## YouGov

Sleep
Fieldwork Dates: 1st - 4th March 2019

## Conducted by YouGov

 On behalf of YouGov Omnibus© Yougov plc 2019

## YouGov <br> What the world thinks

## BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover
Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and
provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample spondents can be sent to sample delinition could be US adutt population or a subset such as respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition
sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.
YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated wath sample-based to provide remation
For further information about the results in this spreadsheet, please contact YouGov Plc +1888.729 .0773 or email omnibus.us@yougov.com quoting the survey details

## EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1289 adults. Fieldwork was undertaken between 1st - 4th March 2019. The surey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be repoted as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised

## YouGov Omnibus

Sleep
S_nat_internal Sample: 1st - 4th March 2019
YouGov

AmzSDaNr. How many hours of sleep do you get on a typical night? Please enter the number of hours in the box below to the
nearest hour.

| Total | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  | White |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | $\underset{\text { later) }}{\text { Gen } Z(2000 \text { and }}$ | Millennial (1982- 1999) | $\begin{gathered} \text { Gen X(1965- } \\ 1981) \end{gathered}$ | Baby Boomer (1946-1964) | Silent Generation (1928-1945) | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West |  |
|  | A | B | c | D | E | F | G | H | 1 | J | к | L | M |  |

KTt5EaNr. What is the ideal amount of time you would ealistically like to sleep each night? Please enter the number of hours in the box below to the nearest hour.
rean
her

| Unweighted base | 1288 | 565 | 723 | 31 | 354 | 357 | 444 | 102 | - | - | 243 | 275 | 480 | 290 | 902 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base | 1288 | 623 | 665 | 40 | 383 | 348 | 424 | 94 | - | - | 229 | 270 | 485 | 304 | 847 |
| 0 | 0\% | $1 \%$ | - | $6 \%$ | 0\% | 0\% | - | : | ** | * | . | - | 1\% |  | 0\% |
| 1-3 | 2\% | 2\% | 2\% | 2\% | 4\% | 2\% | 0\% | - | - | - | 1\% | 2\% | 3\% | 1\% | 1\% |
|  |  |  |  | ** | F.G |  |  | * | * | * |  |  |  |  |  |
| 45 | 3\% | 3\% | 3\% | $\begin{gathered} 2 \% \\ \% \end{gathered}$ | 3\% | 4\% | 2\% | $\stackrel{2 \%}{ }$ | \% | - | 2\% | 3\% | 3\% | 2\% | 2\% |
| 6 | 5\% | $\begin{gathered} 8 \% \\ \mathrm{~B} \end{gathered}$ | 3\% | $5 \%$ | 5\% | 6\% | 5\% | $6 \%$ | \% | ** | 6\% | 4\% | 5\% | 7\% | 5\% |
| 7 | 14\% | 15\% | 13\% | $9 \%$ | 9\% | 12\% | $\begin{aligned} & \text { 19\% } \\ & \text { D.E } \end{aligned}$ | $\begin{gathered} \text { 17\% } \\ \mathrm{D}^{*} \end{gathered}$ | * | - | 15\% | 13\% | 12\% | 15\% | ${ }_{p}^{16 \%}$ |
| 8 | 52\% | 50\% | 53\% | $34 \%$ | 47\% | 48\% | $\begin{aligned} & 59 \% \\ & \text { D.E } \end{aligned}$ | $\begin{aligned} & 62 \% \\ & \text { D.E } \\ & \text { D. } \end{aligned}$ | ** | ** | 50\% | 52\% | 52\% | 53\% | 52\% |
| 9 | 14\% | 13\% | 16\% | 18\% | $\begin{gathered} 16 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{gathered} \text { 18\% } \\ \text { F } \end{gathered}$ | 9\% | 12\% | $\stackrel{+}{*}$ | $\stackrel{-}{-}$ | 15\% | 15\% | 13\% | 15\% | 14\% |
| 10 | 8\% | 8\% | 8\% | 16\% | $\begin{aligned} & 12 \% \\ & { }_{F G} \end{aligned}$ | $\begin{aligned} & 8 \% \\ & \text { FG } \end{aligned}$ | 4\% | $2 \%$ | * | - | 9\% | 8\% | 8\% | 5\% | 8\% |
| 11 or more | 2\% | 1\% | 3\% | $\begin{gathered} 7 \% \\ \% \end{gathered}$ | 2\% | 2\% | 2\% | - | * | * | 3\% | 2\% | 3\% | 1\% | 2\% |

o what extent, if at all,
ollowing statements?
Tybge_Q3_1. I generally wake up feeling well-rested

| Unweighted base | 1288 | 565 | 723 | 31 | 354 | 357 | 444 | 102 | - | - | 243 | 275 | 480 | 290 | 902 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US aduls | 1288 | 623 | 665 | 40 | 383 | 348 | 424 | 94 | - | - | 229 | 270 | 485 | 304 | 847 |
| Strongly agree | 11\% | 12\% | 10\% | $\stackrel{7 \%}{\%}$ | 12\% | 13\% | 9\% | 8\% | * | * | 11\% | 9\% | 12\% | 10\% | 9\% |
| Somewhat agree | 27\% | 27\% | 27\% | $\underset{\sim}{27 \%}$ | 23\% | 19\% | $\begin{aligned} & 33 \% \\ & \text { D.E } \end{aligned}$ | $\begin{aligned} & \text { 41\% } \\ & \text { D. } E^{*} \end{aligned}$ | - | ** | 29\% | 22\% | 26\% | 30\% | 28\% |

## YouGov Omnibus

Sleep
s_nat_internal Sample: 1st - 4th March 2019
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AmzSDaNr. How many hours of sleep do you get on a typical night? Please enter the number of hours in the box below to the
nearest hour.

| Total | Race |  |  | Education |  |  |  | Marital Status |  |  |  |  |  | Children unde |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Black | Hispanic | Other (NET) | No Hs, High school graduate | Some college, 2- | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes |
|  | - | P | Q | R | s | T | u | v | w | x | Y | z | AA | AB |

KTt5EaNr. What is the ideal amount of time you would ealistically like to sleep each night? Please enter the number of reaisticily lik to sleep each night? Please en
hours in the box below to the nearest hour.

| Unweighted base | 1288 | 144 | 145 | 97 | 461 | 437 | 242 | 148 | 628 | 19 | 135 | 68 | 377 | 61 | 322 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base | 1288 | 144 | 202 | 95 | 520 | 402 | 232 | 134 | 602 | 19 | 136 | 61 | 405 | 65 | 313 |
| 0 | 0\% | - | 2\% | - | 1\% | 0\% | - | - | - | - | - | - | 1\% | 4\% | - |
|  |  |  | $\mathrm{N}^{*}$ | * |  |  |  |  |  | * |  | * |  | v* |  |
| 1-3 | 2\% | $3 \%$ | ${ }^{5 \%}$ | 1\% | 2\% | 2\% | 1\% | 2\% | 1\% | 10\% | 2\% | ${ }^{5 \%}$ | 2\% | 3\% | 1\% |
|  |  |  | $\mathrm{N}^{*}$ | * |  |  |  |  |  | ** |  | v* |  | * |  |
| 45 | 3\% | 4\% | 4\% | $\stackrel{5 \%}{*}$ | 4\% | 2\% | 2\% | 1\% | 3\% | - | 2\% | 1\% | 4\% | ${ }^{1 \%}$ | 4\% |
| 6 | 5\% | 7\% | 5\% | 7\% | 6\% | 5\% | 4\% | 4\% | 5\% | 10\% | 5\% | 4\% | 5\% | 9\% | 5\% |
|  | 14\% | 9\% | 6\% | $\begin{gathered} \text { 17\% } \\ \hline \end{gathered}$ | 12\% | 15\% | 13\% | 16\% | $\begin{gathered} 15 \% \\ z \end{gathered}$ | $\stackrel{11 \%}{\stackrel{11 \%}{2}}$ | 16\% | $\begin{gathered} 21 \% \\ \mathrm{z}^{*} \end{gathered}$ | 10\% | 13\% | 10\% |
| 8 | 52\% | 53\% | $52 \%$ | $47 \%$ | 49\% | 50\% | $\begin{aligned} & \begin{array}{l} 61 \% \\ \text { R.S } \end{array}, ~ \end{aligned}$ | 53\% | 55\% | 51\% | 45\% | 52\% | 50\% | 51\% | 47\% |
| 9 | 14\% | 12\% | 18\% | 13\% | 13\% | 15\% | 13\% | 17\% | 14\% | 14\% | 19\% | 11\% | 15\% | 9\% | 17\% |
| 10 | $8 \%$ | 8\% | $8 \%$ | $7 \%$ | $\begin{aligned} & \text { 11\% } \\ & \text { Tu } \end{aligned}$ | 7\% | 3\% | 5\% | 6\% | $4 \%$ | 9\% | 5\% | 10\% | ${ }^{6 \%}$ | $\begin{aligned} & 13 \% \\ & A C \end{aligned}$ |
| 11 or more | 2\% | 3\% | \%\% | $3 \%$ | 2\% | 3\% | 2\% | 2\% | 1\% | ** | 2\% | 1\% | 3\% | 4\% | 2\% |

To what extent, if at all, do you agree or disagree with the
following statements?
ybge_a3_1. I generally wake up feeling well-rested

| Unweighted base | 1288 | 144 | 145 | 97 | 461 | 437 | 242 | 148 | 628 | 19 | 135 | 68 | 377 | 61 | 322 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1288 | 144 | 202 | 95 | 520 | 402 | 232 | 134 | 602 | 19 | 136 | 61 | 405 | 65 | 313 |
| Strongly agree | 11\% | 14\% | 17\% | 8\% | 14\% | 9\% | 7\% | 8\% | 12\% | 32\% | 8\% | 11\% | 9\% | 10\% | 12\% |
|  |  |  | $\mathrm{N}^{*}$ | * | T |  |  |  |  | ** |  | * |  | * |  |
| Somewhat agree | 27\% | 21\% | 26\% | ${ }^{21 \%}$ | 23\% | 25\% | 34\% | $\begin{aligned} & 34 \% \\ & \text { RS } \end{aligned}$ | $\begin{aligned} & 30 \% \\ & \hline \text { a } \end{aligned}$ | $\underset{\sim}{27 \%}$ | 30\% | $\begin{aligned} & 34 \% \\ & \text { z.AA* } \end{aligned}$ | 21\% | 15\% | 18\% |

