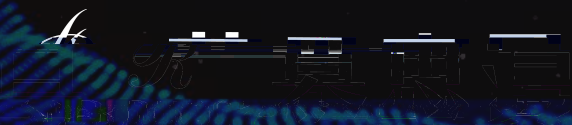


2018

中国互联网络网民睡眠白皮书



CBNData
第一财经商业数据中心

Alibaba Group



5.15

Q



18-50

2 1 1



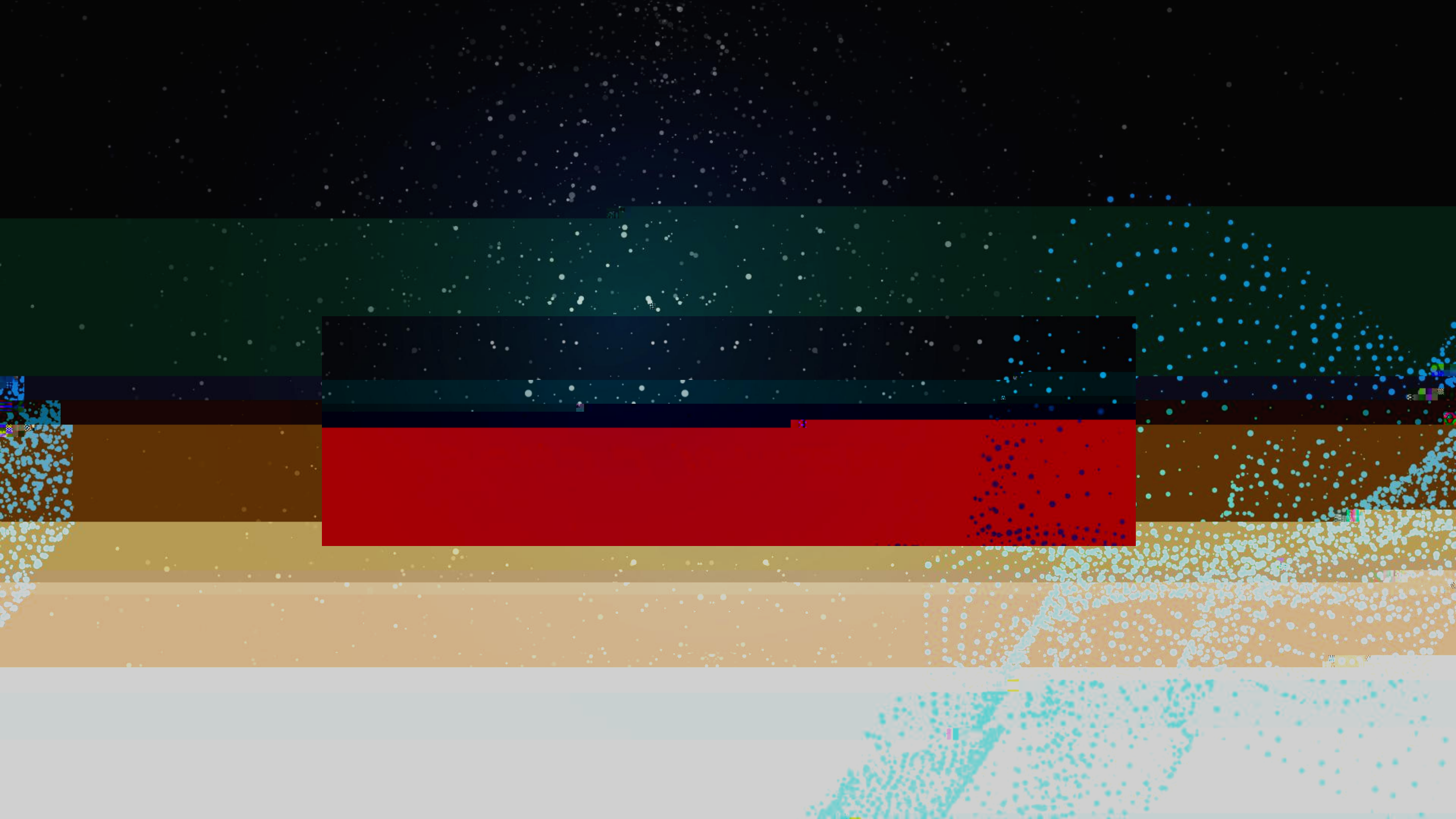
1000



10



2000



互联网网民

7

56%

互联网网民

5

互联网网民

中国互联网网民

7.1

2017年互联网网民睡眠质量自我评估



CBNData

*

互联网网民

5

“ ”

^

0

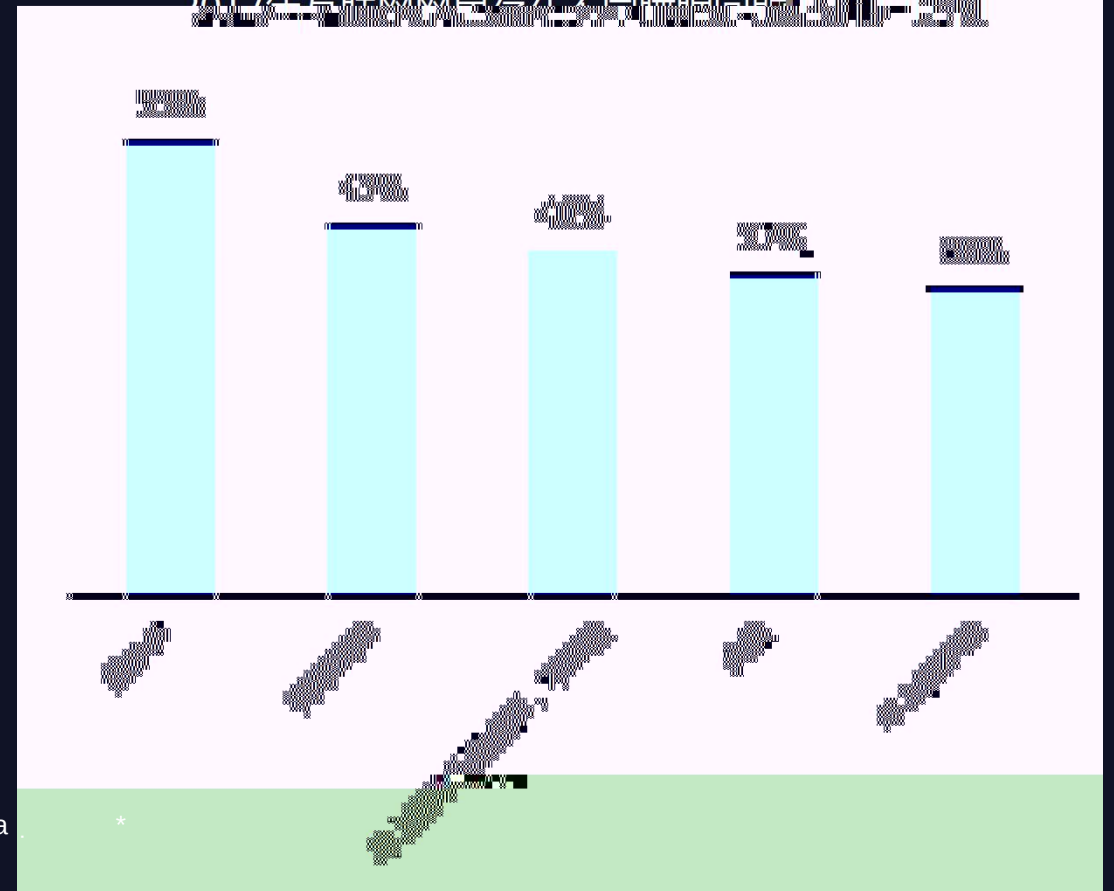
^

[OBJ]

