



American Experiences Survey:

A Nationally Representative Multi-Mode Survey

November Omnibus Results – Bedroom Use/Sleep Items

Overview of Methodology

Each month, Consumer Reports fields the American Experiences Survey (AES) to track consumer attitudes and behaviors over time. November results are based on interviews conducted from November 5-16. This document focuses on the section of the omnibus survey related to bedroom use and sleep.

The survey was administered by NORC at the University of Chicago through its AmeriSpeak® Panel to a nationally representative sample. Interviews were conducted in English and in Spanish, and were administered both online and by phone. In total NORC collected 2,851 interviews, 2,563 by web mode and 288 by phone mode. Final data are weighted by age, gender, race/Hispanic ethnicity, housing tenure, telephone status, education, and Census Division to be proportionally representative of the US adult population.

The margin of error for results based on the total sample is +/-2.58 percentage points at the 95% confidence level. Smaller subgroups will have larger error margins, and only those subgroups for which there are at least 100 unweighted cases are included.

TOPLINE RESULTS

The questions presented below were shown to respondents in this order unless otherwise noted, after a larger block of COVID-related questions. Where appropriate, question verbiage, response answer choices, or direction of scales were randomized or rotated and those instances are noted below.

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SLEEP1. [SELECT ALL THAT APPLY. RANDOMIZE ITEMS. "NONE OF THESE" WAS EXCLUSIVE AND ANCHORED AT THE END.]

SLEEP1	For which, if any, of the following have you used your bedroom regularly since the pandemic began?	
		Total
		%
_1	Home office	21
_6	Eating space	20
_3	Hobby room	18
_5	Meditation room	15
_2	Exercise room	14
_4	Child's learning space	6
_7	None of these	55
	Base: All respondents	2,851

SLEEP2. [QUESTION DOES NOT SHOW AT ALL IF RESPONDENT SELECTED "NONE OF THESE" TO SLEEP1; INDIVIDUAL RESPONSE ITEMS _1 THROUGH _6 SHOW ONLY IF RESPONDENT SELECTED THE CORRESPONDING ITEM IN SLEEP1. DISPLAY THESE ITEMS IN SAME ORDER AS SLEEP1. SELECT ALL THAT APPLY. "NONE OF THESE" WAS EXCLUSIVE AND ANCHORED AT THE END.]

SLEEP2	For which, if any of the following, did you regularly use your bedroom before the pandemic started?	
		Total
		%
_6	Eating space	68
	Base: Respondents who used their bedroom as an eating space since the pandemic began	504
_3	Hobby room	64
	Base: Respondents who used their bedroom as a hobby room since the pandemic began	394
_5	Meditation room	63
	Base: Respondents who used their bedroom as a meditation room since the pandemic began	421
_2	Exercise room	56
	Base: Respondents who used their bedroom as an exercise room since the pandemic began	358
_1	Home office	47
	Base: Respondents who used their bedroom as a home office since the pandemic began	554
_4	Child's learning space	29
	Base: Respondents who used their bedroom as a child's learning space since the pandemic began	145
_7	None of these	29
	Base: Respondents who used their bedroom as at least one of the above since the pandemic began	1,163

SLEEP3.

How do you typically get woken in the morning?

	Total
	%
Alarm on phone	38
Traditional alarm clock (in other words, not on a phone or smart speaker)	9
Another person	6
Pet	5
Natural light	4
Alarm on smart speaker	3
Nothing; I wake up naturally	35
Base: All respondents	2,843

SLEEP4. [RANDOMLY SHOW RESPONSES IN EITHER "MORE, LESS, SAME" OR "LESS, MORE, SAME" ORDER.]

Compared to before the pandemic, would you say you've had more difficulty, less difficulty or no change in your ability to fall asleep or stay asleep?

	Total
	%
About the same	65
More difficulty	28
Less difficulty	7
Base: All respondents	2,845

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