

# AASM Sleep Prioritization Survey

## Sleep Aid Use



**Sleep Prioritization Survey**  
2021

### Survey Methodology

The American Academy of Sleep Medicine (AASM) commissioned an online survey of 2,006 adults in the U.S. The margin of error fell within +/- 2 percentage points with a confidence interval of 95%. The fieldwork took place from March 11-15, 2021. Atomik Research is an independent market research agency.

### Question

- Do you use a medication, over-the-counter supplement or other substance to help you fall asleep?

### Results

- More than half (51%) of Americans report using sleep aids during the COVID-19 pandemic.

### Overall Use of Sleep Aids

<b>Total</b>	<b>2,006</b>
Yes	1,014 (51%)
No	992 (49%)

### Results by Gender

	Male	Female
<b>Total</b>	<b>967</b>	<b>1,039</b>
Yes	559 (58%)	455 (44%)
No	408 (42%)	584 (56%)

Men are more likely than women to use a medication, supplement or other substance to help them fall asleep.

### Results by Age Group

	18-24	25-34	35-44	45-54	55-64	65+
<b>Total</b>	<b>293</b>	<b>396</b>	<b>456</b>	<b>346</b>	<b>247</b>	<b>268</b>
Yes	139 (47%)	186 (47%)	297 (65%)	179 (52%)	102 (41%)	111 (41%)
No	154 (53%)	210 (53%)	159 (35%)	167 (48%)	145 (59%)	157 (59%)

Nearly two-thirds of those age 35-44 use a sleep aid to help them fall asleep.

### Results by Generation

	Gen Z (18-24)	Millennial (25-40)	Gen X (41-56)	Baby Boomer (57-75)	Silent Generation (76+)
<b>Total</b>	<b>293</b>	<b>700</b>	<b>557</b>	<b>404</b>	<b>52</b>
Yes	139 (47%)	382 (55%)	303 (54%)	168 (42%)	22 (42%)
No	154 (53%)	318 (45%)	254 (46%)	236 (58%)	30 (58%)

### Results by Region

	Northeast	Midwest	South	West
<b>Total</b>	<b>372</b>	<b>475</b>	<b>717</b>	<b>442</b>
Yes	208 (51%)	238 (50%)	345 (48%)	223 (50%)
No	164 (44%)	237 (50%)	372 (52%)	219 (50%)

### Question

- Those who indicated they use a sleep aid to help them fall asleep were asked how often.

### Results

- Nearly all respondents using sleep aids report they do so often or sometimes. Only five percent say the use sleep aids rarely.

### **Overall Frequency of Use of Sleep Aids**

<b>Total</b>	<b>1,014</b>
Often	534 (53%)
Sometimes	427 (42%)
Rarely	53 (5%)

### **Results by Gender**

	<b>Male</b>	<b>Female</b>
<b>Total</b>	<b>559</b>	<b>455</b>
Often	303 (54%)	231 (51%)
Sometimes	224 (40%)	203 (45%)
Rarely	32 (6%)	21 (5%)

Adults 65 and older report taking medications or supplements to help them fall asleep more frequently than other age groups.

### **Results by Age Group**

	<b>18-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65+</b>
<b>Total</b>	<b>139</b>	<b>186</b>	<b>297</b>	<b>179</b>	<b>102</b>	<b>111</b>
Often	46 (33%)	98 (53%)	156 (53%)	98 (55%)	62 (61%)	74 (67%)
Sometimes	76 (55%)	79 (42%)	133 (45%)	72 (40%)	36 (35%)	31 (28%)
Rarely	17 (12%)	9 (5%)	8 (3%)	9 (5%)	4 (4%)	6 (5%)

### **Results by Generation**

	<b>Gen Z (18-24)</b>	<b>Millennial (25-40)</b>	<b>Gen X (41-56)</b>	<b>Baby Boomer (57-75)</b>	<b>Silent Generation (76+)</b>
<b>Total</b>	<b>139</b>	<b>382</b>	<b>303</b>	<b>168</b>	<b>22</b>
Often	46 (33%)	199 (52%)	168 (55%)	106 (63%)	15 (68%)
Sometimes	76 (55%)	169 (44%)	122 (40%)	56 (33%)	4 (18%)
Rarely	17 (12%)	14 (4%)	13 (4%)	6 (4%)	3 (14%)

### **Results by Region**

	<b>Northeast</b>	<b>Midwest</b>	<b>South</b>	<b>West</b>
<b>Total</b>	<b>208</b>	<b>238</b>	<b>345</b>	<b>223</b>
Often	99 (48%)	124 (52%)	190 (55%)	121 (54%)
Sometimes	94 (45%)	107 (45%)	138 (40%)	88 (39%)
Rarely	15 (7%)	7 (3%)	17 (5%)	14 (6%)

## Question

- Those who report using sleep aids were asked: Has your use of sleep aids increased during the COVID-19 pandemic?

