



RAPORT DE CERCETARE
**OBICEIURILE CU RISC CRESCUT CARE AU UN IMPACT DIRECT
ASUPRA CALITĂȚII VIEȚII ROMÂNILOR**

SEPTEMBRIE 2024

 **CIPRA**
CENTRUL DE INFORMARE, PREVENIRE RISC ȘI ANALIZĂ

&

reveal 
MARKETING
RESEARCH



REZULTATE DETALIAȚE

A close-up photograph of a white alarm clock with a yellow dial and black numbers. The clock is partially obscured by a blue rectangular overlay with a yellow border. The word 'SOMN' is written in yellow capital letters on the blue overlay. The background is a blurred image of a person's face.

SOMN

CALITATEA SOMNULUI



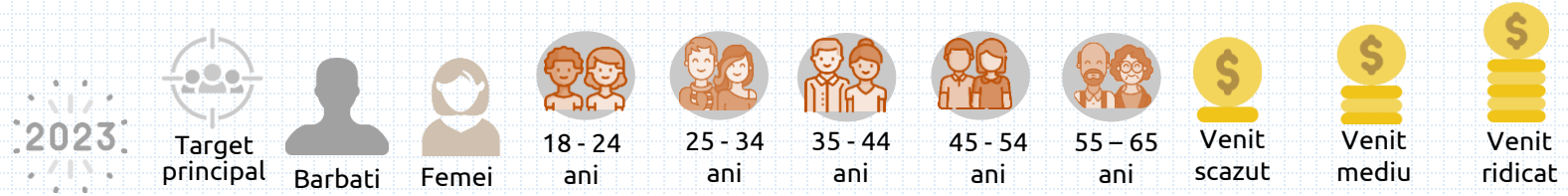
Q: In ultimele 7 zile cum v-ati descrie calitatea somnului in general?
 Raspundeti folosind o scala de la 0 la 10, in care 0 inseamna "ingrozitor" si 10 inseamna "excelent".

		2023	Target principal	Barbati	Femei	18 - 24 ani	25 - 34 ani	35 - 44 ani	45 - 54 ani	55 - 65 ani	Venit scazut	Venit mediu	Venit ridicat
Buna (8-10)		39%	43%	46%	44%	39%	47%	45%	43%	48%	42%	46%	51%
Medie (4-7)		52%	48%	45%	45%	50%	44%	45%	44%	42%	48%	44%	39%
Slaba (0-3)		9%	10%	9%	12%	11%	9%	10%	13%	10%	10%	9%	10%



MINUTE INAINTE DE ADORMI

Q: Cat de mult va ia sa adormiti, in minute?

