

Bedroom Poll

Summary of Findings

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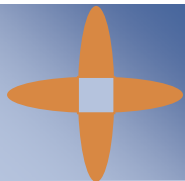
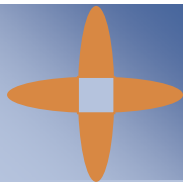


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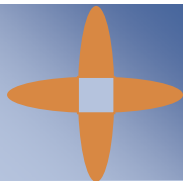
Background, Purpose and Methodology

The National Sleep Foundation commissioned WB&A Market Research to conduct this public opinion poll that explores how Americans think about key elements of their bedrooms and to determine the effect of the bedroom environment on sleep. The poll was made possible by an unrestricted educational grant from Downy. In order to collect the information, a total of 1,500 telephone interviews were conducted among a sample of Americans. In order to qualify for this study, respondents had to be between the ages of 25-55. The survey averaged 13.1 minutes in length.

A nationally representative sample of telephone numbers was purchased from SDR Consulting, Inc., using random, listed and cell phone sample. The cell phone sample included only random digit dialing (RDD) sample nationally. The sample targeted those between 25 and 55 years of age. Within the listed sample, each ethnic group was targeted to provide equal representation across the four ethnic groups. Specifically, the Black population was targeted by the African-American Census Tract, the Asian population was targeted by Asian surnames, and the Hispanic population was targeted by Hispanic surnames.

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.

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 1,500 interviews is ± 2.5 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. For more detail on the sampling error, please see the Appendix.



Background, Purpose and Methodology (continued)

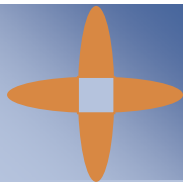
Notes when reading this report:

- + Percentages may not add up to 100% due to rounding.
- + In an effort to eliminate the impact of age on the study results, the four ethnic groups were weighted based on age. Each ethnic group was weighted to be comparable to overall U.S. Census data (2009 estimates). The table below shows the weighted proportions of each age group by ethnicity.

Age					
	White	Black	Asian	Hispanic	Other
n =	(1,099)	(215)	(25)	(124)	(37)
25-34	31%	34%	35%	40%	40%
35-44	32%	33%	36%	35%	34%
45-55	37%	33%	29%	25%	26%
Mean (in years)	40.2	39.5	39.1	38.2	38.2
Median (in years)	40.3	39.3	38.8	37.6	37.6

- + Throughout this report, certain tables and charts contain what are referred to as “nets.” Nets are the percentage of respondents who share similar characteristics. For example, a net might represent the percentage of respondents who cite any comments relating to sleep aids (either prescription or over-the-counter). On questions which allow multiple responses, the net may be a smaller percentage than the sum of the comments included in the net. This is because the net represents the proportion of respondents who made any of the included comments, not the proportion of responses.
- + As can be seen in the objectives on the previous page, the focus of this year’s poll is the effect of the bedroom environment. As a result, the analysis includes comparisons between certain respondent demographics and characteristics based on statistically significant differences.

What follows is a summary of the results of this research.



Executive Summary

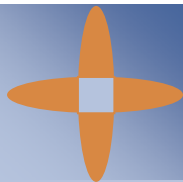
The National Sleep Foundation commissioned WB&A Market Research to conduct this public opinion poll that explores how Americans think about key elements of their bedrooms and to determine the effect of the bedroom environment on sleep. The poll was conducted among 1,500 randomly-selected Americans between the ages of 25 and 55. The results are representative of the total U.S. populations within this age group.

Overall, the results of this research show that respondents believe that elements of the bedroom environment do affect their sleep. Respondents tended to rate elements of comfort in their bedroom as having the greatest impact on their sleep, particularly comfort in their mattress, pillows, sheets and bedding, and temperature.

- ✦ About nine in ten rated that having a comfortable mattress (92%) and/or comfortable pillows (91%) are important in getting a good night's sleep, while just slightly less rated a comfortable feel of sheets and bedding (85%) as important.
- ✦ About seven in ten rated pillows (70%) and bedroom temperature (69%) as having a big impact on their ability to get a good night's sleep in the past two weeks.
- ✦ When asked about how elements of the bedroom contribute to creating a romantic environment, respondents rated a comfortable mattress (78%) and comfortable feel of sheets and bedding (73%) as important.

Respondents perceive a positive impact in sleeping on sheets with a fresh scent, with the majority agreeing that they are more excited to go to bed (78%) and/or that they get a more comfortable night's sleep (73%) on sheets with a fresh scent.

- ✦ To this extent, respondents own an average of between three and four (average of 3.4) sets of sheets for their bed, with 71% owning three or more. About eight in ten (81%) wash their bed sheets before using them for the first time. In addition, the vast majority (91%) change their sheets at least every other week, with more than six in ten (62%) changing their sheets once a week or more often.
- ✦ 53% of respondents rated sleeping on sheets with a fresh scent an important contributor to their sleep experience.



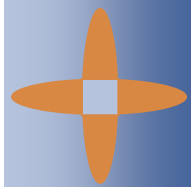
Executive Summary (continued)

Focusing on their sleep behavior, respondents typically slept less on workdays or weekdays than on non-workdays or weekends, with about one-half meeting their sleep needs during workdays and weekdays compared to about seven in ten on non-workdays or weekends. Still, the majority (77%) said they got a good night's sleep at least a few nights a week.

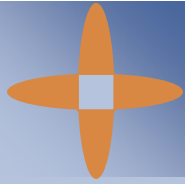
- ✦ Specifically, respondents reported getting about 6 hours and 30 minutes of sleep on workdays or weekdays, on average, compared to 7 hours and 12 minutes of sleep on non-workdays or weekends. While nearly one-half report getting the same amount of sleep on workdays or weekdays as on non-workdays or weekends (46%), a similar proportion got less sleep on workdays or weekdays (46%).
- ✦ Among those whose sleep needs were being met (55% workdays or weekdays, 71% on non-workdays or weekends), based on the hours of sleep respondents say they need to function at their best during the day vs. the hours of sleep they reported, respondents reported an average of more than 7 hours of sleep each day (7 hours and 2 minutes on workdays or weekdays, 7 hours and 40 minutes on non-workdays or weekends). In comparison, those who did not meet their sleep needs (41% on workdays or weekdays, 25% on non-workdays or weekends) reported an average of less than 6 hours of sleep (5 hours and 48 minutes on workdays or weekdays, 5 hours and 55 minutes on non-workdays or weekends).

In addition, the research also found the following sleep habits among the respondents:

- ✦ Respondents most often said they slept with a significant other (70%), while more than one in five slept alone (22%).
- ✦ Approximately one-half (49%) turn down their covers every night or almost every night before going to bed, while about seven in ten (71%) make their bed every day or almost every day.
- ✦ Respondents reported that they use about two pillows (average of 2.2) when they sleep.



Findings

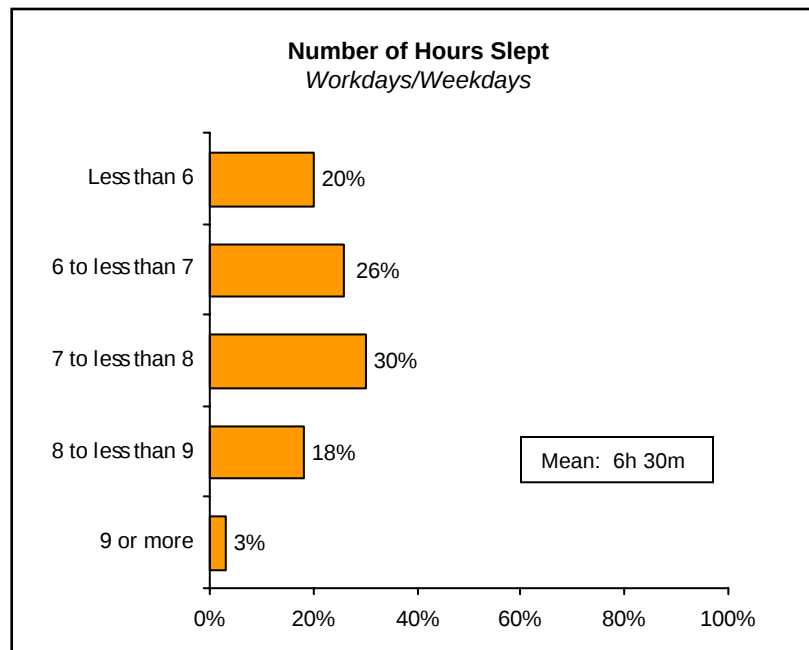


Sleep Habits

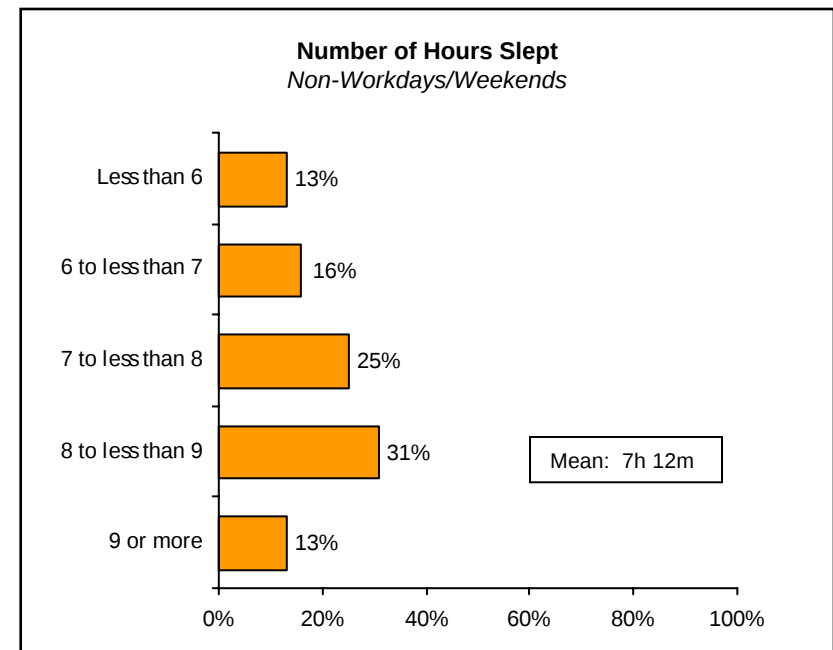
All respondents were asked how long they typically sleep on both a typical workday or weekday and a typical non-workday or weekend.

Overall, respondents reported that they typically slept less on workdays or weekdays than on non-workdays or weekends (6 hours and 30 minutes vs. 7 hours and 12 minutes, on average).

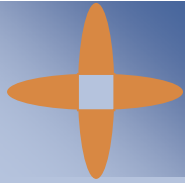
- + In fact, the proportion who slept at least 8 hours on non-workdays or weekends is more than twice the proportion who do so on weekdays or workdays (44% vs. 21%).
- + Notably, those who say they get a good night's sleep every day or almost every day get about an hour more of sleep on workdays or weekdays (7 hours 9 minutes vs. 6 hours 2 minutes) and on non-workdays or weekends (7 hours 41 minutes vs. 6 hours and 52 minutes) on average compared to their counterparts.



Base = Total sample (n=1,500)
DK/Ref = 3%
Q2



Base = Total sample (n=1,500)
DK/Ref = 3%
Q3

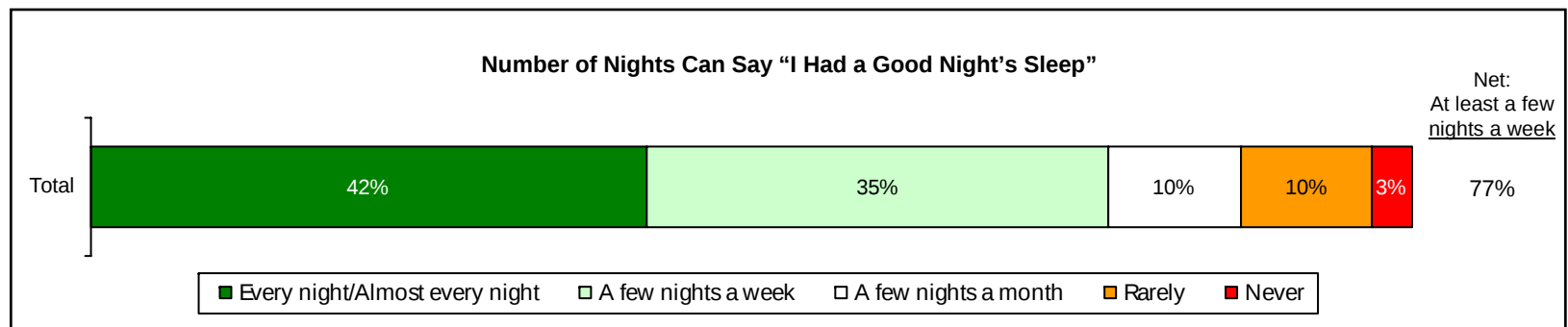


Sleep Habits (continued)

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, about three-fourths of the respondents (77%) said they get a good night’s sleep at least a few nights a week.

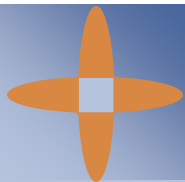
- + Specifically, about four in ten (42%) said they got a good night’s sleep every night or almost every night.
- + Conversely, more than one in ten (13%) said they rarely or never have a good night’s sleep.



Base = Total sample (n=1,500)

DK =<1%

Q1

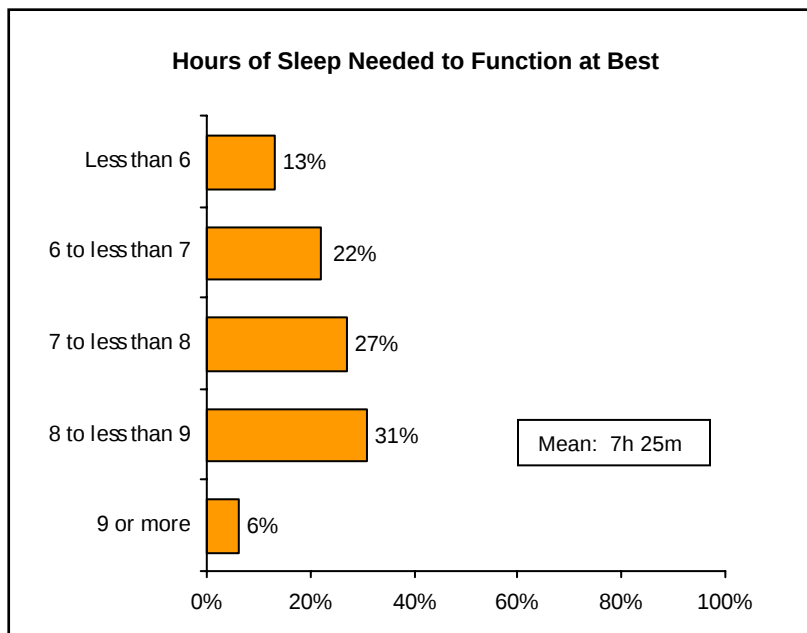


Sleep Habits (continued)

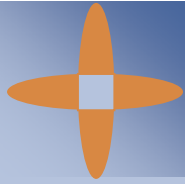
Respondents were asked how many hours of sleep they need to function at their best during the day.

