

SEGMENT PROFILES



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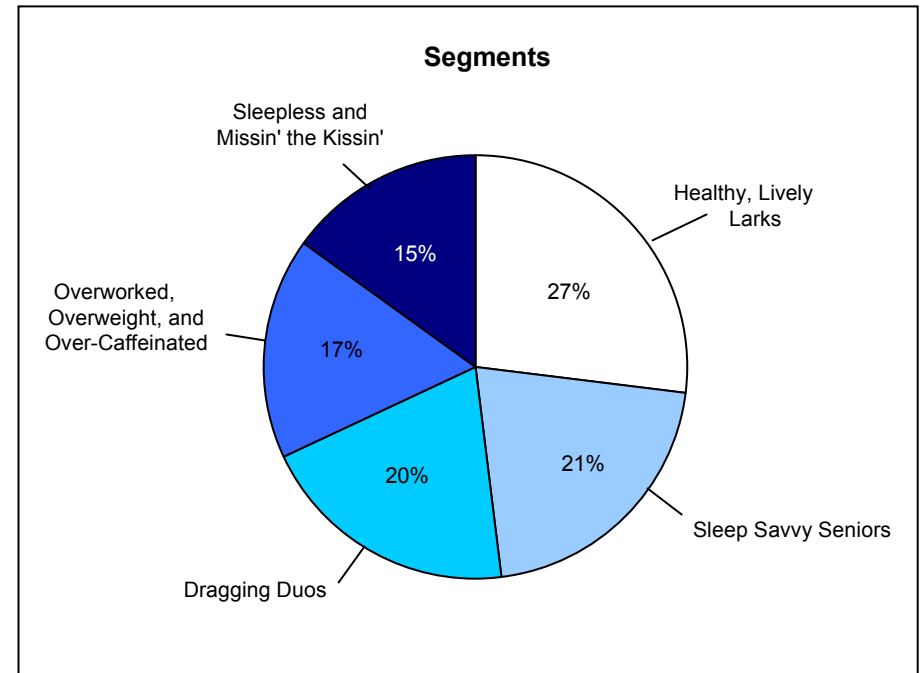
Segment Profiles

Respondents from the 2005 *Sleep in America* Poll were segmented into groups based on their answers to the poll questions.

The result is **five segments** of sleepers as follows:

- Healthy, Lively Larks (27% of the market)
- Sleep Savvy Seniors (21%)
- Dragging Duos (20%)
- Overworked, Overweight, and Over-Caffeinated (17%)
- Sleepless and Missin' the Kissin' (15%)

As can be seen by the names, there are two “good sleeper” segments, which comprise 48% of the respondents, and three “not so good sleeper” segments, which comprise 52% of the respondents.



Base=Total sample (n=1,506)

Segment Profiles (continued)

Segment 1: Healthy, Lively Larks (27% of the market)

Members of this segment are the least likely to have problems sleeping and therefore, are most likely to enjoy a good night's sleep. They are morning people who begin their day early. These individuals are able to fall asleep quickly without the use of sleep aids and are the least likely of all the segments to have any medical conditions. As a result, they are least likely to report that their sleep habits impact their daily lives. On average, they are the youngest of the five segments and are the most likely to be employed full-time.

Who are the Healthy, Lively Larks?

- Healthy, Lively Larks are the **youngest** of the five segments, with an average age of 44.5 years old (compared to 49.0 years of age overall).
- This segment is more likely than the other segments to be **married or partnered** (75%, compared to 67% overall).
- Most Healthy, Lively Larks are **employed** (86%, compared to 65% overall) and, more than any other segment, they are **working full-time** (80% vs. 52% overall) in regular **day shift** jobs (91%, compared to 80% overall).
- Healthy, Lively Larks generally enjoy **good health** because they are less likely than the other segments to have been diagnosed with any medical conditions, such as high blood pressure or arthritis (44%, compared to 61% overall).

How are the Healthy, Lively Larks sleeping?

- Healthy, Lively Larks generally report that they **are getting a good night's sleep**. Three-fourths (75%) feel that every night or almost every night they are able to say that they "had a good night's sleep" (compared to 49% overall).
 - More than any other group, many Healthy, Lively Larks report they are actually **getting more sleep than they need** to function at their best (67%, compared to 43% overall).
- Compared to the other segments, Healthy, Lively Larks are the most likely to consider themselves to be **morning people** or "**larks**" (74%, compared to 55% overall).
- During the week, Healthy, Lively Larks are **early risers** and are **out of bed before the average sleeper** (77% are up by 7:00 am, compared to 63% overall).
- Healthy, Lively Larks are **able to fall asleep faster** than most sleepers (65% in less than fifteen minutes, compared to 53% overall) and are the **least likely to rely on any sleep aids** to help them sleep (6%, compared to 14% overall).
- Healthy, Lively Larks **do not feel that they have a sleep problem** (95%, compared to 76% overall) and more than the average sleeper, they are **not at risk for any sleep disorders** (84%, compared to 66% overall).

How do the Healthy, Lively Larks' sleep habits impact their daily lives?

- The sleep habits of the Healthy, Lively Larks appear to have a **positive impact** on their daily lives.
- Healthy, Lively Larks are the segment that is most likely to say that during their wake time they **never or rarely feel tired, fatigued or not up to par** (73%, compared to 49% overall).
- More than most segments, the Healthy, Lively Larks **prefer to sleep with their significant other** (78%, compared to 62% overall). They are the least likely to report that their or their partner's sleep disorders cause significant or moderate problems with their relationship (2%, compared to 8% overall).
- Compared to the average sleeper, Healthy, Lively Larks are much **less likely to have missed work or events and/or made errors at work** at least once in the past three months because of being too sleepy (16%, compared to 28% overall).

