

SUMMARY OF FINDINGS



National Sleep Foundation

1522 K Street NW, Suite 500

Washington, DC 20005

Ph: (202) 347-3471

Fax: (202) 347-3472

www.sleepfoundation.org

Prepared by:



Job #06-897

Objectives

The National Sleep Foundation commissioned WB&A Market Research to conduct a national survey of women living within the United States with an additional focus on women who are currently pregnant and those who have given birth in the past six months – the NSF 2007 *Sleep in America* poll.

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

1. What are the sleep habits of women across their lifespan?
2. How many women experience various types of sleep problems/disorders?
3. How often do women experience sleep problems/disorders?
4. How is women's sleep affected when they are pregnant or within six months after they give birth?
5. How is women's sleep affected by their life stage (menstruation, pregnant, post partum, perimenopausal and postmenopausal)?
6. How do a woman's multiple roles and lifestyle interact with their sleep?

NSF wishes to acknowledge the volunteer work of the members of its 2007 Poll Task Force. In appreciation of task force members: Meir H. Kryger, MD, Fiona C. Baker, PhD, Kathryn A. Lee, PhD, RN, and Amy R. Wolfson, PhD.

Methodology

In order to collect the information, a total of 1,003 telephone interviews were conducted among a random sample of women between September 12, 2006 and October 28, 2006. An oversample was also used to obtain the additional interviews needed to meet the interview quota for both pregnant and post partum women.

In order to qualify for this study, women had to be between the ages of 18 and 64. All households surveyed were within the continental United States. The survey averaged 23 minutes in length.

A random sample of telephone numbers was purchased from SDR Consulting, Inc. and quotas were established by region, with pregnant and post partum women being oversampled. The data were weighted to reflect equal proportions of respondents by age based on the U.S. Census.

Professional interviewers called from WB&A's telephone interviewing facilities located in Crofton, Maryland and Ithaca, New York. Approximately 80% 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 1,003 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.

Note when reading this report: Percentages may not add up to 100% due to rounding.

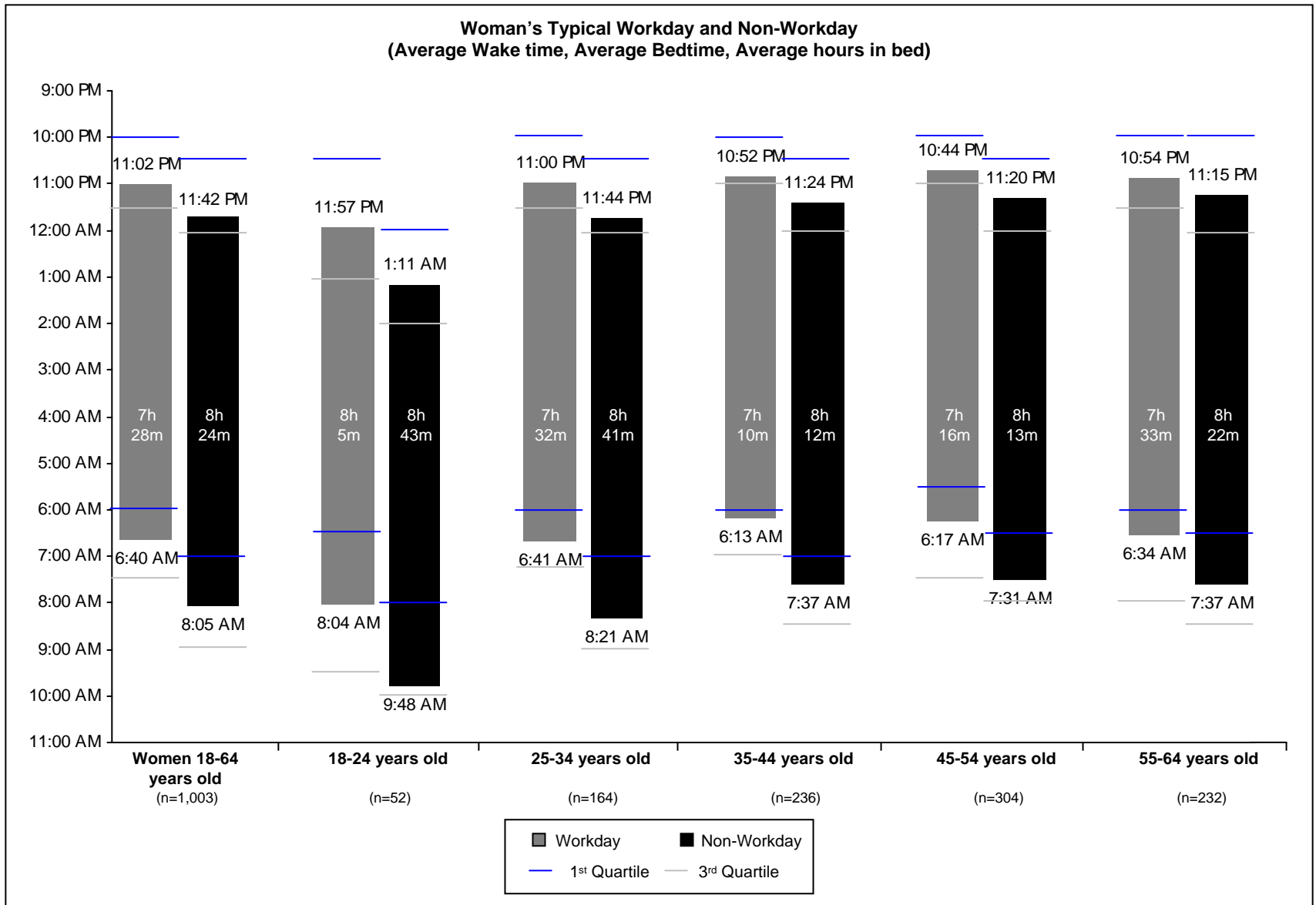
Quotas	Completed Interviews	
	(number of respondents)	(%)
Region		
Northeast	190	19%
Midwest	243	24%
South	360	36%
West	210	21%
TOTAL	1003	100%
Oversample		
Pregnant	150	
Post Partum	151	

Sleep Habits

The charts on the following two pages outline the sleep habits of women on typical workdays and non-workdays.

- Overall, women cite going to bed about 40 minutes later on non-workdays than on workdays on average. Specifically, women say they go to bed, on average, at 11:02 pm on workdays and at 11:42 pm on non-workdays.
 - Women between the ages of 18 and 24 tend to go to bed later on both workdays (11:57 pm vs. 10:44 pm – 11:00 pm) and non-workdays (1:11 am vs. 11:15 pm – 11:44 pm) than their older counterparts.
 - Interestingly, women who are pregnant, post partum, perimenopausal and postmenopausal all cite similar bedtimes for workdays and also for non-workdays, while menstruating women cite slightly later bedtimes on workday and non-workdays.
- Women overall report waking up an average of almost an hour and a half later on non-workdays than on workdays. Specifically, women say they wake up around 6:40 am on workdays and around 8:05 am on non-workdays.
 - Similar to the time they go to bed, women between the ages of 18 and 24 tend to wake up later on both workdays (8:04 am vs. 6:13 am – 6:41 am) and non-workdays (9:48 am vs. 7:31 am – 8:21 am) than their older counterparts.
 - Pregnant women tend to wake up later than women in general on workdays (7:00 am vs. 6:40 am), while menstruating women tend to wake up later than women in general on non-workdays (8:27 am vs. 8:05 am).
- Therefore, overall, women report being in bed an average of 56 minutes longer on non-workdays (8 hours 24 minutes) than workdays (7 hours 28 minutes).
 - Women between the ages of 18 and 24 are the only age group to average more than 8 hours in bed on both workdays (8 hours 5 minutes) and non-workdays (8 hours 43 minutes).
 - When compared to women in general, pregnant women are the one group to average more than 8 hours in bed on both workdays (8 hours 14 minutes) and non-workdays (8 hours 52 minutes).
- Notably, women who report being in bed for less than 7 hours on workdays are significantly more likely than those who report being in bed for 7 hours to less than 9 hours or 9 hours or more to:
 - Report having a good night's sleep only a few nights a month or less (45% vs. 21%, 30%);
 - Be working full time or more than one job (83% vs. 73%, 64%);
 - Drive drowsy at least once a month (39% vs. 25%, 17%);
 - Consume more caffeine each day (3.30 cups/cans vs. 2.39, 2.14); and
 - Experience any symptom of insomnia at least a few nights a week (78% vs. 63%, 64%).

Sleep Habits (cont'd)



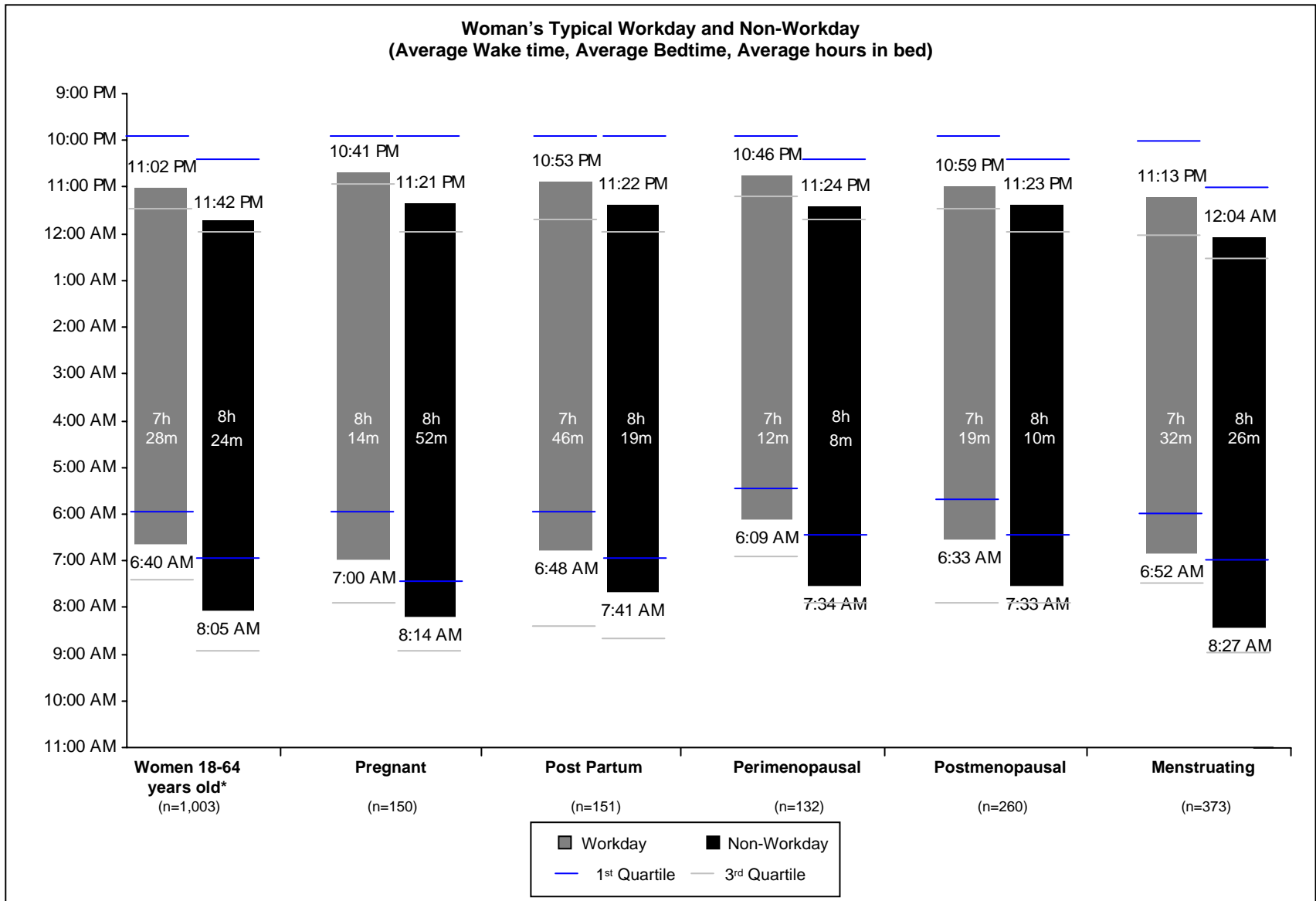
Base = Total sample

DK/Ref = 1% - 2%

Note: Approximately 50% of the population in each group falls between the blue and gray lines

Q1, Q2, Q3, Q4

Sleep Habits (cont'd)



Base = Total sample

DK/Ref = 1% - 2%

Note: Approximately 50% of the population in each group falls between the blue and gray lines

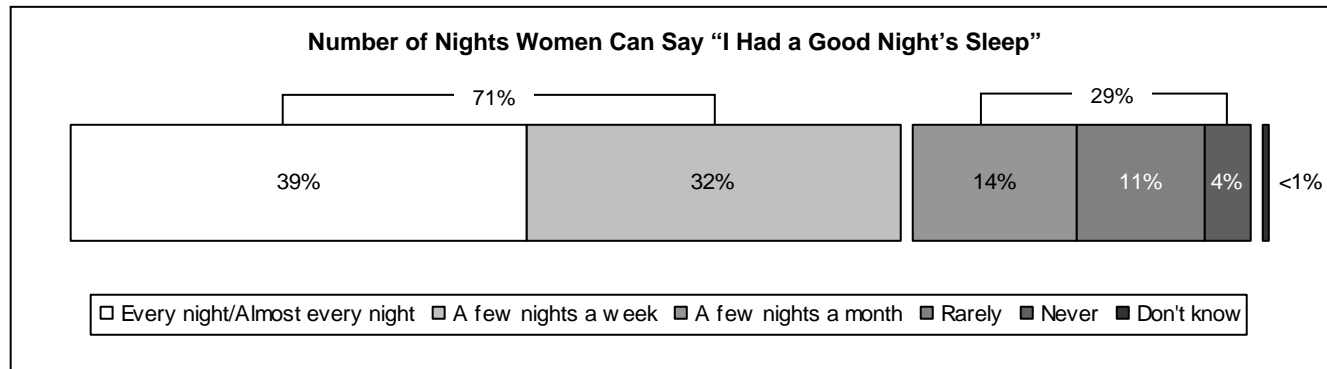
*Includes random sample of women 18-64 years old; excludes oversample of pregnant and post partum women. See methodology for more details.

Q1,Q2,Q3,Q4

Getting a Good Night's Sleep

All women 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, the majority of women (71%) say they get a good night's sleep at least a few nights a week, with 39% saying every night or almost every night. However, about three in ten (29%) say they get a good night's sleep only a few nights a month or less often.
 - Women in general (39%), and specifically menstruating (41%), perimenopausal (45%) and postmenopausal (40%) women, are significantly more likely than pregnant (29%) and post partum (17%) women to report getting a good night's sleep every night or almost every night. In fact, 30% of pregnant women and 42% of post partum women report rarely or never getting a good night's sleep, compared to 15% among all women.
- Women who say they had a good night's sleep only a few nights a month or less are significantly more likely than those who said they had a good night's sleep every night or almost every night to:
 - Be in bed for less than 6 hours on workdays/weekdays (20% vs. 7%);
 - Experience daytime sleepiness at least a few days a week (43% vs. 9%);
 - Miss at least one day of work in the past month because of sleep problems or sleepiness (20% vs. 10%);
 - Drive drowsy at least once a month (39% vs. 18%);
 - Consume more caffeine per day (3.27 cups/cans vs. 2.10);
 - Use any sleep aid at least a few nights a week (45% vs. 18%);
 - Have any symptom of insomnia at least a few nights a week (95% vs. 36%);
 - Experience any symptom of a sleep disorder at least a few nights a week (51% vs. 35%); and
 - Have been told by a doctor they have any sleep disorder (34% vs. 8%).

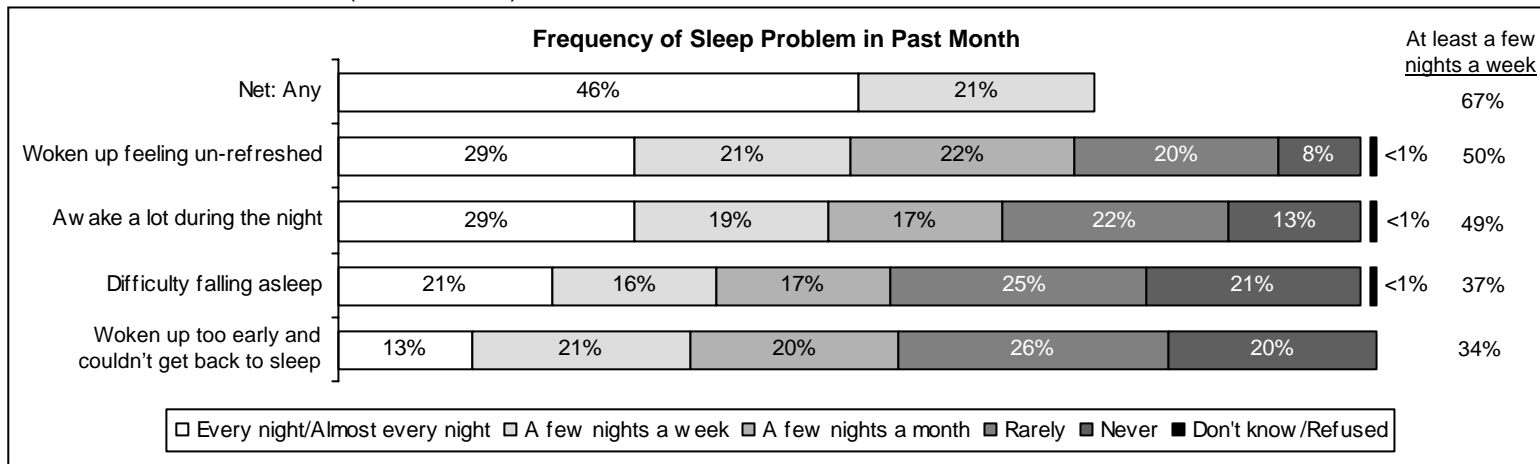


Base = Total sample (n=1,003)
S2

Sleep Problems

The women 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.

