

2009 *SLEEP IN AMERICA*™ POLL

SUMMARY OF FINDINGS



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Objectives

The National Sleep Foundation commissioned WB&A Market Research to conduct a national survey of adult Americans – the NSF 2009 *Sleep in America*TM poll.

The primary objectives of this research were to answer the following questions:

1. How important is sleep to adult Americans when compared to diet and exercise?
2. How often do adults engage in healthy or unhealthy eating behaviors and what affect do these behaviors have on their sleep?
3. How often do adults consume substances such as caffeine, alcohol and tobacco, and how do these affect their quality of sleep?
4. What are the sleep habits of adults? Are they getting enough sleep compared to what they say they need?
5. How does their amount of exercise affect the sleep quality of adults?
6. Does satisfaction with relationships and/or jobs as well as current events or other concerns affect adults' quality of sleep?
7. How does daytime sleepiness affect adult lifestyles and how do they cope with sleepiness?
8. What are adults' experiences with driving drowsy?
9. How do health and medical conditions affect adults' sleep habits? How many adults experience various types of sleep problems/disorders and how often do they experience them?
10. What types of sleep aids or medications do adults use to treat their sleep problems/disorders?

NSF wishes to acknowledge the volunteer work of the members of its 2009 Poll Task Force. In appreciation of task force members:

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Methodology

In order to collect the information, a total of 1,000 telephone interviews were conducted among a random sample of Americans between September 22, 2008 and October 30, 2008.

In order to qualify for this study, respondents had to be at least 18 years of age and a head of the household. All households surveyed were within the continental United States. The survey averaged 21 minutes in length.

A random sample of telephone numbers was purchased from SDR Consulting, Inc. and quotas were established by region.

Professional interviewers called from WB&A's telephone interviewing facilities located in Crofton, Maryland and Ithaca, New York. Most of the interviewing was conducted on weekdays between 5:00 pm and 9:00 pm, Saturdays between 10:00 am and 2:00 pm, and Sundays between 4:00 pm and 8:00 pm. The remaining interviews were conducted on weekdays between 9:00 am and 5:00 pm. (All times are in Eastern Standard Time.)

In survey research, the entire population is typically not interviewed, but rather a sample of that population is polled. Therefore, the data are subject to sampling error. The maximum sampling error of the data for the total sample of 1,000 interviews is ± 3.1 percentage points at the 95% confidence level. The sampling error will vary depending on the sample size and the percentages being examined in the sample.

The cooperation rate for this study was 28% (number of completed interviews divided by the sum of the completed interviews and the number of contacted households who refused participation or did not complete appointments). This is comparable to the 26% cooperation rate seen in 2005, which was the last time NSF surveyed the full American adult population. Where applicable, the current data has been compared to these findings (as well as similar polls done in 1998, 2001 and 2002) and are noted within this report.

Quotas	Completed Interviews	
	(number of respondents)	(%)
Region		
Northeast	190	19%
Midwest	240	24%
South	360	36%
West	210	21%
TOTAL	1000	100%

Notes when reading this report:

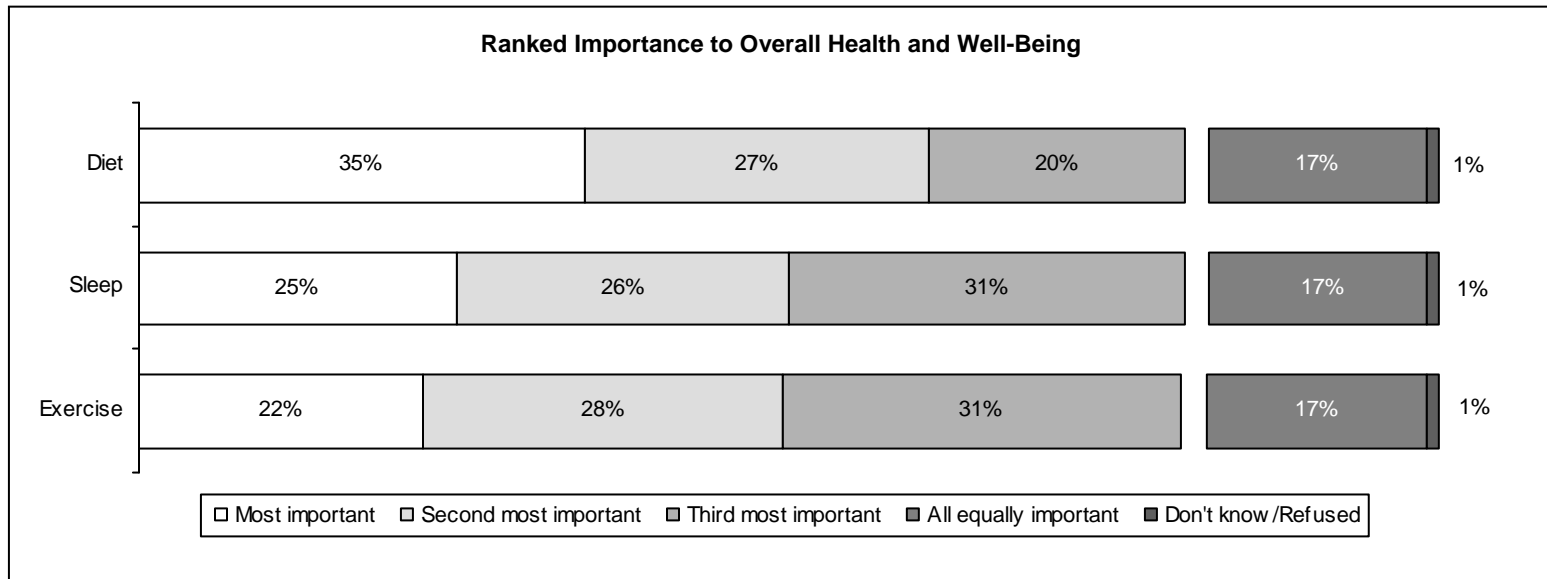
- Percentages may not add up to 100% due to rounding.
- Only landline telephone numbers were used with no oversampling for cell phone users. As a result, the age of survey respondents skews slightly older.
- As can be seen in the objectives on the previous page, the focus of this year's poll is on healthy behaviors and diet habits as they relate to respondents' sleep. As a result, certain audiences were analyzed by multiple variables. These "Health and Diet Behaviors" as well as "Sleep Habits and Problems" variables are outlined in the Appendix of this report.
- Respondents may be referred to as "Active" or "Inactive" throughout this report. Please refer to page 31 for a full explanation of how these terms are defined. A list of the healthy or unhealthy behaviors referred to in the analysis can be found on page 35, and various activities that respondents say they are unable to do because they are too sleepy are listed on page 28.
- Importantly, the lack of a variable being mentioned indicates that there were no significant differences found between the populations being compared.

Findings

Importance of Sleep to Overall Health and Well-Being

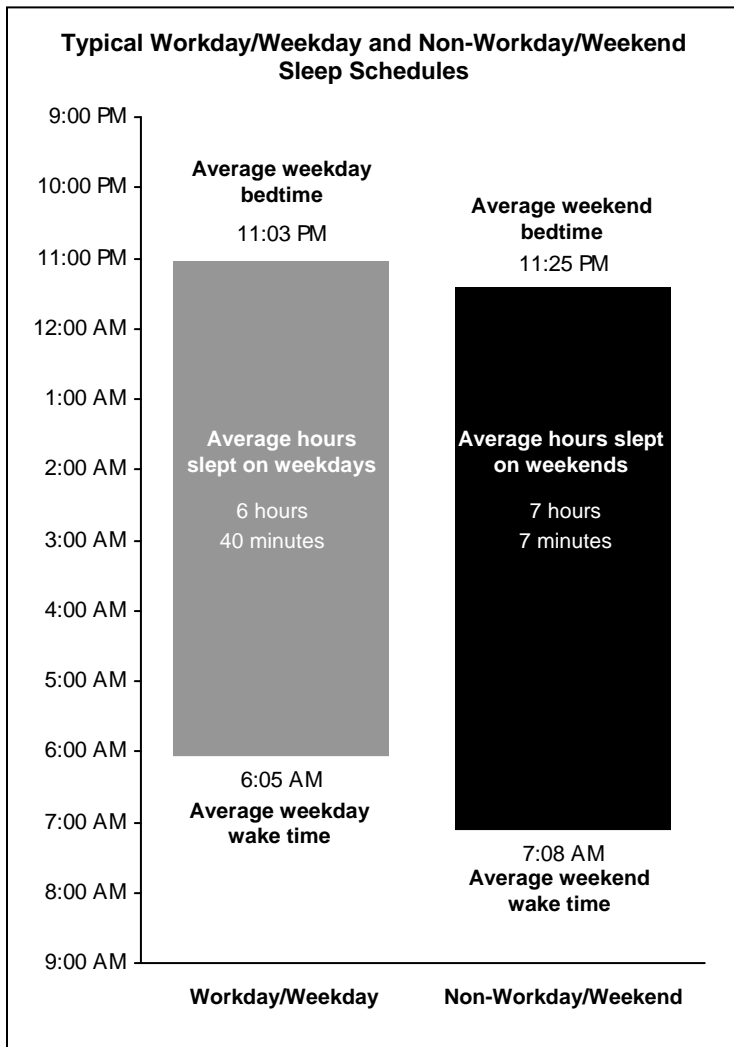
When asked to rank the importance of sleep, diet and exercise to a person's overall health and well-being, about four in ten Americans (42%) agree that sleep is the most important (25%) or at least equally important to diet and exercise (17%).

- Among those saying sleep is either most important or is equally important to diet and exercise, about two-thirds (64%) are sleeping the amount they say they need to in order to function at their best during the day (compared to a similar proportion of 63% of all respondents).



Base = Total sample (n=1,000)
Q26, Q27

Sleep Habits



Base = Total sample (n=1,000)

DK/Ref = 2%-4%

Note: Wake/Bed times are averages derived by using ranges of times (i.e. between 7:00-7:14 AM), while hours slept is collected by asking respondents for hours and minutes they usually sleep in one night.

Q1-Q4, Q5, Q6

Respondents were asked when they typically wake up, go to bed and how long they sleep on both a typical workday or weekday and non-workdays or weekends.

- Overall, the respondents cite going to bed about 20 minutes later on non-workdays or weekends than on workdays or weekdays on average. Specifically, respondents say they go to bed, on average, at 11:03 pm on workdays or weekdays and at 11:25 pm on non-workdays or weekends.
- Respondents overall report waking up an average of about an hour later on non-workdays or weekends than on workdays or weekdays. Specifically, respondents say they wake up, on average, around 6:05 am on workdays or weekdays and around 7:08 am on non-workdays or weekends.
- Therefore, overall, respondents report an average sleep time of about 30 minutes longer on non-workdays or weekends (7 hours and 7 minutes) than workdays or weekdays (6 hours and 40 minutes).
- Notably, though respondents report sleeping an average of 6 hours and 40 minutes on workdays or weekdays, the calculated difference¹ between the time they say they go to bed and the time they get up is 7 hours and 22 minutes. This translates into respondents spending roughly 40 minutes in bed when they are not sleeping.
- Likewise, on non-workdays or weekends, respondents self-report that they get 7 hours and 7 minutes of sleep, but the calculated difference¹ between the time they say they go to bed and the time they get up is 8 hours and 10 minutes. In other words, respondents are spending almost an hour in bed without sleeping on non-workdays or weekends.
- On average, respondents report that it takes them 22 minutes to fall asleep, similar to the 23 minutes reported in 2005.

¹Note: Calculated hours in bed is derived by taking the difference between the values assigned to the ranges of times in which a respondent said they get up and go to bed, whereas the self-reported hours slept is collected by asking respondents for hours and minutes they usually sleep in one night.

Health and Diet Behaviors

Compared to those who report sleeping 8 or more hours (28% of all respondents), the respondents who say they are sleeping less than 6 hours on a typical workday or weekday (20% of all respondents) are:

- More likely to report being unable to do various activities because they are too sleepy (49% vs. 18%), including:
 - Exercise (28% vs. 8%);
 - Engage in leisure activities (30% vs. 7%);
 - Work well and efficiently (21% vs. 9%);
 - Eat healthy (23% vs. 7%); and/or
 - Have sex (15% vs. 6%).
- More likely to have driven drowsy at least once a month in the past year (37% vs. 16%).
- More likely to miss family events, leisure activities or work functions due to sleepiness or a sleep problem (23% one or more times in the past three months vs. 11%).
- More likely to do the following activities to help them get through the day when they are sleepy:
 - Accept it and keep going (62% **very likely** vs. 42%);
 - Use caffeinated beverages (48% **very likely** vs. 31%);
 - In fact, these respondents report drinking more caffeine daily than their counterparts (2.67 cups/cans on average vs. 1.83).
 - Eat foods that are high in sugar or carbohydrates (19% **very likely** vs. 12%);
 - Smoke a cigarette or use tobacco (18% **very likely** vs. 7%); and/or
 - In fact, these respondents are more likely than their counterparts to have smoked a cigarette at least once a day in the past month (28% vs. 15%).
 - Use alerting medication, prescription or over-the-counter drugs to help them get through the day (11% at least **somewhat likely** vs. 4%).
- Less likely to engage in *healthy* eating behaviors (82% *every day or almost every day* in the past month vs. 93%).
 - Notably, these respondents are less likely to do the following *healthy* behaviors *at least a few days a week*:
 - Eat breakfast (66% vs. 85%);
 - Eat at least three meals daily (63% vs. 76%);
 - Have four servings of fruits and vegetables (66% vs. 78%); and/or
 - Have four servings of whole grains (59% vs. 69%).
- More likely to engage in *unhealthy* eating behaviors (15% *every day or almost every day* vs. 8%).
- More likely to be inactive (25% vs. 15%).
- More likely to be obese (35% vs. 26%).
- More likely to be not completely satisfied in their relationship, among those married or partnered (31% **somewhat satisfied or less** vs. 17%) and/or with their job, among those employed (57% **somewhat satisfied or less** vs. 43%).

Sleep Habits (continued)

There has been a decreasing trend in the mean sleep hours respondents have reported since 2001 for both workdays or weekdays and non-workdays or weekends.

- Respondents in total have been reporting more frequently in recent years that they sleep less than 6 hours both during the week and on weekends, while those sleeping 8 hours or more is declining.

Sleep Habits and Problems

In comparison to the sleep behaviors of respondents who are sleeping 8 hours or more on a typical workday or weekday, those who sleep 6 hours or fewer are:

- More likely to report that their sleep needs are not being met (59% vs. 4%).
- More likely to make up for it by getting more sleep on the weekend to help them get through the day when they are sleepy (42% at least **somewhat likely** vs. 33%).
- Less likely to go to bed early that night when they are sleepy during the day (11% **very likely** vs. 19%).
- More likely to say they had a good night's sleep only a few nights a month or less (60% vs. 7%).
- More likely to take 30 minutes or more to fall asleep (46% vs. 13%).
- More likely to have been told by a doctor they have/had a sleep disorder (25% vs. 9%).
- More likely to report symptoms of insomnia (89% at least a few nights a week in the past month vs. 42%).
- More likely to snore (34% vs. 24%).
- More likely to experience symptoms of restless legs syndrome (RLS) (33% at least a few nights a week in the past month vs. 11%).
- More likely to have quit breathing in their sleep (sleep apnea) (14% at least a few nights a week in the past month vs. 4%).

Number of Hours Slept per Night on Weekdays – Self-Reported (past two weeks)					
	1998	2001	2002	2005	2009
	A	B	C	D	E
Less than 6 hours	12%	13%	15% _A	16% _{AB}	20% _{ABCD}
6 to less than 7 hours	23 _B	18	24 _B	24 _B	23
7 to less than 8 hours	28	31	29	31	27
8 or more hours	35 _{CD}	38 _{CDE}	30 _D	26	28
Mean (# of hours)	na	7.0 _{CDE}	6.9 _{DE}	6.8	6.7
Median (# of hours)	na	7.0	7.0	7.0	7.0

Base = Total sample (n=1,000)

na = Not available

Letters indicate significant differences at the 95% confidence level.

Q5

Number of Hours Slept per Night on Weekends – Self-Reported (past two weeks)					
	1998	2001	2002	2005	2009
	A	B	C	D	E
Less than 6 hours	8%	7%	10% _B	10% _B	14% _{ABCD}
6 to less than 7 hours	14 _B	10	12	15 _{BC}	16 _{BC}
7 to less than 8 hours	23	21	22	24	24
8 or more hours	53 _D	61 _{ACDE}	52 _E	49 _E	44
Mean (# of hours)	na	7.8 _{CDE}	7.5 _E	7.4 _E	7.1
Median (# of hours)	na	8.0	8.0	7.5	7.0

Base = Total sample (n=1,000)

na = Not available

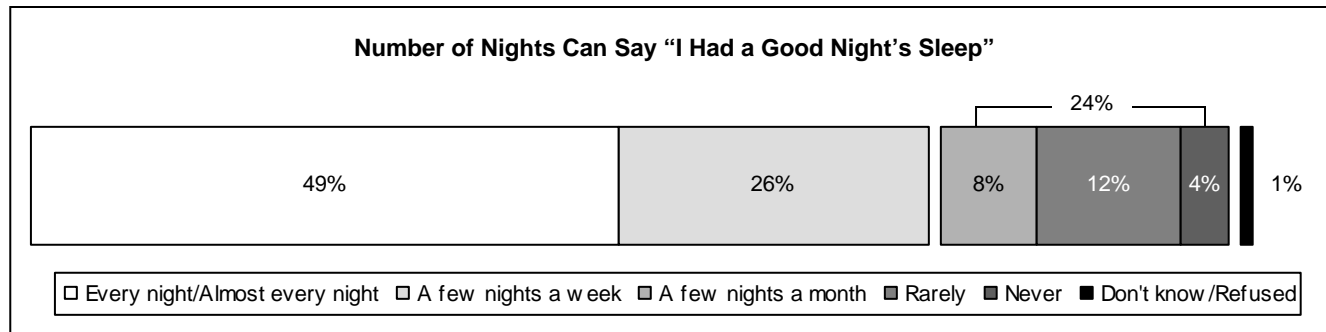
Letters indicate significant differences at the 95% confidence level.

Q6

Getting a Good Night's Sleep

All respondents surveyed were asked how often they can say "I had a good night's sleep," using a scale of every night/almost every night, a few nights a week, a few nights a month, rarely or never.

- Overall, three-fourths (75%) say they get a good night's sleep at least a few nights a week, with 49% saying every night or almost every night. However, about one-fourth (24%) say they get a good night's sleep only a few nights a month or less often.
- The proportion of respondents who can say "I had a good night's sleep" only a few nights a month or less (24%) in the current polling year (2009) is similar to 2005 (27%).



