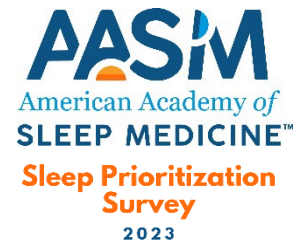


AASM Sleep Prioritization Survey

Trouble Falling Asleep



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

What steps do you take when you have trouble sleeping?

Results

- Half of Americans (50%) watch TV when having trouble falling asleep.
- 45% of Americans use a smartphone when having trouble falling asleep.

Overall Results

Overall Results	
Total	2,005
Distract your mind (e.g., count sheep)	559 (28%)
Meditate or use breathing exercises	482 (24%)
Watch TV	1,011 (50%)
Use a smartphone	908 (45%)
Work or use laptop	356 (18%)
Read	562 (28%)
Take a bath/shower	555 (28%)
Take a sleep aid or medication	700 (35%)
Lie awake	712 (36%)
Other	75 (4%)
None of these	77 (4%)

50% of Americans watch TV when having trouble falling asleep and 45% use a smartphone.

Results by Gender

	Male	Female
Total	997	997
Distract your mind (e.g., count sheep)	290 (29%)	267 (27%)
Meditate or use breathing exercises	274 (27%)	207 (21%)
Watch TV	533 (53%)	476 (48%)
Use a smartphone	454 (46%)	451 (45%)
Work or use laptop	236 (24%)	117 (12%)
Read	314 (31%)	244 (24%)
Take a bath/shower	314 (31%)	238 (24%)
Take a sleep aid or medication	349 (35%)	347 (35%)
Lie awake	327 (33%)	383 (38%)
Other	35 (4%)	39 (4%)
None of these	30 (3%)	45 (5%)

Males are slightly more likely to watch TV (53%) or use their smartphone (46%) when having trouble falling asleep compared to females who watch TV (48%) and use their smartphone (45%).

Results by Age Group

	18-24	25-34	35-44	45-54	55-64	65+
Total	313	456	541	367	176	152
Distract your mind (e.g., count sheep)	108 (35%)	164 (36%)	141 (26%)	85 (23%)	34 (19%)	27 (18%)
Meditate or use breathing exercises	71 (23%)	117 (26%)	151 (28%)	82 (22%)	32 (18%)	29 (19%)
Watch TV	132 (42%)	240 (53%)	298 (55%)	198 (54%)	83 (47%)	60 (39%)
Use a smartphone	154 (49%)	232 (51%)	283 (52%)	147 (40%)	56 (32%)	36 (24%)
Work or use laptop	54 (17%)	95 (21%)	112 (21%)	64 (17%)	16 (9%)	15 (10%)
Read	59 (19%)	119 (26%)	180 (33%)	106 (29%)	47 (27%)	51 (34%)
Take a bath/shower	86 (27%)	153 (34%)	187 (35%)	96 (26%)	25 (14%)	8 (5%)
Take a sleep aid or medication	88 (28%)	145 (32%)	225 (42%)	135 (37%)	62 (35%)	45 (30%)
Lie awake	114 (36%)	175 (38%)	189 (35%)	123 (34%)	62 (35%)	49 (32%)
Other	13 (4%)	12 (3%)	20 (4%)	10 (3%)	11 (6%)	9 (6%)
None of these	17 (5%)	16 (4%)	17 (3%)	12 (3%)	6 (3%)	9 (6%)

Over half (55%) of Americans ages 35-44 watch TV when they have trouble falling asleep.

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
Distract your mind (e.g., count sheep)	134 (35%)	263 (31%)	118 (22%)	42 (18%)	2 (13%)
Meditate or use breathing exercises	86 (22%)	234 (28%)	122 (23%)	38 (17%)	2 (13%)
Watch TV	173 (45%)	459 (54%)	278 (53%)	97 (42%)	4 (25%)
Use a smartphone	193 (50%)	439 (52%)	206 (39%)	69 (30%)	1 (6%)
Work or use laptop	69 (18%)	184 (22%)	80 (15%)	21 (9%)	2 (13%)
Read	76 (20%)	261 (31%)	148 (28%)	72 (31%)	5 (31%)
Take a bath/shower	116 (30%)	297 (35%)	123 (23%)	19 (8%)	0 (0%)
Take a sleep aid or medication	111 (29%)	313 (37%)	201 (38%)	69 (30%)	6 (38%)
Lie awake	141 (36%)	307 (36%)	183 (35%)	76 (33%)	5 (31%)
Other	13 (3%)	29 (3%)	20 (4%)	11 (5%)	2 (13%)
None of these	20 (5%)	27 (3%)	17 (3%)	10 (4%)	3 (19%)

Baby Boomers (30%) and those in the Silent Generation (6%) are least likely to use a smartphone when they have trouble falling asleep.

Results by Region

	Northeast	Midwest	South	West
Total	385	481	701	438
Distract your mind (e.g., count sheep)	111 (29%)	121 (25%)	189 (27%)	138 (32%)
Meditate or use breathing exercises	87 (23%)	106 (22%)	154 (22%)	135 (31%)
Watch TV	188 (49%)	225 (47%)	370 (53%)	228 (52%)
Use a smartphone	164 (43%)	206 (43%)	312 (45%)	226 (52%)
Work or use laptop	67 (17%)	74 (15%)	119 (17%)	96 (22%)
Read	102 (26%)	120 (25%)	189 (27%)	151 (34%)
Take a bath/shower	101 (26%)	122 (25%)	200 (29%)	132 (30%)
Take a sleep aid or medication	118 (31%)	167 (35%)	255 (36%)	160 (37%)
Lie awake	124 (32%)	175 (36%)	263 (38%)	150 (34%)
Other	13 (3%)	28 (6%)	24 (3%)	10 (2%)
None of these	21 (5%)	15 (3%)	25 (4%)	16 (4%)

Americans in the South (53%) and West (52%) are more likely to watch TV when having trouble falling asleep compared to those in the Northeast (49%) and Midwest (47%).

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).