



**Sleep**  
Fieldwork Dates: 1st - 4th March 2019

**Conducted by YouGov**  
**On behalf of YouGov Omnibus**

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#### **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 definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting 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 with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email [omnibus.us@yougov.com](mailto: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 survey 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 reported 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

US\_nat\_internal Sample: 1st - 4th March 2019



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
	A	B	C	D	E	F	G	H	I	J	K	L	M	N

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.

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	1%	1%	0%	6% **	1%	0%	-	-	-	-	-	-	1%	-	0%
1-3	2%	2%	2%	- **	3%	3%	1%	1% *	- **	- **	1%	3%	3%	1%	2%
4-5	13%	12%	15%	10% **	12%	15%	14%	9% *	- **	- **	11%	14%	14%	14%	13%
6	25%	25%	24%	23% **	21%	24%	29% D	19% *	- **	- **	26%	26%	23%	25%	24%
7	27%	27%	28%	13% **	25%	27%	28%	37% D*	- **	- **	29%	27%	25%	29%	28%
8	24%	25%	22%	35% **	29% E,F	20%	20%	26% *	- **	- **	24%	21%	24%	24%	25%
9	5%	5%	6%	2% **	6%	5%	5%	7% *	- **	- **	6%	7%	4%	5%	5%
10	2%	2%	2%	6% **	2%	2%	2%	1% *	- **	- **	1%	2%	3%	1%	3%
11 or more	1%	1%	1%	5% **	1%	2% F	0%	- *	- **	- **	1%	0%	3%	0%	1%

KT15EaNr. What is the ideal amount of time you would realistically like to sleep each night? Please enter the number of hours in the box below to the nearest hour.

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% B	-	6% **	0%	0%	-	-	-	-	-	-	1%	-	0%
1-3	2%	2%	2%	2% **	4% F,G	2%	0%	-	-	-	1%	2%	3%	1%	1%
4-5	3%	3%	3%	2% **	3%	4%	2%	2% *	- **	- **	2%	3%	3%	2%	2%
6	5%	8% B	3%	5% **	5%	6%	5%	6% *	- **	- **	6%	4%	5%	7%	5%
7	14%	15%	13%	9% **	9%	12%	19%	17% D,E	- **	- **	15%	13%	12%	15%	16% P
8	52%	50%	53%	34% **	47%	48%	59%	62% D,E	- **	- **	50%	52%	52%	53%	52%
9	14%	13%	16%	18% **	16% F	18% F	9%	12% *	- **	- **	15%	15%	13%	15%	14%
10	8%	8%	8%	16% **	12% F,G	8% F,G	4%	2% *	- **	- **	9%	8%	8%	5%	8%
11 or more	2%	1%	3%	7% **	2%	2%	2%	- *	- **	- **	3%	2%	3%	1%	2%

To what extent, if at all, do you agree or disagree with the following statements?

Tybg\_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 adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Strongly agree	11%	12%	10%	7% **	12%	13%	9%	8% *	- **	- **	11%	9%	12%	10%	9%
Somewhat agree	27%	27%	27%	27% **	23%	19%	33%	41% D,E	- **	- **	29%	22%	26%	30%	28%

# YouGov Omnibus

## Sleep

US\_nat\_internal Sample: 1st - 4th March 2019



Total	Race			Education				Marital Status					Children unde	
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

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.

Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
<b>Base</b>	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
0	1%	-	2%	*	1%	0%	-	-	0%	-	-	-	1%	4%	-
			N*	*					**	**	**	*		V*	
1-3	2%	3%	5%	-	3%	1%	2%	2%	1%	5%	3%	8%	3%	-	1%
			*	*	S					**		V.Z.AA*		*	
4-5	13%	17%	10%	23%	14%	16%	11%	9%	12%	5%	18%	13%	13%	17%	13%
			*	N.P*		U			**	**	*	*		*	
6	25%	30%	23%	22%	27%	25%	25%	13%	24%	44%	27%	19%	24%	29%	26%
			*	*	U	U	U		**	**	*	*		*	
7	27%	24%	28%	27%	21%	27%	33%	39%	31%	23%	25%	34%	22%	19%	30%
			*	*		R	R.S		Z	**	*	Z*		*	
8	24%	21%	21%	20%	24%	22%	23%	28%	23%	22%	12%	24%	28%	24%	24%
			*	*				X	**	**	X*	X		*	
9	5%	2%	6%	7%	6%	5%	5%	5%	5%	-	9%	3%	5%	7%	4%
			*	*					**	**	*	*		*	
10	2%	-	1%	2%	2%	2%	2%	1%	2%	-	4%	-	2%	-	1%
			*	*					**	**	*	*		*	
11 or more	1%	2%	4%	-	2%	1%	-	2%	2%	-	2%	-	1%	-	1%
			N*	*				T	**	**	*	*		*	

