

# The big problem of little sleep

Sleep poverty  
in Canada  
and its impact  
on children



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March is National Sleep Awareness Month, an opportunity to deepen our understanding and appreciation of a good night's rest. As a home furnishings retailer, IKEA Canada is no stranger to the topic. The *IKEA Sleep Report 2025* is our latest research. It points to a worrying trend: households that struggle financially also struggle to sleep.

To bring sleep poverty out of the dark, we created the Sleepless Lamp. Its erratic light is powered by the data of children who spend their nights without beds, bedding, and other essentials. We hope you see it as we do: a wake-up call to help end sleep poverty.

A handwritten signature in black ink that reads "Tanya". The script is fluid and cursive.

**Tanya Bevington**  
*Head of Communications  
at IKEA Canada*

# A wake-up call to help end sleep poverty

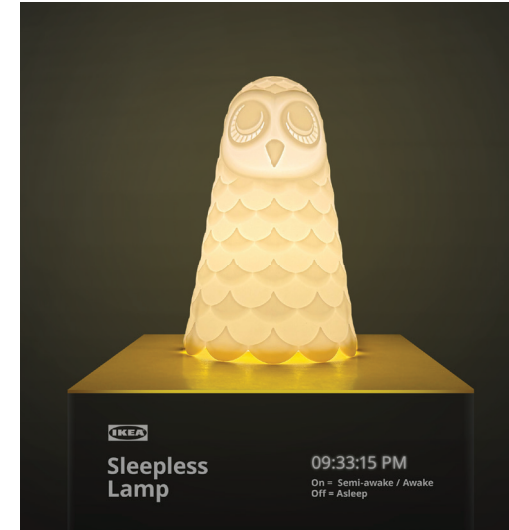
Nearly 500,000 children in Canada struggle with sleep poverty—they don't have proper beds, bedding, or essentials for a good night's rest.

To bring this hidden crisis out of the dark, we created the Sleepless Lamp.

Its erratic light mimics the restless nights of these children, based on real sleep data, reviewed by doctors. When they're awake, the lamp stays on. When they finally sleep, the light goes off.

Sleep poverty goes far beyond physical exhaustion, affecting everything from learning to mental health and social skills.

IKEA Canada is taking action. In partnership with Furniture Bank, we're donating \$300,000 over three years and providing 1,200 Sleep Well Kits in 2025. But we can't do it alone. You can help.



The Sleepless Lamp mirrors the nightly experience of nearly 500,000 Canadian children. Its erratic light illustrates their sporadic rest. It's also an open invitation for all Canadians to help.

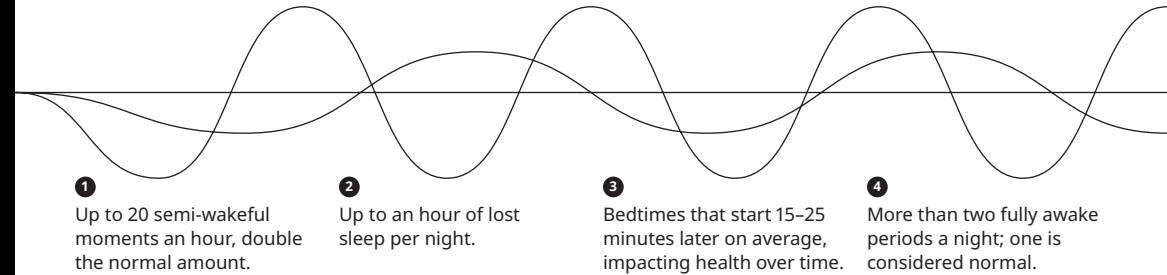


EXPERIENCE THE  
SLEEPLESS LAMP

### Disrupted sleep by the numbers

Most parents know all too well the challenges of putting a child down for the night. But without the comfort of a proper bed, sleep is significantly more complicated.

Our data shows that children who spend their nights in sleep poverty experience:



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This same sleep data powers the Sleepless Lamp. Its erratic light shows what can be hard to imagine: the disrupted rest of a child without a bed, bedding and other essentials.

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# Our methodology

1. IKEA Sleep Report 2025
2. Childrensmn.org
3. Sleepreviewmag.com
4. Normative values of polysomnographic parameters in childhood and adolescence: Arousal events - Sabine Scholle 2012
5. EEG Arousal Norms by Age - Michael H. Bonnet 2007
6. Sleep Well!: A Pilot Study of an Education Campaign to Improve Sleep of Socioeconomically Disadvantaged Children - Jodi A. Mindell - 2016
7. Socioeconomic Disadvantage and Sleep in Early Childhood: Real-World Data from a Mobile Health Application - Ariel A. Williamson - 2021
8. Sleep Health in Young Children Living with Socioeconomic Adversity - Monica Ordway - 2021
9. Barriers to Optimal Child Sleep among Families with Low Income: A Mixed-Methods Study to Inform Intervention Development - Elizabeth L. Adams 2023
10. Early Life Socioeconomic Disparities in Children's Sleep: The Mediating Role of the Current Home Environment - Leah D. Doane 2019

A team of experts led by **Dr. George Philteos** reviewed multiple studies from the field of sleep medicine to arrive at an approximation of sleep disruption resulting from the experience of sleep poverty.