Base = Total sample (n=1,000)
S4

Number of Nights Can Say "I Had a Good Night's Sleep"		
	2005	2009
	D	E
	n = (1,506)	(1,000)
Every night or almost every night	49%	49%
A few nights a week	24	26
Net: A few nights a month or less	27	24
A few nights a month	13 _E	8
Rarely	10	12
Never	3	4

Base = Total sample
Letters indicate significant differences at the 95% confidence level.
S4

Getting a Good Night's Sleep (continued)

Health and Diet Behaviors

Compared to those who sleep better, respondents who say they had a good night's sleep only a few nights a month or less are:

- More likely to report being unable to do any of the following activities because they are too sleepy (52% vs. 14%):
 - Exercise (28% vs. 7%);
 - Engage in leisure activities (31% vs. 5%);
 - Work well and efficiently (24% vs. 7%);
 - Eat healthy (18% vs. 5%); and/or
 - Have sex (19% vs. 5%).
- More likely to have driven drowsy at least once a month in the past year (38% vs. 18%).
- More likely to miss family events, leisure activities or work functions due to sleepiness or a sleep problem (28% one or more times in the past three months vs. 6%).
- More likely to do the following activities to help them get through the day when they are sleepy:
 - Accept it and keep going (64% **very likely** vs. 45%);
 - Use caffeinated beverages (50% **very likely** vs. 31%);
 - In fact, these respondents report drinking more caffeine daily than their counterparts (2.75 cups/cans on average vs. 2.00).
 - Eat foods that are high in sugar or carbohydrates (17% **very likely** vs. 10%);
 - Do less during the day (19% **very likely** vs. 9%);
 - Smoke a cigarette or use tobacco (19% **very likely** vs. 9%); and/or
 - In fact, these respondents are more likely than their counterparts to have smoked a cigarette at least once a day in the past month (26% vs. 16%).
 - Use alerting medication, prescription or over-the-counter drugs to help them get through the day (13% at least **somewhat likely** vs. 5%).
- Less likely to engage in healthy eating behaviors (84% *every day or almost every day* in the past month vs. 93%).
- More likely to be inactive (22% vs. 16%).
- More likely to be not completely satisfied in their relationship, among those married or partnered (32% **somewhat satisfied or less** vs. 14%) and/or with their job, among those employed (53% **somewhat satisfied or less** vs. 41%).

Getting a Good Night's Sleep (continued)

Sleep Habits and Problems

When examining the sleep behaviors of those who get a higher quality of sleep more often, respondents who say they had a good night's sleep only a few nights a month or less are:

- More likely to report that their sleep needs are not being met (56% vs. 11%).
- More likely to take a nap to help them get through the day when they are sleepy (27% **very likely** vs. 18%).
- Less likely to go to bed early that night to help them get through the day (36% at least **somewhat likely** vs. 48%).
- More likely to take 30 minutes or more to fall asleep (46% vs. 9%).
- More likely to sleep less than 6 hours on a typical workday or weekday (50% vs. 6%).
- More likely to use a "sleep aid" (43% at least a few nights a week vs. 24%).
- More likely to have been told by a doctor they have/had a sleep disorder (29% vs. 8%).
- More likely to report symptoms of insomnia (96% at least a few nights a week in the past month vs. 35%).
- More likely to snore (34% at least a few nights a week in the past month vs. 26%).
- More likely to experience symptoms of restless legs syndrome (RLS) (31% at least a few nights a week in the past month vs. 8%).
- More likely to have quit breathing in their sleep (sleep apnea) (15% at least a few nights a week in the past month vs. 2%).

Sleep Needs Being Met

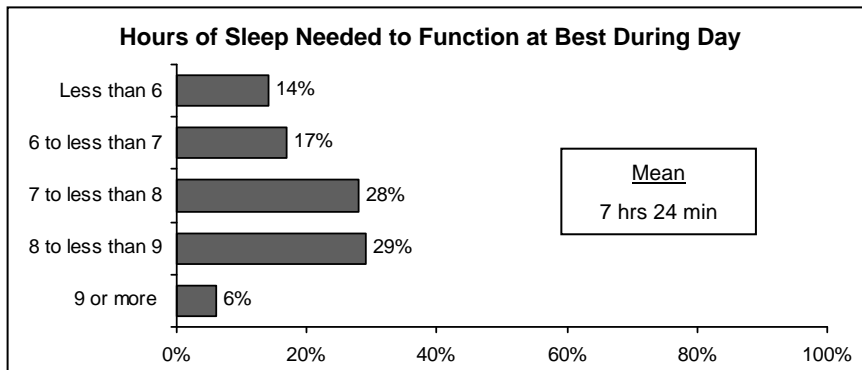
Respondents were asked how many hours of sleep they need to function at their best during the day.

- Respondents, on average, are reporting that they need 7 hours and 24 minutes to function at their best, but they report getting an average of 6 hours and 40 minutes of sleep on a typical workday or weekday.
- When comparing the hours of sleep they say they need to the hours of sleep they are actually getting, about three in ten respondents (29%) are not getting enough sleep, but 63% are getting what they say they need or more [see next page].
 - In fact, among those who say they need between 6 and 7 hours of sleep to function at their best during the day, more than eight in ten (84%) say they are getting at least 6 hours of sleep on a typical workday or weekday. And, among those who say they need between 7 and 8 hours of sleep to function at their best, about seven in ten (69%) are getting at least 7 hours of sleep.
 - Notably, among those who say they need less than 6 hours of sleep per night to function at their best during the day, about six in ten (57%) are actually getting less than 6 hours of sleep on a typical workday or weekday.

Health and Diet Behaviors

When compared to those who say their sleep needs *are* being met, those who are *not* getting the amount of sleep they say they need to function at their best during the day are:

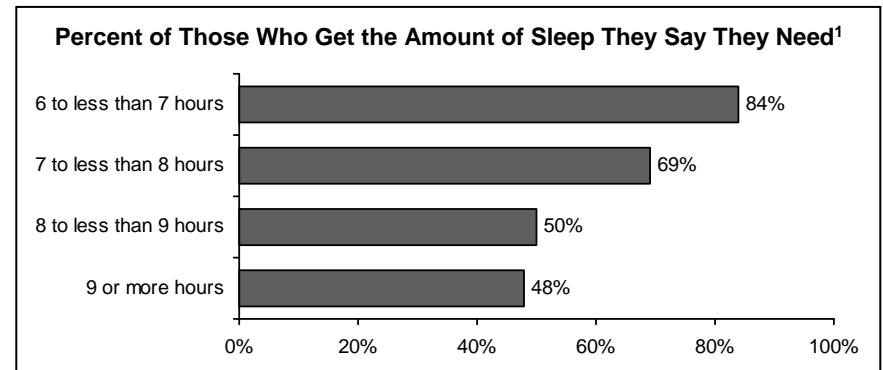
- More likely to report being unable to do any of the following activities because they are too sleepy (54% vs. 19%):
 - Exercise (32% vs. 8%);
 - Engage in leisure activities (31% vs. 7%);
 - Work well and efficiently (27% vs. 8%);
 - Eat healthy (20% vs. 6%); and/or
 - Have sex (19% vs. 6%).



Base = Total sample (n=1,000)

DK/Ref = 6%

Q7



Base = Total sample (n=1,000)

¹Note: This chart shows the proportion of those who say they need a specific number of hours of sleep to function at their best and who get at least that amount of sleep on a typical workday or weekday.

DK/Ref = 2%

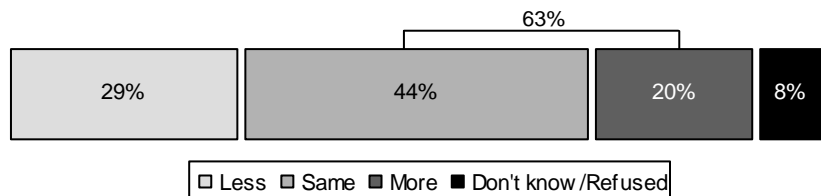
Q5/Q7

Sleep Needs Being Met (continued)

Health and Diet Behaviors (continued)

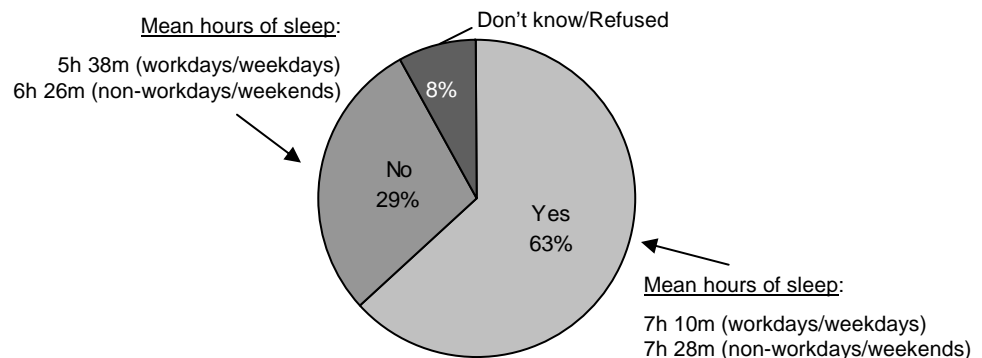
- More likely to have driven drowsy (39% at least once a month in the past year vs. 22%).
- More likely to miss family events, leisure activities or work functions due to sleepiness or a sleep problem (27% one or more times in the past three months vs. 9%).
- More likely to do the following activities to help them get through the day when they are sleepy:
 - Accept it and keep going (63% **very likely** vs. 47%);
 - Use caffeinated beverages (47% **very likely** vs. 34%);
 - In fact, these respondents report drinking more caffeine daily than their counterparts (2.42 cups/cans on average vs. 2.08).
 - Eat foods high in sugar or carbohydrates (18% **very likely** vs. 13%);
 - Do less during the day (54% at least **somewhat likely** vs. 36%);
 - Smoke a cigarette or use tobacco (14% **very likely** vs. 9%); and/or
 - However, these respondents are not any more likely than their counterparts to have smoked a cigarette at least once a day in the past month (77% vs. 82%).
 - Use alerting medication, prescription or over-the-counter drugs (11% at least **somewhat likely** vs. 7%).
- More likely to be not completely satisfied in their relationship, among those married or partnered (28% **somewhat satisfied or less** vs. 19%) and/or with their job, among those employed (58% **somewhat satisfied or less** vs. 42%).

**Sleep Needed vs. Hours Slept
Workdays/Weekdays (Self-Reported)**



Base = Total sample (n=1,000)
Q5/Q7

Sleep Needs Being Met



Base = Total sample (n=1,000)
Q5/Q7

Sleep Needs Being Met (continued)

Sleep Habits and Problems

In terms of sleep behaviors compared to those who say their sleep needs *are* being met, those who are *not* getting the amount of sleep they say they need to function at their best during the day are more likely to:

- Do the following activities to help them get through the day when they are sleepy:
 - Take a nap (27% **very likely** vs. 18%); and/or
 - Make up for it by getting more sleep on the weekend (28% **very likely** vs. 16%).
- Say they had a good night's sleep only a few nights a month or less (47% vs. 14%).
 - In fact, only 19% of those who are not meeting their sleep needs say they get a good night's sleep every night or almost every night, compared to 64% of those whose sleep needs are being met.
- Take 30 minutes or more to fall asleep (42% vs. 14%).
- Sleep less than 6 hours on a typical workday or weekday (41% vs. 11%).
- Use a "sleep aid" (41% at least a few nights a week vs. 28%).
- Have been told by a doctor they have/had a sleep disorder (22% vs. 11%).
- Report symptoms of insomnia (89% at least a few nights a week in the past month vs. 52%).
- Snore (38% at least a few nights a week in the past month vs. 28%).
- Experience symptoms of restless legs syndrome (RLS) (24% at least a few nights a week in the past month vs. 12%).
- Have quit breathing in their sleep (sleep apnea) (11% at least a few nights a week in the past month vs. 4%).

Importantly, only about one-half whose sleep needs are *not* being met (51%) are sleeping the same amount from workdays/weekdays to non-workdays/weekends, compared to 62% of their counterparts.

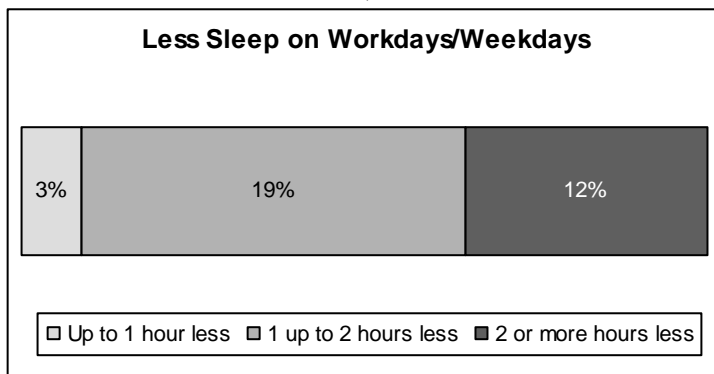
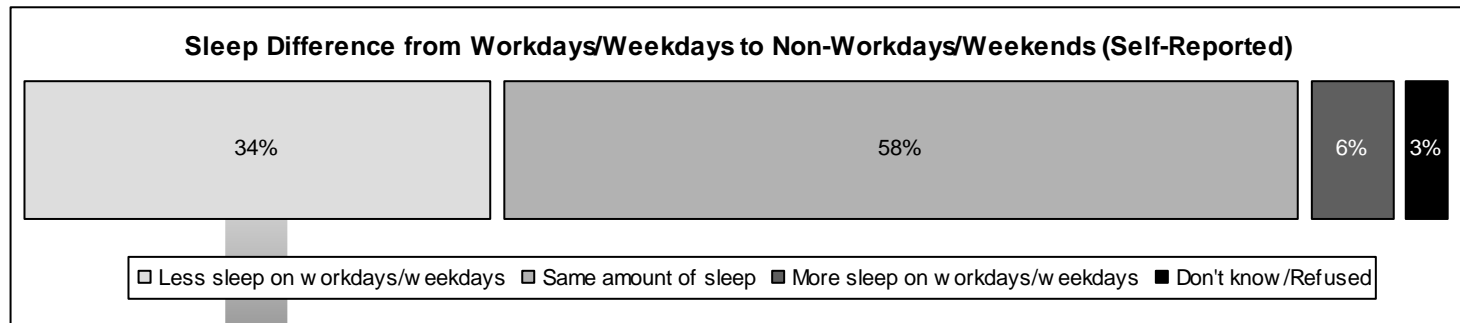
- These respondents are also more likely to report sleeping 2 or more hours less on workdays/weekdays than non-workdays/weekends (18% vs. 9%).

And, those whose sleep needs are *not* being met are more likely than those whose sleep needs *are* being met to say they need 8 hours or more of sleep to function at their best during the day (59% vs. 27%).

Sleep Difference from Workdays/Weekdays to Non-Workdays/Weekends

Using the times that respondents reported sleeping on workdays or weekdays and non-workdays or weekends, their sleep difference from workdays/weekdays to non-workdays/weekends was calculated.

- About one-third of respondents overall (34%) say they get less sleep on workdays/weekdays than on non-workdays/weekends, with 12% saying they get 2 or more hours less.
 - Notably, those who get 2 or more hours less sleep are averaging 6 hours, 5 minutes of sleep on workdays/weekdays and 8 hours, 38 minutes of sleep on non-workdays/weekends.
- Since 2001, the number of respondents reporting they get the same amount of sleep on workdays/weekdays versus non-workdays/weekends has significantly increased.
 - Those who get the same amount of sleep are averaging 6 hours, 47 minutes of sleep for both workdays/weekdays and non-workdays/weekends.



	Sleep Difference from Workdays/Weekdays to Non-Workdays/Weekends			
	2001	2002	2005	2009
	B	C	D	E
n =	(1,004)	(1,010)	(1,506)	(1,000)
Less sleep on workdays	48% _{DE}	46% _E	43% _E	34%
Up to 1 hour less	-	6 _E	-	3
1 up to 2 hours less	24 _{CE}	19	24 _{CE}	19
2 or more hours less	25 _{DE}	21 _E	19 _E	12
Same amount of sleep	39	40	45 _{BC}	58 _{BCD}
More sleep on workdays	11 _E	10 _E	9 _E	6

Base = Total sample (n=1,000)
Q5, Q6

Base = Total sample
Letters indicate significant differences at the 95% confidence level.
Q1/Q2, Q3/Q4, Q5/Q6

Sleep Difference from Workdays/Weekdays to Non-Workdays/Weekends (continued)

Health and Diet Behaviors

Compared to those who sleep the same amount between workdays/weekdays and non-workdays/weekends, those respondents who sleep 2 or more hours less on a typical workday/weekday are:

- More likely to report being unable to do various activities because they are too sleepy (41% vs. 26%), especially their inability to engage in leisure activities (23% vs. 14%).
- More likely to have driven drowsy (47% at least once a month in the past year vs. 21%).
- More likely to miss family events, leisure activities or work functions due to sleepiness or a sleep problem (23% one or more times in the past three months vs. 12%).
- More likely to do the following activities to help them get through the day when they are sleepy:
 - Accept it and keep going (84% at least **somewhat likely** vs. 72%);
 - Use caffeinated beverages (48% **very likely** vs. 36%); and/or
 - However, the average daily caffeine consumption is not statistically significant between the two groups (2.19 cups/cans on average vs. 2.12).
 - Smoke a cigarette or use tobacco (23% at least **somewhat likely** vs. 14%).
 - However, these respondents are not any more likely than their counterparts to have smoked a cigarette at least once a day in the past month (22% vs. 18%).
- More likely to report drinking two or more alcoholic beverages per day (41% at least a few days a month in the past month vs. 29%).
- Less likely to engage in *healthy* eating behaviors (82% every day or almost every day in the past month vs. 91%).
- More likely to engage in *unhealthy* eating behaviors (18% every day or almost every day in the past month vs. 9%).

Sleep Habits and Problems

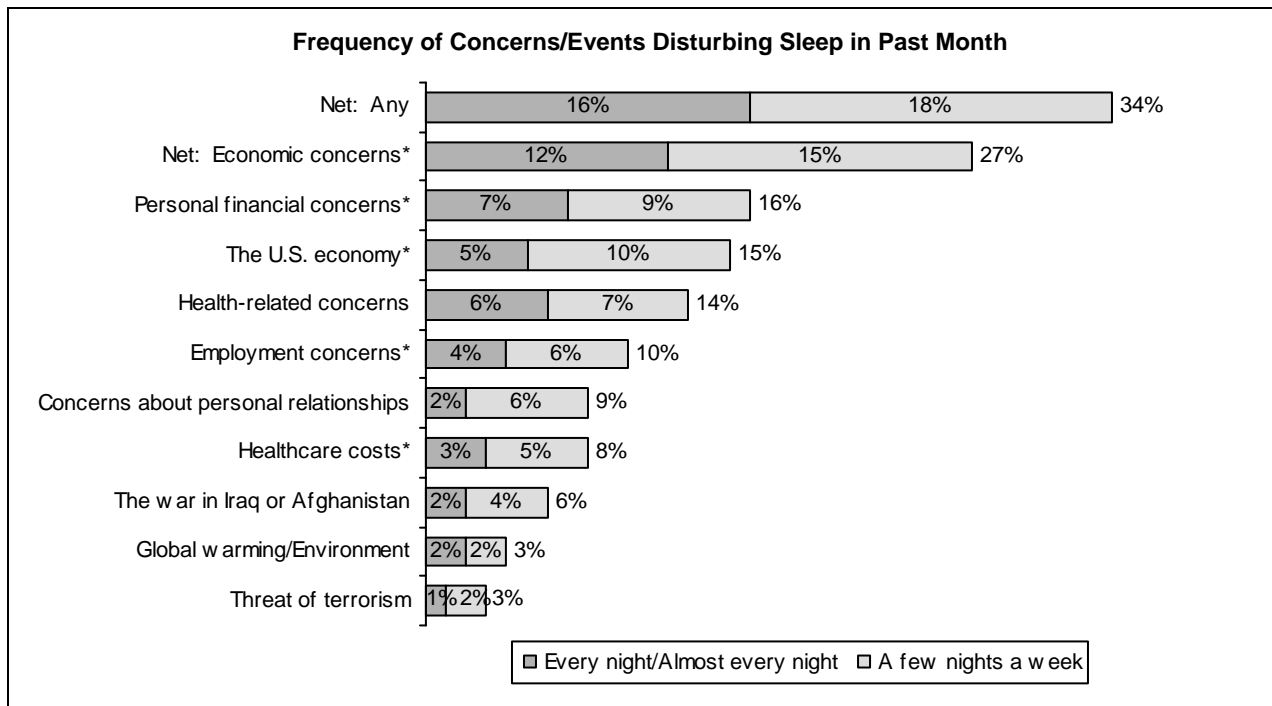
When examining the sleep behaviors of those who have more even sleep habits, respondents who sleep 2 or more hours less on a typical workday/weekday are:

- More likely to report that their sleep needs are not being met (46% vs. 26%).
- Less likely to say they had a good night's sleep (39% every night or almost every night vs. 52%).
- More likely to do the following activities to help them get through the day when they are sleepy:
 - Make up for it by getting more sleep on the weekend (50% **very likely** vs. 13%); and/or
 - Go to bed early that night (62% at least **somewhat likely** vs. 43%).
- More likely to sleep less than 6 hours on a typical workday or weekday (35% vs. 19%).
- More likely to snore (43% at least a few nights a week in the past month vs. 27%).

