

A decorative graphic consisting of a red square with a white circle inside, and a red circle above it.

2013 International Bedroom Poll

Summary of Findings

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Background, Purpose and Methodology

The National Sleep Foundation created the Bedroom Poll to explore how Americans think about key elements of their bedrooms and to determine the effect of the bedroom environment on sleep. In the most recent fielding, the National Sleep Foundation chose to survey five countries Canada, Germany, Japan, Mexico and the United Kingdom in addition to the United States to create the 2013 International Bedroom Poll.

The National Sleep Foundation commissioned WBA Research to conduct this public opinion poll. In order to collect the information, a total of 1,500 telephone interviews were conducted among a random sample of people in the United States, Canada, Mexico, the United Kingdom, Germany and Japan. In order to qualify for this study, respondents had to be between the ages of 25 and 55.

To conduct the poll in the United States and Canada (excluding Quebec) WBA purchased a nationally representative sample of telephone numbers from SDR Consulting, Inc., and the sample targeted those between 25 and 55 years of age.

Professional interviewers called from WBA'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.

For the interviewing in Canada (Quebec), Mexico, the United Kingdom, Germany and Japan, WBA partnered with Rosenthal Research based in Barcelona, Spain to coordinate the international sample purchase as well as programming and administration of the survey instrument. All interviewing was conducted by native speakers of their respective countries.

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 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.
- ✦ 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 answer “at least a few nights a week” (those answering “every night or almost every night” and “a few nights a week”). 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 scent on the bedroom environment. As a result, the analysis includes comparisons between the different countries surveyed.

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

Executive Summary

Overall, the results of this research show that significant differences exist between the six countries surveyed (USA, Canada, Mexico, the United Kingdom, Germany and Japan) regarding the elements of the bedroom environment they perceive to affect their sleep, as well as their current sleep behaviors. Below are brief profiles for each country on sleep habits, bedroom environment and scent:



United States

Average time slept work nights- **6h 31m**
Average sleep needed to function best- **7h 13m**
Less sleep than needed on workdays- **56%**
Good night sleep every/almost every night- **44%**
Schedule/Routine allows adequate sleep- **72%**

Average number of pillows- **2**
Make bed everyday/almost everyday- **66%**
Change sheets once a week or more- **62%**
Air out bedroom once a week or more- **61%**

Say "I feel more relaxed in my bed if my room has a fresh, pleasant scent"- **78%**
Lavender is a relaxing scent- **64%**
Jasmine is a relaxing scent- **56%**



Canada

Average time slept work nights- **7h 3m**
Average sleep needed to function best- **7h 22m**
Less sleep than needed on workdays- **53%**
Good night sleep every/almost every night- **43%**
Schedule/Routine allows adequate sleep- **70%**

Average number of pillows- **2**
Make bed everyday/almost everyday- **66%**
Change sheets once a week or more- **61%**
Air out bedroom once a week or more- **84%**

Say "I feel more relaxed in my bed if my room has a fresh, pleasant scent"- **78%**
Lavender is a relaxing scent- **66%**
Jasmine is a relaxing scent- **55%**



Mexico

Average time slept work nights- **7h 6m**
Average sleep needed to function best- **8h 15m**
Less sleep than needed on workdays- **40%**
Good night sleep every/almost every night- **48%**
Schedule/Routine allows adequate sleep- **66%**

Average number of pillows- **2**
Make bed everyday/almost everyday- **82%**
Change sheets once a week or more- **81%**
Air out bedroom once a week or more- **95%**

Say "I feel more relaxed in my bed if my room has a fresh, pleasant scent"- **92%**
Lavender is a relaxing scent- **73%**
Jasmine is a relaxing scent- **75%**

**Notably, pleasant scents emerged as very important to Mexican respondents as compared to the other countries.*

Executive Summary (continued)



United Kingdom

Average time slept work nights- **6h 49m**
Average sleep needed to function best- **7h 20m**
Less sleep than needed on workdays- **51%**
Good night sleep every/almost every night- **42%**
Schedule/Routine allows adequate sleep- **82%**

Average number of pillows- **2**
Make bed everyday/almost everyday- **80%**
Change sheets once a week or more- **68%**
Air out bedroom once a week or more- **93%**

Say "I feel more relaxed in my bed if my room
has a fresh, pleasant scent"- **86%**
Lavender is a relaxing scent- **64%**
Jasmine is a relaxing scent- **60%**



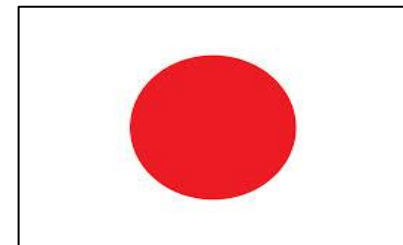
Germany

Average time slept work nights- **7h 1m**
Average sleep needed to function best- **7h 31m**
Less sleep than needed on workdays- **66%**
Good night sleep every/almost every night- **40%**
Schedule/Routine allows adequate sleep- **72%**

Average number of pillows- **2**
Make bed everyday/almost everyday- **79%**
Change sheets once a week or more- **22%**
Air out bedroom once a week or more- **100%**

Say "I feel more relaxed in my bed if my room
has a fresh, pleasant scent"- **90%**
Lavender is a relaxing scent- **46%**
Jasmine is a relaxing scent- **30%**

**Interestingly, fresh air emerged as very
important to German respondents as
compared to the other countries.*



Japan

Average time slept work nights- **6h 22m**
Average sleep needed to function best- **6h 58m**
Less sleep than needed on workdays- **56%**
Good night sleep every/almost every night- **54%**
Schedule/Routine allows adequate sleep- **66%**

Average number of pillows- **1**
Make bed everyday/almost everyday- **44%**
Change sheets once a week or more- **40%**
Air out bedroom once a week or more- **86%**

Say "I feel more relaxed in my bed if my room
has a fresh, pleasant scent"- **41%**
Lavender is a relaxing scent- **41%**
Jasmine is a relaxing scent- **38%**



Findings

Sleep Habits

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

- Notably, respondents from the United States and Japan report significantly less sleep on workdays than those in Canada, Mexico and the United Kingdom.
- All countries sleep roughly 45 minutes longer on non-workdays than workdays.

Hours of Sleep Workdays						
	USA (B)	Canada (C)	Mexico (D)	United Kingdom (E)	Germany (F)	Japan (G)
Workdays n =	(251)	(250)	(250)	(250)	(250)	(250)
Less than 6 hours	21% _{CDF}	7%	11%	18% _{CDF}	10%	19% _{CDF}
6 hours to less than 7 hours	32 _{CDE}	23	18	21	26 _D	47 _{BCDEF}
7 hours to less than 8 hours	25	38 _{BDG}	27	30	35 _{BDG}	24
8 hours or more	21 _G	29 _G	35 _{BG}	30 _{BG}	28 _G	10
Don't know/Refused	1	3 _{EF}	10 _{BCEF}	<1	<1	-
Average hours slept	6h 31m	7h 3m _{BEG}	7h 6m _{BEG}	6h 49m _{BG}	7h 1m _{BG}	6h 22m

Base = Total sample

Letters indicate significant differences at the 95% confidence level.

Q5

Hours of Sleep Non-Workdays						
	USA (B)	Canada (C)	Mexico (D)	United Kingdom (E)	Germany (F)	Japan (G)
Non-Workdays n =	(251)	(250)	(250)	(250)	(250)	(250)
Less than 6 hours	12% _{CDF}	5%	4%	12% _{CDF}	6%	10% _{CD}
6 hours to less than 7 hours	14	11	12	15 _F	9	23 _{BCDEF}
7 hours to less than 8 hours	24	22	18	19	25 _D	29 _{DE}
8 hours or more	49 _G	59 _{BG}	56 _G	53 _G	59 _{BG}	38
Don't know/Not sure/Refused	1	3 _E	10 _{BCEF}	<1	1	-
Average hours slept	7h 22m	7h 52m _{BEG}	7h 46m _{BEG}	7h 26m	8h 0m _{BEG}	7h 12m

Base = Total sample

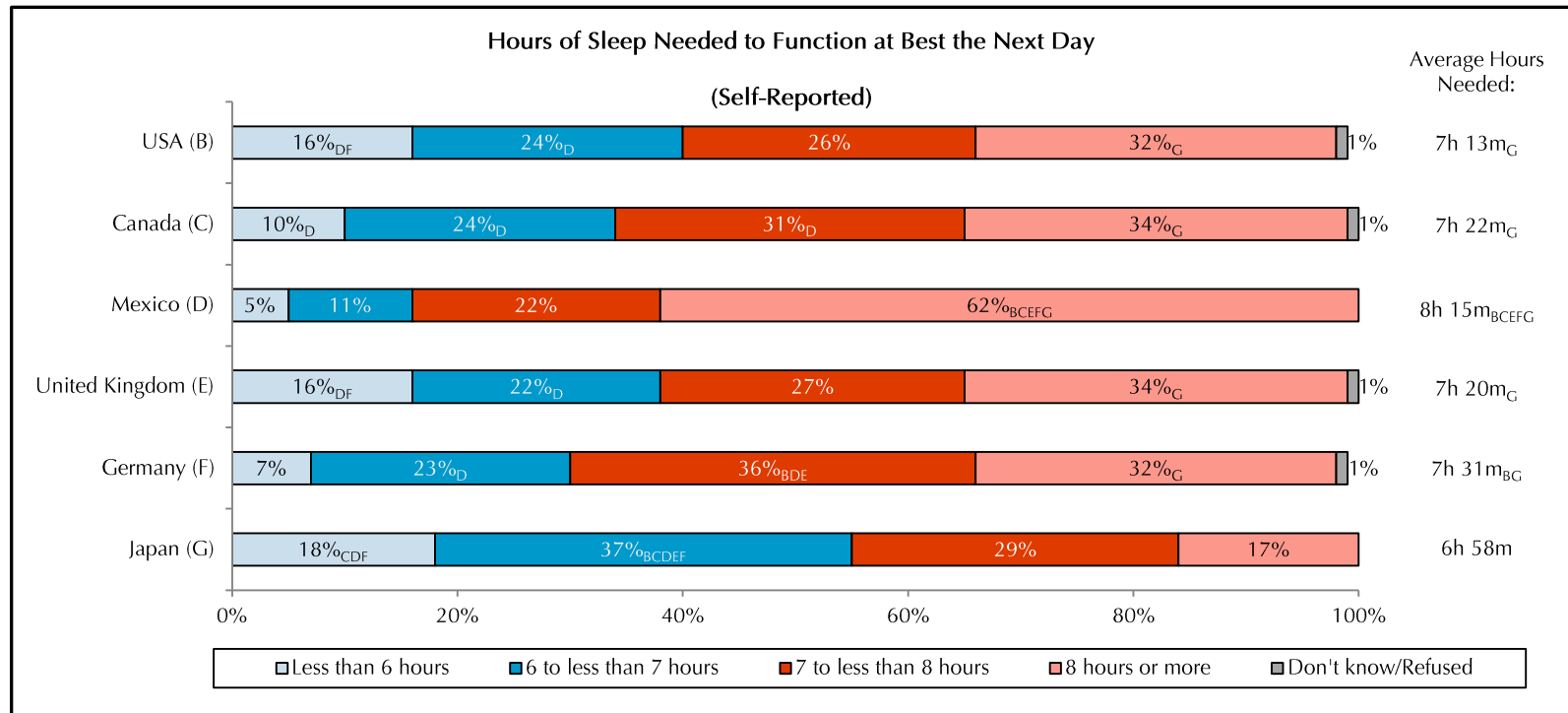
Letters indicate significant differences at the 95% confidence level

Q6

Sleep Habits (continued)

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

- Mexico reports the highest average hours of sleep needed to function at their best the next day at 8 hours and 15 minutes. This is significantly longer sleep needed than any of the other countries.
- In fact, 62% of those in Mexico say they need 8 hours of sleep or more, again, significantly longer than all other countries surveyed (17%-34%).



Base= Total sample (USA n=251; Canada n=250; Mexico n=250; United Kingdom n=250; Germany n=250; Japan n=250)

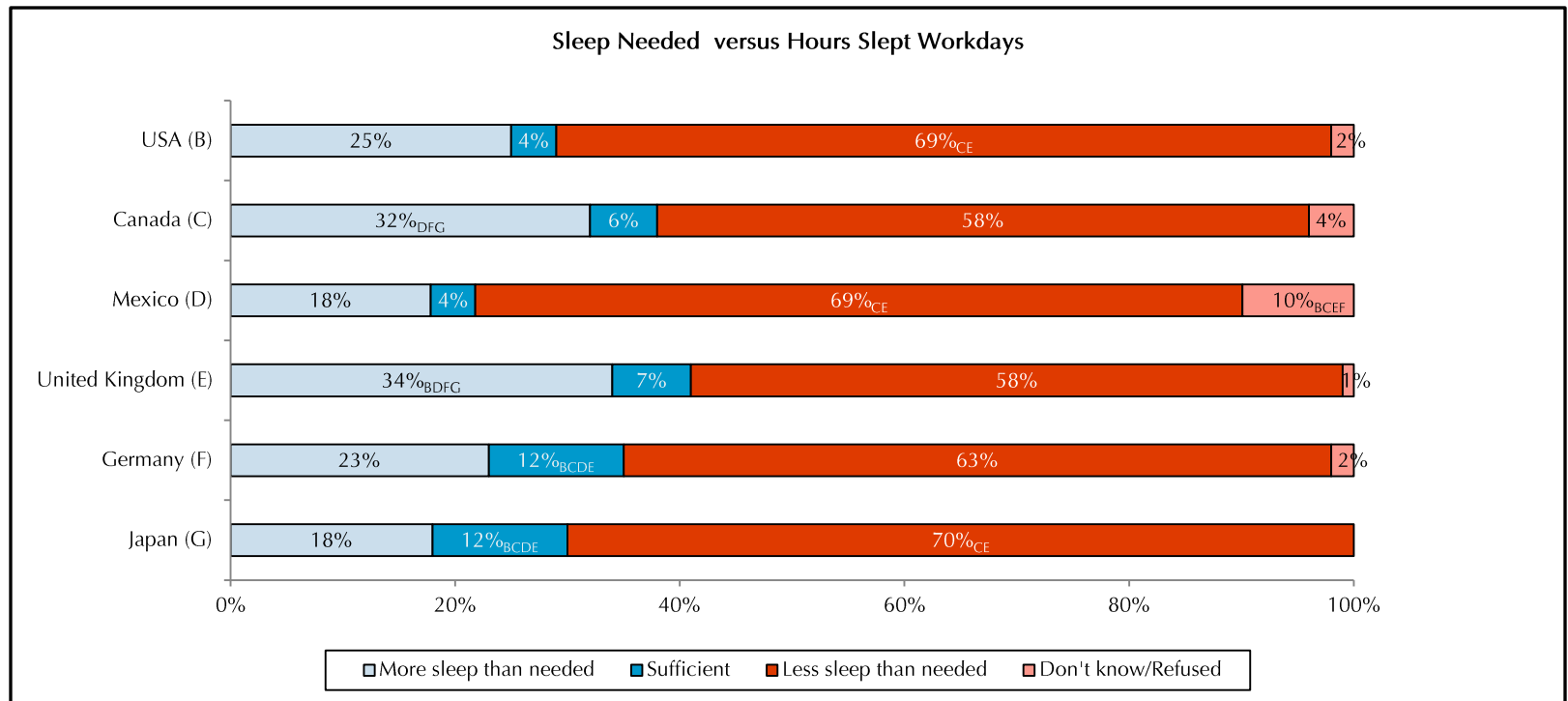
Letters indicate significant differences at the 95% confidence level.

Q10

Sleep Habits (continued)

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 on workdays.

- Although over one-half of all countries surveyed report getting less sleep than needed on workdays
- In contract, roughly one-third of those in the United Kingdom (34%) and Canada (32%) report getting more sleep than needed.



Base= Total sample (USA n=251; Canada n=250; Mexico n=250; United Kingdom n=250; Germany n=250; Japan n=250)

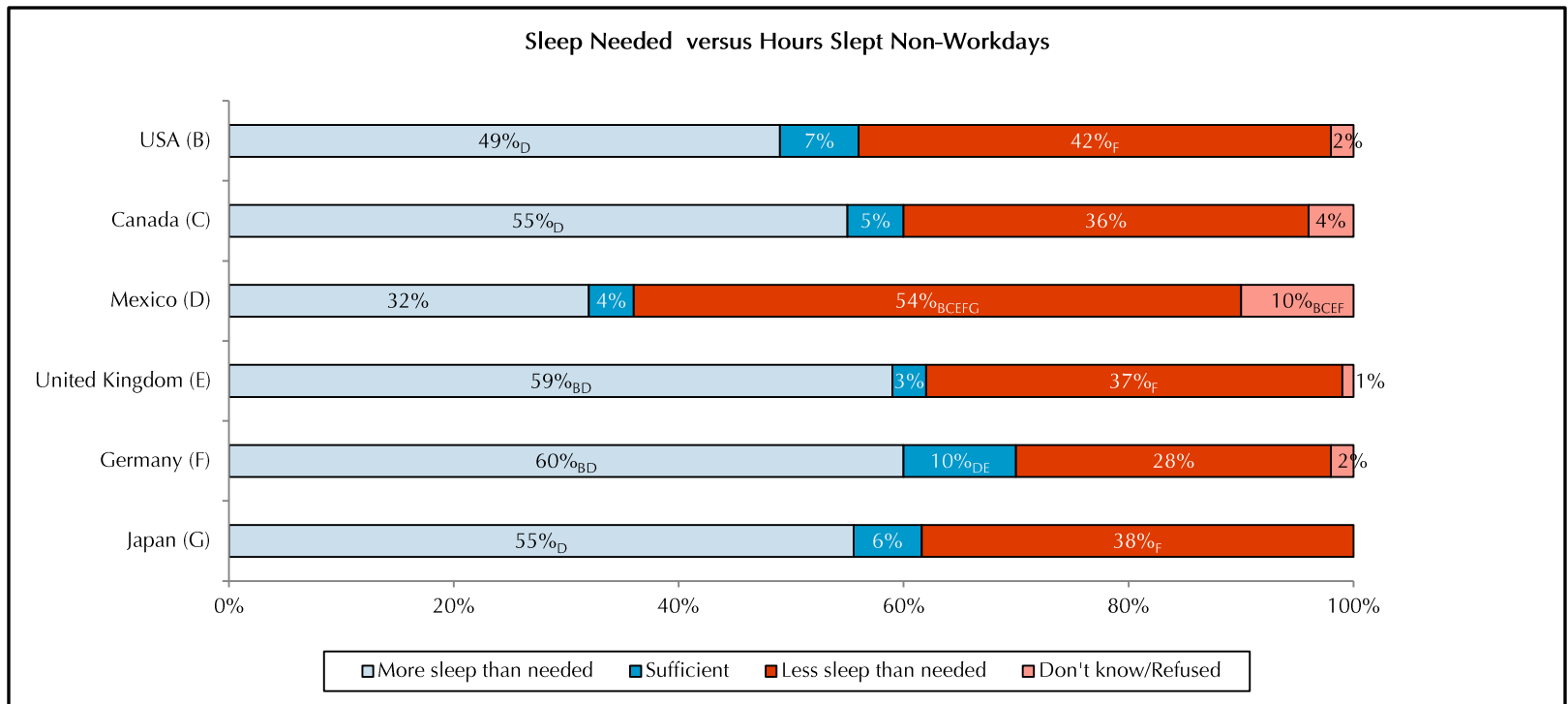
Letters indicate significant differences at the 95% confidence level.

Q5/Q10

Sleep Habits (continued)

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 on non-workdays.

- Nearly one-half of the countries interviewed report getting more sleep than needed on non-workdays with the exception of Mexico. More than one-half (54%) respondents from Mexico report getting less sleep than needed on non-workdays which is significantly higher than the other countries interviewed.



Base= Total sample (USA n=251; Canada n=250; Mexico n=250; United Kingdom n=250; Germany n=250; Japan n=250)

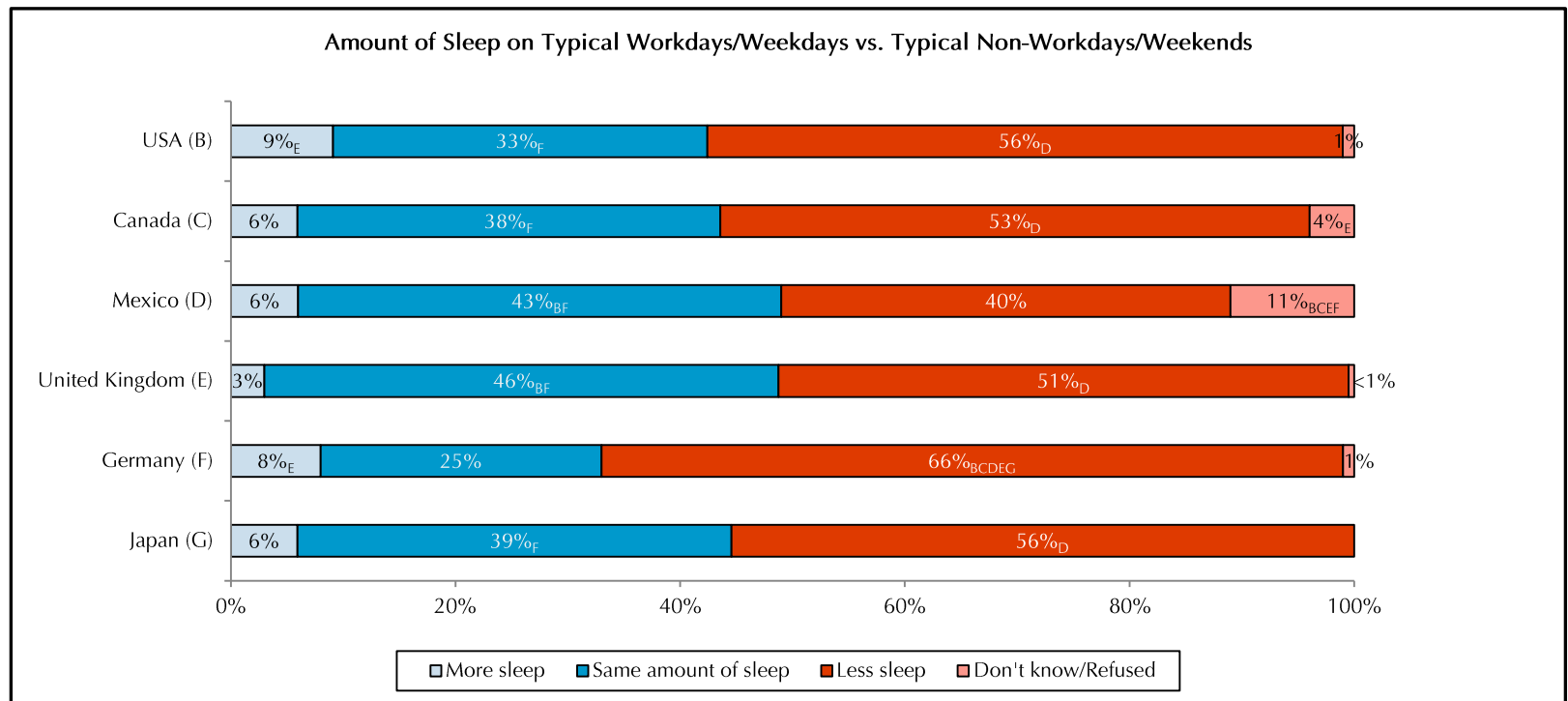
Letters indicate significant differences at the 95% confidence level.