^

2017年互联网网景在不同场景下的应用情况

2017年互联网网景在不同场景下的应用情况



CBNDData

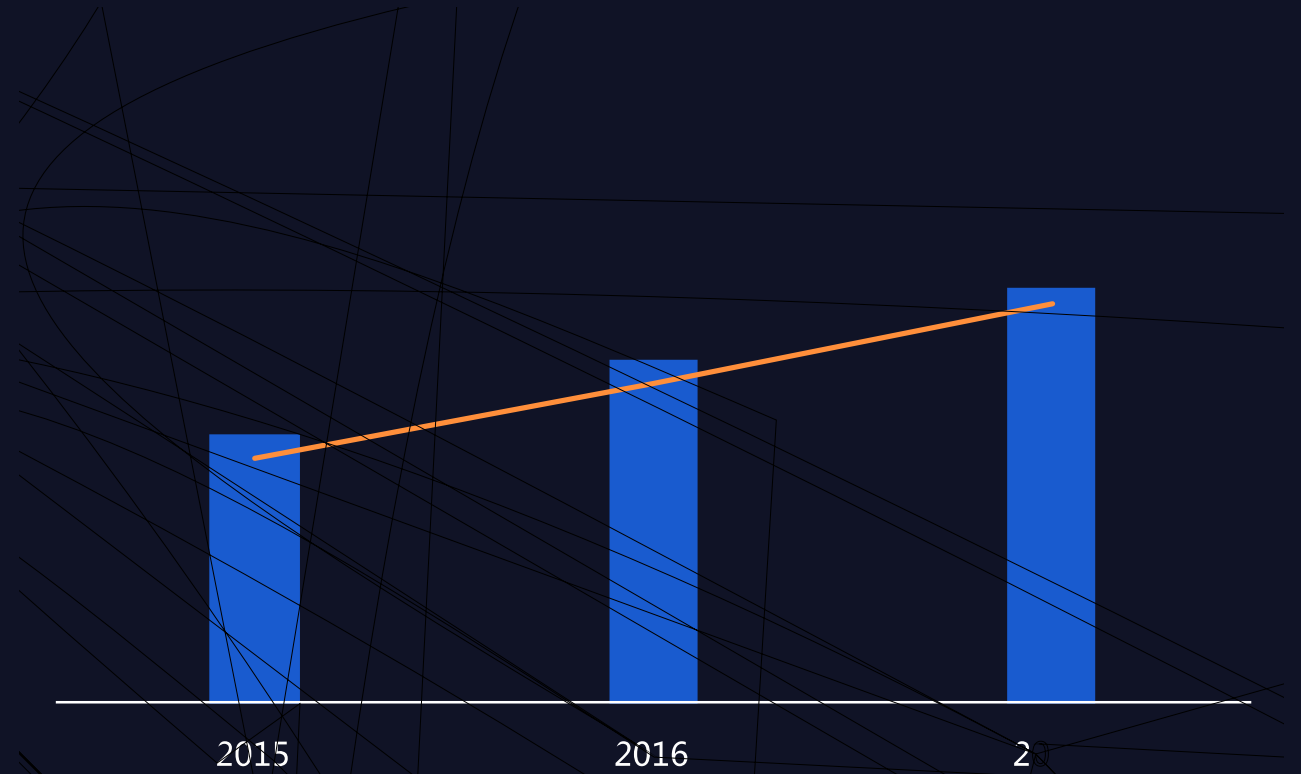
*

2015年
 2016年
 2017年

30%

5

0.1



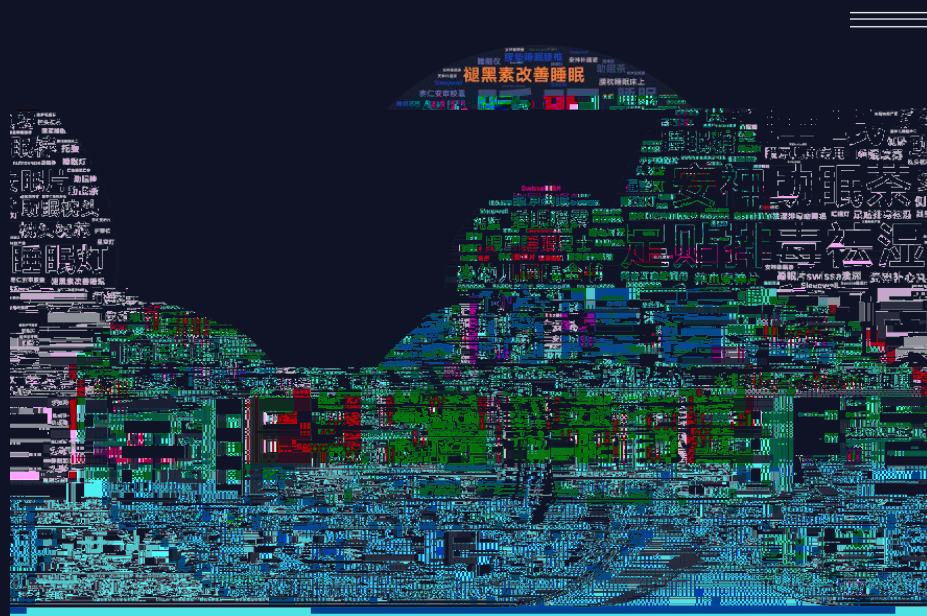
2015

2016

2017

✓ ~ ' ^ ' 1 1 $\tilde{\alpha}$ [OBJ] 2017 [OBJ] ^ TOP3

2017 1 ^ √ 2017年线上消费者最喜欢购买的助眠产品


$$\downarrow \quad 2017 \quad \wedge \quad \downarrow \quad \vee \quad 2017 \quad \bar{\alpha} \quad \boxed{\text{OBJ}} \quad \wedge \quad \wedge \quad 1'$$

“

”

