



Melatonin

Fieldwork Dates: 6th - 12th May 2020

**Conducted by YouGov
YouGov Realtime**

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of individuals who have agreed to take part in surveys. Emails are sent to panelists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please email uspress@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 4284 adults. Fieldwork was undertaken between 6th - 12th May 2020. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

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Melatonin

US_nat Sample: 6th - 12th May 2020



Total	Gender		Age			Region					Race				
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parentyn. Are you a parent or guardian? Please select all that apply.

Unweighted base	4283	1886	2397	1045	1247	1991	813	819	1611	1040	3021	466	526	270	1443
Base: All US Adults	4281	2083	2198	1246	1240	1796	762	900	1609	1010	2828	508	671	274	1724
Yes, of at least one child younger than 18	23%	23%	24%	27%	44%	6%	25%	22%	23%	23%	21%	22%	32%	25%	20%
Yes, of at least one child 18 years old or older	33%	29%	37%	3%	27%	59%	31%	38%	36%	28%	37%	31%	25%	19%	37%
No, I am neither a parent or guardian	43%	47%	38%	63%	34%	34%	43%	42%	41%	46%	43%	45%	38%	51%	40%
Don't know/Prefer not to say	4%	4%	4%	8%	3%	2%	4%	4%	4%	5%	2%	6%	11%	8%	6%

children_ages. How old are each of your children under the age of 18 in your household that you are directly responsible for?

Please select all that apply.

Unweighted base	985	417	568	307	557	121	200	179	374	232	630	111	176	68	293
Base: US parents with children under 18	1000	480	520	338	550	112	190	197	377	235	604	113	215	68	351
Younger than 1	7%	6%	8%	14%	3%	2%	7%	7%	5%	11%	7%	5%	9%	8%	5%
1	12%	11%	12%	17%	10%	3%	10%	8%	11%	17%	11%	5%	15%	20%	11%
2	12%	11%	13%	23%	8%	3%	11%	8%	16%	11%	12%	13%	14%	11%	11%
3	6%	4%	9%	11%	4%	4%	7%	7%	8%	4%	6%	11%	5%	8%	7%
4	7%	6%	8%	10%	6%	4%	5%	7%	8%	9%	7%	7%	9%	6%	5%
5	9%	9%	9%	13%	8%	2%	8%	11%	11%	4%	8%	11%	9%	11%	11%
6	8%	6%	9%	8%	8%	5%	11%	6%	8%	6%	8%	9%	8%	4%	8%
7	8%	5%	7%	11%	8%	6%	9%	10%	10%	5%	8%	12%	8%	9%	11%
8	6%	5%	7%	7%	6%	5%	5%	6%	8%	5%	6%	7%	6%	4%	7%
9	7%	6%	7%	8%	6%	5%	6%	9%	8%	3%	7%	3%	5%	10%	8%
10	10%	10%	10%	8%	11%	9%	10%	6%	10%	11%	10%	11%	9%	7%	11%
11	7%	6%	7%	5%	8%	6%	4%	8%	9%	4%	5%	14%	8%	3%	8%
12	7%	9%	6%	3%	10%	6%	9%	4%	9%	5%	8%	6%	6%	8%	7%
13	9%	10%	9%	6%	12%	6%	7%	10%	12%	6%	10%	6%	9%	5%	9%
14	7%	8%	7%	2%	10%	11%	7%	7%	8%	7%	7%	8%	8%	6%	8%
15	8%	8%	9%	3%	11%	9%	6%	8%	8%	10%	10%	4%	6%	9%	8%
16	11%	11%	11%	2%	14%	20%	11%	16%	8%	12%	12%	13%	8%	4%	12%
17	9%	9%	8%	2%	11%	18%	6%	12%	9%	7%	9%	7%	9%	7%	8%
Prefer not to say	5%	6%	5%	6%	4%	13%	7%	4%	5%	6%	5%	8%	4%	10%	6%

KYM_Q1. Do you have a child (or children) under 18 that has had any difficulty sleeping in the past year (i.e., since early-May 2019)?

Unweighted base	933	390	543	290	538	105	187	172	356	218	599	103	169	62	275
Base: US parents with children under 18	946	451	495	318	531	98	177	189	359	221	575	104	207	61	330
Yes, I do	38%	36%	39%	44%	38%	16%	39%	33%	39%	38%	38%	36%	40%	30%	34%
No, I do not	62%	64%	61%	56%	62%	84%	61%	67%	61%	62%	62%	64%	60%	70%	66%

KYM_Q2. How old is your child (or children) that has had sleeping difficulties in the past year? Please select all options that apply.

Unweighted base	344	132	212	123	205	16	72	59	135	78	225	33	67	19	89
Base: US parents with children under 18 and gave the age	356	161	195	138	202	16	69	62	142	83	217	37	83	18	112
0 to 6 years old	50%	55%	46%	71%	39%	10%	49%	42%	53%	54%	45%	57%	57%	67%	51%
7 to 10 years old	22%	23%	21%	21%	23%	28%	27%	19%	24%	18%	24%	29%	16%	14%	22%
11 to 17 years old	36%	30%	41%	14%	48%	73%	31%	43%	39%	30%	39%	36%	33%	19%	36%

KYM_Q4a. Overall, to what extent, has your child (or children's) sleeping pattern improved or declined since the start of the Coronavirus (COVID-19) outbreak?

Unweighted base	344	132	212	123	205	16	72	59	135	78	225	33	67	19	89
Base: US parents with children under 18 and gave the age that has a child(ren) with sleeping difficulties	356	161	195	138	202	16	69	62	142	83	217	37	83	18	112
Improved considerably	13%	17%	10%	19%	9%	10%	19%	2%	18%	7%	13%	21%	10%	6%	17%
Improved moderately	16%	22%	11%	17%	16%	5%	14%	13%	16%	20%	12%	22%	26%	11%	14%
Improved a little	12%	15%	9%	16%	9%	11%	17%	6%	10%	14%	9%	14%	14%	31%	12%
No change	28%	22%	33%	25%	29%	41%	16%	40%	28%	29%	32%	8%	27%	25%	34%
Declined a little	14%	12%	15%	12%	15%	18%	15%	21%	10%	15%	16%	5%	12%	9%	12%
Declined moderately	11%	9%	13%	7%	14%	12%	11%	15%	10%	11%	12%	13%	7%	18%	6%
Declined considerably	6%	3%	9%	5%	7%	4%	7%	3%	8%	4%	6%	16%	4%	-	5%
Net: Top 2	29%	38%	21%	36%	25%	15%	34%	14%	34%	27%	25%	43%	36%	17%	31%

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US_nat Sample: 6th - 12th May 2020



Total	Education					Marital Status									
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parentyn. Are you a parent or guardian? Please select all that apply.