Q6/Q10

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.

- While the majority are getting less sleep on workdays than non-workdays, Germany was significantly more likely to report less sleep on workdays compared to the other countries.



Base= Total sample (USA n=251; Canada n=250; Mexico n=250; United Kingdom n=250; Germany n=250; Japan n=250)

Letters indicate significant differences at the 95% confidence level.

Q5/Q6

Sleep Habits (continued)

When asked if they have taken naps in the past two weeks, more than one-third of respondents from each country has taken a nap. About one-half of the respondents from the USA and Japan have taken a nap in the past two weeks.

- Interestingly, those interviewed in the USA and Japan tend to nap more than the other countries surveyed.
- Typically, those who nap took 3 to 4 naps in the past two weeks.

Napping						
	USA (B)	Canada (C)	Mexico (D)	United Kingdom (E)	Germany (F)	Japan (G)
<u>In the past 2 weeks</u> n =	(251)	(250)	(250)	(250)	(250)	(250)
Net: Any naps	51% _{CD}	35%	39%	45% _C	44% _C	51% _{CD}
1-2 naps	31 _{DEF}	23	22	22	19	30 _{DEF}
3-5 naps	15 _{CG}	8	10	14 _{CG}	13	8
6-10 naps	5	2	4	5	7 _C	7 _C
More than 10 naps	1	1	3	4 _B	5 _{BC}	5 _{BC}
No naps	49	65 _{BEFG}	61 _{BG}	55	55	49
Average # of naps taken ¹	3.0	2.8	3.6	3.9 _{BC}	4.4 _{BC}	3.8 _{BC}
Average amount of time napping (in minutes) ¹	45.2 _{DEF}	42.0 _F	36.7	39.7 _F	33.8	41.8 _F

Base=Total sample

¹Base=Those who take any naps in the past two weeks (USA n=129; Canada n=87; Mexico n=98; United Kingdom n=112; Germany n=111; Japan n=127)

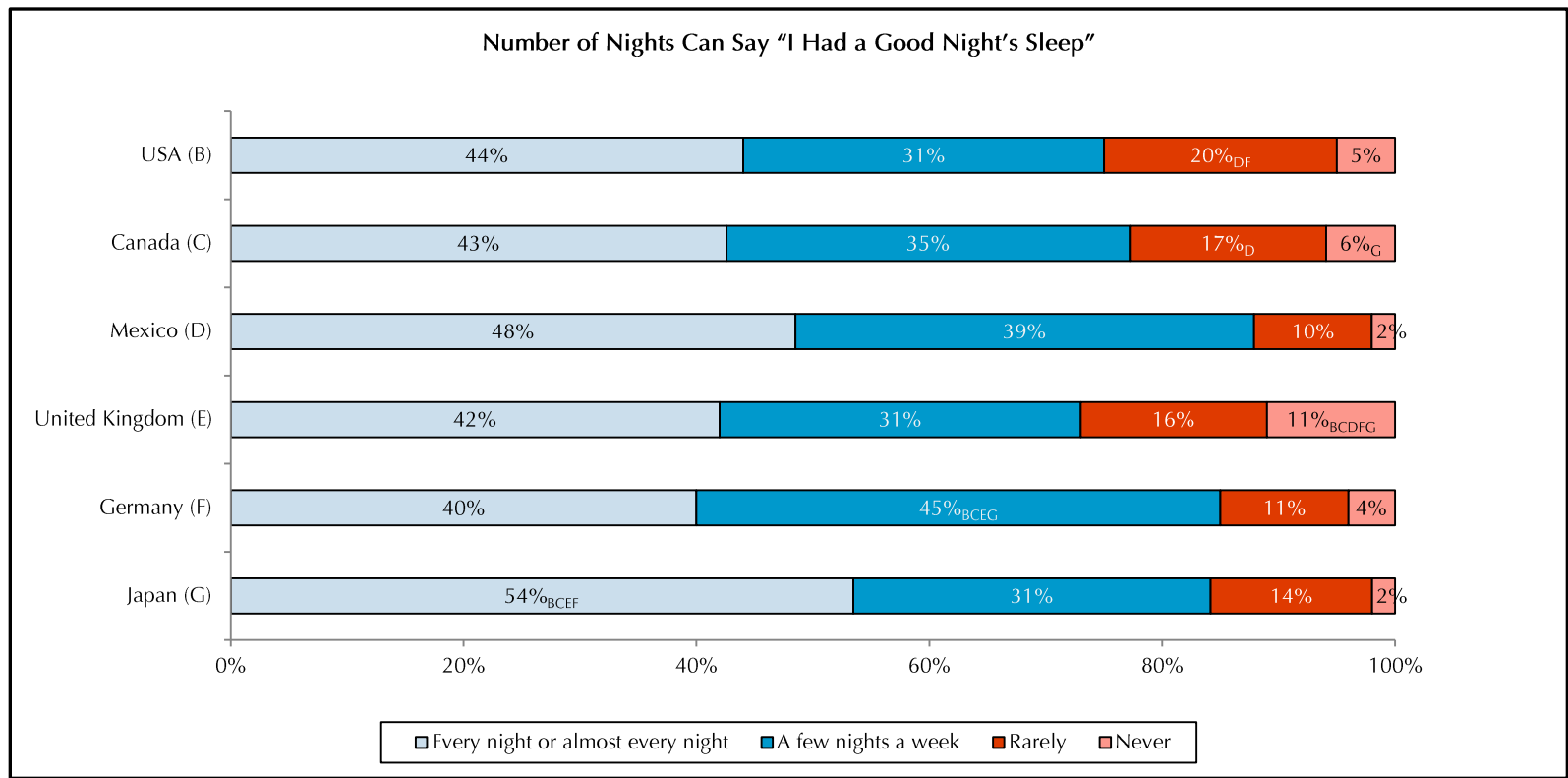
Letters indicate significant differences at the 95% confidence level.

Q7, Q8

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 or almost every night, a few nights a week, rarely or never.

- More than one-half (54%) of those interviewed in Japan said they can say “I had a good night’s sleep” every night or almost every night. This is significantly higher than all other countries surveyed with the exception of Mexico.
- Interestingly, 11% of those in the United Kingdom mentioned they can never say “I had a good night’s sleep”. This is significantly higher than all other countries surveyed.



Base= Total sample (USA n=251; Canada n=250; Mexico n=250; United Kingdom n=250; Germany n=250; Japan n=250)

Letters indicate significant differences at the 95% confidence level.

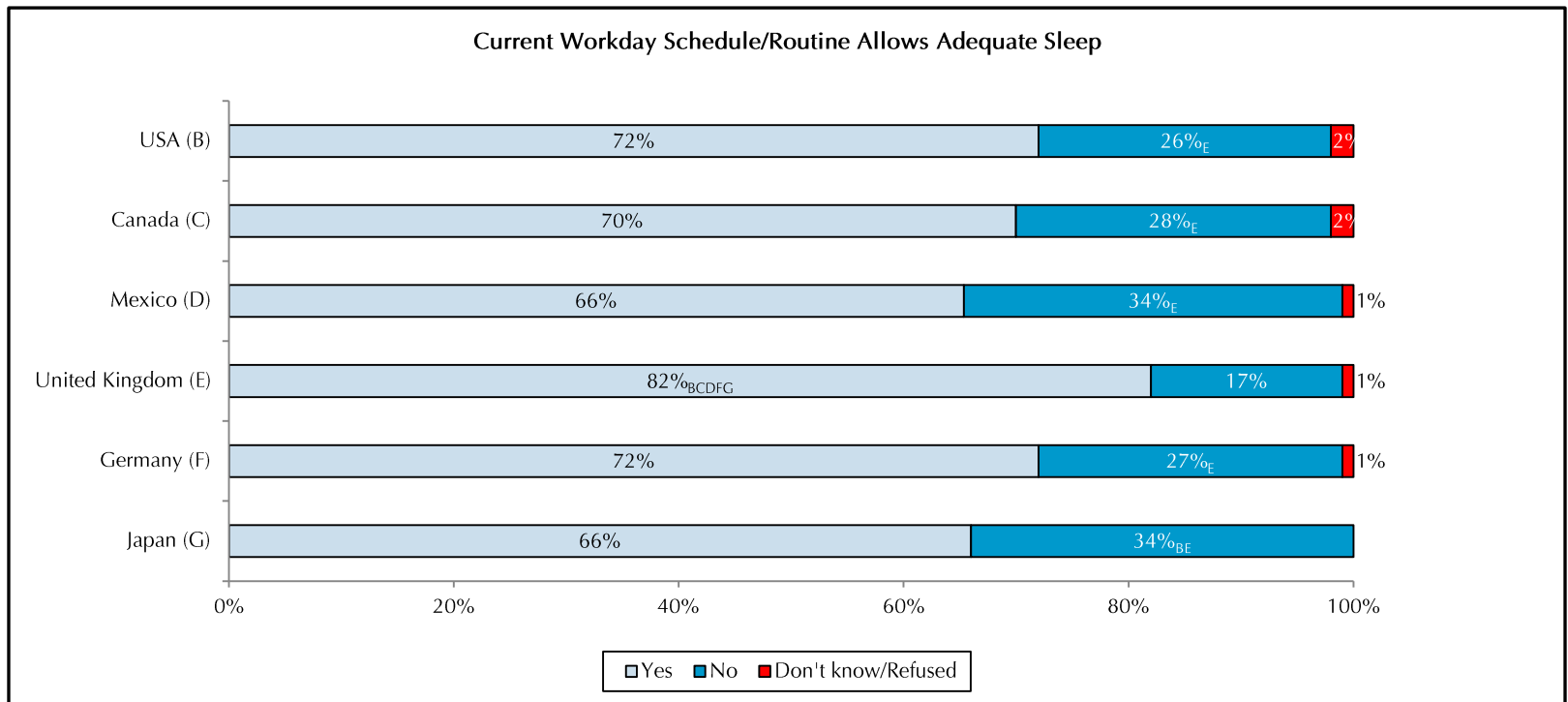
Q9

Sleep Habits (continued)

Respondents were asked if their current work schedule or typical weekday routine, including their duties at home, allows them to get adequate sleep.

- At least two-thirds or more from each country said their current workday schedule or routine allows for adequate sleep.
- Notably, of those surveyed in the United Kingdom, 82% (significantly higher than all other countries) mentioned their current routine allows for adequate sleep.

Those who say they get adequate sleep are significantly more likely to agree their sleep environment impacts how well they sleep (90%) compared to those who say they do not get adequate sleep (84%).



Base= Total sample (USA n=251; Canada n=250; Mexico n=250; United Kingdom n=250; Germany n=250; Japan n=250)

Letters indicate significant differences at the 95% confidence level.

Q11

Sleep Habits (continued)

Those interviewed were asked the impact of not getting enough sleep on different aspects of their life. The percentages below represent those who stated that not getting enough sleep has an impact on the specific area of their life:

- In general, those interviewed in Japan cited not getting enough sleep has significantly less impact on certain aspects of their life as compared to the other countries interviewed.

Impact of "Not Getting Enough Sleep" - Those who say they do <u>not</u> get adequate sleep						
	USA (B)	Canada (C)	Mexico (D)	United Kingdom (E)	Germany (F)	Japan (G)
Net: Any impact n =	(66)	(70)	(84)	(42)	(67)	(86)
Work productivity	59%	69%	69%	69%	64%	59%
Social life or leisure activities	78 _{DFG}	68 _G	58 _G	74 _G	58 _G	40
Family life or home responsibilities	76 _G	71 _G	70 _G	67	66	51
Mood	84	78	85 _G	86 _G	87 _G	71
Intimate relations	56 _G	47 _G	40 _G	50 _G	45 _G	13
Health	73	66	74	67	64	62

Base= Those who say they do not get adequate sleep
Letters indicate significant differences at the 95% confidence level.
Q12

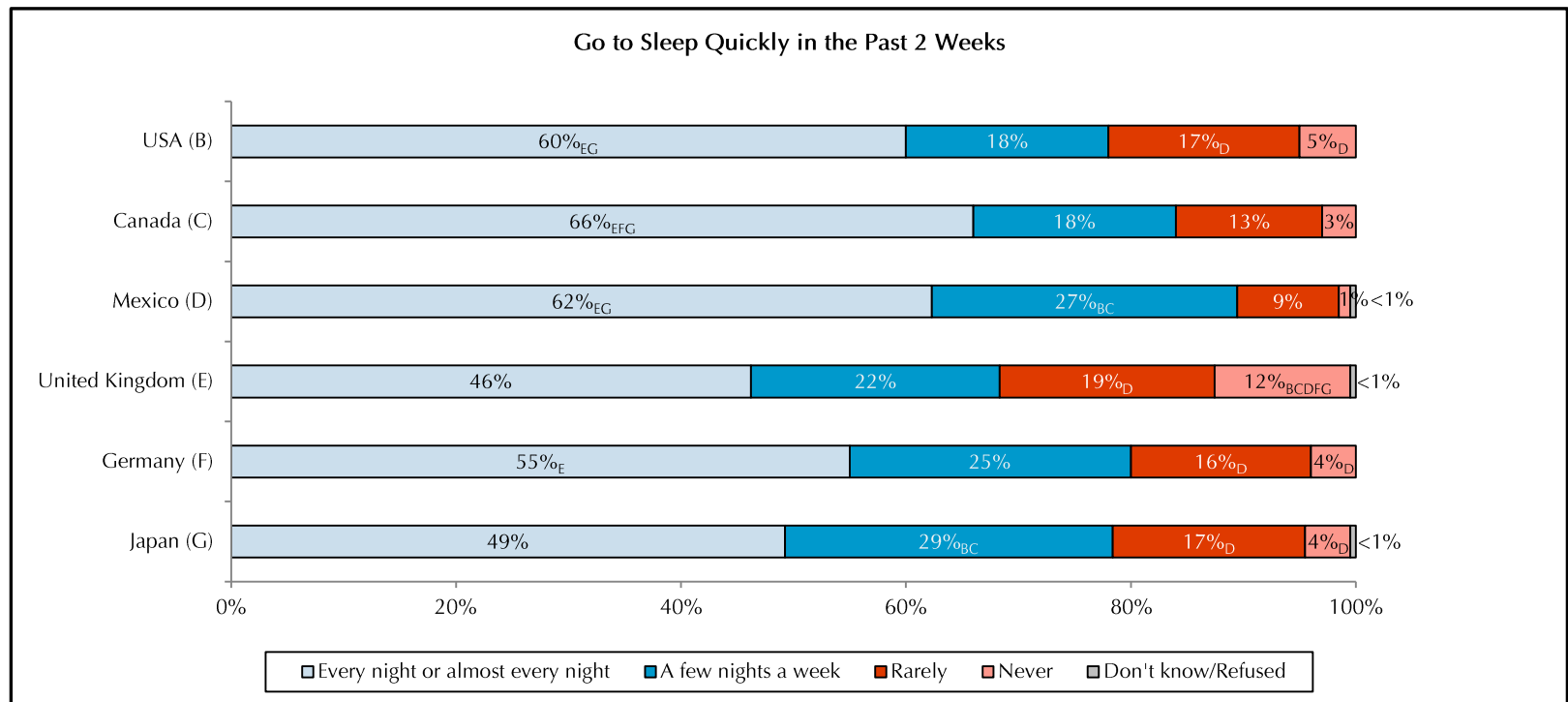
Impact of "Not Getting Enough Sleep" - Those who say they <u>do</u> get adequate sleep						
	USA (B)	Canada (C)	Mexico (D)	United Kingdom (E)	Germany (F)	Japan (G)
Net: Any impact n =	(181)	(174)	(164)	(206)	(181)	(164)
Work productivity	37%	44%	43%	44%	53% _{BG}	34%
Social life or leisure activities	31 _G	39 _G	44 _{BG}	41 _{BG}	44 _{BG}	21
Family life or home responsibilities	39 _G	48 _G	43 _G	44 _G	49 _G	24
Mood	58 _G	59 _{DG}	48 _G	57 _G	66 _{DG}	37
Intimate relations	24 _G	30 _G	24 _G	28 _G	26 _G	13
Health	43 _G	44 _G	43 _G	41 _G	48 _G	29

Base= Those who say they do get adequate sleep
Letters indicate significant differences at the 95% confidence level.
Q12

Sleep Habits (continued)

When asked if in the past two weeks they were able to go to sleep quickly, more than two-thirds from each country said they were able to do so at least a few nights a week.

- Notably, 12% of those interviewed from the United Kingdom indicated they were never able to go to sleep quickly in the past two weeks, which is significantly higher than all other countries.



Base= Total sample (USA n=251; Canada n=250; Mexico n=250; United Kingdom n=250; Germany n=250; Japan n=250)

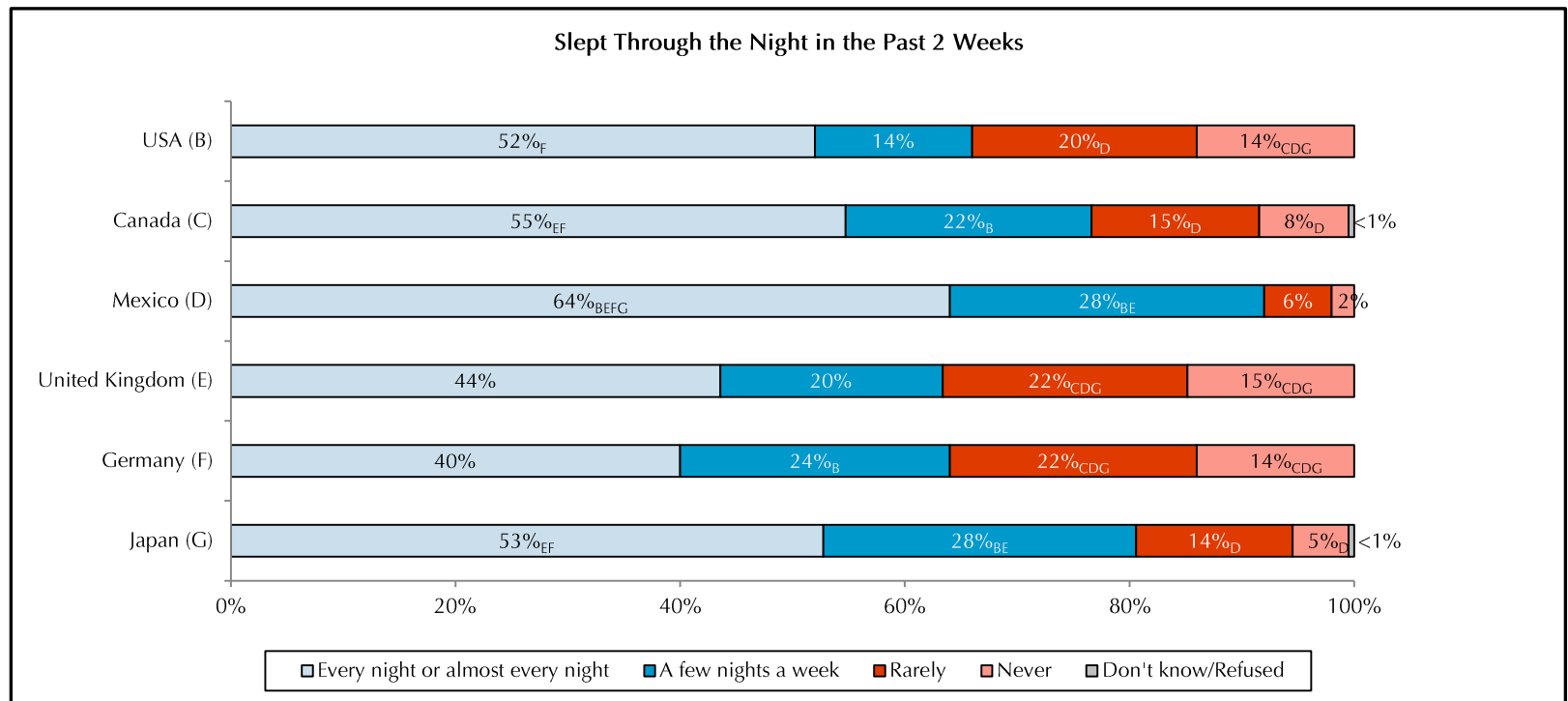
Letters indicate significant differences at the 95% confidence level.

Q35a

Sleep Habits (continued)

When asked if in the past two weeks they were able to sleep through the night, about nine in ten Mexicans said they were able to do so at least a few nights a week, which is significantly higher than the other countries.

- Notably, one-third or more of those interviewed from the United Kingdom, Germany and the United States said they rarely or never slept through the night in the past two weeks. This is significantly higher than all other countries.