Overall, respondents reported that they need, on average, 7 hours and 25 minutes of sleep to function at their best during the day, about one hour less than what they report getting on a typical weeknight.

- + Specifically, more than one-third (37%) said they need at least 8 hours of sleep to function at their best.
- + At the same time, more than one in ten (13%) said they needed less than 6 hours of sleep to function at their best.



Base = Total sample (n=1,500)
DK/Ref = 1%
Q4

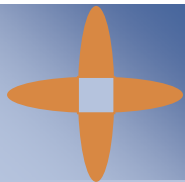


Sleep Habits (continued)

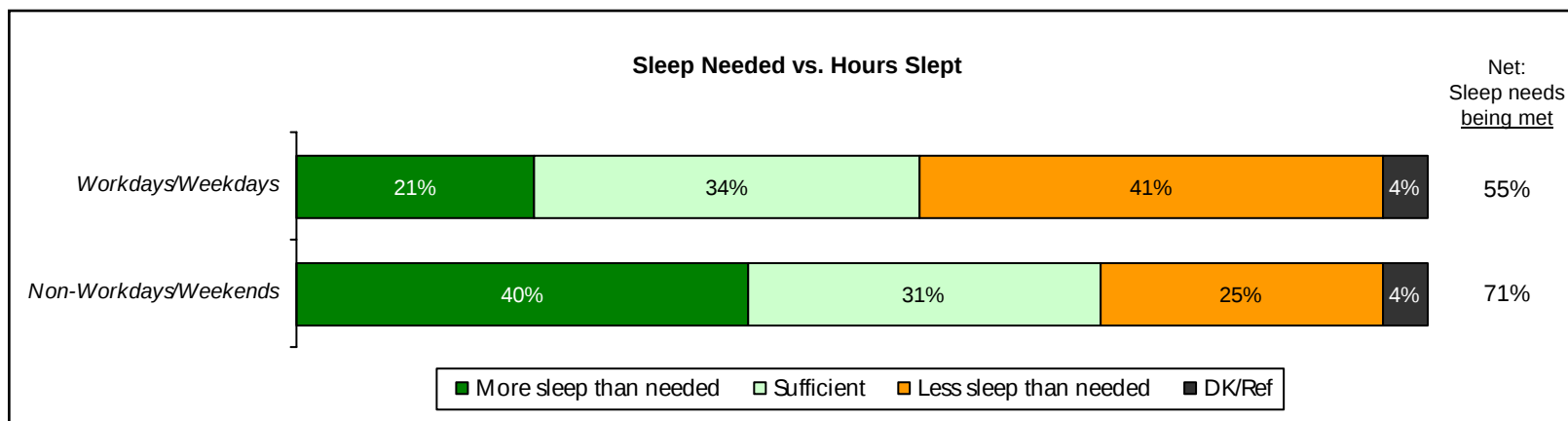
The results of the number of hours respondents said they need to function at their best during the day was compared to the number of hours respondents reported they actually slept.

Overall, about four in ten respondents (41%) did not get enough sleep on workdays or weekdays, while one-fourth (25%) did not get enough sleep on non-workdays or weekends to function at their best.

- + Conversely, more than one-half (55%) were meeting their sleeping needs to function at their best on workdays and weekdays, with approximately seven in ten (71%) doing so on non-workdays or weekends.
 - + Interestingly, men were more likely than women to have their sleep needs met on workdays or weekdays (64% vs. 51%) and on non-workdays or weekends (79% vs. 67%).
- + On workdays or weekdays, respondents who had their sleep needs met were getting more than one hour of extra sleep than those who did not meet their sleep needs, on average (7 hours and 2 minutes vs. 5 hours and 48 minutes).
- + This gap widened on non-workdays and weekends, when respondents who had their sleep needs met reported getting almost two hours more sleep than their counterparts (7 hours and 40 minutes vs. 5 hours and 55 minutes).



Sleep Habits (continued)



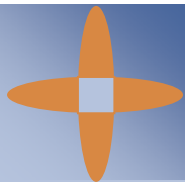
Base = Total sample (n=1,500)
Q2/Q4, Q3/Q4

Sleep Needs Being Met		
	Workdays/ Weekdays	Non-Workdays/ Weekends
n =	(1,500)	(1,500)
Sleep needs are being met	55%	71%
Mean (# of hours of sleep) ¹	7h 2m	7h 40m
Sleep needs are <u>not</u> being met	41%	25%
Mean (# of hours of sleep) ²	5h 48m	5h 55m
Don't know/Refused	4%	4%

Base = Total sample

¹Base = Those whose sleep needs are being met

²Base = Those whose sleep needs are not being met
Q2, Q3

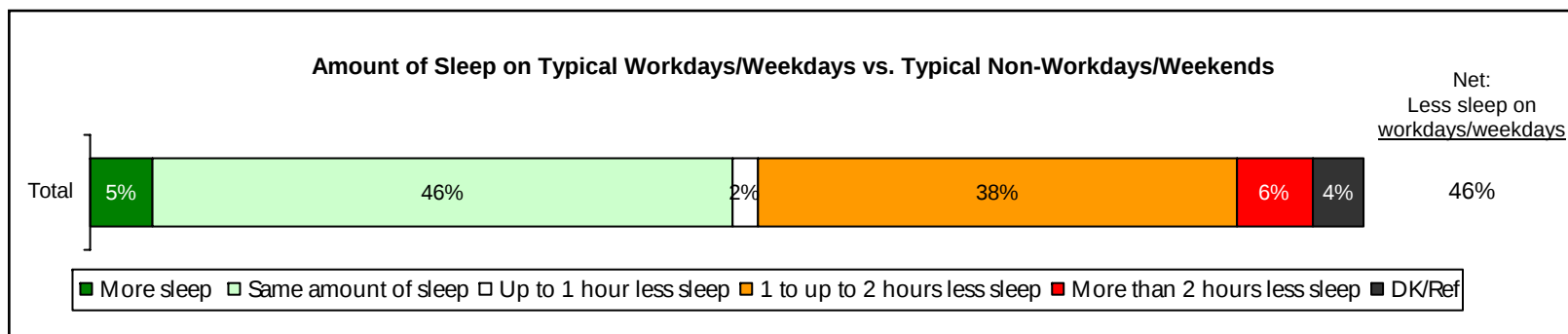


Sleep Habits (continued)

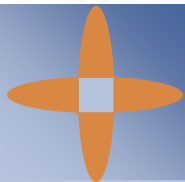
Using the times that respondents reported sleeping on workdays or weekdays and non-workdays or weekends, the difference in the amount of sleep from workdays or weekdays to non-workdays or weekends was calculated.

Overall, respondents typically either got less sleep on workdays or weekdays (46%) or got the same amount of sleep (46%).

- + Specifically, more than one-third (38%) slept 1 up to 2 hours less on workdays or weekdays than on non-workdays or weekends, while about one in twenty (6%) got more than 2 hours less sleep on workdays or weekdays.
- + Only one in twenty (5%) slept more on workdays or weekdays than on non-workdays or weekends.



Base = Total sample (n=1,500)
Q2/Q3

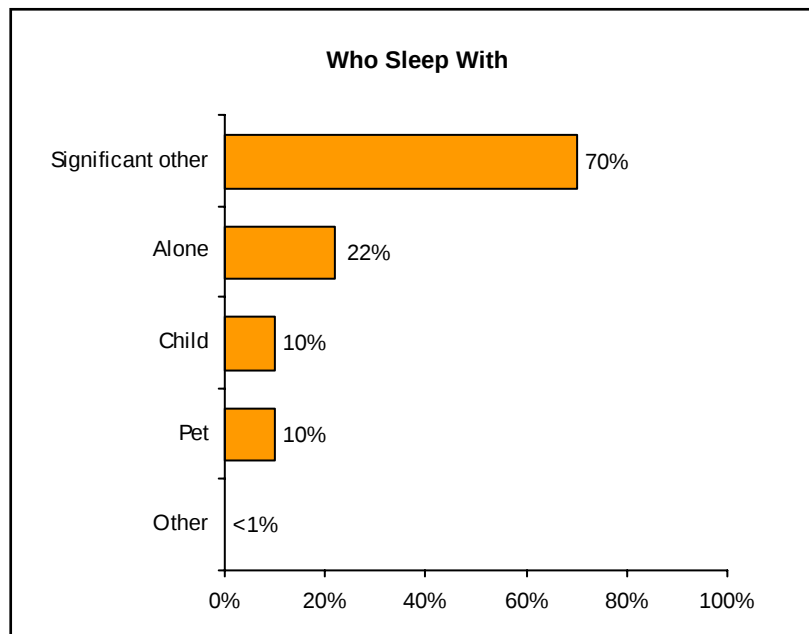


Sleep Habits (continued)

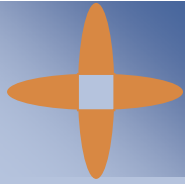
All respondents were asked who they slept with on most nights.

Overall, most respondents (70%) slept with a significant other.

- + More than one in five (22%) slept alone.
- + In addition, one in ten mentioned they slept with a child and/or a pet (10% each).



Base = Total sample (n=1,500)
DK/Ref = 1%
Multiple Responses Accepted
Q7



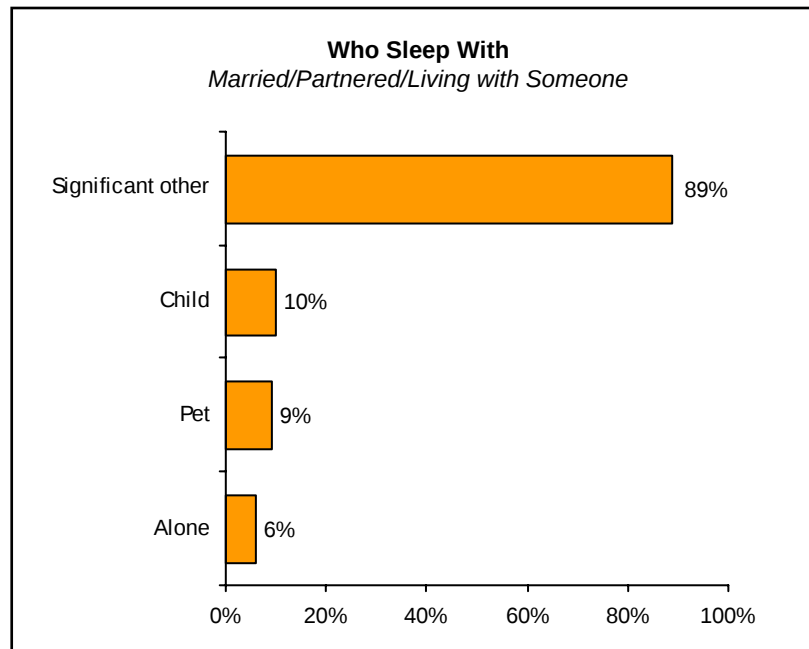
Sleep Habits (continued)

Among those married, partnered or living with someone else, approximately nine in ten (89%) slept with their significant other.

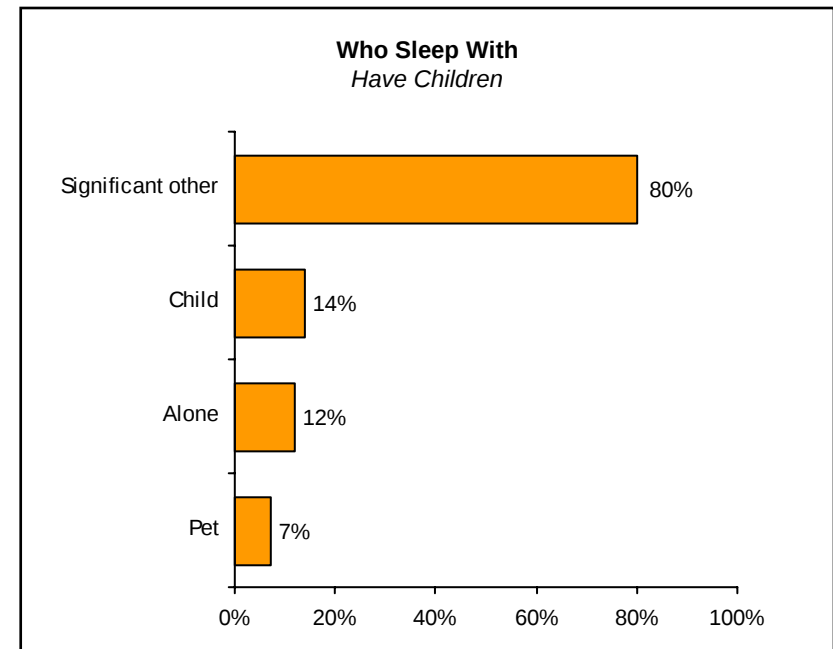
- + One in ten or fewer reported sleeping with a child (10%), a pet (9%) and/or alone (6%).

Among those with children, eight in ten (80%) slept with their significant other.

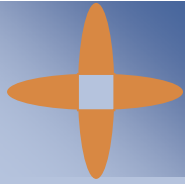
- + About one in seven slept with a child (14%) and/or alone (12%).



Base = Those who are married/partnered or living with someone (n=1,099)
DK/Ref = 1%
Multiple Responses Accepted
Q7



Base = Those who have children (n=954)
DK/Ref = 1%
Multiple Responses Accepted
Q7



Bedroom Environment

Respondents were asked if they agree with statements regarding the effect of sheets with a fresh scent on their sleep habits.

Overall, about three-fourths of the respondents (78%) agreed that they are more excited to go to bed on sheets with a fresh scent.

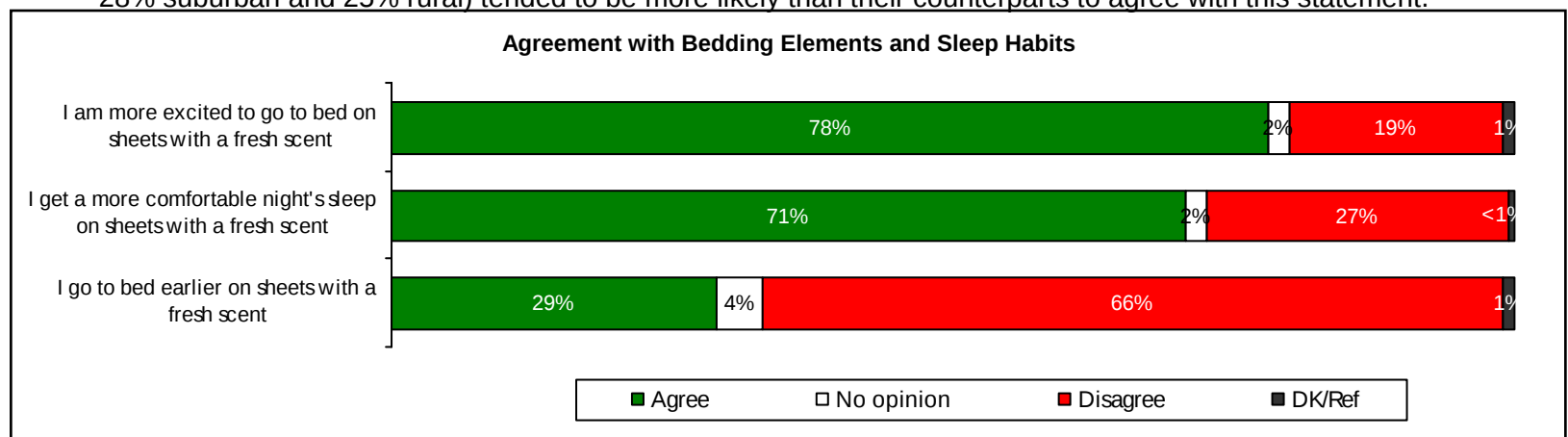
- + Notably, those who agreed that they get a more comfortable night's sleep on sheets with a fresh scent were much more likely than their counterparts to agree that they are more excited to go to bed on sheets with a fresh scent (93% vs. 49%). Also, women were much more likely than men to agree with this statement (82% vs. 70%).