## YouGov Omnibus

Sleep
s_nat_internal Sample: 1st - 4th March 2019
YOUGOV'

AmZSDANr. How many hours of sleep do you get on a typica night? Please enter the number of hours in the box below to the nearest hour. KTt5EaNr. What is the ideal amount of time you would
ealistically like to sleep each night? Please enter the number of realistically like to sleep each night? Please
hours in the box below to the nearest hour.

| Unweighted base | 1288 | 966 | 331 | 219 | 364 | 215 | 159 | 394 | 651 | 237 | 6 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base | 1288 | 975 | 344 | 232 | 345 | 203 | 165 | 415 | 642 | 225 | 7 |
| 0 | 0\% | 1\% | \% | - | - | - | 3\% | 1\% | - | - | 26\% |
|  |  |  |  |  |  |  | AD.AE.AF.ag | AJ |  |  | ** |
| 1-3 | 2\% | 2\% | 4\% | 2\% | 1\% | 2\% | 1\% | 2\% | 2\% | 2\% | 12\% |
|  |  |  | AF |  |  |  |  |  |  |  | ** |
| 4.5 | 3\% | 3\% | 5\% | 3\% | 2\% | 0\% | 4\% | 4\% | 2\% | 3\% | - |
|  |  |  | Ag |  |  |  | Ag |  |  |  | * |
| 6 | 5\% | 5\% | 7\% | 7\% | 3\% | 6\% | 4\% | 5\% | 6\% | 5\% | - |
| 7 |  | 15\% | 12\% | 15\% |  | 18\% | 12\% | 12\% | 15\% | 12\% |  |
| 7 | 14\% | 15\% | 12\% | 15\% | 13\% | 18\% | 12\% | 12\% | 15\% | 12\% | 11\% |
| 8 | 52\% | 53\% | 43\% |  | 60\% | 51\% | 51\% | 50\% | 52\% | 55\% | 23\% |
|  |  |  |  | AD | AD |  |  |  |  |  | * |
| 9 | 14\% | 13\% | 17\% | 12\% | 13\% | 12\% | 16\% | 13\% | 15\% | 14\% | 27\% |
|  |  |  |  |  |  |  |  |  |  |  | " |
| 10 | 8\% | 6\% | 9\% | 5\% | 7\% | 8\% | 11\% | 10\% | 6\% | 9\% | ** |
| 11 or more | 2\% | 2\% | $\begin{aligned} & 3 \% \\ & \text { AF.AH } \end{aligned}$ | $\begin{aligned} & 4 \% \\ & \text { AF.AH } \end{aligned}$ | 1\% | 2\% | - | 3\% | 2\% | 1\% | $\cdots$ |

ow what extent, if $a$ all,
ollowing statements?
Tybge_Q3_1. I generally wake up feeling well-rested

| Unweighted base | 1288 | 966 | 331 | 219 | 364 | 215 | 159 | 394 | 651 | 237 | 6 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults Strongly agree | 1288 | 975 | 344 | 232 | 345 | 203 | 165 | 415 | 642 | 225 | 7 |
|  | 11\% | 10\% | $14 \%$ | 6\% | 12\% | 8\% | 10\% | $15 \%$ | 9\% | 9\% | 12\% |
| Somewhat agree | 27\% | 29\% | 18\% | 29\% | 30\% | 31\% | 29\% | 22\% | 29\% | 30\% | 27\% |
|  |  | AB |  | AD | AD | AD | AD |  | A |  |  |

## YouGov Omnibus

Sleep
S_nat_internal Sample: 1st - 4th March 2019

| YouGov <br> What the world thinks |  | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | $\underset{\text { later) }}{\text { Gen } Z(2000 \text { and }}$ | $\begin{aligned} & \text { Millennial (1982- } \\ & \text { 1999) } \end{aligned}$ | Gen X (1965- 1981) | Baby Boomer (1946-1964) | $\begin{gathered} \text { Silent } \\ \text { Generation } \\ (1928-1945) \end{gathered}$ | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West | White |
| Neither agree nor disagree | 21\% | $\begin{gathered} \text { 24\% } \\ \text { B } \end{gathered}$ | 17\% | 17\% | 23\% | 22\% | 18\% | ${ }^{19 \%}$ | * | - | 22\% | 18\% | 22\% | 21\% | 19\% |
| Somewhat disagree | 24\% | 22\% | 27\% | 22\% | 20\% | $\begin{gathered} 29 \% \\ \mathrm{D} \end{gathered}$ | 25\% | $\stackrel{26 \%}{*}$ | - | * | 24\% | $\begin{aligned} & 32 \% \\ & \text { L.M } \end{aligned}$ | 22\% | 21\% | $\underset{\mathrm{P}}{27 \%}$ |
| Strongly disagree | 16\% | 13\% | 18\% | 17\% | 18\% | 17\% | 14\% | ${ }^{7 \%}$ | - | - | 12\% | 18\% | 16\% | 16\% | 16\% |
| Don't know | 2\% | 2\% | 2\% | 11\% | $\begin{gathered} \text { 3\% } \\ E \\ E \end{gathered}$ | 0\% | 2\% | - | - | $\cdots$ | 2\% | 2\% | 2\% | 1\% | 1\% |
| Net. Agree | 37\% | 38\% | 36\% | 34\% | 35\% | 32\% | $\stackrel{41 \%}{\mathrm{E}}$ | $\begin{aligned} & \text { 49\% } \\ & \text { D.E } \end{aligned}$ | * | - | $\begin{gathered} \text { 40\% } \\ k \end{gathered}$ | 31\% | 38\% | $\begin{gathered} 40 \% \\ \mathrm{~K} \end{gathered}$ | 37\% |
| Net. Disagree | 40\% | 35\% | $\begin{gathered} 45 \% \\ \mathrm{~A} \end{gathered}$ | 39\% | 38\% | $\begin{gathered} 46 \% \\ G \end{gathered}$ | 39\% | $\stackrel{3}{*} \%$ | $\cdots$ | - | 36\% | $\begin{aligned} & \text { 50\% } \\ & \text { J.L.M } \end{aligned}$ | 38\% | 37\% | $\begin{gathered} 43 \% \\ \mathrm{P} \end{gathered}$ |
| Tybge_Q3_2. I'm a light sleeper (i.e., prone to waking up easily if there are noises/disturbances) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1288 | 565 | 723 | 31 | 354 | 357 | 444 | 102 | - | - | 243 | 275 | 480 | 290 | 902 |
| Base: All US adults | 1288 | 623 | 665 | 40 | 383 | 348 | 424 | 94 | - | $\square$ | ${ }^{229}$ | ${ }^{270}$ | 485 | 304 | 847 |
| Strongly agree | 23\% | 20\% | 26\% | 12\% | 18\% | $\begin{gathered} 29 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} \text { 24\% } \\ \mathrm{D} \end{gathered}$ | 23\% | - | - | 23\% | 19\% | 25\% | 23\% | 22\% |
| Somewhat agree | 28\% | 26\% | 29\% | 20\% | 27\% | 25\% | 31\% | ${ }^{31 \%}$ | - | - | 29\% | 32\% | 25\% | 29\% | $\begin{gathered} 30 \% \\ Q \end{gathered}$ |
| Neither agree nor disagree | 19\% | $\begin{gathered} 22 \% \\ \text { B } \end{gathered}$ | 16\% | 13\% | $\begin{gathered} \text { 24\% } \\ \text { EF } \end{gathered}$ | 17\% | 17\% | $\stackrel{15 \%}{*}$ | - | $\cdots$ | 19\% | 19\% | 19\% | 18\% | 17\% |
| Somewhat disagree | 17\% | 17\% | 16\% | 17\% | 16\% | 17\% | 15\% | 24\% | $\cdots$ | $\cdots$ | 16\% | 18\% | 15\% | 18\% | 19\% |
| Strongly disagree | 12\% | 13\% | 12\% | 19\% | 13\% | 12\% | 12\% | $7 \%$ | - | - | 11\% | 10\% | 14\% | 10\% | 11\% |
| Don't know | 2\% | 2\% | 2\% | 18\% | 2\% | 1\% | 1\% | : | - | - | 2\% | 2\% | 2\% | 2\% | 1\% |
| Net. Agree | 51\% | 46\% | $\stackrel{55 \%}{\mathrm{~A}}$ | 33\% | 45\% | $\begin{gathered} 54 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 55 \% \\ \mathrm{D} \end{gathered}$ | 54\% | - | - | 52\% | 51\% | 50\% | 52\% | 52\% |
| Net: Disagree | 29\% | 30\% | 27\% | 36\% | 29\% | 28\% | 27\% | $\stackrel{31 \%}{ }$ | $\cdots$ | $\cdots$ | 27\% | 28\% | 29\% | 28\% | 30\% |
| Tybge_Q3_3. I prefer to have complete silence when I'm trying to fall asleep |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1288 | 565 | 723 | 31 | 354 | 357 | 444 | 102 | - | $\square$ | 243 | 275 | 480 | 290 | 902 |
| Base: All US adults | 1288 | 623 | 665 | 40 | 383 | 348 | 424 | 94 | - | - | 229 | 270 | 485 | 304 | 847 |
| Strongly agree | 29\% | 28\% | 29\% | 28\% | 28\% | 31\% | 28\% | 30\% | - | - | 32\% | 25\% | 31\% | 26\% | 27\% |
| Somewhat agree | 22\% | 20\% | 23\% | 18\% | 22\% | 21\% | 23\% | $21 \%$ | $\cdots$ | - | 23\% | 22\% | 18\% | 26\% | 21\% |
| Neither agree nor disagree | 18\% | $\begin{gathered} 21 \% \\ \mathrm{~B} \end{gathered}$ | 14\% | 24\% | $\stackrel{21 \%}{\mathrm{E}}$ | 14\% | 17\% | ${ }^{19 \%}$ | $\cdots$ | - | 19\% | 17\% | 17\% | 17\% | 16\% |
| Somewhat disagree | 16\% | 15\% | 16\% | 12\% | 14\% | 18\% | 14\% | 21\% | - | - | 13\% | 17\% | 15\% | 18\% | 18\% |
| Strongly disagree | 14\% | 14\% | 15\% | $\begin{gathered} 4 \% \\ m \% \end{gathered}$ | 12\% | 16\% | $\begin{aligned} & \text { 18\% } \\ & \text { D.G } \end{aligned}$ | $\stackrel{8 \%}{*}$ | * | * | 11\% | 17\% | 16\% | 11\% | $\begin{aligned} & 17 \% \\ & \text { O.P } \end{aligned}$ |
| Don't know | 2\% | 2\% | 1\% | 13\% | $\begin{gathered} 3 \% \\ E \\ E \end{gathered}$ | 1\% | 1\% | - | - | $\cdots$ | 2\% | 2\% | 3\% | 1\% | 1\% |
| Net. Agree | 50\% | 48\% | 53\% | $46 \%$ | 50\% | 51\% | 50\% | 51\% | - | - | 56\% | 47\% | 49\% | 53\% | 48\% |
| Net: Disagree | 30\% | 29\% | $31 \%$ | 16\% | 26\% | $\begin{gathered} 34 \% \\ \mathrm{D} \end{gathered}$ | 32\% | 30\% | $\cdots$ | - | 23\% | $\begin{aligned} & 34 \% \\ & j \end{aligned}$ | $\begin{gathered} 32 \% \\ j \end{gathered}$ | 29\% | $\begin{aligned} & 35 \% \\ & \text { O.P } \end{aligned}$ |
| Tybge_Q3_4. Isleep better when a partner is in bed with me |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1288 | 565 | 723 | 31 | 354 | 357 | 444 | 102 | - | - | 243 | 275 | 480 | 290 | 902 |
| Base: All US adults | 1288 | 623 | 665 | 40 | 383 | 348 | 424 | 94 | - | - | 229 | 270 | 485 | 304 | 847 |
| Strongly agree | 23\% | 23\% | 22\% | 13\% | 27\% | 21\% | 22\% | 15\% | - | - | 27\% | 17\% | 23\% | 23\% | 21\% |

