Sleep Tight?

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Tuesday, 04 May 2010
Last Updated Tuesday, 04 May 2010

While physically it might be easy to jump from time zone to time zone, our bodies, and most notably our sleep patterns, take a little longer to adjust.

It would make sense then that some, particularly those travelling on business with a limited amount of time in particular market, may consider sleeping pills an integral part of their travel regime so that they can schedule their sleep to be in line with local time.

It all sounds practical enough, yet the subject of sleeping pills generates very distinct views between markets.

It seems there is no middle ground, only strong levels of comfort versus discomfort with the use of sleeping pills when travelling.

A significant 95% of Hungarians strongly agree that they are happy to take sleeping pills when travelling as do 72% of Belgians and 67% of Spaniards.

In contrast, 83% of Serbians strongly disagree that they are happy to take sleeping pills, followed by Germany (73%) and Taiwan (70%).

Commented Germany's Schaefer:
"Sleeping pills have a bad reputation in Germany. There is a general tendency not use medicines if there is a way to avoid them. Sleeping pills are not considered essential or curative here so take-up is affected by this view."

Â April 2010