

# Innovative Insights

## # 4

Sleeping Pattern and its effects on Individuals



# BED TIME AT A GLANCE



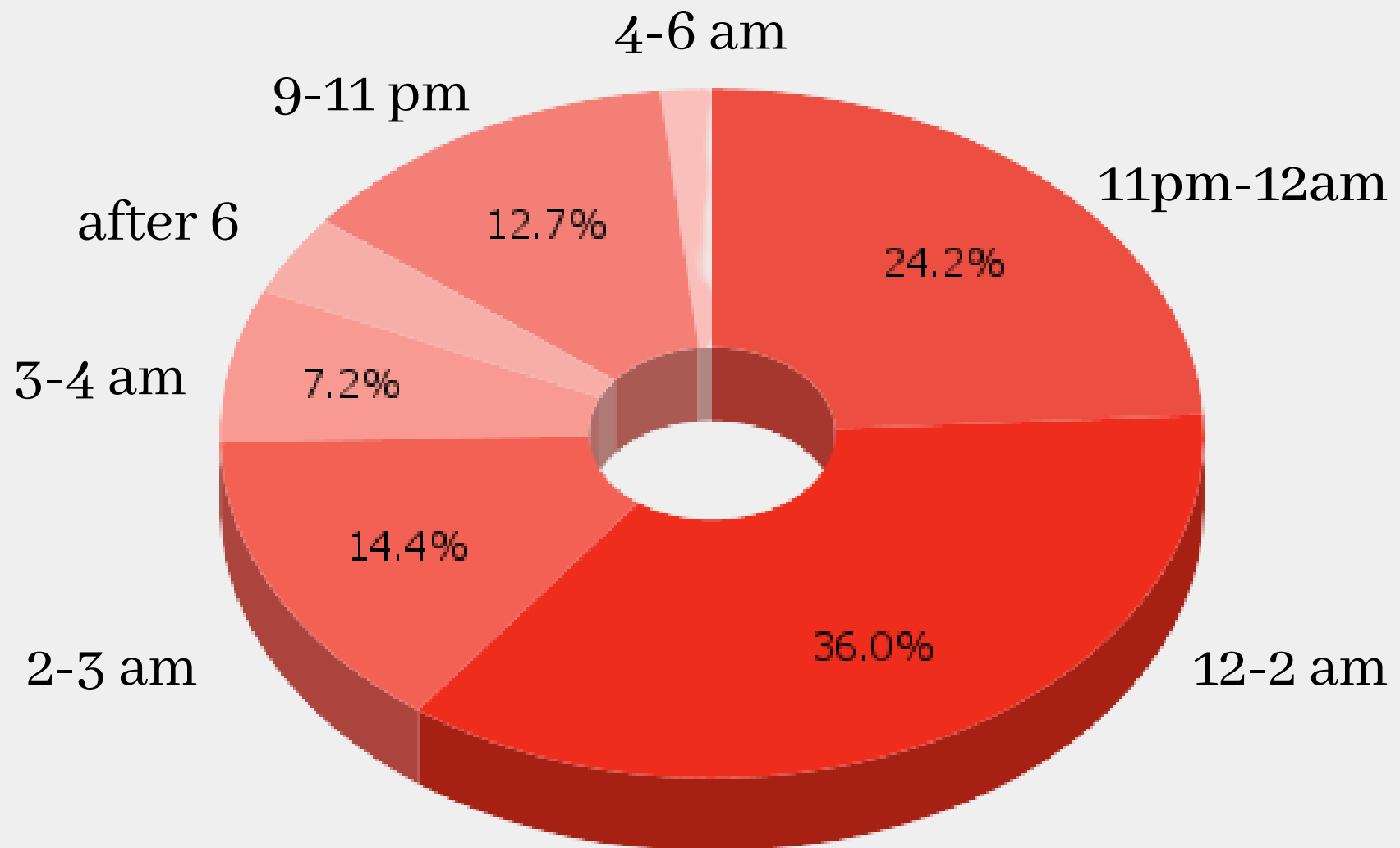
**6 out of 10**

Respondents sleep  
between 11 pm - 2 am



**2 out of 10**

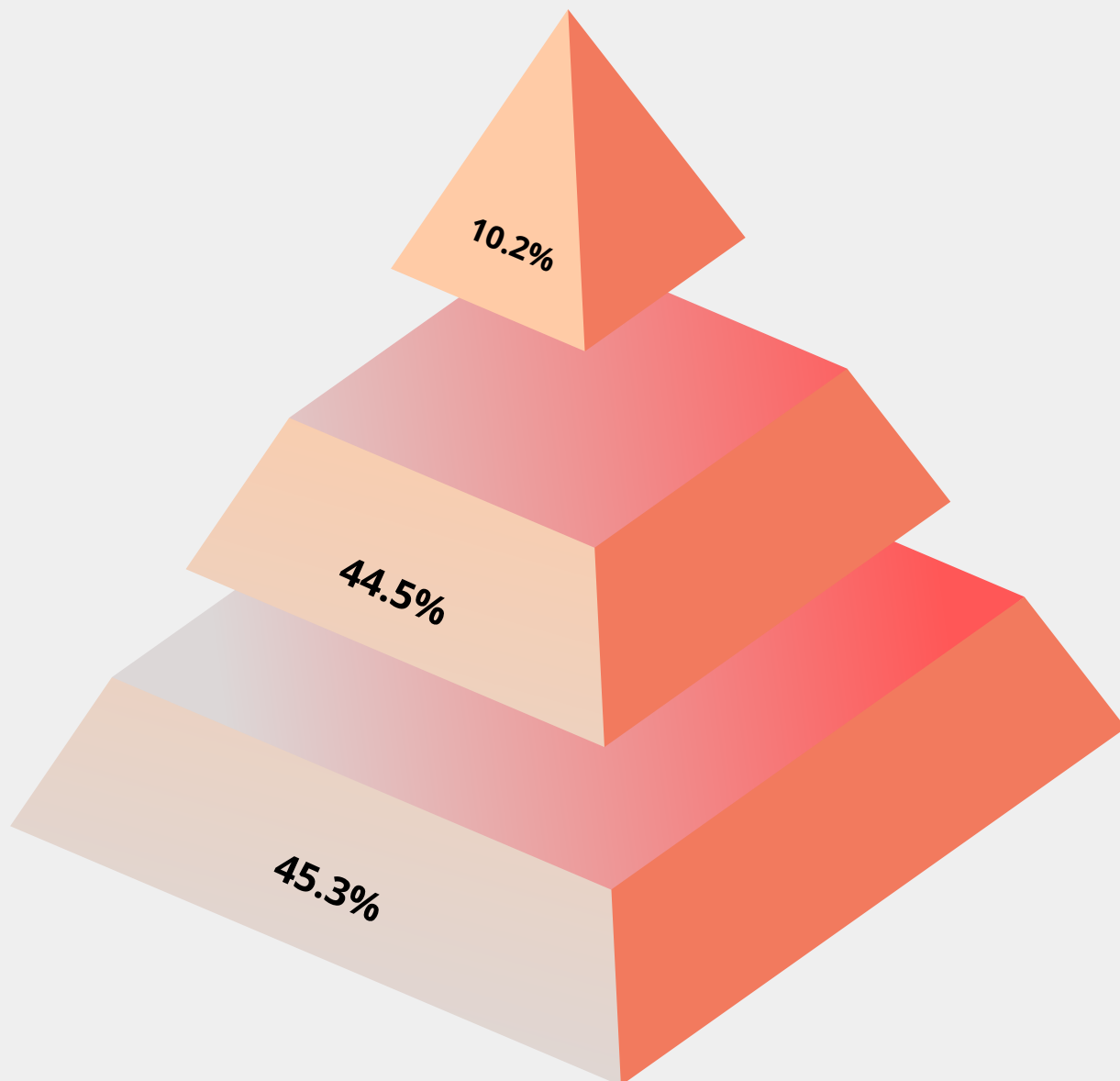
Respondents sleep  
between 2 am - 4 am



# HOW LONG DOES IT TAKE TO SLEEP ONCE IN BED?

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45.3% of our respondents take half-hour to one hour to go to sleep, 44.5% take only a few minutes to sleep and the rest that is 10.2% take more than an hour to sleep once in bed.