KT15EaNr. What is the ideal amount of time you would realistically like to sleep each night? Please enter the number of 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
<b>Base</b>	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
0	0%	-	2%	-	1%	0%	-	-	-	-	-	-	1%	4%	-
			N*	*					**	**	**	*		V*	
1-3	2%	3%	5%	1%	2%	2%	1%	2%	1%	10%	2%	5%	2%	3%	1%
			N*	*					**	**	V*	*		*	
4-5	3%	4%	4%	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%
			*	*					**	**	*	*		*	
7	14%	9%	6%	17%	12%	15%	13%	16%	15%	11%	16%	21%	10%	13%	10%
			*	P*				Z	**	**	Z*	*		*	
8	52%	53%	52%	47%	49%	50%	61%	53%	55%	51%	45%	52%	50%	51%	47%
			*	*		R.S			**	**	*	*		*	
9	14%	12%	18%	13%	13%	15%	13%	17%	14%	14%	19%	11%	15%	9%	17%
			*	*					**	**	*	*		*	
10	8%	8%	8%	7%	11%	7%	3%	5%	6%	4%	9%	5%	10%	6%	13%
			*	*	T.U	T			**	**	*	*		*	AC
11 or more	2%	3%	0%	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?

Tybge\_Q3\_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
<b>Base: All US adults</b>	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%
			N*	*	T				**	**	*	*		*	
Somewhat agree	27%	21%	26%	21%	23%	25%	34%	34%	30%	27%	30%	34%	21%	15%	18%
			*	*			R.S	R.S	Z.AA	**	*	Z.AA*		*	

# YouGov Omnibus

## Sleep

US\_nat\_internal Sample: 1st - 4th March 2019



Total	r the age of 18		Income				Type of Area Lived in			
	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL

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.

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	1%	1%	1%	-	-	-	3%	1%	0%	-	26%
							AE.AF.AG				**
1-3	2%	3%	4%	4%	1%	1%	1%	2%	2%	2%	24%
											**
4-5	13%	13%	18%	17%	10%	9%	12%	14%	13%	14%	12%
			AF.AG	AF.AG							**
6	25%	24%	25%	26%	23%	25%	24%	23%	25%	25%	-
											**
7	27%	26%	21%	25%	35%	32%	21%	26%	29%	23%	11%
					AD.AE.AH	AD.AH					**
8	24%	23%	20%	21%	25%	25%	31%	26%	22%	25%	27%
							AD				**
9	5%	6%	8%	4%	3%	4%	7%	5%	4%	7%	-
			AF								**
10	2%	2%	3%	3%	1%	3%	1%	2%	2%	3%	-
											**
11 or more	1%	1%	1%	1%	2%	1%	-	1%	2%	1%	-
											**

KT15EaNr. What is the ideal amount of time you would realistically like to sleep each night? Please enter the number of 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%	0%	-	-	-	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	14%	15%	12%	15%	13%	18%	12%	12%	15%	12%	11%
											**
8	52%	53%	43%	54%	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%	3%	4%	1%	2%	-	3%	2%	1%	-
			AF.AH	AF.AH							**

To what extent, if at all, do you agree or disagree with the following statements?

Tybgc\_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	1288	975	344	232	345	203	165	415	642	225	7
Strongly agree	11%	10%	14%	6%	12%	8%	10%	15%	9%	9%	12%
			AE.AG					AJ			**
Somewhat agree	27%	29%	18%	29%	30%	31%	29%	22%	29%	30%	27%
		AB		AD	AD	AD	AD		AI		**

