

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

PROJECT NAME:

BEDTIME GAP

SAMPLE: 2,000 married Americans (who live with their spouse)

SPLITS: Age, gender, region, length of marriage (Q1), happiness (Q2), how connected (Q3), early bird vs. night owl (Q5DP)

Survey Questions:

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=1997-2008, 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=1927-1945, 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

SQ1. Which of the following best describes your current relationship status? [select one]

- a. Single
- b. Dating / In a casual relationship
- c. In a serious relationship
- d. Engaged
- e. Married [CONTINUE IF SELECTED]
- f. Divorced / Separated / Widowed
- g. None of the above

SQ2. Which of the following best describes your current household? [Select one]

- a. I live with my spouse in the same household [CONTINUE]

- b. I am married but do not currently live with my spouse
- c. Other living arrangement

Survey Questions:

1. For how many years have you and your spouse been married? [Select one]
 - a. Less than a year
 - b. 1–5 years
 - c. 6–10 years
 - d. 11–20 years
 - e. 21+ years

2. How happy are you, currently, in your marriage? [Select one]
 - a. Very happy
 - b. Somewhat happy
 - c. Not very happy
 - d. Not happy at all
 - e. Prefer not to say

3. How connected do you feel to your spouse? [Select one]
 - a. Very connected
 - b. Somewhat connected
 - c. Not very connected
 - d. Not connected at all
 - e. Prefer not to say

4. Which of the following best describes you? [Select one]
 - a. I'm a night owl – I like to stay up late
 - b. I'm an early bird – I like to wake up early
 - c. Neither of the above / somewhere in the middle

5. Which of the following best describes your spouse? [Select one]
 - a. They're a night owl – they like to stay up late
 - b. They're an early bird – they like to wake up early
 - c. Neither of the above / somewhere in the middle

Q5DP. [will create this variable for tables]

Both night owls [code if Q4 = A and Q5 = A]

Both early birds [code if Q4 = B and Q5 = B]

One night owl and one early bird [code if Q4 = A and Q5 = B OR if Q4 = B and Q5 = A]

6. In a typical week, on how many nights does each of the following occur? [numerical auto sum – must sum to 7]
- My spouse and I will go to our shared bed at the same time
 - I will go to our shared bed before my spouse
 - My spouse will go to our shared bed before me
 - My spouse and I will sleep in different beds
7. [SHOW IF Q6 = B OR C IS GREATER THAN 0] When you and your spouse go to bed at different times, how long is the gap between you, typically? (i.e., one person will go to bed ___ minutes / hours before the other one.) [Slider]
[Slider Scale] [1 – 180] [increments of 1] [left label 1 minute | right label 180+ mins]
8. [SHOW IF Q6 = B OR C IS GREATER THAN 0] Why do you and your partner go to bed at different times? [Select all that apply] [RANDOMIZE, ANCHOR LAST 1]
- Different work schedules
 - Different sleep routines/preferences
 - One person is finishing chores / necessary tasks (e.g., washing the dishes, preparing for the next day, etc.)
 - One person is finishing something fun (e.g., reading a book, watching a show, etc.)
 - Childcare needs mean we go to bed at different times
 - None of the above [EXCLUSIVE]
9. [SHOW IF Q6 = B OR C IS GREATER THAN 0] How do you feel about going to bed at a different time than your spouse? [Select one]
- I would prefer we go to bed at the same time
 - I don't mind going to bed at the same time or at different times
 - I prefer to go to bed at different times
10. To what extent do you agree or disagree with the following statement? "Going to bed at the same time helps (or would help) me feel close(r) to my spouse." [select one]
- Strongly agree

