



2015 Was Exhausting – Sleep Study Reveals Americans Will Do Almost Anything for More Shut-Eye in 2016

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Americans Find Getting More Sleep a More Appealing Resolution than Going Back to the Gym

SANTA CLARITA, Calif. (January 13, 2016) – Americans are tired of feeling tired and willing to sacrifice almost anything for more sleep in the new year, according to a new sleep-inspired survey commissioned by [Princess Cruises](#). The Princess Cruises Sleep Survey results suggest that 2016 may be the year Americans wake up and acknowledge the power of sleep by embracing a new sleep schedule. In fact, 57 percent say getting more sleep is a resolution that is more appealing than going back into the gym.

While getting enough sleep has long been an issue for many, it doesn't seem to be getting any better, as more than half (57 percent) of Americans think they get less sleep than they actually need and most are willing to sacrifice a lot for a few more zzzz's in the new year. The study, conducted by [Wakefield Research](#), confirmed that the thing Americans were most willing to sacrifice was their waistline. Sixty-one percent said they would rather get a great night's sleep, every night for a month, than lose five pounds – particularly because medical research shows a direct correlation between sleep quality and weight loss (53 percent of respondents agree that lack of sleep contributes to weight gain).

Desperate for more sleep, the study also found more folks willing to sacrifice a night on the town (45 percent), a spa treatment (38 percent) and even sex (31 percent) for a little more pillow time.

The goal for the new year seems obvious, more sleep, but according to the study, Americans also think if they had more sleep they'd actually be more productive (51 percent), happier (50 percent), more successful (21 percent) and more creative (21 percent).

And while getting more sleep seems to be the goal for 2016, the survey suggests that Americans could benefit from better quality of sleep too, with nearly 70 percent citing their significant other as the main culprit in keeping them awake because they:

- Snore (42 percent)
- Roll over or move in bed (29 percent)
- Nudge and kick (21 percent)

What are couples to do? According to the survey, the overwhelming majority of Americans (87 percent) say they actually sleep better after getting "intimate" with their partner. So, perhaps a little frisky business is the key to keeping a sleep-driven resolution this year.

Methodological Notes:

The Princess Cruises Sleep Survey was conducted by Wakefield Research among 1,011 nationally representative U.S. adults ages 18+, between December 7 and December 11, 2015, using an email invitation and an online survey. Quotas have been set to ensure reliable and accurate representation of the U.S. adult population ages 18+.

About Princess Cruises:

One of the best-known names in cruising, Princess Cruises is a global cruise line and tour company operating a fleet of 18 modern ships renowned for their innovative design and wide array of choices in dining, entertainment and amenities, all provided in an environment of exceptional customer service. A recognized leader in worldwide cruising, Princess carries 1.7 million guests each year to destinations around the globe ranging in length from three to 111 days. The company is part of Carnival Corporation & plc (NYSE/LSE:CCL; NYSE:CUK).

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