

STAY IN BED DAY

Media Release

18 August 2010

National Stay in Bed Day survey reveals our bedroom secrets

It's official: we're a nation of exhausted sleep-a-holics dreaming about our next nanna nap and how to get the bed to ourselves or make room for fantasy bed mates like George Clooney, Elvis Presley or Angelina Jolie.

The Bedroom Secrets Survey - conducted to provide ideas for this Sunday's National Stay in Bed Day - shows four in ten people (42.2%) would much rather catch up on beauty sleep during Sunday mornings in bed than indulge in "love and cuddles" (26.7%).

Reading is the favourite thing to do in bed on Sundays for 16.3 per cent of respondents, while 11.1 per cent like to watch TV or DVDs and 1.5 per cent direct the household chores from bed. Technology is a popular pastime, with Facebook, Skype, online shopping and computer/phone games all rating a mention.

Eating also features in people's tips for an enjoyable day in bed: ice cream, chocolate, biscuits, pastries, fondue, French onion dip, barbecue shapes, pizza and frozen grapes are all on the list (but not bacon or eggs).

Other notable suggestions include: "play rumble in the jungle with the kids", "annoy the other half until she gets up and I get the whole bed to myself", "phone sex", "sing loudly and badly" and "delegate childcare to husband."

Stay in Bed Day organiser Sean Murray said the light-hearted survey provides insights for Australians bedding-down on 22 August to raise funds for mitochondrial disease, a debilitating and potentially fatal genetic disorder that robs the body's cells of energy.

"We're encouraging people to get sponsored for doing what they love best, sponsor others at stayinbedday.org.au, or donate to the Australian Mitochondrial Disease Foundation," Mr Murray said.

"Even outdoor types or those whose kids won't let them lie-in can get involved this Sunday and help us set a world record at The Big Bed-Down at Bondi Beach from 10-11am."

Hollywood star George Clooney tops the long list of people's **famous fantasy bed mates**, followed by Brad Pitt, and in equal third by Elvis Presley, Mr Darcy from 'Pride and Prejudice', Johnny Depp, Gerard Butler, Sean Connery, Jude Law and our own Hugh Jackman.

Favourite females to spend time in bed with include comedian and Stay in Bed Day ambassador Julia Morris (whose Twitter and Facebook fans made a great showing), followed by Angelina Jolie, Kylie Minogue and Pink. Other interesting nominations include the 2010 Wallabies team, vampire Edward Cullen, Julia Gillard (one vote) and Sir Richard Branson.

If they're not in bed alone, 7 per cent of all respondents (13.5% of 18-25 year-olds), said they're most likely be in bed with their teddy bear or stuffed toy, 11.2 per cent with their cat or dog, 10.5 per cent with their children, and 11.2 per cent their famous bed mate (in their dreams). Six in ten said they would be sharing the bed with their partner.

Sleeping naked is popular even in winter, with one in three people (31.3%) wearing nothing to bed (or Chanel No. 5, of course). Two-thirds (65.3%) claim to wear pyjamas or a nightdress to bed, while sexy lingerie is favoured by 2.1 per cent of respondents. Those who sleep starkers are twice as likely to prefer love and cuddles in bed on Sunday than PJ-wearers.

Two in three people are happy to **wear their pyjamas outside their home**: 37.2 per cent wear PJs to collect the newspaper or mail, 17.9 per cent drive in their PJs if they don't have to get out (e.g. school run), 6.9 per cent wear night attire to the corner store or to walk the dog, while 6.9 per cent say their PJs are good enough to wear anywhere.

When people named a **song that best describes their bedroom mood**, equal first billing at 25.5 per cent went to Dolly Parton's *Only Dreamin*, *Love is in the Air* by John Paul Young, and *Californication* by the Red Hot Chilli Peppers. However, *Californication* was the winner among younger people, voted most appropriate by 57.9 per cent of 18-25-year-olds and 27.6 per cent of 26-35s.

What about Me? appealed to 14.2 per cent of all respondents (but 0% of 18-25s and 20.7% of 26-35s), while 9.4 per cent sadly named Abba's *SOS*. Other notable nominations were *Sweet Dreams* by the Eurhythmics, Bjork's *Oh so Tired*, *Dream a Little Dream of Me*, ACDC's *All Night Long*, and *I'm too Sexy for my Shirt*.

While waiting for Stay in Bed Day, a quarter of respondents said they **recharge their batteries** with a nanna nap (or a Bex and a good lie down). Younger respondents didn't need to snooze as much: 21.7 per cent of 18-25s and 17.5 per cent of 26-35s.

Caffeine provides a quick fix for 23.3 per cent of people, while chocolate, cake/biscuits and more chocolate gives an energy boost for 20.8 per cent. A weekend end sleep-in is the answer for 19.4 per cent of people, while 11.1 per cent have any early night.

When it comes to that important **weekend lie-in**, 18.1 per cent of all respondents said they stay in bed all day if they can get away with it, while it's essential for one in three 18-25s.

Almost four in ten people (38.9%) stay in bed for an hour or two longer than on weekdays and 27.8 per cent lie in for around half an hour more. Nine per cent of people claim they don't need to sleep in (or kids won't let them), while 7 per cent of people get up earlier on Sundays.

The Three-Minute Bedroom Secrets Survey was conducted online; 90.7 per cent of respondents were Australian, with 54 per cent from NSW, 12.9 per cent from Queensland, 12.1 per cent from Victoria and 11.3 per cent from Western Australia. People from the US, UK, New Zealand, Japan, France and Bulgaria also participated.

Eighty-two per cent of respondents were female, perhaps reflecting that women are more likely to reveal their bedroom secrets than men. Across the age ranges, 17.1 per cent of respondents were 18-25 years old, 28.6 per cent were 26-35, 32.9 per cent were 36-45, 13.6 per cent were 46-55, 4.3 per cent were 56-65 and 3.6 per cent were younger than 18.

Mitochondrial disease impairs the mitochondria or "batteries" in our cells that produce 90 per cent of the energy our bodies need to function. Depending on which parts of the body are affected, sufferers can lose their sight or hearing, be unable to walk, eat, or talk normally, have strokes or seizures, or develop heart problems, liver disease, diabetes or respiratory or digestive problems.

There are few effective treatments and no cure for mitochondrial disease, which affects children and adults. Sufferers often experience muscle weakness and fatigue, and need to rest and "recharge their batteries" in bed at home or in hospital, or in a wheelchair.

Assumed to be rare, mitochondrial disease is now known to **affect up to 90,000 Australians**, with 1 in 250 people likely to carry the genetic changes that can cause the disease. Many are undiagnosed, misdiagnosed, or at risk of developing the disease or passing it on to their children; multiple family members are often affected.

Australian Mitochondrial Disease Foundation: 02 9488 8058, Helpline 0404 845 401
amdf.org.au, stayinbedday.org.au, [facebook.com](https://www.facebook.com) (search for AMDF)

Further analysis of the Bedroom Secrets survey results can be provided on request.

For media information, photographs or interviews with Stay in Bed Day participants and people affected by mitochondrial disease, ambassadors Julia Morris and John Howard, Stay in Bed Day / AMDF representatives, or medical experts, please contact:

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