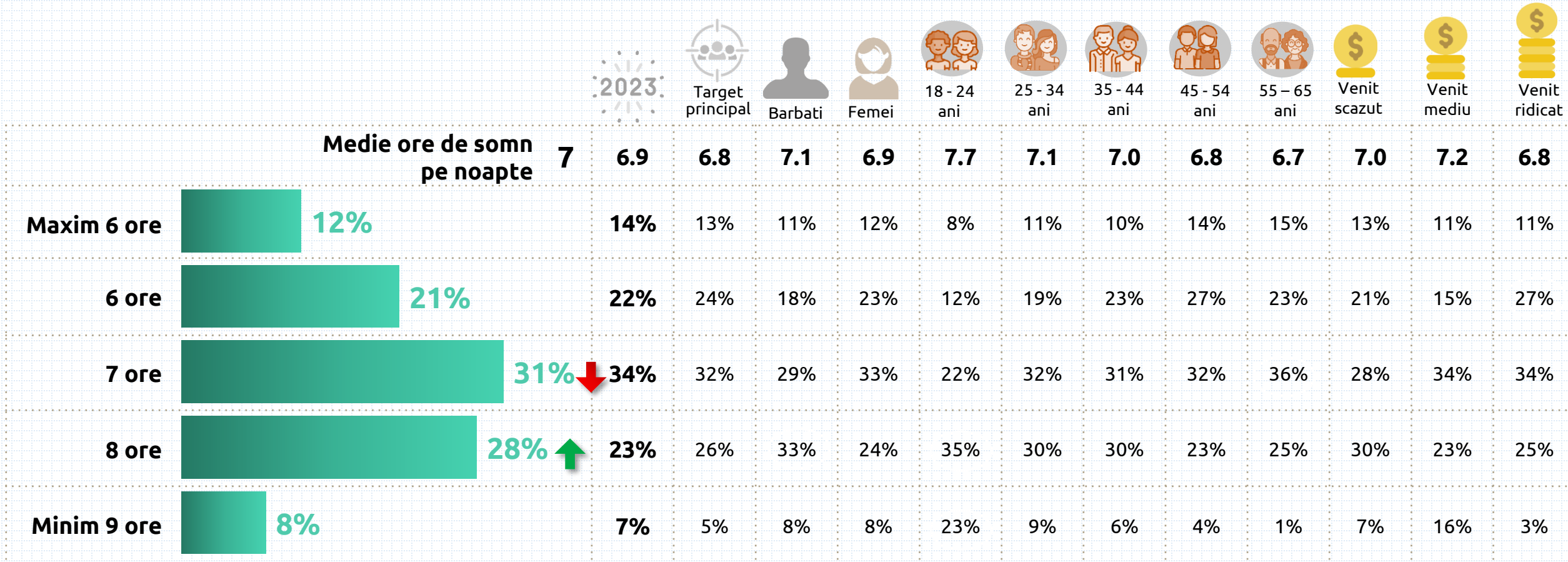


	Medie minute inainte de a adormi 22.2	2023	Target principal	Barbati	Femei	18 - 24 ani	25 - 34 ani	35 - 44 ani	45 - 54 ani	55 - 65 ani	Venit scazut	Venit mediu	Venit ridicat
10 minute sau mai putin	37% ↓	41%	34%	41%	33%	32%	38%	40%	36%	36%	35%	37%	39%
11-20 minute	16% ↓	21%	18%	18%	14%	17%	17%	16%	15%	15%	16%	16%	18%
21-30 minute	34% ↑	20%	35%	31%	36%	40%	35%	32%	33%	31%	35%	31%	30%
31-40 minute	2%	4%	1%	1%	2%	2%	0%	2%	2%	3%	1%	3%	4%
41-50 minute	2%	2%	2%	2%	2%	3%	2%	0%	3%	1%	3%	2%	1%
51-60 minute	8%	10%	8%	6%	9%	6%	6%	8%	9%	9%	9%	8%	7%
Mai mult de o ora	2%	2%	2%		3%		2%	2%	2%	4%	1%	3%	2%



ORE DE SOMN PE NOAPTE

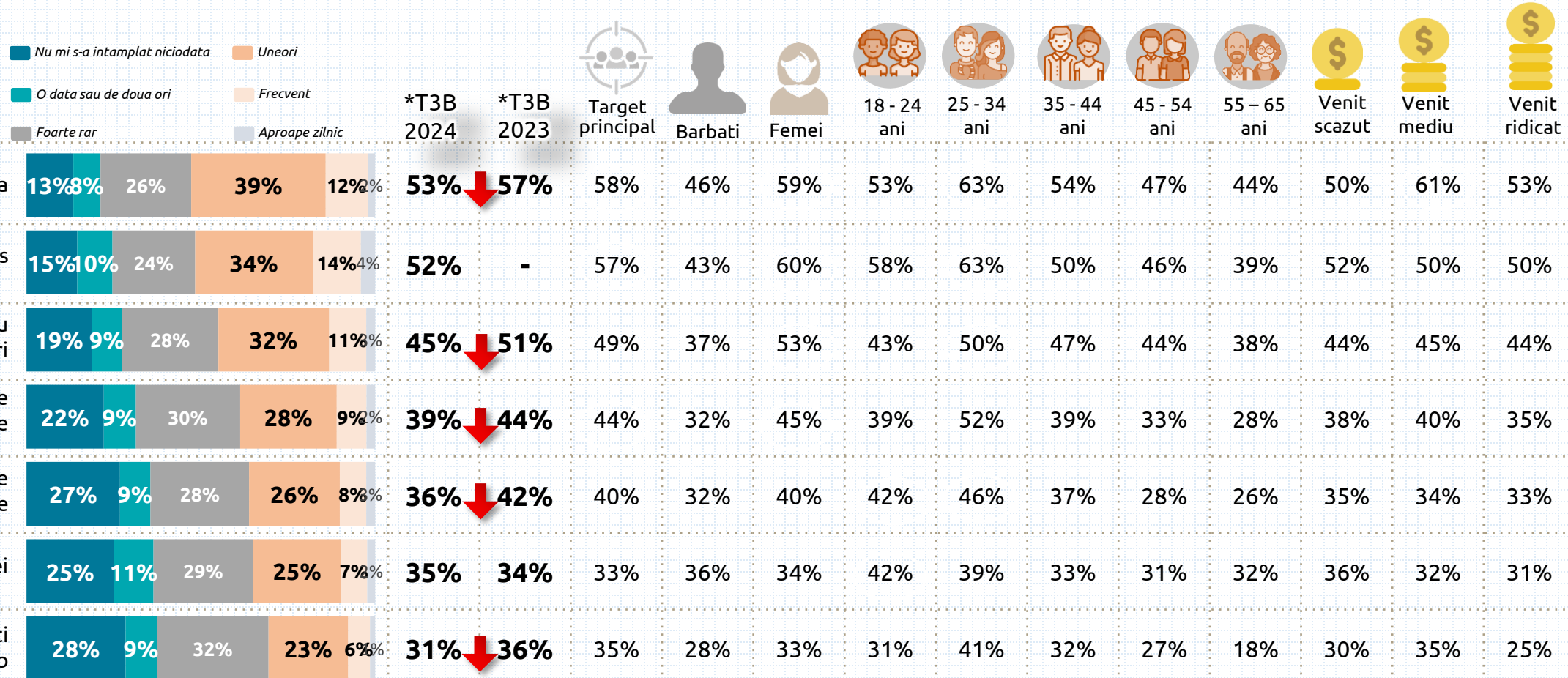
Q: Cate ore dormiti pe noapte, in medie?