## YouGov Omnibus <br> Sleep

S_nat_internal Sample: 1st - 4th March 2019

| YouGov <br> What the world thinks |  | Race |  |  | Education |  |  |  | Marital Status |  |  |  |  |  | Children unde |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civi partnership | Yes |
| Neither agree nor disagree | 21\% | 26\% | 23\% | 22\% | 22\% | 21\% | 17\% | 20\% | 18\% | 30\% | 18\% | 20\% | 24\% | 26\% | $\begin{aligned} & \text { 25\% } \\ & \text { AC } \end{aligned}$ |
| Somewhat disagree | 24\% | 20\% | 17\% | ${ }^{21 \%}$ | 23\% | 26\% | 26\% | 25\% | 25\% | 11\% | 26\% | 24\% | 23\% | 24\% | 26\% |
| Strongly disagree | 16\% | 17\% | 11\% | ${ }^{25 \%}$ | 15\% | 18\% | 15\% | 12\% | 13\% | * | 17\% | 11\% | ${ }^{19 \%}$ | 22\% | 17\% |
| Don't know | $2 \%$ | 2\% | ${ }_{N^{*}}^{6 \%}$ | ${ }^{2 \%}$ | $3 \%$ | 2\% | 1\% | - | 1\% | - | 1\% | : | 3\% v | 4\% | 2\% |
| Net. Agree | 37\% | 35\% | 43\% | 29\% | 37\% | 34\% | 41\% | 43\% | $\begin{aligned} & \text { 42\% } \\ & \text { 2.AA } \end{aligned}$ | 59\% | 38\% | $\begin{aligned} & 46 \% \\ & \text { z.AA } \end{aligned}$ | 30\% | 25\% | 30\% |
| Net: Disagree | 40\% | 37\% | ${ }^{28 \%}$ | $\underset{\substack{47 \% \\ p^{*}}}{\substack{4}}$ | 38\% | 43\% | 41\% | 38\% | 39\% | $\underset{\substack{11 \% \\ \\ 4}}{ }$ | 43\% | ${ }^{35 \%}$ | 43\% | $\stackrel{46 \%}{ }$ | 43\% |
| Tybge_Q3_2. I'm a light sleeper (i.e., prone to waking up easily if there are noises/disturbances) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1288 | 144 | 145 | 97 | 461 | 437 | 242 | 148 | 628 | 19 | 135 | 68 | 377 | 61 | 322 |
| Base: All US adults | 1288 | 144 | 202 | 95 | 520 | 402 | 232 | 134 | 602 | 19 | 136 | 61 | 405 | 65 | 313 |
| Strongly agree | 23\% | 22\% | 24\% | 31\% | $\begin{gathered} 27 \% \\ \text { 27\% } \end{gathered}$ | 21\% | 18\% | 21\% | 24\% | $\stackrel{9}{\square}$ | 26\% | 19\% | 21\% | $\stackrel{24 \%}{ }$ | 24\% |
| Somewhat agree | 28\% | 23\% | 25\% | 20\% | 27\% | 27\% | 32\% | 24\% | 29\% | 39\% | 32\% | $\begin{gathered} 36 \% \\ \mathrm{z}^{*} \end{gathered}$ | 23\% | 25\% | $\begin{aligned} & 33 \% \% \\ & A C \end{aligned}$ |
| Neither agree nor disagree | 19\% | 21\% | 25\% | 17\% | 19\% | 21\% | 16\% | 16\% | 17\% | 23\% | 18\% | 11\% | $\begin{gathered} 23 \% \\ \mathrm{~V}, \mathrm{Y} \end{gathered}$ | 21\% | 18\% |
| Somewhat disagree | 17\% | 18\% | 9\% | $\stackrel{12 \%}{*}$ | 13\% | 17\% | 18\% | $24 \%$ | 17\% | 15\% | 15\% | 17\% | 16\% | ${ }^{17 \%}$ | 14\% |
| Strongly disagree | 12\% | 14\% | 11\% | $\begin{gathered} \text { 18\% } \\ \mathrm{N}^{*} \end{gathered}$ | 9\% | 13\% | 15\% | 14\% | 12\% | 15\% | 7\% | ${ }^{16 \%}$ | 14\% | $\stackrel{\text { \% }}{ }$ | 10\% |
| Don't know | 2\% | 2\% | $\begin{aligned} & 5 \% \\ & \mathrm{~N}^{*} \end{aligned}$ | $\stackrel{2 \%}{*}$ | $\begin{gathered} 3 \% \\ \mathrm{~s} \end{gathered}$ | 1\% | 1\% | 1\% | 1\% | - | 2\% | $:$ | $\begin{gathered} 3 \% \\ \mathrm{v} \end{gathered}$ | 4\% | 1\% |
| Net: Agree | 51\% | 45\% | 49\% | 51\% | 55\% | 48\% | 51\% | 45\% | 53\% | 48\% | 58\% | 55\% | 44\% | 50\% | 57\% |
| Net: Disagree | 29\% | 32\% | ${ }^{21 \%}$ | 30\% | 23\% | $\begin{gathered} 30 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 32 \% \\ R \end{gathered}$ | $\begin{gathered} 39 \% \\ R \end{gathered}$ | 29\% | $\underset{\sim}{29 \%}$ | 22\% | 34\% | 30\% | 26\% | 24\% |
| Tybge_Q3_3. I prefer to have complete silence when I'm trying to fall asleep |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1288 | 144 | 145 | 97 | 461 | 437 | 242 | 148 | 628 | 19 | 135 | 68 | 377 | 61 | 322 |
| Base: All US adults | 1288 | 144 | 202 | 95 | 520 | 402 | 232 | 134 | 602 | 19 | 136 | 61 | 405 | 65 | 313 |
| Strongly agree | 29\% | 31\% | $34 \%$ | 29\% | 31\% | 28\% | 26\% | 27\% | 30\% | 17\% | 28\% | 25\% | 28\% | 29\% | 30\% |
| Somewhat agree | 22\% | 23\% | $\stackrel{22 \%}{ }$ | $\stackrel{25 \%}{*}$ | 21\% | 18\% | 26\% | $\stackrel{28 \%}{\mathrm{e} \%}$ | $\begin{gathered} 25 \% \\ z \end{gathered}$ | 44\% | 22\% | $\stackrel{15 \%}{ }$ | 18\% | 14\% | 24\% |
| Neither agree nor disagree | 18\% | 21\% | 22\% | ${ }^{17 \%}$ | $\stackrel{19 \%}{0}$ | $\begin{aligned} & \text { 21\% } \\ & \text { T.u } \end{aligned}$ | 13\% | 9\% | 16\% | 19\% | 12\% | 20\% | $\begin{gathered} \text { 21\% } \\ \text { v.x } \end{gathered}$ | $\stackrel{22 \%}{ }$ | 16\% |
| Somewhat disagree | 16\% | 13\% | 10\% | $\stackrel{13 \%}{*}$ | 13\% | 17\% | 17\% | $\begin{gathered} 20 \% \\ R \end{gathered}$ | 15\% | 16\% | 19\% | 18\% | 17\% | 10\% | 16\% |
| Strongly disagree | 14\% | 9\% | $8 \%$ | 14\% | 13\% | 14\% | 17\% | 16\% | 14\% | $\div$ | 19\% | $\begin{gathered} 22 \% \\ z^{*} \end{gathered}$ | 12\% | $\stackrel{21 \%}{ }$ | 13\% |
| Don't know | 2\% | 3\% | $\begin{aligned} & 5 \% \\ & N^{*} \end{aligned}$ | ${ }^{2 \%}$ | $\begin{gathered} 3 \% \\ u \end{gathered}$ | 1\% | 1\% | - | 1\% | 5\% | 1\% | : | 3\% | 4\% | 1\% |
| Net. Agree | 50\% | 54\% | 56\% | 54\% | 51\% | 47\% | 52\% | 55\% | 55\% | $61 \%$ | 49\% | 40\% | 47\% | $43 \%$ | 54\% |
| Net: Disagree | 30\% | 22\% | 18\% | 28\% | 26\% | 31\% | $34 \%$ | $\begin{gathered} 36 \% \\ R \end{gathered}$ | 28\% | 16\% | 38\% | 40\% | 29\% | 31\% | 29\% |
| Tybge_Q3_4. Isleep better when a partner is in bed with me |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1288 | 144 | 145 | 97 | 461 | 437 | 242 | 148 | 628 | 19 | 135 | 68 | 377 | 61 | 322 |
| Base: All US adults | 1288 | 144 | 202 | 95 | 520 | 402 | 232 | 134 | 602 | 19 | 136 | 61 | 405 | 65 | 313 |
| Strongly agree | 23\% | 25\% | 29\% | 21\% | 24\% | 22\% | 22\% | 17\% | 29\% | 48\% | 11\% | 10\% | 17\% | 24\% | 31\% |

