

**YouGovNY**  
**BedTimeSugarBaby**

US\_nat Sample: 12th - 13th June 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZYB\_q1. A sugar baby is a person who enters into a mutual beneficial agreement with another person based on sexual favors and/or companionship. Before taking this survey had you heard this term?

Unweighted base	1145	523	622	316	380	449	241	225	408	271	818	101	142	84
<b>Base: All US adults</b>	1127	558	569	352	369	405	244	217	401	265	744	137	165	81
Yes, and I know exactly what it meant	61%	63%	59%	58%	65%	58%	60%	60%	62%	60%	64%	54%	52%	63%
Yes, but I didn't know what it meant	12%	13%	10%	16%	10%	10%	15%	7%	12%	12%	11%	13%	17%	10%
No, I had not	24%	21%	26%	20%	20%	30%	23%	30%	21%	24%	24%	28%	23%	21%
Don't know	4%	3%	5%	5%	5%	2%	2%	3%	5%	5%	2%	5%	9%	6%

ZYB\_q2m. Are you or someone you know currently in this type of relationship (i.e., sugar baby, sugar mama, sugar daddy)? Please select all that apply.

Unweighted base	1145	523	622	316	380	449	241	225	408	271	818	101	142	84
<b>Base: All US adults</b>	1127	558	569	352	369	405	244	217	401	265	744	137	165	81
Yes, I am	4%	6%	3%	8%	4%	1%	7%	3%	5%	2%	3%	4%	7%	7%
Yes, someone I know is	9%	11%	6%	14%	9%	4%	11%	5%	6%	14%	9%	6%	10%	12%
No, I am not/do not	77%	73%	81%	67%	77%	96%	76%	82%	79%	71%	81%	77%	66%	67%
Don't know	8%	9%	7%	9%	7%	7%	7%	7%	7%	10%	6%	9%	13%	10%
Prefer not to say	2%	2%	3%	3%	3%	2%	0%	2%	3%	3%	2%	3%	4%	5%

ZYB\_q3. To what extent would you ever consider entering into such an agreement?

Unweighted base	983	437	546	242	320	421	205	203	353	222	719	85	112	67
<b>Base: All US adults who are not currently sugar babies</b>	959	459	500	267	312	380	203	194	346	216	647	119	131	62
Definitely would	3%	3%	3%	2%	6%	1%	4%	4%	1%	3%	2%	9%	1%	2%
Probably would	8%	11%	6%	10%	10%	5%	8%	7%	7%	11%	7%	8%	13%	9%
Probably would not	17%	22%	12%	22%	15%	14%	19%	18%	15%	16%	16%	18%	15%	24%
Definitely would not	59%	51%	67%	47%	56%	71%	56%	59%	63%	57%	63%	52%	54%	48%
Don't know	12%	13%	11%	17%	12%	8%	10%	11%	13%	12%	11%	9%	17%	16%
Prefer not to say	1%	1%	1%	2%	1%	1%	2%	1%	0%	1%	1%	3%	1%	2%
Net: Would	11%	14%	9%	12%	16%	6%	13%	10%	9%	14%	10%	18%	13%	10%
Net: Would not	76%	72%	79%	69%	71%	85%	75%	77%	78%	73%	79%	70%	69%	72%

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Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

ZYB\_q1. A sugar baby is a person who enters into a mutual beneficial agreement with another person based on sexual favors and/or companionship. Before taking this survey had you heard this term?

Unweighted base	1145	426	385	216	118	557	15	133	50	349	41
<b>Base: All US adults</b>	1127	477	356	192	102	519	14	121	52	382	38
Yes, and I know exactly what it meant	61%	51%	66%	70%	70%	62%	63%	63%	52%	60%	54%
Yes, but I didn't know what it meant	12%	13%	11%	10%	12%	12%	18%	9%	15%	11%	15%
No, I had not	24%	29%	21%	20%	17%	23%	19%	27%	33%	24%	18%
Don't know	4%	7%	3%	1%	1%	4%	-	1%	-	5%	14%

ZYB\_q2m. Are you or someone you know currently in this type of relationship (i.e., sugar baby, sugar mama, sugar daddy)? Please select all that apply.