CONSECINTE ALE LIPSEI DE SOMN

Q: Cat de des vi se intampla, din cauza lipsei de somn sa...



*T3B=Uneori+Frecvent+Aproape zilnic



IMBUNATATIREA CALITATII SOMNULUI

Q: Care dintre urmatoarele aspecte considerati ca v-ar ajuta sa dormiti mai bine?

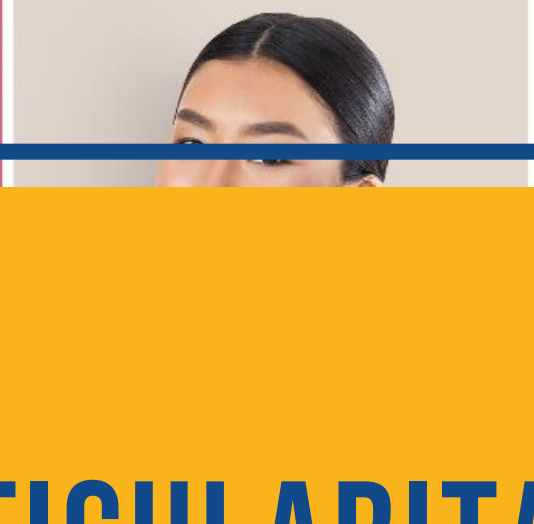
	2023	Target principal	Barbati	Femei	18 - 24 ani	25 - 34 ani	35 - 44 ani	45 - 54 ani	55 - 65 ani	Venit scazut	Venit mediu	Venit ridicat	
O organizare mai buna, astfel incat sa termin lucrurile planificate la timp	46%	48%	42%	51%	40%	62%	52%	46%	38%	30%	45%	50%	42%
Mai multa liniste in casa/ zona unde locuiesc	30%	32%	34%	29%	30%	25%	31%	32%	27%	32%	28%	28%	34%
Meditatia/ sa ma linistesc inainte sa ma pun in pat	27% ↓	37%	32%	25%	29%	20%	33%	27%	25%	26%	25%	28%	34%
Tratamente naturiste, ceaiuri	25% ↓	29%	26%	25%	24%	21%	24%	18%	29%	32%	25%	28%	25%
Un pat sau o perna mai confortabila	22% ↓	29%	22%	25%	19%	22%	17%	19%	31%	22%	22%	28%	20%
Sa nu mai sforai	8% ↓	16%	6%	12%	4%	9%	8%	4%	10%	10%	7%	13%	7%
Altceva (calmante, muzica, temperatura potrivita)	6%	6%	7%	4%	7%	6%	3%	5%	8%	7%	6%	4%	5%



FACTORI CARE AFECTEAZA CALITATEA SOMNULUI

Q: Care dintre urmatoarele aspecte considerati ca va afecteaza calitatea somnului?

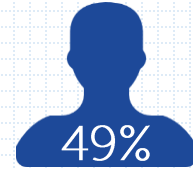
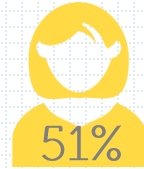
	2023	Target principal	Barbati	Femei	18 - 24 ani	25 - 34 ani	35 - 44 ani	45 - 54 ani	55 - 65 ani	Venit scazut	Venit mediu	Venit ridicat
Stresul acumulat in timpul zilei	52% ↓ 61%	57%	46%	57%	44%	53%	57%	54%	45%	49%	58%	55%
Petrec prea mult timp pe telefon/calculator inainte de culcare	40% ↓ 41%	36%	45%	35%	62%	42%	36%	35%	27%	42%	40%	33%
Petrec prea mult timp la televizor inainte de culcare	28% ↓ 35%	29%	33%	23%	17%	27%	24%	32%	41%	26%	32%	31%
Mananc / beau cu putin timp inainte de somn	27% ↓ 33%	30%	30%	24%	30%	27%	28%	26%	23%	26%	27%	32%
Ajung tarziu acasa de la serviciu	13% ↓ 15%	15%	16%	10%	12%	20%	14%	11%	6%	12%	15%	17%
Afectiuni medicale	10% ↓ -	10%	10%	10%	4%	8%	7%	12%	20%	11%	9%	8%
Altceva (caldura, copilul, zgomotele)	5% ↓ 5%	6%	4%	6%	5%	2%	8%	5%	7%	6%	3%	7%



