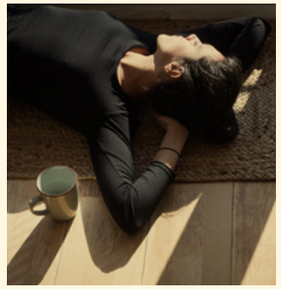
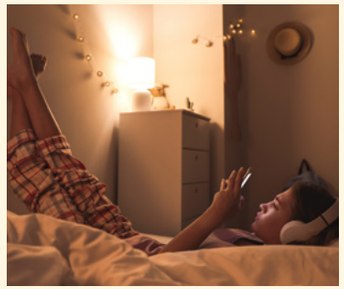
NEW RESEARCH BROUGHT TO YOU BY SUN LIFE

Wake-up call

The hidden cost of poor sleep – and what we can do about it





Sun Life | Ipsos

Introduction

Sleep is a cornerstone of health, yet millions of Canadian employees struggle to get the quality sleep they need. Poor sleep increases the risk of chronic disease and mental health disorders. It drives employee absences, causes safety issues and significantly lowers productivity.[1]

It's an issue that's likely only to get worse. Canadian employees face intensifying challenges to quality sleep driven by factors such as rising anxiety and mental health conditions, financial uncertainty, chronic disease prevalence, always-on work environments, and excessive screen time.

To better understand this critical well-being issue, Sun Life partnered with Ipsos to conduct national surveys of 2,000 Canadian employees and 400 employers in December 2025 (see **About the surveys**).

With a better understanding of sleep issues, we can provide effective resources, raise awareness about sleep's importance to well-being, and help ensure employees access the support they need.

> *Our research reveals a hidden sleep crisis in Canadian workplaces. With 43% of employees consistently falling short of recommended sleep levels and one in five experiencing clinical insomnia, this is far more than an inconvenience—it's a significant public health and workplace productivity issue that demands attention.*
>
> **Sean Simpson,**
> Senior Vice President, Ipsos

A wake-up call: the hidden sleep crisis in the workplace

43%

of Canadian employees fall short of consistently getting at least 7 hours of sleep each night to promote good physical and mental health.

20%

have clinical insomnia*, posing very significant mental and physical health risks as well as impacts on work absences and productivity. An additional 46% are at risk of clinical insomnia*.

33%

say their quality of sleep is negatively impacting their work, resulting in reduced productivity, increased absences, and safety concerns.

Source: Sun Life Survey of Canadian Employees, 2025
*Based on responses to the Insomnia Severity Index questionnaire

Insomnia – more than just occasional sleep problems

Insomnia is a sleep disorder characterized by persistent difficulties in falling or staying asleep, or getting restorative sleep, despite having the opportunity to do so. For a clinical diagnosis, these symptoms typically occur at least three nights per week for three months or longer. Insomnia can significantly disrupt daily life and poses serious long-term health risks.

Source: American Academy of Sleep Medicine (AASM) – International Classification of Sleep Disorders (ICSD-3)

Employee insights

EMPLOYEE INSIGHTS

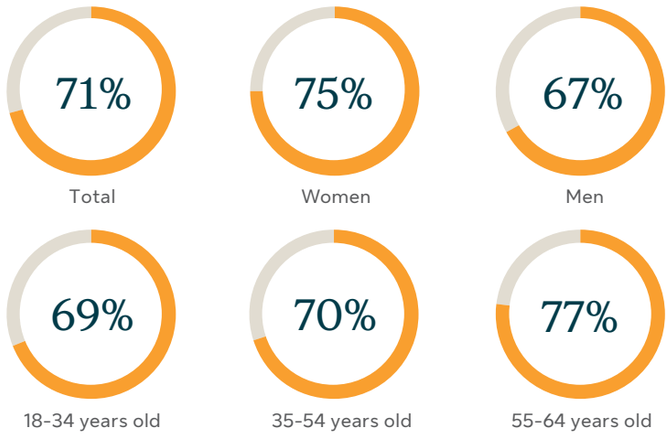
Employee attitudes towards sleep

Most employees surveyed (71%) said they strongly agree that sleep is fundamental to good health. Women and older employees (55-64 years old) are more likely to hold this sentiment than men and younger workers (Figure 1).

Our research also found that attitudes shift for some employees when achievement and success enter the conversation. More than one-third (36%) of employees view sacrificing sleep to get ahead as a "badge of honour," admiring people who don't sleep much to succeed in life. This "hustle culture" mindset is particularly prevalent among younger employees aged 18-34, with 43% of them holding this view.

FIGURE 1

Strongly agree that "sleep is a cornerstone of good health"



Sun Life data, 2025

Measuring sleep quality with the Insomnia Severity Index

Our research measured employee sleep quality using the Insomnia Severity Index (ISI), a research-based, clinically validated sleep screening questionnaire*.