Unweighted base	1145	426	385	216	118	557	15	133	50	349	41
<b>Base: All US adults</b>	1127	477	356	192	102	519	14	121	52	382	38
Yes, I am	4%	4%	4%	3%	6%	3%	24%	6%	2%	5%	2%
Yes, someone I know is	9%	9%	9%	10%	9%	9%	10%	7%	9%	9%	6%
No, I am not/do not	77%	74%	79%	81%	77%	79%	60%	81%	76%	75%	69%
Don't know	8%	11%	6%	6%	6%	8%	-	4%	11%	8%	22%
Prefer not to say	2%	2%	3%	1%	5%	1%	6%	2%	2%	4%	3%

ZYB\_q3. To what extent would you ever consider entering into such an agreement?

Unweighted base	983	365	329	189	100	486	10	115	44	291	37
<b>Base: All US adults who are not currently sugar babies</b>	959	404	303	167	85	451	9	103	45	317	35
Definitely would	3%	3%	5%	0%	2%	1%	-	7%	-	5%	3%
Probably would	8%	7%	9%	8%	8%	6%	-	11%	12%	10%	7%
Probably would not	17%	13%	18%	22%	20%	13%	10%	19%	22%	21%	18%
Definitely would not	59%	60%	57%	60%	62%	71%	55%	51%	61%	47%	53%
Don't know	12%	14%	10%	10%	8%	9%	35%	10%	3%	15%	20%
Prefer not to say	1%	2%	1%	-	-	0%	-	2%	2%	2%	-
Net: Would	11%	10%	14%	9%	10%	7%	-	18%	12%	15%	10%
Net: Would not	76%	73%	75%	82%	82%	83%	65%	70%	83%	68%	70%

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US\_nat Sample: 12th - 13th June 2017



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZYB\_q1. A sugar baby is a person who enters into a mutual beneficial agreement with another person based on sexual favors and/or companionship. Before taking this survey had you heard this term?

Unweighted base	1145	297	848	405	345	236	159
<b>Base: All US adults</b>	1127	287	839	424	325	217	161
Yes, and I know exactly what it meant	61%	62%	60%	59%	67%	64%	49%
Yes, but I didn't know what it meant	12%	15%	11%	13%	9%	13%	12%
No, I had not	24%	20%	25%	24%	22%	23%	30%
Don't know	4%	3%	4%	5%	2%	1%	9%

ZYB\_q2m. Are you or someone you know currently in this type of relationship (i.e., sugar baby, sugar mama, sugar daddy)? Please select all that apply.

Unweighted base	1145	297	848	405	345	236	159
<b>Base: All US adults</b>	1127	287	839	424	325	217	161
Yes, I am	4%	9%	3%	7%	2%	5%	1%
Yes, someone I know is	9%	12%	8%	9%	8%	11%	5%
No, I am not/do not	77%	72%	79%	74%	80%	79%	76%
Don't know	8%	6%	8%	8%	9%	5%	11%
Prefer not to say	2%	1%	3%	3%	1%	1%	6%

ZYB\_q3. To what extent would you ever consider entering into such an agreement?

Unweighted base	983	235	748	333	309	202	139
<b>Base: All US adults who are not currently sugar babies</b>	959	226	733	346	289	183	141
Definitely would	3%	3%	3%	4%	4%	2%	1%
Probably would	8%	7%	9%	10%	5%	10%	8%
Probably would not	17%	17%	17%	19%	16%	16%	16%
Definitely would not	59%	63%	58%	53%	64%	62%	62%
Don't know	12%	10%	12%	14%	11%	8%	13%
Prefer not to say	1%	-	1%	1%	0%	2%	1%
Net: Would	11%	10%	12%	14%	8%	12%	9%
Net: Would not	76%	80%	75%	71%	80%	78%	77%

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US\_nat Sample: 12th - 13th June 2017



Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

ZYB\_q1. A sugar baby is a person who enters into a mutual beneficial agreement with another person based on sexual favors and/or companionship. Before taking this survey had you heard this term?

Unweighted base	1145	896	427	312	310	86	303	105	336	1	200	18	24	13	144
<b>Base: All US adults</b>	1127	883	437	286	317	91	291	110	339	1	208	18	23	16	142
Yes, and I know exactly what it meant	61%	62%	65%	71%	67%	55%	64%	73%	64%	-	65%	66%	47%	57%	50%
Yes, but I didn't know what it meant	12%	12%	11%	9%	13%	18%	10%	9%	15%	100%	14%	18%	25%	8%	10%
No, I had not	24%	22%	21%	18%	16%	19%	23%	16%	17%	-	17%	16%	28%	22%	36%
Don't know	4%	4%	3%	2%	4%	7%	3%	3%	3%	-	4%	-	-	13%	4%

ZYB\_q2m. Are you or someone you know currently in this type of relationship (i.e., sugar baby, sugar mama, sugar daddy)? Please select all that apply.