Frequency of Concerns/Events Disturbing Sleep

Respondents were asked how often the topics or events listed in the chart below have disturbed their sleep or kept them up at night in the past month.

- About one-third of respondents (34%) say that any of these concerns has disturbed their sleep or kept them up at night at least a few nights a week in the past month.
- Notably, more than one-fourth of respondents (27%) say at least one of the following economic concerns has disturbed their sleep or kept them up at night at least a few nights a week in the past month: personal financial concerns (16%), the U.S. economy (15%), employment concerns (10%) and/or healthcare costs (8%).
 - Of those who have had their sleep disturbed by economic concerns at least a few nights a week in the past month, more than one-half (54%) have also had difficulty with their feelings at least a few days a week in the last month (see page 20 for a list of specified feelings).



Base = Total sample (n=1,000)

*Note: This net includes the attributes of personal financial concerns, the U.S. economy, employment concerns and healthcare costs.

Q12

Frequency of Concerns/Events Disturbing Sleep (continued)

Health and Diet Behaviors

Compared to the respondents who said that economic concerns have disturbed their sleep or have kept them up a few nights a month or less often in the past month, those who have had their sleep disturbed more often (27% of all respondents) are more likely to:

- Report being unable to do any of the following activities because they are too sleepy (51% vs. 22%):
 - Exercise (30% vs. 10%);
 - Engage in leisure activities (28% vs. 10%);
 - Work well and efficiently (25% vs. 9%);
 - Eat healthy (22% vs. 6%); and/or
 - Have sex (16% vs. 7%).
- Have driven drowsy (41% at least once a month in the past year vs. 23%).
- Miss family events, leisure activities or work functions due to sleepiness or a sleep problem (24% one or more times in the past three months vs. 11%).
- Do the following activities to help them get through the day when they are sleepy:
 - Accept it and keep going (58% **very likely** vs. 50%);
 - Use caffeinated beverages (47% **very likely** vs. 34%);
 - In fact, these respondents report drinking more caffeine daily than their counterparts (2.49 cups/cans on average vs. 2.06).
 - Eat foods high in sugar or carbohydrates (21% **very likely** vs. 11%);
 - Do less during the day (19% **very likely** vs. 10%);
 - Smoke a cigarette or use tobacco (18% **very likely** vs. 10%); and/or
 - In fact, these respondents are more likely than their counterparts to have smoked a cigarette at least once a day in the past month (27% vs. 16%).
 - Use alerting medication, prescription or over-the-counter drugs (8% **very likely** vs. 1%).
- Have eaten out (39% at least a few days a week in the past month vs. 32%).
- Be obese (37% vs. 28%).
- Be not completely satisfied in their relationship, among those married or partnered (33% **somewhat satisfied or less** vs. 18%) and/or with their job, among those employed (59% **somewhat satisfied or less** vs. 43%).

Frequency of Concerns/Events Disturbing Sleep (continued)

Sleep Habits and Problems

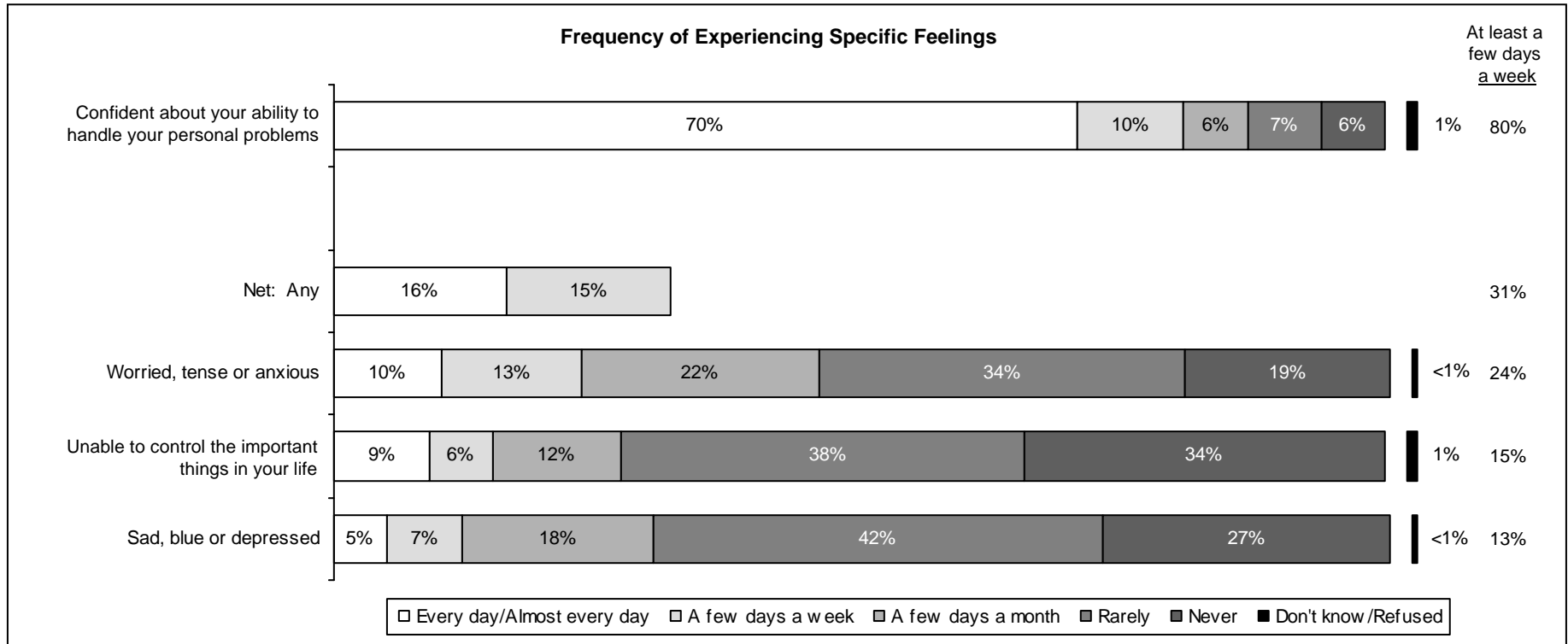
In comparison to the sleep behaviors of those whose sleep is disturbed a few days a month or less by economic concerns, those whose sleep has been disturbed more often (27% of all respondents) are more likely to:

- Report that their sleep needs are not being met (46% vs. 23%).
- Do the following activities to help them get through the day when they are sleepy:
 - Make up for it by getting more sleep on the weekend (29% **very likely** vs. 17%); and/or
 - Go to bed early that night (20% **very likely** vs. 14%).
- Say they had a good night's sleep only a few nights a month or less (39% vs. 19%).
- Take 30 minutes or more to fall asleep (39% vs. 18%).
- Sleep less than 6 hours on a typical workday or weekday (35% vs. 14%).
- Use a "sleep aid" (46% at least a few nights a week vs. 25%).
- Have been told by a doctor they have/had a sleep disorder (19% vs. 13%).
- Report symptoms of insomnia (86% at least a few nights a week in the past month vs. 55%).
- Experience symptoms of restless legs syndrome (RLS) (32% at least a few nights a week in the past month vs. 11%).
- Have quit breathing in their sleep (sleep apnea) (9% at least a few nights a week in the past month vs. 5%).

Sleep and Mood

Respondents were asked how often in the past month they have felt the feelings outlined in the chart below.

- Seven in ten respondents (70%) say they felt confident about their ability to handle their personal problems every day or almost every day over the last month.
- However, about three in ten (31%) say that they had difficulty with one of the following at least a few days a week in the last month: feeling worried, tense or anxious (24% at least a few days a week); feeling that they were unable to control the important things in their life (15%); and/or feeling sad, blue or depressed (13%).



Base = Total sample (n=1,000)
Q36-Q39

Health and Diet Behaviors

When compared to the respondents who have difficulty with their feelings a few days a month or less, those who have had difficulty with their feelings more often (31% of all respondents) are:

- More likely to report being unable to do any of the following activities because they are too sleepy (54% vs. 19%):
 - Exercise (30% vs. 8%);
 - Engage in leisure activities (29% vs. 8%);
 - Work well and efficiently (28% vs. 7%);
 - Eat healthy (19% vs. 7%); and/or
 - Have sex (18% vs. 6%).
- More likely to have driven drowsy (39% at least once a month in the past year vs. 22%).
- More likely to miss family events, leisure activities or work functions due to sleepiness or a sleep problem (27% one or more times in the past three months vs. 9%).
- More likely to do the following activities to help them get through the day when they are sleepy:
 - Accept it and keep going (59% **very likely** vs. 49%);
 - Use caffeinated beverages (50% **very likely** vs. 32%);
 - In fact, these respondents report drinking more caffeine daily than their counterparts (2.62 cups/cans on average vs. 1.98).
 - Eat foods that are high in sugar or carbohydrates (19% **very likely** vs. 12%);
 - Do less during the day (18% **very likely** vs. 10%);
 - Smoke a cigarette or use tobacco (16% **very likely** vs. 8%); and/or
 - In fact, these respondents are more likely than their counterparts to have smoked a cigarette at least once a day in the past month (27% vs. 15%).
 - Use alerting medication, prescription or over-the-counter drugs (6% **very likely** vs. 2%).
- Less likely to be active (39% vs. 47%).
- More likely to be not completely satisfied in their relationship, among those married or partnered (34% **somewhat satisfied or less** vs. 16%) and/or with their job, among those employed (62% **somewhat satisfied or less** vs. 40%).

Sleep Habits and Problems

When examining the sleep behaviors of those who have difficulty with their feelings a few days a month or less, their counterparts are:

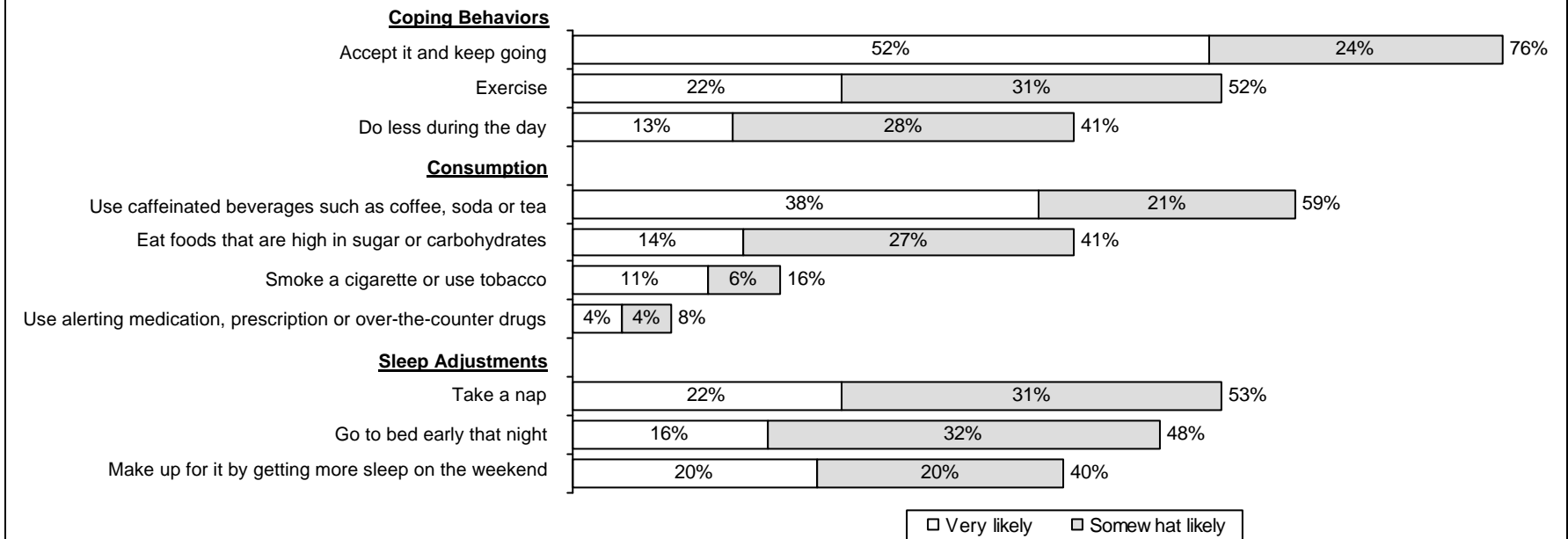
- More likely to report that their sleep needs are not being met (43% vs. 23%).
- More likely to make up for it by getting more sleep on the weekend to help them get through the day when they are sleepy (28% **very likely** vs. 16%).
- Less likely to exercise to help them get through the day (47% at least **somewhat likely** vs. 55%).
- More likely to say they had a good night's sleep only a few nights a month or less (42% vs. 16%).
- More likely to take 30 minutes or more to fall asleep (33% vs. 20%).
- More likely to sleep less than 6 hours on a typical workday or weekday (30% vs. 15%).
- More likely to use a "sleep aid" (43% at least a few nights a week vs. 26%).
- More likely to have been told by a doctor they have/had a sleep disorder (25% vs. 10%).
- More likely to report symptoms of insomnia (84% at least a few nights a week in the past month vs. 55%).
- More likely to snore (36% at least a few nights a week in the past month vs. 28%).
- More likely to experience symptoms of restless legs syndrome (RLS) (28% at least a few nights a week in the past month vs. 12%).
- More likely to have quit breathing in their sleep (sleep apnea) (11% at least a few nights a week in the past month vs. 4%).

Impact of Sleepiness

All respondents surveyed were asked the likelihood of doing various activities to help them get through the day when they are sleepy, using a scale of very likely, somewhat likely or not likely.

- Overall, respondents most often tend to use coping behaviors when they are sleepy during the day. For example, about three-fourths of respondents (76%) say they are at least somewhat likely to just accept it and keep going, while about one-half (52%) are at least somewhat likely to exercise. And, about four in ten (41%) said they are at least somewhat likely to do less during the day.
- Meanwhile, some respondents use a form of consumption when they are sleepy during the day. Specifically, 59% of respondents say they are at least somewhat likely to use caffeinated beverages.
- Specifically, more than four in ten respondents (45%) say they drink one or two cups or cans per day, while another 32% say they drink three or more caffeinated beverages.
- About four in ten (41%) are likely to eat foods that are high in sugar or carbohydrates when they are sleepy during the day.
- About one in six (16%) are at least somewhat likely to smoke a cigarette or use tobacco to get through the day, while about one in ten (8%) are likely to use alerting medication, prescription or over-the-counter drugs.
- And, some respondents adjust their sleep when they are sleepy during the day. Roughly one-half of respondents say they are at least somewhat likely to take a nap (53%) and/or go to bed early that night (48%). Meanwhile, four in ten (40%) are at least somewhat likely to make up for it by getting more sleep on the weekend.

Likelihood of Activity When Sleepy During the Day



Impact of Sleepiness (continued)

- Respondents in the current polling year (2009) are more likely than respondents in 2001 to exercise (52% vs. 35%) and/or take a nap (53% vs. 37%) when they are sleepy during the day.
- On the other hand, respondents in the current polling year (2009) are less likely than respondents in 2001 to accept it and keep going (76% vs. 87%), eat foods that are high in sugar or carbohydrates (41% vs. 48%) and/or make up for it by getting more sleep on the weekend (40% vs. 47%).

Likelihood of Activity When Sleepy During the Day – At Least Somewhat Likely		
	<u>2001</u>	<u>2009</u>
	B	E
n =	(1,004)	(1,000)
<u>Coping Behaviors</u>		
Accept it and keep going	87% _E	76%
Exercise	35	52 _B
Do less during the day	43	41
<u>Consumption</u>		
Use caffeinated beverages such as coffee, soda or tea	61%	59%
Eat foods that are high in sugar or carbohydrates	48 _E	41
Smoke a cigarette or use tobacco	na	16
Use alerting medication, prescription or over-the-counter drugs	7	8
<u>Sleep Adjustments</u>		
Take a nap	37%	53% _B
Go to bed early that night	52	48
Make up for it by getting more sleep on the weekend	47 _E	40

Base = Total sample

na = not asked in 2001

Letters indicate significant differences at the 95% confidence level.

Q15

Impact of Sleepiness (continued)

Health and Diet Behaviors

When compared to those who are *very likely* to accept it and keep going when they are sleepy during the day, their counterparts are more likely to:

- Report being unable to do various activities because they are too sleepy (35% vs. 25%), including:
 - Exercise (18% vs. 13%);
 - Engage in leisure activities (18% vs. 11%); and/or
 - Have sex (13% vs. 7%).
- Have driven drowsy (33% at least once a month in the past year vs. 22%).
- Miss family events, leisure activities or work functions due to sleepiness or a sleep problem (17% one or more times in the past three months vs. 12%).
- Do the following activities to help them get through the day when they are sleepy:
 - Use caffeinated beverages (47% **very likely** vs. 28%);
 - In fact, these respondents report drinking more caffeine daily than their counterparts (2.53 cups/cans on average vs. 1.78).
 - Exercise (24% **very likely** vs. 18%);
 - Eat foods that are high in sugar or carbohydrates (18% **very likely** vs. 11%);
 - Do less during the day (16% **very likely** vs. 9%); and/or
 - Smoke a cigarette or use tobacco (14% **very likely** vs. 7%).
 - In fact, these respondents are more likely than their counterparts to have smoked a cigarette at least once a day in the past month (21% vs. 16%).
- Be not satisfied in their relationship, among those married or partnered (5% **not satisfied** vs. 2%).