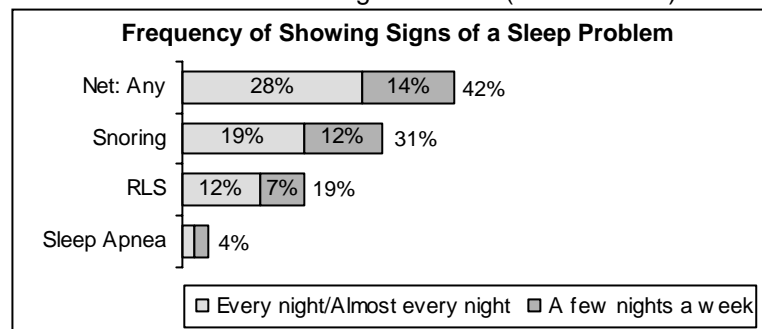
- Overall, about two-thirds of women (67%) report experiencing any sleep problem at least a few nights a week within the past month, with 46% reporting this occurring every night or almost every night.
- About one-half of women say they woke up feeling un-refreshed (50%) and/or were awake a lot during the night (49%) at least a few nights a week in the past month.
- Meanwhile, just more than one-third say they had difficulty falling asleep (37%) and/or woke up too early and couldn't get back to sleep (34%) at least a few nights a week.
- Pregnant (84%) and post partum (84%) women are more likely than women in general (67%) to experience any sleep problem at least a few nights a week.
 - Specifically, post partum women are most likely to wake up feeling un-refreshed (72%) and/or awake a lot during the night (68%), while pregnant women are most likely to be awake a lot during the night (74%) and/or wake up too early and can't get back to sleep (46%).
- Women who report experiencing any sleep problem every night or almost every night are significantly more likely than women who experience any sleep problem only a few nights a month or less to:
 - Miss at least one day of work in the past month (16% vs. 9%);
 - Drive drowsy at least once a month (38% vs. 15%);
 - Use any sleep aid at least a few nights a week (43% vs. 14%); and
 - Be classified as obese (31% vs. 22%).



Sleep Problems (cont'd)

The women surveyed were asked how often they snore, have quit breathing during their sleep (sleep apnea) or have unpleasant feelings in their legs like creepy, crawly or tingly feelings at night with an urge to move when they lie down to sleep (RLS), using a scale of every night/almost every night, a few nights a week, a few nights a month, rarely or never.

- Overall, about four in ten women (42%) say they show signs of either snoring, RLS or sleep apnea at least a few nights a week, with 28% saying every night or almost every night. Specifically, about two in ten women snore every night or almost every night (19%), with just more than one-half of these women saying their snoring is slightly louder than breathing (55%). Meanwhile, 12% show signs of RLS and 2% show signs of sleep apnea every night or almost every night.
 - As women get older, they tend to report showing signs of a sleep problem at least a few nights a week more frequently:
 - 33% of women between the ages of 18 and 24;
 - 36% of women between the ages of 25 and 34;
 - 44% of women between the ages of 35 and 44;
 - 46% of women between the ages of 45 and 54;
 - 48% of women between the ages of 55 and 64.
- Women who snore at least a few nights a week are significantly more likely than women who snore less often or don't snore at all to:
 - Experience daytime sleepiness (32% vs. 17%);
 - Use any sleep aid at least a few nights a week (35% vs. 25%); and
 - Experience any symptom of insomnia at least a few nights a week (75% vs. 64%).
- Women who show signs of RLS at least a few nights a week are significantly more likely than women who show signs of RLS less often to:
 - Consume more caffeine per day (3.71 cups/cans vs. 2.27);
 - Use any sleep aid at least a few nights a week (47% vs. 25%); and
 - Experience any symptom of insomnia at least a few nights a week (90% vs. 62%).

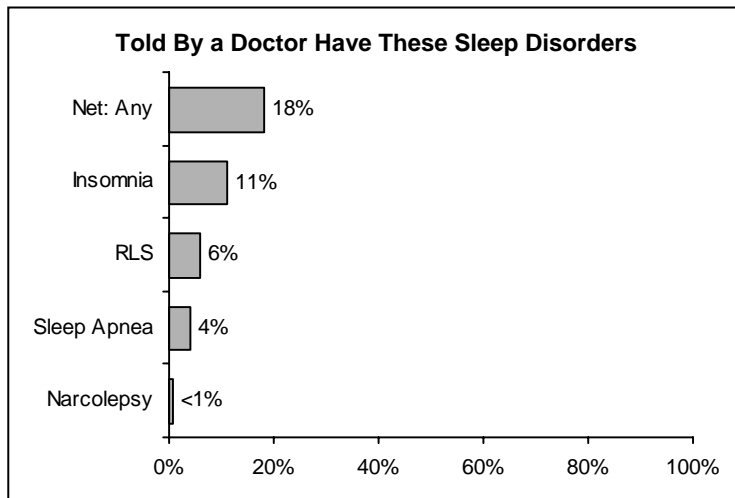


Base = Total sample (n=1,003)
Q11a, Q14, Q15

Sleep Disorders

The women surveyed were asked if they have ever been told by a doctor that they have certain sleep disorders and if they have ever received treatment for those disorders.

- About two in ten women (18%) say a doctor has told them they have a sleep disorder.
- Women most often cite being told they have insomnia (11%), with 7% having received treatment for this disorder.
- Meanwhile, about one in twenty women have been told they have RLS (6%) and/or sleep apnea (4%), with few (3%, 2% respectively) receiving treatment for the disorder.
- Women who have been told by a doctor that they have a sleep disorder are significantly more likely than their counterparts to:
 - Experience daytime sleepiness at least a few nights a week (44% vs. 17%);
 - Drive drowsy at least once a month (34% vs. 25%);
 - Consume more caffeine per day (3.25 cups/cans vs. 2.39); and
 - Be classified as obese (36% vs. 24%).

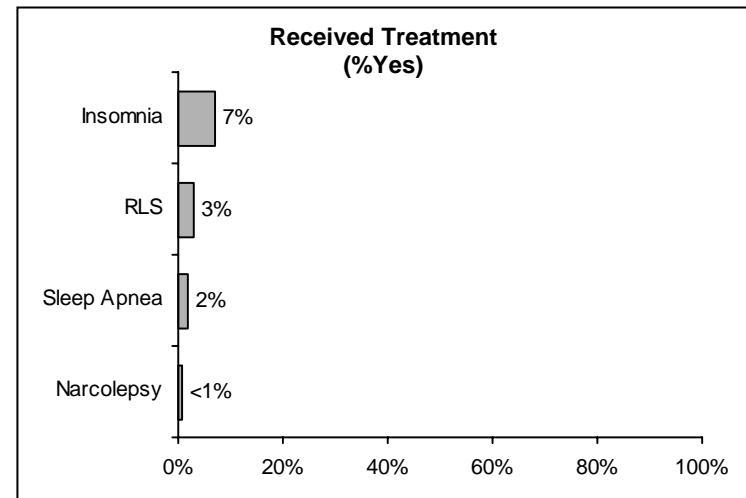


Base = Total sample (n=1,003)

DK = 1%

Multiple Responses Accepted; Select Mentions

Q16



Base = Total sample (n=1,003)

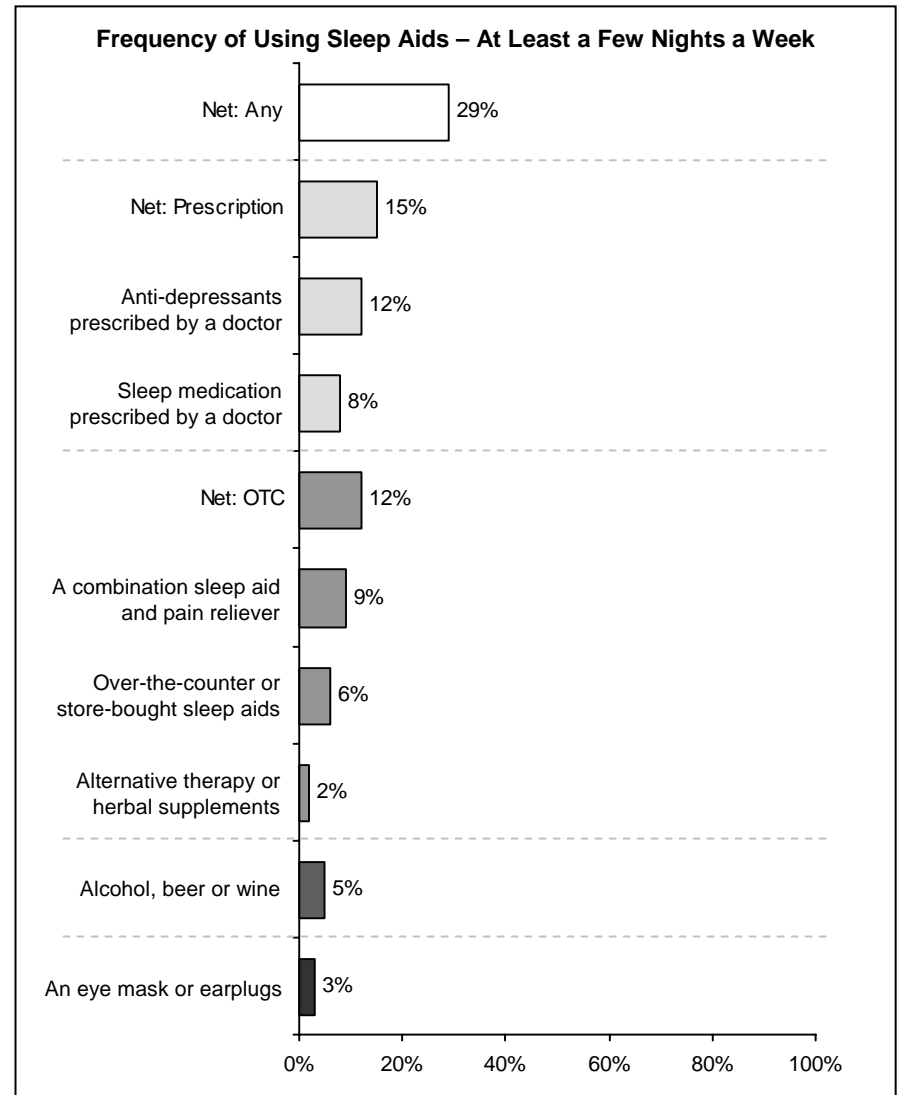
DK = <1%

Q17

Sleep Aids

The women surveyed 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.

- Overall, about three in ten (29%) say they have used any sleep aid at least a few nights a week.
 - Postmenopausal women tend to be the most likely to use any sleep aid at least a few nights a week (41% vs. 33% perimenopausal, 11% pregnant, 8% post partum).
- Specifically, 15% say they use a prescription sleep aid, whether it is anti-depressants prescribed by a doctor (12%) or sleep medication prescribed by a doctor (8%). And, about one in ten (12%) use an over-the-counter sleep aid at least a few nights a week.
- A few women report consuming alcohol, beer or wine (5%) and/or using an eye mask or earplugs (3%) at least a few nights a week.
 - Notably, only 1% of pregnant women report consuming alcohol, beer or wine at least a few nights a week as a sleep aid.
- Women who use a prescription sleep aid at least a few nights a week and women who use an over-the-counter sleep aid at least a few nights a week are significantly more likely than those who use any sleep aid only a few nights a month or less or don't use them at all to:
 - Drive drowsy at least once a month (31%, 40% vs. 22%);
 - Consume more caffeine per day (3.14 cups/cans, 3.48 vs. 2.30); and
 - Experience any symptom of insomnia at least a few nights a week (86%, 91% vs. 60%).

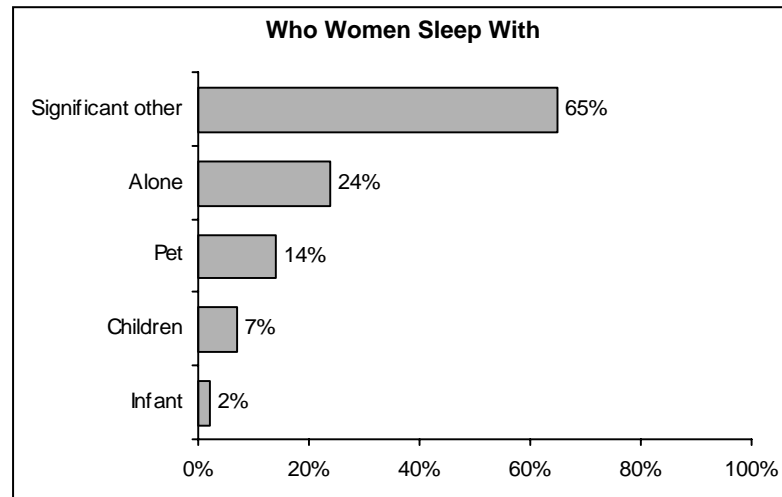


Base = Total sample (n=1,003)
 DK/Ref = <1%
 Q19

Who Women Sleep With

Women most often report sleeping with their significant other (65%), while about one-fourth (24%) sleep alone.

- Meanwhile, 14% of women surveyed report sleeping with a pet.
- Women who sleep with their significant other only (18%) are significantly *less* likely than women who sleep with a pet (29%) or with a child or infant (32%) to report daytime sleepiness at least a few days a week.
- Also, women who sleep with their significant other only (65%) are significantly *less* likely than women who sleep with a pet (76%) or with a child or infant (81%) to experience symptoms of insomnia at least a few nights a week.



Base = Total sample (n=1,003)

DK/Ref = 1%

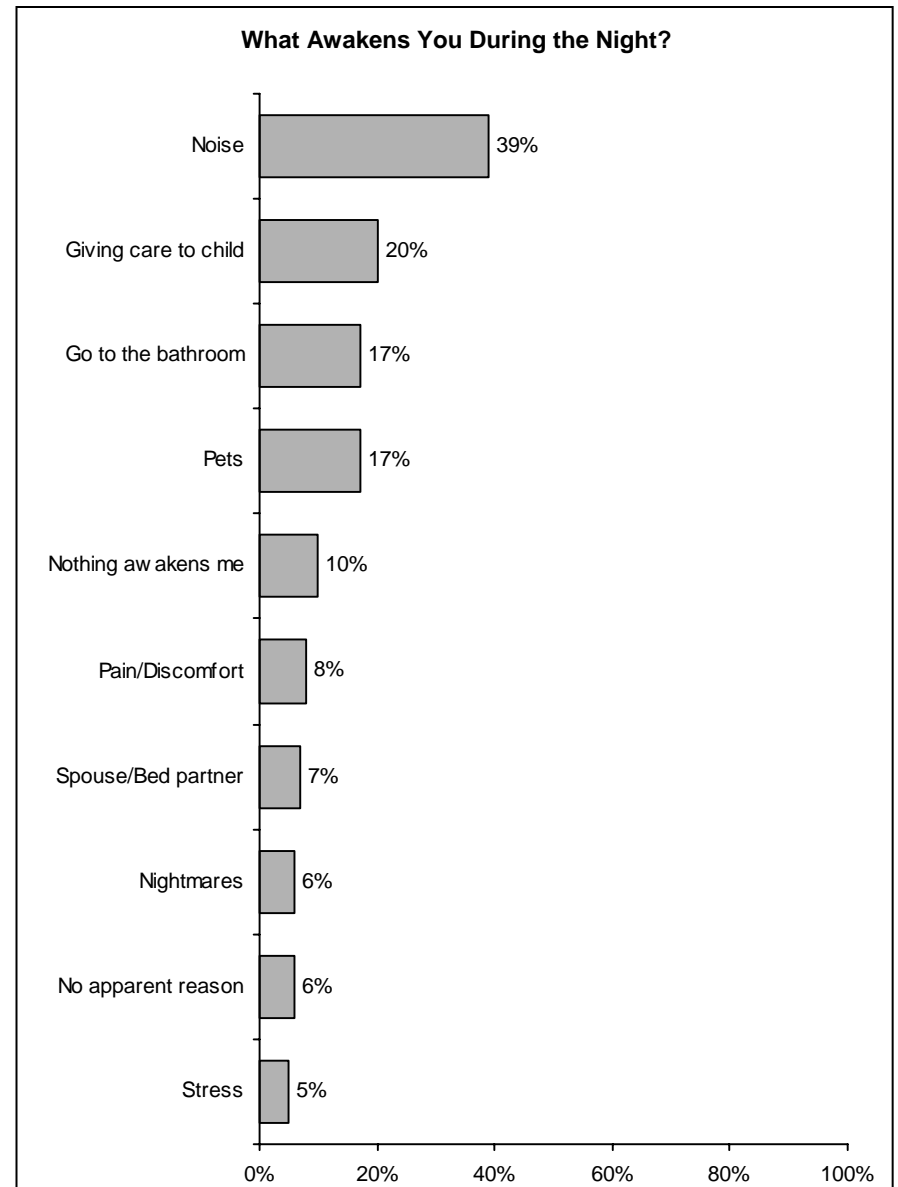
Multiple Responses Accepted; Top Mentions

Q6

Nighttime Disturbances

The women surveyed were asked what, if anything, awakens them during the night.