PARTICULARITAȚI ALE EȘANTIONULUI

**BAZĂ RESPONDENȚI: TOTAL EȘANTION
N = 1007 RESPONDENȚI**

GEN



Urban
57%



Rural
43%



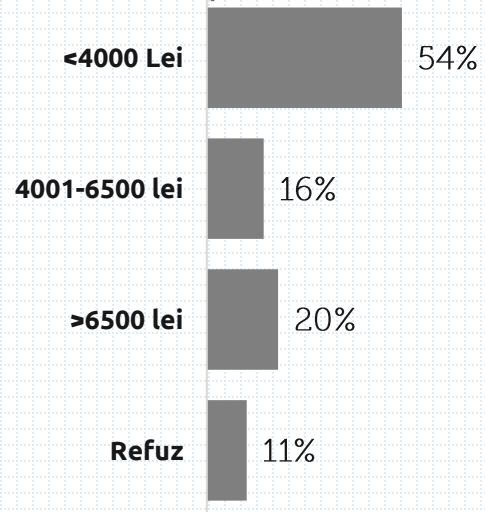
COPII MINORI

Da, 46%

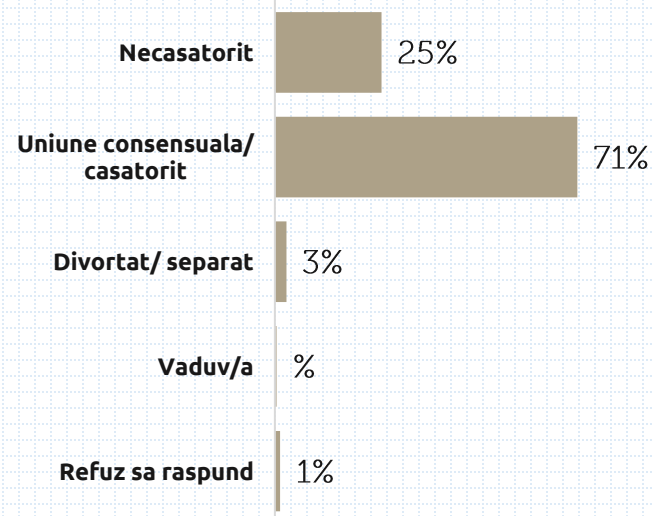
Nu, 54%



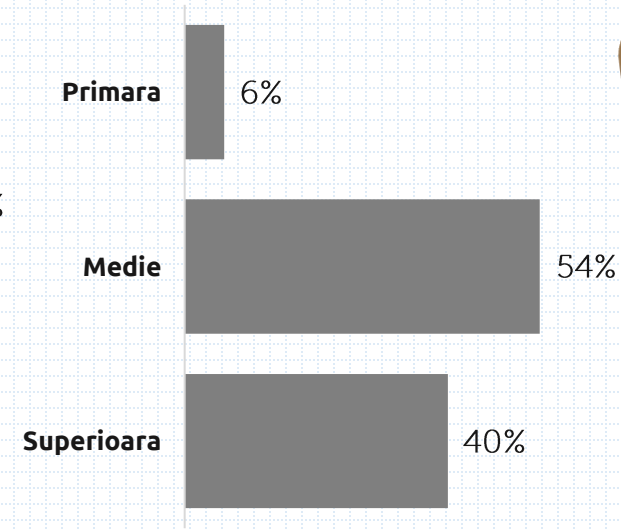
**VENIT
LUNAR/GOSPODARIE**



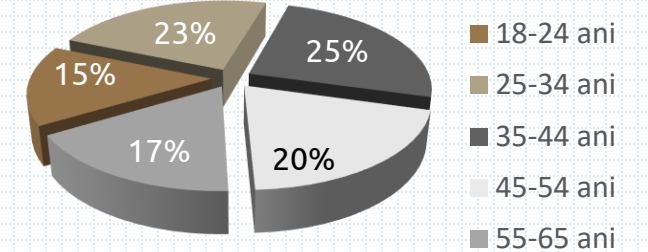
STARE CIVILA



EDUCATIE



AGE



WWW.CIPRA.RO