## YouGov Omnibus <br> Sleep

s_nat_internal Sample: 1st - 4th March 2019

| YouGov <br> What the world thinks | Total | $r$ the age of 18 | Income |  |  |  |  | Type of Area Lived in |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | No | Under 530 K | $\$ 30,000$ to $\$ 49,999$ | $\$ 50,000$ to s99.999 | \$100k+ | Prefer not to say | Urban | Suburban/ Town | Rural | Other |
| Neither agree nor disagree | 21\% | 19\% | 17\% | 24\% | 19\% | 21\% | $\begin{aligned} & 27 \% \\ & \text { AD } \end{aligned}$ | 22\% | 21\% | 18\% | $38 \%$ |
| Somewhat disagree | 24\% | 24\% | 24\% | 24\% | 26\% | $\begin{aligned} & 29 \% \\ & \text { AH } \end{aligned}$ | 17\% | 24\% | 24\% | 26\% | $\underset{\text { 11\% }}{\substack{1 \%}}$ |
| Strongly disagree | 16\% | 15\% | $\begin{gathered} 23 \% \\ \text { AF.AG } \end{gathered}$ | 15\% | 13\% | 11\% | 14\% | 14\% | 16\% | 17\% | 11\% |
| Don't know | 2\% | 2\% | $\begin{gathered} 4 \% \\ \text { AF.AG } \end{gathered}$ | 2\% | 1\% | - | $\begin{aligned} & 2 \% \\ & \text { AG } \end{aligned}$ | 4\% AK | 2\% | - | $\cdots$ |
| Net. Agree | 37\% | $\begin{gathered} 40 \% \\ A B \end{gathered}$ | 32\% | 35\% | $\begin{gathered} 42 \% \\ A D \end{gathered}$ | 39\% | 39\% | 37\% | 37\% | 39\% | $40 \%$ |
| Net: Disagree | 40\% | 39\% | $\begin{gathered} 47 \% \\ \text { AF.AH } \end{gathered}$ | 39\% | 38\% | 40\% | 32\% | 38\% | 41\% | 43\% | $\underset{\substack{23 \%}}{4}$ |
| Tybge_Q3_2. I'm a light sleeper (i.e., prone to waking up easily if there are noises/disturbances) |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1288 | 966 | 331 | 219 | 364 | 215 | 159 | 394 | 651 | 237 | 6 |
| Base: All US adults | 1288 | 975 | 344 | 232 | 345 | 203 | 165 | 415 | 642 | 225 | 7 |
| Strongly agree | 23\% | 23\% | 27\% | 20\% | 22\% | 23\% | 20\% | $\stackrel{28 \%}{\text { AJ }}$ | 21\% | 21\% | $24 \%$ |
| Somewhat agree | 28\% | 26\% | 24\% | 32\% | 30\% | 31\% | 21\% | 28\% | 25\% | 35\% | 23\% |
|  |  |  |  | Ан | AH | А |  |  |  | AJ | * |
| Neither agree nor disagree | 19\% | 19\% | $\begin{gathered} \text { 20\% } \\ \text { AG } \end{gathered}$ | 18\% | 17\% | 12\% | $\begin{gathered} 28 \% \\ \text { AE.AF.AG } \end{gathered}$ | 16\% | 21\% | 18\% | $26 \%$ |
| Somewhat disagree | 17\% | 17\% | 13\% | 14\% | $\begin{gathered} \text { 20\% } \\ \text { AD } \end{gathered}$ | 17\% | 20\% | 14\% | 18\% | 16\% | 27\% |
| Strongly disagree | 12\% | 13\% | 12\% | 14\% | 10\% | $\begin{gathered} \text { 17\% } \\ \text { AF.AH } \end{gathered}$ | 8\% | 10\% | 14\% | 11\% | $\cdots$ |
| Don't know | 2\% | 2\% | 3\% | 2\% | 1\% | 0\% | 3\% | 4\% | 1\% | - | - |
| Net. Agree | 51\% | 49\% | AG $51 \%$ | 52\% | 52\% | 54\% | 41\% | AJ.AK $56 \%$ | 46\% | 56\% | *** |
|  |  |  |  |  | AH | AH |  | AJ |  | AJ | * |
| Net: Disagree | 29\% | 30\% | 26\% | 28\% | 29\% | 33\% | 28\% | 24\% | $\begin{gathered} \text { 32\% } \\ \text { AI } \end{gathered}$ | 26\% | $\underset{\substack{27 \%}}{*}$ |
| Tybge_Q3_3. I prefer to have complete silence when I'm trying to fall asleep |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1288 | 966 | 331 | 219 | 364 | 215 | 159 | 394 | 651 | 237 | 6 |
| Base: All US adults | 1288 | 975 | 344 | 232 | 345 | 203 | 165 | 415 | 642 | 225 | 7 |
| Strongly agree | 29\% | 28\% | $\begin{gathered} 35 \% \\ \text { AE.AG } \end{gathered}$ | 23\% | 29\% | 27\% | 27\% | $\begin{gathered} 34 \% \\ \text { A4\% } \end{gathered}$ | 26\% | 28\% | . |
| Somewhat agree | 22\% | 21\% | 19\% | 23\% | 22\% | 23\% | 22\% | 19\% | 23\% | 22\% | $50 \%$ |
| Neither agree nor disagree | 18\% | 18\% | 18\% | 19\% | 16\% | 13\% | $\begin{gathered} 23 \% \\ \text { 2G } \end{gathered}$ | 16\% | 19\% | 15\% | $\stackrel{26 \%}{*}$ |
| Somewhat disagree | 16\% | 16\% | 13\% | 18\% | 16\% | $21 \%$ | 12\% | 14\% | 17\% | 15\% | $\cdots$ |
| Strongly disagree | 14\% | 15\% | 11\% | 16\% | 16\% | 16\% | 13\% | 12\% | 14\% | $\begin{gathered} 20 \% \\ \mathrm{Al} \end{gathered}$ | 12\% |
| Don't know | 2\% | 2\% | $\begin{gathered} 4 \% \\ \text { AF.AG } \end{gathered}$ | 1\% | 1\% | 0\% | 3\% | $\begin{gathered} 4 \% \\ \text { AJ,AK } \end{gathered}$ | 1\% | 0\% | 12\% |
| Net. Agree | 50\% | 49\% | 54\% | 46\% | 51\% | 50\% | 49\% | 53\% | 49\% | 50\% | $50 \%$ |
| Net: Disagree | 30\% | 30\% | 24\% | $\begin{aligned} & 34 \% \\ & \text { AD } \end{aligned}$ | $\begin{gathered} 32 \% \\ A D \end{gathered}$ | $\begin{gathered} 37 \% \\ A D . A H \end{gathered}$ | 25\% | 27\% | 31\% | 35\% | 12\% |
| Tybge_Q3_4. Isleep better when a partner is in bed with me |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1288 | 966 | 331 | 219 | 364 | 215 | 159 | 394 | 651 | 237 | 6 |
| Base: All US adults | 1288 | 975 | 344 | 232 | 345 | 203 | 165 | 415 | 642 | 225 | 7 |
| Strongly agree | 23\% | 20\% | 23\% | 17\% | 24\% | 25\% | 22\% | 26\% | 19\% | 27\% | 39\% |