	Unweighted base	4283	1425	892	523	2113	58	276	141	2588	936	426	196	52	17	68
Base: All US Adults	4281	1327	780	450	2004	63	281	147	2495	1057	399	182	53	16	78	
Yes, of at least one child younger than 18	23%	22%	28%	31%	34%	46%	28%	10%	32%	10%	15%	4%	34%	5%	13%	
Yes, of at least one child 18 years old or older	33%	31%	29%	35%	46%	26%	18%	9%	40%	7%	57%	59%	35%	9%	7%	
No, I am neither a parent or guardian	43%	46%	46%	36%	24%	28%	52%	78%	30%	79%	29%	37%	22%	80%	39%	
Don't know/Prefer not to say	4%	5%	1%	2%	3%	3%	4%	3%	3%	6%	3%	2%	14%	7%	42%	

children_ages. How old are each of your children under the age of 18 in your household that you are directly responsible for?

Please select all that apply.

	Unweighted base	985	316	233	143	674	25	75	16	790	93	65	10	16	1	10
Base: US parents with children under 18	1000	295	216	138	676	29	80	15	799	102	61	8	18	1	10	
Younger than 1	7%	10%	5%	10%	7%	-	14%	11%	8%	4%	2%	-	5%	-	7%	
1	12%	10%	16%	8%	12%	9%	17%	5%	12%	13%	4%	-	12%	-	25%	
2	12%	11%	17%	14%	12%	20%	20%	15%	13%	13%	7%	-	-	-	10%	
3	6%	5%	6%	7%	7%	6%	5%	13%	7%	7%	-	-	13%	-	-	
4	7%	10%	6%	9%	8%	7%	10%	6%	8%	4%	4%	-	10%	-	-	
5	9%	8%	7%	8%	9%	16%	15%	13%	10%	10%	3%	-	5%	-	-	
6	8%	6%	7%	9%	8%	6%	8%	6%	8%	3%	8%	12%	5%	-	-	
7	8%	6%	8%	8%	9%	15%	8%	7%	9%	7%	7%	-	10%	-	-	
8	6%	8%	4%	6%	7%	5%	6%	6%	6%	7%	3%	10%	5%	-	-	
9	7%	8%	4%	4%	7%	6%	11%	12%	7%	4%	1%	9%	8%	-	11%	
10	10%	8%	12%	8%	11%	3%	11%	-	10%	5%	11%	22%	15%	-	-	
11	7%	5%	5%	9%	7%	3%	12%	-	7%	5%	3%	8%	21%	-	-	
12	7%	6%	7%	10%	8%	-	7%	7%	8%	6%	-	5%	-	-	-	
13	9%	10%	10%	6%	9%	3%	8%	-	9%	10%	5%	8%	21%	100%	11%	
14	7%	6%	9%	7%	8%	7%	6%	5%	8%	7%	8%	10%	-	-	-	
15	8%	10%	8%	5%	9%	-	6%	-	9%	5%	12%	16%	-	-	-	
16	11%	11%	7%	14%	11%	-	15%	12%	11%	9%	16%	20%	10%	-	-	
17	9%	9%	9%	8%	9%	9%	3%	5%	9%	4%	13%	28%	11%	-	-	
Prefer not to say	5%	5%	5%	5%	4%	10%	4%	19%	4%	6%	8%	21%	-	-	53%	

KYM_Q1. Do you have a child (or children) under 18 that has had any difficulty sleeping in the past year (i.e., since early-May 2019)?

	Unweighted base	933	301	221	136	648	23	72	13	756	87	60	8	16	1	5
Base: US parents with children under 18	946	280	205	131	650	26	77	12	764	96	56	6	18	1	5	
Yes, I do	38%	38%	37%	48%	36%	38%	40%	24%	36%	43%	39%	38%	57%	100%	43%	
No, I do not	62%	62%	63%	52%	64%	62%	60%	76%	64%	57%	61%	62%	43%	-	57%	

KYM_Q2. How old is your child (or children) that has had sleeping difficulties in the past year? Please select all options that apply.

	Unweighted base	344	113	77	65	233	7	27	3	270	36	23	3	9	1	2
Base: US parents with children under 18 and gave the age	356	105	75	63	234	10	31	3	277	42	22	2	10	1	2	
0 to 6 years old	50%	47%	58%	46%	50%	78%	61%	-	52%	64%	16%	-	31%	-	100%	
7 to 10 years old	22%	20%	17%	32%	24%	14%	6%	67%	22%	17%	22%	74%	49%	-	-	
11 to 17 years old	36%	41%	30%	35%	37%	7%	37%	33%	36%	21%	71%	26%	36%	100%	-	

KYM_Q4a. Overall, to what extent, has your child (or children's) sleeping pattern improved or declined since the start of the Coronavirus (COVID-19) outbreak?

	Unweighted base	344	113	77	65	233	7	27	3	270	36	23	3	9	1	2
Base: US parents with children under 18 and gave the age that has a child(ren) with sleeping difficulties	356	105	75	63	234	10	31	3	277	42	22	2	10	1	2	
Improved considerably	13%	7%	13%	14%	15%	-	7%	-	13%	22%	-	-	-	-	-	
Improved moderately	16%	14%	21%	18%	15%	24%	16%	-	15%	22%	8%	-	19%	100%	49%	
Improved a little	12%	13%	8%	14%	12%	42%	6%	-	12%	17%	8%	-	-	-	-	
No change	28%	28%	30%	16%	29%	-	43%	-	29%	20%	27%	34%	41%	-	-	
Declined a little	14%	12%	17%	17%	14%	10%	11%	38%	13%	2%	38%	-	33%	-	-	
Declined moderately	11%	17%	9%	13%	11%	25%	12%	33%	12%	9%	5%	40%	7%	-	51%	
Declined considerably	6%	8%	2%	8%	5%	-	6%	30%	5%	9%	15%	26%	-	-	-	
Net: Top 2	29%	21%	34%	32%	30%	24%	23%	-	29%	44%	8%	-	19%	100%	49%	

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US_nat Sample: 6th - 12th May 2020



	Total	Parent or guardian of any children					Income					How old is your child (or children) that has had sleeping difficulties in the past year? Please select all options that apply.			Have you ever given your child (or children) their sleeping pills?	
Unweighted base	4283	985	1554	2381	1742	160	1383	1218	1068	614	163	78	134	155	173	
Base: All US Adults	4281	1000	1430	2272	1825	184	1441	1214	1008	618	179	79	129	157	180	
Yes, of at least one child younger than 18	23%	100%	11%	44%	-	-	20%	26%	33%	10%	100%	100%	100%	100%	100%	
Yes, of at least one child 18 years old or older	33%	16%	100%	63%	-	-	30%	36%	37%	29%	9%	12%	24%	19%	12%	
No, I am neither a parent or guardian	43%	-	-	-	100%	-	48%	40%	34%	49%	-	-	-	-	-	
Don't know/Prefer not to say	4%	-	-	-	-	100%	4%	3%	2%	12%	-	-	-	-	-	

parentyn. Are you a parent or guardian? Please select all that apply.

children_ages. How old are each of your children under the age of 18 in your household that you are directly responsible for? Please select all that apply.

