

# AASM Sleep Prioritization Survey

## Using Sleep Tracking Devices

### **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**

Do you use any of the following devices to track your sleep?

### **Results**

- Nearly one-half (48%) of adults have used a sleep tracking device.

#### **Overall Results**

Total	2,007
Smartphone and app	23%
Smartwatch	20%
Wristband/fitness tracker	13%
Bedside sleep tracker	8%
Smart bed or smart mattress	8%
Ring	7%
Sensor mat or mattress cover	6%
Other smart wearable device	5%
Other	3%
None of above	52%

Nearly one-quarter of adults use a smartphone and app (23%) or a smartwatch (20%) to track their sleep.

#### **Results by Gender**

	Male	Female
Total	1005	999
Smartphone and app	29%	17%
Smartwatch	25%	15%
Wristband/fitness tracker	15%	10%
Bedside sleep tracker	11%	5%
Smart bed or smart mattress	11%	5%
Ring	10%	4%
Sensor mat or mattress cover	8%	4%
Other smart wearable device	6%	4%
Other	2%	3%
None of above	44%	60%

Men (29%) are more likely than women (17%) to use a smartphone and app or smartwatch (M=25%; W=15%) to track sleep.

#### **Results by Age Group**

	18-24	25-34	35-44	45-54	55-64	65+
Total	233	397	398	347	332	300
Smartphone and app	28%	36%	31%	17%	13%	7%
Smartwatch	24%	26%	29%	22%	9%	7%
Wristband/fitness tracker	12%	17%	17%	14%	7%	6%
Bedside sleep tracker	9%	11%	11%	10%	3%	1%
Smart bed or smart mattress	9%	12%	13%	8%	3%	1%
Ring	9%	8%	10%	8%	3%	1%

Sensor mat or mattress cover	8%	9%	9%	7%	2%	0%
Other smart wearable device	6%	6%	7%	4%	4%	1%
Other	4%	3%	3%	3%	2%	2%
None of above	37%	35%	38%	55%	70%	81%

Adults aged 25-34 (36%) are the most likely age group to use a smartphone and app to track their sleep.

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