Segment Profiles (continued)

Segment 2: Sleep Savvy Seniors (21% of the market)

This segment is generally comprised of older individuals, many of whom are retired. The members of this segment feel they are getting a good night's sleep, even though many supplement their nighttime sleep with naps. They are well below the average in terms of being at risk for a sleep disorder, and sleep habits have little negative impact on their lives.

Who are the Sleep Savvy Seniors?

- The Sleep Savvy Seniors **are the oldest** of the five segments, with about **one-half being age 65 or older** (49%, compared to 18% overall). The average age of the Sleep Savvy Seniors is 60.0 (compared to 49.0 overall).
 - Respondents in the Sleep Savvy Seniors segment are more likely than those in the other segments **to be female** (67%, compared to 51% overall).
- Most Sleep Savvy Seniors are **not employed** (70%, compared to 35% overall). In fact, about one-half (51%, compared to 19% overall) say **they are retired**. Those Sleep Savvy Seniors who are working are the most likely of all the segments to be **only working part-time** (29%, compared to 9% overall). In fact, only 1% of Sleep Savvy Seniors work full-time.
- Many Sleep Savvy Seniors have been diagnosed with at least one medical condition, such as heart burn or arthritis (66%). Despite their older age, this proportion is very similar to that of the overall adult population (61%).
- Sleep Savvy Seniors generally **do not smoke** (82%, compared to 75% overall), and many **do not drink alcoholic beverages** (63%, compared to 54% overall).

How are the Sleep Savvy Seniors sleeping?

- Sleep Savvy Seniors generally report that they are **getting a good night's sleep**. Almost three-fourths (74%) feel that every night or almost every night they are able to say that they "had a good night's sleep" (compared to 49% overall).
 - Only one in seven Sleep Savvy Seniors report getting less sleep than they need to function at their best (14%, compared to 23% overall).
- Since most Sleep Savvy Seniors are not working, they do not need get up as early as most adults. About one-half of this segment (47%) usually **wakes up after 7:00 am** during the week (compared to 34% overall).
 - Sleep Savvy Seniors report the **highest average number of hours slept** each night during the week of any of the segments (7.3 hours, compared to 6.8 overall).
- Almost one-half of the Sleep Savvy Seniors supplement their nighttime sleep by **taking two or more naps** during the week (46%, compared to 35% overall).
- Sleep Savvy Seniors **do not feel that they have a sleep problem** (91%, compared to 76% overall) and, more than the average sleeper, they are **not at risk for any sleep disorders** (81%, compared to 66% overall).

How do the Sleep Savvy Seniors' sleep habits impact their daily lives?

- The sleep habits of the Sleep Savvy Seniors seem to have a **positive impact** on their daily lives.
- Most Sleep Savvy Seniors report that during their wake time they **never or rarely feel tired, fatigued or not up to par** (69%, compared to 49% overall).
- Sleep Savvy Seniors are **the least likely** of any segment **to have missed events or activities and/or have made errors at work** at least once in the past three months because they are too sleepy (10%, compared to 28% overall).
- Likewise, compared to other sleepers, Sleep Savvy Seniors are the **least likely to have driven while drowsy** during the past year (36%, compared to 60% overall).

Segment Profiles (continued)

Segment 3: Dragging Duos (20% of the market)

Members of this segment tend to be out of bed early, work long hours and not get the amount of sleep they feel they need to function at their best. Most say their partner has some symptom of insomnia. Their sleep habits have some negative impact on their daily lives and relationships.

Who are the Dragging Duos?

- More than any other segment, Dragging Duos are likely to be **partnered** (80%, compared to 67% overall).
- Most Dragging Duos are **employed** (76%, compared to 65% overall) and many are putting in long hours on-the-job, **working over 40 hours per week** (55%, compared to 42% overall).
 - Dragging Duos are more likely than the average working adult to be employed in **technical** (33%, compared to 27% overall) or **professional managerial** (21%, compared to 15% overall) **occupations**.

How are the Dragging Duos sleeping?

- Compared to the average sleeper, Dragging Duos are less likely than the other segments to **report that they “had a good night’s sleep”** every night or almost every (35%, compared to 49% overall).
- Many Dragging Duos feel that they are **getting less sleep than they need to function at their best** (41%, compared to 23% overall). They try to **make up their sleep on the weekends** by sleeping an average of 7.8 hours (compared to 6.8 hours during the week).
- Dragging Duos tend to **rise early** during the week, as most **are out of bed** by 7:00 am (72%, compared to 63% overall).
- The Dragging Duos appear to **bring their work home with them**, since many (30%) say that at least a few nights each week they are still engaged in **activities relating to their jobs within an hour of going to bed** (compared to 18% overall).
- Dragging Duos are the most likely of all the segments to be **able to fall asleep in less than fifteen minutes** (83%, compared to 53% overall).
 - In fact, it only takes Dragging Duos an average of about 11 minutes to fall asleep on most nights (compared to 23 minutes overall).
- Most Dragging Duos report that **their partner has at least one symptom of insomnia** (92%, compared to 76% overall).
 - Yet, more so than the average sleeper, they **prefer to** (73%, compared to 62% overall) and **do usually sleep with their significant other** (71%, compared to 61% overall).
- Only 19% of Dragging Duos feel they have a sleep problem, which is very similar to all adults (21%). And, they are **no more likely than the typical adult to be at risk for any sleep disorder** (34%, compared to 34% overall).

How do the Dragging Duos’ sleep habits impact their daily lives?

