

Sleep in America® Poll 2018

Sleep & Effectiveness are Linked, but Few Plan Their Sleep

A majority of American adults (65%) think sleep contributes to next day effectiveness. Great sleepers realize the benefit, yet only 10% of people prioritize it over other aspects of daily living.

A new Sleep in America® poll by the National Sleep Foundation finds that individuals with the healthiest sleep habits are far more likely than poor sleepers to rate themselves as effective at getting things done. And the public largely recognizes the link: About two-thirds also say that getting enough sleep makes them a more effective person.

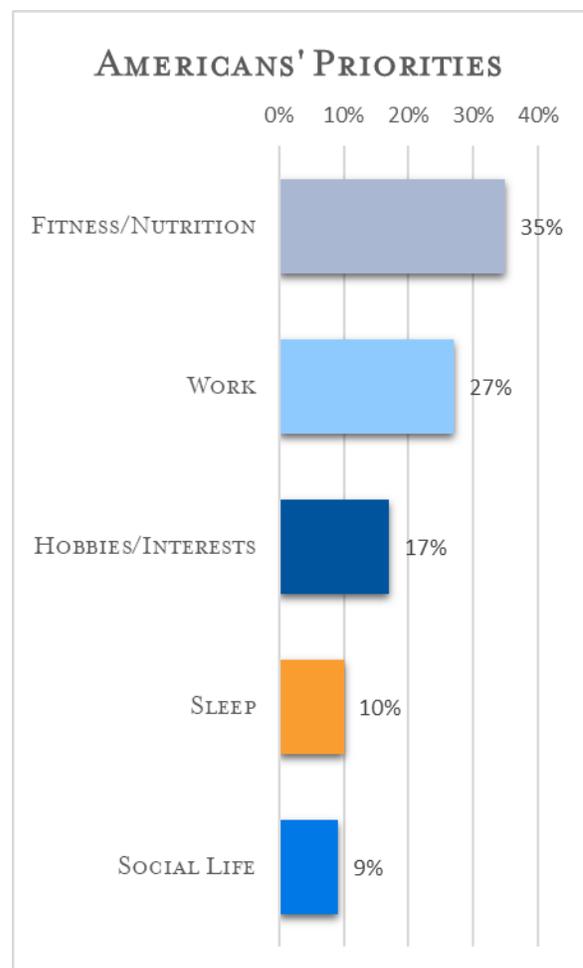
Yet many don't take advantage of the connection between sleep and personal effectiveness. Only one in 10, for example, calls sleep their top priority compared with other items – below physical fitness, work and hobbies, and essentially the same as socializing.

Most Americans, moreover, don't take into account how much sleep they'll need when planning for the next day.

Marking Sleep Awareness Week, March 11-17, the Sleep in America study is an annual exploration of attitudes on sleep and sleep-related topics. It was conducted this year in conjunction with the Foundation's Sleep Health Index, a quarterly survey that summarizes measures of sleep quality, sleep duration and disordered sleep.

The index stands at 76 on its 0-100 scale, matching its average the past two years. That reflects relatively strong scores on sleep duration and disordered sleep, but middling levels of sleep quality. (See separate report.)

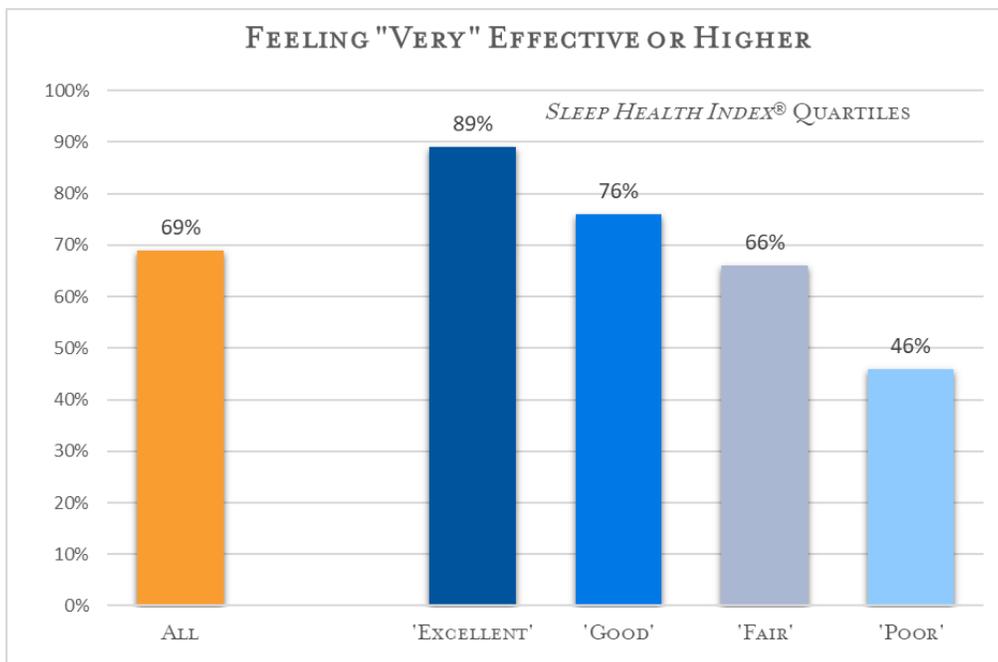
Previous National Sleep Foundation studies have shown that sleep health is strongly connected with overall health, stress and life satisfaction. This survey adds personal effectiveness to the list.