The ISI places respondents into one of four categories:

- **No significant difficulty sleeping**
- **Subthreshold insomnia:** Mild, ongoing sleep difficulties with potential risks to health and progression to insomnia
- **Moderate insomnia:** Significant risks to physical/mental health, reduced productivity, and increased health-care use
- **Severe insomnia:** High-risk condition with serious physical, mental, and functional impairments; a 24-hour disorder affecting both nighttime sleep and daytime functioning

* The Insomnia Severity Index (ISI) was developed by Charles M. Morin at Université Laval, along with researchers Célyne H. Bastien and Annie Vallières, with the primary validation study published in 2001. It was designed as a 7-item self-report questionnaire to evaluate the severity of insomnia, its impact on daily life, and treatment outcomes. The ISI is recommended by major sleep medicine organizations and appears in clinical practice guidelines for insomnia assessment and management worldwide.

EMPLOYEE INSIGHTS

How well are Canadian employees sleeping?

More than four in ten Canadian employees are getting substandard amounts of sleep, while one in five has clinical insomnia.

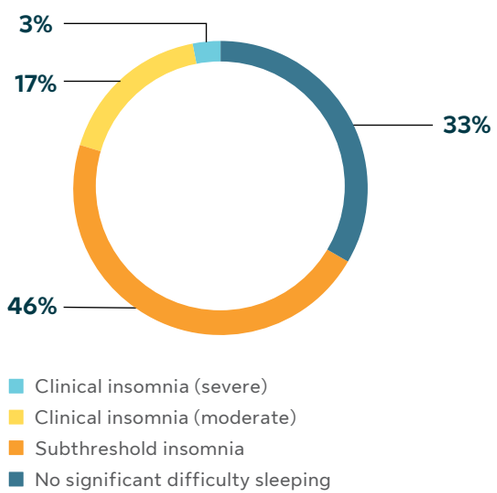
Our research found that 43% of working Canadians consistently get less than 7 hours of sleep per night, falling short of the recommended standard of 7-9 hours to support good health.

When examining ISI scores, we found that 20% of employees had clinical insomnia (17% moderate, 3% severe), a condition that poses very significant risks to physical and mental health, functional impairments, and increased health-care use. Forty-six percent had subthreshold insomnia, a status that poses risks to health and impacts to productivity (Figure 2). Individuals with subclinical insomnia are also at risk for progression to clinical insomnia.

Only 33% reported no significant difficulty sleeping.

FIGURE 2

Insomnia Severity Index (ISI) score distribution
Total Canadian employees



Sun Life data, 2025

Sleep troubles rise further for employees with a chronic condition, as well as women experiencing perimenopause or menopause.

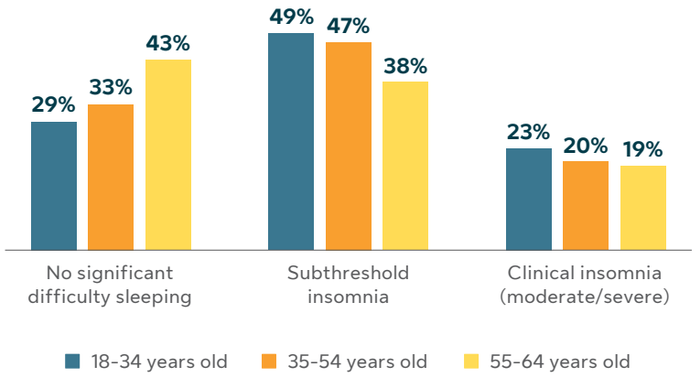
Women are more likely to have difficulty sleeping

We found that women experience significantly more sleep difficulties than men, with only 30% reporting no significant problems sleeping compared with 36% of men. Women were also more likely to have clinical insomnia (24% vs. 19% of men).

For women experiencing perimenopause or menopause, the situation is particularly concerning, with just 13% reporting no difficulty sleeping and 33% suffering from clinical insomnia.

FIGURE 3

Insomnia Severity Index (ISI) score distribution



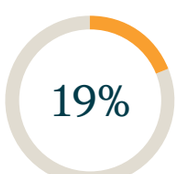
Sun Life data, 2025

Younger employees are struggling more

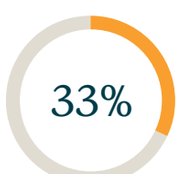
We found that younger employees aged 18-34 show the highest rates of sleep difficulties. They are significantly less likely to report having no significant difficulty sleeping and more likely to suffer from clinical insomina (Figure 3).

FIGURE 4

Employees with a chronic condition

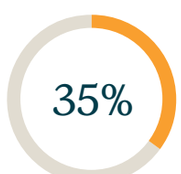


No significant difficulty sleeping

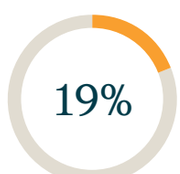


Clinical insomnia (moderate/severe)

Employees without a chronic condition



No significant difficulty sleeping



Clinical insomnia (moderate/severe)

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The link between sleep quality and chronic conditions

Our research found a strong link between chronic disease and poor sleep, with clinical insomnia found in 33% of employees with a chronic condition. Just 19% of employees with a chronic condition reported having no significant difficulty sleeping (Figure 4). Research has demonstrated that the relationship between sleep quality and chronic conditions is often bidirectional, with chronic conditions impacting sleep quality and vice versa.[2]

Employees with asthma, migraines, diabetes, and mental health conditions show particularly elevated rates of clinical insomnia.