- Most often, women say that noise awakens them during the night (39%).
- Roughly two in ten women are awakened during the night to give care to a child (20%), to go to the bathroom (17%) and/or by pets (17%).
 - Women between the ages of 25 and 34 are the most likely to report being awakened at night to give care to a child (41% vs. 1% - 27%).
 - Meanwhile, women between the ages of 55 and 64 are significantly more likely than their younger counterparts to report awakening at night to go to the bathroom (29% vs. 8% - 18%).
- Among women who are pregnant, they most often cite being awakened during the night to go to the bathroom (33%) or by noise (29%).
- The vast majority of post partum women say they are awakened during the night to give care to a child (90%).
- Perimenopausal and postmenopausal women are most often awakened by noise (36% each).



Base = Total sample (n=1,003)

DK/Ref = 5%

Multiple Responses Accepted; Top Mentions

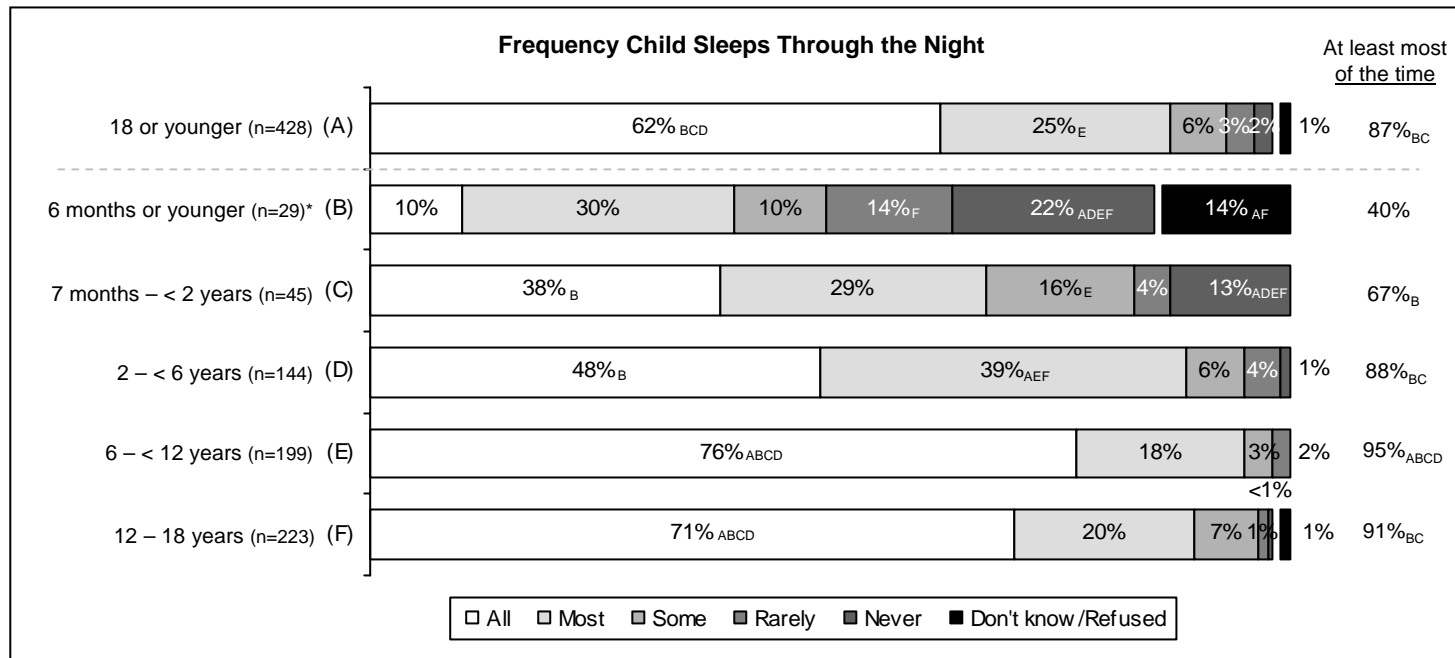
Letters indicate significant differences at the 95% confidence level.

Q18

Children's Sleep Habits

The women with children under 18 living at home were asked how often their child sleeps through the night, using a scale of all the time, most of the time, some of the time, rarely or never.

- Overall, the vast majority of women say their child(ren) sleepS through the night at least most of the time (87%), with 62% saying their child(ren) sleeps through the night all of the time.
- As expected, those with a child 6 months or younger are the most likely to say their child rarely or never sleeps through the night (36% vs. 2% - 17%).



Base = Those with children under 18 living at home

*Caution: Small base

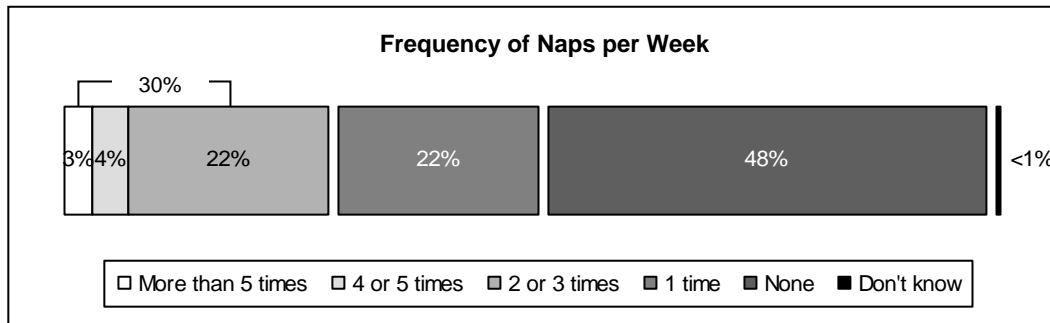
Letters indicate significant differences at the 95% confidence level.

S7

Frequency of Naps

The NSF 2007 *Sleep in America* poll indicates that three in ten women (30%) report taking two or more naps each week, citing an average nap time of about 45 minutes.

- Pregnant (54%) and post partum (40%) women are significantly more likely than women in general (30%), and particularly those who are perimenopausal (25%) and postmenopausal (27%), to report taking at least two naps each week.
- Similarly, women between the ages of 18 and 24 are the most likely to report taking at least 2 naps each week when compared to their older counterparts (52% vs. 22% - 33%).

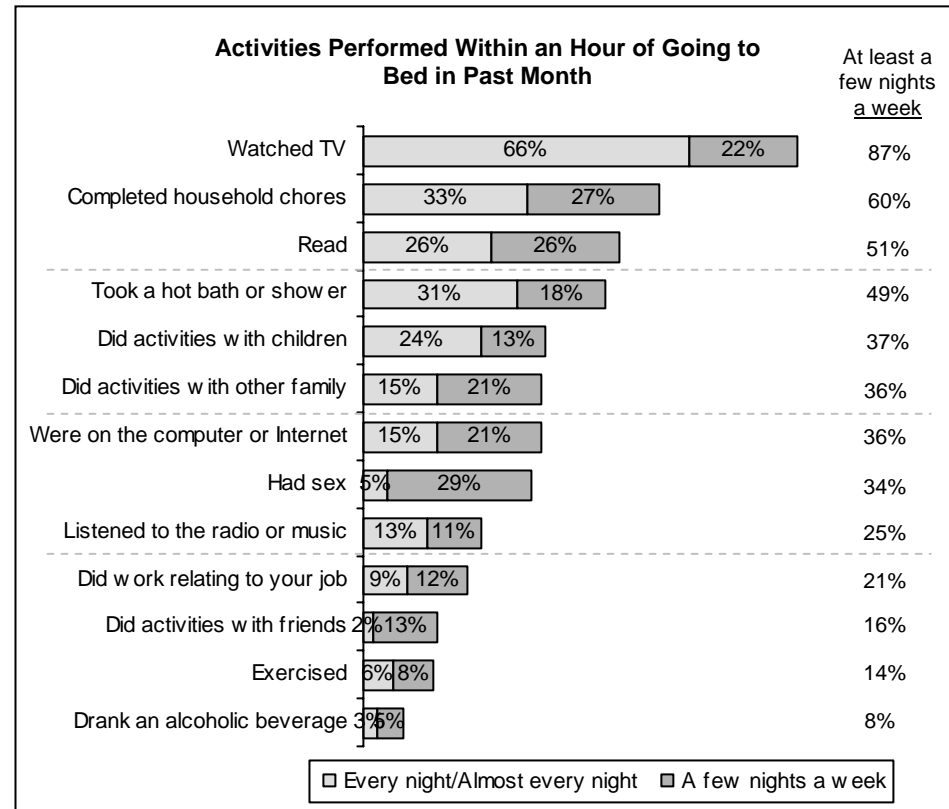


Base = Total sample (n=1,003)
Q8

Daily Activities

The women surveyed were asked how often they performed various activities within an hour of going to bed within 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.

- Almost nine in ten women (87%) mentioned watching television at least a few nights a week within an hour of going to bed during the last month.
- Six in ten women completed household chores within an hour of going to bed at least a few nights a week (60%), while about one-half read (51%) and/or took a hot bath or shower (49%).
- More than one-third say they did activities with children (37%) and/or other family members (36%), were on the computer or Internet (36%) and/or had sex (34%) within an hour of going to bed at least a few nights a week.
- Less than two in ten women did activities with friends (16%), exercised (14%) and/or drank an alcoholic beverage (8%) within an hour of going to bed at least a few nights a week.
- Notably, only 1% of pregnant women surveyed drank an alcoholic beverage within an hour of going to bed at least a few nights a week in the past month.
- Also, the proportion of women who read within an hour of going to bed at least a few nights a week in the past month increases as age increases.

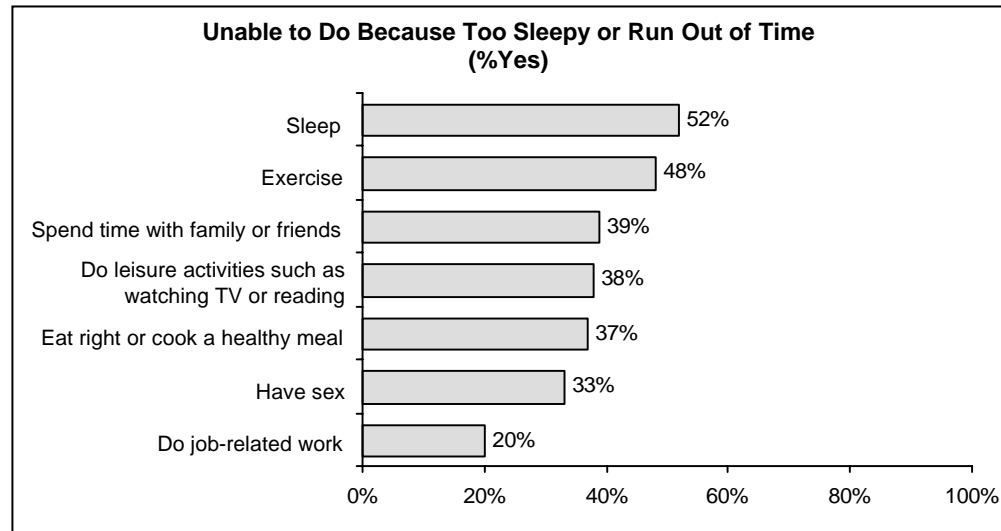


Base = Total sample (n=1,003)
Q5

Daily Activities (cont'd)

The women surveyed were asked out of a series of activities which they are unable to do because they are too sleepy or they run out of time.

- About one-half of women said they are unable to sleep (52%) and/or exercise (48%) because they are too sleepy or they run out of time.
 - Women under the age of 45 are more likely than their older counterparts to report being too sleepy to exercise or running out of time to sleep.



Base = Total sample (n=1,003)

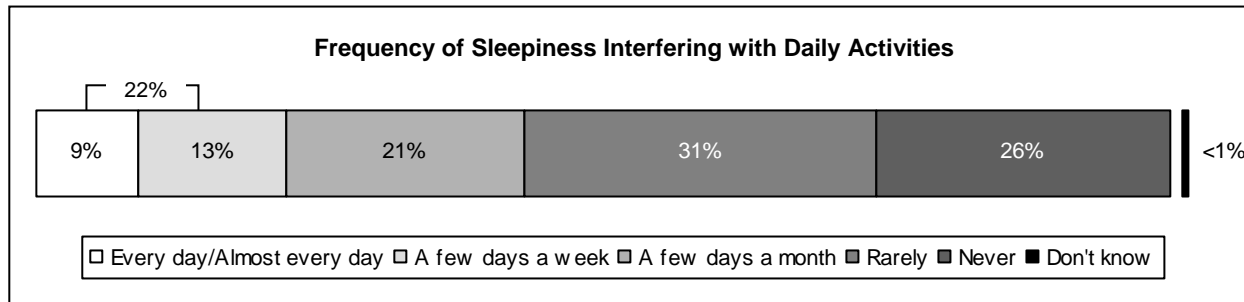
DK/Ref = <1% – 3%

Q23

Daily Activities (cont'd)

All women surveyed were asked how often sleepiness interferes with daily activities, using a scale of every night/almost every day, a few days a week, a few days a month, rarely or never.

- Overall, about two in ten women (22%) report that sleepiness interferes with their daily activities at least a few days a week, with 9% saying it does so every day or almost every day.
 - Notably, pregnant (31%) and post partum (35%) women are significantly more likely than women in general (22%), and specifically perimenopausal (18%), postmenopausal (20%) and menstruating (21%) women, to say their sleepiness interferes with daily activities at least a few days a week.
 - Women between the ages of 25 and 34 (31%) tend to be more likely than their younger (21%) and older (18% - 22%) counterparts to report sleepiness interfering with their daily activities at least a few days a week.
- Meanwhile, about one-fourth (26%) say that sleepiness never interferes with their daily activities.
- Those women who say their sleepiness interferes with daily activities at least a few days a week are significantly more likely than those who say their sleepiness interferes with daily activities a few days a month or less to:
 - Drive drowsy at least once a month (44% vs. 22%);
 - Have children under 18 living at home (55% vs. 44%);
 - Use sleep aids at least a few nights a week (50% vs. 23%); and
 - Be classified as obese (36% vs. 23%).

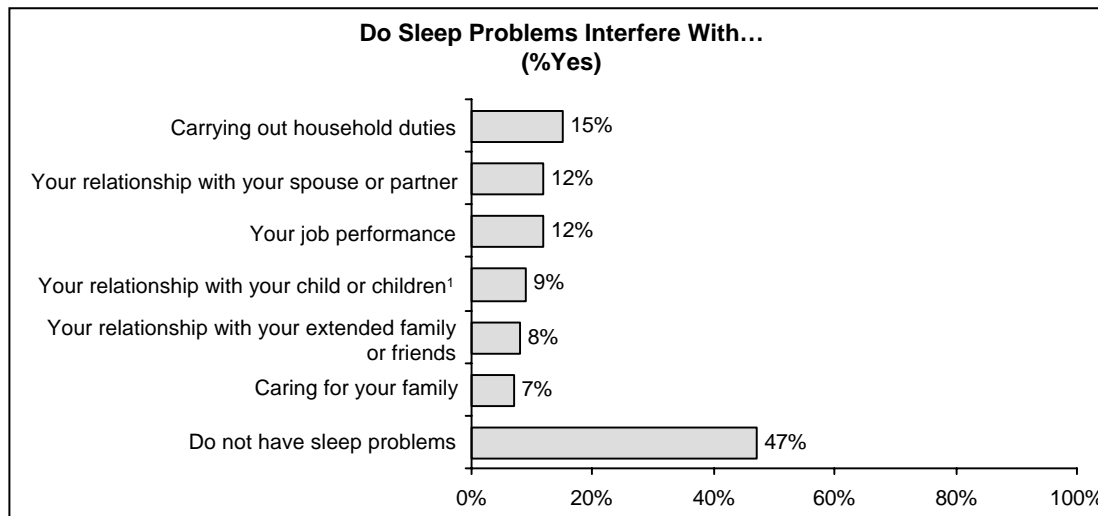


Base = Total sample (n=1,003)
Q20

Daily Activities (cont'd)

All women surveyed were asked how often sleep problems interfere with various activities.