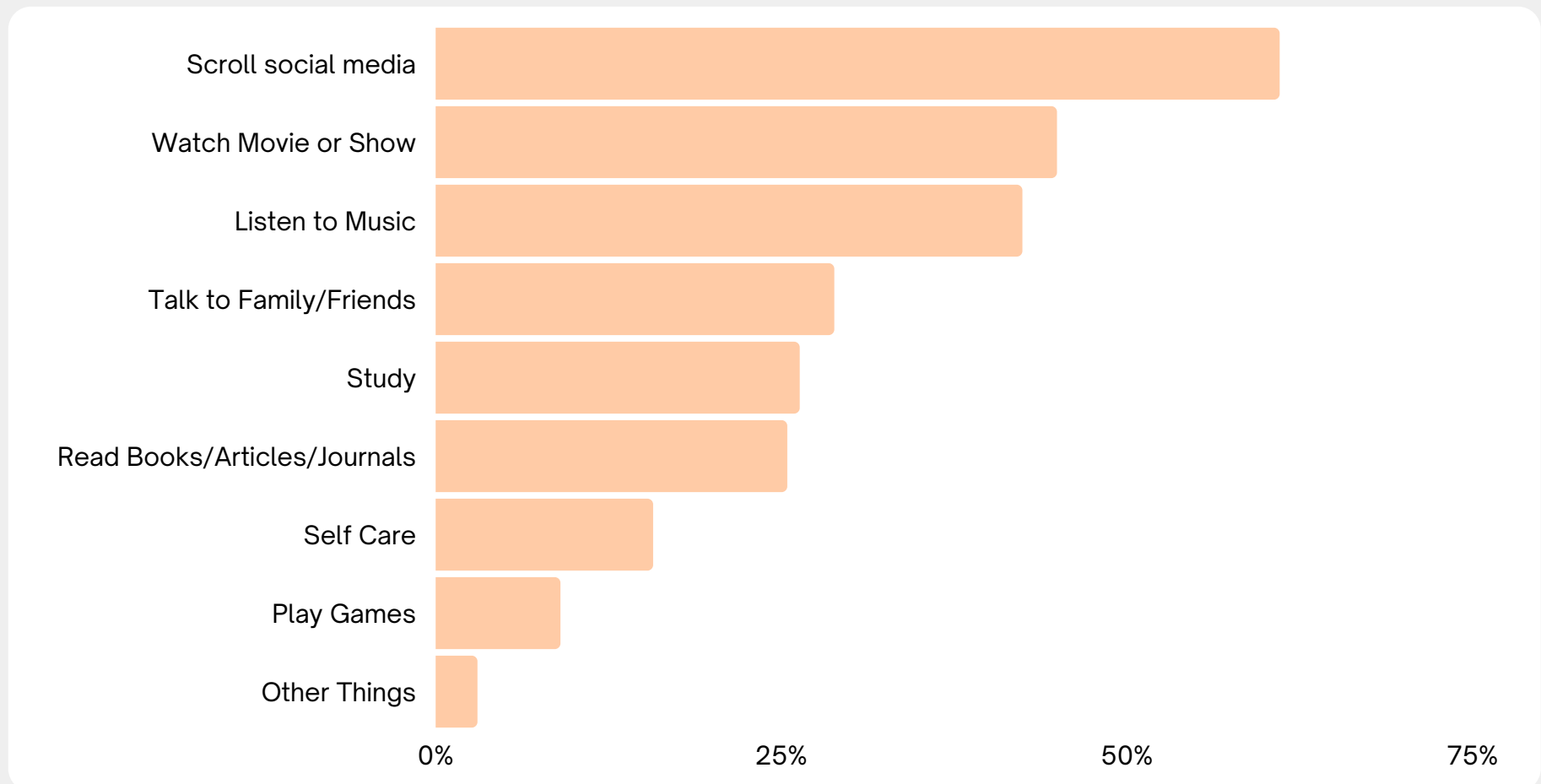
**More than an Hour**

**Few Minutes**

**Half-Hour to One Hour**

# ACTIVITY BEFORE SLEEP

About 77.5% consume screen time and scroll social media before going to bed, which is a prime reason for those sleeping after 11 pm.



## *Why does screen time affect sleep ?*

Blue light suppresses the body's release of melatonin, a hormone that makes us feel drowsy. Being exposed to blue light in the evening can trick our brain into thinking it's still daytime, disrupting circadian rhythms and leaving us feeling alert instead of tired.