About seven in ten (71%) agreed that they get a more comfortable night's sleep on sheets with a fresh scent.

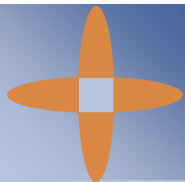
- + Interestingly, Blacks and Hispanics were more likely than Whites to agree that they get a more comfortable night's sleep on sheets with a fresh scent (81% and 80% vs. 66%). Respondents living in the South were also more likely to agree with this statement than those living in the Midwest and West (78% vs. 65% and 65%), while men (68%) and women (72%) were just as likely to agree.

About three in ten (29%) agreed that they go to bed earlier on sheets with a fresh scent.

- + Whites tended to be least likely to agree with that they go to bed earlier on sheets with a fresh scent (24% vs. 50% Others, 48% Asians, 40% Blacks, 34% Hispanics). In addition, those who are aged 25-34 (39% vs. 25% aged 35-44 and 25% aged 45-55), who are single/other (38% vs. 26% married/partnered) and who live in urban areas (36% vs. 28% suburban and 25% rural) tended to be more likely than their counterparts to agree with this statement.



Base = Those asked (n=1,044)
Q5



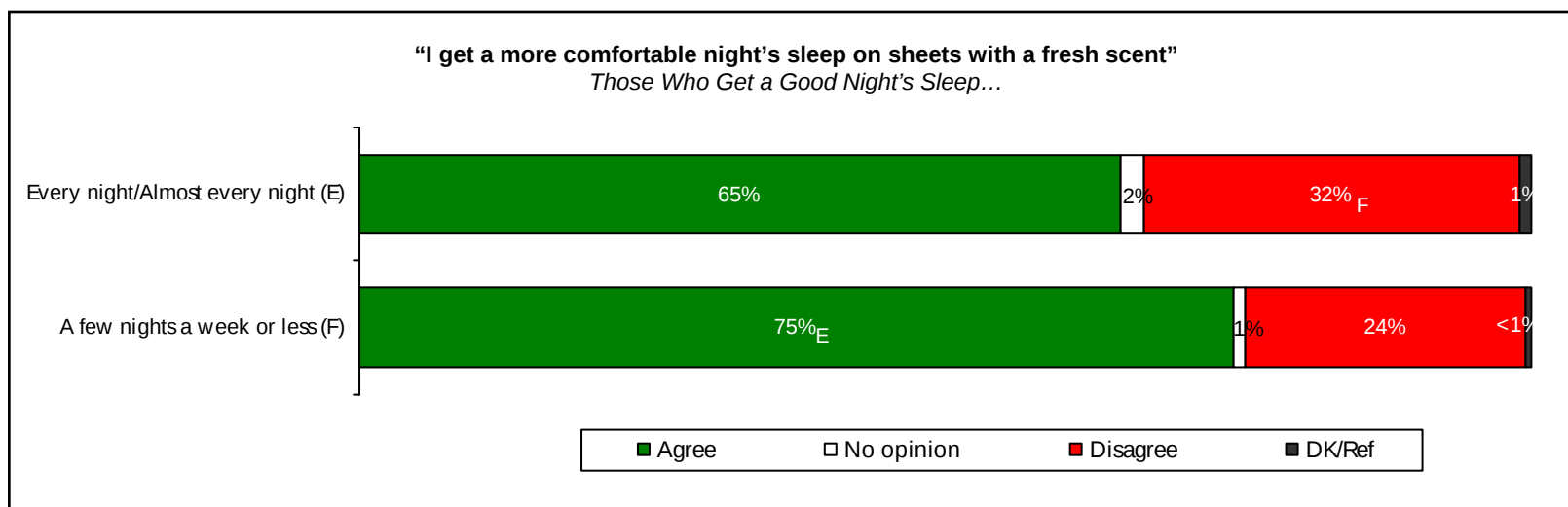
Bedroom Environment (continued)



Base = Those asked (Every night/Almost every night n=453; A few nights a week or less n=589)

Letters indicate significant differences at the 95% confidence level.

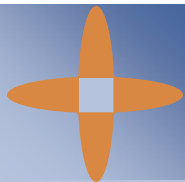
Q5



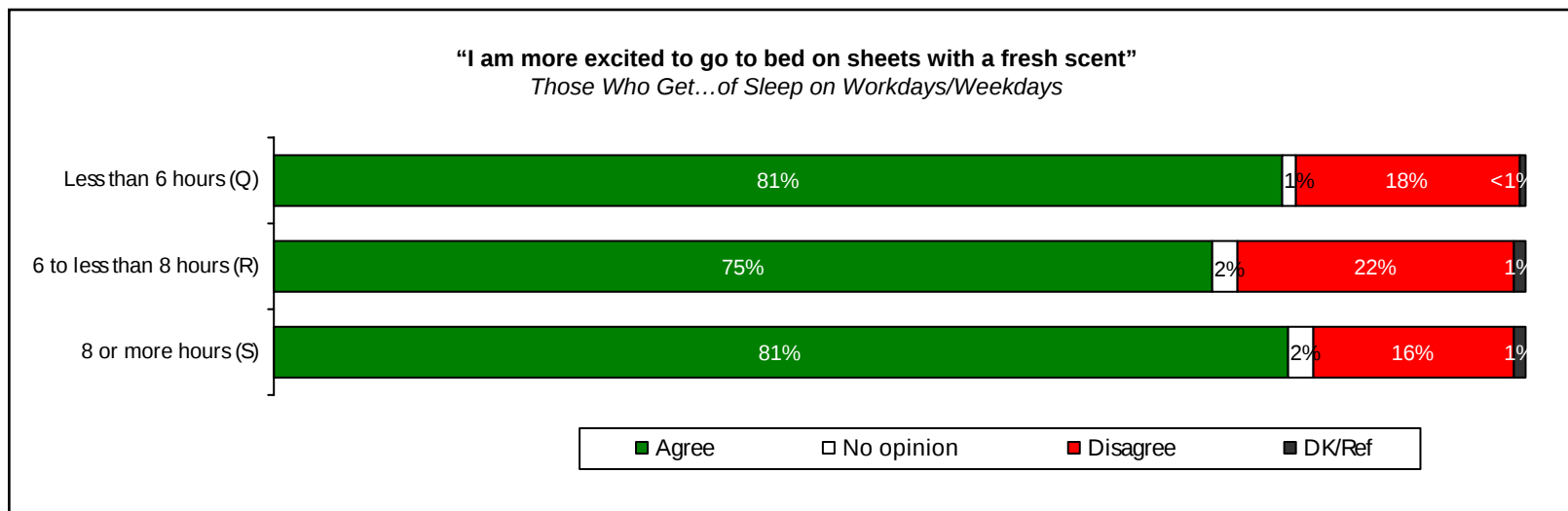
Base = Those asked (Every night/Almost every night n=453; A few nights a week or less n=589)

Letters indicate significant differences at the 95% confidence level.

Q5



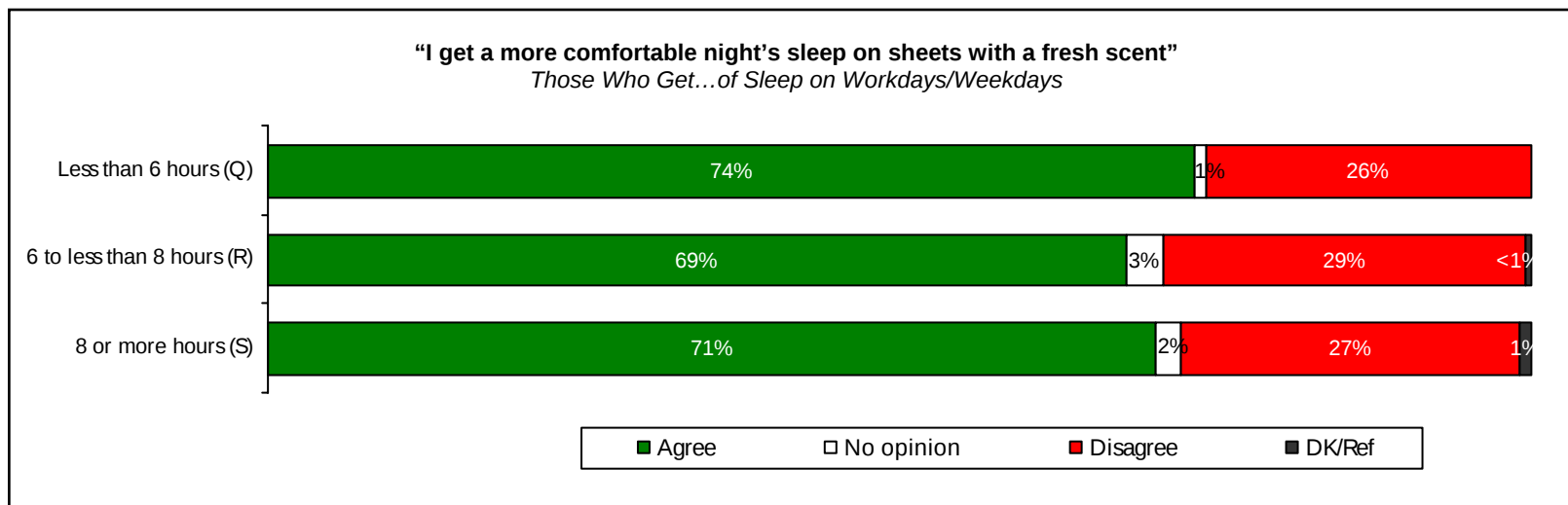
Bedroom Environment (continued)



Base = Those asked (Less than 6 hours n=197; 6 to less than 8 hours n=612; 8 or more hours n=214)

Letters indicate significant differences at the 95% confidence level.

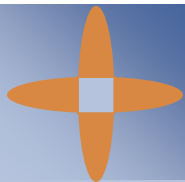
Q5



Base = Those asked (Less than 6 hours n=197; 6 to less than 8 hours n=612; 8 or more hours n=214)

Letters indicate significant differences at the 95% confidence level.

Q5

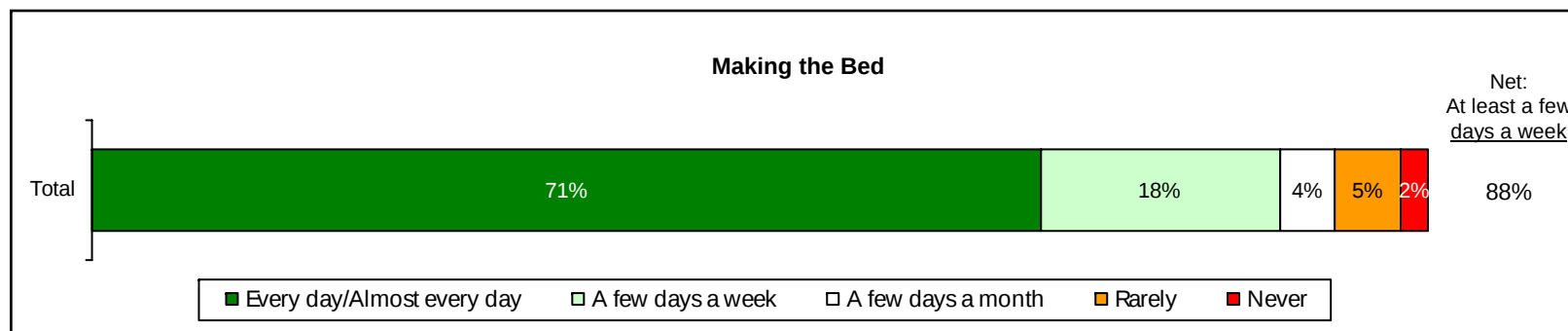


Bedroom Environment (continued)

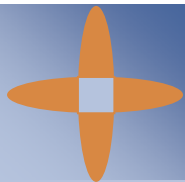
All respondents surveyed were asked how often they or someone else made the bed, using a scale of every day/almost every day, a few days a week, a few nights a month, rarely or never.

Overall, nearly nine in ten (88%) made their beds at least a few days a week.

- + Specifically, approximately seven in ten (71%) made their beds every day or almost every day.
- + Interestingly, respondents living in the Northeast (80% vs. 69% Midwest, 71% South and 66% West), women (74% vs. 64% men), older respondents (75% aged 45-55 vs. 65% aged 25-34) and those married/partnered (74% vs. 64% single/other) were more likely than their counterparts to make their beds everyday or every other day.
- + It's worth noting that those who make their beds every day or almost every day are more likely than those who do so less often or not at all to say they get a good night's sleep every day or almost every day (44% vs. 37%, or a 19% difference).



Base = Total sample (n=1,500)
DK = <1%
Q6

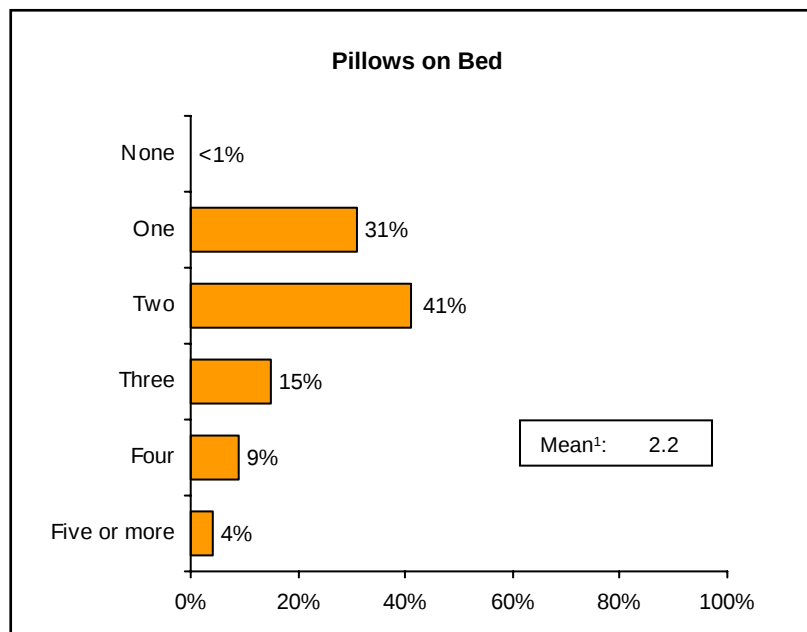


Bedroom Environment (continued)

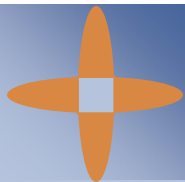
All respondents were asked how many pillows they have on their bed that they personally use when they sleep.

