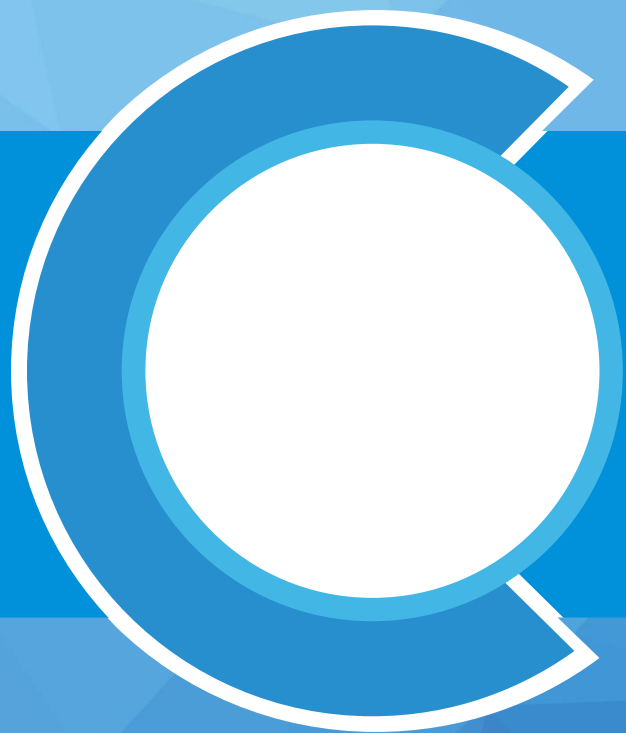




CORE DATA  
research



## HIF SLEEP INDEX: 2024



# BACKGROUND & METHODOLOGY

# BACKGROUND & OBJECTIVES

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## BACKGROUND

HIF recognises **sleep** as one of the three pillars of health and is committed to supporting members to get the best night's sleep. This commitment is reflected in both the HIF product offering and member content published on the HIF HealthHub, as well as ongoing advocacy and promotion of the benefits good sleep.

Expanding on this commitment and seeking to gather more insight into Australians' sleep, last year HIF commissioned CoreData to develop and conduct the first wave of the HIF Sleep Index.

This year, there is a desire to build on the success of the inaugural Sleep Index, through a female-focused deep dive.

## RESEARCH OBJECTIVES

- To generate insights that can be leveraged to create compelling content for HIF's media and owned assets.
- To assess how Australians are sleeping in 2024 via the Sleep Index scores, and contrast these against the inaugural benchmarks.
- To deep-dive into how women are sleeping and why – and how this compares to men's sleep.

## COREDATA CONTACTS

- Research lead: Kristen Turnbull
- Supported by: Alison Sweet

# METHODOLOGY & SAMPLE SIZE

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## METHODOLOGY

Between 14-20 June 2024 CoreData conducted a 10-minute online quantitative survey of Australians aged 18+, with the total sample representative of the overall population by age, gender and state. Respondents were obtained from an external research panel.

The report will be updated with results from HIF members once they have been surveyed and results analysed.

A detailed demographic breakdown of respondents can be found in the appendix.

## SAMPLE SIZE

	2024	2023
Australians aged 18+	n=1,003	n=1,000

## STATISTICALLY SIGNIFICANT DIFFERENCES

Differences between population sub-groups (for example, males vs females) have been tested for statistical significance at the 95% confidence level. Statistically significant differences, indicated by ↑↓, are unlikely to have occurred through chance, but rather are likely to be attributed to a specific cause or reason.