- The sleep habits of the Dragging Duos do appear to have **some negative impact on their daily lives and relationships**.
- During their wake time, **some** Dragging Duos say that they **feel tired, fatigued or not up to par** at least three days each week (36%, compared to 29% overall).
- Many Dragging Duos say that because they are too sleepy **they have missed events or activities and/or have made errors at work** at least once in the past three months (37%, compared to 28% overall).
- Furthermore, either their or their partner’s sleep disorders have caused **little problems with their relationship** (33%, compared to 25% overall) and about one-fourth say that being too sleepy has **affected their intimate relationships** (25%, compared to 19% overall).
- More than any other segment, Dragging Duos report that their **sleep problem affects their operating a motor vehicle**, with 73% having driven while drowsy during the past year (compared to 60% overall) and 48% having nodded off or actually fallen asleep at the wheel (compared to 37% overall).

Segment Profiles (continued)

Segment 4: Overworked, Overweight, and Over-Caffeinated (17% of the market)

This segment is notable for its high proportion of evening people or “owls.” Many are working rotating, regular evening or regular night shifts and put in long hours on the job. Those who are Overworked, Overweight, and Over-Caffeinated are getting the least amount of sleep of any of the segments and they try to compensate by taking naps during the week. They are at risk for a sleep disorder and experience insomnia. Although their sleep problems impact their daily lives, most do not feel they have a sleep problem and that they can function well with a few hours less sleep than they need.

Who are the Overworked, Overweight, and Over-Caffeinated?

- Most of the Overworked, Overweight, and Over-Caffeinated are **employed** (71%, compared to 65% overall) and, on average, **work the most hours each week** of any other segment (47 hours, compared to 42 hours overall).
 - Compared to the other segments, the Overworked, Overweight, and Over-Caffeinated are the **least likely to work regular day shifts** (59% compared to 80% overall). In fact, many can be found **working rotating, regular evening or regular night shifts** (34%, compared to 16% overall).
- The Overworked, Overweight, and Over-Caffeinated segment contains a **higher representation of males** compared to the overall adult population (67%, compared to 49% overall).
- On average, the Overworked, Overweight, and Over-Caffeinated **consume more cups/cans of caffeinated beverages** a day (4.0 cups/cans, compared to 2.8 overall) and/or **alcoholic beverages** per week (3.8 beverages, compared to 2.5 overall) than does the typical adult sleeper.
 - Furthermore, the Overworked, Overweight, and Over-Caffeinated are **more likely to be smokers** (39%, compared to 25% overall).
- One-half of the Overworked, Overweight, and Over-Caffeinated have a BMI that would classify them as being **obese** (49%, compared to 26% overall) and they are the segment **least likely to be** classified as **average or underweight** (16%, compared to 36% overall).
- A higher than average proportion of the Overworked, Overweight, and Over-Caffeinated have been **diagnosed with at least one medical condition** (75%, compared to 61% overall).
- Many of the Overworked, Overweight, and Over-Caffeinated are **not partnered** (52%, compared to 33% overall) and this segment has the **highest proportions** of individuals who are **single** (24%, compared to 15% overall) or **divorced** (16%, compared to 8% overall).

How are the Overworked, Overweight, and Over-Caffeinated sleeping?

- Compared to the average sleeper, a **smaller proportion** of the Overworked, Overweight, and Over-Caffeinated **report that they “had a good night’s sleep”** every night or almost every (32%, compared to 49% overall).
- Members of this segment are more likely than those in other segments to **consider themselves evening people or “owls”** (56%, compared to 41% overall).
 - About one in six members of the Overworked, Overweight, and Over-Caffeinated segment (16%) usually **go to bed after midnight** during the week, compared to 9% overall.
- On average, the Overworked, Overweight, and Over-Caffeinated get **less than six hours of sleep each night** (5.7 hours) during the week, which is the least of any of the segments (6.8 hours overall).
 - Many attempt to catch up on their sleep by **taking two or more naps each week** (66%), the largest proportion of the five segments (compared to 35% overall).
- Interestingly, the Overworked, Overweight, and Over-Caffeinated **feel they need fewer hours of sleep each night to function at their best** than do the typical adult (5.2 hours, compared to 6.5 hours overall). As a result, many report they are actually getting more sleep than they need (49%).
- Seven in ten of the Overworked, Overweight, and Over-Caffeinated (70%) **experience some symptom of insomnia** at least a few nights every week (compared to 54% overall).
 - Likewise, the Overworked, Overweight, and Over-Caffeinated report experiencing **some symptom of a sleep disorder** at least a few nights a week (88%, compared to 75% overall).
- One-third of the Overworked, Overweight, and Over-Caffeinated have difficulty falling asleep at least a few nights every week (35%, compared to 21% overall) and it generally **takes them longer than most sleepers to fall asleep** (an average of 29 minutes, compared to 23 overall).

Segment Profiles (continued)

Segment 4: Overworked, Overweight, and Over-Caffeinated (17% of the market) (continued)

How do the Overworked, Overweight, and Over-Caffeinated's sleep habits impact their daily lives?

- The sleep habits of the Overworked, Overweight, and Over-Caffeinated do appear to have **some negative impact on their daily lives**.
- During their wake time, the Overworked, Overweight, and Over-Caffeinated say that they **feel tired, fatigued or not up to par** at least three days each week (38%, compared to 29% overall).
- Approximately four in ten members of the Overworked, Overweight, and Over-Caffeinated segment say that because they are too sleepy they have **missed events or activities and/or have made errors at work** (37%, compared to 28% overall) at least once in the past three months.

Segment Profiles (continued)

Segment 5: Sleepless and Missin' the Kissin' (15% of the market)

This segment is the least likely to report they are getting a good night's sleep. They have trouble falling asleep and are the most likely to exhibit symptoms of insomnia and/or a sleep disorder. These individuals try sleep aids and medications to help them sleep. However, their failure to get a good night's sleep has a significant negative impact on their daily lives and relationships. Many have discussed their sleep with the doctor and they have been diagnosed with a medical condition, often depression and/or an anxiety disorder.

Who are the Sleepless and Missin' the Kissin'?

