

ENDY / 2022

Canadian Sleep Survey

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Section 1: About the Survey	2
Section 2: Table of Contents	3
Section 3: Pandemic and Sleep, the Impact on Quality of Life	4
Table 1. Provincial breakdown of respondents who noted they take more naps now than before they worked from home.	4
Table 2. Number one reason Canadians listed as factors that impacted their sleep the most in the past 12 months	5
Table 3. Factors listed as one of top three reasons Canadians listed as factors that impacted their sleep the most in the past 12 months	6
Section 4: Younger Canadians Spend More Time in Bed	7
Table 5. Age breakdown of Canadians who agreed that they sleep more hours now than they did before the pandemic.	7
Table 6. Age breakdown of Canadians who work from home that admitted they have worked from bed in the past two years.	8
Section 5: Men vs Women	9
Table 7. Gender breakdown of stress factors listed as one of top three reasons Canadians listed as factors that impacted their sleep the most in the past 12 months	9
Table 8. Gender breakdown of how poor quality of sleep impacts daytime productivity.	10
Section 6: Conclusion	11
About Endy	11

Section 1: About the Survey

In the past two years, Canadians have been facing new circumstances - from adjusting to working from home, dealing with the stress of COVID and current events, or handling new living situations - all which have impacted their quality of sleep.

At Endy, Canada's leader in sleep wellness and makers of the award winning bed-in-a-box mattress, we have seen firsthand the impact COVID-19 and other stressors have had on Canadians' sleep health, and how that impacts their daily lives.

Through the Endy 2022 Canadian Sleep Survey, we learned that Canadians across different age ranges, genders, and locations have dealt with the impact of sleep in their own way - and while the past two years have introduced new factors that influence the way we sleep, some things have stayed the same. We can see the value of sleep wellness, and how Canadians across the country are finding ways to protect and improve their sleep.

About this Study

These are the findings of a survey conducted by Endy from February 22-24, 2022 among a nationally representative sample of 1,501 Canadians who are members of the online Angus Reid Forum, balanced and weighted on age, gender, region and education. For comparison purposes only, a sample of this size would yield a margin of error of +/- 2.5 percentage points, at a 95% confidence level. The survey was offered in both English and French.

Section 2: Table of Contents

Pandemic and Sleep,
the Impact on Quality of Life

Younger Canadians Spend
More Time in Bed

Men vs Women

Conclusion

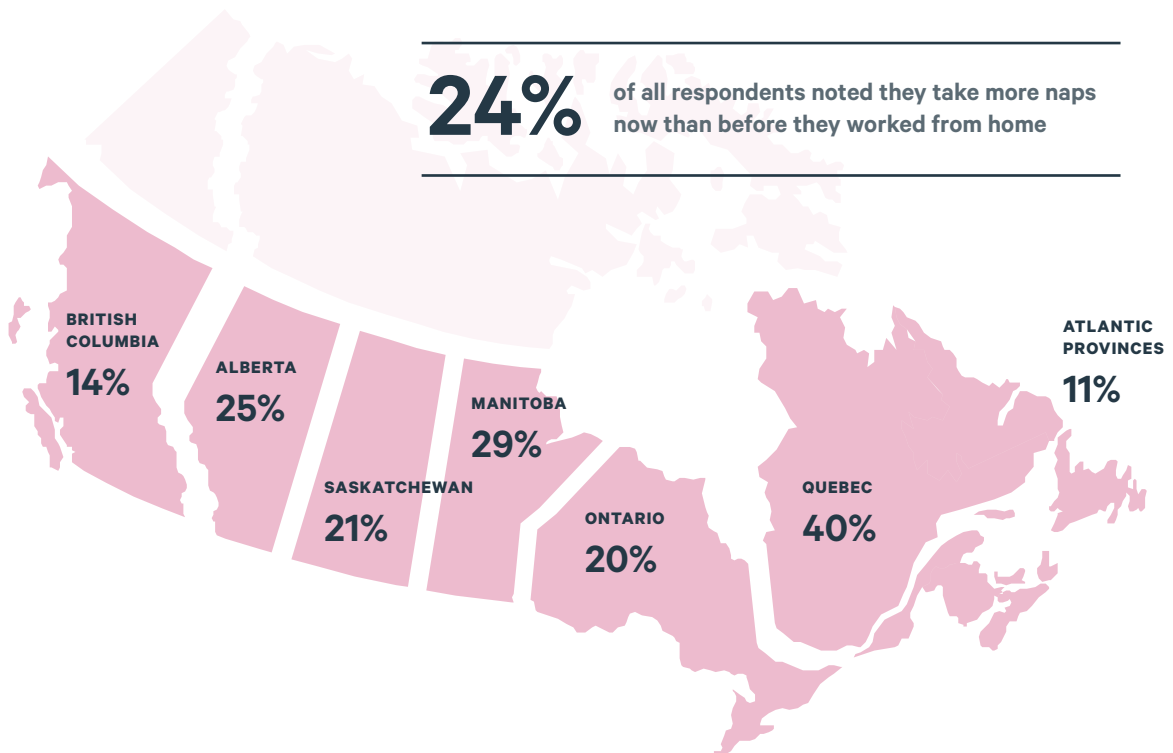
Section 3: Pandemic and Sleep, the Impact on Quality of Life

