

1. Do you have a bedtime routine or technique that helps you fall asleep more quickly?

		Gender		AGE			EDUCATION				Q1	
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Any	None
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1000	477	523	264	385	351	37	180	421	362	811	189
Base: All Respondents (wtd)	1000	486	514	273	340	387	76	378	392	154	791	209
Any (Net)	791	373	419	243	273	275	54	293	316	129	791	-
	79%	77%	81%	89%	80%	71%	72%	77%	81%	84%	100%	-
				DE	E		*				K	
Setting a regular bedtime	238	122	116	79	83	76	16	80	87	55	238	-
	24%	25%	23%	29%	25%	20%	21%	21%	22%	36%	30%	-
				E			*			GH	K	
Drinking a cup of tea	138	53	85	60	48	30	7	55	51	26	138	-
	14%	11%	17%	22%	14%	8%	9%	15%	13%	17%	17%	-
			A	DE	E		*				K	
Reading a book or watching TV	497	211	286	149	158	190	28	192	198	79	497	-
	50%	43%	56%	55%	47%	49%	37%	51%	51%	51%	63%	-
			A				*				K	
Essential oils and/or beauty products	75	12	63	42	22	11	3	25	30	17	75	-
	8%	3%	12%	15%	7%	3%	4%	7%	8%	11%	9%	-
			A	DE	E		*				K	
Relaxation techniques like stretching/yoga, meditation or music	112	46	66	57	38	16	4	46	38	24	112	-
	11%	9%	13%	21%	11%	4%	5%	12%	10%	16%	14%	-
				DE	E		*			H	K	
Spending time on your smartphone	212	95	117	110	87	14	12	83	86	31	212	-
	21%	20%	23%	40%	26%	4%	16%	22%	22%	20%	27%	-
				DE	E		*				K	
Working on your laptop	91	56	36	33	34	25	6	26	44	15	91	-
	9%	11%	7%	12%	10%	6%	8%	7%	11%	10%	12%	-
		B		E			*				K	
Other	56	33	23	24	16	16	7	13	27	9	56	-
	6%	7%	5%	9%	5%	4%	9%	3%	7%	6%	7%	-
				E			*				K	
None — I don't have a bedtime routine	209	113	95	30	67	112	22	85	76	25	-	209
	21%	23%	19%	11%	20%	29%	28%	23%	19%	16%	-	100%
				C	CD		*				J	
Sigma	1628	741	887	584	554	490	104	604	638	282	1420	209
	163%	153%	172%	214%	163%	127%	137%	160%	163%	183%	179%	100%

2. How many times do you wake up during the night, before you intended to wake up?

		Gender		AGE			EDUCATION				Q1	
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Any	None
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1000	477	523	264	385	351	37	180	421	362	811	189
Base: All Respondents (wtd)	1000	486	514	273	340	387	76	378	392	154	791	209
0	110	70	40	46	42	22	12	36	44	17	80	31
	11%	14%	8%	17%	12%	6%	16%	10%	11%	11%	10%	15%
		B		E	E		*					
1	276	149	127	60	98	118	18	89	114	55	213	63
	28%	31%	25%	22%	29%	30%	24%	24%	29%	35%	27%	30%
						C	*			G		
2	334	164	170	84	109	142	25	134	123	52	268	66
	33%	34%	33%	31%	32%	37%	33%	35%	31%	34%	34%	32%
							*					
3	177	69	108	54	50	74	10	81	70	16	150	27
	18%	14%	21%	20%	15%	19%	13%	21%	18%	11%	19%	13%
			A				*	I	I			
4	50	16	34	13	18	20	6	13	23	7	38	12
	5%	3%	7%	5%	5%	5%	8%	4%	6%	5%	5%	6%
			A				*					
5	30	8	22	9	13	8	4	9	12	4	25	5
	3%	2%	4%	3%	4%	2%	6%	2%	3%	3%	3%	3%
			A				*					
6-10	17	8	9	5	8	4	-	11	5	2	13	4
	2%	2%	2%	2%	2%	1%	-	3%	1%	1%	2%	2%
							*					
16-20	3	3	-	2	*	-	-	2	-	*	3	-
	*	1%	-	1%	*	-	-	1%	-	*	*	-
							*					
26-30	2	-	2	-	2	-	-	2	-	-	2	-
	*	-	*	-	1%	-	-	1%	-	-	*	-
							*					
Sigma	1000	486	514	273	340	387	76	378	392	154	791	209
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
5 or more (Net)	52	19	34	17	23	12	4	25	17	6	43	10
	5%	4%	7%	6%	7%	3%	6%	7%	4%	4%	5%	5%