YouGov Omnibus
Sleep
U__nat_internal Sample: 1st - 4th March 2019

| YouGov <br> What the world thinks | Total | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  | White |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | $\begin{gathered} \text { Gen } Z(2000 \text { and } \\ \text { later) } \end{gathered}$ | $\begin{gathered} \text { Millennial (1982- } \\ \text { 1999) } \end{gathered}$ | $\begin{gathered} \text { Gen X }(1965- \\ 1981) \end{gathered}$ | Baby Boomer (1946-1964) | Silen Generation (1928-1945) | Pre-Silent <br> Generation <br> (1927 and earlier) | Other | Northeast | Midwest | South | West |  |
|  |  |  |  | * | G |  |  | * | * | * | к |  |  |  |  |
| Somewhat agree | 19\% | 20\% | 18\% | 14\% | 17\% | 23\% | 19\% | 19\% | - | $\cdots$ | 16\% | 20\% | 22\% | 18\% | 19\% |
| Neither agree nor disagree | 25\% | $\begin{gathered} 29 \% \\ \mathrm{~B} \end{gathered}$ | 22\% | 19\% | 26\% | 24\% | 25\% | 33\% | $\cdots$ | \% | 25\% | 26\% | 26\% | 24\% | 27\% |
| Somewhat disagree | 9\% | 8\% | 10\% | $2 \%$ | 8\% | 11\% | 10\% | 10\% | - | - | 11\% | 9\% | 8\% | 10\% | 10\% |
| Strongly disagree | 13\% | $8 \%$ | $\begin{gathered} \text { 18\% } \\ \text { A } \end{gathered}$ | $8 \%$ | 8\% | $\begin{gathered} \text { 15\% } \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} \text { 16\% } \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} \text { 15\% } \\ \mathrm{D}^{*} \end{gathered}$ | $\cdots$ | - | 11\% | 15\% | 13\% | 14\% | 14\% |
| Don't know | 10\% | 11\% | 9\% | 43\% | 13\% | 6\% | 9\% | ${ }^{9 \%}$ | $\cdots$ | $\cdots$ | 10\% | 12\% | 9\% | 12\% | 10\% |
| Net Agree | 42\% | 44\% | 40\% | 28\% | 45\% | 44\% | 41\% | 33\% | $\div$ | $\cdots$ | 42\% | 38\% | 45\% | 40\% | 39\% |
| Net: Disagree | 22\% | 16\% | $\stackrel{28 \%}{\text { A8\% }}$ | 10\% | 16\% | $\begin{gathered} \text { 26\% } \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} \text { 26\% } \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} \text { 25\% } \\ \mathrm{D}^{*} \end{gathered}$ | $\stackrel{\square}{*}$ | - | 22\% | 24\% | 20\% | 24\% | $24 \%$ |
| Tybge_Q3_5. I sleep better when a pet is in bed with me |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1288 | 565 | 723 | 31 | 354 | 357 | 444 | 102 | - | - | 243 | 275 | 480 | 290 | 902 |
| Base: All US adults | 1288 | 623 | 665 | 40 | 383 | 348 | 424 | 94 | $\cdot$ | - | 229 | 270 | 485 | 304 | 847 |
| Strongly agree | 12\% | 11\% | 13\% | 9\% | $\stackrel{15 \%}{{ }_{\mathrm{F}}^{2}}$ | 14\% | 9\% | $\stackrel{11 \%}{ }$ | $\cdots$ | : | 10\% | 11\% | 14\% | 12\% | $\stackrel{12 \%}{1 \%}$ |
| Somewhat agree | 13\% | 10\% | 14\% | 17\% | 13\% | 13\% | 12\% | $9 \%$ | $\cdots$ | $\div$ | 12\% | 13\% | 12\% | 14\% | 14\% |
| Neither agree nor disagree | 23\% | $\begin{gathered} 26 \% \\ B \end{gathered}$ | 21\% | 10\% | 25\% | 22\% | 24\% | 23\% | - | * | $\begin{gathered} 30 \% \\ \text { K.L } \end{gathered}$ | 20\% | 21\% | 24\% | 24\% |
| Somewhat disagree | 10\% | 10\% | 10\% | 15\% | 12\% | 9\% | 9\% | 8\% | $\cdots$ | $\cdots$ | 8\% | 7\% | 11\% | 11\% | 11\% |
| Strongly disagree | 31\% | 31\% | 31\% | 17\% | 23\% | $\begin{gathered} 34 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} \text { 36\% } \\ \mathrm{D} \end{gathered}$ | $37 \%$ | - | * | 25\% | 33\% | $35 \%$ | 27\% | 29\% |
| Don't know | 11\% | 12\% | 11\% | $32 \%$ | $\begin{gathered} 13 \% \\ E \end{gathered}$ | 8\% | 10\% | 12\% | - | $\cdots$ | $\stackrel{15 \%}{\mathrm{~L}}$ | $\frac{15 \%}{\mathrm{~L}}$ | 7\% | 12\% | 10\% |
| Net. Agree | 25\% | 21\% | $\stackrel{28 \%}{\mathrm{~A}}$ | 26\% | 27\% | 27\% | 22\% | 19\% | - | : | 22\% | 24\% | 26\% | 26\% | $\begin{gathered} \text { 26\% } \\ 0 \end{gathered}$ |
| Net: Disagree | 41\% | 41\% | 41\% | 32\% | 34\% | $\begin{gathered} 44 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 44 \% \\ \mathrm{D} \end{gathered}$ | $45 \%$ | $\cdots$ | $\cdots$ | 33\% | 41\% | $\begin{gathered} \text { 46\% } \\ j \end{gathered}$ | 38\% | 40\% |

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| Unweighted base | 1288 | 565 | 723 | 31 | 354 | 357 | 444 | 102 | - | - | 243 | 275 | 480 | 290 | 902 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1288 | 623 | 665 | 40 | 383 | 348 | 424 | 94 | - |  | 229 | 270 | 485 | 304 | 847 |
| 1 prefer to sleep on my stomach | 14\% | 14\% | 14\% | 10\% | 24\% | 15\% | 8\% | 2\% | - | - | 16\% | 12\% | 16\% | 11\% | 15\% |
|  |  |  |  | 49\% | E.F.G | ${ }_{6}$ F.G | 67\% |  | - | - | 62\% |  | 55\% | 61\% | 63\% |
| I prefer to sleep on my side | 59\% | 55\% | $\begin{gathered} \text { 64\% } \\ \mathrm{A} \end{gathered}$ | 49\% | 46\% | $\begin{gathered} \text { 61\% } \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 67 \% \\ \mathrm{D} \end{gathered}$ | ${ }_{\text {D }}{ }^{71 \%}{ }^{*}$ | - | - | 62\% | 63\% | 55\% | 61\% | 63\% |
| 1 prefer to sleep on my back | 12\% | 13\% | 11\% | $9 \%$ | 12\% | 12\% | 13\% | 13\% | $\cdots$ | - | 8\% | $\begin{gathered} \text { 14\% } \\ \mathrm{j} \end{gathered}$ | 12\% | $\begin{gathered} \text { 14\% } \\ \hline \end{gathered}$ | 10\% |
| I have no preference for how Isleep | 9\% | ${ }^{12 \%}$ | 7\% | 15\% | 10\% | 9\% | 9\% | 8\% | * | - | 10\% | 6\% | 11\% | 9\% | 8\% |
| Don't know/not sure | 5\% | $\begin{gathered} 7 \% \\ \hline 8 \end{gathered}$ | 3\% | 17\% | $\begin{gathered} 9 \% \\ \text { FFGG } \end{gathered}$ | 3\% | 3\% | : | * | - | 4\% | 5\% | 6\% | 4\% | 3\% |

Ws 20 . When it comes to sharing bed space with a parte

| Unweighted base | 1288 | 565 | 723 | 31 | 354 | 357 | 444 | 102 | - | - | 243 | 275 | 480 | 290 | 902 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1288 | 623 | 665 | 40 | 383 | 348 | 424 | 94 | - | - | 229 | 270 | 485 | 304 | 847 |
| I take more than my fair share of the bed | 11\% | 10\% | 12\% |  | 16\% | 14\% | 5\% | 6\% | - | - | 8\% | 8\% | 14\% | 10\% | 11\% |
|  |  |  |  | ** | F.G | F.G |  | * | * | * |  |  | J.K |  |  |
| We generally each take up about half of the bed | 38\% | 40\% | 36\% | $\stackrel{18 \%}{*}$ | 32\% | 34\% | $\begin{gathered} 47 \% \% \\ \text { D.E } \end{gathered}$ | $\begin{aligned} & \text { 49\% } \\ & \text { D.E }{ }^{*} \end{aligned}$ | - | - | 39\% | 43\% | 35\% | 38\% | $\begin{gathered} 41 \% \\ 0.0 \end{gathered}$ |