EMPLOYEE INSIGHTS

What's keeping employees up at night?

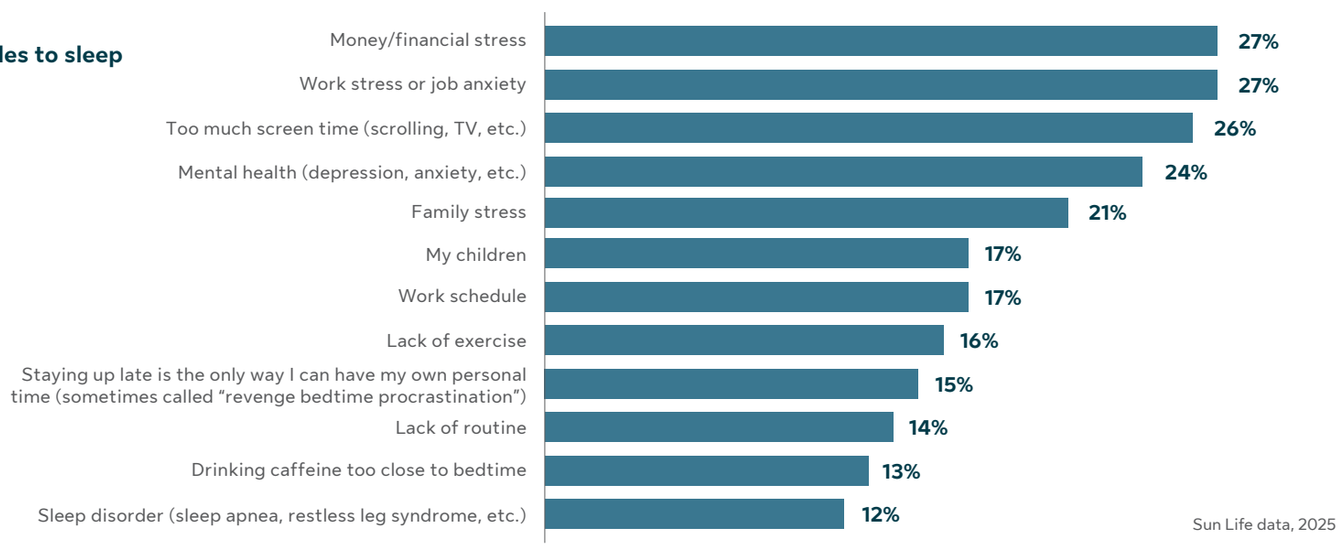
Financial concerns, work pressures, and screen time top the list – with women and younger workers disproportionately affected by money stress and mental health challenges.

The most frequent obstacles employees cited to getting quality sleep include money and financial stress (27%), work stress or job anxiety (27%), too much screen time (26%), mental health issues like depression and anxiety (24%), and family stress (21%) (Figure 5). Women reported more obstacles than men across nearly all categories , while women and younger workers were disproportionately affected by money stress and mental health challenges.

For employees with clinical insomnia, these challenges are cited far more frequently, with mental health challenges (44%), financial stress (43%), and work anxiety (36%) leading the list. Sleep disorders like sleep apnea and restless leg syndrome, as well as physical health issues, while not among the top impacts for the general population, are cited almost twice as often by those with clinical insomnia.

FIGURE 5

Top obstacles to sleep



Sun Life data, 2025

Targeted sleep therapy that works: cognitive behavioural therapy for insomnia

Research consistently supports the success of cognitive behavioural therapy for insomnia (CBT-I) in treating sleep issues. Many organizations, including the Centre for Addiction and Mental Health (CAMH) now refer to CBT-I as the first-line standard treatment for sleep disorders.

CBT-I is a targeted, structured therapy program that tackles the thoughts and behaviours at the root of insomnia. CBT-I is often undertaken with the help of a therapist and is covered through psychological counselling under many benefits plans. Employees may also want to try CBT-I on their own as there are many free CBT-I apps or web-based programs available.

70-80% of patients who follow a CBT-I program experience improvement in their sleep quality, with many achieving remission from chronic insomnia.[3]

It's important for any person experiencing sleep issues to be assessed for underlying psychological or physical conditions that could be causing their sleep difficulties. For individuals who do have an underlying condition, CBT-I can be used as an effective adjunct therapy.

Unlike prescription sleep medication, CBT-I addresses the root causes of insomnia, and its benefits are often maintained over the long term, for months and years, without the risk of physiological dependence.

EMPLOYEE INSIGHTS

Sleep's impact on employee health

Poor sleep isn't just about feeling tired. It's closely tied to negative self-reported health. These negative impacts intensify as sleep quality declines.

Poor sleep is strongly linked with negative self-reported physical, mental, social, and financial health. As sleep quality declines, self-reported health becomes increasingly negative.

Employees with clinical insomnia are 2 to 5 times more likely to rate their health either "fair" or "poor" compared with those with no significant difficulty sleeping. This is true across health dimensions, including financial and social health (Figure 6).