# YouGov Omnibus

## Sleep

US\_nat\_internal Sample: 1st - 4th March 2019



	Total	Gender		Generation						Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Neither agree nor disagree	21%	24%	17%	17%	23%	22%	18%	19%	-	-	22%	18%	22%	21%	19%
		B		**				*	**	**					
Somewhat disagree	24%	22%	27%	22%	20%	29%	25%	26%	-	-	24%	32%	22%	21%	27%
				**		D		*	**	**		LM		P	
Strongly disagree	16%	13%	18%	17%	18%	17%	14%	7%	-	-	12%	18%	16%	16%	16%
		A		**	G	G	G	*	**	**					
Don't know	2%	2%	2%	11%	3%	0%	2%	-	-	-	2%	2%	2%	1%	1%
				**	E			*	**	**					
<b>Net: Agree</b>	<b>37%</b>	<b>38%</b>	<b>36%</b>	<b>34%</b>	<b>35%</b>	<b>32%</b>	<b>41%</b>	<b>49%</b>	<b>-</b>	<b>-</b>	<b>40%</b>	<b>31%</b>	<b>38%</b>	<b>40%</b>	<b>37%</b>
				**		E	E	D,E*	**	**	K			K	
<b>Net: Disagree</b>	<b>40%</b>	<b>35%</b>	<b>45%</b>	<b>39%</b>	<b>38%</b>	<b>46%</b>	<b>39%</b>	<b>32%</b>	<b>-</b>	<b>-</b>	<b>36%</b>	<b>50%</b>	<b>38%</b>	<b>37%</b>	<b>43%</b>
			A	**		G		*	**	**	J,LM			P	

Tybgc\_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
<b>Base: All US adults</b>	<b>1288</b>	<b>623</b>	<b>665</b>	<b>40</b>	<b>383</b>	<b>348</b>	<b>424</b>	<b>94</b>	<b>-</b>	<b>-</b>	<b>229</b>	<b>270</b>	<b>485</b>	<b>304</b>	<b>847</b>
Strongly agree	23%	20%	26%	12%	18%	29%	24%	23%	-	-	23%	19%	25%	23%	22%
			A	**		D	D	*	**	**					
Somewhat agree	28%	26%	29%	20%	27%	25%	31%	31%	-	-	29%	32%	25%	29%	30%
			**	**				*	**	**				Q	
Neither agree nor disagree	19%	22%	16%	13%	24%	17%	17%	15%	-	-	19%	19%	19%	18%	17%
		B	**	E,F				*	**	**					
Somewhat disagree	17%	17%	16%	17%	16%	17%	15%	24%	-	-	16%	18%	15%	18%	19%
			**	**				*	**	**				P	
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%
			**	**				*	**	**					
<b>Net: Agree</b>	<b>51%</b>	<b>46%</b>	<b>55%</b>	<b>33%</b>	<b>45%</b>	<b>54%</b>	<b>55%</b>	<b>54%</b>	<b>-</b>	<b>-</b>	<b>52%</b>	<b>51%</b>	<b>50%</b>	<b>52%</b>	<b>52%</b>
			A	**		D	D	*	**	**					
<b>Net: Disagree</b>	<b>29%</b>	<b>30%</b>	<b>27%</b>	<b>36%</b>	<b>29%</b>	<b>28%</b>	<b>27%</b>	<b>31%</b>	<b>-</b>	<b>-</b>	<b>27%</b>	<b>28%</b>	<b>29%</b>	<b>28%</b>	<b>30%</b>
			**	**				*	**	**					

Tybgc\_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	-	-	243	275	480	290	902
<b>Base: All US adults</b>	<b>1288</b>	<b>623</b>	<b>665</b>	<b>40</b>	<b>383</b>	<b>348</b>	<b>424</b>	<b>94</b>	<b>-</b>	<b>-</b>	<b>229</b>	<b>270</b>	<b>485</b>	<b>304</b>	<b>847</b>
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%	-	-	23%	22%	18%	26%	21%
			**	**				*	**	**				L	
Neither agree nor disagree	18%	21%	14%	24%	21%	14%	17%	19%	-	-	19%	17%	17%	17%	16%
		B	**	E				*	**	**					
Somewhat disagree	16%	15%	16%	12%	14%	18%	14%	21%	-	-	13%	17%	15%	18%	18%
			**	**				*	**	**					
Strongly disagree	14%	14%	15%	4%	12%	16%	18%	8%	-	-	11%	17%	16%	11%	17%
			**	**				*	**	**				O,P	
Don't know	2%	2%	1%	13%	3%	1%	1%	-	-	-	2%	2%	3%	1%	1%
			**	**	E			*	**	**					
<b>Net: Agree</b>	<b>50%</b>	<b>48%</b>	<b>53%</b>	<b>46%</b>	<b>50%</b>	<b>51%</b>	<b>50%</b>	<b>51%</b>	<b>-</b>	<b>-</b>	<b>56%</b>	<b>47%</b>	<b>49%</b>	<b>53%</b>	<b>48%</b>
			**	**				*	**	**					
<b>Net: Disagree</b>	<b>30%</b>	<b>29%</b>	<b>31%</b>	<b>16%</b>	<b>26%</b>	<b>34%</b>	<b>32%</b>	<b>30%</b>	<b>-</b>	<b>-</b>	<b>23%</b>	<b>34%</b>	<b>32%</b>	<b>29%</b>	<b>35%</b>
			**	**		D		*	**	**	J	J		O,P	