YouGov Omnibus
Sleep
S_nat_internal Sample: 1st - 4th March 2019

| YouGov <br> What the world thinks | Total | Race |  |  | Education |  |  |  | Marital Status |  |  |  |  |  | Children und <br> Yes |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2 - year | 4year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership |  |
|  |  |  | * | * |  |  |  |  | X.Y.Z | * |  | * |  | * | AC |
| Somewhat agree | 19\% | 17\% | 23\% | 21\% | 16\% | 19\% | 22\% | 29\% | 26\% | 4\% | 11\% | 8\% | 13\% | ${ }^{25 \%}$ | 24\% |
| Neither agree nor disagree | 25\% | 26\% | 18\% | 23\% | 25\% | 25\% | 26\% | R.S $26 \%$ | X.Y.Z 24\% | 25\% | 27\% | 31\% | 25\% | $\underset{\text { 29\% }}{\substack{\text { X.Y. }}}$ | AC |
| Nether agree nor disagree | 25\% |  | ${ }^{*}$ | $\stackrel{ }{*}$ |  |  |  |  |  | ${ }_{\text {20\% }}^{*}$ |  | 3\% |  | ${ }^{29 \%}$ |  |
| Somewhat disagree | 9\% | 7\% | 7\% | $\stackrel{8}{8}$ | 9\% | 8\% | 10\% | 11\% | 9\% | $\stackrel{9 \%}{\%}$ | 15\% | 13\% | 7\% | ${ }^{7 \%}$ | 10\% |
| Strongly disagree | 13\% | 14\% | 9\% | 14\% | 13\% | 14\% | 12\% | 14\% | 10\% | 9\% | 25\% | 23\% | 14\% | 8\% | 10\% |
|  |  |  | * | * |  |  |  |  |  | * | v.Z.AA | V.AA* |  | * |  |
| Don't know | 10\% | 10\% | 13\% | 12\% | 12\% | 12\% | 8\% | 3\% | 2\% | 5\% | 11\% | 13\% | 24\% | 7\% | 2\% |
|  |  |  | * |  | u | u | u |  |  | * | $v$ | V* | v.X.AA | V* |  |
| Net Agree | 42\% | 42\% | 52\% | 43\% | 40\% | 41\% | 44\% | 46\% | 56\% | 52\% | 23\% | 19\% | 30\% | 49\% | 55\% |
|  |  |  | $\mathrm{N}^{*}$ | * |  |  |  |  | x.y.z | ** |  | * |  | x.y.z* | AC |
| Net: Disagree | 22\% | 22\% | 17\% | 22\% | 22\% | 21\% | 22\% | 26\% | 19\% | 18\% | 39\% | 37\% | 21\% | 15\% | 20\% |
| Tybge_Q3_5. Isleep better when a pet is in bed with me |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1288 | 144 | 145 | 97 | 461 | 437 | 242 | 148 | 628 | 19 | 135 | 68 | 377 | 61 | 322 |
| Base: All US adultsStrongly agree | 1288 | 144 | 202 | 95 | 520 | 402 | 232 | 134 | 602 | 19 | 136 | 61 | 405 | 65 | 313 |
|  | 12\% | 4\% | 15\% | 17\% | 13\% | 13\% | 9\% | 10\% | 11\% | 21\% | 10\% | 14\% | 14\% | 13\% | 11\% |
|  |  |  | ${ }^{*}$ | -* |  |  |  |  |  | * |  |  |  |  |  |
| Somewhat agree | 13\% | 8\% | 10\% | 14\% | 10\% | 12\% | 17\% | 13\% | 12\% | 17\% | 13\% | 17\% | 12\% | $14 \%$ | 10\% |
| Neither agree nor disagree | 23\% | 18\% | 24\% | 22\% | 25\% | 24\% | 21\% | 17\% | 21\% | 15\% | 27\% | 23\% | 25\% | 33\% | 23\% |
| Somewhat disagree |  |  |  |  | 7\% |  |  | 9\% | 10\% |  | 9\% |  |  |  | 12\% |
|  | 10\% | P. ${ }^{13 \%}$ | $\stackrel{5 \%}{ }$ | 5\% |  | $\begin{gathered} \begin{array}{c} 12 \% \\ R \end{array} \end{gathered}$ | $\begin{gathered} \text { 12\% } \\ \mathrm{R} \end{gathered}$ |  |  | $\underset{\substack{27 \% \\ \# \%}}{ }$ |  | 9\% | 10\% | 6\% |  |
| Strongly disagree | 31\% | $\begin{aligned} & 44 \% \\ & N \end{aligned}$ | $34 \%$ | 26\% | 33\% | 26\% | 31\% | $\begin{gathered} 38 \% \\ \text { s } \\ 12 \% \end{gathered}$ | ${ }^{39 \%}$ | 15\% | 30\% | 29\% | 22\% | $\stackrel{26 \%}{ }$ | 38\% ${ }_{\text {AC }}$ |
|  |  |  |  |  |  |  |  |  |  | ** |  | * |  |  |  |
| Don't know | 11\% | 12\% | 12\% | 16\% | 11\% | 12\% | 10\% |  | 8\% | 5\% | 12\% | 8\% | $\begin{gathered} \text { 17\%\% } \\ v \\ 26 \% \end{gathered}$ | 8\% |  |
| Net: Agree | 25\% | 12\% | $\begin{gathered} 25 \% \\ \mathrm{o}^{*} \end{gathered}$ | 31\% | 23\% | 26\% | 26\% | 24\% | 23\% | 38\% | 23\% |  |  | 28\% | 20\% |
|  |  |  |  | ${ }^{*}$ |  |  |  | 24\%$47 \%$ |  | * |  | 31\% | 32\% | * |  |
| Net. Disagree | 41\% | $\begin{aligned} & \text { 57\% } \\ & \text { N.P.Q } \end{aligned}$ | 38\% | 30\% | 40\% | 38\% | 43\% |  | $\begin{aligned} & 49 \% \\ & \text { z.AA } \end{aligned}$ | $\stackrel{42 \%}{*}$ | 39\% | 38\% |  |  | $\begin{aligned} & 50 \% \\ & \text { AC } \end{aligned}$ |
|  |  |  |  | * |  |  |  | 47\% |  |  |  |  |  |  |  |

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| Unweighted base | 1288 | 144 | 145 | 97 | 461 | 437 | 242 | 148 | 628 | 19 | 135 | 68 | 377 | 61 | 322 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1288 | 144 | 202 | 95 | 520 | 402 | 232 | 134 | 602 | 19 | 136 | 61 | 405 | 65 | 313 |
| I prefer to sleep on my stomach | 14\% | 15\% | 11\% | 7\% | 11\% | 14\% | 15\% | 23\% | 13\% | 15\% | 10\% | 7\% | 18\% | 9\% | 19\% |
|  |  |  | . | * |  |  |  | R.S |  | ** |  | . | X.Y | * | AC |
| I prefer to sleep on my side | 59\% | 47\% | $57 \%$ | 54\% | 60\% | 58\% | 62\% | 57\% | 64\% | $45 \%$ | 66\% | $\begin{gathered} 67 \% \\ \mathrm{z}^{*} \end{gathered}$ | 50\% | 56\% | 54\% |
| I prefer to sleep on my back | 12\% | 15\% | 13\% | $\underset{\mathrm{N}^{20}}{20}$ | 10\% | 12\% | 15\% | 14\% | 11\% | 20\% | $\begin{aligned} & \text { 19\% } \\ & \text { v.Z } \end{aligned}$ | 16\% | 9\% | $\begin{aligned} & 22 \% \\ & \mathrm{v} \cdot \mathrm{Z}^{*} \end{aligned}$ | 13\% |
| I have no preference for how Isleep | 9\% | $\frac{16 \%}{\mathrm{~N}}$ | 8\% | 12\% | $\begin{gathered} 11 \% \\ \mathrm{~T} \end{gathered}$ | $\stackrel{11 \%}{{ }_{T}^{1 \%}}$ | 5\% | 6\% | $\begin{gathered} 9 \% \\ \mathrm{x} \end{gathered}$ | 16\% | $3 \%$ | $\begin{gathered} 10 \% \\ x^{*} \end{gathered}$ | $\begin{aligned} & 13 \% \\ & \mathrm{vx} \end{aligned}$ | 4\% | 11\% |
| Don't know/not sure | 5\% | 7\% | $\stackrel{11 \%}{11 \%}_{N^{*}}$ | 6\% | $\stackrel{7 \%}{\substack{7 \%}}$ | $\begin{gathered} 5 \% \\ u \end{gathered}$ | 3\% | 1\% | 3\% | 5\% | $3 \%$ | : | $\begin{aligned} & \text { 10\% } \\ & \text { V.X. } \end{aligned}$ | $\begin{gathered} 8 \% \\ Y^{*} \end{gathered}$ | 3\% |

Which . When it comes to sharing bed space with a partner
which of the following is generally true for you?

| Base: All US adults |
| :---: |
| I take more than my fair share of the bed |

We generally each take up about half of the bed

| 1288 | 144 | 145 | 97 |
| :---: | :---: | :---: | :---: |
| 1288 | 144 | 202 | 95 |
| $11 \%$ | $10 \%$ | $11 \%$ | $9 \%$ |
| $38 \%$ | $31 \%$ | $37 \%$ | $28 \%$ |
|  |  | $*$ | $\star$ |


| 461 | 437 | 242 | 148 |
| :---: | :---: | :---: | :---: |
| 520 | 402 | 232 | 134 |
| $10 \%$ | $10 \%$ | $13 \%$ | $10 \%$ |
| $35 \%$ | $34 \%$ | $43 \%$ | $53 \%$ |
|  |  | s | R.S.T |


| 628 | 19 | 135 | 68 | 377 | 61 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 602 | 19 | 136 | 61 | 405 | 65 | 31 |
| 14\% | 41\% | 4\% | \% | 7\% | 11\% | 20 |
| x.y.z | ** |  | * |  | . |  |
| 54\% | 17\% | 20\% | \% | 21\% | 54\% | 40 |
| x.y.z | ** |  |  |  | x.r.z* |  |