Studies have shown how lower socioeconomic status (SES) and lower quality concurrent home environments are associated with fragmented sleep as well as shorter duration of sleep. A separate study shows how providing beds to socioeconomically disadvantaged children resulted in increased quality and quantity of sleep.



**Dr. George Philteos**  
*Diplomate of American Board of Sleep Medicine*

11. Economic Adversity and Children's Sleep Problems: Multiple Indicators and Moderation of Effects - Mona El-Sheikh 2013
12. Sleep in Heavenly peace - shpbeds.org
13. Dewald et al., 2010; O'Brien, 2009
14. National Sleep Foundation, 2014
15. El-Sheikh, et al., 2013; Jarrin et al., 2014; Marcoet al., 2012
16. Arman et al., 2011; Zhang et al., 2010
17. Hale et al., 2009; National Sleep Foundation, 2014; Tandon et al., 2012
18. Hochadel, J., Frölich, J., Wiater, A., Lehmkuhl, G., & Fricke-Oerkermann, L. (2014). Prevalence of sleep problems and relationship between sleep problems and school refusal behavior in school-aged children in children's and parents' ratings. *Psychopathology*, 47(2), 119-126.
19. Approaches to the assessment of arousals and sleep disturbance in children; Shalini Paruthi 2010

500,000

The  
approximate  
number  
of children  
experiencing  
sleep poverty  
in Canada.

# Bringing sleep poverty out of the dark

Across Canada, 1.4 million children live in poverty. Nearly 500,000 of them do not have a proper bed to sleep in. What is a “proper bed”? Think of the items that are in a typical bedroom. Sleep poverty

deprives children of the things the rest of us take for granted. Some sleep directly on the floor. Others on piles of clothes. The luckier ones share a bed or sleep on chairs or couches.

Without the basics, their sleep is neither restful nor healthy. Children face social challenges too, often in the form of shame. Many avoid sleepovers or shy away from inviting friends over.

Research consistently shows that insufficient sleep significantly impacts a child’s cognitive and mental health.

The lack of sleep impacts  
children in more ways than one:

**17.2%** of children who don’t  
get enough sleep report  
hyperactivity.<sup>1</sup>

**24%** of adolescents living  
in sleep poverty report  
lower grades.<sup>2</sup>

**38%** rise in feelings of sadness  
and depression for every  
hour of lost sleep.<sup>3</sup>

1. Furniture Bank 2025 Impact Report

2. Sleep and children: the impact of lack of sleep on daily life – The Douglas Research Centre

3. Carson, V. et al. Associations between sleep duration, sedentary time, physical activity, and health indicators among Canadian children and youth using compositional analyses. Applied Physiology, Nutrition, and Metabolism, 2016, 41(6 (Suppl. 3)): S294-S302, <https://doi.org/10.1139/apnm-2016-0026>



# Until kids can rest, neither can we

Good sleep, when we get it, is magical. And IKEA is on a mission to make sure all Canadians, especially our youngest, get more of it. Since 2019, we've supported Furniture Bank, a Toronto-based social enterprise working to eradicate furniture poverty, by donating funds, providing furniture, and volunteering.

## Our Donations

25,000+ mattresses since 2019  
1,200 Sleep Well Kits in 2025

## Our Commitment

An investment of \$300,000  
over three years to Furniture Bank



*Children living in sleep poverty  
often make do with broken beds.  
Many with no bed at all.*

“Furniture poverty is a crisis behind closed doors with many individuals and families lacking basic home furnishings to live with dignity. Our expanded partnership with Furniture Bank allows us to continue making a tangible difference in the lives of those who need it most, while also promoting sustainable practices in our community.”

**Helene Loberg,**  
*Head of Sustainability, IKEA Canada*



# You will sleep better knowing children are too

According to Furniture Bank, over one-third of the individuals it serves are children, many making do with improper beds. As a home furnishings retailer, IKEA Canada is able to help, which is why we are committed to donating 1,200 Sleep Well Kits by the end of 2025. Each child who receives one gets:

- 1 bedframe
- 1 mattress
- 1 sheet set
- 1 duvet cover
- 1 pillow
- 1 stuffed animal
- 1 personalized note

## More is needed, and that's where you come in

1



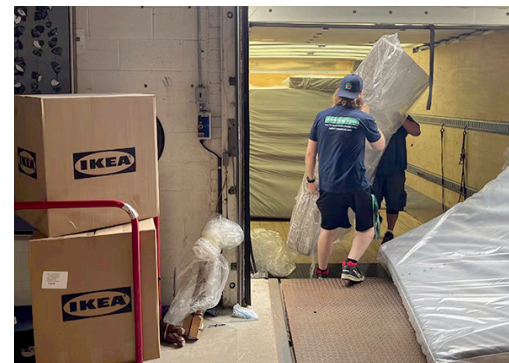
Sign our pledge  
to help end  
sleep poverty.

2

Visit [FurnitureBank.org](https://FurnitureBank.org) to fund Sleep Well Kits, ensuring even more children have a safe, comfortable place to sleep.

3

Donate your gently used bed frames, mattresses and bedding to Furniture Bank to help more children sleep soundly.



In collaboration with

FURNITURE BANK





