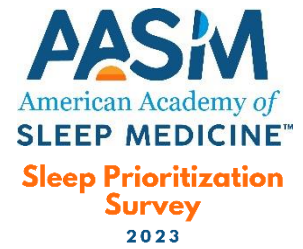


AASM Sleep Prioritization Survey

Sleep Aid Use



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.

Question

Which of the following do you use occasionally or on a regular basis to help you fall asleep or stay asleep?

Results

- Nearly a third (29%) of people use melatonin occasionally or on a regular basis.

Overall Results

Total	2,005
Prescription sleeping pills	371 (19%)
Other prescription medications (e.g., for depression or anxiety)	336 (17%)
Melatonin	578 (29%)
Other over-the-counter sleep aids (e.g., Tylenol PM, ZzzQuil)	433 (22%)
Other over-the-counter medications (i.e., cold or allergy medications)	327 (16%)
Herbal supplements or teas	406 (20%)
Alcohol	372 (19%)
Marijuana	497 (25%)
CBD (cannabidiol)	305 (15%)
Other	43 (2%)
I don't use anything to help me sleep	510 (25%)

Melatonin (29%) and marijuana (25%) are used by more than a quarter of Americans occasionally or on a regular basis to help fall asleep or stay asleep.

Results by Gender

	Male	Female
Total	997	997
Prescription sleeping pills	231 (23%)	137 (14%)
Other prescription medications	195 (20%)	140 (14%)
Melatonin	285 (29%)	288 (29%)
Other over-the-counter sleep aids	240 (24%)	193 (19%)
Other over-the-counter medications	203 (20%)	122 (12%)
Herbal supplements or teas	258 (26%)	148 (15%)
Alcohol	255 (26%)	116 (12%)
Marijuana	289 (29%)	206 (21%)
CBD	183 (18%)	119 (12%)
Other	19 (2%)	23 (2%)
I don't use anything to help me sleep	217 (22%)	291 (29%)

Men (29%) are slightly more likely to use Marijuana to help them fall asleep or stay asleep than women (21%).

Results by Age Group

	18-24	25-34	35-44	45-54	55-64	65+
Total	313	456	541	367	176	152
Prescription sleeping pills	32 (10%)	86 (19%)	138 (26%)	80 (22%)	26 (15%)	9 (6%)
Other prescription medications	37 (12%)	81 (18%)	125 (23%)	65 (18%)	18 (10%)	10 (7%)
Melatonin	93 (30%)	138 (30%)	160 (30%)	110 (30%)	41 (23%)	36 (24%)
Other over-the-counter sleep aids	59 (19%)	111 (24%)	130 (24%)	88 (24%)	21 (12%)	24 (16%)
Other over-the-counter medications	39 (12%)	84 (18%)	105 (19%)	62 (17%)	23 (13%)	14 (9%)
Herbal supplements or teas	41 (13%)	109 (24%)	144 (27%)	77 (21%)	24 (14%)	11 (7%)
Alcohol	29 (9%)	103 (23%)	148 (27%)	60 (16%)	26 (15%)	6 (4%)
Marijuana	77 (25%)	150 (33%)	160 (30%)	80 (22%)	23 (13%)	7 (5%)
CBD	40 (13%)	80 (18%)	86 (16%)	74 (20%)	13 (7%)	12 (8%)
Other	7 (2%)	7 (2%)	15 (3%)	8 (2%)	3 (2%)	3 (2%)
I don't use anything to help me sleep	95 (30%)	91 (20%)	94 (17%)	88 (24%)	64 (36%)	78 (51%)

Ove half (51%) of those over 65 say they don't use anything to help them sleep.

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
Prescription sleeping pills	45 (12%)	202 (24%)	105 (20%)	18 (8%)	1 (6%)
Other prescription medications	49 (13%)	181 (21%)	87 (17%)	18 (8%)	1 (6%)
Melatonin	122 (31%)	246 (29%)	152 (29%)	53 (23%)	5 (31%)
Other over-the-counter sleep aids	76 (20%)	206 (24%)	115 (22%)	34 (15%)	2 (13%)
Other over-the-counter medications	56 (14%)	165 (20%)	82 (16%)	24 (10%)	0 (0%)
Herbal supplements or teas	62 (16%)	225 (27%)	97 (18%)	20 (9%)	2 (13%)
Alcohol	43 (11%)	223 (26%)	84 (16%)	22 (10%)	0 (0%)
Marijuana	101 (26%)	260 (31%)	117 (22%)	18 (8%)	1 (6%)
CBD	57 (15%)	143 (17%)	88 (17%)	15 (7%)	2 (13%)
Other	8 (2%)	18 (2%)	12 (2%)	5 (2%)	0 (0%)
I don't use anything to help me sleep	108 (28%)	154 (18%)	129 (25%)	110 (48%)	9 (56%)

Across all generations, the use of marijuana as a sleep aid is highest among Millennials (31%) and Gen X (22%), while the Silent Generation (6%) and Baby Boomers (8%) report the lowest use.

Results by Region

	Northeast	Midwest	South	West
Total	385	481	701	438
Prescription sleeping pills	67 (17%)	72 (15%)	128 (18%)	104 (24%)
Other prescription medications	67 (17%)	71 (15%)	110 (16%)	88 (20%)
Melatonin	102 (26%)	146 (30%)	201 (29%)	129 (29%)
Other over-the-counter sleep aids	66 (17%)	83 (17%)	158 (23%)	126 (29%)
Other over-the-counter medications	59 (15%)	81 (17%)	110 (16%)	77 (18%)
Herbal supplements or teas	85 (22%)	77 (16%)	121 (17%)	123 (28%)
Alcohol	69 (18%)	84 (17%)	118 (17%)	101 (23%)
Marijuana	97 (25%)	116 (24%)	150 (21%)	134 (31%)
CBD	47 (12%)	58 (12%)	104 (15%)	96 (22%)
Other	8 (2%)	13 (3%)	15 (2%)	7 (2%)
I don't use anything to help me sleep	111 (29%)	111 (23%)	185 (26%)	103 (24%)

More people in the West use over-the-counter sleep aids (29%) compared to other regions.

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).