# AVERAGE SLEEP HOURS

The following Graph shows the Average sleeping hours of the respondents Average



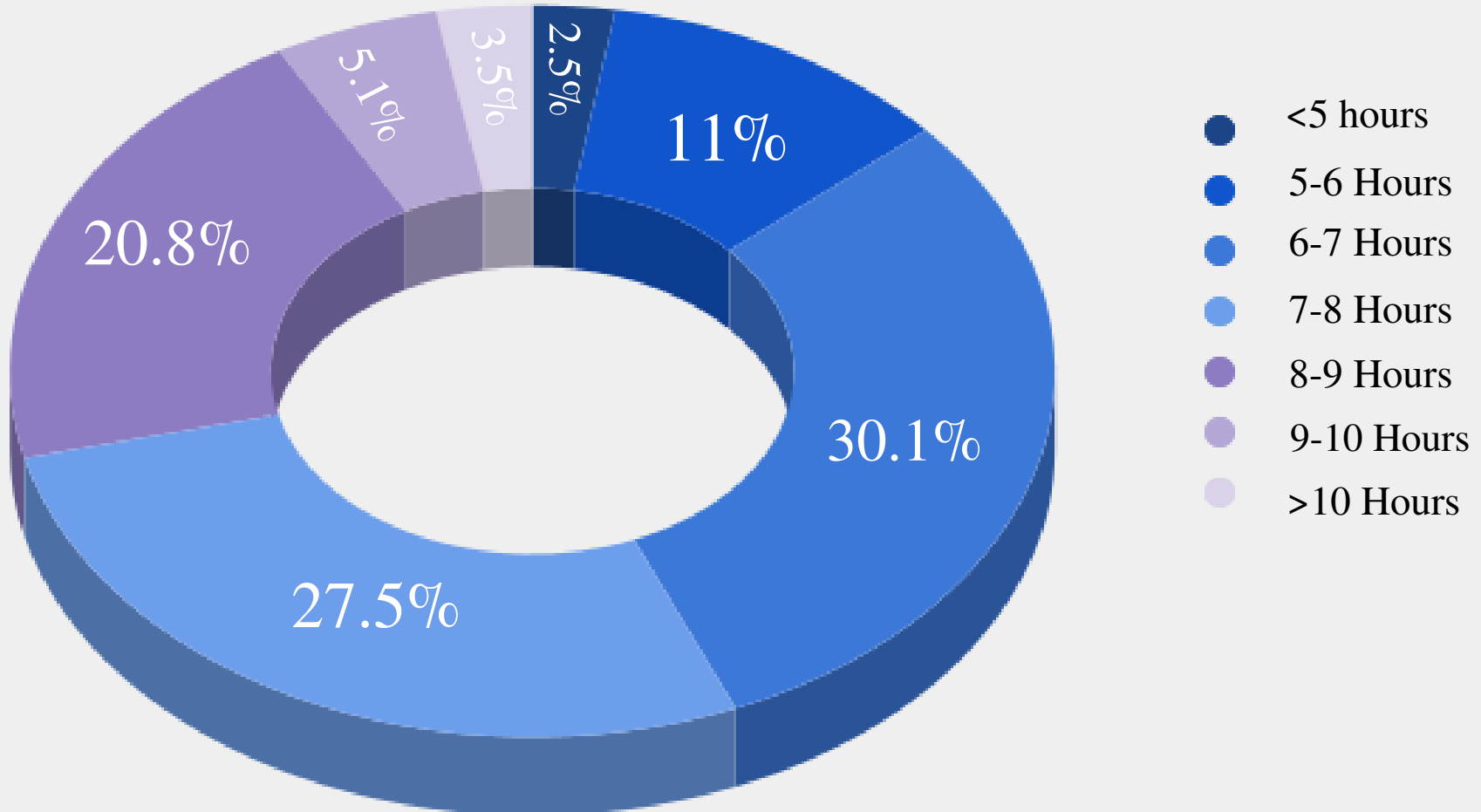
**3 out of 10**

Respondents sleep for about 6-7 hours



**5 out of 10**

Respondents sleep for about 7-9 hours

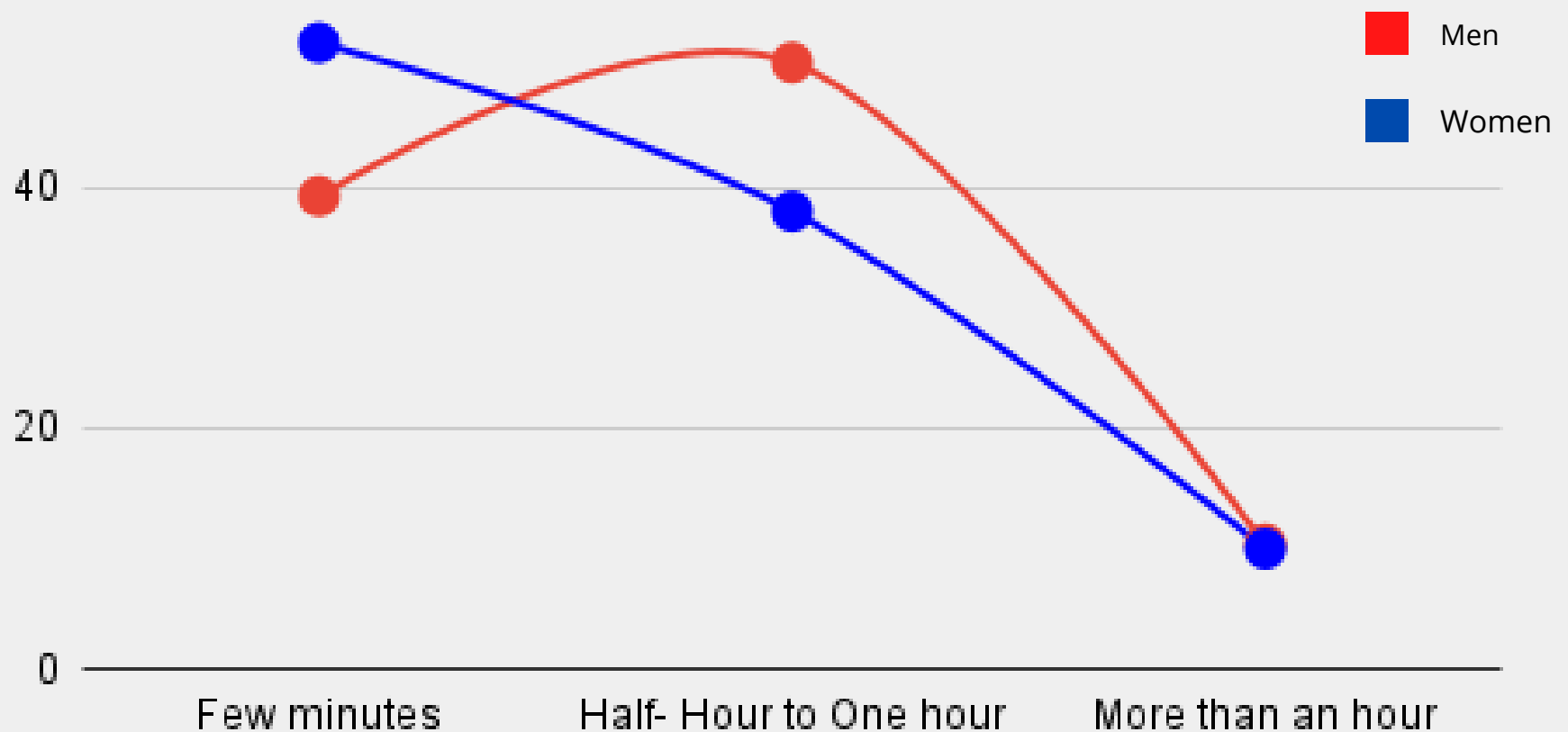


# SLEEP HOUR COMPARISON AMONG GENDERS

Men can sleep faster than women. Researchers across the globe have stated the following reasons for it:

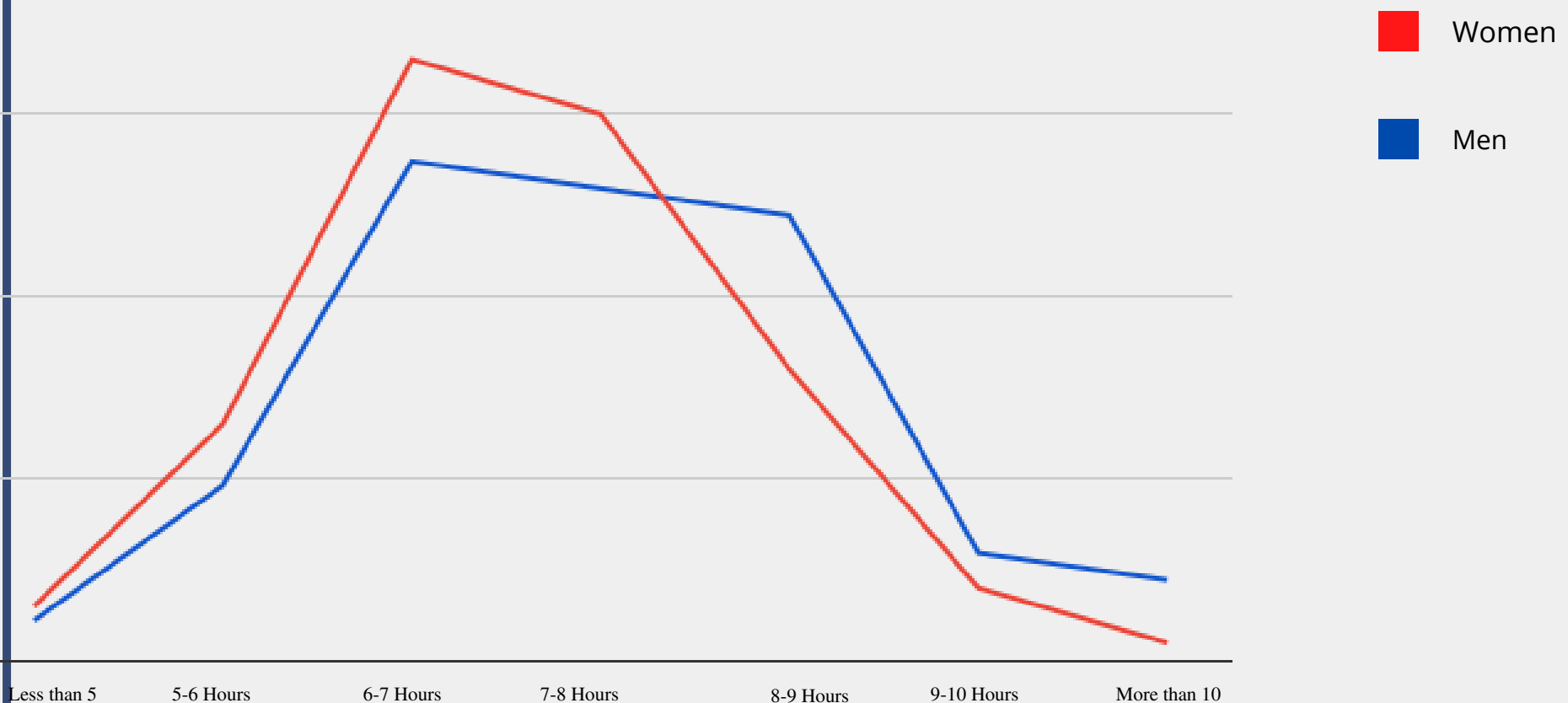
● **Hormonal Changes**

● **Suffer From Insomnia**



# DOES GENDER AFFECT SLEEP?

In contrast to men, women are more likely to have sleeping disorders and approximately 40% more likely to have insomnia. Women suffer disproportionately from overactive bladder syndrome, which can cause frequently disrupted sleep, washroom trips. This results in disturbed sleep for women.



# AMAZING FACTS

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**FACT 1:** Humans spend approximately 1/3rd of their life sleeping.

**FACT 2:** Blue is associated with calmness and relaxation and hence is an ideal choice for a bedroom.

**FACT 3:** Sleepy employees are 70% more likely to be involved in a workplace accident than those who aren't fatigued.

**FACT 4:** Sleep deprivation can give a person false confidence in their abilities. For example, they may feel capable of driving when they should not.

**FACT 5:** A study of 4,188 workers found that among those who sleep less, estimated \$1,967 loss in productivity per worker due to poor sleep.

