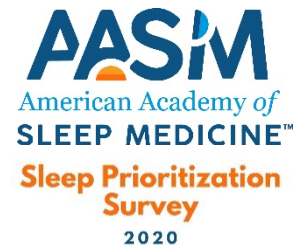


AASM Sleep Prioritization Survey

Drinking Alcohol Past Bedtime



Survey Methodology

American Academy of Sleep Medicine (AASM) commissioned an online survey of 2,007 adults in the U.S. The margin of error for the sample fell within +/- 2 percentage points with a confidence interval of 95%. The fieldwork took place between July 17-20, 2020. Atomik Research is an independent market research agency.

Question

How often have you lost sleep because you stayed up “past your bedtime” to drink alcohol?

Results

- 68% of Americans have lost sleep due to drinking alcohol past bedtime, including one in five Americans (20%) who have *often* lost sleep due to drinking alcohol past bedtime.

Overall Results

Total	2,007
NET	1,369 (68%)
Often	395 (20%)
Sometimes	612 (30%)
Rarely	362 (18%)
Never	638 (32%)

68% of U.S. adults lose sleep due to drinking alcohol past bedtime.

Results by Gender

	Male	Female
Total	1,099	908
NET	825 (75%)	544 (60%)
Often	259 (24%)	136 (15%)
Sometimes	374 (34%)	238 (26%)
Rarely	192 (17%)	170 (19%)
Never	274 (25%)	364 (40%)

Males (75%) are more likely to lose sleep due to drinking alcohol past bedtime compared to females (60%).

Results by Non-Parents vs. Parents

	Non-Parents	Parents
Total	1,002	1,005
NET	584 (59%)	785 (78%)
Often	129 (13%)	266 (26%)
Sometimes	279 (28%)	333 (33%)
Rarely	176 (18%)	186 (19%)
Never	418 (42%)	220 (22%)

Parents (78%) are more likely to lose sleep due to drinking alcohol past bedtime compared to non-parents (59%).

Results by Age Group

	18-24	25-34	35-44	45-54	55-64	65+
Total	560	421	617	226	128	55
NET	355 (64%)	301 (71%)	485 (78%)	146 (65%)	59 (46%)	23 (42%)
Often	100 (18%)	84 (20%)	168 (27%)	33 (15%)	8 (6%)	2 (4%)
Sometimes	166 (30%)	140 (33%)	206 (33%)	65 (29%)	24 (19%)	11 (20%)
Rarely	89 (16%)	77 (18%)	111 (18%)	48 (21%)	27 (21%)	10 (18%)
Never	205 (37%)	120 (29%)	132 (21%)	80 (35%)	69 (54%)	32 (58%)

35-44-year-olds are the most likely (78%) to lose sleep due to drinking alcohol past bedtime.

Results by Generation

	Gen Z (18-22)	Millennial (23-38)	Gen X (39-54)	Baby Boomer (55-73)	Silent Generation (74+)
Total	450	754	620	178	5
NET	276 (61%)	548 (73%)	463 (74%)	81 (46%)	1 (20%)
Often	81 (18%)	156 (21%)	148 (24%)	10 (6%)	0 (0%)
Sometimes	135 (30%)	247 (33%)	195 (31%)	34 (19%)	1 (20%)
Rarely	60 (13%)	145 (19%)	120 (19%)	37 (21%)	0 (0%)
Never	174 (39%)	206 (27%)	157 (25%)	97 (54%)	4 (80%)

More than 7 in 10 Millennials (73%) and Gen Xers (74%) lose sleep due to drinking alcohol past bedtime.

Results by Region

	Northeast	Midwest	South	West
Total	566	422	710	309
NET	409 (72%)	284 (67%)	466 (65%)	210 (68%)
Often	108 (19%)	89 (21%)	152 (21%)	46 (15%)
Sometimes	189 (33%)	126 (30%)	191 (27%)	106 (34%)
Rarely	112 (20%)	69 (16%)	123 (17%)	58 (19%)
Never	157 (28%)	138 (33%)	244 (34%)	99 (32%)

Those in the Northeast (72%) are most likely to lose sleep due to drinking alcohol past bedtime.

About the American Academy of Sleep Medicine

Established in 1975, the American Academy of Sleep Medicine (AASM) is advancing sleep care and enhancing sleep health to improve lives. The AASM has a combined membership of 11,000 accredited member sleep centers and individual members, including physicians, scientists and other health care professionals (<https://aasm.org/>).