



INTENSIONS CONSULTING

MEN'S SLEEP STUDY: Survey of Canadian men 30-49 – July 25, 2016

QUESTION 1: On average, how many hours of sleep do you get each night?

	% ALL RESPONSES
4 hours	2%
5 hours	6%
6 hours	25%
7 hours	44%
8 hours	20%
9 hours	2%
10 hours	1%
Average Hours of Sleep	6.8
Total Sample Base	500

QUESTION 2: Using the scale below, please indicate how much you agree or disagree with the following statements about your sleep and evening routines:

	% ALL RESPONSES					% Agree + Strongly Agree	Average Hours Sleep	% Disagree+ Strongly Disagree	Average Hours Sleep	t-value	P-Value	DF	Significant Sleep Difference (if p < 0.05)
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree								
I often wake up feeling tired or un-refreshed	12%	36%	29%	17%	5%	49%	6.6	22%	7.2	4.85	<.001	352	Yes
I often stay up late watching television	9%	35%	20%	21%	14%	45%	6.7	35%	7.0	3.74	<.001	398	Yes
I often stay up late browsing the internet	10%	32%	20%	21%	17%	41%	6.7	38%	7.0	3.55	<.001	397	Yes
I often eat food before going to bed	5%	28%	25%	26%	16%	34%	6.6	41%	7.0	4.55	<.001	374	Yes
I often worry about money and finances at night	8%	24%	28%	25%	16%	32%	6.7	40%	7.0	2.40	.017	359	Yes
I often worry about my future at night	5%	25%	29%	23%	17%	31%	6.7	40%	7.0	2.63	.009	354	Yes
I often have difficulty relaxing at night	3%	24%	26%	29%	17%	27%	6.5	47%	7.1	5.28	<.001	368	Yes
I often have difficulty falling asleep at night	6%	20%	24%	30%	20%	26%	6.6	50%	6.9	2.40	.017	378	Yes
I often worry about my work situation at night	5%	21%	27%	28%	19%	26%	6.7	47%	7.0	2.33	.021	363	Yes
I often worry about my family at night	3%	21%	29%	30%	18%	24%	6.6	48%	7.0	3.16	.002	355	Yes
I often stay up late finishing work tasks	4%	19%	20%	28%	30%	23%	6.6	57%	6.9	2.68	.008	400	Yes
I often stay up late finishing chores	3%	17%	25%	30%	25%	20%	6.5	55%	7.0	4.52	<.001	371	Yes
I often drink alcohol before going to bed	3%	10%	17%	24%	47%	13%	6.7	71%	6.9	1.81	.071	415	No
Total Sample Base	500					500				Independent samples t-test			

RESEARCH | PSYCHOLOGY | STRATEGY

WWW.INTENSIONS.CO