FIGURE 6

Health is "poor" or "fair"

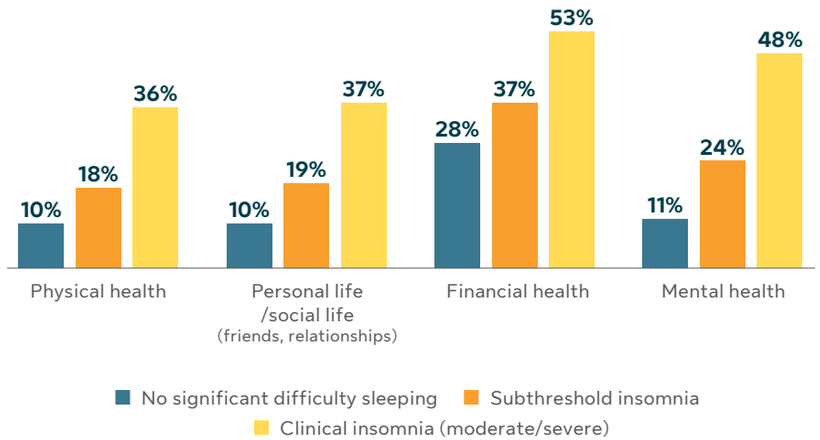


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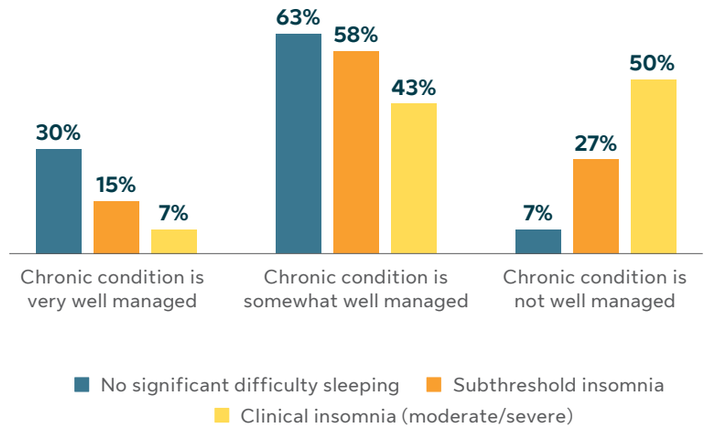
FIGURE 7

Sleep quality and chronic condition management



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Sleep quality's strong link to chronic condition management

For employees with chronic conditions, sleep quality is very strongly associated with how well they reported their chronic condition was being managed. Among employees with a chronic condition and who had clinical insomnia, half (50%) reported their chronic condition was not well managed, compared with just 7% of those who had no significant difficulty sleeping (Figure 7).

EMPLOYEE INSIGHTS

Sleep's impact on the workplace

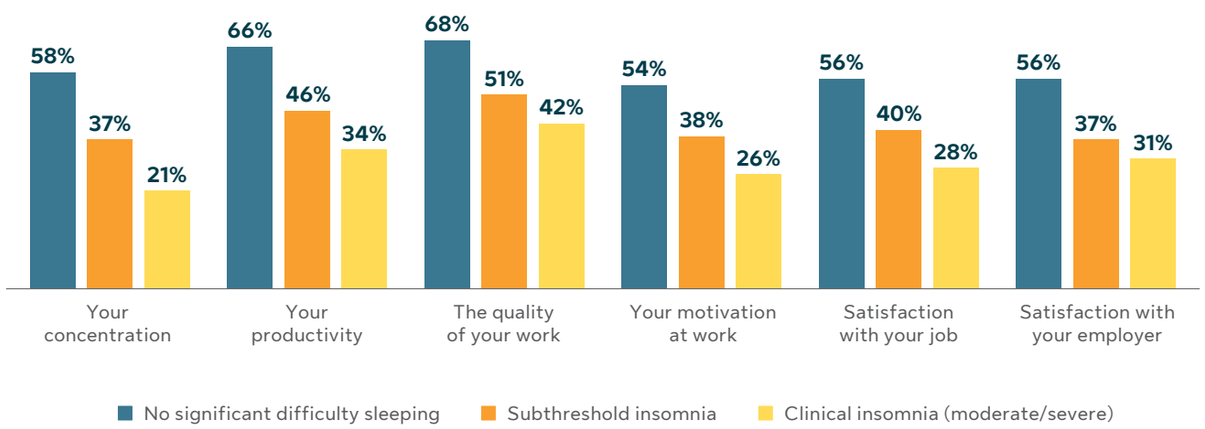
Sleep is negatively affecting employees' work, with lost days and reduced productivity rising steeply among those with the poorest sleep.

Overall, one in three Canadian employees (33%) said their sleep quality was negatively impacting their work – this rose to 72% of employees with clinical insomnia.

Employees with better sleep quality were far more likely to rate their work positively across multiple factors such as productivity, work quality and even satisfaction with their job and employer (Figure 8).