Unweighted base	1145	896	427	312	310	86	303	105	336	1	200	18	24	13	144
<b>Base: All US adults</b>	1127	883	437	286	317	91	291	110	339	1	208	18	23	16	142
Yes, I am	4%	5%	7%	5%	9%	11%	4%	9%	7%	-	7%	33%	5%	-	-
Yes, someone I know is	9%	9%	10%	8%	15%	19%	9%	9%	13%	-	14%	27%	5%	-	3%
No, I am not/do not	77%	76%	73%	80%	66%	62%	79%	74%	71%	100%	70%	44%	81%	77%	88%
Don't know	8%	8%	8%	7%	10%	8%	7%	7%	7%	-	7%	-	5%	18%	6%
Prefer not to say	2%	2%	3%	1%	1%	2%	2%	2%	2%	-	2%	-	4%	6%	3%

ZYB\_q3. To what extent would you ever consider entering into such an agreement?

Unweighted base	983	760	350	271	240	61	261	84	267	1	156	9	21	12	135
<b>Base: All US adults who are not currently sugar babies</b>	959	742	356	247	241	64	250	89	267	1	160	8	19	15	133
Definitely would	3%	2%	3%	1%	2%	6%	5%	8%	4%	-	5%	-	6%	15%	3%
Probably would	8%	8%	11%	7%	12%	14%	7%	9%	9%	-	11%	-	9%	16%	5%
Probably would not	17%	18%	22%	21%	18%	12%	17%	34%	20%	-	24%	49%	14%	15%	9%
Definitely would not	59%	58%	51%	60%	54%	46%	59%	35%	54%	100%	49%	51%	63%	37%	70%
Don't know	12%	12%	12%	9%	15%	21%	11%	12%	12%	-	10%	-	4%	17%	12%
Prefer not to say	1%	1%	2%	0%	-	-	1%	1%	2%	-	1%	-	5%	-	-
Net: Would	11%	11%	14%	9%	14%	20%	12%	18%	13%	-	15%	-	15%	31%	8%
Net: Would not	76%	76%	73%	82%	71%	59%	75%	70%	74%	100%	73%	100%	77%	52%	80%

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US\_nat Sample: 12th - 13th June 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZYB\_q4. To what extent do you support or oppose "sugaring" being outlawed the way prostitution is?

Unweighted base	1145	523	622	316	380	449	241	225	408	271	818	101	142	84
<b>Base: All US adults</b>	1127	558	569	352	369	405	244	217	401	265	744	137	165	81
Support in all cases	14%	11%	18%	12%	12%	18%	13%	16%	16%	12%	15%	8%	17%	12%
Support in some cases	14%	17%	11%	18%	14%	11%	16%	11%	14%	15%	14%	8%	22%	11%
Oppose in some cases	14%	15%	13%	22%	10%	10%	17%	14%	13%	13%	14%	9%	15%	20%
Oppose in all cases	29%	34%	24%	22%	35%	30%	26%	30%	27%	35%	28%	40%	26%	27%
Don't know	29%	23%	34%	26%	29%	31%	29%	29%	30%	26%	29%	34%	21%	30%
Net: Support	28%	28%	29%	30%	26%	29%	29%	27%	31%	26%	29%	17%	38%	22%
Net: Oppose	43%	49%	37%	45%	45%	40%	42%	44%	39%	48%	42%	49%	41%	47%

ZYB\_q5. To what extent do you support or oppose reconsidering the outlawing of prostitution?