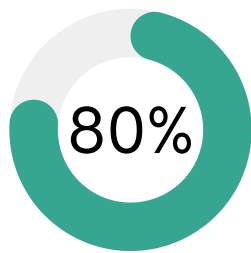




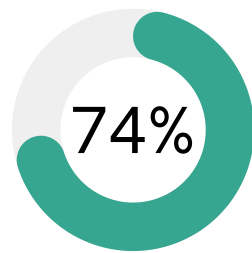
# QUALITY OF SLEEP

*Are you sleeping at the right time?*

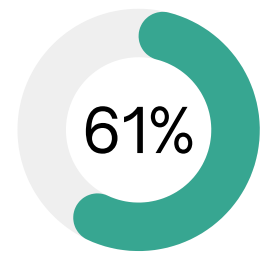
The following graphics show the chances of a better quality of sleep according to the respective time mentioned:



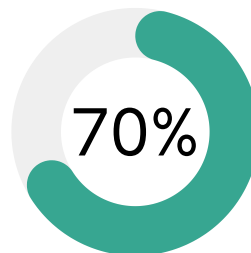
**TIME: 9-11 PM**



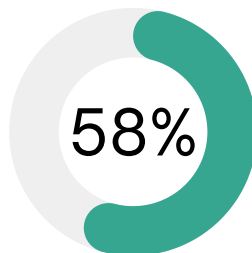
**TIME: 11 PM-12 AM**



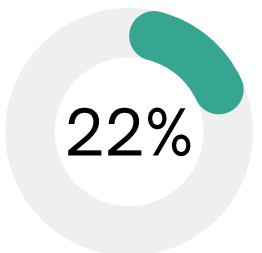
**TIME: 12-2 AM**



**TIME: 2-3 AM**



**TIME: 3-4 AM**



**TIME: 4-6 AM**

*\*People sleeping between 9-11 pm have an 80% chance to have better sleep quality.*

According to our research, people are most likely to have quality sleep between the intervals 9-11 pm and 2-3 am. [2-4 am are considered as the sleepest hours]

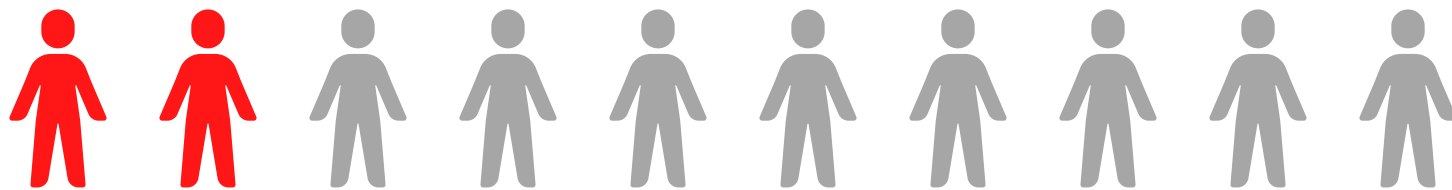
***In our research, about 22% of the people sleep in this interval.***

# SLEEPING DISORDER

Sleep disorders are a group of conditions that affect the ability to sleep well regularly. Whether they are due to a health problem or too much stress, sleep disorders are becoming more common among youth today.

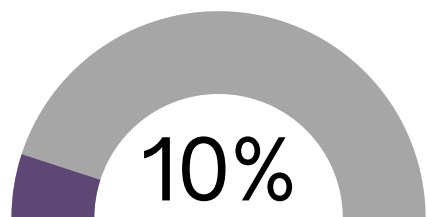
For our study, we have considered the following disorders:

- Insomnia
- Sleep Apnea
- Restless Leg Syndrome
- Narcolepsy
- Parasomnias

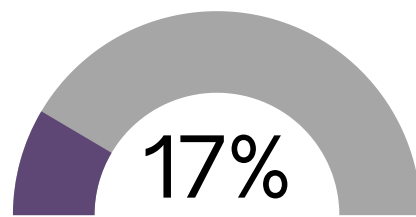


**2 out of 10**

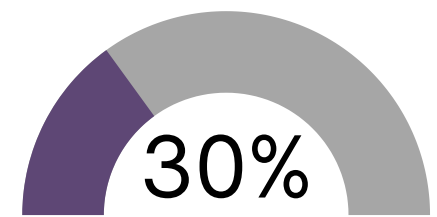
**Respondents have a sleeping disorder**



Respondents sleeping more than 9 hours and having sleeping disorders



Respondents sleeping between 5-9 hours and having sleeping disorders



Respondents sleeping less than 5 hours and having sleeping disorders

# DROWSINESS

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The most prevalent condition amongst our respondents is drowsiness.

The most common causes are:

- Sleep Deprivation
- Obstructive Sleep Apnea
- Sedating Medication
- Medical and Psychiatric Conditions
- Excessive sleeping



42%  
Respondents rating their sleep quality 2 and feeling drowsy.



24%  
Respondents rating their sleep quality 3 and feeling drowsy.



11%  
Respondents rating their sleep quality 4 and feeling drowsy.



13%  
Respondents rating their sleep quality 5 and feeling drowsy.

\*The Sleep quality is measured from 1 to 5; 5= Best; 1= Poor.

# DROWSINESS METER

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*How well do you ride your sleep!*

Excessive drowsiness is one of the most common sleep problems. It affects an estimated 20% of the population. They are at risk of motor vehicle accidents and work-related incidents and have poor health compared to other adults.

\*Out of the total respondents who sleep less than 5 hours, 50% feel drowsy.