	Total	Parent or guardian of any children				Income				How old is your child (or children) that has had sleeping difficulties in the past year? Please select all options that apply.			Have you ever given your child (or children) their sleeping pills?		
Unweighted base	985	985	158	985	-	-	278	308	334	65	163	78	134	155	173
Base: US parents with children under 18	1000	1000	158	1000	-	-	287	312	337	64	179	79	129	157	180
Younger than 1	7%	7%	4%	7%	-	-	9%	5%	8%	6%	12%	3%	1%	4%	10%
1	12%	12%	4%	12%	-	-	11%	14%	9%	16%	29%	4%	3%	11%	17%
2	12%	12%	6%	12%	-	-	12%	12%	13%	16%	32%	9%	3%	15%	20%
3	6%	6%	4%	6%	-	-	9%	7%	5%	2%	13%	1%	3%	8%	7%
4	7%	7%	3%	7%	-	-	7%	8%	7%	7%	9%	7%	5%	6%	9%
5	9%	9%	3%	9%	-	-	10%	10%	8%	8%	17%	14%	9%	10%	10%
6	8%	8%	9%	8%	-	-	7%	10%	7%	1%	13%	12%	3%	10%	7%
7	8%	8%	6%	8%	-	-	10%	8%	9%	5%	5%	34%	3%	10%	10%
8	6%	6%	4%	6%	-	-	7%	7%	6%	2%	3%	25%	3%	6%	7%
9	7%	7%	3%	7%	-	-	7%	7%	5%	9%	3%	13%	3%	7%	2%
10	10%	10%	8%	10%	-	-	10%	11%	9%	7%	3%	33%	11%	14%	6%
11	7%	7%	7%	7%	-	-	7%	7%	7%	3%	4%	10%	19%	10%	8%
12	7%	7%	7%	7%	-	-	5%	6%	10%	8%	2%	9%	11%	4%	7%
13	9%	9%	11%	9%	-	-	10%	9%	9%	8%	2%	9%	22%	11%	10%
14	7%	7%	10%	7%	-	-	5%	8%	8%	14%	1%	8%	17%	9%	7%
15	8%	8%	14%	8%	-	-	7%	8%	11%	5%	0%	5%	22%	14%	4%
16	11%	11%	21%	11%	-	-	11%	11%	12%	8%	1%	1%	22%	11%	6%
17	9%	9%	17%	9%	-	-	6%	9%	11%	8%	2%	6%	23%	12%	7%
Prefer not to say	5%	5%	6%	5%	-	-	8%	2%	4%	15%	-	-	-	-	-

KYM_Q1. Do you have a child (or children) under 18 that has had any difficulty sleeping in the past year (i.e., since early-May 2019)?

	Total	Parent or guardian of any children				Income				How old is your child (or children) that has had sleeping difficulties in the past year? Please select all options that apply.			Have you ever given your child (or children) their sleeping pills?		
Unweighted base	933	933	149	933	-	-	257	300	321	55	163	78	134	155	173
Base: US parents with children under 18	946	946	149	946	-	-	264	304	323	54	179	79	129	157	180
Yes, I do	38%	38%	36%	38%	-	-	40%	35%	39%	30%	100%	100%	100%	100%	100%
No, I do not	62%	62%	64%	62%	-	-	60%	65%	61%	70%	-	-	-	-	-

KYM_Q2. How old is your child (or children) that has had sleeping difficulties in the past year? Please select all options that apply.

	Total	Parent or guardian of any children				Income				How old is your child (or children) that has had sleeping difficulties in the past year? Please select all options that apply.			Have you ever given your child (or children) their sleeping pills?		
Unweighted base	344	344	54	344	-	-	99	105	124	16	163	78	134	155	173
Base: US parents with children under 18 and gave the age	356	356	54	356	-	-	106	106	127	16	179	79	129	157	180
0 to 6 years old	50%	50%	29%	50%	-	-	52%	45%	52%	62%	100%	15%	9%	41%	57%
7 to 10 years old	22%	22%	18%	22%	-	-	19%	29%	21%	5%	6%	100%	8%	26%	19%
11 to 17 years old	36%	36%	58%	36%	-	-	38%	33%	37%	33%	7%	13%	100%	47%	29%

KYM_Q4a. Overall, to what extent, has your child (or children's) sleeping pattern improved or declined since the start of the Coronavirus (COVID-19) outbreak?

	Total	Parent or guardian of any children				Income				How old is your child (or children) that has had sleeping difficulties in the past year? Please select all options that apply.			Have you ever given your child (or children) their sleeping pills?		
Unweighted base	344	344	54	344	-	-	99	105	124	16	163	78	134	155	173
Base: US parents with children under 18 and gave the age that has a child(ren) with sleeping difficulties	356	356	54	356	-	-	106	106	127	16	179	79	129	157	180
Improved considerably	13%	13%	13%	13%	-	-	11%	13%	16%	-	18%	10%	11%	23%	6%
Improved moderately	16%	16%	11%	16%	-	-	13%	20%	16%	7%	20%	12%	11%	12%	19%
Improved a little	12%	12%	3%	12%	-	-	11%	11%	13%	13%	14%	15%	7%	8%	15%
No change	28%	28%	35%	28%	-	-	33%	27%	24%	42%	27%	16%	32%	24%	30%
Declined a little	14%	14%	13%	14%	-	-	14%	14%	15%	7%	6%	24%	17%	18%	11%
Declined moderately	11%	11%	14%	11%	-	-	11%	10%	12%	20%	9%	15%	14%	10%	12%
Declined considerably	6%	6%	12%	6%	-	-	7%	6%	5%	11%	6%	7%	8%	5%	8%
Net: Top 2	29%	29%	23%	29%	-	-	24%	33%	32%	7%	38%	22%	22%	35%	25%

YouGov Realtime

Melatonin

US_nat Sample: 6th - 12th May 2020



Total	r children) melatonin to help with difficulties?			Overall, to what extent, has your child (or children's) sleeping pattern improved or declined since the start of the Coronavirus (COVID-19) outbreak?										
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parentyn. Are you a parent or guardian? Please select all that apply.

Unweighted base	4283	14	2	41	51	38	99	50	42	23	92	65	130	115	65
Base: All US Adults	4281	16	2	45	57	42	100	50	40	21	103	61	145	111	70
Yes, of at least one child younger than 18	23%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, of at least one child 18 years old or older	33%	13%	-	15%	10%	4%	19%	14%	18%	30%	12%	23%	10%	19%	8%
No, I am neither a parent or guardian	43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/Prefer not to say	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

children_ages. How old are each of your children under the age of 18 in your household that you are directly responsible for?

Please select all that apply.