- **Only about one-half** of Sleepless and Missin' the Kissin' (56%) **are employed**, compared to about two-thirds of all adults (65%).
- This segment contains a **higher representation of females** compared to the overall adult population (74%, compared to 51% overall).
- The majority of the Sleepless and Missin' the Kissin' have been **diagnosed with a medical condition** (84%, compared to 61% overall). Most often the condition they suffer from is **depression** (58%) and/or an **anxiety disorder** (39%).
 - Furthermore, about one in ten Sleepless and Missin' the Kissin' (11%) describe themselves as being **disabled** (compared to 4% overall).
- Sleepless and Missin' the Kissin' are the **second highest segment** in their **consumption of caffeinated beverages** (3.2 cups/cans a day, compared to 2.8 overall) and this segment has a **higher than average number of smokers** (32% smoking every day, compared to 20% overall).

How are the Sleepless and Missin' the Kissin' sleeping?

- Sleepless and Missin' the Kissin' are more likely than those in other segments to **consider themselves evening people or “owls”** (59%, compared to 41% overall).
- Almost one-half of the Sleepless and Missin' the Kissin' report that they **“get a good night's sleep”** a few nights a month or less (77%, compared to 27% overall).
 - Not surprisingly, **many Sleepless and Missin' the Kissin' feel they are getting less sleep than they need** to function at their best (47%, compared to 23% overall)
- More than any other segment, Sleepless and Missin' the Kissin' **report they think they have a sleep problem** (58%, compared to 21% overall).
- Virtually all of the Sleepless and Missin' the Kissin' **report experiencing some symptom of a sleep disorder** at least a few nights a week (94%, compared to 75% overall) and/or **some symptom of insomnia** (90%, compared to 54% overall).
- Sleepless and Missin' the Kissin' **have difficulty falling asleep** and it takes them much longer than the average sleeper to fall asleep (48 minutes, compared to 23).
- Many Sleepless and Missin' the Kissin' say that **their doctor has asked them about their sleep** (50%, compared to 29% overall).
- In order to get a good night's sleep, Sleepless and Missin' the Kissin' are more likely than the other sleep groups to **use sleep aids** such as over-the-counter (18%, compared to 5% overall) and/or prescribed medications (21%, compared to 5% overall). Likewise, many **sleep separately** from their partner or significant other, alter their sleep schedules or use earplugs or an eye mask (49%, compared to 31% overall).

How do the Sleepless and Missin' the Kissin's sleep habits impact their daily lives?

- The sleep habits of the Sleepless and Missin' the Kissin' appear to have a **significant negative impact on their daily lives**.
- During their wake time, almost one-half of the Sleepless and Missin' the Kissin' say that **they feel tired, fatigued or not up to par** every day or almost every day (46%, compared to 17% overall).
- Sleepless and Missin' the Kissin' are the most likely to say they have **missed events or activities and/or have made errors at work** at least once in the past three months because they are too sleepy (53%, compared to 28% overall).
- Furthermore, more than any other segment, those in this segment say that either their or their partner's sleep disorders have **caused significant or moderate problems with their relationship** (25%, compared to 8% overall) and/or that being too sleepy has **affected their intimate relationships** (42%, compared to 19% overall).

Segment Profiles (continued)

Sleep Habits							
		Total	Healthy, Lively Larks	Sleep Savvy Seniors	Dragging Duos	Overworked, Overweight, and Over-Caffeinated	Sleepless and Missin' the Kissin'
			(B)	(C)	(D)	(E)	(F)
Usual Bed Time (Weekdays)	n=	(1506)	(407)	(315)	(301)	(250)	(233)
7:00 pm – 9:59 pm		16%	18%	17%	15%	12%	15%
10:00 pm – 10:59 pm		32	38 _{EF}	32 _E	38 _E	20	30 _E
11:00 pm – 12:00 am (Midnight)		39	37	43	37	39	37
12:01 am – 5:00 am		9	5	6	7	16 _{BCD}	13 _{BCD}
Usual Wake Time (Weekdays)	n=	(1506)	(407)	(315)	(301)	(250)	(233)
12:00 am – 4:59 am		10%	12% _C	5%	12% _C	13% _C	9%
5:00 am – 5:59 am		24	33 _{CEF}	15	27 _{CF}	25 _C	19
6:00 am – 6:59 am		29	32 _E	30 _E	33 _E	20	26
7:00 am – 7:59 am		19	16	26 _{BDE}	18	14	21
8:00 am – 11:59 pm		15	6	21 _{BD}	10	21 _{BD}	23 _{BD}
Number of Hours Slept (Weekdays)	n=	(1506)	(407)	(315)	(301)	(250)	(233)
Less than 6 hours		16%	7%	6%	12% _{BC}	40% _{BCDF}	24% _{BCD}
8 or more hours		26	27 _E	41 _{BDEF}	25 _E	8	26 _E
Mean (# of hours)		6.8	7.0 _{DEF}	7.3 _{BDEF}	6.8 _E	5.7	6.6 _E
Number of Hours Slept (Weekends)	n=	(1506)	(407)	(315)	(301)	(250)	(233)
Less than 6 hours		10%	3%	6%	5%	29% _{BCDF}	15% _{BCD}
8 or more hours		49	52 _E	55 _E	58 _E	26	52 _E
Mean (# of hours)		7.4	7.6 _E	7.6 _E	7.8 _{EF}	6.4	7.4 _E
Number of Nights “I Had a Good Night’s Sleep”	n=	(1506)	(407)	(315)	(301)	(250)	(233)
Every night or almost every night		49%	75% _{DEF}	74% _{DEF}	35% _F	32% _F	6%
A few nights a month or less		27	9 _C	3	33 _{BC}	34 _{BC}	77 _{BCDE}
Minimum Hours of Sleep Needed	n=	(1506)	(407)	(315)	(301)	(250)	(233)
Less than 6 hours		21%	24% _{CDF}	12%	8%	52% _{BCDF}	11%
6 to 6.9		29	43 _{CDEF}	24	21	29 _{DF}	20
7 to 7.9		21	19 _E	25 _{BEF}	30 _{BEF}	11	16
8 hours or more		26	12 _E	34 _{BE}	39 _{BE}	5	48 _{BCDE}
Mean (hours)		6.5	6.1 _E	6.9 _{BE}	7.2 _{BCE}	5.2	7.3 _{BCE}
Minimum Hours of Sleep Needed vs. Actual Hours of Sleep¹	n=	(1426)	(394)	(292)	(285)	(240)	(215)
Get <u>less</u> sleep than needed		23%	5%	14% _B	41% _{BCE}	22% _{BC}	47% _{BCE}
Get the <u>same</u> amount of sleep as needed		34	28	44 _{BEF}	37 _B	29	33
Get <u>more</u> sleep than needed		43	67 _{CDEF}	42 _{DF}	22	49 _{DF}	19

