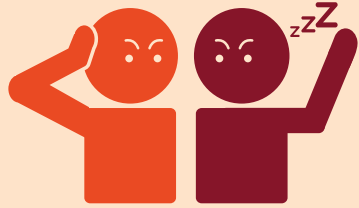


# Wake Up America

## The Second Annual Wake Up America Survey Sleeplessness at Home and Beyond

This year's survey highlights the far-reaching effects of insomnia that not only disrupt the nights and days of the individuals with sleep problems, but also their partners. Additionally, the results delve into the myths and falsehoods about sleep that shape dialogue between people with trouble sleeping (PWTS) and healthcare providers (HCPs).

### Arguing About Trouble Sleeping



41% say their trouble sleeping causes them to argue more with their partner

35% argue at least once a month

23% feel like they are constantly arguing

### The Source of Tension

~1/3 of PWTS and partners who report arguing about trouble sleeping said it was about:

PWTS's MENTAL HEALTH

PWTS's PHYSICAL HEALTH

DISRUPTION OF PARTNER'S SLEEP

THEIR RELATIONSHIP

### Relationship Stress



53% report their trouble sleeping is an added relationship stressor

41% say their partner has to 'pick up the slack' with household chores because of their trouble sleeping

### Misinformation Runs Rampant

PWTS get many suggestions on how to improve their sleep ...



But **NONE** of these when used alone are recommended treatments for insomnia

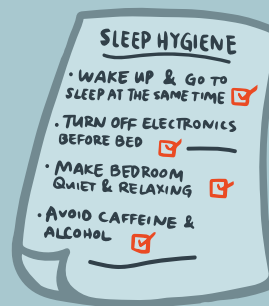
### Myths Around Treatment Are Widespread



Melatonin is **NOT** an American Academy of Sleep Medicine (AASM) recommended treatment for insomnia, yet ...

Approximately **70%** of PWTS, Partners, Primary Care Physicians (PCPs) say it is

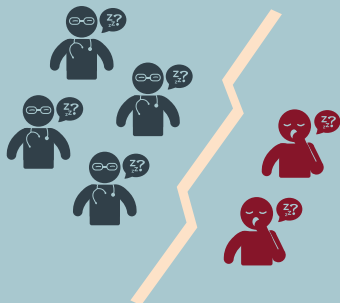
### Inaccuracies About Sleep Hygiene Persist



Sleep hygiene alone is **NOT** an AASM recommended treatment for insomnia, yet ...

Over **2/3** of PWTS, Partners, PCPs say it is

### Disconnect & Dialogue



Approximately **twice** as many PCPs (67%) report asking about sleep in routine visits, as

PWTS (36%) report being asked

### Stigma Around Treatment

Nearly half of PWTS who take or have taken prescription sleep medication believe there is a stigma with having and treating insomnia.

Which prevents PWTS from ...

Seeking treatment or medication: **45%**

Talking to an HCP about trouble sleeping: **30%**

### References

1. Data on File. Idorsia. 2022
2. Schutte-Rodin, S., Borch, L., Buysse, D., Dorsey, C., Sateia, M. (2008). Clinical Guideline for the Evaluation and Management of Chronic Insomnia in Adults. Journal of Clinical Sleep Medicine, 4(5), 488. <https://doi.org/10.5664/jcsm.27286>
3. Sateia MJ, et al. J Clin Sleep Med. 2017;13(2):307-349.
4. "What Is Sleep Hygiene?" Sleep Foundation, 29 Sept. 2022. [www.sleepfoundation.org/sleep-hygiene](http://www.sleepfoundation.org/sleep-hygiene).

### Methodology Statement

The 2022 Wake Up America Survey was conducted online within the United States by The Harris Poll on behalf of Idorsia from August – September 2022 among 301 Primary Care Providers (PCPs) and 301 Sleep Specialists specializing in Neurology, Psychiatry, or Pulmonary diseases who practice in the US and are duly licensed, 1,098 U.S. adults age 18+ diagnosed with insomnia or experience trouble sleeping, not diagnosed with substance abuse or sleep apnea, and, if they have a partner, that partner is age 18+ and not diagnosed with sleep apnea or substance abuse (i.e., patients), and 1,005 U.S. adults age 18+ not diagnosed with substance abuse or sleep apnea, who have a partner age 18+ diagnosed with insomnia or experience trouble sleeping and not diagnosed with substance abuse or sleep apnea (i.e., partners). Results for each audience were weighted where necessary to bring them into line with their actual proportions in the population.

To complement the second annual Wake Up America survey – a quantitative survey of (independent samples of) PWTS, partners, and HCPs – Harris Poll conducted a series of qualitative in-depth interviews (IDIs) among pairs, or couples, of PWTS and their partner. A total of 20 individual in-depth interviews were conducted among 10 pairs of PWTS and their partner. Interviews were conducted separately, administered via webcam and approximately 60 minutes in length.

For complete survey methodology, including weighting variables and subgroup sample sizes, please contact [info@wakeupamericasurvey.com](mailto:info@wakeupamericasurvey.com).