Overall, respondents reported that they use about two pillows when they sleep (average of 2.2 pillows).

- + Specifically, close to three-fourths of the respondents (72%) used one or two pillows when they sleep.
 - + Notably, those respondents who reported getting a good night's sleep every night or almost every night (77% vs. 68% getting a good night's sleep a few nights a week or less) and married women (76% vs. 50% single women) were more likely than their counterparts to use just one or two pillows when they sleep.
- + More than one-fourth of the respondents (28%) used at least three pillows on their beds when they sleep.
 - + Interestingly, Blacks (45% vs. 28% Hispanics, 26% Whites, 22% Others and 17% Asians) and those who are single/other (40% vs. 23% married/partnered) were more likely than their counterparts to report using three or more pillows on their bed when they sleep.



Base = Total sample (n=1,500)
¹Base = Those with pillows (n=1,494)
Ref = <1%
Q8

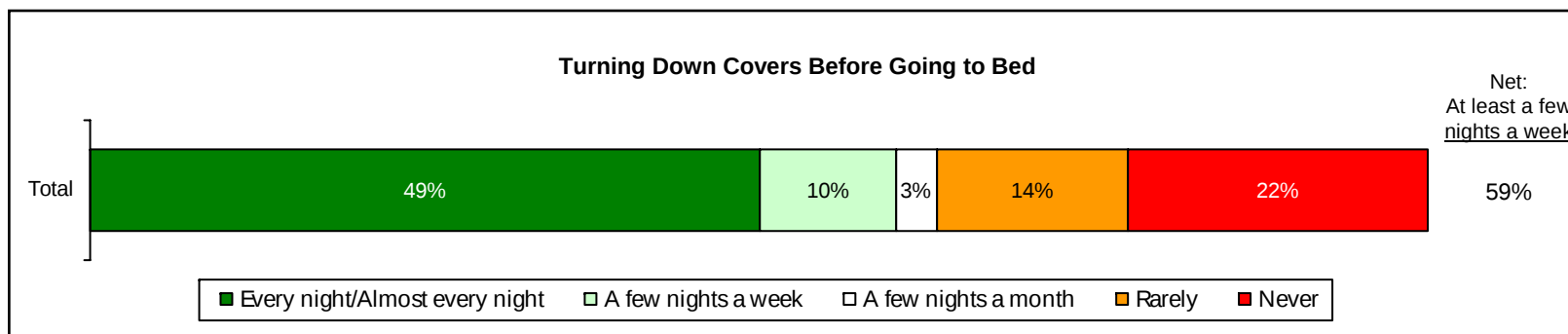


Bedroom Environment (continued)

All respondents were asked how often they or someone else turned down the covers before they actually go to bed, using a scale of every night/almost every night, a few nights a week, a few nights a month, rarely or never.

Overall, approximately six in ten (59%) turned down their covers at least a few nights a week before going to bed.

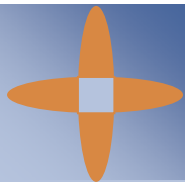
- + Specifically, about one-half (49%) turned down their covers every night or almost every night.
 - + Women were much more likely than men to turn their covers down every night or almost every night before going to bed (54% vs. 36%).
- + In comparison, about one in seven (14%) rarely turn down their covers before going to bed, while more than one in five (22%) never do so.



Base = Total sample (n=1,500)

DK/Ref = 2%

Q9

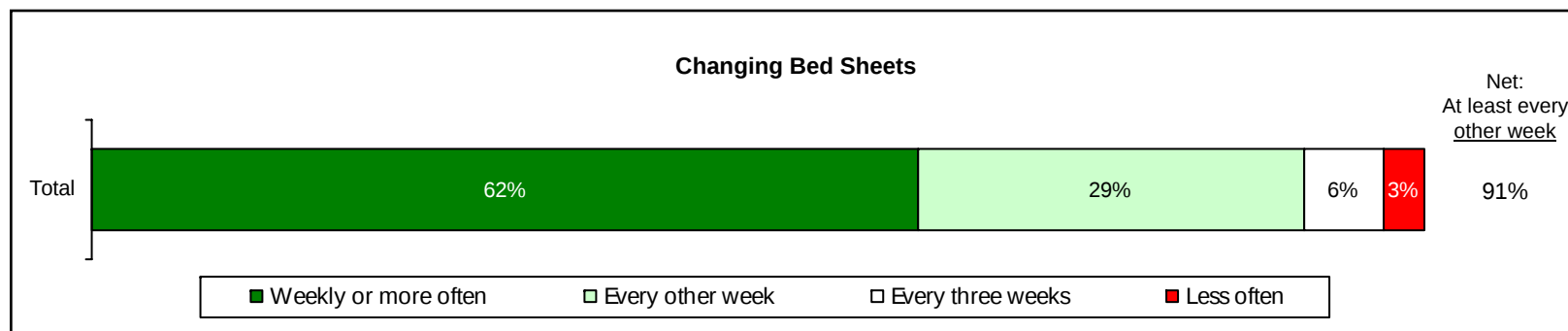


Bedroom Environment (continued)

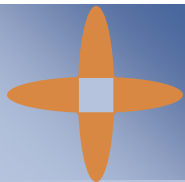
All respondents were then asked how often they changed their sheets, using a scale of weekly/more often, every other week, every three weeks or less often.

Overall, the vast majority (91%) change their bed sheets at least once every other week.

- + Specifically, more than six in ten (62%) changed their sheets weekly or more often.
- + Notably, Blacks (75% vs. 64% Hispanics, 62% Whites, 48% Others and 45% Asians), those who reported needing less than 6 hours of sleep to function at their best (75% vs. 62% needing 6 to less than 8 hours and 59% needing at least 8 hours) and those who agreed that they get a more comfortable night's sleep on sheets with a fresh scent (66% vs. 56% disagreed) tended to be more likely than their counterparts to change their sheets weekly or more often.



Base = Total sample (n=1,500)
DK/Ref = <1%
Q10

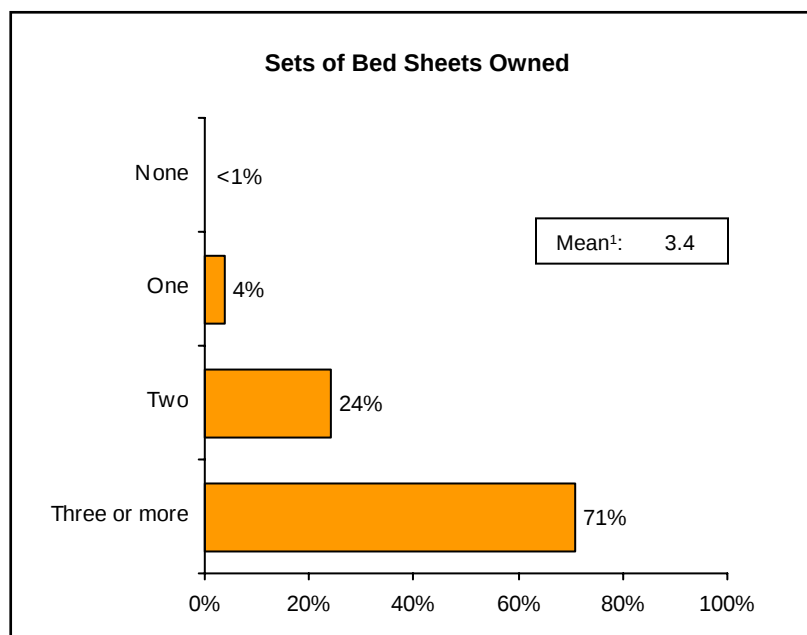


Bedroom Environment (continued)

All respondents were asked how many sets of sheets they owned for their bed.

Overall, respondents reported that they owned an average of between three and four sets of sheets for their bed.

- + The majority (71%) owned at least three sets of sheets for their bed, while about one-fourth (24%) owned two sets of sheets.
- + Blacks (89% vs. 77% Others, 74% Hispanics and 66% Whites), those living in the Northeast (78% vs. 70% Midwest, 70% South and 67% West), those who reported needing less than 6 hours of sleep to function at their best (82% vs. 70% needing 6 to less than 8 hours and 69% needing at least 8 hours) and single women (81% vs. 68%) tended to be more likely than their counterparts to own at least three sets of sheets for their bed.

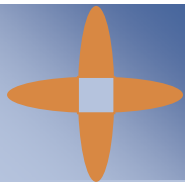


Base = Total sample (n=1,500)

¹Base = Those who own bed sheets (n=1,492)

DK = <1%

Q11

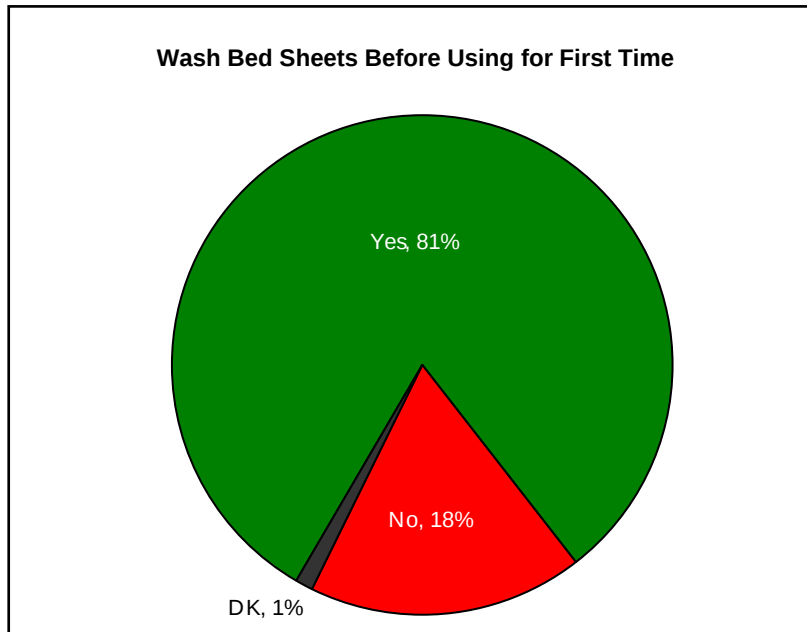


Bedroom Environment (continued)

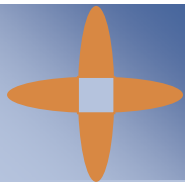
Respondents were asked if they usually washed new sheets before using them for the first time.

Overall, about eight in ten (81%) said they washed their bed sheets before using them for the first time.

- + Interestingly, Blacks were the least likely among the ethnic groups to say they washed their sheets before using them for the first time (47% vs. 87% Whites, 82% Asians and 81% Hispanics).



Base = Those asked (n=750)
Q11A



Sleep and the Bedroom

Respondents were asked to rate the importance of several elements of their sleep experience in getting a good night's sleep, using a 5-point scale from 5 (very important) to 1 (not important at all).

Overall, about nine in ten rated a comfortable mattress (92% rated 4-5), comfortable pillows (91%) and/or a comfortable feel of sheets and bedding (85%) as important in getting a good night's sleep.

About two-thirds or more rated the following elements as important in getting a good night's sleep:

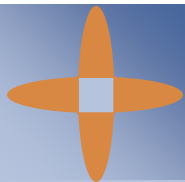
- + Cool room temperature (79%)
- + Fresh air, free of allergens (75%)
- + Dark room (73%)
- + Quiet room (72%)
- + Clean bedroom (66%)

In comparison, a majority (53%) rated sheets with a fresh scent as important, while about four in ten (38%) rated a relaxing bath or shower just before bed as important.

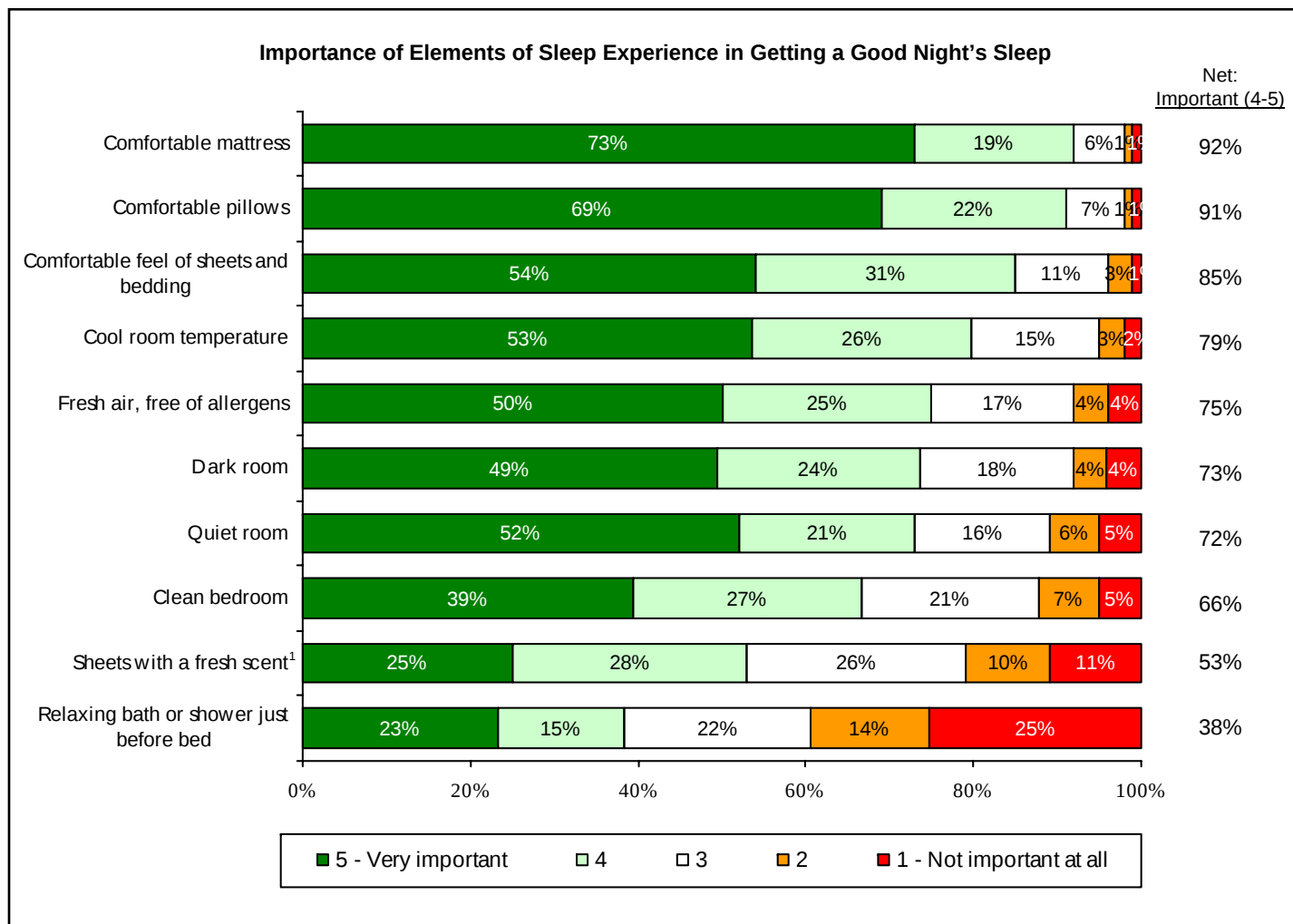
Notably, more than one in ten (15%) rated each one of these elements as important (rated 4-5).

