

Debenhams Reports Bad Bediquette Causing Friction Between The Sheets

DEBENHAMS

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Debenhams research has revealed that nearly three-quarters of the UK population have considered splitting from their partners because of bad bed etiquette. The research also showed that 78% of those questioned have considered moving house and 80% have thought about moving to the spare room.

Sleep-deprived shoppers admitted the detrimental effect that sharing a bed can have on relationships when asked whether or not they have an extra duvet to guard against a cover-hogging partner.

This was in response to a 41% growth in sales of single duvets which traditionally sell in fewer numbers than doubles, and a 24% growth in sales of king size beds.

Steve Lightfoot, Trading Director for Home at [Debenhams](#) said: "Our research has revealed the true level of resentment a bad-bed partner creates in the relationship - 10% of people we questioned have pushed their partner out of bed in frustration."

Those suffering from foul-play in bed said that they lost an average of two hours sleep every night to naughty night-time habits.

Men are the biggest culprits for bad bediquette, with 16% more men than women being identified as creating an uncomfortable sleeping environment for their partners.

The most common bed offence was the 'tuck and roll', which is when the culprit holds onto the duvet and rolls onto their front, leaving their bed-buddy out in the cold.

Also a huge bugbear was the 'midnight shuffle', which is when one person insists on sleeping pressed against the other and when the victim shuffles away, the perpetrator follows them across the bed resulting in a 'cliff-hanger' situation.

Snoring, teeth grinding, kicking and fidgeting, and talking were the next most common night-time faux-pas keeping nearly three-quarters of Britons awake.

Habits mentioned more for being irritating were drooling, twitching and sleep walking.

So rife is the problem that Debenhams is in talks with suppliers about producing a night-time survival kit for customers which will include a double duvet, single duvet, ear plugs, eye mask, lavender spray and a hot water bottle.

Steve continued: "The majority of people put up with broken sleep because of the stigma around having separate beds - they feel it takes the romance out of a relationship.

"For this reason we are also looking into cushion bed-dividers to guard against flailing arms and legs. Going to bed could be a military operation, but we are keen to try to find solutions for these problems."

Jessica Alexander from The Sleep Council said: "Research shows that one in 10 couples currently have separate beds; however, one out of five would love to have their own bed if only their partner would suggest it.

"A really big bed and separate bedding might solve some of the problems but if sleeping habits are desperately different then separate beds or bedrooms is the only answer. You can still have all the cuddles and intimate moments before retiring to get a good night's sleep - without which your relationship just doesn't stand a chance."

About

Debenhams is a leading department stores group, and has a strong presence in key product categories including women's wear, such as spring [dresses](#), men's wear, including [jeans](#), home wares, make-up, health and [beauty](#), accessories, perfume, lingerie and children's wear.

Debenhams:

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