Sleep Habits and Problems

In relation to their sleep behaviors, these respondents are:

- More likely to report that their sleep needs are not being met (35% vs. 25%).
- More likely to make up for it by getting more sleep on the weekend (23% **very likely** vs. 17%) and/or go to bed early that night (19% **very likely** vs. 13%) to help them get through the day when they are sleepy.
- Less likely to take a nap when they are sleepy during the day (50% at least **somewhat likely** vs. 58%).
- More likely to say they had a good night's sleep only a few nights a month or less (30% vs. 18%).
- More likely to sleep less than 6 hours on a typical workday or weekday (24% vs. 16%).
- More likely to report symptoms of insomnia (69% at least a few nights a week in the past month vs. 59%).

Impact of Sleepiness (continued)

The respondents surveyed were asked if they have missed family events, leisure activities or work functions in the past three months because they were too sleepy or had a sleep problem.

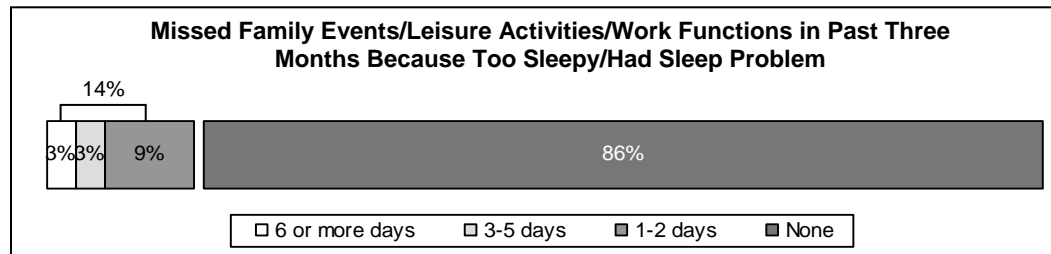
- About one in seven respondents (14%) say they have missed at least one event due to sleepiness or a sleep problem in the past three months. The proportion of those who have missed activities due to sleepiness in the current polling year (2009) is comparable to 2005 (16%).

Health and Diet Behaviors

Compared to those who have *not* missed family events, leisure activities or work functions in the past three months, those respondents who *have* done so (14% of all respondents) are:

- More likely to report being unable to do any of the following activities because they are too sleepy (69% vs. 23%):
 - Exercise (40% vs. 11%);
 - Engage in leisure activities (42% vs. 10%);
 - Work well and efficiently (42% vs. 9%);
 - Eat healthy (27% vs. 8%); and/or
 - Have sex (25% vs. 7%).
- More likely to have driven drowsy (43% at least once a month in the past year vs. 25%);
- More likely to do the following activities to help them get through the day when they are sleepy:
 - Accept it and keep going (62% **very likely** vs. 50%);
 - Use caffeinated beverages (52% **very likely** vs. 35%);
 - However, the average daily caffeine consumption is not statistically significant between the two groups (2.44 cups/cans vs. 2.13).
 - Eat foods high in sugar or carbohydrates (56% at least **somewhat likely** vs. 38%);
 - Do less during the day (31% **very likely** vs. 10%); and/or
 - Use alerting medication, prescription or over-the-counter drugs (9% **very likely** vs. 3%).
- More likely to have smoked a cigarette at least once a day in the past month (27% vs. 18%), though it does not appear to be an activity they do to help them get through the day when they are sleepy.
- Less likely to be overweight (29% vs. 38%).
- More likely to be not completely satisfied in their relationship, among those married or partnered (45% **somewhat satisfied or less** vs. 18%).

Notably, these respondents are also more likely to be female (62% vs. 48%).



Base = Total sample (n=1,000)
Q19

Sleep Habits and Problems

When evaluating the sleep behaviors of the respondents who have *not* missed events, those who *have* are more likely to:

- Report that their sleep needs are not being met (55% vs. 25%).
- Make up for it by getting more sleep on the weekend to help them get through the day when they are sleepy (30% **very likely** vs. 18%).
- Say they had a good night's sleep only a few nights a month or less (47% vs. 20%).
- Take 30 minutes or more to fall asleep (47% vs. 20%).
- Sleep less than 6 hours on a typical workday or weekday (32% vs. 18%).
- Use a "sleep aid" (48% at least a few nights a week vs. 28%).
- Have been told by a doctor they have/had a sleep disorder (31% vs. 12%).
- Report symptoms of insomnia (85% at least a few nights a week in the past month vs. 60%).
- Experience symptoms of restless legs syndrome (RLS) (24% at least a few nights a week in the past month vs. 15%).
- Have quit breathing in their sleep (sleep apnea) (15% at least a few nights a week in the past month vs. 5%).

Impact of Sleepiness (continued)

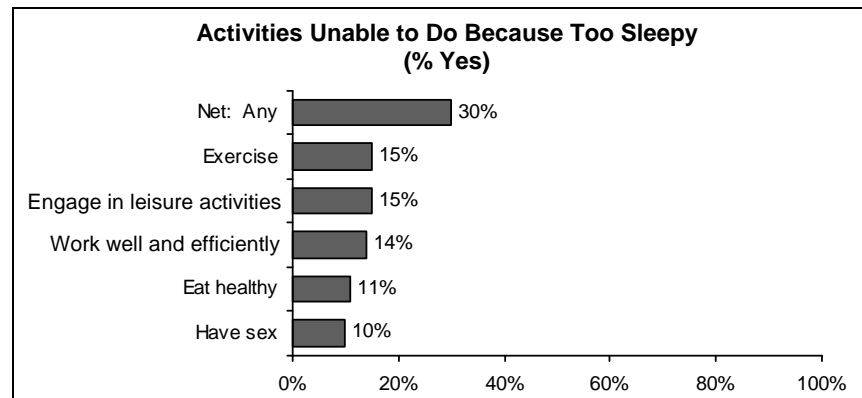
All respondents were asked, when thinking about their typical day, which activities they were *unable to do* because they are too sleepy.

- Three in ten respondents (30%) say that they are unable to do at least one of the activities displayed in the chart below.

Health and Diet Behaviors

Compared to those whose sleepiness does *not* affect their ability to do the activities listed below, those respondents who said they *are* affected are more likely to:

- Have driven drowsy (43% at least once a month in the past year vs. 21%).
- Miss family events, leisure activities or work functions due to sleepiness or a sleep problem (33% one or more times in the past three months vs. 6%).
- Do the following activities to help them get through the day when they are sleepy:
 - Accept it and keep going (61% **very likely** vs. 48%);
 - Use caffeinated beverages (51% **very likely** vs. 32%);
 - In fact, these respondents report drinking more caffeine daily than their counterparts (2.40 cups/cans on average vs. 2.08).
 - Eat foods that are high in sugar or carbohydrates (21% **very likely** vs. 11%);
 - Do less during the day (21% **very likely** vs. 9%);
 - Smoke a cigarette or use tobacco (14% **very likely** vs. 9%); and/or
 - In fact, these respondents are more likely than their counterparts to have smoked a cigarette at least once a day in the past month (26% vs. 16%).
 - Use alerting medication, prescription or over-the-counter drugs (6% **very likely** vs. 2%).
- Be obese (38% vs. 28%).
- Be not completely satisfied in their relationship, among those married or partnered (33% **somewhat satisfied or less** vs. 17%) and/or with their job, among those employed (56% **somewhat satisfied or less** vs. 43%).



Base = Total sample (n=1,000)

DK/Ref = 1%-5%

Q14

Sleep Habits and Problems

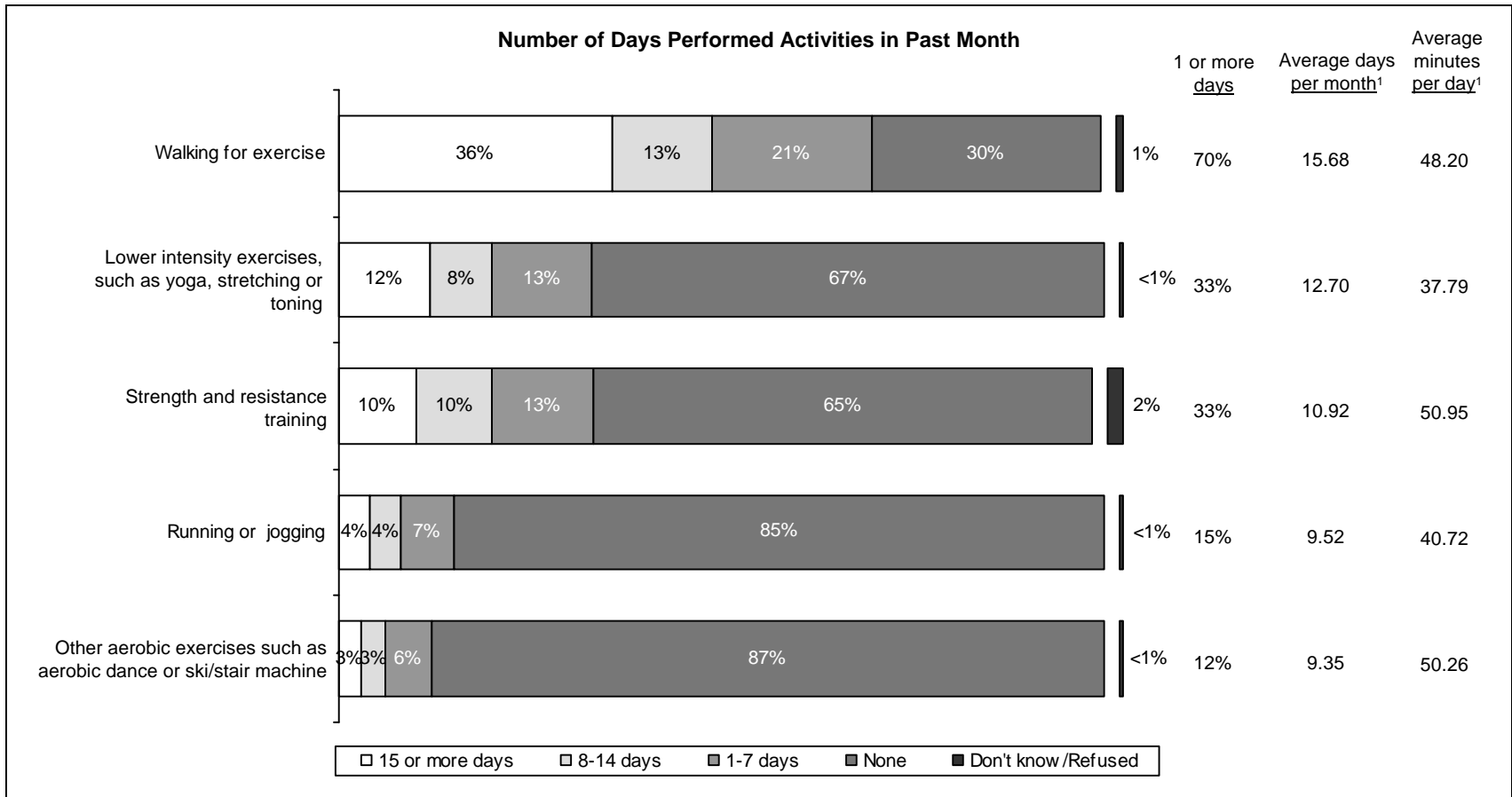
Compared to their counterparts, these respondents are also more likely to:

- Report that their sleep needs are not being met (53% vs. 19%).
- Do the following activities to help them get through the day when they are sleepy:
 - Take a nap (27% **very likely** vs. 19%);
 - Make up for it by getting more sleep on the weekend (28% **very likely** vs. 16%); and/or
 - Go to bed early that night (21% **very likely** vs. 14%).
- Say they had a good night's sleep only a few nights a month or less (43% vs. 16%).
- Take 30 minutes or more to fall asleep (35% vs. 19%).
- Sleep less than 6 hours on a typical workday or weekday (33% vs. 14%).
- Use a “sleep aid” (43% at least a few nights a week vs. 26%).
- Have been told by a doctor they have/had a sleep disorder (23% vs. 11%).
- Report symptoms of insomnia (87% at least a few nights a week in the past month vs. 54%).
- Snore (40% at least a few nights a week in the past month vs. 27%).
- Experience symptoms of restless legs syndrome (RLS) (28% at least a few nights a week in the past month vs. 12%).
- Have quit breathing in their sleep (sleep apnea) (11% at least a few nights a week in the past month vs. 4%).

Exercise Activities

Respondents were asked how many days on average in the past 30 days they have done each of the activities below. Among those who have done the activity, respondents were then asked how much time they spent doing this activity per day.

- Most often, respondents report walking for exercise for one or more days in the past month (70%), spending about 48 minutes daily doing this activity.



Base = Total sample (n=1,000)

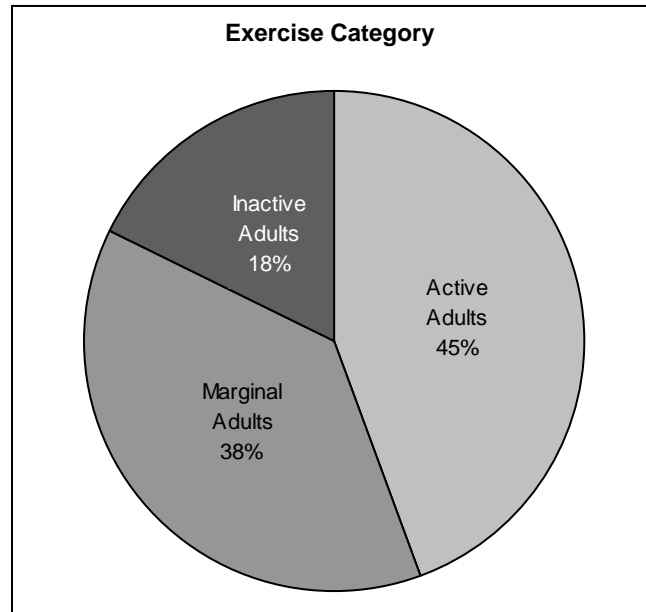
¹Base = Those who performed activity in past 30 days (n=124-695); DK/Ref = 1%-6%

Q23, Q24

Exercise Activities (continued)

Based on the activity level respondents reported for each of the outlined activities on the previous page, respondents were placed into three categories:

- **Active Adults** are defined as those respondents doing one or more of the activities outlined on the previous page for 15 days or more during the month. This category makes up 45% of the total sample.
- **Inactive Adults** are defined as those respondents who did not report doing any of the activities (0 days for each). This category makes up 18% of the total sample.
- **Marginal Adults** are those who did not fall into either category mentioned above. This category makes up 38% of the total sample.



Base = Total sample (n=1,000)
Q23

Exercise Activities (continued)

Health and Diet Behaviors

Compared to those who are active, those considered to be inactive are:

- More likely to report being unable to exercise (18% vs. 11%) and/or engage in leisure activities (17% vs. 11%) because they are too sleepy.
- More likely to do less during the day to help them get through the day when they are sleepy (16% **very likely** vs. 10%).
- Less likely to exercise when they are sleepy during the day to help them get through the day (6% **very likely** vs. 31%).
- More likely to drink more caffeine daily (2.52 cups/cans on average vs. 2.20) and to have smoked a cigarette at least once a day in the past month (28% vs. 20%), though it does not appear that they are doing these activities specifically to help them get through the day when they are sleepy.
- More likely to be obese (35% vs. 27%).

Notably, those who are inactive are less likely than their more active counterparts to do the following *healthy* eating behaviors *at least a few days a week*:

- Eat breakfast (70% vs. 81%);
- Eat at least three meals daily (61% vs. 74%);
- Have four servings of fruits and vegetables (63% vs. 76%);
- Have four servings of whole grains (46% vs. 69%); and/or
- Have three cups of low-fat or fat-free dairy (36% vs. 55%).

However, they are more likely to do the following *at least a few days a week*:

- Consume fried foods, such as fried chicken, fried fish or french fries (34% vs. 23%); and/or
- Have meals from fast food restaurants or eat take-out (28% vs. 19%).

Sleep Habits and Problems

When examining the sleep behaviors of those are active, respondents who are considered to be inactive are:

- More likely to do take a nap to help them get through the day when they are sleepy (28% **very likely** vs. 19%).
- Less likely to go to bed early that night when they are sleepy during the day (11% **very likely** vs. 19%).
- More likely to sleep less than 6 hours on a typical workday or weekday (28% vs. 19%).
- Less likely to use a “sleep aid” (25% at least a few nights a week vs. 34%).
- More likely to report symptoms of insomnia (73% at least a few nights a week in the past month vs. 61%).

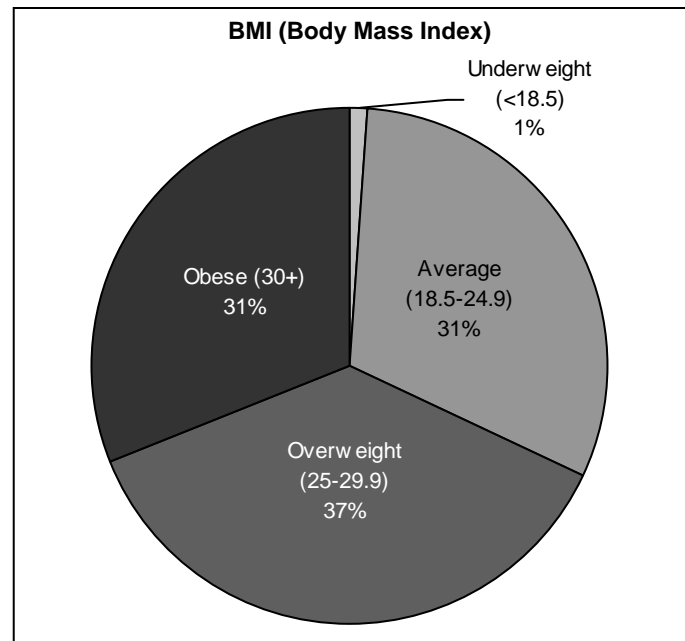
BMI

Respondents were asked to report their height and weight, without shoes. Using this information, the Body Mass Index (BMI) for all respondents was calculated using the following formula:

$$\text{BMI} = \frac{\text{Weight in pounds}}{(\text{Height in inches}) \times (\text{Height in inches})} \times 705$$

Respondents whose BMI is below 18.5 are considered underweight. Those who fall into a BMI range of 18.5 to 24.9 are classified as average. Those who have a BMI score of 25.0 to 29.9 are classified as being overweight, and those who have a score of 30 or more are considered obese.

- The 2009 *Sleep in America*TM poll indicates that nearly two-thirds (65%) of the respondents surveyed are either overweight (37%) or obese (31%), while 31% are average weight. Only 1% can be considered underweight.
 - Notably, respondents in 2009 are slightly heavier than in 2005: Average 35%, Overweight 38% and Obese 26% were reported for the 2005 poll.



Base = Those answering (n=960)
Q21/Q22

Health and Diet Behaviors

Compared to those of average weight, those who are obese are:

- More likely to report that they are unable to do various activities because they are too sleepy (37% vs. 28%), including:
 - Engage in leisure activities (19% vs. 13%); and/or
 - Eat healthy (16% vs. 6%).
- Less likely to smoke a cigarette or use tobacco to help them get through the day when they are sleepy (13% at least **somewhat likely** vs. 19%).
- More likely to have eaten out (39% at least a few days a week in the past month vs. 30%) and less likely to have eaten four servings of fruits and vegetables daily (67% vs. 77%).
- Less likely to be active (39% vs. 48%).