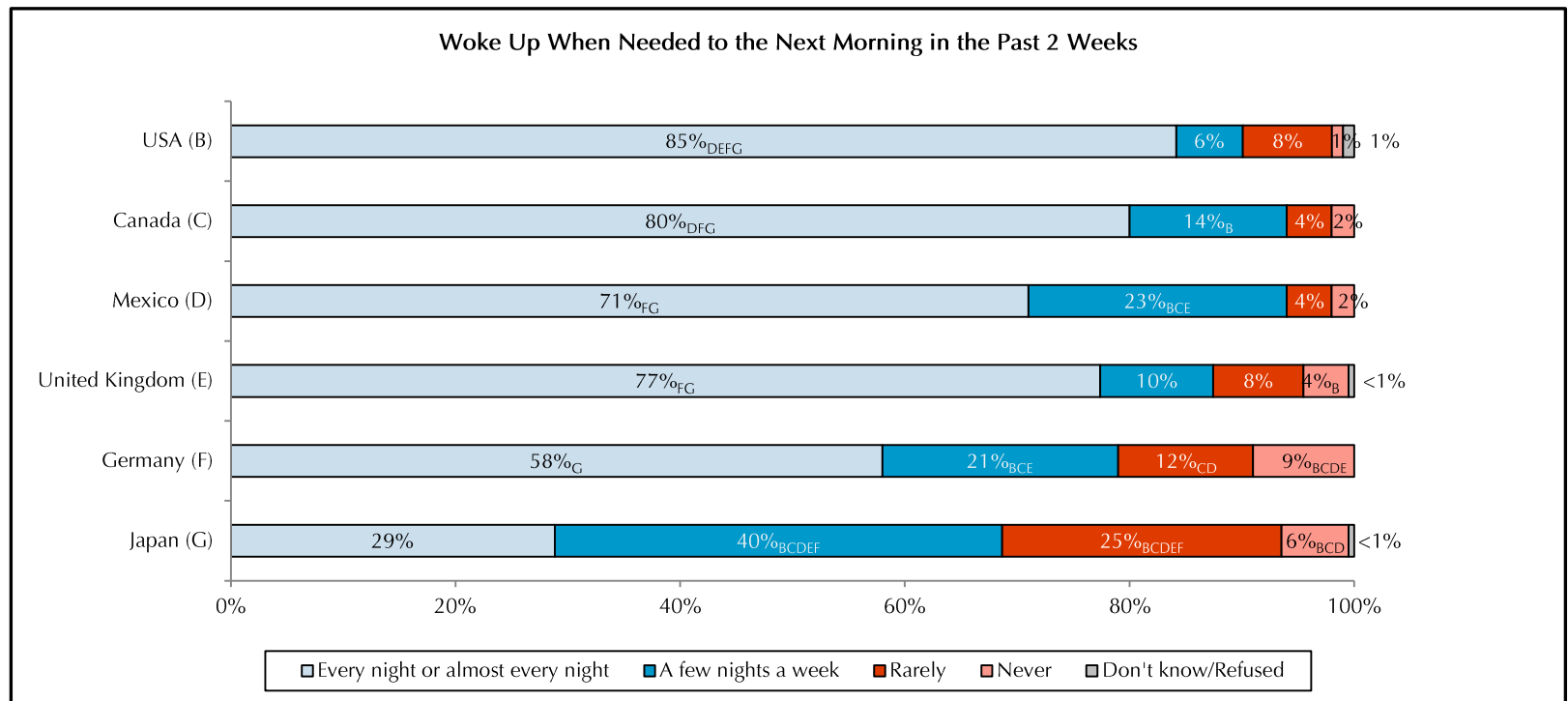
Base= Total sample (USA n=251; Canada n=250; Mexico n=250; United Kingdom n=250; Germany n=250; Japan n=250)

Letters indicate significant differences at the 95% confidence level.

Q35b

Sleep Habits (continued)

When asked if in the past two weeks they were able to wake up when needed the next morning, less than three in ten from Japan stated they were able to do so every night or almost every night. This is significantly less than all other countries interviewed.



Base= Total sample (USA n=251; Canada n=250; Mexico n=250; United Kingdom n=250; Germany n=250; Japan n=250)

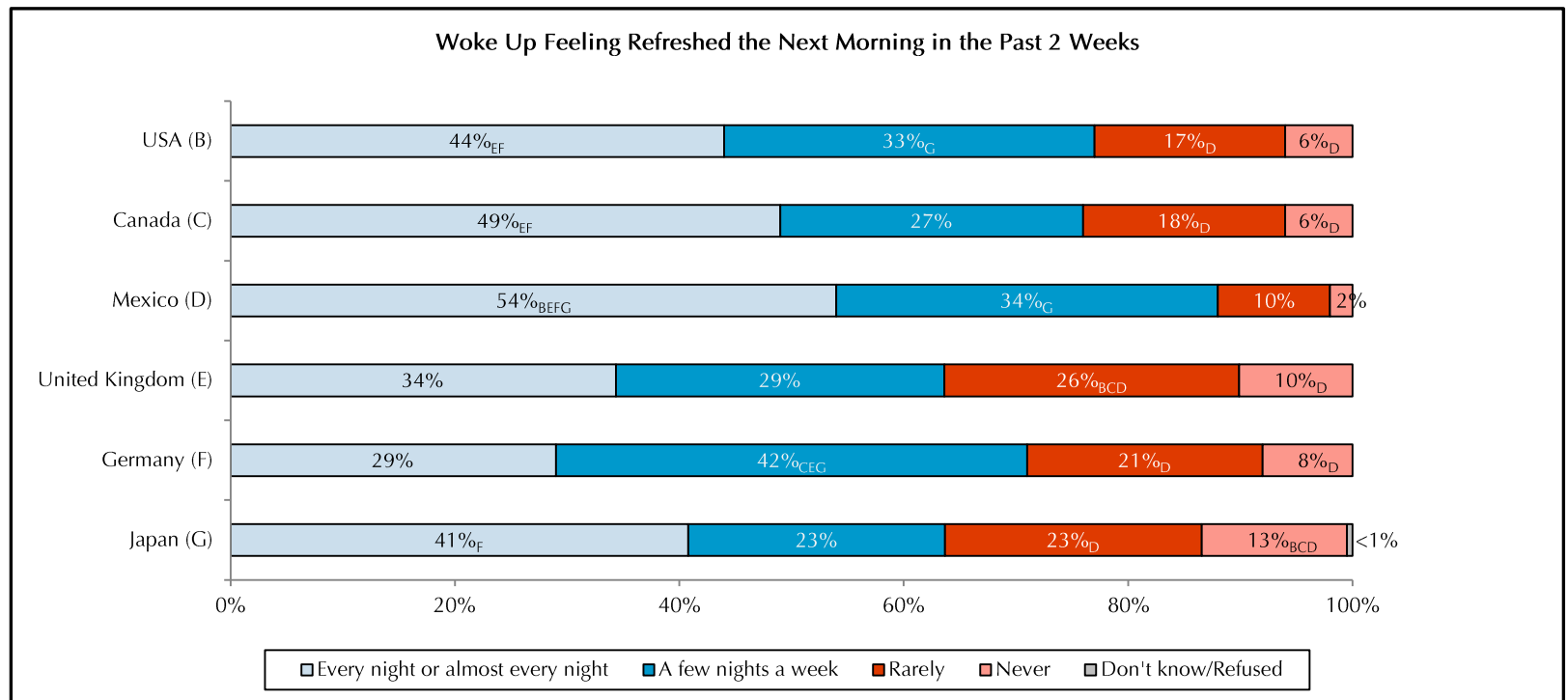
Letters indicate significant differences at the 95% confidence level.

Q35c

Sleep Habits (continued)

When asked if in the past two weeks they woke up feeling refreshed the next morning, at least six in ten from every country said they did so at least a few nights a week.

- Notably, nearly nine in ten (88%) of those interviewed from Mexico noted they woke up feeling refreshed at least a few nights a week in the past two weeks which is significantly higher than all other countries.



Base= Total sample (USA n=251; Canada n=250; Mexico n=250; United Kingdom n=250; Germany n=250; Japan n=250)

Letters indicate significant differences at the 95% confidence level.

Q35d



Sleep Habits (continued)

Those who say they wake up when they need to the next morning every night or almost every night are significantly more likely to:

- Agree they feel more relaxed in bed if their room has a fresh pleasant scent (80%) compared to those who say they wake up when they need to the next morning a few nights a week or less (68%);
- Agree they take steps to make sure their bedroom smells the way they want (72% vs. 50%);
- Agree they sleep better in a quality hotel room when the room smells nice (82% vs. 67%);
- Agree their sleep environment impacts how well they sleep (91% vs. 82%);
- Agree lavender is a relaxing scent (64% vs. 52%); and/or
- Agree jasmine is a relaxing scent (57% vs. 46%).

Those who say they go to sleep quickly every night or almost every night are significantly more likely to agree they sleep better in a quality hotel room when the room smells nice (80%) compared to those who say they go to sleep quickly a few nights a week or less (74%).

Sleep Habits (continued)

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

- Interestingly, those from Japan are significantly more likely to have slept alone or with children regardless of whether they are married/partnered/living with someone or not.
- Respondents from the United States tend to be more likely to sleep with pets.

Who Slept With						
	USA (B)	Canada (C)	Mexico (D)	United Kingdom (E)	Germany (F)	Japan (G)
n =	(251)	(250)	(250)	(250)	(250)	(250)
Significant other	60% _G	75% _{BDEFG}	56% _G	64% _G	56% _G	38%
Alone	30 _C	14	32 _C	30 _C	36 _C	54 _{BCDEF}
With a pet	21 _{DEFG}	14 _{DG}	4	11 _D	12 _D	8
With children ¹	10	14	17	11	9	33 _{BCDEF}
Don't know/Refused	-	1	1	-	1	-

Base= Total sample

¹Base= Those with children (USA n=148; Canada n=148; Mexico n=155; United Kingdom n=129; Germany n=85; Japan n=102)

Letters indicate significant differences at the 95% confidence level. Multiple responses accepted except with alone.

Q24

Who Slept With- Married/Partnered/Living with Someone						
	USA (B)	Canada (C)	Mexico (D)	United Kingdom (E)	Germany (F)	Japan (G)
n =	(185)	(218)	(170)	(176)	(153)	(147)
Significant other	82% _G	85% _G	79% _G	89% _{DG}	87% _G	63%
Alone	12	6	12	9	8	28 _{BCDEF}
With a pet	23 _{CDEFG}	12 _D	3	11 _D	11 _D	8 _D
With children ¹	9	15	14	12	11	32 _{BCDEF}
Don't know/Refused	-	1	1	-	2	-

Base= Those Married/Partnered or living with someone

¹Base= Those Married/Partnered or living with someone and have children (USA n=127; Canada n=137; Mexico n=117; United Kingdom n=103; Germany n=73; Japan n=99)

Letters indicate significant differences at the 95% confidence level. Multiple responses accepted except with alone.

Q24

Sleep Habits (continued)

All respondents were asked what they wore to sleep most nights in the past two weeks.

- Those from USA (16%) and Canada(20%) are significantly more likely to say they sleep with socks on compared to Mexico (10%), Germany (7%),the United Kingdom (7%) and Japan (5%).
- Notably, those from the United Kingdom are significantly more likely than all other countries interviewed to say they sleep most nights with nothing on (30% vs. 0%-14%).

What Slept With On						
	USA (B)	Canada (C)	Mexico (D)	United Kingdom (E)	Germany (F)	Japan (G)
n =	(251)	(250)	(250)	(250)	(250)	(250)
With pajamas or something else	73% _E	77% _E	76% _E	56%	84% _{BCDE}	91% _{BCDEF}
Without socks on	55% _{CDE}	43% _{DE}	27	32	63% _{CDE}	61% _{CDE}
With socks on	16% _{DEFG}	19% _{DEFG}	10	7	7	5
With nothing on	12	14	12	30% _{BCDFG}	9	-
Don't know/Refused	1	-	<1	4% _{BDF}	<1	-

Base= Total sample

Letters indicate significant differences at the 95% confidence level.

Multiple responses accepted.

Q25

Bedroom Environment

All respondents were asked how many pillows they sleep with.

- Almost one in ten surveyed in Mexico (10%) and Japan (8%) do not sleep with any pillows.
- Notably, the average number of pillows those interviewed sleep with is 2 in the USA, Canada, Mexico, the United Kingdom and Germany, while the average is 1 pillow in Japan.

Pillows						
	USA (B)	Canada (C)	Mexico (D)	United Kingdom (E)	Germany (F)	Japan (G)
Number of pillows n =	(251)	(250)	(250)	(250)	(250)	(250)
None	1%	2%	10% _{BCEF}	<1%	2%	8% _{BCEF}
Net: One to two pillows	73	75	72	80 _D	84 _{BCD}	88 _{BCDE}
One pillow	33	40 _E	42 _{BE}	26	52 _{BCDE}	79 _{BCDEF}
Two pillows	41 _{DFG}	35 _G	30 _G	54 _{BCDFG}	32 _G	9
Net: Three or more pillows	26 _{DFG}	23 _{FG}	18 _G	20 _G	14 _G	3
Three pillows	12 _G	8 _G	12 _G	12 _G	9 _G	2
Four pillows	8 _G	11 _{DEFG}	4 _G	4 _G	4 _G	1
Five or more pillows	6 _{DFG}	3 _{FG}	2	3 _F	<1	1
<i>Mean # of pillows</i>	2.2 _{DFG}	2.0 _{DFG}	1.7 _G	2.1 _{DFG}	1.6 _G	1.1

Base= Total sample

Letters indicate significant differences at the 95% confidence level.

Q26

Bedroom Environment (continued)

The majority of those interviewed have blinds, shades or curtains in their bedroom (88%-98%).

- Notably, more than three in ten in Germany (37%) and Mexico (31%) who have blinds, shades or curtains in their bedroom sleep with them open. This is significantly more than those in Canada (12%), Japan (12%), the United Kingdom (13%) or the USA (17%).

Blinds, Shades or Curtains						
	USA (B)	Canada (C)	Mexico (D)	United Kingdom (E)	Germany (F)	Japan (G)
Have Blinds/Shades or Curtains in bedroom n =	(251)	(250)	(250)	(250)	(250)	(250)
Yes	98% _{DFG}	96% _{DFG}	89%	98% _{DFG}	92%	88%
No	2	4	11 _{BCE}	2	8 _{BCE}	12 _{BCE}
Sleep with them open or closed¹ n =	(245)	(241)	(222)	(244)	(230)	(221)
Open	17%	12%	31% _{BCEG}	13%	37% _{BCEG}	12%
Closed	82 _{DF}	87 _{DF}	68	86 _{DF}	63	88 _{DF}

Base= Total sample

¹Base= Those who have blinds, shades or curtains in their bedroom

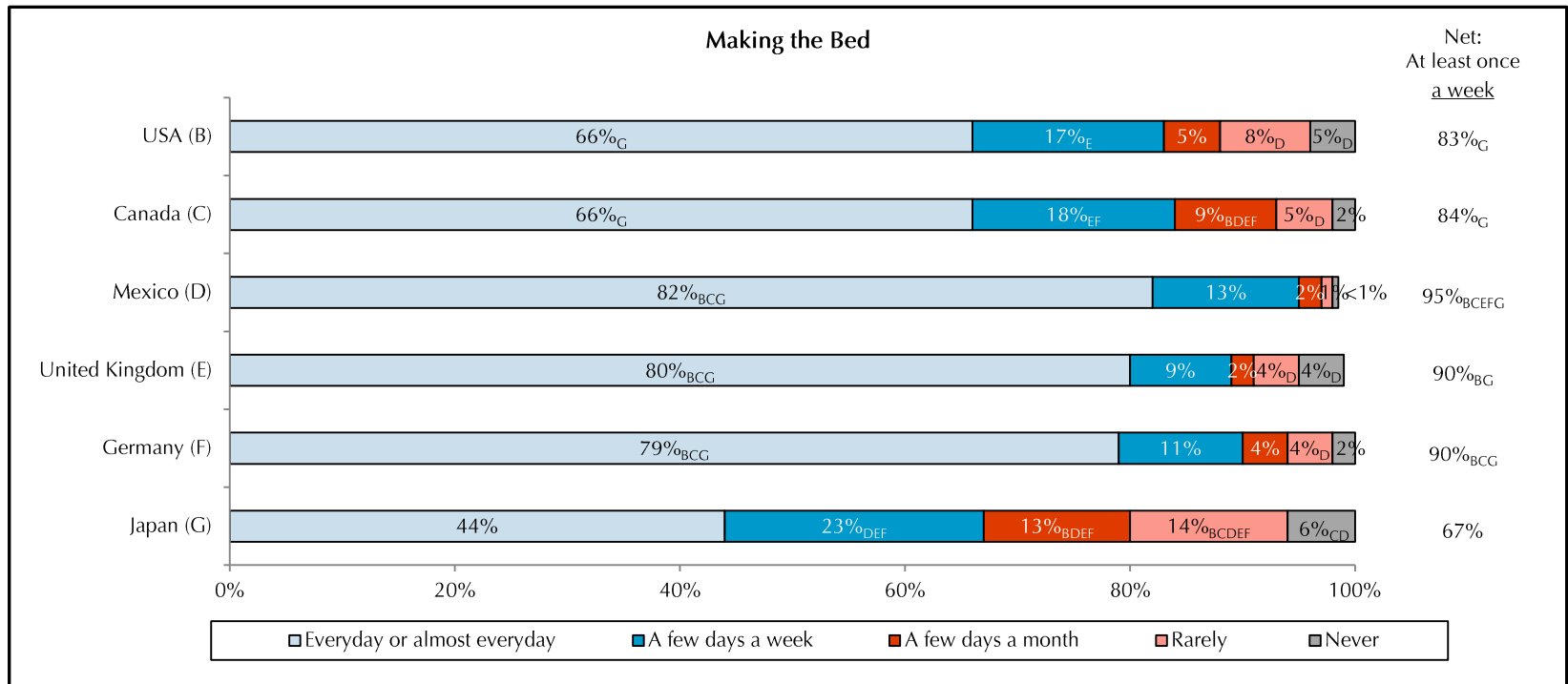
Letters indicate significant differences at the 95% confidence level.

Q27, Q28

Bedroom Environment (continued)

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

- Approximately two-thirds or more in Mexico (82%), the United Kingdom (80%), Germany (79%), the USA (66%) or Canada (66%), make the bed everyday or almost everyday. This is significantly higher than in Japan where only about four in ten (44%) make the bed everyday or almost everyday.
- In fact, 19% in Japan say they rarely or never make the bed (significantly higher than all other countries surveyed).



Base= Total sample (USA n=251; Canada n=250; Mexico n=250; United Kingdom n=250; Germany n=250; Japan n=250)

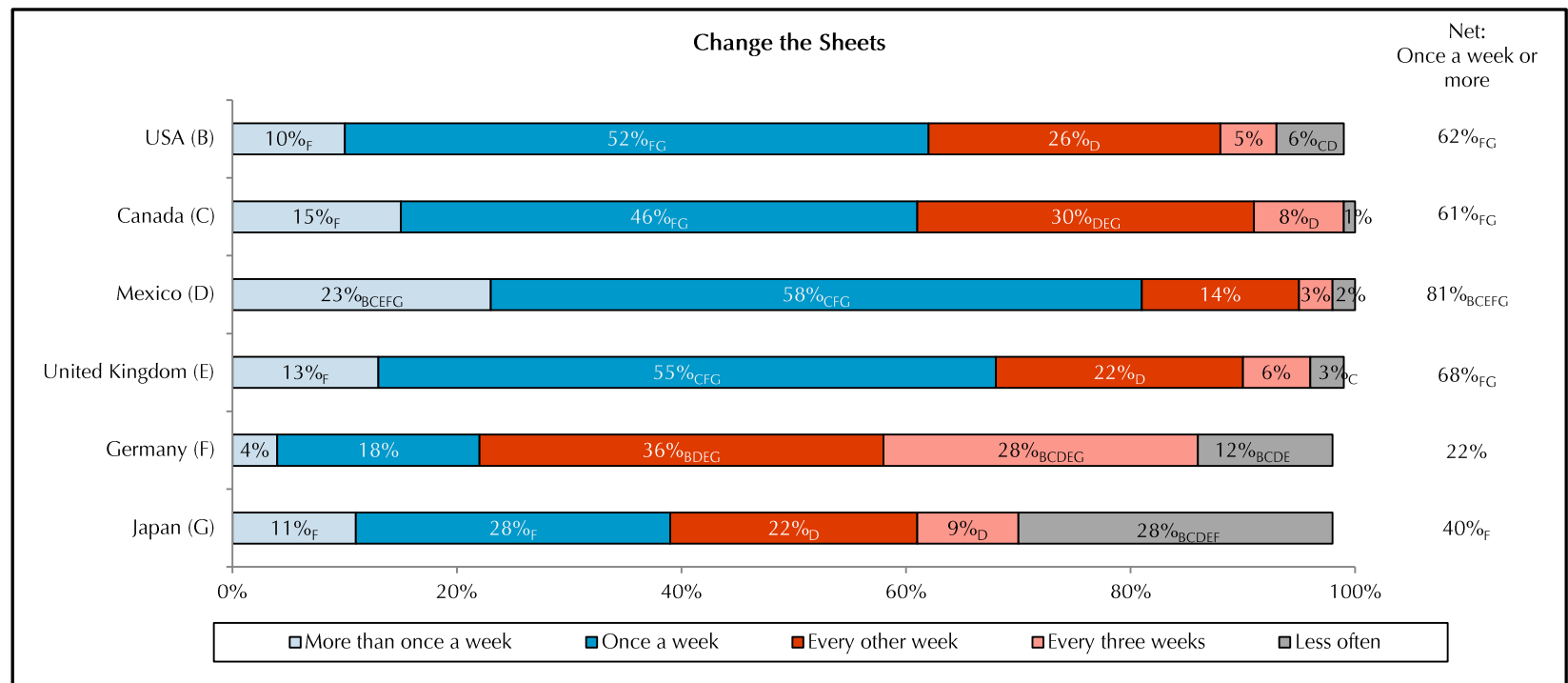
Letters indicate significant differences at the 95% confidence level.