50%

**<5 HOURS**



27%

**5-6 HOURS**



16%

**6-7 HOURS**



9%

**7-8 HOURS**



18%

**8-9 HOURS**



33%

**9+ HOURS**

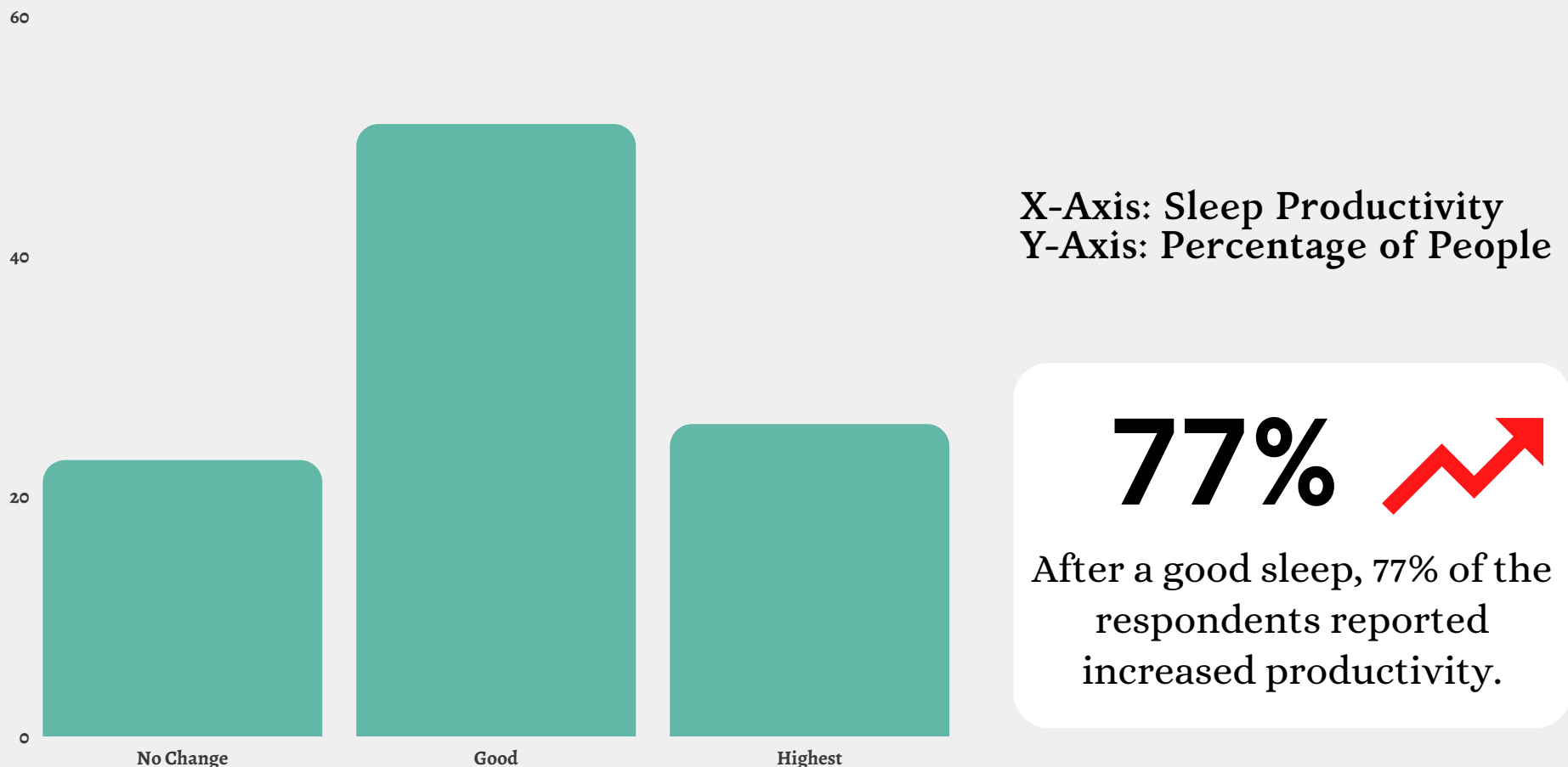
# Productivity

*Want a pill that could improve your productivity at work?*

Mounting evidence suggests that a good night's sleep seriously boosts productivity.

Most people equate losing sleep with having more time to enjoy the day or getting things done. Ironically, when they are sleep-deprived, they enjoy the day less and are so unfocused that they are much slower in getting things done.

*This graph shows the increased productivity after a good sleep.*



# AT A GLANCE

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1. People sleeping between 9-11 pm have an 80% chance of better sleep quality.

2. Out of the total respondents who rated their sleep quality as poor, 42% feel drowsy.

3. Out of the total respondents who sleep for less than 5 hours, 50% fell drowsy.

4. 9% of the respondents had Insomnia.

6. Major Population sleep on average for 6-8 hours (i.e., 57.6%)

7. The sleepest hours of the day are 1-3 pm and 2-4 am.

\*These results are based on our primary research; there is no scientific or conclusive proof on it.



# EXERCISE AND SLEEP

**31.7%**

People who exercise *regularly* rated their sleep 5

**25.3%**

People who exercise *3 - 4 times a week* rated their sleep 5

**7.9%**

People who exercise *once a week* rated their sleep 5

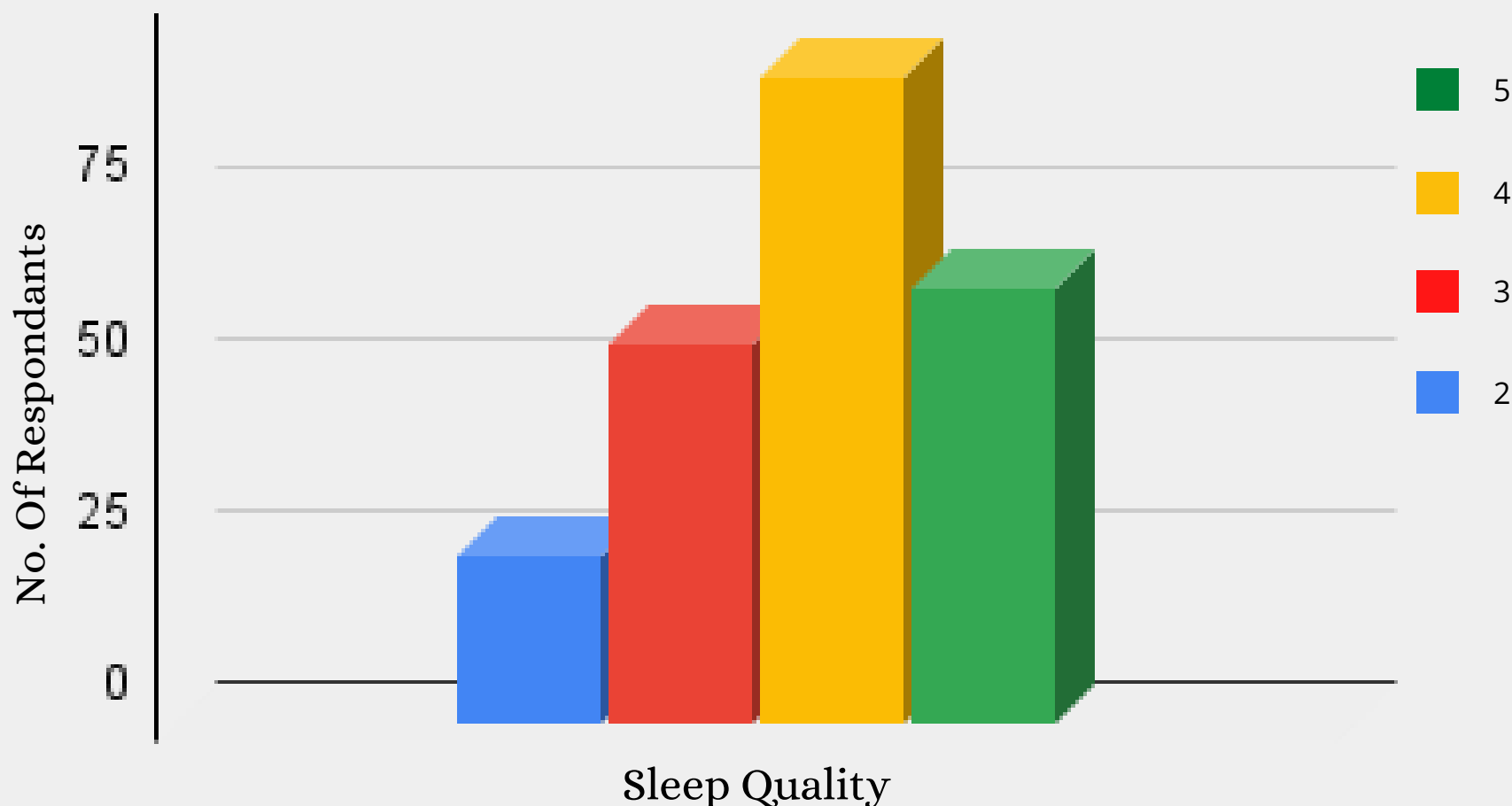
**14.3%**

People who *never* exercise rated their sleep 5

**20.6%**

People who exercise *rarely* rated their sleep 5

\*The Sleep quality is measured from 1 to 5; 5= Best; 1= Poor.



