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Short communication

The experience of a Power Nap Center in the largest city of Brazil

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ABSTRACT

We evaluated the frequency of naps and features of nappers who took a nap in a Power Nap Center located in downtown area of São Paulo. Company database was retrospectively analyzed and 4.625 naps were evaluated (January–December 2014). Most naps (57%) lasted 30 min. 33% of subjects took a nap more than once a week (73% male). Progressive growth in the number of naps across the months was observed (January = 110 to December = 505). Results suggest that the society is sleep deprived and taking a nap during the day could be an important strategy to improve quality of life and increase productivity.

1. Introduction

"Cochilo" (the Portuguese word for "nap") is a company prepared to receive subjects interested in taking a nap during the day. It was opened in January 2014 and located in downtown area of the São Paulo, the largest (~12 million inhabitants) city of Brazil. The Power Nap Center has 20 soundproofed cabins, blue lighting and headphones playing relaxing soundtracks. The cabins are automated and, when the nap scheduled time ends, the exclusively designed bed vibrates and flashes of white lighting for the "nappers" to wake up. Open from 7 a.m. to 7 p.m., Monday to Friday, the customers can choose their nap time duration: 15, 30, 45, 60, and 90 min. The price charged depends on the nap duration, ranging from US$5 to US$10. The aim of this preliminary study was to evaluate the features of the nappers as well as the frequency of naps in the period from January to December 2014.

2. Material and methods

The company database was retrospectively analyzed, which included basic information on the number and duration of all naps and gender of the subjects who looked for the Power Nap Center. Because the features of the present research, this study protocol was not submitted to an institutional review board or ethics committee.

3. Results

A total of 4.625 naps were taken in the period from January to December 2014. Men took 73% of the naps and 33% of the nappers took a nap more than once a week. Most naps (57%) had the duration of 30 min. A trend of decrease the number of naps with 30 min of duration took per month and increase the quantity of the naps with duration of 45 and 60 min was observed across the months of the year (Fig. 1). A progressive growth in the number of naps across the months was also observed (110 in January to 505 in December) (Fig. 2).

4. Discussion

Data showed that the population who came to the Power Nap Center, in the downtown area of a big metropolis in Brazil, was predominantly (73%) male. Moreover, the number of naps during the day increased by almost 500% from January to December 2014, which might suggest that the society is sleep deprived and taking a nap during the day could be an important strategy for improve quality of life and increase productivity.

Despite the recent publication of the National Sleep Foundation's Sleep duration team recommendations [1], sleep deprivation is

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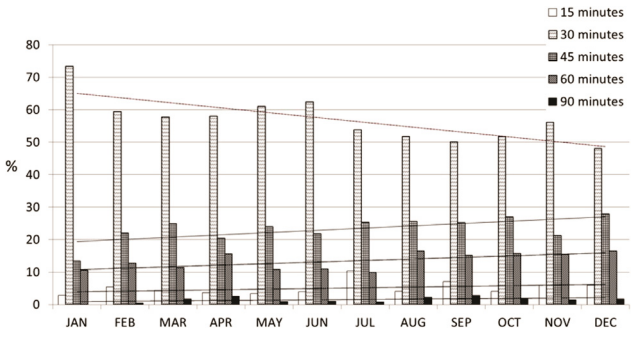

Fig. 1. Percentage of naps duration per month for the year 2014.

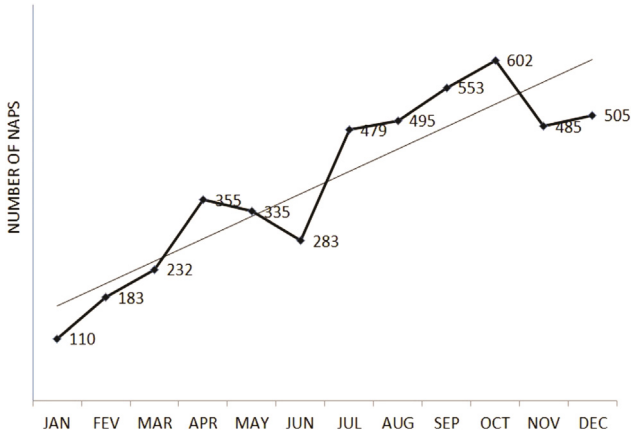

Fig. 2. Increasing of the total number of naps, per month for the year 2014, in the subjects who looked for the Power Nap Center.

recognized as important to public health. Industrial accidents, motor vehicle crashes and medical and other occupational errors have been associated with sleep deprivation. [2,3]. Moreover, sleep deprived subjects are also more likely to suffer from chronic diseases such as hypertension, diabetes, depression, and obesity [4], as well as from cancer, increased mortality, and reduced quality of life and productivity [2]. It is indisputable the role and consequences of sleep disorders such as insomnia or obstructive sleep apnea for the insufficient amount of sleep in contemporary society. However, sleep deprivation can be also caused by large-scale social and factors such as access to technology and work schedules [2].

Laboratory findings indicated that scheduled napping were able to neutralize the decrease in alertness and performance under conditions of sleep deprivation [5]. Epidemiological studies suggested that the practice of taking short naps several times a week was able to decrease the risk of cardiovascular and cognitive dysfunction [5].

Indeed, making available strategies such as power nap centers could minimize the problems of sleep deprivation for contemporary society, but we must take into account such factors as sleep inertia occurring immediately after napping. Also, further efforts are needed to identify the strategies of napping considering each case individually, including aging, working schedules, and sleep disorders by examining their effectiveness in real-life situations.

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