Q23

Bedroom Environment (continued)

All respondents surveyed were asked how often they change the sheets using a scale of more than once a week, once a week, every other week, every three weeks or less often.

- Almost one-fourth (23%) of Mexicans change their sheets more than once a week, which is significantly more often than all other countries surveyed.
- Notably, almost three in ten (28%) of respondents interviewed in Japan change their sheets less often than every three weeks.



Base= Total sample (USA n=251; Canada n=250; Mexico n=250; United Kingdom n=250; Germany n=250; Japan n=250)

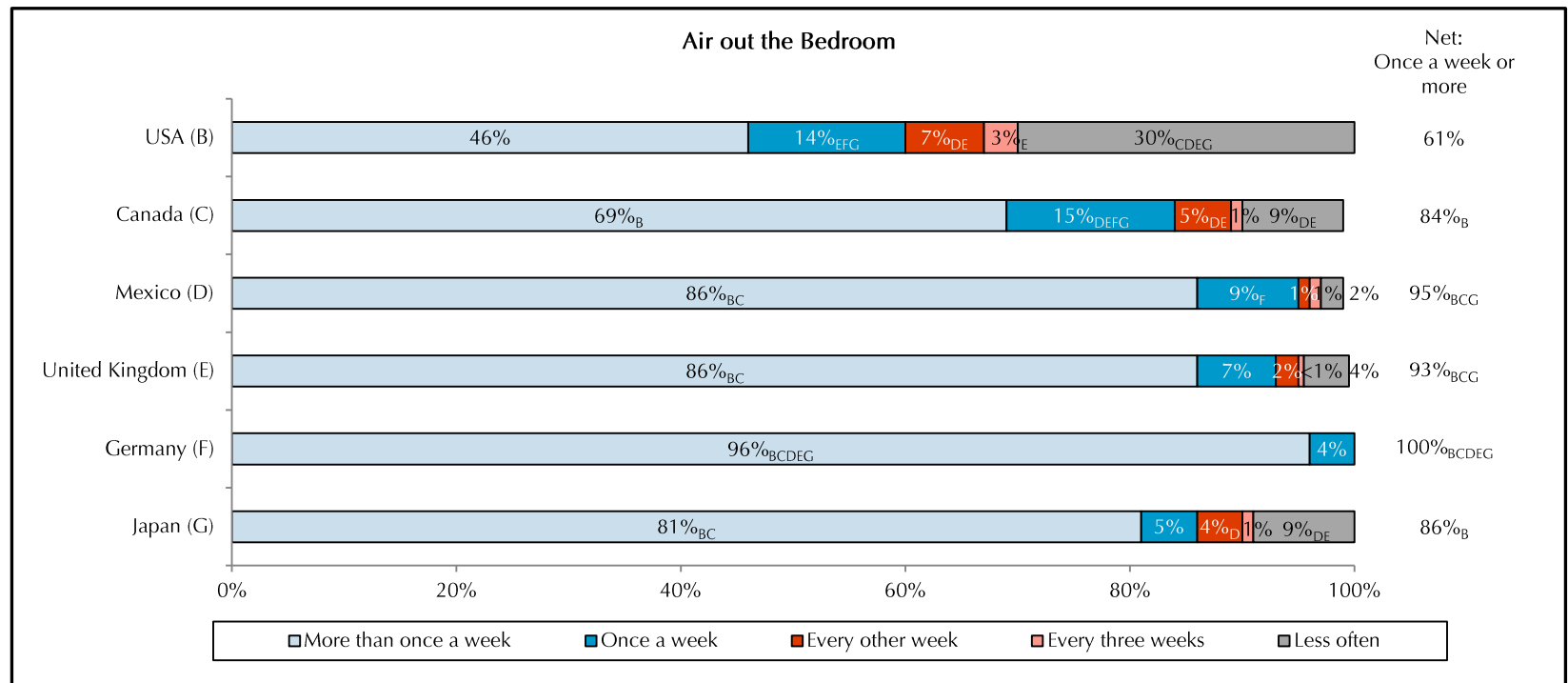
Letters indicate significant differences at the 95% confidence level.

Q29

Bedroom Environment (continued)

All respondents surveyed were asked how often they air out their bedroom using a scale of more than once a week, once a week, every other week, every three weeks or less often.

- All (100%) of those interviewed in Germany air out their bedroom once a week or more.
- Notably, three in ten respondents from the USA (30%) say they air out their bedroom less often than every three weeks.



Base= Total sample (USA n=251; Canada n=250; Mexico n=250; United Kingdom n=250; Germany n=250; Japan n=250)

Letters indicate significant differences at the 95% confidence level.

Q30



Going to Sleep

Respondents were asked what activities they do within the hour before bed. The following slides display what those interviewed from each country say they do before bed every night or almost every night, while key takeaways are highlighted below:

USA

- Approximately one-half or more watch TV (73%), use a computer, laptop or electronic tablet (51%) and/or meditate or pray (47%) within the hour before bed.

Canada

- About one-half or more watch TV (68%), use a computer, laptop or electronic tablet (57%) and/or take a warm bath or shower (48%) before bed.

Mexico

- Nearly six in ten or more watch TV (80%), meditate or pray (62%) and/or take a warm bath or shower (59%) within the hour before bed.

United Kingdom

- A large proportion of individuals watch TV (68%), use a computer, laptop or electronic tablet (57%), have a soothing beverage (43%) and/or read a print book or magazine (42%) before bed.

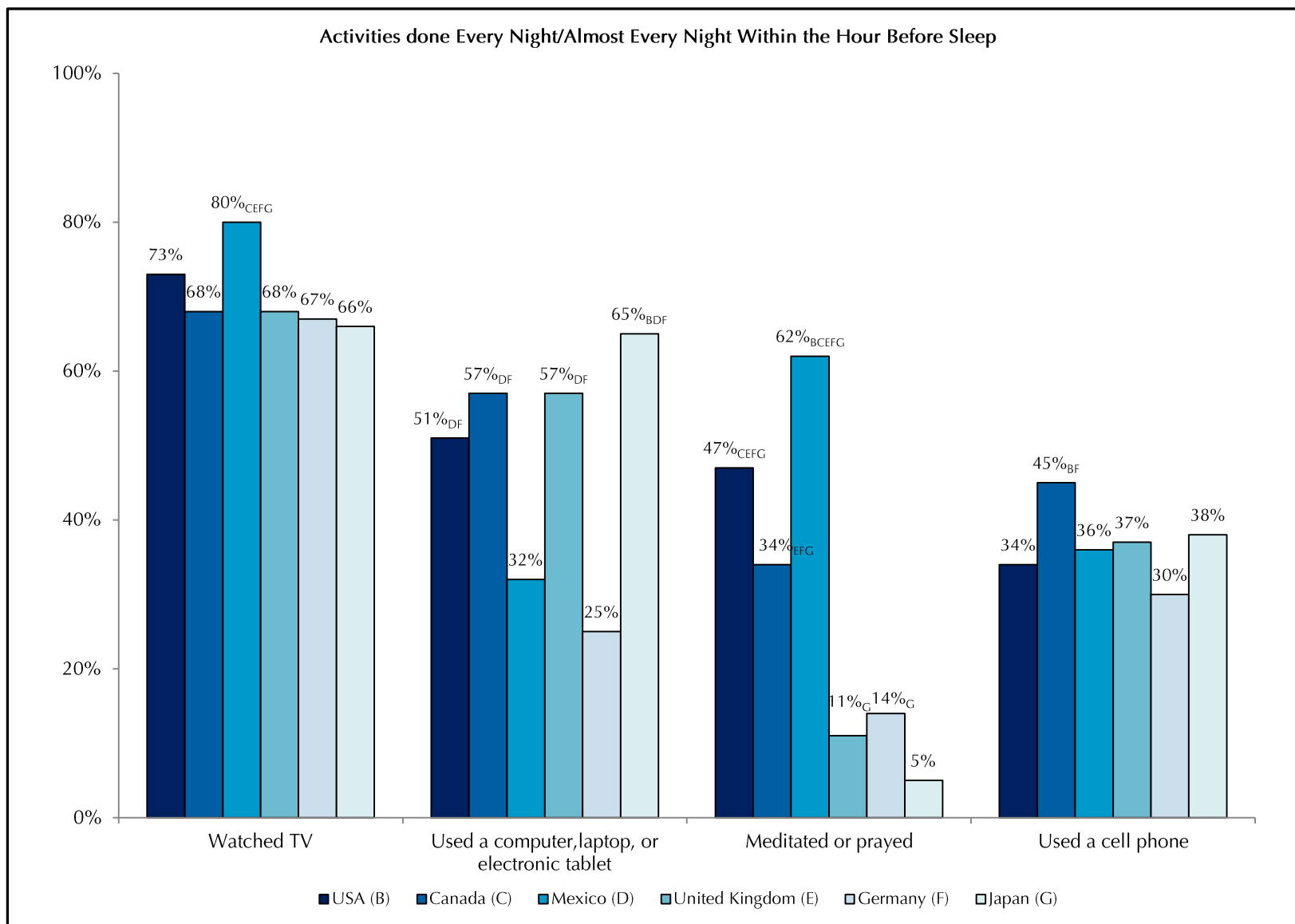
Germany

- Interestingly, two-thirds are watching TV (67%) within the hour before bed, while one-third or less are participating in the other activities asked.

Japan

- Within the hour before bed, respondents tend to watch TV (66%) and/or use a computer, laptop or electronic tablet (65%).

Going to Sleep (continued)

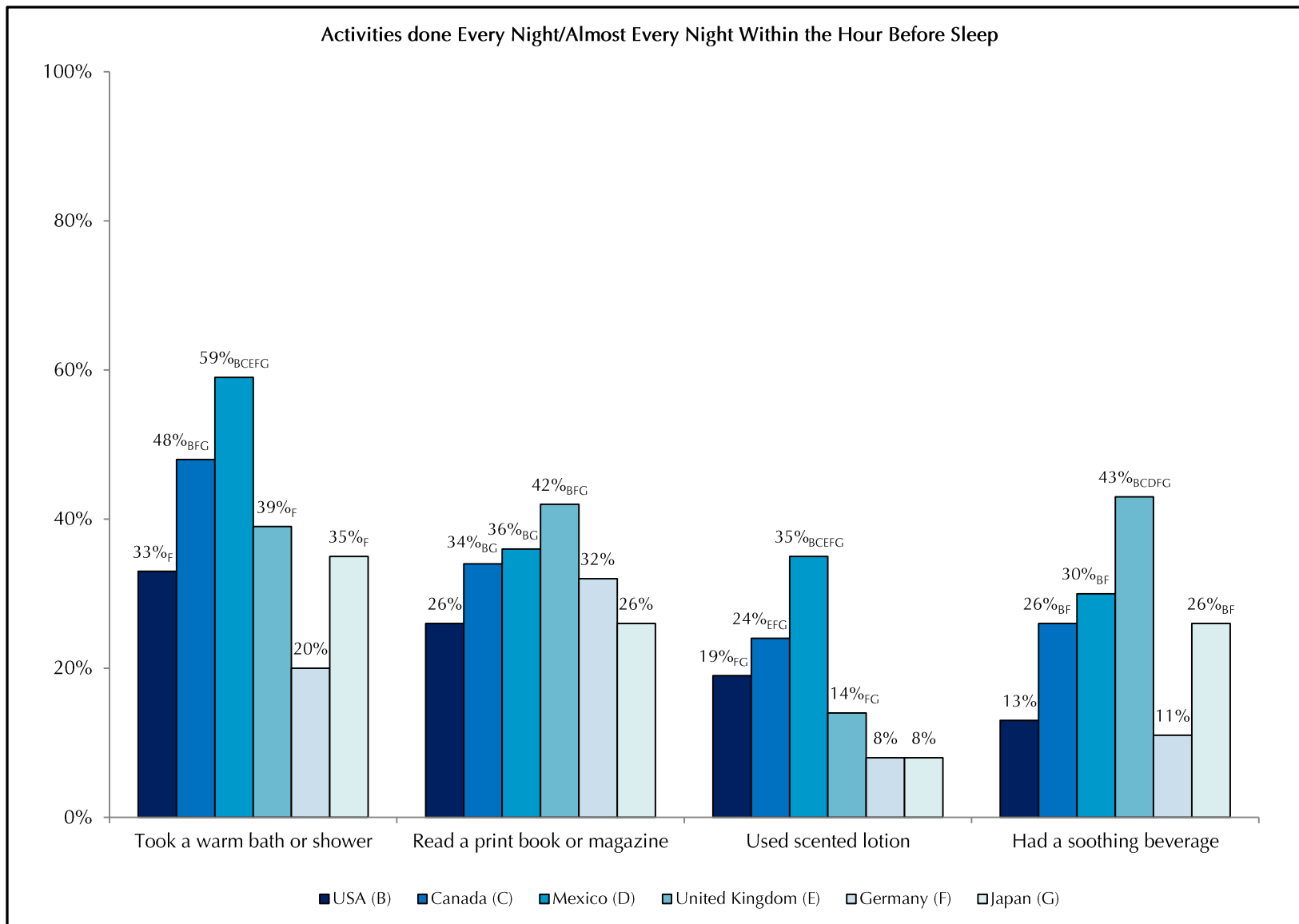


Base= Total sample (USA n=251; Canada n=250; Mexico n=250; United Kingdom n=250; Germany n=250; Japan n=250)

Letters indicate significant differences at the 95% confidence level.

Q16

Going to Sleep (continued)

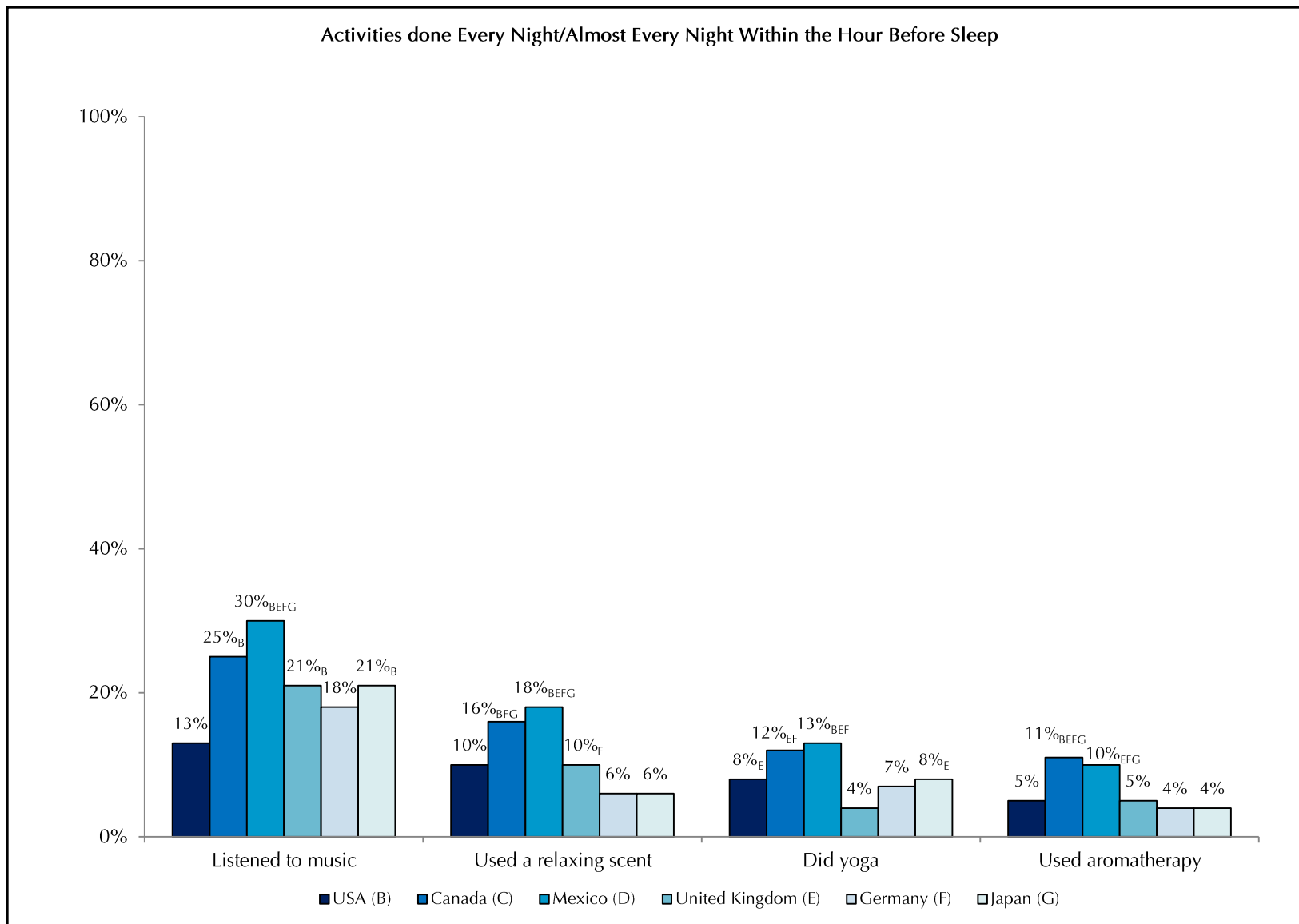


Base= Total sample (USA n=251; Canada n=250; Mexico n=250; United Kingdom n=250; Germany n=250; Japan n=250)

Letters indicate significant differences at the 95% confidence level.

Q16

Going to Sleep (continued)



Base= Total sample (USA n=251; Canada n=250; Mexico n=250; United Kingdom n=250; Germany n=250; Japan n=250)

Letters indicate significant differences at the 95% confidence level.

Q16

Going to Sleep (continued)

When asked respondents agreed that people who have a bedtime routine are more likely to have a good night's sleep. In addition, they sleep better when they feel relaxed and/or if they wind down before bed.

- Notably, more than one-half (54%) of those interviewed in Japan said they disagree or have no opinion on the statement "people who have a bedtime routine are more likely to have a good night's sleep".

People Who Have a Bedtime Routine are More Likely to Have a Good Night's Sleep						
	USA (B)	Canada (C)	Mexico (D)	United Kingdom (E)	Germany (F)	Japan (G)
n =	(251)	(250)	(250)	(250)	(250)	(250)
Agree	88% _{DG}	88% _{DG}	76% _G	88% _{DG}	83% _G	45%
Disagree	10	11	22 _{BCEF}	10	10	31 _{BCDEF}
No opinion	1	1	1	2	4 _{BCD}	22 _{BCDEF}
Don't know/Refused Base= Total sample	1	1	1	<1	2	1

Letters indicate significant differences at the 95% confidence level.
Q17

I Sleep Better When...						
	USA (B)	Canada (C)	Mexico (D)	United Kingdom (E)	Germany (F)	Japan (G)
<u>Agree</u> n =	(251)	(250)	(250)	(250)	(250)	(250)
I feel relaxed	95% _G	94% _G	95% _G	96% _G	92% _G	74%
I wind down before bed	85 _G	81 _G	86 _G	83 _G	93 _{BCDEG}	64

Base= Total sample
Letters indicate significant differences at the 95% confidence level.
Q13



Going to Sleep (continued)

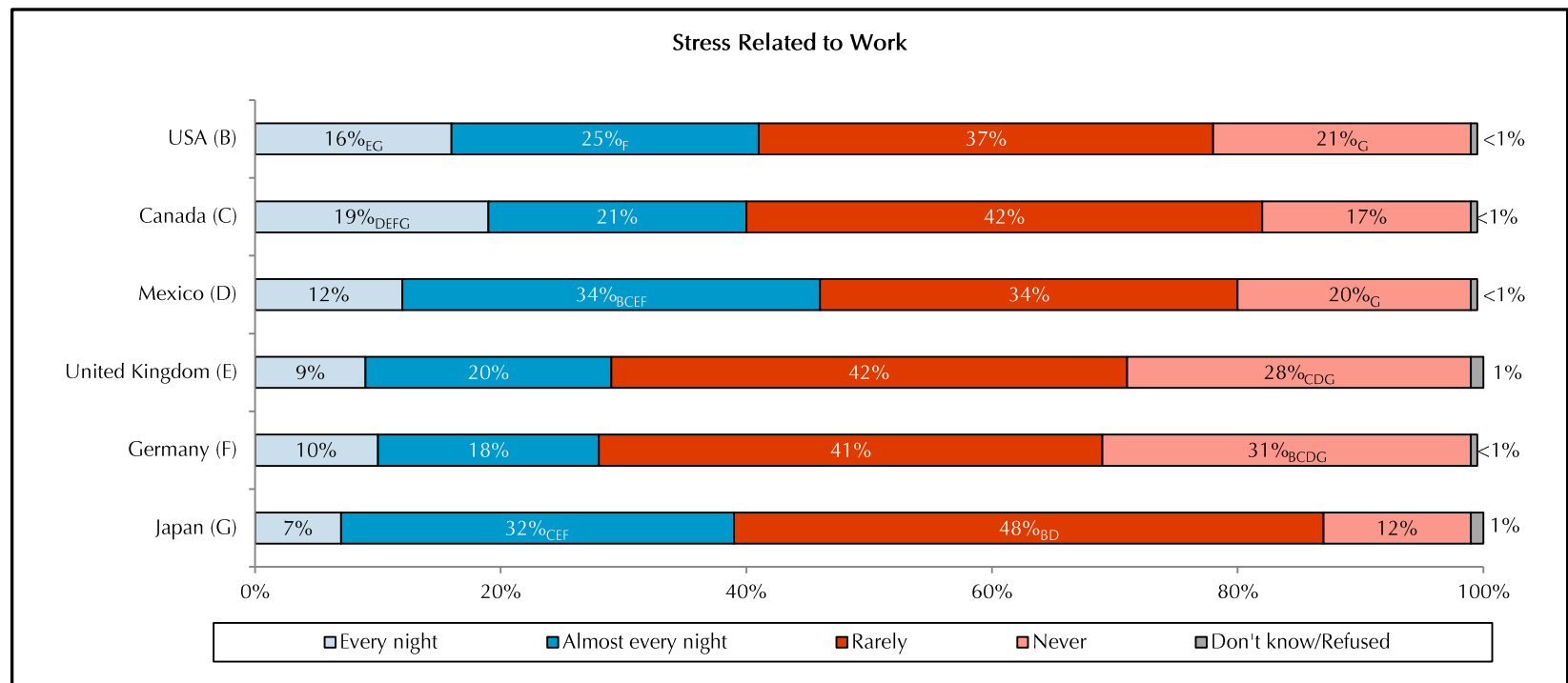
Those who agree they sleep better when they feel relaxed are significantly more likely to:

- Agree a relaxing scent plays a role in creating a relaxing sleeping environment (66%) compared to those who disagree that they sleep better when they feel relaxed (52%);
- Agree they sleep better in a quality hotel room when the room smells nice (80% vs. 58%);
- Agree they feel more relaxed in bed if their bedroom has a fresh, pleasant scent (78% vs. 59%);
- Agree they take steps to make sure their bedroom smells the way they want (67% vs. 46%);
- Agree their sleep environment impacts how well they sleep (90% vs. 75%);
- Agree lavender is a relaxing scent (62% vs. 45%); and/or
- Agree jasmine is a relaxing scent (55% vs. 40%).