Base=Total sample

¹Base=Those answering

Q1-3,6,28,36,3/36

Segment Profiles (continued)

Sleep Habits/Evening Behavior							
		Total	Healthy, Lively Larks	Sleep Savvy Seniors	Dragging Duos	Overworked, Overweight and Over-Caffeinated	Sleepless and Missin' the Kissin'
Naps	n=	(1506)	(407)	(315)	(301)	(250)	(233)
None		45%	69% ^{CDEF}	37% ^E	40% ^E	22%	48% ^{CDE}
1 time		19	23 ^{CE}	17	21 ^E	12	21 ^E
2 or more times		35	8	46 ^{BF}	39 ^{BF}	66 ^{BCDF}	31 ^B
Morning/Evening Person	n=	(1506)	(407)	(315)	(301)	(250)	(233)
Lark		55%	74% ^{CDEF}	58% ^{EF}	54% ^{EF}	37%	36%
Owl		41	21	37 ^B	45 ^{BC}	56 ^{BCD}	59 ^{BCD}
Stay Up Later Than Planned	n=	(1502)	(407)	(315)	(299)	(249)	(232)
At least a few nights a week		47%	30%	32%	53% ^{BC}	70% ^{BCD}	66% ^{BCD}
Rarely or never		30	41 ^{DEF}	41 ^{DEF}	27 ^{EF}	12	18
Activities Within an Hour of Bed (at least a few nights a week)	n=	(1502)	(407)	(315)	(299)	(249)	(232)
Watch TV		87%	90% ^D	93% ^{DEF}	74%	87% ^D	88% ^D
Spend time with family/friends		68	77 ^{CE}	58	71 ^{CE}	60	73 ^{CE}
Read		51	50	54 ^E	59 ^{BEF}	43	47
Take bath or shower		46	44 ^D	42	36	59 ^{BCD}	55 ^{BCD}
On the Internet		28	24	19	34 ^{BC}	35 ^{BC}	31 ^{BC}
Have sex		27	35 ^{CDF}	20	28 ^C	29 ^{CF}	21
Listen to radio/music		24	20	23	22	34 ^{BCDF}	22
Do work relating to job		18	15 ^C	5	30 ^{BCF}	26 ^{BCF}	15 ^C
Drink alcoholic beverage		13	12 ^C	6	14 ^C	20 ^{BCF}	11
Exercise		11	14 ^{CD}	8	7	16 ^{CDF}	10
Length of Time to Fall Asleep	n=	(1506)	(407)	(315)	(301)	(250)	(233)
Less than 15 minutes		53%	65% ^{CEF}	51% ^{EF}	83% ^{BCEF}	40% ^F	8%
15 to 29 minutes		24	26 ^D	28 ^D	13	26 ^D	25 ^D
30 minutes or more		22	8 ^D	18 ^{BD}	2	32 ^{BCD}	65 ^{BCDE}
Mean (minutes)		23.0	15.4 ^D	21.5 ^{BD}	10.8	29.3 ^{BCD}	47.6 ^{BCDE}

Base=Total sample
Q12,45,6a,6b,7

Segment Profiles (continued)