Unweighted base	1145	523	622	316	380	449	241	225	408	271	818	101	142	84
<b>Base: All US adults</b>	1127	558	569	352	369	405	244	217	401	265	744	137	165	81
Support in all cases	23%	21%	25%	20%	23%	25%	20%	28%	23%	22%	24%	18%	24%	21%
Support in some cases	21%	27%	15%	22%	18%	23%	24%	19%	18%	24%	24%	12%	17%	19%
Oppose in some cases	13%	15%	11%	18%	12%	9%	15%	13%	12%	11%	12%	16%	11%	16%
Oppose in all cases	22%	21%	23%	17%	25%	24%	23%	17%	24%	22%	20%	30%	26%	22%
Don't know	21%	17%	26%	23%	22%	19%	18%	22%	23%	21%	20%	24%	22%	22%
Net: Support	44%	48%	40%	42%	41%	48%	44%	47%	41%	46%	48%	30%	41%	40%
Net: Oppose	35%	36%	34%	35%	37%	33%	38%	30%	36%	34%	32%	46%	37%	38%

**YouGovNY**  
**BedTimeSugarBaby**

US\_nat Sample: 12th - 13th June 2017



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

ZYB\_q4. To what extent do you support or oppose "sugaring" being outlawed the way prostitution is?

Unweighted base	1145	426	385	216	118	557	15	133	50	349	41
<b>Base: All US adults</b>	1127	477	356	192	102	519	14	121	52	382	38
Support in all cases	14%	16%	15%	11%	11%	17%	35%	14%	20%	10%	10%
Support in some cases	14%	15%	13%	16%	11%	13%	21%	16%	12%	14%	19%
Oppose in some cases	14%	12%	14%	15%	18%	15%	7%	14%	2%	15%	10%
Oppose in all cases	29%	25%	30%	34%	33%	27%	11%	21%	45%	32%	31%
Don't know	29%	32%	28%	23%	26%	28%	25%	36%	21%	29%	30%
Net: Support	28%	31%	28%	27%	22%	30%	56%	29%	32%	24%	29%
Net: Oppose	43%	37%	44%	50%	52%	42%	19%	35%	47%	48%	41%

ZYB\_q5. To what extent do you support or oppose reconsidering the outlawing of prostitution?

Unweighted base	1145	426	385	216	118	557	15	133	50	349	41
<b>Base: All US adults</b>	1127	477	356	192	102	519	14	121	52	382	38
Support in all cases	23%	20%	25%	27%	20%	23%	21%	27%	25%	20%	29%
Support in some cases	21%	19%	21%	21%	32%	20%	23%	22%	22%	22%	19%
Oppose in some cases	13%	14%	13%	12%	8%	13%	22%	15%	4%	13%	16%
Oppose in all cases	22%	22%	23%	24%	20%	23%	23%	15%	35%	22%	18%
Don't know	21%	26%	18%	16%	19%	21%	11%	21%	14%	24%	17%
Net: Support	44%	39%	46%	48%	52%	44%	45%	49%	48%	41%	49%
Net: Oppose	35%	35%	36%	36%	28%	36%	45%	30%	39%	35%	34%

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**BedTimeSugarBaby**

US\_nat Sample: 12th - 13th June 2017



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZYB\_q4. To what extent do you support or oppose "sugaring" being outlawed the way prostitution is?

Unweighted base	1145	297	848	405	345	236	159
<b>Base: All US adults</b>	1127	287	839	424	325	217	161
Support in all cases	14%	18%	13%	17%	13%	13%	11%
Support in some cases	14%	18%	13%	14%	16%	16%	10%
Oppose in some cases	14%	14%	14%	12%	14%	18%	13%
Oppose in all cases	29%	27%	29%	26%	34%	31%	24%
Don't know	29%	23%	31%	31%	24%	22%	42%
Net: Support	28%	36%	26%	31%	28%	29%	21%
Net: Oppose	43%	41%	44%	39%	48%	49%	36%

ZYB\_q5. To what extent do you support or oppose reconsidering the outlawing of prostitution?

Unweighted base	1145	297	848	405	345	236	159
<b>Base: All US adults</b>	1127	287	839	424	325	217	161
Support in all cases	23%	21%	23%	23%	25%	22%	19%
Support in some cases	21%	22%	21%	20%	18%	30%	19%
Oppose in some cases	13%	16%	12%	13%	14%	12%	11%
Oppose in all cases	22%	23%	22%	23%	24%	19%	20%
Don't know	21%	18%	22%	21%	19%	17%	32%
Net: Support	44%	43%	44%	43%	43%	53%	38%
Net: Oppose	35%	39%	34%	36%	38%	31%	31%

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US\_nat Sample: 12th - 13th June 2017



Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

ZYB\_q4. To what extent do you support or oppose "sugaring" being outlawed the way prostitution is?