Notably, these respondents are also more likely to be male (55% vs. 40%).

Sleep Habits and Problems

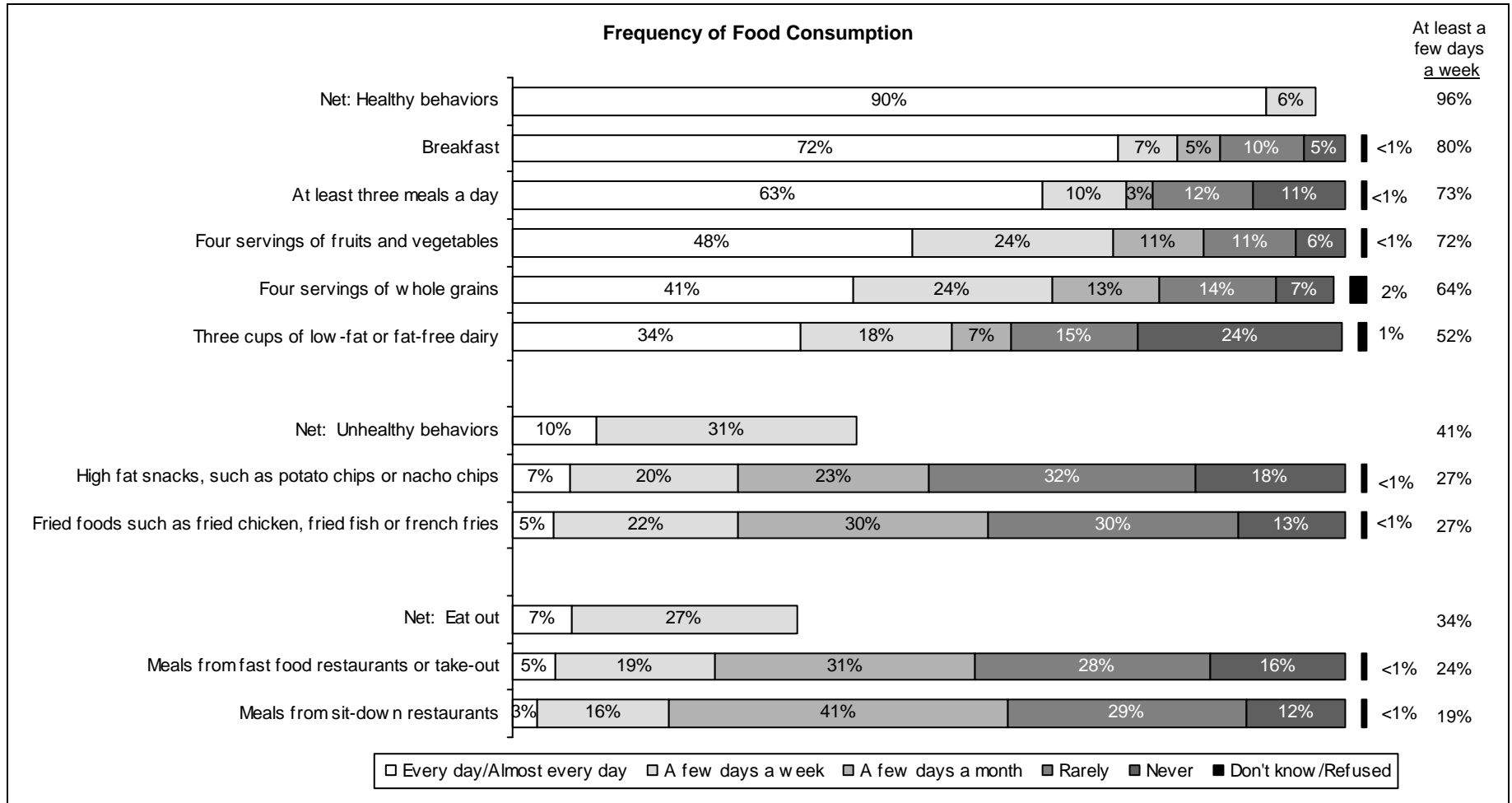
In terms of sleep behaviors compared to those of average weight, those who are obese are more likely to:

- Take a nap when they are sleepy during the day to help them get through the day (26% **very likely** vs. 18%).
- Sleep less than 6 hours on a typical workday or weekday (22% vs. 16%).
- Have been told by a doctor they have/had a sleep disorder (23% vs. 9%).
- Snore (43% at least a few nights a week in the past month vs. 17%).
- Experience symptoms of restless legs syndrome (RLS) (22% at least a few nights a week in the past month vs. 12%).
- Have quit breathing in their sleep (sleep apnea) (11% at least a few nights a week in the past month vs. 2%).

Food Consumption

All respondents were asked how often they do the following activities related to their eating habits.

- The vast majority of respondents (90%) are doing at least one *healthy* eating behavior every day or almost every day, while about four in ten (41%) are doing at least one *unhealthy* eating behavior at least a few days a week.
- About one-third of all respondents (34%) report eating out at either a fast food restaurant (or getting take-out) or at a sit-down restaurant at least a few days a week.



Daily Caffeine Intake

Respondents were asked how many cups or cans of caffeinated beverages they typically drink each day.

- About eight in ten (77%) drink at least one cup or can per day in the current polling year (2009), which is similar to levels seen among respondents in 2005 (78%).
- On average, respondents report drinking just more than two cups or cans of caffeinated beverages each day (2.18 cups/cans).

Health and Diet Behaviors

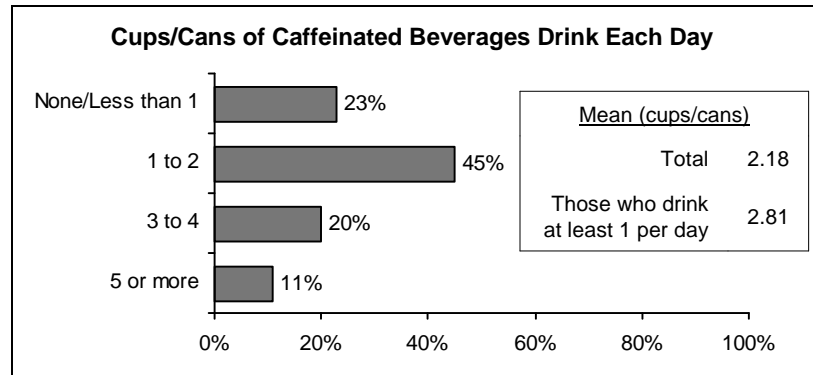
About one-third of respondents (32%) drink three or more cups/cans of caffeinated beverages daily. When compared to those who drink fewer than three cups or cans of caffeinated beverages each day, these respondents are:

- More likely to do the following activities to help them get through the day when they are sleepy:
 - Accept it and keep going (61% **very likely** [3 or more cups/cans] vs. 49% [1-2 cups/cans], 45% [0 or <1 cups/cans]);
 - Use caffeinated beverages (65% **very likely** vs. 33%, 10%);
 - Eat foods high in sugar or carbohydrates (48% at least **somewhat likely** vs. 39%, 33%); and/or
 - Smoke a cigarette or use tobacco (19% **very likely** vs. 8%, 4%).
 - In fact, these respondents are more likely than their counterparts to have smoked a cigarette at least once a day in the past month (33% vs. 15%, 10%).
- Less likely to engage in *healthy* eating behaviors (85% *every day or almost every day* in the past month vs. 90%, 95%).
- More likely to engage in *unhealthy* eating behaviors (15% *every day or almost every day* in the past month vs. 8%, 10%).
- More likely to be overweight (44% vs. 33%, 34%).

Sleep Habits and Problems

Though not many differences exist when comparing the sleep habits and problems of these subgroups, one difference was found:

- Those who drink more caffeine daily are more likely to snore (38% at least a few nights a week in the past month vs. 27%, 29%).



Base = Total sample (n=1,000)

DK/Ref = <1%

Q28

Daily Caffeine Intake (continued)

Health and Diet Behaviors

There is also a significant proportion of respondents who can be considered heavy caffeine users: about one in ten (11%) drink five or more cups/cans of caffeinated beverages daily. When compared to the same subpopulations on the previous page who drink *fewer* than three cups or cans of caffeinated beverages each day, these respondents are:

- More likely to report being unable to do various activities because they are too sleepy (39% [5 or more cups/cans] vs. 28% [1-2 cups/cans], 27% [0 or <1 cups/cans]).
- More likely to have driven drowsy (40% at least once a month in the past year vs. 27%, 19%).
- More likely to do the following activities to help them get through the day when they are sleepy:
 - Accept it and keep going (73% **very likely** vs. 49%, 45%);
 - Use caffeinated beverages (82% **very likely** vs. 33%, 10%);
 - Eat foods that are high in sugar or carbohydrates (24% **very likely** vs. 14%, 8%); and/or
 - Smoke a cigarette or use tobacco (29% **very likely** vs. 8%, 4%).
 - In fact, these respondents are more likely than their counterparts to have smoked a cigarette at least once a day in the past month (44% vs. 15%, 10%).
- Less likely to engage in *healthy* eating behaviors (82% *every day or almost every day* in the past month vs. 90%, 95%).
- More likely to engage in *unhealthy* eating behaviors (19% *every day or almost every day* in the past month vs. 8%, 10%).
- More likely to be overweight (47% vs. 33%, 34%).

Sleep Habits and Problems

Again, though not many differences exist when comparing the sleep habits and problems of these subgroups, two differences were found. The respondents who drink five or more cups/cans of caffeinated beverages daily are more likely than their counterparts to:

- Say they had a good night's sleep only a few nights a month or less (40% vs. 21%, 26%).
- Sleep fewer hours on average on a typical workday or weekday (6 hours 4 minutes vs. 6 hours 49 minutes, 6 hours 36 minutes).

Alcohol Usage

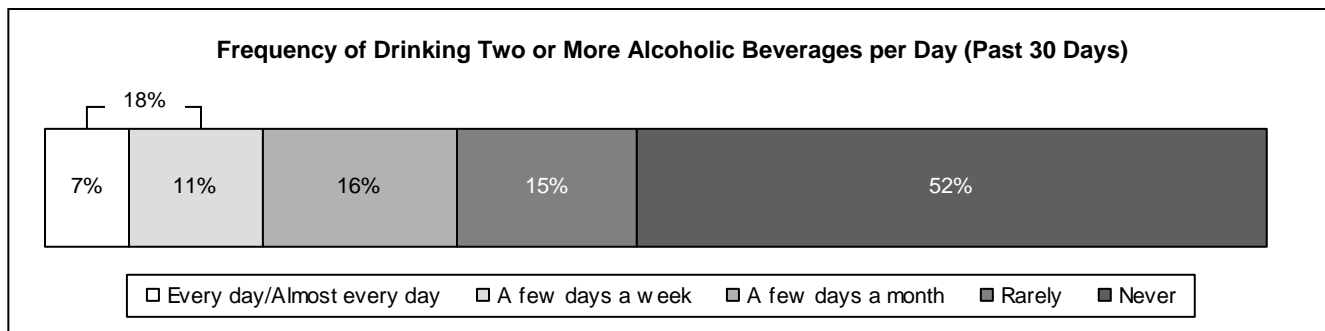
When respondents were asked how many days, on average, in the last 30 days they have had two or more alcoholic drinks, about two in ten respondents (18%) reported doing so at least a few days a week.

Health and Diet Behaviors

When compared to those who drink fewer than two alcoholic beverages daily, these respondents are:

- Less likely to report being unable to do various activities because they are too sleepy (23% vs. 31%), including:
 - Engage in leisure activities (10% vs. 16%); and/or
 - Work well and efficiently (8% vs. 15%).
- Less likely to miss family events, leisure activities or work functions due to sleepiness or a sleep problem (9% one or more times in the past three months vs. 16%).
- More likely to smoke a cigarette or use tobacco to get them through the day (23% at least **somewhat likely** vs. 15%).
 - In fact, these respondents are more likely than their counterparts to have smoked a cigarette at least once a day in the past month (26% vs. 18%).
- Less likely to do the following activities to help them get through the day when they are sleepy:
 - Eat foods that are high in sugar or carbohydrates (8% **very likely** vs. 15%); and/or
 - Do less during the day (5% **very likely** vs. 14%).
- Less likely to engage in *healthy* eating behaviors (85% *every day or almost every day* in the past month vs. 91%).
- More likely to have eaten out (47% at least a few days a week in the past month vs. 31%).
- Less likely to be obese (25% vs. 32%).

Notably, these respondents are also more likely to be male (72% vs. 45%).



Base = Total sample (n=1,000)
Q29

Sleep Habits and Problems

When considering the sleep habits and problems of this audience compared to those who drink fewer than two alcoholic beverages per day, these respondents are:

- More likely to report that their sleep needs *are* being met (70% vs. 62%).
- Less likely to do the following activities to help them get through the day when they are sleepy:
 - Take a nap (13% **very likely** vs. 23%); and/or
 - Make up for it by getting more sleep on the weekend (32% at least **somewhat likely** vs. 42%).
- More likely to take 15 minutes or less to fall asleep (61% vs. 51%);
- Less likely to sleep less than 6 hours on a typical workday or weekday (14% vs. 21%).
- More likely to use a “sleep aid” (49% at least a few nights a week vs. 27%).
 - Notably, about one-third of the respondents (34%) who said they drank two or more alcoholic beverages per day at least a few days a week in the past 30 days also reported that they use alcohol, beer or wine at least a few days a week specifically as a sleep aid.
- Less likely to have been told by a doctor they have/had a sleep disorder (10% vs. 16%).
- Less likely to experience symptoms of restless legs syndrome (RLS) (9% at least a few nights a week in the past month vs. 18%).
- Less likely to have quit breathing in their sleep (sleep apnea) (3% at least a few nights a week in the past month vs. 7%).

Tobacco Usage

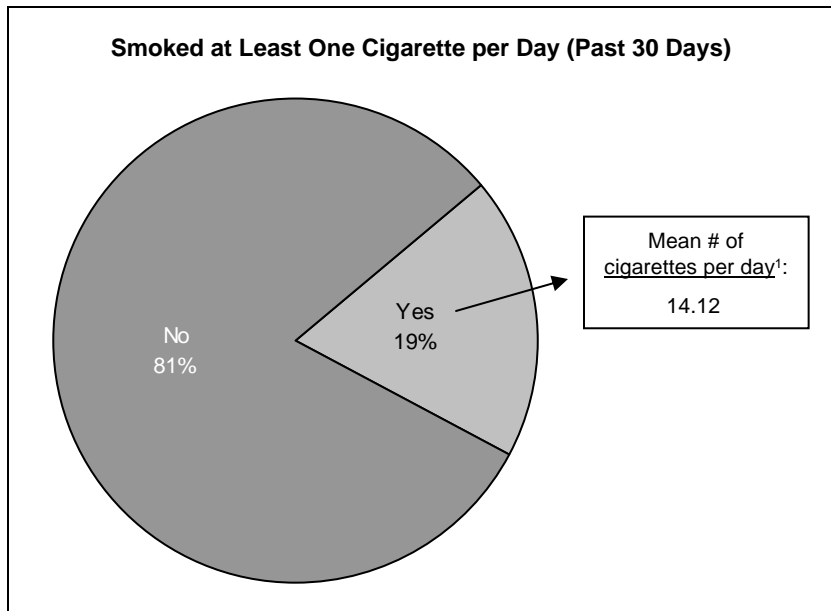
All respondents were asked if they smoked at least one cigarette per day on average in the past 30 days.

- About two in ten respondents (19%) report smoking at least one cigarette per day on average in the past 30 days.

The respondents who said they have smoked at least one cigarette daily in the past month were then asked how many cigarettes they smoke in a typical day.

- On average, among those who smoke daily, respondents smoke an average of 14 cigarettes per day.

Notably, there are no significant regional differences in either those who smoke or the number of cigarettes they smoke daily.



	Total	Northeast	Midwest	South	West
		D	E	F	G
n =	(1,000)	(190)	(240)	(360)	(210)
Yes	19%	22%	18%	21%	25%
Mean ¹	14.12	12.32	14.93	15.57	11.91
No	81%	78	82	79	85

Base = Total sample, DK/Ref = <1%

¹Base = Those who have smoked at least one cigarette per day in the past 30 days,

DK/RF = 2%

Q31, Q32

Base = Total sample (n=1,000), DK/Ref = <1%

¹Base = Those who have smoked at least one cigarette per day in the past 30 days (n=192),

DK/Ref = 2%

Q31, Q32

Tobacco Usage (continued)

Health and Diet Behaviors

When compared to those who do not smoke at all or do not smoke as often, those who have smoked at least one cigarette a day in the past 30 days are:

- More likely to report being unable to do various activities because they are too sleepy (41% vs. 27%), including:
 - Exercise (22% vs. 13%);
 - Engage in leisure activities (20% vs. 14%);
 - Work well and efficiently (21% vs. 12%); and/or
 - Eat healthy (16% vs. 9%).
- More likely to have driven drowsy (39% at least once a month in the past year vs. 25%).
- More likely to miss family events, leisure activities or work functions due to sleepiness or a sleep problem (20% one or more times in the past three months vs. 13%).
- More likely to do the following activities to help them get through the day when they are sleepy:
 - Use caffeinated beverages (53% **very likely** vs. 34%); and/or
 - In fact, these respondents report drinking more caffeine daily than their counterparts (3.45 cups/cans on average vs. 1.87).
 - Smoke a cigarette or use tobacco (49% **very likely** vs. 1%).
- Less likely to exercise to help them get through the day (42% at least **somewhat likely** vs. 54%).
- Less likely to engage in *healthy* eating behaviors (82% *every day or almost every day* in the past month vs. 92%).
- More likely to engage in *unhealthy* eating behaviors (20% *every day or almost every day* in the past month vs. 8%).
- More likely to be inactive (26% vs. 16%).
- More likely to be not satisfied with their job, among those employed (8% **not at all satisfied** vs. 3%).

Sleep Habits and Problems

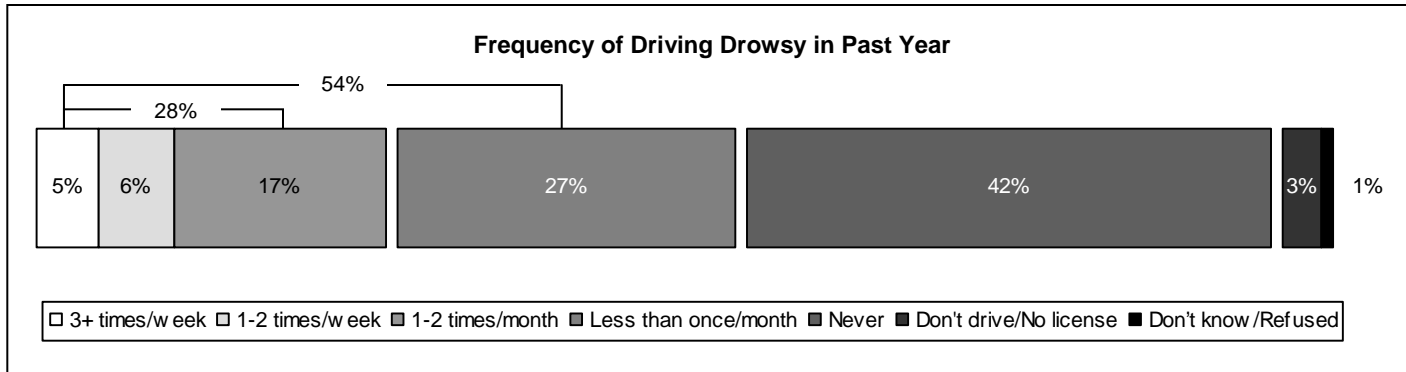
In terms of sleep behaviors compared to those who do not smoke or smoke less often, these respondents are more likely to:

- Report that their sleep needs are not being met (35% vs. 28%).
- Say they had a good night's sleep only a few nights a month or less (33% vs. 22%).
- Take 30 minutes or more to fall asleep (32% vs. 22%).
- Sleep less than 6 hours on a typical workday or weekday (29% vs. 18%).
- Use a "sleep aid" at least a few nights a week (42% vs. 28%).
- Report symptoms of insomnia (74% at least a few nights a week in the past month vs. 61%).
- Snore (38% at least a few nights a week in the past month vs. 29%).

