

AASM Sleep Prioritization Survey

Changing Sleep Routine Because of a Sleep Tracker

Survey Methodology

The American Academy of Sleep Medicine commissioned an online survey of 2,007 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 June 5 and June 13, 2025, by Atomik Research, an independent market research agency.

Question

Have you changed any behavior due to what you learned from a sleep tracker?

Results

- Most adults (55%) have changed behavior due to what they learned from using a sleep tracker.
- Men (59%) are more likely than women (51%) to have changed behavior due to what they learned from using a sleep tracker.
- Adults aged 35-44 (63%) and 45-54 (64%) are the most likely age groups to say they have changed behavior due to what they learned from using a sleep tracker.

Overall Results

Total	964
Yes	55%
No	40%
I don't know	4%

Most adults (55%) have changed behavior due to what they learned from using a sleep tracker.

Results by Gender

	Male	Female
Total	564	398
Yes	59%	51%
No	38%	44%
I don't know	4%	5%

Men (59%) are more likely than women (51%) to have changed behavior due to what they learned from using a sleep tracker.

Results by Age Group

	18-24	25-34	35-44	45-54	55-64	65+
Total	147	259	247	155	98	58
Yes	48%	55%	63%	64%	44%	41%
No	45%	42%	33%	34%	47%	57%
I don't know	7%	3%	4%	3%	9%	2%

Adults aged 35-44 (63%) and 45-54 (64%) are the most likely age groups to say they have changed behavior due to what they learned from using a sleep tracker.

About the American Academy of Sleep Medicine

Established in 1975, the AASM is a medical association that advances sleep care and enhances sleep health to improve lives. The AASM membership includes more than 9,500 physicians, scientists, and other health care professionals who help people who have sleep disorders. The AASM also accredits 2,300 sleep centers that are providing the highest quality of sleep care across the country (aasm.org).