

Premier Inn reveals majority of Brits suffer from sleepless nights



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LONDON, December 27, 2012, 6:54 am -- /[EPR NETWORK](#)/ -- Premier Inn has revealed Britain is gripped by an insomnia epidemic, with a staggering 91% of people suffering from sleepless nights.

The vast majority of Brits are unable to sleep soundly through the night, with more than a third of adults (35%) saying they wake up three times or more.

Research commissioned by the UK's best value hotel* chain Premier Inn, questioned 2,000 adults and found that Chelmsford in Essex is the worst place in Britain for a good night's sleep.

The study** found a quarter of the nation (26%) admits that fatigue and tiredness affects their productivity, concentration and ability to do their job. With one in three people (33%) citing worrying as the biggest cause of their restlessness.

The survey, which looked into the main causes of sleeplessness, found that a quarter of adults (26%) across the country are regularly woken by a partner's snoring.

Other causes for sleepless nights identified are pets waking their owners up in the night (8%), a bad dream (20%) and almost one in ten (9%) claiming it's their own snoring keeping them up.

Breaking it down regionally, Coventry is home to Britain's biggest snorers with 40% of adults woken in the night by their partner. Liverpool is the noisy neighbour hotspot with 17% complaining that rowdy residents wake them. But the sleepless capital of Britain is Chelmsford, with a staggering 96% of residents plagued by a constant lack of sleep and a third of the town (31%) saying tiredness leaves them grumpy the next day.

To give the sleep-deprived residents of Chelmsford some well-earned rest Premier Inn took over an ordinary street for one night and transformed it into 'Good Night Sleep Street'.

Sleep aids identified in the survey, including a flock of sheep for residents to count and a night warden to keep noise levels at bay and provide warming drinks, descended upon the street to help ease residents into slumber. Their bid to get Chelmsford sleeping included a signature king size Premier Inn bed that long suffering residents could rest on and read a bedtime story.

Claire Haigh spokeswoman for Premier Inn, said: "Getting a good night's sleep is a struggle for many across the nation, but it seems that the residents of Chelmsford were finding it particularly difficult to relax into a restful slumber.

"We hope that by bringing together the ingredients the nation told us help them to sleep well to the residents of Chelmsford that we've given them a good night's sleep."

- Ends -

Notes to editors:

*Research conducted by YouGov found Premier Inn top in BrandIndex Value measure when reviewing all data between 1

January 2011 and 31 December 2011. All data was collected using an online survey and respondents were members of the YouGov panel. The 21,383 strong research sample for this study was sampled and weighted to a UK nationally representative 18+ adult profile. Fieldwork was conducted daily between 1 January 2011 to 31 December 2011. The Value metric measures perception of the brand's price-point value offering: Which of the following brands do you think represents GOOD/POOR VALUE FOR MONEY? By that, we don't mean "cheap" or "expensive", but that the brands offer a customer a lot in return for the price paid.

**This survey was conducted across 2,000 British adults by OnePoll, November 2012

About Premier Inn

Award-winning Premier Inn is the UK's best value hotel brand with over 647 [budget hotels](#) and more than 50,000 rooms across the UK and Ireland. Premier Inn bedrooms feature en-suite bathrooms, TV with Freeview, and WiFi internet access. All Premier Inns feature a bar and restaurant; situated inside the hotel or adjacent, offering a wide range of food choices.

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