

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

Was the electronic sleep tracker helpful?

Results

- Most Americans (77%) who have used a sleep tracker report that it was helpful.

Overall Results

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Total	703
Yes	539 (77%)
No	125 (18%)
I don't know	39 (6%)

More than three-fourths of Americans (77%) who have used a sleep tracker report that it was helpful.

Results by Gender

	Male	Female
Total	444	258
Yes	379 (85%)	160 (62%)
No	54 (12%)	71 (28%)
I don't know	11 (2%)	27 (10%)

Of those who have used a sleep tracker, men (85%) are more likely than women (62%) to report that it was helpful.

Results by Age Group

	18-24	25-34	35-44	45-54	55-64	65+
Total	92	188	245	116	38	24
Yes	65 (71%)	140 (74%)	200 (82%)	99 (85%)	18 (47%)	17 (71%)
No	19 (21%)	37 (20%)	36 (15%)	16 (14%)	12 (32%)	5 (21%)
I don't know	8 (9%)	11 (6%)	9 (4%)	1 (1%)	8 (21%)	2 (8%)

Americans between the ages of 55-64 (47%) who have used a sleep tracker are the least likely of any age group to report that it was helpful.

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	88 (71%)	306 (80%)	123 (79%)	21 (53%)	1 (50%)
No	27 (22%)	56 (15%)	31 (20%)	10 (25%)	1 (50%)
I don't know	9 (7%)	19 (5%)	2 (1%)	9 (23%)	0 (0%)

Of those who have used a sleep tracker, Millennials (80%) and Gen X (79%) are the most likely to report that it was helpful.

Results by Region

	Northeast	Midwest	South	West
Total	142	165	205	191
Yes	117 (82%)	121 (73%)	143 (70%)	158 (83%)
No	18 (13%)	34 (21%)	46 (22%)	27 (14%)
I don't know	7 (5%)	10 (6%)	16 (8%)	6 (3%)

Americans in the Northeast (82%) and the West (83%) who have used a sleep tracker are more likely than Americans in the Midwest (73%) or the South (70%) to report that it was helpful.

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).