# EXERCISE AND SLEEP

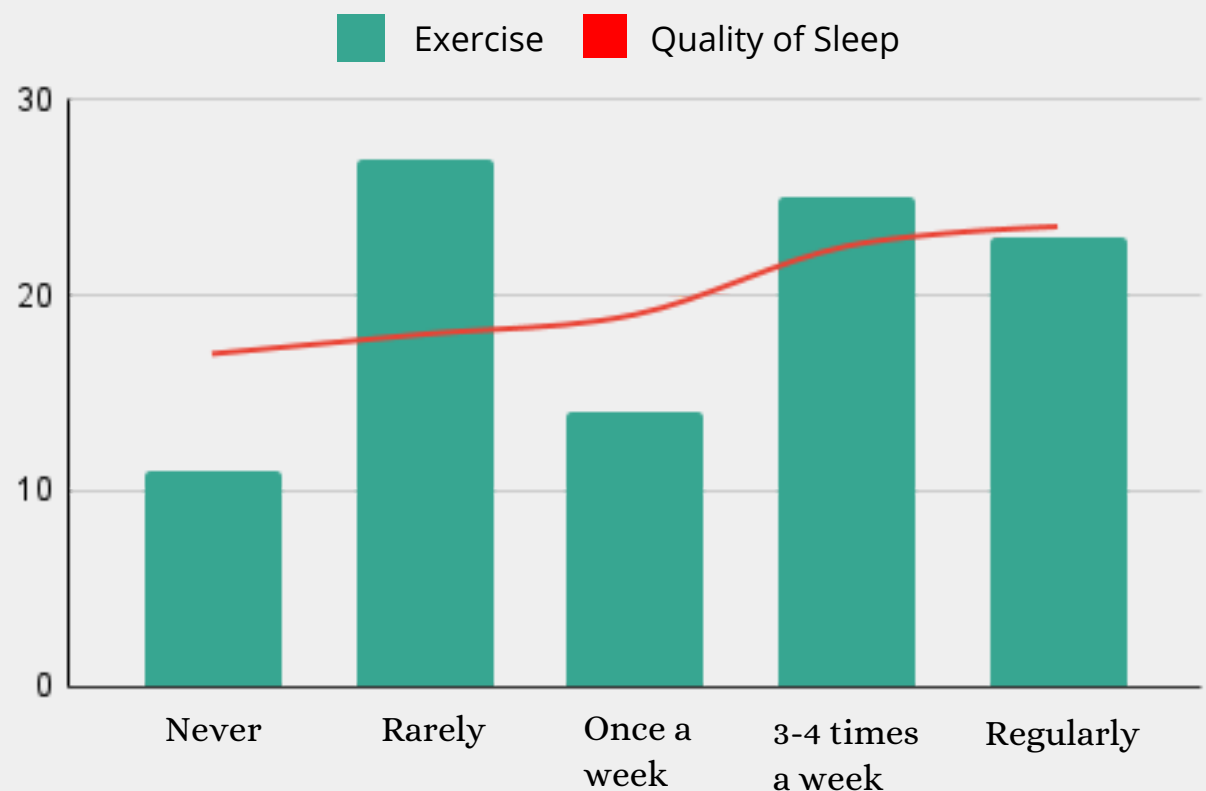
The graph shows the relation between sleep and exercise.

- Sleep and exercise have a bidirectional relationship. The relation between exercise and sleep has been extensively investigated over the years.
- Previous studies have noted that regular exercise can alleviate sleep-related problems and help you get an adequate amount of rest.
- Recent research also suggests insufficient or poor-quality sleep can lead to lower physical activity the following day.

15%



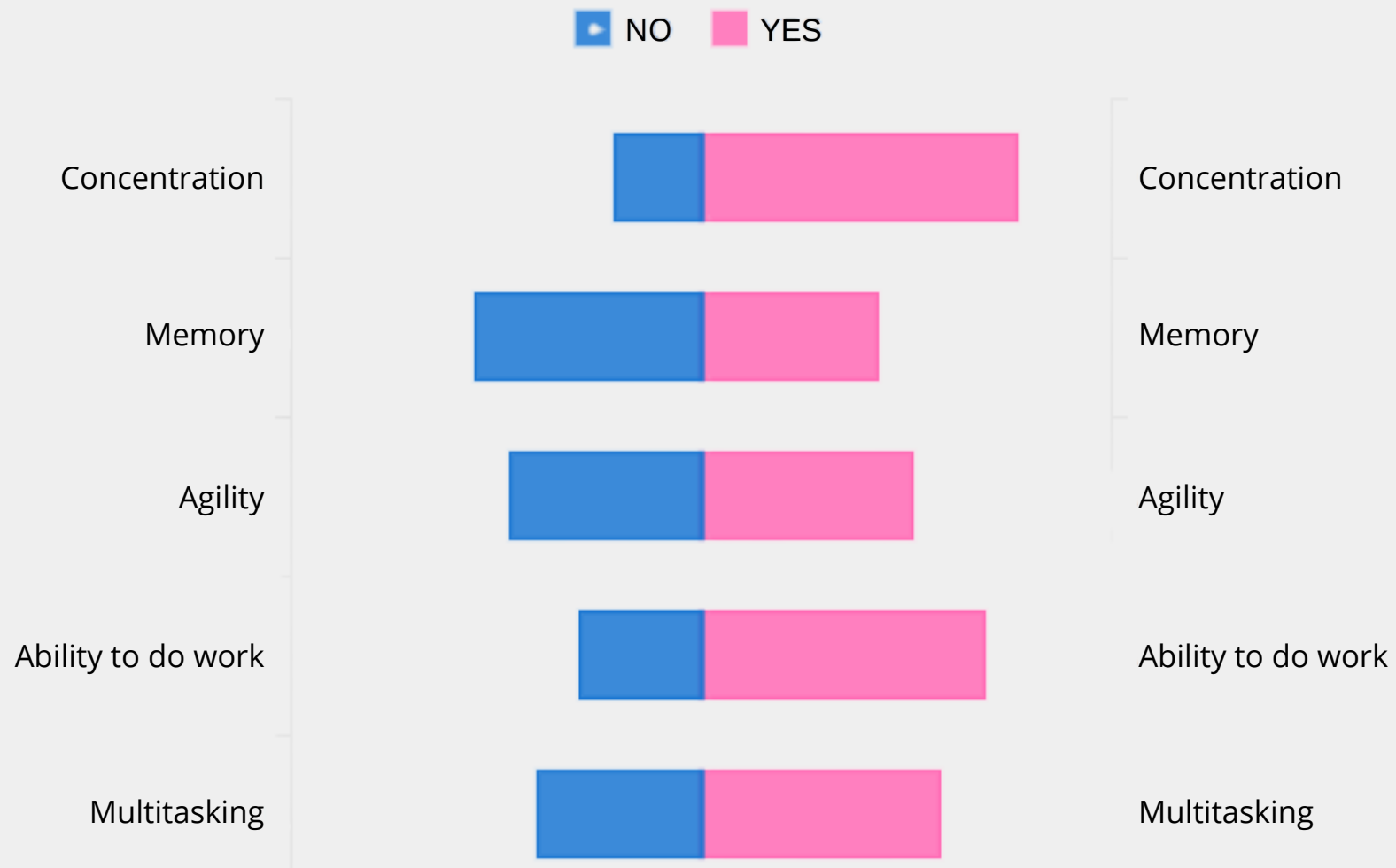
There is a rise of 15% in productivity after a good sleep for those who exercise rather than those who don't