Tybgc\_Q3\_4. I sleep better when a partner is in bed with me

Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
<b>Base: All US adults</b>	<b>1288</b>	<b>623</b>	<b>665</b>	<b>40</b>	<b>383</b>	<b>348</b>	<b>424</b>	<b>94</b>	<b>-</b>	<b>-</b>	<b>229</b>	<b>270</b>	<b>485</b>	<b>304</b>	<b>847</b>
Strongly agree	23%	23%	22%	13%	27%	21%	22%	15%	-	-	27%	17%	23%	23%	21%

# YouGov Omnibus

## Sleep

US\_nat\_internal Sample: 1st - 4th March 2019



	Total	Race			Education				Marital Status					Children unde	
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Neither agree nor disagree	21%	26%	23%	22%	22%	21%	17%	20%	18%	30%	18%	20%	24%	26%	25%
		*	*	*						**		*	*	*	AC
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%
		*	*	N.P*						**		*	V	*	
Don't know	2%	2%	6%	2%	3%	2%	1%	-	1%	-	1%	-	3%	4%	2%
			N*	*	T,U					**		*	V	*	
Net: Agree	37%	35%	43%	29%	37%	34%	41%	43%	42%	59%	38%	46%	30%	25%	30%
		*	*	*					Z,AA	**		Z,AA*	*	*	
Net: Disagree	40%	37%	28%	47%	38%	43%	41%	38%	39%	11%	43%	35%	43%	46%	43%
		*	*	P*						**		*	*	*	

Tybgc\_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%	27%	21%	18%	21%	24%	9%	26%	19%	21%	24%	24%
		*	*	*	S,T				**		*	*	*	*	
Somewhat agree	28%	23%	25%	20%	27%	27%	32%	24%	29%	39%	32%	36%	23%	25%	33%
		*	*	*						**		Z*	*	*	AC
Neither agree nor disagree	19%	21%	25%	17%	19%	21%	16%	16%	17%	23%	18%	11%	23%	21%	18%
		*	*	*						**		*	V,Y	*	
Somewhat disagree	17%	18%	9%	12%	13%	17%	18%	24%	17%	15%	15%	17%	16%	17%	14%
		*	*	*				R		**		*	*	*	
Strongly disagree	12%	14%	11%	18%	9%	13%	15%	14%	12%	15%	7%	16%	14%	9%	10%
		*	*	N*					**		*	*	*	*	
Don't know	2%	2%	5%	2%	3%	1%	1%	1%	1%	-	2%	-	3%	4%	1%
			N*	*	S				**		*	*	V	*	
Net: Agree	51%	45%	49%	51%	55%	48%	51%	45%	53%	48%	58%	55%	44%	50%	57%
		*	*	*					Z	**	Z	*	*	*	AC
Net: Disagree	29%	32%	21%	30%	23%	30%	32%	39%	29%	29%	22%	34%	30%	26%	24%
		*	*	*		R	R	R		**		*	*	*	

Tybgc\_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%	22%	25%	21%	18%	26%	28%	25%	44%	22%	15%	18%	14%	24%
		*	*	*		S	S	Z	**		*	*	*	*	
Neither agree nor disagree	18%	21%	22%	17%	19%	21%	13%	9%	16%	19%	12%	20%	21%	22%	16%
		*	*	*	U	T,U			**		*	*	V,X	*	
Somewhat disagree	16%	13%	10%	13%	13%	17%	17%	20%	15%	16%	19%	18%	17%	10%	16%
		*	*	*				R	**		*	*	*	*	
Strongly disagree	14%	9%	8%	14%	13%	14%	17%	16%	14%	-	19%	22%	12%	21%	13%
		*	*	*					**		Z*	*	*	*	
Don't know	2%	3%	5%	2%	3%	1%	1%	-	1%	5%	1%	-	3%	4%	1%
			N*	*	U				**		*	*	*	*	
Net: Agree	50%	54%	56%	54%	51%	47%	52%	55%	55%	61%	49%	40%	47%	43%	54%
		*	*	*					Y,Z	**	*	*	*	*	
Net: Disagree	30%	22%	18%	28%	26%	31%	34%	36%	28%	16%	38%	40%	29%	31%	29%
		*	*	*			R	R		**		*	*	*	