Personal Effectiveness

Thirty-five percent of Americans identify themselves as extremely or highly effective in terms of getting things done each day; add in those who say they're "very" effective and this rises to 69 percent. Among groups, self-assessments of effectiveness are higher among the wealthiest adults vs. the least well-off (by 19 points), higher among men than women (by 8 points) and higher among parents vs. non-parents (by 7 points).

But a bigger difference is in sleep health. For the purposes of this report, the public was divided into four equally sized sleep health groups, ranging from the worst sleepers (with an average Sleep Health Index® score of 53) to the best (with an average score of 94). Among those in the top quarter of sleepers, 89 percent rate themselves as extremely, highly or very effective when it comes to getting things done each day. That declines in each group, to just 46 percent of the worst sleepers.



Further, the average Sleep Health Index score among those who feel very (or more) effective is 80, compared with just 68 among those who feel less effective.

Sleep health, indeed, is a strong independent predictor of feeling that you're a more effective person, holding demographic factors constant in a statistical analysis. (Among other independent factors that emerge, feeling effective is lower among older people, singles and the unemployed and higher among those with higher incomes.)

Americans are aware of this relationship: Sixty-five percent say they're more effective when they get enough sleep, with 52 percent feeling that way strongly. Only 21 percent strongly feel that they're equally effective whether they get enough sleep or not.

In terms of groups, those in the top income bracket and with college degrees are more likely to say sleep makes them more effective, compared with low income and education categories.

Sleep as a Priority

Despite its importance, sleep is not top of mind for most people in prioritizing their personal activities. As noted, asked which of five items is most important to them, 10 percent pick sleep, compared with 35 percent for physical fitness and nutrition, 27 percent who select their work and 17 percent who cite hobbies and personal interests. Nine percent pick their social life.

People who struggle the most with sleep are likeliest to name it as their key concern; 19 percent in the lowest quartile for sleep health call it most important to them, compared with 7 percent of others. The average Sleep Health Index score among those picking sleep as their chief concern is significantly lower than it is among all others, 68 vs. 77.

Other gaps are fairly muted. Thirteen percent of women pick sleep as most important, compared with 7 percent of men; and it's 12 percent among those 40 and older, vs. 6 percent of those younger than 40. In all cases, sleep trails other concerns.

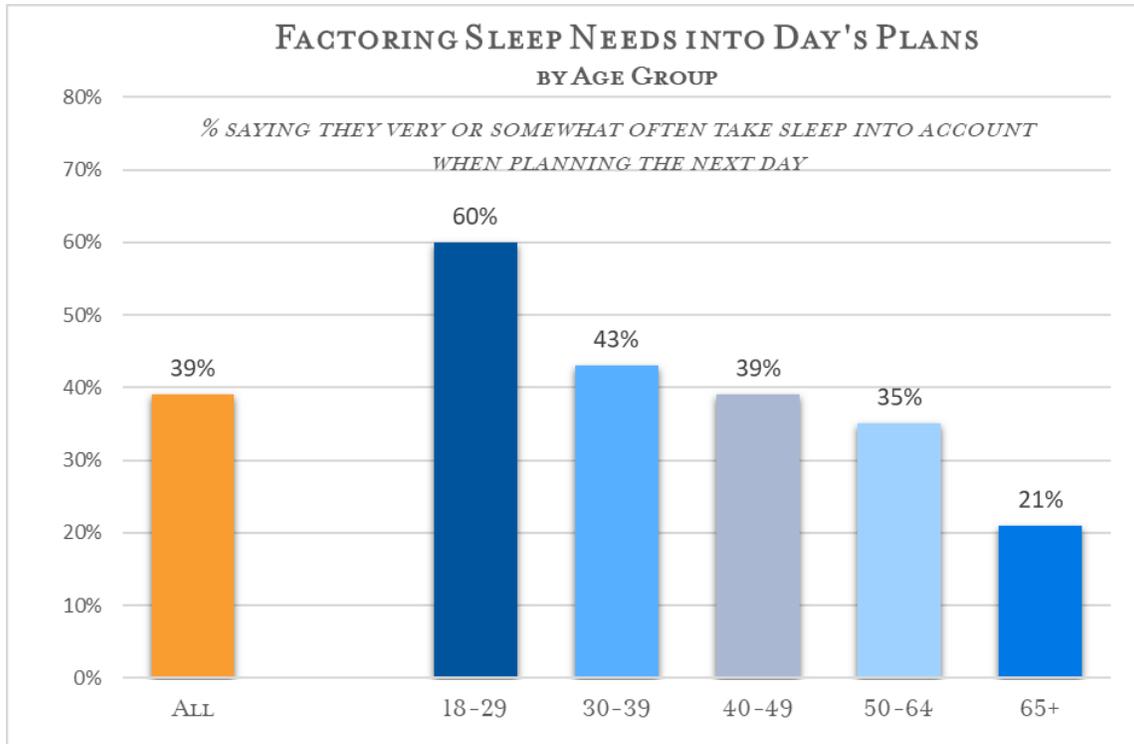
There are group differences among the other priorities as well. Concern with fitness and nutrition peaks among seniors (58 percent) and those with diagnosed sleep disorders (44 percent). Three groups are most apt to prioritize work: Hispanics (44 percent), younger adults (38 percent) and men (33 percent). And young people and singles are more focused on their social life.