In the past two years, Canadians have been facing new circumstances - 38 per cent of Canadians admit that their quality of sleep has been negatively impacted by the pandemic. Three-in-four (76%) say poor quality of sleep has a negative impact on the rest of their day. This has a ripple effect for the mental and physical health for people across the country.

In an effort to improve their sleep, Canadians have been employing different tactics. About 1 in 4 (27%) of Canadians use more sleep aids than prior to the pandemic, and 30 per cent of Canadians said they have napped more during the pandemic. Incredibly, 40 per cent of Quebecers take more naps now than they did before working from home, compared to the national average of 24 per cent.

Table 1. Nap Habits

Provincial breakdown of respondents who noted they take more naps now than before they worked from home.



Taking a closer look at factors Canadians have pointed to as to why their sleep has been impacted in the last year - the top reason is stress about their daily lives. While one-in-three (33%) of Canadians noted concerns around current news as one of the top three reasons their sleep has been negatively affected in the past year, other major concerns are familiar to us all. Half (50%) of Canadians listed stress from personal life as one of their top three reasons their sleep has been impacted in the last year, and stress from work/career was also part of the top three (36%).

Table 2. The Number One Impact on Sleep

Number one reason Canadians listed as factors that impacted their sleep the most in the past 12 months

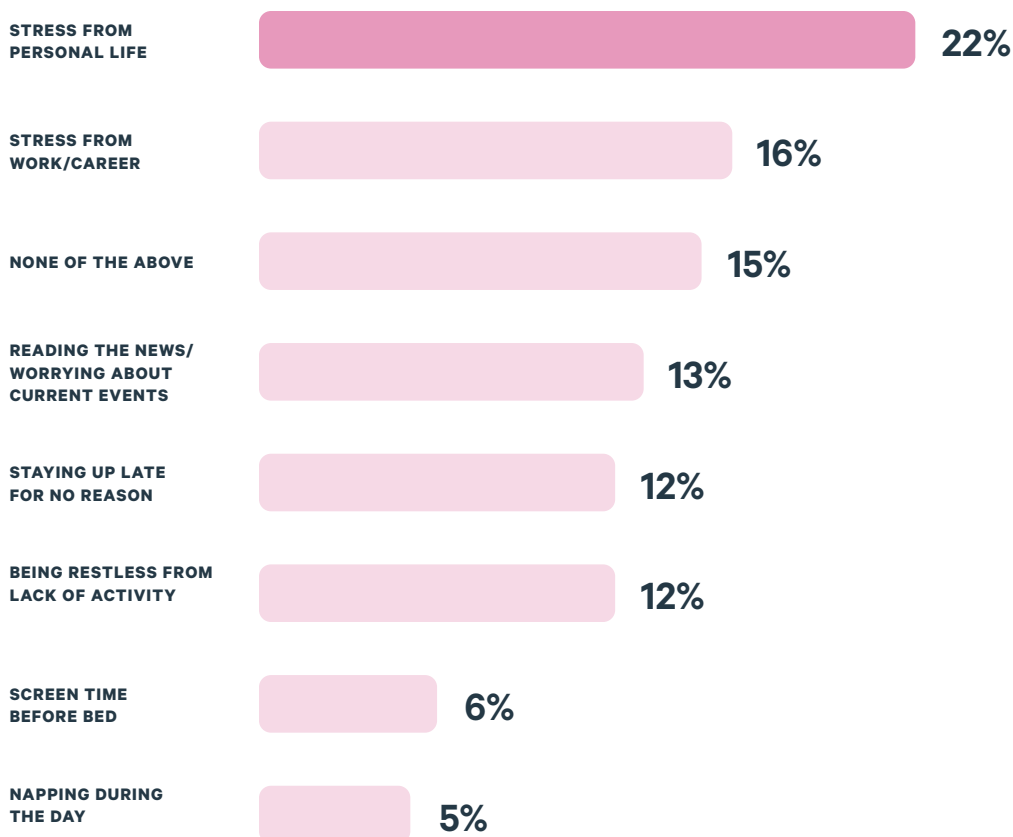
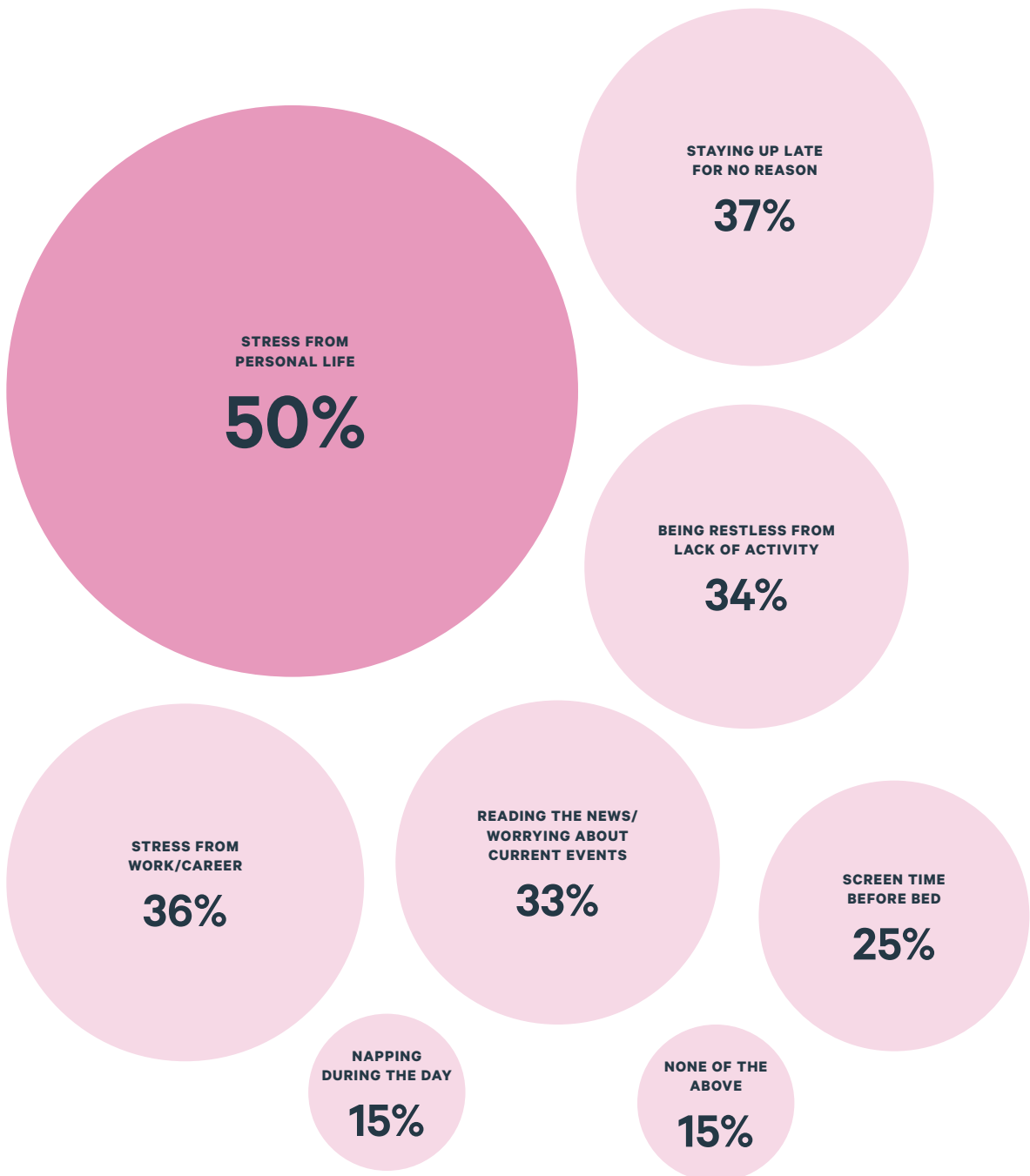


