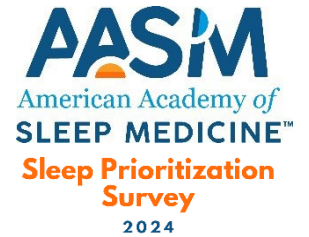


AASM Sleep Prioritization Survey

Improve Alertness



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

When you feel sleepy during the daytime, how do you improve your alertness?

Results

- Nearly half of Americans use caffeine (49%) or take a nap (48%) to improve alertness when they feel sleepy in the daytime.

Overall Results

Total	2,006
Caffeine	983 (49%)
Exercise	559 (28%)
Go outside	724 (36%)
Take a nap	954 (48%)
Other, please specify	49 (2%)
I do not feel sleepy during the daytime	112 (6%)

Nearly half of Americans use caffeine (49%) or take a nap (48%) to improve alertness when they feel sleepy in the daytime.

Results by Gender

	Male	Female	Transgender	Non-binary or gender non-conforming
Total	1,002	1,001	1	2
Caffeine	478 (48%)	502 (50%)	1 (100%)	2 (100%)
Exercise	357 (36%)	201 (20%)	1 (100%)	0 (0%)
Go outside	378 (38%)	344 (34%)	1 (100%)	1 (50%)
Take a nap	452 (45%)	501 (50%)	1 (100%)	0 (0%)
Other, please specify	17 (2%)	32 (3%)	0 (0%)	0 (0%)
I do not feel sleepy during the daytime	53 (5%)	59 (6%)	0 (0%)	0 (0%)

Men (36%) are more likely than women (20%) to report using exercise to improve alertness.

Results by Age Group

	18-24	25-34	35-44	45-54	55-64	65+
Total	234	382	360	360	351	319
Caffeine	85 (36%)	192 (50%)	192 (53%)	225 (63%)	176 (50%)	113 (35%)
Exercise	91 (39%)	138 (36%)	92 (26%)	89 (25%)	77 (22%)	72 (23%)
Go outside	93 (40%)	145 (38%)	119 (33%)	134 (37%)	126 (36%)	107 (34%)
Take a nap	133 (57%)	178 (47%)	173 (48%)	137 (38%)	169 (48%)	164 (51%)
Other, please specify	2 (1%)	6 (2%)	11 (3%)	9 (3%)	9 (3%)	12 (4%)
I do not feel sleepy during the daytime	9 (4%)	14 (4%)	20 (6%)	7 (2%)	21 (6%)	41 (13%)

Individuals aged 18-24 (57%) are most likely to take a nap to improve alertness.

Results by Generation

	Gen Z (18-27)	Millennial (28-43)	Gen X (44-59)	Baby Boomer (60-78)	Silent Generation (79+)
Total	313	637	572	452	32
Caffeine	127 (41%)	328 (51%)	336 (59%)	185 (41%)	7 (22%)
Exercise	112 (36%)	202 (32%)	139 (24%)	102 (23%)	4 (13%)
Go outside	122 (39%)	226 (35%)	212 (37%)	155 (34%)	9 (28%)
Take a nap	176 (56%)	294 (46%)	246 (43%)	219 (48%)	19 (59%)
Other, please specify	4 (1%)	12 (2%)	17 (3%)	15 (3%)	1 (3%)
I do not feel sleepy during the daytime	11 (4%)	30 (5%)	18 (3%)	46 (10%)	7 (22%)

Gen X (59%) are most likely to use caffeine to improve alertness when they feel sleepy in the daytime.

Results by Region

	Northeast	Midwest	South	West
Total	348	427	776	455
Caffeine	163 (47%)	222 (52%)	358 (46%)	240 (53%)
Exercise	112 (32%)	103 (24%)	193 (25%)	151 (33%)
Go outside	122 (35%)	165 (39%)	252 (32%)	185 (41%)
Take a nap	174 (50%)	200 (47%)	375 (48%)	205 (45%)
Other, please specify	9 (3%)	11 (3%)	20 (3%)	9 (2%)
I do not feel sleepy during the daytime	24 (7%)	22 (5%)	46 (6%)	20 (4%)

Individuals in the West (41%) are most likely to say they go outside to improve alertness when they feel sleepy in the daytime.

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).