- More than one in ten women say their sleep problems interfere with carrying out household duties (15%), their relationship with their spouse/partner (12%) and/or their job performance (12%).
- Meanwhile, about one-half of women (47%) say they do not have sleep problems.
 - In fact, pregnant (57%) and post partum (69%) women are significantly more likely than women in general (47%), and specifically perimenopausal (40%), postmenopausal (45%) and menstruating (52%) women, to report not having any sleep problems.
- Women who say sleep problems interfere with at least one of these activities are significantly more likely than those who do not have sleep problems to:
 - Consume more caffeine per day (3.40 cups/cans vs. 2.12);
 - Use sleep aids at least a few nights a week (53% vs. 17%);
 - Experience symptoms of insomnia (91% vs. 55%);
 - Experience symptoms of a sleep disorder (60% vs. 33%);
 - Be told by a doctor that they have a sleep disorder (35% vs. 9%); and
 - Be classified as obese (32% vs. 22%).



Base = Total sample (n=1,003)

¹Base= Those who have children under 18 living at home (n=428)

DK/Ref = <1% – 1%

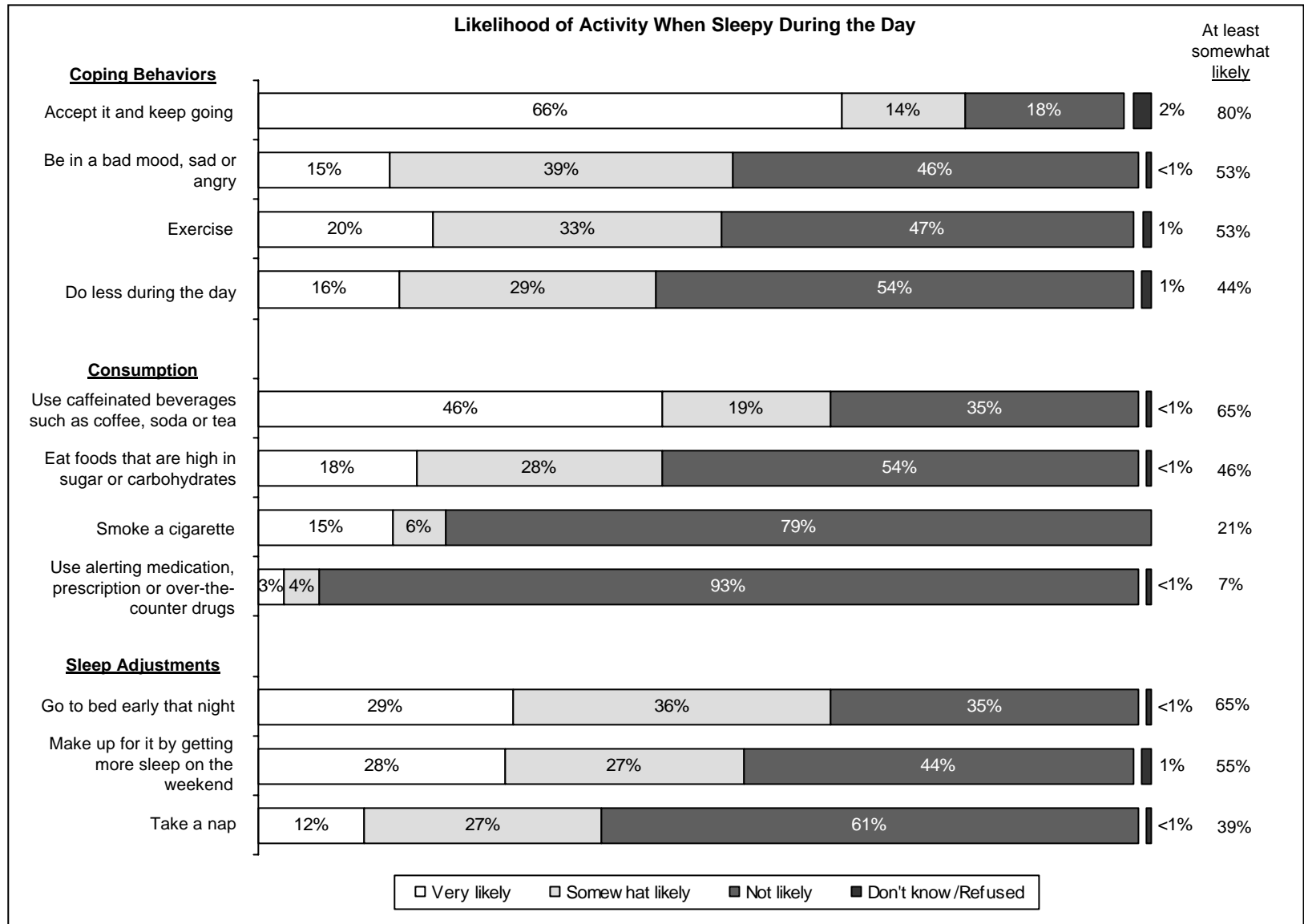
Q22

Dealing with Sleepiness

All women 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, women tend to most often use coping behaviors when they are sleepy during the day. For example, eight in ten women (80%) say they are at least somewhat likely to just accept it and keep going.
 - Meanwhile, about one-half of women are at least somewhat likely to be in a bad mood, sad or angry (53%) when they are sleepy during the day.
 - A comparable proportion of women (53%) are at least somewhat likely to exercise when they are sleepy during the day.
 - And, more than four in ten (44%) report doing less during the day when they are sleepy.
- Meanwhile, some women use a form of consumption when they are sleepy during the day. Specifically, 65% of women say they are at least somewhat likely to use caffeinated beverages.
- Just less than one-half of women (46%) will eat foods that are high in sugar or carbohydrates when they are sleepy during the day. About two in ten (21%) say they are at least somewhat likely to smoke a cigarette, while 7% will use alerting medication, prescription or over-the-counter drugs.
 - Pregnant women are less likely than women in general to say they use caffeinated beverages when they are sleepy during the day (24% vs. 46% very likely).
- And, some women adjust their sleep when they are sleepy during the day. About two-thirds of women say they are at least somewhat likely to go to bed early that night (65%), while another 55% are at least somewhat likely to make up for it by getting more sleep on the weekend and 39% will take a nap.

Dealing with Sleepiness (cont'd)

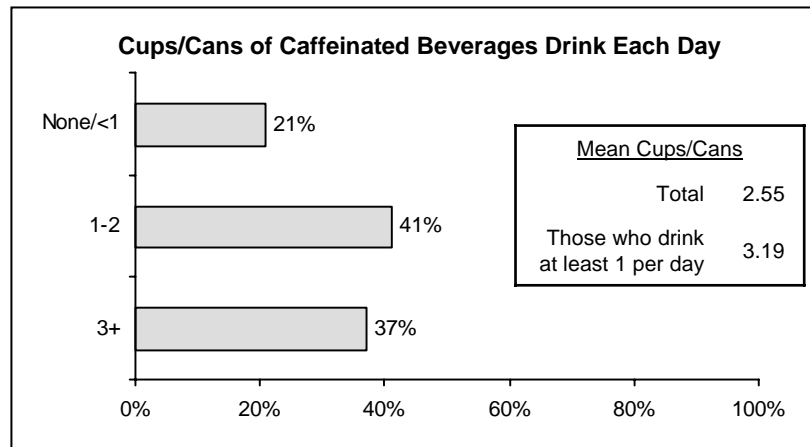


Base = Total sample (n=1,003)
Q26

Caffeine Intake Each Day

On average, women report drinking about two and a half cups or cans of caffeinated beverages each day.

- Specifically, about four in ten (41%) say they drink one or two cups or cans per day, while another 37% say they drink three or more servings.
 - Women who say they are very likely to just accept it and keep going when they are sleepy during the day are significantly more likely to drink three or more cups or cans of caffeinated beverages each day than women who are not likely to just accept it and keep going (39% vs. 29%).
- Pregnant (38%) and post partum (31%) women are more likely than women in general (21%), and specifically perimenopausal (18%) or postmenopausal (17%) women, to drink less than one or no cups or cans of caffeinated beverages each day.
- Women who drink three or more cups or cans of caffeinated beverages each day are significantly more likely than those who drink one or two cups or cans each day and those who drink less than one or no cups or cans each day to:
 - Say they had a good night's sleep only a few nights a month or less (36% who drink three or more cups or cans per day vs. 24% who drink one or two cups or cans per day, 25% who drink less than one or no cups or cans per day);
 - Be in bed less than 6 hours on workdays or weekdays (16% vs. 10%, 9%);
 - Drive drowsy at least once a month (35% vs. 22%, 22%);
 - Use any sleep aid at least a few nights a week (39% vs. 23%, 22%);
 - Experience any symptom of insomnia at least a few nights a week (73% vs. 66%, 61%); and
 - Experience any symptom of a sleep disorder at least a few nights a week (51% vs. 39%, 31%).

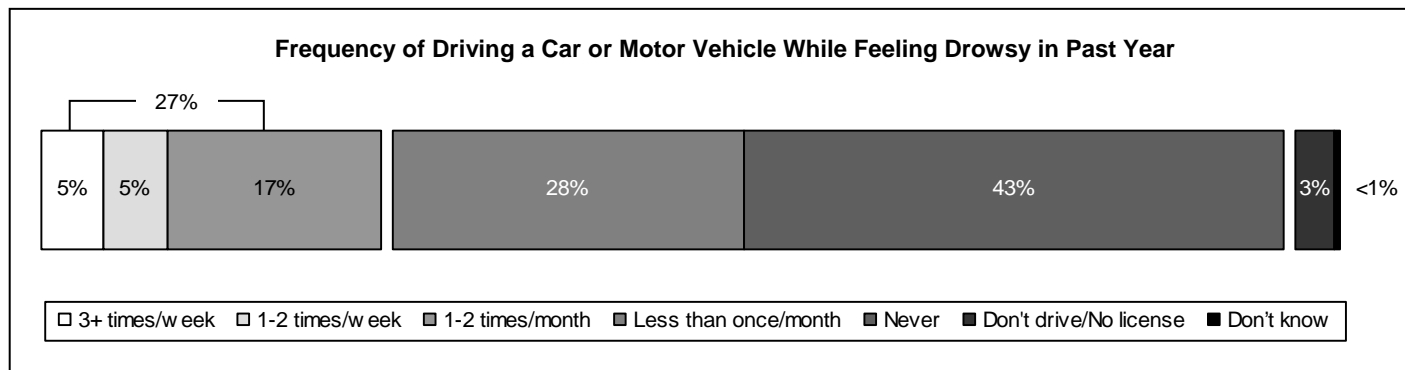


Base = Total sample (n=1,003)
DK/Ref = 1%
Q31

Drowsy Driving

Overall, 27% of all women surveyed report that they have driven drowsy at least once per month during the past year.

- Women under the age of 55 are the most likely to report driving drowsy at least once a month when compared to their older counterparts:
 - 37% of women between the ages of 18 and 24;
 - 29% of women between the ages of 25 and 34;
 - 30% of women between the ages of 35 and 44;
 - 26% of women between the ages of 45 and 54;
 - 14% of women between the ages of 55 and 64.
- More than three in ten women who are pregnant (31%) or are post partum (38%) say they have driven drowsy at least once a month in the past year.
- Among women who drive, 1% have had an accident or near accident due to drowsiness while driving in the past year.
- Women who report having driven drowsy at least once a month are significantly more likely than those who have driven drowsy less than once a month or have never driven drowsy to:
 - Work full time or more than one job (81% vs. 72%);
 - Have done work relating to their job within an hour of going to bed in the past month (30% vs. 19%);
 - Miss at least one day of work because of sleep in the past month (17% vs. 9%);
 - Consume more caffeine per day (3.34 cups/cans vs. 2.24);
 - Have children under 18 living at home (54% vs. 44%); and
 - Snore at least a few nights a week (39% vs. 27%).

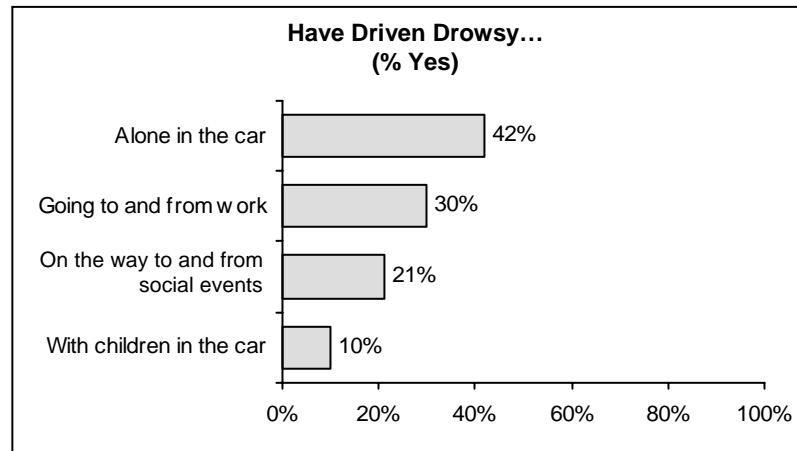


Base = Total sample (n=1,003)
Q27

Drowsy Driving (cont'd)

The women surveyed were asked if they have ever driven drowsy in various situations.

- About four in ten women (42%) say they have driven drowsy when they were alone, while one in ten (10%) have driven drowsy with children in the car.
 - Notably, 20% of post partum women surveyed say they have driven drowsy with children in the car.
- Meanwhile, another 30% say they have driven drowsy going to and from work.
- About two in ten women (21%) say they have driven drowsy on the way to and from social events.

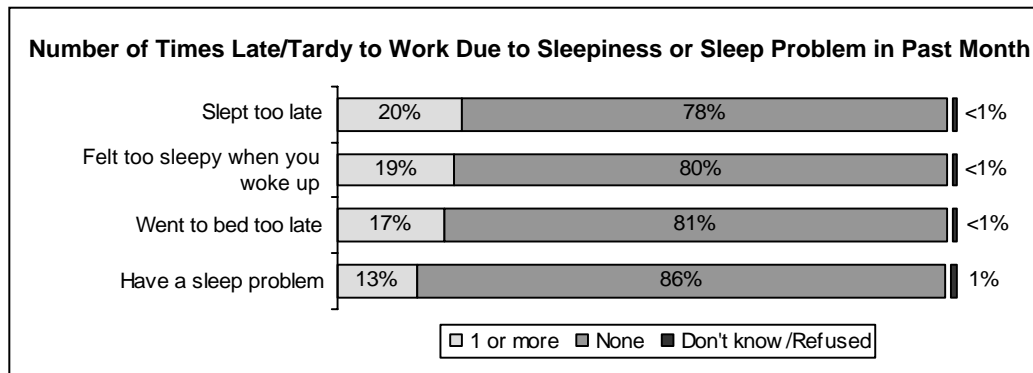


Base = Total sample (n=1,003)
DK/Ref = <1%
Q30

Sleep and Work

Women surveyed who work were asked how many times they were late or tardy to work in the past month due to various factors regarding sleepiness or sleep problems.

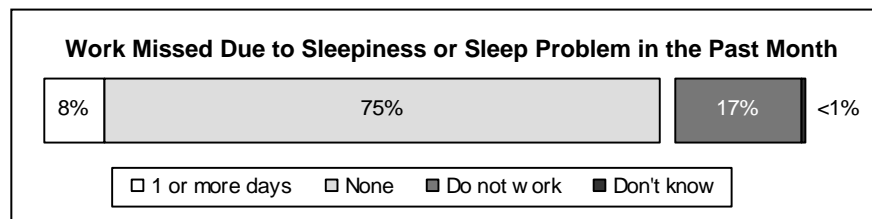
- Roughly two in ten women say they have been late or tardy to work at least once in the past month due to sleeping too late (20%), feeling too sleepy when they woke up (19%) and/or going to bed too late (17%). Slightly fewer (13%) say they were late or tardy because they have a sleep problem.
 - Women between the ages of 18 and 24 are significantly more likely than their older counterparts to report being late or tardy to work at least once in the past month due to sleeping too late (48% vs. 8% - 26%).



Base = Those who work (n=683)
Q25

The women surveyed were asked how many days of work they missed in the past month due to sleepiness or a sleep problem.

- About one in ten women (8%) say they have missed at least one day of work due to sleepiness or a sleep problem in the past month.
- Pregnant women tend to be more likely to say they have missed at least one day of work in the past month due to sleepiness or a sleep problem (10%).
- Women between the ages of 18 and 24 are significantly more likely than their older counterparts to cite missing at least one day of work due to sleepiness or a sleep problem in the past month (25% vs. 1% - 12%).

