

## How the Public Sleeps

### \* TOPLINE RESULTS \*

Interviews for this study were conducted on the SSRS Opinion Panel, **September 9 - 23, 2024**, among a nationally representative sample of **3,364 adults**. The survey was conducted via web (n=2692) and telephone (n=672) and administered in English (n=3350) and Spanish (n=14). The margin of error for total respondents is +/- 2.7 percentage points at the 95% confidence level. The design effect is 2.49.

SSRS Opinion Panel members are recruited randomly based primarily on nationally representative ABS (Address Based Sample) design (including Hawaii and Alaska). ABS respondents are randomly sampled by Marketing Systems Group (MSG) through the U.S. Postal Service's Computerized Delivery Sequence File (CDS), a regularly-updated listing of all known addresses in the U.S. For the SSRS Opinion Panel, known business addresses are excluded from the sample frame. Additional panelists are recruited via random digit dial (RDD) telephone sample of cell phone numbers connected to a prepaid cell phone. This sample is selected by MSG from the cell phone RDD frame using a flag that identifies prepaid numbers. Prepaid cell numbers are associated with cell phones that are "pay as you go" and do not require a contract.

The SSRS Opinion Panel is a multi-mode panel (web and phone). Most panelists take self-administered web surveys; however, the option to take surveys conducted by a live telephone interviewer is available to those who do not use the internet as well as those who use the internet but are reluctant to take surveys online.

### **SLEEP1. Do you usually sleep on your (back), your (side), or your (stomach)?**

*Ranked by most commonly mentioned sleep position*

	%
Side	69
Back	19
Stomach	12
Don't know/refused/web blank	1

**SLEEP2. On average, how many hours of sleep do you get per night?**

	%
<b>6 hours or less (NET)</b>	<b>45</b>
4 hours or less	6
5 hours	11
6 hours	28
<b>7 hours</b>	<b>32</b>
<b>8 hours or more (NET)</b>	<b>23</b>
8 hours	18
9 hours	4
10 hours or more	1
Don't know/refused/web blank	*

Note: Median = 7 hours.

**SLEEP3. How would you rate the quality of sleep you get most nights?**

	%
<b>Very good/Good (NET)</b>	<b>49</b>
Very good	11
Good	38
<b>Fair</b>	<b>37</b>
<b>Poor/Very poor (NET)</b>	<b>14</b>
Poor	11
Very poor	3
Don't know/refused/web blank	*