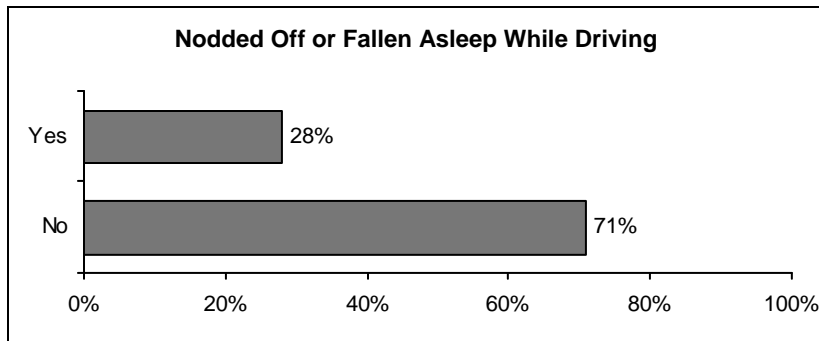
Drowsy Driving

Respondents were asked, in the past year, how often they had driven a car or motor vehicle while feeling drowsy.

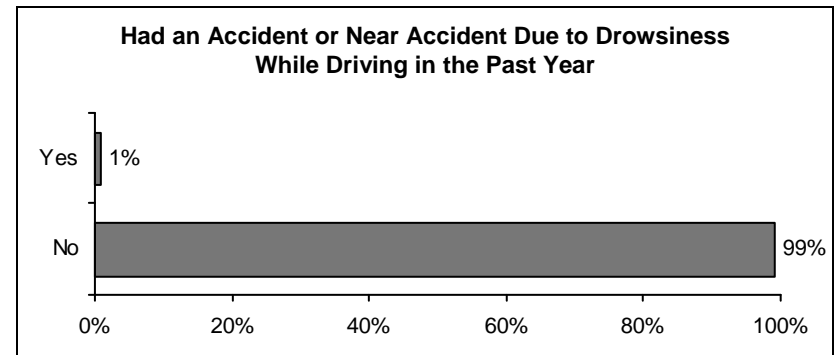
- Overall, 28% of all respondents surveyed report that they have driven drowsy at least once per month during the past year.
 - Among those who drive, about three in ten (28%) have nodded off or fallen asleep, even just for a brief moment, while driving a vehicle.
 - And, 1% of those who drive have had an accident or near accident due to drowsiness while driving in the past year.



Base = Total sample (n=1,000)
Q16



Base = Those who drive (n=968)
DK/Ref = 1%
Q17



Base = Those who drive (n=968)
DK/Ref = <1%
Q18

Health and Diet Behaviors

Compared to those who have driven drowsy less than once a month or never, those who have driven drowsy more often (28% of all respondents) are:

- More likely to report that they are unable to do any of the following activities because they are too sleepy (47% vs. 23%):
 - Exercise (23% vs. 12%);
 - Engage in leisure activities (24% vs. 11%);
 - Work well and efficiently (22% vs. 10%);
 - Eat healthy (17% vs. 8%); and/or
 - Have sex (17% vs. 7%).
- More likely to miss family events, leisure activities or work functions due to sleepiness or a sleep problem (23% one or more times in the past three months vs. 11%).
- More likely to do the following activities to help them get through the day when they are sleepy:
 - Accept it and keep going (63% **very likely** vs. 49%);
 - Use caffeinated beverages (51% **very likely** vs. 34%);
 - In fact, these respondents report drinking more caffeine daily than their counterparts (2.68 cups/cans on average vs. 2.02).
 - Eat foods high in sugar or carbohydrates (20% **very likely** vs. 12%);
 - Do less during the day (17% **very likely** vs. 11%); and/or
 - Smoke a cigarette or use tobacco (15% **very likely** vs. 9%).
 - In fact, these respondents are more likely than their counterparts to have smoked a cigarette at least once a day in the past month (27% vs. 16%).
- More likely to report drinking two or more alcoholic beverages per day (40% at least a few days a month in the past month vs. 32%).
- Less likely to engage in *healthy* eating behaviors (87% *every day or almost every day* in the past month vs. 91%).
- More likely to have eaten out (44% at least a few days a week in the past month vs. 30%).
- More likely to be not completely satisfied in their relationship, among those married or partnered (28% **somewhat satisfied or less** vs. 19%) and/or with their job, among those employed (56% **somewhat satisfied or less** vs. 43%).

Sleep Habits and Problems

When comparing the sleep habits of these two subgroups, those who have driven drowsy more frequently are more likely to:

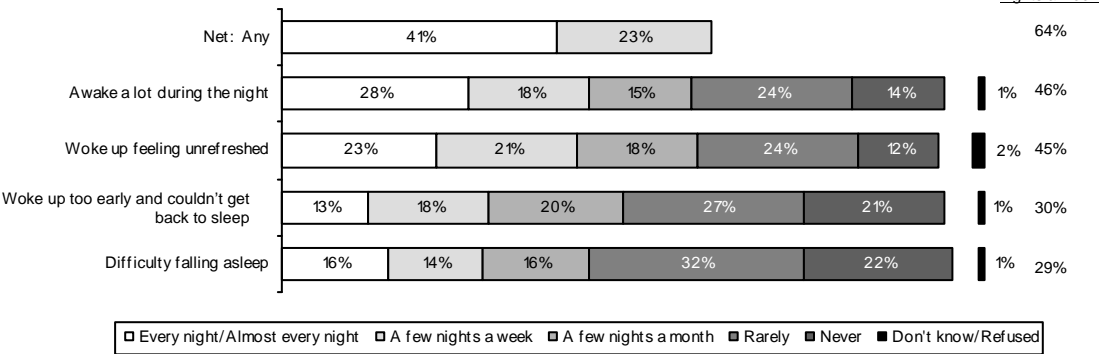
- Report that their sleep needs are not being met (41% vs. 24%).
- Do the following activities to help them get through the day when they are sleepy:
 - Make up for it by getting more sleep on the weekend (32% **very likely** vs. 15%); and/or
 - Go to bed early that night (57% at least **somewhat likely** vs. 46%).
- Say they had a good night's sleep only a few nights a month or less (33% vs. 21%).
- Sleep less than 6 hours on a typical workday or weekday (27% vs. 17%).
- Use a "sleep aid" (38% at least a few nights a week vs. 28%).
- Have been told by a doctor they have/had a sleep disorder (18% vs. 13%).
- Report symptoms of insomnia (77% at least a few nights a week in the past month vs. 58%).
- Snore (40% at least a few nights a week in the past month vs. 27%).
- Experience symptoms of restless legs syndrome (RLS) (21% at least a few nights a week in the past month vs. 15%).

Sleep Problems

All respondents surveyed were asked how often they experienced a sleep problem in the past month, using a scale of every night/almost every night, a few nights a week, a few nights a month, rarely or never.

- Overall, about two-thirds of respondents (64%) report experiencing any sleep problem at least a few nights a week within the past month, with 41% reporting this occurring every night or almost every night.
- Just less than one-half of respondents were awake a lot during the night (46%) and/or say they woke up feeling unrefreshed (45%) at least a few nights a week in the past month.
- About three in ten say they woke up too early and couldn't get back to sleep (30%) and/or had difficulty falling asleep (29%) at least a few nights a week in the past month.
- Notably, all of these sleep problems have been significantly more prevalent in recent years.

Frequency of Sleep Problem in Past Month



Frequency of Sleep Problem¹ – At Least a Few Nights a Week

	2001	2002	2005	2009
	B	C	D	E
n =	(1,004)	(1,010)	(1,506)	(1,000)
Net: Any	51%	58% _{BD}	54%	64% _{BCD}
Awake a lot during the night	32	36 _D	32	46 _{BCD}
Woke up feeling unrefreshed	34	40 _B	38	45 _{BD}
Woke up too early and couldn't get back to sleep	24	24	21	30 _{BCD}
Difficulty falling asleep	23	25 _D	21	29 _{BCD}

Base = Total sample

¹Note: In 2009, this question was asked for the past month, while in 2005, 2002 and 2001, respondents were asked to think about the past year.

Letters indicate significant differences at the 95% confidence level.

Q9A-D

Base = Total sample (n=1,000)
Q9A-D

Sleep Problems (continued)

Health and Diet Behaviors

Compared to all respondents, those who reported experiencing symptoms of insomnia at least a few nights a week in the past month are more likely to:

- Report that they are unable to do any of the following activities because they are too sleepy (40% vs. 30%):
 - Exercise (21% vs. 15%);
 - Engage in leisure activities (22% vs. 15%);
 - Work well and efficiently (19% vs. 14%);
 - Eat healthy (14% vs. 11%); and/or
 - Have sex (14% vs. 10%).
- Have driven drowsy (33% at least once a month in the past year vs. 28%).
- Miss family events, leisure activities or work functions due to sleepiness or a sleep problem (19% one or more times in the past three months vs. 14%).
- Do the following activities to help them get through the day when they are sleepy:
 - Accept it and keep going (80% at least **somewhat likely** vs. 76%);
 - Use caffeinated beverages (65% at least **somewhat likely** vs. 59%); and/or
 - However, the average daily caffeine consumption is not statistically significant between this subgroup and respondents in total (2.28 cups/cans on average vs. 2.18).
 - Do less during the day (49% at least **somewhat likely** vs. 41%).

Sleep Habits and Problems

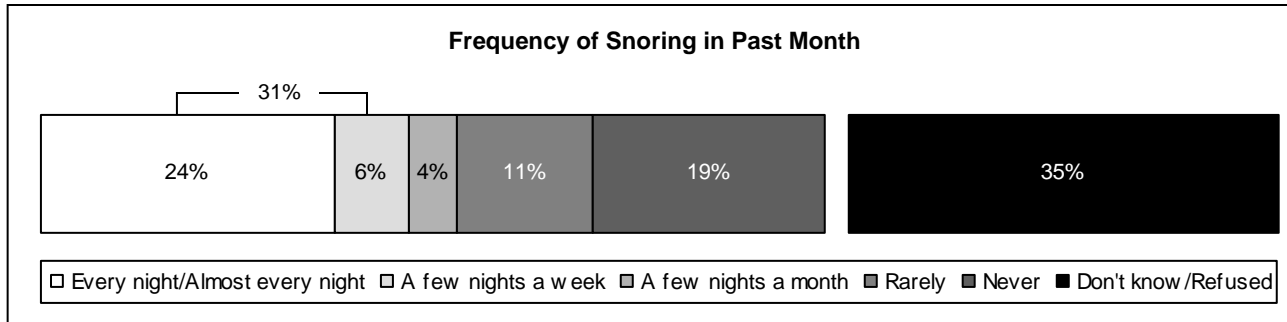
In comparison to the sleep habits of all respondents, those who have experienced symptoms of insomnia at least a few nights a week in the past month are also more likely to:

- Report that their sleep needs are not being met (40% vs. 29%).
- Say they had a good night's sleep only a few nights a month or less (36% vs. 24%).
- Take 30 minutes or more to fall asleep (33% vs. 24%).
- Sleep less than 6 hours on a typical workday or weekday (28% vs. 20%).
- Use a "sleep aid" (37% at least a few nights a week vs. 31%).
- Have been told by a doctor they have/had a sleep disorder (19% vs. 15%).
- Snore (35% at least a few nights a week in the past month vs. 31%).
- Experience symptoms of restless legs syndrome (RLS) (23% at least a few nights a week in the past month vs. 17%).

Sleep Problems (continued)

All respondents surveyed were asked how often they snored in the past month, using a scale of every night/almost every night, a few nights a week, a few nights a month, rarely or never.

- About three in ten respondents (31%) say they snored at least a few nights a week in the past month. Though similar to responses given in 2005, the number of people who say they snored has decreased during the current polling year (2009) compared to 2001 and 2002.



Base = Total sample (n=1,000)
Q9E

Frequency of Snoring ¹				
	<u>2001</u>	<u>2002</u>	<u>2005</u>	<u>2009</u>
	B	C	D	E
n =	(1,004)	(1,010)	(1,506)	(1,000)
Net: At least a few nights a week	38% _{DE}	37% _{DE}	32%	31%
Every night or almost every night	25	27	24	24
A few nights a week	12 _{CDE}	10 _E	8	6
A few nights a month	10 _E	8 _E	9 _E	4
Rarely	19 _{DE}	18 _{DE}	10	11
Never	25 _{CE}	21	37 _{BCE}	19

Base = Total sample

¹Note: In 2009, this question was asked for the past month, while in 2005 no timeframe was given. In 2002 and 2001, respondents were asked to think about the past year.

Letters indicate significant differences at the 95% confidence level.

Q9E

Sleep Problems (continued)

Health and Diet Behaviors

Compared to all respondents, those who reported snoring at least a few nights a week in the past month are more likely to:

- Report being unable to do various activities because they are too sleepy (39% vs. 30%), especially their inability to engage in leisure activities (20% vs. 15%).
- Have driven drowsy (36% at least once a month in the past year vs. 28%).
- Smoke a cigarette or use tobacco to help them get through the day when they are sleepy (15% **very likely** vs. 11%).
 - However, these respondents are not any more likely than respondents in total to have smoked a cigarette at least once a day in the past month (24% vs. 19%).
- Be obese (43% vs. 31%).

Sleep Habits and Problems

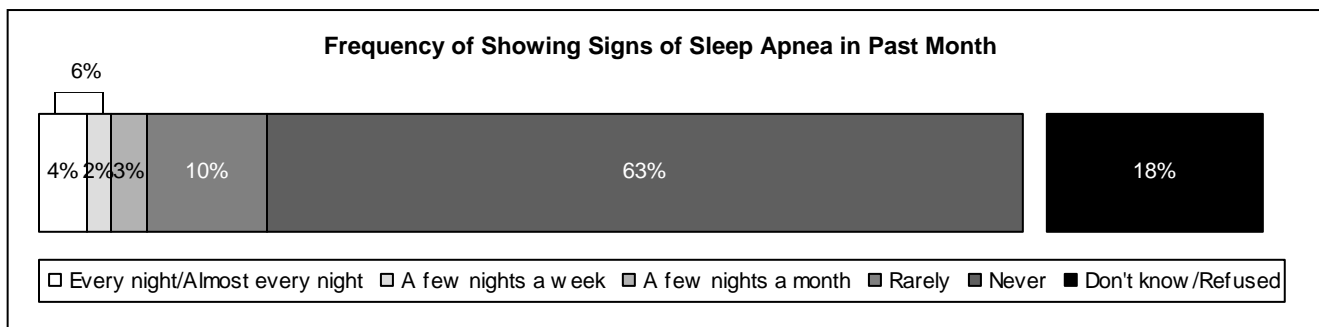
In comparison to the sleep habits of all respondents, those who reported snoring at least a few nights a week in the past month are also more likely to:

- Report that their sleep needs are not being met (36% vs. 29%).
- Make up for it by getting more sleep on the weekend to help them get through the day when they are sleepy during the day (26% **very likely** vs. 20%).
- Report symptoms of insomnia (74% at least a few nights a week in the past month vs. 64%).
- Have quit breathing in their sleep (sleep apnea) (12% at least a few nights a week in the past month vs. 6%).

Sleep Problems (continued)

All respondents surveyed were asked how often, according to their own experiences or what other have told them, they have quit breathing during their sleep, using a scale of every night/almost every night, a few nights a week, a few nights a month, rarely or never.

- Just more than one in twenty respondents (6%) have quit breathing in their sleep at least a few nights a week in the past month.
- Those who have shown signs of sleep apnea in this year's poll are similar to what was found in 2005, but slightly lower than what was seen in 2001 and 2002.



Base = Total sample (n=1,000)

Q11

Frequency of Showing Signs of Sleep Apnea ¹				
	2001	2002	2005	2009
	B	C	D	E
n =	(1,004)	(1,010)	(1,506)	(1,000)
Net: At least a few nights a week	9% _{DE}	9% _{DE}	6%	6%
Every night or almost every night	5	5	5	4
A few nights a week	4 _{DE}	5 _{DE}	1	2
A few nights a month	4 _D	3	2	3 _D
Rarely	15 _{DE}	14 _{DE}	5	10 _D
Never	59	55	77 _{BCE}	63 _C

Base = Total sample

¹Note: In 2009, this question was asked for the past month, while in 2005, 2002 and 2001, respondents were asked to think about the past year. Also, 2009 and 2005 referred to how often they *quit breathing*, while 2002 and 2001 referred to how often they *had pauses in their breathing*.

Letters indicate significant differences at the 95% confidence level.

Q11

Sleep Problems (continued)

Health and Diet Behaviors

Compared to all respondents, those who have shown signs of sleep apnea at least a few nights a week in the past month are more likely to:

- Report being unable to do various activities because they are too sleepy (54% vs. 30%), including:
 - Exercise (27% vs. 15%);
 - Engage in leisure activities (35% vs. 15%); and/or
 - Work well and efficiently (35% vs. 14%).
- Miss family events, leisure activities or work functions due to sleepiness or a sleep problem (35% one or more times in the past three months vs. 14%).
- Accept it and keep going (87% at least **somewhat likely** vs. 76%) and/or do less during the day (54% at least **somewhat likely** vs. 41%) to help them get through the day when they are sleepy.
- Be obese (56% vs. 31%).
- Be not completely satisfied with their job, among those employed (68% **somewhat satisfied or less** vs. 48%).

Notably, these respondents are also more likely to be male (63% vs. 50%).