Unweighted base	985	14	2	41	51	38	99	50	42	23	92	65	130	115	65
Base: US parents with children under 18	1000	16	2	45	57	42	100	50	40	21	103	61	145	111	70
Younger than 1	7%	6%	-	8%	8%	6%	11%	-	5%	-	8%	3%	8%	2%	100%
1	12%	40%	-	26%	10%	23%	16%	12%	7%	8%	17%	8%	19%	10%	5%
2	12%	12%	-	11%	23%	24%	17%	13%	15%	18%	18%	16%	20%	15%	14%
3	6%	5%	-	17%	8%	7%	4%	6%	4%	4%	12%	4%	11%	5%	11%
4	7%	-	-	8%	11%	-	8%	6%	9%	-	10%	6%	7%	6%	6%
5	9%	18%	64%	15%	9%	10%	9%	8%	10%	29%	12%	16%	11%	13%	6%
6	8%	6%	-	6%	7%	9%	8%	9%	13%	8%	7%	11%	7%	10%	6%
7	8%	6%	36%	10%	12%	16%	5%	10%	16%	10%	11%	14%	12%	12%	8%
8	6%	16%	-	-	5%	7%	9%	13%	4%	8%	3%	6%	4%	9%	4%
9	7%	6%	-	9%	-	4%	4%	6%	6%	-	4%	4%	4%	5%	3%
10	10%	6%	-	6%	5%	8%	6%	22%	10%	21%	6%	14%	6%	18%	-
11	7%	-	-	11%	3%	3%	9%	12%	10%	15%	7%	12%	5%	12%	-
12	7%	11%	36%	3%	5%	5%	5%	8%	13%	7%	4%	11%	4%	9%	3%
13	9%	-	-	10%	8%	5%	8%	14%	17%	7%	9%	14%	8%	14%	1%
14	7%	-	-	9%	4%	2%	7%	7%	14%	13%	6%	14%	5%	11%	3%
15	8%	-	-	5%	3%	-	11%	17%	13%	6%	4%	11%	3%	13%	2%
16	11%	10%	-	4%	2%	7%	14%	12%	2%	15%	3%	7%	4%	9%	-
17	9%	-	-	7%	6%	4%	16%	6%	5%	8%	6%	6%	6%	6%	-
Prefer not to say	5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

KYM_Q1. Do you have a child (or children) under 18 that has had any difficulty sleeping in the past year (i.e., since early-May 2019)?

Unweighted base	933	14	2	41	51	38	99	50	42	23	92	65	130	115	65
Base: US parents with children under 18	946	16	2	45	57	42	100	50	40	21	103	61	145	111	70
Yes, I do	38%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	35%
No, I do not	62%	-	-	-	-	-	-	-	-	-	-	-	-	-	65%

KYM_Q2. How old is your child (or children) that has had sleeping difficulties in the past year? Please select all options that apply.

Unweighted base	344	14	2	41	51	38	99	50	42	23	92	65	130	115	22
Base: US parents with children under 18 and gave the age	356	16	2	45	57	42	100	50	40	21	103	61	145	111	24
0 to 6 years old	50%	63%	64%	73%	61%	61%	47%	23%	40%	51%	66%	44%	65%	34%	91%
7 to 10 years old	22%	22%	36%	17%	17%	28%	13%	39%	30%	27%	17%	29%	20%	33%	8%
11 to 17 years old	36%	21%	-	31%	25%	21%	42%	45%	44%	46%	28%	45%	26%	45%	5%

KYM_Q4a. Overall, to what extent, has your child (or children's) sleeping pattern improved or declined since the start of the Coronavirus (COVID-19) outbreak?

Unweighted base	344	14	2	41	51	38	99	50	42	23	92	65	130	115	22
Base: US parents with children under 18 and gave the age that has a child(ren) with sleeping difficulties	356	16	2	45	57	42	100	50	40	21	103	61	145	111	24
Improved considerably	13%	-	-	100%	-	-	-	-	-	-	44%	-	31%	-	16%
Improved moderately	16%	12%	36%	-	100%	-	-	-	-	-	56%	-	40%	-	19%
Improved a little	12%	18%	-	-	-	100%	-	-	-	-	-	-	29%	-	11%
No change	28%	56%	-	-	-	-	100%	-	-	-	-	-	-	-	46%
Declined a little	14%	9%	-	-	-	-	-	100%	-	-	-	-	-	45%	-
Declined moderately	11%	5%	64%	-	-	-	-	-	100%	-	-	65%	-	36%	8%
Declined considerably	6%	-	-	-	-	-	-	-	-	100%	-	35%	-	19%	-
Net: Top 2	29%	12%	36%	100%	100%	-	-	-	-	-	100%	-	71%	-	34%

YouGov Realtime Melatonin

US_nat Sample: 6th - 12th May 2020



Total	How old are each of your children under the age of 18 in your household that you are directly responsible for? Please select all that apply.														
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parentyn. Are you a parent or guardian? Please select all that apply.

Unweighted base	4283	110	117	64	74	84	77	76	63	66	99	64	70	90	78
Base: All US Adults	4281	117	124	64	72	90	76	85	62	65	98	67	71	91	74
Yes, of at least one child younger than 18	23%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, of at least one child 18 years old or older	33%	5%	8%	10%	7%	5%	18%	12%	11%	7%	13%	17%	16%	19%	21%
No, I am neither a parent or guardian	43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/Prefer not to say	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

children_ages. How old are each of your children under the age of 18 in your household that you are directly responsible for? Please select all that apply.

Unweighted base	985	110	117	64	74	84	77	76	63	66	99	64	70	90	78
Base: US parents with children under 18	1000	117	124	64	72	90	76	85	62	65	98	67	71	91	74
Younger than 1	7%	3%	8%	12%	6%	4%	6%	7%	5%	3%	-	-	3%	1%	2%
1	12%	100%	6%	13%	18%	11%	11%	7%	4%	6%	5%	3%	2%	2%	2%
2	12%	7%	100%	3%	14%	16%	13%	6%	17%	8%	7%	2%	8%	5%	1%
3	6%	7%	1%	100%	1%	7%	6%	8%	6%	3%	2%	10%	1%	1%	1%
4	7%	11%	8%	1%	100%	3%	12%	8%	9%	15%	8%	4%	3%	7%	3%
5	9%	9%	12%	9%	4%	100%	9%	14%	16%	12%	8%	9%	8%	7%	7%
6	8%	7%	8%	7%	13%	8%	100%	5%	19%	6%	9%	5%	5%	7%	4%
7	8%	5%	4%	11%	10%	14%	6%	100%	3%	14%	5%	16%	7%	5%	6%
8	6%	2%	9%	6%	8%	11%	16%	2%	100%	6%	11%	6%	12%	5%	4%
9	7%	3%	4%	3%	14%	9%	5%	11%	6%	100%	4%	12%	9%	8%	6%
10	10%	4%	6%	3%	10%	8%	11%	5%	17%	5%	100%	9%	9%	19%	16%
11	7%	2%	1%	10%	4%	6%	5%	13%	6%	12%	6%	100%	8%	10%	12%
12	7%	2%	5%	1%	3%	7%	4%	6%	14%	9%	6%	100%	6%	17%	6%
13	9%	2%	4%	2%	9%	7%	8%	6%	8%	12%	18%	14%	7%	100%	6%
14	7%	1%	1%	1%	3%	6%	4%	5%	5%	7%	12%	13%	18%	5%	100%
15	8%	2%	2%	-	4%	4%	7%	1%	3%	10%	9%	11%	8%	13%	3%
16	11%	1%	2%	-	4%	4%	2%	-	7%	1%	9%	7%	6%	10%	13%
17	9%	2%	1%	-	4%	5%	-	1%	3%	6%	8%	6%	6%	7%	11%
Prefer not to say	5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

KYM_Q1. Do you have a child (or children) under 18 that has had any difficulty sleeping in the past year (i.e., since early-May 2019)?