- b. Somewhat agree
 - c. Neither agree nor disagree
 - d. Somewhat disagree
 - e. Strongly disagree
11. To what extent do you agree or disagree with the following statement? "Going to bed at the same time helps (or would help) increase intimacy in my relationship with my spouse." [select one]
- a. Strongly agree
 - b. Somewhat agree
 - c. Neither agree nor disagree
 - d. Somewhat disagree
 - e. Strongly disagree
12. [SHOW IF Q6 = A IS GREATER THAN 0] To what extent do you agree or disagree with the following statement? "My spouse and I have made compromises to our sleep schedules in order to go to bed at the same time." [select one]
- a. Strongly agree
 - b. Somewhat agree
 - c. Neither agree nor disagree
 - d. Somewhat disagree
 - e. Strongly disagree
13. In which of the following circumstances do you, or would you, sleep better? [Select one]
- a. I sleep better when my spouse and I go to bed at the same time
 - b. I sleep better when my spouse and I go to bed at different times
 - c. I sleep the same, regardless of when my spouse goes to bed
14. [SHOW IF Q13 = A] Why is your sleep positively impacted by going to bed at the same time as your spouse? [Select all that apply] [RANDOMIZE, ANCHOR LAST 2]
- a. It's more comfortable to sleep with them next to me
 - b. It makes me feel safer to have them nearby
 - c. They're part of my nighttime routine (a goodnight kiss, cuddling, etc.)
 - d. It means they don't disturb each other by going to bed at different times
 - e. Other
 - f. No reason in particular [EXCLUSIVE]

15. [SHOW IF Q13 = B] Why is your sleep positively impacted by going to bed at a different time than your spouse? [Select all that apply] [RANDOMIZE, ANCHOR LAST 2]
- a. It allows us to sleep on our own schedules and get the sleep we each need
 - b. One of us snores / moves in our sleep, so it allows that person to get settled first
 - c. It allows us to have some “me time” to relax before bed
 - d. It helps with childcare (ex. my child doesn’t need to wake me up because my spouse is available)
 - e. Other
 - f. No reason in particular [EXCLUSIVE]
16. How many arguments, per week, do you and your spouse have about sleep (ex. arguing about different bedtimes, your spouse waking you up at night, them wanting you to go to bed early/stay up later, etc.) [Slider]
[Slider scale] : [0–21] [increments of 1] [left label 0 | right label 21+]
17. [SHOW IF Q6 = B OR C IS GREATER THAN 0] To what extent do you agree or disagree with the following statement? “It’s essential for my spouse and I to go to bed at different times. [Select one]
- a. Strongly agree
 - b. Somewhat agree
 - c. Neither agree nor disagree
 - d. Somewhat disagree
 - e. Strongly disagree
18. Which of the following do you and your spouse ever argue about? [Select all that apply] [RANDOMIZE, ANCHOR LAST 2]
- a. When to make the bed
 - b. Who’s in charge of making the bed
 - c. When to wash the sheets on the bed
 - d. The temperature of the room when we go to sleep
 - e. Whether to have a fan on / a window open when we sleep
 - f. Whether to sleep with a light on
 - g. Whether to leave the TV on when we sleep
 - h. Reading before bed
 - i. Having music or a podcast playing before bed
 - j. None of the above [EXCLUSIVE]

k. N/A – my spouse and I never argue about topics like these [EXCLUSIVE]

19. [SHOW IF Q18 = A - 1] How many arguments, per week, do you and your spouse have about bed/the bedroom (ex. arguing about making the bed, reading in bed / going to sleep with a light on, having the TV on, the temperature of the room, etc.) [Slider]
[Slider scale]: [1-21] [increments of 1] [left label 1 or less | right label 21+]

20. [SHOW IF Q6 D IS 0] Have you and your spouse discussed sleeping in separate bedrooms? [Select one]

Yes

No

21. [SHOW IF Q6 D IS 0] To what extent do you agree or disagree with the following statement? "I believe a 'sleep divorce' – i.e., sleeping in separate bedrooms – is imminent in my relationship." [Select one]

- a. Strongly agree
- b. Somewhat agree
- c. Neither agree nor disagree
- d. Somewhat disagree
- e. Strongly disagree

22. In what year of marriage do you think the idea of sleeping in separate bedrooms becomes more appealing to couples? [Select one]

- a. Less than a year
- b. 1-5 years
- c. 6-10 years
- d. 11-20 years
- e. 21+ years
- f. Not sure / no year in particular

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.

23. We're looking to hear from people to talk 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

24. [SHOW IF "I'm interested in participating" in PREVIOUS QUESTION] Please enter your details below.

Name:

Email: