

# Sleepy Connected Americans

2011 *Sleep in America*® Poll



|  | Generation Z'ers<br>(Age 13-18)   | Generation Y'ers<br>(Age 19-29)   | Generation X'ers<br>(Age 30-45)  | Baby Boomers<br>(Age 46-64)  |
|--|---|---|--|--|
| <b>Sleep Patterns</b>                                  |   |   |  |  |
| Avg Weekday Wake Time                                  | 6:17 AM   | 6:58 AM   | 5:59 AM  | 5:57 AM  |
| Avg Weeknight Bed Time                                 | 11:02 PM  | 11:58 PM  | 11:12 PM   | 10:58 PM   |
| Avg Weeknight Hours Slept                              | 7h 26m  | 7h 1m   | 6h 48m   | 6h 49m   |
| <b>Results of Sleep</b>                                |   |   |  |  |
| Rarely/Never Get a Good Night's Sleep on Weekdays      | 46%   | 51%   | 43%  | 38%  |
| Coping on Weekdays                                     | Napping (53%)<br>Caffeine (3.1 avg)   | Napping (52%)<br>Caffeine (2.7 avg)   | Napping (38%)<br>Caffeine (3.5 avg)  | Napping (41%)<br>Caffeine (3.0 avg)  |
| Sleepy (ESS*)  | 22%   | 16%   | 11%  | 9%   |
| <b>Technology</b>                                      |   |   |  |  |
| Technologies Used in Hour Before Trying to Go to Sleep | Cell phone (72%)<br>Electronic music device (64%)<br>Computer or laptop (60%)<br>Television (54%)<br>Video game console (23%) | Cell phone (67%)<br>Computer or laptop (60%)<br>Television (59%)<br>Electronic music device (43%)<br>Video game console (18%) | Television (61%)<br>Printed book or magazine (52%)<br>Cell phone (36%)<br>Computer or laptop (29%) | Television (62%)<br>Printed book or magazine (46%)<br>Computer or laptop (22%) |

\*ESS=Epworth Sleepiness Scale

For more information about the 2011 Sleep in America poll visit [www.sleepfoundation.org](http://www.sleepfoundation.org)