

## YouGov Survey Results

Sample Size: 2593  
Fieldwork: 14th - 17th May 2010

	Gender		Age			Social grade		Region					
	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>GB adults</b>	<b>2586</b>	<b>1262</b>	<b>1316</b>	<b>610</b>	<b>666</b>	<b>670</b>	<b>1404</b>	<b>1171</b>	<b>336</b>	<b>853</b>	<b>542</b>	<b>598</b>	<b>227</b>
Unweighted Sample	2586	1294	1284	466	731	748	1598	977	325	899	524	550	259
	%	%	%	%	%	%	%	%	%	%	%	%	%

### Which of the following statements best describes how you generally feel on a daily basis?

I need fewer than 4 hours sleep a night to feel fully rested when I wake up	<b>1</b>	1	1	0	1	1	0	1	1	0	1	1	2
I need around 4-5 hours sleep at night to feel fully rested when I wake up	<b>6</b>	10	3	6	6	8	6	7	6	8	6	6	5
I need around 6-7 hours sleep at night to feel fully rested when I wake up	<b>43</b>	48	39	28	46	56	46	40	43	45	45	40	43
I need around 8-9 hours sleep at night to feel fully rested when I wake up	<b>33</b>	28	38	46	29	21	33	33	39	31	30	34	36
I need around 9+ hours sleep at night to feel fully rested when I wake up	<b>3</b>	3	4	7	3	1	2	4	2	3	3	5	2
I never feel fully rested when I wake up in the morning	<b>13</b>	11	16	12	16	13	12	15	10	12	16	14	13
I don't know	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0

### How many hours of sleep do you think you normally get on an average week night?

Fewer than 4 hours	<b>2</b>	2	1	2	2	2	1	2	1	2	3	2	1
4-5 hours	<b>18</b>	20	16	11	22	22	17	19	16	18	17	19	17
6-7 hours	<b>63</b>	61	64	61	62	63	65	60	62	63	64	59	67
8-9 hours	<b>16</b>	15	18	24	13	12	16	17	19	16	14	18	14
9+ hours	<b>1</b>	1	2	2	1	1	1	2	1	1	1	2	1
I don't know	<b>0</b>	0	1	0	1	1	0	0	1	0	1	0	0

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	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following would MOST help you sleep at night if you were having difficulties in doing so?

A cup of my favourite hot beverage	8	8	9	7	8	10	8	9	7	8	13	8	3
Reading book or magazine	30	24	36	23	32	34	31	29	26	32	28	31	34
Watching TV	13	17	10	15	12	10	12	14	16	16	12	12	8
A sleeping pill	7	6	8	9	6	8	7	7	3	6	7	9	11
A herbal remedy e.g. lavender	3	1	5	4	3	4	4	3	5	3	3	3	5
Breathing exercises	3	3	3	4	2	3	3	3	3	4	3	3	2
A bath or shower	9	9	10	13	7	6	8	12	10	10	10	8	7
None of the above	12	15	10	10	17	14	13	12	9	11	14	15	16
Other	6	6	6	8	6	5	7	5	12	5	5	4	7
I don't know	7	9	6	9	7	8	7	7	9	6	6	8	8

If ever you feel like you don't get enough sleep at night, what are usually the main causes of your insomnia? (Please choose all that apply)..

Excitement	14	16	12	22	8	8	12	17	13	14	15	12	18
Stress (e.g. about finances, work, relationships...)	58	54	62	68	59	41	57	59	65	55	56	61	49
Too much caffeine during the day	10	11	9	13	7	7	11	10	14	11	9	8	11
Noisy neighbours/animals	10	9	11	14	9	6	9	11	10	8	9	11	12
General thinking	51	50	52	58	45	50	52	50	50	52	55	47	50
Newborn baby	3	3	3	4	2	0	4	2	2	3	2	3	4
Not applicable, I never feel like I don't get enough sleep at night	5	6	4	2	5	9	5	4	5	6	4	4	4
None of the above	8	8	9	5	10	12	8	9	9	8	10	7	10
I don't know	3	3	3	2	4	4	2	4	1	2	3	5	5

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	%	%	%	%	%	%	%	%	%	%	%	%

In the last question you chose stress as a factor that may cause you a sleepless night. Which of the following would you say are the MAIN reasons for your stress? Please choose up to three responses.

[All those who chose stress as a factor that may cause a sleepless night, base = 1484]

Financial hardship	<b>50</b>	48	52	53	53	42	49	51	53	51	52	47	41
Deadlines at work	<b>33</b>	38	29	42	31	13	39	26	36	33	33	36	21
Bullying at work	<b>4</b>	3	5	2	6	4	5	3	5	4	6	3	3
Anti-social behaviour near where you live	<b>6</b>	7	5	5	8	4	6	7	7	4	8	7	6
Health issues of my own	<b>22</b>	19	24	18	24	33	20	24	15	25	23	23	18
Health issues of other people (family/friends)	<b>17</b>	15	20	16	14	27	17	18	19	15	22	17	16
Family problems	<b>27</b>	23	30	24	24	40	25	30	28	30	28	23	24
Other	<b>19</b>	19	19	22	17	14	19	20	22	17	18	17	33
I don't know	<b>2</b>	2	2	3	2	3	2	2	1	1	2	2	9