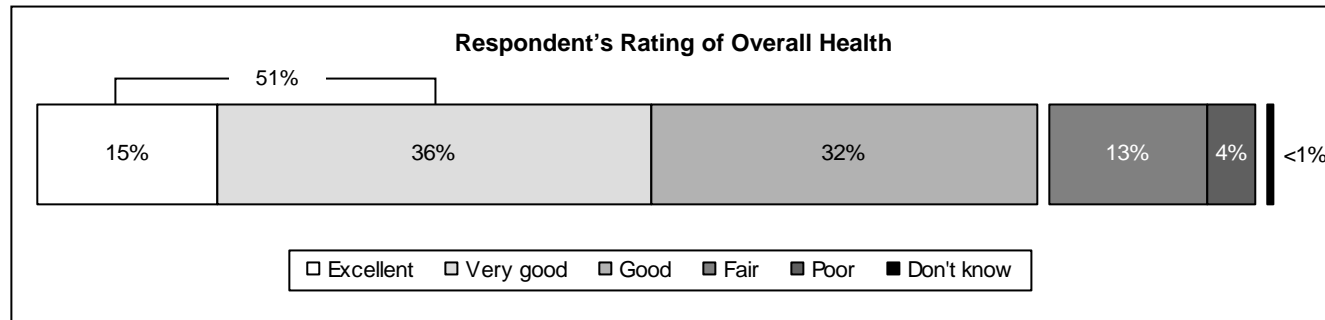


Base = Total sample (n=1,003)
Q24

Overall Health Status

The women were asked to rate their overall health, using a scale of excellent, very good, good, fair or poor.

- About one-half of women (51%) say they are in excellent or very good health, with 15% saying excellent. Conversely, 16% say they are in fair or poor health.
 - Pregnant (29%) and post partum (26%) women are significantly more likely than women in general (15%) to report being in excellent health.
 - Meanwhile, postmenopausal women are the most likely to say they are in fair or poor health (22%).
- Women who are in fair or poor health are significantly more likely than those in excellent or very good health to:
 - Say they had a good night's sleep only a few nights a month or less (51% vs. 19%);
 - Experience daytime sleepiness at least a few days a week (46% vs. 12%);
 - Have missed at least one day of work because of sleepiness or sleep problems in the past month (26% vs. 7%);
 - Consume more caffeine per day (3.11 cups/cans vs. 2.23);
 - Take one or more naps per week (69% vs. 46%);
 - Use any sleep aid at least a few nights a week (54% vs. 19%);
 - Experience any symptom of insomnia at least a few nights a week (87% vs. 59%);
 - Experience any symptom of a sleep disorder at least a few nights a week (66% vs. 30%); and
 - Have been told by a doctor they have any sleep disorder (40% vs. 10%).



Base = Total sample (n=1,003)

S3

BMI

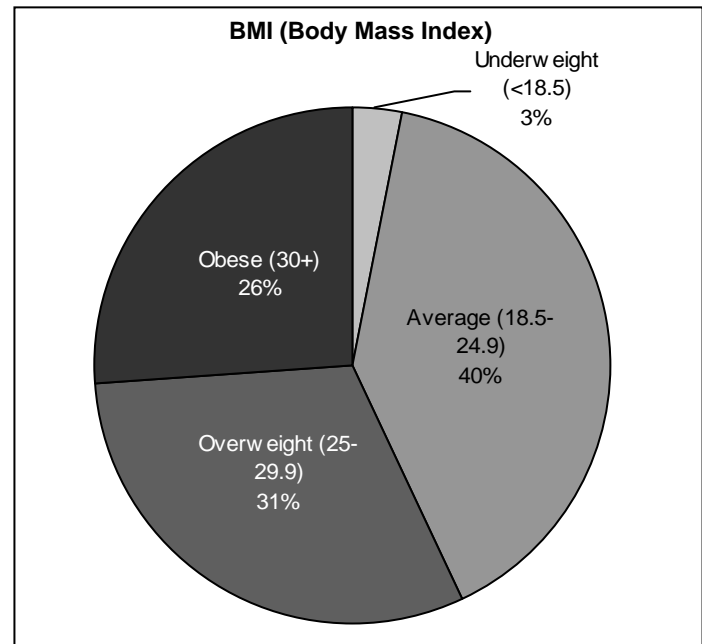
Women were asked to report their height and weight, without shoes. Using this information, the Body Mass Index (BMI) for all women was calculated using the following formula:

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

Women 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 2007 *Sleep in America* poll indicates that more than one-half (57%) of the women surveyed are either overweight (31%) or obese (26%), while 40% are average weight. Only 3% can be considered underweight.

- Women who are between the ages of 55 and 64 are the least likely to report being average weight (27% vs. 36% - 48%), while women between the ages of 18 and 24 are the least likely to report being obese (12% vs. 26% - 33%).
- Women who are considered obese are more likely than those who are average weight or overweight to:
 - Experience daytime sleepiness at least a few days a week (31% vs. 18% average weight, 22% overweight);
 - Use a prescription sleep aid at least a few nights a week (23% vs. 11%, 14%);
 - Snore at least a few nights a week (46% vs. 21%, 33%);
 - Experience symptoms of restless leg syndrome at least a few nights a week (26% vs. 15%, 18%); and
 - Have been told by a doctor that they have any sleep disorder (23% vs. 15%, 15%).

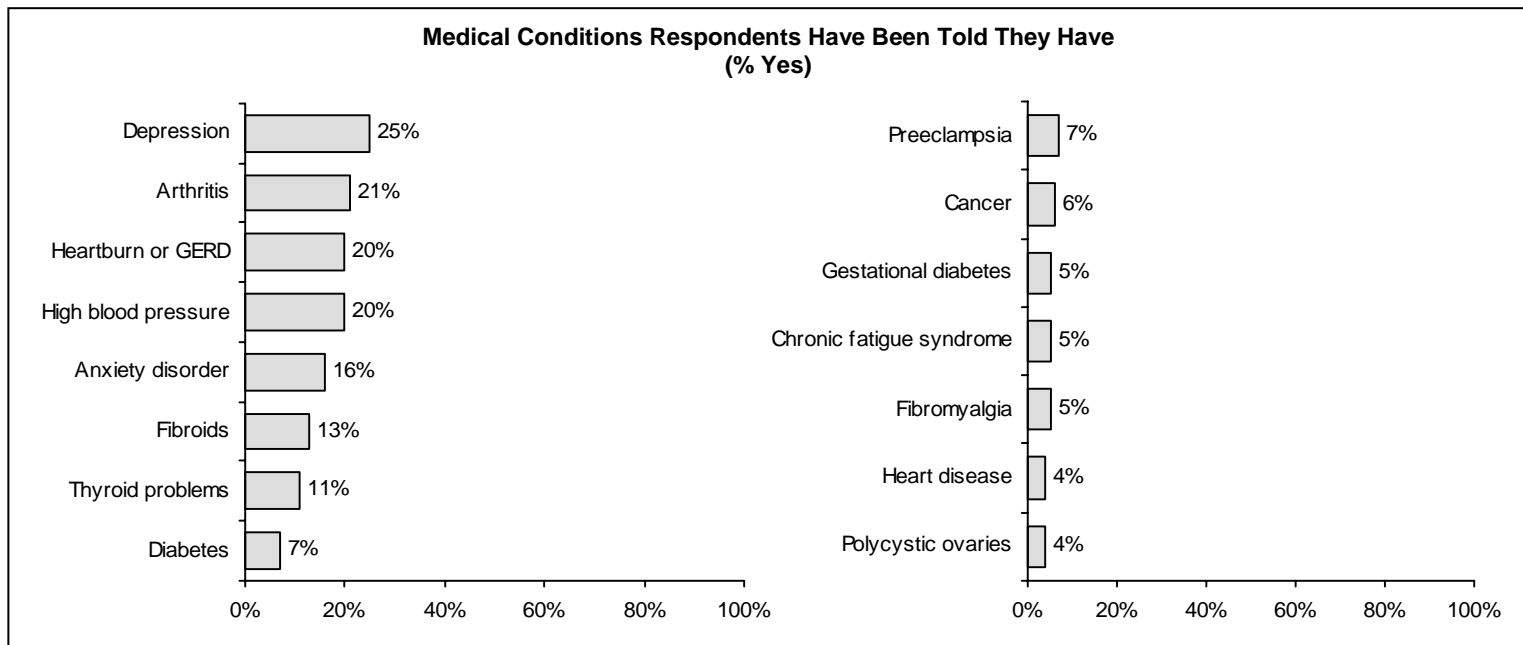


Base = Those answering (n=934)
Q33/Q34

Medical Conditions

About two-thirds (65%) of all women surveyed say they have been diagnosed with at least one medical condition, most often citing depression (25%), arthritis (21%), heartburn or gastroesophageal reflux disease (GERD) (20%) and/or high blood pressure (20%).

- The prevalence of medical conditions tends to increase in women as age increases:
 - 35% of women between the ages of 18 and 24;
 - 56% of women between the ages of 25 and 34;
 - 72% of women between the ages of 35 and 44;
 - 74% of women between the ages of 45 and 54;
 - 86% of women between the ages of 55 and 64.



Base = Total sample (n=1,003)

DK/Ref = <1% - 1%

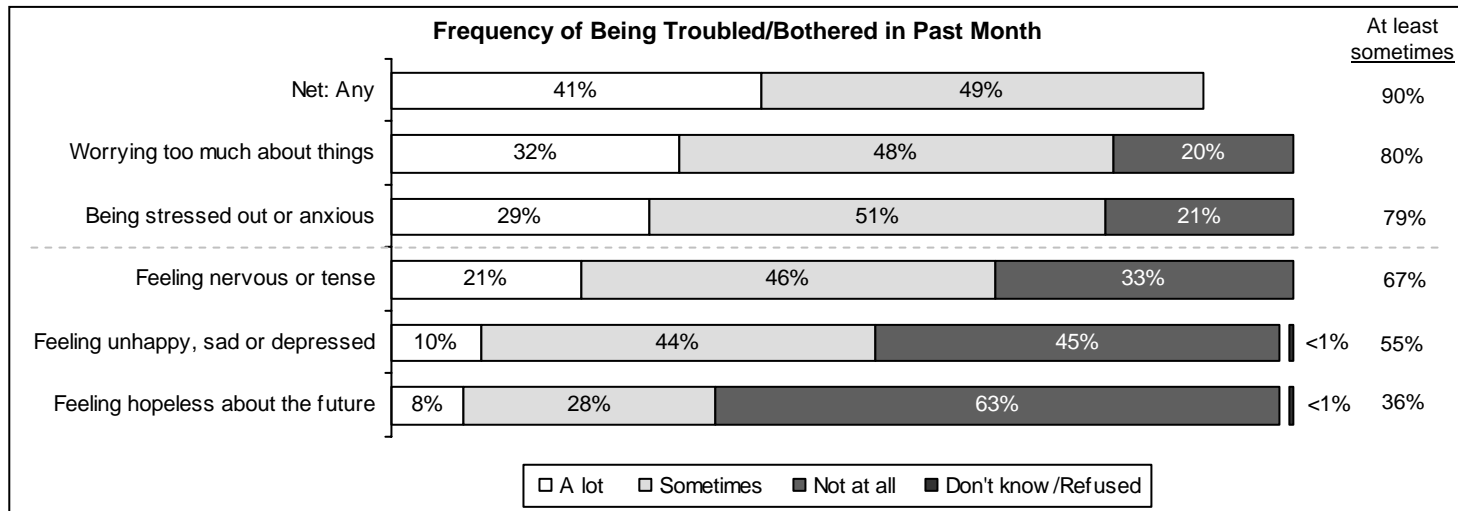
Top Mentions

Q35

Depressive Mood

The women surveyed were asked how often they were bothered or troubled by a series of five mood states within the past month, using a scale of a lot, sometimes or not at all.

- Overall, most women (90%) report that they are bothered or troubled at least sometimes by at least one of the mood states, with about four in ten (41%) being bothered or troubled a lot.
- Most often, women report being bothered by worrying too much about things (80%) and/or being stressed out or anxious (79%) a lot or sometimes. In fact, about three in ten worry too much about things (32%) and/or are stressed out or anxious (29%) a lot.
- About two-thirds (67%) are bothered by feeling nervous or tense a lot or sometimes within the past month, while more than one-half (55%) felt unhappy, sad or depressed a lot or sometimes.
- More than one-third (36%) report feeling hopeless about the future a lot or sometimes in the past month.
- Women under the age of 45 (40%-52%) are more likely than their older counterparts (28%-36%) to report being troubled or bothered by any of the five mood states a lot in the past month.
- Pregnant and post partum women are significantly less likely than women in general to feel unhappy, sad or depressed (41% pregnant, 44% post partum vs. 55% women 18-64) and hopeless about the future (22%, 26% vs. 36%) a lot or sometimes.
- In addition, those who are shift workers (53% vs. 36% work a regular schedule), obese (50% vs. 36% average, 37% overweight), and/or who use sleep medication at least a few nights a week (57% vs. 34% only a few nights a month or less/never) are more likely than their counterparts to report being troubled or bothered by any of the five mood states a lot in the past month.

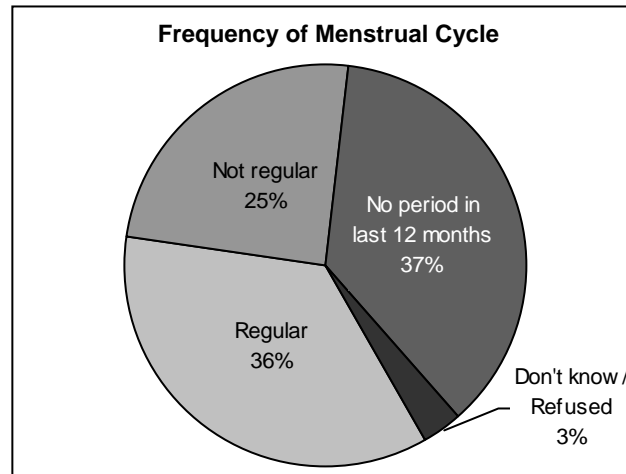


Base = Total sample (n=1,003)
Q7

Menstrual Cycle

The women surveyed were asked the regularity of their menstrual cycle.

- About one-third of women (36%) say their menstrual cycle occurs regularly, while 25% say their menstrual cycle is not regular. Another 37% of women say they have not had a period in the last 12 months.
 - Notably, women who work a regular schedule are more likely than those who do not work to have a regular menstrual cycle (38% vs. 30%).
- Women who do not have a regular menstrual cycle are significantly more likely than those whose menstrual cycle is regular to:
 - Say they had a good night's sleep only a few nights a month or less (35% vs. 20%);
 - Consume more caffeine per day (2.88 cups/cans vs. 2.07);
 - Be awake a lot during the night at least a few nights a week (53% vs. 41%); and
 - Be told by a doctor they have insomnia (16% vs. 6%).
- Women between the ages of 18 and 44 and who are not using hormonal contraceptives (77% of women between the ages of 18 and 44) are significantly more likely than women between the ages of 18 and 44 and who do use hormonal contraceptives (23% of women between the ages of 18 and 44) to:
 - Experience daytime sleepiness at least a few days a week (28% vs. 17%);
 - Consume more caffeine per day (2.80 cups/cans vs. 1.79);
 - Have children under the age of 18 living at home (67% vs. 54%);
 - Wake up too early and not be able to get back to sleep at least a few nights a week (37% vs. 26%); and
 - Experience symptoms of RLS at least a few nights a week (19% vs. 12%).

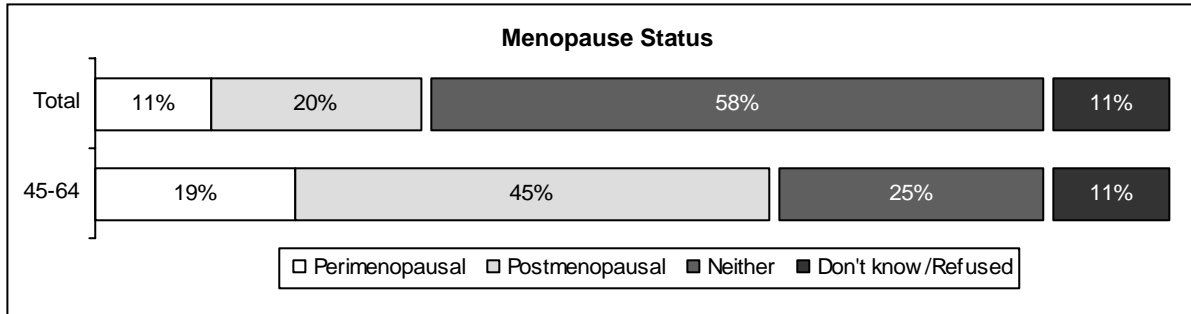


Base = Total sample (n=1,003)
Q37

Menopause

The women surveyed were asked if they are perimenopausal, postmenopausal or neither.