Unweighted base	1145	896	427	312	310	86	303	105	336	1	200	18	24	13	144
<b>Base: All US adults</b>	1127	883	437	286	317	91	291	110	339	1	208	18	23	16	142
Support in all cases	14%	14%	13%	11%	11%	12%	13%	8%	13%	-	12%	38%	18%	14%	20%
Support in some cases	14%	14%	14%	15%	17%	24%	15%	13%	18%	-	24%	16%	8%	2%	12%
Oppose in some cases	14%	15%	16%	16%	14%	13%	12%	25%	16%	-	19%	5%	13%	6%	9%
Oppose in all cases	29%	28%	32%	33%	31%	21%	28%	35%	28%	-	23%	18%	29%	47%	34%
Don't know	29%	29%	25%	26%	27%	30%	32%	19%	27%	100%	22%	24%	32%	31%	26%
Net: Support	28%	28%	27%	26%	28%	36%	29%	21%	30%	-	36%	54%	25%	16%	31%
Net: Oppose	43%	43%	48%	48%	45%	34%	39%	60%	43%	-	42%	23%	43%	53%	42%

ZYB\_q5. To what extent do you support or oppose reconsidering the outlawing of prostitution?

Unweighted base	1145	896	427	312	310	86	303	105	336	1	200	18	24	13	144
<b>Base: All US adults</b>	1127	883	437	286	317	91	291	110	339	1	208	18	23	16	142
Support in all cases	23%	22%	20%	21%	22%	22%	23%	19%	21%	-	20%	31%	29%	18%	28%
Support in some cases	21%	22%	22%	22%	22%	18%	20%	24%	21%	-	23%	13%	28%	-	14%
Oppose in some cases	13%	13%	14%	11%	14%	14%	10%	13%	14%	100%	21%	19%	10%	14%	15%
Oppose in all cases	22%	22%	25%	27%	22%	26%	26%	25%	20%	-	16%	28%	16%	22%	21%
Don't know	21%	21%	19%	19%	19%	20%	21%	20%	24%	-	19%	10%	17%	47%	23%
Net: Support	44%	44%	43%	43%	45%	40%	43%	42%	41%	-	43%	43%	57%	18%	42%
Net: Oppose	35%	35%	38%	38%	36%	40%	35%	38%	34%	100%	38%	47%	26%	35%	35%



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US\_nat Sample: 12th - 13th June 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

**ZYB\_q6. How many hours of free time do you have on a typical weekday (i.e., Monday to Friday)?**

Unweighted base	1145	523	622	316	380	449	241	225	408	271	818	101	142	84
<b>Base: All US adults</b>	1127	558	569	352	369	405	244	217	401	265	744	137	165	81
None	3%	4%	3%	3%	4%	3%	5%	0%	3%	4%	3%	1%	7%	2%
Up to one hour	7%	6%	8%	5%	10%	7%	5%	10%	7%	7%	7%	7%	12%	2%
More than one hour up to two hours	15%	17%	14%	18%	16%	11%	18%	11%	14%	19%	16%	10%	13%	23%
More than two hours up to three hours	18%	20%	17%	19%	20%	16%	18%	17%	20%	18%	19%	19%	13%	24%
More than three hours up to four hours	13%	11%	14%	13%	11%	14%	13%	15%	13%	10%	14%	12%	9%	13%
More than four hours up to five hours	8%	6%	10%	8%	8%	8%	9%	8%	9%	7%	8%	9%	9%	8%
More than five hours	29%	31%	26%	23%	25%	37%	26%	31%	28%	31%	29%	30%	31%	19%
Don't know	7%	5%	9%	10%	5%	4%	7%	7%	7%	6%	5%	13%	6%	10%

**ZYB\_q7. And how many hours of free time do you have on a typical weekend day (i.e., Saturday and Sunday)?**

Unweighted base	1145	523	622	316	380	449	241	225	408	271	818	101	142	84
<b>Base: All US adults</b>	1127	558	569	352	369	405	244	217	401	265	744	137	165	81
None	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	0%	2%	-
Up to one hour	4%	4%	4%	6%	4%	1%	4%	4%	5%	2%	3%	3%	6%	4%
More than one hour up to two hours	8%	9%	7%	11%	9%	5%	8%	7%	8%	10%	8%	4%	9%	10%
More than two hours up to three hours	13%	14%	11%	13%	15%	10%	12%	13%	12%	13%	13%	18%	10%	8%
More than three hours up to four hours	10%	9%	11%	9%	12%	9%	9%	11%	10%	10%	10%	13%	6%	12%
More than four hours up to five hours	12%	12%	12%	10%	13%	13%	14%	9%	12%	13%	13%	9%	9%	19%
More than five hours	45%	46%	45%	41%	39%	55%	42%	50%	45%	44%	46%	42%	51%	36%
Don't know	6%	4%	8%	9%	6%	4%	7%	5%	6%	7%	5%	11%	7%	11%