Unweighted base	933	110	117	64	74	84	77	76	63	66	99	64	70	90	78
Base: US parents with children under 18	946	117	124	64	72	90	76	85	62	65	98	67	71	91	74
Yes, I do	38%	46%	49%	39%	34%	43%	39%	42%	39%	23%	36%	46%	31%	38%	36%
No, I do not	62%	54%	51%	61%	66%	57%	61%	58%	61%	77%	64%	54%	69%	62%	64%

KYM_Q2. How old is your child (or children) that has had sleeping difficulties in the past year? Please select all options that apply.

Unweighted base	344	49	55	25	26	36	29	31	26	15	37	28	21	38	28
Base: US parents with children under 18 and gave the age	356	54	61	25	25	39	30	36	24	15	35	30	22	35	27
0 to 6 years old	50%	95%	92%	96%	65%	78%	76%	27%	25%	33%	14%	25%	18%	9%	7%
7 to 10 years old	22%	5%	11%	4%	23%	28%	30%	74%	81%	67%	75%	25%	31%	22%	23%
11 to 17 years old	36%	7%	5%	15%	24%	29%	12%	10%	15%	24%	41%	78%	64%	80%	81%

KYM_Q4a. Overall, to what extent, has your child (or children's) sleeping pattern improved or declined since the start of the Coronavirus (COVID-19) outbreak?

Unweighted base	344	49	55	25	26	36	29	31	26	15	37	28	21	38	28
Base: US parents with children under 18 and gave the age that has a child(ren) with sleeping difficulties	356	54	61	25	25	39	30	36	24	15	35	30	22	35	27
Improved considerably	13%	22%	8%	31%	15%	17%	9%	13%	-	27%	8%	16%	5%	13%	15%
Improved moderately	16%	11%	21%	18%	24%	13%	14%	19%	11%	-	9%	6%	13%	13%	8%
Improved a little	12%	18%	16%	12%	-	11%	13%	19%	12%	12%	9%	4%	10%	6%	3%
No change	28%	30%	27%	17%	34%	23%	27%	13%	35%	26%	18%	31%	25%	23%	28%
Declined a little	14%	11%	10%	11%	13%	10%	14%	13%	27%	19%	32%	19%	17%	21%	14%
Declined moderately	11%	5%	10%	7%	14%	10%	17%	18%	7%	16%	12%	13%	23%	20%	21%
Declined considerably	6%	3%	6%	4%	-	16%	6%	6%	7%	-	13%	11%	7%	5%	10%
Net: Top 2	29%	33%	30%	50%	39%	30%	23%	31%	11%	27%	16%	22%	18%	26%	24%

YouGov Realtime

Melatonin

US_nat Sample: 6th - 12th May 2020



Total					
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parentyn. Are you a parent or guardian? Please select all that apply.

Unweighted base	4283	88	112	91	52
Base: All US Adults	4281	83	110	86	53
Yes, of at least one child younger than 18	23%	100%	100%	100%	100%
Yes, of at least one child 18 years old or older	33%	26%	30%	30%	17%
No, I am neither a parent or guardian	43%	-	-	-	-
Don't know/Prefer not to say	4%	-	-	-	-

children_ages. How old are each of your children under the age of 18 in your household that you are directly responsible for? Please select all that apply.

Unweighted base	985	88	112	91	52
Base: US parents with children under 18	1000	83	110	86	53
Younger than 1	7%	1%	-	-	-
1	12%	2%	1%	2%	-
2	12%	3%	3%	1%	-
3	6%	-	-	-	-
4	7%	4%	3%	4%	-
5	9%	4%	3%	5%	-
6	8%	6%	2%	-	-
7	8%	1%	-	1%	-
8	6%	2%	4%	2%	-
9	7%	8%	1%	5%	-
10	10%	10%	8%	9%	-
11	7%	9%	5%	5%	-
12	7%	7%	4%	5%	-
13	9%	14%	9%	8%	-
14	7%	3%	9%	9%	-
15	8%	100%	4%	15%	-
16	11%	5%	100%	9%	-
17	9%	16%	7%	100%	-
Prefer not to say	5%	-	-	-	100%

KYM_Q1. Do you have a child (or children) under 18 that has had any difficulty sleeping in the past year (i.e., since early-May 2019)?

Unweighted base	933	88	112	91	-
Base: US parents with children under 18	946	83	110	86	-
Yes, I do	38%	36%	27%	36%	-
No, I do not	62%	64%	73%	64%	-

KYM_Q2. How old is your child (or children) that has had sleeping difficulties in the past year? Please select all options that apply.

Unweighted base	344	32	31	32	-
Base: US parents with children under 18 and gave the age	356	30	30	31	-
0 to 6 years old	50%	3%	6%	10%	-
7 to 10 years old	22%	12%	3%	16%	-
11 to 17 years old	36%	93%	97%	97%	-

KYM_Q4a. Overall, to what extent, has your child (or children's) sleeping pattern improved or declined since the start of the Coronavirus (COVID-19) outbreak?

Unweighted base	344	32	31	32	-
Base: US parents with children under 18 and gave the age that has a child(ren) with sleeping difficulties	356	30	30	31	-
Improved considerably	13%	8%	6%	10%	-
Improved moderately	16%	6%	4%	12%	-
Improved a little	12%	-	9%	6%	-
No change	28%	37%	48%	52%	-
Declined a little	14%	28%	20%	10%	-
Declined moderately	11%	17%	3%	6%	-
Declined considerably	6%	5%	10%	5%	-
Net: Top 2	29%	14%	9%	21%	-

YouGov Realtime Melatonin

US_nat Sample: 6th - 12th May 2020



	Total	Gender		Age			Region				Race				
Net: Bottom 2	17%	12%	22%	11%	21%	16%	18%	19%	18%	15%	18%	30%	11%	18%	11%
Net: Improved	41%	53%	30%	52%	34%	26%	51%	20%	44%	41%	34%	57%	50%	48%	43%
Net: Declined	31%	24%	37%	23%	37%	33%	33%	39%	28%	30%	34%	35%	23%	27%	23%

KYM_Q5. Have you ever given your child (or children) melatonin to help with their sleeping difficulties?

	Unweighted base	Gender		Age			Region				Race				
Base: : US parents with children under 18 and gave the age that has a child(ren) with sleeping difficulties	344	132	212	123	205	16	72	59	135	78	225	33	67	19	89
Yes, I/we have	44%	44%	44%	43%	44%	48%	41%	48%	49%	36%	50%	37%	38%	21%	46%
No, I/we have not	51%	48%	53%	49%	51%	52%	53%	50%	47%	54%	47%	61%	53%	67%	46%
Don't know	5%	6%	3%	6%	4%	-	6%	-	3%	10%	3%	3%	9%	4%	8%
Prefer not to say	1%	1%	-	1%	0%	-	-	2%	1%	-	0%	-	-	8%	-

KYM_Q6a. Have you been using melatonin more or less frequently for your child (or children) with sleeping difficulties since the start the Coronavirus (COVID-19) outbreak?