Tybgc\_Q3\_4. I sleep 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**  
**Sleep**

US\_nat\_internal Sample: 1st - 4th March 2019



	Total	r the age of 18		Income				Type of Area Lived in			
		No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other
Neither agree nor disagree	21%	19%	17%	24%	19%	21%	27%	22%	21%	18%	38%
							AD				**
Somewhat disagree	24%	24%	24%	24%	26%	29%	17%	24%	24%	26%	11%
						AH					**
Strongly disagree	16%	15%	23%	15%	13%	11%	14%	14%	16%	17%	11%
			AF.AG								**
Don't know	2%	2%	4%	2%	1%	-	2%	4%	2%	-	-
			AF.AG				AG				**
<b>Net: Agree</b>	37%	40%	32%	35%	42%	39%	39%	37%	37%	39%	40%
		AB			AD						**
<b>Net: Disagree</b>	40%	39%	47%	39%	38%	40%	32%	38%	41%	43%	23%
		AF.AH									**

**Tybgc\_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
<b>Base: All US adults</b>	1288	975	344	232	345	203	165	415	642	225	7
Strongly agree	23%	23%	27%	20%	22%	23%	20%	28%	21%	21%	24%
								AJ			**
Somewhat agree	28%	26%	24%	32%	30%	31%	21%	28%	25%	35%	23%
			AH	AH	AH					AJ	**
Neither agree nor disagree	19%	19%	20%	18%	17%	12%	28%	16%	21%	18%	26%
			AG				AE.AF.AG				**
Somewhat disagree	17%	17%	13%	14%	20%	17%	20%	14%	18%	16%	27%
				AD							**
Strongly disagree	12%	13%	12%	14%	10%	17%	8%	10%	14%	11%	-
					AF.AH						**
Don't know	2%	2%	3%	2%	1%	0%	3%	4%	1%	-	-
			AG					AJ.AK			**
<b>Net: Agree</b>	51%	49%	51%	52%	52%	54%	41%	56%	46%	56%	47%
			AH	AH	AH	AH		AJ		AJ	**
<b>Net: Disagree</b>	29%	30%	26%	28%	29%	33%	28%	24%	32%	26%	27%
								AI			**

**Tybgc\_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
<b>Base: All US adults</b>	1288	975	344	232	345	203	165	415	642	225	7
Strongly agree	29%	28%	35%	23%	29%	27%	27%	34%	26%	28%	-
			AE.AG					AJ			**
Somewhat agree	22%	21%	19%	23%	22%	23%	22%	19%	23%	22%	50%
											**
Neither agree nor disagree	18%	18%	18%	19%	16%	13%	23%	16%	19%	15%	26%
							AG				**
Somewhat disagree	16%	16%	13%	18%	16%	21%	12%	14%	17%	15%	-
					AD.AH						**
Strongly disagree	14%	15%	11%	16%	16%	16%	13%	12%	14%	20%	12%
									AI		**
Don't know	2%	2%	4%	1%	1%	0%	3%	4%	1%	0%	12%
			AF.AG					AJ.AK			**
<b>Net: Agree</b>	50%	49%	54%	46%	51%	50%	49%	53%	49%	50%	50%
				AD	AD	AD.AH					**
<b>Net: Disagree</b>	30%	30%	24%	34%	32%	37%	25%	27%	31%	35%	12%
											**

**Tybgc\_Q3\_4. I sleep better when a partner is in bed with me**

Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
<b>Base: All US adults</b>	1288	975	344	232	345	203	165	415	642	225	7
Strongly agree	23%	20%	23%	17%	24%	25%	22%	26%	19%	27%	39%