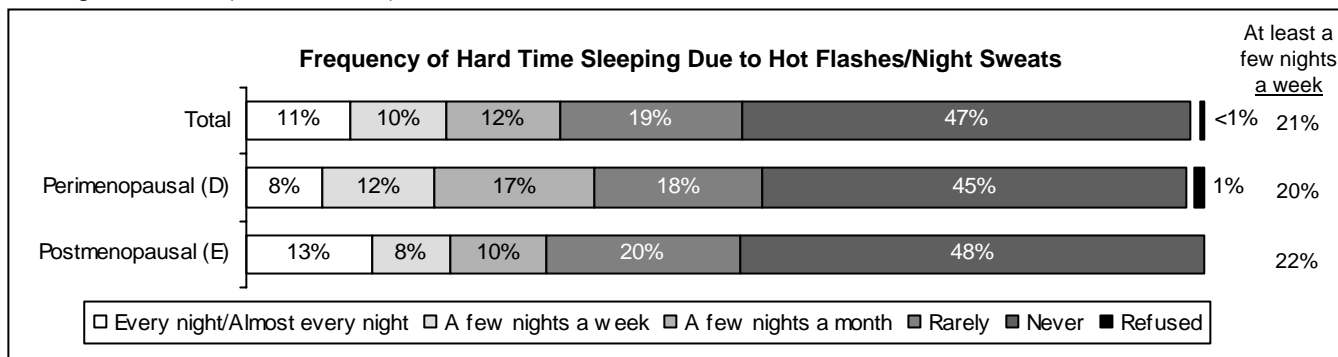
- Two in ten women (20%) say they are postmenopausal, while another 11% of women are perimenopausal.
- Among women between the ages of 45 and 64, 45% report being postmenopausal and 19% are perimenopausal.



Base = Total sample (Total n=1,003; 45-64 n=536)
 Letters indicate significant differences at the 95% confidence level.
 Q42

Women who are either perimenopausal or postmenopausal were asked how often they had a hard time sleeping due to hot flashes or night sweats, using a scale of every night/almost every night, a few nights a week, a few nights a month, rarely or never.

- About two in ten of these women (21%) say they have a hard time sleeping due to hot flashes or night sweats at least a few nights a week.
- Conversely, almost one-half (47%) say their sleep is never disturbed from hot flashes or night sweats.
- Notably, women between the ages of 45 and 64 and who use hormone replacement therapy or estrogen replacement therapy (15% of women between the ages of 45 and 64) are significantly more likely than women between the ages of 45 and 64 and who do not use hormone replacement therapy and estrogen replacement therapy (85% of women between the ages of 45 and 64) to use a prescription sleep aid at least a few nights a week (33% vs. 19%).



Base = Those who are either peri or postmenopausal (Total n=392; Perimenopausal n=132; Postmenopausal n=260)
 Letters indicate significant differences at the 95% confidence level.
 Q43

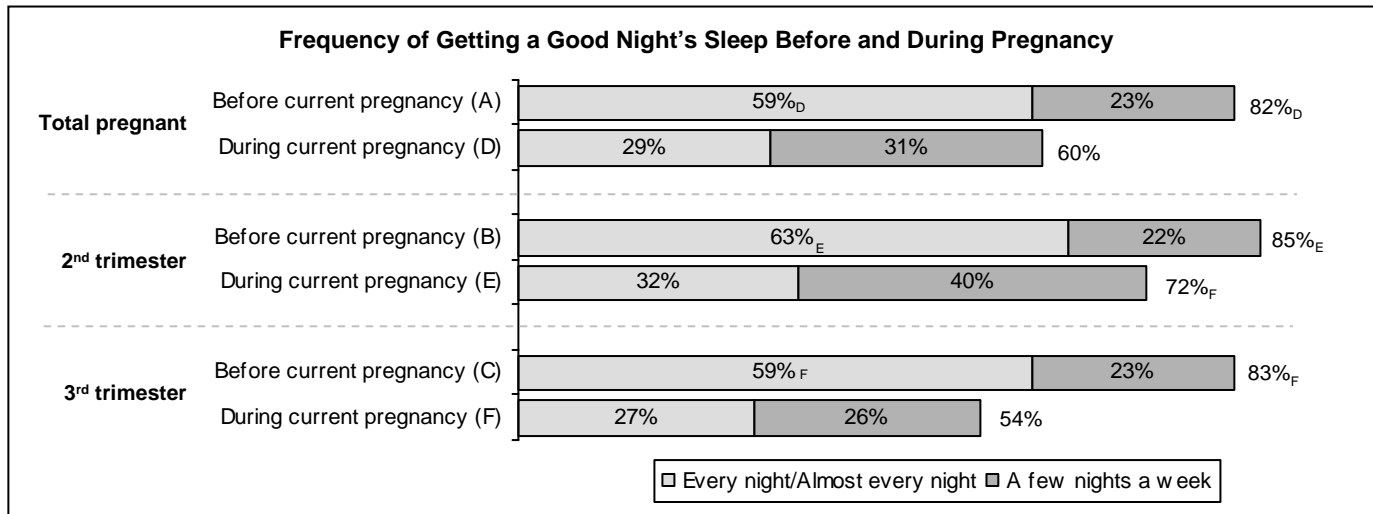
Pregnant Women

Among the women surveyed who are currently pregnant, most (61%) were in their 3rd trimester, while 32% were in their 2nd trimester. The remaining 8% of pregnant women were in the 1st trimester of their pregnancy.

- Notably, pregnant women who are in their 3rd trimester are significantly more likely than pregnant women in their 2nd trimester to take at least 1 nap each week (78% vs. 60%).
- Overall, pregnant women are significantly more likely than women in general to:
 - Get a good night's sleep only a few nights a month or less (40% vs. 29%);
 - Experience daytime sleepiness at least a few days a week (31% vs. 22%);
 - Take at least one nap each week (75% vs. 52%); and
 - Experience any symptom of insomnia at least a few nights a week (84% vs. 67%).

Pregnant women were asked how often they got a good night's sleep before their current pregnancy and during their current pregnancy, using a scale of every night/almost every night, a few nights a week, a few nights a month, rarely or never.

- Pregnant women recall getting better sleep before their current pregnancy as compared to how they are currently sleeping. Specifically, 82% say they were getting a good night's sleep at least a few nights a week before their current pregnancy, compared to 60% saying they are currently getting a good night's sleep at least a few nights a week.
- And, during their current pregnancy, women in their 2nd trimester (72%) are significantly more likely than those in their 3rd trimester (54%) to say they get a good night's sleep at least a few nights a week.



Base = Those who are pregnant (Pregnant n=150; 2nd trimester n=47; 3rd trimester n=91)

Letters indicate significant differences at the 95% confidence level.

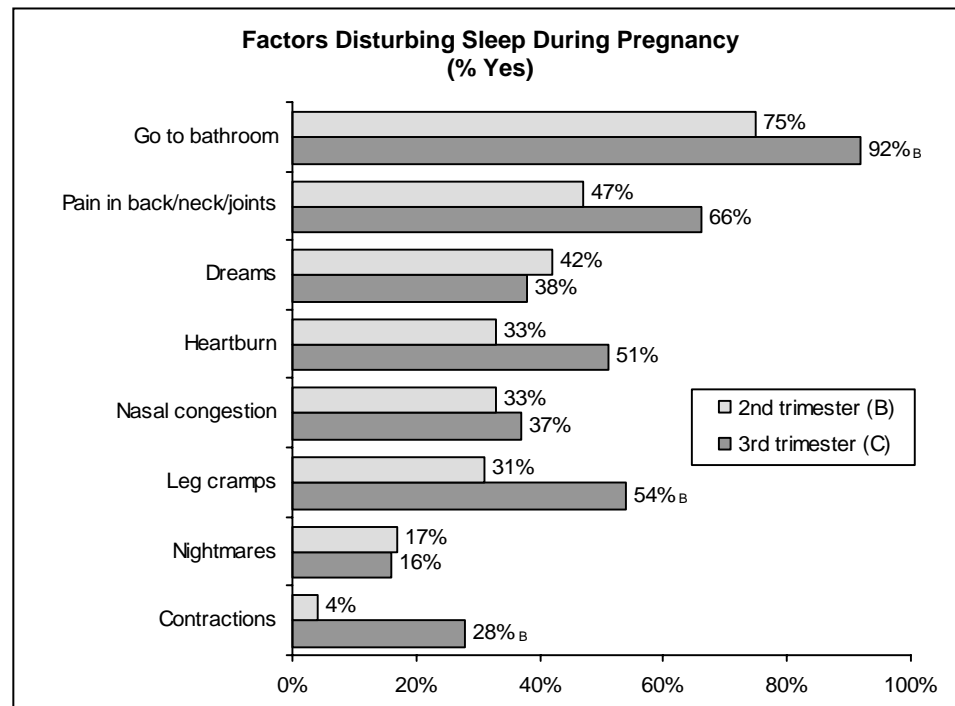
Q45, S2

Factors Disturbing Sleep During Pregnancy

Pregnant

Pregnant women were asked if their sleep is disturbed by various factors during their current pregnancy.

- Pregnant women in their 3rd trimester most often say their sleep is disturbed by having to go to the bathroom (92%), pain in their back, neck or joints (66%), leg cramps (54%) and/or heartburn (51%).
- Pregnant women in their 2nd trimester most often say their sleep is disturbed by having to go to the bathroom (75%), pain in their back, neck or joints (47%) and/or dreams (42%).



Base = Those who are pregnant (2nd trimester n=47; 3rd trimester n=91)

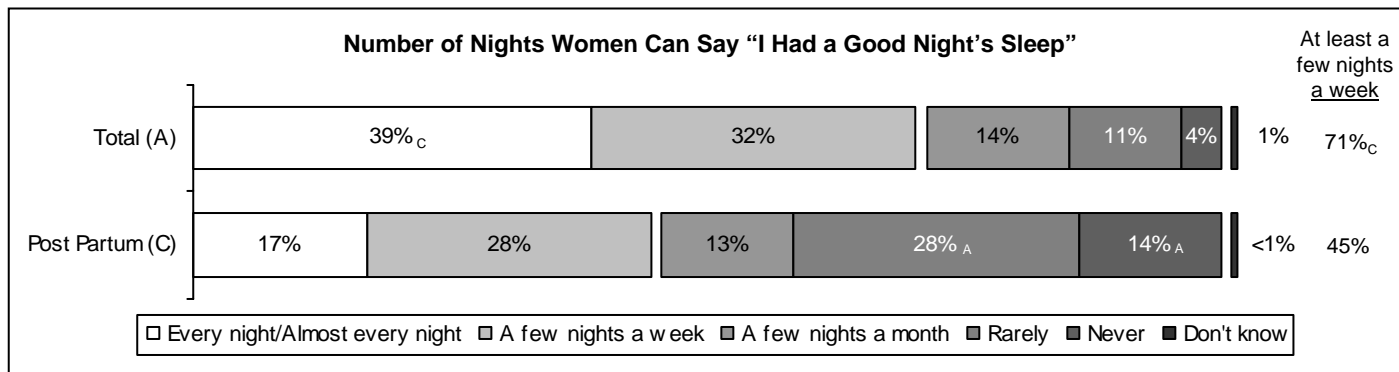
Letters indicate significant differences at the 95% confidence level.

Q46

Post Partum Women

Among the post partum women surveyed, only 45% say they get a good night's sleep at least a few nights a week, compared to 71% of women in general.

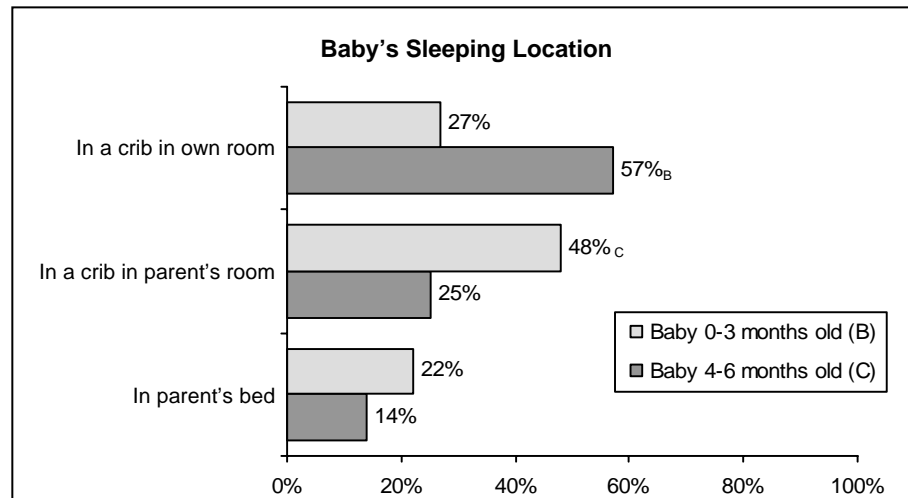
- Overall, post partum women are significantly more likely than women in general to:
 - Get a good night's sleep only a few nights a month or less (55% vs. 29%);
 - Experience daytime sleepiness at least a few days a week (35% vs. 22%);
 - Drive drowsy at least once a month (38% vs. 27%);
 - Take at least one nap each week (64% vs. 52%);
 - Wake up feeling un-refreshed at least a few nights a week (72% vs. 50%); and
 - Be awake a lot during the night at least a few nights a week (68% vs. 49%).



Base = Total sample (Total n=1,003; Post Partum n=151)
 Letters indicate significant differences at the 95% confidence level.
 S2

Post partum women were asked where their baby sleeps most nights.

- Among post partum women with a child who is 3 months old or younger, the child is most often sleeping in a crib in the parent's room (48%). In addition, roughly one-fourth say their child sleeps in a crib in his/her own room (27%) or in the parent's bed (22%).
- Post partum women with a child who is between 4 and 6 months old most often say their child sleeps in a crib in his/her own room (57%). Another 25% say their child sleeps in a crib in the parent's room, while 14% say their child sleeps in the parent's bed.



Base = Those who have given birth in the past six months (Baby 0-3 months old n=62 ; Baby 4-6 months old n=76)

Ref = 1%

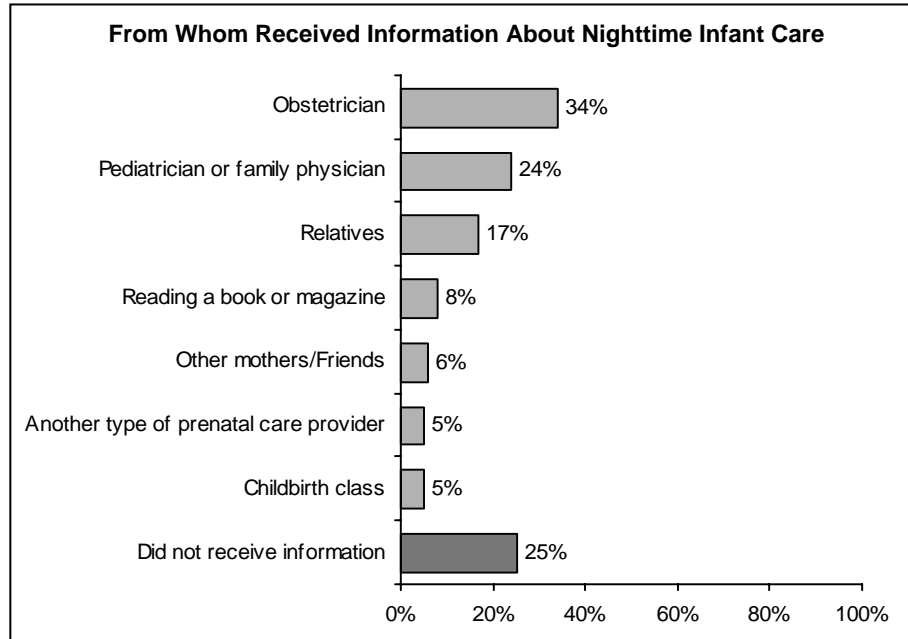
Top Mentions

Letters indicate significant differences at the 95% confidence level.

Q52

Post partum women were asked from whom, if anyone, they received information about nighttime infant care.

- Most often, post partum women say they received information from their obstetrician regarding nighttime infant care (34%).
- About one-fourth say they received this information from a pediatrician or family physician (24%), while another 17% say relatives gave them this information.
- Notably, one-fourth (25%) say they did not receive any information about nighttime infant care.