Table 3. Top Three Impacts on Sleep

Factors listed as one of top three reasons Canadians listed as factors that impacted their sleep the most in the past 12 months

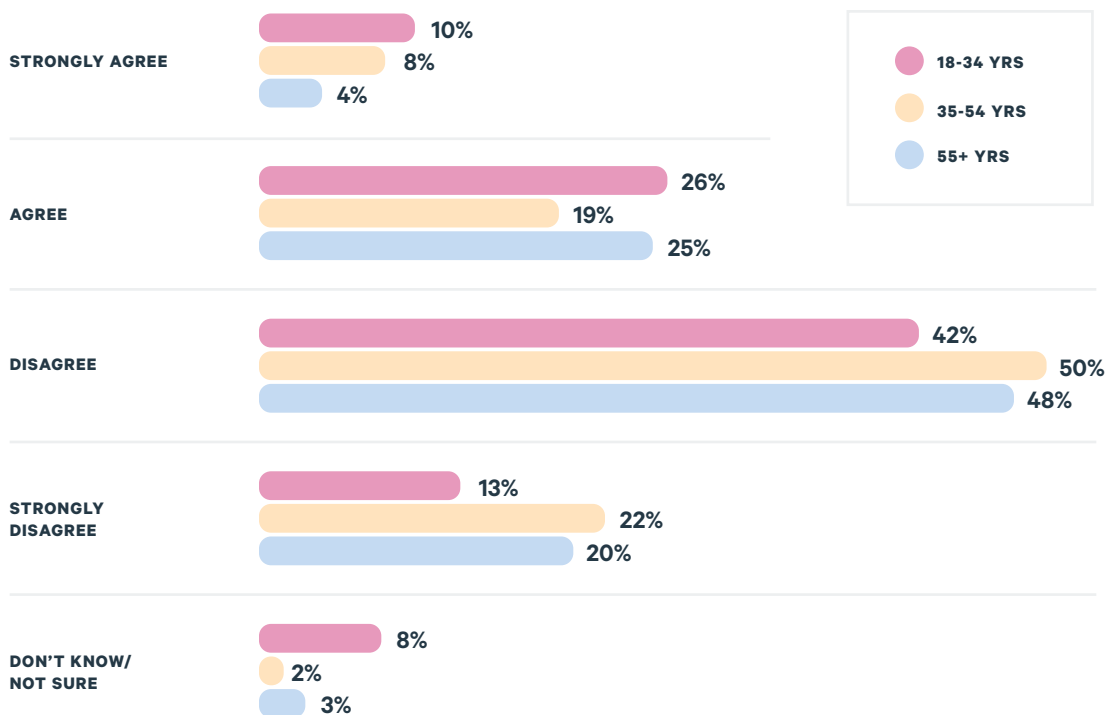


Section 4: Younger Canadians Spend More Time in Bed

Younger Canadians, aged 18-34, are spending more time in bed - both sleeping and otherwise. 36 per cent of Canadians aged 18-34 said they sleep more now than prior to the pandemic, compared to 26 per cent of those 35+. As people stayed at home for longer periods of time than before the pandemic, sleep patterns have also changed, with one-in-three (33%) young Canadians stating that they nap more now than they did prior to the pandemic.

Table 5. Changes in Amount of Sleep

Age breakdown of Canadians who agreed that they sleep more hours now than they did before the pandemic.