	Unweighted base	Gender		Age			Region				Race				
Base: US parents with children under 18 and gave the age that have given their child(ren) melatonin for sleeping difficulties	155	60	95	52	94	9	28	29	67	31	110	13	28	4	43
Much more frequently	30%	40%	23%	42%	23%	33%	41%	16%	39%	16%	26%	51%	34%	51%	35%
Somewhat more frequently	27%	29%	26%	27%	28%	20%	36%	16%	22%	41%	25%	17%	39%	22%	24%
No more or less frequently	29%	18%	37%	20%	33%	47%	15%	57%	24%	25%	35%	9%	17%	28%	27%
Somewhat less frequently	6%	6%	6%	5%	7%	-	7%	4%	5%	9%	5%	20%	4%	-	2%
Much less frequently	6%	6%	6%	6%	6%	-	2%	-	10%	6%	7%	4%	6%	-	10%
Not applicable – I had never given my child melatonin before the Coronavirus (COVID-19) outbreak	2%	2%	2%	-	3%	-	-	7%	-	3%	3%	-	-	-	2%
Net: More frequently	58%	68%	49%	68%	51%	53%	77%	32%	61%	57%	51%	68%	73%	72%	59%
Net: Less frequently	12%	12%	12%	11%	13%	-	9%	4%	15%	15%	11%	24%	10%	-	12%

KYM_Q7a. How effective, if at all, do you believe melatonin has been for your child (or children) with sleeping difficulties?

	Unweighted base	Gender		Age			Region				Race				
Base: US parents with children under 18 and gave the age that have given their child(ren) melatonin for sleeping difficulties	155	60	95	52	94	9	28	29	67	31	110	13	28	4	43
Very effective	40%	43%	39%	48%	34%	51%	58%	22%	39%	46%	36%	75%	44%	22%	50%
Somewhat effective	41%	37%	44%	41%	42%	26%	35%	58%	36%	41%	40%	20%	48%	78%	33%
Not very effective	14%	15%	12%	5%	18%	23%	5%	14%	17%	14%	17%	-	8%	-	8%
Not effective at all	3%	4%	3%	5%	3%	-	3%	3%	5%	-	4%	5%	-	-	8%
Don't know	2%	1%	2%	-	3%	-	-	4%	3%	-	3%	-	-	-	2%
Net: Effective	81%	80%	82%	90%	76%	77%	92%	79%	76%	86%	76%	95%	92%	100%	83%
Net: Not effective	17%	19%	15%	10%	21%	23%	8%	17%	22%	14%	22%	5%	8%	-	15%

Cell Contents (Column Percentages)

YouGov Realtime
Melatonin

US_nat Sample: 6th - 12th May 2020



	Total	Education			Marital Status										
Net: Bottom 2	17%	26%	11%	21%	16%	25%	17%	62%	17%	17%	19%	66%	7%	-	51%
Net: Improved	41%	34%	42%	46%	42%	66%	29%	-	41%	60%	16%	-	19%	100%	49%
Net: Declined	31%	37%	28%	38%	29%	34%	28%	100%	30%	19%	57%	66%	40%	-	51%

KYM_Q5. Have you ever given your child (or children) melatonin to help with their sleeping difficulties?

	Unweighted base	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Base: : US parents with children under 18 and gave the age that has a child(ren) with sleeping difficulties	344	113	77	65	233	7	27	3	270	36	23	3	9	1	2
Yes, I/we have	356	105	75	63	234	10	31	3	277	42	22	2	10	1	2
No, I/we have not	44%	44%	38%	47%	44%	17%	40%	100%	44%	48%	51%	66%	19%	100%	51%
Don't know	51%	50%	59%	49%	51%	83%	56%	-	52%	37%	45%	34%	81%	-	49%
Prefer not to say	5%	4%	3%	3%	4%	-	3%	-	4%	11%	4%	-	-	-	-
	1%	1%	-	1%	0%	-	-	-	0%	4%	-	-	-	-	-

KYM_Q6a. Have you been using melatonin more or less frequently for your child (or children) with sleeping difficulties since the start the Coronavirus (COVID-19) outbreak?

	Unweighted base	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Base: US parents with children under 18 and gave the age that have given their child(ren) melatonin for sleeping difficulties	155	52	30	30	103	2	12	3	120	18	11	2	2	1	1
Much more frequently	157	47	29	30	104	2	12	3	121	20	11	2	2	1	1
Somewhat more frequently	30%	23%	31%	34%	32%	-	27%	33%	31%	41%	11%	-	-	100%	-
No more or less frequently	27%	23%	28%	38%	29%	-	7%	30%	27%	34%	28%	39%	-	-	-
Somewhat less frequently	29%	36%	28%	22%	30%	43%	49%	-	31%	13%	35%	61%	-	-	-
Much less frequently	6%	11%	7%	3%	3%	-	17%	-	4%	7%	7%	-	100%	-	-
Not applicable – I had never given my child melatonin before the Coronavirus (COVID-19) outbreak	6%	8%	2%	-	4%	-	-	38%	5%	4%	18%	-	-	-	100%
Net: More frequently	2%	-	4%	3%	2%	57%	-	-	2%	-	-	-	-	-	-
Net: Less frequently	58%	46%	59%	72%	61%	-	34%	62%	58%	76%	39%	39%	-	100%	-
	12%	19%	9%	3%	7%	-	17%	38%	9%	11%	25%	-	100%	-	100%

KYM_Q7a. How effective, if at all, do you believe melatonin has been for your child (or children) with sleeping difficulties?

	Unweighted base	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Base: US parents with children under 18 and gave the age that have given their child(ren) melatonin for sleeping difficulties	155	52	30	30	103	2	12	3	120	18	11	2	2	1	1
Very effective	157	47	29	30	104	2	12	3	121	20	11	2	2	1	1
Somewhat effective	40%	33%	33%	43%	46%	-	42%	33%	44%	43%	-	39%	-	100%	-
Not very effective	41%	42%	50%	44%	37%	57%	52%	67%	40%	30%	66%	-	100%	-	100%
Not effective at all	14%	24%	11%	10%	12%	43%	6%	-	12%	17%	25%	61%	-	-	-
Don't know	3%	1%	2%	-	3%	-	-	-	3%	10%	-	-	-	-	-
Net: Effective	2%	-	4%	3%	2%	-	-	-	2%	-	8%	-	-	-	-
Net: Not effective	81%	75%	83%	87%	83%	57%	94%	100%	84%	73%	66%	39%	100%	100%	100%
	17%	25%	13%	10%	15%	43%	6%	-	14%	27%	25%	61%	-	-	-

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US_nat Sample: 6th - 12th May 2020



	Total	Parent or guardian of any children					Income				How old is your child (or children) that has had sleeping difficulties in the past year? Please select all options that apply.			Have you ever given your child (or children) melatonin to help with their sleeping difficulties?	
Net: Bottom 20%	17%	17%	26%	17%	-	-	17%	16%	17%	30%	15%	22%	21%	15%	20%
Net: Improved	41%	41%	26%	41%	-	-	36%	44%	45%	20%	52%	37%	29%	43%	39%
Net: Declined	31%	31%	38%	31%	-	-	32%	29%	31%	37%	21%	47%	39%	33%	31%

KYM_Q5. Have you ever given your child (or children) melatonin to help with their sleeping difficulties?