FIGURE 8

Work ratings ("very good" or "excellent")



Sun Life data, 2025

FIGURE 9

Average number of work days missed per year due to poor sleep

All employees	3.1 days
Subthreshold insomnia	3.2 days
Moderate clinical insomnia	5.0 days
Severe clinical insomnia	7.9 days

Sun Life data, 2025

FIGURE 10

Average number of hours in a typical work week that employees say they were less productive due to poor sleep

All employees	7 hours
Subthreshold insomnia	6.9 hours
Moderate clinical insomnia	9.1 hours
Severe clinical insomnia	11.8 hours

Sun Life data, 2025

Sleep significantly impacts absences and productivity

We saw the same trend for workplace absences and reduced productivity related to poor sleep. The impact rose substantially as the quality of the respondents' sleep declined.

On average, employees report missing 3.1 days of work per year due to poor sleep, with this number rising to 5.0 days for those with moderate clinical insomnia and 7.9 days for those with severe clinical insomnia (Figure 9).

Regarding productivity, employees report being less productive for an average of 6.9 hours per week due to poor sleep, with this increasing to 9.1 hours for moderate clinical insomnia and 11.8 hours for severe clinical insomnia (Figure 10).

EMPLOYEE INSIGHTS

Barriers to improving sleep

Employees cite time pressures, competing priorities, and limited access to resources as key barriers to improving sleep.

Employees cited many barriers to attaining quality sleep, including having other priorities (15%), not having time (14%), family commitments (13%), skepticism about improvement (13%), inability to afford resources (12%), unwillingness to change routines (12%), not knowing where to look for help (12%), and work commitments (11%).

When examining respondents with clinical insomnia specifically, access and affordability become more significant barriers, with 36% of those with severe insomnia citing inability to afford resources as a barrier, while 31% say they don't know where to look for help (Figure 11).

FIGURE 11

Barriers to changing behaviour or seeking help to improve sleep

	Moderate clinical insomnia	Severe clinical insomnia
I can't afford resources that might help me	18%	36%
I don't know where to look for help	17%	31%
My commitments to family make it difficult	19%	24%
I'm skeptical that my sleep can improve	21%	21%
I lack access to resources that might help me	15%	21%

Sun Life data, 2025

For employees with clinical insomnia, affordability and not knowing where to look are significant barriers to seeking help.

Employer insights

EMPLOYER INSIGHTS

Employer perspectives

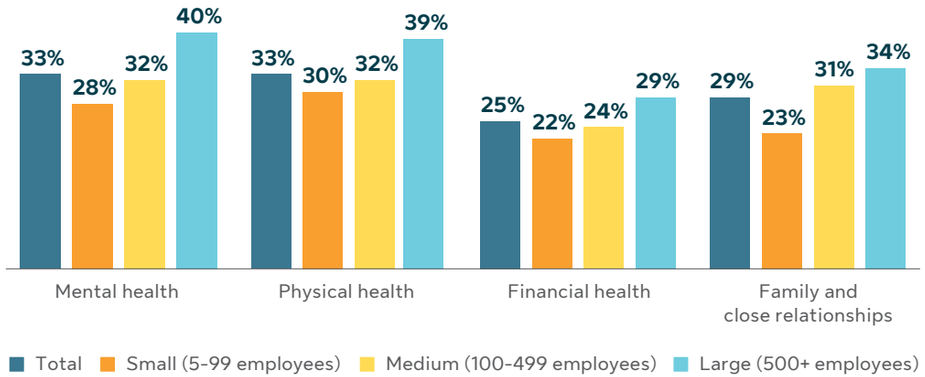
Employers recognize the importance of quality sleep to the health and productivity of their workforces. However, many are likely underestimating the impact of poor sleep on their organizations.

Most employers (78%) recognized that quality sleep is very important for a healthy, productive workforce – a consistent finding across employers of all sizes.

FIGURE 12

Sleep quality is negatively affecting the health of their workforce

(percentage who somewhat agree/strongly agree)

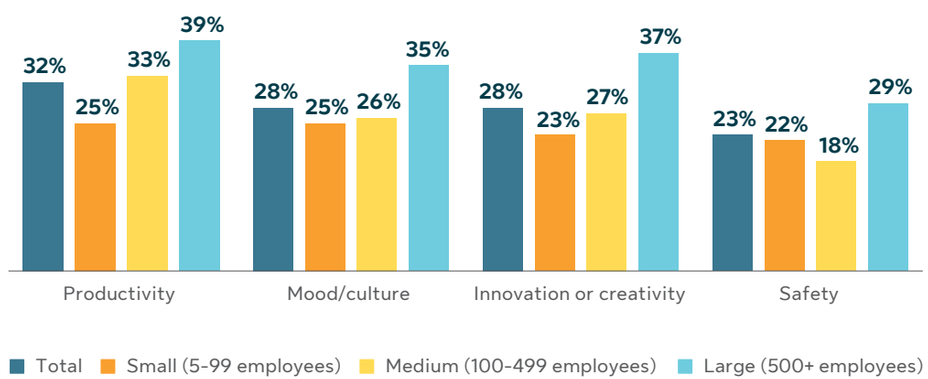


Sun Life data, 2025

FIGURE 13

Sleep quality is negatively affecting their organization

(percentage who somewhat agree/strongly agree)



Sun Life data, 2025

Many employers are likely underestimating the impact of poor sleep

However, many may be underestimating the impact of poor sleep on their organizations. Only one-third (33%) of employers thought sleep quality had a negative impact on the mental or physical health of their workforce (Figure 12). This contrasts with the results of our survey of Canadian employees, which suggests the impact is much more widespread.

