

**CANADIAN PRESS / LEGER MARKETING**

## **Canadians and Sleep**

### **Report**



## 1.0 Study Report

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- Close to one Canadian out of ten takes sleeping pills.

Question: *Do you ever use any of the following to help you sleep?*

n=1519	
... read in bed	30.2%
... watch television in bed	20.2%
... listen to music in bed	14.4%
... <b>take a sleeping prescribed by a doctor</b>	<b>6.7%</b>
... meditate	5.2%
... take a bit of alcohol	4.2%
... <b>take a sleeping pill available without a prescription</b>	<b>2.6%</b>
None of the above	38.3%
Don't know / Refusal	0.5%

- Close to one-quarter of Canadians do not enjoy a good night's sleep.

Question: *Do you normally have a good night's sleep?*

n=1519	YES	NO	Refusal
Canada	77.0%	22.7%	0.3%

- Disturbed sleep for close to two Canadians out of ten.

Question: *Do you OFTEN, SOMETIMES, RARELY or NEVER have nightmares that disturb your sleep?*

n=1519	OFTEN	SOMETIMES	RARELY	NEVER	Don't know / Refusal
Canada	3.6%	14.7%	38.7%	42.4%	0.5%

- On average, Canadians sleep 7:48 hours per day during the week and 8:18 hours per day on the weekend.

Question: *On average, how many hours do you sleep per day ...?*

n=1519	5 hours or less	6 hours	7 hours	8 hours	9 hours	10 hours or more	Never the same number of hours	Don't know/Refusal
<i>... during the week</i>	7.8%	14.8%	27.0%	35.0%	6.5%	4.0%	4.0%	1.0%
<i>...on the weekend</i>	5.8%	7.9%	16.5%	33.9%	17.0%	12.0%	4.8%	2.1%

- On average, Canadians go to bed at around 11:00 p.m. and get up shortly before 7:00 a.m. on weekdays.

Question: *During the WEEK, at which time do you normally...?*

n=1440	<i>... go to bed ...</i>	<i>... get up ...</i>
Canada	11:00 p.m.	6:48 a.m.

Question: *During the WEEKEND, at which time do you normally...?*

n=1440	<i>... go to bed ...</i>	<i>... get up ...</i>
Canada	11:54 p.m.	8:12 a.m.

Note: *These results exclude those who sleep during the day.*

## 2.0 Results

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### 2.1 Close to one Canadian Out of Ten Takes Sleeping Pills.

To help them fall asleep, 9.3% of Canadians take sleeping pills. 6.7% of them use medication prescribed by a doctor and 2.6% take over-the-counter medication.

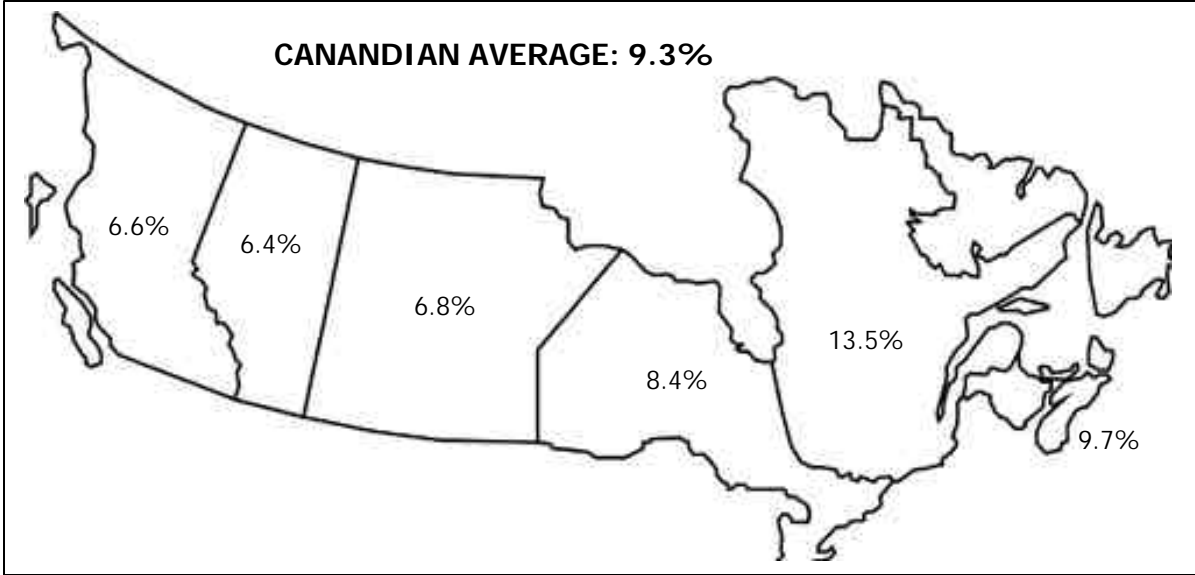
Moreover, to induce sleep, reading in bed is popular among 30.2% of Canadians, 20.2% watch television in bed, 14.4% listen to music in bed while 5.2% meditate and 4.2% take alcohol.

