

Sure, Honey, I'll Be Right There

So many people, so much raw data waiting to be collected. PERI surveys some recent surveys:

- Percentage of men who report getting a good night's sleep on the couch: **72**. Percentage of men who say that they get a good night's sleep while in bed with their spouse: **27**. (IKEA)

- Percentage of college students who would rather pick up trash on campus than write a paper: **22**. Percentage of students who would rather donate blood: **47**. (Questia.com)

- Percentage of drivers who have swerved into another lane while



Surveysays: Couch time is the best zzz time

- making a phone call: **46**. Percentage of drivers who have sped up to avoid other drivers talking on their phones: **43**. (Progressive Insurance)

- Percentage of men more likely to remember a political ad at a urinal than at a stall: **13**. ([DiMassimo Brand Advertising](#))