## YouGov Omnibus

Sleep
US＿nat＿internal Sample：1st－4th March 2019

| YouGov <br> What the world thinks | Total | $r$ the age of 18 <br> No | Income |  |  |  |  | Type of Area Lived in |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Under $\$ 30 \mathrm{~K}$ | $\begin{gathered} \$ 30,000 \text { to } \\ \$ 49,999 \end{gathered}$ | $\$ 50,000 \text { to }$ \$99,999 | \＄100k＋ | Prefer not to say | Urban | Suburban Town | Rural | Other |
|  |  |  |  |  |  |  |  | AJ |  | AJ | ＊ |
| Somewhat agree | 19\％ | 18\％ | 16\％ | 20\％ | $\begin{gathered} 22 \% \\ A D \end{gathered}$ | $\begin{aligned} & 24 \% \\ & \text { AD.AH } \end{aligned}$ | 15\％ | 20\％ | 20\％ | 18\％ | $\cdots$ |
| Neither agree nor disagree | 25\％ | 26\％ | 23\％ | $\begin{gathered} 31 \% \\ \text { AF } \end{gathered}$ | 22\％ | 27\％ | 28\％ | 23\％ | 27\％ | 24\％ | ${ }_{\text {3 }}^{38}$ |
| Somewhat disagree | 9\％ | 9\％ | 8\％ | 9\％ | 10\％ | 8\％ | 10\％ | 8\％ | 11\％ | 7\％ | $\stackrel{11 \%}{\ldots}$ |
| Strongly disagree | 13\％ | 14\％ | 15\％ | 12\％ | 12\％ | 12\％ | 15\％ | 12\％ | 13\％ | 16\％ | － |
| Don＇t know | 10\％ | 13\％ | 15\％ | 11\％ | 9\％ | 4\％ | 11\％ | 11\％ | 11\％ | 8\％ | 12\％ |
|  |  | AB | AF．AG | AG |  |  | AG |  |  |  | ＊ |
| Net Agree | 42\％ | 38\％ | 39\％ | 37\％ | $47 \%$ |  | 36\％ | 45\％ | 39\％ | 45\％ | 39\％ |
| Net：Disagree | 22\％ | 23\％ | 23\％ | 20\％ | 23\％ | 20\％ | 25\％ | 20\％ | 24\％ | 23\％ | 11\％ |
| Tybge＿Q3＿5．I sleep better when a pet is in bed with me |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1288 | 966 | 331 | 219 | 364 | 215 | 159 | 394 | 651 | 237 | 6 |
| Base：All US adults | 1288 | 975 | 344 | 232 | 345 | 203 | 165 | 415 | 642 | 225 | 7 |
| Strongly agree | 12\％ | 13\％ | 14\％ | 10\％ | 14\％ | 9\％ | 9\％ | $\begin{aligned} & \text { 15\% } \\ & \text { AJ } \end{aligned}$ | 10\％ | 13\％ | $\cdots$ |
| Somewhat agree | 13\％ | 14\％ | 13\％ | 11\％ | 13\％ | 15\％ | 10\％ | 12\％ | 12\％ | 16\％ | 11\% |
| Neither agree nor disagree | 23\％ | 23\％ | $25 \%$ | 26\% | 22\％ | 16\％ | $27 \%$ | 18\％ | 26\％ | 24\％ | 26\% |
| Somewhat disagree | 10\％ | 9\％ | 8\％ | 10\％ | 12\％ | 10\％ | 8\％ | 8\％ | 11\％ | 9\％ | $\begin{aligned} & 11 \% \\ & \hline ⿱ 丷 ⿱ 一 ⿱ ㇒ ⿴ 囗 ⿱ 一 一 寸 \end{aligned}$ |
| Strongly disagree | 31\％ | 29\％ | 26\％ | 31\％ | 31\％ | $\begin{gathered} 38 \% \\ \text { AD } \end{gathered}$ | 34\％ | 32\％ | 30\％ | 31\％ | 39\% |
| Don＇t know | 11\％ | $\begin{aligned} & 13 \% \\ & A \end{aligned}$ | $\begin{aligned} & 13 \% \\ & A F \end{aligned}$ | 12\％ | 8\％ | 13\％ | 12\％ | 14\％ AK | 11\％ | 7\％ | 12\% |
| Net：Agree | 25\％ | 26\％ | 27\％ | 21\％ | 27\％ | 24\％ | 19\％ | 27\％ | 22\％ | $\underset{\text { AJ }}{29 \%}$ | 11\% |
| Net：Disagree | 41\％ | 38\％ | 34\％ | 41\％ | $\begin{aligned} & 43 \% \\ & A D \end{aligned}$ | $\begin{gathered} 48 \% \\ \text { AD } \end{gathered}$ | 42\％ | 40\％ | 41\％ | 40\％ | $50 \%$ |

OGNQH．Which，if any，of the following is your preferred way to

| Unweighted base | 1288 | 966 | 331 | 219 | 364 | 215 | 159 | 394 | 651 | 237 | 6 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base：All US adults | 1288 | 975 | 344 | 232 | 345 | 203 | 165 | 415 | 642 | 225 | 7 |
| 1 prefer to sleep on my stomach | 14\％ | 12\％ | 10\％ | 11\％ | $19 \%$ | 16\％ | 12\％ | 14\％ | 14\％ | 16\％ | ${ }^{27 \%}$ |
| 1 prefer to sleep on my side | 59\％ | $\begin{aligned} & 61 \% \\ & A B \end{aligned}$ | $\begin{aligned} & 61 \% \\ & \text { AH } \end{aligned}$ | 60\％ | 59\％ | 65\% | 49\％ | 59\％ | 59\％ | 61\％ | 34\％ |
| 1 p pefer to sleep on my back | 12\％ | 12\％ | 11\％ | 14\％ | 13\％ | 11\％ | 10\％ | 10\％ | 14\％ | 12\％ | － |
| I have no preference for how Isleep | 9\％ | 9\％ | $\begin{aligned} & \text { 11\% } \\ & \text { AG } \end{aligned}$ | 10\％ | 7\％ | 5\％ | $\begin{aligned} & 15 \% \\ & \text { AF.AG } \end{aligned}$ | 10\％ | 10\％ | 9\％ | － |
| Don＇t know／not sure | 5\％ | 6\％ | $\begin{aligned} & 6 \% \\ & \text { AF } \end{aligned}$ | 5\％ | 2\％ | 2\％ | $\begin{gathered} 14 \% \\ \text { AD.AE.AF.AG } \end{gathered}$ | $\begin{gathered} 8 \% \\ \text { AJ.AK } \end{gathered}$ | 4\％ | 3\％ | $\stackrel{39 \%}{*}$ |
| WVs20．When it comes to sharing bed space with a partner， which of the following is generally true for you？ |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1288 | 966 | 331 | 219 | 364 | 215 | 159 | 394 | 651 | 237 | 6 |
| Base：All US adults | 1288 | 975 | 344 | 232 | 345 | 203 | 165 | 415 | 642 | 225 | 7 |
| I take more than my fair share of the bed | 11\％ | $8 \%$ | 10\％ | ${ }^{12 \%}$ | 11\％ | 15\％ | 2\％ | 12\％ | 10\％ | 9\％ | $\ldots$ |
|  |  |  | ${ }^{\text {AH }}$ | AH | AH | AH |  |  |  |  | ＊＊ |
| We generally each take up about half of the bed | 38\％ | 37\％ | 27\％ | $\begin{gathered} 41 \% \\ A D \end{gathered}$ | $\begin{aligned} & 43 \% \\ & \text { AD.AH } \end{aligned}$ | $\begin{aligned} & \text { 49\% } \\ & \text { AD.AH } \end{aligned}$ | 32\％ | 33\％ | 39\％ | $\begin{gathered} 43 \% \\ \mathrm{Al} \end{gathered}$ | $50 \%$ |

YouGov Omnibus
Sleep
us_nat_internal Sample: 1st - 4th March 2019

| YouGov <br> What the world thinks |  | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  | White |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | $\underset{\text { later) }}{\text { Gen } Z(2000 \text { and }}$ | Millennial (19821999) | Gen X (1965- 1981) | Baby Boomer (1946-1964) | $\begin{gathered} \text { Silent } \\ \text { Generation } \\ \text { (1928-1945) } \end{gathered}$ | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West |  |
| My partner takes more than their fair share of the bed | 15\% | 16\% | 15\% | 15\% | $\begin{gathered} 16 \% \\ \mathrm{G} \end{gathered}$ | $\begin{gathered} 20 \% \\ 6 \end{gathered}$ | $\begin{gathered} 14 \% \\ 6 \end{gathered}$ | $4 \%$ | - | $\cdots$ | 16\% | 14\% | 16\% | 16\% | 15\% |
| Not applicable - I don't have a partner who I sleep in the same bed with | 30\% | 28\% | 32\% | $49 \%$ | 27\% | 28\% | 31\% | $\begin{gathered} \text { 38\% } \\ D^{*} \end{gathered}$ |  |  | 31\% | 30\% | 30\% | 29\% | 30\% |
| Don't know | 6\% | 7\% | 5\% | 19\% | $\begin{aligned} & \text { 10\% } \\ & \text { E.F.G } \end{aligned}$ | 5\% | 3\% | $\stackrel{3 \%}{*}$ | * | - | 6\% | 6\% | 6\% | 7\% | 4\% |
| L2LLL. How many times do you typically snooze your alarm in the morning? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1288 | 565 | 723 | 31 | 354 | 357 | 444 | 102 | - | - | 243 | 275 | 480 | 290 | 902 |
| Base: All US adults | 1288 | 623 | 665 | 40 | 383 | 348 | 424 | 94 | - | - | 229 | 270 | 485 | 304 | 847 |
| Zero - I get up the first time my alarm goes off | 31\% | $\begin{gathered} 36 \% \\ \text { B } \end{gathered}$ | 27\% | $\begin{gathered} 22 \% \\ \# \% \end{gathered}$ | 28\% | 34\% | 34\% | 27\% | * | " | 34\% | 31\% | 31\% | 30\% | $\begin{gathered} 35 \% \\ \mathrm{P} \end{gathered}$ |
| Once | 15\% | 13\% | 17\% | 19\% | 16\% | $\begin{aligned} & 20 \% \\ & \text { F.G } \end{aligned}$ | 11\% | $9 \%$ | $\cdots$ | $\cdots$ | 15\% | 13\% | 17\% | 14\% | 13\% |
| Twice | 11\% | 10\% | 12\% | 6\% | $\begin{aligned} & \text { 17\%\% } \\ & \text { F.G } \end{aligned}$ | $\begin{gathered} \text { 12\% } \\ \mathrm{F} \end{gathered}$ | 7\% | 5\% | - | - | 11\% | 12\% | 11\% | 12\% | 12\% |
| 3 times | 7\% | 5\% | 8\% | 2\% | $\begin{aligned} & 11 \% \\ & \text { E.F.G } \end{aligned}$ | 6\% | 5\% | 2\% | $\cdots$ | $\stackrel{\square}{*}$ | 8\% | 7\% | 7\% | 6\% | 6\% |
| 4 times | 2\% | 2\% | 2\% |  | $\begin{gathered} 3 \% \\ F \end{gathered}$ | $\begin{gathered} 4 \% \\ \mathrm{~F} \end{gathered}$ | 1\% | : | $\stackrel{\square}{*}$ | $\cdots$ | 2\% | 1\% | 2\% | 3\% | 1\% |
| 5 times | 1\% | 1\% | 1\% | 3\% | $\begin{gathered} 3 \% \\ { }_{2} \end{gathered}$ | $\begin{gathered} 1 \% \\ \mathrm{~F} \end{gathered}$ | - | : | $\cdots$ |  | 1\% | 0\% | 2\% | 1\% | 1\% |
| 6 or more times | 2\% | $2 \%$ | 2\% | 5\% | $\begin{gathered} 4 \% \\ \mathrm{~F} \end{gathered}$ | 2\% | 1\% | : | $\stackrel{\square}{*}$ | - | 3\% | 1\% | 2\% | 1\% | 2\% |
| Not applicable - I don't use an alarm | 26\% | 25\% | 28\% | 27\% | 11\% | $\begin{gathered} \text { 18\% } \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} \text { 40\%\% } \\ \text { D.E } \end{gathered}$ | $\begin{aligned} & \text { 57\% } \\ & \text { D.E.F. } \end{aligned}$ | " | $\cdots$ | 23\% | 31\% | 24\% | 29\% | 29\% |
| Don't know | 4\% | $\begin{gathered} 5 \% \\ { }_{B} \end{gathered}$ | 3\% | 16\% | $\begin{aligned} & \text { 7\% } \\ & \text { E.F.G } \end{aligned}$ | 3\% | 1\% | ; | * | : | 3\% | 4\% | 4\% | 4\% | 2\% |