# SLEEP WORKING: AUSSIES FALLING ASLEEP ON THE JOB

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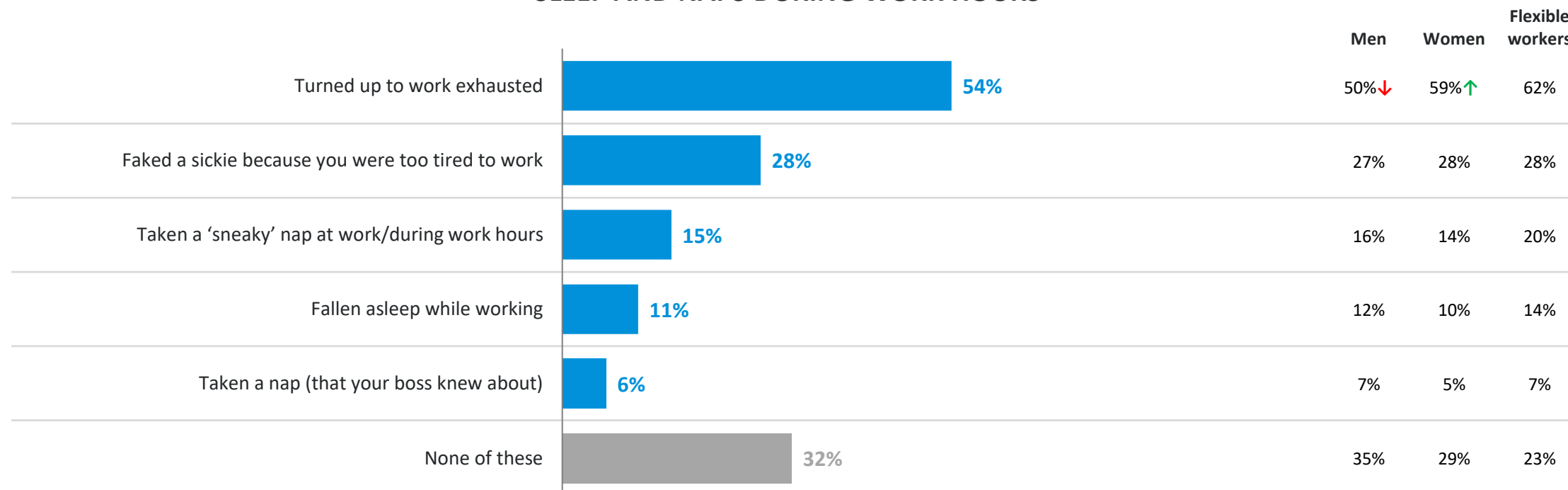
## Key findings:

- More than half of working Aussies\* (54%) admit they have turned up to work exhausted in the last year, with the overwhelming majority saying this has impacted their productivity at work:
  - Women are significantly more likely to have done so than men (59% vs 50%)
  - Mothers of young children are significantly more likely to have done so than fathers of young children (61% vs 53%)
  - Nearly eight in 10 of those working long shifts of 10+ hours (79%) say they've turned up to work exhausted
  - More than a quarter say they turned up to work exhausted several times per week (27%)
  - A third of night shift workers admit to having fallen asleep at work (33%)
  - Nearly three in 10 Aussies have faked a 'sickie' because they were too tired to work (28%)
- Nine in 10 working Aussies that have turned up to work exhausted agree their productivity was reduced to some extent (87%)
  - On average, those who work tired say their productivity declines by 15%

# MORE THAN HALF OF WORKING AUSSIES ADMIT THEY'VE TURNED UP TO WORK EXHAUSTED IN THE LAST YEAR

Women are significantly more likely than men to say they've turned up to work exhausted (59% vs 50%). Nearly three in 10 Aussies have faked a sickie due to tiredness (28%), and more than one in seven took a 'sneaky' nap at work/during work hours (15%).

## SLEEP AND NAPS DURING WORK HOURS



Base: Australians who were working in the last year n=692; Men n=347; Women n=344; Flexible worker n = 323