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## Sleep

US\_nat\_internal Sample: 1st - 4th March 2019



	Total	Gender		Generation						Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
				**	G			*	**	**	K				
Somewhat agree	19%	20%	18%	14%	17%	23%	19%	19%	-	-	16%	20%	22%	18%	19%
Neither agree nor disagree	25%	29%	22%	19%	26%	24%	25%	33%	-	-	25%	26%	26%	24%	27%
Somewhat disagree	9%	8%	10%	2%	8%	11%	10%	10%	-	-	11%	9%	8%	10%	10%
Strongly disagree	13%	8%	18%	8%	8%	15%	16%	15%	-	-	11%	15%	13%	14%	14%
Don't know	10%	11%	9%	43%	13%	6%	9%	9%	-	-	10%	12%	9%	12%	10%
Net: Agree	42%	44%	40%	28%	45%	44%	41%	33%	-	-	42%	38%	45%	40%	39%
Net: Disagree	22%	16%	28%	10%	16%	26%	26%	25%	-	-	22%	24%	20%	24%	24%

### Tybgc\_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	-	-	229	270	485	304	847
Strongly agree	11%	11%	13%	9%	15%	14%	9%	11%	-	-	10%	11%	14%	12%	12%
Somewhat agree	13%	10%	14%	17%	13%	13%	12%	9%	-	-	12%	13%	12%	14%	14%
Neither agree nor disagree	23%	26%	21%	10%	25%	22%	24%	23%	-	-	30%	20%	21%	24%	24%
Somewhat disagree	10%	10%	10%	15%	12%	9%	9%	8%	-	-	8%	7%	11%	11%	11%
Strongly disagree	31%	31%	31%	17%	23%	34%	36%	37%	-	-	25%	33%	35%	27%	29%
Don't know	11%	12%	11%	32%	13%	8%	10%	12%	-	-	15%	15%	7%	12%	10%
Net: Agree	25%	21%	28%	26%	27%	27%	22%	19%	-	-	22%	24%	26%	26%	26%
Net: Disagree	41%	41%	41%	32%	34%	44%	44%	45%	-	-	33%	41%	46%	38%	40%

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

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 prefer to sleep on my stomach	14%	14%	14%	10%	24%	15%	8%	2%	-	-	16%	12%	16%	11%	15%
I prefer to sleep on my side	59%	55%	64%	49%	46%	61%	67%	77%	-	-	62%	63%	55%	61%	63%
I prefer to sleep on my back	12%	13%	11%	9%	12%	12%	13%	13%	-	-	8%	14%	12%	14%	10%
I have no preference for how I sleep	9%	12%	7%	15%	10%	9%	9%	8%	-	-	10%	6%	11%	9%	8%
Don't know/not sure	5%	7%	3%	17%	9%	3%	3%	-	-	-	4%	5%	6%	4%	3%

### WVs20. When it comes to sharing bed space with a partner, which of the following is generally true for you?

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%
We generally each take up about half of the bed	38%	40%	36%	18%	32%	34%	47%	49%	-	-	39%	43%	35%	38%	41%

# YouGov Omnibus

## Sleep

US\_nat\_internal Sample: 1st - 4th March 2019



	Total	Race			Education				Marital Status					Children unde
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	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%	4%	11%	8%	13%	25%	24%
Neither agree nor disagree	25%	26%	18%	23%	25%	25%	26%	26%	24%	25%	27%	31%	25%	22%
Somewhat disagree	9%	7%	7%	8%	9%	8%	10%	11%	9%	9%	15%	13%	7%	10%
Strongly disagree	13%	14%	9%	14%	13%	14%	12%	14%	10%	9%	25%	23%	14%	10%
Don't know	10%	10%	13%	12%	12%	12%	8%	3%	2%	5%	11%	13%	24%	2%
<b>Net: Agree</b>	42%	42%	52%	43%	40%	41%	44%	46%	56%	52%	23%	19%	30%	55%
<b>Net: Disagree</b>	22%	22%	17%	22%	22%	21%	22%	26%	19%	18%	39%	37%	21%	20%

### Tybgc\_Q3\_5. I sleep 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
<b>Base: All US adults</b>	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Strongly agree	12%	4%	15%	17%	13%	9%	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	10%	13%	5%	5%	7%	12%	12%	9%	10%	27%	9%	9%	10%	6%	12%
Strongly disagree	31%	44%	34%	26%	33%	26%	31%	38%	39%	15%	30%	29%	22%	26%	38%
Don't know	11%	12%	12%	16%	11%	12%	10%	12%	8%	5%	12%	8%	17%	8%	6%
<b>Net: Agree</b>	25%	12%	25%	31%	23%	26%	26%	24%	23%	38%	23%	31%	26%	28%	20%
<b>Net: Disagree</b>	41%	57%	38%	30%	40%	38%	43%	47%	49%	42%	39%	38%	32%	32%	50%

