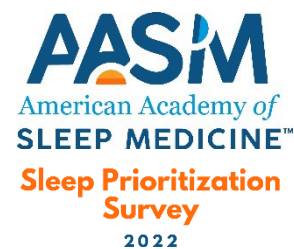


AASM Sleep Prioritization Survey

Social Media Impact on Sleep



Survey Methodology

The American Academy of Sleep Medicine commissioned an online survey of 2,010 adults in the U.S. The overall margin of error fell within +/- 2 percentage points with a confidence interval of 95 percent. Fieldwork took place between Feb. 17-24, 2022. Atomik Research is an independent market research agency

Question

How often have you lost sleep because you stayed up “past your bedtime” to view or participate in social media?

Results

- 80% of Americans said they have lost sleep because they stayed up “past their bedtime” to view or participate in social media. Gen Z is even more wired and tired, with 93% admitting to staying up past their bedtime due to social media.
 - Note:* This reflects those answering (“often,” “sometimes” and “rarely”)

Overall Results

Overall Results	
Total	2,010
Often	597 (30%)
Sometimes	671 (33%)
Rarely	351 (17%)
Never	361 (18%)
I don't know	30 (1%)

Only about 1/5 of Americans (18%) have never lost sleep at night due to viewing or participating in social media.

Results by Gender

	Male	Female
Total	1,002	1,008
Often	285 (28%)	312 (31%)
Sometimes	325 (32%)	346 (34%)
Rarely	169 (17%)	182 (18%)
Never	211 (21%)	150 (15%)
I don't know	12 (1%)	18 (2%)

83% of women have often, sometimes or rarely lost sleep at night to view or participate in social media, compared to 77% of men.

Results by Age Group

	18-24	25-34	35-44	45-54	55-64	65+
Total	302	401	461	341	242	263
Often	144 (48%)	168 (42%)	140 (30%)	89 (26%)	37 (15%)	19 (7%)
Sometimes	98 (32%)	145 (36%)	181 (39%)	130 (38%)	64 (26%)	53 (20%)
Rarely	36 (12%)	53 (13%)	80 (17%)	62 (18%)	58 (24%)	62 (24%)
Never	20 (7%)	29 (7%)	51 (11%)	57 (17%)	79 (33%)	125 (48%)
I don't know	4 (1%)	6 (1%)	9 (2%)	3 (1%)	4 (2%)	4 (2%)

92% of adults ages 18-24 have often, sometimes or rarely lost sleep at night to view or participate in social media.

Results by Generation

	Gen Z (18-25)	Millennial (26-41)	Gen X (42-57)	Baby Boomer (58-75)	Silent Generation (76+)
Total	347	702	539	364	58
Often	169 (49%)	250 (36%)	139 (26%)	37 (10%)	2 (3%)
Sometimes	114 (33%)	264 (38%)	199 (37%)	83 (23%)	11 (19%)
Rarely	39 (11%)	107 (15%)	101 (19%)	94 (26%)	10 (17%)
Never	21 (6%)	67 (10%)	96 (18%)	142 (39%)	35 (60%)
I don't know	4 (1%)	14 (2%)	4 (1%)	8 (2%)	0 (0%)

93% of Gen Z have often, sometimes or rarely lost sleep at night to view or participate in social media.

Results by Region

	Northeast	Midwest	South	West
Total	382	481	703	444
Often	122 (32%)	138 (29%)	208 (30%)	129 (29%)
Sometimes	122 (32%)	168 (35%)	246 (35%)	135 (30%)
Rarely	67 (18%)	90 (19%)	107 (15%)	87 (20%)
Never	67 (18%)	79 (16%)	127 (18%)	88 (20%)
I don't know	4 (1%)	6 (1%)	15 (2%)	5 (1%)

82% of adults living in the Northeast have often, sometimes or rarely lost sleep at night to view or participate in social media.

About the American Academy of Sleep Medicine

Established in 1975, the AASM advances sleep care and enhances sleep health to improve lives. The AASM has a combined membership of 11,000 accredited sleep centers and individuals, including physicians, scientists and other health care professionals who care for patients with sleep disorders. As the leader in the sleep field, the AASM sets standards and promotes excellence in sleep medicine health care, education and research (aasm.org).