We also noted that 38.3% of Canadians use none of these methods to get to sleep. This is mostly the case for 45.6% of men versus 31.5% of women.

Question: Do you ever use any of the following to help you sleep...?

n=1519	Men	Women	Total
... read in bed	22.3%	37.7%	30.2%
... watch television in bed	19.5%	20.8%	20.2%
... listen to music in bed	13.6%	15.0%	14.4%
<b>... take a sleeping pill prescribed by a doctor</b>	<b>5.0%</b>	<b>8.2%</b>	<b>6.7%</b>
... meditate	3.7%	6.6%	5.2%
... take a bit of alcohol	5.8%	2.6%	4.2%
<b>... take a sleeping pill available without a prescription</b>	<b>2.3%</b>	<b>2.8%</b>	<b>2.6%</b>
None of the above	45.6%	31.5%	38.3%
Don't know / Refusal	0.3%	0.7%	0.5%

**Percentage of Canadians who take sleeping pills (with or without a prescription) to help them sleep**



## 2.2 Close to One-Quarter of Canadians Do Not Enjoy a Good Night's Sleep

22.7% of the population in Canada does not enjoy a good night's sleep while 77.0% mentioned that they sleep well.

82.0% of men mentioned sleeping well while 72.4% of women held this view. 81.5% of Francophones, 80.7% of Quebeckers and 81.5% of Canadians aged 25-24 and 81.2% of professionals can be counted among those who have the best night's sleep. Conversely, 27.2% of women, 24.5% of Anglophones, 15.1% of Ontarians, 31.8% of homemakers, 38.4% of the unemployed and 34.2% of those with lower levels of schooling do not sleep well.

Question: *Do you normally have a good night's sleep?*

n=1519	YES	NO	Refusal
Men	82.0%	17.8%	0.1%
Women	72.4%	27.2%	0.5%
Canada	77.0%	22.7%	0.3%

## 2.3 Nightmares Disturb the Sleep of Close to Two Canadians out of Ten

18.3% of Canadians mentioned that their sleep is disturbed by nightmares. 3.6% often have sleep-disturbing nightmares and 14.7% occasionally have them. However, 38.7% said that they rarely had nightmares while 42.4% never have them.

22.5% of women, 21.6% of Francophones, 29.7% of Canadians in the lower income brackets and 32.7% of those with lower levels of schooling are more likely to have nightmares disrupt their sleep.

Question: *Do you OFTEN, SOMETIMES, RARELY or NEVER have nightmares that disturb your sleep?*

n=1519	Often	Sometimes	Rarely	Never	Don't know / Refusal
Men	2.1%	11.8%	36.4%	49.5%	0.2%
Women	5.1%	17.4%	41.0%	35.7%	0.9%
Household income					
less than \$20,000	6.2%	23.5%	28.2%	42.1%	0.0%
\$20,000 to \$39,999	4.4%	15.6%	45.5%	34.5%	0.0%
\$40,000 to \$59,999	4.0%	12.1%	38.6%	44.8%	0.5%
\$60,000 and over	1.9%	14.9%	39.5%	43.7%	0.0%
Canada	3.6%	14.7%	38.7%	42.4%	0.5%

## 2.4 On Average, Canadians Sleep 7:48 Hours Per Day During the Week and 8:18 Hours on the Weekend

On average, Canadians mentioned sleeping 7:48 hours per day during the week and 8:18 hours per day during the weekend.