There were some notable differences between certain groups of respondents. Specifically...

- + Asians tended to be most likely among the ethnic groups to rate that fresh air, free of allergens (98% vs. 86% Blacks, 80% Hispanics, 71% Whites and 71% Others) and/or a clean bedroom (93% vs. 78% Hispanics, 76% Blacks, 70% Others and 59% Whites) are important in getting a good night's sleep, whereas Blacks were most likely to rate a relaxing bath or shower just before bed as important (71% vs. 53% Hispanics, 45% Asians, 31% Others and 29% Whites).
- + Respondents living in the South were much more likely than those from other areas of the country to rate a cool room temperature (86% vs. 77% West, 74% Northeast and 73% Midwest) and/or a relaxing bath or shower just before bed (46% vs. 35% Northeast, 32% Midwest and 32% West) as important in getting a good night's sleep.



Sleep and the Bedroom (continued)

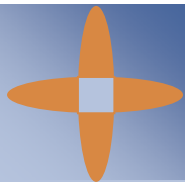


Base = Total sample (n=1,500)

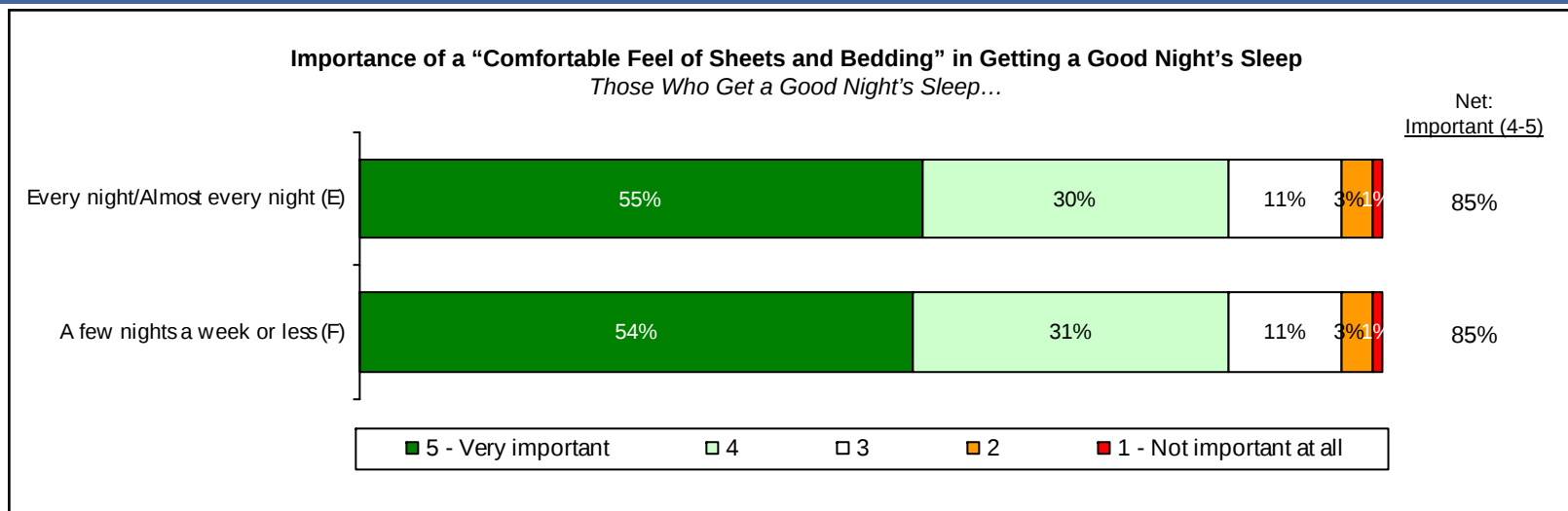
¹Base = Those asked (n=1,044)

DK = 1% or less

Q12



Sleep and the Bedroom (continued)

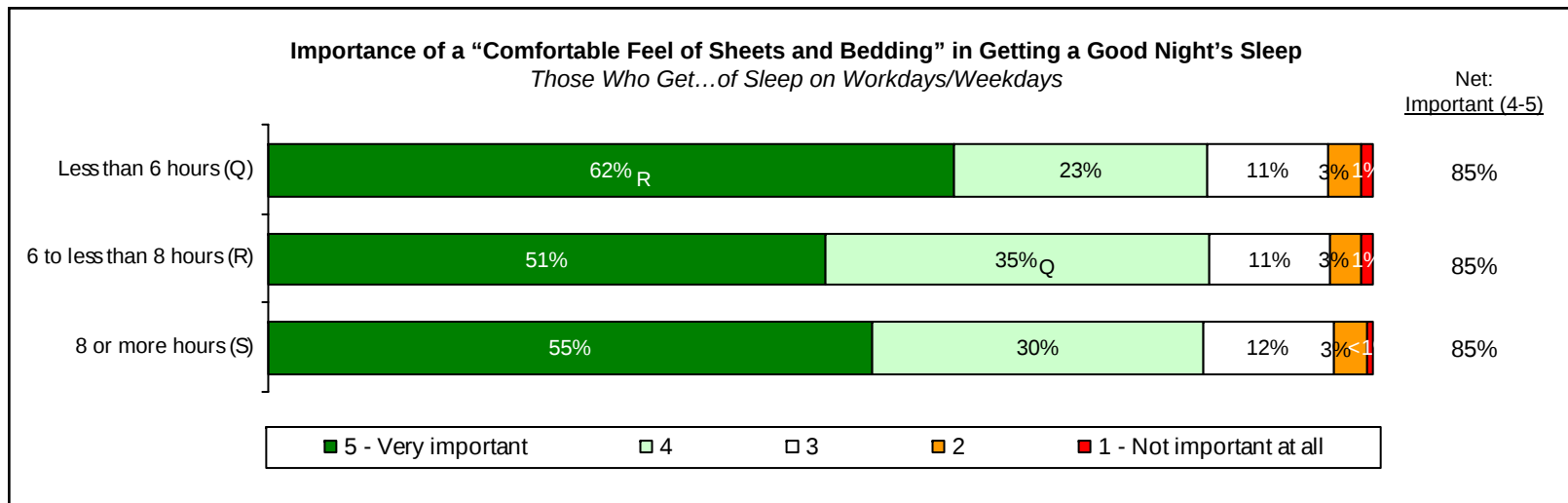


Base = Total sample (Every night/Almost every night n=653; A few nights a week or less n=845)

DK = <1%

Letters indicate significant differences at the 95% confidence level.

Q12

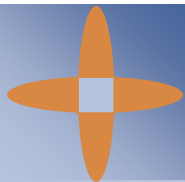


Base = Total sample (Less than 6 hours n=273; 6 to less than 8 hours n=875; 8 or more hours n=313)

DK = <1% or less

Letters indicate significant differences at the 95% confidence level.

Q12



Sleep and the Bedroom (continued)

Comparing those who say they get a good night's sleep every night or almost every night vs. those who say so less often shows very little difference in their ratings for how important these elements of their sleep experience are in getting a good night's sleep.

- ✦ In fact, the only significant difference between the two groups of respondents is the proportion who rated a relaxing bath or shower just before bed as important (33% every night/almost every night vs. 42% a few nights a week or less, rated 4-5).

Those who say they get a good night's sleep a few nights a week or less were much more likely than their counterparts to rate each one of these elements as important (17% vs. 12% every night/almost every night, rated 4-5).

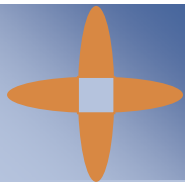
Importance of Elements in Getting a Good Night's Sleep		
	Had a Good Night's Sleep...	
	Every night/Almost every night (E)	A few nights a week or less (F)
Net: Important n =	(653)	(845)
Comfortable mattress	94%	91%
Comfortable pillows	89	92
Comfortable feel of sheets and bedding	85	85
Cool room temperature	78	80
Fresh air, free of allergens	73	77
Dark room	71	75
Quiet room	74	71
Clean bedroom	66	66
Sheets with a fresh scent ¹	49	55
Relaxing bath or shower just before bed	33	42 _E

Base = Total sample

¹Base = Those asked

Letters indicate significant differences at the 95% confidence level.

Q12



Sleep and the Bedroom (continued)

Respondents were asked to rate the impact of several elements on their ability to get a good night's sleep in the past two weeks, using a 5-point scale from 5 (major impact) to 1 (no impact).

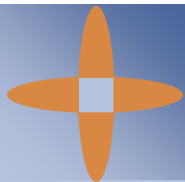
Overall, the elements with the biggest impact on respondents' ability to get a good night's sleep were pillows (70% rated 4-5) and bedroom temperature (69%).

In addition, more than one-half rated bedroom darkness (57%) and/or sheets (53%) as having a big impact, while about four in ten rated similarly for their partner snoring (41%) and/or allergies (37%).

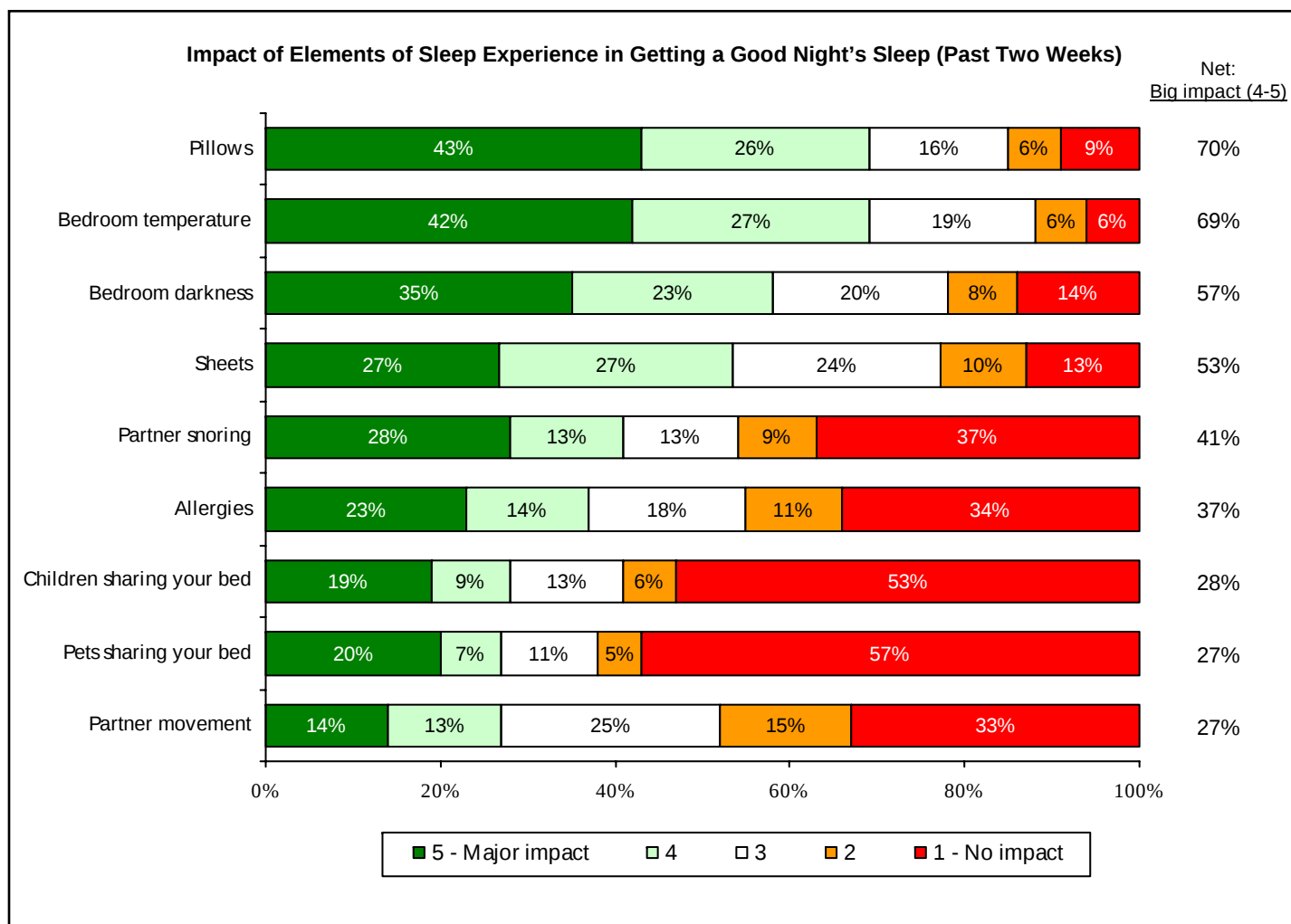
Conversely, fewer than three in ten rated that children (28%) and/or pets (27%) sharing the bed and/or partner movement (27%) has a big impact on their ability to get a good night's sleep.

Several notable differences emerged between certain groups of respondents. Specifically...

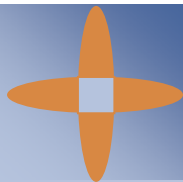
- + Single women in particular were more likely than married women to rate that bedroom darkness (71% vs. 57%), the sheets (71% vs. 53%) and allergies (50% vs. 37%) as having a big impact.
- + Asians tended to be most likely among the ethnic groups to rate that pillows (91% vs. 70% Whites, 68% Blacks, 65% Hispanics and 61% Others) and/or allergies (84% vs. 53% Blacks, 52% Others, 40% Hispanics and 29% Whites) as having a big impact on their ability to get a good night's sleep.
 - + Further, Whites were also the least likely among their counterparts to rate that the sheets have a big impact (47% vs. 74% Asians, 67% Blacks, 61% Hispanics and 55% Others).
- + Respondents living in the South were much more likely than their counterparts to rate bedroom temperature (77% vs. 68% Northeast, 64% West and 62% Midwest) as having a big impact on their ability to get a good night's sleep.



Sleep and the Bedroom (continued)



Base = Those able to rate (n=1,179-1,499)
Q13



Sleep and the Bedroom (continued)

Respondents were then asked to rate the importance of several elements of their sleep experience in creating a romantic environment, using a 5-point scale from 5 (very important) to 1 (not important at all).

Overall, about two-thirds rated a comfortable mattress (78% rated 4-5) and/or a comfortable feel of sheets and bedding (73%) as important in creating a romantic environment.

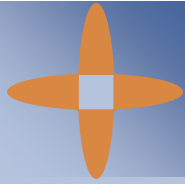
In addition, about two-thirds rated a clean bedroom (68%), a cool room temperature (68%), comfortable pillows (66%) and/or a quiet room (64%) as important.

