SLEEP QUALITY STUDY

Field November 16-17, 2020
N=183 completes

This research is not just another COVID-19 survey. This study was conducted using immersive mobile messaging-based conversational exercises that capture robust quant data and emotive qual inputs in real-time from our mobile COVID-19 community members in one seamless experience.

- Most people are currently feeling **stressed/worried/anxious** or relaxed, in general.
- Most believe that they **get 6-8 hours of sleep per night**. A handful mention getting less than 5 hours of sleep, and a few mention more than 9 hours, but this is less common.
- Just over half (57%) say that they are getting **the same amount of sleep now compared to before COVID**
- Interestingly, almost 1/3 claim to be getting less sleep now than before COVID.
    - **LESS SLEEP**: Stress is the top reason why people think they are getting less sleep now than before COVID. People have too much on their minds, and it is affecting the amount and quality of sleep that they are getting. Source of stress range from personal issues (upcoming surgery, pregnancy, politics, work, loneliness, school schedule etc.)

"Right now, my husband is due with knee surgery #4 so there's a lot to take care of. Especially the house. We needed to fly in help for the kids so to get everything ready and a little stocked up too because it'll be snowing… has kept me up at all hours."
"I really wish I knew. Stress about not being as productive, perhaps, or the feeling of being sequestered and not being able to travel or do many things that I enjoy. "
"Never got back into regular pattern since my dad died last fall, he was in hospice. This COVID stuff has been eating at me. 65 cases in my county since Friday "
"I am working sometimes double or triple. I think I am exhausted, but not sleeping well because I am overtired."
"Because we have bills due and no money to pay for them and it keep me up knowing we're struggling right now"
"I feel like I have a little bit more to think about when I lay my head on my pillow"
"Just too much stress about my job. I'm on furlough and the governments jokes [around] on us"
"I can't fall asleep sometimes. Sometimes I wake up and can't go back to sleep."
"I've had a change in routine that disrupted my circadian rhythm."
"My sleep schedule is thrown-off with all of my online classes. "
"I have a harder time falling asleep at night because of anxiety"
"The stress of COVID and the election are too much all together"

- **MORE SLEEP**: Most attribute this to a change in schedule/routine (working from home/no commute, break from work, fewer activities) or a reduction in stress levels. For others, sleep is a way to escape stress and boredom, associated with COVID-19 isolation.

"Because I would wake up earlier for school before the pandemic started but now since I stay home, I can sleep in a little more."
"I have fewer activities (sports, homework, etc.) and I have made making good habits a priority lately"
"I had to take some time off from work, so I have been able to sleep in and not get up super early "
"Because now I have nothing to do just stay home so I get bored and sleep"
"Because I don't have to get up early to take my children to school "
"I'm staying home more so I can go to bed earlier or get up later."
"Because I don't have to travel to school, so I sleep in."
"Because all my pre COVID activities are on hold"
"Sleep is an escape from the worlds craziness"

- On **weekdays**, almost everyone is going to bed after 9pm, with **a 10pm-midnight bedtime being the most common**.
  - 9-10pm (19%)
  - 10-11pm (26%)
  - 11pm-midnight (22%)
  - After midnight (27%)
- As expected, on **weekends**, people **go to bed a little later**, usually after 10pm. Most are heading to bed after 10pm.
  - 10-11pm (21%)
  - 11pm – midnight (25%)
  - After midnight (34%)

- When it comes to quality of sleep, people tend to fall into 3 groups:
  ### OVERACTIVE BRAIN/ANXIETY (19%)

  - Many feel that their sleep is unpredictable/random due to their stress levels. There are mentions of COVID, Donald Trump, the holidays etc. – all making it difficult to fall asleep and difficult to have restful sleep once in that state.
  - Others mention having a lot of dreams, which interrupt peaceful sleep and leave them feeling unrested.

"My dreams these days are often filled with themes that are frustrating, anxiety provoking, or scary. I wake up with anxiety attacks sometimes."
"My brain is always thinking of how to do things differently, or what I have to do coming up, or worrying about the rising case"
"Feels like I can't fully shut my brain down. While I sleep, I think about COVID, Trump, what I need to do, family concerns…. it's just a restless sleep and don't feel rested in the morning"
"The quality of sleep I get depends on my stress level when my head hits the pillow. So, it's kind of like a maze. If I turn one way, it might be good and another way it might be bad. A lot also depends on what I watch on television before I go to bed. I find that that impacts my dreams."
"It represents that my dream life is very active lately."
"I have a number of dreams each night and it feels like I'm running a maze to solve a problem in most of them."
"I feel like I am in a maze and cannot escape. I have a lot to worry about, so it affects the quality of my sleep"

  ### UPS AND DOWNS (18%)

- Many feel that their sleep is inconsistent – there are differences (night to night) in number of hours, location and quality. Others feel their sleep is directly impacted by their stress/worries, which differ day to day.
- For others, while the way they all asleep is consistent, the quality of sleep during the night varies – some mention getting up during the night to use the washroom, others mention nightmares – all which are found disruptive.

"At times, even though I am getting approximately the same amount of sleep each night, it feels that I have sleep highs and lows. Sometimes I feel rested when I awake, while at other times, I feel like I didn't sleep at all. I wear a Fitbit, so my sleep is recorded."
"The roller coaster represents my sleep pattern. I fall asleep but usually wake up between 1-3 times during the night. Most times it is easy to fall back to sleep but sometimes it takes a bit of time"
"My sleep pattern is extremely random and unorganized. Reminds me of a roller coaster"
"In a rollercoaster you start and ended the same way same speed. But in the middle of the middle of the road its ups and downs. When I go to sleep, I fall sleep super easy but in the middle of the night I wake up and fall sleep and wake and sleep again. And before it's my wake-up time My sleep is so deep that isn't easy to wake up"
"Because just like a rollercoaster, my dreams and sleep go all over the place. Just like rollercoasters, no 2 nights of sleep are exactly the same, but I always toss and turn until it is over."
"I have been having a lot of dreams"

GOOD / PEACEFUL (18%)

- Many individuals feel that their sleep at night is relaxed, calm, peaceful and leaves them well rested. Some mention that while they do not sleep for as long as they wished, the sleep that they get is good quality.
- For others, sleep is usually connected with meditation

"Even though I do not sleep that long it seems to be enough for me, I am relaxed and ready to go once I wake up"
"It represents that I am very relaxed when I sleep and don't wake up feeling rushed"
"I sleep very hard. Even though I only sleep 5 hours, I feel like I've slept 8 hours. When I wake-up, I'm usually pretty calm."
"I always try to relax with music before I lay down to destress and calm my nerves down and unwind from the workday I had"

- What could help people have a better sleep? A lot of things! Top answers include:
  - Less stress 44%

- Natural sleeping aid 25%
- Better mattress 22%
- Consistent nighttime routine 17%
- Better temperature control in room 16%
- More exercise 16%
- Consistent Bedtime 15%
- Weighted blanket 15%
- Warm shower/bath 13%