Sleep Problems/Disorders							
	Total	Healthy, Lively Larks	Sleep Savvy Seniors	Dragging Duos	Overworked, Overweight, and Over-Caffeinated	Sleepless and Missin' the Kissin'	
		(B)	(C)	(D)	(E)	(F)	
Symptoms of Insomnia (at least a few nights a week)	n=	(1506)	(407)	(315)	(301)	(250)	(233)
Net: Any symptom of insomnia		54%	31%	41% ^{oB}	59% ^{oBC}	70% ^{oBCD}	90% ^{oBCDE}
Woke up feeling unrefreshed		38	20	17	46 ^{BC}	50 ^{BC}	71 ^{BCDE}
Awake a lot during the night		32	12	28 ^B	29 ^B	45 ^{BCD}	62 ^{BCDE}
Difficulty falling asleep		21	6	11 ^B	7	35 ^{BCD}	67 ^{BCDE}
Woke too early & couldn't get back to sleep		21	10	16 ^B	15	32 ^{BCD}	47 ^{BCDE}
Symptoms of a Sleep Disorder (at least a few nights a week)	n=	(1506)	(407)	(315)	(301)	(250)	(233)
Net: Any symptom of a sleep disorder		75%	60%	63%	81% ^{oBC}	88% ^{oBCD}	94% ^{oBCDE}
Snoring ¹		54	49	45	54	65 ^{BCD}	56
Restless legs syndrome		15	8	10	8	22 ^{BCD}	35 ^{BCDE}
Sleep apnea		6	2	5 ^B	8 ^B	11 ^{BC}	9 ^B
At Risk for a Sleep Disorder	n=	(1506)	(407)	(315)	(301)	(250)	(233)
Net: Any		34%	16%	19%	34% ^{oBC}	50% ^{oBCD}	65% ^{oBCDE}
Restless legs syndrome		10	5	6	5	12 ^{BCD}	27 ^{BCDE}
Insomnia		9	2	2	7 ^{BC}	12 ^{BC}	32 ^{BCDE}
Sleep apnea		26	11	14	28 ^{BC}	44 ^{BCD}	46 ^{BCD}
Not at risk for any		66	84 ^{DEF}	81 ^{DEF}	66 ^{EF}	50 ^F	35
Think They Have a Sleep Problem	n=	(1506)	(407)	(315)	(301)	(250)	(233)
Yes		21%	4%	8% ^B	19% ^{oBC}	32% ^{oBCD}	58% ^{oBCDE}
No		76	95 ^{DEF}	91 ^{DEF}	78 ^{EF}	64 ^F	36
Impact of Sleep Problems on Daily Activity	n=	(1506)	(407)	(315)	(301)	(250)	(233)
Rating of 4 or 5		11%	4%	5%	10% ^{oBC}	13% ^{oBC}	33% ^{oBCDE}
Rating of 3, 4 or 5		24	8	10	28 ^{BC}	32 ^{BC}	59 ^{BCDE}
Feeling Tired, Fatigued or Not Up to Par During Wake Time	n=	(1506)	(407)	(315)	(301)	(250)	(233)
Net: At least 3 days a week		29%	9%	14% ^{oB}	36% ^{oBC}	38% ^{oBC}	65% ^{oBCDE}
Every day/almost every day		17	3	8 ^B	19 ^{BC}	23 ^{BC}	46 ^{BCDE}
3 to 4 days a week		12	6	6	17 ^{BC}	16 ^{BC}	19 ^{BC}
Net: At least 1 day a week		50	26	30	65 ^{BC}	62 ^{BC}	86 ^{oBCDE}
Rarely/Never		49	73 ^{DEF}	69 ^{DEF}	34 ^F	37 ^F	14

Base=Total sample

¹Base=Those who snore at least 3 nights a week

At risk for RLS = Q15a (at least a few nights a week) and Q16 (worse at night)

At risk for insomnia = Q14a-d (at least a few nights a week) and Q22 (at least a few days a week)

At risk for sleep apnea = 2 or 3 sections out of 3 sections of the Berlin questionnaire

Q14a-d,15a,19,21,11,22,34

Segment Profiles (continued)

Sleep Environment							
		Total	Healthy, Lively Larks	Sleep Savvy Seniors	Dragging Duos	Overworked, Overweight, and Over-Caffeinated	Sleepless and Missin' the Kissin'
			(B)	(C)	(D)	(E)	(F)
With Whom Sleep with Nightly¹	n=	(1506)	(407)	(315)	(301)	(250)	(233)
Significant other		61%	76% _{CEF}	51%	71% _{CEF}	44%	53% _E
Alone		31	20	43 _{BDF}	18	49 _{BDF}	32 _{BD}
Pet		12	8	7	18 _{BCE}	10	19 _{BCE}
Children		5	4	2	6 _C	4	9 _{BCE}
With Whom Prefer to Sleep with Nightly¹	n=	(1506)	(407)	(315)	(301)	(250)	(233)
Significant other		62%	78% _{CEF}	50%	73% _{CEF}	50%	54%
Alone		30	18	44 _{BDF}	20	42 _{BD}	34 _{BD}
Pet		8	5	7	12 _{BCE}	6	14 _{BCE}
Children		1	2	1	<1	2	3 _D
Partner's Symptoms of Insomnia (Yes)²	n=	(1008)	(306)	(196)	(239)	(119)	(148)
Net: Any symptom of insomnia		76%	67%	68%	92% _{BCEF}	76%	78% _{BC}
Woke up feeling unrefreshed		56	44	47	73 _{BCE}	55	66 _{BC}
Woke too early & couldn't get back to sleep		46	32	42 _B	69 _{BCEF}	39	49 _B
Woke a lot during the night		38	26	32	58 _{BCEF}	33	45 _{BCE}
Had difficulty falling asleep		37	26	28	65 _{BCEF}	26	35
Partner's Sleep-Related Problems (Yes)²	n=	(1008)	(306)	(196)	(239)	(119)	(148)
Net: Any sleep-related problem		77%	73%	80%	74%	76%	91% _{BCDE}
Snore		67	59	69 _B	66	65	84 _{BCDE}
Move body frequently		34	29	39 _{BDE}	30	28	53 _{BCDE}
Pauses in breathing		19	10	26 _{BDE}	12	9	47 _{BDE}
Unpleasant feelings in legs		15	10	15	13	19 _B	26 _{BCD}
Your or Your Partner's Sleep Disorders Causes Problems with Relationship¹	n=	(1008)	(306)	(196)	(239)	(119)	(148)
Significant/Moderate problems		8%	2%	5%	7% _{0B}	9% _B	25% _{0BCDE}
Little problems		25	15	19	33 _{BC}	29 _B	36 _{BC}
No problems		67	83 _{CDEF}	75 _{DEF}	59 _F	61 _F	39
Does the Following to Ensure That Both Get a Good Night's Sleep²	n=	(1008)	(306)	(196)	(239)	(119)	(148)
Net: Any		31%	20%	27%	35% _B	40% _{0BC}	49% _{BCD}
Sleep in separate bed, bedroom or on the couch		23	13	21 _B	23 _B	33 _{BC}	38 _{BCD}
Alter sleep schedules		8	6	5	9	14 _{BC}	12 _{BC}
Sleep with earplugs or an eyemask		7	4	3	12 _{BCE}	2	13 _{BCE}

Base=Total sample

¹Multiple Responses Accepted, Top Mentions

²Base=Those who are partnered

Q8,9,23,24a-d,25a-d,27

Segment Profiles (continued)