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

Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
<b>Base: All US adults</b>	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%
I prefer to sleep on my side	59%	47%	57%	54%	60%	58%	62%	57%	64%	45%	66%	67%	50%	56%	54%
I prefer to sleep on my back	12%	15%	13%	20%	10%	12%	15%	14%	11%	20%	19%	16%	9%	22%	13%
I have no preference for how I sleep	9%	16%	8%	12%	11%	11%	5%	6%	9%	16%	3%	10%	13%	4%	11%
Don't know/not sure	5%	7%	11%	6%	7%	5%	3%	1%	3%	5%	3%	-	10%	8%	3%

### WVs20. When it comes to sharing bed space with a partner, which of the following is generally true for you?

Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
<b>Base: All US adults</b>	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
I take more than my fair share of the bed	11%	10%	11%	9%	10%	10%	13%	10%	14%	41%	4%	3%	7%	11%	20%
We generally each take up about half of the bed	38%	31%	37%	28%	35%	34%	43%	53%	54%	17%	20%	23%	21%	54%	40%

# YouGov Omnibus

## Sleep

US\_nat\_internal Sample: 1st - 4th March 2019



	Total	r the age of 18		Income				Type of Area Lived in			
		No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other
								AJ		AJ	**
Somewhat agree	19%	18%	16%	20%	22%	24%	15%	20%	20%	18%	-
Neither agree nor disagree	25%	26%	23%	31%	22%	27%	28%	23%	27%	24%	38%
Somewhat disagree	9%	9%	8%	9%	10%	8%	10%	8%	11%	7%	11%
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%
Net: Agree	42%	38%	39%	37%	47%	49%	36%	45%	39%	45%	39%
Net: Disagree	22%	23%	23%	20%	23%	20%	25%	20%	24%	23%	11%

### Tybgc\_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%	15%	10%	13%	-
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%	11%
Strongly disagree	31%	29%	26%	31%	31%	38%	34%	32%	30%	31%	39%
Don't know	11%	13%	13%	12%	8%	13%	12%	14%	11%	7%	12%
Net: Agree	25%	26%	27%	21%	27%	24%	19%	27%	22%	29%	11%
Net: Disagree	41%	38%	34%	41%	43%	48%	42%	40%	41%	40%	50%

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

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 prefer to sleep on my stomach	14%	12%	10%	11%	19%	16%	12%	14%	14%	16%	27%
I prefer to sleep on my side	59%	61%	61%	60%	59%	65%	49%	59%	59%	61%	34%
I prefer to sleep on my back	12%	12%	11%	14%	13%	11%	10%	10%	14%	12%	-
I have no preference for how I sleep	9%	9%	11%	10%	7%	5%	15%	10%	10%	9%	-
Don't know/not sure	5%	6%	6%	5%	2%	2%	14%	8%	4%	3%	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%	-
We generally each take up about half of the bed	38%	37%	27%	41%	43%	49%	32%	33%	39%	43%	50%

# YouGov Omnibus

## Sleep

US\_nat\_internal Sample: 1st - 4th March 2019



	Total	Gender		Generation						Region				White	
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	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% **	16% G	20% G	14% G	4% *	- **	- **	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%	38% D*	- **	- **	31%	30%	30%	29%	30%
Don't know	6%	7%	5%	19% **	10% E.F.G	5%	3%	3% *	- **	- **	6%	6%	6%	7%	4%
<b>L2LrL. How many times do you typically snooze your alarm in the morning?</b>															
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
<b>Base: All US adults</b>	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%	36% B	27%	22% **	28%	34%	34%	27% *	- **	- **	34%	31%	31%	30%	35% P
Once	15%	13%	17%	19% **	16%	20% F.G	11%	9% *	- **	- **	15%	13%	17%	14%	13%
Twice	11%	10%	12%	6% **	17% F.G	12% F	7%	5% *	- **	- **	11%	12%	11%	12%	12%
3 times	7%	5%	8%	2% **	11% E.F.G	6%	5%	2% *	- **	- **	8%	7%	7%	6%	6%
4 times	2%	2%	2%	- **	3% F	4% F	1%	- *	- **	- **	2%	1%	2%	3%	1%
5 times	1%	1%	1%	3% **	3% F	1% F	-	- *	- **	- **	1%	0%	2%	1%	1%
6 or more times	2%	2%	2%	5% **	4% F	2%	1%	- *	- **	- **	3%	1%	2%	1%	2%
Not applicable - I don't use an alarm	26%	25%	28%	27% **	11%	18% D	40% D.E	57% D.E.F*	- **	- **	23%	31%	24%	29%	29%
Don't know	4%	5% B	3%	16% **	7% E.F.G	3%	1%	- *	- **	- **	3%	4%	4%	4%	2%

