

**Internal
Snooze button**

GB Sample: 16th - 17th August 2017



Total	Gender		Age					Social Grade		Region							
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland

snoozebutton1. Thinking about any alarms you set to wake yourself up after sleep...

Typically, how many times, if at all, do you tend to hit the snooze button before you get up/wake up? (Please select the option that best applies. If you do not set an alarm please select the 'Not applicable' option provided)

Unweighted base	2076	945	1131	232	294	325	357	868	1259	817	500	357	186	241	503	1787	99	190	
Base: All GB adults	2076	1007	1069	239	339	350	343	805	1183	893	500	341	187	278	486	1792	103	181	
0 times - I do not hit a snooze button	41%	44%	38%	31%	33%	42%	48%	44%	43%	39%	39%	39%	43%	42%	43%	42%	41%	45%	39%
1 time	14%	13%	15%	18%	19%	14%	16%	10%	15%	13%	14%	13%	14%	18%	12%	14%	14%	14%	
2 times	10%	10%	9%	13%	15%	14%	10%	4%	10%	9%	10%	11%	11%	8%	8%	9%	11%	11%	
3 times	7%	6%	8%	13%	9%	10%	8%	3%	6%	8%	9%	7%	7%	6%	7%	7%	1%	9%	
4 times	3%	2%	3%	4%	6%	4%	2%	0%	3%	2%	2%	4%	2%	2%	3%	3%	1%	3%	
5 times	2%	3%	2%	4%	3%	5%	2%	-	2%	2%	2%	3%	2%	1%	2%	2%	3%	3%	
6 times	1%	1%	1%	3%	1%	1%	0%	-	1%	1%	0%	1%	1%	1%	0%	1%	-	2%	
7 times	0%	0%	1%	2%	1%	0%	-	-	0%	1%	1%	0%	-	1%	-	0%	1%	1%	
8 times	0%	-	0%	0%	-	0%	-	0%	0%	-	-	1%	-	-	0%	0%	-	-	
9 times	0%	-	0%	0%	-	-	-	-	0%	-	-	0%	-	-	-	0%	-	-	
10 times or more	1%	1%	1%	2%	2%	1%	-	0%	1%	1%	1%	0%	1%	2%	1%	1%	-	0%	
Don't know	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	-	0%	1%	1%	1%	1%	-	
Not applicable - I do not set an alarm to wake me up	21%	20%	21%	8%	8%	9%	13%	38%	18%	25%	21%	20%	19%	17%	24%	21%	23%	17%	