Unweighted base	344	344	54	344	-	-	99	105	124	16	163	78	134	155	173
Base: US parents with children under 18 and gave the age that has a child(ren) with sleeping difficulties	356	356	54	356	-	-	106	106	127	16	179	79	129	157	180
Yes, I/we have	44%	44%	55%	44%	-	-	43%	48%	44%	31%	36%	51%	57%	100%	-
No, I/we have not	51%	51%	41%	51%	-	-	44%	52%	53%	69%	57%	43%	40%	-	100%
Don't know	5%	5%	4%	5%	-	-	12%	-	3%	-	6%	5%	3%	-	-
Prefer not to say	1%	1%	-	1%	-	-	1%	-	1%	-	1%	1%	-	-	-

KYM_Q6a. Have you been using melatonin more or less frequently for your child (or children) with sleeping difficulties since the start of the Coronavirus (COVID-19) outbreak?

Unweighted base	155	155	30	155	-	-	45	51	54	5	58	40	78	155	-
Base: US parents with children under 18 and gave the age that have given their child(ren) melatonin for sleeping difficulties	157	157	30	157	-	-	46	51	56	5	65	41	73	157	-
Much more frequently	30%	30%	27%	30%	-	-	25%	35%	33%	-	42%	23%	28%	30%	-
Somewhat more frequently	27%	27%	31%	27%	-	-	28%	24%	32%	-	25%	37%	24%	27%	-
No more or less frequently	29%	29%	32%	29%	-	-	32%	23%	28%	62%	23%	18%	36%	29%	-
Somewhat less frequently	6%	6%	3%	6%	-	-	3%	8%	6%	-	2%	7%	8%	6%	-
Much less frequently	6%	6%	4%	6%	-	-	9%	7%	-	38%	5%	12%	5%	6%	-
Not applicable – I had never given my child melatonin before the Coronavirus (COVID-19) outbreak	2%	2%	3%	2%	-	-	2%	2%	2%	-	3%	3%	-	2%	-
Net: More frequently	58%	58%	58%	58%	-	-	53%	59%	65%	-	67%	59%	52%	58%	-
Net: Less frequently	12%	12%	7%	12%	-	-	12%	15%	6%	38%	7%	20%	12%	12%	-

KYM_Q7a. How effective, if at all, do you believe melatonin has been for your child (or children) with sleeping difficulties?

Unweighted base	155	155	30	155	-	-	45	51	54	5	58	40	78	155	-
Base: US parents with children under 18 and gave the age that have given their child(ren) melatonin for sleeping difficulties	157	157	30	157	-	-	46	51	56	5	65	41	73	157	-
Very effective	40%	40%	35%	40%	-	-	38%	40%	47%	-	51%	48%	33%	40%	-
Somewhat effective	41%	41%	41%	41%	-	-	42%	36%	40%	100%	37%	35%	45%	41%	-
Not very effective	14%	14%	22%	14%	-	-	15%	19%	9%	-	8%	15%	15%	14%	-
Not effective at all	3%	3%	2%	3%	-	-	4%	5%	1%	-	3%	2%	3%	3%	-
Don't know	2%	2%	-	2%	-	-	2%	-	3%	-	1%	-	3%	2%	-
Net: Effective	81%	81%	75%	81%	-	-	79%	76%	87%	100%	88%	83%	79%	81%	-
Net: Not effective	17%	17%	25%	17%	-	-	19%	25%	10%	-	11%	17%	19%	17%	-

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US_nat Sample: 6th - 12th May 2020



	Total	r children) melatonin to help with j difficulties?			Overall, to what extent, has your child (or children's) sleeping pattern improved or declined since the start of the Coronavirus (COVID-19) outbreak?										
		5%	64%												
Net: Bottom 2	17%			-	-	-	-	-	100%	100%	-	100%	-	55%	8%
Net: Improved	41%	30%	36%	100%	100%	100%	-	-	-	-	100%	-	100%	-	45%
Net: Declined	31%	14%	64%	-	-	-	100%	100%	100%	-	100%	-	100%	-	8%

KYM_Q5. Have you ever given your child (or children) melatonin to help with their sleeping difficulties?

	Unweighted base	14	2	41	51	38	99	50	42	23	92	65	130	115	22
Base: : US parents with children under 18 and gave the age that has a child(ren) with sleeping difficulties	344	14	2	41	51	38	99	50	42	23	92	65	130	115	22
Yes, I/we have	44%	-	-	78%	34%	31%	37%	57%	41%	34%	53%	38%	47%	47%	24%
No, I/we have not	51%	-	-	22%	61%	62%	54%	40%	53%	66%	44%	58%	49%	50%	72%
Don't know	5%	100%	-	-	3%	7%	9%	3%	2%	-	2%	1%	3%	2%	4%
Prefer not to say	1%	-	100%	-	1%	-	-	-	4%	-	1%	2%	1%	1%	-

KYM_Q6a. Have you been using melatonin more or less frequently for your child (or children) with sleeping difficulties since the start the Coronavirus (COVID-19) outbreak?

	Unweighted base	-	-	31	18	12	39	28	19	8	49	27	61	55	4
Base: US parents with children under 18 and gave the age that have given their child(ren) melatonin for sleeping difficulties	155	-	-	31	18	12	39	28	19	8	49	27	61	55	4
Much more frequently	157	-	-	35	20	13	37	28	16	7	55	24	68	52	6
Somewhat more frequently	30%	-	-	77%	40%	-	8%	14%	24%	26%	64%	24%	52%	19%	45%
No more or less frequently	27%	-	-	16%	51%	61%	2%	35%	31%	46%	28%	35%	35%	35%	21%
Somewhat less frequently	29%	-	-	5%	4%	20%	66%	37%	25%	11%	5%	20%	8%	29%	19%
Much less frequently	6%	-	-	-	5%	11%	12%	3%	9%	-	2%	6%	4%	5%	-
Not applicable – I had never given my child melatonin before the Coronavirus (COVID-19) outbreak	6%	-	-	1%	-	8%	9%	8%	6%	18%	1%	10%	2%	9%	-
Net: More frequently	2%	-	-	-	-	-	3%	3%	5%	-	-	4%	-	4%	15%
Net: Less frequently	58%	-	-	93%	91%	61%	10%	50%	55%	71%	92%	60%	86%	54%	66%
Net: Not effective	12%	-	-	1%	5%	19%	21%	11%	16%	18%	3%	16%	6%	13%	-

KYM_Q7a. How effective, if at all, do you believe melatonin has been for your child (or children) with sleeping difficulties?

