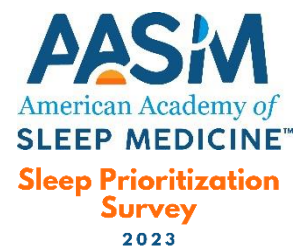


AASM Sleep Prioritization Survey

Disrupted Sleep due to Trouble Falling Asleep



Survey Methodology

The American Academy of Sleep Medicine commissioned an online survey of 2,005 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 March 24-29, 2023. Atomik Research is an independent market research agency.

Questions

How often do you experience sleep disruption due to trouble falling asleep?

Results

- Over half (54%) of Americans “always” or “often” experience disrupted sleep due to trouble falling asleep.

Overall Results

Total	2,005
Always	495 (25%)
Often	591 (29%)
Sometimes	504 (25%)
Rarely	254 (13%)
Never	132 (7%)
I don't know	29 (1%)

Over half (54%) of Americans report they “always” or “often” experience sleep disruption due to trouble falling asleep.

Results by Gender

	Male	Female
Total	997	997
Always	245 (25%)	250 (25%)
Often	284 (28%)	301 (30%)
Sometimes	240 (24%)	262 (26%)
Rarely	136 (14%)	118 (12%)
Never	81 (8%)	50 (5%)
I don't know	11 (1%)	16 (2%)

Men and women are equally likely to “always” experience sleep disruption due to trouble falling asleep (25%).

Results by Age Group

	18-24	25-34	35-44	45-54	55-64	65+
Total	313	456	541	367	176	152
Always	93 (30%)	128 (28%)	138 (26%)	89 (24%)	35 (20%)	12 (8%)
Often	111 (35%)	165 (36%)	149 (28%)	97 (26%)	42 (24%)	27 (18%)
Sometimes	57 (18%)	103 (23%)	149 (28%)	94 (26%)	51 (29%)	50 (33%)
Rarely	31 (10%)	32 (7%)	63 (12%)	50 (14%)	33 (19%)	45 (30%)
Never	15 (5%)	25 (5%)	35 (6%)	29 (8%)	12 (7%)	16 (11%)
I don't know	6 (2%)	3 (1%)	7 (1%)	8 (2%)	3 (2%)	2 (1%)

Younger age groups are more likely to “always” or “often” experience sleep disruption due to trouble falling asleep.

Results by Generation

	Gen Z (18-26)	Millennial (27-42)	Gen X (43-58)	Baby Boomer (59-76)	Silent Generation (77+)
Total	388	845	526	230	16
Always	115 (30%)	225 (27%)	127 (24%)	28 (12%)	0 (0%)
Often	143 (37%)	258 (31%)	136 (26%)	51 (22%)	3 (19%)
Sometimes	71 (18%)	223 (26%)	134 (25%)	71 (31%)	5 (31%)
Rarely	32 (8%)	82 (10%)	79 (15%)	57 (25%)	4 (25%)
Never	20 (5%)	49 (6%)	40 (8%)	20 (9%)	3 (19%)
I don't know	7 (2%)	8 (1%)	10 (2%)	3 (1%)	1 (6%)

More than 6 in 10 members of Gen Z (67%) “always” or “often” experience disrupted sleep due to trouble falling asleep.

Results by Region

	Northeast	Midwest	South	West
Total	385	481	701	438
Always	96 (25%)	115 (24%)	182 (26%)	102 (23%)
Often	104 (27%)	145 (30%)	209 (30%)	133 (30%)
Sometimes	100 (26%)	122 (25%)	170 (24%)	112 (26%)
Rarely	51 (13%)	53 (11%)	93 (13%)	57 (13%)
Never	28 (7%)	37 (8%)	40 (6%)	27 (6%)
I don't know	6 (2%)	9 (2%)	7 (1%)	7 (2%)

Those in the West (23%) are slightly less likely than other regions to “always” experience disrupted sleep due to trouble falling asleep.

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 12,000 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).