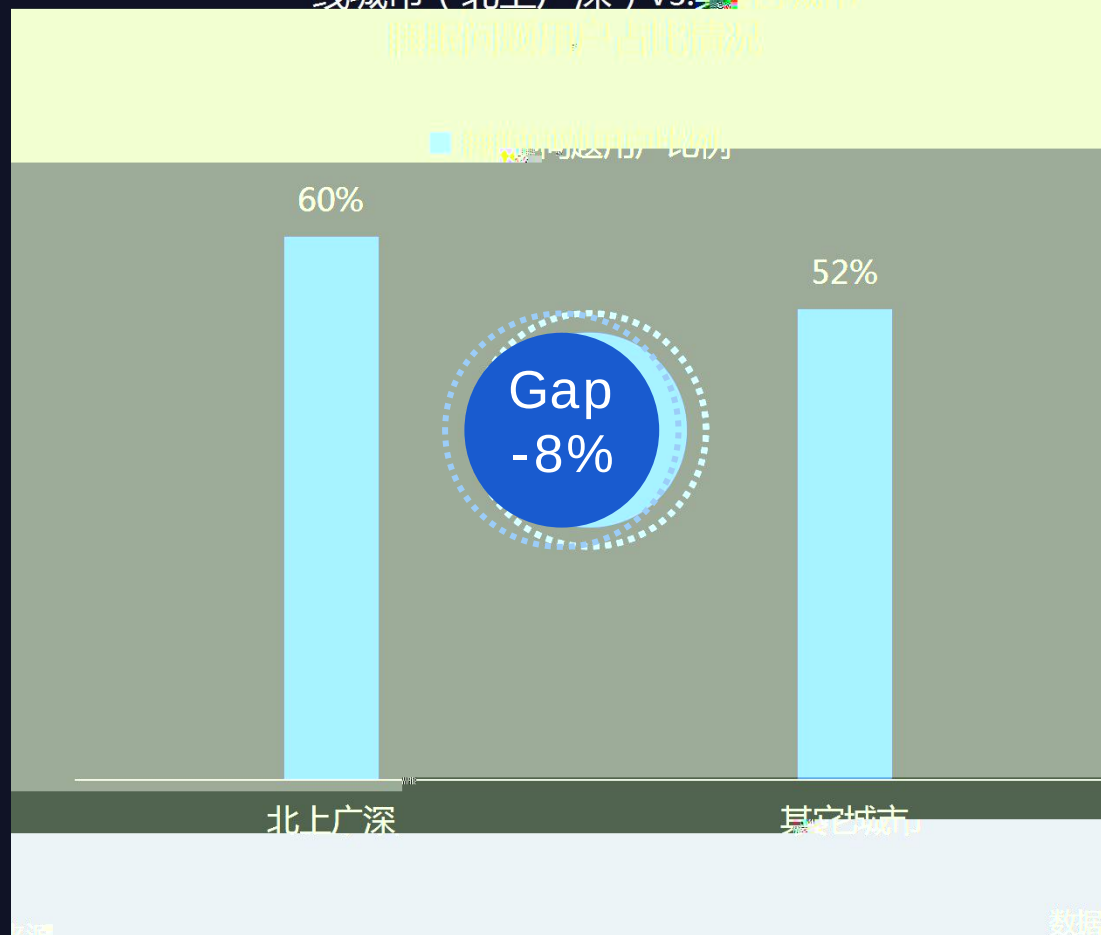
THESE ARE THE BEST OF TIMES

THESE ARE THE BEST OF TIMES

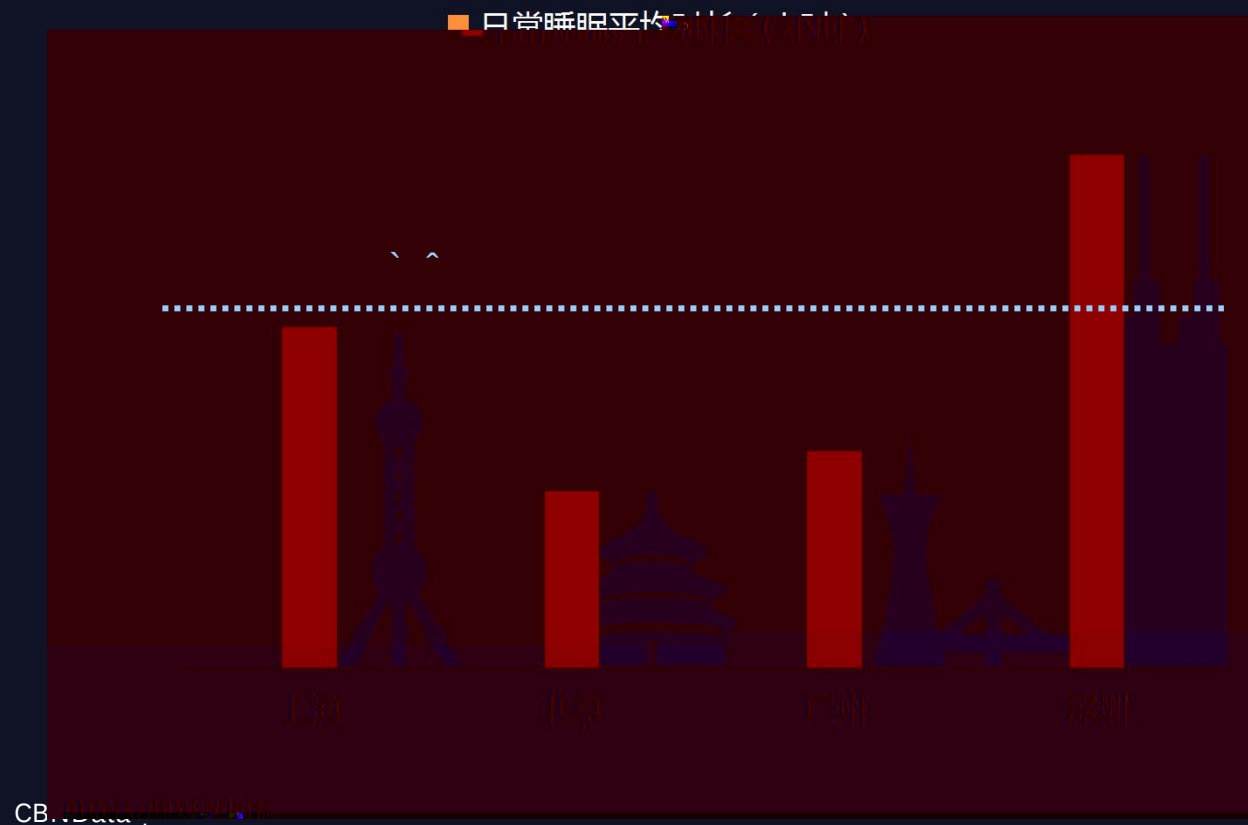
THESE ARE THE BEST OF TIMES

90

一线城市（北上广深）vs.其它城市
睡眠问题用户占比情况



一线城市（北上广深）日常睡眠平均时长



北京人偏好助眠产品 TOP5



广州人偏好助眠产品 TOP5

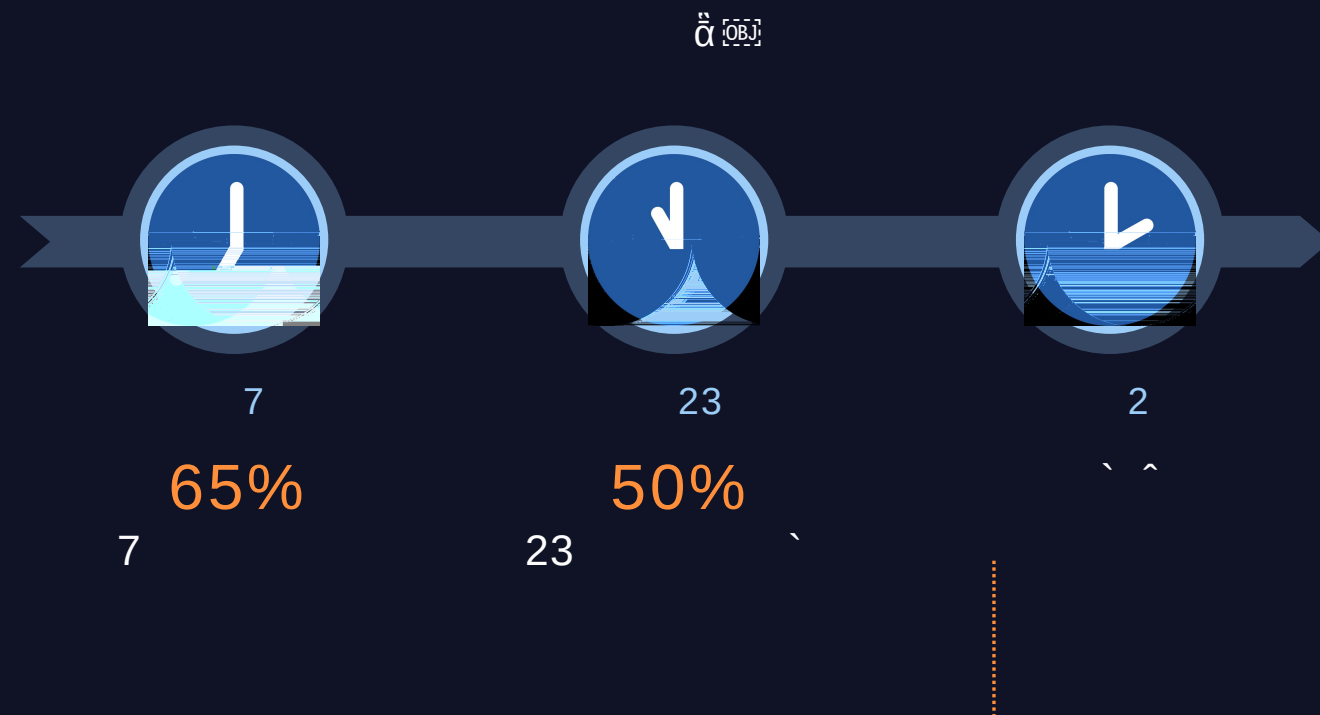


上海人偏好助眠产品 TOP5



深圳人偏好助眠产品 TOP5





2017年不同职业人群日常睡眠平均时长（小时）



6.8

设计师
日常睡眠平均时长

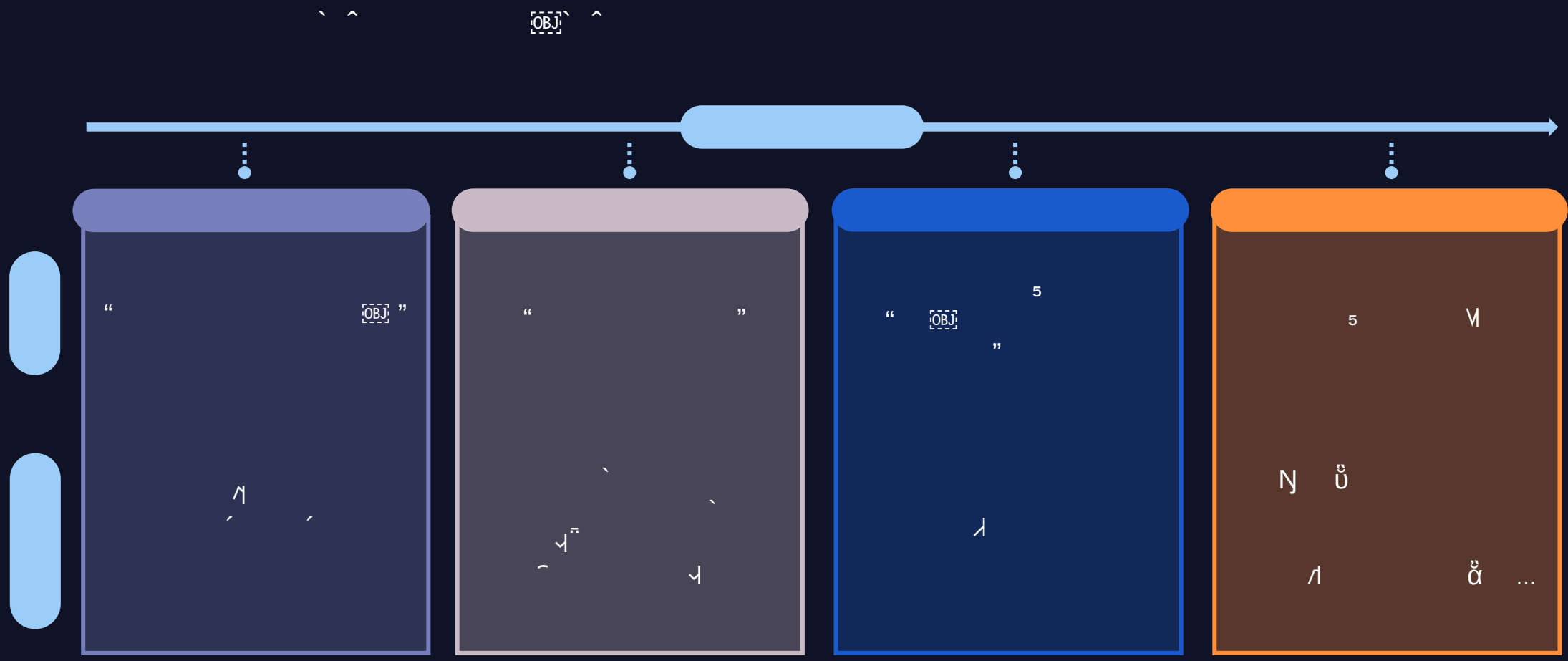
6.8

2017年设计师自评睡眠质量状况

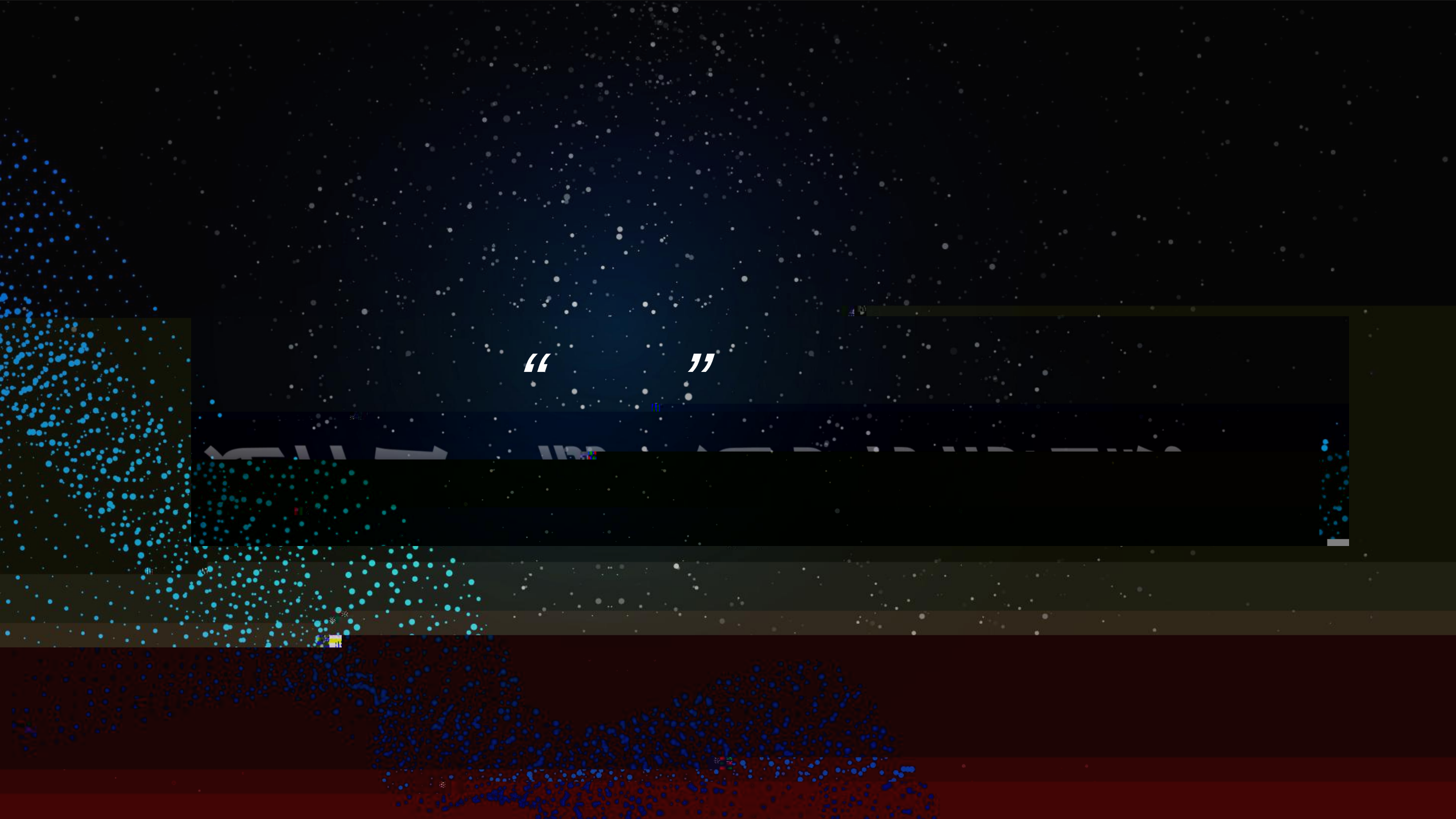