Sleep Habits and Problems

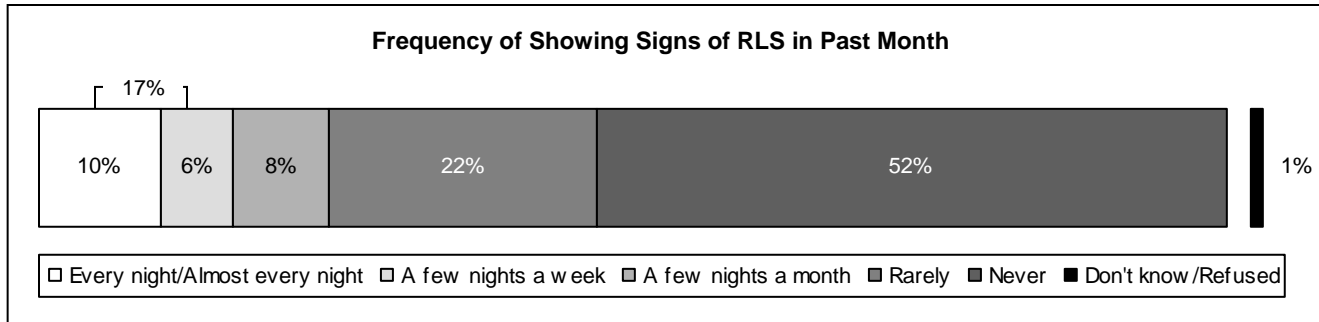
In comparison to the sleep habits of all respondents, those who have shown signs of sleep apnea at least a few nights a week in the past month are also more likely to:

- Report that their sleep needs are not being met (51% vs. 29%).
- Say they had a good night's sleep only a few nights a month or less (57% vs. 24%).
- Sleep less than 6 hours on a typical workday or weekday (44% vs. 20%).
- Have been told by a doctor they have/had a sleep disorder (60% vs. 15%).
- Report symptoms of insomnia (86% at least a few nights a week in the past month vs. 64%).
- Snore (60% at least a few nights a week in the past month vs. 31%).
- Experience symptoms of restless legs syndrome (RLS) (33% at least a few nights a week in the past month vs. 17%).

Sleep Problems (continued)

All respondents surveyed were asked how often they had unpleasant feelings in their legs like creepy, crawly or tingly feelings at night with an urge to move when they lie down to sleep in the past month, using a scale of every night/almost every night, a few nights a week, a few nights a month, rarely or never.

- Just less than two in ten respondents (17%) report having unpleasant feelings in their legs at least a few nights a week in the past month.
- The proportion who have experienced symptoms of restless legs syndrome (RLS) has been consistent since 2002.



Base = Total sample (n=1,000)
Q10

Frequency of Showing Signs of RLS ¹				
	2001	2002	2005	2009
	B	C	D	E
n =	(1,004)	(1,010)	(1,506)	(1,000)
Net: At least a few nights a week	13%	16% _B	15%	17% _B
Every night or almost every night	7	10 _B	8	10 _B
A few nights a week	6	6	7	6
A few nights a month	10	8	9	8
Rarely	22	19	22	22
Never	55	56	54	52

Base = Total sample

¹Note: In 2009, this question was asked for the past month, while in 2005, 2002 and 2001, respondents were asked to think about the past year.

Letters indicate significant differences at the 95% confidence level.

Q10

Sleep Problems (continued)

Health and Diet Behaviors

Compared to all respondents, those who reported experiencing symptoms of restless legs syndrome (RLS) at least a few nights a week in the past month are more likely to:

- Report that they are unable to do any of the following activities because they are too sleepy (49% vs. 30%):
 - Exercise (26% vs. 15%);
 - Engage in leisure activities (27% vs. 15%);
 - Work well and efficiently (25% vs. 14%);
 - Eat healthy (22% vs. 11%); and/or
 - Have sex (17% vs. 10%).
- Miss family events, leisure activities or work functions due to sleepiness or a sleep problem (21% one or more times in the past three months vs. 14%).
- Do the following activities to help them get through the day when they are sleepy:
 - Eat foods that are high in sugar or carbohydrates (21% **very likely** vs. 14%);
 - Do less during the day (50% at least **somewhat likely** vs. 41%); and/or
 - Use alerting medication, prescription or over-the-counter drugs (8% **very likely** vs. 4%).
- Report rarely or never drinking two or more alcoholic beverages per day (78% at least a few days a month in the past month vs. 67%).
- Be obese (41% vs. 31%).

Sleep Habits and Problems

In comparison to the sleep habits of all respondents, those who reported experiencing symptoms of restless legs syndrome (RLS) at least a few nights a week in the past month are also more likely to:

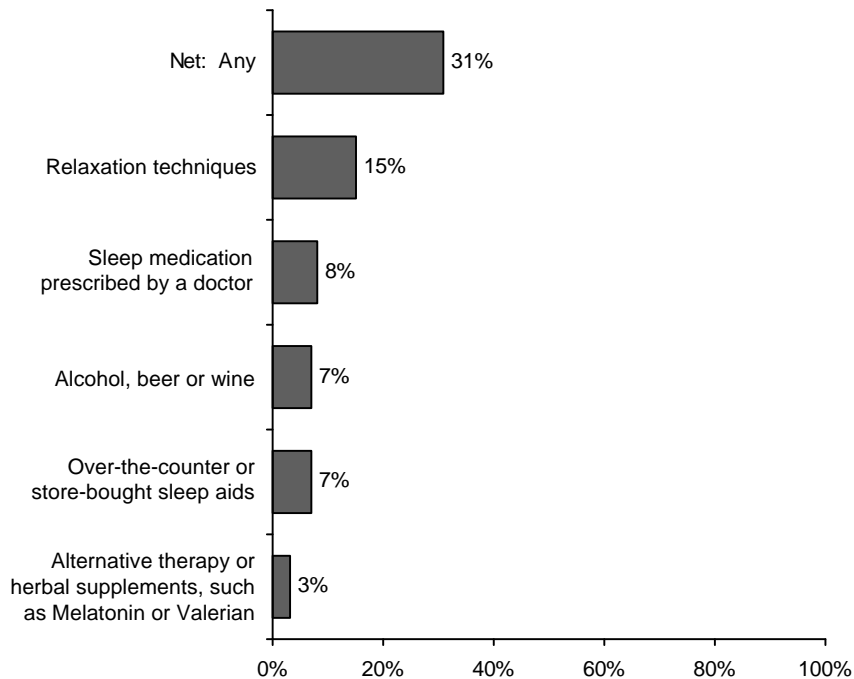
- Report that their sleep needs are not being met (43% vs. 29%).
- Take a nap to help them get through the day when they are sleepy (62% at least **somewhat likely** vs. 53%).
- Say they had a good night's sleep only a few nights a month or less (44% vs. 24%).
- Take 30 minutes or more to fall asleep (48% vs. 24%).
- Sleep less than 6 hours on a typical workday or weekday (39% vs. 20%).
- Use a "sleep aid" (47% at least a few nights a week vs. 31%).
- Have been told by a doctor they have/had a sleep disorder (28% vs. 15%).
- Report symptoms of insomnia (87% at least a few nights a week in the past month vs. 64%).
- Have quit breathing in their sleep (sleep apnea) (13% at least a few nights a week in the past month vs. 6%).

Sleep Aids

All respondents were asked how often they use various “sleep aids” specifically to help them sleep, using a scale of every night/almost every night, a few nights a week, a few nights a month, rarely or never.

- About three in ten respondents (31%) report using any type of “sleep aid” at least a few nights a week.
- Specifically, more than one in ten (15%) are using relaxation techniques to help them sleep.
- Roughly one in ten report using sleep medication prescribed by a doctor (8%), alcohol, beer or wine (7%) and/or over-the-counter or store-bought sleep aids (7%) as “sleep aids” at least a few nights a week.
 - Notably, the use of both sleep medication prescribed by a doctor and over-the-counter or store-bought sleep aids has increased significantly over the last few years.
- Meanwhile, 3% say they use alternative therapy such as acupuncture or herbal supplements like Melatonin or Valerian at least a few nights a week.

**Frequency of Using Substances as “Sleep Aids”
(At Least a Few Nights a Week)**



Base = Total sample (n=1,000)

DK/Ref = <1% – 1%

Q13

**Frequency of Using Substances as “Sleep Aids” –
At Least a Few Nights a Week**

	2001	2002	2005	2009
	B	C	D	E
n =	(1,004)	(1,010)	(1,506)	(1,000)
Relaxation techniques	na	na	na	15%
Sleep medication prescribed by a doctor	5	6	5	8 _{BD}
Alcohol, beer or wine	na	na	6	7
Over-the-counter or store-bought sleep aid	3	5 _B	5 _B	7 _{BCD}
Alternative therapy or herbal supplements such as Melatonin or Valerian ¹	na	na	1	3 _D

Base = Total sample

¹Note: 2005 only asked about Melatonin.

na = not asked

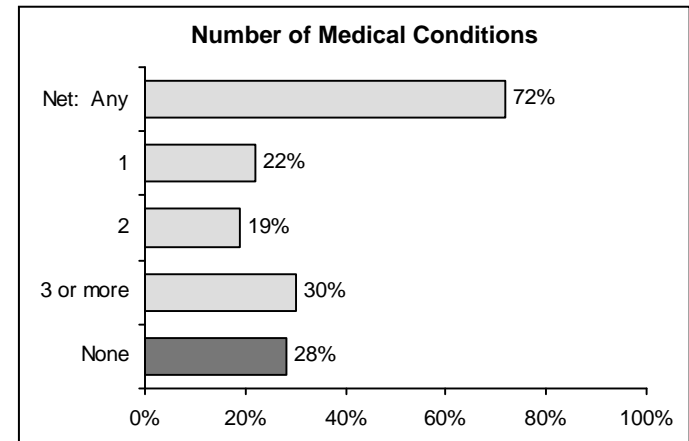
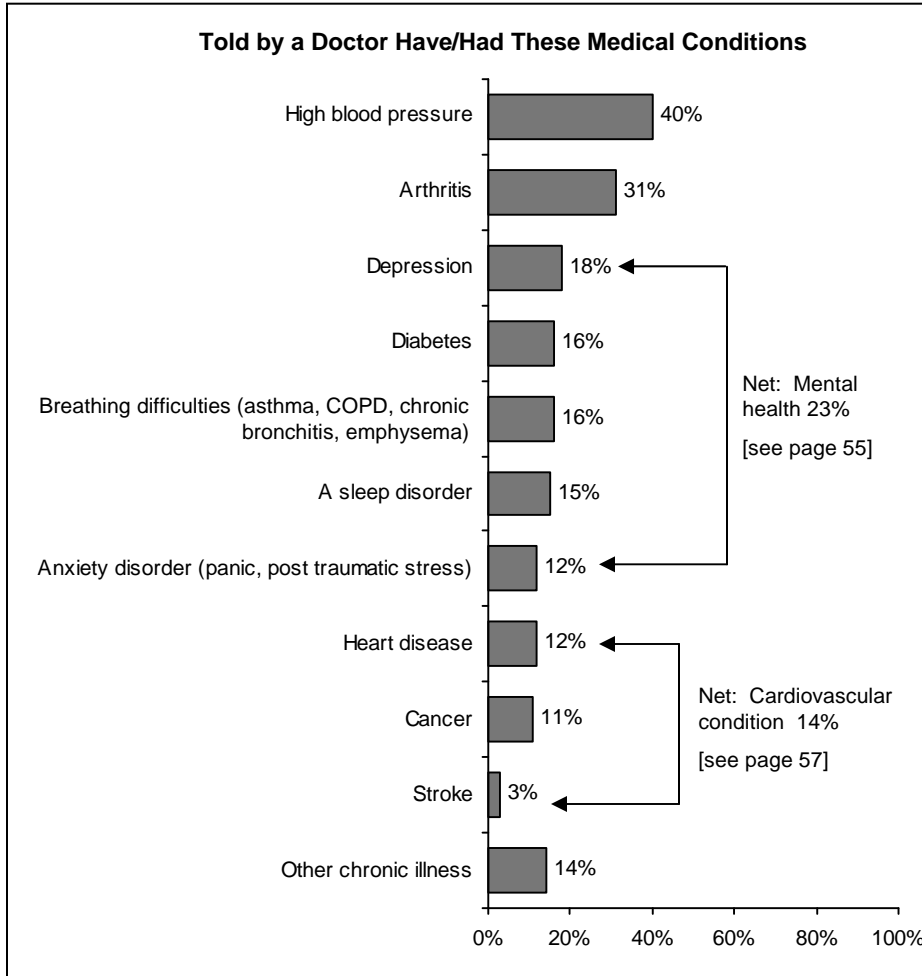
Letters indicate significant differences at the 95% confidence level.

Q13

Medical Conditions and Care

Respondents were asked if they have ever been told by a doctor that they have or have had any of the conditions outlined in the chart below.

- More than seven in ten of all respondents surveyed (72%) say they have been diagnosed with at least one medical condition (among those listed in the chart on the left), most often citing high blood pressure (40%).
 - Notably, being diagnosed with a sleep disorder (15%) is as prevalent as other chronic health conditions considered as epidemics.



Base = Total sample (n=1,000)
 DK/Ref = <1%-1%
 Q33

Health and Diet Behaviors

Compared to all respondents, those who have been told by a doctor they have a *mental health condition* (either depression or anxiety disorder, which makes up 23% of the total sample) are more likely to:

- Report that they are unable to do any of the following activities because they are too sleepy (53% vs. 30%):
 - Exercise (28% vs. 15%);
 - Engage in leisure activities (29% vs. 15%);
 - Work well and efficiently (29% vs. 14%);
 - Eat healthy (23% vs. 11%); and/or
 - Have sex (19% vs. 10%).
- Miss family events, leisure activities or work functions due to sleepiness or a sleep problem (30% one or more times in the past three months vs. 14%).
- Do the following activities to help them get through the day when they are sleepy:
 - Accept it and keep going (81% at least **somewhat likely** vs. 76%);
 - Use caffeinated beverages (46% **very likely** vs. 38%);
 - However, the average daily caffeine consumption is not statistically significant between this subgroup and respondents in total (2.41 cups/cans on average vs. 2.18).
 - Eat foods that are high in sugar or carbohydrates (48% at least **somewhat likely** vs. 41%);
 - Do less during the day (20% **very likely** vs. 13%);
 - Smoke a cigarette or use tobacco (18% **very likely** vs. 11%); and/or
 - In fact, these respondents are more likely than respondents in total to have smoked a cigarette at least once a day in the past month (27% vs. 19%).
 - Use alerting medication, prescription or over-the-counter drugs (8% **very likely** vs. 4%).
- Report rarely or never drinking two or more alcoholic beverages per day (74% at least a few days a month in the past month vs. 67%).
- Be obese (49% vs. 37%).
- Be not satisfied in their relationship, among those married or partnered (32% **somewhat satisfied or less** vs. 21%) and/or with their job, among those employed (21% **not satisfied** vs. 12%).

Notably, these respondents are also more likely to be female (60% vs. 50%).

Sleep Habits and Problems

In terms of sleep behaviors compared to the total sample, those who have a *mental health condition* are more likely to:

- Report that their sleep needs are not being met (40% vs. 29%).
- Say they had a good night's sleep only a few nights a month or less (40% vs. 24%).
- Take 30 minutes or more to fall asleep (41% vs. 24%).
- Sleep less than 6 hours on a typical workday or weekday (29% vs. 20%).
- Use a "sleep aid" (50% at least a few nights a week vs. 31%).
- Have been told by a doctor they have/had a sleep disorder (35% vs. 15%).
- Report symptoms of insomnia (80% at least a few nights a week in the past month vs. 64%).
- Experience symptoms of restless legs syndrome (RLS) (29% at least a few nights a week in the past month vs. 17%).
- Have quit breathing in their sleep (sleep apnea) (11% at least a few nights a week in the past month vs. 6%).

Health and Diet Behaviors

Compared to all respondents, those who have been told by a doctor they have a *cardiovascular condition* (either heart disease or stroke, which makes up 14% of all respondents) are:

- Less likely to report that they are unable to exercise (8% vs. 15%) and/or engage in leisure activities (8% vs. 15%) because they are too sleepy.
- Less likely to exercise to help them get through the day when they are sleepy (40% **very likely** vs. 52%).
- More likely to report rarely or never drinking two or more alcoholic beverages per day (80% at least a few days a month in the past month vs. 67%).
- More likely to be inactive (28% vs. 18%).

Sleep Habits and Problems

In terms of sleep behaviors compared to the total sample, those who have a *cardiovascular condition* are:

- More likely to take a nap to help them get through the day when they are sleepy (32% **very likely** vs. 22%).
- Less likely to make up for it by getting more sleep on the weekend to help them get through the day when they are sleepy (10% **very likely** vs. 20%).
- More likely to have been told by a doctor they have/had a sleep disorder (27% vs. 15%).
- More likely to experience symptoms of restless legs syndrome (RLS) (26% at least a few nights a week in the past month vs. 17%).

Medical Conditions and Care (continued)

When asked if they see their doctor for a yearly routine check-up, about eight in ten respondents (82%) report doing so. However, 18% of respondents do not see their doctor for a yearly check-up.

Health and Diet Behaviors

In comparison to the health and dietary behaviors of those who see their doctor for a yearly check-up, those who do not are:

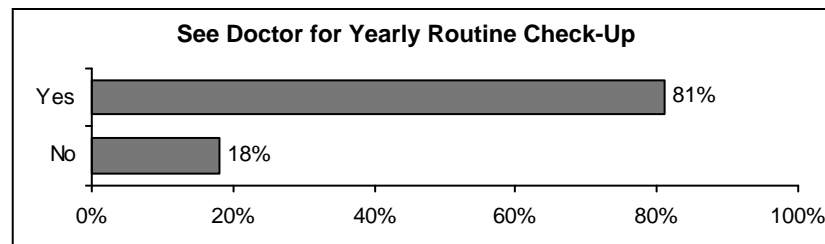
- Less likely to say they are unable to eat healthy because they are too sleepy (6% vs. 12%).
- More likely to have driven drowsy (36% at least once a month in the past year vs. 26%).
- More likely to do the following activities to help them get through the day when they are sleepy:
 - Use caffeinated beverages (50% **very likely** vs. 35%);
 - In fact, these respondents report drinking more caffeine daily than their counterparts (2.65 cups/cans on average vs. 2.09).
 - Eat foods high in sugar or carbohydrates (51% at least **somewhat likely** vs. 39%); and/or
 - Smoke a cigarette or use tobacco (18% **very likely** vs. 9%).
 - In fact, these respondents are more likely than their counterparts to have smoked a cigarette at least once a day in the past month (25% vs. 18%).
- More likely to report drinking two or more alcoholic beverages per day (41% at least a few days a month in the past month vs. 32%).
- Less likely to engage in *healthy* eating behaviors (80% *every day or almost every day* in the past month vs. 92%).
- More likely to engage in *unhealthy* eating behaviors (16% *every day or almost every day* in the past month vs. 9%).
- More likely to have eaten out (45% at least a few days a week in the past month vs. 31%).
- Less likely to be obese (22% vs. 33%).
- More likely to be not completely satisfied with their job, among those employed (56% **somewhat satisfied or less** vs. 45%).

Notably, these respondents are also more likely to be male (60% vs. 48%).

Sleep Habits and Problems

Though not many differences were found between the sleep behaviors of these two populations, those who do not see their doctor for a yearly check-up are:

- More likely to make up for it by getting more sleep on the weekend to help them get through the day when they are sleepy (25% **very likely** vs. 18%).
- Less likely to have been told by a doctor they have a sleep disorder (7% vs. 16%).