Going to Sleep (continued)

More than one-fourth (28%-46%) from each country said they considered stress related to work every night or almost every night while lying in bed preparing to sleep in the past two weeks.

- Notably, nearly one in five (19%) of those in Canada said they considered stress related to work every night while lying in bed preparing to sleep.



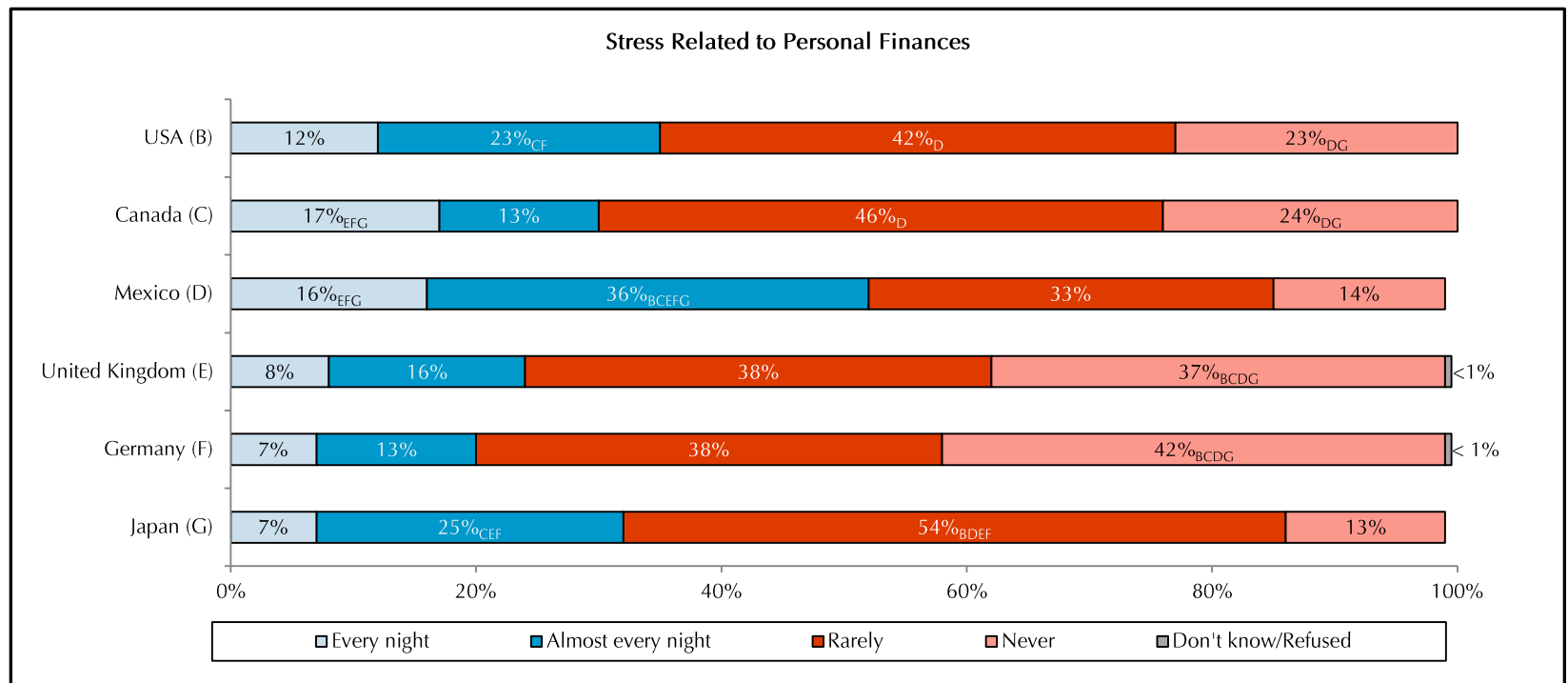
Base= Total sample (USA n=251; Canada n=250; Mexico n=250; United Kingdom n=250; Germany n=250; Japan n=250)

Letters indicate significant differences at the 95% confidence level.

Q22a

Going to Sleep (continued)

Of those interviewed in Mexico, 52% said they considered stress related to personal finances every night or almost every night while preparing to sleep in the past two weeks, which is significantly higher than the other countries interviewed.



Base= Total sample (USA n=251; Canada n=250; Mexico n=250; United Kingdom n=250; Germany n=250; Japan n=250)

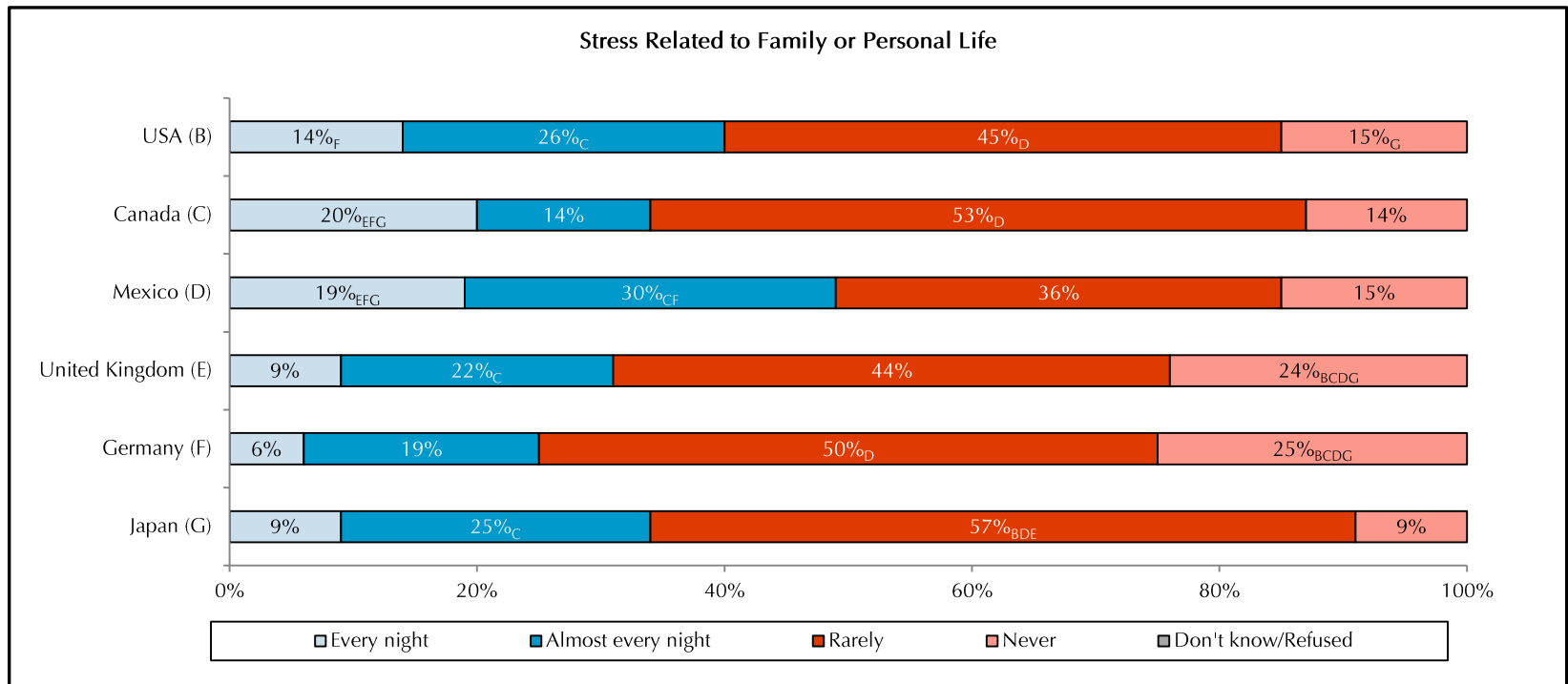
Letters indicate significant differences at the 95% confidence level.

Q22b

Going to Sleep (continued)

At least one-fourth (25%-49%) considered stress related to family or personal life every night or almost every night while lying in bed preparing to sleep in the past two weeks.

- Nearly one in five from Canada (20%) and Mexico (19%) considered stress related to family or personal life every night while lying in bed preparing to sleep.



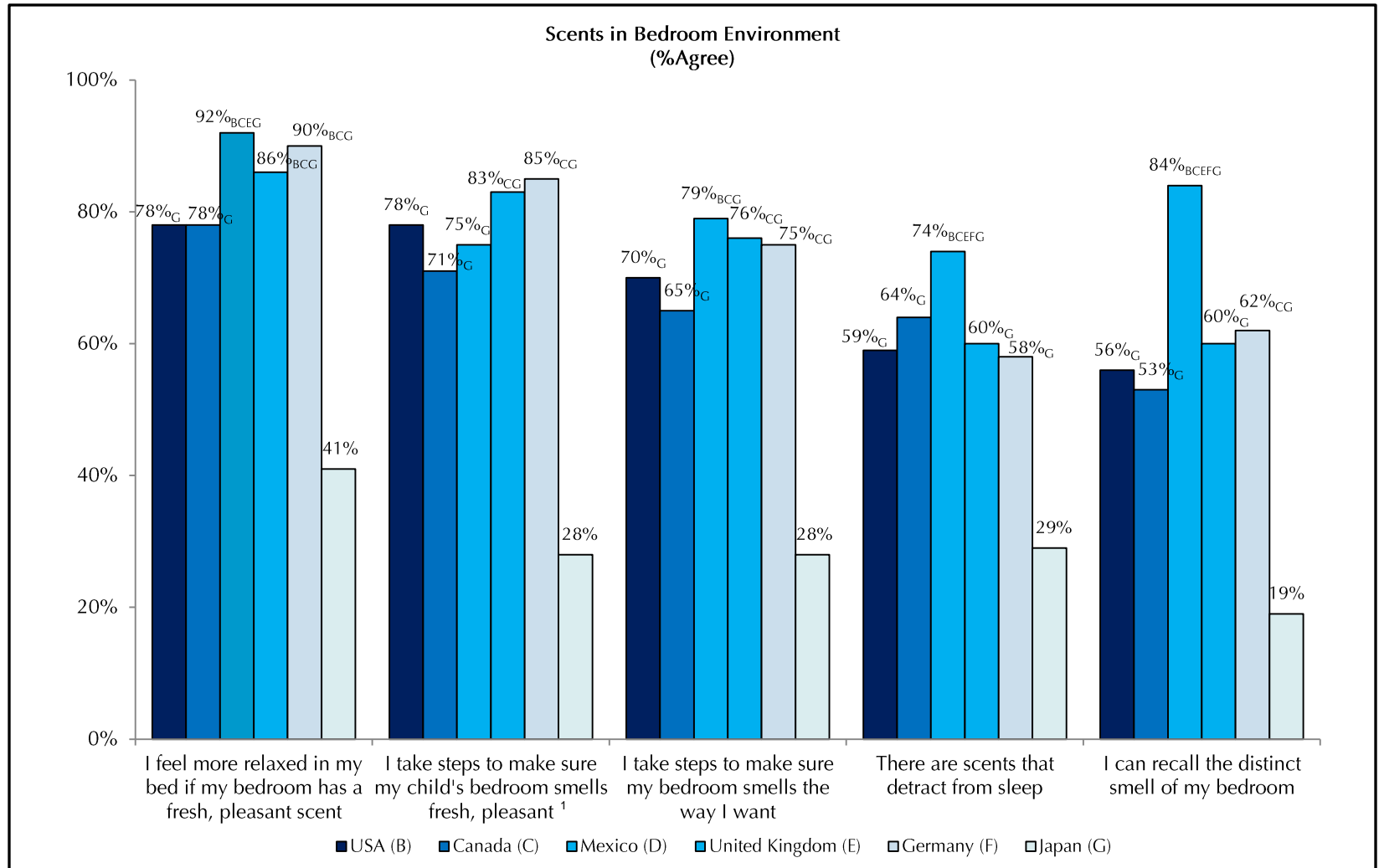
Base= Total sample (USA n=251; Canada n=250; Mexico n=250; United Kingdom n=250; Germany n=250; Japan n=250)

Letters indicate significant differences at the 95% confidence level.

Q22c

Scents in the Bedroom

Interestingly, when asked if they agree with the following statements, those interviewed in Japan agreed significantly less than all other countries on all statements relating to scents in the bedroom environment.



Base= Total sample (USA n=251; Canada n=250; Mexico n=250; United Kingdom n=250; Germany n=250; Japan n=250)

¹Base= Those with children (USA n=148; Canada n=148; Mexico n=155; United Kingdom n=129; Germany n=85; Japan n=102)

Letters indicate significant differences at the 95% confidence level.

Q18

Scents in the Bedroom (continued)

Those who said they feel more relaxed in bed if their bedroom has a fresh, pleasant scent were asked if they like the scent of lavender or jasmine in their bedroom.

- Notably, 62% of respondents from Germany (significantly higher than all other countries) disagree with the statement “I like the scent of lavender or jasmine in my bedroom”.

Similarly, those who can recall the distinct smell of their bedroom were asked if the smell in their bedroom is different from the rest of their house. More than one-half from each country said yes, that the smell in their bedroom differs from the rest of their house.

Scents in the Bedroom						
	USA (B)	Canada (C)	Mexico (D)	United Kingdom (E)	Germany (F)	Japan (G)
<u>I like the scent of lavender or jasmine in my bedroom¹</u> n=	(194)	(194)	(231)	(214)	(224)	(103)
Agree	53% _F	53% _F	73% _{BCEFG}	63% _{BF}	30%	58% _F
Disagree	44 _{DEG}	41 _{DG}	22	33 _D	62 _{BCDEG}	29
No opinion	1	2	2	4 _B	5 _B	12 _{BCDE}
Don't know/Refused	2	4 _E	3 _E	<1	4 _E	1
<u>The smell in your bedroom is different from the rest of your house²</u> n=	(139)	(130)	(210)	(151)	(155)	(47)
Yes	69% _F	64%	76% _{CCEFG}	66% _F	54%	57%
No	31	35 _D	24	34	44 _{BD}	43 _D
Don't know/Refused	-	1	-	1	2	-

¹Base= Those who feel more relaxed in bed if their bedroom has a fresh, pleasant scent

²Base= Those who can recall the distinct smell of their bedroom

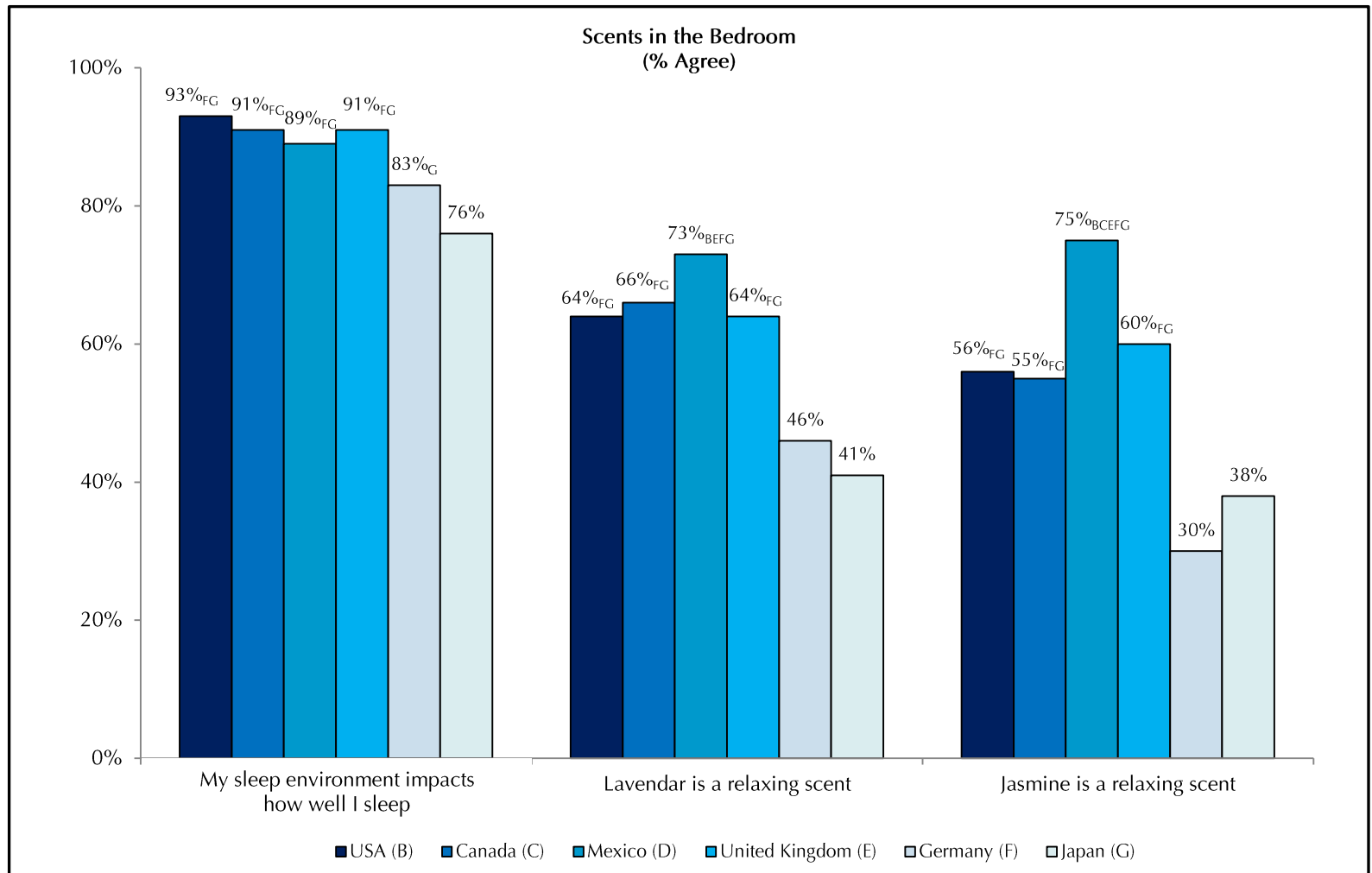
Letters indicate significant differences at the 95% confidence level.

Q19, Q20

Scents in the Bedroom (continued)

At least three-fourths (76%-93%) from each country agree that their sleep environment impacts how well they sleep.

- Notably, significantly more respondents from Mexico find jasmine (75% vs. 30%-60%) and/or lavender (73% vs. 41%-66%) to be a relaxing scent.



Base= Total sample (USA n=251; Canada n=250; Mexico n=250; United Kingdom n=250; Germany n=250; Japan n=250)

Letters indicate significant differences at the 95% confidence level.

Q36

Scents in the Bedroom (continued)

Those who agreed that there are scents that detract from looking forward to sleep were asked if specific scents deter from sleep.

- Interestingly, those interviewed in Japan were significantly less likely to agree that a scent detracts from sleep for nearly all scents mentioned.