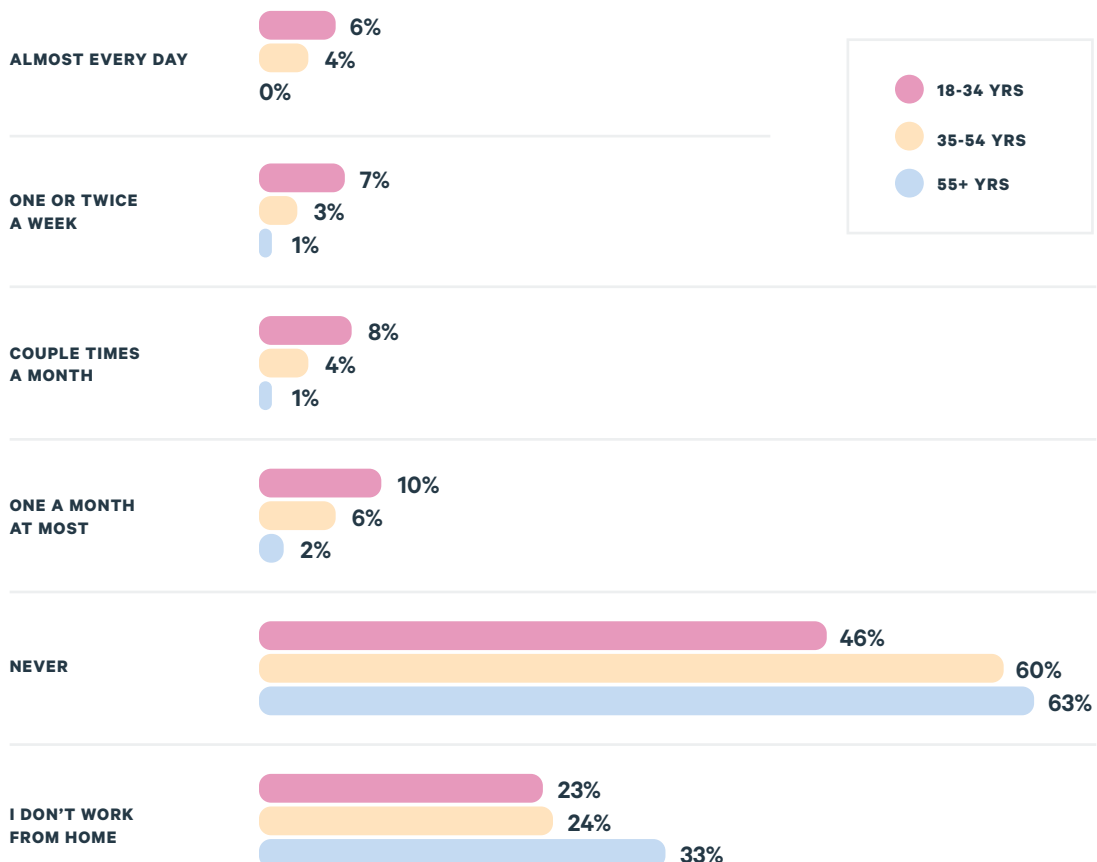
However, sleep is not the sole reason that younger Canadians, aged 18-34, are spending more time in bed than their older counterparts. Three-in-five (61%) younger Canadians spend at least one hour in bed each day outside

of their regular sleep schedule, more than twice the proportion (28%) of older Canadians (55+) who say the same. Over half (57%) of Canadians aged 18-34 spend at least 30 minutes on social media before bed, the highest of any other age range. This can actually be detrimental to their sleep, as 34 per cent of younger Canadians listed screen time as one of the top three reasons their sleep has been impacted in the last 12 months.

In addition, of Canadians who worked from home during the pandemic, 41 per cent of younger Canadians admit they have worked from bed - almost double that of Canadians aged 35-54 (21%) and more than three times that of Canadians 55+ (12%).

Table 6. Working from Bed

Age breakdown of Canadians who work from home that admitted they have worked from bed in the past two years.



Section 5: Men vs Women

Quality of sleep affects all Canadians, but some factors impact men and women differently. With reasons they have lost sleep in the past 12 months, two-in-five (40%) men cite work stress as one of the top three reasons their sleep has been impacted in the last 12 months - versus 33 per cent of women. In contrast, 36 per cent of women list stress about current events as one of the top three reasons their sleep has been impacted in the last 12 months, versus only 29 per cent of men.