Base = Those who have given birth in the past six months (n=151)

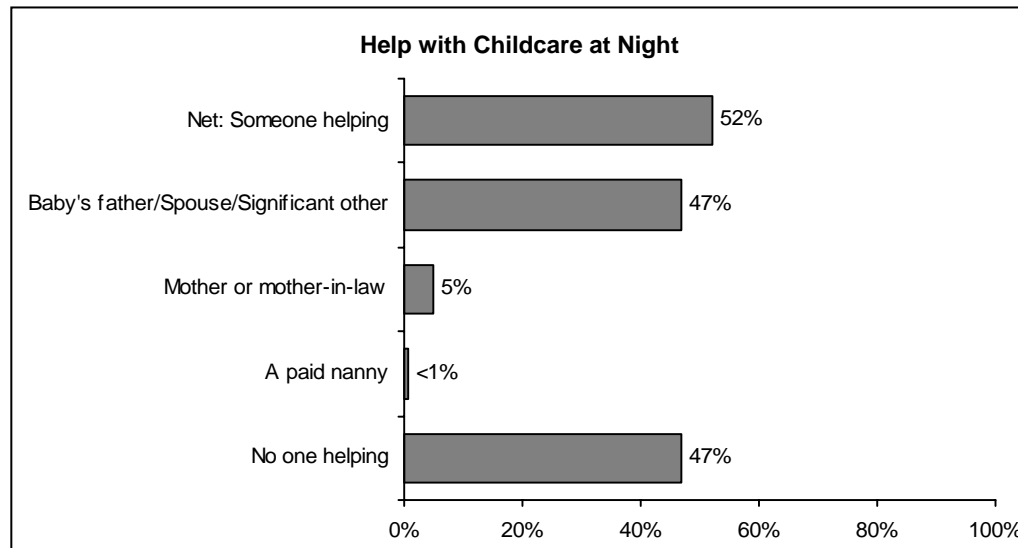
DK = 2%

Multiple Responses Accepted; Top Mentions

Q51

Post partum women were asked from whom, if anyone, they receive help with childcare during the night.

- About one-half of post partum women (52%) say that someone is helping them during the night with childcare, most often mentioning the baby's father, a spouse or significant other (47%).
- Post partum women who do not receive any help with childcare during the night are significantly more likely than those who do receive help with childcare during the night to:
 - Say they had a good night's sleep only a few nights a month or less (67% vs. 43%);
 - Be in bed for at least 8 hours on workdays or weekdays (67% vs. 49%);
 - Be a shift worker (40% vs. 15%); and
 - Take no naps each week (46% vs. 26%).



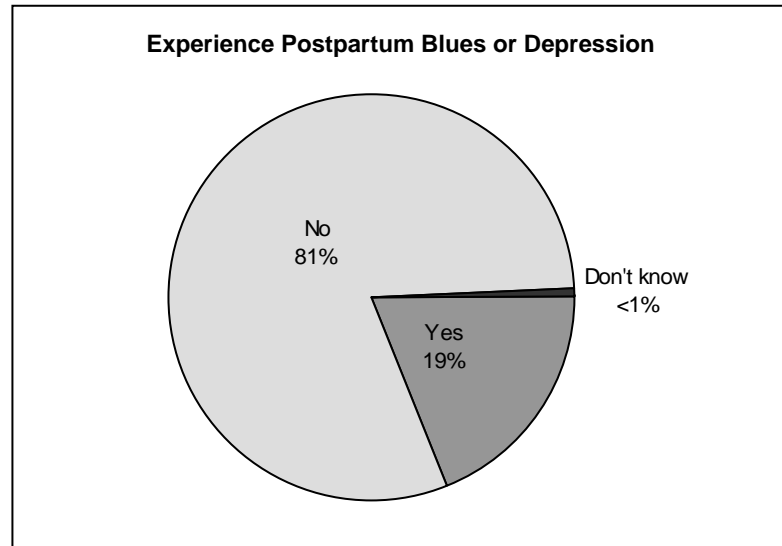
Base = Those who have given birth in the past six months (n=151)

Ref = 1%

Q54

Post partum women were asked if they experience postpartum blues or depression.

- About two in ten post partum women (19%) say they do experience postpartum blues or depression.
 - Although not a significant increase, there is an increase in post partum women who say they experience postpartum blues or depression as age increases:
 - 11% of women between the ages of 18 and 24;
 - 22% of women between the ages of 25 and 34;
 - 31% of women at least 35 years old.



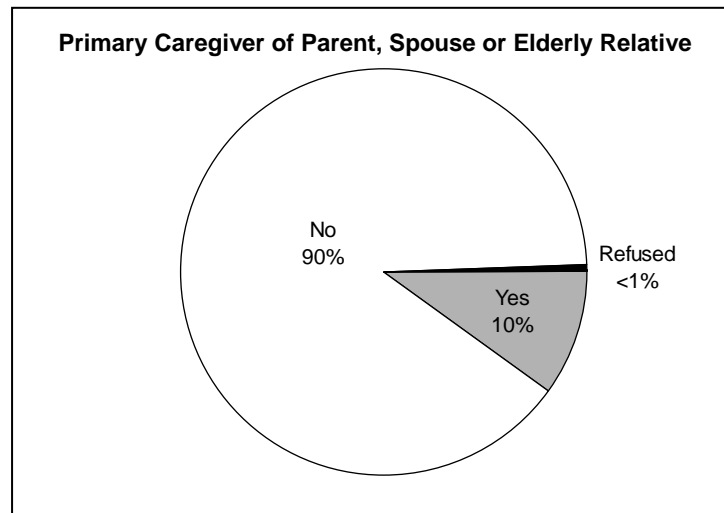
Base = Those who have given birth in the past six months (n=151)
Q55

Characteristics of Respondents

Primary Caregiver

All women were asked if they are the primary caregiver for a parent, spouse or elderly relative.

- One in ten women (10%) say they are the primary caregiver for a parent, spouse or elderly relative.
 - As age increases in women, the likelihood of them being a primary caregiver for a parent, spouse or elderly relative also trends upward:
 - 4% of women between the ages of 18 and 24;
 - 9% of women between the ages of 25 and 34;
 - 11% of women between the ages of 35 and 44;
 - 12% of women between the ages of 45 and 54;
 - 14% of women between the ages of 55 and 64.
- Women who are the primary caregiver for a parent, spouse or elderly relative are significantly more likely than their counterparts to:
 - Experience daytime sleepiness at least a few days a week (34% vs. 21%);
 - Have difficulty falling asleep at least a few nights a week (47% vs. 36%);
 - Be awake a lot during the night at least a few nights a week (58% vs. 48%);
 - Be up too early and not be able to get back to sleep at least a few nights a week (44% vs. 33%); and
 - Experience symptoms of RLS at least a few nights a week (33% vs. 18%).

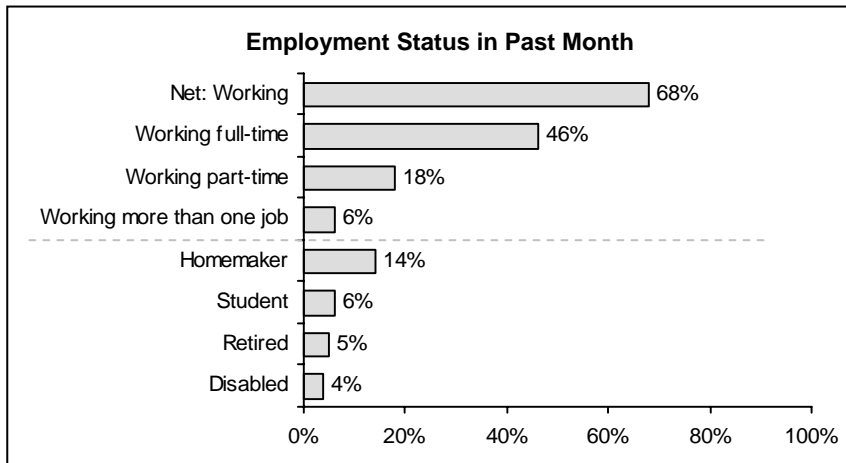


Base = Total sample (n=1,003)
D5

Employment Status

The women were asked what their employment status was over the past month, and if they are working, what type of employment schedule they worked.

- About two-thirds (68%) say they were working during the past month, with 46% saying they were working full-time.
 - Perimenopausal (77%) and postmenopausal (65%) women are significantly more likely than pregnant (49%) or post partum (46%) women to say they were working.
- Another 14% say they have been a homemaker during the past month.
- Among those women who are working, 69% say they are working a regular schedule and 20% are considered a shift worker. Women most often explain working the type of schedule they do because it is the nature of the job (45%) or it is their personal preference (27%). About one-half of women who are working (53%) say their work hours are flexible.
 - Women between the ages of 18 and 24 are significantly more likely than their older counterparts to be a shift worker (42% vs. 13% - 21%).

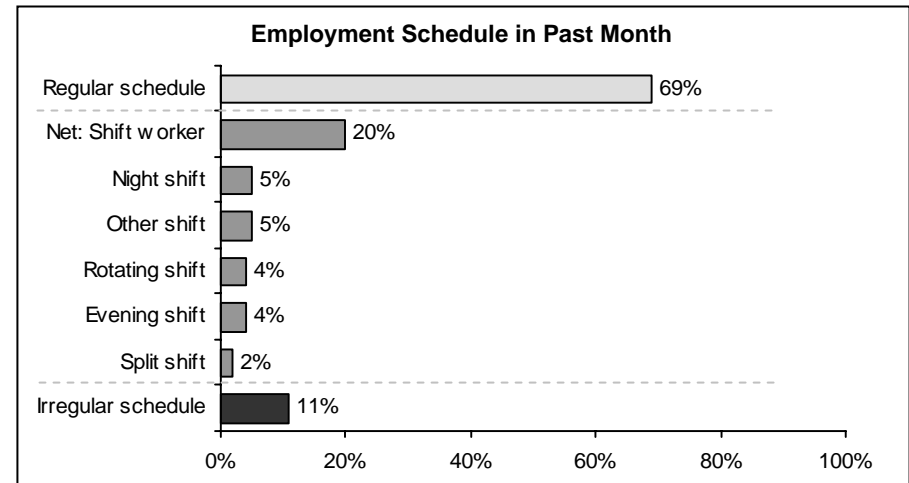


Base = Total sample (n=1,003)

DK/Ref = <1%

Multiple Responses Accepted; Top Mentions

Q60



Base = Those who work (n=683)

DK/Ref = 1%

Q61

Characteristics of Respondents

Characteristics of Respondents				
		Total A	Pregnant B	Post Partum C
Region	n=	(1,003)	(150)	(151)
Northeast		19% _C	14%	10%
Midwest		25	32	36 _A
South		36	35	36
West		21	18	19
Race^{1,2}	n=	(998)	(148)	(151)
White		77%	76%	82%
Black/African-American		12 _C	12	6
Hispanic		9	10	9
Asian/Pacific Islander		2	2	1
Native American		2	2	2
Hispanic/Latin Origin/Descent¹	n=	(998)	(147)	(151)
Yes		11%	10%	12%
Age¹	n=	(988)	(148)	(148)
18-24		15%	34% _A	35% _A
25-34		21	57 _A	55 _A
35-44		23 _{BC}	9	10
45-54		24 _{BC}	<1	<1
55-64		17	-	-
Mean (# of years)		40.57 _{BC}	27.55	27.78
Median (# of years)		41.00	27.00	27.00

Base = Total sample

¹Base = Those answering

²Multiple Responses Accepted; Top Mentions

Letters indicate significant differences at the 95% confidence level.

S5,S6,S8,D1-D4,D6,D7

Characteristics of Respondents				
		Total A	Pregnant B	Post Partum C
Marital Status¹	n=	(997)	(149)	(151)
Married		62%	78% _A	82% _A
Single		18 _{BC}	9	6
Divorced/Separated/Widowed		11 _{BC}	1	1
Living with someone		8	12	11
Education¹	n=	(999)	(149)	(151)
High school or less		35%	35%	27%
Technical school/Some college		29	26	33
College graduate		23	30	26
Advanced degree		13	10	14
Total Annual Household Income¹	n=	(908)	(138)	(143)
\$50,000 or less		55%	56%	52%
\$50,001 to \$100,000		30	37	36
More than \$100,000		15 _B	8	12
Mean		\$52,570	\$49,220	\$54,370
Median		\$46,080	\$44,450	\$48,590
Children Under 18 Living at Home¹	n=	(1,002)	(150)	(151)
Yes		47%	59% _A	99% _{AB}
6 months or younger		4	4	92 _{AB}
7 months – less than 2 years		7	10	8
2 – less than 6 years		19	43 _A	34 _A
6 – less than 12 years		21	21	18
12 – 18 years		21 _{BC}	6	8
No		53 _{BC}	41 _C	1

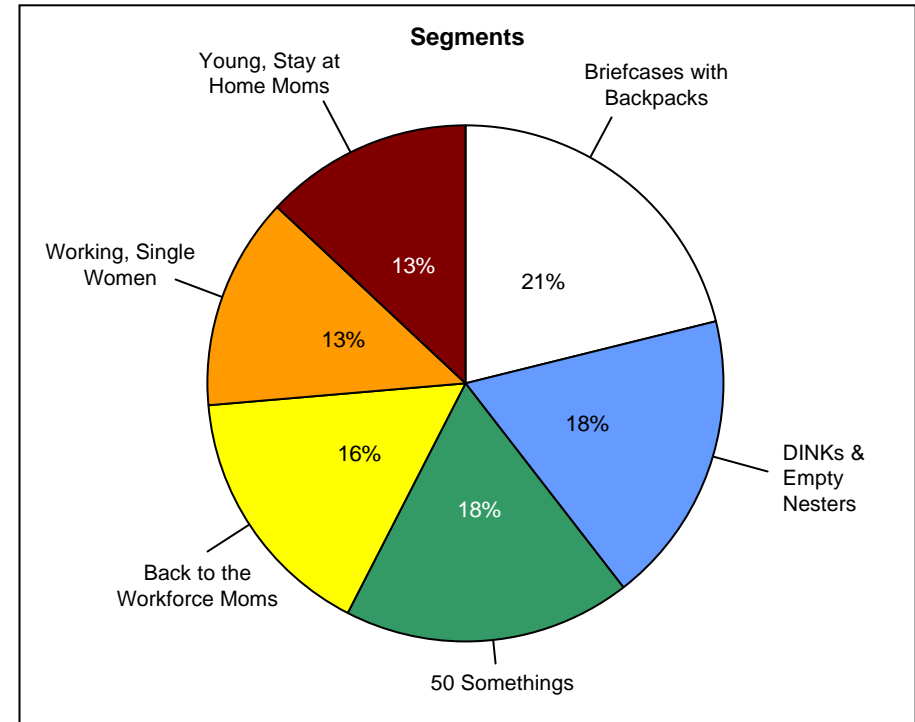
DEMOGRAPHIC SEGMENTATION ANALYSIS

Demographic Segmentation

Respondents from the 2007 *Sleep in America* Poll were segmented into groups based on their answers to demographic questions in the poll, specifically the presence of children, working status and marital status.

The result is **six segments** of women as follows:

- Briefcases with Backpacks (21% of the market);
- DINKs (Dual Income, No Kids) & Empty Nesters (18%);
- 50 Somethings (18%);
- Back to the Workforce Moms (16%);
- Working, Single Women (13%);
- Young, Stay at Home Moms (13%).



Base = Total sample (n=1,003)
Includes random sample of women 18-64 years old; excludes oversample of pregnant and post partum women. See methodology for more details.

Demographic Segmentation (cont'd)

Briefcases with Backpacks (21% of the market)

Members of this segment are mostly married, have children, and are working full-time or more than one job. They experience symptoms of insomnia at least a few nights a week and are in bed for less than six hours a night. Their need for more sleep is affecting their daily lives by causing them to drive drowsy and limiting the amount of time or energy they have to do various things like sleep, exercise or other things they enjoy. To help this, they drink caffeinated beverages.

Who are the Briefcases with Backpacks?

- Briefcases with Backpacks most frequently fall into the age range of **35 to 44 years old** (39%, compared to 23% overall). They are mostly **married** (73%), all have **children under 18 living at home** (100%) and all are **working full-time or more than 1 job** (100%).
 - Notably, the Briefcases with Backpacks typically have children at least two years old. In fact, they are the most likely segment to have a **child between the ages of 12 and 18** (58%, compared to 21% overall).
- The education level of this segment varies; however, they are one of the most likely segments to have a **household income of more than \$100,000** (26%, compared to 15% overall).

How are the Briefcases with Backpacks sleeping?

- Interestingly, Briefcases with Backpacks are among the most likely to report being **in bed for less than 6 hours** (17%, compared to 12% overall). And, they are the most likely to report **not taking any naps** (64%, compared to 48% overall).
- Briefcases with Backpacks are one of the most likely segments to report **sleeping with a significant other** (74%, compared to 65% overall).
- This segment is one of the most likely to report experiencing symptoms of **insomnia** (72%, compared to 67% overall), most often mentioning **waking up and feeling un-refreshed** (56%, compared to 50% overall) and/or being **awake a lot during the night** (54%, compared to 49% overall) at least a few nights a week.
- Briefcases with Backpacks are one of the least likely segments to have been told by a doctor they have a sleep problem (16%, compared to 18% overall).