However, if we include both hours of sleep during both night and day, we find that Canadians sleep 7:18 hours per day during the week and 8:00 on weekends.

During the week, 35.0% said they sleep 8 hours per day, 27.0% mentioned sleeping 7 hours per day, 14.8% sleep 6 hours per day, 7.8% sleep 5 hours or less per day, 6.5% sleep 9 hours per day and 4.0% sleep 10 hours per day. 4.0% never sleep the same number of hours each day.

On weekends, 33.9% sleep 8 hours per day, 17.0% sleep 9 hours per day, 16.5% sleep 7 hours per day, 12.0% sleep 10 hours or more per day, 7.9% sleep 6 hours per day and 5.8% sleep 5 hours or less per day while 4.8% never sleep the same number of hours per day.

We note that 13.1% of those in the lower income brackets sleep 5 hours or less per day during the week and 11.1% sleep 5 hours or less per day on weekends. We also note that 39.1% of students sleep 10 hours per day or more during the weekend while only 12.0% of the population sleeps that number of hours on weekends.

Question: *On average, how many hours do you sleep per day during the week...during the weekend?*

n=1519	Average number of hours of sleep per day <b>during the week</b>	Average number of hours of sleep per day <b>on the weekend</b>
Atlantic provinces	7:36	7:54
Quebec	8:00	8:24
Ontario	7:24	8:12
Alberta	7:30	8:18
Prairies	8:00	8:36
British Columbia	7:48	8:12
Canada	7:48	8:18

## 2.5 On Average, Canadians Go to Bed at 11:00 p.m. and Rise at 6:48 a.m.

During the week, 74.2% of Canadians go to bed between 10:00 p.m. and midnight and 84.0% wake up between 5:00 a.m. and 8:00 a.m.

In fact, 23.2% go to bed at 10:00 p.m. 35.0% go to bed at 11:00 p.m. and 16.0% turn in at midnight while 10.3% rise at 5:00 a.m., 27.4% wake up at 6:00 a.m. 30.6% wake up at 7:00 a.m. and 15.7% get up at 8:00 a.m.

Question: *During the WEEK, at which time do you normally GET UP?*

n=1519	5:00 a.m.	6:00 a.m.	7:00 a.m.	8:00 a.m.
In the labour force: yes	13.9%	33.8%	27.9%	10.2%
In the labour force: no	4.1%	16.5%	35.7%	24.6%
18 – 24 years old	3.6%	16.8%	27.0%	19.9%
25 – 34 years old	9.3%	27.4%	28.6%	13.4%
35 – 44 years old	12.9%	35.3%	30.4%	9.0%
45 – 54 years old	13.4%	34.5%	30.9%	13.0%
55 – 64 years old	11.6%	26.1%	32.4%	17.3%
65 years old and over	7.4%	15.3%	34.2%	29.1%
Canada	10.3%	27.4%	30.6%	15.7%

During the weekend, the majority of Canadians go to bed at an average time of 11:54 p.m. and wake up at 8:12 a.m.

We note that 57.3% of those 18-24 years old and 58.2% of students go to bed between 1:00 a.m. and 5:00 a.m. on weekends and that 52.7% of those 18-24 and 61.7% of students rise between 10:00 a.m. and noon.

Let us mention that 5.2% of the population does not sleep at night, either during the week or on weekends.

### 3.0 Methodology

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This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1519 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal call centre between January 8 and January 13, 2002. Up to ten recalls were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1519 respondents is of  $\pm 2.6\%$ , 19 times out of 20.