Base = Total sample (n=1,000)

DK/Ref = 1%

Q34

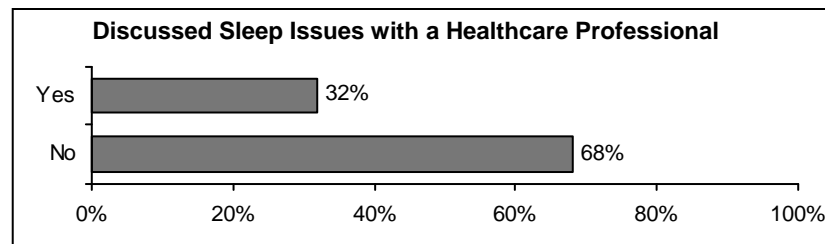
Medical Conditions and Care (continued)

When asked if they have ever discussed sleep issues with a healthcare professional (HCP), more than two-thirds (68%) say they have not done so. However, about one-third of respondents (32%) report that they have discussed sleep issues with an HCP.

Health and Diet Behaviors

In comparison to the health and dietary behaviors of those who have not discussed sleep issues with a healthcare professional, those who *have* are more likely to:

- Report that they are unable to do any of the following activities because they are too sleepy (42% vs. 24%):
 - Exercise (23% vs. 11%);
 - Engage in leisure activities (26% vs. 9%);
 - Work well and efficiently (23% vs. 9%);
 - Eat healthy (15% vs. 9%); and
 - Have sex (16% vs. 7%).
- Have driven drowsy (34% at least once a month in the past year vs. 24%).
- Miss family events, leisure activities or work functions due to sleepiness or a sleep problem (24% one or more times in the past three months vs. 10%).
- Do the following activities to help them get through the day when they are sleepy:
 - Accept it and keep going (80% at least **somewhat likely** vs. 73%);
 - Use caffeinated beverages (44% **very likely** vs. 35%);
 - However, the average daily caffeine consumption is not statistically significant between the two groups (2.99 cups/cans on average vs. 2.13).
 - Do less during the day (17% **very likely** vs. 11%);
 - Smoke a cigarette or use tobacco (14% **very likely** vs. 9%); and/or
 - In fact, these respondents are more likely than their counterparts to have smoked a cigarette at least once a day in the past month (24% vs. 17%).
 - Use alerting medication, prescription or over-the-counter drugs (7% vs. 2%).
- Report rarely or never drinking two or more alcoholic beverages per day (71% at least a few days a month in the past month vs. 64%).
- Be obese (40% vs. 26%).
- Be not satisfied with their job, among those employed (17% **not satisfied** vs. 9%).



Base = Total sample (n=1,000)

DK/Ref = <1%

Q35

Sleep Habits and Problems

When examining the sleep behaviors of those who have not discussed sleep issues with a healthcare professional, those who *have* are:

- More likely to report that their sleep needs are not being met (42% vs. 23%).
- More likely to take a nap to help them get through the day when they are sleepy (27% **very likely** vs. 19%).
- Less likely to go to bed early that night when they are sleepy during the day (43% at least **somewhat likely** vs. 51%).
- More likely to say they had a good night's sleep only a few nights a month or less (42% vs. 16%).
- More likely to take 30 minutes or more to fall asleep (34% vs. 18%).
- More likely to sleep less than 6 hours on a typical workday or weekday (31% vs. 15%).
- More likely to use a "sleep aid" (46% at least a few nights a week vs. 24%).
- More likely to have been told by a doctor they have/had a sleep disorder (42% vs. 2%).
- More likely to report symptoms of insomnia (78% at least a few nights a week in the past month vs. 57%).
- More likely to snore (36% at least a few nights a week in the past month vs. 28%).
- More likely to experience symptoms of restless legs syndrome (RLS) (25% at least a few nights a week in the past month vs. 12%).
- More likely to have quit breathing in their sleep (sleep apnea) (14% at least a few nights a week in the past month vs. 3%).

Satisfaction with Relationship and Job

Respondents were asked how satisfied they were in their relationship and with their job.

- More than three-fourths of respondents (78%) say they are **very satisfied** in their relationship, and just more than one-half (51%) said they are **very satisfied** with their job.

Health and Diet Behaviors

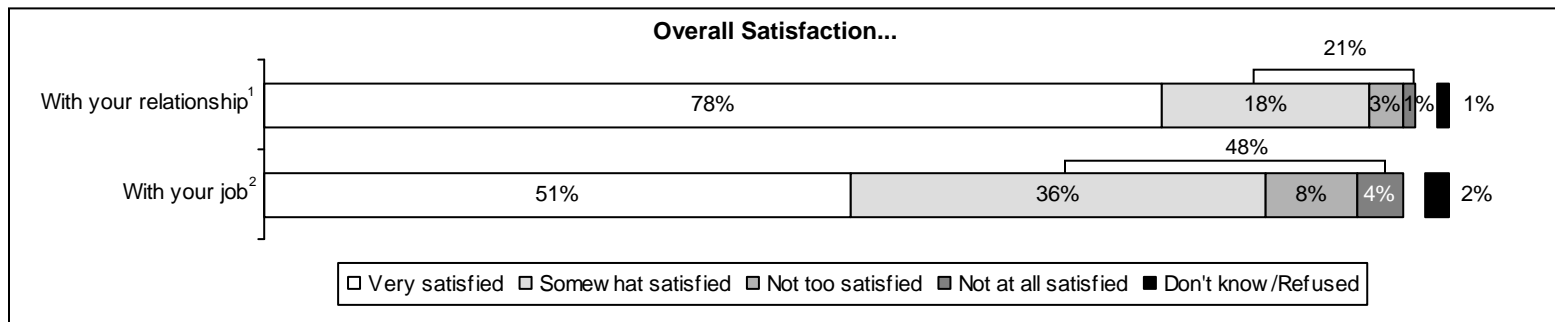
Compared to those who are *very satisfied* in either their relationship and/or with their job, those respondents who are *somewhat satisfied or less* are more likely to:

- Report being unable to do various activities because they are too sleepy (44% [relationship], 42% [job] vs. 24%, 30%), including:
 - Exercise (26%, 26% vs. 11%, 16%);
 - Engage in leisure activities (23%, 23% vs. 13%, 14%); and/or
 - Work well and efficiently (23%, 18% vs. 13%, 14%).
- Have driven drowsy (38%, 44% at least once a month in the past year vs. 26%, 32%).
- Eat foods that are high in sugar or carbohydrates (52%, 50% at least **somewhat likely** vs. 37%, 40%) and/or do less during the day (48%, 42% at least **somewhat likely** vs. 35%, 32%) to help them get through the day when they are sleepy.
- Be not completely satisfied with another aspect of their life:
 - Among those who are somewhat satisfied or less with their *job*, they are also not completely satisfied in their *relationship*, among those married or partnered (31% **somewhat satisfied or less** vs. 14%).
 - Among those who are somewhat satisfied or less in their *relationship*, they are also not completely satisfied with their *job*, among those employed (65% **somewhat satisfied or less** vs. 43%).

Sleep Habits and Problems

In regard to their sleep behaviors, these respondents are also more likely to:

- Report that their sleep needs are not being met (37%, 40% vs. 25%, 27%).
- Sleep less than 6 hours on a typical workday or weekday (26%, 23% vs. 16%, 16%).
- Report symptoms of insomnia at least a few nights a week in the past month (76%, 72% vs. 57%, 56%).



¹Base = Those who are married or partnered (n=625)

²Base = Those who are employed (n=538)

Q40, Q41

Characteristics of Respondents

Characteristics of Respondents

Characteristics of Respondents		
		<u>Total</u>
<u>Marital Status</u>	n=	(998)
Married or partnered		63%
Divorced/Separated/Widowed		19
Single		14
Living with someone		4
<u>Race</u> ^{2,3}	n=	(980)
White		87%
Black/African-American		7
Hispanic		3
Asian-American		2
<u>Children Under 18 Living at Home</u>	n=	(999)
Yes		30%
Under 6 years		12
6-12 years		15
13-17 years		14
No		70
<u>Gender</u> ¹	n=	(1,000)
Male		50%
Female		50

Base = Those answering

¹Base = Total sample

²Multiple Responses Accepted

³Top Mentions

S3, S5, D1, D3

Characteristics of Respondents		
		<u>Total</u>
<u>Region</u>	n=	(1,000)
Northeast		19%
Midwest		24
South		36
West		21
<u>Age</u> ¹	n=	(981)
18-34		11%
35-49		24
50-64		36
65 or older		28
<i>Mean (# of years)</i>		54.9
<i>Median (# of years)</i>		55.0
<u>Total Annual Household Income</u> ¹	n=	(874)
\$35,000 or less		35%
\$35,001 to \$75,000		37
More than \$75,000		29
<i>Mean</i>		\$53,920
<i>Median</i>		\$48,660

Base = Total sample

¹Base = Those answering

S6, D2, D4

Characteristics of Respondents (continued)

Characteristics of Respondents		
		<u>Total</u>
<u>Current Overall Health</u>	n=	(1,000)
Net: Excellent/Very good		50%
Excellent		14
Very good		36
Good		30
Net: Fair/Poor		20
Fair		15
Poor		5
Don't know/Refused		<1
<u>Employment Status (Past Month)¹</u>	n=	(1,000)
Net: Employed		54%
Working full-time		43
Working part-time		8
Working more than one job		3
Self-employed		<1
Net: Not employed		46
Retired		30
Homemaker		7
Disabled		5
Unemployed		3
Student		2
Volunteer		2
Don't know/Refused		<1

Base = Total sample

¹Multiple Responses Accepted

Q20, S2

Characteristics of Respondents (continued)

Health and Diet Behaviors

In comparison to those who are in good or better health, those who said they are currently in fair or poor health (20% of all respondents) are:

- More likely to report that they are unable to do any of the following activities because they are too sleepy (47% vs. 25%):
 - Exercise (30% vs. 11%);
 - Engage in leisure activities (28% vs. 11%);
 - Work well and efficiently (27% vs. 10%);
 - Eat healthy (21% vs. 8%); and/or
 - Have sex (18% vs. 8%).
- Have driven drowsy (36% at least once a month in the past year vs. 25%).
- More likely to miss family events, leisure activities or work functions due to sleepiness or a sleep problem (30% one or more times in the past three months vs. 10%).
- More likely to do the following activities to help them get through the day when they are sleepy:
 - Use caffeinated beverages (66% at least **somewhat likely** vs. 57%);
 - In fact, these respondents report drinking more caffeine daily than their counterparts (2.57 cups/cans on average vs. 2.08).
 - Eat foods high in sugar or carbohydrates (20% **very likely** vs. 13%);
 - Do less during the day (23% **very likely** vs. 10%);
 - Smoke a cigarette or use tobacco (17% **very likely** vs. 9%); and/or
 - In fact, these respondents are more likely than their counterparts to have smoked a cigarette at least once a day in the past month (26% vs. 18%).
 - Use alerting medication, prescription or over-the-counter drugs (7% **very likely** vs. 3%).
- Less likely to exercise to help them get through the day when they are sleepy (14% **very likely** vs. 23%).
- More likely to report rarely or never drinking two or more alcoholic beverages per day (84% at least a few days a month in the past month vs. 62%).
- Less likely to engage in *healthy* eating behaviors (83% *every day or almost every day* in the past month vs. 91%).
 - Notably, these respondents are less likely to do the following *healthy* behaviors *at least a few days a week*:
 - Eat breakfast (67% vs. 83%);
 - Eat at least three meals daily (64% vs. 75%);
 - Have four servings of fruits and vegetables (60% vs. 75%);
 - Have four servings of whole grains (52% vs. 67%); and/or
 - Have three cups of low-fat or fat-free dairy (41% vs. 55%).
 - However, they are also less likely to have meals from sit-down restaurants *at least a few days a week* (14% vs. 20%).

Characteristics of Respondents (continued)

Health and Diet Behaviors (continued)

- More likely to be inactive (27% vs. 16%).
- More likely to be obese (46% vs. 27%).
- More likely to be not completely satisfied in their relationship, among those married or partnered (30% **somewhat satisfied or less** vs. 19%) and/or with their job, among those employed (61% **somewhat satisfied or less** vs. 45%).

Sleep Habits and Problems

In terms of the sleep behaviors of those in good or better health, those who are in fair or poor health are:

- More likely to report that their sleep needs are not being met (42% vs. 26%).
- More likely to take a nap to help them get through they day when they are sleepy (31% **very likely** vs. 19%).
- Less likely to go to bed early that night when they are sleepy during the day (41% at least **somewhat likely** vs. 50%).
- More likely to say they had a good night's sleep only a few nights a month or less (48% vs. 18%).
- More likely to take 30 minutes or more to fall asleep (44% vs. 18%).
- More likely to sleep less than 6 hours on a typical workday or weekday (39% vs. 15%).
- More likely to use a "sleep aid" (38% at least a few nights a week vs. 29%).
- More likely to have been told by a doctor they have/had a sleep disorder (32% vs. 10%).
- More likely to report symptoms of insomnia (84% at least a few nights a week in the past month vs. 59%).
- More likely to snore (37% at least a few nights a week in the past month vs. 28%).
- More likely to experience symptoms of restless legs syndrome (RLS) (37% at least a few nights a week in the past month vs. 11%).
- More likely to have quit breathing in their sleep (sleep apnea) (14% at least a few nights a week in the past month vs. 4%).

Characteristics of Respondents (continued)

Health and Diet Behaviors

In comparison to the healthy and dietary habits of those who do *not* have children under 18 living in their household, those who *do* (30% of all respondents) are more likely to:

- Report being unable to do various activities because they are too sleepy (40% vs. 25%), including:
 - Exercise (23% vs. 12%);
 - Engage in leisure activities (21% vs. 12%); and/or
 - Have sex (14% vs. 8%).
- Have driven drowsy (41% at least once a month in the past year vs. 22%).
- Do the following activities to help them get through the day when they are sleepy:
 - Accept it and keep going (61% **very likely** vs. 48%);
 - Use caffeinated beverages (50% **very likely** vs. 33%); and/or
 - In fact, these respondents report drinking more caffeine daily than their counterparts (2.51 cups/cans on average vs. 2.03).
 - Smoke a cigarette or use tobacco (17% **very likely** vs. 8%).
 - In fact, these respondents are more likely than their counterparts to have smoked a cigarette at least once a day in the past month (25% vs. 17%).
- Report drinking two or more alcoholic beverages per day (38% at least a few days a month in the past month vs. 31%).
- Engage in *unhealthy* eating behaviors (16% *every day or almost every day* in the past month vs. 8%).
- Have eaten out (41% at least a few days a week in the past month vs. 31%).
- Be not completely satisfied in their relationship, among those married or partnered (28% **somewhat satisfied or less** vs. 17%) and/or with their job, among those employed (54% **somewhat satisfied or less** vs. 43%).

Sleep Habits and Problems

Compared to the sleep behaviors of those who do *not* have children under 18 living in their household, those who *do* are:

- More likely to report that their sleep needs are not being met (41% vs. 24%).
- More likely to make up for it by getting more sleep on the weekend (28% **very likely** vs. 16%) and/or go to bed early that night (20% **very likely** vs. 14%) to help them get through the day when they are sleepy.
- Less likely to take a nap when they are sleepy during the day (17% **very likely** vs. 23%).
- More likely to say they had a good night's sleep only a few nights a month or less (29% vs. 22%).
- More likely to sleep less than 6 hours on a typical workday or weekday (26% vs. 17%).
- Less likely to have been told by a doctor they have/had a sleep disorder (11% vs. 16%).
- More likely to report symptoms of insomnia (69% at least a few nights a week in the past month vs. 62%).
- More likely to snore (37% at least a few nights a week in the past month vs. 28%).

Characteristics of Respondents (continued)

Health and Diet Behaviors

Compared to males, females are:

- More likely to report being unable to do various activities because they are too sleepy (35% vs. 24%), including:
 - Exercise (19% vs. 11%);
 - Engage in leisure activities (19% vs. 11%);
 - Eat healthy (13% vs. 8%); and/or
 - Have sex (14% vs. 6%).
- Less likely to have driven drowsy (24% at least once a month in the past year vs. 31%).
- More likely to miss family events, leisure activities or work functions due to sleepiness or a sleep problem (18% one or more times in the past three months vs. 11%).
- More likely to do the following activities to help them get through the day when they are sleepy:
 - Accept it and keep going (56% **very likely** vs. 48%);
 - Eat foods that are high in sugar or carbohydrates (17% **very likely** vs. 11%); and/or
 - Do less during the day (46% at least **somewhat likely** vs. 36%).
- Less likely to exercise when they are sleepy during the day (18% **very likely** vs. 25%).
- More likely to drink less caffeine daily (2.01 cups/cans on average vs. 2.34).
- More likely to report rarely or never drinking two or more alcoholic beverages per day (78% at least a few days a month in the past month vs. 56%).
- More likely to engage in *healthy* eating behaviors (92% *every day or almost every day* in the past month vs. 87%).
- Less likely to engage in *unhealthy* eating behaviors (8% *every day or almost every day* in the past month vs. 13%).
- Less likely to have eaten out (27% at least a few days a week in the past month vs. 40%).
- Less likely to be active (41% vs. 48%).
- Less likely to be overweight (31% vs. 43%).
- More likely to be not completely satisfied in their relationship, among those married or partnered (26% **somewhat satisfied or less** vs. 18%).

Sleep Habits and Problems

In terms of sleep behaviors, females are:

- More likely to report that their sleep needs are not being met (34% vs. 24%).
- More likely to say they had a good night's sleep only a few nights a month or less (27% vs. 21%).
- More likely to take 30 minutes or more to fall asleep (30% vs. 18%).
- More likely to sleep less than 6 hours on a typical workday or weekday (22% vs. 17%).
- Less likely to snore (25% at least a few nights a week in the past month vs. 36%).
- Less likely to have quit breathing in their sleep (sleep apnea) (5% at least a few nights a week in the past month vs. 8%).

APPENDIX

Variables Used in Analysis

The following factors were used when comparing subpopulations throughout this report:

Health and Diet Behaviors	Sleep Habits and Problems
Activities they are unable to do because they are too sleepy (Q14) <u>Includes:</u> Exercise Engage in leisure activities Work well and efficiently Eat healthy Have sex	Sleep Needs Being Met (Q5/Q7)
Drowsy driving (Q16)	Activities to help them get through the day when they are sleepy (Q15) <u>Includes:</u> Take a nap Make up for it by getting more sleep on the weekend Go to bed early that night
Missed family events, leisure activities or work functions in past three months because of sleepiness or a sleep problem (Q19)	Quality of sleep (S4)
Activities to help them get through the day when they are sleepy (Q15) <u>Includes:</u> Accept it and keep going Use caffeinated beverages Exercise Smoke a cigarette or use tobacco Eat foods that are high in sugar or carbohydrates Do less during the day Use alerting medication, prescription or over-the-counter drugs	Time to fall asleep (Q8)
Caffeine consumption (Q28)	Hours slept on a typical workday or weekday (Q5)
Smoking (Q31)	Use of "sleep aids" (Q13)
Consumption of 2 or more alcoholic beverages (Q29)	Told by a doctor they have/had a sleep disorder (QQ33j)
Frequency of healthy behaviors (Q25)	Experience symptoms of insomnia (Q9a-d)
Frequency of unhealthy behaviors (Q25)	Snoring (Q9e)
Frequency of eating out (Q25)	Experience symptoms of restless legs syndrome (RLS) (Q10)
Activity level (Q23)	Quit breathing in their sleep (sleep apnea) (Q11)
BMI (Q21/Q22)	
Satisfaction in relationship (Q40)	
Satisfaction with job (Q41)	