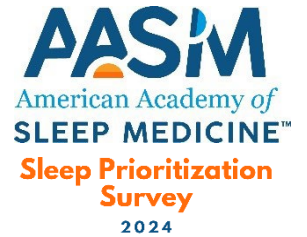


# AASM Sleep Prioritization Survey

## Difficult to Remain Alert



### Survey Methodology

The American Academy of Sleep Medicine commissioned an online survey of 2,006 adults throughout the United States. The margin of error for the overall sample is +/- 2 percentage points with a confidence level of 95 percent. Fieldwork took place between May 16 and May 24, 2024, by Atomik Research, an independent market research agency.

### Question

Do you feel it would be difficult to remain alert throughout the day without any of the following?

### Results

- Nearly half (49%) of Americans feel it would be difficult to remain alert without drinking caffeine.

### Overall Results

<b>Total</b>	<b>2,006</b>
Drinking caffeine	984 (49%)
Using a prescription or over-the-counter stimulant	200 (10%)
Exercising	531 (26%)
Taking a nap	724 (36%)
Smoking or vaping (i.e., cigarettes, nicotine)	407 (20%)
Using nicotine pouches (e.g., Zyn)	130 (6%)
Other, please specify	25 (1%)
None of the above - I do not find it difficult to remain alert throughout the day	384 (19%)

Survey respondents said it would be difficult to remain alert without drinking caffeine (49%), taking a nap (36%) and smoking or vaping (20%).

### Results by Gender

	Male	Female	Transgender	Non-binary or gender non-conforming
<b>Total</b>	<b>1,002</b>	<b>1,001</b>	<b>1</b>	<b>2</b>
Drinking caffeine	490 (49%)	491 (49%)	1 (100%)	2 (100%)
Using a prescription or over-the-counter stimulant	127 (13%)	72 (7%)	0 (0%)	1 (50%)
Exercising	321 (32%)	209 (21%)	1 (100%)	0 (0%)
Taking a nap	362 (36%)	361 (36%)	1 (100%)	0 (0%)
Smoking or vaping (i.e., cigarettes, nicotine)	216 (22%)	191 (19%)	0 (0%)	0 (0%)
Using nicotine pouches (e.g., Zyn)	107 (11%)	23 (2%)	0 (0%)	0 (0%)
Other, please specify	9 (1%)	16 (2%)	0 (0%)	0 (0%)
None of the above - I do not find it difficult to remain alert throughout the day	170 (17%)	214 (21%)	0 (0%)	0 (0%)

Men are more likely to feel it would be difficult to remain alert without smoking or vaping (22%) or nicotine pouches (11%).

### Results by Age Group

	18-24	25-34	35-44	45-54	55-64	65+
<b>Total</b>	<b>234</b>	<b>382</b>	<b>360</b>	<b>360</b>	<b>351</b>	<b>319</b>
Drinking caffeine	85 (36%)	186 (49%)	180 (50%)	217 (60%)	189 (54%)	127 (40%)
Using a prescription or over-the-counter stimulant	38 (16%)	50 (13%)	47 (13%)	37 (10%)	19 (5%)	9 (3%)
Exercising	77 (33%)	132 (35%)	95 (26%)	92 (26%)	79 (23%)	56 (18%)
Taking a nap	101 (43%)	142 (37%)	130 (36%)	123 (34%)	120 (34%)	108 (34%)
Smoking or vaping (i.e., cigarettes, nicotine)	56 (24%)	99 (26%)	87 (24%)	76 (21%)	60 (17%)	29 (9%)
Using nicotine pouches (e.g., Zyn)	20 (9%)	41 (11%)	30 (8%)	23 (6%)	10 (3%)	6 (2%)
Other, please specify	1 (0%)	2 (1%)	4 (1%)	4 (1%)	4 (1%)	10 (3%)
None of the above - I do not find it difficult to remain alert throughout the day	35 (15%)	51 (13%)	70 (19%)	49 (14%)	71 (20%)	108 (34%)

Individuals 45-54 (60%) are most likely to feel it would be difficult to remain alert without drinking caffeine.

### Results by Generation

	Gen Z (18-27)	Millennial (28-43)	Gen X (44-59)	Baby Boomer (60-78)	Silent Generation (79+)
<b>Total</b>	<b>313</b>	<b>637</b>	<b>572</b>	<b>452</b>	<b>32</b>
Drinking caffeine	125 (40%)	309 (49%)	335 (59%)	203 (45%)	12 (38%)
Using a prescription or over-the-counter stimulant	44 (14%)	87 (14%)	49 (9%)	20 (4%)	0 (0%)
Exercising	98 (31%)	199 (31%)	143 (25%)	89 (20%)	2 (6%)
Taking a nap	135 (43%)	227 (36%)	205 (36%)	146 (32%)	11 (34%)
Smoking or vaping (i.e., cigarettes, nicotine)	74 (24%)	161 (25%)	117 (20%)	52 (12%)	3 (9%)
Using nicotine pouches (e.g., Zyn)	27 (9%)	63 (10%)	31 (5%)	9 (2%)	0 (0%)
Other, please specify	2 (1%)	5 (1%)	6 (1%)	11 (2%)	1 (3%)
None of the above - I do not find it difficult to remain alert throughout the day	46 (15%)	105 (16%)	83 (15%)	135 (30%)	15 (47%)

Gen Z (43%) are most likely to feel it would be difficult to remain alert without taking a nap.

## Results by Region

	Northeast	Midwest	South	West
<b>Total</b>	<b>348</b>	<b>427</b>	<b>776</b>	<b>455</b>
Drinking caffeine	166 (48%)	222 (52%)	358 (46%)	238 (52%)
Using a prescription or over-the-counter stimulant	33 (9%)	29 (7%)	78 (10%)	60 (13%)
Exercising	97 (28%)	105 (25%)	180 (23%)	149 (33%)
Taking a nap	125 (36%)	146 (34%)	294 (38%)	159 (35%)
Smoking or vaping (i.e., cigarettes, nicotine)	73 (21%)	83 (19%)	168 (22%)	83 (18%)
Using nicotine pouches (e.g., Zyn)	30 (9%)	16 (4%)	39 (5%)	45 (10%)
Other, please specify	2 (1%)	8 (2%)	10 (1%)	5 (1%)
None of the above - I do not find it difficult to remain alert throughout the day	67 (19%)	84 (20%)	152 (20%)	81 (18%)

Individuals in the Midwest (52%) and West (52%) are most likely to feel it would be difficult to remain alert without drinking caffeine.

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