# EFFECT OF SLEEP

The graph shows how the following is affected by a sleepless night.

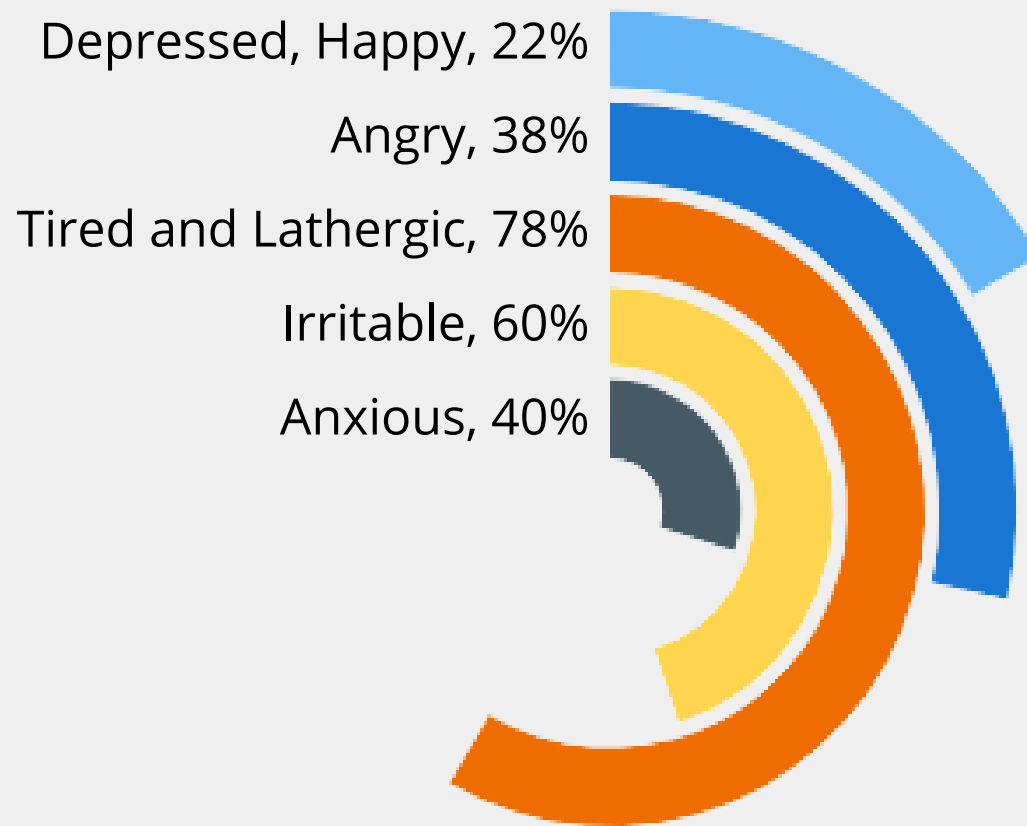


Sleep helps to improve your mental health, mood, and brain function. During sleep, your brain creates and maintains pathways that are critical for memory formation and retention. These processes help enhance learning and problem-solving skills, which are essential for top performance in the workplace.

# EFFECT OF SLEEP

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The graph shows how the following is affected by a sleepless night. The majority of people feel tired and lethargic after a sleepless night, followed by anxiety and irritation.



If sleep deprivation continues, one could start having hallucinations. It can also trigger mania in people who have bipolar mood disorder.

You may also end up experiencing microsleep during the day. During these episodes, you'll fall asleep for a few to several seconds without realizing it.

# CAN EXERCISE BE USEFUL OVER SLEEP DEPRIVATION

*Do you feel Angry, Irritated or Depressed?*



**1 out of 5**

Who exercise regularly, gets angry after a sleepless night



**2 out of 5**

Who never or rarely exercise, gets angry after a sleepless night

**66%**

Respondents who never or rarely exercise feel *irritated* after a sleepless night

**65%**

Respondents who never or rarely exercise face problems with *agility* after a sleepless night

**18%**

Respondents who never or rarely exercise feel *depressed* after a sleepless night

**38%**

Respondents who exercise regularly feel *irritated* after a sleepless night

**37%**

Respondents who exercise regularly face problems with *agility* after a sleepless night

**2%**

Respondents who exercise regularly feel *depressed* after a sleepless night

# AT A GLANCE

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- 31.7% of people who exercise regularly rated their sleep 5.
- 25.3% of people who exercise 3 - 4 times a week rated their sleep 5
- There is a rise of 15% in productivity after a good sleep for those who exercise rather than those who don't.
- Sleep and Exercise have a bidirectional relationship. The relation between exercise and sleep has been extensively investigated over the years.
- Continuous Sleep Deprivation could lead to hallucinations.



\*These results are based on our primary research; there is no scientific or conclusive proof on it.