More than one-half also rated the following elements as important in creating a romantic environment:

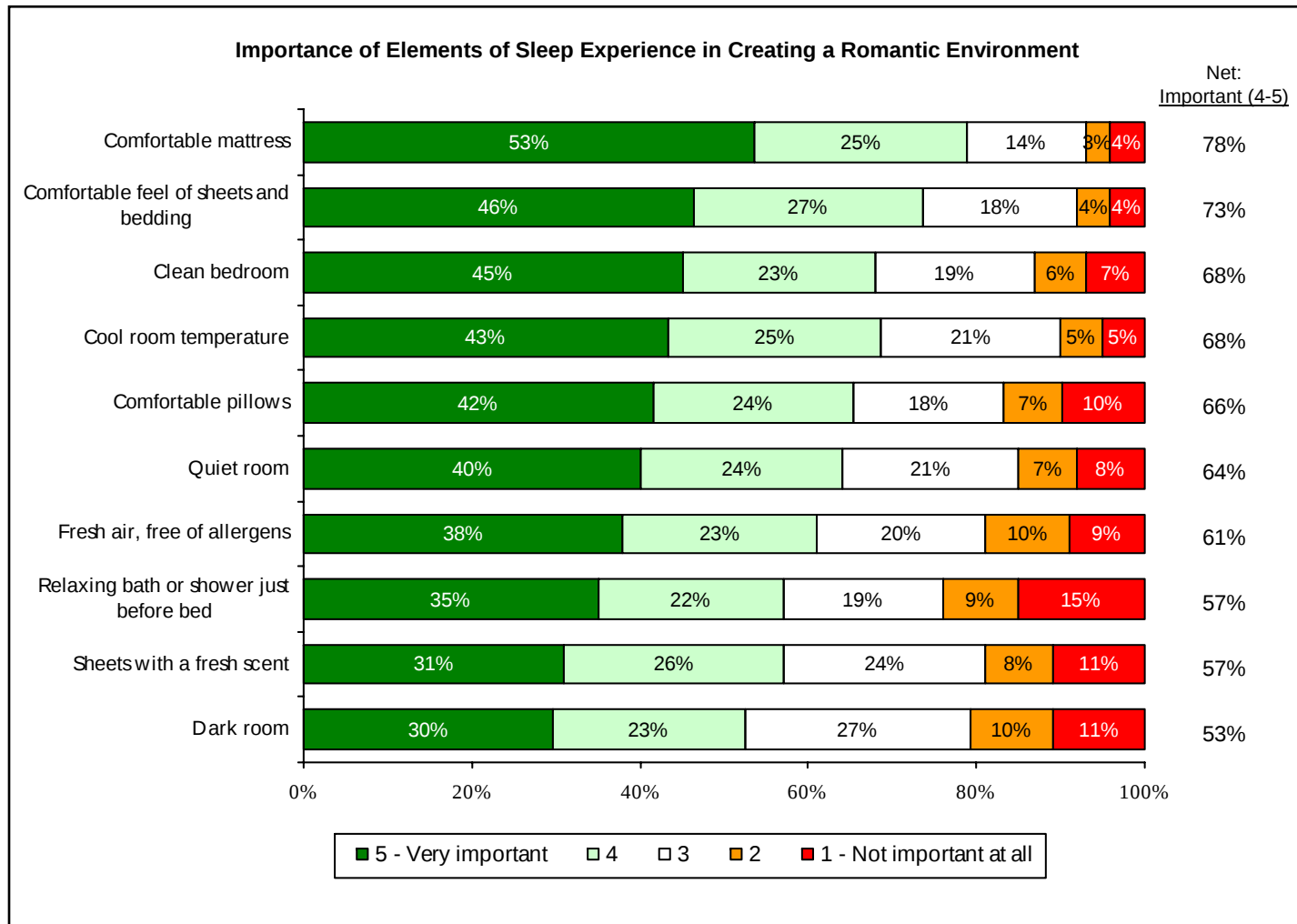
- + Fresh air, free of allergens (61%)
- + Relaxing bath or shower just before bed (57%)
- + Sheets with a fresh scent (57%)
- + Dark room (53%)

Significant differences among certain groups of respondents emerged in the importance ratings for creating a romantic environment. Specifically...

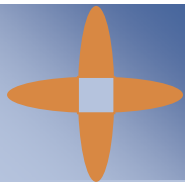
- + Consistently across nearly every element, Whites were the least likely among the ethnic groups to rate each as important in creating a romantic environment, whereas Asians tended to be the most likely to rate each as important.
- + Respondents living in the South were much more likely than their counterparts to rate a cool room temperature (76% vs. 67% Northeast, 64% West and 60% Midwest) as important in creating a romantic environment, while those in the Midwest tended to be least likely to rate that a quiet room (56% vs. 67% South, 66% West and 64% Northeast) and fresh air, free of allergens (50% vs. 68% Northeast, 63% South and 62% West) as important.
 - + Further, those living in urban areas were much more likely than those living elsewhere to rate a comfortable feel of sheets and bedding (80% vs. 71% suburban and 70% rural), a clean bedroom (76% vs. 66% suburban and 63% rural) and sheets with a fresh scent (66% vs. 54% suburban and 51% rural) as important.
- + Interestingly, men and women tended to rate sheets with a fresh scent (58% and 56%, respectively) higher than a dark room (49% and 54%) as important in creating a romantic environment. At the same time, those who are single or unmarried said that sheets with a fresh scent are much more important than a dark room (70% vs. 57%).



Sleep and the Bedroom (continued)



Base = Those able to rate (n=1,024-1,470)
Q14

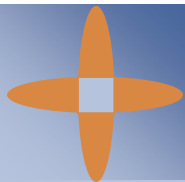


Sleep and the Bedroom (continued)

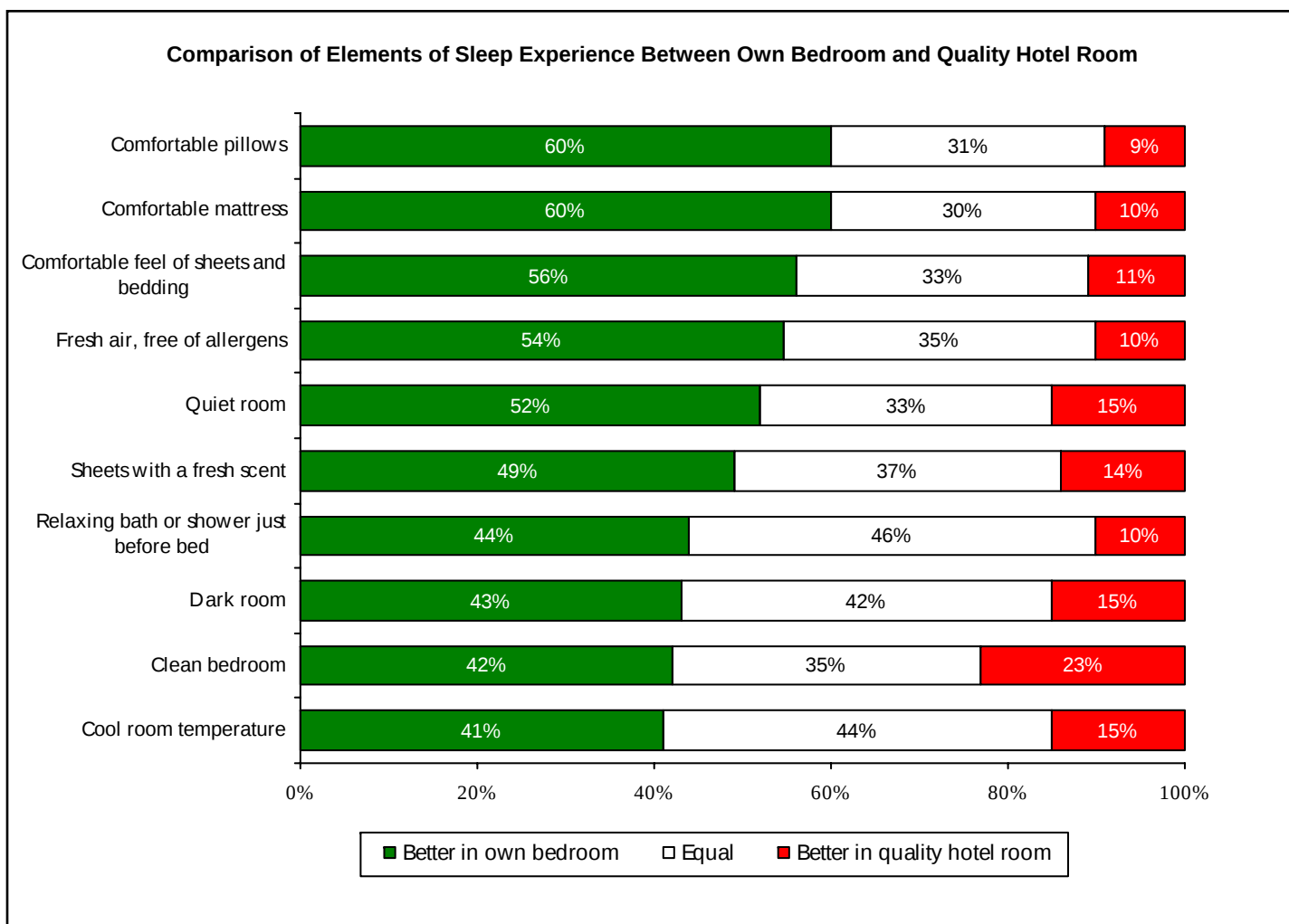
Next, respondents were asked whether several elements of their sleep experience are better in their own bedroom, at a quality hotel room, or equal at both.

Overall, respondents tended to say either that these elements were better in their own bedroom than at a quality hotel room or at least equal at both.

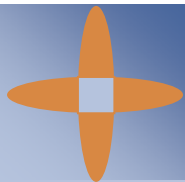
- + Specifically, six in ten mentioned that comfortable pillows (60%) and/or a comfortable mattress (60%) are better in their own bedrooms than at a quality hotel room.
- + About one-half or more said the following as better in their own bedrooms:
 - + Comfortable feel of sheets and bedding (56%)
 - + Fresh air, free of allergens (54%)
 - + Quiet room (52%)
 - + Sheets with a fresh scent (49%)
- + In comparison, more than four in ten indicated that the following elements as better in their own bedrooms:
 - + Relaxing bath or shower just before bed (44%)
 - + Dark room (43%)
 - + Clean bedroom (42%)
 - + Cool room temperature (41%)
- + Interestingly, Blacks tended to be less likely than their counterparts to say that a comfortable mattress is better in their own bedrooms (44% vs. 80% Asians, 65% Others, 64% Hispanics and 59% Whites).



Sleep and the Bedroom (continued)



Base = Those able to rate (n=1,032-1,486)
Q15



Characteristics of Respondents

Characteristics of Respondents	
	Total
<u>Community Type</u> ¹ n =	(1,500)
Urban	23%
Suburban	41
Rural	28
Other	7
Don't know/Refused	2
<u>Marital Status</u> n =	(1,492)
Married or Partnered	72%
Single	15
Divorced	5
Living with someone	5
Separated	2
Widowed	1
<u>Children in Household</u> n =	(1,497)
Have children	67%
0-5 years of age	29
6-10 years of age	33
11-15 years of age	24
16-20 years of age	20
No children	33

Base = Those answering

¹Base = Total sample

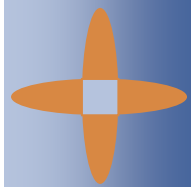
S6, D2, D3, D3A

Characteristics of Respondents	
	Total
<u>Employment Status (Past Month)</u> n =	(1,487)
Working full-time or part-time	70%
A full-time homemaker	15
Not working or retired	7
Other	8
<u>Total Annual Household Income</u> n =	(1,333)
\$25,000 or less	12%
\$25,001-\$75,000	44
\$75,001-\$150,000	34
More than \$150,000	9
Mean	\$78,900
Median	\$67,650
<u>Gender</u> ¹ n =	(1,500)
Male	30%
Female	70

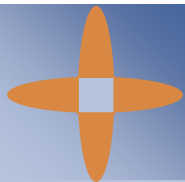
Base = Those answering

¹Base = Total sample

S5, D1, D4, D5



Sleep Profiles

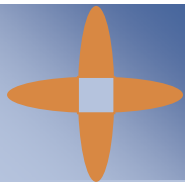


Sleep Profile – Gender

Sleep Profile – Gender		
	Male (K)	Female (L)
<u>“I had a good night’s sleep”</u> n =	(433)	(1,067)
Every night/Almost every night	43%	42%
A few nights a month or less	21	23
<u>Hours in bed on workdays/weekdays</u> n=	(433)	(1067)
Less than 6 hours	25% _L	18%
8 or more hours	19	22
Mean (# of hours)	6.3	6.6 _K
<u>Hours in bed on non-workdays/weekends</u> n=	(433)	(1,067)
Less than 6 hours	17% _L	11%
8 or more hours	41	45
Mean (# of hours)	7.1	7.3
<u>Hours needed to function at best</u> n=	(433)	(1,067)
Less than 6 hours	20% _L	10%
8 or more hours	25	43 _K
Mean (# of hours)	6.9	7.6 _K

Base = Total sample

Letters indicate significant differences at the 95% confidence level.



Sleep Profile – Gender (continued)

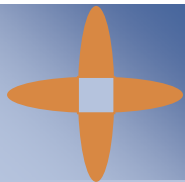
Sleep Profile – Gender (continued)		
	Male (K)	Female (L)
<u>Bedding statements – Agree¹</u> n =	(354)	(690)
I go to bed earlier on sheets with a fresh scent	28%	30%
I get a more comfortable night's sleep on sheets with a fresh scent	68	72
I am more excited to go to bed on sheets with a fresh scent	70	82 _K
<u>Making the bed</u> n =	(433)	(1,067)
Every day/Almost every day	64%	74% _K
A few days a month or less	16 _L	10
<u>Who sleep with²</u> n =	(433)	(1,067)
Alone	27% _L	19%
Significant other	67	71
Child/Infant	5	12 _K
Pet	10	10
Other	<1	<1
<u>Number of pillows on bed when sleeping</u> n =	(433)	(1,067)
One or two	75%	70%
Three or more	25	29
Mean (# of pillows)	2.2	2.2

Base = Total sample

¹Base = Those asked

²Multiple Responses Accepted

Letters indicate significant differences at the 95% confidence level.



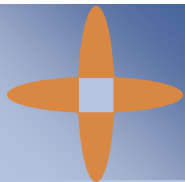
Sleep Profile – Gender (continued)

Sleep Profile – Gender (continued)		
	Male (K)	Female (L)
<u>Turning down covers before bed</u> n =	(433)	(1,067)
Every night/Almost every night	36%	54% _K
A few nights a month or less	46 _L	35
<u>Changing bed sheets</u> n=	(433)	(1,067)
Weekly or more often	58%	64%
Less than every week	41	36
<u>Number of sets of sheets owned for bed</u> n=	(433)	(1,067)
One or two	28%	28%
Three or more	71	71
Mean (# of sets of sheets)	3.4	3.4
<u>Wash new sheets before using for the first time¹</u> n=	(282)	(468)
Yes	81%	81%
No	17	18

Base = Total sample

¹Base = Those asked

Letters indicate significant differences at the 95% confidence level.