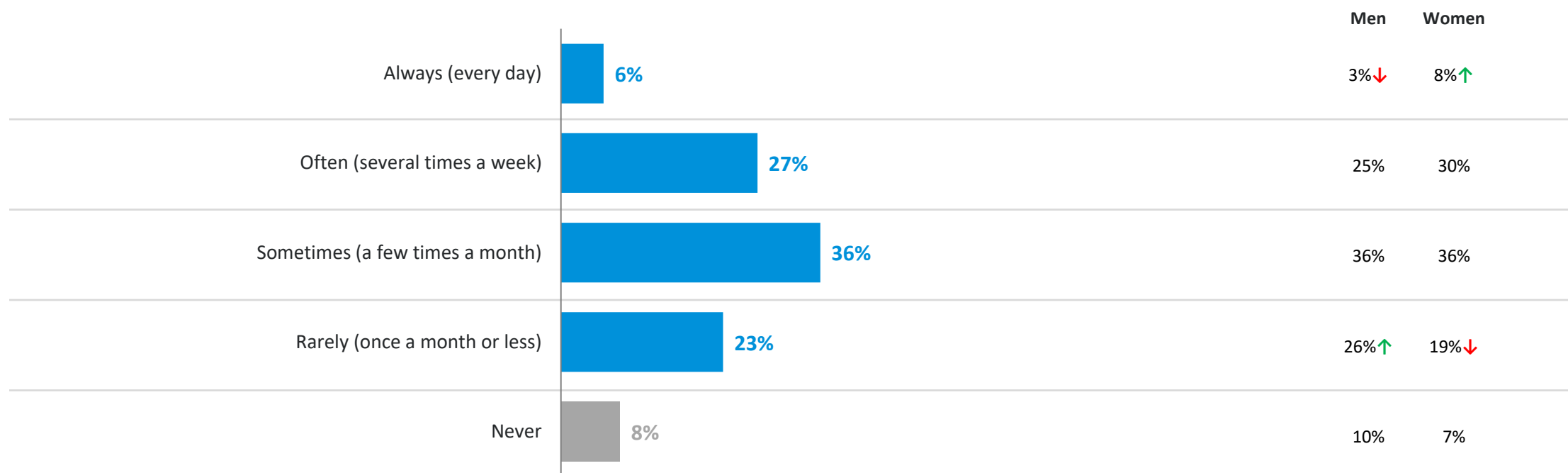
B8. Have you ever done any of the following at work? (Multiple responses allowed)

↑↓ indicates statistically significant increase or decrease between subgroups at the 95% confidence level.

# A THIRD OF AUSSIES SAY THEY'VE WORKED WHILE TIRED MANY TIMES A WEEK OVER THE LAST YEAR, A MINORITY ON A DAILY BASIS

While a minority, women are more likely to say they turn up to work tired every day (8% vs 3%) and less likely to say they rarely turn up to work tired than men (26% vs 19%).

## FREQUENCY OF WORKING WHILE TIRED



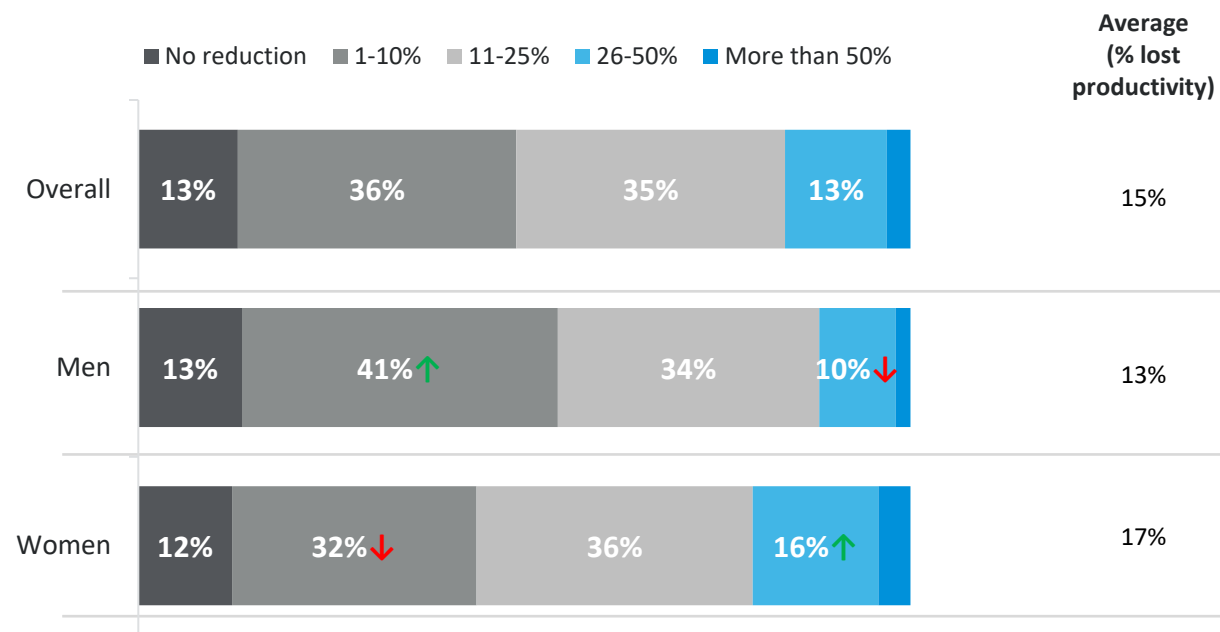
Base: Australians who were employed/studying in the last year n=710; Men n=347; Women n=362  
 B9. In the last 12 months, how often did you turn up to work tired, based on your working days?  
 ↑↓ indicates statistically significant increase or decrease between subgroups at the 95% confidence level.