3. How long (on average) does it take you to fall asleep at night?

		Gender		AGE			EDUCATION				Q1	
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Any	None
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1000	477	523	264	385	351	37	180	421	362	811	189
Base: All Respondents (wtd)	1000	486	514	273	340	387	76	378	392	154	791	209
1	16	10	5	3	7	6	-	10	4	2	11	4
	2%	2%	1%	1%	2%	2%	-	3%	1%	1%	1%	2%
2	26	18	8	4	11	11	-	7	15	3	23	3
	3%	4%	1%	1%	3%	3%	-	2%	4%	2%	3%	1%
3	9	3	5	1	3	5	-	3	4	2	8	1
	1%	1%	1%	*	1%	1%	-	1%	1%	1%	1%	*
4	*	*	-	-	-	*	-	-	-	*	*	-
	*	*	-	-	-	*	-	-	-	*	*	-
5	110	64	46	17	37	56	8	29	52	22	81	29
	11%	13%	9%	6%	11%	15%	10%	8%	13%	14%	10%	14%
6-10	153	84	69	30	57	66	12	44	68	29	105	48
	15%	17%	14%	11%	17%	17%	16%	12%	17%	19%	13%	23%
11-15	129	78	51	31	39	59	8	43	50	28	97	32
	13%	16%	10%	11%	11%	15%	10%	11%	13%	18%	12%	15%
16-20	101	39	62	22	30	49	8	36	41	16	90	11
	10%	8%	12%	8%	9%	13%	11%	9%	10%	10%	11%	5%
21-25	17	11	7	7	6	4	-	8	6	3	17	-
	2%	2%	1%	3%	2%	1%	-	2%	2%	2%	2%	-
26-30	195	84	111	69	74	52	20	84	61	31	168	27
	20%	17%	22%	25%	22%	13%	26%	22%	15%	20%	21%	13%
31-35	11	5	6	3	3	5	-	5	5	1	11	1
	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	*

36-40	28	12	16	16	5	7	-	17	10	1	19	9
	3%	2%	3%	6%	1%	2%	-	4%	3%	*	2%	4%
				DE			*	I	I			
41-45	48	24	24	22	8	18	7	15	21	5	37	11
	5%	5%	5%	8%	2%	5%	9%	4%	5%	3%	5%	5%
				D			*					
46-50	1	1	-	1	-	1	-	-	1	-	1	-
	*	*	-	*	-	*	-	-	*	-	*	-
							*					
51-55	*	-	*	*	-	-	-	-	-	*	*	-
	*	-	*	*	-	-	-	-	-	*	*	-
							*					
56-60	107	34	73	30	42	35	7	58	34	9	83	25
	11%	7%	14%	11%	12%	9%	9%	15%	9%	6%	10%	12%
			A				*	HI				
61-90	18	4	14	5	8	6	-	12	7	-	17	2
	2%	1%	3%	2%	2%	1%	-	3%	2%	-	2%	1%
							*	I	I			
91-120	27	14	13	10	10	7	6	9	10	2	20	7
	3%	3%	2%	4%	3%	2%	8%	2%	3%	1%	3%	3%
							I*					
121-180	3	-	3	2	1	-	-	-	3	-	3	-
	*	-	1%	1%	*	-	-	-	1%	-	*	-
							*					
Sigma	1000	486	514	273	340	387	76	378	392	154	791	209
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
5 or less (Net)	160	96	64	24	58	78	8	49	75	29	123	37
	16%	20%	13%	9%	17%	20%	10%	13%	19%	19%	16%	18%
		B			C	C	*					
6-10 minutes (Net)	153	84	69	30	57	66	12	44	68	29	105	48
	15%	17%	14%	11%	17%	17%	16%	12%	17%	19%	13%	23%
							*			G		J
11-20 minutes (Net)	230	117	113	53	69	108	16	79	91	44	187	43
	23%	24%	22%	19%	20%	28%	21%	21%	23%	29%	24%	21%
						CD	*					
21-30 minutes (Net)	212	95	118	76	80	56	20	92	67	34	185	27
	21%	19%	23%	28%	23%	15%	26%	24%	17%	22%	23%	13%
			E	E			*				K	
31-59 minutes (Net)	88	42	47	42	15	31	7	36	38	8	68	20
	9%	9%	9%	15%	5%	8%	9%	10%	10%	5%	9%	10%
				DE			*		I			