Similarly, just 32% of employers said sleep quality had a negative impact on work productivity at their organizations (Figure 13). The perceived impact on other key work factors was even lower.

Furthermore, only 25% of employers perceived poor sleep as a leading cause of workplace absences, despite employees reporting missing between 3 and 8 days per year due to poor sleep.

Few employers also perceived barriers to employees seeking sleep help, with only 22% believing employees don't know where to look for help, 16% citing lack of access to resources, and 15% citing affordability issues as barriers for employees.

EMPLOYER INSIGHTS

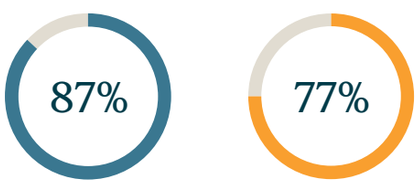
What roles do employees and employers see for benefits plans?

Employees and employers see benefits playing a critical role, but are uncertain exactly how their plans can support better sleep.

FIGURE 14

Group benefits plans are critical to providing various supports – physical, mental, and wellness – which can help foster better sleep

(percentage who somewhat agree/strongly agree)



Sun Life data, 2025

A large majority of employers (87%) and employees (77%) agree that group benefits plans are critical to providing health supports that can help foster better sleep (Figure 14). However, awareness of specifically how plans can help is much lower.

FIGURE 15

I am unsure of how my group benefits plan can help support getting better sleep

(percentage who somewhat agree/strongly agree)

Sun Life data, 2025

Two in three employers (68%) and employees (67%) are unsure of exactly how their benefits plans can support better sleep, with this lack of awareness increasing to 77% for those with clinical insomnia (Figure 15).

Solutions

SOLUTIONS

How group benefits plans are ideally positioned to help

Many workplace supports that can help employees attain healthier sleep are already available as part of a group benefits plan. Helping employees identify and access these supports is an important first step to better sleep.

Our findings indicate that many employees struggle to get adequate sleep due to mental health challenges, financial stressors, and chronic health conditions. Furthermore, many are either unaware of specific solutions available to help them or have concerns about their affordability, creating barriers to seeking help. We also found that certain employee groups are disproportionately affected, including employees managing chronic health conditions, as well as women experiencing perimenopause and menopause—groups that already face unique health challenges.

The encouraging news is that existing group benefits plans already have solutions designed to address many of the root causes of poor sleep identified by Canadian employees, as well as the barriers they expressed to accessing support. Raising awareness of how benefits plans can support healthier sleep represents one of the greatest opportunities to improve employee health and reduce the impact of inadequate sleep facing Canadian workplaces.

The following section highlights important solutions that can provide critical support to employees.

SOLUTIONS

Mental health supports

Our research showed that employees with a chronic mental health condition were much more likely to have clinical insomnia, and mental health–related challenges were a key reason why all employees had difficulty sleeping. These findings make it even more critical for employees to know about the mental health solutions available and how they can help.

It's also important to check that your plan offers adequate coverage for treatment. This includes coverage for sleep-specific treatments such as cognitive behavioural therapy for insomnia (CBT-I). The Canadian Psychological Association recommends $3,500–$4,000 per year in mental health coverage. This amount covers the number of sessions required to achieve a therapeutic outcome for people suffering from depression or anxiety.

New research from Mood Disorders Society of Canada (MDSC) shows that 79% of Canadians with mental health conditions reported sleep issues, yet many remain undiagnosed or unaware of effective treatments. When employer benefits plans include coverage for supports like CBT-I and other therapeutic options available, they help close a critical gap for employees living with chronic insomnia.

Dave Gallson
National Executive Director,
Mood Disorders Society of Canada (MDSC)

SUN LIFE SOLUTIONS

A proactive and personalized approach – Mental Health Coach

The **Mental Health Coach**, provided by Kii Health, delivers a personalized, targeted approach to building mental health resilience. Employees collaborate with a licensed health-care practitioner (the "Coach") to develop a customized action plan designed to improve their mental health.

Sleep is one of 13 factors evaluated during a plan member's initial risk assessment when they engage with the mental health coach. To date, 74% of plan members who have gone through the assessment were at risk for sleep health, with 36% classified as "high risk" for poor sleep impacting their daily functioning.

The results to improve sleep health are impressive

Among the members who completed both an initial assessment and reassessment for sleep, the high-risk category decreased by 89% at reassessment relative to intake, with most members moving to a mild risk category for sleep by reassessment.

* Mental Health Coach is a valuable add-on to your Extended Health Coverage. It's available for employers with over 50 employees.