睡眠质量较好 有睡眠质量问题

58%

42%



CBNData *

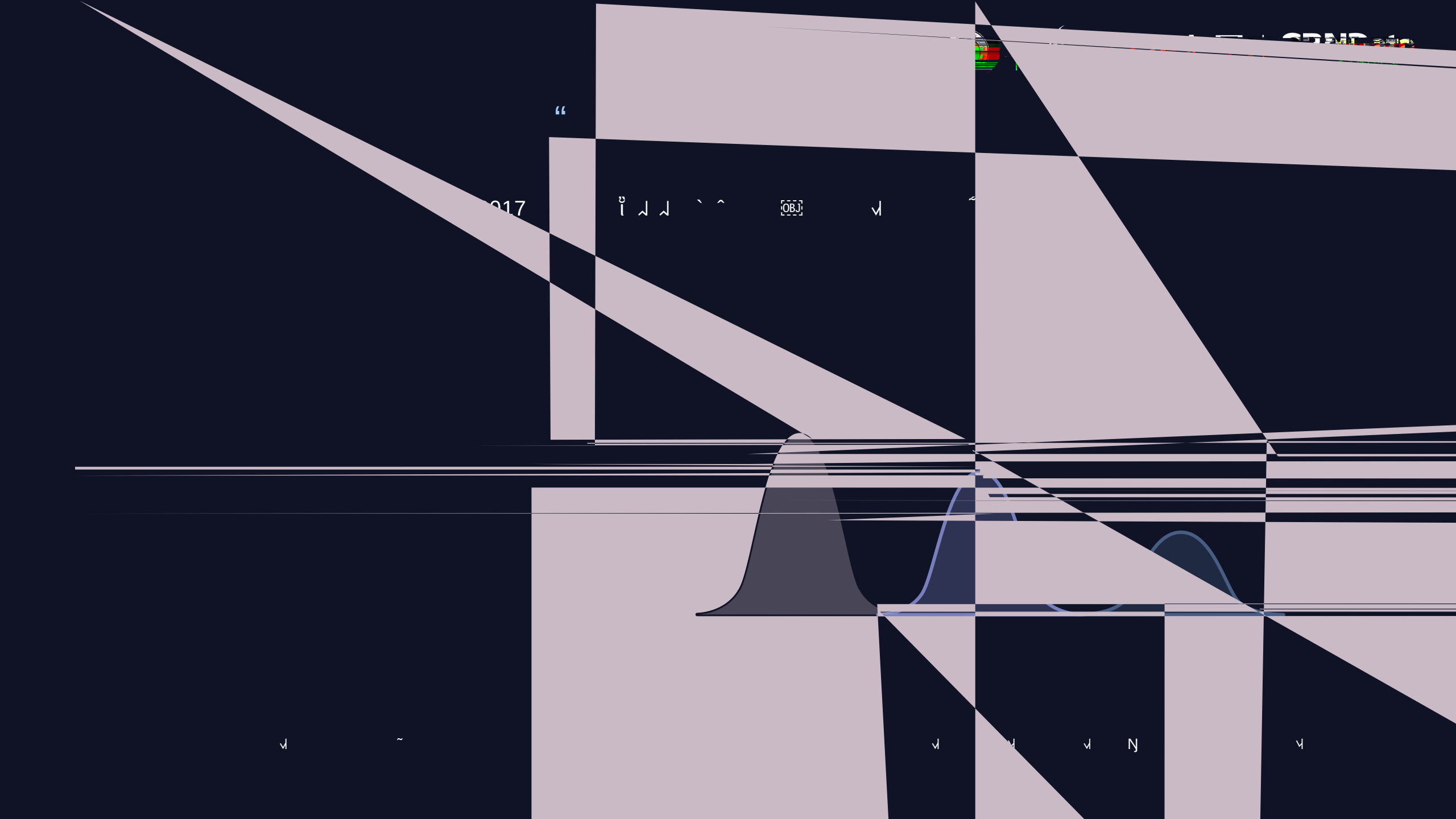


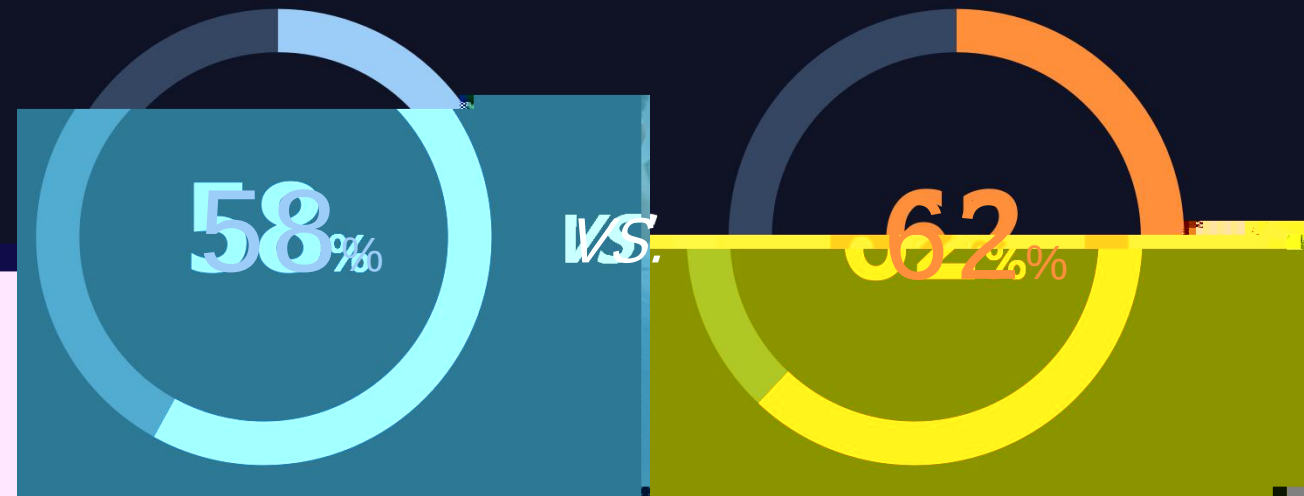
“ ”

III

THE FUTURE OF THE HUMAN RACE

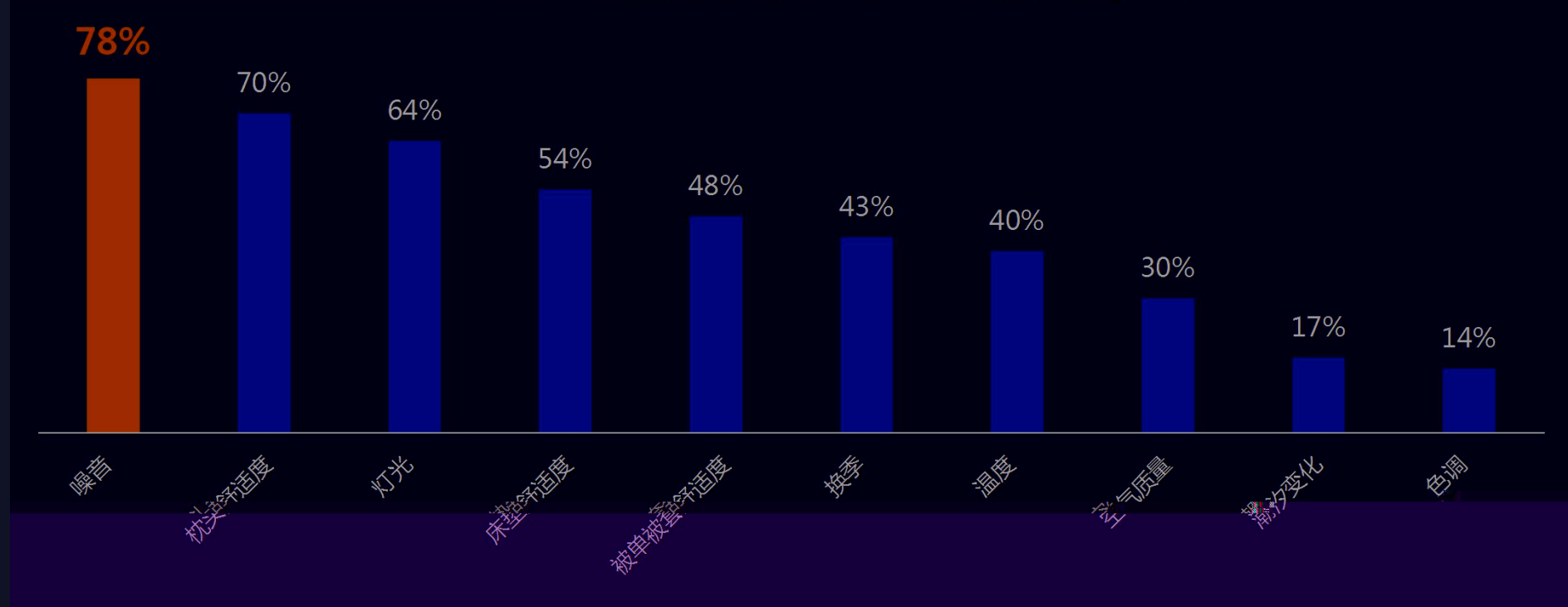
1911







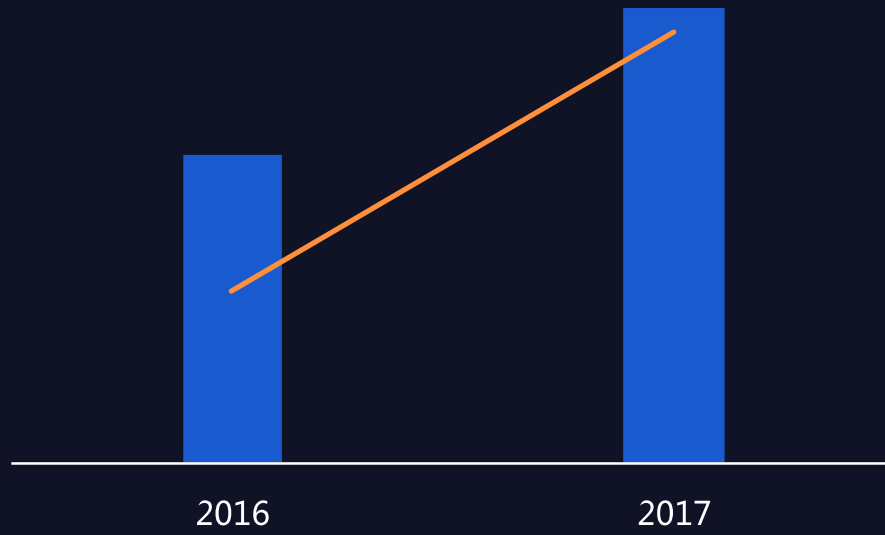
2017年影响互联网网民睡眠质量的环境因素受影响人群比例



95

“ ”

201



95

9

95

95

1

95

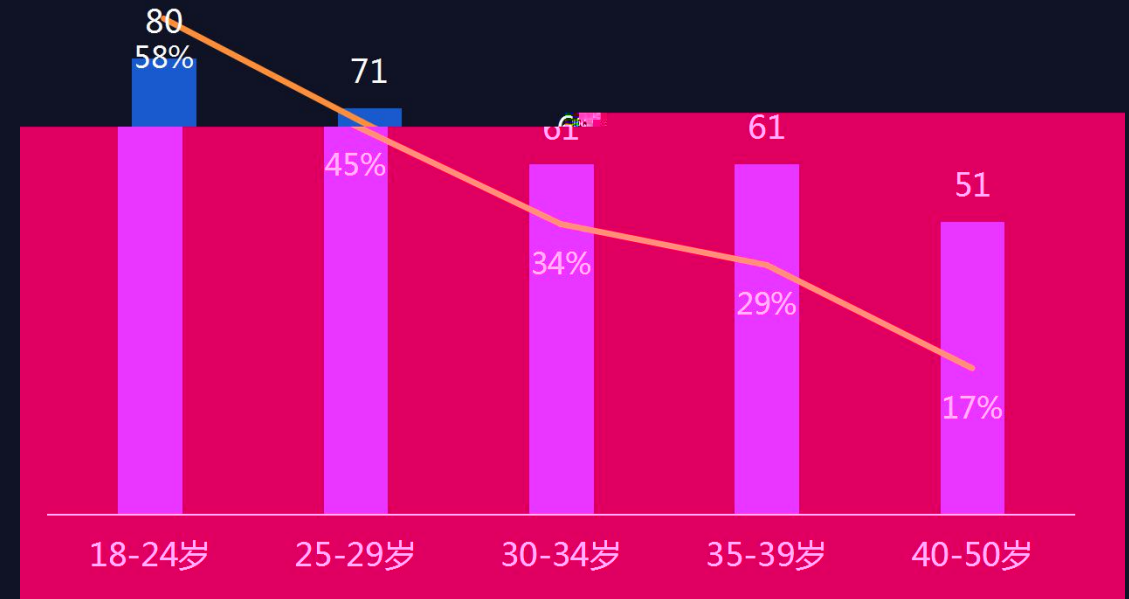
88%

65%



2017年不同代际互联网网民睡前使用手机时长情况

平均睡前玩手机时间（分钟）



90

95

~

i

~

↓

√

90

~ ~

[OBJ]

