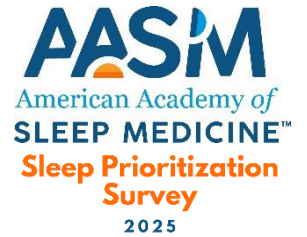


AASM Sleep Prioritization Survey

Insomnia Awareness Night 2026



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

How often do you have difficulty falling asleep or staying asleep?

Results

- Over 75% of adult report that they always, often, or sometimes have difficulty falling asleep or staying asleep.
- Women (80%) are more likely than men (76%) to report that they always, often, or sometimes have difficulty falling asleep or staying asleep.
- Adults aged 18-24 and 25-34 (82%) were the age groups most likely to report that they always, often, or sometimes have difficulty falling asleep or staying asleep.

Overall Results

Total	2,007
Always	15%
Often	29%
Sometimes	34%
Rarely	17%
Never	4%
I don't know	0%

Over 75% of adults report that they always, often, or sometimes have difficulty falling asleep or staying asleep.

Results by Gender

	Male	Female
Total	1005	999
Always	12%	19%
Often	29%	29%
Sometimes	35%	32%
Rarely	19%	15%
Never	5%	4%
I don't know	0%	1%

Women (80%) are more likely than men (76%) to report that they always, often, or sometimes have difficulty falling asleep or staying asleep.

Results by Age Group

	18-24	25-34	35-44	45-54	55-64	65+
Total	233	397	398	347	332	300
Always	19%	17%	16%	18%	15%	4%
Often	26%	29%	33%	31%	28%	28%
Sometimes	38%	36%	31%	31%	34%	34%
Rarely	12%	13%	16%	17%	17%	28%
Never	5%	4%	4%	3%	5%	6%
I don't know	0%	1%	1%	0%	0%	0%

Adults aged 18-24 and 25-34 (82%) were the age groups most likely to report that they always, often, or sometimes have difficulty falling asleep or staying asleep.

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).