Scents That Detract From Sleep						
	USA (B)	Canada (C)	Mexico (D)	United Kingdom (E)	Germany (F)	Japan (G)
<u>% Agree</u> n=	(147)	(159)	(186)	(149)	(144)	(73)
Mold	94% _{DG}	88% _G	81% _G	91% _{DG}	89% _{DG}	44%
Body odor	93 _{DFG}	89 _{DFG}	77 _G	91 _{DFG}	74 _G	47
Pet odor	92 _{DEFG}	87 _{DFG}	75 _{FG}	83 _{FG}	60	48
Stale air	92 _{CDG}	84 _G	81 _G	94 _{CDG}	91 _{DG}	55
Cooking odor	78 _G	79 _G	75 _G	87 _{BCDG}	79 _G	38
Antiseptic	74 _{EG}	78 _{EG}	73 _{EG}	62 _G	73 _{EG}	37

¹Base= Those who agree there are scents that detract from looking forward to sleep
 Letters indicate significant differences at the 95% confidence level.
 Q21



Sleep Experience

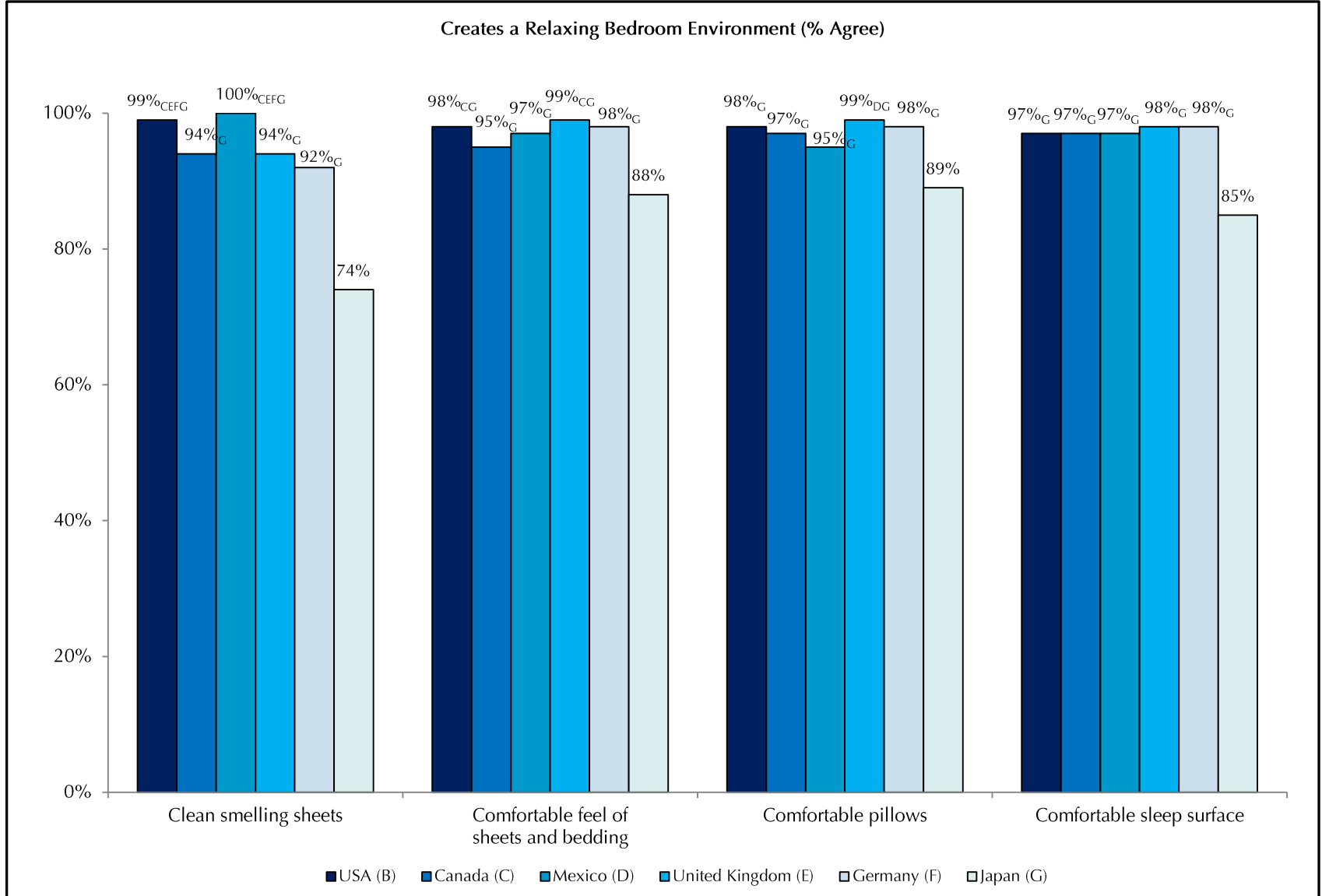
When asked what attributes create a relaxing sleep environment the majority of respondents agreed with the following:

- Clean smelling sheets,
- Comfortable pillows,
- Comfortable feel of sheets and bedding,
- Comfortable sleep surface,
- Cool temperature,
- Darkness,
- Clean bedroom,
- Fresh air, and/or
- Quietness.

Notably, respondents from Japan are somewhat less likely to agree with the majority of attributes relating to sleep experience.

Respondents from Mexico are significantly more likely than all other respondents to agree a relaxing scent and/or music creates a relaxing sleep environment.

Sleep Experience (continued)

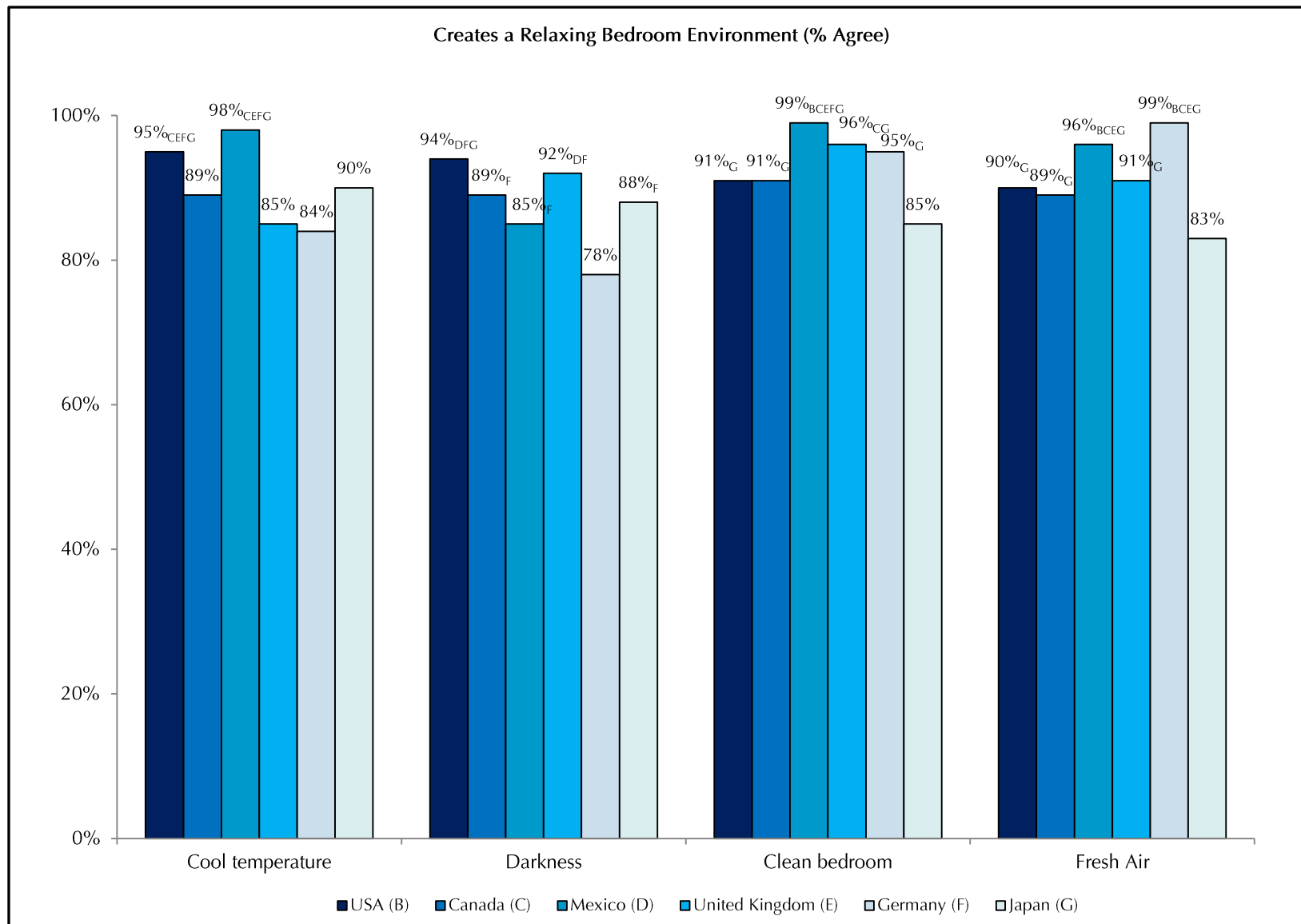


Base= Total sample (USA n=251; Canada n=250; Mexico n=250; United Kingdom n=250; Germany n=250; Japan n=250)

Letters indicate significant differences at the 95% confidence level.

Q33

Sleep Experience (continued)

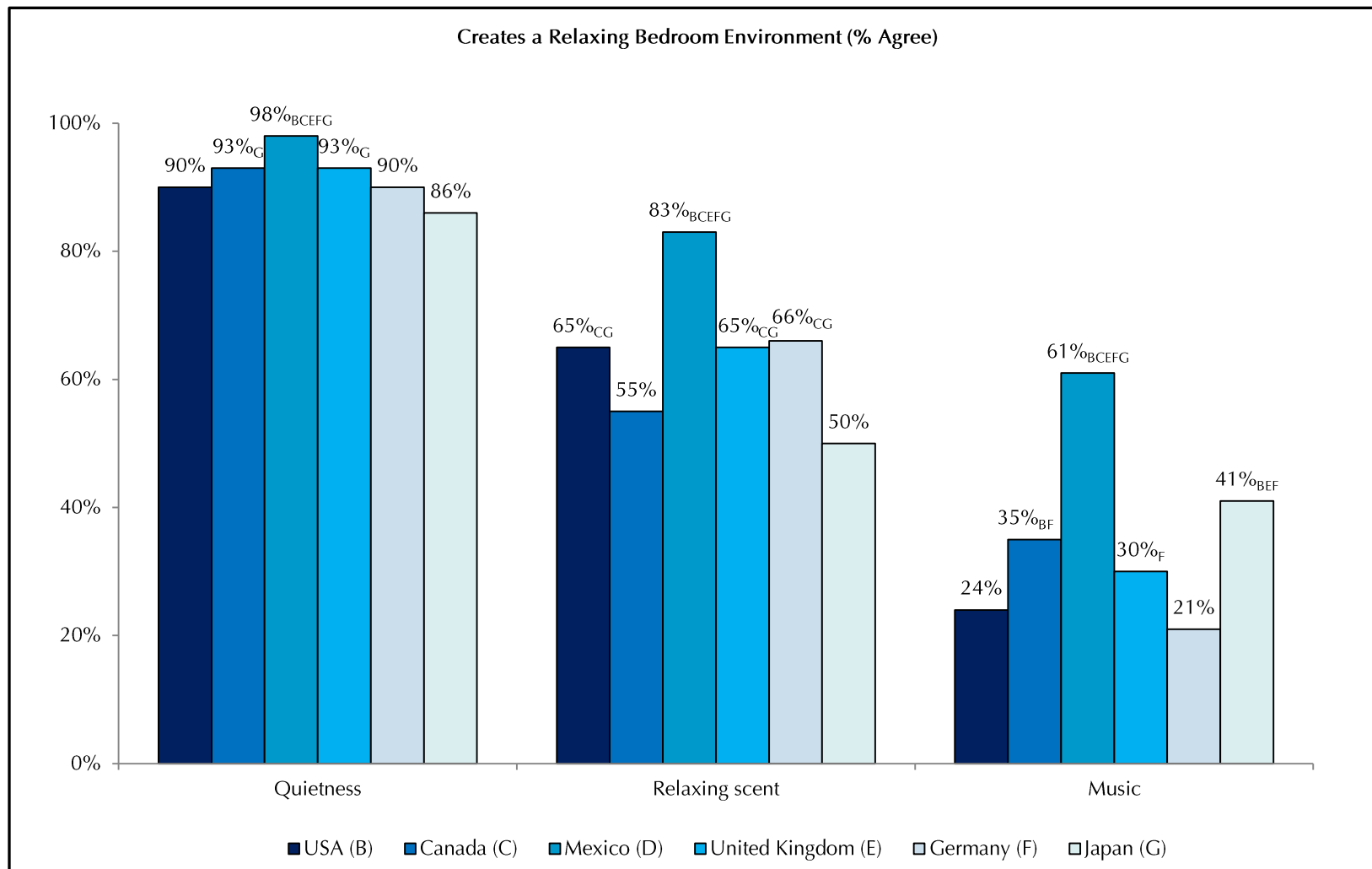


Base= Total sample (USA n=251; Canada n=250; Mexico n=250; United Kingdom n=250; Germany n=250; Japan n=250)

Letters indicate significant differences at the 95% confidence level.

Q33

Sleep Experience (continued)



Base= Total sample (USA n=251; Canada n=250; Mexico n=250; United Kingdom n=250; Germany n=250; Japan n=250)

Letters indicate significant differences at the 95% confidence level.

Q33



Importance of Elements in Creating a Romantic Environment

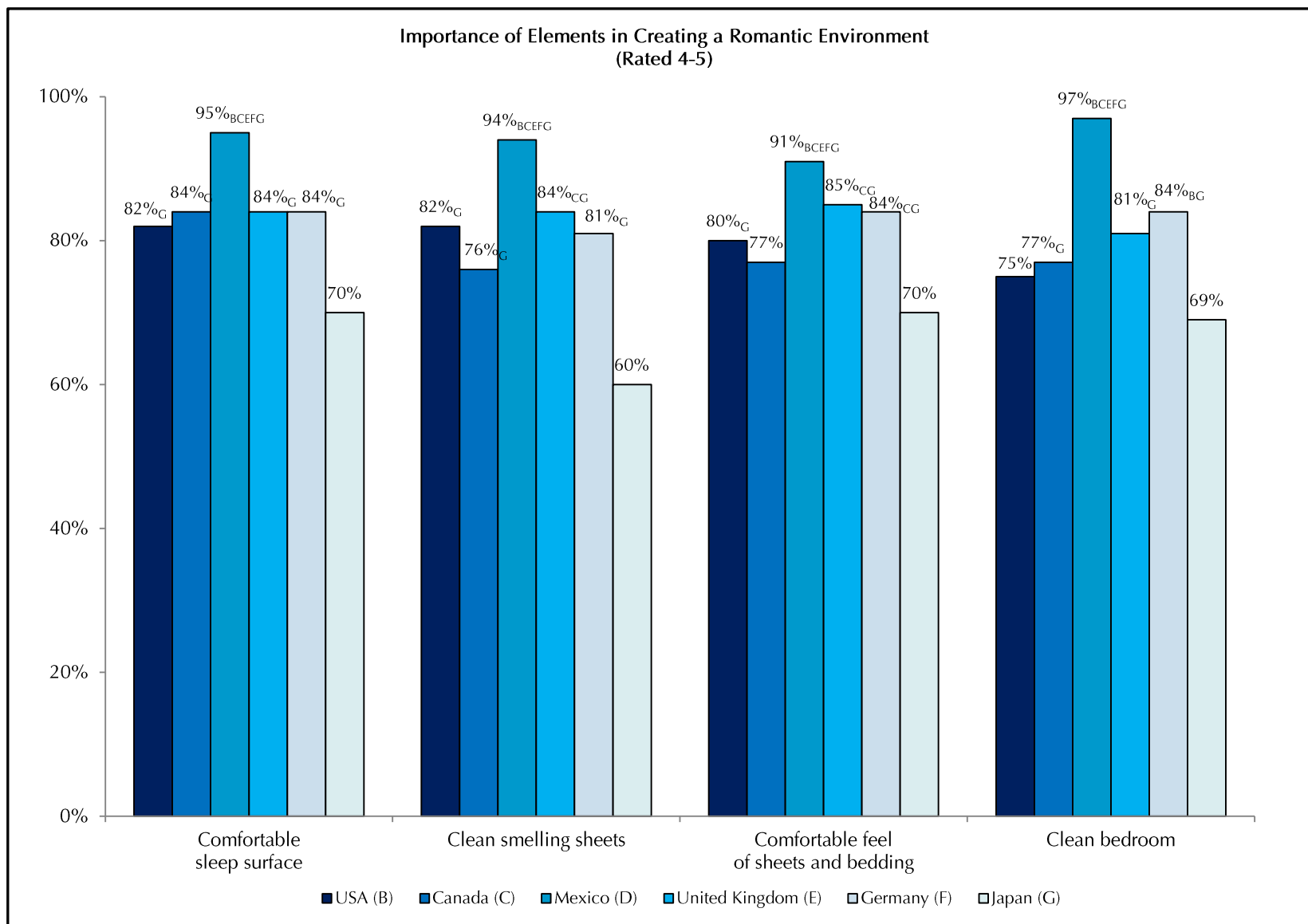
When asked to rate the importance of several elements of their sleep experience in creating a romantic environment, using a 5-point scale from 5 (very important) to 1 (not important at all), those from Mexico rated the following as significantly more important than all other countries interviewed:

- Clean bedroom (97% vs. 69%-84%),
- Comfortable sleep surface (95% vs. 70%-84%),
- Clean smelling sheets (94% vs. 60%-84%),
- Quietness (92% vs. 58%-69%),
- Comfortable feel of sheets and bedding (91% vs. 70%-85%),
- Cool temperature (90% vs. 59%-69%),
- Pleasing scent/smell (90% vs. 44%-70%) and/or
- Music (55% vs. 22%-37%).

Other notable differences from their counterparts included:

- Those interviewed in Mexico and Germany were most likely to rate fresh air (88%) as important in creating a romantic environment compared to the other countries surveyed.
- Those interviewed in Japan (73%) and Mexico (68%) were more likely than the other countries to rate darkness as important for a romantic environment.

Importance of Elements in Creating a Romantic Environment (continued)

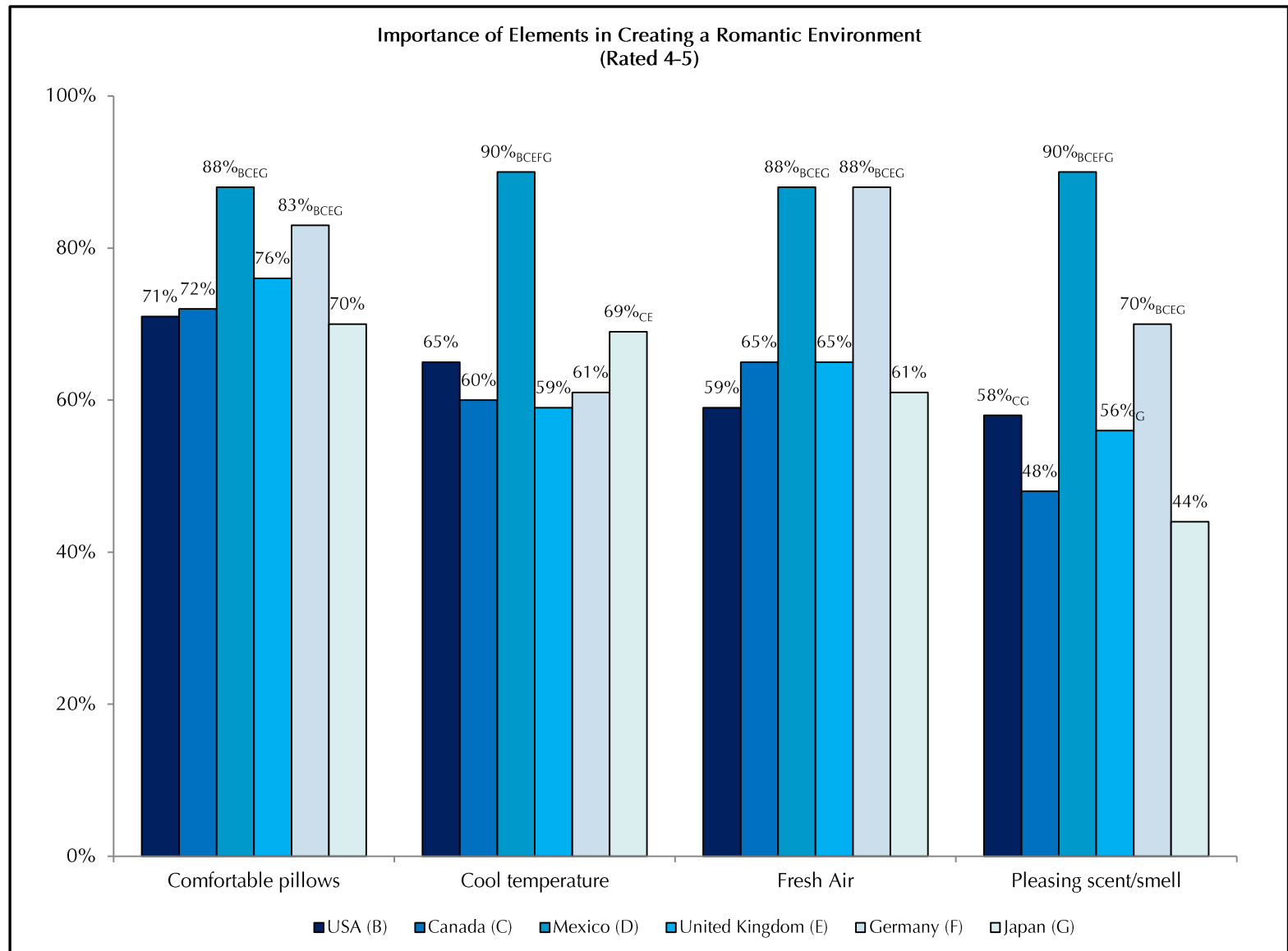


Base= Total sample (USA n=251; Canada n=250; Mexico n=250; United Kingdom n=250; Germany n=250; Japan n=250)

Letters indicate significant differences at the 95% confidence level.

