

# SURVEY QUESTIONS:

**Talker Research** team members are members of the Market Research Society (MRS) and the European Society for Opinion and Marketing Research (ESOMAR).

**Talker Research** is also part of the Transparency Initiative through the American Association for Public Opinion Research (AAPOR) – to view the complete methodology as part of this initiative, please visit the [Talker Research Process and Methodology page](#).

For more information on the survey or any additional questions, please contact: [questions@talkerresearch.com](mailto:questions@talkerresearch.com)

## PROJECT NAME:

# Revenge Bedtime Procrastination

**SAMPLE: 2,000 general population Americans**

**SPLITS:** Age, gender, region and night owl vs. early bird

## Survey Questions:

### 1. What is your gender? [SINGLE SELECT, MAINTAIN ORDER]

1. Male
2. Female
3. Non-Binary
4. Other
5. Prefer not to say

KEEP NON-BINARY/OTHER/PNTS IN TOTAL, REMOVE FROM GENDER SPLIT

### QSEX. HIDDEN GENDER RECODE

1. Male
2. Female

If D1=1, QSEX=Male

If D1=2, QSEX=Female

### D2. What is your age in years?

[NUMERICAL OPEN-END; RANGE 0-99]

[TERMINATE IF UNDER 18]

**D2a. Please select the year in which you were born.**

[Dropdown list of years from 2007 to 1926]

[TERMINATE if age and birth year do not align +/- 1 year]

**QAGE: HIDDEN AGE RECODE BY GENERATION**

IF D2a=1997-2007, QAGE=Generation Z

IF D2a=1981-1996, QAGE=Millennials

IF D2a=1965-1980, QAGE=Generation X

IF D2a=1946-1964, QAGE=Baby Boomers

IF D2a=1926-1945, QAGE=Silent Generation

**D3. Which state do you live in?**

[DROP DOWN OF 50 U.S. STATES AND "I DO NOT LIVE IN A U.S. STATE".

TERMINATE IF OUTSIDE THE U.S.]

**QRGN5: HIDDEN REGION RECODE**

1. Northeast
2. Southeast
3. Southwest
4. Midwest
5. West

1. **How would you grade your sleep (where A = excellent and F = "failing") throughout 2025? [Select one]**

- A
- B
- C
- D
- F

2. **How many times per week, if ever, do you intentionally stay up past your regular bedtime to enjoy personal time, hobbies, etc.? [Select one]**

1. Less often than once per week
2. 1
3. 2
4. 3
5. 4
6. 5
7. 6
8. 7
9. N/A – I never do this

3. **[SHOW IF Q2 = A – H ] When you intentionally stay up, how long past your regular bedtime do you typically stay awake? [Slider]**

Slider 10 – 180 [increments of 10] [Left label 10 minutes or less: Right label 3 hours or more]

Not sure/It varies

4. **[SHOW IF Q2 = A – H] Why do you choose to intentionally stay up past your regular bedtime? [Select all that apply] RANDOMIZE. ANCHOR LAST 2**

I enjoy nighttime

It gives me time for hobbies (reading, watching my favorite shows, etc.)

It's an opportunity for alone time / quiet time

There's too much to do during the day, so I stay up late to get things done

I don't want to "fast forward" to work

I'm not tired

Time gets away from me

I get into a "scrolling rabbit hole" (looking at TikTok videos, scrolling through social media, reading Wikipedia pages, etc.)

Feeling too wired/worked up by the day's events

Other (please state)

No reason in particular [EXCLUSIVE]

5. **To what extent do you agree or disagree with the following statement? "Nighttime is the only time I have for myself." [select one]**

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

6. **[SHOW IF Q2 = A – H] To what extent do you agree or disagree with the following statement? “I intentionally stay up past my regular bedtime, even though I know it’ll negatively affect my sleep.” [Select one]**

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

7. **[SHOW IF Q2 = A – H] How often if ever, do you regret intentionally staying up past your regular bedtime? [Select one]**

Always

Often

Sometimes

Rarely

Never

8. **[SHOW IF Q2 = A – H] How many nights per week do you typically go to bed at your “regular”/planned bedtime? [Select one]**

*NOTE: show options based on how they answered Q2*

Less often than once per week

1

2

3

4

5

6

7

N/A – I never do this

9. **Would you consider yourself to be more of a night owl or an early bird? [Select one]**

Night owl

Early bird

N/A – neither

10. **[SHOW IF Q2 = A – H] When you stay up past your regular bedtime, whether intentionally or unintentionally, how many nights does it take to get back on schedule? [Select one]**

1 – I’m back on track the following night

2

3

4

5

6

7

8

9

10+

Not sure

11. **To what extent do you agree or disagree with the following statement? “My sleep is tied to my overall health.” [Select one]**

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

12. **To what extent do you agree or disagree with the following statement? “One bad night of sleep is enough to negatively impact my health.” [Select one]**

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

13. **[SHOW IF Q12= A OR B] In what ways does a bad night of sleep negatively impact your health? [Select all that apply] RANDOMIZE. ANCHOR LAST 1**

I’m groggy/tired the next day

I’m more irritable

I’m prone to headaches

I'm more likely to eat poorly  
I'm more likely to have bad sleep in the following night(s)  
My mental health is more likely to suffer  
I'm more likely to feel stressed  
I'm less likely to exercise the next day  
Other (please state)  
Nothing in particular [EXCLUSIVE]

14. **If you have a bad night of sleep, are you more or less likely to make mistakes at work the following day? [Select one]**

Yes  
No  
Not sure  
N/A – I'm not currently employed

15. **Will you be actively trying to improve your sleep in 2026? [Select one]**

Yes  
No  
Not sure yet

16. **[SHOW IF Q15 = A] In what ways are you actively trying to improve your sleep in 2026? [Select all that apply] RANDOMIZE. ANCHOR LAST 2**

Going to bed earlier  
Going to bed at a consistent time every day  
Waking up at a consistent time every day  
Spending less time on screens in the evening  
Using different sheets/blankets/pillows  
Sleeping on a different mattress  
Taking supplements or sleep aids  
Exercising more throughout the day  
Meditating/taking time to relax before bed  
Taking well-planned naps throughout the week  
Cutting down on alcohol – NOTE, show to respondents 21+  
Not eating in the hours before I go to bed  
Using a weighted eye mask or weighted blanket  
Using "sleep trackers" or other tech  
Using nasal strips or other things to help me breathe better

Talking to my doctor about any changes I need to make

Other (please state)

Nothing in particular [EXCLUSIVE]

17. **Can you please share any “tricks” to help you fall asleep? (Listening to a specific song or watching a specific show, doing a unique routine before bed, etc.) [Free text]**

Free text response

N/A – I don’t have any “tricks”/Prefer not to say

*Occasionally, the media may contact us wanting to interview respondents in the survey for further information to boost the article with qualitative data. These experiential quotes are used to add something unique to their reporting and boost the authority of the story, which can then aid SEO performance.*

*To facilitate this, we sometimes ask respondents if they’re open to being contacted by the media for further interview. This consent must be gained prior to running the survey. This enables us to share certain respondents with the media in adherence with our data protection protocols. Please note, a respondents’ answer to this question does not impact their eligibility for the survey in any way.*

18. **We’re looking to hear from people about their sleep habits. If you consent, you may be contacted for a short interview by phone or email from a journalist for further comment. There is no financial incentive for taking part, but your name and responses may be cited in a national publication.**

I’m interested in participating

I’m not interested in participating

19. **[SHOW IF “I’m interested in participating” in PREVIOUS QUESTION] Please enter your details below.**

Name:

Email: