

Sunday Night Shut-Eye in the U.S.

Do you sleep soundly Sunday nights? A nationwide survey fielded by Procter & Gamble on behalf of sleep brands Febreze and ZzzQuil* polled Americans about their sleep experiences to uncover what's keeping Americans from getting a good night sleep.



22%

of young adult Americans struggle to fall asleep more on Sunday nights compared to other nights of the week.



Percentage struggling to fall asleep on Sunday nights

3 in 5

of those who struggle to fall asleep more on Sunday nights are employed full time.



68%

Of Americans who struggle to fall asleep more on Sunday night, attribute this to upcoming stresses including work week/job, general or the school week.



73%

of those who struggle with Sunday night sleep say their mood is affected the following day (e.g., grumpiness).



Of those who struggle to fall asleep more on Sunday night, the average time spent falling asleep after getting into bed on Sundays is

64 minutes



53%

More than half of Americans polled who struggle to fall asleep more on Sunday night say a poor night's sleep Sunday affects their outward appearance (e.g., bags and/or dark circles under their eyes) on Monday.



84%

of Americans say they wake up at least once during sleep on Sundays, with the average being 2.2 times.



Men who struggle to fall asleep more on Sunday are more likely than women to say a poor night's sleep on Sunday resulted in not being prepared or late for work or school or skipping the gym on Monday.



47%

MEN

17%

Not being prepared/being late for work or school

Skipping gym



28%

WOMEN

7%



Getting Better Sleep

53%

More than half say unwinding with a relaxing bedtime routine helps them get a good night's sleep on Sunday.



* ZZZQUIL IS A NON-HABIT-FORMING SLEEP-AID FOR THE RELIEF OF OCCASIONAL SLEEPLESSNESS. READ LABEL INSTRUCTIONS CAREFULLY BEFORE USE. KEEP OUT OF REACH OF CHILDREN.

Methodology:

The survey was commissioned by Procter & Gamble and conducted online within the United States from December 29-31, 2014 among 2,041 adults ages 18 and older (among which 280 who struggle to fall asleep more on Sunday compared to other days of the week) by Harris Poll. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Jen Ribeiro, jribeiro@devriesglobal.com.



Sunday is often the night of the week Americans find it most difficult to fall asleep. Whether it's stress from work or family, they find themselves restless and sleepless. A recent survey revealed, of Americans who struggle to fall asleep more on Sunday night, 68 percent attribute this to upcoming stresses including the work or school week, job or general. The Try it & Love it Sleep Soundly program is helping Americans suffering from occasional sleeplessness, or who have difficulty falling asleep achieve a more restful night's sleep with the help of trusted brands, Febreze and ZzzQuil.