	Unweighted base	-	-	31	18	12	39	28	19	8	49	27	61	55	4
Base: US parents with children under 18 and gave the age that have given their child(ren) melatonin for sleeping difficulties	155	-	-	31	18	12	39	28	19	8	49	27	61	55	4
Very effective	157	-	-	35	20	13	37	28	16	7	55	24	68	52	6
Somewhat effective	40%	-	-	65%	55%	54%	22%	29%	32%	19%	61%	28%	60%	29%	81%
Not very effective	41%	-	-	21%	37%	22%	54%	60%	32%	61%	27%	41%	26%	51%	19%
Not effective at all	14%	-	-	6%	8%	23%	18%	7%	31%	11%	7%	25%	10%	15%	-
Don't know	3%	-	-	9%	-	-	4%	-	-	10%	6%	3%	4%	1%	-
Net: Effective	2%	-	-	-	-	-	2%	4%	5%	-	-	4%	-	4%	-
Net: Not effective	81%	-	-	85%	92%	77%	76%	89%	64%	80%	88%	69%	86%	80%	100%
Net: Not effective	17%	-	-	15%	8%	23%	22%	7%	31%	20%	12%	28%	14%	16%	-

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	Total	How old are each of your children under the age of 18 in your household that you are directly responsible for? Please select all that apply.													
Net: Bottom 2	17%	9%	16%	10%	14%	26%	23%	24%	14%	16%	25%	24%	30%	25%	31%
Net: Improved	41%	50%	46%	62%	39%	41%	36%	50%	23%	39%	26%	26%	28%	32%	27%
Net: Declined	31%	20%	27%	22%	27%	36%	37%	37%	41%	35%	57%	43%	47%	45%	45%

KYM_Q5. Have you ever given your child (or children) melatonin to help with their sleeping difficulties?

	Unweighted base	49	55	25	26	36	29	31	26	15	37	28	21	38	28
Base: : US parents with children under 18 and gave the age that has a child(ren) with sleeping difficulties	344	49	55	25	26	36	29	31	26	15	37	28	21	38	28
Yes, I/we have	356	54	61	25	25	39	30	36	24	15	35	30	22	35	27
No, I/we have not	44%	31%	39%	49%	38%	41%	54%	43%	36%	70%	65%	54%	30%	50%	55%
Don't know	51%	57%	57%	48%	62%	47%	43%	52%	53%	24%	33%	46%	58%	50%	45%
Prefer not to say	5%	12%	3%	3%	-	8%	3%	3%	11%	6%	3%	-	8%	-	-
	1%	-	-	-	-	4%	-	2%	-	-	-	-	4%	-	-

KYM_Q6a. Have you been using melatonin more or less frequently for your child (or children) with sleeping difficulties since the start the Coronavirus (COVID-19) outbreak?

	Unweighted base	16	23	11	10	15	14	13	9	11	23	14	7	20	15
Base: US parents with children under 18 and gave the age that have given their child(ren) melatonin for sleeping difficulties	155	16	23	11	10	15	14	13	9	11	23	14	7	20	15
Much more frequently	157	17	24	12	10	16	16	15	9	10	22	16	7	17	14
Somewhat more frequently	30%	42%	34%	45%	27%	38%	22%	24%	-	31%	21%	50%	41%	20%	22%
No more or less frequently	27%	20%	24%	25%	18%	38%	30%	31%	44%	24%	34%	13%	46%	38%	20%
Somewhat less frequently	29%	30%	29%	14%	55%	16%	41%	29%	34%	45%	19%	17%	13%	30%	43%
Much less frequently	6%	8%	-	-	-	-	-	-	-	-	18%	13%	-	9%	9%
Not applicable – I had never given my child melatonin before the Coronavirus (COVID-19) outbreak	6%	-	9%	9%	-	8%	7%	15%	9%	-	9%	7%	-	3%	6%
Net: More frequently	2%	-	5%	8%	-	-	-	-	13%	-	-	-	-	-	-
Net: Less frequently	58%	62%	58%	70%	45%	76%	52%	56%	44%	55%	63%	63%	87%	58%	42%
	12%	8%	9%	9%	8%	8%	7%	15%	9%	-	26%	19%	-	12%	15%

KYM_Q7a. How effective, if at all, do you believe melatonin has been for your child (or children) with sleeping difficulties?

	Unweighted base	16	23	11	10	15	14	13	9	11	23	14	7	20	15
Base: US parents with children under 18 and gave the age that have given their child(ren) melatonin for sleeping difficulties	155	16	23	11	10	15	14	13	9	11	23	14	7	20	15
Very effective	157	17	24	12	10	16	16	15	9	10	22	16	7	17	14
Somewhat effective	40%	39%	38%	54%	49%	48%	59%	54%	24%	51%	49%	41%	14%	22%	36%
Not very effective	41%	31%	46%	46%	36%	47%	34%	22%	63%	34%	31%	53%	76%	45%	49%
Not effective at all	14%	18%	12%	-	16%	5%	7%	24%	13%	15%	16%	7%	-	22%	14%
Don't know	3%	13%	-	-	-	-	-	-	-	-	4%	-	10%	4%	-
Net: Effective	2%	-	4%	-	-	-	-	-	-	-	-	-	-	6%	-
Net: Not effective	81%	70%	84%	100%	84%	95%	93%	76%	87%	85%	80%	93%	90%	67%	86%
	17%	30%	12%	-	16%	5%	7%	24%	13%	15%	20%	7%	10%	26%	14%

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US_nat Sample: 6th - 12th May 2020



	Total				
Net: Bottom 2	17%	22%	14%	11%	-
Net: Improved	41%	14%	19%	27%	-
Net: Declined	31%	49%	34%	21%	-

KYM_Q5. Have you ever given your child (or children) melatonin to help with their sleeping difficulties?

Unweighted base	344	32	31	32	-
Base: : US parents with children under 18 and gave the age that has a child(ren) with sleeping difficulties	356	30	30	31	-
Yes, I/we have	44%	74%	57%	60%	-
No, I/we have not	51%	26%	37%	40%	-
Don't know	5%	-	6%	-	-
Prefer not to say	1%	-	-	-	-

KYM_Q6a. Have you been using melatonin more or less frequently for your child (or children) with sleeping difficulties since the start the Coronavirus (COVID-19) outbreak?

Unweighted base	155	24	18	20	-
Base: US parents with children under 18 and gave the age that have given their child(ren) melatonin for sleeping difficulties	157	22	17	18	-
Much more frequently	30%	20%	16%	27%	-
Somewhat more frequently	27%	19%	20%	24%	-
No more or less frequently	29%	43%	51%	49%	-
Somewhat less frequently	6%	16%	8%	-	-
Much less frequently	6%	2%	5%	-	-
Not applicable – I had never given my child melatonin before the Coronavirus (COVID-19) outbreak	2%	-	-	-	-
Net: More frequently	58%	39%	36%	51%	-
Net: Less frequently	12%	19%	13%	-	-

KYM_Q7a. How effective, if at all, do you believe melatonin has been for your child (or children) with sleeping difficulties?

Unweighted base	155	24	18	20	-
Base: US parents with children under 18 and gave the age that have given their child(ren) melatonin for sleeping difficulties	157	22	17	18	-
Very effective	40%	31%	20%	38%	-
Somewhat effective	41%	45%	58%	22%	-
Not very effective	14%	14%	17%	29%	-
Not effective at all	3%	4%	-	4%	-
Don't know	2%	5%	5%	6%	-
Net: Effective	81%	77%	77%	61%	-
Net: Not effective	17%	18%	17%	33%	-

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