## Results

- There has been a significant rise in the use of medications, supplements or other substances to fall asleep. Of those who regularly use sleep aids to fall asleep, 68% report an increased use during the pandemic.

### Overall Increased Use of Sleep Aids

<b>Total</b>	<b>1,014</b>
Yes	691 (68%)
No	323 (32%)

### Results by Gender

	Male	Female
<b>Total</b>	<b>559</b>	<b>455</b>
Yes	418 (75%)	273 (60%)
No	141 (25%)	182 (40%)

Three-quarters of men using a sleep aid report greater use during the pandemic, compared to 60% of women.

### Results by Age Group

	18-24	25-34	35-44	45-54	55-64	65+
<b>Total</b>	<b>139</b>	<b>186</b>	<b>297</b>	<b>179</b>	<b>102</b>	<b>111</b>
Yes	91 (65%)	136 (73%)	242 (81%)	128 (72%)	56 (55%)	38 (34%)
No	48 (35%)	50 (27%)	55 (19%)	51 (28%)	46 (45%)	73 (66%)

Eighty-one percent of adults age 35-44 report greater use of sleep aids during the pandemic.

### Results by Generation

	Gen Z (18-24)	Millennial (25-40)	Gen X (41-56)	Baby Boomer (57-75)	Silent Generation (76+)
<b>Total</b>	<b>139</b>	<b>382</b>	<b>303</b>	<b>168</b>	<b>22</b>
Yes	91 (65%)	298 (78%)	224 (74%)	69 (41%)	9 (41%)
No	48 (35%)	84 (22%)	79 (26%)	99 (59%)	13 (59%)

### Results by Region

	Northeast	Midwest	South	West
<b>Total</b>	<b>208</b>	<b>238</b>	<b>345</b>	<b>223</b>
Yes	156 (75%)	172 (72%)	217 (63%)	146 (65%)
No	52 (25%)	66 (28%)	128 (37%)	77 (35%)

## Question

- Those who report using sleep aids were asked: Are you taking sleep aids at the direction of a medical provider?

## Results

- Two-thirds of those using sleep aids report doing so in consultation with a medical provider.

### Overall Medically Directed Sleep Aid Use

<b>Total</b>	<b>1,014</b>
Yes	668 (66%)
No	346 (34%)

### Results by Gender

	Male	Female
<b>Total</b>	<b>559</b>	<b>455</b>
Yes	432 (77%)	236 (52%)
No	127 (23%)	219 (48%)

A greater percent of men (77%) than women (52%) report taking sleep aids at the direction of a medical professional.

### Results by Age Group

	18-24	25-34	35-44	45-54	55-64	65+
<b>Total</b>	<b>139</b>	<b>186</b>	<b>297</b>	<b>179</b>	<b>102</b>	<b>111</b>
Yes	92 (66%)	115 (62%)	239 (80%)	118 (66%)	52 (51%)	52 (47%)
No	47 (34%)	71 (38%)	58 (20%)	61 (34%)	50 (49%)	59 (53%)

Eighty percent of respondents age 35-44 using sleep aids report doing so at the direction of a medical provider.

### Results by Generation

	Gen Z (18-24)	Millennial (25-40)	Gen X (41-56)	Baby Boomer (57-75)	Silent Generation (76+)
<b>Total</b>	<b>139</b>	<b>382</b>	<b>303</b>	<b>168</b>	<b>22</b>
Yes	92 (66%)	280 (73%)	207 (68%)	80 (48%)	9 (41%)
No	47 (34%)	102 (27%)	96 (32%)	88 (52%)	13 (59%)

### Results by Region

	Northeast	Midwest	South	West
<b>Total</b>	<b>208</b>	<b>238</b>	<b>345</b>	<b>223</b>
Yes	156 (75%)	162 (68%)	223 (65%)	127 (57%)
No	52 (25%)	76 (32%)	122 (35%)	96 (43%)

## 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/>).