

Sleep Tight

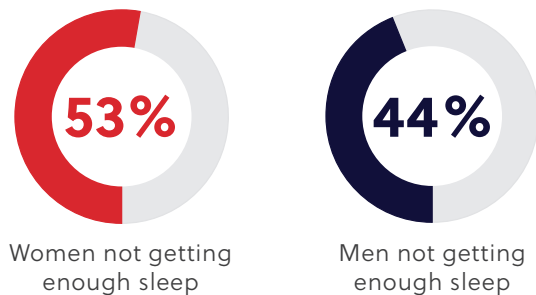
The value of a good night's sleep is a hot topic among medical experts, educators, parents and the 50-70 million Americans suffering from sleep issues. Sleep has become a \$32 billion industry in the United States according to IMS Health, with yearly growth of more than 8% between 2008 and 2012 propelled by a myriad of products claiming to enhance the quest for more and better quality Z's. Racked.com reports that the U.S. is in the throes of a "national obsession with sleep," as evidenced by the hundreds of sleep apps available in the iTunes store to the never-ending pages of sleep-related gadgets on Amazon. Opportunities in sleep categories abound. Even if you are not in the sleep business directly, an understanding of the issue may spark ideas and concepts relevant to your business.

How much sleep are people actually getting?

No matter what their nationality, people spend about a **third of their life sleeping**. (National Sleep Foundation)

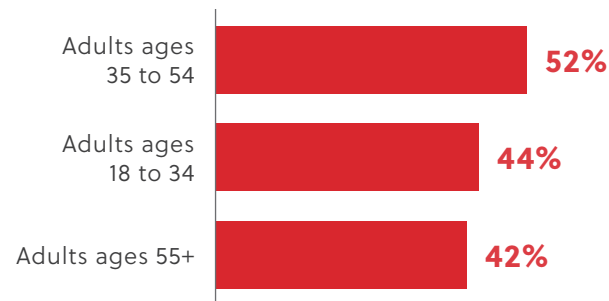
1/3 of Americans get fewer than 7 hours of sleep per night. (CDC)

Women suffer more from lack of sleep than men:



(The Better Sleep Council)

Sleep deprived:



(The Better Sleep Council)

10% of children in the United States have a sleep issue. (The American Academy of Pediatrics)

Nearly **70%** of high-school students don't get the recommended hours of sleep on school nights.

(American Educator)