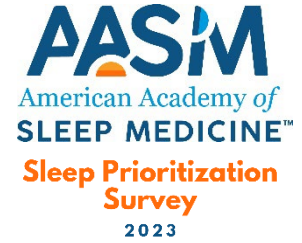


AASM Sleep Prioritization Survey

Online Shopping



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

- 75% of Americans reported staying up past their intended bedtime to shop online.

Overall Results

Total	2,005
Often	442 (22%)
Sometimes	615 (31%)
Rarely	445 (22%)
Never	474 (24%)
I don't know	29 (1%)

Nearly a quarter (24%) of Americans have “never” lost sleep to stay up past their intended bedtime to shop online.

Results by Gender

	Male	Female
Total	997	997
Often	249 (25%)	190 (19%)
Sometimes	298 (30%)	315 (32%)
Rarely	210 (21%)	231 (23%)
Never	230 (23%)	243 (24%)
I don't know	10 (1%)	18 (2%)

Men (76%) are slightly more likely than women (74%) to have lost sleep to shop online.

Results by Age Group

	18-24	25-34	35-44	45-54	55-64	65+
Total	313	456	541	367	176	152
Often	91 (29%)	118 (26%)	126 (23%)	84 (23%)	13 (7%)	10 (7%)
Sometimes	111 (35%)	156 (34%)	191 (35%)	101 (28%)	34 (19%)	19 (13%)
Rarely	60 (19%)	96 (21%)	131 (24%)	80 (22%)	47 (27%)	31 (20%)
Never	45 (14%)	79 (17%)	86 (16%)	93 (25%)	80 (45%)	91 (60%)
I don't know	6 (2%)	7 (2%)	7 (1%)	6 (2%)	2 (1%)	1 (1%)

Americans ages 65+ (60%) are most likely to have “never” lost sleep due to staying up past their intended bedtime to shop online.

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
Often	116 (30%)	209 (25%)	101 (19%)	15 (7%)	1 (6%)
Sometimes	134 (35%)	301 (36%)	146 (28%)	34 (15%)	0 (0%)
Rarely	76 (20%)	192 (23%)	116 (22%)	56 (24%)	5 (31%)
Never	54 (14%)	133 (16%)	154 (29%)	123 (53%)	10 (63%)
I don't know	8 (2%)	10 (1%)	9 (2%)	2 (1%)	0 (0%)

Gen Z (30%) and millennials (25%) are most likely to have “often” lost sleep due to staying up past their intended bedtime to shop online.

Results by Region

	Northeast	Midwest	South	West
Total	385	481	701	438
Often	89 (23%)	96 (20%)	147 (21%)	110 (25%)
Sometimes	110 (29%)	146 (30%)	223 (32%)	136 (31%)
Rarely	87 (23%)	99 (21%)	160 (23%)	99 (23%)
Never	92 (24%)	134 (28%)	162 (23%)	86 (20%)
I don't know	7 (2%)	6 (1%)	9 (1%)	7 (2%)

Americans in the Midwest are most likely to have “never” lost sleep to shop online.

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).