The top two priorities among those tested, fitness/nutrition and work, generally have positive impacts on sleep health, as noted in previous Sleep Health Index studies. Being healthy and being employed are associated with better sleep overall.

Planning Your Z's

Sleep lags in planning as well as priority. An overwhelming 90 percent of Americans say their day starts when they get up, rather than with their sleep the night before. And when planning their day, 60 percent generally don't take into account how much sleep they'll need the night before. Just 20 percent do this very often; an additional 20 percent, "somewhat" often.

This result is highly related to age. Sixty percent of young adults (age 18-29) often take sleep into account when planning their day, vs. just 21 percent of seniors, with those in the middle falling between. A possible factor is that young adults tend to have more variable sleep schedules to begin with; on average, they spend nearly two hours more in bed on weekends than on weekdays, compared with just over an hour among those 30 and older.



Planning for sleep, like prioritizing it, is linked to sleep challenges. Forty-six percent of poorer sleepers (based on Sleep Health Index scores) often plan for their sleep, compared to 33 percent of better sleepers. Again, these results stand up to statistical analysis: Controlling for demographics, sleep health independently predicts taking sleep into account when planning the next day.

METHODOLOGY – This survey for the National Sleep Foundation was conducted among a random national sample of 1,010 adults via landline and cell phone interviews Jan. 17-21, 2018. Results have a margin of sampling error of 3.6 points for the full sample. The survey was produced for the National Sleep Foundation by Langer Research Associates of New York, N.Y., with sampling, data collection and tabulation by SSRS of Glen Mills, Pa.

Full results follow. * = <0.5%

2-15 released separately.

1. Of the five items I name, please say which is most important to you personally:

	1/21/18
Your physical fitness and nutrition	35
Your work or occupation	27
Your social life	9
Your sleep	10
Your hobbies and personal interests	17
No opinion	2

16. Would you say that your day starts (when you get up) or that your day starts (with your sleep the night before you get up)?

	----- When you get up -----				----- Night before -----				No opinion
	NET	Strongly	Somewhat	No Opinion	NET	Somewhat	Strongly	No opinion	
1/21/18	90	61	27	2	8	3	4	-	2

17. In planning for the next day, how often do you take into account how much sleep you'll need the night before? Do you do this very often, somewhat often, not so often, or rarely?

	---- More often ----			---- Less often ----			No opinion
	NET	Very	Somewhat	NET	Not so	Rarely	
1/21/18	39	20	20	60	19	41	1

18. How effective do you feel in terms of getting things done each day - would you say you are extremely effective at accomplishing things, highly effective, very effective, somewhat effective, or not so effective?

	---- More effective ----			Very effective	---- Less effective ---			No opinion
	NET	Extremely	Highly		NET	Somewhat	Not so	
1/21/18	35	10	25	34	30	22	8	1

19. Do you feel that getting enough sleep makes you a more effective person, or do you feel that you can be equally effective whether or not you get enough sleep?

	----- More effective -----				----- Equally effective -----				No opinion
	NET	Strongly	Somewhat	No Opinion	NET	Somewhat	Strongly	No opinion	
1/21/18	65	52	13	*	32	11	21	*	3

*** END ***