Q34

Importance of Elements in Creating a Romantic Environment (continued)

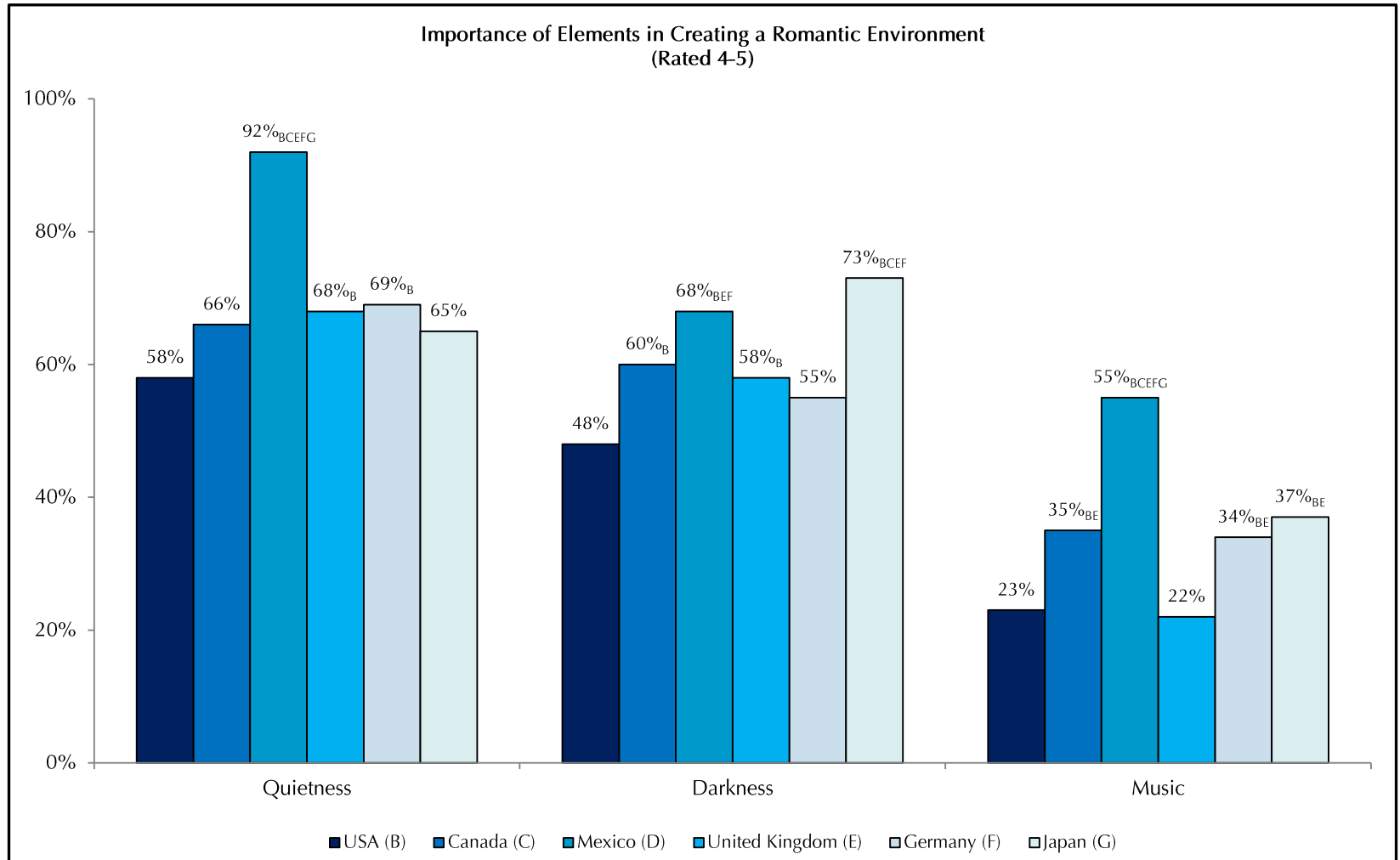


Base= Total sample (USA n=251; Canada n=250; Mexico n=250; United Kingdom n=250; Germany n=250; Japan n=250)

Letters indicate significant differences at the 95% confidence level.

Q34

Importance of Elements in Creating a Romantic Environment (continued)



Base= Total sample (USA n=251; Canada n=250; Mexico n=250; United Kingdom n=250; Germany n=250; Japan n=250)

Letters indicate significant differences at the 95% confidence level.

Q34

Sleep Quality in a Quality Hotel

When asked how they sleep when staying in a quality hotel room, roughly one-half of those from Germany (55%), Japan (52%), the USA (49%), Canada (48%) or the United Kingdom (48%) mentioned they sleep well.

- Notably, about one-third (34%) of those interviewed in Mexico said they sleep very well in a quality hotel room, which is significantly higher than the USA (22%), Germany (19%) and Japan (14%).

Quality of Sleep When Staying at a Quality Hotel						
	USA (B)	Canada (C)	Mexico (D)	United Kingdom (E)	Germany (F)	Japan (G)
n =	(251)	(250)	(250)	(250)	(250)	(250)
Very well	22% _G	29% _{FG}	34% _{BFG}	29% _{FG}	19%	14%
Well	49	48	44	48	55 _D	52
Not well	25 _{DEF}	20 _D	10	18 _D	16 _D	33 _{CDEF}
Don't know/Refused	3	3	11 _{BCEG}	5 _G	10 _{BCEG}	1

Base= Total sample

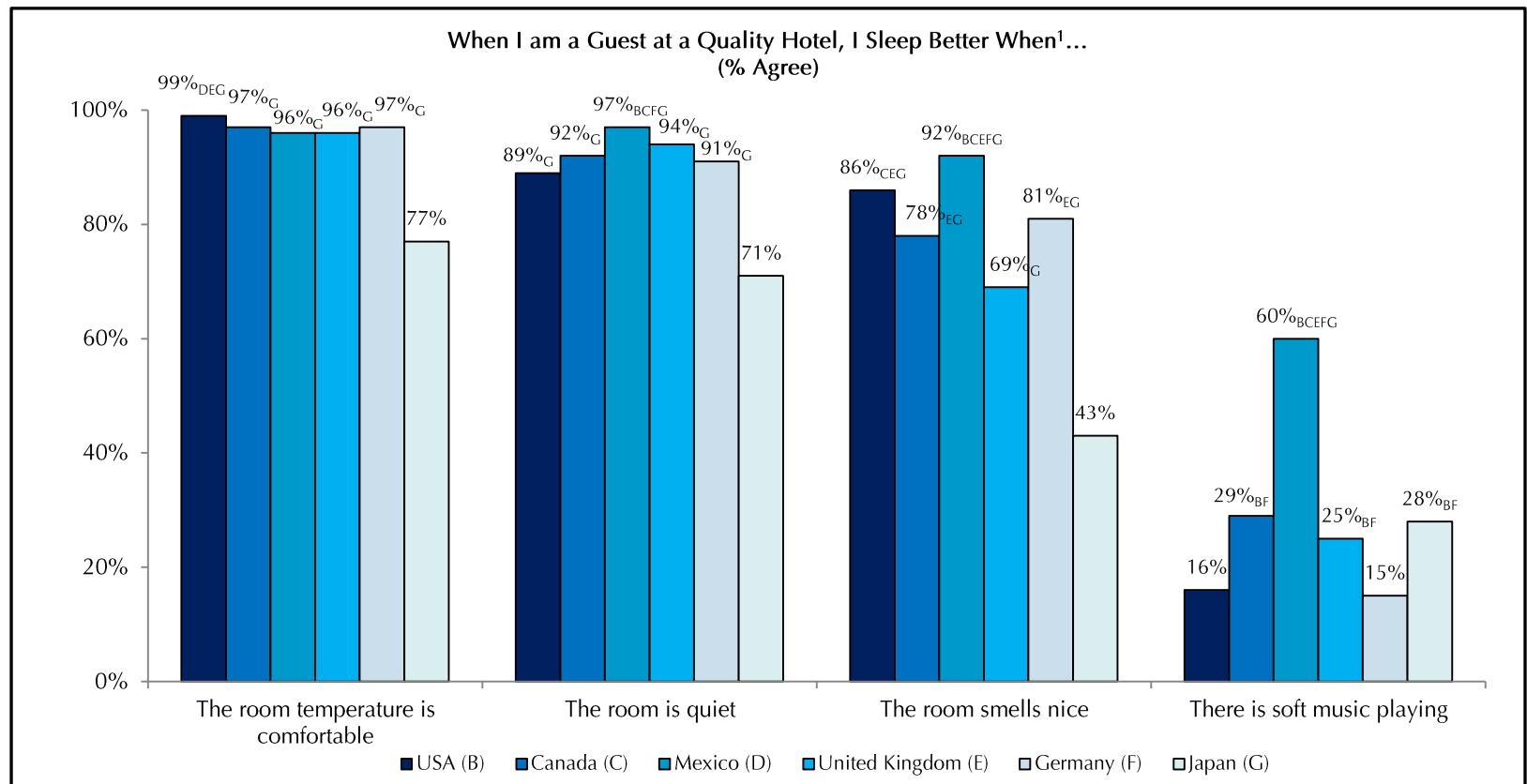
Letters indicate significant differences at the 95% confidence level.

Q14

Sleep Quality in a Quality Hotel (continued)

The majority agree that, when they are a guest at a quality hotel, they sleep better when the room temperature is comfortable and/or the room is quiet.

- Those from the United States, Mexico and Germany said they tend to sleep better when the room smells nice.
- Those from Mexico were significantly more likely than the other countries to agree that they sleep better in a quality hotel room when soft music is playing.

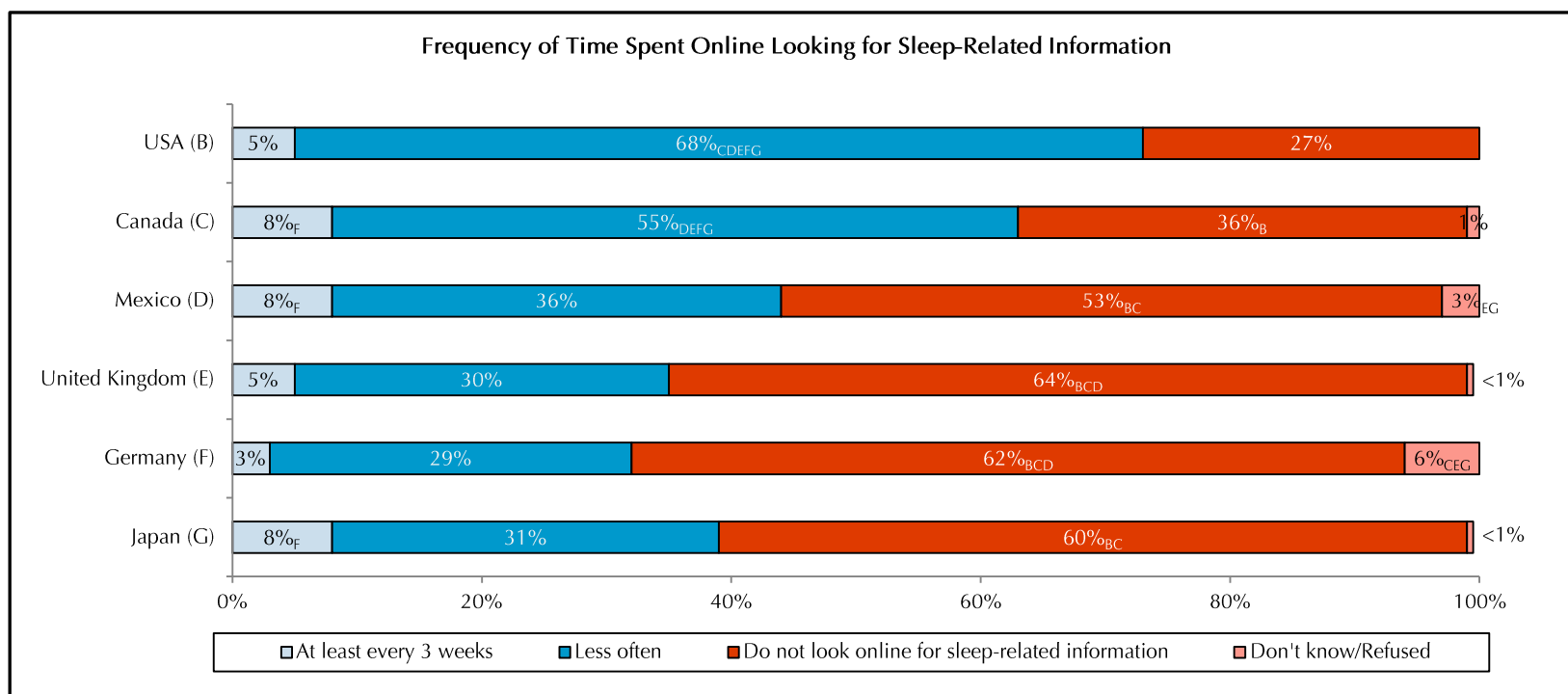


¹Base= Those who sleep very well, well, or not well at a quality hotel (USA n=243; Canada n=242; Mexico n=223; United Kingdom n=237; Germany n=226; Japan n=248)
Letters indicate significant differences at the 95% confidence level.

Q15

Researching Sleep-Related Information

Less than one in ten respondents from each country say they look online for sleep related information at least every three weeks.



Base= Total sample (USA n=251; Canada n=250; Mexico n=250; United Kingdom n=250; Germany n=250; Japan n=250)

Letters indicate significant differences at the 95% confidence level.

Q31

Researching Sleep-Related Information (continued)

Those who spend time looking online for sleep-related information most often cite searching on Google.

- Notably, most of the total sample do not search online for sleep-related information, don't have access to the Internet, don't need to look for sleep-related information and/or don't know.
- Interestingly, there was one mention of looking to the National Sleep Foundation website for information from a respondent in the United Kingdom out of the 1,500 interviews.

Websites Used to Search for Sleep-Related Information						
	USA (B)	Canada (C)	Mexico (D)	United Kingdom (E)	Germany (F)	Japan (G)
n =	(181)	(157)	(110)	(89)	(80)	(98)
Google	22%	31% _G	40% _{BG}	38% _{BG}	32% _G	16%
Yahoo	1	1	2	-	-	18 _{BCDEF}
WebMD	10 _{BCDEFG}	-	-	-	-	-
Bed/Furniture/Mattress company websites (not specific)	3	2	-	2	4	1
NHSDIRECT.NHS	-	-	-	15 _{BCDFG}	-	-

Base= Those who spend time looking online for sleep-related information

Top Mentions, *All other mentions 1% of total

Letters indicate significant differences at the 95% confidence level.

Q32

Characteristics of Respondents

Characteristics of Respondents						
	USA (B)	Canada (C)	Mexico (D)	United Kingdom (E)	Germany (F)	Japan (G)
Community Type n =	(251)	(250)	(250)	(250)	(250)	(250)
Suburban	43% _{DFG}	36% _{DF}	10%	38% _{DF}	19% _D	31% _{DF}
Rural	33 _{CDEG}	20 _D	12	23 _D	39 _{CDEG}	21 _D
Urban	16	40 _B	77 _{BCEFG}	36 _B	41 _B	48 _{BE}
Other	6 _{DEF}	3 _F	1	2	<1	-
Don't know/Refused	2	1	<1	<1	-	<1
Marital Status n =	(251)	(250)	(250)	(250)	(250)	(250)
Married or Partnered	68% _{FG}	77% _{BDEFG}	63% _F	60% _F	52%	56%
Single	21 _C	10	22 _C	20 _C	30 _{BCDE}	38 _{BCDE}
Living with someone	4	10 _{BDG}	5	10 _{BDG}	10 _{BDG}	3
Divorced	3	1	2	4 _C	3	2
Separated	1	1	3	3	2	-
Widowed	1	<1	4 _{BC}	2	2 _C	-
Refused	1	-	2	<1	2	1
Children in Household n =	(251)	(250)	(250)	(250)	(250)	(250)
Have children	60% _{FG}	58% _{FG}	62% _{EFG}	52% _{FG}	34%	41%
0-6 years of age ¹	55 _{CFG}	43	46 _F	44	32	34
7-12 years of age ¹	50 _E	48	44	37	39	43
13-17 years of age ¹	34	37	39	32	33	31
18-20 years of age ¹	13	18	28 _{BCCG}	27 _{BG}	20	16
No children	40	42	38	48 _D	66 _{BCDE}	59 _{BCDE}
Refused	-	-	-	-	<1	-

Base = Total sample ¹Base= Those with children (USA n=148; Canada n=148; Mexico n=155; United Kingdom n=129; Germany n=85; Japan n=102)

Letters indicate significant differences at the 95% confidence level.

S6, D2, D3, D3A

Characteristics of Respondents (continued)

Characteristics of Respondents						
	USA (B)	Canada (C)	Mexico (D)	United Kingdom (E)	Germany (F)	Japan (G)
Employment Status (Past Month) n=	(251)	(250)	(250)	(250)	(250)	(250)
Working full-time or part-time	70%	87% _{BDEFG}	64%	79% _{BDFG}	65%	69%
A full-time homemaker	11 _C	5	26 _{BCEFG}	7	12 _{CE}	17 _{CE}
Not working or retired	9 _C	3	6	9 _C	10 _C	8 _C
Other	9 _D	5	4	5	12 _{CDEG}	6
Don't know/Refused	1	-	1	-	1	1
Gender n=	(251)	(250)	(250)	(250)	(250)	(250)
Male	33%	42% _{BDF}	26%	36% _D	31%	55% _{BCDEF}
Female	67 _{CG}	58 _G	74 _{CEG}	64 _G	69 _{CG}	45
Who is responsible for purchasing fabric care and air care products n=	(251)	(250)	(250)	(250)	(250)	(250)
You or you and someone else	80% _D	81% _D	72%	89% _{BCDG}	95% _{BCDEG}	78%
Someone else/Don't know/Refused	20	19	28	11	5	22
Who is responsible for deciding which fabric care and air care products to buy n=	(251)	(250)	(250)	(250)	(250)	(250)
You or you and someone else	79% _D	84% _{DG}	68%	86% _{BCDG}	96% _{BCDEG}	75%
Someone else/Don't know/Refused	21	16	32	14	4	25

Base = Total sample

Letters indicate significant differences at the 95% confidence level.

D1, D4, D5, S2A, S2B

Characteristics of Respondents (continued)

Income	
	USA
Annual Household Income n=	(251)
\$25,000 or less	15%
\$25,001 to \$50,000	17
\$50,001 to \$75,000	21
\$75,001 to \$100,000	17
\$100,001 to \$150,000	15
More than \$150,000	8
Refused	7
Mean	\$73,800
Median	\$67,600

Base = Total USA respondents
D4a

Income	
	Canada
Annual Household Income n=	(250)
\$25,000 or less	2%
\$25,001 to \$50,000	10
\$50,001 to \$75,000	20
\$75,001 to \$100,000	25
\$100,001 to \$150,000	21
More than \$150,000	15
Refused	7
Mean	\$94,700
Median	\$89,300

Base = Total Canada respondents
D4b

Income	
	Mexico
Annual Household Income n=	(250)
9,000 MP or less	51%
9,001 to 42,000 MP	29
42,001 to 78,000 MP	2
78,001 to 120,000 MP	1
120,001 to 145,000 MP	<1
More than 145,000 MP	-
Refused	16
Mean	17,400 MP
Median	8,700 MP

Base = Total Mexico respondents
D4c

Income	
	UK
Annual Household Income n=	(250)
16,000 GBP or less	17%
16,001 to 32,000 GBP	29
32,001 to 49,000 GBP	22
49,001 to 65,000 GBP	10
65,001 to 98,000 GBP	8
More than 98,000 GBP	3
Refused	11
Mean	37,900 GBP
Median	31,300 GBP

Base = Total United Kingdom respondents
D4d

Income	
	Germany
Annual Household Income n=	(250)
12,000 EUR or less	13%
12,001 to 24,000 EUR	27
24,001 to 36,000 EUR	26
36,001 to 48,000 EUR	14
48,001 to 60,000 EUR	3
More than 60,000 EUR	3
Refused	14
Mean	€27,600
Median	€25,400

Base = Total Germany respondents
D4e

Income	
	Japan
Annual Household Income n=	(250)
3 Million Yen or less	16%
3,000,001 to 6 Million Yen	41
6,000,001 to 10 Million Yen	21
10,000,001 to 15 Million Yen	6
15,000,001 to 20 Million Yen	2
More than 20 Million Yen	4
Refused	11
Mean	6.5 million Yen
Median	5.1 million Yen

Base = Total Japan respondents
D4g

Characteristics of Respondents (continued)

Characteristics of Respondents						
	USA (B)	Canada (C)	Mexico (D)	United Kingdom (E)	Germany (F)	Japan (G)
Employment Status (Past Month) n=	(251)	(250)	(250)	(250)	(250)	(250)
Working full-time or part-time	70%	87% _{BDEFG}	64%	79% _{BDFG}	65%	69%
A full-time homemaker	11 _C	5	26 _{BCEFG}	7	12 _{CE}	17 _{CE}
Not working or retired	9 _C	3	6	9 _C	10 _C	8 _C
Other	9 _D	5	4	5	12 _{CDEG}	6
Don't know/Refused	1	-	1	-	1	1
Gender n=	(251)	(250)	(250)	(250)	(250)	(250)
Male	33%	42% _{BDF}	26%	36% _D	31%	55% _{BCDEF}
Female	67 _{CG}	58 _G	74 _{CEG}	64 _G	69 _{CG}	45
Who is responsible for purchasing fabric care and air care products n=	(251)	(250)	(250)	(250)	(250)	(250)
You or you and someone else	80% _D	81% _D	72%	89% _{BCDG}	95% _{BCDEG}	78%
Someone else/Don't know/Refused	20	19	28	11	5	22
Who is responsible for deciding which fabric care and air care products to buy n=	(251)	(250)	(250)	(250)	(250)	(250)
You or you and someone else	79% _D	84% _{DG}	68%	86% _{BCDG}	96% _{BCDEG}	75%
Someone else/Don't know/Refused	21	16	32	14	4	25

Base = Total sample

Letters indicate significant differences at the 95% confidence level.

D1, D4, D5, S2A, S2B



Appendix

Standard Error

Using sampling techniques, we can estimate the responses of an entire population without having to interview everyone in the target group. There are mathematical means to measure how close our random-sample estimate comes to the 'true' value of the population. For the roughly 250 interviews conducted per country for the National Sleep Foundation's Bedroom Poll, we can expect the values from our sample to be within about 6 percentage points of the true population value, 95 percent of the time. That means, if we get a value of 50 percent from our sample, we can be 95 percent sure that the population value is somewhere between 44 and 56 percent. This measure of the difference of the sample value from the true value, called the 'margin of error,' varies with the size of the sample and the results obtained.

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:						
USA (n=251)	±6.2	±6.1	±5.7	±4.9	±3.7	±1.2
Canada (n=250)	±6.2	±6.1	±5.7	±5.0	±3.7	±1.2
Mexico (n=250)	±6.2	±6.1	±5.7	±5.0	±3.7	±1.2
United Kingdom (n=250)	±6.2	±6.1	±5.7	±5.0	±3.7	±1.2
Germany (n=250)	±6.2	±6.1	±5.7	±5.0	±3.7	±1.2
Japan (n=250)	±6.2	±6.1	±5.7	±5.0	±3.7	±1.2

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 15.0% and 25.0% (20% ±5.0 percentage points).

Survey Instrument



NATIONAL SLEEP FOUNDATION 2013 BEDROOM SLEEP POLL SCREENING QUESTIONNAIRE

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: You may also speak with any adult 25-55 even if they are not a head of the household.

