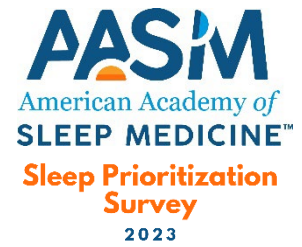


# AASM Sleep Prioritization Survey

## Binge-Watching TV



### 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%. Fieldwork took place between March 24-29, 2023. Atomik Research is an independent market research agency.

### Question

How often have you lost sleep because you stayed up “past your bedtime” to do the following?

### Results

- 91% of Americans have lost sleep staying up past their intended bedtime to binge watch multiple episodes of a TV show or streaming video series.

### Overall Results

<b>Total</b>	2,005
Often	756 (38%)
Sometimes	747 (37%)
Rarely	316 (16%)
Never	157 (8%)
I don't know	29 (1%)

Only 8% of Americans have “never” lost sleep to stay up past their intended bedtime to watch multiple episodes of a TV show or video series.

### Results by Gender

	Male	Female
<b>Total</b>	997	997
Often	424 (43%)	327 (33%)
Sometimes	350 (35%)	394 (40%)
Rarely	143 (14%)	171 (17%)
Never	71 (7%)	85 (9%)
I don't know	9 (1%)	20 (2%)

Men (43%) are 10% more likely than women (33%) to have “often” lost sleep to watch multiple episodes of a TV show or video series.

### Results by Age Group

	18-24	25-34	35-44	45-54	55-64	65+
<b>Total</b>	313	456	541	367	176	152
Often	160 (51%)	216 (47%)	211 (39%)	124 (34%)	24 (14%)	21 (14%)
Sometimes	115 (37%)	171 (38%)	226 (42%)	137 (37%)	69 (39%)	29 (19%)
Rarely	19 (6%)	49 (11%)	67 (12%)	67 (18%)	49 (28%)	65 (43%)
Never	15 (5%)	11 (2%)	29 (5%)	33 (9%)	32 (18%)	37 (24%)
I don't know	4 (1%)	9 (2%)	8 (1%)	6 (2%)	2 (1%)	0 (0%)

Americans ages 65+ (24%) are most likely to have “never” lost sleep due to staying up past their bedtime to watch multiple episodes of a TV show or video series.

### Results by Generation

	Gen Z (18-26)	Millennial (27-42)	Gen X (43-58)	Baby Boomer (59-76)	Silent Generation (77+)
<b>Total</b>	388	845	526	230	16
Often	196 (51%)	360 (43%)	169 (32%)	29 (13%)	2 (13%)
Sometimes	142 (37%)	339 (40%)	199 (38%)	64 (28%)	3 (19%)
Rarely	26 (7%)	103 (12%)	97 (18%)	88 (38%)	2 (13%)
Never	18 (5%)	31 (4%)	51 (10%)	48 (21%)	9 (56%)
I don't know	6 (2%)	12 (1%)	10 (2%)	1 (0%)	0 (0%)

Gen Z (51%) and millennials (43%) are most likely to have “often” lost sleep due to staying up past their bedtime to watch multiple episodes of a TV show or video series.

### Results by Region

	Northeast	Midwest	South	West
<b>Total</b>	385	481	701	438
Often	158 (41%)	166 (35%)	248 (35%)	184 (42%)
Sometimes	131 (34%)	178 (37%)	272 (39%)	166 (38%)
Rarely	59 (15%)	89 (19%)	115 (16%)	53 (12%)
Never	30 (8%)	41 (9%)	56 (8%)	30 (7%)
I don't know	7 (2%)	7 (1%)	10 (1%)	5 (1%)

Over four in 10 (42%) Americans in the West have “often” lost sleep to watch multiple episodes of a TV show or video series, and only 7% have never lost sleep.

### 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](http://aasm.org)).