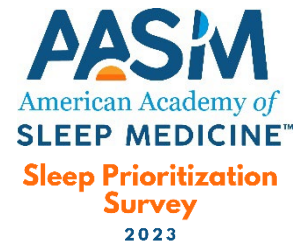# AASM Sleep Trends Survey
## *Sleep Trends*

**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**
Do you use any of the following when you sleep?

**Results**
- Nearly half (47%) of Americans use a fan.
- 29% of Americans use black out curtains.
- One in five (20%) use a sleep mask.
- One in five (20%) use a weighted blanket.
- 18% of Americans use a sound machine or app.
- 16% of Americans use earplugs.

**Overall Results**

| | |
|---|---|
| **Total** | **2,005** |
| Noise machine or app | 353 (18%) |
| Sleep mask | 393 (20%) |
| Ear plugs | 312 (16%) |
| Black-out curtains | 580 (29%) |
| Alarm clock with a wake-up light | 478 (24%) |
| Weighted blanket | 403 (20%) |
| Fan | 939 (47%) |
| None of these | 413 (21%) |

> Nearly half of adults (47%) use a fan when they sleep.

**Results by Gender**

| | Male | Female |
|---|---|---|
| **Total** | 997 | 997 |
| Noise machine or app | 205 (21%) | 145 (15%) |
| Sleep mask | 249 (25%) | 143 (14%) |
| Ear plugs | 210 (21%) | 102 (10%) |
| Black-out curtains | 298 (30%) | 277 (28%) |
| Alarm clock with a wake-up light | 318 (32%) | 156 (16%) |
| Weighted blanket | 236 (24%) | 166 (17%) |
| Fan | 466 (47%) | 470 (47%) |
| None of these | 178 (18%) | 233 (23%) |

> Men (25%) are 11% more likely to use a sleep mask than women (14%). Men and women are equally likely (47%) to use a fan when they sleep.

**Results by Age Group**

| | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ |
|---|---|---|---|---|---|---|
| **Total** | 313 | 456 | 541 | 367 | 176 | 152 |
| Noise machine or app | 57 (18%) | 100 (22%) | 111 (21%) | 64 (17%) | 10 (6%) | 11 (7%) |
| Sleep mask | 46 (15%) | 100 (22%) | 156 (29%) | 67 (18%) | 10 (6%) | 14 (9%) |
| Ear plugs | 52 (17%) | 71 (16%) | 114 (21%) | 61 (17%) | 9 (5%) | 5 (3%) |
| Black-out curtains | 76 (24%) | 148 (32%) | 197 (36%) | 106 (29%) | 29 (16%) | 24 (16%) |

| | | | | | |
|---|---|---|---|---|---|
| Alarm clock with a wake-up light | 74 (24%) | 115 (25%) | 169 (31%) | 77 (21%) | 27 (15%) | 16 (11%) |
| Weighted Blanket | 66 (21%) | 115 (25%) | 126 (23%) | 71 (19%) | 14 (8%) | 11 (7%) |
| Fan | 135 (43%) | 221 (48%) | 284 (52%) | 168 (46%) | 75 (43%) | 56 (37%) |
| None of these | 51 (16%) | 73 (16%) | 75 (14%) | 89 (24%) | 64 (36%) | 61 (40%) |

American adults aged 35-44 are most likely to use black-out curtains (36%) and a fan (52%) when they sleep.

**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 |
| Noise machine or app | 75 (19%) | 179 (21%) | 85 (16%) | 14 (6%) | 0 (0%) |
| Sleep mask | 65 (17%) | 228 (27%) | 82 (16%) | 18 (8%) | 0 (0%) |
| Ear plugs | 64 (16%) | 166 (20%) | 72 (14%) | 10 (4%) | 0 (0%) |
| Black-out curtains | 101 (26%) | 298 (35%) | 140 (27%) | 40 (17%) | 1 (6%) |
| Alarm clock with a wake-up light | 97 (25%) | 245 (29%) | 105 (20%) | 31 (13%) | 0 (0%) |
| Weighted blanket | 88 (23%) | 207 (24%) | 93 (18%) | 14 (6%) | 1 (6%) |
| Fan | 171 (44%) | 423 (50%) | 249 (47%) | 90 (39%) | 6 (38%) |
| None of these | 60 (15%) | 122 (14%) | 133 (25%) | 89 (39%) | 9 (56%) |

Gen Z (23%) and Millennials (24%) are most likely to use a weighted blanket when they sleep.

**Results by Region**

| | Northeast | Midwest | South | West |
|---|---|---|---|---|
| **Total** | 385 | 481 | 701 | 438 |
| Noise machine or app | 71 (18%) | 83 (17%) | 106 (15%) | 93 (21%) |
| Sleep mask | 84 (22%) | 79 (16%) | 106 (15%) | 124 (28%) |
| Ear plugs | 61 (16%) | 63 (13%) | 89 (13%) | 99 (23%) |
| Black-out curtains | 102 (26%) | 142 (30%) | 197 (28%) | 139 (32%) |
| Alarm clock with wake-up light | 98 (25%) | 100 (21%) | 138 (20%) | 142 (32%) |
| Weighted blanket | 87 (23%) | 81 (17%) | 116 (17%) | 119 (27%) |
| Fan | 176 (46%) | 226 (47%) | 370 (53%) | 167 (38%) |
| None of these | 81 (21%) | 95 (20%) | 144 (21%) | 93 (21%) |

Over half of adults in the South (53%) use a fan when they sleep. This is 15% more than adults in the West (38%).

**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).