YouGov Omnibus
Sleep
S_nat_internal Sample: 1st - 4th March 2019

| YouGov <br> What the world thinks |  | Race |  |  | Education |  |  |  | Marital Status |  |  |  |  |  | Children unde <br> Yes |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Black | Hispanic | Other (NET) | No Hs, High school graduate | $\begin{aligned} & \text { Some college, } 2 \text { - } \\ & \text { year } \end{aligned}$ | 4 4year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership |  |
| My partner takes more than their fair share of the bed | 15\% | 14\% | 17\% | $\begin{gathered} 22 \% \\ \mathrm{~N}^{2 \%} \end{gathered}$ | 16\% | 15\% | 14\% | 17\% | $\begin{aligned} & 21 \% \\ & \text { x.Y. } \end{aligned}$ | $\underset{\%}{4 \%}$ | 11\% | 5\% | 11\% | $\underset{\substack{20 \% \\ Y^{2}}}{ }$ | $\underset{\text { AC }}{22 \%}$ |
| Not applicable - I don't have a partner who I sleep in the same bed with | 30\% | 38\% | 23\% | 31\% | 31\% | 35\% | 26\% | 16\% | 6\% | 38\% | 61\% | 68\% | 52\% | 8\% | 13\% |
| Don't know |  | P | * | * | $\underset{8 \%}{\cup}$ | T.U $6 \%$ | U |  | 5\% |  | V.AA $4 \%$ | $\underset{\text { v.z.A* }}{1 \%}$ | v.AA | *\% | 5\% |
| Dont know | 6\% | 6\% | ${ }_{\text {N }}{ }_{\text {N* }}$ | ${ }_{\text {10\% }}{ }^{10 \%}$ |  |  |  |  |  | - |  | 1\% | V.X.Y | 7\% |  |
| L2LrL. How many times do you typically snooze your alarm in the morning? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1288 | 144 | 145 | 97 | 461 | 437 | 242 | 148 | 628 | 19 | 135 | 68 | 377 | 61 | 322 |
| Base: All US adults | 1288 | 144 | 202 | 95 | 520 | 402 | 232 | 134 | 602 | 19 | 136 | 61 | 405 | 65 | 313 |
| Zero - I get up the first time my alarm goes off | 31\% | 29\% | 19\% | $\stackrel{29 \%}{ }$ | 32\% | 30\% | 30\% | 37\% | $\begin{gathered} 35 \% \\ z \end{gathered}$ | 25\% | 28\% | 30\% | 28\% | $\stackrel{27 \%}{ }$ | 31\% |
| Once | 15\% | 17\% | $\begin{aligned} & \text { 27\% } \\ & \text { N.Q* } \end{aligned}$ | 11\% | 14\% | 17\% | 18\% | 11\% | 13\% | $\frac{27 \%}{27 \%}$ | 13\% | 10\% | 18\% | 19\% | $\begin{aligned} & \text { 20\% } \\ & \text { AC } \end{aligned}$ |
| Twice | 11\% | 8\% | 10\% | 16\% | 8\% | 11\% | 16\% | ${ }_{R}^{15 \%}$ | 11\% | 19\% | 10\% | 6\% | 11\% | 17\% | 18\% |
| 3 times | 7\% | 7\% | ${ }^{11 \%}$ | 4\% | 7\% | 8\% | 8\% | 3\% | 5\% | $5 \%$ | $\begin{gathered} 13 \% \\ \mathrm{v} \end{gathered}$ | 5\% | 7\% | 8\% | 7\% |
| 4 times | 2\% | 4\% | $2 \%$ | $\begin{aligned} & 5 \% \\ & \mathrm{~N}^{*} \end{aligned}$ | 2\% | 2\% | 2\% | $\begin{aligned} & 5 \% \\ & \text { R.S } \end{aligned}$ | 1\% | - | 2\% | $\begin{gathered} 5 \% \\ \mathrm{v}^{*} \end{gathered}$ | 3\% | 3\% | 2\% |
| 5 times | 1\% | 3\% | - | $1 \%$ | 1\% | 0\% | 1\% | $\begin{gathered} 3 \% \\ \mathrm{~s} \end{gathered}$ | 1\% | * | - | * | 2\% | 3\% | 1\% |
| 6 or more times | 2\% | 2\% | 2\% | $\begin{aligned} & 4 \% \\ & \mathrm{~N}^{*} \end{aligned}$ | 2\% | 2\% | 2\% | 3\% | 1\% | 5\% | 1\% | 1\% | $\begin{gathered} \text { 5\% } \\ \mathrm{v} \end{gathered}$ | : | 1\% |
| Not applicable - I don't use an alarm | 26\% | 24\% | 20\% | 22\% | ${ }^{31 \%}$ | 25\% | 21\% | 21\% | 29\% | 14\% | 32\% | $\begin{gathered} 42 \% \\ \text { v.Z.AA* } \end{gathered}$ | 20\% | 19\% | 14\% |
| Don't know | 4\% | $\begin{aligned} & 6 \% \\ & \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 9 \% \\ & \mathrm{~N}^{*} \end{aligned}$ | $\begin{aligned} & 8 \% \\ & \mathrm{~N}^{*} \end{aligned}$ | 4\% | $\begin{gathered} 5 \% \\ u \end{gathered}$ | 3\% | 1\% | 3\% | 5\% | 2\% | - | $\begin{aligned} & 6 \% \\ & \text { V. } \end{aligned}$ | 5\% | 4\% |

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YouGov Omnibus
Sleep
US_nat_internal Sample: 1st - 4th March 2019

| YouGov <br> What the world thinks | Total | $r$ the age of 18 | Income |  |  |  |  | Type of Area Lived in |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | No | Under \$30k | $\$ 30,000$ to \$44,999 | $\begin{gathered} \$ 50,000 \text { to } \\ \$ 99,999 \end{gathered}$ | \$100k+ | Prefer not to say | Urban | Suburban/ Town | Rural | Other |
| My partner takes more than their fair share of the bed | 15\% | 13\% | 14\% | 15\% | 16\% | 20\% | 13\% | 16\% | 15\% | 16\% | ${ }^{11 \%}$ |
| Not applicable - Idon't have a parter who Isleep in the same bed with | 30\% | $\begin{gathered} 35 \% \\ \text { AB } \end{gathered}$ | 41\% AE.AF.AG | $\begin{gathered} \text { 29\% } \\ \text { AG } \end{gathered}$ | $\begin{gathered} 25 \% \\ \text { AG } \end{gathered}$ | 15\% | $\begin{gathered} 37 \% \\ \text { AF.AG } \end{gathered}$ | 29\% | 31\% | 29\% | 12\% |
| Don't know | 6\% | 6\% | $\begin{aligned} & 7 \% \\ & \text { AG } \end{aligned}$ | 3\% | 4\% | 2\% | $\begin{gathered} 16 \% \\ \text { AD.AE.AF.AG } \end{gathered}$ | $\begin{gathered} 9 \% \\ \text { AJ.AK } \end{gathered}$ | 5\% | 3\% | $\stackrel{\text { 26\% }}{\cdots}$ |
| L2LLL. How many times do you typically snooze your alarm in the morning? |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1288 | 966 | 331 | 219 | 364 | 215 | 159 | 394 | 651 | 237 | 6 |
| Base: All US adults | 1288 | 975 | 344 | 232 | 345 | 203 | 165 | 415 | 642 | 225 | 7 |
| Zero - I get up the first time my alarm goes off | 31\% | 31\% | 26\% | 26\% | $\begin{aligned} & 39 \% \\ & \text { AD.AE } \end{aligned}$ | 33\% | 32\% | 30\% | 32\% | 31\% | $\underset{ }{50 \%}$ |
| Once | 15\% | 14\% | 13\% | 19\% | 15\% | 16\% | 13\% | 17\% | 15\% | 13\% | $\stackrel{11 \%}{*}$ |
| Twice | 11\% | 9\% | 10\% | 8\% | 12\% | $\begin{gathered} \text { 17\% } \\ \text { AD.AE } \end{gathered}$ | 10\% | 14\% | 10\% | 9\% | $\stackrel{-}{*}$ |
| 3 times | 7\% | 7\% | 7\% | 7\% | 7\% | 7\% | 5\% | 6\% | 8\% | 5\% | $\cdots$ |
| 4 times | $2 \%$ | 2\% | 3\% | 2\% | 1\% | 3\% | 2\% | 2\% | 3\% | 0\% | - |
| 5 times | 1\% | 1\% | 1\% | 2\% | 1\% | 2\% | - | 2\% | 1\% | 1\% | $\cdots$ |
| 6 or more times | 2\% | 2\% | 3\% | 1\% | 1\% | 2\% | 2\% | 2\% | 3\% | 1\% | - |
| Not applicable - I don't use an alarm | 26\% | $\begin{gathered} 30 \% \\ A B \end{gathered}$ | $\begin{gathered} 32 \% \\ \text { AF.AG } \end{gathered}$ | $\begin{gathered} 33 \% \\ \text { AF.AG } \end{gathered}$ | 21\% | 19\% | 25\% | 21\% | 26\% | 38\% | $\cdots$ |
| Don't know | 4\% | 4\% | $\begin{aligned} & 5 \% \\ & \text { AG } \end{aligned}$ | 2\% | 2\% | 1\% | AD.AE.AF.AG | $\begin{gathered} 7 \% \\ \text { AJ.AK } \end{gathered}$ | 2\% | 2\% | $39 \%$ |

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