# WOMEN WHO WORK WHILE TIRED ARE MORE LIKELY TO SAY THEY EXPERIENCE LARGE PRODUCTIVITY DECLINES THAN MEN

On average, those who work tired say their productivity declines by 15%. Women are more likely to report experiencing productivity reductions of 26-50% than men (16% vs 10%). Parents of infants and toddlers are most likely to say their productivity reduces by 50% or more (9%).

## IMPACT OF TIREDNESS ON PRODUCTIVITY

When I turn up to work tired, my productivity is reduced by...



Base: Employed Australians who turned up to work tired at least once in the last 12 months n=652; Men n=313; Women n=338

B9a. On days when you turn up to work tired, by what percentage do you feel your productivity is reduced?

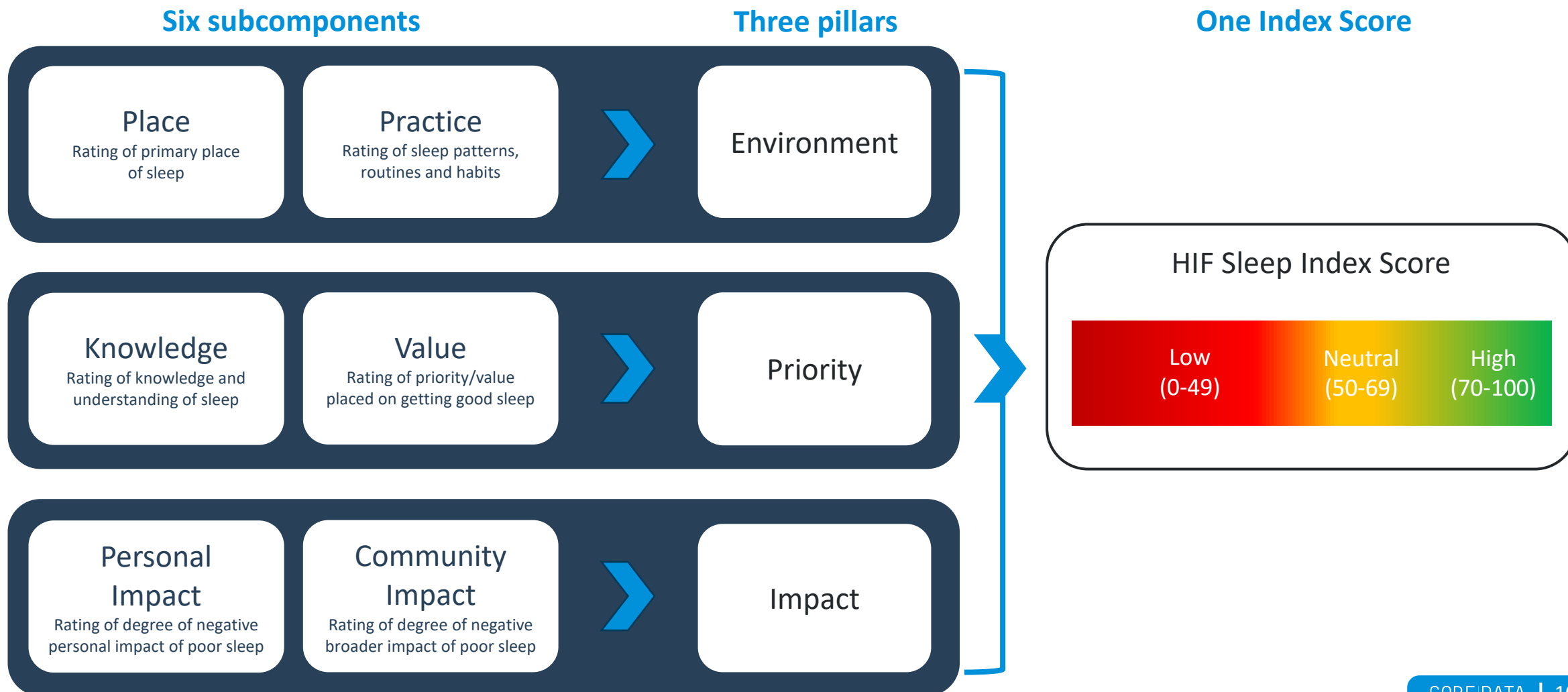
↑ ↓ indicates statistically significant increase or decrease between subgroups at the 95% confidence level.