SOLUTIONS

Virtual Care Solutions

Primary Care

Millions of Canadians don't have a family doctor or have difficulty accessing primary care.[4] Sleep issues can indicate underlying health conditions and significantly impact overall well-being, often making assessment by a medical professional essential for proper diagnosis and treatment. A virtual care solution ensures quick and easy access to primary health care, including assessments and treatments for sleep issues.

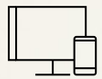
Employee Assistance Programs

An employee assistance program (EAP) can be a critical resource for employees dealing with life or health issues that may be contributing to poor sleep. In addition to mental health support, EAPs are a great resource for a range of issues, including financial health, family and relationships, work and career. Our research showed that personal financial stress was a key reason for why many employees are not sleeping well. For those experiencing personal financial challenges, an EAP is an excellent starting point to receive confidential support and practical guidance, helping to address both the financial concerns and the stress that often accompanies them.

SUN LIFE SOLUTIONS

Access to virtual care through Lumino Health

Our **Lumino Health Virtual Care** suite of services is provided by Dialogue*. Through a single app, employees can access virtual primary care, the Employee Assistance Program (EAP) and Online Pharmacy.



Sleep support through virtual primary care

Primary care through **Lumino Health Virtual Care** provides access to a team of Dialogue's nurses, nurse practitioners and doctors (as permitted in each province)**. Supports for employees experiencing sleep difficulties include:

- Assessment and treatment of common sleep disorders, such as insomnia and sleep apnea
- Evaluation of potential underlying physical conditions or medication side effects that may be causing sleep disturbances
- Referrals to sleep clinics for sleep studies, along with prescribing and renewing sleep apnea treatments, like CPAP
- Addressing sleep issues caused by shift work or jet lag with non-prescription medications
- One visit with a mental health specialist to learn about sleep hygiene, improve sleep quality, and address psychological factors related to sleep
- In-app sleep education content

Sleep support through our EAP

For specific life stresses that could be interfering with quality sleep, our digital-first **Lumino Health Virtual Care Employee Assistance Program (EAP)**, provided by Dialogue*, provides fast, convenient support. This includes access to:

- Short-term therapeutic support to address sleep disturbances related to stress, anxiety, or other mental health concerns
- Mental health specialists to address sleep hygiene and related psychological factors
- Mental health therapists and psychotherapists for evidence-based treatment of mental health issues using therapies like solutions-focused brief therapy and cognitive behavioural therapy
- Access to financial counselling and support for legal, relationship, work and career issues
- Consultations with a registered dietician for dietary guidance to promote better sleep
- In-app sleep education content

*Dialogue is a wholly owned subsidiary of Sun Life Assurance Company of Canada operating as a stand-alone entity. All representations about the services of Lumino Health Virtual Care, by Dialogue, are those of Dialogue, Inc., and not Sun Life Assurance Company of Canada. Sun Life Assurance Company of Canada cannot guarantee the availability of the services and reserves the right to cancel the services with notice.

**As permitted in each province, Dialogue and its practitioners abide by all federal and provincial regulations that apply to telemedicine.

SOLUTIONS

Chronic disease care programs

Many chronic conditions can prove difficult to manage without the right support. Our research showed a clear relationship between an employee's ability to manage their chronic condition and their quality of sleep. Chronic disease care programs can be a critical resource for employees by providing personalized support, education, and guidance.

SUN LIFE SOLUTIONS

No-cost chronic disease coaching through Online Pharmacy, provided by Pillway*

Online Pharmacy by Pillway offers the personalized, comprehensive support employees need to manage their chronic conditions. We currently offer coaching programs for **diabetes** and **asthma and chronic obstructive pulmonary disease (COPD)** at no cost to employers or employees, excluding those in Quebec**. These programs include one-on-one coaching by experienced pharmacists. A pharmacist works with each employee to develop individualized strategies for effective self-management, including treatment optimization, proper medication use, and education on related health conditions.

The preliminary results from the Sun Life Diabetes Care Program, by Online Pharmacy, delivered by Pillway and LifestyleRx, show the potential of our innovative approach:

76%

Approximately 76% of employees who completed the program† saw improvement in their A1C (a blood test that measures a person's average blood sugar levels)

40%

Approximately 40% of employees who completed the program† achieved an A1C in a range where deprescribing could be discussed, meaning they are in remission range††.

* SHG Pharmacy Inc. and SHG West Pharmacy Inc., doing business as Pillway pharmacies, are partially owned by Simpill Health Group Inc. For your information, and as a point of disclosure, Sun Life Assurance Company of Canada has partial ownership in Simpill Health Group Inc. Pharmacy services are provided by Pillway. Sun Life reserves the right to discontinue the coaching programs at any time without notice.

** These programs are currently offered to plan members with Sun Life group benefits, excluding those living in Quebec.

† Based on 74 employees who enrolled in and completed LifestyleRx's 12-week program, as part of the Diabetes Care Program, as of February 2025.