**ZYB\_q9. What time do you go to bed on a typical weekday (i.e., Monday to Friday)?**

Unweighted base	1145	523	622	316	380	449	241	225	408	271	818	101	142	84
<b>Base: All US adults</b>	1127	558	569	352	369	405	244	217	401	265	744	137	165	81
Between 6pm and 6:59pm	1%	2%	0%	2%	0%	1%	1%	1%	1%	2%	1%	-	2%	3%
Between 7pm and 7:59pm	1%	1%	1%	2%	1%	2%	1%	2%	1%	2%	2%	1%	0%	2%
Between 8pm and 9:59pm	14%	15%	14%	10%	14%	18%	13%	15%	14%	16%	16%	16%	10%	10%
Between 10pm and 10:59pm	24%	23%	26%	21%	26%	26%	27%	23%	23%	26%	25%	22%	22%	25%
Between 11pm and 11:59pm	24%	22%	27%	22%	23%	27%	25%	26%	24%	23%	24%	25%	23%	28%
Between 12am and 12:59am	13%	15%	11%	12%	16%	11%	11%	13%	17%	8%	13%	15%	15%	8%
Between 1am and 1:59am	6%	6%	6%	9%	5%	5%	7%	5%	7%	6%	6%	6%	8%	8%
Between 2am and 2:59am	3%	4%	2%	4%	2%	3%	4%	2%	4%	2%	4%	-	4%	-
Between 3am and 3:59am	2%	3%	1%	3%	2%	2%	3%	1%	2%	4%	2%	3%	3%	3%
Between 4am and 4:59am	2%	2%	2%	3%	2%	1%	0%	3%	2%	2%	1%	-	6%	1%
Other	1%	1%	1%	1%	2%	0%	1%	1%	0%	1%	1%	1%	1%	1%
Not applicable – I do not go bed at any particular time on weekdays	7%	6%	8%	9%	7%	5%	7%	9%	5%	8%	6%	11%	6%	9%

**ZYB\_q10. And what time do you go to bed on a typical weekend day (i.e., Saturday and Sunday)?**

Unweighted base	1145	523	622	316	380	449	241	225	408	271	818	101	142	84
<b>Base: All US adults</b>	1127	558	569	352	369	405	244	217	401	265	744	137	165	81
Between 6pm and 6:59pm	1%	1%	0%	1%	0%	0%	1%	1%	0%	1%	1%	-	1%	2%
Between 7pm and 7:59pm	1%	2%	1%	3%	1%	0%	2%	1%	1%	1%	1%	-	1%	6%
Between 8pm and 9:59pm	9%	11%	8%	7%	8%	13%	8%	10%	8%	13%	10%	7%	9%	5%
Between 10pm and 10:59pm	18%	17%	19%	12%	19%	23%	19%	16%	16%	21%	20%	15%	12%	16%
Between 11pm and 11:59pm	23%	20%	26%	17%	24%	27%	22%	20%	25%	23%	24%	27%	18%	22%
Between 12am and 12:59am	16%	18%	15%	15%	19%	15%	17%	17%	19%	11%	16%	17%	18%	13%
Between 1am and 1:59am	10%	8%	11%	12%	10%	8%	11%	12%	8%	7%	10%	5%	12%	11%
Between 2am and 2:59am	7%	7%	6%	13%	4%	4%	6%	6%	8%	6%	6%	8%	10%	5%
Between 3am and 3:59am	3%	4%	2%	3%	3%	2%	4%	3%	3%	3%	3%	1%	6%	1%
Between 4am and 4:59am	3%	3%	2%	4%	3%	2%	2%	3%	3%	2%	2%	3%	6%	5%
Other	0%	0%	1%	0%	1%	1%	1%	1%	0%	0%	0%	-	1%	-