How do the Briefcases with Backpacks' sleep habits impact their daily lives?

- The sleep habits of the Briefcases with Backpacks appear to have a **major impact on their daily lives**.
- Briefcases with Backpacks are one of the most likely, if not the most likely, segment to report being unable to do the following because they are too sleepy or they run out of time: **sleep** (60%, compared to 52% overall), **exercise** (60%, compared to 48% overall), **spend time with family or friends** (52%, compared to 39% overall), **do leisure activities** (49%, compared to 38% overall), **have sex** (44%, compared to 33% overall), **eat right or cook a healthy meal** (43%, compared to 37% overall) and/or do **job-related work** (24%, compared to 20% overall).
 - Notably, the smallest proportion of Briefcases with Backpacks report being too sleepy or running out of time to do job-related work, insinuating that of all the things they give up, this is the last thing.
- When asked whether sleep problems interfere with various aspects of their lives, Briefcases with Backpacks most often report **sleep problems interfering with their relationship with their spouse** (16%), their **job performance** (14%) and/or **carrying out household duties** (14%).

Demographic Segmentation (cont'd)

Briefcases with Backpacks (cont'd)

How do the Briefcases with Backpacks' sleep habits impact their daily lives? (cont'd)

- When sleepy during the day, Briefcases with Backpacks are very likely to just **accept it and keep going** (70%). This segment is also very likely to use **caffeinated beverages** when sleepy during the day (56%), consuming an average of **2.7 cups/cans per day**. However, they are one of the most likely segments to report **driving drowsy** at least once a month (35%, compared to 27% overall).
- Within an hour of going to bed, Briefcases with Backpacks are one of the most likely segments to report **completing household chores** (73%, compared to 60% overall) and/or **activities with children** (64%, compared to 37% overall) at least a few nights a week.
- Briefcases with Backpacks are one of the most likely segments to report being bothered or troubled by **worrying too much about things** (37%, compared to 32% overall).

Demographic Segmentation (cont'd)

DINKs (Dual Income, No Kids) & Empty Nesters (18% of the market)

Members of this segment are the most educated and are getting better sleep than other segments. They are all working, married, and do not have any children under 18 living with them, however many have given birth before. These individuals are sleeping with a significant other and/or a pet and are most likely to give up sleep and exercise when they run out of time in the day.

Who are the DINKs & Empty Nesters?

- After 50 Somethings, DINKs & Empty Nesters are one of the oldest of the six segments, being the most likely to be between **45 and 54 years of age**. These respondents have **no children under 18 living at home**, are all **married** and almost all of them are **working full-time or more than 1 job**. Notably, about one-half **have given birth more than six months ago** (47%).
- This segment is among the most likely to have an **advanced degree** (20%, compared to 13% overall) and a **household income of more than \$100,000** (24%, compared to 15% overall).

How are the DINKs & Empty Nesters sleeping?

- DINKs & Empty Nesters are one of the more likely segments to say they “**had a good night’s sleep**” **every night or almost every night** (44%, compared to 39% overall). Interestingly, DINKs & Empty Nesters are, on average, in bed for less time than some segments (6.99 hours, compared to 7.47 overall) and **don’t nap** as often as these segments.
- DINKs & Empty Nesters are one of the least likely segments to have been told by a doctor they have a sleep problem (15%, compared to 18% overall).
- This segment is also one of the least likely to report experiencing symptoms of insomnia at least a few nights a week (60%, compared to 67% overall).
- DINKs & Empty Nesters are one of the most likely segments to report **sleeping with a significant other** (85%, compared to 65% overall) or **sleeping with a pet** (18%, compared to 15% overall).

How do the DINKs & Empty Nesters’ sleep habits impact their daily lives?

- Although they are one of the most likely segments to report getting a good night’s sleep, the sleep habits of DINKs & Empty Nesters do appear to have a minor impact on their daily lives.
- Consistent with other segments, DINKs & Empty Nesters are most likely to report being too sleepy or running out of time for **sleep** (46%) and/or **exercise** (47%). This segment is one of the most likely to report being **unable to have sex** because they are too sleepy or run out of time (38%, compared to 33% overall).
 - Notably, DINKs & Empty Nesters are less likely to report being **too sleepy or running out of time to do job-related work** (18%), insinuating that this is the last thing they give up.
- When sleepy during the day, many DINKs & Empty Nesters are the most likely segment to just **accept it and keep going** (74%). This segment is also very likely to use **caffeinated beverages** when sleepy during the day (46%), consuming an average of **2.8 cups/cans per day**. And, DINKs & Empty Nesters are among the most likely to make up for being sleepy during the day by **getting more sleep on the weekend** (32%).
- DINKs & Empty Nesters are among the most likely to be **reading** (60%, compared to 51% overall) and/or **drinking an alcoholic beverage** (11%, compared to 8% overall) within an hour of going to bed at least a few nights a week.
- DINKs & Empty Nesters are one of the least likely segments to report being bothered or troubled by worrying too much about things (24%, compared to 32% overall).

Demographic Segmentation (cont'd)

50 Somethings (18% of the market)

Members of this segment are the oldest and most likely to have been told by a doctor they have a sleep problem. They are not working, have a low level of education, and do not have any children under 18 living with them. These individuals are in bed for a longer time each night and are using prescription sleep aids. However, they are also among the most likely to nap. Symptoms of restless legs syndrome appear more frequently in these individuals than in other segments.

Who are the 50 Somethings?

- 50 Somethings are the **oldest** of the six segments, with an average age of 53.8 years old (compared to 40.6 years of age overall). These respondents have **no children under 18 living at home** with them and they are **not working**.
- Most 50 Somethings have an education of **high school or less** (47%, compared to 35% overall) and most often have a **household income of \$50,000 or less** (65%, compared to 55% overall).

How are the 50 Somethings sleeping?

- 50 Somethings are consistent with the general population in terms of getting a good night's sleep. Specifically, about one-third (32%) feel that only a few nights a month or less **they are able to say that they "had a good night's sleep"** (compared to 29% overall). However, they tend to be the most likely segment to **use sleep aids** (41%, compared to 29% overall), specifically **prescription sleep aids** (26%). 50 Somethings are one of the most likely segments to have been **told by a doctor they have a sleep problem** (26%, compared to 18% overall).
 - Notably, 50 Somethings are one of the most likely segments to report being **in bed 8 or more hours a night** (66%, compared to 49% overall) and **taking at least 1 nap per week** (61%, compared to 52% overall).
- 50 Somethings most often report **sleeping with a significant other** (53%) or **sleeping alone** (35%).
- Among all segments, 50 Somethings are the most likely to report experiencing symptoms of **restless legs syndrome** at least a few nights a week (28%, compared to 19% overall).
- This segment experiences symptoms of insomnia about as often as most other segments. They are slightly more likely to report having **difficulty falling asleep** at least a few nights a week (43%, compared to 37% overall).

How do the 50 Somethings' sleep habits impact their daily lives?

- For the most part, the sleep habits of the 50 Somethings do not appear to have a large impact on their daily lives.
- About one-fourth (26%, compared to 22% overall) say they experience **daytime sleepiness** at least a few days a week.
- When sleepy during the day, 50 Somethings are the least likely segment to just **accept it and keep going** (58%, compared to 66% overall). And, this segment is one of the most likely segments to be very likely to **do less during the day** (20%) and/or take a nap (16%) when they are sleepy during the day.
 - Notably, 50 Somethings are the least likely segment to say that when they are sleepy during the day, they will make up for it by **getting more sleep on the weekend** (17% vs. 27%-32%).
- When asked whether sleep problems interfere with various aspects of their lives, 50 Somethings most often report **sleep problems interfering with carrying out household duties** (18%) and/or **interfering with their relationship with their spouse or partner** (13%).
- This segment is the **least likely to report driving drowsy** at least once a month (12%, compared to 27% overall).

Demographic Segmentation (cont'd)

Back to the Workforce Moms (16% of the market)

Members of this segment are almost all part-time workers. They are mostly married and have school-aged children living at home. They are not as educated as other segments and don't have as much income. They are getting a good night's sleep and are napping on top of that. It appears their sleep habits are not affecting their ability to do daily activities. When experiencing daytime sleepiness, they typically accept it and keep going, use caffeinated beverages and/or take a nap.

Who are the Back to the Workforce Moms?

- Back to the Workforce Moms average just over 40 years old (mean age of 43.9 years). They are mostly **married** (71%) and about one-half have **children under 18 living at home** (52%), with most being at least 6 years old. Virtually all of the Back to the Workforce Moms are **working part-time** (99%), with some (28%) saying they do **shift work**.
- This segment is one of the most likely to have a **high school education or less** (38%, compared to 35% overall) and their household income is frequently **\$50,000 or less** (51%).

How are the Back to the Workforce Moms sleeping?

- Back to the Workforce Moms are one of the more likely segments to say they “**had a good night's sleep**” **every night or almost every night** (50%, compared to 39% overall). They typically are **in bed for 8 hours or more** (50%), but are one of the most likely segments to report **taking at least 1 nap each week** (60%, compared to 52% overall).
- Back to the Workforce Moms are one of the most likely segments to report **sleeping with a significant other** (72%, compared to 65% overall).
- This segment is one of the least likely to report experiencing symptoms of insomnia at least a few nights a week (60%, compared to 67% overall).
- Back to the Workforce Moms are one of the least likely segments to have been told by a doctor they have a sleep problem (16%, compared to 18% overall).

How do the Back to the Workforce Moms' sleep habits impact their daily lives?

- The sleep habits of the Back to the Workforce Moms do not appear to have a major impact on their daily lives.
- Back to the Workforce Moms are one of the **least likely** segments to report being unable to do any of the following because they are too sleepy or they run out of time: **exercise** (40%, compared to 48% overall), **sleep** (38%, compared to 52% overall), **spend time with family or friends** (30%, compared to 39% overall), **eat right or cook a healthy meal** (29%, compared to 37% overall), **have sex** (28%, compared to 33% overall), **do leisure activities** (27%, compared to 38% overall) and/or do **job-related work** (14%, compared to 20% overall).
- Although not a large proportion, Back to the Workforce Moms most often report sleep problems interfering with carrying out household duties (12%) and/or their job performance (12%).
- When sleepy during the day, Back to the Workforce Moms are very likely to just **accept it and keep going** (68%) and/or use **caffeinated beverages** (40%). Also, this segment is one of the most likely to report **taking a nap** when they are sleepy during the day (15%, compared to 12% overall).
- Within an hour of going to bed, Back to the Workforce Moms are most likely **watching television** at least a few nights a week (88%). Also, this segment is one of the most likely to **drink an alcoholic beverage** within an hour of going to bed at least a few nights a week (11%, compared to 8% overall).

Demographic Segmentation (cont'd)

Working, Single Women (13% of the market)

Members of this segment are not married and do not have any children under 18 living at home. They are all working full-time or more than 1 job, but they also find time to “hang out” with friends. They are not getting a lot of sleep and are waking up feeling un-refreshed. They typically sleep alone or with a pet. These individuals are more likely to have been diagnosed with a sleep problem, most often insomnia. Due to their sleep habits, these individuals are using caffeinated beverages to get them through their sleepiness during the day, or they are making up for it by getting more sleep on the weekends. Their sleep habits are also interfering with their job performance.

Who are the Working, Single Women?

- Working, Single Women are the most likely to be **single** (38%, compared to 18% overall), **divorced/separated/widowed** (44%, compared to 11% overall), or **living with someone** (18%, compared to 8% overall); none of these women (0%) are married. Their ages vary, with most being **at least 35 years old**. These respondents have **no children under 18 living at home** and all are **working full-time or more than 1 job**.
 - Notably, Working, Single Women are among the most likely to say they are a **shift worker** (21%).
- The education level of this segment varies; however, they are one of the most likely segments to have a **household income of \$50,000 or less** (72%, compared to 55% overall).

How are the Working, Single Women sleeping?

- There is not a large proportion of Working, Single Women reporting getting a good or bad night's sleep. Interestingly, Working, Single Women are among the most likely to report being **in bed for less than 6 hours** (21%, compared to 12% overall).
- Working, Single Women are the most likely segment to report **sleeping alone** (51%, compared to 23% overall) or **with a pet** (31%, compared to 15% overall).
- This segment is one of the most likely to report **waking up and feeling un-refreshed** at least a few nights a week (54%, compared to 50% overall).
- Working, Single Women are one of the most likely segments to have been **told by a doctor they have a sleep problem** (23%, compared to 18% overall), most often being **insomnia** (17%, compared to 11% overall).

How do the Working, Single Women's sleep habits impact their daily lives?

- Even though Working, Single Women are one of the most likely segments to report being in bed for less than 6 hours, they also tend to be the least likely to report experiencing **daytime sleepiness** at least a few days a week (13%, compared to 22% overall).
- Consistent with other segments, Working, Single Women are most likely segments to report being **too sleepy or running out of time for exercise** (51%) and/or **sleep** (45%). This segment is also one of the most likely to report being **unable to eat right or cook a healthy meal** because they are too sleepy or run out of time (41%, compared to 37% overall).
- When asked whether sleep problems interfere with various aspects of their life, Working, Single Women most often report **sleep problems interfering with their job performance** (18%) and/or **carrying out household duties** (17%).
- When sleepy during the day, Working, Single Women are very likely to just **accept it and keep going** (70%). This segment is also very likely to use **caffeinated beverages** when sleepy during the day (47%), consuming an average of **3.1 cups/cans per day**. And, Working, Single Women are one of the most likely to report **getting more sleep on the weekend** to make up for being sleepy during the day (31%).
- Within an hour of going to bed, Working, Single Women are the most likely segment to report **doing activities with friends** at least a few nights a week (27%, compared to 16% overall). They are also among the most likely segments to say they are **watching television** (91%), **listening to the radio or music** (31%) and/or **exercising** (19%) within an hour of bedtime.

Demographic Segmentation (cont'd)

Young, Stay at Home Moms (13% of the market)

Members of this segment typically have younger children (less than 6 years old), are married and do not work. Perhaps due to having a young child, these individuals are not reporting getting a good night's sleep very often. They experience symptoms of insomnia and are often awake a lot during the night and waking up feeling un-refreshed. To help with their daytime sleepiness, they opt to do less during the day or take a nap. However, they are still unable to find time to sleep more, do leisure activities and/or have sex.

Who are the Young, Stay at Home Moms?

- Young, Stay at Home Moms are mostly between the ages of **25 to 34** (35%, compared to 21% overall) or **35 to 44** (40%, compared to 23% overall). They are mostly **married** (79%) and all have **children under 18 living at home** (100%).
 - Notably, the Young, Stay at Home Moms are the most likely segment to have **children less than 6 years old**.
- This segment **does not work** and has varying levels of education.

How are the Young, Stay at Home Moms sleeping?

- Young, Stay at Home Moms are one of the more likely segments to say they “**had a good night's sleep**” **only a few nights a month or less** (35%, compared to 29% overall), even though they are one of the most likely segments to report being **in bed for 8 hours or more** (61%, compared to 49% overall). They are also one of the most likely segments to report **taking a nap at least once a week** (57%, compared to 52% overall).
 - This could be caused by the fact that they are the most likely segment to report **sleeping with a child or infant** (23% vs. 1%-10%).
- This segment is one of the most likely to report experiencing symptoms of **insomnia** (74%, compared to 67% overall), most often mentioning **waking up and feeling un-refreshed** (59%, compared to 50% overall) and/or being **awake a lot during the night** (56%, compared to 49% overall) at least a few nights a week.
- Young, Stay at Home Moms are one of the least likely segments to have been told by a doctor they have a sleep problem (14%, compared to 18% overall).

How do the Young, Stay at Home Moms' sleep habits impact their daily lives?

- The sleep habits of the Young, Stay at Home Moms do appear to have a **major impact on their daily lives**. In fact, they are one of the most likely segments to report experiencing **daytime sleepiness** at least a few days a week (35% vs. 13%-26%).
- Young, Stay at Home Moms are one of the most likely segments to report being unable to **sleep** (65%, compared to 52% overall), **do leisure activities** (43%, compared to 38% overall) and/or **have sex** (39%, compared to 33% overall) because they are too sleepy or they run out of time.
- When asked whether sleep problems interfere with various aspects of their lives, this segment most often reports **sleep problems interfering with carrying out household duties** (19%) and/or **their relationship with their spouse** (15%).
- When sleepy during the day, Young, Stay at Home Moms are very likely to just **accept it and keep going** (63%). This segment is also one of the most likely to **do less during the day** (25%, compared to 16% overall) and/or **take a nap** (19%, compared to 12% overall) when they are sleepy during the day.
- Within an hour of going to bed, Young, Stay at Home Moms are one of the most likely segments to report **completing household chores** (71%, compared to 60% overall) and/or **activities with children** (71%, compared to 37% overall) at least a few nights a week.
- Young, Stay at Home Moms are one of the most likely segments to report being bothered or troubled by **worrying too much about things** (35%, compared to 32% overall).