# **THE SLEEP INDEX: HOW ARE AUSTRALIANS SLEEPING?**

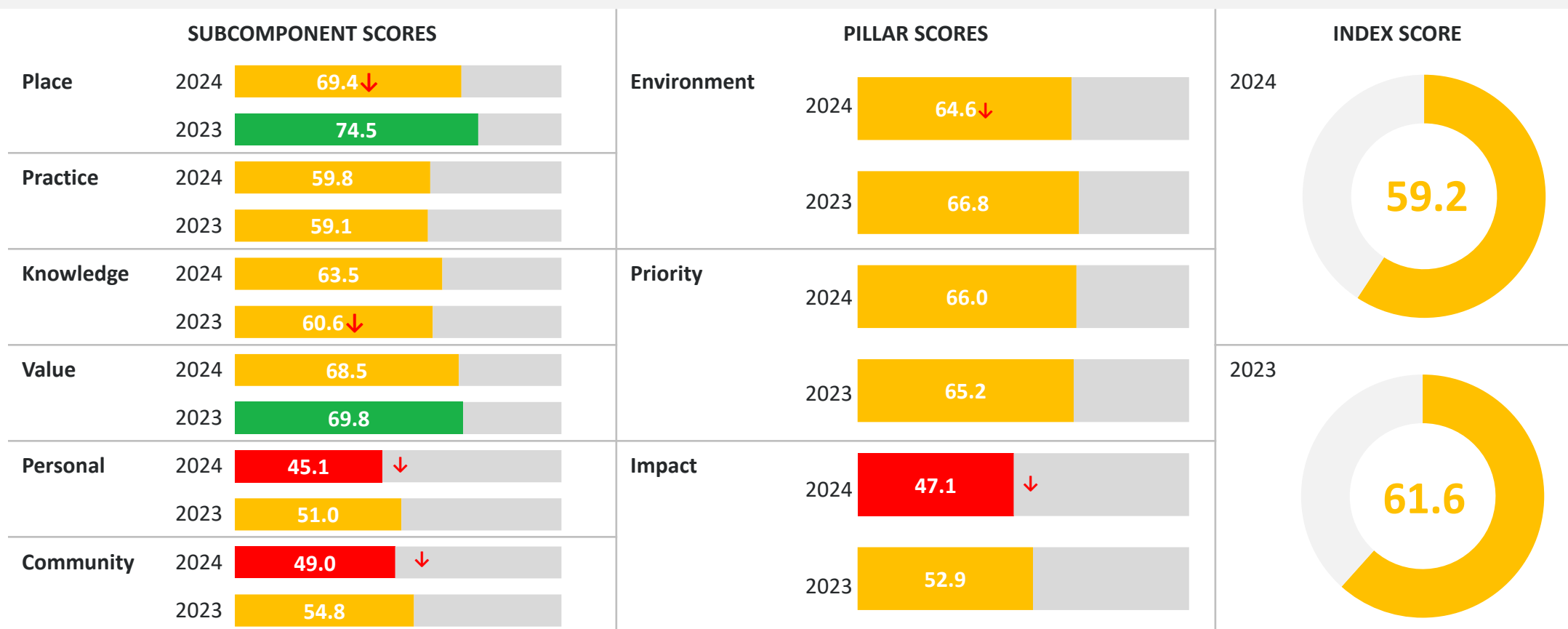
# THE HIF SLEEP INDEX: DESIGN



Respondents were shown a 0-10 rating scale for the above questions, for simplicity and ease. Responses were then converted to a 0-100 scale in analysis.

# THE OVERALL SLEEP INDEX RESULTS SUGGEST THE IMPACT OF POOR SLEEP IS TAKING A BIGGER TOLL THIS YEAR

Australians are significantly more likely this year to say that poor sleep had a negative impact on them **personally**. The biggest impacts are on: mental and physical health, decision-making, ability to work and self care. Women are more likely than men to report adverse impact from poor sleep, as are Generations Z and Y, while Baby Boomers and retirees were significantly more likely to report lesser impact from poor sleep.



Base: Australian general population 2024 n=1,003, 2023 n=1,000  
 ↑↓ indicates statistically significant increase or decrease since previous wave at the 95% confidence level.

■ Low (0-49)    
 ■ Neutral (50-69)    
 ■ High (70-100)



# **APPENDIX 1: RESPONDENT DEMOGRAPHICS**

# RESPONDENT DEMOGRAPHICS: GENERAL POPULATION

	2024	2023
<b>Age</b>		
18-29 years	17%↓	21%
30-39 years	21%	22%
40-49 years	19%	16%
50-59 years	16%	16%
60+ years	27%	25%
Mean age (years):	47.0	45.6

<b>Gender</b>		
Male	47%	47%
Female	53%	53%

<b>State</b>		
Territories	2%	3%
QLD	20%	20%
SA	7%	7%
TAS	3%	2%
VIC	26%	27%
WA	10%	10%