†† Defined as achieving specified glycated hemoglobin (A1C) thresholds without any antihyperglycemic medications for a minimum of 3 months:

- Remission to prediabetes (A1C between 6.0% and 6.4%)
- Remission to normal glucose concentrations (A1C <6.0%)
- Remission may not be possible for some individuals with type 2 diabetes. Remission of diabetes is not synonymous with cure. Ask your health-care professional for more information.

SOLUTIONS

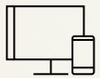
Supports for menopause and women's health

Women experiencing perimenopause and menopause face significantly increased risks for poor sleep due to hormonal fluctuations causing night sweats, hot flashes, and other symptoms.[5] Our survey research of Canadian employees showed that women experiencing perimenopause or menopause had significantly higher rates of clinical insomnia and associated risks for health and work-related impacts. Comprehensive support through education, accessible care resources, and workplace supports are essential to address these challenges affecting millions of Canadian women, often during their peak working years.

> *Sleep is one of the most common challenges women face during the menopause transition, yet it's rarely talked about in the workplace. Employers who recognize this and offer support have an opportunity to make a meaningful difference in women's health and their ability to thrive at work.*
>
> **Janet Ko**
> President and Co-Founder,
> Menopause Foundation of Canada

SUN LIFE SOLUTIONS

We offer several important supports for women during the menopause transition as well as other life stages, including:



Dedicated menopause support

- Support for employees and their covered family members is available through **Lumino Health Virtual Care**, provided by Dialogue*, at no additional cost to employers.
- This support is provided by Dialogue's nurse practitioners, medical doctors (as permitted in each province)**, registered nurses, and mental health specialists*** who have received additional training on how to guide those going through their menopause journey.
- Nurse practitioners and medical doctors can prescribe menopause hormone therapy if this is the right approach for the employee.

Raising awareness about menopause

- Sun Life has partnered with the **Menopause Foundation of Canada** to raise awareness of women's health and identify ways to better support women in the workplace.
- **The Menopause Inclusive Playbook** is one such way. It's a practical, five-step guide that can help you take action in supporting the health of women in your workplace.

Sun Life's Women's Health Toolkit

- This toolkit is a no-cost, comprehensive resource designed to help you address the unique health needs of women in your workplace.
- The toolkit provides research, best practices, and actionable solutions targeting issues such as reproductive health, mental health, menopause, and cardiovascular risks.

* Dialogue is a wholly owned subsidiary of Sun Life Assurance Company of Canada operating as a stand-alone entity. All representations about the services of Lumino Health Virtual Care, by Dialogue, are those of Dialogue, Inc., and not Sun Life Assurance Company of Canada. Sun Life Assurance Company of Canada cannot guarantee the availability of the services and reserves the right to cancel the services with notice.

** As permitted in each province. Dialogue and its practitioners abide by all federal and provincial regulations that apply to telemedicine.

*** Plan members with Lumino Health Virtual Care coverage have access to one mental health session.

Let's work together to improve employee sleep health

Our research reveals that poor sleep quality is a widespread health challenge affecting Canadian employees—one with far reaching impacts on workplaces.

While concerning, this challenge is offset by a promising reality: group benefits plans and existing workplace supports can effectively address many of the challenges and barriers employees face in achieving healthy sleep.

By working together to raise awareness of sleep-related resources—both within group benefits plans and beyond—we have a great opportunity to enhance employee well-being, reduce absenteeism, and strengthen workplace performance. When employees recognize that affordable, accessible solutions are already available through their existing benefits, they can take concrete steps towards better sleep and, ultimately, healthier lives.

For more information, talk to your Sun Life Group Benefits representative.

About the research

About the surveys

The research was conducted during the month of December 2025.

Surveys were conducted among Canadian employers who provide group benefits (n=400) and Canadian employees (n=2000). Surveys were conducted online in English and French. Weighting by region was employed to balance demographics and ensure that the composition of each sample reflects the respective population according to Census data and provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the aggregate results are considered accurate to within ±5.6 percentage points for employers and ±2.7 for employees, 19 times out of 20.

About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts, and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions, and motivations of citizens, consumers, patients, customers, or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers”—our tagline—summarizes our ambition to help our 5,000 clients navigate our rapidly changing world with confidence.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is listed on the SBF 120 and Mid-60 indexes, and is eligible for the Deferred Settlement Service (SRD).

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This report provides you with general information only. It does not provide you with employment, legal, health, or financial advice. Consult with the appropriate professional advisor to meet your organization's needs.

1 Sleep behaviours among Canadian adults: Findings from the 2020 Canadian Community Health Survey healthy living rapid response module

2 Ramos AR, Wheaton AG, Johnson DA. Sleep deprivation, sleep disorders, and chronic disease. *Prev Chronic Dis.* 2023;20:E77. doi: 10.5888/pcd20.230197.

3 Morin CM, Buysse DJ, Management of insomnia, *N Engl J Med*. 2024;391(3): 247-258

4 Canadian Medical Association. National survey: 5.9 million in Canada still without regular doctor, December 2025

5 National Council on Aging, Menopause and Sleep. What every woman should know, January 2026

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