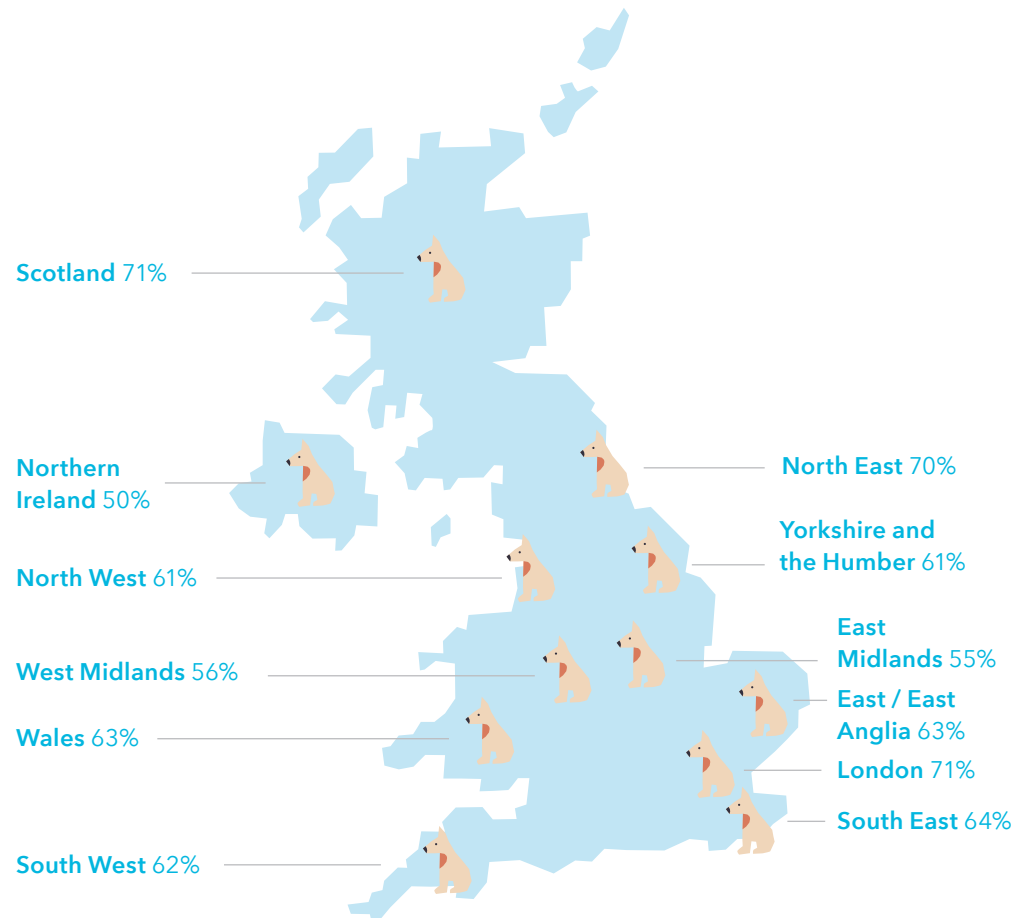
## King size cities

Percentage of citizens across the country sleeping in king sized beds



# A dog's life

The majority (64%) of dog and cat owners admit they let their pet join them in bed





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**Research**

Research questioned 2,000 people by Atomik Research, March 2018. Nationally representative sample.

**About the Co-op**

Co-op Beds launched in December 2017. It is a partnership with the UK's leading bed brand Silentnight, selling beds, headboards and mattresses at competitive prices. Using Silentnight's existing distribution network, Co-op Beds offers shoppers free delivery on orders, a 14-day cancellation policy and a five-year guarantee. For more information visit: [beds.coop.co.uk](https://beds.coop.co.uk)

