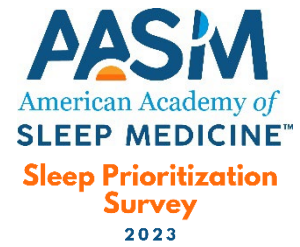


AASM Sleep Prioritization Survey

Americans using sleep trackers



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 changed any behavior due to what you learned with a sleep tracker?

Results

- Most Americans (68%) who have used a sleep tracker report that they have changed their behavior based on what they have learned.

Overall Results

Total	703
Yes	475 (68%)
No	206 (29%)
I don't know	22 (3%)

More than two-thirds of Americans (68%) who have used a sleep tracker report that they have changed their behavior based on what they have learned.

Results by Gender

	Male	Female
Total	444	258
Yes	333 (75%)	142 (55%)
No	104 (23%)	101 (39%)
I don't know	7 (2%)	15 (6%)

Of those who have used a sleep tracker, men (75%) are more likely than women (55%) to report that they have changed their behavior based on what they have learned.

Results by Age Group

	18-24	25-34	35-44	45-54	55-64	65+
Total	92	188	245	116	38	24
Yes	61 (66%)	135 (72%)	174 (71%)	86 (74%)	11 (29%)	8 (33%)
No	27 (29%)	48 (26%)	66 (27%)	26 (22%)	24 (63%)	15 (63%)
I don't know	4 (4%)	5 (3%)	5 (2%)	4 (3%)	3 (8%)	1 (4%)

Americans between the ages of 55-64 (63%) and over 65 (63%) who have used a sleep tracker are less likely to report that they have changed their behavior based on what they have learned.

Results by Generation

	Gen Z (18-26)	Millennial (27-42)	Gen X (43-58)	Baby Boomer (59-76)	Silent Generation (77+)
Total	124	381	156	40	2
Yes	85 (69%)	273 (72%)	104 (67%)	13 (33%)	0 (0%)
No	34 (27%)	99 (26%)	47 (30%)	24 (60%)	2 (100%)
I don't know	5 (4%)	9 (2%)	5 (3%)	3 (8%)	0 (0%)

Of Americans who have used a sleep tracker, Gen Z (69%), Millennials (72%) and Gen X (67%) are most likely to report that they have changed their behavior based on what they have learned.

Results by Region

	Northeast	Midwest	South	West
Total	142	165	205	191
Yes	97 (68%)	104 (63%)	126 (61%)	148 (77%)
No	41 (29%)	55 (33%)	70 (34%)	40 (21%)
I don't know	4 (3%)	6 (4%)	9 (4%)	3 (2%)

Of those who have used a sleep tracker, Americans on the West Coast (77%) are the most likely to report that they have changed their behavior based on what they have learned.

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).