10-11

7 白 左 止 人 机 1 3

18-24岁 25-29岁 30-34岁 35-39岁 40-50岁

18-24岁 25-29岁 30-34岁 35-39岁 40-50岁

100000

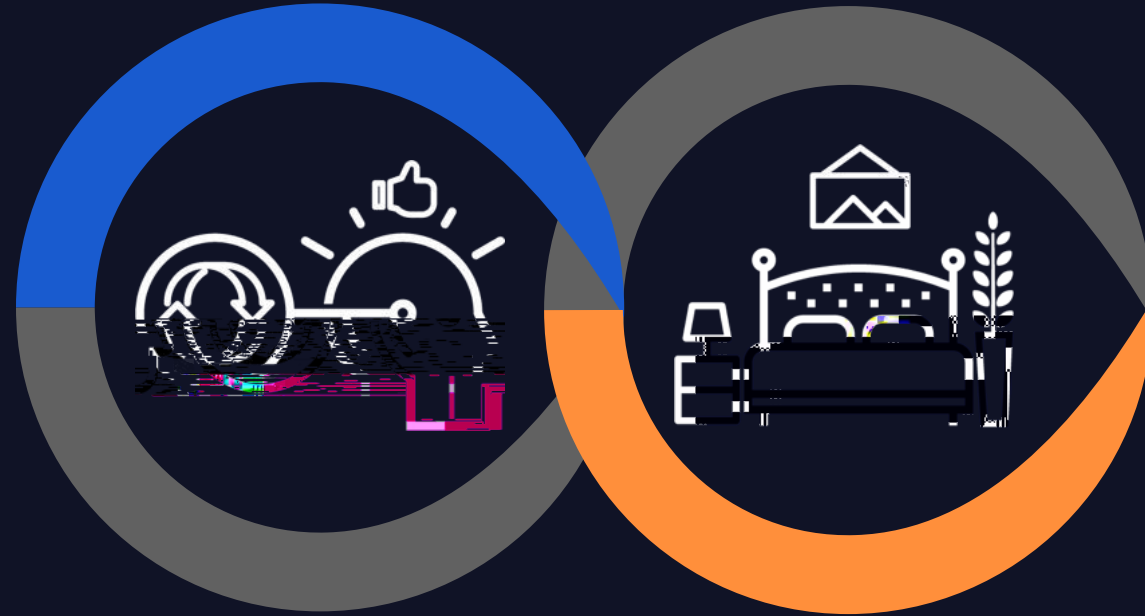


CBNData . *

CBNData ~



“ ” “ ”



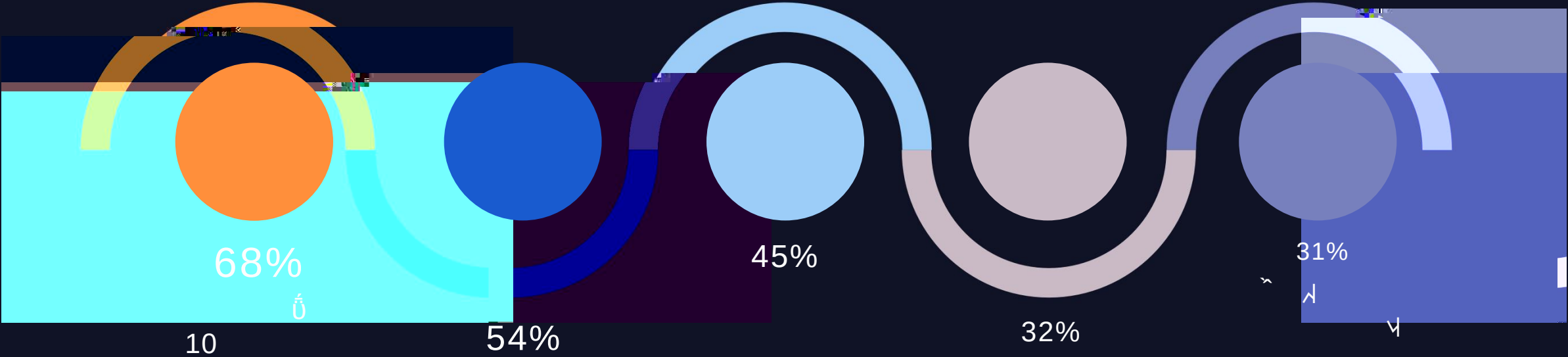


2017

↓

TOP5

TOP5



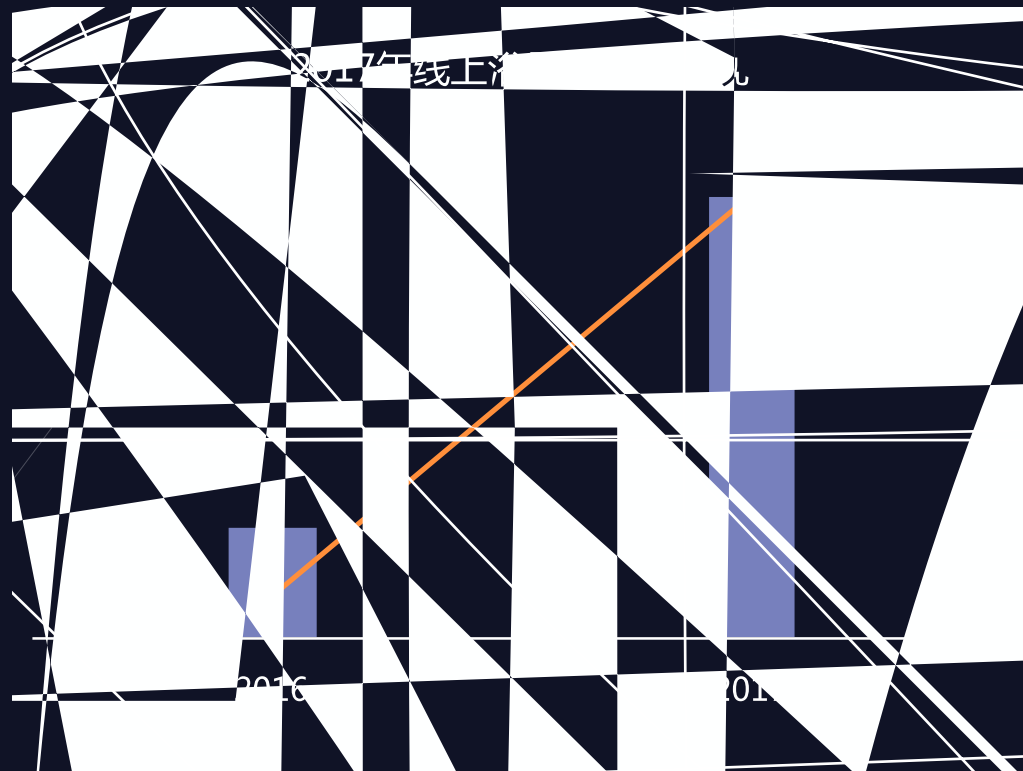
10

54%

32%

31%

85 90





[OBJ]

[OBJ]



20 25



1



50%—60%



[OBJ] [OBJ] [OBJ]



[OBJ]



[OBJ]



[OBJ]

请问你会如何布置自己的睡眠环境?:

