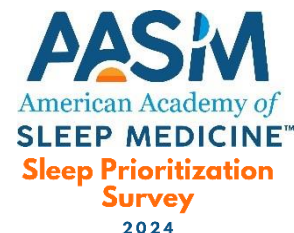


# AASM Sleep Prioritization Survey

## Bedtime



### 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

What time is your bedtime?

### Results

- More than half (55%) of those with a bedtime have it set for 10 p.m. (31%) or 11 p.m. (25%).

### Overall Results

<b>Total</b>	<b>1,057</b>
6:00 p.m. or earlier	15 (1%)
7:00 p.m.	28 (3%)
8:00 p.m.	83 (8%)
9:00 p.m.	222 (21%)
10:00 p.m. or 11:00 p.m.	582 (55%)
10:00 p.m.	323 (31%)
11:00 p.m.	259 (25%)
Midnight or later	124 (12%)
None of the above	3 (0%)

21% of those with a bedtime have it set for 9 p.m.

### Results by Gender

	Male	Female	Transgender	Non-binary or gender non-conforming
<b>Total</b>	<b>559</b>	<b>497</b>	<b>1</b>	<b>0</b>
6:00 p.m. or earlier	11 (2%)	4 (1%)	0 (0%)	0 (0%)
7:00 p.m.	14 (3%)	14 (3%)	0 (0%)	0 (0%)
8:00 p.m.	42 (8%)	40 (8%)	1 (100%)	0 (0%)
9:00 p.m.	114 (20%)	108 (22%)	0 (0%)	0 (0%)
10:00 p.m. or 11:00 p.m.	314 (56%)	268 (54%)	0 (0%)	0 (0%)
10:00 p.m.	162 (29%)	161 (32%)	0 (0%)	0 (0%)
11:00 p.m.	152 (27%)	107 (22%)	0 (0%)	0 (0%)
Midnight or later	63 (11%)	61 (12%)	0 (0%)	0 (0%)
None of the above	1 (0%)	2 (0%)	0 (0%)	0 (0%)

Males (56%) are most likely to report having a bedtime set for 10:00 p.m. or 11:00 p.m.

### Results by Age Group

	18-24	25-34	35-44	45-54	55-64	65+
<b>Total</b>	<b>119</b>	<b>218</b>	<b>176</b>	<b>175</b>	<b>179</b>	<b>190</b>
6:00 p.m. or earlier	1 (1%)	4 (2%)	3 (2%)	4 (2%)	1 (1%)	2 (1%)
7:00 p.m.	3 (3%)	10 (5%)	4 (2%)	5 (3%)	4 (2%)	2 (1%)
8:00 p.m.	11 (9%)	28 (13%)	15 (9%)	12 (7%)	11 (6%)	6 (3%)
9:00 p.m.	22 (18%)	47 (22%)	45 (26%)	38 (22%)	32 (18%)	38 (20%)
10:00 p.m. or 11:00 p.m.	60 (50%)	113 (52%)	92 (52%)	99 (57%)	106 (59%)	112 (59%)
10:00 p.m.	30 (25%)	66 (30%)	49 (28%)	61 (35%)	62 (35%)	55 (29%)
11:00 p.m.	30 (25%)	47 (22%)	43 (24%)	38 (22%)	44 (25%)	57 (30%)

People 55-64 (59%) are most likely to report having a bedtime set for 10:00 p.m. or 11:00 p.m.

Midnight or later	22 (18%)	15 (7%)	16 (9%)	17 (10%)	25 (14%)	29 (15%)
None of the above	0 (0%)	1 (0%)	1 (1%)	0 (0%)	0 (0%)	1 (1%)

### 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>157</b>	<b>345</b>	<b>279</b>	<b>256</b>	<b>20</b>
6:00 p.m. or earlier	1 (1%)	6 (2%)	6 (2%)	1 (0%)	1 (5%)
7:00 p.m.	5 (3%)	12 (3%)	6 (2%)	5 (2%)	0 (0%)
8:00 p.m.	14 (9%)	38 (11%)	17 (6%)	14 (5%)	0 (0%)
9:00 p.m.	30 (19%)	83 (24%)	59 (21%)	45 (18%)	5 (25%)
10:00 p.m. or 11:00 p.m.	81 (52%)	179 (52%)	158 (57%)	153 (60%)	11 (55%)
10:00 p.m.	46 (29%)	95 (28%)	94 (34%)	83 (32%)	5 (25%)
11:00 p.m.	35 (22%)	84 (24%)	64 (23%)	70 (27%)	6 (30%)
Midnight or later	25 (16%)	26 (8%)	33 (12%)	37 (14%)	3 (15%)
None of the above	1 (1%)	1 (0%)	0 (0%)	1 (0%)	0 (0%)

Baby Boomers (60%) are most likely to report having a bedtime set for 10:00 p.m. or 11:00 p.m.

### Results by Region

	Northeast	Midwest	South	West
<b>Total</b>	<b>188</b>	<b>218</b>	<b>373</b>	<b>278</b>
6:00 p.m. or earlier	3 (2%)	3 (1%)	9 (2%)	0 (0%)
7:00 p.m.	4 (2%)	9 (4%)	10 (3%)	5 (2%)
8:00 p.m.	13 (7%)	11 (5%)	29 (8%)	30 (11%)
9:00 p.m.	50 (27%)	35 (16%)	80 (21%)	57 (21%)
10:00 p.m. or 11:00 p.m.	93 (49%)	129 (59%)	206 (55%)	154 (55%)
10:00 p.m.	43 (23%)	63 (29%)	128 (34%)	89 (32%)
11:00 p.m.	50 (27%)	66 (30%)	78 (21%)	65 (23%)
Midnight or later	25 (13%)	30 (14%)	37 (10%)	32 (12%)
None of the above	0 (0%)	1 (0%)	2 (1%)	0 (0%)

People in the Midwest (59%) are most likely to report having a bedtime set for 10:00 p.m. or 11:00 p.m.

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