Table 7. Stress Factors that Impact Sleep

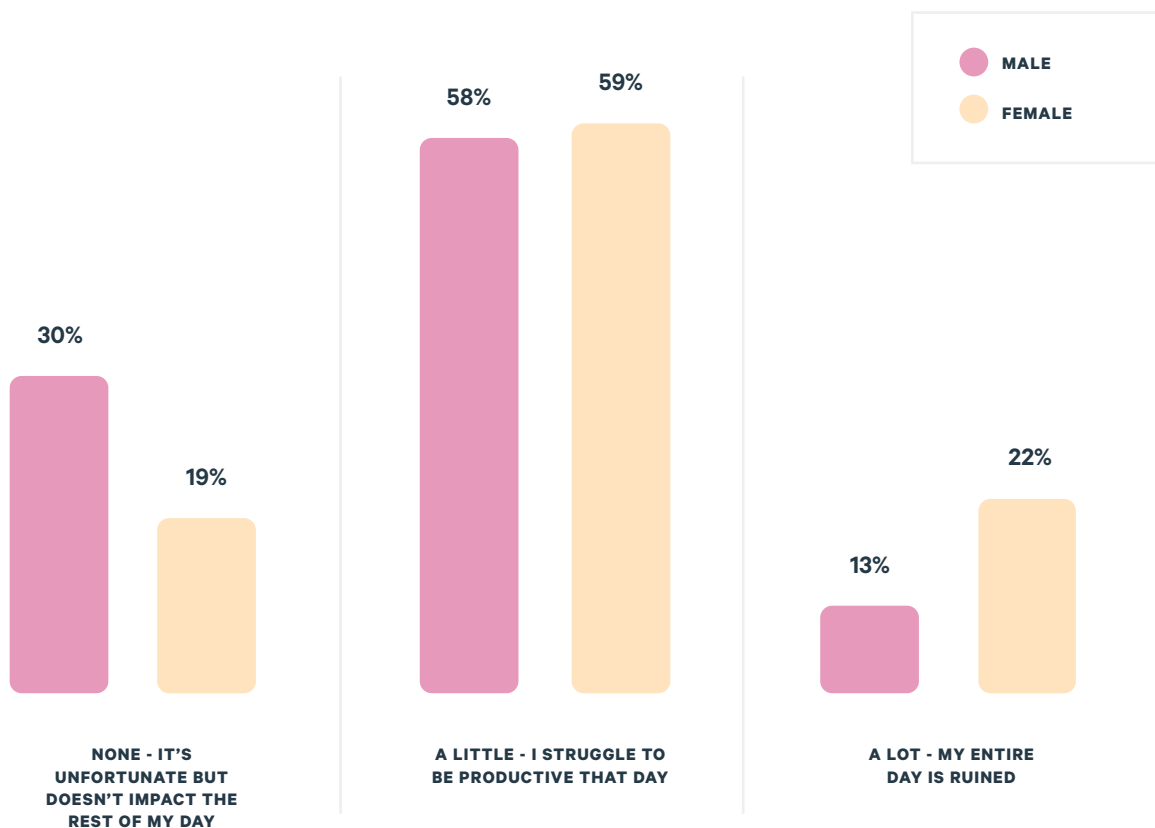
Age breakdown of Canadians who agreed that they sleep more Gender breakdown of stress factors listed as one of top three reasons Canadians listed as factors that impacted their sleep the most in the past 12 months



As for the ways that quality of sleep impacts either gender, about one-in-five (22%) women say their entire day is ruined if they have poor sleep the night prior, nearly twice the proportion of men (13%) who say the same. In fact, 30 per cent of men say that their sleep quality doesn't impact their day at all. While poor sleep quality seems to impact women more heavily, 26 per cent of women strongly disagreed that they had a more structured bedtime now than before the pandemic, compared to one-in-five (19%) men.

Table 8. Correlation of Poor Sleep Quality and Daytime Productivity

Gender breakdown of how much poor quality of sleep impacts daytime productivity.



Section 6: Conclusion

Sleep is part of the foundation of our everyday lives, and impacts on sleep wellness affect daytime productivity and quality of life. By looking at some of the factors that have changed Canadians' sleep patterns through COVID, we can better understand where the gaps and opportunities are for education and improvement in sleep wellness.

At Endy, we're excited to see that Canadians are finding ways to improve their sleep - from taking more naps (We see you, Quebec!) to using sleep aids. For many of us who have stayed at home for longer stretches of time during the pandemic, the home has become a place that blends professional and personal, and the bed a place to work, relax, and sleep. In over five years of learning what Canadians want in their favourite mattress, we know what's needed for a great night's sleep.

About Endy

Launched in 2015 and headquartered in Toronto, Endy (endy.com) is revolutionizing the way people sleep, through their ridiculously comfortable, supportive and Canadian-made mattress. Endy stands apart as one of Canada's fastest-growing e-Commerce companies, and its fan-favourite, Canadian-made mattress was named Product of the Year Canada 2020 (Mattress-in-a-Box). The brand has expanded its assortment to include The Endy Pillow, The Endy Sofa, The Endy Sheets, The Endy Mattress Protector, The Endy Duvet, The Endy Upholstered Bed, The Endy Wooden Bed and The Endy Weighted Blanket. The proudly Canadian company works closely with Canadian charities to donate new and gently used mattresses to families and individuals in need.