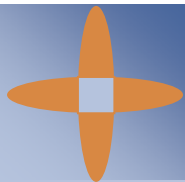
Sleep Profile – Gender (continued)

Sleep Profile – Gender (continued)		
	Male (K)	Female (L)
Importance of Elements in Getting a Good Night's Sleep – Net: Important n =	(433)	(1,067)
Comfortable mattress	86%	95% _K
Comfortable pillows	84	94 _K
Cool room temperature	78	80
Quiet room	66	75 _K
Dark room	70	75
Sheets with a fresh scent ¹	47	55 _K
Clean bedroom	59	69 _K
Comfortable feel of sheets and bedding	77	89 _K
Fresh air, free of allergens	70	77 _K
Relaxing bath or shower just before bed	38	38
Impact of Elements on Ability to Get a Good Night's Sleep – Net: Big Impact¹ n =	(341-433)	(833-1,066)
Partner movement	16%	31% _K
Partner snoring	26	47 _K
Bedroom darkness	54	59
Bedroom temperature	68	70
Sheets	45	57 _K
Pillows	65	72 _K
Allergies	31	39 _K
Children sharing your bed	23	30 _K
Pets sharing your bed	25	28

Base = Total sample

¹Base = Those asked

Letters indicate significant differences at the 95% confidence level.

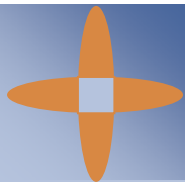


Sleep Profile – Gender (continued)

Sleep Profile – Gender (continued)		
	Male (K)	Female (L)
Importance of Elements in Creating a Romantic Environment – Net: Important n =	(348-428)	(676-1,042)
Comfortable mattress	73%	81% _K
Comfortable pillows	62	67
Cool room temperature	68	68
Quiet room	62	65
Dark room	49	54
Sheets with a fresh scent	58	56
Clean bedroom	68	68
Comfortable feel of sheets and bedding	70	75
Fresh air, free of allergens	61	61
Relaxing bath or shower just before bed	60	55
Elements of Sleep – Better in Own Bedroom vs. Quality Hotel Room n =	(354-429)	(681-1,058)
Comfortable mattress	58%	61%
Comfortable pillows	55	63 _K
Cool room temperature	38	41
Quiet room	48	53
Dark room	42	43
Sheets with a fresh scent	46	50
Clean bedroom	43	42
Comfortable feel of sheets and bedding	54	57
Fresh air, free of allergens	52	55
Relaxing bath or shower just before bed	40	46

Base = Those able to rate

Letters indicate significant differences at the 95% confidence level.

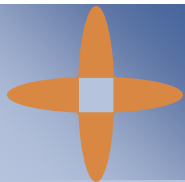


Sleep Profile – Age

Sleep Profile – Age			
	25-34 (M)	35-44 (N)	45-55 (O)
<u>“I had a good night’s sleep”</u> n =	(216)	(555)	(729)
Every night/Almost every night	40%	39%	47% _N
A few nights a month or less	28% _O	19	20
<u>Hours in bed on workdays/weekdays</u> n=	(216)	(555)	(729)
Less than 6 hours	26% _O	19%	16%
8 or more hours	20	21	21
Mean (# of hours)	6.4	6.5	6.6
<u>Hours in bed on non-workdays/weekends</u> n=	(216)	(555)	(729)
Less than 6 hours	14%	13%	10%
8 or more hours	44	42	45
Mean (# of hours)	7.2	7.2	7.3
<u>Hours needed to function at best</u> n=	(216)	(555)	(729)
Less than 6 hours	15%	13%	11%
8 or more hours	35	40	37
Mean (# of hours)	7.4	7.5	7.4

Base = Total sample

Letters indicate significant differences at the 95% confidence level.



Sleep Profile – Age (continued)

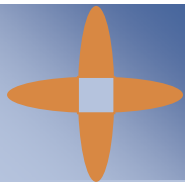
Sleep Profile – Age (continued)			
	25-34 (M)	35-44 (N)	45-55 (O)
<u>Bedding statements – Agree¹</u> n =	(148)	(406)	(490)
I go to bed earlier on sheets with a fresh scent	39% _{NO}	25%	25%
I get a more comfortable night's sleep on sheets with a fresh scent	70	69	73
I am more excited to go to bed on sheets with a fresh scent	82	74	78
<u>Making the bed</u> n =	(216)	(555)	(729)
Every day/Almost every day	65%	72%	75% _M
A few days a month or less	14	11	9
<u>Who sleep with²</u> n =	(216)	(555)	(729)
Alone	24%	19%	22%
Significant other	68	73	69
Child/Infant	15 _O	12 _O	3
Pet	6	11 _M	14 _M
Other	-	-	<1
<u>Number of pillows on bed when sleeping</u> n =	(216)	(555)	(729)
One or two	71%	74%	71%
Three or more	29	26	29
Mean (# of pillows)	2.2	2.2	2.2

Base = Total sample

¹Base = Those asked

²Multiple Responses Accepted

Letters indicate significant differences at the 95% confidence level.



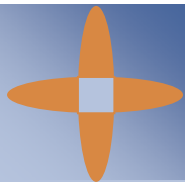
Sleep Profile – Age (continued)

Sleep Profile – Age (continued)				
		25-34 (M)	35-44 (N)	45-55 (O)
<u>Turning down covers before bed</u>	n =	(216)	(555)	(729)
Every night/Almost every night		47%	47%	52%
A few nights a month or less		38	40	37
<u>Changing bed sheets</u>	n=	(216)	(555)	(729)
Weekly or more often		57%	66% _M	64%
Less than every week		43 _{NO}	34	35
<u>Number of sets of sheets owned for bed</u>	n=	(216)	(555)	(729)
One or two		32%	28%	26%
Three or more		67	72	74
<i>Mean (# of sets of sheets)</i>		3.3	3.4	3.4
<u>Wash new sheets before using for the first time¹</u>	n=	(124)	(317)	(309)
Yes		80%	82%	82%
No		19	17	16

Base = Total sample

¹Base = Those asked

Letters indicate significant differences at the 95% confidence level.



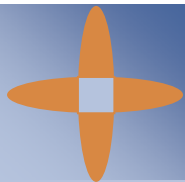
Sleep Profile – Age (continued)

Sleep Profile – Age (continued)			
	25-34 (M)	35-44 (N)	45-55 (O)
Importance of Elements in Getting a Good Night's Sleep – Net: Important n =	(216)	(555)	(729)
Comfortable mattress	91%	93%	93%
Comfortable pillows	92	91	90
Cool room temperature	78	77	82
Quiet room	73	69	75 _N
Dark room	76	71	73
Sheets with a fresh scent ¹	54	48	57 _N
Clean bedroom	68 _N	60	69 _N
Comfortable feel of sheets and bedding	87	83	85
Fresh air, free of allergens	75	74	76
Relaxing bath or shower just before bed	34	37	43 _{MN}
Impact of Elements on Ability to Get a Good Night's Sleep – Net: Big Impact¹ n =	(173-216)	(434-555)	(546-728)
Partner movement	29%	25%	27%
Partner snoring	44	37	42
Bedroom darkness	57	55	60
Bedroom temperature	66	68	73
Sheets	53	47	59 _N
Pillows	64	70	74 _M
Allergies	35	37	38
Children sharing your bed	28	32 _O	24
Pets sharing your bed	26	28	28

Base = Total sample

¹Base = Those asked

Letters indicate significant differences at the 95% confidence level.

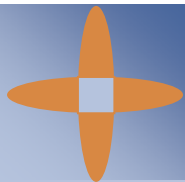


Sleep Profile – Age (continued)

Sleep Profile – Age (continued)			
	25-34 (M)	35-44 (N)	45-55 (O)
Importance of Elements in Creating a Romantic Environment – Net: Important n =	(147-213)	(401-548)	(476-709)
Comfortable mattress	79%	75%	81% _N
Comfortable pillows	65	63	69
Cool room temperature	65	67	73 _{MN}
Quiet room	67	60	65
Dark room	56	50	52
Sheets with a fresh scent	59	53	59
Clean bedroom	71	64	70
Comfortable feel of sheets and bedding	77 _N	68	75 _N
Fresh air, free of allergens	58	57	67 _{MN}
Relaxing bath or shower just before bed	59	52	59 _N
Elements of Sleep – Better in Own Bedroom vs. Quality Hotel Room n =	(148-216)	(402-553)	(482-720)
Comfortable mattress	61%	61%	58%
Comfortable pillows	59	62	60
Cool room temperature	39	41	42
Quiet room	48	51	55
Dark room	47	40	42
Sheets with a fresh scent	47	51	47
Clean bedroom	44	41	42
Comfortable feel of sheets and bedding	56	58	54
Fresh air, free of allergens	50	57	56
Relaxing bath or shower just before bed	46	44	42

Base = Those able to rate

Letters indicate significant differences at the 95% confidence level.



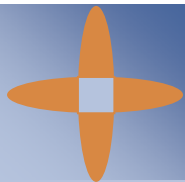
Sleep Profile – Had a Good Night's Sleep

Sleep Profile – Had a Good Night's Sleep		
	Every night/Almost every night (E)	A few nights a week or less (F)
Bedding statements – Agree¹ n =	(453)	(589)
I get a more comfortable night's sleep on sheets with a fresh scent	65%	75% _E
I am more excited to go to bed on sheets with a fresh scent	76	79
Importance of Elements in Getting a Good Night's Sleep – Net: Important² n =	(653)	(845)
Comfortable feel of sheets and bedding	85%	85%

¹Base = Those asked

²Base = Total sample

Letters indicate significant differences at the 95% confidence level.



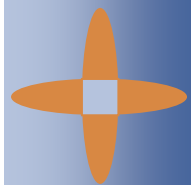
Sleep Profile – Hours Slept on Workdays/Weekdays

Sleep Profile – Hours Slept on Workdays/Weekdays			
	Less than 6 hours (Q)	6 to less than 8 hours (R)	8 or more hours (S)
Bedding statements – Agree¹ n =	(197)	(612)	(214)
I get a more comfortable night's sleep on sheets with a fresh scent	74%	69%	71%
I am more excited to go to bed on sheets with a fresh scent	81	75	81
Importance of Elements in Getting a Good Night's Sleep – Net: Important² n =	(273)	(875)	(313)
Comfortable feel of sheets and bedding	85%	85%	85%

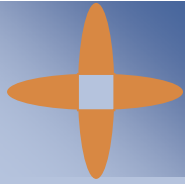
¹Base = Those asked

²Base = Total sample

Letters indicate significant differences at the 95% confidence level.



Appendix

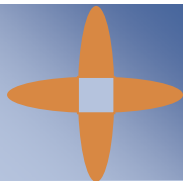


Standard Error

Because in research the entire population is typically not interviewed, but rather a sample of that population is surveyed, the data are subject to sampling error. A sample size of approximately 1,500 will yield data with a maximum fluctuation of ± 2.5 percentage points at the 95% confidence level. However, the actual standard error may be smaller, depending on the data being examined. Standard errors are shown below for various study percentages, at the 95% confidence level:

If the study percentage is around:	50%	40% or 60%	30% or 70%	20% or 80%	10% or 90%	1% or 99%
Then, the standard error in percentage points is:						
Total Sample (n=1,500)	± 2.5	± 2.5	± 2.3	± 2.0	± 1.5	± 0.5

For example, if a question yielded a percentage of 20% among the Total Sample, then we can be sure 95 out of 100 times that the true percentage would lie between 17.5% and 22.5% ($20\% \pm 2.5$ percentage points).



Survey Instrument



Job #10-819
August 2010

NATIONAL SLEEP FOUNDATION 2011 BEDROOM SLEEP POLL SCREENING QUESTIONNAIRE

Ethnicity	Proportion	Quota
White	68%	1020
Hispanic	15%	225
Black	12%	180
Asian	4%	60
Other	1%	15

Region	Proportion	Quota
Northeast	18%	274
Midwest	23%	339
South	38%	566
West	21%	321

Age	Proportion	Quota
25-34	32%	480
35-44	33%	495
45-55	35%	525

DISPLAY NAME OF MARKET WITH PHONE NUMBER TO DIAL.

IF NAMED SAMPLE: May I please speak with <INSERT NAME FROM SAMPLE>?

IF NO NAME IN SAMPLE: May I please speak with a head of household?

INTERVIEWER NOTE: If the respondent doesn't understand the term "head of household," you may explain that it is the man or woman of the house. You may also speak with any adult 25-55 even if they are not a head of the household.

Hello, my name is ____ with WB&A, a national public opinion company. We're inviting you to be a part of this year's annual National Sleep Poll. [PROGRAMMING NOTE: Make "National Sleep Poll" a link that would bring up a pop-up window.]

For this study, I'm looking to speak with someone between the ages of 25 and 34. Would that be you or is there someone else we should speak with?

- 01 Same respondent → READ TEXT B
- 02 Someone else → READ TEXT C
- 03 No one aged 25-34 → READ TEXT A

INTERVIEWER NOTE: Tier 3-4 interviewers, please refer to the Optional Customization from the paper survey.

A – IF NO ONE AGED 25-34 (03): No problem. Are you or is there someone else in the household between the ages of 35 and 55 whom I could speak with?

- 01 Same respondent → READ TEXT B
- 02 Someone else → READ TEXT C
- 03 No one aged 35-55 → THANK AND TERMINATE. CODE DISPOSITION.

B – IF SAME RESPONDENT: Great! Please be assured this is not a sales call; it is a national research study. Your responses will be kept strictly confidential. This call may be monitored or recorded for quality assurance purposes.

C – IF SOMEONE ELSE: Hello, my name is ____ with WB&A, a national public opinion company. We're inviting you to be a part of this year's annual National Sleep Poll. [PROGRAMMING NOTE: Make "National Sleep Poll" a link that would read text below.] Please be assured this is not a sales call; it is a national research study. Your responses will be kept strictly confidential. This call may be monitored or recorded for quality assurance purposes.

(ONLY IF ASKED, READ: This survey will take approximately 10 minutes of your time, depending on your responses.)

NATIONAL SLEEP POLL DESCRIPTION: The National Sleep Poll is conducted annually to compare the sleep habits and bedtime routines of people living in the United States, as well as other topics related to sleep. You may have heard of it because it receives a lot of press coverage when the results come out each year.

[PROGRAMMING NOTE: REMOVE OPTIONAL CUSTOMIZATION SCREEN.]
OPTIONAL CUSTOMIZATION FOR TIER 3-4 INTERVIEWERS ONLY:

MUST SAY:	CAN SAY:	CAN'T SAY:
- Name - With WB&A Market Research - Conducting a survey/research study - Call may be monitored or recorded for quality assurance purposes	- Client – National Sleep Foundation - Topic – Conducting the annual National Sleep Poll. - Got name/number – Randomly generated phone numbers based on census regions across the United States - Length – 10 minutes, on average (depending on answers) - Not selling anything	- Background of why we're doing it (beyond "topic" mentioned in intro) - Theme of Poll

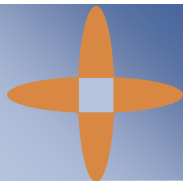
NOTE: You can use any words you choose to make these points, but you must be appropriate and professional (as determined by monitoring supervisor)

READ: First, I have just a few questions to make sure we speak to a variety of people all over the United States.

[PROGRAMMING NOTE: FOR S1, S3, S4 and S5, HAVE TEXT APPEAR ON SELECTION OF 98/99: Again, I just wanted to remind you that the reason we ask this question is to make sure that we speak with a variety of people all over the United States. All of your responses will be kept strictly confidential. We cannot continue with the survey without a response to this question.]

