

Wake Up America

The Night & Day Impact of Insomnia

For people with trouble sleeping, it's more than just tossing and turning at night. To understand the hidden toll of insomnia, The Alliance for Sleep and Idorsia conducted one of the largest U.S. surveys of people with trouble sleeping and physicians to highlight the obstacles faced in getting treatment, as well as the disconnect between patients and healthcare professionals that may prevent millions from getting the help they need.

Billions Spent on Sleep



In the past year, people with trouble sleeping spent an average of **\$285 on products** or sleep aids they believed would improve their sleep, not including mattresses.

That adds up to approximately **\$7.125 billion^a** a year in the U.S. alone.

Willing to Give Up a Lot for Quality Sleep^a

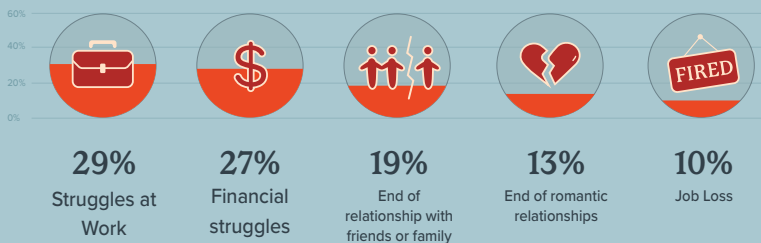
50%
SOCIAL MEDIA

48%
CHOCOLATE

41%
TV SHOWS & MOVIES

29%
SEX

The Toll of Lost Sleep



Hours Lost Due to Trouble Sleeping



Employed people with trouble sleeping estimate they **lose 8 hours** of work a week, on average, due to their trouble sleeping.

That turns into **6.55 billion hours^c** total across the country.



Moments

37%
canceled plans at the last minute

36%
got into an argument with their significant other, family member or friend

32%
reacted inappropriately to a situation (e.g., overreacted, laughed during a serious situation)

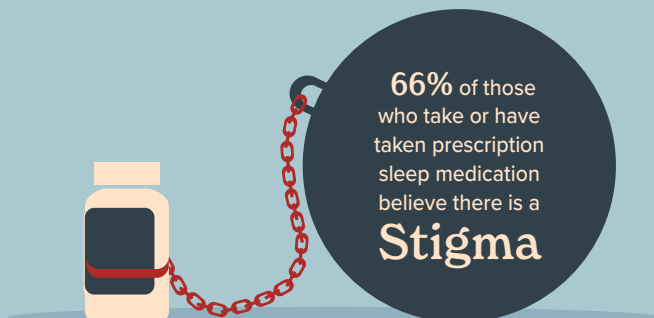
Insomnia Conversation Gap

66% of primary care physicians say they frequently ask about sleep

But only 27% of people with trouble sleeping report that their doctor always asks about their sleep

And 57% of people with trouble sleeping have not spoken to their doctor about it^d

Stigma Around Treatment



Myths Busted^e

Your body can't get used to functioning on less sleep

Yet **63%** believe it can

All prescription sleep medications do not work the same way

Yet **44%** believe they do

Naps don't make up for loss of sleep during the night

Yet **61%** believe they do

You can't make up for lost sleep on another night

Yet **43%** believe you can

Footnotes a. Calculation: \$285 spent per person per year (from survey) multiplied by 25 million people with insomnia in the U.S. (source: Bhaskar S, Hemavathy D, Prasad S. Prevalence of chronic insomnia in adult patients and its correlation with medical comorbidities. *J Family Med Prim Care*. 2016;5(4):780-784. doi:10.4103/2249-4863.201153) b. Quality sleep is defined as at least seven hours of uninterrupted sleep nightly c. Calculation: 8 work hours lost per person per week (from survey) multiplied by 52 weeks in a year and then 15.75 million employed people with trouble sleeping in the U.S. (source: 25 million people with insomnia per Bhaskar S, Hemavathy D, Prasad S. Prevalence of chronic insomnia in adult patients and its correlation with medical comorbidities. *J Family Med Prim Care*. 2016;5(4):780-784. doi:10.4103/2249-4863.201153) multiplied by 63% (employed, from survey) d. Of those not diagnosed with insomnia e. Percentages include those who falsely believed or are not at all sure

References 1. Idorsia Data on File 2. Bhaskar S, Hemavathy D, Prasad S. Prevalence of chronic insomnia in adult patients and its correlation with medical comorbidities. *J Family Med Prim Care*. 2016;5(4):780-784. doi:10.4103/2249-4863.201153 3. Sleep Deprivation and Deficiency. NHLBI, NIH. (2021). <https://www.nhlbi.nih.gov/healthtopics/sleep-deprivation-and-deficiency> 4. Treating insomnia with medications. <https://stanfordhealthcare.org/medical-conditions/sleep/insomnia/treatments/treatinginsomnia-with-medications.html>. Published 2021. Accessed November 18, 2021. 5. Ochab JK, Szwed J, Oles K, Bereś A, Chialvo DR, Domagalik A, et al. (2021) Observing changes in human functioning during induced sleep deficiency and recovery periods. *PLoS ONE* 16(9): e0255771. <https://doi.org/10.1371/journal.pone.0255771>

Methodology Statement: The Wake Up America: The Night & Day Impact of Insomnia Survey was conducted online within the United States by The Harris Poll on behalf of Idorsia from September to October 2021 among 300 Primary Care Physicians (PCPs), 152 Psychiatrists, and 1,001 U.S. adults ages 18+ who have been diagnosed with insomnia by a healthcare provider or who have experienced difficulties sleeping for a period of time (i.e., patients with sleep difficulties). Results for each audience were weighted where necessary to bring them into line with their actual proportions in the population. For complete research method, including weighting variables and subgroup sample sizes, please contact info@wakeupamericasurvey.com.