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/X/Y/Z/AA, AB/AC, AD/AE/AF/AG/AH, AI/AJ/AK/AL, Minimum Base: 30 (\*\*), Small Base: 100 (\*)

# YouGov Omnibus

## Sleep

US\_nat\_internal Sample: 1st - 4th March 2019



	Total	Race			Education				Marital Status						Children unde
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
My partner takes more than their fair share of the bed	15%	14%	17% *	22% N*	16%	15%	14%	17%	21% X.Y.Z	4% **	11%	5% *	11%	20% Y*	22% AC
Not applicable - I don't have a partner who I sleep in the same bed with	30%	38% P	23% *	31% -	31% U	35% T.U	26% U	16%	6%	38% **	61% V.AA	68% V.Z.AA*	52% V.AA	8% *	13%
Don't know	6%	6%	13% N*	10% N*	8%	6%	4%	3%	5%	- **	4%	1% *	10% V.X.Y	7% *	5%

### 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
<b>Base: All US adults</b>	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% *	29% -	32%	30%	30%	37%	35% Z	25% **	28%	30% *	28%	27% *	31%
Once	15%	17%	27% N.Q*	11% *	14%	17%	18%	11%	13%	27% **	13%	10% *	18%	19% *	20% AC
Twice	11%	8%	10% *	16% -	8%	11%	16% R	15% R	11%	19% **	10%	6% *	11%	17% *	18% AC
3 times	7%	7%	11% *	4% -	7%	8%	8% R	3%	5%	5% **	13% V	5% *	7%	8% *	7%
4 times	2%	4%	2% *	5% N*	2%	2%	2% R.S	5% R.S	1%	- **	2%	5% V*	3%	3% *	2%
5 times	1%	3%	- *	1% -	1%	0%	1% S	3% S	1%	- **	-	- *	2%	3% *	1%
6 or more times	2%	2%	2% *	4% N*	2%	2%	2% S	3% S	1%	5% **	1%	1% *	5% V	- *	1%
Not applicable - I don't use an alarm	26%	24%	20% *	22% -	31% T.U	25%	21%	21%	29% Z	14% **	32% Z	42% V.Z.AA*	20%	19% *	14%
Don't know	4%	6% N	9% N*	8% N*	4%	5% U	3%	1%	3%	5% **	2%	- *	6% V.Y	5% *	4%

Cell Contents (Col

# YouGov Omnibus

## Sleep

US\_nat\_internal Sample: 1st - 4th March 2019



	Total	r the age of 18		Income				Type of Area Lived in			
		No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$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 - I don't have a partner who I sleep in the same bed with	30%	35%	41%	29%	25%	15%	37%	29%	31%	29%	12% **
Don't know	6%	6%	7%	3%	4%	2%	16%	9%	5%	3%	26% **
			AG	AG	AG	AG	AD.AE.AF.AG	AJ.AK			

### L2LrL. 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
<b>Base: All US adults</b>	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%	39%	33%	32%	30%	32%	31%	50% **
Once	15%	14%	13%	19%	15%	16%	13%	17%	15%	13%	11% **
Twice	11%	9%	10%	8%	12%	17%	10%	14%	10%	9%	- **
3 times	7%	7%	7%	7%	7%	7%	7%	6%	8%	5%	- **
4 times	2%	2%	3%	2%	1%	3%	2%	2%	3%	0%	- **
5 times	1%	1%	1%	2%	1%	2%	-	2%	1%	1%	- **
6 or more times	2%	2%	3%	1%	1%	2%	2%	2%	3%	1%	- **
Not applicable - I don't use an alarm	26%	30%	32%	33%	21%	19%	25%	21%	26%	38%	- **
Don't know	4%	4%	5%	2%	2%	1%	11%	7%	2%	2%	39% **
			AG	AF.AG	AF.AG	AG	AD.AE.AF.AG	AJ.AK		AI.AJ	

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