NSW	31%	32%

	2024	2023
<b>Home Ownership</b>		
Homeowner (no mortgage)	27%	27%
Homeowner (with a mortgage)	39%↑	32%
Renter	26%	29%
Living in share house	2%	2%
Living rent-free with parents	5%↓	8%
Living rent-free with someone else	0%	1%
Something else	1%	1%

<b>Who I Live With</b>		
My partner	61%	60%
My own child/children	36%	34%
My step-child/children	2%	2%
Other children/people I care for	1%	1%
Other adult relatives	9%↓	14%
Housemates (not related to me)	4%	5%
Other	1%	1%
I live alone	20%	18%

<b>Cultural Background</b>		
Australian or New Zealander	76%	79%
Indigenous Australian	1%	2%
Another cultural background	25%	23%

	2024	2023
<b>Incidence of Disability</b>		
Disability	8%	7%
Long-term mental health condition	11%	10%
Short-term mental health condition	5%	6%
Other long-term health condition	14%	12%
Other short-term health condition	2%	2%
None of these	70%	72%

<b>Incidence of Sleep Disorder</b>		
Sleep apnoea	10%	9%
Insomnia	19%	16%
Teeth grinding	24%↑	14%
Sleep walking, talking or night terrors	8%	6%
Restless Leg Syndrome	12%↑	8%
Heavy or loud snoring	24%↑	17%
Repeated or regular nightmares	9%↑	6%
Another sleep disorder or condition	2%	1%
None of these	43%↓	54%

Base: Australian general population 2024 n=1,003, 2023 n=1,000

↑↓ indicates statistically significant increase or decrease since previous wave at the 95% confidence level.

# | CORE | DATA

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