■ 用户比例

可买适合自己的床型和枕头

66%

使用遮光窗帘、戴眼罩等遮光措施

59%

卧室温度

56%

卧室湿度

50%

卧室光线

48%

卧室噪音

45%

卧室空气质量

42%

卧室安全

39%

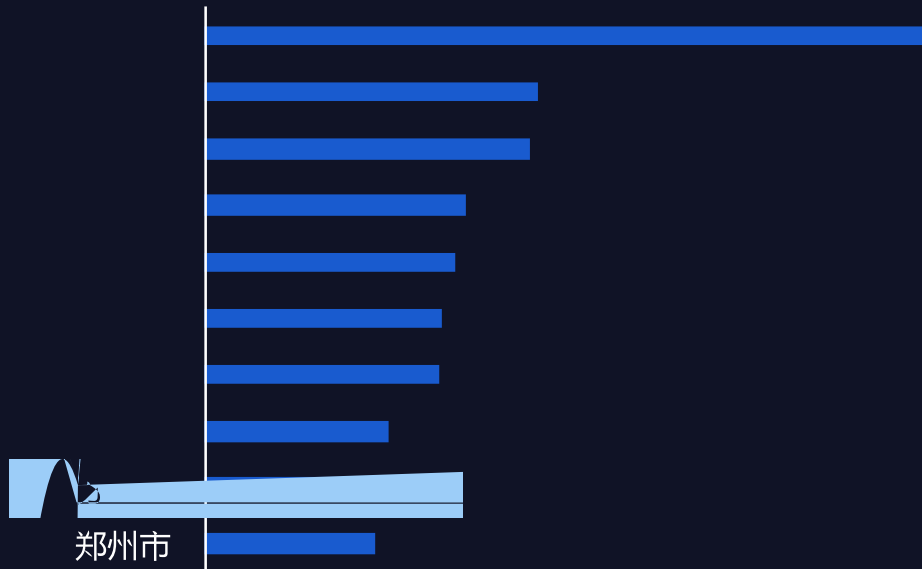
卧室装饰

36%



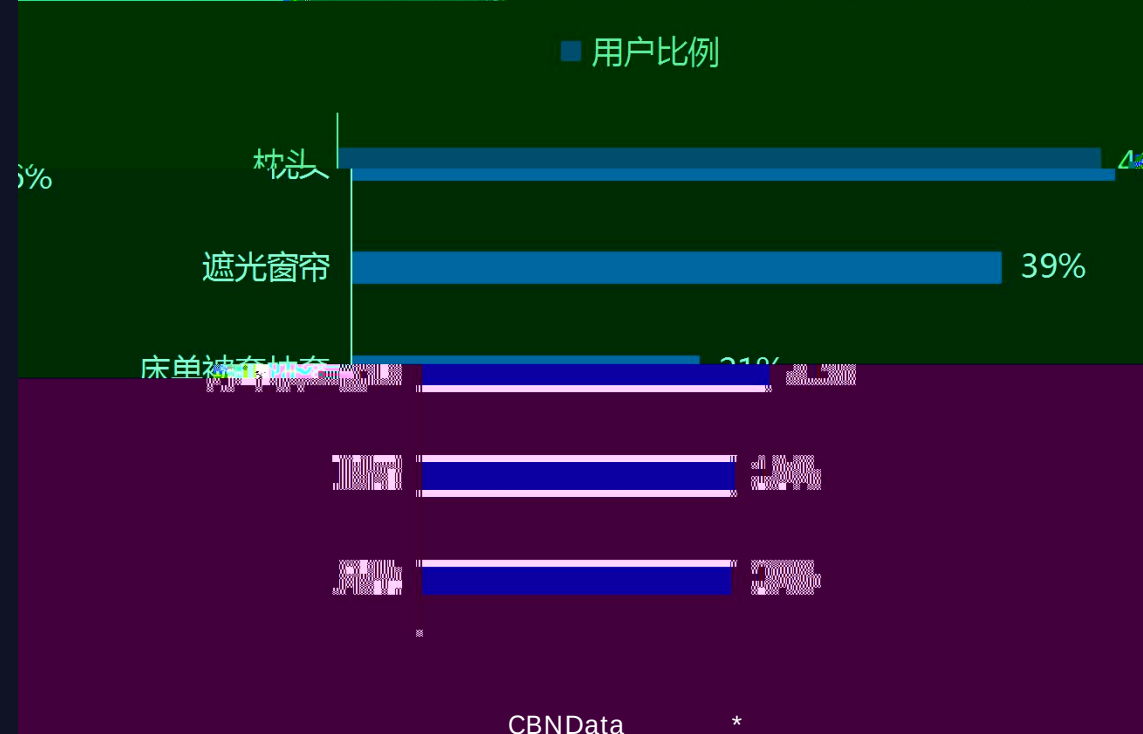
70

1 70 80 90 1

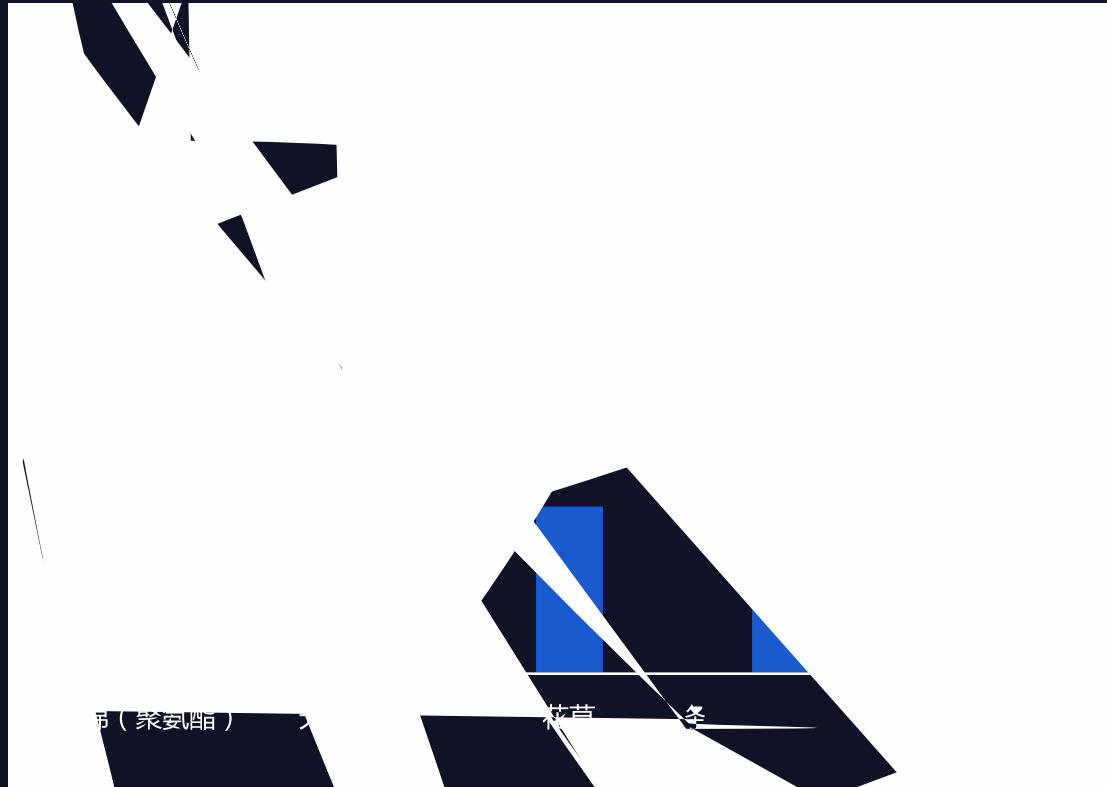


$$= \frac{1 \text{ [OBJ]}}{1 \text{ [OBJ]}} * 100 - 100$$

在已购入的睡眠相关产品中，哪种产品最能影响睡眠？