Hello, my name is _____, calling from WB&A, a national public opinion company in the United States. We're inviting you to be a part of a research project from the National Sleep Foundation. The National Sleep Foundation conducts research on people's sleep practices. 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.

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

[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 broad cross section of people all over the world. 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 S2 |
| 02 | 25 to 34, | → SKIP TO S3 (QUOTA = 480) |
| 03 | 35 to 44, | → SKIP TO S3 (QUOTA = 495) |
| 04 | 45 to 55, | → SKIP TO S3 (QUOTA = 525) |
| 05 | 56 or older? | → GO TO S2 |
| 98 | DO NOT READ: Refused | → GO TO S2 |

AGE RANGE [S1(01,05,98)], ASK S2.

S2. 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, available now | → | RETURN TO INTRO |
| 02 | Yes, but not available | → | DISPOSITION SCREEN |
| 03 | No, no one in household between 25 and 55 | → | THANK AND TERMINATE |
| 98 | DO NOT READ: Refused | → | THANK AND TERMINATE |

USA/CANADA ASK S3/S4.

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

- | | | | |
|----|------------|---|----------------------|
| 01 | Yes | → | CONTINUE AS HISPANIC |
| 02 | No | → | CONTINUE |
| 98 | Refused | → | CONTINUE |
| 99 | Don't know | → | CONTINUE |

S3[CANADA]. Do you consider yourself to be primarily French or English speaking?

- | | | | |
|----|------------|---|----------|
| 01 | English | → | CONTINUE |
| 02 | French | → | CONTINUE |
| 98 | Refused | → | CONTINUE |
| 99 | Don't know | → | CONTINUE |

S4. [USA/CANADA]. 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 |
| 02 | Black/African-American | → | CONTINUE AS BLACK |
| 03 | Asian | → | CONTINUE AS ASIAN |
| 04 | Alaska Native | } | → CONTINUE AS OTHER |
| 05 | American Indian | | |
| 06 | Native Hawaiian | | |
| 07 | Other Pacific Islander | | |
| 09 | Hispanic/Latino | | |
| 08 | Bi-racial or multi-racial | | |
| 95 | Other (SPECIFY: _____) | | |
| 98 | Refused | → | THANK AND TERMINATE |
| 99 | Don't know | → | THANK AND TERMINATE |

ASK EVERYONE:

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

Northeast (QUOTA = VARY), Midwest (QUOTA = VARY), South (QUOTA = VARY),
West (QUOTA VARY)

Survey Instrument (continued)

S2A. Who is the primary person in your household who purchases fabric care and air care products? 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 fabric care and air care 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. TRACK.)

- 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 OVERQUOTA, READ: We are trying to speak to a variety of people across the (region). 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.

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

- 01 Yes → **CONTINUE TO D3A**
- 02 No → **SKIP TO Q1**
- 98 Refused → **SKIP TO Q1**

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

	Yes	No	Refused
a. Between 0 and 6 years of age?	01	02	98
b. Between 7 and 12 years of age?	01	02	98
c. Between 13 and 17 years of age?	01	02	98
d. Between 18 and 20 years of age	01	02	98



2013 BEDROOM SLEEP POLL MAIN QUESTIONNAIRE

ASK EVERYONE.

As I mentioned earlier, this survey is about sleep habits among people in the United States, Canada, and other countries in Europe and Asia. 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.

1. At what time do you usually go to bed on nights before workdays or weekdays? This is not necessarily the time you turn off the lights and begin trying to sleep. (**DO NOT READ LIST. INTERVIEWER NOTE: "NIGHT" DOES NOT HAVE TO BE PM HOURS.**)

- | | |
|------------------------------|------------------------|
| 01 12:00 AM (Midnight) | 13 9:45 PM – 9:59 PM |
| 02 12:01 AM – 12:59 AM | 14 10:00 PM – 10:14 PM |
| 03 1:00 AM – 1:59 AM | 15 10:15 PM – 10:29 PM |
| 04 2:00 AM – 5:00 AM | 16 10:30 PM – 10:44 PM |
| 05 5:01 AM – 8:59 AM | 17 10:45 PM – 10:59 PM |
| 06 9:00 AM – 11:59 AM | 18 11:00 PM – 11:14 PM |
| 07 12:00 PM (Noon) – 6:59 PM | 19 11:15 PM – 11:29 PM |
| 08 7:00 PM – 7:59 PM | 20 11:30 PM – 11:44 PM |
| 09 8:00 PM – 8:59 PM | 21 11:45 PM – 11:59 PM |
| 10 9:00 PM – 9:14 PM | 98 Refused |
| 11 9:15 PM – 9:29 PM | 99 Don't know |
| 12 9:30 PM – 9:44 PM | |

2. Thinking about the past two weeks, at what time do you usually get up and out of bed for good on workdays or weekdays? (**DO NOT READ LIST. INTERVIEWER NOTE: PUNCHES DIFFERENT FROM Q1.**)

- | | |
|------------------------|------------------------------|
| 01 12:00 AM (Midnight) | 15 8:00 AM – 8:14 AM |
| 02 12:01 AM – 4:59 AM | 16 8:15 AM – 8:29 AM |
| 03 5:00 AM – 5:14 AM | 17 8:30 AM – 8:44 AM |
| 04 5:15 AM – 5:29 AM | 18 8:45 AM – 8:59 AM |
| 05 5:30 AM – 5:44 AM | 19 9:00 AM – 9:14 AM |
| 06 5:45 AM – 5:59 AM | 20 9:15 AM – 9:29 AM |
| 07 6:00 AM – 6:14 AM | 21 9:30 AM – 9:44 AM |
| 08 6:15 AM – 6:29 AM | 22 9:45 AM – 9:59 AM |
| 09 6:30 AM – 6:44 AM | 23 10:00 AM – 10:59 AM |
| 10 6:45 AM – 6:59 AM | 24 11:00 AM – 11:59 AM |
| 11 7:00 AM – 7:14 AM | 25 12:00 PM (Noon) – 5:59 PM |
| 12 7:15 AM – 7:29 AM | 26 6:00 PM – 11:59 PM |
| 13 7:30 AM – 7:44 AM | 98 Refused |
| 14 7:45 AM – 7:59 AM | 99 Don't know |

Survey Instrument (continued)

Thinking about your usual non-workday or weekend nights in the past two weeks, please answer the following questions.

3. At what time do you usually go to bed on nights you do not work the next day or weekends? This is not necessarily the time you turn off the lights and begin trying to sleep. **(DO NOT READ LIST. INTERVIEWER NOTE: "NIGHT" DOES NOT HAVE TO BE PM HOURS.)**

01	12:00 AM (Midnight)	13	9:45 PM – 9:59 PM
02	12:01 AM – 12:59 AM	14	10:00 PM – 10:14 PM
03	1:00 AM – 1:59 AM	15	10:15 PM – 10:29 PM
04	2:00 AM – 5:00 AM	16	10:30 PM – 10:44 PM
05	5:01 AM – 8:59 AM	17	10:45 PM – 10:59 PM
06	9:00 AM – 11:59 AM	18	11:00 PM – 11:14 PM
07	12:00 PM (Noon) – 6:59 PM	19	11:15 PM – 11:29 PM
08	7:00 PM – 7:59 PM	20	11:30 PM – 11:44 PM
09	8:00 PM – 8:59 PM	21	11:45 PM – 11:59 PM
10	9:00 PM – 9:14 PM	98	Refused
11	9:15 PM – 9:29 PM	99	Don't know
12	9:30 PM – 9:44 PM		

4. Thinking about the past two weeks, at what time do you usually get up and out of bed for good on days you do not work or weekends? **(DO NOT READ LIST. INTERVIEWER NOTE: PUNCHES ARE DIFFERENT FROM Q3.)**

01	12:00 AM (Midnight)	15	8:00 AM – 8:14 AM
02	12:01 AM – 4:59 AM	16	8:15 AM – 8:29 AM
03	5:00 AM – 5:14 AM	17	8:30 AM – 8:44 AM
04	5:15 AM – 5:29 AM	18	8:45 AM – 8:59 AM
05	5:30 AM – 5:44 AM	19	9:00 AM – 9:14 AM
06	5:45 AM – 5:59 AM	20	9:15 AM – 9:29 AM
07	6:00 AM – 6:14 AM	21	9:30 AM – 9:44 AM
08	6:15 AM – 6:29 AM	22	9:45 AM – 9:59 AM
09	6:30 AM – 6:44 AM	23	10:00 AM – 10:59 AM
10	6:45 AM – 6:59 AM	24	11:00 AM – 11:59 AM
11	7:00 AM – 7:14 AM	25	12:00 PM (Noon) – 5:59 PM
12	7:15 AM – 7:29 AM	26	6:00 PM – 11:59 PM
13	7:30 AM – 7:44 AM	98	Refused
14	7:45 AM – 7:59 AM	99	Don't know

5. In the past two weeks, on average worknights or weeknights, how many hours, not including naps, do you usually sleep during one night? **(RECORD NUMBER OF HOURS AND MINUTES BELOW. DO NOT ACCEPT RANGES. 98=REFUSED; 99=DON'T KNOW. INTERVIEWER NOTE: RESPONDENT MIGHT NOT SLEEP AT "NIGHT," BUT HOW LONG IN A 24 HOUR PERIOD?)**

Hours: _____
Minutes: _____

6. In the past two weeks, on average nights you do not work or weekend nights, how many hours, not including naps, do you usually sleep during one night? **(RECORD NUMBER OF HOURS AND MINUTES BELOW. DO NOT ACCEPT RANGES. 98=REFUSED; 99=DON'T KNOW. INTERVIEWER NOTE: RESPONDENT MIGHT NOT SLEEP AT "NIGHT," BUT HOW LONG IN A 24 HOUR PERIOD?)**

Hours: _____
Minutes: _____

7. Thinking about the past two weeks, how many naps did you take? Would you say... **(READ LIST.)**

01	Zero or None,	→	SKIP TO Q9
02	1 to 2 naps,		
03	3 to 5 naps,		
04	6 to 10 naps, or	→	CONTINUE
05	More than 10 naps?		
98	DO NOT READ: Refused		
99	DO NOT READ: Don't know	→	SKIP TO Q9

THOSE WHO TOOK NAPS [Q7 (02-05)], ASK Q8.

8. On average, how many minutes would you say you usually nap? Would you say... **(READ LIST.)**

01	Less than 15 minutes,
02	15 up to 30 minutes,
03	30 up to 45 minutes,
04	45 minutes up to 1 hour, or
05	1 hour or more?
98	DO NOT READ: Refused
99	DO NOT READ: Don't know

ASK EVERYONE:

9. Thinking of the past two weeks, on how many nights would you say "I had a good night's sleep"? Would you say...? **(READ LIST.)**

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

10. Thinking about the past two weeks, on average how many hours of sleep do you need to function at your best the next day? **(DO NOT READ LIST.)**

01	Less than 5 hours	07	10 to less than 11 hours
02	5 to less than 6 hours	08	11 to less than 12 hours
03	6 to less than 7 hours	09	12 hours or more
04	7 to less than 8 hours	98	Refused
05	8 to less than 9 hours	99	Don't know
06	9 to less than 10 hours		

Survey Instrument (continued)

11. Thinking about the past two weeks, does your current work schedule or typical weekday routine, including your duties at home, allow you to get adequate sleep? Adequate sleep is defined as the proper amount of sleep you need to function the best that you can the following day.

01 Yes
02 No
98 **DO NOT READ:** Refused
99 **DO NOT READ:** Don't know

12. On a typical day in the past two weeks, how much of an impact has "not getting adequate sleep" had on your (INSERT)?

READ FIRST TIME THEN ONLY AS NEEDED: Would you say it has had a major impact, some impact or no impact? (RANDOMIZE.)

	Major impact	Some impact	No impact	NOT APPLICABLE	REFUSED	DON'T KNOW
a. Work productivity	03	02	01	96	98	99
b. Social life or leisure activities	03	02	01	96	98	99
c. Family life or home responsibilities	03	02	01	96	98	99
d. Mood	03	02	01	96	98	99
e. Intimate or sexual relations	03	02	01	96	98	99
f. Health	03	02	01	96	98	99

13. Please state whether you agree or disagree with the following statements. I sleep better when...



	Agree	Disagree	NO OPINION	REFUSED	DON'T KNOW
a. I feel relaxed	01	02	96	98	99
b. I wind down before bed	01	02	96	98	99

14. How do you sleep when you are staying at a quality hotel? (READ LIST.)

03 Very well,
02 Well, or
01 Not well
98 **DO NOT READ:** Refused
99 **DO NOT READ:** Don't know

THOSE SLEEP VERY WELL OR WELL IN A QUALITY HOTEL ROOM [Q14 (01-03)], ASK Q15.

15. Please state whether you agree or disagree with the following statements. When I am a guest at a quality hotel, I sleep better when...

	Agree	Disagree	NO OPINION	REFUSED	DON'T KNOW
a. The room smells nice	01	02	96	98	99
b. There is soft music playing in the room	01	02	96	98	99
c. The room is quiet	01	02	96	98	99
d. The room temperature is comfortable	01	02	96	98	99

ASK EVERYONE:

16. In the past two weeks, how often would you say you (INSERT) within the hour before going to sleep (RANDOMIZE.)

READ FIRST TIME THEN ONLY AS NEEDED. Would you say every night or almost every night, rarely or never?

	Every Night	Almost Every Night	Rarely	Never	REFUSED	DON'T KNOW
a. Watched TV	04	03	02	01	98	99
b. Used a computer, laptop, or electronic tablet	04	03	02	01	98	99
c. Read a print book or magazine	04	03	02	01	98	99
d. Took a warm bath or shower	04	03	02	01	98	99
e. Did yoga, stretched or did breathing exercises	04	03	02	01	98	99
f. Meditated or prayed	04	03	02	01	98	99
g. Used a cell phone or sent or received a text message	04	03	02	01	98	99
h. Used scented lotion	04	03	02	01	98	99
i. Used aromatherapy	04	03	02	01	98	99
j. Used a relaxing scent in my bedroom	04	03	02	01	98	99
k. Listened to music	04	03	02	01	98	99
l. Had a soothing beverage (e.g., tea, warm milk)	04	03	02	01	98	99

17. Do you agree or disagree with the following statement?

	Agree	Disagree	NO OPINION	REFUSED	DON'T KNOW
a. People who have a bedtime routine are more likely to have a good night's sleep than people who do not.	01	02	96	98	99

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

	Agree	Disagree	NO OPINION	REFUSED	DON'T KNOW
a. I feel more relaxed in bed if my bedroom has a fresh, pleasant scent.	01	02	96	98	99
b. I can recall the distinct smell of my bedroom	01	02	96	98	99
c. I take steps to make sure my bedroom smells the way I want	01	02	96	98	99
(IF ANSWERED YES TO D3) d. I take steps to make sure my child's bedroom smells fresh, pleasant	01	02	96	98	99
e. There are scents that detract from looking forward to sleep	01	02	96	98	99

Survey Instrument (continued)

IF Q18A(01), ASK Q19.

19. Do you agree or disagree with this statement...

	Agree	Disagree	NO OPINION	REFUSED	DON'T KNOW
a. I like the scent of lavender or jasmine in my bedroom.	01	02	96	98	99

IF Q18B(01), ASK Q20.

20. Is the smell in your bedroom different from the rest of your home?

- 01 Yes
02 No
98 **DO NOT READ:** Refused
99 **DO NOT READ:** Don't know

IF Q18E(01), ASK Q21.

21. Do you agree or disagree that these scents detract from sleep?

	Agree	Disagree	NO OPINION	REFUSED	DON'T KNOW
a. Body odor	01	02	96	98	99
b. Pet odor	01	02	96	98	99
c. Cooking odor	01	02	96	98	99
d. Antiseptic	01	02	96	98	99
e. Mold	01	02	96	98	99
f. Stale air	01	02	96	98	99

ASK EVERYONE:

22. In the past two weeks, how frequently have you considered any of the following concerns while lying in bed to prepare for sleep? Would you say every night or almost every night, rarely or never?

	Every Night	Almost Every Night	Rarely	Never	REFUSED	DON'T KNOW
a. Stress related to work	04	03	02	01	98	99
b. Stress related to personal finances	04	03	02	01	98	99
c. Stress related to family or personal life	04	03	02	01	98	99

23. 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

24. In the past two weeks, most nights, do you sleep...? (READ LIST. MULTIPLE RESPONSES ACCEPTED EXCEPT WITH 04.)

- 01 With your significant other,
02 [IF ANSWERED YES TO D3] With your children,
03 With a pet, or
04 Alone?
98 **DO NOT READ:** Refused
99 **DO NOT READ:** Don't know

25. In the past two weeks, most nights, do you sleep...? (READ LIST.)

- 01 With socks,
02 Without socks,
03 With pajamas or something else, or
04 With nothing on
98 **DO NOT READ:** Refused
99 **DO NOT READ:** Don't know

26. In the past two weeks, how many pillows do you sleep with?

- 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

27. Do you have blinds, shades or curtains in your bedroom?

- 01 Yes
02 No
98 **DO NOT READ:** Refused
99 **DO NOT READ:** Don't know

IF Q27(01), THEN ASK Q28.

28. In the past two weeks, have you slept with them open or closed most nights?

- 01 **DO NOT READ:** Yes, with them open
02 **DO NOT READ:** No, with them closed
98 **DO NOT READ:** Refused
99 **DO NOT READ:** Don't know

Survey Instrument (continued)

ASKEVERYONE:

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

- 05 More than once a week,
 04 Once a week
 03 Every other week,
 02 Every three weeks, or
 01 Less often?
 98 DO NOT READ: Refused
 99 DO NOT READ: Don't know

30. How often do you open the window in the bedroom to air out the room?

- 05 More than once a week,
 04 Once a week
 03 Every other week,
 02 Every three weeks, or
 01 Less often?
 98 DO NOT READ: Refused
 99 DO NOT READ: Don't know

31. How often do you spend online looking for sleep-related information?

- 05 More than once a week,
 04 Once a week
 03 Every other week,
 02 Every three weeks, or
 01 Less often?
 95 DO NOT READ: Do not look online for sleep related information
 98 DO NOT READ: Refused
 99 DO NOT READ: Don't know

32. On what websites do you search for sleep-related information or resources? _____

SLEEP EXPERIENCE

33. Please state if you agree or disagree that the following statements play a role in creating a relaxing bedroom environment. (REPEAT SCALE AS NECESSARY. RANDOMIZE.)

	Agree	Disagree	NO OPINION	REFUSED	DON'T KNOW
a. A comfortable sleep surface	01	02	96	98	99
b. Comfortable pillows	01	02	96	98	99
c. Cool temperature	01	02	96	98	99
d. Quietness	01	02	96	98	99
e. Darkness	01	02	96	98	99
f. Clean smelling sheets	01	02	96	98	99
g. A clean bedroom	01	02	96	98	99
h. The comfortable feel of sheets and bedding	01	02	96	98	99
i. Fresh air	01	02	96	98	99
j. Relaxing Scent	01	02	96	98	99
k. Music	01	02	96	98	99

34. 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/are [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 sleep surface	05	04	03	02	01	96	98	99
b. Comfortable pillows	05	04	03	02	01	96	98	99
c. Cool temperature	05	04	03	02	01	96	98	99
d. Quietness	05	04	03	02	01	96	98	99
e. Darkness	05	04	03	02	01	96	98	99
f. Clean smelling sheets	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	05	04	03	02	01	96	98	99
j. Pleasing scent/smell	05	04	03	02	01	96	98	99
k. Music	05	04	03	02	01	96	98	99

Survey Instrument (continued)

35. In the past two weeks, would you say you [INSERT] every night or almost every night, a few nights a week, rarely or never? (RANDOMIZE. PROGRAMMING NOTE: ASK ITEMS BAND CLAST.)

	Every night or almost every night	A few nights a week	Rarely	Never	REFUSED	DON'T KNOW
a. I go to sleep quickly	04	03	02	01	98	99
b. I sleep through the night	04	03	02	01	98	99
c. I wake up when I need to the next morning	04	03	02	01	98	99
d. I wake up feeling refreshed the next morning	04	03	02	01	98	99

36. Do you agree or disagree with the following statements:

	Agree	Disagree	NO OPINION	REFUSED	DON'T KNOW
a. Lavender is a relaxing scent.	01	02	96	98	99
b. Jasmine is a relaxing scent.	01	02	96	98	99
c. My sleep environment impacts how well I sleep.	01	02	96	98	99

CLOSE DEMOGRAPHICS

- D5. RECORD, DO NOT ASK: Gender

- 01 Male
02 Female

READ TO EVERYONE: These 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

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

[USA/CANADA ANNUAL]

- 01 \$25,000 or less,
02 \$25,001 to \$50,000
03 \$50,001 to \$75,000,
04 \$75,001 to \$100,000
05 \$100,001 to \$150,000, or
06 More than \$150,000?
98 DO NOT READ: Refused

[MEXICO ANNUAL]

- 01 Less than 9,000 MP,
02 9,000 to 42,000 MP,
03 42,001 to 78,000 MP,
04 78,001 to 120,000 MP
05 120,001 to 145,000 MP, or
06 More than 145,000 MP?
98 DO NOT READ: Refused

[UK ANNUAL]

- 01 Less than 16,000 GBP
02 16,001 to 32,000 GBP
03 32,001 to 49,000 GBP
04 49,001 to 65,000 GBP
05 65,001 to 98,000 GBP
06 More than 98,000 GBP
98 DO NOT READ: Refused

[GERMANY MONTHLY]

- 01 Less than 1,000 EUR
02 1,001 to 2,000 EUR
03 2,001 to 3,000 EUR
04 3,001 to 4,000 EUR
05 4,001 to 5,000 EUR
06 More than 5,000 EUR
98 DO NOT READ: Refused

[JAPAN ANNUAL]

- 01 3 million Yen or less
- 02 3,000,001 to 6 million Yen
- 03 6,000,001 to 10 million Yen
- 04 10,000,001 to 15 million Yen
- 05 15,000,001 to 20 million Yen
- 06 More than 20,000,000 million Yen
- 98 **DO NOT READ:** Refused

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.