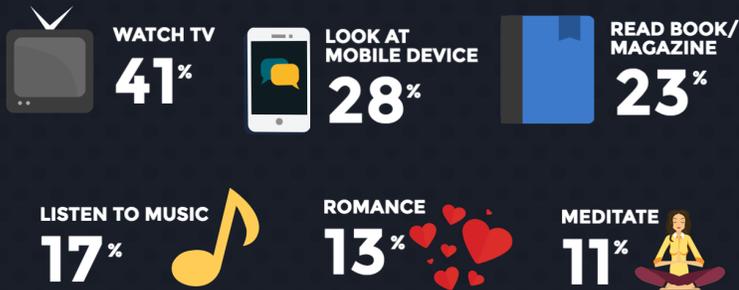
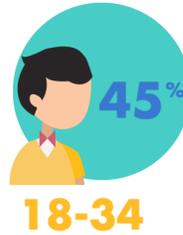
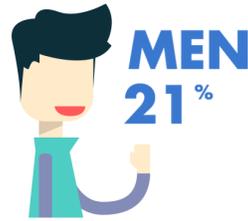


AMERICANS SPEND A HALF HOUR IN BED BEFORE GOING TO SLEEP

WHAT ARE THEY DOING
BEFORE FALLING ASLEEP?



SOME ARE EVEN MORE LIKELY TO LOOK AT THEIR MOBILE DEVICE:



ON WEEKDAYS, USUALLY SLEEP WEARING:



60%
SAY THEIR CURRENT SLEEP SITUATION IS A PROBLEM

19%
FEEL IT'S A MAJOR PROBLEM

A LUCKY 40% HAVE NO PROBLEM SLEEPING

PLAN TO PURCHASE A MATTRESS IN NEXT 12 MONTHS?



Data for this infographic were generated by an Ipsos eNation online omnibus survey of 1,005 Americans conducted May 4-6, 2016.

Want more information about Americans and their sleep habits? Contact us at NAOmni@ipsos-na.com for more detailed data or go to <http://www.ipsos-na.com/products-tools/omnibus/> for more information about other omnibus tools.