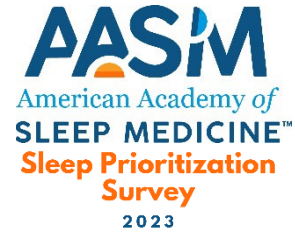


AASM Sleep Prioritization Survey

Social Media Trends



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

Have you tried any of these recent social media sleep “trends”?

Results

- Nearly 4 in 10 (39%) people admit to trying recent social media sleep “trends.”

Overall Results

Overall Results	
Total	2,005
Mouth taping	246 (12%)
Sleeping in 90-minute increments	358 (18%)
Livestreaming your sleep	303 (15%)
Watching others livestream their sleep	371 (19%)
Incorporating plants into your bedroom	354 (18%)
None of these	1,216 (61%)

Nearly one in five (19%) people have watched as others livestream their sleep, and one in six (15%) people have livestreamed their own sleep.

Results by Gender

	Male	Female
Total	997	997
Mouth taping	183 (18%)	62 (6%)
Sleeping in 90-minute increments	252 (25%)	105 (11%)
Livestreaming your sleep	225 (23%)	78 (8%)
Watching others livestream their sleep	275 (28%)	94 (9%)
Incorporating plants into your bedroom	248 (25%)	103 (10%)
None of these	493 (49%)	717 (72%)

Men (51%) are 23% more likely than women (28%) to have tried a viral sleep trend.

Results by Age Group

	18-24	25-34	35-44	45-54	55-64	65+
Total	313	456	541	367	176	152
Mouth taping	33 (11%)	61 (13%)	89 (16%)	54 (15%)	5 (3%)	4 (3%)
Sleeping in 90-minute increments	56 (18%)	103 (23%)	120 (22%)	68 (19%)	9 (5%)	2 (1%)
Livestreaming your sleep	40 (13%)	73 (16%)	127 (23%)	54 (15%)	6 (3%)	3 (2%)

Those aged 25-34 and 35-44 (49%) are most likely to have tried a viral sleep trend.

Watching others livestream their sleep	50 (16%)	89 (20%)	153 (28%)	68 (19%)	8 (5%)	3 (2%)
Incorporating plants into your bedroom	53 (17%)	101 (22%)	121 (22%)	61 (17%)	11 (6%)	7 (5%)
None of these	169 (54%)	234 (51%)	278 (51%)	248 (68%)	147 (84%)	140 (92%)

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
Mouth taping	41 (11%)	136 (16%)	63 (12%)	6 (3%)	0 (0%)
Sleeping in 90-minute increments	71 (18%)	201 (24%)	81 (15%)	5 (2%)	0 (0%)
Livestreaming your sleep	52 (13%)	184 (22%)	62 (12%)	5 (2%)	0 (0%)
Watching others livestream their sleep	71 (18%)	215 (25%)	77 (15%)	8 (3%)	0 (0%)
Incorporating plants into your bedroom	63 (16%)	204 (24%)	71 (13%)	14 (6%)	2 (13%)
None of these	206 (53%)	416 (49%)	376 (71%)	204 (89%)	14 (88%)

Gen Z (47%) is over four times more likely than Baby Boomers (11%) to have tried a viral sleep trend.

Results by Region

	Northeast	Midwest	South	West
Total	385	481	701	438
Mouth taping	44 (11%)	50 (10%)	61 (9%)	91 (21%)
Sleeping in 90-minute increments	70 (18%)	78 (16%)	109 (16%)	101 (23%)
Livestreaming your sleep	69 (18%)	57 (12%)	78 (11%)	99 (23%)
Watching others livestream their sleep	75 (19%)	61 (13%)	111 (16%)	124 (28%)
Incorporating plants into your bedroom	68 (18%)	80 (17%)	106 (15%)	100 (23%)
None of these	223 (58%)	304 (63%)	460 (66%)	229 (52%)

Just over half (52%) of Americans in the West have not tried a viral sleep trend.

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).