Health Care							
		Total	Healthy, Lively Larks	Sleep Savvy Seniors	Dragging Duos	Overworked, Overweight, and Over-Caffeinated	Sleepless and Missin' the Kissin'
			(B)	(C)	(D)	(E)	(F)
Sleep Aids							
(at least a few nights a week)	n=	(1506)	(407)	(315)	(301)	(250)	(233)
Net: Any		14%	6%	10%	8%	18% _{BCD}	36% _{BCDE}
Over-the-counter (OTC)		5	1	3 _B	2%	5% _{BD}	18% _{BCDE}
Prescription		5	1	3 _D	1	5 _{BD}	21 _{BCDE}
Alcohol		6	4	5	7	11 _{BC}	6
None		77	89 _{CDEF}	83 _{EF}	83 _{EF}	70 _F	51
Doctor Asked about Sleep	n=	(1506)	(407)	(315)	(301)	(250)	(233)
Yes		29%	20%	24%	27% _B	30% _B	50% _{BCDE}
No		70	79 _{DEF}	75 _{EF}	72 _F	68 _F	49
Number of Cups/Cans of Caffeinated Beverages Daily	n=	(1506)	(407)	(315)	(301)	(250)	(233)
None		20%	19%	25% _{EF}	20%	14%	18%
4 or more		25	23	18	20	37 _{BCD}	31 _{BCD}
Mean (number of cups/cans)		2.8	2.6 _C	2.2	2.3	4.0 _{BCD}	3.2 _{BCD}
Number of Alcoholic Beverages Weekly	n=	(1506)	(407)	(315)	(301)	(250)	(233)
None		54%	50%	63% _{BBDE}	48%	48%	64% _{BDE}
4 or more		22	25 _{CF}	15	25 _{CF}	29 _{CF}	12
Mean (number of beverages)		2.5	2.8 _{CF}	1.5	2.8 _{CF}	3.8 _{BCF}	1.7
Agreement with Specific Sleep Related Issues	n=	(1506)	(407)	(315)	(301)	(250)	(233)
You can learn to function well over time with one or two fewer hours of sleep than you need		54%	51%	54%	51%	66% _{BCDF}	53%
Diagnosed with Medical Conditions	n=	(1506)	(407)	(315)	(301)	(250)	(233)
Net: Yes to any condition		61%	44%	66% _{BD}	50%	75% _{BCD}	84% _{BCDE}
High blood pressure		29	18	38 _{BD}	18	45 _{BDF}	34 _{BD}
Arthritis		28	17	35 _{BD}	19	39 _{BD}	39 _{BD}
Heartburn or GERD		19	14	14	18	17	37 _{BCDE}
Depression		18	5	9 _B	14 _B	20 _{BCD}	58 _{BCDE}
Anxiety disorder		12	6	6	9	9	39 _{BCDE}
Diabetes		11	4	14 _{BD}	4	22 _{BCDF}	15 _{BD}
Heart disease		10	6	14 _{BD}	6	12 _{BD}	12 _{BD}
Lung disease		5	2	6 _B	4	6 _B	9 _{BD}

Base=Total sample
Q32a-c,29,46,47,44a,56a-h

Segment Profiles (continued)

Impact of Sleep							
		Total	Healthy, Lively Larks	Sleep Savvy Seniors	Dragging Duos	Overworked, Overweight, and Over-Caffeinated	Sleepless and Missin' the Kissin'
			(B)	(C)	(D)	(E)	(F)
Miss Events/Activities or Made Errors Because of Being Too Sleepy	n=	(1506)	(407)	(315)	(301)	(250)	(233)
Missed 1 or more days of work/events		28%	16% _C	10%	37% _{BC}	37% _{BC}	53% _{BCDE}
Missed 1 or more days work							
Made errors at work							
Missed 1 or more events							
Intimate Relationship Affected Because of Being Too Sleepy	n=	(1506)	(407)	(315)	(301)	(250)	(233)
Yes		19%	10%	9%	25% _{BCE}	16% _{BC}	42% _{BCDE}
Reasons for Being Late to Work	n=	(1506)	(407)	(315)	(301)	(250)	(233)
Net: Sleep issues		18%	14% _C	7%	24% _{BC}	20% _{BC}	31% _{BC}
Concerned about Current Events	n=	(1506)	(407)	(315)	(301)	(250)	(233)
Very concerned		45%	37%	50% _{BE}	48% _B	40%	54% _{BE}

Base=Total sample
Q38/39/40,41,37,43

Driving Drowsy							
		Total	Healthy, Lively Larks	Sleep Savvy Seniors	Dragging Duos	Overworked, Overweight, and Over-Caffeinated	Sleepless and Missin' the Kissin'
			(B)	(C)	(D)	(E)	(F)
Driven a Vehicle While Drowsy (During Past Year)	n=	(1456)	(404)	(296)	(295)	(239)	(222)
Yes		60%	63% _C	36%	73% _{BCE}	64% _C	68% _C
Had an Accident or Near Accident Because of Being Too Sleepy (During Past Year)	n=	(1456)	(404)	(296)	(295)	(239)	(222)
Yes		4%	2%	1%	5% _{BC}	6% _{BC}	7% _{BC}
Ever Nodded Off or Fallen Asleep While Driving a Vehicle	n=	(1456)	(404)	(296)	(295)	(239)	(222)
Yes		37%	37% _C	23%	48% _{BCF}	42% _C	37% _C

Base=Those who drive or have a license
Q48,49,51

Segment Profiles (continued)