S1. Please stop me when I reach the category which includes your age. (READ LIST.)

- 01 Under 25, → GO TO S1A
- 02 25 to 34, → SKIP TO S2A (QUOTA = 480)
- 03 35 to 44, → SKIP TO S2A (QUOTA = 495)
- 04 45 to 55, → SKIP TO S2A (QUOTA = 525)
- 05 56 or older? → GO TO S1A
- 98 DO NOT READ: Refused → GO TO S1A



Survey Instrument (continued)

IF NOT IN AGE RANGE [S1(01,05,98)], ASK S1A.

S1A. For this particular study, we are interested in speaking with adults between the ages of 25 and 55. Is there anyone else in your household we could speak to that falls in this age range?

- 01 Yes → RETURN TO INTRO
- 02 No → THANK AND TERMINATE
- 98 Refused → THANK AND TERMINATE

ASK EVERYONE.

S3. Do you consider yourself to be Hispanic or Latino?

- 01 Yes → CONTINUE AS HISPANIC (QUOTA = 225)
- 02 No → CONTINUE
- 98 Refused → CONTINUE
- 99 Don't know → CONTINUE

S4. Would you consider yourself to be White/Caucasian, Black/African-American, Asian or of some other racial or ethnic background? (DO NOT READ LIST. ACCEPT ONE RESPONSE ONLY.)

- 01 White/Caucasian → CONTINUE AS WHITE (QUOTA = 1020)
- 02 Black/African-American → CONTINUE AS BLACK (QUOTA = 180)
- 03 Asian → CONTINUE AS ASIAN (QUOTA = 60)
- 04 Alaska Native
- 05 American Indian
- 06 Native Hawaiian
- 07 Other Pacific Islander
- 08 Hispanic/Latino
- 09 Bi-racial or multi-racial
- 95 Other (SPECIFY: _____) → CONTINUE AS OTHER (QUOTA = 15)
- 98 Refused → THANK AND TERMINATE
- 99 Don't know → THANK AND TERMINATE

S5. What state do you live in? (RECORD STATE. PROGRAMMING NOTE: STATE WILL DETERMINE REGION. IF REFUSED (98), THANK AND TERMINATE.)

Northeast (QUOTA = 374), Midwest (QUOTA = 339), South (QUOTA = 566), West (QUOTA = 321)

S2A. Who is the primary person in your household who does the laundry? Would you say it is...? (READ LIST.)

- 01 You alone,
- 02 You and someone else share the responsibility, or
- 03 Someone else
- 99 DO NOT READ: Don't know/Refused

S2B. And who is the primary person in your household who decides which laundry products to buy? Would you say it is...? (READ LIST.)

- 01 You alone,
- 02 You and someone else share the responsibility, or
- 03 Someone else
- 99 DO NOT READ: Don't know/Refused

S6. Which of the following best describes the community where you live? (READ LIST. IRACK.)

- 01 Urban, → TARGET = 990 (66%)
- 02 Suburban, → TARGET = 240 (16%)
- 03 Rural, or → TARGET = 270 (18%)
- 04 Something else?
- 99 DO NOT READ: Don't know/Refused

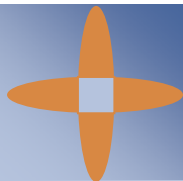
IF CELL PHONE SAMPLE, READ: We understand that many people use their cell phone as their primary phone. If you happen to be talking on your cell phone now, and if at any point during this interview you are unable to continue, please let me know, and I will be happy to schedule a time to call you back or call you back at a different phone number.

INTERVIEWER INSTRUCTION: DO NOT PAUSE FOR AN ANSWER. CONTINUE WITH SURVEY UNLESS RESPONDENT SAYS THEY ARE UNABLE TO CONTINUE.

IF OVERQUOTA, READ: We are trying to speak to a variety of people across the United States. Unfortunately, we have already spoken to a number of people who share similar characteristics, so those are all the questions I have for you this evening/afternoon. Thank you very much for your time.

IF TERMINATE, READ: Those are all the questions I have for you this evening/afternoon. Thank you very much for your time.

****GO TO MAIN QUESTIONNAIRE****



Survey Instrument (continued)



Job #10-819
August 2010

2011 BEDROOM SLEEP SLEEP POLL MAIN QUESTIONNAIRE

ASK EVERYONE.

As I mentioned earlier, this survey is about sleep habits among people in America. Keep in mind, there are no right or wrong answers. First, I would like to ask you some general questions regarding sleep. Please think about your sleep schedule in the past two weeks.

Q1. On how many nights would you say "I had a good night's sleep"? Would you say...? (READ LIST.)

- 05 Every night or almost every night,
- 04 A few nights a week,
- 03 A few nights a month,
- 02 Rarely, or
- 01 Never?
- 98 DO NOT READ: Refused
- 99 DO NOT READ: Don't know

Q2. On workdays or weekdays, how many hours, not including naps, do you usually sleep during one night? (RECORD NUMBER OF HOURS AND MINUTES BELOW. DO NOT ACCEPT RANGES. RECORD 98 FOR REFUSED AND 99 FOR DON'T KNOW. INTERVIEWER NOTE: RESPONDENT MIGHT NOT SLEEP AT "NIGHT," BUT HOW LONG IN A 24 HOUR PERIOD?)

Hours: _____
Minutes: _____

Q3. On days you do not work or on weekends, how many hours, not including naps, do you usually sleep during one night? (RECORD NUMBER OF HOURS AND MINUTES BELOW. DO NOT ACCEPT RANGES. RECORD 98 FOR REFUSED AND 99 FOR DON'T KNOW. INTERVIEWER NOTE: RESPONDENT MIGHT NOT SLEEP AT "NIGHT," BUT HOW LONG IN A 24 HOUR PERIOD?)

Hours: _____
Minutes: _____

Q4. How many hours of sleep do you need to function at your best during the day? (DO NOT READ LIST.)

- 01 Less than 5 hours
- 02 5 to less than 6 hours
- 03 6 to less than 7 hours
- 04 7 to less than 8 hours
- 05 8 to less than 9 hours
- 06 9 hours or more
- 98 Refused
- 99 Don't know

Q5. Thinking about your bedding, please tell me if you agree or disagree with the following statements. (RANDOMIZE.)

	Agree	Disagree	No opinion	Refused	Don't know
a. I go to bed earlier on sheets with a fresh scent.	01	02	96	98	99
b. I get a more comfortable night's sleep on sheets with a fresh scent.	01	02	96	98	99
c. I am more excited to go to bed on sheets with a fresh scent.	01	02	96	98	99

Q6. How often do you or does someone else make the bed? Would you say...? (READ LIST.)

- 05 Every day or almost every day,
- 04 A few days a week,
- 03 A few days a month,
- 02 Rarely, or
- 01 Never?
- 98 DO NOT READ: Refused
- 99 DO NOT READ: Don't know

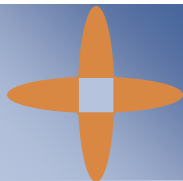
Q7. Most nights, do you sleep...? (READ LIST. MULTIPLE RESPONSES ACCEPTED EXCEPT WITH 01.)

- 02 With your significant other,
- 03 With an infant,
- 04 With your children,
- 05 With a pet,
- 95 With someone or something else, or (SPECIFY:) _____
- 01 Alone?
- 98 DO NOT READ: Refused
- 99 DO NOT READ: Don't know

Q8. How many pillows do you have on your bed that you personally use when you sleep? (READ LIST.)

- 05 Five or more,
- 04 Four,
- 03 Three,
- 02 Two,
- 01 One, or
- 00 None?
- 98 DO NOT READ: Refused
- 99 DO NOT READ: Don't know

Q8B. OMITTED.



Survey Instrument (continued)

Q9. Before actually going to bed, how often do you or does someone else turn down the covers? Would you say...? (READ LIST.)

- 05 Every night or almost every night,
- 04 A few nights a week,
- 03 A few nights a month,
- 02 Rarely, or
- 01 Never?
- 98 DO NOT READ: Refused
- 99 DO NOT READ: Don't know

Q10. How often do you change your sheets? Would you say...? (READ LIST.)

- 04 Weekly or more often,
- 03 Every other week,
- 02 Every three weeks, or
- 01 Less often?
- 98 DO NOT READ: Refused
- 99 DO NOT READ: Don't know

Q11. How many sets of sheets do you own for your bed? (READ LIST.)

- 01 One
- 02 Two, or
- 03 Three or more?
- 96 DO NOT READ: None
- 99 DO NOT READ: Refused
- 99 DO NOT READ: Don't know

Q11A. When you buy new sheets, do you usually wash them before using them for the first time?

- 01 Yes
- 02 No
- 99 Refused
- 99 Don't know

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SLEEP EXPERIENCE

Q12. Please rate how important the following elements of your sleep experience are to you in getting a good night's sleep on a scale from 5 to 1, where 5 is "very important" and 1 is "not important at all." The first/next element is [INSERT]. (REPEAT SCALE AS NECESSARY. RANDOMIZE.)

READ IF NECESSARY: How important is this element to you in getting a good night's sleep?

	Very important				Not important at all	Refused	Don't know
a. Comfortable mattress	05	04	03	02	01	98	99
b. Comfortable pillows	05	04	03	02	01	98	99
c. Cool room temperature	05	04	03	02	01	98	99
d. Quiet room	05	04	03	02	01	98	99
e. Dark room	05	04	03	02	01	98	99
f. Sheets with a fresh scent	05	04	03	02	01	98	99
g. Clean bedroom	05	04	03	02	01	98	99
h. Comfortable feel of sheets and bedding	05	04	03	02	01	98	99
i. Fresh air, free of allergens	05	04	03	02	01	98	99
j. Relaxing bath or shower just before bed	05	04	03	02	01	98	99

Q13. Please rate the impact of the following elements on your ability to get a good night's sleep in the past two weeks on a scale from 5 to 1, where 5 is a "major impact" and 1 is "no impact." If it does not apply to you, just let me know. The first/next element is [INSERT]. (REPEAT SCALE AS NECESSARY. RANDOMIZE.)

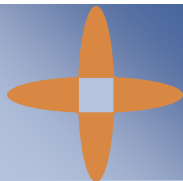
READ IF NECESSARY: How much of an impact does this element have on your ability to get a good night's sleep in the past two weeks?

	Major impact				No impact	Not applicable	Refused	Don't know
a. Partner movement	05	04	03	02	01	96	98	99
b. Partner snoring	05	04	03	02	01	96	98	99
c. Bedroom darkness	05	04	03	02	01	96	98	99
d. Bedroom temperature	05	04	03	02	01	96	98	99
e. Sheets	05	04	03	02	01	96	98	99
f. Pillows	05	04	03	02	01	96	98	99
g. Allergies	05	04	03	02	01	96	98	99
h. Children sharing your bed	05	04	03	02	01	96	98	99
i. Pets sharing your bed	05	04	03	02	01	96	98	99

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Survey Instrument (continued)

- Q14. Please rate the following elements of your sleep experience on how important they are in creating a romantic environment on a scale from 5 to 1, where 5 is "very important" and 1 is "not important at all." The first/next element is [INSERT]. (REPEAT SCALE AS NECESSARY. RANDOMIZE.)

READ IF NECESSARY: How important is this element in creating a romantic environment?

	Very important				Not important at all	Not applicable	Refused	Don't know
a. Comfortable mattress	05	04	03	02	01	96	98	99
b. Comfortable pillows	05	04	03	02	01	96	98	99
c. Cool room temperature	05	04	03	02	01	96	98	99
d. Quiet room	05	04	03	02	01	96	98	99
e. Dark room	05	04	03	02	01	96	98	99
f. Sheets with a fresh scent	05	04	03	02	01	96	98	99
g. Clean bedroom	05	04	03	02	01	96	98	99
h. Comfortable feel of sheets and bedding	05	04	03	02	01	96	98	99
i. Fresh air, free of allergens	05	04	03	02	01	96	98	99
j. Relaxing bath or shower just before bed	05	04	03	02	01	96	98	99

- Q15. Please rate if the following elements of your sleep experience are better in your bedroom, in a quality hotel room, or are equal at both. The first/next element is [INSERT]. (RANDOMIZE.)

READ IF NECESSARY: Would you say it is better in your bedroom, better in a quality hotel room, or is equal at both?

	Better in your bedroom	Equal	Better in a quality hotel room	Refused	Don't know
a. Comfortable mattress	03	02	01	98	99
b. Comfortable pillows	03	02	01	98	99
c. Cool room temperature	03	02	01	98	99
d. Quiet room	03	02	01	98	99
e. Dark room	03	02	01	98	99
f. Sheets with a fresh scent	03	02	01	98	99
g. Clean bedroom	03	02	01	98	99
h. Comfortable feel of sheets and bedding	03	02	01	98	99
i. Fresh air, free of allergens	03	02	01	98	99
j. Relaxing bath or shower just before bed	03	02	01	98	99

DEMOGRAPHICS

READ TO EVERYONE: These last few questions are for classification purposes only and will be kept strictly confidential.

- D1. What has been your employment status over the past month? Were you primarily...? (READ LIST. ACCEPT ONLY ONE RESPONSE.)

01 Working full-time or part-time,
02 A full-time homemaker,
03 Not working, retired, or
04 Some other situation?
98 DO NOT READ: Refused
99 DO NOT READ: Don't know

- D2. What is your marital status? Are you...? (READ LIST.)

01 Married or partnered,
02 Single,
03 Living with someone,
04 Divorced,
05 Separated, or
06 Widowed?
98 DO NOT READ: Refused

- D3. Do you have children in the home under the age of 21?

01 Yes → CONTINUE TO D3A
02 No → SKIP TO D4
98 Refused → SKIP TO D4

IF CHILDREN IN HOME [D3(01)], ASK D3A.

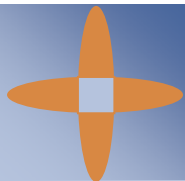
- D3A. Do you have any children in the home...? (READ LIST.)

	Yes	No	Refused
a. Between 0 and 5 years of age?	01	02	98
b. Between 6 and 10 years of age?	01	02	98
c. Between 11 and 15 years of age?	01	02	98
d. Between 16 and 20 years of age?	01	02	98

ASK EVERYONE:

- D4. Please stop me when I read the category that includes your total annual household income. (READ LIST.)

01 \$25,000 or less,
02 \$25,001 to \$75,000,
03 \$75,001 to \$150,000, or
04 More than \$150,000?
99 DO NOT READ: Don't know/Refused



Survey Instrument (continued)

D5. **RECORD, DO NOT ASK:** Gender

- 01 Male
- 02 Female

CLOSE

Those are all the questions I have. On behalf of the National Sleep Foundation, we would like to thank you very much for your time and opinions. For quality control purposes, you may receive a follow-up phone call from my supervisor to verify that I have completed this interview. Can I please have your name or initials so they know who to ask for if they call back?

IF RESPONDENT ASKS FOR MORE INFORMATION ON THE NATIONAL SLEEP FOUNDATION, SAY:

For more information on the National Sleep Foundation, you can visit their Web site at www.sleepfoundation.org.

RECORD NAME AND CONFIRM PHONE NUMBER FOR SUPERVISOR VERIFICATION.

Thank you, and have a good day/evening.