8070



=

1

OBJ

/

1

OBJ

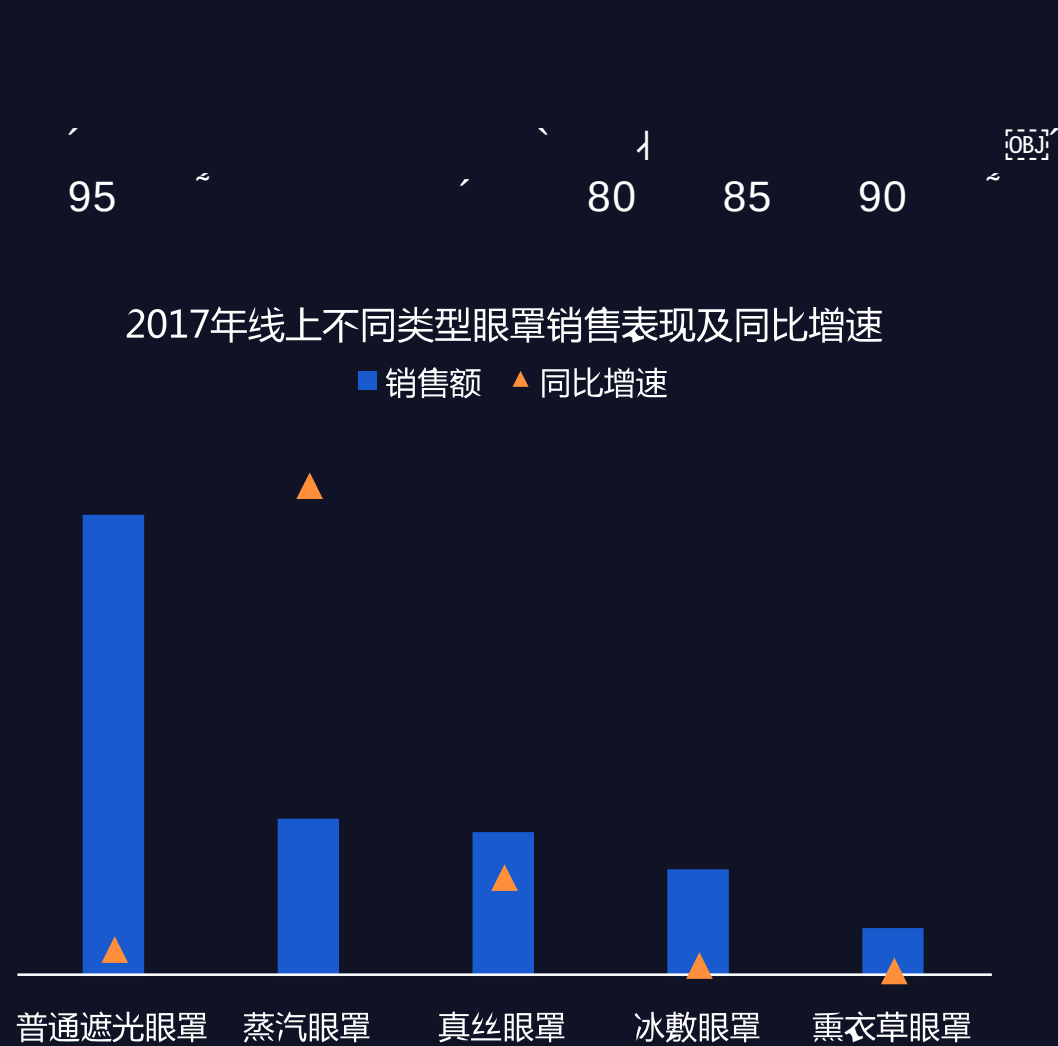
*100-100

~

1

~

1



“ ” = 1

/ 1

*100-100



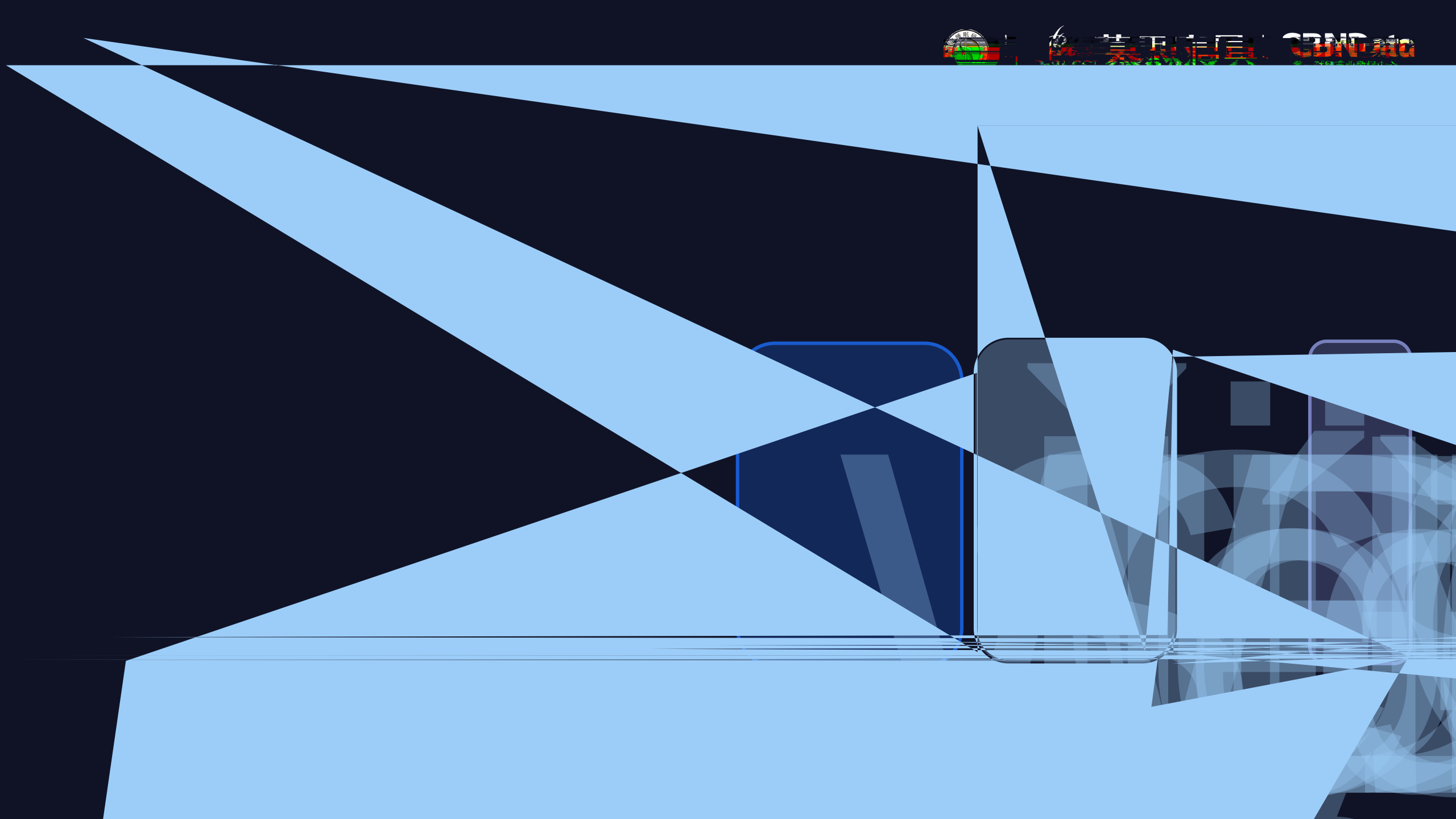
5

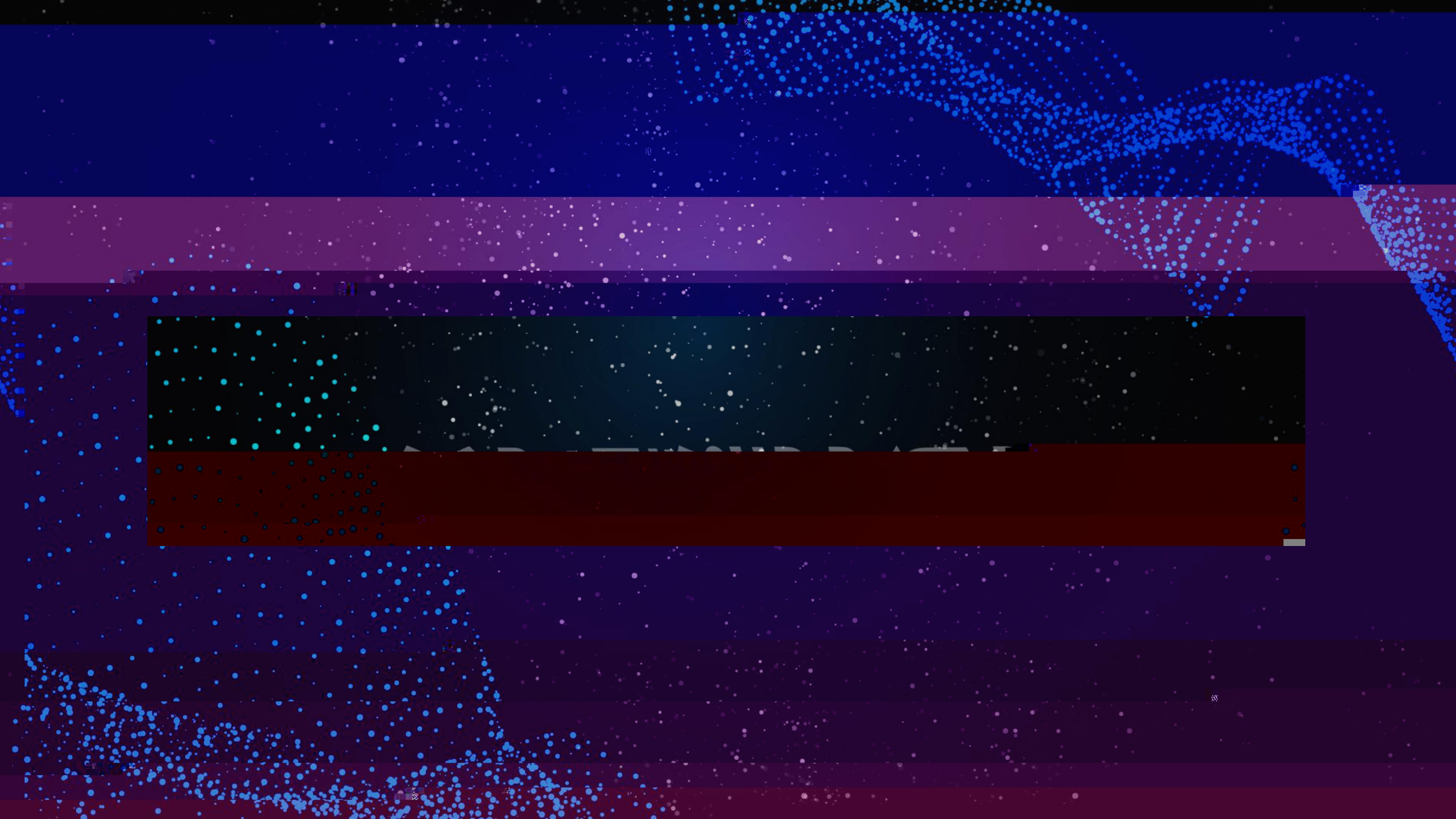
1

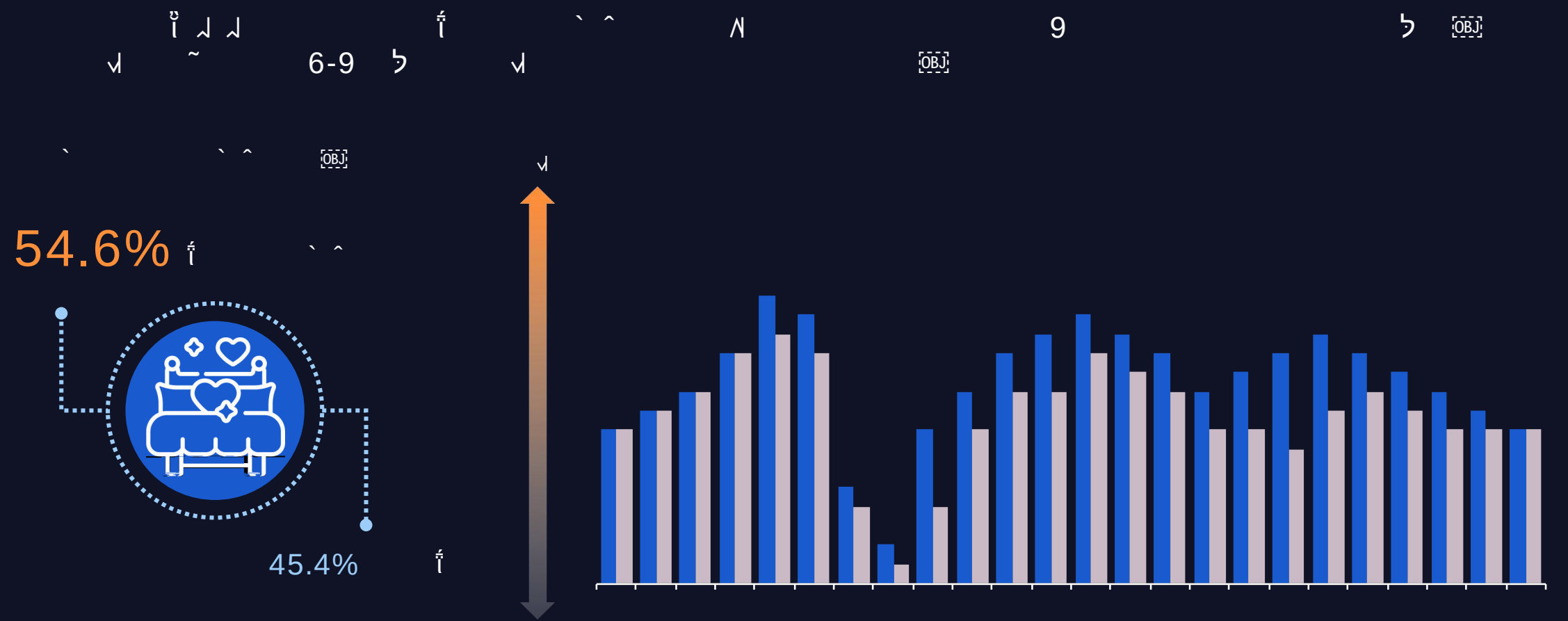
1

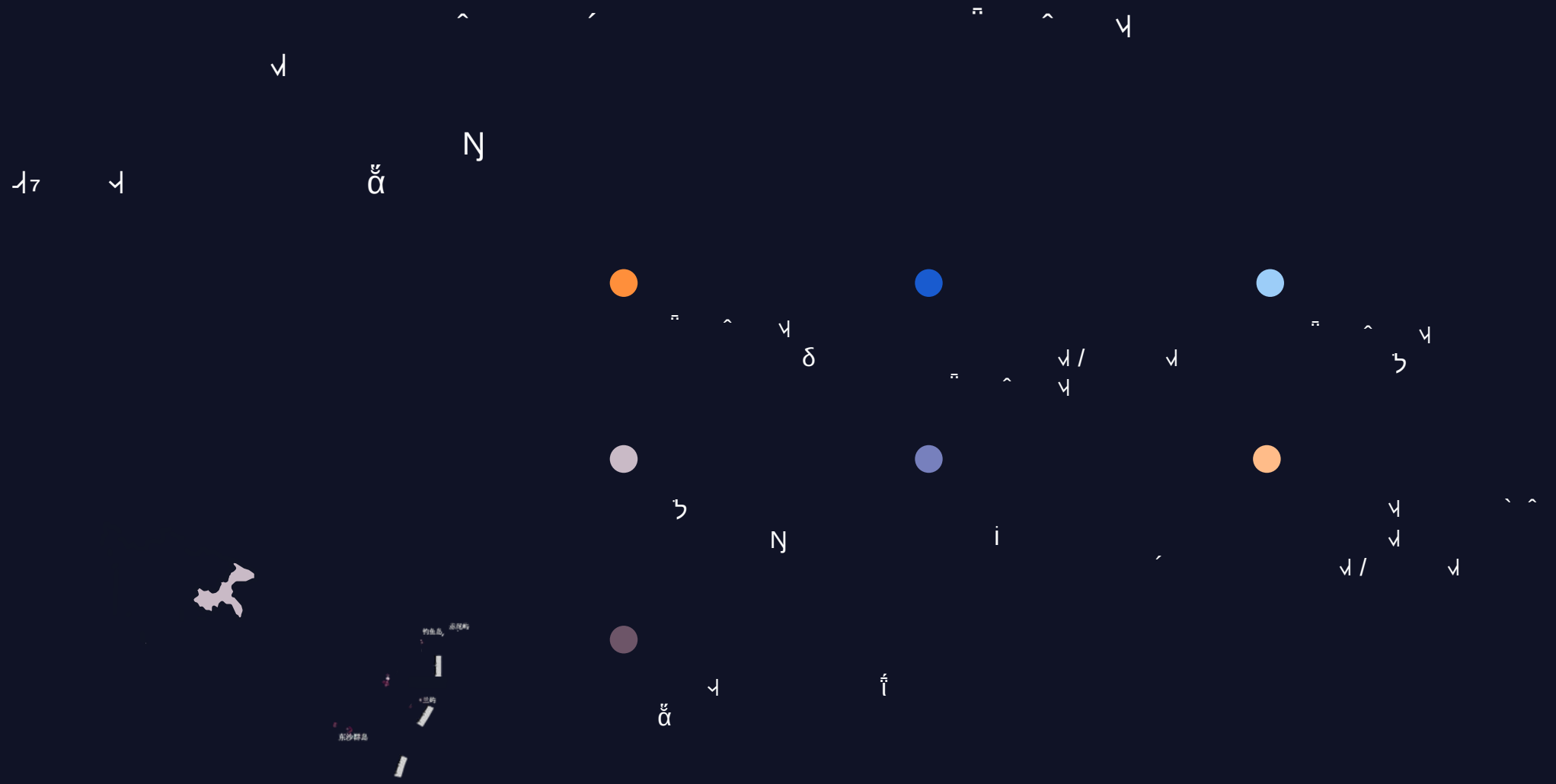
BJ

1









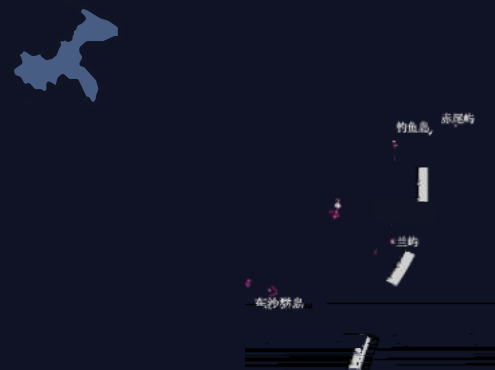
“ ”