Demographics							
		Total	Healthy, Lively Larks	Sleep Savvy Seniors	Dragging Duos	Overworked, Overweight, and Over-Caffeinated	Sleepless and Missin' the Kissin'
			(B)	(C)	(D)	(E)	(F)
Gender	n=	(1506)	(407)	(315)	(301)	(250)	(233)
Male		49%	59% _{CF}	33%	53% _{CF}	67% _{BCDF}	26%
Female		51	41 _E	67 _{BDE}	47 _E	33	74 _{BDE}
Marital Status¹	n=	(1503)	(407)	(315)	(300)	(250)	(231)
Net: Partnered		67%	75% _{CEF}	62% _E	80% _{CEF}	48%	64% _E
Net: Not Partnered		33	25	38 _{BD}	20	52 _{BCDF}	36 _{BD}
Single		15	15 _D	12	9	24 _{BCDF}	17 _D
Divorced		8	6	6	6	16 _{BCDF}	8
Age of Respondent¹	n=	(1492)	(402)	(313)	(297)	(248)	(232)
18-29		12%	15% _{CE}	7%	12% _C	10%	16% _C
30-49		41	50 _C	19	49 _C	44 _C	44 _C
50-64		29	28	25	30	32	28
65+		18	7	49 _{BDEF}	9	14 _B	12 _B
Mean		49.0	44.5	60.0 _{BDEF}	46.1	48.4 _B	46.4
Region	n=	(1506)	(407)	(315)	(301)	(250)	(233)
Northeast		19%	20% _F	19%	22% _F	19%	13%
Midwest		24	26	21	25	28	21
South		36	36	39 _D	31	36	39 _D
West		21	18	21	23	18	27 _{BE}
Area Live¹	n=	(1444)	(392)	(301)	(292)	(240)	(219)
Rural		39%	42%	39%	35%	39%	42%
Urban		18	16	17	18	22	20
Suburban		42	43	44	46	40	38
Ethnicity¹	n=	(1483)	(403)	(310)	(294)	(245)	(231)
White		84%	85% _{6E}	89% _E	88% _{6E}	74%	84% _{6E}
Minority		16	15	11	12	26 _{BCDF}	16
BMI¹	n=	(1457)	(391)	(303)	(297)	(243)	(223)
Underweight/Average		36%	45% _{CE}	33% _E	39% _{CE}	16%	42% _{CE}
Overweight		38	41 _F	42 _F	40 _F	35	30
Obese		26	15	25 _B	21 _B	49 _{BCDF}	28 _B
Smoking Status	n=	(1506)	(407)	(315)	(301)	(250)	(233)
Every day		20%	16%	16%	12%	32% _{BCD}	32% _{BCD}
Some days		5	5 _C	2	5	7 _C	5
Not at all		75	78 _{EF}	82 _{EF}	83 _{EF}	61	63

Base=Total sample

¹Base=Those answering

S2-S4,D1-D3,Q53/54,55

Segment Profiles (continued)

Demographics (continued)							
		Total	Healthy, Lively Larks	Sleep Savvy Seniors	Dragging Duos	Overworked, Overweight, and Over-Caffeinated	Sleepless and Missin' the Kissin'
			(B)	(C)	(D)	(E)	(F)
Employment Status¹	n=	(1506)	(407)	(315)	(301)	(250)	(233)
Net: Employed		65%	86% _{CDEF}	30%	76% _{CF}	71% _{CF}	56% _C
Employed full-time		52	80 _{CDEF}	1	66 _{CF}	58 _{CF}	45 _C
Employed part-time		9	<1	29 _{BDEF}	6 _B	5 _B	8 _B
Working more than one job		5	6	-	5	9 _F	4
Self-employed		1	<1	-	1	1	<1
Retired		19	9	51 _{BDEF}	8	15 _{BD}	11
Full-time homemaker		8	3	13 _{BE}	10 _{BE}	2	13 _{BE}
Disabled		4	<1	3 _B	2	6 _{BD}	11 _{BCDE}
Student		3	2	2	4 _C	4	5 _{BC}
Volunteer		2	2	3 _D	1	2	3
Unemployed		2	1	4 _{BD}	1	2	3
Occupation^{1,2}	n=	(974)	(348)	(93)	(227)	(176)	(130)
Technical		27	28	22	33 _{CEF}	22	23
Service		21	17	38 _{BDE}	14	20	33 _{BDE}
Government		18	16	15	22	17	20
Professional/Managerial		15	15	13	21 _{BEF}	11	11
Laborer (unskilled)		10	13 _{CD}	4	6	13 _{CD}	8
Clerical		7	7 _E	10 _E	7 _E	3	12 _E
Craftsman/Plumber/Electrician/Trade		7	9 _{CF}	2	9 _{CF}	9 _{CF}	2
Machine operator/Truck driver		5	4	5	3	10 _{BD}	5
Work Schedule²	n=	(973)	(348)	(93)	(227)	(177)	(128)
Regular day shifts		80%	91% _{CDEF}	73% _E	82% _E	59%	83% _E
Net: Shift work		14	6	16 _B	14 _B	30 _{BBCDF}	10
Rotating shifts		10	4	13 _B	10 _B	19 _{BDF}	9
Regular night shifts		4	2	3	4	11 _{BBCDF}	2
Regular evening shifts		2	1	4	1	4 _B	3
Hours Worked per week²	n=	(965)	(346)	(92)	(223)	(176)	(1128)
0		1%	1%	2%	<1%	1%	1%
1-20 hours		8	2	39 _{BDEF}	7 _B	5	9 _B
21-39 hours		15	11	48 _{BDEF}	10	11	17
40 hours		34	41 _{CD}	8	28 _C	34 _C	45 _{CD}
41-59 hours		30	33 _{CF}	2	39 _{CF}	31 _C	22 _C
60 or more hours		12	11 _C	1	16 _{CF}	19 _{BCF}	7 _C
Mean (hours)		42.3	44.3 _{CF}	25.0	44.2 _{CF}	46.7 _{BCF}	39.8 _C

Base=Total sample

¹Multiple Responses Accepted, Top Mentions

²Base=Those who are employed and answering

Q57-59,60