



What Parents Will Do for Sleep

77% of parents with children aged 5 and under would be willing to give up something they love or do something they dislike in exchange for a good night's sleep.

40%

Give up social media for a month in exchange for one night of good sleep



39%

Sit in traffic for an hour to get a solid night's sleep



30%

Get dental work done for a good night's sleep



33%

Cut their own hair (only 19% of moms, though!)