2017 TOP10

0 0

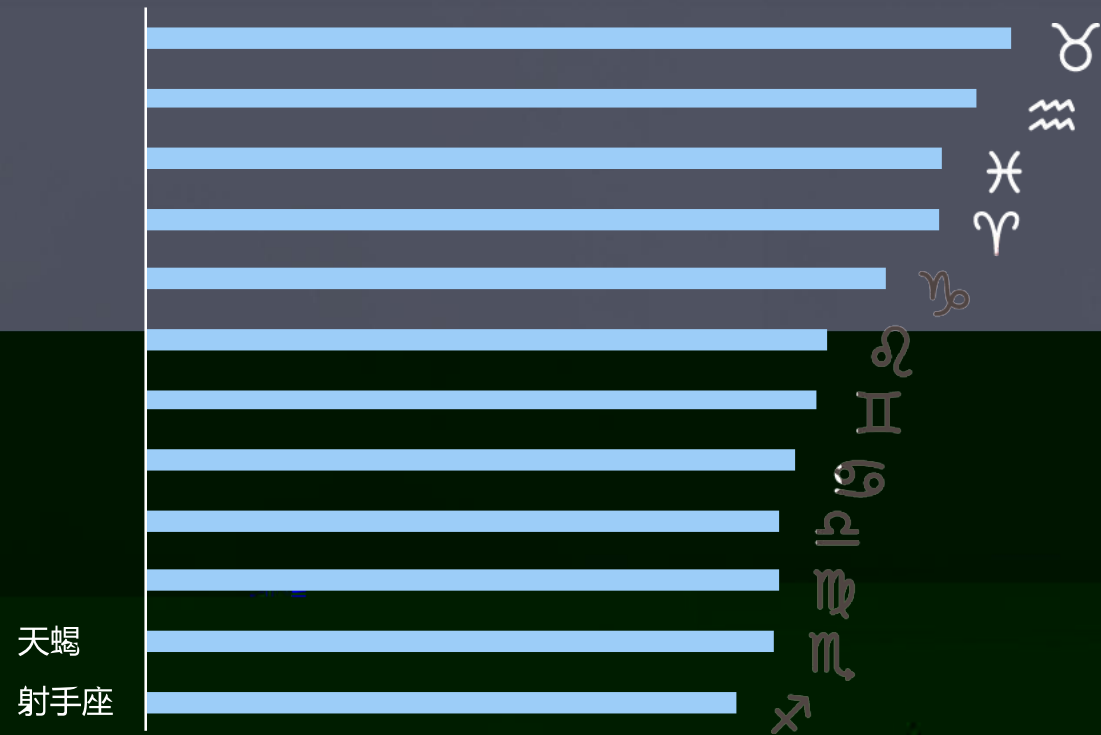
- TOP1
- TOP2
- TOP3
- TOP4
- TOP5

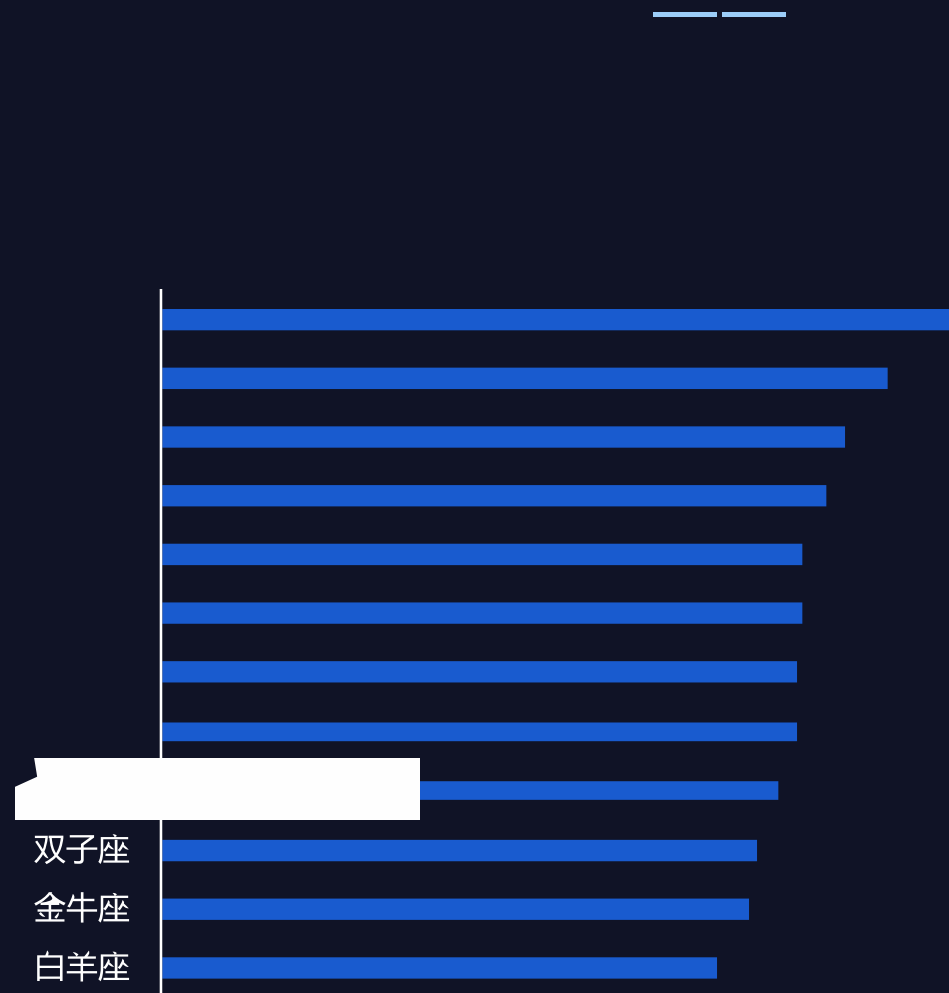
TOP6-10

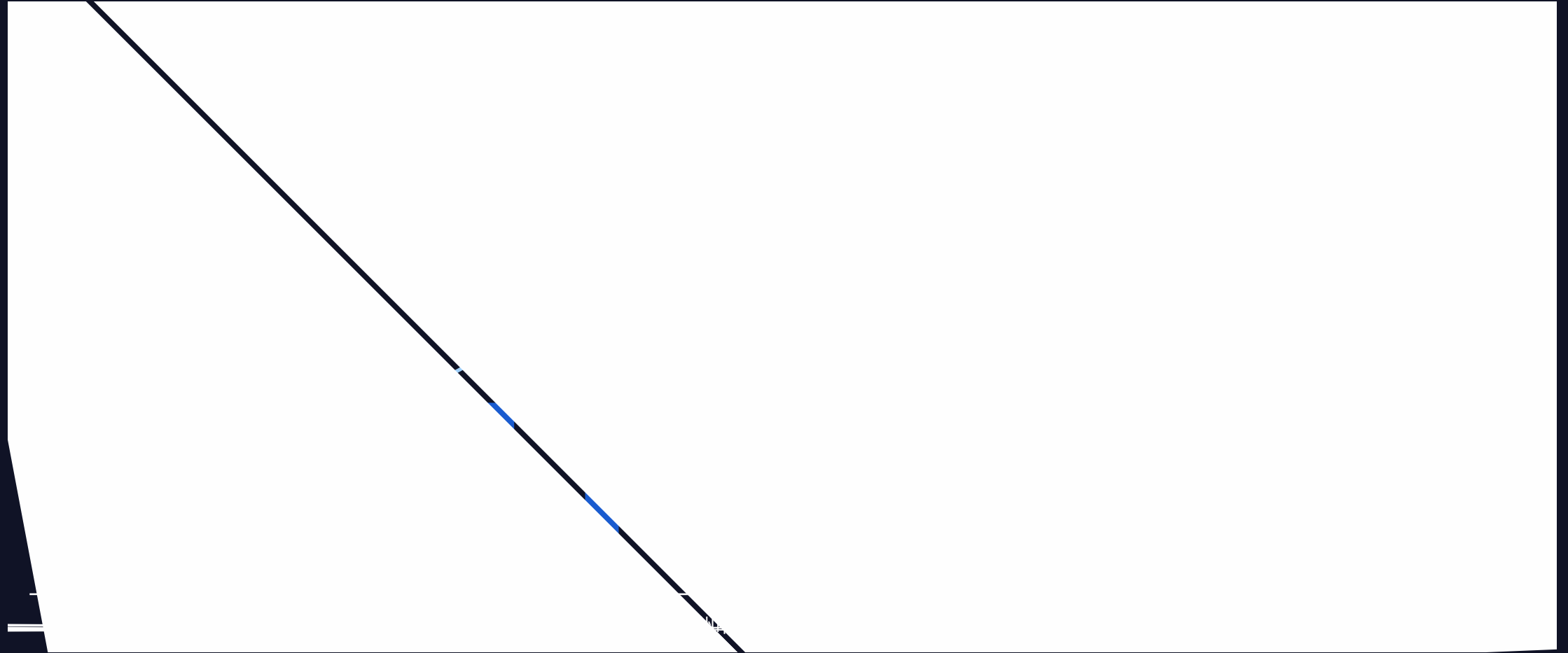


0 1 0

“ ”








$$\frac{95}{18-24} \sim \frac{90}{25-29} \sim \frac{85}{30-34} \sim \frac{80}{35-39} \sim \frac{70}{40-50}$$

$$" = \frac{[OB]}{[OB]} \times 100-100$$

321

321

